Trade Areas Analysis Report

for

Economic Development Lethbridge

"Expenditure Insights and Shopping Trends from Lethbridge Trade Areas"

Prepared For:

Economic Development Lethbridge

Prepared by:

ENVIRONICS ANALYTICS

MSECB's ISO 31700-1 Privacy by Design Certification

Data Leaders. Privacy Champions.

Date:

February 10th, 2025

Table of Contents

I. Background, Objectives & Key Deliverable 3
II. Methodology: Defining & Mapping the Lethbridge Trade Areas 4
A. How EA Defined Updated Lethbridge Trade Areas: 4
B. Lethbridge Trade Areas Map 6
III. Lethbridge Trade Areas Demographics and Visitor Overview 7
A. Lethbridge Trade Area Household Population 7
B. Lethbridge Daytime Population 8
C. Lethbridge Retail Corridors Visitors 8
IV. $ Spending Overview of the Lethbridge Trade Areas 10
V. Lethbridge Trade Area Population Demographics & Shopping Trends 12
A. Demographics 12
B. Key Shopping Characteristics 12
VI. Population by Geographic Areas (Census Subdivisions) for the Lethbridge Trade Areas . 13
A. The City of Lethbridge 13
B. Primary Trade Area 13
C. Secondary Trade Area 14
VII. Appendix *16*
A. How to Read Executive Dashboards
B. Executive Dashboards - Outside Population
C. Executive Dashboards - Lethbridge Population

I. Background, Objectives & Key Deliverable

Background:

- Economic Development Lethbridge contracted Environics Analytics for an updated Trade Area Analysis Report; this information was last updated in 2016 by Environics Research.
- The takeaways generated for this report are intended to provide deeper insights into the current retail landscape, enhancing understanding of consumer behavior and demographic landscape.
- Environics Analytics data-centric approach to Trade Area analysis ensures the figures provided reflect an accurate depiction of consumer retail activity. Additionally, insights from visitors to various retail corridors was used to define the size and boundaries of the Trade Area.

Objectives:

- Economic Development Lethbridge seeks an updated study to provide deeper insights into the current retail landscape, enhancing understanding of consumer behaviour in the area and supporting the sector's growth and evolution.
- The report aims to provide an update of the geographic boundaries that encompass the Trade Area, as well as a refresh of the population and retail information.
- Additionally, for those visiting from outside the City of Lethbridge, the goal is to gain detailed insights into demographics, visitation, spending behaviours, and shopping preferences.

Deliverables:

- The Trade Area Analysis report includes the methodology for Trade Area creation, a demographic, visitation and an annual spending overview of the Lethbridge Trade Area household population, detailed demographics and shopping behaviors of the household population residing outside the City of Lethbridge, and the geographical distribution of the household population within the Lethbridge Trade Areas.

II. Methodology: Defining & Mapping the Lethbridge Trade Areas

A. How EA Defined Updated Lethbridge Trade Areas:

1. EA conducted a MobileScapes[1] analysis using the following criteria to gather visitor records.

   a. ***Five Retail Corridors[2]:*** *West Lethbridge Crossing, Park Place Mall, Downtown Lethbridge, Center Vill Mall Plaza, North Lethbridge Walmart Plaza*

Image 1. Geofences – Lethbridge Retail Corridors

   b. *The Mobilescape analysis was conducted for the period from September 1, 2023, to September 15, 2024.*

   c. *EA created an aggregated data file of visitor records extracted from the Mobilescape analysis for the previously listed locations and timeframes.*

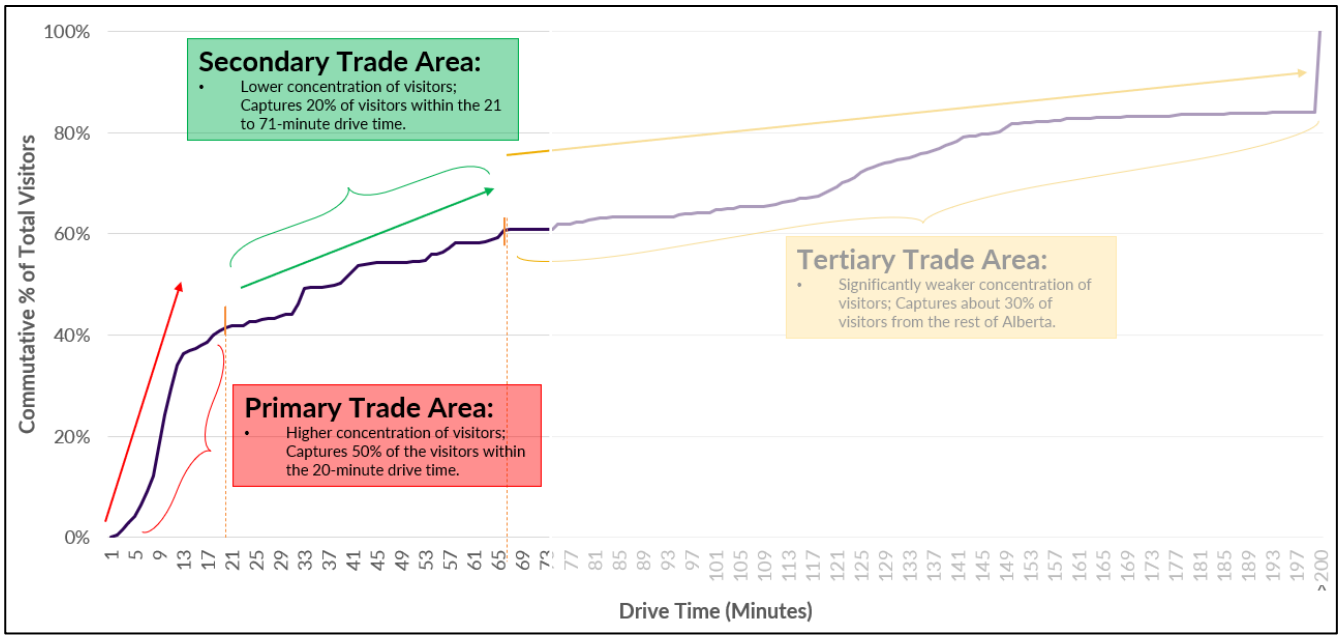
[1] MobileScapes is Canada's most comprehensive and up-to-date mobile movement database that successfully combines high-precision consent-based mobile app location data with geo-location data from phones on the cellular network, which is also consent-based.

[2] The polygon that comprised the South Mayor Magrath Corridor exceeded the MobileScapes area criteria, and their records did not impact the Trade Area creation. Environics Analytics analyzed the components of this area and found no material difference from the boundaries established using the other retail corridors.

2. EA then used the visitor records to identify updated geographic boundaries (the term ***"Trade Area"*** for these geographical boundaries is used in the rest of the report).

3. Based on the concentration of visitors by drive-time minutes, EA selected the following Trade Areas of interest for the *Economic Development Lethbridge*.

Image 2. Distance Decay Used to Determine Lethbridge Trade Areas



a. The City of Lethbridge

b. Primary Trade Area

c. Secondary Trade Area

d. Tertiary Trade Area (Not part of the analysis)[3]

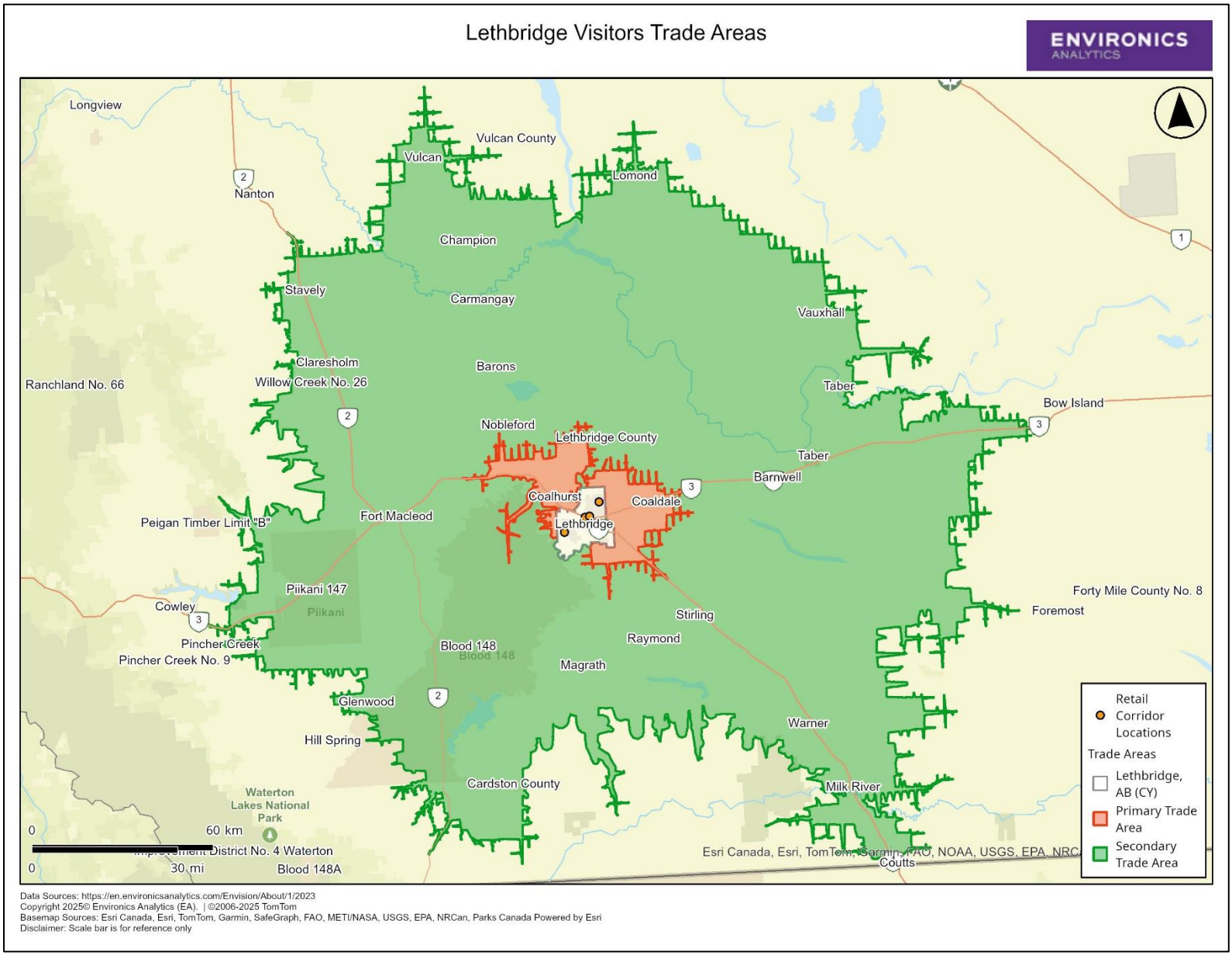
[3] Different to the 2016 Trade Area Analysis, this report does not include a Tertiary Trade Area. The reason behind this discrepancy is related to the scattered geographical distribution of visitor records beyond the Secondary Trade Area boundary that from a spatial analysis perspective did not allow to define a precise boundary.

B. Lethbridge Trade Areas Map

The map includes:

1. *The City of Lethbridge (White)*
2. *The Primary Trade Area (White and Red)*
3. *The Secondary Trade Area (Green)*

Image 3. Map of Lethbridge Trade Areas



III. Lethbridge Trade Areas Demographics and Visitor Overview

A. Lethbridge Trade Area Household Population[4]

The total household population of the Trade Areas consists of 183,736 people, which includes:

- *102,267 individuals from the City of Lethbridge*
- *19,826 individuals from the Primary Trade Area (excluding the City of Lethbridge)*
- *61,643 individuals from the Secondary Trade area (excluding the City of Lethbridge and the Primary Trade Area)*

The combined non-Lethbridge trade area household population is recorded at 81,469.

B. Lethbridge Daytime Population[5]

Lethbridge's daytime population is estimated at 105,538, which is 20,718 more than its total household population of 15+ (eligible working population) of 84,820. This increase is due to commuters coming into the city for work.

[4] The household population represents the residential population, which is slightly less than the total population (or Census population) because the latter includes both households and institutional residents. This report uses the household population as it aligns with the household spending data discussed in Part IV.

[5] The daytime population includes employed individuals (including employed residents in the area) and excludes students, shoppers, and other daytime visitors.

C. *Lethbridge Retail Corridors Visitors*

1. *Visitation Overview:*

The Lethbridge retail corridors accommodated **14.9 M total visits** from **157.8 K total visitors** over 54 weeks (September 1st, 2023, to September 15th, 2024), which includes:

1. ***96.6 K visitors*** *from the City of Lethbridge who visited* ***11.7 M times.***
2. ***14.5 K visitors*** *from the Primary Trade Area who visited* ***1.2 M times****.*
3. ***46.7 K visitors*** *from the Secondary Trade Area who visited* ***2.0 M times****.*

Visitors to the Lethbridge retail corridors predominantly preferred visiting during **midday (12 PM – 3 PM),** accounting for 26% of their total visits. Additionally, 22% of total visits to retail locations originated from outside the City of Lethbridge.

The distance decay analysis confirmed that most visitors to retail corridors are City of Lethbridge residents, with individuals from the rest of the Primary Trade Area following closely behind. Additionally, the analysis indicated that Lethbridge residents are more likely to frequent the retail corridors than those from outside the city.

2. *Demographic Overview*[6]*:*

- Visitors from the City of Lethbridge Trade Area tend to live in households maintained by younger people ***(under 35).***
- These visitors often share a similar cultural heritage. Visitors from the Secondary Trade Area tend to have lower household incomes ***($100K)*** compared to those from the Primary Trade Area ***($112K)*** and the City of Lethbridge ***($117K).***
- Additionally, visitors from outside the City of Lethbridge ***(48 out of 100 households)*** are more likely to have children than visitors from within city ***(40 out of 100 households).***

[6] Demographics were determined from a customer-weighted summary of unique visitors. Displayed metrics based on the highest index and represent the highest likelihood of being held among visitors compared to the Canadian population.

IV. $ Spending Overview of the Lethbridge Trade Areas

Non-Lethbridge residents spend $1.5 billion annually on selected categories[7]; food; tobacco, alcohol, casinos, bingo, lottery; automobiles; clothing, footwear, jewelry; health care and fuel are the largest spending categories.

Total $ amount spent annually by the households within the Trade Areas on selected categories is approximately $3.8 billion, which includes:

- $2.3 billion (60.4%*) from the City of the Lethbridge.
- $389 million (10.2%*) from the Primary Trade Area.
- $1.2 billion (29.4%*) from the Secondary Trade Area.

Leading expenditure categories include:

- Food from stores ($618.1m) and restaurants ($308.7m): $926.9 M
- Tobacco, alcohol and casino, bingo, or lottery: $410.7 M
- Automobiles, Vans and Trucks Purchases: $309.1 M
- Health care goods, products and services: $296.1 M
- Gasoline and other fuels: $251.1 M
- Clothing, footwear and jewelry: $213.0 M
- Entertainment (Movie Theater, Event/Concert), Rec. facilities, Package Trips: $201.2 M

Details by categories and Trade Areas are presented on the following page (Table 1). The table data indicates that Lethbridge residents have the highest proportion of annual spending across all categories, followed by residents in the Secondary and Primary Trade Areas.

[7] Selected categories include Food, Household Operation, Health Care, Household Furnishings & Equipment, Transportation, Recreation, Personal Care, Clothing, Education, Reading Materials & Other Printed Matter, Tobacco Products and Alcoholic Beverages, and Games of Chance.

Table 1. Total $ Spending Across Household Expenditure Categories by Lethbridge Trade Areas Household Population

	Lethbridge	Primary	Secondary	Total
Food purchased from stores	$362,353,663	$65,944,209	$189,840,704	$618,138,576
Food purchased from restaurants	$192,835,482	$30,609,325	$85,275,875	$308,720,682
Household Goods: Cleaning Supplies, Foil, Paper, Garden Supplies, Pet Supplies, and Other Household Supplies	$102,294, 340	$19,281,761	$55,007,148	$176,583,249
Health Care: Medicines and Pharmaceutical Products, Eye-Care, Dental Services, Orthodontic and Periodontal Procedures	$173,111,325	$30,224,481	$92,740,465	$209,708,888
Household Furnishings & Appliances	$107,221,208	$18,831,151	$51,718,515	$296,076,271
Clothing, Footwear, Jewelry	$129,537,809	$21,989,061	$61,468,765	$212,995,635
Tools and Equipment: Home, Workshop, Lawn, Garden, Snow-removal, Kitchen and other Tools, Parts & Accessories	$24,023,581	$4,880,778	$14,242,262	$177,770,874
Purchase of Automobile, Trucks or Vans	$184,362,454	$31,629,844	$93,152,757	$43,146,621
Renting of Automobile, Trucks or Vans	$3,024,424	$427,623	$1,107,063	$309,145,055
Accessories for Automobile, Trucks or Vans	$712,499	$182,868	$417,498	$1,312,865
Automobile Maintenance: Tires, Batteries, Other Parts and Supplies, Maintenance and Repairs for Vehicles	$58,459,761	$9,403,041	$29,386,745	$4,559,110
Gas and Other Fuels: All Vehicles and Tools	$140,184,508	$27,670,643	$83,269,795	$97,249,547
Commute Modes: Bus, subway, streetcar, train, taxi, airplane	$32,247,687	$4,335,579	$11,619,068	$251,124,946
Recreation Equipment: Sports & Athletic Equipment, Outdoor Play Equipment & Children's Toys, Arts & Craft Materials, Video Game Systems and Accessories, Home entertainment equipment: Audio, Video, Home Theater	$34,753,306	$6,026,327	$17,019,226	$48,202,334
Recreation Services: Movie Theatres, Events, Concert, Membership, Admission Fees, Cable Vision and Satellite Services, Recreation Facilities, Package Trips, Other Recreation Activities and Services	$132,640,454	$18,210,643	$50,383,680	$57,798,859
Recreation Vehicles & Associated Services: Travel Trailers, Motorcycles, Snowmobiles, ATVs, Watercrafts, Bicycles Parts and Accessories	$15,045,394	$3,173,194	$9,324,431	$40,358,813
Computer Equipment and Supplies, Photographic Goods and Services	$24,956,379	$4,231,924	$11,170,510	$201,234,777
Communication: Landline & Cell Phone Equipment & Services, Internet Services, online services (e.g. subscriptions to stock trading, genealogy databases), Postal, Courier & other services	$127,881,665	$20,196,059	$61,631,164	$27,543,019
Personal Care Products: Hair Care Products, Makeup, Skin Care And Manicure & Fragrance Products, Persona Deodorants, Body Soaps, Oral Hygiene, Disposable Diapers and Other	$53,130,472	$8,019,556	$23,217,047	$84,367,075
Personal Care Services: Hair Grooming, Other Personal Services	$27,184,082	$4,270,866	$11,448,943	$42,903,891
Education: Tuition Fees,. Textbook and School Supplies	$61,608,286	$9,492,112	$26,211,880	$97,312,278
Tobacco, Alcoholic Beverages, Games of Chance Such as Casino, Bingo, or Lottery	$259,910,751	$40,570,517	$110,273,164	$410,754,432
Professional Services: Financial Services, Legal Services	$53,006,981	$9,189,696	$26,787,158	$88,983,835

V. Lethbridge Trade Area Population Demographics & Shopping Trends[8]

A. *Demographics*

- Excluding residents of Lethbridge Census Subdivision, the population of the Trade Area has a unique age mix. Households in these areas have a mix of younger (below 20) and older (above 69) singles and couples.
- These residents characterize for residing in older, owned houses and earn below-average incomes compared to the average Albertan.
- Approximately 13% of households have Indigenous heritage, representing a significant presence compared to Alberta.

B. *Key Shopping Characteristics*

- Residents coming from outside of the city primarily prefer big-box stores for their shopping needs. They like to shop in person at well-known brands such as Canadian Tire, Real Canadian Superstore, and Walmart.
- The preference of residents living outside Lethbridge for large department stores correlates with the longer distances they travel for shopping compared to those living within the city. They may be looking to optimize their trip by not visiting specialized stores and instead going to stores that offer multiple products and services. This behaviour indicates that this population might be receptive to the idea of shopping at commercial plazas or areas with specialized stores for various products and services.
- ~40% of all these residents prefer dining at formal dine-in restaurants, casual/family dining restaurants and/or food courts, opting for a variety of food types such as pizza, Asian, steak, chicken, or sandwich restaurants.
- Boston Pizza and The Keg are the most popular casual dining restaurants for these residents. Additionally, most of them choose McDonald's, A&W, and Subway for fast food. However, there is growing interest in choosing Burger King and KFC as their go-to food options, with visits at above-average rates compared to other Albertans. Tim Hortons remains their go-to place for coffee and gatherings.
- These residents tend to shop in person more frequently than the average Albertan.
- They visit e-commerce websites to check promotions and features before purchasing.

[8] This section of the analysis focuses on residents living outside of the City of Lethbridge.

VI. Population by Geographic Areas (Census Subdivisions) for the Lethbridge Trade Areas

Table 2. The City of Lethbridge

Census Subdivision	Total Household Population
Lethbridge	*102,267*

Table 3. Primary Trade Area

Census Subdivision	Total Household Population	Total Household Population within Trade Area
*Lethbridge County, AB (MD)**	*10,543*	***6,774***
Coaldale, AB (T)	*9,411*	*9,411*
*Blood 148, AB (IRI)**	*4,983*	***409***
*Willow Creek No. 26, AB (MD)**	*4,398*	***227***
Coalhurst, AB (T)	*3,005*	*3,005*
Cardston County, AB (MD)	*2,936*	-
Warner County No. 5, AB (MD)	*2,269*	-

Table 4. Secondary Trade Area

Census Subdivision	Total Household Population	Total Household Population within Trade Area
*Lethbridge County, AB (MD)**	*10,543*	***3,769***
Taber, AB (T)	*8,590*	*8,590*
*Taber, AB (MD)**	*6,370*	***6,027***
*Blood 148, AB (IRI)**	*4,983*	***4,407***
*Willow Creek No. 26, AB (MD)**	*4,398*	***3,113***
Raymond, AB (T)	*3,609*	*3,609*
Claresholm, AB (T)	*3,439*	*3,439*
*Pincher Creek, AB (T)**	*3,409*	***211***
Cardston, AB (T)	*3,319*	*3,319*
*Cardston County, AB (MD)**	*2,936*	***2,068***
Fort Macleod, AB (T)	*2,717*	*2,717*
*Pincher Creek No. 9, AB (MD)**	*2,697*	***541***
*Vulcan County, AB (MD)**	*2,635*	***1,365***
Forty Mile County No. 8, AB (MD)	*2,627*	***363***

Magrath, AB (T)	*2,420*	*2,420*
Warner County No. 5, AB (MD)	*2,269**	***2,229***
Picture Butte, AB (T)	*1,873*	*1,873*
Vulcan, AB (T)	*1,814*	*1,814*
Piikani 147, AB (IRI)	*1,691*	*1,691*
Nobleford, AB (T)	*1,622*	*1,622*
Vauxhall, AB (T)	*1,180*	*1,180*
Barnwell, AB (VL)	*1,080*	*1,080*
Stirling, AB (VL)	*883*	*883*
Milk River, AB (T)	*730*	*730*
Stavely, AB (T)	*597*	*597*
Warner, AB (VL)	*400*	*400*
Barons, AB (VL)	*364*	*364*
Glenwood, AB (VL)	*362*	*362*
Champion, AB (VL)	*277*	*277*
Coutts, AB (VL)	*220*	*220*

Carmangay, AB (VL)	*188*	*188*
Lomond, AB (VL)	*174*	*174*

* Total Household Population within the Trade Area, highlighted in black, for the census division that partially falls within the Lethbridge Trade Area.

