Community Profile: Stratford - Downtown Stratford

Prepared for: Economic Developers Council of Ontario – My Main Street
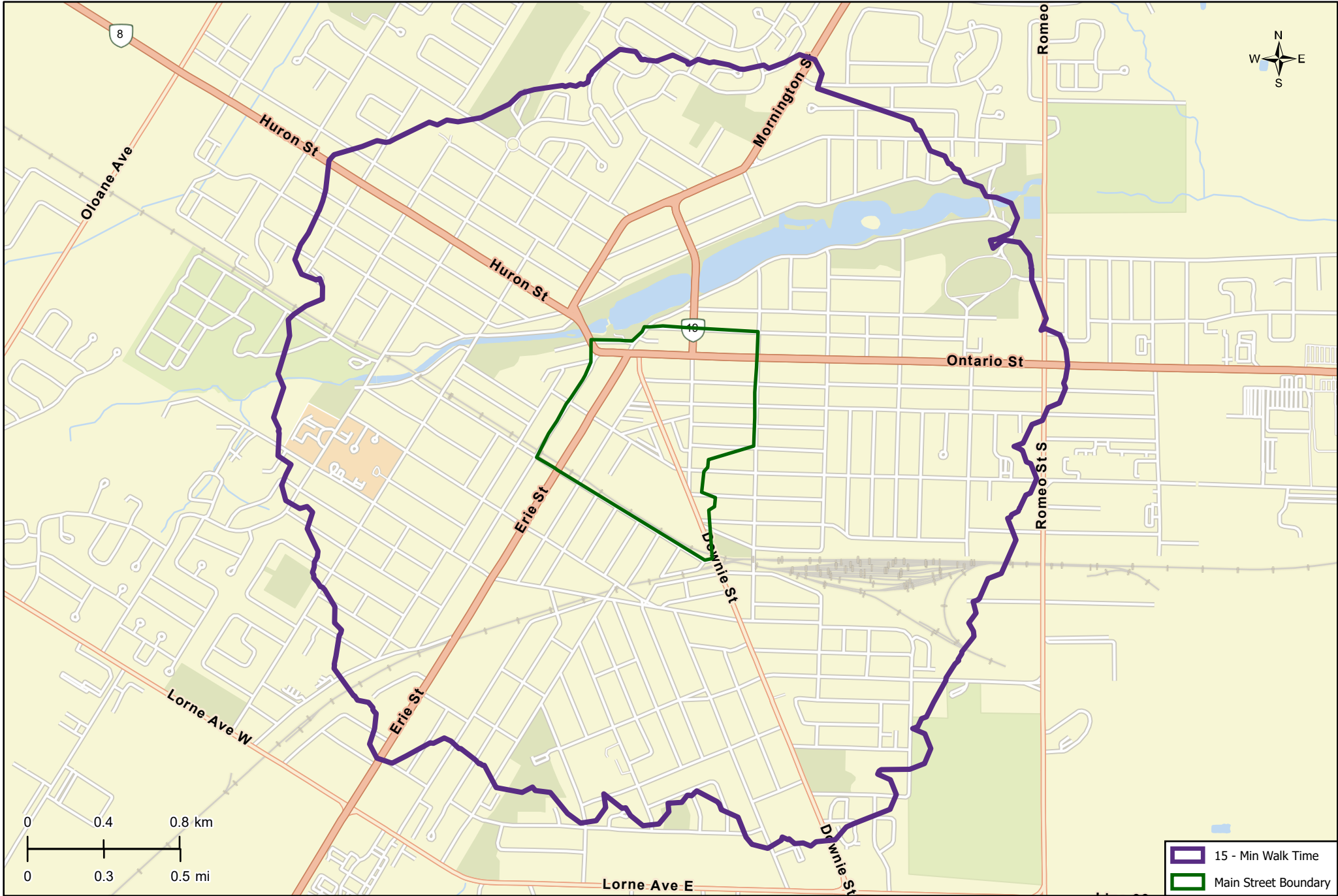
Date: February 24, 2022

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ENVIRONICS
ANALYTICS

15 - Min Walk Time

Main Street Boundary

2022-01-12 12:55 PM

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Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Stratford - Downtown Stratford

POPULATION

16,451

HOUSEHOLDS

7,552

MEDIAN MAINTAINER AGE

55

Index:**101**

MARITAL STATUS

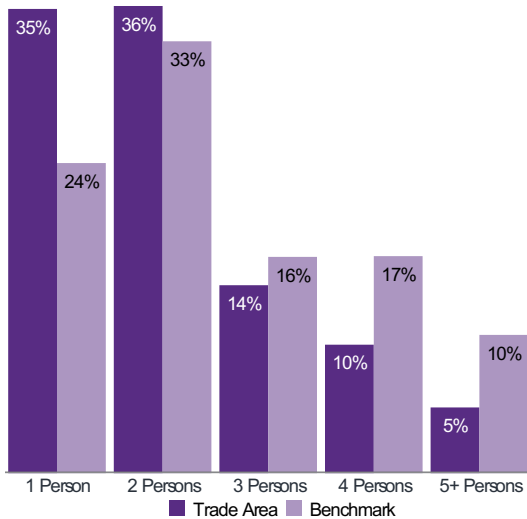**53.2%**

Index: **92**

Married/Common-Law

FAMILY STATUS*

19.5%

Index:**123**

Total Lone-Parent Families

HOUSEHOLD SIZE

Household Size	Trade Area	Benchmark
1 Person	35%	24%
2 Persons	36%	33%
3 Persons	14%	16%
4 Persons	10%	17%
5+ Persons	5%	10%

■ Trade Area ■ Benchmark

POPULATION BY AGE

	Count	%	Index
0 to 4	659	4.0	79
5 to 9	750	4.6	85
10 to 14	802	4.9	86
15 to 19	869	5.3	89
20 to 24	937	5.7	85
25 to 29	1,027	6.2	89
30 to 34	1,089	6.6	99
35 to 39	1,062	6.5	100
40 to 44	1,025	6.2	101
45 to 49	1,046	6.4	101
50 to 54	1,069	6.5	99
55 to 59	1,320	8.0	110
60 to 64	1,322	8.0	119
65 to 69	1,220	7.4	131
70 to 74	927	5.6	118
75 to 79	575	3.5	106
80 to 84	373	2.3	104
85+	380	2.3	104

AGE OF CHILDREN AT HOME

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

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Stratford - Downtown Stratford

