Community Profile: Kitchener – Market District & King Street East

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

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Kitchener - Market District and King Street East
Main Street Boundary and Trade Area

ENVIRONICS
ANALYTICS

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

2022-01-12 12:47 PM
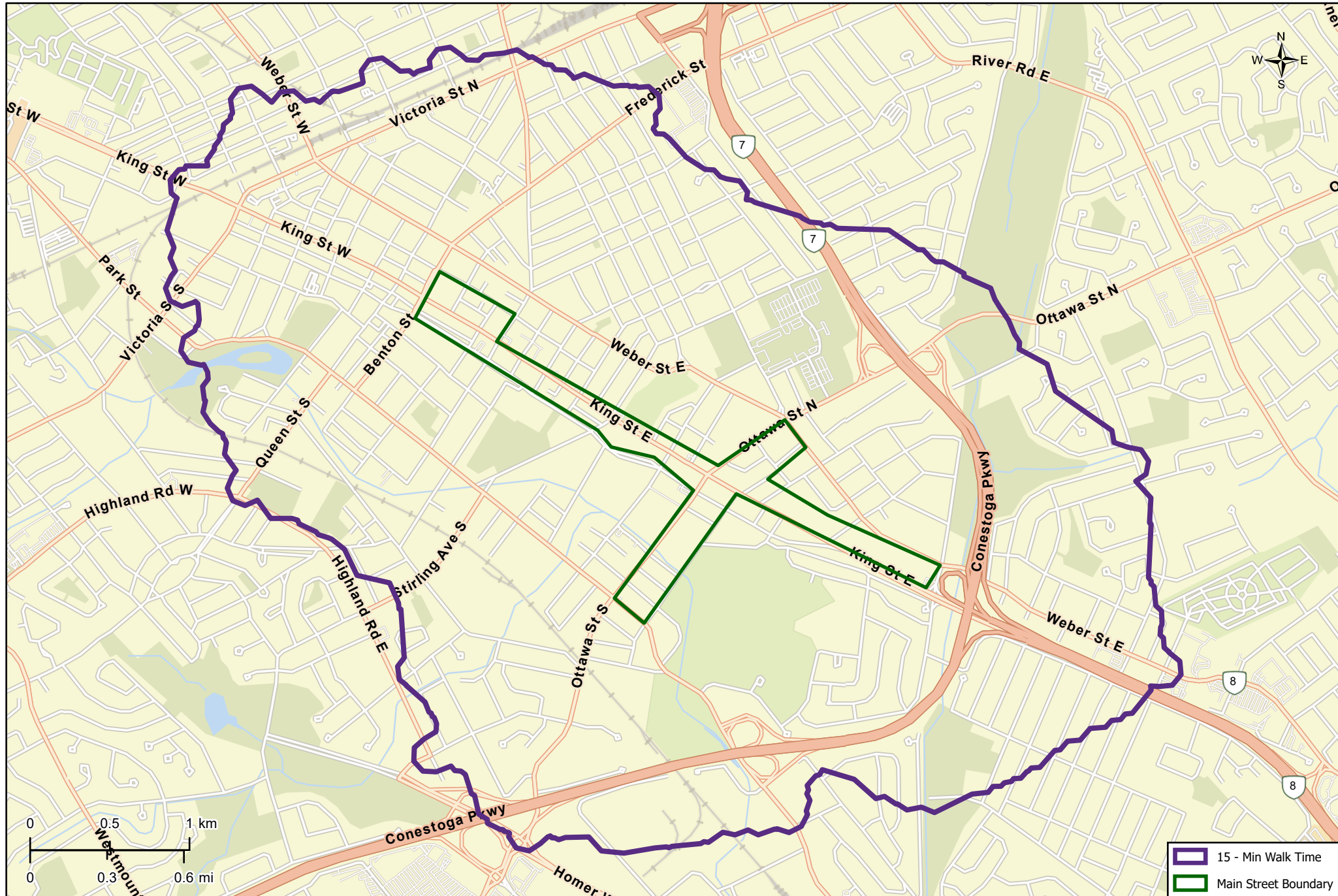
Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Kitchener - Market District & King Street East

POPULATION

31,487

HOUSEHOLDS

15,537

MEDIAN MAINTAINER AGE

48

Index:89

MARITAL STATUS

47.1%

Index: 81

Married/Common-Law

FAMILY STATUS*

48.1%

Index:129

Couples Without Children At Home

HOUSEHOLD SIZE

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
Trade Area	44%	33%	11%	8%	4%
Benchmark	24%	33%	16%	17%	10%

Trade Area ■ Benchmark
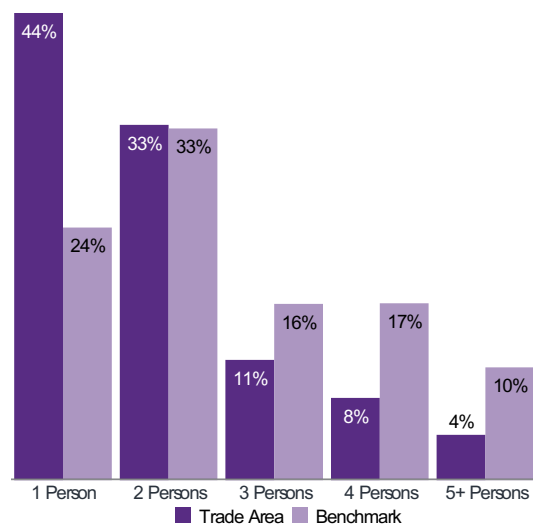
POPULATION BY AGE

	Count	%	Index
0 to 4	1,370	4.4	86
5 to 9	1,255	4.0	74
10 to 14	1,110	3.5	62
15 to 19	1,153	3.7	62
20 to 24	1,979	6.3	94
25 to 29	3,761	11.9	170
30 to 34	3,298	10.5	157
35 to 39	2,496	7.9	123
40 to 44	1,874	6.0	96
45 to 49	1,843	5.9	93
50 to 54	1,865	5.9	90
55 to 59	2,151	6.8	94
60 to 64	2,041	6.5	96
65 to 69	1,629	5.2	91
70 to 74	1,300	4.1	86
75 to 79	938	3.0	90
80 to 84	693	2.2	101
85+	731	2.3	105

AGE OF CHILDREN AT HOME
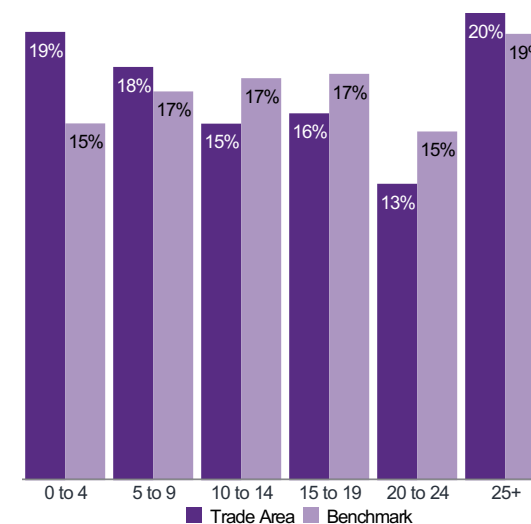
	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25+
Trade Area	19%	18%	15%	16%	13%	20%
Benchmark	15%	17%	17%	17%	15%	19%

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 - Market District & King Street East

Population: 31,487 | **Households:** 15,537

TENURE

Owned 43.7%

Rented 56.3%

STRUCTURE TYPE

38.8%
Houses
Index: 50
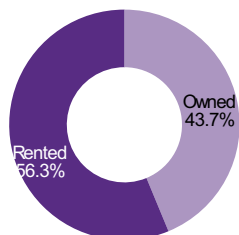
61.0%
Apartments
Index: 276

AGE OF HOUSING*

60+ Years Old
% Comp: 49.6   Index: 240

AVERAGE HOUSEHOLD INCOME

$77,739
Index: 68

HOUSEHOLD INCOME DISTRIBUTION
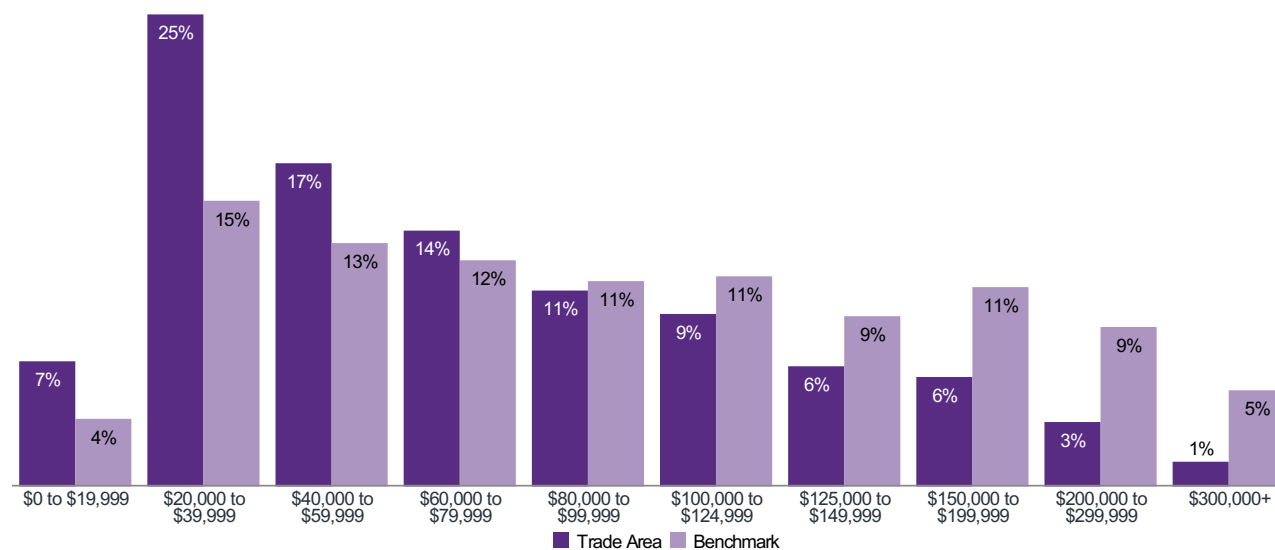
Income Range	Trade Area	Benchmark
$0 to $19,999	7%	4%
$20,000 to $39,999	25%	15%
$40,000 to $59,999	17%	13%
$60,000 to $79,999	14%	12%
$80,000 to $99,999	11%	11%
$100,000 to $124,999	9%	11%
$125,000 to $149,999	6%	9%
$150,000 to $199,999	6%	11%
$200,000 to $299,999	3%	9%
$300,000+	1%	5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

