

Community Profile: Whitby – Downtown Brooklin

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

The logo for Environics Analytics is displayed within a solid purple rectangular box. The word "ENVIRONICS" is written in a large, bold, white, sans-serif font. Below it, the word "ANALYTICS" is written in a smaller, white, sans-serif font.

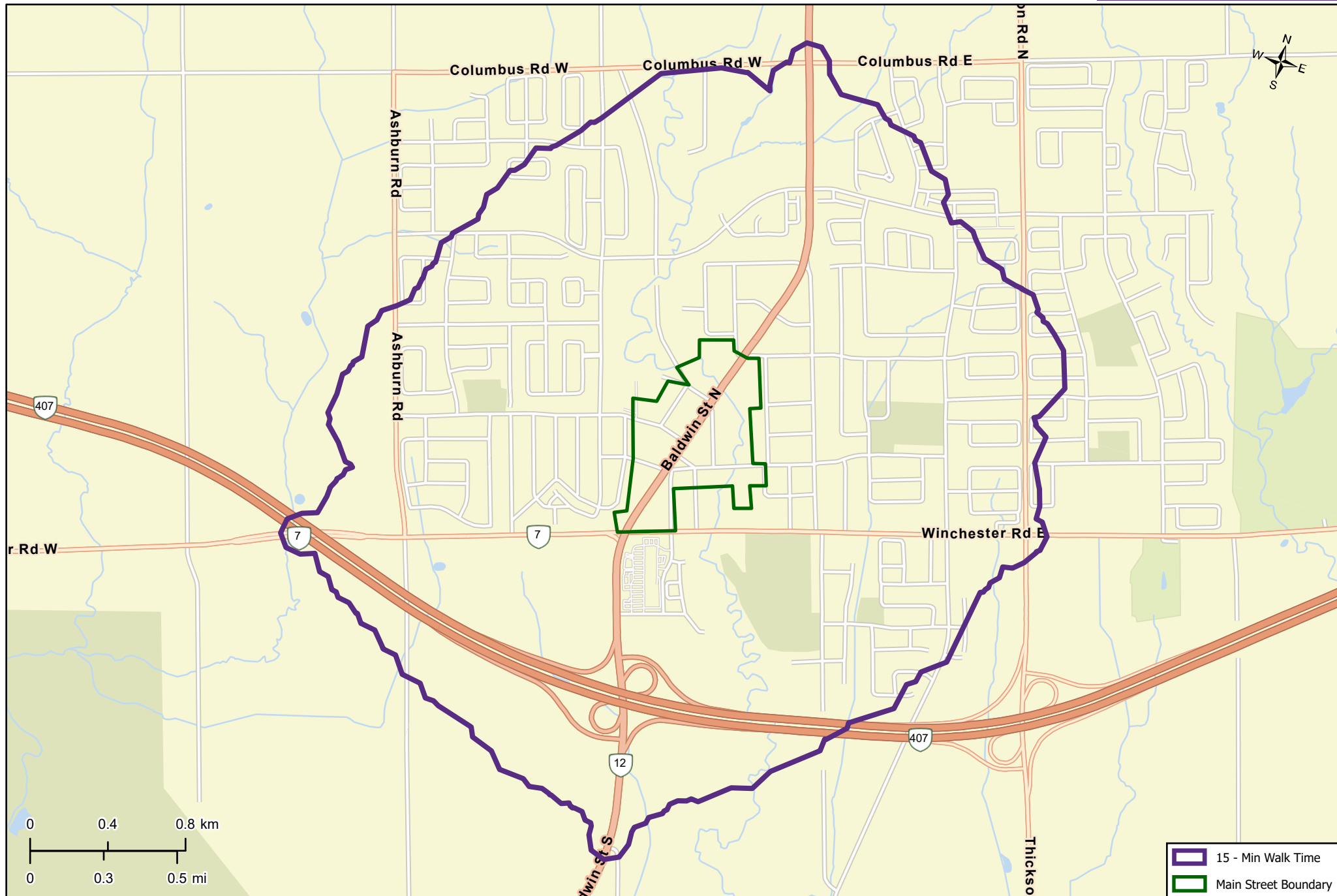
ENVIRONICS
ANALYTICS

Date: January 28, 2022

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Whitby - Downtown Brooklin
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Brooklyn

POPULATION

14,470

HOUSEHOLDS

4,398

MEDIAN MAINTAINER AGE

49

Index: 90

MARITAL STATUS



66.6%

Index: 115

Married/Common-Law

FAMILY STATUS*

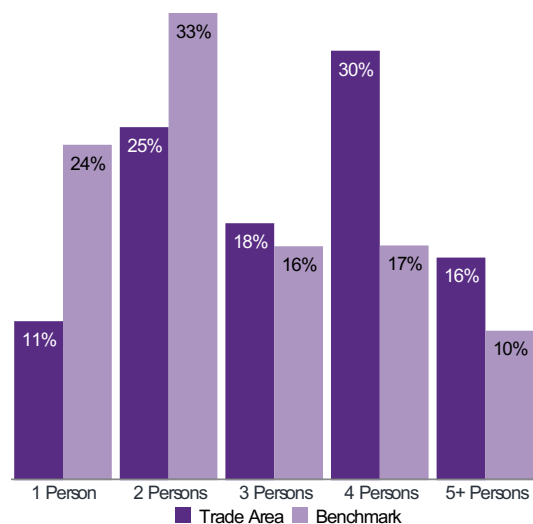


62.2%

Index: 133

Couples With Children At Home

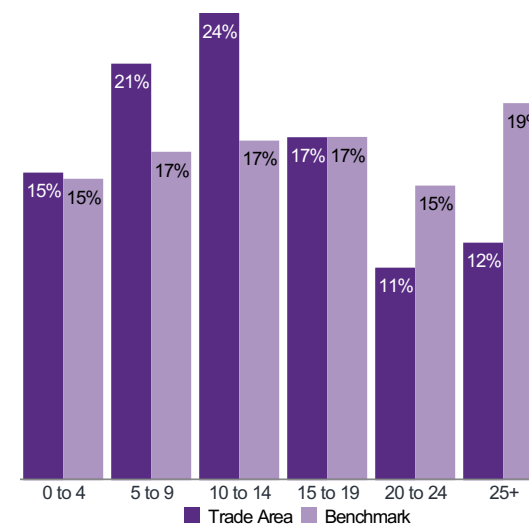
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	971	6.7	133
5 to 9	1,237	8.5	159
10 to 14	1,429	9.9	174
15 to 19	1,131	7.8	132
20 to 24	741	5.1	77
25 to 29	577	4.0	57
30 to 34	729	5.0	76
35 to 39	1,174	8.1	126
40 to 44	1,421	9.8	159
45 to 49	1,319	9.1	145
50 to 54	899	6.2	95
55 to 59	753	5.2	72
60 to 64	628	4.3	64
65 to 69	476	3.3	58
70 to 74	413	2.9	60
75 to 79	270	1.9	56
80 to 84	171	1.2	54
85+	129	0.9	40

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

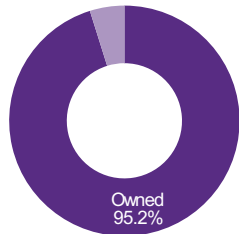
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Brooklin

