Community Profile: Whitchurch-Stouffville – Main Street Stouffville

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

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Whitchurch-Stouffville - Main Street Stouffville
Main Street Boundary and Trade Area

ENVIRONICS
ANALYTICS

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

2022-01-12 12:58 PM

1
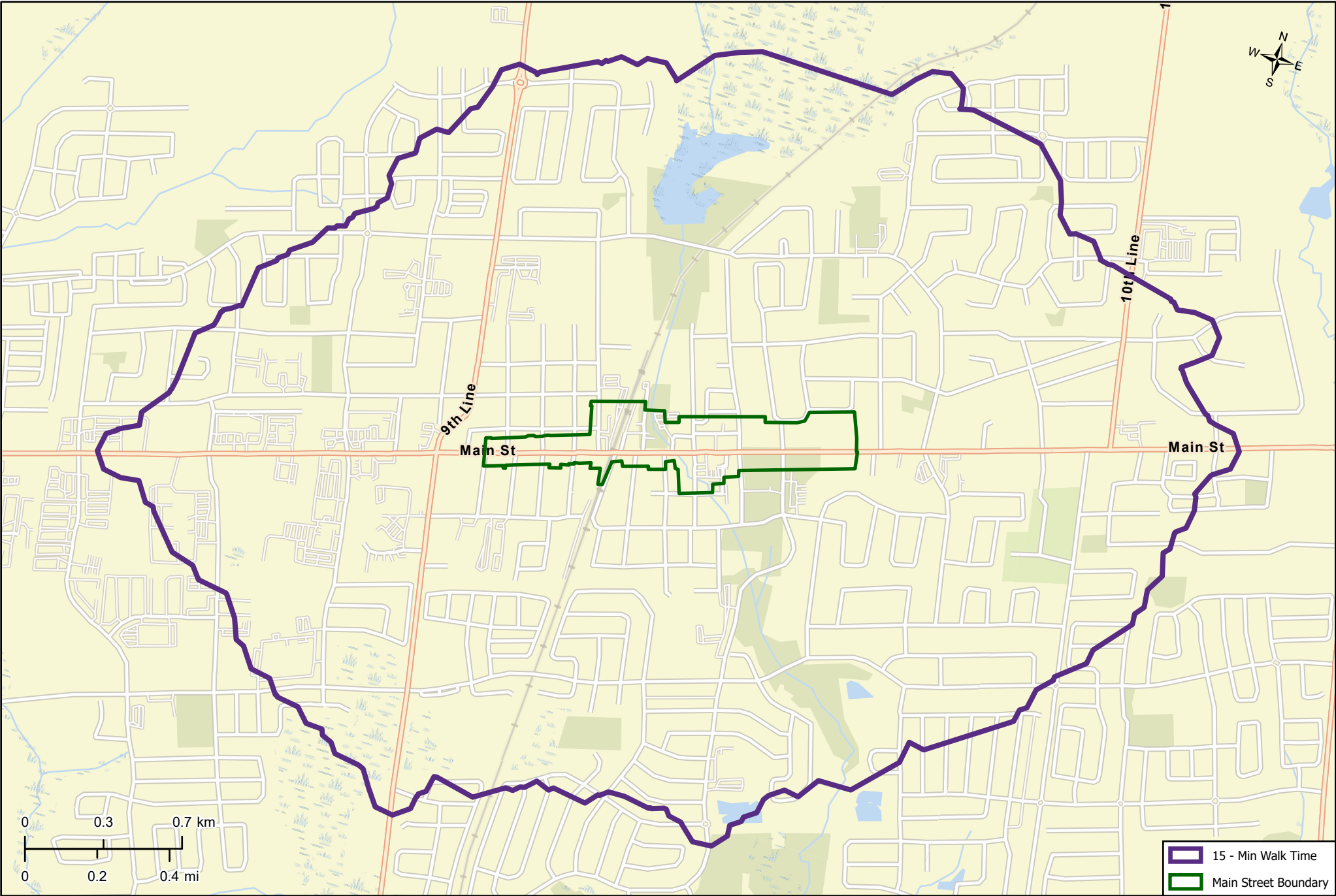
Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS ANALYTICS

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

POPULATION

19,784

HOUSEHOLDS

6,254

MEDIAN MAINTAINER AGE

52

Index:**95**

MARITAL STATUS

64.2%

Index: **111**

Married/Common-Law

FAMILY STATUS*

57.1%

Index:**122**

Couples With Children At Home

HOUSEHOLD SIZE

Size	Trade Area	Benchmark
1 Person	16%	24%
2 Persons	26%	33%
3 Persons	20%	16%
4 Persons	25%	17%
5+ Persons	13%	10%

■ Trade Area ■ Benchmark
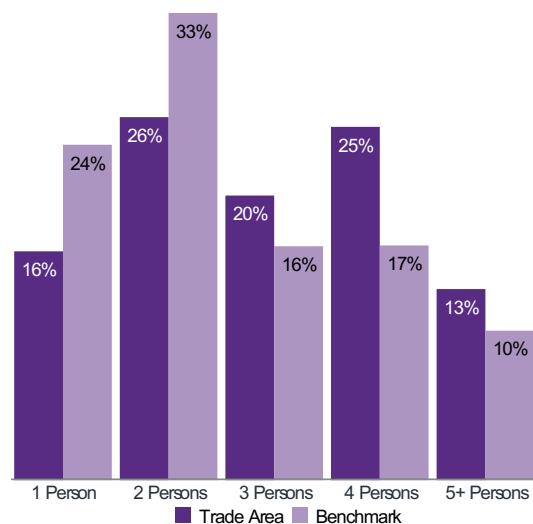
POPULATION BY AGE

	Count	%	Index
0 to 4	1,482	7.5	148
5 to 9	1,442	7.3	135
10 to 14	1,310	6.6	117
15 to 19	1,195	6.0	102
20 to 24	1,004	5.1	76
25 to 29	954	4.8	69
30 to 34	1,452	7.3	110
35 to 39	1,637	8.3	128
40 to 44	1,420	7.2	116
45 to 49	1,292	6.5	104
50 to 54	1,217	6.2	94
55 to 59	1,212	6.1	84
60 to 64	1,150	5.8	86
65 to 69	932	4.7	83
70 to 74	776	3.9	82
75 to 79	485	2.5	74
80 to 84	371	1.9	86
85+	451	2.3	103

AGE OF CHILDREN AT HOME
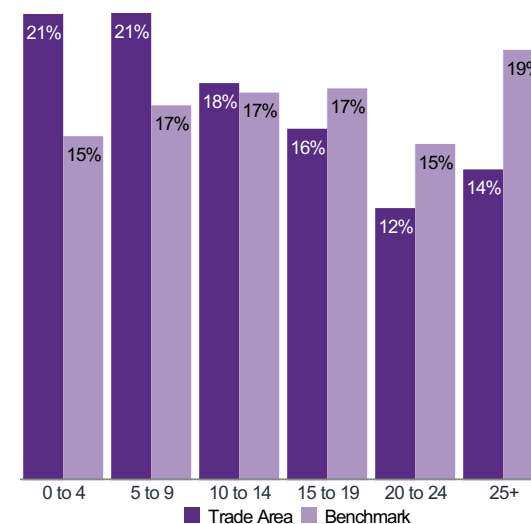
Age	Trade Area	Benchmark
0 to 4	21%	15%
5 to 9	21%	17%
10 to 14	18%	17%
15 to 19	16%	17%
20 to 24	12%	15%
25+	14%	19%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

Population: 19,784 | **Households:** 6,254

TENURE

Rented 10.5%

Owned 89.5%
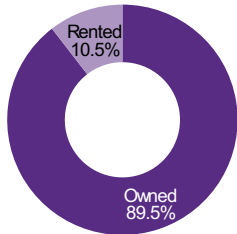
STRUCTURE TYPE

86.5%
Houses
Index:112

13.4%
Apartments
Index:61

AGE OF HOUSING*

10 - 14 Years Old

% Comp:29.9   Index: 402

AVERAGE HOUSEHOLD INCOME

$133,450

Index:116

HOUSEHOLD INCOME DISTRIBUTION
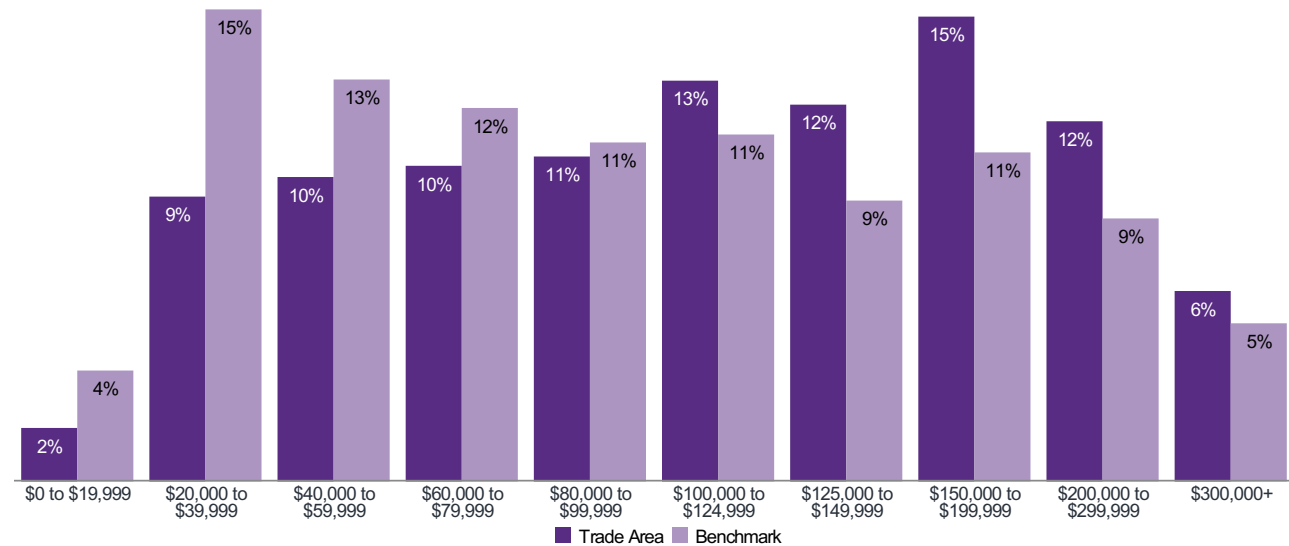
Income Range	Trade Area	Benchmark
$0 to $19,999	2%	4%
$20,000 to $39,999	9%	15%
$40,000 to $59,999	10%	13%
$60,000 to $79,999	10%	12%
$80,000 to $99,999	11%	11%
$100,000 to $124,999	13%	11%
$125,000 to $149,999	12%	9%
$150,000 to $199,999	15%	11%
$200,000 to $299,999	12%	9%
$300,000+	6%	5%

