

Community Profile: St. Catharines – Downtown St. Catharines

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



ENVIRONICS
ANALYTICS

Confidential

Date: February 24, 2022

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St. Catharines - Downtown St. Catharines
Main Street Boundary and Trade Area



- 15 - Min Walk Time
- Main Street Boundary

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: St. Catharines - Downtown St. Catharines

POPULATION

17,996

HOUSEHOLDS

9,036

MEDIAN MAINTAINER AGE

48

Index: 89

MARITAL STATUS



42.4%

Index: 73

Married/Common-Law

FAMILY STATUS*

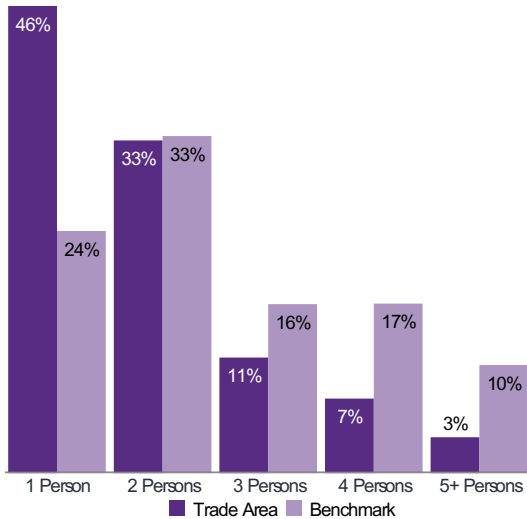


23.7%

Index: 150

Total Lone-Parent Families

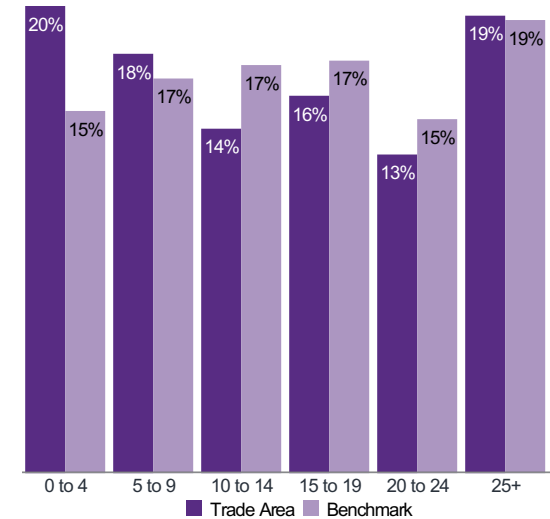
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	775	4.3	85
5 to 9	709	3.9	73
10 to 14	599	3.3	59
15 to 19	708	3.9	66
20 to 24	1,537	8.5	128
25 to 29	2,004	11.1	159
30 to 34	1,546	8.6	129
35 to 39	1,254	7.0	108
40 to 44	1,019	5.7	92
45 to 49	1,027	5.7	91
50 to 54	1,071	6.0	91
55 to 59	1,264	7.0	97
60 to 64	1,218	6.8	101
65 to 69	1,060	5.9	104
70 to 74	886	4.9	103
75 to 79	565	3.1	95
80 to 84	364	2.0	93
85+	390	2.2	98

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

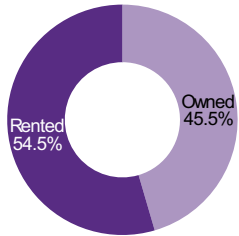
Index Colours:	<80	80 - 110	110+
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Demographics | Housing & Income

Trade Area: St. Catharines - Downtown St. Catharines

Population: 17,996 | **Households:** 9,036

TENURE



STRUCTURE TYPE



46.7%
Index: **60**



52.0%
Index: **235**

AGE OF HOUSING*

60+ Years Old
% Comp: **62.8** Index: **304**

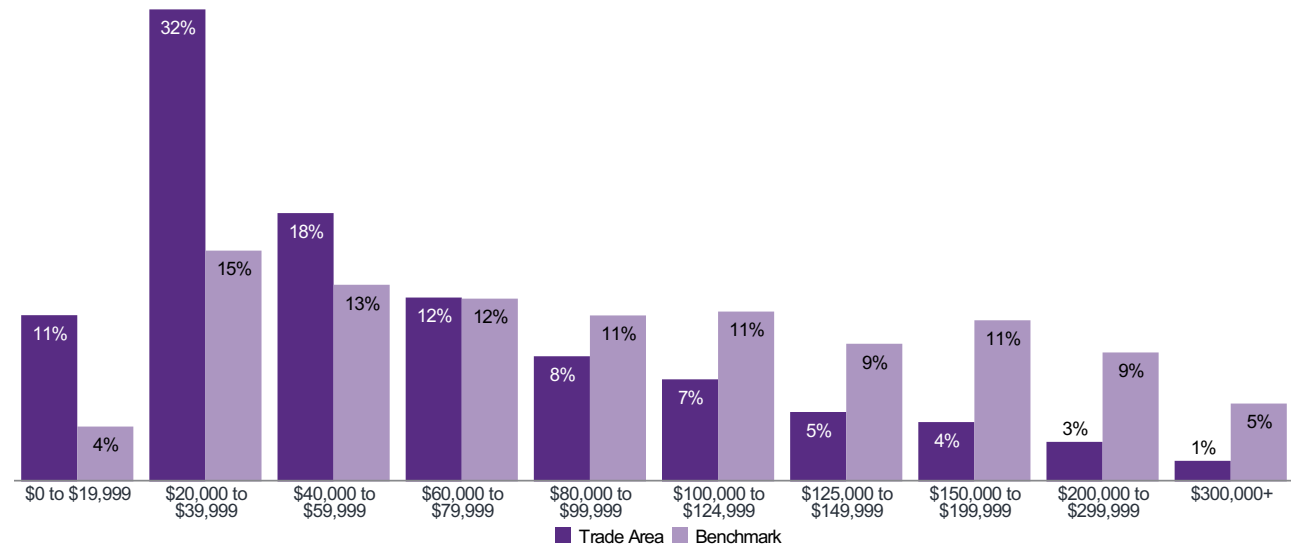
AVERAGE HOUSEHOLD INCOME



\$66,774

Index: **58**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

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

Trade Area: St. Catharines - Downtown St. Catharines

Population: 17,996 | Households: 9,036

EDUCATION



23.3%

Index:88

University Degree

LABOUR FORCE PARTICIPATION



62.8%

Index:96

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



29.9%

Index:82

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

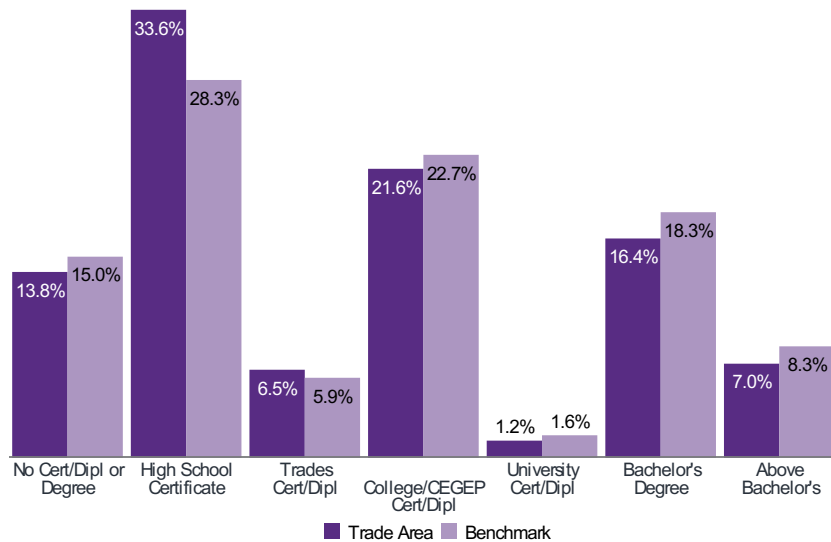


5.5%

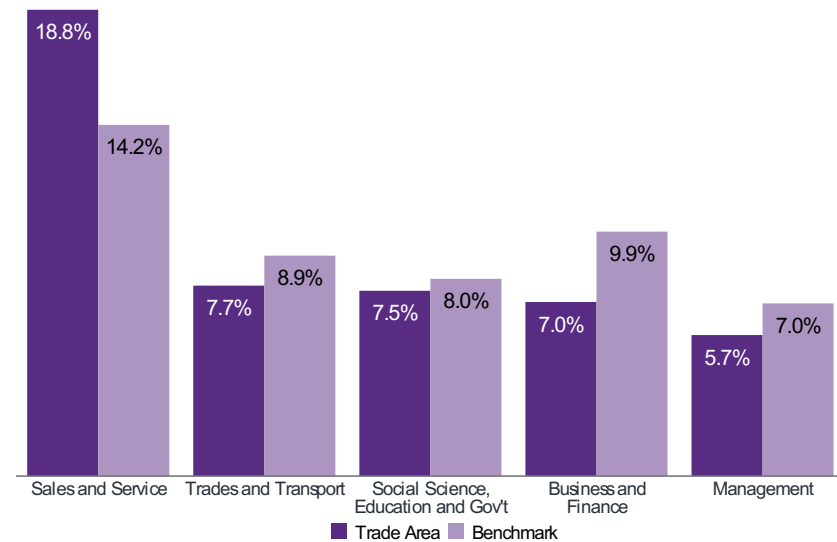
Index:280

Travel to work by **Walking**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



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*Ranked by percent composition

