

Visitor Segmentation

The Glebe BIA

October 17th, 2023

ENVIRONICS
ANALYTICS

the
glebe

Background, objectives, and deliverables for the project.

Project Background

EA will be using MobileScapes to help The Glebe BIA monitor, track, and understand visitors coming to the BIA from September 17, 2022 to September 16, 2023. Visitors captured through MobileScapes will be profiled with PRIZM to understand the unique segments that are frequenting the BIA and where they come from.

Objectives

The Glebe BIA is looking to understand the following questions surrounding their BIA:

1. Who visited The Glebe from September 17, 2022 to September 16, 2023? Where did they come from?
2. What are their demographic, spending, and behavioural differences?

Deliverables

The project will include the following deliverables:

1. PowerPoint deck summarizing PRIZM profiles and dashboards on demographics, behavioral, and expenditure data
 2. Visitor-weighted ranking reports and profiles using the following datasets: DemoStats, Opticks Numeris, HouseholdSpend, PRIZM
 3. Forward Sortation Area (FSA) ranking reports of visitors
 4. MobileScapes extract from September 17, 2022 to September 16, 2023
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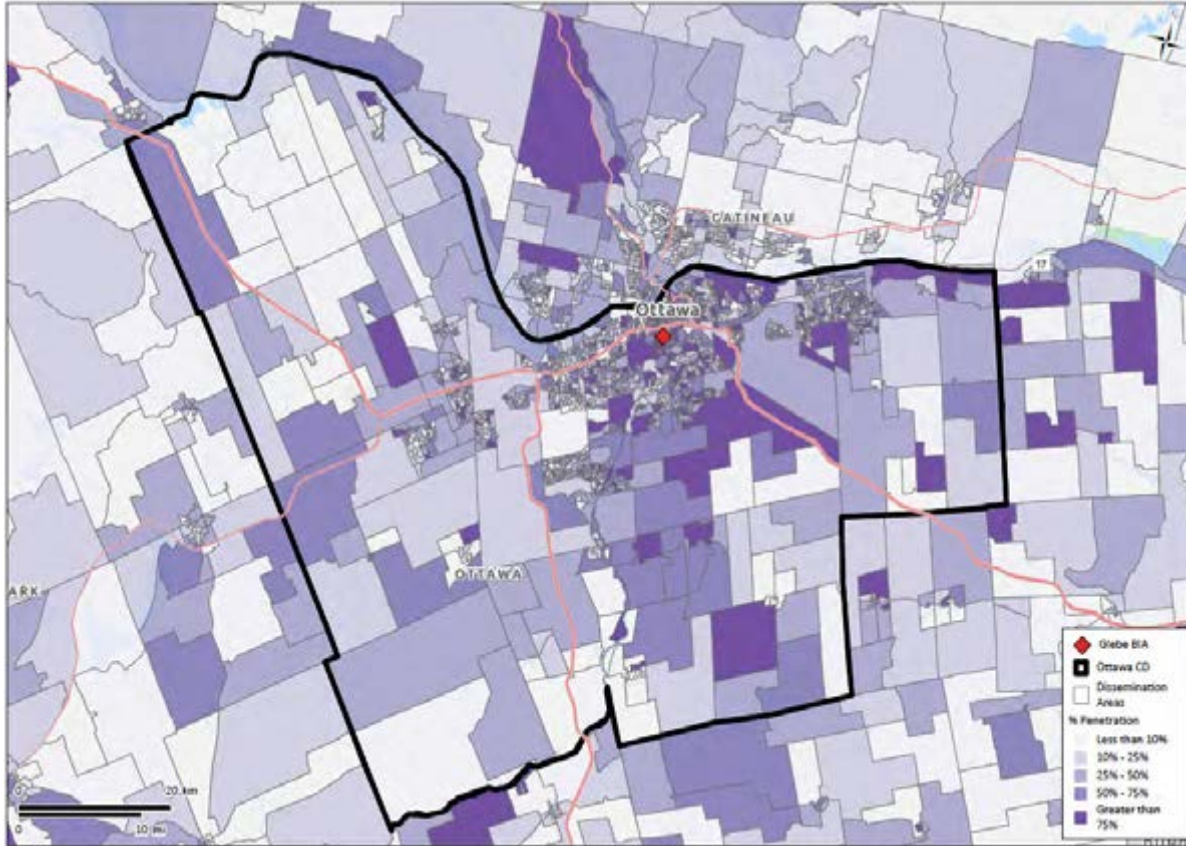
The Glebe, Ottawa ON

- **Total Visits/Visitors:**
 - Between September 17, 2022 and September 16, 2023, The Glebe observed a total of **767,414** unique visitors and **17,895,537** visits.
- **Visitors by PRIZM:**
 - Segments with a strong propensity to visit The Glebe tend to be upscale, diverse singles and families, and mature couples and singles living in Ottawa's suburban or urban neighbourhoods.
 - Segments who visit The Glebe at above-average rates are:
 - **Modern Suburbia**, a suburban segment comprised of younger and middle-aged, culturally-diverse families with young children
 - **Multicultural Corners**, which is made up of middle-aged families with more than a third of households having foreign-born residents
 - **Savvy Seniors**, home to older singles, couples and divorced or widowed individuals in the urban areas of Ottawa
 - **Mature & Secure**, a wealthier segment consisting of older couples and families aging in neighbourhoods in the vicinities of city centres.
 - **Diverse & Determined**, comprised of diverse younger and middle-aged city dwellers who have average incomes living in the urban fringe areas
- **Visits by Time and Day:**
 - From September 17, 2022 to September 16, 2023, peak visitation hours were observed between **12pm and 6pm**.
 - During the observed period, people increasingly gravitated towards The Glebe as the week advanced, reaching its peak on **Friday** before gradually declining towards the end of the week.
- **Distance to Visitors:**
 - During off-peak time, 70% of The Glebe's visitors can be found within a **26-minute** drive time of the BIA.
- **Visitors' Top Activities and Restaurants:**
 - Visitors to The Glebe are likely to attend shows and exhibitions at higher rates than the benchmark. They also enjoy going to concert and theatre venues. These types of events may be of high interest to The Glebe's visitors.
 - These visitors like to participate in a wide range of team sports. When planning events, the BIA may want to consider reaching out to local baseball/softball or soccer clubs, and other sports organizations to sponsor and participate in upcoming events.
 - The Glebe visitors tend to dine at specialty burger restaurants often. Their top restaurant chains are East Side Mario's, Jack Astor's and a variety of fast-food chains. These may offer a good sponsorship opportunity for The Glebe while at the same time attracting more visitors to the area.

Visitor Analysis: The Where and When

Visitors' Geographic and Timing Distribution

The highest number of The Glebe visitors are found in Ottawa, Gatineau, and Montreal.



Visitors to The Glebe tend to be concentrated in the Ottawa CSD

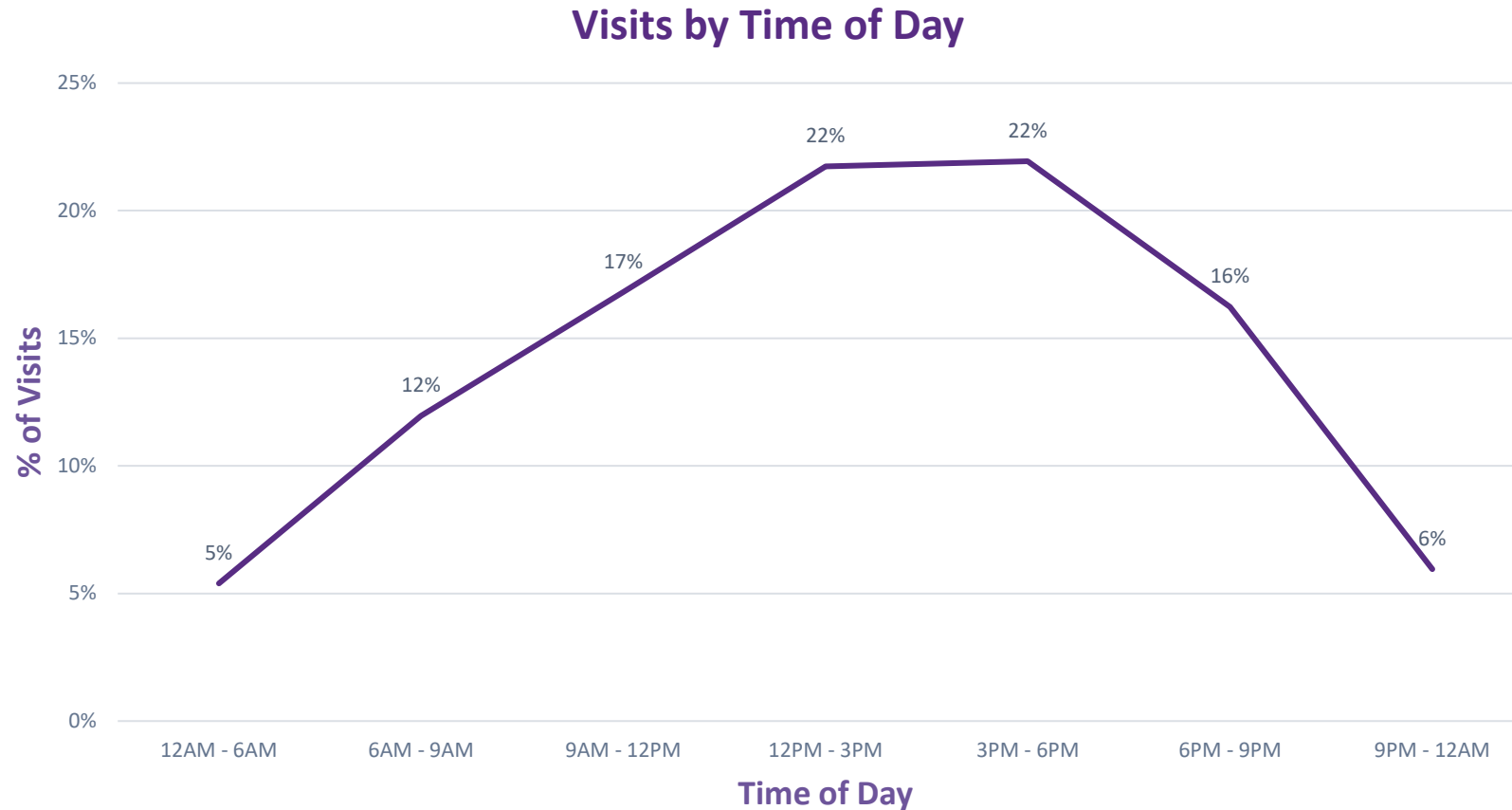
| Top 5 CSDs by % of Visitors | % of Total Visitors |
|-----------------------------|---------------------|
| Ottawa, ON (CV) | 67.42% |
| Gatineau, QC (V) | 8.22% |
| Montréal, QC (V) | 2.16% |
| Toronto, ON (C) | 1.94% |
| Clarence-Rockland, ON (C) | 0.94% |

Visit Summary:

- During off-peak time, 70% of The Glebe's visitors can be found within a 26-minute drive time of the BIA.
- During the time frame observed, peak visitation hours were between 12pm and 6pm.
- Visitors were drawn to the Glebe more as the week progressed, peaking on Friday and then decreasing towards the week's end

Visits by Time of Day

Visits are seen throughout daytime hours and increase towards the evening. Peak visitation hours are observed during the daytime and evening commute daypart (12pm-6pm).

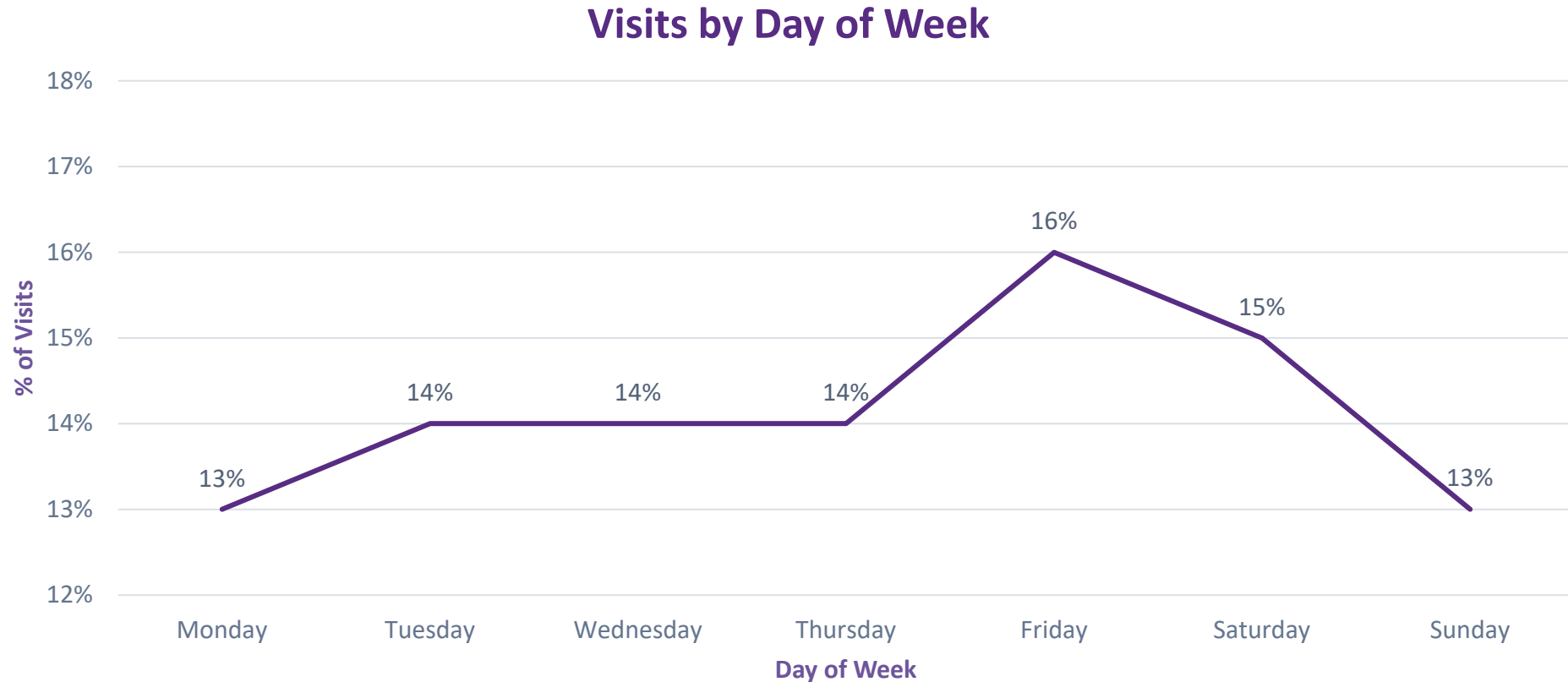


Source: MobileScapes 2023

Time period: September 17, 2022 – September 16, 2023

Visits by Day of Week

While the visitor chart shows a consistent increase in visitors from Monday to Friday, the actual number of visits remains the same from Tuesday to Thursday.

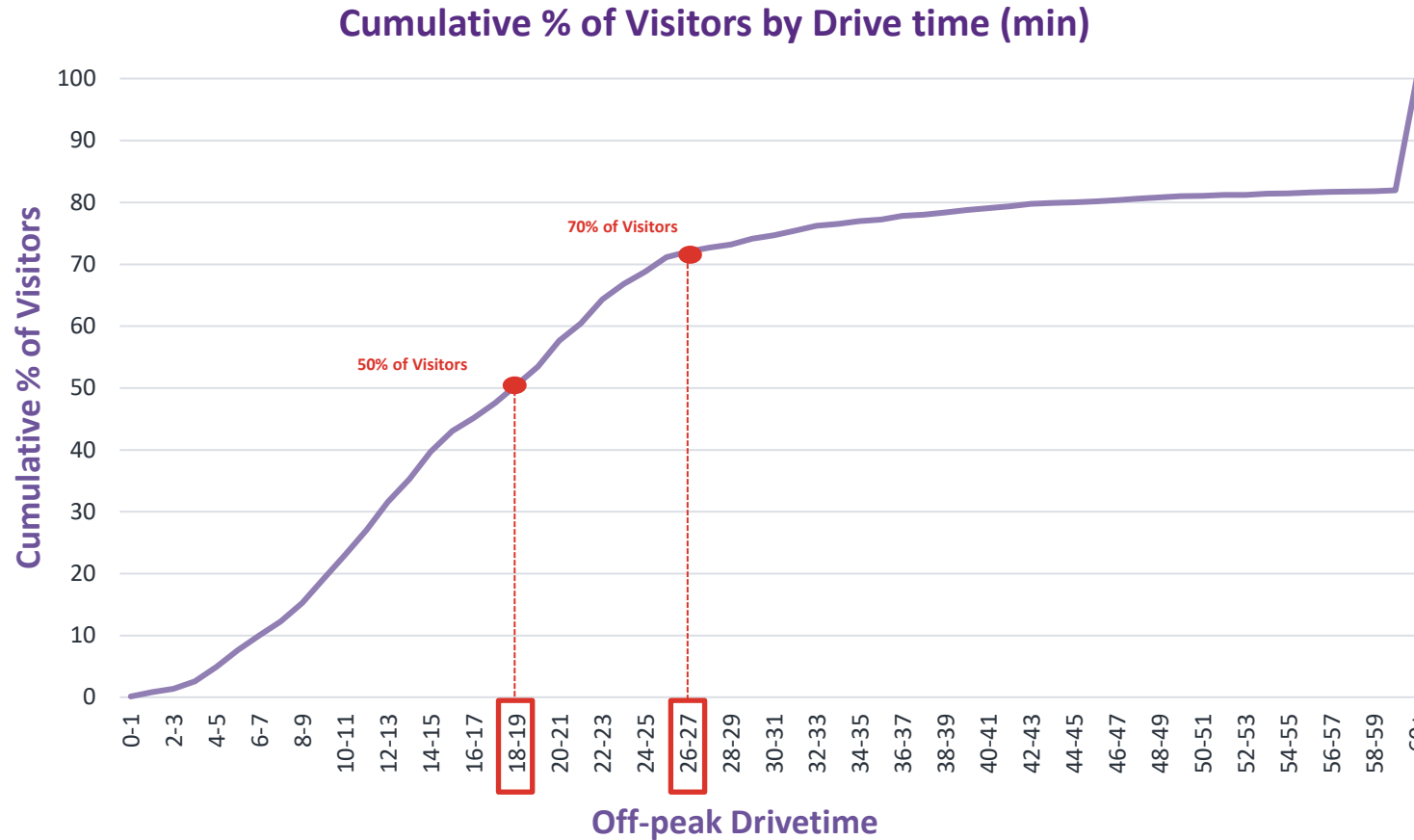


Source: MobileScapes 2023

Time period: September 17, 2022 – September 16, 2023

Distance to Visitors

50% of all visitors are located within a 19-min drive time from The Glebe. 70% of visitors travel less than 26 minutes to reach The Glebe.



