

Community Profile: Whitby – Downtown Whitby

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.

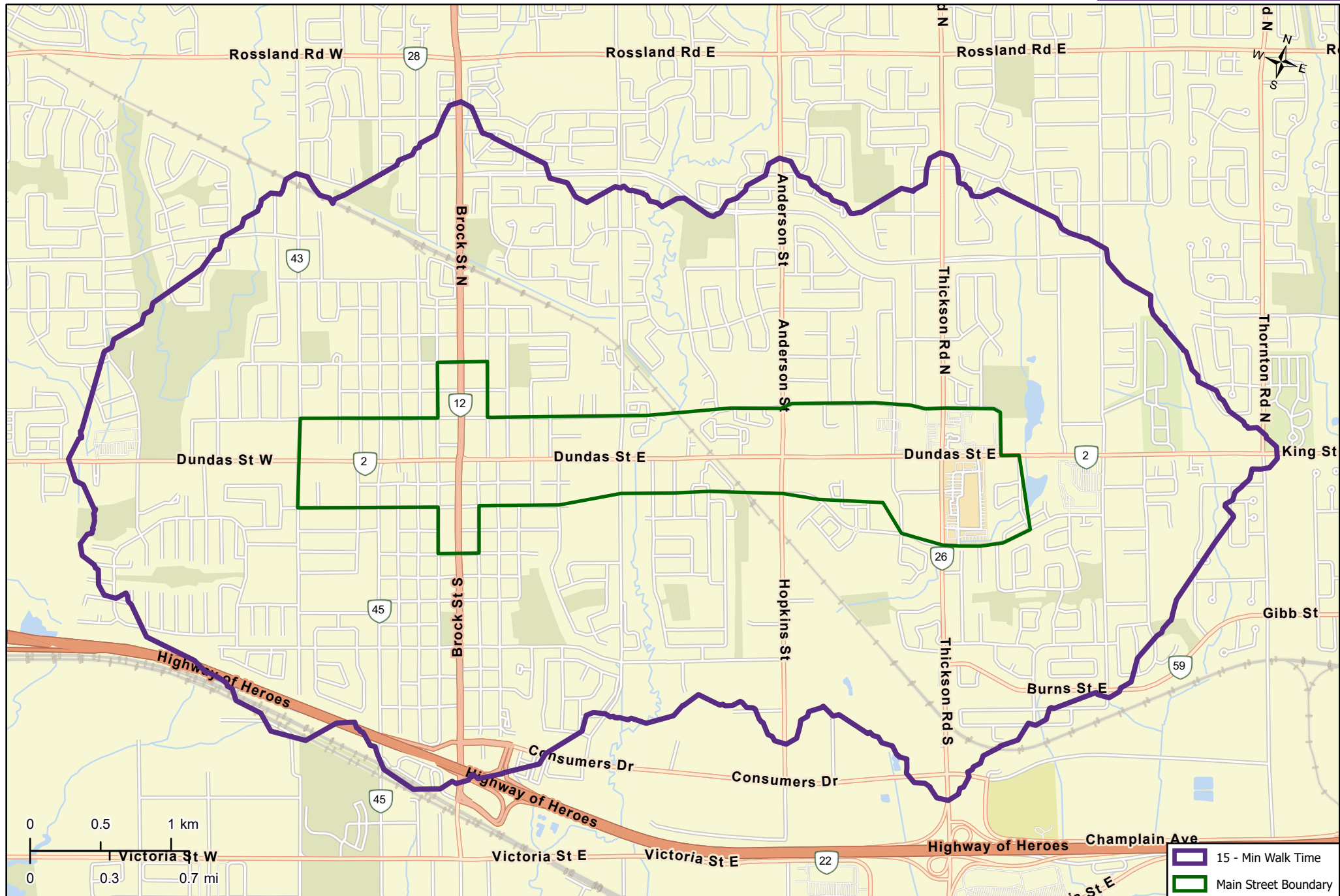
ENVIRONICS
ANALYTICS

Date: January 28, 2022

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Whitby - Downtown Whitby
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Whitby

POPULATION

37,364

HOUSEHOLDS

14,460

MEDIAN MAINTAINER AGE

57

Index: 105

MARITAL STATUS



53.4%

Index: 92

Married/Common-Law

FAMILY STATUS*

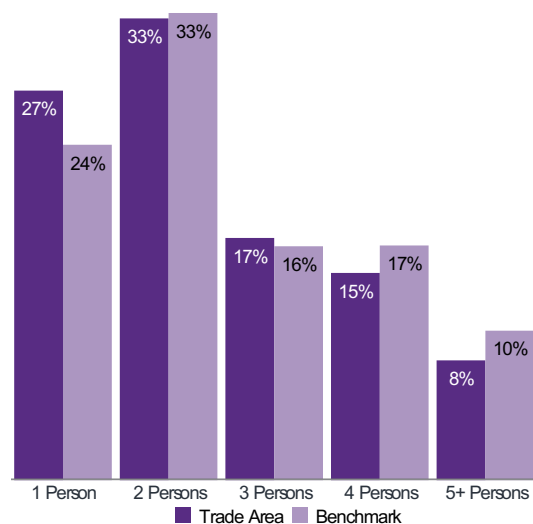


20.2%

Index: 127

Total Lone-Parent Families

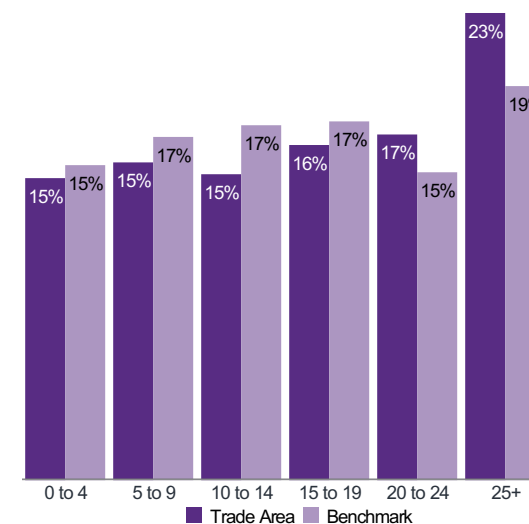
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	1,746	4.7	92
5 to 9	1,799	4.8	89
10 to 14	1,707	4.6	80
15 to 19	1,879	5.0	85
20 to 24	2,262	6.1	91
25 to 29	2,707	7.2	103
30 to 34	2,679	7.2	108
35 to 39	2,487	6.7	103
40 to 44	2,157	5.8	93
45 to 49	2,072	5.5	88
50 to 54	2,334	6.2	95
55 to 59	3,089	8.3	114
60 to 64	2,831	7.6	113
65 to 69	2,323	6.2	110
70 to 74	2,017	5.4	113
75 to 79	1,354	3.6	110
80 to 84	922	2.5	113
85+	998	2.7	121

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+

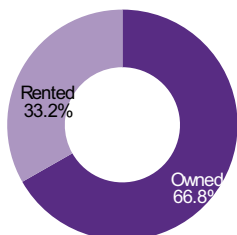
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Whitby