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

Trade Area: St. Catharines - Downtown St. Catharines

Population: 17,996 | **Households:** 9,036

ABORIGINAL IDENTITY



4.2%
Index: **179**

VISIBLE MINORITY PRESENCE



13.1%
Index: **45**

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



0.7%
Index: **33**

No knowledge of English or French

IMMIGRATION



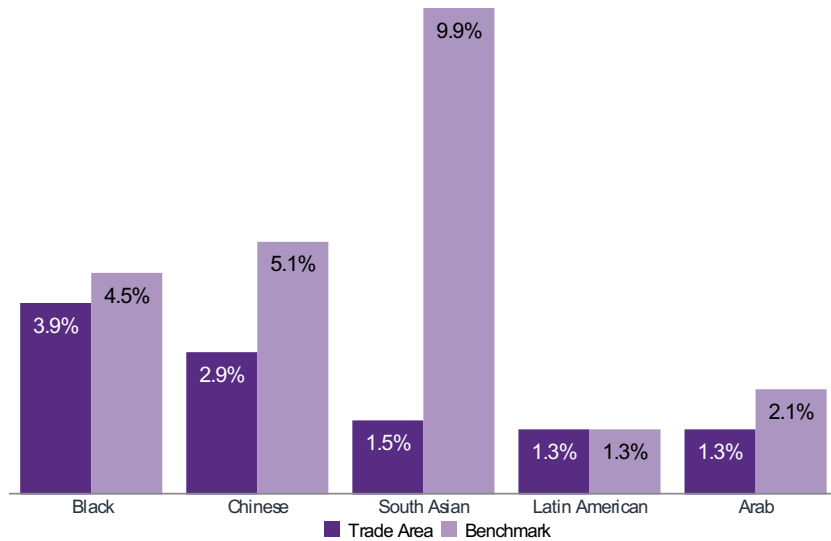
12.4%
Index: **47**

Born outside Canada

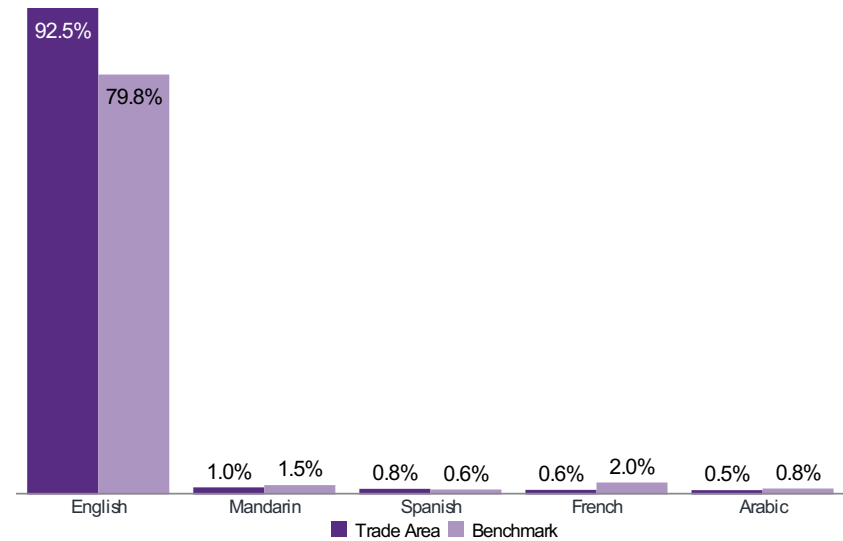
PERIOD OF IMMIGRATION*

Before 2001
7.8% Index: **56**

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

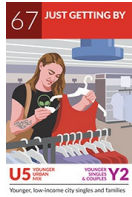
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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

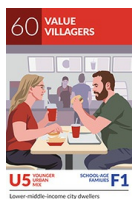
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Top 5 segments represent **74.4%** of households in St. Catharines - Downtown St. Catharines



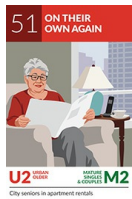
Rank: 1
 Hhlds: 2,621
 Hhld %: 29.01
 % in Benchmark: 3.49
 Index: 831

The most economically challenged of all segments, Just Getting By is home to younger, low-income singles and single-parent families located in large cities like London, St. Catharines, Windsor and Halifax. In their dense neighbourhoods, nearly 45 percent of maintainers are under 45 years old. More than half are single, divorced or separated, and over a third are lone-parent families, typically with younger children. Residents tend to be third-plus-generation Canadians with low education levels and low-level jobs in sales, the services, trades and manufacturing. Most households can only afford to rent units in older low-rise apartment buildings or own inexpensive single-detached houses. But being young and mobile has its advantages: more than half moved in the past five years with the hope of climbing the socioeconomic ladder. Surveys show a desire to improve their prospects in the popularity of online courses and management training programs. Without deep pockets, they engage in low-cost activities like going to parks, city gardens and auto shows. In this segment, budget-conscious residents score high for the value importance of Price.



Rank: 2
 Hhlds: 1,593
 Hhld %: 17.63
 % in Benchmark: 2.72
 Index: 647

Value Villagers is a working-class group found typically in the older, industrial neighbourhoods of midsize cities. The households consist of an eclectic mélange of singles, couples and lone-parent families, maintainers of almost any age, and residents with educations ranging from grade 9 to college. In many ways, Value Villagers is a microcosm of Canada, with residents' marital status, household size and mobility rates all reflecting national averages. Even the average ages of adults and children here match national figures. But the Value Villagers version of Canadian life is decidedly modest. Most adults earn lower-middle incomes from blue-collar and service sector jobs, typically in manufacturing, sales or the trades. Over half the housing stock was built before 1960, and residents typically live in single-detached houses that are valued at half the national average. Value Villagers members relish life's simple pleasures, like carnivals, community theatres and parks. And when the mood strikes, they'll play a friendly game of golf, attend an auto race or visit an art gallery. These third-plus-generation Canadians express a belief in the Canadian government and those in positions of power (Obedience to Authority).



Rank: 3
 Hhlds: 963
 Hhld %: 10.66
 % in Benchmark: 3.77
 Index: 283

Located in cities across Canada, On Their Own Again consists of older singles living in high-rise apartments. Nearly 60 percent live alone—highest among all segments. And almost 30 percent of residents are over 65, with one in ten a widowed individual. Fewer than half are still in the labour force, but with over 45 percent of adults having attended college or a university, those still working hold white-collar and service sector jobs in sales, administrative support and real estate. Although incomes are downscale, pensions boost household net worth and provide an economic cushion. In On Their Own Again, nearly 80 percent of households rent apartments, and an overwhelming number of them live in older buildings. Many are newcomers, with half having moved in the past five years and a disproportionate number coming from China, the Philippines and the U.K. Nearly 40 percent of residents are first-generation Canadians; almost 20 percent are second-generation. With their unpretentious lifestyle, residents like to escape the routine by going to a casino, community theatre or movie drama. Many respond to marketing messages that appeal to their support for the value Ethical Consumerism.



Rank: 4
 Hhlds: 850
 Hhld %: 9.40
 % in Benchmark: 1.81
 Index: 520

Found in mostly small- and medium-size cities, Juggling Acts features a mix of younger singles and young families, with higher-than-average rates for divorced and separated individuals as well as lone-parent families. In their established neighbourhoods, nearly half the householders are renters, typically living in seris, rows, duplexes and low-rise apartments. Thanks to a high percentage of maintainers under the age of 35, a youthful energy pervades this lifestyle. Despite modest educational achievement—a mix of grade 9, high school and college graduates—the adults have decent-paying service sector and blue-collar jobs. But this is a transient group—half the residents have moved in the past five years—and they're always on the lookout for better opportunities. Many rely on their cars for commuting to work and pursuing leisure activities in the city and countryside. In Juggling Acts, residents have high rates for enjoying billiards, martial arts, camping and fishing and hunting. Their idea of a weekend splurge is going to a sporting event, community theatre, craft show or music festival. Members of this group regularly seek ways to save money, and they would not pay more for brand name products (Brand Apathy).



Rank: 5
 Hhlds: 695
 Hhld %: 7.70
 % in Benchmark: 2.06
 Index: 374

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.

Trade Area: St. Catharines - Downtown St. Catharines

Strong Values

Values	Index
Financial Concern Regarding the Future	130
Ethical Consumerism	127
Aversion to Complexity	124
Rejection of Inequality	120
Flexible Families	119
Confidence in Small Business	117
Primacy of Environmental Protection	116
Brand Apathy	112
Fear of Violence	112
Multiculturalism	112

Weak Values

Values	Index
Ostentatious Consumption	77
Need for Status Recognition	81
Status via Home	81
Religiosity	82
Vitality	82
Financial Security	83
Consumption Evangelism	84
Traditional Family	84
Brand Genuineness	85
Enthusiasm for Technology	85

Descriptions | Top 3 Strong Values

Financial Concern Regarding the Future

The feeling of insecurity about one's financial future, particularly in old age, and of being personally responsible in this area.

