Retail Category Selection Report

STRATA

October 2023

Geography

Location

TA Type Name	Trade Area Name
T5 Large Neigbourho..	Mill Bay, Mill Bay Centre ,BC

Filters

Trade Area Selected

Trade Area Points All

Trade Area Labels Selected

Figure 1: Trade Area Map

Trade Area Type
- ■ T1 Super Regional
- ■ T2 Regional
- ■ T3 Large Community
- ■ T4 Small Community
- ■ T5 Large Neigbourhood
- ■ T6 Medium Neighbourhood
- ■ T7 Small Neighbourhood

Mill Bay Centre

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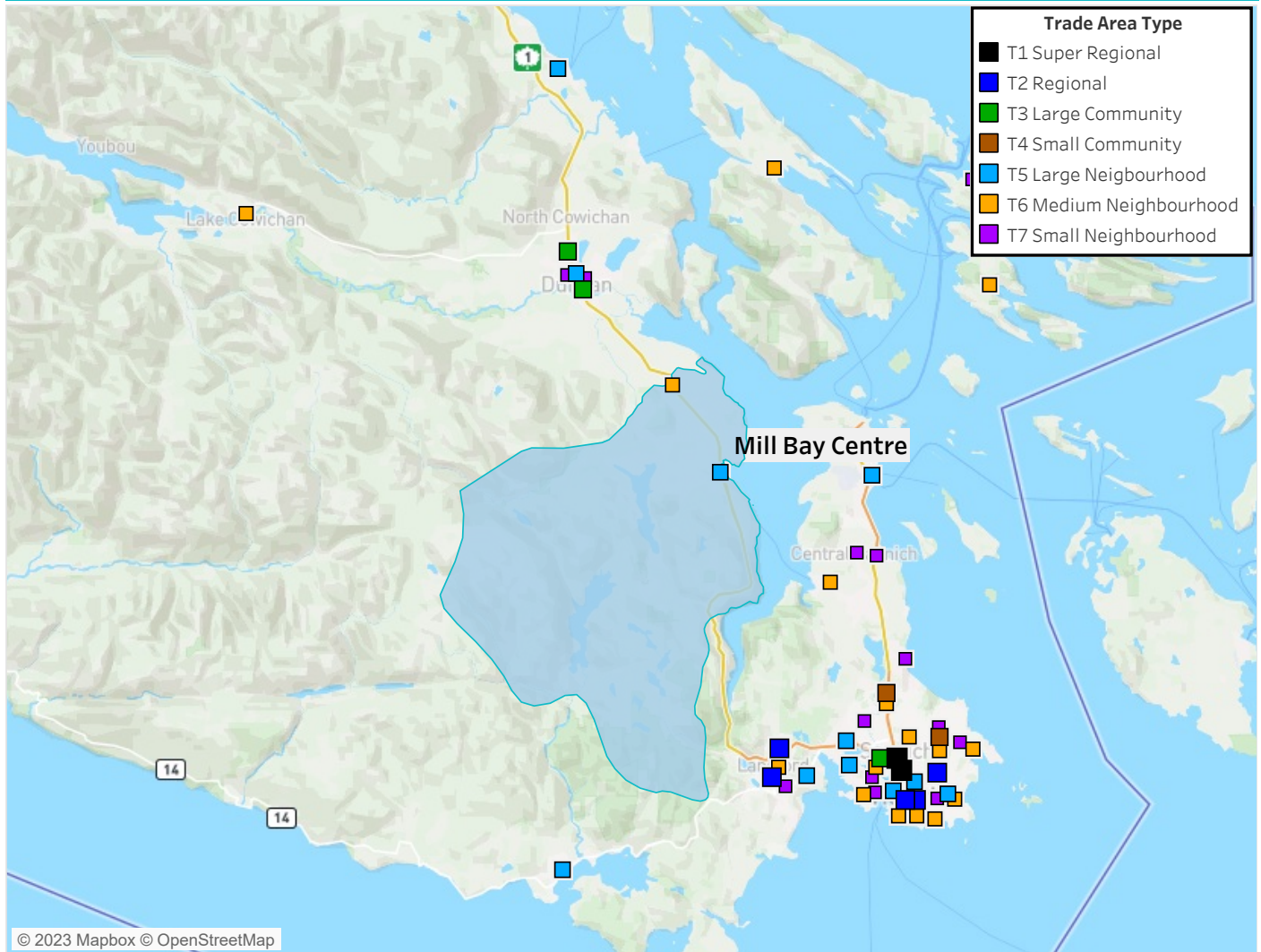
How to Read: Figure 1 shows the trade area for the retail category selection report. The legend shows 7 trade area types beginning with the largest (T1 Super Regional) to the smallest (T7 Small Neighbourhood). Note that although only one trade area is shown, other surrounding trade area layers overlap the trade area under analysis. Each overlapping layer signifies a unique shopping layer and allows STRATA to explain consumer purchase behavior over mulitple trade area shopping centres. This is called consumer migration and STRATA accounts for this by statistically calibrating the flows to each trade area and adjusting consumer spend accordingly. This ensures that consumer spend is not double counted.

