Community Profile: Ottawa – Somerset Chinatown BIA

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

Date: February 24, 2022
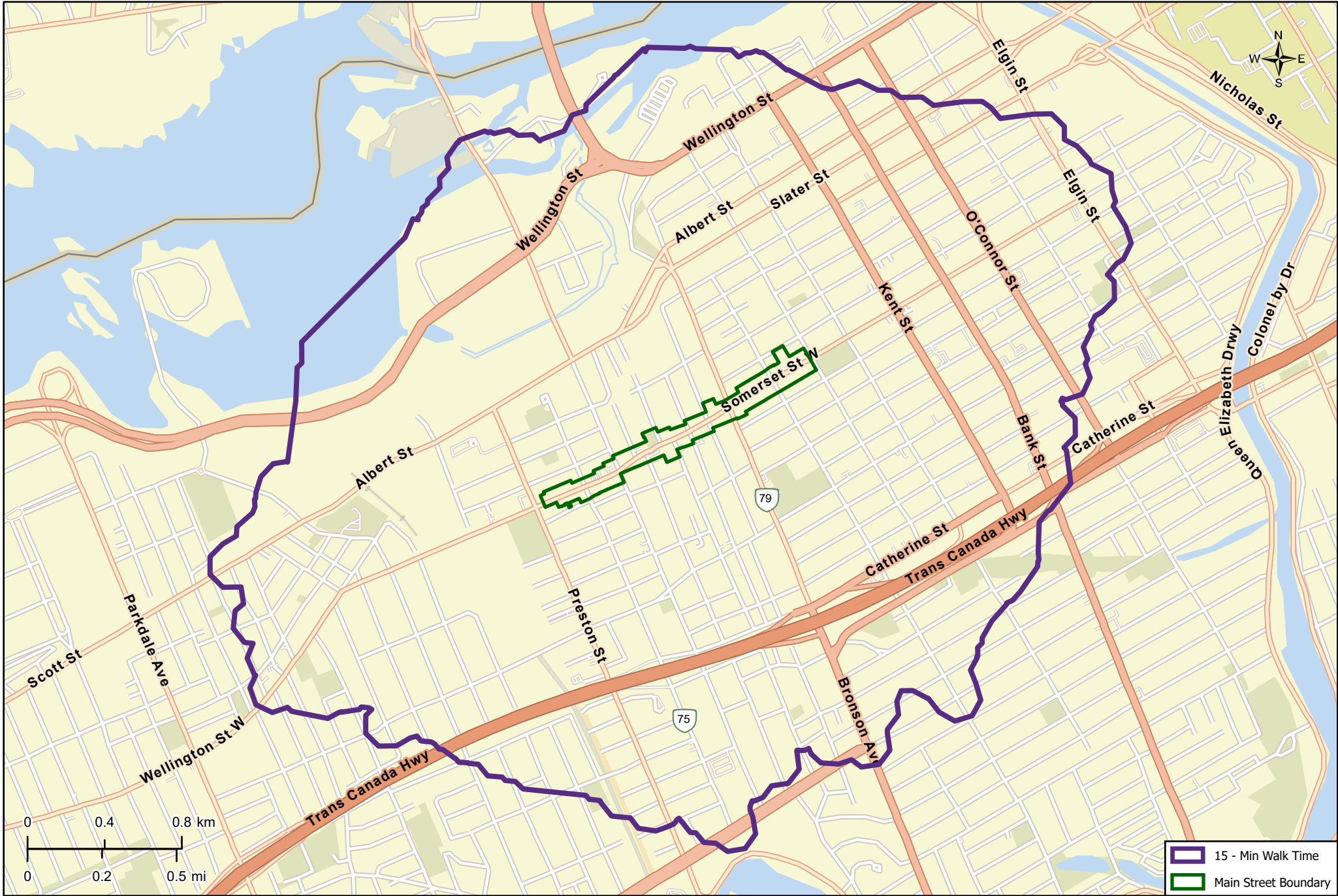
Table of Contents

Ottawa - Somerset Chinatown BIA
Main Street Boundary and Trade Area

Wellington St

Wellington St

Albert St

Slater St

Elgin St

Elgin St

O'Connor St

Nicholas St

Kent St

Somerset St W

Colonel by Dr

Queen Elizabeth Drwy

Bank St

Catherine St

Catherine St

Albert St

79

Trans Canada Hwy

Preston St

75

Bronson Av

Parkdale Ave

Scott St

Wellington St W

Trans Canada Hwy

Legend

▭	15 - Min Walk Time
▭	Main Street Boundary

2022-01-12 12:52 PM

0   0.4   0.8 km

0   0.2   0.5 mi

1

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Ottawa - Somerset Chinatown BIA

POPULATION

44,764

HOUSEHOLDS

26,279

MEDIAN MAINTAINER AGE

39

Index:71

MARITAL STATUS

39.4%

Index: 68

Married/Common-Law

FAMILY STATUS*
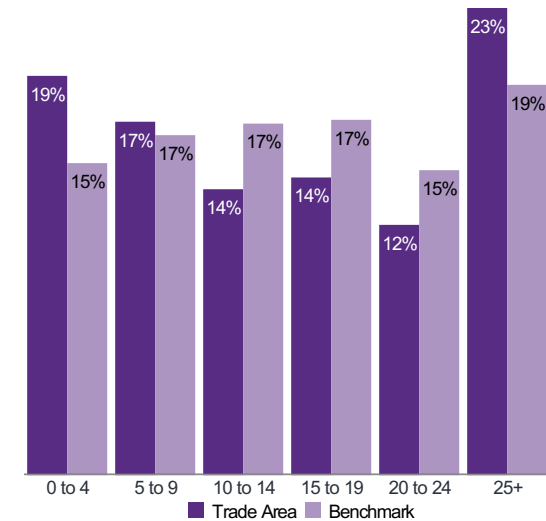
47.3%

Index:170

Single (Never Legally Married)

HOUSEHOLD SIZE

Household Size	Trade Area	Benchmark
1 Person	56%	24%
2 Persons	31%	33%
3 Persons	7%	16%
4 Persons	4%	17%
5+ Persons	2%	10%
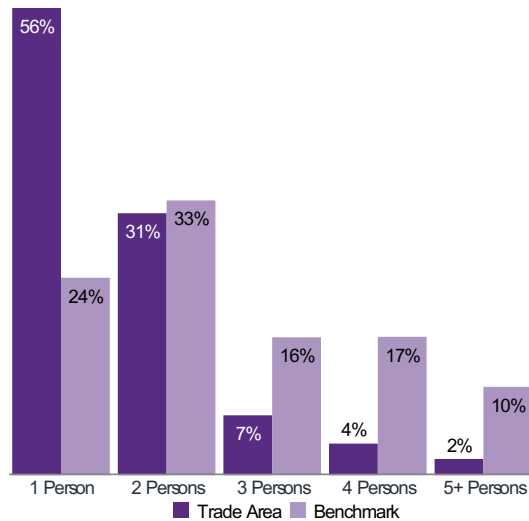
POPULATION BY AGE

	Count	%	Index
0 to 4	1,273	2.8	56
5 to 9	1,082	2.4	45
10 to 14	900	2.0	35
15 to 19	1,105	2.5	42
20 to 24	3,647	8.1	122
25 to 29	7,464	16.7	238
30 to 34	6,683	14.9	224
35 to 39	4,638	10.4	160
40 to 44	3,041	6.8	110
45 to 49	2,344	5.2	83
50 to 54	2,196	4.9	75
55 to 59	2,368	5.3	73
60 to 64	2,314	5.2	77
65 to 69	1,873	4.2	74
70 to 74	1,495	3.3	70
75 to 79	1,045	2.3	71
80 to 84	671	1.5	69
85+	626	1.4	63

AGE OF CHILDREN AT HOME

Age	Trade Area	Benchmark
0 to 4	19%	15%
5 to 9	17%	17%
10 to 14	14%	17%
15 to 19	14%	17%
20 to 24	12%	15%
25+	23%	19%

Benchmark: Southern Ontario
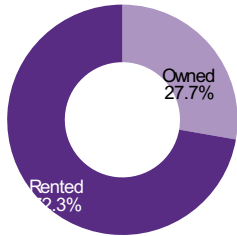
*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Ottawa - Somerset Chinatown BIA