Population: 37,364 | Households: 14,460

TENURE



STRUCTURE TYPE



Houses

70.2%

Index: 91



Apartments

29.7%

Index: 135

AGE OF HOUSING*

30 - 39 Years Old

% Comp: 23.9 Index: 171

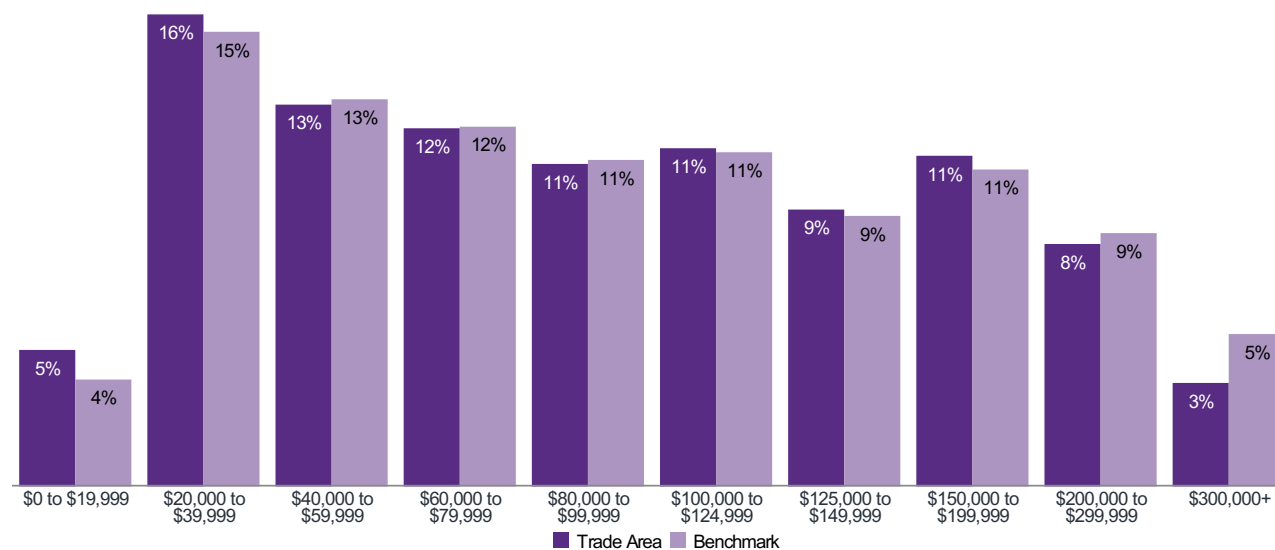
AVERAGE HOUSEHOLD INCOME



\$107,211

Index: 93

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 Whitby

Population: 37,364 | Households: 14,460

EDUCATION



20.8%

Index: 78

University Degree

LABOUR FORCE PARTICIPATION



63.3%

Index: 97

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



34.6%

Index: 95

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

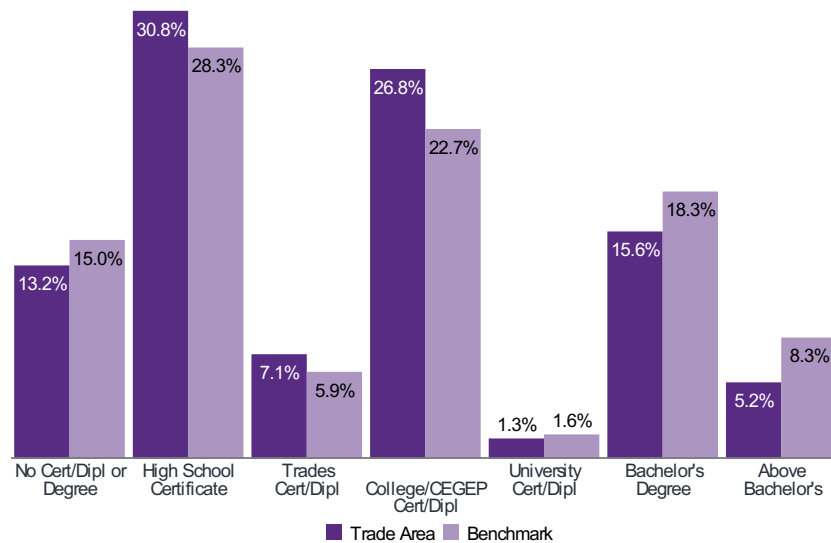


5.7%

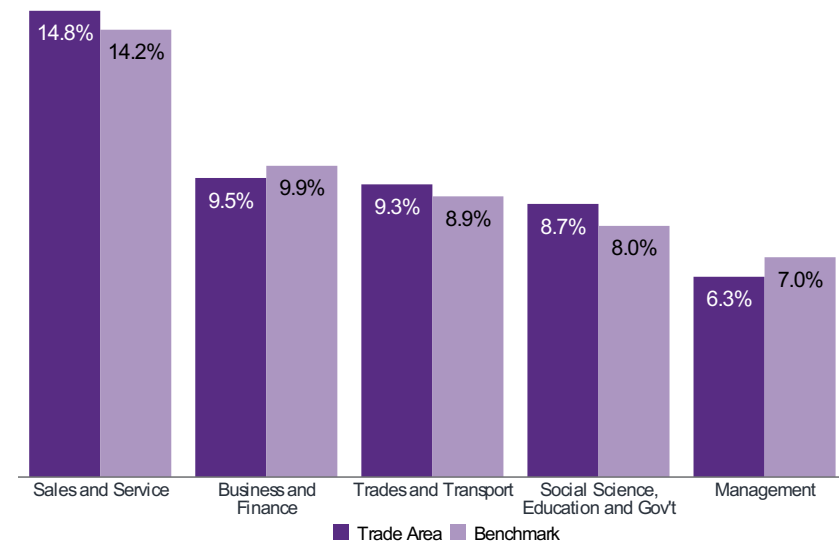
Index: 131

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 Whitby

Population: 37,364 | Households: 14,460

ABORIGINAL IDENTITY



2.2%
Index:92

VISIBLE MINORITY PRESENCE



24.2%
Index:83

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



1.0%
Index:48

No knowledge of
English or French

IMMIGRATION



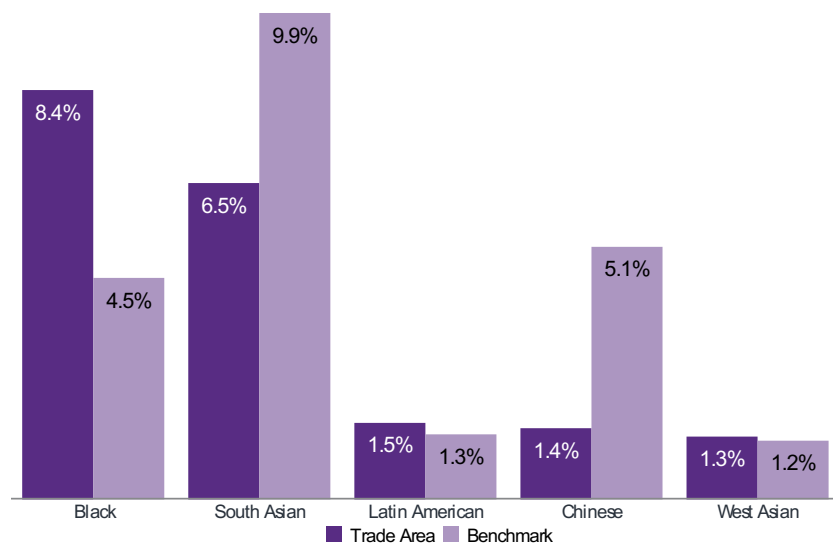
21.9%
Index:83

Born outside Canada

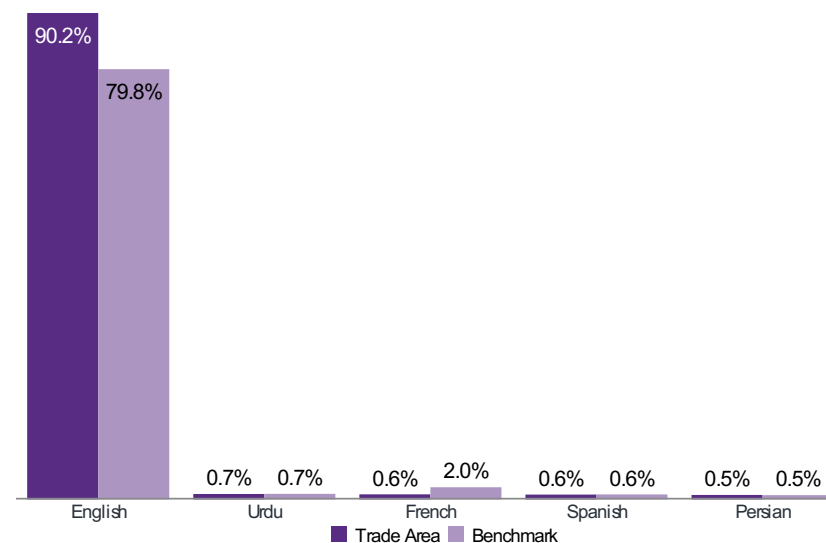
PERIOD OF IMMIGRATION*

Before 2001
13.9% Index:100

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 **56.1%** of households in Whitby - Downtown Whitby



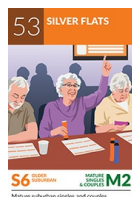
Rank: 1
Hhlds: 4,250
Hhld %: 29.39
% in Benchmark: 4.40
Index: 668

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



Rank: 2
Hhlds: 1,164
Hhld %: 8.05
% in Benchmark: 2.63
Index: 306

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



Rank: 3
Hhlds: 1,083
Hhld %: 7.49
% in Benchmark: 1.63
Index: 458

Silver Flats is the oldest segment, a collection of suburban neighbourhoods found mostly around large and midsize cities. Home to a mix of third- and second-generation Canadians, nearly half the maintainer population is over 65 years old and two-thirds are retired. No segment has a greater concentration of widows and widowers: 15 percent, or three times the national average. While incomes are downscale, many Silver Flats households are financially sound thanks to modest pensions, government transfers and tidy nest eggs. In their apartments and condos, they enjoy quiet hobbies like reading books, bird-watching, knitting, making crafts and collecting coins and stamps. They can afford to go to sporting events to watch professional baseball, football and golf. And many like to keep fit, taking fitness classes, rowing and fitness walking. With their advancing age, many Silver Flats members make an Effort Toward Health so they can enjoy their retirement years. They also score high for the value Propriety, reflected in their courteous and respectful attitude towards others.



Rank: 4
Hhlds: 817
Hhld %: 5.65
% in Benchmark: 3.40
Index: 166

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: 5
Hhlds: 794
Hhld %: 5.49
% in Benchmark: 3.28
Index: 167

The middle-aged families of Multicultural Corners create an exceptionally diverse portrait. More than a third of households contain foreign-born residents—from the Caribbean, Central America, Europe and Asia—though no one culture dominates. About a fifth of the population speak a non-official language and more than 40 percent identify as visible minorities—including black, Latin American, Arabic and South Asian. Having immigrated to Canada before 2000, these first and second generation Canadians have moved beyond gateway communities to the urban fringe areas of cities like Toronto, Calgary, Ottawa and Edmonton. They've turned their moderate educations into upper-middle-class incomes earned from service sector and white-collar jobs. They typically own single-detached and row houses suitable for their relatively large families with older children; more than a third of households contain four or more people. In these neighbourhoods where one of the stronger values is Financial Security, residents have been more mindful of their spending due to the economic uncertainty caused by COVID-19. With that said, in normal times they enjoy travelling and tend to stay at all-inclusive resorts and book cultural trips and eco-tours.

Psychographics | SocialValues Overview

Trade Area: Whitby - Downtown Whitby



Strong Values

Values	Index
Fulfilment Through Work	112
Ethical Consumerism	111
Rejection of Inequality	110
Ecological Concern	109
Need for Escape	108
Personal Control	107
Rejection of Orderliness	107
Aversion to Complexity	106
Legacy	106
Confidence in Small Business	105



Descriptions | Top 3 Strong Values

Fulfilment Through Work

A need to invest one's professional life with meaning and to find personal fulfillment through one's work. Also, a need to feel that one's work is useful to others and has some social value.