Figure 2: Retail Category Consumer Spend Variables

Shopping Frequency	Retail Category Group	Retail Category	Demand Variable (s)
Daily - Weekly	Financial	ATMs	W40.Home Mortgage
			W52.Vehicle Loans
	Recreation	Gyms	S218.Recreational Services
	Groceries	Grocery (<3k sq ft)	S5.Food From Stores w/o Costco
		Grocery (3-15k sq ft)	S5.Food From Stores w/o Costco
		Grocery (>15k sq ft)	S5.Food From Stores w/o Costco
	Restaurants	Restaurant Coffee	S14.Food From Restaurants
Weekly - Monthly	Financial	Banks	W40.Home Mortgage
			W52.Vehicle Loans
	Personal	Pharmacy	S161.Prescribed Med & Pharm
		Personal Care	S178.Personal Care Products
	Pets	Pet Supply	S66.Pets & Pet-Related Goods
		Pet Food Total	S65.Pet Food
		Pet Food Value	S65.Pet Food
		Pet Food Upscale	S65.Pet Food
	Recreation	Theatre	S220.Movie Theatres
	Fuel Station	Fuel Station	S144.Gas & Other Fuels
	Groceries	Liquor	S261.Alcohol from Stores
		Supplements	S163.Non-Prescribed Med, Supplies
		Cannabis	S258.Non-medical Cannabis
	Home Supply	Home Cleaning	S69.Detergent & Other Soaps
			S71.Other HH Cleaning Supplies
	Restaurants	Restaurant Total	S14.Food From Restaurants
		Restaurant Dining	S14.Food From Restaurants
		Restaurant Fast Food	S14.Food From Restaurants
		Restaurant Pizza	S14.Food From Restaurants
Monthly - Quarterly	Building Supply	Paint	S21.Tenant Repairs + Improve
			S26.Home Repair, Maint
		Lumber	S26.Home Repair, Maint
		Bldg Supply	S21.Tenant Repairs + Improve
			S26.Home Repair, Maint
		Tools	S99.Home Tools & Equip
	Clothing	Clothing Total	S107.Clothing & Accessories
		Clothing Value	S109.Female Clothing
			S111.Male Wear
			S115.Children Clothing
		Clothing Upscale	S109.Female Clothing
			S111.Male Wear
			S115.Children Clothing
		Clothing Female Total	S109.Female Clothing
		Clothing Female Value	S109.Female Clothing
		Clothing Female Upscale	S109.Female Clothing
		Clothing Male Total	S111.Male Wear
		Clothing Male Value	S111.Male Wear

How to Read: Figure 2 provides a listing of over 65 retail categories and the consumer spend or wealth variables used in the analysis. Data is summed for variables with more than one variable. Note that clothing categories are defined by both market spend variables (demand) and competitors (supply). Female, male, children, footwear and accessory categories are defined using various demand variables. In additon, clothing is further separated into Value and Upscale categories. Value clothing is clothing typically sold in big box stores while upscale clothing is typically sold in specific clothing chains. Petfood Value is petfood typically sold in grocery and/or big box stores and Petfood Upscale in chain stores. Furniture Value is furniture typically sold in big box department stores and Furniture Upscale in chain stores.Costco's food market share is removed from grocery demand using a purpose built Costco trade area layer.

Figure 2: Retail Category Consumer Spend Variables

Shopping Frequency	Retail Category Group	Retail Category	Demand Variable (s)
Monthly - Quarterly	Clothing	Clothing Male Upscale	S111.Male Wear
		Clothing Children Total	S115.Children Clothing
		Clothing Children Value	S115.Children Clothing
		Clothing Children Upscale	S115.Children Clothing
		Clothing Footwear Total	S110.Female Footwear
			S113.Male Footwear
			S116.Children Footwear
			S117.Athletic Footwear
		Clothing Footwear Value	S110.Female Footwear
			S113.Male Footwear
			S116.Children Footwear
			S117.Athletic Footwear
		Clothing Footwear Upscale	S110.Female Footwear
			S113.Male Footwear
			S116.Children Footwear
			S117.Athletic Footwear
		Clothing Acc Total	S118.Accessories
		Clothing Acc Value	S118.Accessories
		Clothing Acc Upscale	S118.Accessories
	Outdoor	Yard	S90.Other HH Furnishings
	Personal	Office Supply	S73.Stationery (Ex School)
			S74.Other Paper Supplies
		Books	S251.Books/E-Books (Excl School)
	Recreation	Toys	S258.Non-medical Cannabis
		Crafts	S196.Arts & Crafts
		Camp	S208.Other Rec Equip
		Hunt Fish	S208.Other Rec Equip
		Hunt Fish Camp	S208.Other Rec Equip
	Home Supply	Kitchen	S101.Non-Electric Kitchen Equip
Quarterly - Annually	Electronics	Home Entertain Equip	S210.Home Entertain Equip
		Computer Equip	S197.Computer Equip & Supplies
		TelCom	S58.Cell & Pager Services
		Phone Equip	S59.Telephone & Equip Purchase
	Financial	Insurance	S29.Home Insurance
			S140.Vehicle Insurance
		Life Insurance	S33.Mortgage Insurance
			S288.Life Insurance Premiums
		Tax Services	S271.Other Financial Services
		Wealth Management	W10.Financial Assets
	Personal	Jewelry	S119.Watches and Jewellery
		Eye Glasses	S170.Prescription Eye Wear
			S171.Non-Prescribed Eye Wear
	Recreation	Sports Equip	S193.Rec & Sports Equip & Related
	Vehicle	Vehicle Maint & Repair	S142.Vehicle Maint Repair

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Figure 2: Retail Category Consumer Spend Variables

