Community Profile: Georgetown

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

Date: September 29, 2022
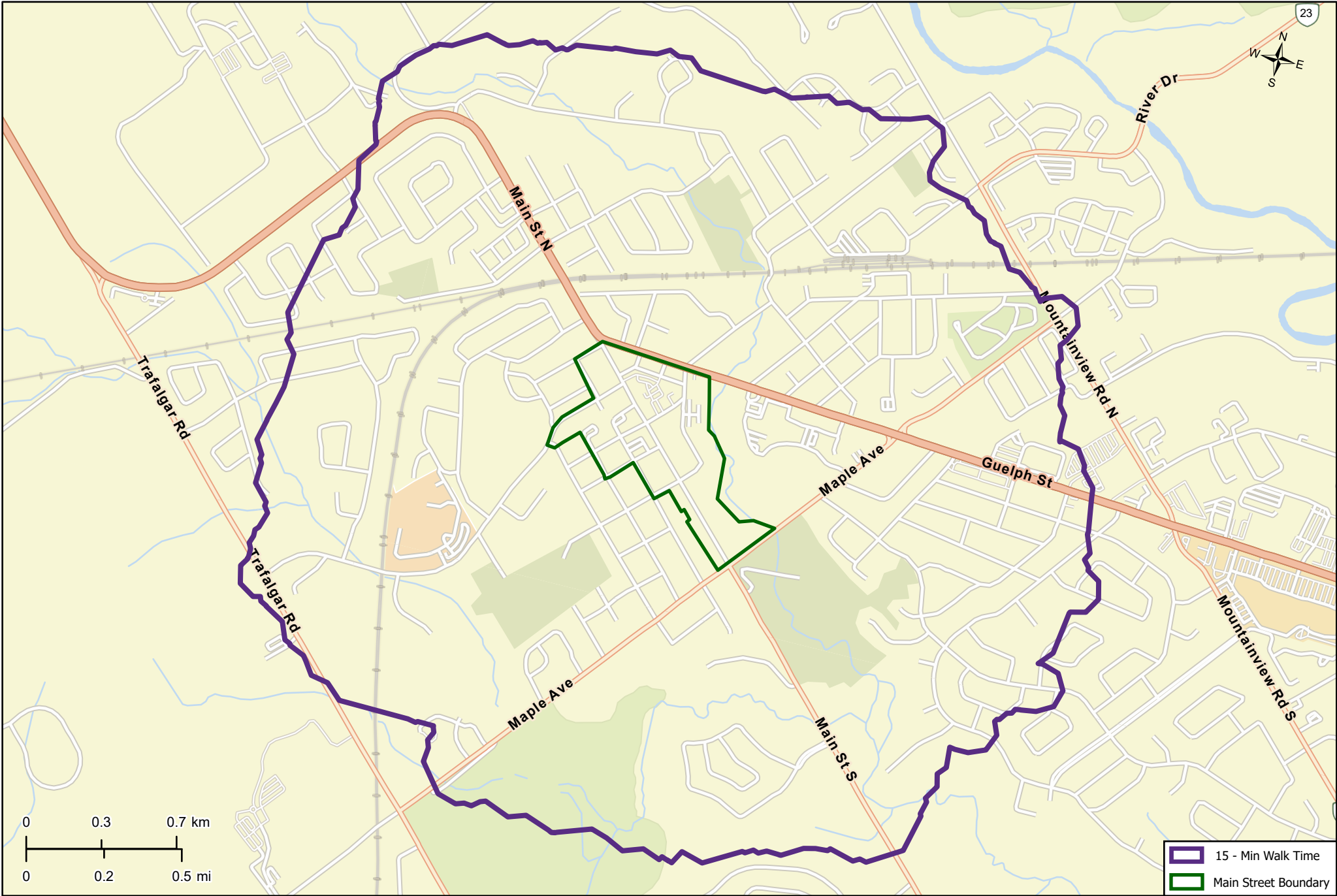
Table of Contents

Georgetown
Main Street Boundary and Trade Area

ENVIRONICS
ANALYTICS

Main St N

River Dr

Trafalgar Rd

Trafalgar Rd

Maple Ave

Maple Ave

Guelph St

Mountainview Rd N

Mountainview Rd S

Main St S

0   0.3   0.7 km

0   0.2   0.5 mi

15 - Min Walk Time

Main Street Boundary

2022-09-27 12:55 PM

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1

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Georgetown

POPULATION
12,461

HOUSEHOLDS
4,752

MEDIAN MAINTAINER AGE
55
Index:102

MARITAL STATUS
56.6%
Index: 98

Married/Common-Law

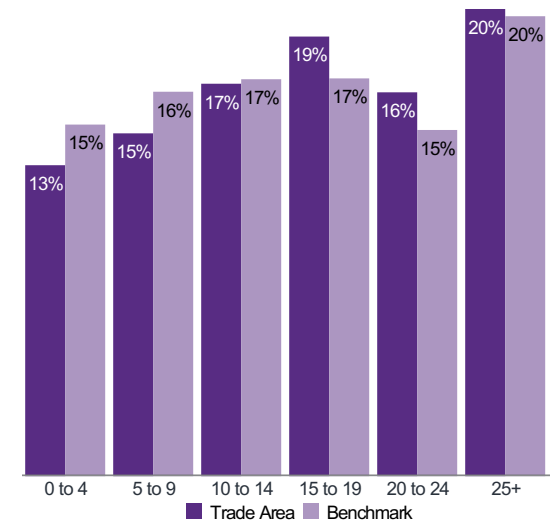## FAMILY STATUS*
17.6%
Index:111

Total Lone-Parent Families

HOUSEHOLD SIZE

	Trade Area	Benchmark
1 Person	25%	24%
2 Persons	33%	33%
3 Persons	17%	16%
4 Persons	17%	17%
5+ Persons	7%	11%
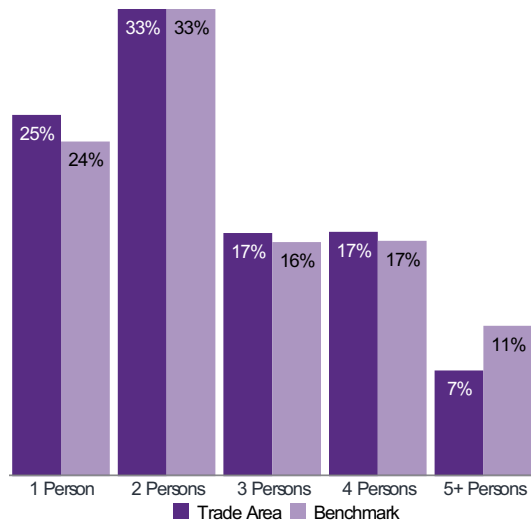
POPULATION BY AGE

	Count	%	Index
0 to 4	530	4.3	86
5 to 9	559	4.5	84
10 to 14	679	5.4	97
15 to 19	783	6.3	109
20 to 24	792	6.4	97
25 to 29	774	6.2	87
30 to 34	776	6.2	91
35 to 39	687	5.5	84
40 to 44	729	5.8	94
45 to 49	891	7.2	116
50 to 54	989	7.9	123
55 to 59	984	7.9	112
60 to 64	833	6.7	98
65 to 69	623	5.0	87
70 to 74	588	4.7	99
75 to 79	500	4.0	113
80 to 84	358	2.9	127
85+	385	3.1	139

AGE OF CHILDREN AT HOME

	Trade Area	Benchmark
0 to 4	13%	15%
5 to 9	15%	16%
10 to 14	17%	17%
15 to 19	19%	17%
20 to 24	16%	15%
25+	20%	20%

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Georgetown

Population: 12,461 | **Households:** 4,752

TENURE

Rented 25.6%

Owned 74.4%
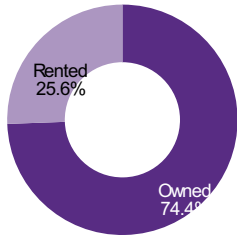
STRUCTURE TYPE

72.7%
Houses
Index:94

27.1%
Apartments
Index:123

AGE OF HOUSING*

60+ Years Old
% Comp:35.4   Index: 175

AVERAGE HOUSEHOLD INCOME

$130,856
Index:112

HOUSEHOLD INCOME DISTRIBUTION

Income Range	Trade Area	Benchmark
$0 to $19,999	2%	4%
$20,000 to $39,999	12%	15%
$40,000 to $59,999	11%	13%
$60,000 to $79,999	11%	12%
$80,000 to $99,999	11%	11%
$100,000 to $124,999	12%	11%
$125,000 to $149,999	10%	9%
$150,000 to $199,999	13%	11%
$200,000 to $299,999	12%	9%
$300,000+	7%	6%

