

# Community Profile: Kitchener – Victoria Street North

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

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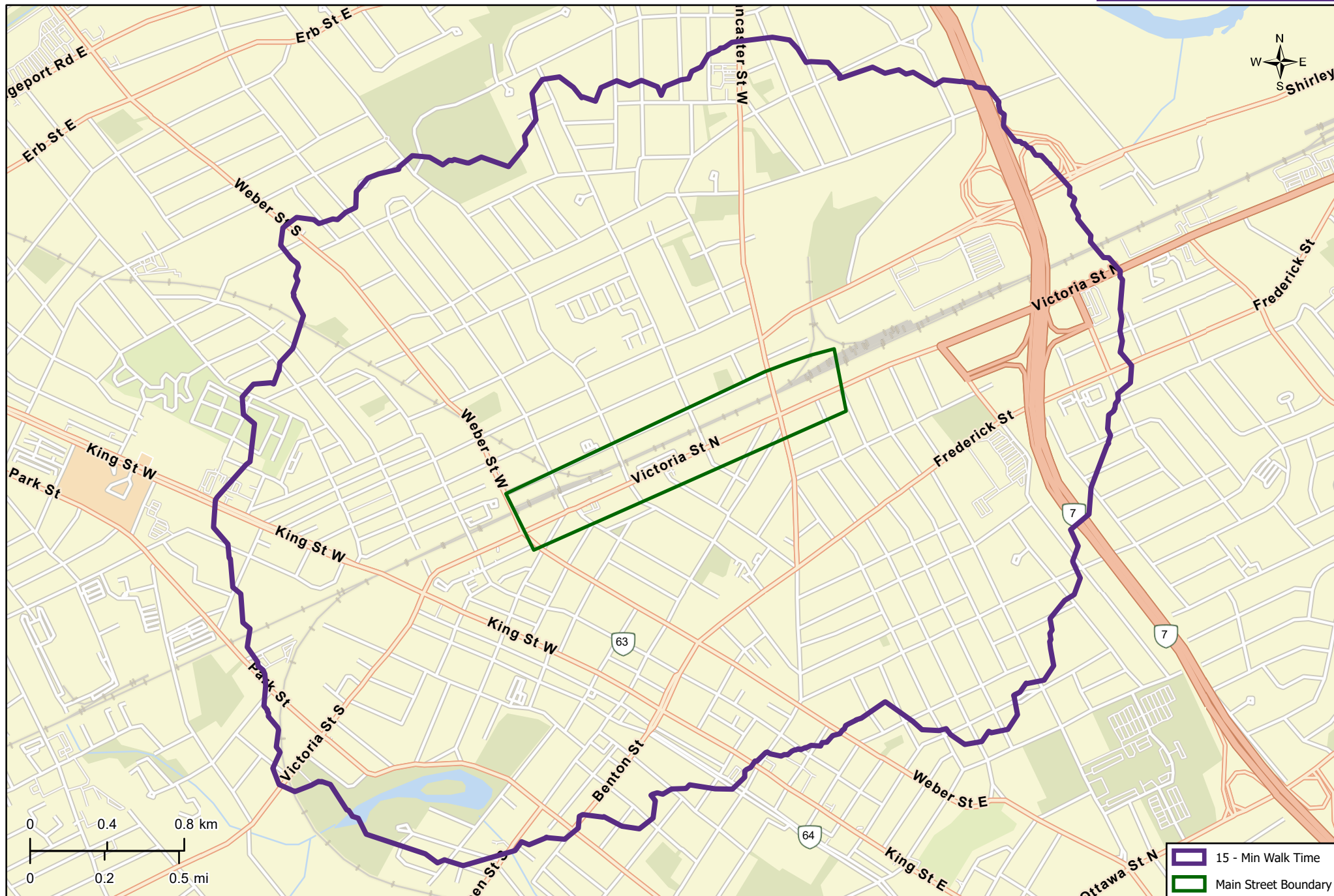
Confidential

Date: February 24, 2022

# Table of Contents

<b>Trade Area Map</b>	<b>1</b>
<b>Demographics, PRIZM Profile, and Psychographics</b>	<b>2</b>
Population & Households	3
Housing & Income	4
Education & Employment	5
Diversity	6
Trade Area PRIZM Profile: Top Segments	7
SocialValues Overview	8
<b>Financial and Expenditure Overview</b>	<b>9</b>
WealthScapes Overview	10
WealthScapes Ratios	11
HouseholdSpend – Annual Expenditure Overview	12
FoodSpend – Annual Expenditure Overview	13
<b>Post COVID-19 Activities</b>	<b>14</b>
Activities Look Forward To Doing	15
<b>Media and Social Media Overview</b>	<b>16</b>
Media Overview	17
Social Media Activities	18
Social Media Usage	19
<b>Online Shopping Attitudes and Behaviours</b>	<b>20</b>
Online Shopping Attitudes	21
Purchase Preference by Category	22
Clothing & Fashions Deep Dive	23
Home Electronics & Computers Deep Dive	24
Gift Cards Deep Dive	25
Groceries Deep Dive	26
Beauty & Cosmetics Deep Dive	27
Home & Garden Deep Dive	28
Sporting Goods Deep Dive	29
Vacation/Travel Deep Dive	30
<b>Store Loyalty</b>	<b>31</b>
Assortment/Product Quality	32
Shopping Experience	33
Price and Promo	34
<b>Main Street Visitors</b>	<b>35</b>
2019 Visitors	36
2020 Visitors	37
2021 Visitors	38
2021 Visitors PRIZM Profile: Top Segments	39

Kitchener - Victoria Street North  
Main Street Boundary and Trade Area



## Demographics, PRIZM Profile, and Psychographics

# Demographics | Population & Households

ENVIRONICS  
ANALYTICS

Trade Area: Kitchener - Victoria Street North

## POPULATION

22,462

## HOUSEHOLDS

11,294

## MEDIAN MAINTAINER AGE

48

Index: 88

## MARITAL STATUS



47.0%

Index: 81

Married/Common-Law

## FAMILY STATUS\*

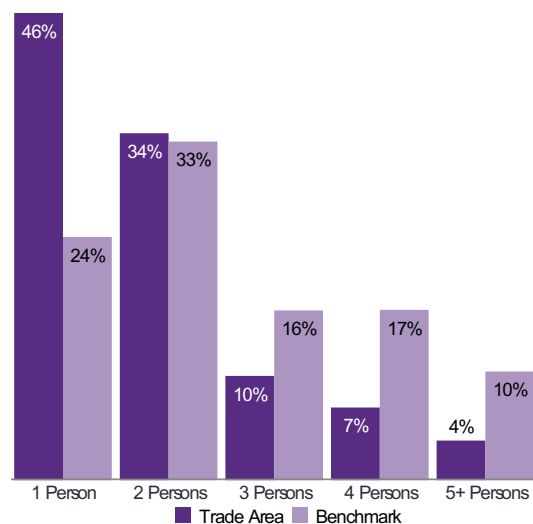


50.9%

Index: 136

Couples Without Children At Home

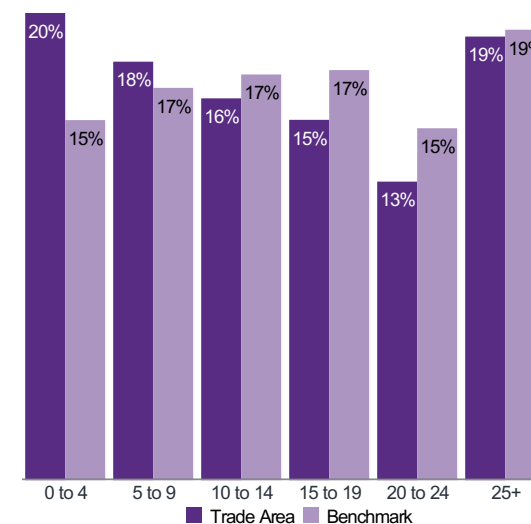
## HOUSEHOLD SIZE



## POPULATION BY AGE

	Count	%	Index
0 to 4	951	4.2	84
5 to 9	845	3.8	70
10 to 14	771	3.4	60
15 to 19	754	3.4	57
20 to 24	1,376	6.1	92
25 to 29	2,883	12.8	183
30 to 34	2,497	11.1	167
35 to 39	1,841	8.2	127
40 to 44	1,301	5.8	94
45 to 49	1,301	5.8	92
50 to 54	1,308	5.8	89
55 to 59	1,513	6.7	93
60 to 64	1,422	6.3	94
65 to 69	1,110	4.9	87
70 to 74	861	3.8	80
75 to 79	639	2.8	86
80 to 84	499	2.2	102
85+	591	2.6	119

## AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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\*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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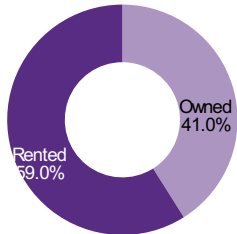
# Demographics | Housing & Income

ENVIRONICS  
ANALYTICS

Trade Area: Kitchener - Victoria Street North

Population: 22,462 | Households: 11,294

## TENURE



## STRUCTURE TYPE



Houses

35.8%

Index: 46



Apartments

64.0%

Index: 290

## AGE OF HOUSING\*

60+ Years Old

% Comp: 54.2 Index: 262

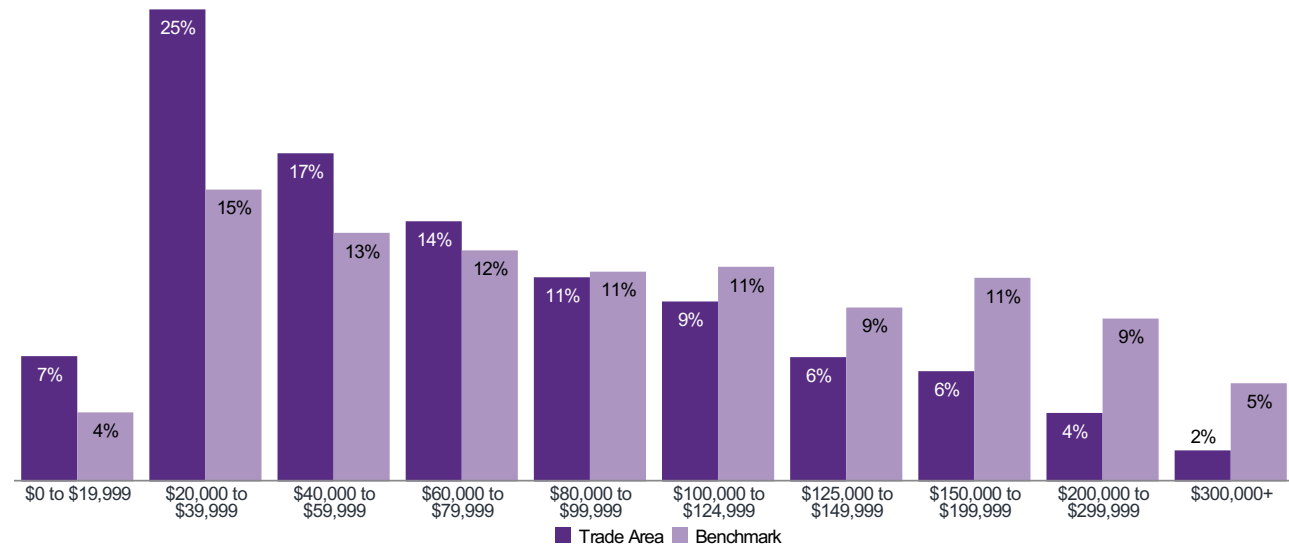
## AVERAGE HOUSEHOLD INCOME



\$79,501

Index: 69

## HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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\*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

