

# Site Selection Report



### Retail Category

- Restaurant Total
- Restaurant Coffee
- Restaurant Dining
- Restaurant Fast Food
- Restaurant Pizza

### Site Locations

TA Type Name	Trade Area Name
T5 Large Neighbourhood	Victoria, Foul Bay Rd & Bouchier St, BC
	Victoria, Colwood Corners, BC
	Victoria, Eagle Creek Village, BC
	Victoria, Westside Village, BC



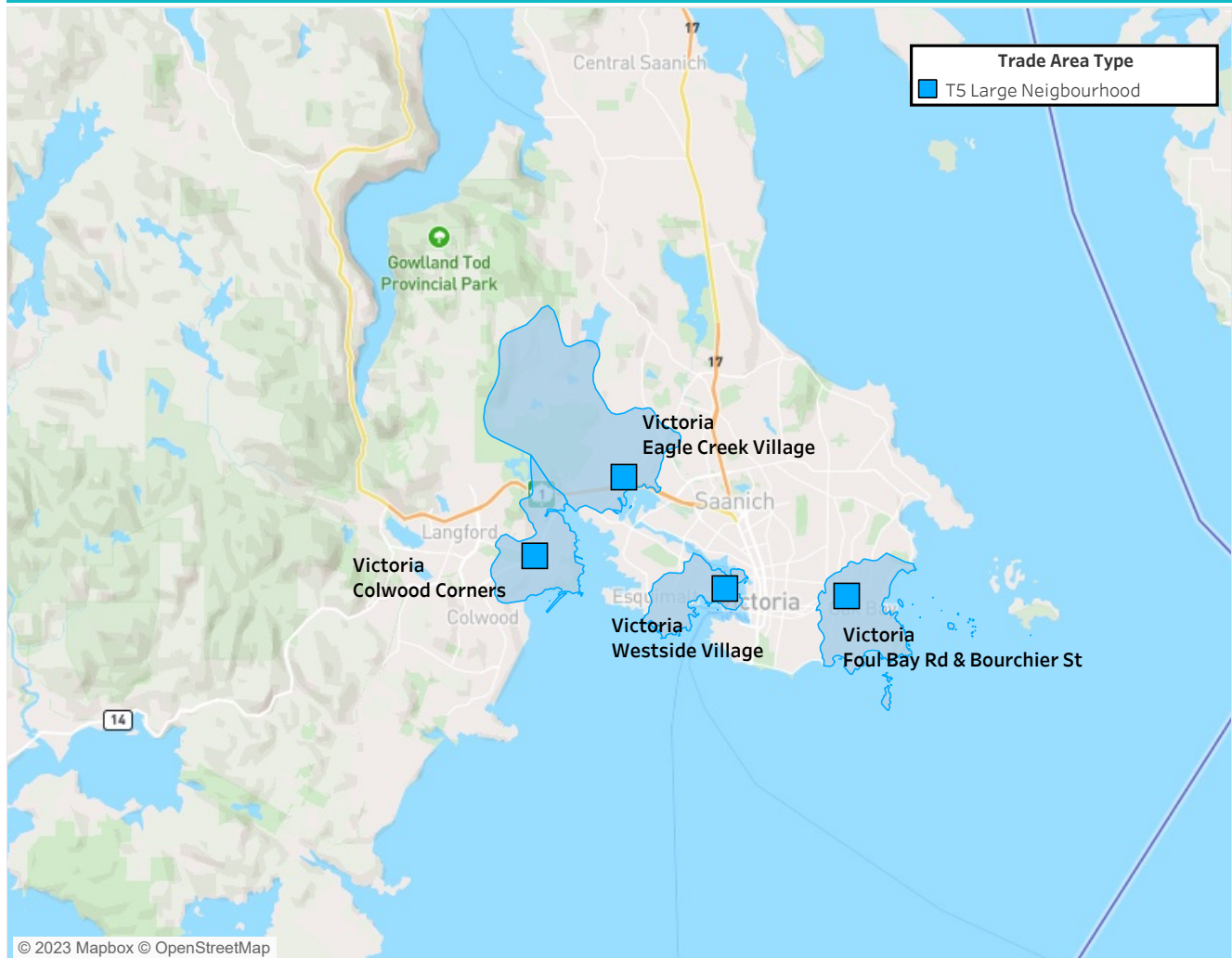
## Site Selection Geography

Locations		Filters	
<b>TA Type Name</b>	<b>Trade Area Name</b>	<b>Retail Category</b>	Multiple values
T5 Large Neighbourhood	Victoria, Foul Bay Rd & Bouchier St, BC	<b>Trade Areas</b>	Selected
	Victoria, Colwood Corners, BC	<b>Trade Area Points</b>	Selected
	Victoria, Eagle Creek Village, BC	<b>Trade Area Labels</b>	Selected
	Victoria, Westside Village, BC		

Retail Category	Demand Variable (s)
Restaurant Coffee	S14.Food From Restaurants
Restaurant Dining	S14.Food From Restaurants
Restaurant Fast Food	S14.Food From Restaurants
Restaurant Pizza	S14.Food From Restaurants
Restaurant Total	S14.Food From Restaurants

**Figure 1: Site Selection Trade Areas**



**How to Read:** Figure 1 shows the trade area(s) under analysis. Note that although only one layer is shown for each trade area under analysis, there are 7 trade area types beginning with the largest (T1 Super Regional) to the smallest (T7 Small Neighbourhood). Some of these trade areas will overlap the trade areas under analysis. Each overlapping layer signifies a unique shopping layer and allows STRATA to explain consumer purchase behavior over multiple 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: Site Selection Opportunity Analysis

Retail Category(s): Restaurant Total, Restaurant Coffee, Restaurant Dining and 2 more

