Community Profile: Kitchener – Lancaster Street West

Prepared for: Economic Developers Council of Ontario – My Main Street

Table of Contents

Kitchener - Lancaster Street
Main Street Boundary and Trade Area

Lexington Rd

a Pkwy

17

University Ave E

ridge St W

57

15

20

Bridge St E

Eby

N
W E
S

Erb St E

Conestoga Pkwy

Lancaster St W

Erb St E

Shirley Ave

Victoria St N

9

Weber St W

Victoria St N

Frederick St

River Rd E

Park St

Lackne

Park St

oria St S

62

Ottawa St N

0 0.5 1 km	
0 0.4 0.8 mi	

Legend:
- 15 - Min Walk Time
- Main Street Boundary

2022-01-12 12:47 PM

1
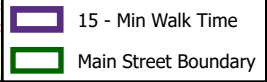
Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Kitchener - Lancaster Street

POPULATION	MEDIAN MAINTAINER AGE	MARITAL STATUS	FAMILY STATUS*
17,764	**49**	**51.7%**	**46.6%**
HOUSEHOLDS	Index:91	Index: 89	Index:125
8,426		Married/Common-Law	Couples Without Children At Home

HOUSEHOLD SIZE

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
Trade Area	39%	34%	13%	9%	4%
Benchmark	24%	33%	16%	17%	10%

Trade Area / Benchmark
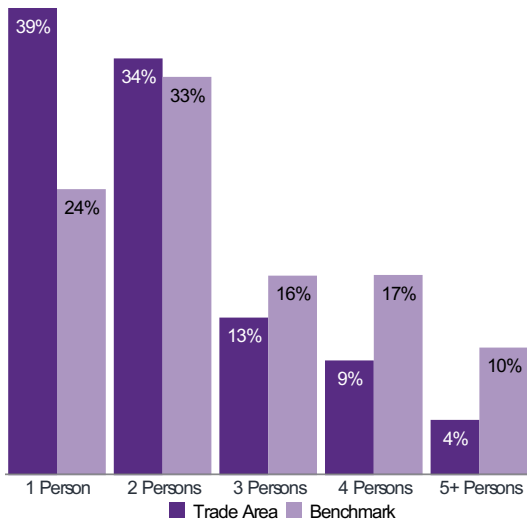
POPULATION BY AGE

	Count	%	Index
0 to 4	799	4.5	89
5 to 9	759	4.3	79
10 to 14	714	4.0	71
15 to 19	739	4.2	70
20 to 24	1,092	6.1	92
25 to 29	1,880	10.6	151
30 to 34	1,778	10.0	150
35 to 39	1,429	8.0	124
40 to 44	1,107	6.2	101
45 to 49	1,114	6.3	100
50 to 54	1,195	6.7	103
55 to 59	1,247	7.0	97
60 to 64	1,111	6.3	93
65 to 69	834	4.7	83
70 to 74	671	3.8	79
75 to 79	506	2.8	86
80 to 84	365	2.1	94
85+	422	2.4	107

AGE OF CHILDREN AT HOME
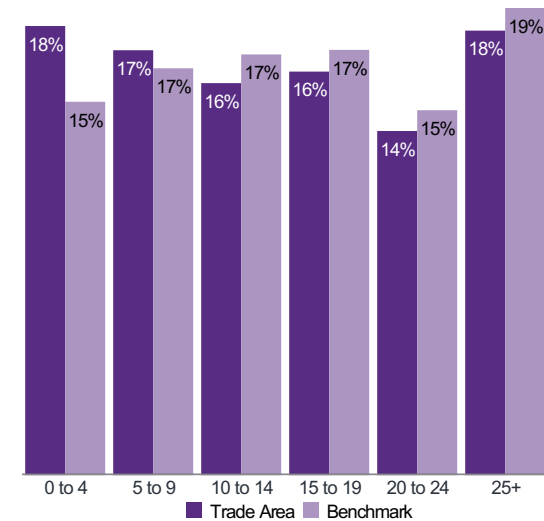
	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25+
Trade Area	18%	17%	16%	16%	14%	18%
Benchmark	15%	17%	17%	17%	15%	19%

Trade Area / Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Kitchener - Lancaster Street

Population: 17,764 | **Households:** 8,426

TENURE

Rented 48.6%
Owned 51.4%
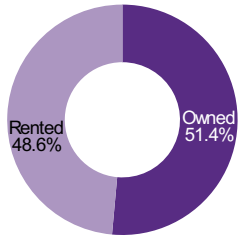
STRUCTURE TYPE

50.4%
Houses
Index:65

49.5%
Apartments
Index:224

AGE OF HOUSING*

60+ Years Old
% Comp:48.3   Index: 234

AVERAGE HOUSEHOLD INCOME

$87,925
Index:76

HOUSEHOLD INCOME DISTRIBUTION
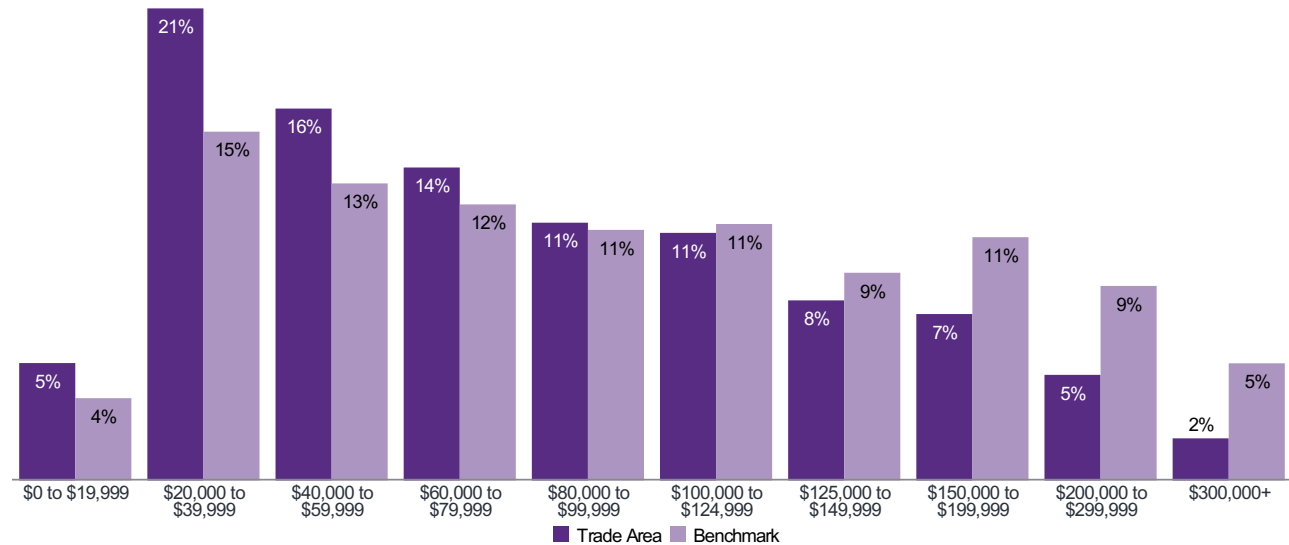
Income Range	Trade Area	Benchmark
$0 to $19,999	5%	4%
$20,000 to $39,999	21%	15%
$40,000 to $59,999	16%	13%
$60,000 to $79,999	14%	12%
$80,000 to $99,999	11%	11%
$100,000 to $124,999	11%	11%
$125,000 to $149,999	8%	9%
$150,000 to $199,999	7%	11%
$200,000 to $299,999	5%	9%
$300,000+	2%	5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: Kitchener - Lancaster Street

Population: 17,764 | **Households:** 8,426

EDUCATION

29.2%
Index:110

University Degree

LABOUR FORCE PARTICIPATION

69.6%
Index:107

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

37.3%
Index:102

Travel to work by**Car (as Driver)**

4.9%
Index:113

Travel to work by**Public Transit**

EDUCATIONAL ATTAINMENT
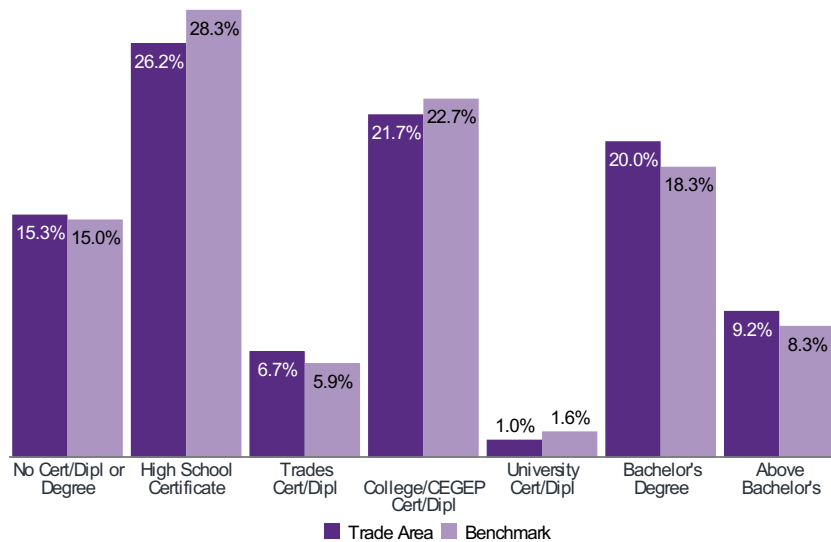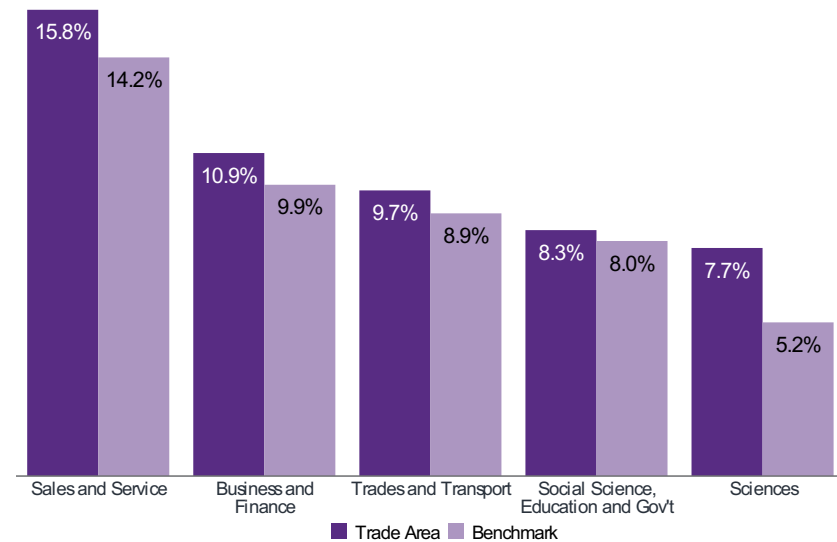
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	15.3%	15.0%
High School Certificate	26.2%	28.3%
Trades Cert/Dipl	6.7%	5.9%
College/CEGEP Cert/Dipl	21.7%	22.7%
University Cert/Dipl	1.0%	1.6%
Bachelor's Degree	20.0%	18.3%
Above Bachelor's	9.2%	8.3%