■ Trade Area   ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

Population: 19,784 | **Households:** 6,254

EDUCATION

32.6%
Index: **123**

University Degree

LABOUR FORCE PARTICIPATION

71.3%
Index: **109**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

42.9%
Index: **118**

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

3.9%
Index: **90**

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT
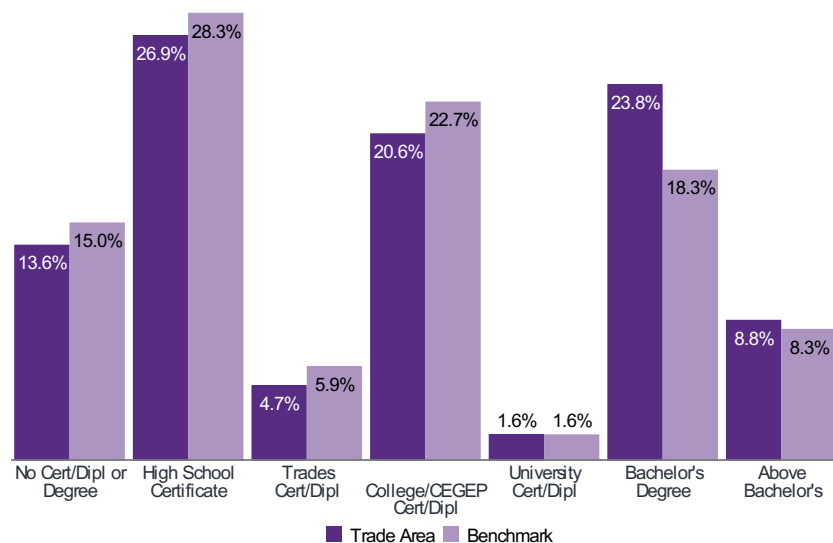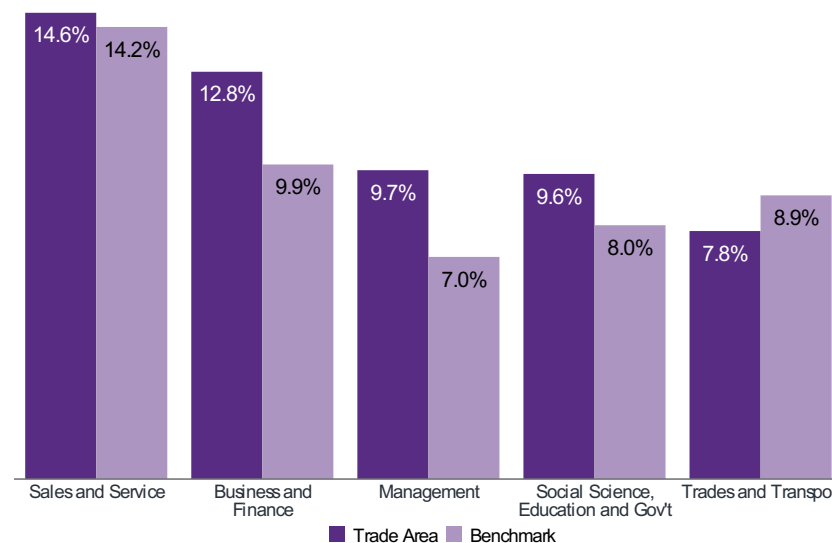
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	13.6%	15.0%
High School Certificate	26.9%	28.3%
Trades Cert/Dipl	4.7%	5.9%
College/CEGEP Cert/Dipl	20.6%	22.7%
University Cert/Dipl	1.6%	1.6%
Bachelor's Degree	23.8%	18.3%
Above Bachelor's	8.8%	8.3%

■ Trade Area ■ Benchmark

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	14.6%	14.2%
Business and Finance	12.8%	9.9%
Management	9.7%	7.0%
Social Science, Education and Gov't	9.6%	8.0%
Trades and Transport	7.8%	8.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

Population: 19,784 | **Households:** 6,254

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
0.7%	41.0%	2.3%	29.6%	2017 To Present
Index:29	Index:142	Index:113	Index:112	5.3% Index:116
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

- South Asian: 14.4% (Trade Area), 9.9% (Benchmark)
- Chinese: 13.6% (Trade Area), 5.1% (Benchmark)
- Black: 2.9% (Trade Area), 4.5% (Benchmark)
- Filipino: 2.7% (Trade Area), 1.5% (Benchmark)
- Arab: 1.1% (Trade Area), 2.1% (Benchmark)

■ Trade Area ■ Benchmark
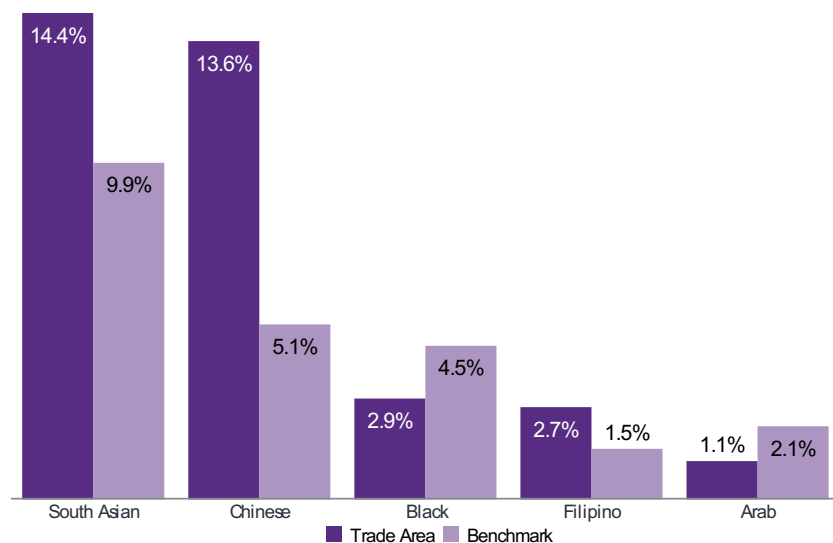
LANGUAGES SPOKEN AT HOME: TOP 5**
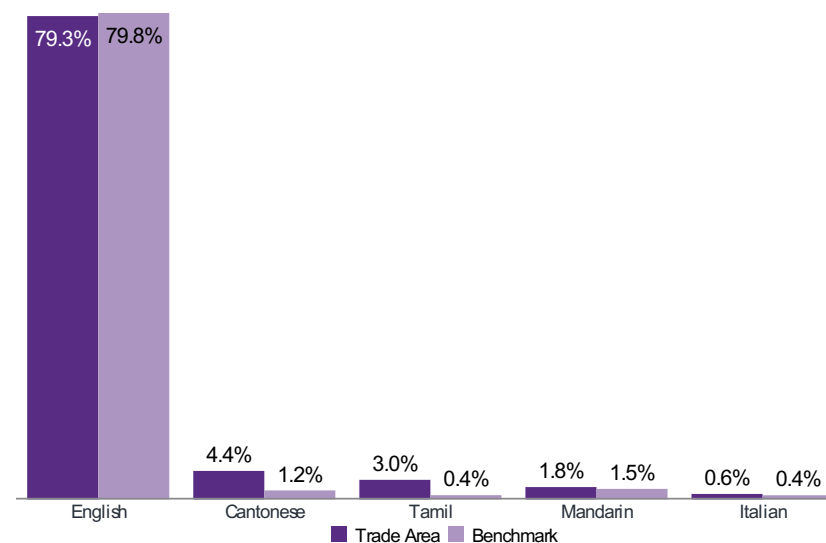
- English: 79.3% (Trade Area), 79.8% (Benchmark)
- Cantonese: 4.4% (Trade Area), 1.2% (Benchmark)
- Tamil: 3.0% (Trade Area), 0.4% (Benchmark)
- Mandarin: 1.8% (Trade Area), 1.5% (Benchmark)
- Italian: 0.6% (Trade Area), 0.4% (Benchmark)

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Top 5 segments represent **71.4%** of households in Whitchurch-Stouffville - Main Street Stouffville

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11 MODERN SUBURBIA

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

Rank:	1
Hhlds:	1,518
Hhld %:	24.27
% in Benchmark:	2.97
Index:	818

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.

