

Community Profile: St. Catharines – Merritton

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



ENVIRONICS
ANALYTICS

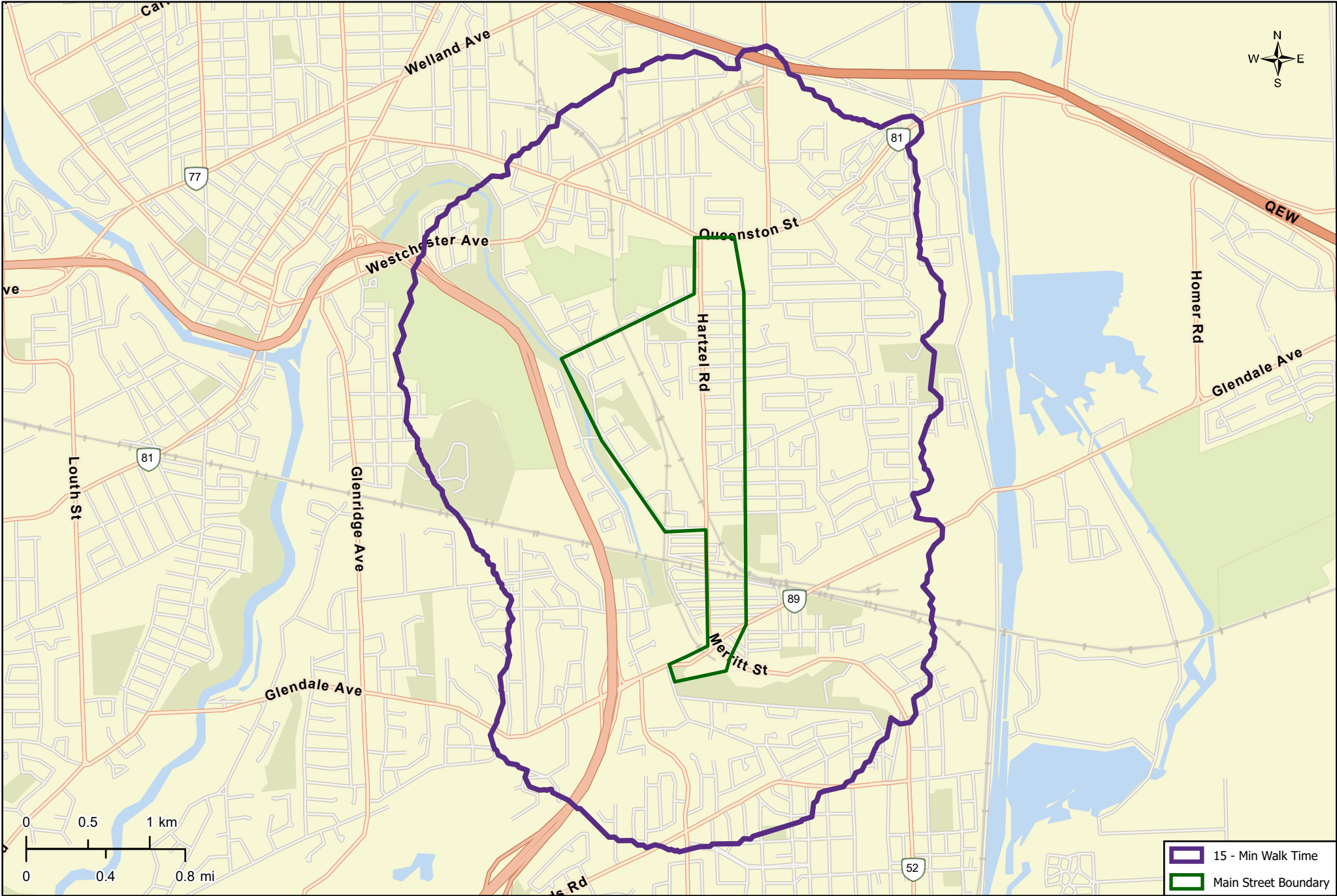
Confidential

Date: February 24, 2022

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St. Catharines - Merritt 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 - Merritton

POPULATION

20,865

HOUSEHOLDS

8,979

MEDIAN MAINTAINER AGE

54

Index: 100

MARITAL STATUS



49.9%

Index: 86

Married/Common-Law

FAMILY STATUS*

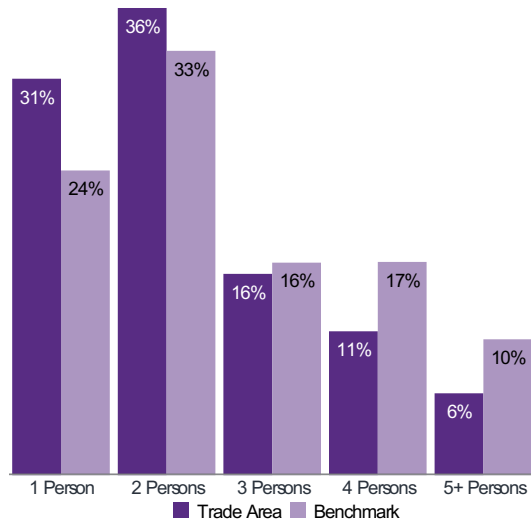


23.2%

Index: 147

Total Lone-Parent Families

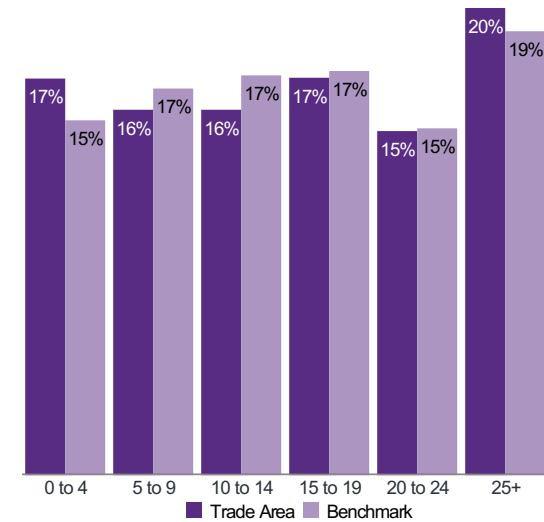
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	1,021	4.9	97
5 to 9	926	4.4	82
10 to 14	915	4.4	77
15 to 19	1,027	4.9	83
20 to 24	1,767	8.5	127
25 to 29	1,934	9.3	132
30 to 34	1,550	7.4	112
35 to 39	1,270	6.1	94
40 to 44	1,130	5.4	88
45 to 49	1,132	5.4	86
50 to 54	1,258	6.0	92
55 to 59	1,446	6.9	95
60 to 64	1,416	6.8	101
65 to 69	1,287	6.2	109
70 to 74	1,138	5.5	114
75 to 79	715	3.4	104
80 to 84	471	2.3	103
85+	462	2.2	100

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

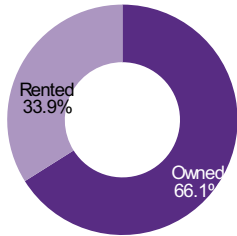
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Demographics | Housing & Income

Trade Area: St. Catharines - Merritton

Population: 20,865 | Households: 8,979

TENURE



STRUCTURE TYPE



71.9%
Index: **93**



27.9%
Index: **126**

AGE OF HOUSING*

60+ Years Old
% Comp: **37.7** Index: **182**

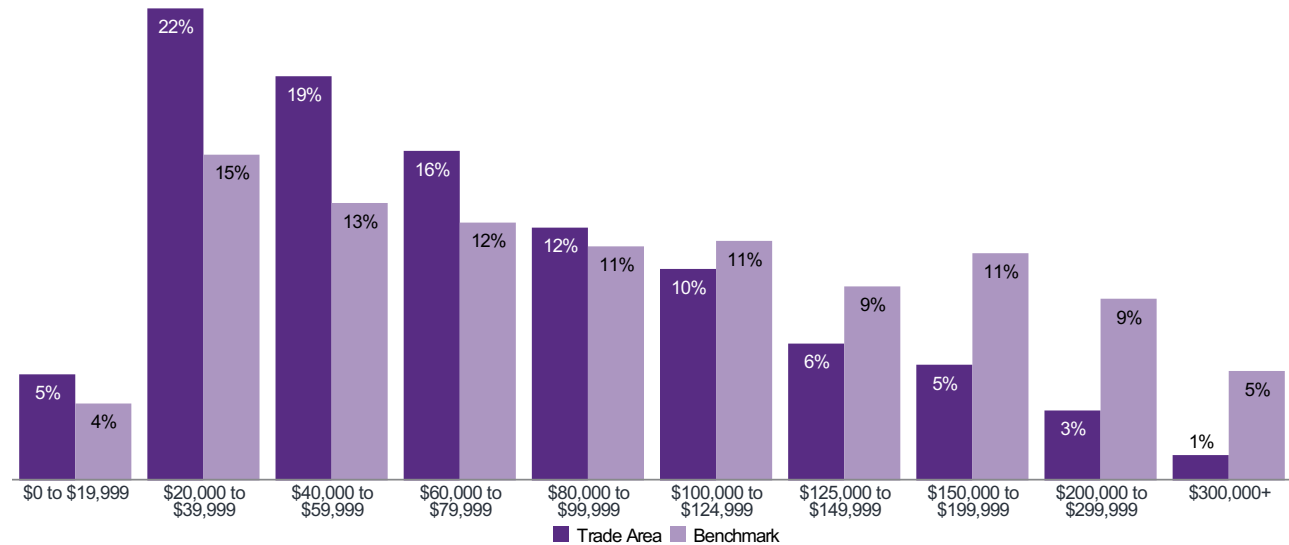
AVERAGE HOUSEHOLD INCOME



\$79,136

Index: **69**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Demographics | Education & Employment

