

# Community Profile: Ottawa – Preston 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.

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ANALYTICS

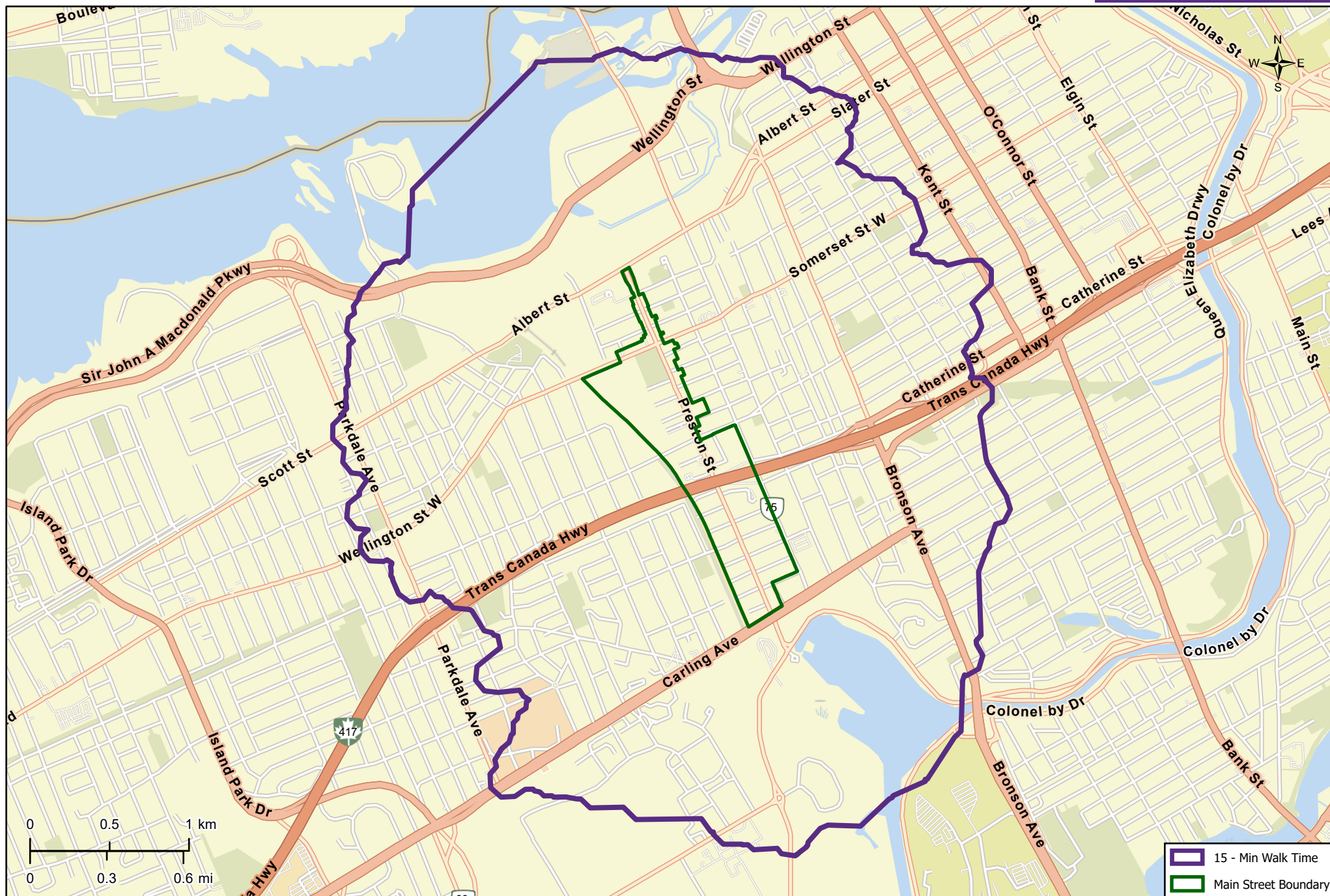
Confidential

Date: February 24, 2022

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Ottawa - Preston Street BIA  
Main Street Boundary and Trade Area



## Demographics, PRIZM Profile, and Psychographics

# Demographics | Population & Households

ENVIRONICS  
ANALYTICS

Trade Area: Ottawa - Preston Street BIA

## POPULATION

38,583

## HOUSEHOLDS

20,670

## MEDIAN MAINTAINER AGE

42

Index: 77

## MARITAL STATUS



43.3%

Index: 75

Married/Common-Law

## FAMILY STATUS\*

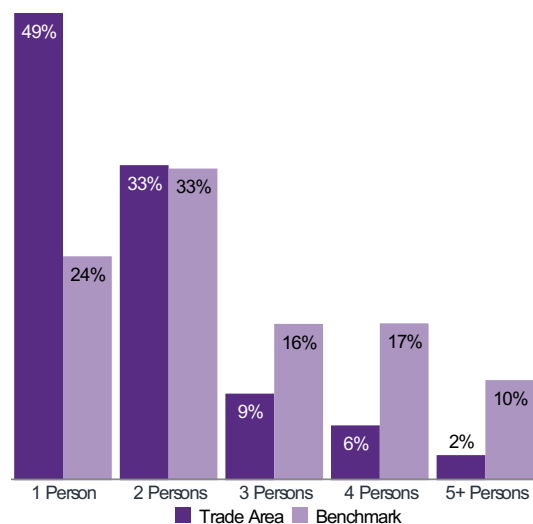


43.1%

Index: 155

Single (Never Legally Married)

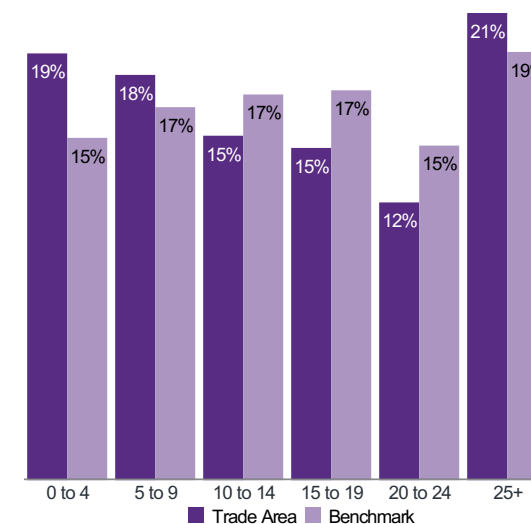
## HOUSEHOLD SIZE



## POPULATION BY AGE

	Count	%	Index
0 to 4	1,368	3.5	70
5 to 9	1,216	3.2	59
10 to 14	1,051	2.7	48
15 to 19	1,206	3.1	53
20 to 24	2,945	7.6	114
25 to 29	5,403	14.0	200
30 to 34	5,024	13.0	196
35 to 39	3,817	9.9	153
40 to 44	2,668	6.9	112
45 to 49	2,143	5.6	89
50 to 54	1,997	5.2	79
55 to 59	2,149	5.6	77
60 to 64	2,112	5.5	81
65 to 69	1,797	4.7	82
70 to 74	1,436	3.7	78
75 to 79	990	2.6	78
80 to 84	629	1.6	75
85+	631	1.6	74

## AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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\*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

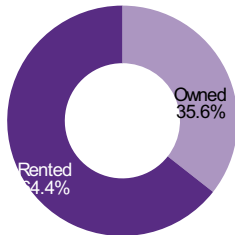
# Demographics | Housing & Income

ENVIRONICS  
ANALYTICS

Trade Area: Ottawa - Preston Street BIA

Population: 38,583 | Households: 20,670

## TENURE



## STRUCTURE TYPE



25.1%

Index:32



74.4%

Index:337

## AGE OF HOUSING\*

60+ Years Old

% Comp:38.4 Index: 186

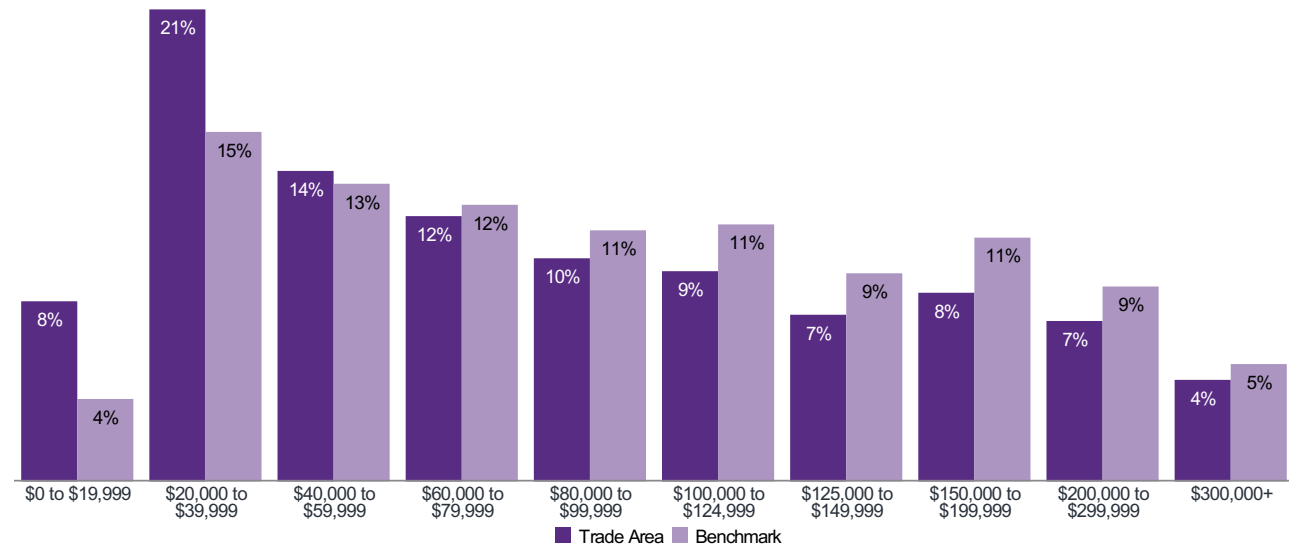
## AVERAGE HOUSEHOLD INCOME



\$99,604

Index:87

## HOUSEHOLD INCOME DISTRIBUTION



Benchmark:Southern Ontario

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\*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