■ 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: Georgetown

Population: 12,461 | **Households:** 4,752

EDUCATION

24.9%
Index:91

University Degree

LABOUR FORCE PARTICIPATION

70.8%
Index:108

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

46.8%
Index:117

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

3.7%
Index:112

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

EDUCATIONAL ATTAINMENT
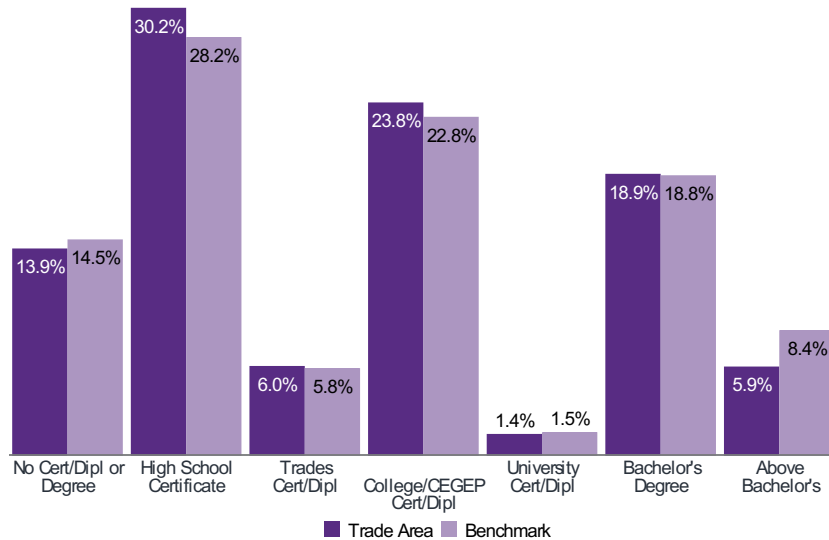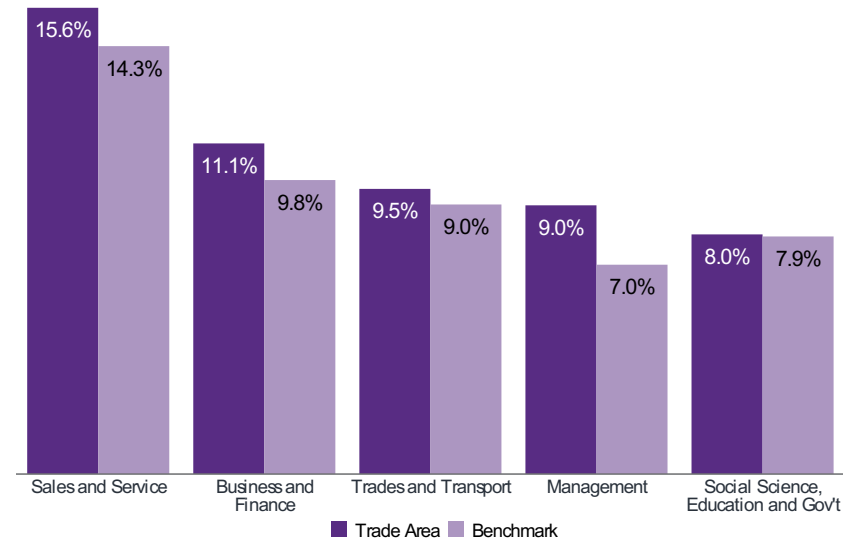
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	13.9%	14.5%
High School Certificate	30.2%	28.2%
Trades Cert/Dipl	6.0%	5.8%
College/CEGEP Cert/Dipl	23.8%	22.8%
University Cert/Dipl	1.4%	1.5%
Bachelor's Degree	18.9%	18.8%
Above Bachelor's	5.9%	8.4%

■ Trade Area ■ Benchmark

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	15.6%	14.3%
Business and Finance	11.1%	9.8%
Trades and Transport	9.5%	9.0%
Management	9.0%	7.0%
Social Science, Education and Gov't	8.0%	7.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Georgetown

Population: 12,461 | **Households:** 4,752

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
1.8%	6.4%	0.4%	15.2%	Before 2001
Index:76	Index:22	Index:20	Index:56	11.3% Index:81
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

South Asian: 1.4% (Trade Area), 10.3% (Benchmark)
Black: 1.3% (Trade Area), 4.5% (Benchmark)
Latin American: 1.1% (Trade Area), 1.3% (Benchmark)
Chinese: 0.8% (Trade Area), 5.0% (Benchmark)
Filipino: 0.7% (Trade Area), 1.4% (Benchmark)

■ Trade Area ■ Benchmark
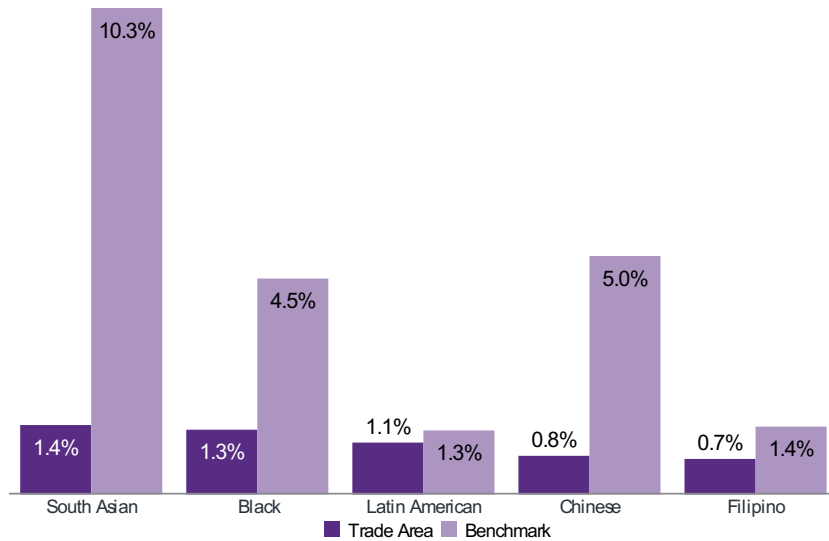
LANGUAGES SPOKEN AT HOME: TOP 5**
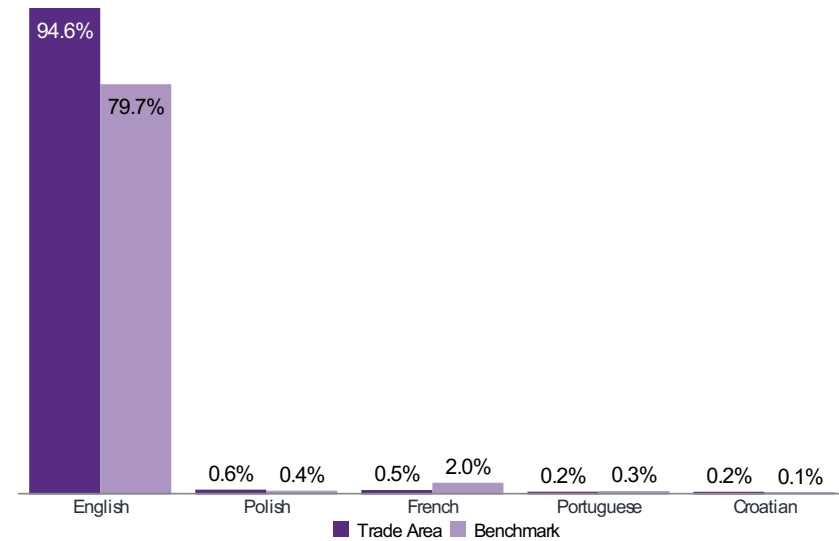
English: 94.6% (Trade Area), 79.7% (Benchmark)
Polish: 0.6% (Trade Area), 0.4% (Benchmark)
French: 0.5% (Trade Area), 2.0% (Benchmark)
Portuguese: 0.2% (Trade Area), 0.3% (Benchmark)
Croatian: 0.2% (Trade Area), 0.1% (Benchmark)

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

**Ranked by percent composition*

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

ENVIRONICS
ANALYTICS

Top 5 segments represent **51.7%** of households in Georgetown

19 FAMILY MODE

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

Rank:	1
Hhlds:	565
Hhld %:	11.90
% in Benchmark:	4.31
Index:	276

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.
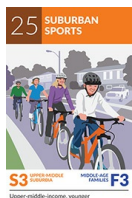
53 SILVER FLATS

S6 OLDER SUBURBAN · MATURE SINGLES & COUPLES M2
Mature suburban singles and couples

Rank:	2
Hhlds:	501
Hhld %:	10.54
% in Benchmark:	1.60
Index:	658

Silver Flats is the oldest segment, a collection of suburban neighbourhoods found mostly around large and midsize cities. Home to a mix of third- and second-generation Canadians, nearly half the maintainer population is over 65 years old and two-thirds are retired. No segment has a greater concentration of widows and widowers: 15 percent, or three times the national average. While incomes are downscale, many Silver Flats households are financially sound thanks to modest pensions, government transfers and tidy nest eggs. In their apartments and condos, they enjoy quiet hobbies like reading books, bird-watching, knitting, making crafts and collecting coins and stamps. They can afford to go to sporting events to watch professional baseball, football and golf. And many like to keep fit, taking fitness classes, rowing and fitness walking. With their advancing age, many Silver Flats members make an Effort Toward Health so they can enjoy their retirement years. They also score high for the value Propriety, reflected in their courteous and respectful attitude towards others.

04 TURBO BURBS

S1 SUBURBAN ELITE · MIDDLE-AGE FAMILIES F3
Middle-aged upscale suburbanites

Rank:	3
Hhlds:	490
Hhld %:	10.31
% in Benchmark:	1.67
Index:	619

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

25 SUBURBAN SPORTS

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

Rank:	4
Hhlds:	477
Hhld %:	10.04
% in Benchmark:	2.02
Index:	496

Widely dispersed across Canada, Suburban Sports is one of the larger segments, a suburban refuge for younger and middle-aged families. Originally built on exurban tracts in the 1960s and 1970s, the subdivisions have evolved into conventional suburbs of small urban areas. Eight in ten households own a home, typically a singled-detached house or a duplex. The households are nearly evenly divided between couples and families, maintainers range from 35 to 64, and children are of all ages. Moderately educated, most adults have completed high school or college and hold service sector and blue-collar jobs in natural resources and the trades; thanks to dual incomes, these households earn solid, upper-middle-class incomes. Suburban Sports scores among the top segments for English-speaking residents, reflecting its third-plus-generation Canadian population of nearly 70 percent. No doubt the presence of children affects the popularity of family-friendly activities like snowboarding, baseball, basketball and swimming. But they also enjoy watching sports, rooting for their favourite pro hockey, soccer and football teams. Not surprising, Suburban Sports members score high for Need for Escape, making a concious effort to escape the stress and responsibilities of every day life once in a while.

