Community Profile: London – Hamilton Road BIA

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

Confidential

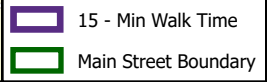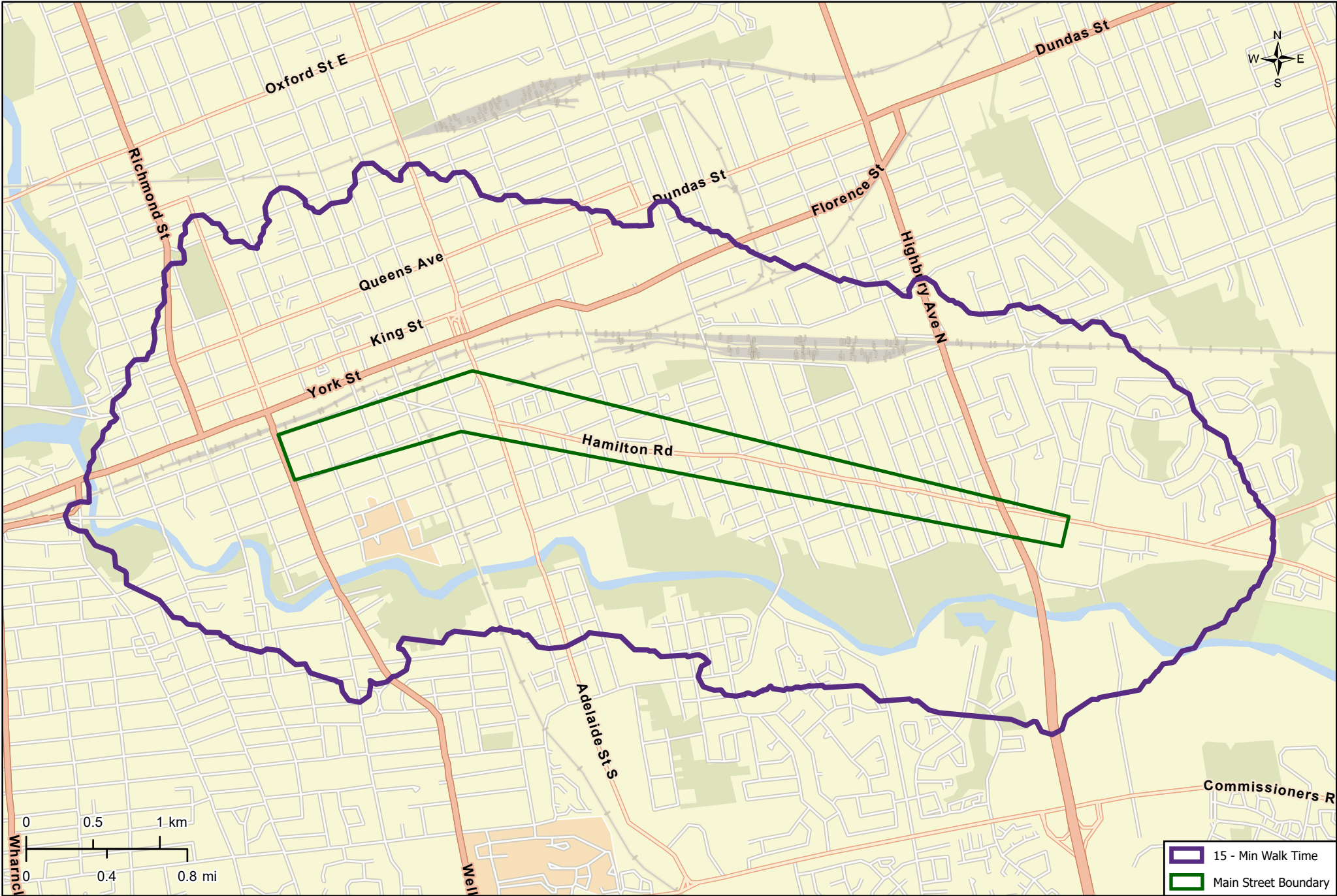Date: February 16, 2022

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London - Hamilton Road BIA
Main Street Boundary and Trade Area

Oxford St E

Dundas St

Richmond St

Dundas St

Florence St

Queens Ave

Highbury Ave N

King St

York St

Hamilton Rd

Adelaide St S

Commissioners R

Wharncl

Well

N
W   E
S

| | 15 - Min Walk Time |
| | Main Street Boundary |

0   0.5   1 km

0   0.4   0.8 mi

2022-01-12 12:48 PM

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: London - Hamilton Road BIA

ENVIRONICS
ANALYTICS

POPULATION

34,956

HOUSEHOLDS

18,885

MEDIAN MAINTAINER AGE

46

Index:86

MARITAL STATUS

38.9%
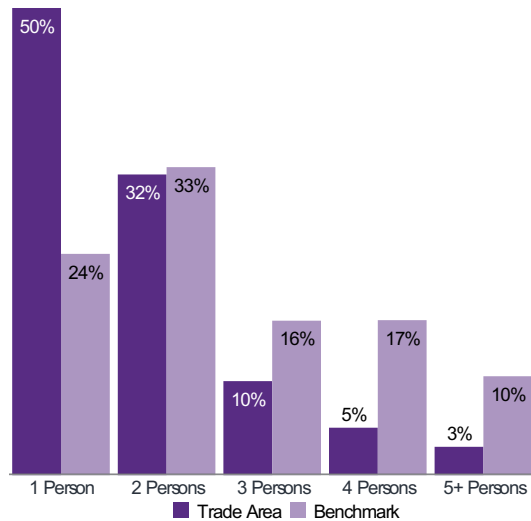
Index: 67

Married/Common-Law

FAMILY STATUS*

25.5%
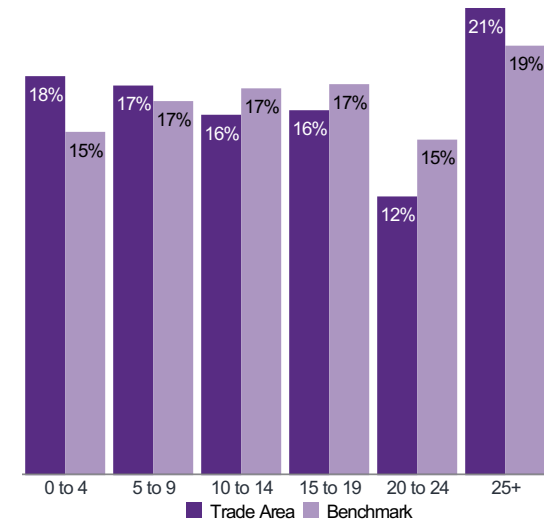
Index:161

Total Lone-Parent Families

HOUSEHOLD SIZE

- 1 Person: 50% (Trade Area), 24% (Benchmark)
- 2 Persons: 32% (Trade Area), 33% (Benchmark)
- 3 Persons: 10% (Trade Area), 16% (Benchmark)
- 4 Persons: 5% (Trade Area), 17% (Benchmark)
- 5+ Persons: 3% (Trade Area), 10% (Benchmark)

Trade Area | Benchmark

POPULATION BY AGE

	Count	%	Index
0 to 4	1,229	3.5	70
5 to 9	1,166	3.3	62
10 to 14	1,104	3.2	56
15 to 19	1,262	3.6	61
20 to 24	2,558	7.3	110
25 to 29	4,373	12.5	178
30 to 34	3,764	10.8	162
35 to 39	2,776	7.9	123
40 to 44	2,091	6.0	97
45 to 49	2,019	5.8	92
50 to 54	2,111	6.0	92
55 to 59	2,689	7.7	106
60 to 64	2,342	6.7	100
65 to 69	1,844	5.3	93
70 to 74	1,341	3.8	80
75 to 79	898	2.6	78
80 to 84	625	1.8	82
85+	763	2.2	99

AGE OF CHILDREN AT HOME

- 0 to 4: 18% (Trade Area), 15% (Benchmark)
- 5 to 9: 17% (Trade Area), 17% (Benchmark)
- 10 to 14: 16% (Trade Area), 17% (Benchmark)
- 15 to 19: 16% (Trade Area), 17% (Benchmark)
- 20 to 24: 12% (Trade Area), 15% (Benchmark)
- 25+: 21% (Trade Area), 19% (Benchmark)

Trade Area | Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Population: 34,956 | **Households:** 18,885