Population: 44,764 | **Households:** 26,279

TENURE

Owned 27.7%

Rented 72.3%

STRUCTURE TYPE

14.7%
Houses
Index: 19

84.9%
Apartments
Index: 385

AGE OF HOUSING*

Less Than 4 Years Old

% Comp: 10.5   Index: 179

AVERAGE HOUSEHOLD INCOME

$89,030

Index: 77

HOUSEHOLD INCOME DISTRIBUTION
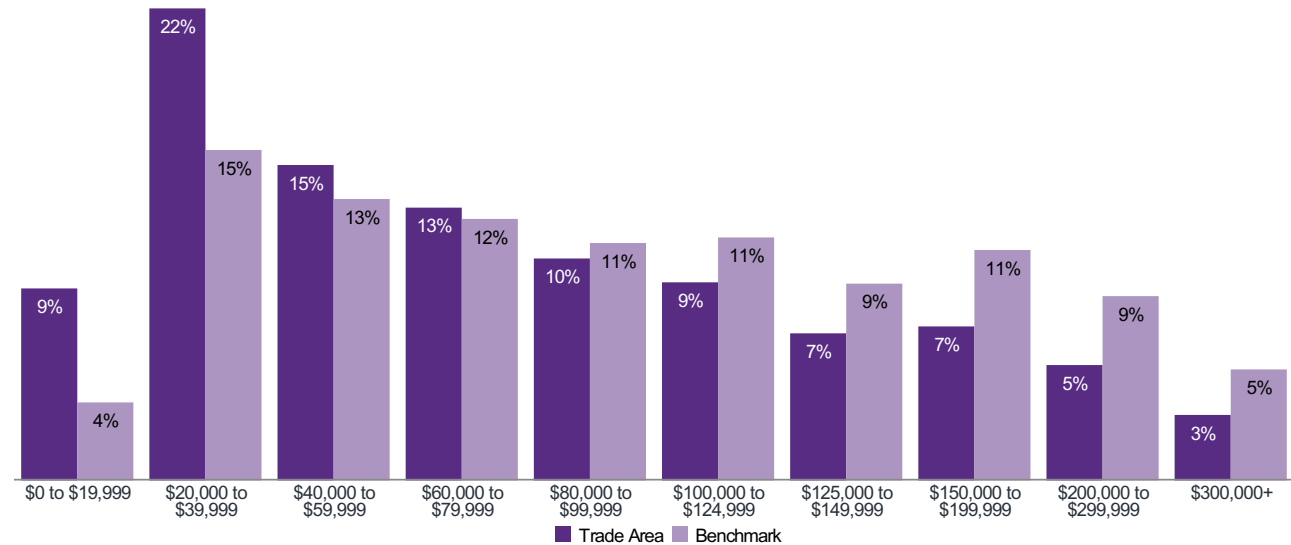
Income Range	Trade Area	Benchmark
$0 to $19,999	9%	4%
$20,000 to $39,999	22%	15%
$40,000 to $59,999	15%	13%
$60,000 to $79,999	13%	12%
$80,000 to $99,999	10%	11%
$100,000 to $124,999	9%	11%
$125,000 to $149,999	7%	9%
$150,000 to $199,999	7%	11%
$200,000 to $299,999	5%	9%
$300,000+	3%	5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

4

Demographics | Education & Employment

Trade Area: Ottawa - Somerset Chinatown BIA

Population: 44,764 | **Households:** 26,279

EDUCATION

56.4%
Index:212

University Degree

LABOUR FORCE PARTICIPATION

73.9%
Index:113

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

18.6%
Index:938

Travel to work by **Walking**

13.7%
Index:38

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

EDUCATIONAL ATTAINMENT
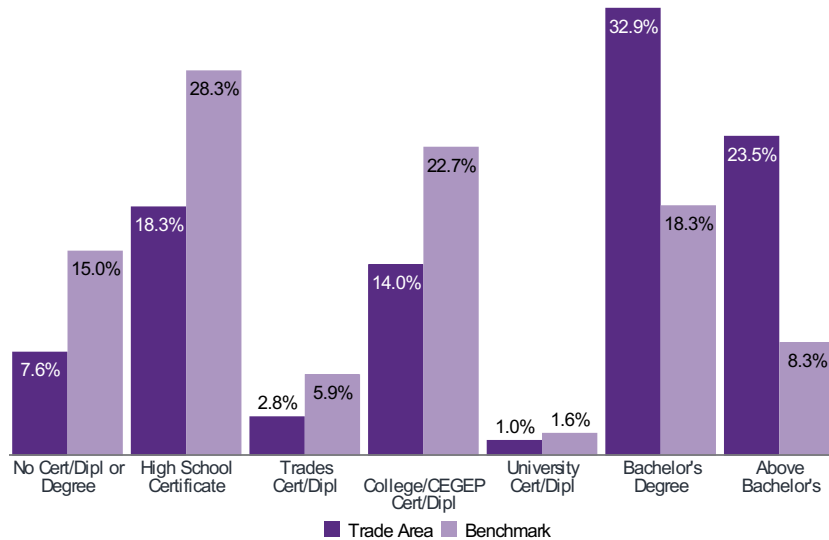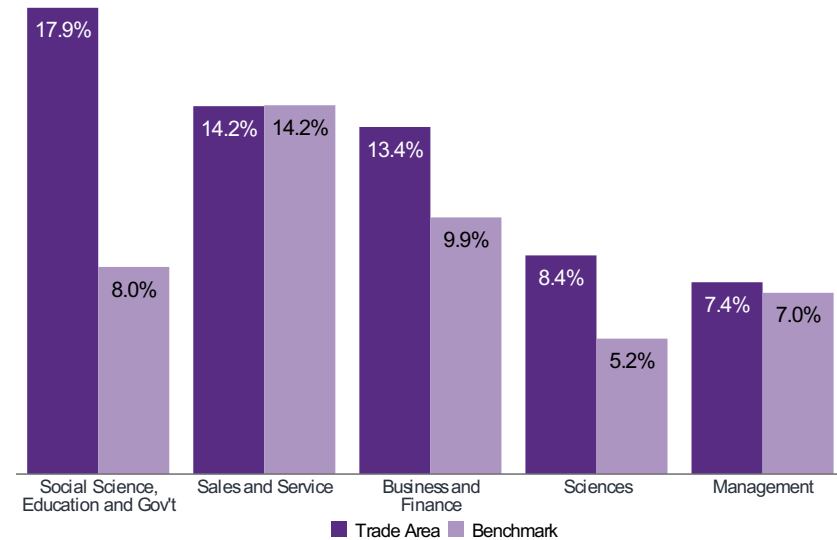
	Trade Area	Benchmark
No Cert/Dipl or Degree	7.6%	15.0%
High School Certificate	18.3%	28.3%
Trades Cert/Dipl	2.8%	5.9%
College/CEGEP Cert/Dipl	14.0%	22.7%
University Cert/Dipl	1.0%	1.6%
Bachelor's Degree	32.9%	18.3%
Above Bachelor's	23.5%	8.3%

OCCUPATIONS: TOP 5*

	Trade Area	Benchmark
Social Science, Education and Gov't	17.9%	8.0%
Sales and Service	14.2%	14.2%
Business and Finance	13.4%	9.9%
Sciences	8.4%	5.2%
Management	7.4%	7.0%

Benchmark: Southern Ontario

Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Ottawa - Somerset Chinatown BIA

Population: 44,764 | **Households:** 26,279

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
2.6%	28.6%	2.7%	23.9%	2017 To Present
Index:112	Index:99	Index:135	Index:90	6.1% Index:135
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

	Trade Area	Benchmark
Black	6.8%	4.5%
Chinese	6.3%	5.1%
South Asian	3.8%	9.9%
SE Asian	3.0%	0.9%
Arab	2.6%	2.1%

■ Trade Area   ■ Benchmark
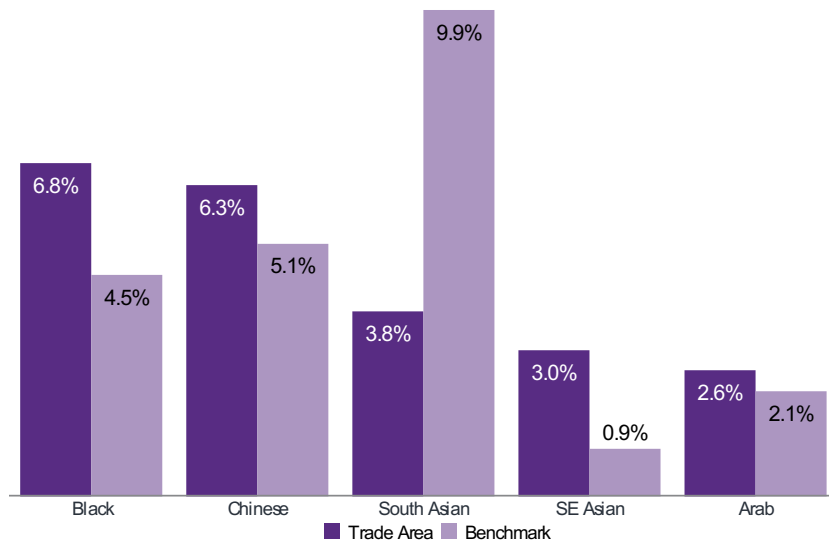
LANGUAGES SPOKEN AT HOME: TOP 5**
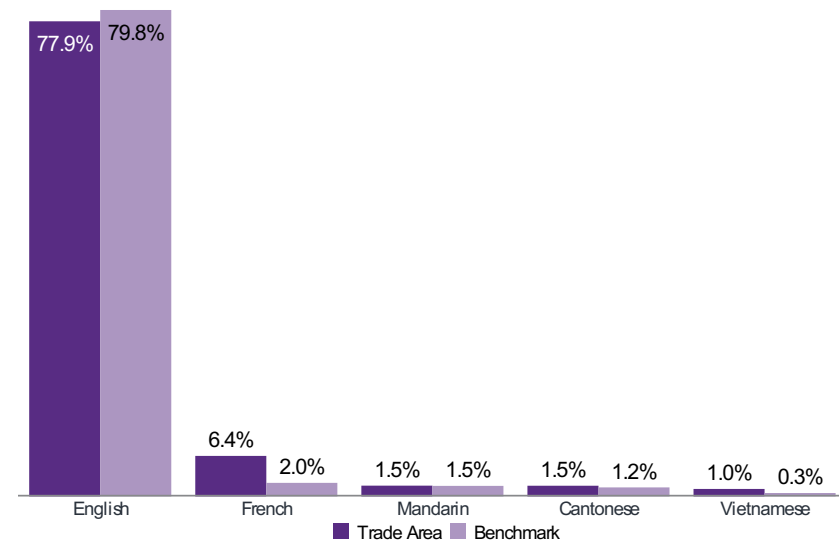
	Trade Area	Benchmark
English	77.9%	79.8%
French	6.4%	2.0%
Mandarin	1.5%	1.5%
Cantonese	1.5%	1.2%
Vietnamese	1.0%	0.3%

■ Trade Area   ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

**Ranked by percent composition*

Index Colours:	<80	80 - 110	110+

Top 5 segments represent **86.5%** of households in Ottawa - Somerset Chinatown BIA

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28 LATTE LIFE

U5 YOUNGER URBAN MIX · VERY YOUNG SINGLES & COUPLES Y1
Younger, single urban renters

Rank:	1
Hhlds:	8,019
Hhld %:	30.51
% in Benchmark:	0.43
Index:	**7,046**

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.

