Environics Analytics
Executive Trade Area Report
Prepared for: Anglican Diocese of Toronto

Trade area: St. Helen's Anglican Church
Service Area Benchmark: Ottawa CSD (ON)

July 25, 2023
Confidential

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Executive Summary|St. Helen's Anglican Church

Objective

the objective of this analysis is to help the St. Helen's Anglican Church location to understand more about its market so that its management can identify opportunities to guide marketing, communication, and merchandising strategies that will help retain and grow customers.

Defining the Trade Area

The trade area was built using the Statistics Canada 2016 Dissemination Areas as building blocks. These are the smallest available census measurement units, containing on average 250 to 400 households each. For this study, St. Helen's Anglican Church Service Area's trade area is compared to a benchmark; in this case Ottawa in Ontario.

Sources Used

1. DemoStats 2023

    ➢ The DemoStats database consists of current-year estimates for 764 variables. It includes demographic projections for 497 variables for three, five and 10 years into the future but also provides historical estimates from five years ago based on the same methodologies to ensure accurate trend analysis. DemoStats variables are available at the six-digit postal code level (FSALDUs) for current-year estimates and the dissemination area (DA) level for future-year projections. DemoStats is created using innovative methods that combine econometric, demographic and geographic models. It employs a variety of data sources, including the latest census, current economic indicators, postcensal estimates from the federal and provincial governments, immigration statistics and economic data such as building permits. DemoStats features variables on population, family structure, household size and type, ethnic diversity, labour force participation and income. The income variables in this database include both averages and distributions.

2. PRIZM 2023

    ➢ PRIZM® is the latest release of our pioneering segmentation system that classifies Canada's neighbourhoods into 67 unique lifestyle types. Continuing with methodology that integrates geographic, demographic and psychographic data, PRIZM incorporates the latest authoritative data from nearly a dozen demographic, marketing and media sources to help you better analyze and understand your customers and markets.PRIZM consists of 67 segments that capture current demographics, lifestyles, consumer behaviour and settlement patterns in Canada. PRIZM highlights key demographic trends with more older Canadians and an emergence of retirement communities, more older children living at home, a growth in high-rise neighbourhoods and condo dwellers, and fewer francophones.

3. SocialValues 2023

    ➢ PRIZM® is linked to Environics SocialValues, the only truly psychographic data built into a segmentation system in Canada. Every year since 1983, scientists at our sister company, Environics Research, have conducted a nationwide survey that measures human motivation and social relations, employing advanced techniques to understand the mindset of Canadians. The resulting SocialValues dataset, based on more than 10K respondents over a rolling 2 year period, measures 95 values and 174 attitudes—such as importance of price, attraction to nature and ecological lifestyle—to help users determine the mindset of their customers to better reach and serve them. With the SocialValues dataset, users will understand what matters most to their customers and how it affects the purchases they make—helping businesses and not-for-profits develop communications and merchandising strategies that speak to their customers' concerns and worldview.

4. HouseholdSpend 2022

    ➢ HouseholdSpend provides current estimates of annual expenditures for 463 variables, spanning 18 categories of goods and services used by Canadian households—everything from fashion apparel and household furnishings to cellphones and charitable donations. This wide-ranging database lets users analyze potential expenditures by both average dollars per household and total dollars spent for any geographic level—from all of Canada to a small trade area—regardless of where the consumer made the purchase. HouseholdSpend is produced annually with household income data from DemoStats and is based on Statistics Canada's Survey of Household Spending.

Service Area: St. Helen's Service Area

Population: 121,193 | **Households:** 44,449

Demographics | Population & Households

Service Area: St. Helen's Service Area

POPULATION
121,193

HOUSEHOLDS
44,449

MEDIAN MAINTAINER AGE
55
Index: **108**

MARITAL STATUS
61.0%
Index: **109**

Married/Common-Law

FAMILY STATUS*
47.7%
Index: **106**

Couples With Children At Home

HOUSEHOLD SIZE

	Service Area	Benchmark
1 Person	19%	29%
2 Persons	37%	33%
3 Persons	18%	15%
4 Persons	17%	14%
5+ Persons	10%	8%

POPULATION BY AGE

	Count	%	Index
0 to 4	5,584	4.6	97
5 to 9	6,277	5.2	101
10 to 14	7,122	5.9	108
15 to 19	7,378	6.1	108
20 to 24	6,511	5.4	79
25 to 29	7,176	5.9	73
30 to 34	7,807	6.4	82
35 to 39	8,154	6.7	92
40 to 44	8,318	6.9	102
45 to 49	7,908	6.5	104
50 to 54	7,571	6.2	101
55 to 59	8,368	6.9	108
60 to 64	9,261	7.6	119
65 to 69	7,945	6.6	124
70 to 74	6,265	5.2	121
75 to 79	4,727	3.9	116
80 to 84	2,634	2.2	104
85+	2,189	1.8	89

AGE OF CHILDREN AT HOME

	Service Area	Benchmark
0 to 4	13%	15%
5 to 9	15%	16%
10 to 14	16%	17%
15 to 19	17%	16%
20 to 24	15%	14%
25+	25%	22%

Benchmark: Ottawa CSD

*Chosen from index ranking with minimum 5% composition.

Index Colours:	<80	80 - 110	110+

% of Family Households with Children at Home
ST. HELEN'S CHURCH

Legend:

- ✝ St. Helen's Church
- Service Area (red outline)

Dissemination Area
- Less than 40%
- 40 - 50%
- 50 - 60%
- Greater than 60%

Map labels: Old Montreal Rd, Innes Rd, Jeanne d'Arc Blvd N, St Joseph Blvd, Orleans Blvd, 10th Line Rd, Mer Bleue Rd, Trim Rd, Navan Rd, Montreal Rd, Innes Rd, Blackburn Byps, Maloney E, vie Rd

Route shields: 50, 174, 148, 17, 34, 56, 28

Scale: 3.5 km / 2 mi

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Demographics | Housing & Income

Service Area: St. Helen's Service Area

ENVIRONICS ANALYTICS

Population: 121,193 | **Households:** 44,449

TENURE

Rented 14.4%
Owned 85.6%

STRUCTURE TYPE

90.3%
Houses
Index: **132**

9.5%
Apartments
Index: **30**

AGE OF HOUSING*

33 - 42 Years Old

% Comp: 30.9   Index: **208**

AVERAGE HOUSEHOLD INCOME

$150,080

Index: **110**

HOUSEHOLD INCOME DISTRIBUTION

Income Range	Service Area	Benchmark
$0 to $19,999	1.4%	3.6%
$20,000 to $39,999	4.5%	8.7%
$40,000 to $59,999	6.8%	10.3%
$60,000 to $79,999	9.6%	11.2%
$80,000 to $99,999	10.6%	10.9%
$100,000 to $124,999	14.1%	12.2%
$125,000 to $149,999	13.2%	10.1%
$150,000 to $199,999	18.4%	14.1%
$200,000 to $299,999	15.2%	12.6%
$300,000+	6.3%	6.2%

■ Service Area ■ Benchmark

Chosen from index ranking with minimum 5% composition.