09 BOOMER BLISS

S1 SUBURBAN ELITE · OLDER FAMILIES & EMPTY NESTS M1
Older and mature, upper-middle-income suburbanites

Rank:	5
Hhlds:	423
Hhld %:	8.90
% in Benchmark:	2.88
Index:	310

Boomer Bliss consists of older couples and families found in suburban neighbourhoods throughout the country surrounding large cities like Vancouver, Hamilton, St. Catharines and Victoria. Nearly two-thirds of maintainers are over 55 years old, and households include both retirees and those still in the labour force. With their university and college educations, those still employed hold white-collar positions in management, education, health and government services. Their upper-middle-class incomes—about 35 percent above average—allow them to own comfortable single-detached houses built between 1960 and 2000. Many of the adults are longtime residents who have paid off their mortgages and show little interest in leaving their now-empty nests. Like other suburbanites, they score high for owning an SUV, though in this segment it's more likely to be an imported luxury model. Boomer Bliss members take advantage of their proximity to both city centres and small towns, enjoying the arts—including theatre productions, art galleries and rock and country music concerts—and outdoor activities like golfing and fishing. Financially comfortable, they feel secure in their suburban communities filled with like-minded second- and third-generation Canadians, and they score low for Penchant for Risk.

Benchmark: Southern Ontario

Psychographics | SocialValues Overview

Trade Area: Georgetown

⬆ Strong Values

Values	Index
Utilitarian Consumerism	117
Cultural Assimilation	116
Obedience to Authority	116
Need for Escape	112
Parochialism	111
Rejection of Orderliness	111
Emotional Control	109
Brand Apathy	108
Personal Control	108
Confidence in Small Business	107

⬇ Weak Values

Values	Index
Ostentatious Consumption	73
Importance of Aesthetics	74
Status via Home	74
Attraction For Crowds	79
Need for Status Recognition	80
Advertising as Stimulus	82
Equal Relationship with Youth	82
Joy of Consumption	82
Sexism	83
Enthusiasm for Technology	84

⭐ Descriptions | Top 3 Strong Values

Utilitarian Consumerism

Tendency to base purchase decisions on utilitarian rather than aesthetic considerations. Measures the attention given to utility of objects and products purchased. People strong on this construct seldom buy products purely for their appearance. Lack of a need to engage in personal expression through aesthetic means.

Cultural Assimilation

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

Obedience to Authority

A belief in playing by the rules. The belief that persons or organizations in positions of authority should be deferred to at all times. A belief that there are rules in society and everyone should follow them. The feeling that young people in particular should be taught to obey authority rather than question it.

⭐ Descriptions | Top 3 Weak Values

Ostentatious Consumption

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

Importance of Aesthetics

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

Status via Home

Feeling a strong sense that one's home represents an extension of one's image. People strongest on this construct make great efforts to decorate and equip their homes in a manner that will impress others, and pay particular attention to the way they entertain in the home.

Benchmark: Ontario

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: Georgetown

WealthScapes Households: 4,735

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 130,731	**$ 100,219**	**$ 70,027**	**$ 4,941**
Index: 112	Index: 110	Index: 111	Index: 136

WEALTH*   ## ASSETS*

Net Worth
% Holders
99.9%   Index:100
Balance
$1,077,541
Index:110

Savings
% Holders
95.1%   Index:58
Balance
$141,874
Index:107

Investments
% Holders
65.2%   Index:108
Balance
$399,940
Index:102

Unlisted Shares
% Holders
12.3%   Index:112
Balance
$513,383
Index:83

Real Estate
% Holders
76.5%   Index:101
Balance
$1,158,631
Index:115

Liquid Assets
% Holders
98.3%   Index:100
Balance
$403,608
Index:109

DEBT*

Consumer Debt
% Holders
94.7%   Index:101
Balance
$59,128
Index:102

Mortgage Debt
% Holders
49.8%   Index:106
Balance
$430,026
Index:123

FINANCIAL RATIO

Debt:Asset
% Holders
0.20%   Index:109

Benchmark: Southern Ontario

% Holders represent where customers are found.

*Average values per holding household as at December 31, 2021.

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Index Colours:	<80	80 - 110	110+

10

Financial | WealthScapes - Ratios

Trade Area: Georgetown

WealthScapes Households: 4,735

FINANCIAL RATIOS*

Debt: Asset

0.20

Index:109

Debt: Liquid Assets

0.68

Index: 112

Consumer Debt - Discr. Income

0.80

Index:93

Savings - Investments

0.52

Index:98

Pension - Non-Pension Assets

0.16

Index:91

Real Estate Assets - Liq. Assets

2.23

Index:105

Mortgage - Real Estate Assets

0.24

Index:112

Mortgage - Consumer Debt

3.82

Index:126

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+

Average values per holding household as at December 31, 2021

11

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Georgetown   **Households:** 4,706

Total Aggregate Current Consumption: $414,919,130

Average Current Consumption	**Average Household Income**	**Average Disposable Income**
$88,168	$129,509	$96,657
Index: 108	Index: 113	Index: 108

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$23,038	26.1%
Index: 110	Index: 102

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$15,017	17.0%
Index: 109	Index: 101

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$13,222	15.0%
Index: 103	Index: 96

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$6,270	7.1%
Index: 109	Index: 101

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$5,641	6.4%
Index: 103	Index: 96

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$5,611	6.4%
Index: 117	Index: 109

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$4,288	4.9%
Index: 108	Index: 100

Tobacco and Alcohol
Avg. Dollars/Household	Pct. of Total Expenditure
$3,950	4.5%
Index: 111	Index: 103

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$3,397	3.9%
Index: 103	Index: 95

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: **Households:** 4,706

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$129,509	$13,222	$4,144	$9,078
Index: 113	Index: 103	Index: 103	Index: 104

Total Aggregate Food Expenditure: $ 62,224,959

Bakery		Cereal Products		Fruit and nuts	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$867	9.6%	$537	5.9%	$1,114	12.3%
Index: 99	Index: 96	Index: 105	Index: 101	Index: 102	Index: 98

Vegetables		Dairy products & Eggs		Meat	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$1,019	11.2%	$1,282	14.1%	$1,610	17.7%
Index: 110	Index: 106	Index: 100	Index: 97	Index: 102	Index: 99

Fish & Seafood		Beverages & Other Food	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$333	3.7%	$2,317	25.5%
Index: 113	Index: 109	Index: 105	Index: 101

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

Trade Area: Georgetown   **Household Population 14+:** 10,455

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	11.8	12.9	91
Going to restaurants, bars or night clubs	60.9	60.8	100
Having physical Contact with family and friends	64.3	64.2	100
Participating in group activities	46.3	43.1	107
Partying	20.3	20.7	98
Seeing family and friends in person	71.9	69.6	103
Entertainment			
Attending events, festivals or concerts	44.2	44.8	99
Attending sports events (excludes professional sports)	24.5	21.7	113
Attending to professional sports events or games	26.5	27.4	97
Going to the movies	48.3	47.3	102
Movement & Travel			
Driving more	19.4	17.6	111
Shopping in-store	47.2	49.8	95
Spending time outdoors	34.2	39.4	87
Travelling outside of Canada/ abroad	57.1	56.5	101
Travelling within Canada	55.8	55.9	100
Using public transit	10.2	12.5	82
Personal			
Getting back to old habits	38.3	40.0	96
Going to a salon, barber shop or spa	40.5	40.1	101
Going to the gym	19.6	22.2	88
Education/Work			
Children going back to school	20.2	20.3	100
Going back to work	14.7	14.2	104

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural - Vividata | Media Overview

Trade Area: Georgetown

Household Population 14+: 10,455

ENVIRONICS ANALYTICS

RADIO
Listeners: 81.6%
Index: 101

7.7 Hours/Week*
Index: 95

Top Formats

Format	Trade Area	Benchmark
Traffic	15.5%	13.9%
Jazz	9.3%	9.1%
Classical	13.6%	13.4%

TELEVISION
Viewers: 96.3%
Index: 101

19.8 Hours/Week*
Index: 101

Top Program Types

Program Type	Trade Area	Benchmark
Children's Cartoons	25.7%	22.8%
Movies	77.3%	71.2%
Science Fiction/Fantasy Dramas	39.5%	36.5%

NEWSPAPER
Readers: 21.8%
Index: 92

0.5 Hours/Week*
Index: 98

Top Sections Read

Section	Trade Area	Benchmark
Local News	18.3%	18.8%
World News	17.3%	17.7%
Sports	10.3%	10.6%

MAGAZINE
Readers: 72.0%
Index: 102

1.4 Hours/Month*
Index: 92

Top Titles

Title	Trade Area	Benchmark
Professionally Speaking	6.9%	5.7%
CAA Magazine	28.4%	26.1%
People	33.9%	31.8%

INTERNET
Users: 100.0%
Index: 100

25.6 Hours online past week*
Index: 101

Top Activities

Activity	Trade Area	Benchmark
E-books/Audiobooks	27.0%	22.7%
Career/Job Search	26.1%	23.2%
Clip Mobile Coupons	16.8%	15.0%

DIRECT/OUTDOOR

2 Times used public transit past week*
Index: 74

Top DM Formats Used to Plan/Make Purchases

Format	Trade Area	Benchmark
Addressed Mail Offers	10.1%	7.9%
Unaddressed Mail Offers	5.2%	4.1%
Brochures	10.2%	9.1%

Benchmark: Southern Ontario

Consumption values based to variable's incidence count.

