Community Profile: London – Downtown Core/Richmond Row

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

Date: February 16, 2022

Table of Contents

London - Downtown Core - Richmond Row
Main Street Boundary and Trade Area

Oxford St

Richmond St

Sarnia Rd

Western Rd

Oxford St E

Dundas

Oxford St E

Oxford St W

Wharncliffe Rd N

Richmond St

Wellington St

Adelaide St N

Florence St

King St

York St

Hamilton Rd

Stanley St

Wellington St

Horton St W

0	0.5	1 km
0	0.3	0.6 mi

15 - Min Walk Time
Main Street Boundary

2022-01-12 12:47 PM

1
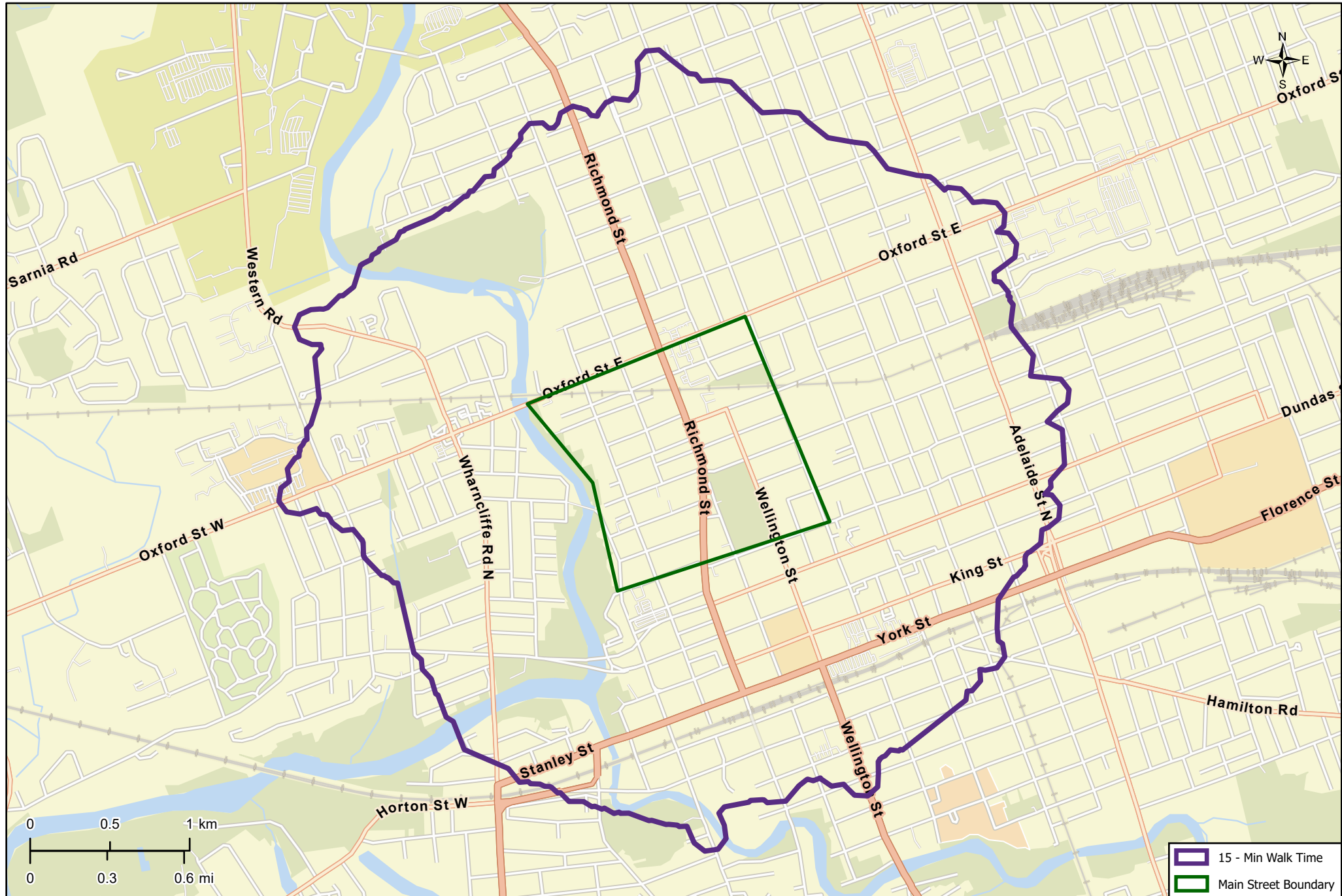
Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: London - Downtown Core/Richmond Row

POPULATION
26,883

HOUSEHOLDS
15,198

MEDIAN MAINTAINER AGE
40

Index:73

MARITAL STATUS
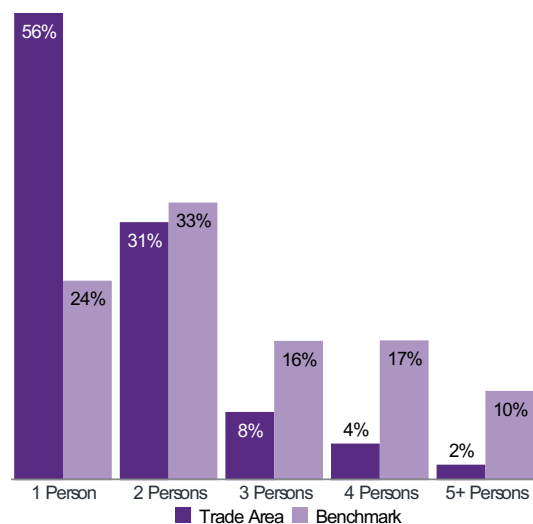36.0%

Index: 62

Married/Common-Law

FAMILY STATUS*
47.0%

Index:169

Single (Never Legally Married)

HOUSEHOLD SIZE

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
Trade Area	56%	31%	8%	4%	2%
Benchmark	24%	33%	16%	17%	10%

POPULATION BY AGE

	Count	%	Index
0 to 4	697	2.6	51
5 to 9	635	2.4	44
10 to 14	601	2.2	39
15 to 19	875	3.3	55
20 to 24	2,830	10.5	158
25 to 29	4,507	16.8	239
30 to 34	3,249	12.1	182
35 to 39	2,060	7.7	119
40 to 44	1,461	5.4	88
45 to 49	1,356	5.0	80
50 to 54	1,324	4.9	75
55 to 59	1,600	6.0	82
60 to 64	1,494	5.6	83
65 to 69	1,242	4.6	82
70 to 74	999	3.7	78
75 to 79	693	2.6	78
80 to 84	518	1.9	88
85+	742	2.8	125

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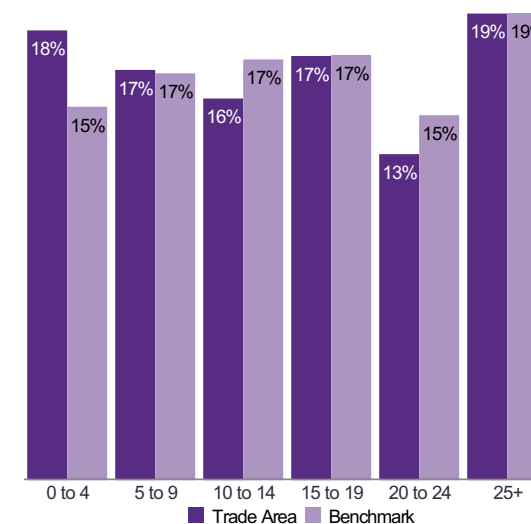
	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25+
Trade Area	18%	17%	16%	17%	13%	19%
Benchmark	15%	17%	17%	17%	15%	19%

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: London - Downtown Core/Richmond Row

Population: 26,883 | **Households:** 15,198

TENURE

Owned 30.6%

Rented 69.4%
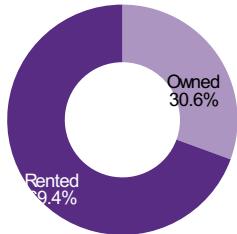
STRUCTURE TYPE

24.0%
Houses
Index: 31

75.5%
Apartments
Index: 342

AGE OF HOUSING*

60+ Years Old

% Comp: 43.8   Index: 212

AVERAGE HOUSEHOLD INCOME

$77,281

Index: 67

HOUSEHOLD INCOME DISTRIBUTION
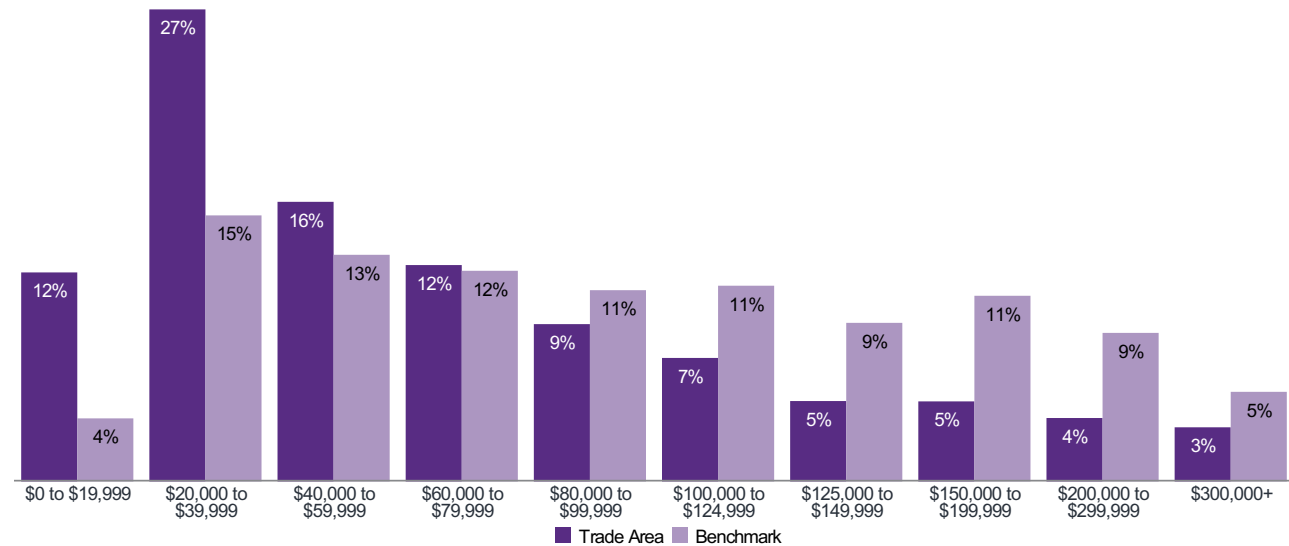
Income Range	Trade Area	Benchmark
$0 to $19,999	12%	4%
$20,000 to $39,999	27%	15%
$40,000 to $59,999	16%	13%
$60,000 to $79,999	12%	12%
$80,000 to $99,999	9%	11%
$100,000 to $124,999	7%	11%
$125,000 to $149,999	5%	9%
$150,000 to $199,999	5%	11%
$200,000 to $299,999	4%	9%
$300,000+	3%	5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: London - Downtown Core/Richmond Row