VII. Appendix

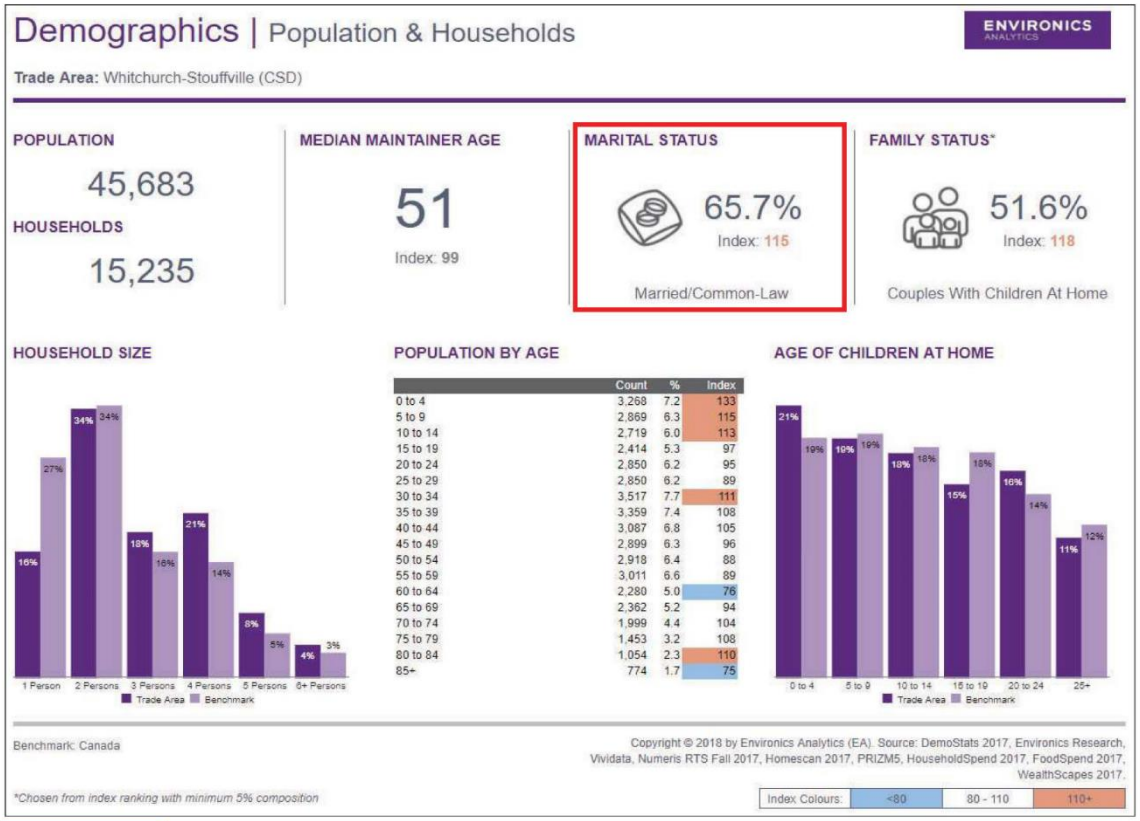
A. How to Read Executive Dashboards:

HOW TO READ

ENVISION

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.



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.

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?

Profile - Trade Area

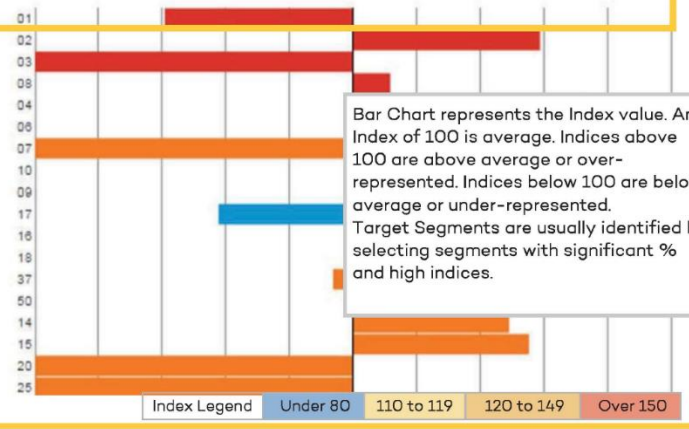
ENVIRONICS ANALYTICS

Profile - Trade Area

Hamilton (ON) vs Canada | Total Households

Close

SG	SESI	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.

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)		Canada (households or population)		
Count: 635 *Households in the Hamilton Trade Area classified as Segment 1 Cosmopolitan Elite*	÷	**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

Trade Areas Analysis Report

for

Outside Population

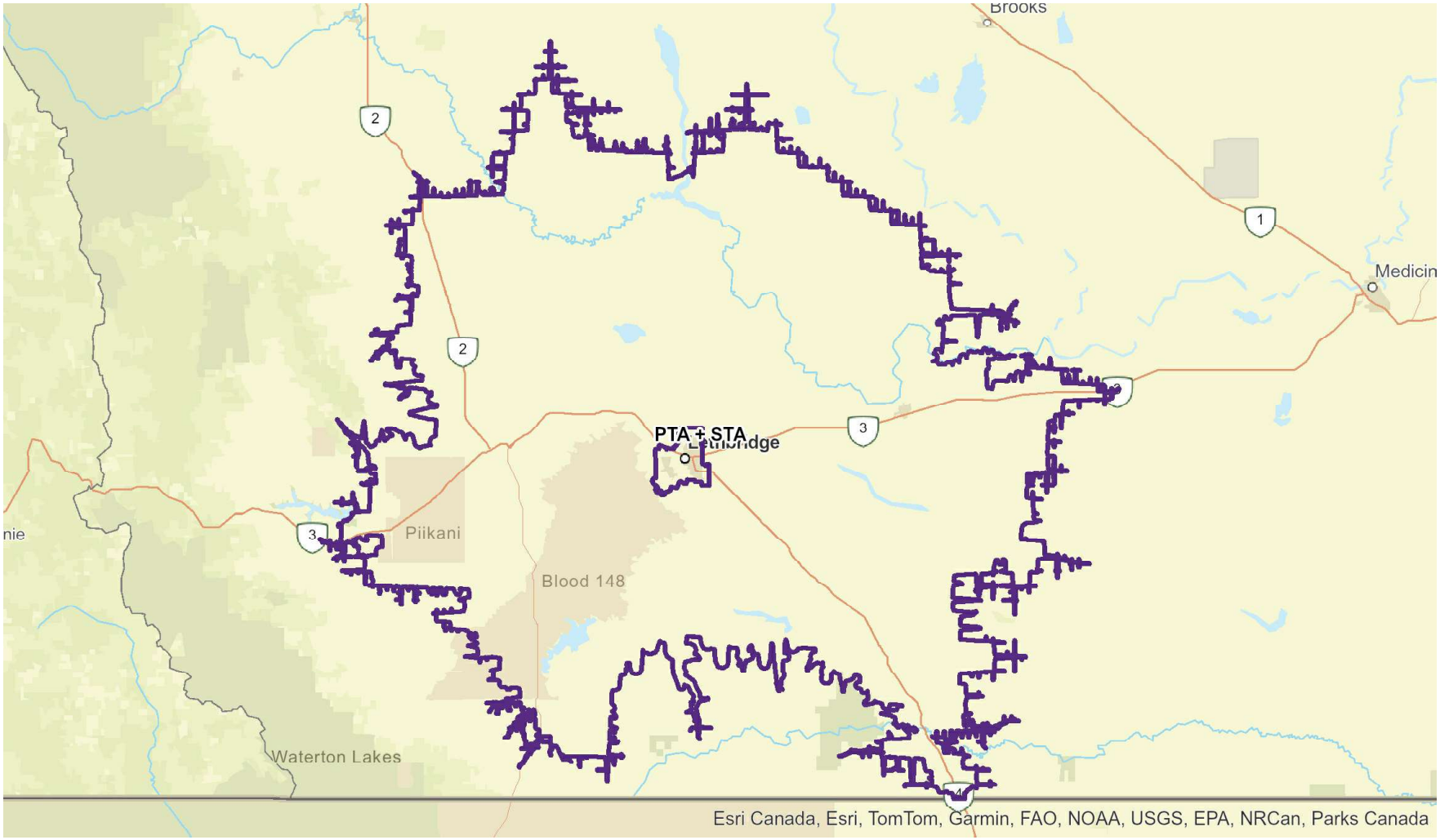
"Population Insights from Primary and Secondary Lethbridge Trade Areas

Excluding Lethbridge CSD"

Demographics | Trade Area Map

Trade Area: PTA + STA

Population: 88,680 | **Households:** 27,455



©2006-2025 TomTom

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

Demographics | Population & Households

Trade Area: PTA + STA

POPULATION

88,680

HOUSEHOLDS

27,455

MEDIAN MAINTAINER AGE

55

Index: 110

MARITAL STATUS

63.2%

Index: 105

Married/Common-Law

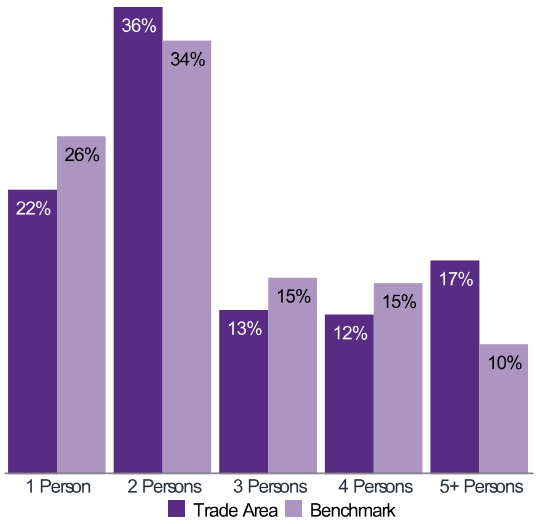
FAMILY STATUS*

41.9%

Index: 104

Couples Without Children At Home

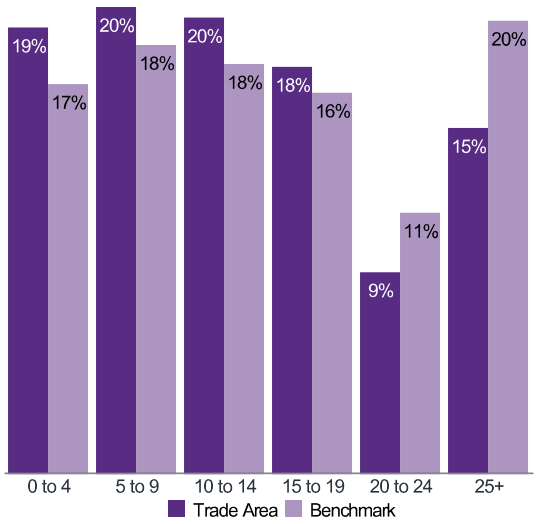
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	6,714	7.6	141
5 to 9	6,972	7.9	127
10 to 14	7,115	8.0	128
15 to 19	6,756	7.6	126
20 to 24	5,268	5.9	98
25 to 29	5,250	5.9	88
30 to 34	5,201	5.9	76
35 to 39	5,220	5.9	73
40 to 44	5,128	5.8	75
45 to 49	4,649	5.2	79
50 to 54	4,533	5.1	84
55 to 59	4,701	5.3	91
60 to 64	5,317	6.0	99
65 to 69	4,815	5.4	103
70 to 74	4,079	4.6	119
75 to 79	3,104	3.5	127
80 to 84	2,047	2.3	136
85+	1,812	2.0	126

AGE OF CHILDREN AT HOME



Benchmark: Alberta

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

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

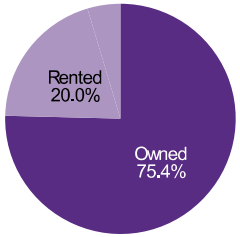
Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: PTA + STA

Population: 88,680 | **Households:** 27,455

TENURE



STRUCTURE TYPE

Houses

89.8%

Index: 120

Apartments

5.0%

Index: 22

AGE OF HOUSING*

63+ Years Old

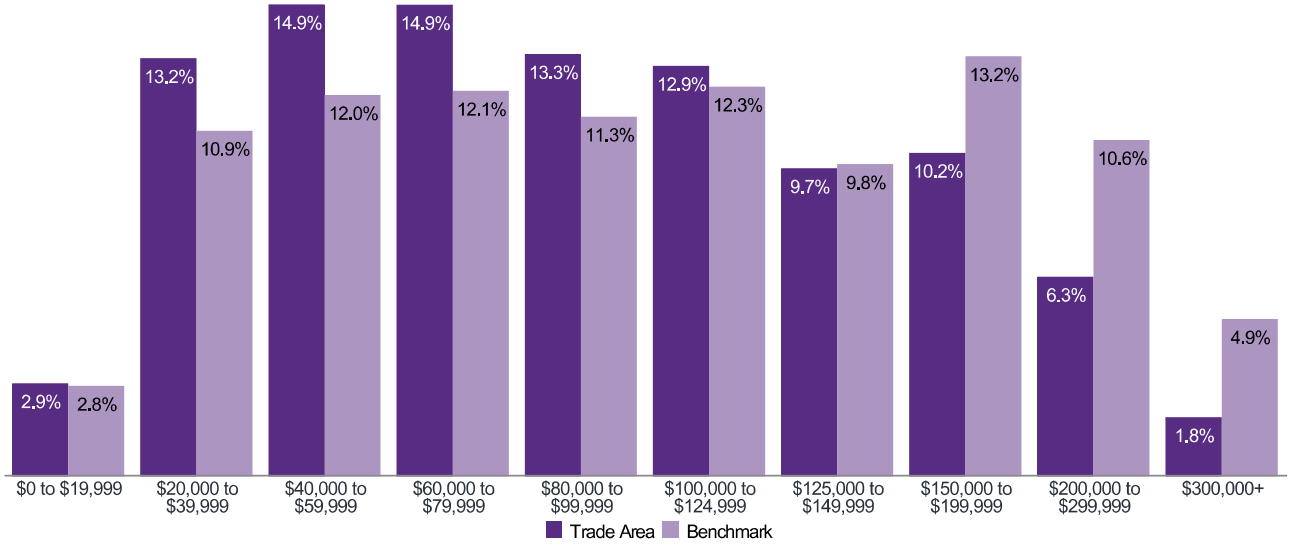
% Comp: 21.3 Index: 214

AVERAGE HOUSEHOLD INCOME

$101,911

Index: 80

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Alberta

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

Chosen from index ranking with minimum 5% composition.

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: PTA + STA

Population: 88,680 | **Households:** 27,455

EDUCATION

13.4%

Index: 49

University Degree

LABOUR FORCE PARTICIPATION

57.4%

Index: 83

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

42.7%

Index: 93

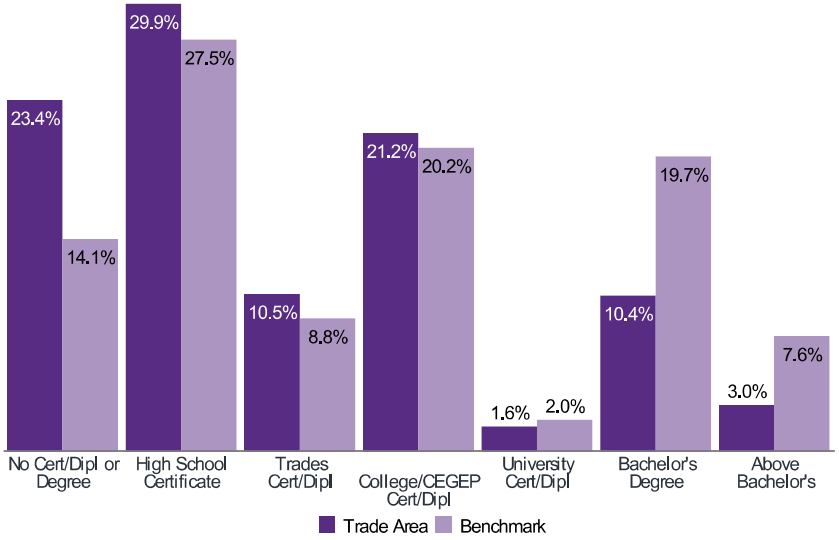
Travel to work by **Car (as Driver)**

3.0%

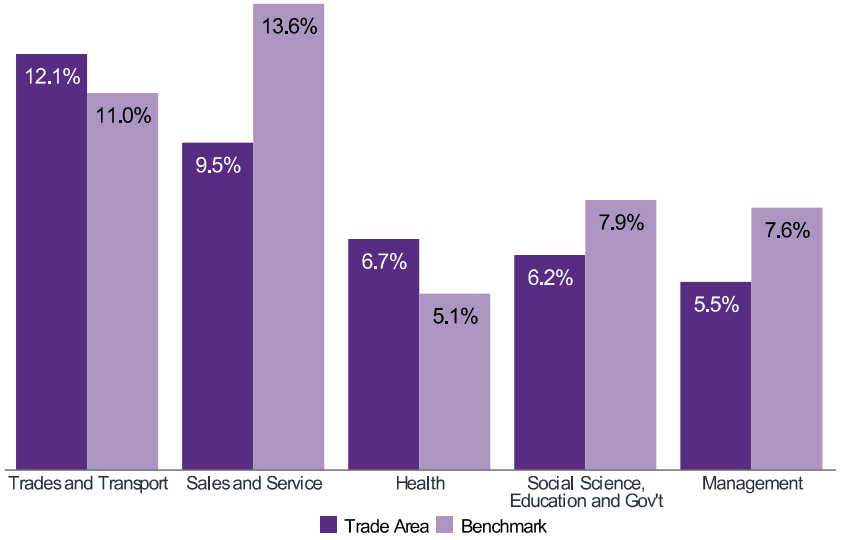
Index: 99

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

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Alberta

**Ranked by percent composition.*

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: PTA + STA

Population: 88,680 | **Households:** 27,455

INDIGENOUS IDENTITY

12.7%

Index: 195

VISIBLE MINORITY PRESENCE

3.8%

Index: 13

Belong to a visible minority group

NON-OFFICIAL LANGUAGE

1.2%

Index: 75

No knowledge of English or French

IMMIGRATION

13.4%

Index: 56

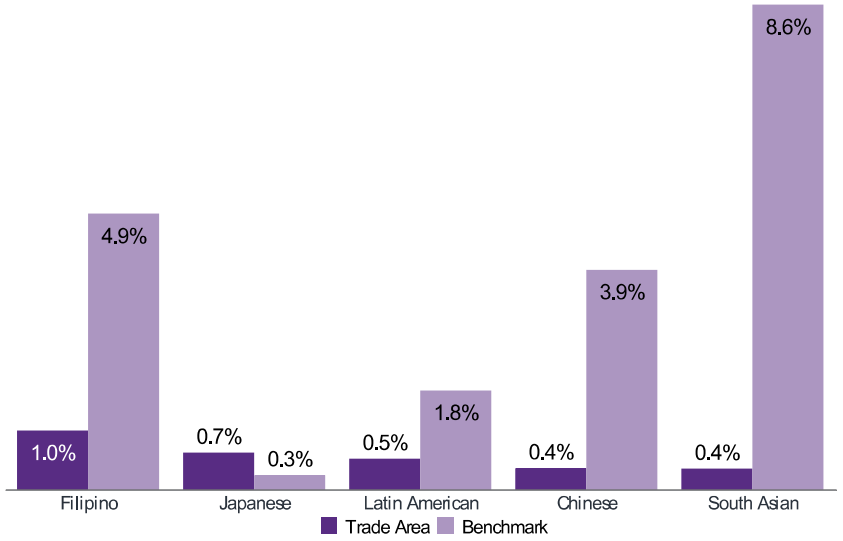
Born outside Canada

PERIOD OF IMMIGRATION*

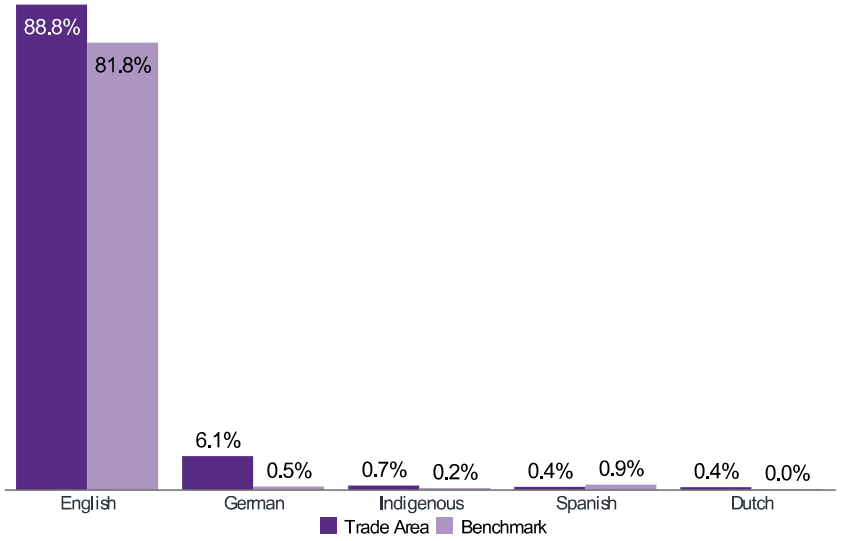
Before 2001

6.3% Index: 85

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Alberta

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

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

***Ranked by percent composition.*

Demographics | DemoStats Highlights

ENVIRONICS ANALYTICS

Trade Area: PTA + STA

HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Basics						
Total Population	88,680	100.00	4,574,419	100.00	1.94	100
Total Households	27,455	100.00	1,739,105	100.00	1.58	100
Age of Household Maintainer						
15 to 24	1,010	3.68	55,734	3.21	1.81	115
25 to 34	3,909	14.24	282,791	16.26	1.38	88
35 to 44	4,641	16.90	374,263	21.52	1.24	79
45 to 54	4,324	15.75	322,281	18.53	1.34	85
55 to 64	5,160	18.79	307,141	17.66	1.68	106
65 to 74	4,707	17.14	239,774	13.79	1.96	124
75 or Older	3,705	13.49	157,121	9.04	2.36	149
Size of Household						
1 Person	6,059	22.07	456,702	26.26	1.33	84
2 Persons	9,977	36.34	586,280	33.71	1.70	108
3 Persons	3,486	12.70	264,580	15.21	1.32	83
4 Persons	3,387	12.34	257,292	14.79	1.32	83
5 or More Persons	4,545	16.55	174,251	10.02	2.61	165
Household Type						
Total Family Households	20,894	76.10	1,218,708	70.08	1.71	109
One-Family Households	20,270	73.83	1,183,282	68.04	1.71	109
Multiple-Family Households	624	2.27	35,426	2.04	1.76	112
Non-Family Households	6,561	23.90	520,397	29.92	1.26	80
One-Person Households	5,787	21.08	426,912	24.55	1.36	86
Two-Or-More-Person Households	774	2.82	93,485	5.38	0.83	52
Marital Status						
Married Or Living With A Common-Law Partner	39,721	63.20	2,210,486	60.06	1.80	105
Single (Never Legally Married)	15,463	24.61	993,452	26.99	1.56	91
Separated	1,298	2.06	94,058	2.56	1.38	81
Divorced	3,049	4.85	221,915	6.03	1.37	80
Widowed	3,315	5.28	160,318	4.36	2.07	121
Children at Home						
Households with Children at Home	–	44.61	–	42.19	–	106
Age of Children at Home						
Total Number Of Children At Home	28,173	100.00	1,395,033	100.00	2.02	100
0 to 4	5,412	19.21	233,967	16.77	2.31	115
5 to 9	5,663	20.10	257,563	18.46	2.20	109
10 to 14	5,533	19.64	246,047	17.64	2.25	111
15 to 19	4,936	17.52	228,817	16.40	2.16	107
20 to 24	2,438	8.65	156,500	11.22	1.56	77
25 and over	4,190	14.87	272,139	19.51	1.54	76

DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Housing Tenure						
Owned	20,708	75.42	1,218,443	70.06	1.70	108
Rented	5,480	19.96	507,597	29.19	1.08	68
Band Housing	1,266	4.61	13,065	0.75	9.69	614
Housing Type						
Houses	24,652	89.79	1,297,072	74.58	1.90	120
Single-Detached House	23,133	84.26	1,052,399	60.51	2.20	139
Semi-Detached House	854	3.11	107,142	6.16	0.80	50
Row House	665	2.42	137,531	7.91	0.48	31
Apartments	1,385	5.04	394,350	22.68	0.35	22
High-rise (5+ Floors)	16	0.06	81,469	4.68	0.02	1
Low-rise (<5 Floors)	1,035	3.77	266,497	15.32	0.39	25
Detached Duplex	334	1.22	46,384	2.67	0.72	46
Other Dwelling Types	1,417	5.16	47,683	2.74	2.97	188
Housing Period of Construction						
Before 1961	5,835	21.25	172,671	9.93	3.38	214
1961 - 1980	8,114	29.55	442,830	25.46	1.83	116
1981 - 1990	3,263	11.88	195,190	11.22	1.67	106
1991 - 2000	3,312	12.06	235,171	13.52	1.41	89
2001 - 2005	1,357	4.94	156,442	9.00	0.87	55
2006 - 2010	2,196	8.00	170,896	9.83	1.28	81
2011 - 2015	1,732	6.31	166,256	9.56	1.04	66
2016 - 2021	1,499	5.46	144,467	8.31	1.04	66
After 2021	146	0.53	55,182	3.17	0.26	17

INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
Household Income						
Average Household Income	–	101,910.94	–	128,009.85	–	80
Education						
No Certificate, Diploma Or Degree	14,731	23.44	520,327	14.14	2.83	166
High School Certificate Or Equivalent	18,781	29.88	1,011,217	27.48	1.86	109
Apprenticeship Or Trades Cert/Dipl	6,572	10.46	324,571	8.82	2.02	119
College/CEGEP/Non-Uni Cert/Dipl	13,348	21.24	744,933	20.24	1.79	105
University Cert/Dipl Below Bachelor	1,000	1.59	74,854	2.03	1.34	78
University Degree	8,414	13.39	1,004,327	27.29	0.84	49
Labour Force						
In The Labour Force (15+)	36,082	57.41	2,531,465	68.79	1.43	83
Labour Force by Occupation						
Management	3,436	5.47	280,884	7.63	1.22	72
Business Finance Administration	3,027	4.82	386,478	10.50	0.78	46
Sciences	1,057	1.68	199,665	5.42	0.53	31
Health	4,223	6.72	188,631	5.13	2.24	131
Education, Gov't, Religion, Social	3,927	6.25	289,198	7.86	1.36	80
Art, Culture, Recreation, Sport	753	1.20	50,395	1.37	1.49	88
Sales and Service	5,990	9.53	499,847	13.58	1.20	70
Trades and Transport	7,616	12.12	404,084	10.98	1.88	110
Natural Resources and Agriculture	2,375	3.78	67,625	1.84	3.51	206
Manufacturing and Utilities	2,544	4.05	69,624	1.89	3.65	214
Commuting						
Car (As Driver)	26,848	42.72	1,693,968	46.03	1.58	93
Car (As Passenger)	1,885	3.00	111,164	3.02	1.70	99
Public Transit	806	1.28	213,137	5.79	0.38	22
Walk	1,698	2.70	94,645	2.57	1.79	105
Bicycle	306	0.49	27,566	0.75	1.11	65

IDENTITY, LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	Count	%	Base Count	Base %	% Pen	Index
Indigenous Identity						
Indigenous Identity	10,377	12.74	293,264	6.54	3.54	195
Knowledge of Official Language						
English Only	78,752	96.67	4,118,267	91.77	1.91	105
French Only	52	0.06	4,618	0.10	1.13	62
English And French	1,723	2.12	295,741	6.59	0.58	32
Neither English Nor French	942	1.16	68,963	1.54	1.37	75
Immigration Status						
Non-Immigrant Population	69,624	85.46	3,320,798	74.00	2.10	115
Born In Province of Residence	54,708	67.15	2,217,777	49.42	2.47	136
Born Outside Province of Residence	14,917	18.31	1,103,021	24.58	1.35	74
Immigrant Population	10,881	13.36	1,074,568	23.95	1.01	56
Visible Minority Status						
Total Visible Minorities	3,073	3.77	1,328,769	29.61	0.23	13
Chinese	306	0.38	174,481	3.89	0.18	10
South Asian	298	0.37	385,100	8.58	0.08	4
Black	194	0.24	214,083	4.77	0.09	5
Filipino	850	1.04	218,979	4.88	0.39	21
Latin American	442	0.54	78,679	1.75	0.56	31
Southeast Asian	102	0.13	52,985	1.18	0.19	11
Arab	20	0.03	79,234	1.77	0.03	1
West Asian	11	0.01	33,021	0.74	0.03	2
Korean	81	0.10	27,802	0.62	0.29	16
Japanese	531	0.65	11,310	0.25	4.69	259
Mother Tongue*						
English	66,143	81.19	3,243,687	72.28	2.04	112
French	527	0.65	85,369	1.90	0.62	34
Total Non-Official	13,727	16.85	1,044,342	23.27	1.31	72
German	7,185	8.82	54,841	1.22	13.10	722
Dutch	1,935	2.38	14,180	0.32	13.65	752
Indigenous Languages	1,094	1.34	21,004	0.47	5.21	287
Spanish	709	0.87	67,666	1.51	1.05	58
Tagalog	708	0.87	136,770	3.05	0.52	29
Hungarian	175	0.21	6,415	0.14	2.73	150
Ukrainian	146	0.18	21,545	0.48	0.68	37
Polish	133	0.16	19,056	0.42	0.70	38
Japanese	128	0.16	4,808	0.11	2.66	147
Cantonese	87	0.11	64,553	1.44	0.13	7

Benchmark: Alberta

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

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

PRIZM® Profile | Top Segments

Trade Area: PTA + STA

Households: 27,455

Top 5 segments represent **80.5%** of households in PTA + STA

Rank:	1
Hhlds:	10,761
Hhld %:	39.20
% in Benchmark:	3.52
Index:	1,112

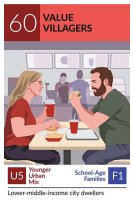
Located in areas close to towns in the western provinces, Country & Western contains a mix of older singles and empty-nesting couples. Nearly a third of maintainers are over 65. Most households live in a single-detached house and a significant portion have an Indigenous identity. With their mixed educations, they earn lower-middle incomes that support active lifestyles. In these rugged communities, residents like to go boating, camping and snowmobiling. With a strong self-reliant streak, they enjoy sewing, crafting and doing home improvement projects. They lead most segments in attending country music concerts and pro hockey games, and doing volunteer work.

Rank:	2
Hhlds:	5,868
Hhld %:	21.37
% in Benchmark:	1.45
Index:	1,471

Scattered across the Prairies and a few farming communities in Ontario and British Columbia, Agri-Biz is one of Canada's most rustic lifestyles. No other segment has a higher proportion of farmers—nearly one-fifth its labour force—and few have more home-based businesses. Nearly 60 percent of maintainers are between 45 and 75, and most adults have high school or trade school educations. Thanks to dual wage-earners among these couples and families, households earn middle incomes and own single-detached houses. As in other rural segments, residents enjoy traditional country pursuits like baking, sewing and crafting, as well as fishing, hunting and boating. They also take pride in their purpose-driven vehicles: RVs, snowmobiles and ATVs. Civic minded, they often volunteer and donate to charities.

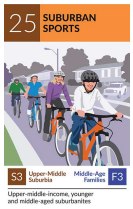
Rank:	3
Hhlds:	3,202
Hhld %:	11.66
% in Benchmark:	4.59
Index:	254

Found mostly in Alberta and Ontario, New Country is one of the wealthiest rural segments, with nearly two-thirds of residents working in well-paying agricultural and blue-collar occupations. Forty percent of the maintainers are between 45 and 64 years old, and nearly 45 percent of households have children, typically of all ages. Most own comfortable, single-family homes, and often fill their driveways with power boats, ATVs and snowmobiles. Their daily routine is not unlike the one their grandparents enjoyed. For leisure, New Country members like to go hunting, fishing and camping, or they'll stay home and do gardening or crafts. Known for their deep roots in the community, three-quarters of residents are third-plus-generation Canadians; fewer than one in ten is foreign-born.



Rank:	4
Hhlds:	1,162
Hhld %:	4.23
% in Benchmark:	2.03
Index:	208

Found typically in older, industrial neighbourhoods of midsize cities, these households consist of a mélange of singles, couples, and lone-parent families, maintainers of almost any age and over a third rooming together in non-family households. They hold a range of educations, with over half earning a high-school diploma or less, and nearly a third finishing trade school or college. Their incomes fall well below the national average, which is reflected in their pre-1960s, single-detached houses. Value Villagers, however, relish in their community's simple pleasures, like enjoying nature at their local or provincial parks and embracing their cultural side by attending community theatres and art galleries. Curling is the favourite pastime of these multigenerational Canadians, and when they're not on the rink, find them in front of the TV enjoying the latest bonspiel.



Rank:	5
Hhlds:	1,100
Hhld %:	4.01
% in Benchmark:	3.84
Index:	104

Widely dispersed across Canada, Suburban Sports is one of the larger segments, a suburban refuge for younger and middle-aged families. Eight in ten households own a home, typically a singled-detached house or a duplex. The households are nearly evenly divided between couples and families, and maintainers range from 35 to 64, and children are of all ages. Most adults have completed high school or college and hold service sector and blue-collar jobs that provide solid, upper-middle-class incomes. No doubt, the presence of children affects the popularity of sports like baseball, basketball and swimming. Additionally, the adults like to bowl, golf and do pilates. Many enjoy watching sports, rooting for their favourite pro hockey, soccer and football teams.

Benchmark: Alberta

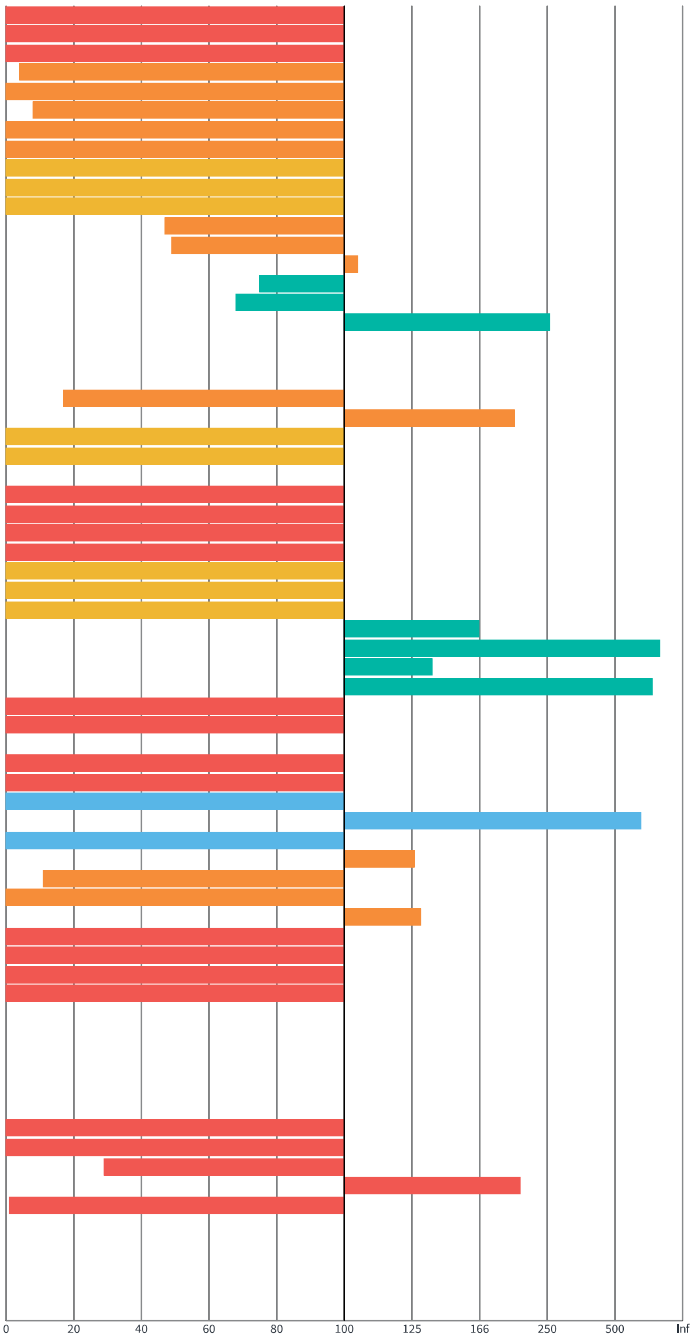
Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

PRIZM® Profile | Trade Area

Trade Area: PTA + STA

Base Variable: Total Households

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
U1	M1	01	The A-List	0	0.00	16,431	0.94	0.00	0
U1	M1	02	Wealthy & Wise	0	0.00	23,584	1.36	0.00	0
U1	F1	06	Downtown Verve	0	0.00	29,192	1.68	0.00	0
S1	F3	04	Turbo Burbs	22	0.08	36,429	2.10	0.06	4
S1	F2	05	First-Class Families	0	0.00	30,212	1.74	0.00	0
S1	M1	09	Boomer Bliss	26	0.10	20,489	1.18	0.13	8
S2	F2	08	Multiculture-ish	0	0.00	42,709	2.46	0.00	0
S2	Y3	11	Modern Suburbia	0	0.00	152,344	8.76	0.00	0
F1	F2	03	Asian Sophisticates	0	0.00	3,937	0.23	0.00	0
F1	M1	07	Mature & Secure	0	0.00	35,549	2.04	0.00	0
F1	F2	18	Multicultural Corners	0	0.00	53,717	3.09	0.00	0
S3	F3	19	Family Mode	478	1.74	63,950	3.68	0.75	47
S3	Y3	24	All-Terrain Families	675	2.46	87,234	5.02	0.77	49
S3	F3	25	Suburban Sports	1,100	4.01	66,855	3.84	1.65	104
R1	F3	14	Kick-Back Country	426	1.55	36,024	2.07	1.18	75
R1	F3	26	Country Traditions	211	0.77	19,539	1.12	1.08	68
R1	F3	33	New Country	3,202	11.66	79,765	4.59	4.01	254
S4	F2	13	Vie de Rêve	0	0.00	0	0.00	–	100
S4	F3	29	C'est Tiguidou	0	0.00	0	0.00	–	100
S4	F3	34	Familles Typiques	0	0.00	0	0.00	–	100
S5	F3	38	Stressed in Suburbia	112	0.41	40,697	2.34	0.28	17
S5	F3	43	Happy Medium	258	0.94	8,119	0.47	3.18	201
F2	F2	10	Asian Achievement	0	0.00	1,085	0.06	0.00	0
F2	Y2	20	New Asian Heights	0	0.00	3,264	0.19	0.00	0
F2	F3	27	Diversité Nouvelle	0	0.00	0	0.00	–	100
U2	M1	16	Savvy Seniors	0	0.00	50,656	2.91	0.00	0
U2	M1	23	Mid-City Mellow	0	0.00	68,760	3.95	0.00	0
U2	F3	36	Middle-Class Mosaic	0	0.00	83,416	4.80	0.00	0
U2	M2	51	On Their Own Again	0	0.00	12,548	0.72	0.00	0
F3	F2	30	South Asian Society	0	0.00	2,179	0.13	0.00	0
F3	F3	31	Metro Melting Pot	0	0.00	1,185	0.07	0.00	0
F3	F1	32	Diverse & Determined	1	0.00	66,085	3.80	0.00	0
R2	M1	41	Down to Earth	997	3.63	38,007	2.19	2.62	166
R2	F3	48	Agri-Biz	5,868	21.37	25,271	1.45	23.22	1,471
R2	M2	49	Backcountry Boomers	142	0.52	6,687	0.39	2.13	135
R2	M2	50	Country & Western	10,761	39.20	61,291	3.52	17.56	1,112
U3	Y1	12	Eat, Play, Love	0	0.00	21,673	1.25	0.00	0
U3	Y2	22	Indieville	0	0.00	26,802	1.54	0.00	0
U3	Y1	40	Les Énerjeunes	0	0.00	0	0.00	–	100
U3	Y1	47	Social Networkers	0	0.00	23,695	1.36	0.00	0
U3	F1	55	Enclaves Multiethniques	0	0.00	317	0.02	0.00	0
T1	F1	37	Keep on Trucking	0	0.00	2,399	0.14	0.00	0
T1	M1	58	Old Town Roads	1,016	3.70	7,949	0.46	12.78	810
T1	F2	66	Indigenous Families	0	0.00	15,703	0.90	0.00	0
S6	M2	21	Scenic Retirement	223	0.81	11,181	0.64	1.99	126
S6	M1	45	Slow-Lane Suburbs	35	0.13	19,334	1.11	0.18	11
S6	M2	53	Silver Flats	0	0.00	3,736	0.21	0.00	0
S6	M2	62	Suburban Recliners	537	1.96	26,272	1.51	2.04	129
U4	F2	15	South Asian Enterprise	0	0.00	29,773	1.71	0.00	0
U4	F3	17	Asian Avenues	0	0.00	194	0.01	0.00	0
U4	F3	61	Came From Away	0	0.00	5,342	0.31	0.00	0
U4	F3	64	Midtown Movers	0	0.00	56,496	3.25	0.00	0
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	0	0.00	0	0.00	–	100
R3	M1	46	Patrimoine Rustique	0	0.00	0	0.00	–	100
R3	F3	54	Vie au Village	0	0.00	0	0.00	–	100
R3	M1	63	Amants de la Nature	0	0.00	0	0.00	–	100
U5	Y1	28	Latte Life	0	0.00	19,496	1.12	0.00	0
U5	Y2	52	Friends & Roomies	0	0.00	87,733	5.04	0.00	0
U5	Y2	57	Juggling Acts	197	0.72	43,721	2.51	0.45	29
U5	F1	60	Value Villagers	1,162	4.23	35,375	2.03	3.28	208
U5	Y2	67	Just Getting By	6	0.02	34,704	2.00	0.02	1
U6	F1	39	Évolution Urbaine	0	0.00	0	0.00	–	100
U6	M2	44	Un Grand Cru	0	0.00	0	0.00	–	100
U6	Y2	56	Jeunes Biculturels	0	0.00	0	0.00	–	100
U6	M2	65	Âgés & Traditionnels	0	0.00	0	0.00	–	100
			Total	**27,455**	**100.00**	**1,739,105**	**100.00**	**1.58**	**100**



Benchmark: Alberta

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

Behavioural - Numeris | In-Store Apparel & Jewellery Retailers

Trade Area: PTA + STA

Household Population 12+: 66,797

TOP CLOTHING STORES

Shopped, Past year

Ranked by Volume			Ranked by Index		
Marks Work Wearhouse	28.1%	Index: 92	Reitmans	13.7%	Index: 156
Winners	27.3%	Index: 91	Moores	3.5%	Index: 143
Old Navy	19.3%	Index: 101	Harry Rosen (!)	1.3%	Index: 121

TOP FOOTWEAR STORES

Shopped, Past year

Ranked by Volume			Ranked by Index		
Sports stores	18.5%	Index: 92	Call It Spring/Boutique Spring	3.6%	Index:116
Department stores	14.1%	Index: 100	SoftMoc	8.0%	Index:110
The Shoe Company	10.3%	Index: 82	Little Burgundy (!)	1.3%	Index:100

TOP SPORTING GOOD/ATHLETIC STORES

Shopped, Past year

Ranked by Volume			Ranked by Index		
Sport Chek	32.9%	Index: 98	Golf Town	7.1%	Index: 145
Big box/warehouse stores	14.1%	Index: 103	Other	12.0%	Index: 128
Other	12.0%	Index: 128	Atmosphere	9.0%	Index: 112

TOP JEWELLERY STORES

Shopped, Past year

Ranked by Volume			Ranked by Index		
Big box/warehouse stores	6.6%	Index: 147	Big box/warehouse stores	6.6%	Index: 147
Department stores	5.8%	Index: 145	Department stores	5.8%	Index: 145
Peoples	2.4%	Index: 67	Peoples	2.4%	Index: 67

Benchmark: Alberta

(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | Online Apparel & Jewellery Retailers

Trade Area: PTA + STA

Household Population 12+: 66,797

TOP CLOTHING STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Department stores	6.2% Index: 198	Department stores	6.2% Index: 198
Other	6.0% Index: 101	Penningtons	3.0% Index: 171
Children's clothing stores	5.6% Index: 112	Specialty apparel - Lingerie	2.5% Index: 145

TOP FOOTWEAR STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Sports stores	3.3% Index: 85	Department stores	3.1% Index: 150
Department stores	3.1% Index: 150	Sports stores	3.3% Index: 85
SoftMoc	0.6% Index: 31	SoftMoc	0.6% Index: 31

TOP SPORTING GOOD/ATHLETIC STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Sport Chek	7.8% Index: 87	Department stores (!)	1.3% Index: 256
Lululemon Athletica	5.0% Index: 136	Golf Town (!)	2.3% Index: 214
MEC	2.4% Index: 83	Big box/warehouse stores	2.2% Index: 175

Benchmark: Alberta

(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | In-Store Department, Grocery, Conv. & Drug Retailers

Trade Area: PTA + STA

Household Population 12+: 66,797

TOP DEPARTMENT STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Canadian Tire	72.2% Index: 118	Giant Tiger	12.5% Index: 120
Walmart/Walmart Supercentres	70.4% Index: 114	Canadian Tire	72.2% Index: 118
Costco	53.6% Index: 101	Walmart/Walmart Supercentres	70.4% Index: 114

TOP GROCERY STORES

Shopped, Past month

Ranked by Volume		Ranked by Index	
Walmart/Walmart Supercentres	47.1% Index: 102	IGA/Foodland	15.5% Index: 254
Drug stores	46.8% Index: 110	Fine food stores/butcher shops	9.8% Index: 139
Co-op	41.7% Index: 115	Co-op	41.7% Index: 115

TOP CONVENIENCE STORES

Shopped, Past month

Ranked by Volume		Ranked by Index	
Gas station convenience stores	39.0% Index: 121	Gas station convenience stores	39.0% Index: 121
7-Eleven	21.6% Index: 87	Other	7.6% Index: 102
Circle K/Couche-Tard	10.9% Index: 78	7-Eleven	21.6% Index: 87

TOP DRUG STORES

Shopped, Past month

Ranked by Volume		Ranked by Index	
Grocery stores	38.3% Index: 116	Guardian/IDA	7.6% Index: 352
Shoppers Drug Mart/Pharmaprix	38.0% Index: 73	Pharmasave	14.5% Index: 259
Big box/warehouse stores	26.0% Index: 133	Big box/warehouse stores	26.0% Index: 133

Benchmark: Alberta

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | Online Department, Grocery, Conv. & Drug Retailers

Trade Area: PTA + STA

Household Population 12+: 66,797

TOP DEPARTMENT STORES

Shopped, Past Year

Ranked by Volume		Ranked by Index	
Amazon.com/Amazon.ca	63.1% Index: 99	Walmart/Walmart Supercentres	13.9% Index: 137
Walmart/Walmart Supercentres	13.9% Index: 137	Well.ca	2.6% Index: 119
Costco	11.3% Index: 98	Canadian Tire	11.1% Index: 110

TOP GROCERY STORES

Shopped, Past Month

Ranked by Volume		Ranked by Index	
Walmart/Walmart Supercentres	6.8% Index: 94	IGA/Foodland (!)	0.7% Index: 449
Real Canadian/Atlantic Superstore	5.8% Index: 100	Loblaws (!)	1.0% Index: 160
Big box/warehouse stores	3.3% Index: 84	Real Canadian/Atlantic Superstore	5.8% Index: 100

TOP DRUG STORES

Shopped, Past Month

Ranked by Volume		Ranked by Index	
Big box/warehouse stores	3.4% Index: 153	Big box/warehouse stores	3.4% Index: 153
Grocery stores	2.4% Index: 97	Jean Coutu (!)	0.0% Index: 100
Shoppers Drug Mart/Pharmaprix	1.7% Index: 82	Grocery stores	2.4% Index: 97

Benchmark: Alberta

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | In-Store Specialty Retailers

Trade Area: PTA + STA

Household Population 12+: 66,797

TOP PET SUPPLY STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Other	19.5% Index: 174	Other	19.5% Index: 174
PetSmart	19.1% Index: 77	Grocery stores	18.3% Index: 126
Grocery stores	18.3% Index: 126	Big box/warehouse stores	10.4% Index: 121

TOP BOOK STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Chapters/Indigo	29.9% Index: 75	Big box/warehouse stores	26.7% Index: 123
Big box/warehouse stores	26.7% Index: 123	Department/grocery/drug stores	18.4% Index: 98
Department/grocery/drug stores	18.4% Index: 98	Coles	3.5% Index: 92

TOP OFFICE/STATIONARY STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Staples	46.9% Index: 87	Department stores	12.6% Index: 120
Big box/warehouse stores	20.4% Index: 113	Big box/warehouse stores	20.4% Index: 113
Department stores	12.6% Index: 120	Staples	46.9% Index: 87

TOP OPTICAL STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Big box/warehouse stores	9.9% Index: 122	Big box/warehouse stores	9.9% Index: 122
FYidoctors/Visique	4.0% Index: 87	FYidoctors/Visique	4.0% Index: 87
Department stores	2.0% Index: 56	Pearle Vision (!)	1.1% Index: 78

Benchmark: Alberta

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | Online Specialty Retailers

Trade Area: PTA + STA

Household Population 12+: 66,797

TOP PET SUPPLY STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
PetSmart	2.2% Index: 94	Grocery stores (!)	1.0% Index: 132
Grocery stores (!)	1.0% Index: 132	PetSmart	2.2% Index: 94
Pet Valu (!)	0.2% Index: 30	Pet Valu (!)	0.2% Index: 30

TOP BOOK STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Amazon.com/Amazon.ca	47.5% Index: 104	eBook stores (any)	10.1% Index: 114
Chapters/Indigo	15.7% Index: 90	Amazon.com/Amazon.ca	47.5% Index: 104
eBook stores	10.1% Index: 114	Chapters/Indigo	15.7% Index: 90

TOP OFFICE/STATIONARY STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Staples	8.9% Index: 94	Department stores (!)	1.4% Index: 283
Online/Internet office stores	2.6% Index: 118	Online/Internet office stores	2.6% Index: 118
Department stores (!)	1.4% Index: 283	Staples	8.9% Index: 94