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

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

Opticks Social | Social Media Activities

Trade Area: Georgetown

Household Population 18+: 9,832

ENVIRONICS ANALYTICS

FACEBOOK

76.5% currently use

Index: **100**

Top Activities (Daily)

- Read news feed: 41.1% / 39.5%
- Cmt/Like other users' posts: 27.2% / 26.7%
- Use Messenger: 21.1% / 21.3%

■ Trade Area ■ Benchmark

TWITTER

27.8% currently use

Index: **96**

Top Activities (Daily)

- Read tweets: 12.5% / 12.9%
- Watch videos: 4.3% / 5.4%
- Send/Receive Direct Msgs: 3.2% / 4.0%

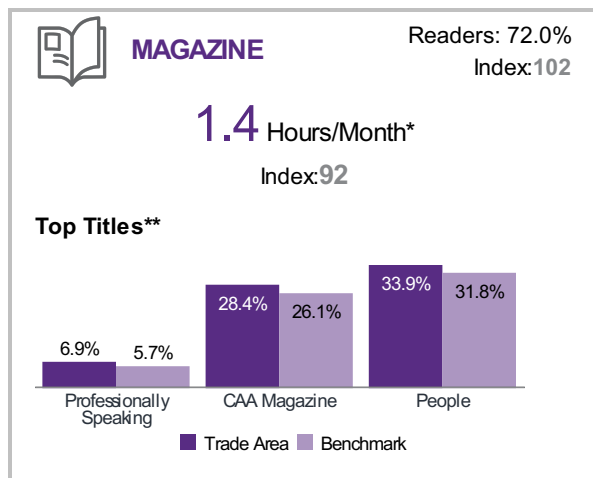■ Trade Area ■ Benchmark

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INSTAGRAM

38.2% currently use

Index: **98**

Top Activities (Daily)

- View photos/videos: 9.7% / 8.9%
- Like photos/videos: 6.6% / 6.9%
- Comment on photos/videos: 4.0% / 4.1%

■ Trade Area ■ Benchmark

LINKEDIN

37.7% currently use

Index: **93**

Top Activities (Weekly)

- Read your newsfeed: 3.9% / 4.1%
- Watch videos: 3.0% / 2.6%
- Search and review other profiles: 2.8% / 3.3%

■ Trade Area ■ Benchmark

YOUTUBE

71.7% currently use

Index: **102**

Top Activities (Daily)

- Watch videos: 24.2% / 27.6%
- Like/dislike videos: 5.6% / 7.7%
- Watch live videos: 5.0% / 6.3%

■ Trade Area ■ Benchmark

SNAPCHAT

9.1% currently use

Index: **84**

Top Activities (Weekly)

- Receive photos/videos: 4.4% / 5.2%
- Send photos/videos: 3.5% / 4.4%
- Send direct text messages: 3.4% / 4.7%

■ Trade Area ■ Benchmark

WHATSAPP

35.7% currently use

Index: **85**

Top Activities (Daily)

- Send/receive images: 4.2% / 5.2%
- Send/receive messages: 3.8% / 5.4%
- Use group chats: 2.5% / 4.1%

■ Trade Area ■ Benchmark

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+

18

Opticks Social | Social Media Usage

Trade Area: Georgetown

Household Population 18+: 9,832

FRIENDS IN ALL SM NETWORKS

41.7%

Index: **107**

0-49 friends

FREQUENCY OF USE (DAILY)

55.7%

Index: **101**

Facebook

BRAND INTERACTION

30.2%

Index: **100**

Like brand on Facebook

NO. OF BRANDS INTERACTED

29.1%

Index: **100**

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
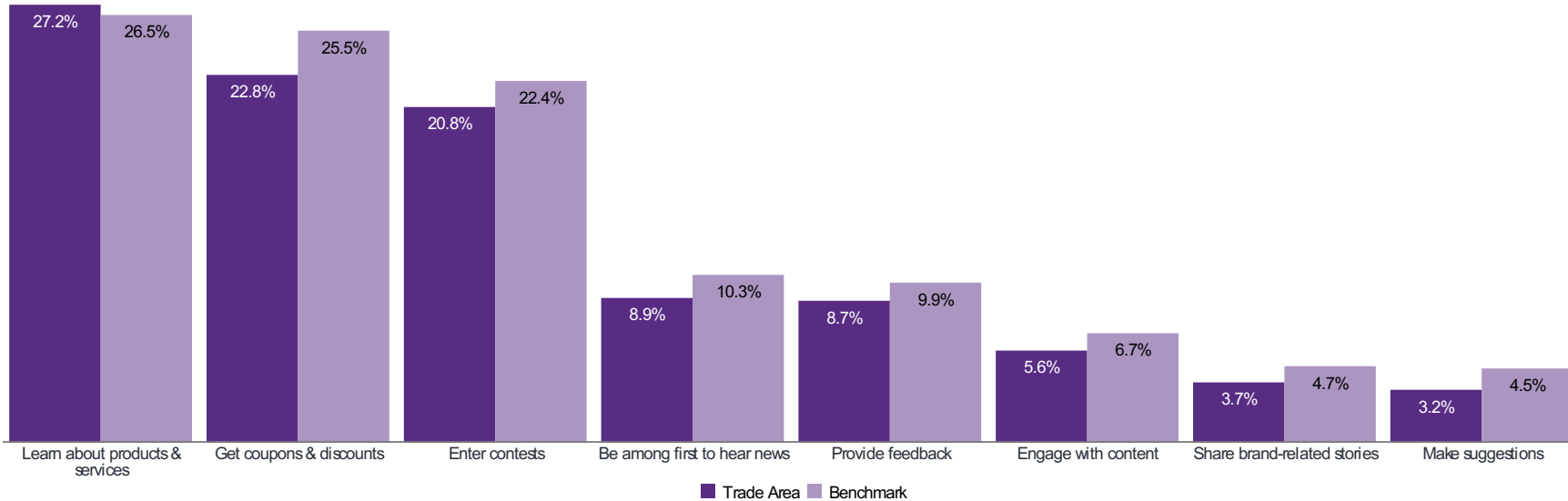
	Trade Area	Benchmark
Learn about products & services	27.2%	26.5%
Get coupons & discounts	22.8%	25.5%
Enter contests	20.8%	22.4%
Be among first to hear news	8.9%	10.3%
Provide feedback	8.7%	9.9%
Engage with content	5.6%	6.7%
Share brand-related stories	3.7%	4.7%
Make suggestions	3.2%	4.5%

■ 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: Georgetown

Total Household Population 18+: 9,832

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

% Comp 88.4 **Index** 102

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

% Comp 41.2 **Index** 93

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

% Comp 84.7 **Index** 102

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

% Comp 36.2 **Index** 94

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

% Comp 52.3 **Index** 97

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

% Comp 20.8 **Index** 78

Benchmark: Southern Ontario

Ranked by percent composition.

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Purchase Preferences

Trade Area: Georgetown

ENVIRONICS ANALYTICS

Total Household Population 18+: 9,832

PURCHASE DECISION FACTORS

89.1%
Index: 106

Product quality

ONLINE PURCHASE PREFERENCE

12.7%
Index: 90

Event tickets via Mobile Phone

CUSTOMER SERVICE ONLINE

25.7%
Index: 98

Govt. services

FORM OF PAYMENT ONLINE

4.5%
Debit Card   Index: 101

62.7%
Credit Card   Index: 101

6.8%
Third Party   Index: 118

IN-STORE PURCHASE PREFERENCE - Top 5

Category	Trade Area	Benchmark
Groceries	87.9%	83.7%
Clothing & Fashions	82.6%	77.4%
Automotive	80.7%	76.0%
Home & Garden	77.5%	71.7%
Home Electronics & Computers	75.2%	70.7%
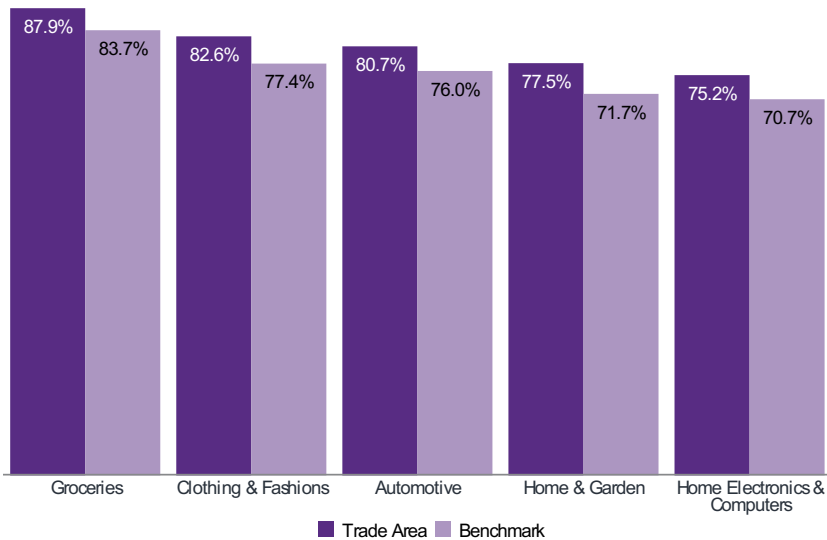
IN-STORE PURCHASE REASON - Top 5
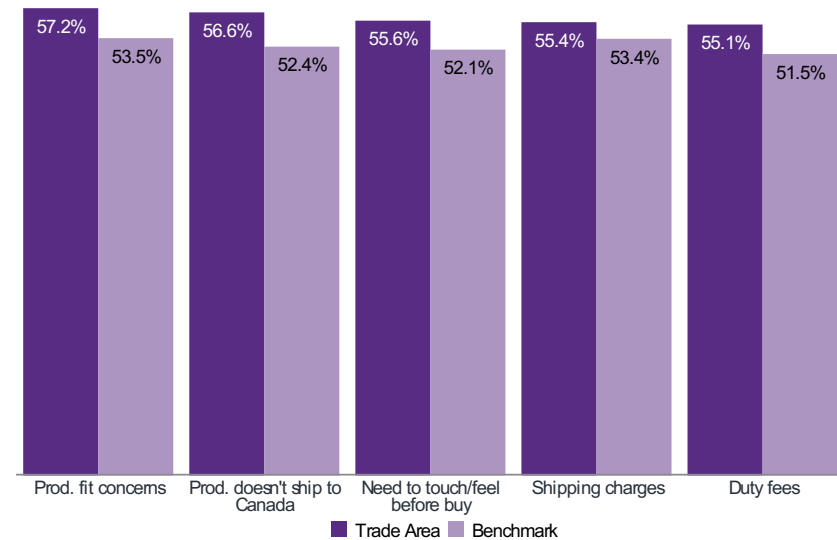
Reason	Trade Area	Benchmark
Prod. fit concerns	57.2%	53.5%
Prod. doesn't ship to Canada	56.6%	52.4%
Need to touch/feel before buy	55.6%	52.1%
Shipping charges	55.4%	53.4%
Duty fees	55.1%	51.5%

Benchmark: Southern Ontario

*Ranked by percent with minimum 5% composition.

