Community Profile: Waterloo – Uptown Waterloo

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

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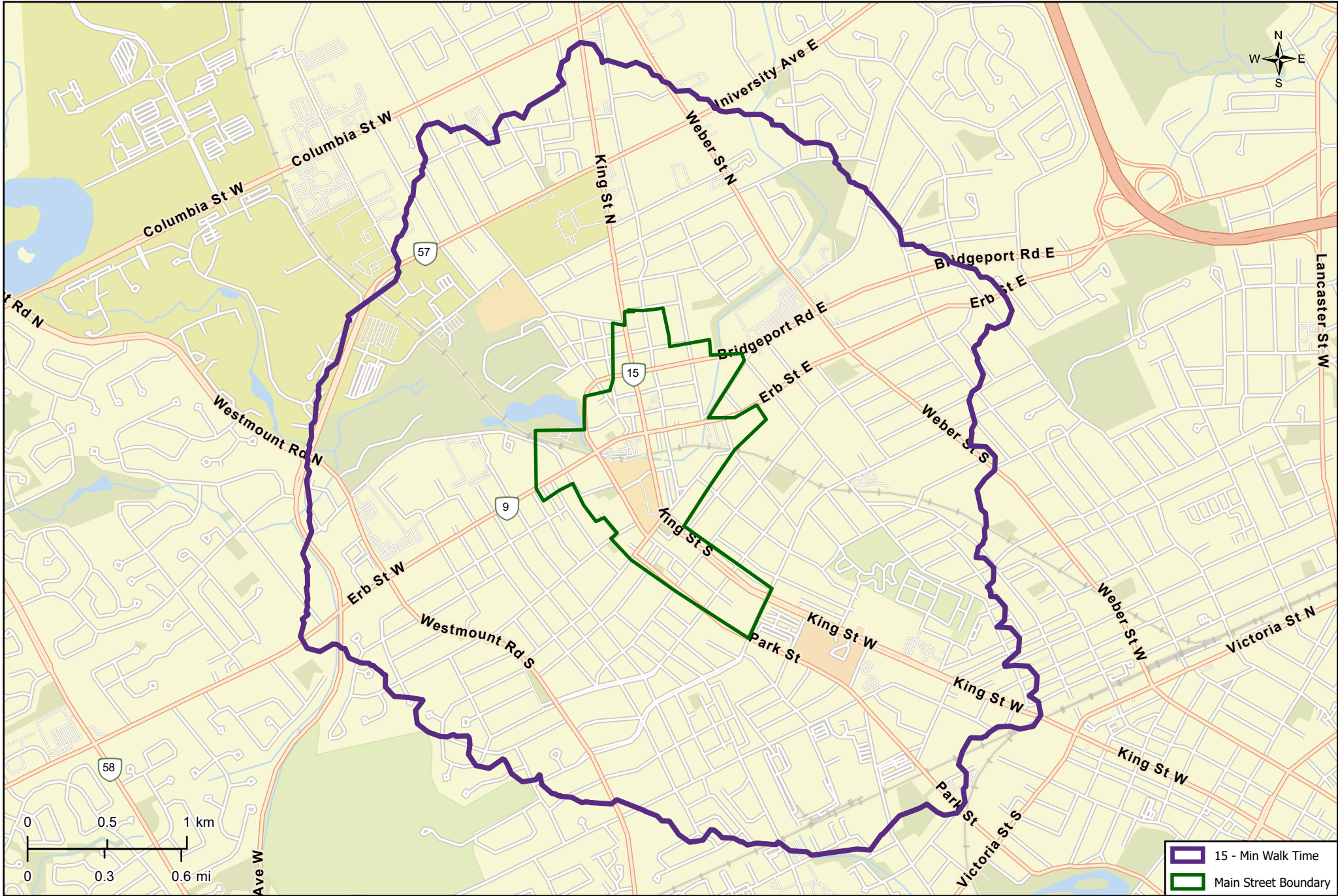
Waterloo - Uptown Waterloo
Main Street Boundary and Trade Area

ENVIRONICS
ANALYTICS

Legend:
- 15 - Min Walk Time
- Main Street Boundary

2022-01-12 12:57 PM

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Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Waterloo - Uptown Waterloo

ENVIRONICS
ANALYTICS

POPULATION

27,659

HOUSEHOLDS

13,430

MEDIAN MAINTAINER AGE

41

Index:76

MARITAL STATUS

41.3%

Index: 71

Married/Common-Law

FAMILY STATUS*

45.1%

Index:162

Single (Never Legally Married)

HOUSEHOLD SIZE

Trade Area ■ Benchmark
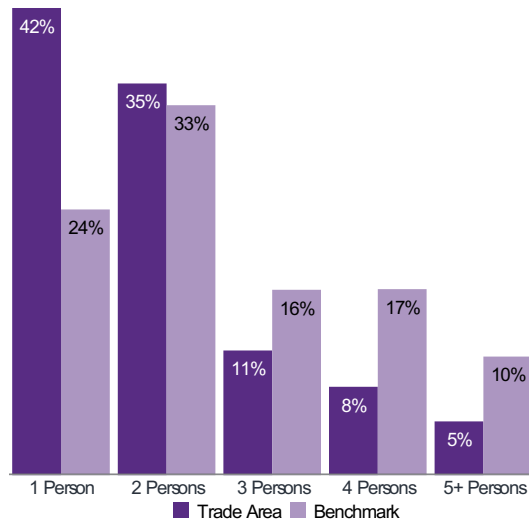
POPULATION BY AGE

	Count	%	Index
0 to 4	908	3.3	65
5 to 9	861	3.1	58
10 to 14	742	2.7	47
15 to 19	1,273	4.6	78
20 to 24	4,602	16.6	249
25 to 29	4,026	14.6	207
30 to 34	2,493	9.0	135
35 to 39	1,700	6.1	95
40 to 44	1,302	4.7	76
45 to 49	1,167	4.2	67
50 to 54	1,147	4.1	63
55 to 59	1,314	4.8	65
60 to 64	1,365	4.9	73
65 to 69	1,277	4.6	82
70 to 74	1,100	4.0	83
75 to 79	874	3.2	96
80 to 84	682	2.5	113
85+	828	3.0	135

AGE OF CHILDREN AT HOME

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: Waterloo - Uptown Waterloo