Retail Category		Trade Area Name	TA Type	Variable Scores
Restaurant Total	Comp Score Local Bench	Colwood Corners Shopping Centre, Victoria	T5	800
		Eagle Creek Village, Victoria	T5	235
		Foul Bay Rd & Bourchier St, Victoria	T5	687
		Westside Village Shopping Centre, Victoria	T5	52
	Adj Mkt Score Local Bench	Colwood Corners Shopping Centre, Victoria	T5	26
		Eagle Creek Village, Victoria	T5	209
		Foul Bay Rd & Bourchier St, Victoria	T5	922
		Westside Village Shopping Centre, Victoria	T5	504
	New Site Score Local Bench	Colwood Corners Shopping Centre, Victoria	T5	0
		Eagle Creek Village, Victoria	T5	609
		Foul Bay Rd & Bourchier St, Victoria	T5	626
		Westside Village Shopping Centre, Victoria	T5	930
	New Site Score Prov Bench	Colwood Corners Shopping Centre, Victoria	T5	57
		Eagle Creek Village, Victoria	T5	687
		Foul Bay Rd & Bourchier St, Victoria	T5	713
		Westside Village Shopping Centre, Victoria	T5	939
New Site Rank Prov Bench	Colwood Corners Shopping Centre, Victoria	T5	498	
	Eagle Creek Village, Victoria	T5	166	
	Foul Bay Rd & Bourchier St, Victoria	T5	152	
	Westside Village Shopping Centre, Victoria	T5	33	
Trade Area Visible Score Prov Bench	Colwood Corners Shopping Centre, Victoria	T5	247	
	Eagle Creek Village, Victoria	T5	546	
	Foul Bay Rd & Bourchier St, Victoria	T5	791	
	Westside Village Shopping Centre, Victoria	T5	765	
Restaurant Coffee	Comp Score Local Bench	Colwood Corners Shopping Centre, Victoria	T5	739

**How to Read:** Figure 2 provides site selection analysis for selected trade areas by retail category(s). Each supply, demand and new site revenue potential variable is reported as a score from 0 to 1,000. For example, a score of 750 says the variable is larger than 75 percent of the trade areas within the benchmark. A score of 500 means the value is average. **Comp Score Local Bench:** Supply side score of total trade area competitor square footage (or count). **Adjusted Market Size Score Local Bench:** Demand side score of consumer spend or wealth adjusted to account for consumer purchases between shopping centres (migration) so that demand data is not double counted because of overlapping trade areas. Both supply and demand scores are benchmarked against all trade areas with the same type in the province (i.e. Large Neighbourhood trade areas in BC). **New Site Score Local Bench:** A score of the new site expected revenue benchmarked against all trade areas with the same type in the province (i.e. Large Neighbourhoods in BC). **New Site Score Prov Bench:** A score of the new site expected revenue score benchmarked against all trade areas in the province (i.e. BC). **Note that a good opportunity generally requires that both local and provincial benchmarked scores are over about 800 (80 percentile).** Put another way, opportunities need to make sense both from a local and a provincial perspective. **Trade Area Visible Score Prov Bench** provides an overall visibility measurement for the trade area. It is defined as the total number of households within the trade area a business is visible, scored from 0 to 1,000 and benchmarked against all provincial trade areas. 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 2: Site Selection Opportunity Analysis

Retail Category(s): Restaurant Total, Restaurant Coffee, Restaurant Dining and 2 more

Retail Category	Trade Area Name		TA Type	Variable Scores
Restaurant Coffee	Comp Score Local Bench	Eagle Creek Village, Victoria	T5	330
		Foul Bay Rd & Bourchier St, Victoria	T5	887
		Westside Village Shopping Centre, Victoria	T5	148
	Adj Mkt Score Local Bench	Colwood Corners Shopping Centre, Victoria	T5	26
		Eagle Creek Village, Victoria	T5	304
		Foul Bay Rd & Bourchier St, Victoria	T5	817
		Westside Village Shopping Centre, Victoria	T5	487
	New Site Score Local Bench	Colwood Corners Shopping Centre, Victoria	T5	0
		Eagle Creek Village, Victoria	T5	400
		Foul Bay Rd & Bourchier St, Victoria	T5	443
		Westside Village Shopping Centre, Victoria	T5	800
	New Site Score Prov Bench	Colwood Corners Shopping Centre, Victoria	T5	74
		Eagle Creek Village, Victoria	T5	535
		Foul Bay Rd & Bourchier St, Victoria	T5	567
		Westside Village Shopping Centre, Victoria	T5	869
	New Site Rank Prov Bench	Colwood Corners Shopping Centre, Victoria	T5	489
		Eagle Creek Village, Victoria	T5	246
		Foul Bay Rd & Bourchier St, Victoria	T5	229
		Westside Village Shopping Centre, Victoria	T5	70
	Trade Area Visible Score Prov Bench	Colwood Corners Shopping Centre, Victoria	T5	247
Eagle Creek Village, Victoria		T5	546	
Foul Bay Rd & Bourchier St, Victoria		T5	791	
Westside Village Shopping Centre, Victoria		T5	765	
Restaurant Dining	Comp Score Local Bench	Colwood Corners Shopping Centre, Victoria	T5	574
		Eagle Creek Village, Victoria	T5	0
				0 200 400 600 800 1000

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Retail Category(s): Restaurant Total, Restaurant Coffee, Restaurant Dining and 2 more

Retail Category	Trade Area Name		TA Type	Variable Scores
Restaurant Dining	Comp Score Local Bench	Foul Bay Rd & Bouchier St, Victoria	T5	574
		Westside Village Shopping Centre, Victoria	T5	0
	Adj Mkt Score Local Bench	Colwood Corners Shopping Centre, Victoria	T5	9
		Eagle Creek Village, Victoria	T5	217
		Foul Bay Rd & Bouchier St, Victoria	T5	887
		Westside Village Shopping Centre, Victoria	T5	696
	New Site Score Local Bench	Colwood Corners Shopping Centre, Victoria	T5	26
		Eagle Creek Village, Victoria	T5	452
		Foul Bay Rd & Bouchier St, Victoria	T5	617
		Westside Village Shopping Centre, Victoria	T5	870
	New Site Score Prov Bench	Colwood Corners Shopping Centre, Victoria	T5	137
		Eagle Creek Village, Victoria	T5	647
		Foul Bay Rd & Bouchier St, Victoria	T5	757
		Westside Village Shopping Centre, Victoria	T5	884
	New Site Rank Prov Bench	Colwood Corners Shopping Centre, Victoria	T5	456
		Eagle Creek Village, Victoria	T5	187
Foul Bay Rd & Bouchier St, Victoria		T5	129	
Westside Village Shopping Centre, Victoria		T5	62	
Trade Area Visible Score Prov Bench	Colwood Corners Shopping Centre, Victoria	T5	247	
	Eagle Creek Village, Victoria	T5	546	
	Foul Bay Rd & Bouchier St, Victoria	T5	791	
	Westside Village Shopping Centre, Victoria	T5	765	
Restaurant Fast Food	Comp Score Local Bench	Colwood Corners Shopping Centre, Victoria	T5	730
		Eagle Creek Village, Victoria	T5	174
		Foul Bay Rd & Bouchier St, Victoria	T5	609
				0 200 400 600 800 1000

