

Community Profile: Hamilton – James Street Corridor

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

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

ENVIRONICS
ANALYTICS

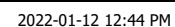
Confidential

Date: February 10, 2022

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ENVIRONICS
ANALYTICS



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - James Street Corridor

POPULATION

50,117

HOUSEHOLDS

26,080

MEDIAN MAINTAINER AGE

47

Index: 86

MARITAL STATUS



39.3%

Index: 68

Married/Common-Law

FAMILY STATUS*

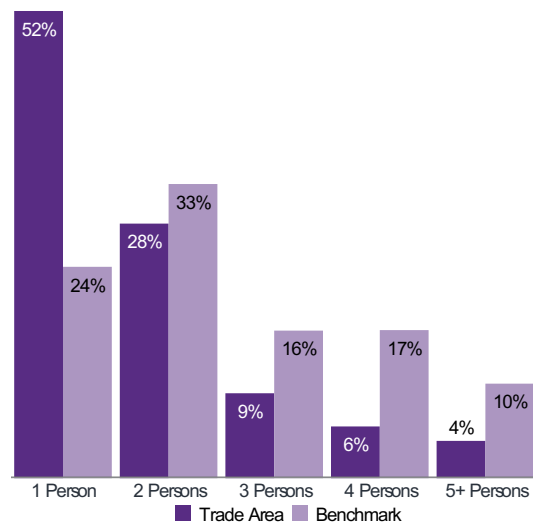


23.9%

Index: 151

Total Lone-Parent Families

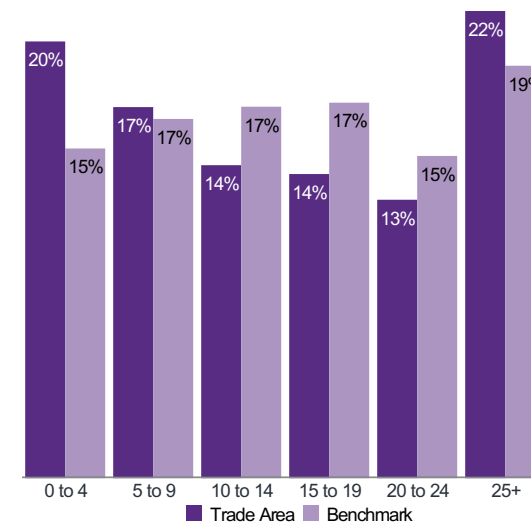
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	2,176	4.3	86
5 to 9	1,874	3.7	69
10 to 14	1,605	3.2	56
15 to 19	1,713	3.4	58
20 to 24	3,661	7.3	109
25 to 29	5,696	11.4	162
30 to 34	5,524	11.0	166
35 to 39	4,266	8.5	132
40 to 44	3,089	6.2	100
45 to 49	2,748	5.5	87
50 to 54	2,952	5.9	90
55 to 59	3,247	6.5	89
60 to 64	3,288	6.6	97
65 to 69	2,732	5.5	96
70 to 74	2,163	4.3	90
75 to 79	1,384	2.8	84
80 to 84	948	1.9	87
85+	1,050	2.1	95

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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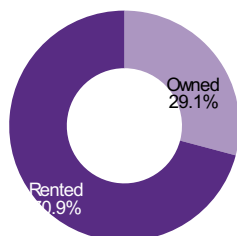
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - James Street Corridor

Population: 50,117 | Households: 26,080

TENURE



STRUCTURE TYPE



Houses

23.6%

Index:31



Apartments

76.0%

Index:344

AGE OF HOUSING*

60+ Years Old

% Comp:44.8 Index: 216

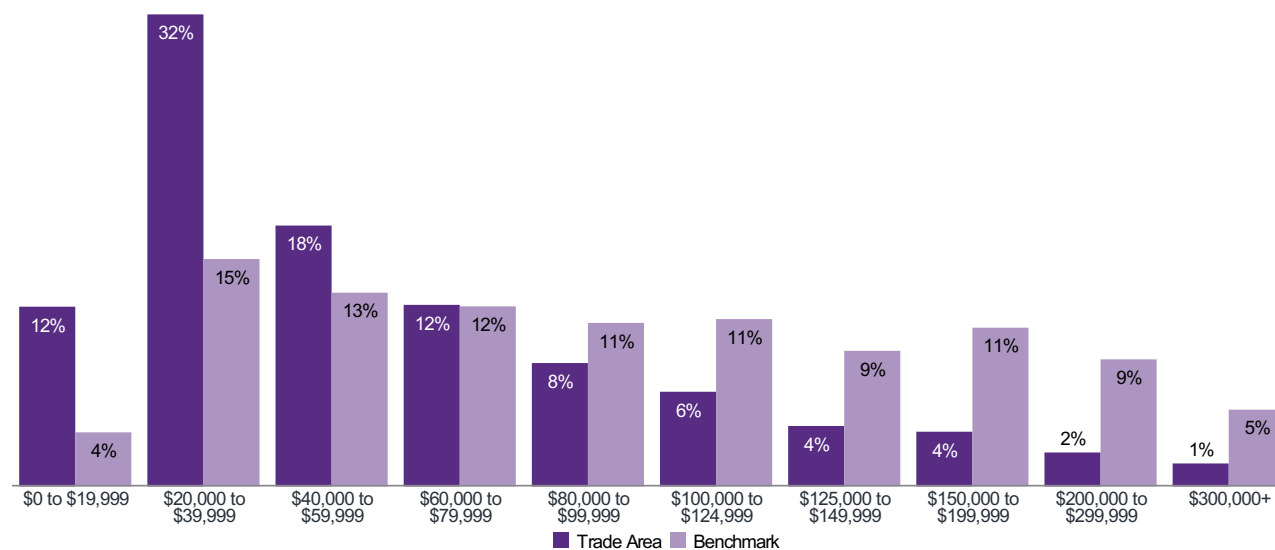
AVERAGE HOUSEHOLD INCOME



\$65,486

Index:57

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - James Street Corridor

Population: 50,117 | Households: 26,080

EDUCATION



28.7%

Index:108

University Degree

LABOUR FORCE PARTICIPATION



60.9%

Index:93

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



21.0%

Index:58

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

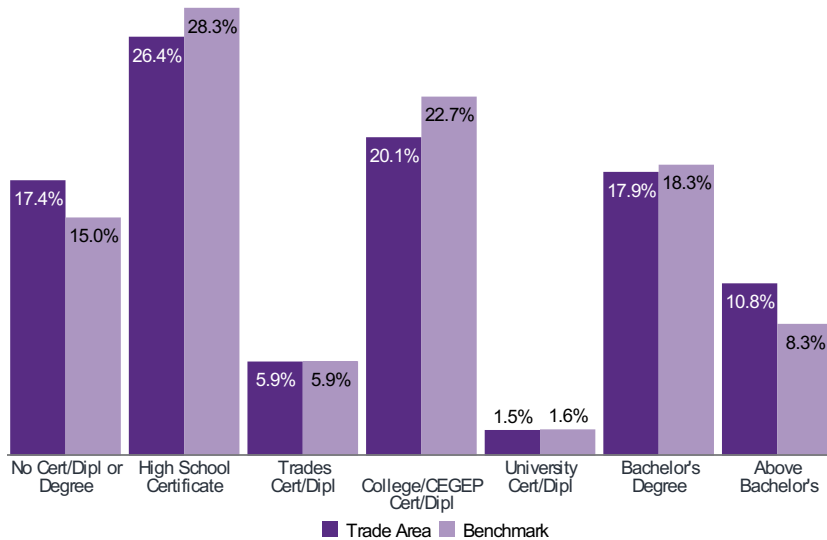


10.8%

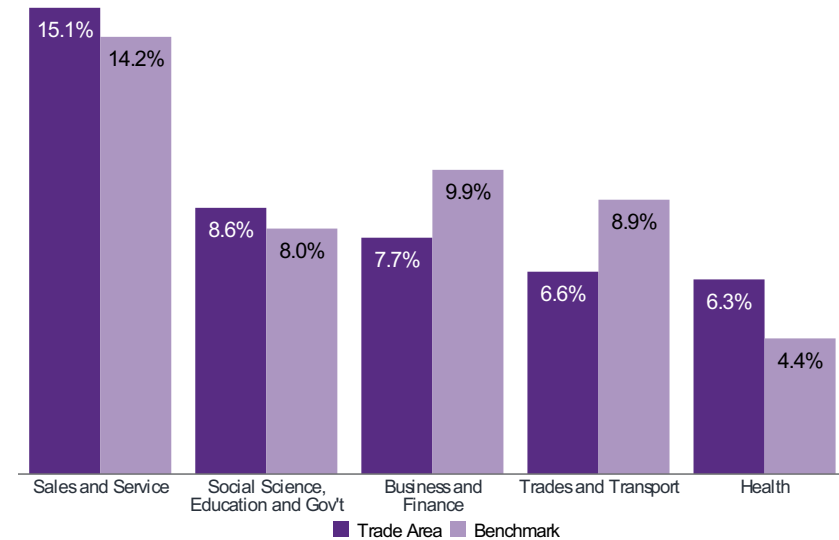
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Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southern Ontario

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*Ranked by percent composition