Population: 26,883 | **Households:** 15,198

EDUCATION

44.0%
Index:**166**

University Degree

LABOUR FORCE PARTICIPATION

66.4%
Index:**102**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

22.3%
Index:**61**

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

10.9%
Index:**549**

Travel to work by**Walking**

EDUCATIONAL ATTAINMENT
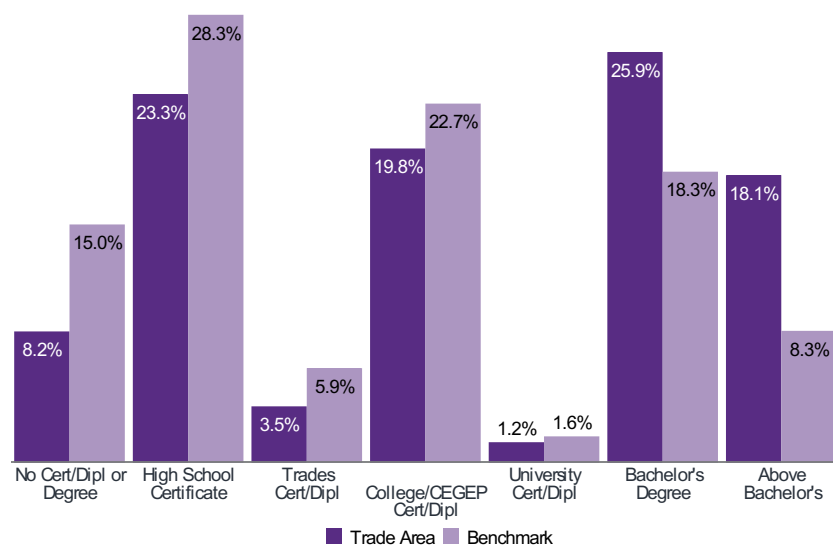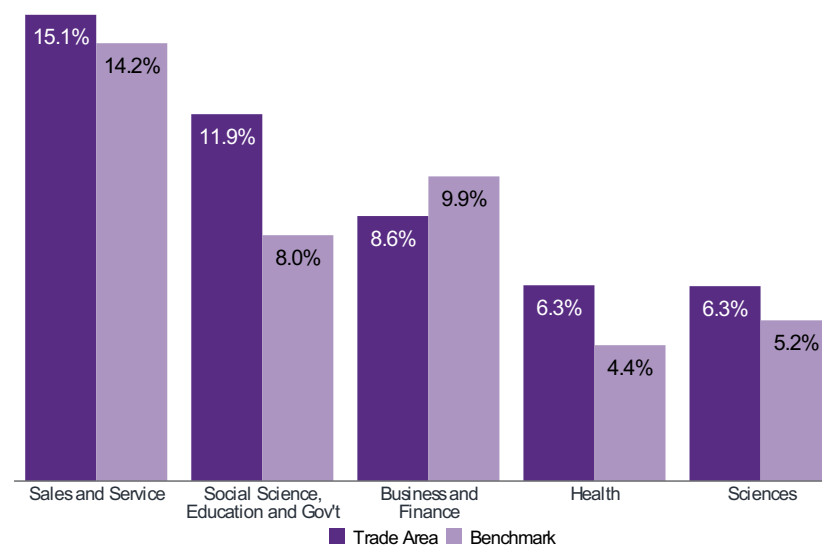
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	8.2%	15.0%
High School Certificate	23.3%	28.3%
Trades Cert/Dipl	3.5%	5.9%
College/CEGEP Cert/Dipl	19.8%	22.7%
University Cert/Dipl	1.2%	1.6%
Bachelor's Degree	25.9%	18.3%
Above Bachelor's	18.1%	8.3%

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	15.1%	14.2%
Social Science, Education and Gov't	11.9%	8.0%
Business and Finance	8.6%	9.9%
Health	6.3%	4.4%
Sciences	6.3%	5.2%

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: London - Downtown Core/Richmond Row

Population: 26,883 | **Households:** 15,198

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
2.3%	18.5%	0.7%	16.0%	Before 2001
Index:99	Index:64	Index:33	Index:60	8.6% Index:61
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

- South Asian: 5.2% (Trade Area), 9.9% (Benchmark)
- Chinese: 3.2% (Trade Area), 5.1% (Benchmark)
- Black: 3.1% (Trade Area), 4.5% (Benchmark)
- Arab: 1.8% (Trade Area), 2.1% (Benchmark)
- Latin American: 1.4% (Trade Area), 1.3% (Benchmark)

■ Trade Area ■ Benchmark
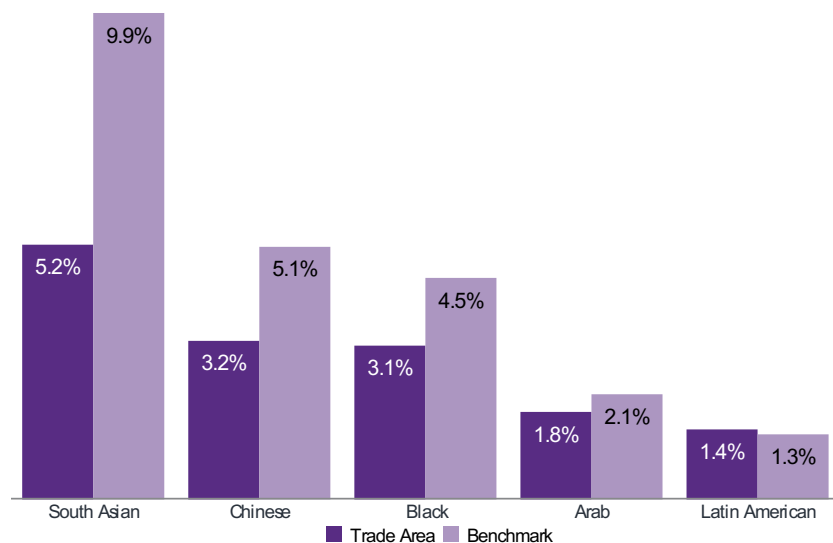
LANGUAGES SPOKEN AT HOME: TOP 5**
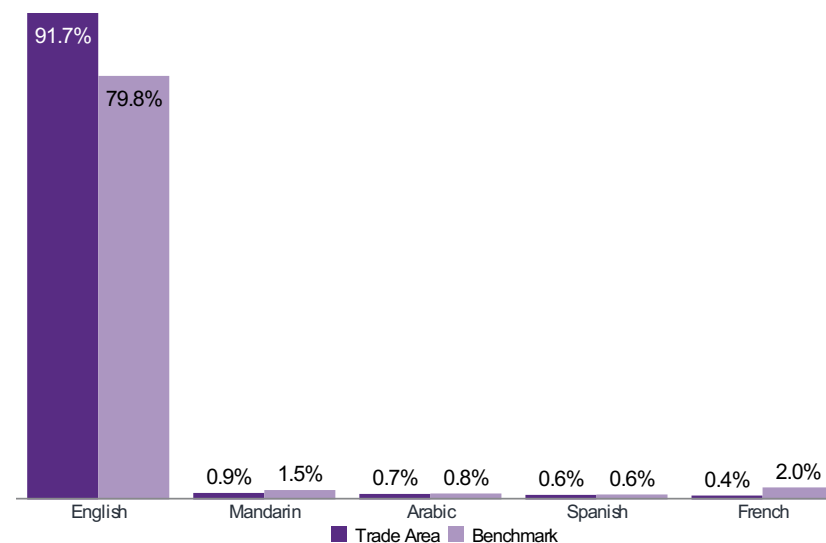
- English: 91.7% (Trade Area), 79.8% (Benchmark)
- Mandarin: 0.9% (Trade Area), 1.5% (Benchmark)
- Arabic: 0.7% (Trade Area), 0.8% (Benchmark)
- Spanish: 0.6% (Trade Area), 0.6% (Benchmark)
- French: 0.4% (Trade Area), 2.0% (Benchmark)

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+

PRIZM Profile | Top Segments

Trade Area: London - Downtown Core/Richmond Row

Households: 15,196

Top 5 segments represent **80.7%** of households in London - Downtown Core/Richmond Row

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47 SOCIAL NETWORKERS
U3 YOUNG URBAN CORE / VERY YOUNG SINGLES & COUPLES Y1
Young diverse singles in city apartments

Rank:	1
Hhlds:	4,199
Hhld %:	27.63
% in Benchmark:	1.30
Index:	**2,122**

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.