Population: 27,659 | **Households:** 13,430

TENURE

Owned 40.2%

Rented 59.8%

STRUCTURE TYPE

36.5%
Houses
Index: **47**

63.3%
Apartments
Index: **287**

AGE OF HOUSING*

Less Than 4 Years Old

% Comp: **11.7**   Index: **201**

AVERAGE HOUSEHOLD INCOME

$90,511

Index: **79**

HOUSEHOLD INCOME DISTRIBUTION
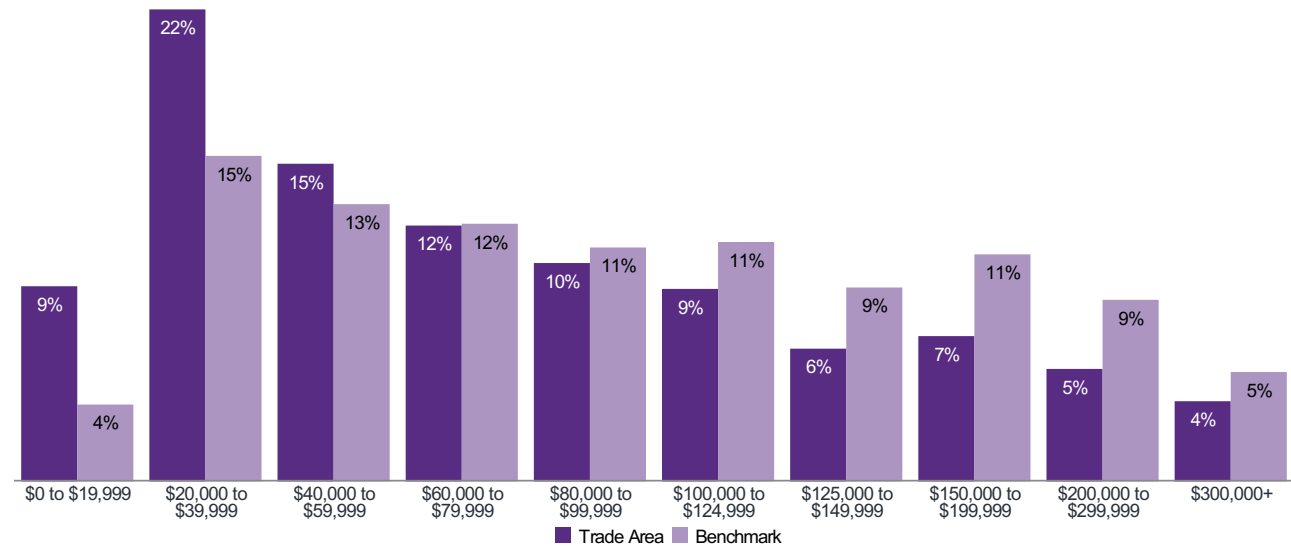
Income Range	Trade Area	Benchmark
$0 to $19,999	9%	4%
$20,000 to $39,999	22%	15%
$40,000 to $59,999	15%	13%
$60,000 to $79,999	12%	12%
$80,000 to $99,999	10%	11%
$100,000 to $124,999	9%	11%
$125,000 to $149,999	6%	9%
$150,000 to $199,999	7%	11%
$200,000 to $299,999	5%	9%
$300,000+	4%	5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: Waterloo - Uptown Waterloo

Population: 27,659 | **Households:** 13,430

EDUCATION

44.9%
Index:**169**

University Degree

LABOUR FORCE PARTICIPATION

59.7%
Index:**92**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

22.8%
Index:**63**

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

7.7%
Index:**391**

Travel to work by**Walking**

EDUCATIONAL ATTAINMENT

Category	Trade Area	Benchmark
No Cert/Dipl or Degree	8.5%	15.0%
High School Certificate	29.0%	28.3%
Trades Cert/Dipl	3.7%	5.9%
College/CEGEP Cert/Dipl	12.8%	22.7%
University Cert/Dipl	1.2%	1.6%
Bachelor's Degree	28.2%	18.3%
Above Bachelor's	16.8%	8.3%

■ Trade Area ■ Benchmark

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	12.3%	14.2%
Social Science, Education and Gov't	11.4%	8.0%
Business and Finance	8.5%	9.9%
Sciences	8.2%	5.2%
Management	5.4%	7.0%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Waterloo - Uptown Waterloo

Population: 27,659 | **Households:** 13,430

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
1.5%	28.3%	1.1%	18.3%	Before 2001
Index:63	Index:98	Index:56	Index:69	8.2% Index:59
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

- Chinese: Trade Area 12.4%, Benchmark 5.1%
- South Asian: Trade Area 6.2%, Benchmark 9.9%
- Black: Trade Area 2.3%, Benchmark 4.5%
- Latin American: Trade Area 1.5%, Benchmark 1.3%
- Arab: Trade Area 1.4%, Benchmark 2.1%

■ Trade Area ■ Benchmark

LANGUAGES SPOKEN AT HOME: TOP 5**

- English: Trade Area 82.4%, Benchmark 79.8%
- Mandarin: Trade Area 5.5%, Benchmark 1.5%
- Arabic: Trade Area 0.8%, Benchmark 0.8%
- Persian: Trade Area 0.7%, Benchmark 0.5%
- Korean: Trade Area 0.6%, Benchmark 0.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

**Ranked by percent composition*

Index Colours:	<80	80 - 110	110+

Top 5 segments represent **73.7%** of households in Waterloo - Uptown Waterloo

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47 SOCIAL NETWORKERS

U3 YOUNG URBAN OLDER — VERY YOUNG SINGLES & COUPLES Y1

Young diverse singles in city apartments

Rank:	1
Hhlds:	2,983
Hhld %:	22.21
% in Benchmark:	1.30
Index:	**1,706**

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

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51 ON THEIR OWN AGAIN

U2 URBAN OLDER — MATURE SINGLES & COUPLES M2

City seniors in apartment rentals

Rank:	2
Hhlds:	2,403
Hhld %:	17.89
% in Benchmark:	3.77
Index:	**474**

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

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16 SAVVY SENIORS

U2 URBAN OLDER — OLDER FAMILIES & EMPTY NESTS M1

Upper-middle-income seniors in urban apartments

Rank:	3
Hhlds:	2,289
Hhld %:	17.05
% in Benchmark:	3.11
Index:	**548**

An aging lifestyle, Savvy Seniors is home to older singles, couples and divorced or widowed individuals found mostly in cities throughout Ontario, British Columbia and Alberta. Many of these seniors are financially comfortable: With a mix of high school, college and university educations, they enjoy upper-middle-incomes and homes valued at nearly a half-million dollars. Nearly 40 percent of the maintainers are over 65 years old, and they gravitate to easy-to-maintain high-rise apartment buildings, condos and row houses, typically built between 1980 and 2000. More than half of the households consist of third-plus-generation Canadians, and many are empty-nesters; any children at home are typically in their twenties. About 58 percent of the adults are still in the labour force, holding upper-level positions in the sciences, education, the arts and public administration. Still fit and active, these residents have the time and money for travel, golf and fitness activities. And they still believe in the value of Community Involvement, staying active in social issues and political campaigns.

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22 INDIEVILLE

U3 YOUNG URBAN CORE — YOUNGER SINGLES & COUPLES Y2

Younger and middle-aged urban singles and couples

Rank:	4
Hhlds:	1,246
Hhld %:	9.28
% in Benchmark:	0.52
Index:	**1,782**

Indieville is a classic urban hodgepodge: a mix of younger and middle-aged maintainers, singles and couples, and first- and second-generation Canadians. Drawn to the vibrant, urban core of the nation's big cities, a significant portion of these residents live in Toronto and nearly half are single, divorced or separated. This is a smart group: nearly 40 percent are university educated and members are twice as likely as average Canadians to hold master's degrees. But their average incomes—mostly from white-collar and service sector jobs in the arts, education and science—indicate that they're on the lower rungs of the career ladder. Half of all households are headed by maintainers under 45 years old, and residents typically live in older, low-rise apartments, duplexes and semi-detached dwellings. For many, Indieville is just the latest stop on an upwardly mobile journey; nearly 45 percent have moved in the last five years. Residents have a penchant for the latest technology and enjoy shopping online for books, music, fashion and groceries, all of which is not surprising given their age, education and high scores of Ostentatious Consumption.

