

MobileScapes | Visitor Summary

Ottawa Street BIA | Time Period: January 01, 2024 - December 31, 2024

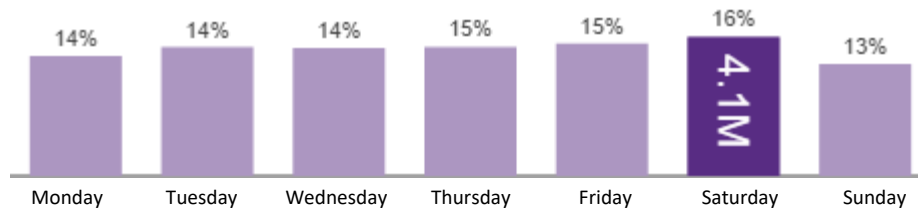
ENVIRONICS
ANALYTICS

Visitation Summary

1.2M	26.0M	21.1
Unique Visitors	Visits	Avg Visits per Visitor
102.7K	2.2M	72%
Avg Visitors per Month	Avg Visits per Month	are weekday visits
		are weekend visits

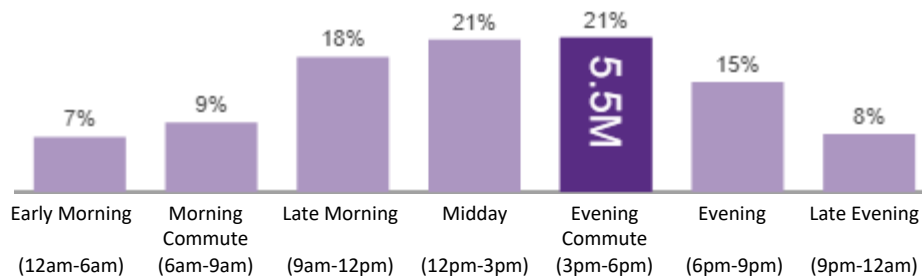
Visit Summary by Day of Week

% of Visits by Unique Visitors

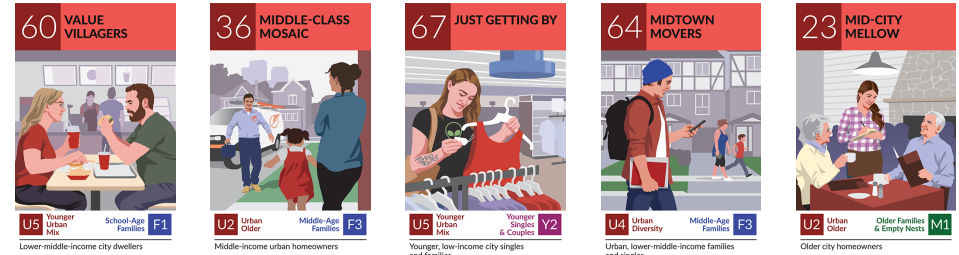


Visit Summary by Daypart

% of Visits by Unique Visitors



Top PRIZM® Segments by Volume of Visits



Top PRIZM®
Segments Represent:

35%
of unique visitors

51%
of visits

30.4
Visitation Rate

Demographic Summary of Unique Visitors

\$124K	35 - 44	46%
Average Household Income	Maintainer Age	Households with Children
4+ People	University	High
Household Size	Education	Cultural Diversity

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

Benchmark: Canada

Unique visitors and visits represent visitors and visits to the selected location(s) during the time period, excluding workers and residents and those without valid geocoding. Top PRIZM® segment(s) exclude those visits without a valid postal code

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MobileScapes | Geographic Distribution

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Geographic Summary, by Volume of Visits by Unique Visitors			
Top 15 FSAs with Visits			
Name	Visits	%	Household Population 15+
Total	26.0M	100%	18.3M
L8L (Hamilton, ON)	5,285,456	20.3%	28,775
L8H (Hamilton, ON)	3,385,004	13.0%	24,746
L8M (Hamilton, ON)	2,165,159	8.3%	12,690
L8K (Hamilton, ON)	1,705,489	6.6%	28,278
L8E (Hamilton, ON)	1,213,586	4.7%	40,656
L8N (Hamilton, ON)	757,855	2.9%	13,173
L9C (Hamilton, ON)	752,360	2.9%	37,352
L8P (Hamilton, ON)	724,407	2.8%	22,648
L9G (Hamilton, ON)	704,123	2.7%	23,113
L8V (Hamilton, ON)	643,749	2.5%	18,830
LOR (Binbrook, ON)	614,275	2.4%	60,758
L8T (Hamilton, ON)	527,397	2.0%	18,941
L8J (Hamilton, ON)	506,944	1.9%	27,106
L8R (Hamilton, ON)	418,926	1.6%	11,460
L9B (Hamilton, ON)	416,244	1.6%	23,923
Other FSAs	6.2M	23.8%	17.9M

Catchment Area Summary

35% of visits are from within 3KM

70% of visits are from within 8KM

Unique visitors and visits represent visitors and visits to the selected location(s) during the time period, excluding workers and residents and those without valid geocoding.
Total visits can exceed the household population 15+ within an FSA as visits are counted daily.