

Community Profile: London – Dundas St East (Old East Village)

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

The logo for Environics Analytics is presented within a solid purple rectangular background. The word "ENVIRONICS" is written in a large, bold, white, uppercase sans-serif font. Below it, the word "ANALYTICS" is written in a smaller, white, uppercase sans-serif font.

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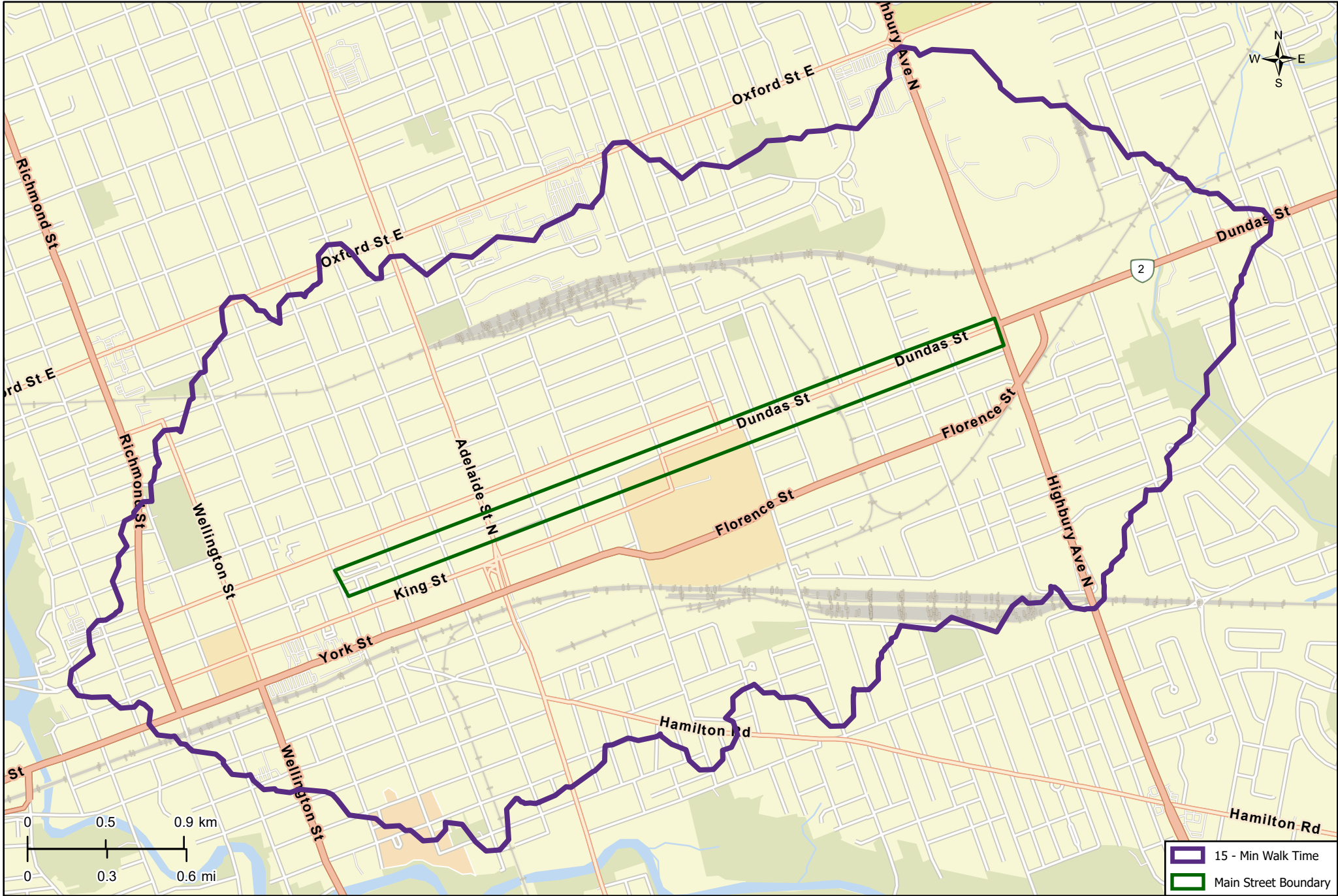
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Date: February 16, 2022

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London - Dundas St East (Old East Village)
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: London - Dundas St East (Old East Village)

POPULATION

28,056

HOUSEHOLDS

15,359

MEDIAN MAINTAINER AGE

44

Index:81

MARITAL STATUS



38.0%

Index: 66

Married/Common-Law

FAMILY STATUS*

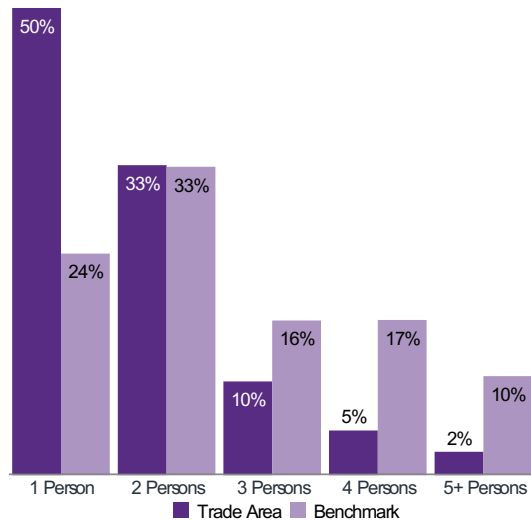


24.7%

Index:156

Total Lone-Parent Families

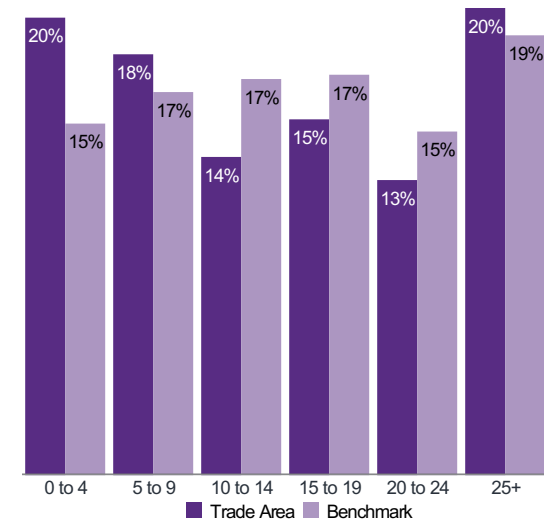
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	981	3.5	69
5 to 9	922	3.3	61
10 to 14	731	2.6	46
15 to 19	938	3.3	57
20 to 24	2,364	8.4	126
25 to 29	3,930	14.0	200
30 to 34	3,311	11.8	177
35 to 39	2,352	8.4	130
40 to 44	1,672	6.0	96
45 to 49	1,566	5.6	89
50 to 54	1,700	6.1	92
55 to 59	2,046	7.3	100
60 to 64	1,820	6.5	96
65 to 69	1,331	4.7	84
70 to 74	937	3.3	70
75 to 79	632	2.3	68
80 to 84	404	1.4	66
85+	417	1.5	67

AGE OF CHILDREN AT HOME



Benchmark:Southern Ontario

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*Chosen from index ranking with minimum 5% composition

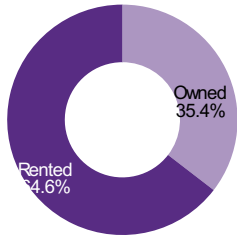
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Demographics | Housing & Income

Trade Area: London - Dundas St East (Old East Village)

Population: 28,056 | **Households:** 15,359

TENURE



STRUCTURE TYPE



34.6%
Index: **45**



65.1%
Index: **295**

AGE OF HOUSING*

60+ Years Old
% Comp: **52.2** Index: **252**

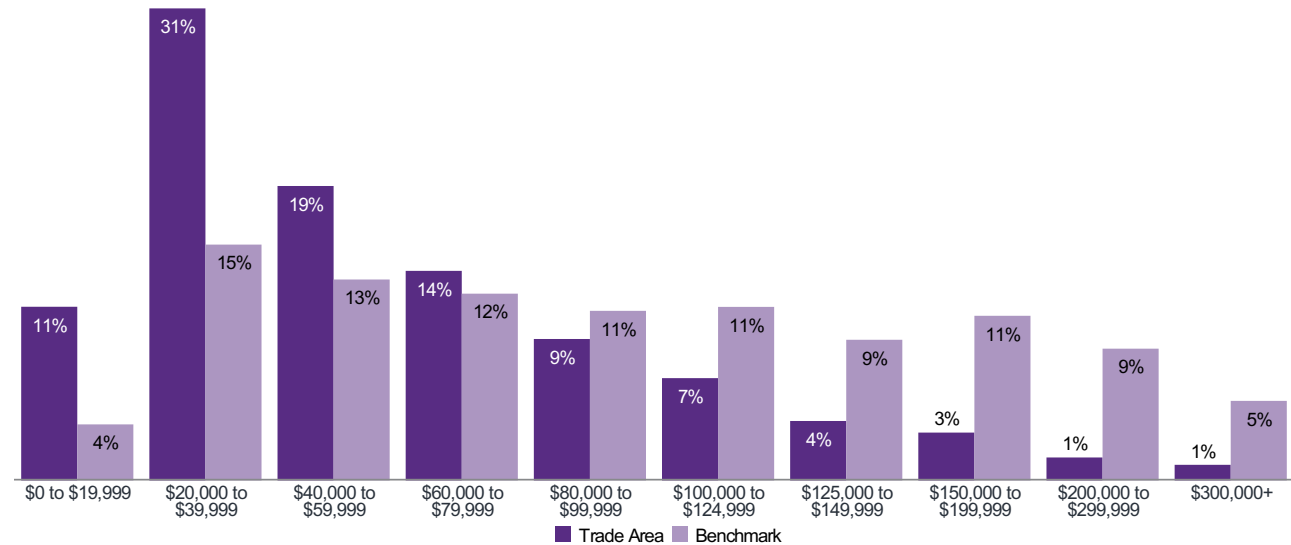
AVERAGE HOUSEHOLD INCOME



\$62,422

Index: **54**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Demographics | Education & Employment