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08 MULTICULTURE-ISH

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

Rank:	2
Hhlds:	1,388
Hhld %:	22.20
% in Benchmark:	4.11
Index:	540

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

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05 FIRST-CLASS FAMILIES

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

Rank:	3
Hhlds:	535
Hhld %:	8.56
% in Benchmark:	3.40
Index:	252

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

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19 FAMILY MODE

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

Rank:	4
Hhlds:	527
Hhld %:	8.42
% in Benchmark:	4.26
Index:	197

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

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25 SUBURBAN SPORTS

S3 UPPER-MIDDLE SUBURBIA — MIDDLE-AGE FAMILIES F3
Upper-middle-income, younger and middle-aged suburbanites

Rank:	5
Hhlds:	495
Hhld %:	7.92
% in Benchmark:	2.05
Index:	386

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 concious effort to escape the stress and responsibilities of every day life once in a while.

Benchmark: Southern Ontario

Psychographics | SocialValues Overview

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

⬆ Strong Values

Values	Index
Legacy	114
Primacy of the Family	113
Acceptance of Violence	110
Importance of Price	110
Cultural Assimilation	109
Ecological Fatalism	109
Need for Escape	108
Racial Fusion	108
Attraction For Crowds	107
Sexual Permissiveness	107

⬇ Weak Values

Values	Index
Fear of Violence	82
Fulfilment Through Work	85
Attraction to Nature	88
Personal Creativity	88
Adaptability to Complexity	91
Global Consciousness	91
Search for Roots	91
Introspection & Empathy	92
Joy of Consumption	92
Need for Status Recognition	92

⭐ Descriptions | Top 3 Strong Values

Legacy
Desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance.

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

Acceptance of Violence
People highest on this construct believe that violence is an inevitable fact of life that must be accepted with a certain degree of indifference. Belief that violence can be both cathartic and persuasive.

⭐ Descriptions | Top 3 Weak Values

Fear of Violence
Fear of violence occurring in today's society. Feeling insecure about personal safety. Feeling vulnerable to attack in the city or in one's neighborhood, especially at night. Tendency to believe that one must be on constant alert against unpredictable, gratuitous violence.

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.

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

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

WealthScapes Households: 6,244

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 134,651	$ 104,538	$ 69,895	$ 4,951
Index: 116	Index: 114	Index: 109	Index: 138

WEALTH* | ASSETS*

Net Worth
% Holders
99.9%   Index: 100
Balance
$905,877
Index: 123

Savings
% Holders
95.6%   Index: 101
Balance
$89,486
Index: 117

Investments
% Holders
67.6%   Index: 113
Balance
$339,023
Index: 100

Unlisted Shares
% Holders
14.5%   Index: 117
Balance
$297,655
Index: 94

Real Estate
% Holders
89.7%   Index: 118
Balance
$923,171
Index: 123

Liquid Assets
% Holders
98.6%   Index: 101
Balance
$370,979
Index: 112

DEBT*

Consumer Debt
% Holders
92.3%   Index: 102
Balance
$98,772
Index: 149

Mortgage Debt
% Holders
56.7%   Index: 122
Balance
$424,561
Index: 142

FINANCIAL RATIO

Debt:Asset
% Holders
0.27%   Index: 126

Benchmark: Southern Ontario

% Holders represent where customers are found.

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

Index Colours:	<80	80 - 110	110+

Financial | WealthScapes - Ratios

ENVIRONICS
ANALYTICS

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

WealthScapes Households: 6,244

FINANCIAL RATIOS*

Debt: Asset
0.27
Index: **126**

Debt: Liquid Assets
0.91
Index: **148**

Consumer Debt - Discr. Income
1.30
Index: **139**

Savings - Investments
0.60
Index: **99**

Pension - Non-Pension Assets
0.14
Index: **63**

Real Estate Assets - Liq. Assets
2.27
Index: **129**

Mortgage - Real Estate Assets
0.29
Index: **120**

Mortgage - Consumer Debt
2.64
Index: **115**

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

Households: 6,254

Total Aggregate Current Consumption: $606,704,356

Average Current Consumption	**Average Household Income**	**Average Disposable Income**
$97,011	$131,033	$100,697
Index: 119	Index: 114	Index: 112

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$25,966	26.8%
Index: 124	Index: 104

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$16,482	17.0%
Index: 120	Index: 101

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$15,186	15.7%
Index: 119	Index: 100

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$6,935	7.1%
Index: 121	Index: 102

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$6,060	6.2%
Index: 127	Index: 107

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$5,927	6.1%
Index: 108	Index: 91

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$4,744	4.9%
Index: 119	Index: 100

Tobacco and Alcohol
Avg. Dollars/Household	Pct. of Total Expenditure
$3,584	3.7%
Index: 101	Index: 85

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$3,580	3.7%
Index: 108	Index: 91

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Expenditures | Foodspend - Annual Household Expenditure Overview

ENVIRONICS ANALYTICS

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

Households: 6,254

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$131,033	$15,186	$4,664	$10,522
Index: 114	Index: 119	Index: 116	Index: 120

Total Aggregate Food Expenditure: $ 94,974,567

Bakery

Avg. Dollars/Household	Pct. of Total Expenditure
$1,014	9.6%
Index: 116	Index: 97

Cereal Products

Avg. Dollars/Household	Pct. of Total Expenditure
$638	6.1%
Index: 125	Index: 104

Fruit and nuts

Avg. Dollars/Household	Pct. of Total Expenditure
$1,368	13.0%
Index: 125	Index: 104

Vegetables

Avg. Dollars/Household	Pct. of Total Expenditure
$1,183	11.2%
Index: 128	Index: 106

Dairy products & Eggs

Avg. Dollars/Household	Pct. of Total Expenditure
$1,457	13.9%
Index: 114	Index: 95

Meat

Avg. Dollars/Household	Pct. of Total Expenditure
$1,839	17.5%
Index: 117	Index: 97

Fish & Seafood

Avg. Dollars/Household	Pct. of Total Expenditure
$357	3.4%
Index: 122	Index: 101

Beverages & Other Food

Avg. Dollars/Household	Pct. of Total Expenditure
$2,665	25.3%
Index: 121	Index: 100

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Post COVID-19 Activities

Behavioural-Vividata | Post COVID-19

ENVIRONICS
ANALYTICS

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

Household Population 14+: 15,763

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	10.8	11.0	98
Going to restaurants, bars or night clubs	55.9	55.1	101
Having physical Contact with family and friends	55.7	57.7	96
Participating in group activities	40.2	38.7	104
Partying	16.2	15.8	103
Seeing family and friends in person	61.5	62.8	98
Entertainment			
Attending events, festivals or concerts	47.7	42.9	111
Attending sports events (excludes professional sports)	21.1	18.2	116
Attending to professional sports events or games	28.4	25.4	112
Going to the movies	50.1	45.7	110
Movement & Travel			
Driving more	16.3	16.1	101
Shopping in-store	43.0	42.9	100
Spending time outdoors	34.6	32.5	107
Travelling outside of Canada/ abroad	58.2	53.2	109
Travelling within Canada	52.3	49.9	105
Using public transit	13.5	13.7	99
Personal			
Getting back to old habits	39.3	36.2	109
Going to a salon, barber shop or spa	31.9	33.7	95
Going to the gym	23.6	22.6	105
Education/Work			
Children going back to school	23.7	20.3	117
Going back to work	18.5	17.6	105
Other			
Not Stated	0.2	0.6	32

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS ANALYTICS

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

Household Population 14+: 15,763

RADIO
Listeners: 83.5%
Index: **103**

7.4 Hours/Week*

Index: **100**

Top Formats**

	Trade Area	Benchmark
Traffic	20.3%	16.7%
Top 40	34.0%	30.0%
Hip Hop/Rap	21.2%	18.7%

TELEVISION
Viewers: 96.6%
Index: **102**

20.2 Hours/Week*

Index: **97**

Top Program Types**

	Trade Area	Benchmark
Travel and Tourism	27.8%	24.8%
Children's Cartoons	33.9%	30.8%
Family Dramas	61.4%	56.1%

NEWSPAPER
Readers: 26.0%
Index: **102**

0.6 Hours/Week*

Index: **101**

Top Sections Read**

	Trade Area	Benchmark
Finance or Business	13.0%	11.0%
Travel	9.8%	9.3%
Local News	23.0%	22.5%

MAGAZINE
Readers: 76.5%
Index: **105**

1.4 Hours/Month*

Index: **100**

Top Titles**

	Trade Area	Benchmark
Style at Home	18.6%	14.3%
Today's Parent	14.5%	11.8%
Zoomer Magazine	13.8%	12.0%

INTERNET
Users: 98.8%
Index: **101**

21.5 Hours online past week*

Index: **98**

Top Activities**

	Trade Area	Benchmark
Music Streaming	54.8%	52.7%
Online Shopping	75.2%	73.2%
Career/Job Search	30.8%	30.3%

DIRECT/OUTDOOR

2 Times used public transit past week*

Index: **88**

Top DM Formats Used to Plan/Make Purchases**

	Trade Area	Benchmark
Brochures	11.8%	10.9%
Coupon Booklets	13.4%	14.2%
Catalogues	10.7%	11.8%

Benchmark: Southern Ontario

* Consumption values based to variable's incidence count.