Trade Area: St. Catharines - Merritton

Population: 20,865 | Households: 8,979

EDUCATION



15.8%

Index:59

University Degree

LABOUR FORCE PARTICIPATION



61.8%

Index:95

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



35.4%

Index:97

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

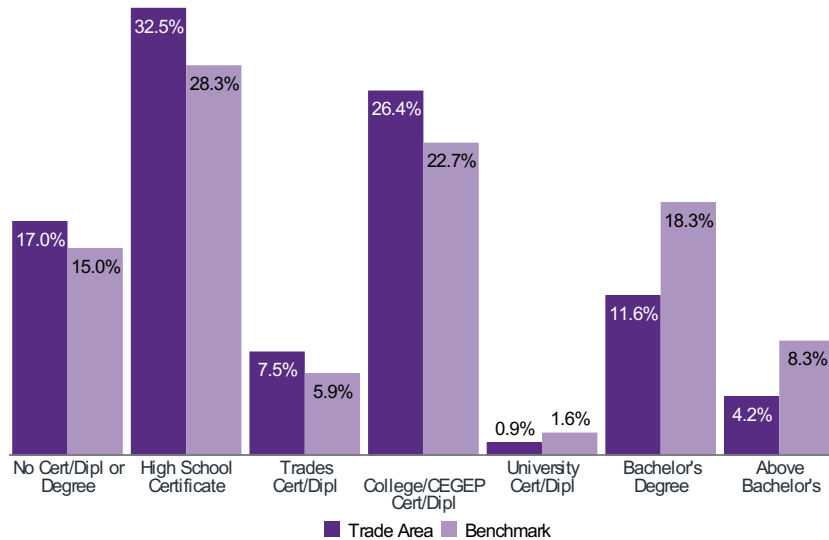


3.7%

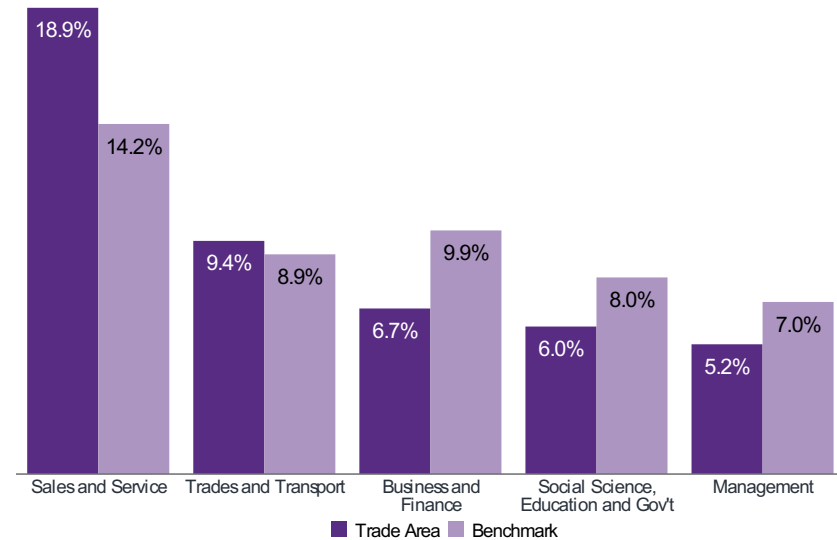
Index:124

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

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southern Ontario

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*Ranked by percent composition

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Demographics | Diversity

Trade Area: St. Catharines - Merritton

Population: 20,865 | Households: 8,979

ABORIGINAL IDENTITY



3.6%
Index: **153**

VISIBLE MINORITY PRESENCE



15.2%
Index: **52**

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



0.5%
Index: **26**

No knowledge of English or French

IMMIGRATION



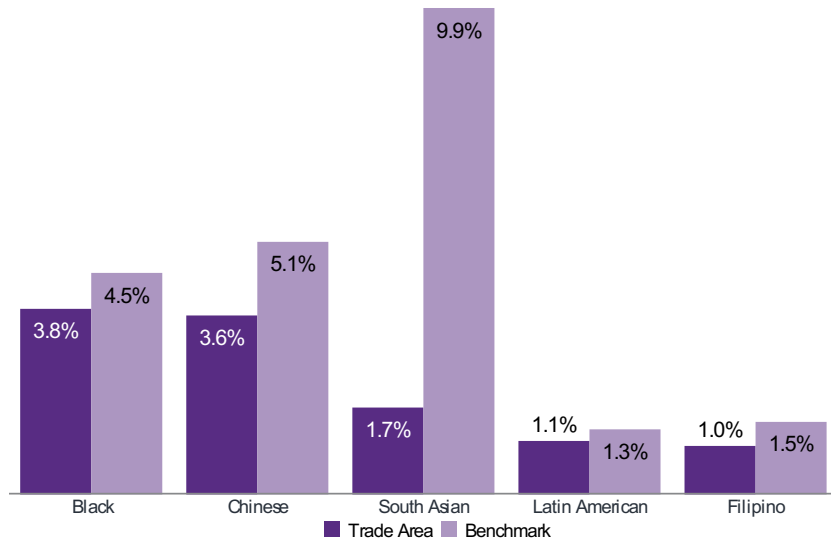
14.9%
Index: **56**

Born outside Canada

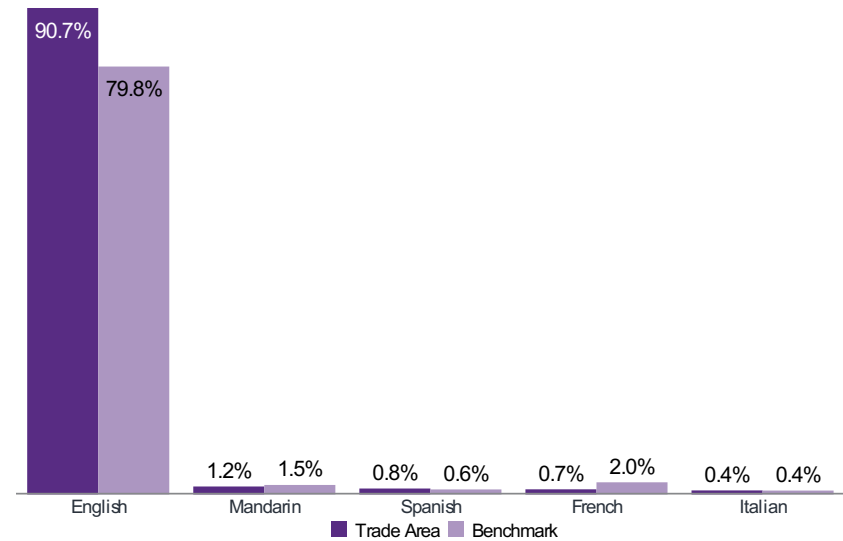
PERIOD OF IMMIGRATION*

Before 2001
10.3% Index: **74**

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

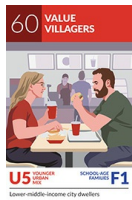
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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Top 5 segments represent **67.2%** of households in St. Catharines - Merritton



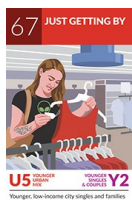
Rank:	1
Hhlds:	2,114
Hhld %:	23.55
% in Benchmark:	2.72
Index:	864

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:	2
Hhlds:	1,294
Hhld %:	14.41
% in Benchmark:	2.63
Index:	548

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



Rank:	3
Hhlds:	1,091
Hhld %:	12.15
% in Benchmark:	3.49
Index:	348

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:	4
Hhlds:	823
Hhld %:	9.16
% in Benchmark:	1.81
Index:	506

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 serms, 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:	711
Hhld %:	7.91
% in Benchmark:	4.40
Index:	180

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, Portugese, 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).

Trade Area: St. Catharines - Merritton

Strong Values

Values	Index
Ethical Consumerism	128
Financial Concern Regarding the Future	121
Confidence in Small Business	120
Aversion to Complexity	119
Flexible Families	117
Obedience to Authority	117
Need for Escape	116
Fulfillment Through Work	113
Primacy of Environmental Protection	113
Rejection of Inequality	113

Descriptions | Top 3 Strong Values

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.

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.

Confidence in Small Business

Tendency to assume that small businesses are generally fair and ethical in their practices, committed to providing quality goods, and working in the public interest.

Weak Values

Values	Index
Ostentatious Consumption	75
Status via Home	76
Need for Status Recognition	79
Financial Security	82
Vitality	82
Skepticism Toward Small Business	83
Consumption Evangelism	84
Effort Toward Health	84
Enthusiasm for Technology	84
Traditional Family	85

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.

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.

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".