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51 ON THEIR OWN AGAIN
U2 URBAN OLDER / MATURE SINGLES & COUPLES M2
City seniors in apartment rentals

Rank:	2
Hhlds:	3,158
Hhld %:	20.78
% in Benchmark:	3.77
Index:	**551**

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

Rank:	3
Hhlds:	2,522
Hhld %:	16.60
% in Benchmark:	2.06
Index:	**808**

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

Rank:	4
Hhlds:	1,366
Hhld %:	8.99
% in Benchmark:	0.52
Index:	**1,727**

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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16 SAVVY SENIORS
U2 URBAN OLDER / OLDER FAMILIES & EMPTY NESTS M1
Upper-middle-income seniors in urban apartments

Rank:	5
Hhlds:	1,015
Hhld %:	6.68
% in Benchmark:	3.11
Index:	**215**

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: London - Downtown Core/Richmond Row

⬆ Strong Values

Values	Index
Ecological Concern	133
Culture Sampling	125
Flexible Families	124
Intuition & Impulse	122
Rejection of Authority	121
Sexual Permissiveness	121
Primacy of Environmental Protection	120
Aversion to Complexity	117
Active Government	116
Rejection of Inequality	116

⬇ Weak Values

Values	Index
Religiosity	75
Legacy	77
Attraction to Nature	78
Primacy of the Family	83
Traditional Family	85
Confidence in Big Business	86
Social Darwinism	86
Obedience to Authority	87
Utilitarian Consumerism	87
Xenophobia	87

☆ Descriptions | Top 3 Strong Values

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.

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".

☆ 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").

Legacy

Desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance.

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.

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: London - Downtown Core/Richmond Row

WealthScapes Households: 15,046

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 77,657	**$ 60,685**	**$ 42,172**	**$ 2,205**
Index: **67**	Index: **66**	Index: **65**	Index: **62**

WEALTH* / ASSETS*

Net Worth	Savings	Investments	Unlisted Shares	Real Estate	Liquid Assets
% Holders	**% Holders**	**% Holders**	**% Holders**	**% Holders**	**% Holders**
99.1% Index:**99**	93.9% Index:**99**	49.0% Index:**82**	11.7% Index:**95**	33.9% Index:**45**	96.8% Index:**99**
Balance	**Balance**	**Balance**	**Balance**	**Balance**	**Balance**
$485,218	**$78,916**	**$353,074**	**$563,520**	**$581,733**	**$302,073**
Index:**66**	Index:**103**	Index:**105**	Index:**177**	Index:**78**	Index:**91**

DEBT*

Consumer Debt	Mortgage Debt
% Holders	**% Holders**
85.9% Index:**94**	19.3% Index:**42**
Balance	**Balance**
$32,720	**$244,779**
Index:**49**	Index:**82**

FINANCIAL RATIO

Debt:Asset
% Holders
0.14% Index:**64**

Benchmark: Southern Ontario

% Holders represent where customers are found.

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

Index Colours:	<80	80 - 110	110+

Financial | WealthScapes - Ratios

Trade Area: London - Downtown Core/Richmond Row

WealthScapes Households: 15,046

FINANCIAL RATIOS*

Debt: Asset	Debt: Liquid Assets	Consumer Debt - Discr. Income	Savings - Investments
0.14	0.26	0.67	0.69
Index:64	Index: 42	Index:71	Index:115
Pension - Non-Pension Assets	Real Estate Assets - Liq. Assets	Mortgage - Real Estate Assets	Mortgage - Consumer Debt
0.24	0.68	0.24	1.68
Index:108	Index:38	Index:98	Index:73

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS ANALYTICS

Trade Area: London - Downtown Core/Richmond Row

Households: 15,198

Total Aggregate Current Consumption: $832,450,935

Average Current Consumption	Average Household Income	Average Disposable Income
$54,774	**$77,165**	**$59,647**
Index: 67	Index: 67	Index: 66

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$14,721	26.9%
Index 70	Index 104

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$8,553	15.6%
Index 67	Index 100

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$7,453	13.6%
Index 54	Index 81

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$4,032	7.4%
Index 74	Index 110

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$3,512	6.4%
Index 61	Index 91

Tobacco and Alcohol
Avg. Dollars/Household	Pct. of Total Expenditure
$3,262	6.0%
Index 92	Index 137

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$2,844	5.2%
Index 59	Index 89

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$2,404	4.4%
Index 73	Index 108

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$2,375	4.3%
Index 60	Index 89

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: London - Downtown Core/Richmond Row　　　　　　　　　　　　　　　　**Households:** 15,198

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$77,165	**$8,553**	**$3,362**	**$5,191**
Index: 67	Index 67	Index 83	Index 59

Total Aggregate Food Expenditure: $ 129,995,661

Bakery
Avg. Dollars/Household	Pct. of Total Expenditure
$507	9.8%
Index: 58	Index: 98

Cereal Products
Avg. Dollars/Household	Pct. of Total Expenditure
$334	6.4%
Index: 65	Index: 110

Fruit and nuts
Avg. Dollars/Household	Pct. of Total Expenditure
$659	12.7%
Index: 60	Index: 101

Vegetables
Avg. Dollars/Household	Pct. of Total Expenditure
$548	10.6%
Index: 59	Index: 100

Dairy products & Eggs
Avg. Dollars/Household	Pct. of Total Expenditure
$786	15.1%
Index: 61	Index: 103

Meat
Avg. Dollars/Household	Pct. of Total Expenditure
$782	15.1%
Index: 50	Index: 84

Fish & Seafood
Avg. Dollars/Household	Pct. of Total Expenditure
$145	2.8%
Index: 49	Index: 83

Beverages & Other Food
Avg. Dollars/Household	Pct. of Total Expenditure
$1,430	27.6%
Index: 65	Index: 109

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+

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

Post COVID-19 Activities

Behavioural-Vividata | Post COVID-19

ENVIRONICS
ANALYTICS

Trade Area: London - Downtown Core/Richmond Row

Household Population 14+: 23,781

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	17.7	11.0	161
Going to restaurants, bars or night clubs	55.4	55.1	101
Having physical Contact with family and friends	56.9	57.7	99
Participating in group activities	40.5	38.7	105
Partying	21.8	15.8	138
Seeing family and friends in person	62.8	62.8	100
Entertainment			
Attending events, festivals or concerts	44.1	42.9	103
Attending sports events (excludes professional sports)	18.2	18.2	100
Attending to professional sports events or games	27.4	25.4	108
Going to the movies	46.4	45.7	101
Movement & Travel			
Driving more	13.6	16.1	85
Shopping in-store	41.5	42.9	97
Spending time outdoors	34.8	32.5	107
Travelling outside of Canada/ abroad	52.3	53.2	98
Travelling within Canada	49.0	49.9	98
Using public transit	14.9	13.7	109
Personal			
Getting back to old habits	35.1	36.2	97
Going to a salon, barber shop or spa	32.2	33.7	96
Going to the gym	23.7	22.6	105
Education/Work			
Children going back to school	14.2	20.3	70
Going back to work	19.3	17.6	110
Other			
Not Stated	0.2	0.6	43

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

Trade Area: London - Downtown Core/Richmond Row

Household Population 14+: 23,781

RADIO
Listeners: 74.9%
Index: 92

6.8 Hours/Week*

Index: **91**

Top Formats**

Format	Trade Area	Benchmark
Classical	19.5%	13.4%
Jazz	13.9%	9.6%
Dance	15.4%	11.2%

TELEVISION
Viewers: 95.3%
Index: 100

21.1 Hours/Week*

Index: **101**

Top Program Types**

Program Type	Trade Area	Benchmark
Adult Animated Series	37.1%	30.8%
Teen Dramas	24.3%	20.3%
Science Fiction/Fantasy Dramas	45.0%	38.7%

NEWSPAPER
Readers: 29.9%
Index: 100

0.7 Hours/Week*

Index: **116**

Top Sections Read**

Section	Trade Area	Benchmark
Fashion or Lifestyle	8.8%	8.0%
Puzzles and Games	11.8%	10.7%
Provincial or National News	21.9%	20.2%

MAGAZINE
Readers: 70.7%
Index: 97

1.5 Hours/Month*

Index: **108**

Top Titles**

Title	Trade Area	Benchmark
NOW	12.8%	7.8%
Toronto Life	20.1%	15.9%
FASHION Magazine	13.3%	10.9%

INTERNET
Users: 97.5%
Index: 99

24.2 Hours online past week*

Index: **110**

Top Activities**

Activity	Trade Area	Benchmark
Gambling	13.3%	10.5%
Career/Job Search	36.9%	30.3%
Watched Long Form Videos	57.8%	48.4%

DIRECT/OUTDOOR

4 Times used public transit past week*

Index: **130**

Top DM Formats Used to Plan/Make Purchases**

Format	Trade Area	Benchmark
Newsletters	7.1%	7.2%
Coupon Booklets	13.9%	14.2%
E-mail Coupons	14.6%	15.0%

Benchmark: Southern Ontario

* Consumption values based to variable's incidence count.