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Demographics | Education & Employment

ENVIRONICS ANALYTICS

Trade Area: Kitchener - Market District & King Street East

Population: 31,487 | **Households:** 15,537

EDUCATION

28.9%
Index:109

University Degree

LABOUR FORCE PARTICIPATION

67.8%
Index:104

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

32.0%
Index:88

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

5.6%
Index:282

Travel to work by**Walking**

EDUCATIONAL ATTAINMENT
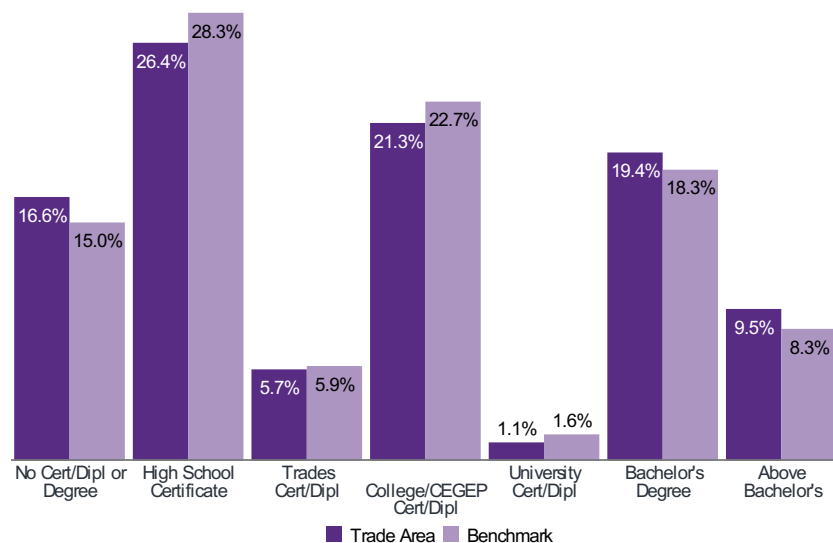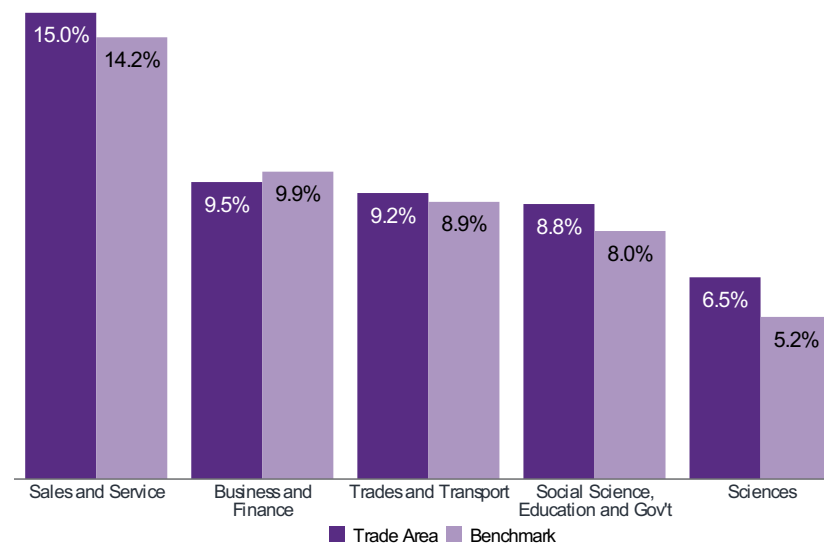
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	16.6%	15.0%
High School Certificate	26.4%	28.3%
Trades Cert/Dipl	5.7%	5.9%
College/CEGEP Cert/Dipl	21.3%	22.7%
University Cert/Dipl	1.1%	1.6%
Bachelor's Degree	19.4%	18.3%
Above Bachelor's	9.5%	8.3%

OCCUPATIONS: TOP 5*

Occupation	Trade Area	Benchmark
Sales and Service	15.0%	14.2%
Business and Finance	9.5%	9.9%
Trades and Transport	9.2%	8.9%
Social Science, Education and Gov't	8.8%	8.0%
Sciences	6.5%	5.2%

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Kitchener - Market District & King Street East

Population: 31,487 | **Households:** 15,537

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
2.5%	16.9%	1.9%	20.4%	Before 2001
Index:108	Index:58	Index:95	Index:77	11.0% Index:79
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

Black: Trade Area 3.9%, Benchmark 4.5%
South Asian: Trade Area 2.9%, Benchmark 9.9%
Latin American: Trade Area 2.0%, Benchmark 1.3%
SE Asian: Trade Area 1.9%, Benchmark 0.9%
Chinese: Trade Area 1.6%, Benchmark 5.1%

■ Trade Area ■ Benchmark
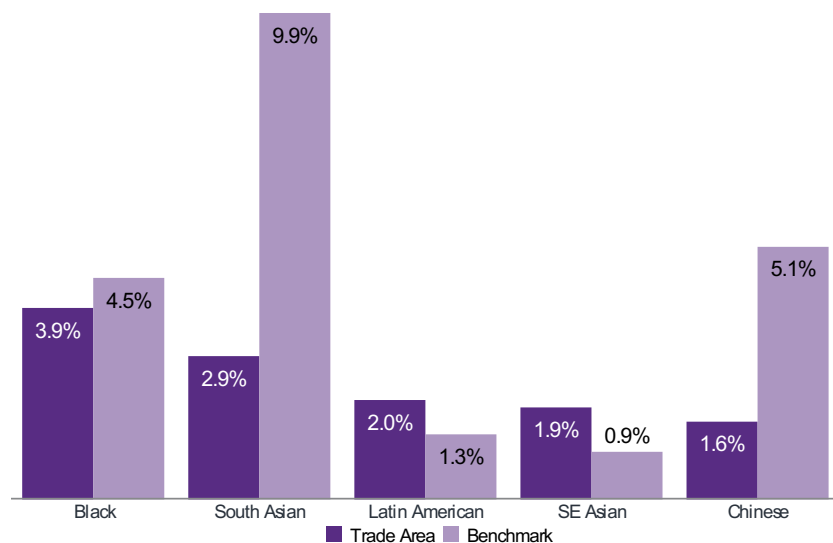
LANGUAGES SPOKEN AT HOME: TOP 5**
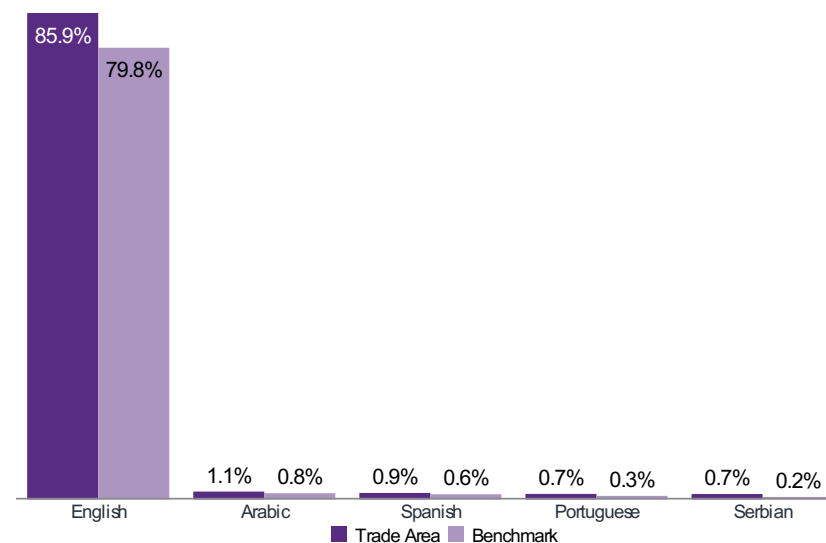
English: Trade Area 85.9%, Benchmark 79.8%
Arabic: Trade Area 1.1%, Benchmark 0.8%
Spanish: Trade Area 0.9%, Benchmark 0.6%
Portuguese: Trade Area 0.7%, Benchmark 0.3%
Serbian: Trade Area 0.7%, Benchmark 0.2%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

**Ranked by percent composition*

Index Colours:	<80	80 - 110	110+

6

Top 5 segments represent **54.7%** of households in Kitchener - Market District & King Street East

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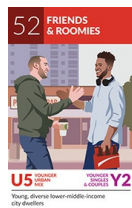
52 FRIENDS & ROOMIES

Rank:	1
Hhlds:	2,122
Hhld %:	13.66
% in Benchmark:	2.06
Index:	**665**

U5 YOUNGER URBAN MIX   YOUNGER SINGLES & COUPLES Y2

Young, diverse lower-middle-income city dwellers

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.
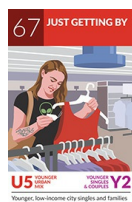
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51 ON THEIR OWN AGAIN

Rank:	2
Hhlds:	2,032
Hhld %:	13.08
% in Benchmark:	3.77
Index:	**347**

U2 URBAN OLDER   MATURE SINGLES & COUPLES M2

City seniors in apartment rentals

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

Rank:	3
Hhlds:	1,781
Hhld %:	11.46
% in Benchmark:	0.52
Index:	**2,202**

U3 YOUNG URBAN CORE   YOUNGER SINGLES & COUPLES Y2

Younger and middle-aged urban singles and couples

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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67 JUST GETTING BY

Rank:	4
Hhlds:	1,322
Hhld %:	8.51
% in Benchmark:	3.49
Index:	**244**

U5 YOUNGER URBAN MIX   YOUNGER SINGLES & COUPLES Y2

Younger, low-income city singles and families

The most economically challenged of all segments, Just Getting By is home to younger, low-income singles and single-parent families located in large cities like London, St. Catharines, Windsor and Halifax. In their dense neighbourhoods, nearly 45 percent of maintainers are under 45 years old. More than half are single, divorced or separated, and over a third are lone-parent families, typically with younger children. Residents tend to be third-plus-generation Canadians with low education levels and low-level jobs in sales, the services, trades and manufacturing. Most households can only afford to rent units in older low-rise apartment buildings or own inexpensive single-detached houses. But being young and mobile has its advantages: more than half moved in the past five years with the hope of climbing the socioeconomic ladder. Surveys show a desire to improve their prospects in the popularity of online courses and management training programs. Without deep pockets, they engage in low-cost activities like going to parks, city gardens and auto shows. In this segment, budget-conscious residents score high for the value Importance of Price.

