

Community Profile: Hamilton – King Street East 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.

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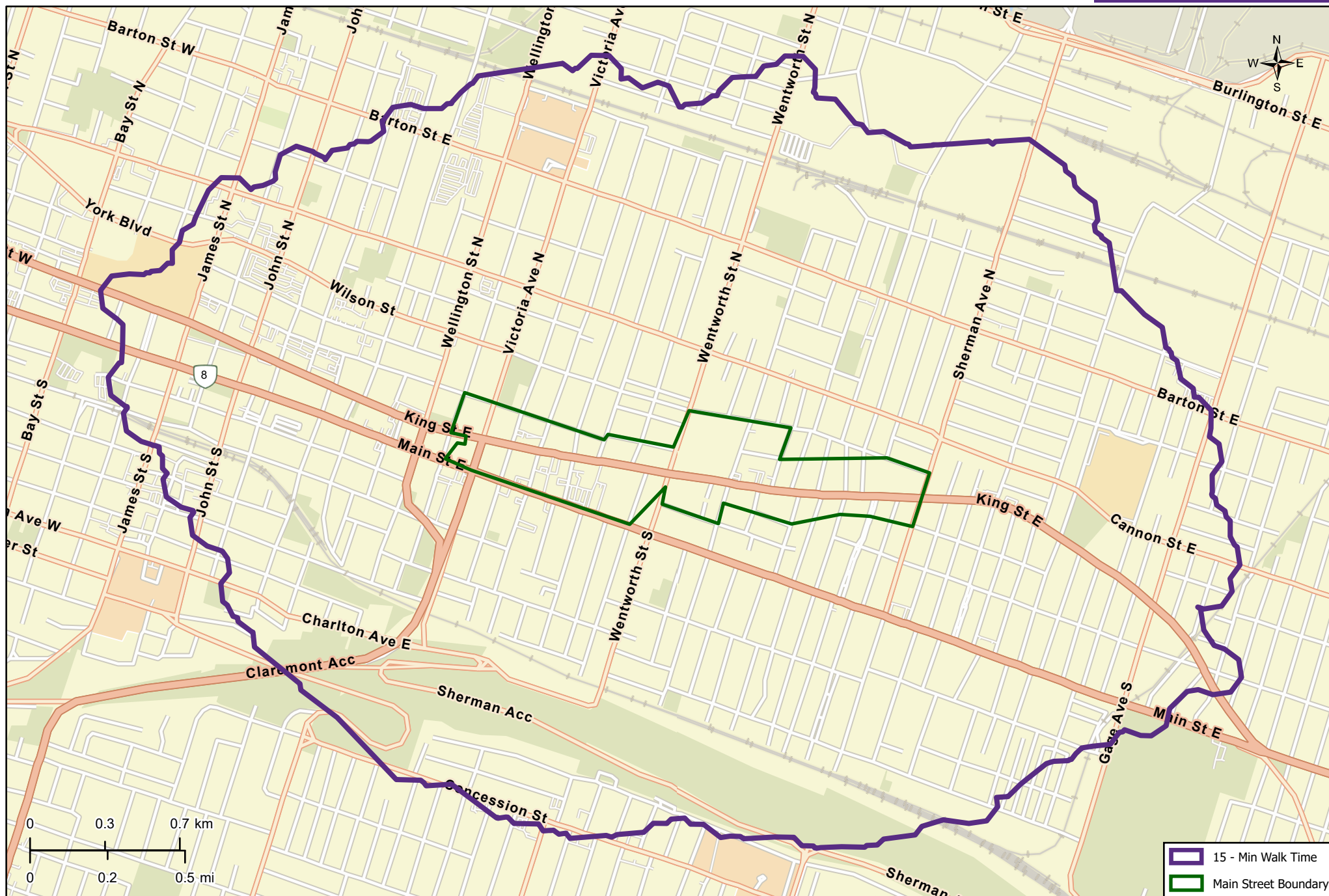
Date: February 10, 2022

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Hamilton - King Street East Corridor Main Street Boundary and Trade Area

ENVIRONICS
ANALYTICS



2022-01-12 12:44 PM

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Hamilton - King Street East Corridor

POPULATION

45,138

HOUSEHOLDS

20,473

MEDIAN MAINTAINER AGE

48

Index: 88

MARITAL STATUS



39.8%

Index: 69

Married/Common-Law

FAMILY STATUS*

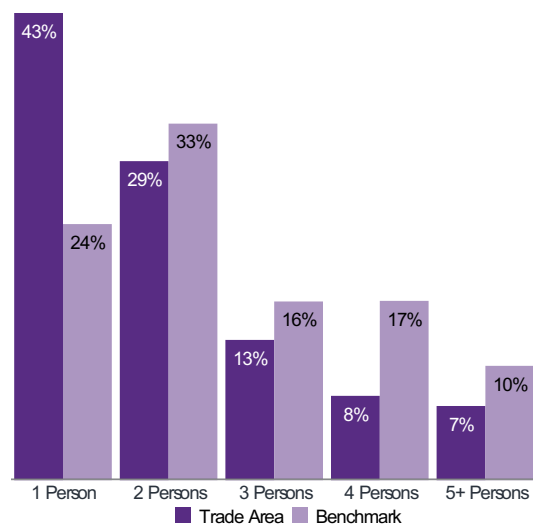


30.7%

Index: 194

Total Lone-Parent Families

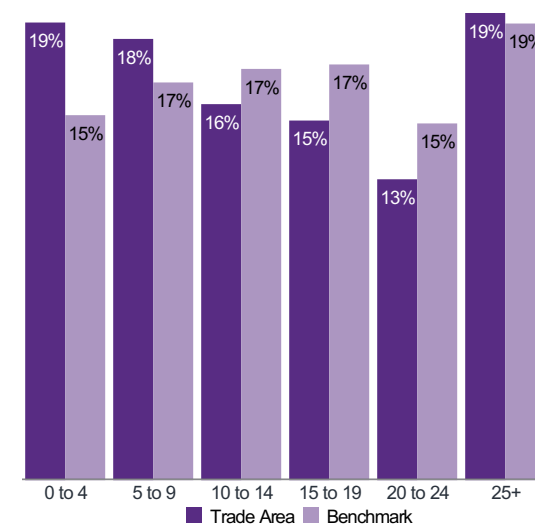
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	2,402	5.3	105
5 to 9	2,285	5.1	94
10 to 14	1,960	4.3	76
15 to 19	1,980	4.4	74
20 to 24	3,342	7.4	111
25 to 29	4,403	9.8	139
30 to 34	4,346	9.6	145
35 to 39	3,574	7.9	122
40 to 44	2,998	6.6	107
45 to 49	2,628	5.8	93
50 to 54	2,872	6.4	97
55 to 59	3,188	7.1	97
60 to 64	2,967	6.6	98
65 to 69	2,213	4.9	87
70 to 74	1,558	3.5	72
75 to 79	1,069	2.4	72
80 to 84	670	1.5	68
85+	685	1.5	69

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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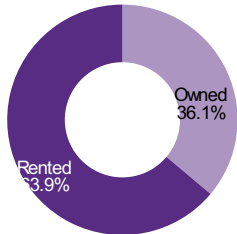
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - King Street East Corridor