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	15.8%	14.2%
Business and Finance	10.9%	9.9%
Trades and Transport	9.7%	8.9%
Social Science, Education and Gov't	8.3%	8.0%
Sciences	7.7%	5.2%

Benchmark: Southern Ontario

Ranked by percent composition

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(https://en.environicsanalytics.ca/Envision/About/1/2021)

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Kitchener - Lancaster Street

Population: 17,764 | **Households:** 8,426

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
2.4%	11.7%	1.1%	15.7%	Before 2001
Index:102	Index:40	Index:56	Index:60	9.6% Index:69
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

- South Asian: 3.2% (Trade Area), 9.9% (Benchmark)
- Chinese: 1.8% (Trade Area), 5.1% (Benchmark)
- Latin American: 1.3% (Trade Area), 1.3% (Benchmark)
- SE Asian: 1.0% (Trade Area), 0.9% (Benchmark)
- Black: 1.0% (Trade Area), 4.5% (Benchmark)

■ Trade Area ■ Benchmark
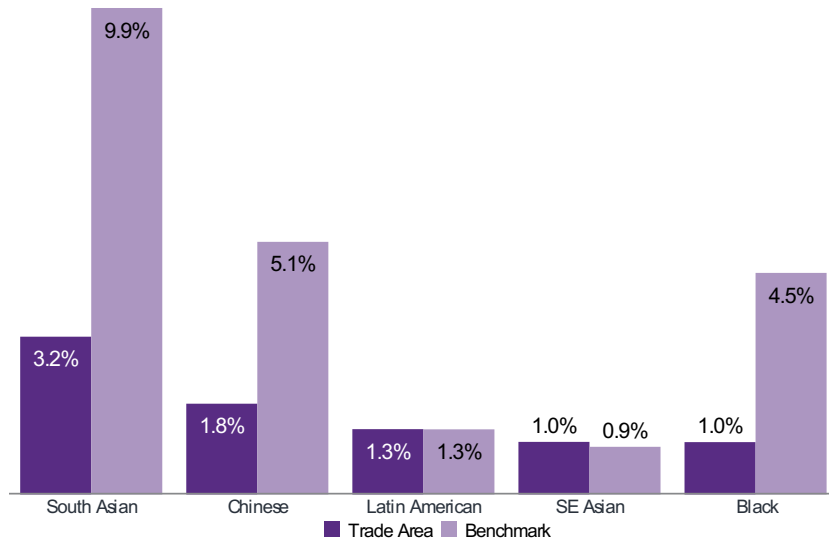
LANGUAGES SPOKEN AT HOME: TOP 5**
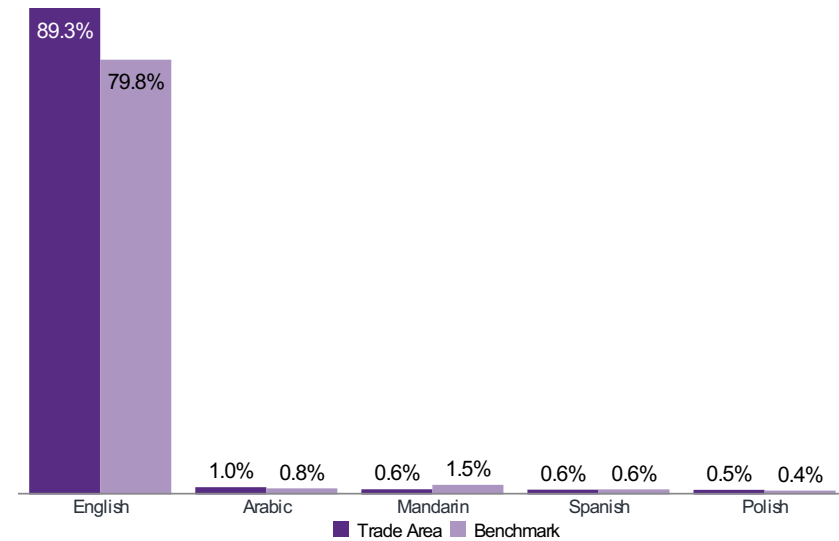
- English: 89.3% (Trade Area), 79.8% (Benchmark)
- Arabic: 1.0% (Trade Area), 0.8% (Benchmark)
- Mandarin: 0.6% (Trade Area), 1.5% (Benchmark)
- Spanish: 0.6% (Trade Area), 0.6% (Benchmark)
- Polish: 0.5% (Trade Area), 0.4% (Benchmark)

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Trade Area: Kitchener - Lancaster Street

Households: 8,425

Top 5 segments represent **52.6%** of households in Kitchener - Lancaster Street

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51 ON THEIR OWN AGAIN
U2 URBAN OLDER / MATURE SINGLES & COUPLES M2
City seniors in apartment rentals
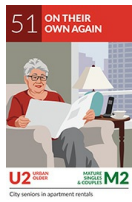
Rank:	1
Hhlds:	1,528
Hhld %:	18.14
% in Benchmark:	3.77
Index:	**481**

Located in cities across Canada, On Their Own Again consists of older singles living in high-rise apartments. Nearly 60 percent live alone—highest among all segments. And almost 30 percent of residents are over 65, with one in ten a widowed individual. Fewer than half are still in the labour force, but with over 45 percent of adults having attended college or a university, those still working hold white-collar and service sector jobs in sales, administrative support and real estate. Although incomes are downscale, pensions boost household net worth and provide an economic cushion. In On Their Own Again, nearly 80 percent of households rent apartments, and an overwhelming number of them live in older buildings. Many are newcomers, with half having moved in the past five years and a disproportionate number coming from China, the Philippines and the U.K. Nearly 40 percent of residents are first-generation Canadians; almost 20 percent are second-generation. With their unpretentious lifestyle, residents like to escape the routine by going to a casino, community theatre or movie drama. Many respond to marketing messages that appeal to their support for the value Ethical Consumerism.

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22 INDIEVILLE
U3 YOUNG URBAN CORE / YOUNGER SINGLES & COUPLES Y2
Younger and middle-aged urban singles and couples

Rank:	2
Hhlds:	958
Hhld %:	11.37
% in Benchmark:	0.52
Index:	**2,185**

Indieville is a classic urban hodgepodge: a mix of younger and middle-aged maintainers, singles and couples, and first- and second-generation Canadians. Drawn to the vibrant, urban core of the nation's big cities, a significant portion of these residents live in Toronto and nearly half are single, divorced or separated. This is a smart group: nearly 40 percent are university educated and members are twice as likely as average Canadians to hold master's degrees. But their average incomes—mostly from white-collar and service sector jobs in the arts, education and science—indicate that they're on the lower rungs of the career ladder. Half of all households are headed by maintainers under 45 years old, and residents typically live in older, low-rise apartments, duplexes and semi-detached dwellings. For many, Indieville is just the latest stop on an upwardly mobile journey; nearly 45 percent have moved in the last five years. Residents have a penchant for the latest technology and enjoy shopping online for books, music, fashion and groceries, all of which is not surprising given their age, education and high scores of Ostentatious Consumption.

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36 MIDDLE-CLASS MOSAIC
U2 URBAN OLDER / MIDDLE-AGE FAMILIES F3
Middle-income urban homeowners

Rank:	3
Hhlds:	666
Hhld %:	7.90
% in Benchmark:	1.41
Index:	**559**

Reflecting the increasing flow of immigrants beyond Toronto and Vancouver, Middle-Class Mosaic consists of middle-class homeowners and their families living in established neighbourhoods. The segment features a mix of couples, lone-parent households and larger-than-average families with children of all ages; nearly one in five is over 25. Middle-Class Mosaic is also a destination for first- and second-generation Canadians drawn to affordable, older single- and semi-detached houses. More than a third of the population are visible minorities, including Filipinos, South Asians, Arabs and blacks. Moderately educated, residents work at solid blue-collar and service sector jobs in manufacturing, transportation and the trades. And with maintainers ranging in age from 35 to 64, residents are happy with a night out at a dinner theatre, casino or casual family restaurant. To keep fit, they head to a health club or swimming pool. And they're fond of travelling to western Canada, Mexico and the U.S., visiting places like Vancouver, Las Vegas and Hawaii. While their future looks bright, they worry about the effects of technology on society, scoring high for the value Technology Anxiety.

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52 FRIENDS & ROOMIES
U5 YOUNGER URBAN MIX / YOUNGER SINGLES & COUPLES Y2
Young, diverse lower-middle-income city dwellers

Rank:	4
Hhlds:	645
Hhld %:	7.66
% in Benchmark:	2.06
Index:	**373**

One of the largest segments, Friends & Roomies attracts mostly young singles and single-parent families to neighbourhoods in cities like Calgary, Edmonton, Winnipeg and Victoria. More than a third of maintainers are younger than 35, more than half under 44. A majority of the households contain single, divorced or separated individuals. With mixed educational achievement—from high school to university degrees—members hold a variety of predominantly service sector and white-collar jobs. Incomes are below average, and over three-quarters are renters, mostly in low-rise units. In this transitional segment, more than 60 percent of Friends & Roomies households moved in the past five years. Today, nearly 40 percent of the population are first-generation Canadians, typically black, Filipino and South Asian immigrants who identify as visible minorities. These young people are able to turn modest incomes into active social lives, enjoying bars, nightclubs and community theatres at high rates. And many like to shop—especially online—for video games, movies and music. In their diverse neighbourhoods, they enjoy Culture Sampling, incorporating the cultural influences of other groups into their lives.