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Activities

ENVIRONICS ANALYTICS

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

Household Population 18+: 14,808

FACEBOOK
74.9% currently use

Index: 96

Top Activities (Daily)

40.1% / 42.7%	23.9% / 27.6%	21.3% / 23.4%

- Read news feed
- Cmt/Like other users' posts
- Use Messenger

■ Trade Area ■ Benchmark

TWITTER
30.4% currently use

Index:103

Top Activities (Daily)

15.8% / 14.2%	6.5% / 6.4%	4.7% / 4.3%

- Read tweets
- Watch videos
- Send/Receive Direct Msgs

■ Trade Area ■ Benchmark

INSTAGRAM
42.9% currently use

Index: 111

Top Activities (Daily)

9.2% / 8.5%	7.3% / 6.7%	3.6% / 3.8%

- View photos/videos
- Like photos/videos
- Comment on photos/videos

■ Trade Area ■ Benchmark

LINKEDIN
47.2% currently use

Index: 114

Top Activities (Weekly)

6.2% / 4.7%	5.6% / 3.6%	5.0% / 3.9%

- Read your newsfeed
- Search and review other profiles
- View a job posting

■ Trade Area ■ Benchmark

YOUTUBE
74.6% currently use

Index:106

Top Activities (Daily)

30.9% / 28.0%	8.7% / 8.1%	6.2% / 6.8%

- Watch videos
- Like/dislike videos
- Watch live videos

■ Trade Area ■ Benchmark

SNAPCHAT
12.0% currently use

Index: 93

Top Activities (Weekly)

5.6% / 6.6%	5.0% / 5.7%	4.9% / 5.9%

- Receive photos/videos
- Send photos/videos
- Send direct text messages

■ Trade Area ■ Benchmark

WHATSAPP
50.6% currently use

Index: 118

Top Activities (Daily)

7.2% / 6.0%	6.6% / 5.7%	6.3% / 4.6%

- Send/receive images
- Send/receive messages
- Use group chats

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Usage

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

Household Population 18+: 14,808

FRIENDS IN ALL SM NETWORKS	FREQUENCY OF USE (DAILY)	BRAND INTERACTION	NO. OF BRANDS INTERACTED
34.3% Index:97	53.3% Index:95	35.5% Index:103	33.0% Index:108
0-49 friends	Facebook	Like brand on Facebook	2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
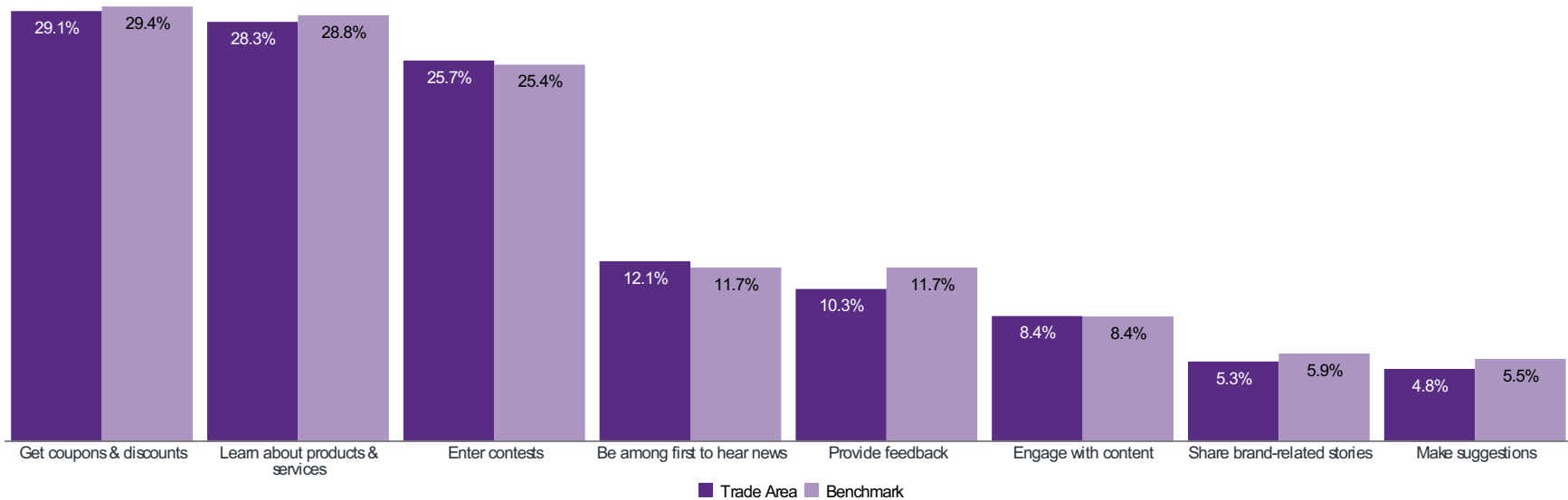
	Trade Area	Benchmark
Get coupons & discounts	29.1%	29.4%
Learn about products & services	28.3%	28.8%
Enter contests	25.7%	25.4%
Be among first to hear news	12.1%	11.7%
Provide feedback	10.3%	11.7%
Engage with content	8.4%	8.4%
Share brand-related stories	5.3%	5.9%
Make suggestions	4.8%	5.5%

Trade Area ■ Benchmark

Benchmark: Southern Ontario

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: Whitchurch-Stouffville - Main Street Stouffville

Total Household Population 18+: 14,808

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

% Comp **87.1**   Index **99**

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

% Comp **52.7**   Index **109**

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

% Comp **84.1**   Index **100**

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

% Comp **45.1**   Index **110**

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

% Comp **62.0**   Index **109**

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

% Comp **35.9**   Index **119**

Benchmark: Southern Ontario

Ranked by percent composition.

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Purchase Preference by Category

ENVIRONICS ANALYTICS

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

Total Household Population 18+: 14,808

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)
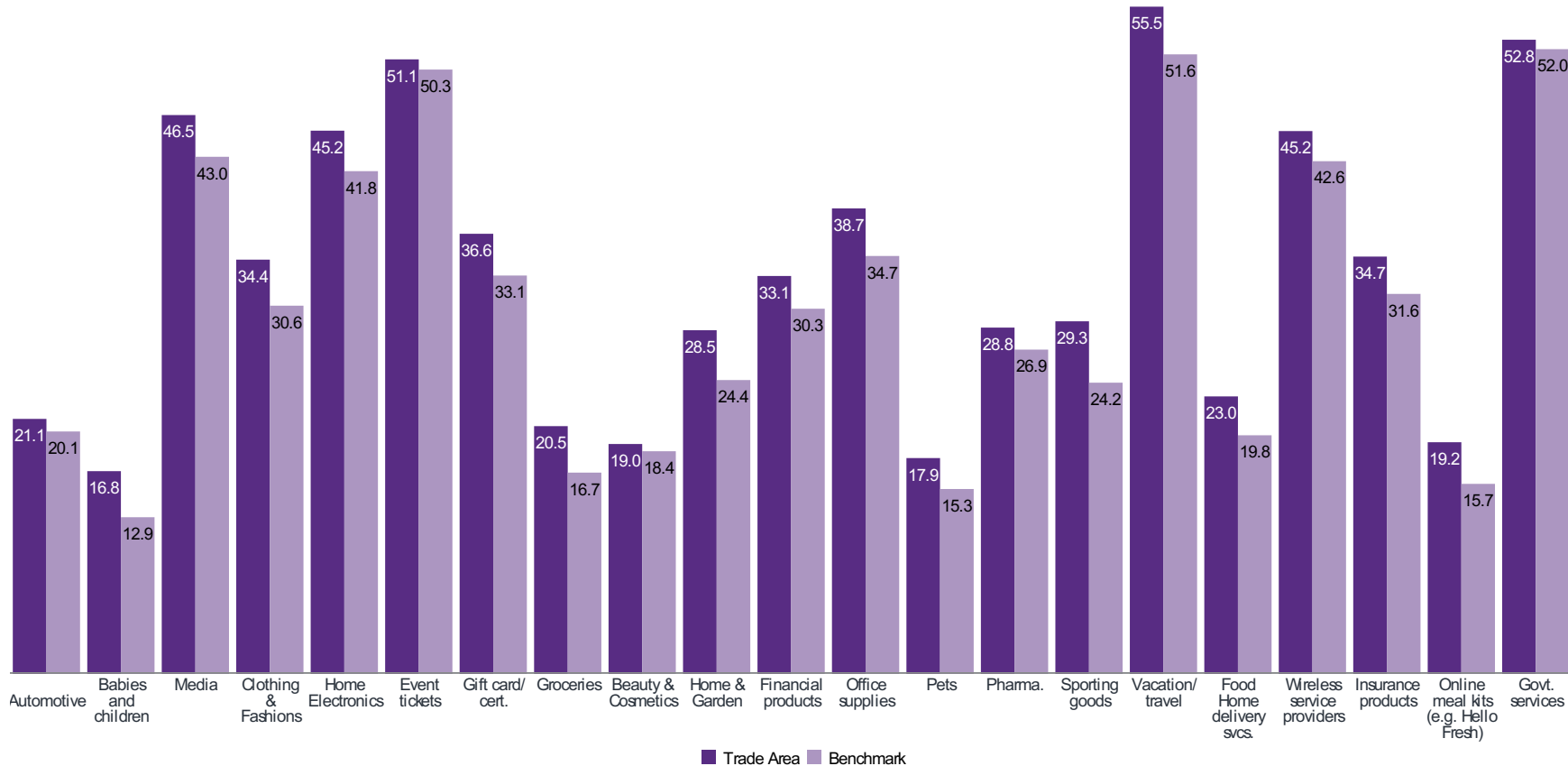
Category	Trade Area	Benchmark
Automotive	21.1	20.1
Babies and children	16.8	12.9
Media	46.5	43.0
Clothing & Fashions	34.4	30.6
Home Electronics	45.2	41.8
Event tickets	51.1	50.3
Gift card/ cert.	36.6	33.1
Groceries	20.5	16.7
Beauty & Cosmetics	19.0	18.4
Home & Garden	28.5	24.4
Financial products	33.1	30.3
Office supplies	38.7	34.7
Pets	17.9	15.3
Pharma.	28.8	26.9
Sporting goods	29.3	24.2
Vacation/ travel	55.5	51.6
Food Home delivery svcs.	23.0	19.8
Wireless service providers	45.2	42.6
Insurance products	34.7	31.6
Online meal kits (e.g. Hello Fresh)	19.2	15.7
Govt. services	52.8	52.0