Population: 45,138 | Households: 20,473

TENURE



STRUCTURE TYPE



Houses

34.5%

Index: 45



Apartments

65.1%

Index: 295

AGE OF HOUSING*

60+ Years Old

% Comp: 61.3 Index: 296

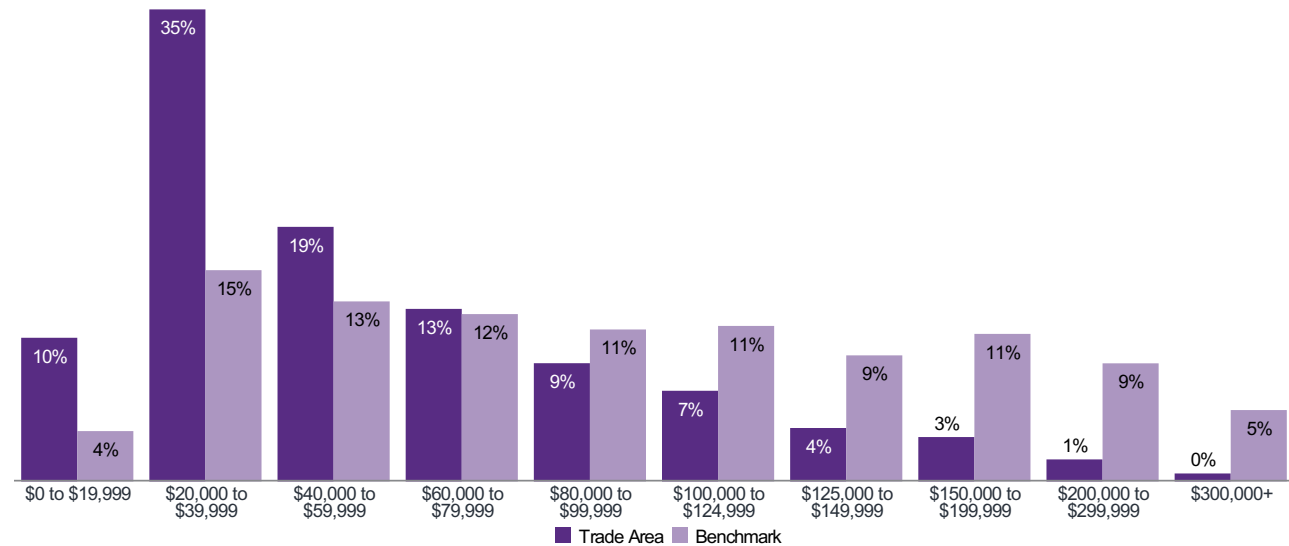
AVERAGE HOUSEHOLD INCOME



\$59,921

Index: 52

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - King Street East Corridor

Population: 45,138 | Households: 20,473

EDUCATION



17.1%

Index: 64

University Degree

LABOUR FORCE PARTICIPATION



59.3%

Index: 91

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



20.9%

Index: 57

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

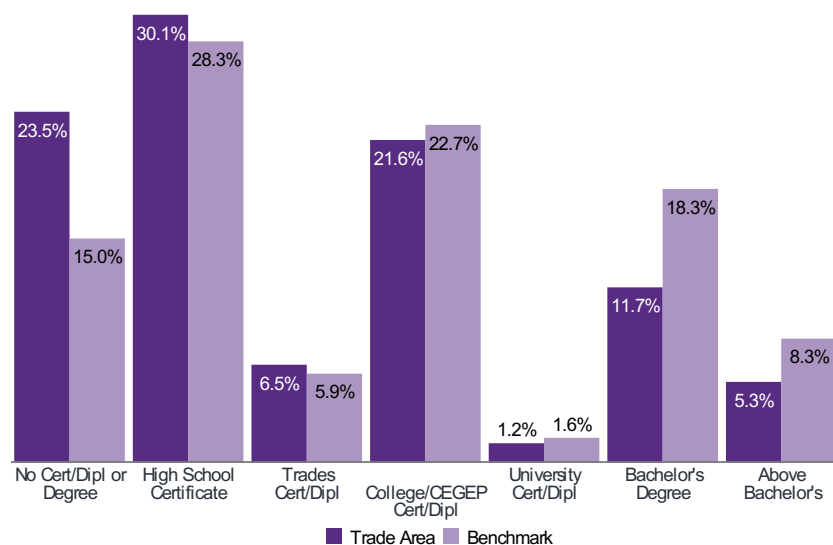


10.2%

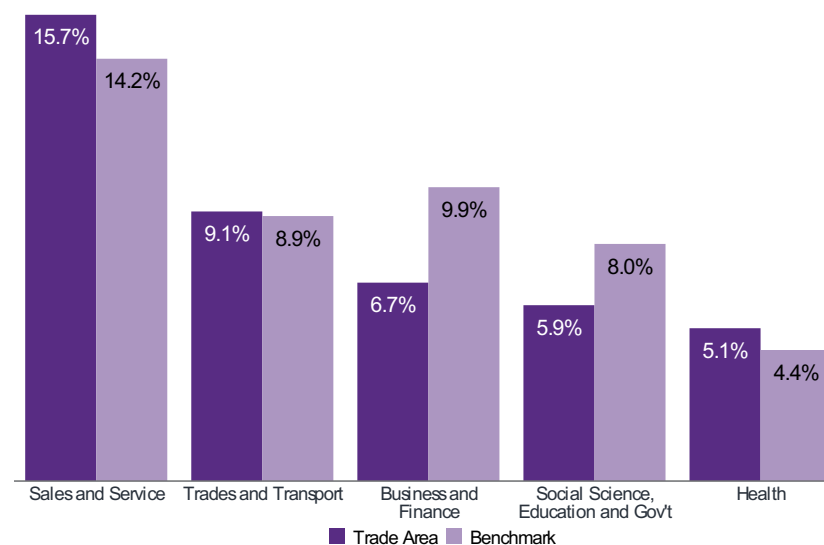
Index: 233

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 - King Street East Corridor

Population: 45,138 | Households: 20,473

ABORIGINAL IDENTITY



5.2%

Index: 219

VISIBLE MINORITY PRESENCE



28.8%

Index: 100

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



3.4%

Index: 167

No knowledge of
English or French

IMMIGRATION



24.7%

Index: 94

Born outside Canada

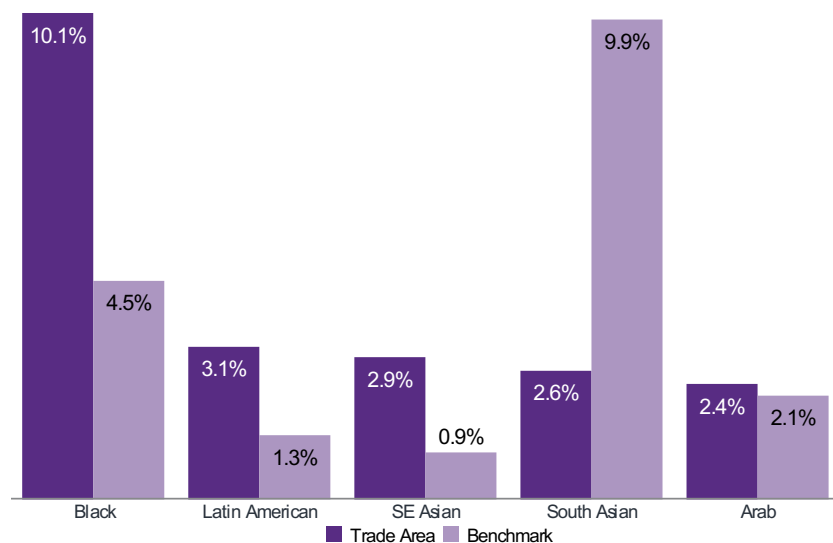
PERIOD OF IMMIGRATION*

Before 2001

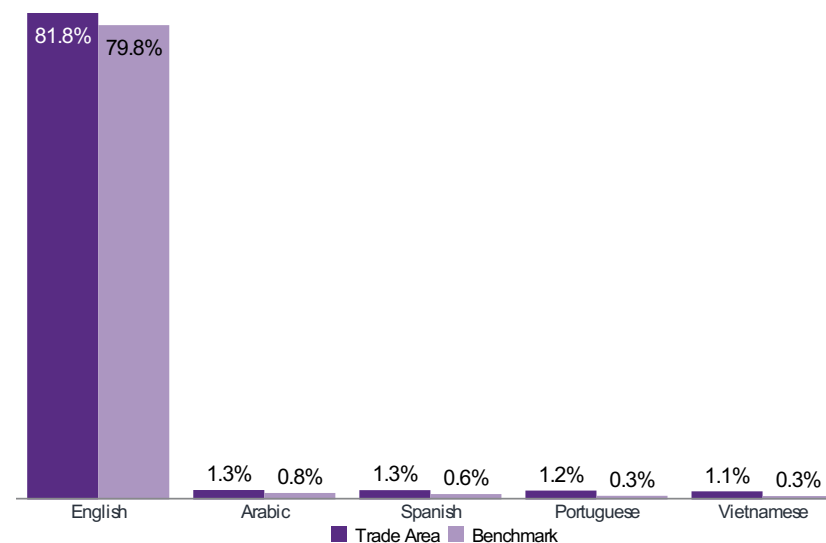
13.4%

Index: 96

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

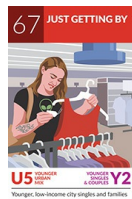
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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours: <80 80 - 110 110+

Top 5 segments represent **72.9%** of households in Hamilton - King Street East Corridor



Rank: 1
Hhlds: 4,513
Hhld %: 22.04
% in Benchmark: 3.49
Index: 631

The most economically challenged of all segments, Just Getting By is home to younger, low-income singles and single-parent families located in large cities like London, St. Catharines, Windsor and Halifax. In their dense neighbourhoods, nearly 45 percent of maintainers are under 45 years old. More than half are single, divorced or separated, and over a third are lone-parent families, typically with younger children. Residents tend to be third-plus-generation Canadians with low education levels and low-level jobs in sales, the services, trades and manufacturing. Most households can only afford to rent units in older low-rise apartment buildings or own inexpensive single-detached houses. But being young and mobile has its advantages: more than half moved in the past five years with the hope of climbing the socioeconomic ladder. Surveys show a desire to improve their prospects in the popularity of online courses and management training programs. Without deep pockets, they engage in low-cost activities like going to parks, city gardens and auto shows. In this segment, budget-conscious residents score high for the value Importance of Price.



Rank: 2
Hhlds: 3,690
Hhld %: 18.02
% in Benchmark: 1.34
Index: 1,340

The increase in immigration over the last two decades has transformed many communities. Mdtown Movers reflects the arrival of new comers 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.



Rank: 3
Hhlds: 2,539
Hhld %: 12.40
% in Benchmark: 3.77
Index: 329

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 new comers, 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: 4
Hhlds: 2,105
Hhld %: 10.28
% in Benchmark: 1.77
Index: 581

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: 5
Hhlds: 2,074
Hhld %: 10.13
% in Benchmark: 2.06
Index: 493

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.

Psychographics | SocialValues Overview

Trade Area: Hamilton - King Street East Corridor



Strong Values

Values	Index
Rejection of Inequality	131
Financial Concern Regarding the Future	126
Anomie-Aimlessness	123
Fear of Violence	122
Social Learning	120
Primacy of Environmental Protection	119
Ethical Consumerism	118
Fatalism	118
Racial Fusion	117
Penchant for Risk	116



Descriptions | Top 3 Strong Values

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.

Financial Concern Regarding the Future

The feeling of insecurity about one's financial future, particularly in old age, and of being personally responsible in this area.

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.



Weak Values

Values	Index
Religiosity	81
Personal Control	82
Importance of Brand	83
Legacy	84
Consumption Evangelism	85
Attraction to Nature	87
Community Involvement	87
Effort Toward Health	87
Social Darwinism	87
Social Responsibility	87



Descriptions | Top 3 Weak Values

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").