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52 FRIENDS & ROOMIES

U5 YOUNGER URBAN MIX — YOUNGER SINGLES & COUPLES Y2

Young, diverse lower-middle-income city dwellers

Rank:	5
Hhlds:	970
Hhld %:	7.23
% in Benchmark:	2.06
Index:	**352**

One of the largest segments, Friends & Roomies attracts mostly young singles and single-parent families to neighbourhoods in cities like Calgary, Edmonton, Winnipeg and Victoria. More than a third of maintainers are younger than 35, more than half under 44. A majority of the households contain single, divorced or separated individuals. With mixed educational achievement—from high school to university degrees—members hold a variety of predominantly service sector and white-collar jobs. Incomes are below average, and over three-quarters are renters, mostly in low-rise units. In this transitional segment, more than 60 percent of Friends & Roomies households moved in the past five years. Today, nearly 40 percent of the population are first-generation Canadians, typically black, Filipino and South Asian immigrants who identify as visible minorities. These young people are able to turn modest incomes into active social lives, enjoying bars, nightclubs and community theatres at high rates. And many like to shop—especially online—for video games, movies and music. In their diverse neighbourhoods, they enjoy Culture Sampling, incorporating the cultural influences of other groups into their lives.

Benchmark: Southern Ontario

Psychographics | SocialValues Overview

Trade Area: Waterloo - Uptown Waterloo

⬆ Strong Values

Values	Index
Ecological Concern	128
Culture Sampling	125
Flexible Families	120
Sexual Permissiveness	119
Intuition & Impulse	117
Rejection of Authority	116
Rejection of Orderliness	116
Active Government	115
Primacy of Environmental Protection	115
Global Consciousness	114

⬇ Weak Values

Values	Index
Attraction to Nature	70
Primacy of the Family	81
Religiosity	81
Legacy	83
Utilitarian Consumerism	87
Xenophobia	87
Parochialism	88
Technology Anxiety	88
Traditional Family	88
Cultural Assimilation	89

⭐ Descriptions | Top 3 Strong Values

Ecological Concern

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

Culture Sampling

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

Flexible Families

Willingness to accept non-traditional definitions of "family", such as common law and same-sex marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. The belief that society should be open to new definitions of what constitutes a "family".

⭐ Descriptions | Top 3 Weak Values

Attraction to Nature

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

Primacy of the Family

Centrality of family; making personal sacrifices and providing for one's family over all else.

Religiosity

Placing great importance on religion as a construct which guides one's life. Also, placing great significance on having an affiliation with an organized religious faith. Tendency to consider that religion represents the essential values and education that should be transmitted to the next generation. (Note: Lower scores on this construct should be construed not as anti-religious, but as "Apatheistic").

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: Waterloo - Uptown Waterloo

WealthScapes Households: 13,100

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 91,311	**$ 71,619**	**$ 49,296**	**$ 2,874**
Index: 79	Index: 78	Index: 77	Index: 80

WEALTH*   ## ASSETS*

Net Worth
% Holders
99.6%   Index: 100
Balance
$623,782
Index: 85

Savings
% Holders
94.8%   Index: 100
Balance
$86,999
Index: 114

Investments
% Holders
56.6%   Index: 94
Balance
$394,534
Index: 117

Unlisted Shares
% Holders
15.1%   Index: 122
Balance
$389,326
Index: 122

Real Estate
% Holders
43.5%   Index: 57
Balance
$687,036
Index: 92

Liquid Assets
% Holders
97.9%   Index: 100
Balance
$368,311
Index: 111

DEBT*   ## FINANCIAL RATIO

Consumer Debt
% Holders
88.4%   Index: 97
Balance
$35,930
Index: 54

Mortgage Debt
% Holders
23.7%   Index: 51
Balance
$274,681
Index: 92

Debt:Asset
% Holders
0.13%   Index: 63

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: Waterloo - Uptown Waterloo

WealthScapes Households: 13,100

FINANCIAL RATIOS*

Debt: Asset	Debt: Liquid Assets	Consumer Debt - Discr. Income	Savings - Investments
0.13	0.27	0.64	0.61
Index: 63	Index: 44	Index: 69	Index: 102

Pension - Non-Pension Assets	Real Estate Assets - Liq. Assets	Mortgage - Real Estate Assets	Mortgage - Consumer Debt
0.23	0.83	0.22	2.05
Index: 105	Index: 47	Index: 90	Index: 89

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Waterloo - Uptown Waterloo

Households: 13,430

Total Aggregate Current Consumption: $874,554,931

Average Current Consumption	Average Household Income	Average Disposable Income
$65,120	$90,223	$69,963
Index: 80	Index: 78	Index: 78

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$17,873	27.4%
Index 85	Index 107

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$10,183	15.6%
Index 80	Index 100

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$8,937	13.7%
Index 65	Index 81

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$4,553	7.0%
Index 79	Index 100

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$4,511	6.9%
Index 82	Index 104

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$3,728	5.7%
Index 78	Index 98

Tobacco and Alcohol
Avg. Dollars/Household	Pct. of Total Expenditure
$3,384	5.2%
Index 95	Index 119

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$2,700	4.1%
Index 68	Index 85

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$2,658	4.1%
Index 80	Index 101

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Expenditures | Foodspend - Annual Household Expenditure Overview

Trade Area: Waterloo - Uptown Waterloo   **Households:** 13,430

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$90,223	$10,183	$3,755	$6,428
Index: 78	Index 80	Index 93	Index 73

Total Aggregate Food Expenditure: $ 136,758,862

Bakery
Avg. Dollars/Household	Pct. of Total Expenditure
$652	10.1%
Index 75	Index 102

Cereal Products
Avg. Dollars/Household	Pct. of Total Expenditure
$375	5.8%
Index 74	Index 100

Fruit and nuts
Avg. Dollars/Household	Pct. of Total Expenditure
$811	12.6%
Index 74	Index 101

Vegetables
Avg. Dollars/Household	Pct. of Total Expenditure
$717	11.2%
Index 78	Index 106

Dairy products & Eggs
Avg. Dollars/Household	Pct. of Total Expenditure
$967	15.0%
Index 75	Index 103

Meat
Avg. Dollars/Household	Pct. of Total Expenditure
$989	15.4%
Index 63	Index 86

Fish & Seafood
Avg. Dollars/Household	Pct. of Total Expenditure
$208	3.2%
Index 71	Index 97

Beverages & Other Food
Avg. Dollars/Household	Pct. of Total Expenditure
$1,708	26.6%
Index 77	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+

Post COVID-19 Activities

Behavioural-Vividata | Post COVID-19

Trade Area: Waterloo - Uptown Waterloo

Household Population 14+: 24,625

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	18.3	11.0	166
Going to restaurants, bars or night clubs	56.7	55.1	103
Having physical Contact with family and friends	60.0	57.7	104
Participating in group activities	42.1	38.7	109
Partying	21.0	15.8	134
Seeing family and friends in person	63.0	62.8	100
Entertainment			
Attending events, festivals or concerts	41.4	42.9	97
Attending sports events (excludes professional sports)	15.3	18.2	84
Attending to professional sports events or games	25.0	25.4	98
Going to the movies	46.9	45.7	103
Movement & Travel			
Driving more	13.6	16.1	85
Shopping in-store	41.2	42.9	96
Spending time outdoors	32.8	32.5	101
Travelling outside of Canada/ abroad	51.6	53.2	97
Travelling within Canada	48.6	49.9	97
Using public transit	15.9	13.7	116
Personal			
Getting back to old habits	34.2	36.2	95
Going to a salon, barber shop or spa	33.9	33.7	100
Going to the gym	23.8	22.6	106
Education/Work			
Children going back to school	12.2	20.3	60
Going back to work	18.2	17.6	104
Other			
Not Stated	0.2	0.6	43

