Community Profile: Hamilton – King West BIA

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

Date: February 10, 2022

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Hamilton - King West BIA
Main Street Boundary and Trade Area

ENVIRONICS
ANALYTICS

Alexander Graham E

403

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York Blvd

Dundurn St N

King St W

Barton St W

James St N

John St N

Wellington St N

Barton St E

Queen St N

Bay St N

Cannon St W

York Blvd

King St W

Main St W

James St N

John St N

Wilson St

Wellington St N

Victoria Ave N

8

King St E

Main St E

Dundurn St S

Locke St S

Queen St S

Bay St S

James St S

John St S

Charlton Ave W

Herkimer St

Charlton Ave E

Aberdeen Ave

Aberdeen Ave

mont Acc

| 0 | 0.3 | 0.7 km |
| 0 | 0.2 | 0.4 mi |

| | 15 - Min Walk Time |
| | Main Street Boundary |

2022-01-12 12:45 PM

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Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Hamilton - King West BIA

POPULATION
29,928

HOUSEHOLDS
16,610

MEDIAN MAINTAINER AGE
46
Index:85

MARITAL STATUS
37.5%
Index: 65

Married/Common-Law

FAMILY STATUS*
40.9%
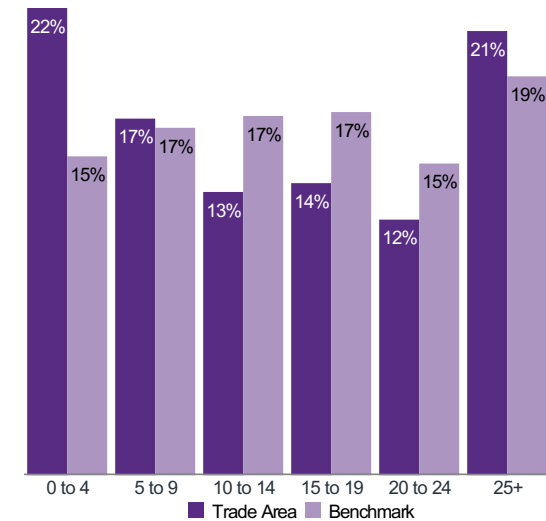Index:147

Single (Never Legally Married)

HOUSEHOLD SIZE

Household Size	Trade Area	Benchmark
1 Person	57%	24%
2 Persons	27%	33%
3 Persons	8%	16%
4 Persons	5%	17%
5+ Persons	3%	10%
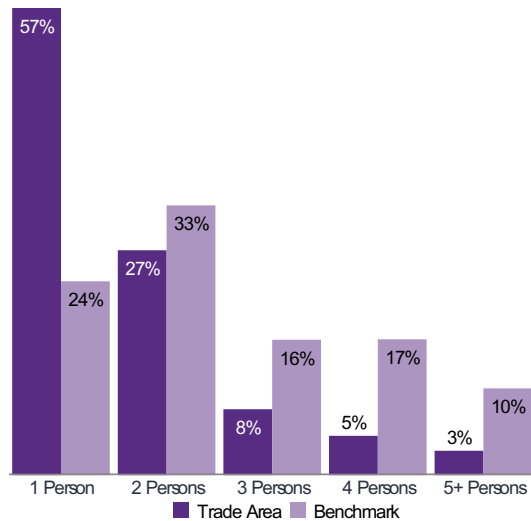
POPULATION BY AGE

	Count	%	Index
0 to 4	1,223	4.1	81
5 to 9	997	3.3	62
10 to 14	803	2.7	47
15 to 19	921	3.1	52
20 to 24	2,097	7.0	105
25 to 29	3,576	11.9	170
30 to 34	3,486	11.6	175
35 to 39	2,648	8.8	137
40 to 44	1,825	6.1	99
45 to 49	1,587	5.3	85
50 to 54	1,662	5.6	85
55 to 59	1,796	6.0	83
60 to 64	1,895	6.3	94
65 to 69	1,710	5.7	101
70 to 74	1,372	4.6	96
75 to 79	866	2.9	88
80 to 84	657	2.2	101
85+	806	2.7	122

AGE OF CHILDREN AT HOME

Age	Trade Area	Benchmark
0 to 4	22%	15%
5 to 9	17%	17%
10 to 14	13%	17%
15 to 19	14%	17%
20 to 24	12%	15%
25+	21%	19%