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12 EAT, PLAY, LOVE

U3 YOUNG URBAN CORE · VERY YOUNG SINGLES & COUPLES Y1
Younger, well-educated urban singles

Rank:	2
Hhlds:	5,451
Hhld %:	20.74
% in Benchmark:	0.36
Index:	**5,823**

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.

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47 SOCIAL NETWORKERS

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

Rank:	3
Hhlds:	4,872
Hhld %:	18.54
% in Benchmark:	1.30
Index:	**1,424**

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.

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51 ON THEIR OWN AGAIN

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

Rank:	4
Hhlds:	2,223
Hhld %:	8.46
% in Benchmark:	3.77
Index:	**224**

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.

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06 DOWNTOWN VERVE

U1 URBAN ELITE · SCHOOL-AGE FAMILIES F1
Younger and middle-aged upscale city dwellers

Rank:	5
Hhlds:	2,154
Hhld %:	8.20
% in Benchmark:	0.42
Index:	**1,959**

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.

Benchmark: Southern Ontario

Psychographics | SocialValues Overview

Trade Area: Ottawa - Somerset Chinatown BIA

⬆ Strong Values

Values	Index
Rejection of Authority	149
Culture Sampling	145
Ecological Concern	142
Intuition & Impulse	139
Social Learning	138
Equal Relationship with Youth	134
Flexible Families	131
Personal Creativity	131
Effort Toward Health	128
Sexual Permissiveness	127

⬇ Weak Values

Values	Index
Obedience to Authority	66
Legacy	67
Utilitarian Consumerism	67
Xenophobia	68
Attraction to Nature	71
Traditional Family	72
Parochialism	73
Cultural Assimilation	77
Religiosity	78
Technology Anxiety	82

⭐ 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

⭐ 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.

Legacy

Desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance.

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.

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: Ottawa - Somerset Chinatown BIA

WealthScapes Households: 25,802

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 88,712	$ 66,420	$ 44,587	$ 2,672
Index: 77	Index: 73	Index: 69	Index: 75

WEALTH* | ASSETS*

Net Worth
% Holders
99.3%   Index: 100
Balance
$440,803
Index: 60

Savings
% Holders
94.3%   Index: 99
Balance
$69,137
Index: 90

Investments
% Holders
53.5%   Index: 89
Balance
$272,129
Index: 81

Unlisted Shares
% Holders
13.5%   Index: 109
Balance
$360,671
Index: 113

Real Estate
% Holders
31.1%   Index: 41
Balance
$710,530
Index: 95

Liquid Assets
% Holders
97.3%   Index: 99
Balance
$251,865
Index: 76

DEBT*

Consumer Debt
% Holders
86.9%   Index: 96
Balance
$30,363
Index: 46

Mortgage Debt
% Holders
17.3%   Index: 37
Balance
$292,619
Index: 98

FINANCIAL RATIO

Debt:Asset
% Holders
0.15%   Index: 70

Benchmark: Southern Ontario

% Holders represent where customers are found.

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

Index Colours:	<80	80 - 110	110+

Financial | WealthScapes - Ratios

Trade Area: Ottawa - Somerset Chinatown BIA

WealthScapes Households: 25,802

FINANCIAL RATIOS*

Debt: Asset	Debt: Liquid Assets	Consumer Debt - Discr. Income	Savings - Investments
0.15	0.31	0.59	0.68
Index: 70	Index: 51	Index: 63	Index: 113

Pension - Non-Pension Assets	Real Estate Assets - Liq. Assets	Mortgage - Real Estate Assets	Mortgage - Consumer Debt
0.34	0.90	0.23	1.91
Index: 153	Index: 51	Index: 94	Index: 83

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Households: 26,279

Total Aggregate Current Consumption: $1,652,981,648

Average Current Consumption	**Average Household Income**	**Average Disposable Income**
$62,901	$88,555	$65,449
Index 77	Index 77	Index 73

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$18,130	28.8%
Index 86	Index 112

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$9,987	15.9%
Index 78	Index 101

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$8,044	12.8%
Index 58	Index 76

Tobacco and Alcohol
Avg. Dollars/Household	Pct. of Total Expenditure
$4,186	6.7%
Index 118	Index 153

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$4,105	6.5%
Index 75	Index 98

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$3,897	6.2%
Index 68	Index 88

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$3,399	5.4%
Index 71	Index 92

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$2,843	4.5%
Index 71	Index 93

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$2,441	3.9%
Index 74	Index 96

Benchmark: Southern Ontario

Displaying the top nine HouseholdSpend categories ranked by percent of total expenditure.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+

Expenditures | Foodspend - Annual Household Expenditure Overview

Trade Area: Ottawa - Somerset Chinatown BIA

Households: 26,279

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$88,555	$9,987	$4,211	$5,776
Index: 77	Index 78	Index: 104	Index: 66

Total Aggregate Food Expenditure: $ 262,450,263

Bakery
Avg. Dollars/Household	Pct. of Total Expenditure
$560	9.7%
Index: 64	Index: 97

Cereal Products
Avg. Dollars/Household	Pct. of Total Expenditure
$319	5.5%
Index: 62	Index: 95

Fruit and nuts
Avg. Dollars/Household	Pct. of Total Expenditure
$777	13.4%
Index: 71	Index: 107

Vegetables
Avg. Dollars/Household	Pct. of Total Expenditure
$661	11.4%
Index: 71	Index: 108

Dairy products & Eggs
Avg. Dollars/Household	Pct. of Total Expenditure
$851	14.7%
Index: 66	Index: 101

Meat
Avg. Dollars/Household	Pct. of Total Expenditure
$851	14.7%
Index: 54	Index: 82

Fish & Seafood
Avg. Dollars/Household	Pct. of Total Expenditure
$180	3.1%
Index: 61	Index: 93

Beverages & Other Food
Avg. Dollars/Household	Pct. of Total Expenditure
$1,578	27.3%
Index: 71	Index: 108

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Post COVID-19 Activities

Behavioural-Vividata | Post COVID-19

ENVIRONICS ANALYTICS

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	16.3	11.0	148
Going to restaurants, bars or night clubs	58.3	55.1	106
Having physical Contact with family and friends	58.7	57.7	102
Participating in group activities	43.3	38.7	112
Partying	22.9	15.8	145
Seeing family and friends in person	60.7	62.8	97
Entertainment			
Attending events, festivals or concerts	48.0	42.9	112
Attending sports events (excludes professional sports)	19.9	18.2	110
Attending to professional sports events or games	29.8	25.4	117
Going to the movies	49.5	45.7	108
Movement & Travel			
Driving more	13.3	16.1	83
Shopping in-store	42.6	42.9	99
Spending time outdoors	34.0	32.5	105
Travelling outside of Canada/ abroad	59.6	53.2	112
Travelling within Canada	51.3	49.9	103
Using public transit	18.4	13.7	134
Personal			
Getting back to old habits	31.6	36.2	87
Going to a salon, barber shop or spa	33.3	33.7	99
Going to the gym	30.9	22.6	137
Education/Work			
Children going back to school	13.6	20.3	67
Going back to work	19.4	17.6	110
Other			
Not Stated	0.9	0.6	153

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Ottawa - Somerset Chinatown BIA

Household Population 14+: 40,448

RADIO
Listeners: 72.1%
Index: 89

6.4 Hours/Week*
Index: **86**

Top Formats

	Trade Area	Benchmark
Multicultural	11.0%	6.2%
Jazz	15.9%	9.6%
Dance	18.0%	11.2%

TELEVISION
Viewers: 96.3%
Index: 101

20.9 Hours/Week*
Index: **100**

Top Program Types

	Trade Area	Benchmark
Adult Animated Series	38.9%	30.8%
Music Video	41.7%	34.5%
Science Fiction/Fantasy Dramas	46.9%	38.7%

NEWSPAPER
Readers: 30.8%
Index: 101

0.9 Hours/Week*
Index: **140**

Top Sections Read

	Trade Area	Benchmark
World News	26.0%	21.0%
Arts and Entertainment	14.3%	11.7%
Editorials	12.8%	10.5%

MAGAZINE
Readers: 70.8%
Index: 97

1.6 Hours/Month*
Index: **111**

Top Titles

	Trade Area	Benchmark
NOW	27.8%	7.8%
Toronto Life	34.7%	15.9%
Air Canada enRoute	23.1%	15.8%

INTERNET
Users: 97.8%
Index: 100

24.4 Hours online past week*
Index: **111**

Top Activities

	Trade Area	Benchmark
Gambling	13.4%	10.5%
Watched Long Form Videos	60.7%	48.4%
Career/Job Search	37.3%	30.3%

DIRECT/OUTDOOR

8 Times used public transit past week*
Index: **274**

Top DM Formats Used to Plan/Make Purchases

	Trade Area	Benchmark
E-mail Coupons	17.9%	15.0%
Newsletters	8.4%	7.2%
Addressed Mail Offers	8.9%	8.2%

Benchmark: Southern Ontario

* Consumption values based to variable's incidence count.