Source: MobileScapes 2023

Time period: September 17, 2022 – September 16, 2023

Visitor Analysis: The Who

Top PRIZM Profiles for The Glebe Visitors

Segments with a strong propensity to visit The Glebe tend to be upscale, diverse singles and families, and mature couples and singles living in suburban or urban neighbourhoods.

The Glebe BIA Aggregate Visitors (Sep 17, 2022 – Sep 16, 2023): 510, 892

Base Variable: Total Household Population 15+

Top 5 segments represent **34.4%** of visitors in Ottawa CSD



Rank: 1
 Visitors: 42,931
 Visitors %: 8.40
 % in Benchmark: 9.55
 Index: 88

With one of the highest percentages of suburban households, Modern Suburbia is a magnet for younger and middle-aged, culturally-diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia. With their university and college educations, they earn upper-middle-class incomes that allow them to own new single-detached, semi-detached or row houses. Modern Suburbia members have crafted active lifestyles for their relatively large families. They participate in team sports, including basketball and hockey, often followed by a trip to a pizza or burger restaurant. For a splurge, they head to kid-friendly venues such as amusement parks, zoos and aquariums. Many rely on their mobile phones for everything from banking to streaming music.



Rank: 2
 Visitors: 36,471
 Visitors %: 7.14
 % in Benchmark: 7.90
 Index: 90

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.



Rank: 3
 Visitors: 34,348
 Visitors %: 6.72
 % in Benchmark: 6.56
 Index: 102

An aging lifestyle, Savvy Seniors is home to older singles, couples and divorced or widowed individuals found mostly in cities throughout Ontario, British Columbia and Alberta. Many are financially comfortable, enjoying middle-incomes and owning easy-to-maintain singles, rows, apartments and condos. With nearly 40 percent of the maintainers over 65 years old, many are empty-nesters; any children at home are typically in their twenties. These residents have the time, money and agility for travel, golf and fitness activities. Fond of cultural activities, residents regularly go to art galleries, the opera, theatre and local exhibits and fairs. And they believe in the value Community Involvement, engaging in social issues and political campaigns, and giving to a wide range of charities.

Top PRIZM Profiles for The Glebe Visitors

Segments with a strong propensity to visit The Glebe tend to be upscale, diverse singles and families, and mature couples and singles living in suburban or urban neighbourhoods.

The Glebe BIA Aggregate Visitors (Sep 17, 2022 – Sep 16, 2023): 510, 892

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| | | | |
|---|--|---|---|
| <p>07 MATURE & SECURE</p> | <p>Rank: Visitors: Visitors %: % in Benchmark: Index</p> | <p>4 31,001 6.07 5.86 104</p> | <p>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.</p> |
| <p>32 DIVERSE & DETERMINED</p> | <p>Rank: Visitors: Visitors %: % in Benchmark: Index</p> | <p>5 30,761 6.02 6.05 100</p> | <p>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.</p> |

Executive Dashboards

Demographics | Population & Households

Visitors to The Glebe tend to be young to middle-aged families with younger children at home.

MEDIAN MAINTAINER AGE

47

Index: 92

MARITAL STATUS



56.8%

Index: 102

Married/Common-Law

FAMILY STATUS*

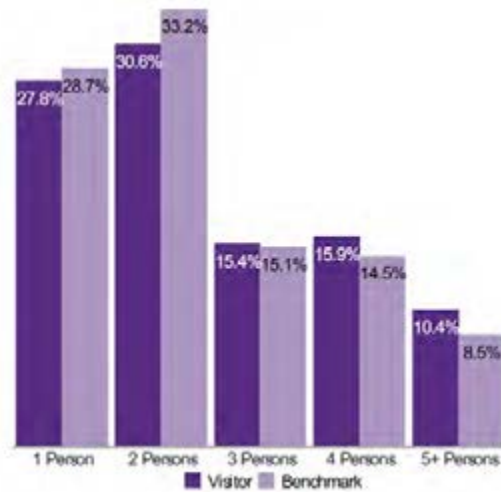


48.2%

Index: 107

Couples With Children At Home

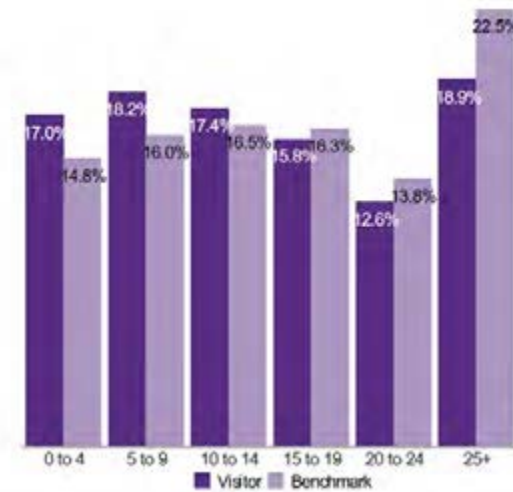
HOUSEHOLD SIZE



POPULATION BY AGE

| Age Group | % | Index |
|-----------|-----|-------|
| 0 to 4 | 5.5 | 117 |
| 5 to 9 | 5.9 | 116 |
| 10 to 14 | 6.0 | 110 |
| 15 to 19 | 5.9 | 105 |
| 20 to 24 | 7.1 | 105 |
| 25 to 29 | 8.8 | 109 |
| 30 to 34 | 8.8 | 111 |
| 35 to 39 | 8.1 | 111 |
| 40 to 44 | 7.4 | 110 |
| 45 to 49 | 6.6 | 105 |
| 50 to 54 | 6.0 | 98 |
| 55 to 59 | 5.6 | 88 |
| 60 to 64 | 5.2 | 81 |
| 65 to 69 | 4.1 | 78 |
| 70 to 74 | 3.3 | 77 |
| 75 to 79 | 2.5 | 76 |
| 80 to 84 | 1.6 | 75 |
| 85+ | 1.5 | 74 |

AGE OF CHILDREN AT HOME



Source: MobileScapes 2023, DemoStats 2023
Benchmark: Ottawa CSD

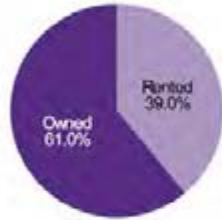
| | | | |
|----------------|-----|----------|------|
| Index Colours: | <80 | 80 - 110 | 110+ |
|----------------|-----|----------|------|

*Chosen from index ranking with minimum 5% composition
Time frame: September 17, 2022 – September 16, 2023

Demographics | Housing & Income

Just over two-thirds of these visitors to The Glebe are homeowners and tend to live in houses that are 3-7 years old. Their average household income is \$137K, which is on par with the Ottawa market average.

TENURE



STRUCTURE TYPE



67.0%
Index: 98



32.7%
Index: 104

AGE OF HOUSING*

3 - 7 Years Old
% Comp: 16.3 Index: 219

AVERAGE HOUSEHOLD INCOME



\$136,780

Index: 100

HOUSEHOLD INCOME DISTRIBUTION



Source: MobileScapes 2023, DemoStats 2023
Benchmark: Ottawa CSD

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

*Chosen from index ranking with minimum 5% composition
Time frame: September 17, 2022 – September 16, 2023

Demographics | Education & Employment

More than two-thirds of The Glebe visitors are in the labor force, which is on par with Ottawa market average. These individuals are likely to hold white-collar jobs.

EDUCATION



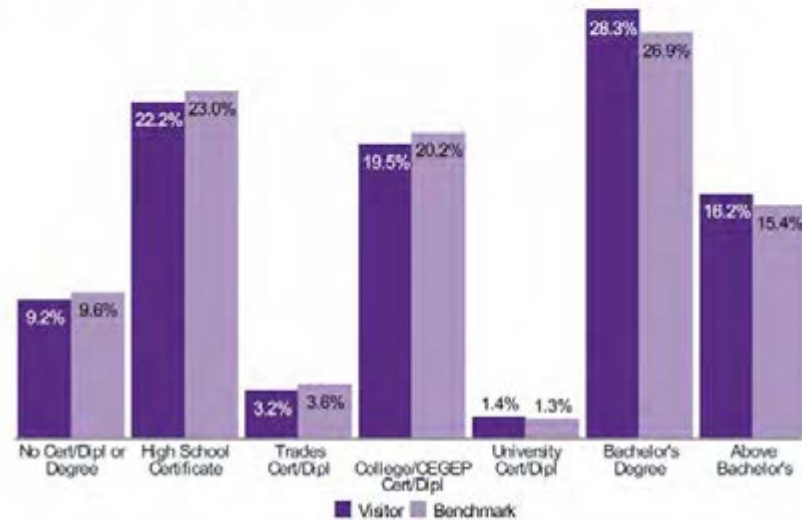
LABOUR FORCE PARTICIPATION



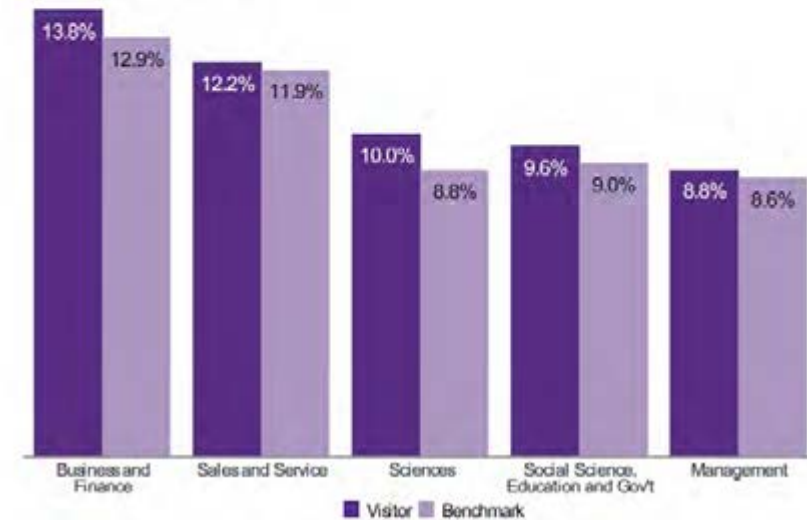
METHOD OF TRAVEL TO WORK: TOP 2*



EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Source: MobileScapes 2023, DemoStats 2023
Benchmark: Ottawa CSD



*Chosen from index ranking with minimum 5% composition
Time frame: September 17, 2022 – September 16, 2023

Demographics | Diversity

The Glebe is more likely to attract diverse visitors and newcomers who moved to Canada within the past 5 years. The top visible minority groups among these diverse visitors are the Black, South Asian, and Arab communities.

INDIGENOUS IDENTITY



2.2%

Index: 83

VISIBLE MINORITY PRESENCE



38.4%

Index: 128

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



1.8%

Index: 121

No knowledge of English or French

IMMIGRATION



29.8%

Index: 116

Born outside Canada

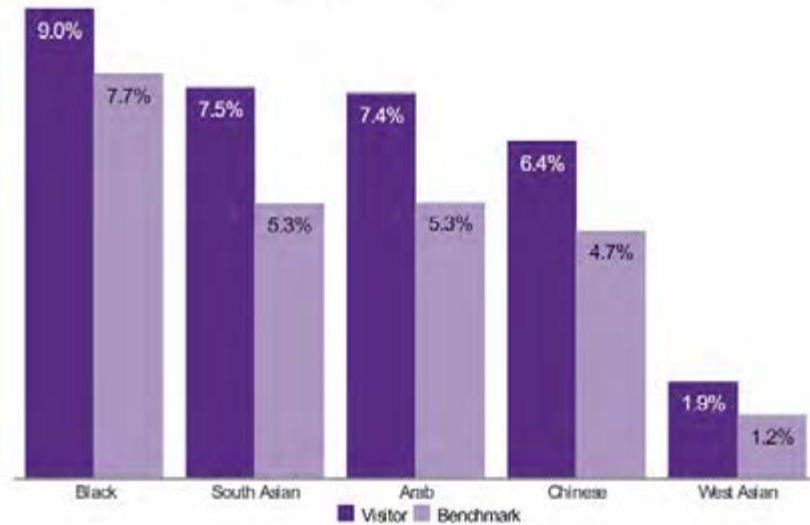
PERIOD OF IMMIGRATION*

2017 To Present

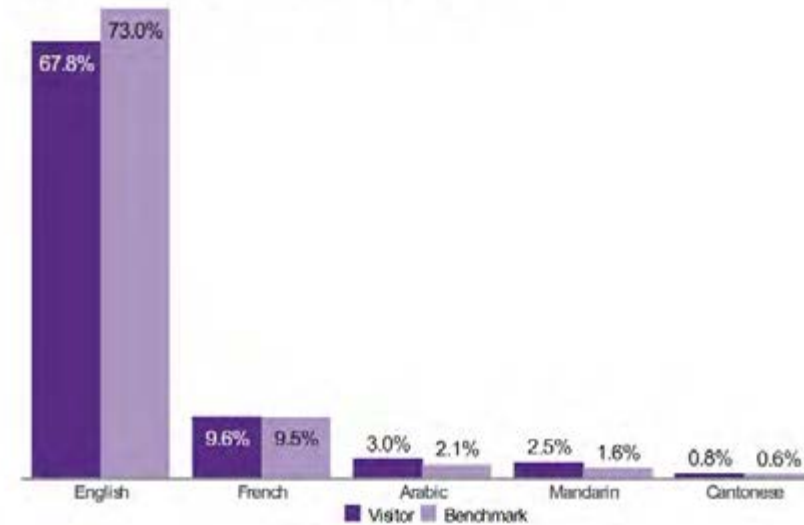
11.8%

Index: 151

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Source: MobileScapes 2023, DemoStats 2023
Benchmark: Ottawa CSD



*Chosen from index ranking with minimum 5% composition
Time frame: September 17, 2022 – September 16, 2023

HOUSEHOLD CHARACTERISTICS

| | % | Base % | Index |
|---|-------|--------|-------|
| Age of Household Maintainer | | | |
| 15 to 24 | 4.09 | 3.39 | 120 |
| 25 to 34 | 20.12 | 17.12 | 118 |
| 35 to 44 | 21.47 | 18.63 | 115 |
| 45 to 54 | 18.84 | 17.56 | 107 |
| 55 to 64 | 16.72 | 18.83 | 89 |
| 65 to 74 | 11.12 | 14.25 | 78 |
| 75 or Older | 7.65 | 10.20 | 75 |
| Size of Household | | | |
| 1 Person | 27.77 | 28.72 | 97 |
| 2 Persons | 30.57 | 33.21 | 92 |
| 3 Persons | 15.37 | 15.13 | 102 |
| 4 Persons | 15.94 | 14.47 | 110 |
| 5 or More Persons | 10.36 | 8.47 | 122 |
| Household Type | | | |
| Total Family Households | 66.72 | 66.33 | 101 |
| One-Family Households | 65.06 | 65.04 | 100 |
| Multiple-Family Households | 1.66 | 1.29 | 129 |
| Non-Family Households | 33.28 | 33.67 | 99 |
| One-Person Households | 27.90 | 28.60 | 98 |
| Two-Or-More-Person Households | 5.38 | 5.06 | 106 |
| Marital Status | | | |
| Married Or Living With A Common-Law Partner | 56.80 | 55.93 | 102 |
| Single (Never Legally Married) | 31.19 | 30.65 | 102 |
| Separated | 3.03 | 3.06 | 99 |
| Divorced | 5.06 | 5.60 | 90 |
| Widowed | 3.93 | 4.76 | 83 |
| Children at Home | | | |
| Households with Children at Home | 42.33 | 40.60 | 104 |
| Age of Children at Home | | | |
| 0 to 4 | 17.05 | 14.84 | 115 |
| 5 to 9 | 18.24 | 16.02 | 114 |
| 10 to 14 | 17.43 | 16.54 | 105 |
| 15 to 19 | 15.82 | 16.35 | 97 |
| 20 to 24 | 12.58 | 13.77 | 91 |
| 25 and over | 18.89 | 22.49 | 84 |

INCOME, EDUCATION & EMPLOYMENT

| | % | Base % | Index |
|---------------------------------------|------------|------------|-------|
| Household Income | | | |
| Average Household Income | 136,779.84 | 136,977.52 | 100 |
| Education | | | |
| No Certificate, Diploma Or Degree | 9.18 | 9.84 | 95 |
| High School Certificate Or Equivalent | 22.25 | 23.00 | 97 |
| Apprenticeship Or Trades Cert/Dipl | 3.18 | 3.57 | 89 |
| College/CEGEP/Non-Uni Cert/Dipl | 19.48 | 20.23 | 96 |
| University Cert/Dipl Below Bachelor | 1.41 | 1.28 | 110 |
| University Degree | 44.52 | 42.28 | 106 |
| Labour Force | | | |
| In The Labour Force (15+) | 69.53 | 66.35 | 105 |
| Labour Force by Occupation | | | |
| Management | 8.85 | 8.59 | 103 |
| Business Finance Administration | 13.77 | 12.92 | 107 |
| Sciences | 9.97 | 8.84 | 113 |
| Health | 4.77 | 4.33 | 110 |
| Education, Gov't, Religion, Social | 9.58 | 9.04 | 106 |
| Art, Culture, Recreation, Sport | 1.72 | 1.83 | 94 |
| Sales and Service | 12.16 | 11.93 | 102 |
| Trades and Transport | 4.78 | 5.04 | 95 |
| Natural Resources and Agriculture | 0.67 | 0.77 | 87 |
| Manufacturing and Utilities | 0.59 | 0.60 | 99 |
| Commuting | | | |
| Car (As Driver) | 37.93 | 35.26 | 108 |
| Car (As Passenger) | 3.37 | 3.17 | 106 |
| Public Transit | 11.61 | 11.30 | 103 |
| Walk | 3.87 | 4.00 | 97 |
| Bicycle | 1.07 | 1.33 | 81 |