TENURE

Owned 37.4%
Rented 62.6%
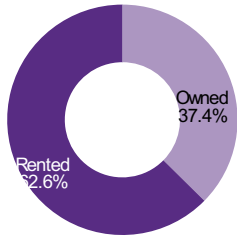
STRUCTURE TYPE

38.4%
Houses
Index:**50**

61.4%
Apartments
Index:**278**

AGE OF HOUSING*

60+ Years Old

% Comp:**49.3**   Index: **238**

AVERAGE HOUSEHOLD INCOME

$62,934

Index:**55**

HOUSEHOLD INCOME DISTRIBUTION
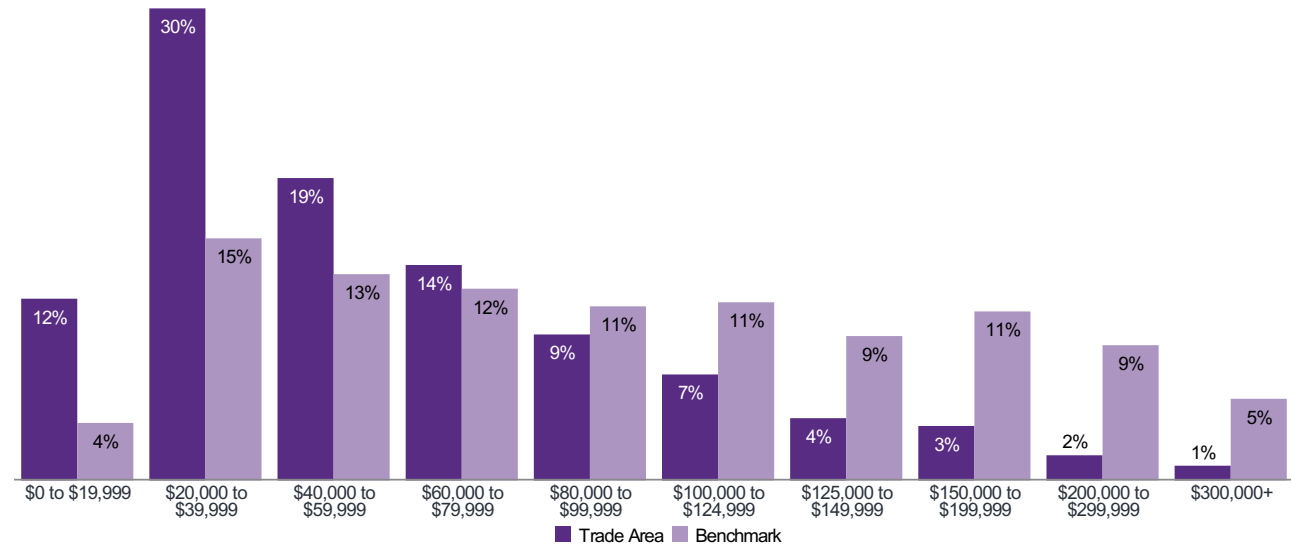
Income Range	Trade Area	Benchmark
$0 to $19,999	12%	4%
$20,000 to $39,999	30%	15%
$40,000 to $59,999	19%	13%
$60,000 to $79,999	14%	12%
$80,000 to $99,999	9%	11%
$100,000 to $124,999	7%	11%
$125,000 to $149,999	4%	9%
$150,000 to $199,999	3%	11%
$200,000 to $299,999	2%	9%
$300,000+	1%	5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

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Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: London - Hamilton Road BIA

Population: 34,956 | **Households:** 18,885

EDUCATION

23.0%
Index:86

University Degree

LABOUR FORCE PARTICIPATION

61.5%
Index:94

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*
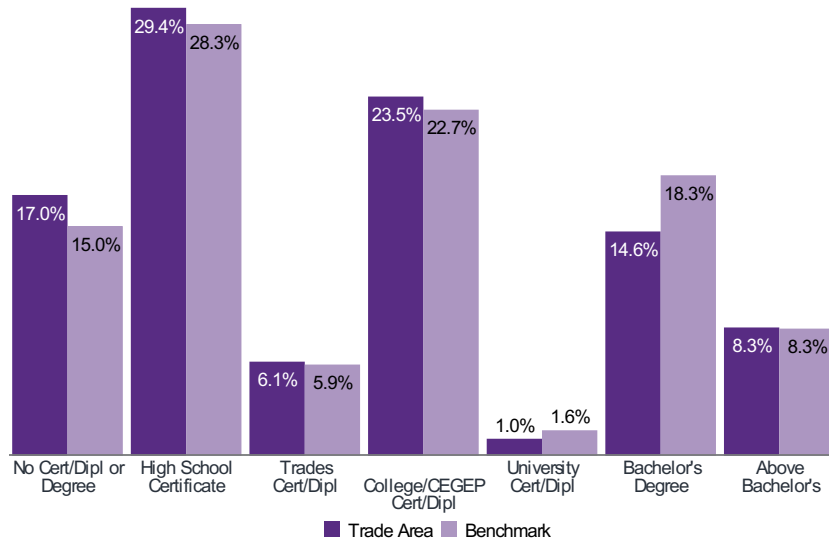
25.4%
Index:70

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

6.5%
Index:148

Travel to work by**Public Transit**

EDUCATIONAL ATTAINMENT
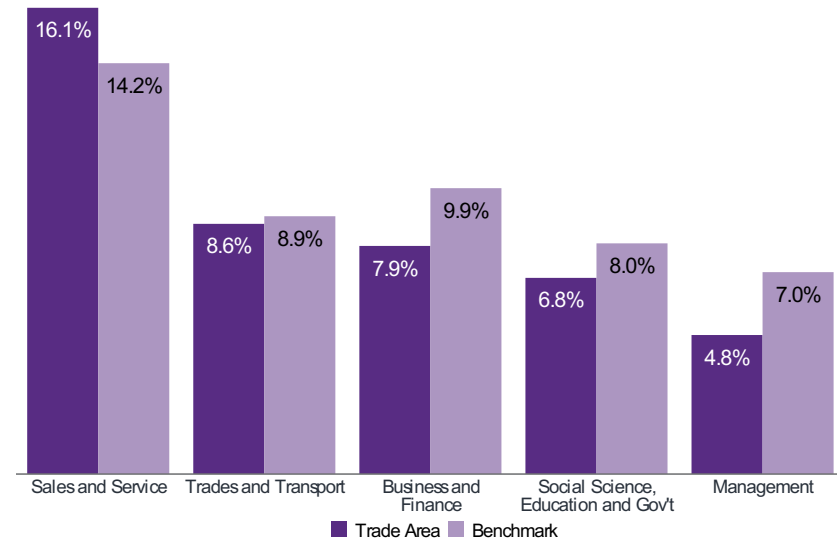
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	17.0%	15.0%
High School Certificate	29.4%	28.3%
Trades Cert/Dipl	6.1%	5.9%
College/CEGEP Cert/Dipl	23.5%	22.7%
University Cert/Dipl	1.0%	1.6%
Bachelor's Degree	14.6%	18.3%
Above Bachelor's	8.3%	8.3%

■ Trade Area ■ Benchmark

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	16.1%	14.2%
Trades and Transport	8.6%	8.9%
Business and Finance	7.9%	9.9%
Social Science, Education and Gov't	6.8%	8.0%
Management	4.8%	7.0%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: London - Hamilton Road BIA

Population: 34,956 | **Households:** 18,885

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
4.5%	15.1%	1.1%	14.9%	Before 2001
Index:191	Index:52	Index:56	Index:57	9.8% Index:70
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

	Trade Area	Benchmark
Black	4.5%	4.5%
South Asian	2.6%	9.9%
Latin American	2.1%	1.3%
Chinese	1.4%	5.1%
Arab	1.3%	2.1%
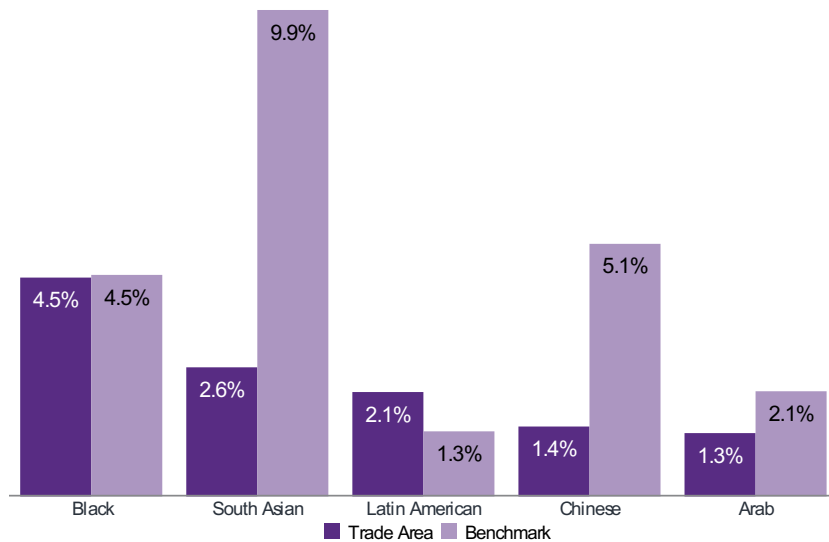
LANGUAGES SPOKEN AT HOME: TOP 5**
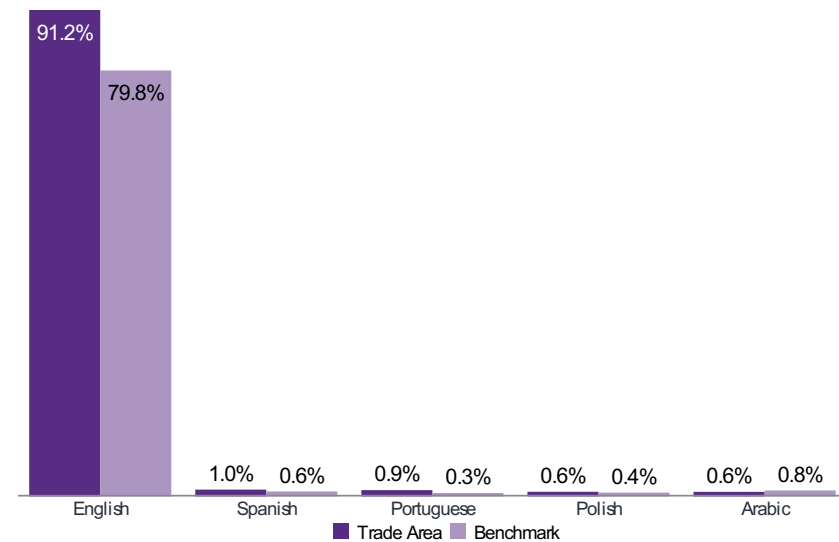
	Trade Area	Benchmark
English	91.2%	79.8%
Spanish	1.0%	0.6%
Portuguese	0.9%	0.3%
Polish	0.6%	0.4%
Arabic	0.6%	0.8%

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+

6

Top 5 segments represent **77.5%** of households in London - Hamilton Road BIA

67 JUST GETTING BY

U5 YOUNGER URBAN MIX — YOUNGER SINGLES & COUPLES Y2
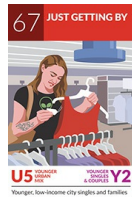Younger, low-income city singles and families

Rank:	1
Hhlds:	4,091
Hhld %:	21.66
% in Benchmark:	3.49
Index:	620

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.
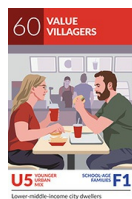
47 SOCIAL NETWORKERS

U3 YOUNG URBAN CORE — VERY YOUNG SINGLES & COUPLES Y1
Young diverse singles in city apartments

Rank:	2
Hhlds:	2,864
Hhld %:	15.17
% in Benchmark:	1.30
Index:	1,165

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.