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 - Merriton

WealthScapes Households: 8,951

INCOME*

Household Income

\$ 79,742

Index: **69**

Household Disposable Income

\$ 66,473

Index: **73**

Household Discretionary Income

\$ 46,287

Index: **72**

Annual RRSP Contributions

\$ 1,658

Index: **46**

WEALTH*



Net Worth

% Holders

99.7% Index: **100**

Balance

\$364,153

Index: **49**

ASSETS*



Savings

% Holders

95.0% Index: **100**

Balance

\$46,909

Index: **61**



Investments

% Holders

51.7% Index: **86**

Balance

\$203,581

Index: **60**



Unlisted Shares

% Holders

9.8% Index: **79**

Balance

\$153,830

Index: **48**



Real Estate

% Holders

68.4% Index: **90**

Balance

\$423,150

Index: **57**



Liquid Assets

% Holders

97.7% Index: **100**

Balance

\$180,112

Index: **54**

DEBT*



Consumer Debt

% Holders

88.9% Index: **98**

Balance

\$44,689

Index: **67**



Mortgage Debt

% Holders

42.2% Index: **91**

Balance

\$184,512

Index: **62**

FINANCIAL RATIO



Debt:Asset

% Holders

0.24% Index: **115**

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 RATIOS*



Debt: Asset

0.24

Index: 115



Debt: Liquid Assets

0.67

Index: 109



Consumer Debt - Discr. Income

0.86

Index: 92



Savings - Investments

0.67

Index: 111



Pension - Non-Pension Assets

0.31

Index: 141



Real Estate Assets - Liq. Assets

1.65

Index: 94



Mortgage - Real Estate Assets

0.27

Index: 111



Mortgage - Consumer Debt

1.96

Index: 85

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

Trade Area: St. Catharines - Merriton

Households: 8,979

Total Aggregate Current Consumption: \$519,539,751

Average Current Consumption

\$57,862

Index **71**

Average Household Income










\$78,247

Index **68**

Average Disposable Income

\$64,762

Index **72**

 <p>Shelter</p> <p>Avg. Dollars/Household: \$14,725 Index 70</p> <p>Pct. of Total Expenditure: 25.4% Index 99</p>	 <p>Food</p> <p>Avg. Dollars/Household: \$10,110 Index 79</p> <p>Pct. of Total Expenditure: 17.5% Index 112</p>	 <p>Transportation</p> <p>Avg. Dollars/Household: \$9,708 Index 70</p> <p>Pct. of Total Expenditure: 16.8% Index 100</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household: \$4,052 Index 71</p> <p>Pct. of Total Expenditure: 7.0% Index 100</p>	 <p>Health Care</p> <p>Avg. Dollars/Household: \$3,584 Index 66</p> <p>Pct. of Total Expenditure: 6.2% Index 93</p>	 <p>Recreation</p> <p>Avg. Dollars/Household: \$3,308 Index 69</p> <p>Pct. of Total Expenditure: 5.7% Index 98</p>
 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household: \$2,784 Index 78</p> <p>Pct. of Total Expenditure: 4.8% Index 111</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household: \$2,518 Index 63</p> <p>Pct. of Total Expenditure: 4.4% Index 89</p>	 <p>Clothing</p> <p>Avg. Dollars/Household: \$2,344 Index 71</p> <p>Pct. of Total Expenditure: 4.1% Index 100</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 - Merriton

Households: 8,979

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
\$78,247 Index 68	\$10,110 Index 79	\$3,069 Index 76	\$7,041 Index 80

Total Aggregate Food Expenditure: \$ 90,780,369

 <p>Bakery</p> <p>Avg. Dollars/Household: \$734 Index 84</p> <p>Pct. of Total Expenditure: 10.4% Index 105</p>	 <p>Cereal Products</p> <p>Avg. Dollars/Household: \$430 Index 84</p> <p>Pct. of Total Expenditure: 6.1% Index 105</p>	 <p>Fruit and nuts</p> <p>Avg. Dollars/Household: \$824 Index 75</p> <p>Pct. of Total Expenditure: 11.7% Index 94</p>
 <p>Vegetables</p> <p>Avg. Dollars/Household: \$701 Index 76</p> <p>Pct. of Total Expenditure: 9.9% Index 94</p>	 <p>Dairy products & Eggs</p> <p>Avg. Dollars/Household: \$1,051 Index 82</p> <p>Pct. of Total Expenditure: 14.9% Index 102</p>	 <p>Meat</p> <p>Avg. Dollars/Household: \$1,309 Index 83</p> <p>Pct. of Total Expenditure: 18.6% Index 104</p>
 <p>Fish & Seafood</p> <p>Avg. Dollars/Household: \$198 Index 67</p> <p>Pct. of Total Expenditure: 2.8% Index 84</p>	 <p>Beverages & Other Food</p> <p>Avg. Dollars/Household: \$1,795 Index 81</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	11.5	11.0	105
Going to restaurants, bars or night clubs	52.2	55.1	95
Having physical Contact with family and friends	58.6	57.7	102
Participating in group activities	35.7	38.7	92
Partying	12.1	15.8	77
Seeing family and friends in person	63.4	62.8	101
Entertainment			
Attending events, festivals or concerts	39.3	42.9	92
Attending sports events (excludes professional sports)	15.6	18.2	86
Attending to professional sports events or games	23.7	25.4	93
Going to the movies	41.2	45.7	90
Movement & Travel			
Driving more	15.7	16.1	98
Shopping in-store	41.0	42.9	96
Spending time outdoors	29.7	32.5	91
Travelling outside of Canada/ abroad	45.1	53.2	85
Travelling within Canada	45.5	49.9	91
Using public transit	8.9	13.7	65
Personal			
Getting back to old habits	36.1	36.2	100
Going to a salon, barber shop or spa	31.3	33.7	93
Going to the gym	17.8	22.6	79
Education/Work			
Children going back to school	18.4	20.3	91
Going back to work	15.6	17.6	88
Other			
Not Stated	0.4	0.6	69

Benchmark: Southern Ontario

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(Base used for Index calculations)

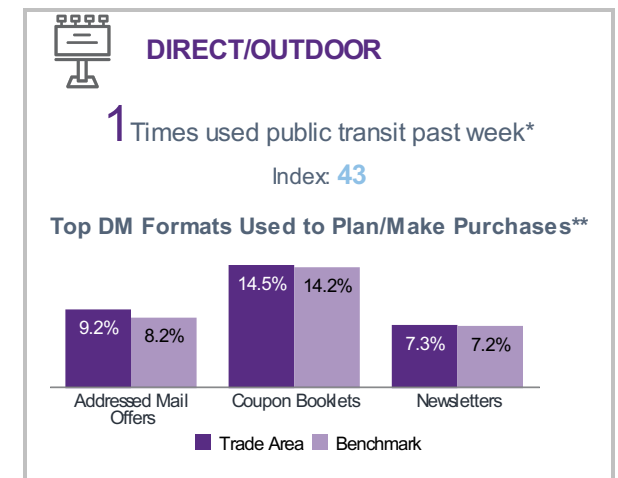
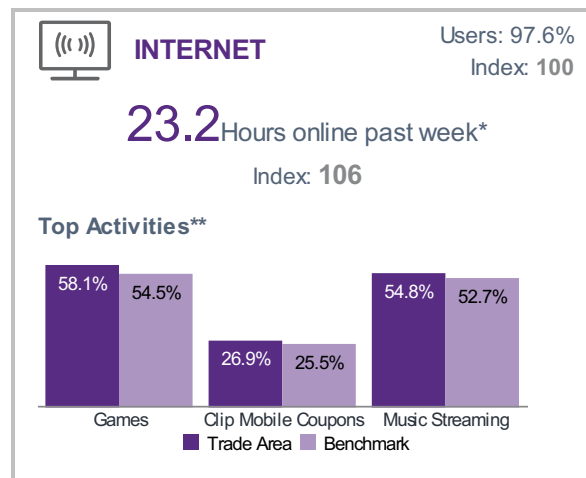
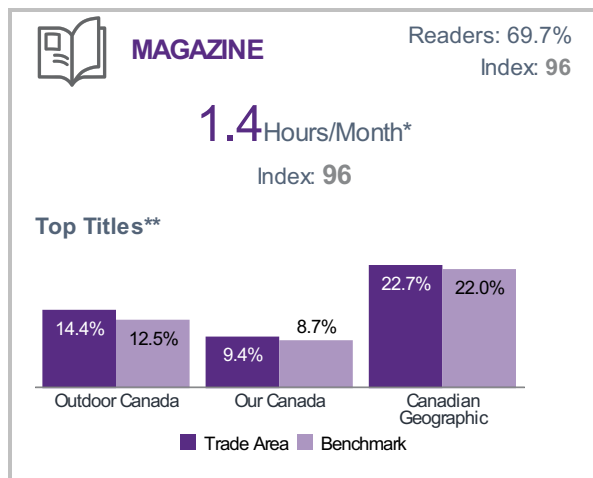
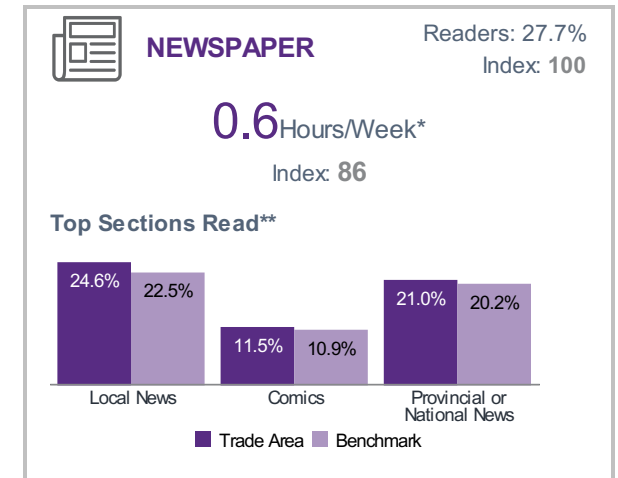
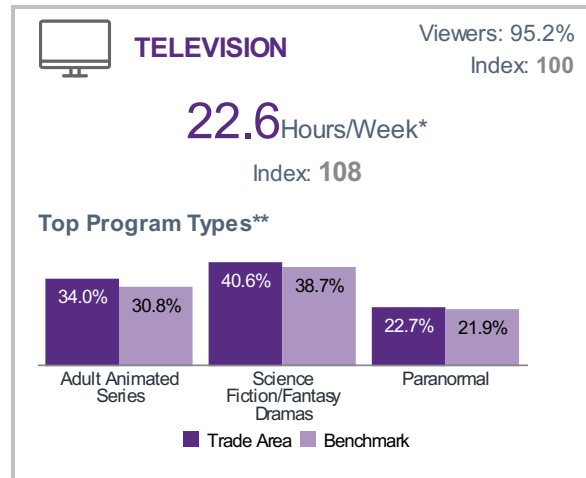
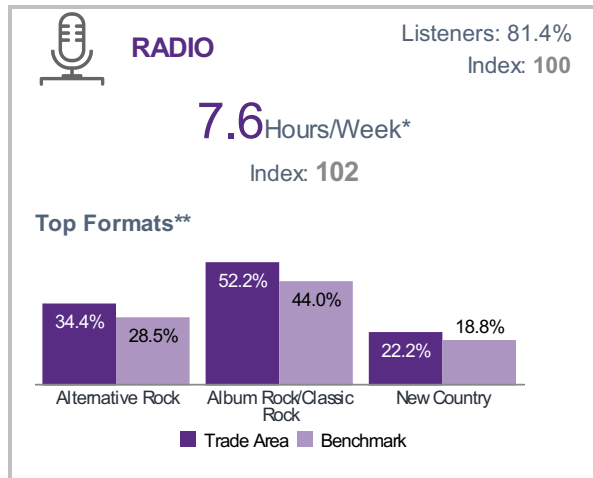
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Media and Social Media Overview