DWELLING CHARACTERISTICS

| | % | Base % | Index |
|---------------------------------------|-------|--------|-------|
| Housing Tenure | | | |
| Owned | 61.00 | 63.09 | 97 |
| Rented | 39.00 | 36.91 | 106 |
| Band Housing | 0.00 | 0.00 | 100 |
| Housing Type | | | |
| Houses | 67.00 | 68.26 | 98 |
| Single-Detached House | 35.26 | 41.55 | 87 |
| Semi-Detached House | 5.22 | 5.30 | 98 |
| Row House | 25.52 | 21.41 | 119 |
| Apartments | 32.75 | 31.44 | 104 |
| High-rise (5+ Floors) | 22.31 | 18.99 | 118 |
| Low-rise (<5 Floors) | 9.02 | 10.59 | 85 |
| Detached Duplex | 1.42 | 1.86 | 76 |
| Other Dwelling Types | 0.25 | 0.30 | 81 |
| Housing Period of Construction | | | |
| Before 1961 | 10.67 | 15.40 | 69 |
| 1961 - 1980 | 19.95 | 27.23 | 73 |
| 1981 - 1990 | 9.37 | 14.90 | 63 |
| 1991 - 2000 | 8.16 | 11.12 | 73 |
| 2001 - 2005 | 5.99 | 6.75 | 89 |
| 2006 - 2010 | 10.90 | 6.78 | 161 |
| 2011 - 2015 | 13.78 | 6.72 | 205 |
| 2016 - 2021 | 16.35 | 7.45 | 219 |
| After 2021 | 4.86 | 3.65 | 133 |

IDENTITY, LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

| | % | Base % | Index |
|---------------------------------------|-------|--------|-------|
| Indigenous Identity | | | |
| Indigenous Identity | 2.19 | 2.65 | 83 |
| Knowledge of Official Language | | | |
| English Only | 60.24 | 59.29 | 102 |
| French Only | 1.42 | 1.39 | 102 |
| English And French | 36.52 | 37.82 | 97 |
| Neither English Nor French | 1.83 | 1.51 | 121 |
| Immigration Status | | | |
| Non-Immigrant Population | 67.71 | 72.51 | 93 |
| Born In Province of Residence | 51.51 | 54.86 | 94 |
| Born Outside Province of Residence | 16.20 | 17.65 | 92 |
| Immigrant Population | 29.81 | 25.59 | 116 |
| Visible Minority Status | | | |
| Total Visible Minorities | 38.44 | 30.00 | 128 |
| Chinese | 6.44 | 4.74 | 136 |
| South Asian | 7.48 | 5.26 | 142 |
| Black | 8.99 | 7.74 | 116 |
| Filipino | 1.29 | 1.15 | 112 |
| Latin American | 1.24 | 1.30 | 96 |
| Southeast Asian | 1.44 | 1.34 | 108 |
| Arab | 7.37 | 5.29 | 139 |
| West Asian | 1.85 | 1.21 | 154 |
| Korean | 0.48 | 0.34 | 141 |
| Japanese | 0.25 | 0.26 | 90 |
| Mother Tongue* | | | |
| English | 52.35 | 58.41 | 90 |
| French | 15.16 | 15.33 | 99 |
| Total Non-Official | 28.02 | 22.51 | 125 |
| Arabic | 6.08 | 4.31 | 141 |
| Mandarin | 3.20 | 2.06 | 155 |
| Spanish | 1.38 | 1.31 | 105 |
| Cantonese | 1.26 | 1.05 | 120 |
| Persian | 1.00 | 0.76 | 132 |
| Punjabi | 0.88 | 0.53 | 166 |
| Urdu | 0.81 | 0.49 | 167 |
| Somali | 0.81 | 0.68 | 119 |
| Tagalog | 0.78 | 0.67 | 117 |
| Russian | 0.72 | 0.64 | 113 |

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

Source: MobileScapes 2023, DemoStats 2023
Benchmark: Ottawa CSD

Time frame: September 17, 2022 – September 16, 2023

Behavioural | Sports & Leisure - Attend

Visitors to The Glebe are more likely to enjoy attending a wide range of shows and exhibitions than the Ottawa benchmark, especially sporting events and speciality movie theatres. They also enjoy going to concert and theatre venues at high rates.

Top Shows & Exhibitions*

Food/wine shows



2.4%

Index: 173

Garden shows (!)



2.5%

Index: 172

Home shows



1.7%

Index: 131

Auto shows



0.7%

Index: 129

Top Local Attractions & Destinations**

Sporting events



11.7%

Index: 130

Specialty movie theatres



21.5%

Index: 111

Art galleries/museums



17.1%

Index: 108

Theme parks



6.4%

Index: 108

Top Professional Sports**

Hockey



10.3%

Index: 128

Baseball



6.5%

Index: 120

Top Concert & Theatre Venues**

Theatre - Festivals



10.6%

Index: 129

Concerts - Arenas



18.6%

Index: 118

Concerts - Outdoor stages



6.7%

Index: 117

Theatre - Major theatres



7.1%

Index: 116



*Chosen from index ranking with minimum 5% composition
Time frame: September 17, 2022 – September 16, 2023

Behavioural | Sports & Leisure - Participate

Visitors to The Glebe are more likely to participate in a diverse array of individual and team sports, including racquet sports, baseball/softball, and soccer than the market average. Their top favourite activity is ice skating.

Top Individual Sports

Snowboarding



7.1%

Index: 123

Marathon



5.6%

Index: 110

Racquet sports



15.7%

Index: 110

Skiing - downhill



20.3%

Index: 107

Top Team Sports

Curling



6.6%

Index: 117

Baseball/softball



14.3%

Index: 113

Soccer



16.0%

Index: 113

Basketball



15.3%

Index: 107

Top Activities

Ice skating



38.4%

Index: 110

Playing video games



45.8%

Index: 107

Camping



44.1%

Index: 104

Volunteer work



45.5%

Index: 104

Top Fitness

Jogging



25.2%

Index: 106

Home exercise



68.5%

Index: 104

Pilates/yoga



26.6%

Index: 103

Health club activity



22.4%

Index: 102

Behavioural | Apparel & Jewellery Retailers

The Glebe visitors tend to favor Gap and Banana Republic for clothing and The Shoe Company for footwear more than the market average. They tend to shop for sporting goods at Big box/warehouse stores and Play it Again Sports.



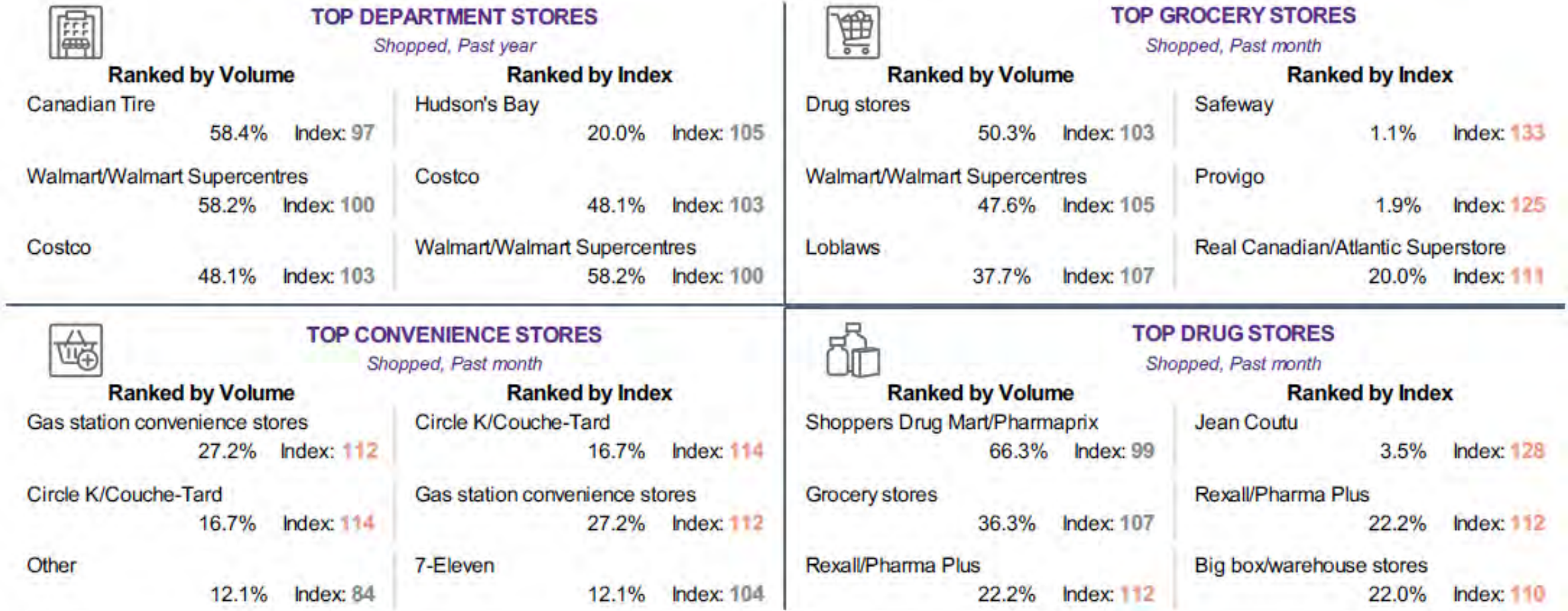
Source: MobileScapes 2023, Numeris 2023
Benchmark: Ottawa CSD



Time frame: September 17, 2022 – September 16, 2023

Behavioural | Department, Grocery, Convenience & Drug Retailers

The Glebe visitors tend to go to Circle K/Couche-Tard and gas station convenience stores more often than the average. They prefer Real Canadian/Atlantic Superstores for groceries and choose Rexall/Pharma Plus as their preferred drug store.



Source: MobileScapes 2023, Numeris 2023
Benchmark: Ottawa CSD



Time frame: September 17, 2022 – September 16, 2023

Behavioural | Specialty Retailers

The Glebe visitors generally visit specialty stores at market-average rates, except for Big box/WHS stores.



TOP PET SUPPLY STORES

Shopped, Past year

Ranked by Volume

| | | |
|----------------|-------|------------|
| PetSmart | 22.7% | Index: 103 |
| Pet Valu | 18.0% | Index: 96 |
| Grocery stores | 11.7% | Index: 101 |

Ranked by Index

| | | |
|-------------------|-------|------------|
| Department stores | 7.4% | Index: 111 |
| PetSmart | 22.7% | Index: 103 |
| Grocery stores | 11.7% | Index: 101 |



TOP BOOK STORES

Shopped, Past year

Ranked by Volume

| | | |
|--------------------------------|-------|------------|
| Chapters/Indigo | 41.4% | Index: 101 |
| Big box/warehouse stores | 23.3% | Index: 105 |
| Department/grocery/drug stores | 21.7% | Index: 96 |

Ranked by Index

| | | |
|--------------------------------|-------|------------|
| Big box/warehouse stores | 23.3% | Index: 105 |
| Chapters/Indigo | 41.4% | Index: 101 |
| Department/grocery/drug stores | 21.7% | Index: 96 |



TOP OFFICE/STATIONARY STORES

Shopped, Past year

Ranked by Volume

| | | |
|--------------------------|-------|------------|
| Staples | 46.2% | Index: 94 |
| Big box/warehouse stores | 18.9% | Index: 102 |
| Department stores | 10.0% | Index: 106 |

Ranked by Index

| | | |
|--------------------------|-------|------------|
| Department stores | 10.0% | Index: 106 |
| Big box/warehouse stores | 18.9% | Index: 102 |
| Staples | 46.2% | Index: 94 |



TOP OPTICAL STORES

Shopped, Past year

Ranked by Volume

| | | |
|--------------------------|------|------------|
| Big box/warehouse stores | 9.0% | Index: 115 |
| LensCrafters | 4.6% | Index: 110 |
| Hakim Optical | 3.9% | Index: 133 |

Ranked by Index

| | | |
|---------------------|------|------------|
| ShoSunglass Hut (!) | 2.5% | Index: 187 |
| Pearle Vision (!) | 2.2% | Index: 139 |
| Hakim Optical | 3.9% | Index: 133 |

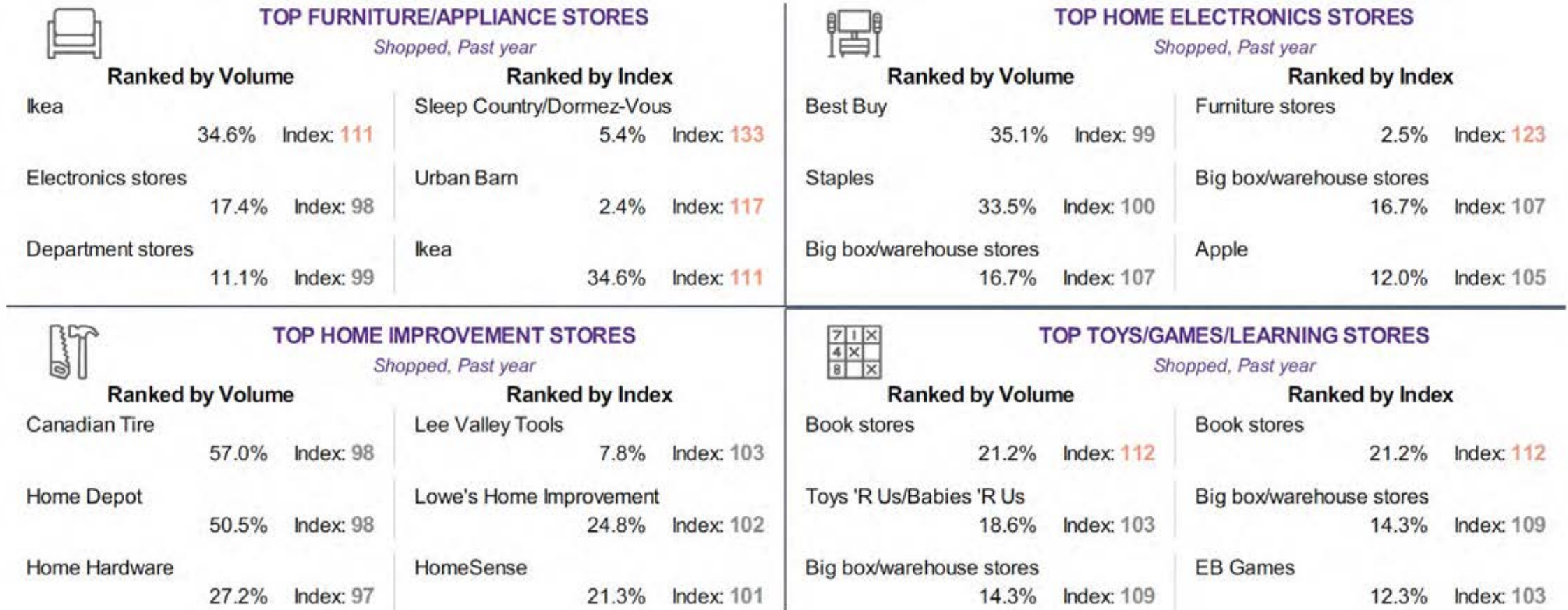
Source: MobileScapes 2023, Numeris 2023
Benchmark: Ottawa CSD



Time frame: September 17, 2022 – September 16, 2023

Behavioural | Household Retailers

Visitors to The Glebe are more likely to prefer Ikea over other furniture stores and tend to shop there more than the market average. These individuals also visit book stores at a higher rate than the Ottawa benchmark.



Source: MobileScapes 2023, Numeris 2023
Benchmark: Ottawa CSD



Time frame: September 17, 2022 – September 16, 2023

Behavioural | Restaurant Types (A)

In terms of restaurant category types, The Glebe visitors tend to dine at specialty burger restaurants often. They also like fast casual restaurants and online food delivery service.



TOP RESTAURANT FOOD TYPES

Ordered, Past year

Ranked by Volume

| | | |
|------------------------------|-------|------------|
| Pizza restaurants | 59.6% | Index: 104 |
| Asian restaurants | 49.5% | Index: 104 |
| Specialty burger restaurants | 41.3% | Index: 115 |

Ranked by Index

| | | |
|-------------------------------------|-------|------------|
| Specialty burger restaurants | 41.3% | Index: 115 |
| Other ethnic restaurants | 36.4% | Index: 108 |
| Ice cream/frozen yogurt restaurants | 38.5% | Index: 106 |



TOP RESTAURANT SERVICE TYPES

Ordered, Past year

Ranked by Volume

| | | |
|----------------------------------|-------|------------|
| Casual/family dining restaurants | 51.4% | Index: 105 |
| Fast casual restaurants | 40.0% | Index: 120 |
| Pub restaurants | 39.9% | Index: 105 |

Ranked by Index

| | | |
|----------------------------------|-------|------------|
| Fast casual restaurants | 40.0% | Index: 120 |
| Casual/family dining restaurants | 51.4% | Index: 105 |
| Pub restaurants | 39.9% | Index: 105 |



TOP FOOD ORDERING METHODS

Ordered, Past year

Ranked by Volume

| | | |
|-------------------|-------|------------|
| Take Out | 66.7% | Index: 102 |
| Eat In Restaurant | 49.8% | Index: 107 |
| Drive Through | 43.2% | Index: 104 |

Ranked by Index

| | | |
|------------------------------|-------|------------|
| Online food delivery service | 21.8% | Index: 113 |
| Eat In Restaurant | 49.8% | Index: 107 |
| Drive Through | 43.2% | Index: 104 |

Behavioural | Restaurant Types (B)

In terms of restaurant brands, The Glebe visitors are more likely to visit casual dining restaurants such as East Side Mario's and Jack Astor's more than the market average. They also seem to enjoy a wide variety of fast-food restaurants.