Shopping Frequency	Retail Category Group	Retail Category	Demand Variable (s)
Quarterly - Annually	Vehicle	Vehicle Tires & Parts	S141.Tires, Batteries, Parts
		Vehicle Luxury OEM Supply	S141.Tires, Batteries, Parts
			S142.Vehicle Maint Repair
		Vehicle OEM Supply	S141.Tires, Batteries, Parts
			S142.Vehicle Maint Repair
	Home Furnishings	Appliances	S92.Appliances
		Furniture Total	S86.Furniture
		Furniture Value	S86.Furniture
		Furniture Upscale	S86.Furniture
		Mattress	S86.Furniture
	Home Supply	Bed and Bath	S89.Linens

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Figure 3: Retail Category Supply & Demand Analysis

Trade Area Type: T5 Large Neighbourhood
Trade Area Location: Mill Bay Centre, Mill Bay, BC
Trade Area Visibility: 8,375 Households. Score is 708.0 (Provincial benchmark)

Retail Category Group	Retail Category	TA Prov	Competitive Score (Supply) [Local Benchmark]	Adjusted Market Size Score (Demand) [Local Benchmark]	Adjusted Household Count
Building Supply	Bldg Supply	BC	0	374	4,078
	Lumber	BC	0	435	6,120
	Paint	BC	365	435	4,912
	Tools	BC	0	357	2,854
Clothing	Clothing Total	BC	304	417	1,173
	Clothing Acc Total	BC	417	470	1,843
	Clothing Acc Value	BC	443	574	4,188
	Clothing Acc Upscale	BC	0	513	1,843
	Clothing Value	BC	400	539	2,931
	Clothing Upscale	BC	0	487	1,675
	Clothing Children Total	BC	0	583	4,020
	Clothing Children Value	BC	0	609	5,025
	Clothing Children Upscale	BC	0	565	3,350
	Clothing Female Total	BC	0	539	2,345
	Clothing Female Value	BC	0	539	2,931
	Clothing Female Upscale	BC	0	478	1,591
	Clothing Footwear Total	BC	0	522	2,345
	Clothing Footwear Value	BC	0	600	5,025
	Clothing Footwear Upscale	BC	0	557	2,764
	Clothing Male Total	BC	0	565	3,434
	Clothing Male Value	BC	0	600	5,025
	Clothing Male Upscale	BC	0	539	2,848
Electronics	Computer Equip	BC	0	591	5,695
	Home Entertain Equip	BC	0	513	3,518
	Phone Equip	BC	0	530	3,685
	TelCom	BC	0	565	2,699
Financial	ATMs	BC	652	878	6,868
	Banks	BC	670	783	7,035
	Insurance	BC	713	557	5,711

Scale axes: Competitive Score: 0, 200, 400, 600, 800; Adjusted Market Size Score: 0, 200, 400, 600, 800; Adjusted Household Count: 0K, 5K, 10K

How to Read: Figure 3 provides an analysis of the underlying supply and demand factors of the trade area under analysis for each retail category using a score index between 0 and 1,000 benchmarked to the type of trade area within the province (i.e. Large Neighbourhood trade area in BC). Supply is defined as the total competitor square footage and demand by the variables in Figure 2. **Competitive Score [Local Bench]** provides a score of the total aggregated supply (total size of competitors) in the trade area. **Adjusted Market Size Score [Local Benchmark]** accounts for migration between shopping centres so that consumer spend or wealth is not double counted in the trade area. A score of 750 says the variable (supply or demand) is higher than 75 percent of other trade areas of the same type in the province (i.e. large neighbourhood trade areas in BC) and a score of 500 is average. When demand scores are higher than supply scores it means the consumer spend is outstripping competitor strength, which in turn is causing increased consumer migration to outside competing shopping centres and vise versa. **Adjusted Household Count** provides a practical estimate of the number of households that will purchase goods in the trade area for the retail category after accounting for migration. Note how household values change with the type of good: for more convenience goods like groceries, values are higher in neighbourhood trade area, but lower for shopping order goods like clothing where consumers travel to larger trade area shopping centres. Trade Area Visibility (located underneath the Figure 3 title) provides an overall visibility measurement for the trade area. It is defined as the total number of households within the trade area. It should not be confused with the actual market size. Trade Area Visibility households are not adjusted for consumer migration to purchase at other nearby competing shopping centres, while the adjusted market size is. The 0 to 1,000 score is benchmarked against all provincial trade areas.

Figure 3: Retail Category Supply & Demand Analysis
Trade Area Type: T5 Large Neighbourhood
Trade Area Location: Mill Bay Centre, Mill Bay, BC
Trade Area Visibility: 8,375 Households. Score is 708.0 (Provincial benchmark)

Retail Category Group	Retail Category	TA Prov	Competitive Score (Supply) [Local Benchmark]	Adjusted Market Size Score (Demand) [Local Benchmark]	Adjusted Household Count
Financial	Life Insurance	BC	670	557	5,398
	Tax Services	BC	374	748	8,375
	Wealth Management	BC	670	513	5,304
Fuel Station	Fuel Station	BC	357	713	8,375
Groceries	Grocery (<3k sq ft)	BC	365	478	5,111
	Cannabis	BC	383	513	6,120
	Grocery (3-15k sq ft)	BC	365	478	5,111
	Liquor	BC	391	687	8,375
	Grocery (>15k sq ft)	BC	365	478	5,111
	Supplements	BC	0	609	8,375
Home Furnishings	Appliances	BC	0	400	4,213
	Furniture Total	BC	0	565	4,439
	Furniture Value	BC	0	539	2,931
	Furniture Upscale	BC	0	609	6,700
	Mattress	BC	0	643	8,375
Home Supply	Bed and Bath	BC	322	478	1,926
	Home Cleaning	BC	104	452	4,196
	Kitchen	BC	339	548	4,188
Outdoor	Yard	BC	348	313	2,380
Personal	Books	BC	0	557	2,094
	Eye Glasses	BC	0	626	8,375
	Jewelry	BC	809	635	7,538
	Office Supply	BC	461	470	3,350
	Personal Care	BC	313	617	4,566
	Pharmacy	BC	652	643	5,414
Pets	Pet Food Total	BC	70	522	4,234
	Pet Food Value	BC	0	557	5,711
	Pet Food Upscale	BC	183	661	5,863
	Pet Supply	BC	174	591	4,606