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Hamilton - King West BIA

ENVIRONICS
ANALYTICS

Population: 29,928 | **Households:** 16,610

TENURE

Owned 25.7%

Rented 74.3%

STRUCTURE TYPE

17.7%

Houses

Index: 23

81.9%

Apartments

Index: 371

AGE OF HOUSING*

60+ Years Old

% Comp: 41.4   Index: 200

AVERAGE HOUSEHOLD INCOME

$64,376

Index: 56

HOUSEHOLD INCOME DISTRIBUTION
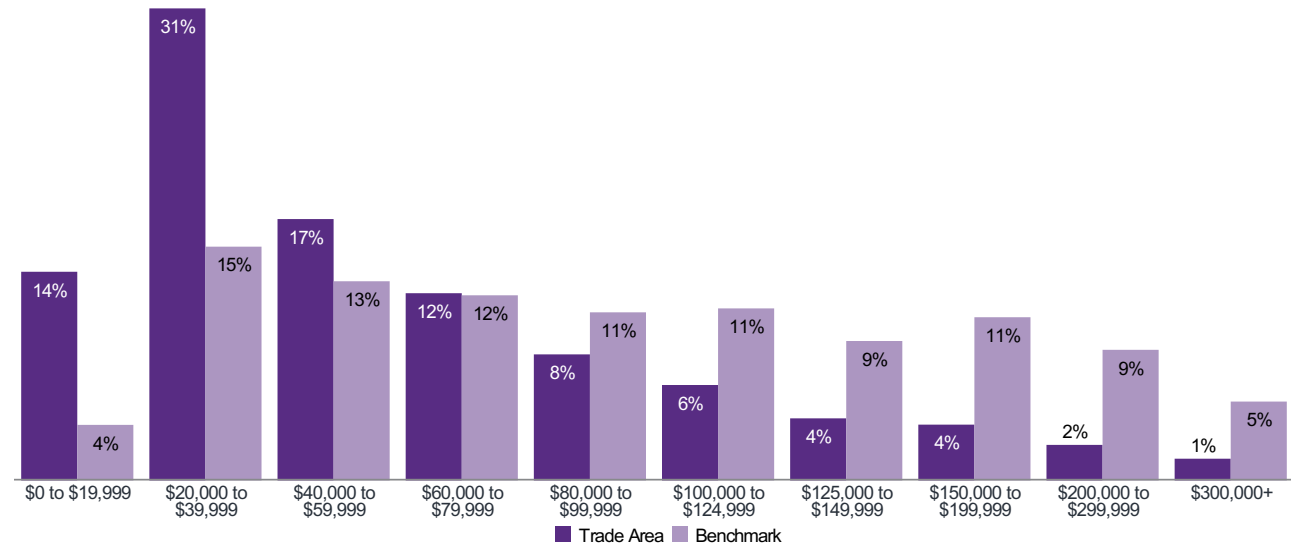
Income Range	Trade Area	Benchmark
$0 to $19,999	14%	4%
$20,000 to $39,999	31%	15%
$40,000 to $59,999	17%	13%
$60,000 to $79,999	12%	12%
$80,000 to $99,999	8%	11%
$100,000 to $124,999	6%	11%
$125,000 to $149,999	4%	9%
$150,000 to $199,999	4%	11%
$200,000 to $299,999	2%	9%
$300,000+	1%	5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: Hamilton - King West BIA

Population: 29,928 | **Households:** 16,610

EDUCATION

34.4%
Index:**129**

University Degree

LABOUR FORCE PARTICIPATION

60.8%
Index:**93**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

21.5%
Index:**59**
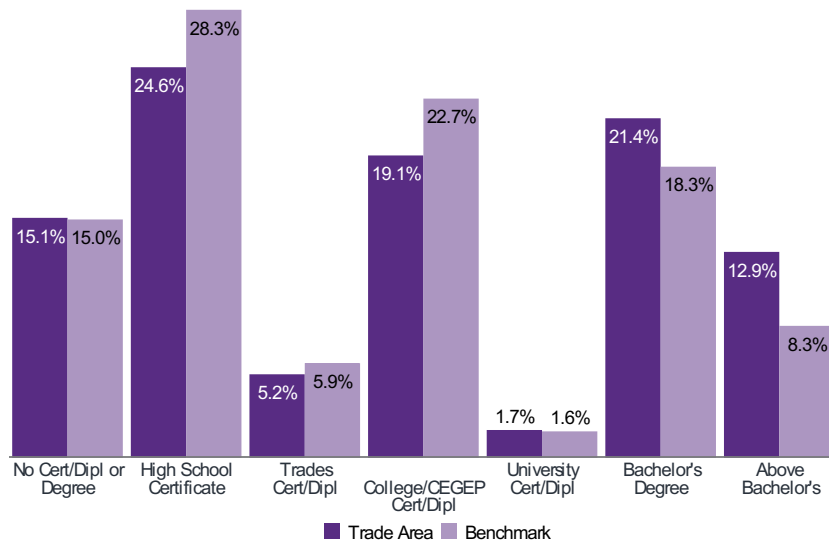
Travel to work by**Car (as Driver)**

10.8%
Index:**248**

Travel to work by**Public Transit**

EDUCATIONAL ATTAINMENT

Category	Trade Area	Benchmark
No Cert/Dipl or Degree	15.1%	15.0%
High School Certificate	24.6%	28.3%
Trades Cert/Dipl	5.2%	5.9%
College/CEGEP Cert/Dipl	19.1%	22.7%
University Cert/Dipl	1.7%	1.6%
Bachelor's Degree	21.4%	18.3%
Above Bachelor's	12.9%	8.3%

Trade Area / Benchmark

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	14.3%	14.2%
Social Science, Education and Gov't	10.0%	8.0%
Business and Finance	7.5%	9.9%
Health	6.4%	4.4%
Trades and Transport	5.7%	8.9%

Trade Area / Benchmark

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

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Demographics | Diversity

Trade Area: Hamilton - King West BIA

ENVIRONICS
ANALYTICS

Population: 29,928 | **Households:** 16,610

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
2.4%	33.9%	4.0%	29.0%	2011 To 2016
Index:103	Index:117	Index:197	Index:110	5.8% Index:235
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

- Black: Trade Area 8.5%, Benchmark 4.5%
- South Asian: Trade Area 5.5%, Benchmark 9.9%
- Chinese: Trade Area 5.4%, Benchmark 5.1%
- Arab: Trade Area 3.9%, Benchmark 2.1%
- SE Asian: Trade Area 2.4%, Benchmark 0.9%

■ Trade Area ■ Benchmark

LANGUAGES SPOKEN AT HOME: TOP 5**

- English: Trade Area 78.3%, Benchmark 79.8%
- Arabic: Trade Area 2.3%, Benchmark 0.8%
- Mandarin: Trade Area 1.7%, Benchmark 1.5%
- Vietnamese: Trade Area 1.0%, Benchmark 0.3%
- Spanish: Trade Area 0.9%, Benchmark 0.6%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

**Ranked by percent composition*

Index Colours:	<80	80 - 110	110+

6

Top 5 segments represent **76.4%** of households in Hamilton - King West BIA

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51 ON THEIR OWN AGAIN
U2 URBAN OLDER — MATURE SINGLES & COUPLES M2
City seniors in apartment rentals

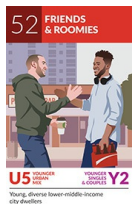|	
Rank:	1
Hhlds:	5,369
Hhld %:	32.32
% in Benchmark:	3.77
Index:	857

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.

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47 SOCIAL NETWORKERS
U3 YOUNG URBAN CORE — VERY YOUNG SINGLES & COUPLES Y1
Young diverse singles in city apartments

Rank:	2
Hhlds:	3,955
Hhld %:	23.81
% in Benchmark:	1.30
Index:	1,829

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.

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52 FRIENDS & ROOMIES
U5 YOUNGER URBAN MIX — YOUNGER SINGLES & COUPLES Y2
Young, diverse lower-middle-income city dwellers

Rank:	3
Hhlds:	1,187
Hhld %:	7.15
% in Benchmark:	2.06
Index:	348

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.