# Demographics | Education & Employment

ENVIRONICS  
ANALYTICS

Trade Area: Kitchener - Victoria Street North

Population: 22,462 | Households: 11,294

## EDUCATION



34.2%

Index:129

University Degree

## LABOUR FORCE PARTICIPATION



67.1%

Index:103

Participation Rate

## METHOD OF TRAVEL TO WORK: TOP 2\*



30.2%

Index:83

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

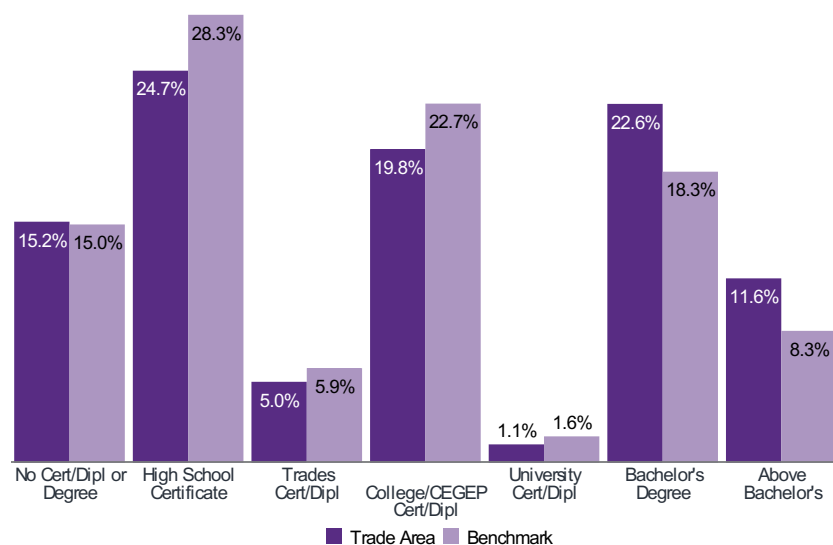


7.0%

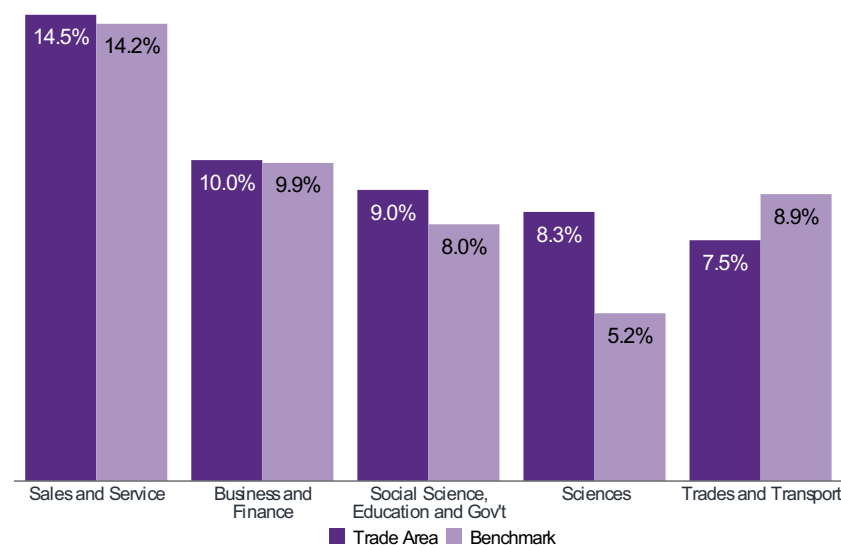
Index:355

Travel to work by **Walking**

## EDUCATIONAL ATTAINMENT



## OCCUPATIONS: TOP 5\*



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\*Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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# Demographics | Diversity

ENVIRONICS  
ANALYTICS

Trade Area: Kitchener - Victoria Street North

Population: 22,462 | Households: 11,294

## ABORIGINAL IDENTITY



2.2%  
Index:93

## VISIBLE MINORITY PRESENCE



14.7%  
Index:51

Belong to a  
visible minority group

## NON-OFFICIAL LANGUAGE



1.3%  
Index:67

No knowledge of  
English or French

## IMMIGRATION



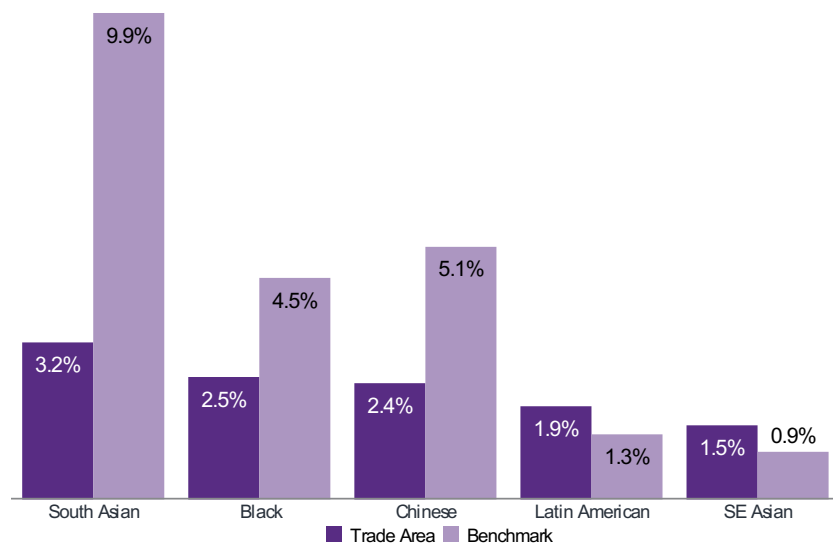
17.7%  
Index:67

Born outside Canada

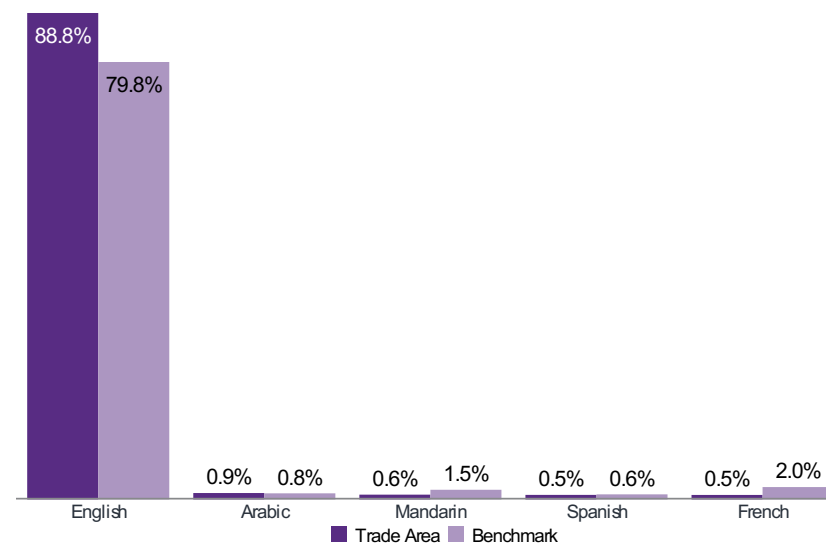
## PERIOD OF IMMIGRATION\*

Before 2001  
10.1% Index:72

## VISIBLE MINORITY STATUS: TOP 5\*\*



## LANGUAGES SPOKEN AT HOME: TOP 5\*\*



Benchmark: Southern Ontario

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\*Chosen from index ranking with minimum 5% composition

\*\*Ranked by percent composition

Index Colours: <80 80 - 110 110+



Top 5 segments represent **61.6%** of households in Kitchener - Victoria Street North



Rank: 1  
Hhlds: 2,038  
Hhld %: 18.05  
% in Benchmark: 3.77  
Index: 478

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.



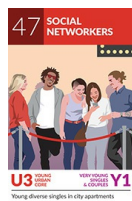
Rank: 2  
Hhlds: 1,831  
Hhld %: 16.21  
% in Benchmark: 0.52  
Index: 3,114

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.



Rank: 3  
Hhlds: 1,321  
Hhld %: 11.70  
% in Benchmark: 2.06  
Index: 569

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.



Rank: 4  
Hhlds: 904  
Hhld %: 8.01  
% in Benchmark: 1.30  
Index: 615

The youngest of all the segments, Social Networkers is a transient world of diverse singles living in older or recently built city apartments. With two-thirds of residents unattached, it is also the most single, contributing to the emergence of single-person households as the most common living arrangement in Canada. In these crowded neighbourhoods found in two dozen large cities, more than 45 percent of maintainers are under 35 years old. More than 90 percent live in apartments—typically high-rise buildings. Social Networkers are ethnically diverse, with 50 percent of the population identifying as visible minorities, including Chinese, South Asians, blacks and Filipinos. With their mixed educations—ranging from high school to university—they hold jobs in education, the arts, science and sales. And though household incomes are low, these residents have time and promising careers on their side. For now, however, the above-average cost of downtown real estate keeps this group renting and mobile; two-thirds have moved in the last five years, but you'll usually find them at bars, dance clubs, film festivals and food and wine shows. The marketing messages they respond to reflect their non-stop Pursuit of Intensity.



Rank: 5  
Hhlds: 864  
Hhld %: 7.65  
% in Benchmark: 3.11  
Index: 246

An aging lifestyle, Savvy Seniors is home to older singles, couples and divorced or widowed individuals found mostly in cities throughout Ontario, British Columbia and Alberta. Many of these seniors are financially comfortable: With a mix of high school, college and university educations, they enjoy upper-middle-incomes and homes valued at nearly a half-million dollars. Nearly 40 percent of the maintainers are over 65 years old, and they gravitate to easy-to-maintain high-rise apartment buildings, condos and row houses, typically built between 1980 and 2000. More than half of the households consist of third-plus-generation Canadians, and many are empty-nesters; any children at home are typically in their twenties. About 58 percent of the adults are still in the labour force, holding upper-level positions in the sciences, education, the arts and public administration. Still fit and active, these residents have the time and money for travel, golf and fitness activities. And they still believe in the value of Community Involvement, staying active in social issues and political campaigns.