Ethical Consumerism

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

Aversion to Complexity

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

Descriptions | Top 3 Weak Values

Ostentatious Consumption

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

Need for Status Recognition

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

Status via Home

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

Benchmark: Ontario

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

Financial | WealthScapes Overview

Trade Area: St. Catharines - Downtown St. Catharines

WealthScapes Households: 9,033

INCOME*

Household Income

\$ 67,137

Index: **58**

Household Disposable Income

\$ 55,765

Index: **61**

Household Discretionary Income

\$ 37,952

Index: **59**

Annual RRSP Contributions

\$ 1,490

Index: **42**

WEALTH*



Net Worth

% Holders

99.3% Index: **100**

Balance

\$301,501

Index: **41**

ASSETS*



Savings

% Holders

94.1% Index: **99**

Balance

\$43,117

Index: **56**



Investments

% Holders

46.4% Index: **77**

Balance

\$201,318

Index: **60**



Unlisted Shares

% Holders

9.1% Index: **73**

Balance

\$210,593

Index: **66**



Real Estate

% Holders

48.5% Index: **64**

Balance

\$436,256

Index: **58**



Liquid Assets

% Holders

96.8% Index: **99**

Balance

\$162,360

Index: **49**

DEBT*



Consumer Debt

% Holders

85.5% Index: **94**

Balance

\$33,875

Index: **51**



Mortgage Debt

% Holders

30.0% Index: **65**

Balance

\$198,119

Index: **66**

FINANCIAL RATIO



Debt:Asset

% Holders

0.23% Index: **107**

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+

Financial | WealthScapes - Ratios

Trade Area: St. Catharines - Downtown St. Catharines

WealthScapes Households: 9,033

FINANCIAL RATIOS*



Debt: Asset

0.23

Index: 107



Debt: Liquid Assets

0.56

Index: 92



Consumer Debt - Discr. Income

0.76

Index: 82



Savings - Investments

0.68

Index: 113



Pension - Non-Pension Assets

0.29

Index: 131



Real Estate Assets - Liq. Assets

1.35

Index: 77



Mortgage - Real Estate Assets

0.28

Index: 116



Mortgage - Consumer Debt

2.05

Index: 89

Benchmark: Southern Ontario

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

Trade Area: St. Catharines - Downtown St. Catharines

Households: 9,036

Total Aggregate Current Consumption: \$450,974,585

Average Current Consumption

\$49,909

Index **61**

Average Household Income










\$67,132

Index **58**

Average Disposable Income

\$55,239

Index **61**

 <p>Shelter</p> <p>Avg. Dollars/Household: \$13,490 Index 64</p> <p>Pct. of Total Expenditure: 27.0% Index 105</p>	 <p>Food</p> <p>Avg. Dollars/Household: \$8,456 Index 66</p> <p>Pct. of Total Expenditure: 16.9% Index 108</p>	 <p>Transportation</p> <p>Avg. Dollars/Household: \$7,592 Index 55</p> <p>Pct. of Total Expenditure: 15.2% Index 90</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household: \$3,426 Index 60</p> <p>Pct. of Total Expenditure: 6.9% Index 98</p>	 <p>Recreation</p> <p>Avg. Dollars/Household: \$2,872 Index 60</p> <p>Pct. of Total Expenditure: 5.8% Index 98</p>	 <p>Health Care</p> <p>Avg. Dollars/Household: \$2,862 Index 52</p> <p>Pct. of Total Expenditure: 5.7% Index 86</p>
 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household: \$2,682 Index 75</p> <p>Pct. of Total Expenditure: 5.4% Index 124</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household: \$2,150 Index 54</p> <p>Pct. of Total Expenditure: 4.3% Index 88</p>	 <p>Clothing</p> <p>Avg. Dollars/Household: \$2,069 Index 63</p> <p>Pct. of Total Expenditure: 4.1% Index 102</p>

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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Expenditures | Foodspend - Annual Household Expenditure Overview

Trade Area: St. Catharines - Downtown St. Catharines

Households: 9,036

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
\$67,132	\$8,456	\$2,751	\$5,705
Index 58	Index 66	Index 68	Index 65

Total Aggregate Food Expenditure: \$ 76,407,630

 <p>Bakery</p> <p>Avg. Dollars/Household: \$594 Index 68</p> <p>Pct. of Total Expenditure: 10.4% Index 104</p>	 <p>Cereal Products</p> <p>Avg. Dollars/Household: \$350 Index 69</p> <p>Pct. of Total Expenditure: 6.1% Index 105</p>	 <p>Fruit and nuts</p> <p>Avg. Dollars/Household: \$687 Index 63</p> <p>Pct. of Total Expenditure: 12.0% Index 96</p>
 <p>Vegetables</p> <p>Avg. Dollars/Household: \$592 Index 64</p> <p>Pct. of Total Expenditure: 10.4% Index 98</p>	 <p>Dairy products & Eggs</p> <p>Avg. Dollars/Household: \$856 Index 67</p> <p>Pct. of Total Expenditure: 15.0% Index 103</p>	 <p>Meat</p> <p>Avg. Dollars/Household: \$1,008 Index 64</p> <p>Pct. of Total Expenditure: 17.7% Index 98</p>
 <p>Fish & Seafood</p> <p>Avg. Dollars/Household: \$163 Index 56</p> <p>Pct. of Total Expenditure: 2.9% Index 85</p>	 <p>Beverages & Other Food</p> <p>Avg. Dollars/Household: \$1,454 Index 66</p> <p>Pct. of Total Expenditure: 25.5% Index 101</p>	

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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Post COVID-19 Activities

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	14.1	11.0	128
Going to restaurants, bars or night clubs	51.9	55.1	94
Having physical Contact with family and friends	57.8	57.7	100
Participating in group activities	36.3	38.7	94
Partying	15.3	15.8	97
Seeing family and friends in person	63.2	62.8	101
Entertainment			
Attending events, festivals or concerts	40.0	42.9	93
Attending sports events (excludes professional sports)	16.1	18.2	88
Attending to professional sports events or games	23.3	25.4	92
Going to the movies	42.0	45.7	92
Movement & Travel			
Driving more	14.5	16.1	90
Shopping in-store	40.5	42.9	95
Spending time outdoors	32.2	32.5	99
Travelling outside of Canada/ abroad	45.8	53.2	86
Travelling within Canada	46.0	49.9	92
Using public transit	10.6	13.7	77
Personal			
Getting back to old habits	35.6	36.2	98
Going to a salon, barber shop or spa	31.1	33.7	92
Going to the gym	17.4	22.6	77
Education/Work			
Children going back to school	19.1	20.3	94
Going back to work	18.4	17.6	104
Other			
Not Stated	0.3	0.6	47

Benchmark: Southern Ontario

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(Base used for Index calculations)

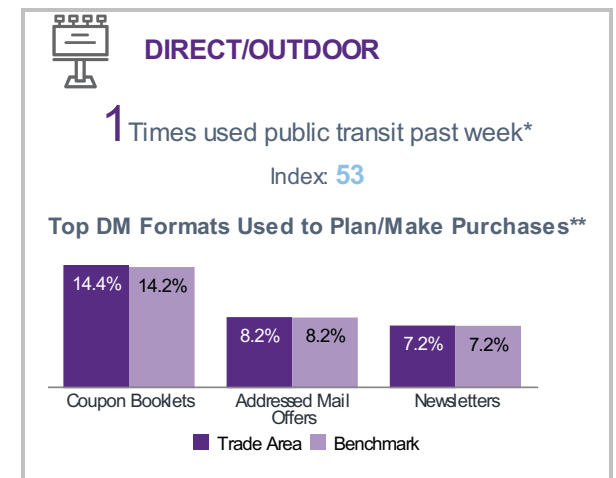
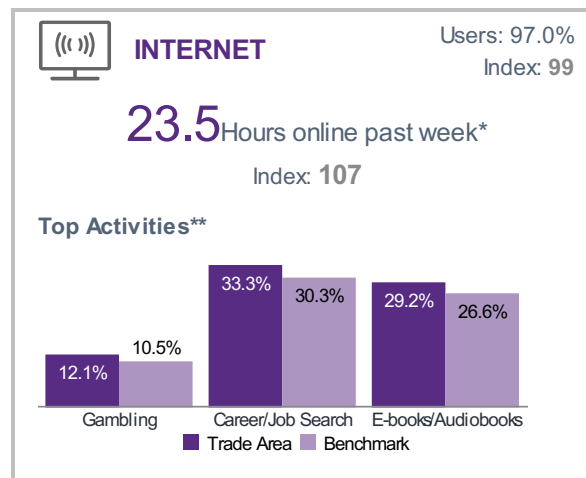
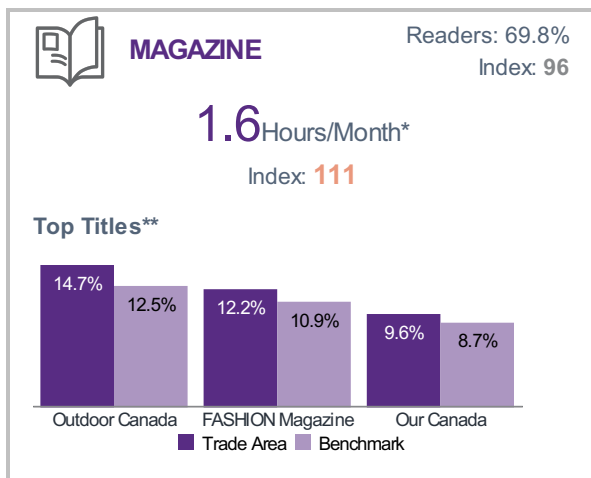
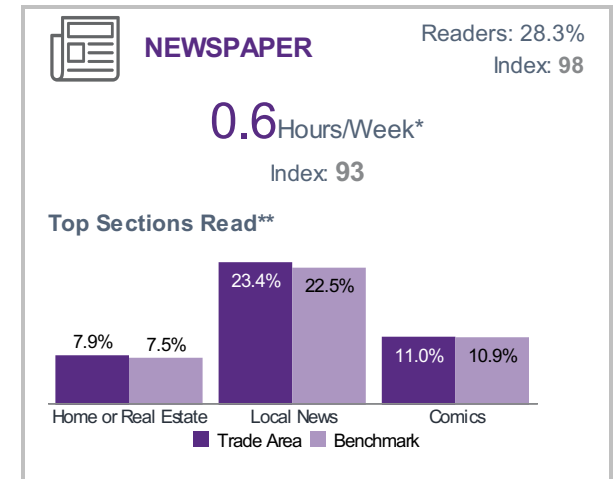
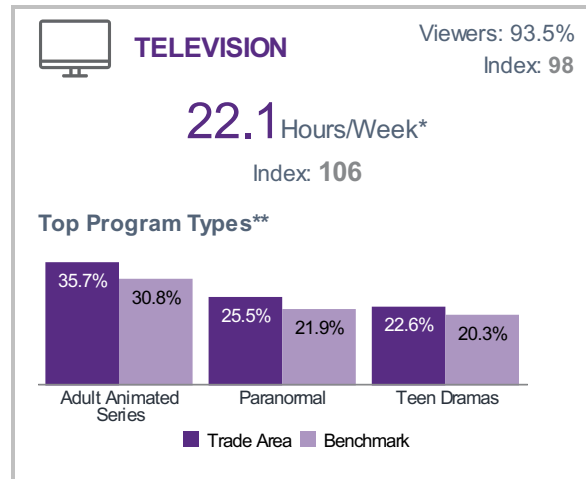
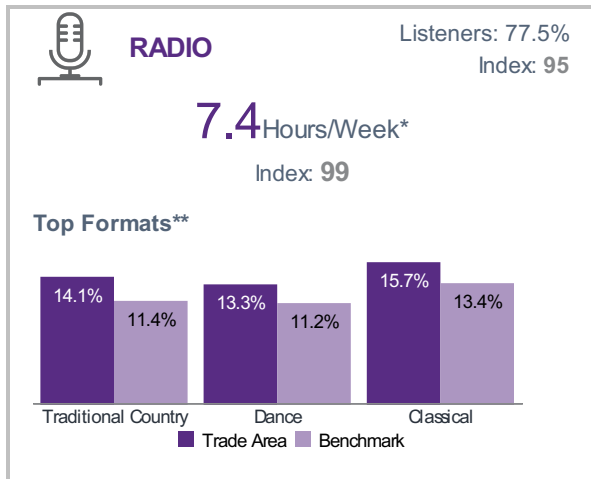
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Media and Social Media Overview