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

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(https://en.environicsanalytics.com/Envision/About/1/2022)

Index Colours:	<80	80 - 110	110+

22

Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area:

Total Household Population 18+: 9,832

BEHAVIOURAL PREFERENCES BY CHANNEL

CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	69.1% Index:104	32.8% Index:96	10.8% Index:85	2.1% Index:74
Purchase preference	82.6% Index:107	27.4% Index:97	7.8% Index:84	1.9% Index:78
Customer Service	69.0% Index:108	13.3% Index:88	2.6% Index:55	22.4% Index:105

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.0%	3.2%	10.8%	8.8%	3.9%	1.9%
Benchmark	1.3%	3.3%	10.6%	8.2%	4.0%	2.1%

Benchmark: Southern Ontario

(!) 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:

Total Household Population 18+: 9,832

BEHAVIOURAL PREFERENCES BY CHANNEL

HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	55.1% Index:**102**	53.7% Index:**108**	14.6% Index:**98**	6.8% Index:**88**
Purchase preference	75.2% Index:**106**	38.2% Index:**101**	9.0% Index:**89**	5.2% Index:**89**
Customer Service	63.8% Index:**108**	19.3% Index:**95**	4.6% Index:**78**	39.1% Index:**108**

AMOUNT SPENT [PST 12 MTHS]
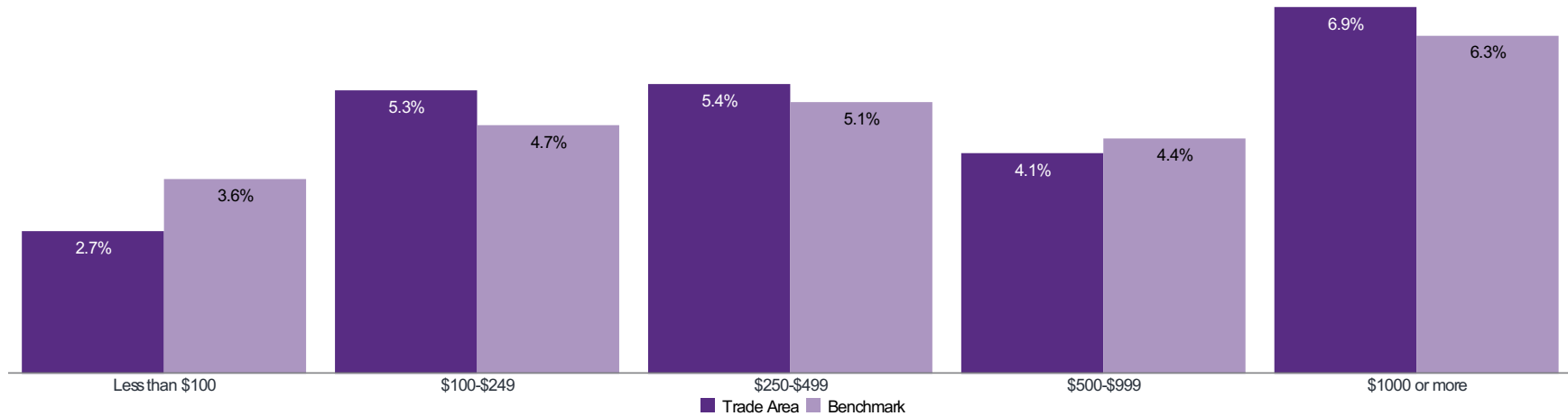
	Less than $100	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	2.7%	5.3%	5.4%	4.1%	6.9%
Benchmark	3.6%	4.7%	5.1%	4.4%	6.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive

ENVIRONICS
ANALYTICS
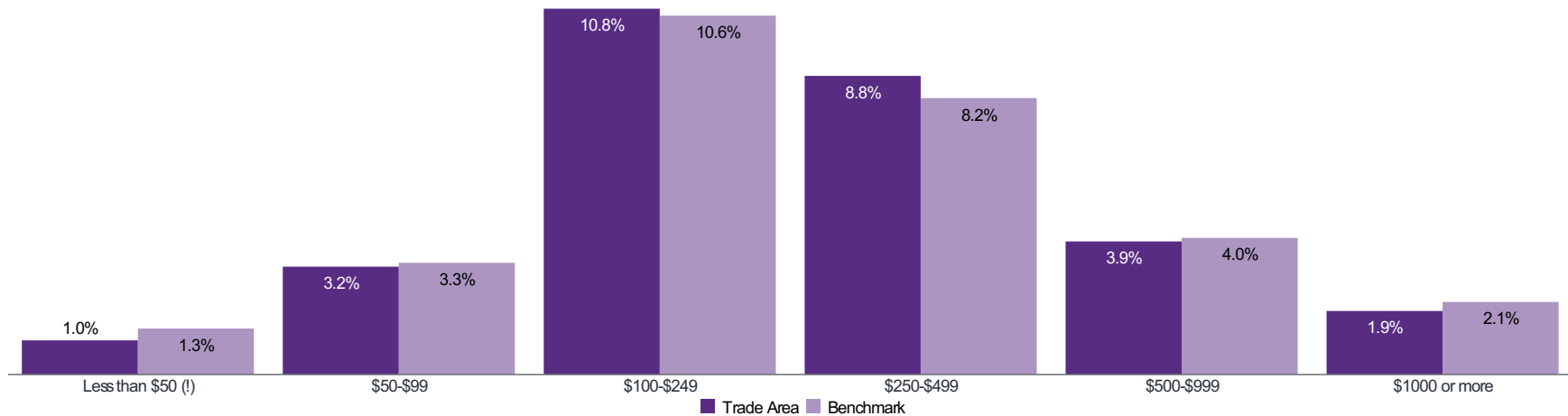
Trade Area:

Total Household Population 18+: 9,832

BEHAVIOURAL PREFERENCES BY CHANNEL

GIFT CARDS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	48.5% Index:102	31.4% Index:101	9.9% Index:102	2.4% Index:68
Purchase preference	62.0% Index:105	28.6% Index:96	7.5% Index:88	2.4% Index:84
Customer Service	43.2% Index:100	16.2% Index:92	4.1% Index:86	29.0% Index:107

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.0%	4.0%	5.4%	3.7%	1.3%
Benchmark	2.2%	4.1%	6.4%	3.0%	1.6%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Groceries Deep Dive

Trade Area: **Total Household Population 18+:** 9,832

BEHAVIOURAL PREFERENCES BY CHANNEL

GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	76.8% Index:104	19.0% Index:95	7.7% Index:86	1.0% Index:40
Purchase preference	87.9% Index:105	12.5% Index:88	4.2% Index:76	1.9% Index:86
Customer Service	74.1% Index:106	7.0% Index:76	2.6% Index:71	18.3% Index:102

AMOUNT SPENT [PST 12 MTHS]

	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.9%	3.2%	2.9%	6.7%
Benchmark	2.9%	3.4%	2.8%	6.1%

Benchmark: Southern Ontario

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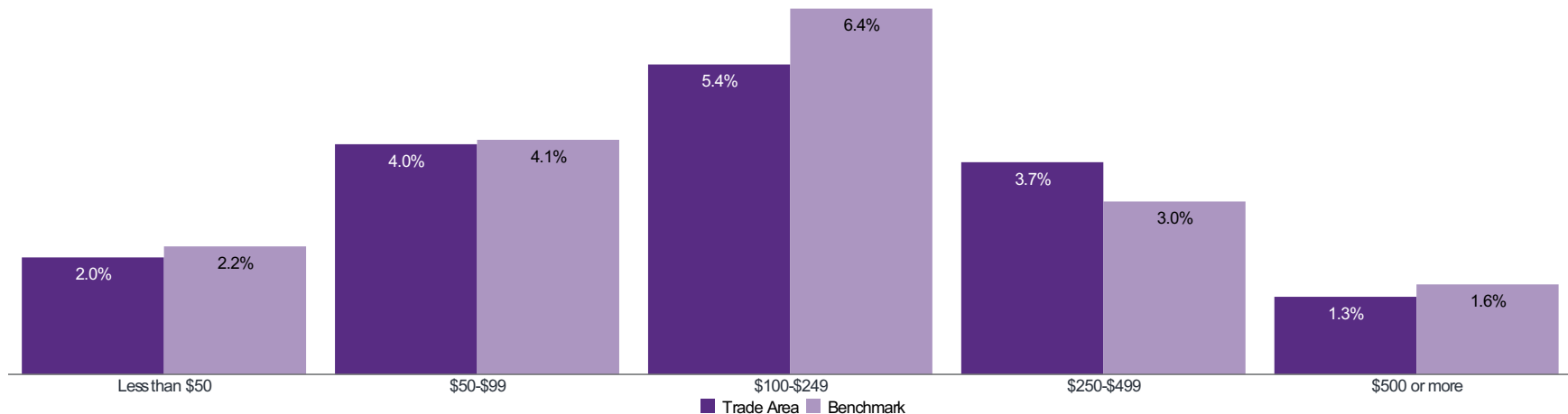
Index Colours:	<80	80 - 110	110+

Opticks eShopper | Beauty & Cosmetics Deep Dive

Trade Area:

Total Household Population 18+: 9,832

BEHAVIOURAL PREFERENCES BY CHANNEL

BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	36.0% Index:97	16.5% Index:84	6.1% Index:81	1.7% Index:63
Purchase preference	47.0% Index:100	14.6% Index:85	4.5% Index:76	1.8% Index:71
Customer Service	38.6% Index:102	7.7% Index:72	2.8% Index:71	14.8% Index:94

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	2.0%	3.2%	4.0%	1.4%	1.0%
Benchmark	2.4%	3.5%	4.7%	2.4%	1.1%