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Activities

Trade Area: London - Downtown Core/Richmond Row

ENVIRONICS ANALYTICS

Household Population 18+: 23,195

FACEBOOK
78.4% currently use

Index: **101**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Read news feed	45.9%	42.7%
Cmt/Like other users' posts	30.2%	27.6%
Use Messenger	25.5%	23.4%

■ Trade Area ■ Benchmark

TWITTER
37.0% currently use

Index: **126**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Read tweets	17.4%	14.2%
Watch videos	8.2%	6.4%
Tweet	6.5%	4.4%

■ Trade Area ■ Benchmark

INSTAGRAM
46.5% currently use

Index: **120**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Like photos/videos	9.2%	6.7%
View photos/videos	9.2%	8.5%
Send direct messages	5.7%	3.7%

■ Trade Area ■ Benchmark

LINKEDIN
46.6% currently use

Index: **113**

Top Activities (Weekly)

Activity	Trade Area	Benchmark
Read your newsfeed	7.2%	4.7%
Watch videos	3.8%	3.1%
View a job posting	3.7%	3.9%

■ Trade Area ■ Benchmark

YOUTUBE
72.1% currently use

Index: **103**

Top Activities (Daily)

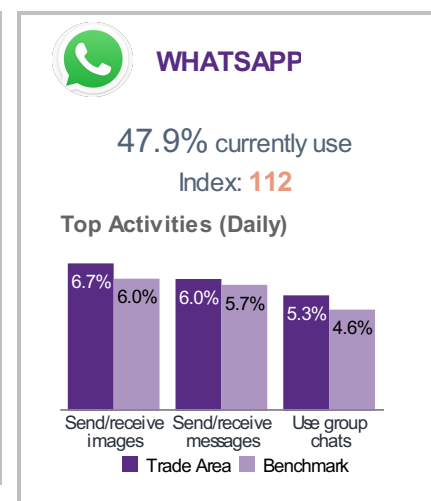| Activity	Trade Area	Benchmark
Watch videos	28.5%	28.0%
Like/dislike videos	9.0%	8.1%
Watch live videos	6.5%	6.8%

■ Trade Area ■ Benchmark

SNAPCHAT
16.1% currently use

Index: **125**

Top Activities (Weekly)

Activity	Trade Area	Benchmark
Receive photos/videos	5.9%	6.6%
Send direct text messages	5.8%	5.9%
Send photos/videos	5.6%	5.7%

■ Trade Area ■ Benchmark

WHATSAPP
47.9% currently use

Index: **112**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Send/receive images	6.7%	6.0%
Send/receive messages	6.0%	5.7%
Use group chats	5.3%	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

Household Population 18+: 23,195

FRIENDS IN ALL SM NETWORKS	FREQUENCY OF USE (DAILY)	BRAND INTERACTION	NO. OF BRANDS INTERACTED
30.8% Index:87	**58.5%** Index:104	**38.1%** Index:111	**29.1%** Index:95
0-49 friends	Facebook	Like brand on Facebook	2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
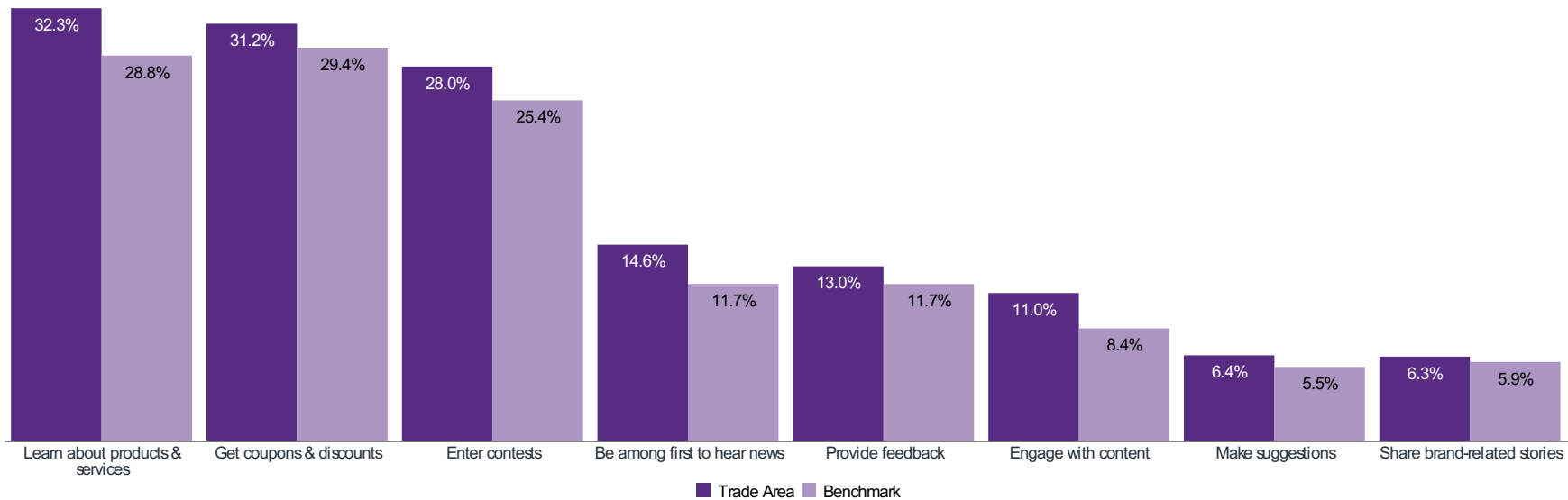
Category	Trade Area	Benchmark
Learn about products & services	32.3%	28.8%
Get coupons & discounts	31.2%	29.4%
Enter contests	28.0%	25.4%
Be among first to hear news	14.6%	11.7%
Provide feedback	13.0%	11.7%
Engage with content	11.0%	8.4%
Make suggestions	6.4%	5.5%
Share brand-related stories	6.3%	5.9%

■ Trade Area ■ Benchmark

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: London - Downtown Core/Richmond Row

Total Household Population 18+: 23,195

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

% Comp **84.2**   Index **96**

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

% Comp **50.0**   Index **103**

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

% Comp **79.8**   Index **95**

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

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

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

% Comp **56.5**   Index **100**

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

% Comp **27.6**   Index **92**

Benchmark: Southern Ontario

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

Ranked by percent composition.

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Purchase Preference by Category

ENVIRONICS ANALYTICS

Trade Area: London - Downtown Core/Richmond Row

Total Household Population 18+: 23,195

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)
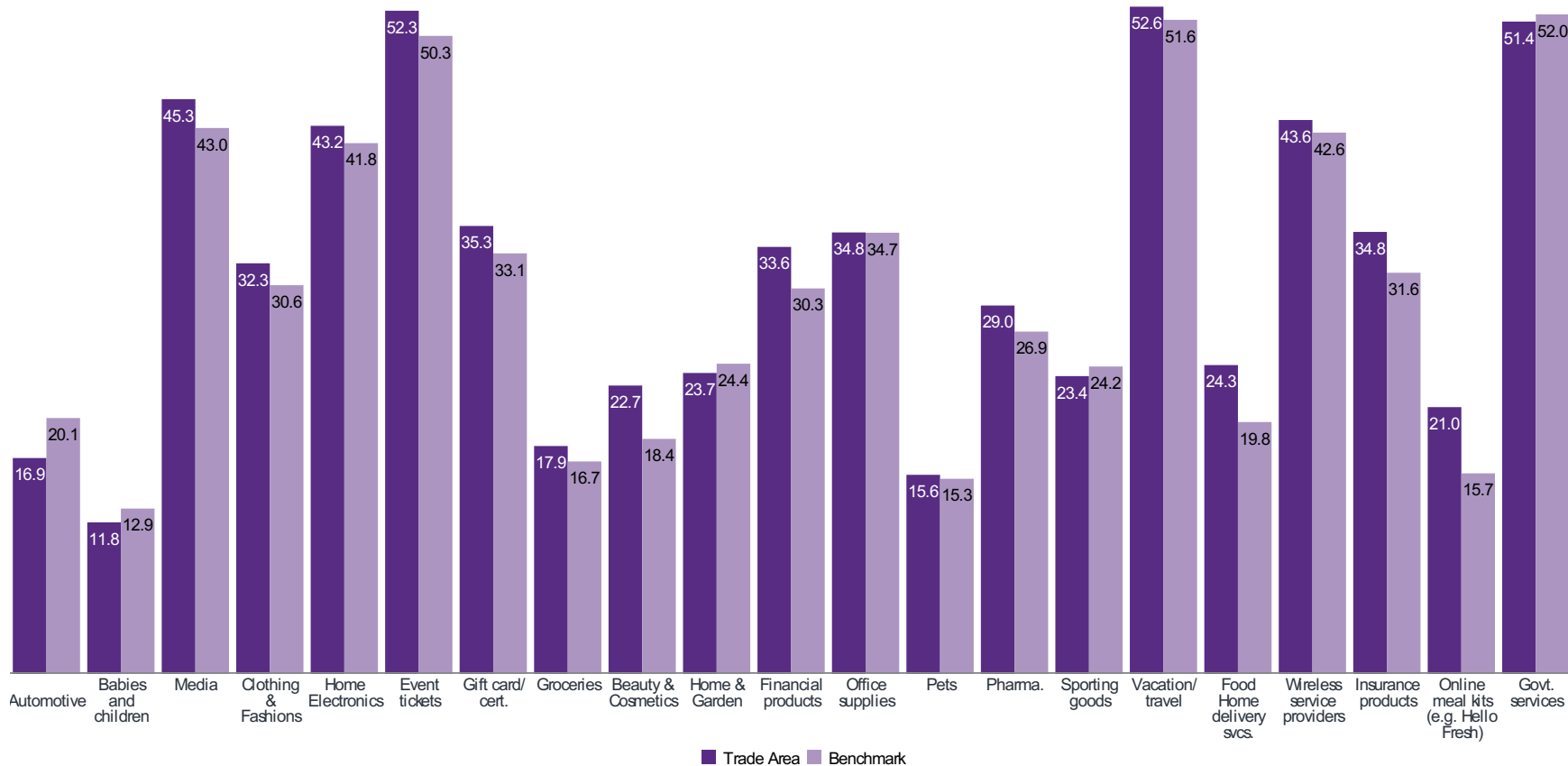
Category	Trade Area	Benchmark
Automotive	16.9	20.1
Babies and children	11.8	12.9
Media	45.3	43.0
Clothing & Fashions	32.3	30.6
Home Electronics	43.2	41.8
Event tickets	52.3	50.3
Gift card/cert.	35.3	33.1
Groceries	17.9	16.7
Beauty & Cosmetics	22.7	18.4
Home & Garden	23.7	24.4
Financial products	33.6	30.3
Office supplies	34.8	34.7
Pets	15.6	15.3
Pharma.	29.0	26.9
Sporting goods	23.4	24.2
Vacation/travel	52.6	51.6
Food Home delivery svcs.	24.3	19.8
Wireless service providers	43.6	42.6
Insurance products	34.8	31.6
Online meal kits (e.g. Hello Fresh)	21.0	15.7
Govt. services	51.4	52.0