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57 JUGGLING ACTS

Rank:	5
Hhlds:	1,247
Hhld %:	8.02
% in Benchmark:	1.81
Index:	**443**

U5 YOUNGER URBAN MIX   YOUNGER SINGLES & COUPLES Y2

Younger, lower-middle-income urban singles and families

Found in mostly small- and medium-size cities, Juggling Acts features a mix of younger singles and young families, with higher-than-average rates for divorced and separated individuals as well as lone-parent families. In their established neighbourhoods, nearly half the householders are renters, typically living in semis, rows, duplexes and low-rise apartments. Thanks to a high percentage of maintainers under the age of 35, a youthful energy pervades this lifestyle. Despite modest educational achievement—a mix of grade 9, high school and college graduates—the adults have decent-paying service sector and blue-collar jobs. But this is a transient group—half the residents have moved in the past five years—and they're always on the lookout for better opportunities. Many rely on their cars for commuting to work and pursuing leisure activities in the city and countryside. In Juggling Acts, residents have high rates for enjoying billiards, martial arts, camping and fishing and hunting. Their idea of a weekend splurge is going to a sporting event, community theatre, craft show or music festival. Members of this group regularly seek ways to save money, and they would not pay more for brand name products (Brand Apathy).

Benchmark: Southern Ontario

Psychographics | SocialValues Overview

Trade Area: Kitchener - Market District & King Street East

⬆ Strong Values

Values	Index
Flexible Families	120
Rejection of Inequality	120
Ecological Concern	118
Ethical Consumerism	118
Introspection & Empathy	117
Culture Sampling	116
Primacy of Environmental Protection	116
Financial Concern Regarding the Future	114
Social Learning	114
Aversion to Complexity	113

⬇ Weak Values

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Religiosity	80
Traditional Family	84
Consumption Evangelism	85
Attraction to Nature	86
Legacy	86
Primacy of the Family	88
Patriarchy	89
Advertising as Stimulus	90
Importance of Brand	90

☆ Descriptions | Top 3 Strong Values

Rejection of Inequality

A belief that active involvement in the political process can make a difference in society. People strongest on this construct reject the notion that inequities in society are inevitable and should be expected.

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".

Ecological Concern

A tendency to believe that today's environmental problems are a result of industrial and personal disregard for the environment. People strong on this construct feel that environmental destruction is unacceptable and reject the notion that job protection or economic advancement should be allowed at the expense of environmental protection. They also reject the idea that any one person is too small to make a contribution to this project

☆ Descriptions | Top 3 Weak Values

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.

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").

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 - Market District & King Street East

WealthScapes Households: 15,408

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 77,968	$ 62,929	$ 42,038	$ 2,470
Index: 67	Index: 69	Index: 65	Index: 69

WEALTH* | ASSETS*

	Net Worth	Savings	Investments	Unlisted Shares	Real Estate	Liquid Assets
% Holders	99.5% Index: 100	94.6% Index: 99	51.5% Index: 86	10.4% Index: 84	46.9% Index: 62	97.4% Index: 99
Balance	$372,186	$51,515	$211,196	$203,143	$547,648	$190,189
	Index: 51	Index: 67	Index: 63	Index: 64	Index: 73	Index: 58

DEBT*

	Consumer Debt	Mortgage Debt
% Holders	88.1% Index: 97	27.9% Index: 60
Balance	$36,798	$217,363
	Index: 56	Index: 73

FINANCIAL RATIO

Debt:Asset

% Holders

0.20%   Index: 94

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+

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Financial | WealthScapes - Ratios

Trade Area: Kitchener - Market District & King Street East

WealthScapes Households: 15,408

FINANCIAL RATIOS*

Debt: Asset
0.20
Index: 94

Debt: Liquid Assets
0.50
Index: 82

Consumer Debt - Discr. Income
0.77
Index: 82

Savings - Investments
0.70
Index: 117

Pension - Non-Pension Assets
0.30
Index: 139

Real Estate Assets - Liq. Assets
1.39
Index: 79

Mortgage - Real Estate Assets
0.24
Index: 97

Mortgage - Consumer Debt
1.87
Index: 82

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Kitchener - Market District & King Street East

Households: 15,537

Total Aggregate Current Consumption: $898,256,018

Average Current Consumption	Average Household Income	Average Disposable Income
$57,814	$77,706	$62,118
Index: 71	Index: 68	Index: 69

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$16,347	28.3%
Index 78	Index 110

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$9,118	15.8%
Index 71	Index 101

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$8,563	14.8%
Index 62	Index 88

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$4,045	7.0%
Index 71	Index 100

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$3,879	6.7%
Index 71	Index 100

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$3,117	5.4%
Index 65	Index 92

Tobacco and Alcohol
Avg. Dollars/Household	Pct. of Total Expenditure
$3,040	5.3%
Index 85	Index 121

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$2,306	4.0%
Index 58	Index 82

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$2,262	3.9%
Index 68	Index 97

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 - Market District & King Street East

Households: 15,537

Average Household Income	**Average Food Expenditure**	**Average Spend on Food from Restaurants**	**Average Spend on Food from Stores**
$77,706	$9,118	$3,089	$6,029
Index: 68	Index 71	Index 77	Index 69

Total Aggregate Food Expenditure: $ 141,663,017

Bakery
Avg. Dollars/Household	Pct. of Total Expenditure
$625	10.4%
Index 72	Index 104

Cereal Products
Avg. Dollars/Household	Pct. of Total Expenditure
$350	5.8%
Index 69	Index 100

Fruit and nuts
Avg. Dollars/Household	Pct. of Total Expenditure
$716	11.9%
Index 65	Index 95

Vegetables
Avg. Dollars/Household	Pct. of Total Expenditure
$648	10.8%
Index 70	Index 102

Dairy products & Eggs
Avg. Dollars/Household	Pct. of Total Expenditure
$907	15.0%
Index 71	Index 103

Meat
Avg. Dollars/Household	Pct. of Total Expenditure
$984	16.3%
Index 63	Index 91

Fish & Seafood
Avg. Dollars/Household	Pct. of Total Expenditure
$180	3.0%
Index 61	Index 89

Beverages & Other Food
Avg. Dollars/Household	Pct. of Total Expenditure
$1,619	26.9%
Index 73	Index 107

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

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	11.7	11.0	107
Going to restaurants, bars or night clubs	52.6	55.1	95
Having physical Contact with family and friends	56.7	57.7	98
Participating in group activities	37.5	38.7	97
Partying	15.2	15.8	96
Seeing family and friends in person	62.8	62.8	100
Entertainment			
Attending events, festivals or concerts	39.4	42.9	92
Attending sports events (excludes professional sports)	15.3	18.2	84
Attending to professional sports events or games	24.9	25.4	98
Going to the movies	43.0	45.7	94
Movement & Travel			
Driving more	14.5	16.1	90
Shopping in-store	39.9	42.9	93
Spending time outdoors	30.9	32.5	95
Travelling outside of Canada/ abroad	48.3	53.2	91
Travelling within Canada	47.3	49.9	95
Using public transit	11.5	13.7	84
Personal			
Getting back to old habits	34.0	36.2	94
Going to a salon, barber shop or spa	30.6	33.7	91
Going to the gym	20.1	22.6	89
Education/Work			
Children going back to school	16.8	20.3	83
Going back to work	17.9	17.6	101
Other			
Not Stated	0.3	0.6	54

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

Household Population 14+: 27,416

RADIO
Listeners: 78.1%
Index: 96

7.3 Hours/Week*
Index: 99

Top Formats*

Format	Trade Area	Benchmark
Jazz	11.3%	9.6%
Dance	13.0%	11.2%
Classical	15.6%	13.4%

TELEVISION
Viewers: 95.4%
Index: 101

21.9 Hours/Week*
Index: 105

Top Program Types*

Program Type	Trade Area	Benchmark
Adult Animated Series	37.0%	30.8%
Paranormal	25.0%	21.9%
Science Fiction/Fantasy Dramas	43.6%	38.7%

NEWSPAPER
Readers: 29.5%
Index: 101

0.7 Hours/Week*
Index: 106

Top Sections Read*

Section	Trade Area	Benchmark
Local News	24.9%	22.5%
Comics	12.1%	10.9%
Provincial or National News	22.1%	20.2%

MAGAZINE
Readers: 70.4%
Index: 97

1.3 Hours/Month*
Index: 95

Top Titles*

Title	Trade Area	Benchmark
NOW	9.5%	7.8%
FASHION Magazine	11.7%	10.9%
Maclean's	30.8%	30.0%

INTERNET
Users: 97.9%
Index: 100

23.8 Hours online past week*
Index: 109

Top Activities*

Activity	Trade Area	Benchmark
Watched Long Form Videos	54.1%	48.4%
Gambling	11.6%	10.5%
Watched Videos	71.2%	65.7%

DIRECT/OUTDOOR

2 Times used public transit past week*
Index: 82

Top DM Formats Used to Plan/Make Purchases*

Format	Trade Area	Benchmark
Coupon Booklets	15.2%	14.2%
E-mail Coupons	15.7%	15.0%
Newsletters	7.2%	7.2%

* 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 - Market District & King Street East

ENVIRONICS ANALYTICS

Household Population 18+: 26,520

FACEBOOK
80.7% currently use

Index: **104**

Top Activities (Daily)