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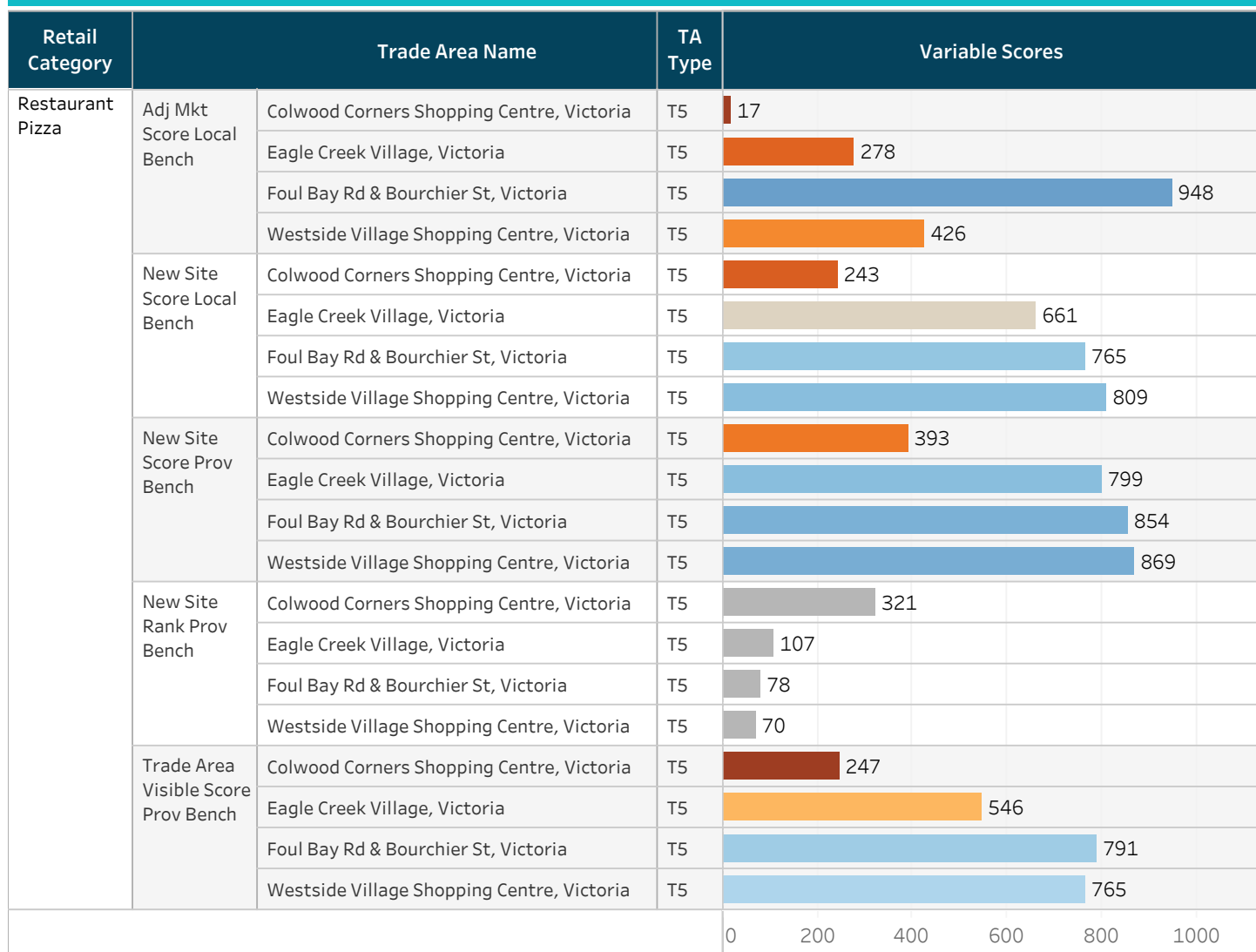
Retail Category(s): Restaurant Total, Restaurant Coffee, Restaurant Dining and 2 more

Retail Category		Trade Area Name	TA Type	Variable Scores						
Restaurant Fast Food	Comp Score Local Bench	Westside Village Shopping Centre, Victoria	T5	0						
		Colwood Corners Shopping Centre, Victoria	T5	17						
	Adj Mkt Score Local Bench	Eagle Creek Village, Victoria	T5	226						
		Foul Bay Rd & Bourchier St, Victoria	T5	930						
		Westside Village Shopping Centre, Victoria	T5	470						
		Colwood Corners Shopping Centre, Victoria	T5	9						
	New Site Score Local Bench	Eagle Creek Village, Victoria	T5	643						
		Foul Bay Rd & Bourchier St, Victoria	T5	722						
		Westside Village Shopping Centre, Victoria	T5	974						
		Colwood Corners Shopping Centre, Victoria	T5	59						
	New Site Score Prov Bench	Eagle Creek Village, Victoria	T5	732						
		Foul Bay Rd & Bourchier St, Victoria	T5	791						
		Westside Village Shopping Centre, Victoria	T5	983						
		Colwood Corners Shopping Centre, Victoria	T5	497						
	New Site Rank Prov Bench	Eagle Creek Village, Victoria	T5	142						
		Foul Bay Rd & Bourchier St, Victoria	T5	111						
		Westside Village Shopping Centre, Victoria	T5	10						
		Colwood Corners Shopping Centre, Victoria	T5	247						
	Trade Area Visible Score Prov Bench	Eagle Creek Village, Victoria	T5	546						
		Foul Bay Rd & Bourchier St, Victoria	T5	791						
Westside Village Shopping Centre, Victoria		T5	765							
Colwood Corners Shopping Centre, Victoria		T5	0							
Restaurant Pizza	Comp Score Local Bench	Eagle Creek Village, Victoria	T5	0						
		Foul Bay Rd & Bourchier St, Victoria	T5	652						
		Westside Village Shopping Centre, Victoria	T5	0						
		Colwood Corners Shopping Centre, Victoria	T5	0						
				0	200	400	600	800	1000	

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## Figure 3: Site Selection Detail

Retail Category: Restaurant Total, Restaurant Coffee, Restaurant Dining and 2 more