Trade Area Benchmark

Index Colours:	<80	80 - 110	110+

22

Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: London - Downtown Core/Richmond Row

Total Household Population 18+: 23,195

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	61.5% Index:**100**	39.6% Index:**107**	15.9% Index:**129**	3.7% Index:**117**
Purchase preference	75.6% Index:**100**	32.3% Index:**106**	11.2% Index:**114**	3.4% Index:**133**
Customer Service	60.4% Index:**98**	19.8% Index:**111**	9.0% Index:**156**	20.8% Index:**96**

AMOUNT SPENT [PST 12 MTHS]

Category	Trade Area	Benchmark
Less than $50 (!)	1.9%	2.0%
$50-$99	4.4%	4.5%
$100-$249	11.0%	10.8%
$250-$499	9.9%	9.5%
$500-$999	4.9%	4.4%
$1000 or more	2.9%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS ANALYTICS

Trade Area: London - Downtown Core/Richmond Row

Total Household Population 18+: 23,195

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	49.5% Index:99	55.3% Index:101	17.3% Index: 111	9.3% Index: 113
Purchase preference	60.5% Index: 88	43.2% Index:103	14.2% Index:128	7.1% Index: 110
Customer Service	52.0% Index:92	28.2% Index:114	10.2% Index: 137	37.8% Index: 102

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	4.3%	5.2%	5.7%	5.8%	7.8%
Benchmark	4.3%	6.4%	6.2%	6.1%	6.4%

■ Trade Area ■ Benchmark

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

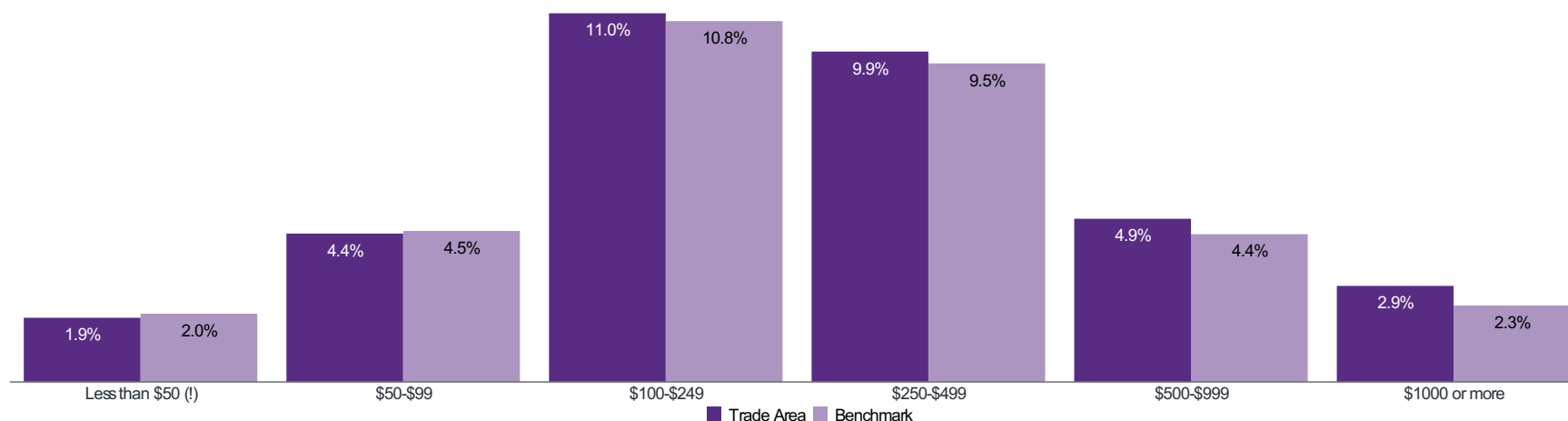| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive

ENVIRONICS ANALYTICS

Trade Area: London - Downtown Core/Richmond Row

Total Household Population 18+: 23,195

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	46.1% Index:97	38.8% Index:110	12.3% Index:112	4.1% Index:116
Purchase preference	57.7% Index:96	35.3% Index:107	8.8% Index:101	3.5% Index:114
Customer Service	38.7% Index:91	23.3% Index:113	7.1% Index:116	27.2% Index:98

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.8%	5.2%	7.2%	3.1%	2.6%
Benchmark	3.3%	5.3%	8.3%	3.8%	1.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

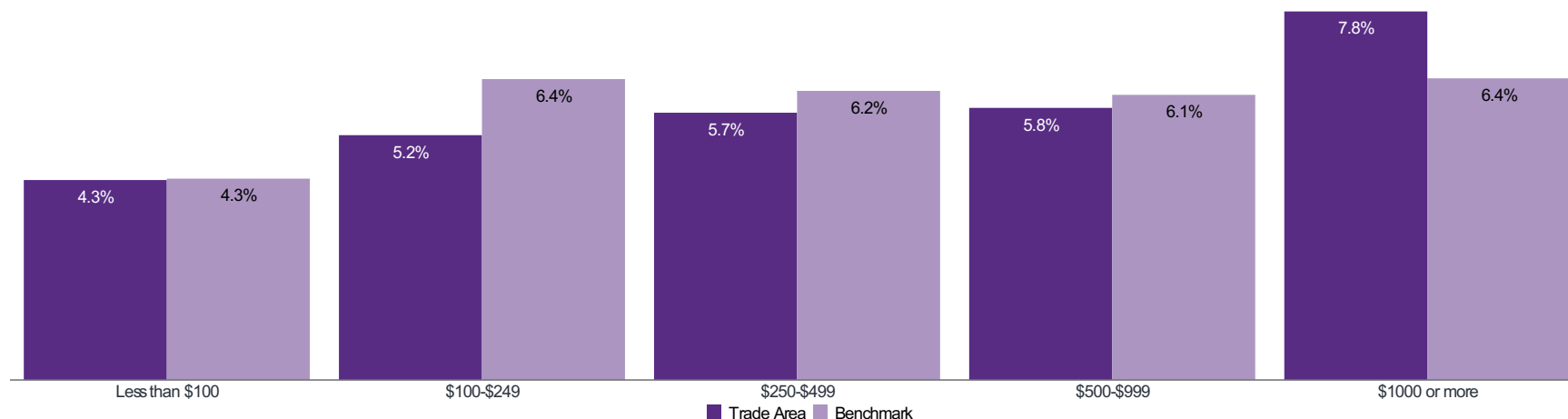| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: London - Downtown Core/Richmond Row

Total Household Population 18+: 23,195

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	68.9% Index:96	27.1% Index:110	11.8% Index:107	5.3% Index:195
Purchase preference	80.6% Index:97	17.9% Index:107	8.9% Index:144	3.2% Index:132
Customer Service	64.7% Index:93	13.8% Index:120	5.1% Index:129	21.2% Index:113

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99 (!)	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	2.4%	1.9%	4.0%	3.8%	4.5%	6.4%
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+

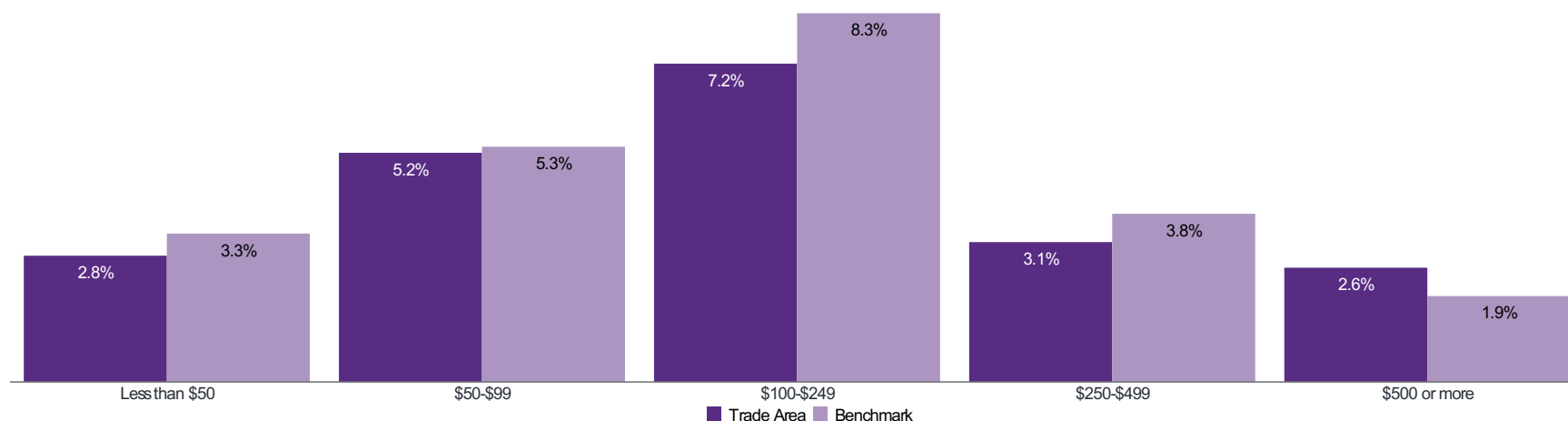# Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS ANALYTICS