Population: 14,470 | Households: 4,398

TENURE



STRUCTURE TYPE



96.8%

Index: **125**



3.1%

Index: **14**

AGE OF HOUSING*

15 - 19 Years Old

% Comp: **27.5** Index: **328**

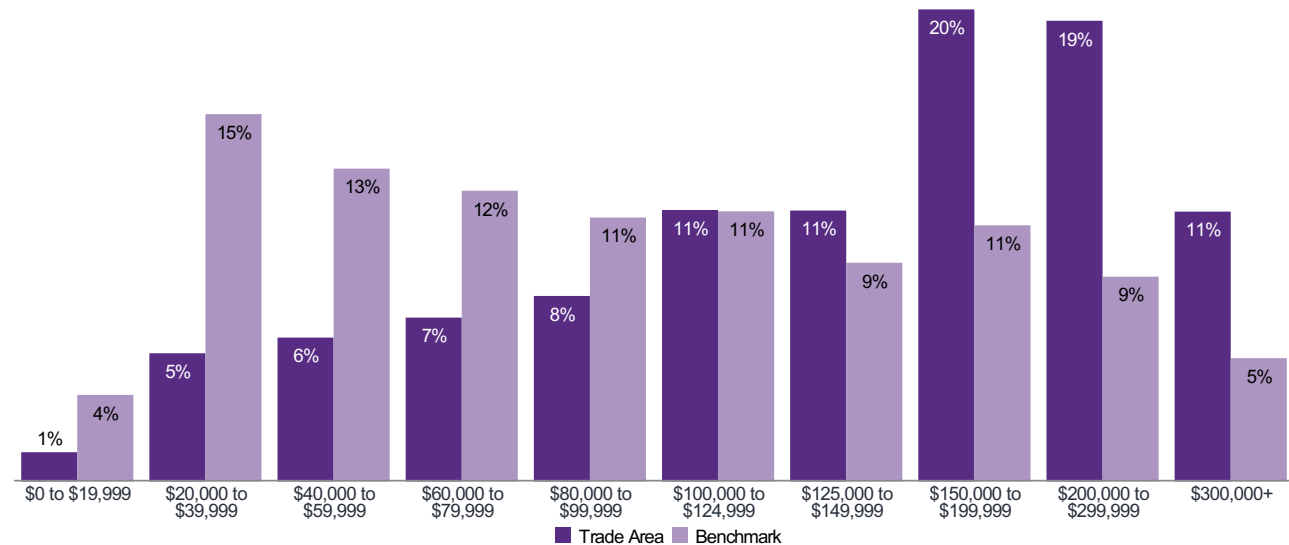
AVERAGE HOUSEHOLD INCOME



\$169,278

Index: **147**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Brooklyn

Population: 14,470 | Households: 4,398

EDUCATION



31.1%

Index: 117

University Degree

LABOUR FORCE PARTICIPATION



72.7%

Index: 112

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



45.4%

Index: 125

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

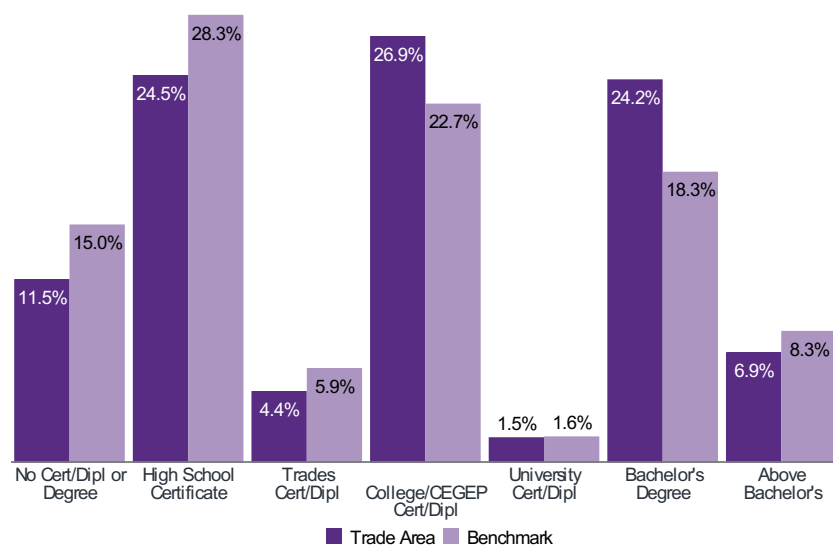


4.5%

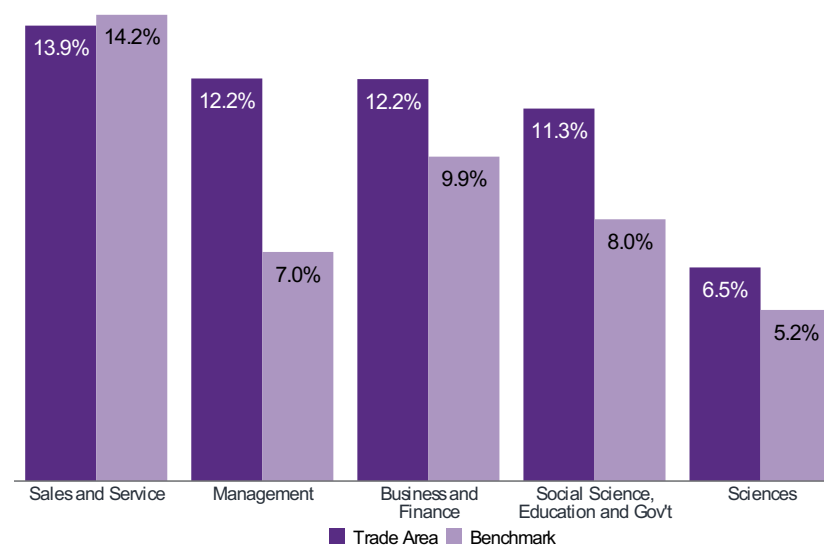
Index: 104

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southern Ontario

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*Ranked by percent composition

Index Colours: <80 80 - 110 110+

Demographics | Diversity

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Brooklin

Population: 14,470 | Households: 4,398

ABORIGINAL IDENTITY



2.1%
Index:88

VISIBLE MINORITY PRESENCE



21.5%
Index:74

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



0.4%
Index:21

No knowledge of
English or French

IMMIGRATION



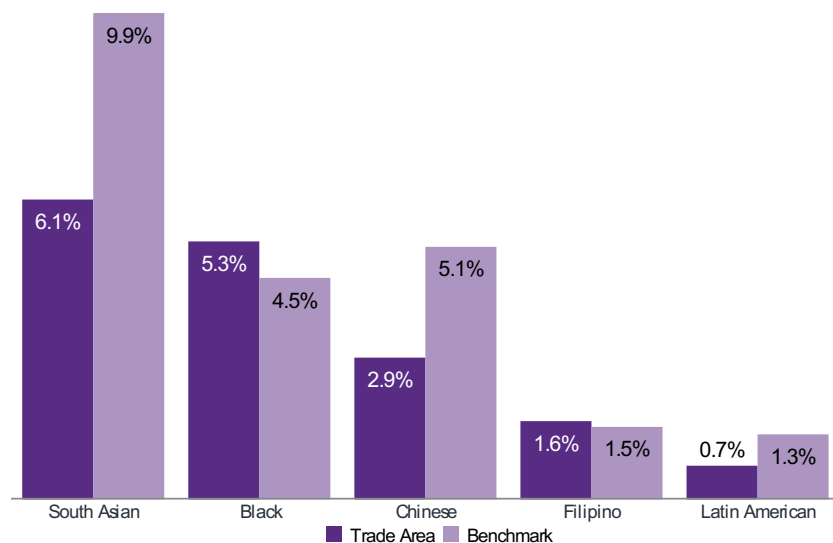
15.1%
Index:57

Born outside Canada

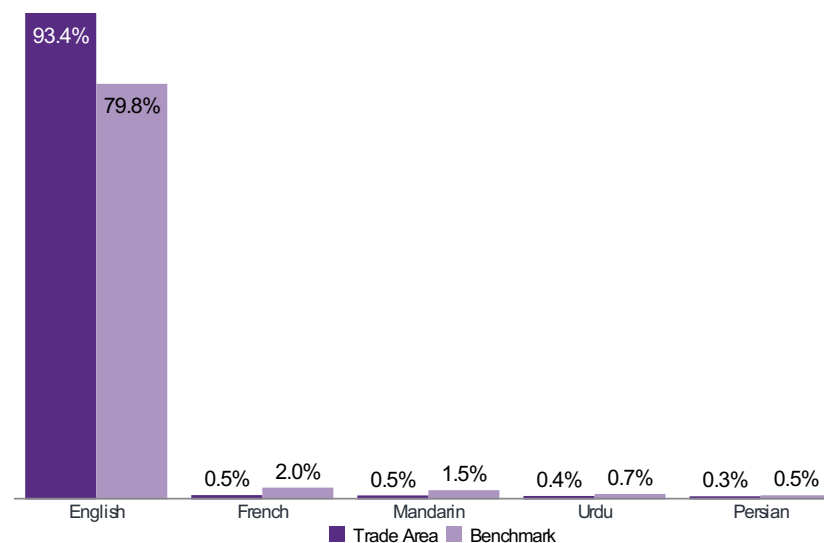
PERIOD OF IMMIGRATION*

Before 2001
9.6% Index:68

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours: <80 80 - 110 110+

Top 5 segments represent **89.0%** of households in Whitby - Downtown Brooklin



Rank: 1
Hhlds: 2,238
Hhld %: 50.89
% in Benchmark: 4.26
Index: 1,193

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



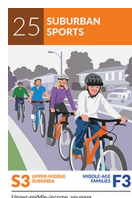
Rank: 2
Hhlds: 654
Hhld %: 14.88
% in Benchmark: 3.40
Index: 438

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.



Rank: 3
Hhlds: 355
Hhld %: 8.07
% in Benchmark: 4.11
Index: 196

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.



Rank: 4
Hhlds: 335
Hhld %: 7.62
% in Benchmark: 2.05
Index: 371

Widely dispersed across Canada, Suburban Sports is one of the larger segments, a suburban refuge for younger and middle-aged families. Originally built on exurban tracts in the 1960s and 1970s, the subdivisions have evolved into conventional suburbs of small urban areas. Eight in ten households own a home, typically a singled-detached house or a duplex. The households are nearly evenly divided between couples and families, maintainers range from 35 to 64, and children are of all ages. Moderately educated, most adults have completed high school or college and hold service sector and blue-collar jobs in natural resources and the trades; thanks to dual incomes, these households earn solid, upper-middle-class incomes. Suburban Sports scores among the top segments for English-speaking residents, reflecting its third-plus-generation Canadian population of nearly 70 percent. No doubt the presence of children affects the popularity of family-friendly activities like snowboarding, baseball, basketball and swimming. But they also enjoy watching sports, rooting for their favourite pro hockey, soccer and football teams. Not surprising, Suburban Sports members score high for Need for Escape, making a conscious effort to escape the stress and responsibilities of every day life once in a while.



Rank: 5
Hhlds: 334
Hhld %: 7.59
% in Benchmark: 1.71
Index: 444

The wealthiest suburban segment, Turbo Burbs is a haven for middle-aged families enjoying the fruits of their labour. Found in the outer-ring subdivisions of a handful of large cities, the segment mostly contains families with children between the ages of 10 and 25. More than 90 percent of households live in recently built single-detached homes, with an average dwelling value of more than \$700,000. The adults have parlayed mixed educations—with significant rates for college and university achievement—into well-paying management, finance, education and government jobs. In their suburban neighbourhoods, many spend a lot of time in their cars, relying on their vehicles to commute to work and chauffeur their teenage children to after-school and athletic activities. While these families live well, participating in all kinds of outdoor sports and travelling extensively, they also give back to the community, volunteering their time and scoring high for donating more than \$5,000 a year to charities. Members of Turbo Burbs care about the development of their community, and are willing to give back to help those less fortunate (Community Involvement).