51 ON THEIR OWN AGAIN

U2 URBAN OLDER — MATURE SINGLES & COUPLES M2
City seniors in apartment rentals.

Rank:	3
Hhlds:	2,797
Hhld %:	14.81
% in Benchmark:	3.77
Index:	393

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.

60 VALUE VILLAGERS

U5 YOUNGER URBAN MIX — SCHOOL-AGE FAMILIES F1
Lower-middle-income city dwellers

Rank:	4
Hhlds:	2,758
Hhld %:	14.60
% in Benchmark:	2.72
Index:	536

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).

52 FRIENDS & ROOMIES

U5 YOUNGER URBAN MIX — YOUNGER SINGLES & COUPLES Y2
Young, diverse lower-middle-income city dwellers

Rank:	5
Hhlds:	2,124
Hhld %:	11.25
% in Benchmark:	2.06
Index:	547

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.

Psychographics | SocialValues Overview

Trade Area: London - Hamilton Road BIA

⬆ Strong Values

Values	Index
Financial Concern Regarding the Future	130
Ethical Consumerism	127
Aversion to Complexity	126
Flexible Families	124
Rejection of Inequality	120
Primacy of Environmental Protection	119
Ecological Concern	115
Multiculturalism	114
Rejection of Orderliness	114
Fulfilment Through Work	113

⬇ Weak Values

Values	Index
Religiosity	78
Legacy	82
Need for Status Recognition	83
Traditional Family	83
Vitality	84
Importance of Brand	85
Ostentatious Consumption	85
Consumption Evangelism	86
Effort Toward Health	87
Financial Security	87

⭐ 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.

Ethical Consumerism

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

Aversion to Complexity

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

⭐ Descriptions | Top 3 Weak Values

Religiosity

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

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.

Need for Status Recognition

Desire to be held in esteem and respect by others, and to express one's social standing or aspired status, through a display of fine manners, good taste, style or "chic".

Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: London - Hamilton Road BIA   **WealthScapes Households:** 18,730

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 63,419	$ 52,132	$ 35,299	$ 1,555
Index: 55	Index: 57	Index: 55	Index: 43

WEALTH*   ## ASSETS*

	Net Worth	Savings	Investments	Unlisted Shares	Real Estate	Liquid Assets
% Holders	99.1% Index: 99	93.8% Index: 99	45.0% Index: 75	9.6% Index: 77	40.7% Index: 54	96.5% Index: 98
Balance	$268,596	$43,473	$185,101	$221,104	$398,990	$152,187
	Index: 36	Index: 57	Index: 55	Index: 70	Index: 53	Index: 46

DEBT*   ## FINANCIAL RATIO

	Consumer Debt	Mortgage Debt	Debt:Asset
% Holders	85.8% Index: 94	24.3% Index: 52	0.19% Index: 92
Balance	$29,847	$159,808	
	Index: 45	Index: 54	

Benchmark: Southern Ontario

% Holders represent where customers are found.

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

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Index Colours:	<80	80 - 110	110+

Financial | WealthScapes - Ratios

Trade Area: London - Hamilton Road BIA

WealthScapes Households: 18,730

FINANCIAL RATIOS*

Debt: Asset	Debt: Liquid Assets	Consumer Debt - Discr. Income	Savings - Investments
0.19	0.44	0.73	0.76
Index:92	Index: 72	Index:78	Index:127
Pension - Non-Pension Assets	Real Estate Assets - Liq. Assets	Mortgage - Real Estate Assets	Mortgage - Consumer Debt
0.32	1.11	0.24	1.52
Index:145	Index:63	Index:98	Index:66

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: London - Hamilton Road BIA

Households: 18,885

Total Aggregate Current Consumption: $875,210,858

Average Current Consumption	Average Household Income	Average Disposable Income
$46,344	$62,106	$50,726
Index: 57	Index: 54	Index: 56

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$12,651	27.3%
Index 60	Index 106

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$7,428	16.0%
Index 58	Index 102

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$6,807	14.7%
Index 49	Index 87

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$3,466	7.5%
Index 63	Index 112

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$3,100	6.7%
Index 54	Index 95

Tobacco and Alcohol
Avg. Dollars/Household	Pct. of Total Expenditure
$2,844	6.1%
Index 80	Index 141

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$2,209	4.8%
Index 46	Index 81

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$1,957	4.2%
Index 59	Index 104

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$1,849	4.0%
Index 46	Index 82

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 - Hamilton Road BIA   **Households:** 18,885

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$62,106	$7,428	$2,564	$4,864
Index: 54	Index: 58	Index: 64	Index: 56

Total Aggregate Food Expenditure: $ 140,284,921

Bakery		Cereal Products		Fruit and nuts	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$486	10.0%	$314	6.5%	$571	11.7%
Index: 56	Index: 100	Index: 62	Index: 111	Index: 52	Index: 94

Vegetables		Dairy products & Eggs		Meat	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$480	9.9%	$734	15.1%	$809	16.6%
Index: 52	Index: 93	Index: 57	Index: 103	Index: 51	Index: 93

Fish & Seafood		Beverages & Other Food	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$125	2.6%	$1,347	27.7%
Index: 43	Index: 77	Index: 61	Index: 110

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Post COVID-19 Activities

Behavioural-Vividata | Post COVID-19

ENVIRONICS ANALYTICS

Trade Area: London - Hamilton Road BIA   **Household Population 14+:** 30,858

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	15.7	11.0	143
Going to restaurants, bars or night clubs	53.2	55.1	97
Having physical Contact with family and friends	56.1	57.7	97
Participating in group activities	37.9	38.7	98
Partying	17.3	15.8	110
Seeing family and friends in person	62.5	62.8	100
Entertainment			
Attending events, festivals or concerts	41.5	42.9	97
Attending sports events (excludes professional sports)	17.0	18.2	93
Attending to professional sports events or games	25.2	25.4	99
Going to the movies	42.9	45.7	94
Movement & Travel			
Driving more	14.2	16.1	88
Shopping in-store	40.3	42.9	94
Spending time outdoors	33.9	32.5	104
Travelling outside of Canada/ abroad	47.5	53.2	89
Travelling within Canada	47.7	49.9	96
Using public transit	12.3	13.7	90
Personal			
Getting back to old habits	36.2	36.2	100
Going to a salon, barber shop or spa	30.4	33.7	90
Going to the gym	19.4	22.6	86
Education/Work			
Children going back to school	17.9	20.3	88
Going back to work	18.6	17.6	106
Other			
Not Stated	0.3	0.6	52

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 - Hamilton Road BIA

Household Population 14+: 30,858

RADIO
Listeners: 75.6%
Index: 93

7.1 Hours/Week*
Index: 95

Top Formats

Format	Trade Area	Benchmark
Dance	14.6%	11.2%
Classical	16.5%	13.4%
Traditional Country	14.0%	11.4%

- Trade Area
- Benchmark

TELEVISION
Viewers: 93.8%
Index: 99

22.1 Hours/Week*
Index: 106

Top Program Types

Program Type	Trade Area	Benchmark
Adult Animated Series	37.1%	30.8%
Paranormal	25.6%	21.9%
Teen Dramas	23.4%	20.3%

- Trade Area
- Benchmark

NEWSPAPER
Readers: 29.1%
Index: 99

0.6 Hours/Week*
Index: 97

Top Sections Read

Section	Trade Area	Benchmark
Local News	23.3%	22.5%
Puzzles and Games	10.9%	10.7%
World News	21.0%	21.0%

- Trade Area
- Benchmark

MAGAZINE
Readers: 69.7%
Index: 96

1.6 Hours/Month*
Index: 113

Top Titles

Title	Trade Area	Benchmark
NOW	9.5%	7.8%
FASHION Magazine	12.8%	10.9%
ELLE CANADA	13.9%	12.2%

- Trade Area
- Benchmark

INTERNET
Users: 97.1%
Index: 99

23.8 Hours online past week*
Index: 108

Top Activities

Activity	Trade Area	Benchmark
Gambling	13.1%	10.5%
Watched Long Form Videos	55.8%	48.4%
Career/Job Search	34.7%	30.3%

- Trade Area
- Benchmark

DIRECT/OUTDOOR

2 Times used public transit past week*
Index: 88

Top DM Formats Used to Plan/Make Purchases

Format	Trade Area	Benchmark
Newsletters	7.9%	7.2%
Addressed Mail Offers	8.5%	8.2%
Coupon Booklets	14.4%	14.2%

- Trade Area
- Benchmark

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

ENVIRONICS
ANALYTICS

Trade Area: London - Hamilton Road BIA

Household Population 18+: 29,959

FACEBOOK
81.5% currently use
Index: **105**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Read news feed	48.3%	42.7%
Cmt/Like other users' posts	31.7%	27.6%
Use Messenger	27.4%	23.4%

TWITTER
32.8% currently use
Index: **112**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Read tweets	14.3%	14.2%
Watch videos	6.9%	6.4%
Tweet	5.3%	4.4%

INSTAGRAM
40.4% currently use
Index: **104**

Top Activities (Daily)

Activity	Trade Area	Benchmark
View photos/videos	8.5%	8.5%
Like photos/videos	7.5%	6.7%
Send direct messages	4.3%	3.7%

LINKEDIN
39.1% currently use
Index: **94**

Top Activities (Weekly)

Activity	Trade Area	Benchmark
Read your newsfeed	5.3%	4.7%
View a job posting	3.2%	3.9%
Watch videos	2.7%	3.1%

YOUTUBE
68.1% currently use
Index: **97**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Watch videos	26.1%	28.0%
Like/dislike videos	9.3%	8.1%
Watch live videos	7.5%	6.8%

SNAPCHAT
15.4% currently use
Index: **119**

Top Activities (Weekly)

Activity	Trade Area	Benchmark
Receive photos/videos	6.1%	6.6%
Send direct text messages	5.6%	5.9%
Send photos/videos	5.4%	5.7%

