

Community Profile: Hamilton – Waterdown BIA

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



ENVIRONICS
ANALYTICS

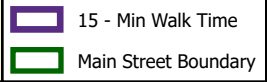
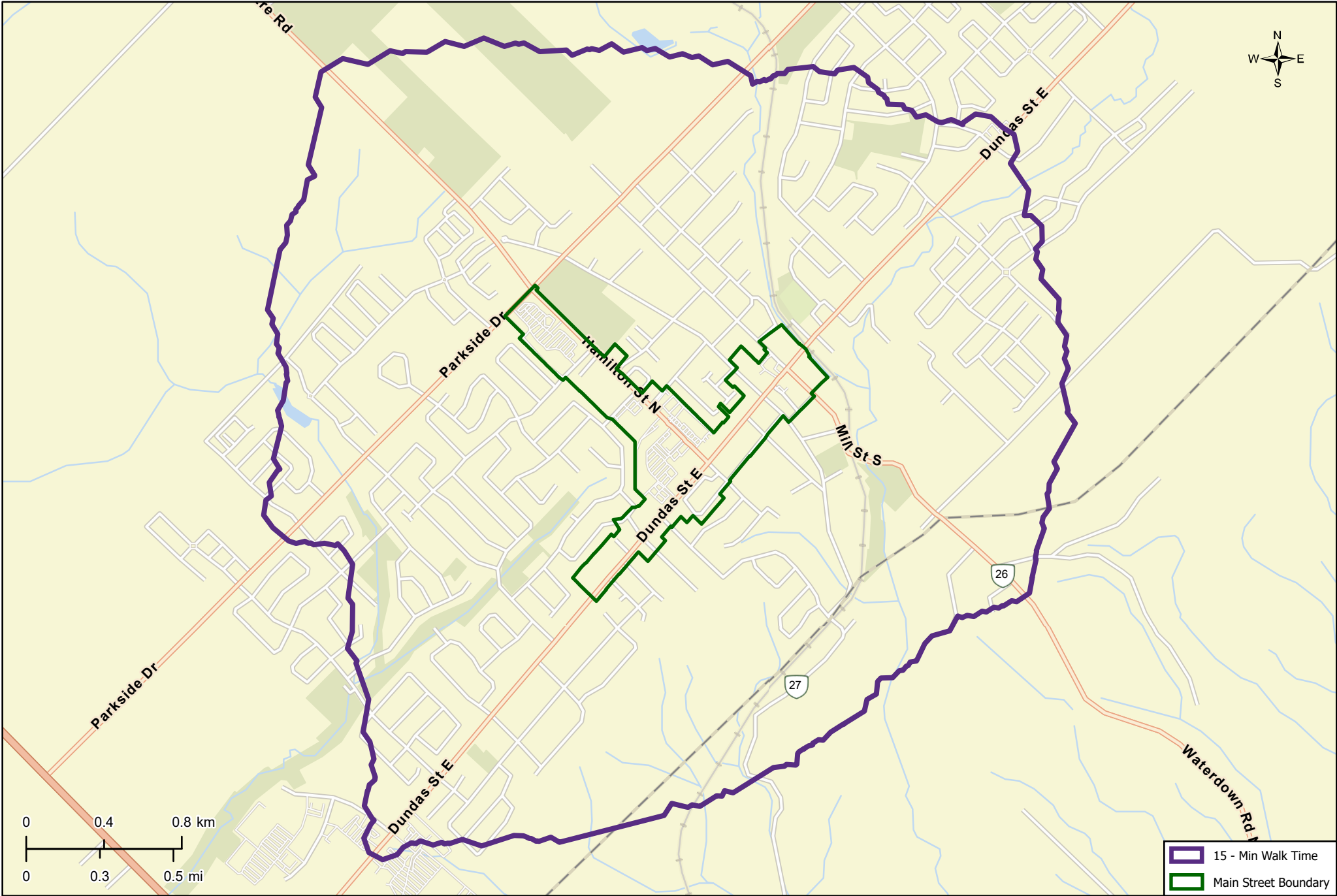
Confidential

Date: February 10, 2022

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Hamilton - Waterdown BIA
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Hamilton - Waterdown BIA

POPULATION

16,171

HOUSEHOLDS

5,647

MEDIAN MAINTAINER AGE

50

Index: 93

MARITAL STATUS



62.8%

Index: 109

Married/Common-Law

FAMILY STATUS*

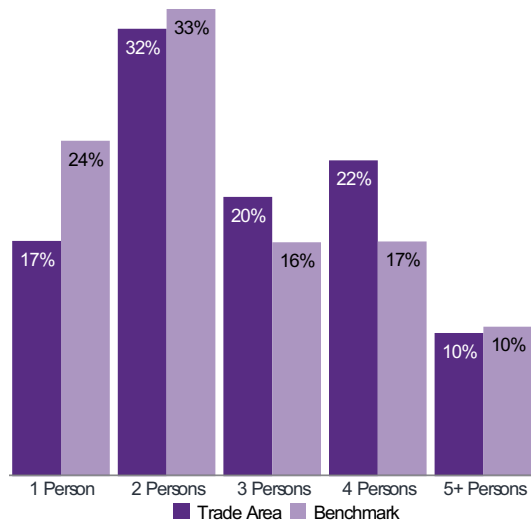


52.9%

Index: 113

Couples With Children At Home

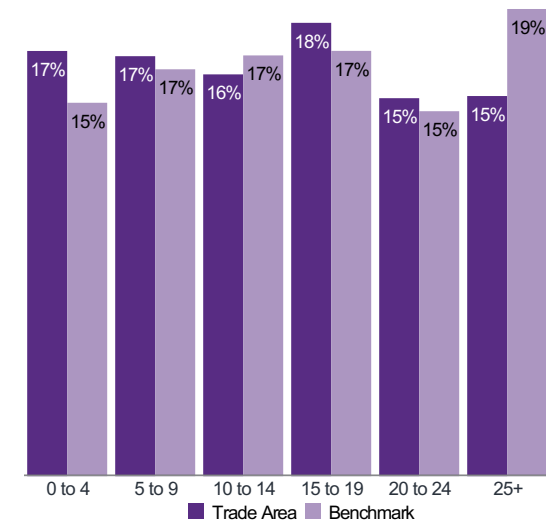
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	1,070	6.6	131
5 to 9	991	6.1	114
10 to 14	958	5.9	104
15 to 19	1,074	6.6	112
20 to 24	1,056	6.5	98
25 to 29	985	6.1	87
30 to 34	1,180	7.3	110
35 to 39	1,266	7.8	121
40 to 44	1,130	7.0	113
45 to 49	1,172	7.2	116
50 to 54	1,103	6.8	104
55 to 59	1,097	6.8	93
60 to 64	909	5.6	84
65 to 69	708	4.4	77
70 to 74	599	3.7	77
75 to 79	343	2.1	64
80 to 84	239	1.5	68
85+	293	1.8	82

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

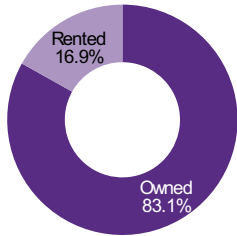
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Demographics | Housing & Income

Trade Area: Hamilton - Waterdown BIA

Population: 16,171 | Households: 5,647

TENURE



STRUCTURE TYPE



87.7%
Index: **113**



11.4%
Index: **51**

AGE OF HOUSING*

4 - 9 Years Old
% Comp: **13.2** Index: **209**

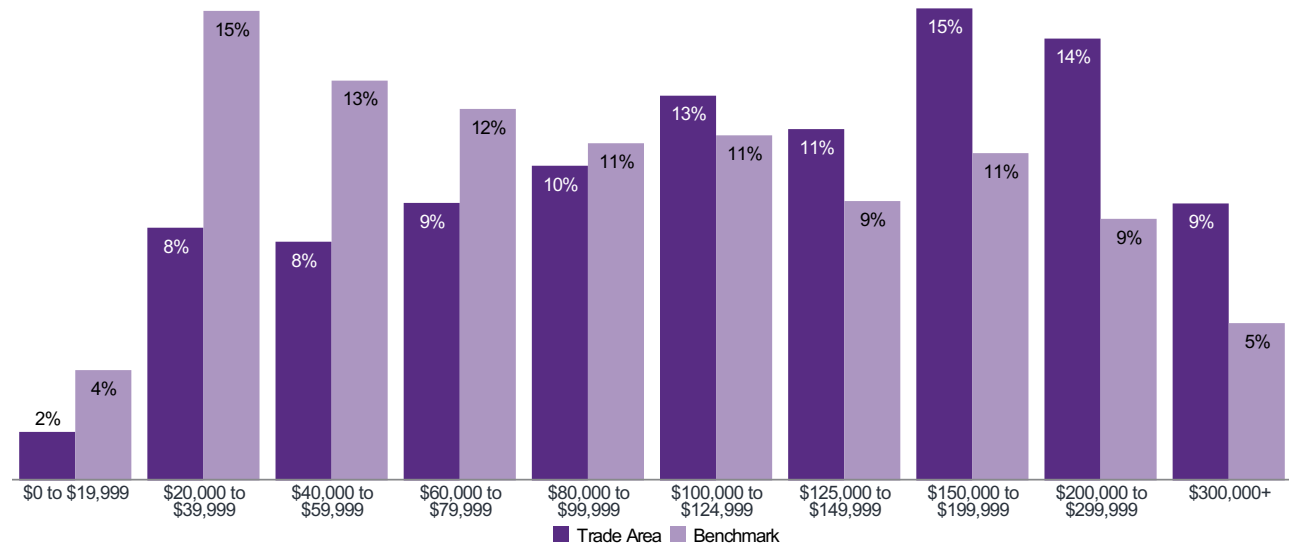
AVERAGE HOUSEHOLD INCOME



\$149,055

Index: **130**

HOUSEHOLD INCOME DISTRIBUTION



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Demographics | Education & Employment