# Demographics | Education & Employment

ENVIRONICS  
ANALYTICS

Trade Area: Ottawa - Preston Street BIA

Population: 38,583 | Households: 20,670

## EDUCATION



54.7%

Index: 206

University Degree

## LABOUR FORCE PARTICIPATION



72.0%

Index: 111

Participation Rate

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



16.1%

Index: 44

Travel to work by Car (as Driver)

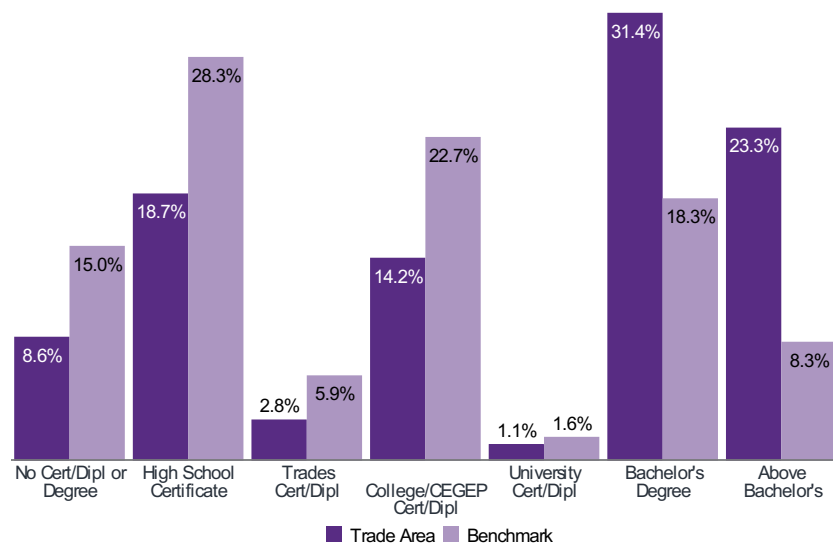


13.6%

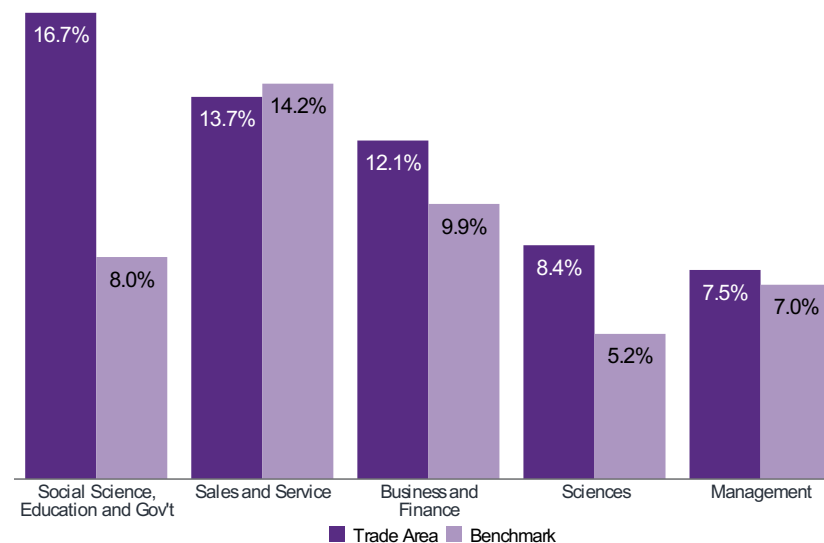
Index: 687

Travel to work by Walking

## EDUCATIONAL ATTAINMENT



## OCCUPATIONS: TOP 5\*



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\*Ranked by percent composition

Index Colours: <80 80 - 110 110+

# Demographics | Diversity

ENVIRONICS  
ANALYTICS

Trade Area: Ottawa - Preston Street BIA

Population: 38,583 | Households: 20,670

## ABORIGINAL IDENTITY



2.3%  
Index:96

## VISIBLE MINORITY PRESENCE



26.7%  
Index:92

Belong to a  
visible minority group

## NON-OFFICIAL LANGUAGE



2.7%  
Index:133

No knowledge of  
English or French

## IMMIGRATION



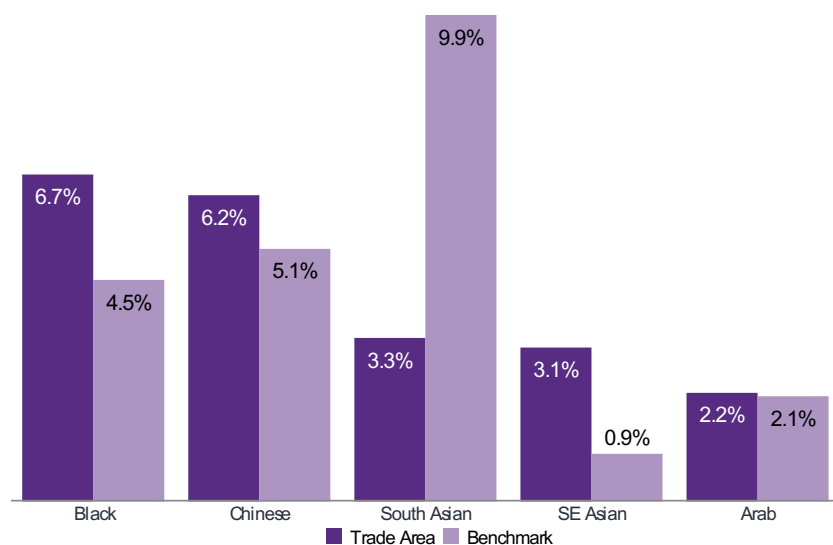
23.1%  
Index:87

Born outside Canada

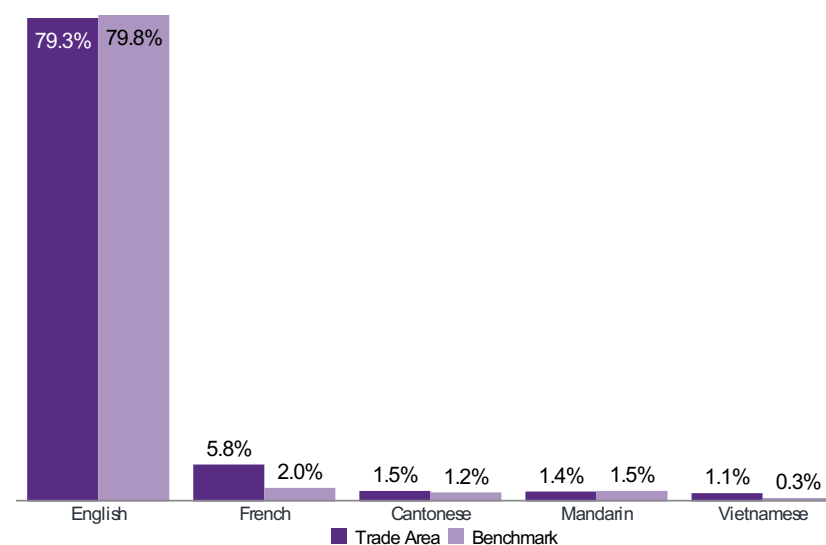
## PERIOD OF IMMIGRATION\*

2017 To Present  
5.5% Index:122

## 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+



Top 5 segments represent **78.9%** of households in Ottawa - Preston Street BIA



Rank: 1  
Hhlds: 3,966  
Hhld %: 19.18  
% in Benchmark: 0.43  
Index: 4,430

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: 3,460  
Hhld %: 16.74  
% in Benchmark: 1.30  
Index: 1,286

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



Rank: 3  
Hhlds: 3,340  
Hhld %: 16.16  
% in Benchmark: 0.36  
Index: 4,537

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: 4  
Hhlds: 2,778  
Hhld %: 13.44  
% in Benchmark: 2.06  
Index: 654

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: 2,774  
Hhld %: 13.42  
% in Benchmark: 0.42  
Index: 3,209

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.