Trade Area: London - Dundas St East (Old East Village)

Population: 28,056 | **Households:** 15,359

EDUCATION



25.5%

Index:96

University Degree

LABOUR FORCE PARTICIPATION



64.6%

Index:99

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



24.7%

Index:68

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

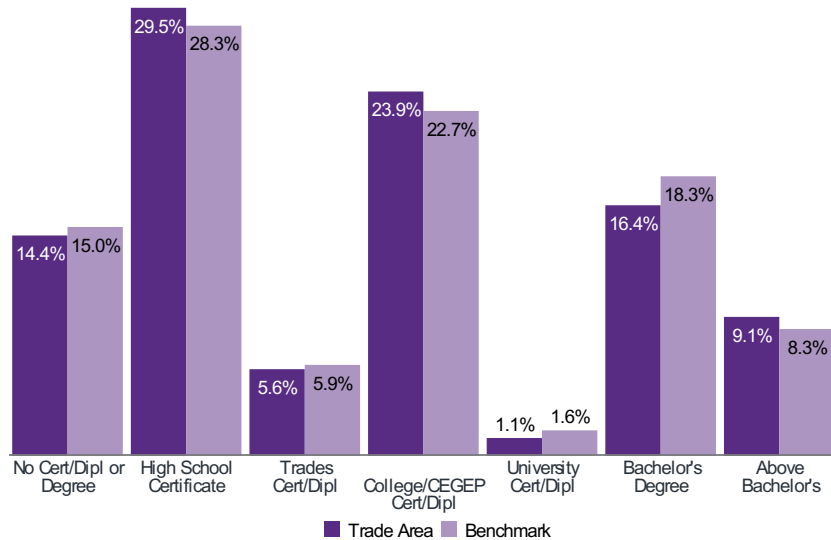


7.5%

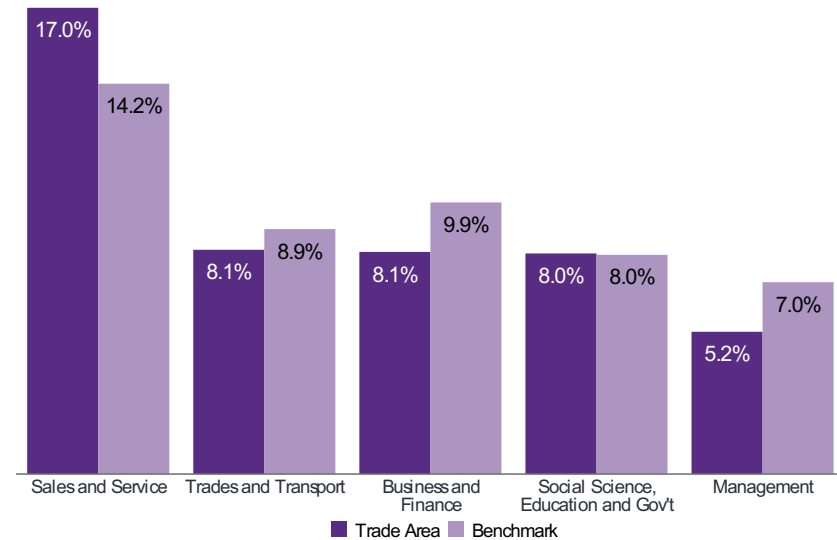
Index:382

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

Trade Area: London - Dundas St East (Old East Village)

Population: 28,056 | Households: 15,359

ABORIGINAL IDENTITY



4.0%

Index: 171

VISIBLE MINORITY PRESENCE



15.6%

Index: 54

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



0.8%

Index: 40

No knowledge of English or French

IMMIGRATION



13.3%

Index: 50

Born outside Canada

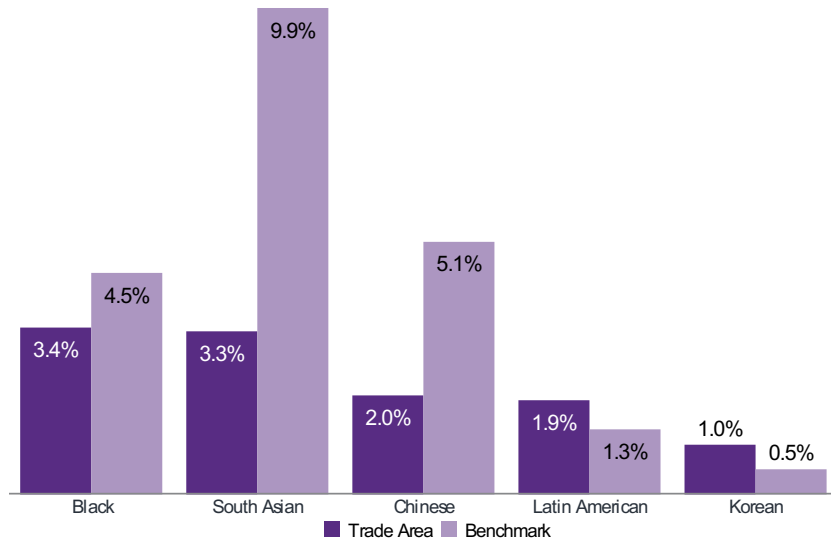
PERIOD OF IMMIGRATION*

Before 2001

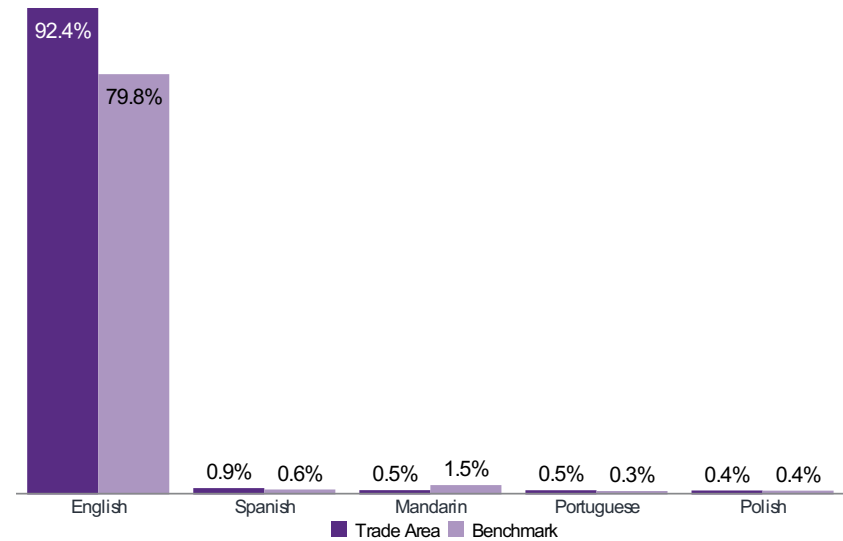
7.9%

Index: 57

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

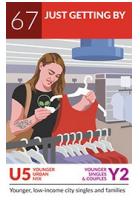
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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Top 5 segments represent **75.3%** of households in London - Dundas St East (Old East Village)



Rank: 1
 Hhlds: 3,472
 Hhld %: 22.61
 % in Benchmark: 3.49
 Index: 647

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



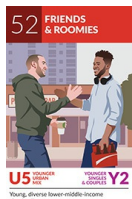
Rank: 2
 Hhlds: 2,698
 Hhld %: 17.57
 % in Benchmark: 1.30
 Index: 1,349

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.



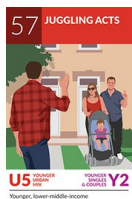
Rank: 3
 Hhlds: 1,891
 Hhld %: 12.31
 % in Benchmark: 3.77
 Index: 326

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: 4
 Hhlds: 1,866
 Hhld %: 12.15
 % in Benchmark: 2.06
 Index: 591

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: 5
 Hhlds: 1,642
 Hhld %: 10.69
 % in Benchmark: 1.81
 Index: 591

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

Trade Area: London - Dundas St East (Old East Village)

Strong Values

Values	Index
Financial Concern Regarding the Future	130
Aversion to Complexity	126
Ethical Consumerism	125
Flexible Families	124
Rejection of Inequality	124
Primacy of Environmental Protection	122
Ecological Concern	118
Brand Apathy	114
Multiculturalism	114
Rejection of Orderliness	114

Descriptions | Top 3 Strong Values

Financial Concern Regarding the Future

The feeling of insecurity about one's financial future, particularly in old age, and of being personally responsible in this area.

Aversion to Complexity

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

Ethical Consumerism

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

Weak Values

Values	Index
Religiosity	76
Legacy	80
Traditional Family	83
Consumption Evangelism	85
Confidence in Big Business	86
Ecological Fatalism	86
Importance of Brand	86
Social Darwinism	86
Vitality	86
Need for Status Recognition	88

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 "Atheistic").

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.