# Psychographics | SocialValues Overview

Trade Area: Kitchener - Victoria Street North



## Strong Values

Values	Index
Flexible Families	122
Ecological Concern	120
Culture Sampling	119
Introspection & Empathy	119
Ethical Consumerism	118
Financial Concern Regarding the Future	116
Primacy of Environmental Protection	116
Rejection of Inequality	116
Rejection of Authority	113
Social Learning	113



## 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".

### 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

### Culture Sampling

This construct identifies the view that other cultures have a great deal to teach us, and measures people's inclination to incorporate some of these cultural influences into their own lives.



## Weak Values

Values	Index
Religiosity	78
Attraction to Nature	79
Social Darwinism	79
Legacy	80
Traditional Family	81
Primacy of the Family	82
Consumption Evangelism	88
Patriarchy	90
Confidence in Big Business	91
Importance of Brand	91



## 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").

### Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

### 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.

## Financial and Expenditure Overview

# Financial | WealthScapes Overview

ENVIRONICS  
ANALYTICS

Trade Area: Kitchener - Victoria Street North

WealthScapes Households: 11,203

## INCOME\*

Household Income

**\$ 79,601**

Index: **69**

Household Disposable Income

**\$ 63,394**

Index: **69**

Household Discretionary Income

**\$ 42,136**

Index: **65**

Annual RRSP Contributions

**\$ 2,741**

Index: **77**

## WEALTH\*



Net Worth

% Holders

99.5% Index: **100**

Balance

**\$382,537**

Index: **52**

## ASSETS\*



Savings

% Holders

94.8% Index: **100**

Balance

**\$55,147**

Index: **72**



Investments

% Holders

52.9% Index: **88**

Balance

**\$225,553**

Index: **67**



Unlisted Shares

% Holders

11.5% Index: **93**

Balance

**\$223,919**

Index: **70**



Real Estate

% Holders

44.4% Index: **58**

Balance

**\$546,634**

Index: **73**



Liquid Assets

% Holders

97.7% Index: **100**

Balance

**\$206,130**

Index: **62**

## DEBT\*



Consumer Debt

% Holders

88.0% Index: **97**

Balance

**\$35,649**

Index: **54**



Mortgage Debt

% Holders

26.1% Index: **56**

Balance

**\$220,935**

Index: **74**

## FINANCIAL RATIO



Debt:Asset

% Holders

0.19% Index: **89**

Benchmark: Southern Ontario

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% Holders represent where customers are found.

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

Index Colours: <80 80 - 110 110+

Trade Area: Kitchener - Victoria Street North

WealthScapes Households: 11,203

## FINANCIAL RATIOS\*



Debt: Asset

0.19

Index: 89



Debt: Liquid Assets

0.44

Index: 72



Consumer Debt - Discr. Income

0.74

Index: 80



Savings - Investments

0.69

Index: 114



Pension - Non-Pension Assets

0.24

Index: 110



Real Estate Assets - Liq. Assets

1.21

Index: 69



Mortgage - Real Estate Assets

0.24

Index: 98



Mortgage - Consumer Debt

1.83

Index: 80

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

# Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS  
ANALYTICS

Trade Area: Kitchener - Victoria Street North

Households: 11,294

Total Aggregate Current Consumption: \$667,044,754

## Average Current Consumption

\$59,062

Index 72

## Average Household Income










\$79,393

Index 69

## Average Disposable Income

\$62,627

Index 70

 <p><b>Shelter</b></p> <p>Avg. Dollars/Household <b>\$16,690</b> Index 79</p> <p>Pct. of Total Expenditure <b>28.3%</b> Index 110</p>	 <p><b>Food</b></p> <p>Avg. Dollars/Household <b>\$9,425</b> Index 74</p> <p>Pct. of Total Expenditure <b>16.0%</b> Index 102</p>	 <p><b>Transportation</b></p> <p>Avg. Dollars/Household <b>\$8,339</b> Index 61</p> <p>Pct. of Total Expenditure <b>14.1%</b> Index 84</p>
 <p><b>Health Care</b></p> <p>Avg. Dollars/Household <b>\$4,156</b> Index 76</p> <p>Pct. of Total Expenditure <b>7.0%</b> Index 105</p>	 <p><b>Household Operation</b></p> <p>Avg. Dollars/Household <b>\$4,084</b> Index 71</p> <p>Pct. of Total Expenditure <b>6.9%</b> Index 99</p>	 <p><b>Recreation</b></p> <p>Avg. Dollars/Household <b>\$3,175</b> Index 66</p> <p>Pct. of Total Expenditure <b>5.4%</b> Index 92</p>
 <p><b>Tobacco and Alcohol</b></p> <p>Avg. Dollars/Household <b>\$3,096</b> Index 87</p> <p>Pct. of Total Expenditure <b>5.2%</b> Index 120</p>	 <p><b>Clothing</b></p> <p>Avg. Dollars/Household <b>\$2,352</b> Index 71</p> <p>Pct. of Total Expenditure <b>4.0%</b> Index 98</p>	 <p><b>Household Furnishings</b></p> <p>Avg. Dollars/Household <b>\$2,323</b> Index 58</p> <p>Pct. of Total Expenditure <b>3.9%</b> Index 81</p>

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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# Expenditures | Foodspend - Annual Household Expenditure Overview

ENVIRONICS  
ANALYTICS

Trade Area: Kitchener - Victoria Street North

Households: 11,294

## Average Household Income

**\$79,393**

Index: 69

## Average Food Expenditure

**\$9,425**

Index: 74

## Average Spend on Food from Restaurants

**\$3,292**









Index: 82

## Average Spend on Food from Stores

**\$6,133**

Index: 70

**Total Aggregate Food Expenditure: \$ 106,449,624**

 <b>Bakery</b> Avg. Dollars/Household <b>\$631</b> Index: 72 Pct. of Total Expenditure 10.3% Index: 103		 <b>Cereal Products</b> Avg. Dollars/Household <b>\$360</b> Index: 70 Pct. of Total Expenditure 5.9% Index: 101		 <b>Fruit and nuts</b> Avg. Dollars/Household <b>\$743</b> Index: 68 Pct. of Total Expenditure 12.1% Index: 97	
 <b>Vegetables</b> Avg. Dollars/Household <b>\$662</b> Index: 72 Pct. of Total Expenditure 10.8% Index: 102		 <b>Dairy products &amp; Eggs</b> Avg. Dollars/Household <b>\$916</b> Index: 72 Pct. of Total Expenditure 14.9% Index: 102		 <b>Meat</b> Avg. Dollars/Household <b>\$979</b> Index: 62 Pct. of Total Expenditure 16.0% Index: 89	
 <b>Fish &amp; Seafood</b> Avg. Dollars/Household <b>\$195</b> Index: 66 Pct. of Total Expenditure 3.2% Index: 95		 <b>Beverages &amp; Other Food</b> Avg. Dollars/Household <b>\$1,647</b> Index: 75 Pct. of Total Expenditure 26.9% Index: 107			

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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## Post COVID-19 Activities



Trade Area: Kitchener - Victoria Street North

Household Population 14+: 19,603

## Activities Look Forward To Doing

	%	Base %	Index
<b>Socializing</b>			
Dating	11.9	11.0	108
Going to restaurants, bars or night clubs	53.1	55.1	96
Having physical Contact with family and friends	56.9	57.7	99
Participating in group activities	38.3	38.7	99
Partying	16.1	15.8	102
Seeing family and friends in person	64.0	62.8	102
<b>Entertainment</b>			
Attending events, festivals or concerts	40.7	42.9	95
Attending sports events (excludes professional sports)	16.1	18.2	89
Attending to professional sports events or games	26.0	25.4	102
Going to the movies	43.6	45.7	96
<b>Movement &amp; Travel</b>			
Driving more	14.6	16.1	91
Shopping in-store	39.9	42.9	93
Spending time outdoors	30.7	32.5	95
Travelling outside of Canada/ abroad	48.8	53.2	92
Travelling within Canada	47.8	49.9	96
Using public transit	11.8	13.7	86
<b>Personal</b>			
Getting back to old habits	34.9	36.2	96
Going to a salon, barber shop or spa	31.3	33.7	93
Going to the gym	20.3	22.6	90
<b>Education/Work</b>			
Children going back to school	15.1	20.3	75
Going back to work	17.5	17.6	99
<b>Other</b>			
Not Stated	0.3	0.6	56

