

# Community Profile: Oshawa – Downtown Oshawa

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



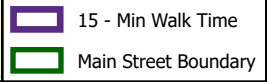
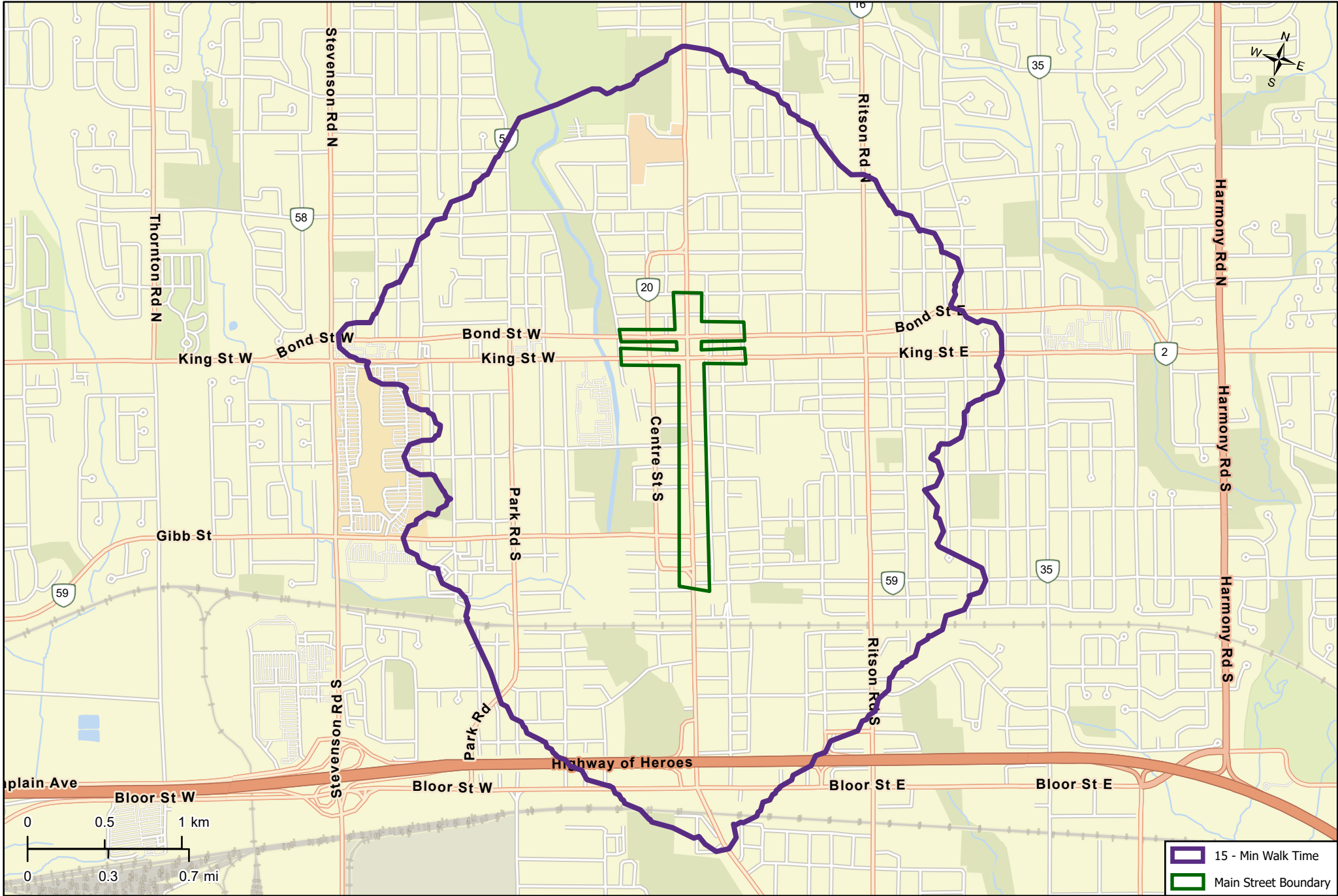
**ENVIRONICS**  
ANALYTICS

Date: January 28, 2022

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# Oshawa - Downtown Oshawa Main Street Boundary and Trade Area



## Demographics, PRIZM Profile, and Psychographics

# Demographics | Population & Households

Trade Area: Oshawa - Downtown Oshawa

## POPULATION

25,499

## HOUSEHOLDS

12,100

## MEDIAN MAINTAINER AGE

54

Index: 99

## MARITAL STATUS



40.8%

Index: 71

Married/Common-Law

## FAMILY STATUS\*

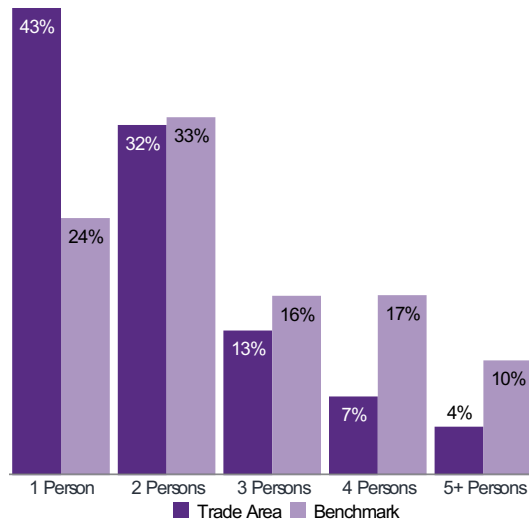


30.3%

Index: 192

Total Lone-Parent Families

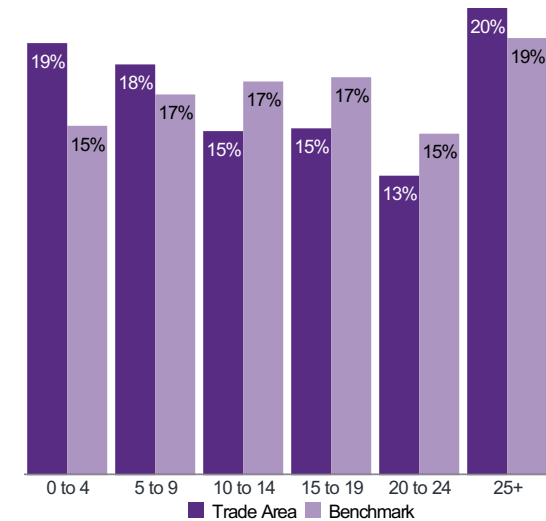
## HOUSEHOLD SIZE



## POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	1,174	4.6	91
5 to 9	1,125	4.4	82
10 to 14	977	3.8	67
15 to 19	973	3.8	64
20 to 24	1,656	6.5	97
25 to 29	2,344	9.2	131
30 to 34	2,021	7.9	119
35 to 39	1,694	6.6	103
40 to 44	1,525	6.0	97
45 to 49	1,517	5.9	95
50 to 54	1,690	6.6	101
55 to 59	2,141	8.4	116
60 to 64	1,851	7.3	108
65 to 69	1,378	5.4	96
70 to 74	1,157	4.5	95
75 to 79	842	3.3	100
80 to 84	629	2.5	113
85+	806	3.2	143

## AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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\*Chosen from index ranking with minimum 5% composition

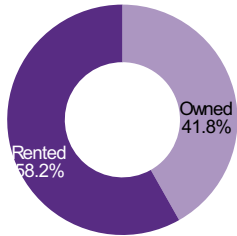
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# Demographics | Housing & Income

Trade Area: Oshawa - Downtown Oshawa

Population: 25,499 | Households: 12,100

## TENURE



## STRUCTURE TYPE



**40.7%**  
Index: **53**



**58.3%**  
Index: **264**

## AGE OF HOUSING\*

**60+ Years Old**  
% Comp: **53.4** Index: **258**

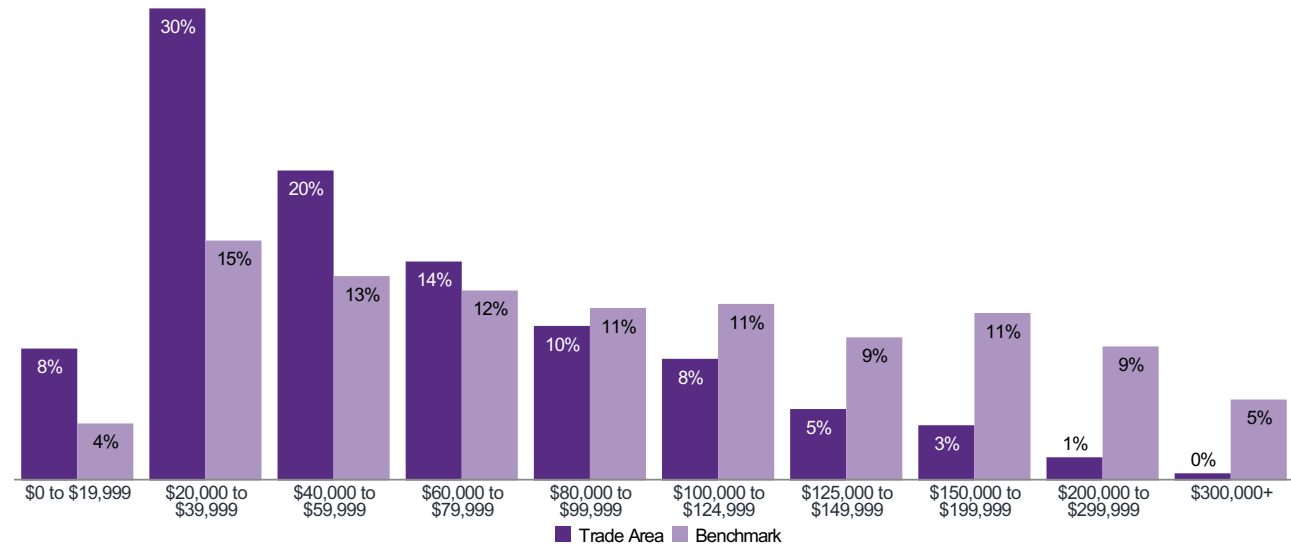
## AVERAGE HOUSEHOLD INCOME



**\$63,550**

Index: **55**

## HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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\*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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# Demographics | Education & Employment