Retail Category	TA Name	TA Type	Comp Count by TA	Comp Size by TA	New Site Size	Adjust Market Size	Trade Area Vis HH Count	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
Restaurant Total	Colwood Corners	T5	9	24.2K	2.4K	4.9M	2.3K	1.1K	0.4M	498	800	26	0	57
	Eagle Creek Village	T5	3	4.7K	2.4K	11.4M	4.9K	2.4K	3.8M	166	235	209	609	687
	Foul Bay Rd & Bouchier ..	T5	7	13.3K	2.4K	26.6M	11.8K	5.6K	4.0M	152	687	922	626	713
	Westside Village	T5	1	2.0K	2.4K	16.6M	10.6K	3.8K	9.0M	33	52	504	930	939
Restaurant Coffee	Colwood Corners	T5	4	9.0K	2.1K	6.6M	2.3K	1.5K	1.3M	489	739	26	0	74
	Eagle Creek Village	T5	2	3.5K	2.1K	17.1M	4.9K	3.5K	6.5M	246	330	304	400	535
	Foul Bay Rd & Bouchier ..	T5	5	6.9K	2.1K	28.8M	11.8K	6.3K	6.8M	229	887	817	443	567
	Westside Village	T5	1	1.5K	2.1K	20.7M	10.6K	4.8K	12.2M	70	148	487	800	869
Restaurant Dining	Colwood Corners	T5	1	4.0K	4.5K	4.8M	2.3K	1.1K	2.5M	456	574	9	26	137
	Eagle Creek Village	T5			4.5K	11.2M	4.9K	2.3K	11.2M	187	0	217	452	647
	Foul Bay Rd & Bouchier ..	T5	1	3.4K	4.5K	26.7M	11.8K	5.7K	15.1M	129	574	887	617	757
	Westside Village	T5			4.5K	21.8M	10.6K	5.1K	21.8M	62	0	696	870	884
Restaurant Fast Food	Colwood Corners	T5	6	16.2K	2.0K	5.7M	2.3K	1.3K	0.6M	497	730	17	9	59
	Eagle Creek Village	T5	2	2.7K	2.0K	13.1M	4.9K	2.7K	5.6M	142	174	226	643	732
	Foul Bay Rd & Bouchier ..	T5	5	7.9K	2.0K	30.5M	11.8K	6.4K	6.2M	111	609	930	722	791
	Westside Village	T5			2.0K	18.2M	10.6K	4.2K	18.2M	10	0	470	974	983
Restaurant Pizza	Colwood Corners	T5			2.1K	8.6M	2.3K	1.9K	8.6M	321	0	17	243	393
	Eagle Creek Village	T5			2.1K	19.6M	4.9K	4.1K	19.6M	107	0	278	661	799
	Foul Bay Rd & Bouchier ..	T5	2	3.0K	2.1K	55.6M	11.8K	11.8K	23.0M	78	652	948	765	854

**How to Read:** Figure 3 provides the detail of the analysis. **TA Area Name:** The name of the trade area (i.e. cross streets if no shopping centre name). **TA Type:** Trade area name type: T1 - Super Regional, T2 - Regional, T3 - Large Community, T4 - Small Community, T5 - Large Neighbourhood, T6 - Medium Neighbourhood, T7 - Small Neighbourhood. **Comp Size Units:** Competitive size units - square feet or a count. **Comp Count by TA:** The number of competitors in the trade area for the retail category. **Comp Size by TA:** Total competitive sq ft (or count) of all competitors in the trade area for the retail category. **New Site Size:** Size of the new build assumption (square feet or count). **Adjusted Market Size:** Consumer spend or wealth variables adjusted for migration of consumers shopping between trade areas. **Trade Area Vis HH Count** 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. **Trade Area Adj HH Count** provides an estimate of the number of households that will purchase goods in the trade area after accounting for consumer migration to outside competing shopping centres. Note how values change with many retail categories. For convenience goods like groceries, values are higher than for higher shopping order goods like clothing. **New Site Revenue Potential:** Estimated sales revenue for the new site build. **New Site Rank Prov Bench:** New Site Revenue Potential ranked over all trade areas in a province (i.e. BC). **Comp Score Local Bench:** Supply side score (0 to 1,000) of total trade area competitor square footage benchmarked to all trade areas with the same type in a province (i.e. Large Neighbourhoods in BC). **Adj Market Size Score Local Bench:** A score (0 to 1,000) of consumer demand adjusted for migration and benchmarked to all trade area with the same type in the province (i.e. Large Neighbourhoods in BC). A score of 750 says that the competitive or consumer spend/wealth variable is higher than 75% of other trade areas of the same type in the province (i.e. Large Neighbourhoods in BC). A score of 500 is average. **New Site Score Local Bench:** New Site Revenue Potential score (0 to 1,000) benchmarked against all trade areas with the same type in the province (i.e. Large Neighbourhoods in BC). **New Site Score Prov Bench:** New Site Revenue Potential score (0 to 1,000) 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 other similar trade area types in the province (local benchmark) and over the entire province (provincial Benchmark). **A good opportunity generally requires that both the local and provincial benchmarked scores are over about 800 (80 percentile).** In other words, opportunities need to be good at both the local and provincial level.



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Restaurant Pizza	Westside Village	T5			2.1K	24.0M	10.6K	5.5K	24.0M	70	0	426	809	869

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### Figure 4: Demographic Profile