Personal Control

Striving to organize and control the direction of one's future, even when it feels that there are forces beyond one's immediate control preventing it. Belief in one's basic ability to effect change and control one's life.

Importance of Brand

Giving great weight to the brand name of a product or service, a tendency to have favourite brands and be willing to pay a price premium for them.

Benchmark: Ontario

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

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - King Street East Corridor

WealthScapes Households: 20,357

INCOME*

Household Income

\$ 60,024

Index: **52**

Household Disposable Income

\$ 50,905

Index: **56**

Household Discretionary Income

\$ 34,163

Index: **53**

Annual RRSP Contributions

\$ 1,108

Index: **31**

WEALTH*



Net Worth

% Holders

99.0% Index: **99**

Balance

\$194,993

Index: **26**

ASSETS*



Savings

% Holders

93.6% Index: **98**

Balance

\$28,297

Index: **37**



Investments

% Holders

41.3% Index: **69**

Balance

\$114,874

Index: **34**



Unlisted Shares

% Holders

7.9% Index: **64**

Balance

\$102,733

Index: **32**



Real Estate

% Holders

39.4% Index: **52**

Balance

\$438,310

Index: **59**



Liquid Assets

% Holders

96.2% Index: **98**

Balance

\$89,194

Index: **27**

DEBT*



Consumer Debt

% Holders

85.4% Index: **94**

Balance

\$29,399

Index: **44**



Mortgage Debt

% Holders

24.3% Index: **52**

Balance

\$200,836

Index: **67**

FINANCIAL RATIO



Debt:Asset

% Holders

0.28% Index: **130**

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 - King Street East Corridor

WealthScapes Households: 20,357

FINANCIAL RATIOS*



Debt: Asset

0.28

Index: 130



Debt: Liquid Assets

0.86

Index: 141



Consumer Debt - Discr. Income

0.73

Index: 79



Savings - Investments

0.81

Index: 135



Pension - Non-Pension Assets

0.26

Index: 120



Real Estate Assets - Liq. Assets

2.01

Index: 115



Mortgage - Real Estate Assets

0.28

Index: 116



Mortgage - Consumer Debt

1.94

Index: 85

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - King Street East Corridor

Households: 20,473

Total Aggregate Current Consumption: \$935,141,937

Average Current Consumption

\$45,677

Index **56**

Average Household Income










\$60,197

Index **52**

Average Disposable Income

\$50,692

Index **56**

 <p>Shelter</p> <p>Avg. Dollars/Household \$12,301 Index 59</p> <p>Pct. of Total Expenditure 26.9% Index 105</p>	 <p>Food</p> <p>Avg. Dollars/Household \$7,963 Index 62</p> <p>Pct. of Total Expenditure 17.4% Index 111</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$6,650 Index 48</p> <p>Pct. of Total Expenditure 14.6% Index 86</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household \$3,175 Index 55</p> <p>Pct. of Total Expenditure 7.0% Index 99</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$2,600 Index 73</p> <p>Pct. of Total Expenditure 5.7% Index 131</p>	 <p>Health Care</p> <p>Avg. Dollars/Household \$2,581 Index 47</p> <p>Pct. of Total Expenditure 5.6% Index 84</p>
 <p>Recreation</p> <p>Avg. Dollars/Household \$2,569 Index 54</p> <p>Pct. of Total Expenditure 5.6% Index 96</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$1,994 Index 60</p> <p>Pct. of Total Expenditure 4.4% Index 108</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$1,759 Index 44</p> <p>Pct. of Total Expenditure 3.9% Index 79</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 - King Street East Corridor

Households: 20,473

Average Household Income

\$60,197

Index **52**

Average Food Expenditure

\$7,963

Index **62**

Average Spend on Food from Restaurants

\$2,492









Index **62**

Average Spend on Food from Stores

\$5,471

Index **62**

Total Aggregate Food Expenditure: \$ 163,017,637

 Bakery Avg. Dollars/Household \$571 Index 65 Pct. of Total Expenditure 10.4% Index 105		 Cereal Products Avg. Dollars/Household \$346 Index 68 Pct. of Total Expenditure 6.3% Index 109		 Fruit and nuts Avg. Dollars/Household \$651 Index 59 Pct. of Total Expenditure 11.9% Index 95	
 Vegetables Avg. Dollars/Household \$559 Index 60 Pct. of Total Expenditure 10.2% Index 97		 Dairy products & Eggs Avg. Dollars/Household \$817 Index 64 Pct. of Total Expenditure 14.9% Index 102		 Meat Avg. Dollars/Household \$974 Index 62 Pct. of Total Expenditure 17.8% Index 99	
 Fish & Seafood Avg. Dollars/Household \$144 Index 49 Pct. of Total Expenditure 2.6% Index 78		 Beverages & Other Food Avg. Dollars/Household \$1,409 Index 64 Pct. of Total Expenditure 25.8% Index 102			

Benchmark: Southern Ontario

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

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

Trade Area: Hamilton - King Street East Corridor

Household Population 14+: 37,263

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	15.1	11.0	137
Going to restaurants, bars or night clubs	52.8	55.1	96
Having physical Contact with family and friends	56.4	57.7	98
Participating in group activities	35.5	38.7	92
Partying	15.8	15.8	100
Seeing family and friends in person	60.5	62.8	96
Entertainment			
Attending events, festivals or concerts	39.6	42.9	92
Attending sports events (excludes professional sports)	14.3	18.2	79
Attending to professional sports events or games	22.5	25.4	89
Going to the movies	42.8	45.7	94
Movement & Travel			
Driving more	15.2	16.1	94
Shopping in-store	40.6	42.9	95
Spending time outdoors	34.1	32.5	105
Travelling outside of Canada/ abroad	46.9	53.2	88
Travelling within Canada	46.9	49.9	94
Using public transit	15.6	13.7	114
Personal			
Getting back to old habits	36.0	36.2	100
Going to a salon, barber shop or spa	30.4	33.7	90
Going to the gym	19.9	22.6	88
Education/Work			
Children going back to school	19.3	20.3	95
Going back to work	20.0	17.6	114
Other			
Not Stated	0.5	0.6	91

Benchmark: Southern Ontario

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(Base used for Index calculations)

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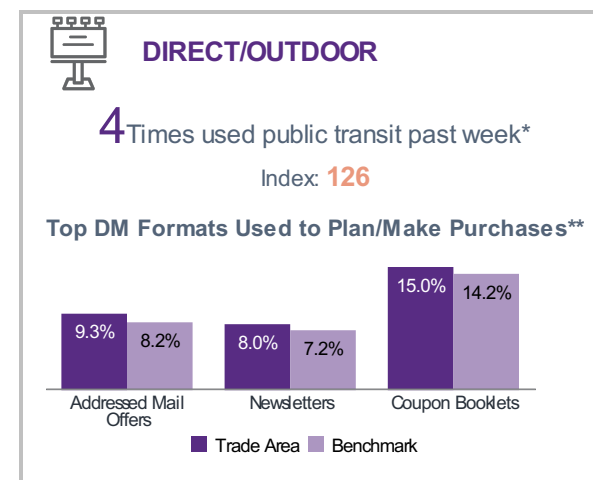
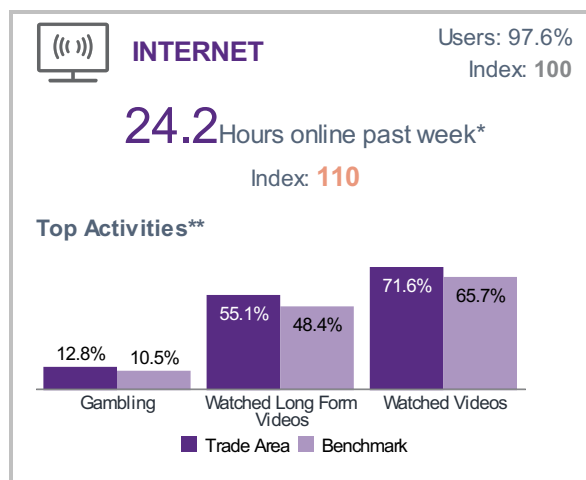
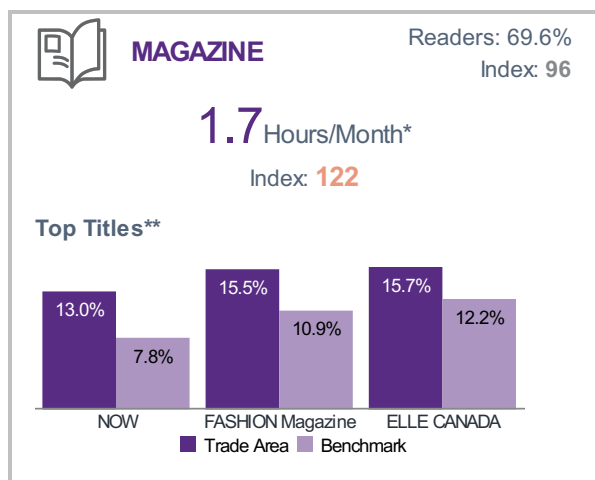
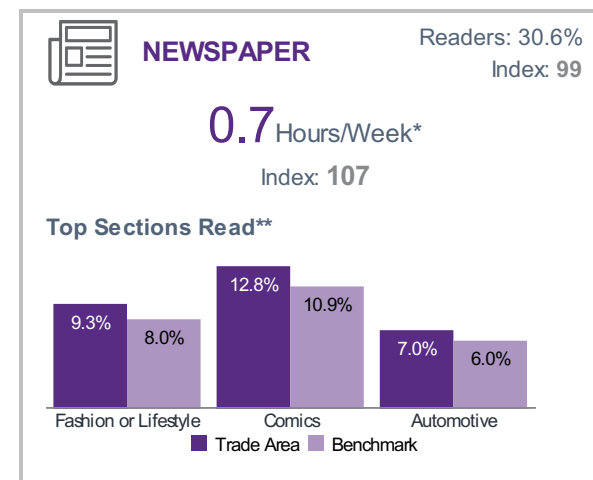
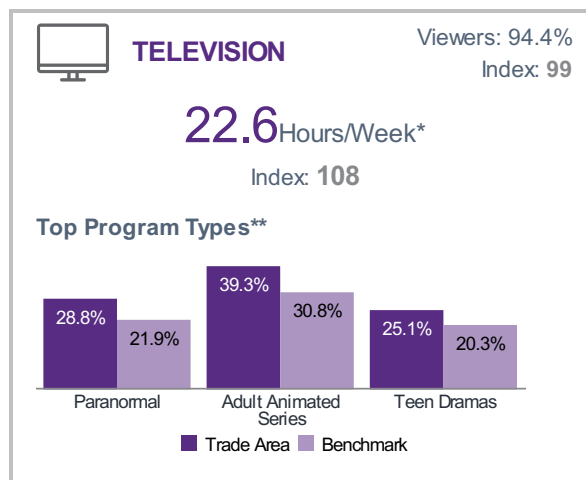
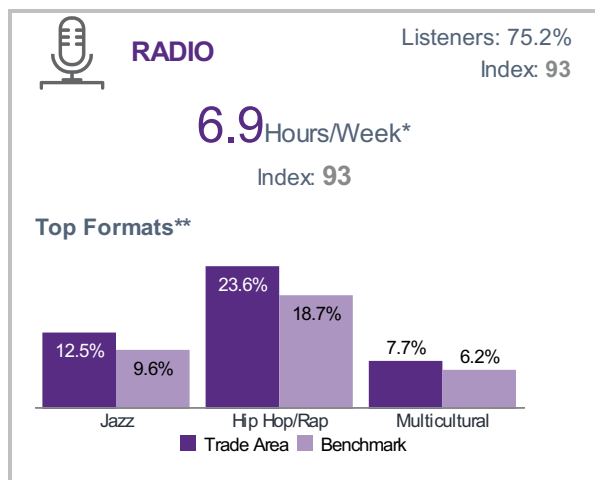
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - King Street East Corridor