Trade Area: Hamilton - Waterdown BIA

Population: 16,171 | Households: 5,647

EDUCATION



30.5%

Index:115

University Degree

LABOUR FORCE PARTICIPATION



75.5%

Index:116

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



48.6%

Index:134

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

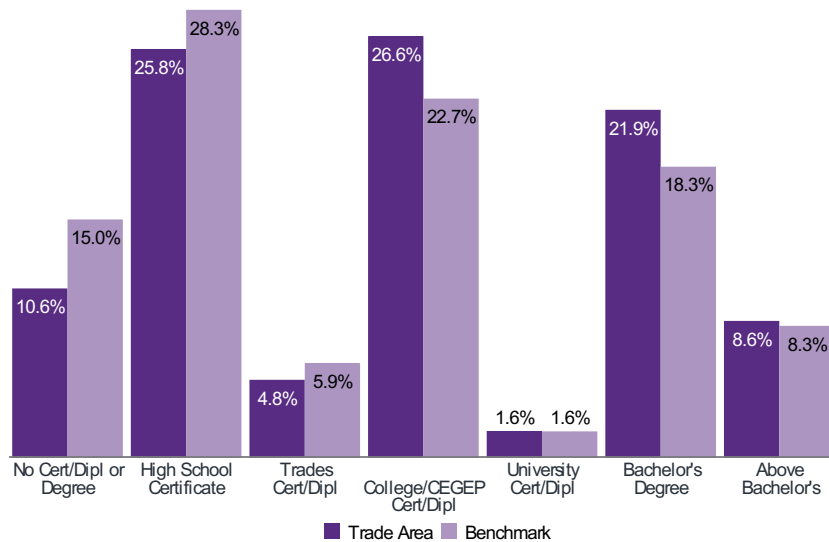


2.6%

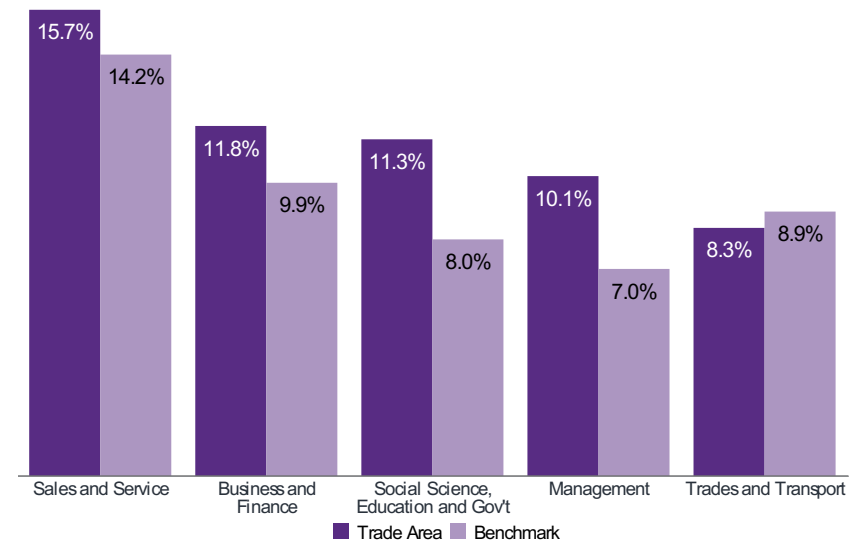
Index:86

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

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



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*Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Demographics | Diversity

Trade Area: Hamilton - Waterdown BIA

Population: 16,171 | Households: 5,647

ABORIGINAL IDENTITY



1.5%

Index:63

VISIBLE MINORITY PRESENCE



9.3%

Index:32

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



0.5%

Index:23

No knowledge of English or French

IMMIGRATION



15.1%

Index:57

Born outside Canada

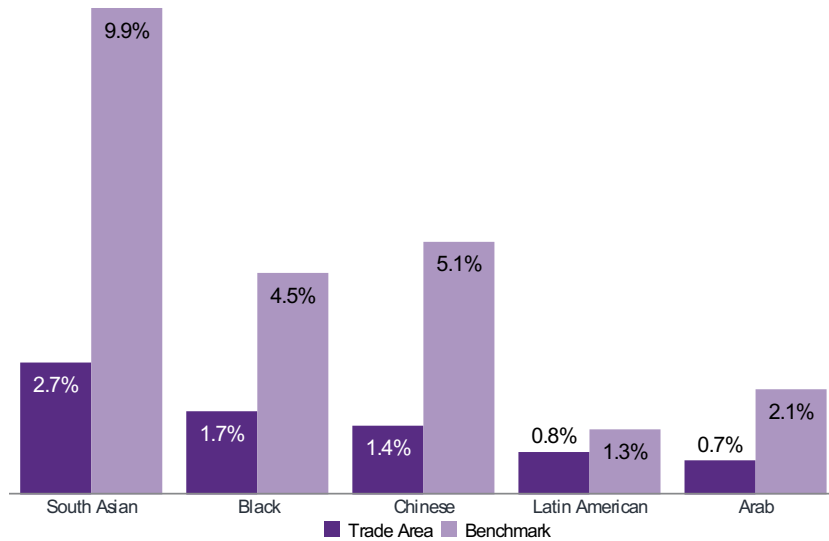
PERIOD OF IMMIGRATION*

Before 2001

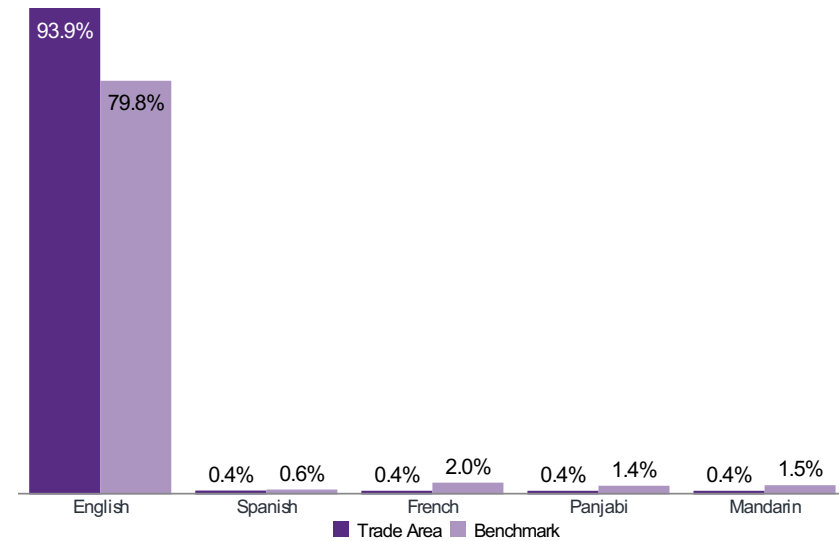
9.5%

Index:68

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Top 5 segments represent **72.8%** of households in Hamilton - Waterdown BIA



Rank:	1
Hhlds:	1,611
Hhld %:	28.52
% in Benchmark:	4.26
Index:	669

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



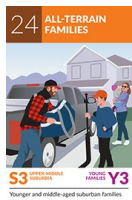
Rank:	2
Hhlds:	758
Hhld %:	13.43
% in Benchmark:	3.40
Index:	395

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



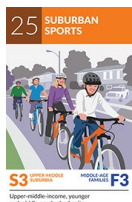
Rank:	3
Hhlds:	676
Hhld %:	11.97
% in Benchmark:	1.71
Index:	700

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



Rank:	4
Hhlds:	646
Hhld %:	11.44
% in Benchmark:	0.71
Index:	1,600

The lure of good jobs in the mining, oil and gas industries fueled the rise of All-Terrain Families, an upper-middle class suburban lifestyle found mostly in Alberta's large and midsize cities like Airdrie, Grand Prairie, Edmonton and Calgary. These younger and middle-aged households are among the nation's most mobile, with 60 percent having moved in the last five years. Nearly two-thirds of the maintainers are under 45 years old, and most of the children in these households are between the ages of 5 and 24. Originally attracted to Alberta's oil boom during the early 2000s, residents have turned moderate educations into well-paying blue- and grey-collar jobs and upper-middle incomes. With three-quarters of the housing built since 2006, residents own a mix of single-detached, semi-detached and row houses valued around \$400,000. In their free time, these family households have high rates for participating in team sports like hockey, baseball and curling. Their idea of weekend entertainment is going to a sports bar, rock concert or food and wine show. Given their high-energy approach to life, it's not surprising they value a healthy diet and regular exercise (Effort Toward Health).



Rank:	5
Hhlds:	422
Hhld %:	7.47
% in Benchmark:	2.05
Index:	364

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 single-detached house or a duplex. The households are nearly evenly divided between couples and families, maintainers range from 35 to 64, and children are of all ages. Moderately educated, most adults have completed high school or college and hold service sector and blue-collar jobs in natural resources and the trades; thanks to dual incomes, these households earn solid, upper-middle-class incomes. Suburban Sports scores among the top segments for English-speaking residents, reflecting its third-plus-generation Canadian population of nearly 70 percent. No doubt the presence of children affects the popularity of family-friendly activities like snowboarding, baseball, basketball and swimming. But they also enjoy watching sports, rooting for their favourite pro hockey, soccer and football teams. Not surprising, Suburban Sports members score high for Need for Escape, making a conscious effort to escape the stress and responsibilities of every day life once in a while.

Trade Area: Hamilton - Waterdown BIA



Strong Values

Values	Index
Cultural Assimilation	126
Flexible Families	121
Parochialism	114
Need for Escape	113
Personal Control	113
Importance of Price	112
Rejection of Orderliness	110
Social Darwinism	110
Aversion to Complexity	109
Effort Toward Health	109



Descriptions | Top 3 Strong Values

Cultural Assimilation

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

Flexible Families

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

Parochialism

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



Weak Values

Values	Index
Anomie-Aimlessness	80
Importance of Aesthetics	80
Ostentatious Consumption	80
Active Government	81
Global Consciousness	81
Need for Status Recognition	81
Brand Genuineness	82
Enthusiasm for Technology	82
Status via Home	82
Duty	83



Descriptions | Top 3 Weak Values

Anomie-Aimlessness

The feeling of having no goals in life. Experiencing a void of meaning with respect to life in general. A feeling of alienation from society, having the impression of being cut off from what's happening.