Index Colours: <80 80 - 110 110+

Demographics | Diversity

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - James Street Corridor

Population: 50,117 | Households: 26,080

ABORIGINAL IDENTITY



3.2%

Index: 136

VISIBLE MINORITY PRESENCE



33.3%

Index: 115

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



3.9%

Index: 192

No knowledge of English or French

IMMIGRATION



29.3%

Index: 111

Born outside Canada

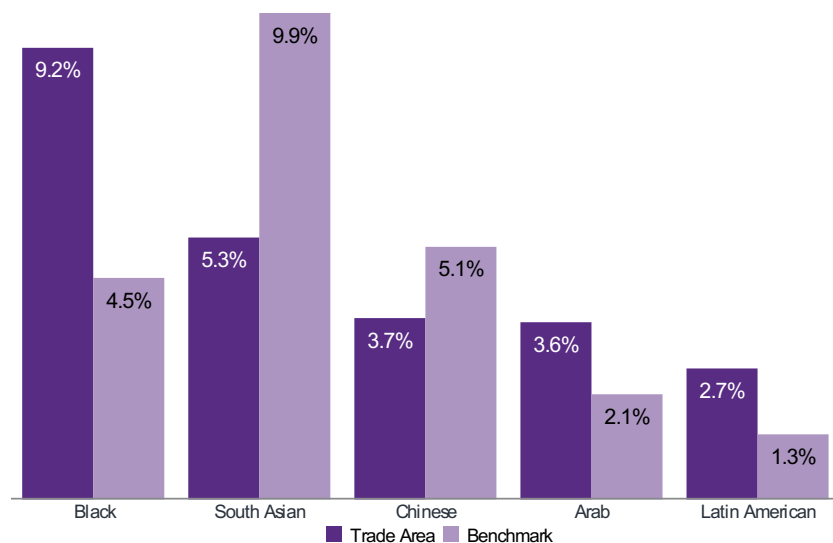
PERIOD OF IMMIGRATION*

2011 To 2016

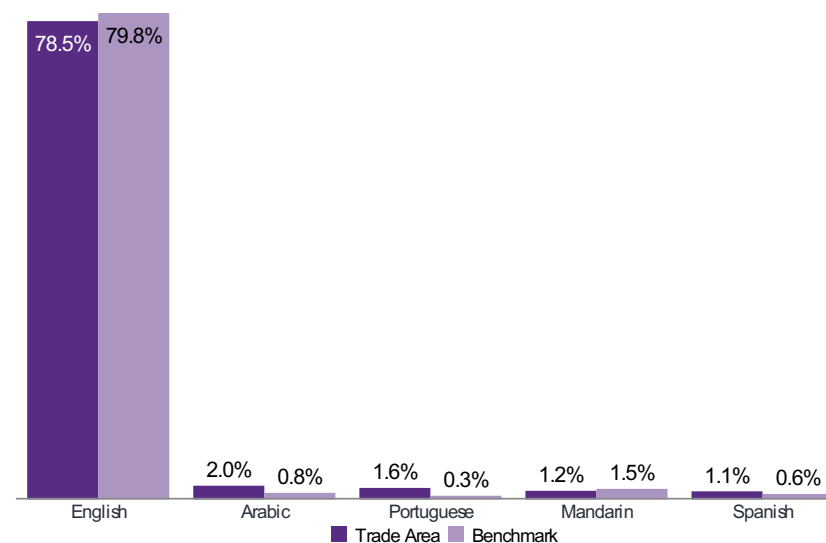
5.6%

Index: 227

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

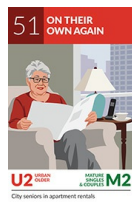
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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours: <80 80 - 110 110+

Top 5 segments represent **67.1%** of households in Hamilton - James Street Corridor



Rank: 1
Hhlds: 6,857
Hhld %: 26.29
% in Benchmark: 3.77
Index: 697

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



Rank: 2
Hhlds: 4,860
Hhld %: 18.63
% in Benchmark: 1.30
Index: 1,431

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



Rank: 3
Hhlds: 2,712
Hhld %: 10.40
% in Benchmark: 1.77
Index: 587

Once home to young immigrants, Came From Away communities are showing their middle age. The highest concentration of residents are between 25 and 44 years old. Nearly 60 percent of the segment's residents are foreign-born—fourth highest among all segments—and they hail from all over. Many are singles and lone-parent families who live in high-rise apartments in Toronto and a handful of other large cities; almost 40 percent of the populace speak a non-official language. While their educational achievement ranges from grade school to university, most residents hold low-paying jobs in manufacturing, services and the trades. Downscale incomes and economic uncertainty contribute to the segment's transience; more than half of households moved in the past five years and over 80 percent are renters. But even with tight budgets, many Came From Away members enjoy the leisure pursuits offered by their urban settings, with high rates for going to nightclubs, jazz concerts and billiards halls; families head for theme parks, aquariums and zoos. Hooked on their mobile phones for media and shopping, they're the top-ranked segment for Ostentatious Consumption, hoping to impress others with purchases that symbolize affluence, including the latest tech devices.



Rank: 4
Hhlds: 1,640
Hhld %: 6.29
% in Benchmark: 2.06
Index: 306

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



Rank: 5
Hhlds: 1,423
Hhld %: 5.46
% in Benchmark: 1.34
Index: 406

The increase in immigration over the last two decades has transformed many communities. Mdtown Movers reflects the arrival of newcomers in established neighbourhoods of large cities beyond Toronto and Vancouver. Some are foreign-born students who've settled in university towns; others arrived as a result of job programs. One-third of Mdtown Movers are immigrants, with 45 percent of the population identifying as visible minorities, such as blacks, South Asians, Filipinos, Arabs and Latin Americans. And one-fifth of residents speak a non-official language. Households contain a mix of younger singles and middle-aged families; one in three are lone-parent families. With their modest educations—over half haven't gone beyond high school—most work at jobs in manufacturing, services and the trades. Their lower-middle incomes provide them with housing in older, single-detached houses, low-rise apartments and row houses; nearly 55 percent are renters and half of residents have moved in the last five years. Today many enjoy active social lives: the singles joining friends at nightclubs and dinner theatres, the families heading for zoos and aquariums. But their high score for Penchant for Risk suggests an openness to more extreme activities to get the most out of life.

Psychographics | SocialValues Overview

Trade Area: Hamilton - James Street Corridor



Strong Values

Values	Index
Ecological Concern	121
Intuition & Impulse	118
Rejection of Inequality	117
Active Government	116
Culture Sampling	116
Financial Concern Regarding the Future	116
Flexible Families	116
Primacy of Environmental Protection	116
Personal Creativity	115
Global Consciousness	114



Descriptions | Top 3 Strong Values

Ecological Concern

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

Intuition & Impulse

A way of understanding and transacting with the world that largely leaves aside controlled and critical, rational thought. A tendency to be guided less by reason and logic than by one's emotions and feelings. Also, tendencies to be impulsive and spontaneous, able to change one's opinions easily.

Rejection of Inequality

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



Weak Values

Values	Index
Attraction to Nature	77
Legacy	79
Religiosity	83
Traditional Family	87
Utilitarian Consumerism	87
Obedience to Authority	89
Importance of Brand	90
Social Darwinism	90
Parochialism	91
Primacy of the Family	91



Descriptions | Top 3 Weak Values

Attraction to Nature

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

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.

Religiosity

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

Financial and Expenditure Overview

Financial | WealthScapes Overview

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Trade Area: Hamilton - James Street Corridor

WealthScapes Households: 25,878

INCOME*

Household Income

\$ 65,325

Index: **56**

Household Disposable Income

\$ 54,150

Index: **59**

Household Discretionary Income

\$ 36,948

Index: **57**

Annual RRSP Contributions

\$ 1,449

Index: **40**

WEALTH*



Net Worth

% Holders

98.9% Index: **99**

Balance

\$271,148

Index: **37**

ASSETS*



Savings

% Holders

93.4% Index: **98**

Balance

\$41,285

Index: **54**



Investments

% Holders

44.5% Index: **74**

Balance

\$191,311

Index: **57**



Unlisted Shares

% Holders

9.4% Index: **76**

Balance

\$209,776

Index: **66**



Real Estate

% Holders

32.4% Index: **43**

Balance

\$544,797

Index: **73**



Liquid Assets

% Holders

96.1% Index: **98**

Balance

\$150,867

Index: **46**

DEBT*



Consumer Debt

% Holders

85.9% Index: **94**

Balance

\$29,268

Index: **44**



Mortgage Debt

% Holders

18.9% Index: **41**

Balance

\$253,485

Index: **85**

FINANCIAL RATIO



Debt:Asset

% Holders

0.21% Index: **101**

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 - James Street Corridor

WealthScapes Households: 25,878

FINANCIAL RATIOS*



Debt: Asset

0.21

Index: 101



Debt: Liquid Assets

0.50

Index: 82



Consumer Debt - Discr. Income

0.68

Index: 73



Savings - Investments

0.70

Index: 117



Pension - Non-Pension Assets

0.27

Index: 125



Real Estate Assets - Liq. Assets

1.22

Index: 69



Mortgage - Real Estate Assets

0.27

Index: 112



Mortgage - Consumer Debt

1.90

Index: 83

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - James Street Corridor

Households: 26,080

Total Aggregate Current Consumption: \$1,263,651,770

Average Current Consumption

\$48,453

Index 59

Average Household Income










\$65,575

Index 57

Average Disposable Income

\$53,922

Index 60

 <p>Shelter</p> <p>Avg. Dollars/Household \$13,109 Index 62</p> <p>Pct. of Total Expenditure 27.1% Index 105</p>	 <p>Food</p> <p>Avg. Dollars/Household \$8,376 Index 65</p> <p>Pct. of Total Expenditure 17.3% Index 110</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$6,703 Index 49</p> <p>Pct. of Total Expenditure 13.8% Index 82</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household \$3,214 Index 56</p> <p>Pct. of Total Expenditure 6.6% Index 95</p>	 <p>Health Care</p> <p>Avg. Dollars/Household \$3,033 Index 55</p> <p>Pct. of Total Expenditure 6.3% Index 94</p>	 <p>Recreation</p> <p>Avg. Dollars/Household \$2,810 Index 59</p> <p>Pct. of Total Expenditure 5.8% Index 99</p>
 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$2,481 Index 70</p> <p>Pct. of Total Expenditure 5.1% Index 118</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$2,167 Index 65</p> <p>Pct. of Total Expenditure 4.5% Index 110</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$1,900 Index 48</p> <p>Pct. of Total Expenditure 3.9% Index 80</p>