Household Population 14+: 37,263



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

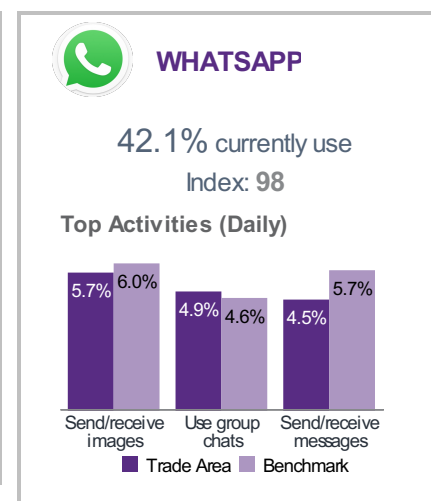
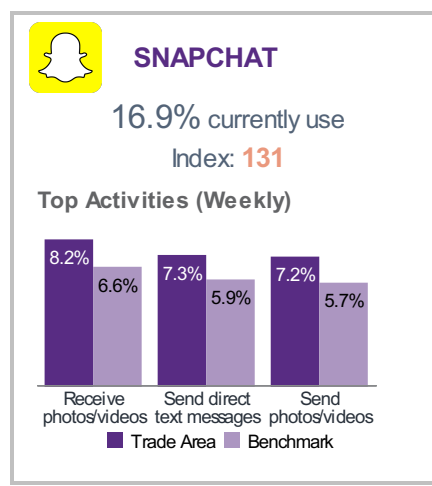
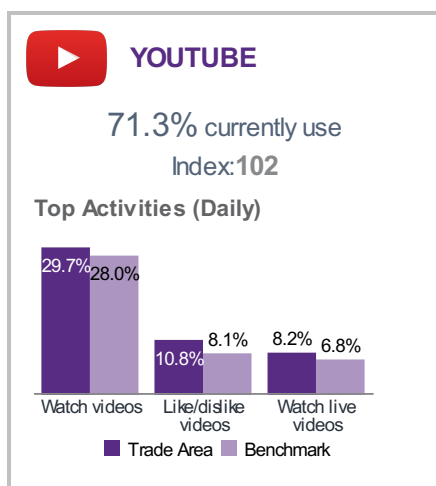
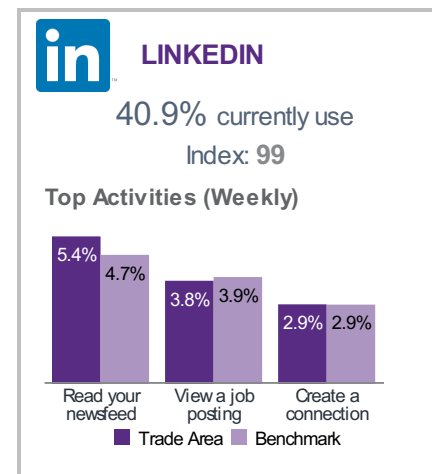
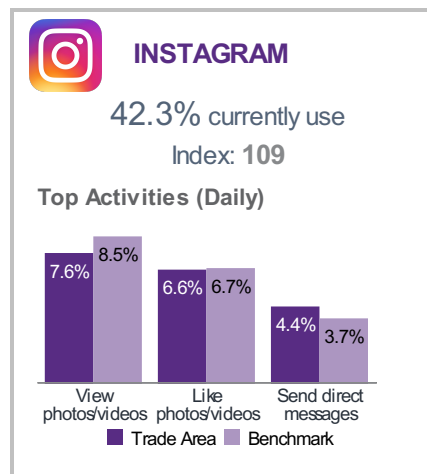
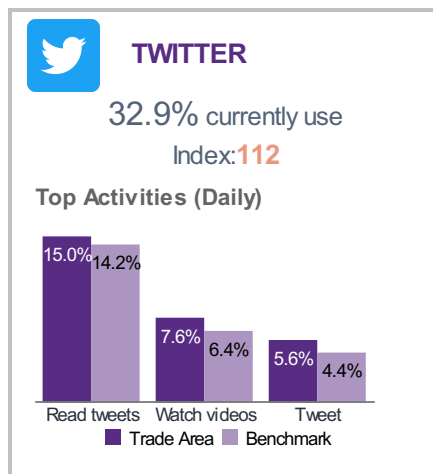
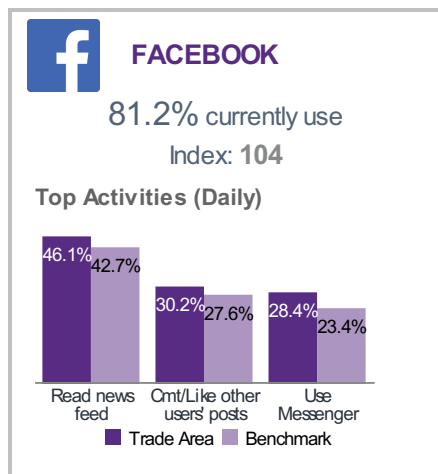
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - King Street East Corridor

Household Population 18+: 35,777



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+

Opticks Social | Social Media Usage

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - King Street East Corridor

Household Population 18+: 35,777

FRIENDS IN ALL SM NETWORKS



34.0%

Index:96

0-49 friends

FREQUENCY OF USE (DAILY)



60.4%

Index:108

Facebook

BRAND INTERACTION



37.0%

Index:108

Like brand on Facebook

NO. OF BRANDS INTERACTED

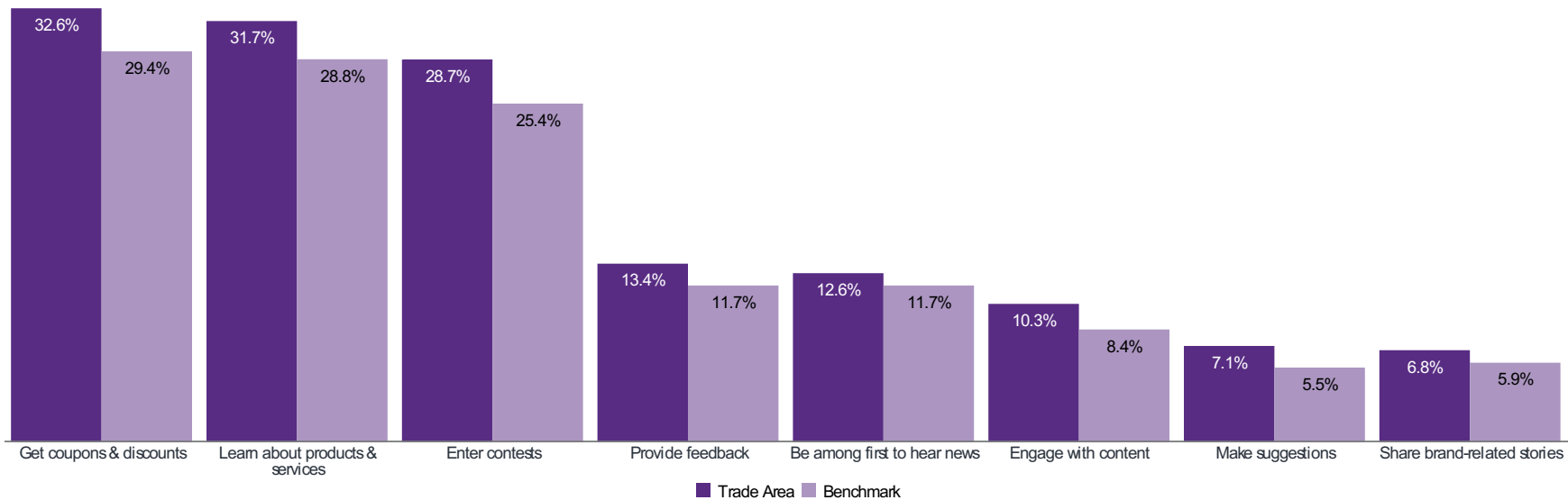


29.5%

Index:96

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 - King Street East Corridor

Total Household Population 18+:35,777



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

% Comp **88.9** Index **101**



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 **84.2** Index **100**



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

% Comp **42.0** Index **102**



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

% Comp **57.4** Index **101**



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

% Comp **32.2** Index **107**

Benchmark: Southern Ontario

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Ranked by percent composition.