Trade Area: Oshawa - Downtown Oshawa

Population: 25,499 | Households: 12,100

## EDUCATION



9.0%

Index: 34

University Degree

## LABOUR FORCE PARTICIPATION



55.8%

Index: 86

Participation Rate

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



25.7%

Index: 71

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

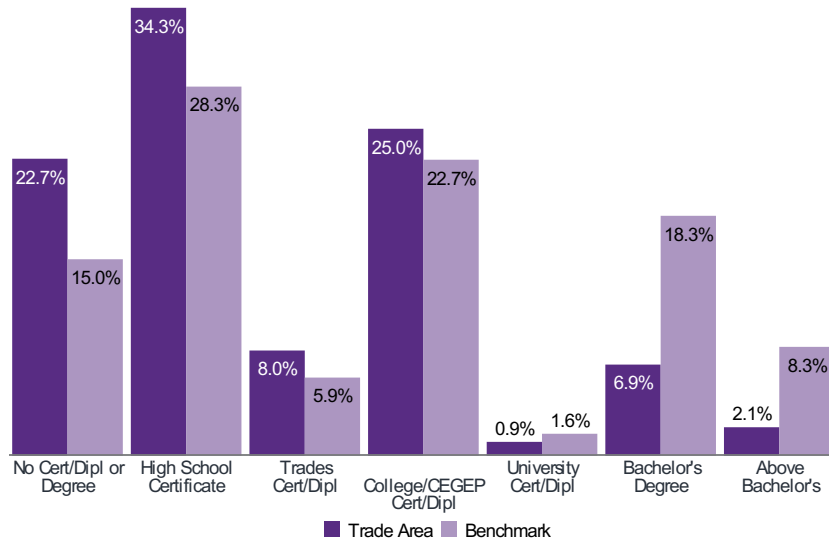


5.4%

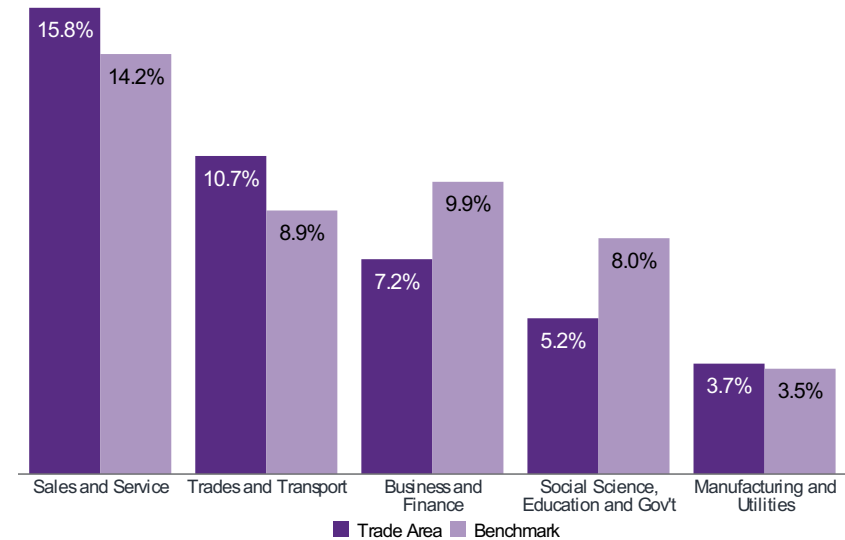
Index: 123

Travel to work by **Public Transit**

## 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: Oshawa - Downtown Oshawa

Population: 25,499 | Households: 12,100

## ABORIGINAL IDENTITY



4.2%

Index:179

## VISIBLE MINORITY PRESENCE



14.1%

Index:49

Belong to a visible minority group

## NON-OFFICIAL LANGUAGE



0.6%

Index:30

No knowledge of English or French

## IMMIGRATION



12.1%

Index:46

Born outside Canada

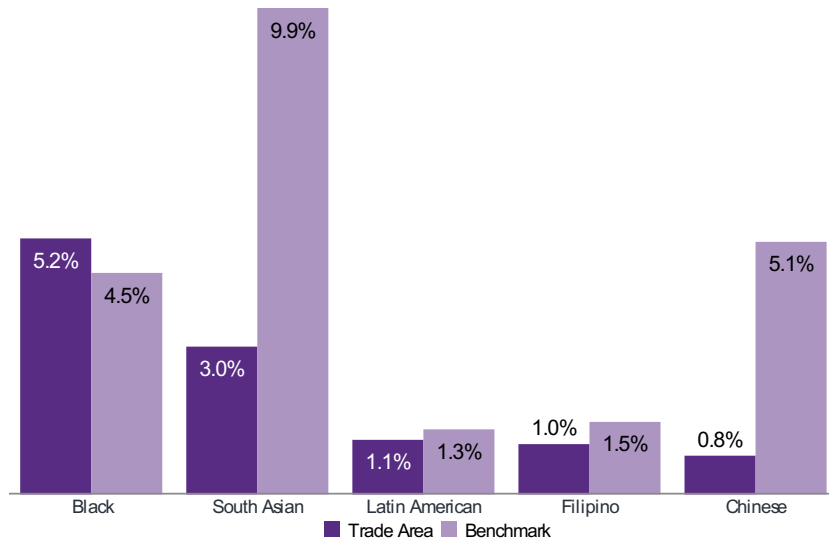
## PERIOD OF IMMIGRATION\*

Before 2001

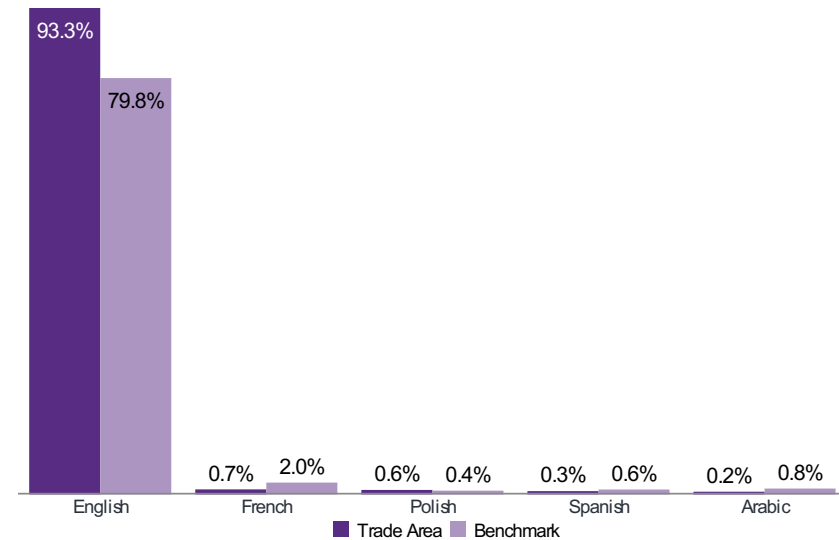
8.2%

Index:59

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



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



Benchmark:Southern Ontario

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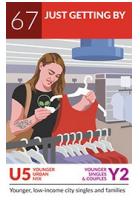
\*Chosen from index ranking with minimum 5% composition

\*\*Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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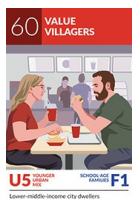


## Top 5 segments represent **76.4%** of households in Oshawa - Downtown Oshawa



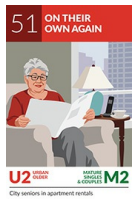
Rank:	1
Hhlds:	2,737
Hhld %:	22.62
% in Benchmark:	3.49
Index:	<b>648</b>

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.



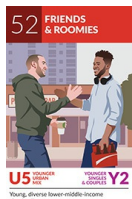
Rank:	2
Hhlds:	2,386
Hhld %:	19.72
% in Benchmark:	2.72
Index:	<b>724</b>

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).



Rank:	3
Hhlds:	2,206
Hhld %:	18.23
% in Benchmark:	3.77
Index:	<b>483</b>

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:	1,117
Hhld %:	9.23
% in Benchmark:	2.06
Index:	<b>449</b>

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:	800
Hhld %:	6.61
% in Benchmark:	1.63
Index:	<b>404</b>

Silver Flats is the oldest segment, a collection of suburban neighbourhoods found mostly around large and midsize cities. Home to a mix of third- and second-generation Canadians, nearly half the maintainer population is over 65 years old and two-thirds are retired. No segment has a greater concentration of widows and widowers: 15 percent, or three times the national average. While incomes are downscale, many Silver Flats households are financially sound thanks to modest pensions, government transfers and tidy nest eggs. In their apartments and condos, they enjoy quiet hobbies like reading books, bird-watching, knitting, making crafts and collecting coins and stamps. They can afford to go to sporting events to watch professional baseball, football and golf. And many like to keep fit, taking fitness classes, rowing and fitness walking. With their advancing age, many Silver Flats members make an Effort Toward Health so they can enjoy their retirement years. They also score high for the value Propriety, reflected in their courteous and respectful attitude towards others.

Trade Area: Oshawa - Downtown Oshawa

## Strong Values

Values	Index
Financial Concern Regarding the Future	132
Ethical Consumerism	128
Aversion to Complexity	125
Flexible Families	119
Rejection of Inequality	119
Confidence in Small Business	116
Fear of Violence	116
Primacy of Environmental Protection	115
Multiculturalism	114
Introspection & Empathy	112

## 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.

## Weak Values

Values	Index
Ostentatious Consumption	76
Need for Status Recognition	78
Status via Home	80
Vitality	80
Financial Security	83
Religiosity	83
Community Involvement	84
Consumption Evangelism	84
Effort Toward Health	84
Traditional Family	84

## Descriptions | Top 3 Weak Values

### Ostentatious Consumption

Desire to impress others and express one's social standing through the display of objects that symbolize affluence.

### 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".

### Status via Home

Feeling a strong sense that one's home represents an extension of one's image. People strongest on this construct make great efforts to decorate and equip their homes in a manner that will impress others, and pay particular attention to the way they entertain in the home.

Benchmark: Ontario

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Index Colours:	<80	80 - 110	110+
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## Financial and Expenditure Overview

# Financial | WealthScapes Overview

Trade Area: Oshawa - Downtown Oshawa

WealthScapes Households: 12,042

## INCOME\*

Household Income

**\$ 64,171**

Index: **55**

Household Disposable Income

**\$ 53,925**

Index: **59**

Household Discretionary Income

**\$ 35,436**

Index: **55**

Annual RRSP Contributions

**\$ 1,159**

Index: **32**

## WEALTH\*



Net Worth

% Holders

99.2% Index: **99**

Balance

**\$238,364**

Index: **32**

## ASSETS\*



Savings

% Holders

93.8% Index: **99**

Balance

**\$34,500**

Index: **45**



Investments

% Holders

45.5% Index: **76**

Balance

**\$152,159**

Index: **45**



Unlisted Shares

% Holders

8.1% Index: **65**

Balance

**\$117,467**

Index: **37**



Real Estate

% Holders

45.2% Index: **59**

Balance

**\$416,637**

Index: **56**



Liquid Assets

% Holders

96.5% Index: **98**

Balance

**\$123,690**

Index: **37**

## DEBT\*



Consumer Debt

% Holders

87.1% Index: **96**

Balance

**\$34,002**

Index: **51**



Mortgage Debt

% Holders

27.7% Index: **60**

Balance

**\$183,802**

Index: **62**

## FINANCIAL RATIO



Debt:Asset

% Holders

0.25% Index: **119**

Benchmark: Southern Ontario

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% Holders represent where customers are found.