Traditional Family

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

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: London - Dundas St East (Old East Village)

WealthScapes Households: 15,250

INCOME*

Household Income

\$ 62,826

Index: **54**

Household Disposable Income

\$ 51,685

Index: **57**

Household Discretionary Income

\$ 34,859

Index: **54**

Annual RRSP Contributions

\$ 1,508

Index: **42**

WEALTH*



Net Worth

% Holders

99.1% Index: **99**

Balance

\$255,289

Index: **35**

ASSETS*



Savings

% Holders

93.7% Index: **99**

Balance

\$42,405

Index: **55**



Investments

% Holders

43.7% Index: **73**

Balance

\$179,569

Index: **53**



Unlisted Shares

% Holders

9.2% Index: **74**

Balance

\$225,071

Index: **71**



Real Estate

% Holders

38.8% Index: **51**

Balance

\$410,081

Index: **55**



Liquid Assets

% Holders

96.4% Index: **98**

Balance

\$144,977

Index: **44**

DEBT*



Consumer Debt

% Holders

85.2% Index: **94**

Balance

\$29,451

Index: **44**



Mortgage Debt

% Holders

24.3% Index: **52**

Balance

\$171,432

Index: **57**

FINANCIAL RATIO



Debt:Asset

% Holders

0.21% Index: **98**

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+

Financial | WealthScapes - Ratios

Trade Area: London - Dundas St East (Old East Village)

WealthScapes Households: 15,250

FINANCIAL RATIOS*



Debt: Asset

0.21

Index: 98



Debt: Liquid Assets

0.48

Index: 78



Consumer Debt - Discr. Income

0.72

Index: 77



Savings - Investments

0.78

Index: 130



Pension - Non-Pension Assets

0.29

Index: 131



Real Estate Assets - Liq. Assets

1.14

Index: 65



Mortgage - Real Estate Assets

0.26

Index: 108



Mortgage - Consumer Debt

1.66

Index: 72

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: London - Dundas St East (Old East Village)

Households: 15,359

Total Aggregate Current Consumption: \$705,762,628

Average Current Consumption

\$45,951

Index **56**

Average Household Income










\$61,080

Index **53**

Average Disposable Income

\$50,001

Index **56**

 <p>Shelter</p> <p>Avg. Dollars/Household: \$12,640 Index 60</p> <p>Pct. of Total Expenditure: 27.5% Index 107</p>	 <p>Food</p> <p>Avg. Dollars/Household: \$7,321 Index 57</p> <p>Pct. of Total Expenditure: 15.9% Index 102</p>	 <p>Transportation</p> <p>Avg. Dollars/Household: \$6,677 Index 48</p> <p>Pct. of Total Expenditure: 14.5% Index 86</p>
 <p>Health Care</p> <p>Avg. Dollars/Household: \$3,250 Index 59</p> <p>Pct. of Total Expenditure: 7.1% Index 106</p>	 <p>Household Operation</p> <p>Avg. Dollars/Household: \$3,048 Index 53</p> <p>Pct. of Total Expenditure: 6.6% Index 95</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household: \$2,907 Index 82</p> <p>Pct. of Total Expenditure: 6.3% Index 145</p>
 <p>Recreation</p> <p>Avg. Dollars/Household: \$2,196 Index 46</p> <p>Pct. of Total Expenditure: 4.8% Index 82</p>	 <p>Clothing</p> <p>Avg. Dollars/Household: \$1,925 Index 58</p> <p>Pct. of Total Expenditure: 4.2% Index 103</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household: \$1,893 Index 47</p> <p>Pct. of Total Expenditure: 4.1% Index 84</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

Trade Area: London - Dundas St East (Old East Village)

Households: 15,359

Average Household Income \$61,080 Index 53	Average Food Expenditure \$7,321 Index 57	Average Spend on Food from Restaurants \$2,572 Index 64	Average Spend on Food from Stores \$4,749 Index 54
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Total Aggregate Food Expenditure: \$ 112,444,586

 <p>Bakery Avg. Dollars/Household: \$470 (Index 54) Pct. of Total Expenditure: 9.9% (Index 99)</p>	 <p>Cereal Products Avg. Dollars/Household: \$307 (Index 60) Pct. of Total Expenditure: 6.5% (Index 111)</p>	 <p>Fruit and nuts Avg. Dollars/Household: \$560 (Index 51) Pct. of Total Expenditure: 11.8% (Index 94)</p>
 <p>Vegetables Avg. Dollars/Household: \$476 (Index 51) Pct. of Total Expenditure: 10.0% (Index 95)</p>	 <p>Dairy products & Eggs Avg. Dollars/Household: \$716 (Index 56) Pct. of Total Expenditure: 15.1% (Index 103)</p>	 <p>Meat Avg. Dollars/Household: \$780 (Index 50) Pct. of Total Expenditure: 16.4% (Index 91)</p>
 <p>Fish & Seafood Avg. Dollars/Household: \$122 (Index 41) Pct. of Total Expenditure: 2.6% (Index 76)</p>	 <p>Beverages & Other Food Avg. Dollars/Household: \$1,320 (Index 60) Pct. of Total Expenditure: 27.8% (Index 110)</p>	

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

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	16.6	11.0	151
Going to restaurants, bars or night clubs	53.3	55.1	97
Having physical Contact with family and friends	55.7	57.7	97
Participating in group activities	38.1	38.7	98
Partying	18.2	15.8	116
Seeing family and friends in person	62.0	62.8	99
Entertainment			
Attending events, festivals or concerts	41.6	42.9	97
Attending sports events (excludes professional sports)	16.7	18.2	92
Attending to professional sports events or games	25.0	25.4	98
Going to the movies	43.9	45.7	96
Movement & Travel			
Driving more	13.7	16.1	86
Shopping in-store	40.1	42.9	94
Spending time outdoors	33.7	32.5	104
Travelling outside of Canada/ abroad	48.6	53.2	91
Travelling within Canada	47.2	49.9	95
Using public transit	12.7	13.7	93
Personal			
Getting back to old habits	36.2	36.2	100
Going to a salon, barber shop or spa	30.1	33.7	89
Going to the gym	19.8	22.6	88
Education/Work			
Children going back to school	18.3	20.3	90
Going back to work	18.9	17.6	108
Other			
Not Stated	0.4	0.6	63

Benchmark: Southern Ontario

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(Base used for Index calculations)

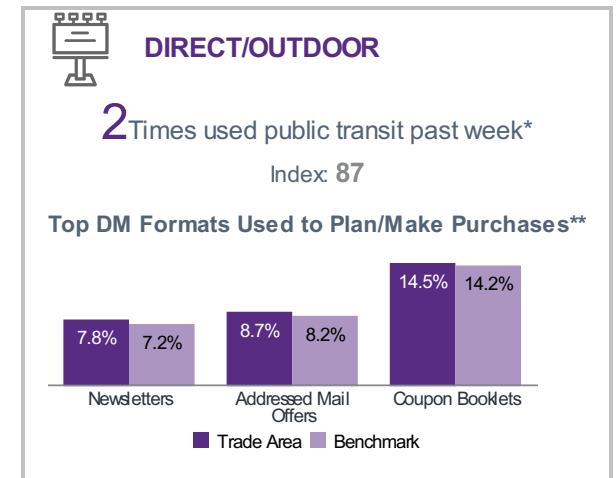
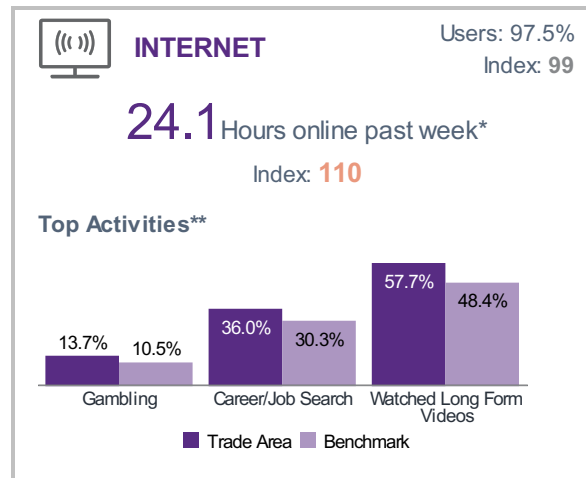
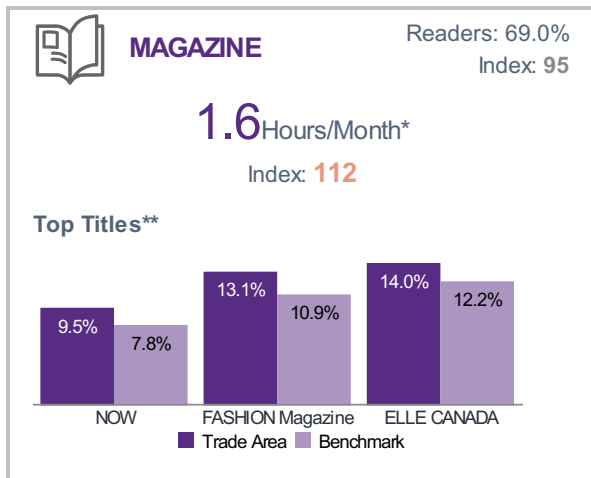
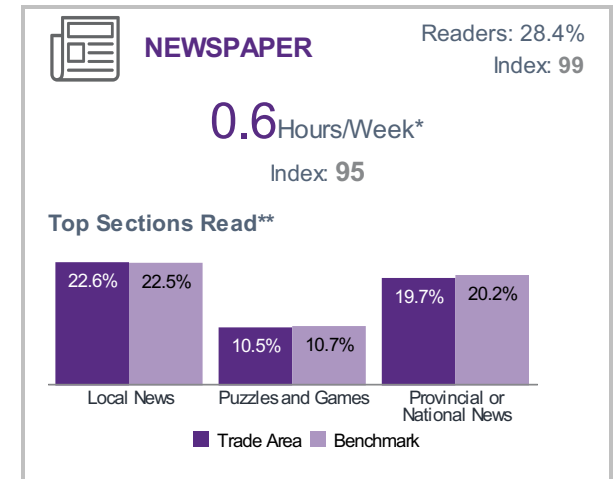
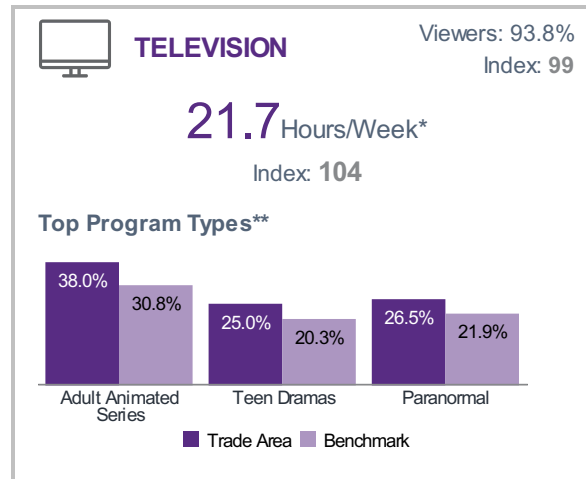
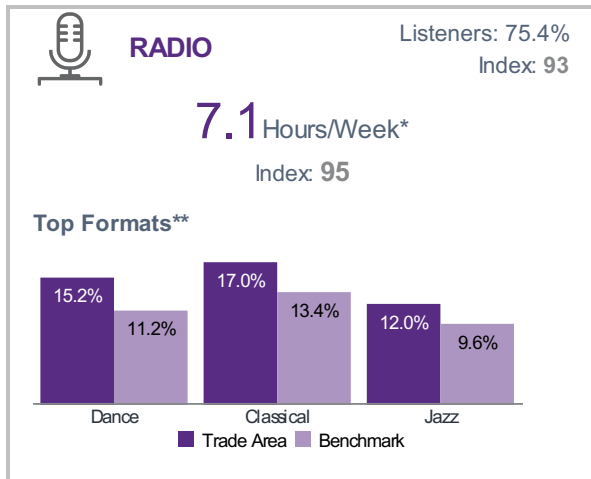
Index Colours:	<80	80 - 110	110+
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Media and Social Media Overview