Population: 16,451 | **Households:** 7,552

TENURE

Rented 34.9%

Owned 65.1%

STRUCTURE TYPE

70.6%
Houses
Index:91

29.0%
Apartments
Index:131

AGE OF HOUSING*

60+ Years Old

% Comp:59.6 Index: 288

AVERAGE HOUSEHOLD INCOME

$90,743

Index:79

HOUSEHOLD INCOME DISTRIBUTION
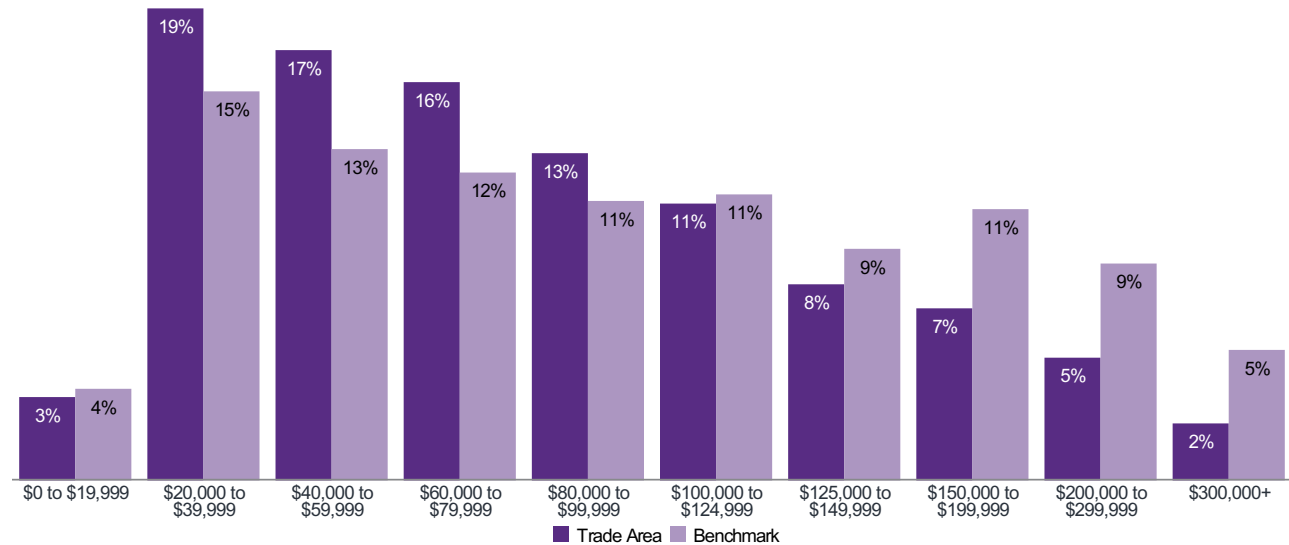
Income Range	Trade Area	Benchmark
$0 to $19,999	3%	4%
$20,000 to $39,999	19%	15%
$40,000 to $59,999	17%	13%
$60,000 to $79,999	16%	12%
$80,000 to $99,999	13%	11%
$100,000 to $124,999	11%	11%
$125,000 to $149,999	8%	9%
$150,000 to $199,999	7%	11%
$200,000 to $299,999	5%	9%
$300,000+	2%	5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

4

Demographics | Education & Employment

Trade Area: Stratford - Downtown Stratford

Population: 16,451 | **Households:** 7,552

EDUCATION

19.6%
Index:**74**

University Degree

LABOUR FORCE PARTICIPATION

70.6%
Index:**108**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

37.8%
Index:**104**

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

5.9%
Index:**300**

Travel to work by**Walking**

EDUCATIONAL ATTAINMENT

Category	Trade Area	Benchmark
No Cert/Dipl or Degree	17.0%	15.0%
High School Certificate	32.9%	28.3%
Trades Cert/Dipl	6.5%	5.9%
College/CEGEP Cert/Dipl	22.6%	22.7%
University Cert/Dipl	1.4%	1.6%
Bachelor's Degree	13.7%	18.3%
Above Bachelor's	5.9%	8.3%

■ Trade Area ■ Benchmark

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	18.4%	14.2%
Trades and Transport	10.7%	8.9%
Manufacturing and Utilities	8.6%	3.5%
Social Science, Education and Gov't	7.1%	8.0%
Business and Finance	6.9%	9.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Stratford - Downtown Stratford

Population: 16,451 | **Households:** 7,552

ENVIRONICS
ANALYTICS

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
2.2%	5.5%	0.5%	10.5%	Before 2001
Index:92	Index:19	Index:23	Index:40	8.0% Index:57
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

- Black: Trade Area 1.4%, Benchmark 4.5%
- South Asian: Trade Area 1.0%, Benchmark 9.9%
- SE Asian: Trade Area 0.9%, Benchmark 0.9%
- Latin American: Trade Area 0.7%, Benchmark 1.3%
- Chinese: Trade Area 0.5%, Benchmark 5.1%

■ Trade Area ■ Benchmark

LANGUAGES SPOKEN AT HOME: TOP 5**

- English: Trade Area 97.2%, Benchmark 79.8%
- Spanish: Trade Area 0.2%, Benchmark 0.6%
- Arabic: Trade Area 0.1%, Benchmark 0.8%
- Gujarati: Trade Area 0.1%, Benchmark 0.3%
- Italian: Trade Area 0.1%, Benchmark 0.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

**Ranked by percent composition*

Index Colours:	<80	80 - 110	110+

Top 5 segments represent **68.6%** of households in Stratford - Downtown Stratford

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45 SLOW-LANE SUBURBS

S6 OLDER SUBURBAN | OLDER FAMILIES & EMPTY NESTS M1
Older and mature suburban singles and couples

Rank:	1
Hhlds:	2,087
Hhld %:	27.63
% in Benchmark:	1.94
Index:	1,428

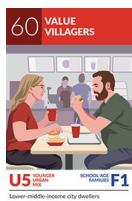Slow-Lane Suburbs consists of a mix of older and mature singles and couples living in the suburbs of midsize cities like Thunder Bay, Cape Breton, St. John's and Sault Ste. Marie. Most maintainers are over 55, and those still in the labour force typically hold service sector and white-collar jobs in health, food services, sales or retail. With their high school and college educations yielding middle incomes, nearly three-quarters of adults are owners of relatively inexpensive homes. Many are aging in place in a single, semi or duplex in an older neighbourhood. In Slow-Lane Suburbs, two-thirds of households consist of only one or two people. Content in their established communities, more than three-quarters of residents are third-plus-generation Canadians, and they enjoy time-honoured outdoor activities like fishing, hunting and camping. And many have time on their hands to travel to Atlantic Canada and snowbird destinations in Florida. For excitement, they like attending an auto race or golf event. Marketers can reach them with a message that aligns with their belief in Saving on Principle, emphasizing products and services for the frugal minded.

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60 VALUE VILLAGERS

U5 YOUNGER URBAN MIX | SCHOOL-AGE FAMILIES F1
Lower-middle-income city dwellers

Rank:	2
Hhlds:	1,274
Hhld %:	16.86
% in Benchmark:	2.72
Index:	619

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).

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09 BOOMER BLISS

S1 SUBURBAN ELITE | OLDER FAMILIES & EMPTY NESTS M1
Older and mature, upper-middle-income suburbanites

Rank:	3
Hhlds:	732
Hhld %:	9.70
% in Benchmark:	2.89
Index:	336

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.

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57 JUGGLING ACTS

U5 YOUNGER URBAN MIX | YOUNGER & COUPLES Y2
Younger, lower-middle-income urban singles and families

Rank:	4
Hhlds:	553
Hhld %:	7.33
% in Benchmark:	1.81
Index:	405

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 semis, 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).