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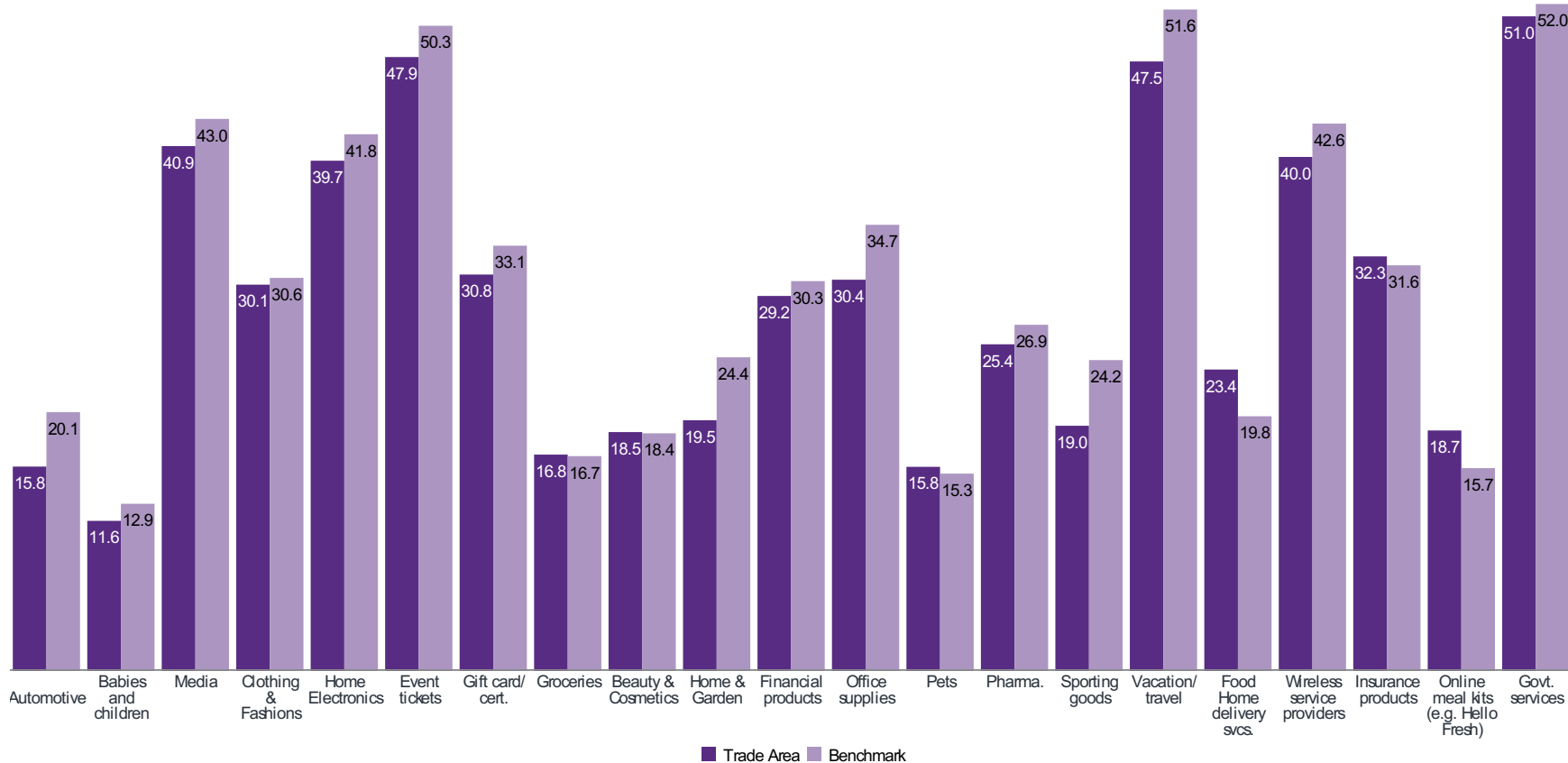
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - King Street East Corridor

Total Household Population 18+:35,777

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

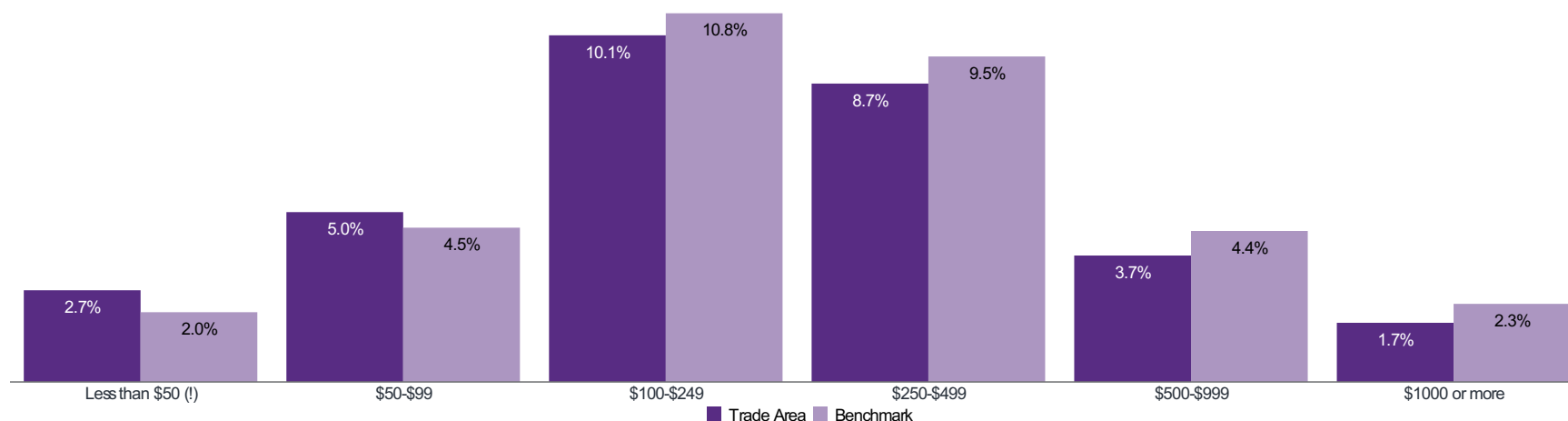
Trade Area: Hamilton - King Street East Corridor

Total Household Population 18+: 35,777

BEHAVIOURAL PREFERENCES BY CHANNEL

 CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	63.3% Index:103	36.8% Index:100	14.6% Index:118	2.5% Index:78
Purchase preference	75.9% Index:101	30.1% Index:98	10.2% Index:104	2.9% Index:114
Customer Service	62.4% Index:101	19.2% Index:107	6.4% Index:112	19.8% Index:91

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

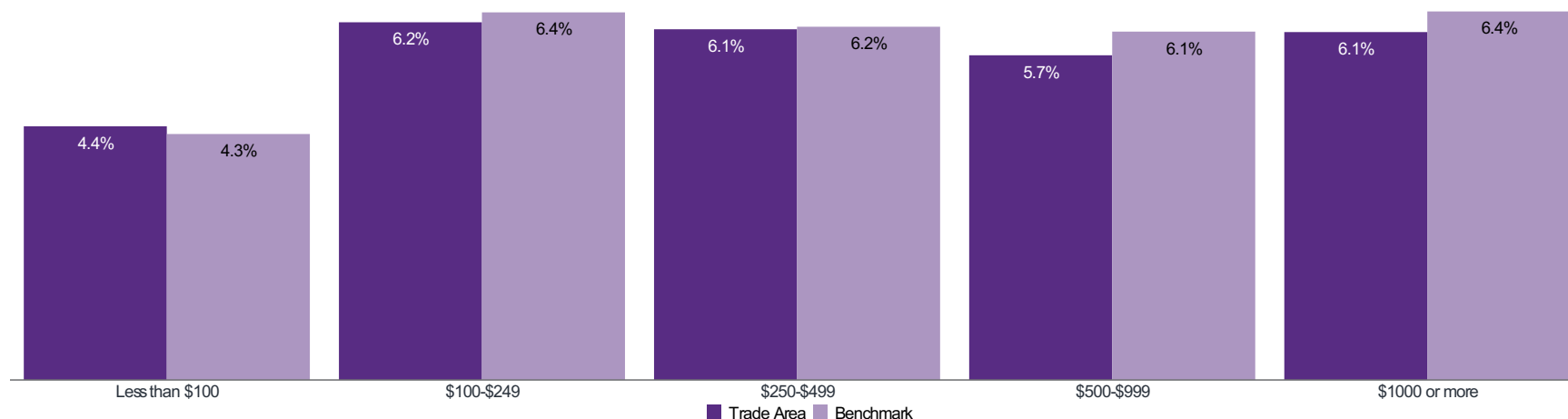
Trade Area: Hamilton - King Street East Corridor