Ethical Consumerism

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

Rejection of Inequality

A belief that active involvement in the political process can make a difference in society. People strongest on this construct reject the notion that inequities in society are inevitable and should be expected.



Weak Values

Values	Index
Patriarchy	86
Advertising as Stimulus	87
Consumption Evangelism	87
Enthusiasm for Technology	87
Ecological Lifestyle	88
Penchant for Risk	88
Skepticism Toward Small Business	88
Social Darwinism	88
Ostentatious Consumption	89
Sexual Permissiveness	89



Descriptions | Top 3 Weak Values

Patriarchy

Belief that "the father of the family must be the master in his own house."

Advertising as Stimulus

Tendency to enjoy viewing advertising for its aesthetic properties; to enjoy advertising in a wide range of venues, from magazines to television to outdoor signs and billboards.

Consumption Evangelism

Desire to exercise real leadership among one's peer group in adopting brands, products and services. Consumers who are strong on this construct are enthusiastic, even passionate, about what they buy and are very well informed about product features and competitive products. These are the people others consult before buying something. Because of their large, well-maintained social network, they wield great influence when it comes to promoting a brand, product or service.

Benchmark: Ontario

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

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Whitby

WealthScapes Households: 14,377

INCOME*

Household Income

\$ 108,201

Index: 93

Household Disposable Income

\$ 85,933

Index: 94

Household Discretionary Income

\$ 60,362

Index: 94

Annual RRSP Contributions

\$ 3,174

Index: 89

WEALTH*



Net Worth

% Holders

99.6% Index: 100

Balance

\$546,081

Index: 74

ASSETS*



Savings

% Holders

94.7% Index: 100

Balance

\$61,765

Index: 81



Investments

% Holders

59.2% Index: 99

Balance

\$265,511

Index: 79



Unlisted Shares

% Holders

11.3% Index: 92

Balance

\$159,150

Index: 50



Real Estate

% Holders

69.1% Index: 91

Balance

\$632,491

Index: 84



Liquid Assets

% Holders

97.7% Index: 100

Balance

\$261,452

Index: 79

DEBT*



Consumer Debt

% Holders

91.2% Index: 100

Balance

\$61,953

Index: 93



Mortgage Debt

% Holders

41.7% Index: 90

Balance

\$263,389

Index: 88

FINANCIAL RATIO



Debt: Asset

% Holders

0.23% Index: 110

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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 Whitby

WealthScapes Households: 14,377

FINANCIAL RATIOS*



Debt: Asset

0.23

Index: 110



Debt: Liquid Assets

0.65

Index: 106



Consumer Debt - Discr. Income

0.94

Index: 100



Savings - Investments

0.62

Index: 104



Pension - Non-Pension Assets

0.37

Index: 167



Real Estate Assets - Liq. Assets

1.71

Index: 97



Mortgage - Real Estate Assets

0.25

Index: 103



Mortgage - Consumer Debt

1.94

Index: 85

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Whitby

Households: 14,460

Total Aggregate Current Consumption: \$1,072,896,570

Average Current Consumption

\$74,198

Index 91

Average Household Income










\$106,483

Index 93

Average Disposable Income

\$83,708

Index 93

 <p>Shelter</p> <p>Avg. Dollars/Household \$19,687 Index 94</p> <p>Pct. of Total Expenditure 26.5% Index 103</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$12,224 Index 89</p> <p>Pct. of Total Expenditure 16.5% Index 98</p>	 <p>Food</p> <p>Avg. Dollars/Household \$11,474 Index 90</p> <p>Pct. of Total Expenditure 15.5% Index 99</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household \$5,354 Index 93</p> <p>Pct. of Total Expenditure 7.2% Index 103</p>	 <p>Health Care</p> <p>Avg. Dollars/Household \$4,904 Index 90</p> <p>Pct. of Total Expenditure 6.6% Index 99</p>	 <p>Recreation</p> <p>Avg. Dollars/Household \$4,403 Index 92</p> <p>Pct. of Total Expenditure 5.9% Index 101</p>
 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$3,382 Index 85</p> <p>Pct. of Total Expenditure 4.6% Index 93</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$3,365 Index 95</p> <p>Pct. of Total Expenditure 4.5% Index 104</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$2,835 Index 86</p> <p>Pct. of Total Expenditure 3.8% Index 94</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 Whitby

Households: 14,460

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
\$106,483	\$11,474	\$3,450	\$8,024
Index 93	Index 90	Index 86	Index 92

Total Aggregate Food Expenditure: \$ 165,908,267

 Bakery Avg. Dollars/Household \$777 Index 89 Pct. of Total Expenditure 9.7% Index 97	 Cereal Products Avg. Dollars/Household \$477 Index 93 Pct. of Total Expenditure 5.9% Index 102	 Fruit and nuts Avg. Dollars/Household \$991 Index 90 Pct. of Total Expenditure 12.4% Index 99
 Vegetables Avg. Dollars/Household \$888 Index 96 Pct. of Total Expenditure 11.1% Index 105	 Dairy products & Eggs Avg. Dollars/Household \$1,117 Index 87 Pct. of Total Expenditure 13.9% Index 95	 Meat Avg. Dollars/Household \$1,417 Index 90 Pct. of Total Expenditure 17.7% Index 98
 Fish & Seafood Avg. Dollars/Household \$313 Index 107 Pct. of Total Expenditure 3.9% Index 116	 Beverages & Other Food Avg. Dollars/Household \$2,043 Index 93 Pct. of Total Expenditure 25.5% Index 101	

Benchmark: Southern Ontario

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Displaying the top FoodSpend 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 Whitby

Household Population 14+: 31,758

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	10.9	11.0	99
Going to restaurants, bars or night clubs	52.5	55.1	95
Having physical Contact with family and friends	57.8	57.7	100
Participating in group activities	36.7	38.7	95
Partying	14.0	15.8	89
Seeing family and friends in person	63.8	62.8	102
Entertainment			
Attending events, festivals or concerts	40.7	42.9	95
Attending sports events (excludes professional sports)	16.1	18.2	89
Attending to professional sports events or games	23.3	25.4	92
Going to the movies	43.5	45.7	95
Movement & Travel			
Driving more	16.4	16.1	102
Shopping in-store	40.6	42.9	95
Spending time outdoors	30.4	32.5	94
Travelling outside of Canada/ abroad	48.1	53.2	90
Travelling within Canada	47.4	49.9	95
Using public transit	11.5	13.7	84
Personal			
Getting back to old habits	34.7	36.2	96
Going to a salon, barber shop or spa	33.7	33.7	100
Going to the gym	17.8	22.6	79
Education/Work			
Children going back to school	17.6	20.3	87
Going back to work	16.8	17.6	95
Other			
Not Stated	0.5	0.6	89

Benchmark: Southern Ontario

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(Base used for Index calculations)