Benchmark: Alberta

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | In-Store Household Retailers

Trade Area: PTA + STA

Household Population 12+: 66,797

TOP FURNITURE/APPLIANCE STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Ikea	24.9% Index: 77	The Brick/The Brick Outlet	10.6% Index: 127
Electronics stores	20.2% Index: 102	Electronics stores	20.2% Index: 102
Department stores	11.1% Index: 89	La-Z-Boy Furniture Galleries	2.6% Index: 100

TOP HOME ELECTRONICS STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Best Buy	30.8% Index: 83	Department stores	7.1% Index: 108
Staples	27.3% Index: 79	The Source	9.0% Index: 106
Big box/warehouse stores	15.4% Index: 91	Big box/warehouse stores	15.4% Index: 91

TOP HOME IMPROVEMENT STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Canadian Tire	55.3% Index: 97	Independent hardware stores	7.7% Index: 203
Home Depot	52.4% Index: 95	Home Hardware	28.9% Index: 179
Home Hardware	28.9% Index: 179	Canadian Tire	55.3% Index: 97

TOP TOYS/GAMES/LEARNING STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Toys 'R Us/Babies 'R Us	14.8% Index: 89	Department stores	12.4% Index: 119
EB Games	14.6% Index: 94	EB Games	14.6% Index: 94
Book stores	12.6% Index: 69	Toys 'R Us/Babies 'R Us	14.8% Index: 89

Benchmark: Alberta

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | Online Household Retailers

Trade Area: PTA + STA

Household Population 12+: 66,797

TOP FURNITURE/APPLIANCE STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Wayfair.ca	13.6% Index: 150	The Brick/The Brick Outlet (!)	2.0% Index: 186
Electronics stores	8.2% Index: 111	Wayfair.ca	13.6% Index: 150
Department stores	3.9% Index: 138	Online/Internet mattress stores	3.5% Index: 148

TOP HOME ELECTRONICS STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Apple	10.3% Index: 90	Dell Computer	4.1% Index: 143
Best Buy	10.2% Index: 71	Apple	10.3% Index: 90
Staples	5.5% Index: 79	Staples	5.5% Index: 79

TOP HOME IMPROVEMENT STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Canadian Tire	9.8% Index: 124	Home Hardware	2.0% Index: 156
Wayfair.ca	7.9% Index: 116	Canadian Tire	9.8% Index: 124
Lee Valley Tools	3.7% Index: 113	Wayfair.ca	7.9% Index: 116

TOP TOYS/GAMES/LEARNING STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Book stores	6.0% Index: 115	Big box/warehouse stores	3.5% Index: 359
Big box/warehouse stores	3.5% Index: 359	Department stores	1.1% Index: 135
Department stores	1.1% Index: 135	Book stores	6.0% Index: 115

Benchmark: Alberta

(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | Restaurant Types (A)

Trade Area: PTA + STA

Household Population 12+: 66,797

TOP RESTAURANT FOOD TYPES

Ordered, Past year

Ranked by Volume		Ranked by Index	
Pizza restaurants	56.2% Index: 95	Steakhouse	27.8% Index: 105
Asian restaurants	46.2% Index: 94	Chicken restaurants	37.4% Index: 104
Sub/sandwich restaurants	43.2% Index: 104	Sub/sandwich restaurants	43.2% Index: 104

TOP RESTAURANT SERVICE TYPES

Ordered, Past year

Ranked by Volume		Ranked by Index	
Casual/family dining restaurants	43.4% Index: 91	Other types of restaurants	17.4% Index: 108
Formal dine-in restaurants	38.1% Index: 102	Sports bars	17.4% Index: 106
Food courts	37.6% Index: 90	Formal dine-in restaurants	38.1% Index: 102

TOP FOOD ORDERING METHODS *Ordered, Past year*

Ranked by Volume		Ranked by Index	
Take Out	55.1% Index: 93	Eat In Restaurant	51.4% Index: 110
Drive Through	52.7% Index: 101	Drive Through	52.7% Index: 101
Eat In Restaurant	51.4% Index: 110	Take Out	55.1% Index: 93

Benchmark: Alberta

(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | Restaurant Types (B)

Trade Area: PTA + STA

Household Population 12+: 66,797

TOP RESTAURANTS

Visited/Ordered, Past Year

Ranked by Volume		Ranked by Index	
Boston Pizza	41.1% Index: 108	Kelsey's	1.1% Index: 250
Other casual/family restaurants	33.9% Index: 129	Other casual/family restaurants	33.9% Index: 129
The Keg	19.6% Index: 105	Boston Pizza	41.1% Index: 108

TOP FAST FOOD RESTAURANTS

Visited/Ordered, Past Month

Ranked by Volume		Ranked by Index	
McDonald's	46.2% Index: 89	Burger King	17.6% Index: 145
A&W	36.0% Index: 96	Other fast food restaurants	24.2% Index: 115
Subway	30.6% Index: 103	KFC	17.3% Index: 113

TOP COFFEE/DONUT SHOPS *Visited/Ordered Past Month*

Ranked by Volume		Ranked by Index	
Tim Hortons	61.5% Index: 112	Tea stores	2.0% Index: 172
McCafé/McDonald's	28.4% Index: 96	Tim Hortons	61.5% Index: 112
Starbucks	24.8% Index: 100	Starbucks	24.8% Index: 100

Benchmark: Alberta

(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Online Usage

Trade Area: PTA + STA

Total Household Population 18+: 59,037

TOP ONLINE DAILY USAGE*

75.9%

Index:93

Email

INFORMATION GATHERING*

50.9%

Index:80

Vacation / travel via computer

RETAIL PRODUCT RESEARCHED ONLINE - TOP 2*

46.8%

Index:87

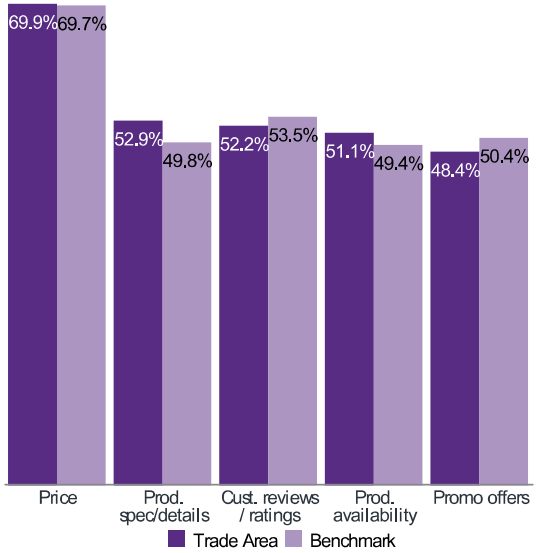
Vacation / travel

37.2%

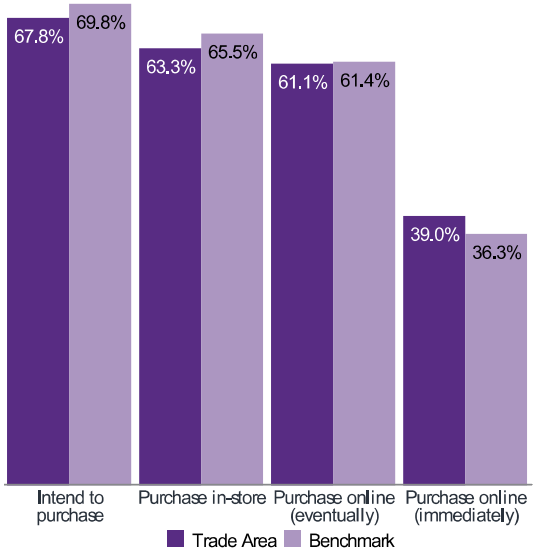
Index:88

Home Electronics & Computers

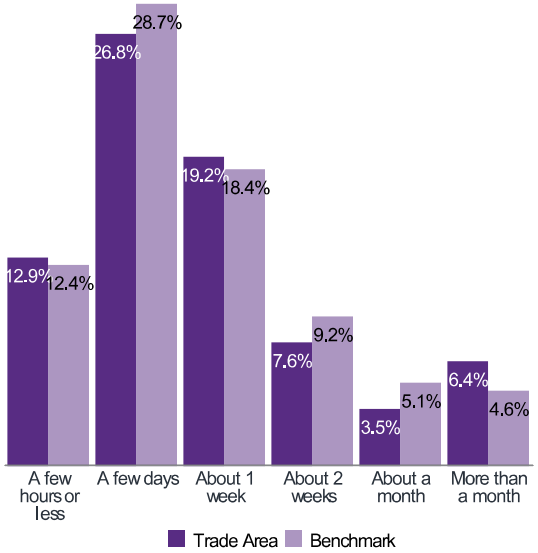
ONLINE SOURCES FOR PRODUCT INFO*



ACTION AFTER ONLINE RESEARCH



TIME BETWEEN RESEARCH & PURCHASE



Benchmark: Alberta

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

**Ranked by percent with minimum 5% composition.*

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

Opticks eShopper | Purchase Preferences

Trade Area: PTA + STA

Total Household Population 18+: 59,037

PURCHASE DECISION FACTORS

88.2%

Index:105

Product quality

ONLINE PURCHASE PREFERENCE

13.0%

Index:82

Vacation / travel via Mobile Phone

CUSTOMER SERVICE ONLINE

24.2%

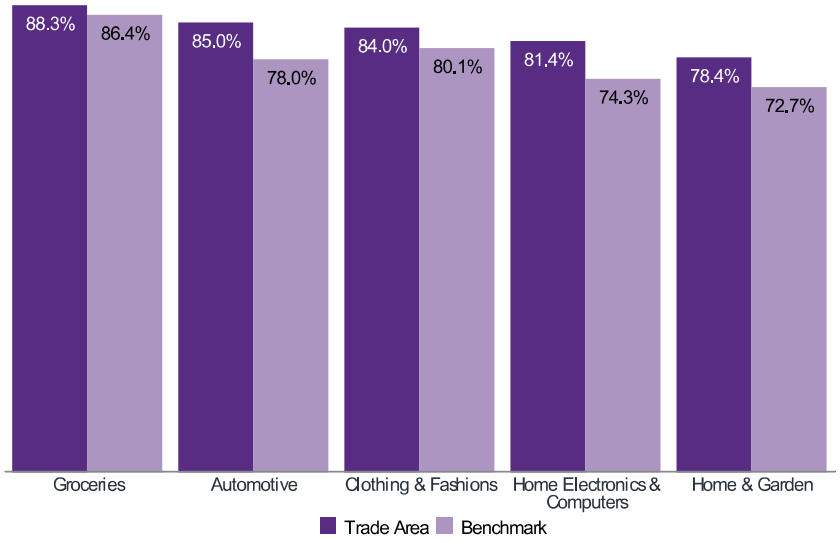
Index:102

Wireless service providers

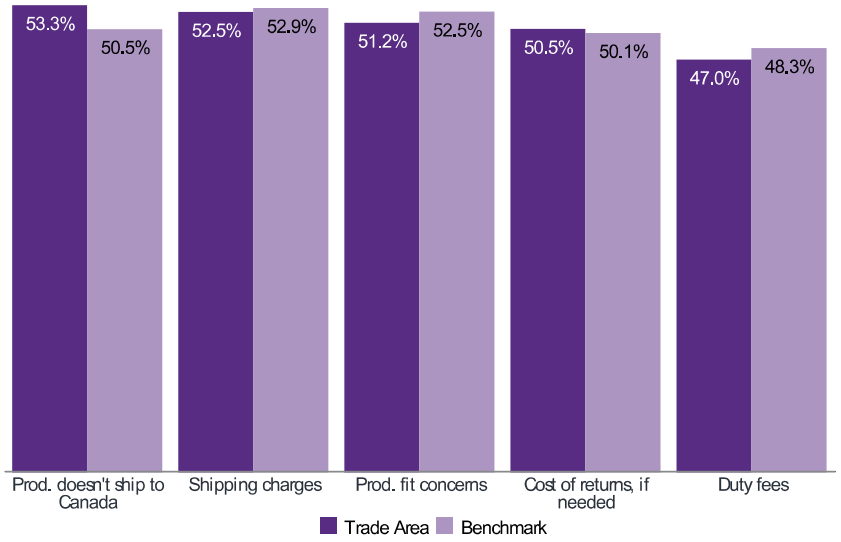
FORM OF PAYMENT ONLINE

Debit Card	8.8%	Index:150
Credit Card	55.8%	Index:91
Third Party	5.7%	Index:116

IN-STORE PURCHASE PREFERENCE - Top 5



IN-STORE PURCHASE REASON - Top 5



Benchmark: Alberta

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

*Ranked by percent with minimum 5% composition.

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Retail Channel & Attitudes

Trade Area: PTA + STA

Total Household Population 18+: 59,037

RETAIL STORE CHOICE FACTOR*

80.8%

Index:103

Promotions/Deals

SEARCH STORE LOCATION

50.4%

Index:101

Using phone navigation app

MARKETING RESPONDED TO*

21.8%

Index:87

Ads that show from search/related click through content

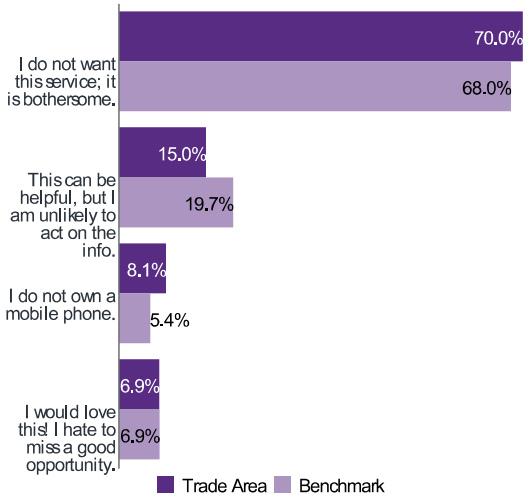
RETAILER PROD./PROMO INFO*

66.2%

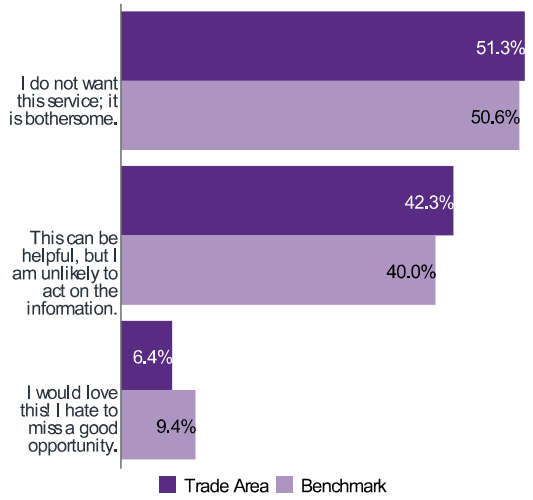
Index:102

En-route to retailer: Email

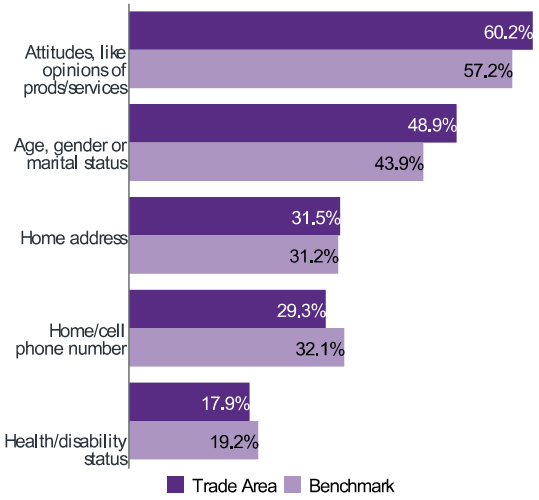
RECEIVING A TEXT MESSAGE WHEN NEAR STORE SELLING PRODUCT OF INTEREST



RECEIVING INFO ON PRODUCTS/PROMOS BASED ON PAST PURCHASE EXPERIENCE



COMFORTABLE SHARING ONLINE WITH RETAILER/MANUFACTURER - TOP 5*



Benchmark: Alberta

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

**Ranked by percent with minimum 5% composition.*

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

Opticks eShopper | Online Shopping Attitudes

Trade Area: PTA + STA

Total Household Population 18+: 59,037

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

% Comp 92.0 **Index** 105

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

% Comp 44.2 **Index** 94

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

% Comp 88.4 **Index** 105

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

% Comp 33.1 **Index** 88

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

% Comp 57.2 **Index** 95

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

% Comp 30.1 **Index** 97

Benchmark: Alberta

Ranked by percent composition.

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

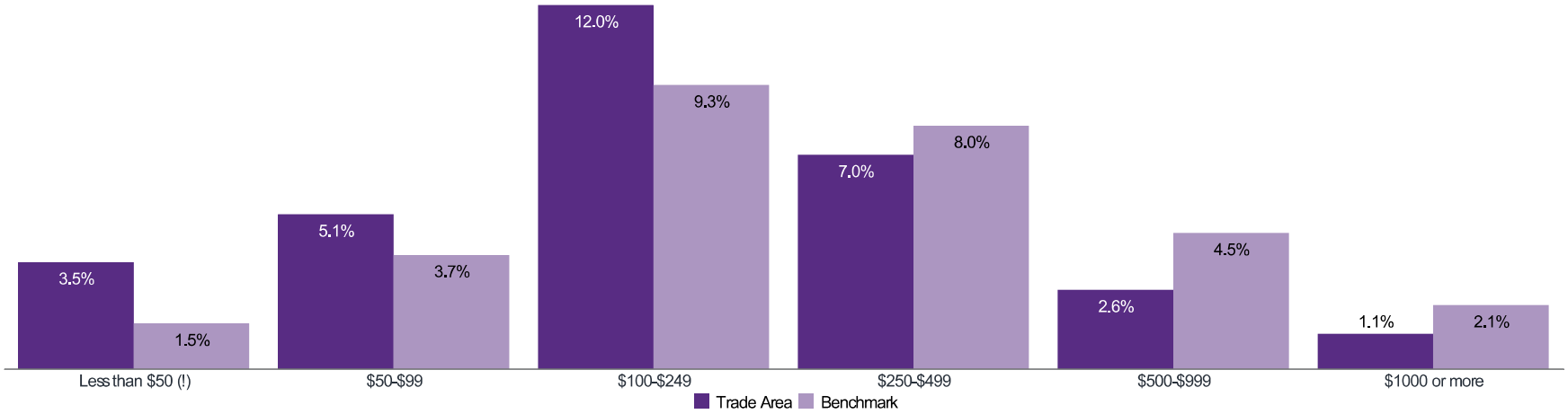
Trade Area: PTA + STA

Total Household Population 18+: 59,037

BEHAVIOURAL PREFERENCES BY CHANNEL

CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	69.6% Index:104	32.2% Index:95	10.0% Index:74	2.9% Index:141
Purchase preference	84.0% Index:105	23.7% Index:88	8.6% Index:81	2.2% Index:128
Customer Service	73.7% Index:108	9.8% Index:67	2.8% Index:53	16.5% Index:91

AMOUNT SPENT *Past 12 months*



Benchmark: Alberta

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home Electronics & Computers Deep Dive

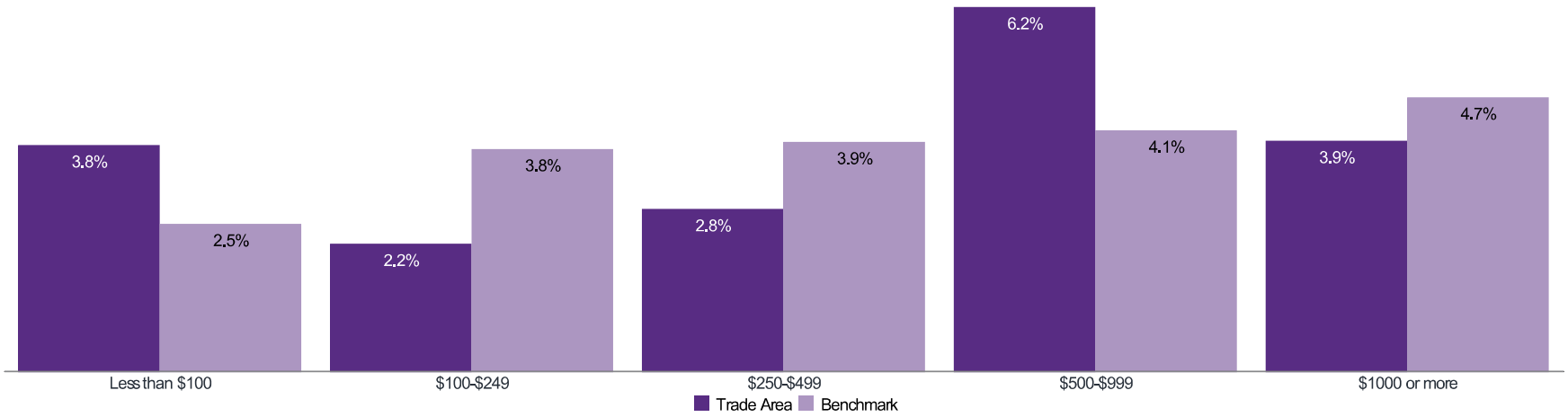
Trade Area: PTA + STA

Total Household Population 18+: 59,037

BEHAVIOURAL PREFERENCES BY CHANNEL

HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	62.1% Index:109	44.3% Index:93	14.2% Index:89	12.5% Index:194
Purchase preference	81.4% Index:110	32.3% Index:110	8.0% Index:74	6.3% Index:137
Customer Service	69.2% Index:109	15.0% Index:77	4.4% Index:65	34.0% Index108

AMOUNT SPENT *Past 12 months*



Benchmark: Alberta

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive

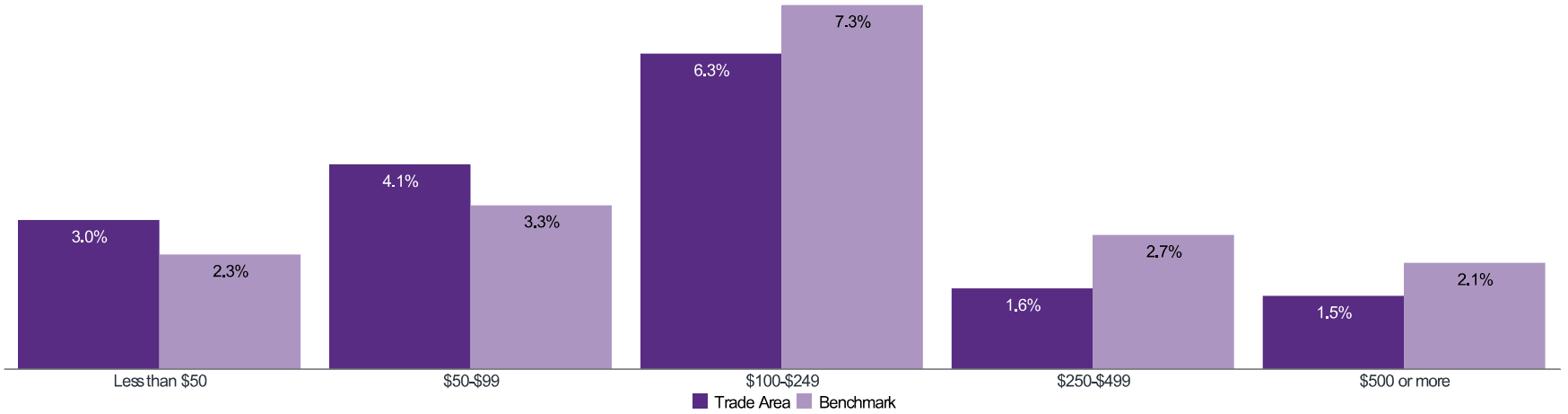
Trade Area: PTA + STA

Total Household Population 18+: 59,037

BEHAVIOURAL PREFERENCES BY CHANNEL

GIFT CARDS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	58.3% Index:112	23.0% Index:79	7.7% Index:78	2.1% Index:97
Purchase preference	67.5% Index:108	25.5% Index:89	7.0% Index:83	4.0% Index:179
Customer Service	54.3% Index:114	14.8% Index:88	4.4% Index:83	21.9% Index:88