Behavioural | Media Overview

Trade Area: London - Dundas St East (Old East Village)

Household Population 14+: 24,899



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

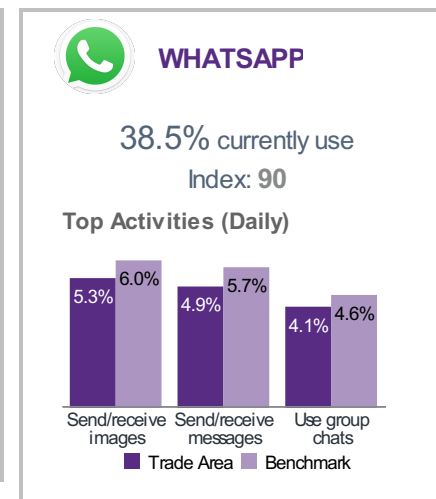
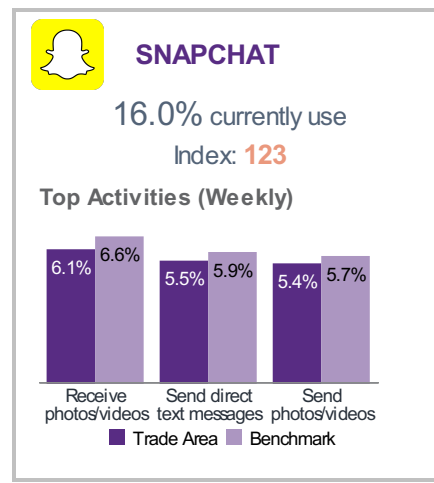
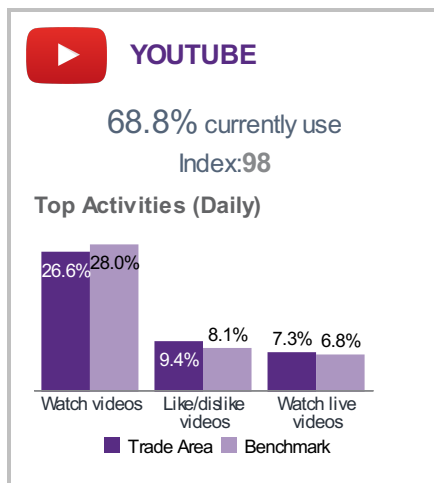
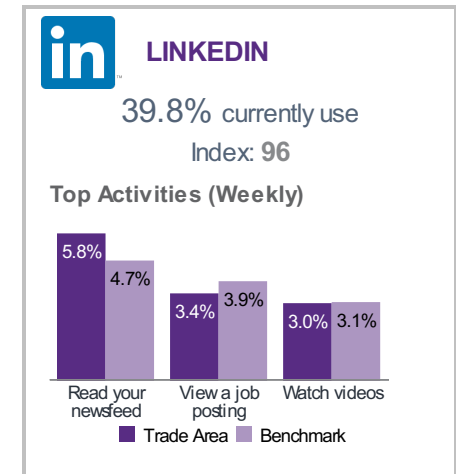
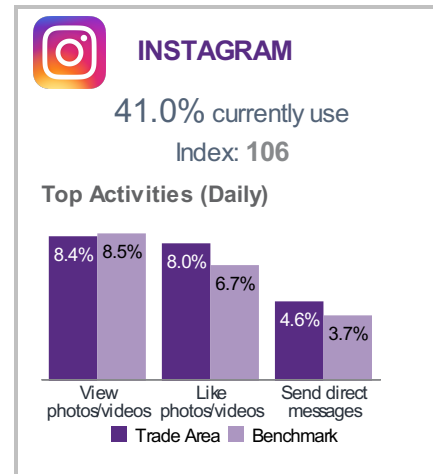
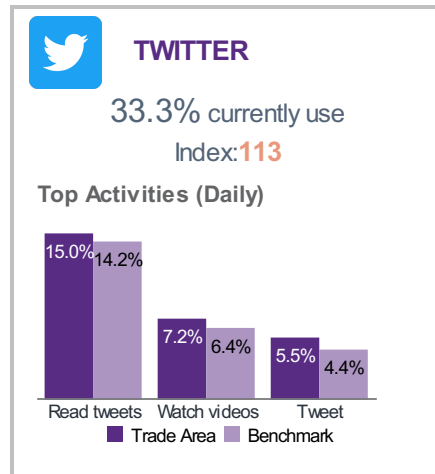
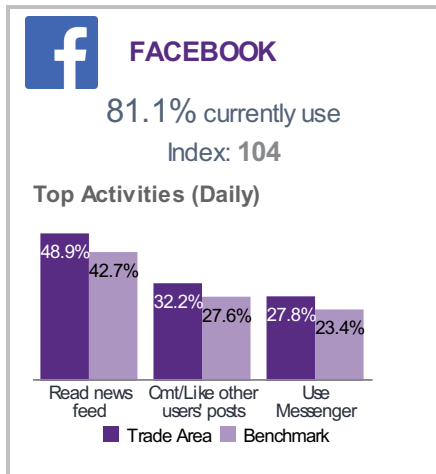
** Chosen from index ranking with minimum 5% composition.



Opticks Social | Social Media Activities

Trade Area: London - Dundas St East (Old East Village)

Household Population 18+: 24,251



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

Trade Area: London - Dundas St East (Old East Village)

Household Population 18+: 24,251

FRIENDS IN ALL SM NETWORKS



0-49 friends

FREQUENCY OF USE (DAILY)



Facebook

BRAND INTERACTION



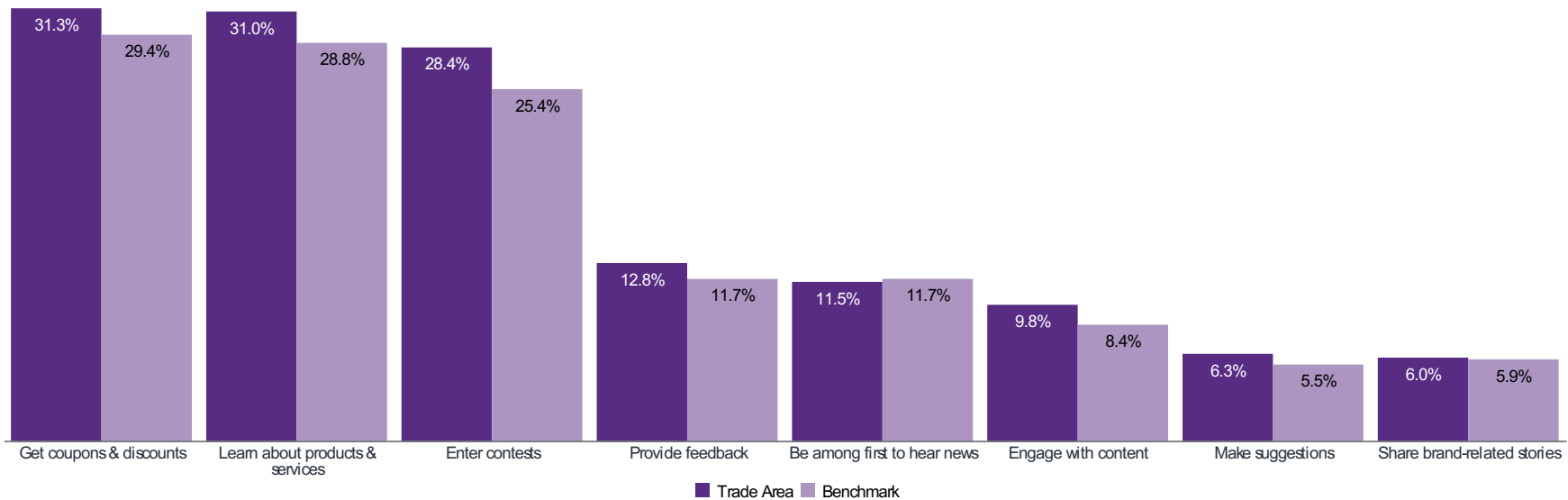
Like brand on Facebook

NO. OF BRANDS INTERACTED



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

Trade Area: London - Dundas St East (Old East Village)

Total Household Population 18+:24,251



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

% Comp **86.9** Index **99**



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

% Comp **49.3** Index **102**



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

% Comp **81.7** Index **97**



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

% Comp **39.3** Index **96**



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

% Comp **56.6** Index **100**



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

% Comp **29.2** Index **97**

Benchmark: Southern Ontario

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Ranked by percent composition.