Behavioural | Media Overview

Trade Area: St. Catharines - Merriton

Household Population 14+: 18,023



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

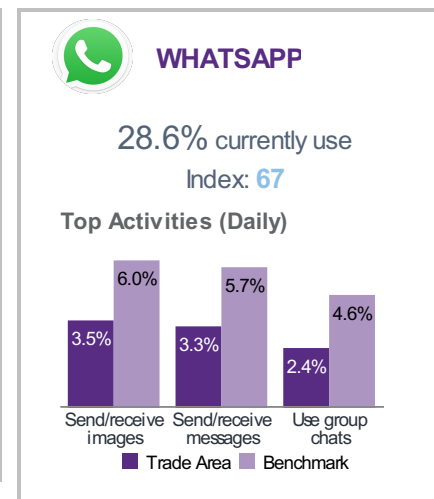
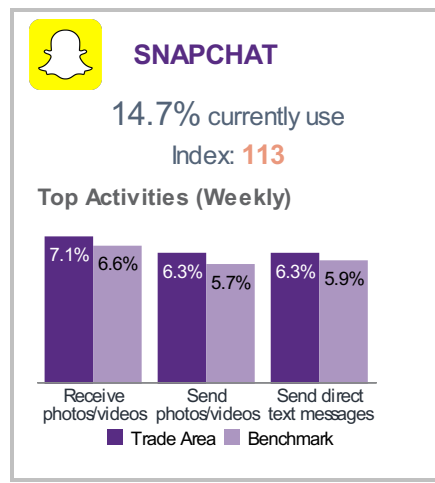
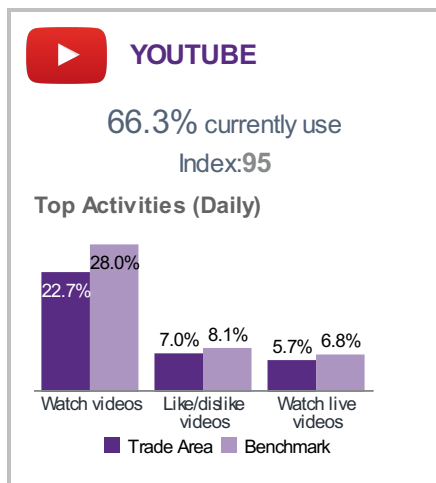
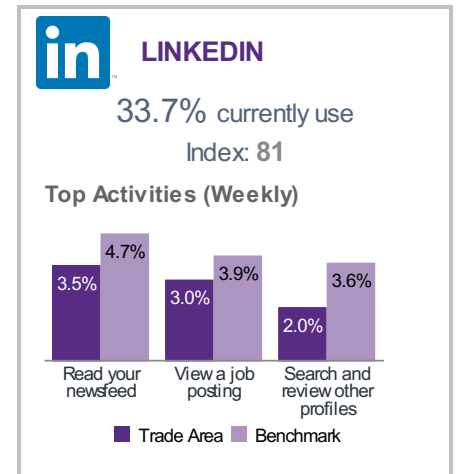
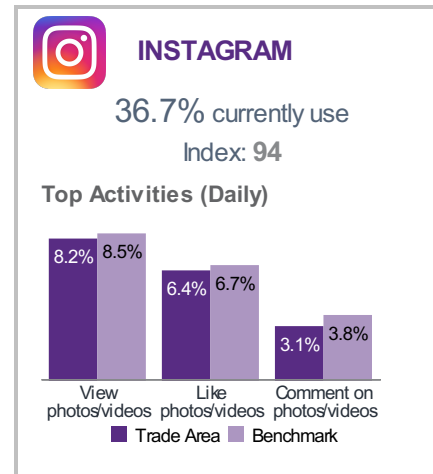
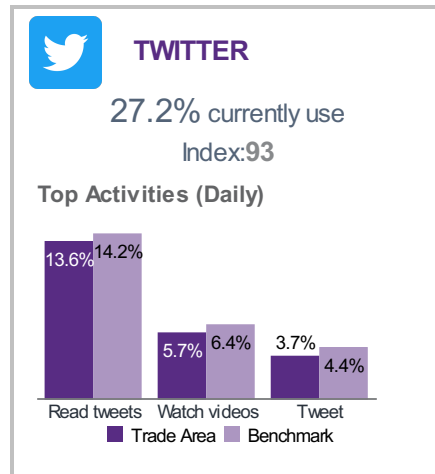
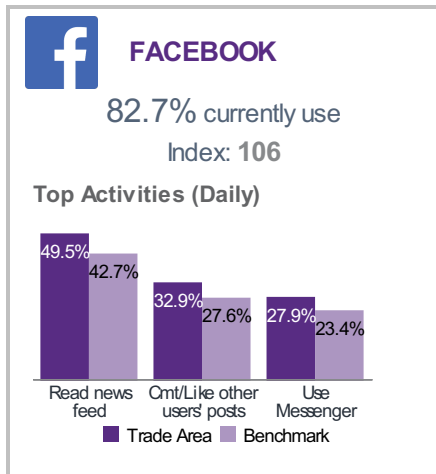
** Chosen from index ranking with minimum 5% composition.



Opticks Social | Social Media Activities

Trade Area: St. Catharines - Merritton

Household Population 18+: 17,254



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 - Merritton

Household Population 18+: 17,254

FRIENDS IN ALL SM NETWORKS



37.1%

Index:105

0-49 friends

FREQUENCY OF USE (DAILY)



62.4%

Index:111

Facebook

BRAND INTERACTION



38.7%

Index:113

Like brand on Facebook

NO. OF BRANDS INTERACTED

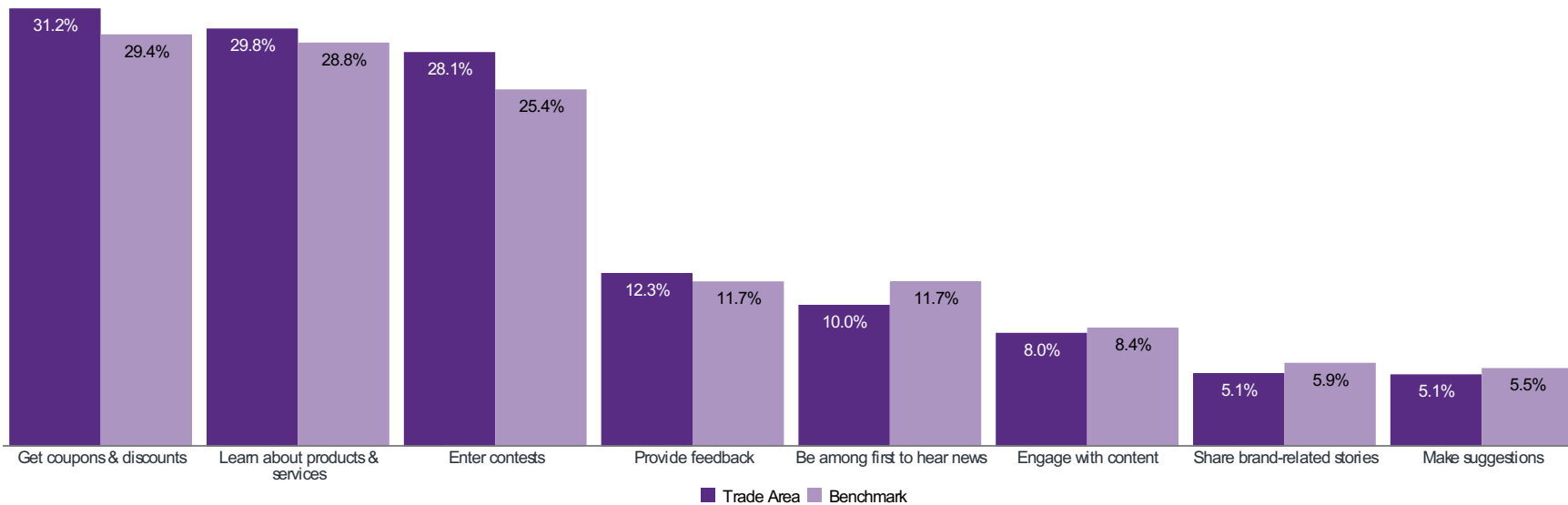


30.9%

Index:101

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



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

% Comp **90.6** Index **103**



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

% Comp **44.6** Index **92**



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

% Comp **86.0** Index **102**



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

% Comp **38.3** Index **93**



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

% Comp **55.1** Index **97**



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

% Comp **28.1** Index **93**

Benchmark: Southern Ontario

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Ranked by percent composition.