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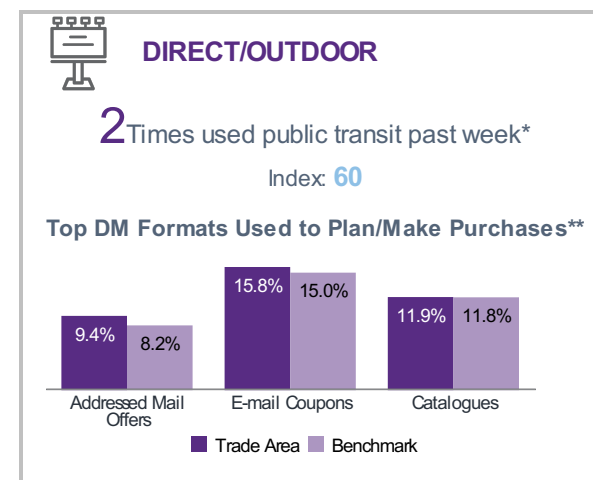
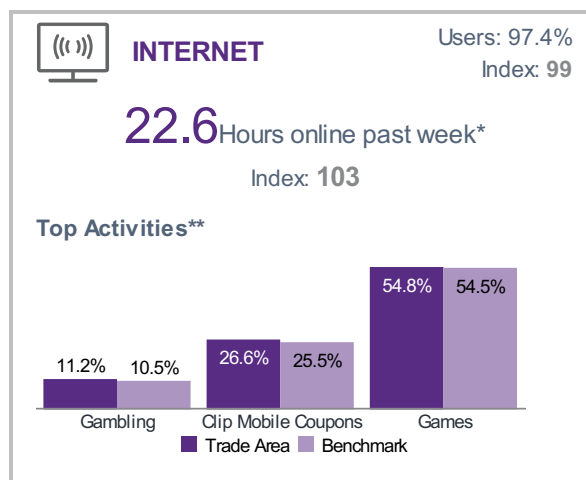
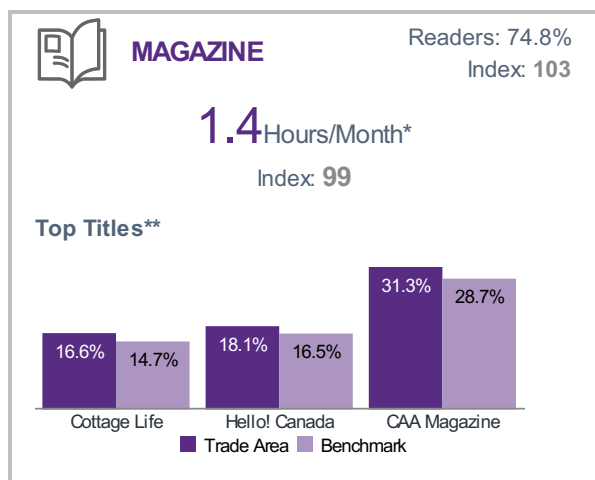
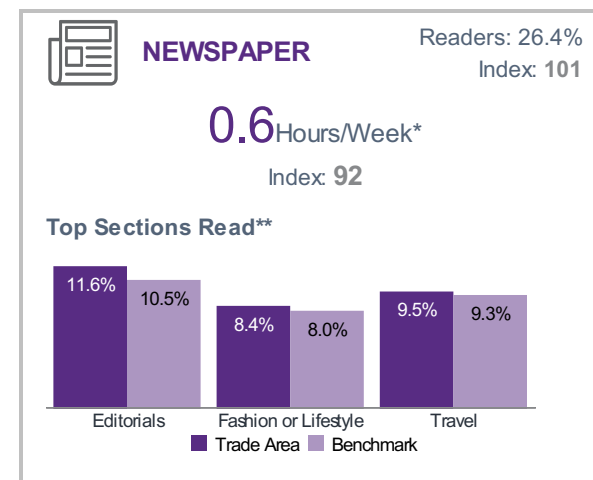
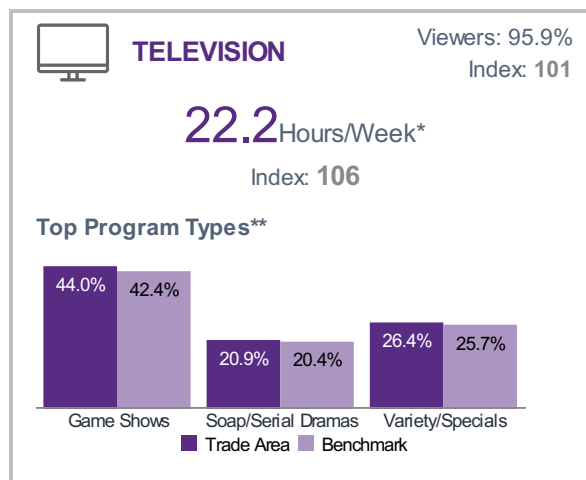
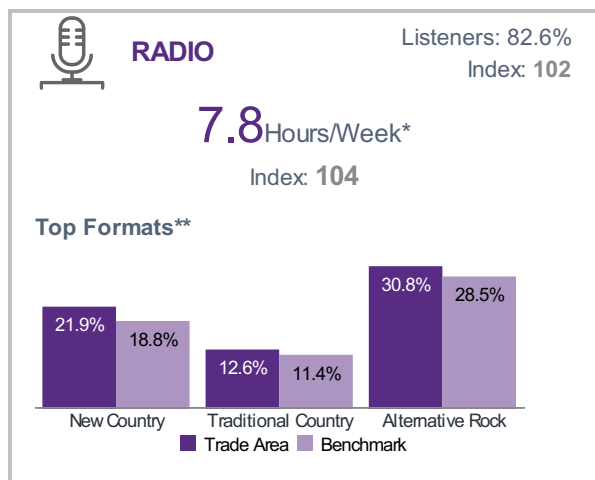
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Whitby

Household Population 14+: 31,758



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

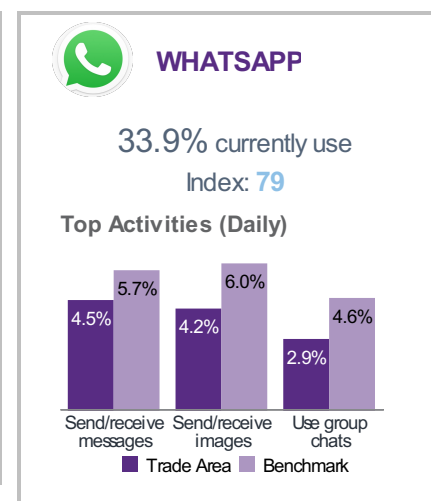
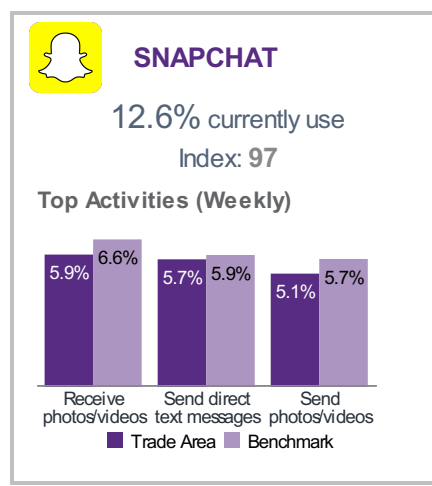
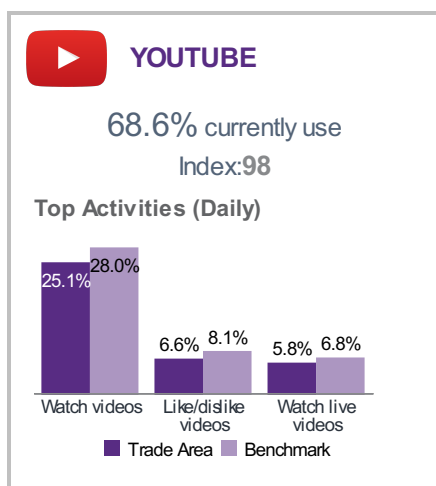
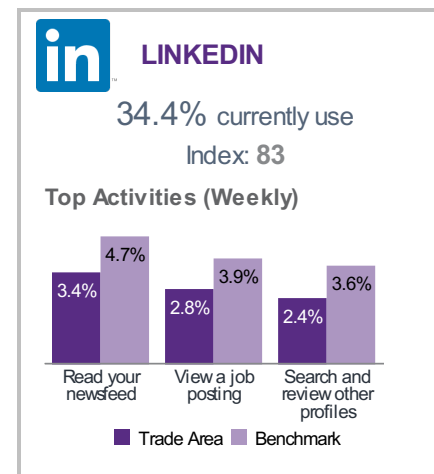
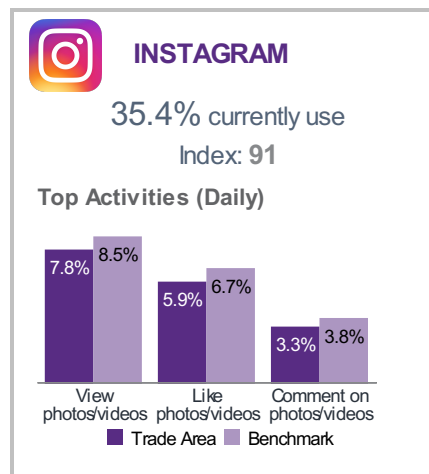
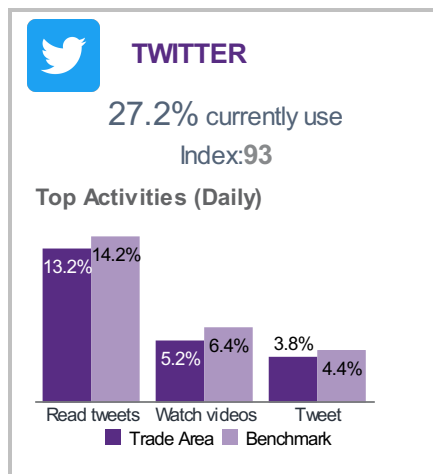
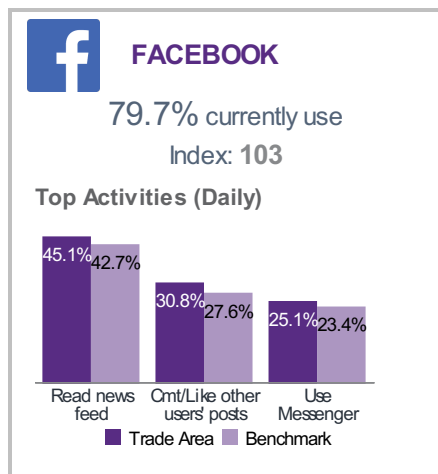
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Whitby

Household Population 18+: 30,322



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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

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

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Whitby

Household Population 18+: 30,322

FRIENDS IN ALL SM NETWORKS



37.7%

Index:106

0-49 friends

FREQUENCY OF USE (DAILY)



59.0%

Index:105

Facebook

BRAND INTERACTION



35.2%

Index:103

Like brand on Facebook

NO. OF BRANDS INTERACTED

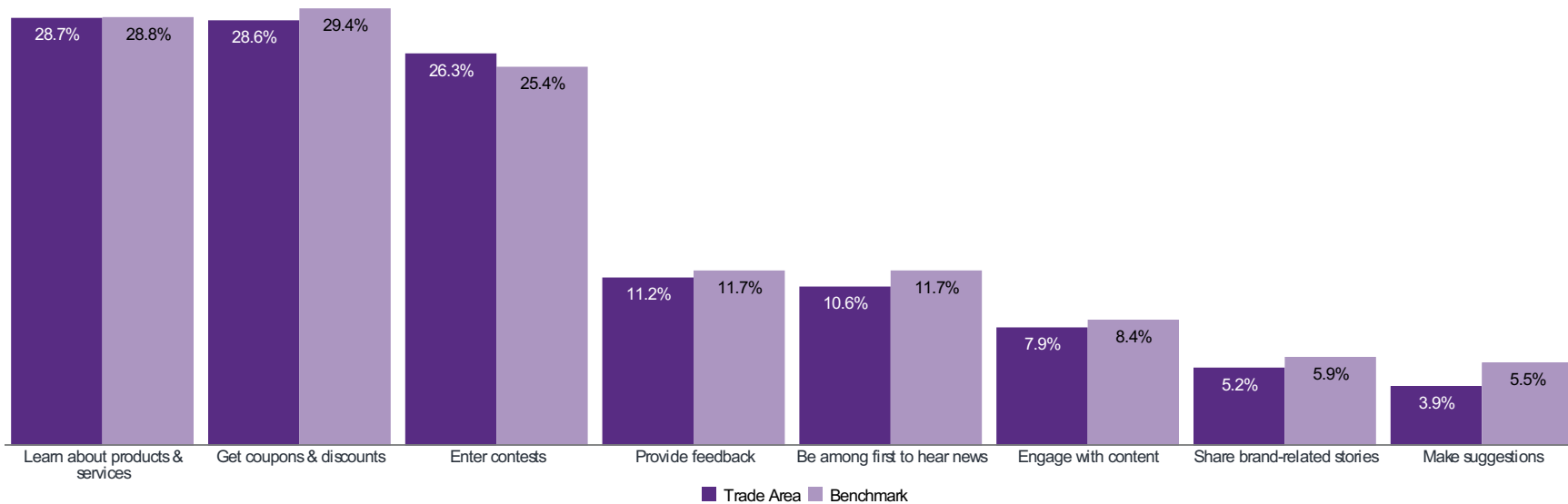


30.2%

Index:99

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+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Whitby