Competitive Score axis: 0 200 400 600 800
Adjusted Market Size Score axis: 0 200 400 600 800
Adjusted Household Count axis: 0K 5K 10K

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Trade Area Location: Mill Bay Centre, Mill Bay, BC
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Retail Category Group	Retail Category	TA Prov	Competitive Score (Supply) [Local Benchmark]	Adjusted Market Size Score (Demand) [Local Benchmark]	Adjusted Household Count
Recreation	Crafts	BC	235	522	3,769
	Gyms	BC	0	643	6,282
	Sports Equip	BC	0	565	3,685
	Theatre	BC	0	626	8,375
	Toys	BC	409	435	2,094
	Camp	BC	0	574	7,538
	Hunt Fish	BC	0	574	7,538
	Hunt Fish Camp	BC	0	574	7,538
Restaurants	Restaurant Total	BC	574	696	4,439
	Restaurant Coffee	BC	609	791	6,114
	Restaurant Dining	BC	0	557	4,020
	Restaurant Fast Food	BC	609	783	5,193
	Restaurant Pizza	BC	339	748	8,375
Vehicle	Vehicle Maint & Repair	BC	296	713	8,375
	Vehicle Tires & Parts	BC	0	722	8,375
	Vehicle Luxury OEM Supply	BC	0	626	8,375
	Vehicle OEM Supply	BC	0	670	8,375

Competitive Score axis: 0   200   400   600   800
Adjusted Market Size Score axis: 0   200   400   600   800
Adjusted Household Count axis: 0K   5K   10K

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Figure 4: Retail Category Opportunity Analysis
Trade Area Type: T5 Large Neighbourhood
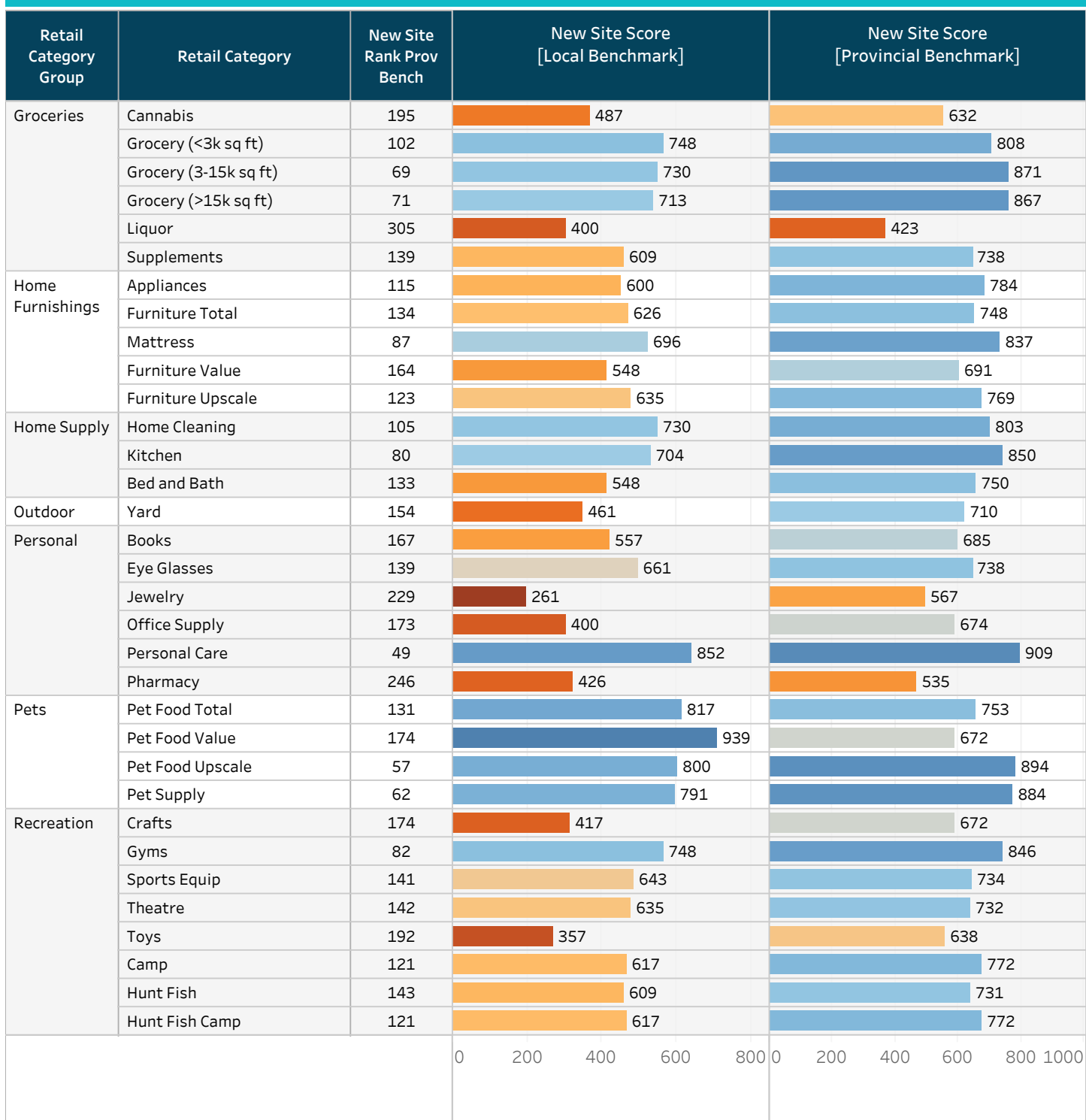Trade Area Location: Mill Bay Centre, Mill Bay, BC