WHATSAPP
37.0% currently use
Index: **86**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Send/receive images	4.6%	6.0%
Send/receive messages	4.2%	5.7%
Use group chats	3.4%	4.6%

Benchmark: Southern Ontario

Chosen and ranked by percent composition

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Usage

Trade Area: London - Hamilton Road BIA

Household Population 18+: 29,959

FRIENDS IN ALL SM NETWORKS	FREQUENCY OF USE (DAILY)	BRAND INTERACTION	NO. OF BRANDS INTERACTED
34.8% Index:98	**61.8%** Index:110	**37.4%** Index:109	**29.5%** Index:96
0-49 friends	Facebook	Like brand on Facebook	2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
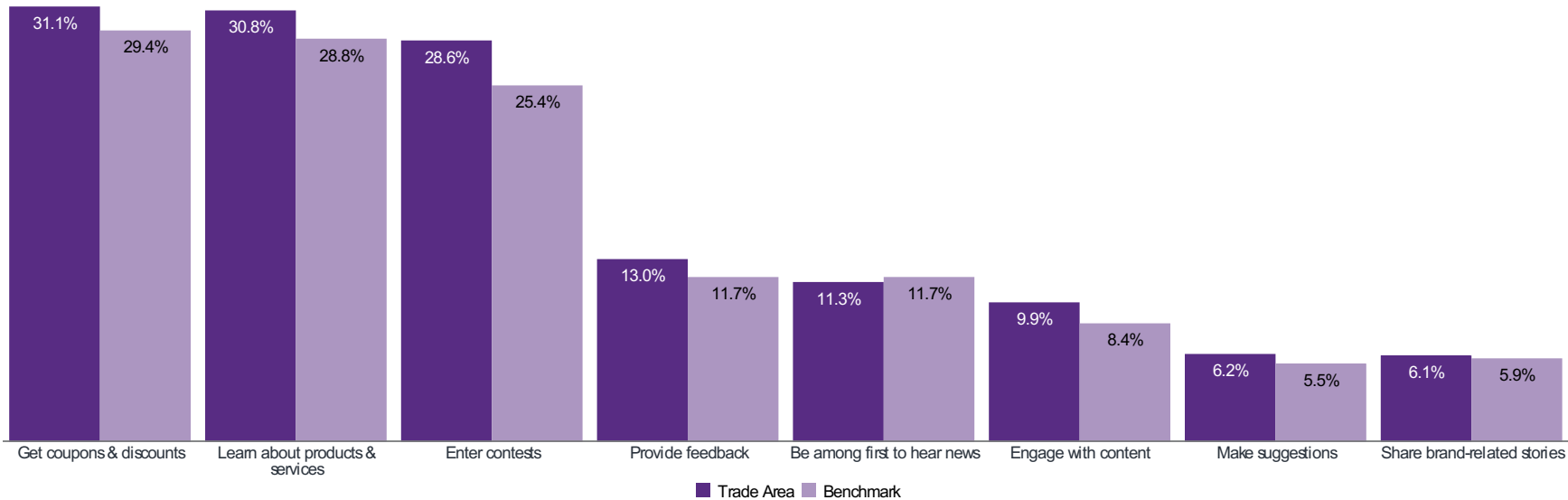
Category	Trade Area	Benchmark
Get coupons & discounts	31.1%	29.4%
Learn about products & services	30.8%	28.8%
Enter contests	28.6%	25.4%
Provide feedback	13.0%	11.7%
Be among first to hear news	11.3%	11.7%
Engage with content	9.9%	8.4%
Make suggestions	6.2%	5.5%
Share brand-related stories	6.1%	5.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

19

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: London - Hamilton Road BIA

Total Household Population 18+: 29,959

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

% Comp **87.7**   Index **100**

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

% Comp **48.5**   Index **100**

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

% Comp **82.3**   Index **98**

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

% Comp **38.9**   Index **95**

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

% Comp **55.9**   Index **99**

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

% Comp **29.0**   Index **96**

Opticks eShopper | Purchase Preference by Category

ENVIRONICS ANALYTICS

Trade Area: London - Hamilton Road BIA

Total Household Population 18+: 29,959

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)
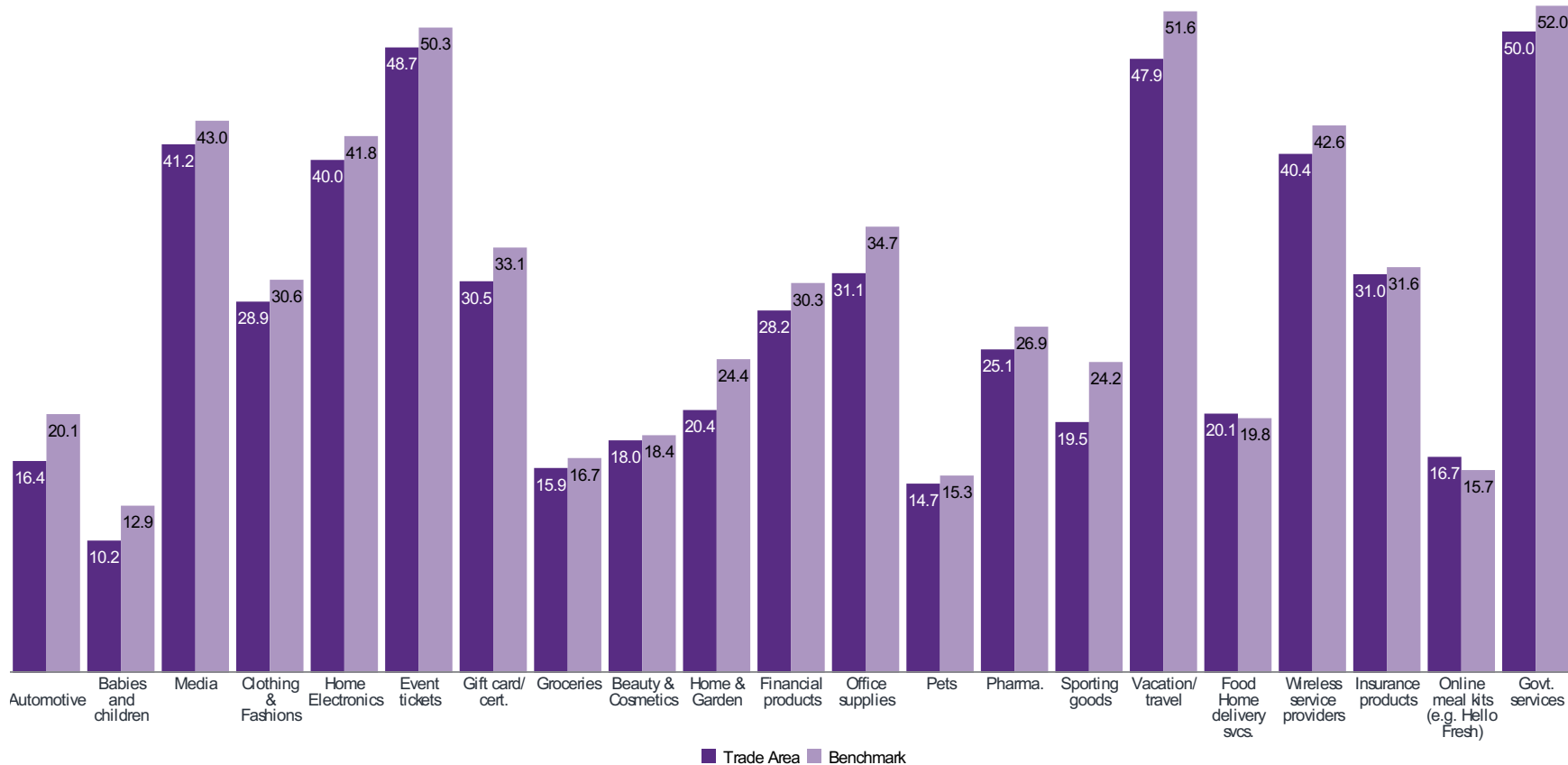
Category	Trade Area	Benchmark
Automotive	16.4	20.1
Babies and children	10.2	12.9
Media	41.2	43.0
Clothing & Fashions	28.9	30.6
Home Electronics	40.0	41.8
Event tickets	48.7	50.3
Gift card/ cert.	30.5	33.1
Groceries	15.9	16.7
Beauty & Cosmetics	18.0	18.4
Home & Garden	20.4	24.4
Financial products	28.2	30.3
Office supplies	31.1	34.7
Pets	14.7	15.3
Pharma.	25.1	26.9
Sporting goods	19.5	24.2
Vacation/ travel	47.9	51.6
Food Home delivery svcs.	20.1	19.8
Wireless service providers	40.4	42.6
Insurance products	31.0	31.6
Online meal kits (e.g. Hello Fresh)	16.7	15.7
Govt. services	50.0	52.0

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: London - Hamilton Road BIA

Total Household Population 18+: 29,959

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	62.6% Index:102	35.4% Index:96	14.2% Index:115	3.0% Index:93
Purchase preference	77.8% Index:103	28.9% Index:94	10.3% Index:105	3.1% Index:122
Customer Service	63.4% Index:103	17.8% Index:99	6.7% Index:117	19.9% Index:92

AMOUNT SPENT [PST 12 MTHS]

Range	Trade Area	Benchmark
Less than $50 (!)	2.2%	2.0%
$50-$99	4.9%	4.5%
$100-$249	10.1%	10.8%
$250-$499	9.2%	9.5%
$500-$999	3.6%	4.4%
$1000 or more	2.0%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home Electronics & Computers Deep Dive

Trade Area: London - Hamilton Road BIA

Total Household Population 18+: 29,959

BEHAVIOURAL PREFERENCES BY CHANNEL

HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	52.1% Index:104	52.1% Index:95	15.4% Index: 98	8.4% Index: 102
Purchase preference	67.1% Index: 98	40.0% Index:96	12.3% Index:111	6.6% Index: 103
Customer Service	56.8% Index:101	26.3% Index:106	9.0% Index: 121	37.4% Index: 101