# Psychographics | SocialValues Overview

Trade Area: Ottawa - Preston Street BIA



## Strong Values

Values	Index
Rejection of Authority	141
Ecological Concern	140
Culture Sampling	139
Social Learning	134
Equal Relationship with Youth	132
Intuition & Impulse	131
Sexual Permissiveness	126
Consumptivity	125
Effort Toward Health	125
Flexible Families	125



## 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.

### Ecological Concern

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

### Culture Sampling

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



## Weak Values

Values	Index
Attraction to Nature	71
Obedience to Authority	71
Xenophobia	73
Legacy	75
Utilitarian Consumerism	75
Parochialism	77
Cultural Assimilation	80
Traditional Family	82
Religiosity	83
Technology Anxiety	84



## Descriptions | Top 3 Weak Values

### Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

### 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.

### 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 - Preston Street BIA

WealthScapes Households: 20,355

## INCOME\*

Household Income

**\$ 99,439**

Index: 86

Household Disposable Income

**\$ 74,927**

Index: 82

Household Discretionary Income

**\$ 51,554**

Index: 80

Annual RRSP Contributions

**\$ 3,176**

Index: 89

## WEALTH\*



Net Worth

% Holders

99.4% Index: 100

Balance

**\$569,874**

Index: 77

## ASSETS\*



Savings

% Holders

94.5% Index: 99

Balance

**\$78,905**

Index: 103



Investments

% Holders

55.6% Index: 93

Balance

**\$337,084**

Index: 100



Unlisted Shares

% Holders

13.3% Index: 108

Balance

**\$355,565**

Index: 112



Real Estate

% Holders

38.8% Index: 51

Balance

**\$791,525**

Index: 106



Liquid Assets

% Holders

97.5% Index: 99

Balance

**\$316,443**

Index: 96

## DEBT\*



Consumer Debt

% Holders

87.7% Index: 97

Balance

**\$36,458**

Index: 55



Mortgage Debt

% Holders

21.7% Index: 47

Balance

**\$299,187**

Index: 100

## FINANCIAL RATIO



Debt:Asset

% Holders

0.15% Index: 69

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: Ottawa - Preston Street BIA

WealthScapes Households: 20,355

## FINANCIAL RATIOS\*



Debt: Asset

0.15

Index: 69



Debt: Liquid Assets

0.31

Index: 51



Consumer Debt - Discr. Income

0.62

Index: 66



Savings - Investments

0.64

Index: 107



Pension - Non-Pension Assets

0.31

Index: 142



Real Estate Assets - Liq. Assets

1.00

Index: 57



Mortgage - Real Estate Assets

0.21

Index: 87



Mortgage - Consumer Debt

2.03

Index: 88

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

# Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS  
ANALYTICS

Trade Area: Ottawa - Preston Street BIA

Households: 20,670

**Total Aggregate Current Consumption: \$1,435,595,643**

## Average Current Consumption

**\$69,453**

Index 85

## Average Household Income










**\$99,538**

Index 86

## Average Disposable Income

**\$74,000**

Index 82

 <p><b>Shelter</b></p> <p>Avg. Dollars/Household <b>\$19,577</b> Index 93</p> <p>Pct. of Total Expenditure <b>28.2%</b> Index 110</p>	 <p><b>Food</b></p> <p>Avg. Dollars/Household <b>\$10,791</b> Index 84</p> <p>Pct. of Total Expenditure <b>15.5%</b> Index 99</p>	 <p><b>Transportation</b></p> <p>Avg. Dollars/Household <b>\$9,368</b> Index 68</p> <p>Pct. of Total Expenditure <b>13.5%</b> Index 80</p>
 <p><b>Health Care</b></p> <p>Avg. Dollars/Household <b>\$4,558</b> Index 83</p> <p>Pct. of Total Expenditure <b>6.6%</b> Index 98</p>	 <p><b>Household Operation</b></p> <p>Avg. Dollars/Household <b>\$4,479</b> Index 78</p> <p>Pct. of Total Expenditure <b>6.4%</b> Index 92</p>	 <p><b>Tobacco and Alcohol</b></p> <p>Avg. Dollars/Household <b>\$4,434</b> Index 125</p> <p>Pct. of Total Expenditure <b>6.4%</b> Index 147</p>
 <p><b>Recreation</b></p> <p>Avg. Dollars/Household <b>\$3,820</b> Index 80</p> <p>Pct. of Total Expenditure <b>5.5%</b> Index 94</p>	 <p><b>Household Furnishings</b></p> <p>Avg. Dollars/Household <b>\$3,336</b> Index 84</p> <p>Pct. of Total Expenditure <b>4.8%</b> Index 98</p>	 <p><b>Clothing</b></p> <p>Avg. Dollars/Household <b>\$2,669</b> Index 81</p> <p>Pct. of Total Expenditure <b>3.8%</b> Index 95</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

ENVIRONICS  
ANALYTICS

Trade Area: Ottawa - Preston Street BIA

Households: 20,670

## Average Household Income

**\$99,538**

Index 86

## Average Food Expenditure

**\$10,791**

Index 84

## Average Spend on Food from Restaurants

**\$4,355**




Index 108




## Average Spend on Food from Stores



**\$6,436**

Index 73

**Total Aggregate Food Expenditure: \$ 223,051,930**

 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
\$618	9.6%	\$357	5.5%	\$870	13.5%
Index71	Index96	Index70	Index95	Index79	Index108

 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
\$727	11.3%	\$961	14.9%	\$977	15.2%
Index79	Index107	Index75	Index102	Index62	Index85

 Fish & Seafood		 Beverages & Other Food	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
\$214	3.3%	\$1,710	26.6%
Index73	Index99	Index77	Index105

Benchmark: Southern Ontario

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Displaying the top FoodSpend 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



Trade Area: Ottawa - Preston Street BIA

Household Population 14+: 34,055

## Activities Look Forward To Doing

	%	Base %	Index
<b>Socializing</b>			
Dating	15.5	11.0	141
Going to restaurants, bars or night clubs	58.9	55.1	107
Having physical Contact with family and friends	60.7	57.7	105
Participating in group activities	42.7	38.7	110
Partying	21.8	15.8	138
Seeing family and friends in person	62.5	62.8	100
<b>Entertainment</b>			
Attending events, festivals or concerts	47.2	42.9	110
Attending sports events (excludes professional sports)	19.4	18.2	107
Attending to professional sports events or games	29.4	25.4	116
Going to the movies	49.5	45.7	108
<b>Movement &amp; Travel</b>			
Driving more	13.3	16.1	83
Shopping in-store	43.6	42.9	102
Spending time outdoors	33.7	32.5	104
Travelling outside of Canada/ abroad	59.6	53.2	112
Travelling within Canada	51.2	49.9	103
Using public transit	19.5	13.7	143
<b>Personal</b>			
Getting back to old habits	32.6	36.2	90
Going to a salon, barber shop or spa	33.9	33.7	101
Going to the gym	29.0	22.6	129
<b>Education/Work</b>			
Children going back to school	14.9	20.3	73
Going back to work	19.8	17.6	113
<b>Other</b>			
Not Stated	0.6	0.6	113

Benchmark: Southern Ontario

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(Base used for Index calculations)

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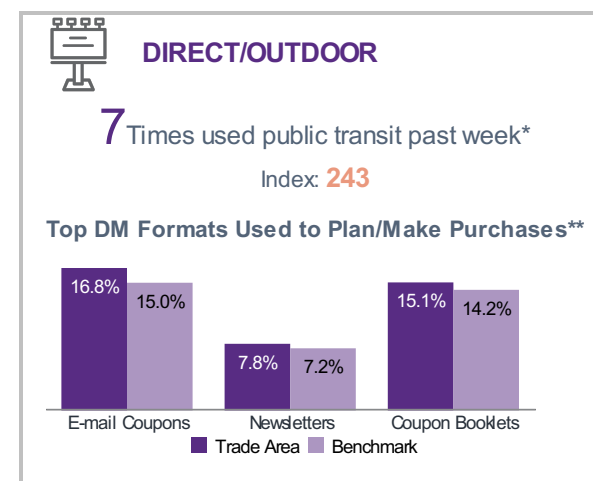
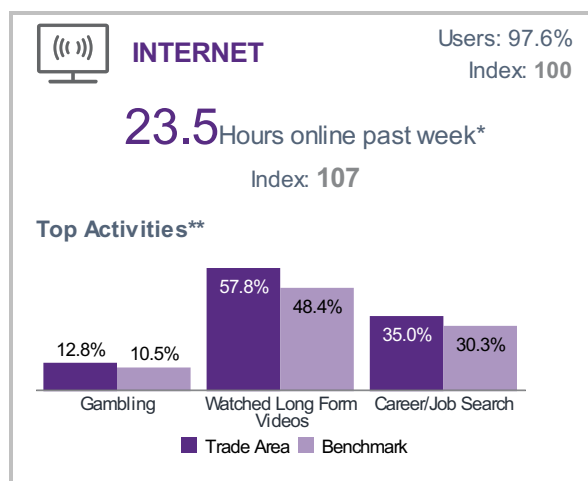
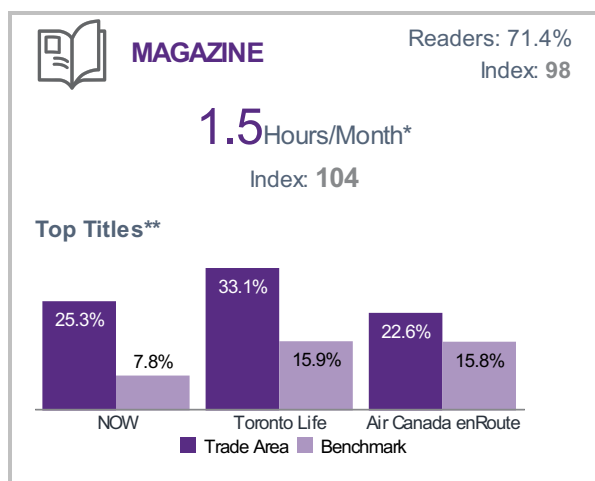
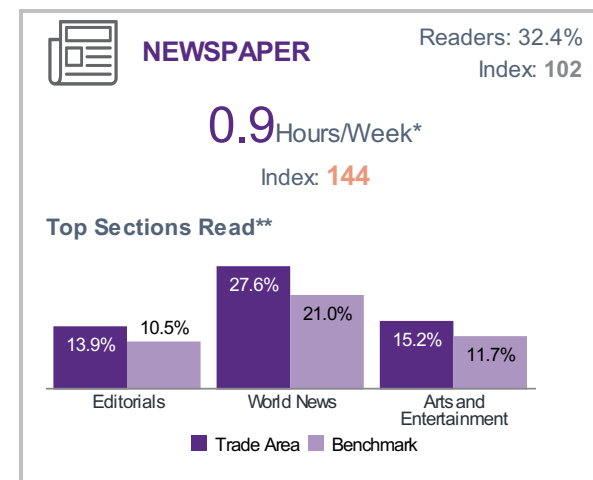
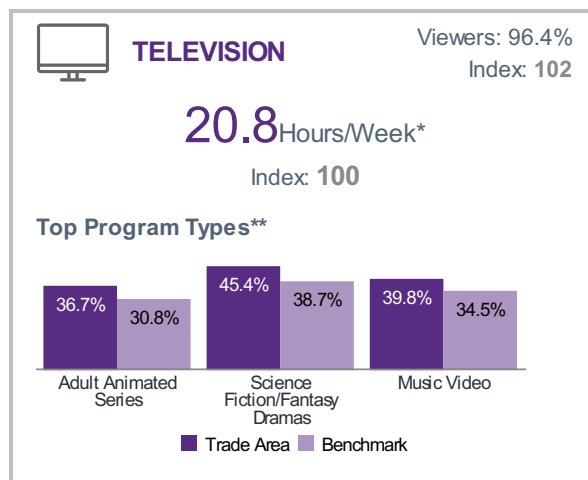
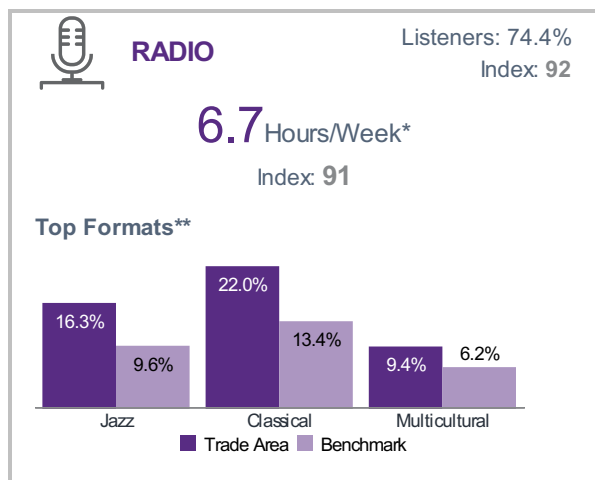
## Media and Social Media Overview

