

Community Profile: Ottawa – Bank Street BIA

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

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

ENVIRONICS
ANALYTICS

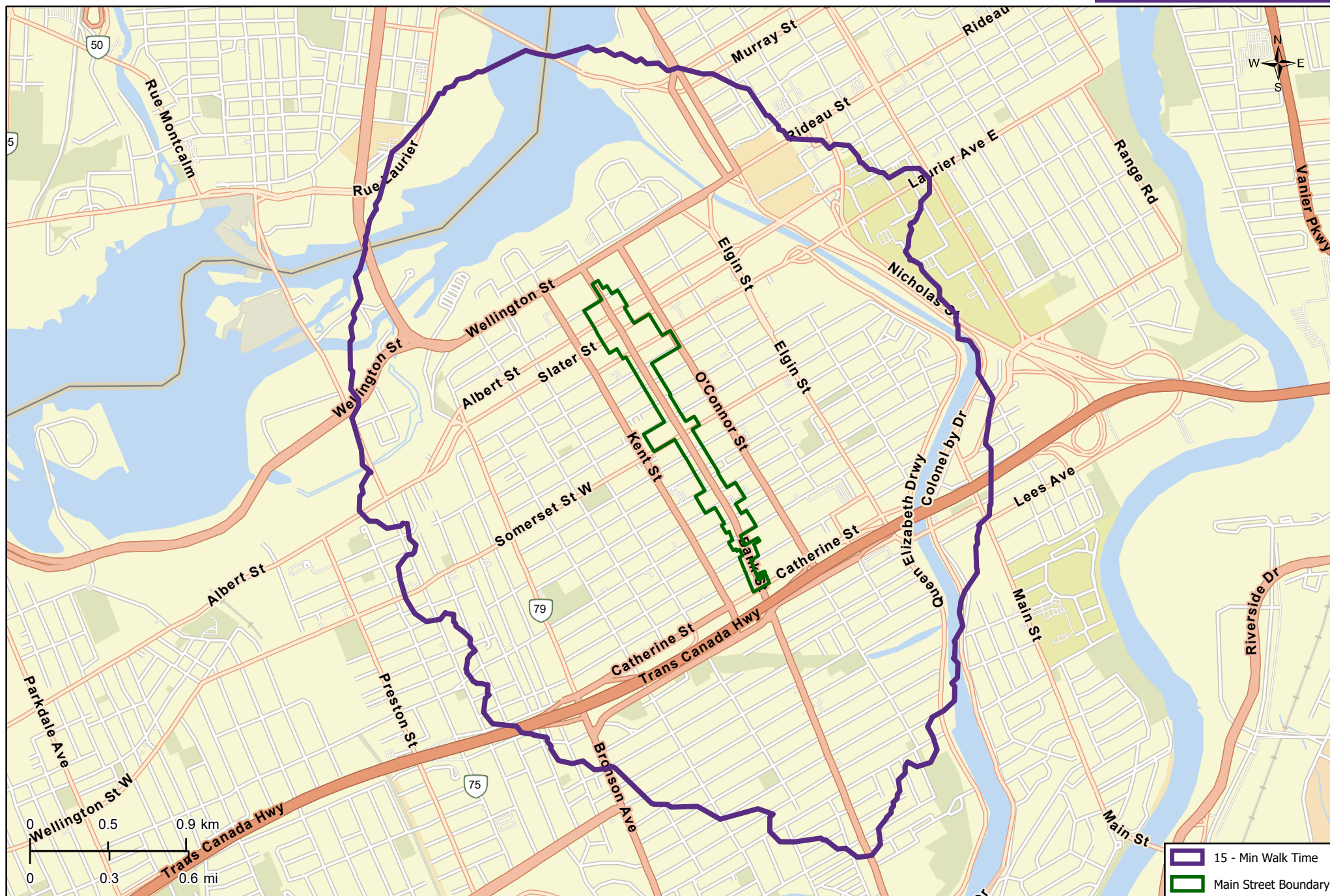
Confidential

Date: February 10, 2022

Table of Contents

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

Ottawa - Bank Street BIA
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Ottawa - Bank Street BIA

POPULATION

50,194

HOUSEHOLDS

28,862

MEDIAN MAINTAINER AGE

39

Index: 72

MARITAL STATUS



40.3%

Index: 70

Married/Common-Law

FAMILY STATUS*

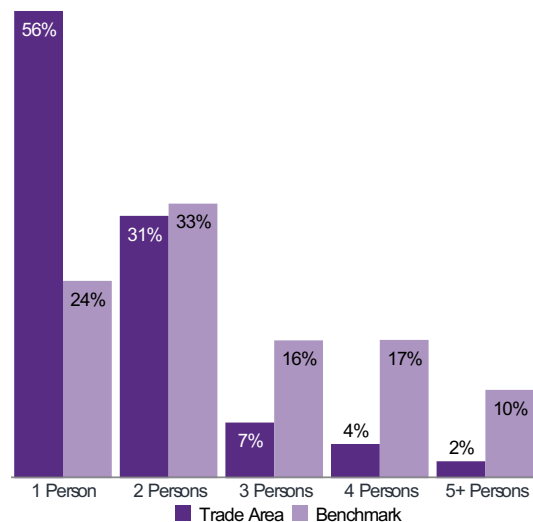


63.9%

Index: 171

Couples Without Children At Home

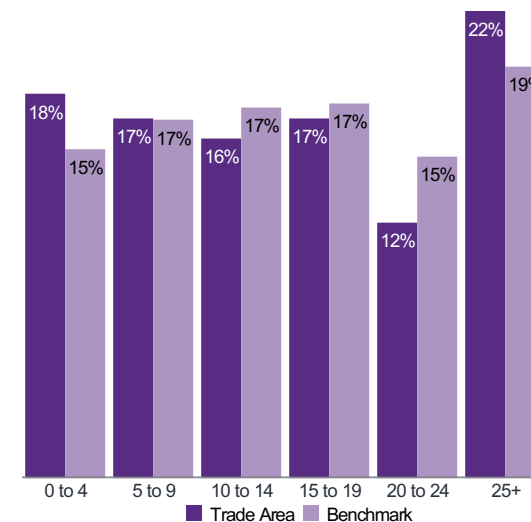
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	1,262	2.5	50
5 to 9	1,137	2.3	42
10 to 14	1,076	2.1	38
15 to 19	1,508	3.0	51
20 to 24	4,319	8.6	129
25 to 29	8,189	16.3	233
30 to 34	7,202	14.3	216
35 to 39	4,828	9.6	149
40 to 44	3,260	6.5	105
45 to 49	2,691	5.4	85
50 to 54	2,589	5.2	79
55 to 59	2,657	5.3	73
60 to 64	2,632	5.2	78
65 to 69	2,267	4.5	80
70 to 74	1,884	3.8	78
75 to 79	1,196	2.4	72
80 to 84	740	1.5	68
85+	756	1.5	68

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.ca/Envision/About/1/2021>)

*Chosen from index ranking with minimum 5% composition

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

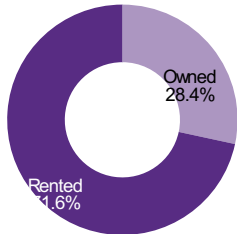
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Ottawa - Bank Street BIA