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60 VALUE VILLAGERS
U5 YOUNGER URBAN MIX / SCHOOL-AGE FAMILIES F1
Lower-middle-income city dwellers

Rank:	5
Hhlds:	632
Hhld %:	7.50
% in Benchmark:	2.72
Index:	**275**

Value Villagers is a working-class group found typically in the older, industrial neighbourhoods of midsize cities. The households consist of an eclectic mélange of singles, couples and lone-parent families, maintainers of almost any age, and residents with educations ranging from grade 9 to college. In many ways, Value Villagers is a microcosm of Canada, with residents' marital status, household size and mobility rates all reflecting national averages. Even the average ages of adults and children here match national figures. But the Value Villagers version of Canadian life is decidedly modest. Most adults earn lower-middle incomes from blue-collar and service sector jobs, typically in manufacturing, sales or the trades. Over half the housing stock was built before 1960, and residents typically live in single-detached houses that are valued at half the national average. Value Villagers members relish life's simple pleasures, like carnivals, community theatres and parks. And when the mood strikes, they'll play a friendly game of golf, attend an auto race or visit an art gallery. These third-plus-generation Canadians express a belief in the Canadian government and those in positions of power (Obedience to Authority).

Benchmark: Southern Ontario

Psychographics | SocialValues Overview

Trade Area: Kitchener - Lancaster Street

⬆ Strong Values

Values	Index
Flexible Families	118
Ethical Consumerism	116
Aversion to Complexity	114
Financial Concern Regarding the Future	114
Primacy of Environmental Protection	114
Introspection & Empathy	113
Rejection of Inequality	112
Ecological Concern	110
Personal Control	109
Rejection of Orderliness	109

⬇ Weak Values

Values	Index
Religiosity	83
Social Darwinism	84
Traditional Family	85
Ostentatious Consumption	86
Status via Home	86
Attraction to Nature	87
Consumption Evangelism	87
Primacy of the Family	88
Advertising as Stimulus	89
Legacy	89

⭐ Descriptions | Top 3 Strong Values

Flexible Families

Willingness to accept non-traditional definitions of "family", such as common law and same-sex marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. The belief that society should be open to new definitions of what constitutes a "family".

Ethical Consumerism

Willingness to base consumer decisions on the perceived ethics of the company making the product (e.g., whether management treats employees fairly, co-operates with governments that do not meet ethical standards, or uses testing methods that involve mistreatment of animals). Desire to see companies be good corporate citizens in terms of these new social concerns.

Aversion to Complexity

Tendency to find it difficult to adapt to the uncertainties of modern life, and to feel threatened by the changes and complexities of society today. A desire to avoid this complexity as a learning experience and a source of opportunity.

⭐ Descriptions | Top 3 Weak Values

Religiosity

Placing great importance on religion as a construct which guides one's life. Also, placing great significance on having an affiliation with an organized religious faith. Tendency to consider that religion represents the essential values and education that should be transmitted to the next generation. (Note: Lower scores on this construct should be construed not as anti-religious, but as "Apatheistic").

Social Darwinism

A belief that active involvement in the political process doesn't really make any difference in society. People strongest on this construct accept the notion that inequities in society are inevitable and should be expected.

Traditional Family

The belief that society should guard against new definitions of what constitutes a "family" and preserve the traditional, "one man, one woman" definition of the nuclear family. The belief that "family" should be defined by legal formalities or institutional sanction. An unwillingness to accept non-traditional definitions of "family", such as common law and same-sex marriages.

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: Kitchener - Lancaster Street

WealthScapes Households: 8,382

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 88,139	$ 69,742	$ 46,794	$ 3,235
Index: 76	Index: 76	Index: 73	Index: 90

WEALTH*   ## ASSETS*

Net Worth	Savings	Investments	Unlisted Shares	Real Estate	Liquid Assets
% Holders	**% Holders**	**% Holders**	**% Holders**	**% Holders**	**% Holders**
99.6% Index: 100	95.0% Index: 100	56.5% Index: 94	11.9% Index: 96	54.4% Index: 71	98.0% Index: 100
Balance	**Balance**	**Balance**	**Balance**	**Balance**	**Balance**
$472,332	$63,799	$258,192	$267,922	$573,503	$246,939
Index: 64	Index: 83	Index: 77	Index: 84	Index: 77	Index: 75

DEBT*

FINANCIAL RATIO

Consumer Debt	Mortgage Debt	Debt:Asset
% Holders	**% Holders**	**% Holders**
88.8% Index: 98	33.8% Index: 73	0.20% Index: 92
Balance	**Balance**	
$42,584	$229,576	
Index: 64	Index: 77	

Benchmark: Southern Ontario

% Holders represent where customers are found.

Average values per holding household as at December 31, 2020.

Index Colours:	<80	80 - 110	110+

Financial | WealthScapes - Ratios

WealthScapes Households: 8,382

FINANCIAL RATIOS*

Debt: Asset	Debt: Liquid Assets	Consumer Debt - Discr. Income	Savings - Investments
0.20	0.48	0.81	0.66
Index:92	Index: 78	Index:86	Index:110

Pension - Non-Pension Assets	Real Estate Assets - Liq. Assets	Mortgage - Real Estate Assets	Mortgage - Consumer Debt
0.23	1.29	0.25	2.05
Index:104	Index:73	Index:102	Index:89

Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Households: 8,426

Total Aggregate Current Consumption:$535,222,364

Average Current Consumption	**Average Household Income**	**Average Disposable Income**
$63,520	$85,883	$67,341
Index: 78	Index: 75	Index: 75

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$17,667	27.8%
Index 84	Index 108

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$9,978	15.7%
Index 78	Index 100

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$9,578	15.1%
Index 70	Index 90

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$4,483	7.1%
Index 78	Index 101

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$4,418	7.0%
Index 81	Index 104

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$3,503	5.5%
Index 73	Index 94

Tobacco and Alcohol
Avg. Dollars/Household	Pct. of Total Expenditure
$3,189	5.0%
Index 90	Index 115

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$2,579	4.1%
Index 65	Index 83

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$2,480	3.9%
Index 75	Index 96

Benchmark: Southern Ontario

Displaying the top nine HouseholdSpend categories ranked by percent of total expenditure.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+

Expenditures | Foodspend - Annual Household Expenditure Overview

ENVIRONICS ANALYTICS

Trade Area: Kitchener - Lancaster Street

Households: 8,426

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$85,883	$9,978	$3,324	$6,654
Index: 75	Index: 78	Index: 82	Index: 76

Total Aggregate Food Expenditure: $ 84,073,165

Bakery
Avg. Dollars/Household	Pct. of Total Expenditure
$681	10.2%
Index: 78	Index: 103

Cereal Products
Avg. Dollars/Household	Pct. of Total Expenditure
$389	5.8%
Index: 76	Index: 100

Fruit and nuts
Avg. Dollars/Household	Pct. of Total Expenditure
$795	11.9%
Index: 72	Index: 95

Vegetables
Avg. Dollars/Household	Pct. of Total Expenditure
$704	10.6%
Index: 76	Index: 100

Dairy products & Eggs
Avg. Dollars/Household	Pct. of Total Expenditure
$995	15.0%
Index: 78	Index: 102

Meat
Avg. Dollars/Household	Pct. of Total Expenditure
$1,104	16.6%
Index: 70	Index: 92

Fish & Seafood
Avg. Dollars/Household	Pct. of Total Expenditure
$216	3.2%
Index: 73	Index: 97

Beverages & Other Food
Avg. Dollars/Household	Pct. of Total Expenditure
$1,772	26.6%
Index: 80	Index: 106

Benchmark: Southern Ontario

Displaying the top FoodSpend categories of expenditure on food purchased from stores. Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+

Post COVID-19 Activities

Behavioural-Vividata | Post COVID-19

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Lancaster Street

Household Population 14+: 15,585

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	11.0	11.0	100
Going to restaurants, bars or night clubs	52.2	55.1	95
Having physical Contact with family and friends	57.6	57.7	100
Participating in group activities	37.1	38.7	96
Partying	14.2	15.8	90
Seeing family and friends in person	65.2	62.8	104
Entertainment			
Attending events, festivals or concerts	39.6	42.9	92
Attending sports events (excludes professional sports)	15.5	18.2	85
Attending to professional sports events or games	25.2	25.4	99
Going to the movies	42.6	45.7	93
Movement & Travel			
Driving more	14.2	16.1	88
Shopping in-store	39.5	42.9	92
Spending time outdoors	29.5	32.5	91
Travelling outside of Canada/ abroad	48.3	53.2	91
Travelling within Canada	47.4	49.9	95
Using public transit	10.5	13.7	76
Personal			
Getting back to old habits	35.0	36.2	97
Going to a salon, barber shop or spa	31.2	33.7	92
Going to the gym	18.2	22.6	81
Education/Work			
Children going back to school	16.5	20.3	81
Going back to work	16.9	17.6	96
Other			
Not Stated	0.3	0.6	48

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Kitchener - Lancaster Street

Household Population 14+: 15,585

RADIO
Listeners: 80.0%
Index: 99

7.5 Hours/Week*
Index: 101

Top Formats

	Trade Area	Benchmark
Classical	15.4%	13.4%
Traditional Country	13.1%	11.4%
Alternative Rock	32.1%	28.5%

TELEVISION
Viewers: 95.6%
Index: 101

22.0 Hours/Week*
Index: 105

Top Program Types

	Trade Area	Benchmark
Adult Animated Series	34.3%	30.8%
Science Fiction/Fantasy Dramas	41.2%	38.7%
Variety/Specials	26.9%	25.7%

NEWSPAPER
Readers: 28.3%
Index: 101

0.6 Hours/Week*
Index: 100

Top Sections Read

	Trade Area	Benchmark
Local News	23.6%	22.5%
Provincial or National News	21.2%	20.2%
Editorials	11.0%	10.5%

MAGAZINE
Readers: 70.5%
Index: 97

1.2 Hours/Month*
Index: 89

Top Titles

	Trade Area	Benchmark
Maclean's	32.6%	30.0%
Outdoor Canada	12.5%	12.5%
Reader's Digest	29.8%	29.6%

INTERNET
Users: 97.4%
Index: 99

23.0 Hours online past week*
Index: 105

Top Activities

	Trade Area	Benchmark
Listen to Radio/Podcast	45.6%	42.3%
Watched Long Form Videos	52.1%	48.4%
Music Streaming	55.9%	52.7%

DIRECT/OUTDOOR

2 Times used public transit past week*
Index: 61

Top DM Formats Used to Plan/Make Purchases

	Trade Area	Benchmark
Coupon Booklets	15.3%	14.2%
E-mail Coupons	15.4%	15.0%
Addressed Mail Offers	8.3%	8.2%

Benchmark: Southern Ontario

* Consumption values based to variable's incidence count.