- Read news feed: 47.2% / 42.7%
- Cmt/Like other users' posts: 31.4% / 27.6%
- Use Messenger: 26.5% / 23.4%

■ Trade Area ■ Benchmark

TWITTER
32.3% currently use

Index: **110**

Top Activities (Daily)

- Read tweets: 14.9% / 14.2%
- Watch videos: 6.6% / 6.4%
- Tweet: 4.8% / 4.4%

■ Trade Area ■ Benchmark

INSTAGRAM
40.2% currently use

Index: **104**

Top Activities (Daily)

- View photos/videos: 8.0% / 8.5%
- Like photos/videos: 7.0% / 6.7%
- Send direct messages: 3.6% / 3.7%

■ Trade Area ■ Benchmark

LINKEDIN
40.5% currently use

Index: **98**

Top Activities (Weekly)

- Read your newsfeed: 5.1% / 4.7%
- View a job posting: 3.6% / 3.9%
- Create a connection: 2.5% / 2.9%

■ Trade Area ■ Benchmark

YOUTUBE
68.8% currently use

Index: **98**

Top Activities (Daily)

- Watch videos: 25.6% / 28.0%
- Like/dislike videos: 7.7% / 8.1%
- Watch live videos: 6.3% / 6.8%

■ Trade Area ■ Benchmark

SNAPCHAT
14.8% currently use

Index: **114**

Top Activities (Weekly)

- Receive photos/videos: 6.6% / 6.6%
- Send photos/videos: 5.9% / 5.7%
- Send direct text messages: 5.8% / 5.9%

■ Trade Area ■ Benchmark

WHATSAPP
37.1% currently use

Index: **87**

Top Activities (Daily)

- Send/receive images: 4.8% / 6.0%
- Send/receive messages: 4.3% / 5.7%
- Use group chats: 4.0% / 4.6%

■ Trade Area ■ Benchmark

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

Trade Area: Kitchener - Market District & King Street East

Household Population 18+: 26,520

ENVIRONICS ANALYTICS

FRIENDS IN ALL SM NETWORKS

35.0%
Index:99

0-49 friends

FREQUENCY OF USE (DAILY)

60.8%
Index:108

Facebook

BRAND INTERACTION

37.4%
Index:109

Like brand on Facebook

NO. OF BRANDS INTERACTED

28.9%
Index:94

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
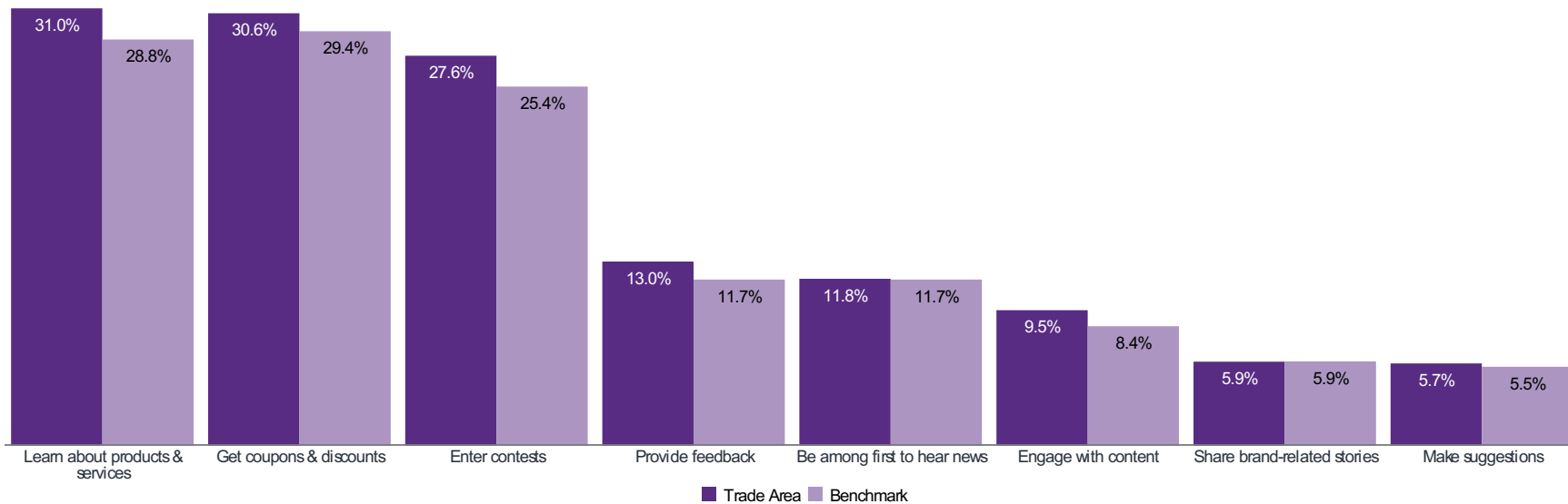
Reason	Trade Area	Benchmark
Learn about products & services	31.0%	28.8%
Get coupons & discounts	30.6%	29.4%
Enter contests	27.6%	25.4%
Provide feedback	13.0%	11.7%
Be among first to hear news	11.8%	11.7%
Engage with content	9.5%	8.4%
Share brand-related stories	5.9%	5.9%
Make suggestions	5.7%	5.5%

■ Trade Area ■ Benchmark

Chosen and ranked by percent composition

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

19

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Market District & King Street East

Total Household Population 18+: 26,520

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

% Comp **88.8**   Index **101**

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

% Comp **47.6**   Index **98**

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

% Comp **84.9**   Index **101**

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

% Comp **39.7**   Index **97**

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

% Comp **57.0**   Index **100**

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

% Comp **28.5**   Index **95**

Benchmark: Southern Ontario

Ranked by percent composition.

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

Opticks eShopper | Purchase Preference by Category

ENVIRONICS ANALYTICS

Trade Area: Kitchener - Market District & King Street East

Total Household Population 18+: 26,520

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)
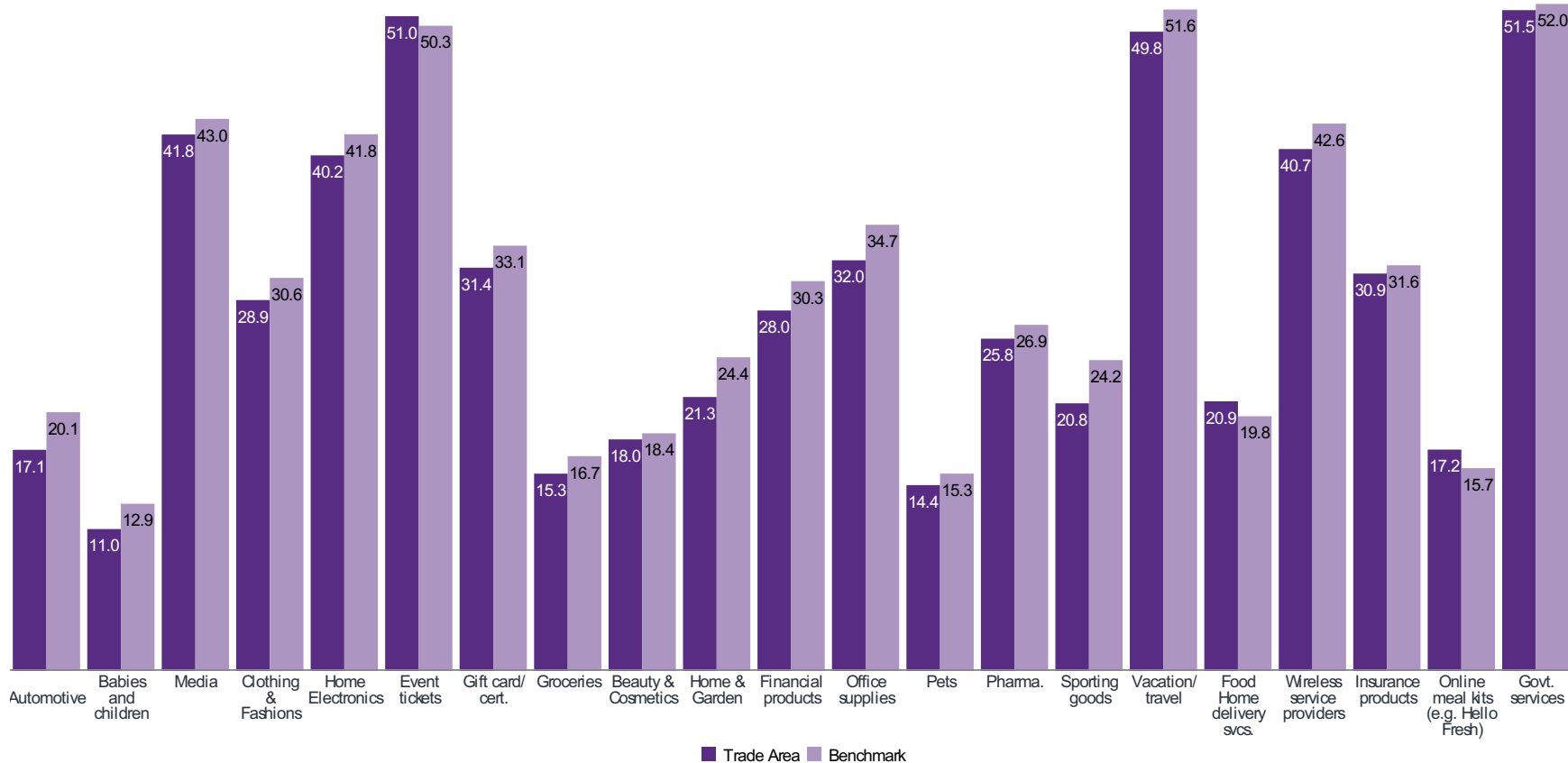
Category	Trade Area	Benchmark
Automotive	17.1	20.1
Babies and children	11.0	12.9
Media	41.8	43.0
Clothing & Fashions	28.9	30.6
Home Electronics	40.2	41.8
Event tickets	51.0	50.3
Gift card/ cert.	31.4	33.1
Groceries	15.3	16.7
Beauty & Cosmetics	18.0	18.4
Home & Garden	21.3	24.4
Financial products	28.0	30.3
Office supplies	32.0	34.7
Pets	14.4	15.3
Pharma.	25.8	26.9
Sporting goods	20.8	24.2
Vacation/ travel	49.8	51.6
Food Home delivery svcs.	20.9	19.8
Wireless service providers	40.7	42.6
Insurance products	30.9	31.6
Online meal kits (e.g. Hello Fresh)	17.2	15.7
Govt. services	51.5	52.0