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Activities

ENVIRONICS ANALYTICS

Trade Area: Ottawa - Somerset Chinatown BIA

Household Population 18+: 39,691

FACEBOOK

80.2% currently use

Index: **103**

Top Activities (Daily)

	Trade Area	Benchmark
Read news feed	45.1%	42.7%
Cmt/Like other users' posts	29.8%	27.6%
Use Messenger	25.8%	23.4%

TWITTER

42.3% currently use

Index: **144**

Top Activities (Daily)

	Trade Area	Benchmark
Read tweets	23.0%	14.2%
Watch videos	9.8%	6.4%
Tweet	7.3%	4.4%

INSTAGRAM

56.1% currently use

Index: **145**

Top Activities (Daily)

	Trade Area	Benchmark
Like photos/videos	11.6%	6.7%
View photos/videos	11.0%	8.5%
Send direct messages	8.3%	3.7%

LINKEDIN

56.5% currently use

Index: **137**

Top Activities (Weekly)

	Trade Area	Benchmark
Read your newsfeed	7.7%	4.7%
Search and review other profiles	4.7%	3.6%
Watch videos	4.2%	3.1%

YOUTUBE

78.4% currently use

Index: **112**

Top Activities (Daily)

	Trade Area	Benchmark
Watch videos	32.9%	28.0%
Like/dislike videos	9.2%	8.1%
Watch live videos	7.3%	6.8%

SNAPCHAT

15.0% currently use

Index: **116**

Top Activities (Weekly)

	Trade Area	Benchmark
Receive photos/videos	6.4%	6.6%
Send direct text messages	6.1%	5.9%
Send photos/videos	5.9%	5.7%

WHATSAPP

61.3% currently use

Index: **143**

Top Activities (Daily)

	Trade Area	Benchmark
Send/receive images	8.4%	6.0%
Send/receive messages	6.8%	5.7%
Use group chats	6.3%	4.6%

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Usage

ENVIRONICS ANALYTICS

Trade Area: Ottawa - Somerset Chinatown BIA

Household Population 18+: 39,691

FRIENDS IN ALL SM NETWORKS	FREQUENCY OF USE (DAILY)	BRAND INTERACTION	NO. OF BRANDS INTERACTED
21.4% Index:**60**	**56.9%** Index:**101**	**39.8%** Index:**116**	**28.0%** Index:**92**
0-49 friends	Facebook	Like brand on Facebook	2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
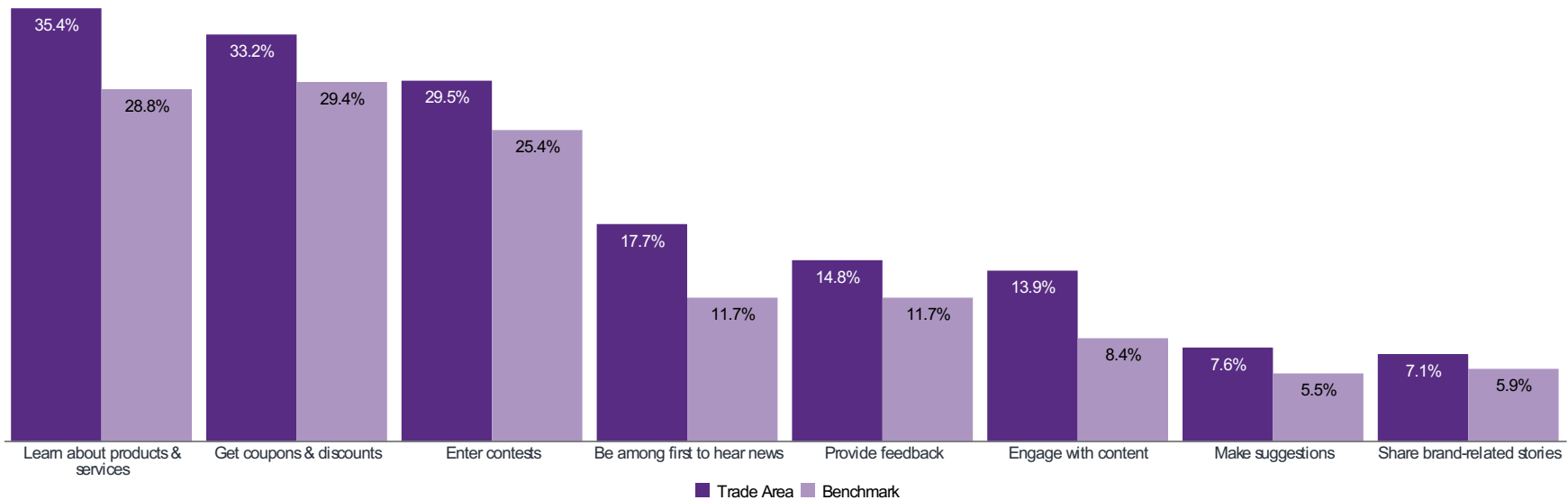
Learn about products & services: Trade Area 35.4%, Benchmark 28.8%
Get coupons & discounts: Trade Area 33.2%, Benchmark 29.4%
Enter contests: Trade Area 29.5%, Benchmark 25.4%
Be among first to hear news: Trade Area 17.7%, Benchmark 11.7%
Provide feedback: Trade Area 14.8%, Benchmark 11.7%
Engage with content: Trade Area 13.9%, Benchmark 8.4%
Make suggestions: Trade Area 7.6%, Benchmark 5.5%
Share brand-related stories: Trade Area 7.1%, Benchmark 5.9%

■ Trade Area ■ Benchmark

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

Trade Area: Ottawa - Somerset Chinatown BIA

Total Household Population 18+: 39,691

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

% Comp **82.9**   Index **94**

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

% Comp **52.3**   Index **108**

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

% Comp **78.0**   Index **93**

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

% Comp **39.5**   Index **96**

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

% Comp **60.5**   Index **107**

I am very comfortable sharing my personal info with retail companies

% Comp **28.0**   Index **117**

Benchmark: Southern Ontario

Ranked by percent composition.

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Index Colours:	<80	80 - 110	110+

Opticks eShopper | Purchase Preference by Category

ENVIRONICS ANALYTICS

Trade Area: Ottawa - Somerset Chinatown BIA

Total Household Population 18+: 39,691

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)
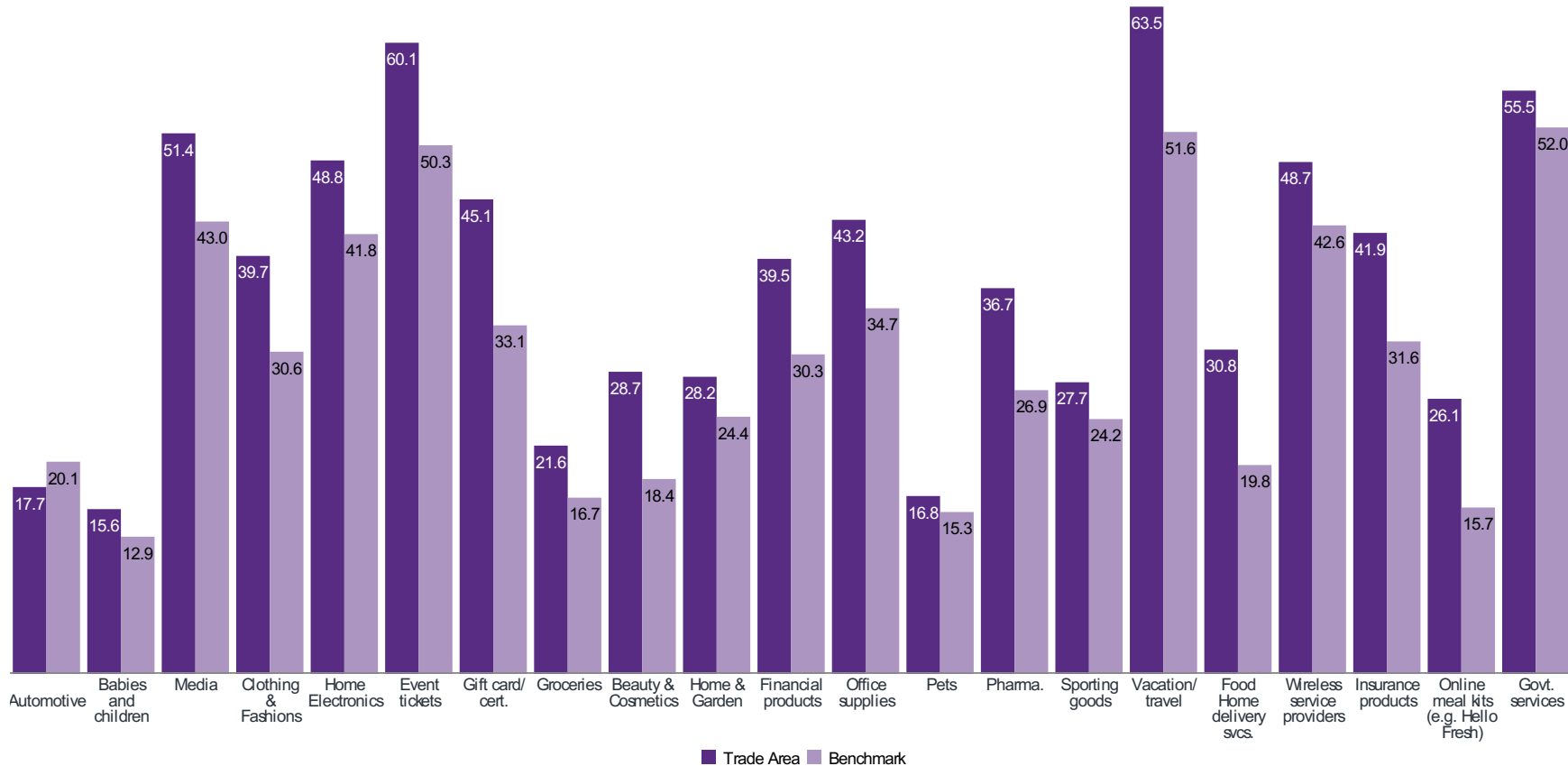
Category	Trade Area	Benchmark
Automotive	17.7	20.1
Babies and children	15.6	12.9
Media	51.4	43.0
Clothing & Fashions	39.7	30.6
Home Electronics	48.8	41.8
Event tickets	60.1	50.3
Gift card/ cert.	45.1	33.1
Groceries	21.6	16.7
Beauty & Cosmetics	28.7	18.4
Home & Garden	28.2	24.4
Financial products	39.5	30.3
Office supplies	43.2	34.7
Pets	16.8	15.3
Pharma.	36.7	26.9
Sporting goods	27.7	24.2
Vacation/ travel	63.5	51.6
Food Home delivery svcs.	30.8	19.8
Wireless service providers	48.7	42.6
Insurance products	41.9	31.6
Online meal kits (e.g. Hello Fresh)	26.1	15.7
Govt. services	55.5	52.0