** Chosen from index ranking with minimum 5% composition.

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Activities

Trade Area: Kitchener - Lancaster Street

Household Population 18+: 14,988

FACEBOOK
80.2% currently use

Index: **103**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Read news feed	47.0%	42.7%
Cmt/Like other users' posts	31.6%	27.6%
Use Messenger	25.9%	23.4%

TWITTER
29.9% currently use

Index: **102**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Read tweets	14.2%	14.2%
Watch videos	6.1%	6.4%
Tweet	4.4%	4.4%

INSTAGRAM
39.2% currently use

Index: **101**

Top Activities (Daily)

Activity	Trade Area	Benchmark
View photos/videos	8.2%	8.5%
Like photos/videos	6.9%	6.7%
Comment on photos/videos	3.7%	3.8%

LINKEDIN
38.8% currently use

Index: **94**

Top Activities (Weekly)

Activity	Trade Area	Benchmark
Read your newsfeed	4.3%	4.7%
View a job posting	3.1%	3.9%
Search and review other profiles	2.6%	3.6%

YOUTUBE
68.1% currently use

Index: **97**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Watch videos	24.2%	28.0%
Like/dislike videos	6.9%	8.1%
Watch live videos	5.9%	6.8%

SNAPCHAT
13.5% currently use

Index: **104**

Top Activities (Weekly)

Activity	Trade Area	Benchmark
Receive photos/videos	6.0%	6.6%
Send photos/videos	5.5%	5.7%
Send direct text messages	5.3%	5.9%

WHATSAPP
35.6% currently use

Index: **83**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Send/receive images	4.8%	6.0%
Send/receive messages	4.4%	5.7%
Use group chats	3.7%	4.6%

Benchmark: Southern Ontario

Chosen and ranked by percent composition

(!)Indicates variables with low sample size. Please analyze with discretion

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Usage

ENVIRONICS ANALYTICS

Household Population 18+: 14,988

FRIENDS IN ALL SM NETWORKS

36.1%
Index:**102**

0-49 friends

FREQUENCY OF USE (DAILY)

60.0%
Index:**107**

Facebook

BRAND INTERACTION

37.2%
Index:**108**

Like brand on Facebook

NO. OF BRANDS INTERACTED

29.4%
Index:**96**

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
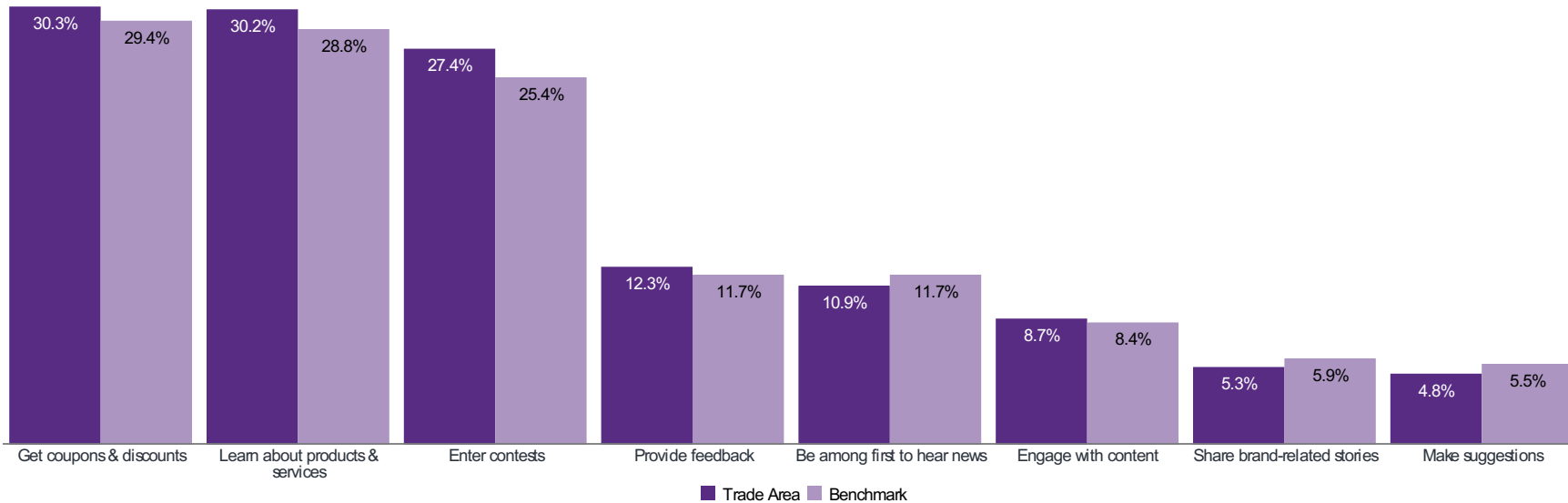
Reason	Trade Area	Benchmark
Get coupons & discounts	30.3%	29.4%
Learn about products & services	30.2%	28.8%
Enter contests	27.4%	25.4%
Provide feedback	12.3%	11.7%
Be among first to hear news	10.9%	11.7%
Engage with content	8.7%	8.4%
Share brand-related stories	5.3%	5.9%
Make suggestions	4.8%	5.5%

■ Trade Area ■ Benchmark

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS ANALYTICS

Trade Area: Kitchener - Lancaster Street

Total Household Population 18+: 14,988

Retail companies should not be allowed to own or share my personal info

% Comp **89.1**   Index **101**

I am likely to shop online via my mobile device, provided the process is easy

% Comp **46.3**   Index **95**

I am concerned about sharing my personal info with retail companies due to privacy issues, such as using it for marketing purposes

% Comp **85.3**   Index **101**

I am likely to download a mobile shopping "app" if it somehow makes my shopping experience easier

% Comp **37.8**   Index **92**

I use my mobile device to find retail locations that sell products I am looking to buy

% Comp **55.7**   Index **98**

I am open to receiving relevant marketing messages on my mobile device from retailers I trust

% Comp **27.5**   Index **91**

| Index Colours: | <80 | 80 - 110 | 110+ |

Opticks eShopper | Purchase Preference by Category

ENVIRONICS ANALYTICS

Trade Area: Kitchener - Lancaster Street

Total Household Population 18+: 14,988

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)

Category	Trade Area	Benchmark
Automotive	17.3	20.1
Babies and children	11.1	12.9
Media	41.6	43.0
Clothing & Fashions	28.0	30.6
Home Electronics	39.4	41.8
Event tickets	50.8	50.3
Gift card/ cert.	30.3	33.1
Groceries	14.6	16.7
Beauty & Cosmetics	16.5	18.4
Home & Garden	21.5	24.4
Financial products	26.3	30.3
Office supplies	31.8	34.7
Pets	14.3	15.3
Pharma.	24.5	26.9
Sporting goods	20.4	24.2
Vacation/ travel	48.6	51.6
Food Home delivery svcs.	18.8	19.8
Wireless service providers	40.3	42.6
Insurance products	28.7	31.6
Online meal kits (e.g. Hello Fresh)	15.8	15.7
Govt. services	51.5	52.0

Legend: Trade Area ■ / Benchmark ■

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: Kitchener - Lancaster Street

Total Household Population 18+: 14,988

BEHAVIOURAL PREFERENCES BY CHANNEL

CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	63.8% Index:**104**	34.8% Index:**94**	12.0% Index:**97**	2.4% Index:**77**
Purchase preference	78.4% Index:**104**	28.0% Index:**92**	9.8% Index:**100**	2.5% Index:**98**
Customer Service	66.6% Index:**108**	16.3% Index:**91**	6.4% Index:**111**	20.2% Index:**93**

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.6%	4.5%	10.3%	9.3%	3.7%	1.9%
Benchmark	2.0%	4.5%	10.8%	9.5%	4.4%	2.3%

Trade Area **Benchmark**

Benchmark: Southern Ontario

(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Lancaster Street

Total Household Population 18+: 14,988

HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	52.5% Index:104	53.0% Index:97	15.2% Index: 97	9.1% Index: 111
Purchase preference	70.2% Index: 103	39.4% Index:94	11.2% Index:101	6.5% Index: 101
Customer Service	58.9% Index:105	24.0% Index:97	7.6% Index: 103	38.6% Index: 105