Population: 50,194 | Households: 28,862

TENURE



STRUCTURE TYPE



Houses

14.1%

Index: 18



Apartments

85.7%

Index: 388

AGE OF HOUSING*

Less Than 4 Years Old

% Comp: 9.6 Index: 165

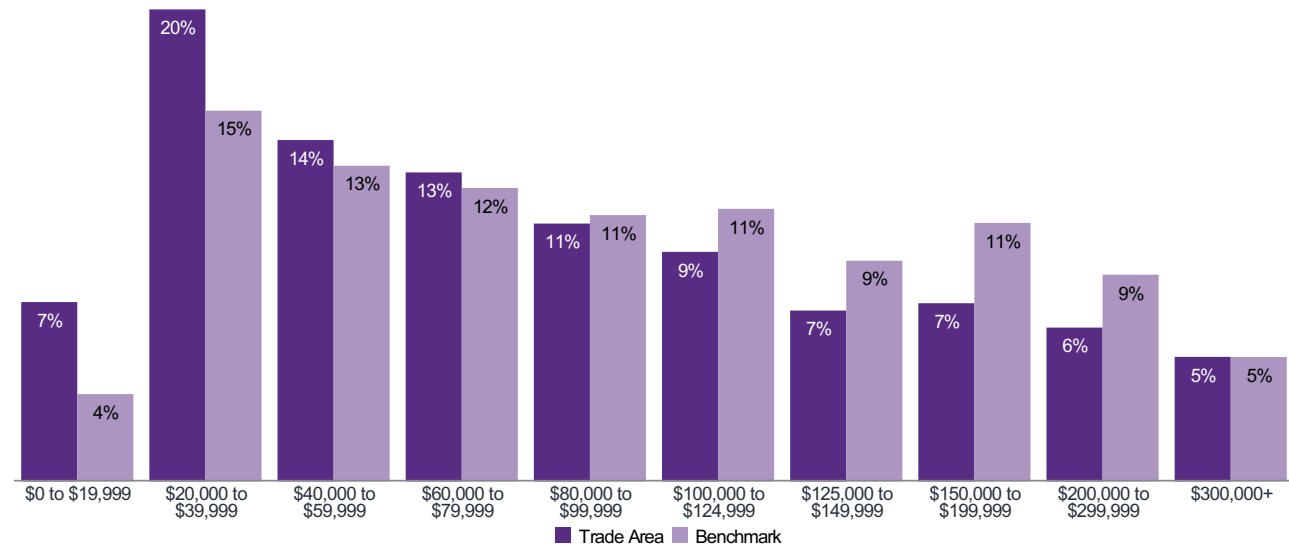
AVERAGE HOUSEHOLD INCOME



\$101,307

Index: 88

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Ottawa - Bank Street BIA

Population: 50,194 | Households: 28,862

EDUCATION



60.7%

Index: 228

University Degree

LABOUR FORCE PARTICIPATION



74.1%

Index: 114

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



20.3%

Index: 1,027

Travel to work by **Walking**

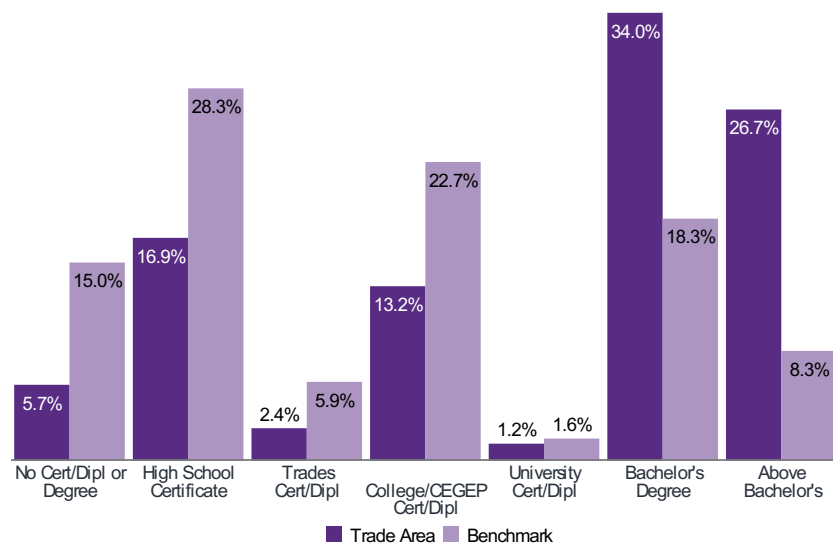


13.7%

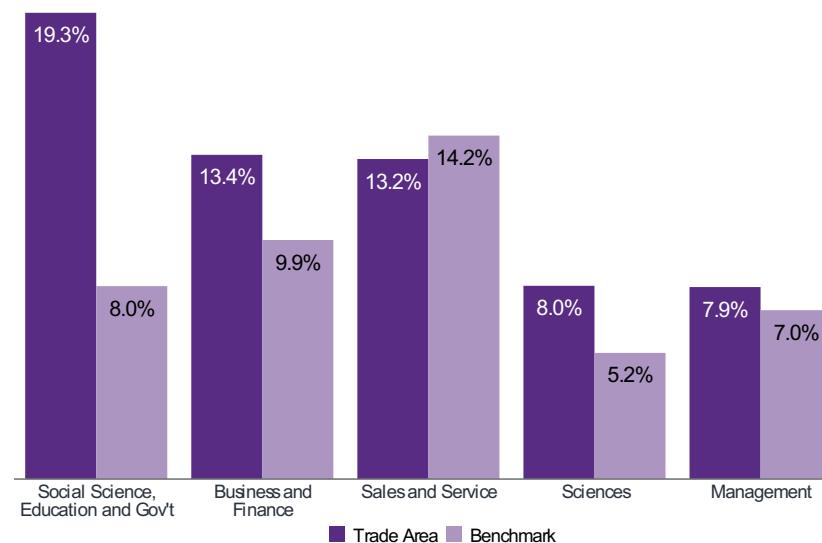
Index: 38

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

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.ca/Envision/About/1/2021>)

*Ranked by percent composition

Index Colours: <80 80 - 110 110+

Demographics | Diversity

ENVIRONICS
ANALYTICS

Trade Area: Ottawa - Bank Street BIA

Population: 50,194 | Households: 28,862

ABORIGINAL IDENTITY



2.7%

Index:113

VISIBLE MINORITY PRESENCE



25.4%

Index:88

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



1.4%

Index:71

No knowledge of
English or French

IMMIGRATION



22.1%

Index:84

Born outside Canada

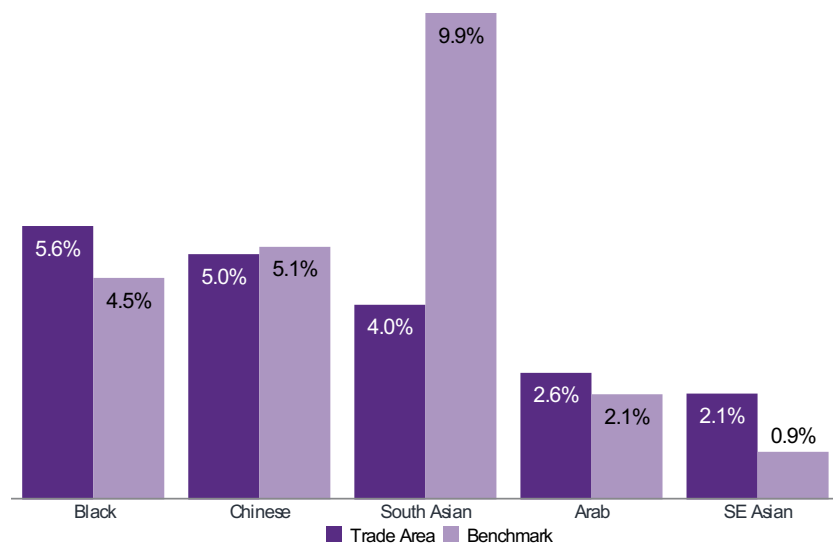
PERIOD OF IMMIGRATION*

2017 To Present

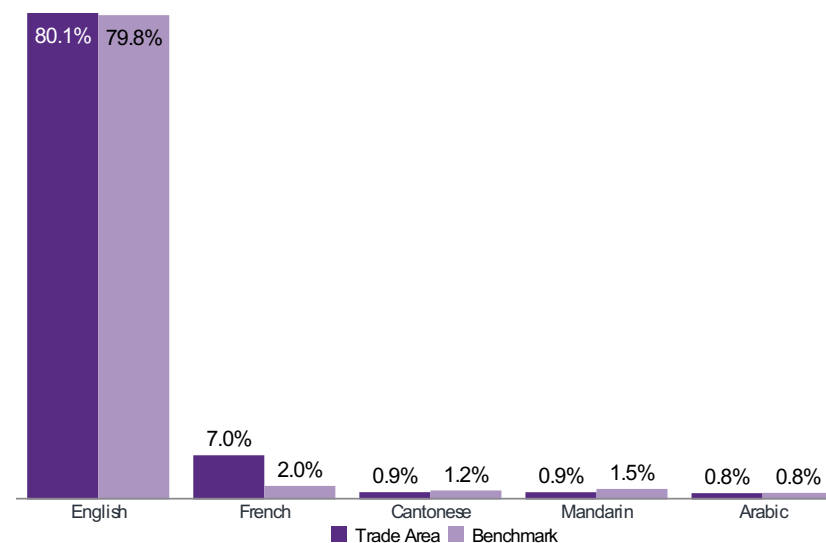
5.4%

Index:120

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark:Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours: <80 80 - 110 110+

Top 5 segments represent **89.7%** of households in Ottawa - Bank Street BIA



Rank: 1
Hhlds: 10,181
Hhld %: 35.28
% in Benchmark: 0.43
Index: 8,146

One of the youngest segments, Latte Life is often the first stop for university graduates fresh out of school. Typically located in urban areas like Vancouver, Calgary, Edmonton and Ottawa, the lifestyle has remained relatively stable for the last 15 years. Half the residents are between 25 and 44; nearly 60 percent live alone. Over half have earned a university degree—more than twice the Canadian average—but since they likely hold entry-level jobs in education, the arts, cultural industries and science, most earn average incomes. The steep cost of housing in their neighbourhoods means three-quarters of residents rent newer condos or older low-rise apartments. Like many Millennials, they try to reduce their carbon footprint by walking, biking or taking public transit to work. Latte Life residents aren't interested in putting down roots right now: two-thirds of residents have moved in the last five years. These young adults are nightowls who frequent bars, dance clubs and music festivals. Fitness and status conscious, they spring for memberships in health clubs. With their Concern for Appearance, they're a strong market for products and services that make them look good.



Rank: 2
Hhlds: 5,818
Hhld %: 20.16
% in Benchmark: 0.36
Index: 5,659

Eat, Play, Love earned its name for its younger, mobile singles who patronize ethnic restaurants, participate in numerous sports and support the value Sexual Permissiveness. Concentrated in the urban core of Toronto, Montreal and Vancouver, this diverse segment reflects two important demographic trends—increasing urbanization and the growth of high-rise housing. Eat, Play, Love is a vertical world where almost 90 percent of residents live in apartment and condo buildings taller than five stories. It is also the most educated of all the segments: more than 60 percent have a university degree, and almost one in four hold an advanced degree—three times of the national average. With their upper-middle incomes, they're earning good money for their age, typically from white-collar jobs in business, science, education and management. Over 60 percent commute to work by public transit, biking or walking. Young and unencumbered—half of households contain single or divorced individuals—they travel widely and enjoy urban nightlife, going dancing and bar-hopping, hitting jazz concerts and attending food and wine shows. They're also into health and fitness, scoring high for aerobics, yoga and Pilates, as well as buying organic fruit and vegetables.



Rank: 3
Hhlds: 4,926
Hhld %: 17.07
% in Benchmark: 1.30
Index: 1,311

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



Rank: 4
Hhlds: 3,274
Hhld %: 11.35
% in Benchmark: 0.42
Index: 2,712

Downtown Verve is a cultural and intellectual hub. Concentrated in a handful of Canada's largest cities, the segment attracts a mix of younger and middle-aged singles, couples and families who prefer the excitement and convenience of downtown living. One of the most educated groups, many residents are first- and second-generation Canadians employed in well-paying management and white-collar positions. They're happy to own or rent in these older urban neighbourhoods, where they're within a few blocks of banks, theatres and dry cleaners. Although their duplexes, row houses, semi-detached houses and low-rise apartments are aging, the average dwelling value is nearly \$900,000—double the national average. With their upscale incomes, their spending power appears even greater because of the significant proportion of singles and childless couples. Living close to entertainment districts, this group has high rates for going to bars, restaurants and cinemas. They also maintain a healthy lifestyle, eating organic food, taking fitness classes and playing racquet sports. With their strong Ecological Concern, they believe that the efforts of one person are never too insignificant when it comes to protecting the environment.



Rank: 5
Hhlds: 1,676
Hhld %: 5.81
% in Benchmark: 3.77
Index: 154

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.

Psychographics | SocialValues Overview

Trade Area: Ottawa - Bank Street BIA



Strong Values

Values	Index
Rejection of Authority	152
Culture Sampling	147
Ecological Concern	143
Social Learning	141
Intuition & Impulse	140
Equal Relationship with Youth	137
Personal Creativity	133
Effort Toward Health	132
Flexible Families	131
Sexual Permissiveness	128



Descriptions | Top 3 Strong Values

Rejection of Authority

A belief in not playing by the rules. The belief that persons or organizations in positions of authority should be questioned and challenged at all times. A belief that while there are rules in society we should not just follow them blindly. The feeling that young people in particular should be taught to question authority rather than unquestioningly obey it.