Index Colours:	<80	80 - 110	110+

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Average Household Income Distribution (Current Year $)
ST. HELEN'S CHURCH

ENVIRONICS
ANALYTICS

Legend:

St. Helen's Church

Service Area

Dissemination Area

- Less than $100,000
- $100,000 - $135,000
- $135,000 - $160,000
- $160,000 - $190,000
- Greater than $190,000

Demographics | Education & Employment

ENVIRONICS ANALYTICS

Service Area: St. Helen's Service Area

Population: 121,193 | **Households:** 44,449

EDUCATION

37.0%
Index: **88**

University Degree

LABOUR FORCE PARTICIPATION

66.1%
Index: **100**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

37.8%
Index: **107**

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

12.3%
Index: **109**

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT

Category	Service Area	Benchmark
No Cert/Dipl or Degree	9.1%	9.6%
High School Certificate	24.7%	23.0%
Trades Cert/Dipl	4.0%	3.6%
College/CEGEP Cert/Dipl	23.7%	20.2%
University Cert/Dipl	1.4%	1.3%
Bachelor's Degree	25.5%	26.9%
Above Bachelor's	11.6%	15.4%

■ Service Area ■ Benchmark

OCCUPATIONS: TOP 5*

Category	Service Area	Benchmark
Business and Finance	15.0%	12.9%
Sales and Service	11.7%	11.9%
Social Science, Education and Gov't	9.4%	9.0%
Management	9.0%	8.6%
Sciences	6.8%	8.8%

■ Service Area ■ Benchmark

Benchmark: Ottawa CSD

Ranked by percent composition.

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Service Area: St. Helen's Service Area

Population: 121,193 | **Households:** 44,449

ENVIRONICS
ANALYTICS

INDIGENOUS IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
3.0%	24.0%	0.6%	19.1%	Before 2001
Index: 114	Index: 80	Index: 41	Index: 75	9.5% Index: 90
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

- Black: 8.5% / 7.7%
- South Asian: 4.2% / 5.3%
- Arab: 3.6% / 5.3%
- Chinese: 2.5% / 4.7%
- West Asian: 1.3% / 1.2%

■ Service Area ■ Benchmark

LANGUAGES SPOKEN AT HOME: TOP 5**

- English: 64.3% / 73.0%
- French: 24.2% / 9.5%
- Arabic: 1.2% / 2.1%
- Spanish: 0.5% / 0.7%
- Mandarin: 0.4% / 1.6%

■ Service Area ■ Benchmark

Benchmark: Ottawa CSD

Chosen from index ranking with minimum 5% composition.

**Ranked by percent composition.*

Index Colours:	<80	80 - 110	110+

Visible Minority Penetration
ST. HELEN'S CHURCH

ENVIRONICS
ANALYTICS

Old Montreal Rd

Innes Rd

Jeanne d'Arc Blvd N

St Joseph Blvd

Orleans Blvd

10th Line Rd

Innes Rd

Innes Rd

Innes Rd

Montreal Rd

Innes Rd

Innes Rd

Mer Bleue Rd

10th Line Rd

Trim Rd

Blackburn Byps

Navan Rd

50

148

17

34

34

56

174

174

28

Legend:

- St. Helen's Church
- ▭ Service Area

Dissemination Area
- Under 10%
- 10 - 20%
- 20 - 35%
- Over 35%

0   3.5 km

0   2 mi

9

Service Area: St. Helen's Service Area

ENVIRONICS ANALYTICS

HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Basics						
Total Population	121,193	100.00	1,097,206	100.00	11.05	100
Total Households	44,449	100.00	438,474	100.00	10.14	100
Age of Household Maintainer						
15 to 24	352	0.79	14,881	3.39	2.37	23
25 to 34	5,016	11.29	75,086	17.12	6.68	66
35 to 44	8,145	18.32	81,697	18.63	9.97	98
45 to 54	8,248	18.56	77,015	17.56	10.71	106
55 to 64	9,811	22.07	82,563	18.83	11.88	117
65 to 74	8,034	18.07	62,498	14.25	12.85	127
75 or Older	4,844	10.90	44,734	10.20	10.83	107
Size of Household						
1 Person	8,317	18.71	125,924	28.72	6.60	65
2 Persons	16,230	36.51	145,619	33.21	11.15	110
3 Persons	7,893	17.76	66,326	15.13	11.90	117
4 Persons	7,736	17.40	63,464	14.47	12.19	120
5 or More Persons	4,273	9.61	37,141	8.47	11.50	113
Household Type						
Total Family Households	35,514	79.90	290,855	66.33	12.21	120
One-Family Households	34,864	78.44	285,202	65.04	12.22	121
Multiple-Family Households	650	1.46	5,653	1.29	11.50	113
Non-Family Households	8,936	20.10	147,619	33.67	6.05	60
One-Person Households	7,890	17.75	125,419	28.60	6.29	62
Two-Or-More-Person Households	1,046	2.35	22,200	5.06	4.71	46
Marital Status						
Married Or Living With A Common-Law Partner	61,186	60.95	510,369	55.93	11.99	109
Single (Never Legally Married)	25,649	25.55	279,677	30.65	9.17	83
Separated	3,004	2.99	27,955	3.06	10.75	98
Divorced	5,628	5.61	51,117	5.60	11.01	100
Widowed	4,912	4.89	43,420	4.76	11.31	103
Children at Home						
Households with Children at Home	–	50.60	–	40.60	–	125
Age of Children at Home						
Total Number Of Children At Home	40,351	100.00	326,632	100.00	12.35	100
0 to 4	5,230	12.96	48,478	14.84	10.79	87
5 to 9	5,931	14.70	52,313	16.02	11.34	92
10 to 14	6,456	16.00	54,009	16.54	11.95	97
15 to 19	6,762	16.76	53,395	16.35	12.66	103
20 to 24	6,006	14.88	44,977	13.77	13.35	108
25 and over	9,967	24.70	73,460	22.49	13.57	110

DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Housing Tenure						
Owned	38,034	85.57	276,639	63.09	13.75	136
Rented	6,415	14.43	161,835	36.91	3.96	39
Band Housing	0	0.00	0	0.00	–	100
Housing Type						
Houses	40,137	90.30	299,294	68.26	13.41	132
Single-Detached House	25,128	56.53	182,175	41.55	13.79	136
Semi-Detached House	1,984	4.46	23,261	5.30	8.53	84
Row House	13,025	29.30	93,858	21.41	13.88	137
Apartments	4,240	9.54	137,846	31.44	3.08	30
High-rise (5+ Floors)	908	2.04	83,261	18.99	1.09	11
Low-rise (<5 Floors)	2,543	5.72	46,425	10.59	5.48	54
Detached Duplex	789	1.77	8,160	1.86	9.67	95
Other Dwelling Types	72	0.16	1,334	0.30	5.40	53
Housing Period of Construction						
Before 1961	902	2.03	67,525	15.40	1.34	13
1961 - 1980	9,257	20.83	119,393	27.23	7.75	76
1981 - 1990	13,753	30.94	65,326	14.90	21.05	208
1991 - 2000	7,531	16.94	48,752	11.12	15.45	152
2001 - 2005	4,304	9.68	29,592	6.75	14.54	143
2006 - 2010	3,058	6.88	29,711	6.78	10.29	102
2011 - 2015	1,910	4.30	29,480	6.72	6.48	64
2016 - 2021	2,086	4.69	32,672	7.45	6.38	63
After 2021	1,647	3.71	16,023	3.65	10.28	101

INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
Household Income						
Average Household Income	–	150,080.38	–	136,977.52	–	110
Education						
No Certificate, Diploma Or Degree	9,169	9.13	87,984	9.64	10.42	95
High School Certificate Or Equivalent	24,777	24.68	209,875	23.00	11.81	107
Apprenticeship Or Trades Cert/Dipl	4,022	4.01	32,614	3.57	12.33	112
College/CEGEP/Non-Uni Cert/Dipl	23,834	23.74	184,581	20.23	12.91	117
University Cert/Dipl Below Bachelor	1,424	1.42	11,645	1.28	12.23	111
University Degree	37,153	37.01	385,839	42.28	9.63	88
Labour Force						
In The Labour Force (15+)	66,370	66.12	605,509	66.35	10.96	100
Labour Force by Occupation						
Management	9,045	9.01	78,388	8.59	11.54	105
Business Finance Administration	15,015	14.96	117,867	12.92	12.74	116
Sciences	6,792	6.77	80,678	8.84	8.42	77
Health	4,526	4.51	39,561	4.33	11.44	104
Education, Gov't, Religion, Social	9,403	9.37	82,507	9.04	11.40	104
Art, Culture, Recreation, Sport	1,557	1.55	16,743	1.83	9.30	85
Sales and Service	11,702	11.66	108,843	11.93	10.75	98
Trades and Transport	5,270	5.25	45,996	5.04	11.46	104
Natural Resources and Agriculture	633	0.63	7,034	0.77	9.00	82
Manufacturing and Utilities	449	0.45	5,449	0.60	8.24	75
Commuting						
Car (As Driver)	37,915	37.77	321,729	35.26	11.78	107
Car (As Passenger)	3,575	3.56	28,909	3.17	12.37	112
Public Transit	12,360	12.31	103,102	11.30	11.99	109
Walk	1,424	1.42	36,501	4.00	3.90	35
Bicycle	455	0.45	12,122	1.33	3.75	34

IDENTITY, LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	Count	%	Base Count	Base %	% Pen	Index
Indigenous Identity						
Indigenous Identity	3,617	3.03	28,598	2.65	12.65	114
Knowledge of Official Language						
English Only	51,451	43.10	640,541	59.29	8.03	73
French Only	3,273	2.74	14,958	1.39	21.88	198
English And French	63,901	53.54	408,572	37.82	15.64	142
Neither English Nor French	735	0.62	16,331	1.51	4.50	41
Immigration Status						
Non-Immigrant Population	95,943	80.38	783,363	72.51	12.25	111
Born In Province of Residence	69,126	57.91	592,687	54.86	11.66	106
Born Outside Province of Residence	26,817	22.47	190,676	17.65	14.06	127
Immigrant Population	22,774	19.08	276,513	25.59	8.24	75
Visible Minority Status						
Total Visible Minorities	28,602	23.96	324,067	30.00	8.83	80
Chinese	2,934	2.46	51,204	4.74	5.73	52
South Asian	4,978	4.17	56,874	5.26	8.75	79
Black	10,102	8.46	83,624	7.74	12.08	109
Filipino	1,024	0.86	12,443	1.15	8.23	74
Latin American	1,221	1.02	14,032	1.30	8.70	79
Southeast Asian	675	0.57	14,449	1.34	4.67	42
Arab	4,346	3.64	57,148	5.29	7.60	69
West Asian	1,552	1.30	13,043	1.21	11.90	108
Korean	209	0.17	3,702	0.34	5.65	51
Japanese	298	0.25	2,786	0.26	10.70	97
Mother Tongue*						
English	58,560	49.06	631,036	58.41	9.28	84
French	40,004	33.52	165,583	15.33	24.16	219
Total Non-Official	16,164	13.54	243,162	22.51	6.65	60
Arabic	3,146	2.64	46,557	4.31	6.76	61
Spanish	1,207	1.01	14,208	1.31	8.50	77
Creoles	857	0.72	4,651	0.43	18.43	167
Persian	732	0.61	8,171	0.76	8.96	81
Cantonese	718	0.60	11,397	1.05	6.30	57
Mandarin	676	0.57	22,272	2.06	3.04	27
Portuguese	566	0.47	5,041	0.47	11.23	102
Urdu	522	0.44	5,288	0.49	9.87	89
Panjabi	507	0.42	5,749	0.53	8.82	80
German	492	0.41	5,786	0.54	8.50	77

Benchmark: Ottawa CSD

Displaying top 10 non-official Mother Tongue language variables by percent composition.

Index Colours:	<80	80 - 110	110+

Service Area: St. Helen's Service Area

Base Variable: Total Households

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
U1	M1	01	The A-List	130	0.29	3,351	0.76	3.88	38
U1	M1	02	Wealthy & Wise	1,142	2.57	18,112	4.13	6.31	62
U1	F1	06	Downtown Verve	0	0.00	17,583	4.01	0.00	0
S1	F3	04	Turbo Burbs	238	0.53	12,140	2.77	1.96	19
S1	F2	05	First-Class Families	6,601	14.85	20,156	4.60	32.75	323
S1	M1	09	Boomer Bliss	352	0.79	5,974	1.36	5.90	58
S2	F2	08	Multiculture-ish	567	1.28	9,829	2.24	5.77	57
S2	Y3	11	Modern Suburbia	2,345	5.28	36,801	8.39	6.37	63
F1	F2	03	Asian Sophisticates	1	0.00	205	0.05	0.49	5
F1	M1	07	Mature & Secure	4,323	9.72	23,075	5.26	18.73	185
F1	F2	18	Multicultural Corners	7,535	16.95	29,356	6.70	25.67	253
S3	F3	19	Family Mode	425	0.96	6,095	1.39	6.97	69
S3	Y3	24	All-Terrain Families	0	0.00	770	0.18	0.00	0
S3	F3	25	Suburban Sports	351	0.79	9,217	2.10	3.80	38
R1	F3	14	Kick-Back Country	3	0.01	1,222	0.28	0.23	2
R1	F3	26	Country Traditions	195	0.44	12,353	2.82	1.58	16
R1	F3	33	New Country	2	0.00	82	0.02	2.32	23
S4	F2	13	Vie de Rêve	11	0.03	34	0.01	32.09	317
S4	F3	29	C'est Tiguidou	47	0.10	78	0.02	59.68	589
S4	F3	34	Familles Typiques	0	0.00	0	0.00	--	100
S5	F3	38	Stressed in Suburbia	738	1.66	4,011	0.92	18.40	182
S5	F3	43	Happy Medium	0	0.00	545	0.12	0.00	0
F2	F2	10	Asian Achievement	0	0.00	563	0.13	0.00	0
F2	Y2	20	New Asian Heights	0	0.00	400	0.09	0.00	0
F2	F3	27	Diversité Nouvelle	416	0.94	1,375	0.31	30.28	299
U2	M1	16	Savvy Seniors	3,490	7.85	29,359	6.70	11.89	117
U2	M1	23	Mid-City Mellow	7,612	17.13	21,973	5.01	34.64	342
U2	F3	36	Middle-Class Mosaic	112	0.25	3,717	0.85	3.03	30
U2	M2	51	On Their Own Again	117	0.26	30,492	6.95	0.38	4
F3	F2	30	South Asian Society	0	0.00	8	0.00	0.00	0
F3	F3	31	Metro Melting Pot	6	0.01	2,279	0.52	0.26	3
F3	F1	32	Diverse & Determined	5,794	13.04	26,999	6.16	21.46	212
R2	M1	41	Down to Earth	0	0.00	414	0.09	0.00	0
R2	F3	48	Agri-Biz	0	0.00	0	0.00	--	100
R2	M2	49	Backcountry Boomers	0	0.00	19	0.00	0.00	0
R2	M2	50	Country & Western	0	0.00	0	0.00	--	100
U3	Y1	12	Eat, Play, Love	0	0.00	13,039	2.97	0.00	0
U3	Y2	22	Indieville	79	0.18	5,360	1.22	1.47	15
U3	Y1	40	Les Énerjeunes	0	0.00	1	0.00	0.00	0
U3	Y1	47	Social Networkers	0	0.00	24,901	5.68	0.00	0
U3	F1	55	Enclaves Multiethniques	0	0.00	307	0.07	0.00	0
T1	F1	37	Keep on Trucking	0	0.00	0	0.00	--	100
T1	M1	58	Old Town Roads	0	0.00	212	0.05	0.00	0
T1	F2	66	Indigenous Families	0	0.00	37	0.01	0.00	0
S6	M2	21	Scenic Retirement	24	0.05	587	0.13	4.10	40
S6	M1	45	Slow-Lane Suburbs	5	0.01	224	0.05	2.26	22
S6	M2	53	Silver Flats	314	0.71	1,454	0.33	21.60	213
S6	M2	62	Suburban Recliners	87	0.20	1,015	0.23	8.57	85
U4	F2	15	South Asian Enterprise	1	0.00	85	0.02	1.18	12
U4	F3	17	Asian Avenues	0	0.00	30	0.01	0.00	0
U4	F3	61	Came From Away	0	0.00	7,388	1.69	0.00	0
U4	F3	64	Midtown Movers	440	0.99	13,222	3.02	3.33	33
S7	M1	35	Vie Dynamique	0	0.00	0	0.00	--	100
S7	F1	42	Banlieues Tranquilles	0	0.00	0	0.00	--	100
S7	F1	59	La Vie Simple	14	0.03	19	0.00	73.68	727
R3	M1	46	Patrimoine Rustique	0	0.00	128	0.03	0.03	0
R3	F3	54	Vie au Village	0	0.00	8	0.00	0.00	0
R3	M1	63	Amants de la Nature	0	0.00	0	0.00	--	100
U5	Y1	28	Latte Life	0	0.00	11,988	2.73	0.00	0
U5	Y2	52	Friends & Roomies	367	0.83	23,901	5.45	1.54	15
U5	Y2	57	Juggling Acts	431	0.97	2,509	0.57	17.19	170
U5	F1	60	Value Villagers	0	0.00	187	0.04	0.00	0
U5	Y2	67	Just Getting By	31	0.07	2,985	0.68	1.04	10
U6	F1	39	Évolution Urbaine	0	0.00	0	0.00	--	100
U6	M2	44	Un Grand Cru	74	0.17	218	0.05	33.94	335
U6	Y2	56	Jeunes Biculturels	0	0.00	53	0.01	0.00	0
U6	M2	65	Âgés & Traditionnels	29	0.07	29	0.01	100.00	986
			Total	**44,449**	**100.00**	**438,474**	**100.00**	**10.14**	**100**