Importance of Aesthetics

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

Ostentatious Consumption

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

Benchmark: Ontario

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

Financial | WealthScapes Overview

Trade Area: Hamilton - Waterdown BIA

WealthScapes Households: 5,571

INCOME*

Household Income

\$ 149,505

Index: **129**

Household Disposable Income

\$ 114,521

Index: **125**

Household Discretionary Income

\$ 83,065

Index: **129**

Annual RRSP Contributions

\$ 5,674

Index: **158**

WEALTH*



Net Worth

% Holders

99.9% Index: **100**

Balance

\$909,950

Index: **124**

ASSETS*



Savings

% Holders

95.6% Index: **101**

Balance

\$93,968

Index: **123**



Investments

% Holders

67.8% Index: **113**

Balance

\$370,504

Index: **110**



Unlisted Shares

% Holders

14.5% Index: **117**

Balance

\$460,477

Index: **145**



Real Estate

% Holders

84.4% Index: **111**

Balance

\$859,623

Index: **115**



Liquid Assets

% Holders

98.8% Index: **101**

Balance

\$405,388

Index: **123**

DEBT*



Consumer Debt

% Holders

92.6% Index: **102**

Balance

\$83,544

Index: **126**



Mortgage Debt

% Holders

55.9% Index: **120**

Balance

\$368,648

Index: **124**

FINANCIAL RATIO



Debt:Asset

% Holders

0.24% Index: **112**

Benchmark: Southern Ontario

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% Holders represent where customers are found.

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

Index Colours: <80 80 - 110 110+

Trade Area: Hamilton - Waterdown BIA

WealthScapes Households: 5,571

FINANCIAL RATIOS*



Debt: Asset

0.24

Index: 112



Debt: Liquid Assets

0.71

Index: 116



Consumer Debt - Discr. Income

0.93

Index: 100



Savings - Investments

0.59

Index: 99



Pension - Non-Pension Assets

0.18

Index: 84



Real Estate Assets - Liq. Assets

1.81

Index: 103



Mortgage - Real Estate Assets

0.28

Index: 117



Mortgage - Consumer Debt

2.66

Index: 116

Benchmark: Southern Ontario

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

Trade Area: Hamilton - Waterdown BIA

Households: 5,647

Total Aggregate Current Consumption: \$573,833,717

Average Current Consumption

\$101,617

Index **124**

Average Household Income










\$149,172

Index **130**

Average Disposable Income

\$112,953

Index **126**

 <p>Shelter</p> <p>Avg. Dollars/Household: \$24,316 Index: 116</p> <p>Pct. of Total Expenditure: 23.9% Index: 93</p>	 <p>Transportation</p> <p>Avg. Dollars/Household: \$18,284 Index: 133</p> <p>Pct. of Total Expenditure: 18.0% Index: 107</p>	 <p>Food</p> <p>Avg. Dollars/Household: \$16,687 Index: 130</p> <p>Pct. of Total Expenditure: 16.4% Index: 105</p>
 <p>Recreation</p> <p>Avg. Dollars/Household: \$7,052 Index: 147</p> <p>Pct. of Total Expenditure: 6.9% Index: 119</p>	 <p>Household Operation</p> <p>Avg. Dollars/Household: \$6,953 Index: 121</p> <p>Pct. of Total Expenditure: 6.8% Index: 98</p>	 <p>Health Care</p> <p>Avg. Dollars/Household: \$5,748 Index: 105</p> <p>Pct. of Total Expenditure: 5.7% Index: 85</p>
 <p>Household Furnishings</p> <p>Avg. Dollars/Household: \$5,409 Index: 136</p> <p>Pct. of Total Expenditure: 5.3% Index: 109</p>	 <p>Clothing</p> <p>Avg. Dollars/Household: \$4,250 Index: 128</p> <p>Pct. of Total Expenditure: 4.2% Index: 103</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household: \$3,908 Index: 110</p> <p>Pct. of Total Expenditure: 3.8% Index: 88</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+









Expenditures | Foodspend - Annual Household Expenditure Overview

Trade Area: Hamilton - Waterdown BIA

Households: 5,647

Average Household Income \$149,172 Index 130	Average Food Expenditure \$16,687 Index 130	Average Spend on Food from Restaurants \$5,396 Index 134	Average Spend on Food from Stores \$11,291 Index 129
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Total Aggregate Food Expenditure: \$ 94,231,681

 <p>Bakery Avg. Dollars/Household: \$1,146 (Index 131) Pct. of Total Expenditure: 10.2% (Index 102)</p>	 <p>Cereal Products Avg. Dollars/Household: \$688 (Index 135) Pct. of Total Expenditure: 6.1% (Index 105)</p>	 <p>Fruit and nuts Avg. Dollars/Household: \$1,424 (Index 130) Pct. of Total Expenditure: 12.6% (Index 101)</p>
 <p>Vegetables Avg. Dollars/Household: \$1,182 (Index 128) Pct. of Total Expenditure: 10.5% (Index 99)</p>	 <p>Dairy products & Eggs Avg. Dollars/Household: \$1,694 (Index 132) Pct. of Total Expenditure: 15.0% (Index 103)</p>	 <p>Meat Avg. Dollars/Household: \$2,142 (Index 136) Pct. of Total Expenditure: 19.0% (Index 106)</p>
 <p>Fish & Seafood Avg. Dollars/Household: \$318 (Index 108) Pct. of Total Expenditure: 2.8% (Index 84)</p>	 <p>Beverages & Other Food Avg. Dollars/Household: \$2,696 (Index 122) Pct. of Total Expenditure: 23.9% (Index 95)</p>	

Benchmark: Southern Ontario

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

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

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	10.2	11.0	93
Going to restaurants, bars or night clubs	55.4	55.1	100
Having physical Contact with family and friends	59.8	57.7	104
Participating in group activities	41.7	38.7	108
Partying	16.1	15.8	102
Seeing family and friends in person	63.7	62.8	101
Entertainment			
Attending events, festivals or concerts	43.4	42.9	101
Attending sports events (excludes professional sports)	17.7	18.2	97
Attending to professional sports events or games	27.9	25.4	110
Going to the movies	48.1	45.7	105
Movement & Travel			
Driving more	15.7	16.1	97
Shopping in-store	44.0	42.9	103
Spending time outdoors	31.0	32.5	95
Travelling outside of Canada/ abroad	61.1	53.2	115
Travelling within Canada	51.7	49.9	104
Using public transit	12.1	13.7	88
Personal			
Getting back to old habits	34.3	36.2	95
Going to a salon, barber shop or spa	37.7	33.7	112
Going to the gym	23.2	22.6	103
Education/Work			
Children going back to school	21.3	20.3	105
Going back to work	17.4	17.6	99
Other			
Not Stated	0.3	0.6	48

Benchmark: Southern Ontario

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(Base used for Index calculations)

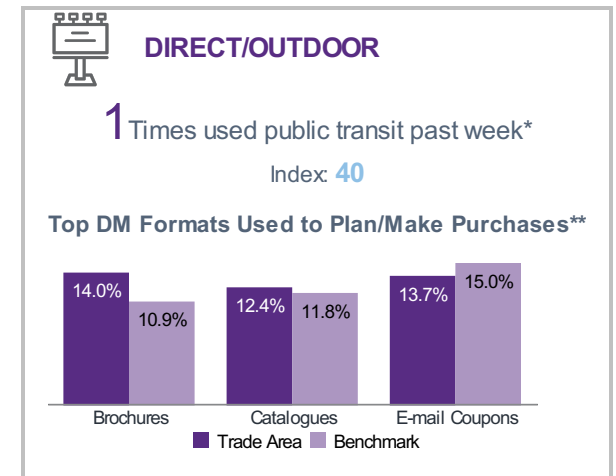
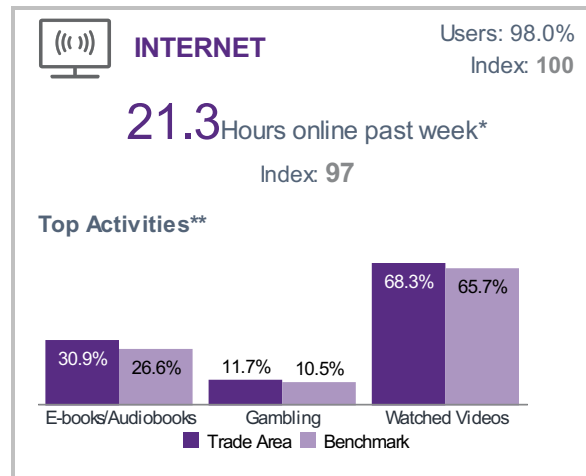
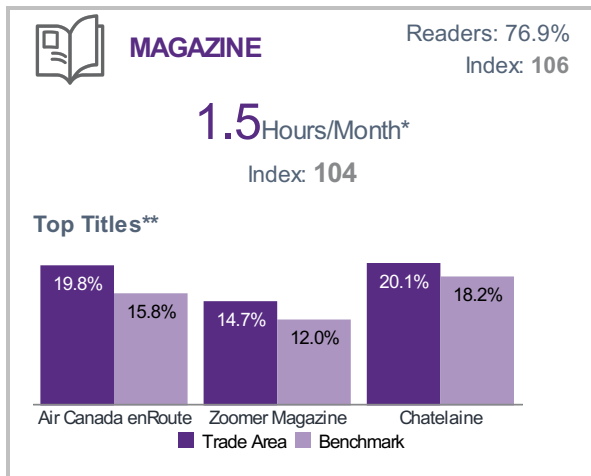
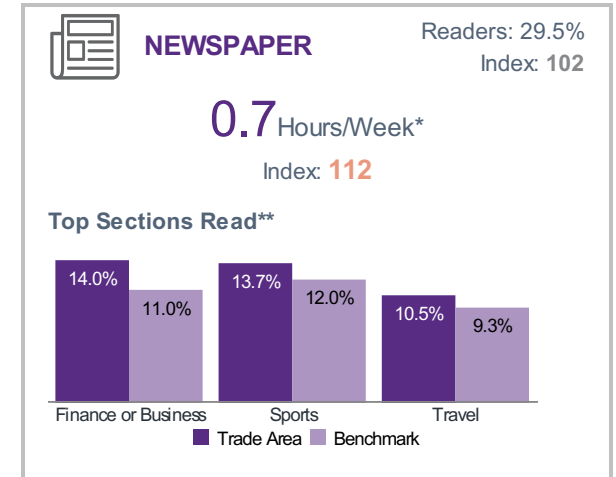
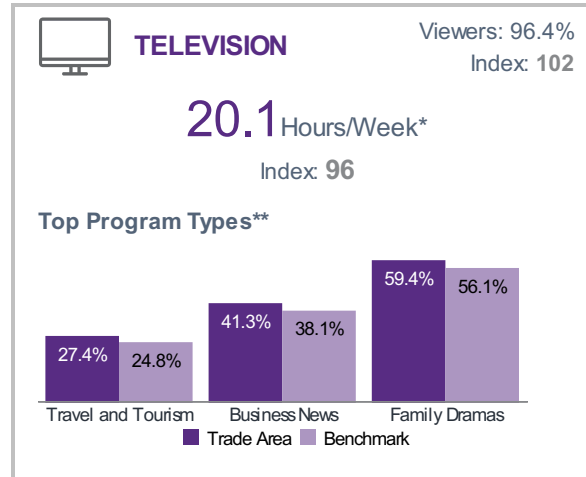
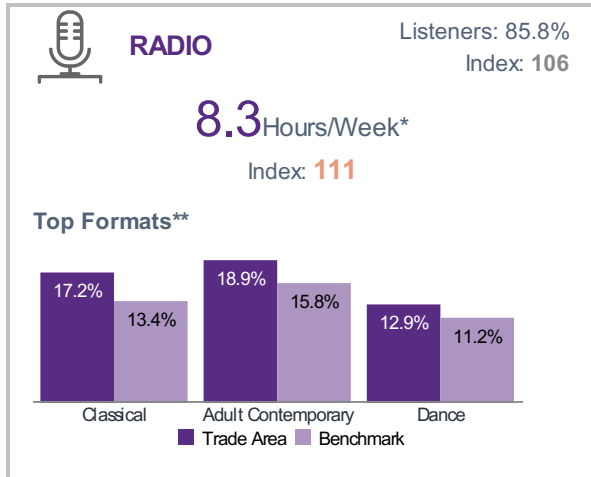
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Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Hamilton - Waterdown BIA