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	3.7%	6.3%	4.9%	5.5%	5.5%
Benchmark	4.3%	6.4%	6.2%	6.1%	6.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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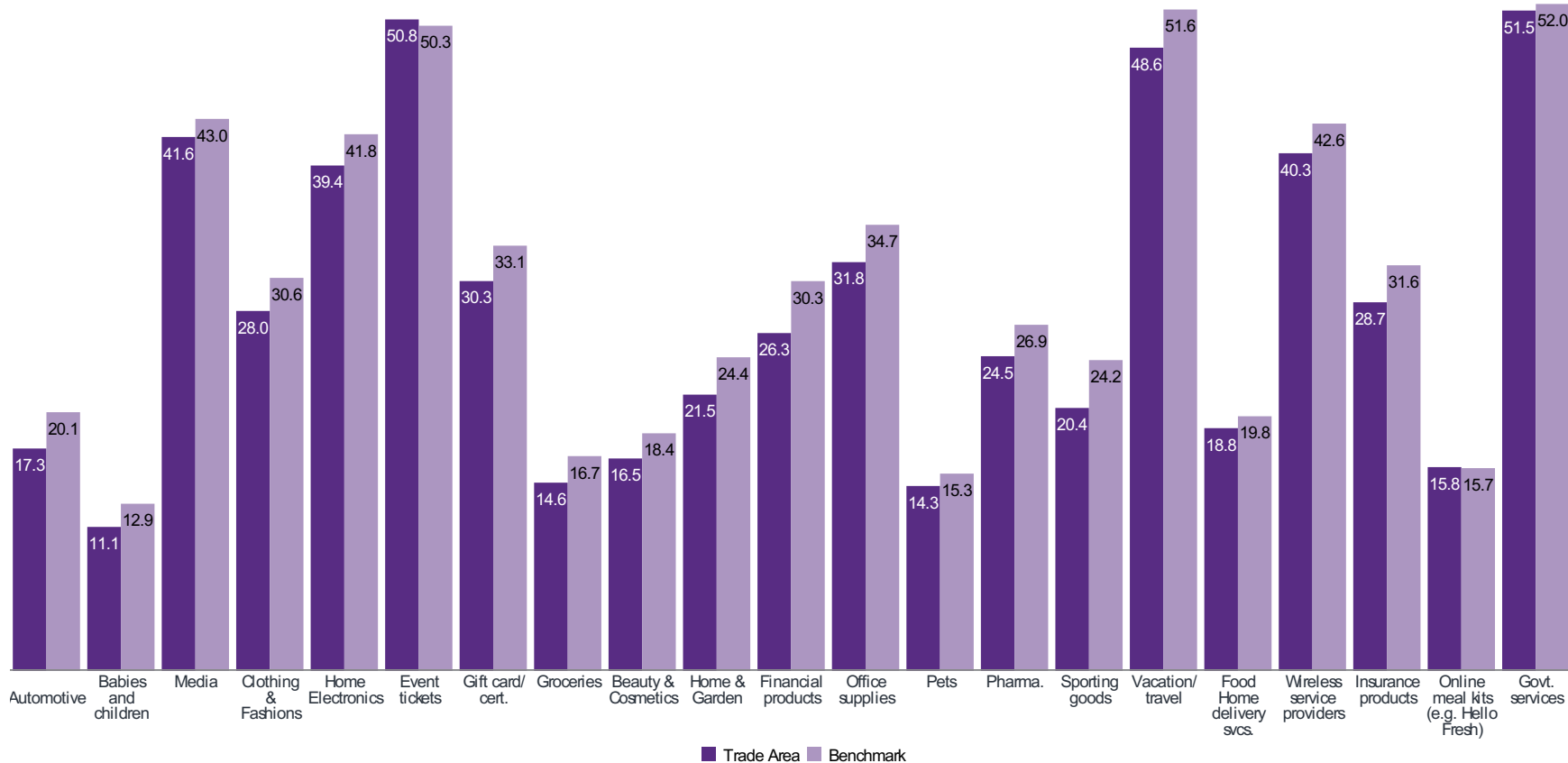(https://en.environicsanalytics.ca/Envision/About/1/2021)

(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+

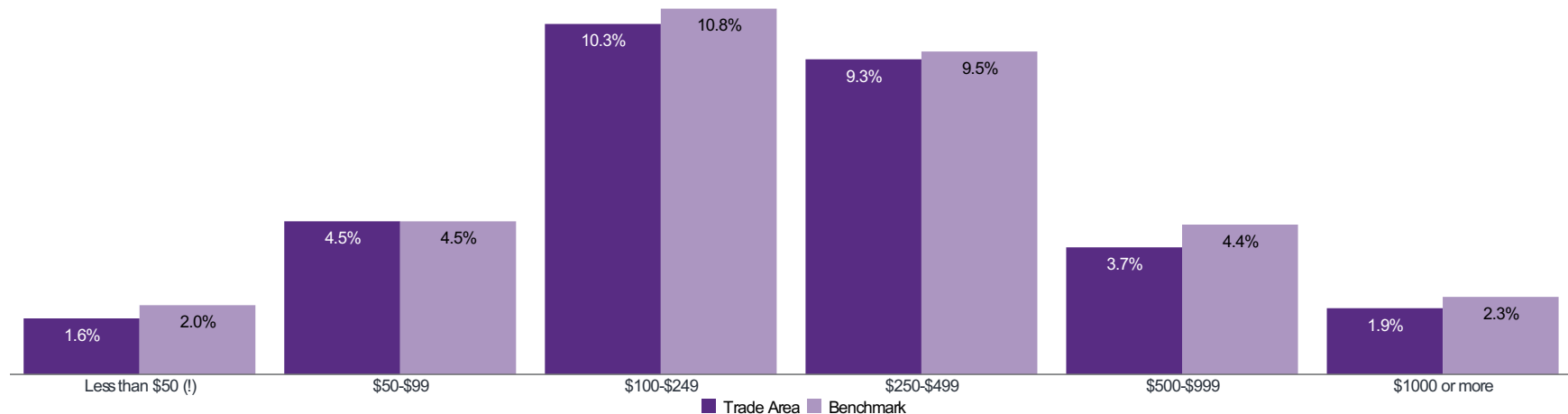# Opticks eShopper | Gift Cards Deep Dive

Trade Area: Kitchener - Lancaster Street

Total Household Population 18+: 14,988

BEHAVIOURAL PREFERENCES BY CHANNEL

GIFT CARDS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	51.3% Index:**108**	32.7% Index:**93**	10.1% Index:**92**	3.7% Index:**105**
Purchase preference	64.0% Index:**106**	30.3% Index:**92**	7.7% Index:**88**	3.5% Index:**115**
Customer Service	46.3% Index:**109**	19.4% Index:**94**	5.6% Index:**92**	27.3% Index:**99**

AMOUNT SPENT [PST 12 MTHS]
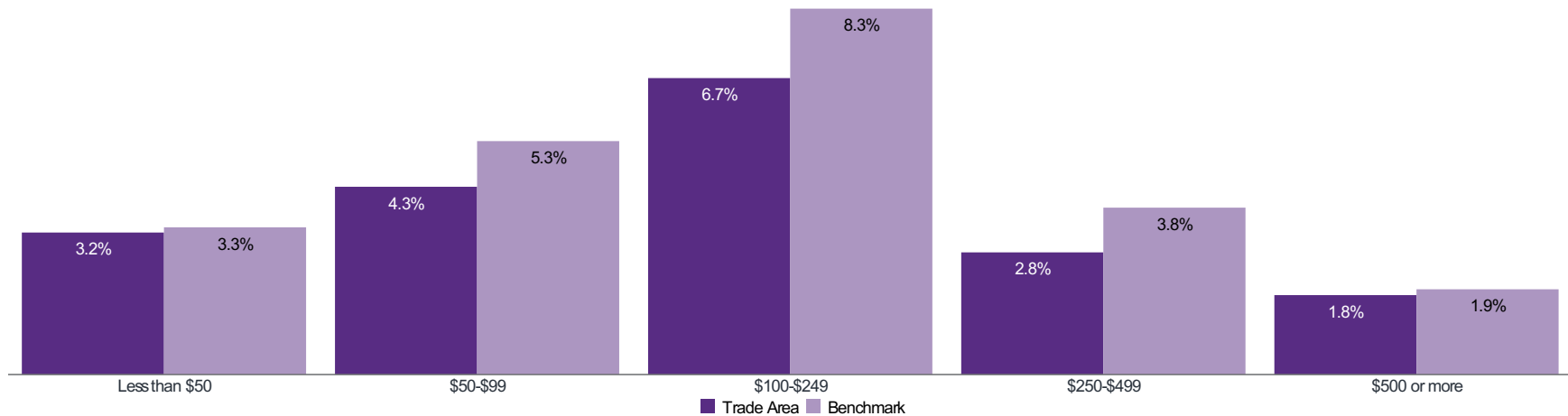
	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	3.2%	4.3%	6.7%	2.8%	1.8%
Benchmark	3.3%	5.3%	8.3%	3.8%	1.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Lancaster Street

Total Household Population 18+: 14,988

GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	73.1% Index:101	24.0% Index:97	11.1% Index:100	3.2% Index:118
Purchase preference	85.0% Index:102	14.6% Index:88	6.3% Index:101	2.1% Index:88
Customer Service	73.3% Index:105	10.1% Index:88	4.0% Index:100	18.5% Index:99

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99 (!)	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	2.1%	1.2%	3.4%	3.2%	3.3%	5.6%
Benchmark	1.6%	1.9%	3.8%	3.1%	3.0%	6.9%

Benchmark: Southern Ontario

(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+

26

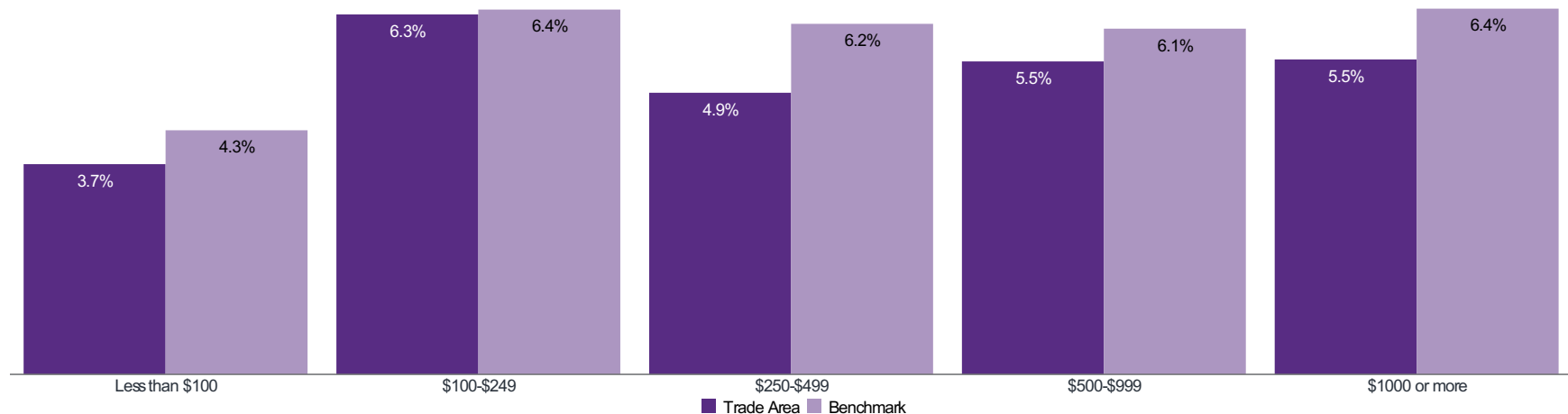# Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Lancaster Street