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22 INDIEVILLE
U3 YOUNG URBAN CORE — YOUNGER SINGLES & COUPLES Y2
Younger and middle-aged urban singles and couples

Rank:	4
Hhlds:	1,129
Hhld %:	6.80
% in Benchmark:	0.52
Index:	1,306

Indieville is a classic urban hodgepodge: a mix of younger and middle-aged maintainers, singles and couples, and first- and second-generation Canadians. Drawn to the vibrant, urban core of the nation's big cities, a significant portion of these residents live in Toronto and nearly half are single, divorced or separated. This is a smart group: nearly 40 percent are university educated and members are twice as likely as average Canadians to hold master's degrees. But their average incomes—mostly from white-collar and service sector jobs in the arts, education and science—indicate that they're on the lower rungs of the career ladder. Half of all households are headed by maintainers under 45 years old, and residents typically live in older, low-rise apartments, duplexes and semi-detached dwellings. For many, Indieville is just the latest stop on an upwardly mobile journey; nearly 45 percent have moved in the last five years. Residents have a penchant for the latest technology and enjoy shopping online for books, music, fashion and groceries, all of which is not surprising given their age, education and high scores of Ostentatious Consumption.

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61 CAME FROM AWAY
U4 URBAN DIVERSITY — MIDDLE-AGE FAMILIES F3
Multi-ethnic, middle-aged urban renters

Rank:	5
Hhlds:	1,043
Hhld %:	6.28
% in Benchmark:	1.77
Index:	354

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.

Benchmark: Southern Ontario

Psychographics | SocialValues Overview

Trade Area: Hamilton - King West BIA

⬆ Strong Values

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Intuition & Impulse	122
Culture Sampling	121
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Sexual Permissiveness	120
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Primacy of Environmental Protection	118
Consumptivity	115

⬇ Weak Values

Values	Index
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Legacy	74
Religiosity	80
Traditional Family	83
Utilitarian Consumerism	84
Primacy of the Family	85
Obedience to Authority	86
Parochialism	87
Technology Anxiety	88
Social Darwinism	90

⭐ 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

Flexible Families

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

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.

⭐ 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 "Apatheistic").

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: Hamilton - King West BIA   **WealthScapes Households:** 16,445

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 64,061	**$ 52,953**	**$ 35,912**	**$ 1,520**
Index: 55	Index: 58	Index: 56	Index: 42

WEALTH*   ASSETS*

	Net Worth	Savings	Investments	Unlisted Shares	Real Estate	Liquid Assets
% Holders	98.8% Index: 99	93.3% Index: 98	45.0% Index: 75	10.1% Index: 82	29.2% Index: 38	96.0% Index: 98
Balance	$271,872	$43,683	$203,769	$214,420	$549,024	$162,077
	Index: 37	Index: 57	Index: 60	Index: 67	Index: 73	Index: 49

DEBT*   FINANCIAL RATIO

	Consumer Debt	Mortgage Debt	Debt:Asset
% Holders	86.2% Index: 95	17.2% Index: 37	0.20% Index: 96
Balance	$26,979	$265,281	
	Index: 41	Index: 89	

Benchmark: Southern Ontario

% Holders represent where customers are found.

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

Index Colours:	<80	80 - 110	110+

Financial | WealthScapes - Ratios

Trade Area: Hamilton - King West BIA

WealthScapes Households: 16,445

FINANCIAL RATIOS*

Debt: Asset
0.20
Index:96

Debt: Liquid Assets
0.44
Index: 72

Consumer Debt - Discr. Income
0.65
Index:69

Savings - Investments
0.70
Index:116

Pension - Non-Pension Assets
0.30
Index:139

Real Estate Assets - Liq. Assets
1.03
Index:59

Mortgage - Real Estate Assets
0.28
Index:117

Mortgage - Consumer Debt
1.96
Index:85

Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Hamilton - King West BIA   **Households:** 16,610

Total Aggregate Current Consumption:$790,964,212

Average Current Consumption	Average Household Income	Average Disposable Income
$47,620	$64,203	$52,668
Index: 58	Index: 56	Index: 59

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$13,073	27.5%
Index 62	Index 107

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$8,285	17.4%
Index 65	Index 111

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$6,292	13.2%
Index 46	Index 78

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$3,107	6.5%
Index 57	Index 97

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$3,095	6.5%
Index 54	Index 93

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$2,723	5.7%
Index 57	Index 98

Tobacco and Alcohol
Avg. Dollars/Household	Pct. of Total Expenditure
$2,393	5.0%
Index 67	Index 116

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$2,130	4.5%
Index 64	Index 110

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$1,829	3.8%
Index 46	Index 79

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Expenditures | Foodspend - Annual Household Expenditure Overview

Trade Area: Hamilton - King West BIA

Households: 16,610

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$64,203	$8,285	$2,944	$5,340
Index: 56	Index 65	Index 73	Index 61

Total Aggregate Food Expenditure: $ 137,607,651

Bakery
Avg. Dollars/Household	Pct. of Total Expenditure
$550	10.3%
Index 63	Index 103

Cereal Products
Avg. Dollars/Household	Pct. of Total Expenditure
$328	6.1%
Index 64	Index 105

Fruit and nuts
Avg. Dollars/Household	Pct. of Total Expenditure
$684	12.8%
Index 62	Index 102

Vegetables
Avg. Dollars/Household	Pct. of Total Expenditure
$573	10.7%
Index 62	Index 102

Dairy products & Eggs
Avg. Dollars/Household	Pct. of Total Expenditure
$800	15.0%
Index 62	Index 102

Meat
Avg. Dollars/Household	Pct. of Total Expenditure
$881	16.5%
Index 56	Index 92

Fish & Seafood
Avg. Dollars/Household	Pct. of Total Expenditure
$172	3.2%
Index 59	Index 96

Beverages & Other Food
Avg. Dollars/Household	Pct. of Total Expenditure
$1,351	25.3%
Index 61	Index 100