Behavioural | Media Overview

Trade Area: St. Catharines - Downtown St. Catharines

Household Population 14+: 15,501



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

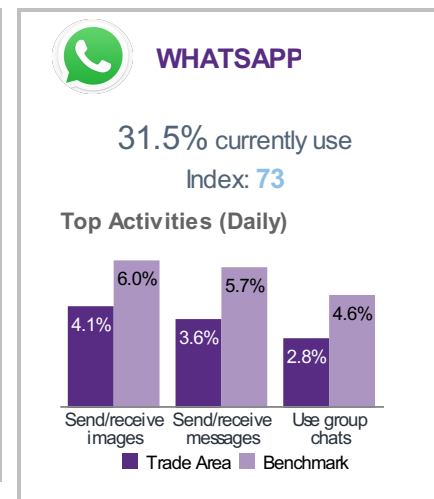
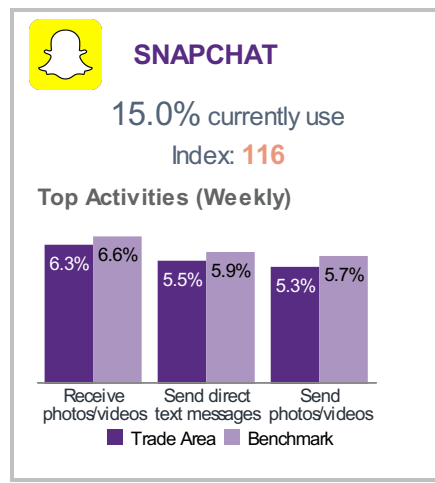
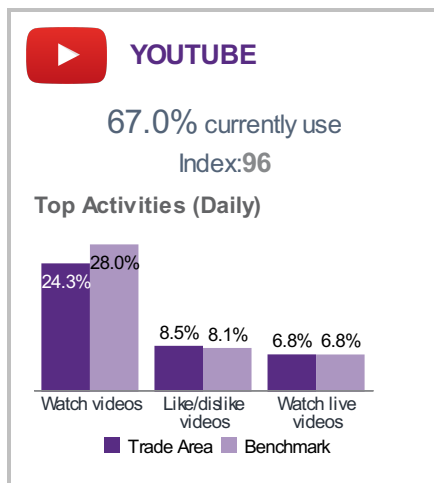
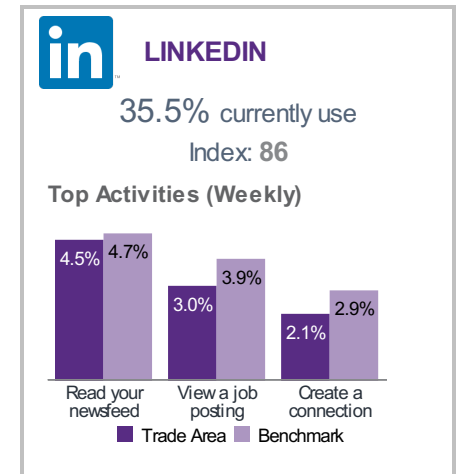
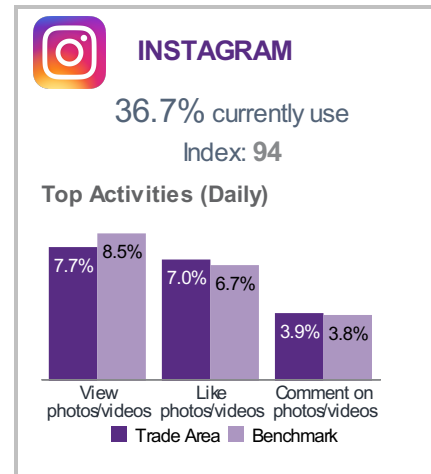
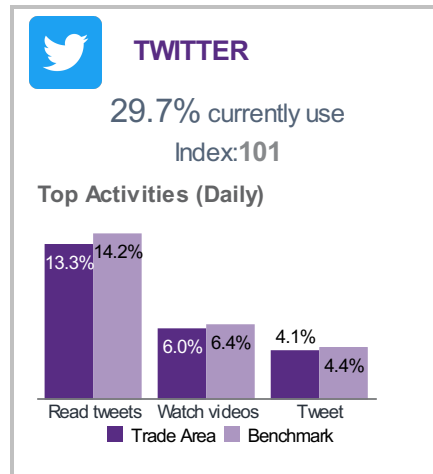
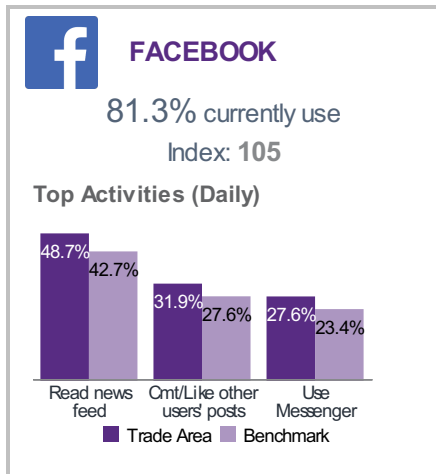
** Chosen from index ranking with minimum 5% composition.



Opticks Social | Social Media Activities

Trade Area: St. Catharines - Downtown St. Catharines

Household Population 18+: 15,003



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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

Index Colours:	<80	80 - 110	110+
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Opticks Social | Social Media Usage

Trade Area: St. Catharines - Downtown St. Catharines

Household Population 18+: 15,003

FRIENDS IN ALL SM NETWORKS



37.8%

Index:107

0-49 friends

FREQUENCY OF USE (DAILY)



61.8%

Index:110

Facebook

BRAND INTERACTION



35.9%

Index:104

Like brand on Facebook

NO. OF BRANDS INTERACTED

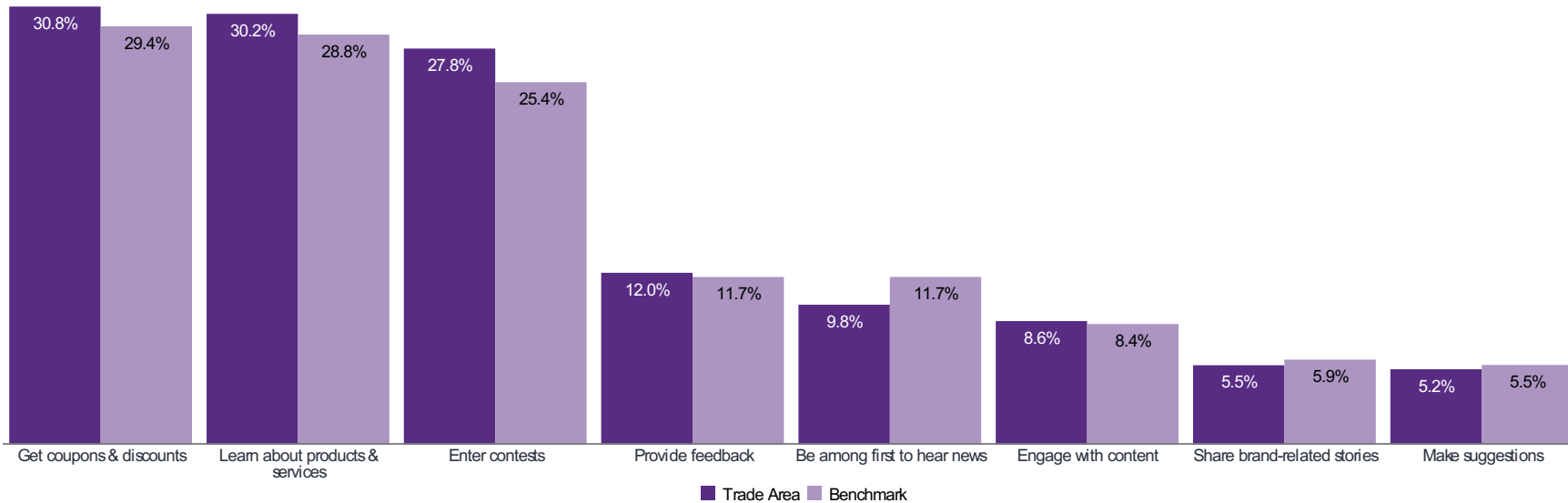


29.4%

Index:96

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Online Shopping Attitudes and Behaviours

Trade Area: St. Catharines - Downtown St. Catharines

Total Household Population 18+:15,003



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

% Comp **89.6** Index **102**



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

% Comp **47.4** Index **98**



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

% Comp **84.2** Index **100**



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

% Comp **39.2** Index **95**



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

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



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

% Comp **28.4** Index **94**

Benchmark: Southern Ontario

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Ranked by percent composition.