Total Household Population 18+:30,322



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

% Comp 89.6 Index 102



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

% Comp 46.2 Index 95



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

% Comp 85.1 Index 101



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

% Comp 38.5 Index 94



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

% Comp 54.3 Index 96



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

% Comp 27.3 Index 91

Benchmark: Southern Ontario

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Ranked by percent composition.

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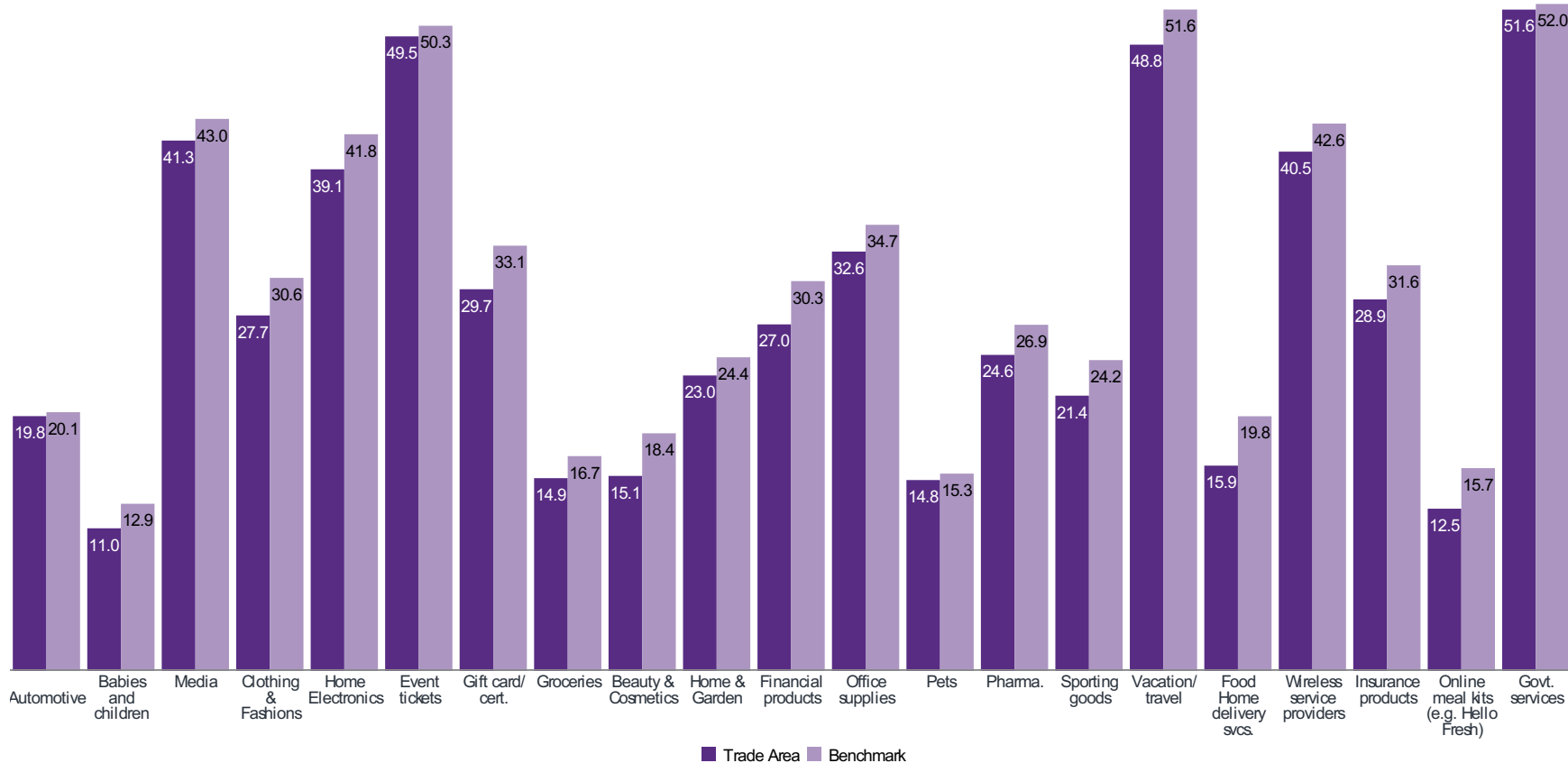
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Whitby

Total Household Population 18+:30,322

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

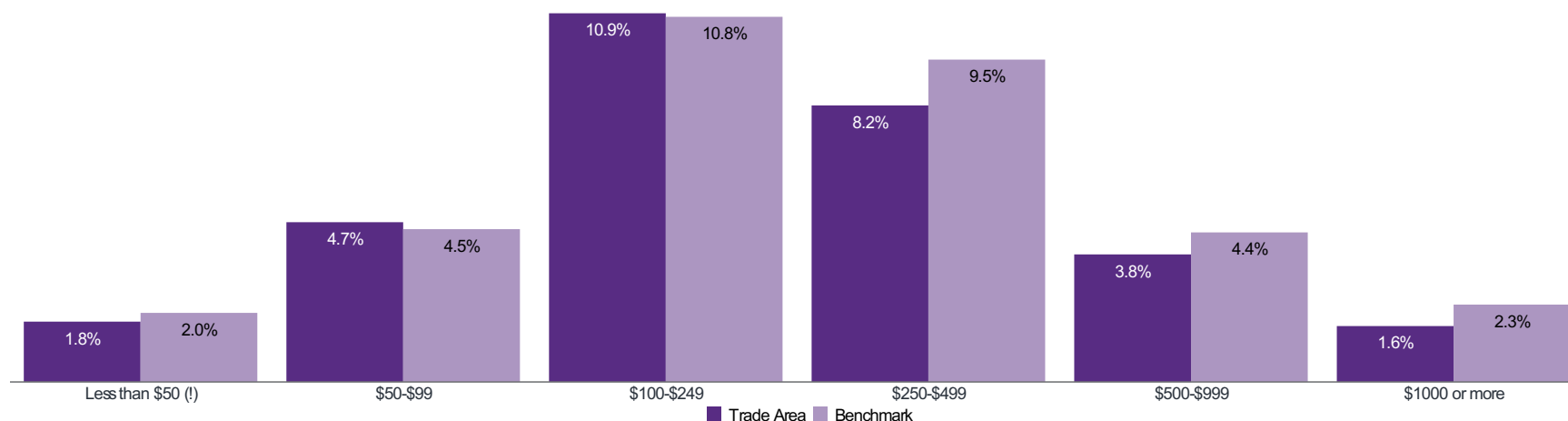
Trade Area: Whitby - Downtown Whitby

Total Household Population 18+: 30,322

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	63.0% Index:103	33.6% Index:91	10.5% Index:86	2.4% Index:76
Purchase preference	78.6% Index:104	27.7% Index:90	8.4% Index:85	2.2% Index:86
Customer Service	65.6% Index:106	14.8% Index:83	4.4% Index:77	21.0% Index:97

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

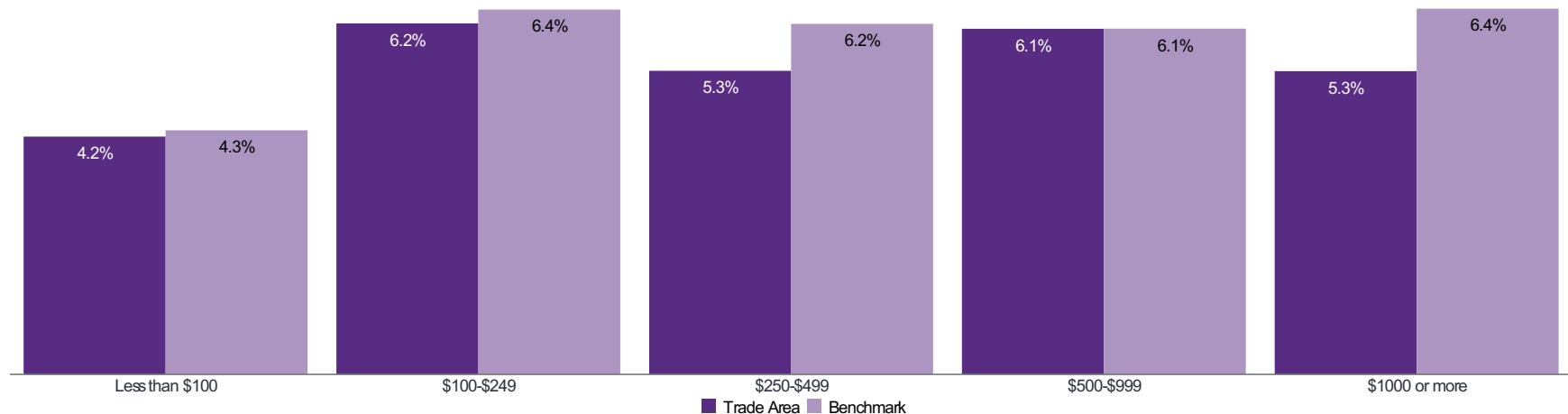
Trade Area: Whitby - Downtown Whitby

Total Household Population 18+: 30,322

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	52.0% Index: 103	53.5% Index: 98	13.5% Index: 87	8.2% Index: 100
Purchase preference	72.1% Index: 105	39.1% Index: 93	9.6% Index: 88	6.7% Index: 104
Customer Service	60.2% Index: 107	22.8% Index: 92	6.3% Index: 85	38.6% Index: 104