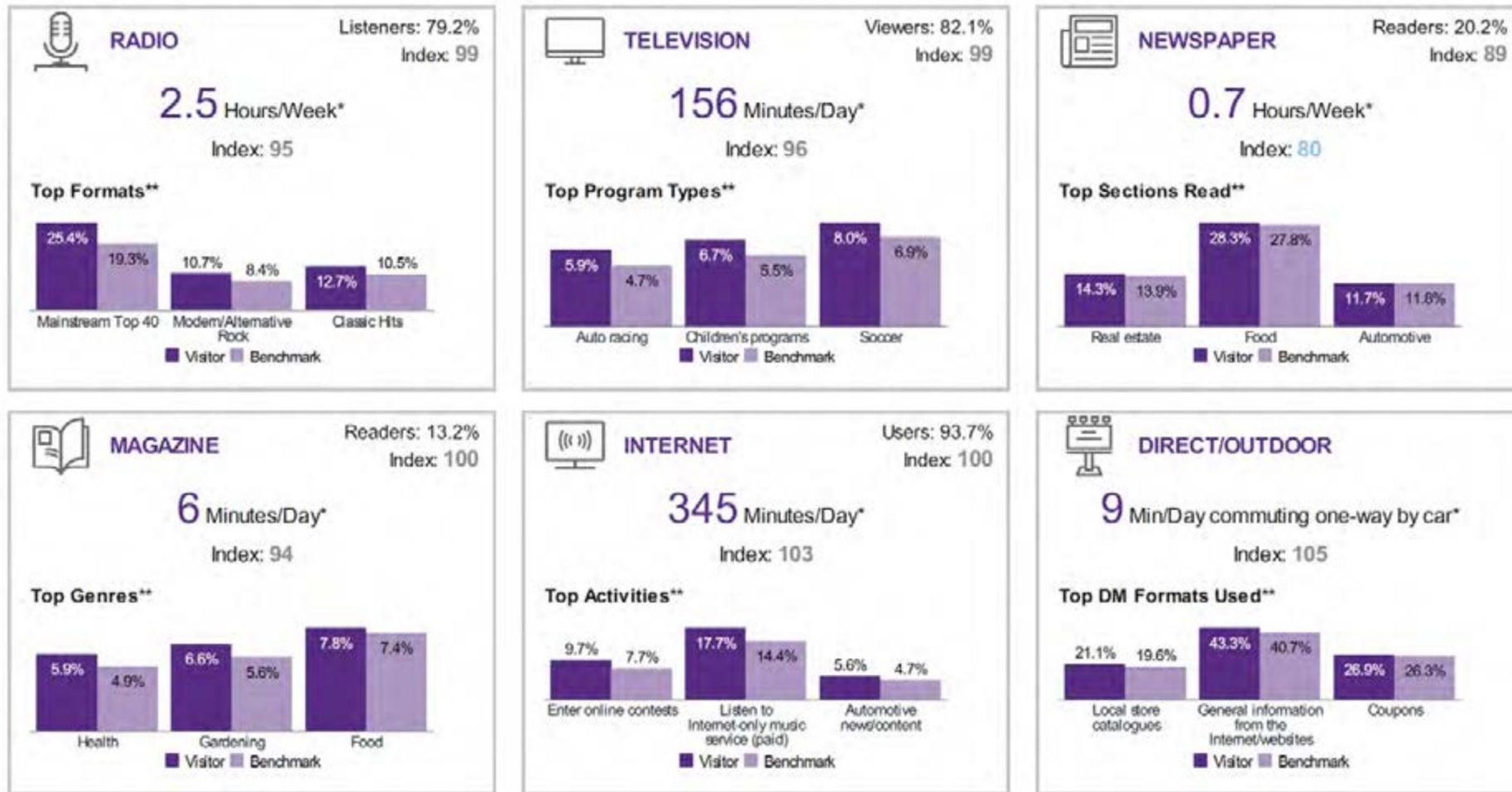
Source: MobileScapes 2023, Numeris 2023
 Benchmark: Ottawa CSD



Time frame: September 17, 2022 – September 16, 2023

Behavioural | Media Overview

The Glebe visitors tend to spend the most time on TV and the Internet compared to other media channels. Their overall media usage is on par with the market average.



Source: MobileScapes 2023, Numeris 2023
Benchmark: Ottawa CSD



**Chosen from index ranking with minimum 5% composition
Time frame: September 17, 2022 – September 16, 2023

TELEVISION

| | % | Base % | Index |
|---|-------|--------|-------|
| Viewership | | | |
| Heavy | 12.29 | 14.01 | 88 |
| Medium/Heavy | 15.25 | 15.49 | 98 |
| Medium | 16.87 | 17.10 | 99 |
| Medium/Light | 17.07 | 18.41 | 96 |
| Light | 19.70 | 17.72 | 111 |
| Top Program Types (Watch in Typical Week)* | | | |
| Auto racing | 5.88 | 4.69 | 125 |
| Children's programs | 6.69 | 5.49 | 122 |
| Soccer | 7.57 | 6.90 | 110 |
| Cartoons | 9.46 | 8.75 | 108 |
| Home renovation/decoration shows | 23.34 | 21.65 | 108 |
| Late night talk shows | 9.24 | 8.69 | 106 |
| Documentaries | 27.75 | 26.46 | 105 |
| Baseball (when in season) | 12.70 | 12.24 | 104 |
| Basketball (when in season) | 8.44 | 8.06 | 104 |
| Hockey (when in season) | 19.60 | 19.35 | 103 |
| Game shows | 13.69 | 13.43 | 102 |
| Movies | 44.10 | 43.59 | 101 |
| NFL football (when in season) | 12.26 | 12.10 | 101 |
| Cooking programs | 16.19 | 16.40 | 99 |
| CFL football (when in season) | 8.11 | 8.34 | 97 |

RADIO

| | % | Base % | Index |
|------------------------------------|-------|--------|-------|
| Listenership | | | |
| Heavy | 16.24 | 19.72 | 82 |
| Medium/Heavy | 17.57 | 18.52 | 95 |
| Medium | 21.61 | 20.66 | 105 |
| Medium/Light | 21.82 | 20.68 | 104 |
| Light | 20.76 | 20.12 | 103 |
| Top Formats (Weekly Reach)* | | | |
| Mainstream Top 40/CHR | 25.41 | 19.32 | 132 |
| Modern/Alternative Rock | 10.71 | 8.40 | 128 |
| Classic Hits | 12.75 | 10.47 | 122 |
| Adult Contemporary | 14.97 | 14.44 | 104 |
| Mainstream Rock | 11.19 | 11.81 | 95 |
| Hot Adult Contemporary | 9.94 | 10.48 | 95 |
| News/Talk | 22.38 | 27.31 | 82 |
| Today's Country | 5.29 | 6.48 | 82 |
| Mult/Variety/Spotify | 9.88 | 12.30 | 80 |

NEWSPAPERS

| | % | Base % | Index |
|--------------------------------------|-------|--------|-------|
| Readership - Dailies | | | |
| Heavy | 3.42 | 4.26 | 80 |
| Medium/Heavy | 3.70 | 5.09 | 73 |
| Medium | 3.91 | 4.36 | 90 |
| Medium/Light | 2.79 | 3.54 | 79 |
| Light | 6.37 | 5.31 | 120 |
| Section Read - Dailies* | | | |
| Real estate listings | 14.27 | 13.87 | 103 |
| Food | 26.32 | 27.79 | 102 |
| Automotive | 11.89 | 11.79 | 99 |
| National news | 51.08 | 51.51 | 99 |
| Local & regional news | 52.30 | 53.14 | 98 |
| International news/world section | 49.77 | 51.48 | 97 |
| Movie & entertainment | 30.80 | 31.71 | 97 |
| Business & financial | 25.99 | 27.58 | 94 |
| Health | 29.23 | 31.36 | 93 |
| Computer/high tech | 14.63 | 15.87 | 92 |
| Readership - Community Papers | | | |
| Heavy | 3.52 | 4.42 | 80 |
| Medium/Heavy | 3.11 | 4.32 | 72 |
| Medium | 3.61 | 4.59 | 79 |
| Medium/Light | 6.30 | 6.64 | 114 |
| Light | 3.51 | 4.30 | 80 |

INTERNET

| | % | Base % | Index |
|--|-------|--------|-------|
| Usage | | | |
| Heavy | 28.81 | 26.31 | 113 |
| Medium/Heavy | 18.01 | 19.25 | 94 |
| Medium | 17.89 | 18.87 | 95 |
| Medium/Light | 13.13 | 15.13 | 87 |
| Light | 14.87 | 14.14 | 105 |
| Online Social Networks (Used in Past Month) | | | |
| Reddit | 12.65 | 10.58 | 120 |
| Pinterest | 14.13 | 12.16 | 116 |
| LinkedIn | 17.67 | 16.12 | 110 |
| Snapchat | 9.56 | 9.08 | 105 |
| Instagram | 29.71 | 28.48 | 104 |
| TikTok | 11.19 | 10.71 | 104 |
| Facebook | 44.02 | 42.96 | 102 |
| YouTube | 43.05 | 42.40 | 102 |
| WhatsApp | 19.73 | 19.67 | 100 |
| Online/Internet dating sites | 2.27 | 2.35 | 97 |
| Twitter | 15.38 | 16.07 | 96 |
| Top Activities (Past Week)* | | | |
| Enter online contests | 9.73 | 7.68 | 127 |
| Listen to Internet-only music service (paid) | 17.69 | 14.36 | 123 |
| Access automotive news/content | 5.63 | 4.69 | 120 |
| Click on an Internet advertisement | 22.36 | 19.00 | 118 |
| Access home decor-related content | 12.15 | 10.44 | 116 |
| Use ad blocking software | 20.84 | 18.30 | 114 |
| Compare products/prices while shopping | 35.37 | 31.35 | 113 |
| Consult consumer reviews | 25.16 | 23.33 | 109 |
| Overlook premium/discount coupon | 9.01 | 9.17 | 108 |
| Purchase products or services | 33.56 | 31.37 | 107 |
| Read or look into online magazines | 9.11 | 8.25 | 107 |
| Listen to music via streaming video service (e.g. YouTube) | 27.15 | 25.50 | 106 |
| Receive store offers by SMS | 8.67 | 8.16 | 106 |
| Download music/MP3 files (free or paid) | 12.44 | 11.80 | 105 |
| Watch free streaming music videos | 37.02 | 36.27 | 105 |

DIRECT

| | % | Base % | Index |
|--|-------|--------|-------|
| Used in Shopping | | | |
| Local store catalogues | 21.13 | 19.57 | 108 |
| General information from the Internet/websites | 43.25 | 40.66 | 106 |
| Online flyers | 36.04 | 34.88 | 103 |
| Coupons | 26.96 | 26.26 | 103 |
| Direct email offers | 20.58 | 19.96 | 103 |
| Flyers inserted into a community newspaper | 20.96 | 20.55 | 102 |
| Flyers delivered to the door or in the mail | 29.82 | 30.23 | 99 |
| Flyers inserted into a daily newspaper | 11.70 | 12.85 | 91 |
| Mail order | 6.51 | 7.36 | 88 |
| Opinion of Flyers to Door/By Mail | | | |
| Very unfavourable | 30.61 | 28.07 | 106 |
| Somewhat favourable | 32.08 | 31.39 | 102 |
| Somewhat unfavourable | 23.71 | 23.75 | 100 |
| Very favourable | 13.60 | 15.88 | 86 |

MAGAZINES

| | % | Base % | Index |
|----------------------------|------|--------|-------|
| Readership | | | |
| Heavy | 2.55 | 2.90 | 88 |
| Medium/Heavy | 2.01 | 2.54 | 79 |
| Medium | 2.36 | 2.85 | 83 |
| Medium/Light | 3.07 | 2.47 | 124 |
| Light | 2.95 | 2.48 | 119 |
| Top Magazine Types* | | | |
| Health/fitness | 5.87 | 4.92 | 119 |
| Gardening & homes | 6.64 | 5.61 | 118 |
| Food & beverage | 7.84 | 7.43 | 105 |
| News & current affairs | 7.21 | 7.82 | 96 |

Source: MobileScapes 2023, Numeris 2023
Benchmark: Ottawa CSD

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

Time frame: September 17, 2022 – September 16, 2023

Behavioural | Digital – Internet Activities

While on the Internet, The Glebe visitors are more likely to listen to internet-only paid music service or enter online contests. They may also enjoy accessing home décor-related content or using ad blocking software.

ACTIVITIES

| | % | Base % | Index |
|--|-------|--------|-------|
| Media - Internet - Activity [Pst Wk] | | | |
| Listen to Internet-only music service (free) | 21.82 | 20.96 | 104 |
| Listen to Internet-only music service (paid) | 17.69 | 14.36 | 123 |
| Watch streaming purchased/rented videos | 4.94 | 4.31 | 115 |
| Participate in an online social network | 56.04 | 53.81 | 104 |
| Participate in an online video conference for business or personal | 42.60 | 40.88 | 104 |
| Share/refer/link friends to a website or an article | 23.61 | 23.63 | 100 |
| Enter online contests | 9.73 | 7.66 | 127 |
| Internet search - business, services, products | 50.05 | 49.70 | 101 |
| Place/respond to an online classified advertisement | 6.63 | 6.71 | 99 |
| Send/receive a text/instant message | 63.59 | 63.50 | 100 |
| Send/receive email | 66.94 | 69.21 | 97 |
| Take pictures/video | 52.30 | 52.37 | 100 |
| Use apps | 52.70 | 51.38 | 103 |
| Use maps/directions service | 52.67 | 53.12 | 99 |
| Use online telephone directory | 15.99 | 16.55 | 97 |
| Do banking/pay bills online | 58.24 | 57.31 | 102 |
| Scan mobile tagging barcode/QR | 12.22 | 12.94 | 94 |
| Read or look into online magazine | 9.11 | 8.55 | 107 |
| Read or look into online newspapers | 18.53 | 19.79 | 94 |

PURCHASE BEHAVIOUR

| | % | Base % | Index |
|---|-------|--------|-------|
| Media - Internet - Purchase Behaviour [Pst Wk] | | | |
| Click on an Internet advertisement | 22.36 | 19.00 | 118 |
| Compare products/prices while shopping | 35.37 | 31.36 | 113 |
| Consult consumer reviews | 25.16 | 23.33 | 108 |
| Purchase group deal (e.g. Groupon) | 2.08 | 2.35 | 89 |
| Purchase products or services | 33.56 | 31.37 | 107 |
| Receive store offers by SMS | 8.67 | 8.16 | 106 |
| Research products/services | 30.08 | 32.10 | 94 |

DOWNLOAD

| | % | Base % | Index |
|---|-------|--------|-------|
| Media - Internet - Download [Pst Wk] | | | |
| Music/MP3 files (free or paid) | 12.44 | 11.80 | 105 |
| Any video content (free or paid) | 15.49 | 15.64 | 99 |
| Play/download online games | 31.55 | 30.94 | 102 |
| Download/print/redeem discount coupon | 9.91 | 9.17 | 108 |

SITE/CONTENT ACCESS

| | % | Base % | Index |
|--|-------|--------|-------|
| Media - Internet - Site/Content Access [Pst Wk] | | | |
| Use ad blocking software | 20.84 | 18.30 | 114 |
| News site | 45.93 | 44.22 | 104 |
| Radio station's website | 11.40 | 11.09 | 103 |
| TV station's website | 8.07 | 8.25 | 98 |
| Automotive news/content | 5.63 | 4.69 | 120 |
| Celebrity gossip content | 6.35 | 6.88 | 92 |
| Fashion or beauty-related content | 7.61 | 7.31 | 104 |
| Food/recipes content | 30.07 | 29.65 | 101 |
| Health-related content | 20.84 | 19.98 | 104 |
| Home decor-related content | 12.15 | 10.44 | 116 |
| Professional sports content | 13.55 | 13.30 | 102 |
| Real estate listings/sites | 13.95 | 13.82 | 101 |
| Restaurant guides/reviews | 13.72 | 14.40 | 95 |
| Travel content | 10.94 | 10.60 | 103 |

WATCH

| | % | Base % | Index |
|---|-------|--------|-------|
| Media - Internet - Watch [Pst Wk] | | | |
| Subscription-based video service (e.g. Netflix) | 46.29 | 45.47 | 102 |
| TV broadcast via streaming video | 11.41 | 11.74 | 97 |
| Free streaming music videos | 37.02 | 35.27 | 105 |
| Streaming purchased/rented videos | 4.94 | 4.31 | 115 |
| Other online free streaming videos | 35.51 | 34.74 | 102 |

LISTEN

| | % | Base % | Index |
|--|-------|--------|-------|
| Media - Internet - Listen [Pst Wk] | | | |
| A podcast | 18.45 | 18.70 | 99 |
| A radio broadcast via streaming audio | 15.57 | 14.91 | 104 |
| Music via streaming video service (e.g. YouTube) | 27.15 | 25.50 | 106 |

Behavioural | Digital – Mobile Phone Activities

When on their phones, The Glebe visitors are more likely to be on social networks than the market average. They tend to visit food/recipes content on their phones at high rates. These visitors also use their phones to compare products/prices while shopping.