Household Population 14+: 13,098



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

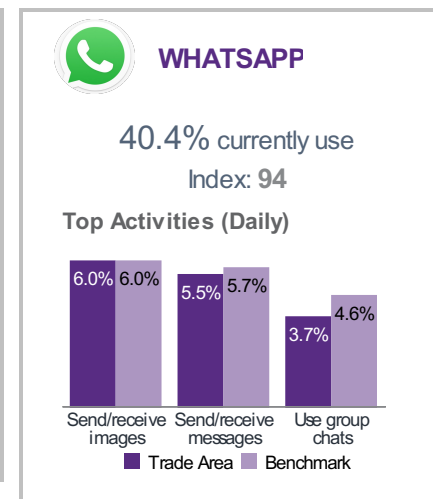
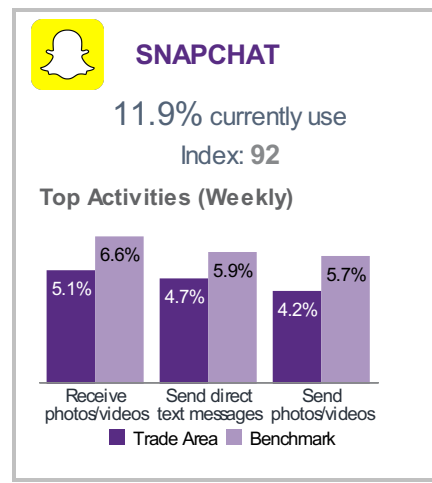
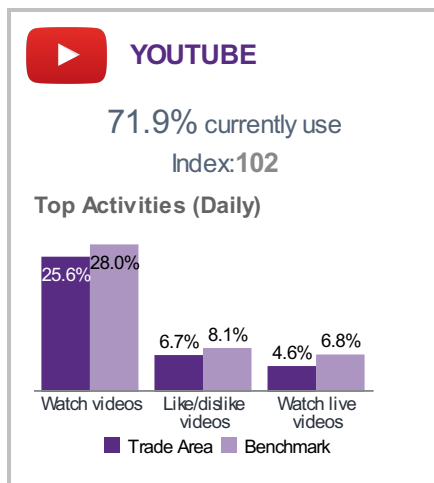
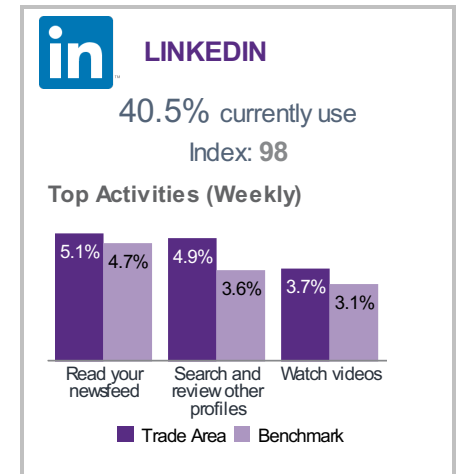
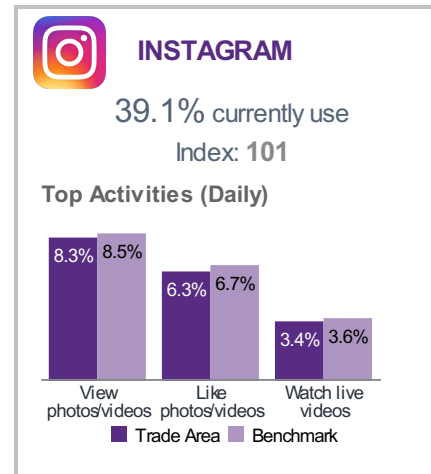
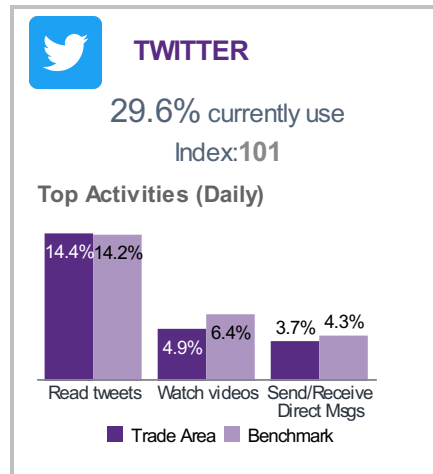
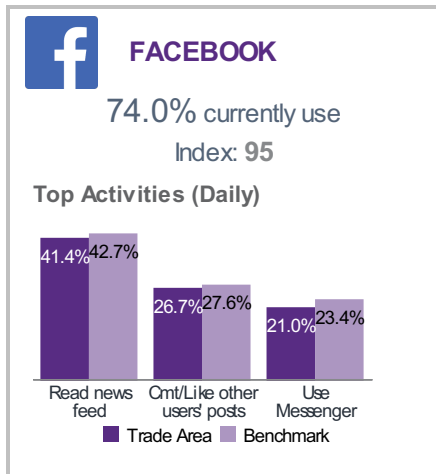
** Chosen from index ranking with minimum 5% composition.

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

Trade Area: Hamilton - Waterdown BIA

Household Population 18+: 12,277



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

Trade Area: Hamilton - Waterdown BIA

Household Population 18+: 12,277

FRIENDS IN ALL SM NETWORKS



36.6%

Index:103

0-49 friends

FREQUENCY OF USE (DAILY)



54.9%

Index:98

Facebook

BRAND INTERACTION



32.0%

Index:93

Like brand on Facebook

NO. OF BRANDS INTERACTED

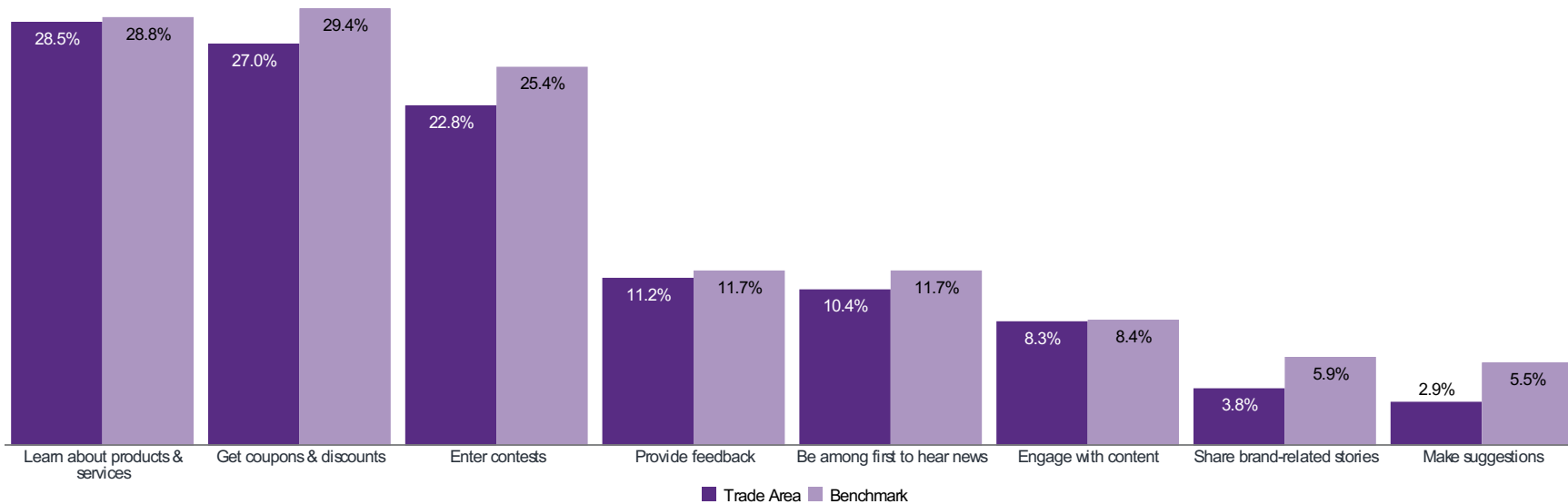


30.6%

Index:100

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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

Trade Area: Hamilton - Waterdown BIA

Total Household Population 18+:12,277



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

% Comp **88.0** Index **100**



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

% Comp **51.1** Index **105**



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

% Comp **83.4** Index **99**



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

% Comp **39.9** Index **97**



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

% Comp **60.0** Index **106**



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

% Comp **29.3** Index **97**

Benchmark: Southern Ontario

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Ranked by percent composition.