Trade Area • Benchmark

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: Kitchener - Market District & King Street East

Total Household Population 18+: 26,520

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	63.9% Index:**104**	36.2% Index:**98**	12.9% Index:**104**	3.0% Index:**93**
Purchase preference	78.4% Index:**104**	28.9% Index:**94**	9.8% Index:**99**	2.9% Index:**113**
Customer Service	66.0% Index:**107**	17.5% Index:**98**	6.5% Index:**113**	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	1.7%	4.8%	10.5%	9.3%	3.8%	2.0%
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

Trade Area: Kitchener - Market District & King Street East

Total Household Population 18+: 26,520

BEHAVIOURAL PREFERENCES BY CHANNEL

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	52.1% Index:104	53.5% Index:98	15.9% Index: 102	9.3% Index: 112
Purchase preference	68.8% Index: 101	40.2% Index:96	11.4% Index:103	6.8% Index: 106
Customer Service	58.0% Index:103	25.4% Index:102	8.2% Index: 111	37.8% Index: 102

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	3.8%	6.0%	5.5%	6.1%	6.0%
Benchmark	4.3%	6.4%	6.2%	6.1%	6.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

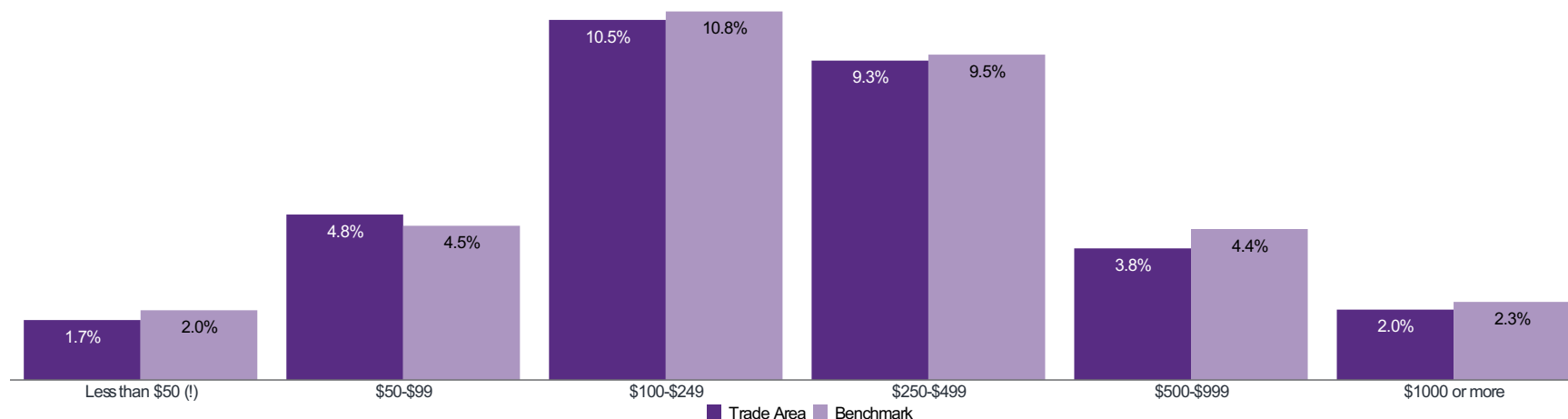| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive

Trade Area: Kitchener - Market District & King Street East

Total Household Population 18+: 26,520

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	50.2% Index:**105**	34.4% Index:**98**	10.3% Index:**93**	3.9% Index:**109**
Purchase preference	62.7% Index:**104**	31.4% Index:**95**	8.2% Index:**94**	3.5% Index:**114**
Customer Service	45.7% Index:**108**	21.0% Index:**102**	6.0% Index:**99**	27.4% Index:**99**

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	3.1%	4.5%	6.9%	2.9%	2.3%
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.

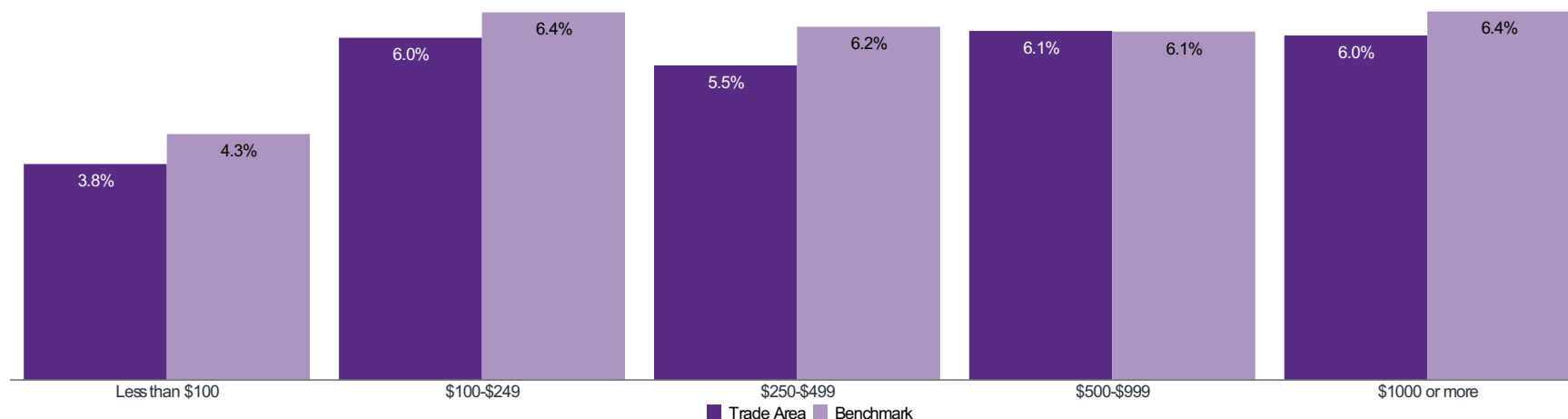| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Groceries Deep Dive

Trade Area: Kitchener - Market District & King Street East

Total Household Population 18+: 26,520

BEHAVIOURAL PREFERENCES BY CHANNEL

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	72.4% Index:**100**	25.3% Index:**102**	11.3% Index:**102**	3.8% Index:**139**
Purchase preference	84.6% Index:**101**	15.3% Index:**92**	7.0% Index:**112**	2.6% Index:**108**
Customer Service	71.8% Index:**103**	11.2% Index:**97**	4.2% Index:**105**	19.4% Index:**104**

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99 (!)	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	2.1%	1.5%	3.7%	3.4%	3.6%	5.9%
Benchmark	1.6%	1.9%	3.8%	3.1%	3.0%	6.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS ANALYTICS

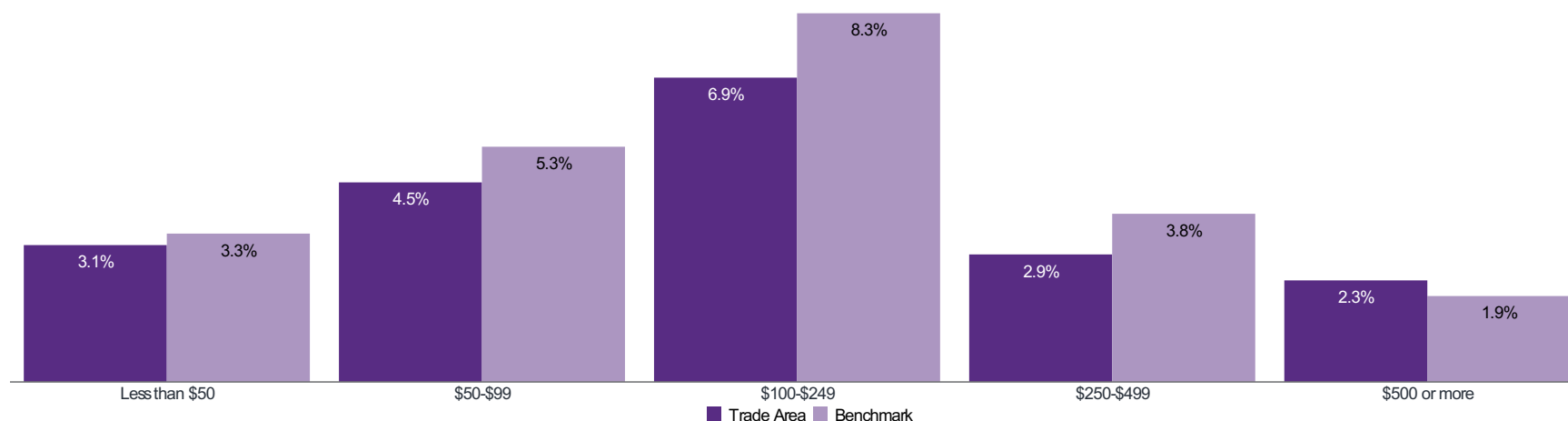**Trade Area:** Kitchener - Market District & King Street East

Total Household Population 18+: 26,520

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	38.2% Index:**108**	23.5% Index:**107**	8.4% Index:**103**	2.8% Index:**97**
Purchase preference	48.2% Index:**104**	18.0% Index:**97**	6.6% Index:**103**	2.5% Index:**108**
Customer Service	38.4% Index:**106**	12.5% Index:**100**	4.2% Index:**96**	15.2% Index:**104**

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	3.7%	3.1%	5.2%	2.1%	1.4%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