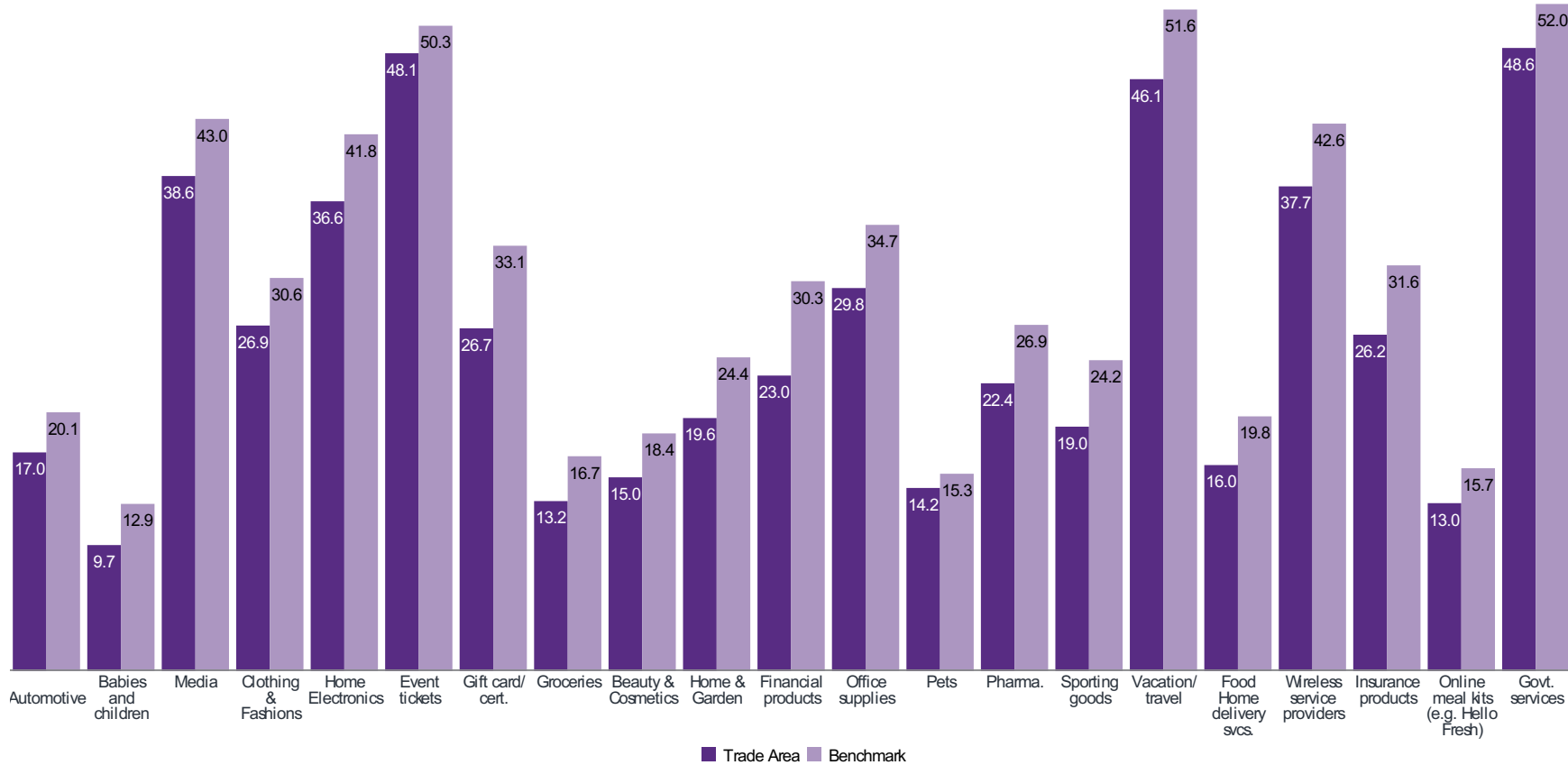
Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Purchase Preference by Category

Trade Area: St. Catharines - Merritton

Total Household Population 18+: 17,254

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

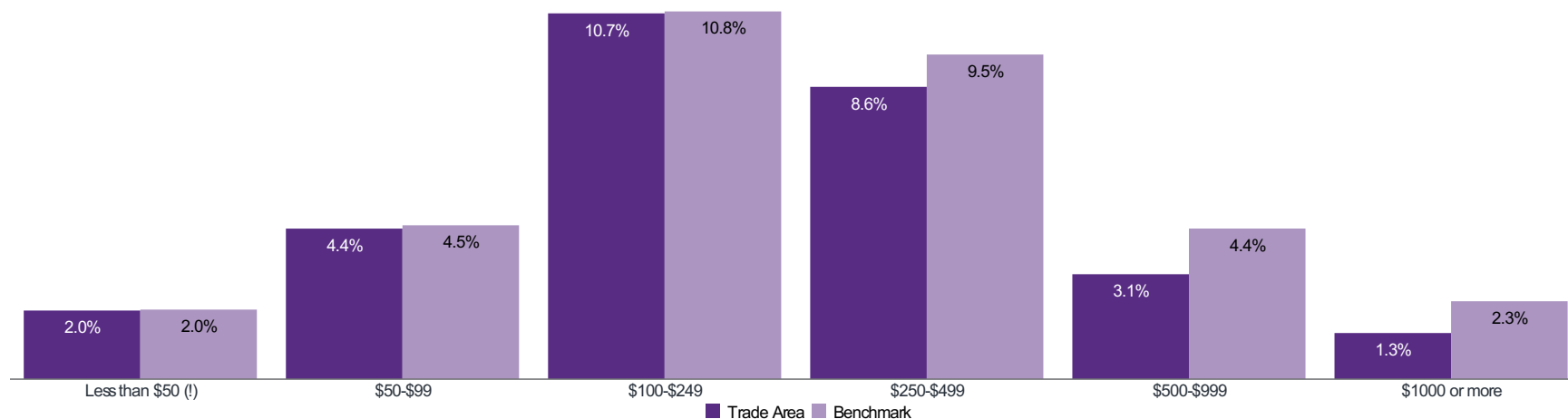
Trade Area: St. Catharines - Merritton

Total Household Population 18+: 17,254

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	64.2% Index:105	32.2% Index:87	12.3% Index:99	2.5% Index:80
Purchase preference	79.1% Index:105	26.9% Index:88	9.7% Index:98	2.1% Index:83
Customer Service	66.8% Index:108	15.2% Index:85	5.1% Index:89	20.1% Index:92

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

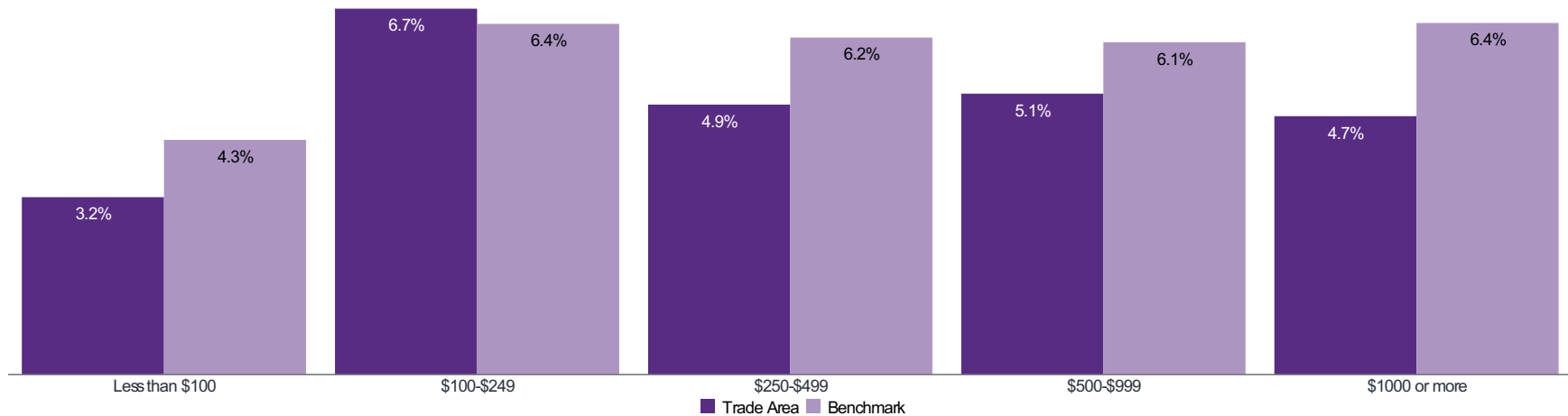
Trade Area: St. Catharines - Merritton

Total Household Population 18+: 17,254

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	54.7% Index:109	50.7% Index:93	14.4% Index: 92
Purchase preference	74.3% Index: 109	36.6% Index:87	10.1% Index:91	6.9% Index: 108
Customer Service	60.9% Index:108	22.6% Index:91	6.7% Index: 90	39.3% Index: 107