Retail Category Group	Retail Category	New Site Rank Prov Bench	New Site Score [Local Benchmark]	New Site Score [Provincial Benchmark]
Building Supply	Bldg Supply	131	591	753
	Lumber	151	513	715
	Paint	185	496	651
	Tools	163	487	693
Clothing	Clothing Total	110	617	793
	Clothing Value	106	574	801
	Clothing Upscale	91	687	829
	Clothing Acc Total	150	461	717
	Clothing Acc Value	186	461	649
	Clothing Acc Upscale	131	600	753
	Clothing Children Total	97	635	818
	Clothing Children Value	133	643	750
	Clothing Children Upscale	135	583	746
	Clothing Female Total	73	704	863
	Clothing Female Value	139	600	738
	Clothing Female Upscale	135	591	746
	Clothing Male Total	62	730	884
	Clothing Male Value	123	652	769
	Clothing Male Upscale	92	678	827
	Clothing Footwear Total	92	643	827
	Clothing Footwear Value	132	617	751
	Clothing Footwear Upscale	104	652	805
Electronics	Computer Equip	147	600	723
	Home Entertain Equip	145	565	727
	Phone Equip	22	913	960
	TelCom	28	887	949
Financial	ATMs	233	574	560
	Banks	273	452	484
	Insurance	392	278	258
	Life Insurance	363	313	313
	Tax Services	270	365	490
	Wealth Management	374	296	292
Fuel Station	Fuel Station	193	643	636

How to Read: Figure 4 provides a ranking of new site revenue potential scores with values between 0 and 1,000 for each retail category. **New Site Rank Prov Bench** ranks the opportunity for the specfic retail category benchmarked across all trades within the province (i.e. BC). For example, a rank of 101 says there are 100 higher revenue opportunities for the retail category in BC. **New Site Score Local Benchmark:** New Site Revenue Potential score (0 to 1,000) is benchmarked against all trade areas with the same type in the province (i.e. Large Neighbourhoods in BC). **New Site Score Provincial Benchmark:** New Site Revenue Potential score (0 to 1,000) is benchmarked against all trade areas in the province (i.e. BC). A score of 750 says the trade area has a higher opportunity than 75% of the other similar trade area types (Local Score) in the province (local benchmark) and over the entire province (provincial benchmark). A good opportunity generally requires that both local and provincial benchmarked scores are over about 800 (80 percentile).

Figure 4: Retail Category Opportunity Analysis
Trade Area Type: T5 Large Neighbourhood
Trade Area Location: Mill Bay Centre, Mill Bay, BC

Retail Category Group	Retail Category	New Site Rank Prov Bench	New Site Score [Local Benchmark]	New Site Score [Provincial Benchmark]
Groceries	Cannabis	195	487	632
	Grocery (<3k sq ft)	102	748	808
	Grocery (3-15k sq ft)	69	730	871
	Grocery (>15k sq ft)	71	713	867
	Liquor	305	400	423
	Supplements	139	609	738
Home Furnishings	Appliances	115	600	784
	Furniture Total	134	626	748
	Mattress	87	696	837
	Furniture Value	164	548	691
	Furniture Upscale	123	635	769
Home Supply	Home Cleaning	105	730	803
	Kitchen	80	704	850
	Bed and Bath	133	548	750
Outdoor	Yard	154	461	710
Personal	Books	167	557	685
	Eye Glasses	139	661	738
	Jewelry	229	261	567
	Office Supply	173	400	674
	Personal Care	49	852	909
	Pharmacy	246	426	535
Pets	Pet Food Total	131	817	753
	Pet Food Value	174	939	672
	Pet Food Upscale	57	800	894
	Pet Supply	62	791	884
Recreation	Crafts	174	417	672
	Gyms	82	748	846
	Sports Equip	141	643	734
	Theatre	142	635	732
	Toys	192	357	638
	Camp	121	617	772
	Hunt Fish	143	609	731
	Hunt Fish Camp	121	617	772

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Figure 4: Retail Category Opportunity Analysis
Trade Area Type: T5 Large Neighbourhood
Trade Area Location: Mill Bay Centre, Mill Bay, BC

Retail Category Group	Retail Category	New Site Rank Prov Bench	New Site Score [Local Benchmark]	New Site Score [Provincial Benchmark]
Restaurants	Restaurant Total	218	496	588
	Restaurant Coffee	238	426	550
	Restaurant Dining	89	774	833
	Restaurant Fast Food	258	417	512
	Restaurant Pizza	102	687	808
Vehicle	Vehicle Maint & Repair	146	600	725
	Vehicle Tires & Parts	23	930	958
	Vehicle Luxury OEM Supply	140	643	736
	Vehicle OEM Supply	70	730	869