Total Household Population 18+: 35,777

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	52.3% Index: 104	53.5% Index: 98	15.8% Index: 101	8.6% Index: 105
Purchase preference	68.2% Index: 100	39.7% Index: 95	11.1% Index: 101	6.3% Index: 97
Customer Service	57.2% Index: 101	27.6% Index: 111	8.7% Index: 117	34.3% Index: 93

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

ENVIRONICS
ANALYTICS

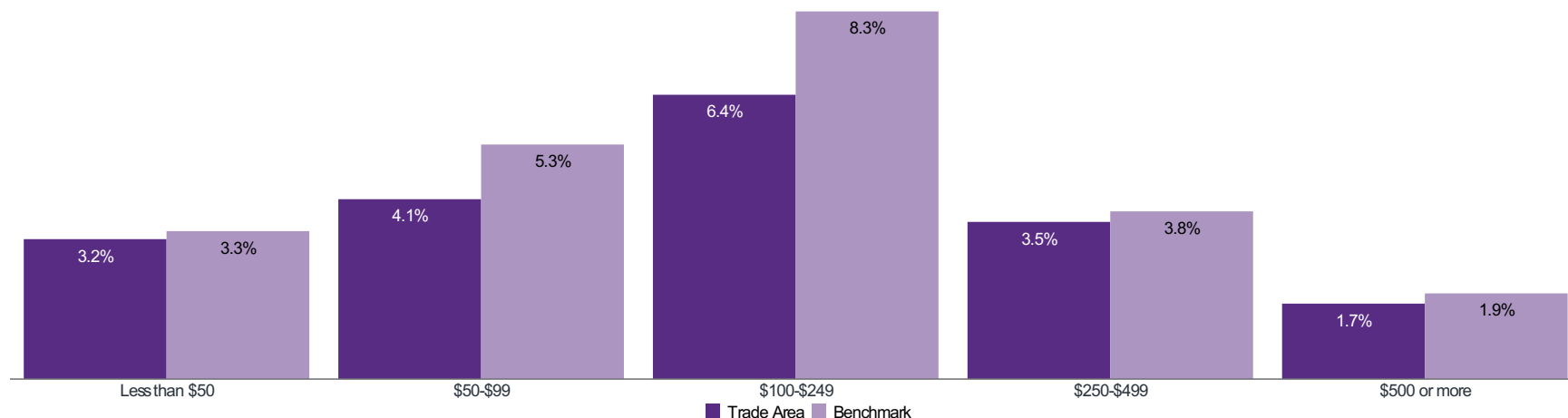
Trade Area: Hamilton - King Street East Corridor

Total Household Population 18+: 35,777

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	49.3% Index:103	34.6% Index:98	11.1% Index:100	3.4% Index:96
Purchase preference	62.4% Index:103	30.8% Index:93	9.0% Index:103	3.3% Index:106
Customer Service	45.0% Index:106	21.2% Index:103	7.3% Index:120	27.4% Index:99

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

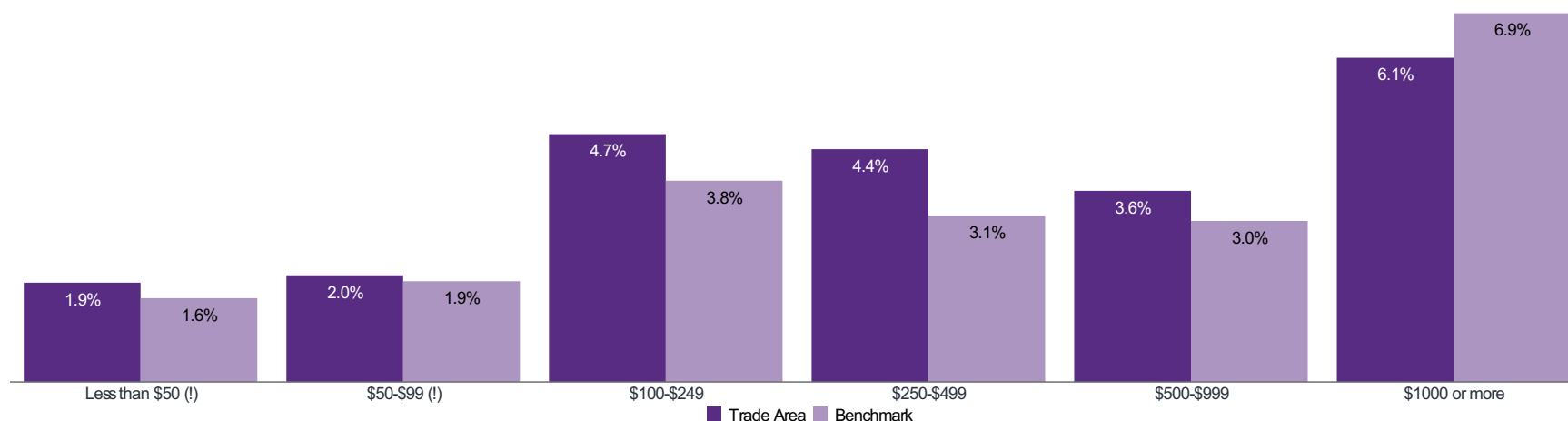
Trade Area: Hamilton - King Street East Corridor

Total Household Population 18+: 35,777

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	72.0% Index:100	27.0% Index:109	12.8% Index:115	3.6% Index:133
Purchase preference	83.3% Index:100	16.8% Index:101	6.5% Index:104	2.8% Index:116
Customer Service	69.6% Index:100	12.4% Index:108	4.1% Index:104	18.9% Index:101

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

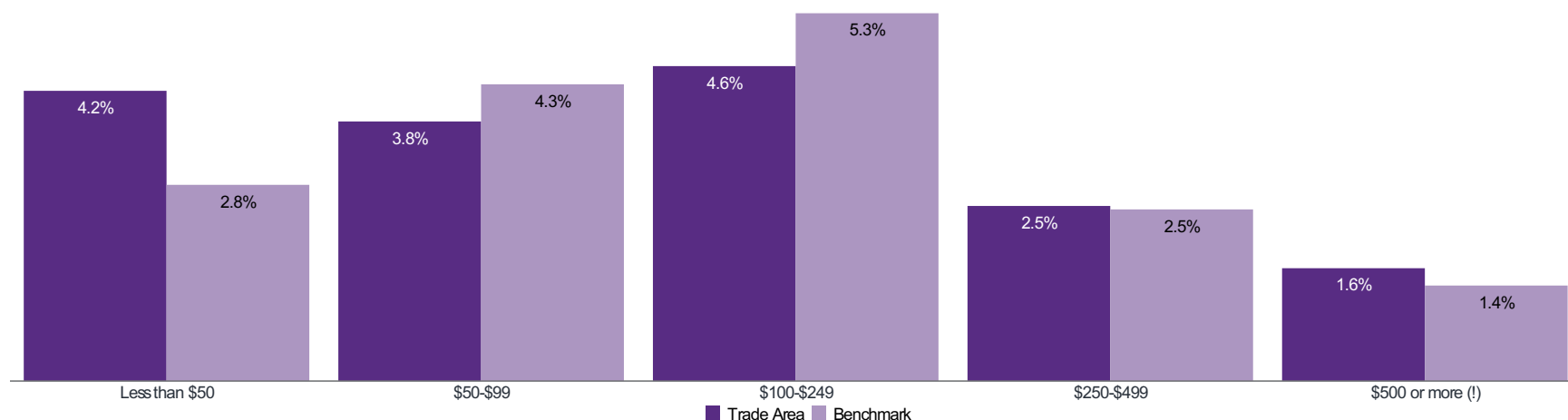
Trade Area: Hamilton - King Street East Corridor

Total Household Population 18+: 35,777

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	40.1% Index: 113	24.3% Index: 110	9.2% Index: 113	3.0% Index: 108
Purchase preference	48.5% Index: 105	18.5% Index: 101	7.5% Index: 117	2.7% Index: 120
Customer Service	39.6% Index: 109	13.3% Index: 106	4.8% Index: 111	14.9% Index: 102