# Behavioural | Media Overview

ENVIRONICS  
ANALYTICS

Trade Area: Ottawa - Preston Street BIA

Household Population 14+: 34,055



Benchmark: Southern Ontario

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

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

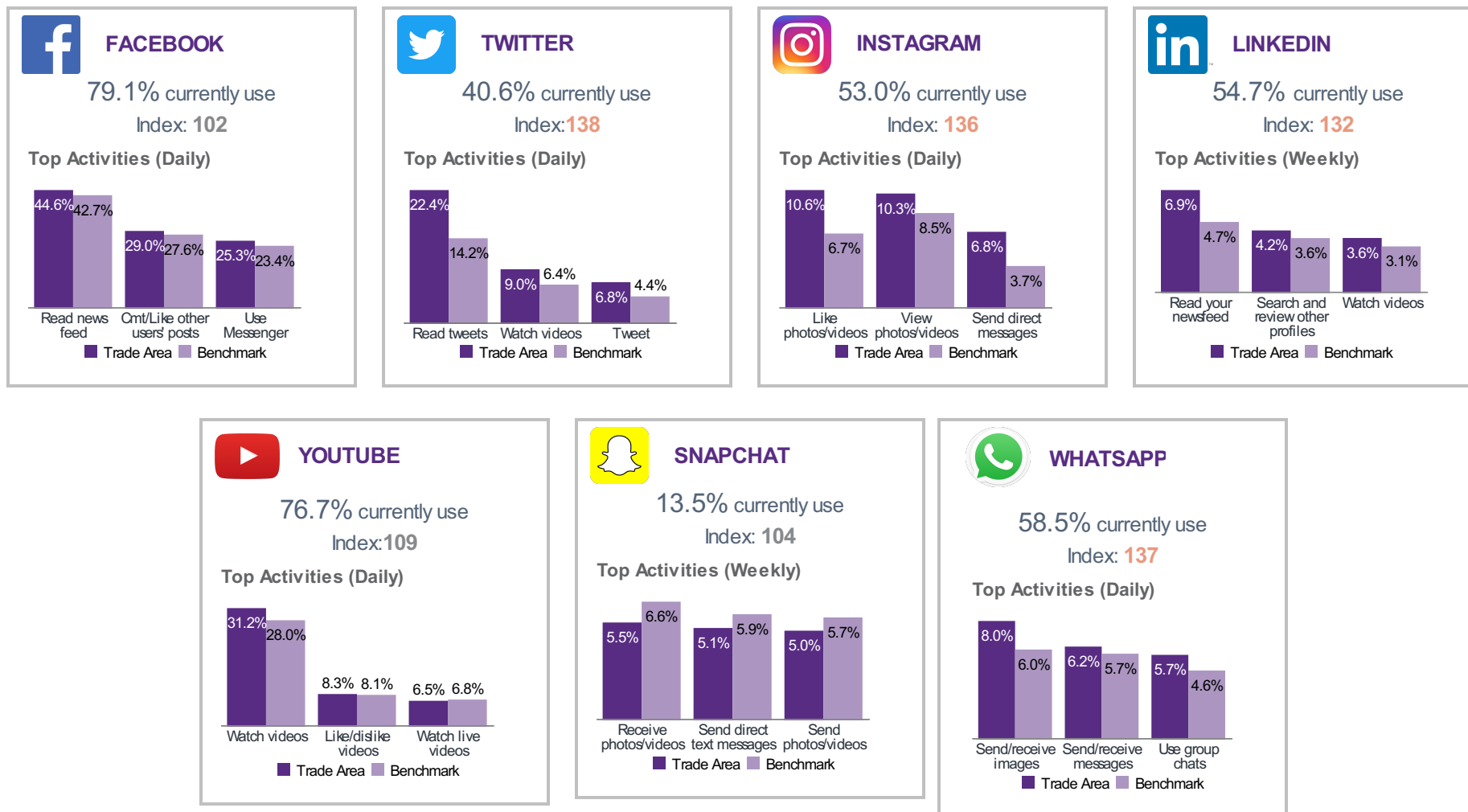
Index Colours: <80 80 - 110 110+

# Opticks Social | Social Media Activities

ENVIRONICS  
ANALYTICS

Trade Area: Ottawa - Preston Street BIA

Household Population 18+: 33,198



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+

# Opticks Social | Social Media Usage

ENVIRONICS  
ANALYTICS

Trade Area: Ottawa - Preston Street BIA

Household Population 18+: 33,198

## FRIENDS IN ALL SM NETWORKS



24.1%

Index:68

0-49 friends

## FREQUENCY OF USE (DAILY)



55.7%

Index:99

Facebook

## BRAND INTERACTION



37.7%

Index:110

Like brand on Facebook

## NO. OF BRANDS INTERACTED

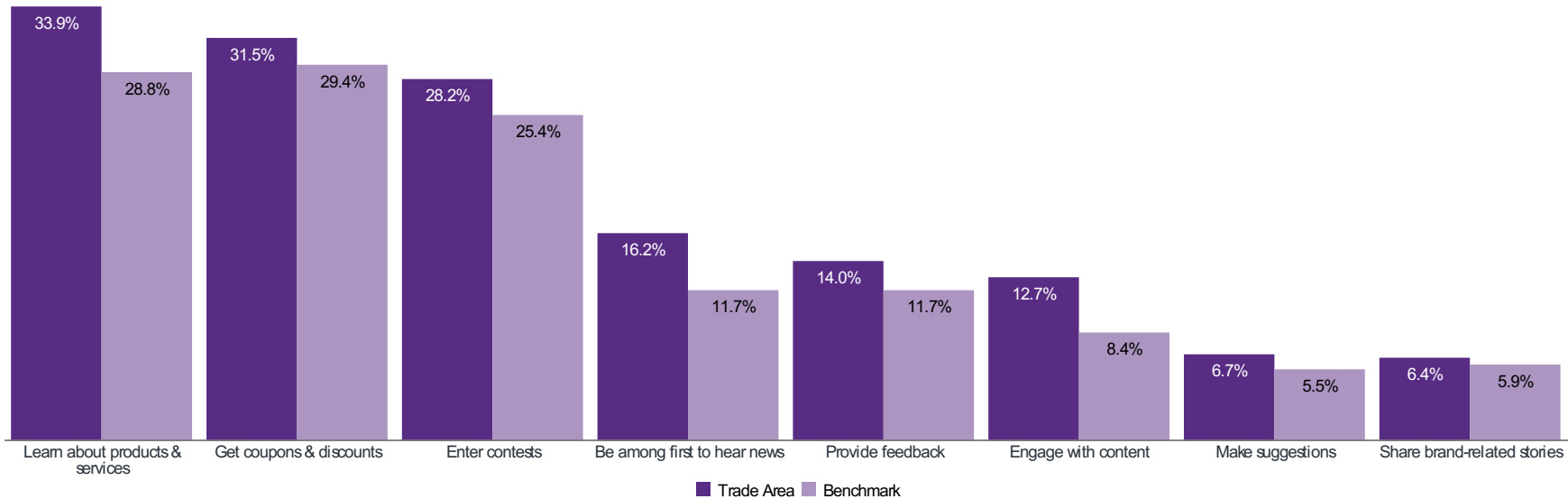


27.8%

Index:91

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+

## Online Shopping Attitudes and Behaviours

# Opticks eShopper | Online Shopping Attitudes

ENVIRONICS  
ANALYTICS

Trade Area: Ottawa - Preston Street BIA

Total Household Population 18+:33,198



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

% Comp **84.4** Index **96**



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

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



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

% Comp **80.1** Index **95**



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

% Comp **38.1** Index **93**



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

% Comp **59.1** Index **104**



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

% Comp **26.6** Index **88**

Benchmark: Southern Ontario

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Ranked by percent composition.