Benchmark: Southern Ontario

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

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

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - James Street Corridor

Households: 26,080

Average Household Income

\$65,575

Index: 57

Average Food Expenditure

\$8,376

Index: 65

Average Spend on Food from Restaurants

\$2,867









Index: 71

Average Spend on Food from Stores

\$5,510

Index: 63

Total Aggregate Food Expenditure: \$ 218,458,380

 Bakery Avg. Dollars/Household \$570 Index: 65 Pct. of Total Expenditure 10.3% Index: 104		 Cereal Products Avg. Dollars/Household \$339 Index: 67 Pct. of Total Expenditure 6.2% Index: 106		 Fruit and nuts Avg. Dollars/Household \$693 Index: 63 Pct. of Total Expenditure 12.6% Index: 100	
 Vegetables Avg. Dollars/Household \$585 Index: 63 Pct. of Total Expenditure 10.6% Index: 101		 Dairy products & Eggs Avg. Dollars/Household \$826 Index: 64 Pct. of Total Expenditure 15.0% Index: 102		 Meat Avg. Dollars/Household \$933 Index: 59 Pct. of Total Expenditure 16.9% Index: 94	
 Fish & Seafood Avg. Dollars/Household \$170 Index: 58 Pct. of Total Expenditure 3.1% Index: 92		 Beverages & Other Food Avg. Dollars/Household \$1,394 Index: 63 Pct. of Total Expenditure 25.3% Index: 100			

Benchmark: Southern Ontario

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

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

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	14.9	11.0	135
Going to restaurants, bars or night clubs	54.6	55.1	99
Having physical Contact with family and friends	56.9	57.7	98
Participating in group activities	38.2	38.7	99
Partying	18.5	15.8	118
Seeing family and friends in person	61.4	62.8	98
Entertainment			
Attending events, festivals or concerts	42.0	42.9	98
Attending sports events (excludes professional sports)	15.9	18.2	87
Attending to professional sports events or games	26.0	25.4	102
Going to the movies	46.7	45.7	102
Movement & Travel			
Driving more	14.8	16.1	92
Shopping in-store	41.2	42.9	96
Spending time outdoors	34.1	32.5	105
Travelling outside of Canada/ abroad	51.1	53.2	96
Travelling within Canada	48.7	49.9	98
Using public transit	17.7	13.7	129
Personal			
Getting back to old habits	35.9	36.2	99
Going to a salon, barber shop or spa	31.8	33.7	94
Going to the gym	24.2	22.6	107
Education/Work			
Children going back to school	14.9	20.3	74
Going back to work	18.5	17.6	105
Other			
Not Stated	0.4	0.6	79

Benchmark: Southern Ontario

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(Base used for Index calculations)

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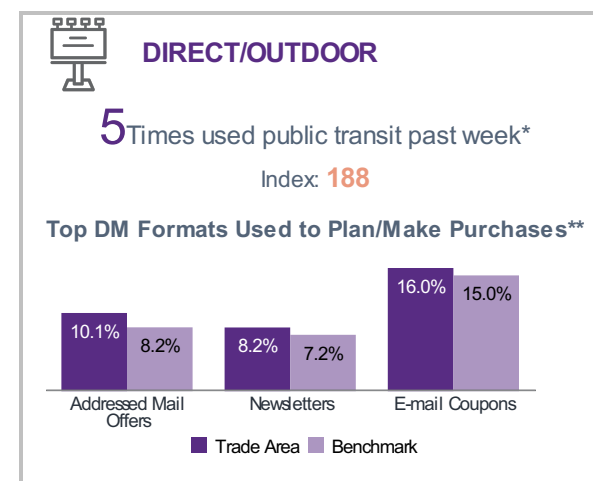
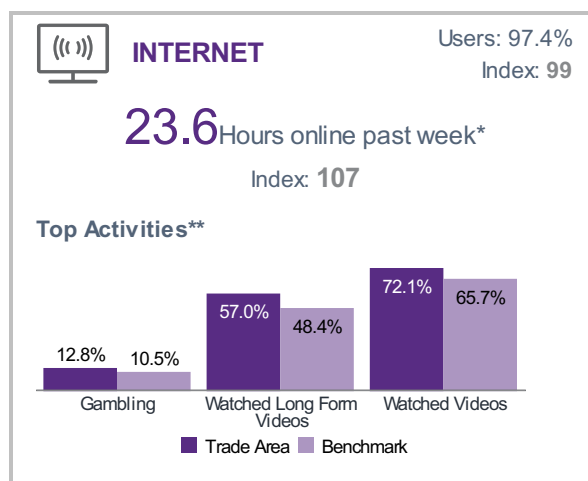
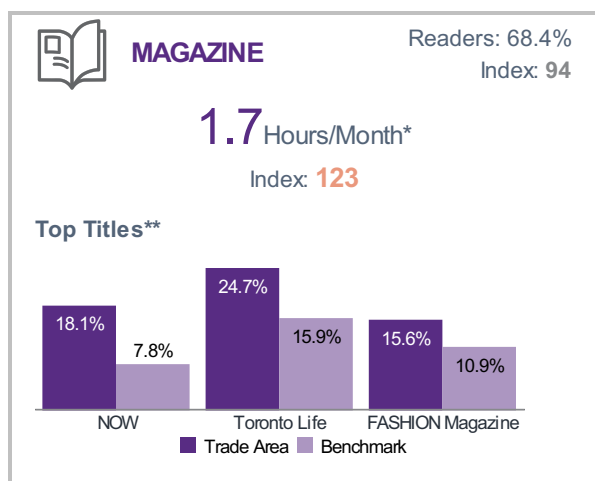
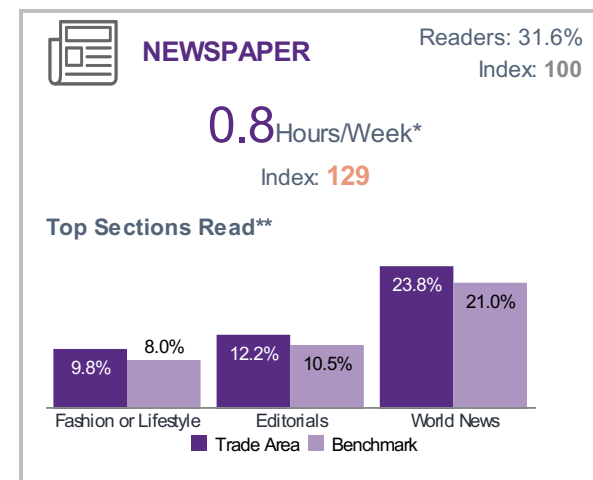
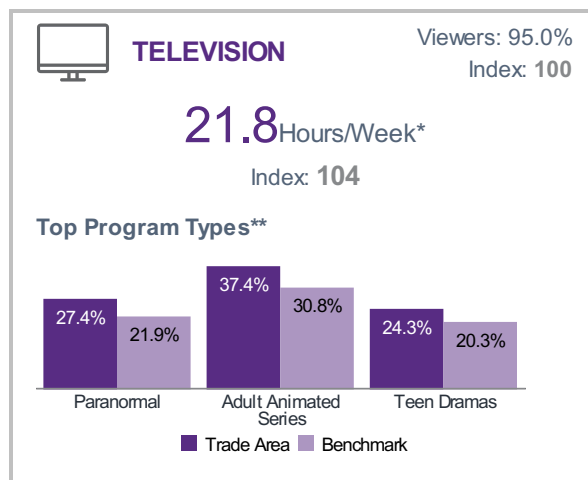
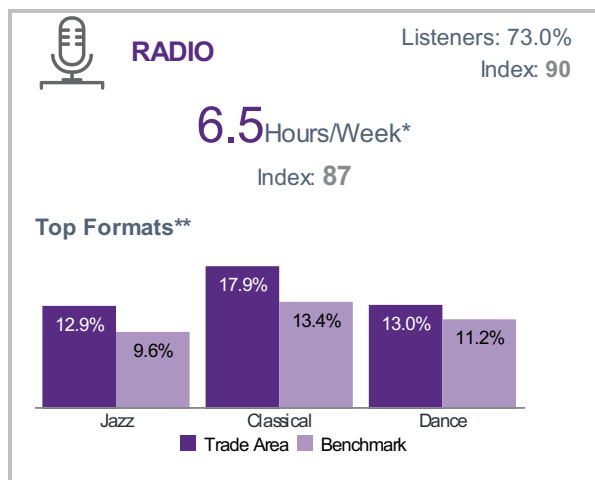
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
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Trade Area: Hamilton - James Street Corridor

Household Population 14+: 42,923



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* Consumption values based to variable's incidence count.