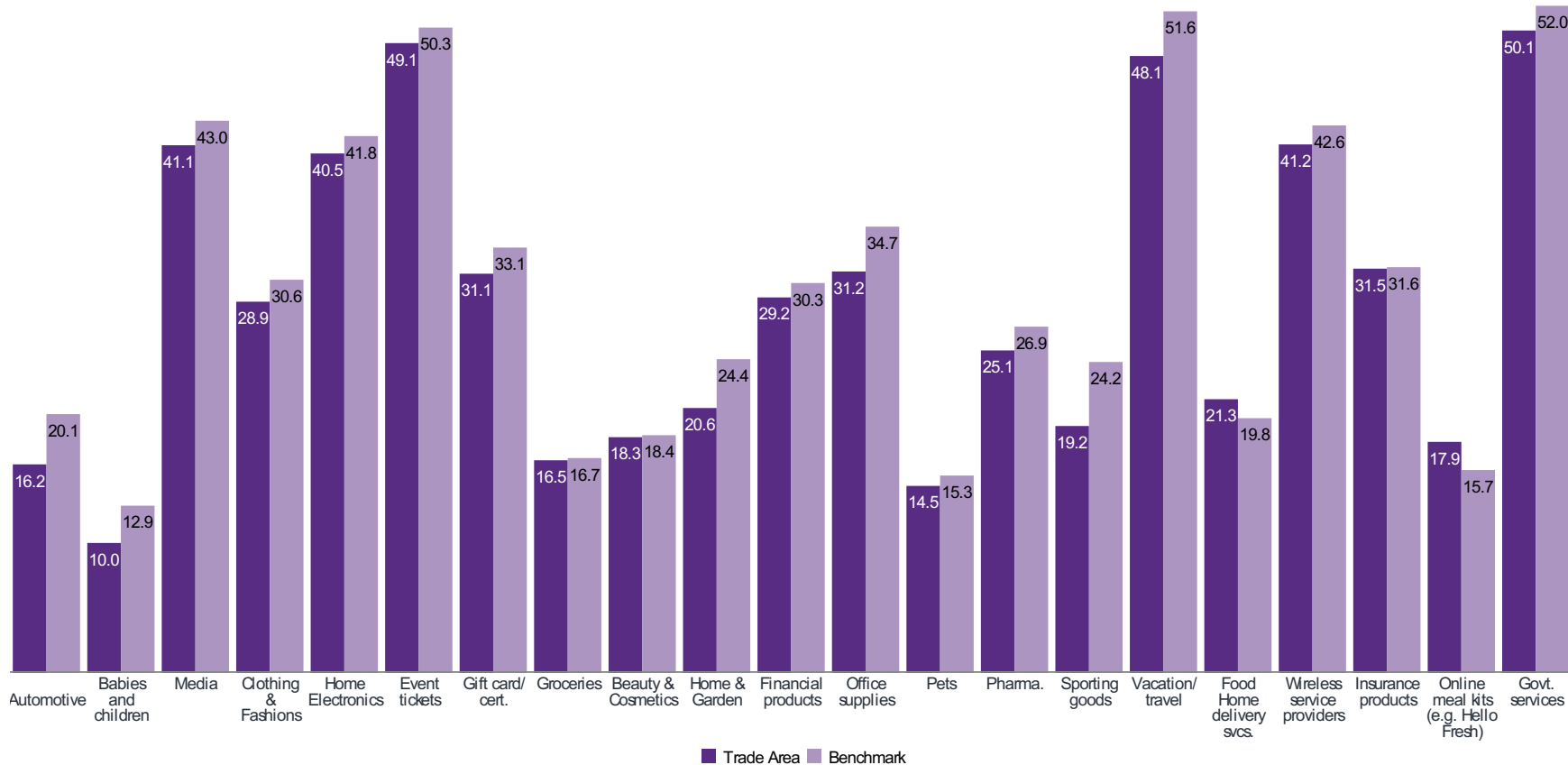
Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Purchase Preference by Category

Trade Area: London - Dundas St East (Old East Village)

Total Household Population 18+:24,251

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

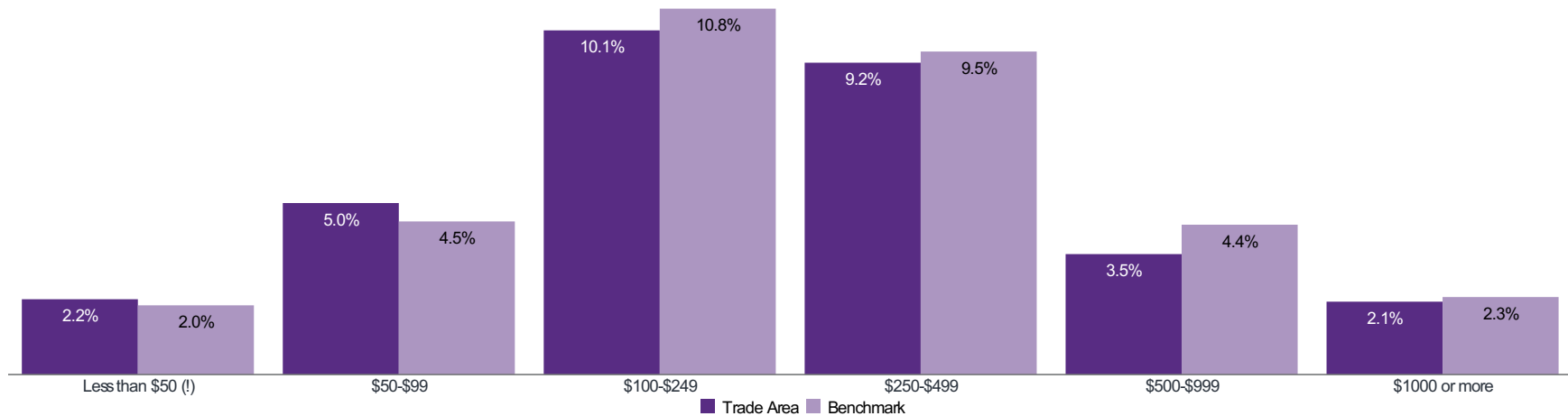
Trade Area: London - Dundas St East (Old East Village)

Total Household Population 18+: 24,251

BEHAVIOURAL PREFERENCES BY CHANNEL

 CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	63.1% Index:103	35.6% Index:97	14.9% Index:121	2.9% Index:92
Purchase preference	77.9% Index:103	28.9% Index:94	10.9% Index:111	3.0% Index:119
Customer Service	63.6% Index:103	17.6% Index:98	7.4% Index:128	20.2% Index:93

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+
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Opticks eShopper | Home Electronics & Computers Deep Dive

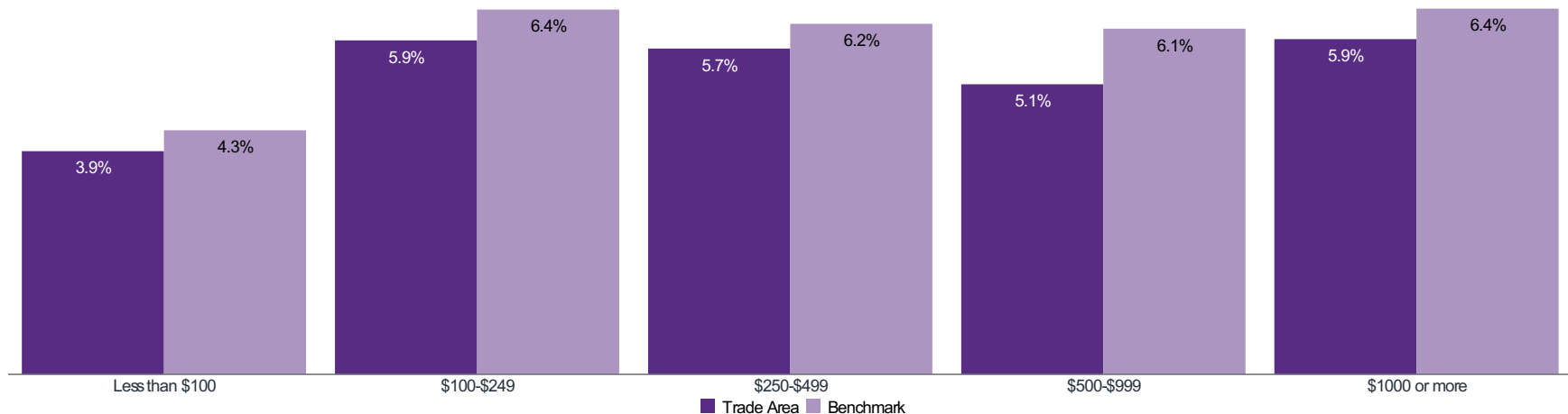
Trade Area: London - Dundas St East (Old East Village)

Total Household Population 18+: 24,251

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
	Gather information	52.4% Index:104	52.8% Index:96	16.0% Index: 103
Purchase preference	66.2% Index: 97	40.5% Index:97	12.8% Index:116	6.8% Index: 106
Customer Service	55.9% Index:99	26.8% Index:108	9.7% Index: 131	38.2% Index: 103

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+
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Opticks eShopper | Gift Cards Deep Dive