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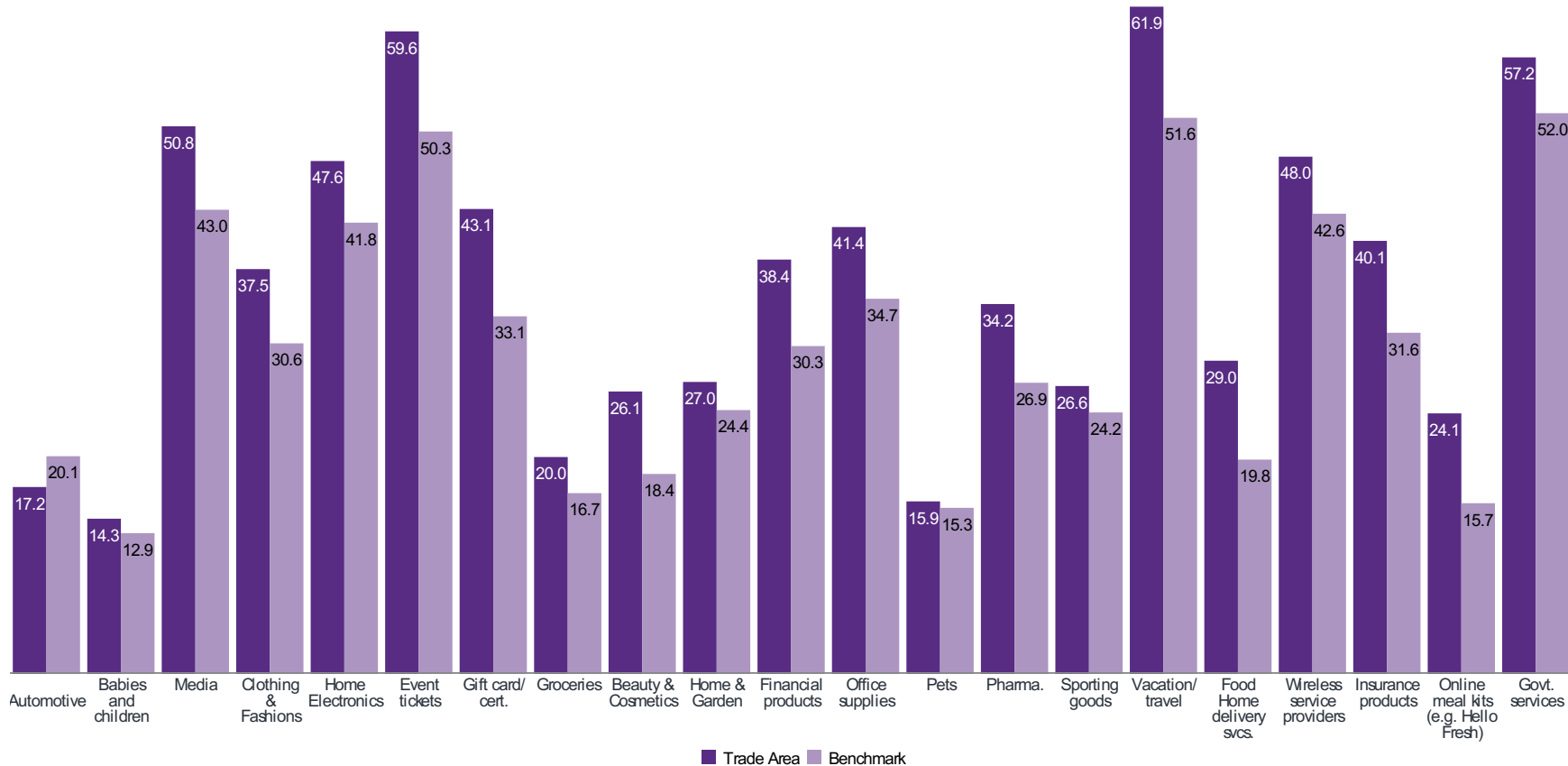
# Opticks eShopper | Purchase Preference by Category

ENVIRONICS  
ANALYTICS

Trade Area: Ottawa - Preston Street BIA

Total Household Population 18+:33,198

## 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

ENVIRONICS  
ANALYTICS

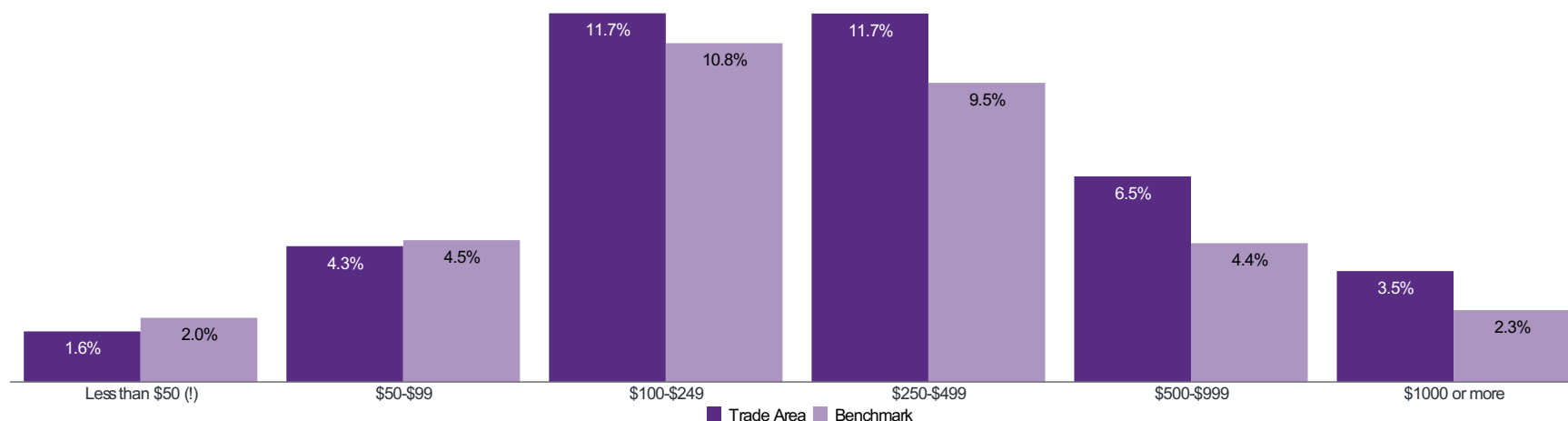
Trade Area: Ottawa - Preston Street BIA

Total Household Population 18+: 33,198

## BEHAVIOURAL PREFERENCES BY CHANNEL

 CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	61.1% Index:100	44.4% Index:120	17.2% Index:140	3.5% Index:110
Purchase preference	74.2% Index:99	37.5% Index:123	11.5% Index:117	3.7% Index:145
Customer Service	58.3% Index:94	22.7% Index:127	8.8% Index:153	22.7% Index:105

## 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+


# Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS  
ANALYTICS

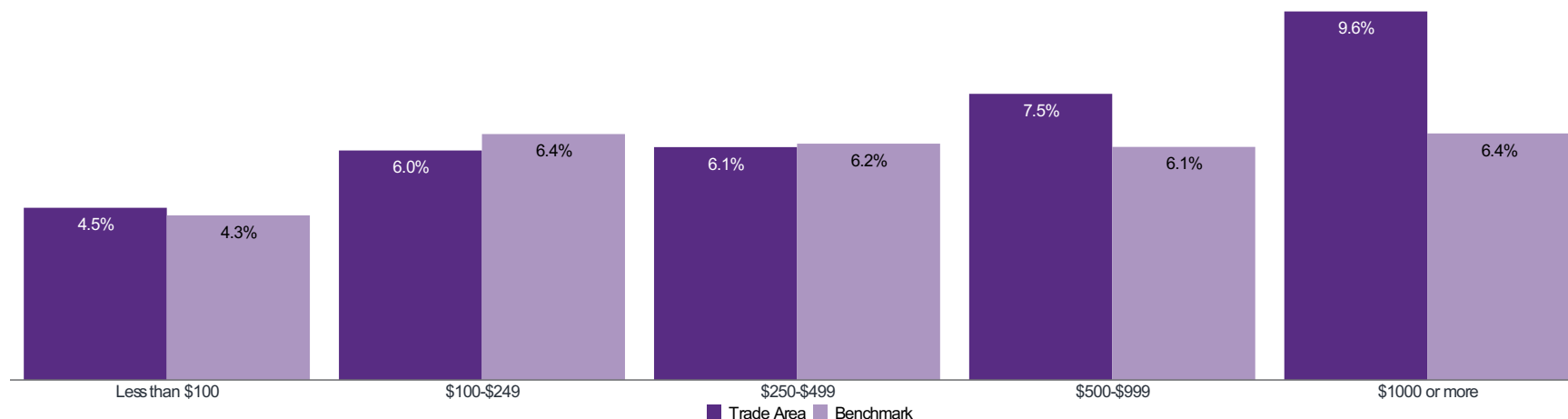
Trade Area: Ottawa - Preston Street BIA

Total Household Population 18+: 33,198

## 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	47.8% Index: 95	60.7% Index: 111	17.7% Index: 113	9.4% Index: 114
Purchase preference	62.0% Index: 91	47.6% Index: 114	13.6% Index: 124	6.9% Index: 107
Customer Service	50.7% Index: 90	30.6% Index: 123	9.8% Index: 133	39.7% Index: 108