Culture Sampling

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

Ecological Concern

A tendency to believe that today's environmental problems are a result of industrial and personal disregard for the environment. People strong on this construct feel that environmental destruction is unacceptable and reject the notion that job protection or economic advancement should be allowed at the expense of environmental protection. They also reject the idea that any one person is too small to make a contribution to this project



Weak Values

Values	Index
Obedience to Authority	63
Utilitarian Consumerism	65
Xenophobia	66
Legacy	68
Parochialism	69
Attraction to Nature	70
Traditional Family	71
Cultural Assimilation	78
Religiosity	79
Technology Anxiety	82



Descriptions | Top 3 Weak Values

Obedience to Authority

A belief in playing by the rules. The belief that persons or organizations in positions of authority should be deferred to at all times. A belief that there are rules in society and everyone should follow them. The feeling that young people in particular should be taught to obey authority rather than question it.

Utilitarian Consumerism

Tendency to base purchase decisions on utilitarian rather than aesthetic considerations. Measures the attention given to utility of objects and products purchased. People strong on this construct seldom buy products purely for their appearance. Lack of a need to engage in personal expression through aesthetic means.

Xenophobia

The sense that too much immigration threatens the purity of the country. The belief that immigrants who have made their new home in Canada should set aside their cultural backgrounds and blend into this society.

Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: Ottawa - Bank Street BIA

WealthScapes Households: 28,401

INCOME*

Household Income

\$ 101,213

Index: 87

Household Disposable Income

\$ 74,681

Index: 82

Household Discretionary Income

\$ 51,592

Index: 80

Annual RRSP Contributions

\$ 3,050

Index: 85

WEALTH*



Net Worth

% Holders

99.4% Index: 100

Balance

\$598,051

Index: 81

ASSETS*



Savings

% Holders

94.5% Index: 99

Balance

\$88,414

Index: 116



Investments

% Holders

56.2% Index: 94

Balance

\$367,785

Index: 109



Unlisted Shares

% Holders

14.6% Index: 118

Balance

\$470,647

Index: 148



Real Estate

% Holders

31.9% Index: 42

Balance

\$845,768

Index: 113



Liquid Assets

% Holders

97.5% Index: 100

Balance

\$348,164

Index: 105

DEBT*



Consumer Debt

% Holders

87.7% Index: 96

Balance

\$32,167

Index: 49



Mortgage Debt

% Holders

16.9% Index: 36

Balance

\$329,241

Index: 110

FINANCIAL RATIO



Debt: Asset

% Holders

0.12% Index: 58

Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.ca/Envision/About/1/2021>)

% Holders represent where customers are found.

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

Index Colours: <80 80 - 110 110+

Trade Area: Ottawa - Bank Street BIA

WealthScapes Households: 28,401

FINANCIAL RATIOS*



Debt: Asset

0.12

Index: 58



Debt: Liquid Assets

0.25

Index: 40



Consumer Debt - Discr. Income

0.55

Index: 58



Savings - Investments

0.64

Index: 107



Pension - Non-Pension Assets

0.30

Index: 136



Real Estate Assets - Liq. Assets

0.79

Index: 45



Mortgage - Real Estate Assets

0.21

Index: 85



Mortgage - Consumer Debt

1.97

Index: 86

Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.ca/Envision/About/1/2021>)

Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Ottawa - Bank Street BIA

Households: 28,862

Total Aggregate Current Consumption: \$1,993,956,954

Average Current Consumption

\$69,086

Index 85

Average Household Income










\$101,109

Index 88

Average Disposable Income

\$73,555

Index 82

 <p>Shelter</p> <p>Avg. Dollars/Household \$19,424 Index: 92</p> <p>Pct. of Total Expenditure 28.1% Index: 109</p>	 <p>Food</p> <p>Avg. Dollars/Household \$10,794 Index: 84</p> <p>Pct. of Total Expenditure 15.6% Index: 100</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$8,965 Index: 65</p> <p>Pct. of Total Expenditure 13.0% Index: 77</p>
 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$4,615 Index: 130</p> <p>Pct. of Total Expenditure 6.7% Index: 154</p>	 <p>Health Care</p> <p>Avg. Dollars/Household \$4,567 Index: 83</p> <p>Pct. of Total Expenditure 6.6% Index: 99</p>	 <p>Household Operation</p> <p>Avg. Dollars/Household \$4,381 Index: 76</p> <p>Pct. of Total Expenditure 6.3% Index: 90</p>
 <p>Recreation</p> <p>Avg. Dollars/Household \$3,901 Index: 82</p> <p>Pct. of Total Expenditure 5.6% Index: 96</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$3,201 Index: 80</p> <p>Pct. of Total Expenditure 4.6% Index: 95</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$2,671 Index: 81</p> <p>Pct. of Total Expenditure 3.9% Index: 95</p>

Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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: Ottawa - Bank Street BIA

Households: 28,862

Average Household Income

\$101,109

Index 88

Average Food Expenditure

\$10,794

Index 84

Average Spend on Food
from Restaurants

\$4,618




Index 115




Average Spend on Food
from Stores



\$6,176

Index 71

Total Aggregate Food Expenditure: \$ 311,530,093

 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
\$592	9.6%	\$338	5.5%	\$844	13.7%
Index 68	Index 96	Index 66	Index 94	Index 77	Index 109

 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
\$708	11.5%	\$906	14.7%	\$909	14.7%
Index 77	Index 109	Index 71	Index 100	Index 58	Index 82

 Fish & Seafood		 Beverages & Other Food	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
\$194	3.1%	\$1,685	27.3%
Index 66	Index 94	Index 76	Index 108

Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

Trade Area: Ottawa - Bank Street BIA

Household Population 14+: 44,738

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	15.8	11.0	143
Going to restaurants, bars or night clubs	59.7	55.1	108
Having physical Contact with family and friends	59.1	57.7	102
Participating in group activities	43.7	38.7	113
Partying	22.6	15.8	144
Seeing family and friends in person	61.6	62.8	98
Entertainment			
Attending events, festivals or concerts	49.5	42.9	115
Attending sports events (excludes professional sports)	21.0	18.2	116
Attending to professional sports events or games	30.8	25.4	121
Going to the movies	49.6	45.7	109
Movement & Travel			
Driving more	13.2	16.1	82
Shopping in-store	43.6	42.9	102
Spending time outdoors	33.3	32.5	102
Travelling outside of Canada/ abroad	60.6	53.2	114
Travelling within Canada	52.7	49.9	106
Using public transit	18.5	13.7	135
Personal			
Getting back to old habits	31.6	36.2	87
Going to a salon, barber shop or spa	34.3	33.7	102
Going to the gym	31.6	22.6	140
Education/Work			
Children going back to school	14.2	20.3	70
Going back to work	19.6	17.6	111
Other			
Not Stated	0.9	0.6	153

Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.ca/Envision/About/1/2021>)

(Base used for Index calculations)

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

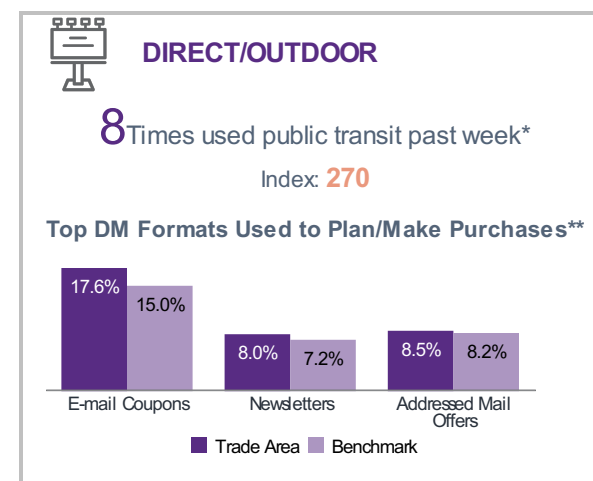
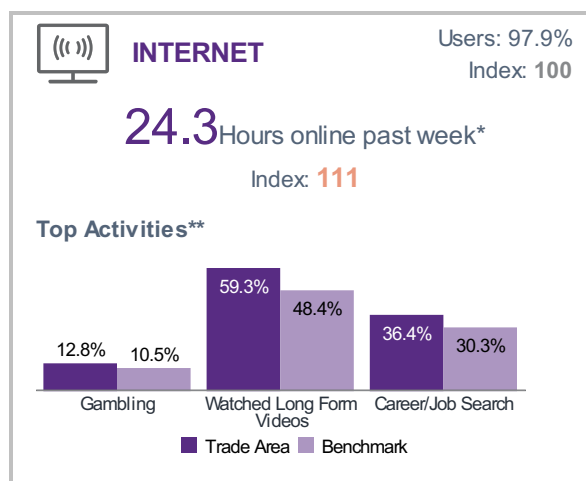
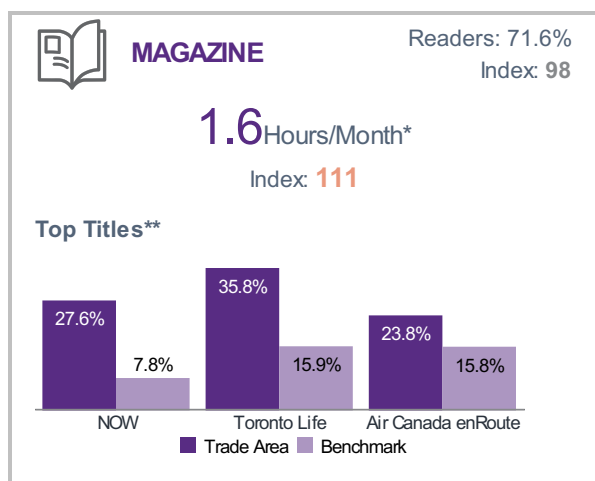
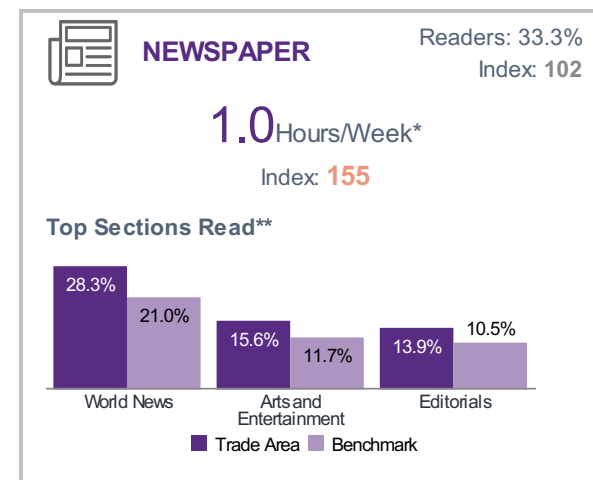
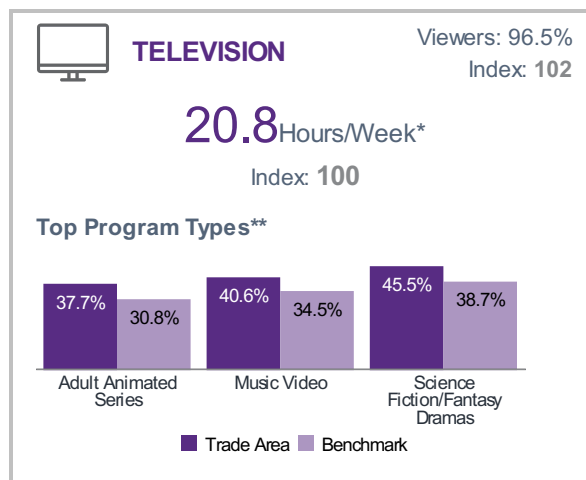
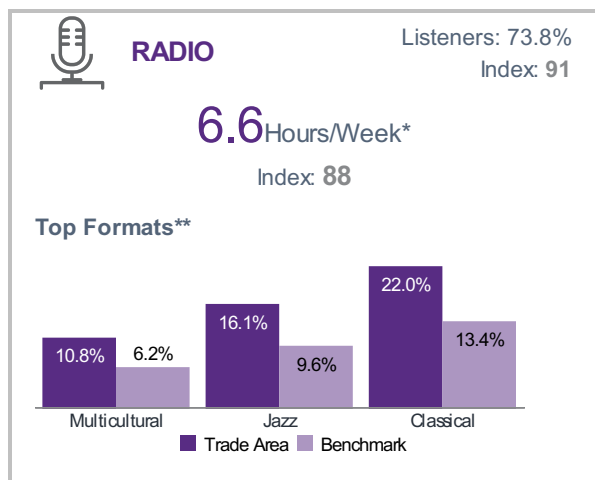
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Ottawa - Bank Street BIA