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Post COVID-19 Activities

Behavioural-Vividata | Post COVID-19

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - King West BIA

Household Population 14+: 25,893

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	15.2	11.0	138
Going to restaurants, bars or night clubs	56.2	55.1	102
Having physical Contact with family and friends	57.8	57.7	100
Participating in group activities	39.8	38.7	103
Partying	19.8	15.8	126
Seeing family and friends in person	62.4	62.8	99
Entertainment			
Attending events, festivals or concerts	42.8	42.9	100
Attending sports events (excludes professional sports)	16.2	18.2	89
Attending to professional sports events or games	27.1	25.4	107
Going to the movies	47.5	45.7	104
Movement & Travel			
Driving more	14.5	16.1	90
Shopping in-store	41.6	42.9	97
Spending time outdoors	34.3	32.5	105
Travelling outside of Canada/ abroad	52.9	53.2	99
Travelling within Canada	49.9	49.9	100
Using public transit	18.4	13.7	134
Personal			
Getting back to old habits	36.0	36.2	99
Going to a salon, barber shop or spa	32.6	33.7	97
Going to the gym	25.4	22.6	113
Education/Work			
Children going back to school	13.8	20.3	68
Going back to work	18.5	17.6	105
Other			
Not Stated	0.3	0.6	59

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Hamilton - King West BIA

Household Population 14+: 25,893

RADIO
Listeners: 71.6%
Index: 88

6.3 Hours/Week*
Index: **85**

Top Formats

Format	Trade Area	Benchmark
Classical	19.0%	13.4%
Jazz	13.1%	9.6%
Dance	13.5%	11.2%

TELEVISION
Viewers: 95.2%
Index: 100

21.5 Hours/Week*
Index: **103**

Top Program Types

Program Type	Trade Area	Benchmark
Paranormal	27.1%	21.9%
Music Video	41.9%	34.5%
Adult Animated Series	37.5%	30.8%

NEWSPAPER
Readers: 31.0%
Index: 100

0.8 Hours/Week*
Index: **128**

Top Sections Read

Section	Trade Area	Benchmark
Fashion or Lifestyle	9.5%	8.0%
World News	24.3%	21.0%
Editorials	12.1%	10.5%

MAGAZINE
Readers: 67.9%
Index: 93

1.7 Hours/Month*
Index: **119**

Top Titles

Title	Trade Area	Benchmark
NOW	20.5%	7.8%
Toronto Life	26.8%	15.9%
FASHION Magazine	15.8%	10.9%

INTERNET
Users: 97.2%
Index: 99

23.5 Hours online past week*
Index: **107**

Top Activities

Activity	Trade Area	Benchmark
Gambling	13.0%	10.5%
Watched Long Form Videos	57.9%	48.4%
Watched Videos	73.0%	65.7%

DIRECT/OUTDOOR

6 Times used public transit past week*
Index: **210**

Top DM Formats Used to Plan/Make Purchases

Format	Trade Area	Benchmark
Addressed Mail Offers	9.9%	8.2%
Newsletters	7.9%	7.2%
E-mail Coupons	15.7%	15.0%

Benchmark: Southern Ontario

* Consumption values based to variable's incidence count.

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Activities

Trade Area: Hamilton - King West BIA

Household Population 18+: 25,248

FACEBOOK
79.2% currently use
Index: 102

Top Activities (Daily)

	Trade Area	Benchmark
Read news feed	44.9%	42.7%
Cmt/Like other users' posts	29.1%	27.6%
Use Messenger	25.4%	23.4%

TWITTER
37.1% currently use
Index: 126

Top Activities (Daily)

	Trade Area	Benchmark
Read tweets	16.5%	14.2%
Watch videos	8.3%	6.4%
Tweet	7.5%	4.4%

INSTAGRAM
47.9% currently use
Index: 123

Top Activities (Daily)

	Trade Area	Benchmark
View photos/videos	8.7%	8.5%
Like photos/videos	7.9%	6.7%
Send direct messages	6.1%	3.7%

LINKEDIN
49.5% currently use
Index: 120

Top Activities (Weekly)

	Trade Area	Benchmark
Read your newsfeed	5.4%	4.7%
View a job posting	3.8%	3.9%
Watch videos	3.7%	3.1%

YOUTUBE
73.9% currently use
Index: 105

Top Activities (Daily)

	Trade Area	Benchmark
Watch videos	31.0%	28.0%
Like/dislike videos	10.7%	8.1%
Watch live videos	7.8%	6.8%

SNAPCHAT
14.3% currently use
Index: 111

Top Activities (Weekly)

	Trade Area	Benchmark
Send photos/videos	6.3%	5.7%
Receive photos/videos	6.2%	6.6%
Send direct text messages	5.7%	5.9%

WHATSAPP
52.3% currently use
Index: 122

Top Activities (Daily)

	Trade Area	Benchmark
Send/receive images	8.0%	6.0%
Use group chats	6.4%	4.6%
Send/receive messages	6.0%	5.7%

Benchmark: Southern Ontario

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

Trade Area: Hamilton - King West BIA

Household Population 18+: 25,248

FRIENDS IN ALL SM NETWORKS	FREQUENCY OF USE (DAILY)	BRAND INTERACTION	NO. OF BRANDS INTERACTED
31.4% Index:89	**57.8%** Index:103	**37.9%** Index:110	**28.6%** Index:93
0-49 friends	Facebook	Like brand on Facebook	2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA

Reason	Trade Area	Benchmark
Learn about products & services	33.6%	28.8%
Get coupons & discounts	31.8%	29.4%
Enter contests	29.2%	25.4%
Be among first to hear news	15.0%	11.7%
Provide feedback	14.7%	11.7%
Engage with content	12.0%	8.4%
Share brand-related stories	8.1%	5.9%
Make suggestions	7.8%	5.5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - King West BIA

Total Household Population 18+: 25,248

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

% Comp **86.3**   Index **98**

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

% Comp **49.7**   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 **82.1**   Index **97**

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

% Comp **39.8**   Index **97**

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

% Comp **56.7**   Index **100**

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

% Comp **29.7**   Index **99**

Benchmark: Southern Ontario

Ranked by percent composition.