Benchmark: Southern Ontario

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(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+
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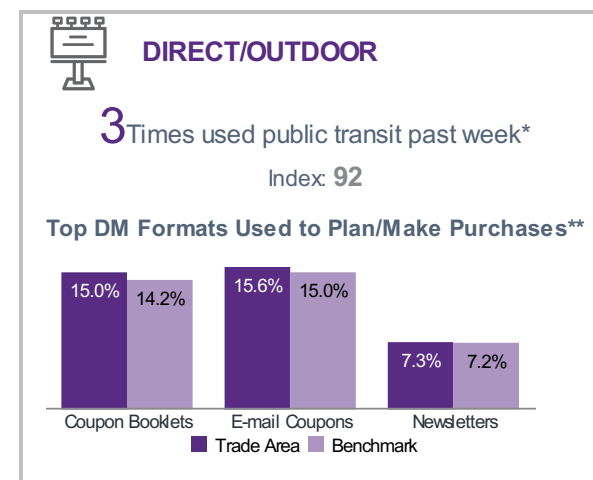
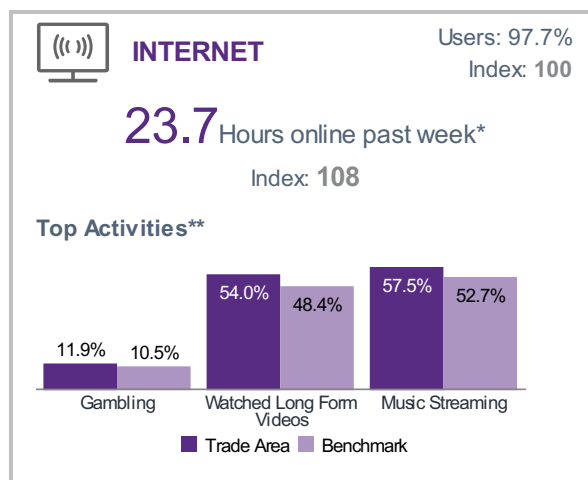
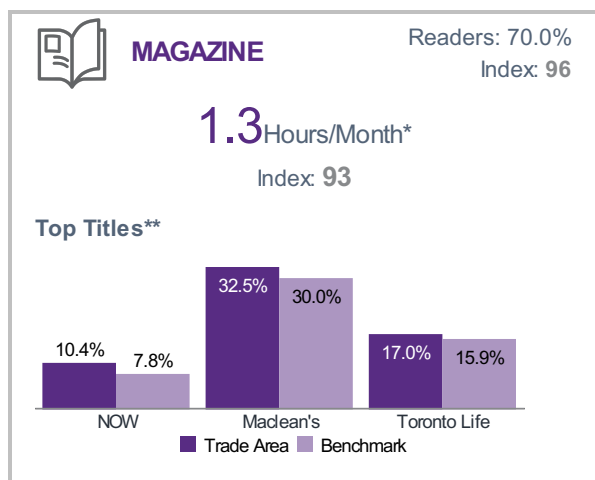
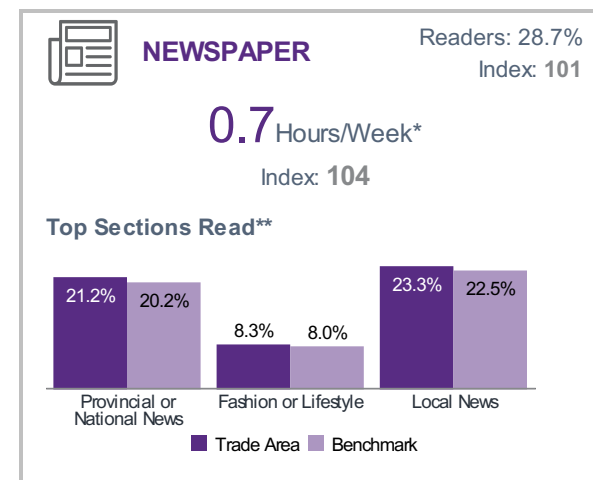
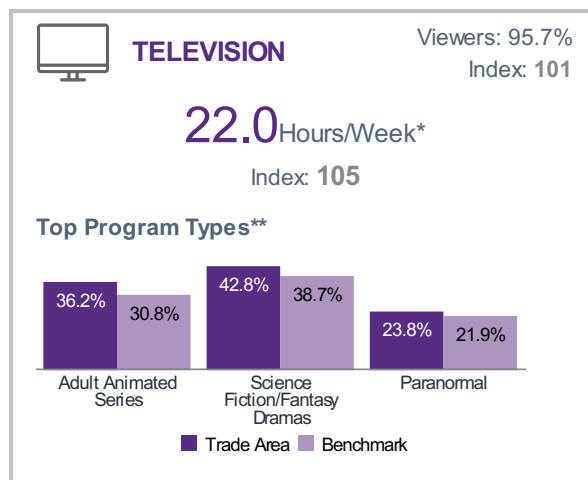
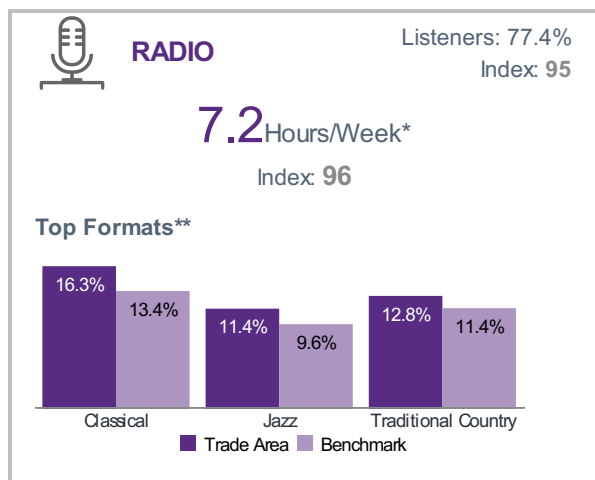
## Media and Social Media Overview

# Behavioural | Media Overview

ENVIRONICS  
ANALYTICS

Trade Area: Kitchener - Victoria Street North

Household Population 14+: 19,603



Benchmark: Southern Ontario

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\* Consumption values based to variable's incidence count.

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

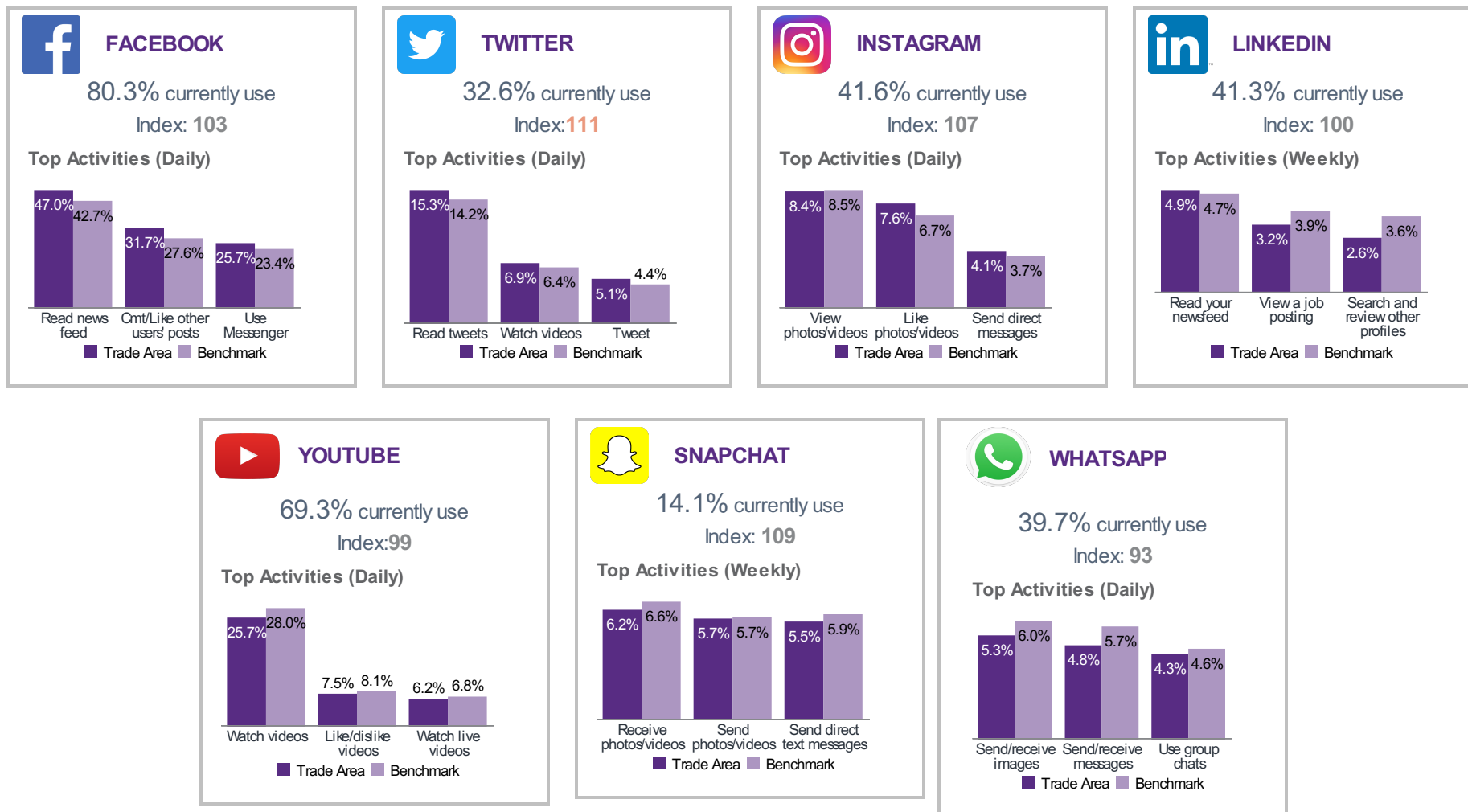
Index Colours: <80 80 - 110 110+

# Opticks Social | Social Media Activities

ENVIRONICS  
ANALYTICS

Trade Area: Kitchener - Victoria Street North

Household Population 18+: 19,014



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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

Index Colours:	<80	80 - 110	110+
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# Opticks Social | Social Media Usage

ENVIRONICS  
ANALYTICS

Trade Area: Kitchener - Victoria Street North

Household Population 18+: 19,014

## FRIENDS IN ALL SM NETWORKS



34.2%

Index:96

0-49 friends

## FREQUENCY OF USE (DAILY)



60.1%

Index:107

Facebook

## BRAND INTERACTION



37.7%

Index:110

Like brand on Facebook

## NO. OF BRANDS INTERACTED

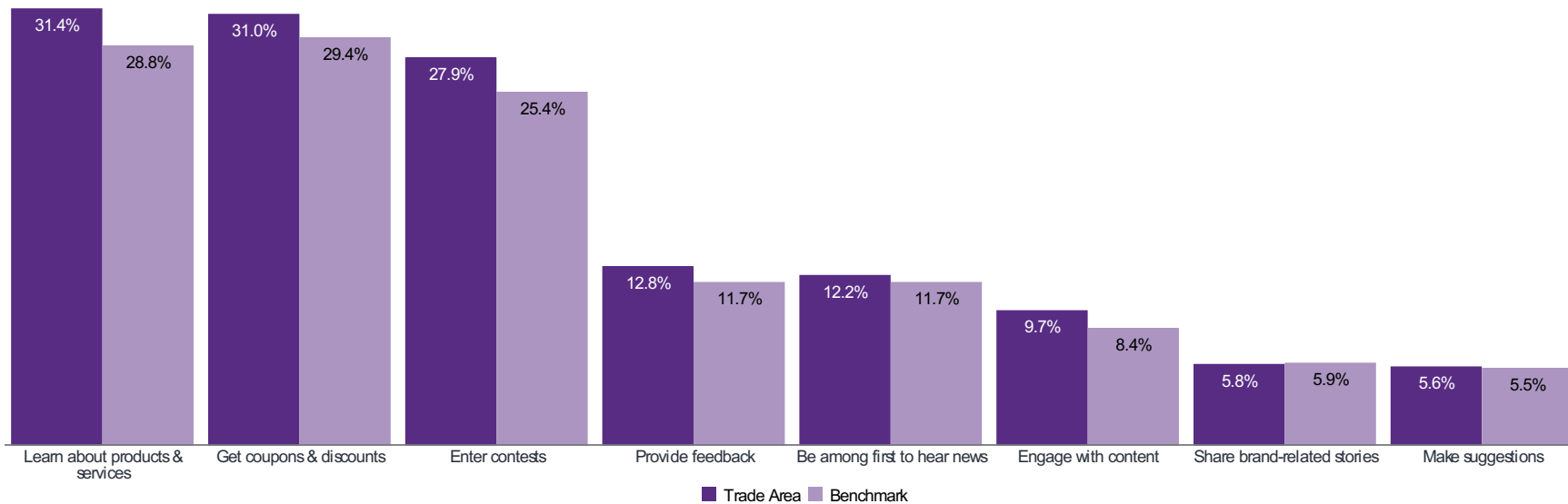


29.1%

Index:95

2-5 brands

## REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+
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## Online Shopping Attitudes and Behaviours

# Opticks eShopper | Online Shopping Attitudes

ENVIRONICS  
ANALYTICS

Trade Area: Kitchener - Victoria Street North

Total Household Population 18+: 19,014



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

% Comp 88.2 Index 100



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 84.0 Index 100



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

% Comp 38.7 Index 94



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

% Comp 57.0 Index 101



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

% Comp 28.1 Index 93

Benchmark: Southern Ontario

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Ranked by percent composition.