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

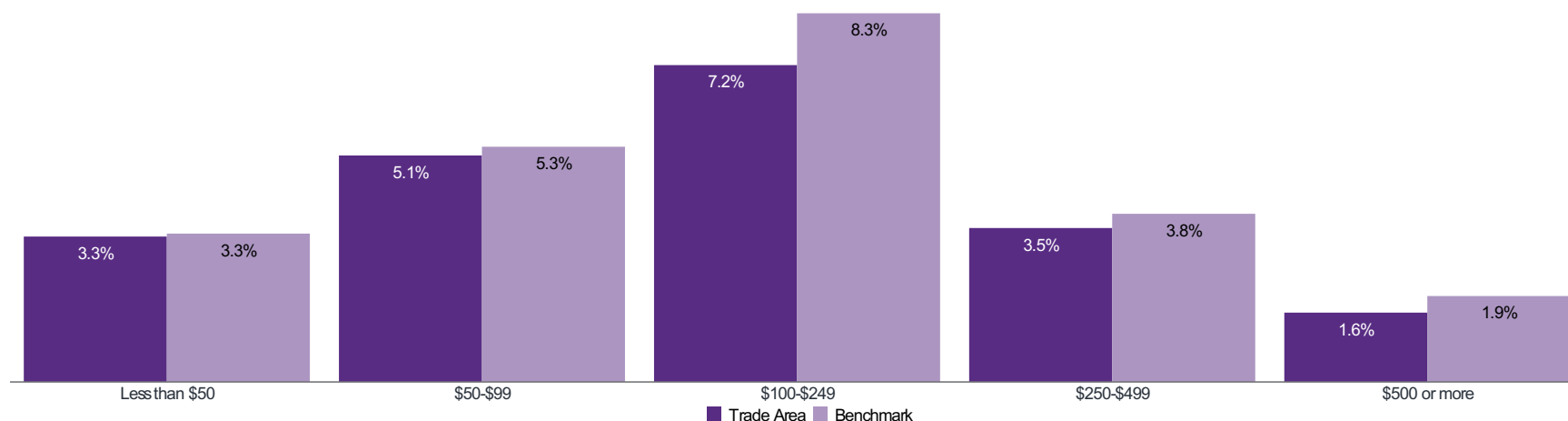
Trade Area: Whitby - Downtown Whitby

Total Household Population 18+: 30,322

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	51.7% Index:108	30.8% Index:87	9.1% Index:83	3.3% Index:93
Purchase preference	64.8% Index:107	29.7% Index:90	7.1% Index:81	3.0% Index:98
Customer Service	46.6% Index:110	17.9% Index:87	5.1% Index:84	27.5% Index:99

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 | Groceries Deep Dive

ENVIRONICS
ANALYTICS

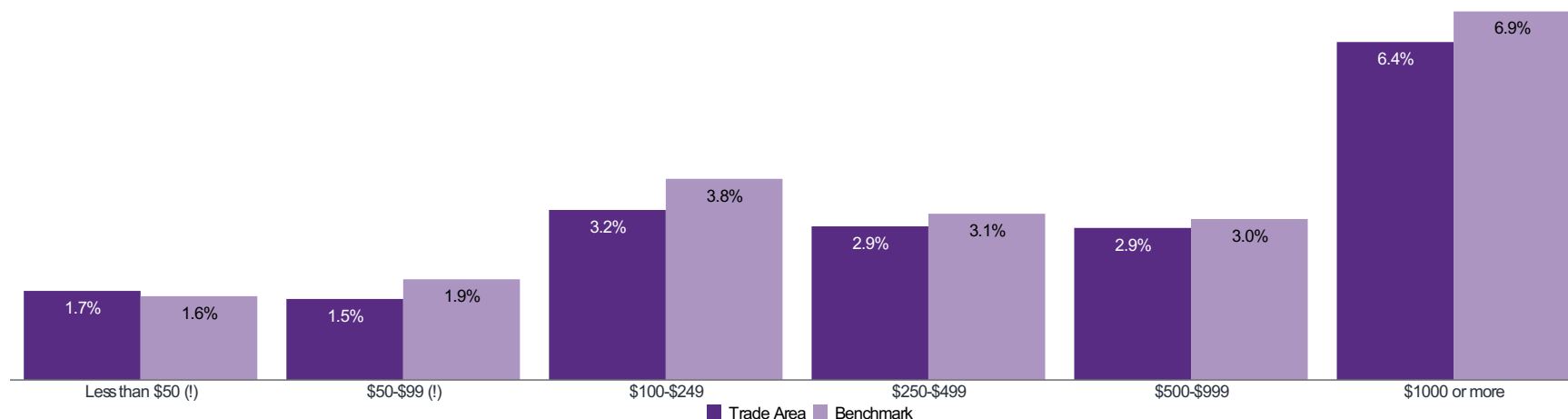
Trade Area: Whitby - Downtown Whitby

Total Household Population 18+: 30,322

BEHAVIOURAL PREFERENCES BY CHANNEL

 GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	73.7% Index:102	23.2% Index:94	9.6% Index:87	2.4% Index:88
Purchase preference	85.8% Index:103	14.9% Index:90	4.9% Index:78	1.9% Index:79
Customer Service	73.9% Index:106	9.7% Index:84	3.3% Index:83	18.2% Index:97

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

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

ENVIRONICS
ANALYTICS

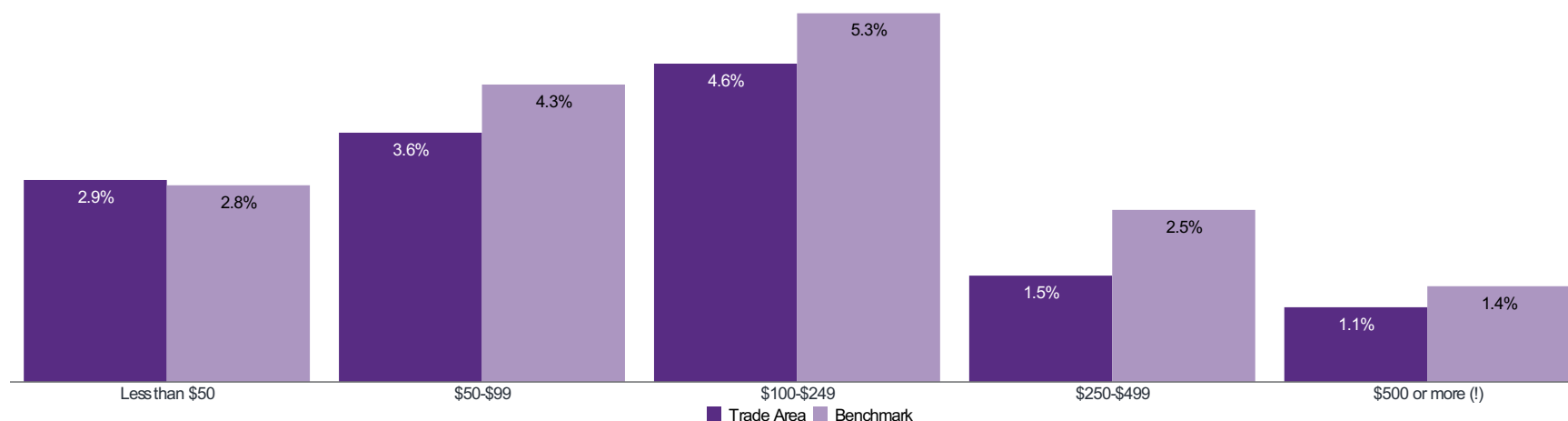
Trade Area: Whitby - Downtown Whitby

Total Household Population 18+: 30,322

BEHAVIOURAL PREFERENCES BY CHANNEL

 BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	35.5% Index:100	18.5% Index:84	6.1% Index:75	2.1% Index:75
Purchase preference	46.5% Index:100	15.1% Index:82	4.8% Index:75	1.7% Index:75
Customer Service	37.8% Index:104	10.1% Index:81	3.2% Index:74	13.9% Index:95

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 Whitby

Total Household Population 18+: 30,322

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	36.7% Index:97	9.6% Index:85	6.0% Index:104
Purchase preference	70.7% Index:104	23.0% Index:94	5.7% Index:82	3.0% Index:84
Customer Service	56.9% Index:105	14.1% Index:88	3.8% Index:79	23.2% Index:101