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

Index Colours: <80 80 - 110 110+

Trade Area: Oshawa - Downtown Oshawa

WealthScapes Households: 12,042

## FINANCIAL RATIOS\*



Debt: Asset

0.25

Index: 119



Debt: Liquid Assets

0.67

Index: 110



Consumer Debt - Discr. Income

0.84

Index: 89



Savings - Investments

0.72

Index: 120



Pension - Non-Pension Assets

0.42

Index: 194



Real Estate Assets - Liq. Assets

1.58

Index: 90



Mortgage - Real Estate Assets

0.27

Index: 111



Mortgage - Consumer Debt

1.72

Index: 75

Benchmark: Southern Ontario

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

Trade Area: Oshawa - Downtown Oshawa

Households: 12,100

**Total Aggregate Current Consumption: \$578,089,992**

**Average Current Consumption**

**\$47,776**

Index 58

**Average Household Income**










**\$62,918**

Index 55

**Average Disposable Income**

**\$52,557**

Index 59

 <p><b>Shelter</b></p> <p>Avg. Dollars/Household: <b>\$13,828</b> Index 66</p> <p>Pct. of Total Expenditure: <b>28.9%</b> Index 113</p>	 <p><b>Food</b></p> <p>Avg. Dollars/Household: <b>\$7,716</b> Index 60</p> <p>Pct. of Total Expenditure: <b>16.2%</b> Index 103</p>	 <p><b>Transportation</b></p> <p>Avg. Dollars/Household: <b>\$7,098</b> Index 52</p> <p>Pct. of Total Expenditure: <b>14.9%</b> Index 88</p>
 <p><b>Household Operation</b></p> <p>Avg. Dollars/Household: <b>\$3,453</b> Index 60</p> <p>Pct. of Total Expenditure: <b>7.2%</b> Index 103</p>	 <p><b>Health Care</b></p> <p>Avg. Dollars/Household: <b>\$3,016</b> Index 55</p> <p>Pct. of Total Expenditure: <b>6.3%</b> Index 94</p>	 <p><b>Tobacco and Alcohol</b></p> <p>Avg. Dollars/Household: <b>\$2,703</b> Index 76</p> <p>Pct. of Total Expenditure: <b>5.7%</b> Index 130</p>
 <p><b>Recreation</b></p> <p>Avg. Dollars/Household: <b>\$2,383</b> Index 50</p> <p>Pct. of Total Expenditure: <b>5.0%</b> Index 85</p>	 <p><b>Household Furnishings</b></p> <p>Avg. Dollars/Household: <b>\$1,885</b> Index 47</p> <p>Pct. of Total Expenditure: <b>3.9%</b> Index 81</p>	 <p><b>Clothing</b></p> <p>Avg. Dollars/Household: <b>\$1,767</b> Index 53</p> <p>Pct. of Total Expenditure: <b>3.7%</b> Index 91</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: Oshawa - Downtown Oshawa

Households: 12,100

<b>Average Household Income</b> <b>\$62,918</b> Index <b>55</b>	<b>Average Food Expenditure</b> <b>\$7,716</b> Index <b>60</b>	<b>Average Spend on Food from Restaurants</b> <b>\$2,297</b> Index <b>57</b>	<b>Average Spend on Food from Stores</b> <b>\$5,419</b> Index <b>62</b>
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**Total Aggregate Food Expenditure: \$ 93,367,219**

 <p><b>Bakery</b> Avg. Dollars/Household: <b>\$530</b> (Index <b>61</b>) Pct. of Total Expenditure: <b>9.8%</b> (Index <b>98</b>)</p>	 <p><b>Cereal Products</b> Avg. Dollars/Household: <b>\$330</b> (Index <b>65</b>) Pct. of Total Expenditure: <b>6.1%</b> (Index <b>105</b>)</p>	 <p><b>Fruit and nuts</b> Avg. Dollars/Household: <b>\$627</b> (Index <b>57</b>) Pct. of Total Expenditure: <b>11.6%</b> (Index <b>93</b>)</p>
 <p><b>Vegetables</b> Avg. Dollars/Household: <b>\$590</b> (Index <b>64</b>) Pct. of Total Expenditure: <b>10.9%</b> (Index <b>103</b>)</p>	 <p><b>Dairy products &amp; Eggs</b> Avg. Dollars/Household: <b>\$754</b> (Index <b>59</b>) Pct. of Total Expenditure: <b>13.9%</b> (Index <b>95</b>)</p>	 <p><b>Meat</b> Avg. Dollars/Household: <b>\$945</b> (Index <b>60</b>) Pct. of Total Expenditure: <b>17.4%</b> (Index <b>97</b>)</p>
 <p><b>Fish &amp; Seafood</b> Avg. Dollars/Household: <b>\$181</b> (Index <b>62</b>) Pct. of Total Expenditure: <b>3.3%</b> (Index <b>99</b>)</p>	 <p><b>Beverages &amp; Other Food</b> Avg. Dollars/Household: <b>\$1,461</b> (Index <b>66</b>) Pct. of Total Expenditure: <b>27.0%</b> (Index <b>107</b>)</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
<b>Socializing</b>			
Dating	14.0	11.0	127
Going to restaurants, bars or night clubs	51.4	55.1	93
Having physical Contact with family and friends	58.0	57.7	101
Participating in group activities	35.1	38.7	91
Partying	14.6	15.8	93
Seeing family and friends in person	64.1	62.8	102
<b>Entertainment</b>			
Attending events, festivals or concerts	40.2	42.9	94
Attending sports events (excludes professional sports)	17.5	18.2	96
Attending to professional sports events or games	24.1	25.4	95
Going to the movies	42.5	45.7	93
<b>Movement &amp; Travel</b>			
Driving more	15.0	16.1	93
Shopping in-store	40.0	42.9	93
Spending time outdoors	33.3	32.5	103
Travelling outside of Canada/ abroad	44.5	53.2	84
Travelling within Canada	45.9	49.9	92
Using public transit	10.0	13.7	73
<b>Personal</b>			
Getting back to old habits	37.6	36.2	104
Going to a salon, barber shop or spa	30.7	33.7	91
Going to the gym	16.3	22.6	72
<b>Education/Work</b>			
Children going back to school	19.9	20.3	98
Going back to work	18.5	17.6	105
<b>Other</b>			
Not Stated	0.5	0.6	87

Benchmark: Southern Ontario

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(Base used for Index calculations)

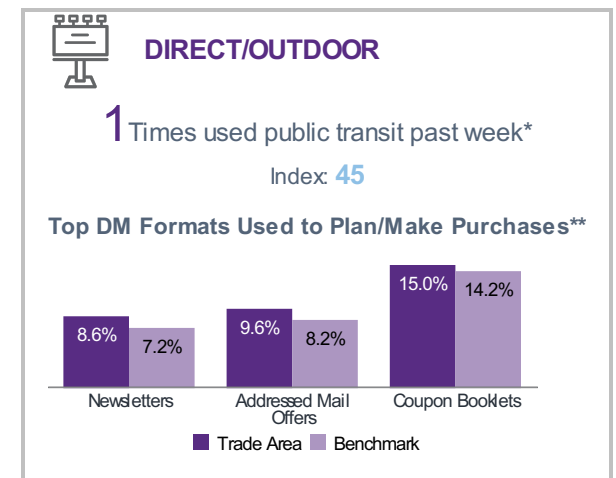
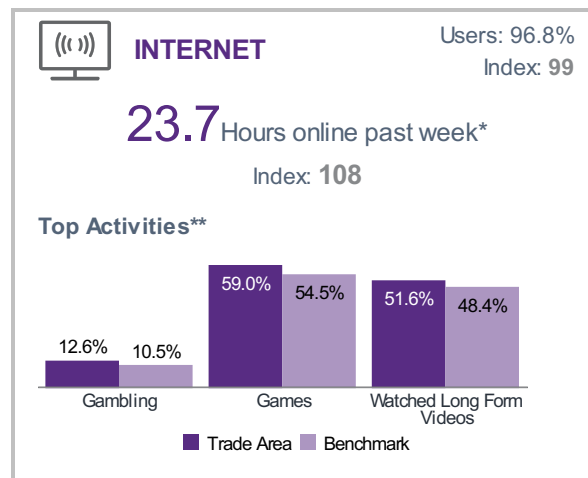
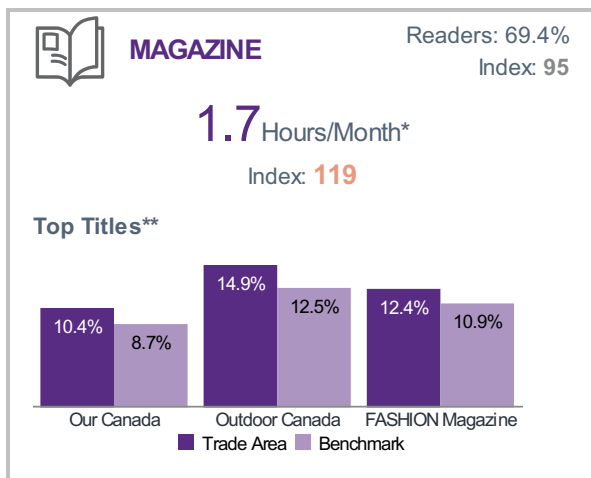
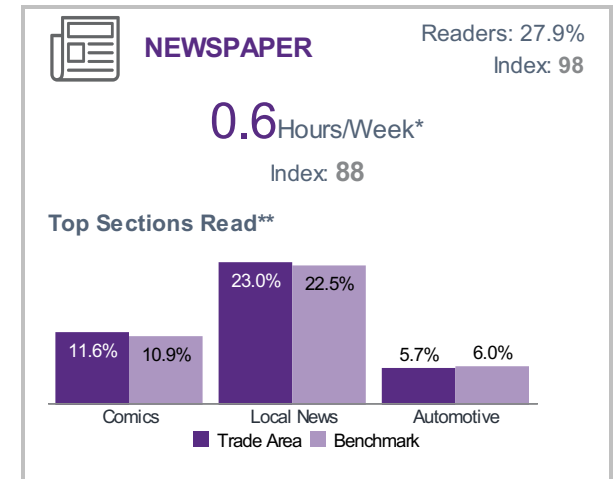
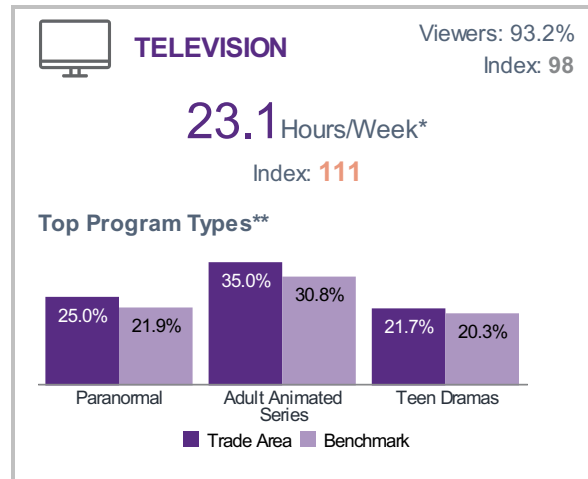
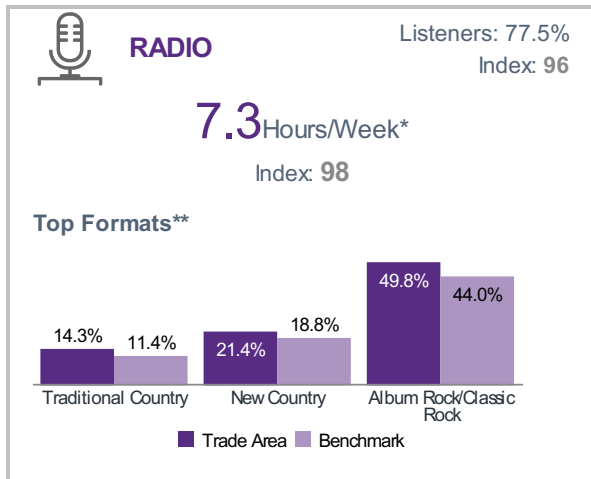
Index Colours:	<80	80 - 110	110+
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## Media and Social Media Overview