## 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+

# Opticks eShopper | Gift Cards Deep Dive

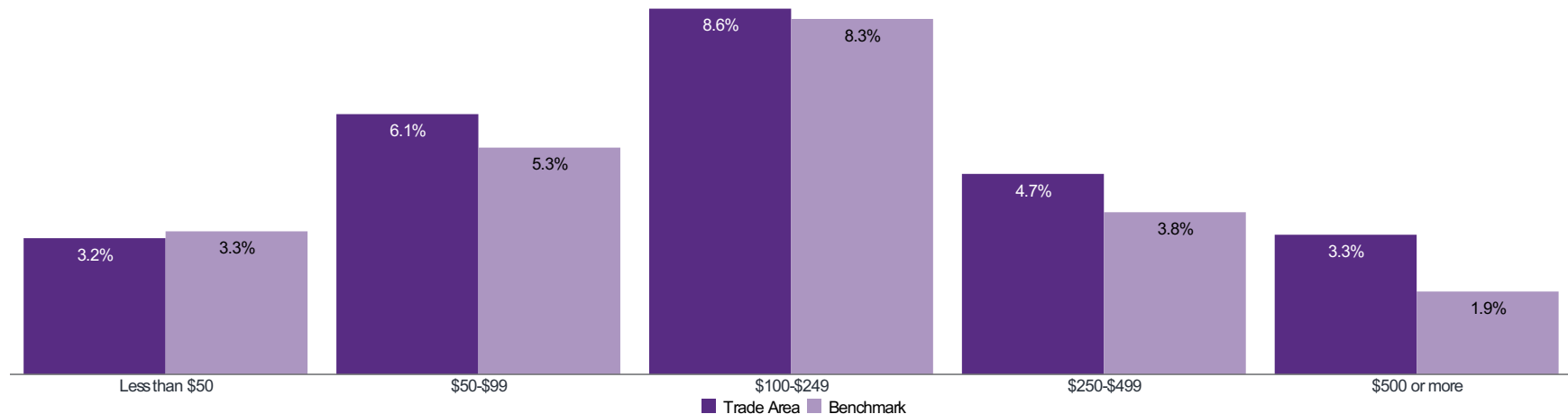
Trade Area: Ottawa - Preston Street BIA

Total Household Population 18+: 33,198

## 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	39.6% Index:83	45.6% Index:130	14.4% Index:131	4.0% Index:112
Purchase preference	50.2% Index:83	43.1% Index:130	10.3% Index:118	3.5% Index:113
Customer Service	33.9% Index:80	26.5% Index:129	7.8% Index:128	28.0% Index:101

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

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

ENVIRONICS  
ANALYTICS

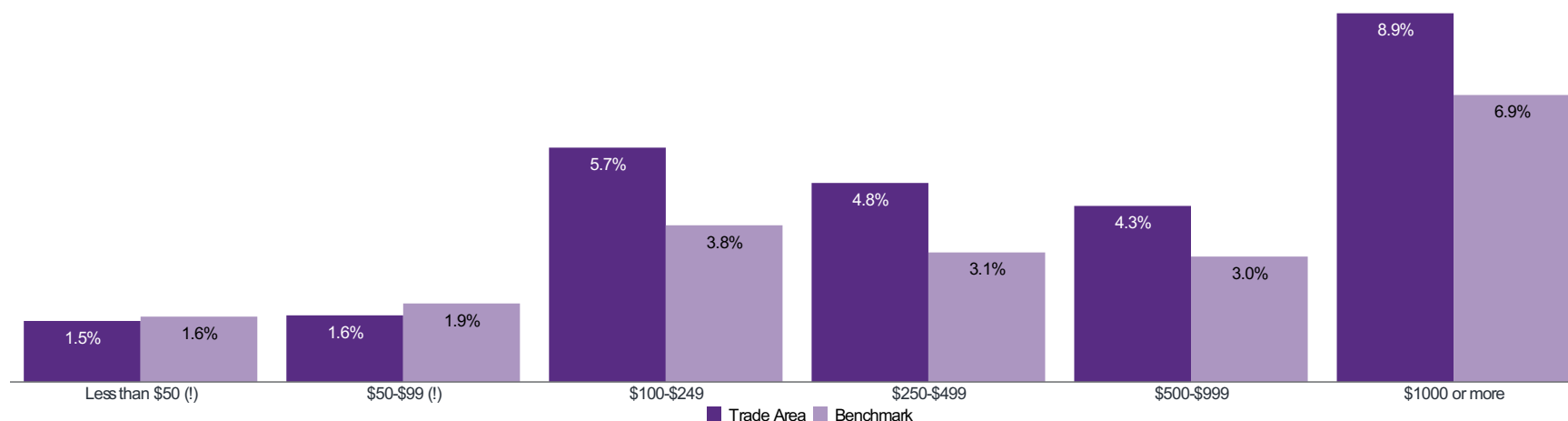
Trade Area: Ottawa - Preston Street BIA

Total Household Population 18+: 33,198

## 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	71.2% Index:99	28.4% Index:115	12.6% Index:114	3.9% Index:144
Purchase preference	81.3% Index:97	20.0% Index:120	7.7% Index:123	2.9% Index:118
Customer Service	63.1% Index:90	17.0% Index:148	5.7% Index:144	20.5% Index:109

## 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+


# Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS  
ANALYTICS

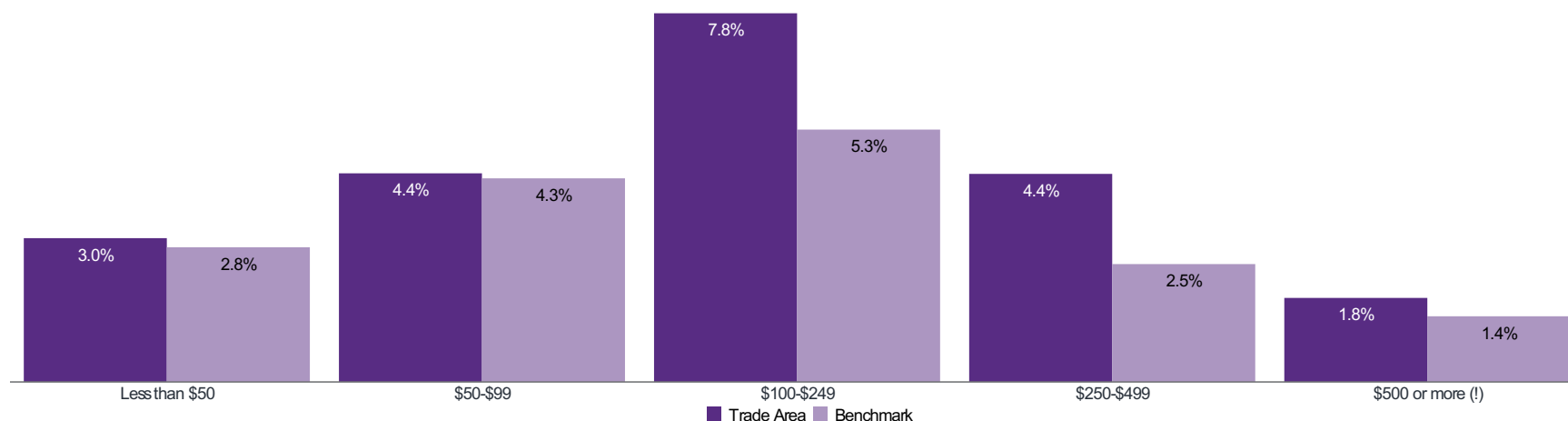
Trade Area: Ottawa - Preston Street BIA

Total Household Population 18+: 33,198

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>BEAUTY &amp; COSMETICS</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	38.2% Index:108	29.6% Index:134	10.7% Index:131	3.7% Index:130
Purchase preference	48.5% Index:105	26.1% Index:142	8.6% Index:134	2.9% Index:126
Customer Service	36.6% Index:101	17.2% Index:137	5.6% Index:130	15.3% Index:104

## 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+


# Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS  
ANALYTICS

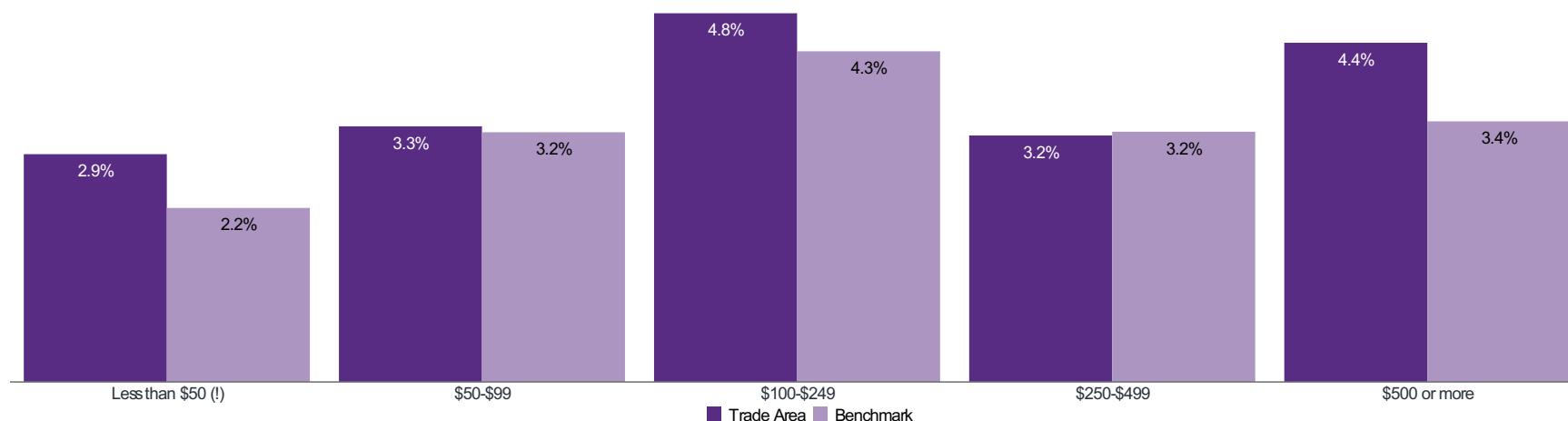
Trade Area: Ottawa - Preston Street BIA

Total Household Population 18+: 33,198

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>HOME &amp; GARDEN</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	45.2% Index:87	38.4% Index:101	12.8% Index:112	4.3% Index:75
Purchase preference	59.0% Index:87	27.0% Index:111	9.1% Index:131	3.0% Index:84
Customer Service	44.5% Index:82	20.2% Index:126	6.1% Index:128	20.5% Index:90