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62 SUBURBAN RECLINERS

S6 OLDER SUBURBAN | MATURE SINGLES & COUPLES M2
Suburban downscale singles and couples

Rank:	5
Hhlds:	538
Hhld %:	7.12
% in Benchmark:	2.12
Index:	336

Suburban Recliners is one of the older segments, a collection of suburban areas surrounding smaller and midsize cities, including a number of newer retirement communities. Households typically contain empty-nesting couples and older singles living alone; nearly 40 percent of maintainers are over 65 years old, and one in ten members is widowed. With many now retired, residents get by on income supplemented by pensions and government transfers. Those still in the workforce have low-paying jobs in accommodation and food services. But their downscale incomes go far in their neighbourhoods where dwelling values are about half the national average. In Suburban Recliners, members typically live in single-detached houses or low-rise apartments and are as equally likely to be owners as renters. When it comes to leisure, these third-plus-generation Canadians aren't ready to slow down just yet. They like to attend community theatre productions, craft show and music festivals. Occasionally, they'll spring for tickets to a figure skating event or auto race. Despite their tight budgets, they enjoy buying products on impulse without first comparing prices (Buying on Impulse).

Benchmark: Southern Ontario

Psychographics | SocialValues Overview

Trade Area: Stratford - Downtown Stratford

⬆ Strong Values

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⬇ Weak Values

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Legacy	85
Consumption Evangelism	87
Equal Relationship with Youth	87

✦ Descriptions | Top 3 Strong Values

Obedience to Authority

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

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.

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

Brand Genuineness

Tendency to value authenticity and to look for a deeper level of brand experience. People strong on this construct want their brands to have a soul, a history, a founding myth, a place of origin that confers its own culture. These preferences attract them to brands that not only provide the functionality they seek but also feed their imaginations by telling a true and compelling story.

Skepticism Toward Small Business

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

Ostentatious Consumption

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

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: Stratford - Downtown Stratford

WealthScapes Households: 7,519

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 90,758	$ 74,201	$ 51,313	$ 2,877
Index: 78	Index: 81	Index: 80	Index: 80

WEALTH* | ASSETS*

	Net Worth	Savings	Investments	Unlisted Shares	Real Estate	Liquid Assets
% Holders	99.7% Index: 100	94.9% Index: 100	54.2% Index: 90	9.5% Index: 76	67.5% Index: 89	97.7% Index: 100
Balance	$509,835	$62,137	$289,080	$233,584	$509,667	$264,203
	Index: 69	Index: 81	Index: 86	Index: 73	Index: 68	Index: 80

DEBT*

	Consumer Debt	Mortgage Debt
% Holders	90.1% Index: 99	40.3% Index: 87
Balance	$44,808	$187,320
	Index: 68	Index: 63

FINANCIAL RATIO

	Debt:Asset
% Holders	0.19% Index: 87

Benchmark: Southern Ontario

% Holders represent where customers are found.

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

Index Colours:	<80	80 - 110	110+

Financial | WealthScapes - Ratios

Trade Area: Stratford - Downtown Stratford

WealthScapes Households: 7,519

FINANCIAL RATIOS*

Debt: Asset
0.19
Index:87

Debt: Liquid Assets
0.45
Index: 73

Consumer Debt - Discr. Income
0.79
Index:84

Savings - Investments
0.65
Index:108

Pension - Non-Pension Assets
0.25
Index:114

Real Estate Assets - Liq. Assets
1.33
Index:76

Mortgage - Real Estate Assets
0.22
Index:90

Mortgage - Consumer Debt
1.87
Index:81

Index Colours:	<80	80 - 110	110+

ENVIRONICS
ANALYTICS

Trade Area: Stratford - Downtown Stratford

Households: 7,552

Total Aggregate Current Consumption: $488,842,731

Average Current Consumption	**Average Household Income**	**Average Disposable Income**
$64,730	$91,282	$73,722
Index: 79	Index: 79	Index: 82

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$17,847	27.6%
Index 85	Index 107

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$10,870	16.8%
Index 85	Index 107

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$10,576	16.3%
Index 77	Index 97

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$4,741	7.3%
Index 83	Index 104

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$4,322	6.7%
Index 79	Index 100

Tobacco and Alcohol
Avg. Dollars/Household	Pct. of Total Expenditure
$3,912	6.0%
Index 110	Index 139

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$2,858	4.4%
Index 60	Index 75

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$2,559	4.0%
Index 64	Index 81

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$2,358	3.6%
Index 71	Index 90

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Expenditures | Foodspend - Annual Household Expenditure Overview

ENVIRONICS ANALYTICS

Trade Area: Stratford - Downtown Stratford
Households: 7,552

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$91,282	$10,870	$3,211	$7,659
Index: 79	Index 85	Index 80	Index 87

Total Aggregate Food Expenditure: $ 82,090,215

Bakery		Cereal Products		Fruit and nuts	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$806	10.5%	$425	5.5%	$829	10.8%
Index 92	Index 106	Index 83	Index 95	Index 76	Index 87

Vegetables		Dairy products & Eggs		Meat	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$747	9.8%	$1,036	13.5%	$1,543	20.1%
Index 81	Index 92	Index 81	Index 92	Index 98	Index 112

Fish & Seafood		Beverages & Other Food	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$248	3.2%	$2,023	26.4%
Index 85	Index 97	Index 92	Index 105

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

13

Post COVID-19 Activities

Behavioural-Vividata | Post COVID-19

ENVIRONICS ANALYTICS

Trade Area: Stratford - Downtown Stratford

Household Population 14+: 14,076

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	10.7	11.0	97
Going to restaurants, bars or night clubs	55.2	55.1	100
Having physical Contact with family and friends	59.2	57.7	103
Participating in group activities	37.4	38.7	97
Partying	11.9	15.8	76
Seeing family and friends in person	64.9	62.8	103
Entertainment			
Attending events, festivals or concerts	40.8	42.9	95
Attending sports events (excludes professional sports)	16.9	18.2	93
Attending to professional sports events or games	23.9	25.4	94
Going to the movies	41.9	45.7	92
Movement & Travel			
Driving more	14.6	16.1	91
Shopping in-store	40.4	42.9	94
Spending time outdoors	28.5	32.5	88
Travelling outside of Canada/ abroad	46.1	53.2	87
Travelling within Canada	48.6	49.9	97
Using public transit	7.9	13.7	58
Personal			
Getting back to old habits	35.9	36.2	99
Going to a salon, barber shop or spa	30.6	33.7	91
Going to the gym	16.8	22.6	74
Education/Work			
Children going back to school	18.4	20.3	91
Going back to work	13.8	17.6	78
Other			
Not Stated	0.3	0.6	46

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Stratford - Downtown Stratford

Household Population 14+: 14,076

RADIO
Listeners: 83.8%
Index: 103

8.1 Hours/Week*

Index: **109**

Top Formats

	Trade Area	Benchmark
Traditional Country	14.7%	11.4%
New Country	23.2%	18.8%
Album Rock/Classic Rock	52.6%	44.0%

TELEVISION
Viewers: 94.5%
Index: 100

22.0 Hours/Week*

Index: **106**

Top Program Types

	Trade Area	Benchmark
Adult Animated Series	32.7%	30.8%
Situation Comedies	53.7%	51.7%
Science Fiction/Fantasy Dramas	39.0%	38.7%

NEWSPAPER
Readers: 27.3%
Index: 100

0.5 Hours/Week*

Index: **84**

Top Sections Read

	Trade Area	Benchmark
Local News	23.5%	22.5%
Comics	11.2%	10.9%
Home or Real Estate	7.7%	7.5%

MAGAZINE
Readers: 70.6%
Index: 97

1.2 Hours/Month*

Index: **88**

Top Titles

	Trade Area	Benchmark
Outdoor Canada	17.0%	12.5%
Cottage Life	15.9%	14.7%
Maclean's	32.3%	30.0%

INTERNET
Users: 97.8%
Index: 100

22.1 Hours online past week*

Index: **101**

Top Activities

	Trade Area	Benchmark
Clip Mobile Coupons	27.5%	25.5%
Listen to Radio/Podcast	44.8%	42.3%
Games	56.6%	54.5%

DIRECT/OUTDOOR

1 Times used public transit past week*

Index: **25**

Top DM Formats Used to Plan/Make Purchases

	Trade Area	Benchmark
Addressed Mail Offers	8.4%	8.2%
E-mail Coupons	14.6%	15.0%
Coupon Booklets	13.4%	14.2%

*Consumption values based to variable's incidence count.