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

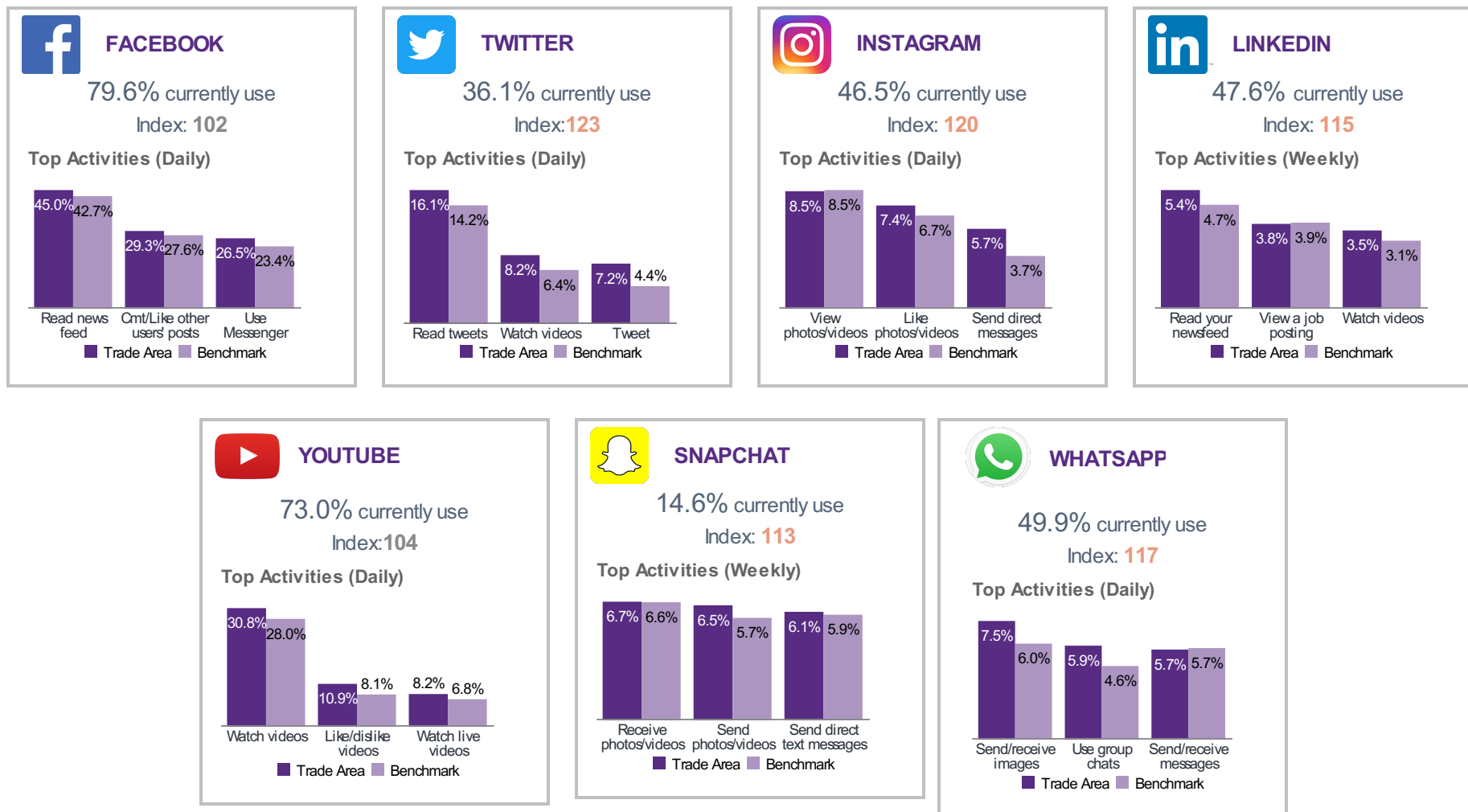
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - James Street Corridor

Household Population 18+: 41,674



Benchmark: Southern Ontario

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

Chosen and ranked by percent composition

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

Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Usage

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - James Street Corridor

Household Population 18+: 41,674

FRIENDS IN ALL SM NETWORKS



32.0%

Index:90

0-49 friends

FREQUENCY OF USE (DAILY)



58.5%

Index:104

Facebook

BRAND INTERACTION



37.8%

Index:110

Like brand on Facebook

NO. OF BRANDS INTERACTED

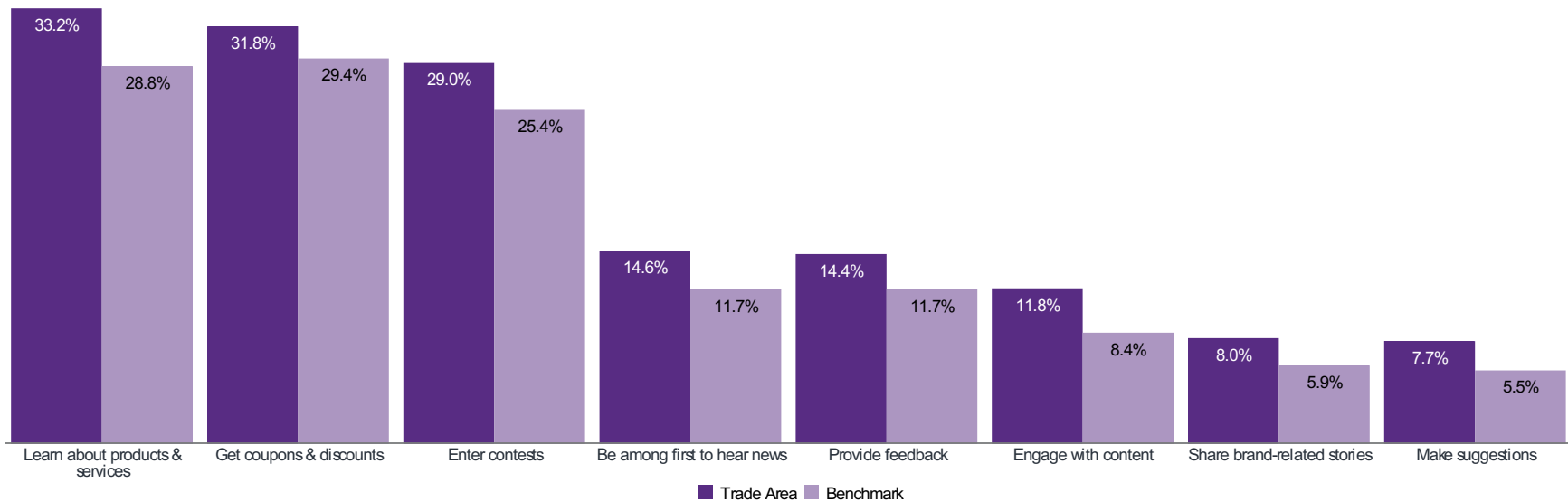


28.7%

Index:94

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

Index Colours: <80 80 - 110 110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - James Street Corridor

Total Household Population 18+:41,674



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

% Comp **87.3** Index **99**



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

% Comp **49.4** Index **102**



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

% Comp **82.9** Index **98**



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

% Comp **40.6** Index **99**



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

% Comp **56.5** Index **100**



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

% Comp **30.4** Index **101**

Benchmark: Southern Ontario

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Ranked by percent composition.

Index Colours:

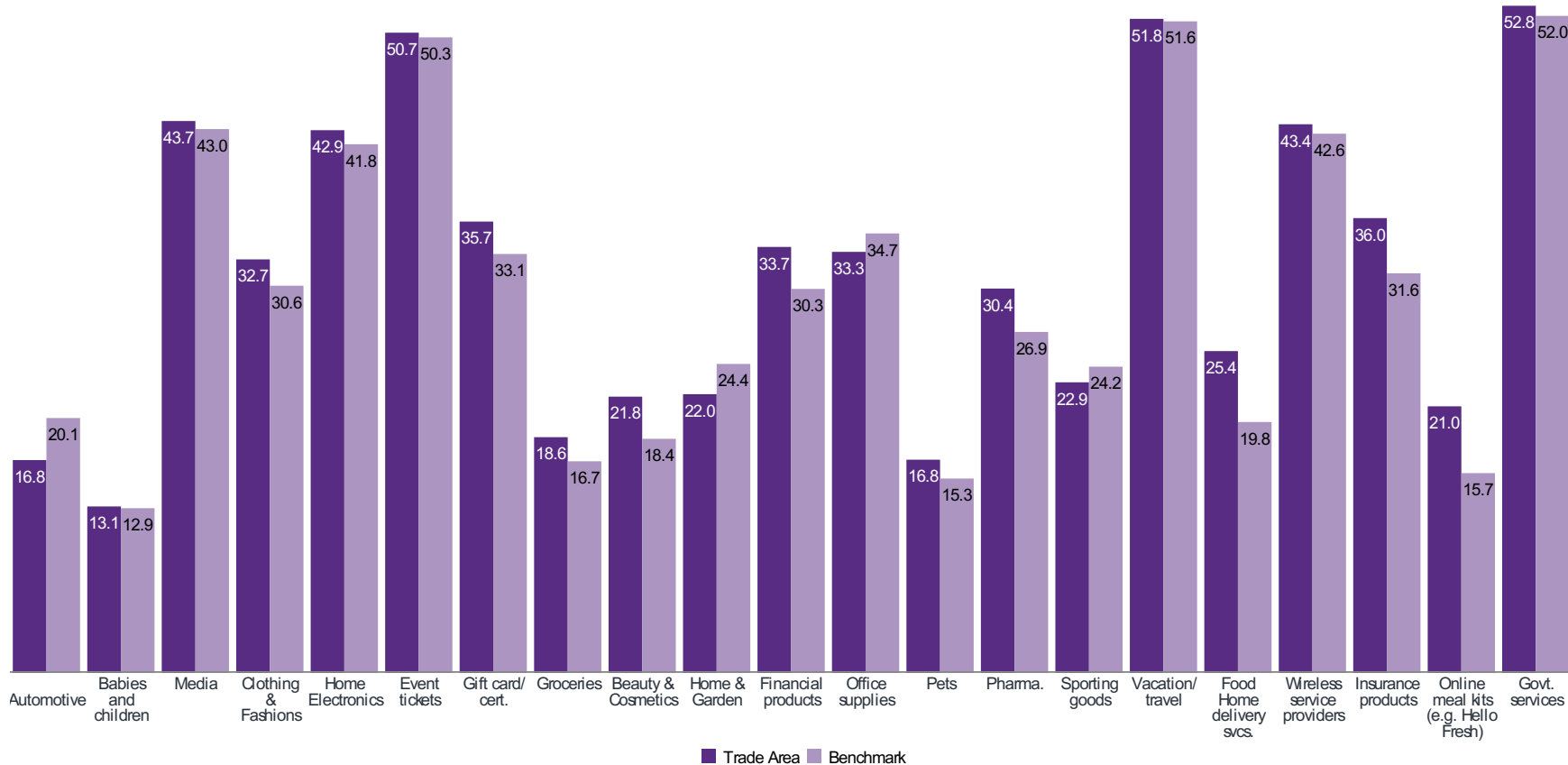
<80	80 - 110	110+
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Opticks eShopper | Purchase Preference by Category