## 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+


# Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS  
ANALYTICS

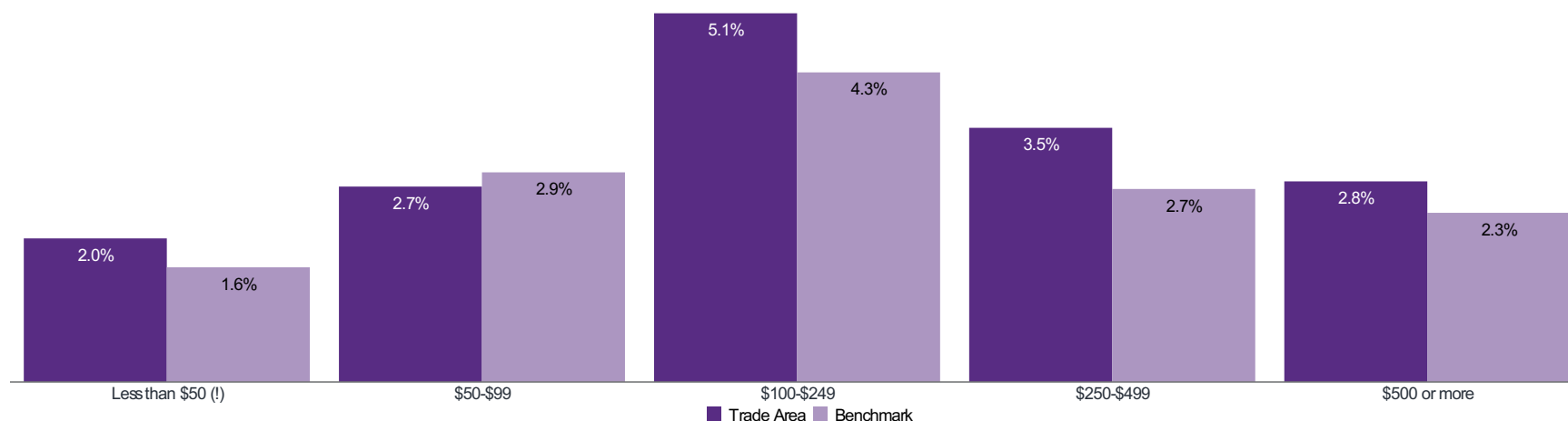
Trade Area: Ottawa - Preston Street BIA

Total Household Population 18+: 33,198

## 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	38.2% Index:98	35.5% Index:110	13.5% Index:128	4.4% Index:112
Purchase preference	47.3% Index:91	26.6% Index:110	9.3% Index:124	3.7% Index:123
Customer Service	37.9% Index:91	18.9% Index:125	6.8% Index:131	18.8% Index:92

## 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+


# Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS  
ANALYTICS

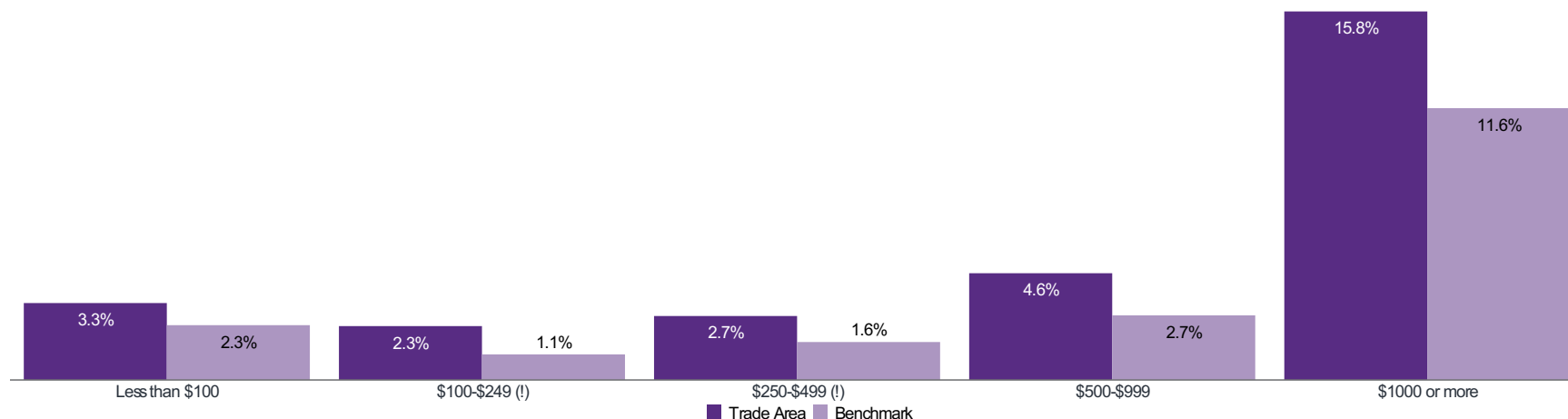
Trade Area: Ottawa - Preston Street BIA

Total Household Population 18+: 33,198

## 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	15.9% Index:77	68.0% Index:117	20.5% Index:137	13.4% Index:83
Purchase preference	22.7% Index:79	61.9% Index:120	9.1% Index:134	13.9% Index:77
Customer Service	26.3% Index:90	35.9% Index:131	9.5% Index:137	47.5% Index:108

## 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+



## Store Loyalty

# ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS  
ANALYTICS

Trade Area: Ottawa - Preston Street BIA

Households:20,670

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock



72.2%

Index:106

Has high quality fresh produce



59.4%

Index:100

Carries food/non-food items I need



47.8%

Index:116

Carries variety of items and services



41.1%

Index:115

Only store that carries what I want



36.3%

Index:120

Has high quality meat department



35.2%

Index:84

Carries wide variety of ethnic prod.



17.4%

Index:130

Has variety of freshly prep. foods/meals



17.1%

Index:123

Carries variety of organic prod. (!)



14.6%

Index:129

Has special section for dietary needs



11.8%

Index:95

Carries selection of alcoholic bev. (^)



5.1%

Index:134

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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# ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS  
ANALYTICS

Trade Area: Ottawa - Preston Street BIA

Households: 20,670

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

Convenient location for me



73.2%

Index: 123

Easy to get in and get out quickly



48.4%

Index: 113

Organized layout makes it easy to shop



45.5%

Index: 109

Staff are friendly and knowledgeable



36.1%

Index: 107

Short checkout lines/fast checkout



32.8%

Index: 92

Has extended hours



26.9%

Index: 98

I like the store ambiance



24.0%

Index: 120

Has self-checkout



15.9%

Index: 116

Offers an online shopping option (!)



9.4%

Index: 105

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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# ShopperChoice | Store Loyalty - Price and Promo

ENVIRONICS  
ANALYTICS

Trade Area: Ottawa - Preston Street BIA

Households:20,670

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



69.4%

Index:103

Discover good value when shopping



68.4%

Index:103

Store has the lowest prices overall



65.8%

Index:113

Store has a customer loyalty card program



48.6%

Index:98

Has loyalty prog. app and offers pers. promos



35.7%

Index:122

I'm loyal to their store brands



23.1%

Index:100

### OUT OF STOCK ITEM

	% Base	% Pen	Index	
Psychographics - Shopping Preferences				
Postpone the purchase	52.2	40.2	0.7	130
Leave the store and buy it elsewhere	26.2	30.9	0.4	85
Purchase another brand	15.6	21.2	0.4	74
Purchase another size or variety of the same brand (!)	6.0	7.7	0.4	78

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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## Main Street Visitors

**2019 Ottawa - Preston 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	#	% 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>851,903</b>	<b>100%</b>	<b>4.41%</b>	<b>100</b>	<b>860,876</b>	<b>100%</b>	<b>4.46%</b>	<b>100</b>	<b>619,487</b>	<b>100%</b>	<b>3.21%</b>	<b>100</b>	<b>721,482</b>	<b>100%</b>	<b>3.74%</b>	<b>100</b>	<b>1,196,442</b>	<b>100%</b>	<b>6.20%</b>	<b>100</b>
3506008	Ottawa, ON (CV)	873,210	4.52%	440,586	51.72%	50.46%	1143	436,681	50.73%	50.01%	1121	377,796	60.99%	43.27%	1348	396,077	54.90%	45.36%	1214	531,227	44.40%	60.84%	981
2481017	Gatineau, QC (V)	237,634	1.23%	76,768	9.01%	32.31%	732	74,531	8.66%	31.36%	703	61,763	9.97%	25.99%	810	65,715	9.11%	27.65%	740	99,897	8.35%	42.04%	678
3520005	Toronto, ON (C)	2,568,898	13.31%	31,571	3.71%	1.23%	28	28,650	3.33%	1.12%	25	14,108	2.28%	0.55%	17	20,117	2.79%	0.78%	21	54,673	4.57%	2.13%	34
2466023	Montréal, QC (V)	1,493,156	7.74%	24,421	2.87%	1.64%	37	21,763	2.53%	1.46%	33	10,362	1.67%	0.69%	22	15,005	2.08%	1.00%	27	40,260	3.36%	2.70%	44
3521005	Mississauga, ON (CY)	642,951	3.33%	9,281	1.09%	1.44%	33	10,109	1.17%	1.57%	35	4,105	0.66%	0.64%	20	4,006	0.56%	0.62%	17	16,566	1.38%	2.58%	42
3521010	Brampton, ON (CY)	596,084	3.09%	6,783	0.80%	1.14%	26	9,890	1.15%	1.66%	37	3,004	0.48%	0.50%	16	4,639	0.64%	0.78%	21	14,626	1.22%	2.45%	40
3510010	Kingston, ON (CY)	110,501	0.57%	7,914	0.93%	7.16%	162	7,516	0.87%	6.80%	153	4,349	0.70%	3.94%	123	7,963	1.10%	7.21%	193	14,044	1.17%	12.71%	205
3502036	Clarence-Rockland, ON (C)	21,875	0.11%	8,298	0.97%	37.93%	860	8,744	1.02%	39.97%	896	6,698	1.08%	30.62%	954	7,272	1.01%	33.24%	889	10,610	0.89%	48.50%	783
2465005	Laval, QC (V)	358,900	1.86%	5,719	0.67%	1.59%	36	5,181	0.60%	1.44%	32	2,217	0.36%	0.62%	19	3,500	0.49%	0.98%	26	9,520	0.80%	2.65%	43
3525005	Hamilton, ON (C)	483,265	2.50%	5,304	0.62%	1.10%	25	5,380	0.62%	1.11%	25	1,407	0.23%	0.29%	9	3,499	0.48%	0.72%	19	9,295	0.78%	1.92%	31