Demographic Group	Demo Variables	TA Type	Trade Area Name	Demo Units	Demo Values	Demo Values Bench Prov	Demo Values % Change Prov Bench	Demo Values Score Prov Bench
1.Population	D3.Pop MF Avg Age	T5	Colwood Corners Shopping Centre, Vic..	Age	39.6	42.7	-7%	153
			Eagle Creek Village, Victoria	Age	42.4	42.7	-1%	442
			Foul Bay Rd & Bouchier St, Victoria	Age	47.5	42.7	11%	833
			Westside Village Shopping Centre, Vict..	Age	44.7	42.7	5%	673
	D22.Pop MF 0-14	T5	Colwood Corners Shopping Centre, Vic..	%	17.9	13.8	29%	912
			Eagle Creek Village, Victoria	%	14.3	13.8	3%	578
			Foul Bay Rd & Bouchier St, Victoria	%	11.7	13.8	-16%	250
			Westside Village Shopping Centre, Vict..	%	10.5	13.8	-24%	165
	D23.Pop MF 15-24	T5	Colwood Corners Shopping Centre, Vic..	%	9.5	11.8	-19%	286
			Eagle Creek Village, Victoria	%	10.1	11.8	-14%	362
			Foul Bay Rd & Bouchier St, Victoria	%	10.6	11.8	-10%	425
			Westside Village Shopping Centre, Vict..	%	7.2	11.8	-38%	75
	D24.Pop MF 25-34	T5	Colwood Corners Shopping Centre, Vic..	%	18.2	14.4	26%	846
			Eagle Creek Village, Victoria	%	13.7	14.4	-5%	590
			Foul Bay Rd & Bouchier St, Victoria	%	11.4	14.4	-21%	364
			Westside Village Shopping Centre, Vict..	%	18.4	14.4	28%	859
	D25.Pop MF 35-49	T5	Colwood Corners Shopping Centre, Vic..	%	22.6	20.0	13%	821
			Eagle Creek Village, Victoria	%	21.9	20.0	9%	777
			Foul Bay Rd & Bouchier St, Victoria	%	16.7	20.0	-17%	220
			Westside Village Shopping Centre, Vict..	%	22.1	20.0	10%	791
	D26.Pop MF 50-64	T5	Colwood Corners Shopping Centre, Vic..	%	15.6	20.3	-23%	36
			Eagle Creek Village, Victoria	%	22.2	20.3	10%	690
			Foul Bay Rd & Bouchier St, Victoria	%	20.3	20.3	0%	402
			Westside Village Shopping Centre, Vict..	%	20.2	20.3	0%	385
	D27.Pop MF 65+	T5	Colwood Corners Shopping Centre, Vic..	%	16.3	19.7	-17%	286
			Eagle Creek Village, Victoria	%	17.9	19.7	-9%	398
			Foul Bay Rd & Bouchier St, Victoria	%	29.4	19.7	49%	857
			Westside Village Shopping Centre, Vict..	%	21.5	19.7	9%	592
2.Income	D84.Avg HH Inc	T5	Colwood Corners Shopping Centre, Vic..	\$	106,003.4	109,208.9	-3%	455
			Eagle Creek Village, Victoria	\$	126,400.1	109,208.9	16%	842
			Foul Bay Rd & Bouchier St, Victoria	\$	119,964.2	109,208.9	10%	732
			Westside Village Shopping Centre, Vict..	\$	95,927.0	109,208.9	-12%	254
	D99.Inc HH 0-20k	T5	Colwood Corners Shopping Centre, Vic..	%	4.9	6.5	-24%	430
			Eagle Creek Village, Victoria	%	3.4	6.5	-47%	267
			Foul Bay Rd & Bouchier St, Victoria	%	5.2	6.5	-20%	462
			Westside Village Shopping Centre, Vict..	%	8.0	6.5	24%	721
	D100.Inc HH 20-40k	T5	Colwood Corners Shopping Centre, Vic..	%	10.9	14.5	-25%	273
			Eagle Creek Village, Victoria	%	7.9	14.5	-46%	111
			Foul Bay Rd & Bouchier St, Victoria	%	14.6	14.5	1%	527
			Westside Village Shopping Centre, Vict..	%	16.9	14.5	17%	679
	D101.Inc HH 40-60k	T5	Colwood Corners Shopping Centre, Vic..	%	13.5	15.4	-12%	286
			Eagle Creek Village, Victoria	%	11.4	15.4	-26%	117
			Foul Bay Rd & Bouchier St, Victoria	%	14.0	15.4	-9%	324

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### Figure 4: Demographic Profile

Demographic Group	Demo Variables	TA Type	Trade Area Name	Demo Units	Demo Values	Demo Values Bench Prov	Demo Values % Change Prov Bench	Demo Values Score Prov Bench
2.Income	D101.Inc HH 40-60k	T5	Westside Village Shopping Centre, Vict..	%	16.9	15.4	9%	652
			Colwood Corners Shopping Centre, Vic..	%	15.2	15.0	1%	578
	D102.Inc HH 60-80k	T5	Eagle Creek Village, Victoria	%	13.5	15.0	-10%	216
			Foul Bay Rd & Bouchier St, Victoria	%	13.2	15.0	-12%	172
			Westside Village Shopping Centre, Vict..	%	16.2	15.0	8%	772
			Colwood Corners Shopping Centre, Vic..	%	13.6	11.3	20%	973
	D103.Inc HH 80-100k	T5	Eagle Creek Village, Victoria	%	11.5	11.3	2%	588
			Foul Bay Rd & Bouchier St, Victoria	%	10.2	11.3	-9%	206
			Westside Village Shopping Centre, Vict..	%	12.4	11.3	10%	870
			Colwood Corners Shopping Centre, Vic..	%	22.9	18.7	22%	901
	D96.Inc HH 100-150k	T5	Eagle Creek Village, Victoria	%	21.4	18.7	14%	785
			Foul Bay Rd & Bouchier St, Victoria	%	16.1	18.7	-14%	248
			Westside Village Shopping Centre, Vict..	%	15.8	18.7	-16%	218
			Colwood Corners Shopping Centre, Vic..	%	11.0	10.1	10%	654
	D97.Inc HH 150-200k	T5	Eagle Creek Village, Victoria	%	15.4	10.1	53%	943
			Foul Bay Rd & Bouchier St, Victoria	%	10.3	10.1	2%	559
Westside Village Shopping Centre, Vict..			%	8.8	10.1	-13%	371	
Colwood Corners Shopping Centre, Vic..			%	6.1	9.9	-39%	250	
D98.Inc HH 200k+	T5	Eagle Creek Village, Victoria	%	13.3	9.9	33%	764	
		Foul Bay Rd & Bouchier St, Victoria	%	16.3	9.9	64%	880	
		Westside Village Shopping Centre, Vict..	%	6.2	9.9	-38%	267	
		Colwood Corners Shopping Centre, Vic..	%	42.5	47.5	-11%	269	
3.Marital Status	D158.Pop Married	T5	Eagle Creek Village, Victoria	%	50.3	47.5	6%	631
			Foul Bay Rd & Bouchier St, Victoria	%	46.4	47.5	-2%	415
			Westside Village Shopping Centre, Vict..	%	36.0	47.5	-24%	117
			Colwood Corners Shopping Centre, Vic..	%	12.9	9.9	30%	664
	D159.Pop Common Law	T5	Eagle Creek Village, Victoria	%	11.2	9.9	13%	512
			Foul Bay Rd & Bouchier St, Victoria	%	9.9	9.9	0%	406
			Westside Village Shopping Centre, Vict..	%	15.8	9.9	60%	882
			Colwood Corners Shopping Centre, Vic..	%	9.4	7.3	28%	698
	D160.Pop CLaw - Never Married	T5	Eagle Creek Village, Victoria	%	8.1	7.3	10%	569
			Foul Bay Rd & Bouchier St, Victoria	%	7.3	7.3	0%	483
			Westside Village Shopping Centre, Vict..	%	12.3	7.3	68%	870
			Colwood Corners Shopping Centre, Vic..	%	0.7	0.3	106%	844
	D161.Pop CLaw - Separated	T5	Eagle Creek Village, Victoria	%	0.3	0.3	-21%	415
			Foul Bay Rd & Bouchier St, Victoria	%	0.1	0.3	-75%	92
			Westside Village Shopping Centre, Vict..	%	0.3	0.3	0%	506
			Colwood Corners Shopping Centre, Vic..	%	2.5	2.0	26%	614
D162.Pop CLaw - Divorced	T5	Eagle Creek Village, Victoria	%	2.7	2.0	32%	647	
		Foul Bay Rd & Bouchier St, Victoria	%	2.3	2.0	15%	529	
		Westside Village Shopping Centre, Vict..	%	2.9	2.0	45%	709	
		Colwood Corners Shopping Centre, Vic..	%	0.2	0.2	30%	626	
D163.Pop CLaw - Widowed	T5	Eagle Creek Village, Victoria	%	0.2	0.2	11%	563	