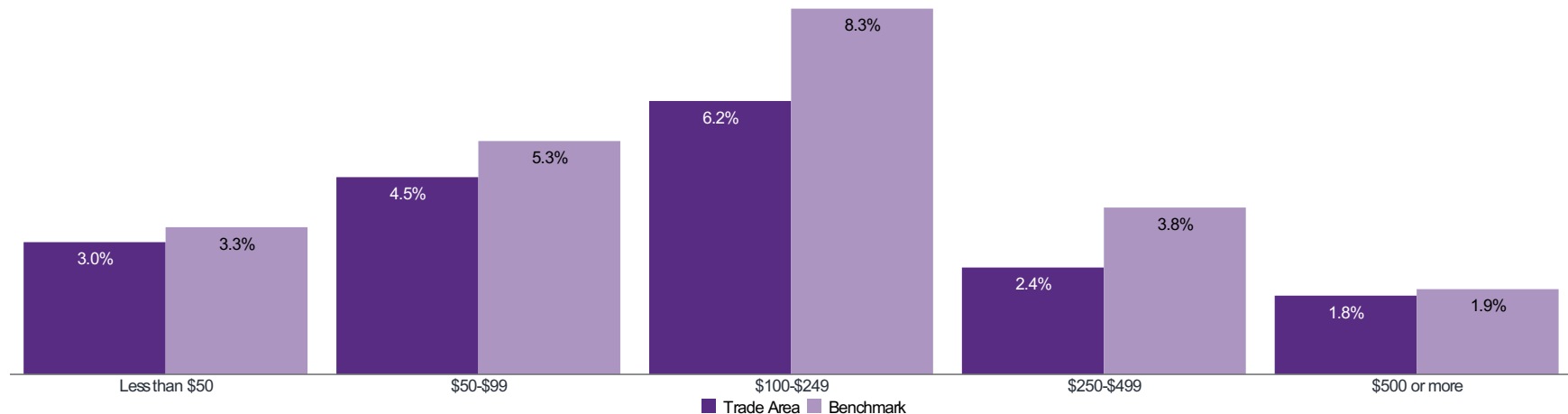
Trade Area: London - Dundas St East (Old East Village)

Total Household Population 18+: 24,251

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	50.1% Index:105	34.4% Index:98	11.0% Index:100	3.6% Index:102
Purchase preference	62.9% Index:104	31.1% Index:94	8.0% Index:92	3.8% Index:122
Customer Service	43.9% Index:103	21.8% Index:106	6.3% Index:104	27.6% Index:100

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+
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Opticks eShopper | Groceries Deep Dive

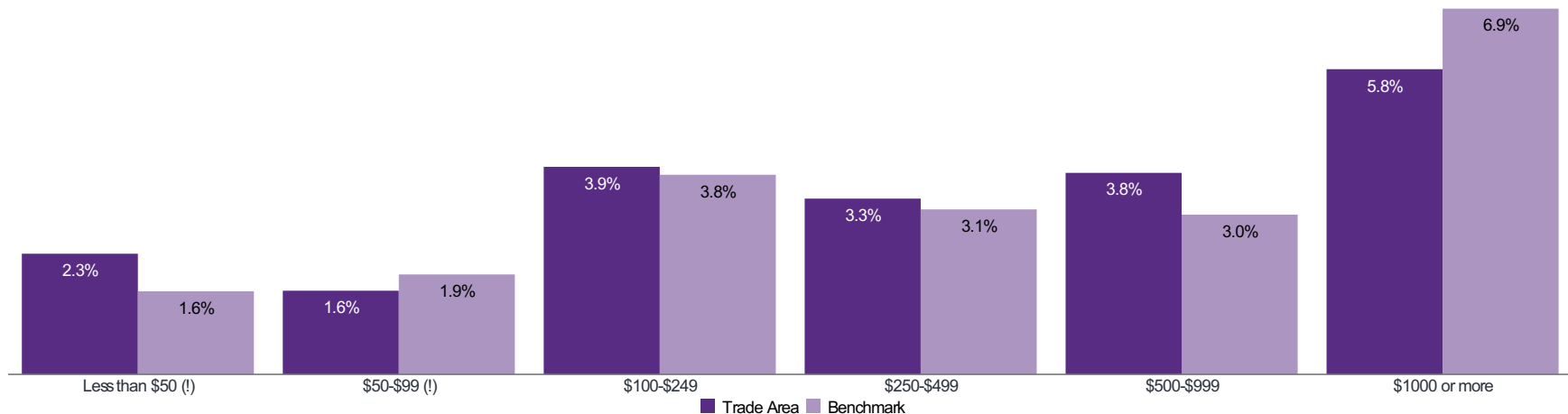
Trade Area: London - Dundas St East (Old East Village)

Total Household Population 18+: 24,251

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	70.4% Index:98	26.5% Index:107	11.6% Index:105	4.5% Index:165
Purchase preference	83.1% Index:100	16.5% Index:99	7.8% Index:126	3.2% Index:129
Customer Service	69.1% Index:99	11.9% Index:103	4.4% Index:110	20.3% Index:108

AMOUNT SPENT [PST 12 MTHS]



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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 | Beauty & Cosmetics Deep Dive

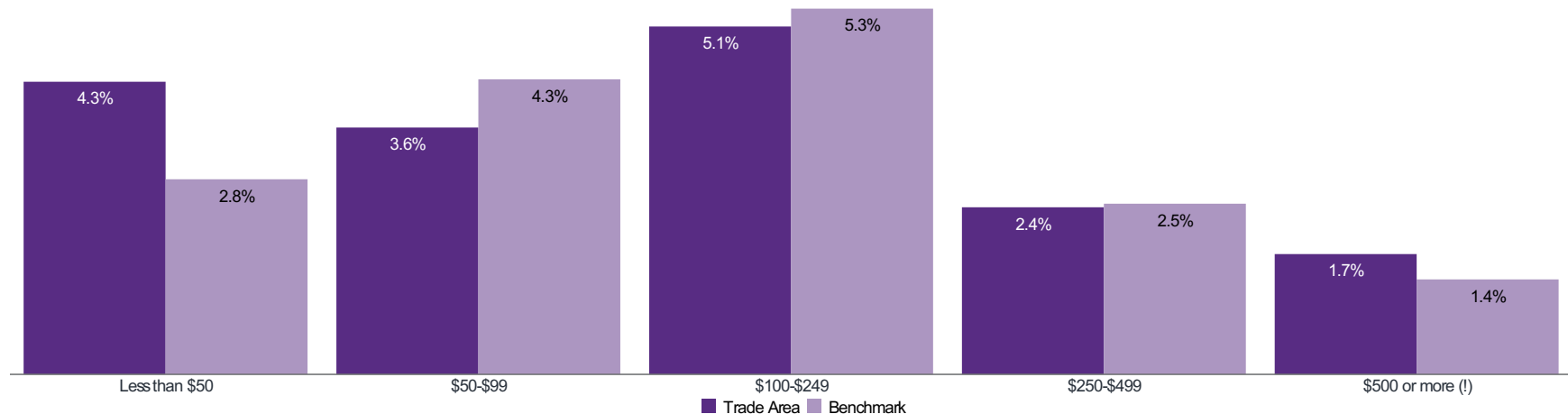
Trade Area: London - Dundas St East (Old East Village)

Total Household Population 18+: 24,251

BEHAVIOURAL PREFERENCES BY CHANNEL

 BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	38.0% Index:107	23.5% Index:106	9.2% Index:113	2.9% Index:104
Purchase preference	48.3% Index:104	18.3% Index:99	7.1% Index:110	3.2% Index:140
Customer Service	38.7% Index:107	13.1% Index:104	4.3% Index:98	14.8% Index:101

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+
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Opticks eShopper | Home & Garden Deep Dive

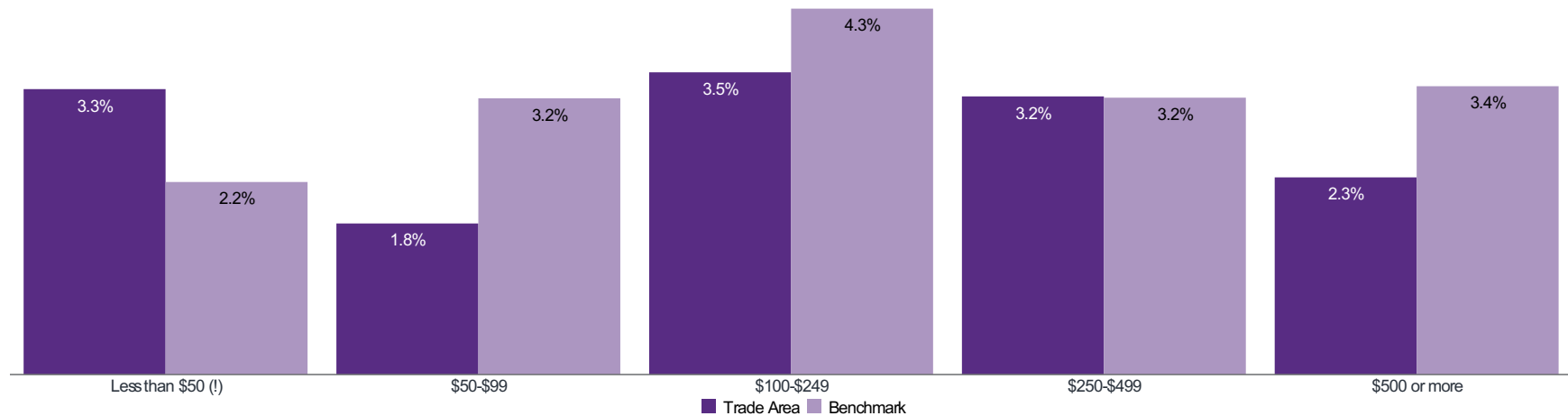
Trade Area: London - Dundas St East (Old East Village)

Total Household Population 18+: 24,251

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	47.6% Index:92	35.7% Index:94	11.0% Index:96	5.3% Index:92
Purchase preference	62.4% Index:91	20.6% Index:84	7.6% Index:109	3.4% Index:95
Customer Service	49.3% Index:91	16.6% Index:104	5.4% Index:113	20.4% Index:89