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	3.9%	6.2%	5.8%	4.9%	5.4%
Benchmark	4.3%	6.4%	6.2%	6.1%	6.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive
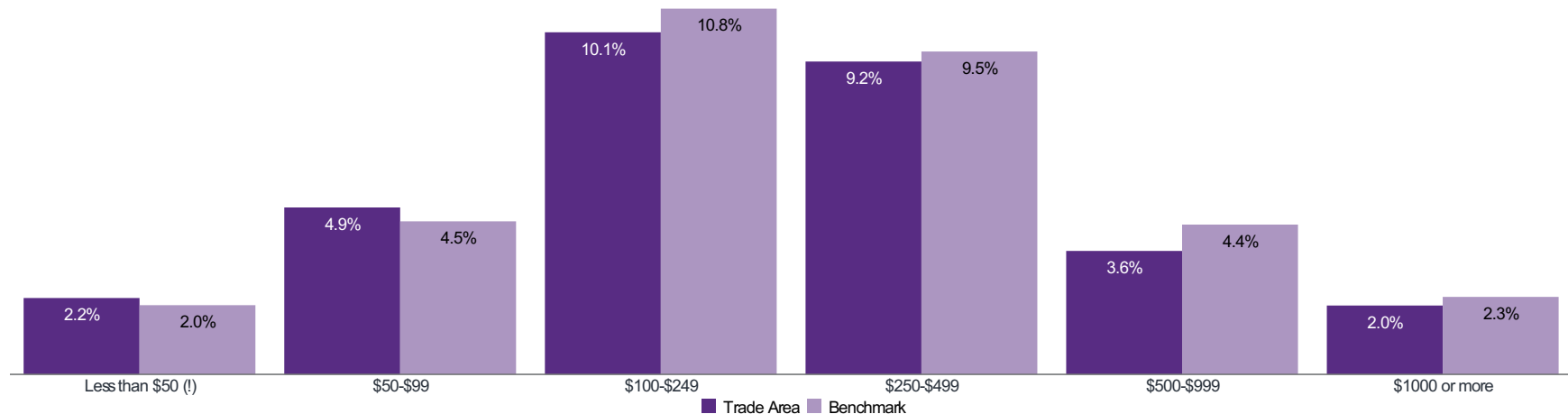
ENVIRONICS ANALYTICS

Trade Area: London - Hamilton Road BIA

Total Household Population 18+: 29,959

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	50.6% Index:**106**	33.5% Index:**95**	10.7% Index:**97**	3.6% Index:**101**
Purchase preference	63.3% Index:**105**	30.5% Index:**92**	8.0% Index:**91**	3.7% Index:**119**
Customer Service	44.5% Index:**105**	21.2% Index:**103**	6.1% Index:**100**	27.4% Index:**99**

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.7%	4.7%	6.1%	2.4%	1.7%
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.

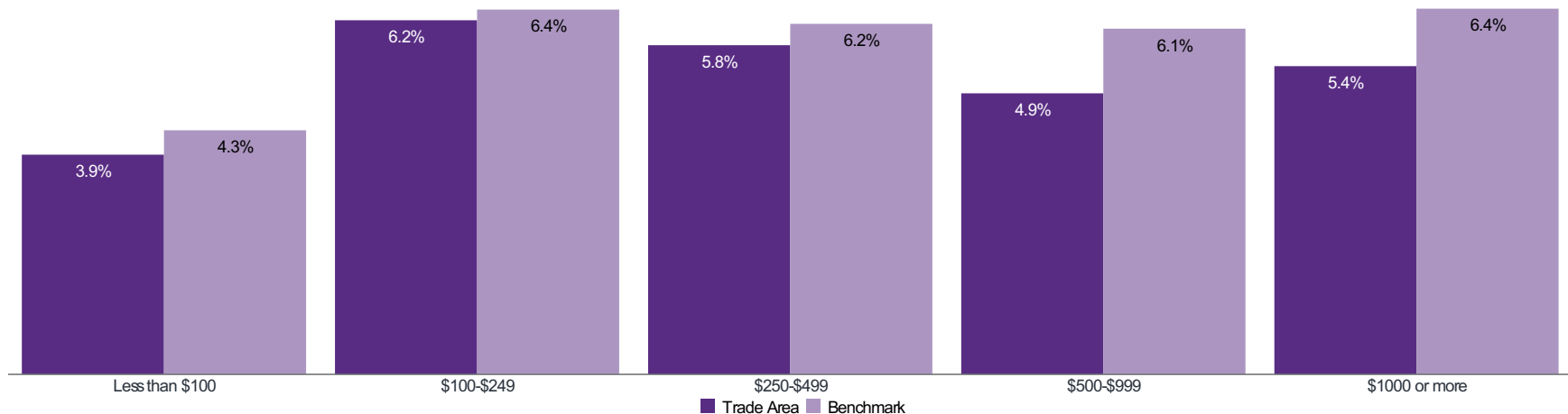| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: London - Hamilton Road BIA

Total Household Population 18+: 29,959

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	71.0% Index:98	25.6% Index:104	11.3% Index:102	4.2% Index:154
Purchase preference	83.4% Index:100	15.9% Index:95	7.3% Index:118	3.0% Index:123
Customer Service	69.8% Index:100	11.4% Index:99	4.0% Index:101	19.5% Index:104

AMOUNT SPENT [PST 12 MTHS]

Bar chart with Trade Area and Benchmark values:
- Less than $50 (!): 2.1% / 1.6%
- $50-$99 (!): 1.4% / 1.9%
- $100-$249: 3.9% / 3.8%
- $250-$499: 3.4% / 3.1%
- $500-$999: 3.8% / 3.0%
- $1000 or more: 5.8% / 6.9%

Trade Area, Benchmark

(!) 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

ENVIRONICS
ANALYTICS

Trade Area: London - Hamilton Road BIA

Total Household Population 18+: 29,959

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	37.2% Index:**105**	22.9% Index:**104**	8.4% Index:**103**	2.9% Index:**102**
Purchase preference	47.5% Index:**103**	18.0% Index:**98**	6.7% Index:**105**	3.0% Index:**133**
Customer Service	38.6% Index:**106**	12.9% Index:**103**	3.9% Index:**90**	14.3% Index:**97**

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	4.2%	3.5%	5.3%	2.4%	1.5%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

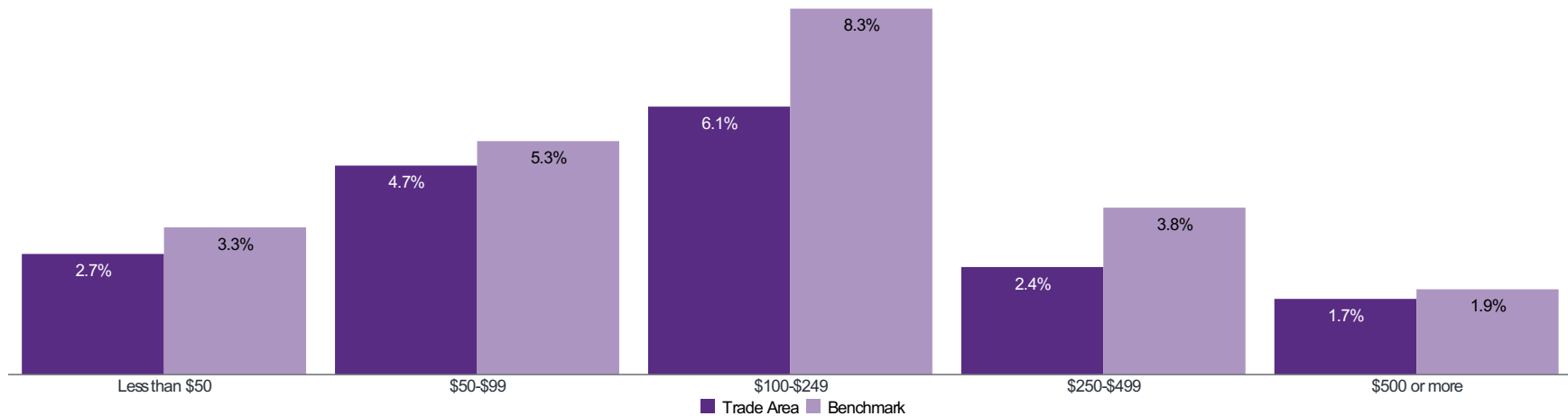# Opticks eShopper | Home & Garden Deep Dive

Trade Area: London - Hamilton Road BIA

Total Household Population 18+: 29,959

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	47.3% Index:**91**	35.6% Index:**94**	10.6% Index:**93**	5.2% Index:**91**
Purchase preference	62.5% Index:**92**	20.4% Index:**84**	7.4% Index:**105**	3.2% Index:**90**
Customer Service	49.4% Index:**91**	16.2% Index:**101**	5.2% Index:**109**	20.3% Index:**89**