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

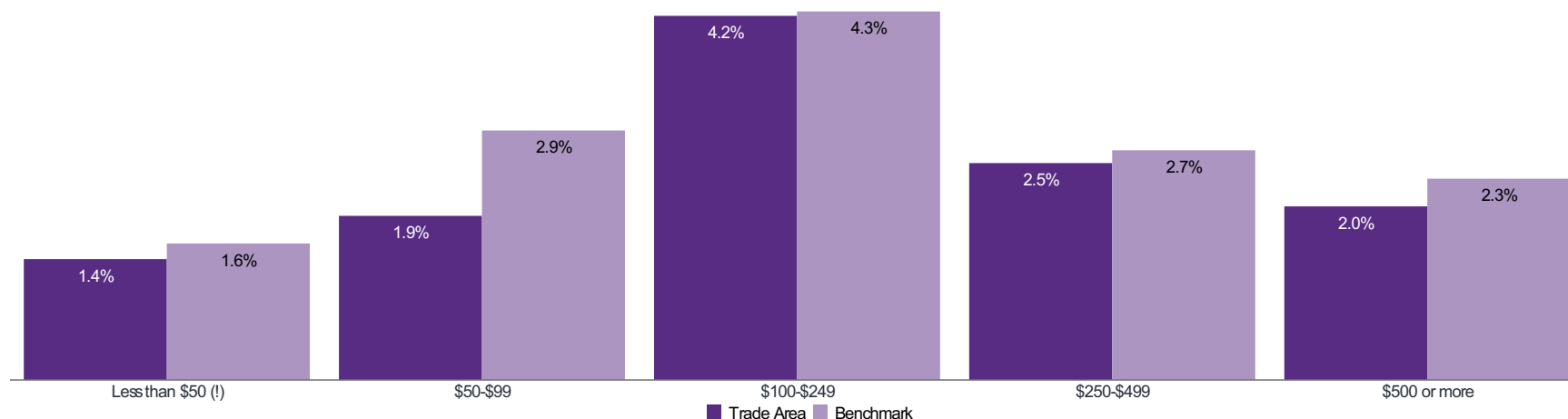
Trade Area: Whitby - Downtown Whitby

Total Household Population 18+: 30,322

BEHAVIOURAL PREFERENCES BY CHANNEL

SPORTING GOODS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	39.4% Index:101	30.2% Index:94	8.6% Index:82	3.3% Index:85
Purchase preference	52.9% Index:102	21.4% Index:88	6.2% Index:82	2.3% Index:77
Customer Service	43.2% Index:103	13.0% Index:86	3.8% Index:74	20.7% Index:101

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

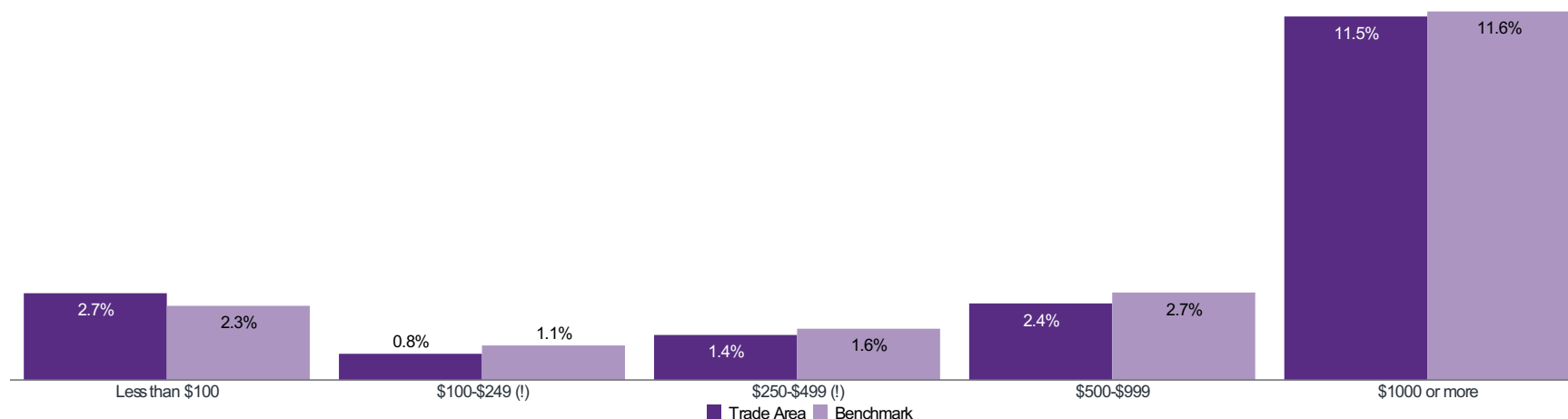
Trade Area: Whitby - Downtown Whitby

Total Household Population 18+: 30,322

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	21.7% Index:105	56.9% Index:98	12.7% Index:85	16.2% Index:101
Purchase preference	31.5% Index:109	48.8% Index:95	5.7% Index:86	18.2% Index:101
Customer Service	32.3% Index:111	25.2% Index:92	5.5% Index:79	44.0% Index:100

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+

Store Loyalty

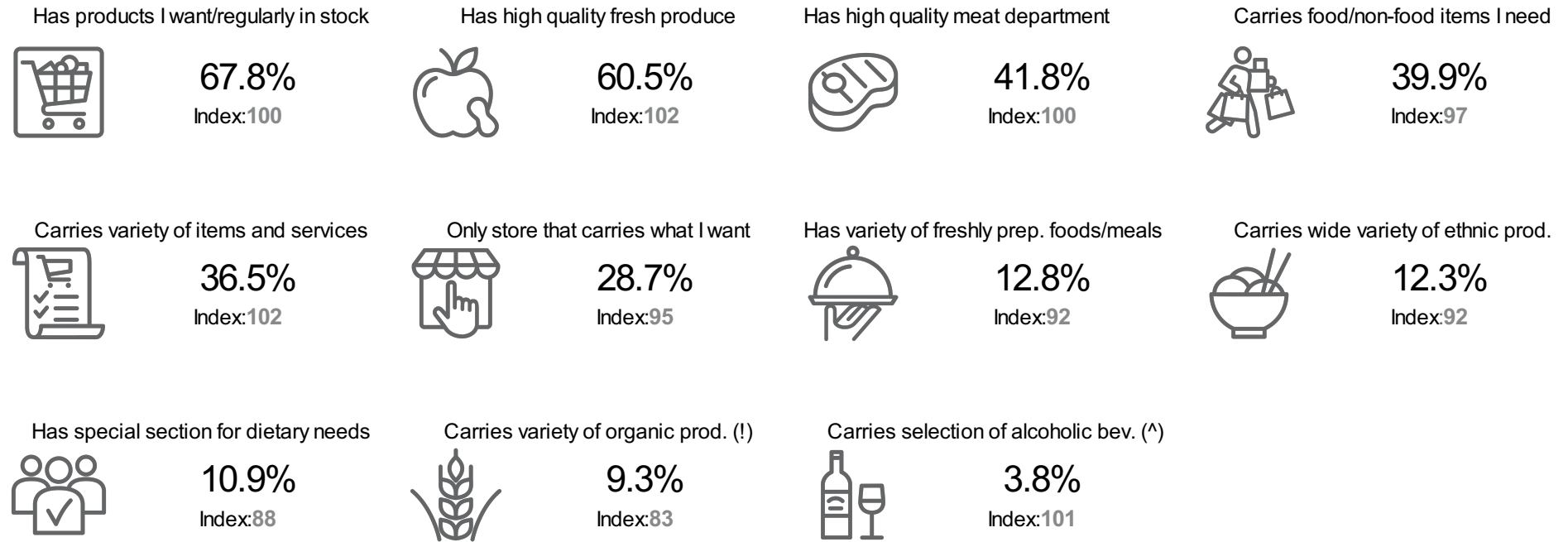
ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Whitby

Households: 14,460

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 Whitby

Households: 14,460

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



59.2%

Index:99

Easy to get in and get out quickly



44.4%

Index:103

Organized layout makes it easy to shop



42.2%

Index:102

Short checkout lines/fast checkout



36.2%

Index:101

Staff are friendly and knowledgeable



31.9%

Index:95

Has extended hours



26.7%

Index:97

I like the store ambiance



18.7%

Index:94

Has self-checkout



12.4%

Index:90

Offers an online shopping option (!)



8.2%

Index:92

Benchmark: Southern Ontario

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

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

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

ENVIRONICS
ANALYTICS

Trade Area: Whitby - Downtown Whitby

Households: 14,460

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



67.6%

Index: 100

Discover good value when shopping



65.5%

Index: 99

Store has the lowest prices overall



58.1%

Index: 100

Store has a customer loyalty card program



50.7%

Index: 102

Has loyalty prog. app and offers pers. promos



29.2%

Index: 100

I'm loyal to their store brands



24.2%

Index: 105

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	40.3	40.2	0.4 100
Leave the store and buy it elsewhere	28.6	30.9	0.3 93
Purchase another brand	23.5	21.2	0.4 111
Purchase another size or variety of the same brand (!)	7.5	7.7	0.3 98