Psychographics | SocialValues Overview

Trade Area: Whitby - Downtown Brooklin



Strong Values

Values	Index
Cultural Assimilation	136
Parochialism	126
Flexible Families	121
Importance of Price	119
Need for Escape	119
Utilitarian Consumerism	116
Vitality	115
Sexual Permissiveness	114
Rejection of Orderliness	113
Technology Anxiety	112



Descriptions | Top 3 Strong Values

Cultural Assimilation

Lack of openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to give up their cultural identities and blend in to the dominant culture.

Parochialism

Considering oneself a "citizen of one's community and country" first and foremost, over a "citizen of the world". Tendency toward ethnocentricity, feeling affinity to people mainly in one's in-group or country.

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".



Weak Values

Values	Index
Brand Genuineness	70
Importance of Aesthetics	73
Multiculturalism	74
Penchant for Risk	75
Pursuit of Originality	75
Ostentatious Consumption	77
Active Government	78
Consumption Evangelism	78
Intuition & Impulse	78
Need for Status Recognition	80



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.

Importance of Aesthetics

Tendency to base purchase decisions on aesthetic rather than utilitarian considerations. Measures the attention given to the beauty of objects and products purchased. People strong on this construct often buy products purely for their appearance. Aesthetic, in this case, is a form of personal expression.

Multiculturalism

Openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to preserve their cultural identities, and that others should seek to learn about them.

Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Brooklin

WealthScapes Households: 4,350

INCOME*

Household Income

\$ 170,576

Index: **147**

Household Disposable Income

\$ 126,556

Index: **138**

Household Discretionary Income

\$ 86,860

Index: **135**

Annual RRSP Contributions

\$ 5,757

Index: **161**

WEALTH*



Net Worth

% Holders

100.0% Index: **100**

Balance

\$858,749

Index: **117**

ASSETS*



Savings

% Holders

95.7% Index: **101**

Balance

\$86,531

Index: **113**



Investments

% Holders

69.9% Index: **116**

Balance

\$320,790

Index: **95**



Unlisted Shares

% Holders

14.1% Index: **114**

Balance

\$292,466

Index: **92**



Real Estate

% Holders

95.5% Index: **126**

Balance

\$835,261

Index: **112**



Liquid Assets

% Holders

98.8% Index: **101**

Balance

\$363,524

Index: **110**

DEBT*



Consumer Debt

% Holders

93.8% Index: **103**

Balance

\$97,870

Index: **148**



Mortgage Debt

% Holders

67.7% Index: **146**

Balance

\$365,729

Index: **123**

FINANCIAL RATIO



Debt:Asset

% Holders

0.28% Index: **133**

Benchmark: Southern Ontario

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% Holders represent where customers are found.

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

Index Colours: <80 80 - 110 110+

Trade Area: Whitby - Downtown Brooklin

WealthScapes Households: 4,350

FINANCIAL RATIOS*



Debt: Asset

0.28

Index: 133



Debt: Liquid Assets

0.94

Index: 154



Consumer Debt - Discr. Income

1.06

Index: 113



Savings - Investments

0.60

Index: 100



Pension - Non-Pension Assets

0.21

Index: 98



Real Estate Assets - Liq. Assets

2.22

Index: 126



Mortgage - Real Estate Assets

0.31

Index: 128



Mortgage - Consumer Debt

2.70

Index: 117

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Brooklyn

Households: 4,398

Total Aggregate Current Consumption: \$520,428,703

Average Current Consumption

\$118,333

Index: 145

Average Household Income










\$169,741

Index: 147

Average Disposable Income

\$124,174

Index: 138

 <p>Shelter</p> <p>Avg. Dollars/Household \$31,314 Index: 149</p> <p>Pct. of Total Expenditure 26.5% Index: 103</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$20,042 Index: 146</p> <p>Pct. of Total Expenditure 16.9% Index: 101</p>	 <p>Food</p> <p>Avg. Dollars/Household \$17,767 Index: 139</p> <p>Pct. of Total Expenditure 15.0% Index: 96</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household \$8,620 Index: 150</p> <p>Pct. of Total Expenditure 7.3% Index: 104</p>	 <p>Recreation</p> <p>Avg. Dollars/Household \$7,893 Index: 165</p> <p>Pct. of Total Expenditure 6.7% Index: 114</p>	 <p>Health Care</p> <p>Avg. Dollars/Household \$6,723 Index: 123</p> <p>Pct. of Total Expenditure 5.7% Index: 85</p>
 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$6,105 Index: 153</p> <p>Pct. of Total Expenditure 5.2% Index: 106</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$4,630 Index: 140</p> <p>Pct. of Total Expenditure 3.9% Index: 97</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$4,503 Index: 127</p> <p>Pct. of Total Expenditure 3.8% Index: 87</p>

Benchmark: Southern Ontario

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

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

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Brooklyn

Households: 4,398

Average Household Income

\$169,741

Index: **147**

Average Food Expenditure

\$17,767

Index: **139**

Average Spend on Food from Restaurants

\$5,667









Index: **141**

Average Spend on Food from Stores

\$12,100

Index: **138**

Total Aggregate Food Expenditure: \$ 78,139,686

 Bakery Avg. Dollars/Household \$1,160 Index: 133 Pct. of Total Expenditure 9.6% Index: 96		 Cereal Products Avg. Dollars/Household \$751 Index: 147 Pct. of Total Expenditure 6.2% Index: 106		 Fruit and nuts Avg. Dollars/Household \$1,555 Index: 142 Pct. of Total Expenditure 12.9% Index: 103	
 Vegetables Avg. Dollars/Household \$1,327 Index: 143 Pct. of Total Expenditure 11.0% Index: 104		 Dairy products & Eggs Avg. Dollars/Household \$1,698 Index: 132 Pct. of Total Expenditure 14.0% Index: 96		 Meat Avg. Dollars/Household \$2,152 Index: 137 Pct. of Total Expenditure 17.8% Index: 99	
 Fish & Seafood Avg. Dollars/Household \$396 Index: 135 Pct. of Total Expenditure 3.3% Index: 98		 Beverages & Other Food Avg. Dollars/Household \$3,061 Index: 139 Pct. of Total Expenditure 25.3% Index: 100			

Benchmark: Southern Ontario

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

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

Trade Area: Whitby - Downtown Brooklin

Household Population 14+: 11,099

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	9.7	11.0	88
Going to restaurants, bars or night clubs	55.4	55.1	101
Having physical Contact with family and friends	60.7	57.7	105
Participating in group activities	42.1	38.7	109
Partying	16.7	15.8	106
Seeing family and friends in person	64.2	62.8	102
Entertainment			
Attending events, festivals or concerts	47.1	42.9	110
Attending sports events (excludes professional sports)	17.7	18.2	97
Attending to professional sports events or games	26.4	25.4	104
Going to the movies	48.6	45.7	106
Movement & Travel			
Driving more	14.4	16.1	90
Shopping in-store	36.1	42.9	84
Spending time outdoors	35.0	32.5	108
Travelling outside of Canada/ abroad	59.3	53.2	111
Travelling within Canada	53.5	49.9	107
Using public transit	9.4	13.7	69
Personal			
Getting back to old habits	36.0	36.2	100
Going to a salon, barber shop or spa	34.6	33.7	103
Going to the gym	19.8	22.6	88
Education/Work			
Children going back to school	27.1	20.3	134
Going back to work	15.4	17.6	88
Other			
Not Stated	0.1	0.6	21

Benchmark: Southern Ontario

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(Base used for Index calculations)