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

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

21

Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - King West BIA

Total Household Population 18+: 25,248

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)

Category	Trade Area	Benchmark
Automotive	16.9	20.1
Babies and children	13.7	12.9
Media	45.0	43.0
Clothing & Fashions	33.6	30.6
Home Electronics	44.2	41.8
Event tickets	52.4	50.3
Gift card/ cert.	37.8	33.1
Groceries	19.6	16.7
Beauty & Cosmetics	23.1	18.4
Home & Garden	23.0	24.4
Financial products	35.3	30.3
Office supplies	34.4	34.7
Pets	17.2	15.3
Pharma.	32.1	26.9
Sporting goods	24.1	24.2
Vacation/ travel	53.8	51.6
Food Home delivery svcs.	26.5	19.8
Wireless service providers	44.9	42.6
Insurance products	37.7	31.6
Online meal kits (e.g. Hello Fresh)	22.4	15.7
Govt. services	53.1	52.0

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

22

Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: Hamilton - King West BIA

Total Household Population 18+: 25,248

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	60.1% Index:98	40.9% Index:111	15.7% Index:128	4.1% Index:128
Purchase preference	72.6% Index:96	33.6% Index:110	12.1% Index:123	4.0% Index:155
Customer Service	59.1% Index:96	22.2% Index:124	9.4% Index:163	20.8% Index:96

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.7%	4.3%	10.8%	9.8%	4.9%	2.9%
Benchmark	2.0%	4.5%	10.8%	9.5%	4.4%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

23

Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Hamilton - King West BIA

Total Household Population 18+: 25,248

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	48.1% Index:96	55.4% Index:101	17.6% Index: 113	9.6% Index: 117
Purchase preference	62.1% Index: 91	44.2% Index:106	13.7% Index:124	6.5% Index: 100
Customer Service	52.3% Index:93	29.7% Index:119	9.7% Index: 131	35.3% Index: 96

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	4.4%	5.0%	7.0%	6.7%	7.2%
Benchmark	4.3%	6.4%	6.2%	6.1%	6.4%

■ Trade Area ■ Benchmark

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive
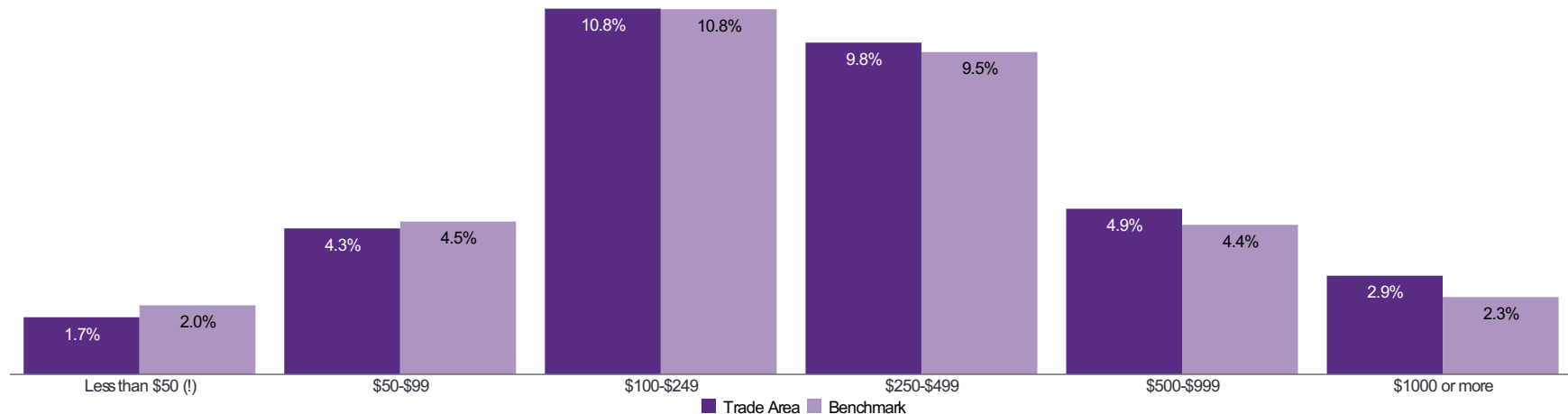
ENVIRONICS
ANALYTICS

Trade Area: Hamilton - King West BIA

Total Household Population 18+: 25,248

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	42.4% Index:89	42.1% Index:120	13.6% Index:123	4.8% Index:137
Purchase preference	54.7% Index:91	37.8% Index:114	11.0% Index:125	3.7% Index:119
Customer Service	38.6% Index:91	24.1% Index:118	7.7% Index:127	27.6% Index:99

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	3.5%	5.1%	7.2%	4.7%	2.3%
Benchmark	3.3%	5.3%	8.3%	3.8%	1.9%

■ Trade Area ■ Benchmark

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

Index Colours:	<80	80 - 110	110+

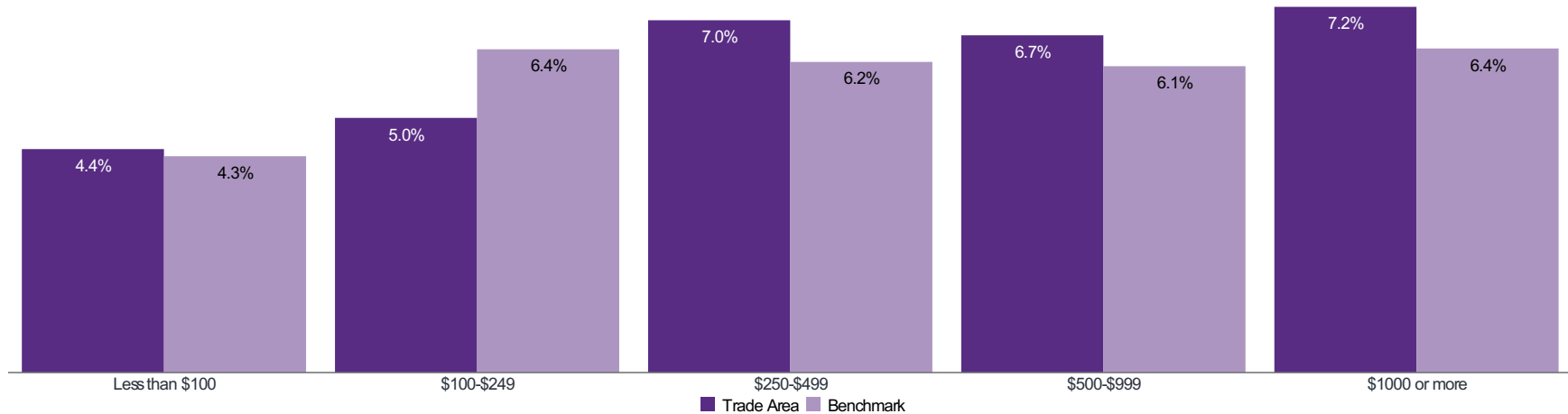# Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Hamilton - King West BIA