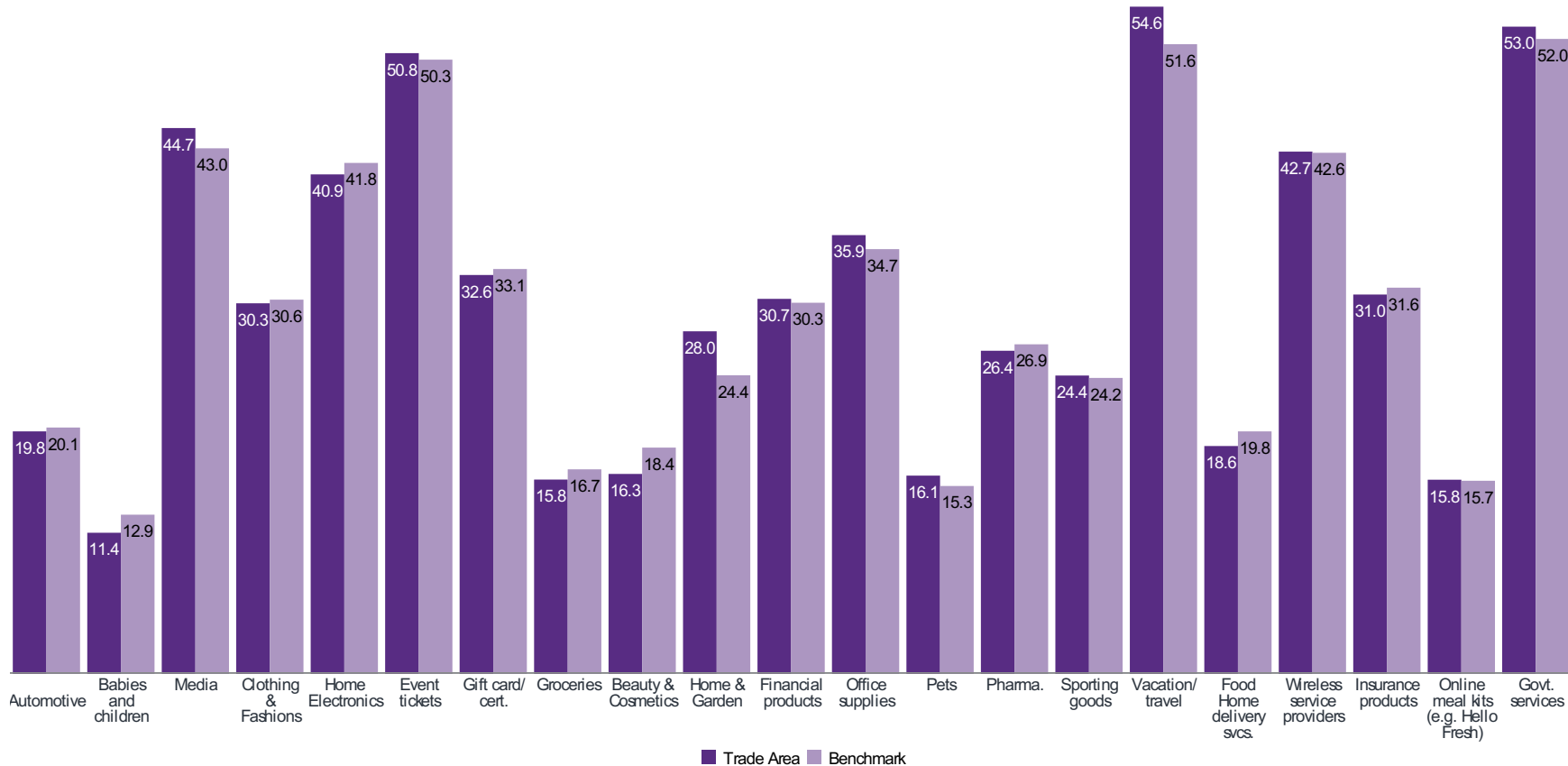
Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Purchase Preference by Category

Trade Area: Hamilton - Waterdown BIA

Total Household Population 18+: 12,277

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

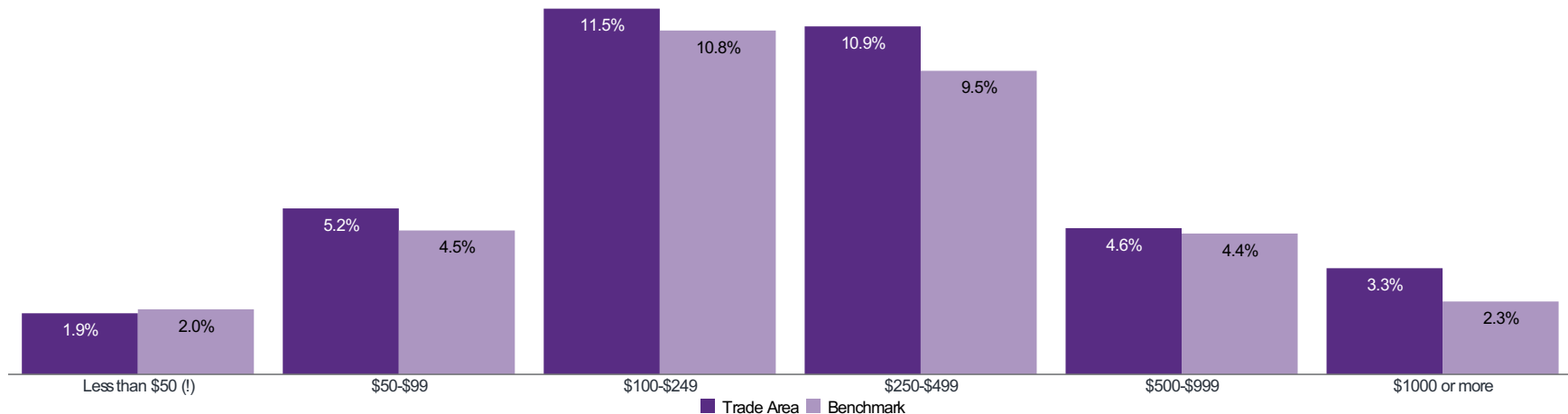
Trade Area: Hamilton - Waterdown BIA

Total Household Population 18+: 12,277

BEHAVIOURAL PREFERENCES BY CHANNEL

 CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	60.2% Index:98	36.3% Index:98	12.0% Index:97	1.6% Index:49
Purchase preference	79.0% Index:105	30.3% Index:99	9.2% Index:94	2.3% Index:89
Customer Service	64.0% Index:104	15.4% Index:86	5.5% Index:96	24.7% Index:114

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Home Electronics & Computers Deep Dive

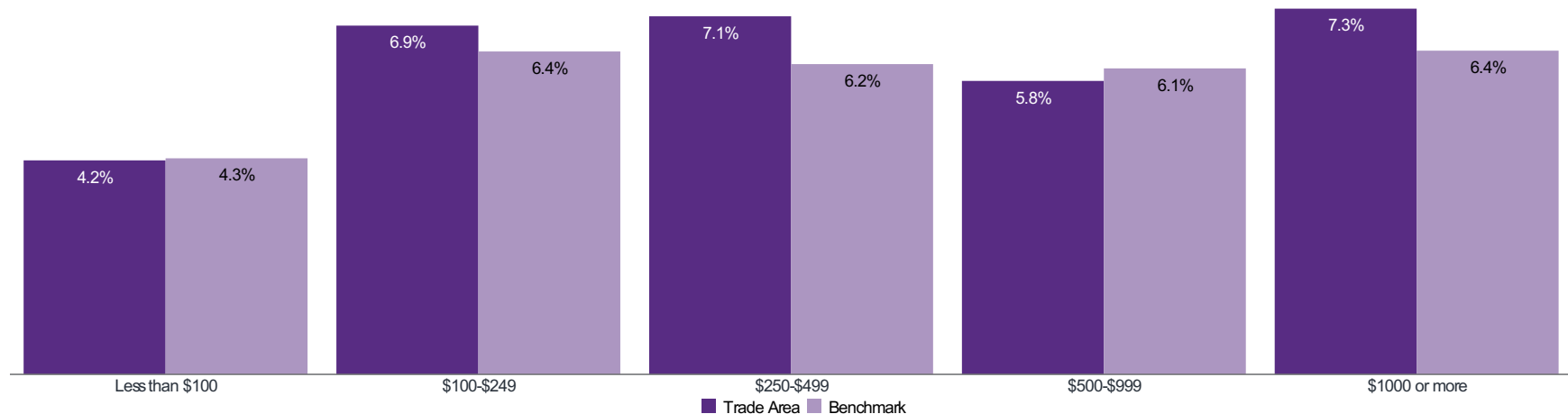
Trade Area: Hamilton - Waterdown BIA

Total Household Population 18+: 12,277

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	45.2% Index:90	58.0% Index:106	16.7% Index: 107
Purchase preference	69.2% Index: 101	40.9% Index:98	10.7% Index:97	4.7% Index: 73
Customer Service	54.8% Index:97	24.7% Index:99	7.2% Index: 98	39.5% Index: 107