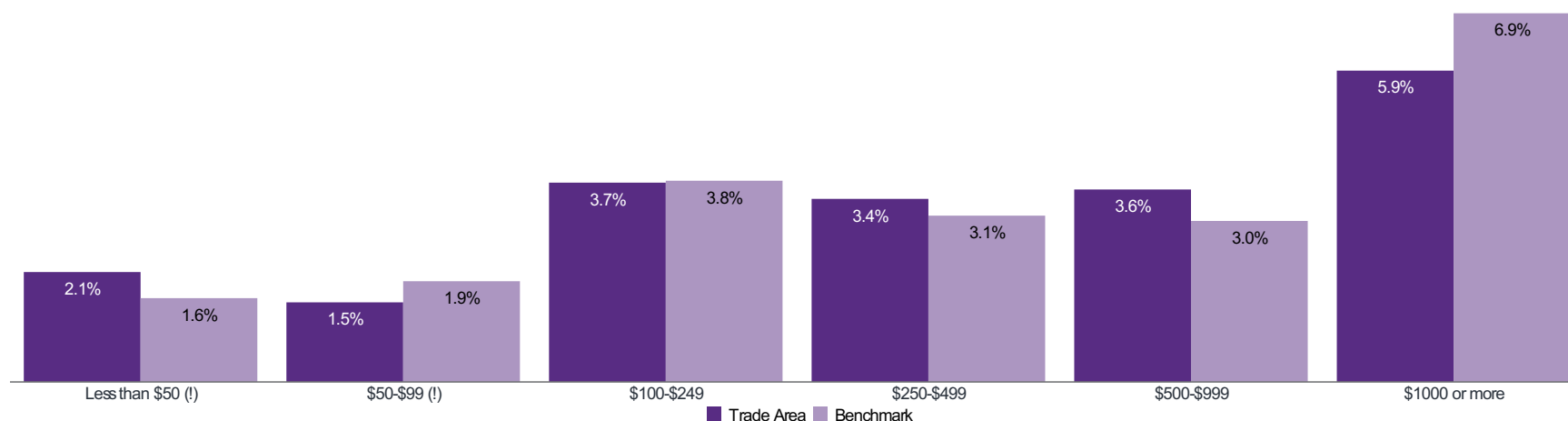# Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Market District & King Street East

Total Household Population 18+: 26,520

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	49.2% Index:95	35.6% Index:94	10.2% Index:89	5.9% Index:102
Purchase preference	65.1% Index:95	21.3% Index:87	6.8% Index:98	3.0% Index:83
Customer Service	52.1% Index:96	15.2% Index:95	5.1% Index:107	21.3% Index:93

AMOUNT SPENT [PST 12 MTHS]

Bar chart — Trade Area (dark purple) vs Benchmark (light purple):

Category	Trade Area	Benchmark
Less than $50 (!)	2.7%	2.2%
$50-$99	2.3%	3.2%
$100-$249	3.6%	4.3%
$250-$499	2.8%	3.2%
$500 or more	2.5%	3.4%

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

ENVIRONICS
ANALYTICS

Trade Area: Kitchener - Market District & King Street East

Total Household Population 18+: 26,520

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	39.1% Index:**100**	29.2% Index:**91**	9.8% Index:**94**	4.8% Index:**124**
Purchase preference	49.8% Index:**96**	20.8% Index:**86**	7.8% Index:**103**	3.1% Index:**103**
Customer Service	41.2% Index:**98**	13.9% Index:**92**	5.2% Index:**101**	18.5% Index:**90**

AMOUNT SPENT [PST 12 MTHS]
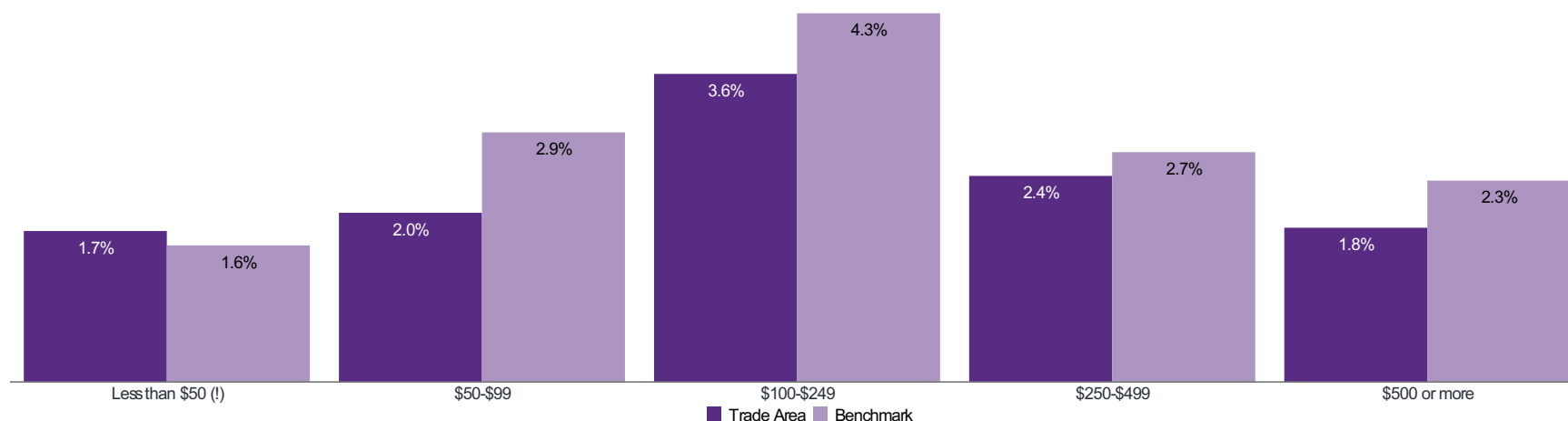
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.7%	2.0%	3.6%	2.4%	1.8%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

29

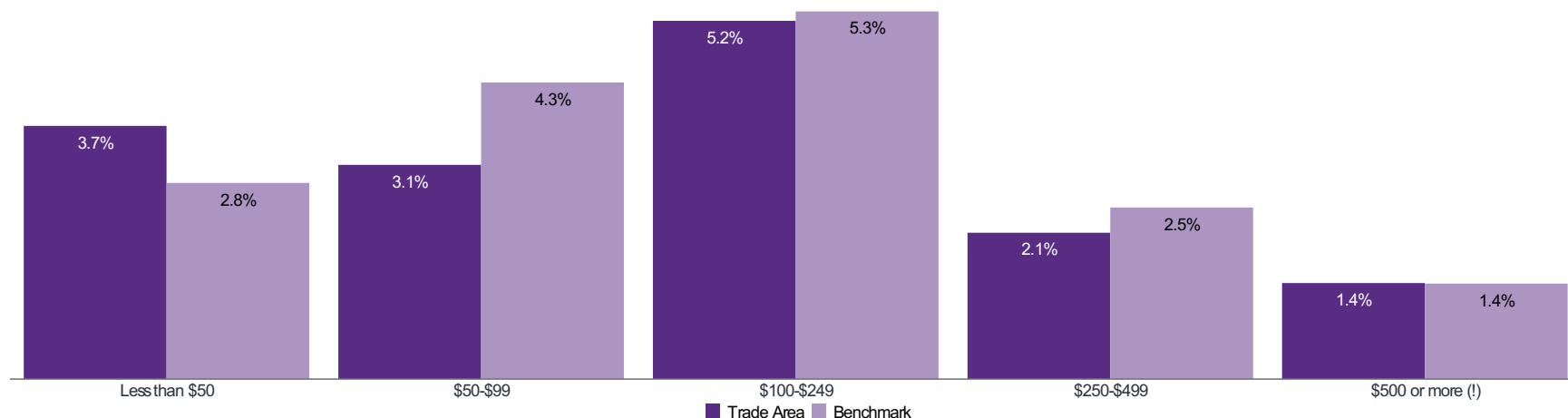# Opticks eShopper | Vacation/Travel Deep Dive

Trade Area: Kitchener - Market District & King Street East

Total Household Population 18+: 26,520

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	21.7% Index:**106**	57.4% Index:**99**	15.5% Index:**103**	14.8% Index:**92**
Purchase preference	29.6% Index:**103**	49.8% Index:**97**	6.8% Index:**103**	15.5% Index:**86**
Customer Service	31.9% Index:**109**	27.8% Index:**101**	6.3% Index:**91**	43.4% Index:**99**