Index Colours: <80 80 - 110 110+

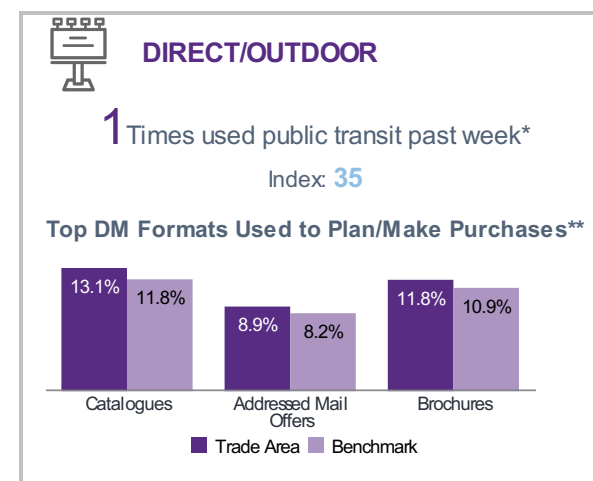
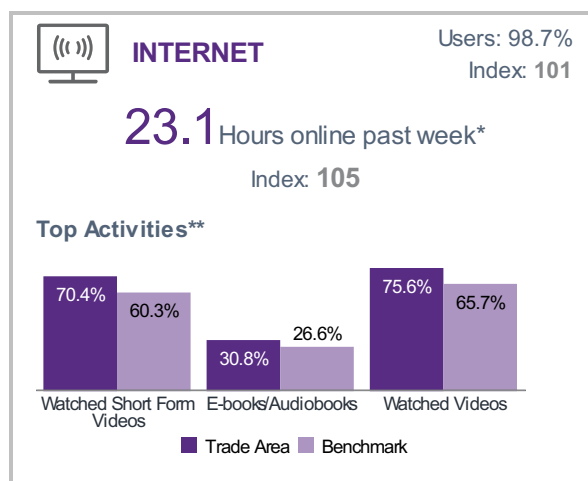
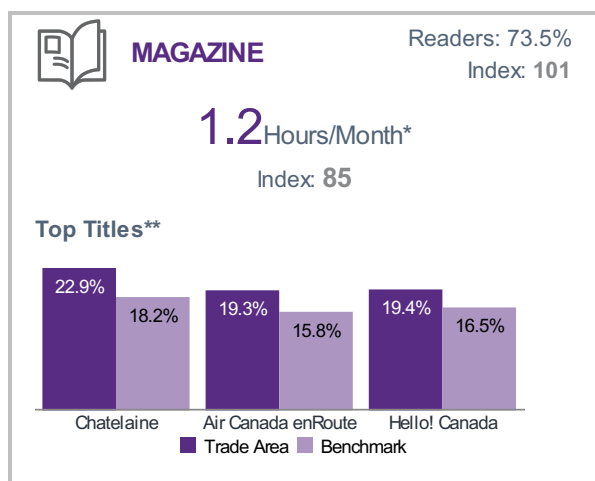
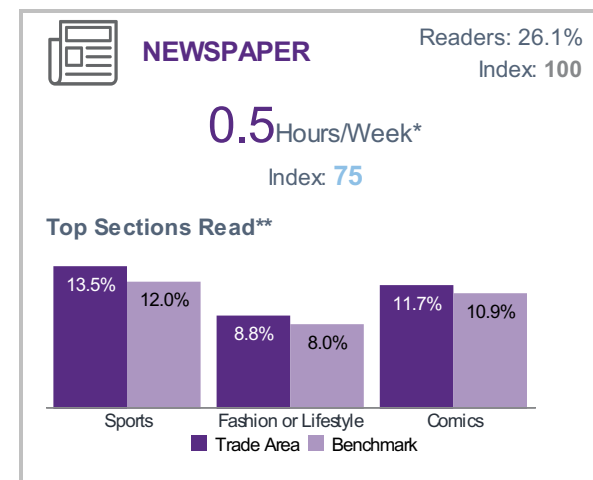
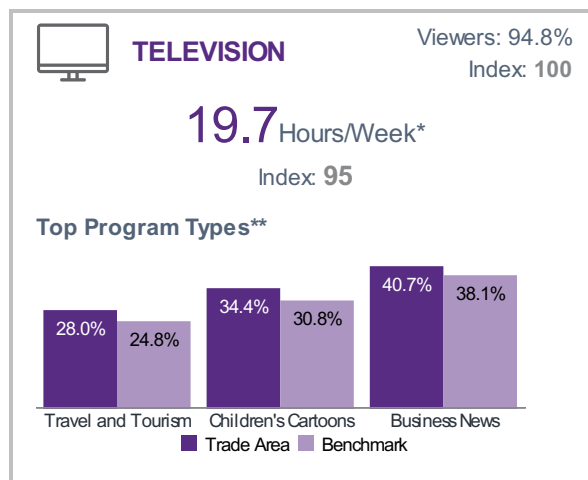
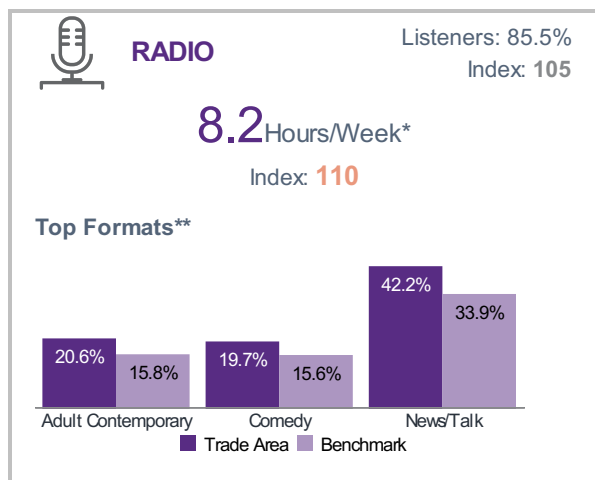
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
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Trade Area: Whitby - Downtown Brooklin

Household Population 14+: 11,099



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

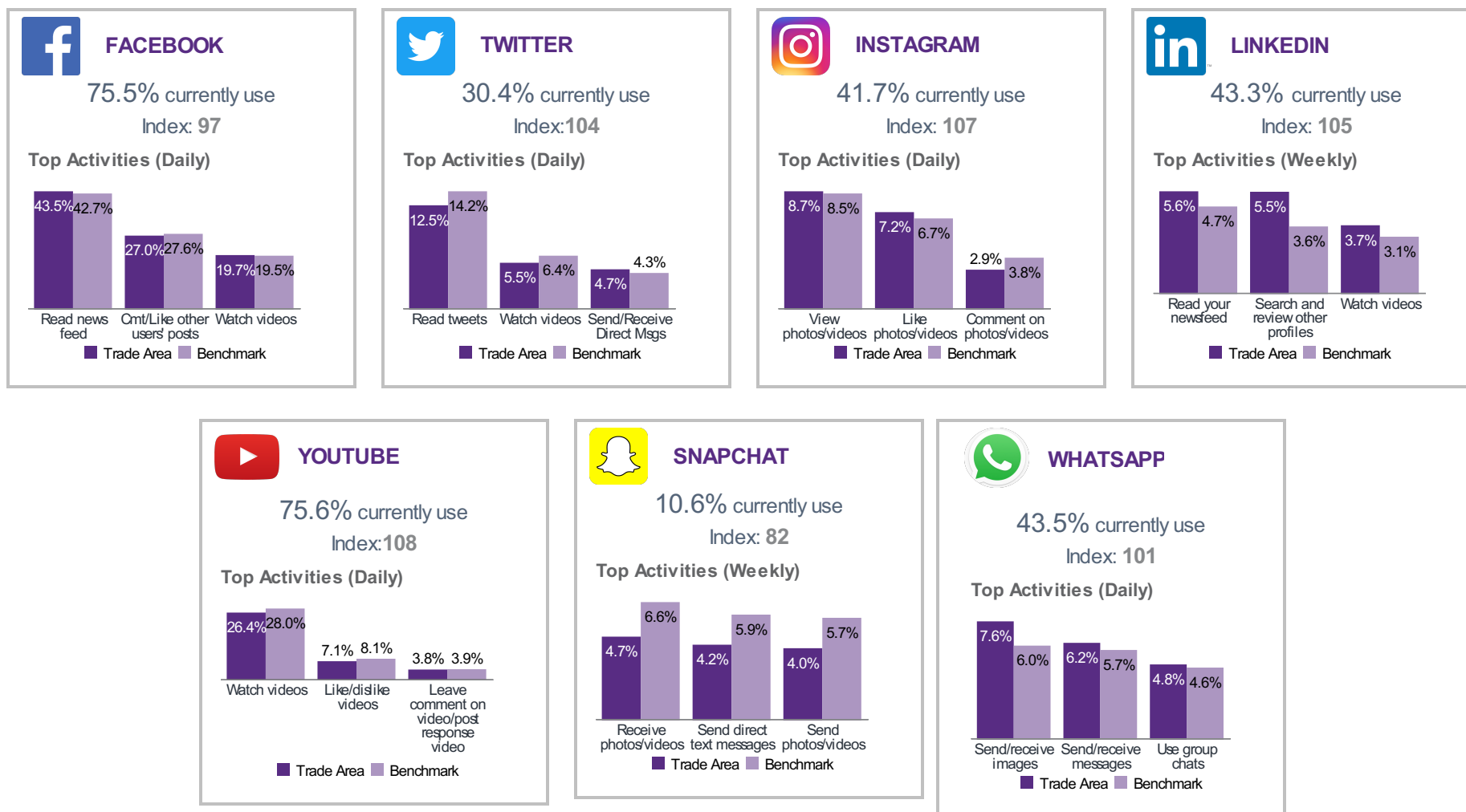
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Brooklyn

Household Population 18+: 10,143



Benchmark: Southern Ontario

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

Chosen and ranked by percent composition

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

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

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Brooklyn

Household Population 18+: 10,143

FRIENDS IN ALL SM NETWORKS



33.1%

Index:93

0-49 friends

FREQUENCY OF USE (DAILY)