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Activities

Trade Area: Stratford - Downtown Stratford

Household Population 18+: 13,393

FACEBOOK
82.5% currently use
Index: **106**
Top Activities (Daily)

Read news feed	Cmt/Like other users' posts	Use Messenger
49.1% / 42.7%	33.2% / 27.6%	26.7% / 23.4%

■ Trade Area ■ Benchmark

TWITTER
27.5% currently use
Index:**94**
Top Activities (Daily)

Read tweets	Watch videos	Send/Receive Direct Msgs
13.7% / 14.2%	4.9% / 6.4%	3.4% / 4.3%

■ Trade Area ■ Benchmark

INSTAGRAM
35.9% currently use
Index: **92**
Top Activities (Daily)

View photos/videos	Like photos/videos	Comment on photos/videos
8.0% / 8.5%	6.5% / 6.7%	3.4% / 3.8%

■ Trade Area ■ Benchmark

LINKEDIN
33.0% currently use
Index: **80**
Top Activities (Weekly)

Read your newsfeed	View a job posting	Search and review other profiles
3.0% / 4.7%	2.6% / 3.9%	1.5% / 3.6%

■ Trade Area ■ Benchmark

YOUTUBE
65.2% currently use
Index:**93**
Top Activities (Daily)

Watch videos	Like/dislike videos	Watch live videos
21.7% / 28.0%	6.3% / 8.1%	5.2% / 6.8%

■ Trade Area ■ Benchmark

SNAPCHAT
12.9% currently use
Index: **99**
Top Activities (Weekly)

Receive photos/videos	Send photos/videos	Send direct text messages
6.2% / 6.6%	5.4% / 5.7%	5.3% / 5.9%

■ Trade Area ■ Benchmark

WHATSAPP
26.4% currently use
Index: **62**
Top Activities (Daily)

Send/receive messages	Send/receive images	Use group chats
3.0% / 5.7%	2.9% / 6.0%	1.9% / 4.6%

■ Trade Area ■ Benchmark

Opticks Social | Social Media Usage

Trade Area: Stratford - Downtown Stratford

Household Population 18+: 13,393

ENVIRONICS
ANALYTICS

FRIENDS IN ALL SM NETWORKS

36.7%
Index:**104**

0-49 friends

FREQUENCY OF USE (DAILY)

62.6%
Index:**111**

Facebook

BRAND INTERACTION

36.4%
Index:**106**

Like brand on Facebook

NO. OF BRANDS INTERACTED

28.8%
Index:**94**

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA

Reason	Trade Area	Benchmark
Get coupons & discounts	30.3%	29.4%
Learn about products & services	28.9%	28.8%
Enter contests	27.3%	25.4%
Provide feedback	11.7%	11.7%
Be among first to hear news	9.4%	11.7%
Engage with content	7.9%	8.4%
Share brand-related stories	4.9%	5.9%
Make suggestions	4.5%	5.5%

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

Trade Area: Stratford - Downtown Stratford

Total Household Population 18+: 13,393

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

% Comp **90.7**   Index **103**

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

% Comp **43.6**   Index **90**

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

% Comp **85.8**   Index **102**

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

% Comp **37.7**   Index **92**

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

% Comp **54.8**   Index **97**

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

% Comp **27.2**   Index **90**

Opticks eShopper | Purchase Preference by Category

ENVIRONICS ANALYTICS

Trade Area: Stratford - Downtown Stratford

Total Household Population 18+: 13,393

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)

Category	Trade Area	Benchmark
Automotive	17.4	20.1
Babies and children	9.3	12.9
Media	39.8	43.0
Clothing & Fashions	27.1	30.6
Home Electronics	37.5	41.8
Event tickets	49.6	50.3
Gift card/ cert.	27.7	33.1
Groceries	13.3	16.7
Beauty & Cosmetics	14.5	18.4
Home & Garden	20.3	24.4
Financial products	23.5	30.3
Office supplies	30.5	34.7
Pets	13.8	15.3
Pharma.	22.5	26.9
Sporting goods	18.9	24.2
Vacation/ travel	47.4	51.6
Food Home delivery svcs.	13.8	19.8
Wireless service providers	40.0	42.6
Insurance products	25.6	31.6
Online meal kits (e.g. Hello Fresh)	12.1	15.7
Govt. services	49.2	52.0

Legend: ■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

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Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: Stratford - Downtown Stratford

Total Household Population 18+: 13,393

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	65.2% Index:**106**	32.7% Index:**89**	11.3% Index:**92**	2.2% Index:**69**
Purchase preference	80.2% Index:**106**	27.1% Index:**88**	9.1% Index:**93**	1.9% Index:**75**
Customer Service	68.7% Index:**111**	15.2% Index:**85**	4.6% Index:**81**	19.4% Index:**90**

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.7%	3.8%	10.1%	9.3%	3.1%	1.5%
Benchmark	2.0%	4.5%	10.8%	9.5%	4.4%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home Electronics & Computers Deep Dive

Trade Area: Stratford - Downtown Stratford

Total Household Population 18+: 13,393

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	56.0% Index:111	51.0% Index:93	13.9% Index: 89	8.6% Index: 104
Purchase preference	75.8% Index: 111	37.5% Index:90	9.9% Index:90	6.5% Index: 100
Customer Service	63.1% Index:112	22.6% Index:91	6.4% Index: 87	39.1% Index: 106

AMOUNT SPENT [PST 12 MTHS]

Amount	Trade Area	Benchmark
Less than $100	3.9%	4.3%
$100-$249	6.7%	6.4%
$250-$499	4.8%	6.2%
$500-$999	5.0%	6.1%
$1000 or more	4.5%	6.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive

Trade Area: Stratford - Downtown Stratford

Total Household Population 18+: 13,393

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	55.2% Index:116	29.6% Index:84	8.3% Index:76	2.6% Index:75
Purchase preference	68.3% Index:113	27.7% Index:84	6.8% Index:77	3.6% Index:118
Customer Service	49.5% Index:117	17.8% Index:87	4.9% Index:80	27.2% Index:98

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.8%	4.1%	7.1%	2.2%	1.1%
Benchmark	3.3%	5.3%	8.3%	3.8%	1.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