ACTIVITIES

| | % | Base % | Index |
|--|-------|--------|-------|
| Mobile - Internet - Activity (Pst Wk) | | | |
| Listen to Internet-only music service (free) | 17.37 | 16.47 | 105 |
| Listen to Internet-only music service (paid) | 15.74 | 12.79 | 123 |
| Watch streaming purchased/rented videos (!) | 2.94 | 2.25 | 131 |
| Participate in an online social network | 47.03 | 42.85 | 110 |
| Participate in an online video conference for business or personal | 15.16 | 12.09 | 125 |
| Share/refer/link friends to a website or an article | 18.72 | 17.98 | 104 |
| Enter online contests | 6.31 | 4.19 | 150 |
| Internet search - business, services, products | 35.64 | 34.57 | 103 |
| Place/respond to an online classified advertisement | 3.71 | 3.94 | 94 |
| Send/receive a text/instant message | 60.42 | 59.98 | 101 |
| Send/receive email | 53.49 | 52.85 | 101 |
| Take pictures/video | 49.92 | 49.58 | 101 |
| Use apps | 50.00 | 48.49 | 103 |
| Use maps/directions service | 45.29 | 44.71 | 101 |
| Use online telephone directory | 9.84 | 9.64 | 102 |
| Do banking/pay bills online | 33.20 | 30.48 | 109 |
| Scan mobile tagging barcode/QR | 11.80 | 12.53 | 95 |
| Read or look into online magazine | 5.26 | 4.25 | 124 |
| Read or look into online newspapers | 10.13 | 11.19 | 90 |

PURCHASE BEHAVIOUR

| | % | Base % | Index |
|--|-------|--------|-------|
| Mobile - Internet - Purchase Behaviour (Pst Wk) | | | |
| Click on an Internet advertisement | 16.45 | 13.48 | 122 |
| Compare products/prices while shopping | 23.54 | 20.96 | 112 |
| Consult consumer reviews | 14.26 | 13.03 | 109 |
| Purchase group deal (e.g. Groupon) | 1.46 | 1.25 | 116 |
| Purchase products or services | 20.16 | 16.19 | 125 |
| Receive store offers by SMS | 8.41 | 7.83 | 107 |
| Research products/services | 19.17 | 19.18 | 100 |

DOWNLOAD

| | % | Base % | Index |
|--|-------|--------|-------|
| Mobile - Internet - Download (Pst Wk) | | | |
| Music/MP3 files (free or paid) | 9.94 | 8.82 | 113 |
| Any video content (free or paid) | 7.96 | 7.30 | 109 |
| Play/download online games | 19.86 | 17.99 | 110 |
| Download/print/redeem discount coupon | 6.88 | 5.77 | 119 |

SITE/CONTENT ACCESS

| | % | Base % | Index |
|---|-------|--------|-------|
| Mobile - Internet - Site/Content Access (Pst Wk) | | | |
| Use ad blocking software | 5.87 | 5.58 | 105 |
| News site | 31.21 | 30.61 | 102 |
| Radio station's website | 5.51 | 5.14 | 107 |
| TV station's website | 3.13 | 3.04 | 103 |
| Automotive news/content | 2.51 | 2.53 | 99 |
| Celebrity gossip content | 5.00 | 5.05 | 99 |
| Fashion or beauty-related content | 5.08 | 5.36 | 94 |
| Food/recipes content | 20.63 | 18.63 | 111 |
| Health-related content | 12.67 | 11.63 | 109 |
| Home decor-related content | 8.07 | 6.44 | 125 |
| Professional sports content | 8.16 | 8.89 | 92 |
| Real estate listings/sites | 7.69 | 6.97 | 110 |
| Restaurant guides/reviews | 8.72 | 8.96 | 97 |
| Travel content | 6.80 | 6.30 | 108 |

WATCH

| | % | Base % | Index |
|---|-------|--------|-------|
| Mobile - Internet - Watch (Pst Wk) | | | |
| Subscription-based video service (e.g. Netflix) | 22.39 | 20.80 | 108 |
| TV broadcast via streaming video | 5.36 | 4.83 | 111 |
| Free streaming music videos | 24.18 | 22.46 | 108 |
| Streaming purchased/rented videos (!) | 2.94 | 2.25 | 131 |
| Other online free streaming videos | 23.80 | 22.03 | 108 |

LISTEN

| | % | Base % | Index |
|---|-------|--------|-------|
| Mobile - Internet - Listen (Pst Wk) | | | |
| A podcast | 15.10 | 15.07 | 100 |
| A radio broadcast via streaming audio | 9.55 | 9.17 | 104 |
| Internet-only music service (free) (e.g. Spotify) | 17.37 | 16.47 | 105 |
| Internet-only music service (paid) (e.g. Tidal) | 15.74 | 12.79 | 123 |
| Music via streaming video service (e.g. YouTube) | 18.62 | 16.89 | 112 |

Behavioural | Digital – Tablet Activities

The visitors to The Glebe who own tablets tend to use their devices for practical day-to-day activities such as sending/receiving instant message, participate in an online video conference, click on an internet advertisement, and purchase products or services.

ACTIVITIES

| | % | Base % | Index |
|--|-------|--------|-------|
| Tablet - Activity [Pst Wk] | | | |
| Send/receive email | 14.94 | 14.65 | 102 |
| Use apps | 13.29 | 12.87 | 103 |
| Send/receive a text/instant message | 9.96 | 8.47 | 118 |
| Internet search - business, services, products | 9.62 | 9.07 | 106 |
| Participate in an online social network | 8.27 | 8.54 | 97 |
| Participate in an online video conference for business or personal | 6.56 | 5.79 | 113 |
| Use maps/directions service | 6.04 | 6.31 | 96 |
| Do banking/pay bills online | 5.79 | 5.97 | 97 |
| Take pictures/video | 4.76 | 5.05 | 94 |
| Read/Look into online newspapers | 4.60 | 5.02 | 92 |
| Share/refer/link friends to a website or an article | 2.76 | 2.89 | 96 |
| Read/Look into online magazines | 2.59 | 2.78 | 93 |
| Enter online contests | 2.14 | 1.72 | 124 |
| Listen to Internet-only music service (free) | 2.02 | 2.52 | 80 |
| Listen to Internet-only music service (paid) (!) | 2.02 | 1.54 | 131 |
| Watch streaming purchased/rented videos (!) | 1.80 | 1.28 | 141 |
| Use online telephone directory | 1.41 | 2.14 | 66 |
| Place/respond to an online classified advertisement | 1.36 | 1.15 | 118 |
| Receive store offers by SMS (!) | 0.81 | 0.60 | 135 |

PURCHASE BEHAVIOUR

| | % | Base % | Index |
|---|------|--------|-------|
| Tablet - Purchase Behaviour [Pst Wk] | | | |
| Click on an Internet advertisement | 5.75 | 3.83 | 150 |
| Compare products/prices while shopping | 3.75 | 4.34 | 86 |
| Consult consumer reviews | 4.89 | 4.46 | 109 |
| Purchase products or services | 5.62 | 4.72 | 119 |
| Receive store offers by SMS (!) | 0.81 | 0.60 | 135 |
| Research products/services | 6.20 | 6.84 | 91 |

DOWNLOAD

| | % | Base % | Index |
|--|------|--------|-------|
| Tablet - Download [Pst Wk] | | | |
| Music/MP3 files (free or paid) | 0.81 | 1.07 | 75 |
| Any video content (free or paid) | 3.09 | 2.77 | 112 |
| Play/download online games | 5.27 | 5.73 | 92 |
| Download/ print/redeem discount coupon | 0.37 | 0.54 | 69 |

SITE/CONTENT ACCESS

| | % | Base % | Index |
|--|------|--------|-------|
| Tablet - Site/Content Access [Pst Wk] | | | |
| Use ad blocking software | 3.39 | 2.30 | 147 |
| News site | 7.92 | 8.70 | 91 |
| Radio station's website | 1.34 | 1.78 | 75 |
| TV station's website | 1.81 | 1.72 | 106 |
| Automotive news/content | 0.46 | 0.64 | 71 |
| Celebrity gossip content | 0.43 | 0.58 | 74 |
| Fashion or beauty-related content | 0.58 | 0.88 | 66 |
| Food/recipes content | 6.10 | 6.30 | 97 |
| Health-related content | 3.83 | 4.16 | 92 |
| Home decor-related content | 2.25 | 1.93 | 117 |
| Professional sports content | 2.92 | 3.19 | 92 |
| Real estate listings/sites | 2.75 | 2.42 | 114 |
| Restaurant guides/reviews | 1.97 | 2.29 | 86 |
| Travel content | 3.01 | 2.56 | 118 |

WATCH

| | % | Base % | Index |
|---|-------|--------|-------|
| Tablet - Watch [Pst Wk] | | | |
| Subscription-based video service (e.g. Netflix) | 11.16 | 11.35 | 98 |
| TV broadcast via streaming video | 2.27 | 2.47 | 92 |
| Free streaming music videos | 7.20 | 6.83 | 106 |
| Streaming purchased/rented videos (!) | 1.80 | 1.28 | 141 |
| Other online free streaming videos | 8.22 | 7.37 | 111 |

LISTEN

| | % | Base % | Index |
|--|------|--------|-------|
| Tablet - Listen [Pst Wk] | | | |
| A podcast | 1.06 | 1.43 | 75 |
| A radio broadcast via streaming audio | 1.62 | 2.11 | 76 |
| Internet-only music service (free) | 2.02 | 2.52 | 80 |
| Internet-only music service (paid) (!) | 2.02 | 1.54 | 131 |
| Music via streaming video service (e.g. YouTube) | 3.94 | 3.85 | 102 |

Source: MobileScapes 2023, Numeris 2023
Benchmark: Ottawa CSD



Time frame: September 17, 2022 – September 16, 2023

Behavioural | Digital – Computer Activities

When on their computers, The Glebe visitors are more likely to listen to paid internet music service, click on an internet advertisement, compare products/prices while shopping, and consult consumer reviews than the Ottawa benchmark.

ACTIVITIES

| | % | Base % | Index |
|--|-------|--------|-------|
| Computer - Activity [Pst Wk] | | | |
| Listen to Internet-only music service (free) | 8.36 | 7.68 | 109 |
| Listen to Internet-only music service (paid) | 8.62 | 5.99 | 144 |
| Watch streaming purchased/rented videos | 2.89 | 2.79 | 104 |
| Participate in an online social network | 26.22 | 25.33 | 104 |
| Participate in an online video conference for business or personal | 33.14 | 32.51 | 102 |
| Share/refer/link friends to a website or an article | 11.34 | 11.53 | 98 |
| Enter online contests | 4.00 | 3.93 | 102 |
| Internet search - business, services, products | 33.30 | 34.79 | 96 |
| Place/respond to an online classified advertisement | 3.15 | 3.50 | 90 |
| Send/receive a text/instant message | 13.08 | 12.76 | 102 |
| Send/receive email | 48.35 | 50.35 | 96 |
| Take pictures/video | 3.67 | 3.85 | 95 |
| Use apps | 14.02 | 14.75 | 95 |
| Use maps/directions service | 17.78 | 18.14 | 98 |
| Use online telephone directory | 8.62 | 8.57 | 101 |
| Do banking/pay bills online | 34.88 | 35.23 | 99 |
| Read/Look into online magazines | 5.23 | 4.64 | 113 |
| Read/Look into online newspapers | 11.67 | 11.93 | 98 |

PURCHASE BEHAVIOUR

| | % | Base % | Index |
|---|-------|--------|-------|
| Computer - Purchase Behaviour [Pst Wk] | | | |
| Click on an Internet advertisement | 11.28 | 8.60 | 131 |
| Compare products/prices while shopping | 20.42 | 17.91 | 114 |
| Consult consumer reviews | 17.37 | 15.34 | 113 |
| Purchase group deal (e.g. Groupon) | 0.47 | 0.76 | 61 |
| Purchase products or services | 23.25 | 22.02 | 106 |
| Receive store offers by SMS (!) | 0.29 | 0.42 | 69 |
| Research products/services | 19.91 | 21.59 | 92 |

DOWNLOAD

| | % | Base % | Index |
|--|-------|--------|-------|
| Computer - Download [Pst Wk] | | | |
| Music/MP3 files (free or paid) | 3.75 | 4.59 | 82 |
| Any video content (free or paid) | 10.42 | 10.44 | 100 |
| Play/download online games | 14.43 | 15.02 | 96 |
| Download/ print/redeem discount coupon | 4.06 | 4.15 | 98 |

SITE/CONTENT ACCESS

| | % | Base % | Index |
|--|-------|--------|-------|
| Computer - Site/Content Access [Pst Wk] | | | |
| Use ad blocking software | 19.30 | 16.76 | 115 |
| News site | 28.45 | 27.96 | 102 |
| Radio station's website | 6.75 | 6.75 | 100 |
| TV station's website | 5.15 | 6.05 | 85 |
| Automotive news/content | 3.67 | 2.82 | 130 |
| Celebrity gossip content | 2.10 | 2.47 | 85 |
| Fashion or beauty-related content | 3.67 | 3.29 | 112 |
| Food/recipes content | 14.05 | 13.49 | 104 |
| Health-related content | 10.77 | 9.93 | 108 |
| Home decor-related content | 6.73 | 5.83 | 115 |
| Professional sports content | 8.33 | 7.53 | 111 |
| Real estate listings/sites | 7.34 | 7.80 | 94 |
| Restaurant guides/reviews | 6.58 | 7.16 | 92 |
| Travel content | 6.28 | 6.27 | 100 |

WATCH

| | % | Base % | Index |
|---|-------|--------|-------|
| Computer - Watch [Pst Wk] | | | |
| Subscription-based video service (e.g. Netflix) | 28.39 | 29.31 | 97 |
| TV broadcast via streaming video | 6.67 | 7.41 | 90 |
| Free streaming music videos | 22.78 | 22.50 | 101 |
| Streaming purchased/rented videos | 2.89 | 2.79 | 104 |
| Other online free streaming videos | 22.08 | 21.89 | 101 |

LISTEN

| | % | Base % | Index |
|--|-------|--------|-------|
| Computer - Listen [Pst Wk] | | | |
| A podcast | 4.98 | 5.52 | 90 |
| A radio broadcast via streaming audio | 7.94 | 6.81 | 117 |
| Internet-only music service (free) | 8.36 | 7.68 | 109 |
| Internet-only music service (paid) | 8.62 | 5.99 | 144 |
| Music via streaming video service (e.g. YouTube) | 15.93 | 14.85 | 107 |

Behavioural | Digital – Social Media Usage

The Glebe visitors preferred social media platforms are Facebook and YouTube. They tend to use LinkedIn, Pinterest, and Reddit more frequently than the average market user.

USED ONLINE SOCIAL NETWORKS

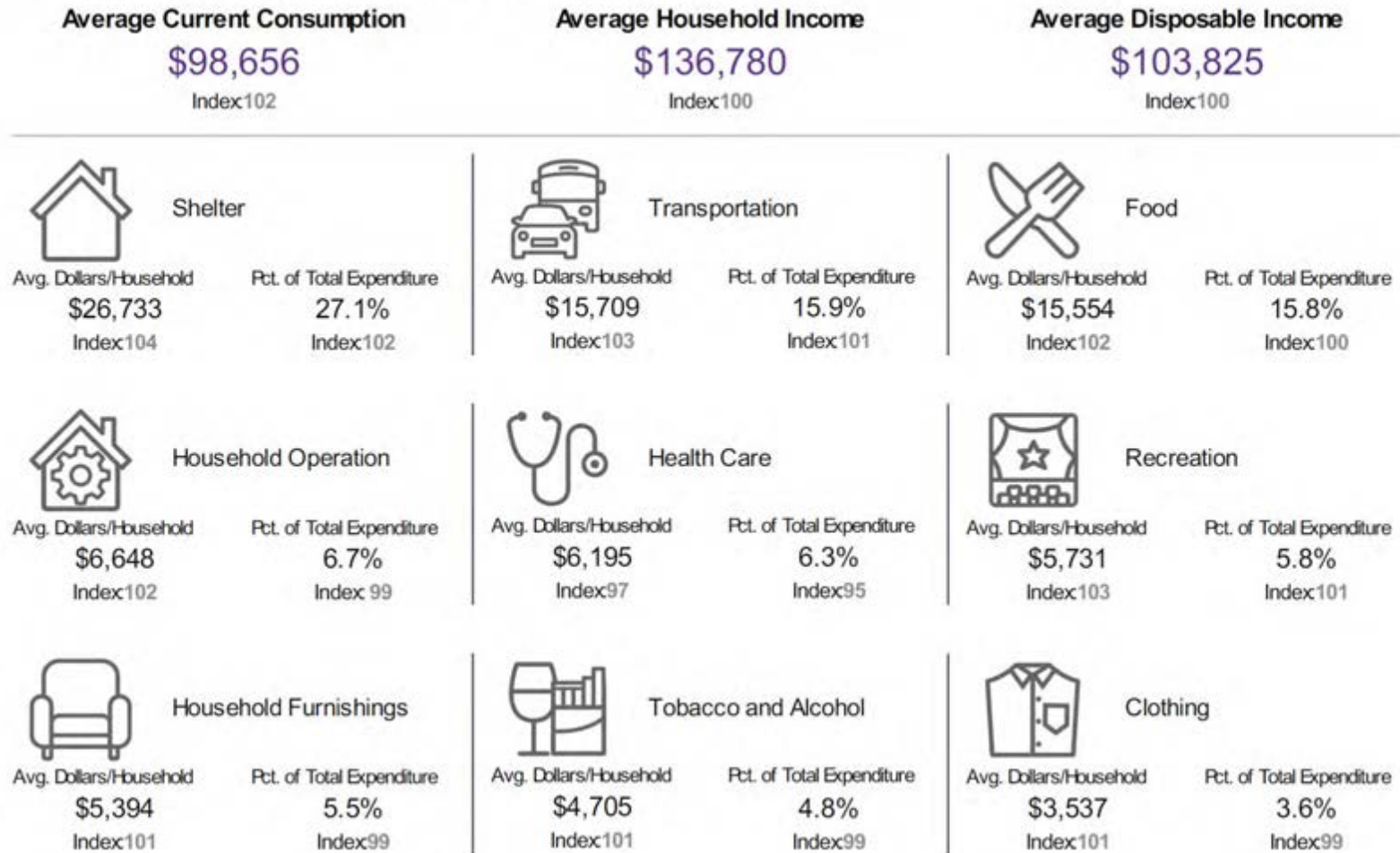
Past week

| | % | Base % | Index |
|------------------------------|-------|--------|-------|
| Facebook | 44.02 | 42.96 | 102 |
| Instagram | 29.71 | 28.48 | 104 |
| LinkedIn | 17.67 | 16.12 | 110 |
| Pinterest | 14.13 | 12.16 | 116 |
| Reddit | 12.65 | 10.58 | 120 |
| Snapchat | 9.56 | 9.08 | 105 |
| TikTok | 11.19 | 10.71 | 104 |
| Twitter | 15.38 | 16.07 | 96 |
| WhatsApp | 19.73 | 19.67 | 100 |
| Online/Internet dating sites | 2.27 | 2.35 | 97 |
| YouTube videos/channels | 43.05 | 42.40 | 102 |

Expenditures | HouseholdSpend – Annual Expenditures Overview

Visitors to The Glebe tend to have current consumption, household, and disposable income amounts that align with the market average. A significant portion of their yearly household spending is allocated to housing, transportation, and food.