Household Population 14+: 44,738



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.ca/Envision/About/1/2021>)

* Consumption values based to variable's incidence count.

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

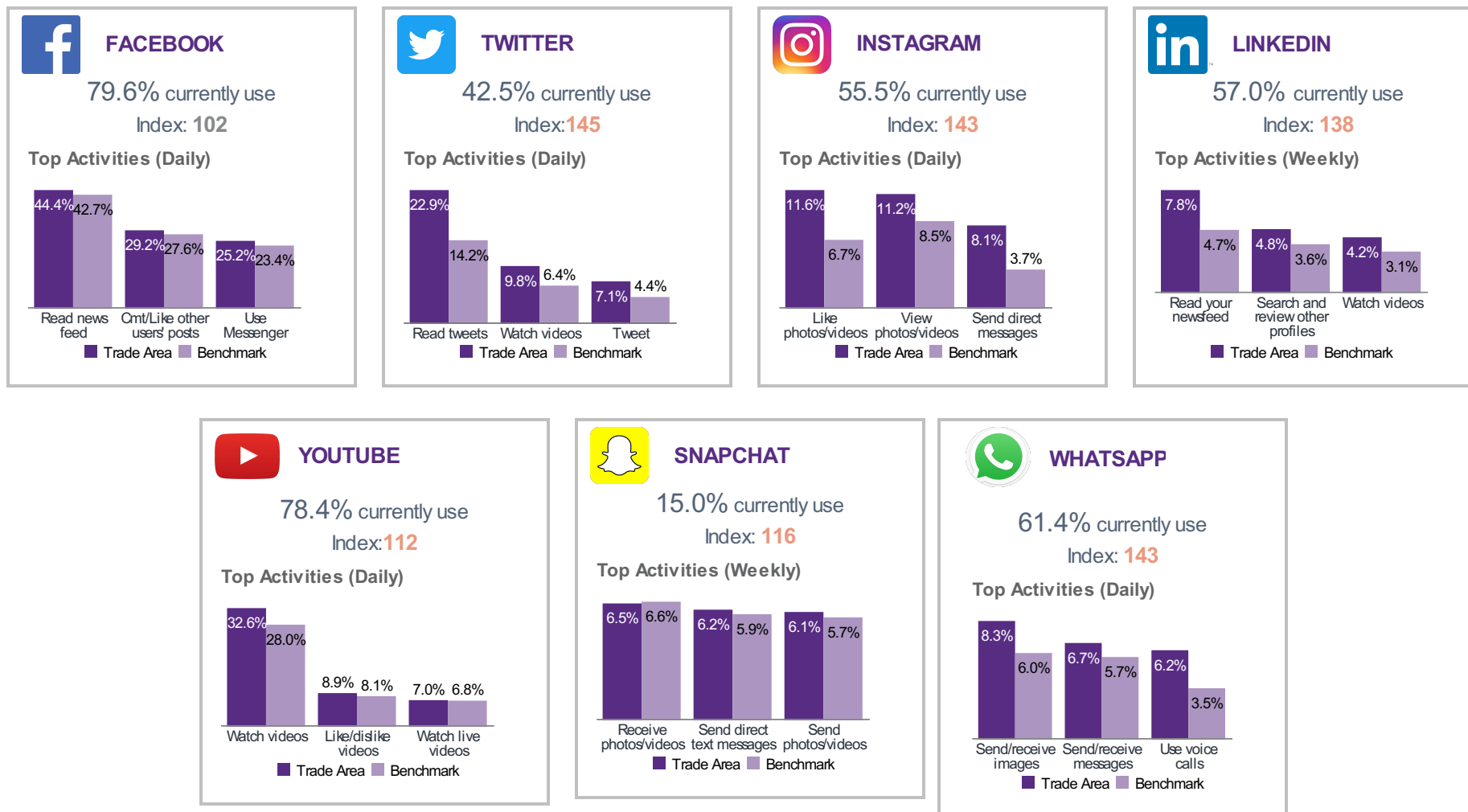
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Ottawa - Bank Street BIA

Household Population 18+: 43,790



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

ENVIRONICS
ANALYTICS

Trade Area: Ottawa - Bank Street BIA

Household Population 18+: 43,790

FRIENDS IN ALL SM NETWORKS



21.9%

Index:62

0-49 friends

FREQUENCY OF USE (DAILY)



56.5%

Index:101

Facebook

BRAND INTERACTION



38.9%

Index:113

Like brand on Facebook

NO. OF BRANDS INTERACTED

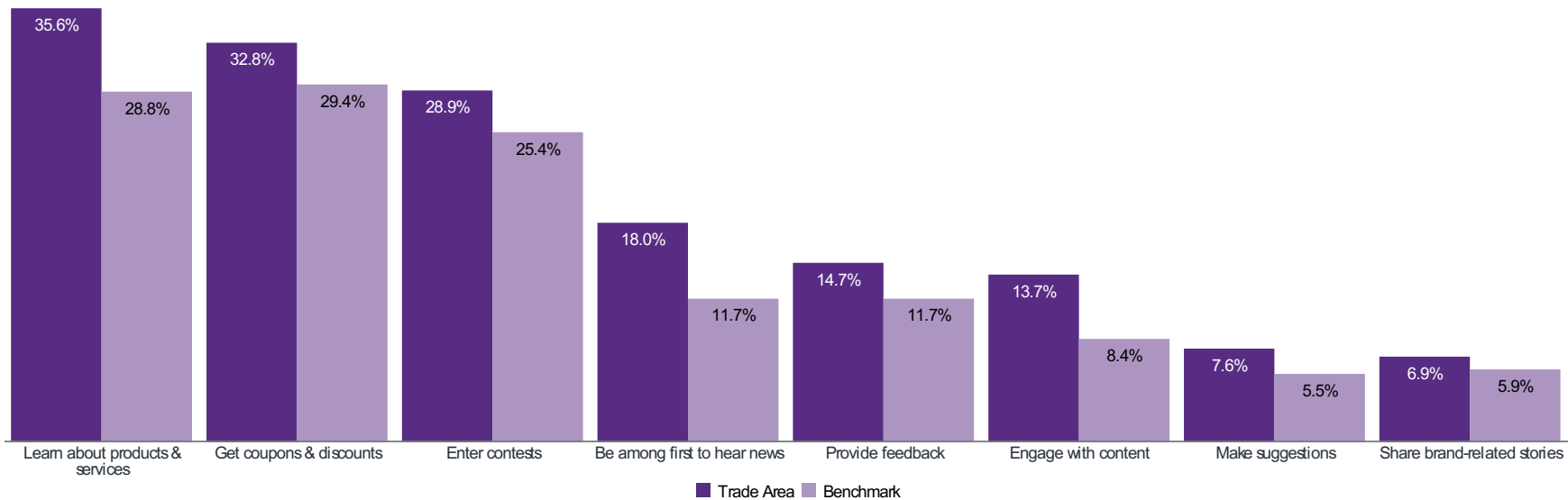


28.1%

Index:92

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

Chosen and ranked by percent composition

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

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Ottawa - Bank Street BIA

Total Household Population 18+:43,790



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

% Comp 82.8 Index 94



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

% Comp 52.1 Index 107



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

% Comp 77.9 Index 92



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

% Comp 39.6 Index 96



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

% Comp 60.2 Index 106



I am very comfortable sharing my personal info with retail companies

% Comp 28.4 Index 119

Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.ca/Envision/About/1/2021>)

Ranked by percent composition.