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### Figure 4: Demographic Profile

Demographic Group	Demo Variables	TA Type	Trade Area Name	Demo Units	Demo Values	Demo Values Bench Prov	Demo Values % Change Prov Bench	Demo Values Score Prov Bench
3.Marital Status	D163.Pop CLaw - Widowed	T5	Foul Bay Rd & Bouchier St, Victoria	%	0.2	0.2	-8%	518
			Westside Village Shopping Centre, Vict..	%	0.2	0.2	23%	605
	D165.Pop Not Married or CLaw - Never Married	T5	Colwood Corners Shopping Centre, Vic..	%	26.5	28.3	-6%	480
			Eagle Creek Village, Victoria	%	25.2	28.3	-11%	398
			Foul Bay Rd & Bouchier St, Victoria	%	26.0	28.3	-8%	445
			Westside Village Shopping Centre, Vict..	%	30.0	28.3	6%	675
	D166.Pop Not Married or CLaw - Separated	T5	Colwood Corners Shopping Centre, Vic..	%	3.3	2.6	29%	853
			Eagle Creek Village, Victoria	%	2.7	2.6	5%	590
			Foul Bay Rd & Bouchier St, Victoria	%	2.3	2.6	-10%	349
			Westside Village Shopping Centre, Vict..	%	3.1	2.6	22%	793
	D167.Pop Not Married or CLaw - Divorced	T5	Colwood Corners Shopping Centre, Vic..	%	7.9	6.6	21%	732
			Eagle Creek Village, Victoria	%	6.7	6.6	1%	508
			Foul Bay Rd & Bouchier St, Victoria	%	9.0	6.6	36%	861
			Westside Village Shopping Centre, Vict..	%	10.5	6.6	60%	950
	D168.Pop Not Married or CLaw - Widowed	T5	Colwood Corners Shopping Centre, Vic..	%	6.9	5.2	32%	829
			Eagle Creek Village, Victoria	%	3.9	5.2	-25%	184
Foul Bay Rd & Bouchier St, Victoria			%	6.4	5.2	24%	759	
Westside Village Shopping Centre, Vict..			%	4.6	5.2	-12%	364	
4.Family	D197.HHs Two+ Persons	T5	Colwood Corners Shopping Centre, Vic..	%	58.3	56.7	3%	506
			Eagle Creek Village, Victoria	%	62.3	56.7	10%	705
			Foul Bay Rd & Bouchier St, Victoria	%	53.8	56.7	-5%	271
			Westside Village Shopping Centre, Vict..	%	46.4	56.7	-18%	96
	D198.HHs Couple Families	T5	Colwood Corners Shopping Centre, Vic..	%	47.5	49.1	-3%	358
			Eagle Creek Village, Victoria	%	55.5	49.1	13%	738
			Foul Bay Rd & Bouchier St, Victoria	%	47.6	49.1	-3%	366
			Westside Village Shopping Centre, Vict..	%	39.8	49.1	-19%	111
	D199.HHs Couple Fam w Kids	T5	Colwood Corners Shopping Centre, Vic..	%	24.6	22.8	8%	599
			Eagle Creek Village, Victoria	%	25.7	22.8	13%	645
			Foul Bay Rd & Bouchier St, Victoria	%	18.4	22.8	-19%	324
			Westside Village Shopping Centre, Vict..	%	12.3	22.8	-46%	92
	D200.HHs Couple Fam w/o Kids	T5	Colwood Corners Shopping Centre, Vic..	%	22.9	26.4	-13%	267
			Eagle Creek Village, Victoria	%	29.8	26.4	13%	669
			Foul Bay Rd & Bouchier St, Victoria	%	29.2	26.4	11%	654
			Westside Village Shopping Centre, Vict..	%	27.6	26.4	5%	576
	D201.HHs One Parent Families	T5	Colwood Corners Shopping Centre, Vic..	%	10.8	7.5	43%	960
			Eagle Creek Village, Victoria	%	6.9	7.5	-9%	349
			Foul Bay Rd & Bouchier St, Victoria	%	6.2	7.5	-18%	218
			Westside Village Shopping Centre, Vict..	%	6.6	7.5	-13%	286
	D202.HHs Multigenerational	T5	Colwood Corners Shopping Centre, Vic..	%	1.4	3.7	-62%	218
			Eagle Creek Village, Victoria	%	3.0	3.7	-18%	593
			Foul Bay Rd & Bouchier St, Victoria	%	1.0	3.7	-72%	142
			Westside Village Shopping Centre, Vict..	%	0.9	3.7	-76%	110
D203.HHs Multiple	T5	Colwood Corners Shopping Centre, Vic..	%	0.7	0.9	-28%	442	

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### Figure 4: Demographic Profile