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Waterloo - Uptown Waterloo

Household Population 14+: 24,625

RADIO
Listeners: 76.3%
Index: 94

6.8 Hours/Week*

Index: **91**

Top Formats

Format	Trade Area	Benchmark
Classical	19.3%	13.4%
Jazz	13.0%	9.6%
Dance	12.3%	11.2%

TELEVISION
Viewers: 95.6%
Index: 101

20.6 Hours/Week*

Index: **99**

Top Program Types

Program Type	Trade Area	Benchmark
Adult Animated Series	35.8%	30.8%
Science Fiction/Fantasy Dramas	44.8%	38.7%
Teen Dramas	23.0%	20.3%

NEWSPAPER
Readers: 30.2%
Index: 101

0.7 Hours/Week*

Index: **115**

Top Sections Read

Section	Trade Area	Benchmark
Home or Real Estate	9.0%	7.5%
Health	13.2%	11.3%
Editorials	12.1%	10.5%

MAGAZINE
Readers: 70.8%
Index: 97

1.5 Hours/Month*

Index: **104**

Top Titles

Title	Trade Area	Benchmark
NOW	11.5%	7.8%
ELLE CANADA	15.1%	12.2%
Toronto Life	18.8%	15.9%

INTERNET
Users: 98.5%
Index: 100

23.6 Hours online past week*

Index: **107**

Top Activities

Activity	Trade Area	Benchmark
E-books/Audiobooks	31.6%	26.6%
Watched Long Form Videos	57.4%	48.4%
Career/Job Search	33.9%	30.3%

DIRECT/OUTDOOR

4 Times used public transit past week*

Index: **137**

Top DM Formats Used to Plan/Make Purchases

Format	Trade Area	Benchmark
E-mail Coupons	15.0%	15.0%
Coupon Booklets	13.3%	14.2%
Addressed Mail Offers	7.3%	8.2%

Benchmark: Southern Ontario

* Consumption values based to variable's incidence count.

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Activities

Trade Area: Waterloo - Uptown Waterloo

Household Population 18+: 23,734

FACEBOOK
77.2% currently use
Index: 99

Top Activities (Daily)

	Trade Area	Benchmark
Read news feed	42.9%	42.7%
Cmt/Like other users' posts	28.1%	27.6%
Use Messenger	25.2%	23.4%

TWITTER
33.6% currently use
Index: 114

Top Activities (Daily)

	Trade Area	Benchmark
Read tweets	16.1%	14.2%
Watch videos	6.8%	6.4%
Tweet	5.4%	4.4%

INSTAGRAM
45.1% currently use
Index: 116

Top Activities (Daily)

	Trade Area	Benchmark
View photos/videos	8.2%	8.5%
Like photos/videos	7.7%	6.7%
Send direct messages	4.6%	3.7%

LINKEDIN
46.1% currently use
Index: 111

Top Activities (Weekly)

	Trade Area	Benchmark
Read your newsfeed	6.3%	4.7%
View a job posting	4.9%	3.9%
Create a connection	3.6%	2.9%

YOUTUBE
70.9% currently use
Index: 101

Top Activities (Daily)

	Trade Area	Benchmark
Watch videos	27.3%	28.0%
Like/dislike videos	7.9%	8.1%
Watch live videos	6.1%	6.8%

SNAPCHAT
15.6% currently use
Index: 120

Top Activities (Weekly)

	Trade Area	Benchmark
Receive photos/videos	7.0%	6.6%
Send direct text messages	6.3%	5.9%
Send photos/videos	6.0%	5.7%

WHATSAPP
47.1% currently use
Index: 110

Top Activities (Daily)

	Trade Area	Benchmark
Send/receive images	7.6%	6.0%
Use group chats	7.1%	4.6%
Send/receive messages	6.7%	5.7%

Benchmark: Southern Ontario

Chosen and ranked by percent composition

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Usage

Trade Area: Waterloo - Uptown Waterloo

Household Population 18+: 23,734

ENVIRONICS
ANALYTICS

FRIENDS IN ALL SM NETWORKS

30.8%
Index:87

0-49 friends

FREQUENCY OF USE (DAILY)

55.1%
Index:98

Facebook

BRAND INTERACTION

35.5%
Index:103

Like brand on Facebook

NO. OF BRANDS INTERACTED

31.5%
Index:103

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA

Reason	Trade Area	Benchmark
Learn about products & services	31.7%	28.8%
Get coupons & discounts	30.1%	29.4%
Enter contests	25.6%	25.4%
Be among first to hear news	12.9%	11.7%
Provide feedback	11.9%	11.7%
Engage with content	8.7%	8.4%
Make suggestions	5.6%	5.5%
Share brand-related stories	5.2%	5.9%

■ Trade Area ■ Benchmark

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS ANALYTICS

Trade Area: Waterloo - Uptown Waterloo

Total Household Population 18+: 23,734

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

% Comp **84.7**   Index **96**

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

% Comp **49.8**   Index **103**

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

% Comp **82.4**   Index **98**

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

% Comp **39.3**   Index **96**

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

% Comp **59.0**   Index **104**

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

% Comp **28.0**   Index **93**

Benchmark: Southern Ontario

Ranked by percent composition.

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Waterloo - Uptown Waterloo

Total Household Population 18+: 23,734

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)

Category	Trade Area	Benchmark
Automotive	18.3	20.1
Babies and children	12.6	12.9
Media	47.2	43.0
Clothing & Fashions	32.7	30.6
Home Electronics	43.0	41.8
Event tickets	52.8	50.3
Gift card/ cert.	36.0	33.1
Groceries	17.9	16.7
Beauty & Cosmetics	22.1	18.4
Home & Garden	24.1	24.4
Financial products	34.1	30.3
Office supplies	35.8	34.7
Pets	14.9	15.3
Pharma.	29.8	26.9
Sporting goods	25.5	24.2
Vacation/ travel	53.6	51.6
Food Home delivery svcs.	25.1	19.8
Wireless service providers	45.9	42.6
Insurance products	34.2	31.6
Online meal kits (e.g. Hello Fresh)	20.8	15.7
Govt. services	52.9	52.0

■ Trade Area   ■ Benchmark

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: Waterloo - Uptown Waterloo

Total Household Population 18+: 23,734

BEHAVIOURAL PREFERENCES BY CHANNEL

CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	59.6% Index:97	40.8% Index:111	14.8% Index:120	3.9% Index:122
Purchase preference	74.7% Index:99	32.7% Index:107	11.7% Index:120	2.6% Index:100
Customer Service	59.0% Index:96	21.0% Index:117	9.2% Index:160	22.4% Index:103

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.9%	4.3%	11.4%	11.2%	5.7%	2.8%
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+

23

Opticks eShopper | Home Electronics & Computers Deep Dive

Trade Area: Waterloo - Uptown Waterloo

Total Household Population 18+: 23,734

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	47.0% Index:93	55.8% Index:102	17.9% Index: 115	8.8% Index: 107
Purchase preference	62.1% Index: 91	43.0% Index:103	13.1% Index:119	5.7% Index: 88
Customer Service	51.0% Index:91	28.6% Index:115	9.9% Index: 134	36.8% Index: 100

AMOUNT SPENT [PST 12 MTHS]