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

Total Household Population 18+: 14,808

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	58.2% Index:95	40.8% Index:111	13.9% Index:113	4.7% Index:146
Purchase preference	73.1% Index:97	34.4% Index:113	11.9% Index:121	2.8% Index:111
Customer Service	57.3% Index:93	18.5% Index:104	6.1% Index:106	23.8% Index:110

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.7%	5.8%	11.3%	11.0%	4.8%	4.7%
Benchmark	2.0%	4.5%	10.8%	9.5%	4.4%	2.3%

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

23

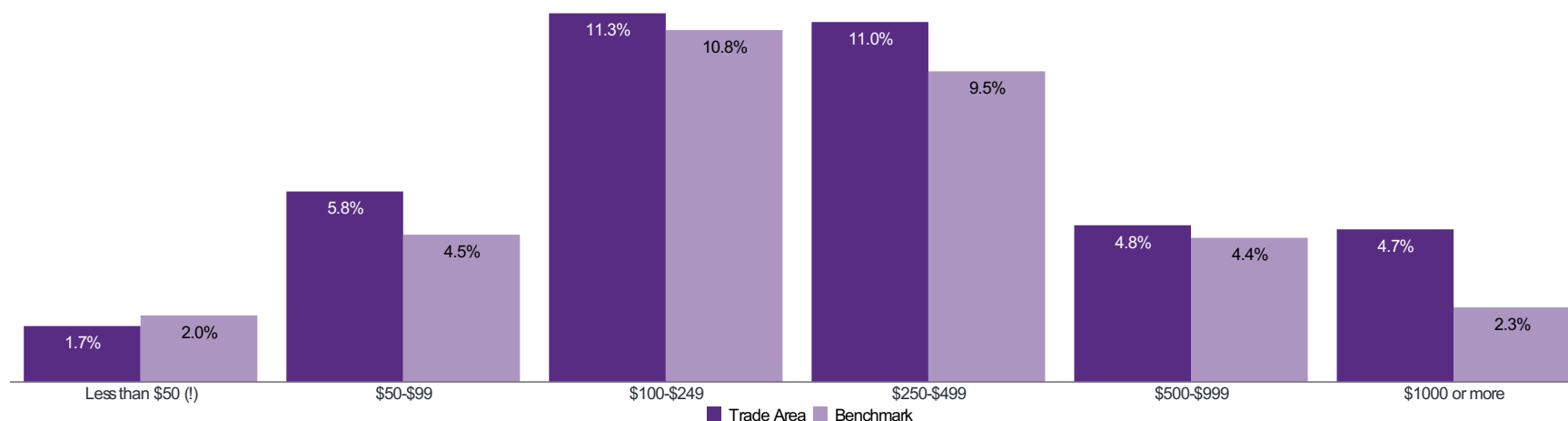# Opticks eShopper | Home Electronics & Computers Deep Dive

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

Total Household Population 18+: 14,808

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	46.4% Index:92	58.3% Index:107	17.9% Index: 115	8.1% Index: 98
Purchase preference	63.6% Index: 93	45.2% Index:108	14.3% Index:130	5.9% Index: 91
Customer Service	52.3% Index:93	25.2% Index:102	8.6% Index: 117	38.7% Index: 105

AMOUNT SPENT [PST 12 MTHS]

	Trade Area	Benchmark
Less than $100	4.6%	4.3%
$100-$249	7.3%	6.4%
$250-$499	7.1%	6.2%
$500-$999	6.8%	6.1%
$1000 or more	7.4%	6.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive

ENVIRONICS ANALYTICS

BEHAVIOURAL PREFERENCES BY CHANNEL

GIFT CARDS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	43.1% Index:90	39.6% Index:112	13.4% Index:122	3.2% Index:92
Purchase preference	55.7% Index:92	36.6% Index:111	11.1% Index:126	3.2% Index:103
Customer Service	38.5% Index:91	21.6% Index:106	6.7% Index:110	28.9% Index:104

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	4.8%	6.2%	8.8%	4.9%	2.5%
Benchmark	3.3%	5.3%	8.3%	3.8%	1.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Groceries Deep Dive

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

Total Household Population 18+: 14,808

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	70.2% Index:97	28.2% Index:114	14.0% Index:126	2.7% Index:99
Purchase preference	81.5% Index:98	20.5% Index:123	8.3% Index:134	1.7% Index:68
Customer Service	65.8% Index:94	12.4% Index:108	4.6% Index:116	21.2% Index:113

AMOUNT SPENT [PST 12 MTHS]

Less than $50 (!): Trade Area 1.3%, Benchmark 1.6%
$50-$99 (!): Trade Area 1.2%, Benchmark 1.9%
$100-$249: Trade Area 5.1%, Benchmark 3.8%
$250-$499: Trade Area 5.1%, Benchmark 3.1%
$500-$999: Trade Area 3.8%, Benchmark 3.0%
$1000 or more: Trade Area 8.4%, Benchmark 6.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

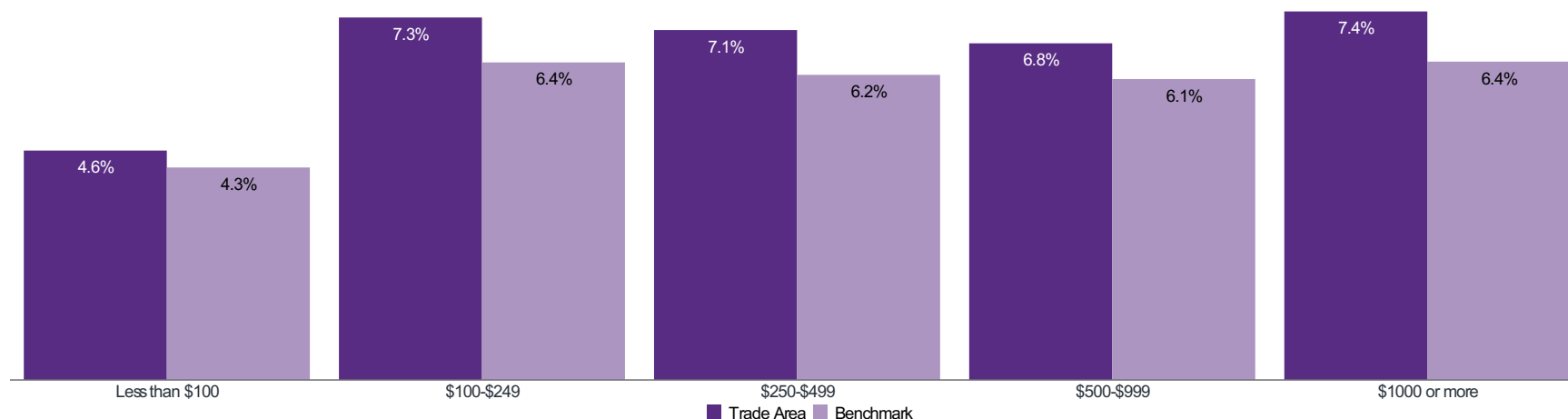| Index Colours:	<80	80 - 110	110+

26

Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

Total Household Population 18+: 14,808

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	34.2% Index:96	23.4% Index:106	9.0% Index:111	3.4% Index:121
Purchase preference	42.6% Index:92	19.0% Index:103	7.0% Index:110	2.5% Index:111
Customer Service	33.2% Index:91	12.9% Index:103	4.4% Index:102	17.8% Index:122

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	2.7%	4.3%	7.0%	3.5%	1.5%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

27

Opticks eShopper | Home & Garden Deep Dive

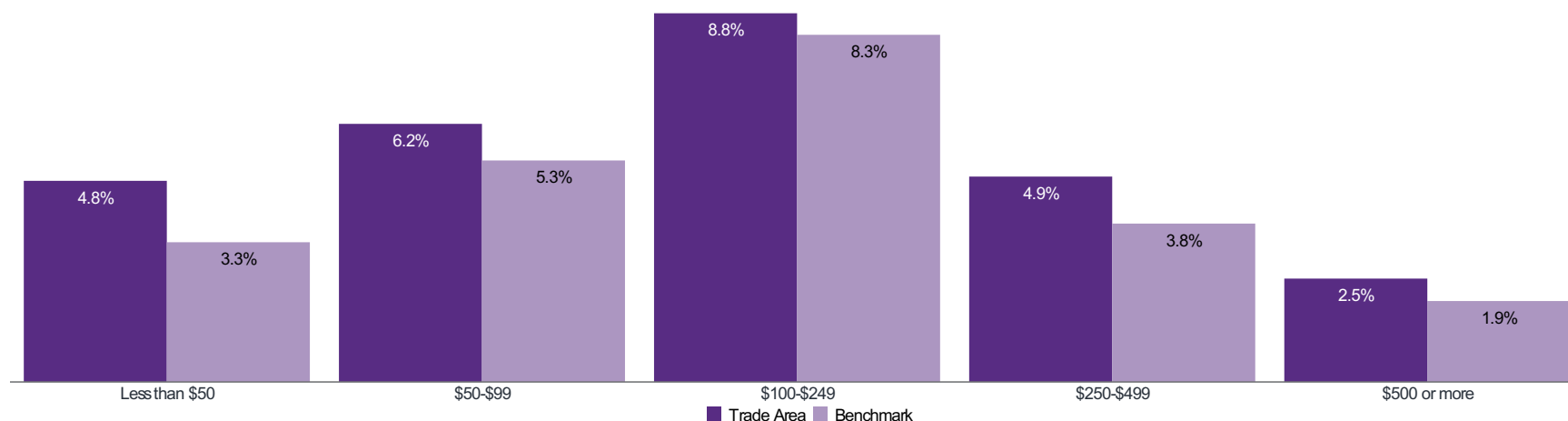**Trade Area:** Whitchurch-Stouffville - Main Street Stouffville