Trade Area: Hamilton - James Street Corridor

Total Household Population 18+: 41,674

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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

ENVIRONICS
ANALYTICS

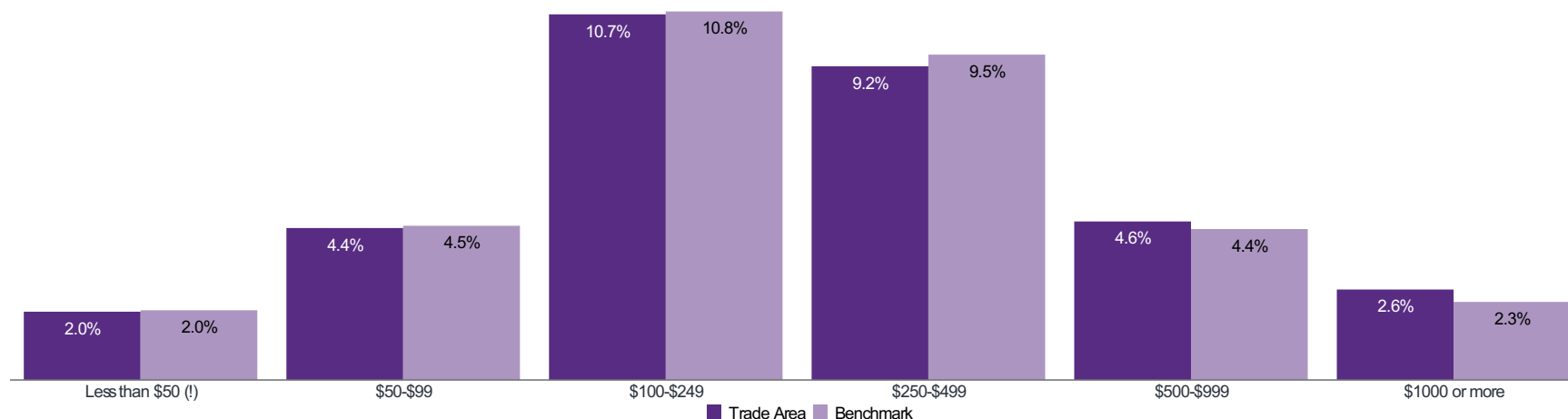
Trade Area: Hamilton - James Street Corridor

Total Household Population 18+: 41,674

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	60.5% Index:99	39.8% Index:108	15.5% Index:126	3.7% Index:116
Purchase preference	73.1% Index:97	32.7% Index:107	11.6% Index:118	3.6% Index:141
Customer Service	59.8% Index:97	21.0% Index:117	8.5% Index:149	20.7% Index:95

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS
ANALYTICS

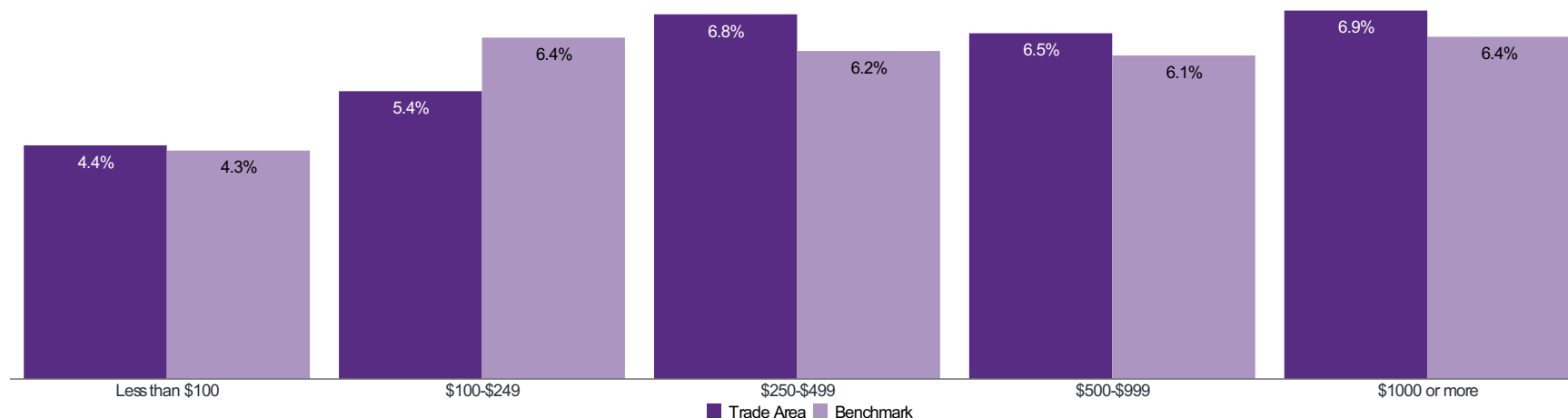
Trade Area: Hamilton - James Street Corridor

Total Household Population 18+: 41,674

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	48.5% Index: 97	54.8% Index: 100	17.1% Index: 109	9.2% Index: 112
Purchase preference	63.6% Index: 93	42.9% Index: 103	12.8% Index: 116	6.2% Index: 95
Customer Service	53.6% Index: 95	28.8% Index: 116	9.3% Index: 125	34.8% Index: 94

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours: <80 80 - 110 110+

Opticks eShopper | Gift Cards Deep Dive

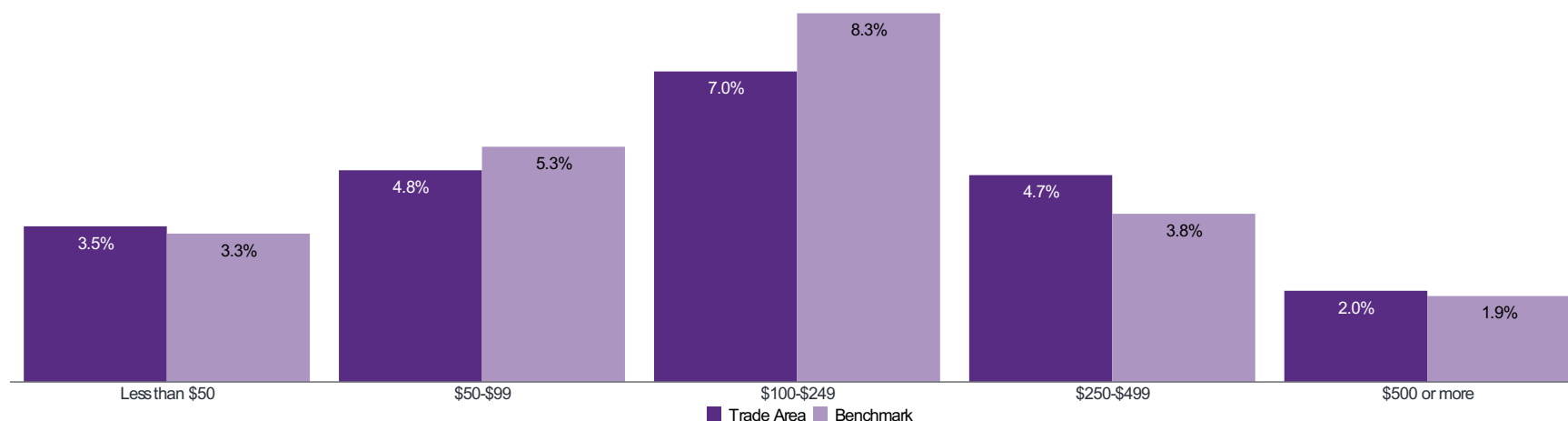
Trade Area: Hamilton - James Street Corridor

Total Household Population 18+: 41,674

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	44.2% Index:93	39.9% Index:114	12.9% Index:117	4.4% Index:124
Purchase preference	56.7% Index:94	35.7% Index:108	10.6% Index:121	3.4% Index:111
Customer Service	40.1% Index:95	23.1% Index:113	7.5% Index:123	27.8% Index:100