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 Whitby 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%	650,544	100%	3.37%	100	671,980	100%	3.48%	100	543,673	100%	2.82%	100	566,700	100%	2.94%	100	956,217	100%	4.95%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	108,791	16.72%	4.23%	126	116,692	17.37%	4.54%	130	88,752	16.32%	3.45%	123	88,051	15.54%	3.43%	117	186,669	19.52%	7.27%	147
3518013	Oshawa, ON (CY)	145,379	0.75%	107,577	16.54%	74.00%	2196	102,819	15.30%	70.72%	2032	94,506	17.38%	65.01%	2308	99,752	17.60%	68.61%	2337	121,397	12.70%	83.50%	1686
3518009	Whitby, ON (T)	113,993	0.59%	93,985	14.45%	82.45%	2446	94,535	14.07%	82.93%	2382	87,492	16.09%	76.75%	2725	87,542	15.45%	76.80%	2616	98,141	10.26%	86.09%	1738
3518017	Clarington, ON (MU)	84,924	0.44%	51,341	7.89%	60.46%	1794	49,309	7.34%	58.06%	1668	42,693	7.85%	50.27%	1785	47,635	8.41%	56.09%	1911	60,459	6.32%	71.19%	1437
3518005	Ajax, ON (T)	111,465	0.58%	48,043	7.39%	43.10%	1279	47,907	7.13%	42.98%	1235	42,381	7.80%	38.02%	1350	43,598	7.69%	39.11%	1332	59,553	6.23%	53.43%	1079
3518001	Pickering, ON (CY)	80,492	0.42%	28,170	4.33%	35.00%	1038	26,817	3.99%	33.32%	957	23,888	4.39%	29.68%	1054	25,382	4.48%	31.53%	1074	38,306	4.01%	47.59%	961
3519036	Markham, ON (CY)	301,247	1.56%	16,206	2.49%	5.38%	160	19,173	2.85%	6.36%	183	12,572	2.31%	4.17%	148	12,789	2.26%	4.25%	145	30,198	3.16%	10.02%	202
3521010	Brampton, ON (CY)	596,084	3.09%	14,419	2.22%	2.42%	72	14,137	2.10%	2.37%	68	10,711	1.97%	1.80%	64	10,998	1.94%	1.85%	63	26,567	2.78%	4.46%	90
3521005	Mississauga, ON (CY)	642,951	3.33%	12,342	1.90%	1.92%	57	13,826	2.06%	2.15%	62	10,412	1.92%	1.62%	57	9,116	1.61%	1.42%	48	24,536	2.57%	3.82%	77
3516010	Kawartha Lakes, ON (CY)	68,505	0.35%	13,696	2.11%	19.99%	593	12,966	1.93%	18.93%	544	10,356	1.90%	15.12%	537	13,218	2.33%	19.30%	657	20,151	2.11%	29.42%	594

2019 Whitby - Downtown Whitby 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	971,389	52,946	5.5	918,442	94.5

2020 Whitby - Downtown Whitby 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%	377,552	100%	1.96%	100	516,461	100%	2.68%	100	482,579	100%	2.50%	100	454,800	100%	2.36%	100	750,866	100%	3.89%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	58,163	15.41%	2.26%	116	91,203	17.66%	3.55%	133	86,515	17.93%	3.37%	135	68,682	15.10%	2.67%	113	155,929	20.77%	6.07%	156
3518013	Oshawa, ON (CY)	145,379	0.75%	75,335	19.95%	51.82%	2649	86,560	16.76%	59.54%	2225	84,884	17.59%	58.39%	2335	85,221	18.74%	58.62%	2488	105,621	14.07%	72.65%	1868
3518009	Whitby, ON (T)	113,993	0.59%	78,003	20.66%	68.43%	3498	85,976	16.65%	75.42%	2819	86,241	17.87%	75.65%	3026	83,853	18.44%	73.56%	3122	93,795	12.49%	82.28%	2115
3518005	Ajax, ON (T)	111,465	0.58%	29,964	7.94%	26.88%	1374	43,075	8.34%	38.64%	1444	39,674	8.22%	35.59%	1424	37,469	8.24%	33.61%	1427	56,341	7.50%	50.55%	1299
3518017	Clarington, ON (MU)	84,924	0.44%	30,987	8.21%	36.49%	1865	37,825	7.32%	44.54%	1665	37,793	7.83%	44.50%	1780	36,635	8.06%	43.14%	1831	49,545	6.60%	58.34%	1500
3518001	Pickering, ON (CY)	80,492	0.42%	17,634	4.67%	21.91%	1120	25,198	4.88%	31.31%	1170	23,553	4.88%	29.26%	1170	21,753	4.78%	27.03%	1147	36,778	4.90%	45.69%	1175
3519036	Markham, ON (CY)	301,247	1.56%	6,552	1.74%	2.18%	111	13,169	2.55%	4.37%	163	11,255	2.33%	3.74%	149	8,319	1.83%	2.76%	117	21,511	2.86%	7.14%	184
3521010	Brampton, ON (CY)	596,084	3.09%	6,370	1.69%	1.07%	55	10,427	2.02%	1.75%	65	9,281	1.92%	1.56%	62	7,358	1.62%	1.23%	52	18,172	2.42%	3.05%	78
3521005	Mississauga, ON (CY)	642,951	3.33%	5,794	1.53%	0.90%	46	9,384	1.82%	1.46%	55	9,072	1.88%	1.41%	56	6,687	1.47%	1.04%	44	17,424	2.32%	2.71%	70
3516010	Kawartha Lakes, ON (CY)	68,505	0.35%	6,531	1.73%	9.53%	487	9,099	1.76%	13.28%	496	7,244	1.50%	10.57%	423	9,598	2.11%	14.01%	595	14,854	1.98%	21.68%	557

2020 Whitby - Downtown Whitby 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	756,352	48,086	6.4	708,266	93.6

2021 Whitby - Downtown Whitby 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%	376,973	100%	1.95%	100	654,201	100%	3.39%	100	616,014	100%	3.19%	100	467,740	100%	2.42%	100	865,683	100%	4.48%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	66,637	17.68%	2.59%	133	136,541	20.87%	5.32%	157	109,806	17.83%	4.27%	134	81,218	17.36%	3.16%	130	195,846	22.62%	7.62%	170
3518013	Oshawa, ON (CY)	145,379	0.75%	65,039	17.25%	44.74%	2291	85,705	13.10%	58.95%	1739	87,121	14.14%	59.93%	1878	84,652	18.10%	58.23%	2403	97,193	11.23%	66.85%	1491
3518009	Whitby, ON (T)	113,993	0.59%	71,417	18.94%	62.65%	3208	90,396	13.82%	79.30%	2340	93,514	15.18%	82.03%	2571	89,124	19.05%	78.18%	3226	93,378	10.79%	81.92%	1827
3518005	Ajax, ON (T)	111,465	0.58%	31,931	8.47%	28.65%	1467	55,444	8.48%	49.74%	1468	52,364	8.50%	46.98%	1472	44,116	9.43%	39.58%	1633	62,324	7.20%	55.91%	1247
3518017	Clarington, ON (MU)	84,924	0.44%	28,866	7.66%	33.99%	1740	40,768	6.23%	48.01%	1416	42,475	6.90%	50.02%	1567	36,302	7.76%	42.75%	1764	48,846	5.64%	57.52%	1282
3518001	Pickering, ON (CY)	80,492	0.42%	17,924	4.75%	22.27%	1140	30,992	4.74%	38.50%	1136	29,809	4.84%	37.03%	1160	22,651	4.84%	28.14%	1161	40,115	4.63%	49.84%	1111
3519036	Markham, ON (CY)	301,247	1.56%	7,942	2.11%	2.64%	135	23,197	3.55%	7.70%	227	16,111	2.62%	5.35%	168	9,626	2.06%	3.20%	132	31,234	3.61%	10.37%	231
3521010	Brampton, ON (CY)	596,084	3.09%	7,488	1.99%	1.26%	64	15,786	2.41%	2.65%	78	14,426	2.34%	2.42%	76	9,741	2.08%	1.63%	67	26,156	3.02%	4.39%	98
3521005	Mississauga, ON (CY)	642,951	3.33%	6,113	1.62%	0.95%	49	15,818	2.42%	2.46%	73	13,617	2.21%	2.12%	66	6,824	1.46%	1.06%	44	24,535	2.83%	3.82%	85
3519028	Vaughan, ON (CY)	264,447	1.37%	9,140	2.42%	3.46%	177	8,677	1.33%	3.28%	97	7,551	1.23%	2.86%	89	5,932	1.27%	2.24%	93	15,487	1.79%	5.86%	131

2021 Whitby - Downtown Whitby 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	877,061	41,916	4.8	835,146	95.2

PRIZM Profile | Top Segments

ENVIRONICS
ANALYTICS

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

Total Customers: 627,877

Top 5 segments represent **37.1%** of customers in Southern Ontario



Rank: 1
Customers: 56,609
Customers %: 9.02
% in Benchmark: 5.19
Index: 174

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: 2
Customers: 50,885
Customers %: 8.10
% in Benchmark: 4.68
Index: 173

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: 3
Customers: 47,157
Customers %: 7.51
% in Benchmark: 4.16
Index: 181

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: 44,471
Customers %: 7.08
% in Benchmark: 4.63
Index: 153

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: 33,626
Customers %: 5.36
% in Benchmark: 3.76
Index: 142

The middle-aged families of Multicultural Corners create an exceptionally diverse portrait. More than a third of households contain foreign-born residents—from the Caribbean, Central America, Europe and Asia—though no one culture dominates. About a fifth of the population speak a non-official language and more than 40 percent identify as visible minorities—including black, Latin American, Arabic and South Asian. Having immigrated to Canada before 2000, these first and second generation Canadians have moved beyond gateway communities to the urban fringe areas of cities like Toronto, Calgary, Ottawa and Edmonton. They've turned their moderate educations into upper-middle-class incomes earned from service sector and white-collar jobs. They typically own single-detached and row houses suitable for their relatively large families with older children; more than a third of households contain four or more people. In these neighbourhoods where one of the stronger values is Financial Security, residents have been more mindful of their spending due to the economic uncertainty caused by COVID-19. With that said, in normal times they enjoy travelling and tend to stay at all-inclusive resorts and book cultural trips and eco-tours.

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+