ENVIRONICS
ANALYTICS

St. Helen's
Church

Service Area

Segments

- 23 - Mid-City Mellow
- 05 - First-Class Families
- 18 - Multicultural Corners
- 32 - Diverse & Determined
- 07 - Mature & Secure
- 16 - Savvy Seniors
- 11 - Modern Suburbia
- 09 - Boomer Bliss
- 08 - Multiculture-ish
- 36 - Middle-Class Mosaic

Data Sources: https://en.environicsanalytics.com/Envision/About/1/2023
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Disclaimer: Scale bar is for reference only

12

Top 5 segments represent **71.7%** of households in St. Helen's Service Area

23 MID-CITY MELLOW

U2 Urban Older — Older Families & Empty Nests M1
Older city homeowners

Rank:	1
Hhlds:	7,612
Hhld %:	17.13
% in Benchmark:	5.01
Index:	342

The upper-middle-class members of Mid-City Mellow lead a comfortable life. Over 90 percent of members own single-detached houses, typically in well-established city neighbourhoods with gardens. While most maintainers are over 55, these third-plus-generation Canadians include both older couples aging in place and middle-aged families raising older children. Many adults have high school or college educations, and those still in the labour force earn solid paycheques from a mix of white collar and service sector jobs. They have the time and discretionary cash to attend theatre productions and play hockey, baseball as well as play and watch football games. Media traditionalists, they like watching all manner of TV sports and receiving direct mail, particularly coupon booklets, catalogues and flyers inserted in the community paper.

18 MULTICULTURAL CORNERS

F1 High-Income Urban Fringe — Large Diverse Families F2
Culturally diverse, upper-middle-income city families

Rank:	2
Hhlds:	7,535
Hhld %:	16.95
% in Benchmark:	6.70
Index:	253

The middle-aged families of Multicultural Corners present an exceptionally culturally diverse portrait. More than a third of households contain foreign-born residents—though no one culture dominates—and more than 40 percent identify as visible minorities, including Black, Latin American, Arabic and South Asian. These first- and second-generation Canadians have moved beyond gateway communities to the urban fringe of large cities. Now with upper-middle-class incomes from grey- and white-collar jobs, they typically own single-detached and row houses suitable for their large families with older children. These active households engage in many sports—swimming, skateboarding, baseball, basketball and soccer. They're big purchasers of youth-oriented goods like toys, games, books and fast fashion.

05 FIRST-CLASS FAMILIES

S1 Suburban Elite — Large Diverse Families F2
Large, high-income suburban families

Rank:	3
Hhlds:	6,601
Hhld %:	14.85
% in Benchmark:	4.60
Index:	323

A comfortable suburban lifestyle, First-Class Families features sprawling families—more than 40 percent of households contain four or more people—living in close-in suburbs. In these established neighbourhoods, the parents are middle-aged, the children are between the ages of 10-24 and nearly 90 percent of households live in pricey, single-detached houses. With their university educations, the adults hold white-collar jobs in management, education and government, and earn incomes more than 60 percent above the national average. One quarter of households contain second-generation Canadians, many reporting Italian, Polish, Greek or Mandarin as their mother tongue. These active families enjoy many team sports as both participants and spectators. Many reserve weekends to shop, dine out, visit a theme park or relax in their hot tubs.

32 DIVERSE & DETERMINED

F3 Middle-Income Urban Fringe — School-Age Families F1
Middle-income, younger and middle-aged city dwellers

Rank:	4
Hhlds:	5,794
Hhld %:	13.04
% in Benchmark:	6.16
Index:	212

Job searching and an affordable lifestyle helped create the Diverse & Determined segment. Found in the urban fringe of larger cities, this segment contains a mix of younger singles and middle-aged families, including many lone-parent households. Over a third of residents identify as a visible minority—typically Asian, South Asian or Black. With educations ranging from high school to university, they earn middle incomes from wide-ranging jobs. Drawn to low-rise apartments, row houses and condominiums, these residents also appreciate their less intense city life. For leisure, they like going to casinos, sports bars, nightclubs and sporting events. Many get exercise from tennis, pilates, snowboarding and downhill skiing. As public transit riders, they're a strong market for out-of-home advertising.

07 MATURE & SECURE

F1 High-Income Urban Fringe — Older Families & Empty Nests M1
Older, successful city dwellers

Rank:	5
Hhlds:	4,323
Hhld %:	9.72
% in Benchmark:	5.26
Index:	185

Emblematic of Canada's aging society, Mature & Secure consists of older couples and families aging in place in urban fringe neighbourhoods. Nearly 60 percent of maintainers are over 55 years old. About 80 percent of this segment's households live in Canada's largest markets. Many contain first- and second-generation Canadians, and one in nine residents is Jewish—nearly 11 times the national average. University educated, those still in the workforce earn high incomes from management and white-collar positions. Financially secure, they tend to own stylish houses and duplexes, solid investment portfolios, vacation homes and imported luxury cars. Many have the time and money to attend arts, cultural and professional sports events; they particularly like watching tennis, golf and football matches.