AMOUNT SPENT [PST 12 MTHS]
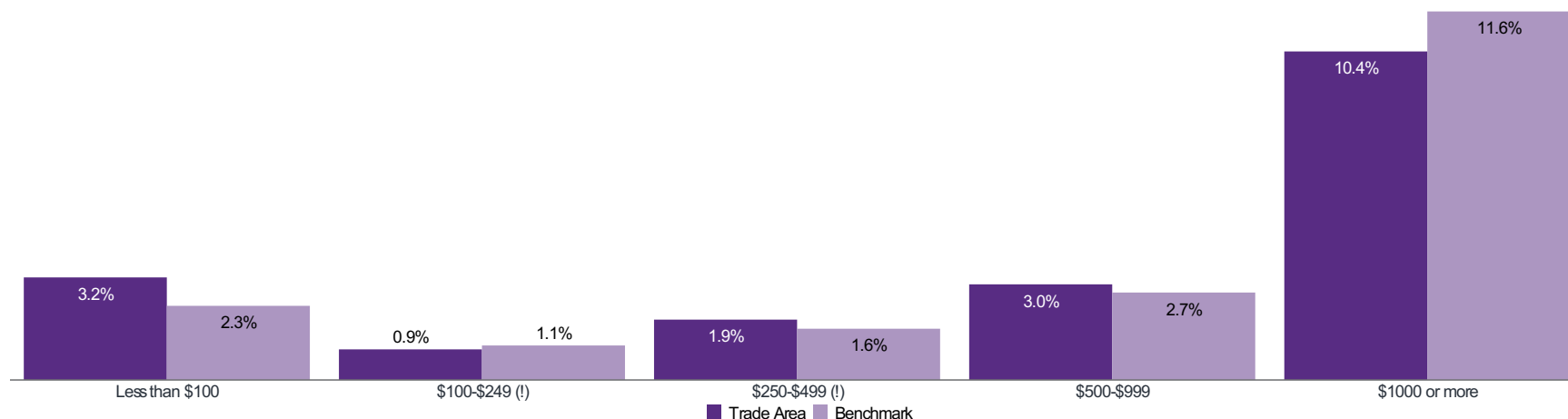
	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	3.2%	0.9%	1.9%	3.0%	10.4%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Store Loyalty
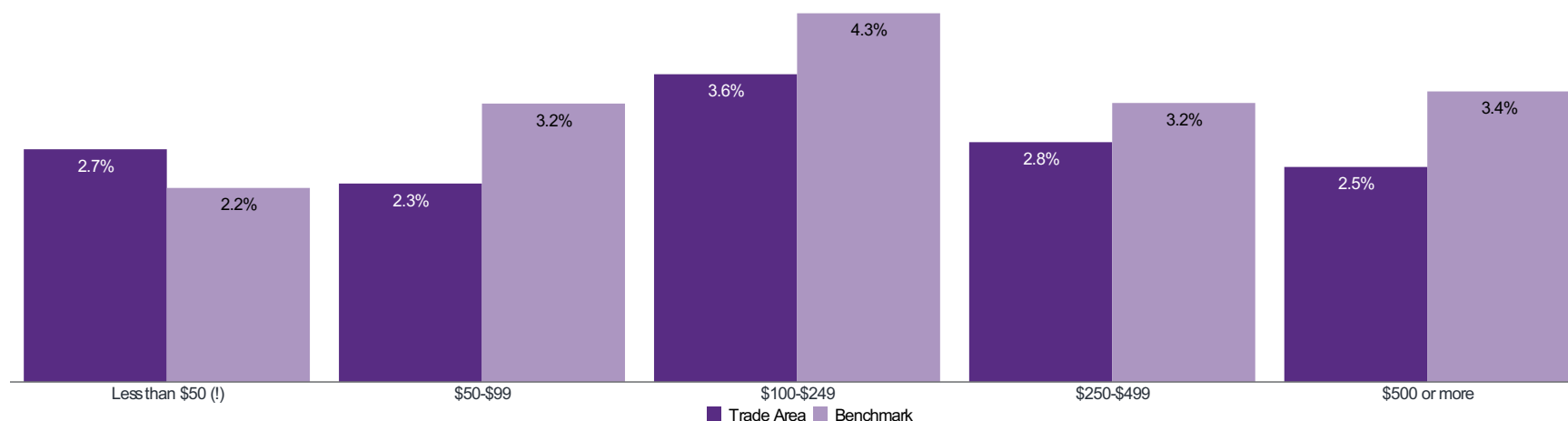
ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: Kitchener - Market District & King Street East

Households: 15,537

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY
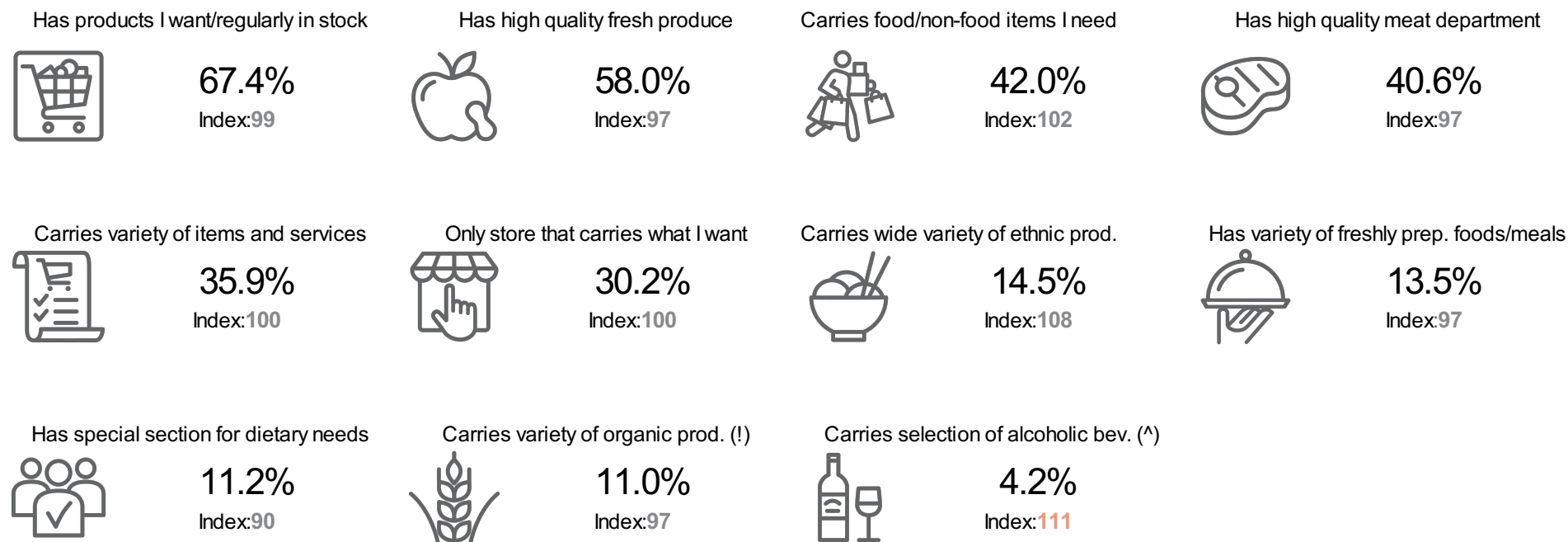
Has products I want/regularly in stock
67.4%
Index: 99

Has high quality fresh produce
58.0%
Index: 97

Carries food/non-food items I need
42.0%
Index: 102

Has high quality meat department
40.6%
Index: 97

Carries variety of items and services
35.9%
Index: 100

Only store that carries what I want
30.2%
Index: 100

Carries wide variety of ethnic prod.
14.5%
Index: 108

Has variety of freshly prep. foods/meals
13.5%
Index: 97

Has special section for dietary needs
11.2%
Index: 90

Carries variety of organic prod. (!)
11.0%
Index: 97

Carries selection of alcoholic bev. (^)
4.2%
Index: 111

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+

ShopperChoice | Store Loyalty - Shopping Experience

Trade Area: Kitchener - Market District & King Street East

Households: 15,537

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me	Easy to get in and get out quickly	Organized layout makes it easy to shop
62.9%	43.4%	42.3%
Index:**105**	Index:**101**	Index:**102**

Staff are friendly and knowledgeable	Short checkout lines/fast checkout	Has extended hours
34.3%	33.3%	25.2%
Index:**101**	Index:**93**	Index:**92**

I like the store ambiance	Has self-checkout	Offers an online shopping option (!)
21.8%	12.5%	8.3%
Index:**109**	Index:**91**	Index:**94**

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+

ShopperChoice | Store Loyalty - Price and Promo

Trade Area: Kitchener - Market District & King Street East   **Households:** 15,537

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Discover good value when shopping	Store has great sales and promotions	Store has the lowest prices overall
66.1% Index: **100**	**64.4%** Index: **96**	**60.7%** Index: **105**

Store has a customer loyalty card program	Has loyalty prog. app and offers pers. promos	I'm loyal to their store brands
48.4% Index: **97**	**29.5%** Index: **100**	**22.5%** Index: **98**

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	44.1	40.2	0.4	110
Leave the store and buy it elsewhere	29.0	30.9	0.4	94
Purchase another brand	18.9	21.2	0.3	89
Purchase another size or variety of the same brand (!)	8.0	7.7	0.4	103

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 - Market District King Street East 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%	385,381	100%	2.00%	100	386,954	100%	2.00%	100	353,949	100%	1.83%	100	355,799	100%	1.84%	100	602,176	100%	3.12%	100
3530013	Kitchener, ON (CY)	212,928	1.10%	133,961	34.76%	62.91%	3151	129,430	33.45%	60.79%	3032	126,353	35.70%	59.34%	3236	125,860	35.37%	59.11%	3207	156,260	25.95%	73.39%	2352
3530016	Waterloo, ON (CY)	99,847	0.52%	44,768	11.62%	44.84%	2246	43,584	11.26%	43.65%	2177	43,978	12.42%	44.05%	2402	41,203	11.58%	41.27%	2239	60,855	10.11%	60.95%	1954
3530010	Cambridge, ON (CY)	114,129	0.59%	38,070	9.88%	33.36%	1671	37,675	9.74%	33.01%	1647	36,204	10.23%	31.72%	1730	37,810	10.63%	33.13%	1797	57,577	9.56%	50.45%	1617
3520005	Toronto, ON (C)	2,568,898	13.31%	20,486	5.32%	0.80%	40	22,245	5.75%	0.87%	43	18,666	5.27%	0.73%	40	16,733	4.70%	0.65%	35	42,005	6.98%	1.64%	52
3523008	Guelph, ON (CY)	121,691	0.63%	13,904	3.61%	11.43%	572	14,795	3.82%	12.16%	606	12,006	3.39%	9.87%	538	13,381	3.76%	11.00%	597	24,571	4.08%	20.19%	647
3525005	Hamilton, ON (C)	483,265	2.50%	10,142	2.63%	2.10%	105	9,863	2.55%	2.04%	102	7,592	2.14%	1.57%	86	8,846	2.49%	1.83%	99	19,118	3.17%	3.96%	127
3521005	Mississauga, ON (CY)	642,951	3.33%	8,203	2.13%	1.28%	64	8,175	2.11%	1.27%	63	6,639	1.88%	1.03%	56	6,297	1.77%	0.98%	53	16,236	2.70%	2.53%	81
3521010	Brampton, ON (CY)	596,084	3.09%	7,071	1.83%	1.19%	59	8,961	2.32%	1.50%	75	4,993	1.41%	0.84%	46	6,685	1.88%	1.12%	61	14,894	2.47%	2.50%	80
3539036	London, ON (CY)	349,526	1.81%	6,291	1.63%	1.80%	90	5,759	1.49%	1.65%	82	4,833	1.37%	1.38%	75	6,026	1.69%	1.72%	94	12,730	2.11%	3.64%	117
3530035	Woolwich, ON (TP)	22,045	0.11%	7,139	1.85%	32.38%	1622	6,987	1.81%	31.69%	1581	7,524	2.13%	34.13%	1861	6,322	1.78%	28.68%	1556	10,261	1.70%	46.54%	1492