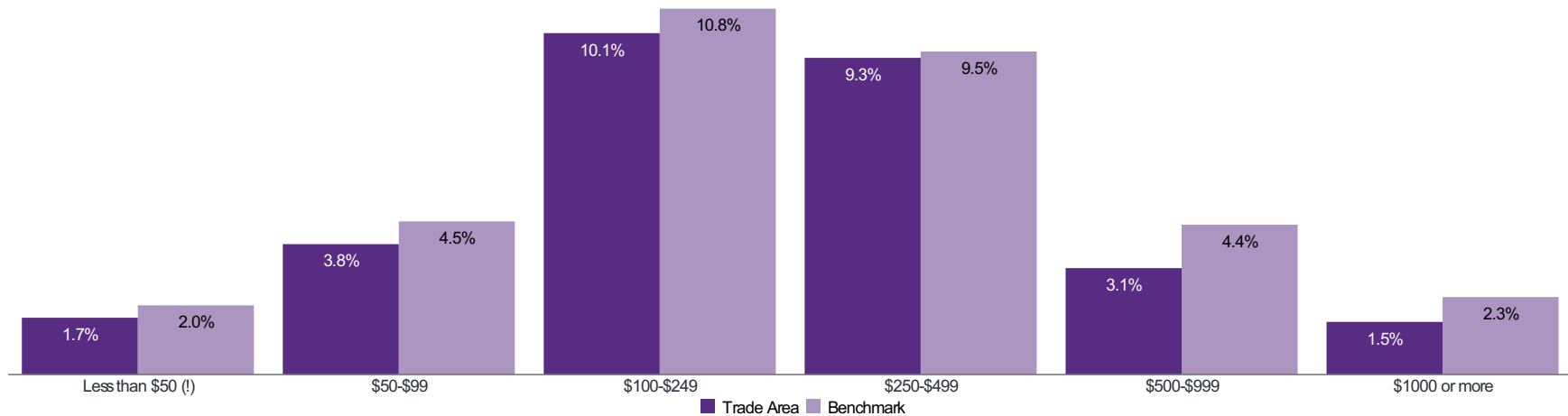# Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Stratford - Downtown Stratford

Total Household Population 18+: 13,393

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	75.9% Index:105	21.7% Index:88	9.1% Index:82	2.3% Index:85
Purchase preference	87.7% Index:105	13.3% Index:80	4.6% Index:74	2.0% Index:83
Customer Service	77.0% Index:110	8.5% Index:74	2.8% Index:70	17.5% Index:93

AMOUNT SPENT [PST 12 MTHS]

Category	Trade Area	Benchmark
Less than $50 (!)	2.2%	1.6%
$50-$99 (!)	1.2%	1.9%
$100-$249	2.6%	3.8%
$250-$499	2.5%	3.1%
$500-$999	2.4%	3.0%
$1000 or more	5.4%	6.9%

■ Trade Area ■ Benchmark

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

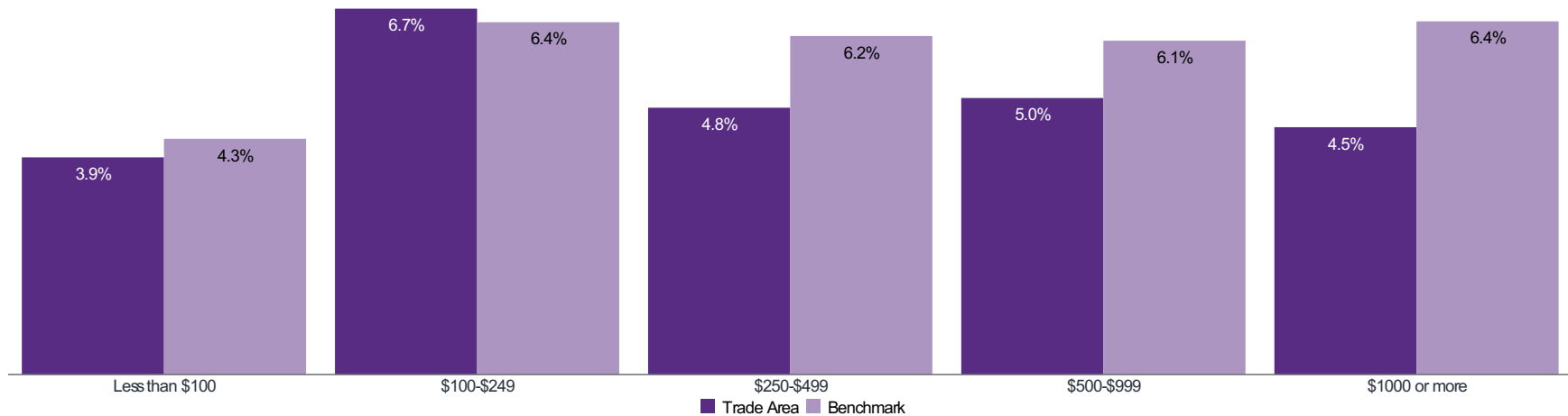| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Beauty & Cosmetics Deep Dive

Trade Area: Stratford - Downtown Stratford

Total Household Population 18+: 13,393

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	35.5% Index:100	18.8% Index:85	6.3% Index:77	1.3% Index:45
Purchase preference	47.7% Index:103	14.5% Index:78	4.8% Index:75	1.3% Index:55
Customer Service	38.4% Index:106	9.9% Index:79	3.1% Index:71	13.0% Index:89

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	3.2%	3.5%	3.8%	1.6%	0.9%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home & Garden Deep Dive

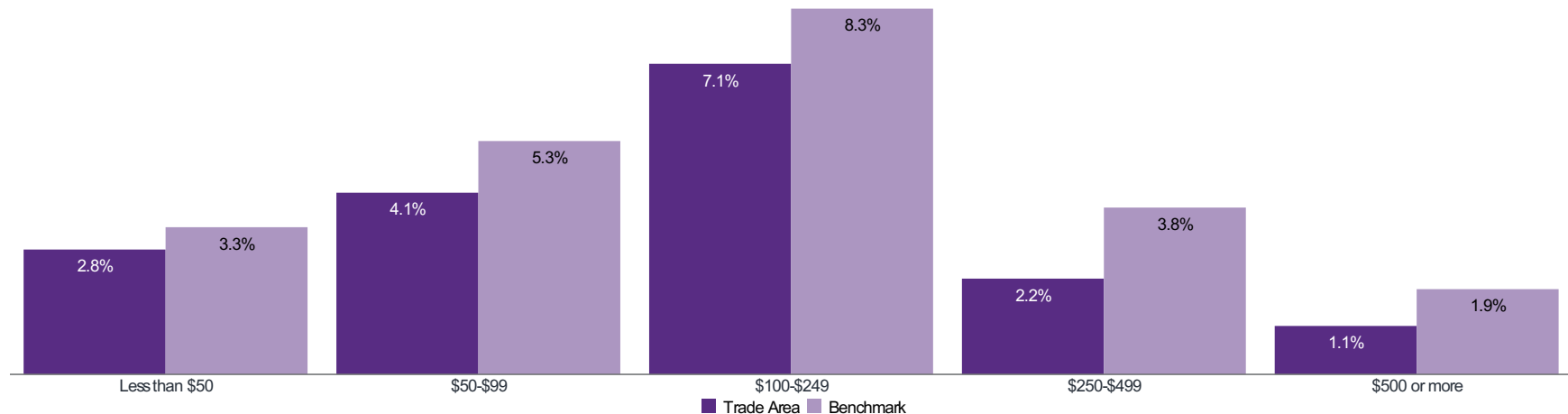**ENVIRONICS** ANALYTICS

Trade Area: Stratford - Downtown Stratford

Total Household Population 18+: 13,393

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	54.7% Index:106	37.5% Index:99	9.8% Index:86	5.7% Index:100
Purchase preference	72.7% Index:107	20.3% Index:83	5.9% Index:85	2.9% Index:82
Customer Service	60.1% Index:111	13.3% Index:83	4.0% Index:84	22.5% Index:98