Total Household Population 18+: 14,808

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	50.4% Index:97	41.1% Index:108	13.1% Index:115	6.5% Index:113
Purchase preference	65.9% Index:97	28.5% Index:117	8.3% Index:118	4.1% Index:115
Customer Service	50.0% Index:93	16.5% Index:103	5.3% Index:111	25.5% Index:112

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.8%	3.9%	4.9%	3.5%	4.4%
Benchmark	2.2%	3.2%	4.3%	3.2%	3.4%

■ Trade Area ■ Benchmark

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS ANALYTICS

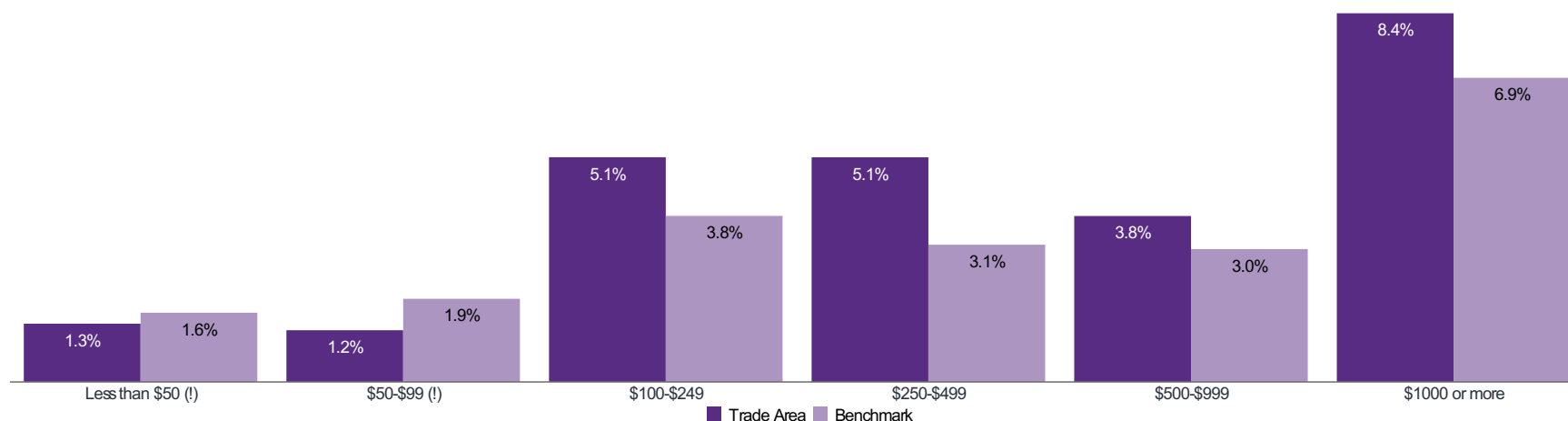**Trade Area:** Whitchurch-Stouffville - Main Street Stouffville

Total Household Population 18+: 14,808

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	40.2% Index:103	38.3% Index:119	13.7% Index:130	4.1% Index:105
Purchase preference	53.2% Index:102	29.3% Index:121	8.6% Index:115	4.4% Index:145
Customer Service	42.4% Index:102	16.0% Index:106	5.5% Index:108	23.5% Index:115

AMOUNT SPENT [PST 12 MTHS]
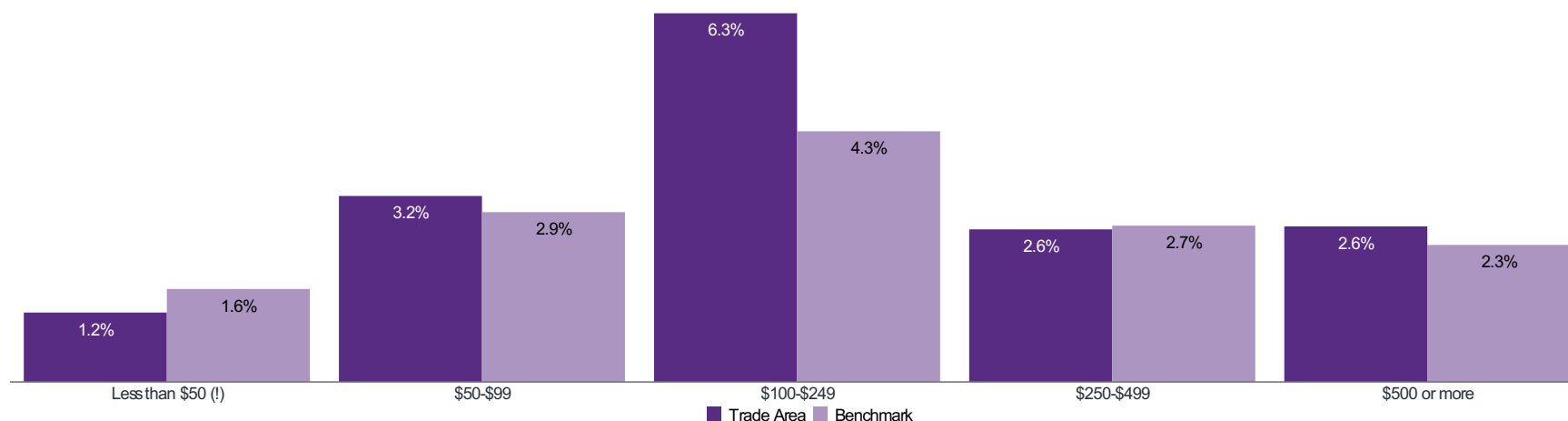
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.2%	3.2%	6.3%	2.6%	2.6%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

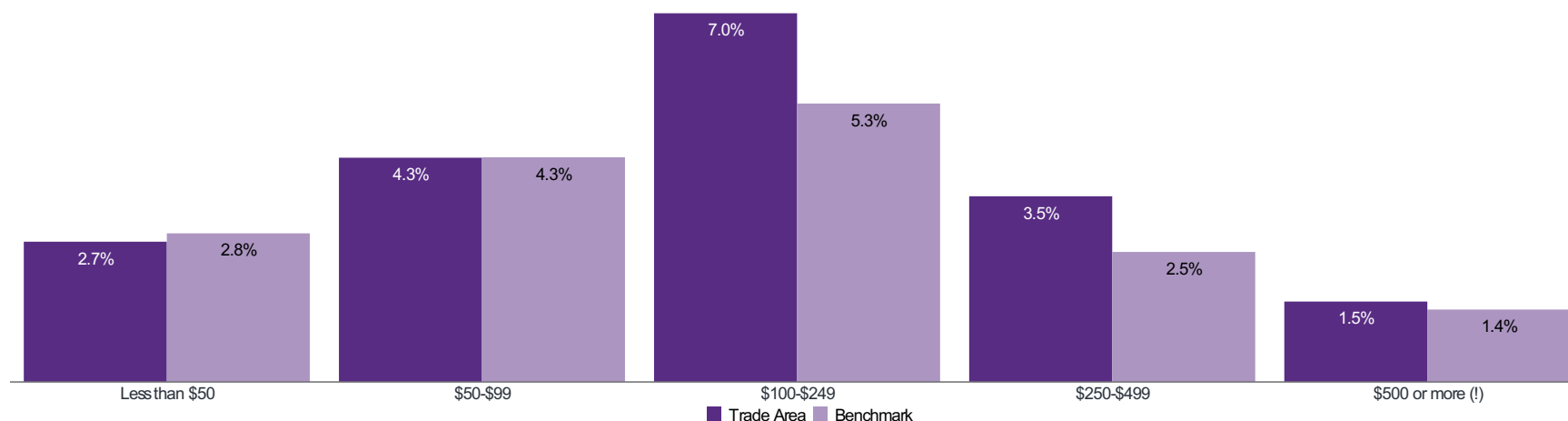| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Vacation/Travel Deep Dive

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

Total Household Population 18+: 14,808

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	19.1% Index:93	62.2% Index:107	17.9% Index:119	14.7% Index:91
Purchase preference	27.7% Index:96	55.5% Index:108	8.3% Index:128	18.4% Index:102
Customer Service	27.1% Index:93	28.2% Index:103	8.0% Index:115	47.3% Index:108