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: Ottawa - Somerset Chinatown BIA

Total Household Population 18+: 39,691

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	59.8% Index:97	46.4% Index:126	19.5% Index:158	4.5% Index:141
Purchase preference	71.9% Index:95	39.7% Index:130	12.8% Index:130	4.4% Index:170
Customer Service	55.8% Index:90	23.3% Index:130	9.8% Index:170	23.6% Index:109

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.7%	4.0%	12.0%	12.8%	7.0%	3.8%
Benchmark	2.0%	4.5%	10.8%	9.5%	4.4%	2.3%

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

23

Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Ottawa - Somerset Chinatown BIA

Total Household Population 18+: 39,691

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	46.4% Index:92	60.8% Index:111	18.4% Index: 118	10.0% Index: 121
Purchase preference	58.1% Index: 85	48.8% Index:117	14.7% Index:134	7.7% Index: 119
Customer Service	47.7% Index:85	30.0% Index:121	10.0% Index: 135	40.0% Index: 108

AMOUNT SPENT [PST 12 MTHS]

Range	Trade Area	Benchmark
Less than $100	4.6%	4.3%
$100-$249	5.9%	6.4%
$250-$499	6.0%	6.2%
$500-$999	7.5%	6.1%
$1000 or more	10.2%	6.4%

■ Trade Area ■ Benchmark

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

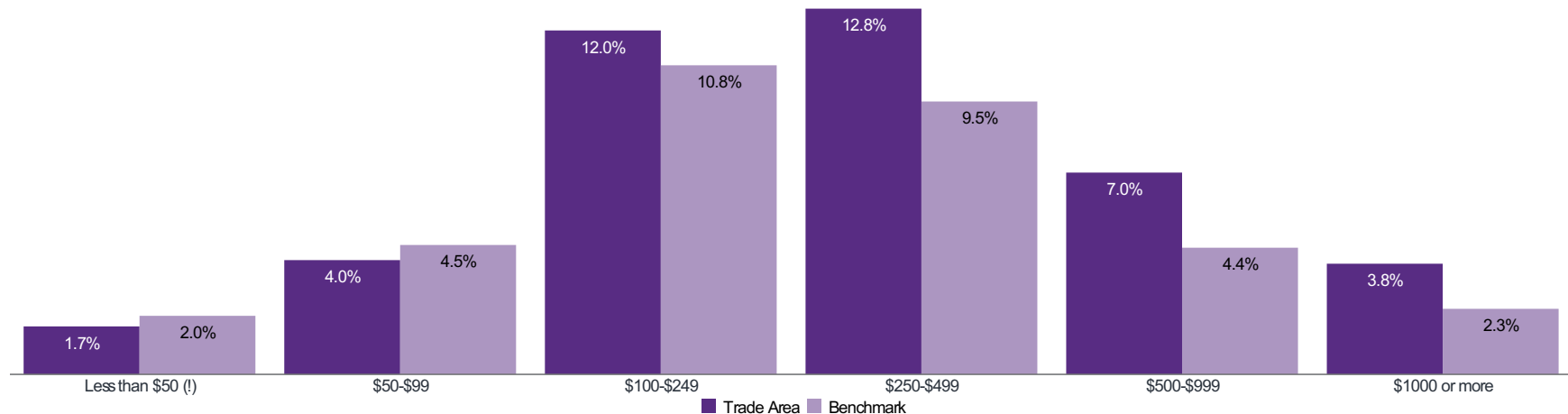| Index Colours:	<80	80 - 110	110+

24

Opticks eShopper | Gift Cards Deep Dive

Trade Area: Ottawa - Somerset Chinatown BIA

Total Household Population 18+: 39,691

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	47.6% Index:135	16.3% Index:148	4.4% Index:124
Purchase preference	49.3% Index:82	45.1% Index:136	10.9% Index:125	3.8% Index:124
Customer Service	32.8% Index:77	26.5% Index:129	8.4% Index:138	28.3% Index:102

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.8%	6.5%	9.1%	4.9%	3.5%
Benchmark	3.3%	5.3%	8.3%	3.8%	1.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

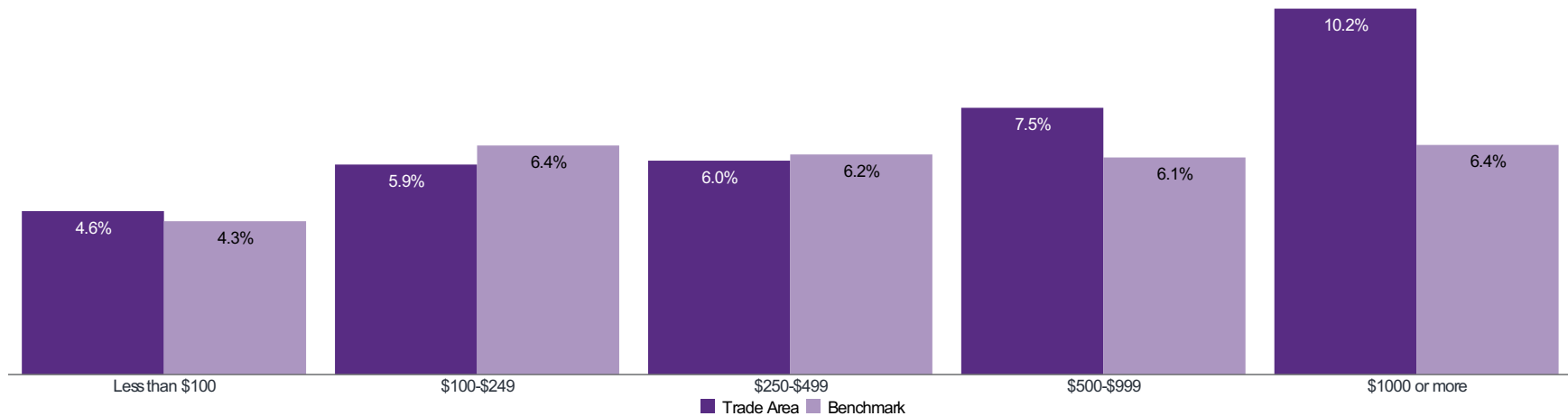| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Ottawa - Somerset Chinatown BIA

Total Household Population 18+: 39,691

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	69.3% Index:96	28.2% Index:114	13.7% Index:123	4.6% Index:171
Purchase preference	78.4% Index:94	21.6% Index:130	9.0% Index:145	3.7% Index:153
Customer Service	59.3% Index:85	17.7% Index:154	6.2% Index:157	21.8% Index:116

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99 (!)	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.5%	1.7%	6.0%	5.1%	4.6%	9.2%
Benchmark	1.6%	1.9%	3.8%	3.1%	3.0%	6.9%