Demographic Group	Demo Variables	TA Type	Trade Area Name	Demo Units	Demo Values	Demo Values Bench Prov	Demo Values % Change Prov Bench	Demo Values Score Prov Bench
4.Family	D203.HHs Multiple Families	T5	Eagle Creek Village, Victoria	%	1.3	0.9	34%	724
			Foul Bay Rd & Bourchier St, Victoria	%	0.3	0.9	-65%	229
			Westside Village Shopping Centre, Vict..	%	0.2	0.9	-74%	161
	D206.HHs Single Individual	T5	Colwood Corners Shopping Centre, Vic..	%	30.5	29.5	3%	620
			Eagle Creek Village, Victoria	%	23.7	29.5	-20%	290
			Foul Bay Rd & Bourchier St, Victoria	%	37.7	29.5	28%	846
Westside Village Shopping Centre, Vict..			%	43.3	29.5	47%	916	
5.Visible Minority	D315.VM Visible Minority	T5	Colwood Corners Shopping Centre, Vic..	%	12.5	34.7	-64%	434
			Eagle Creek Village, Victoria	%	19.1	34.7	-45%	525
			Foul Bay Rd & Bourchier St, Victoria	%	12.8	34.7	-63%	438
			Westside Village Shopping Centre, Vict..	%	13.4	34.7	-61%	449
6.Education	D371.Edu 15+ w/o High School	T5	Colwood Corners Shopping Centre, Vic..	%	13.6	14.9	-9%	390
			Eagle Creek Village, Victoria	%	12.5	14.9	-16%	322
			Foul Bay Rd & Bourchier St, Victoria	%	7.9	14.9	-47%	92
			Westside Village Shopping Centre, Vict..	%	12.1	14.9	-19%	294
	D372.Edu 15+ w High School	T5	Colwood Corners Shopping Centre, Vic..	%	86.4	85.1	2%	609
			Eagle Creek Village, Victoria	%	87.5	85.1	3%	677
			Foul Bay Rd & Bourchier St, Victoria	%	92.1	85.1	8%	907
			Westside Village Shopping Centre, Vict..	%	87.9	85.1	3%	705
	D383.Edu 15+ Apprentice Trades	T5	Colwood Corners Shopping Centre, Vic..	%	5.0	4.4	14%	510
			Eagle Creek Village, Victoria	%	5.8	4.4	32%	609
			Foul Bay Rd & Bourchier St, Victoria	%	2.2	4.4	-50%	157
			Westside Village Shopping Centre, Vict..	%	3.6	4.4	-19%	356
	D386.Edu 15+ Bachelors Degree and Above	T5	Colwood Corners Shopping Centre, Vic..	%	21.9	29.3	-25%	426
			Eagle Creek Village, Victoria	%	29.5	29.3	1%	622
			Foul Bay Rd & Bourchier St, Victoria	%	50.3	29.3	72%	922
			Westside Village Shopping Centre, Vict..	%	36.2	29.3	24%	743
7.Labour	D328.In Labour Force	T5	Colwood Corners Shopping Centre, Vic..	%	68.5	65.3	5%	685
			Eagle Creek Village, Victoria	%	66.2	65.3	1%	563
			Foul Bay Rd & Bourchier St, Victoria	%	58.0	65.3	-11%	235
			Westside Village Shopping Centre, Vict..	%	64.2	65.3	-2%	461
	D330.Employed	T5	Colwood Corners Shopping Centre, Vic..	%	66.5	62.1	7%	764
			Eagle Creek Village, Victoria	%	64.4	62.1	4%	643
			Foul Bay Rd & Bourchier St, Victoria	%	55.6	62.1	-11%	240
			Westside Village Shopping Centre, Vict..	%	61.6	62.1	-1%	504
	D331.Unemployed	T5	Colwood Corners Shopping Centre, Vic..	%	2.9	4.9	-41%	32
			Eagle Creek Village, Victoria	%	2.7	4.9	-45%	18
			Foul Bay Rd & Bourchier St, Victoria	%	4.1	4.9	-15%	235
			Westside Village Shopping Centre, Vict..	%	4.0	4.9	-19%	195
	D333.LF 11-33 Goods Producing	T5	Colwood Corners Shopping Centre, Vic..	%	5.1	8.4	-39%	102
			Eagle Creek Village, Victoria	%	5.1	8.4	-39%	56
			Foul Bay Rd & Bourchier St, Victoria	%	5.1	8.4	-39%	151
			Westside Village Shopping Centre, Vict..	%	5.1	8.4	-39%	51

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### Figure 4: Demographic Profile

Demographic Group	Demo Variables	TA Type	Trade Area Name	Demo Units	Demo Values	Demo Values Bench Prov	Demo Values % Change Prov Bench	Demo Values Score Prov Bench
7.Labour	D339.LF 41-91 Service Producing	T5	Colwood Corners Shopping Centre, Vic..	%	94.9	91.8	3%	967
			Eagle Creek Village, Victoria	%	94.9	91.8	3%	853
			Foul Bay Rd & Bourchier St, Victoria	%	94.9	91.8	3%	850
			Westside Village Shopping Centre, Vict..	%	94.9	91.8	3%	863
8.Occupation	D356.Occ 0 Management	T5	Colwood Corners Shopping Centre, Vic..	%	8.6	9.4	-9%	74
			Eagle Creek Village, Victoria	%	8.6	9.4	-9%	182
			Foul Bay Rd & Bourchier St, Victoria	%	8.6	9.4	-9%	104
			Westside Village Shopping Centre, Vict..	%	8.6	9.4	-9%	161
	D357.Occ 1 Business Admin	T5	Colwood Corners Shopping Centre, Vic..	%	15.1	16.6	-9%	299
			Eagle Creek Village, Victoria	%	15.1	16.6	-10%	153
			Foul Bay Rd & Bourchier St, Victoria	%	15.1	16.6	-10%	265
			Westside Village Shopping Centre, Vict..	%	15.1	16.6	-10%	203
	D358.Occ 2 Natural & Applied Science	T5	Colwood Corners Shopping Centre, Vic..	%	8.6	9.3	-8%	421
			Eagle Creek Village, Victoria	%	8.6	9.3	-8%	316
			Foul Bay Rd & Bourchier St, Victoria	%	8.6	9.3	-8%	305
			Westside Village Shopping Centre, Vict..	%	8.6	9.3	-8%	352
	D359.Occ 3 Health	T5	Colwood Corners Shopping Centre, Vic..	%	10.2	8.0	27%	819
			Eagle Creek Village, Victoria	%	10.2	8.0	27%	933
			Foul Bay Rd & Bourchier St, Victoria	%	10.2	8.0	27%	962
			Westside Village Shopping Centre, Vict..	%	10.2	8.0	27%	937
	D360.Occ 4 Law, Social & Edu	T5	Colwood Corners Shopping Centre, Vic..	%	13.6	11.6	17%	899
			Eagle Creek Village, Victoria	%	13.6	11.6	17%	855
			Foul Bay Rd & Bourchier St, Victoria	%	13.6	11.6	17%	933
			Westside Village Shopping Centre, Vict..	%	13.6	11.6	17%	941
	D361.Occ 5 Art, Culture & Recreation	T5	Colwood Corners Shopping Centre, Vic..	%	3.2	3.8	-17%	250
			Eagle Creek Village, Victoria	%	3.2	3.8	-17%	248
			Foul Bay Rd & Bourchier St, Victoria	%	3.2	3.8	-17%	271
			Westside Village Shopping Centre, Vict..	%	3.2	3.8	-17%	311
	D362.Occ 6 Sales & Service	T5	Colwood Corners Shopping Centre, Vic..	%	23.1	22.9	1%	641
			Eagle Creek Village, Victoria	%	23.1	22.9	1%	724
			Foul Bay Rd & Bourchier St, Victoria	%	23.1	22.9	1%	734
			Westside Village Shopping Centre, Vict..	%	23.1	22.9	1%	671
	D363.Occ 7 Trades & Transport	T5	Colwood Corners Shopping Centre, Vic..	%	13.4	13.5	-1%	650
			Eagle Creek Village, Victoria	%	13.4	13.5	-1%	611
			Foul Bay Rd & Bourchier St, Victoria	%	13.4	13.5	-1%	631
			Westside Village Shopping Centre, Vict..	%	13.4	13.5	-1%	584
D364.Occ 8 Agriculture & Production	T5	Colwood Corners Shopping Centre, Vic..	%	2.6	1.9	37%	550	
		Eagle Creek Village, Victoria	%	2.6	1.9	37%	565	
		Foul Bay Rd & Bourchier St, Victoria	%	2.6	1.9	37%	563	
		Westside Village Shopping Centre, Vict..	%	2.6	1.9	37%	616	
D365.Occ 9 Manufacturing	T5	Colwood Corners Shopping Centre, Vic..	%	1.9	2.9	-35%	91	
		Eagle Creek Village, Victoria	%	1.9	2.9	-35%	102	
		Foul Bay Rd & Bourchier St, Victoria	%	1.9	2.9	-35%	136	