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

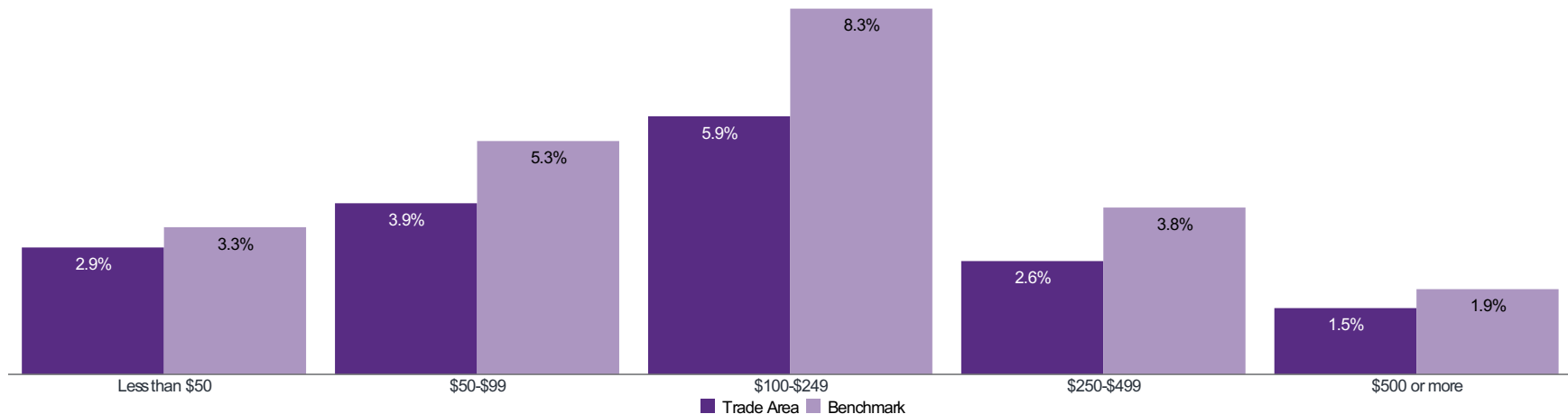
Trade Area: St. Catharines - Merritton

Total Household Population 18+: 17,254

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	54.9% Index: 115	29.1% Index: 83	9.1% Index: 82	3.0% Index: 85
Purchase preference	67.1% Index: 111	26.7% Index: 81	7.1% Index: 81	3.9% Index: 126
Customer Service	50.0% Index: 118	18.0% Index: 88	5.2% Index: 85	27.3% Index: 98

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

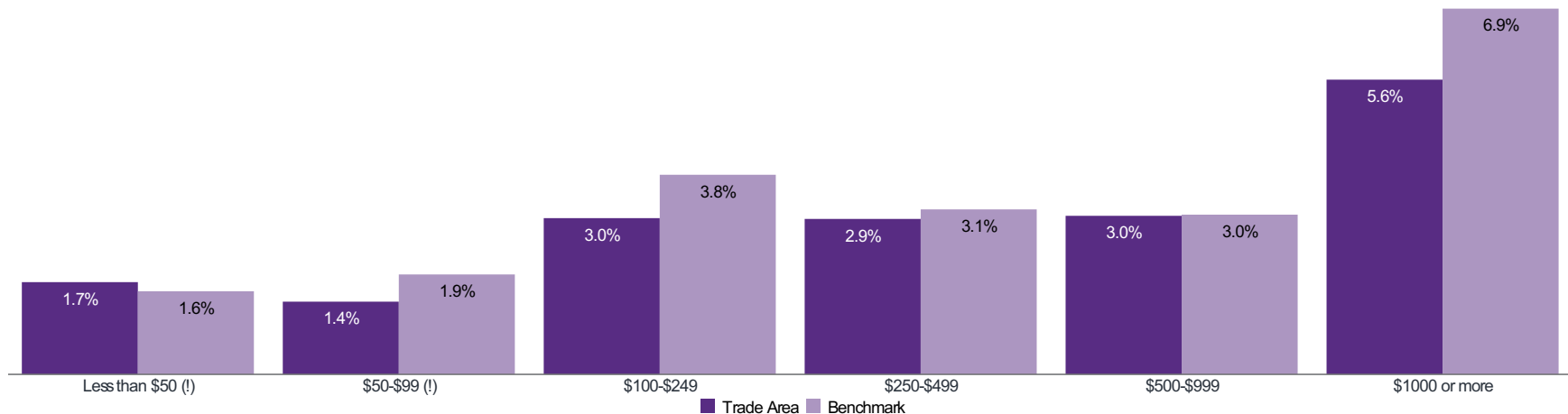
Trade Area: St. Catharines - Merritton

Total Household Population 18+: 17,254

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	74.5% Index:103	22.1% Index:89	10.7% Index:97	2.7% Index:98
Purchase preference	86.7% Index:104	13.2% Index:79	5.3% Index:85	2.2% Index:91
Customer Service	75.7% Index:108	8.9% Index:77	3.4% Index:86	19.0% Index:101

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

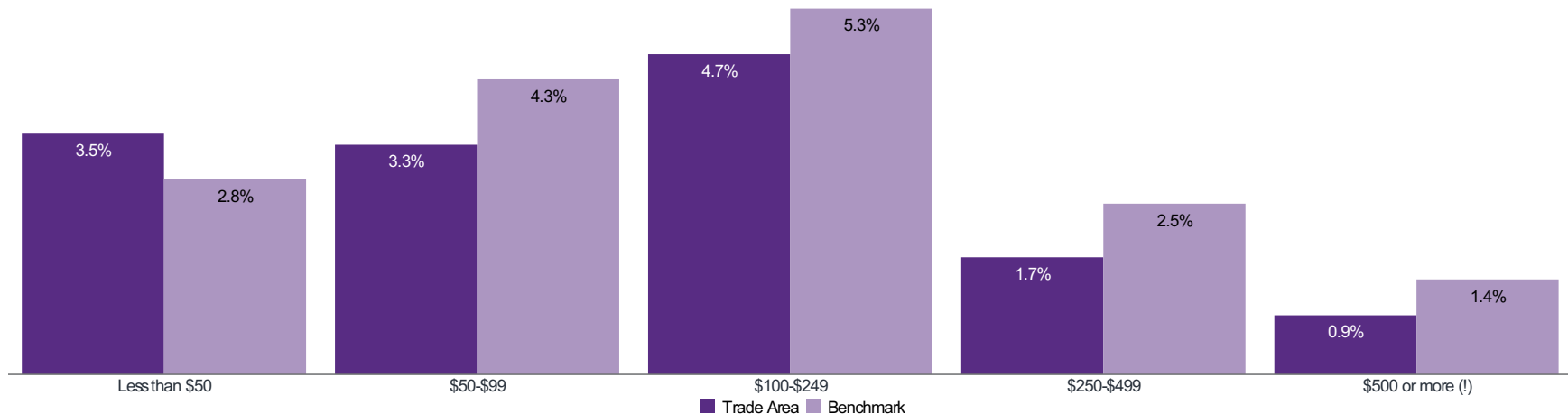
Trade Area: St. Catharines - Merritton

Total Household Population 18+: 17,254

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	36.0% Index:102	19.2% Index:87	7.0% Index:87	1.6% Index:58
Purchase preference	47.1% Index:102	15.0% Index:81	5.5% Index:85	1.7% Index:75
Customer Service	38.1% Index:105	10.1% Index:80	3.3% Index:76	13.6% Index:93