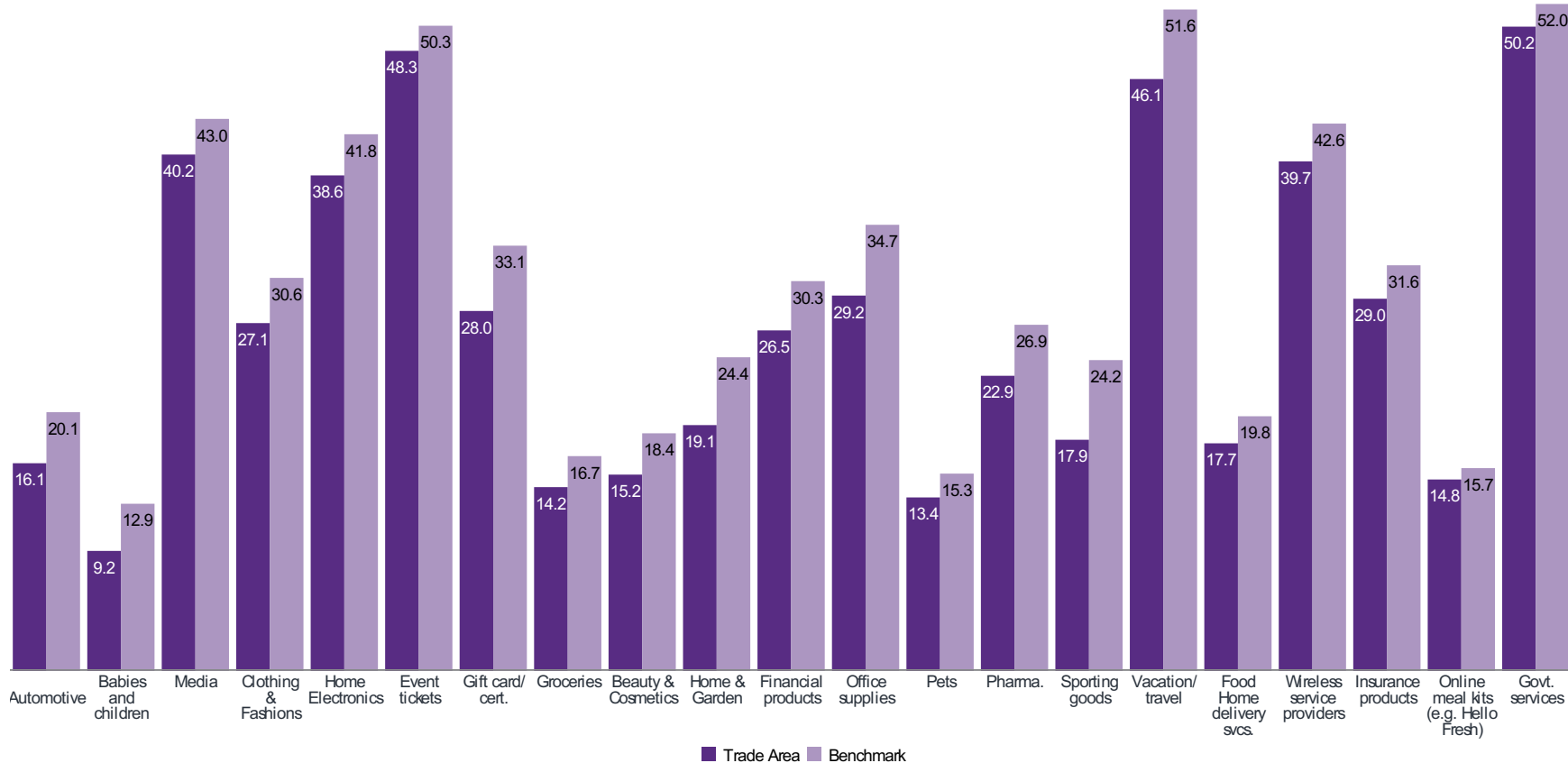
Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Purchase Preference by Category

Trade Area: St. Catharines - Downtown St. Catharines

Total Household Population 18+: 15,003

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Clothing & Fashions Deep Dive

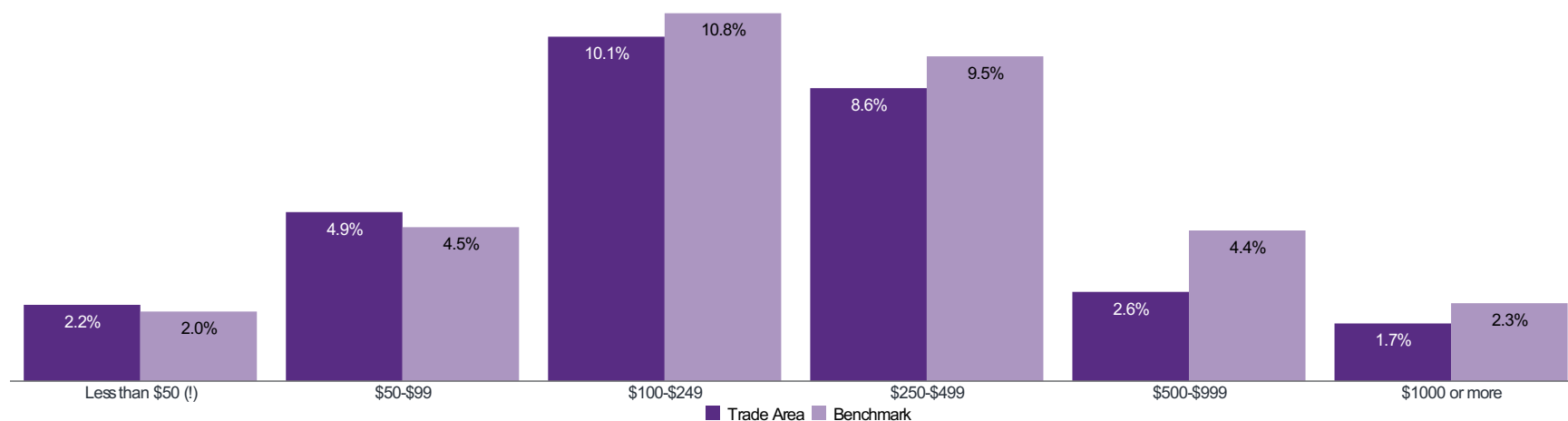
Trade Area: St. Catharines - Downtown St. Catharines

Total Household Population 18+: 15,003

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	64.9% Index:106	33.3% Index:90	12.9% Index:104	2.2% Index:70
Purchase preference	79.9% Index:106	27.1% Index:88	9.5% Index:97	2.3% Index:90
Customer Service	66.9% Index:108	15.7% Index:87	5.5% Index:96	19.5% Index:90

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Home Electronics & Computers Deep Dive

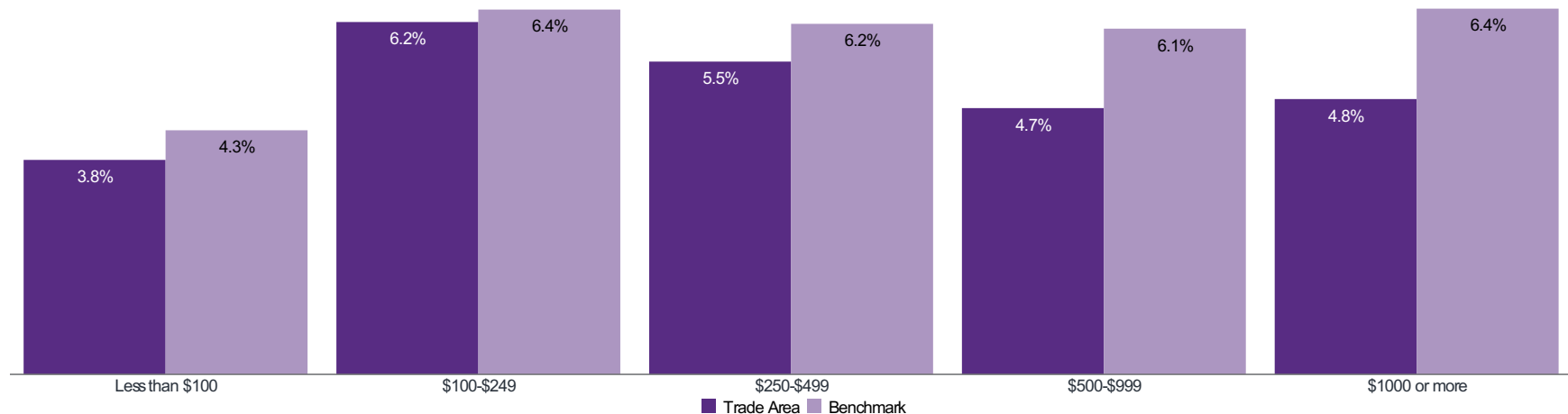
Trade Area: St. Catharines - Downtown St. Catharines

Total Household Population 18+: 15,003

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	54.2% Index:108	51.8% Index:95	14.7% Index: 94
Purchase preference	70.9% Index: 104	38.6% Index:92	10.8% Index:98	6.5% Index: 100
Customer Service	59.5% Index:106	24.9% Index:100	8.0% Index: 108	37.9% Index: 103

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 | Gift Cards Deep Dive

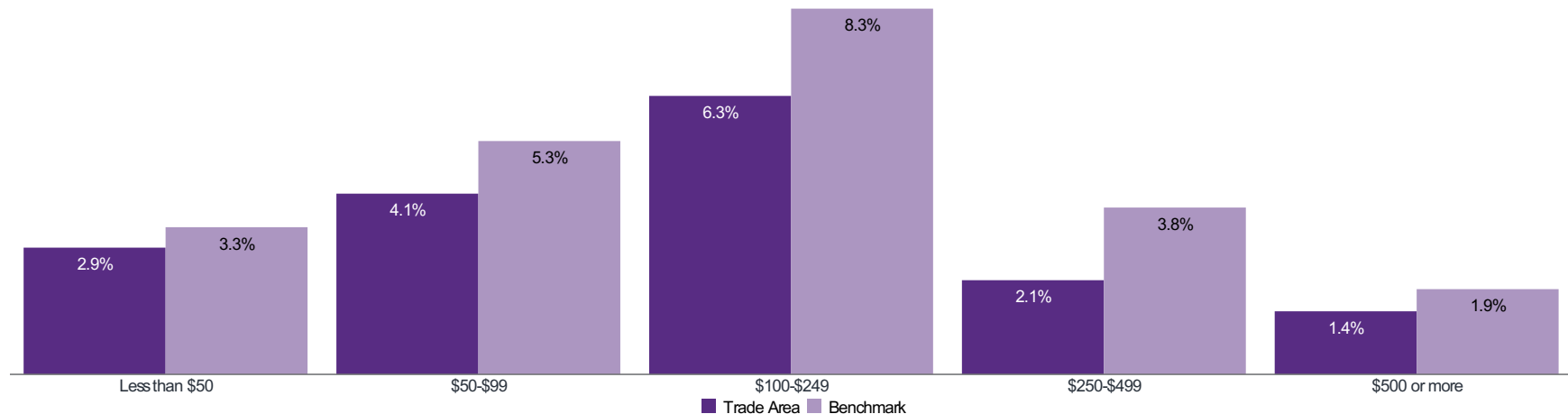
Trade Area: St. Catharines - Downtown St. Catharines

Total Household Population 18+: 15,003

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	53.2% Index: 112	30.9% Index: 88	9.2% Index: 84	3.0% Index: 85
Purchase preference	66.2% Index: 110	28.0% Index: 85	7.1% Index: 81	3.4% Index: 112
Customer Service	47.6% Index: 112	19.4% Index: 95	5.6% Index: 92	26.7% Index: 96