	Trade Area	Benchmark
Less than $100	4.2%	4.3%
$100-$249	5.8%	6.4%
$250-$499	5.7%	6.2%
$500-$999	5.4%	6.1%
$1000 or more	7.8%	6.4%

Benchmark: Southern Ontario

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

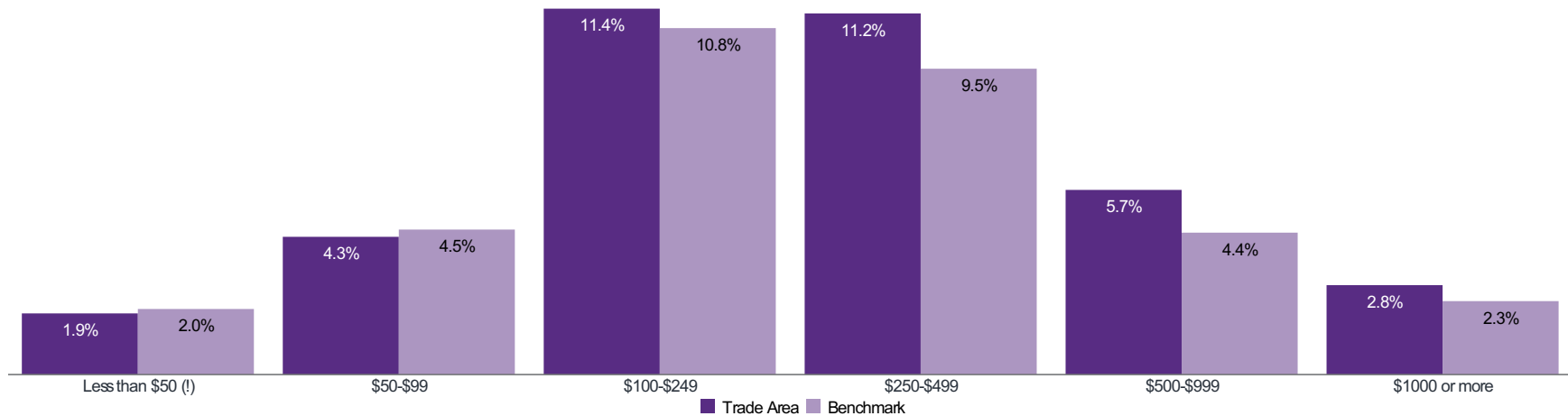| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive

Trade Area: Waterloo - Uptown Waterloo

Total Household Population 18+: 23,734

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	43.7% Index:92	38.0% Index:108	13.0% Index:118	3.5% Index:98
Purchase preference	55.4% Index:92	36.0% Index:109	9.9% Index:113	3.4% Index:109
Customer Service	38.8% Index:91	22.9% Index:112	8.3% Index:136	27.0% Index:97

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.6%	5.2%	7.4%	3.9%	3.2%
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: Waterloo - Uptown Waterloo

Total Household Population 18+: 23,734

BEHAVIOURAL PREFERENCES BY CHANNEL

GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	69.7% Index:97	28.1% Index:114	12.9% Index:116	3.9% Index:143
Purchase preference	81.3% Index:97	17.9% Index:107	7.9% Index:126	2.8% Index:115
Customer Service	64.4% Index:92	14.8% Index:128	5.7% Index:144	20.9% Index:112

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99 (!)	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	2.2%	2.7%	3.3%	3.5%	4.2%	7.8%
Benchmark	1.6%	1.9%	3.8%	3.1%	3.0%	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
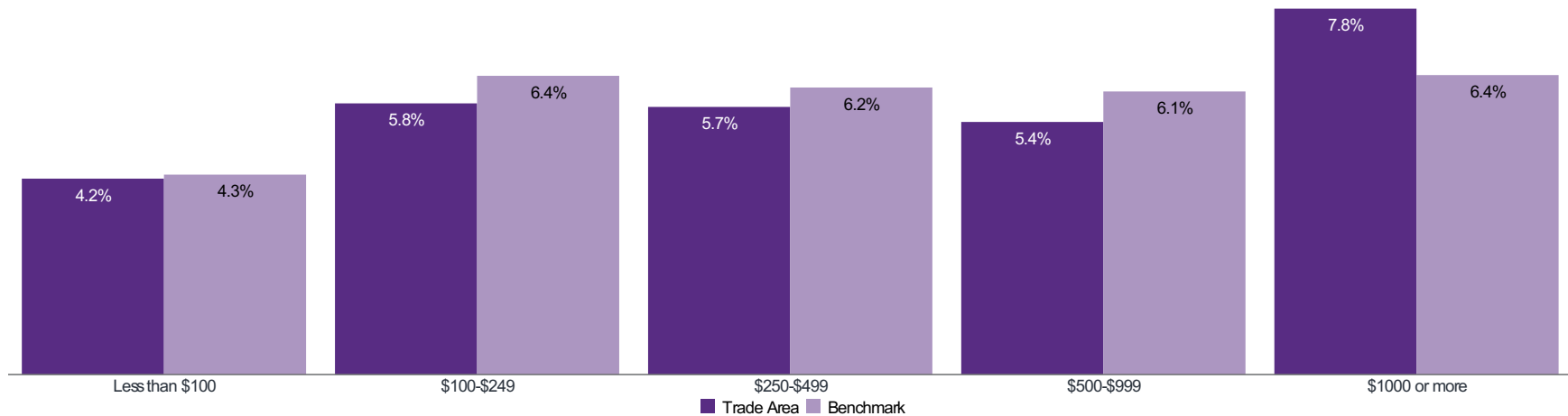
ENVIRONICS
ANALYTICS

Trade Area: Waterloo - Uptown Waterloo

Total Household Population 18+: 23,734

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	36.4% Index:103	26.3% Index:119	10.5% Index:129	3.0% Index:105
Purchase preference	47.2% Index:102	22.1% Index:120	7.7% Index:120	2.8% Index:121
Customer Service	37.0% Index:102	15.3% Index:122	6.3% Index:146	16.7% Index:114

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	2.6%	4.2%	6.4%	3.6%	2.3%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home & Garden Deep Dive
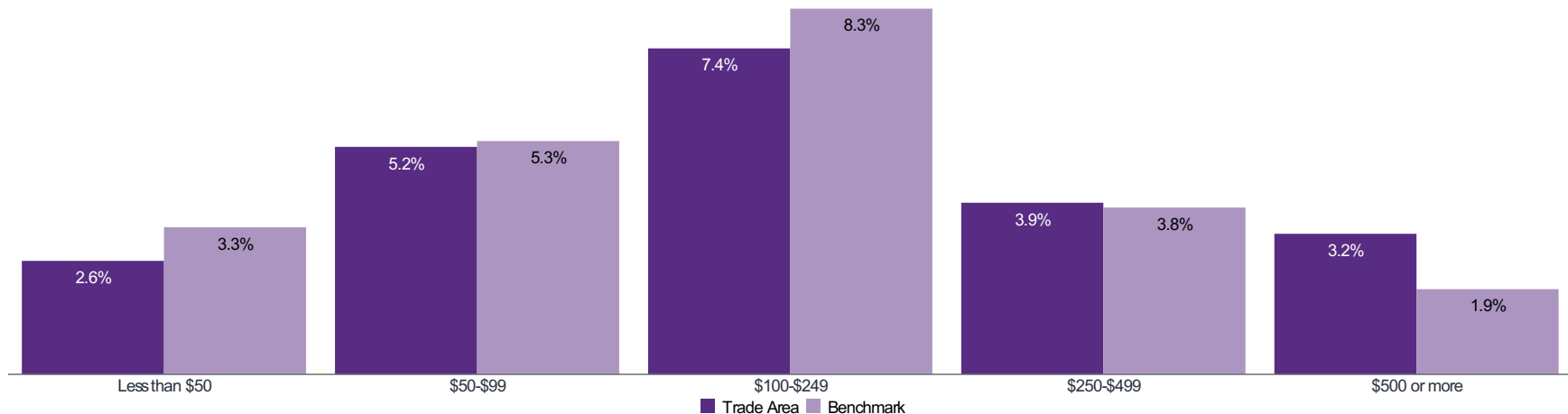
ENVIRONICS
ANALYTICS