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

Index Colours:	<80	80 - 110	110+

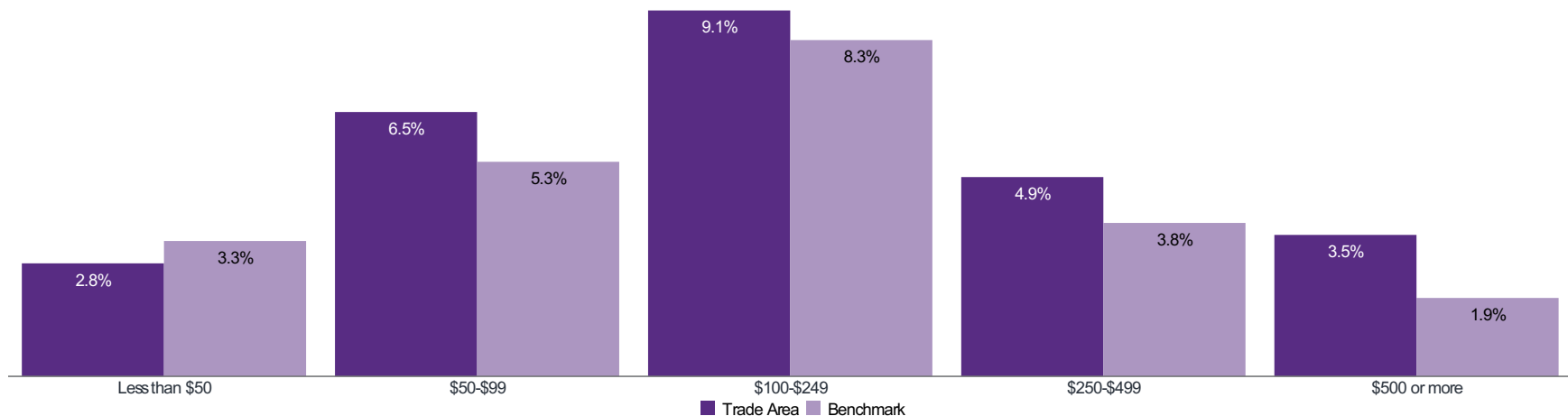# Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Ottawa - Somerset Chinatown BIA

Total Household Population 18+: 39,691

BEHAVIOURAL PREFERENCES BY CHANNEL

BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	38.1% Index:107	31.1% Index:141	12.0% Index:148	4.6% Index:164
Purchase preference	47.9% Index:104	28.7% Index:156	9.9% Index:154	3.4% Index:149
Customer Service	36.5% Index:101	18.3% Index:146	5.9% Index:137	16.0% Index:109

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	3.3%	4.8%	8.5%	5.2%	2.3%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

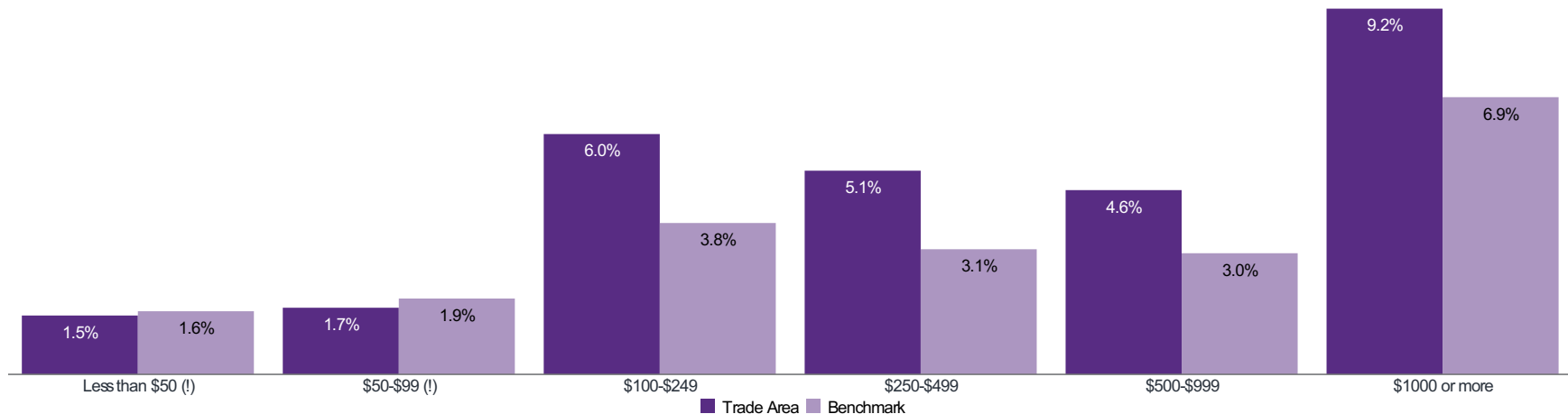# Opticks eShopper | Home & Garden Deep Dive

Trade Area: Ottawa - Somerset Chinatown BIA

Total Household Population 18+: 39,691

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	43.5% Index:84	38.2% Index:101	14.0% Index:123	4.1% Index:72
Purchase preference	55.0% Index:81	28.2% Index:116	10.1% Index:144	3.4% Index:95
Customer Service	41.2% Index:76	20.2% Index:126	6.5% Index:135	20.4% Index:89

AMOUNT SPENT [PST 12 MTHS]

Range	Trade Area	Benchmark
Less than $50 (!)	3.0%	2.2%
$50-$99	3.1%	3.2%
$100-$249	5.0%	4.3%
$250-$499	3.8%	3.2%
$500 or more	4.7%	3.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Ottawa - Somerset Chinatown BIA

Total Household Population 18+: 39,691

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	37.2% Index:95	36.0% Index:112	14.1% Index:134	4.5% Index:116
Purchase preference	44.4% Index:85	27.7% Index:115	10.4% Index:138	4.3% Index:143
Customer Service	35.7% Index:85	18.9% Index:125	6.9% Index:135	19.2% Index:94

AMOUNT SPENT [PST 12 MTHS]
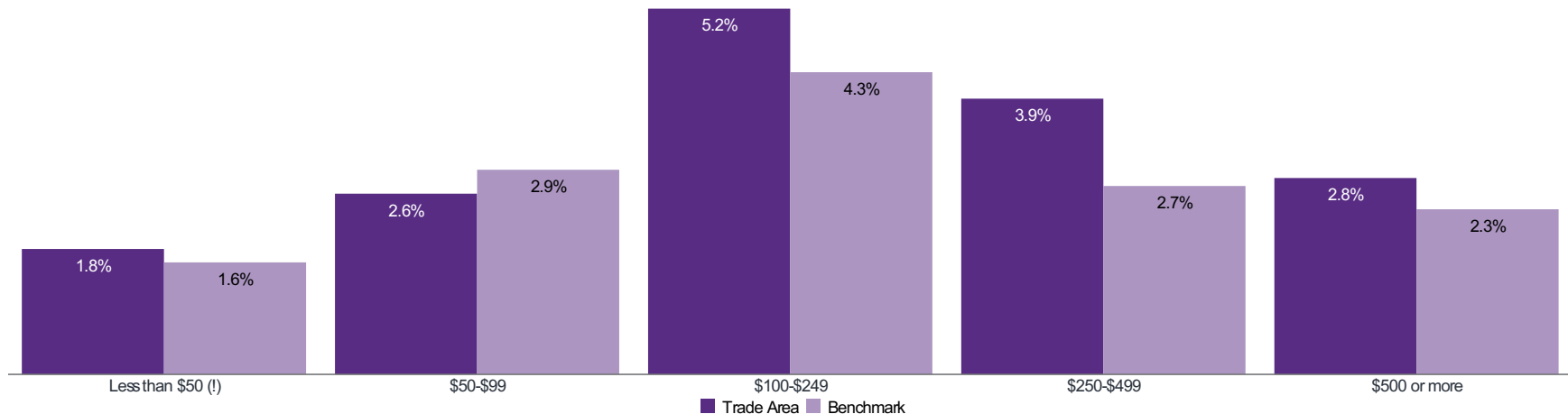
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.8%	2.6%	5.2%	3.9%	2.8%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

■ Trade Area ■ Benchmark

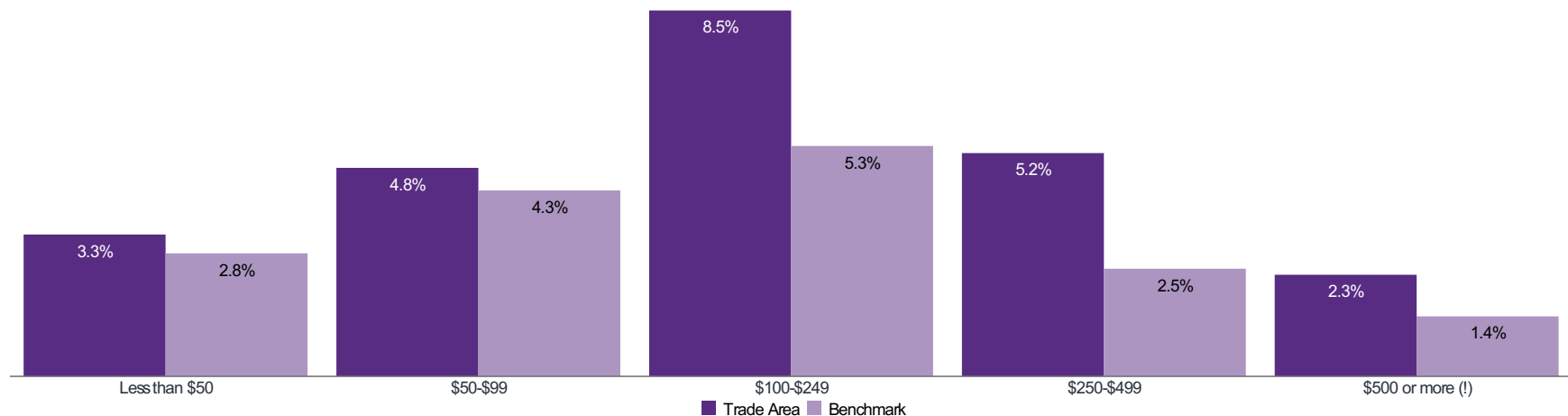*(!) Indicates variables with low sample size. Please analyze with discretion.*