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.4%	2.0%	3.2%	2.9%	2.7%
Benchmark	2.2%	3.2%	4.3%	3.2%	3.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Sporting Goods Deep Dive

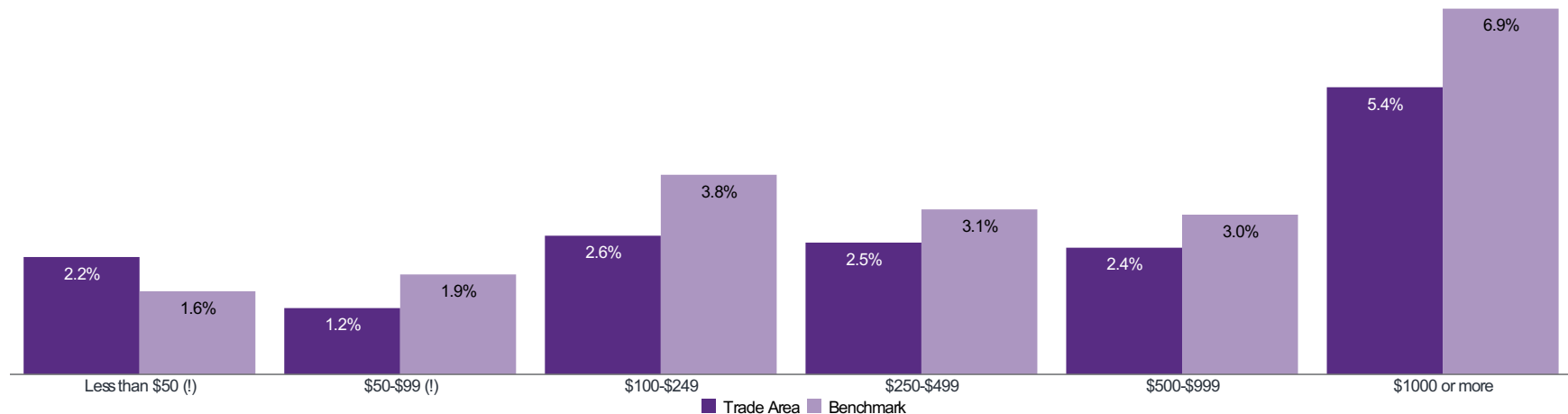ENVIRONICS
ANALYTICS

Trade Area: Stratford - Downtown Stratford

Total Household Population 18+: 13,393

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	41.3% Index:106	27.1% Index:84	8.6% Index:82	3.2% Index:82
Purchase preference	54.1% Index:104	18.9% Index:78	6.6% Index:88	2.0% Index:65
Customer Service	43.9% Index:105	11.7% Index:78	3.9% Index:76	18.0% Index:88

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.1%	1.8%	3.8%	2.2%	1.3%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

(!) 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

ENVIRONICS ANALYTICS

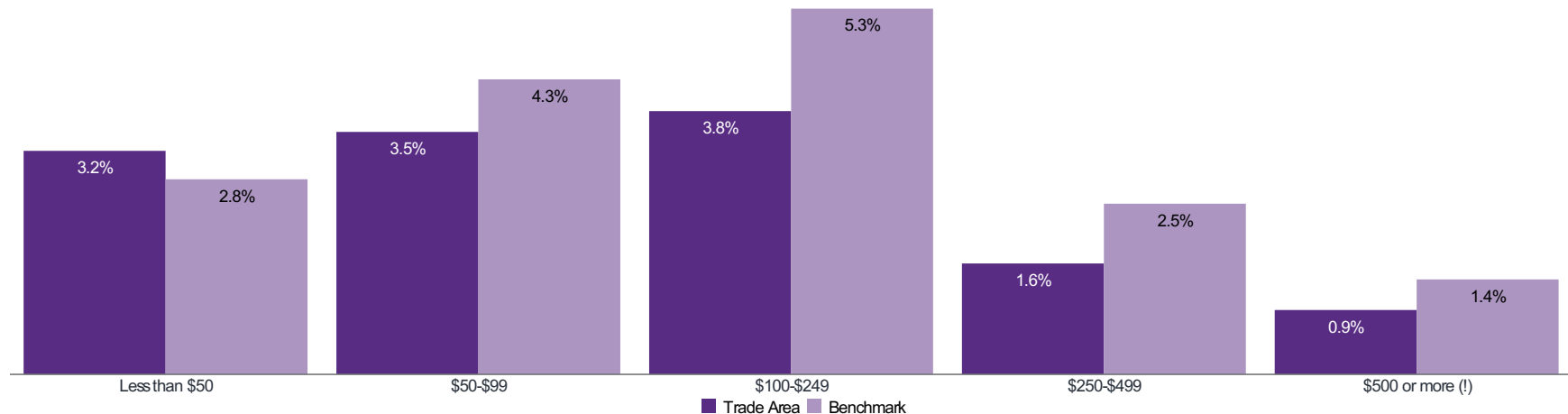**Trade Area:** Stratford - Downtown Stratford

Total Household Population 18+: 13,393

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	23.8% Index:116	56.2% Index:97	12.9% Index:86	15.5% Index:96
Purchase preference	34.1% Index:118	47.4% Index:92	5.9% Index:90	16.4% Index:91
Customer Service	35.3% Index:121	24.7% Index:90	4.8% Index:69	43.8% Index:100

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	1.5%	0.3%	1.7%	2.1%	10.6%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

■ Trade Area ■ Benchmark

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

Index Colours:	<80	80 - 110	110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Stratford - Downtown Stratford

Households: 7,552

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock
68.3%
Index:101

Has high quality fresh produce
61.7%
Index:104

Has high quality meat department
42.2%
Index:101

Carries food/non-food items I need
39.9%
Index:97

Carries variety of items and services
34.4%
Index:96

Only store that carries what I want
27.1%
Index:89

Has special section for dietary needs
12.0%
Index:97

Has variety of freshly prep. foods/meals
11.2%
Index:80

Carries variety of organic prod. (!)
10.2%
Index:90

Carries wide variety of ethnic prod.
9.4%
Index:70

Carries selection of alcoholic bev. (^)
2.3%
Index:61

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+

ShopperChoice | Store Loyalty - Shopping Experience

Trade Area: Stratford - Downtown Stratford

Households: 7,552

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me	Organized layout makes it easy to shop	Easy to get in and get out quickly
54.0% Index:**90**	**42.1%** Index:**101**	**41.5%** Index:**97**

Staff are friendly and knowledgeable	Short checkout lines/fast checkout	Has extended hours
41.1% Index:**122**	**32.9%** Index:**92**	**24.0%** Index:**87**

I like the store ambiance	Has self-checkout	Offers an online shopping option (!)
16.1% Index:**80**	**10.5%** Index:**76**	**6.6%** Index:**74**

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Price and Promo

Trade Area: Stratford - Downtown Stratford

Households: 7,552

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Store has great sales and promotions