Index Colours:	<80	80 - 110	110+
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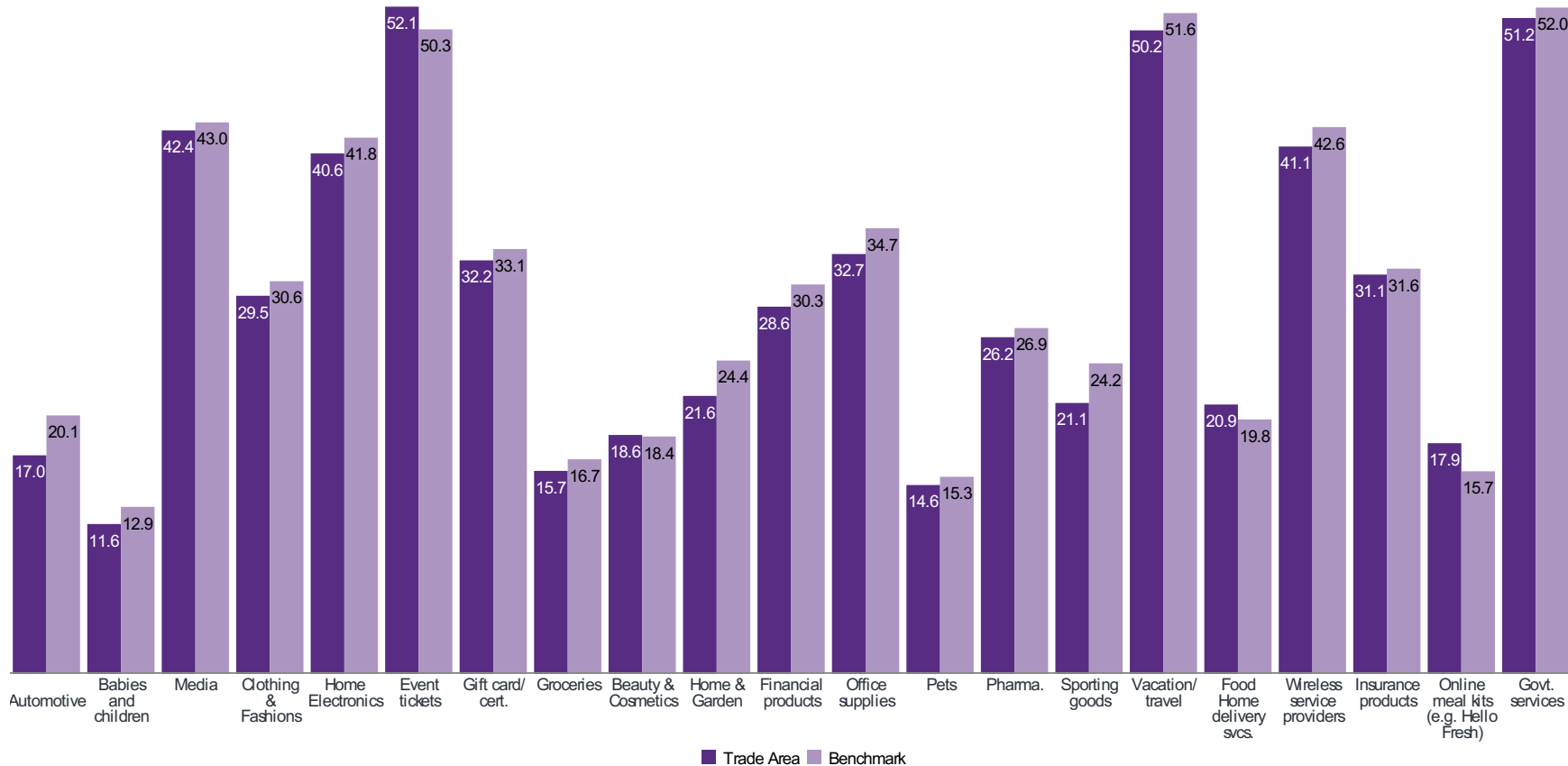
# Opticks eShopper | Purchase Preference by Category

ENVIRONICS  
ANALYTICS

Trade Area: Kitchener - Victoria Street North

Total Household Population 18+: 19,014

## ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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# Opticks eShopper | Clothing & Fashions Deep Dive

ENVIRONICS  
ANALYTICS

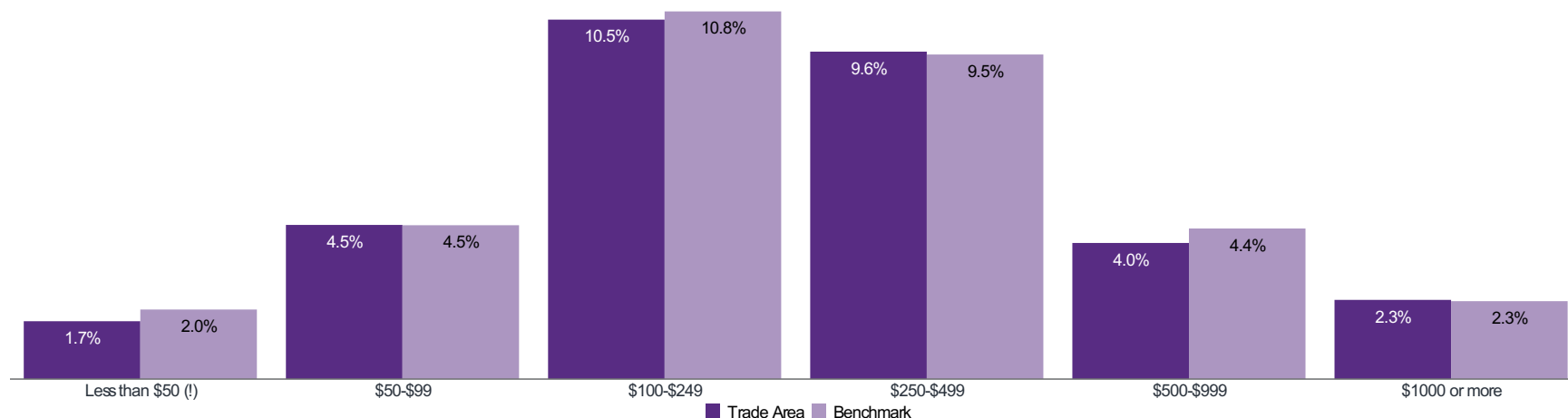
Trade Area: Kitchener - Victoria Street North

Total Household Population 18+: 19,014

## 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	64.0% Index:104	36.3% Index:98	13.4% Index:109	3.0% Index:95
Purchase preference	77.8% Index:103	29.5% Index:96	10.4% Index:106	3.0% Index:116
Customer Service	65.6% Index:106	17.8% Index:100	7.2% Index:125	20.4% Index:94

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) 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

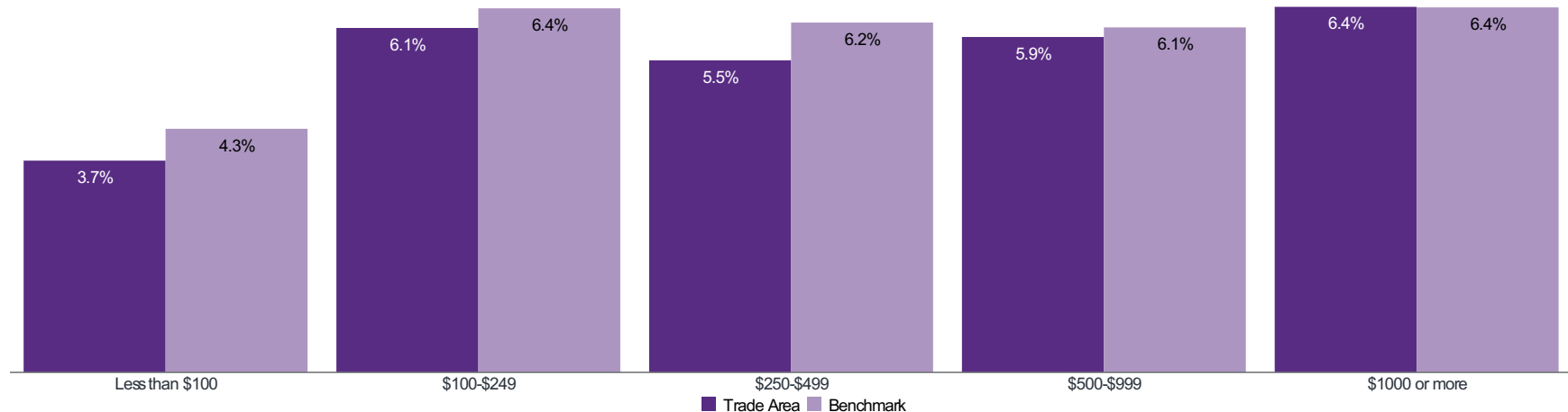
Trade Area: Kitchener - Victoria Street North

Total Household Population 18+: 19,014

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>HOME ELECTRONICS &amp; COMPUTERS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	51.7% Index: 103	53.3% Index: 97	16.4% Index: 105	9.5% Index: 115
Purchase preference	67.7% Index: 99	40.6% Index: 97	12.2% Index: 111	6.8% Index: 105
Customer Service	57.2% Index: 101	25.3% Index: 102	8.5% Index: 115	38.6% Index: 105

## AMOUNT SPENT [PST 12 MTHS]



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+
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# Opticks eShopper | Gift Cards Deep Dive