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

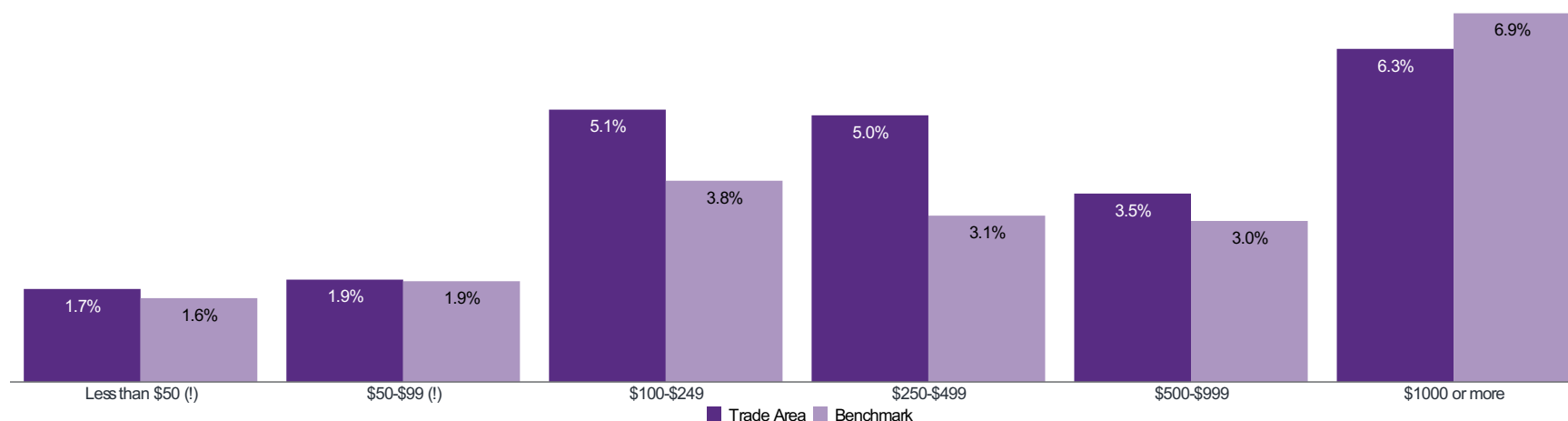
Trade Area: Hamilton - James Street Corridor

Total Household Population 18+: 41,674

BEHAVIOURAL PREFERENCES BY CHANNEL

 GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	69.5% Index:96	27.5% Index:112	13.1% Index:118	4.4% Index:164
Purchase preference	81.3% Index:97	18.6% Index:111	7.7% Index:124	3.2% Index:130
Customer Service	66.3% Index:95	14.6% Index:127	5.1% Index:129	17.7% Index:95

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

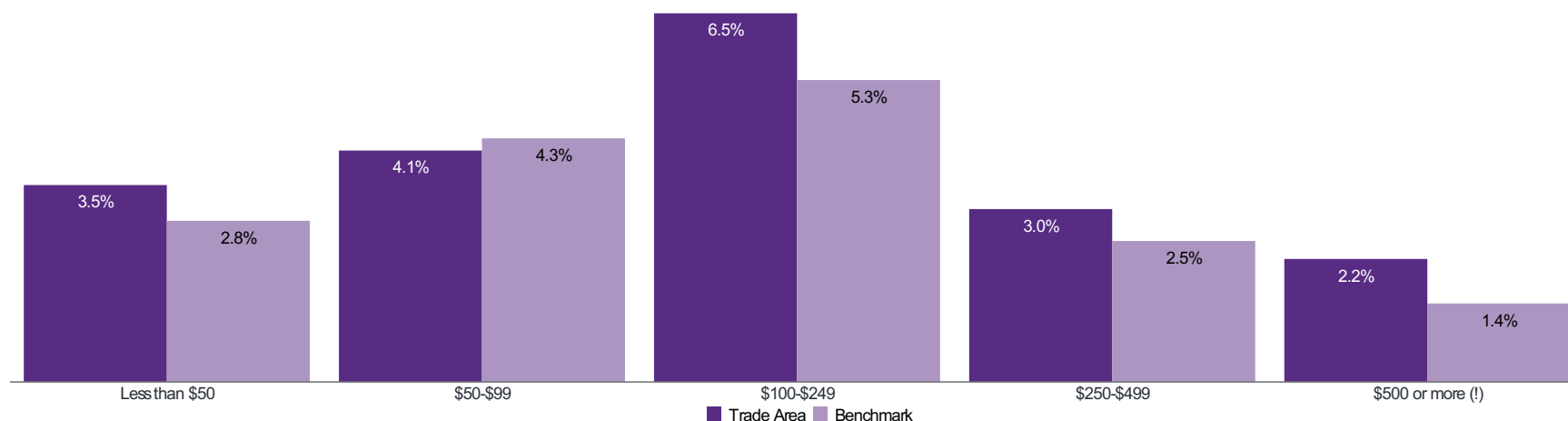
Trade Area: Hamilton - James Street Corridor

Total Household Population 18+: 41,674

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	38.5% Index:108	27.1% Index:123	10.6% Index:131	4.4% Index:156
Purchase preference	48.0% Index:104	21.8% Index:118	9.3% Index:145	3.6% Index:158
Customer Service	38.4% Index:106	15.6% Index:124	5.6% Index:129	14.7% Index:100

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

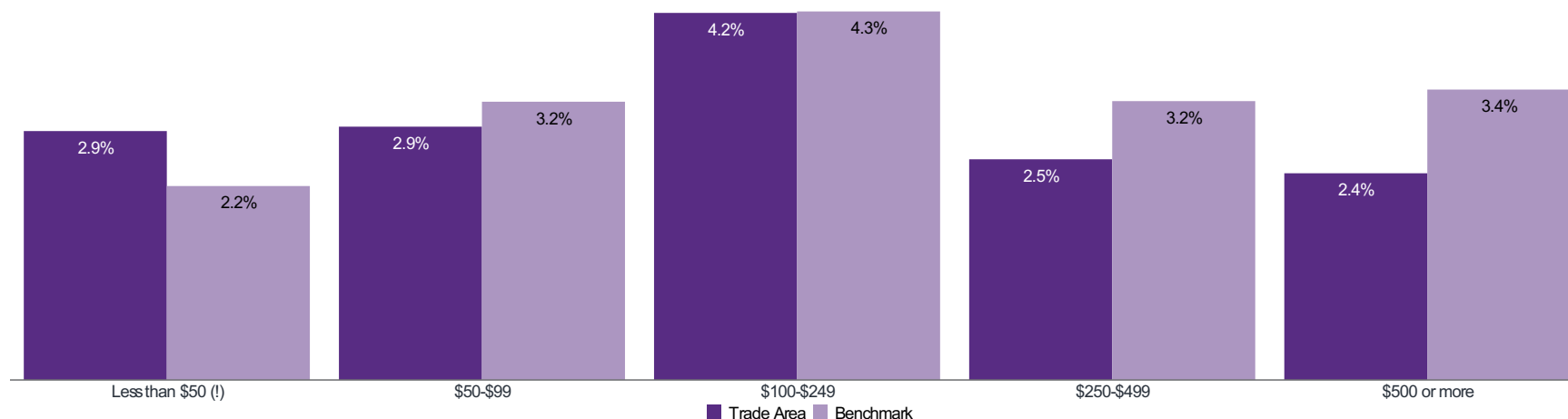
Trade Area: Hamilton - James Street Corridor

Total Household Population 18+: 41,674

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	44.1% Index:85	34.4% Index:91	10.6% Index:93	5.3% Index:92
Purchase preference	58.1% Index:85	22.0% Index:90	8.6% Index:123	3.7% Index:104
Customer Service	45.0% Index:83	17.5% Index:109	6.3% Index:132	17.7% Index:77

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours: <80 80 - 110 110+

Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

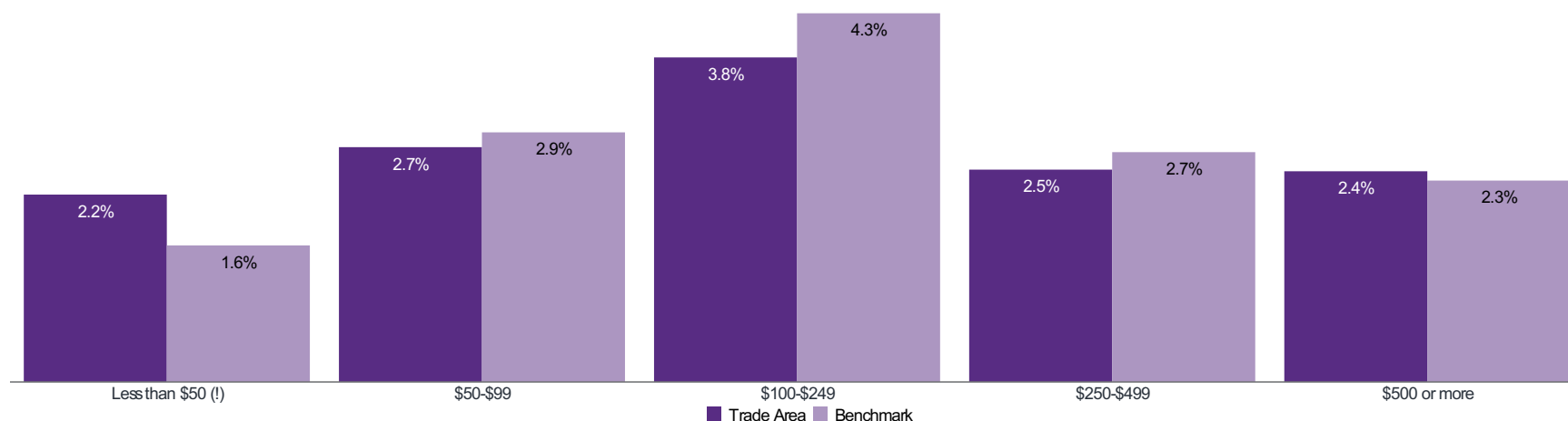
Trade Area: Hamilton - James Street Corridor