56.4%

Index:100

Facebook

BRAND INTERACTION



31.8%

Index:93

Like brand on Facebook

NO. OF BRANDS INTERACTED

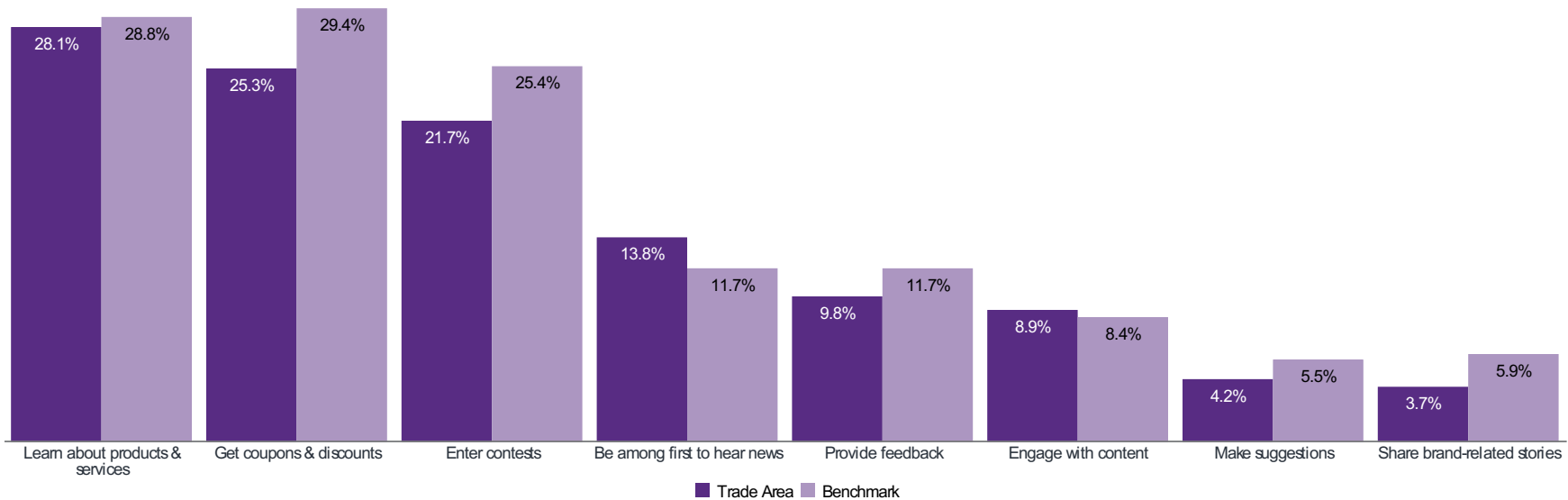


31.7%

Index:103

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Brooklin

Total Household Population 18+: 10,143



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

% Comp 86.5 Index 98



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

% Comp 53.7 Index 111



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

% Comp 81.9 Index 97



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

% Comp 40.8 Index 99



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

% Comp 61.9 Index 109



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

% Comp 33.4 Index 111

Benchmark: Southern Ontario

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Ranked by percent composition.

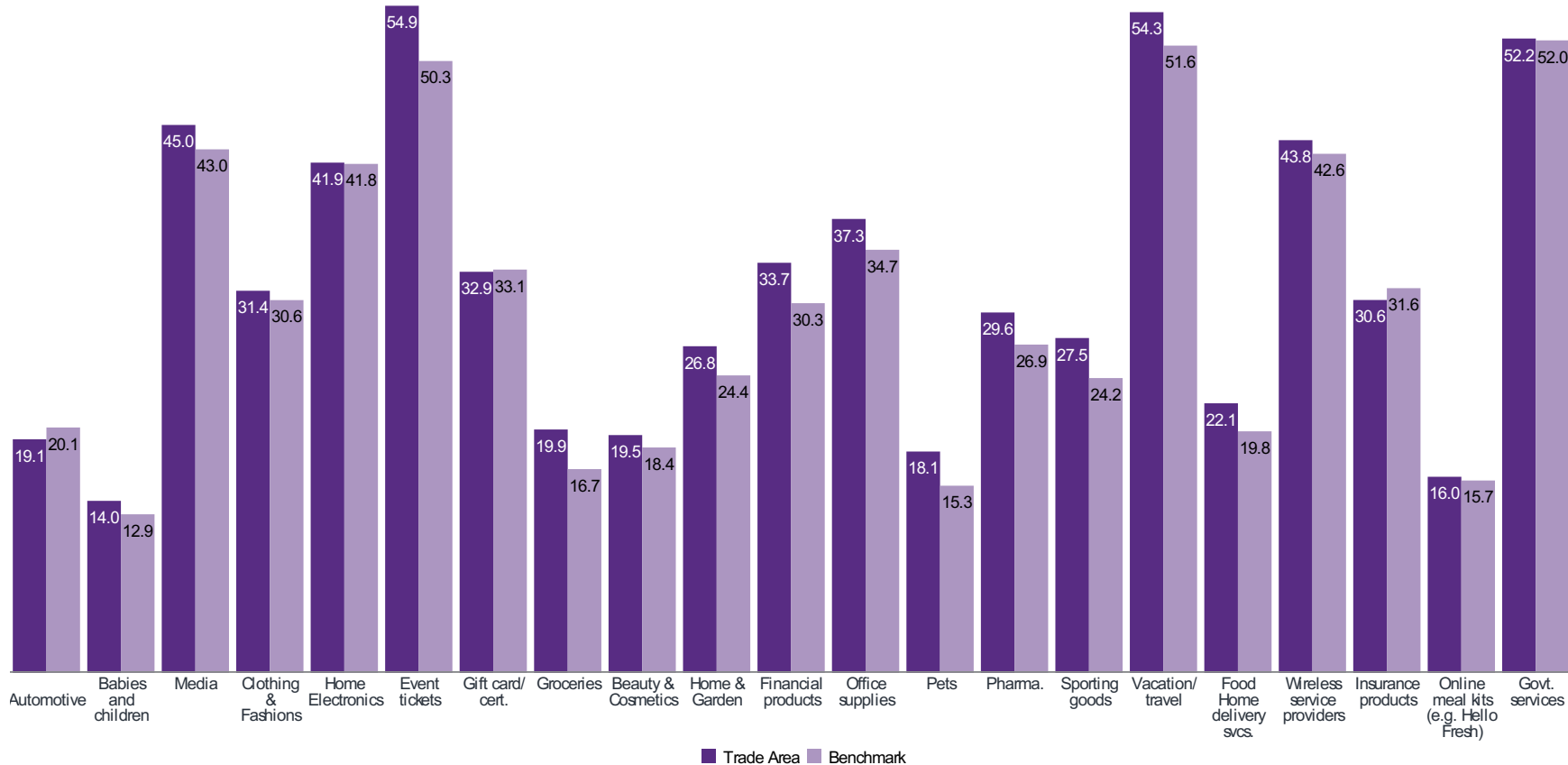
Index Colours: <80 80 - 110 110+

Opticks eShopper | Purchase Preference by Category

Trade Area: Whitby - Downtown Brooklyn

Total Household Population 18+: 10,143

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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

ENVIRONICS
ANALYTICS

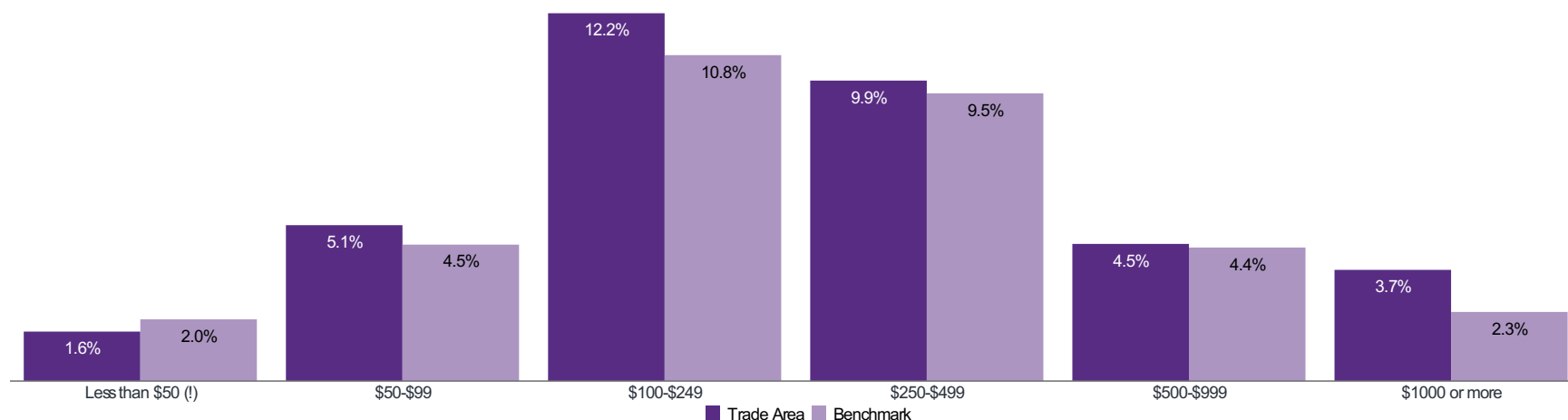
Trade Area: Whitby - Downtown Brooklyn

Total Household Population 18+: 10,143

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	60.7% Index:99	37.8% Index:103	14.3% Index:116	3.0% Index:94
Purchase preference	77.7% Index:103	31.4% Index:103	11.5% Index:117	2.2% Index:87
Customer Service	61.2% Index:99	17.4% Index:97	4.2% Index:74	25.6% Index:118

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS
ANALYTICS

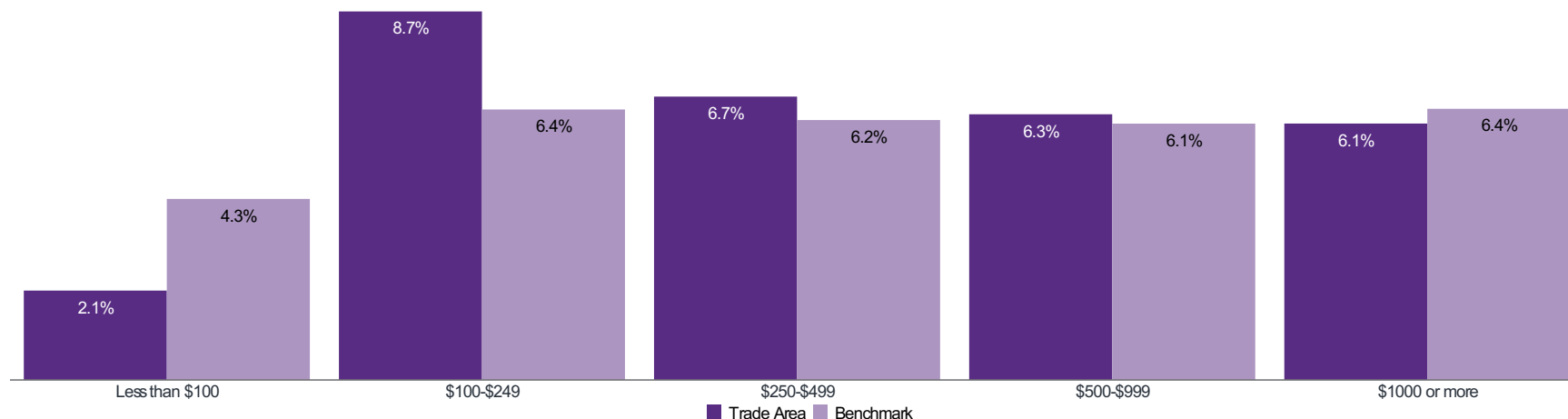
Trade Area: Whitby - Downtown Brooklin

Total Household Population 18+: 10,143

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	48.2% Index: 96	56.5% Index: 103	20.5% Index: 131	6.9% Index: 84
Purchase preference	68.5% Index: 100	41.9% Index: 100	12.6% Index: 114	4.6% Index: 71
Customer Service	54.5% Index: 97	22.5% Index: 91	5.4% Index: 73	42.0% Index: 114