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

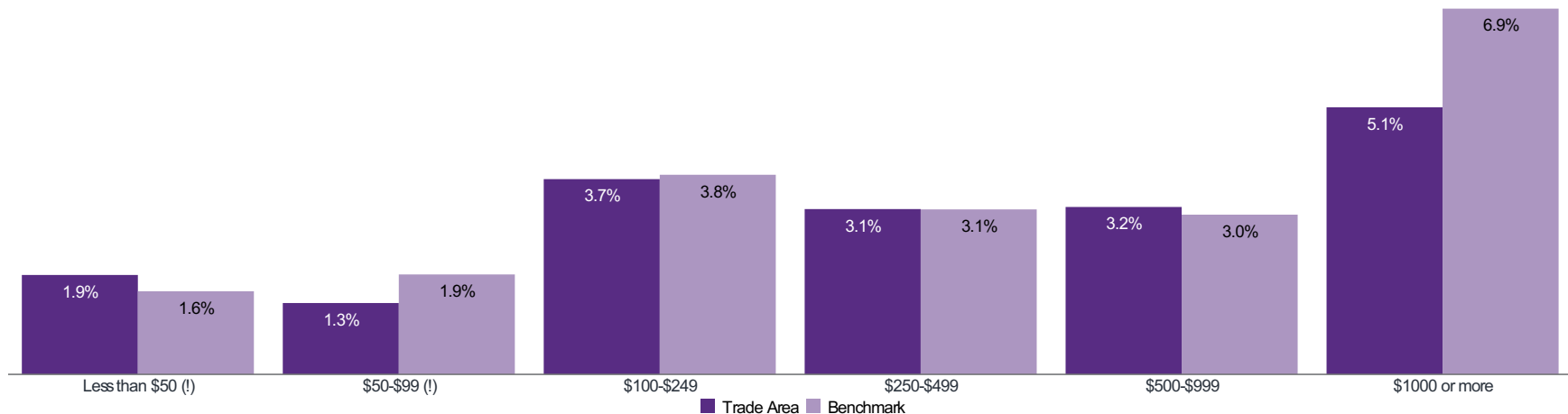
Trade Area: St. Catharines - Downtown St. Catharines

Total Household Population 18+: 15,003

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	73.4% Index:102	24.4% Index:99	10.2% Index:92	3.3% Index:121
Purchase preference	85.6% Index:103	14.2% Index:85	6.1% Index:98	2.6% Index:106
Customer Service	73.6% Index:105	9.8% Index:85	3.4% Index:85	18.7% Index:100

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 | Beauty & Cosmetics Deep Dive

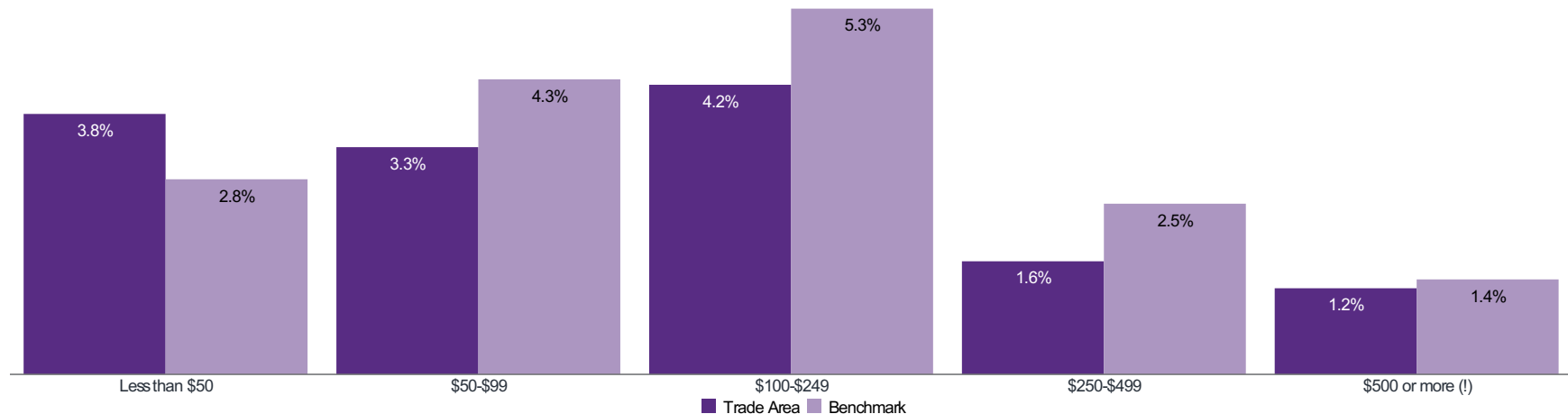
Trade Area: St. Catharines - Downtown St. Catharines

Total Household Population 18+: 15,003

BEHAVIOURAL PREFERENCES BY CHANNEL

 BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	37.9% Index:107	21.2% Index:96	7.4% Index:92	2.1% Index:74
Purchase preference	48.7% Index:105	15.2% Index:82	5.6% Index:88	2.3% Index:98
Customer Service	39.9% Index:110	10.7% Index:85	3.4% Index:79	13.7% Index:94

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Home & Garden Deep Dive

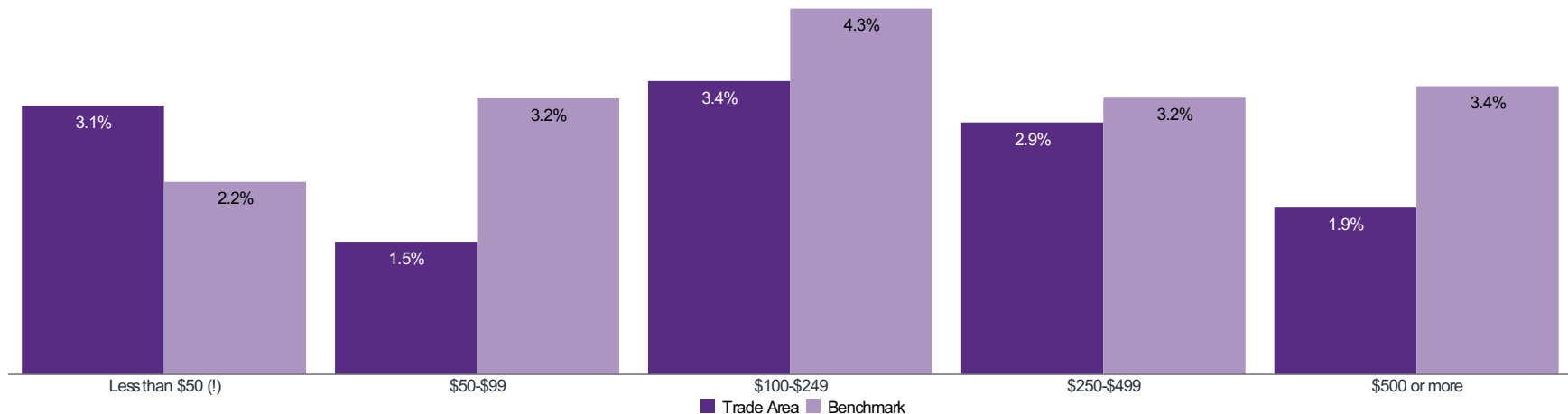
Trade Area: St. Catharines - Downtown St. Catharines

Total Household Population 18+: 15,003

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	50.4% Index:97	36.2% Index:96	9.7% Index:85	5.3% Index:92
Purchase preference	67.3% Index:99	19.1% Index:78	6.3% Index:91	2.8% Index:79
Customer Service	54.1% Index:100	14.4% Index:90	4.5% Index:93	20.7% Index:91

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Sporting Goods Deep Dive

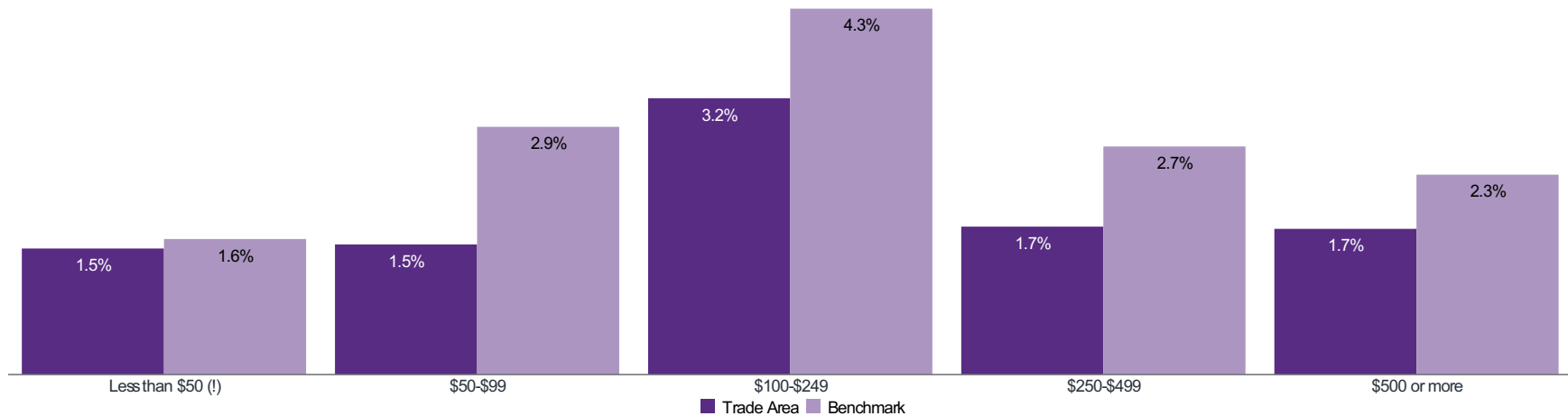
Trade Area: St. Catharines - Downtown St. Catharines

Total Household Population 18+: 15,003

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	38.1% Index:98	26.8% Index:83	8.8% Index:84	4.2% Index:107
Purchase preference	49.9% Index:96	17.9% Index:74	6.9% Index:92	2.7% Index:90
Customer Service	41.0% Index:98	12.7% Index:84	4.6% Index:89	17.8% Index:87