AMOUNT SPENT [PST 12 MTHS]
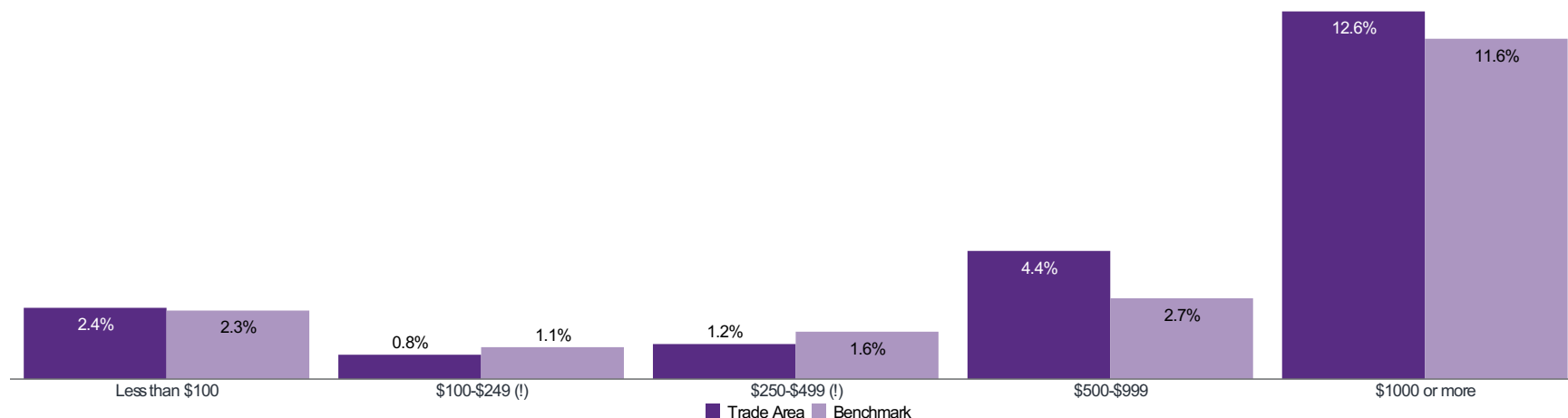
	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	2.4%	0.8%	1.2%	4.4%	12.6%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

(!) Indicates variables with low sample size. Please analyze with discretion.
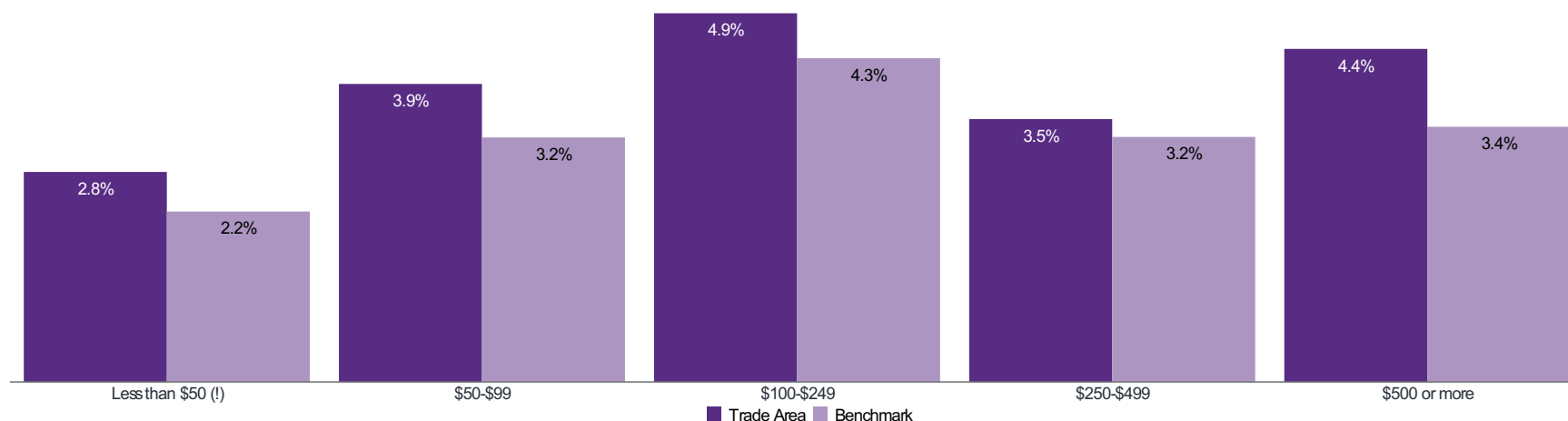
Index Colours:	<80	80 - 110	110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: Whitchurch-Stouffville - Main Street Stouffville   **Households:**6,254

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock

68.5%
Index:**101**

Has high quality fresh produce

61.4%
Index:**103**

Has high quality meat department

41.7%
Index:**99**

Carries food/non-food items I need

41.2%
Index:**100**

Carries variety of items and services

40.6%
Index:**113**

Only store that carries what I want

32.7%
Index:**108**

Has variety of freshly prep. foods/meals

16.4%
Index:**118**

Carries wide variety of ethnic prod.

13.9%
Index:**104**

Carries variety of organic prod. (!)

13.5%
Index:**120**

Has special section for dietary needs

11.6%
Index:**94**

Carries selection of alcoholic bev. (^)

4.4%
Index:**115**

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Shopping Experience

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

Households:6,254

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me	Easy to get in and get out quickly	Organized layout makes it easy to shop
59.1%	44.1%	42.2%
Index:99	Index:103	Index:101

Short checkout lines/fast checkout	Staff are friendly and knowledgeable	Has extended hours
37.5%	30.7%	27.3%
Index:105	Index:91	Index:99

I like the store ambiance	Has self-checkout	Offers an online shopping option (!)
19.1%	14.3%	10.5%
Index:96	Index:104	Index:118

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Price and Promo

Trade Area: Whitchurch-Stouffville - Main Street Stouffville

Households: 6,254

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Store has great sales and promotions

69.3%
Index: **103**

Discover good value when shopping

68.2%
Index: **103**

Store has the lowest prices overall

56.5%
Index: **97**

Store has a customer loyalty card program

54.0%
Index: **109**

Has loyalty prog. app and offers pers. promos

30.8%
Index: **105**

I'm loyal to their store brands

23.4%
Index: **102**

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	38.1	40.2	0.1	95
Leave the store and buy it elsewhere	32.3	30.9	0.2	104
Purchase another brand	23.4	21.2	0.2	110
Purchase another size or variety of the same brand (!)	6.3	7.7	0.1	81

Benchmark: Southern Ontario

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

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

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

Index Colours:	<80	80 - 110	110+

Main Street Visitors

2019 Whitchurch - Stouffville - Main Street Stouffville Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+ #	% of Total	Spring 2019 #	% of Total	% Pen	Index	Summer 2019 #	% of Total	% Pen	Index	Fall 2019 #	% of Total	% Pen	Index	Winter 2019 #	% of Total	% Pen	Index	Full Year 2019 #	% of Total	% Pen	Index
	Total	19,302,713	100%	110,066	100%	0.57%	100	113,086	100%	0.59%	100	85,025	100%	0.44%	100	82,626	100%	0.43%	100	183,086	100%	0.95%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	15,881	14.43%	0.62%	108	19,576	17.31%	0.76%	130	13,573	15.96%	0.53%	120	10,620	12.85%	0.41%	97	32,989	18.02%	1.28%	135
3519036	Markham, ON (CY)	301,247	1.56%	17,508	15.91%	5.81%	1019	17,308	15.31%	5.75%	981	12,596	14.81%	4.18%	949	11,349	13.74%	3.77%	880	28,141	15.37%	9.34%	985
3519044	Whitchurch-Stouffville, ON (T)	41,514	0.22%	25,707	23.36%	61.92%	10860	23,995	21.22%	57.80%	9866	21,045	24.75%	50.69%	11509	22,961	27.79%	55.31%	12921	27,736	15.15%	66.81%	7044
3519038	Richmond Hill, ON (T)	181,750	0.94%	5,783	5.25%	3.18%	558	4,894	4.33%	2.69%	460	3,065	3.60%	1.69%	383	3,369	4.08%	1.85%	433	9,582	5.23%	5.27%	556
3518029	Uxbridge, ON (TP)	19,321	0.10%	3,956	3.59%	20.48%	3591	4,240	3.75%	21.94%	3746	3,541	4.16%	18.33%	4161	3,767	4.56%	19.50%	4555	6,048	3.30%	31.30%	3300
3518009	Whitby, ON (T)	113,993	0.59%	3,472	3.15%	3.05%	534	3,416	3.02%	3.00%	511	2,361	2.78%	2.07%	470	2,457	2.97%	2.16%	504	6,008	3.28%	5.27%	556
3518001	Pickering, ON (CY)	80,492	0.42%	3,389	3.08%	4.21%	738	3,405	3.01%	4.23%	722	2,367	2.78%	2.94%	668	2,442	2.95%	3.03%	709	5,776	3.15%	7.18%	757
3518013	Oshawa, ON (CY)	145,379	0.75%	3,243	2.95%	2.23%	391	3,119	2.76%	2.15%	366	1,741	2.05%	1.20%	272	2,221	2.69%	1.53%	357	5,576	3.05%	3.84%	404
3519028	Vaughan, ON (CY)	264,447	1.37%	2,017	1.83%	0.76%	134	2,534	2.24%	0.96%	164	2,183	2.57%	0.83%	187	1,942	2.35%	0.73%	172	5,136	2.81%	1.94%	205
3519048	Newmarket, ON (T)	73,196	0.38%	3,039	2.76%	4.15%	728	2,381	2.11%	3.25%	555	2,282	2.68%	3.12%	708	1,605	1.94%	2.19%	512	5,076	2.77%	6.93%	731

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

2019 Whitchurch - Stouffville - Main Street Stouffville Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2019 Visitors #	% Pen	Summer 2019 Visitors #	% Pen	Fall 2019 Visitors #	% Pen	Winter 2019 Visitors #	% Pen	Full Year 2019 Visitors #	% Pen
15,319	10,087	65.8	9,232	60.3	8,909	58.2	9,341	61.0	10,253	66.9

2019 Whitchurch - Stouffville - Main Street Stouffville 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	184,718	10,253	5.6	174,465	94.4