Trade Area: London - Downtown Core/Richmond Row

Total Household Population 18+: 23,195

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	37.9% Index:107	26.8% Index:121	9.7% Index:120	3.8% Index:133
Purchase preference	47.3% Index:102	22.7% Index:123	7.6% Index:119	3.7% Index:159
Customer Service	37.1% Index:102	15.6% Index:124	5.0% Index:115	15.5% Index:106

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	4.1%	3.8%	6.7%	3.1%	2.1%
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+

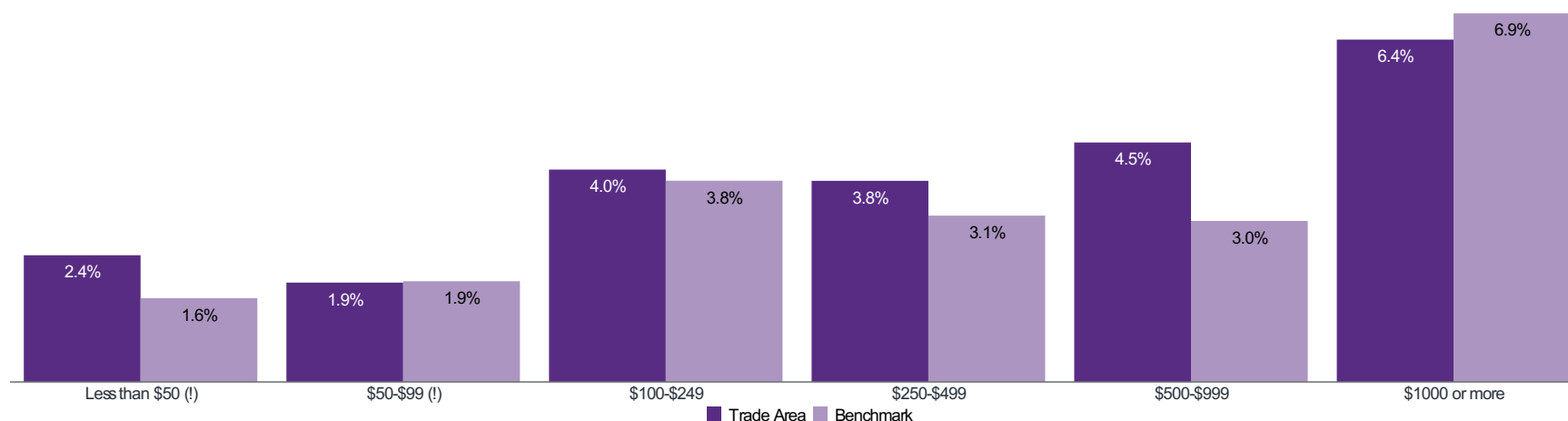# Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: London - Downtown Core/Richmond Row

Total Household Population 18+: 23,195

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	45.6% Index:88	35.5% Index:94	12.1% Index:106	5.5% Index:96
Purchase preference	57.8% Index:85	23.7% Index:97	9.0% Index:129	3.7% Index:103
Customer Service	45.0% Index:83	19.0% Index:119	5.9% Index:123	20.1% Index:88

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	3.1%	2.3%	4.3%	3.3%	2.8%
Benchmark	2.2%	3.2%	4.3%	3.2%	3.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Sporting Goods Deep Dive

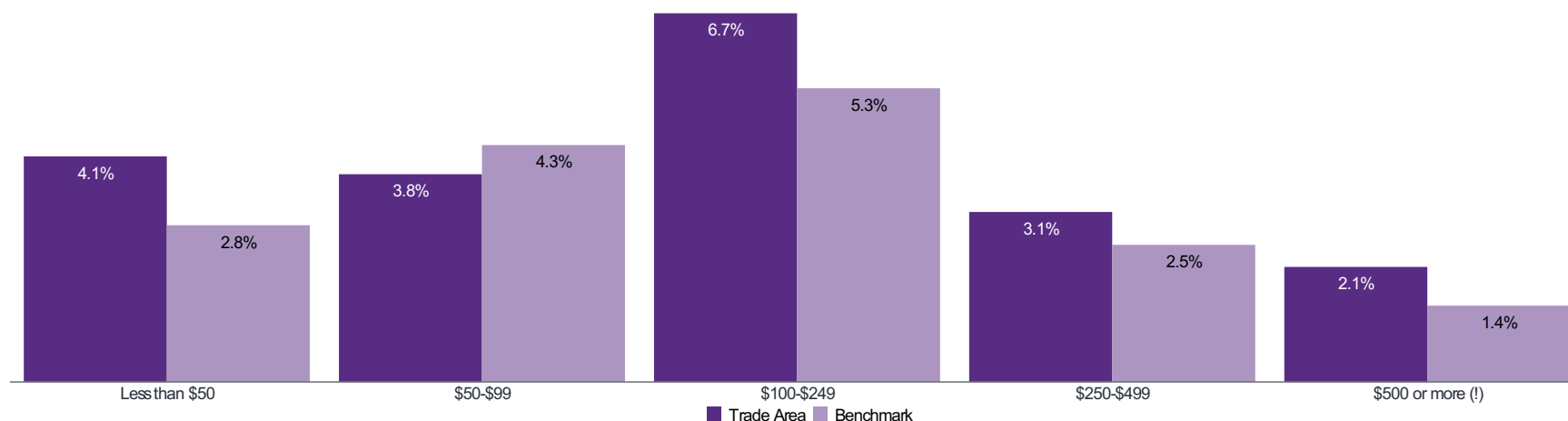**Trade Area:** London - Downtown Core/Richmond Row

Total Household Population 18+: 23,195

BEHAVIOURAL PREFERENCES BY CHANNEL

SPORTING GOODS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	38.6% Index:99	31.1% Index:96	11.8% Index:112	6.3% Index:161
Purchase preference	47.1% Index:91	23.4% Index:97	9.6% Index:127	3.7% Index:123
Customer Service	38.4% Index:92	16.5% Index:109	6.7% Index:129	19.4% Index:95

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.2%	2.1%	3.8%	2.5%	2.5%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

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

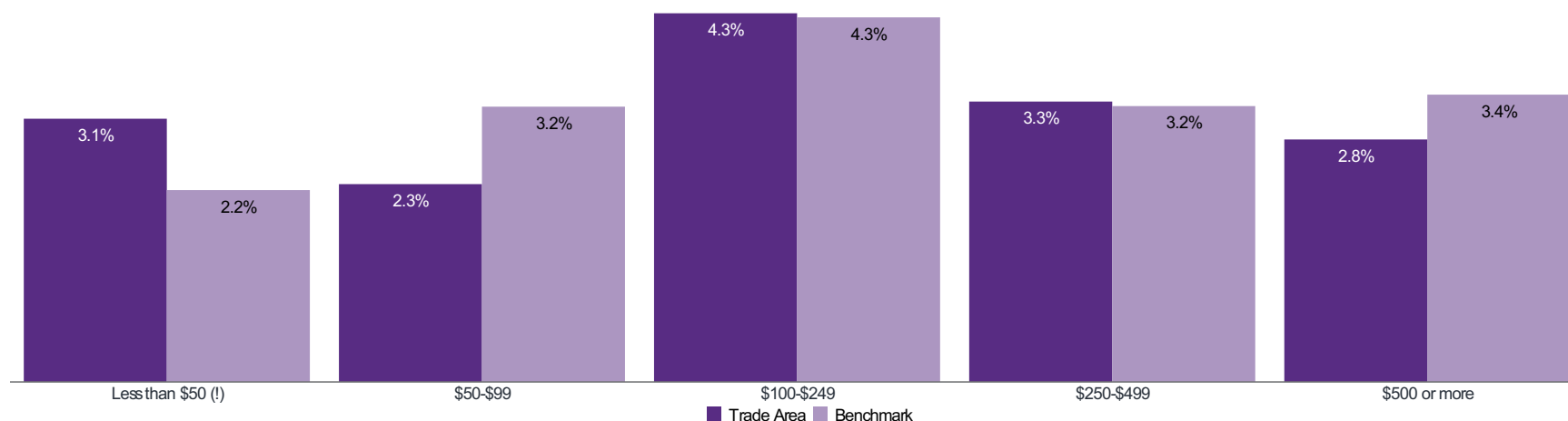**Trade Area:** London - Downtown Core/Richmond Row

Total Household Population 18+: 23,195

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	19.1% Index:93	60.1% Index:104	17.4% Index:116	14.7% Index:92
Purchase preference	26.8% Index:93	52.6% Index:102	9.0% Index:110	14.3% Index:79
Customer Service	29.1% Index:100	30.4% Index:111	7.9% Index:114	43.3% Index:99

AMOUNT SPENT [PST 12 MTHS]
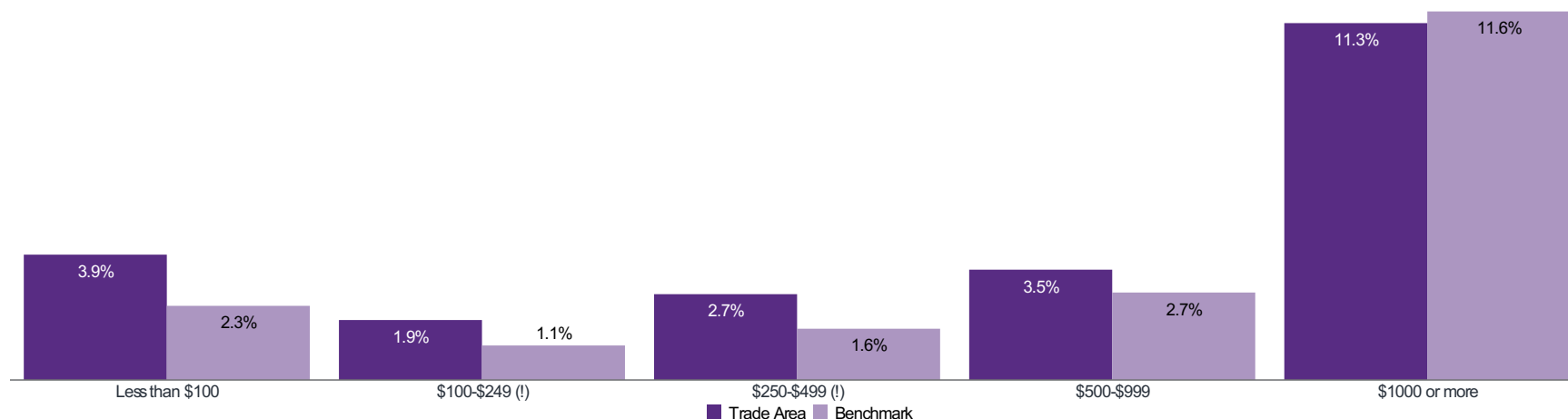
	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	3.9%	1.9%	2.7%	3.5%	11.3%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