# Behavioural | Media Overview

Trade Area: Oshawa - Downtown Oshawa

Household Population 14+: 21,920



Benchmark: Southern Ontario

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

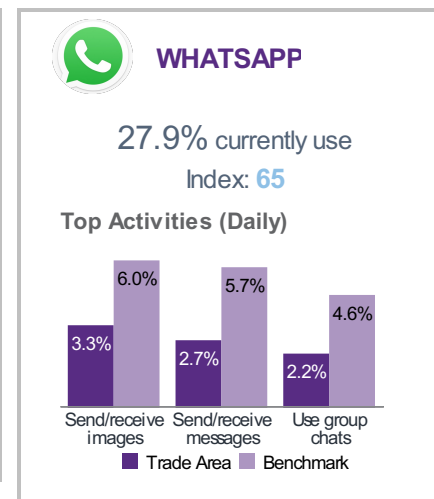
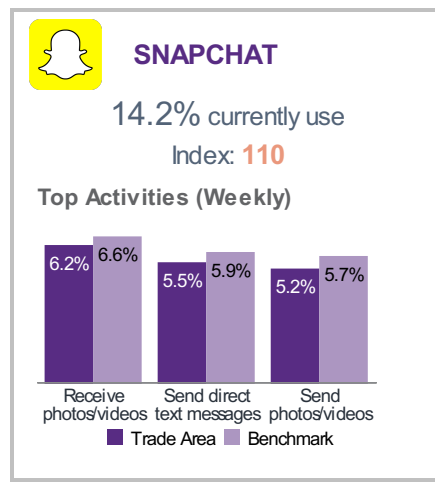
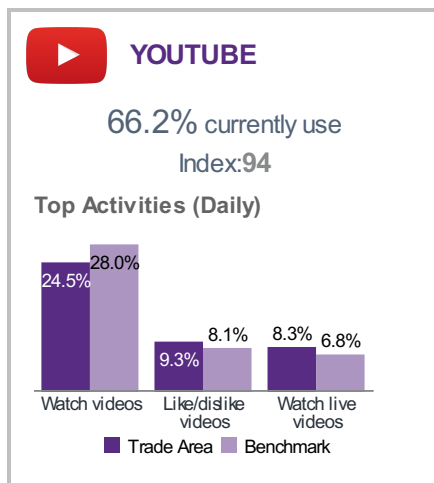
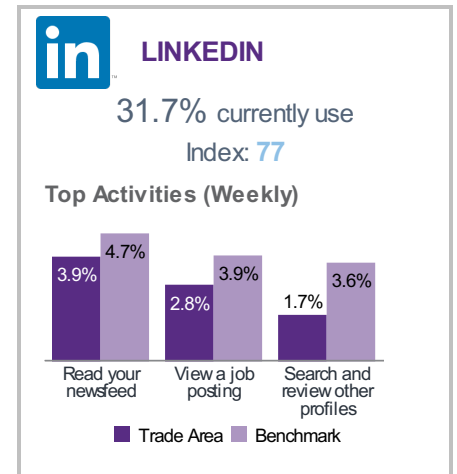
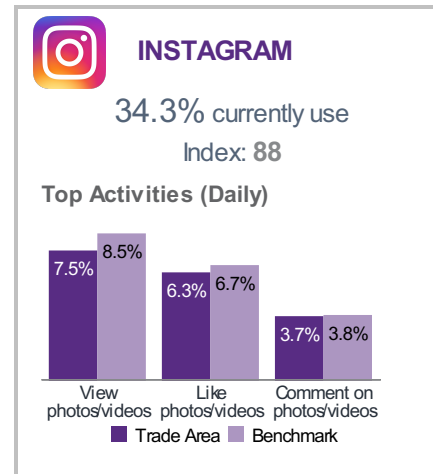
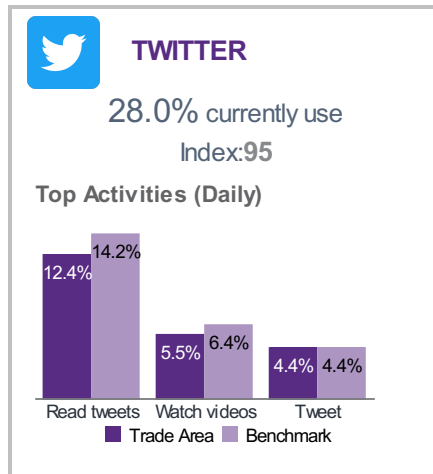
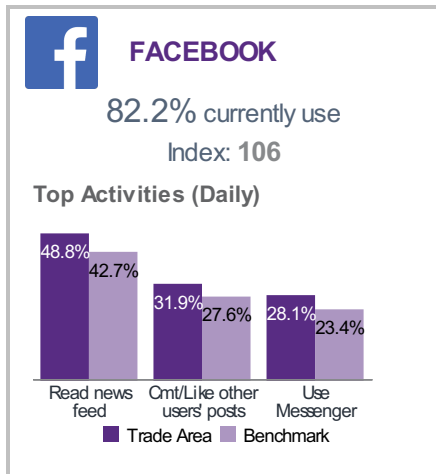
\*\* Chosen from index ranking with minimum 5% composition.



# Opticks Social | Social Media Activities

Trade Area: Oshawa - Downtown Oshawa

Household Population 18+: 21,161



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: Oshawa - Downtown Oshawa

Household Population 18+: 21,161

## FRIENDS IN ALL SM NETWORKS



0-49 friends

## FREQUENCY OF USE (DAILY)



Facebook

## BRAND INTERACTION



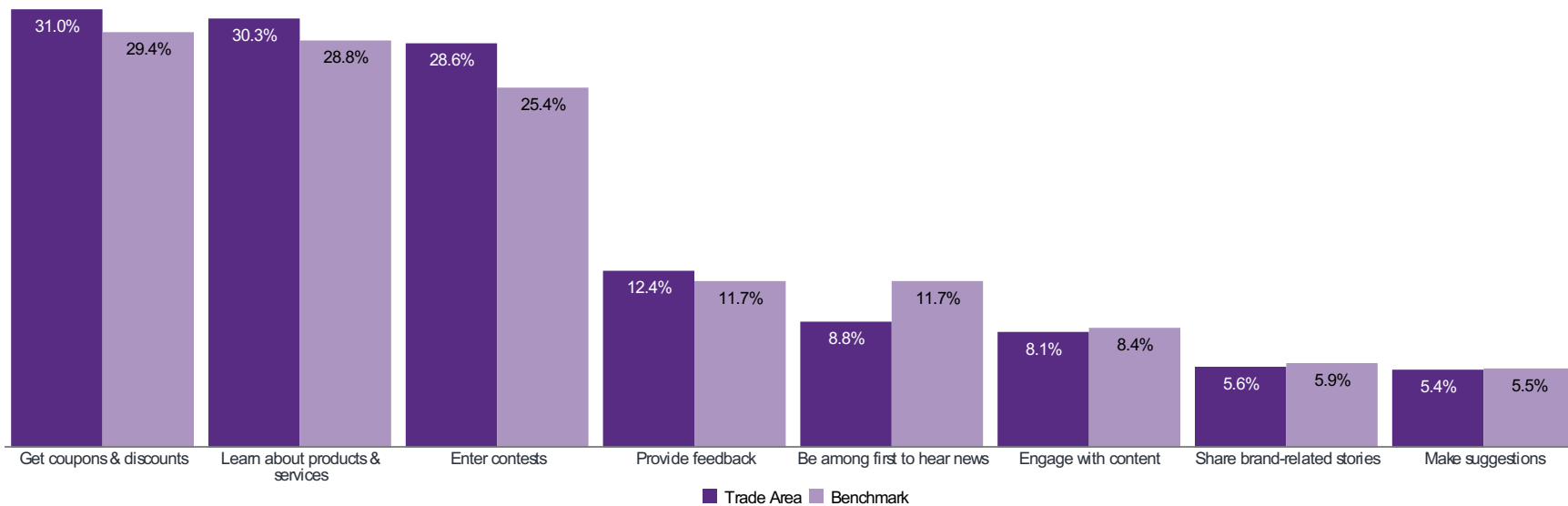
Like brand on Facebook

## 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: Oshawa - Downtown Oshawa

Total Household Population 18+:21,161



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

% Comp **90.9** Index **104**



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

% Comp **46.9** Index **97**



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

% Comp **85.6** Index **102**



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

% Comp **39.4** Index **96**



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

% Comp **56.0** Index **99**



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

% Comp **29.8** Index **99**

Benchmark: Southern Ontario

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Ranked by percent composition.