ENVIRONICS ANALYTICS

2020 Whitchurch - Stouffville - Main Street Stouffville Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2020				Summer 2020				Fall 2020				Winter 2020				Full Year 2020			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	Total	**19,302,713**	**100%**	**64,500**	**100%**	**0.33%**	**100**	**90,375**	**100%**	**0.47%**	**100**	**76,076**	**100%**	**0.39%**	**100**	**69,780**	**100%**	**0.36%**	**100**	**147,722**	**100%**	**0.77%**	**100**
3520005	Toronto, ON (C)	2,568,898	13.31%	10,267	15.92%	0.40%	120	15,675	17.34%	0.61%	130	13,346	17.54%	0.52%	132	8,796	12.61%	0.34%	95	28,442	19.25%	1.11%	145
3519036	Markham, ON (CY)	301,247	1.56%	9,363	14.52%	3.11%	930	14,116	15.62%	4.69%	1001	12,244	16.10%	4.06%	1031	10,926	15.66%	3.63%	1003	24,351	16.48%	8.08%	1056
3519044	Whitchurch-Stouffville, ON (T)	41,514	0.22%	17,944	27.82%	43.22%	12935	20,167	22.31%	48.58%	10376	18,875	24.81%	45.47%	11536	19,691	28.22%	47.43%	13121	23,768	16.09%	57.25%	7481
3519038	Richmond Hill, ON (T)	181,750	0.94%	2,976	4.61%	1.64%	490	5,177	5.73%	2.85%	608	3,163	4.16%	1.74%	442	2,106	3.02%	1.16%	320	7,560	5.12%	4.16%	544
3518001	Pickering, ON (CY)	80,492	0.42%	2,467	3.83%	3.07%	917	3,130	3.46%	3.89%	830	2,870	3.77%	3.57%	905	2,889	4.14%	3.59%	993	5,593	3.79%	6.95%	908
3518029	Uxbridge, ON (TP)	19,321	0.10%	2,415	3.74%	12.50%	3741	2,900	3.21%	15.01%	3205	3,102	4.08%	16.06%	4074	3,573	5.12%	18.49%	5115	4,774	3.23%	24.71%	3229
3519028	Vaughan, ON (CY)	264,447	1.37%	1,432	2.22%	0.54%	162	2,110	2.34%	0.80%	170	2,312	3.04%	0.87%	222	1,141	1.64%	0.43%	119	4,312	2.92%	1.63%	213
3518005	Ajax, ON (T)	111,465	0.58%	1,936	3.00%	1.74%	520	2,680	2.97%	2.40%	513	1,360	1.79%	1.22%	309	975	1.40%	0.87%	242	3,971	2.69%	3.56%	466
3518009	Whitby, ON (T)	113,993	0.59%	1,433	2.22%	1.26%	376	2,313	2.56%	2.03%	433	1,095	1.44%	0.96%	244	1,533	2.20%	1.34%	372	3,831	2.59%	3.36%	439
3518013	Oshawa, ON (CY)	145,379	0.75%	1,214	1.88%	0.83%	250	1,782	1.97%	1.23%	262	1,775	2.33%	1.22%	310	1,355	1.94%	0.93%	258	3,694	2.50%	2.54%	332

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

2020 Whitchurch - Stouffville - Main Street Stouffville Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2020 Visitors		Summer 2020 Visitors		Fall 2020 Visitors		Winter 2020 Visitors		Full Year 2020 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
15,319	8,703	56.8	8,795	57.4	8,229	53.7	8,443	55.1	9,767	63.8

2020 Whitchurch - Stouffville - Main Street Stouffville 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	148,503	9,767	6.6	138,736	93.4

ENVIRONICS ANALYTICS

2021 Whitchurch - Stouffville - Main Street Stouffville Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+ #	% of Total	Spring 2021 #	% of Total	% Pen	Index	Summer 2021 #	% of Total	% Pen	Index	Fall 2021 #	% of Total	% Pen	Index	Winter 2021 #	% of Total	% Pen	Index	Full Year 2021 #	% of Total	% Pen	Index
	Total	**19,302,713**	**100%**	**70,393**	**100%**	**0.36%**	**100**	**122,578**	**100%**	**0.64%**	**100**	**109,852**	**100%**	**0.57%**	**100**	**80,234**	**100%**	**0.42%**	**100**	**187,403**	**100%**	**0.97%**	**100**
3520005	Toronto, ON (C)	2,568,898	13.31%	11,561	16.42%	0.45%	123	24,561	20.04%	0.96%	151	18,021	16.41%	0.70%	123	14,442	18.00%	0.56%	135	39,177	20.91%	1.53%	157
3519036	Markham, ON (CY)	301,247	1.56%	11,012	15.64%	3.66%	1002	22,686	18.51%	7.53%	1186	19,509	17.76%	6.48%	1138	13,781	17.18%	4.57%	1101	34,091	18.19%	11.32%	1166
3519044	Whitchurch-Stouffville, ON (T)	41,514	0.22%	17,228	24.47%	41.50%	11380	23,831	19.44%	57.40%	9040	24,387	22.20%	58.74%	10322	18,774	23.40%	45.22%	10880	26,141	13.95%	62.97%	6486
3519038	Richmond Hill, ON (T)	181,750	0.94%	3,513	4.99%	1.93%	530	5,796	4.73%	3.19%	502	5,256	4.78%	2.89%	508	3,598	4.48%	1.98%	476	10,466	5.58%	5.76%	593
3519028	Vaughan, ON (CY)	264,447	1.37%	5,408	7.68%	2.04%	561	2,922	2.38%	1.10%	174	2,301	2.09%	0.87%	153	3,338	4.16%	1.26%	304	7,426	3.96%	2.81%	289
3518001	Pickering, ON (CY)	80,492	0.42%	2,588	3.68%	3.22%	882	5,492	4.48%	6.82%	1075	4,438	4.04%	5.51%	969	3,294	4.11%	4.09%	985	7,215	3.85%	8.96%	923
3518029	Uxbridge, ON (TP)	19,321	0.10%	2,709	3.85%	14.02%	3845	4,212	3.44%	21.80%	3433	3,922	3.57%	20.30%	3567	3,072	3.83%	15.90%	3826	5,302	2.83%	27.44%	2826
3518013	Oshawa, ON (CY)	145,379	0.75%	1,895	2.69%	1.30%	357	3,478	2.84%	2.39%	377	2,359	2.15%	1.62%	285	2,195	2.74%	1.51%	363	5,233	2.79%	3.60%	371
3518009	Whitby, ON (T)	113,993	0.59%	1,509	2.14%	1.32%	363	2,537	2.07%	2.23%	350	3,094	2.82%	2.71%	477	1,499	1.87%	1.32%	316	5,128	2.74%	4.50%	463
3518005	Ajax, ON (T)	111,465	0.58%	1,436	2.04%	1.29%	353	2,515	2.05%	2.26%	355	1,495	1.36%	1.34%	236	1,755	2.19%	1.57%	379	3,839	2.05%	3.44%	355

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

2021 Whitchurch - Stouffville - Main Street Stouffville Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2021 Visitors #	% Pen	Summer 2021 Visitors #	% Pen	Fall 2021 Visitors #	% Pen	Winter 2021 Visitors #	% Pen	Full Year 2021 Visitors #	% Pen
15,319	8,972	58.6	10,586	69.1	11,272	73.6	8,762	57.2	11,464	74.8

2021 Whitchurch - Stouffville - Main Street Stouffville 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	188,210	11,464	6.1	176,746	93.9

Customers: WhitchurchStouffville_MainStStouffville - FY2021: Sum_Unique_Visitors

Total Customers: 142,211

Top 5 segments represent 47.9% of customers in Southern Ontario

08 MULTICULTURE-ISH

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

Rank:	1
Customers:	20,226
Customers %:	14.22
% in Benchmark:	5.19
Index:	274

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.

03 ASIAN SOPHISTICATES

F1 UPSCALE ASIAN FRINGE — LARGE DIVERSE FAMILIES F2
Upscale, middle-aged Asian families

Rank:	2
Customers:	15,656
Customers %:	11.01
% in Benchmark:	2.15
Index:	513

The most affluent of the Asian-dominated lifestyles, Asian Sophisticates features well-off and well-educated urban fringe households, more than one third of which came from China, Taiwan or Hong Kong. This segment has a high concentration of residents who speak a non-official language at home, in this case Mandarin or Cantonese. Many of these households are headed by immigrants who arrived in Canada during the last 30 years. Today they live in well-appointed homes and duplexes valued at more than $1.2 million, typically in satellite cities such as Toronto's Richmond Hill and Markham, and Vancouver's Surrey and Coquitlam. With many large households and multi-generational families, Asian Sophisticates is filled with teenage and twenty-something children along with their Boomer parents and grandparents. With their university educations, the adults earn impressive incomes as white-collar professionals and managers in business, finance, the arts and, especially, science. Outside of work, these households enjoy active lifestyles, travelling abroad, frequenting concerts and casinos, and getting their exercise from downhill skiing and racquet sports. Believing that their home is an extension of their image (Status Via Home), they buy furnishings and decor items from both retail stores and e-commerce sites.

11 MODERN SUBURBIA

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

Rank:	3
Customers:	13,949
Customers %:	9.81
% in Benchmark:	3.30
Index:	297

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.

05 FIRST-CLASS FAMILIES

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

Rank:	4
Customers:	9,780
Customers %:	6.88
% in Benchmark:	4.16
Index:	165

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.

19 FAMILY MODE

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

Rank:	5
Customers:	8,506
Customers %:	5.98
% in Benchmark:	4.68
Index:	128

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.

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+