AMOUNT SPENT [PST 12 MTHS]
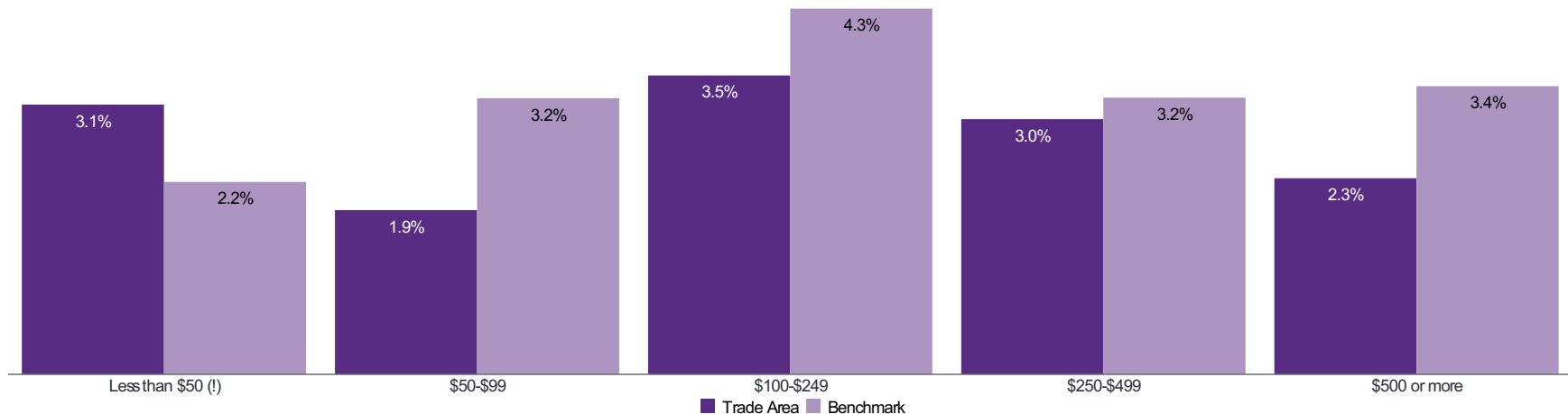
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	3.1%	1.9%	3.5%	3.0%	2.3%
Benchmark	2.2%	3.2%	4.3%	3.2%	3.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

28

Opticks eShopper | Sporting Goods Deep Dive

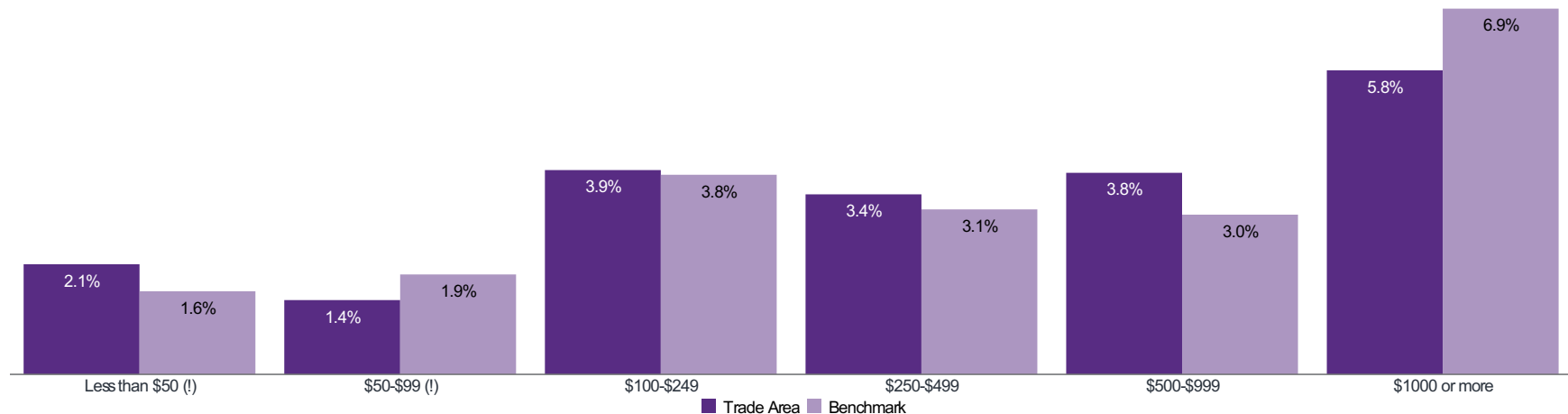**ENVIRONICS** ANALYTICS

Trade Area: London - Hamilton Road BIA

Total Household Population 18+: 29,959

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	36.6% Index:94	28.0% Index:87	9.8% Index:93	5.0% Index:128
Purchase preference	47.5% Index:91	19.5% Index:81	8.4% Index:111	3.4% Index:112
Customer Service	39.1% Index:93	13.8% Index:91	5.5% Index:107	18.1% Index:89

AMOUNT SPENT [PST 12 MTHS]
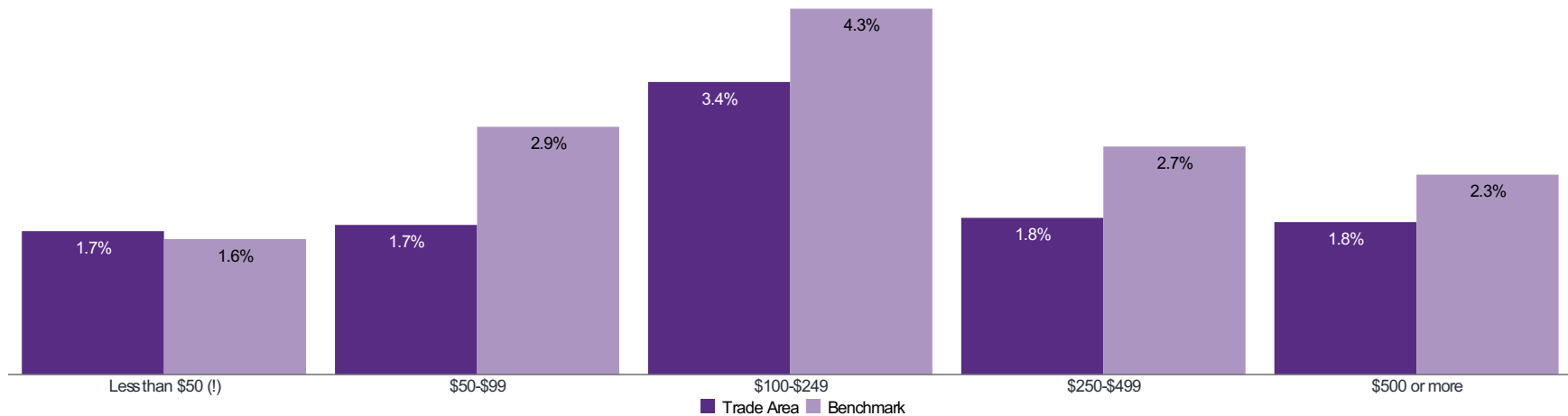
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.7%	1.7%	3.4%	1.8%	1.8%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

■ Trade Area ■ Benchmark

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Vacation/Travel Deep Dive

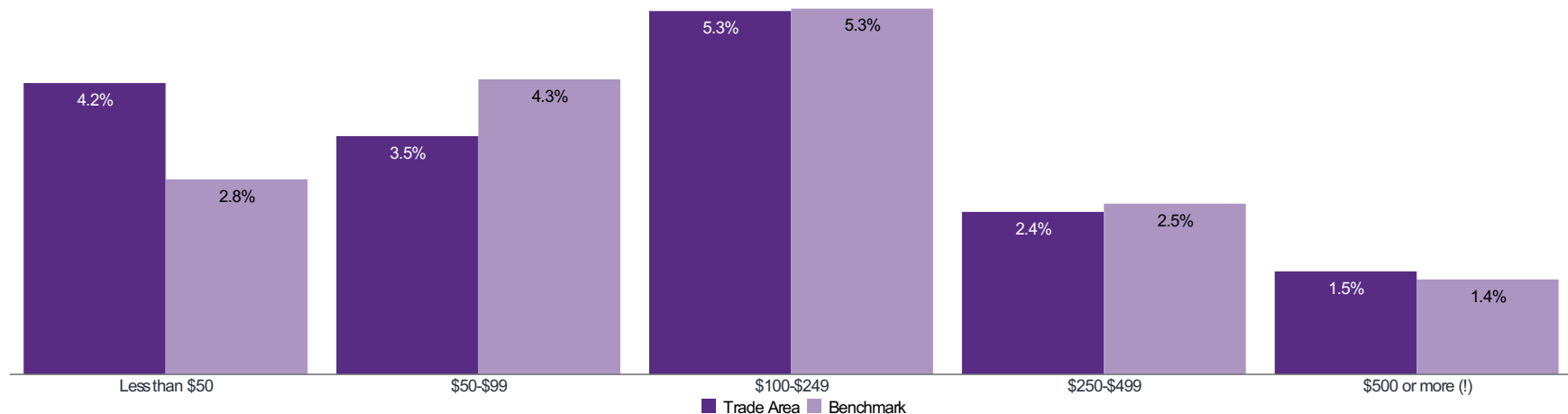**Trade Area:** London - Hamilton Road BIA

Total Household Population 18+: 29,959

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	20.9% Index:**102**	55.8% Index:**96**	14.8% Index:**99**	14.7% Index:**91**
Purchase preference	29.4% Index:**102**	47.9% Index:**93**	7.4% Index:**97**	14.9% Index:**83**
Customer Service	31.8% Index:**109**	27.9% Index:**102**	5.8% Index:**84**	42.0% Index:**96**

AMOUNT SPENT [PST 12 MTHS]
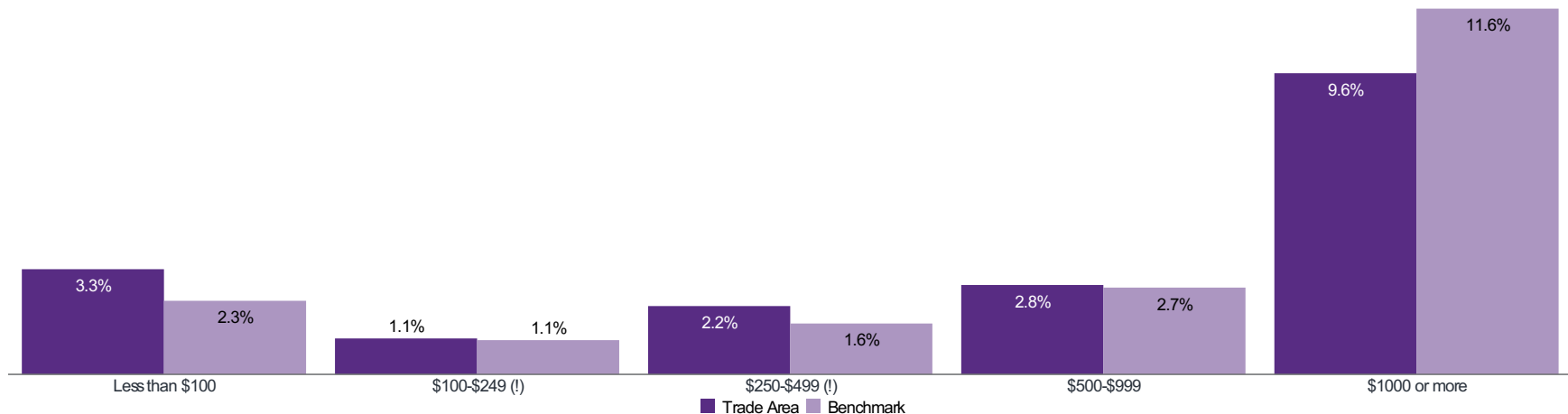
	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	3.3%	1.1%	2.2%	2.8%	9.6%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