■ 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

ENVIRONICS ANALYTICS

Trade Area: London - Downtown Core/Richmond Row

Households: 15,198

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY
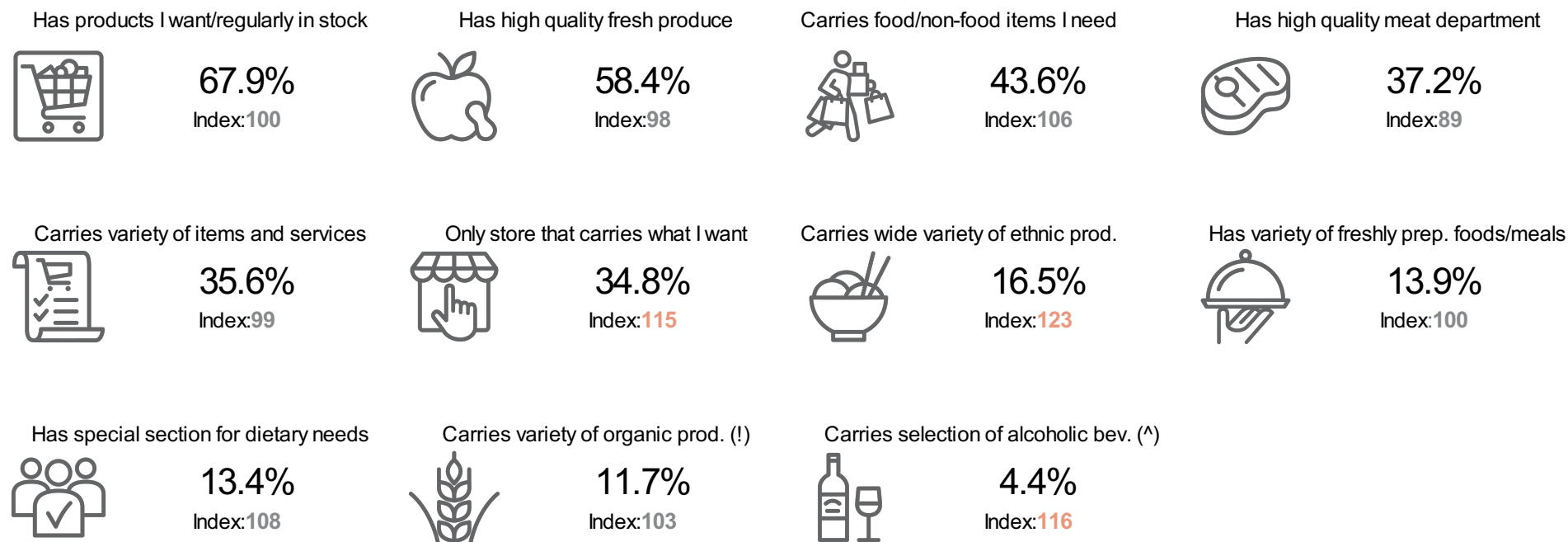
Has products I want/regularly in stock
67.9%
Index:**100**

Has high quality fresh produce
58.4%
Index:**98**

Carries food/non-food items I need
43.6%
Index:**106**

Has high quality meat department
37.2%
Index:**89**

Carries variety of items and services
35.6%
Index:**99**

Only store that carries what I want
34.8%
Index:**115**

Carries wide variety of ethnic prod.
16.5%
Index:**123**

Has variety of freshly prep. foods/meals
13.9%
Index:**100**

Has special section for dietary needs
13.4%
Index:**108**

Carries variety of organic prod. (!)
11.7%
Index:**103**

Carries selection of alcoholic bev. (^)
4.4%
Index:**116**

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: London - Downtown Core/Richmond Row

Households: 15,198

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me

69.9%

Index:**117**

Easy to get in and get out quickly

44.5%

Index:**104**

Organized layout makes it easy to shop

40.7%

Index:**98**

Staff are friendly and knowledgeable

32.8%

Index:**97**

Short checkout lines/fast checkout

32.4%

Index:**91**

Has extended hours

25.1%

Index:**91**

I like the store ambiance

25.1%

Index:**126**

Has self-checkout

15.1%

Index:**110**

Offers an online shopping option (!)

9.2%

Index:**104**

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: London - Downtown Core/Richmond Row

Households: 15,198

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Discover good value when shopping

68.8%
Index: **104**

Store has the lowest prices overall

65.4%
Index: **113**

Store has great sales and promotions

63.6%
Index: **94**

Store has a customer loyalty card program

49.3%
Index: **99**

Has loyalty prog. app and offers pers. promos

34.2%
Index: **117**

I'm loyal to their store brands

22.8%
Index: **99**

OUT OF STOCK ITEM

	% Base	% % Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	43.0	40.2	0.4	107
Leave the store and buy it elsewhere	28.9	30.9	0.3	93
Purchase another brand	21.0	21.2	0.4	99
Purchase another size or variety of the same brand (!)	7.2	7.7	0.3	93

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 London - Downtown Core - Richmond Row 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%	463,181	100%	2.40%	100	477,847	100%	2.48%	100	372,376	100%	1.93%	100	412,877	100%	2.14%	100	685,987	100%	3.55%	100
3539036	London, ON (CY)	349,526	1.81%	223,496	48.25%	63.94%	2665	221,152	46.28%	63.27%	2556	199,384	53.54%	57.04%	2957	204,769	49.60%	58.58%	2739	257,718	37.57%	73.73%	2075
3520005	Toronto, ON (C)	2,568,898	13.31%	20,302	4.38%	0.79%	33	23,813	4.98%	0.93%	37	15,407	4.14%	0.60%	31	15,753	3.82%	0.61%	29	41,315	6.02%	1.61%	45
3534021	St. Thomas, ON (CY)	34,774	0.18%	11,596	2.50%	33.35%	1390	11,888	2.49%	34.19%	1381	9,118	2.45%	26.22%	1359	9,686	2.35%	27.85%	1302	15,982	2.33%	45.96%	1293
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	8,775	1.89%	10.12%	422	8,508	1.78%	9.81%	396	6,499	1.75%	7.50%	389	7,413	1.80%	8.55%	400	15,427	2.25%	17.79%	501
3537039	Windsor, ON (CY)	191,749	0.99%	6,989	1.51%	3.64%	152	8,311	1.74%	4.33%	175	5,189	1.39%	2.71%	140	6,353	1.54%	3.31%	155	15,187	2.21%	7.92%	223
3538030	Sarnia, ON (CY)	62,178	0.32%	7,862	1.70%	12.65%	527	8,228	1.72%	13.23%	535	5,187	1.39%	8.34%	432	7,295	1.77%	11.73%	549	14,198	2.07%	22.83%	643
3525005	Hamilton, ON (C)	483,265	2.50%	7,213	1.56%	1.49%	62	8,677	1.82%	1.80%	73	4,318	1.16%	0.89%	46	5,708	1.38%	1.18%	55	14,007	2.04%	2.90%	82
3521005	Mississauga, ON (CY)	642,951	3.33%	7,020	1.52%	1.09%	46	6,305	1.32%	0.98%	40	4,166	1.12%	0.65%	34	4,548	1.10%	0.71%	33	12,083	1.76%	1.88%	53
3532042	Woodstock, ON (CY)	38,475	0.20%	6,826	1.47%	17.74%	739	6,438	1.35%	16.73%	676	4,755	1.28%	12.36%	641	5,679	1.38%	14.76%	690	10,703	1.56%	27.82%	783
3521010	Brampton, ON (CY)	596,084	3.09%	4,967	1.07%	0.83%	35	6,301	1.32%	1.06%	43	3,772	1.01%	0.63%	33	4,672	1.13%	0.78%	37	10,607	1.55%	1.78%	50

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

2019 London - Downtown Core - Richmond Row 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
23,684	19,118	80.7	18,487	78.1	17,755	75.0	16,839	71.1	22,082	93.2

2019 London - Downtown Core - Richmond Row 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	702,544	22,082	3.1	680,462	96.9