Total Household Population 18+: 14,988

BEHAVIOURAL PREFERENCES BY CHANNEL

BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	36.9% Index:**104**	22.4% Index:**101**	7.7% Index:**95**	2.4% Index:**85**
Purchase preference	47.7% Index:**103**	16.5% Index:**89**	6.0% Index:**94**	1.9% Index:**81**
Customer Service	38.2% Index:**105**	11.2% Index:**89**	3.9% Index:**89**	14.7% Index:**100**

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	3.2%	3.0%	5.0%	1.9%	1.1%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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(https://en.environicsanalytics.ca/Envision/About/1/2021)

(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+

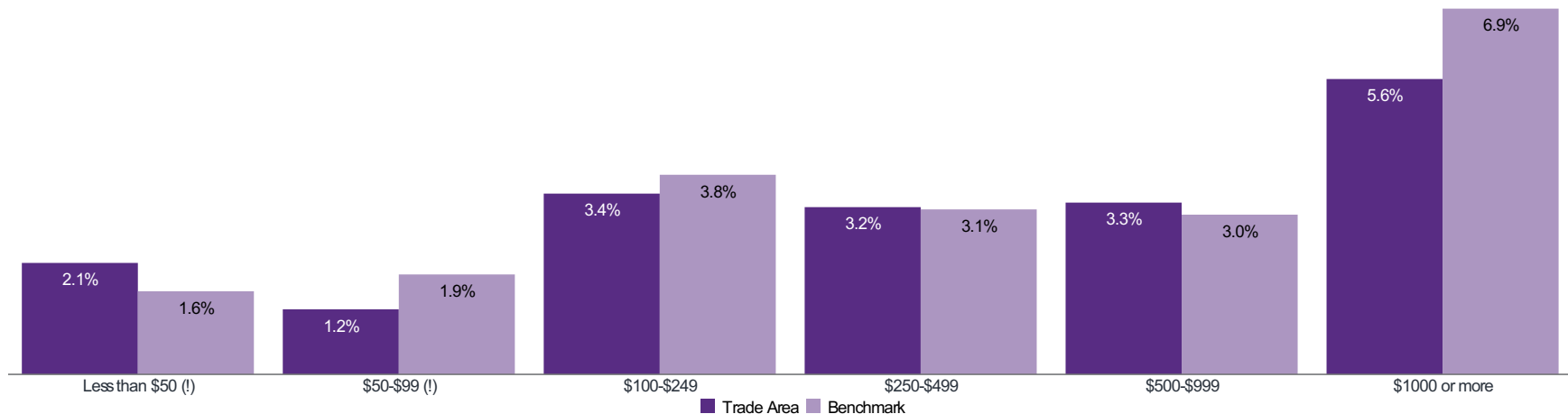# Opticks eShopper | Home & Garden Deep Dive

Trade Area: Kitchener - Lancaster Street

Total Household Population 18+: 14,988

BEHAVIOURAL PREFERENCES BY CHANNEL

HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	50.5% Index:97	36.4% Index:96	10.0% Index:88	6.3% Index:110
Purchase preference	66.8% Index:98	21.5% Index:88	6.7% Index:96	2.7% Index:75
Customer Service	54.3% Index:100	14.3% Index:90	5.0% Index:104	22.1% Index:97

AMOUNT SPENT [PST 12 MTHS]

Less than $50 (!): Trade Area 2.7%, Benchmark 2.2%
$50-$99: Trade Area 2.2%, Benchmark 3.2%
$100-$249: Trade Area 3.5%, Benchmark 4.3%
$250-$499: Trade Area 2.6%, Benchmark 3.2%
$500 or more: Trade Area 2.5%, Benchmark 3.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Sporting Goods Deep Dive

Trade Area: Kitchener - Lancaster Street

Total Household Population 18+: 14,988

BEHAVIOURAL PREFERENCES BY CHANNEL

SPORTING GOODS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	39.8% Index:**102**	29.1% Index:**90**	9.7% Index:**92**	4.6% Index:**118**
Purchase preference	50.8% Index:**98**	20.4% Index:**85**	7.5% Index:**100**	2.5% Index:**83**
Customer Service	42.5% Index:**102**	13.0% Index:**86**	5.0% Index:**97**	18.6% Index:**91**

AMOUNT SPENT [PST 12 MTHS]
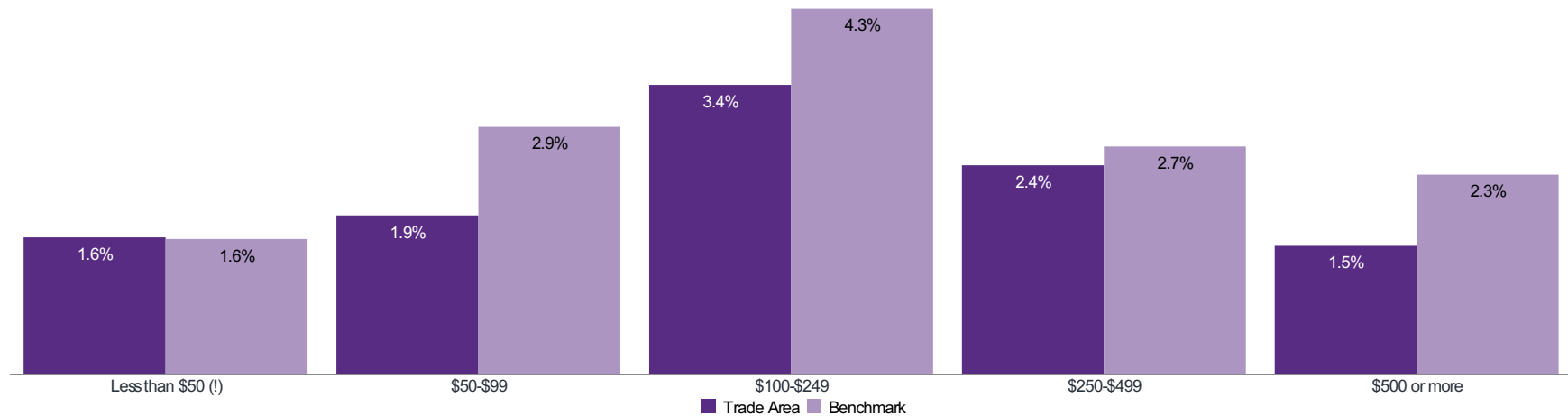
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.6%	1.9%	3.4%	2.4%	1.5%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+

29

Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS ANALYTICS

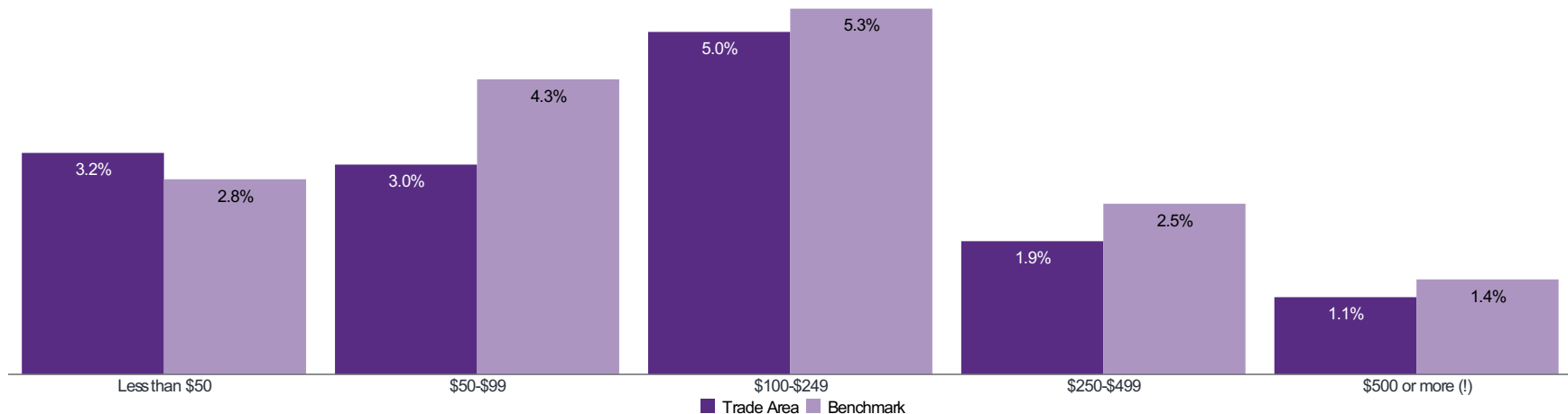**Trade Area:** Kitchener - Lancaster Street

Total Household Population 18+: 14,988

BEHAVIOURAL PREFERENCES BY CHANNEL

VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	21.6% Index:105	57.2% Index:99	14.8% Index:99	15.4% Index:95
Purchase preference	30.7% Index:107	48.6% Index:94	6.7% Index:100	16.1% Index:90
Customer Service	32.9% Index:113	26.3% Index:96	6.0% Index:86	43.7% Index:100

AMOUNT SPENT [PST 12 MTHS]
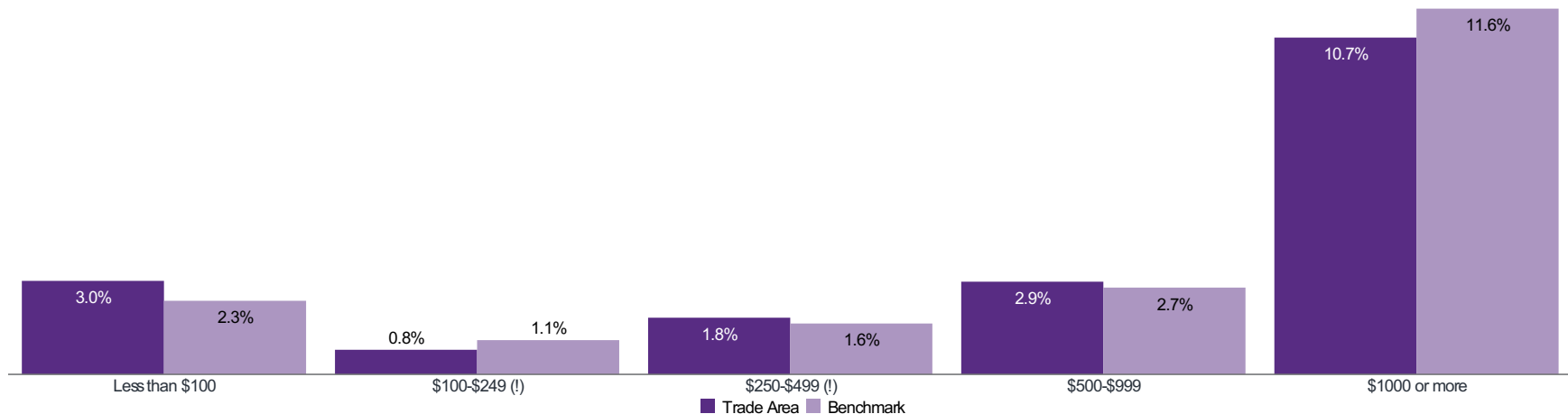
	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	3.0%	0.8%	1.8%	2.9%	10.7%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