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

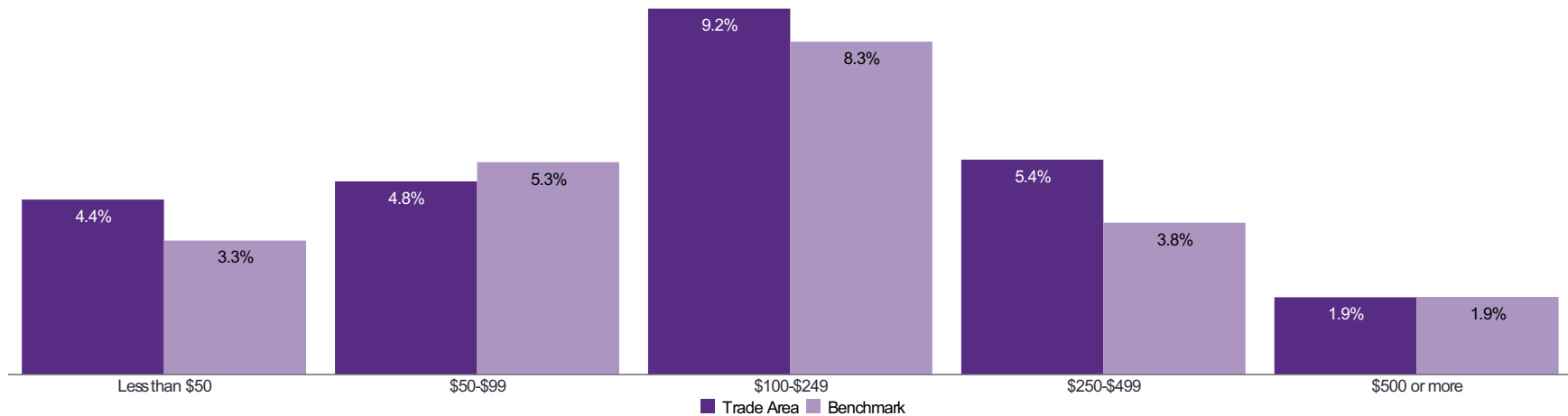
Trade Area: Hamilton - Waterdown BIA

Total Household Population 18+: 12,277

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	45.6% Index:96	33.7% Index:96	12.5% Index:114	2.6% Index:74
Purchase preference	61.3% Index:102	32.6% Index:99	9.2% Index:105	2.6% Index:86
Customer Service	42.0% Index:99	18.5% Index:90	5.7% Index:94	29.9% Index:108

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 | Groceries Deep Dive

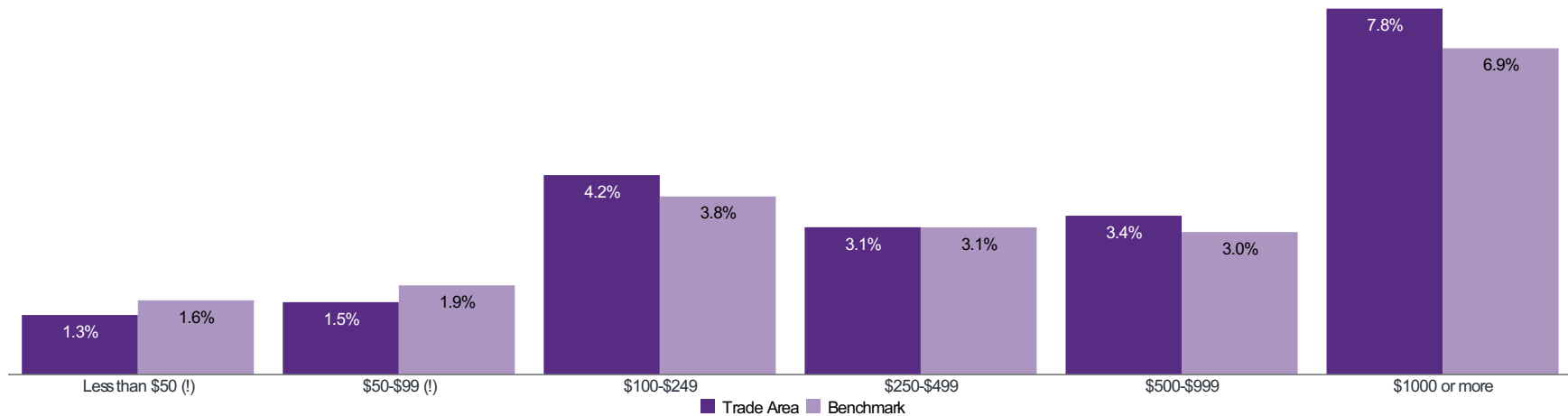
Trade Area: Hamilton - Waterdown BIA

Total Household Population 18+: 12,277

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	73.5% Index:102	23.0% Index:93	11.0% Index:99	1.9% Index:71
Purchase preference	87.8% Index:105	15.8% Index:95	6.0% Index:96	1.5% Index:63
Customer Service	72.1% Index:103	9.9% Index:86	2.9% Index:73	19.6% Index:105

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

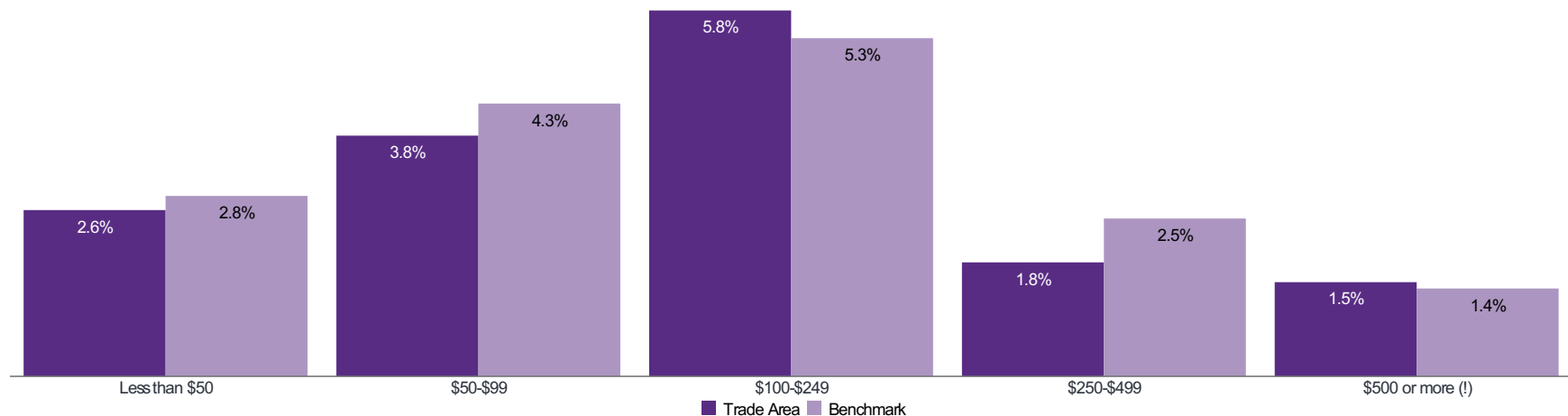
Trade Area: Hamilton - Waterdown BIA

Total Household Population 18+: 12,277

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	34.5% Index:97	18.3% Index:83	7.5% Index:92	1.9% Index:66
Purchase preference	44.4% Index:96	16.3% Index:88	5.8% Index:91	1.1% Index:47
Customer Service	35.1% Index:97	11.0% Index:87	3.6% Index:82	17.0% Index:116

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Home & Garden Deep Dive

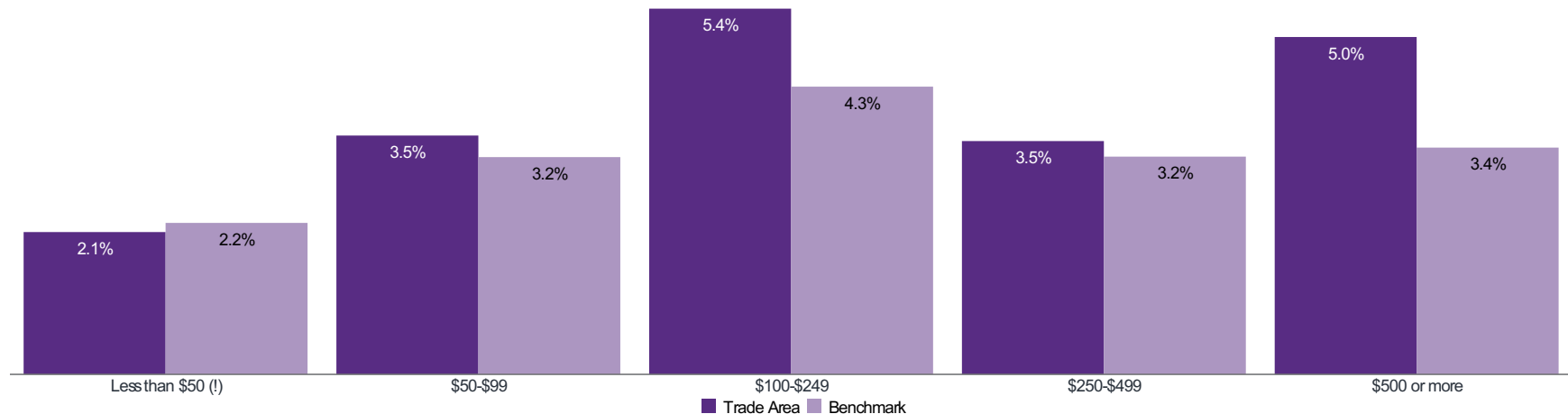
Trade Area: Hamilton - Waterdown BIA

Total Household Population 18+: 12,277

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	53.4% Index:103	42.5% Index:112	13.0% Index:114	4.1% Index:72
Purchase preference	72.2% Index:106	28.0% Index:115	6.6% Index:94	2.9% Index:80
Customer Service	56.5% Index:105	16.2% Index:101	3.6% Index:76	26.5% Index:116