Index Colours:	<80	80 - 110	110+

29

Opticks eShopper | Vacation/Travel Deep Dive

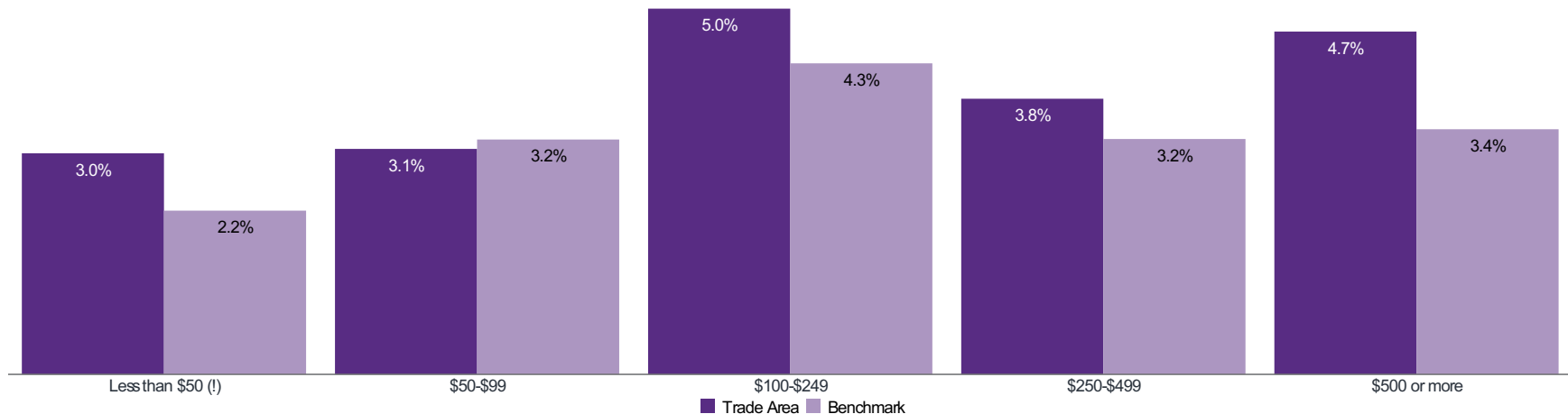**Trade Area:** Ottawa - Somerset Chinatown BIA

Total Household Population 18+: 39,691

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	14.9% Index:**73**	69.1% Index:**119**	21.2% Index:**141**	14.2% Index:**88**
Purchase preference	21.5% Index:**75**	63.5% Index:**123**	10.1% Index:**139**	13.4% Index:**75**
Customer Service	25.1% Index:**86**	35.6% Index:**130**	9.8% Index:**141**	47.3% Index:**108**

AMOUNT SPENT [PST 12 MTHS]
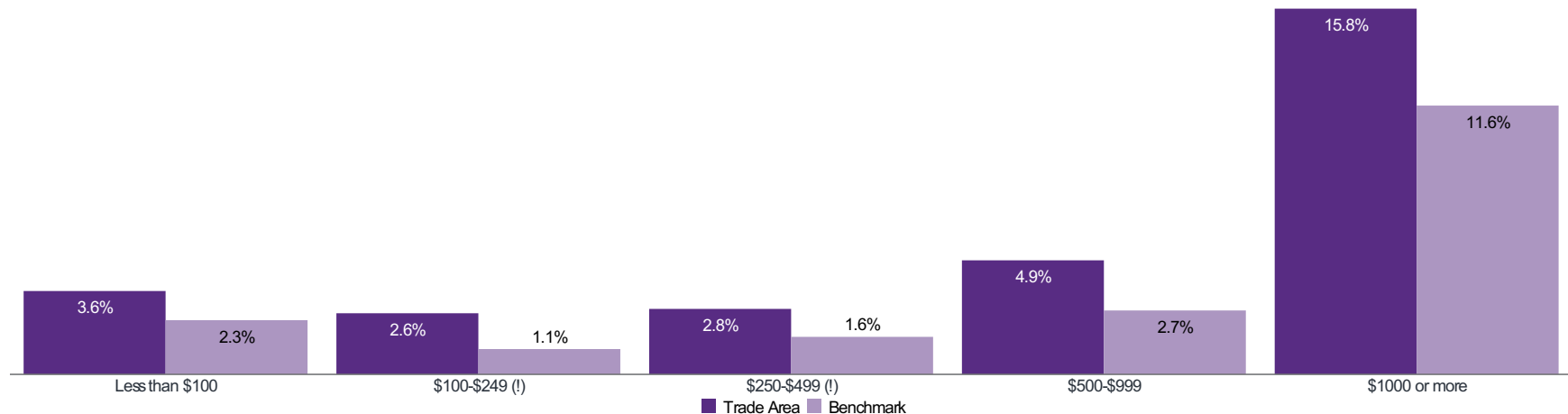
	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	3.6%	2.6%	2.8%	4.9%	15.8%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

30

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS ANALYTICS

Trade Area: Ottawa - Somerset Chinatown BIA

Households: 26,279

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock
73.0%
Index: 108

Has high quality fresh produce
57.3%
Index: 96

Carries food/non-food items I need
49.5%
Index: 120

Carries variety of items and services
40.9%
Index: 114

Only store that carries what I want
37.2%
Index: 123

Has high quality meat department
31.9%
Index: 76

Has variety of freshly prep. foods/meals
18.4%
Index: 132

Carries wide variety of ethnic prod.
15.9%
Index: 118

Carries variety of organic prod. (!)
15.0%
Index: 133

Has special section for dietary needs
12.3%
Index: 99

Carries selection of alcoholic bev. (^)
4.1%
Index: 107

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Shopping Experience

Trade Area: Ottawa - Somerset Chinatown BIA

Households: 26,279

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me

73.5%

Index: 123

Easy to get in and get out quickly

49.8%

Index: 116

Organized layout makes it easy to shop

46.9%

Index: 113

Staff are friendly and knowledgeable

37.9%

Index: 112

Short checkout lines/fast checkout

33.1%

Index: 93

Has extended hours

28.4%

Index: 103

I like the store ambiance

24.1%

Index: 121

Has self-checkout

17.0%

Index: 124

Offers an online shopping option (!)

8.3%

Index: 94

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Price and Promo

ENVIRONICS ANALYTICS

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Store has great sales and promotions
72.5%
Index:**108**

Store has the lowest prices overall
70.5%
Index:**121**

Discover good value when shopping
68.6%
Index:**104**

Store has a customer loyalty card program
49.7%
Index:**100**

Has loyalty prog. app and offers pers. promos
39.3%
Index:**134**

I'm loyal to their store brands
22.6%
Index:**98**

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	55.1	40.2	0.9	137
Leave the store and buy it elsewhere	24.2	30.9	0.5	78
Purchase another brand	14.5	21.2	0.5	68
Purchase another size or variety of the same brand (!)	6.3	7.7	0.5	81

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

Main Street Visitors

2019 Ottawa - Somerset Chinatown BIA Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+ #	% of Total	Spring 2019 #	% of Total	% Pen	Index	Summer 2019 #	% of Total	% Pen	Index	Fall 2019 #	% of Total	% Pen	Index	Winter 2019 #	% of Total	% Pen	Index	Full Year 2019 #	% of Total	% Pen	Index
	Total	19,302,713	100%	361,289	100%	1.87%	100	370,163	100%	1.92%	100	273,869	100%	1.42%	100	332,633	100%	1.72%	100	575,523	100%	2.98%	100
3506008	Ottawa, ON (CV)	873,210	4.52%	218,812	60.56%	25.06%	1339	223,985	60.51%	25.65%	1338	178,524	65.19%	20.44%	1441	203,273	61.11%	23.28%	1351	315,339	54.79%	36.11%	1211
2481017	Gatineau, QC (V)	237,634	1.23%	48,953	13.55%	20.60%	1101	45,769	12.36%	19.26%	1004	38,094	13.91%	16.03%	1130	46,738	14.05%	19.67%	1141	72,427	12.58%	30.48%	1022
3520005	Toronto, ON (C)	2,568,898	13.31%	10,349	2.86%	0.40%	22	9,223	2.49%	0.36%	19	6,982	2.55%	0.27%	19	8,616	2.59%	0.34%	19	21,425	3.72%	0.83%	28
2466023	Montréal, QC (V)	1,493,156	7.74%	8,250	2.28%	0.55%	30	8,925	2.41%	0.60%	31	4,488	1.64%	0.30%	21	5,705	1.72%	0.38%	22	16,105	2.80%	1.08%	36
3521005	Mississauga, ON (CY)	642,951	3.33%	2,813	0.78%	0.44%	23	3,601	0.97%	0.56%	29	2,259	0.82%	0.35%	25	2,053	0.62%	0.32%	19	7,129	1.24%	1.11%	37
3510010	Kingston, ON (CY)	110,501	0.57%	2,097	0.58%	1.90%	101	2,157	0.58%	1.95%	102	1,347	0.49%	1.22%	86	2,287	0.69%	2.07%	120	4,708	0.82%	4.26%	143
3519036	Markham, ON (CY)	301,247	1.56%	2,032	0.56%	0.67%	36	2,297	0.62%	0.76%	40	1,186	0.43%	0.39%	28	1,214	0.36%	0.40%	23	4,109	0.71%	1.36%	46
3502036	Clarence-Rockland, ON (C)	21,875	0.11%	2,167	0.60%	9.91%	529	2,542	0.69%	11.62%	606	1,925	0.70%	8.80%	620	2,134	0.64%	9.75%	566	3,745	0.65%	17.12%	574
3521010	Brampton, ON (CY)	596,084	3.09%	1,388	0.38%	0.23%	12	2,167	0.59%	0.36%	19	724	0.26%	0.12%	9	1,201	0.36%	0.20%	12	3,601	0.63%	0.60%	20
3502048	Russell, ON (TP)	14,736	0.08%	1,971	0.55%	13.37%	715	1,673	0.45%	11.35%	592	1,838	0.67%	12.47%	879	1,883	0.57%	12.78%	742	3,288	0.57%	22.31%	748