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

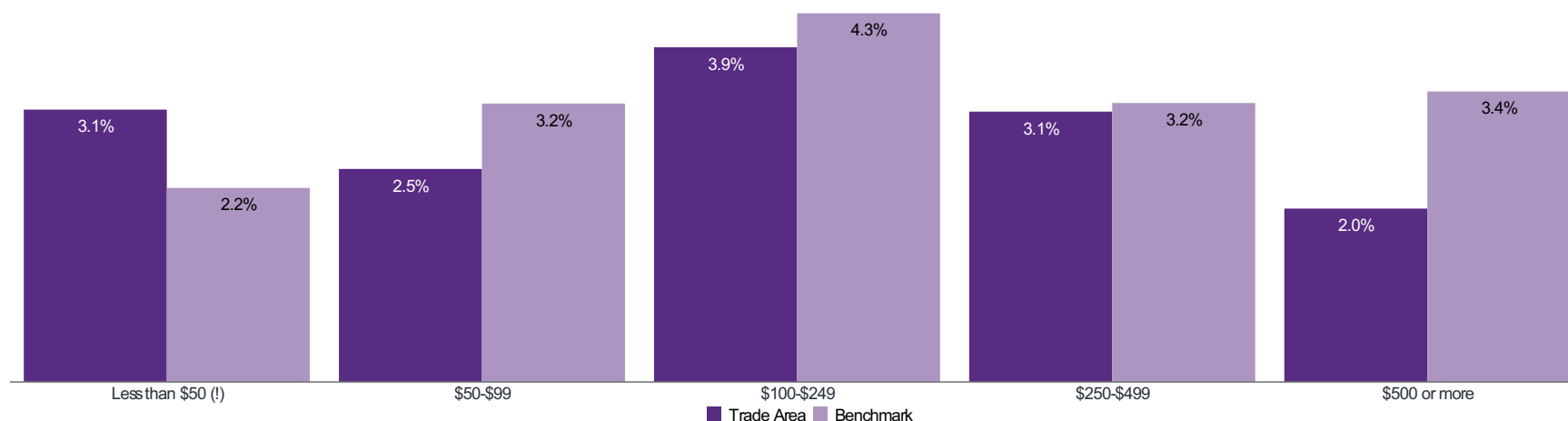
Trade Area: Hamilton - King Street East Corridor

Total Household Population 18+: 35,777

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	47.9% Index:92	35.3% Index:93	10.3% Index:91	5.0% Index:87
Purchase preference	63.8% Index:93	19.5% Index:80	6.5% Index:93	3.0% Index:84
Customer Service	50.2% Index:93	15.7% Index:98	5.1% Index:108	19.5% 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 | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

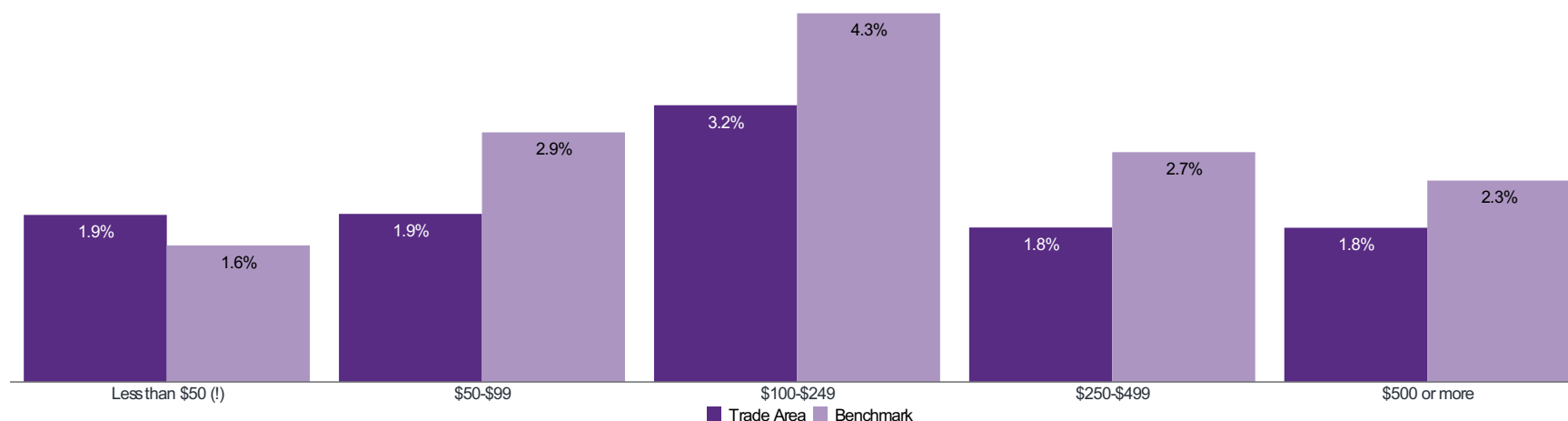
Trade Area: Hamilton - King Street East Corridor

Total Household Population 18+: 35,777

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	36.1% Index:93	28.0% Index:87	9.0% Index:86	4.1% Index:106
Purchase preference	47.0% Index:90	19.0% Index:79	7.5% Index:99	2.8% Index:92
Customer Service	38.4% Index:92	14.9% Index:99	4.5% Index:88	16.2% Index:79

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 | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

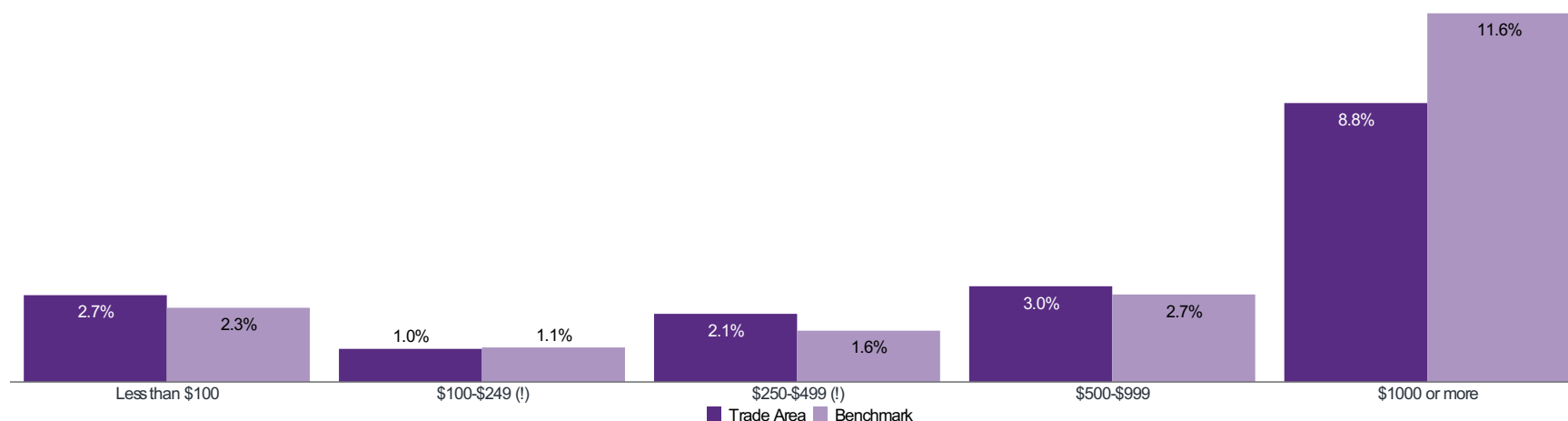
Trade Area: Hamilton - King Street East Corridor

Total Household Population 18+: 35,777

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	21.0% Index:102	55.1% Index:95	16.3% Index:108	13.5% Index:84
Purchase preference	27.4% Index:95	47.5% Index:92	6.5% Index:105	14.3% Index:80
Customer Service	29.9% Index:103	27.7% Index:101	6.0% Index:86	39.8% Index:91

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - King Street East Corridor

Households:20,473

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 - King Street East Corridor

Households:20,473

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



63.3%

Index:106

Easy to get in and get out quickly



42.1%

Index:98

Organized layout makes it easy to shop



41.7%

Index:100

Staff are friendly and knowledgeable



34.6%

Index:102

Short checkout lines/fast checkout



33.9%

Index:95

Has extended hours



28.0%

Index:102

I like the store ambiance



23.8%

Index:119

Has self-checkout



13.1%

Index:96

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 - King Street East Corridor

Households:20,473

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



64.5%

Index:96

Discover good value when shopping



63.7%

Index:96

Store has the lowest prices overall



59.4%

Index:102

Store has a customer loyalty card program



45.7%

Index:92

Has loyalty prog. app and offers pers. promos



29.0%

Index:99

I'm loyal to their store brands



22.6%

Index:98

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	39.9	40.2	0.5 99
Leave the store and buy it elsewhere	30.4	30.9	0.5 98
Purchase another brand	21.0	21.2	0.5 99
Purchase another size or variety of the same brand (!)	8.7	7.7	0.6 113

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 - King Street East 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%	388,001	100%	2.01%	100	382,937	100%	1.98%	100	313,607	100%	1.62%	100	335,320	100%	1.74%	100	574,986	100%	2.98%	100
3525005	Hamilton, ON (C)	483,265	2.50%	224,841	57.95%	46.53%	2315	217,078	56.69%	44.92%	2264	190,900	60.87%	39.50%	2431	198,511	59.20%	41.08%	2365	273,193	47.51%	56.53%	1898
3520005	Toronto, ON (C)	2,568,898	13.31%	18,190	4.69%	0.71%	35	20,821	5.44%	0.81%	41	15,107	4.82%	0.59%	36	15,628	4.66%	0.61%	35	38,652	6.72%	1.50%	51
3524002	Burlington, ON (CY)	163,747	0.85%	19,129	4.93%	11.68%	581	17,572	4.59%	10.73%	541	14,968	4.77%	9.14%	563	16,782	5.00%	10.25%	590	30,874	5.37%	18.85%	633
3521005	Mississauga, ON (CY)	642,951	3.33%	11,623	3.00%	1.81%	90	11,475	3.00%	1.78%	90	8,339	2.66%	1.30%	80	9,566	2.85%	1.49%	86	21,184	3.68%	3.29%	111
3529006	Brantford, ON (CY)	85,464	0.44%	8,699	2.24%	10.18%	506	8,813	2.30%	10.31%	520	7,318	2.33%	8.56%	527	7,166	2.14%	8.39%	483	14,816	2.58%	17.34%	582
3521010	Brampton, ON (CY)	596,084	3.09%	8,045	2.07%	1.35%	67	7,906	2.06%	1.33%	67	4,538	1.45%	0.76%	47	5,373	1.60%	0.90%	52	14,011	2.44%	2.35%	79
3526053	St. Catharines, ON (CY)	118,411	0.61%	8,441	2.18%	7.13%	355	6,026	1.57%	5.09%	257	5,053	1.61%	4.27%	263	6,224	1.86%	5.26%	303	12,986	2.26%	10.97%	368
3524001	Oakville, ON (T)	174,424	0.90%	6,925	1.78%	3.97%	198	7,546	1.97%	4.33%	218	4,713	1.50%	2.70%	166	5,960	1.78%	3.42%	197	12,583	2.19%	7.21%	242
3528018	Haldimand County, ON (CY)	41,702	0.22%	7,502	1.93%	17.99%	895	8,224	2.15%	19.72%	994	6,700	2.14%	16.07%	989	6,790	2.02%	16.28%	937	11,413	1.99%	27.37%	919
3530010	Cambridge, ON (CY)	114,129	0.59%	4,140	1.07%	3.63%	180	3,680	0.96%	3.22%	163	3,069	0.98%	2.69%	165	3,452	1.03%	3.02%	174	7,488	1.30%	6.56%	220