Total Household Population 18+: 25,248

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	68.8% Index:95	28.0% Index:114	13.4% Index:121	4.8% Index:177
Purchase preference	80.6% Index:97	19.6% Index:118	8.2% Index:132	3.4% Index:138
Customer Service	64.7% Index:93	15.9% Index:138	5.5% Index:139	17.8% Index:95

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99 (!)	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.8%	1.8%	5.3%	5.2%	3.6%	6.5%
Benchmark	1.6%	1.9%	3.8%	3.1%	3.0%	6.9%

■ Trade Area ■ Benchmark

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Beauty & Cosmetics Deep Dive

Trade Area: Hamilton - King West BIA

Total Household Population 18+: 25,248

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	38.7% Index:109	28.4% Index:129	11.2% Index:138	4.7% Index:168
Purchase preference	48.2% Index:104	23.1% Index:125	9.8% Index:153	3.8% Index:164
Customer Service	38.0% Index:105	16.9% Index:134	5.9% Index:136	14.5% Index:99

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	3.1%	4.2%	7.0%	3.3%	2.4%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home & Garden Deep Dive

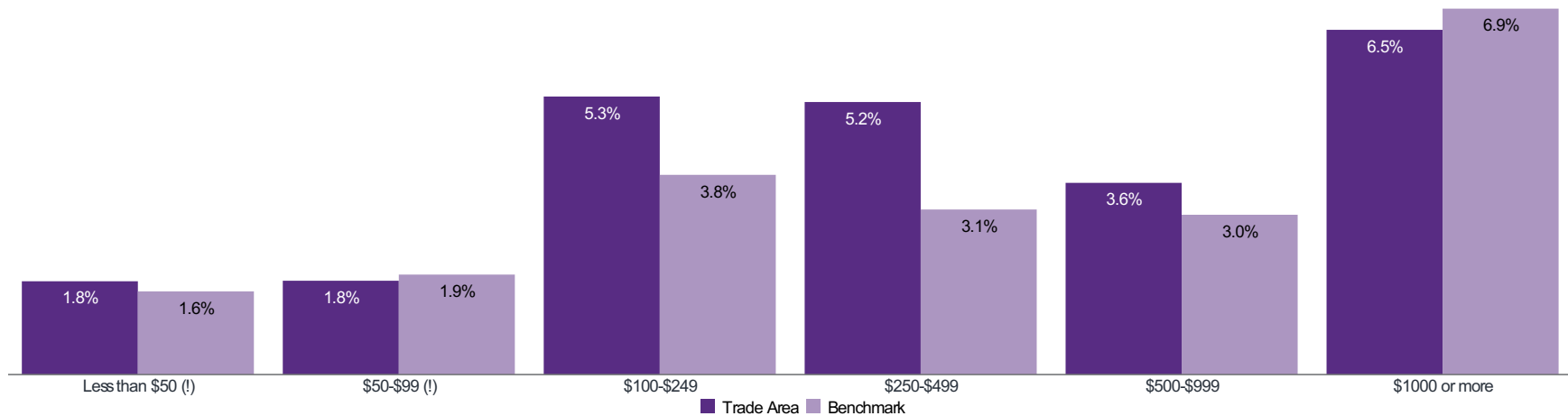**ENVIRONICS** ANALYTICS

Trade Area: Hamilton - King West BIA

Total Household Population 18+: 25,248

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	42.6% Index:82	34.7% Index:92	11.1% Index:97	5.4% Index:94
Purchase preference	55.8% Index:82	23.0% Index:94	9.3% Index:133	3.9% Index:108
Customer Service	43.1% Index:80	18.3% Index:115	6.7% Index:141	17.2% Index:75

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.8%	2.9%	4.1%	2.5%	2.6%
Benchmark	2.2%	3.2%	4.3%	3.2%	3.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

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Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Hamilton - King West BIA

Total Household Population 18+: 25,248

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	32.3% Index:100	11.9% Index:113	5.8% Index:148
Purchase preference	45.3% Index:87	24.1% Index:100	9.3% Index:123	3.5% Index:116
Customer Service	37.9% Index:91	18.2% Index:120	6.7% Index:131	17.4% Index:85

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.2%	2.9%	3.8%	2.7%	2.7%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Hamilton - King West BIA

Total Household Population 18+: 25,248

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	18.8% Index:92	60.6% Index:105	18.5% Index:123	13.7% Index:85
Purchase preference	25.0% Index:87	53.8% Index:104	9.3% Index:122	14.0% Index:78
Customer Service	28.8% Index:99	32.0% Index:116	8.8% Index:127	41.8% Index:95

AMOUNT SPENT [PST 12 MTHS]

	Trade Area	Benchmark
Less than $100	4.2%	2.3%
$100-$249 (!)	2.3%	1.1%
$250-$499 (!)	2.3%	1.6%
$500-$999	3.2%	2.7%
$1000 or more	11.5%	11.6%

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: Hamilton - King West BIA

Households: 16,610

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock
69.0%
Index: 102

Has high quality fresh produce
59.3%
Index: 100

Carries food/non-food items I need
44.1%
Index: 107

Has high quality meat department
36.1%
Index: 86

Only store that carries what I want
34.3%
Index: 113

Carries variety of items and services
34.1%
Index: 95

Carries wide variety of ethnic prod.
17.5%
Index: 131

Has variety of freshly prep. foods/meals
15.0%
Index: 107

Has special section for dietary needs
13.1%
Index: 106

Carries variety of organic prod. (!)
11.7%
Index: 104

Carries selection of alcoholic bev. (^)
4.7%
Index: 125

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Shopping Experience

Trade Area: Hamilton - King West BIA

Households: 16,610

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me	Easy to get in and get out quickly	Organized layout makes it easy to shop
68.9%	45.0%	42.0%
Index:115	Index:105	Index:101