Total Household Population 18+: 41,674

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	35.6% Index:91	31.3% Index:97	11.2% Index:107	5.3% Index:135
Purchase preference	46.0% Index:89	22.9% Index:95	8.8% Index:117	3.3% Index:108
Customer Service	38.5% Index:92	17.3% Index:115	6.1% Index:118	17.3% Index:85

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

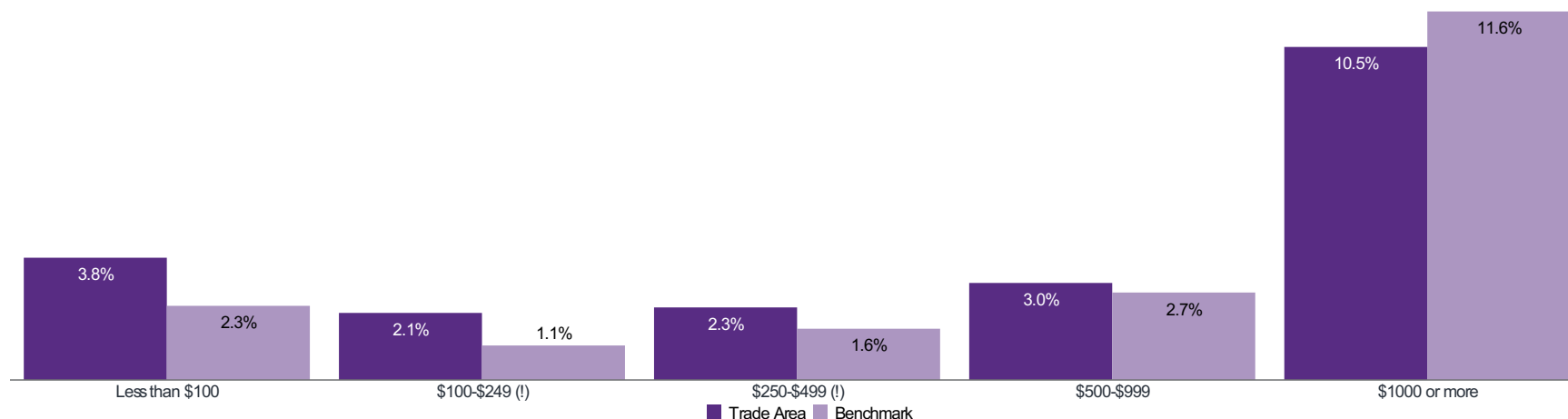
Trade Area: Hamilton - James Street Corridor

Total Household Population 18+: 41,674

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	19.3% Index:94	59.0% Index:102	17.8% Index:119	13.6% Index:85
Purchase preference	25.5% Index:89	51.8% Index:100	8.6% Index:116	14.5% Index:81
Customer Service	29.0% Index:100	30.6% Index:111	8.2% Index:119	41.0% Index:93

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours: <80 80 - 110 110+

Store Loyalty

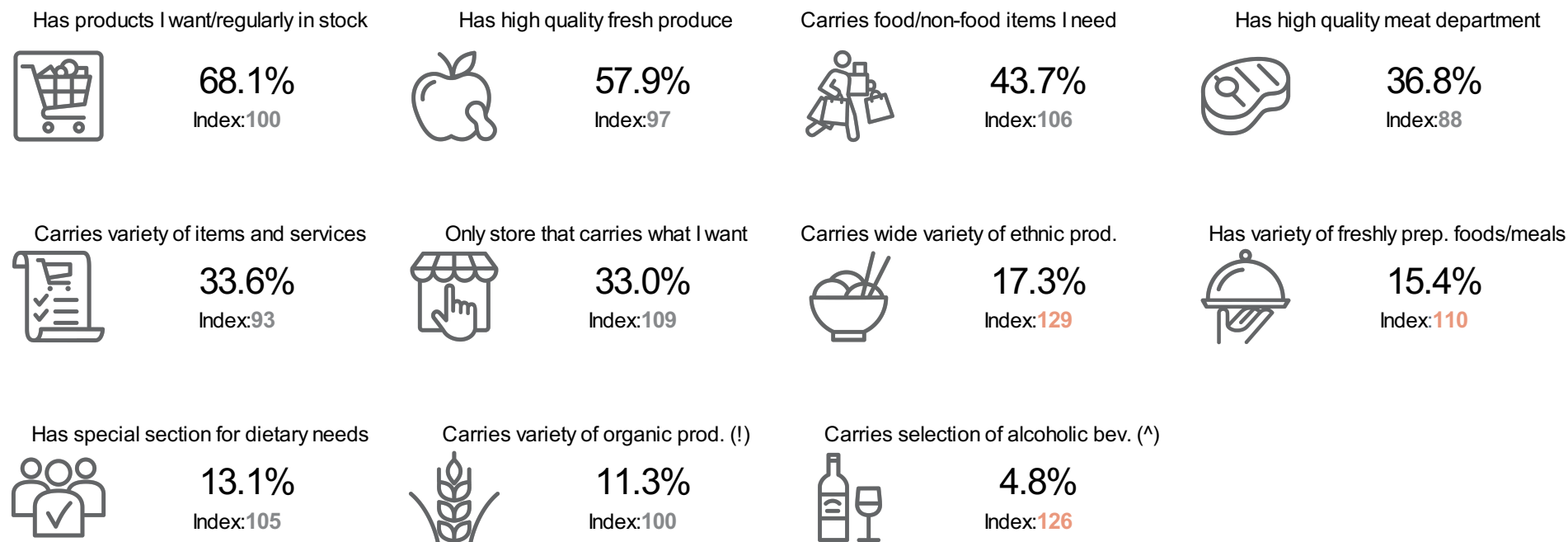
ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - James Street Corridor

Households:26,080

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark:Southern Ontario

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

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

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

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - James Street Corridor

Households: 26,080

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



67.3%

Index: 113

Easy to get in and get out quickly



44.2%

Index: 103

Organized layout makes it easy to shop



42.3%

Index: 102

Staff are friendly and knowledgeable



35.2%

Index: 104

Short checkout lines/fast checkout



34.1%

Index: 96

Has extended hours



28.3%

Index: 103

I like the store ambiance



24.5%

Index: 123

Has self-checkout



15.5%

Index: 113

Offers an online shopping option (!)



8.9%

Index: 100

Benchmark: Southern Ontario

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

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

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

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - James Street Corridor

Households:26,080

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Discover good value when shopping



67.0%

Index:101

Store has the lowest prices overall



65.3%

Index:113

Store has great sales and promotions



65.0%

Index:96

Store has a customer loyalty card program



47.5%

Index:96

Has loyalty prog. app and offers pers. promos



31.5%

Index:107

I'm loyal to their store brands



23.8%

Index:103

OUT OF STOCK ITEM

	% Base	% Pen	Index	
Psychographics - Shopping Preferences				
Postpone the purchase	42.6	40.2	0.7	106
Leave the store and buy it elsewhere	28.7	30.9	0.6	93
Purchase another brand	21.3	21.2	0.7	100
Purchase another size or variety of the same brand (!)	7.4	7.7	0.6	96

Benchmark:Southern Ontario

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

2019 Hamilton - James Street Corridor 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%	585,600	100%	3.03%	100	585,797	100%	3.03%	100	463,273	100%	2.40%	100	518,633	100%	2.69%	100	881,856	100%	4.57%	100
3525005	Hamilton, ON (C)	483,265	2.50%	273,830	46.76%	56.66%	1868	269,542	46.01%	55.78%	1838	237,646	51.30%	49.18%	2049	254,109	49.00%	52.58%	1957	323,718	36.71%	66.99%	1466
3520005	Toronto, ON (C)	2,568,898	13.31%	46,617	7.96%	1.81%	60	49,122	8.39%	1.91%	63	33,980	7.33%	1.32%	55	34,873	6.72%	1.36%	51	89,394	10.14%	3.48%	76
3524002	Burlington, ON (CY)	163,747	0.85%	38,953	6.65%	23.79%	784	38,752	6.62%	23.67%	780	29,930	6.46%	18.28%	762	35,513	6.85%	21.69%	807	57,638	6.54%	35.20%	770
3521005	Mississauga, ON (CY)	642,951	3.33%	23,908	4.08%	3.72%	123	24,536	4.19%	3.82%	126	15,865	3.42%	2.47%	103	19,484	3.76%	3.03%	113	41,323	4.69%	6.43%	141
3521010	Brampton, ON (CY)	596,084	3.09%	15,901	2.72%	2.67%	88	15,445	2.64%	2.59%	85	8,582	1.85%	1.44%	60	11,783	2.27%	1.98%	74	26,936	3.05%	4.52%	99
3524001	Oakville, ON (T)	174,424	0.90%	15,900	2.72%	9.12%	300	14,664	2.50%	8.41%	277	11,259	2.43%	6.45%	269	13,585	2.62%	7.79%	290	25,757	2.92%	14.77%	323
3529006	Brantford, ON (CY)	85,464	0.44%	14,094	2.41%	16.49%	544	14,317	2.44%	16.75%	552	11,052	2.39%	12.93%	539	13,179	2.54%	15.42%	574	22,660	2.57%	26.51%	580
3526053	St. Catharines, ON (CY)	118,411	0.61%	10,906	1.86%	9.21%	304	9,928	1.69%	8.38%	276	8,217	1.77%	6.94%	289	9,828	1.90%	8.30%	309	18,978	2.15%	16.03%	351
3530013	Kitchener, ON (CY)	212,928	1.10%	7,830	1.34%	3.68%	121	8,578	1.46%	4.03%	133	5,511	1.19%	2.59%	108	6,780	1.31%	3.18%	119	15,401	1.75%	7.23%	158
3528018	Haldimand County, ON (CY)	41,702	0.22%	9,335	1.59%	22.38%	738	9,756	1.67%	23.39%	771	8,718	1.88%	20.91%	871	8,876	1.71%	21.28%	792	14,187	1.61%	34.02%	745