Consumption and Expenditure values are weighted based on where customers live



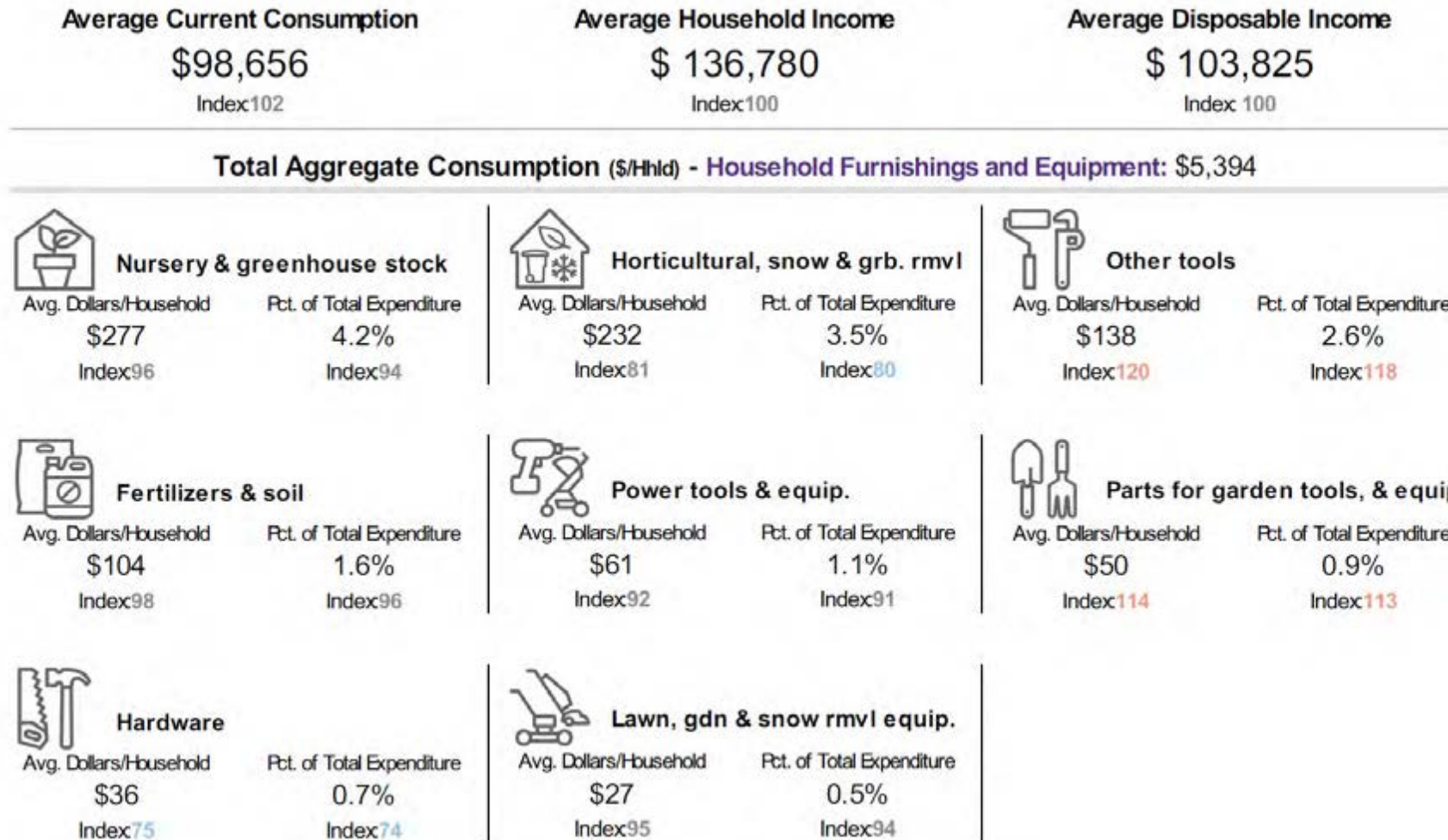
Source: MobileScapes 2023, HouseholdSpend 2023
Benchmark: Ottawa CSD



Time frame: September 17, 2022 – September 16, 2023

Expenditures | Hardware, Tools & Gardening

In the hardware, tools & gardening expenditure category, The Glebe visitors tend to spend the most on nursery & greenhouse stock to maintain their gardens. They also prefer purchasing tools compared to average Ottawa resident.



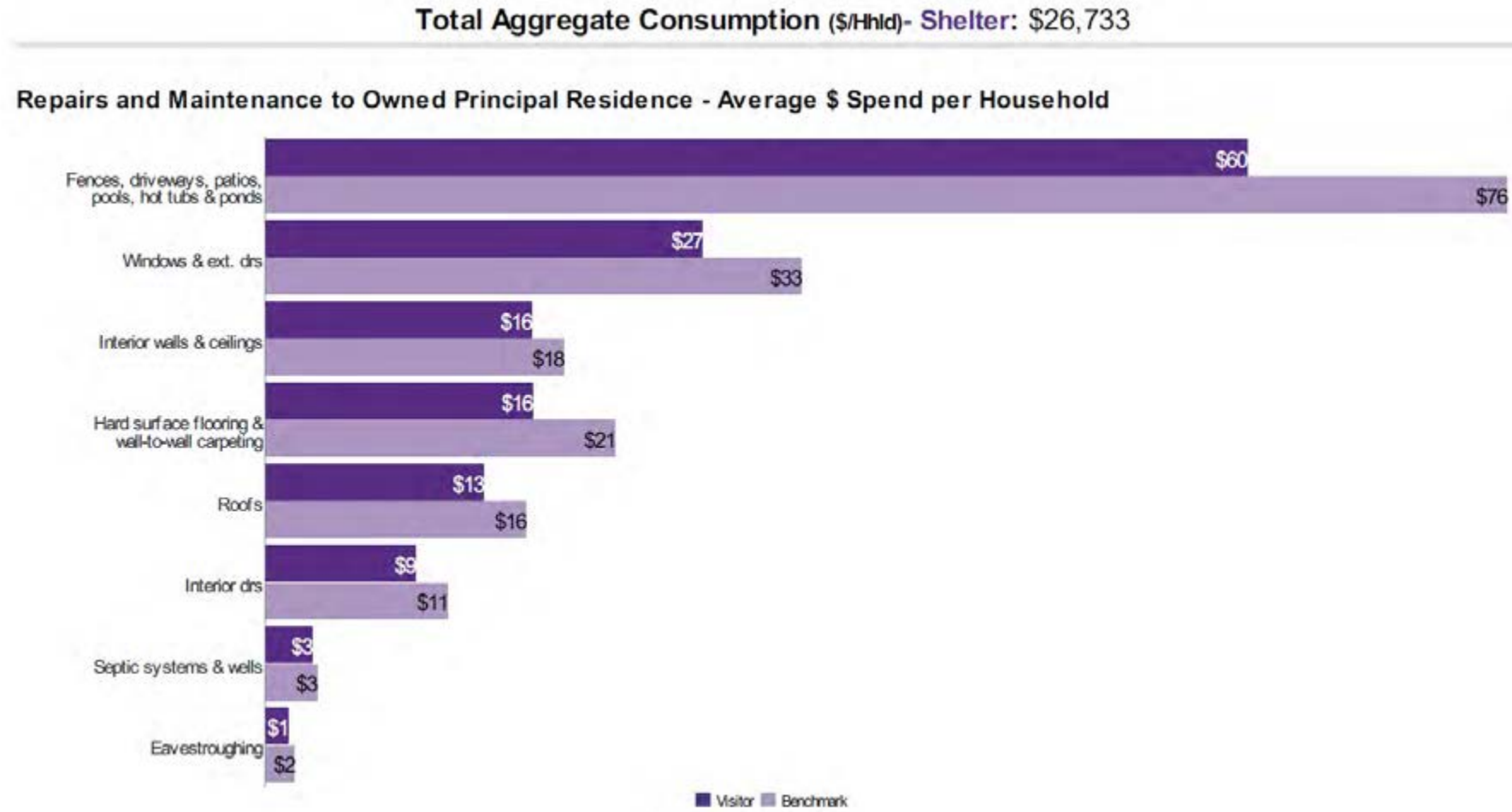
Source: MobileScapes 2023, HouseholdSpend 2023
Benchmark: Ottawa CSD



Time frame: September 17, 2022 – September 16, 2023

Expenditures | Home Improvement – Repairs & Maintenance

For repair and maintenance expenditures, a larger portion of The Glebe visitors' budget is allocated to fences, driveways, patios, pools, hot tubs & ponds. Their spending in this category is overall lower than the market average.



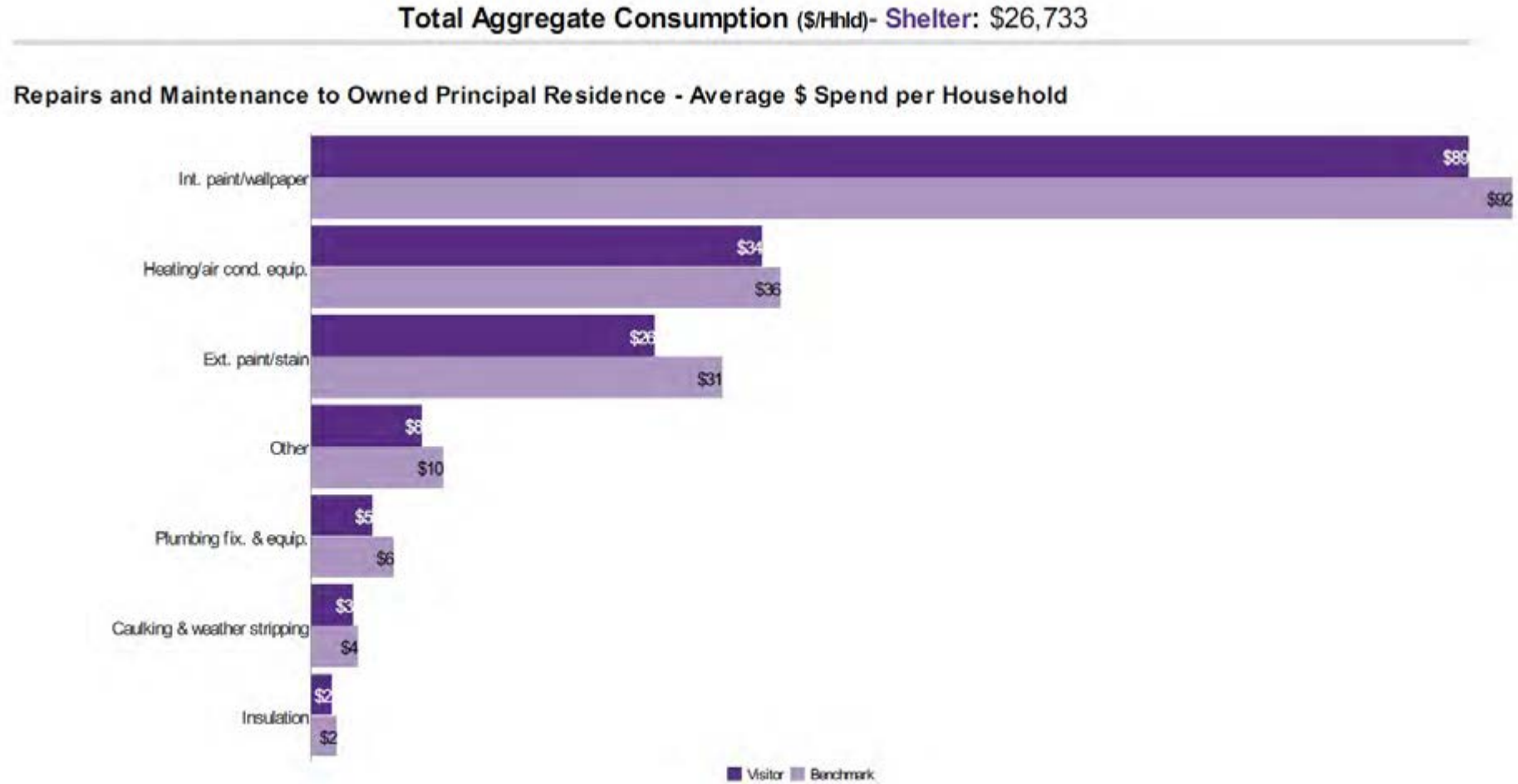
Source: MobileScapes 2023, HouseholdSpend 2023
Benchmark: Ottawa CSD



Time frame: September 17, 2022 – September 16, 2023

Expenditures | Home Improvement – Repairs & Maintenance

For repair and maintenance expenditures, a larger portion of The Glebe visitors' budget is allocated to interior paint/wallpaper. Their spending in this category is overall lower than the market average.



Source: MobileScapes 2023, HouseholdSpend 2023
Benchmark: Ottawa CSD



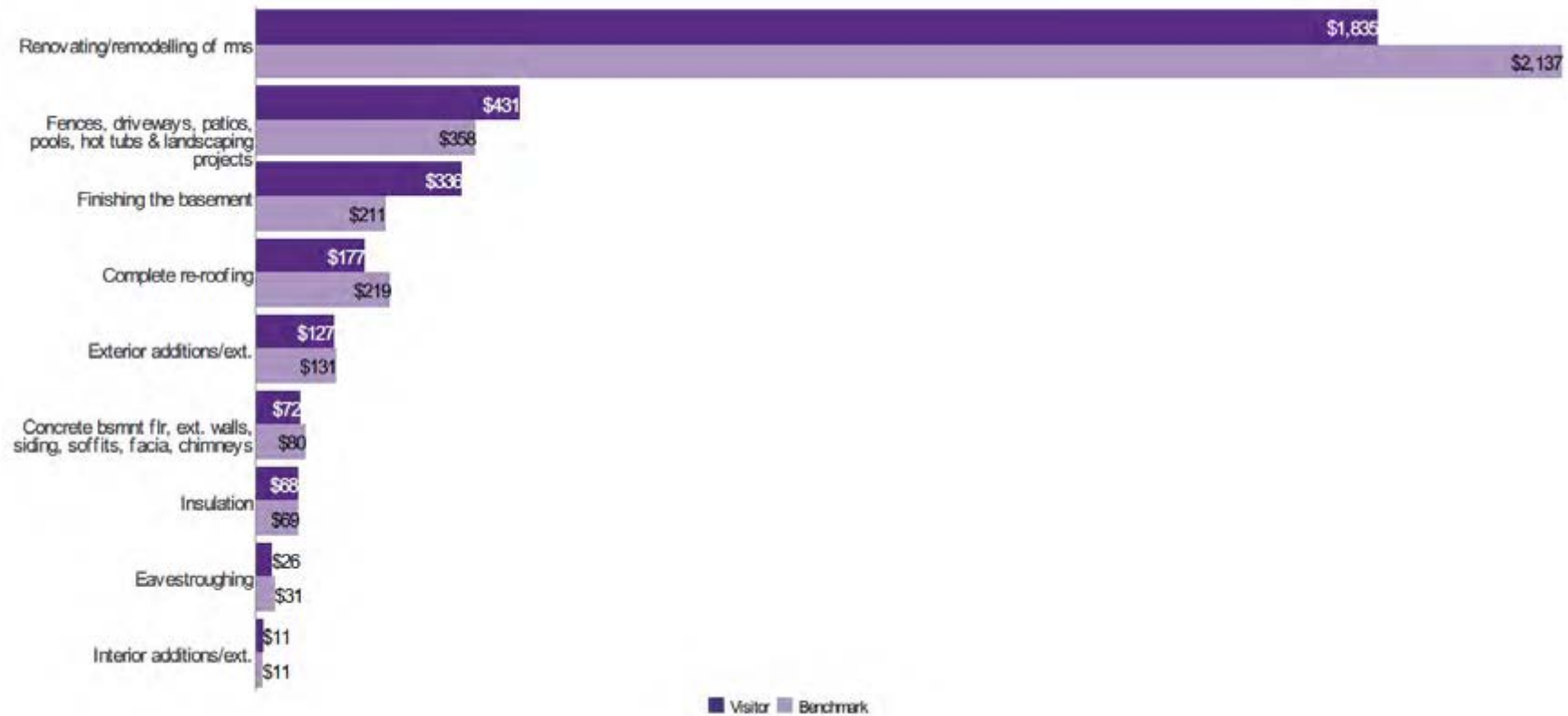
Time frame: September 17, 2022 – September 16, 2023

Expenditures | Home Improvement – Improvements & Alterations

The Glebe visitors spend more on finishing their basements compared to the market average. However, they are less inclined to repair or maintain parts of their home, instead opting to invest more in improving/altering these areas of their homes compared to the market.

Total Aggregate Consumption (\$/Hhd) - Improvements\Alterations to Owned Principal Residence: \$ 3,667

Improvements and Alterations to Owned Principal Residence - Average \$ Spend per Household



Source: MobileScapes 2023, HouseholdSpend 2023
Benchmark: Ottawa CSD



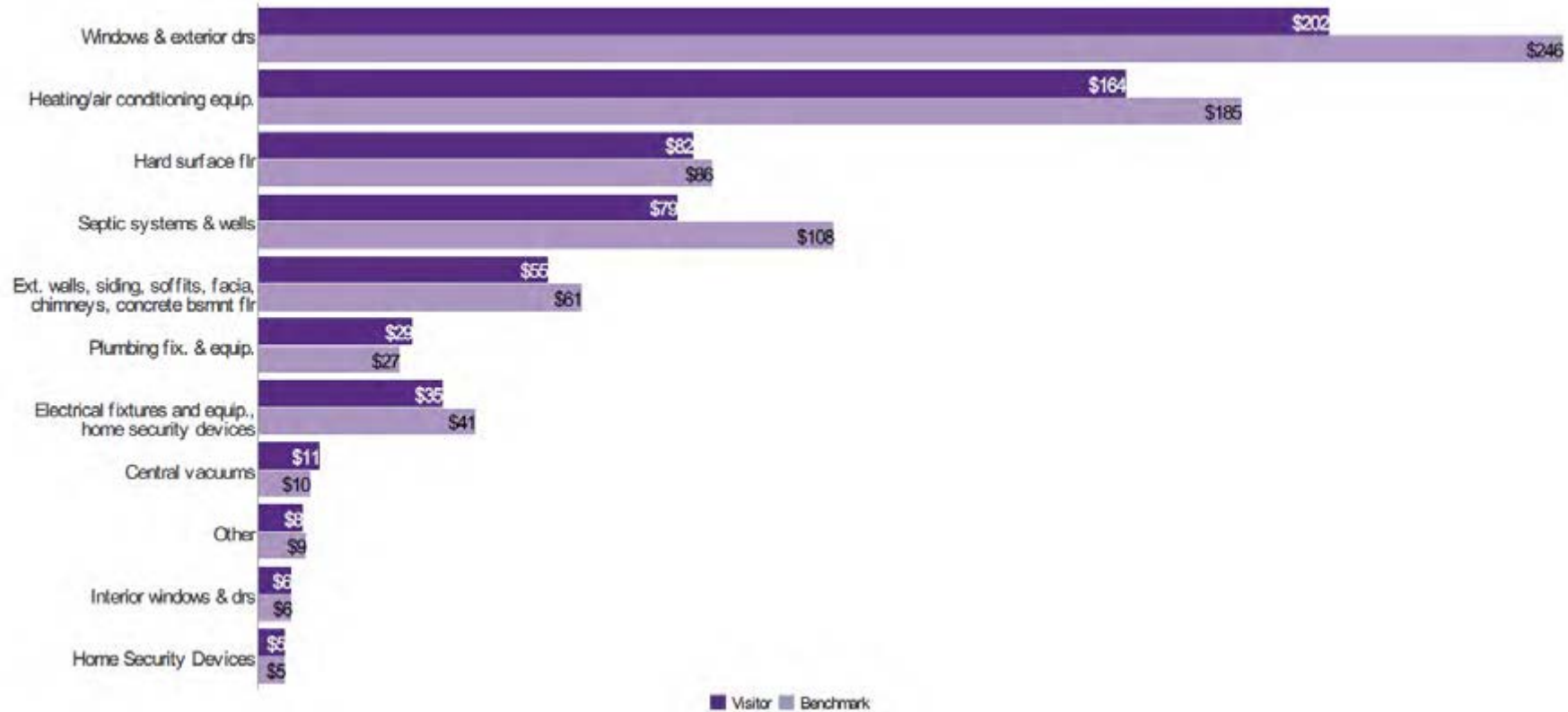
Time frame: September 17, 2022 – September 16, 2023

Expenditures | Home Improvement – Improvements & Alterations

For home improvements and alterations expenditures, a larger proportion of The Glebe visitor's budget is spent on windows and exterior doors, and heating/air conditioning equipment.