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

2019 Ottawa - Somerset Chinatown BIA Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2019 Visitors #	% Pen	Summer 2019 Visitors #	% Pen	Fall 2019 Visitors #	% Pen	Winter 2019 Visitors #	% Pen	Full Year 2019 Visitors #	% Pen
40,242	20,584	51.2	20,280	50.4	19,391	48.2	18,932	47.0	24,943	62.0

2019 Ottawa - Somerset Chinatown 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	595,059	24,943	4.2	570,116	95.8

ENVIRONICS ANALYTICS

2020 Ottawa - Somerset Chinatown 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%	133,171	100%	0.69%	100	214,245	100%	1.11%	100	179,707	100%	0.93%	100	239,235	100%	1.24%	100	355,931	100%	1.84%	100
3506008	Ottawa, ON (CV)	873,210	4.52%	94,245	70.77%	10.79%	1564	130,840	61.07%	14.98%	1350	119,444	66.47%	13.68%	1469	155,558	65.02%	17.81%	1437	214,714	60.32%	24.59%	1334
2481017	Gatineau, QC (V)	237,634	1.23%	19,271	14.47%	8.11%	1175	33,184	15.49%	13.96%	1258	29,931	16.66%	12.60%	1353	35,443	14.81%	14.91%	1203	53,211	14.95%	22.39%	1214
3520005	Toronto, ON (C)	2,568,898	13.31%	1,635	1.23%	0.06%	9	4,989	2.33%	0.19%	17	2,709	1.51%	0.11%	11	4,427	1.85%	0.17%	14	9,745	2.74%	0.38%	21
2466023	Montréal, QC (V)	1,493,156	7.74%	859	0.65%	0.06%	8	3,890	1.82%	0.26%	23	1,699	0.95%	0.11%	12	2,612	1.09%	0.17%	14	5,905	1.66%	0.40%	21
3502036	Clarence-Rockland, ON (C)	21,875	0.11%	1,080	0.81%	4.94%	715	1,113	0.52%	5.09%	459	1,399	0.78%	6.39%	687	1,732	0.72%	7.92%	639	2,513	0.71%	11.49%	623
2482015	Val-des-Monts, QC (MÉ)	10,617	0.06%	920	0.69%	8.66%	1255	1,216	0.57%	11.46%	1032	1,415	0.79%	13.33%	1432	1,450	0.61%	13.66%	1102	2,482	0.70%	23.37%	1268
2482025	Chelsea, QC (MÉ)	5,948	0.03%	1,090	0.82%	18.33%	2657	1,681	0.78%	28.27%	2547	1,040	0.58%	17.48%	1877	1,551	0.65%	26.08%	2104	2,269	0.64%	38.15%	2069
3510010	Kingston, ON (CY)	110,501	0.57%	485	0.36%	0.44%	64	1,319	0.62%	1.19%	108	930	0.52%	0.84%	90	936	0.39%	0.85%	68	2,241	0.63%	2.03%	110
3502048	Russell, ON (TP)	14,736	0.08%	759	0.57%	5.15%	746	1,011	0.47%	6.86%	618	1,367	0.76%	9.28%	996	1,667	0.70%	11.31%	913	2,237	0.63%	15.18%	823
3521005	Mississauga, ON (CY)	642,951	3.33%	339	0.25%	0.05%	8	1,181	0.55%	0.18%	17	732	0.41%	0.11%	12	998	0.42%	0.16%	13	2,100	0.59%	0.33%	18

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

2020 Ottawa - Somerset Chinatown 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
40,242	15,264	37.9	16,897	42.0	16,261	40.4	17,655	43.9	20,761	51.6

2020 Ottawa - Somerset Chinatown 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	361,256	20,761	5.7	340,495	94.3

ENVIRONICS ANALYTICS

2021 Ottawa - Somerset Chinatown 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%	145,790	100%	0.76%	100	339,459	100%	1.76%	100	319,991	100%	1.66%	100	201,712	100%	1.04%	100	472,179	100%	2.45%	100
3506008	Ottawa, ON (CV)	873,210	4.52%	99,824	68.47%	11.43%	1514	178,638	52.62%	20.46%	1163	179,019	55.95%	20.50%	1237	132,925	65.90%	15.22%	1457	248,936	52.72%	28.51%	1165
2481017	Gatineau, QC (V)	237,634	1.23%	21,765	14.93%	9.16%	1213	52,678	15.52%	22.17%	1261	55,563	17.36%	23.38%	1410	36,203	17.95%	15.23%	1458	70,519	14.93%	29.68%	1213
3520005	Toronto, ON (C)	2,568,898	13.31%	2,449	1.68%	0.10%	13	14,626	4.31%	0.57%	32	9,602	3.00%	0.37%	23	2,099	1.04%	0.08%	8	18,732	3.97%	0.73%	30
2466023	Montréal, QC (V)	1,493,156	7.74%	1,885	1.29%	0.13%	17	6,853	2.02%	0.46%	26	7,643	2.39%	0.51%	31	3,155	1.56%	0.21%	20	11,915	2.52%	0.80%	33
3521005	Mississauga, ON (CY)	642,951	3.33%	678	0.47%	0.11%	14	4,875	1.44%	0.76%	43	4,271	1.33%	0.66%	40	485	0.24%	0.08%	7	7,411	1.57%	1.15%	47
2465005	Laval, QC (V)	358,900	1.86%	242	0.17%	0.07%	9	1,669	0.49%	0.46%	26	1,529	0.48%	0.43%	26	1,411	0.70%	0.39%	38	3,498	0.74%	0.97%	40
3502036	Clarence-Rockland, ON (C)	21,875	0.11%	1,151	0.79%	5.26%	697	1,358	0.40%	6.21%	353	1,893	0.59%	8.65%	522	983	0.49%	4.49%	430	3,277	0.69%	14.98%	612
3510010	Kingston, ON (CY)	110,501	0.57%	499	0.34%	0.45%	60	1,598	0.47%	1.45%	82	1,703	0.53%	1.54%	93	799	0.40%	0.72%	69	3,193	0.68%	2.89%	118
2482015	Val-des-Monts, QC (MÉ)	10,617	0.06%	1,337	0.92%	12.60%	1668	1,474	0.43%	13.88%	789	1,973	0.62%	18.59%	1121	901	0.45%	8.49%	812	3,079	0.65%	29.00%	1186
3521010	Brampton, ON (CY)	596,084	3.09%	28	0.02%	0.00%	1	2,003	0.59%	0.34%	19	1,338	0.42%	0.22%	14	365	0.18%	0.06%	6	2,781	0.59%	0.47%	19

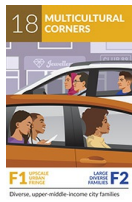| Index Legend	Under 80	110 to 119	120 to 149	Over 150

2021 Ottawa - Somerset Chinatown 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
40,242	14,098	35.0	15,176	37.7	14,787	36.7	18,077	44.9	19,586	48.7

2021 Ottawa - Somerset Chinatown 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	484,515	19,586	4.0	464,929	96.0

ENVIRONICS ANALYTICS

Top 5 segments represent **32.2%** of customers in Southern Ontario

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18 MULTICULTURAL CORNERS

F1 UPSCALE URBAN DIVERSE | LARGE DIVERSE FAMILIES F2
Diverse, upper-middle-income city families

Rank:	1
Customers:	25,463
Customers %:	8.18
% in Benchmark:	3.76
Index:	**217**

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.

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11 MODERN SUBURBIA

S2 UPSCALE SUBURBAN DIVERSITY | YOUNG FAMILIES Y3
Multi-ethnic younger and middle-aged suburbanites

Rank:	2
Customers:	24,376
Customers %:	7.83
% in Benchmark:	3.30
Index:	**237**

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.

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05 FIRST-CLASS FAMILIES

S1 SUBURBAN ELITE | LARGE DIVERSE FAMILIES F2
Large, well-off suburban families

Rank:	3
Customers:	19,136
Customers %:	6.14
% in Benchmark:	4.16
Index:	**148**

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.

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07 MATURE & SECURE

F1 UPSCALE URBAN DIVERSE | OLDER FAMILIES & EMPTY NESTS M1
Older and mature upscale city dwellers

Rank:	4
Customers:	16,533
Customers %:	5.31
% in Benchmark:	2.51
Index:	**211**

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).

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16 SAVVY SENIORS

U2 URBAN OLDER | OLDER FAMILIES & EMPTY NESTS M1
Upper-middle-income seniors in urban apartments

Rank:	5
Customers:	14,832
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.

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+