Benchmark: Ottawa CSD

FIRST-CLASS FAMILIES
Large, well-off suburban families

S1 SUBURBAN ELITE

F2 LARGE DIVERSE FAMILIES

Population:
737,286
(1.93% of Canada)

Households:
229,346
(1.53% of Canada)

Average Household Income
$190,168

Average Household Net Worth:
$1,255,009

House Tenure:
Own

Education:
University/College/
High School

Occupation:
White Collar/Service
Sector

Cultural Diversity Index:
Low

Sample Social Value:
Cultural Assimilation

Who They Are

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*.

First-Class Families households enjoy the trappings of success. They have the nice house in the suburbs complete with hot tub, home theatre system, landscaped garden and garage filled with boating, golfing and snowboarding equipment. They drive high-end cars equipped with streaming audio and typically own three or more vehicles. The parents spend a lot of their free time chauffeuring their teenage children to athletic activities and stores like Sport Chek and Lululemon Athletica as well as the Gap, Eddie Bauer, Roots and Old Navy. A big splurge in First-Class Families involves a trip to a theme park, waterpark or indoor amusement centre. And everyone relies on tech devices to keep up with their busy schedules—from smartphones and smart watches to voice-activated smart speakers. These time-crunched families routinely skip home-cooked dinners to patronize fast casual restaurants and pizza chains. And as interest in traditional media declines, residents here go online using mobile phones and tablets for a range of activities—from accessing professional sports content and listening to a radio broadcast to researching products and visiting social media sites. Among their favorites: LinkedIn, Twitter, Instagram and Reddit. These family members are most looking forward to being able to attend professional sporting events post-COVID.

How They Think

Members of First-Class Families expect new immigrants and ethnic groups to adopt and blend in with the mainstream culture in Canada (*Cultural Assimilation*). With a strong *Work Ethic*, they believe children should be taught to respect others and work hard to get ahead, but they also think young people should have the same freedoms as adults (*Equal Relationship with Youth*). With their *Emotional Control*, they make decisions based on reason and logic rather than feelings and intuition, which helps them accept the uncertainties of modern life (*Adaptability to Complexity*) and exert *Personal Control* over the direction of their future. They refrain from judging others, preferring not to take sides (*Introspection & Empathy*). But they're passionate about protecting the environment and think everyone has a role to play in the effort (*Ecological Concern*). And despite their affluence and creature comforts, it's still important for them to look good (*Concern for Appearance*). As consumers, they tend to be frugal and motivated by future security (*Saving on Principle*).

MATURE & SECURE
Older and mature upscale city dwellers

F1 UPSCALE URBAN FRINGE

M1 OLDER FAMILIES & EMPTY NESTS

Population:
694,493
(1.82% of Canada)

Households:
233,501
(1.55% of Canada)

Average Household Income
$170,885

Average Household Net Worth:
$1,625,071

House Tenure:
Own

Education:
University

Occupation:
White Collar

Cultural Diversity Index:
Medium

Sample Social Value:
Duty

Who They Are

Emblematic of Canadian's aging society, Mature & Secure consists of older and mature couples and families aging in place in urban fringe neighbourhoods. Nearly 60 percent of the maintainers are over 55 years old. About 80 percent of this segment's households are found in Canada's largest markets: Toronto, Montreal, Vancouver, Calgary, Ottawa and Edmonton. Many contain first- and second-generation Canadians, the immigrants having arrived between 1990 and 2010. And one in eight residents is Jewish, the highest percentage among all segments and more than 11 times the national average. Well educated with university degrees, those still in the workforce earn upscale incomes from management and white-collar positions in business, finance, science and education. Longtime homeowners, they live in stylish houses and duplexes built between 1960 and 1990 and valued at over $800,000. With a high level of *Financial Security*, Mature & Secure residents tend to own investments, real estate and imported luxury cars. Yet they also express a desire to provide a secure future for their children and grandchildren (*Legacy*).

The educated and upscale adults of Mature & Secure exhibit worldly sensibilities. They're well travelled, often touring Europe, Asia and North America via car, plane and cruise ship. Their worldliness even shows in their preferred auto: typically a premium midsize car costing at least $30,000 and made by a European or Japanese manufacturer. And they have the time and money to spend their evenings attending a variety of cultural events—theatre, ballet, opera, classical music concerts and art galleries. Mindful of their health—they're a prime market for organic dairy and meat—they have above-average rates for taking yoga and fitness classes at nearby health clubs and avoiding fast food. And while their days playing high-impact sports may be over, they like to watch professional hockey, golf and tennis matches. These Canadians read an assortment of mainstream magazines—including *Canadian Living* and *People*—and they page through nearly every section of national daily newspapers. But they're comfortable with digital media, too, and especially like using tablets to read books, clip coupons, download apps and purchase everything from home furnishings to concert and theatre tickets. These worldly explorers are most excited about travelling outside of Canada again post-COVID.

How They Think

Mature & Secure is an engaged and centred group that accepts a wide range of social views among its members. While some enjoy viewing advertising for its aesthetic properties (*Advertising as Stimulus*), others tend to reject the fashions and the role models promoted by advertising and the consumer society (*Skepticism Towards Advertising*). What they share is a firm belief that hard work will bring success (*North American Dream*) and that one should fulfill their duties and obligations before seeking personal pleasures (*Duty*). Having come of age at a time when keeping up with the Joneses was a prevalent aspiration, these Canadians still want to be respected by others for their fine manners, chic style and well-appointed home decorated with objects that convey affluence (*Need for Status Recognition, Status via Home, Ostentatious Consumption*). In the marketplace, they satisfy their desire to feel different from others by purchasing cutting-edge products, preferring brand-name goods from larger companies (*Brand Genuineness, Confidence in Big Business*). And they appreciate marketing efforts that appeal to their *National Pride*, believing that buying products made in Canada strengthens the country's position in the world.

MULTICULTURAL CORNERS
Diverse, upper-middle-income city families

F1 UPSCALE URBAN FRINGE

F2 LARGE DIVERSE FAMILIES

Population:
854,193
(2.24% of Canada)

Households:
277,197
(1.84% of Canada)

Average Household Income
$132,833

Average Household Net Worth:
$756,315

House Tenure:
Own

Education:
University/College/
High School

Occupation:
Service Sector/
White Collar

Cultural Diversity Index:
High

Sample Social Value:
Financial Security

Who They Are

The middle-aged families of Multicultural Corners create an exceptionally diverse portrait. More than a third of households contain foreign-born residents—from the Caribbean, Central America, Europe and Asia—though no one culture dominates. About a fifth of the population speak a non-official language and more than 40 percent identify as visible minorities—including black, Latin American, Arabic and South Asian. Having immigrated to Canada before 2000, these first and second generation Canadians have moved beyond gateway communities to the urban fringe areas of cities like Toronto, Calgary, Ottawa and Edmonton. They've turned their moderate educations into upper-middle-class incomes earned from service sector and white-collar jobs. They typically own single-detached and row houses suitable for their relatively large families with older children; more than a third of households contain four or more people. In these neighbourhoods where one of the stronger values is *Financial Security*, residents have been more mindful of their spending due to the economic uncertainty caused by COVID-19. With that said, in normal times they enjoy travelling and tend to stay at all-inclusive resorts and book cultural trips and eco-tours.

The multi-generational households of Multicultural Corners do many activities as a family. They engage in a lot of aerobic sports—swimming, skiing and tennis—as well as team sports like baseball, basketball and soccer. Finding much enjoyment in maintaining an active lifestyle, this cohort is particularly looking forward to hitting the gym and spending time outdoors post-COVID. Many residents value *Rejection of Authority* —telling researchers, "young people should be taught to to question authority". With their six-figure incomes, Multicultural Corners households have already achieved a level of upper-middle-class comfort. They're big purchasers of youth-oriented goods like toys, games, books and fast fashion from stores such as H&M, Old Navy, the Disney Store and Mastermind. These families like to go out and are a prime market for casual restaurants like Jack Astor's, Montana's and The Keg. As media consumers, Multicultural Corners residents increasingly look to the Internet, often downloading music, streaming TV, accessing news sites and reading restaurant reviews. Mobile phones are their digital platform of choice, and they're receptive to texted marketing messages. They also respond to out-of-home advertising placed in movie theatres, commuter trains, public washrooms and elevators.