Index Colours: <80 80 - 110 110+

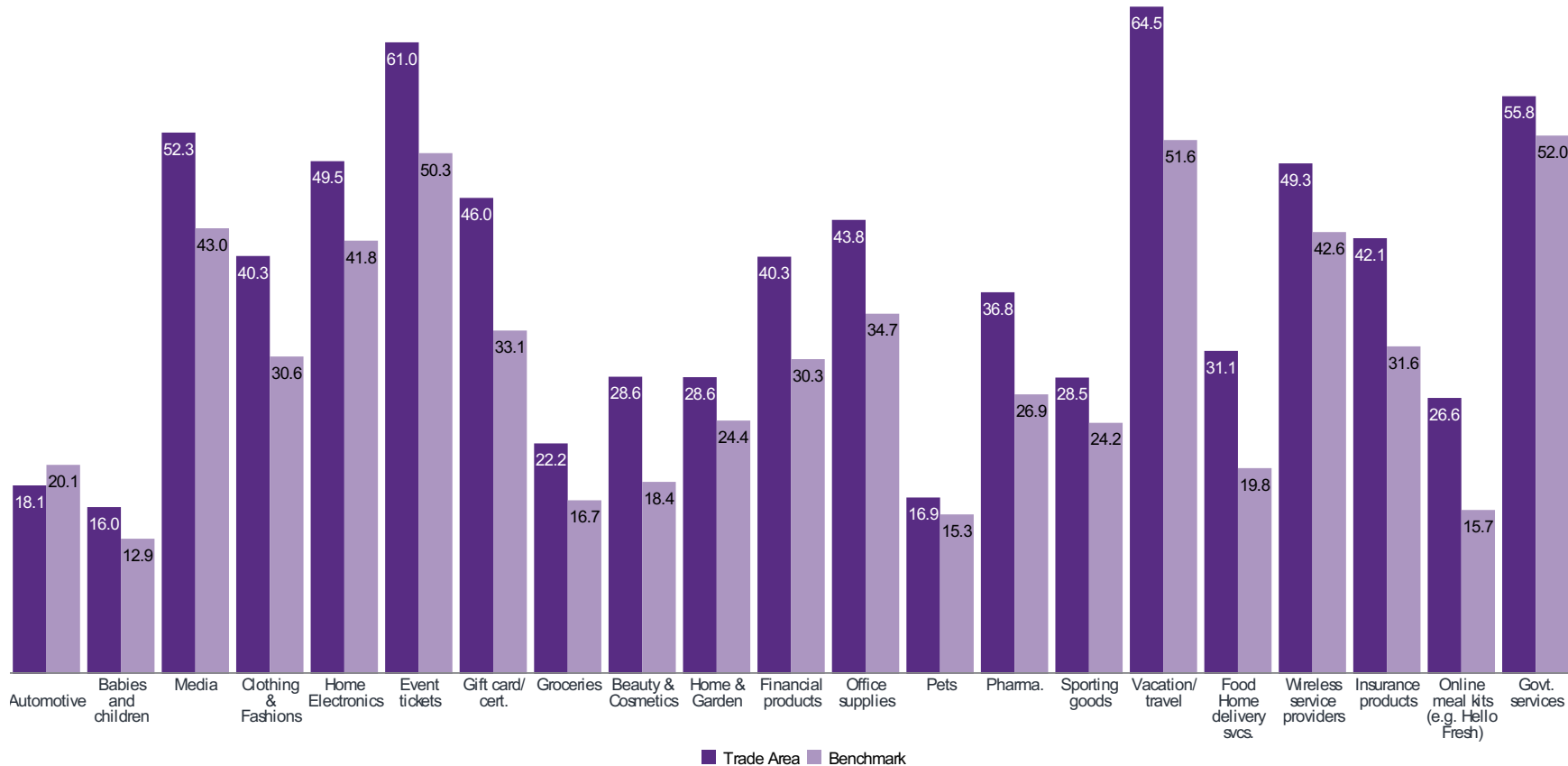
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Ottawa - Bank Street BIA

Total Household Population 18+:43,790

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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


Opticks eShopper | Clothing & Fashions Deep Dive

ENVIRONICS
ANALYTICS

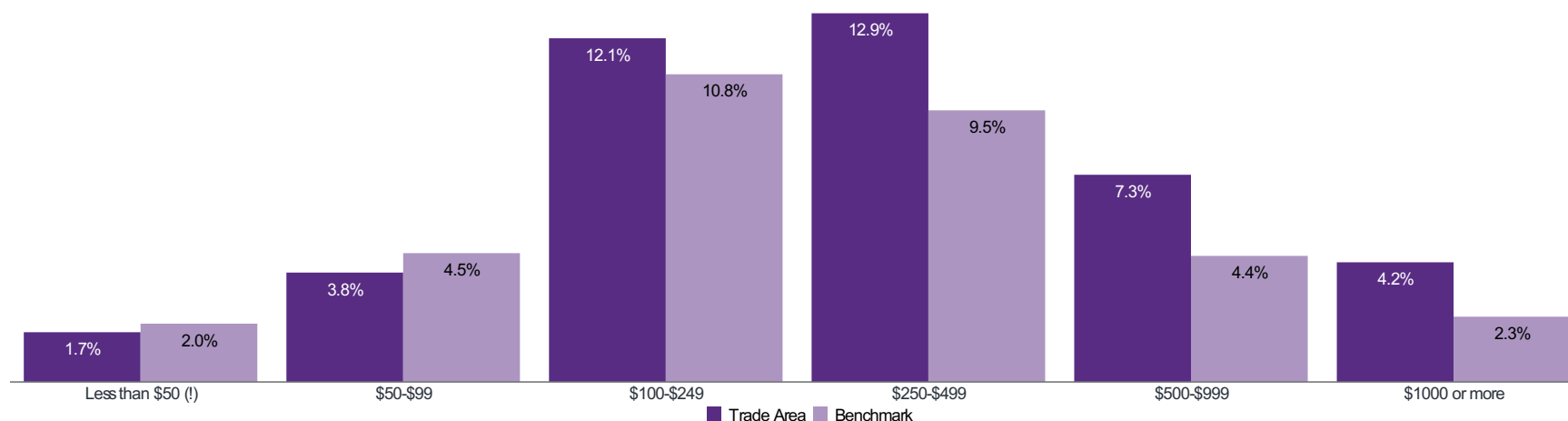
Trade Area: Ottawa - Bank Street BIA

Total Household Population 18+: 43,790

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	59.5% Index: 97	47.1% Index: 128	19.7% Index: 160	4.6% Index: 144
Purchase preference	71.9% Index: 95	40.3% Index: 132	12.8% Index: 130	4.5% Index: 177
Customer Service	55.5% Index: 90	23.5% Index: 131	9.6% Index: 167	24.0% Index: 110

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS
ANALYTICS

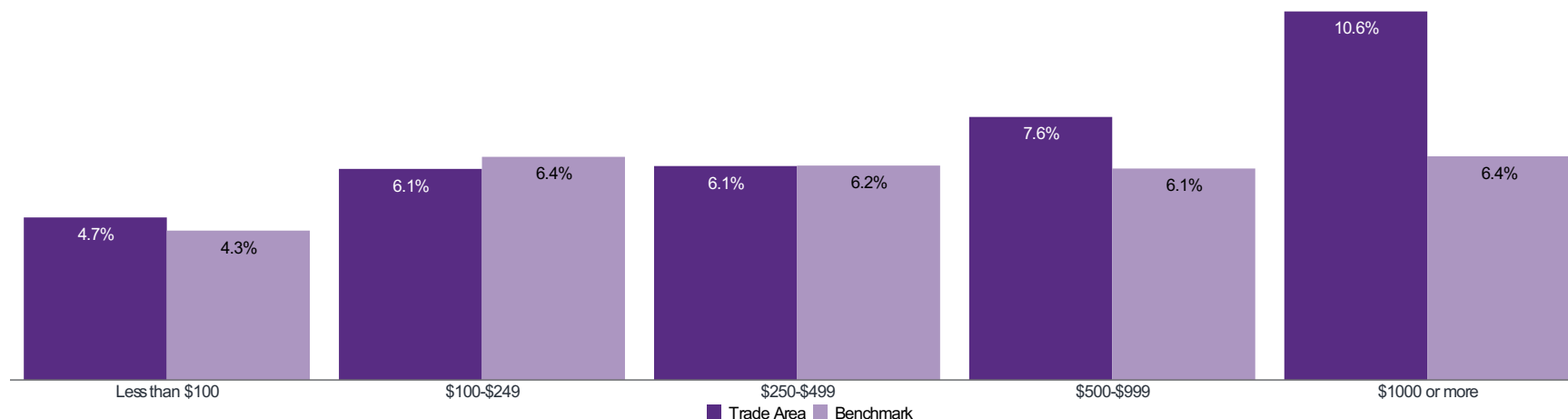
Trade Area: Ottawa - Bank Street BIA

Total Household Population 18+: 43,790

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	46.0% Index: 91	61.3% Index: 112	18.7% Index: 120	9.9% Index: 121
Purchase preference	57.9% Index: 85	49.5% Index: 118	15.0% Index: 136	8.0% Index: 124
Customer Service	47.9% Index: 85	30.2% Index: 121	9.9% Index: 134	40.4% Index: 110

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Gift Cards Deep Dive

ENVIRONICS
ANALYTICS

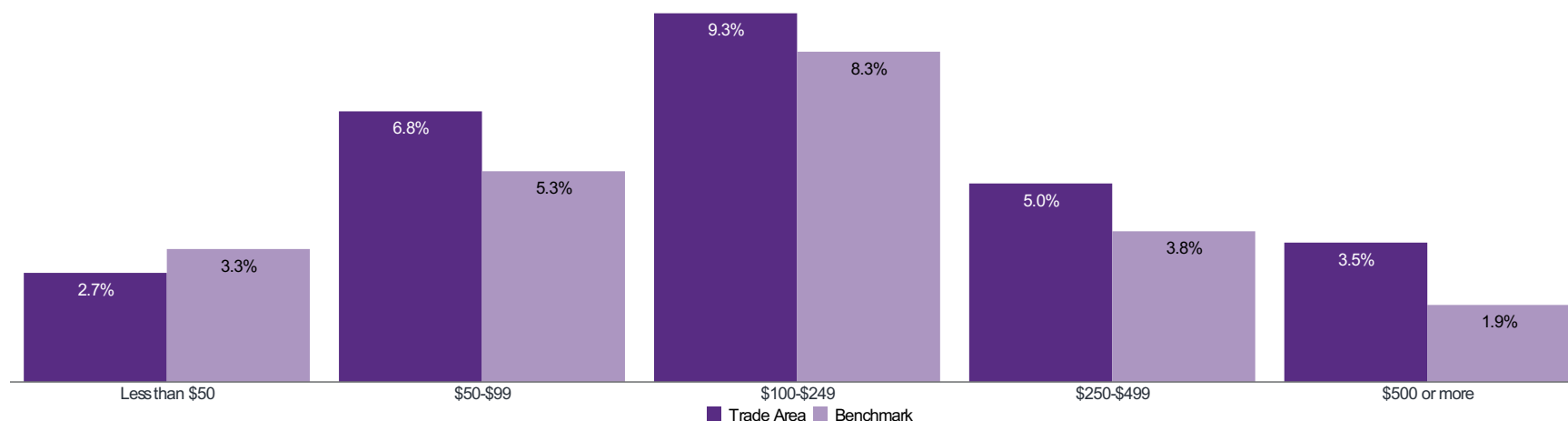
Trade Area: Ottawa - Bank Street BIA

Total Household Population 18+: 43,790

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	39.8% Index:83	48.1% Index:137	16.5% Index:150	4.5% Index:128
Purchase preference	48.9% Index:81	46.0% Index:139	10.9% Index:125	3.9% Index:125
Customer Service	32.7% Index:77	26.8% Index:131	8.2% Index:135	28.2% Index:102