Total Aggregate Consumption (\$/Hhd) - Improvements\Alterations to Owned Principal Residence: \$ 3,667

Improvements and Alterations to Owned Principal Residence - Average \$ Spend per Household



Source: MobileScapes 2023, HouseholdSpend 2023
Benchmark: Ottawa CSD

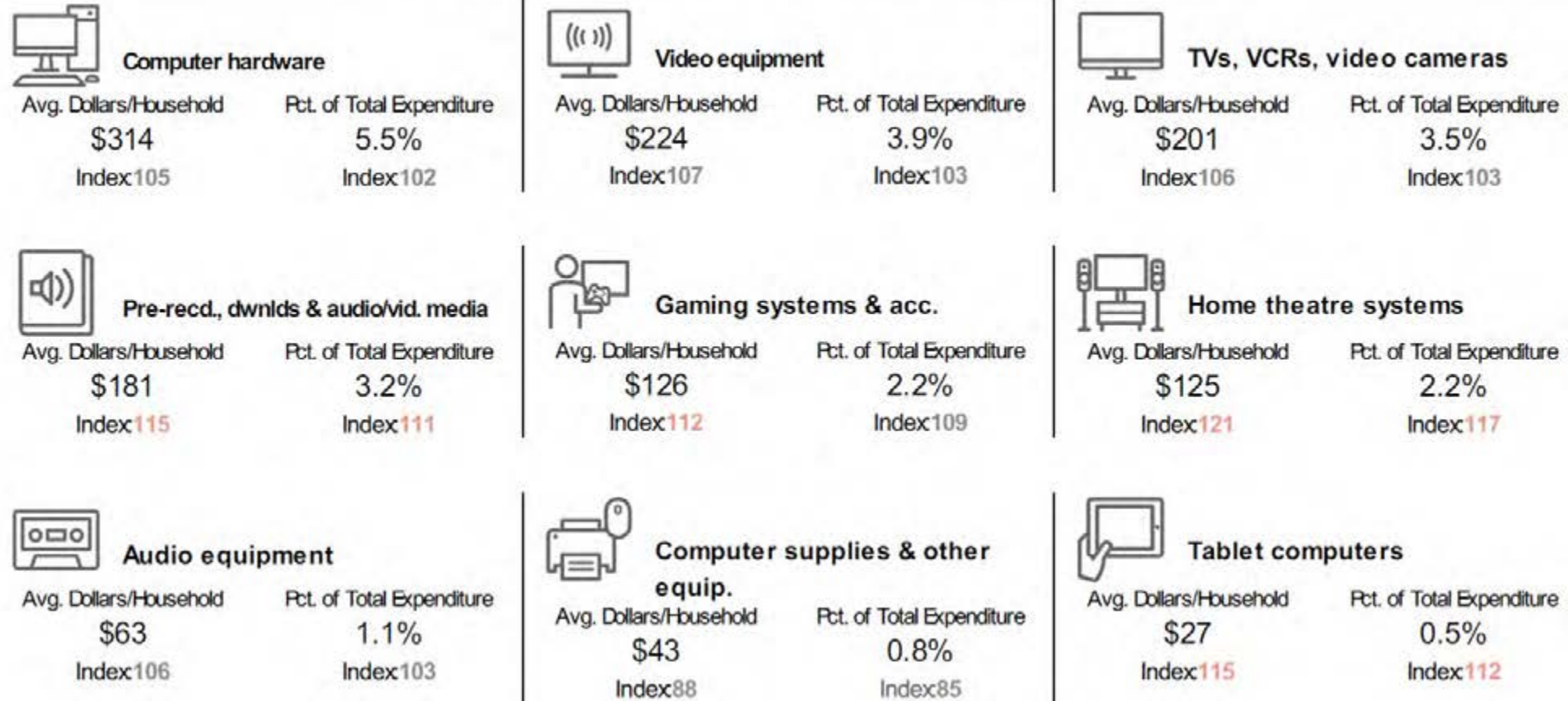


Time frame: September 17, 2022 – September 16, 2023

Expenditures | Home Electronics

For the home electronics category, The Glebe visitors are most likely to spend more on home theatre systems, pre-record. downloads & audio/video media, gaming systems & acc., and the tablet computers than the market average.

Total Aggregate Consumption (\$/Hhld) - Recreation: \$5,731

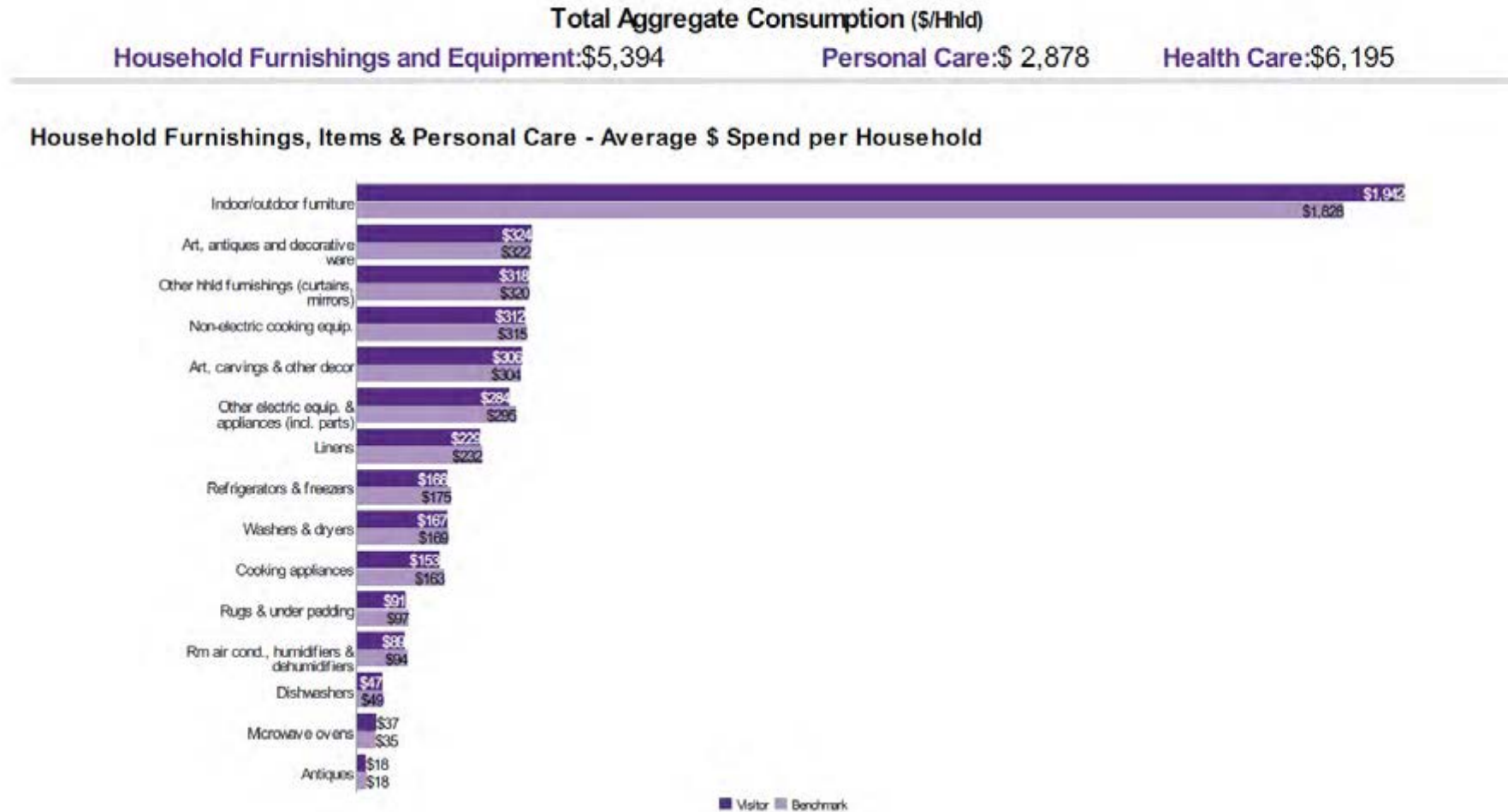


Source: MobileScapes 2023, HouseholdSpend 2023
Benchmark: Ottawa CSD

Time frame: September 17, 2022 – September 16, 2023

Expenditures | Household Furnishings & Personal Care

The Glebe visitors tend to spend more on indoor/outdoor furniture than the market average. For other categories of household furnishings and personal care expenditures, these individuals spend on par with the Ottawa benchmark.



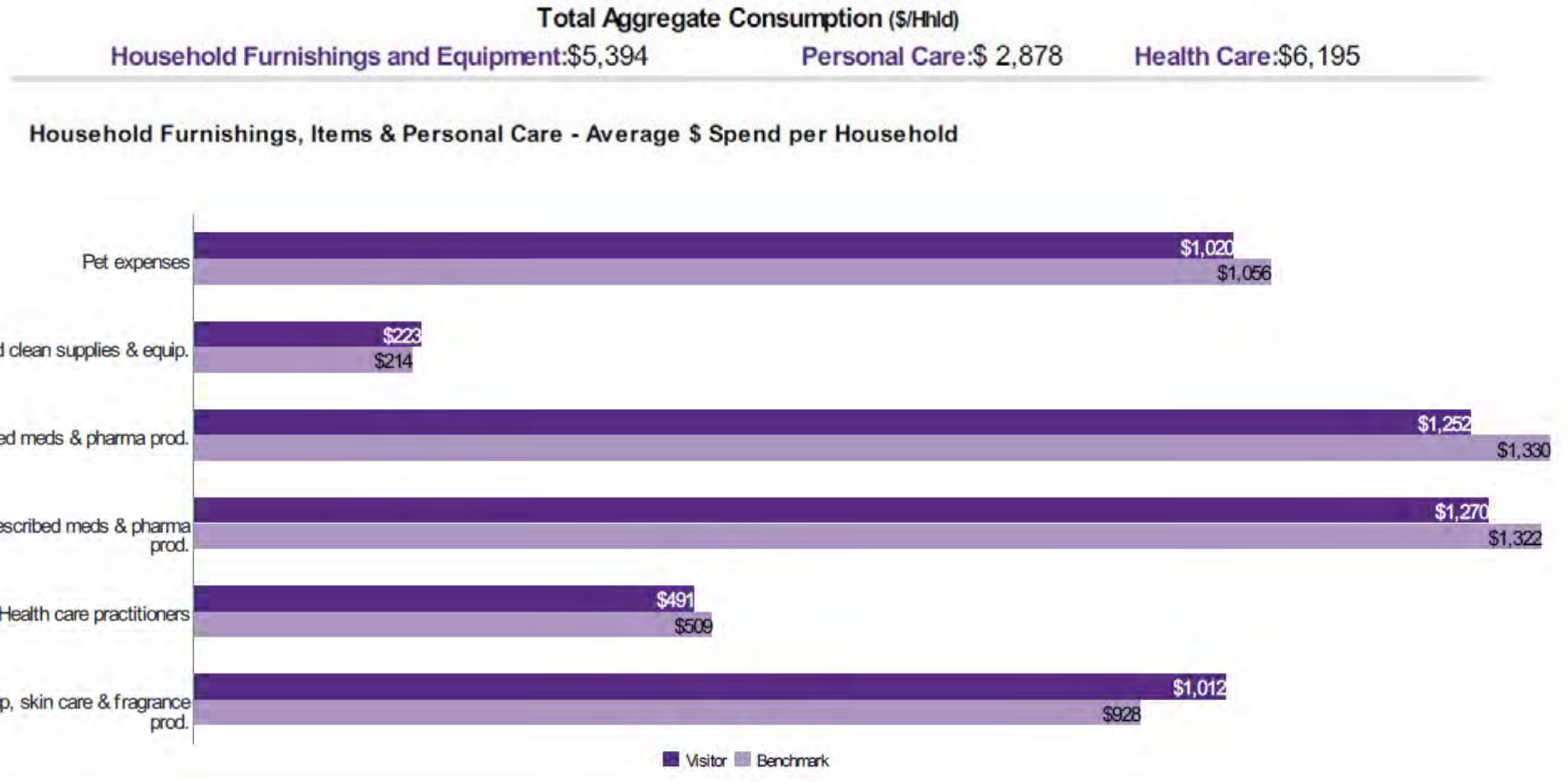
Source: MobileScapes 2023, HouseholdSpend 2023
Benchmark: Ottawa CSD



Time frame: September 17, 2022 – September 16, 2023

Expenditures | Household Furnishings & Personal Care

Visitors to The Glebe tend to spend on par with the city average for most household furnishings and personal care items, except for makeup, skincare & and fragrance products, on which they tend to spend more.



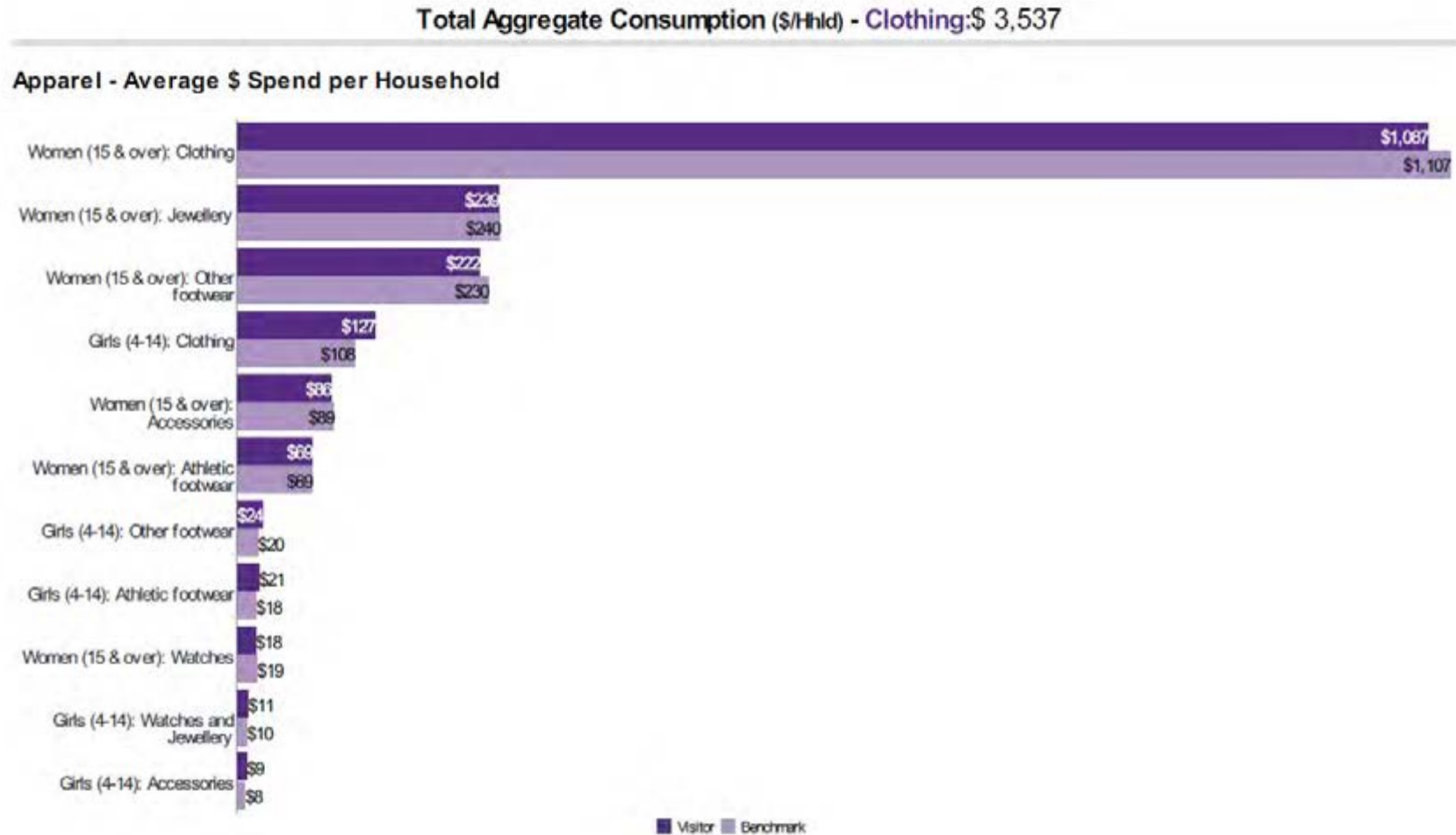
Source: MobileScapes 2023, HouseholdSpend 2023
Benchmark: Ottawa CSD



Time frame: September 17, 2022 – September 16, 2023

Expenditures | Apparel

The Glebe visitors tend to spend on par with the Ottawa benchmark on women's apparel. They are likely to spend the most on women's clothing and jewellery.