How They Think

Having moved to Canada for a better life, the immigrant families of Multicultural Corners are striving to improve their lives and willing to defer pleasure to realize that goal (*Work Ethic*). These hard-working households put family first and are conservative in their views towards family structure (*American Dream, Traditional Families*). But they're also willing to set aside traditional moral codes in favour of more informal conventions; they accept that it's not always necessary to play by the rules or obey authority figures (*Rejection of Orderliness, Rejection of Authority*). As active members of their local religious community (*Religiosity*), they like to connect with smaller, close-knit groups in an authentic and sincere manner (*Personal Expression*). But many feel overwhelmed from juggling work and the needs of their large families, causing their *Need for Escape* from everyday responsibilities. As consumers, Multicultural Corners residents enjoy advertising for its aesthetics and look for brands that offer stimulating experiences (*Advertising as a Stimulus*). As a whole, these households have embraced the lives they have chosen and feel they deserve the rewards they enjoy (*Just Deserts*).

MID-CITY MELLOW
Older and mature city homeowners

U2 URBAN OLDER

M1 OLDER FAMILIES & EMPTY NESTS

Population:
843,045
(2.21% of Canada)

Households:
307,379
(2.04% of Canada)

Average Household Income
$115,193

Average Household Net Worth:
$612,864

House Tenure:
Own

Education:
College/High School

Occupation:
Mixed

Cultural Diversity Index:
Low

Sample Social Value:
Legacy

Who They Are

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

The upper-middle-class members of Mid-City Mellow inhabit a land of pleasant living. Their older homes are graced with well-tended gardens, hot tubs and driveways crowded with midsize cars and SUVs, boats and campers. They have high rates for attending the theatre and concerts featuring rock and country music, and this cohort's families with children explains the popularity of pets, pro hockey and football, as well as casual restaurants like Kelsey's, Swiss Chalet and The Keg. Planning for the future, these adults have invested in a variety of assets and contributed a healthy portion to their RRSP retirement funds. Media traditionalists, they like reading newspapers in print—the editorials and classifieds in particular—and watching all manner of TV sports, especially Major League Baseball, the CFL, pro golf and NASCAR auto racing. As a segment who enjoy their personal leisure time, this cohort is looking forward to driving more post-COVID. They listen to radio mostly during their commutes to work, preferring stations that play oldies, classic rock and new country music. But they're only average Internet users, going online mostly for utilitarian purposes: banking, researching recipes and staying current with their favourite sports teams. They still respond to direct mail, particularly coupon booklets, catalogues and newsletters.

How They Think

The members of Mid-City Mellow are eager to preserve their *Legacy*—this could be done through a financial, moral, spiritual, or cultural nature. Living in multicultural cities, they've come to appreciate the virtues of other cultures too (*Cultural Sampling*). Their outlook is open-minded, willing to question the status quo (*Rejection of Authority*) and passionate about improving their communities and the lives of those less fortunate (*Community Involvement*). Comfortable with the uncertainties of modern life (*Rejection of Order*), they firmly believe in their ability to effect change and that ultimately people get what they deserve (*Personal Control*). Their decision-making tends to be guided by ecological concerns, with many willing to make economic sacrifices to protect the environment (*Ecological Concern*). When the daily grind gets to be too much, many take a break from overscheduling by booking a casino stay or cruise (*Time Stress*). These upper-middle-class households feel financially comfortable and have an enthusiasm for purchasing products and services in areas of interests such as music and electronics (*Consumptivity*). In the marketplace, Mid-City Mellow members look for brands that are authentic, and convey a compelling story and satisfy their desire to demonstrate their individuality (*Brand Genuineness, Pursuit of Originality*).

DIVERSE & DETERMINED
Midscale, younger and middle-aged city dwellers

F3 MIDSCALE URBAN FRINGE

F1 SCHOOL-AGE FAMILIES

Population:
581,301
(1.52% of Canada)

Households:
256,667
(1.71% of Canada)

Average Household Income
$95,527

Average Household Net Worth:
$382,199

House Tenure:
Own & Rent

Education:
University/College/
High School

Occupation:
Service Sector/
White Collar

Cultural Diversity Index:
High

Sample Social Value:
Ecologiocal Concern

Who They Are

The search for jobs and an affordable lifestyle helped create Diverse & Determined. Found in the urban fringe of big cities like Vancouver, Calgary, Edmonton and Ottawa, this segment contains a mix of younger singles and middle-aged families, including a disproportionate number of lone-parent households. Almost half of these households have moved into the area in the last five years. Over a third of residents identify as a visible minority—typically South Asian, black, Filipino, Arab or Latin American—most having arrived since 2001. Drawn to the less expensive housing and less intense city living, Diverse & Determined residents typically live in low-rise apartments or row houses; nearly two-thirds live in condominiums. With educations ranging from high school to university, the adults here earn midscale incomes from various jobs in manufacturing, remediation services, business and the trades. Almost half the households are without children, meaning many can devote more of their discretionary income to leisure activities. Residents score high for going to casinos, sports bars, nightclubs and sporting events. Strong on the value *Ostentatious Consumption*, they try to impress others by acquiring objects that convey affluence.

The residents of Diverse & Determined enjoy more vigorous leisure pursuits compared to their downtown cousins. They prefer activities like tennis, Pilates, snowboarding and downhill skiing to more sedate pastimes. Being a particularly active segment, this cohort is looking forward to going to the gym post-COVID. Reflecting members' diverse backgrounds, a night out may involve an opera or art gallery, or a craft beer and happy hour poutine at a fast casual restaurant. Community minded, they donate what they can to educational, cultural and religious organizations and volunteer their time on political campaigns. There's not much money for vacationing beyond an occasional trip to western Canada or the U.S, but they're well travelled in the digital world, using their mobile phone rather than a computer to listen to a podcast, watch TV, search for jobs and redeem discount coupons. These diverse families have relatively high rates for some traditional media, especially religious and gospel programs on the radio and Telelatino and Global News on TV. To get to the urban action, they often use public transit, making this segment a strong market for ads on bus shelters and subway platforms.

How They Think

The members of Diverse & Determined believe in taking care of others before themselves and feel there's a great deal to learn from other cultures (*Introspection and Empathy, Social Learning*). Although many in this segment have been feeling that their financial position is less secure than this time last year, they are generally optimistic about their financial future (*Financial Security*) and their ability to leave a *Legacy*. They are greatly fulfilled by their work, however it is important for them to regularly take a break from their responsibilities and burdens (*Fulfillment Through Work, Need for Escape*). Given their diverse backgrounds, many identify as citizens of the world and support the efforts of diverse groups to share their cultural heritage with mainstream society (*Culture Sampling*). While they tend to use reason and logic when making decisions, they appreciate experiences that engage all their senses (*Emotional Control*). As conscientious consumers, they're attracted to products that offer an authentic brand experience and companies known for their ethnical practices (*Brand Genuineness, Ethical Consumerism*). Strong on the *Primacy of Environmental Protection* over economic advancement, many also weigh environmental concerns into their purchasing decisions (*Ecological Lifestyle*).