<b>Index Legend</b>	<b>Under 80</b>	<b>110 to 119</b>	<b>120 to 149</b>	<b>Over 150</b>
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**2019 Ottawa - Preston 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
33,846	19,179	56.7	20,041	59.2	18,710	55.3	18,255	53.9	22,778	67.3

**2019 Ottawa - Preston Street BIA Visitors Within vs Outside Trade Area**  
**Benchmark: Canada**

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	1,245,402	22,778	1.8	1,222,624	98.2

**2020 Ottawa - Preston 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%	360,161	100%	1.87%	100	548,416	100%	2.84%	100	461,058	100%	2.39%	100	540,935	100%	2.80%	100	796,010	100%	4.12%	100
3506008	Ottawa, ON (CV)	873,210	4.52%	240,961	66.90%	27.59%	1479	317,908	57.97%	36.41%	1281	290,663	63.04%	33.29%	1394	338,034	62.49%	38.71%	1381	432,718	54.36%	49.55%	1202
2481017	Gatineau, QC (V)	237,634	1.23%	37,015	10.28%	15.58%	835	59,831	10.91%	25.18%	886	52,700	11.43%	22.18%	928	52,671	9.74%	22.16%	791	82,299	10.34%	34.63%	840
3520005	Toronto, ON (C)	2,568,898	13.31%	3,387	0.94%	0.13%	7	13,385	2.44%	0.52%	18	8,046	1.75%	0.31%	13	11,097	2.05%	0.43%	15	22,519	2.83%	0.88%	21
2466023	Montréal, QC (V)	1,493,156	7.74%	2,715	0.75%	0.18%	10	8,904	1.62%	0.60%	21	6,123	1.33%	0.41%	17	6,527	1.21%	0.44%	16	15,501	1.95%	1.04%	25
3502036	Clarence-Rockland, ON (C)	21,875	0.11%	4,954	1.38%	22.65%	1214	6,588	1.20%	30.12%	1060	6,251	1.36%	28.57%	1196	6,479	1.20%	29.62%	1057	9,468	1.19%	43.28%	1050
3510010	Kingston, ON (CY)	110,501	0.57%	1,768	0.49%	1.60%	86	3,927	0.72%	3.55%	125	3,114	0.68%	2.82%	118	3,921	0.72%	3.55%	127	7,016	0.88%	6.35%	154
3502048	Russell, ON (TP)	14,736	0.08%	3,529	0.98%	23.95%	1284	4,974	0.91%	33.75%	1188	4,242	0.92%	28.79%	1205	4,274	0.79%	29.00%	1035	6,853	0.86%	46.50%	1128
3501012	Cornwall, ON (CY)	38,346	0.20%	2,507	0.70%	6.54%	350	3,678	0.67%	9.59%	338	2,128	0.46%	5.55%	232	3,052	0.56%	7.96%	284	5,912	0.74%	15.42%	374
3521005	Mississauga, ON (CY)	642,951	3.33%	1,265	0.35%	0.20%	11	3,326	0.61%	0.52%	18	1,851	0.40%	0.29%	12	2,624	0.49%	0.41%	15	5,746	0.72%	0.89%	22
3521010	Brampton, ON (CY)	596,084	3.09%	1,255	0.35%	0.21%	11	3,145	0.57%	0.53%	19	2,011	0.44%	0.34%	14	1,971	0.36%	0.33%	12	4,873	0.61%	0.82%	20

<b>Index Legend</b>	<b>Under 80</b>	<b>110 to 119</b>	<b>120 to 149</b>	<b>Over 150</b>
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**2020 Ottawa - Preston 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
33,846	18,013	53.2	17,236	50.9	15,470	45.7	17,568	51.9	19,753	58.4

**2020 Ottawa - Preston Street BIA Visitors Within vs Outside Trade Area**  
**Benchmark: Canada**

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	812,467	19,753	2.4	792,715	97.6

### 2021 Ottawa - Preston 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%	378,199	100%	1.96%	100	840,266	100%	4.35%	100	785,692	100%	4.07%	100	490,437	100%	2.54%	100	1,036,513	100%	5.37%	100
3506008	Ottawa, ON (CV)	873,210	4.52%	249,729	66.03%	28.60%	1460	410,498	48.85%	47.01%	1080	406,422	51.73%	46.54%	1143	312,739	63.77%	35.81%	1410	465,586	44.92%	53.32%	993
2481017	Gatineau, QC (V)	237,634	1.23%	36,553	9.67%	15.38%	785	76,021	9.05%	31.99%	735	74,728	9.51%	31.45%	773	55,120	11.24%	23.20%	913	94,713	9.14%	39.86%	742
3520005	Toronto, ON (C)	2,568,898	13.31%	5,398	1.43%	0.21%	11	32,572	3.88%	1.27%	29	28,659	3.65%	1.12%	27	6,473	1.32%	0.25%	10	47,577	4.59%	1.85%	34
2466023	Montréal, QC (V)	1,493,156	7.74%	4,825	1.28%	0.32%	16	22,108	2.63%	1.48%	34	17,986	2.29%	1.20%	30	7,149	1.46%	0.48%	19	32,119	3.10%	2.15%	40
3521005	Mississauga, ON (CY)	642,951	3.33%	1,802	0.48%	0.28%	14	11,257	1.34%	1.75%	40	8,963	1.14%	1.39%	34	1,702	0.35%	0.26%	10	15,303	1.48%	2.38%	44
3502036	Clarence-Rockland, ON (C)	21,875	0.11%	4,921	1.30%	22.49%	1148	10,661	1.27%	48.74%	1120	10,739	1.37%	49.09%	1206	5,421	1.11%	24.78%	975	12,283	1.19%	56.15%	1046
3521010	Brampton, ON (CY)	596,084	3.09%	1,488	0.39%	0.25%	13	7,475	0.89%	1.25%	29	6,613	0.84%	1.11%	27	2,637	0.54%	0.44%	17	11,596	1.12%	1.95%	36
3510010	Kingston, ON (CY)	110,501	0.57%	2,005	0.53%	1.81%	93	7,609	0.91%	6.89%	158	6,878	0.88%	6.22%	153	3,961	0.81%	3.58%	141	11,098	1.07%	10.04%	187
2465005	Laval, QC (V)	358,900	1.86%	835	0.22%	0.23%	12	6,681	0.80%	1.86%	43	4,755	0.61%	1.32%	33	2,125	0.43%	0.59%	23	9,301	0.90%	2.59%	48
3519028	Vaughan, ON (CY)	264,447	1.37%	500	0.13%	0.19%	10	6,118	0.73%	2.31%	53	3,268	0.42%	1.24%	30	731	0.15%	0.28%	11	7,522	0.73%	2.84%	53

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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### 2021 Ottawa - Preston 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
33,846	15,368	45.4	16,186	47.8	15,330	45.3	17,651	52.1	19,012	56.2

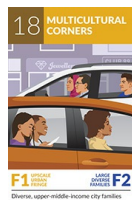
### 2021 Ottawa - Preston Street BIA Visitors Within vs Outside Trade Area

Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	1,073,210	19,012	1.8	1,054,198	98.2



Top 5 segments represent **30.2%** of customers in Southern Ontario



Rank: 1  
Customers: 49,406  
Customers %: 6.97  
% in Benchmark: 3.76  
Index: 186

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: 47,605  
Customers %: 6.72  
% in Benchmark: 3.30  
Index: 204

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: 45,876  
Customers %: 6.48  
% in Benchmark: 4.16  
Index: 156

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: 36,525  
Customers %: 5.16  
% in Benchmark: 2.51  
Index: 205

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: 34,814  
Customers %: 4.92  
% in Benchmark: 4.89  
Index: 101

The second most affluent rural segment, Country Traditions is a collection of small communities scattered across the eastern half of Canada. The mostly middle-aged and older couples and families work at well-paying blue-collar and service sector jobs, earning upper-middle incomes in the low six figures. Most own a home built after 1980—nearly 95 percent live in a single-detached house—and a sturdy, large pickup is a necessity for their backcountry commutes to work. With half the maintainers over 55, Country Traditions households are split between couples and families with children of all ages. Despite their rural settings, only 3 percent work in agriculture—still 30 percent above average—while many more work in fields like construction, health care, social services and public administration. Nevertheless, Country Traditions members have deep roots in the land: nearly 80 percent are third-plus-generation Canadians. And these rural families enjoy old-fashioned pursuits like gardening, boating and swimming. Proclaiming that life in the country is far more satisfying than life in the city, they prefer to identify with their local communities and Canada than as citizens of the world (National Pride).