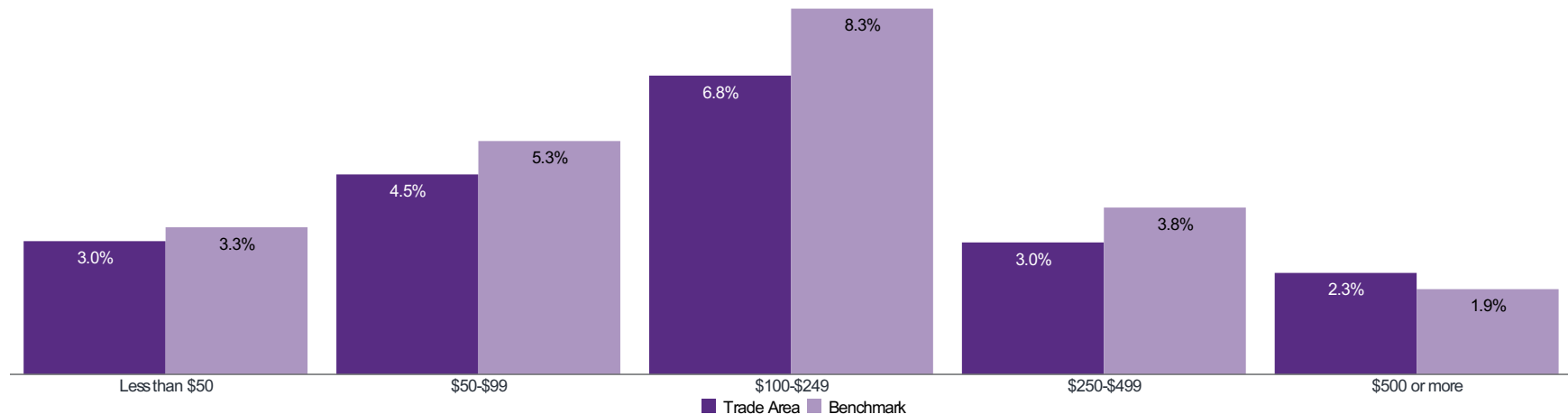
Trade Area: Kitchener - Victoria Street North

Total Household Population 18+: 19,014

## 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	50.3% Index:106	34.9% Index:99	10.9% Index:99	3.9% Index:109
Purchase preference	62.1% Index:103	32.2% Index:97	8.5% Index:97	3.5% Index:115
Customer Service	44.8% Index:105	20.9% Index:102	6.2% Index:102	27.4% Index:99

## AMOUNT SPENT [PST 12 MTHS]



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

Index Colours:	<80	80 - 110	110+
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# Opticks eShopper | Groceries Deep Dive

ENVIRONICS  
ANALYTICS

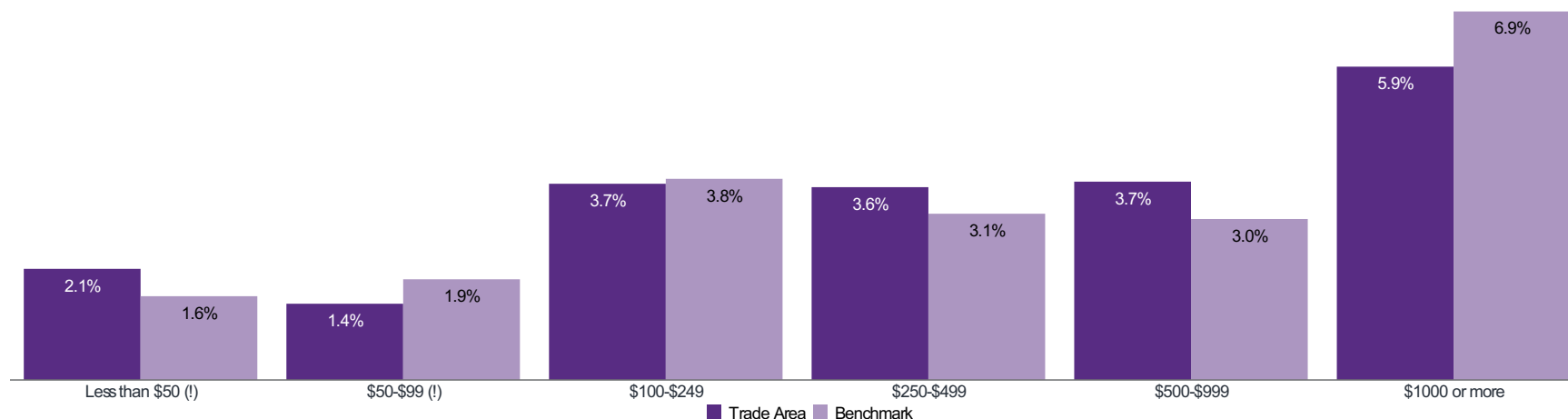
Trade Area: Kitchener - Victoria Street North

Total Household Population 18+: 19,014

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>GROCERIES</b>	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	25.1% Index:102	11.8% Index:106	3.8% Index:142
Purchase preference	83.9% Index:101	15.7% Index:95	7.5% Index:120	2.6% Index:107
Customer Service	71.1% Index:102	11.5% Index:100	4.4% Index:111	19.5% Index:104

## AMOUNT SPENT [PST 12 MTHS]



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

Index Colours: <80 80 - 110 110+


# Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS  
ANALYTICS

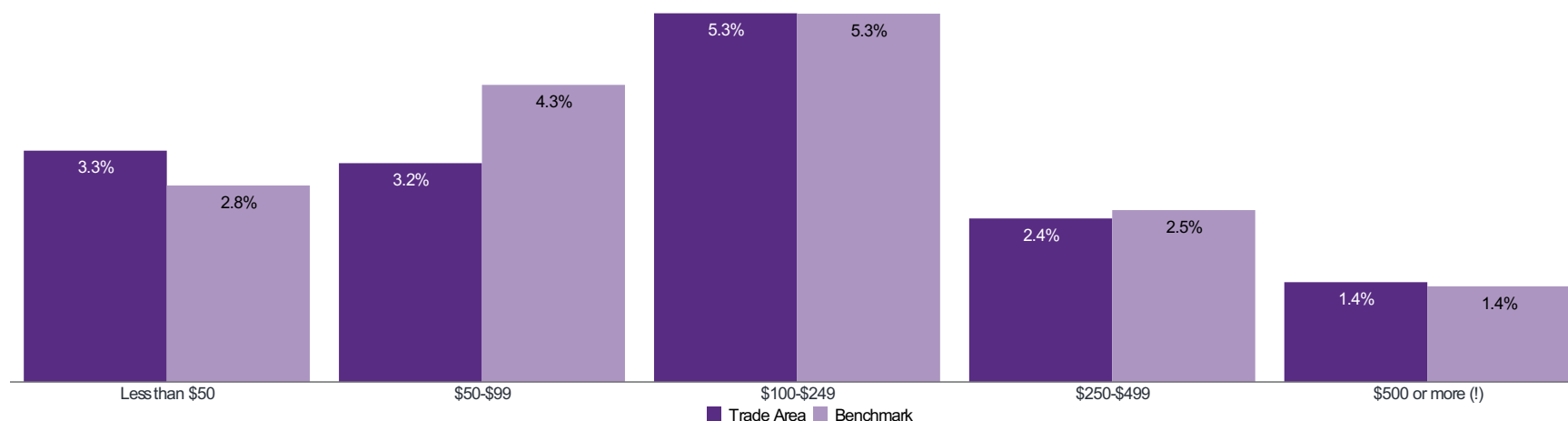
Trade Area: Kitchener - Victoria Street North

Total Household Population 18+: 19,014

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>BEAUTY &amp; COSMETICS</b>	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	23.8% Index:108	8.8% Index:109	2.9% Index:102
Purchase preference	47.9% Index:104	18.6% Index:101	6.9% Index:109	2.4% Index:103
Customer Service	38.4% Index:106	12.8% Index:102	4.4% Index:102	15.0% Index:102

## AMOUNT SPENT [PST 12 MTHS]



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

Index Colours: <80 80 - 110 110+


# Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS  
ANALYTICS

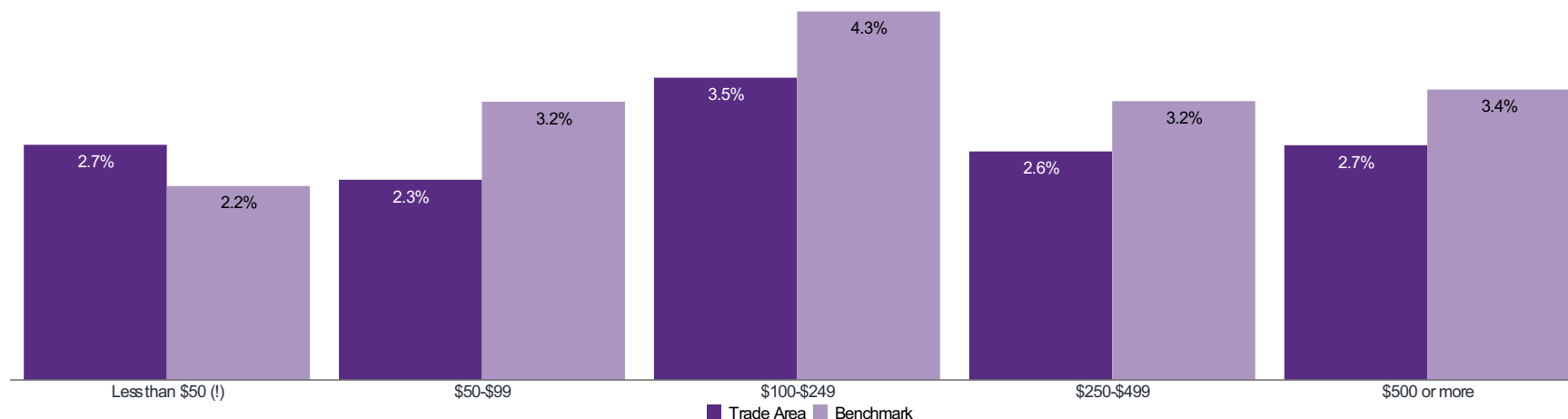
Trade Area: Kitchener - Victoria Street North

Total Household Population 18+: 19,014

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>HOME &amp; GARDEN</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	48.7% Index:94	35.5% Index:94	10.6% Index:93	6.1% Index:106
Purchase preference	63.5% Index:93	21.6% Index:89	7.5% Index:108	3.0% Index:82
Customer Service	51.3% Index:95	15.3% Index:96	5.3% Index:112	21.4% Index:94