■ Trade Area ■ Benchmark

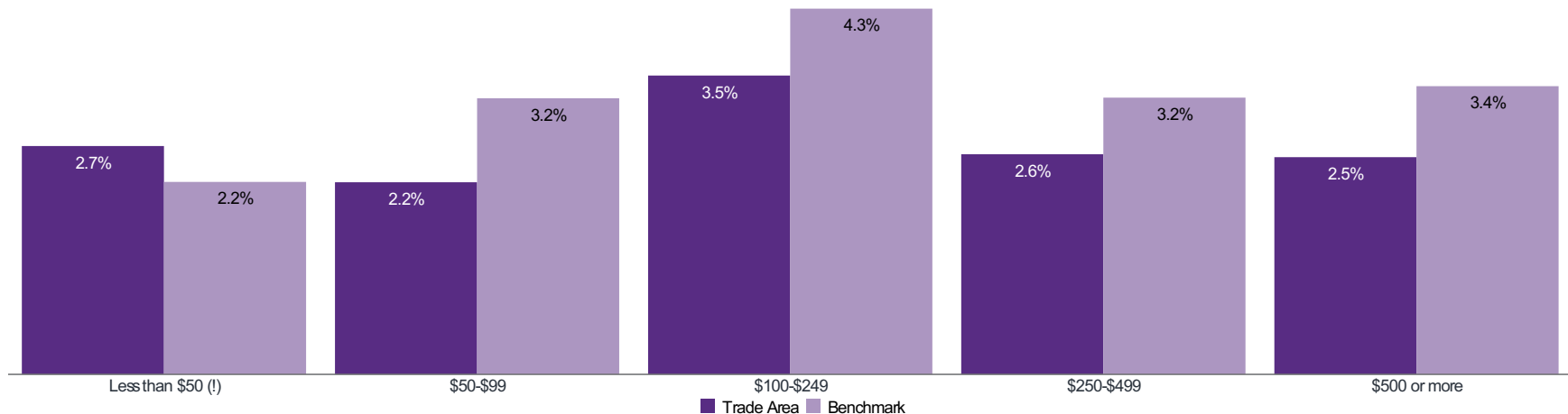*(!) Indicates variables with low sample size. Please analyze with discretion.*

Index Colours:	<80	80 - 110	110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS ANALYTICS

Trade Area: Kitchener - Lancaster Street

Households: 8,426

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock
66.6%
Index: 98

Has high quality fresh produce
58.7%
Index: 99

Carries food/non-food items I need
41.2%
Index: 100

Has high quality meat department
41.0%
Index: 98

Carries variety of items and services
34.3%
Index: 95

Only store that carries what I want
29.4%
Index: 97

Carries wide variety of ethnic prod.
14.3%
Index: 107

Has variety of freshly prep. foods/meals
12.3%
Index: 88

Carries variety of organic prod. (!)
10.8%
Index: 95

Has special section for dietary needs
10.6%
Index: 86

Carries selection of alcoholic bev. (^)
4.0%
Index: 105

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Shopping Experience

Trade Area: Kitchener - Lancaster Street

Households: 8,426

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me

59.3%

Index:**99**

Organized layout makes it easy to shop

41.8%

Index:**101**

Easy to get in and get out quickly

41.5%

Index:**97**

Staff are friendly and knowledgeable

34.6%

Index:**102**

Short checkout lines/fast checkout

34.0%

Index:**95**

Has extended hours

24.8%

Index:**90**

I like the store ambiance

20.7%

Index:**104**

Has self-checkout

12.4%

Index:**91**

Offers an online shopping option (!)

8.2%

Index:**92**

Benchmark: Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample size. Please analyze with discretion.

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Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Price and Promo

Trade Area: Kitchener - Lancaster Street

Households: 8,426

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Discover good value when shopping

66.1%
Index: **100**

Store has great sales and promotions

63.8%
Index: **95**

Store has the lowest prices overall

59.7%
Index: **103**

Store has a customer loyalty card program

48.6%
Index: **98**

Has loyalty prog. app and offers pers. promos

28.1%
Index: **96**

I'm loyal to their store brands

23.1%
Index: **100**

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	43.3	40.2	0.2	108
Leave the store and buy it elsewhere	30.1	30.9	0.2	97
Purchase another brand	19.3	21.2	0.2	91
Purchase another size or variety of the same brand (!)	7.3	7.7	0.2	95

Benchmark: Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+

Main Street Visitors

2019 Kitchener - Lancaster Street Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2019				Summer 2019				Fall 2019				Winter 2019				Full Year 2019			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	Total	19,302,713	100%	432,551	100%	2.24%	100	435,116	100%	2.25%	100	304,479	100%	1.58%	100	357,983	100%	1.85%	100	638,751	100%	3.31%	100
3530013	Kitchener, ON (CY)	212,928	1.10%	103,629	23.96%	48.67%	2172	100,242	23.04%	47.08%	2088	84,873	27.87%	39.86%	2527	90,493	25.28%	42.50%	2292	124,002	19.41%	58.24%	1760
3530016	Waterloo, ON (CY)	99,847	0.52%	51,445	11.89%	51.52%	2299	50,416	11.59%	50.49%	2240	47,249	15.52%	47.32%	3000	46,734	13.05%	46.81%	2524	62,697	9.82%	62.79%	1898
3520005	Toronto, ON (C)	2,568,898	13.31%	26,268	6.07%	1.02%	46	24,581	5.65%	0.96%	42	13,308	4.37%	0.52%	33	18,178	5.08%	0.71%	38	43,425	6.80%	1.69%	51
3530010	Cambridge, ON (CY)	114,129	0.59%	31,226	7.22%	27.36%	1221	29,972	6.89%	26.26%	1165	22,895	7.52%	20.06%	1272	27,169	7.59%	23.81%	1284	43,343	6.79%	37.98%	1148
3523008	Guelph, ON (CY)	121,691	0.63%	17,530	4.05%	14.41%	643	18,347	4.22%	15.08%	669	13,488	4.43%	11.08%	703	16,323	4.56%	13.41%	723	28,424	4.45%	23.36%	706
3525005	Hamilton, ON (C)	483,265	2.50%	12,924	2.99%	2.67%	119	14,067	3.23%	2.91%	129	6,947	2.28%	1.44%	91	9,796	2.74%	2.03%	109	23,285	3.65%	4.82%	146
3521010	Brampton, ON (CY)	596,084	3.09%	13,523	3.13%	2.27%	101	14,220	3.27%	2.39%	106	6,463	2.12%	1.08%	69	9,091	2.54%	1.53%	82	22,165	3.47%	3.72%	112
3521005	Mississauga, ON (CY)	642,951	3.33%	12,188	2.82%	1.90%	85	13,195	3.03%	2.05%	91	7,413	2.43%	1.15%	73	9,968	2.78%	1.55%	84	21,487	3.36%	3.34%	101
3539036	London, ON (CY)	349,526	1.81%	7,140	1.65%	2.04%	91	8,307	1.91%	2.38%	105	5,374	1.76%	1.54%	97	6,176	1.73%	1.77%	95	15,040	2.35%	4.30%	130
3530035	Woolwich, ON (TP)	22,045	0.11%	10,771	2.49%	48.86%	2180	9,997	2.30%	45.35%	2012	9,811	3.22%	44.50%	2821	9,188	2.57%	41.68%	2247	12,354	1.93%	56.04%	1693

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2019 Kitchener - Lancaster Street Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2019 Visitors		Summer 2019 Visitors		Fall 2019 Visitors		Winter 2019 Visitors		Full Year 2019 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
15,360	10,475	68.2	10,199	66.4	10,656	69.4	10,118	65.9	12,066	78.6

2019 Kitchener - Lancaster Street Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	648,964	12,066	1.9	636,898	98.1

ENVIRONICS
ANALYTICS

2020 Kitchener - Lancaster Street Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2020				Summer 2020				Fall 2020				Winter 2020				Full Year 2020			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	Total	19,302,713	100%	186,106	100%	0.96%	100	268,957	100%	1.39%	100	250,533	100%	1.30%	100	247,367	100%	1.28%	100	424,236	100%	2.20%	100
3530013	Kitchener, ON (CY)	212,928	1.10%	65,023	34.94%	30.54%	3167	80,911	30.08%	38.00%	2727	79,112	31.58%	37.15%	2863	74,765	30.22%	35.11%	2740	107,997	25.46%	50.72%	2308
3530016	Waterloo, ON (CY)	99,847	0.52%	35,021	18.82%	35.07%	3638	42,868	15.94%	42.93%	3081	42,932	17.14%	43.00%	3313	43,051	17.40%	43.12%	3365	57,156	13.47%	57.24%	2605
3530010	Cambridge, ON (CY)	114,129	0.59%	12,451	6.69%	10.91%	1132	18,140	6.74%	15.89%	1141	19,190	7.66%	16.81%	1295	17,799	7.20%	15.60%	1217	31,839	7.50%	27.90%	1269
3520005	Toronto, ON (C)	2,568,898	13.31%	5,097	2.74%	0.20%	21	12,637	4.70%	0.49%	35	10,555	4.21%	0.41%	32	9,436	3.81%	0.37%	29	23,251	5.48%	0.91%	41
3523008	Guelph, ON (CY)	121,691	0.63%	6,742	3.62%	5.54%	575	11,488	4.27%	9.44%	678	11,826	4.72%	9.72%	749	11,195	4.53%	9.20%	718	20,619	4.86%	16.94%	771
3530035	Woolwich, ON (TP)	22,045	0.11%	7,291	3.92%	33.07%	3430	8,424	3.13%	38.21%	2742	8,027	3.20%	36.41%	2806	9,326	3.77%	42.30%	3301	11,505	2.71%	52.19%	2374
3525005	Hamilton, ON (C)	483,265	2.50%	3,689	1.98%	0.76%	79	5,879	2.19%	1.22%	87	5,408	2.16%	1.12%	86	4,994	2.02%	1.03%	81	11,365	2.68%	2.35%	107
3521005	Mississauga, ON (CY)	642,951	3.33%	2,304	1.24%	0.36%	37	5,464	2.03%	0.85%	61	4,431	1.77%	0.69%	53	4,979	2.01%	0.77%	60	10,805	2.55%	1.68%	76
3521010	Brampton, ON (CY)	596,084	3.09%	3,102	1.67%	0.52%	54	5,450	2.03%	0.91%	66	4,310	1.72%	0.72%	56	3,866	1.56%	0.65%	51	9,900	2.33%	1.66%	76
3539036	London, ON (CY)	349,526	1.81%	2,315	1.24%	0.66%	69	4,167	1.55%	1.19%	86	3,153	1.26%	0.90%	70	3,703	1.50%	1.06%	83	8,180	1.93%	2.34%	106