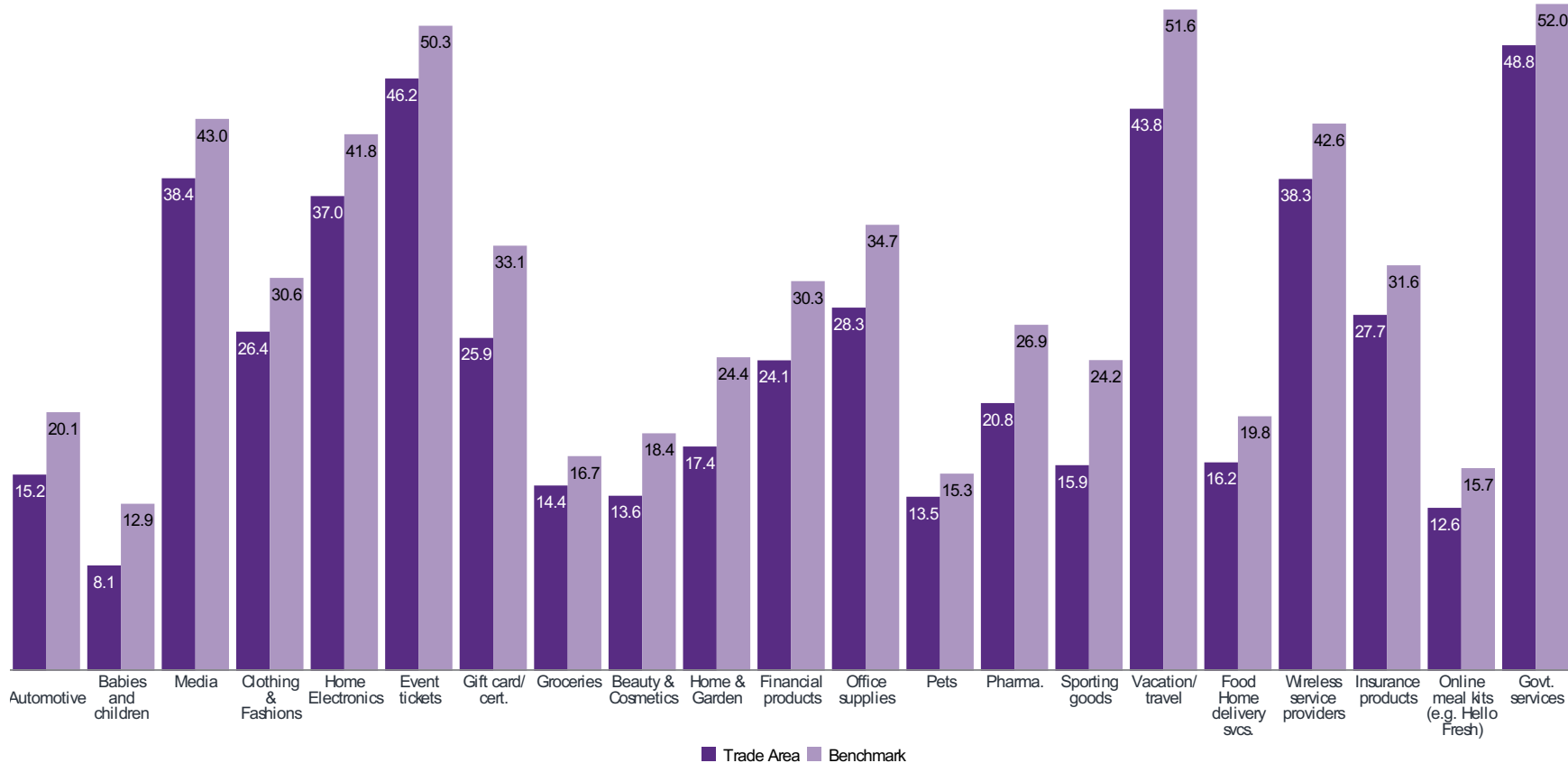
Index Colours:	<80	80 - 110	110+
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# Opticks eShopper | Purchase Preference by Category

Trade Area: Oshawa - Downtown Oshawa

Total Household Population 18+:21,161

## 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

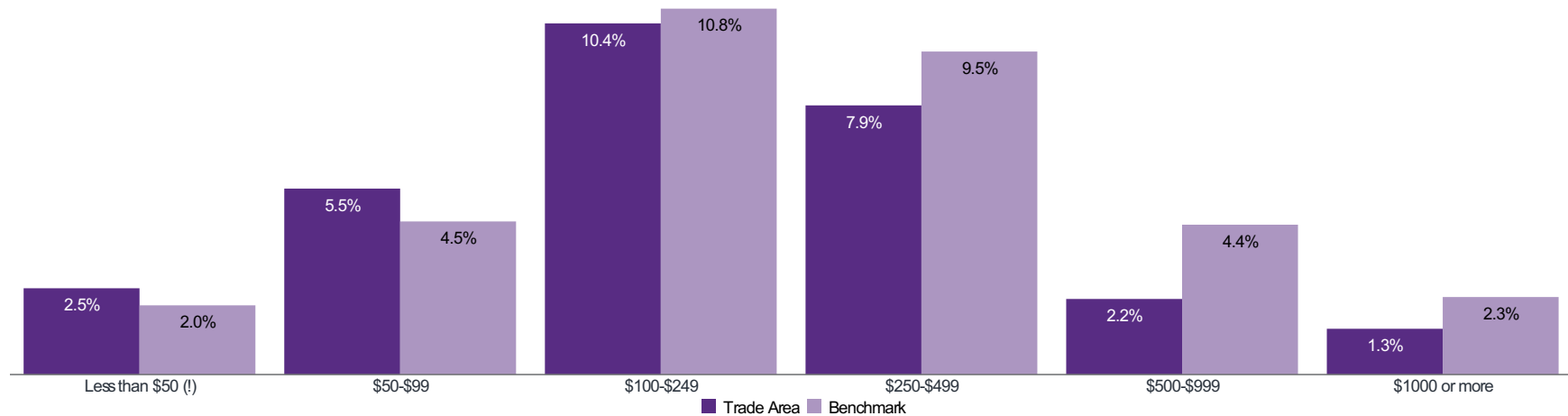
Trade Area: Oshawa - Downtown Oshawa

Total Household Population 18+: 21,161

## 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	65.3% Index:106	31.6% Index:86	12.4% Index:101	1.8% Index:58
Purchase preference	80.2% Index:106	26.4% Index:86	9.4% Index:96	2.4% Index:93
Customer Service	67.7% Index:110	15.4% Index:86	4.7% Index:81	19.6% 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 | Home Electronics & Computers Deep Dive

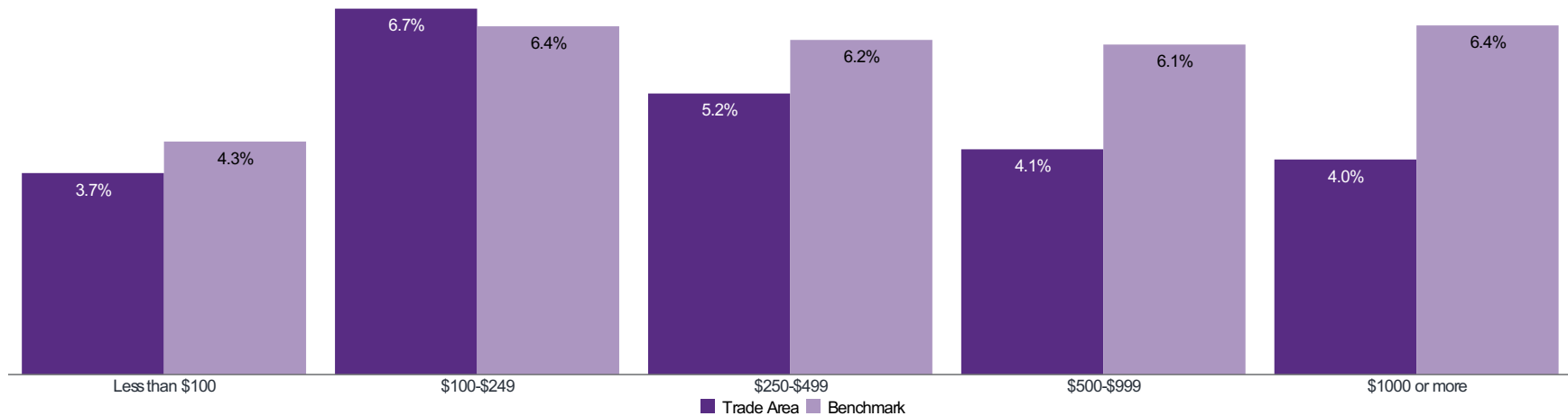
Trade Area: Oshawa - Downtown Oshawa

Total Household Population 18+: 21,161

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>HOME ELECTRONICS &amp; COMPUTERS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
	Gather information	54.9% Index:109	50.1% Index:92	13.4% Index: 86
Purchase preference	72.9% Index: 106	37.0% Index:88	10.2% Index:93	6.5% Index: 101
Customer Service	61.0% Index:108	23.7% Index:96	7.7% Index: 105	36.9% Index: 100