## AMOUNT SPENT [PST 12 MTHS]



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

Index Colours: <80 80 - 110 110+


# Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS  
ANALYTICS

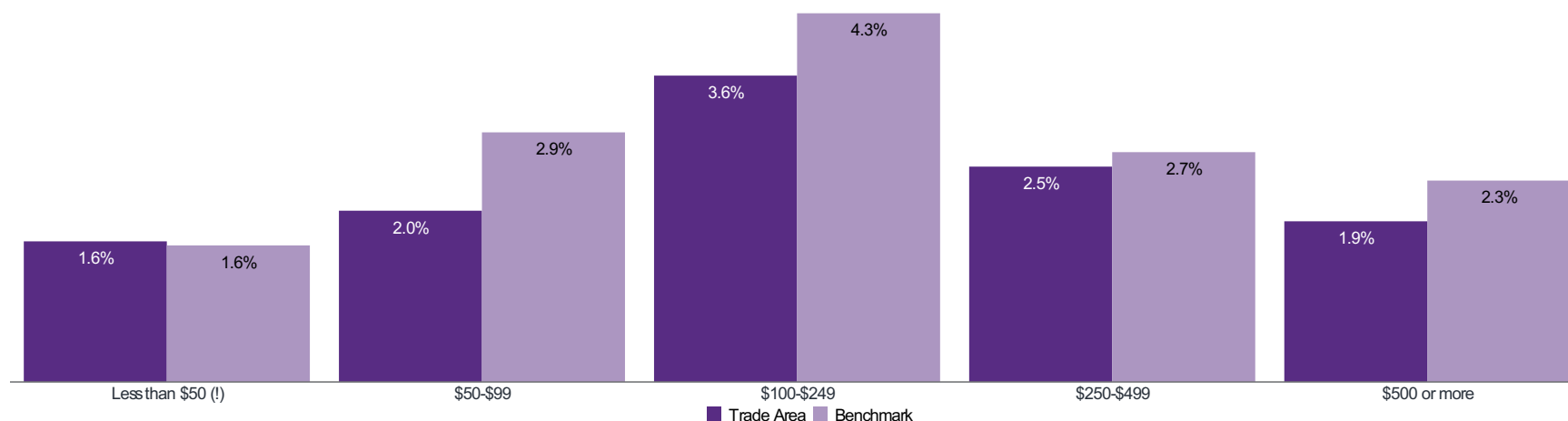
Trade Area: Kitchener - Victoria Street North

Total Household Population 18+: 19,014

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>SPORTING GOODS</b>	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	29.4% Index:91	10.5% Index:99	5.1% Index:129
Purchase preference	49.8% Index:96	21.1% Index:87	8.3% Index:110	3.0% Index:98
Customer Service	41.2% Index:99	14.1% Index:93	5.5% Index:107	18.7% Index:92

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


# Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS  
ANALYTICS

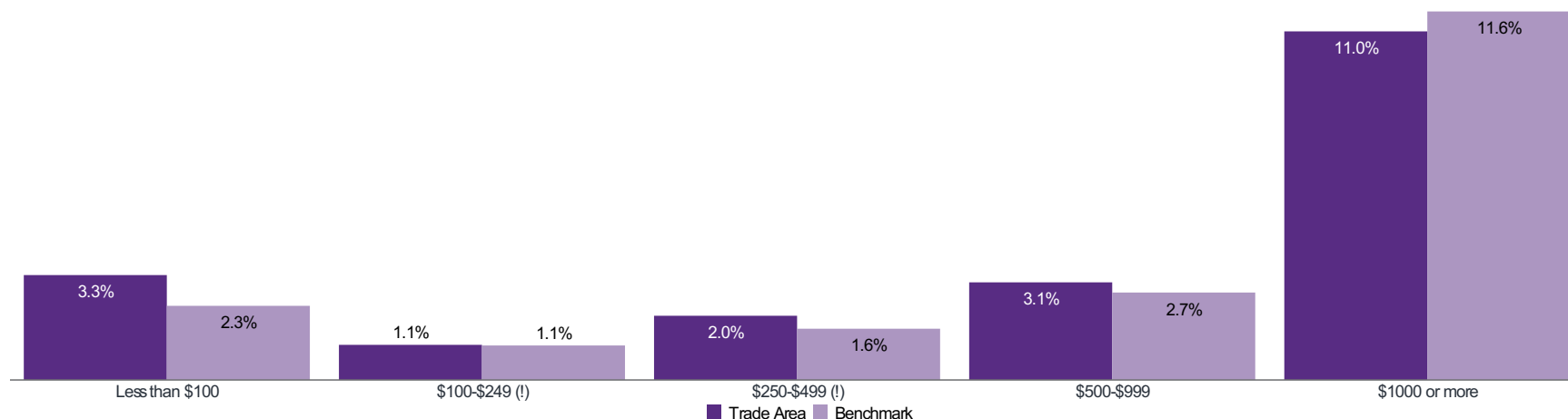
Trade Area: Kitchener - Victoria Street North

Total Household Population 18+: 19,014

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>VACATION/ TRAVEL</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	21.4% Index:104	58.2% Index:100	16.3% Index:108	14.9% Index:92
Purchase preference	29.6% Index:103	50.2% Index:97	7.5% Index:107	15.3% Index:85
Customer Service	32.3% Index:111	27.7% Index:101	6.7% Index:97	43.9% Index:100

## AMOUNT SPENT [PST 12 MTHS]



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

Index Colours: <80 80 - 110 110+



## Store Loyalty

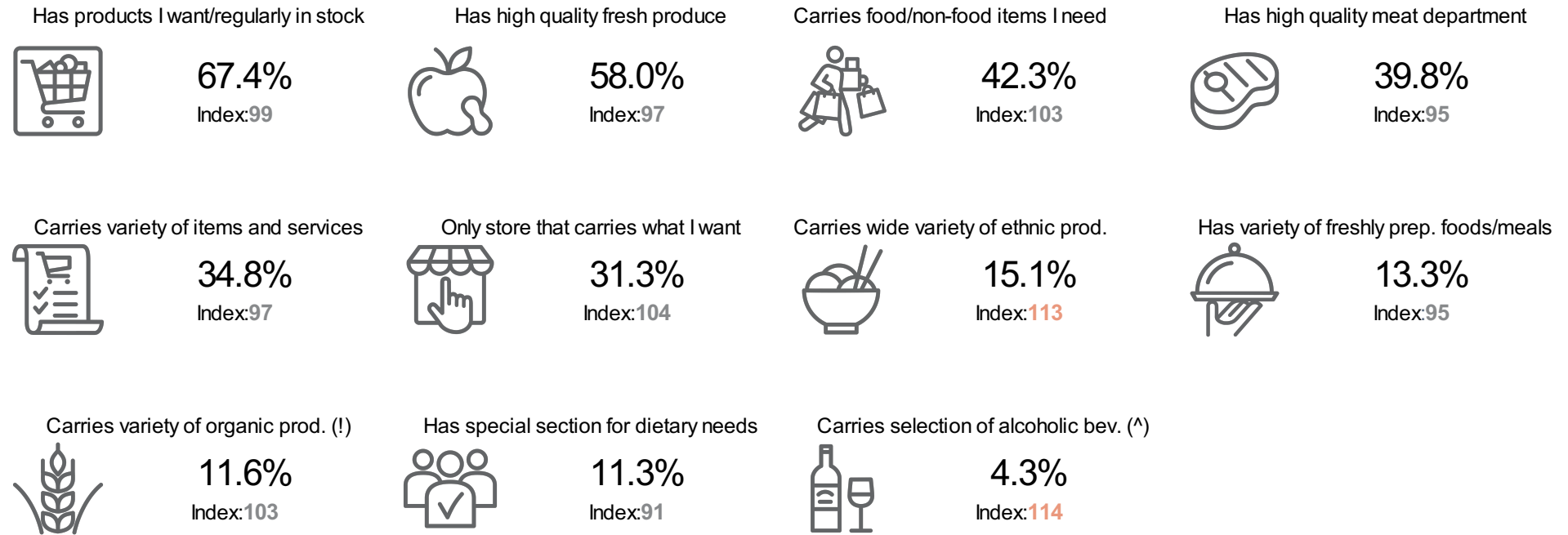
# ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS  
ANALYTICS

Trade Area: Kitchener - Victoria Street North

Households: 11,294

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



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+
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# ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS  
ANALYTICS

Trade Area: Kitchener - Victoria Street North

Households: 11,294

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



63.2%

Index: 106

Easy to get in and get out quickly



43.2%

Index: 101

Organized layout makes it easy to shop



42.0%

Index: 101

Staff are friendly and knowledgeable



34.6%

Index: 103

Short checkout lines/fast checkout



32.7%

Index: 92

Has extended hours



24.7%

Index: 90

I like the store ambiance



22.5%

Index: 113

Has self-checkout



13.1%

Index: 96

Offers an online shopping option (!)



8.1%

Index: 91

Benchmark: Southern Ontario

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

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Index Colours:	<80	80 - 110	110+
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# ShopperChoice | Store Loyalty - Price and Promo

ENVIRONICS  
ANALYTICS

Trade Area: Kitchener - Victoria Street North

Households: 11,294

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Discover good value when shopping



66.0%

Index: 100

Store has great sales and promotions



63.4%

Index: 94

Store has the lowest prices overall



62.1%

Index: 107

Store has a customer loyalty card program



47.9%

Index: 97

Has loyalty prog. app and offers pers. promos



29.6%

Index: 101

I'm loyal to their store brands



23.1%

Index: 101

### OUT OF STOCK ITEM

	% Base	% Pen	Index	
Psychographics - Shopping Preferences				
Postpone the purchase	45.6	40.2	0.3	114
Leave the store and buy it elsewhere	28.8	30.9	0.3	93
Purchase another brand	18.5	21.2	0.2	87
Purchase another size or variety of the same brand (!)	7.1	7.7	0.3	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+
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## Main Street Visitors