2019 Hamilton - James Street Corridor Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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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
42,632	32,948	77.3	32,631	76.5	31,411	73.7	32,263	75.7	36,276	85.1

2019 Hamilton - James Street Corridor 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	900,371	36,276	4.0	864,094	96.0

2020 Hamilton - James Street Corridor 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%	259,343	100%	1.34%	100	369,702	100%	1.92%	100	330,356	100%	1.71%	100	382,656	100%	1.98%	100	586,654	100%	3.04%	100
3525005	Hamilton, ON (C)	483,265	2.50%	159,487	61.50%	33.00%	2456	202,740	54.84%	41.95%	2190	185,684	56.21%	38.42%	2245	212,355	55.50%	43.94%	2217	268,926	45.84%	55.65%	1831
3520005	Toronto, ON (C)	2,568,898	13.31%	14,384	5.55%	0.56%	42	25,192	6.81%	0.98%	51	21,395	6.48%	0.83%	49	22,696	5.93%	0.88%	45	48,084	8.20%	1.87%	62
3524002	Burlington, ON (CY)	163,747	0.85%	15,108	5.83%	9.23%	687	23,128	6.26%	14.12%	737	20,985	6.35%	12.82%	749	24,196	6.32%	14.78%	745	38,807	6.62%	23.70%	780
3521005	Mississauga, ON (CY)	642,951	3.33%	7,818	3.01%	1.22%	91	13,416	3.63%	2.09%	109	12,045	3.65%	1.87%	109	12,228	3.20%	1.90%	96	25,565	4.36%	3.98%	131
3529006	Brantford, ON (CY)	85,464	0.44%	5,450	2.10%	6.38%	475	9,260	2.50%	10.84%	566	7,797	2.36%	9.12%	533	9,543	2.49%	11.17%	563	15,540	2.65%	18.18%	598
3524001	Oakville, ON (T)	174,424	0.90%	4,624	1.78%	2.65%	197	7,466	2.02%	4.28%	223	7,690	2.33%	4.41%	258	7,462	1.95%	4.28%	216	14,907	2.54%	8.55%	281
3521010	Brampton, ON (CY)	596,084	3.09%	5,029	1.94%	0.84%	63	6,984	1.89%	1.17%	61	6,391	1.93%	1.07%	63	5,953	1.56%	1.00%	50	14,218	2.42%	2.39%	78
3528018	Haldimand County, ON (CY)	41,702	0.22%	4,540	1.75%	10.89%	810	7,517	2.03%	18.03%	941	7,197	2.18%	17.26%	1008	7,759	2.03%	18.61%	939	12,439	2.12%	29.83%	981
3526053	St. Catharines, ON (CY)	118,411	0.61%	3,533	1.36%	2.98%	222	5,220	1.41%	4.41%	230	4,410	1.33%	3.72%	218	5,699	1.49%	4.81%	243	10,500	1.79%	8.87%	292
3530013	Kitchener, ON (CY)	212,928	1.10%	3,007	1.16%	1.41%	105	4,378	1.18%	2.06%	107	3,914	1.18%	1.84%	107	4,057	1.06%	1.91%	96	8,405	1.43%	3.95%	130

2020 Hamilton - James Street Corridor Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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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
42,632	27,556	64.6	27,528	64.6	26,091	61.2	29,491	69.2	31,734	74.4

2020 Hamilton - James Street Corridor 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	592,869	31,734	5.4	561,135	94.6

2021 Hamilton - James Street Corridor 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%	278,682	100%	1.44%	100	468,237	100%	2.43%	100	461,594	100%	2.39%	100	351,310	100%	1.82%	100	671,083	100%	3.48%	100
3525005	Hamilton, ON (C)	483,265	2.50%	156,302	56.09%	32.34%	2240	223,121	47.65%	46.17%	1903	225,312	48.81%	46.62%	1950	194,614	55.40%	40.27%	2213	265,483	39.56%	54.94%	1580
3520005	Toronto, ON (C)	2,568,898	13.31%	19,684	7.06%	0.77%	53	38,277	8.17%	1.49%	61	34,909	7.56%	1.36%	57	23,243	6.62%	0.90%	50	65,452	9.75%	2.55%	73
3524002	Burlington, ON (CY)	163,747	0.85%	13,545	4.86%	8.27%	573	30,632	6.54%	18.71%	771	29,853	6.47%	18.23%	762	21,734	6.19%	13.27%	729	43,871	6.54%	26.79%	771
3521005	Mississauga, ON (CY)	642,951	3.33%	11,176	4.01%	1.74%	120	21,954	4.69%	3.41%	141	17,890	3.88%	2.78%	116	12,960	3.69%	2.02%	111	37,427	5.58%	5.82%	167
3524001	Oakville, ON (T)	174,424	0.90%	5,813	2.09%	3.33%	231	12,649	2.70%	7.25%	299	13,367	2.90%	7.66%	320	7,904	2.25%	4.53%	249	21,407	3.19%	12.27%	353
3521010	Brampton, ON (CY)	596,084	3.09%	5,872	2.11%	0.99%	68	11,768	2.51%	1.97%	81	11,945	2.59%	2.00%	84	5,954	1.69%	1.00%	55	20,787	3.10%	3.49%	100
3529006	Brantford, ON (CY)	85,464	0.44%	6,525	2.34%	7.63%	529	10,828	2.31%	12.67%	522	12,547	2.72%	14.68%	614	9,798	2.79%	11.46%	630	18,357	2.74%	21.48%	618
3528018	Haldimand County, ON (CY)	41,702	0.22%	6,277	2.25%	15.05%	1043	9,123	1.95%	21.88%	902	9,001	1.95%	21.58%	903	7,137	2.03%	17.11%	940	12,902	1.92%	30.94%	890
3526053	St. Catharines, ON (CY)	118,411	0.61%	3,623	1.30%	3.06%	212	5,741	1.23%	4.85%	200	6,528	1.41%	5.51%	231	4,952	1.41%	4.18%	230	10,962	1.63%	9.26%	266
3530010	Cambridge, ON (CY)	114,129	0.59%	1,772	0.64%	1.55%	108	6,264	1.34%	5.49%	226	8,046	1.74%	7.05%	295	3,863	1.10%	3.38%	186	10,493	1.56%	9.19%	264

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Hamilton - James Street Corridor 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
42,632	20,929	49.1	22,551	52.9	22,169	52.0	26,532	62.2	25,941	60.8

2021 Hamilton - James Street Corridor 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	680,904	25,941	3.8	654,964	96.2

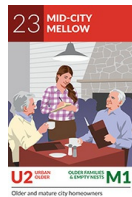
PRIZM Profile | Top Segments

ENVIRONICS
ANALYTICS

Customers: Hamilton_James Street Corridor - FY 2021: Sum_Unique_Visitors

Total Customers: 575,859

Top 5 segments represent **30.0%** of customers in Southern Ontario



Rank: 1
Customers: 49,389
Customers %: 8.58
% in Benchmark: 4.63
Index: 185

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



Rank: 2
Customers: 33,747
Customers %: 5.86
% in Benchmark: 4.68
Index: 125

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



Rank: 3
Customers: 32,058
Customers %: 5.57
% in Benchmark: 5.19
Index: 107

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



Rank: 4
Customers: 31,603
Customers %: 5.49
% in Benchmark: 4.16
Index: 132

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



Rank: 5
Customers: 25,849
Customers %: 4.49
% in Benchmark: 1.45
Index: 311

Reflecting the increasing flow of immigrants beyond Toronto and Vancouver, Middle-Class Mosaic consists of middle-class homeowners and their families living in established neighbourhoods. The segment features a mix of couples, lone-parent households and larger-than-average families with children of all ages; nearly one in five is over 25. Middle-Class Mosaic is also a destination for first- and second-generation Canadians drawn to affordable, older single- and semi-detached houses. More than a third of the population are visible minorities, including Filipinos, South Asians, Arabs and blacks. Moderately educated, residents work at solid blue-collar and service sector jobs in manufacturing, transportation and the trades. And with maintainers ranging in age from 35 to 64, residents are happy with a night out at a dinner theatre, casino or casual family restaurant. To keep fit, they head to a health club or swimming pool. And they're fond of travelling to western Canada, Mexico and the U.S., visiting places like Vancouver, Las Vegas and Hawaii. While their future looks bright, they worry about the effects of technology on society, scoring high for the value Technology Anxiety.

Benchmark: Southern Ontario

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