Trade Area: Waterloo - Uptown Waterloo

Total Household Population 18+: 23,734

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	45.1% Index:87	34.3% Index:91	12.1% Index:106	5.6% Index:98
Purchase preference	58.2% Index:85	24.1% Index:99	8.1% Index:117	3.0% Index:85
Customer Service	45.0% Index:83	18.5% Index:116	5.4% Index:113	20.8% Index:91

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.2%	3.3%	4.3%	3.0%	2.5%
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+

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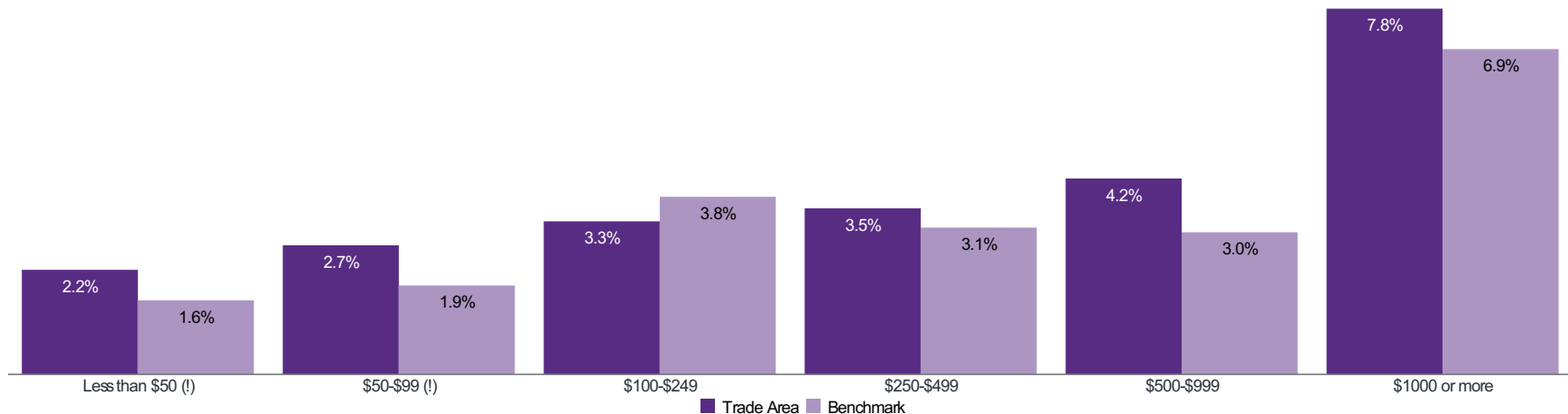# Opticks eShopper | Sporting Goods Deep Dive

Trade Area: Waterloo - Uptown Waterloo

Total Household Population 18+: 23,734

BEHAVIOURAL PREFERENCES BY CHANNEL

SPORTING GOODS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	38.9% Index:100	31.9% Index:99	12.1% Index:115	5.2% Index:133
Purchase preference	49.0% Index:94	25.5% Index:106	8.5% Index:113	3.0% Index:98
Customer Service	39.2% Index:94	17.8% Index:118	6.9% Index:134	19.6% Index:96

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.9%	2.5%	4.6%	2.8%	2.3%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Vacation/Travel Deep Dive

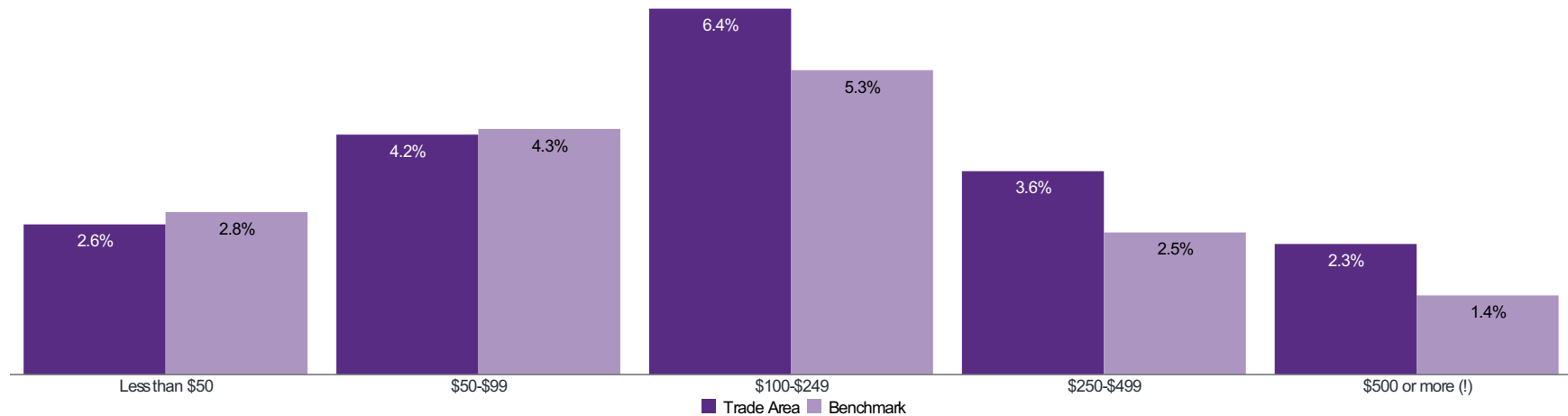**Trade Area:** Waterloo - Uptown Waterloo

Total Household Population 18+: 23,734

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	18.4% Index:89	60.0% Index:103	18.0% Index:120	14.9% Index:92
Purchase preference	25.6% Index:89	53.6% Index:104	8.1% Index:106	15.3% Index:85
Customer Service	28.6% Index:98	29.8% Index:109	8.6% Index:123	43.8% Index:100

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	3.3%	1.4%	2.4%	3.4%	11.6%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

Trade Area · Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS ANALYTICS

Trade Area: Waterloo - Uptown Waterloo

Households: 13,430

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock
66.9%
Index: **99**

Has high quality fresh produce
59.3%
Index: **99**

Carries food/non-food items I need
42.1%
Index: **102**

Has high quality meat department
38.2%
Index: **91**

Carries variety of items and services
33.9%
Index: **94**

Only store that carries what I want
33.1%
Index: **109**

Carries wide variety of ethnic prod.
17.1%
Index: **127**

Has variety of freshly prep. foods/meals
13.9%
Index: **99**

Has special section for dietary needs
13.0%
Index: **105**

Carries variety of organic prod. (!)
10.9%
Index: **96**

Carries selection of alcoholic bev. (^)
4.4%
Index: **115**

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 - Shopping Experience

Trade Area: Waterloo - Uptown Waterloo

Households: 13,430

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me	Easy to get in and get out quickly	Organized layout makes it easy to shop
67.0%	43.5%	38.6%
Index: 112	Index: 101	Index: 93