**2019 Kitchener - Victoria Street North 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%	295,859	100%	1.53%	100	296,255	100%	1.53%	100	256,109	100%	1.33%	100	252,162	100%	1.31%	100	455,512	100%	2.36%	100
3530013	Kitchener, ON (CY)	212,928	1.10%	106,185	35.89%	49.87%	3254	101,378	34.22%	47.61%	3102	95,234	37.18%	44.73%	3371	92,867	36.83%	43.61%	3339	129,336	28.39%	60.74%	2574
3530016	Waterloo, ON (CY)	99,847	0.52%	41,802	14.13%	41.87%	2731	42,314	14.28%	42.38%	2761	39,321	15.35%	39.38%	2968	37,478	14.86%	37.54%	2873	56,215	12.34%	56.30%	2386
3530010	Cambridge, ON (CY)	114,129	0.59%	22,108	7.47%	19.37%	1264	19,928	6.73%	17.46%	1138	15,744	6.15%	13.79%	1040	17,346	6.88%	15.20%	1163	33,194	7.29%	29.08%	1232
3523008	Guelph, ON (CY)	121,691	0.63%	17,614	5.95%	14.47%	944	16,331	5.51%	13.42%	874	14,477	5.65%	11.90%	897	14,448	5.73%	11.87%	909	28,118	6.17%	23.11%	979
3520005	Toronto, ON (C)	2,568,898	13.31%	11,756	3.97%	0.46%	30	13,360	4.51%	0.52%	34	11,102	4.33%	0.43%	33	11,153	4.42%	0.43%	33	26,728	5.87%	1.04%	44
3525005	Hamilton, ON (C)	483,265	2.50%	5,382	1.82%	1.11%	73	5,269	1.78%	1.09%	71	4,203	1.64%	0.87%	66	3,989	1.58%	0.83%	63	10,780	2.37%	2.23%	95
3530035	Woolwich, ON (TP)	22,045	0.11%	7,628	2.58%	34.60%	2258	7,341	2.48%	33.30%	2170	7,536	2.94%	34.18%	2576	6,055	2.40%	27.46%	2102	10,195	2.24%	46.24%	1960
3521005	Mississauga, ON (CY)	642,951	3.33%	5,119	1.73%	0.80%	52	5,269	1.78%	0.82%	53	3,508	1.37%	0.55%	41	4,093	1.62%	0.64%	49	9,708	2.13%	1.51%	64
3521010	Brampton, ON (CY)	596,084	3.09%	4,844	1.64%	0.81%	53	5,099	1.72%	0.86%	56	3,653	1.43%	0.61%	46	3,374	1.34%	0.57%	43	8,941	1.96%	1.50%	64
3539036	London, ON (CY)	349,526	1.81%	4,210	1.42%	1.20%	79	4,335	1.46%	1.24%	81	2,905	1.13%	0.83%	63	3,329	1.32%	0.95%	73	8,587	1.89%	2.46%	104

<b>Index Legend</b>	<b>Under 80</b>	<b>110 to 119</b>	<b>120 to 149</b>	<b>Over 150</b>
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**2019 Kitchener - Victoria Street North 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
19,442	13,926	71.6	13,530	69.6	13,101	67.4	11,987	61.7	14,908	76.7

**2019 Kitchener - Victoria Street North 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	462,024	14,908	3.2	447,116	96.8

**2020 Kitchener - Victoria Street North 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
	<b>Total</b>	<b>19,302,713</b>	<b>100%</b>	<b>150,994</b>	<b>100%</b>	<b>0.78%</b>	<b>100</b>	<b>209,977</b>	<b>100%</b>	<b>1.09%</b>	<b>100</b>	<b>191,715</b>	<b>100%</b>	<b>0.99%</b>	<b>100</b>	<b>204,950</b>	<b>100%</b>	<b>1.06%</b>	<b>100</b>	<b>331,694</b>	<b>100%</b>	<b>1.72%</b>	<b>100</b>
3530013	Kitchener, ON (CY)	212,928	1.10%	69,445	45.99%	32.61%	4169	84,123	40.06%	39.51%	3632	80,530	42.01%	37.82%	3808	80,754	39.40%	37.93%	3572	112,185	33.82%	52.69%	3066
3530016	Waterloo, ON (CY)	99,847	0.52%	23,810	15.77%	23.85%	3048	31,272	14.89%	31.32%	2879	29,126	15.19%	29.17%	2937	33,263	16.23%	33.31%	3138	45,810	13.81%	45.88%	2670
3530010	Cambridge, ON (CY)	114,129	0.59%	9,315	6.17%	8.16%	1043	12,145	5.78%	10.64%	978	12,645	6.60%	11.08%	1116	12,596	6.15%	11.04%	1039	23,726	7.15%	20.79%	1210
3523008	Guelph, ON (CY)	121,691	0.63%	9,066	6.00%	7.45%	952	12,080	5.75%	9.93%	913	10,899	5.69%	8.96%	902	12,360	6.03%	10.16%	957	22,324	6.73%	18.35%	1068
3520005	Toronto, ON (C)	2,568,898	13.31%	3,615	2.39%	0.14%	18	8,158	3.89%	0.32%	29	6,634	3.46%	0.26%	26	7,552	3.68%	0.29%	28	15,197	4.58%	0.59%	34
3530035	Woolwich, ON (TP)	22,045	0.11%	4,479	2.97%	20.32%	2597	5,677	2.70%	25.75%	2367	5,569	2.90%	25.26%	2543	6,402	3.12%	29.04%	2735	8,822	2.66%	40.02%	2329
3525005	Hamilton, ON (C)	483,265	2.50%	2,128	1.41%	0.44%	56	2,941	1.40%	0.61%	56	2,536	1.32%	0.52%	53	3,007	1.47%	0.62%	59	6,207	1.87%	1.28%	75
3521005	Mississauga, ON (CY)	642,951	3.33%	1,222	0.81%	0.19%	24	3,284	1.56%	0.51%	47	2,551	1.33%	0.40%	40	2,274	1.11%	0.35%	33	5,693	1.72%	0.89%	52
3530020	Wilmot, ON (TP)	18,259	0.09%	3,263	2.16%	17.87%	2284	3,296	1.57%	18.05%	1660	3,164	1.65%	17.33%	1745	3,874	1.89%	21.22%	1998	5,688	1.71%	31.15%	1813
3521010	Brampton, ON (CY)	596,084	3.09%	1,766	1.17%	0.30%	38	3,061	1.46%	0.51%	47	2,327	1.21%	0.39%	39	2,580	1.26%	0.43%	41	5,617	1.69%	0.94%	55

<b>Index Legend</b>	<b>Under 80</b>	<b>110 to 119</b>	<b>120 to 149</b>	<b>Over 150</b>
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**2020 Kitchener - Victoria Street North 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
19,442	11,594	59.6	12,223	62.9	12,349	63.5	12,010	61.8	14,102	72.5

**2020 Kitchener - Victoria Street North Visitors Within vs Outside Trade Area**  
**Benchmark: Canada**

Year	Total Visitors In Main Street Polyzon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	334,599	14,102	4.2	320,497	95.8

**2021 Kitchener - Victoria Street North 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
	<b>Total</b>	<b>19,302,713</b>	<b>100%</b>	<b>160,172</b>	<b>100%</b>	<b>0.83%</b>	<b>100</b>	<b>268,201</b>	<b>100%</b>	<b>1.39%</b>	<b>100</b>	<b>278,138</b>	<b>100%</b>	<b>1.44%</b>	<b>100</b>	<b>196,962</b>	<b>100%</b>	<b>1.02%</b>	<b>100</b>	<b>389,462</b>	<b>100%</b>	<b>2.02%</b>	<b>100</b>
3530013	Kitchener, ON (CY)	212,928	1.10%	67,750	42.30%	31.82%	3835	95,955	35.78%	45.06%	3243	94,347	33.92%	44.31%	3075	82,258	41.76%	38.63%	3786	115,867	29.75%	54.42%	2697
3530016	Waterloo, ON (CY)	99,847	0.52%	25,963	16.21%	26.00%	3134	39,094	14.58%	39.15%	2818	43,636	15.69%	43.70%	3033	30,476	15.47%	30.52%	2991	53,060	13.62%	53.14%	2634
3530010	Cambridge, ON (CY)	114,129	0.59%	9,271	5.79%	8.12%	979	17,591	6.56%	15.41%	1109	19,926	7.16%	17.46%	1212	13,243	6.72%	11.60%	1137	28,547	7.33%	25.01%	1240
3523008	Guelph, ON (CY)	121,691	0.63%	7,690	4.80%	6.32%	762	14,274	5.32%	11.73%	844	14,453	5.20%	11.88%	824	12,308	6.25%	10.11%	991	22,989	5.90%	18.89%	936
3520005	Toronto, ON (C)	2,568,898	13.31%	5,682	3.55%	0.22%	27	13,009	4.85%	0.51%	36	12,433	4.47%	0.48%	34	5,844	2.97%	0.23%	22	22,221	5.71%	0.87%	43
3521005	Mississauga, ON (CY)	642,951	3.33%	2,958	1.85%	0.46%	55	4,288	1.60%	0.67%	48	4,627	1.66%	0.72%	50	2,950	1.50%	0.46%	45	8,945	2.30%	1.39%	69
3530035	Woolwich, ON (TP)	22,045	0.11%	4,918	3.07%	22.31%	2689	6,362	2.37%	28.86%	2077	6,763	2.43%	30.68%	2129	6,940	3.52%	31.48%	3085	8,506	2.18%	38.59%	1912
3539036	London, ON (CY)	349,526	1.81%	2,275	1.42%	0.65%	78	4,067	1.52%	1.16%	84	5,832	2.10%	1.67%	116	2,411	1.22%	0.69%	68	8,469	2.17%	2.42%	120
3521010	Brampton, ON (CY)	596,084	3.09%	1,778	1.11%	0.30%	36	4,869	1.82%	0.82%	59	4,088	1.47%	0.69%	48	2,878	1.46%	0.48%	47	7,468	1.92%	1.25%	62
3525005	Hamilton, ON (C)	483,265	2.50%	2,148	1.34%	0.44%	54	3,278	1.22%	0.68%	49	5,283	1.90%	1.09%	76	2,448	1.24%	0.51%	50	7,097	1.82%	1.47%	73

<b>Index Legend</b>	<b>Under 80</b>	<b>110 to 119</b>	<b>120 to 149</b>	<b>Over 150</b>
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**2021 Kitchener - Victoria Street North 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
19,442	11,462	59.0	11,201	57.6	11,909	61.3	11,778	60.6	13,291	68.4

**2021 Kitchener - Victoria Street North Visitors Within vs Outside Trade Area**  
**Benchmark: Canada**

Year	Total Visitors In Main Street Polyzon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	394,918	13,291	3.4	381,626	96.6



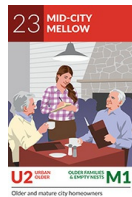
# PRIZM Profile | Top Segments

ENVIRONICS  
ANALYTICS

Customers:Kitchener Victoria Street North - FY2021: Sum\_Unique\_Visitors

Total Customers:349,388

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



Rank: 1  
Customers: 26,627  
Customers %: 7.62  
% in Benchmark: 4.63  
Index: 165

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, Portuguese, 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).



Rank: 2  
Customers: 26,275  
Customers %: 7.52  
% in Benchmark: 4.68  
Index: 161

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.



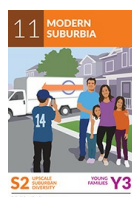
Rank: 3  
Customers: 21,251  
Customers %: 6.08  
% in Benchmark: 4.16  
Index: 146

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.



Rank: 4  
Customers: 19,155  
Customers %: 5.48  
% in Benchmark: 2.67  
Index: 205

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, seniors 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.



Rank: 5  
Customers: 16,951  
Customers %: 4.85  
% in Benchmark: 3.30  
Index: 147

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.

Benchmark:Southern Ontario

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