66.0%
Index: **98**

Discover good value when shopping

63.9%
Index: **97**

Store has the lowest prices overall

56.3%
Index: **97**

Store has a customer loyalty card program

50.5%
Index: **102**

Has loyalty prog. app and offers pers. promos

31.0%
Index: **105**

I'm loyal to their store brands

20.5%
Index: **89**

OUT OF STOCK ITEM

	% Base	% % Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	42.5	40.2	0.2	106
Leave the store and buy it elsewhere	29.9	30.9	0.2	97
Purchase another brand	17.3	21.2	0.1	82
Purchase another size or variety of the same brand (!)	10.3	7.7	0.3	133

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

Main Street Visitors

2019 Stratford - Downtown Stratford Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+ #	% of Total	Spring 2019 #	% of Total	% Pen	Index	Summer 2019 #	% of Total	% Pen	Index	Fall 2019 #	% of Total	% Pen	Index	Winter 2019 #	% of Total	% Pen	Index	Full Year 2019 #	% of Total	% Pen	Index
	Total	19,302,713	100%	213,639	100%	1.11%	100	235,327	100%	1.22%	100	165,834	100%	0.86%	100	147,131	100%	0.76%	100	366,419	100%	1.90%	100
3539036	London, ON (CY)	349,526	1.81%	21,406	10.02%	6.12%	553	24,090	10.24%	6.89%	565	18,583	11.21%	5.32%	619	12,998	8.83%	3.72%	488	40,649	11.09%	11.63%	613
3530013	Kitchener, ON (CY)	212,928	1.10%	14,465	6.77%	6.79%	614	16,433	6.98%	7.72%	633	11,444	6.90%	5.37%	626	8,505	5.78%	3.99%	524	26,671	7.28%	12.53%	660
3520005	Toronto, ON (C)	2,568,898	13.31%	12,267	5.74%	0.48%	43	17,932	7.62%	0.70%	57	9,221	5.56%	0.36%	42	4,985	3.39%	0.19%	25	26,368	7.20%	1.03%	54
3531011	Stratford, ON (CY)	28,523	0.15%	22,663	10.61%	79.46%	7179	22,383	9.51%	78.48%	6437	21,076	12.71%	73.89%	8601	21,968	14.93%	77.02%	10104	24,014	6.55%	84.19%	4435
3530016	Waterloo, ON (CY)	99,847	0.52%	7,505	3.51%	7.52%	679	7,840	3.33%	7.85%	644	4,857	2.93%	4.86%	566	4,410	3.00%	4.42%	579	13,027	3.56%	13.05%	687
3530010	Cambridge, ON (CY)	114,129	0.59%	5,136	2.40%	4.50%	407	5,658	2.40%	4.96%	407	4,230	2.55%	3.71%	431	2,825	1.92%	2.48%	325	9,813	2.68%	8.60%	453
3525005	Hamilton, ON (C)	483,265	2.50%	4,788	2.24%	0.99%	90	5,675	2.41%	1.17%	96	3,012	1.82%	0.62%	73	2,113	1.44%	0.44%	57	9,015	2.46%	1.87%	98
3532042	Woodstock, ON (CY)	38,475	0.20%	4,872	2.28%	12.66%	1144	4,745	2.02%	12.33%	1012	4,598	2.77%	11.95%	1391	4,014	2.73%	10.43%	1369	8,670	2.37%	22.53%	1187
3521010	Brampton, ON (CY)	596,084	3.09%	3,690	1.73%	0.62%	56	4,676	1.99%	0.78%	64	1,936	1.17%	0.32%	38	1,945	1.32%	0.33%	43	7,333	2.00%	1.23%	65
3531030	Perth East, ON (TP)	10,236	0.05%	6,166	2.89%	60.24%	5443	5,508	2.34%	53.81%	4414	4,928	2.97%	48.14%	5604	5,753	3.91%	56.21%	7374	6,718	1.83%	65.63%	3457

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

2019 Stratford - Downtown Stratford Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2019 Visitors #	% Pen	Summer 2019 Visitors #	% Pen	Fall 2019 Visitors #	% Pen	Winter 2019 Visitors #	% Pen	Full Year 2019 Visitors #	% Pen
13,928	9,962	71.5	9,852	70.7	9,242	66.4	9,847	70.7	10,249	73.6

2019 Stratford - Downtown Stratford 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	374,326	10,249	2.7	364,077	97.3

2020 Stratford - Downtown Stratford Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+ #	% of Total	Spring 2020 #	% of Total	% Pen	Index	Summer 2020 #	% of Total	% Pen	Index	Fall 2020 #	% of Total	% Pen	Index	Winter 2020 #	% of Total	% Pen	Index	Full Year 2020 #	% of Total	% Pen	Index
	Total	19,302,713	100%	112,756	100%	0.58%	100	179,270	100%	0.93%	100	146,330	100%	0.76%	100	111,395	100%	0.58%	100	264,880	100%	1.37%	100
3539036	London, ON (CY)	349,526	1.81%	11,368	10.08%	3.25%	557	18,881	10.53%	5.40%	582	14,195	9.70%	4.06%	536	9,291	8.34%	2.66%	461	30,472	11.50%	8.72%	635
3531011	Stratford, ON (CY)	28,523	0.15%	21,135	18.74%	74.10%	12685	22,145	12.35%	77.64%	8360	22,863	15.62%	80.16%	10574	20,203	18.14%	70.83%	12274	23,524	8.88%	82.48%	6010
3530013	Kitchener, ON (CY)	212,928	1.10%	8,164	7.24%	3.83%	656	13,968	7.79%	6.56%	706	9,039	6.18%	4.25%	560	6,734	6.05%	3.16%	548	21,619	8.16%	10.15%	740
3520005	Toronto, ON (C)	2,568,898	13.31%	3,192	2.83%	0.12%	21	8,805	4.91%	0.34%	37	5,178	3.54%	0.20%	27	3,819	3.43%	0.15%	26	12,750	4.81%	0.50%	36
3530016	Waterloo, ON (CY)	99,847	0.52%	3,164	2.81%	3.17%	543	6,598	3.68%	6.61%	712	4,326	2.96%	4.33%	572	3,198	2.87%	3.20%	555	10,062	3.80%	10.08%	734
3531030	Perth East, ON (TP)	10,236	0.05%	5,383	4.77%	52.59%	9003	6,060	3.38%	59.20%	6374	7,301	4.99%	71.33%	9409	5,180	4.65%	50.60%	8769	7,315	2.76%	71.47%	5208
3530010	Cambridge, ON (CY)	114,129	0.59%	2,272	2.01%	1.99%	341	4,639	2.59%	4.06%	438	2,717	1.86%	2.38%	314	2,220	1.99%	1.94%	337	6,960	2.63%	6.10%	444
3532042	Woodstock, ON (CY)	38,475	0.20%	2,851	2.53%	7.41%	1268	3,381	1.89%	8.79%	946	3,543	2.42%	9.21%	1215	2,276	2.04%	5.92%	1025	6,813	2.57%	17.71%	1290
3531016	St. Marys, ON (T)	6,626	0.03%	3,655	3.24%	55.16%	9442	4,440	2.48%	67.01%	7216	4,623	3.16%	69.77%	9204	3,813	3.42%	57.55%	9973	5,585	2.11%	84.29%	6142
3530020	Wilmot, ON (TP)	18,259	0.09%	3,187	2.83%	17.45%	2988	3,849	2.15%	21.08%	2270	3,553	2.43%	19.46%	2567	2,640	2.37%	14.46%	2506	5,393	2.04%	29.54%	2153