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

2019 Kitchener - Market District King Street East 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
27,147	19,806	73.0	19,840	73.1	18,460	68.0	18,109	66.7	21,584	79.5

2019 Kitchener - Market District King Street East 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	612,735	21,584	3.5	591,151	96.5

ENVIRONICS ANALYTICS

2020 Kitchener - Market District King Street East 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%	203,742	100%	1.06%	100	271,781	100%	1.41%	100	250,367	100%	1.30%	100	290,055	100%	1.50%	100	433,707	100%	2.25%	100
3530013	Kitchener, ON (CY)	212,928	1.10%	90,749	44.54%	42.62%	4038	107,902	39.70%	50.68%	3599	105,056	41.96%	49.34%	3804	113,404	39.10%	53.26%	3544	138,479	31.93%	65.04%	2894
3530016	Waterloo, ON (CY)	99,847	0.52%	25,110	12.32%	25.15%	2383	34,111	12.55%	34.16%	2426	28,984	11.58%	29.03%	2238	38,150	13.15%	38.21%	2543	49,445	11.40%	49.52%	2204
3530010	Cambridge, ON (CY)	114,129	0.59%	20,130	9.88%	17.64%	1671	27,604	10.16%	24.19%	1718	27,743	11.08%	24.31%	1874	28,211	9.73%	24.72%	1645	44,864	10.34%	39.31%	1750
3520005	Toronto, ON (C)	2,568,898	13.31%	6,945	3.41%	0.27%	26	11,101	4.08%	0.43%	31	9,380	3.75%	0.37%	28	13,229	4.56%	0.51%	34	24,142	5.57%	0.94%	42
3523008	Guelph, ON (CY)	121,691	0.63%	6,632	3.25%	5.45%	516	8,053	2.96%	6.62%	470	8,037	3.21%	6.60%	509	10,566	3.64%	8.68%	578	16,827	3.88%	13.83%	615
3525005	Hamilton, ON (C)	483,265	2.50%	3,911	1.92%	0.81%	77	5,606	2.06%	1.16%	82	4,607	1.84%	0.95%	73	5,345	1.84%	1.11%	74	11,016	2.54%	2.28%	101
3521005	Mississauga, ON (CY)	642,951	3.33%	2,823	1.39%	0.44%	42	5,576	2.05%	0.87%	62	4,195	1.68%	0.65%	50	4,825	1.66%	0.75%	50	10,716	2.47%	1.67%	74
3521010	Brampton, ON (CY)	596,084	3.09%	2,817	1.38%	0.47%	45	4,584	1.69%	0.77%	55	4,325	1.73%	0.73%	56	3,897	1.34%	0.65%	44	8,535	1.97%	1.43%	64
3530035	Woolwich, ON (TP)	22,045	0.11%	4,312	2.12%	19.56%	1853	4,349	1.60%	19.73%	1401	5,202	2.08%	23.60%	1819	6,640	2.29%	30.12%	2004	8,448	1.95%	38.32%	1706
3539036	London, ON (CY)	349,526	1.81%	2,400	1.18%	0.69%	65	3,471	1.28%	0.99%	71	3,151	1.26%	0.90%	70	3,775	1.30%	1.08%	72	7,754	1.79%	2.22%	99

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

2020 Kitchener - Market District King Street East 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
27,147	15,841	58.4	16,796	61.9	17,417	64.2	17,064	62.9	19,811	73.0

2020 Kitchener - Market District King Street East 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	438,017	19,811	4.5	418,205	95.5

ENVIRONICS
ANALYTICS

2021 Kitchener - Market District King Street East 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%	193,304	100%	1.00%	100	316,834	100%	1.64%	100	318,464	100%	1.65%	100	239,932	100%	1.24%	100	454,189	100%	2.35%	100
3530013	Kitchener, ON (CY)	212,928	1.10%	86,095	44.54%	40.43%	4038	115,348	36.41%	54.17%	3300	111,863	35.13%	52.54%	3184	102,208	42.60%	48.00%	3862	134,618	29.64%	63.22%	2687
3530016	Waterloo, ON (CY)	99,847	0.52%	23,742	12.28%	23.78%	2374	36,567	11.54%	36.62%	2231	38,908	12.22%	38.97%	2362	28,391	11.83%	28.43%	2288	51,025	11.23%	51.10%	2172
3530010	Cambridge, ON (CY)	114,129	0.59%	18,310	9.47%	16.04%	1602	32,311	10.20%	28.31%	1725	35,563	11.17%	31.16%	1889	26,816	11.18%	23.50%	1890	45,984	10.12%	40.29%	1712
3520005	Toronto, ON (C)	2,568,898	13.31%	7,784	4.03%	0.30%	30	18,951	5.98%	0.74%	45	15,936	5.00%	0.62%	38	8,420	3.51%	0.33%	26	30,751	6.77%	1.20%	51
3523008	Guelph, ON (CY)	121,691	0.63%	5,786	2.99%	4.75%	475	11,632	3.67%	9.56%	582	8,270	2.60%	6.80%	412	8,354	3.48%	6.86%	552	16,524	3.64%	13.58%	577
3521005	Mississauga, ON (CY)	642,951	3.33%	4,297	2.22%	0.67%	67	8,125	2.56%	1.26%	77	8,873	2.79%	1.38%	84	4,366	1.82%	0.68%	55	15,280	3.36%	2.38%	101
3521010	Brampton, ON (CY)	596,084	3.09%	2,966	1.53%	0.50%	50	6,844	2.16%	1.15%	70	6,610	2.08%	1.11%	67	4,780	1.99%	0.80%	65	12,352	2.72%	2.07%	88
3539036	London, ON (CY)	349,526	1.81%	1,899	0.98%	0.54%	54	4,421	1.40%	1.26%	77	4,817	1.51%	1.38%	84	3,824	1.59%	1.09%	88	8,883	1.96%	2.54%	108
3525005	Hamilton, ON (C)	483,265	2.50%	2,480	1.28%	0.51%	51	4,797	1.51%	0.99%	60	5,385	1.69%	1.11%	68	2,710	1.13%	0.56%	45	8,527	1.88%	1.76%	75
3530035	Woolwich, ON (TP)	22,045	0.11%	3,498	1.81%	15.87%	1585	4,648	1.47%	21.08%	1284	5,550	1.74%	25.18%	1526	4,934	2.06%	22.38%	1801	7,862	1.73%	35.66%	1516

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

2021 Kitchener - Market District King Street East 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
27,147	16,504	60.8	16,202	59.7	16,474	60.7	18,159	66.9	19,408	71.5

2021 Kitchener - Market District King Street East Visitors Within vs Outside Trade Area
Benchmark: Canada

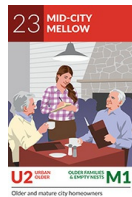| Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	461,230	19,408	4.2	441,823	95.8

ENVIRONICS ANALYTICS

ENVIRONICS ANALYTICS

Customers: Kitchener MarketDistrict KingStreetEast - FY 2021: Sum_Unique_Visitors

Total Customers: 400,515

Top 5 segments represent 32.7% of customers in Southern Ontario

23 MID-CITY MELLOW

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

Rank:	1
Customers:	31,477
Customers %:	7.86
% in Benchmark:	4.63
Index:	170

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).

19 FAMILY MODE

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

Rank:	2
Customers:	31,174
Customers %:	7.78
% in Benchmark:	4.68
Index:	166

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.

38 STRESSED IN SUBURBIA

S5 MIDDLE-CLASS SUBURBIA — MIDDLE-AGE FAMILIES F3
Middle-income, younger and middle-aged suburban families

Rank:	3
Customers:	23,537
Customers %:	5.88
% in Benchmark:	2.67
Index:	220

Located in the older suburban neighbourhoods of mostly midsize cities, Stressed in Suburbia offers a portrait of busy, working families in the burbs. Nearly 80 percent of households own their homes, a mix of singles, semis and row houses typically built between 1960 and 2000. An above-average two-thirds are third-plus-generation Canadians. But their streets are hardly homogenous: Households may contain couples, families with children and lone-parent families; maintainers range in age from 25 to 54; and children include toddlers and teenagers. Despite moderate educations that rarely go beyond college, many households enjoy solid midscale incomes thanks to the presence of two wage-earners. Most segment members hold blue-collar or service sector jobs. Given the variety of households in Stressed in Suburbia, top-scoring leisure pursuits range from outdoor sports like cross-country skiing and golf to cultural activities like attending country music concerts and dinner theatres. With their tendency for Introspection & Empathy, they seek to understand others in a non-judgmental way, and they score high for donating to cultural, environmental and international organizations.

11 MODERN SUBURBIA

S2 UPSCALE SUBURBAN DIVERSITY — YOUNG FAMILIES Y3
Multi-ethnic younger and middle-aged suburbanites

Rank:	4
Customers:	23,420
Customers %:	5.85
% in Benchmark:	3.30
Index:	177

With one of the highest percentages of suburban households, Modern Suburbia is a magnet for younger and middle-aged, diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia who arrived in their 20s and 30s and have recently moved to new suburbs near large cities like Toronto, Edmonton, Calgary, Ottawa and Vancouver. More than half the population identify as visible minorities: More than twice the national average identify as Asian, and nearly three times the average identify as South Asian. With their university and college educations, they earn upper-middle-class incomes from a wide range of jobs that afford them new single-family, semi-detached or row houses. And few segments are more mobile: the number of residents who have moved in the last five years is nearly 70 percent above average. Modern Suburbia members have crafted active lifestyles for their relatively large families and participate in many team sports, including basketball and hockey. For a splurge, they head to kid-friendly venues such as amusement parks, zoos and aquariums, admitting that Attraction for Crowds is among their strongest values.

08 MULTICULTURE-ISH

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

Rank:	5
Customers:	21,509
Customers %:	5.37
% in Benchmark:	5.19
Index:	104

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.

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+