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

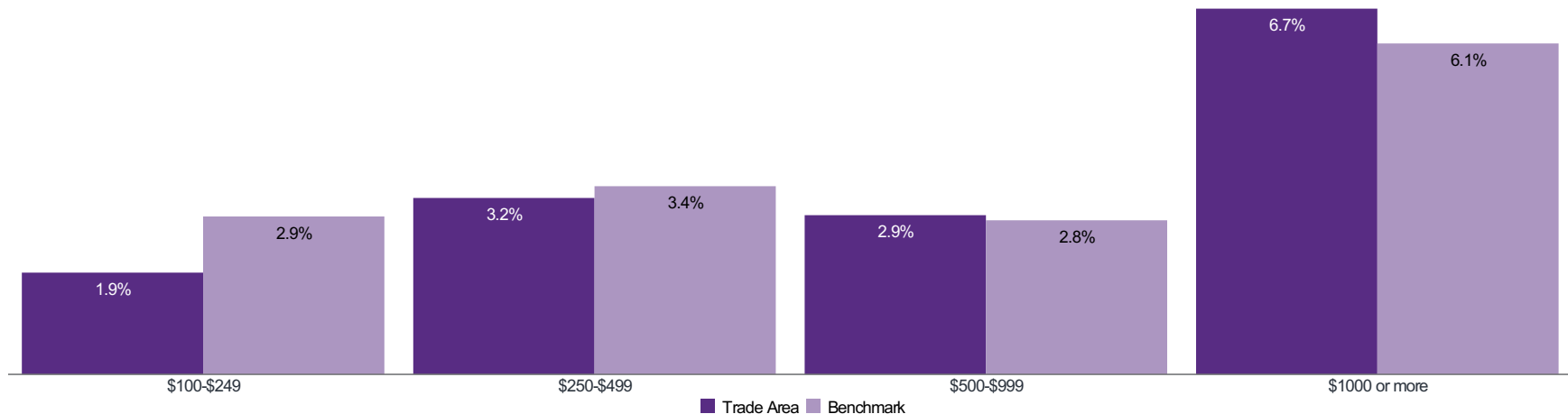# Opticks eShopper | Home & Garden Deep Dive

Trade Area:

Total Household Population 18+: 9,832

BEHAVIOURAL PREFERENCES BY CHANNEL

HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	61.0% Index:107	35.0% Index:104	10.0% Index:96	3.6% Index:76
Purchase preference	77.5% Index:108	21.4% Index:105	4.2% Index:75	3.9% Index:113
Customer Service	61.7% Index:107	10.8% Index:86	2.9% Index:69	25.7% Index:110

AMOUNT SPENT [PST 12 MTHS]
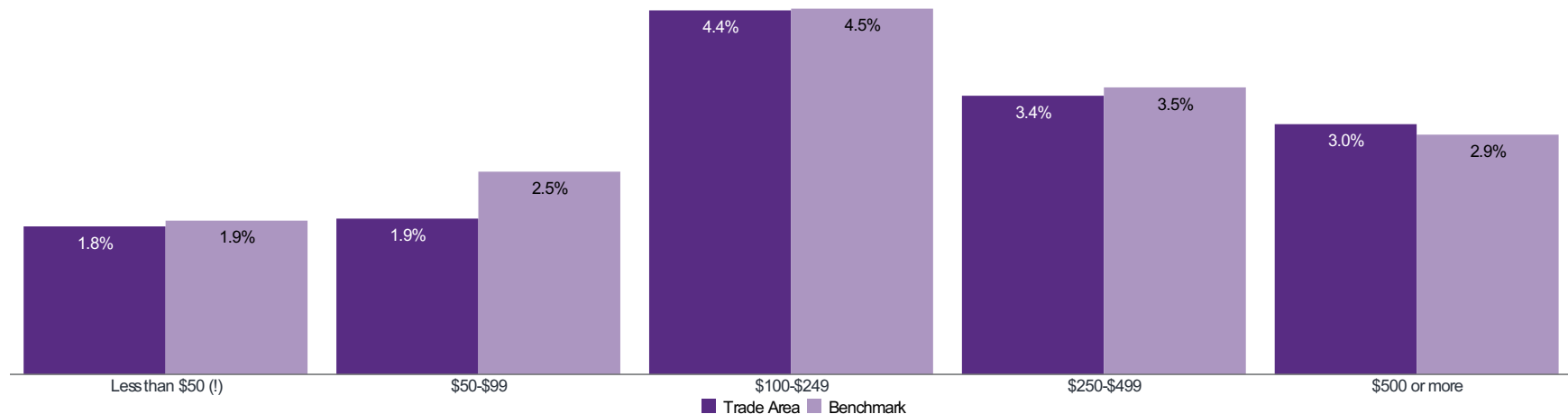
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.8%	1.9%	4.4%	3.4%	3.0%
Benchmark	1.9%	2.5%	4.5%	3.5%	2.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

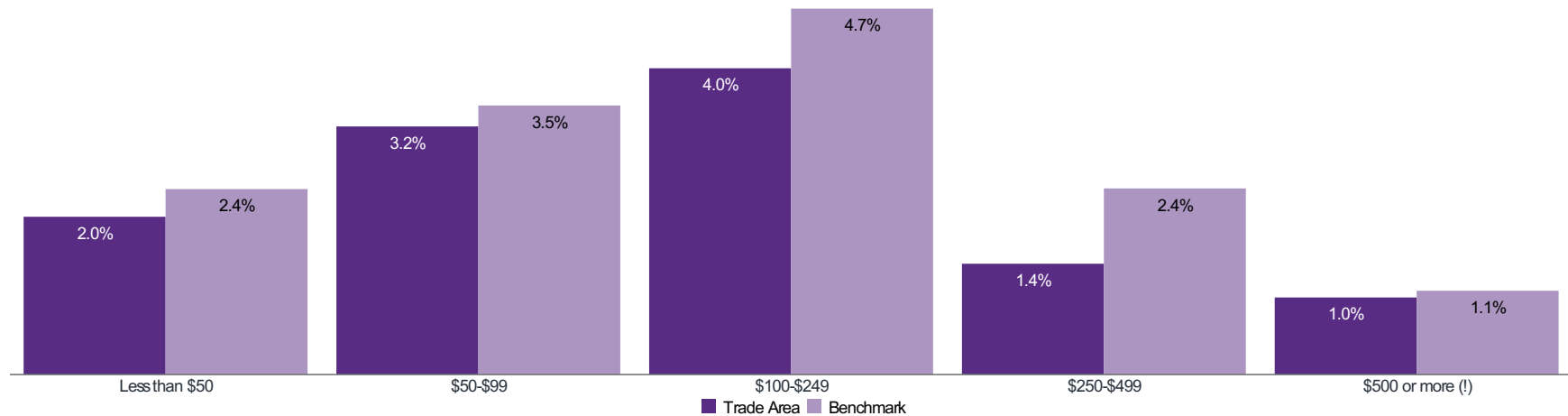# Opticks eShopper | Sporting Goods Deep Dive

Trade Area:

Total Household Population 18+: 9,832

BEHAVIOURAL PREFERENCES BY CHANNEL

SPORTING GOODS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	45.6% Index:111	29.6% Index:104	9.7% Index:95	2.2% Index:68
Purchase preference	58.8% Index:112	20.6% Index:97	4.9% Index:72	2.6% Index:94
Customer Service	48.3% Index:111	11.9% Index:94	3.1% Index:78	22.9% Index:109

AMOUNT SPENT [PST 12 MTHS]
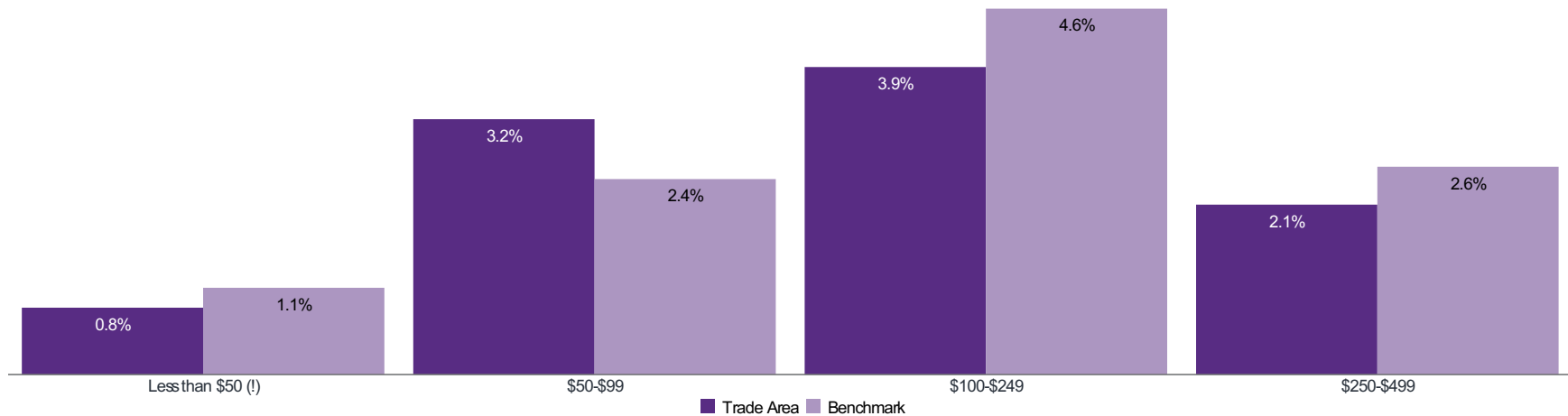
	Trade Area	Benchmark
Less than $50 (!)	0.8%	1.1%
$50-$99	3.2%	2.4%
$100-$249	3.9%	4.6%
$250-$499	2.1%	2.6%

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Vacation/Travel Deep Dive

Trade Area:

Total Household Population 18+: 9,832

BEHAVIOURAL PREFERENCES BY CHANNEL

VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	21.4% Index:104	61.4% Index:107	14.4% Index:97	18.9% Index:104
Purchase preference	29.3% Index:102	54.5% Index:105	11.2% Index:97	21.3% Index:107
Customer Service	32.1% Index:105	24.1% Index:97	5.9% Index:87	48.7% Index:106