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2020 Kitchener - Lancaster Street Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2020 Visitors		Summer 2020 Visitors		Fall 2020 Visitors		Winter 2020 Visitors		Full Year 2020 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
15,360	9,200	59.9	8,845	57.6	9,442	61.5	9,392	61.1	10,818	70.4

2020 Kitchener - Lancaster Street Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	427,775	10,818	2.5	416,957	97.5

ENVIRONICS ANALYTICS

2021 Kitchener - Lancaster Street Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2021				Summer 2021				Fall 2021				Winter 2021				Full Year 2021			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	Total	19,302,713	100%	208,339	100%	1.08%	100	387,637	100%	2.01%	100	395,201	100%	2.05%	100	255,773	100%	1.33%	100	543,263	100%	2.81%	100
3530013	Kitchener, ON (CY)	212,928	1.10%	64,453	30.94%	30.27%	2805	96,862	24.99%	45.49%	2265	94,442	23.90%	44.35%	2166	80,720	31.56%	37.91%	2861	112,676	20.74%	52.92%	1880
3530016	Waterloo, ON (CY)	99,847	0.52%	36,771	17.65%	36.83%	3412	47,661	12.30%	47.73%	2377	54,052	13.68%	54.13%	2644	42,726	16.70%	42.79%	3229	61,868	11.39%	61.96%	2202
3530010	Cambridge, ON (CY)	114,129	0.59%	16,188	7.77%	14.18%	1314	32,383	8.35%	28.37%	1413	31,188	7.89%	27.33%	1335	19,150	7.49%	16.78%	1266	42,412	7.81%	37.16%	1320
3520005	Toronto, ON (C)	2,568,898	13.31%	7,901	3.79%	0.31%	28	21,175	5.46%	0.82%	41	22,577	5.71%	0.88%	43	10,609	4.15%	0.41%	31	35,990	6.62%	1.40%	50
3523008	Guelph, ON (CY)	121,691	0.63%	7,274	3.49%	5.98%	554	15,147	3.91%	12.45%	620	13,775	3.49%	11.32%	553	10,342	4.04%	8.50%	641	22,035	4.06%	18.11%	643
3521005	Mississauga, ON (CY)	642,951	3.33%	5,096	2.45%	0.79%	73	13,013	3.36%	2.02%	101	13,218	3.34%	2.06%	100	5,846	2.29%	0.91%	69	20,146	3.71%	3.13%	111
3521010	Brampton, ON (CY)	596,084	3.09%	4,431	2.13%	0.74%	69	10,616	2.74%	1.78%	89	11,396	2.88%	1.91%	93	5,764	2.25%	0.97%	73	17,321	3.19%	2.91%	103
3525005	Hamilton, ON (C)	483,265	2.50%	4,486	2.15%	0.93%	86	10,393	2.68%	2.15%	107	10,883	2.75%	2.25%	110	5,100	1.99%	1.06%	80	16,580	3.05%	3.43%	122
3530035	Woolwich, ON (TP)	22,045	0.11%	7,766	3.73%	35.23%	3264	9,801	2.53%	44.46%	2214	9,433	2.39%	42.79%	2090	9,827	3.84%	44.58%	3364	11,526	2.12%	52.29%	1858
3539036	London, ON (CY)	349,526	1.81%	2,371	1.14%	0.68%	63	5,202	1.34%	1.49%	74	6,531	1.65%	1.87%	91	3,546	1.39%	1.01%	77	10,402	1.91%	2.98%	106

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2021 Kitchener - Lancaster Street Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2021 Visitors		Summer 2021 Visitors		Fall 2021 Visitors		Winter 2021 Visitors		Full Year 2021 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
15,360	7,448	48.5	7,928	51.6	8,062	52.5	9,410	61.3	9,487	61.8

2021 Kitchener - Lancaster Street Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	551,999	9,487	1.7	542,511	98.3

Top 5 segments represent **31.6%** of customers in Southern Ontario

19 FAMILY MODE

S3 UPPER-MIDDLE SUBURBIA — MIDDLE-AGE FAMILIES F3
Suburban, upscale middle-aged families

Rank:	1
Customers:	38,570
Customers %:	7.98
% in Benchmark:	4.68
Index:	**171**

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and utilities. Thanks to dual-income households, their upscale incomes allow them to purchase single-detached houses valued at nearly $450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment, as well as trailers and boats. Family Mode members make an Effort Toward Health, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating.

23 MID-CITY MELLOW

U2 URBAN OLDER — OLDER FAMILIES & EMPTY NESTS M1
Older and mature city homeowners

Rank:	2
Customers:	31,727
Customers %:	6.57
% in Benchmark:	4.63
Index:	**142**

Mid-City Mellow epitomizes a traditional view of the Canadian Dream: owning a home in an attractive setting while building a comfortable nest egg. In this segment, nearly 90 percent of members own single-detached houses, which typically were built between 1960 and 1990. These older and mature households enjoy upper-middle incomes and well-established neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Mid-City Mellow is a mixed group, a collection of both older couples and middle-aged families raising older children. Few segments have a lower five-year mobility rate. Most households contain third-plus-generation Canadians, though there's an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, Portugese, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of white collar, blue collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy sporting events such as horse racing, hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours as they believe that other cultures have a great deal to teach us (Culture Sampling).

08 MULTICULTURE-ISH

S2 UPSCALE SUBURBAN DIVERSITY — LARGE DIVERSE FAMILIES F2
Upscale, multi-ethnic suburban families

Rank:	3
Customers:	29,558
Customers %:	6.12
% in Benchmark:	5.19
Index:	**118**

One of the wealthier suburban lifestyles, Multiculture-ish is an ethnically diverse segment of middle-aged Asian and South Asian households. Located in and around major cities like Toronto, Calgary and Edmonton, many of these neighbourhoods emerged 20 years ago as new suburban subdivisions. Today, they're slowly being overtaken by urban sprawl and infill developments. More than 40 percent of residents are immigrants, and the rest are typically second-generation Canadians who've settled in houses built since 1990. A quarter speak a non-official language, the most common being Mandarin, Cantonese and Punjabi, but residents also disproportionately speak Arabic, Urdu and Russian at home. Multiculture-ish households tend to be large—double the national average for four or more people—and the significant presence of children over the age of 5 influences their preference for family-friendly outings to theme parks, zoos and aquariums. Having completed university and college educations, these adults enjoy upscale incomes—earned from jobs in management, business and the sciences—that are 50 percent higher than the national average and that allow them to exercise Ostentatious Consumption by purchasing items that symbolize affluence.

05 FIRST-CLASS FAMILIES

S1 SUBURBAN ELITE — LARGE DIVERSE FAMILIES F2
Large, well-off suburban families

Rank:	4
Customers:	28,377
Customers %:	5.87
% in Benchmark:	4.16
Index:	**141**

An upscale suburban lifestyle, First-Class Families is characterized by sprawling families—more than 40 percent of households contain four or more people—living in close-in suburbs. More than half the households are located in established neighbourhoods in Toronto, Calgary, Ottawa and Vancouver. In First-Class Families, the parents are middle-aged, the children are 5-24 and nearly 90 percent of households live in pricey, single-family houses. With their solid educations, the adults hold white-collar jobs in management, education and government, and earn incomes that are nearly twice the national average. One quarter of households contain second-generation Canadians; the segment scores high for members for whom Italian, Polish, Greek or Mandarin is their mother tongue. These families enjoy many team sports—baseball, basketball, football, hockey, volleyball—as both participants and spectators. And many families look forward to weekends when they can shop, go out to eat or relax with their tablet to watch Netflix or indulge in e-commerce. Committed to living a healthy and wholesome lifestyle, this group scores high for the value Effort Toward Health.

14 KICK-BACK COUNTRY

R1 UPSCALE RURAL — MIDDLE-AGE FAMILIES F3
Rural, middle-aged upscale families and couples

Rank:	5
Customers:	24,674
Customers %:	5.11
% in Benchmark:	2.60
Index:	**196**

The wealthiest rural lifestyle, Kick-Back Country is a collection of middle-aged families and older couples living in rustic areas near large and medium-size cities. For some, their communities are a weekend getaway from their busy life in the city. The maintainers tend to be between 45 and 64 years old, and children range in age from 10 to 24. Despite mixed educations—mostly high school and college—residents earn impressive incomes averaging about $150,000 from well-paying jobs in management as well as mining, construction, trades and transportation. The lower cost of living in their rural areas means nearly nine out of ten households own a home. Many are second- and third-generation Canadians drawn to spacious, single-family houses built beyond the urban sprawl; the average dwelling value is over $570,000—29 percent above average. Their driveways often contain domestic compact SUVs and large pickups for commuting to work, hauling camping and boating equipment and travelling to the city for shopping. With their conservative social views, these households score high for the value Traditional Families.

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+