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 | Sporting Goods Deep Dive

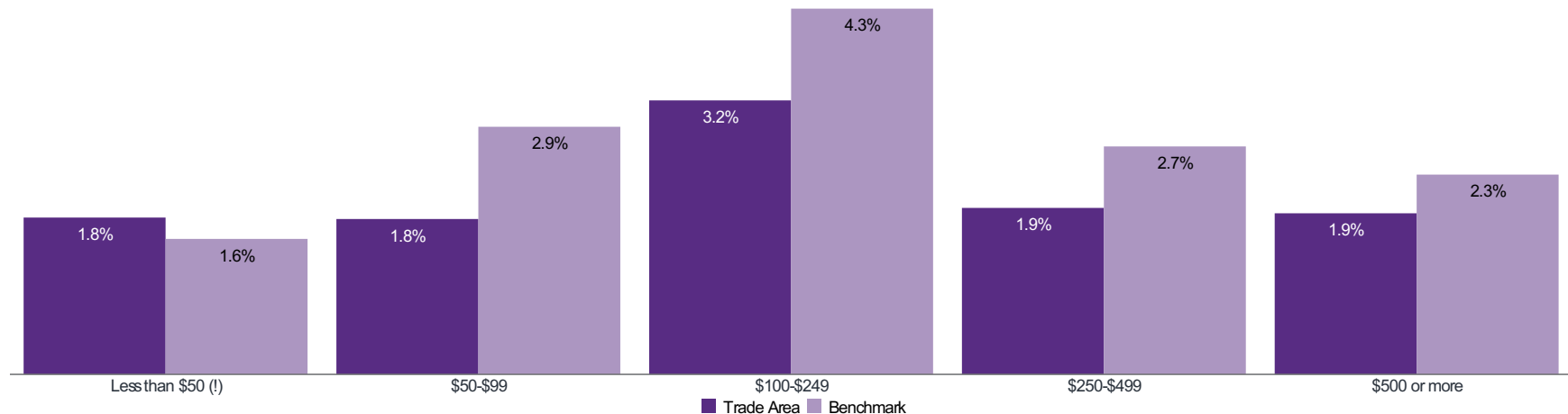
Trade Area: London - Dundas St East (Old East Village)

Total Household Population 18+: 24,251

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	37.3% Index:96	27.7% Index:86	10.6% Index:100	5.5% Index:141
Purchase preference	47.7% Index:92	19.2% Index:79	8.6% Index:114	3.4% Index:113
Customer Service	38.9% Index:93	14.3% Index:95	6.0% Index:116	18.4% Index:90

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+
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Opticks eShopper | Vacation/Travel Deep Dive

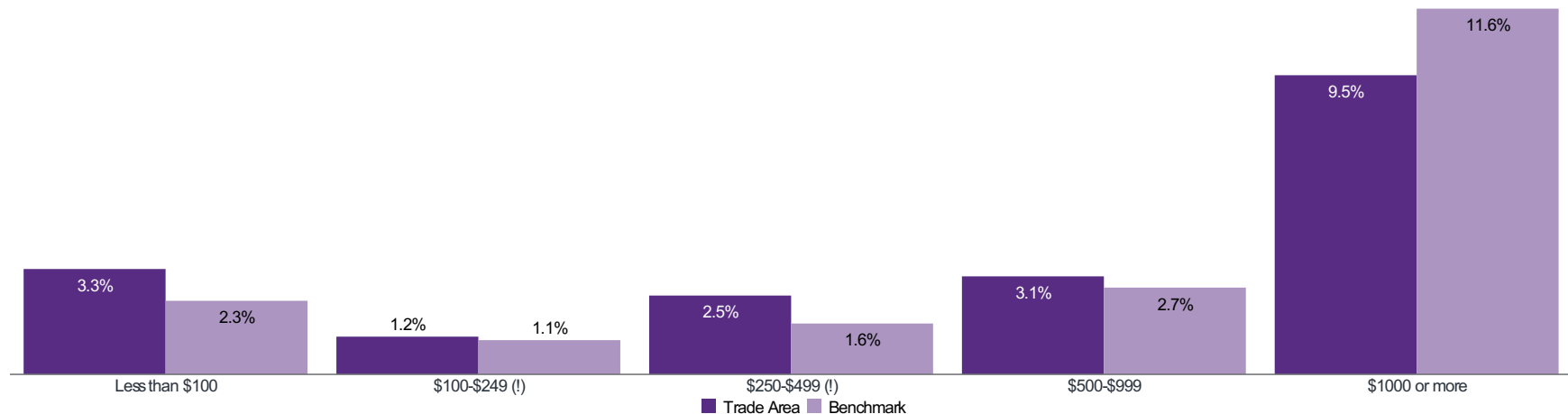
Trade Area: London - Dundas St East (Old East Village)

Total Household Population 18+: 24,251

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	21.3% Index:104	56.1% Index:97	15.8% Index:105	14.7% Index:92
Purchase preference	29.6% Index:103	48.1% Index:93	7.6% Index:100	14.6% Index:81
Customer Service	31.9% Index:109	28.2% Index:103	6.1% Index:88	42.8% Index:98

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+
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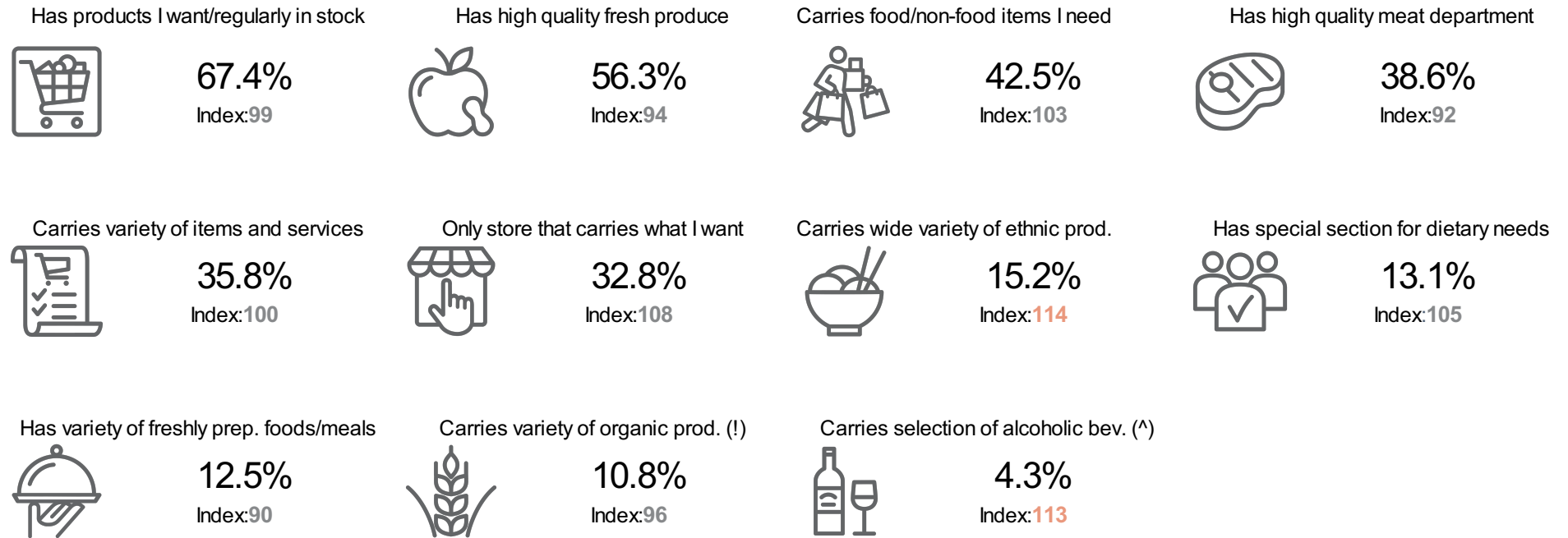
Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: London - Dundas St East (Old East Village)

Households: 15,359

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

Index Colours:	<80	80 - 110	110+

Trade Area: London - Dundas St East (Old East Village)

Households: 15,359

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



66.5%
Index: 111

Easy to get in and get out quickly



43.2%
Index: 101

Organized layout makes it easy to shop



42.2%
Index: 101

Staff are friendly and knowledgeable



34.8%
Index: 103

Short checkout lines/fast checkout



32.9%
Index: 92

Has extended hours



25.9%
Index: 94

I like the store ambiance



23.3%
Index: 117

Has self-checkout



13.8%
Index: 101

Offers an online shopping option (!)