## AMOUNT SPENT [PST 12 MTHS]



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


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

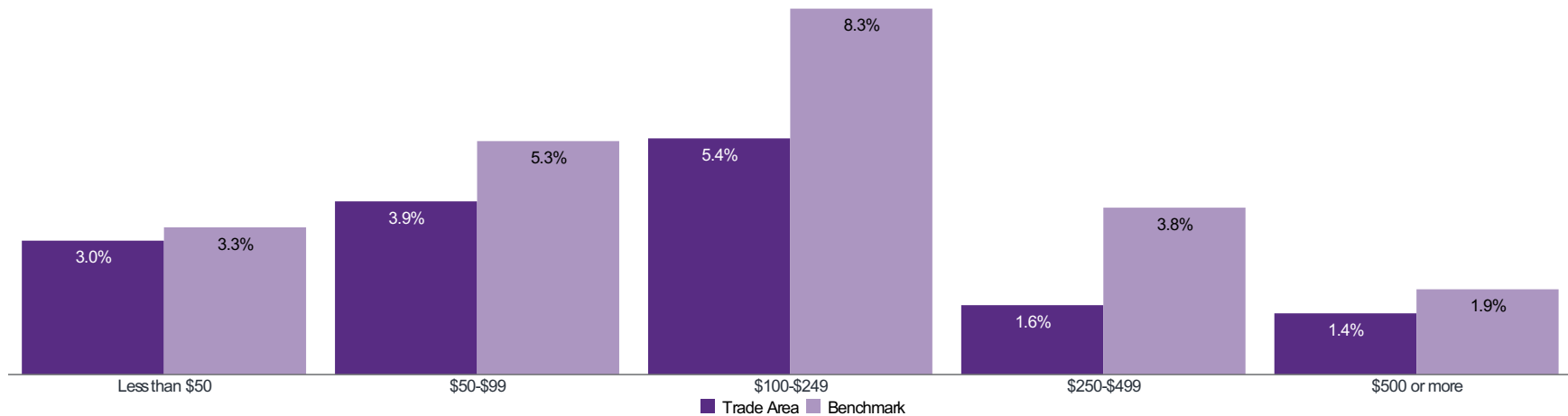
Trade Area: Oshawa - Downtown Oshawa

Total Household Population 18+: 21,161

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>GIFT CARDS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	55.8% Index: 117	28.1% Index: 80	8.7% Index: 79	3.2% Index: 90
Purchase preference	68.3% Index: 113	25.9% Index: 78	6.6% Index: 76	3.5% Index: 114
Customer Service	50.8% Index: 120	18.5% Index: 90	5.7% Index: 93	26.6% Index: 96

## AMOUNT SPENT [PST 12 MTHS]



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


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

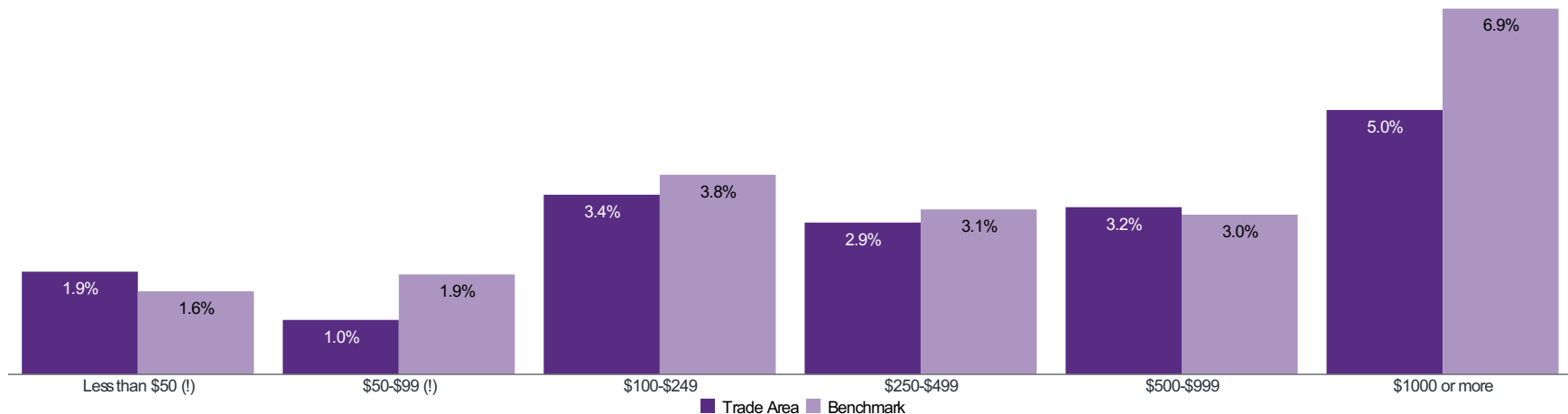
Trade Area: Oshawa - Downtown Oshawa

Total Household Population 18+: 21,161

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>GROCERIES</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	74.5% Index:103	23.7% Index:96	10.7% Index:97	2.8% Index:103
Purchase preference	85.8% Index:103	14.4% Index:86	5.6% Index:90	2.6% Index:109
Customer Service	75.3% Index:108	8.9% Index:77	3.1% Index:79	18.5% Index:99

## AMOUNT SPENT [PST 12 MTHS]



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


Index Colours:	<80	80 - 110	110+
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# Opticks eShopper | Beauty & Cosmetics Deep Dive

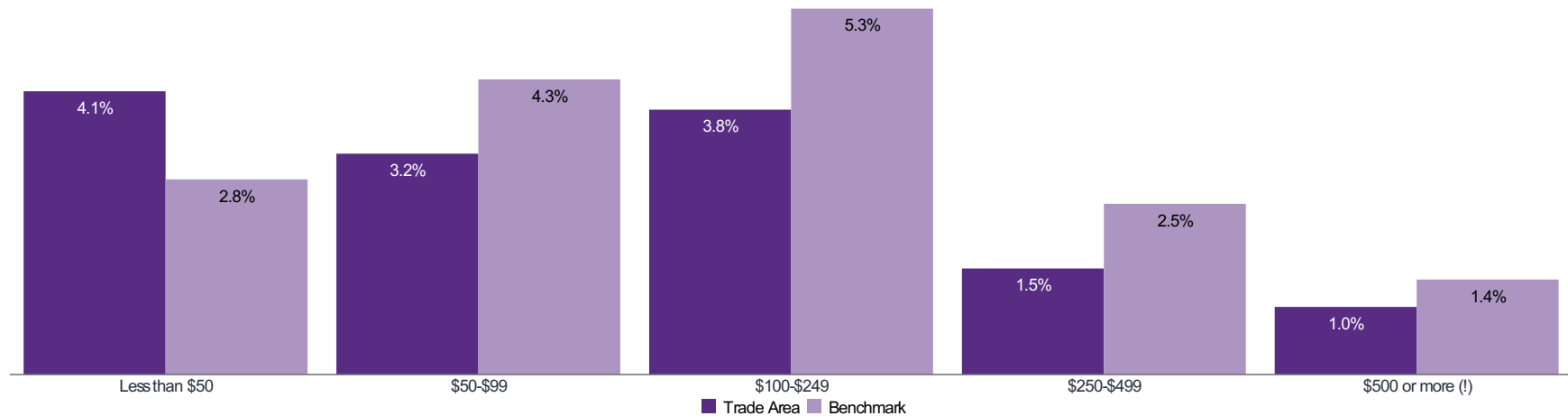
Trade Area: Oshawa - Downtown Oshawa

Total Household Population 18+: 21,161

## 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	38.1% Index:107	18.6% Index:85	7.3% Index:90	1.9% Index:67
Purchase preference	49.1% Index:106	13.6% Index:74	5.7% Index:89	2.0% Index:87
Customer Service	41.0% Index:113	9.5% Index:76	3.1% Index:71	13.5% Index:92

## 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 | Home & Garden Deep Dive

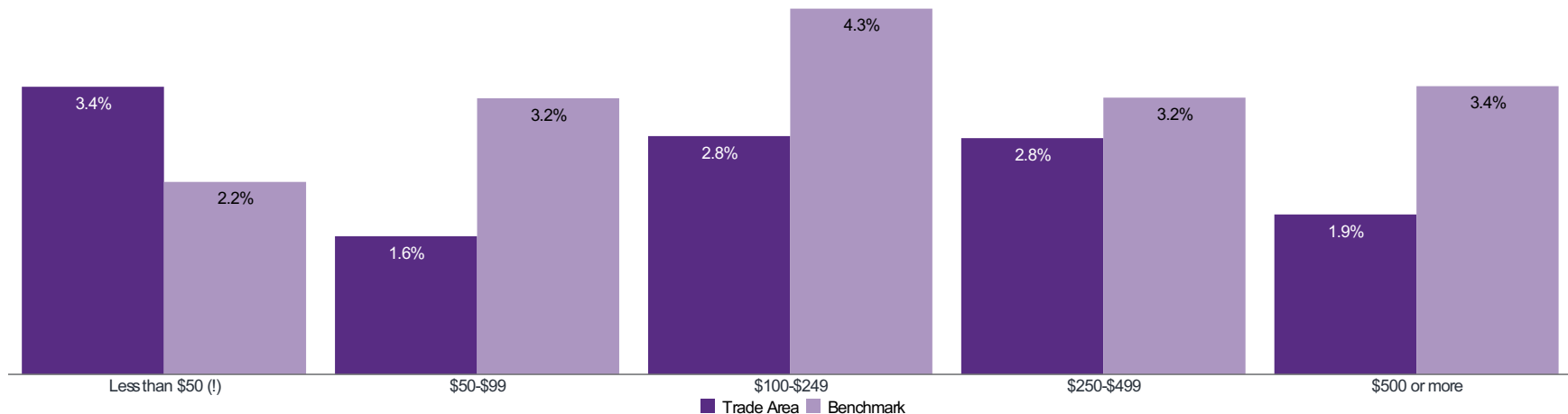
Trade Area: Oshawa - Downtown Oshawa

Total Household Population 18+: 21,161

## BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	49.1% Index:95	34.7% Index:92	8.7% Index:76	5.4% Index:94
Purchase preference	65.8% Index:96	17.4% Index:71	5.1% Index:73	2.6% Index:72
Customer Service	53.9% Index:100	13.1% Index:82	3.9% Index:82	20.1% Index:88