AMOUNT SPENT [PST 12 MTHS]
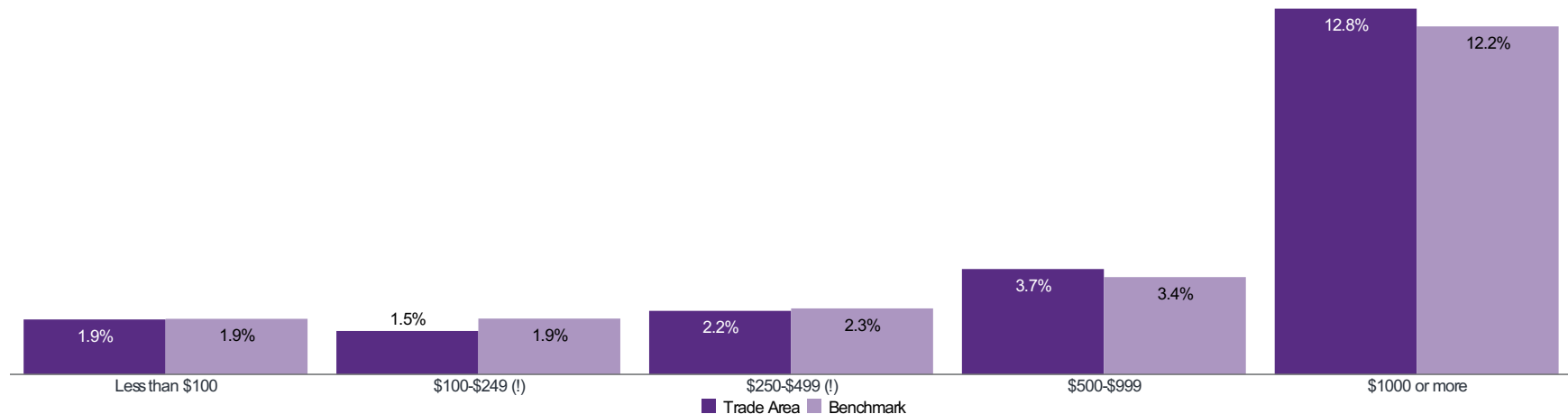
	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	1.9%	1.5%	2.2%	3.7%	12.8%
Benchmark	1.9%	1.9%	2.3%	3.4%	12.2%

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: Georgetown

Households: 4,706

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY
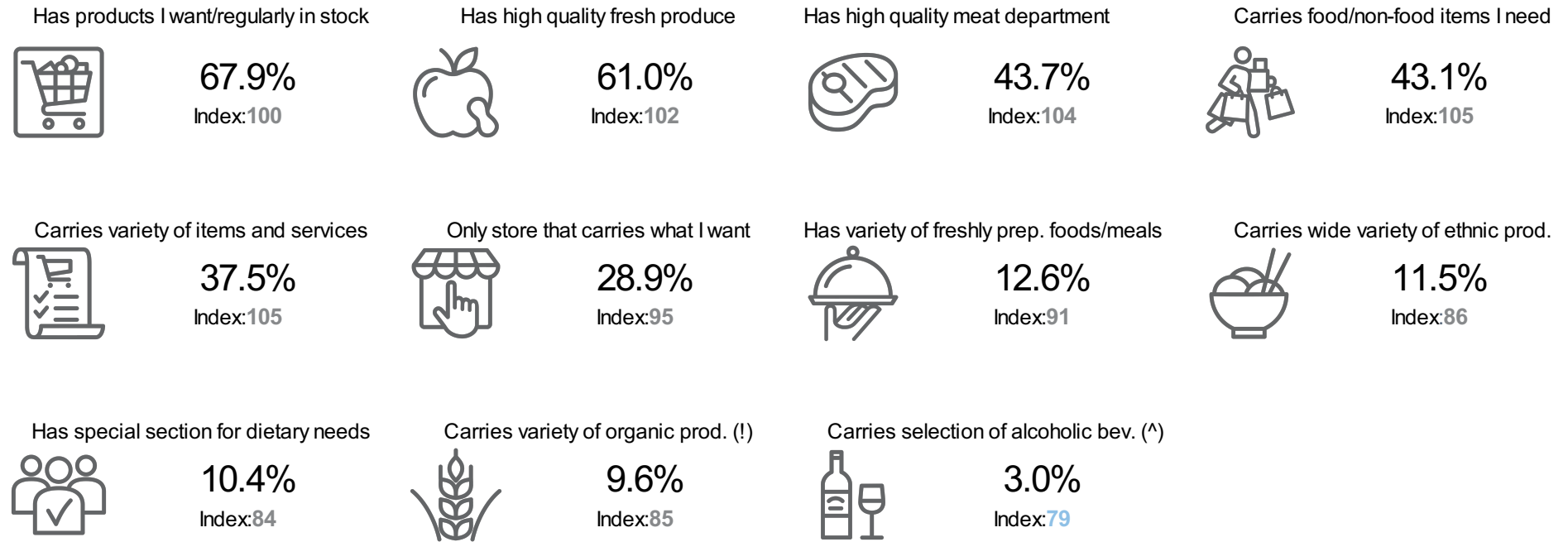
Has products I want/regularly in stock

67.9%

Index: 100

Has high quality fresh produce

61.0%

Index: 102

Has high quality meat department

43.7%

Index: 104

Carries food/non-food items I need

43.1%

Index: 105

Carries variety of items and services

37.5%

Index: 105

Only store that carries what I want

28.9%

Index: 95

Has variety of freshly prep. foods/meals

12.6%

Index: 91

Carries wide variety of ethnic prod.

11.5%

Index: 86

Has special section for dietary needs

10.4%

Index: 84

Carries variety of organic prod. (!)

9.6%

Index: 85

Carries selection of alcoholic bev. (^)

3.0%

Index: 79

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+

32

ShopperChoice | Store Loyalty - Shopping Experience

Trade Area: Georgetown

Households:4,706

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me

55.2%

Index:92

Organized layout makes it easy to shop

42.5%

Index:102

Easy to get in and get out quickly

41.3%

Index:96

Short checkout lines/fast checkout

35.2%

Index:99

Staff are friendly and knowledgeable

33.7%

Index:100

Has extended hours

24.8%

Index:90

I like the store ambiance

20.3%

Index:102

Has self-checkout

12.3%

Index:90

Offers an online shopping option (!)

8.6%

Index:96

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: Georgetown

Households: 4,706

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL

PRICE AND PROMO

Store has great sales and promotions

67.4%
Index: **100**

Discover good value when shopping

65.2%
Index: **98**

Store has the lowest prices overall

56.9%
Index: **98**

Store has a customer loyalty card program

52.1%
Index: **105**

Has loyalty prog. app and offers pers. promos

32.5%
Index: **111**

I'm loyal to their store brands

24.7%
Index: **107**

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	39.0	40.2	0.1	97
Leave the store and buy it elsewhere	31.2	30.9	0.1	101
Purchase another brand	21.0	21.2	0.1	99
Purchase another size or variety of the same brand (!)	8.8	7.7	0.1	114

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 Halton Hills - Georgetown 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	19,580,782	100%	107,234	100%	0.55%	100	107,133	100%	0.55%	100	80,654	100%	0.41%	100	89,978	100%	0.46%	100	172,290	100%	0.88%	100
3521010	Brampton, ON (CY)	606,285	3.10%	21,383	19.94%	3.53%	644	22,612	21.11%	3.73%	682	13,857	17.18%	2.29%	555	17,063	18.96%	2.81%	612	37,237	21.61%	6.14%	698
3524015	Halton Hills, ON (T)	55,175	0.28%	31,576	29.45%	57.23%	10450	29,305	27.35%	53.11%	9707	26,890	33.34%	48.74%	11832	29,380	32.65%	53.25%	11588	35,750	20.75%	64.79%	7364
3521005	Mississauga, ON (CY)	647,628	3.31%	7,060	6.58%	1.09%	199	7,619	7.11%	1.18%	215	4,965	6.16%	0.77%	186	5,214	5.79%	0.81%	175	13,283	7.71%	2.05%	233
3520005	Toronto, ON (C)	2,577,758	13.16%	5,548	5.17%	0.22%	39	6,460	6.03%	0.25%	46	5,020	6.22%	0.19%	47	4,762	5.29%	0.18%	40	11,902	6.91%	0.46%	52
3524009	Milton, ON (T)	114,956	0.59%	5,905	5.51%	5.14%	938	4,022	3.75%	3.50%	639	3,729	4.62%	3.24%	788	4,571	5.08%	3.98%	865	8,418	4.89%	7.32%	832
3523008	Guelph, ON (CY)	123,321	0.63%	3,067	2.86%	2.49%	454	3,702	3.46%	3.00%	549	2,771	3.44%	2.25%	546	3,168	3.52%	2.57%	559	6,161	3.58%	5.00%	568
3521024	Caledon, ON (T)	69,240	0.35%	2,527	2.36%	3.65%	666	3,101	2.89%	4.48%	819	2,157	2.67%	3.12%	756	2,194	2.44%	3.17%	689	4,633	2.69%	6.69%	760
3523017	Erin, ON (T)	10,989	0.06%	3,640	3.39%	33.13%	6049	3,121	2.91%	28.40%	5191	3,038	3.77%	27.64%	6711	3,541	3.94%	32.22%	7012	4,475	2.60%	40.72%	4628
3525005	Hamilton, ON (C)	491,415	2.51%	2,263	2.11%	0.46%	84	1,898	1.77%	0.39%	71	1,327	1.64%	0.27%	66	1,725	1.92%	0.35%	76	3,753	2.18%	0.76%	87
3524001	Oakville, ON (T)	178,952	0.91%	1,615	1.51%	0.90%	165	2,083	1.94%	1.16%	213	1,701	2.11%	0.95%	231	1,592	1.77%	0.89%	194	3,736	2.17%	2.09%	237