Short checkout lines/fast checkout	Staff are friendly and knowledgeable	Has extended hours
31.4%	30.1%	25.2%
Index: 88	Index: 89	Index: 92

I like the store ambiance	Has self-checkout	Offers an online shopping option (!)
23.8%	15.7%	9.0%
Index: 119	Index: 115	Index: 102

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: Waterloo - Uptown Waterloo

Households: 13,430

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Discover good value when shopping

67.0%
Index: **101**

Store has the lowest prices overall

62.7%
Index: **108**

Store has great sales and promotions

62.5%
Index: **93**

Store has a customer loyalty card program

47.9%
Index: **97**

Has loyalty prog. app and offers pers. promos

31.7%
Index: **108**

I'm loyal to their store brands

23.0%
Index: **100**

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	42.7	40.2	0.4	106
Leave the store and buy it elsewhere	30.0	30.9	0.3	97
Purchase another brand	20.3	21.2	0.3	96
Purchase another size or variety of the same brand (!)	7.0	7.7	0.3	90

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+

Main Street Visitors

2019 Waterloo - Uptown Waterloo 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%	395,718	100%	2.05%	100	405,689	100%	2.10%	100	343,676	100%	1.78%	100	359,971	100%	1.86%	100	604,993	100%	3.13%	100
3530013	Kitchener, ON (CY)	212,928	1.10%	113,916	28.79%	53.50%	2610	111,736	27.54%	52.48%	2497	101,473	29.53%	47.66%	2677	103,337	28.71%	48.53%	2602	139,118	23.00%	65.34%	2085
3530016	Waterloo, ON (CY)	99,847	0.52%	70,369	17.78%	70.48%	3438	66,640	16.43%	66.74%	3176	68,049	19.80%	68.15%	3828	64,415	17.89%	64.51%	3459	80,561	13.32%	80.68%	2574
3520005	Toronto, ON (C)	2,568,898	13.31%	22,567	5.70%	0.88%	43	25,890	6.38%	1.01%	48	20,569	5.98%	0.80%	45	20,366	5.66%	0.79%	43	46,773	7.73%	1.82%	58
3530010	Cambridge, ON (CY)	114,129	0.59%	26,068	6.59%	22.84%	1114	24,461	6.03%	21.43%	1020	21,799	6.34%	19.10%	1073	24,044	6.68%	21.07%	1130	40,317	6.66%	35.33%	1127
3523008	Guelph, ON (CY)	121,691	0.63%	13,450	3.40%	11.05%	539	14,868	3.66%	12.22%	581	12,761	3.71%	10.49%	589	13,101	3.64%	10.77%	577	24,657	4.08%	20.26%	646
3521005	Mississauga, ON (CY)	642,951	3.33%	8,773	2.22%	1.36%	67	10,479	2.58%	1.63%	78	6,898	2.01%	1.07%	60	8,349	2.32%	1.30%	70	17,674	2.92%	2.75%	88
3525005	Hamilton, ON (C)	483,265	2.50%	8,857	2.24%	1.83%	89	8,261	2.04%	1.71%	81	6,129	1.78%	1.27%	71	8,509	2.36%	1.76%	94	17,214	2.85%	3.56%	114
3521010	Brampton, ON (CY)	596,084	3.09%	7,263	1.84%	1.22%	59	8,731	2.15%	1.46%	70	5,163	1.50%	0.87%	49	6,465	1.80%	1.08%	58	15,014	2.48%	2.52%	80
3530035	Woolwich, ON (TP)	22,045	0.11%	10,058	2.54%	45.62%	2226	9,661	2.38%	43.83%	2085	9,634	2.80%	43.70%	2454	9,135	2.54%	41.44%	2222	12,546	2.07%	56.91%	1816
3539036	London, ON (CY)	349,526	1.81%	6,337	1.60%	1.81%	88	5,574	1.37%	1.59%	76	5,174	1.51%	1.48%	83	5,764	1.60%	1.65%	88	12,515	2.07%	3.58%	114

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

2019 Waterloo - Uptown Waterloo 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
24,460	17,160	70.2	16,176	66.1	17,977	73.5	15,542	63.5	21,264	86.9

2019 Waterloo - Uptown Waterloo 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	617,762	21,264	3.4	596,497	96.6

ENVIRONICS ANALYTICS

2020 Waterloo - Uptown Waterloo 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%	197,093	100%	1.02%	100	296,921	100%	1.54%	100	268,941	100%	1.39%	100	294,852	100%	1.53%	100	446,688	100%	2.31%	100
3530013	Kitchener, ON (CY)	212,928	1.10%	67,483	34.24%	31.69%	3104	89,707	30.21%	42.13%	2739	86,604	32.20%	40.67%	2919	89,167	30.24%	41.88%	2741	118,095	26.44%	55.46%	2397
3530016	Waterloo, ON (CY)	99,847	0.52%	49,500	25.12%	49.58%	4855	60,350	20.33%	60.44%	3929	61,095	22.72%	61.19%	4392	65,034	22.06%	65.13%	4264	75,082	16.81%	75.20%	3249
3520005	Toronto, ON (C)	2,568,898	13.31%	7,313	3.71%	0.28%	28	18,707	6.30%	0.73%	47	14,868	5.53%	0.58%	42	14,389	4.88%	0.56%	37	31,431	7.04%	1.22%	53
3530010	Cambridge, ON (CY)	114,129	0.59%	11,245	5.71%	9.85%	965	16,867	5.68%	14.78%	961	17,641	6.56%	15.46%	1109	17,948	6.09%	15.73%	1030	30,303	6.78%	26.55%	1147
3523008	Guelph, ON (CY)	121,691	0.63%	6,654	3.38%	5.47%	536	10,570	3.56%	8.69%	565	8,980	3.34%	7.38%	530	9,662	3.28%	7.94%	520	17,676	3.96%	14.53%	628
3530035	Woolwich, ON (TP)	22,045	0.11%	6,267	3.18%	28.43%	2784	7,770	2.62%	35.24%	2291	7,851	2.92%	35.61%	2556	9,217	3.13%	41.81%	2737	11,282	2.53%	51.18%	2212
3521005	Mississauga, ON (CY)	642,951	3.33%	2,662	1.35%	0.41%	41	5,699	1.92%	0.89%	58	4,288	1.59%	0.67%	48	6,310	2.14%	0.98%	64	10,948	2.45%	1.70%	74
3525005	Hamilton, ON (C)	483,265	2.50%	2,743	1.39%	0.57%	56	4,818	1.62%	1.00%	65	4,082	1.52%	0.84%	61	5,179	1.76%	1.07%	70	9,880	2.21%	2.04%	88
3521010	Brampton, ON (CY)	596,084	3.09%	2,026	1.03%	0.34%	33	4,975	1.68%	0.83%	54	4,283	1.59%	0.72%	52	4,098	1.39%	0.69%	45	8,859	1.98%	1.49%	64
3539036	London, ON (CY)	349,526	1.81%	2,759	1.40%	0.79%	77	4,894	1.65%	1.40%	91	3,239	1.20%	0.93%	67	3,695	1.25%	1.06%	69	8,114	1.82%	2.32%	100

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

2020 Waterloo - Uptown Waterloo 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
24,460	13,889	56.8	15,865	64.9	15,954	65.2	17,214	70.4	19,487	79.7