■ 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 - Hamilton Road BIA

Households: 18,885

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY
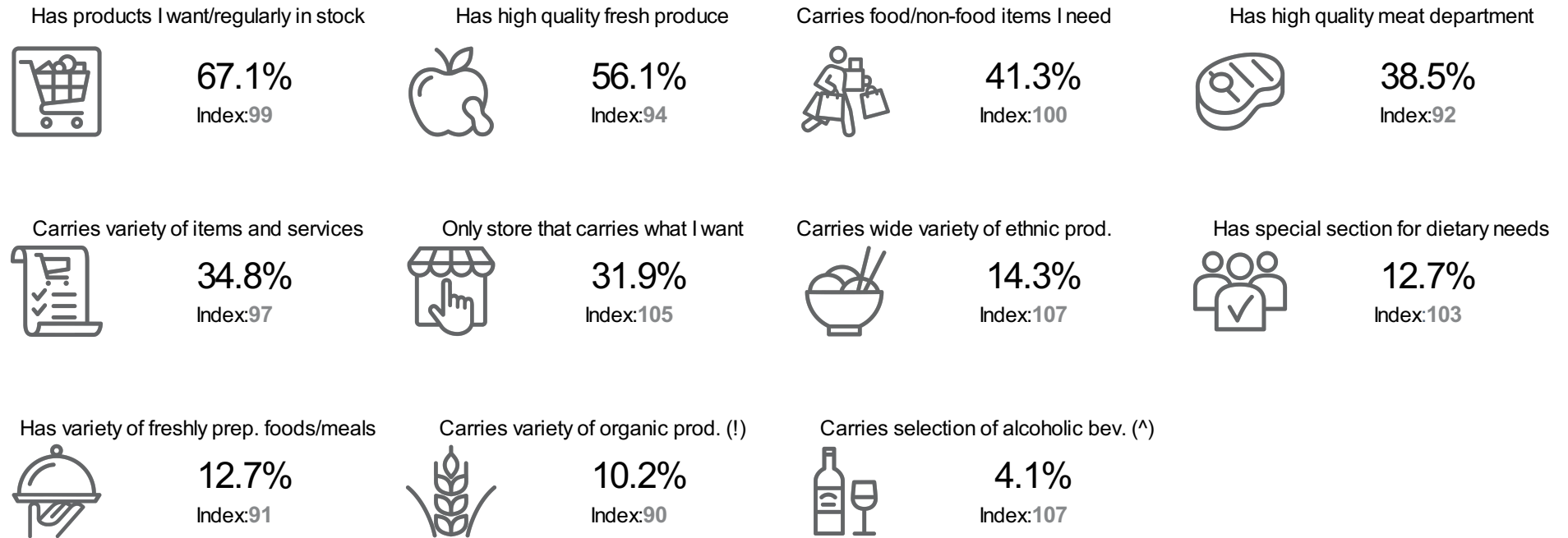
Has products I want/regularly in stock	Has high quality fresh produce	Carries food/non-food items I need	Has high quality meat department
67.1%	56.1%	41.3%	38.5%
Index:99	Index:94	Index:100	Index:92

Carries variety of items and services	Only store that carries what I want	Carries wide variety of ethnic prod.	Has special section for dietary needs
34.8%	31.9%	14.3%	12.7%
Index:97	Index:105	Index:107	Index:103

Has variety of freshly prep. foods/meals	Carries variety of organic prod. (!)	Carries selection of alcoholic bev. (^)	
12.7%	10.2%	4.1%	
Index:91	Index:90	Index:107	

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+

32

ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS
ANALYTICS

Trade Area: London - Hamilton Road BIA

Households: 18,885

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me

65.4%

Index: 110

Organized layout makes it easy to shop

42.4%

Index: 102

Easy to get in and get out quickly

42.0%

Index: 98

Staff are friendly and knowledgeable

35.2%

Index: 104

Short checkout lines/fast checkout

33.0%

Index: 93

Has extended hours

25.8%

Index: 94

I like the store ambiance

22.4%

Index: 112

Has self-checkout

13.8%

Index: 101

Offers an online shopping option (!)

8.4%

Index: 95

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

ShopperChoice | Store Loyalty - Price and Promo

Trade Area: London - Hamilton Road BIA

Households: 18,885

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Discover good value when shopping

66.4%

Index: **100**

Store has great sales and promotions

65.3%

Index: **97**

Store has the lowest prices overall

62.2%

Index: **107**

Store has a customer loyalty card program

49.2%

Index: **99**

Has loyalty prog. app and offers pers. promos

32.3%

Index: **110**

I'm loyal to their store brands

23.5%

Index: **102**

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	41.8	40.2	0.5	104
Leave the store and buy it elsewhere	27.2	30.9	0.4	88
Purchase another brand	21.8	21.2	0.5	103
Purchase another size or variety of the same brand (!)	9.3	7.7	0.6	120

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

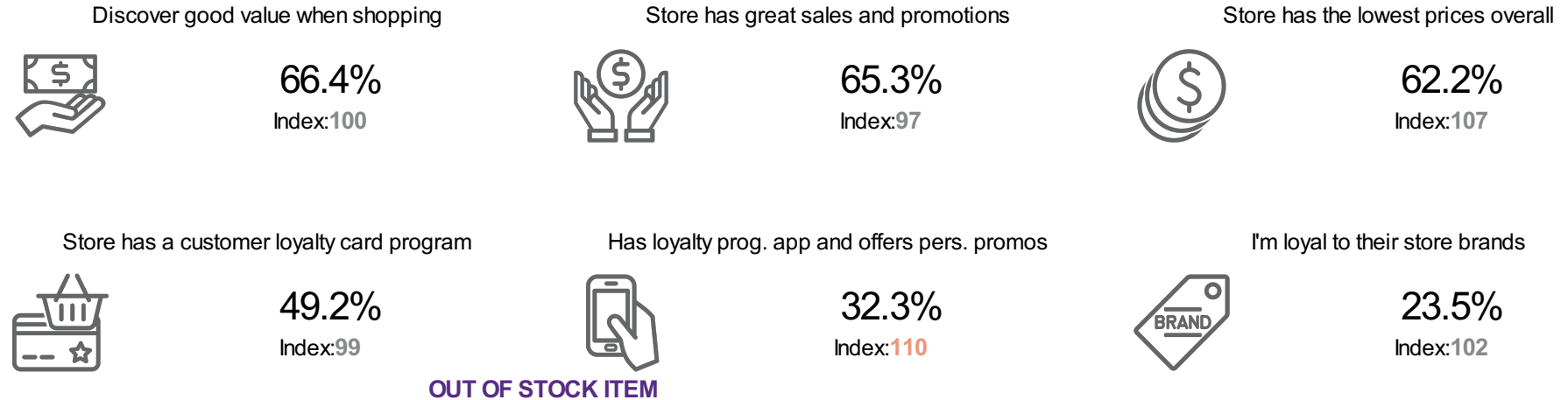## 2019 London - Hamilton Road BIA Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+ #	% of Total	Spring 2019 #	% of Total	% Pen	Index	Summer 2019 #	% of Total	% Pen	Index	Fall 2019 #	% of Total	% Pen	Index	Winter 2019 #	% of Total	% Pen	Index	Full Year 2019 #	% of Total	% Pen	Index
	Total	19,302,713	100%	527,110	100%	2.73%	100	523,680	100%	2.71%	100	439,947	100%	2.28%	100	482,722	100%	2.50%	100	797,932	100%	4.13%	100
3539036	London, ON (CY)	349,526	1.81%	218,193	41.39%	62.43%	2286	215,395	41.13%	61.62%	2271	207,292	47.12%	59.31%	2602	205,503	42.57%	58.79%	2351	251,594	31.53%	71.98%	1741
3520005	Toronto, ON (C)	2,568,898	13.31%	27,458	5.21%	1.07%	39	29,406	5.62%	1.14%	42	22,189	5.04%	0.86%	38	22,587	4.68%	0.88%	35	54,973	6.89%	2.14%	52
3525005	Hamilton, ON (C)	483,265	2.50%	11,599	2.20%	2.40%	88	12,866	2.46%	2.66%	98	8,107	1.84%	1.68%	74	10,361	2.15%	2.14%	86	24,070	3.02%	4.98%	120
3534021	St. Thomas, ON (CY)	34,774	0.18%	17,041	3.23%	49.01%	1795	17,133	3.27%	49.27%	1816	14,514	3.30%	41.74%	1831	15,602	3.23%	44.87%	1794	21,168	2.65%	60.87%	1473
3530013	Kitchener, ON (CY)	212,928	1.10%	10,691	2.03%	5.02%	184	9,101	1.74%	4.27%	158	7,012	1.59%	3.29%	144	8,123	1.68%	3.81%	153	19,147	2.40%	8.99%	218
3521010	Brampton, ON (CY)	596,084	3.09%	8,966	1.70%	1.50%	55	10,876	2.08%	1.82%	67	6,562	1.49%	1.10%	48	8,957	1.86%	1.50%	60	18,642	2.34%	3.13%	76
3521005	Mississauga, ON (CY)	642,951	3.33%	9,013	1.71%	1.40%	51	9,530	1.82%	1.48%	55	6,628	1.51%	1.03%	45	7,844	1.62%	1.22%	49	18,033	2.26%	2.80%	68
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	9,936	1.88%	11.46%	420	9,360	1.79%	10.80%	398	7,011	1.59%	8.09%	355	9,417	1.95%	10.86%	434	17,532	2.20%	20.22%	489
3537039	Windsor, ON (CY)	191,749	0.99%	8,138	1.54%	4.24%	155	9,587	1.83%	5.00%	184	5,428	1.23%	2.83%	124	7,476	1.55%	3.90%	156	17,529	2.20%	9.14%	221
3538030	Sarnia, ON (CY)	62,178	0.32%	7,712	1.46%	12.40%	454	6,953	1.33%	11.18%	412	4,781	1.09%	7.69%	337	7,429	1.54%	11.95%	478	13,160	1.65%	21.16%	512