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Gift Cards Deep Dive

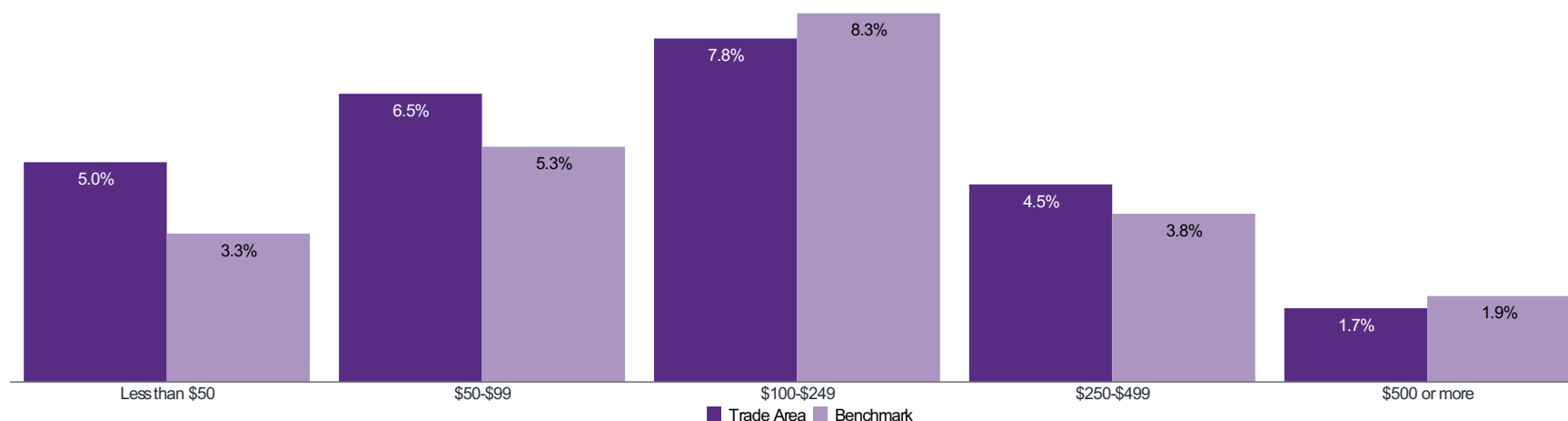
Trade Area: Whitby - Downtown Brooklin

Total Household Population 18+: 10,143

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	48.9% Index:103	36.0% Index:102	13.4% Index:122	2.5% Index:71
Purchase preference	65.2% Index:108	32.9% Index:99	8.2% Index:94	2.2% Index:70
Customer Service	43.5% Index:103	19.6% Index:96	4.4% Index:73	29.6% Index:107

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

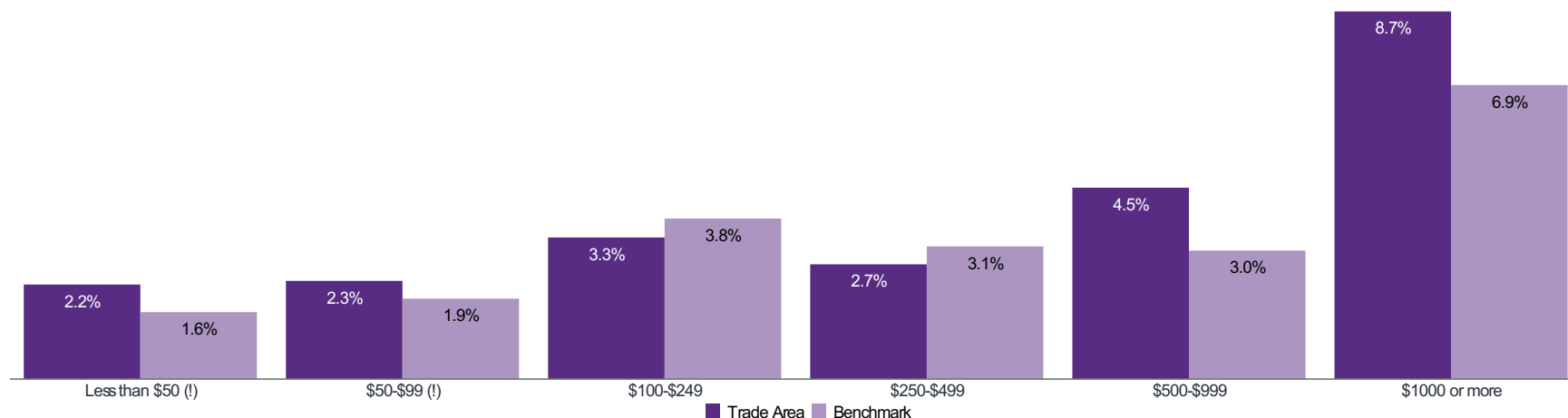
Trade Area: Whitby - Downtown Brooklyn

Total Household Population 18+: 10,143

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	71.5% Index:99	27.3% Index:110	13.3% Index:119	2.7% Index:98
Purchase preference	85.1% Index:102	19.9% Index:120	7.5% Index:120	1.5% Index:60
Customer Service	67.7% Index:97	12.4% Index:108	3.8% Index:95	22.1% Index:118

AMOUNT SPENT [PST 12 MTHS]



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

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

ENVIRONICS
ANALYTICS

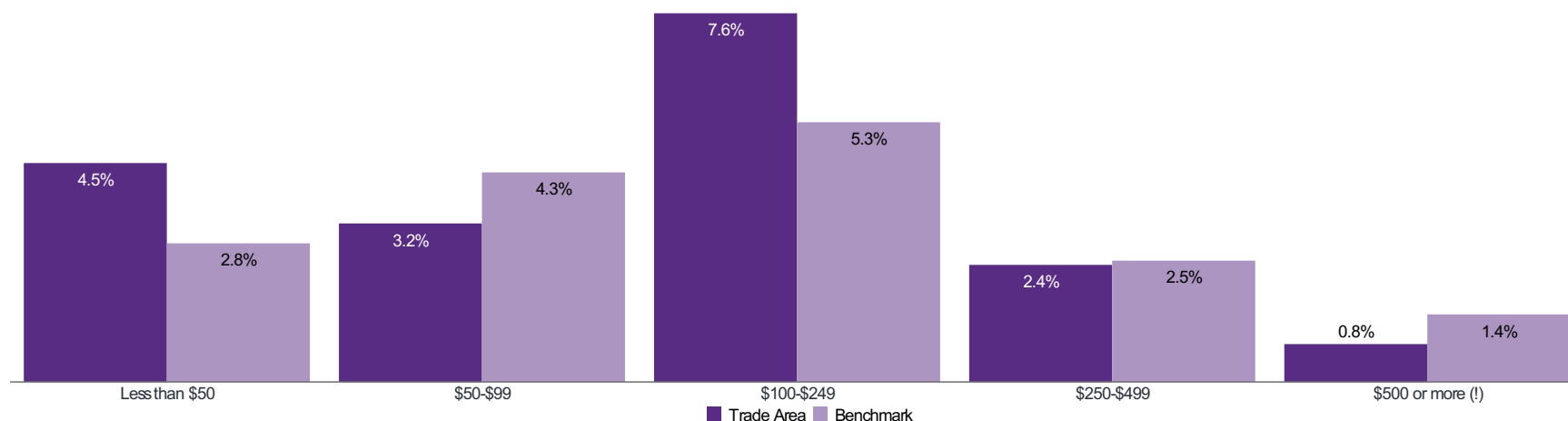
Trade Area: Whitby - Downtown Brooklin

Total Household Population 18+: 10,143

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	36.7% Index:104	19.9% Index:90	9.1% Index:112	2.6% Index:93
Purchase preference	47.3% Index:102	19.5% Index:106	6.7% Index:105	1.3% Index:59
Customer Service	36.2% Index:100	13.3% Index:106	3.9% Index:91	18.7% Index:127