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

2020 Stratford - Downtown Stratford Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2020 Visitors #	% Pen	Summer 2020 Visitors #	% Pen	Fall 2020 Visitors #	% Pen	Winter 2020 Visitors #	% Pen	Full Year 2020 Visitors #	% Pen
13,928	9,681	69.5	8,957	64.3	9,582	68.8	9,467	68.0	10,062	72.2

2020 Stratford - Downtown Stratford 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	267,020	10,062	3.8	256,958	96.2

ENVIRONICS ANALYTICS

2021 Stratford - Downtown Stratford 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%**	**113,102**	**100%**	**0.59%**	**100**	**229,754**	**100%**	**1.19%**	**100**	**177,079**	**100%**	**0.92%**	**100**	**127,663**	**100%**	**0.66%**	**100**	**313,113**	**100%**	**1.62%**	**100**
3539036	London, ON (CY)	349,526	1.81%	9,041	7.99%	2.59%	441	23,149	10.08%	6.62%	556	14,264	8.06%	4.08%	445	11,048	8.65%	3.16%	478	33,061	10.56%	9.46%	583
3531011	Stratford, ON (CY)	28,523	0.15%	20,426	18.06%	71.61%	12222	22,469	9.78%	78.78%	6618	22,593	12.76%	79.21%	8634	22,076	17.29%	77.40%	11703	23,850	7.62%	83.62%	5155
3530013	Kitchener, ON (CY)	212,928	1.10%	7,229	6.39%	3.40%	579	15,384	6.70%	7.22%	607	10,023	5.66%	4.71%	513	8,244	6.46%	3.87%	585	22,041	7.04%	10.35%	638
3520005	Toronto, ON (C)	2,568,898	13.31%	3,780	3.34%	0.15%	25	14,513	6.32%	0.56%	47	9,842	5.56%	0.38%	42	3,520	2.76%	0.14%	21	21,401	6.83%	0.83%	51
3530016	Waterloo, ON (CY)	99,847	0.52%	3,924	3.47%	3.93%	671	6,763	2.94%	6.77%	569	5,109	2.88%	5.12%	558	3,945	3.09%	3.95%	597	11,707	3.74%	11.72%	723
3521005	Mississauga, ON (CY)	642,951	3.33%	1,965	1.74%	0.31%	52	6,583	2.87%	1.02%	86	2,781	1.57%	0.43%	47	1,376	1.08%	0.21%	32	8,265	2.64%	1.29%	79
3530010	Cambridge, ON (CY)	114,129	0.59%	2,030	1.79%	1.78%	304	5,262	2.29%	4.61%	387	4,417	2.49%	3.87%	422	2,448	1.92%	2.14%	324	8,121	2.59%	7.12%	439
3525005	Hamilton, ON (C)	483,265	2.50%	2,256	1.99%	0.47%	80	5,001	2.18%	1.03%	87	3,631	2.05%	0.75%	82	988	0.77%	0.20%	31	7,457	2.38%	1.54%	95
3521010	Brampton, ON (CY)	596,084	3.09%	1,870	1.65%	0.31%	54	5,593	2.43%	0.94%	79	1,783	1.01%	0.30%	33	1,885	1.48%	0.32%	48	7,424	2.37%	1.25%	77
3531030	Perth East, ON (TP)	10,236	0.05%	5,975	5.28%	58.37%	9962	7,522	3.27%	73.49%	6174	6,994	3.95%	68.33%	7448	6,819	5.34%	66.61%	10072	7,379	2.36%	72.09%	4444

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

2021 Stratford - Downtown Stratford 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
13,928	9,578	68.8	10,267	73.7	10,711	76.9	10,418	74.8	11,056	79.4

2021 Stratford - Downtown Stratford 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	319,185	11,056	3.5	308,129	96.5

ENVIRONICS
ANALYTICS

Customers: Stratford Downtown Stratford - FY 2021: Sum_Unique_Visitors

Total Customers: 278,394

Top 5 segments represent 33.3% of customers in Southern Ontario

33 NEW COUNTRY
R1 UPPER-MIDDLE RURAL MIDDLE-AGE FAMILIES F3
Middle-aged, middle-income rural couples and families
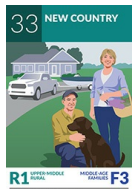
Rank:	1
Customers:	28,600
Customers %:	10.27
% in Benchmark:	2.74
Index:	375

Found mostly in Alberta and Ontario, New Country is one of the wealthiest rural segments, with nearly two-thirds of residents working in well-paying jobs in agriculture, mining, natural industries and other blue-collar occupations. Scoring high for self-employment, a significant percentage of residents work as farmers and independent contractors in related industries. Their six-figure incomes provide comfortable, single-detached houses and enviable lifestyles. Forty percent of the maintainers are between 45 and 64 years old, and nearly 45 percent of households have children, typically of all ages. Like generations of rural households before them, New Country members are known for their deep roots in the community. Three-quarters of residents are third-plus-generation Canadians; fewer than one in ten are foreign-born. In these rural settings, people get attached to their pickups and drive them for decades. For leisure, they like to go hunting, fishing and boating, or they'll stay home and do some gardening. With their traditional views on politics and religion, they support family values and oppose government involvement in people's private lives; they score very low on Active Government.

19 FAMILY MODE
S3 UPPER-MIDDLE SUBURBIA MIDDLE-AGE FAMILIES F3
Suburban, upscale middle-aged families

Rank:	2
Customers:	21,192
Customers %:	7.61
% in Benchmark:	4.68
Index:	163

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.

14 KICK-BACK COUNTRY
R1 UPPER-MIDDLE RURAL MIDDLE-AGE FAMILIES F3
Rural, middle-aged upscale families and couples

Rank:	3
Customers:	20,101
Customers %:	7.22
% in Benchmark:	2.60
Index:	278

The wealthiest rural lifestyle, Kick-Back Country is a collection of middle-aged families and older couples living in rustic areas near large and medium-size cities. For some, their communities are a weekend getaway from their busy life in the city. The maintainers tend to be between 45 and 64 years old, and children range in age from 10 to 24. Despite mixed educations—mostly high school and college—residents earn impressive incomes averaging about $150,000 from well-paying jobs in management as well as mining, construction, trades and transportation. The lower cost of living in their rural areas means nearly nine out of ten households own a home. Many are second- and third-generation Canadians drawn to spacious, single-family houses built beyond the urban sprawl; the average dwelling value is over $570,000—29 percent above average. Their driveways often contain domestic compact SUVs and large pickups for commuting to work, hauling camping and boating equipment and travelling to the city for shopping. With their conservative social views, these households score high for the value Traditional Families.

23 MID-CITY MELLOW
U2 URBAN OLDER OLDER FAMILIES & EMPTY NESTS M1
Older and mature city homeowners

Rank:	4
Customers:	11,896
Customers %:	4.27
% in Benchmark:	4.63
Index:	92

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).

09 BOOMER BLISS
S1 SUBURBAN ELITE OLDER FAMILIES & EMPTY NESTS M1
Older and mature, upper-middle-income suburbanites

Rank:	5
Customers:	11,012
Customers %:	3.96
% in Benchmark:	2.82
Index:	140

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.

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+