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Sporting Goods Deep Dive

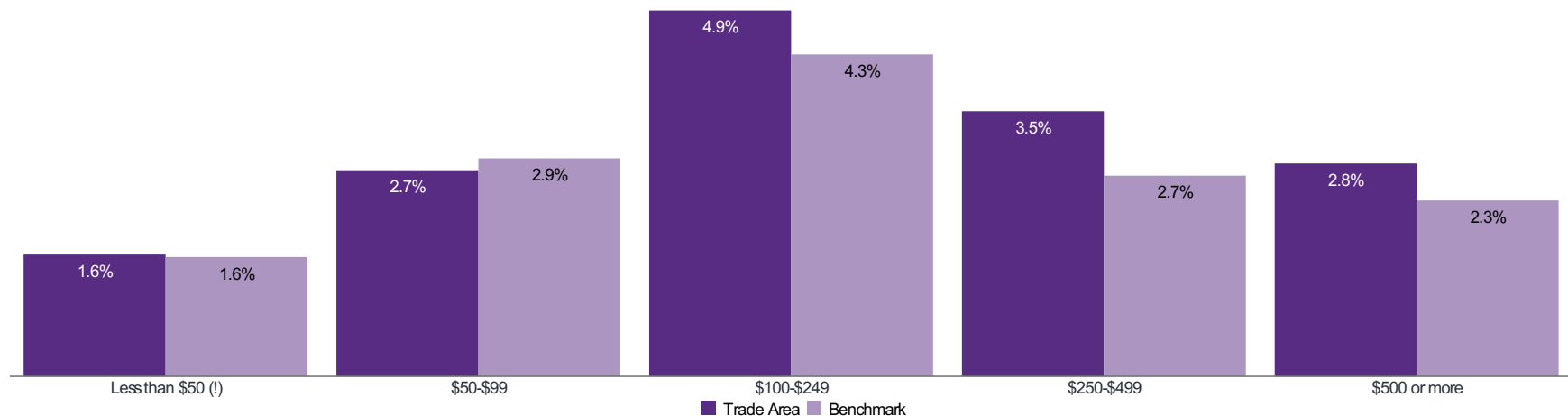
Trade Area: Hamilton - Waterdown BIA

Total Household Population 18+: 12,277

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	44.1% Index: 113	36.6% Index: 114	13.9% Index: 132	3.4% Index: 87
Purchase preference	60.3% Index: 116	24.4% Index: 101	9.1% Index: 121	3.0% Index: 99
Customer Service	46.7% Index: 112	15.7% Index: 104	5.0% Index: 96	24.5% Index: 120

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 | Vacation/Travel Deep Dive

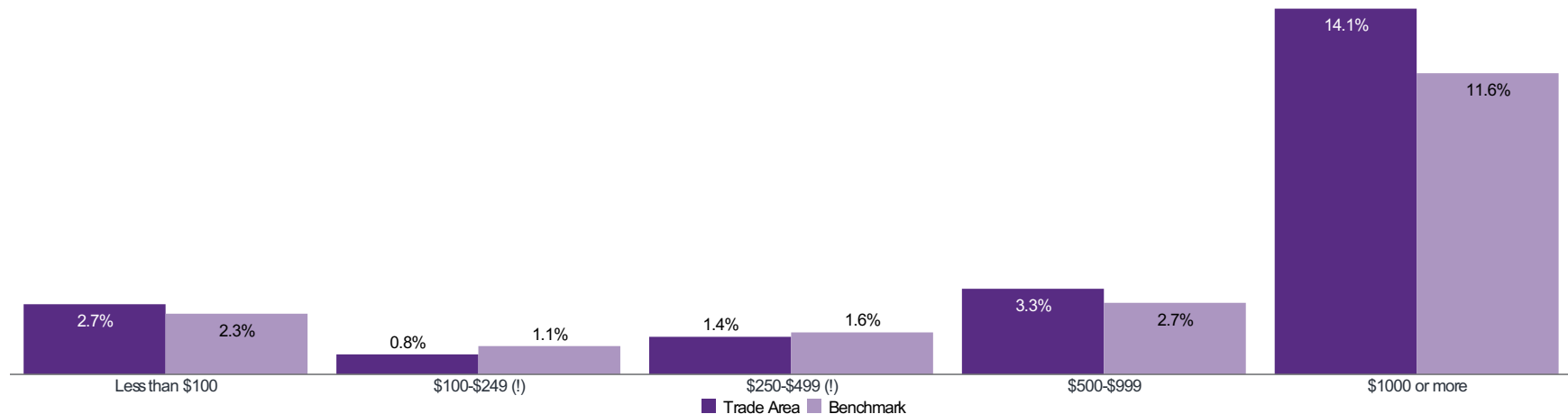
Trade Area: Hamilton - Waterdown BIA

Total Household Population 18+: 12,277

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	17.9% Index:87	61.9% Index:107	16.3% Index:109	15.2% Index:94
Purchase preference	25.8% Index:89	54.6% Index:106	6.6% Index:107	20.0% Index:112
Customer Service	28.3% Index:97	28.7% Index:105	7.4% Index:106	48.4% Index:110

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

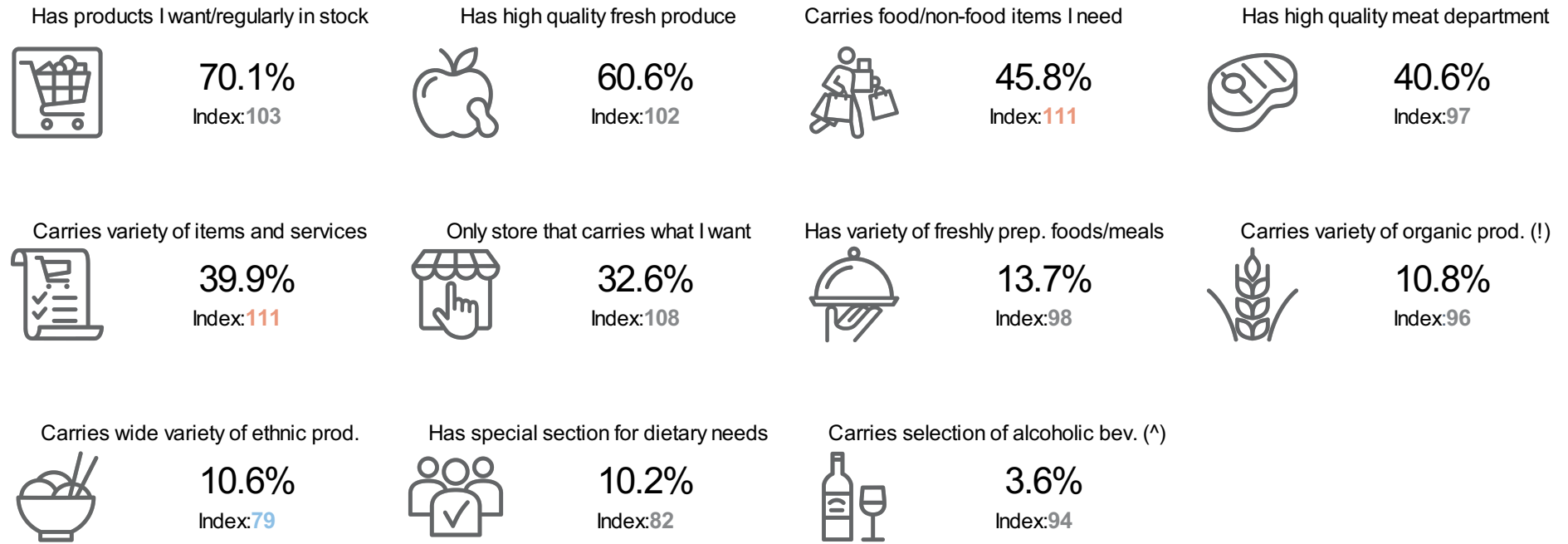
Index Colours:	<80	80 - 110	110+
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Store Loyalty

Trade Area: Hamilton - Waterdown BIA

Households: 5,647

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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Trade Area: Hamilton - Waterdown BIA

Households: 5,647

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



57.2%
Index: 96

Organized layout makes it easy to shop



43.0%
Index: 103

Easy to get in and get out quickly



42.5%
Index: 99

Short checkout lines/fast checkout



39.7%
Index: 111

Staff are friendly and knowledgeable



31.4%
Index: 93

Has extended hours



27.2%
Index: 99

I like the store ambiance



21.4%
Index: 107

Has self-checkout



15.7%
Index: 114

Offers an online shopping option (!)



10.7%
Index: 120

Benchmark: Southern Ontario

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

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

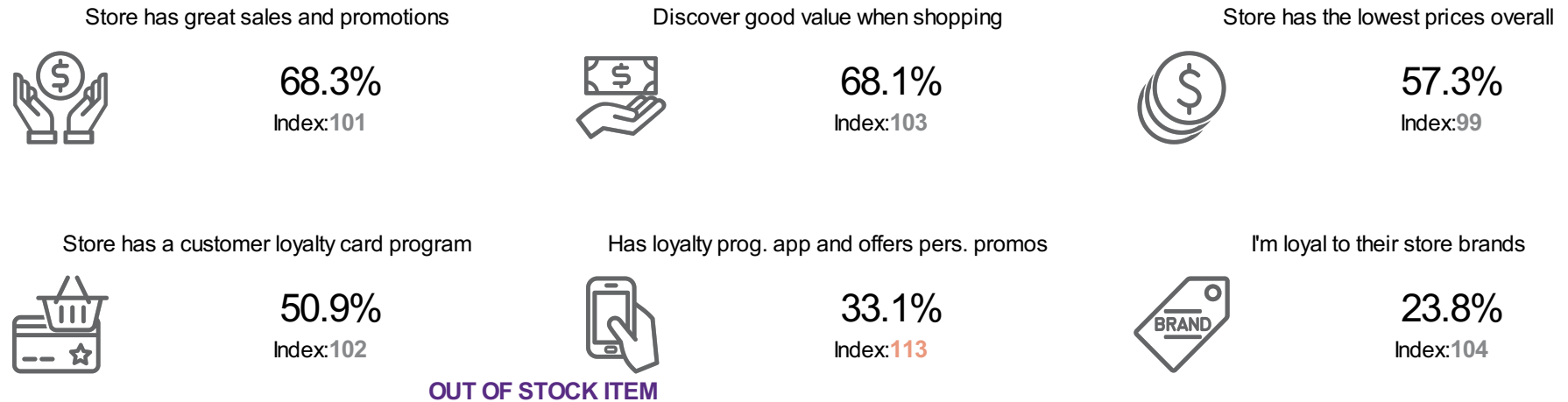
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(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

Index Colours:	<80	80 - 110	110+
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Trade Area: Hamilton - Waterdown BIA

Households: 5,647

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO



OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	37.1	40.2	0.1 93
Leave the store and buy it elsewhere	33.0	30.9	0.1 107
Purchase another brand	21.6	21.2	0.1 102
Purchase another size or variety of the same brand (!)	8.3	7.7	0.1 107