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Figure 5: Retail Category Analysis Detail
Trade Area Type: T5 Large Neighbourhood
Trade Area Location: Mill Bay Centre, Mill Bay, BC
Trade Area Visibility: 8,375 Households. Score is 708.0 (Provincial benchmark)

Retail Category Group	Retail Category	Comp Size Units	Comp Count by TA	Comp Size by TA	New Site Size	Adjust Market Size	Trade Area Adj HH Count	New Site Rev Potl	New Site Rank Prov Bench	Comp Score Local Bench	Adj Mkt Score Local Bench	New Site Score Local Bench	New Site Score Prov Bench
Building Supply	Bldg Supply	Sq Ft			9,872	6.7M	4,078	6.7M	131	0	374	591	753
	Lumber	Sq Ft			32,625	10.0M	6,120	10.0M	151	0	435	513	715
	Paint	Sq Ft	1	1,000	1,165	8.1M	4,912	4.4M	185	365	435	496	651
	Tools	Sq Ft			3,746	0.7M	2,854	0.7M	163	0	357	487	693
Clothing	Clothing Total	Sq Ft	1	350	7,205	4.4M	1,173	4.2M	110	304	417	617	793
	Clothing Acc Total	Sq Ft	1	350	968	0.5M	1,843	0.4M	150	417	470	461	717
	Clothing Acc Value	Sq Ft	1	350	497	1.1M	4,188	0.7M	186	443	574	461	649
	Clothing Acc Upscale	Sq Ft			1,206	0.5M	1,843	0.5M	131	0	513	600	753
	Clothing Value	Sq Ft	1	350	8,239	7.2M	2,931	6.9M	106	400	539	574	801
	Clothing Upscale	Sq Ft			6,788	4.1M	1,675	4.1M	91	0	487	687	829
	Clothing Children Total	Sq Ft			3,912	1.2M	4,020	1.2M	97	0	583	635	818
	Clothing Children Value	Sq Ft			6,171	1.5M	5,025	1.5M	133	0	609	643	750
	Clothing Children Upscale	Sq Ft			2,857	1.0M	3,350	1.0M	135	0	565	583	746
	Clothing Female Total	Sq Ft			4,288	2.9M	2,345	2.9M	73	0	539	704	863
	Clothing Female Value	Sq Ft			8,508	3.6M	2,931	3.6M	139	0	539	600	738
	Clothing Female Upscale	Sq Ft			3,505	2.0M	1,591	2.0M	135	0	478	591	746
	Clothing Footwear Total	Sq Ft			1,894	1.9M	2,345	1.9M	92	0	522	643	827
	Clothing Footwear Value	Sq Ft			2,096	4.1M	5,025	4.1M	132	0	600	617	751
	Clothing Footwear Upscale	Sq Ft			1,979	2.2M	2,764	2.2M	104	0	557	652	805
	Clothing Male Total	Sq Ft			2,937	3.1M	3,434	3.1M	62	0	565	730	884
	Clothing Male Value	Sq Ft			4,042	4.6M	5,025	4.6M	123	0	600	652	769
	Clothing Male Upscale	Sq Ft			2,681	2.6M	2,848	2.6M	92	0	539	678	827
Electronics	Computer Equip	Sq Ft			5,824	2.3M	5,695	2.3M	147	0	591	600	723
	Home Entertain Equip	Sq Ft			2,308	0.7M	3,518	0.7M	145	0	513	565	727
	Phone Equip	Sq Ft			727	0.7M	3,685	0.7M	22	0	530	913	960
	TelCom	Count			1	2.9M	2,699	2.9M	28	0	565	887	949
Financial	ATMs	Count	8	8	1	825.2M	6,868	91.7M	233	652	878	574	560
	Banks	Sq Ft	5	21,283	4,253	845.3M	7,035	140.8M	273	670	783	452	484
	Insurance	Count	10	10	1	16.0M	5,711	1.5M	392	713	557	278	258
	Life Insurance	Sq Ft	9	5	1	5.1M	5,398	0.8M	363	670	557	313	313

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Figure 5: Retail Category Analysis Detail
Trade Area Type: T5 Large Neighbourhood
Trade Area Location: Mill Bay Centre, Mill Bay, BC
Trade Area Visibility: 8,375 Households. Score is 708.0 (Provincial benchmark)