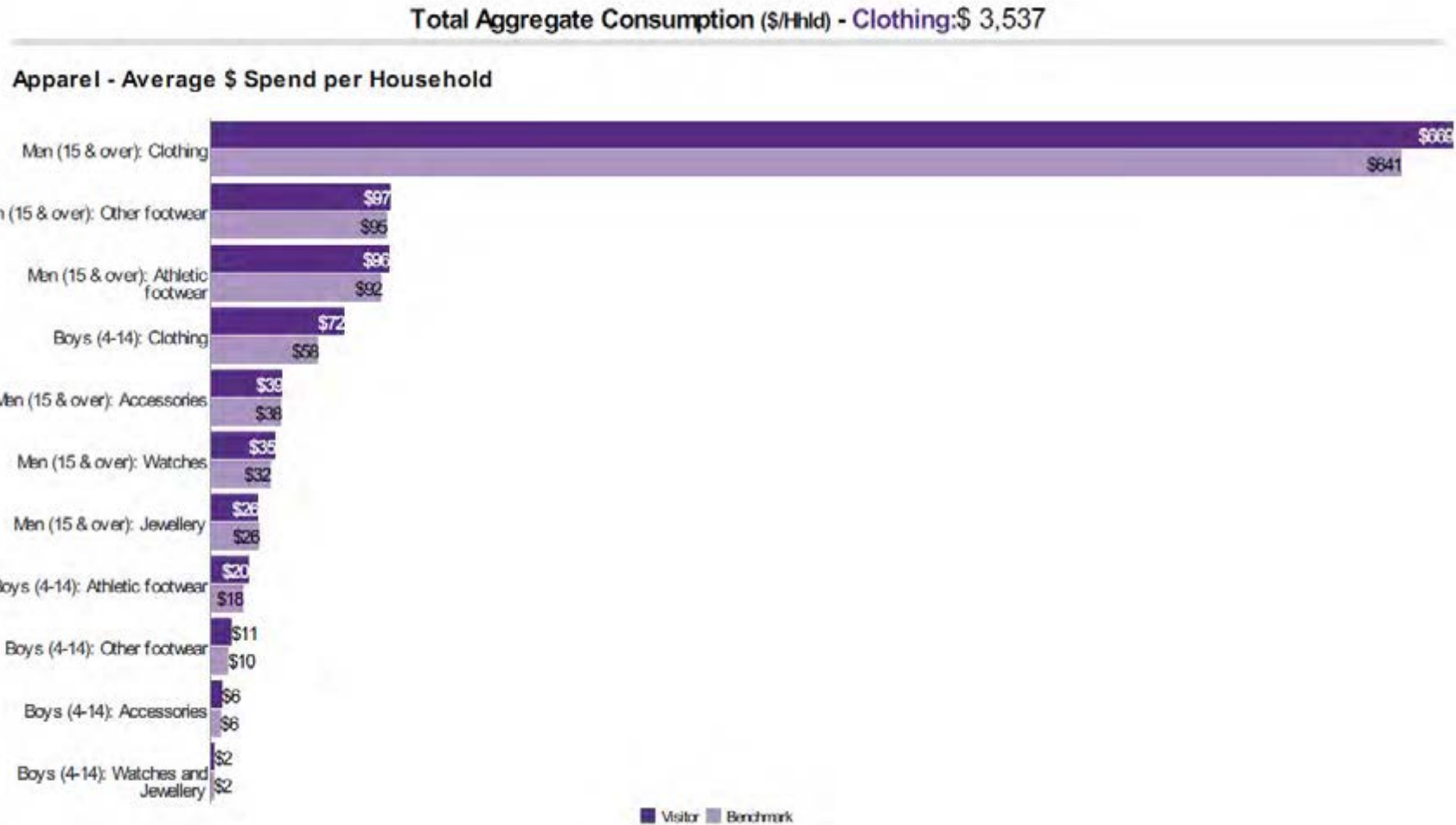
Source: MobileScapes 2023, HouseholdSpend 2023
Benchmark: Ottawa CSD



Time frame: September 17, 2022 – September 16, 2023

Expenditures | Apparel

Besides spending slightly more than the average Ottawa resident on men's clothing, The Glebe visitors' overall spending in other categories matches the Ottawa benchmark.



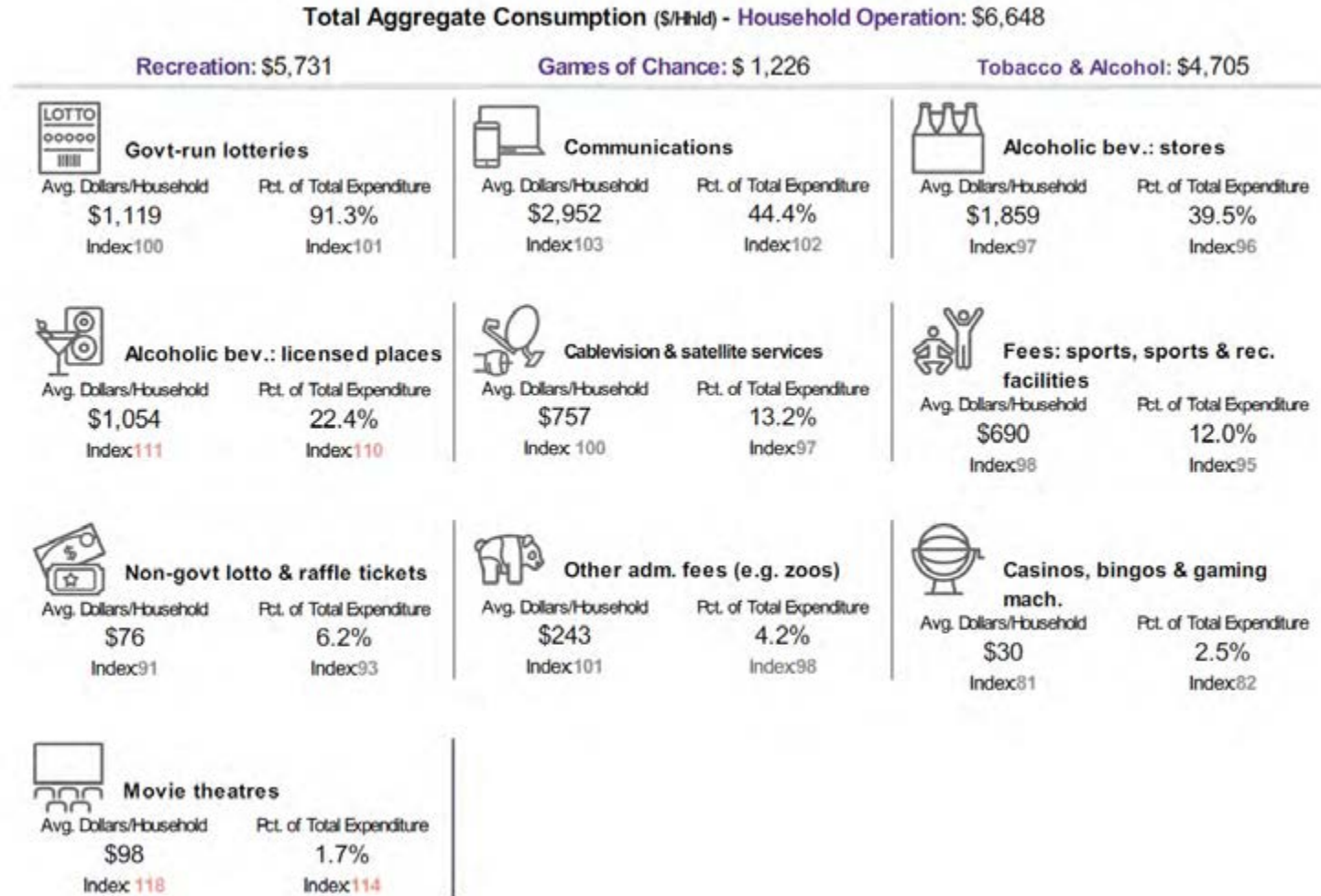
Source: MobileScapes 2023, HouseholdSpend 2023
Benchmark: Ottawa CSD

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

Time frame: September 17, 2022 – September 16, 2023

Expenditures | Communications, Entertainment, Recreation & Alcohol

The Glebe visitors tend to spend more on alcoholic beverages in licenced places than the Ottawa benchmark.



Source: MobileScapes 2023, HouseholdSpend 2023
Benchmark: Ottawa CSD

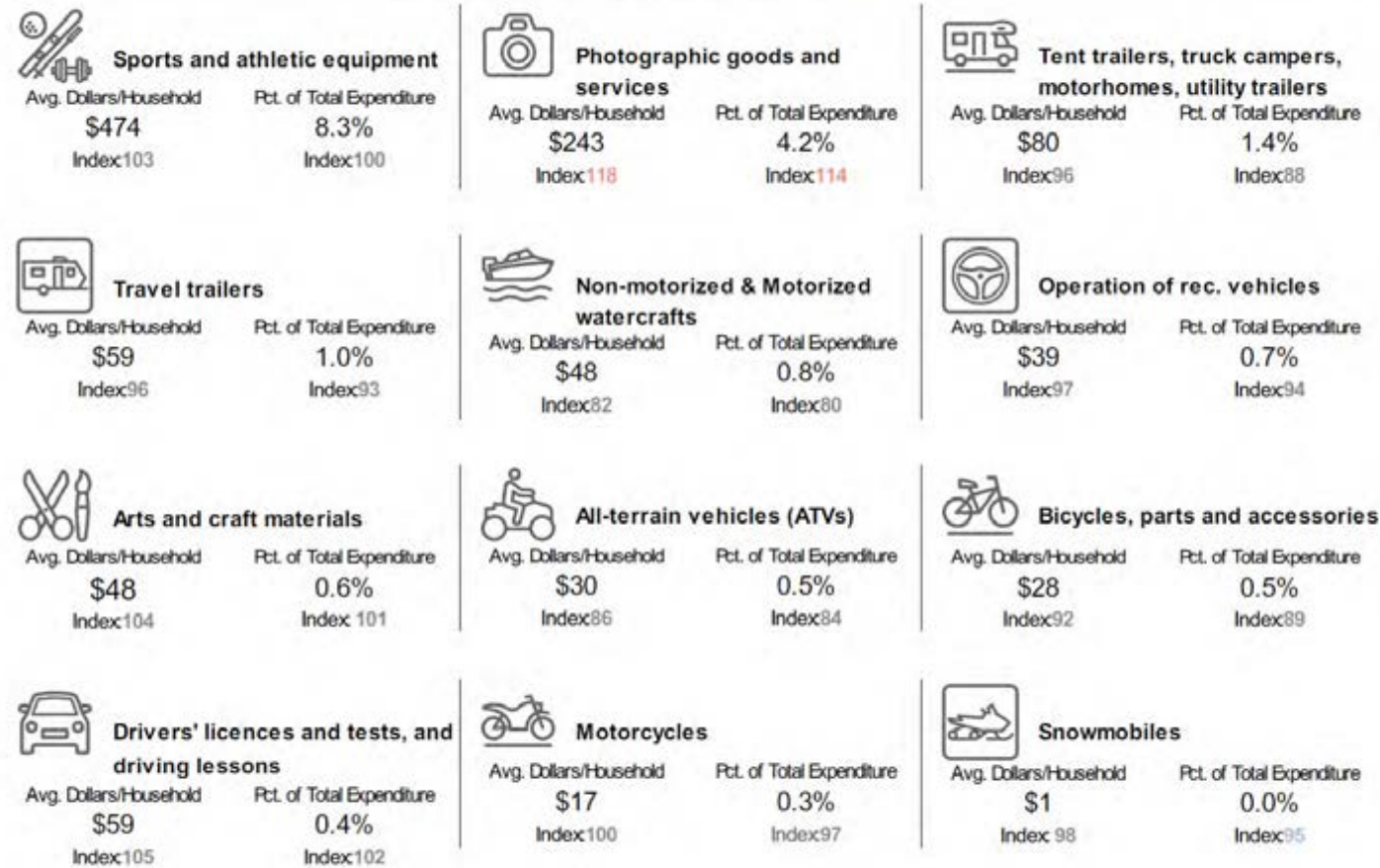


Time frame: September 17, 2022 – September 16, 2023

Expenditures | Recreational Equipment & Vehicles

The Glebe visitors tend to spend the most on sports and athletic equipment when it comes to recreational equipment and vehicles. They are likely to spend more on photographic goods and services than the market average.

Total Aggregate Consumption (\$/Hhd) - Recreation: \$5,731



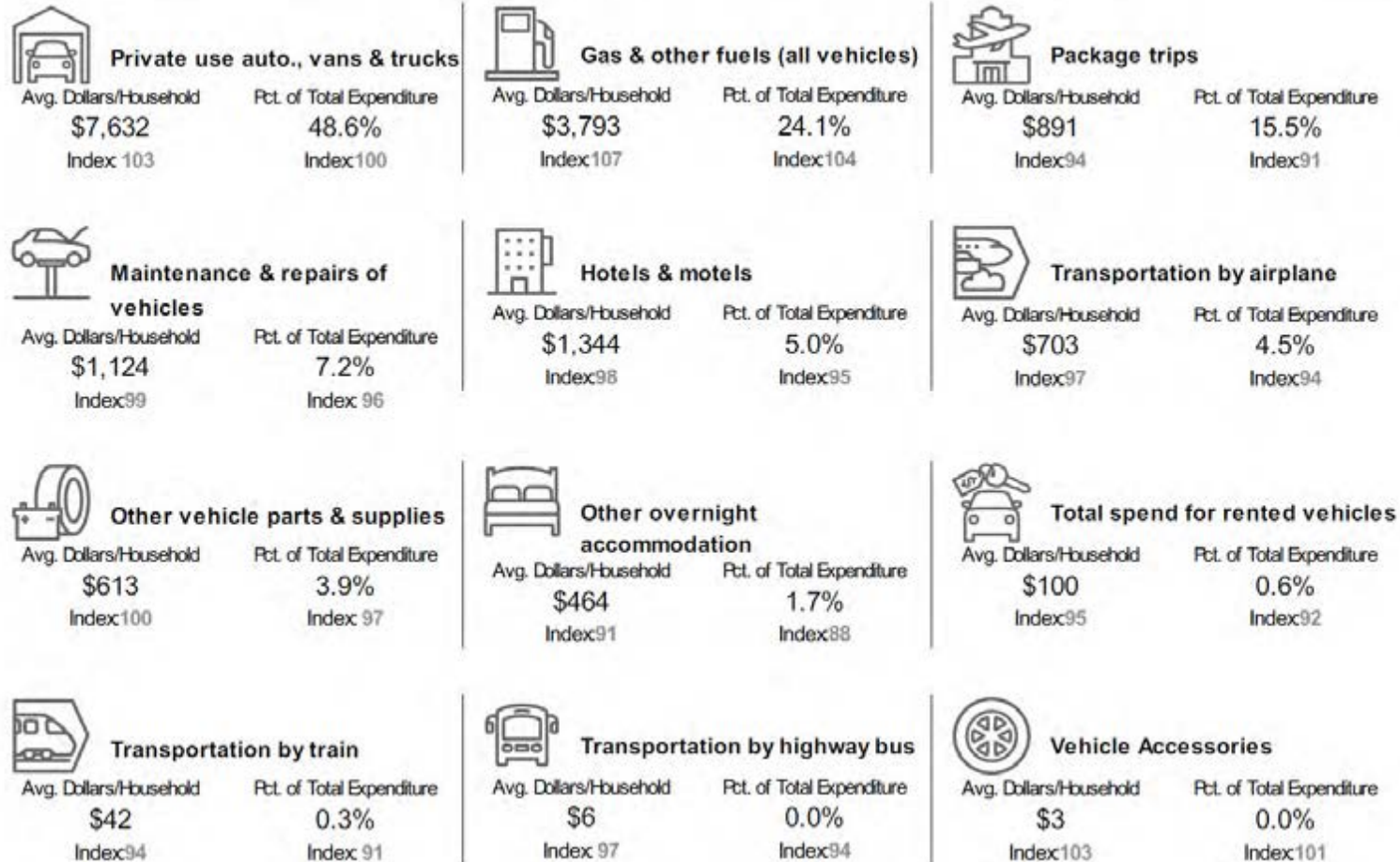
Source: MobileScapes 2023, HouseholdSpend 2023
Benchmark: Ottawa CSD

Time frame: September 17, 2022 – September 16, 2023

Expenditures | Vehicles, Travel & Accommodation

The primary expense for The Glebe visitors arises from their use of personal vehicles, particularly in terms of fuel costs, which exceed those of the average provincial resident.

Total Aggregate Consumption (\$/Hhd) -Transportation: \$ 15,709



Source: MobileScapes 2023, HouseholdSpend 2023
Benchmark: Ottawa CSD

Time frame: September 17, 2022 – September 16, 2023

Questions?



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Appendix

PRIZM Overview

The PRIZM segmentation system classifies Canada's neighborhoods at a postal code-level into actionable, lifestyle segments.



Look up your segment!
<https://prizm.environicsanalytics.com/>

PRIZM Captures:



Aging population



Increased cultural diversity



More urban lifestyles; Emerging urban Fringe



Emergence of Millennial lifestyles



Evolving household types


M4W 3H1 Uniqueness of each 6-digit postal code

- Best in class methodologies and multiple recent data sources combine for a granular view that confirms the big picture from the ground up
- Assigns neighborhoods to a lifestyle segment at a postal code level based on demographics, psychographics, and other behaviors

Understanding PRIZM Segment Descriptions

Knowing the PRIZM segment of a customer or prospect can provide a wealth of information about them.

SESI (the lower the SESI number, the greater the affluence)

-  Income & Education
-  Low-Income Indicator
-  Dwelling Value
-  Net Worth
-  Discretionary Income
-  Household Size

Segment Name



Segment Icon

Lifestage Group (the higher the Lifestage Group Number, the further the segment is along in their life stage)

8 Lifestage Groups

Youth Y1 – Y3

Families F1 – F3

Mature M1 – M2

Influenced by:

- Singles
- Families
- Age of Children
- Age of Maintainer
- Affluence
- Language
- Urbanity

Social Group (the lower the social group number, the greater the affluence)

20 Social Groups

| | |
|--------------|---------|
| Urban | U1 – U6 |
| Urban Fringe | F1 – F3 |
| Suburban | S1 – S7 |
| Town | T1 |
| Rural | R1 - R3 |

Driven by:

- Urbanity
- Affluence
- Age
- Ethnicity
- Dwelling Type