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Vacation/Travel Deep Dive

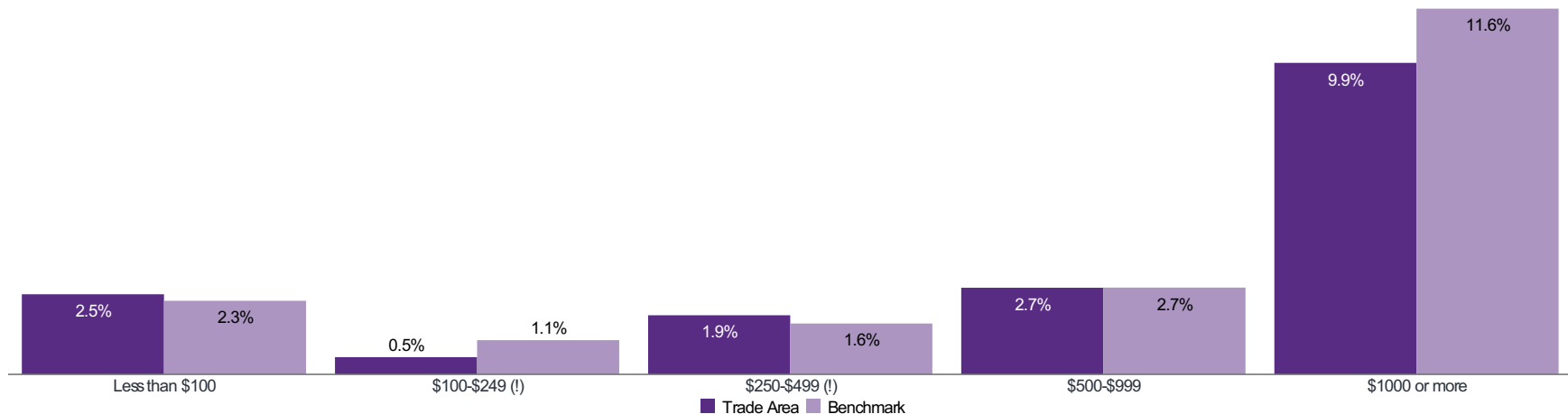
Trade Area: St. Catharines - Downtown St. Catharines

Total Household Population 18+: 15,003

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	22.4% Index:109	54.6% Index:94	14.1% Index:94	14.9% Index:93
Purchase preference	31.6% Index:110	46.1% Index:89	6.3% Index:91	15.4% Index:86
Customer Service	33.4% Index:115	25.9% Index:94	5.1% Index:74	42.5% Index:97

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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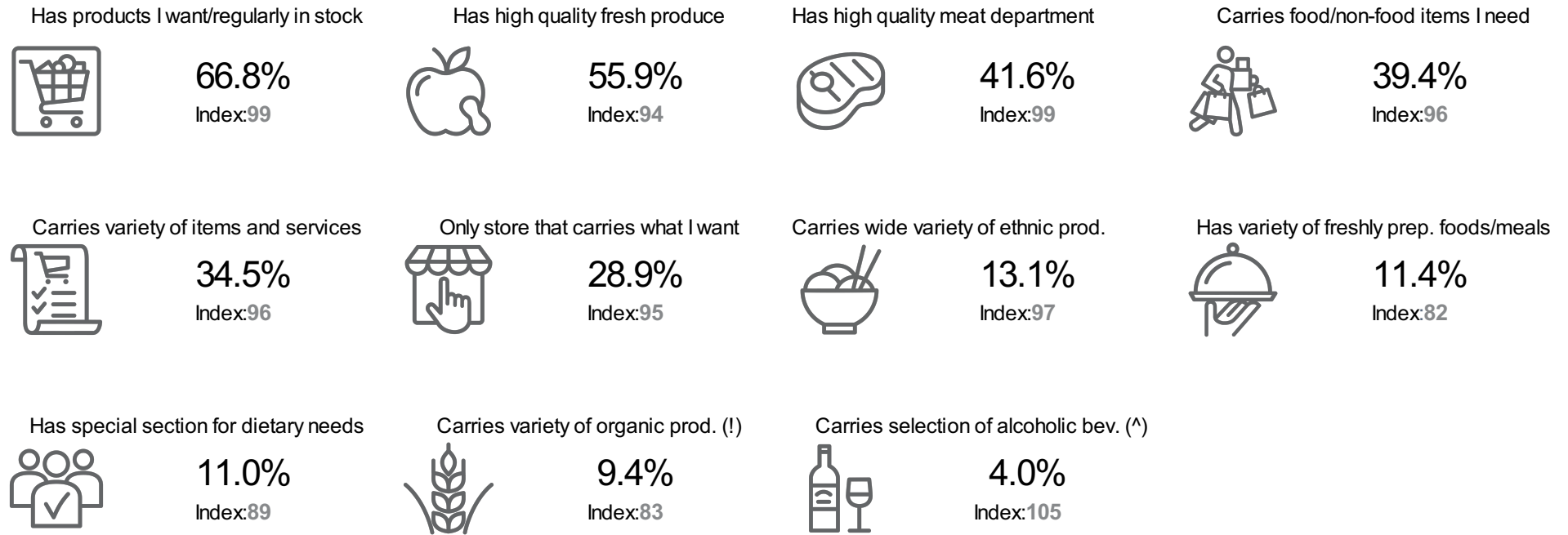
Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: St. Catharines - Downtown St. Catharines

Households:9,036

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark:Southern Ontario

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

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

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Index Colours:	<80	80 - 110	110+

Trade Area: St. Catharines - Downtown St. Catharines

Households: 9,036

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



60.2%
Index: 101

Organized layout makes it easy to shop



43.5%
Index: 105

Easy to get in and get out quickly



40.0%
Index: 93

Staff are friendly and knowledgeable



36.7%
Index: 109

Short checkout lines/fast checkout



32.4%
Index: 91

Has extended hours



25.3%
Index: 92

I like the store ambiance



19.5%
Index: 98

Has self-checkout



11.3%
Index: 83

Offers an online shopping option (!)



7.7%
Index: 86

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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Trade Area: St. Catharines - Downtown St. Catharines

Households:9,036

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



64.8%
Index:96

Discover good value when shopping



64.0%
Index:97

Store has the lowest prices overall



57.5%
Index:99

Store has a customer loyalty card program



48.4%
Index:97

Has loyalty prog. app and offers pers. promos



27.4%
Index:93

I'm loyal to their store brands



22.9%
Index:100

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	42.7	40.2	0.2 106
Leave the store and buy it elsewhere	27.6	30.9	0.2 89
Purchase another brand	19.8	21.2	0.2 93
Purchase another size or variety of the same brand (!)	10.0	7.7	0.3 129

Benchmark:Southern Ontario

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

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Index Colours:	<80	80 - 110	110+
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Main Street Visitors

**2019 St.Catharines - Downtown St.Catharines 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
Total		19,302,713	100%	339,986	100%	1.76%	100	338,918	100%	1.76%	100	278,233	100%	1.44%	100	313,362	100%	1.62%	100	503,486	100%	2.61%	100
3526053	St. Catharines, ON (CY)	118,411	0.61%	87,927	25.86%	74.26%	4216	87,237	25.74%	73.67%	4196	81,455	29.28%	68.79%	4772	83,558	26.66%	70.57%	4347	97,281	19.32%	82.16%	3150
3525005	Hamilton, ON (C)	483,265	2.50%	25,598	7.53%	5.30%	301	24,301	7.17%	5.03%	286	19,492	7.01%	4.03%	280	22,319	7.12%	4.62%	284	46,694	9.27%	9.66%	370
3526043	Niagara Falls, ON (CY)	79,204	0.41%	36,055	10.60%	45.52%	2584	34,035	10.04%	42.97%	2447	27,655	9.94%	34.92%	2422	33,692	10.75%	42.54%	2620	45,380	9.01%	57.29%	2197
3520005	Toronto, ON (C)	2,568,898	13.31%	21,586	6.35%	0.84%	48	22,376	6.60%	0.87%	50	14,864	5.34%	0.58%	40	17,306	5.52%	0.67%	41	41,934	8.33%	1.63%	63
3526032	Welland, ON (CY)	47,953	0.25%	28,471	8.37%	59.37%	3371	26,635	7.86%	55.54%	3163	24,979	8.98%	52.09%	3614	26,789	8.55%	55.87%	3441	34,785	6.91%	72.54%	2781
3526037	Thorold, ON (CY)	17,927	0.09%	15,219	4.48%	84.89%	4820	14,124	4.17%	78.79%	4487	13,244	4.76%	73.88%	5125	14,536	4.64%	81.08%	4995	17,183	3.41%	95.85%	3675
3521005	Mississauga, ON (CY)	642,951	3.33%	7,352	2.16%	1.14%	65	8,149	2.40%	1.27%	72	5,732	2.06%	0.89%	62	6,655	2.12%	1.04%	64	14,116	2.80%	2.20%	84
3526003	Fort Erie, ON (T)	28,126	0.15%	8,481	2.49%	30.15%	1712	8,659	2.55%	30.79%	1753	6,347	2.28%	22.57%	1565	8,178	2.61%	29.08%	1791	12,602	2.50%	44.80%	1718
3521010	Brampton, ON (CY)	596,084	3.09%	6,000	1.76%	1.01%	57	6,850	2.02%	1.15%	65	3,575	1.28%	0.60%	42	5,617	1.79%	0.94%	58	11,859	2.36%	1.99%	76
3524002	Burlington, ON (CY)	163,747	0.85%	6,215	1.83%	3.80%	216	6,000	1.77%	3.66%	209	5,245	1.89%	3.20%	222	6,130	1.96%	3.74%	231	11,632	2.31%	7.10%	272

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2019 St.Catharines - Downtown St.Catharines 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
15,386	12,183	79.2	11,836	76.9	11,736	76.3	11,046	71.8	13,314	86.5

**2019 St.Catharines - Downtown St.Catharines 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	514,256	13,314	2.6	500,942	97.4