Retail Category Group	Retail Category	Comp Size Units	Comp Count by TA	Comp Size by TA	New Site Size	Adjust Market Size	Trade Area Adj HH Count	New Site Rev Potl	New Site Rank Prov Bench	Comp Score Local Bench	Adj Mkt Score Local Bench	New Site Score Local Bench	New Site Score Prov Bench
Financial	Tax Services	Sq Ft	1	2,000	950	3.4M	8,375	1.1M	270	374	748	365	490
	Wealth Management	Sq Ft	9	5	1	629.3M	5,304	100.7M	374	670	513	296	292
Fuel Station	Fuel Station	Count	3	3	1	30.7M	8,375	7.7M	193	357	713	643	636
Groceries	Cannabis	Count	1	1	1	0.4M	6,120	0.2M	195	383	513	487	632
	Grocery (<3k sq ft)	Sq Ft	4	27,151	2,500	49.4M	5,111	4.2M	102	365	478	748	808
	Grocery (3-15k sq ft)	Sq Ft	4	27,151	8,200	49.4M	5,111	11.5M	69	365	478	730	871
	Grocery (>15k sq ft)	Sq Ft	4	27,151	28,700	49.4M	5,111	12.2M	71	365	478	713	867
	Liquor	Sq Ft	1	10,000	3,356	8.5M	8,375	2.1M	305	391	687	400	423
	Supplements	Sq Ft			1,741	6.7M	8,375	6.7M	139	0	609	609	738
Home Furnishings	Appliances	Sq Ft			2,354	3.2M	4,213	3.2M	115	0	400	600	784
	Furniture Total	Sq Ft			9,311	5.0M	4,439	5.0M	134	0	565	626	748
	Furniture Value	Sq Ft			1,852	3.3M	2,931	3.3M	164	0	539	548	691
	Furniture Upscale	Sq Ft			18,887	7.6M	6,700	7.6M	123	0	609	635	769
	Mattress	Count			1	9.5M	8,375	9.5M	87	0	643	696	837
Home Supply	Bed and Bath	Sq Ft	1	560	2,803	0.4M	1,926	0.3M	133	322	478	548	750
	Home Cleaning	Sq Ft	2	2,261	1,481	1.0M	4,196	0.4M	105	104	452	730	803
	Kitchen	Sq Ft	1	350	1,688	0.7M	4,188	0.6M	80	339	548	704	850
Outdoor	Yard	Sq Ft	1	560	3,254	0.4M	2,380	0.3M	154	348	313	461	710
Personal	Books	Sq Ft			3,764	0.3M	2,094	0.3M	167	0	557	557	685
	Eye Glasses	Sq Ft			1,576	1.7M	8,375	1.7M	139	0	626	661	738
	Jewelry	Sq Ft	1	1,500	1,529	1.5M	7,538	0.7M	229	809	635	261	567
	Office Supply	Sq Ft	1	560	1,758	1.1M	3,350	0.8M	173	461	470	400	674
	Personal Care	Sq Ft	3	2,234	1,501	4.2M	4,566	1.7M	49	313	617	852	909
	Pharmacy	Sq Ft	4	7,451	1,980	3.0M	5,414	0.6M	246	652	643	426	535
Pets	Pet Food Total	Sq Ft	2	480	1	1.9M	4,234	0.0M	131	70	522	817	753
	Pet Food Value	Sq Ft	1	200	1	2.6M	5,711	0.0M	174	0	557	939	672
	Pet Food Upscale	Sq Ft	1	280	1,365	2.6M	5,863	2.2M	57	183	661	800	894
	Pet Supply	Sq Ft	1	140	904	1.0M	4,606	0.9M	62	174	591	791	884
Recreation	Crafts	Sq Ft	1	1,050	1,438	0.1M	3,769	0.1M	174	235	522	417	672
	Gyms	Sq Ft			10,170	20.9M	6,282	20.9M	82	0	643	748	846

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Figure 5: Retail Category Analysis Detail
Trade Area Type: T5 Large Neighbourhood
Trade Area Location: Mill Bay Centre, Mill Bay, BC
Trade Area Visibility: 8,375 Households. Score is 708.0 (Provincial benchmark)

Retail Category Group	Retail Category	Comp Size Units	Comp Count by TA	Comp Size by TA	New Site Size	Adjust Market Size	Trade Area Adj HH Count	New Site Rev Potl	New Site Rank Prov Bench	Comp Score Local Bench	Adj Mkt Score Local Bench	New Site Score Local Bench	New Site Score Prov Bench
Recreation	Sports Equip	Sq Ft			2,759	0.7M	3,685	0.7M	141	0	565	643	734
	Theatre	Sq Ft			40,951	0.9M	8,375	0.9M	142	0	626	635	732
	Toys	Sq Ft	1	700	2,132	0.1M	2,094	0.1M	192	409	435	357	638
	Camp	Sq Ft			2,304	0.6M	7,538	0.6M	121	0	574	617	772
	Hunt Fish	Sq Ft			3,387	0.6M	7,538	0.6M	143	0	574	609	731
	Hunt Fish Camp	Sq Ft			3,645	0.6M	7,538	0.6M	121	0	574	617	772
Restaurants	Restaurant Total	Sq Ft	6	12,900	2,369	20.6M	4,439	3.2M	218	574	696	496	588
	Restaurant Coffee	Sq Ft	3	7,000	2,128	28.3M	6,114	6.6M	238	609	791	426	550
	Restaurant Dining	Sq Ft			4,481	18.6M	4,020	18.6M	89	0	557	774	833
	Restaurant Fast Food	Sq Ft	5	10,900	2,026	24.1M	5,193	3.8M	258	609	783	417	512
	Restaurant Pizza	Sq Ft	1	2,000	2,117	38.8M	8,375	20.0M	102	339	748	687	808
Vehicle	Vehicle Maint & Repair	Sq Ft	1	5,000	3,236	7.9M	8,375	3.1M	146	296	713	600	725
	Vehicle Tires & Parts	Sq Ft			3,360	3.0M	8,375	3.0M	23	0	722	930	958
	Vehicle Luxury OEM Supply	Sq Ft			1,500	10.9M	8,375	10.9M	140	0	626	643	736
	Vehicle OEM Supply	Sq Ft			1,177	10.9M	8,375	10.9M	70	0	670	730	869

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Figure 6: Demographic Profile
Trade Area Type: T5 Large Neigbhbourhood
Trade Area Location: Mill Bay Centre, Mill Bay, BC