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

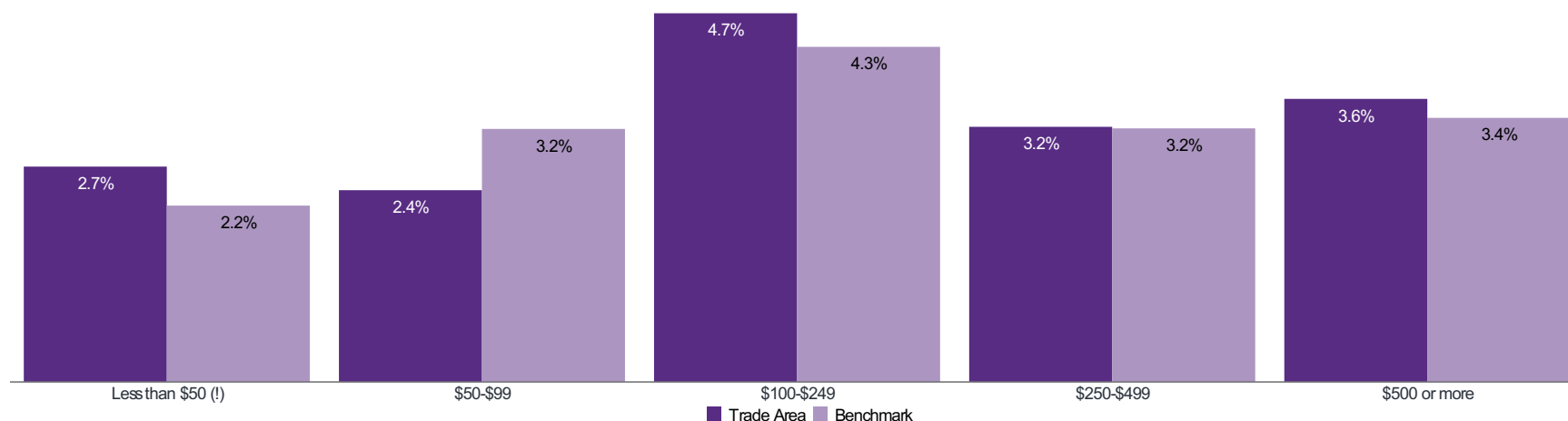
Trade Area: Whitby - Downtown Brooklin

Total Household Population 18+: 10,143

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	53.9% Index:104	38.9% Index:103	13.4% Index:118	4.7% Index:83
Purchase preference	71.8% Index:105	26.8% Index:110	6.1% Index:88	3.5% Index:98
Customer Service	53.1% Index:98	15.8% Index:99	3.7% Index:77	28.3% Index:124

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

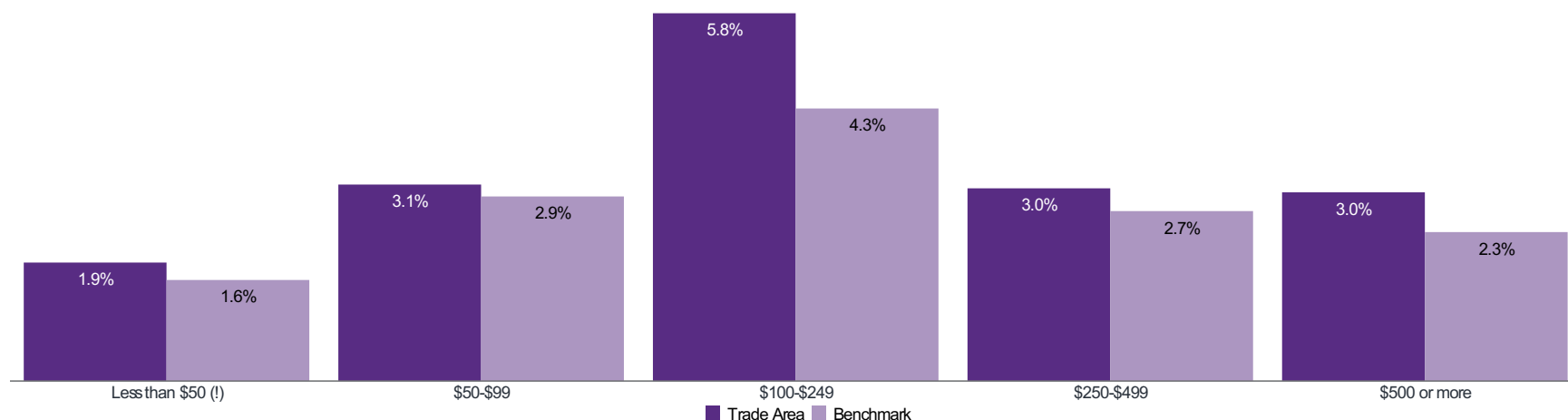
Trade Area: Whitby - Downtown Brooklyn

Total Household Population 18+: 10,143

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	46.5% Index: 119	41.3% Index: 128	14.5% Index: 138	3.4% Index: 88
Purchase preference	62.1% Index: 119	27.5% Index: 114	9.4% Index: 124	2.2% Index: 73
Customer Service	48.4% Index: 116	18.1% Index: 120	4.9% Index: 96	24.6% Index: 120

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

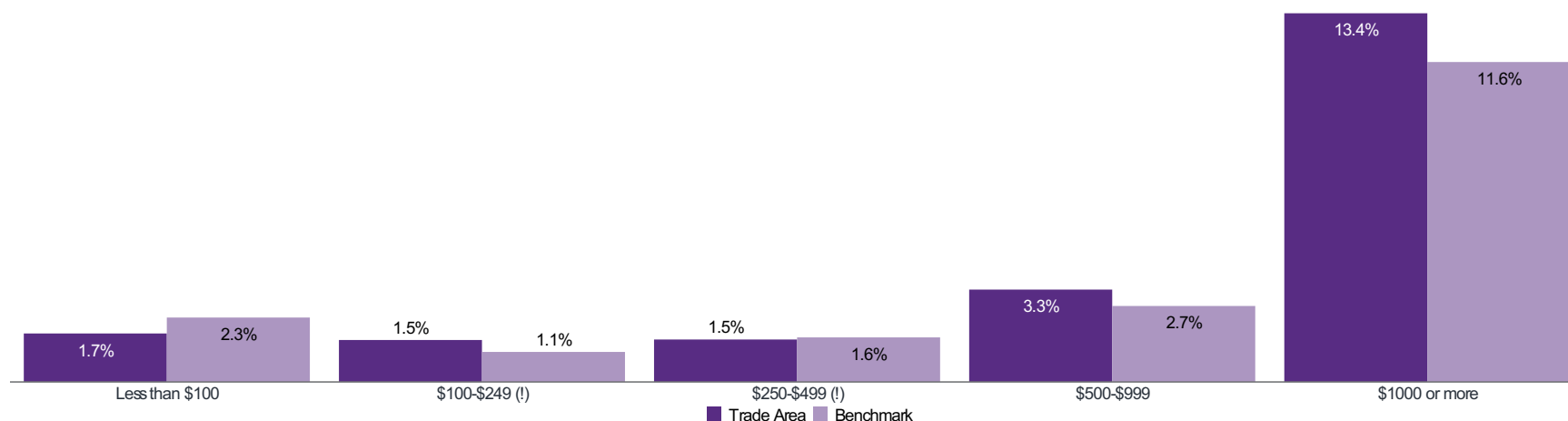
Trade Area: Whitby - Downtown Brooklin

Total Household Population 18+: 10,143

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	18.0% Index:88	66.2% Index:114	18.2% Index:121	15.4% Index:96
Purchase preference	28.4% Index:99	54.3% Index:105	6.1% Index:112	19.7% Index:110
Customer Service	26.9% Index:92	26.9% Index:98	6.5% Index:94	51.1% Index:116

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Brooklin

Households:4,398

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark:Southern Ontario

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

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

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Index Colours:	<80	80 - 110	110+
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ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Brooklyn

Households:4,398

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



55.5%

Index:93

Easy to get in and get out quickly



40.1%

Index:93

Short checkout lines/fast checkout



39.0%

Index:109

Organized layout makes it easy to shop



38.6%

Index:93

Staff are friendly and knowledgeable



31.2%

Index:92

Has extended hours



24.0%

Index:87

I like the store ambiance



17.8%

Index:89

Offers an online shopping option (!)



11.7%

Index:131

Has self-checkout



11.4%

Index:84

Benchmark:Southern Ontario

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

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

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Index Colours:	<80	80 - 110	110+
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ShopperChoice | Store Loyalty - Price and Promo

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Brooklyn

Households:4,398

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



69.9%

Index:104

Discover good value when shopping



69.0%

Index:104

Store has the lowest prices overall



56.1%

Index:97

Store has a customer loyalty card program



47.9%

Index:97

Has loyalty prog. app and offers pers. promos



29.6%

Index:101

I'm loyal to their store brands



19.9%

Index:86

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	36.9	40.2	0.1 92
Leave the store and buy it elsewhere	36.1	30.9	0.1 117
Purchase another brand	22.1	21.2	0.1 104
Purchase another size or variety of the same brand (!)	4.9	7.7	0.1 63