**2020 St.Catharines - Downtown St.Catharines 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%	170,230	100%	0.88%	100	215,411	100%	1.12%	100	207,128	100%	1.07%	100	246,170	100%	1.28%	100	350,057	100%	1.81%	100
3526053	St. Catharines, ON (CY)	118,411	0.61%	67,262	39.51%	56.80%	6441	73,524	34.13%	62.09%	5564	74,342	35.89%	62.78%	5851	79,117	32.14%	66.82%	5239	89,359	25.53%	75.46%	4161
3526043	Niagara Falls, ON (CY)	79,204	0.41%	18,365	10.79%	23.19%	2629	20,892	9.70%	26.38%	2364	19,980	9.65%	25.23%	2351	26,253	10.66%	33.15%	2599	35,778	10.22%	45.17%	2491
3526032	Welland, ON (CY)	47,953	0.25%	17,163	10.08%	35.79%	4058	18,836	8.74%	39.28%	3520	18,293	8.83%	38.15%	3555	21,515	8.74%	44.87%	3518	28,537	8.15%	59.51%	3281
3525005	Hamilton, ON (C)	483,265	2.50%	8,134	4.78%	1.68%	191	11,474	5.33%	2.37%	213	12,087	5.84%	2.50%	233	13,974	5.68%	2.89%	227	26,565	7.59%	5.50%	303
3520005	Toronto, ON (C)	2,568,898	13.31%	4,167	2.45%	0.16%	18	11,448	5.31%	0.45%	40	8,290	4.00%	0.32%	30	12,476	5.07%	0.49%	38	22,899	6.54%	0.89%	49
3526037	Thorold, ON (CY)	17,927	0.09%	10,854	6.38%	60.55%	6865	11,435	5.31%	63.79%	5716	12,240	5.91%	68.28%	6363	13,457	5.47%	75.07%	5886	15,826	4.52%	88.28%	4868
3526057	Lincoln, ON (T)	21,709	0.11%	4,053	2.38%	18.67%	2117	5,985	2.78%	27.57%	2471	6,389	3.08%	29.43%	2743	6,522	2.65%	30.04%	2356	9,119	2.60%	42.00%	2316
3526003	Fort Erie, ON (T)	28,126	0.15%	4,067	2.39%	14.46%	1640	4,716	2.19%	16.77%	1503	4,845	2.34%	17.23%	1605	5,971	2.43%	21.23%	1665	8,988	2.57%	31.96%	1762
3521005	Mississauga, ON (CY)	642,951	3.33%	2,338	1.37%	0.36%	41	4,020	1.87%	0.63%	56	4,623	2.23%	0.72%	67	3,880	1.58%	0.60%	47	8,566	2.45%	1.33%	73
3526028	Pelham, ON (T)	15,240	0.08%	4,174	2.45%	27.39%	3106	5,557	2.58%	36.46%	3267	5,091	2.46%	33.41%	3113	6,663	2.71%	43.72%	3428	8,252	2.36%	54.14%	2986

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2020 St.Catharines - Downtown St.Catharines 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
15,386	10,072	65.5	10,826	70.4	10,229	66.5	10,886	70.8	12,172	79.1

**2020 St.Catharines - Downtown St.Catharines Visitors Within vs Outside Trade Area
Benchmark: Canada**

Year	Total Visitors In Main Street Polvzon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	353,524	12,172	3.4	341,352	96.6

**2021 St.Catharines - Downtown St.Catharines 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%	160,254	100%	0.83%	100	277,133	100%	1.44%	100	267,427	100%	1.39%	100	192,195	100%	1.00%	100	367,699	100%	1.90%	100
3526053	St. Catharines, ON (CY)	118,411	0.61%	62,897	39.25%	53.12%	6398	79,347	28.63%	67.01%	4667	81,246	30.38%	68.61%	4952	73,677	38.33%	62.22%	6249	87,154	23.70%	73.60%	3864
3526043	Niagara Falls, ON (CY)	79,204	0.41%	15,735	9.82%	19.87%	2393	26,435	9.54%	33.38%	2325	24,971	9.34%	31.53%	2276	19,720	10.26%	24.90%	2501	34,529	9.39%	43.59%	2289
3520005	Toronto, ON (C)	2,568,898	13.31%	7,639	4.77%	0.30%	36	19,769	7.13%	0.77%	54	14,193	5.31%	0.55%	40	6,962	3.62%	0.27%	27	29,205	7.94%	1.14%	60
3525005	Hamilton, ON (C)	483,265	2.50%	6,727	4.20%	1.39%	168	16,600	5.99%	3.43%	239	16,836	6.30%	3.48%	251	9,056	4.71%	1.87%	188	27,119	7.38%	5.61%	295
3526032	Welland, ON (CY)	47,953	0.25%	13,329	8.32%	27.80%	3348	20,375	7.35%	42.49%	2959	20,138	7.53%	42.00%	3031	16,764	8.72%	34.96%	3511	26,247	7.14%	54.73%	2873
3526037	Thorold, ON (CY)	17,927	0.09%	10,627	6.63%	59.28%	7140	14,635	5.28%	81.64%	5686	16,312	6.10%	90.99%	6568	12,053	6.27%	67.23%	6753	17,068	4.64%	95.21%	4998
3521005	Mississauga, ON (CY)	642,951	3.33%	3,276	2.04%	0.51%	61	6,863	2.48%	1.07%	74	4,832	1.81%	0.75%	54	2,825	1.47%	0.44%	44	9,803	2.67%	1.52%	80
3526003	Fort Erie, ON (T)	28,126	0.15%	3,682	2.30%	13.09%	1577	5,299	1.91%	18.84%	1312	6,183	2.31%	21.98%	1587	4,315	2.25%	15.34%	1541	8,852	2.41%	31.47%	1652
3526057	Lincoln, ON (T)	21,709	0.11%	4,499	2.81%	20.73%	2496	6,969	2.51%	32.10%	2236	6,553	2.45%	30.19%	2179	5,487	2.85%	25.27%	2538	8,591	2.34%	39.58%	2078
3521010	Brampton, ON (CY)	596,084	3.09%	1,681	1.05%	0.28%	34	6,110	2.20%	1.03%	71	4,183	1.56%	0.70%	51	1,750	0.91%	0.29%	29	7,933	2.16%	1.33%	70

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2021 St.Catharines - Downtown St.Catharines 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
15,386	7,703	50.1	8,870	57.7	9,022	58.6	9,553	62.1	10,074	65.5

**2021 St.Catharines - Downtown St.Catharines Visitors Within vs Outside Trade Area
Benchmark: Canada**

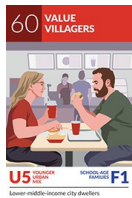
Year	Total Visitors In Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	373,649	10,074	2.7	363,574	97.3

Top 5 segments represent **34.7%** of customers in Southern Ontario



Rank: 1
 Customers: 31,150
 Customers %: 9.73
 % in Benchmark: 4.63
 Index: 210

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



Rank: 2
 Customers: 23,422
 Customers %: 7.32
 % in Benchmark: 2.39
 Index: 306

Value Villagers is a working-class group found typically in the older, industrial neighbourhoods of midsize cities. The households consist of an eclectic mélange of singles, couples and lone-parent families, maintainers of almost any age, and residents with educations ranging from grade 9 to college. In many ways, Value Villagers is a microcosm of Canada, with residents' marital status, household size and mobility rates all reflecting national averages. Even the average ages of adults and children here match national figures. But the Value Villagers version of Canadian life is decidedly modest. Most adults earn lower-middle incomes from blue-collar and service sector jobs, typically in manufacturing, sales or the trades. Over half the housing stock was built before 1960, and residents typically live in single-detached houses that are valued at half the national average. Value Villagers members relish life's simple pleasures, like carnivals, community theatres and parks. And when the mood strikes, they'll play a friendly game of golf, attend an auto race or visit an art gallery. These third-plus-generation Canadians express a belief in the Canadian government and those in positions of power (Obedience to Authority).



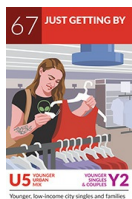
Rank: 3
 Customers: 22,200
 Customers %: 6.94
 % in Benchmark: 4.68
 Index: 148

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and utilities. Thanks to dual-income households, their upscale incomes allow them to purchase single-detached houses valued at nearly \$450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment, as well as trailers and boats. Family Mode members make an Effort Toward Health, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating.



Rank: 4
 Customers: 18,277
 Customers %: 5.71
 % in Benchmark: 2.82
 Index: 202

Boomer Bliss consists of older couples and families found in suburban neighbourhoods throughout the country surrounding large cities like Vancouver, Hamilton, St. Catharines and Victoria. Nearly two-thirds of maintainers are over 55 years old, and households include both retirees and those still in the labour force. With their university and college educations, those still employed hold white-collar positions in management, education, health and government services. Their upper-middle-class incomes—about 35 percent above average—allow them to own comfortable single-detached houses built between 1960 and 2000. Many of the adults are longtime residents who have paid off their mortgages and show little interest in leaving their now-empty nests. Like other suburbanites, they score high for owning an SUV, though in this segment it's more likely to be an imported luxury model. Boomer Bliss members take advantage of their proximity to both city centres and small towns, enjoying the arts—including theatre productions, art galleries and rock and country music concerts—and outdoor activities like golfing and fishing. Financially comfortable, they feel secure in their suburban communities filled with like-minded second- and third-generation Canadians, and they score low for Penchant for Risk.



Rank: 5
 Customers: 16,156
 Customers %: 5.05
 % in Benchmark: 2.60
 Index: 194

The most economically challenged of all segments, Just Getting By is home to younger, low-income singles and single-parent families located in large cities like London, St. Catharines, Windsor and Halifax. In their dense neighbourhoods, nearly 45 percent of maintainers are under 45 years old. More than half are single, divorced or separated, and over a third are lone-parent families, typically with younger children. Residents tend to be third-plus-generation Canadians with low education levels and low-level jobs in sales, the services, trades and manufacturing. Most households can only afford to rent units in older low-rise apartment buildings or own inexpensive single-detached houses. But being young and mobile has its advantages: more than half moved in the past five years with the hope of climbing the socioeconomic ladder. Surveys show a desire to improve their prospects in the popularity of online courses and management training programs. Without deep pockets, they engage in low-cost activities like going to parks, city gardens and auto shows. In this segment, budget-conscious residents score high for the value Importance of Price.

Index Colours:	<80	80 - 110	110+
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