AMOUNT SPENT *Past 12 months*



Benchmark: Alberta

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Groceries Deep Dive

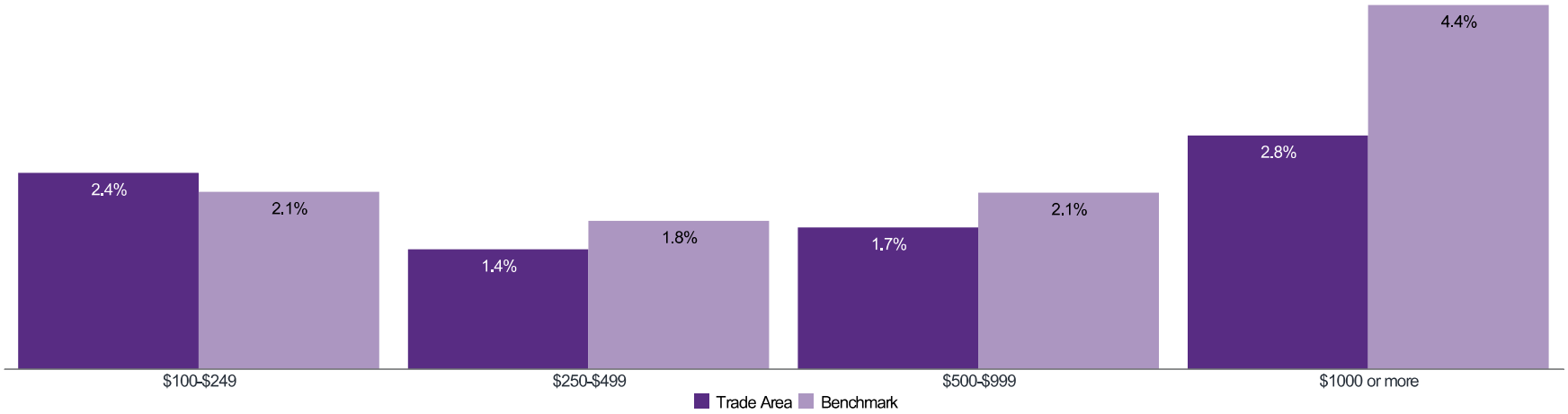
Trade Area: PTA + STA

Total Household Population 18+: 59,037

BEHAVIOURAL PREFERENCES BY CHANNEL

GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	76.8% Index:99	13.7% Index:80	5.7% Index:75	3.0% Index:144
Purchase preference	88.3% Index:102	11.6% Index:98	5.2% Index:101	0.8% Index:57
Customer Service	83.6% Index:110	5.2% Index:70	0.9% Index:35	12.5% Index:91

AMOUNT SPENT *Past 12 months*



Benchmark: Alberta

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Beauty & Cosmetics Deep Dive

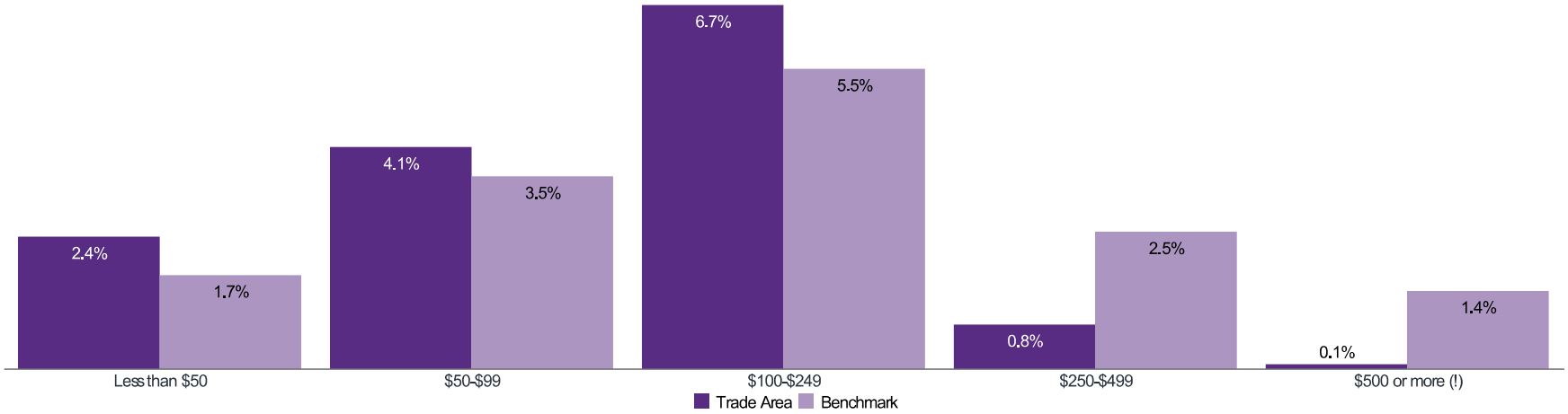
Trade Area: PTA + STA

Total Household Population 18+: 59,037

BEHAVIOURAL PREFERENCES BY CHANNEL

BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	42.8% Index:105	16.3% Index:83	7.0% Index:80	1.4% Index:63
Purchase preference	54.9% Index:108	14.8% Index:88	3.7% Index:59	2.0% Index:103
Customer Service	48.4% Index:113	7.7% Index:78	0.8% Index:25	10.6% Index:84

AMOUNT SPENT *Past 12 months*



Benchmark: Alberta

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home & Garden Deep Dive

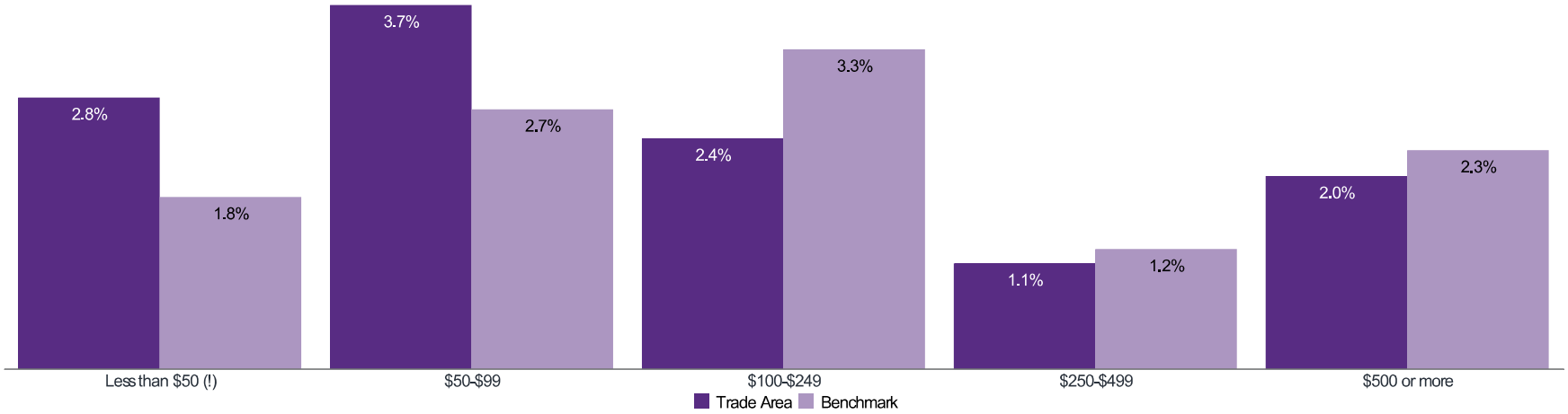
Trade Area: PTA + STA

Total Household Population 18+: 59,037

BEHAVIOURAL PREFERENCES BY CHANNEL

HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	62.4% Index:106	29.7% Index:98	67.7% Index:86	4.4% Index:159
Purchase preference	78.4% Index:108	18.4% Index:98	7.5% Index:122	2.0% Index:157
Customer Service	67.7% Index:111	10.2% Index:93	1.9% Index:53	21.6% Index:114

AMOUNT SPENT *Past 12 months*



Benchmark: Alberta

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Sporting Goods Deep Dive

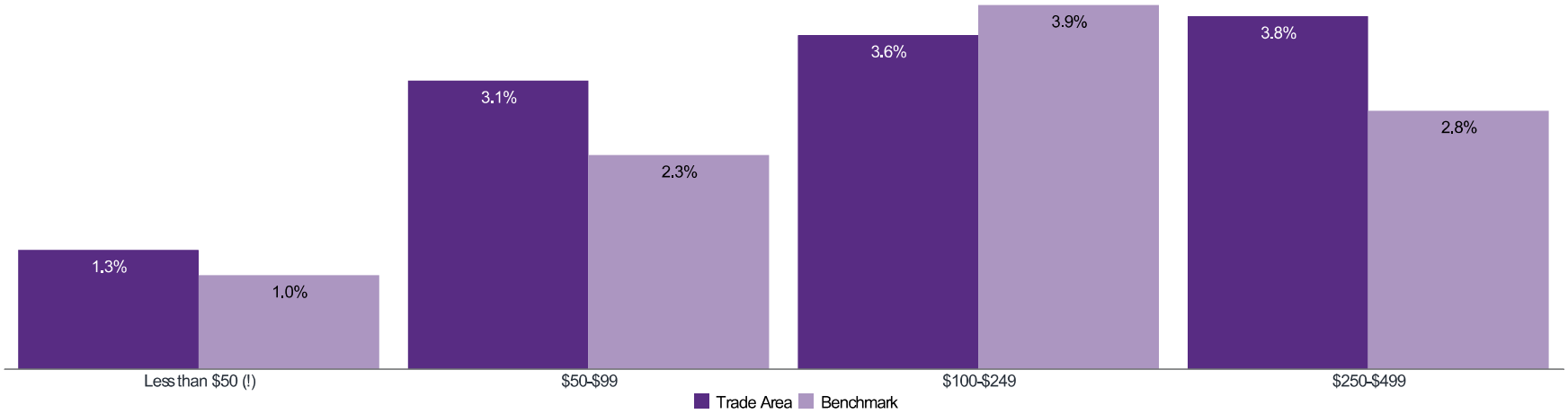
Trade Area: PTA + STA

Total Household Population 18+: 59,037

BEHAVIOURAL PREFERENCES BY CHANNEL

SPORTING GOODS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	44.0% Index:95	25.2% Index:87	9.7% Index:89	3.9% Index:114
Purchase preference	53.8% Index:95	18.5% Index:91	5.4% Index:72	3.0% Index:122
Customer Service	48.3% Index:97	8.7% Index:76	2.9% Index:76	16.4% Index:92

AMOUNT SPENT *Past 12 months*



Benchmark: Alberta

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Vacation/Travel Deep Dive

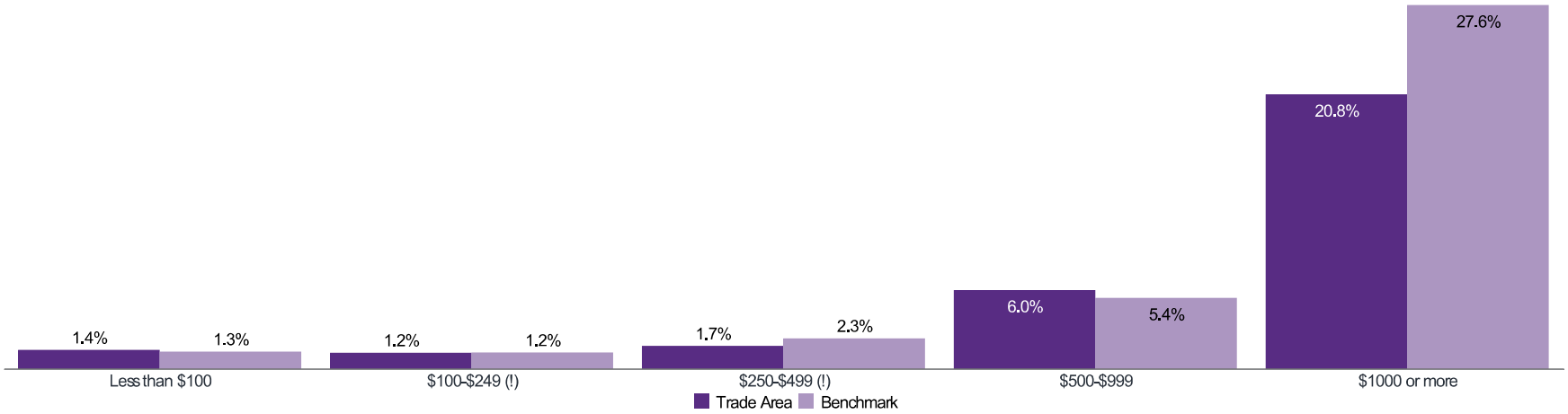
Trade Area: PTA + STA

Total Household Population 18+: 59,037

BEHAVIOURAL PREFERENCES BY CHANNEL

VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	23.8% Index:122	50.9% Index:80	15.2% Index:76	16.5% Index:101
Purchase preference	53.8% Index:111	47.1% Index:82	13.0% Index:82	19.3% Index:107
Customer Service	37.3% Index:112	21.1% Index:76	6.0% Index:73	41.3% Index:93

AMOUNT SPENT *Past 12 months*



Benchmark: Alberta

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Online Product Research

Trade Area: PTA + STA

Total Household Population 18+: 59,037

RESEARCH SOURCES BY PRODUCT CATEGORY

	CLOTHING/FASHION	EVENT TICKETS	SPORTING GOODS	VACATION/TRAVEL	GROCERIES
Retailer's Website	16.6% Index:73	11.0% Index:71	10.8% Index:75	15.5% Index:69	12.9% Index:80
Manufacturer's Website	11.1% Index:101	5.9% Index:81	8.1% Index:73	8.8% Index:74	1.4% Index:34
Comparison Shopping Website	3.6% Index:66	0.5% Index:16	4.0% Index:76	7.3% Index:55	3.7% Index:82
Amazon	10.4% Index:110	0.2% Index:26	8.5% Index:130	1.4% Index:89	2.5% Index:93
Social Media	2.1% Index:100	2.6% Index:79	3.0% Index:160	5.8% Index:121	N/A
None	3.1% Index:96	4.9% Index:114	1.2% Index:48	2.3% Index:77	2.3% Index:63

Benchmark: Alberta

Copyright © 2025 by Environics Analytics (EA). Source: ©2025 Environics Analytics, ©2025 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

(!) Groceries - Social Media low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+

Trade Areas Analysis Report

for

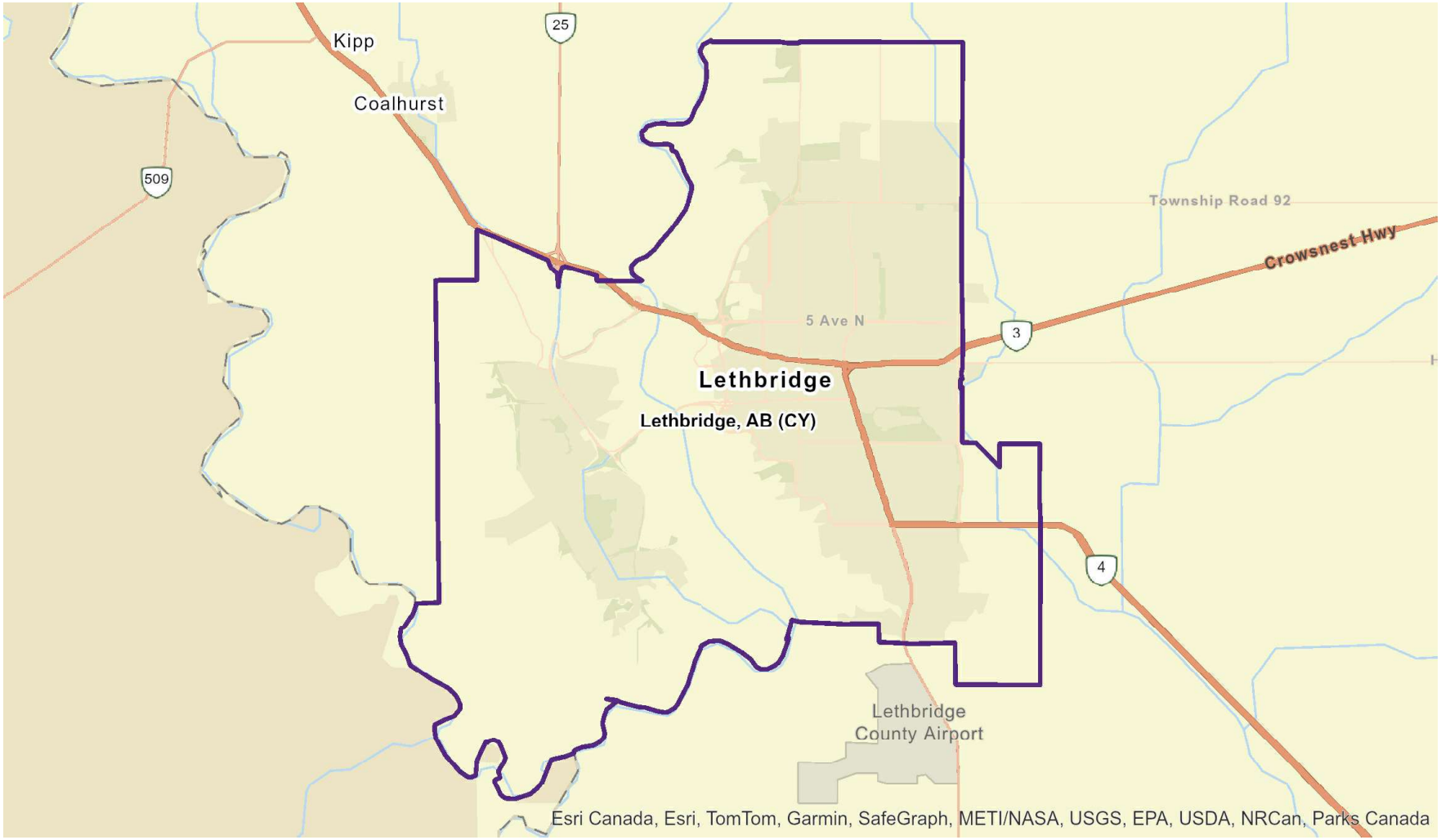
Lethbridge Population

"Population Insights from Lethbridge CSD"

Demographics | Trade Area Map

Trade Area: Lethbridge, AB (CY)

Population: 104,597 | **Households:** 42,513



©2006-2024 TomTom

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

Demographics | Population & Households

Trade Area: Lethbridge, AB (CY)

POPULATION

104,597

HOUSEHOLDS

42,513

MEDIAN MAINTAINER AGE

50

Index: 100

MARITAL STATUS

57.1%

Index: 95

Married/Common-Law

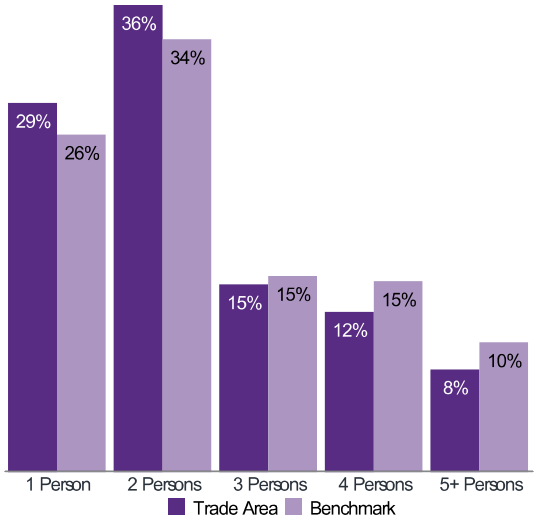
FAMILY STATUS*

45.1%

Index: 112

Couples Without Children At Home

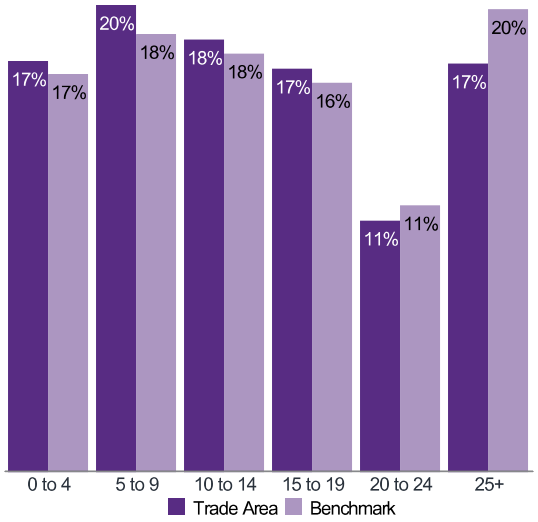
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	5,159	4.9	92
5 to 9	6,076	5.8	94
10 to 14	6,255	6.0	95
15 to 19	6,185	5.9	98
20 to 24	7,823	7.5	124
25 to 29	8,580	8.2	122
30 to 34	8,059	7.7	100
35 to 39	7,497	7.2	89
40 to 44	6,890	6.6	86
45 to 49	5,899	5.6	85
50 to 54	5,503	5.3	86
55 to 59	5,611	5.4	92
60 to 64	6,006	5.7	95
65 to 69	5,778	5.5	105
70 to 74	4,686	4.5	115
75 to 79	3,693	3.5	128
80 to 84	2,292	2.2	129
85+	2,605	2.5	153

AGE OF CHILDREN AT HOME



Benchmark: Alberta

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

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

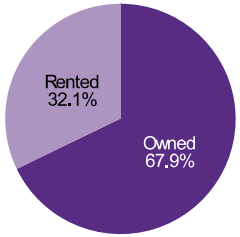
Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Lethbridge, AB (CY)

Population: 104,597 | **Households:** 42,513

TENURE



STRUCTURE TYPE

Houses

75.0%

Index: 101

Apartments

23.1%

Index: 102

AGE OF HOUSING*

63+ Years Old

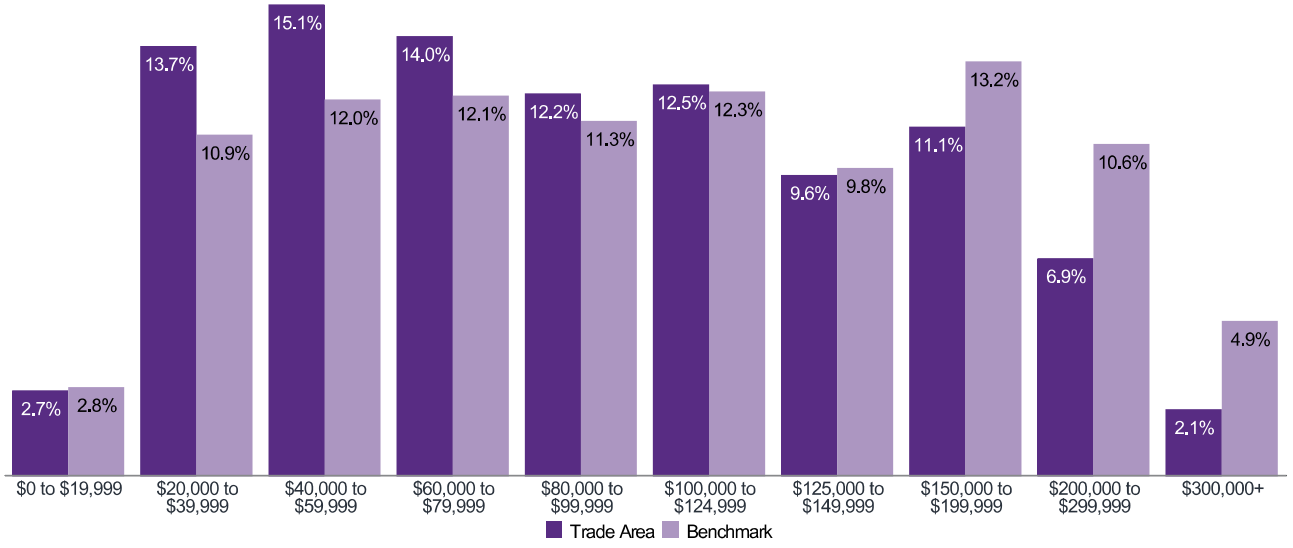
% Comp: 16.9 Index: 170

AVERAGE HOUSEHOLD INCOME

$105,103

Index: 82

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Alberta

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

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: Lethbridge, AB (CY)