Benchmark:Southern Ontario

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

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

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

2019 Whitby - Downtown Brooklin 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 Visitors				Summer 2019 Visitors				Fall 2019 Visitors				Winter 2019 Visitors				Full Year 2019 Visitors			
		#	% 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%	195,771	100%	1.01%	100	209,887	100%	1.09%	100	139,862	100%	0.72%	100	145,347	100%	0.75%	100	317,656	100%	1.65%	100
3518009	Whitby, ON (T)	113,993	0.59%	44,554	22.76%	39.09%	3854	45,758	21.80%	40.14%	3692	36,009	25.75%	31.59%	4360	37,307	25.67%	32.73%	4346	55,803	17.57%	48.95%	2975
3520005	Toronto, ON (C)	2,568,898	13.31%	24,518	12.52%	0.95%	94	29,156	13.89%	1.13%	104	18,135	12.97%	0.71%	97	14,007	9.64%	0.55%	72	47,460	14.94%	1.85%	112
3518013	Oshawa, ON (CY)	145,379	0.75%	29,458	15.05%	20.26%	1998	28,195	13.43%	19.39%	1784	19,105	13.66%	13.14%	1814	22,201	15.27%	15.27%	2028	41,403	13.03%	28.48%	1731
3519036	Markham, ON (CY)	301,247	1.56%	10,077	5.15%	3.35%	330	11,621	5.54%	3.86%	355	6,834	4.89%	2.27%	313	7,265	5.00%	2.41%	320	19,195	6.04%	6.37%	387
3518005	Ajax, ON (T)	111,465	0.58%	10,643	5.44%	9.55%	941	12,351	5.88%	11.08%	1019	6,929	4.95%	6.22%	858	7,729	5.32%	6.93%	921	17,359	5.46%	15.57%	946
3518017	Clarington, ON (MU)	84,924	0.44%	10,124	5.17%	11.92%	1175	10,372	4.94%	12.21%	1123	7,217	5.16%	8.50%	1173	9,694	6.67%	11.42%	1516	17,302	5.45%	20.37%	1238
3518001	Pickering, ON (CY)	80,492	0.42%	7,029	3.59%	8.73%	861	7,816	3.72%	9.71%	893	5,887	4.21%	7.31%	1009	5,063	3.48%	6.29%	835	11,920	3.75%	14.81%	900
3516010	Kawartha Lakes, ON (CY)	68,505	0.35%	6,937	3.54%	10.13%	998	6,783	3.23%	9.90%	911	5,299	3.79%	7.74%	1068	5,982	4.12%	8.73%	1160	10,953	3.45%	15.99%	972
3518020	Scugog, ON (TP)	19,003	0.10%	8,434	4.31%	44.38%	4376	7,432	3.54%	39.11%	3597	5,686	4.07%	29.92%	4129	6,844	4.71%	36.01%	4783	9,507	2.99%	50.03%	3040
3521010	Brampton, ON (CY)	596,084	3.09%	3,236	1.65%	0.54%	54	3,189	1.52%	0.53%	49	1,322	0.95%	0.22%	31	1,724	1.19%	0.29%	38	5,534	1.74%	0.93%	56

2019 Whitby - Downtown Brooklin 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	321,869	24,234	7.5	297,635	92.5

2020 Whitby - Downtown Brooklin 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 Visitors				Summer 2020 Visitors				Fall 2020 Visitors				Winter 2020 Visitors				Full Year 2020 Visitors			
		#	% 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%	99,391	100%	0.51%	100	151,426	100%	0.78%	100	127,982	100%	0.66%	100	112,439	100%	0.58%	100	242,112	100%	1.25%	100
3518009	Whitby, ON (T)	113,993	0.59%	30,137	30.32%	26.44%	5134	40,434	26.70%	35.47%	4522	37,355	29.19%	32.77%	4942	33,335	29.65%	29.24%	5020	50,995	21.06%	44.74%	3567
3520005	Toronto, ON (C)	2,568,898	13.31%	11,330	11.40%	0.44%	86	22,041	14.56%	0.86%	109	13,920	10.88%	0.54%	82	13,362	11.88%	0.52%	89	36,303	14.99%	1.41%	113
3518013	Oshawa, ON (CY)	145,379	0.75%	13,734	13.82%	9.45%	1835	17,244	11.39%	11.86%	1512	17,520	13.69%	12.05%	1818	16,258	14.46%	11.18%	1920	30,691	12.68%	21.11%	1683
3518005	Ajax, ON (T)	111,465	0.58%	6,219	6.26%	5.58%	1083	9,428	6.23%	8.46%	1078	9,037	7.06%	8.11%	1223	5,974	5.31%	5.36%	920	16,323	6.74%	14.64%	1168
3519036	Markham, ON (CY)	301,247	1.56%	3,819	3.84%	1.27%	246	8,461	5.59%	2.81%	358	5,801	4.53%	1.93%	290	4,305	3.83%	1.43%	245	13,363	5.52%	4.44%	354
3518001	Pickering, ON (CY)	80,492	0.42%	3,919	3.94%	4.87%	946	7,042	4.65%	8.75%	1115	5,630	4.40%	7.00%	1055	4,326	3.85%	5.37%	923	11,513	4.76%	14.30%	1140
3518017	Clarington, ON (MU)	84,924	0.44%	3,900	3.92%	4.59%	892	6,101	4.03%	7.18%	916	5,900	4.61%	6.95%	1048	5,392	4.80%	6.35%	1090	11,278	4.66%	13.28%	1059
3516010	Kawartha Lakes, ON (CY)	68,505	0.35%	3,194	3.21%	4.66%	906	4,504	2.97%	6.58%	838	4,266	3.33%	6.23%	939	3,783	3.36%	5.52%	948	7,335	3.03%	10.71%	854
3518020	Scugog, ON (TP)	19,003	0.10%	3,486	3.51%	18.35%	3563	5,187	3.43%	27.29%	3479	4,650	3.63%	24.47%	3691	5,333	4.74%	28.06%	4818	7,124	2.94%	37.49%	2989
3521005	Mississauga, ON (CY)	642,951	3.33%	1,189	1.20%	0.18%	36	1,914	1.26%	0.30%	38	1,520	1.19%	0.24%	36	1,211	1.08%	0.19%	32	3,644	1.50%	0.57%	45

2020 Whitby - Downtown Brooklin 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	243,244	20,430	8.4	222,814	91.6

2021 Whitby - Downtown Brooklin 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 Visitors				Summer 2021 Visitors				Fall 2021 Visitors				Winter 2021 Visitors				Full Year 2021 Visitors			
		#	% 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%	117,045	100%	0.61%	100	231,033	100%	1.20%	100	208,867	100%	1.08%	100	126,376	100%	0.65%	100	323,507	100%	1.68%	100
3518009	Whitby, ON (T)	113,993	0.59%	31,265	26.71%	27.43%	4523	52,616	22.77%	46.16%	3856	50,140	24.01%	43.98%	4065	37,263	29.49%	32.69%	4993	55,928	17.29%	49.06%	2927
3520005	Toronto, ON (C)	2,568,898	13.31%	16,631	14.21%	0.65%	107	36,460	15.78%	1.42%	119	25,957	12.43%	1.01%	93	13,661	10.81%	0.53%	81	54,458	16.83%	2.12%	126
3518013	Oshawa, ON (CY)	145,379	0.75%	16,855	14.40%	11.59%	1912	29,127	12.61%	20.04%	1674	28,877	13.83%	19.86%	1836	18,385	14.55%	12.65%	1932	39,319	12.15%	27.05%	1614
3518005	Ajax, ON (T)	111,465	0.58%	7,587	6.48%	6.81%	1123	17,249	7.47%	15.47%	1293	12,504	5.99%	11.22%	1037	9,546	7.55%	8.56%	1308	22,963	7.10%	20.60%	1229
3519036	Markham, ON (CY)	301,247	1.56%	5,262	4.50%	1.75%	288	13,708	5.93%	4.55%	380	11,783	5.64%	3.91%	361	6,523	5.16%	2.17%	331	21,883	6.76%	7.26%	433
3518001	Pickering, ON (CY)	80,492	0.42%	4,568	3.90%	5.68%	936	8,886	3.85%	11.04%	922	8,207	3.93%	10.20%	942	5,292	4.19%	6.57%	1004	14,642	4.53%	18.19%	1085
3518017	Clarington, ON (MU)	84,924	0.44%	4,748	4.06%	5.59%	922	8,517	3.69%	10.03%	838	8,373	4.01%	9.86%	911	5,148	4.07%	6.06%	926	13,693	4.23%	16.12%	962
3516010	Kawartha Lakes, ON (CY)	68,505	0.35%	3,783	3.23%	5.52%	911	6,796	2.94%	9.92%	829	7,173	3.43%	10.47%	968	4,032	3.19%	5.89%	899	9,989	3.09%	14.58%	870
3518020	Scugog, ON (TP)	19,003	0.10%	4,750	4.06%	25.00%	4123	7,250	3.14%	38.15%	3188	7,466	3.57%	39.29%	3631	5,127	4.06%	26.98%	4121	8,103	2.50%	42.64%	2544
3521010	Brampton, ON (CY)	596,084	3.09%	1,760	1.50%	0.30%	49	4,506	1.95%	0.76%	63	2,726	1.31%	0.46%	42	1,549	1.23%	0.26%	40	7,051	2.18%	1.18%	71

2021 Whitby - Downtown Brooklin 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	326,648	20,196	6.2	306,452	93.8

PRIZM Profile | Top Segments

ENVIRONICS
ANALYTICS

Customers: EDC ON - Full Year 2021 Extract: Unique_Visitors - Filtered (Whitby_Downtown Brooklyn)

Total Customers: 254,675

Top 5 segments represent **41.4%** of customers in Southern Ontario



Rank: 1
Customers: 24,709
Customers %: 9.70
% in Benchmark: 4.68
Index: 207

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



Rank: 2
Customers: 24,021
Customers %: 9.43
% in Benchmark: 5.19
Index: 182

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.



Rank: 3
Customers: 23,222
Customers %: 9.12
% in Benchmark: 4.16
Index: 219

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.



Rank: 4
Customers: 17,411
Customers %: 6.84
% in Benchmark: 4.63
Index: 148

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



Rank: 5
Customers: 16,000
Customers %: 6.28
% in Benchmark: 3.30
Index: 190

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

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Index Colours: <80 80 - 110 110+