Psychographics | SocialValues Overview

Service Area: Ottawa CSD

⬆ Strong Values

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⬇ Weak Values

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⭐ Descriptions | Top 3 Strong Values

Culture Sampling

This construct identifies the view that other cultures have a great deal to teach us, and measures people's inclination to incorporate some of these cultural influences into their own lives.

Equal Relationship with Youth

Breaking down traditional hierarchical and patriarchal relationships by giving the youth equal freedoms as those of adults. Discipline, as that issued by adults over young people, is therefore replaced by freedom and increased individualism.

Social Learning

Attraction to, and interest in, diversity. Feeling that there is a great deal to learn through contact and conversation with people different from oneself, who come from other backgrounds and places. Diversity is perceived as a source of personal enrichment, a way to satisfy a hunger for discovery and exploration and to extend a network of contacts. This construct is also associated with a respect for other people and cultures, as well as a heightened social conscience.

⭐ 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.

Fulfilment Through Work

A need to invest one's professional life with meaning and to find personal fulfillment through one's work. Also, a need to feel that one's work is useful to others and has some social value.

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.

Benchmark: Canada

Index Colours:	<80	80 - 110	110+

DemoStats Variables | Trade Area

Service Area: St. Helen's Service Area
Benchmark: Ottawa CSD

		Base Count	Base %	St. Helen's Service Area Count	%	% Pen	Index
Household Population by 5-Year Mobility							
ECYMOBHPOP	Household Population For 5 Year Mobility Status	1,028,403	100.00	113,777	100.00	11.06	100
ECYMOBNMOV	Non-Movers	613,034	59.61	77,385	68.02	12.62	114
ECYMOBMOV	Movers	415,369	40.39	36,392	31.98	8.76	79
Household Population by Religion							
ECYRELHPOP	Household Population For Religion	1,080,402	100.00	119,361	100.00	11.05	100
ECYRELBUDD	Buddhist	11,877	1.10	635	0.53	5.35	48
ECYRELCHR	Christian	566,591	52.44	78,324	65.62	13.82	125
ECYRELANGL	Anglican	43,565	4.03	4,312	3.61	9.90	90
ECYRELCATH	Catholic	325,643	30.14	52,649	44.11	16.17	146
ECYRELUNIT	United Church	36,618	3.39	3,960	3.32	10.81	98
ECYRELOCHR	Other Christian	160,765	14.88	17,403	14.58	10.83	98
ECYRELHIND	Hindu	22,486	2.08	1,229	1.03	5.47	49
ECYRELJEWI	Jewish	12,107	1.12	450	0.38	3.72	34
ECYRELMUSL	Muslim	108,319	10.03	8,286	6.94	7.65	69
ECYRELSIKH	Sikh	7,231	0.67	191	0.16	2.64	24
ECYRELOREL	Other Religions	9,576	0.89	719	0.60	7.51	68
ECYRELNREL	No Religious Affiliation	342,215	31.68	29,527	24.74	8.63	78
Household Population by Period of Immigration							
ECYPIMHPOP	Household Population For Period Of Immigration	1,080,402	100.00	119,361	100.00	11.05	100
ECYPIMNI	Non-Immigrants	783,363	72.51	95,943	80.38	12.25	111
ECYPIMIM	Immigrants	276,513	25.59	22,774	19.08	8.24	75
ECYPIMP01	Before 2001	113,644	10.52	11,358	9.52	9.99	90
ECYPIM0105	2001 To 2005	21,704	2.01	1,842	1.54	8.49	77
ECYPIM0610	2006 To 2010	27,304	2.53	2,216	1.86	8.12	73
ECYPIM1116	2011 To 2016	29,915	2.77	1,955	1.64	6.54	59
ECYPIM17CY	2017 To Present	83,946	7.77	5,403	4.53	6.44	58
ECYPIMNPER	Non-Permanent Residents	20,526	1.90	644	0.54	3.14	28

Anglican Church Affiliation (% penetration)
ST. HELEN'S CHURCH

ENVIRONICS ANALYTICS

Legend:
- St. Helen's Church
- Service Area
- Dissemination Area
  - Less than 1.5%
  - 1.5 - 4%
  - 4 - 7%
  - Greater than 7%

0   3.5 km
0   2 mi

21

No Religious Affiliation (% penetration)
ST. HELEN'S CHURCH

ENVIRONICS
ANALYTICS

50

174

Old Montreal Rd

148

17

Innes Rd

aloney E

Jeanne d'Arc Blvd N

Orleans Blvd

St Joseph Blvd

10th Line Rd

Innes Rd

Innes Rd

34

34

34

56

Innes Rd

Innes Rd

174

vie Rd

Montreal Rd

Blackburn Byps

Mer Bleue Rd

10th Line Rd

Trim Rd

Navan Rd

28

Legend

St. Helen's Church

Service Area

Dissemination Area

Less than 20%

20 - 25%

25 - 35%

Greater than 35%

0   3.5 km

0   2 mi

22

HouseholdSpend | Trade Area

Trade Area: St. Helen's Service Area
Benchmark: Ottawa CSD

	St. Helen's Anglican Church							
	Consumption Unit	Unit/Hhld	% Comp	Base Consumption Unit	Base Unit/Hhld	Base %	Index: Unit/Hhld	Index: % Comp
Basics								
Household Income	6,399,667,011	145,961.16	100.00	54,570,010,188	130,088.73	100.00	112	100
Household Disposable Income	4,868,073,457	111,029.16	100.00	41,372,497,840	98,627.35	100.00	113	100
Household Discretionary Income	3,524,206,473	80,378.75	100.00	29,581,892,418	70,519.88	100.00	114	100
Gifts of Money and Contributions								
Total money gifts, contributions and support payments	140,647,864	3,207.84	2.27	1,341,650,280	3,198.34	2.53	100	90
Total money gifts and support payments	106,796,552	2,435.77	75.93	948,760,485	2,261.74	70.72	108	107
Gifts, contributions and support payments to non-household members, living in Canada	58,873,600	1,342.77	41.86	528,943,117	1,260.94	39.42	106	106
Gifts, contributions and support payments to non-household members, living outside Canada	15,643,647	356.79	11.12	143,114,749	341.17	10.67	105	104
Support payments to a former spouse or partner	32,279,305	736.21	22.95	276,702,619	659.63	20.62	112	111
Total charitable contributions	33,851,312	772.07	24.07	392,889,795	936.60	29.28	82	82
Charitable contributions to religious organizations	12,660,956	288.77	9.00	129,920,129	309.71	9.68	93	93
Contributions to other charitable organizations	21,190,356	483.30	15.07	262,969,666	626.89	19.60	77	77

HOW TO READ

○ ENVISION

PRIZM Profile Bar Chart—Trade Area

The PRIZM segment composition of your trade area. Helps answer the questions: Which PRIZM segments are in my trade area? What social groups do the segments in my area belong to? What lifestage do the high-index segments in my trade area belong to?