Population: 104,597 | **Households:** 42,513

EDUCATION

23.8%

Index: 87

University Degree

LABOUR FORCE PARTICIPATION

63.5%

Index: 92

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

46.4%

Index: 101

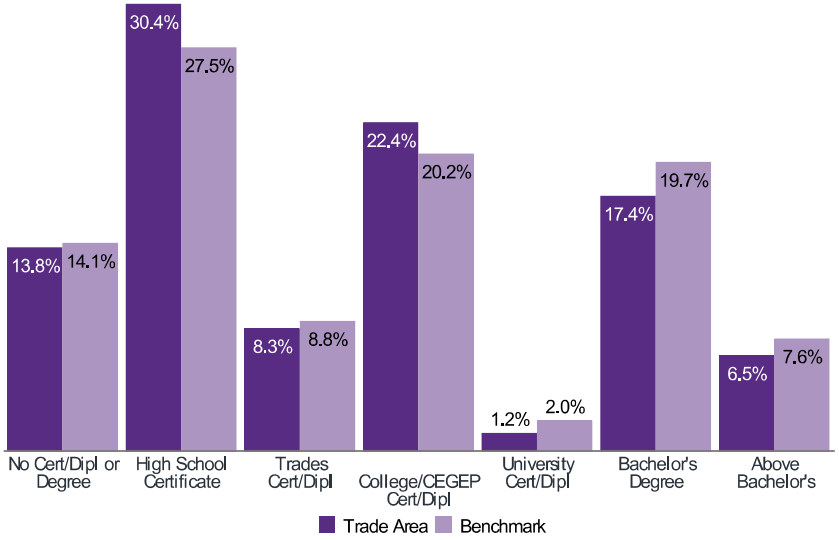
Travel to work by **Car (as Driver)**

3.5%

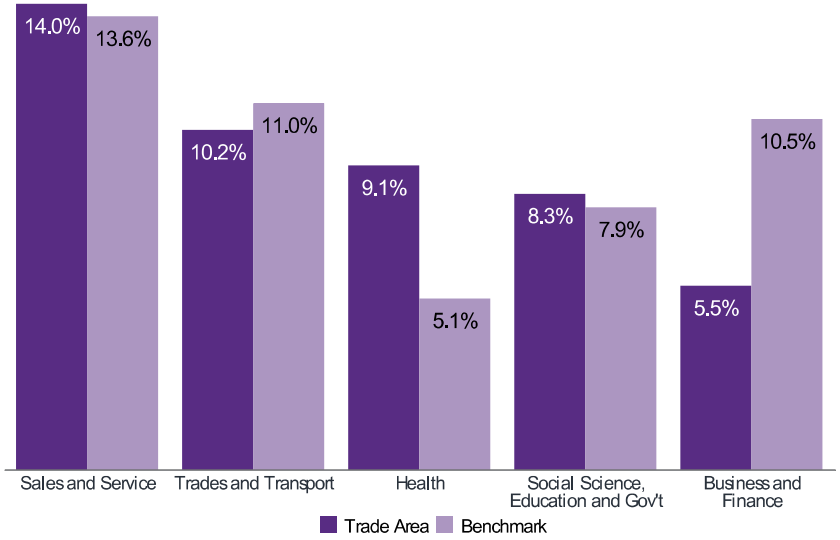
Index: 115

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

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Alberta

**Ranked by percent composition.*

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Lethbridge, AB (CY)

Population: 104,597 | **Households:** 42,513

INDIGENOUS IDENTITY

6.7%

Index: 102

VISIBLE MINORITY PRESENCE

16.0%

Index: 54

Belong to a visible minority group

NON-OFFICIAL LANGUAGE

0.9%

Index: 62

No knowledge of English or French

IMMIGRATION

14.9%

Index: 62

Born outside Canada

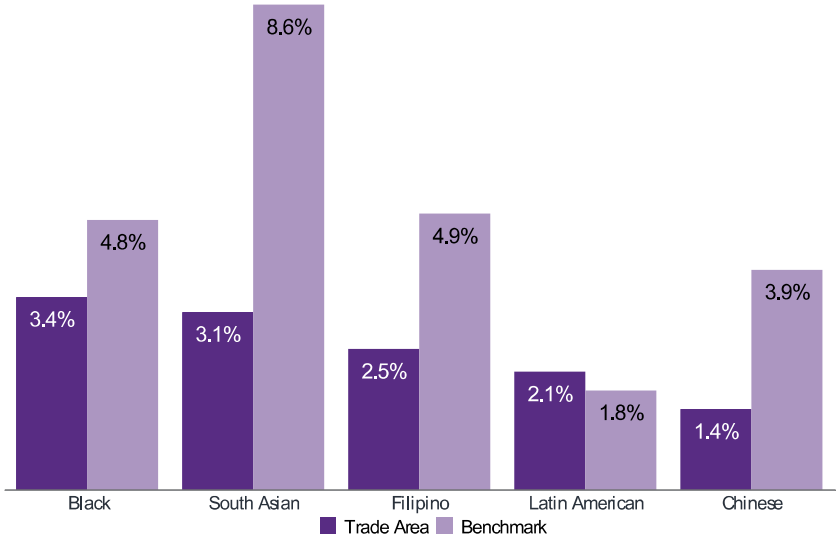
PERIOD OF IMMIGRATION*

Before 2001

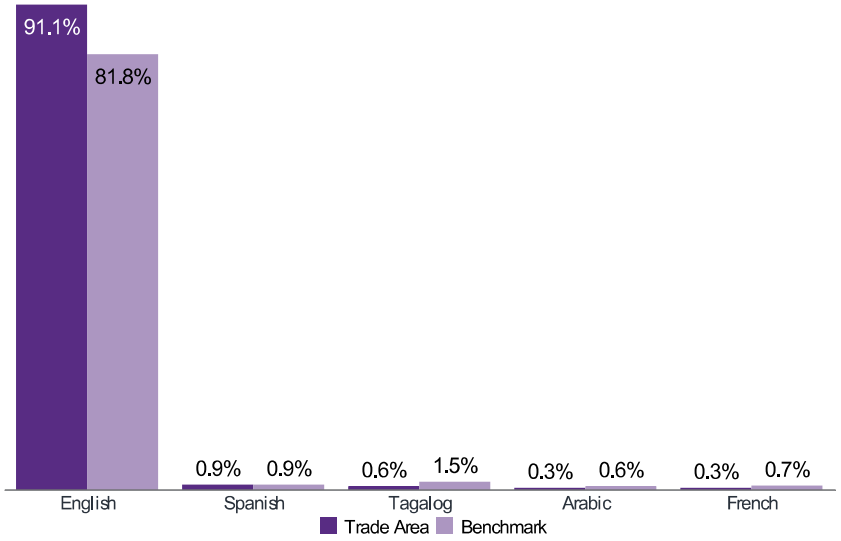
5.3%

Index: 71

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Alberta

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

***Ranked by percent composition.*

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

Demographics | DemoStats Highlights

ENVIRONICS ANALYTICS

Trade Area: Lethbridge, AB (CY)

HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Basics						
Total Population	104,597	100.00	4,574,419	100.00	2.29	100
Total Households	42,513	100.00	1,739,105	100.00	2.44	100
Age of Household Maintainer						
15 to 24	2,505	5.89	55,734	3.21	4.49	184
25 to 34	7,829	18.42	282,791	16.26	2.77	113
35 to 44	7,750	18.23	374,263	21.52	2.07	85
45 to 54	6,370	14.98	322,281	18.53	1.98	81
55 to 64	6,941	16.33	307,141	17.66	2.26	92
65 to 74	6,299	14.82	239,774	13.79	2.63	107
75 or Older	4,819	11.34	157,121	9.04	3.07	125
Size of Household						
1 Person	12,216	28.73	456,702	26.26	2.67	109
2 Persons	15,471	36.39	586,280	33.71	2.64	108
3 Persons	6,185	14.55	264,580	15.21	2.34	96
4 Persons	5,278	12.41	257,292	14.79	2.05	84
5 or More Persons	3,363	7.91	174,251	10.02	1.93	79
Household Type						
Total Family Households	27,868	65.55	1,218,708	70.08	2.29	94
One-Family Households	27,341	64.31	1,183,282	68.04	2.31	95
Multiple-Family Households	527	1.24	35,426	2.04	1.49	61
Non-Family Households	14,645	34.45	520,397	29.92	2.81	115
One-Person Households	11,696	27.51	426,912	24.55	2.74	112
Two-Or-More-Person Households	2,949	6.94	93,485	5.38	3.15	129
Marital Status						
Married Or Living With A Common-Law Partner	48,394	57.05	2,210,486	60.06	2.19	95
Single (Never Legally Married)	24,451	28.83	993,452	26.99	2.46	107
Separated	1,963	2.31	94,058	2.56	2.09	91
Divorced	5,818	6.86	221,915	6.03	2.62	114
Widowed	4,194	4.95	160,318	4.36	2.62	114
Children at Home						
Households with Children at Home	–	36.26	–	42.19	–	86
Age of Children at Home						
Total Number Of Children At Home	28,635	100.00	1,395,033	100.00	2.05	100
0 to 4	4,959	17.32	233,967	16.77	2.12	103
5 to 9	5,638	19.69	257,563	18.46	2.19	107
10 to 14	5,219	18.23	246,047	17.64	2.12	103
15 to 19	4,865	16.99	228,817	16.40	2.13	104
20 to 24	3,027	10.57	156,500	11.22	1.93	94
25 and over	4,927	17.21	272,139	19.51	1.81	88

DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Housing Tenure						
Owned	28,848	67.86	1,218,443	70.06	2.37	97
Rented	13,665	32.14	507,597	29.19	2.69	110
Band Housing	0	0.00	13,065	0.75	0.00	0
Housing Type						
Houses	31,885	75.00	1,297,072	74.58	2.46	101
Single-Detached House	26,580	62.52	1,052,399	60.51	2.53	103
Semi-Detached House	2,641	6.21	107,142	6.16	2.46	101
Row House	2,664	6.27	137,531	7.91	1.94	79
Apartments	9,821	23.10	394,350	22.68	2.49	102
High-rise (5+ Floors)	873	2.05	81,469	4.68	1.07	44
Low-rise (<5 Floors)	5,735	13.49	266,497	15.32	2.15	88
Detached Duplex	3,213	7.56	46,384	2.67	6.93	283
Other Dwelling Types	807	1.90	47,683	2.74	1.69	69
Housing Period of Construction						
Before 1961	7,182	16.89	172,671	9.93	4.16	170
1961 - 1980	11,031	25.95	442,830	25.46	2.49	102
1981 - 1990	4,180	9.83	195,190	11.22	2.14	88
1991 - 2000	5,070	11.93	235,171	13.52	2.16	88
2001 - 2005	3,456	8.13	156,442	9.00	2.21	90
2006 - 2010	3,565	8.39	170,896	9.83	2.09	85
2011 - 2015	3,308	7.78	166,256	9.56	1.99	81
2016 - 2021	3,222	7.58	144,467	8.31	2.23	91
After 2021	1,499	3.53	55,182	3.17	2.72	111

INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
Household Income						
Average Household Income	–	105,103.17	–	128,009.85	–	82
Education						
No Certificate, Diploma Or Degree	11,736	13.84	520,327	14.14	2.26	98
High School Certificate Or Equivalent	25,828	30.45	1,011,217	27.48	2.55	111
Apprenticeship Or Trades Cert/Dipl	7,061	8.32	324,571	8.82	2.18	94
College/CEGEP/Non-Uni Cert/Dipl	18,976	22.37	744,933	20.24	2.55	111
University Cert/Dipl Below Bachelor	1,006	1.19	74,854	2.03	1.34	58
University Degree	20,213	23.83	1,004,327	27.29	2.01	87
Labour Force						
In The Labour Force (15+)	53,861	63.50	2,531,465	68.79	2.13	92
Labour Force by Occupation						
Management	3,150	3.71	280,884	7.63	1.12	49
Business Finance Administration	4,672	5.51	386,478	10.50	1.21	52
Sciences	2,903	3.42	199,665	5.42	1.45	63
Health	7,728	9.11	188,631	5.13	4.10	178
Education, Gov't, Religion, Social	7,011	8.27	289,198	7.86	2.42	105
Art, Culture, Recreation, Sport	1,544	1.82	50,395	1.37	3.06	133
Sales and Service	11,842	13.96	499,847	13.58	2.37	103
Trades and Transport	8,633	10.18	404,084	10.98	2.14	93
Natural Resources and Agriculture	962	1.13	67,625	1.84	1.42	62
Manufacturing and Utilities	3,829	4.51	69,624	1.89	5.50	239
Commuting						
Car (As Driver)	39,392	46.44	1,693,968	46.03	2.33	101
Car (As Passenger)	2,943	3.47	111,164	3.02	2.65	115
Public Transit	2,307	2.72	213,137	5.79	1.08	47
Walk	1,884	2.22	94,645	2.57	1.99	86
Bicycle	804	0.95	27,566	0.75	2.92	127

IDENTITY, LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	Count	%	Base Count	Base %	% Pen	Index
Indigenous Identity						
Indigenous Identity	6,816	6.67	293,264	6.54	2.32	102
Knowledge of Official Language						
English Only	96,012	93.88	4,118,267	91.77	2.33	102
French Only	41	0.04	4,618	0.10	0.89	39
English And French	5,245	5.13	295,741	6.59	1.77	78
Neither English Nor French	969	0.95	68,963	1.54	1.41	62
Immigration Status						
Non-Immigrant Population	85,196	83.31	3,320,798	74.00	2.57	113
Born In Province of Residence	61,814	60.44	2,217,777	49.42	2.79	122
Born Outside Province of Residence	23,382	22.86	1,103,021	24.58	2.12	93
Immigrant Population	15,227	14.89	1,074,568	23.95	1.42	62
Visible Minority Status						
Total Visible Minorities	16,326	15.96	1,328,769	29.61	1.23	54
Chinese	1,454	1.42	174,481	3.89	0.83	37
South Asian	3,211	3.14	385,100	8.58	0.83	37
Black	3,483	3.41	214,083	4.77	1.63	71
Filipino	2,542	2.49	218,979	4.88	1.16	51
Latin American	2,131	2.08	78,679	1.75	2.71	119
Southeast Asian	758	0.74	52,985	1.18	1.43	63
Arab	294	0.29	79,234	1.77	0.37	16
West Asian	589	0.58	33,021	0.74	1.78	78
Korean	262	0.26	27,802	0.62	0.94	41
Japanese	1,170	1.14	11,310	0.25	10.34	454
Mother Tongue*						
English	86,425	84.51	3,243,687	72.28	2.66	117
French	1,037	1.01	85,369	1.90	1.21	53
Total Non-Official	13,335	13.04	1,044,342	23.27	1.28	56
Spanish	1,571	1.54	67,666	1.51	2.32	102
Tagalog	1,379	1.35	136,770	3.05	1.01	44
German	753	0.74	54,841	1.22	1.37	60
Arabic	556	0.54	57,253	1.28	0.97	43
Dutch	530	0.52	14,180	0.32	3.74	164
Cantonese	483	0.47	64,553	1.44	0.75	33
Mandarin	393	0.38	56,247	1.25	0.70	31
Polish	376	0.37	19,056	0.42	1.97	87
Japanese	311	0.30	4,808	0.11	6.47	284
Persian	296	0.29	21,023	0.47	1.41	62

Benchmark: Alberta

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

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

PRIZM® Profile | Top Segments

Trade Area: Lethbridge, AB (CY)

Households: 42,513

Top 5 segments represent 59.8% of households in Lethbridge, AB (CY)

Rank:	1
HhIds:	5,986
HhId %:	14.08
% in Benchmark:	1.11
Index:	1,267

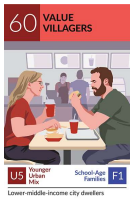
Slow-Lane Suburbs consists of a mix of older singles and couples living in the suburbs of midsize cities. Most maintainers are over 55, and those still in the labour force typically hold service sector and white-collar jobs. With their high school and college educations yielding middle incomes, nearly three-quarters of adults own inexpensive single-detached houses. More than three-quarters of residents are third-plus-generation Canadians, and they enjoy time-honoured outdoor activities like fishing, hunting and camping. Many have time on their hands to go to casinos, community theatres and beer, food and wine festivals. For excitement, they like attending an auto race or golf event. A prime market for traditional media, they respond to marketing messages that recognize their frugal habits.

Rank:	2
HhIds:	5,667
HhId %:	13.33
% in Benchmark:	2.34
Index:	570

Located in the older suburban neighbourhoods of midsize cities, Stressed in Suburbia offers a portrait of busy, working families. Households may contain couples, families with children and lone-parent families; maintainers range in age from 25 to 54; and children include toddlers and teenagers. Nearly three quarters own their homes, a mix of singles, semis and row houses. Two-thirds are third-plus-generation Canadians. With college and high school educations and middle incomes from two-wage earners, they pursue wide-ranging interests—from sports like cross-country skiing and golf to cultural activities like country music concerts and dinner theatres. These residents often drive domestic pickups, eat at drive-throughs and vacation using their campers. Mindful of saving money, many do their own home improvements and landscaping.

Rank:	3
HhIds:	5,155
HhId %:	12.13
% in Benchmark:	5.02
Index:	242

The lure of good jobs in the mining, oil and gas industries fueled the rise of All-Terrain Families, a suburban lifestyle found mostly in Alberta. These younger and middle-aged households are among the nation's most mobile, with many having moved recently. A majority of the maintainers are under 45 years old, and most of the children in these households are younger than 14 years old. With mixed education backgrounds, the adults here earn upper-middle incomes and own single-detached, semi-detached or row houses. In their free time, these families have high rates for fishing, camping, playing team sports and going to amusement parks, zoos and aquariums. For parents, weekend entertainment may involve a sports bar, rock concert or favourite steakhouse.



Rank:	4
HhIds:	5,013
HhId %:	11.79
% in Benchmark:	2.03
Index:	580

Found typically in older, industrial neighbourhoods of midsize cities, these households consist of a mélange of singles, couples, and lone-parent families, maintainers of almost any age and over a third rooming together in non-family households. They hold a range of educations, with over half earning a high-school diploma or less, and nearly a third finishing trade school or college. Their incomes fall well below the national average, which is reflected in their pre-1960s, single-detached houses. Value Villagers, however, relish in their community's simple pleasures, like enjoying nature at their local or provincial parks and embracing their cultural side by attending community theatres and art galleries. Curling is the favourite pastime of these multigenerational Canadians, and when they're not on the rink, find them in front of the TV enjoying the latest bonspiel.

Rank:	5
HhIds:	3,582
HhId %:	8.43
% in Benchmark:	1.18
Index:	715

Boomer Bliss consists of older couples and families found in suburban neighbourhoods surrounding many large cities. Nearly two-thirds of maintainers are over 55 years old, and households show an increasing shift towards retirees. With their university and college educations, those still employed hold white-collar positions. Their upper-middle-class incomes allow them to own comfortable single-detached houses graced with pools and patios. Many have paid off mortgages and show little interest in leaving their empty nests. They take advantage of their proximity to both city centres and small towns, enjoying the arts—theatre, art galleries and city parks—and outdoor activities like golfing and boating. Going out may mean dinner at a pub, sports bar or casual family restaurant.

Benchmark: Alberta

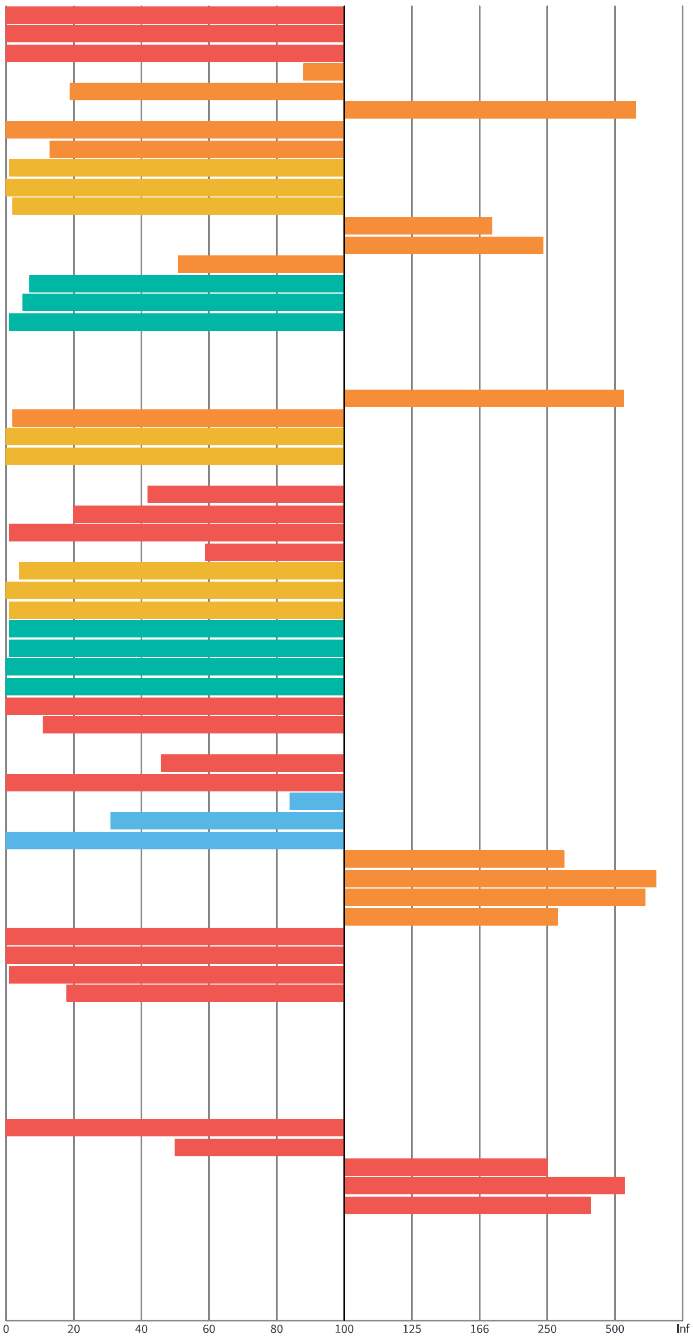
Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

PRIZM® Profile | Trade Area

Trade Area: Lethbridge, AB (CY)

Base Variable: Total Households

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
U1	M1	01	The A-List	1	0.00	16,431	0.94	0.01	0
U1	M1	02	Wealthy & Wise	0	0.00	23,584	1.36	0.00	0
U1	F1	06	Downtown Verve	0	0.00	29,192	1.68	0.00	0
S1	F3	04	Turbo Burbs	780	1.83	36,429	2.10	2.14	88
S1	F2	05	First-Class Families	138	0.33	30,212	1.74	0.46	19
S1	M1	09	Boomer Bliss	3,582	8.43	20,489	1.18	17.48	715
S2	F2	08	Multiculture-ish	0	0.00	42,709	2.46	0.00	0
S2	Y3	11	Modern Suburbia	471	1.11	152,344	8.76	0.31	13
F1	F2	03	Asian Sophisticates	1	0.00	3,937	0.23	0.03	1
F1	M1	07	Mature & Secure	0	0.00	35,549	2.04	0.00	0
F1	F2	18	Multicultural Corners	31	0.07	53,717	3.09	0.06	2
S3	F3	19	Family Mode	2,763	6.50	63,950	3.68	4.32	177
S3	Y3	24	All-Terrain Families	5,155	12.13	87,234	5.02	5.91	242
S3	F3	25	Suburban Sports	835	1.96	66,855	3.84	1.25	51
R1	F3	14	Kick-Back Country	63	0.15	36,024	2.07	0.17	7
R1	F3	26	Country Traditions	25	0.06	19,539	1.12	0.13	5
R1	F3	33	New Country	15	0.04	79,765	4.59	0.02	1
S4	F2	13	Vie de Rêve	0	0.00	0	0.00	–	100
S4	F3	29	C'est Tiguidou	0	0.00	0	0.00	–	100
S4	F3	34	Familles Typiques	0	0.00	0	0.00	–	100
S5	F3	38	Stressed in Suburbia	5,667	13.33	40,697	2.34	13.92	570
S5	F3	43	Happy Medium	3	0.01	8,119	0.47	0.04	2
F2	F2	10	Asian Achievement	0	0.00	1,085	0.06	0.00	0
F2	Y2	20	New Asian Heights	0	0.00	3,264	0.19	0.00	0
F2	F3	27	Diversité Nouvelle	0	0.00	0	0.00	–	100
U2	M1	16	Savvy Seniors	517	1.22	50,656	2.91	1.02	42
U2	M1	23	Mid-City Mellow	338	0.80	68,760	3.95	0.49	20
U2	F3	36	Middle-Class Mosaic	22	0.05	83,416	4.80	0.03	1
U2	M2	51	On Their Own Again	180	0.42	12,548	0.72	1.43	59
F3	F2	30	South Asian Society	2	0.01	2,179	0.13	0.09	4
F3	F3	31	Metro Melting Pot	0	0.00	1,185	0.07	0.00	0
F3	F1	32	Diverse & Determined	23	0.05	66,085	3.80	0.03	1
R2	M1	41	Down to Earth	6	0.01	38,007	2.19	0.02	1
R2	F3	48	Agri-Biz	9	0.02	25,271	1.45	0.04	1
R2	M2	49	Backcountry Boomers	0	0.00	6,687	0.39	0.00	0
R2	M2	50	Country & Western	0	0.00	61,291	3.52	0.00	0
U3	Y1	12	Eat, Play, Love	0	0.00	21,673	1.25	0.00	0
U3	Y2	22	Indieville	70	0.17	26,802	1.54	0.26	11
U3	Y1	40	Les Énerjeunes	0	0.00	0	0.00	–	100
U3	Y1	47	Social Networkers	267	0.63	23,695	1.36	1.13	46
U3	F1	55	Enclaves Multiethniques	0	0.00	317	0.02	0.00	0
T1	F1	37	Keep on Trucking	49	0.12	2,399	0.14	2.04	84
T1	M1	58	Old Town Roads	61	0.14	7,949	0.46	0.77	31
T1	F2	66	Indigenous Families	0	0.00	15,703	0.90	0.00	0
S6	M2	21	Scenic Retirement	779	1.83	11,181	0.64	6.97	285
S6	M1	45	Slow-Lane Suburbs	5,986	14.08	19,334	1.11	30.96	1,267
S6	M2	53	Silver Flats	819	1.93	3,736	0.21	21.92	897
S6	M2	62	Suburban Recliners	1,732	4.07	26,272	1.51	6.59	270
U4	F2	15	South Asian Enterprise	1	0.00	29,773	1.71	0.00	0
U4	F3	17	Asian Avenues	0	0.00	194	0.01	0.00	0
U4	F3	61	Came From Away	1	0.00	5,342	0.31	0.02	1
U4	F3	64	Midtown Movers	255	0.60	56,496	3.25	0.45	18
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	0	0.00	0	0.00	–	100
R3	M1	46	Patrimoine Rustique	0	0.00	0	0.00	–	100
R3	F3	54	Vie au Village	0	0.00	0	0.00	–	100
R3	M1	63	Amants de la Nature	0	0.00	0	0.00	–	100
U5	Y1	28	Latte Life	0	0.00	19,496	1.12	0.00	0
U5	Y2	52	Friends & Roomies	1,077	2.53	87,733	5.04	1.23	50
U5	Y2	57	Juggling Acts	2,671	6.28	43,721	2.51	6.11	250
U5	F1	60	Value Villagers	5,013	11.79	35,375	2.03	14.17	580
U5	Y2	67	Just Getting By	3,105	7.30	34,704	2.00	8.95	366
U6	F1	39	Évolution Urbaine	0	0.00	0	0.00	–	100
U6	M2	44	Un Grand Cru	0	0.00	0	0.00	–	100
U6	Y2	56	Jeunes Biculturels	0	0.00	0	0.00	–	100
U6	M2	65	Âgés & Traditionnels	0	0.00	0	0.00	–	100
			Total	**42,513**	**100.00**	**1,739,105**	**100.00**	**2.44**	**100**