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### Figure 4: Demographic Profile

Demographic Group	Demo Variables	TA Type	Trade Area Name	Demo Units	Demo Values	Demo Values Bench Prov	Demo Values % Change Prov Bench	Demo Values Score Prov Bench
8.Occupation	Manufacturing	T5	Westside Village Shopping Centre, Vict..	%	1.9	2.9	-35%	123
9.Dwelling	D231.Single Detached House	T5	Colwood Corners Shopping Centre, Vic..	%	29.0	41.5	-30%	259
			Eagle Creek Village, Victoria	%	43.7	41.5	5%	406
			Foul Bay Rd & Bouchier St, Victoria	%	44.9	41.5	8%	419
			Westside Village Shopping Centre, Vict..	%	13.9	41.5	-67%	106
			D232.Semi Detached House	T5	Colwood Corners Shopping Centre, Vic..	%	15.1	3.0
	Eagle Creek Village, Victoria	%	2.4		3.0	-20%	506	
	Foul Bay Rd & Bouchier St, Victoria	%	2.1		3.0	-32%	438	
	Westside Village Shopping Centre, Vict..	%	4.7		3.0	57%	819	
	D233.Row House	T5	Colwood Corners Shopping Centre, Vic..	%	14.3	8.3	71%	842
			Eagle Creek Village, Victoria	%	13.2	8.3	59%	827
			Foul Bay Rd & Bouchier St, Victoria	%	1.1	8.3	-87%	123
			Westside Village Shopping Centre, Vict..	%	5.2	8.3	-37%	504
	D234.Duplex	T5	Colwood Corners Shopping Centre, Vic..	%	8.1	12.9	-37%	476
			Eagle Creek Village, Victoria	%	27.5	12.9	112%	884
			Foul Bay Rd & Bouchier St, Victoria	%	9.8	12.9	-24%	548
			Westside Village Shopping Centre, Vict..	%	7.7	12.9	-41%	462
	D235.Apart <5 Storeys	T5	Colwood Corners Shopping Centre, Vic..	%	25.0	21.5	16%	740
			Eagle Creek Village, Victoria	%	11.5	21.5	-46%	421
			Foul Bay Rd & Bouchier St, Victoria	%	36.8	21.5	71%	878
			Westside Village Shopping Centre, Vict..	%	42.4	21.5	97%	912
D236.Apart 5+ Storeys	T5	Colwood Corners Shopping Centre, Vic..	%	8.4	10.2	-18%	793	
		Eagle Creek Village, Victoria	%	1.5	10.2	-85%	588	
		Foul Bay Rd & Bouchier St, Victoria	%	5.3	10.2	-48%	736	
		Westside Village Shopping Centre, Vict..	%	26.0	10.2	154%	908	
D237.Other Single Attached House	T5	Colwood Corners Shopping Centre, Vic..	%	0.0	0.2	-99%	267	
		Eagle Creek Village, Victoria	%	0.1	0.2	-17%	584	
		Foul Bay Rd & Bouchier St, Victoria	%	0.1	0.2	-33%	531	
		Westside Village Shopping Centre, Vict..	%	0.1	0.2	-47%	474	
D238.Movable Dwelling	T5	Colwood Corners Shopping Centre, Vic..	%	0.1	2.3	-96%	423	
		Eagle Creek Village, Victoria	%	0.0	2.3	-100%	0	
		Foul Bay Rd & Bouchier St, Victoria	%	0.0	2.3	-100%	0	
		Westside Village Shopping Centre, Vict..	%	0.0	2.3	-100%	0	
D240.Condo	T5	Colwood Corners Shopping Centre, Vic..	%	22.6	23.2	-3%	692	
		Eagle Creek Village, Victoria	%	15.0	23.2	-36%	519	
		Foul Bay Rd & Bouchier St, Victoria	%	15.4	23.2	-34%	529	
		Westside Village Shopping Centre, Vict..	%	33.5	23.2	44%	831	

**How to Read:** Figure 4 provides selected demographic for the trade area under analysis. **TA Type:** Trade area name type: T1 - Super Regional, T2 - Regional, T3 - Large Community, T4 - Small Community, T5 - Large Neighbourhood, T6 - Medium Neighbourhood, T7 - Small Neighbourhood. **Trade Area Name:** Shopping centre name or cross streets of trade area centre. **Demo Units:** Units of the demographic variables. **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.