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Hamilton - King Street East Corridor 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
36,906	27,333	74.1	26,426	71.6	25,005	67.8	24,839	67.3	29,937	81.1

2019 Hamilton - King Street East 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	583,216	29,937	5.1	553,280	94.9

2020 Hamilton - King Street East 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%	211,709	100%	1.10%	100	258,623	100%	1.34%	100	250,268	100%	1.30%	100	255,938	100%	1.33%	100	418,155	100%	2.17%	100
3525005	Hamilton, ON (C)	483,265	2.50%	138,390	65.37%	28.64%	2611	159,428	61.64%	32.99%	2462	155,866	62.28%	32.25%	2488	164,795	64.39%	34.10%	2572	224,062	53.58%	46.36%	2140
3520005	Toronto, ON (C)	2,568,898	13.31%	9,700	4.58%	0.38%	34	13,023	5.04%	0.51%	38	12,089	4.83%	0.47%	36	10,573	4.13%	0.41%	31	25,493	6.10%	0.99%	46
3524002	Burlington, ON (CY)	163,747	0.85%	10,431	4.93%	6.37%	581	11,904	4.60%	7.27%	543	11,443	4.57%	6.99%	539	10,717	4.19%	6.55%	494	21,880	5.23%	13.36%	617
3521005	Mississauga, ON (CY)	642,951	3.33%	5,579	2.64%	0.87%	79	7,706	2.98%	1.20%	89	7,277	2.91%	1.13%	87	6,321	2.47%	0.98%	74	14,987	3.58%	2.33%	108
3529006	Brantford, ON (CY)	85,464	0.44%	4,851	2.29%	5.68%	518	6,418	2.48%	7.51%	560	6,440	2.57%	7.54%	581	5,827	2.28%	6.82%	514	11,174	2.67%	13.07%	604
3528018	Haldimand County, ON (CY)	41,702	0.22%	4,635	2.19%	11.11%	1013	6,077	2.35%	14.57%	1088	5,855	2.34%	14.04%	1083	6,719	2.63%	16.11%	1215	10,424	2.49%	25.00%	1154
3524001	Oakville, ON (T)	174,424	0.90%	3,475	1.64%	1.99%	182	3,372	1.30%	1.93%	144	3,637	1.45%	2.09%	161	3,661	1.43%	2.10%	158	7,984	1.91%	4.58%	211
3521010	Brampton, ON (CY)	596,084	3.09%	2,806	1.33%	0.47%	43	3,768	1.46%	0.63%	47	3,444	1.38%	0.58%	45	3,254	1.27%	0.55%	41	7,520	1.80%	1.26%	58
3526053	St. Catharines, ON (CY)	118,411	0.61%	2,628	1.24%	2.22%	202	3,726	1.44%	3.15%	235	3,289	1.31%	2.78%	214	3,370	1.32%	2.85%	215	7,089	1.70%	5.99%	276
3530013	Kitchener, ON (CY)	212,928	1.10%	1,440	0.68%	0.68%	62	2,415	0.93%	1.13%	85	2,174	0.87%	1.02%	79	1,784	0.70%	0.84%	63	4,753	1.14%	2.23%	103

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Hamilton - King Street East Corridor 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
36,906	21,707	58.8	21,966	59.5	21,799	59.1	23,228	62.9	25,715	69.7

2020 Hamilton - King Street East 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	421,328	25,715	6.1	395,613	93.9

2021 Hamilton - King Street East 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%	229,039	100%	1.19%	100	343,204	100%	1.78%	100	347,039	100%	1.80%	100	284,081	100%	1.47%	100	504,650	100%	2.61%	100
3525005	Hamilton, ON (C)	483,265	2.50%	141,345	61.71%	29.25%	2465	194,610	56.70%	40.27%	2265	199,383	57.45%	41.26%	2295	171,906	60.51%	35.57%	2417	242,516	48.06%	50.18%	1919
3520005	Toronto, ON (C)	2,568,898	13.31%	11,680	5.10%	0.45%	38	17,917	5.22%	0.70%	39	18,329	5.28%	0.71%	40	15,207	5.35%	0.59%	40	35,235	6.98%	1.37%	52
3524002	Burlington, ON (CY)	163,747	0.85%	8,504	3.71%	5.19%	438	15,333	4.47%	9.36%	527	16,027	4.62%	9.79%	544	10,752	3.78%	6.57%	446	24,969	4.95%	15.25%	583
3521005	Mississauga, ON (CY)	642,951	3.33%	7,037	3.07%	1.09%	92	10,605	3.09%	1.65%	93	9,643	2.78%	1.50%	83	9,151	3.22%	1.42%	97	20,463	4.05%	3.18%	122
3529006	Brantford, ON (CY)	85,464	0.44%	4,791	2.09%	5.61%	472	9,042	2.63%	10.58%	595	8,625	2.49%	10.09%	561	7,817	2.75%	9.15%	622	13,919	2.76%	16.29%	623
3521010	Brampton, ON (CY)	596,084	3.09%	4,534	1.98%	0.76%	64	6,914	2.01%	1.16%	65	7,835	2.26%	1.31%	73	4,867	1.71%	0.82%	55	13,916	2.76%	2.33%	89
3528018	Haldimand County, ON (CY)	41,702	0.22%	6,069	2.65%	14.55%	1227	8,886	2.59%	21.31%	1198	8,065	2.32%	19.34%	1076	8,605	3.03%	20.63%	1402	12,498	2.48%	29.97%	1146
3524001	Oakville, ON (T)	174,424	0.90%	3,111	1.36%	1.78%	150	5,712	1.66%	3.27%	184	5,567	1.60%	3.19%	178	5,307	1.87%	3.04%	207	10,852	2.15%	6.22%	238
3526053	St. Catharines, ON (CY)	118,411	0.61%	3,109	1.36%	2.63%	221	4,952	1.44%	4.18%	235	4,813	1.39%	4.06%	226	3,957	1.39%	3.34%	227	8,728	1.73%	7.37%	282
3530010	Cambridge, ON (CY)	114,129	0.59%	1,601	0.70%	1.40%	118	3,662	1.07%	3.21%	180	5,081	1.46%	4.45%	248	2,619	0.92%	2.30%	156	6,810	1.35%	5.97%	228

2021 Hamilton - King Street East 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 2021 Visitors		Summer 2021 Visitors		Fall 2021 Visitors		Winter 2021 Visitors		Full Year 2021 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
36,906	18,504	50.1	20,293	55.0	21,497	58.2	20,886	56.6	24,170	65.5

2021 Hamilton - King Street East 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	511,152	24,170	4.7	486,983	95.3

PRIZM Profile | Top Segments

ENVIRONICS
ANALYTICS

Customers: Hamilton_King Street East Corridor - FY2021: Sum_Unique_Visitors

Total Customers: 444,200

Top 5 segments represent **30.6%** of customers in Southern Ontario



Rank: 1
Customers: 43,729
Customers %: 9.84
% in Benchmark: 4.63
Index: 213

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: 27,955
Customers %: 6.29
% in Benchmark: 4.68
Index: 134

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: 23,325
Customers %: 5.25
% in Benchmark: 1.45
Index: 364

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.



Rank: 4
Customers: 21,519
Customers %: 4.84
% in Benchmark: 5.19
Index: 93

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: 5
Customers: 19,449
Customers %: 4.38
% in Benchmark: 2.39
Index: 183

Value Villagers is a working-class group found typically in the older, industrial neighbourhoods of midsize cities. The households consist of an eclectic mélange of singles, couples and lone-parent families, maintainers of almost any age, and residents with educations ranging from grade 9 to college. In many ways, Value Villagers is a microcosm of Canada, with residents' marital status, household size and mobility rates all reflecting national averages. Even the average ages of adults and children here match national figures. But the Value Villagers version of Canadian life is decidedly modest. Most adults earn lower-middle incomes from blue-collar and service sector jobs, typically in manufacturing, sales or the trades. Over half the housing stock was built before 1960, and residents typically live in single-detached houses that are valued at half the national average. Value Villagers members relish life's simple pleasures, like carnivals, community theatres and parks. And when the mood strikes, they'll play a friendly game of golf, attend an auto race or visit an art gallery. These third-plus-generation Canadians express a belief in the Canadian government and those in positions of power (Obedience to Authority).

Benchmark: Southern Ontario

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