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

2019 London - Hamilton Road BIA Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2019 Visitors #	% Pen	Summer 2019 Visitors #	% Pen	Fall 2019 Visitors #	% Pen	Winter 2019 Visitors #	% Pen	Full Year 2019 Visitors #	% Pen
30,602	23,329	76.2	23,318	76.2	23,199	75.8	21,537	70.4	26,167	85.5

2019 London - Hamilton Road BIA 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	813,340	26,167	3.2	787,173	96.8

ENVIRONICS ANALYTICS

2020 London - Hamilton Road BIA 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%	277,378	100%	1.44%	100	378,458	100%	1.96%	100	364,451	100%	1.89%	100	377,071	100%	1.95%	100	577,494	100%	2.99%	100
3539036	London, ON (CY)	349,526	1.81%	164,429	59.28%	47.04%	3274	189,832	50.16%	54.31%	2770	188,343	51.68%	53.89%	2854	183,836	48.75%	52.60%	2692	231,527	40.09%	66.24%	2214
3520005	Toronto, ON (C)	2,568,898	13.31%	8,483	3.06%	0.33%	23	16,455	4.35%	0.64%	33	15,469	4.24%	0.60%	32	16,144	4.28%	0.63%	32	31,555	5.46%	1.23%	41
3534021	St. Thomas, ON (CY)	34,774	0.18%	10,657	3.84%	30.65%	2133	12,198	3.22%	35.08%	1789	13,523	3.71%	38.89%	2060	13,101	3.47%	37.67%	1929	18,171	3.15%	52.25%	1747
3525005	Hamilton, ON (C)	483,265	2.50%	3,211	1.16%	0.66%	46	5,164	1.36%	1.07%	55	5,903	1.62%	1.22%	65	7,502	1.99%	1.55%	79	13,284	2.30%	2.75%	92
3521005	Mississauga, ON (CY)	642,951	3.33%	2,977	1.07%	0.46%	32	7,146	1.89%	1.11%	57	6,366	1.75%	0.99%	52	5,754	1.53%	0.89%	46	12,702	2.20%	1.98%	66
3521010	Brampton, ON (CY)	596,084	3.09%	2,946	1.06%	0.49%	34	6,252	1.65%	1.05%	53	6,175	1.69%	1.04%	55	5,089	1.35%	0.85%	44	11,956	2.07%	2.01%	67
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	3,771	1.36%	4.35%	303	5,912	1.56%	6.82%	348	5,036	1.38%	5.81%	308	5,868	1.56%	6.77%	346	11,758	2.04%	13.56%	453
3530013	Kitchener, ON (CY)	212,928	1.10%	2,534	0.91%	1.19%	83	5,072	1.34%	2.38%	121	4,646	1.27%	2.18%	116	6,132	1.63%	2.88%	147	11,316	1.96%	5.31%	178
3532042	Woodstock, ON (CY)	38,475	0.20%	4,069	1.47%	10.57%	736	5,317	1.40%	13.82%	705	5,111	1.40%	13.28%	704	6,423	1.70%	16.69%	855	10,062	1.74%	26.15%	874
3537039	Windsor, ON (CY)	191,749	0.99%	1,880	0.68%	0.98%	68	4,915	1.30%	2.56%	131	3,431	0.94%	1.79%	95	4,029	1.07%	2.10%	108	8,543	1.48%	4.46%	149

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

2020 London - Hamilton Road BIA 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
30,602	20,810	68.0	21,743	71.1	19,468	63.6	19,364	63.3	23,329	76.2

2020 London - Hamilton Road BIA 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	584,116	23,329	4.0	560,787	96.0

ENVIRONICS ANALYTICS

2021 London - Hamilton Road BIA 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+ #	Total Household Population 15+ % of Total	Spring 2021 #	Spring 2021 % of Total	Spring 2021 % Pen	Spring 2021 Index	Summer 2021 #	Summer 2021 % of Total	Summer 2021 % Pen	Summer 2021 Index	Fall 2021 #	Fall 2021 % of Total	Fall 2021 % Pen	Fall 2021 Index	Winter 2021 #	Winter 2021 % of Total	Winter 2021 % Pen	Winter 2021 Index	Full Year 2021 #	Full Year 2021 % of Total	Full Year 2021 % Pen	Full Year 2021 Index
	Total	**19,302,713**	**100%**	**289,334**	**100%**	**1.50%**	**100**	**529,758**	**100%**	**2.74%**	**100**	**522,693**	**100%**	**2.71%**	**100**	**365,704**	**100%**	**1.89%**	**100**	**706,608**	**100%**	**3.66%**	**100**
3539036	London, ON (CY)	349,526	1.81%	149,001	51.50%	42.63%	2844	201,846	38.10%	57.75%	2104	216,452	41.41%	61.93%	2287	190,065	51.97%	54.38%	2870	237,724	33.64%	68.01%	1858
3520005	Toronto, ON (C)	2,568,898	13.31%	15,019	5.19%	0.58%	39	36,912	6.97%	1.44%	52	34,744	6.65%	1.35%	50	14,894	4.07%	0.58%	31	55,018	7.79%	2.14%	59
3521005	Mississauga, ON (CY)	642,951	3.33%	5,192	1.79%	0.81%	54	13,628	2.57%	2.12%	77	11,537	2.21%	1.79%	66	6,566	1.80%	1.02%	54	19,372	2.74%	3.01%	82
3521010	Brampton, ON (CY)	596,084	3.09%	3,437	1.19%	0.58%	38	12,677	2.39%	2.13%	77	11,527	2.21%	1.93%	71	6,918	1.89%	1.16%	61	18,258	2.58%	3.06%	84
3534021	St. Thomas, ON (CY)	34,774	0.18%	9,732	3.36%	27.99%	1867	13,853	2.61%	39.84%	1452	14,928	2.86%	42.93%	1585	13,538	3.70%	38.93%	2055	17,434	2.47%	50.13%	1370
3525005	Hamilton, ON (C)	483,265	2.50%	3,755	1.30%	0.78%	52	9,447	1.78%	1.95%	71	11,945	2.29%	2.47%	91	5,270	1.44%	1.09%	58	17,023	2.41%	3.52%	96
3530013	Kitchener, ON (CY)	212,928	1.10%	3,398	1.17%	1.60%	106	7,694	1.45%	3.61%	132	8,174	1.56%	3.84%	142	5,678	1.55%	2.67%	141	13,804	1.95%	6.48%	177
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	3,351	1.16%	3.86%	258	9,614	1.81%	11.09%	404	8,019	1.53%	9.25%	342	4,856	1.33%	5.60%	296	13,481	1.91%	15.55%	425
3537039	Windsor, ON (CY)	191,749	0.99%	2,655	0.92%	1.38%	92	10,231	1.93%	5.34%	194	6,311	1.21%	3.29%	122	2,884	0.79%	1.50%	79	13,133	1.86%	6.85%	187
3539015	Strathroy-Caradoc, ON (MU)	19,358	0.10%	4,658	1.61%	24.06%	1605	7,496	1.42%	38.72%	1411	8,886	1.70%	45.90%	1695	5,840	1.60%	30.17%	1592	10,156	1.44%	52.47%	1433

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

2021 London - Hamilton Road BIA Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2021 Visitors #	Spring 2021 Visitors % Pen	Summer 2021 Visitors #	Summer 2021 Visitors % Pen	Fall 2021 Visitors #	Fall 2021 Visitors % Pen	Winter 2021 Visitors #	Winter 2021 Visitors % Pen	Full Year 2021 Visitors #	Full Year 2021 Visitors % Pen
30,602	18,322	59.9	21,431	70.0	20,148	65.8	19,413	63.4	22,943	75.0

2021 London - Hamilton Road BIA 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	721,826	22,943	3.2	698,884	96.8

Customers: London_Hamilton Road BIA - FY 2021: Sum_Unique_Visitors

Total Customers:610,050

Top 5 segments represent **27.0%** of customers in Southern Ontario

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33 NEW COUNTRY

R1 UPPER-MIDDLE RURAL | MIDDLE-AGE FAMILIES F3
Middle-aged, middle-income rural couples and families
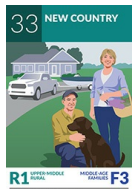
Rank:	1
Customers:	40,883
Customers %:	6.70
% in Benchmark:	2.74
Index:	245

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.
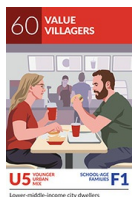
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19 FAMILY MODE

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

Rank:	2
Customers:	39,210
Customers %:	6.43
% in Benchmark:	4.68
Index:	137

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 | OLDER FAMILIES & EMPTY NESTS M1
Older and mature city homeowners

Rank:	3
Customers:	35,550
Customers %:	5.83
% in Benchmark:	4.63
Index:	126

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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60 VALUE VILLAGERS

U5 YOUNGER URBAN MIX | SCHOOL-AGE FAMILIES F1
Lower-middle-income city dwellers

Rank:	4
Customers:	24,992
Customers %:	4.10
% in Benchmark:	2.39
Index:	171

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).

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09 BOOMER BLISS

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

Rank:	5
Customers:	24,122
Customers %:	3.95
% in Benchmark:	2.82
Index:	140

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.

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+