2020 Waterloo - Uptown Waterloo 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	450,728	19,487	4.3	431,241	95.7

ENVIRONICS ANALYTICS

2021 Waterloo - Uptown Waterloo 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%	208,462	100%	1.08%	100	369,029	100%	1.91%	100	355,978	100%	1.84%	100	262,160	100%	1.36%	100	496,456	100%	2.57%	100
3530013	Kitchener, ON (CY)	212,928	1.10%	66,557	31.93%	31.26%	2894	92,991	25.20%	43.67%	2284	92,379	25.95%	43.39%	2353	82,707	31.55%	38.84%	2860	114,384	23.04%	53.72%	2089
3530016	Waterloo, ON (CY)	99,847	0.52%	50,303	24.13%	50.38%	4665	61,172	16.58%	61.27%	3205	69,529	19.53%	69.64%	3776	61,876	23.60%	61.97%	4563	77,493	15.61%	77.61%	3018
3520005	Toronto, ON (C)	2,568,898	13.31%	8,338	4.00%	0.32%	30	30,605	8.29%	1.19%	62	24,304	6.83%	0.95%	51	12,613	4.81%	0.49%	36	40,662	8.19%	1.58%	62
3530010	Cambridge, ON (CY)	114,129	0.59%	10,831	5.20%	9.49%	879	23,555	6.38%	20.64%	1080	23,217	6.52%	20.34%	1103	17,077	6.51%	14.96%	1102	33,174	6.68%	29.07%	1130
3521005	Mississauga, ON (CY)	642,951	3.33%	5,047	2.42%	0.78%	73	11,799	3.20%	1.84%	96	11,136	3.13%	1.73%	94	4,128	1.57%	0.64%	47	17,691	3.56%	2.75%	107
3523008	Guelph, ON (CY)	121,691	0.63%	5,990	2.87%	4.92%	456	11,048	2.99%	9.08%	475	11,020	3.10%	9.06%	491	9,331	3.56%	7.67%	565	17,431	3.51%	14.32%	557
3525005	Hamilton, ON (C)	483,265	2.50%	3,196	1.53%	0.66%	61	7,265	1.97%	1.50%	79	7,244	2.03%	1.50%	81	2,824	1.08%	0.58%	43	12,224	2.46%	2.53%	98
3521010	Brampton, ON (CY)	596,084	3.09%	2,710	1.30%	0.45%	42	7,427	2.01%	1.25%	65	6,495	1.82%	1.09%	59	4,020	1.53%	0.67%	50	10,971	2.21%	1.84%	72
3530035	Woolwich, ON (TP)	22,045	0.11%	6,651	3.19%	30.17%	2794	7,512	2.04%	34.08%	1782	7,736	2.17%	35.09%	1903	9,211	3.51%	41.78%	3076	10,451	2.11%	47.41%	1843
3539036	London, ON (CY)	349,526	1.81%	1,098	0.53%	0.31%	29	4,553	1.23%	1.30%	68	6,463	1.82%	1.85%	100	2,910	1.11%	0.83%	61	8,559	1.72%	2.45%	95

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

2021 Waterloo - Uptown Waterloo 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
24,460	13,487	55.1	14,164	57.9	17,903	73.2	16,860	68.9	20,936	85.6

2021 Waterloo - Uptown Waterloo 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	505,586	20,936	4.1	484,650	95.9

ENVIRONICS ANALYTICS

Customers: Waterloo Uptown Waterloo - FY 2021: Sum_Unique_Visitors

Total Customers: 430,597

Top 5 segments represent **32.0%** of customers in Southern Ontario

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19 FAMILY MODE

S3 UPPER-MIDDLE SUBURBIA · MIDDLE-AGE FAMILIES **F3**
Suburban, upscale middle-aged families

Rank:	1
Customers:	31,381
Customers %:	7.29
% in Benchmark:	4.68
Index:	**156**

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.

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23 MID-CITY MELLOW

U2 URBAN OLDER · OLDER FAMILIES & EMPTY NESTS **M1**
Older and mature city homeowners

Rank:	2
Customers:	30,266
Customers %:	7.03
% in Benchmark:	4.63
Index:	**152**

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).

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05 FIRST-CLASS FAMILIES

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

Rank:	3
Customers:	27,399
Customers %:	6.36
% in Benchmark:	4.16
Index:	**153**

An upscale suburban lifestyle, First-Class Families is characterized by sprawling families—more than 40 percent of households contain four or more people—living in close-in suburbs. More than half the households are located in established neighbourhoods in Toronto, Calgary, Ottawa and Vancouver. In First-Class Families, the parents are middle-aged, the children are 5-24 and nearly 90 percent of households live in pricey, single-family houses. With their solid educations, the adults hold white-collar jobs in management, education and government, and earn incomes that are nearly twice the national average. One quarter of households contain second-generation Canadians; the segment scores high for members for whom Italian, Polish, Greek or Mandarin is their mother tongue. These families enjoy many team sports—baseball, basketball, football, hockey, volleyball—as both participants and spectators. And many families look forward to weekends when they can shop, go out to eat or relax with their tablet to watch Netflix or indulge in e-commerce. Committed to living a healthy and wholesome lifestyle, this group scores high for the value Effort Toward Health.

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08 MULTICULTURE-ISH

S2 UPSCALE SUBURBAN DIVERSITY · LARGE DIVERSE FAMILIES **F2**
Upscale, multi-ethnic suburban families

Rank:	4
Customers:	27,298
Customers %:	6.34
% in Benchmark:	5.19
Index:	**122**

One of the wealthier suburban lifestyles, Multiculture-ish is an ethnically diverse segment of middle-aged Asian and South Asian households. Located in and around major cities like Toronto, Calgary and Edmonton, many of these neighbourhoods emerged 20 years ago as new suburban subdivisions. Today, they're slowly being overtaken by urban sprawl and infill developments. More than 40 percent of residents are immigrants, and the rest are typically second-generation Canadians who've settled in houses built since 1990. A quarter speak a non-official language, the most common being Mandarin, Cantonese and Punjabi, but residents also disproportionately speak Arabic, Urdu and Russian at home. Multiculture-ish households tend to be large—double the national average for four or more people—and the significant presence of children over the age of 5 influences their preference for family-friendly outings to theme parks, zoos and aquariums. Having completed university and college educations, these adults enjoy upscale incomes—earned from jobs in management, business and the sciences—that are 50 percent higher than the national average and that allow them to exercise Ostentatious Consumption by purchasing items that symbolize affluence.

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11 MODERN SUBURBIA

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

Rank:	5
Customers:	21,456
Customers %:	4.98
% in Benchmark:	3.30
Index:	**151**

With one of the highest percentages of suburban households, Modern Suburbia is a magnet for younger and middle-aged, diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia who arrived in their 20s and 30s and have recently moved to new suburbs near large cities like Toronto, Edmonton, Calgary, Ottawa and Vancouver. More than half the population identify as visible minorities: More than twice the national average identify as Asian, and nearly three times the average identify as South Asian. With their university and college educations, they earn upper-middle-class incomes from a wide range of jobs that afford them new single-family, semi-detached or row houses. And few segments are more mobile: the number of residents who have moved in the last five years is nearly 70 percent above average. Modern Suburbia members have crafted active lifestyles for their relatively large families and participate in many team sports, including basketball and hockey. For a splurge, they head to kid-friendly venues such as amusement parks, zoos and aquariums, admitting that Attraction for Crowds is among their strongest values.

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+