Demographic Group	Demo Variables	Demo Units	Demo Values	Demo Values Bench Prov	Demo Values % Change	Demo Values Score
1.Population	D3.Pop MF Avg Age	Age	46.7	42.7	9%	804
	D22.Pop MF 0-14	%	14.0	13.8	1%	535
	D23.Pop MF 15-24	%	9.7	11.8	-17%	324
	D24.Pop MF 25-34	%	8.4	14.4	-42%	130
	D25.Pop MF 35-49	%	17.0	20.0	-15%	250
	D26.Pop MF 50-64	%	24.6	20.3	22%	916
	D27.Pop MF 65+	%	26.2	19.7	33%	777
2.Income	D84.Avg HH Inc	$	119,477.6	109,208.9	9%	715
	D99.Inc HH 0-20k	%	3.4	6.5	-47%	273
	D100.Inc HH 20-40k	%	10.0	14.5	-31%	227
	D101.Inc HH 40-60k	%	12.7	15.4	-17%	220
	D102.Inc HH 60-80k	%	13.9	15.0	-8%	278
	D103.Inc HH 80-100k	%	11.7	11.3	4%	650
	D96.Inc HH 100-150k	%	21.0	18.7	12%	755
	D97.Inc HH 150-200k	%	13.7	10.1	36%	872
	D98.Inc HH 200k+	%	11.4	9.9	15%	673
3.Marital Status	D158.Pop Married	%	54.7	47.5	15%	838
	D159.Pop Common Law	%	12.2	9.9	24%	599
	D160.Pop CLaw - Never Married	%	7.9	7.3	8%	554
	D161.Pop CLaw - Separated	%	0.5	0.3	58%	703
	D162.Pop CLaw - Divorced	%	3.4	2.0	69%	844
	D163.Pop CLaw - Widowed	%	0.4	0.2	153%	867
	D165.Pop Not Married or CLaw - Never Married	%	19.2	28.3	-32%	72
	D166.Pop Not Married or CLaw - Separated	%	2.4	2.6	-6%	423
	D167.Pop Not Married or CLaw - Divorced	%	6.6	6.6	0%	495
	D168.Pop Not Married or CLaw - Widowed	%	4.9	5.2	-6%	447
4.Family	D197.HHs Two+ Persons	%	66.2	56.7	17%	863
	D198.HHs Couple Families	%	59.9	49.1	22%	882
	D199.HHs Couple Fam w Kids	%	22.2	22.8	-2%	502
	D200.HHs Couple Fam w/o Kids	%	37.7	26.4	43%	931
	D201.HHs One Parent Families	%	6.3	7.5	-17%	225
	D202.HHs Multigenerational	%	3.0	3.7	-19%	592
	D203.HHs Multiple Families	%	1.2	0.9	25%	702
	D206.HHs Single Individual	%	21.7	29.5	-26%	227
5.Visible Minority	D315.VM Visible Minority	%	4.0	34.7	-89%	113
6.Education	D371.Edu 15+ w/o High School	%	14.9	14.9	0%	489
	D372.Edu 15+ w High School	%	85.1	85.1	0%	510

How to Read: Figure 6 provides selected demographic for the trade area under analysis. **Demo Values:** Average demographic values for trade area under analysis. **Demo Values Bench Prov:** Average demographic values for the province of the trade area under analysis. **Demo Values % Change Prov Bench:** Percentage change comparing the trade area with its provincial average. This metric provides insight into how the trade area compares against the provincial average. **Demo Values Score Prov Bench:** A score between 0 and 1,000 comparing a trade area with the full range of trade areas in the province. For example, a score of 800 says the variable is higher than 80 percent of all other trade areas in the province and a score of 500 is average.

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Demographic Group	Demo Variables	Demo Units	Demo Values	Demo Values Bench Prov	Demo Values % Change	Demo Values Score
6.Education	D383.Edu 15+ Apprentice Trades	%	7.5	4.4	71%	842
	D386.Edu 15+ Bachelors Degree and Above	%	21.4	29.3	-27%	406
7.Labour	D328.In Labour Force	%	57.8	65.3	-12%	231
	D330.Employed	%	55.9	62.1	-10%	254
	D331.Unemployed	%	3.3	4.9	-32%	83
	D333.LF 11-33 Goods Producing	%	5.1	8.4	-39%	75
	D339.LF 41-91 Service Producing	%	94.9	91.8	3%	869
8.Occupation	D356.Occ 0 Management	%	8.6	9.4	-9%	203
	D357.Occ 1 Business Admin	%	15.1	16.6	-10%	148
	D358.Occ 2 Natural & Applied Science	%	8.6	9.3	-8%	311
	D359.Occ 3 Health	%	10.2	8.0	27%	844
	D360.Occ 4 Law, Social & Edu	%	13.6	11.6	17%	973
	D361.Occ 5 Art, Culture & Recreation	%	3.2	3.8	-17%	358
	D362.Occ 6 Sales & Service	%	23.1	22.9	1%	741
	D363.Occ 7 Trades & Transport	%	13.4	13.5	-1%	698
	D364.Occ 8 Agriculture & Production	%	2.6	1.9	37%	679
	D365.Occ 9 Manufacturing	%	1.9	2.9	-35%	125
9.Dwelling	D231.Single Detached House	%	85.5	41.5	106%	960
	D232.Semi Detached House	%	1.0	3.0	-67%	180
	D233.Row House	%	0.9	8.3	-89%	115
	D234.Duplex	%	2.7	12.9	-79%	233
	D235.Apart <5 Storeys	%	0.8	21.5	-96%	64
	D236.Apart 5+ Storeys	%	0.0	10.2	-100%	0
	D237.Other Single Attached House	%	0.1	0.2	-10%	605
	D238.Movable Dwelling	%	9.0	2.3	296%	872
	D240.Condo	%	3.3	23.2	-86%	144

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