9.1%
Index: 102

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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Trade Area: London - Dundas St East (Old East Village)

Households: 15,359

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Discover good value when shopping



67.4%
Index: 102

Store has great sales and promotions



65.3%
Index: 97

Store has the lowest prices overall



63.4%
Index: 109

Store has a customer loyalty card program



49.9%
Index: 101

Has loyalty prog. app and offers pers. promos



33.6%
Index: 114

I'm loyal to their store brands



23.3%
Index: 101

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	42.1	40.2	0.4 105
Leave the store and buy it elsewhere	27.4	30.9	0.3 89
Purchase another brand	21.6	21.2	0.4 102
Purchase another size or variety of the same brand (!)	8.9	7.7	0.4 116

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 London - Dundas St East - Old East Village 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%	341,065	100%	1.77%	100	344,808	100%	1.79%	100	276,175	100%	1.43%	100	322,685	100%	1.67%	100	515,316	100%	2.67%	100
3539036	London, ON (CY)	349,526	1.81%	181,868	53.32%	52.03%	2945	180,838	52.45%	51.74%	2896	166,042	60.12%	47.51%	3320	175,738	54.46%	50.28%	3008	224,476	43.56%	64.22%	2406
3520005	Toronto, ON (C)	2,568,898	13.31%	10,042	2.94%	0.39%	22	11,962	3.47%	0.47%	26	5,906	2.14%	0.23%	16	7,549	2.34%	0.29%	18	20,911	4.06%	0.81%	30
3534021	St. Thomas, ON (CY)	34,774	0.18%	10,066	2.95%	28.95%	1638	10,947	3.17%	31.48%	1762	7,253	2.63%	20.86%	1458	9,484	2.94%	27.27%	1631	15,003	2.91%	43.14%	1616
3532042	Woodstock, ON (CY)	38,475	0.20%	6,724	1.97%	17.48%	989	6,402	1.86%	16.64%	931	5,752	2.08%	14.95%	1045	6,489	2.01%	16.86%	1009	10,807	2.10%	28.09%	1052
3525005	Hamilton, ON (C)	483,265	2.50%	5,215	1.53%	1.08%	61	5,220	1.51%	1.08%	60	2,728	0.99%	0.56%	39	4,059	1.26%	0.84%	50	9,416	1.83%	1.95%	73
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	4,648	1.36%	5.36%	303	4,616	1.34%	5.32%	298	3,423	1.24%	3.95%	276	4,395	1.36%	5.07%	303	9,407	1.83%	10.85%	406
3521010	Brampton, ON (CY)	596,084	3.09%	3,706	1.09%	0.62%	35	4,002	1.16%	0.67%	38	1,956	0.71%	0.33%	23	3,535	1.10%	0.59%	35	7,767	1.51%	1.30%	49
3538030	Sarnia, ON (CY)	62,178	0.32%	3,727	1.09%	5.99%	339	3,733	1.08%	6.00%	336	2,636	0.95%	4.24%	296	3,779	1.17%	6.08%	364	7,707	1.50%	12.39%	464
3537039	Windsor, ON (CY)	191,749	0.99%	3,613	1.06%	1.88%	107	4,502	1.31%	2.35%	131	1,918	0.69%	1.00%	70	3,025	0.94%	1.58%	94	7,432	1.44%	3.88%	145
3539027	Thames Centre, ON (MU)	11,953	0.06%	5,651	1.66%	47.27%	2675	5,191	1.51%	43.43%	2431	4,963	1.80%	41.52%	2902	5,075	1.57%	42.46%	2540	7,416	1.44%	62.04%	2324

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2019 London - Dundas St East - Old East Village 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
24,761	19,548	78.9	20,209	81.6	19,121	77.2	18,974	76.6	22,296	90.0

**2019 London - Dundas St East - Old East Village Visitors Within vs Outside Trade Area
Benchmark: Canada**

Year	Total Visitors In Main Street Polvzon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	525,049	22,296	4.2	502,753	95.8

**2020 London - Dundas St East - Old East Village Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec**

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2020				Summer 2020				Fall 2020				Winter 2020				Full Year 2020			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
Total		19,302,713	100%	173,223	100%	0.90%	100	217,576	100%	1.13%	100	213,532	100%	1.11%	100	238,512	100%	1.24%	100	349,641	100%	1.81%	100
3539036	London, ON (CY)	349,526	1.81%	119,010	68.70%	34.05%	3794	137,829	63.35%	39.43%	3498	140,056	65.59%	40.07%	3622	147,638	61.90%	42.24%	3418	189,690	54.25%	54.27%	2996
3534021	St. Thomas, ON (CY)	34,774	0.18%	4,880	2.82%	14.03%	1564	5,863	2.69%	16.86%	1496	5,948	2.79%	17.10%	1546	6,404	2.68%	18.42%	1490	10,270	2.94%	29.53%	1630
3520005	Toronto, ON (C)	2,568,898	13.31%	2,067	1.19%	0.08%	9	4,237	1.95%	0.16%	15	4,258	1.99%	0.17%	15	4,681	1.96%	0.18%	15	9,751	2.79%	0.38%	21
3532042	Woodstock, ON (CY)	38,475	0.20%	3,427	1.98%	8.91%	992	3,853	1.77%	10.01%	888	3,137	1.47%	8.15%	737	5,046	2.12%	13.12%	1061	7,683	2.20%	19.97%	1102
3539033	Middlesex Centre, ON (MU)	15,440	0.08%	3,072	1.77%	19.90%	2217	3,537	1.63%	22.91%	2032	3,360	1.57%	21.76%	1967	4,466	1.87%	28.93%	2341	6,176	1.77%	40.00%	2208
3539027	Thames Centre, ON (MU)	11,953	0.06%	3,112	1.80%	26.04%	2902	3,319	1.53%	27.77%	2463	3,991	1.87%	33.39%	3018	4,033	1.69%	33.74%	2730	5,947	1.70%	49.75%	2747
3539015	Strathroy-Caradoc, ON (MU)	19,358	0.10%	2,568	1.48%	13.27%	1478	2,151	0.99%	11.11%	986	2,891	1.35%	14.94%	1350	3,636	1.52%	18.78%	1520	4,891	1.40%	25.26%	1395
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	1,627	0.94%	1.88%	209	1,762	0.81%	2.03%	180	1,726	0.81%	1.99%	180	2,452	1.03%	2.83%	229	4,740	1.36%	5.47%	302
3521005	Mississauga, ON (CY)	642,951	3.33%	1,028	0.59%	0.16%	18	2,072	0.95%	0.32%	29	1,965	0.92%	0.31%	28	1,489	0.62%	0.23%	19	4,409	1.26%	0.69%	38
3525005	Hamilton, ON (C)	483,265	2.50%	1,263	0.73%	0.26%	29	1,468	0.67%	0.30%	27	1,431	0.67%	0.30%	27	2,037	0.85%	0.42%	34	4,167	1.19%	0.86%	48

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2020 London - Dundas St East - Old East Village 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
24,761	16,145	65.2	16,493	66.6	15,292	61.8	16,697	67.4	18,552	74.9

**2020 London - Dundas St East - Old East Village 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	352,786	18,552	5.3	334,234	94.7

**2021 London - Dundas St East - Old East Village Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec**

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2021				Summer 2021				Fall 2021				Winter 2021				Full Year 2021			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
Total		19,302,713	100%	159,386	100%	0.83%	100	274,379	100%	1.42%	100	298,363	100%	1.55%	100	218,376	100%	1.13%	100	392,473	100%	2.03%	100
3539036	London, ON (CY)	349,526	1.81%	102,854	64.53%	29.43%	3564	150,653	54.91%	43.10%	3032	168,631	56.52%	48.25%	3121	144,097	65.99%	41.23%	3644	191,188	48.71%	54.70%	2690
3520005	Toronto, ON (C)	2,568,898	13.31%	4,394	2.76%	0.17%	21	10,339	3.77%	0.40%	28	10,249	3.44%	0.40%	26	4,955	2.27%	0.19%	17	17,357	4.42%	0.68%	33
3534021	St. Thomas, ON (CY)	34,774	0.18%	4,156	2.61%	11.95%	1447	6,998	2.55%	20.12%	1416	8,782	2.94%	25.25%	1634	5,929	2.72%	17.05%	1507	11,196	2.85%	32.20%	1583
3521005	Mississauga, ON (CY)	642,951	3.33%	1,383	0.87%	0.22%	26	4,053	1.48%	0.63%	44	4,579	1.53%	0.71%	46	1,865	0.85%	0.29%	26	7,348	1.87%	1.14%	56
3539033	Middlesex Centre, ON (MU)	15,440	0.08%	2,710	1.70%	17.55%	2126	5,246	1.91%	33.98%	2390	6,652	2.23%	43.08%	2787	3,743	1.71%	24.24%	2143	7,315	1.86%	47.38%	2330
3532042	Woodstock, ON (CY)	38,475	0.20%	2,602	1.63%	6.76%	819	4,669	1.70%	12.14%	854	4,512	1.51%	11.73%	759	4,523	2.07%	11.76%	1039	7,188	1.83%	18.68%	919
3539015	Strathroy-Caradoc, ON (MU)	19,358	0.10%	2,687	1.69%	13.88%	1681	4,233	1.54%	21.87%	1538	4,326	1.45%	22.35%	1446	2,929	1.34%	15.13%	1337	6,692	1.71%	34.57%	1700
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	1,314	0.82%	1.52%	184	3,244	1.18%	3.74%	263	2,637	0.88%	3.04%	197	1,899	0.87%	2.19%	194	5,565	1.42%	6.42%	316
3521010	Brampton, ON (CY)	596,084	3.09%	943	0.59%	0.16%	19	3,106	1.13%	0.52%	37	3,644	1.22%	0.61%	40	2,161	0.99%	0.36%	32	5,458	1.39%	0.92%	45
3539027	Thames Centre, ON (MU)	11,953	0.06%	3,207	2.01%	26.83%	3249	4,796	1.75%	40.12%	2823	4,688	1.57%	39.22%	2537	4,176	1.91%	34.94%	3088	5,255	1.34%	43.96%	2162

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2021 London - Dundas St East - Old East Village 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
24,761	13,642	55.1	15,839	64.0	14,407	58.2	16,088	65.0	16,986	68.6

**2021 London - Dundas St East - Old East Village 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	397,721	16,986	4.3	380,735	95.7

Top 5 segments represent **27.9%** of customers in Southern Ontario



Rank: 1
 Customers: 23,573
 Customers %: 6.63
 % in Benchmark: 4.63
 Index: 143

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).



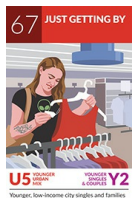
Rank: 2
 Customers: 23,250
 Customers %: 6.54
 % in Benchmark: 4.68
 Index: 140

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.



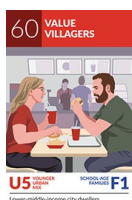
Rank: 3
 Customers: 22,026
 Customers %: 6.19
 % in Benchmark: 2.74
 Index: 226

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.



Rank: 4
 Customers: 15,252
 Customers %: 4.29
 % in Benchmark: 2.60
 Index: 165

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



Rank: 5
 Customers: 15,093
 Customers %: 4.24
 % in Benchmark: 2.39
 Index: 178

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