ENVIRONICS ANALYTICS

2020 London - Downtown Core - Richmond Row 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+ #	% of Total	Spring 2020 #	% of Total	% Pen	Index	Summer 2020 #	% of Total	% Pen	Index	Fall 2020 #	% of Total	% Pen	Index	Winter 2020 #	% of Total	% Pen	Index	Full Year 2020 #	% of Total	% Pen	Index
	Total	19,302,713	100%	209,957	100%	1.09%	100	314,422	100%	1.63%	100	292,166	100%	1.51%	100	312,886	100%	1.62%	100	469,471	100%	2.43%	100
3539036	London, ON (CY)	349,526	1.81%	137,793	65.63%	39.42%	3624	175,159	55.71%	50.11%	3077	172,188	58.93%	49.26%	3255	180,097	57.56%	51.53%	3179	223,964	47.71%	64.08%	2635
3520005	Toronto, ON (C)	2,568,898	13.31%	5,292	2.52%	0.21%	19	12,973	4.13%	0.50%	31	10,134	3.47%	0.39%	26	11,537	3.69%	0.45%	28	23,335	4.97%	0.91%	37
3534021	St. Thomas, ON (CY)	34,774	0.18%	4,798	2.29%	13.80%	1268	7,113	2.26%	20.45%	1256	7,511	2.57%	21.60%	1427	6,785	2.17%	19.51%	1204	11,427	2.43%	32.86%	1351
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	2,301	1.10%	2.65%	244	4,784	1.52%	5.52%	339	4,825	1.65%	5.56%	368	4,616	1.48%	5.32%	328	8,879	1.89%	10.24%	421
3521005	Mississauga, ON (CY)	642,951	3.33%	1,713	0.82%	0.27%	24	5,333	1.70%	0.83%	51	3,719	1.27%	0.58%	38	3,513	1.12%	0.55%	34	8,614	1.83%	1.34%	55
3537039	Windsor, ON (CY)	191,749	0.99%	1,830	0.87%	0.95%	88	4,297	1.37%	2.24%	138	3,500	1.20%	1.83%	121	3,903	1.25%	2.04%	126	8,332	1.77%	4.35%	179
3539015	Strathroy-Caradoc, ON (MU)	19,358	0.10%	3,638	1.73%	18.79%	1728	4,851	1.54%	25.06%	1538	5,520	1.89%	28.51%	1884	5,228	1.67%	27.01%	1666	8,064	1.72%	41.66%	1713
3539033	Middlesex Centre, ON (MU)	15,440	0.08%	4,944	2.35%	32.02%	2944	5,618	1.79%	36.38%	2234	6,148	2.10%	39.82%	2631	5,897	1.88%	38.19%	2356	8,036	1.71%	52.05%	2140
3538030	Sarnia, ON (CY)	62,178	0.32%	2,253	1.07%	3.62%	333	3,703	1.18%	5.96%	366	2,922	1.00%	4.70%	311	4,275	1.37%	6.88%	424	7,131	1.52%	11.47%	472
3525005	Hamilton, ON (C)	483,265	2.50%	1,559	0.74%	0.32%	30	3,361	1.07%	0.70%	43	2,482	0.85%	0.51%	34	3,559	1.14%	0.74%	45	6,952	1.48%	1.44%	59

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

2020 London - Downtown Core - Richmond Row Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2020 Visitors #	% Pen	Summer 2020 Visitors #	% Pen	Fall 2020 Visitors #	% Pen	Winter 2020 Visitors #	% Pen	Full Year 2020 Visitors #	% Pen
23,684	13,665	57.7	15,426	65.1	15,974	67.4	15,933	67.3	19,349	81.7

2020 London - Downtown Core - Richmond Row 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	474,387	19,349	4.1	455,038	95.9

ENVIRONICS ANALYTICS

2021 London - Downtown Core - Richmond Row 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+ #	% of Total	Spring 2021 #	% of Total	% Pen	Index	Summer 2021 #	% of Total	% Pen	Index	Fall 2021 #	% of Total	% Pen	Index	Winter 2021 #	% of Total	% Pen	Index	Full Year 2021 #	% of Total	% Pen	Index
	Total	19,302,713	100%	223,694	100%	1.16%	100	437,787	100%	2.27%	100	415,245	100%	2.15%	100	299,653	100%	1.55%	100	557,938	100%	2.89%	100
3539036	London, ON (CY)	349,526	1.81%	137,808	61.61%	39.43%	3402	187,833	42.91%	53.74%	2369	203,254	48.95%	58.15%	2703	175,098	58.43%	50.10%	3227	226,354	40.57%	64.76%	2240
3520005	Toronto, ON (C)	2,568,898	13.31%	9,113	4.07%	0.35%	31	29,818	6.81%	1.16%	51	20,570	4.95%	0.80%	37	11,148	3.72%	0.43%	28	37,384	6.70%	1.46%	50
3521005	Mississauga, ON (CY)	642,951	3.33%	2,910	1.30%	0.45%	39	9,340	2.13%	1.45%	64	6,035	1.45%	0.94%	44	3,898	1.30%	0.61%	39	12,216	2.19%	1.90%	66
3537039	Windsor, ON (CY)	191,749	0.99%	1,723	0.77%	0.90%	78	8,652	1.98%	4.51%	199	6,840	1.65%	3.57%	166	4,125	1.38%	2.15%	139	12,177	2.18%	6.35%	220
3534021	St. Thomas, ON (CY)	34,774	0.18%	4,269	1.91%	12.28%	1059	9,264	2.12%	26.64%	1175	8,382	2.02%	24.10%	1121	7,573	2.53%	21.78%	1403	11,364	2.04%	32.68%	1131
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	2,830	1.27%	3.26%	282	6,425	1.47%	7.41%	327	7,531	1.81%	8.69%	404	4,060	1.35%	4.68%	302	11,131	2.00%	12.84%	444
3539015	Strathroy-Caradoc, ON (MU)	19,358	0.10%	4,288	1.92%	22.15%	1911	7,706	1.76%	39.81%	1755	8,377	2.02%	43.27%	2012	6,264	2.09%	32.36%	2085	10,120	1.81%	52.28%	1809
3521010	Brampton, ON (CY)	596,084	3.09%	1,869	0.84%	0.31%	27	7,203	1.65%	1.21%	53	4,777	1.15%	0.80%	37	2,936	0.98%	0.49%	32	9,522	1.71%	1.60%	55
3539033	Middlesex Centre, ON (MU)	15,440	0.08%	4,953	2.21%	32.08%	2768	7,859	1.80%	50.90%	2244	8,684	2.09%	56.25%	2615	6,692	2.23%	43.34%	2792	9,319	1.67%	60.35%	2088
3538030	Sarnia, ON (CY)	62,178	0.32%	1,728	0.77%	2.78%	240	5,910	1.35%	9.51%	419	6,127	1.48%	9.85%	458	3,355	1.12%	5.40%	348	8,794	1.58%	14.14%	489

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

2021 London - Downtown Core - Richmond Row Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2021 Visitors #	% Pen	Summer 2021 Visitors #	% Pen	Fall 2021 Visitors #	% Pen	Winter 2021 Visitors #	% Pen	Full Year 2021 Visitors #	% Pen
23,684	14,733	62.2	18,533	78.3	20,900	88.2	16,277	68.7	22,997	97.1

2021 London - Downtown Core - Richmond Row 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	569,717	22,997	4.0	546,720	96.0

ENVIRONICS ANALYTICS

ENVIRONICS ANALYTICS

Customers: London_Downtown Core_Richmond Row - FY 2021: Sum_Unique_Visitors   **Total Customers:** 489,571

Top 5 segments represent ## 27.4% of customers in Southern Ontario

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33 NEW COUNTRY

R1 UPPER-MIDDLE RURAL   **F3** MIDDLE-AGE FAMILIES
Middle-aged, middle-income rural couples and families

Rank:	1
Customers:	32,380
Customers %:	6.61
% in Benchmark:	2.74
Index:	**241**

Found mostly in Alberta and Ontario, New Country is one of the wealthiest rural segments, with nearly two-thirds of residents working in well-paying jobs in agriculture, mining, natural industries and other blue-collar occupations. Scoring high for self-employment, a significant percentage of residents work as farmers and independent contractors in related industries. Their six-figure incomes provide comfortable, single-detached houses and enviable lifestyles. Forty percent of the maintainers are between 45 and 64 years old, and nearly 45 percent of households have children, typically of all ages. Like generations of rural households before them, New Country members are known for their deep roots in the community. Three-quarters of residents are third-plus-generation Canadians; fewer than one in ten are foreign-born. In these rural settings, people get attached to their pickups and drive them for decades. For leisure, they like to go hunting, fishing and boating, or they'll stay home and do some gardening. With their traditional views on politics and religion, they support family values and oppose government involvement in people's private lives; they score very low on Active Government.

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19 FAMILY MODE

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

Rank:	2
Customers:	31,160
Customers %:	6.37
% in Benchmark:	4.68
Index:	**136**

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.

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23 MID-CITY MELLOW

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

Rank:	3
Customers:	30,334
Customers %:	6.20
% in Benchmark:	4.63
Index:	**134**

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).

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09 BOOMER BLISS

S1 SUBURBAN ELITE   **M1** OLDER FAMILIES & EMPTY NESTS
Older and mature, upper-middle-income suburbanites

Rank:	4
Customers:	21,701
Customers %:	4.43
% in Benchmark:	2.82
Index:	**157**

Boomer Bliss consists of older couples and families found in suburban neighbourhoods throughout the country surrounding large cities like Vancouver, Hamilton, St. Catharines and Victoria. Nearly two-thirds of maintainers are over 55 years old, and households include both retirees and those still in the labour force. With their university and college educations, those still employed hold white-collar positions in management, education, health and government services. Their upper-middle-class incomes—about 35 percent above average—allow them to own comfortable single-detached houses built between 1960 and 2000. Many of the adults are longtime residents who have paid off their mortgages and show little interest in leaving their now-empty nests. Like other suburbanites, they score high for owning an SUV, though in this segment it's more likely to be an imported luxury model. Boomer Bliss members take advantage of their proximity to both city centres and small towns, enjoying the arts—including theatre productions, art galleries and rock and country music concerts—and outdoor activities like golfing and fishing. Financially comfortable, they feel secure in their suburban communities filled with like-minded second- and third-generation Canadians, and they score low for Penchant for Risk.

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16 SAVVY SENIORS

U2 URBAN OLDER   **M1** OLDER FAMILIES & EMPTY NESTS
Upper-middle-income seniors in urban apartments

Rank:	5
Customers:	18,401
Customers %:	3.76
% in Benchmark:	2.75
Index:	**137**

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.

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+