## 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 | Sporting Goods Deep Dive

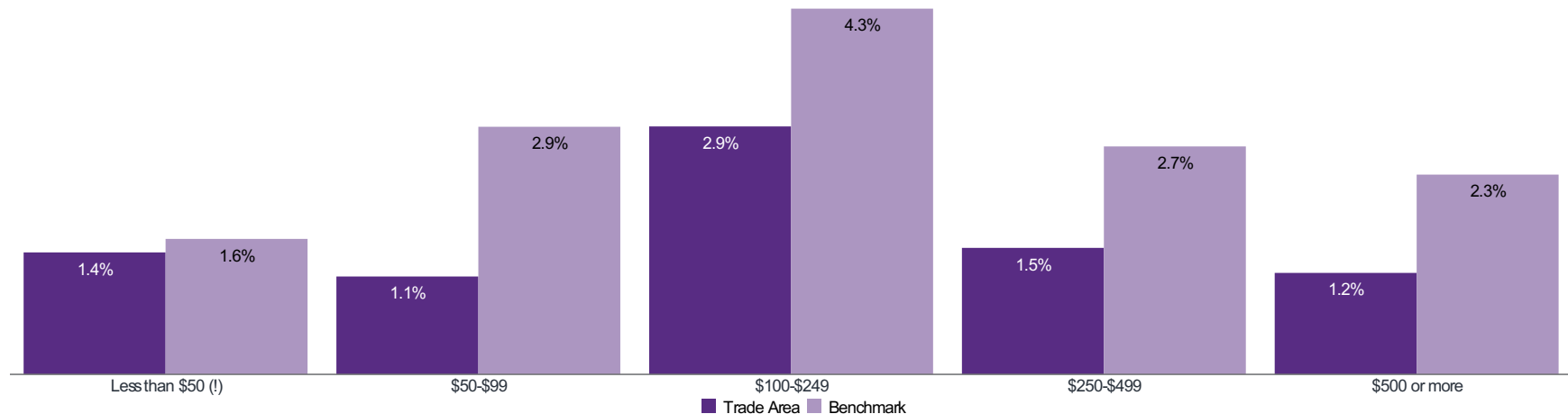
Trade Area: Oshawa - Downtown Oshawa

Total Household Population 18+: 21,161

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>SPORTING GOODS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	36.8% Index:95	24.4% Index:76	7.5% Index:72	3.9% Index:100
Purchase preference	48.5% Index:93	15.9% Index:66	6.7% Index:89	2.7% Index:91
Customer Service	40.0% Index:96	11.4% Index:75	3.6% Index:71	17.3% Index:84

## 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

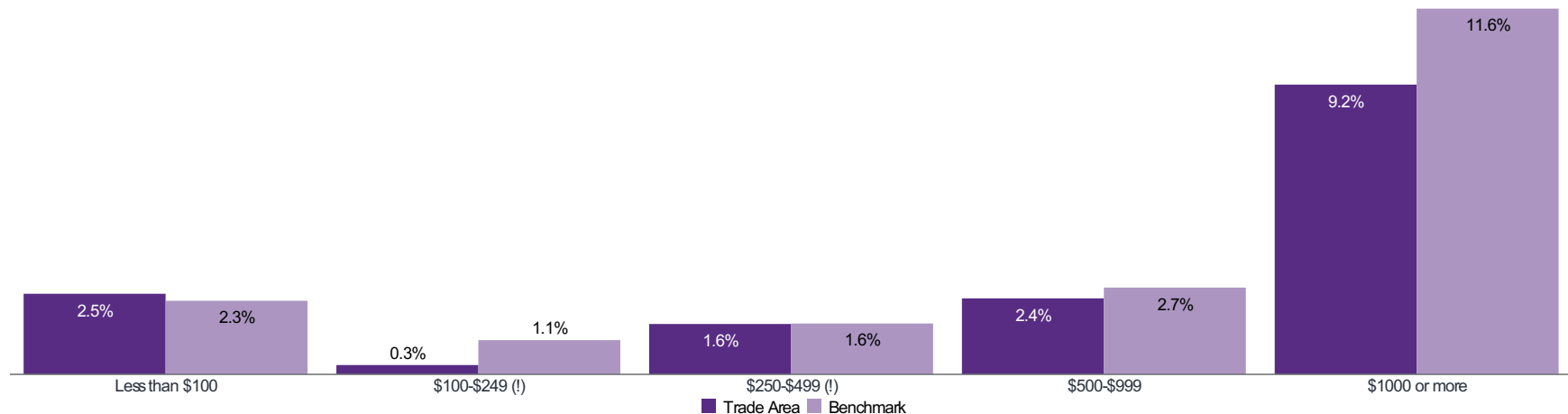
Trade Area: Oshawa - Downtown Oshawa

Total Household Population 18+: 21,161

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>VACATION/ TRAVEL</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	23.3% Index: 113	51.8% Index: 89	12.9% Index: 86	15.5% Index: 96
Purchase preference	32.5% Index: 113	43.8% Index: 85	5.1% Index: 83	15.4% Index: 86
Customer Service	35.1% Index: 120	24.7% Index: 90	4.3% Index: 62	40.7% 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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## Store Loyalty

# ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: Oshawa - Downtown Oshawa

Households: 12,100

## 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: Oshawa - Downtown Oshawa

Households: 12,100

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

Convenient location for me



59.5%  
Index: 100

Organized layout makes it easy to shop



44.1%  
Index: 106

Easy to get in and get out quickly



39.7%  
Index: 92

Staff are friendly and knowledgeable



37.8%  
Index: 112

Short checkout lines/fast checkout



33.3%  
Index: 93

Has extended hours



25.9%  
Index: 94

I like the store ambiance



20.6%  
Index: 103

Has self-checkout



11.8%  
Index: 86

Offers an online shopping option (!)



7.1%  
Index: 79

Benchmark: Southern Ontario

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

(^) Represents extremely low sample size. Please analyze with discretion.

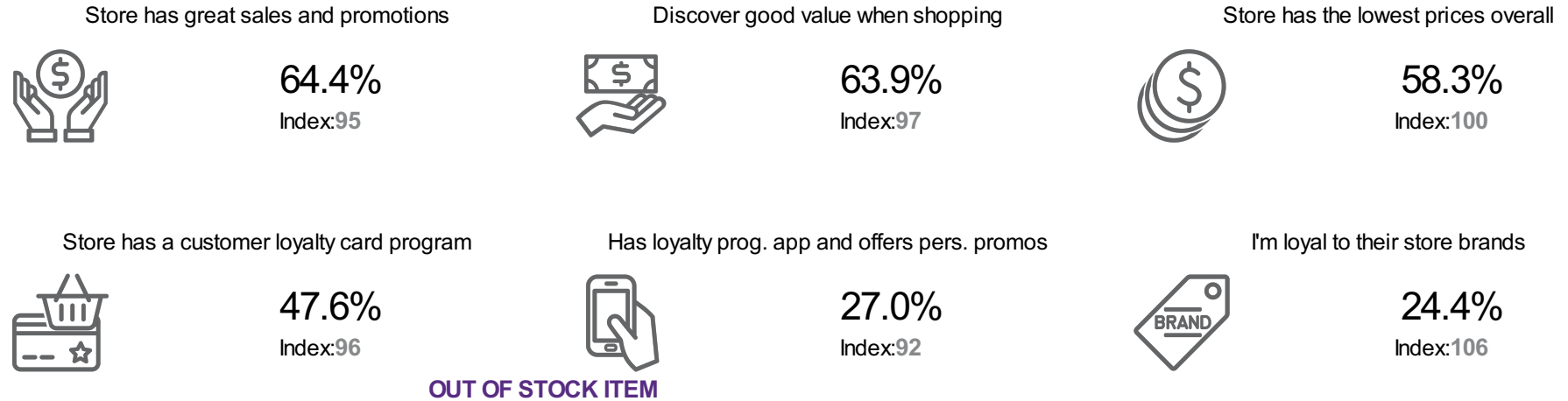
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(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

Index Colours:	<80	80 - 110	110+
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Trade Area: Oshawa - Downtown Oshawa

Households: 12,100

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO



### OUT OF STOCK ITEM

	% Base	% Pen	Index
<b>Psychographics - Shopping Preferences</b>			
Postpone the purchase	42.8	40.2	0.3 107
Leave the store and buy it elsewhere	27.3	30.9	0.3 88
Purchase another brand	20.2	21.2	0.3 95
Purchase another size or variety of the same brand (!)	9.8	7.7	0.4 126

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 Oshawa - Downtown Oshawa 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 Visitors				Summer 2019 Visitors				Fall 2019 Visitors				Winter 2019 Visitors				Full Year 2019 Visitors			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	<b>Total</b>	<b>19,302,713</b>	<b>100%</b>	<b>398,610</b>	<b>100%</b>	<b>2.07%</b>	<b>100</b>	<b>393,215</b>	<b>100%</b>	<b>2.04%</b>	<b>100</b>	<b>329,337</b>	<b>100%</b>	<b>1.71%</b>	<b>100</b>	<b>371,333</b>	<b>100%</b>	<b>1.92%</b>	<b>100</b>	<b>598,792</b>	<b>100%</b>	<b>3.10%</b>	<b>100</b>
3518013	Oshawa, ON (CY)	145,379	0.75%	106,898	26.82%	73.53%	3561	104,595	26.60%	71.95%	3532	96,128	29.19%	66.12%	3876	101,556	27.35%	69.86%	3631	122,153	20.40%	84.02%	2709
3520005	Toronto, ON (C)	2,568,898	13.31%	48,062	12.06%	1.87%	91	49,984	12.71%	1.95%	96	38,451	11.68%	1.50%	88	44,523	11.99%	1.73%	90	92,664	15.48%	3.61%	116
3518009	Whitby, ON (T)	113,993	0.59%	48,787	12.24%	42.80%	2073	47,001	11.95%	41.23%	2024	39,913	12.12%	35.01%	2052	45,770	12.33%	40.15%	2087	63,398	10.59%	55.62%	1793
3518017	Clarington, ON (MU)	84,924	0.44%	49,163	12.33%	57.89%	2803	47,440	12.06%	55.86%	2742	41,743	12.67%	49.15%	2881	47,033	12.67%	55.38%	2879	58,961	9.85%	69.43%	2238
3518005	Ajax, ON (T)	111,465	0.58%	21,520	5.40%	19.31%	935	21,307	5.42%	19.12%	938	16,666	5.06%	14.95%	876	19,858	5.35%	17.82%	926	30,911	5.16%	27.73%	894
3518001	Pickering, ON (CY)	80,492	0.42%	12,061	3.03%	14.98%	726	11,556	2.94%	14.36%	705	11,757	3.57%	14.61%	856	12,171	3.28%	15.12%	786	21,164	3.53%	26.29%	848
3516010	Kawartha Lakes, ON (CY)	68,505	0.35%	9,051	2.27%	13.21%	640	8,685	2.21%	12.68%	622	7,115	2.16%	10.39%	609	9,150	2.46%	13.36%	694	14,731	2.46%	21.50%	693
3519036	Markham, ON (CY)	301,247	1.56%	7,329	1.84%	2.43%	118	7,093	1.80%	2.35%	116	5,037	1.53%	1.67%	98	7,098	1.91%	2.36%	122	13,982	2.34%	4.64%	150
3521010	Brampton, ON (CY)	596,084	3.09%	5,454	1.37%	0.91%	44	5,454	1.39%	0.92%	45	4,024	1.22%	0.68%	40	4,294	1.16%	0.72%	37	11,069	1.85%	1.86%	60
3515014	Peterborough, ON (CY)	74,428	0.39%	5,764	1.45%	7.74%	375	4,699	1.20%	6.31%	310	3,789	1.15%	5.09%	298	5,802	1.56%	7.79%	405	10,427	1.74%	14.01%	452