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

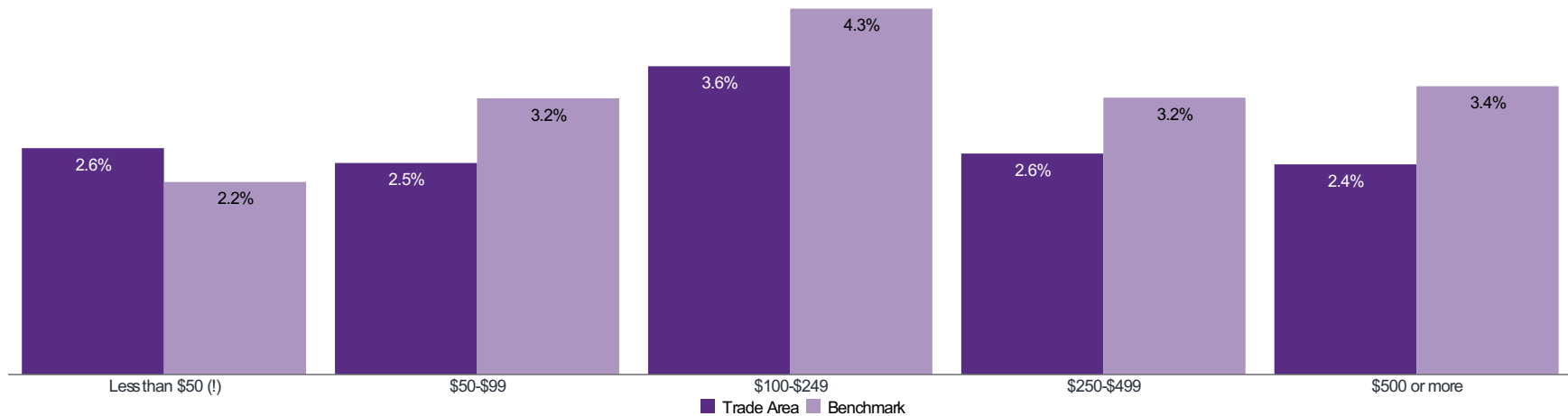
Trade Area: St. Catharines - Merritton

Total Household Population 18+: 17,254

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	53.0% Index:102	35.6% Index:94	9.8% Index:86	6.3% Index:110
Purchase preference	71.0% Index:104	19.6% Index:81	6.0% Index:86	2.9% Index:81
Customer Service	57.7% Index:107	13.4% Index:84	4.1% Index:86	23.1% Index:101

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

Trade Area: St. Catharines - Merritton

Total Household Population 18+: 17,254

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	39.0% Index:100	26.9% Index:83	8.5% Index:81	3.6% Index:92
Purchase preference	51.3% Index:99	19.0% Index:79	6.7% Index:89	2.5% Index:84
Customer Service	41.7% Index:100	11.9% Index:79	3.9% Index:77	18.2% Index:89

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

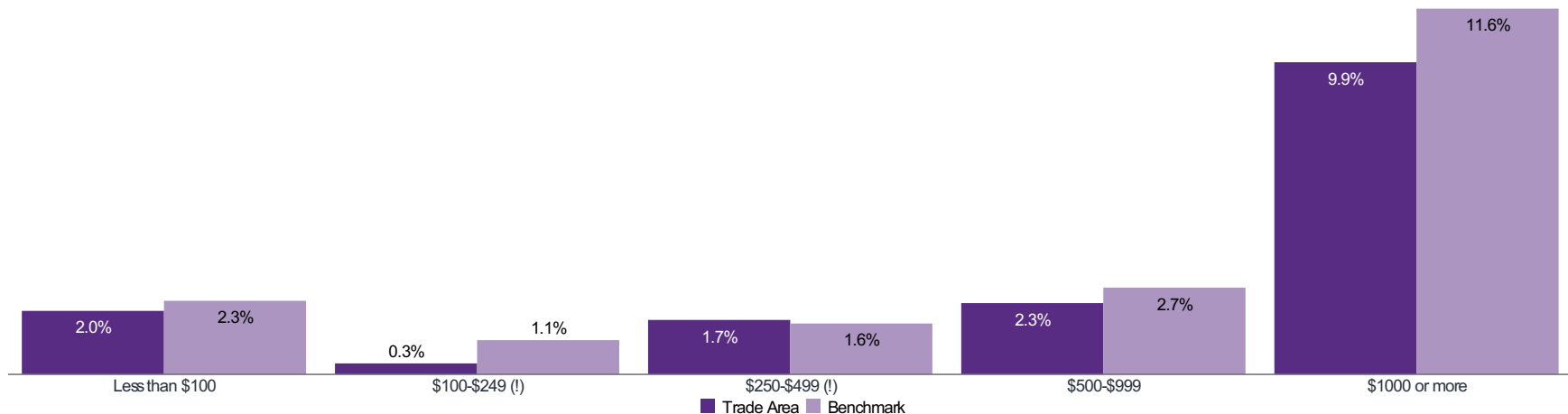
Trade Area: St. Catharines - Merritton

Total Household Population 18+: 17,254

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	22.8% Index: 111	54.9% Index: 95	13.5% Index: 90	15.2% Index: 94
Purchase preference	32.2% Index: 112	46.1% Index: 89	6.0% Index: 91	16.4% Index: 91
Customer Service	33.9% Index: 116	24.7% Index: 90	4.8% Index: 69	43.0% Index: 98

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

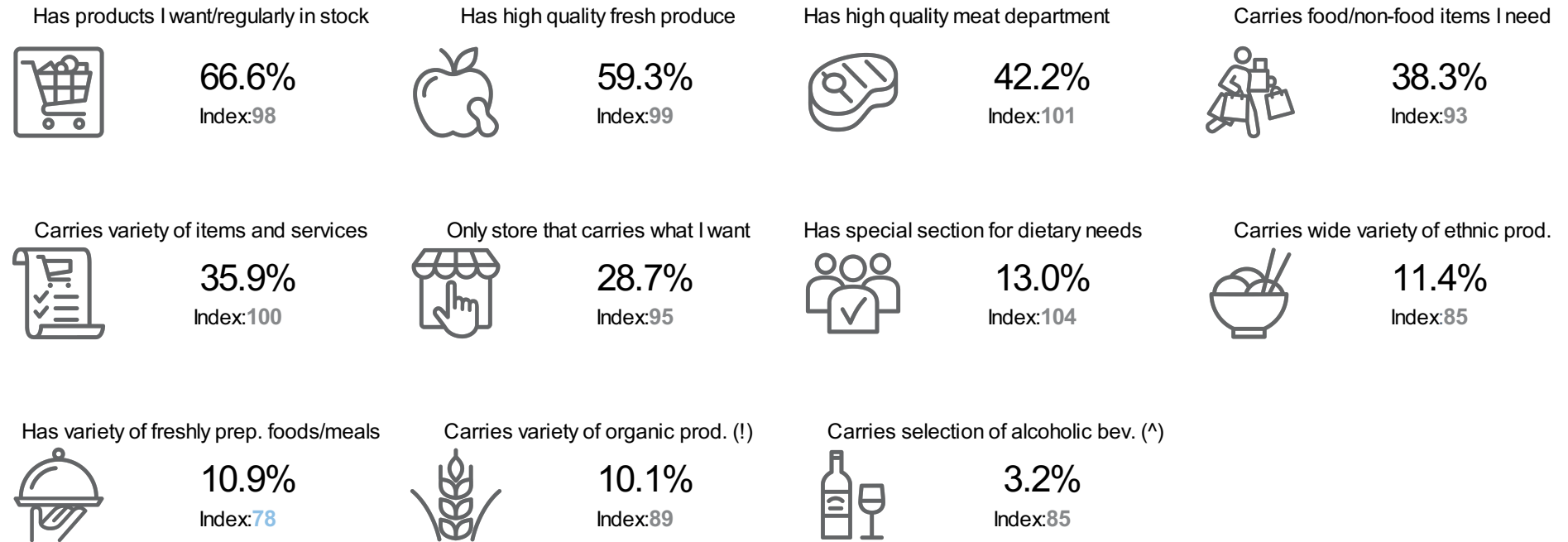
Index Colours:	<80	80 - 110	110+
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Store Loyalty

Trade Area: St. Catharines - Merritton

Households: 8,979

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 - Merritton

Households: 8,979

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



56.6%
Index: 95

Organized layout makes it easy to shop



43.4%
Index: 104

Easy to get in and get out quickly



39.7%
Index: 92

Staff are friendly and knowledgeable



37.0%
Index: 110

Short checkout lines/fast checkout



33.4%
Index: 94

Has extended hours



24.0%
Index: 87

I like the store ambiance



18.8%
Index: 94

Has self-checkout



10.7%
Index: 78

Offers an online shopping option (!)



6.8%
Index: 77

Benchmark: Southern Ontario

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

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

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

Index Colours:	<80	80 - 110	110+
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Trade Area: St. Catharines - Merritton

Households:8,979

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



67.4%
Index:100

Discover good value when shopping



65.0%
Index:98

Store has the lowest prices overall



58.0%
Index:100

Store has a customer loyalty card program



53.2%
Index:107

Has loyalty prog. app and offers pers. promos



33.4%
Index:114

I'm loyal to their store brands



24.6%
Index:107

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	42.9	40.2	0.2 107
Leave the store and buy it elsewhere	26.3	30.9	0.2 85
Purchase another brand	20.9	21.2	0.2 99
Purchase another size or variety of the same brand (!)	9.9	7.7	0.3 128