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

2019 Halton Hills - Georgetown Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min walktime 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
10,370	7,149	68.9	6,846	66.0	6,773	65.3	6,666	64.3	7,987	77.0

2019 Halton Hills - Georgetown Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	174,362	7,987	4.6	166,375	95.4

ENVIRONICS ANALYTICS

2020 Halton Hills - Georgetown 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	19,580,782	100%	55,951	100%	0.29%	100	71,936	100%	0.37%	100	76,947	100%	0.39%	100	67,492	100%	0.34%	100	129,215	100%	0.66%	100
3524015	Halton Hills, ON (T)	55,175	0.28%	22,134	39.56%	40.12%	14039	25,630	35.63%	46.45%	12644	26,105	33.93%	47.31%	12040	26,475	39.23%	47.98%	13921	32,291	24.99%	58.52%	8869
3521010	Brampton, ON (CY)	606,285	3.10%	9,659	17.26%	1.59%	558	14,205	19.75%	2.34%	638	17,563	22.82%	2.90%	737	10,674	15.81%	1.76%	511	28,615	22.14%	4.72%	715
3521005	Mississauga, ON (CY)	647,628	3.31%	3,854	6.89%	0.60%	208	5,056	7.03%	0.78%	213	6,220	8.08%	0.96%	244	3,689	5.47%	0.57%	165	11,438	8.85%	1.77%	268
3520005	Toronto, ON (C)	2,577,758	13.16%	2,694	4.81%	0.10%	37	3,980	5.53%	0.15%	42	4,088	5.31%	0.16%	40	3,332	4.94%	0.13%	38	9,081	7.03%	0.35%	53
3524009	Milton, ON (T)	114,956	0.59%	2,427	4.34%	2.11%	739	2,975	4.14%	2.59%	704	3,144	4.09%	2.74%	696	2,909	4.31%	2.53%	734	6,196	4.80%	5.39%	817
3524001	Oakville, ON (T)	178,952	0.91%	1,461	2.61%	0.82%	286	1,771	2.46%	0.99%	269	1,389	1.81%	0.78%	198	1,435	2.13%	0.80%	233	3,773	2.92%	2.11%	319
3523008	Guelph, ON (CY)	123,321	0.63%	1,130	2.02%	0.92%	321	1,862	2.59%	1.51%	411	1,794	2.33%	1.45%	370	2,129	3.15%	1.73%	501	3,667	2.84%	2.97%	451
3521024	Caledon, ON (T)	69,240	0.35%	1,669	2.98%	2.41%	844	1,803	2.51%	2.60%	709	1,860	2.42%	2.69%	684	2,103	3.12%	3.04%	881	3,648	2.82%	5.27%	798
3523017	Erin, ON (T)	10,989	0.06%	2,089	3.73%	19.01%	6652	2,263	3.15%	20.60%	5607	2,332	3.03%	21.22%	5399	2,495	3.70%	22.71%	6588	3,568	2.76%	32.47%	4921
3525005	Hamilton, ON (C)	491,415	2.51%	886	1.58%	0.18%	63	1,476	2.05%	0.30%	82	1,692	2.20%	0.34%	88	1,255	1.86%	0.26%	74	3,013	2.33%	0.61%	93

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

2020 Halton Hills - Georgetown Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min walktime 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
10,370	6,283	60.6	5,991	57.8	6,465	62.3	6,745	65.0	7,526	72.6

2020 Halton Hills - Georgetown Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	129,606	7,526	5.8	122,080	94.2

ENVIRONICS ANALYTICS

2021 Halton Hills - Georgetown Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+ #	% of Total	Spring 2021 #	% of Total	% Pen	Index	Summer 2021 #	% of Total	% Pen	Index	Fall 2021 #	% of Total	% Pen	Index	Winter 2021 #	% of Total	% Pen	Index	Full Year 2021 #	% of Total	% Pen	Index
	Total	19,580,782	100%	57,911	100%	0.30%	100	100,231	100%	0.51%	100	95,129	100%	0.49%	100	80,988	100%	0.41%	100	158,363	100%	0.81%	100
3521010	Brampton, ON (CY)	606,285	3.10%	13,636	23.55%	2.25%	760	24,115	24.06%	3.98%	777	20,483	21.53%	3.38%	695	17,994	22.22%	2.97%	718	39,764	25.11%	6.56%	811
3524015	Halton Hills, ON (T)	55,175	0.28%	20,567	35.52%	37.28%	12604	29,115	29.05%	52.77%	10309	30,838	32.42%	55.89%	11504	28,097	34.69%	50.92%	12312	32,991	20.83%	59.79%	7393
3521005	Mississauga, ON (CY)	647,628	3.31%	3,780	6.53%	0.58%	197	7,481	7.46%	1.16%	226	8,260	8.68%	1.28%	263	6,026	7.44%	0.93%	225	15,036	9.49%	2.32%	287
3520005	Toronto, ON (C)	2,577,758	13.16%	3,407	5.88%	0.13%	45	5,796	5.78%	0.22%	44	3,938	4.14%	0.15%	31	5,091	6.29%	0.20%	48	11,842	7.48%	0.46%	57
3524009	Milton, ON (T)	114,956	0.59%	2,405	4.15%	2.09%	707	4,905	4.89%	4.27%	834	4,440	4.67%	3.86%	795	3,427	4.23%	2.98%	721	8,096	5.11%	7.04%	871
3523008	Guelph, ON (CY)	123,321	0.63%	1,145	1.98%	0.93%	314	3,255	3.25%	2.64%	516	3,132	3.29%	2.54%	523	663	0.82%	0.54%	130	5,254	3.32%	4.26%	527
3521024	Caledon, ON (T)	69,240	0.35%	763	1.32%	1.10%	373	2,432	2.43%	3.51%	686	2,539	2.67%	3.67%	755	2,150	2.65%	3.11%	751	4,604	2.91%	6.65%	822
3524001	Oakville, ON (T)	178,952	0.91%	943	1.63%	0.53%	178	1,932	1.93%	1.08%	211	1,671	1.76%	0.93%	192	1,712	2.11%	0.96%	231	3,616	2.28%	2.02%	250
3525005	Hamilton, ON (C)	491,415	2.51%	592	1.02%	0.12%	41	2,053	2.05%	0.42%	82	1,263	1.33%	0.26%	53	1,682	2.08%	0.34%	83	3,048	1.92%	0.62%	77
3519028	Vaughan, ON (CY)	273,966	1.40%	2,606	4.50%	0.95%	322	469	0.47%	0.17%	33	868	0.91%	0.32%	65	1,712	2.11%	0.62%	151	2,905	1.83%	1.06%	131

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

2021 Halton Hills - Georgetown Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min walktime trade area

Total Household Population 15+	Spring 2021 Visitors #	% Pen	Summer 2021 Visitors #	% Pen	Fall 2021 Visitors #	% Pen	Winter 2021 Visitors #	% Pen	Full Year 2021 Visitors #	% Pen
10,370	5,063	48.8	6,134	59.1	6,525	62.9	6,123	59.0	6,784	65.4

2021 Halton Hills - Georgetown Visitors Within vs Outside Trade Area
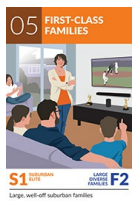### Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	159,420	6,784	4.3	152,635	95.7

Customers: Halton Hills - Georgetown - FY 2021: Sum_Unique_Visitors   **Total Customers:** 137,875

Top 5 segments represent **45.9%** of customers in Southern Ontario

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15 SOUTH ASIAN ENTERPRISE
U4 URBAN DIVERSITY · LARGE DIVERSE FAMILIES F2
Urban, upper-middle-income South Asian Families

Rank: 1
Customers: 27,767
Customers %: 20.14
% in Benchmark: 5.79
Index: 348

Reflecting Canada's increasing diversity, South Asian Enterprise is an urban crossroads where nearly 60 percent of the populace are immigrants and one third of the members identify as visible minorities from South Asia. The more affluent of two predominantly South Asian segments, South Asian Enterprise contains upper-middle-class families living in a mix of new singles, semis and duplexes in a handful of urban areas. More than 80 percent reside in the Greater Toronto Area; nearly half live in Brampton alone. Few segments have larger households: nearly 60 percent are home to four or more people. One in seven households is multi-family—an emerging demographic trend—with a significant presence of adult children. The first- and second-generation Canadians of South Asian Enterprise have parlayed mixed educations into well-paying blue-collar and service sector jobs. But their above-average household incomes may result from three or more wage-earners under one roof. Many residents maintain their South Asian culture at home, with over 40 percent speaking a non-official language. These families enjoy swimming, baseball and playing racquet sports, visiting theme parks and frequenting museums. Socially conservative, they support Traditional Families and reject alternative arrangements.

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05 FIRST-CLASS FAMILIES
S1 SUBURBAN ELITE · LARGE DIVERSE FAMILIES F2
Large, well-off suburban families

Rank: 2
Customers: 9,562
Customers %: 6.93
% in Benchmark: 4.07
Index: 170

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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08 MULTICULTURE-ISH
S2 UPSCALE SUBURBAN DIVERSITY · LARGE DIVERSE F2
Upscale, multi-ethnic suburban families

Rank: 3
Customers: 9,025
Customers %: 6.55
% in Benchmark: 5.06
Index: 129

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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19 FAMILY MODE
S3 UPPER-MIDDLE SUBURBIA · MIDDLE-AGE FAMILIES F3
Suburban, upscale middle-aged families

Rank: 4
Customers: 8,767
Customers %: 6.36
% in Benchmark: 4.73
Index: 135

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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14 KICK-BACK COUNTRY
R1 UPPER-MIDDLE RURAL · MIDDLE-AGE FAMILIES F3
Rural, middle-aged upscale families and couples

Rank: 5
Customers: 8,122
Customers %: 5.89
% in Benchmark: 2.64
Index: 224

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

Benchmark: Southern Ontario

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