Staff are friendly and knowledgeable	Short checkout lines/fast checkout	Has extended hours
34.7%	33.6%	27.2%
Index:103	Index:94	Index:99

I like the store ambiance	Has self-checkout	Offers an online shopping option (!)
25.0%	16.3%	8.8%
Index:125	Index:119	Index:99

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Price and Promo

Trade Area: Hamilton - King West BIA

Households: 16,610

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Discover good value when shopping

68.2%

Index:**103**

Store has the lowest prices overall

67.4%

Index:**116**

Store has great sales and promotions

64.1%

Index:**95**

Store has a customer loyalty card program

48.2%

Index:**97**

Has loyalty prog. app and offers pers. promos

32.9%

Index:**112**

I'm loyal to their store brands

23.7%

Index:**103**

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	43.7	40.2	0.5	109
Leave the store and buy it elsewhere	28.1	30.9	0.4	91
Purchase another brand	21.3	21.2	0.4	100
Purchase another size or variety of the same brand (!)	7.0	7.7	0.4	90

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

Main Street Visitors

2019 Hamilton - King West BIA Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2019				Summer 2019				Fall 2019				Winter 2019				Full Year 2019			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	Total	19,302,713	100%	296,241	100%	1.53%	100	297,137	100%	1.54%	100	208,971	100%	1.08%	100	262,996	100%	1.36%	100	479,362	100%	2.48%	100
3525005	Hamilton, ON (C)	483,265	2.50%	147,851	49.91%	30.59%	1993	145,806	49.07%	30.17%	1960	113,447	54.29%	23.48%	2168	128,620	48.91%	26.61%	1953	196,191	40.93%	40.60%	1635
3520005	Toronto, ON (C)	2,568,898	13.31%	22,257	7.51%	0.87%	56	21,721	7.31%	0.85%	55	14,104	6.75%	0.55%	51	17,155	6.52%	0.67%	49	43,421	9.06%	1.69%	68
3524002	Burlington, ON (CY)	163,747	0.85%	19,768	6.67%	12.07%	787	20,149	6.78%	12.30%	799	13,539	6.48%	8.27%	764	19,828	7.54%	12.11%	889	33,165	6.92%	20.25%	816
3521005	Mississauga, ON (CY)	642,951	3.33%	12,344	4.17%	1.92%	125	13,488	4.54%	2.10%	136	7,830	3.75%	1.22%	112	11,983	4.56%	1.86%	137	22,578	4.71%	3.51%	141
3521010	Brampton, ON (CY)	596,084	3.09%	8,399	2.84%	1.41%	92	7,970	2.68%	1.34%	87	4,366	2.09%	0.73%	68	7,059	2.68%	1.18%	87	15,236	3.18%	2.56%	103
3529006	Brantford, ON (CY)	85,464	0.44%	7,895	2.67%	9.24%	602	8,784	2.96%	10.28%	668	6,214	2.97%	7.27%	672	7,483	2.85%	8.76%	643	14,879	3.10%	17.41%	701
3524001	Oakville, ON (T)	174,424	0.90%	8,935	3.02%	5.12%	334	8,166	2.75%	4.68%	304	4,964	2.38%	2.85%	263	8,049	3.06%	4.61%	339	14,868	3.10%	8.52%	343
3530013	Kitchener, ON (CY)	212,928	1.10%	3,851	1.30%	1.81%	118	3,319	1.12%	1.56%	101	2,839	1.36%	1.33%	123	3,533	1.34%	1.66%	122	7,797	1.63%	3.66%	147
3524009	Milton, ON (T)	106,330	0.55%	3,640	1.23%	3.42%	223	3,805	1.28%	3.58%	232	2,641	1.26%	2.48%	229	3,757	1.43%	3.53%	259	6,989	1.46%	6.57%	265
3530010	Cambridge, ON (CY)	114,129	0.59%	3,769	1.27%	3.30%	215	3,089	1.04%	2.71%	176	2,010	0.96%	1.76%	163	3,452	1.31%	3.02%	222	6,865	1.43%	6.01%	242

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

2019 Hamilton - King West BIA Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2019 Visitors		Summer 2019 Visitors		Fall 2019 Visitors		Winter 2019 Visitors		Full Year 2019 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
25,728	14,468	56.2	14,562	56.6	13,523	52.6	13,436	52.2	17,029	66.2

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

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	488,694	17,029	3.5	471,665	96.5

ENVIRONICS ANALYTICS

2020 Hamilton - King West BIA Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2020				Summer 2020				Fall 2020				Winter 2020				Full Year 2020			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	Total	19,302,713	100%	104,871	100%	0.54%	100	159,313	100%	0.83%	100	143,840	100%	0.75%	100	172,035	100%	0.89%	100	285,657	100%	1.48%	100
3525005	Hamilton, ON (C)	483,265	2.50%	65,228	62.20%	13.50%	2484	90,270	56.66%	18.68%	2263	82,833	57.59%	17.14%	2300	98,066	57.00%	20.29%	2277	141,731	49.62%	29.33%	1982
3520005	Toronto, ON (C)	2,568,898	13.31%	6,347	6.05%	0.25%	45	10,694	6.71%	0.42%	50	9,104	6.33%	0.35%	48	10,495	6.10%	0.41%	46	21,594	7.56%	0.84%	57
3524002	Burlington, ON (CY)	163,747	0.85%	5,765	5.50%	3.52%	648	9,984	6.27%	6.10%	739	8,213	5.71%	5.02%	673	10,816	6.29%	6.61%	741	18,498	6.48%	11.30%	763
3521005	Mississauga, ON (CY)	642,951	3.33%	3,164	3.02%	0.49%	91	5,676	3.56%	0.88%	107	6,223	4.33%	0.97%	130	6,014	3.50%	0.94%	105	12,253	4.29%	1.91%	129
3529006	Brantford, ON (CY)	85,464	0.44%	2,480	2.36%	2.90%	534	4,069	2.55%	4.76%	577	4,349	3.02%	5.09%	683	4,814	2.80%	5.63%	632	8,455	2.96%	9.89%	669
3524001	Oakville, ON (T)	174,424	0.90%	2,384	2.27%	1.37%	252	3,631	2.28%	2.08%	252	3,396	2.36%	1.95%	261	3,318	1.93%	1.90%	213	7,448	2.61%	4.27%	289
3521010	Brampton, ON (CY)	596,084	3.09%	1,885	1.80%	0.32%	58	2,784	1.75%	0.47%	57	3,153	2.19%	0.53%	71	3,252	1.89%	0.55%	61	6,859	2.40%	1.15%	78
3528018	Haldimand County, ON (CY)	41,702	0.22%	1,083	1.03%	2.60%	478	2,475	1.55%	5.94%	719	2,110	1.47%	5.06%	679	2,325	1.35%	5.58%	626	4,440	1.55%	10.65%	719
3530013	Kitchener, ON (CY)	212,928	1.10%	1,364	1.30%	0.64%	118	1,762	1.11%	0.83%	100	1,443	1.00%	0.68%	91	1,689	0.98%	0.79%	89	4,123	1.44%	1.94%	131
3530010	Cambridge, ON (CY)	114,129	0.59%	876	0.84%	0.77%	141	1,844	1.16%	1.62%	196	1,235	0.86%	1.08%	145	1,748	1.02%	1.53%	172	3,603	1.26%	3.16%	213