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

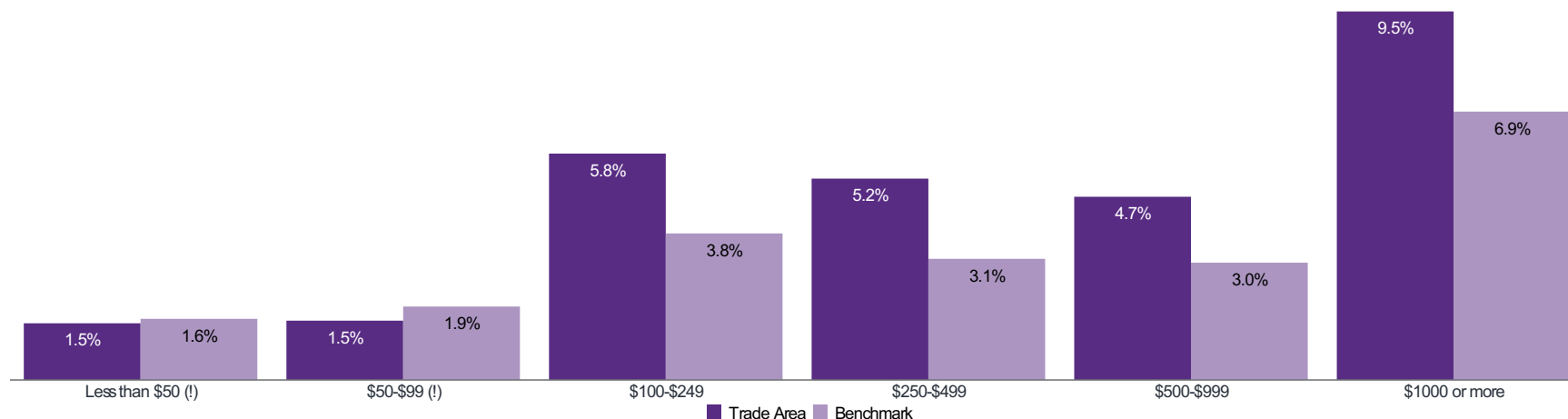
Trade Area: Ottawa - Bank Street BIA

Total Household Population 18+: 43,790

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	69.5% Index:96	28.1% Index:114	13.4% Index:121	4.6% Index:170
Purchase preference	78.3% Index:94	22.2% Index:133	9.1% Index:146	3.9% Index:160
Customer Service	59.3% Index:85	17.8% Index:155	6.2% Index:156	22.2% Index:118

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

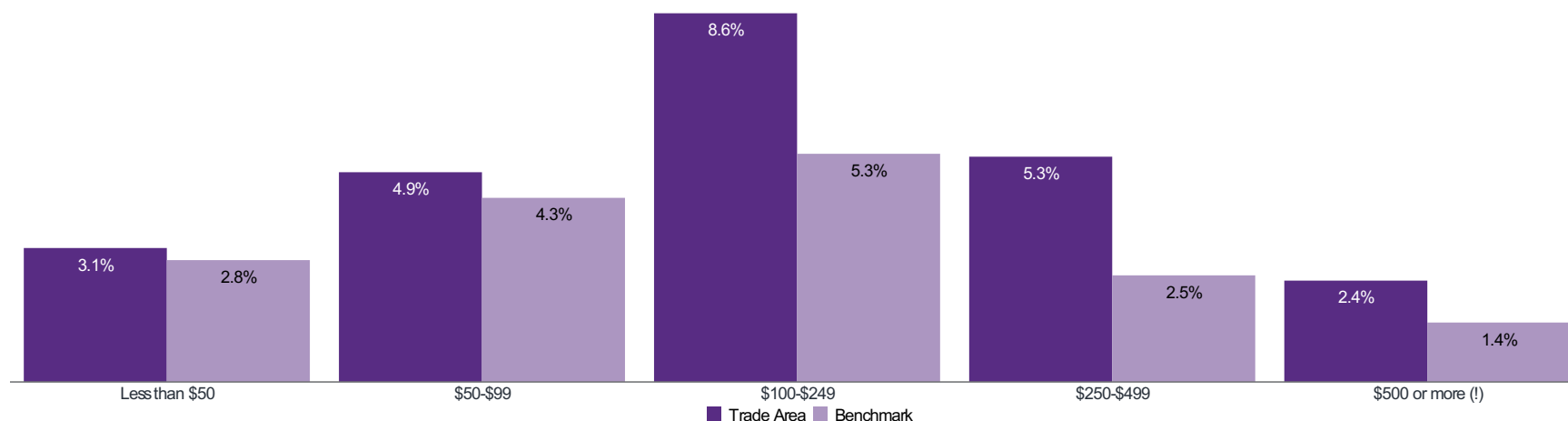
Trade Area: Ottawa - Bank Street BIA

Total Household Population 18+: 43,790

BEHAVIOURAL PREFERENCES BY CHANNEL

 BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	37.9% Index: 107	31.1% Index: 141	11.8% Index: 145	4.7% Index: 165
Purchase preference	48.0% Index: 104	28.6% Index: 155	9.9% Index: 154	3.4% Index: 147
Customer Service	36.4% Index: 100	18.7% Index: 149	5.8% Index: 135	16.1% Index: 109

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

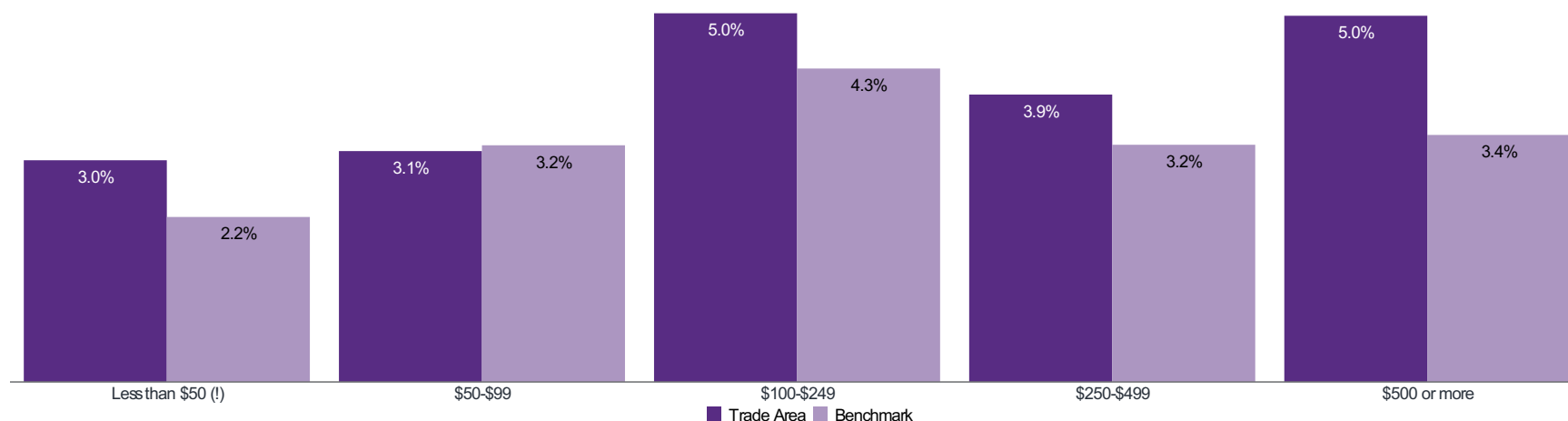
Trade Area: Ottawa - Bank Street BIA

Total Household Population 18+: 43,790

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	44.0% Index:85	38.5% Index:102	14.3% Index:125	4.1% Index:72
Purchase preference	55.4% Index:81	28.6% Index:117	10.1% Index:145	3.5% Index:96
Customer Service	41.4% Index:77	20.3% Index:127	6.4% Index:134	20.6% Index:90

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

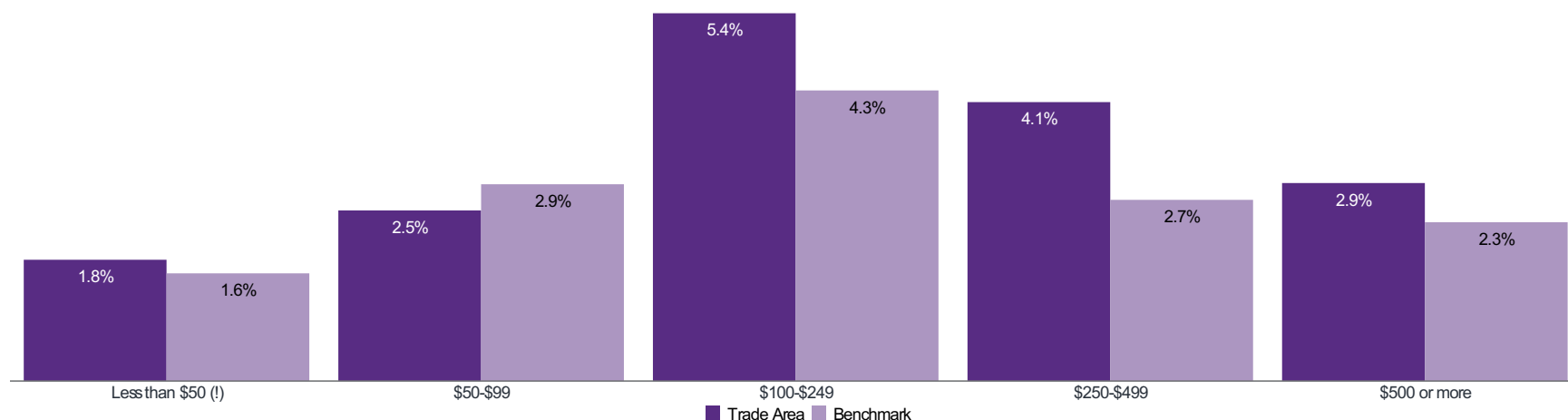
Trade Area: Ottawa - Bank Street BIA

Total Household Population 18+: 43,790

BEHAVIOURAL PREFERENCES BY CHANNEL

 SPORTING GOODS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	37.8% Index:97	36.7% Index:114	14.2% Index:135	4.6% Index:116
Purchase preference	44.9% Index:86	28.5% Index:118	10.4% Index:138	4.4% Index:144
Customer Service	36.4% Index:87	19.0% Index:126	6.9% Index:134	19.7% Index:96