Benchmark: Alberta

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

Behavioural - Numeris | In-Store Apparel & Jewellery Retailers

Trade Area: Lethbridge, AB (CY)

Household Population 12+: 88,601

TOP CLOTHING STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Marks Work Wearhouse	33.9% Index: 111	Holt Renfrew (!)	0.9% Index: 138
Winners	29.5% Index: 98	Value Village	18.1% Index: 112
Department stores	20.4% Index: 104	Marks Work Wearhouse	33.9% Index: 111

TOP FOOTWEAR STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Sports stores	16.9% Index: 84	Department stores	14.6% Index:104
Department stores	14.6% Index: 104	The Shoe Company	12.9% Index:103
The Shoe Company	12.9% Index: 103	Naturalizer	1.2% Index:95

TOP SPORTING GOOD/ATHLETIC STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Sport Chek	34.3% Index: 102	Play it Again Sports	4.9% Index: 209
Big box/warehouse stores	12.8% Index: 94	Sports Experts	0.8% Index: 124
Other	9.7% Index: 103	Department stores	7.0% Index: 109

TOP JEWELLERY STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Big box/warehouse stores	4.9% Index: 110	Michael Hill Jeweller	1.5% Index: 113
Peoples	3.6% Index: 100	Big box/warehouse stores	4.9% Index: 110
Department stores	3.2% Index: 79	Peoples	3.6% Index: 100

Benchmark: Alberta

(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | Online Apparel & Jewellery Retailers

Trade Area: Lethbridge, AB (CY)

Household Population 12+: 88,601

TOP CLOTHING STORES

Shopped, Past year

Ranked by Volume			Ranked by Index		
Old Navy	7.7%	Index: 92	Reitmans	3.3%	Index: 146
Other	5.6%	Index: 95	H&M	5.0%	Index: 143
Marks Work Wearhouse	5.6%	Index: 94	Jean stores (!)	1.1%	Index: 136

TOP FOOTWEAR STORES

Shopped, Past year

Ranked by Volume			Ranked by Index		
Sports stores	3.5%	Index: 89	Browns/B2 (!)	0.9%	Index: 109
Department stores	1.6%	Index: 79	Sports stores	3.5%	Index: 89
SoftMoc	1.4%	Index: 71	Naturalizer (!)	0.4%	Index: 85

TOP SPORTING GOOD/ATHLETIC STORES

Shopped, Past year

Ranked by Volume			Ranked by Index		
Sport Chek	8.9%	Index: 98	Atmosphere (!)	2.7%	Index: 147
Lululemon Athletica	4.0%	Index: 107	Golf Town (!)	1.4%	Index: 131
MEC	2.7%	Index: 93	Lululemon Athletica	4.0%	Index: 107

Benchmark: Alberta

(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | In-Store Department, Grocery, Conv. & Drug Retailers

Trade Area: Lethbridge, AB (CY)

Household Population 12+: 88,601

TOP DEPARTMENT STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Canadian Tire	64.3% Index: 105	Giant Tiger	14.6% Index: 141
Walmart/Walmart Supercentres	63.4% Index: 103	Canadian Tire	64.3% Index: 105
Costco	52.1% Index: 98	Walmart/Walmart Supercentres	63.4% Index: 103

TOP GROCERY STORES

Shopped, Past month

Ranked by Volume		Ranked by Index	
Walmart/Walmart Supercentres	49.2% Index: 107	Fine food stores/butcher shops	10.0% Index: 142
Drug stores	44.8% Index: 105	Metro	0.4% Index: 131
Real Canadian/Atlantic Superstore	41.2% Index: 97	IGA/Foodland	7.2% Index: 119

TOP CONVENIENCE STORES

Shopped, Past month

Ranked by Volume		Ranked by Index	
Gas station convenience stores	32.2% Index: 100	Other	7.9% Index: 106
7-Eleven	23.7% Index: 95	Gas station convenience stores	32.2% Index: 100
Circle K/Couche-Tard	12.6% Index: 90	7-Eleven	23.7% Index: 95

TOP DRUG STORES

Shopped, Past month

Ranked by Volume		Ranked by Index	
Shoppers Drug Mart/Pharmaprix	49.8% Index: 96	Pharmasave	6.6% Index: 119
Grocery stores	35.0% Index: 106	Grocery stores	35.0% Index: 106
Big box/warehouse stores	18.0% Index: 92	Natural health product stores	4.5% Index: 104

Benchmark: Alberta

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | Online Department, Grocery, Conv. & Drug Retailers

Trade Area: Lethbridge, AB (CY)

Household Population 12+: 88,601

TOP DEPARTMENT STORES

Shopped, Past Year

Ranked by Volume			Ranked by Index		
Amazon.com/Amazon.ca	59.8%	Index: 94	Giant Tiger (!)	1.0%	Index: 132
Canadian Tire	9.8%	Index: 97	Canadian Tire	9.8%	Index: 97
Costco	9.0%	Index: 78	Amazon.com/Amazon.ca	59.8%	Index: 94

TOP GROCERY STORES

Shopped, Past Month

Ranked by Volume			Ranked by Index		
Walmart/Walmart Supercentres	6.1%	Index: 85	M&M Food Market (!)	1.3%	Index: 180
Real Canadian/Atlantic Superstore	5.7%	Index: 98	Loblaws (!)	1.1%	Index: 165
Big box/warehouse stores	3.4%	Index: 87	Metro	0.1%	Index: 159

TOP DRUG STORES

Shopped, Past Month

Ranked by Volume			Ranked by Index		
Grocery stores	2.2%	Index: 88	Jean Coutu (!)	0.0%	Index: 100
Big box/warehouse stores	1.7%	Index: 77	Grocery stores	2.2%	Index: 88
Shoppers Drug Mart/Pharmaprix	1.5%	Index: 77	Shoppers Drug Mart/Pharmaprix	1.5%	Index: 77

Benchmark: Alberta

(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | In-Store Specialty Retailers

Trade Area: Lethbridge, AB (CY)

Household Population 12+: 88,601

TOP PET SUPPLY STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
PetSmart	23.9% Index: 96	Veterinarian office	17.1% Index: 121
Pet Valu	19.7% Index: 117	Pet Valu	19.7% Index: 117
Veterinarian office	17.1% Index: 121	Grocery stores	16.8% Index: 116

TOP BOOK STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Chapters/Indigo	37.8% Index: 95	Coles	5.7% Index: 150
Big box/warehouse stores	19.7% Index: 91	Department/grocery/drug stores	19.4% Index: 103
Department/grocery/drug stores	19.4% Index: 103	Chapters/Indigo	37.8% Index: 95

TOP OFFICE/STATIONARY STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Staples	53.0% Index: 98	Department stores	11.6% Index: 111
Big box/warehouse stores	18.7% Index: 103	Big box/warehouse stores	18.7% Index: 103
Department stores	11.6% Index: 111	Staples	53.0% Index: 98

TOP OPTICAL STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Big box/warehouse stores	7.1% Index: 88	Department stores	4.4% Index: 124
FYidoctors/Visique	4.7% Index: 103	FYidoctors/Visique	4.7% Index: 103
Department stores	4.4% Index: 124	Pearle Vision (!)	1.3% Index: 91

Benchmark: Alberta

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | Online Specialty Retailers

Trade Area: Lethbridge, AB (CY)

Household Population 12+: 88,601

TOP PET SUPPLY STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
PetSmart	1.8% Index: 77	Pet Valu (!)	0.8% Index: 97
Pet Valu (!)	0.8% Index: 97	PetSmart	1.8% Index: 77
Grocery stores (!)	0.5% Index: 64	Grocery stores (!)	0.5% Index: 64

TOP BOOK STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Amazon.com/Amazon.ca	42.9% Index: 94	eBook stores (any)	8.7% Index: 98
Chapters/Indigo	16.8% Index: 96	Chapters/Indigo	16.8% Index: 96
eBook stores	8.7% Index: 98	Big box/warehouse stores	3.3% Index: 96

TOP OFFICE/STATIONARY STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Staples	8.1% Index: 85	Department stores (!)	0.5% Index: 92
Big box/warehouse stores	1.4% Index: 57	Staples	8.1% Index: 85
Online/Internet office stores	1.3% Index: 58	Online/Internet office stores	1.3% Index: 58

Benchmark: Alberta

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

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

Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | In-Store Household Retailers

Trade Area: Lethbridge, AB (CY)

Household Population 12+: 88,601

TOP FURNITURE/APPLIANCE STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Ikea	29.3% Index: 91	La-Z-Boy Furniture Galleries	3.0% Index: 116
Electronics stores	19.1% Index: 97	Department stores	14.6% Index: 116
Department stores	14.6% Index: 116	Electronics stores	19.1% Index: 97

TOP HOME ELECTRONICS STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Best Buy	36.0% Index: 98	The Source	9.8% Index: 115
Staples	33.8% Index: 98	Best Buy	36.0% Index: 98
Big box/warehouse stores	15.5% Index: 92	Staples	33.8% Index: 98

TOP HOME IMPROVEMENT STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Canadian Tire	57.4% Index: 100	Home Hardware	18.9% Index: 117
Home Depot	52.6% Index: 96	BMR	1.4% Index: 111
Lowe's Home Improvement	24.1% Index: 88	Independent hardware stores	4.0% Index: 104

TOP TOYS/GAMES/LEARNING STORES

Shopped, Past year

Ranked by Volume		Ranked by Index	
Toys 'R Us/Babies 'R Us	16.8% Index: 100	Department stores	12.8% Index: 123
Book stores	15.6% Index: 85	Mastermind	9.5% Index: 100
EB Games	15.3% Index: 98	Toys 'R Us/Babies 'R Us	16.8% Index: 100

Benchmark: Alberta

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | Online Household Retailers

Trade Area: Lethbridge, AB (CY)

Household Population 12+: 88,601

TOP FURNITURE/APPLIANCE STORES

Shopped, Past year

Ranked by Volume			Ranked by Index		
Wayfair.ca	7.7%	Index: 85	Leon's (!)	0.8%	Index: 127
Electronics stores	7.4%	Index: 100	Online/Internet mattress stores	2.9%	Index: 121
Ikea	5.3%	Index: 84	Department stores	3.2%	Index: 112

TOP HOME ELECTRONICS STORES

Shopped, Past year

Ranked by Volume			Ranked by Index		
Best Buy	15.6%	Index: 109	The Source	2.4%	Index: 126
Apple	9.6%	Index: 84	Best Buy	15.6%	Index: 109
Staples	6.0%	Index: 87	Staples	6.0%	Index: 87

TOP HOME IMPROVEMENT STORES

Shopped, Past year

Ranked by Volume			Ranked by Index		
Canadian Tire	7.8%	Index: 98	Canadian Tire	7.8%	Index: 98
Wayfair.ca	5.5%	Index: 80	Lighting stores(!)	0.4%	Index: 98
Home Depot	4.6%	Index: 75	Wayfair.ca	5.5%	Index: 80

TOP TOYS/GAMES/LEARNING STORES

Shopped, Past year

Ranked by Volume			Ranked by Index		
Book stores	5.1%	Index: 98	EB Games	4.2%	Index: 135
EB Games	4.2%	Index: 135	Mastermind	2.0%	Index: 98
Toys 'R Us/Babies 'R Us	3.1%	Index: 89	Book stores	5.1%	Index: 98

Benchmark: Alberta

(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | Restaurant Types (A)

Trade Area: Lethbridge, AB (CY)

Household Population 12+: 88,601

TOP RESTAURANT FOOD TYPES

Ordered, Past year

Ranked by Volume		Ranked by Index	
Pizza restaurants	60.3% Index: 102	Breakfast style restaurant	34.6% Index: 105
Asian restaurants	49.0% Index: 100	Sub/sandwich restaurants	42.8% Index: 103
Sub/sandwich restaurants	42.8% Index: 103	Pizza restaurants	60.3% Index: 102

TOP RESTAURANT SERVICE TYPES

Ordered, Past year

Ranked by Volume		Ranked by Index	
Casual/family dining restaurants	49.6% Index: 104	Other types of restaurants	19.9% Index: 124
Food courts	42.3% Index: 101	Casual/family dining restaurants	49.6% Index: 104
Formal dine-in restaurants	35.5% Index: 95	Food courts	42.3% Index: 101

TOP FOOD ORDERING METHODS *Ordered, Past year*

Ranked by Volume		Ranked by Index	
Take Out	60.3% Index: 102	Home Delivery	27.1% Index: 107
Drive Through	52.2% Index: 100	Take Out	60.3% Index: 102
Eat In Restaurant	44.1% Index: 95	Drive Through	52.2% Index: 100

Benchmark: Alberta

(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | Restaurant Types (B)

Trade Area: Lethbridge, AB (CY)

Household Population 12+: 88,601

TOP RESTAURANTS

Visited/Ordered, Past Year

Ranked by Volume		Ranked by Index	
Boston Pizza	37.0% Index: 97	Jack Astor's	0.2% Index: 131
Other casual/family restaurants	26.7% Index: 102	East Side Mario's	3.8% Index: 103
The Keg	18.5% Index: 100	Other casual/family restaurants	26.7% Index: 102

TOP FAST FOOD RESTAURANTS

Visited/Ordered, Past Month

Ranked by Volume		Ranked by Index	
McDonald's	49.2% Index: 95	Mr. Sub	3.4% Index: 147
A&W	39.6% Index: 105	Taco Time	5.5% Index: 129
Subway	31.1% Index: 105	Burger King	13.3% Index: 110

TOP COFFEE/DONUT SHOPS *Visited/Ordered Past Month*

Ranked by Volume		Ranked by Index	
Tim Hortons	54.1% Index: 99	Tea stores	1.3% Index: 107
McCafé/McDonald's	29.6% Index: 101	McCafé/McDonald's	29.6% Index: 101
Starbucks	21.1% Index: 85	Tim Hortons	54.1% Index: 99

Benchmark: Alberta

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.com/Envision/About/1/2023)

(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

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

Opticks eShopper | Online Usage

Trade Area: Lethbridge, AB (CY)

Total Household Population 18+: 80,974

TOP ONLINE DAILY USAGE*

80.7%

Index:99

Email

INFORMATION GATHERING*

60.4%

Index:95

Vacation / travel via computer

RETAIL PRODUCT RESEARCHED ONLINE - TOP 2*

52.9%

Index:99

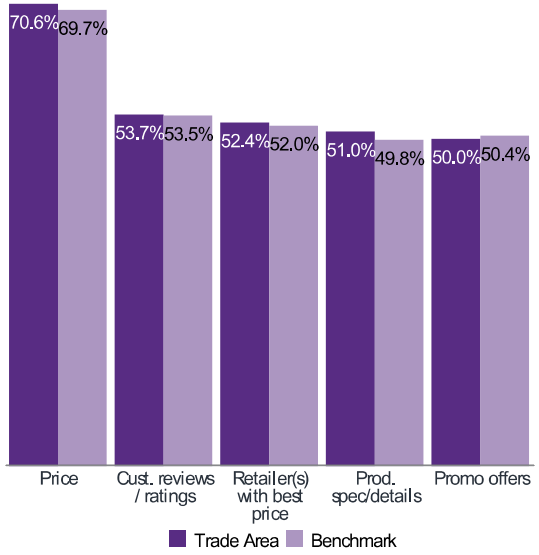
Vacation / travel

42.5%

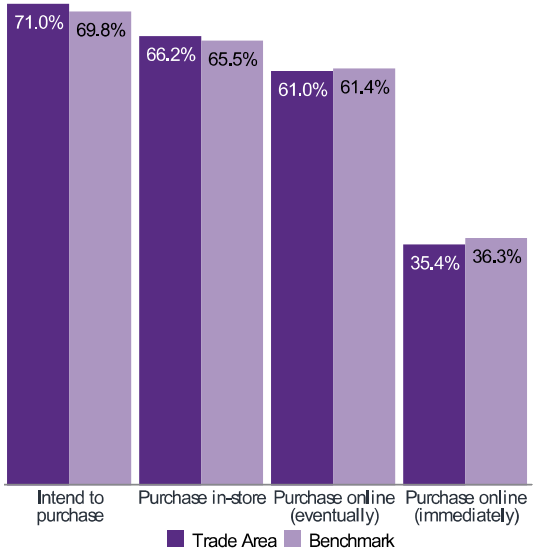
Index:100

Home Electronics & Computers

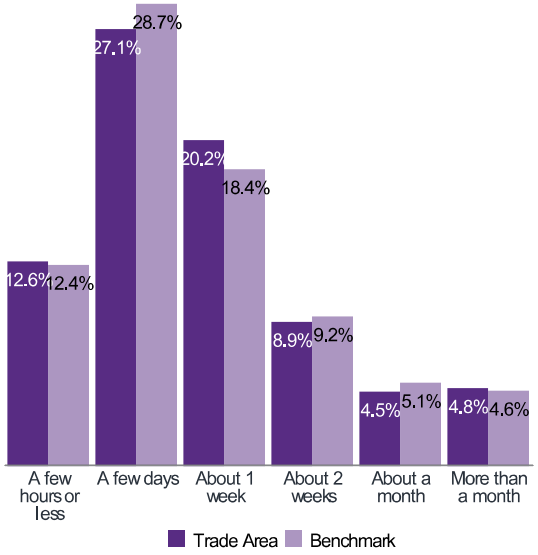
ONLINE SOURCES FOR PRODUCT INFO*



ACTION AFTER ONLINE RESEARCH



TIME BETWEEN RESEARCH & PURCHASE



Benchmark: Alberta

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

Ranked by percent with minimum 5% composition.

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

Opticks eShopper | Purchase Preferences

Trade Area: Lethbridge, AB (CY)

Total Household Population 18+: 80,974

PURCHASE DECISION FACTORS

86.3%
Index:102

Price

ONLINE PURCHASE PREFERENCE

15.6%
Index:87

Event tickets via Mobile Phone

CUSTOMER SERVICE ONLINE

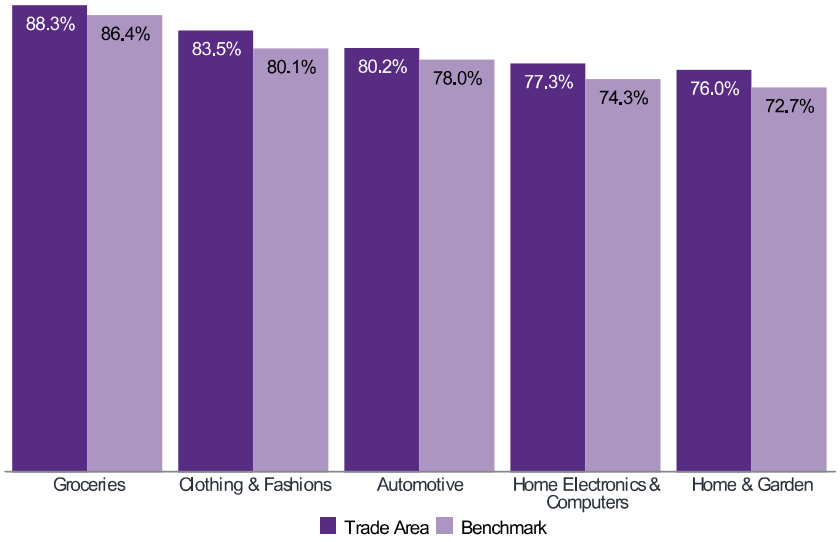
24.1%
Index:87

Vacation / travel

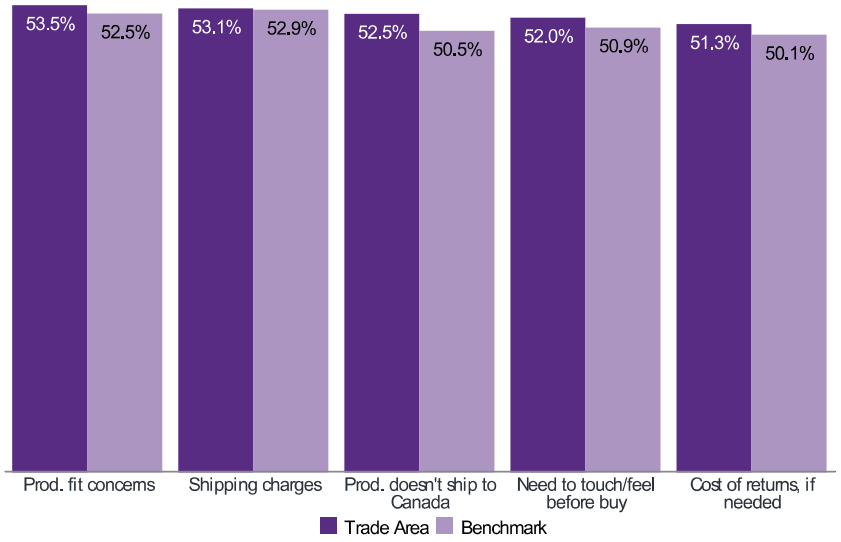
FORM OF PAYMENT ONLINE

Debit Card	7.0%	Index:119
Credit Card	59.1%	Index:96
Third Party	4.6%	Index:94

IN-STORE PURCHASE PREFERENCE - Top 5



IN-STORE PURCHASE REASON - Top 5



Benchmark: Alberta

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

Ranked by percent with minimum 5% composition.