Benchmark:Southern Ontario

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

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

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

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

**2019 St.Catharines - Merritton 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%	280,269	100%	1.45%	100	295,903	100%	1.53%	100	233,182	100%	1.21%	100	240,003	100%	1.24%	100	416,637	100%	2.16%	100
3526053	St. Catharines, ON (CY)	118,411	0.61%	78,208	27.90%	66.05%	4549	77,599	26.22%	65.53%	4275	71,488	30.66%	60.37%	4998	71,163	29.65%	60.10%	4833	89,585	21.50%	75.66%	3505
3526043	Niagara Falls, ON (CY)	79,204	0.41%	31,653	11.29%	39.96%	2752	32,054	10.83%	40.47%	2640	26,261	11.26%	33.16%	2745	26,785	11.16%	33.82%	2720	42,422	10.18%	53.56%	2481
3525005	Hamilton, ON (C)	483,265	2.50%	16,628	5.93%	3.44%	237	18,245	6.17%	3.78%	246	12,821	5.50%	2.65%	220	14,120	5.88%	2.92%	235	32,399	7.78%	6.70%	311
3526032	Welland, ON (CY)	47,953	0.25%	23,059	8.23%	48.09%	3312	23,130	7.82%	48.24%	3147	20,054	8.60%	41.82%	3462	19,654	8.19%	40.99%	3296	30,591	7.34%	63.79%	2956
3520005	Toronto, ON (C)	2,568,898	13.31%	12,071	4.31%	0.47%	32	14,697	4.97%	0.57%	37	8,474	3.63%	0.33%	27	7,329	3.05%	0.29%	23	23,727	5.69%	0.92%	43
3526037	Thorold, ON (CY)	17,927	0.09%	16,374	5.84%	91.34%	6291	15,753	5.32%	87.87%	5732	14,240	6.11%	79.44%	6576	15,444	6.44%	86.15%	6929	17,821	4.28%	99.41%	4606
3526003	Fort Erie, ON (T)	28,126	0.15%	7,703	2.75%	27.39%	1886	8,085	2.73%	28.74%	1875	6,385	2.74%	22.70%	1879	6,095	2.54%	21.67%	1743	11,096	2.66%	39.45%	1828
3521005	Mississauga, ON (CY)	642,951	3.33%	6,508	2.32%	1.01%	70	5,527	1.87%	0.86%	56	3,907	1.68%	0.61%	50	4,054	1.69%	0.63%	51	10,822	2.60%	1.68%	78
3526028	Pelham, ON (T)	15,240	0.08%	9,027	3.22%	59.23%	4080	8,331	2.82%	54.66%	3566	6,211	2.66%	40.76%	3374	6,630	2.76%	43.51%	3499	10,349	2.48%	67.91%	3146
3526047	Niagara-on-the-Lake, ON (T)	17,192	0.09%	8,456	3.02%	49.19%	3388	8,564	2.89%	49.82%	3250	7,673	3.29%	44.63%	3694	8,241	3.43%	47.94%	3855	9,903	2.38%	57.60%	2669

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2019 St.Catharines - Merritton 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
17,739	15,622	88.1	14,608	82.3	14,796	83.4	15,009	84.6	16,809	94.8

**2019 St.Catharines - Merritton 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	424,801	16,809	4.0	407,992	96.0

**2020 St.Catharines - Merritton 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%	164,759	100%	0.85%	100	210,579	100%	1.09%	100	197,459	100%	1.02%	100	200,284	100%	1.04%	100	319,627	100%	1.66%	100
3526053	St. Catharines, ON (CY)	118,411	0.61%	62,085	37.68%	52.43%	6143	65,868	31.28%	55.63%	5099	64,955	32.90%	54.86%	5362	67,345	33.62%	56.87%	5481	82,008	25.66%	69.26%	4183
3526043	Niagara Falls, ON (CY)	79,204	0.41%	19,104	11.60%	24.12%	2826	23,840	11.32%	30.10%	2759	22,046	11.16%	27.83%	2721	23,781	11.87%	30.02%	2894	36,558	11.44%	46.16%	2787
3526032	Welland, ON (CY)	47,953	0.25%	14,275	8.66%	29.77%	3488	16,736	7.95%	34.90%	3199	15,418	7.81%	32.15%	3143	16,325	8.15%	34.04%	3281	24,752	7.74%	51.62%	3117
3525005	Hamilton, ON (C)	483,265	2.50%	7,742	4.70%	1.60%	188	10,352	4.92%	2.14%	196	10,344	5.24%	2.14%	209	9,517	4.75%	1.97%	190	21,631	6.77%	4.48%	270
3526037	Thorold, ON (CY)	17,927	0.09%	14,210	8.62%	79.27%	9287	14,134	6.71%	78.84%	7227	14,496	7.34%	80.86%	7905	14,546	7.26%	81.14%	7820	17,240	5.39%	96.17%	5808
3520005	Toronto, ON (C)	2,568,898	13.31%	3,945	2.39%	0.15%	18	8,018	3.81%	0.31%	29	6,314	3.20%	0.25%	24	6,271	3.13%	0.24%	24	15,138	4.74%	0.59%	36
3526047	Niagara-on-the-Lake, ON (T)	17,192	0.09%	6,359	3.86%	36.99%	4334	6,651	3.16%	38.69%	3546	7,553	3.82%	43.93%	4294	7,548	3.77%	43.90%	4231	9,609	3.01%	55.89%	3375
3526003	Fort Erie, ON (T)	28,126	0.15%	4,130	2.51%	14.68%	1720	5,687	2.70%	20.22%	1853	6,040	3.06%	21.48%	2099	5,638	2.82%	20.05%	1932	9,320	2.92%	33.14%	2001
3526028	Pelham, ON (T)	15,240	0.08%	4,165	2.53%	27.33%	3202	5,223	2.48%	34.27%	3142	5,232	2.65%	34.33%	3356	4,548	2.27%	29.84%	2876	7,297	2.28%	47.88%	2892
3526057	Lincoln, ON (T)	21,709	0.11%	3,267	1.98%	15.05%	1763	4,763	2.26%	21.94%	2011	3,825	1.94%	17.62%	1722	4,385	2.19%	20.20%	1947	6,955	2.18%	32.04%	1935

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2020 St.Catharines - Merritton 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
17,739	13,496	76.1	12,772	72.0	12,917	72.8	13,103	73.9	14,980	84.4

**2020 St.Catharines - Merritton 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	322,221	14,980	4.6	307,242	95.4

**2021 St.Catharines - Merritton 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%	158,372	100%	0.82%	100	295,056	100%	1.53%	100	275,124	100%	1.43%	100	184,855	100%	0.96%	100	381,694	100%	1.98%	100
3526053	St. Catharines, ON (CY)	118,411	0.61%	57,449	36.27%	48.52%	5913	70,492	23.89%	59.53%	3895	73,358	26.66%	61.95%	4347	66,805	36.14%	56.42%	5891	81,802	21.43%	69.08%	3494
3526043	Niagara Falls, ON (CY)	79,204	0.41%	15,772	9.96%	19.91%	2427	28,930	9.80%	36.53%	2390	28,105	10.22%	35.48%	2490	19,957	10.80%	25.20%	2631	34,210	8.96%	43.19%	2184
3520005	Toronto, ON (C)	2,568,898	13.31%	6,616	4.18%	0.26%	31	21,883	7.42%	0.85%	56	14,195	5.16%	0.55%	39	4,662	2.52%	0.18%	19	29,607	7.76%	1.15%	58
3525005	Hamilton, ON (C)	483,265	2.50%	8,680	5.48%	1.80%	219	17,505	5.93%	3.62%	237	17,798	6.47%	3.68%	258	8,825	4.77%	1.83%	191	27,776	7.28%	5.75%	291
3526032	Welland, ON (CY)	47,953	0.25%	12,380	7.82%	25.82%	3147	20,005	6.78%	41.72%	2729	19,513	7.09%	40.69%	2855	13,241	7.16%	27.61%	2883	24,374	6.39%	50.83%	2570
3526037	Thorold, ON (CY)	17,927	0.09%	13,101	8.27%	73.08%	8907	17,150	5.81%	95.67%	6259	18,357	6.67%	102.40%	7184	15,066	8.15%	84.04%	8776	18,362	4.81%	102.43%	5180
3521005	Mississauga, ON (CY)	642,951	3.33%	3,175	2.00%	0.49%	60	8,238	2.79%	1.28%	84	6,237	2.27%	0.97%	68	3,534	1.91%	0.55%	57	11,994	3.14%	1.87%	94
3521010	Brampton, ON (CY)	596,084	3.09%	2,187	1.38%	0.37%	45	6,356	2.15%	1.07%	70	6,043	2.20%	1.01%	71	2,720	1.47%	0.46%	48	10,322	2.70%	1.73%	88
3526003	Fort Erie, ON (T)	28,126	0.15%	4,045	2.55%	14.38%	1753	6,277	2.13%	22.32%	1460	8,350	3.04%	29.69%	2083	4,770	2.58%	16.96%	1771	9,335	2.45%	33.19%	1678
3526047	Niagara-on-the-Lake, ON (T)	17,192	0.09%	5,608	3.54%	32.62%	3976	7,144	2.42%	41.55%	2718	7,226	2.63%	42.03%	2949	7,199	3.89%	41.87%	4372	7,954	2.08%	46.27%	2340

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2021 St.Catharines - Merritton 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
17,739	11,841	66.8	11,591	65.3	12,790	72.1	12,533	70.7	14,070	79.3

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

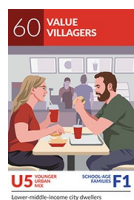
Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	388,133	14,070	3.6	374,062	96.4

Top 5 segments represent **32.6%** of customers in Southern Ontario



Rank: 1
 Customers: 28,822
 Customers %: 8.64
 % in Benchmark: 4.63
 Index: 186

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: 23,316
 Customers %: 6.99
 % in Benchmark: 2.39
 Index: 292

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: 23,257
 Customers %: 6.97
 % in Benchmark: 4.68
 Index: 149

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: 18,016
 Customers %: 5.40
 % in Benchmark: 2.82
 Index: 191

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: 15,244
 Customers %: 4.57
 % in Benchmark: 2.60
 Index: 176

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.

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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