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

2020 Hamilton - King West BIA Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2020 Visitors		Summer 2020 Visitors		Fall 2020 Visitors		Winter 2020 Visitors		Full Year 2020 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
25,728	10,896	42.4	10,995	42.7	10,777	41.9	11,857	46.1	15,383	59.8

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

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	288,473	15,383	5.3	273,090	94.7

ENVIRONICS ANALYTICS

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

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2021				Summer 2021				Fall 2021				Winter 2021				Full Year 2021			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	Total	19,302,713	100%	125,984	100%	0.65%	100	247,489	100%	1.28%	100	259,843	100%	1.35%	100	168,693	100%	0.87%	100	383,028	100%	1.98%	100
3525005	Hamilton, ON (C)	483,265	2.50%	69,285	55.00%	14.34%	2197	123,573	49.93%	25.57%	1994	128,987	49.64%	26.69%	1983	92,703	54.95%	19.18%	2195	166,224	43.40%	34.40%	1733
3520005	Toronto, ON (C)	2,568,898	13.31%	8,896	7.06%	0.35%	53	19,106	7.72%	0.74%	58	20,311	7.82%	0.79%	59	13,188	7.82%	0.51%	59	35,899	9.37%	1.40%	70
3524002	Burlington, ON (CY)	163,747	0.85%	6,468	5.13%	3.95%	605	14,748	5.96%	9.01%	702	17,020	6.55%	10.39%	772	9,295	5.51%	5.68%	650	25,452	6.64%	15.54%	783
3521005	Mississauga, ON (CY)	642,951	3.33%	5,140	4.08%	0.80%	122	11,404	4.61%	1.77%	138	10,085	3.88%	1.57%	117	6,175	3.66%	0.96%	110	18,627	4.86%	2.90%	146
3529006	Brantford, ON (CY)	85,464	0.44%	4,157	3.30%	4.86%	745	6,839	2.76%	8.00%	624	8,643	3.33%	10.11%	751	6,583	3.90%	7.70%	881	12,947	3.38%	15.15%	763
3521010	Brampton, ON (CY)	596,084	3.09%	3,588	2.85%	0.60%	92	6,212	2.51%	1.04%	81	7,656	2.95%	1.28%	95	3,616	2.14%	0.61%	69	12,010	3.14%	2.01%	102
3524001	Oakville, ON (T)	174,424	0.90%	2,820	2.24%	1.62%	248	6,605	2.67%	3.79%	295	7,921	3.05%	4.54%	337	3,695	2.19%	2.12%	242	11,652	3.04%	6.68%	337
3528018	Haldimand County, ON (CY)	41,702	0.22%	1,827	1.45%	4.38%	671	3,383	1.37%	8.11%	633	3,433	1.32%	8.23%	612	2,186	1.30%	5.24%	600	5,650	1.48%	13.55%	683
3530010	Cambridge, ON (CY)	114,129	0.59%	1,315	1.04%	1.15%	177	3,136	1.27%	2.75%	214	3,639	1.40%	3.19%	237	1,664	0.99%	1.46%	167	5,472	1.43%	4.79%	242
3530013	Kitchener, ON (CY)	212,928	1.10%	1,432	1.14%	0.67%	103	3,526	1.42%	1.66%	129	2,020	0.78%	0.95%	70	2,427	1.44%	1.14%	130	5,168	1.35%	2.43%	122

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

2021 Hamilton - King West BIA Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2021 Visitors		Summer 2021 Visitors		Fall 2021 Visitors		Winter 2021 Visitors		Full Year 2021 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
25,728	8,184	31.8	10,317	40.1	10,935	42.5	12,284	47.7	12,480	48.5

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

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	388,591	12,480	3.2	376,111	96.8

ENVIRONICS
ANALYTICS

ENVIRONICS ANALYTICS

Customers: Hamilton_King West BIA - FY 2021: Sum_Unique_Visitors

Total Customers:330,804

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

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23 MID-CITY MELLOW

U2 URBAN OLDER | OLDER FAMILIES & EMPTY NESTS M1
Older and mature city homeowners

Rank: 1
Customers: 27,497
Customers %: 8.31
% in Benchmark: 4.63
Index: **179**

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, Portugese, 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).

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19 FAMILY MODE

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

Rank: 2
Customers: 19,156
Customers %: 5.79
% in Benchmark: 4.68
Index: **124**

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

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08 MULTICULTURE-ISH

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

Rank: 3
Customers: 19,060
Customers %: 5.76
% in Benchmark: 5.19
Index: **111**

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

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05 FIRST-CLASS FAMILIES

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

Rank: 4
Customers: 17,631
Customers %: 5.33
% in Benchmark: 4.16
Index: **128**

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

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36 MIDDLE-CLASS MOSAIC

U2 URBAN OLDER | MIDDLE-AGE FAMILIES F3
Middle-income urban homeowners

Rank: 5
Customers: 15,915
Customers %: 4.81
% in Benchmark: 1.45
Index: **333**

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

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