ENVIRONICS ANALYTICS

Profile - Trade Area

Hamilton (ON) vs Canada | Total Households

SG	SES	Name	Count	%	Base Count	Base %	% Pen	Index
U1	1	Cosmopolitan Elite	635	0.20	72,436	0.49	0.88	41
U1	2	Urbane Villagers	6,711	2.17	131,113	0.90	5.12	242
U1	3	Arts & Affluence	5	0.00	114,703	0.78	0.00	0
U1	8	Boomerang City	7,936	2.56	330,383	2.26	2.40	113
S1	4	Suburban Success	9,329	3.01	121,107	0.83	7.70	364
S1	6	Kids & Careers	18,790	6.07	350,202	2.40	5.37	253
S1	7	Nouveaux Riches	0	0.00	108,647	0.74	0.00	0
S1	10	Emptying Nests	4,723	1.53	146,851	1.00	3.22	152
E1	9	Satellite Burbs	25,942	8.38	362,040	2.48	7.17	338
E1	17	Exurban Wonderland	2,432	0.79	198,051	1.35	1.23	58
S2	16	Pets & PCs	10,235	3.31	429,400	2.94	2.38	113
S2	18	Management Material	7,704	2.49	168,135	1.15	4.58	216
S2	37	Trucks & Trades	6,077	1.96	304,593	2.08	2.00	94
S2	50	Suburban Scramble	7,523	2.43	253,819	1.74	2.96	140
S3	14	Diversity Heights	8,125	2.63	195,463	1.34	4.16	196
S3	15	Heritage Hubs	12,458	4.03	263,527	1.80	4.73	223
S3	20	South Asian Achievers	0	0.00	113,040	0.77	0.00	0
S3	25	South Asian Society	0	0.00	136,353	0.93	0.00	0

Bar Chart represents the Index value. An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented. Target Segments are usually identified by selecting segments with significant % and high indices.

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

SG - Social Group: classification and ranking of urbanity and affluence. ex. U1 - Urban Elite, U7 - Urban Francophone

SESI - Socio-Economic Status Indicator: Segment ranking includes income, education, low-income indicator, dwelling value, net worth, discretionary income, household size

Name: Descriptive name to evoke an image of the segment

Hamilton Trade Area (hhlds or pop)

Count: 635
Households in the Hamilton Trade Area classified as Segment 1 Cosmopolitan Elite

÷

Canada (households or population)

Base Count 72,436
Number of Households in Canada classified Segment 1 Cosmopolitan Elite

× 100

% Pen: 0.88
Segment 1 Households are penetrating the market at 0.88% Of all 72,436 Segment 1 households in Canada, 635

%: 0.20
Segment 1 represents 0.20% of the Hamilton Trade Area

÷

Base %: 0.49
Segment 1 represents 0.49% of Canadian households

× 100

Index: 41
You are 59% [100 minus 41] less likely to have a Segment 1 in your trade area than in all of Canada

ENVIRONICS ANALYTICS

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HOW TO READ

Executive Dashboards - Demographics - Population and Households

Provides population and household data for the current year for the selected trade area. The variables for Population, Households, Median Maintainer Age, and Marital Status (Married/Common Law) will always be present. The variable for Family Status will dynamically show the top variable based on an index ranking with minimum 5% composition.

Demographics | Population & Households

ENVIRONICS ANALYTICS

Trade Area: Whitchurch-Stouffville (CSD)

POPULATION	MEDIAN MAINTAINER AGE	MARITAL STATUS	FAMILY STATUS*
45,683	**51**	**65.7%**	**51.6%**
HOUSEHOLDS	Index: 99	Index: 115	Index: 118
15,235		Married/Common-Law	Couples With Children At Home

HOUSEHOLD SIZE

- 1 Person: 16% / 27%
- 2 Persons: 34% / 34%
- 3 Persons: 18% / 16%
- 4 Persons: 21% / 14%
- 5 Persons: 8% / 5%
- 6+ Persons: 4% / 3%

  ■ Trade Area ■ Benchmark

POPULATION BY AGE

	Count	%	Index
0 to 4	3,268	7.2	133
5 to 9	2,869	6.3	115
10 to 14	2,719	6.0	113
15 to 19	2,414	5.3	97
20 to 24	2,850	6.2	95
25 to 29	2,850	6.2	89
30 to 34	3,517	7.7	111
35 to 39	3,359	7.4	108
40 to 44	3,087	6.8	105
45 to 49	2,899	6.3	96
50 to 54	2,918	6.4	88
55 to 59	3,011	6.6	89
60 to 64	2,280	5.0	76
65 to 69	2,362	5.2	94
70 to 74	1,999	4.4	104
75 to 79	1,453	3.2	108
80 to 84	1,054	2.3	110
85+	774	1.7	75

AGE OF CHILDREN AT HOME

- 0 to 4: 21% / 19%
- 5 to 9: 19% / 19%
- 10 to 14: 18% / 18%
- 15 to 19: 15% / 18%
- 20 to 24: 16% / 14%
- 25+: 11% / 12%

  ■ Trade Area ■ Benchmark

Benchmark: Canada

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*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

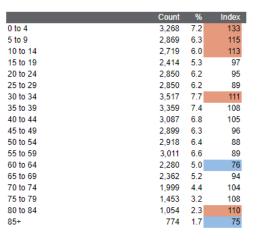
The Marital Status section indicates that 65.7% of the population 15+ in Whitchurch-Stouffville is either married or common-law. With an index value of 115, that is 15% higher than the average for the benchmark of Canada.
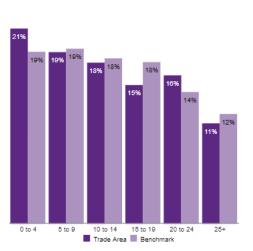
The Household Size bar chart shows the distribution of household size in the selected trade area versus the benchmark.

The Population by Age table shows the age distribution of the trade area. displaying only Count, % and Index. Remember that the index is a measure of how similar or different the trade area is from the benchmark.

The Age of Children at Home bar chart shows the distribution of children's ages in the selected trade area versus the benchmark.

◯ ENVISION

Executive Dashboards - Psychographic - SocialValues Overview
Provides psychographic data for the selected trade area.

Psychographic | SocialValues Overview

ENVIRONICS
ANALYTICS

Trade Area: Whitchurch-Stouffville (CSD)

⬆ **Strong Values**

Values	Index
Personal Control	133
Concern for Appearance	124
Emotional Control	123
Ecological Fatalism	122
Importance of Spontaneity	122
Social Intimacy	121
North American Dream	118
Need for Escape	117
Personal Optimism	117
Religiosity	115

⬇ **Weak Values**

Values	Index
Anomie-Aimlessness	79
Ethical Consumerism	82
Fulfilment Through Work	82
Search for Roots	83
Sexism	84
Fear of Violence	85
Attraction to Nature	86
Buying on Impulse	86
Brand Apathy	87
Status via Home	87

☆ **Descriptions | Top 3 Strong Values**

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

Concern for Appearance
Placing a great deal of importance on appearing "attractive", and being concerned about the image projected by one's appearance. People who are strong on this construct are image-driven.

Emotional Control
Desire to live in a cool and controlled way. Also, a tendency to be guided less by one's emotions, feelings and intuition than by reason and logic . No great tendency to explore emotion-based experiences.

☆ **Descriptions | Top 3 Weak Values**

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

Ethical Consumerism
Willingness to base consumer decisions on the perceived ethics of the company making the product (e.g., whether management treats employees fairly, co-operates with governments that do not meet ethical standards, or uses testing methods that involve mistreatment of animals). Desire to see companies be good corporate citizens in terms of these new social concerns.

Fulfilment Through Work
A need to invest one's professional life with meaning and to find personal fulfillment through one's work. Also, a need to feel that one's work is useful to others and has some social value.

Benchmark: Canada

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Index Colours:	<80	80 - 110	110+

The chart shows the top 10 strong and weak Social Values in the trade area based on index ranking. For Social Values, the index is a measure of the relative strength or weakness of a specific value.

The top 3 values for both strong and weak are further defined using the definitions from the SocialValues glossary.

NOTE: As a best practice we recommend using Canada as your benchmark. Using a Provincial benchmark will work, but due to the way the Social Values survey is conducted, using Canada as a benchmark provides more differentiation and results in higher highs and lower lows.

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