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 Hamilton - Waterdown BIA Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2019				Summer 2019				Fall 2019				Winter 2019				Full Year 2019			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
Total		19,302,713	100%	296,868	100%	1.54%	100	295,099	100%	1.53%	100	227,575	100%	1.18%	100	216,607	100%	1.12%	100	462,398	100%	2.40%	100
3525005	Hamilton, ON (C)	483,265	2.50%	102,991	34.69%	21.31%	1386	97,751	33.12%	20.23%	1323	80,664	35.44%	16.69%	1416	80,503	37.17%	16.66%	1484	137,156	29.66%	28.38%	1185
3524002	Burlington, ON (CY)	163,747	0.85%	54,243	18.27%	33.13%	2154	53,617	18.17%	32.74%	2142	45,866	20.15%	28.01%	2376	42,989	19.85%	26.25%	2340	72,351	15.65%	44.18%	1844
3520005	Toronto, ON (C)	2,568,898	13.31%	14,903	5.02%	0.58%	38	15,918	5.39%	0.62%	41	9,893	4.35%	0.39%	33	8,765	4.05%	0.34%	30	28,359	6.13%	1.10%	46
3521005	Mississauga, ON (CY)	642,951	3.33%	14,531	4.89%	2.26%	147	15,523	5.26%	2.41%	158	10,495	4.61%	1.63%	138	9,566	4.42%	1.49%	133	26,658	5.77%	4.15%	173
3524001	Oakville, ON (T)	174,424	0.90%	14,103	4.75%	8.09%	526	15,374	5.21%	8.81%	577	10,788	4.74%	6.19%	525	10,020	4.63%	5.74%	512	24,056	5.20%	13.79%	576
3530010	Cambridge, ON (CY)	114,129	0.59%	8,415	2.83%	7.37%	479	8,667	2.94%	7.59%	497	6,471	2.84%	5.67%	481	6,680	3.08%	5.85%	522	14,788	3.20%	12.96%	541
3521010	Brampton, ON (CY)	596,084	3.09%	8,095	2.73%	1.36%	88	8,119	2.75%	1.36%	89	4,875	2.14%	0.82%	69	5,019	2.32%	0.84%	75	14,023	3.03%	2.35%	98
3524009	Milton, ON (T)	106,330	0.55%	8,039	2.71%	7.56%	492	7,656	2.59%	7.20%	471	5,440	2.39%	5.12%	434	5,804	2.68%	5.46%	486	12,771	2.76%	12.01%	501
3529006	Brantford, ON (CY)	85,464	0.44%	7,726	2.60%	9.04%	588	6,186	2.10%	7.24%	473	6,165	2.71%	7.21%	612	5,147	2.38%	6.02%	537	11,550	2.50%	13.51%	564
3523008	Guelph, ON (CY)	121,691	0.63%	5,398	1.82%	4.44%	288	5,943	2.01%	4.88%	319	4,735	2.08%	3.89%	330	5,026	2.32%	4.13%	368	10,946	2.37%	8.99%	375

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Hamilton - Waterdown BIA Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2019 Visitors		Summer 2019 Visitors		Fall 2019 Visitors		Winter 2019 Visitors		Full Year 2019 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
12,892	12,103	93.9	11,370	88.2	11,282	87.5	11,103	86.1	12,194	94.6

2019 Hamilton - Waterdown BIA Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	468,407	12,194	2.6	456,213	97.4

2020 Hamilton - Waterdown BIA 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%	181,031	100%	0.94%	100	242,372	100%	1.26%	100	208,454	100%	1.08%	100	174,362	100%	0.90%	100	380,576	100%	1.97%	100
3525005	Hamilton, ON (C)	483,265	2.50%	66,322	36.64%	13.72%	1463	77,716	32.06%	16.08%	1281	71,688	34.39%	14.83%	1374	69,526	39.87%	14.39%	1593	113,061	29.71%	23.40%	1187
3524002	Burlington, ON (CY)	163,747	0.85%	39,420	21.78%	24.07%	2567	51,320	21.17%	31.34%	2496	43,495	20.87%	26.56%	2460	35,719	20.49%	21.81%	2415	67,308	17.69%	41.10%	2085
3520005	Toronto, ON (C)	2,568,898	13.31%	9,194	5.08%	0.36%	38	14,123	5.83%	0.55%	44	12,250	5.88%	0.48%	44	7,044	4.04%	0.27%	30	25,753	6.77%	1.00%	51
3521005	Mississauga, ON (CY)	642,951	3.33%	8,950	4.94%	1.39%	148	15,420	6.36%	2.40%	191	10,659	5.11%	1.66%	154	7,577	4.35%	1.18%	130	25,048	6.58%	3.90%	198
3524001	Oakville, ON (T)	174,424	0.90%	9,139	5.05%	5.24%	559	13,351	5.51%	7.65%	610	11,984	5.75%	6.87%	636	7,858	4.51%	4.51%	499	22,106	5.81%	12.67%	643
3521010	Brampton, ON (CY)	596,084	3.09%	4,131	2.28%	0.69%	74	6,625	2.73%	1.11%	89	5,656	2.71%	0.95%	88	3,349	1.92%	0.56%	62	11,522	3.03%	1.93%	98
3524009	Milton, ON (T)	106,330	0.55%	5,220	2.88%	4.91%	523	5,967	2.46%	5.61%	447	5,132	2.46%	4.83%	447	4,679	2.68%	4.40%	487	10,734	2.82%	10.09%	512
3530010	Cambridge, ON (CY)	114,129	0.59%	4,102	2.27%	3.59%	383	6,276	2.59%	5.50%	438	5,249	2.52%	4.60%	426	4,082	2.34%	3.58%	396	10,437	2.74%	9.14%	464
3529006	Brantford, ON (CY)	85,464	0.44%	3,766	2.08%	4.41%	470	4,801	1.98%	5.62%	447	5,033	2.41%	5.89%	545	3,877	2.22%	4.54%	502	8,446	2.22%	9.88%	501
3523008	Guelph, ON (CY)	121,691	0.63%	2,961	1.64%	2.43%	259	4,197	1.73%	3.45%	275	2,807	1.35%	2.31%	214	3,042	1.74%	2.50%	277	7,260	1.91%	5.97%	303

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Hamilton - Waterdown BIA 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
12,892	9,863	76.5	9,883	76.7	9,400	72.9	10,171	78.9	10,422	80.8

2020 Hamilton - Waterdown BIA Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	383,211	10,422	2.7	372,789	97.3

2021 Hamilton - Waterdown BIA Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2021				Summer 2021				Fall 2021				Winter 2021				Full Year 2021			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
Total		19,302,713	100%	183,423	100%	0.95%	100	308,800	100%	1.60%	100	274,182	100%	1.42%	100	207,920	100%	1.08%	100	461,125	100%	2.39%	100
3525005	Hamilton, ON (C)	483,265	2.50%	60,407	32.93%	12.50%	1315	86,871	28.13%	17.98%	1124	82,255	30.00%	17.02%	1198	74,037	35.61%	15.32%	1422	119,822	25.98%	24.79%	1038
3524002	Burlington, ON (CY)	163,747	0.85%	35,124	19.15%	21.45%	2257	61,599	19.95%	37.62%	2351	52,022	18.97%	31.77%	2237	43,897	21.11%	26.81%	2489	72,149	15.65%	44.06%	1844
3521005	Mississauga, ON (CY)	642,951	3.33%	12,042	6.56%	1.87%	197	20,691	6.70%	3.22%	201	16,201	5.91%	2.52%	177	9,421	4.53%	1.47%	136	36,122	7.83%	5.62%	235
3520005	Toronto, ON (C)	2,568,898	13.31%	11,455	6.25%	0.45%	47	19,365	6.27%	0.75%	47	14,818	5.40%	0.58%	41	11,490	5.53%	0.45%	42	35,525	7.70%	1.38%	58
3524001	Oakville, ON (T)	174,424	0.90%	9,660	5.27%	5.54%	583	20,313	6.58%	11.65%	728	16,878	6.16%	9.68%	681	10,163	4.89%	5.83%	541	29,358	6.37%	16.83%	705
3521010	Brampton, ON (CY)	596,084	3.09%	7,283	3.97%	1.22%	129	10,035	3.25%	1.68%	105	6,969	2.54%	1.17%	82	5,005	2.41%	0.84%	78	16,952	3.68%	2.84%	119
3524009	Milton, ON (T)	106,330	0.55%	4,974	2.71%	4.68%	492	9,378	3.04%	8.82%	551	6,685	2.44%	6.29%	443	5,468	2.63%	5.14%	477	14,571	3.16%	13.70%	574
3530010	Cambridge, ON (CY)	114,129	0.59%	3,596	1.96%	3.15%	332	8,573	2.78%	7.51%	470	7,892	2.88%	6.91%	487	5,496	2.64%	4.82%	447	12,943	2.81%	11.34%	475
3523008	Guelph, ON (CY)	121,691	0.63%	3,331	1.82%	2.74%	288	5,785	1.87%	4.75%	297	5,441	1.98%	4.47%	315	2,883	1.39%	2.37%	220	10,276	2.23%	8.44%	353
3529006	Brantford, ON (CY)	85,464	0.44%	2,588	1.41%	3.03%	319	5,279	1.71%	6.18%	386	6,941	2.53%	8.12%	572	3,686	1.77%	4.31%	400	9,680	2.10%	11.33%	474

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Hamilton - Waterdown BIA Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2021 Visitors		Summer 2021 Visitors		Fall 2021 Visitors		Winter 2021 Visitors		Full Year 2021 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
12,892	8,081	62.7	9,333	72.4	9,684	75.1	9,501	73.7	10,143	78.7

2021 Hamilton - Waterdown BIA Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	465,911	10,143	2.2	455,767	97.8

Top 5 segments represent **34.2%** of customers in Southern Ontario



Rank: 1
 Customers: 33,802
 Customers %: 8.33
 % in Benchmark: 4.16
 Index: 200

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: 2
 Customers: 33,332
 Customers %: 8.22
 % in Benchmark: 5.19
 Index: 158

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



Rank: 3
 Customers: 29,800
 Customers %: 7.35
 % in Benchmark: 4.63
 Index: 159

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: 4
 Customers: 23,516
 Customers %: 5.80
 % in Benchmark: 4.68
 Index: 124

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: 5
 Customers: 18,201
 Customers %: 4.49
 % in Benchmark: 2.60
 Index: 173

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

Benchmark: Southern Ontario

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