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Retail Channel & Attitudes

Trade Area: Lethbridge, AB (CY)

Total Household Population 18+: 80,974

RETAIL STORE CHOICE FACTOR*

79.8%

Index:102

Promotions/Deals

SEARCH STORE LOCATION

48.4%

Index:97

Using phone navigation app

MARKETING RESPONDED TO*

22.9%

Index:92

Ads that show from search/related click through content

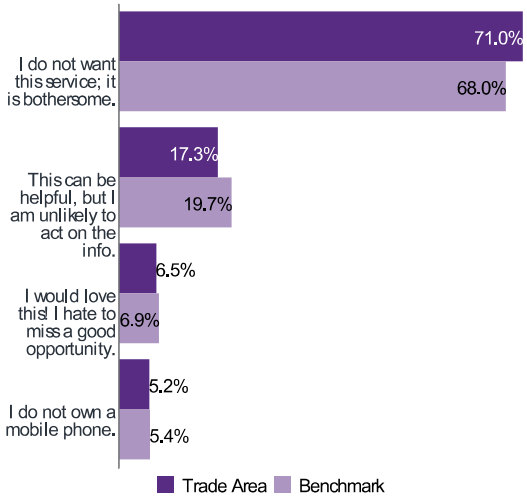
RETAILER PROD./PROMO INFO*

65.2%

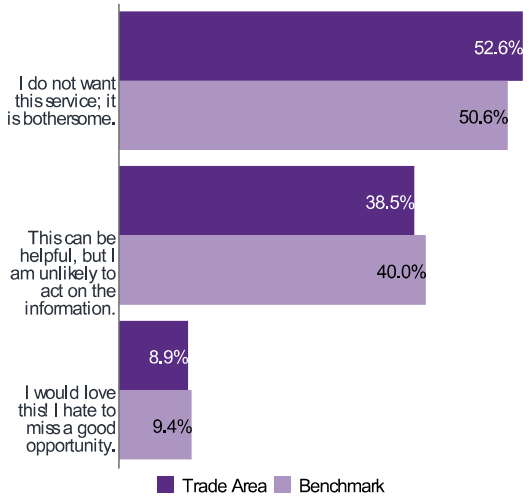
Index:101

En-route to retailer: Email

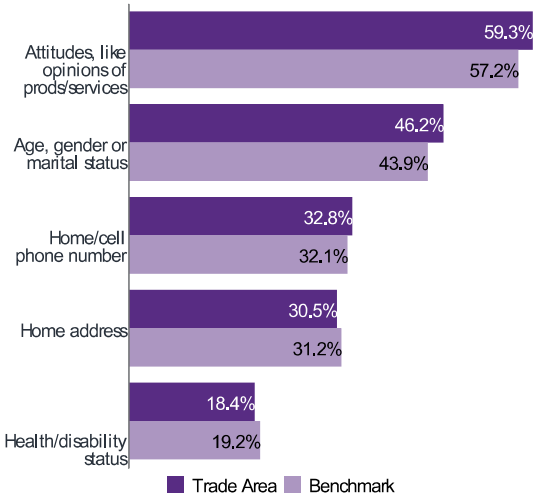
RECEIVING A TEXT MESSAGE WHEN NEAR STORE SELLING PRODUCT OF INTEREST



RECEIVING INFO ON PRODUCTS/PROMOS BASED ON PAST PURCHASE EXPERIENCE



COMFORTABLE SHARING ONLINE WITH RETAILER/MANUFACTURER - TOP 5*



Benchmark: Alberta

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

**Ranked by percent with minimum 5% composition.*

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

Opticks eShopper | Online Shopping Attitudes

Trade Area: Lethbridge, AB (CY)

Total Household Population 18+: 80,974

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

% Comp 88.5 **Index** 101

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

% Comp 44.5 **Index** 94

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

% Comp 84.2 **Index** 99

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

% Comp 35.1 **Index** 93

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

% Comp 57.1 **Index** 94

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

% Comp 27.6 **Index** 89

Benchmark: Alberta

Ranked by percent composition.

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

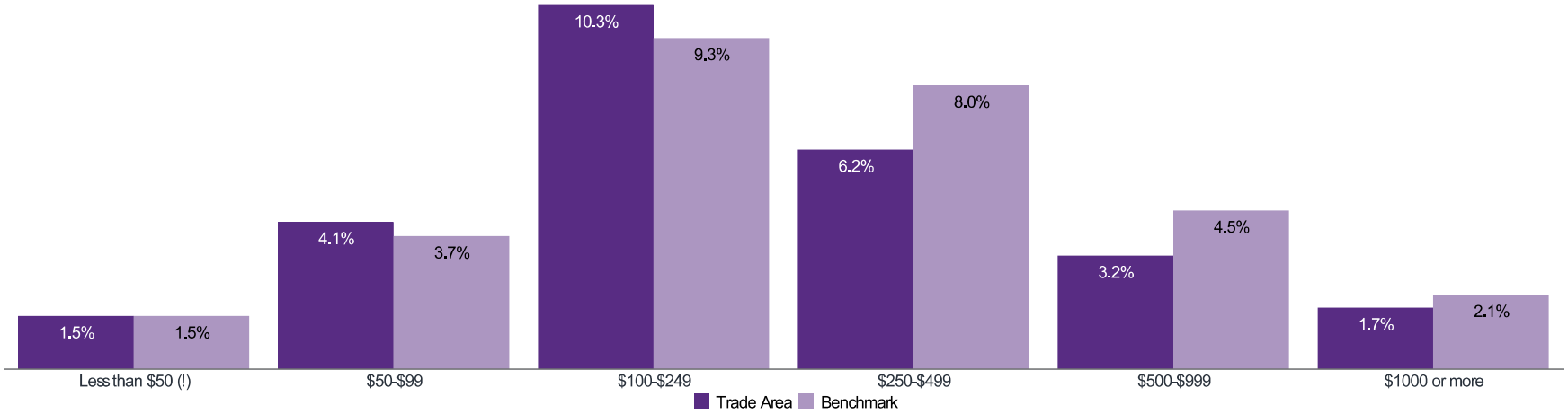
Trade Area: Lethbridge, AB (CY)

Total Household Population 18+: 80,974

BEHAVIOURAL PREFERENCES BY CHANNEL

CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	70.3% Index:105	31.2% Index:92	10.8% Index:81	1.9% Index:92
Purchase preference	83.5% Index:104	24.9% Index:92	8.1% Index:76	1.6% Index:95
Customer Service	70.6% Index:104	12.4% Index:85	3.8% Index:73	18.2% Index:101

AMOUNT SPENT *Past 12 months*



Benchmark: Alberta

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home Electronics & Computers Deep Dive

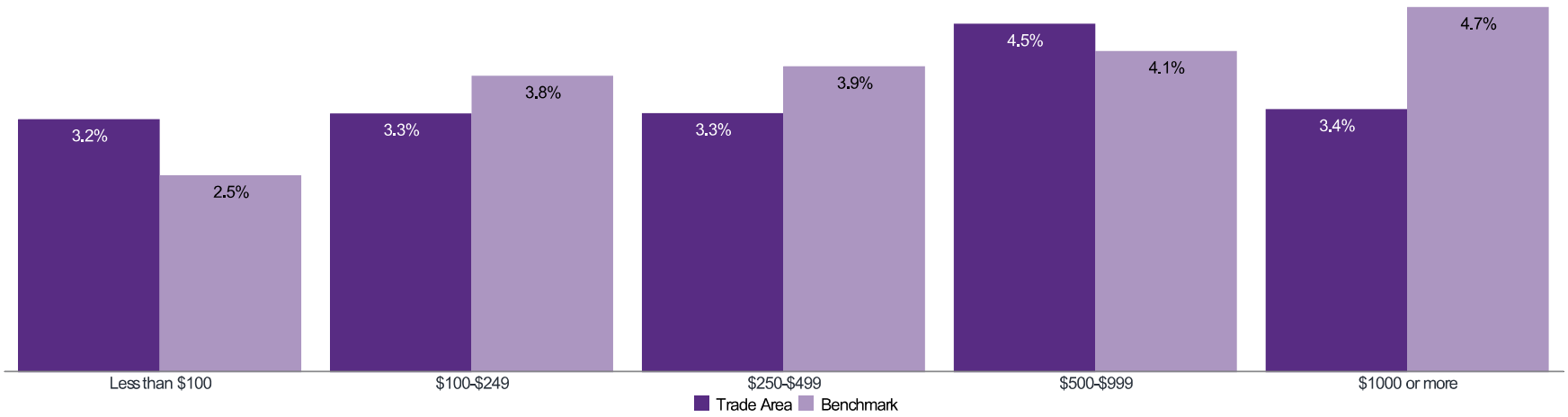
Trade Area: Lethbridge, AB (CY)

Total Household Population 18+: 80,974

BEHAVIOURAL PREFERENCES BY CHANNEL

HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	61.2% Index:107	43.9% Index:92	14.8% Index:93	6.9% Index:108
Purchase preference	77.3% Index:104	32.0% Index:104	7.9% Index:73	5.0% Index:109
Customer Service	66.1% Index:104	17.6% Index:91	6.2% Index:92	32.1% Index102

AMOUNT SPENT *Past 12 months*



Benchmark: Alberta

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive

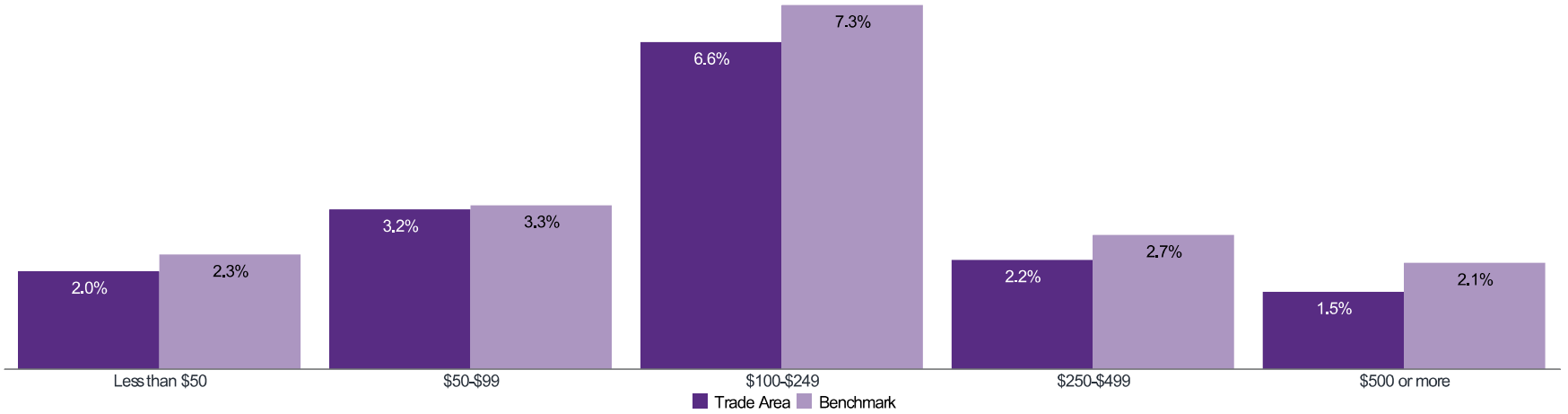
Trade Area: Lethbridge, AB (CY)

Total Household Population 18+: 80,974

BEHAVIOURAL PREFERENCES BY CHANNEL

GIFT CARDS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	57.4% Index:110	23.6% Index:81	8.0% Index:81	2.6% Index:120
Purchase preference	67.3% Index:108	23.6% Index:82	6.2% Index:74	2.1% Index:95
Customer Service	51.8% Index:109	14.7% Index:88	4.0% Index:75	22.4% Index:90

AMOUNT SPENT *Past 12 months*



Benchmark: Alberta

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Groceries Deep Dive

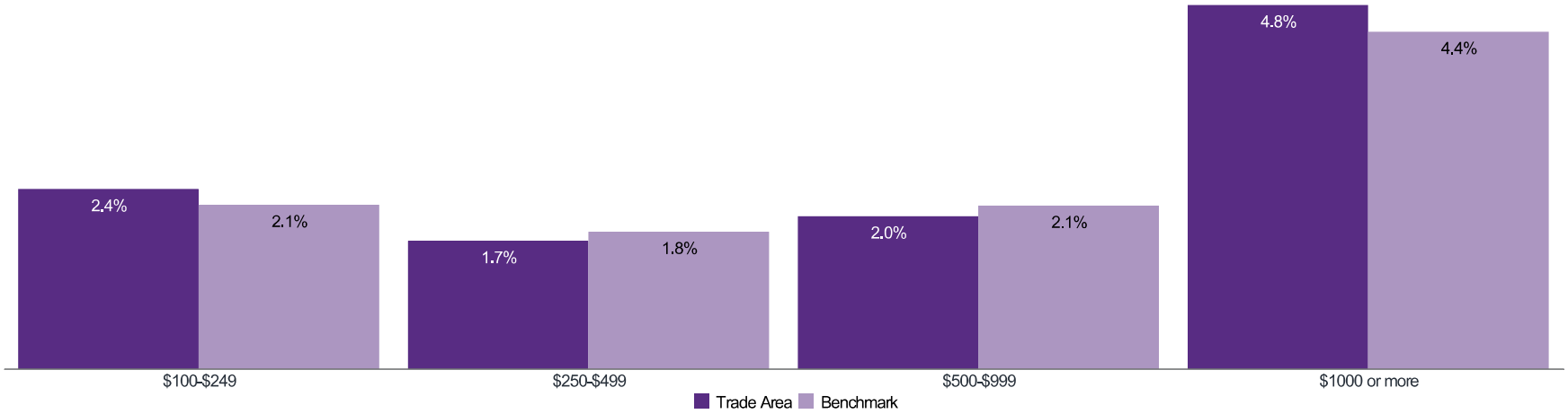
Trade Area: Lethbridge, AB (CY)

Total Household Population 18+: 80,974

BEHAVIOURAL PREFERENCES BY CHANNEL

GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	80.1% Index:104	14.8% Index:87	6.5% Index:85	1.8% Index:88
Purchase preference	88.3% Index:102	10.7% Index:91	3.9% Index:76	1.1% Index:76
Customer Service	79.3% Index:104	6.5% Index:88	1.9% Index:74	14.4% Index:104

AMOUNT SPENT *Past 12 months*



Benchmark: Alberta

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Beauty & Cosmetics Deep Dive

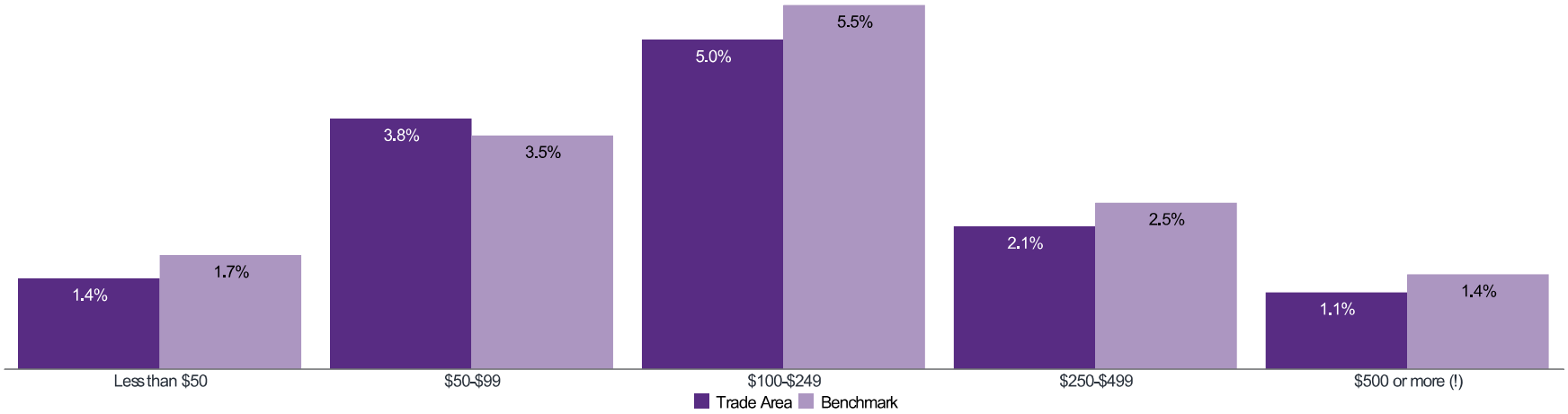
Trade Area: Lethbridge, AB (CY)

Total Household Population 18+: 80,974

BEHAVIOURAL PREFERENCES BY CHANNEL

BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	42.2% Index:103	17.3% Index:88	6.4% Index:74	1.8% Index:78
Purchase preference	51.5% Index:102	15.0% Index:89	4.7% Index:76	1.7% Index:87
Customer Service	43.8% Index:103	8.5% Index:86	1.6% Index:54	12.2% Index:96

AMOUNT SPENT *Past 12 months*



Benchmark: Alberta

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home & Garden Deep Dive

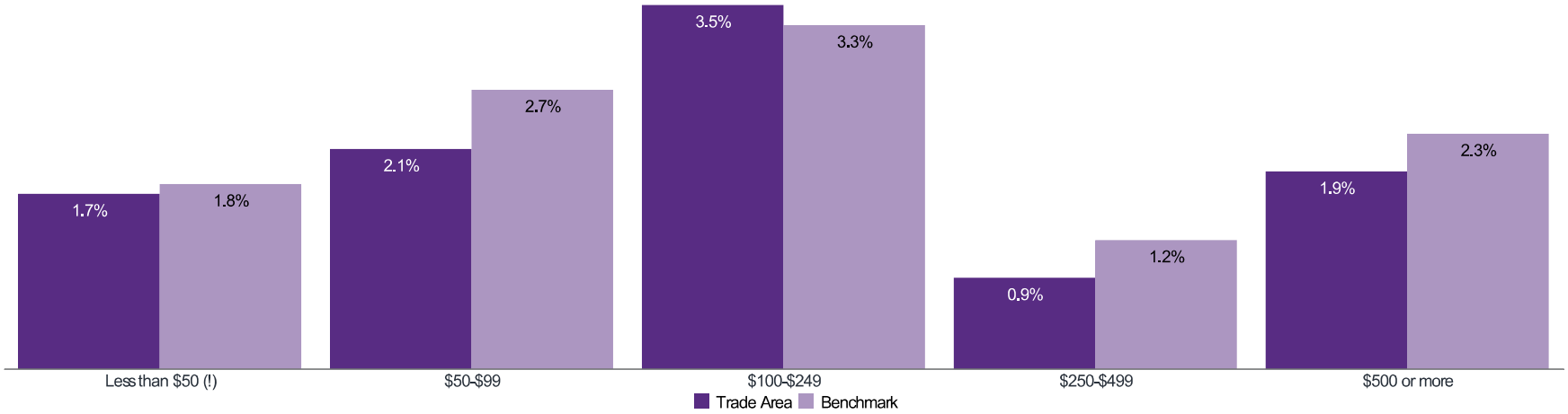
Trade Area: Lethbridge, AB (CY)

Total Household Population 18+: 80,974

BEHAVIOURAL PREFERENCES BY CHANNEL

HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	61.6% Index:105	27.3% Index:90	64.5% Index:96	3.3% Index:99
Purchase preference	76.0% Index:102	17.3% Index:92	5.3% Index:86	1.7% Index:116
Customer Service	64.5% Index:106	9.5% Index:87	2.6% Index:71	19.0% Index:100

AMOUNT SPENT *Past 12 months*



Benchmark: Alberta

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Sporting Goods Deep Dive

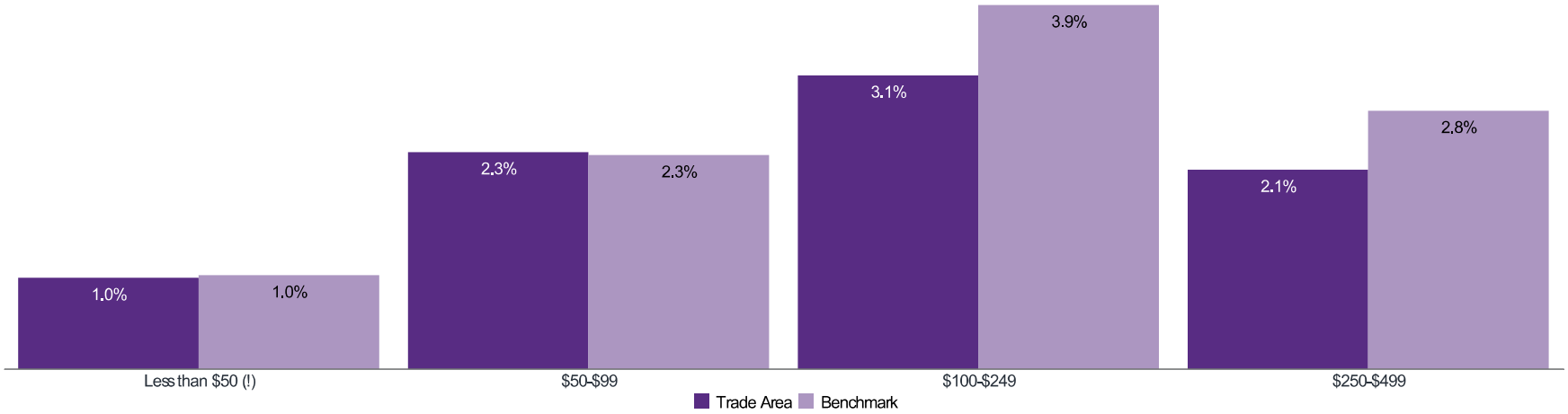
Trade Area: Lethbridge, AB (CY)

Total Household Population 18+: 80,974

BEHAVIOURAL PREFERENCES BY CHANNEL

SPORTING GOODS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	49.3% Index:106	26.3% Index:90	8.9% Index:82	3.9% Index:114
Purchase preference	57.8% Index:102	18.9% Index:94	6.5% Index:86	2.8% Index:113
Customer Service	51.4% Index:103	9.5% Index:84	2.7% Index:70	16.2% Index:91

AMOUNT SPENT *Past 12 months*



Benchmark: Alberta

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Vacation/Travel Deep Dive

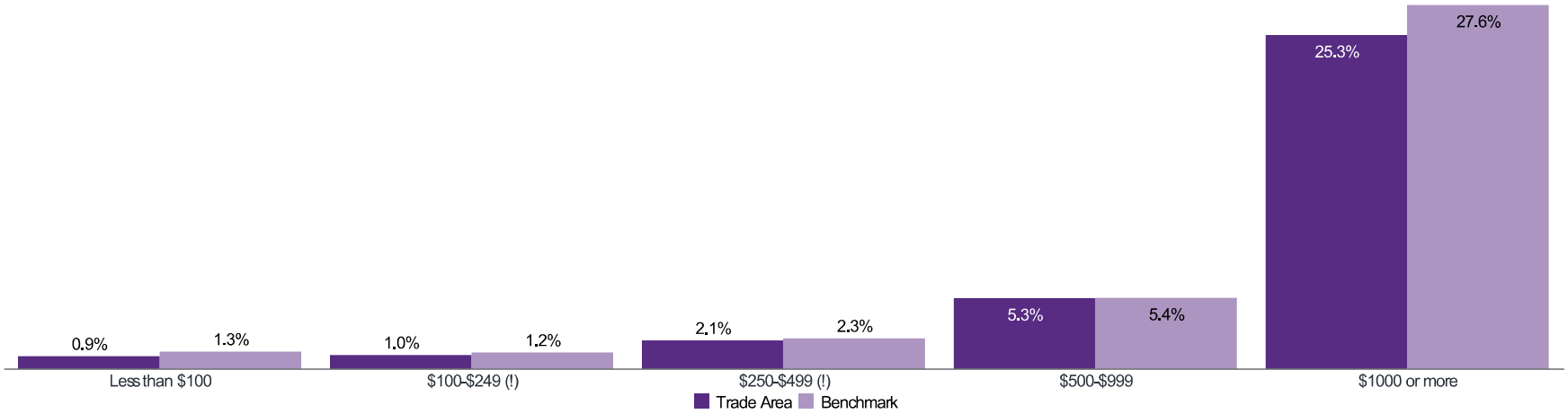
Trade Area: Lethbridge, AB (CY)

Total Household Population 18+: 80,974

BEHAVIOURAL PREFERENCES BY CHANNEL

VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	23.1% Index:118	60.4% Index:95	18.0% Index:90	16.4% Index:100
Purchase preference	57.8% Index:113	53.3% Index:93	14.6% Index:92	18.4% Index:103
Customer Service	36.3% Index:109	24.1% Index:87	6.9% Index:84	42.6% Index:96

AMOUNT SPENT *Past 12 months*



Benchmark: Alberta

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Online Product Research

Trade Area: Lethbridge, AB (CY)

Total Household Population 18+: 80,974

RESEARCH SOURCES BY PRODUCT CATEGORY

	CLOTHING/FASHION	EVENT TICKETS	SPORTING GOODS	VACATION/TRAVEL	GROCERIES
Retailer's Website	21.4% Index:94	14.0% Index:90	12.8% Index:89	20.9% Index:92	14.8% Index:92
Manufacturer's Website	10.0% Index:90	6.2% Index:85	10.0% Index:90	11.1% Index:93	3.8% Index:93
Comparison Shopping Website	3.7% Index:69	2.5% Index:81	4.8% Index:93	11.8% Index:90	3.7% Index:82
Amazon	8.1% Index:85	0.7% Index:75	6.6% Index:101	1.0% Index:68	2.5% Index:93
Social Media	2.4% Index:113	3.4% Index:104	2.4% Index:127	4.8% Index:100	N/A
None	3.7% Index:116	5.2% Index:120	2.6% Index:107	3.8% Index:125	3.7% Index:103

Benchmark: Alberta

Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics, ©2024 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(https://en.environicsanalytics.com/Envision/About/1/2023)

(!) Groceries - Social Media low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+