2019 Oshawa - Downtown Oshawa 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	607,761	42,732	7.0	565,029	93.0

2020 Oshawa - Downtown Oshawa 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 Visitors				Summer 2020 Visitors				Fall 2020 Visitors				Winter 2020 Visitors				Full Year 2020 Visitors			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	<b>Total</b>	<b>19,302,713</b>	<b>100%</b>	<b>192,282</b>	<b>100%</b>	<b>1.00%</b>	<b>100</b>	<b>277,132</b>	<b>100%</b>	<b>1.44%</b>	<b>100</b>	<b>265,345</b>	<b>100%</b>	<b>1.37%</b>	<b>100</b>	<b>267,300</b>	<b>100%</b>	<b>1.38%</b>	<b>100</b>	<b>426,173</b>	<b>100%</b>	<b>2.21%</b>	<b>100</b>
3518013	Oshawa, ON (CY)	145,379	0.75%	72,967	37.95%	50.19%	5039	86,245	31.12%	59.32%	4132	86,224	32.49%	59.31%	4315	86,126	32.22%	59.24%	4278	105,551	24.77%	72.60%	3288
3520005	Toronto, ON (C)	2,568,898	13.31%	20,307	10.56%	0.79%	79	33,949	12.25%	1.32%	92	30,141	11.36%	1.17%	85	29,455	11.02%	1.15%	83	62,323	14.62%	2.43%	110
3518009	Whitby, ON (T)	113,993	0.59%	23,995	12.48%	21.05%	2113	31,991	11.54%	28.06%	1955	32,892	12.40%	28.85%	2099	33,110	12.39%	29.05%	2098	49,922	11.71%	43.79%	1984
3518017	Clarington, ON (MU)	84,924	0.44%	25,936	13.49%	30.54%	3066	33,744	12.18%	39.73%	2768	35,236	13.28%	41.49%	3018	35,568	13.31%	41.88%	3024	45,821	10.75%	53.96%	2444
3518005	Ajax, ON (T)	111,465	0.58%	9,342	4.86%	8.38%	841	15,311	5.52%	13.74%	957	14,436	5.44%	12.95%	942	14,038	5.25%	12.59%	909	25,604	6.01%	22.97%	1040
3518001	Pickering, ON (CY)	80,492	0.42%	5,468	2.84%	6.79%	682	9,361	3.38%	11.63%	810	9,708	3.66%	12.06%	877	8,611	3.22%	10.70%	773	16,908	3.97%	21.01%	951
3516010	Kawartha Lakes, ON (CY)	68,505	0.35%	3,102	1.61%	4.53%	455	5,842	2.11%	8.53%	594	5,097	1.92%	7.44%	541	5,129	1.92%	7.49%	541	8,847	2.08%	12.91%	585
3519036	Markham, ON (CY)	301,247	1.56%	2,330	1.21%	0.77%	78	3,902	1.41%	1.30%	90	4,349	1.64%	1.44%	105	3,132	1.17%	1.04%	75	8,556	2.01%	2.84%	129
3521010	Brampton, ON (CY)	596,084	3.09%	1,644	0.85%	0.28%	28	4,170	1.50%	0.70%	49	3,628	1.37%	0.61%	44	2,693	1.01%	0.45%	33	6,990	1.64%	1.17%	53
3521005	Mississauga, ON (CY)	642,951	3.33%	1,650	0.86%	0.26%	26	2,824	1.02%	0.44%	31	2,897	1.09%	0.45%	33	2,781	1.04%	0.43%	31	6,761	1.59%	1.05%	48

2020 Oshawa - Downtown Oshawa 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	429,051	35,913	8.4	393,139	91.6

**2021 Oshawa - Downtown Oshawa 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 Visitors				Summer 2021 Visitors				Fall 2021 Visitors				Winter 2021 Visitors				Full Year 2021 Visitors			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	<b>Total</b>	<b>19,302,713</b>	<b>100%</b>	<b>204,828</b>	<b>100%</b>	<b>1.06%</b>	<b>100</b>	<b>379,752</b>	<b>100%</b>	<b>1.97%</b>	<b>100</b>	<b>388,706</b>	<b>100%</b>	<b>2.01%</b>	<b>100</b>	<b>273,061</b>	<b>100%</b>	<b>1.41%</b>	<b>100</b>	<b>520,429</b>	<b>100%</b>	<b>2.70%</b>	<b>100</b>
3518013	Oshawa, ON (CY)	145,379	0.75%	70,346	34.34%	48.39%	4560	94,890	24.99%	65.27%	3318	96,881	24.92%	66.64%	3309	90,907	33.29%	62.53%	4420	105,540	20.28%	72.60%	2693
3520005	Toronto, ON (C)	2,568,898	13.31%	23,603	11.52%	0.92%	87	55,506	14.62%	2.16%	110	48,568	12.49%	1.89%	94	31,100	11.39%	1.21%	86	84,604	16.26%	3.29%	122
3518009	Whitby, ON (T)	113,993	0.59%	23,813	11.63%	20.89%	1969	45,154	11.89%	39.61%	2013	48,058	12.36%	42.16%	2094	35,773	13.10%	31.38%	2218	56,269	10.81%	49.36%	1831
3518017	Clarington, ON (MU)	84,924	0.44%	27,098	13.23%	31.91%	3007	44,739	11.78%	52.68%	2678	44,418	11.43%	52.30%	2597	36,511	13.37%	42.99%	3039	49,907	9.59%	58.77%	2180
3518005	Ajax, ON (T)	111,465	0.58%	11,243	5.49%	10.09%	951	24,982	6.58%	22.41%	1139	21,489	5.53%	19.28%	957	16,940	6.20%	15.20%	1074	32,317	6.21%	28.99%	1075
3518001	Pickering, ON (CY)	80,492	0.42%	6,986	3.41%	8.68%	818	13,884	3.66%	17.25%	877	15,158	3.90%	18.83%	935	9,323	3.41%	11.58%	819	21,627	4.16%	26.87%	997
3521010	Brampton, ON (CY)	596,084	3.09%	3,760	1.84%	0.63%	59	6,914	1.82%	1.16%	59	5,155	1.33%	0.86%	43	4,648	1.70%	0.78%	55	11,986	2.30%	2.01%	75
3521005	Mississauga, ON (CY)	642,951	3.33%	2,850	1.39%	0.44%	42	5,772	1.52%	0.90%	46	7,337	1.89%	1.14%	57	3,201	1.17%	0.50%	35	11,642	2.24%	1.81%	67
3519036	Markham, ON (CY)	301,247	1.56%	1,862	0.91%	0.62%	58	7,054	1.86%	2.34%	119	6,739	1.73%	2.24%	111	4,223	1.55%	1.40%	99	11,624	2.23%	3.86%	143
3516010	Kawartha Lakes, ON (CY)	68,505	0.35%	3,433	1.68%	5.01%	472	6,946	1.83%	10.14%	515	8,385	2.16%	12.24%	608	4,020	1.47%	5.87%	415	10,513	2.02%	15.35%	569

**2021 Oshawa - Downtown Oshawa 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	527,254	35,225	6.7	492,029	93.3



## Top 5 segments represent **38.2%** of customers in Southern Ontario



Rank:	1
Customers:	40,922
Customers %:	9.91
% in Benchmark:	4.68
Index:	<b>212</b>

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:	2
Customers:	34,314
Customers %:	8.31
% in Benchmark:	4.63
Index:	<b>180</b>

Mid-City Mellow epitomizes a traditional view of the Canadian Dream: owning a home in an attractive setting while building a comfortable nest egg. In this segment, nearly 90 percent of members own single-detached houses, which typically were built between 1960 and 1990. These older and mature households enjoy upper-middle incomes and well-established neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Mid-City Mellow is a mixed group, a collection of both older couples and middle-aged families raising older children. Few segments have a lower five-year mobility rate. Most households contain third-plus-generation Canadians, though there's an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, Portuguese, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of white collar, blue collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy sporting events such as horse racing, hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours as they believe that other cultures have a great deal to teach us (Culture Sampling).



Rank:	3
Customers:	27,992
Customers %:	6.78
% in Benchmark:	5.19
Index:	<b>131</b>

One of the wealthier suburban lifestyles, Multiculture-ish is an ethnically diverse segment of middle-aged Asian and South Asian households. Located in and around major cities like Toronto, Calgary and Edmonton, many of these neighbourhoods emerged 20 years ago as new suburban subdivisions. Today, they're slowly being overtaken by urban sprawl and infill developments. More than 40 percent of residents are immigrants, and the rest are typically second-generation Canadians who've settled in houses built since 1990. A quarter speak a non-official language, the most common being Mandarin, Cantonese and Punjabi, but residents also disproportionately speak Arabic, Urdu and Russian at home. Multiculture-ish households tend to be large—double the national average for four or more people—and the significant presence of children over the age of 5 influences their preference for family-friendly outings to theme parks, zoos and aquariums. Having completed university and college educations, these adults enjoy upscale incomes—earned from jobs in management, business and the sciences—that are 50 percent higher than the national average and that allow them to exercise Ostentatious Consumption by purchasing items that symbolize affluence.



Rank:	4
Customers:	27,616
Customers %:	6.69
% in Benchmark:	4.16
Index:	<b>161</b>

An upscale suburban lifestyle, First-Class Families is characterized by sprawling families—more than 40 percent of households contain four or more people—living in close-in suburbs. More than half the households are located in established neighbourhoods in Toronto, Calgary, Ottawa and Vancouver. In First-Class Families, the parents are middle-aged, the children are 5-24 and nearly 90 percent of households live in pricey, single-family houses. With their solid educations, the adults hold white-collar jobs in management, education and government, and earn incomes that are nearly twice the national average. One quarter of households contain second-generation Canadians; the segment scores high for members for whom Italian, Polish, Greek or Mandarin is their mother tongue. These families enjoy many team sports—baseball, basketball, football, hockey, volleyball—as both participants and spectators. And many families look forward to weekends when they can shop, go out to eat or relax with their tablet to watch Netflix or indulge in e-commerce. Committed to living a healthy and wholesome lifestyle, this group scores high for the value Effort Toward Health.



Rank:	5
Customers:	26,882
Customers %:	6.51
% in Benchmark:	2.67
Index:	<b>244</b>

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