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

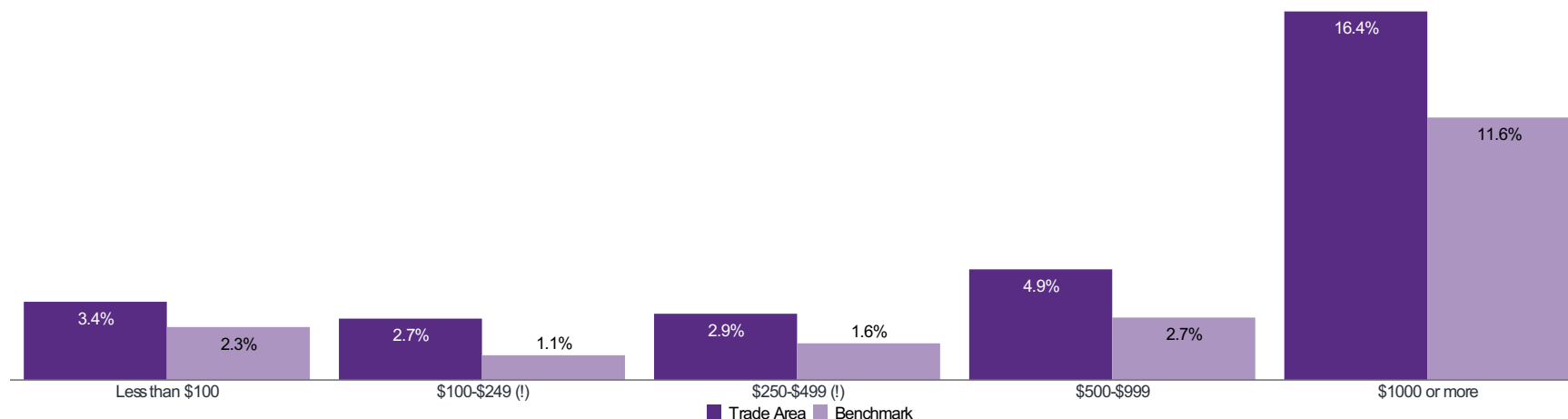
Trade Area: Ottawa - Bank Street BIA

Total Household Population 18+: 43,790

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	14.8% Index:72	69.8% Index:120	20.9% Index:139	14.4% Index:90
Purchase preference	21.4% Index:74	64.5% Index:125	10.1% Index:136	13.7% Index:76
Customer Service	24.8% Index:85	35.6% Index:130	9.6% Index:138	48.3% Index:110

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

Index Colours: <80 80 - 110 110+

Store Loyalty

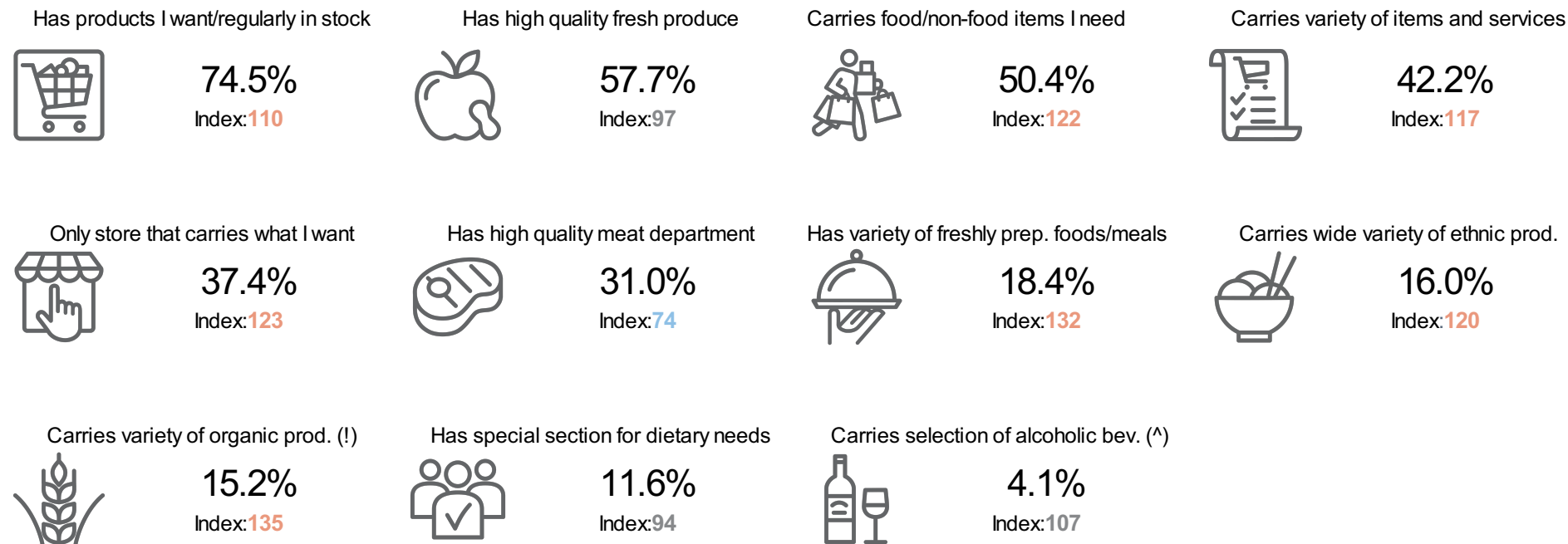
ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Ottawa - Bank Street BIA

Households: 28,862

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.

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS
ANALYTICS

Trade Area: Ottawa - Bank Street BIA

Households: 28,862

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



74.6%

Index: 125

Easy to get in and get out quickly



50.2%

Index: 117

Organized layout makes it easy to shop



47.8%

Index: 115

Staff are friendly and knowledgeable



38.9%

Index: 115

Short checkout lines/fast checkout



32.4%

Index: 91

Has extended hours



28.4%

Index: 103

I like the store ambiance



23.4%

Index: 117

Has self-checkout



16.5%

Index: 120

Offers an online shopping option (!)



8.2%

Index: 92

Benchmark: Southern Ontario

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

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

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

ShopperChoice | Store Loyalty - Price and Promo

ENVIRONICS
ANALYTICS

Trade Area: Ottawa - Bank Street BIA

Households:28,862

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



74.3%

Index:110

Store has the lowest prices overall



71.4%

Index:123

Discover good value when shopping



69.1%

Index:104

Store has a customer loyalty card program



49.4%

Index:100

Has loyalty prog. app and offers pers. promos



39.8%

Index:135

I'm loyal to their store brands



22.1%

Index:96

OUT OF STOCK ITEM

	% Base	% Pen	Index	
Psychographics - Shopping Preferences				
Postpone the purchase	57.4	40.2	1.0	143
Leave the store and buy it elsewhere	23.3	30.9	0.5	75
Purchase another brand	13.3	21.2	0.5	63
Purchase another size or variety of the same brand (!)	6.0	7.7	0.6	77

Benchmark:Southern Ontario

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

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

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

Main Street Visitors

2019 Ottawa - Bank Street 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+		Spring 2019				Summer 2019				Fall 2019				Winter 2019				Full Year 2019			
		#	% of Total	#	% of Total	% Pen	Index	Canada	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
		Total	19,302,713	100%	679,781	100%	3.52%	100	700,261	100%	3.63%	100	511,294	100%	2.65%	100	559,718	100%	2.90%	100	1,002,570	100%	5.19%
3506008	Ottawa, ON (CV)	873,210	4.52%	381,914	56.18%	43.74%	1242	379,223	54.15%	43.43%	1197	313,620	61.34%	35.92%	1356	334,798	59.82%	38.34%	1322	478,053	47.68%	54.75%	1054
2481017	Gatineau, QC (V)	237,634	1.23%	74,766	11.00%	31.46%	893	72,288	10.32%	30.42%	839	60,594	11.85%	25.50%	963	63,088	11.27%	26.55%	916	97,805	9.76%	41.16%	792
3520005	Toronto, ON (C)	2,568,898	13.31%	26,753	3.94%	1.04%	30	28,708	4.10%	1.12%	31	16,037	3.14%	0.62%	24	18,074	3.23%	0.70%	24	53,903	5.38%	2.10%	40
2466023	Montréal, QC (V)	1,493,156	7.74%	24,943	3.67%	1.67%	47	25,347	3.62%	1.70%	47	14,878	2.91%	1.00%	38	14,677	2.62%	0.98%	34	45,866	4.57%	3.07%	59
3521005	Mississauga, ON (CY)	642,951	3.33%	6,287	0.92%	0.98%	28	8,086	1.15%	1.26%	35	3,022	0.59%	0.47%	18	3,473	0.62%	0.54%	19	12,885	1.29%	2.00%	39
3521010	Brampton, ON (CY)	596,084	3.09%	4,199	0.62%	0.70%	20	6,902	0.99%	1.16%	32	2,919	0.57%	0.49%	18	2,935	0.52%	0.49%	17	10,428	1.04%	1.75%	34
3510010	Kingston, ON (CY)	110,501	0.57%	3,837	0.56%	3.47%	99	4,385	0.63%	3.97%	109	2,440	0.48%	2.21%	83	4,110	0.73%	3.72%	128	8,742	0.87%	7.91%	152
2465005	Laval, QC (V)	358,900	1.86%	4,331	0.64%	1.21%	34	5,013	0.72%	1.40%	39	1,971	0.39%	0.55%	21	2,798	0.50%	0.78%	27	8,599	0.86%	2.40%	46
3502036	Clarence-Rockland, ON (C)	21,875	0.11%	5,753	0.85%	26.30%	747	6,274	0.90%	28.68%	791	5,917	1.16%	27.05%	1021	5,430	0.97%	24.82%	856	8,471	0.84%	38.73%	746
3525005	Hamilton, ON (C)	483,265	2.50%	3,588	0.53%	0.74%	21	4,541	0.65%	0.94%	26	1,498	0.29%	0.31%	12	2,465	0.44%	0.51%	18	7,759	0.77%	1.61%	31

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

2019 Ottawa - Bank Street BIA Visitors Within Trade Area

Compared to Total Household Population 15+

Benchmark: 15 min trade area

Total Household Population 15+	Spring 2019 Visitors		Summer 2019 Visitors		Fall 2019 Visitors		Winter 2019 Visitors		Full Year 2019 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
44,583	32,118	72.0	31,179	69.9	30,796	69.1	30,511	68.4	36,119	81.0

2019 Ottawa - Bank Street BIA Visitors Within vs Outside Trade Area

Benchmark: Canada

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	1,057,178	36,119	3.4	1,021,059	96.6

2020 Ottawa - Bank Street 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+		Spring 2020				Summer 2020				Fall 2020				Winter 2020				Full Year 2020			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
Total	19,302,713	100%	222,681	100%	1.15%	100	358,089	100%	1.86%	100	313,187	100%	1.62%	100	434,907	100%	2.25%	100	597,873	100%	3.10%	100	
3506008	Ottawa, ON (CV)	873,210	4.52%	161,285	72.43%	18.47%	1601	208,196	58.14%	23.84%	1285	198,843	63.49%	22.77%	1403	273,900	62.98%	31.37%	1392	332,490	55.61%	38.08%	1229
2481017	Gatineau, QC (V)	237,634	1.23%	25,154	11.30%	10.59%	918	37,128	10.37%	15.62%	842	36,065	11.52%	15.18%	935	51,785	11.91%	21.79%	967	65,879	11.02%	27.72%	895
3520005	Toronto, ON (C)	2,568,898	13.31%	2,333	1.05%	0.09%	8	13,198	3.69%	0.51%	28	7,016	2.24%	0.27%	17	10,826	2.49%	0.42%	19	21,027	3.52%	0.82%	26
2466023	Montréal, QC (V)	1,493,156	7.74%	2,566	1.15%	0.17%	15	12,714	3.55%	0.85%	46	6,064	1.94%	0.41%	25	7,989	1.84%	0.54%	24	18,599	3.11%	1.25%	40
3502036	Clarence-Rockland, ON (C)	21,875	0.11%	2,408	1.08%	11.01%	954	2,941	0.82%	13.44%	725	3,422	1.09%	15.65%	964	5,064	1.16%	23.15%	1027	6,086	1.02%	27.82%	898
3521005	Mississauga, ON (CY)	642,951	3.33%	841	0.38%	0.13%	11	3,922	1.10%	0.61%	33	2,100	0.67%	0.33%	20	2,051	0.47%	0.32%	14	5,872	0.98%	0.91%	29
3510010	Kingston, ON (CY)	110,501	0.57%	882	0.40%	0.80%	69	1,988	0.56%	1.80%	97	2,032	0.65%	1.84%	113	2,272	0.52%	2.06%	91	4,397	0.74%	3.98%	128
3502048	Russell, ON (TP)	14,736	0.08%	1,742	0.78%	11.82%	1025	1,782	0.50%	12.09%	652	2,170	0.69%	14.72%	907	3,196	0.73%	21.69%	963	4,027	0.67%	27.33%	882
2465005	Laval, QC (V)	358,900	1.86%	537	0.24%	0.15%	13	2,270	0.63%	0.63%	34	1,375	0.44%	0.38%	24	1,419	0.33%	0.40%	18	3,740	0.63%	1.04%	34
3521010	Brampton, ON (CY)	596,084	3.09%	229	0.10%	0.04%	3	2,324	0.65%	0.39%	21	1,228	0.39%	0.21%	13	1,555	0.36%	0.26%	12	3,443	0.58%	0.58%	19

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

2020 Ottawa - Bank Street BIA Visitors Within Trade Area

Compared to Total Household Population 15+

Benchmark: 15 min trade area

Total Household Population 15+	Spring 2020 Visitors		Summer 2020 Visitors		Fall 2020 Visitors		Winter 2020 Visitors		Full Year 2020 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
44,583	26,113	58.6	24,591	55.2	25,881	58.1	28,467	63.9	29,662	66.5

2020 Ottawa - Bank Street BIA Visitors Within vs Outside Trade Area

Benchmark: Canada

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	614,117	29,662	4.8	584,455	95.2

2021 Ottawa - Bank Street 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+		Spring 2021				Summer 2021				Fall 2021				Winter 2021				Full Year 2021			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
Total	19,302,713	100%	231,821	100%	1.20%	100	554,184	100%	2.87%	100	481,514	100%	2.49%	100	315,048	100%	1.63%	100	734,845	100%	3.81%	100	
3506008	Ottawa, ON (CV)	873,210	4.52%	156,302	67.42%	17.90%	1490	260,265	46.96%	29.81%	1038	278,683	57.88%	31.91%	1279	205,657	65.28%	23.55%	1443	349,349	47.54%	40.01%	1051
2481017	Gatineau, QC (V)	237,634	1.23%	25,560	11.03%	10.76%	896	53,570	9.67%	22.54%	785	53,424	11.09%	22.48%	901	35,645	11.31%	15.00%	919	70,456	9.59%	29.65%	779
3520005	Toronto, ON (C)	2,568,898	13.31%	5,094	2.20%	0.20%	17	31,025	5.60%	1.21%	42	19,999	4.15%	0.78%	31	4,899	1.55%	0.19%	12	38,611	5.25%	1.50%	39
2466023	Montréal, QC (V)	1,493,156	7.74%	3,882	1.67%	0.26%	22	23,609	4.26%	1.58%	55	15,735	3.27%	1.05%	42	8,059	2.56%	0.54%	33	34,383	4.68%	2.30%	60
3521005	Mississauga, ON (CY)	642,951	3.33%	1,187	0.51%	0.18%	15	8,290	1.50%	1.29%	45	6,351	1.32%	0.99%	40	955	0.30%	0.15%	9	11,269	1.53%	1.75%	46
2465005	Laval, QC (V)	358,900	1.86%	1,073	0.46%	0.30%	25	7,435	1.34%	2.07%	72	3,995	0.83%	1.11%	45	2,385	0.76%	0.66%	41	10,086	1.37%	2.81%	74
3521010	Brampton, ON (CY)	596,084	3.09%	958	0.41%	0.16%	13	6,423	1.16%	1.08%	38	2,931	0.61%	0.49%	20	1,070	0.34%	0.18%	11	8,047	1.10%	1.35%	35
3510010	Kingston, ON (CY)	110,501	0.57%	1,451	0.63%	1.31%	109	4,648	0.84%	4.21%	147	3,719	0.77%	3.37%	135	1,703	0.54%	1.54%	94	7,349	1.00%	6.65%	175
3502036	Clarence-Rockland, ON (C)	21,875	0.11%	1,945	0.84%	8.89%	740	4,395	0.79%	20.09%	700	3,360	0.70%	15.36%	616	2,675	0.85%	12.23%	749	6,243	0.85%	28.54%	750
3519028	Vaughan, ON (CY)	264,447	1.37%	399	0.17%	0.15%	13	4,405	0.79%	1.67%	58	2,139	0.44%	0.81%	32	298	0.09%	0.11%	7	5,056	0.69%	1.91%	50

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

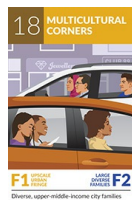
2021 Ottawa - Bank Street BIA Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2021 Visitors		Summer 2021 Visitors		Fall 2021 Visitors		Winter 2021 Visitors		Full Year 2021 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
44,583	21,771	48.8	20,372	45.7	24,561	55.1	27,890	62.6	27,301	61.2

2021 Ottawa - Bank Street BIA Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	762,700	27,301	3.6	735,399	96.4

Top 5 segments represent **29.8%** of customers in Southern Ontario



Rank: 1
Customers: 34,345
Customers %: 7.19
% in Benchmark: 3.76
Index: 191

The middle-aged families of Multicultural Corners create an exceptionally diverse portrait. More than a third of households contain foreign-born residents—from the Caribbean, Central America, Europe and Asia—though no one culture dominates. About a fifth of the population speak a non-official language and more than 40 percent identify as visible minorities—including black, Latin American, Arabic and South Asian. Having immigrated to Canada before 2000, these first and second generation Canadians have moved beyond gateway communities to the urban fringe areas of cities like Toronto, Calgary, Ottawa and Edmonton. They've turned their moderate educations into upper-middle-class incomes earned from service sector and white-collar jobs. They typically own single-detached and row houses suitable for their relatively large families with older children; more than a third of households contain four or more people. In these neighbourhoods where one of the stronger values is Financial Security, residents have been more mindful of their spending due to the economic uncertainty caused by COVID-19. With that said, in normal times they enjoy travelling and tend to stay at all-inclusive resorts and book cultural trips and eco-tours.



Rank: 2
Customers: 32,786
Customers %: 6.86
% in Benchmark: 3.30
Index: 208

With one of the highest percentages of suburban households, Modern Suburbia is a magnet for younger and middle-aged, diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia who arrived in their 20s and 30s and have recently moved to new suburbs near large cities like Toronto, Edmonton, Calgary, Ottawa and Vancouver. More than half the population identify as visible minorities: More than twice the national average identify as Asian, and nearly three times the average identify as South Asian. With their university and college educations, they earn upper-middle-class incomes from a wide range of jobs that afford them new single-family, semi-detached or row houses. And few segments are more mobile: the number of residents who have moved in the last five years is nearly 70 percent above average. Modern Suburbia members have crafted active lifestyles for their relatively large families and participate in many team sports, including basketball and hockey. For a splurge, they head to kid-friendly venues such as amusement parks, zoos and aquariums, admitting that Attraction for Crowds is among their strongest values.



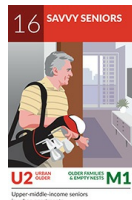
Rank: 3
Customers: 27,897
Customers %: 5.84
% in Benchmark: 4.16
Index: 140

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



Rank: 4
Customers: 24,708
Customers %: 5.17
% in Benchmark: 2.51
Index: 206

Emblematic of Canadian's aging society, Mature & Secure consists of older and mature couples and families aging in place in urban fringe neighbourhoods. Nearly 60 percent of the maintainers are over 55 years old. About 80 percent of this segment's households are found in Canada's largest markets: Toronto, Montreal, Vancouver, Calgary, Ottawa and Edmonton. Many contain first- and second-generation Canadians, the immigrants having arrived between 1990 and 2010. And one in eight residents is Jewish, the highest percentage among all segments and more than 11 times the national average. Well educated with university degrees, those still in the workforce earn upscale incomes from management and white-collar positions in business, finance, science and education. Longtime homeowners, they live in stylish houses and duplexes built between 1960 and 1990 and valued at over \$800,000. With a high level of financial security, Mature & Secure residents tend to own investments, real estate and imported luxury cars. Yet they also express a desire to provide a secure future for their children and grandchildren (Legacy).



Rank: 5
Customers: 22,724
Customers %: 4.76
% in Benchmark: 2.75
Index: 173

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