

EA CONNECT

19th Annual User Conference

ENVIRONICS
ANALYTICS

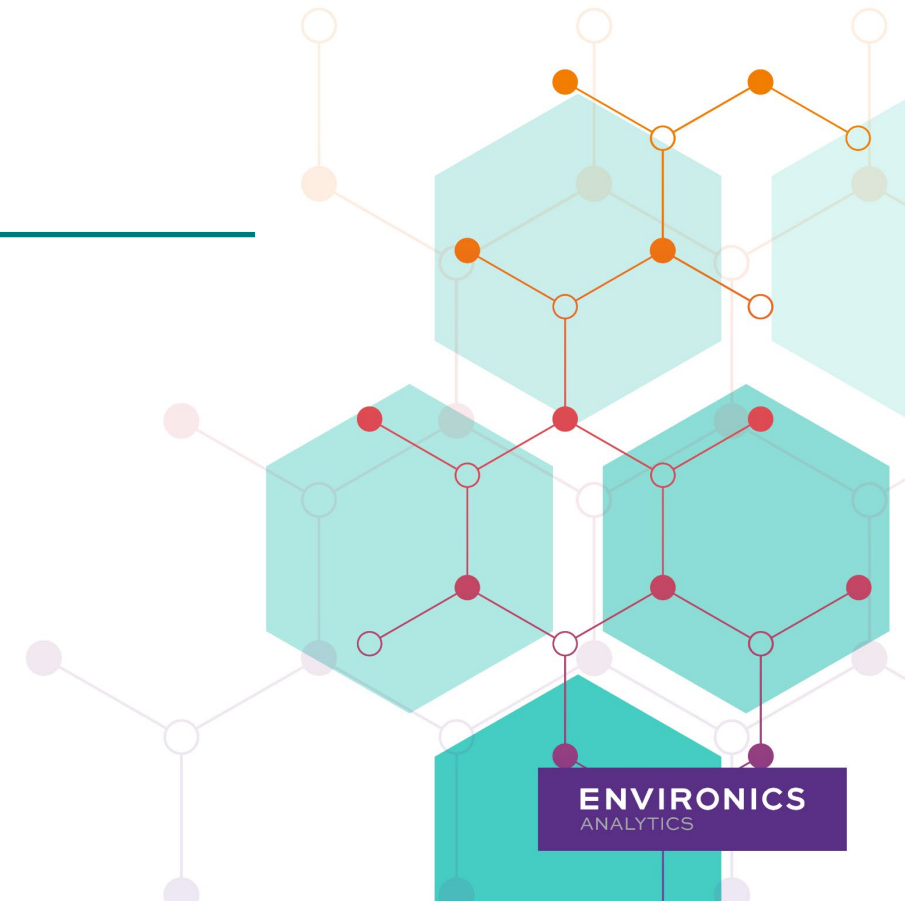


Introduced by
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Evolving Retail Realities: A Data-Driven Refresh of the Landscape



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Presentation Overview

1. Introduction – who we are
2. Project background
3. 2024-25 Trade Area Project
4. Key Takeaways
5. Lessons to share



Economic Development Lethbridge

The logo consists of five stylized, overlapping leaf-like shapes arranged in a circular pattern. The colors are orange, blue, and yellow.

Our mission is to strengthen and diversify the Lethbridge regional economy

We promote Lethbridge as a place to live, learn, invest, experience, and do business.



Project Background

- Completed previous Trade Area Study in 2016
- Wanted to revisit this subject and incorporate modern data-driven tools in the reboot as much as possible
- Particular interested in drawing insights from MobileScapes tools



An isometric illustration of a city street scene. The scene includes various buildings: a blue building with a helipad, a green building with a shopping cart icon, a yellow building with a laptop icon, an orange building with a factory icon, a red building with a burger icon, and a purple building with a dumbbell icon. There are also trees, cars, and people walking. A white horizontal line is drawn across the middle of the image, passing behind the text.

Definition & Purpose of Study

Lethbridge Trade Area Study - Project Goals

1 – Identify the boundaries & characteristics of the Trade Area (i.e. population, total expenditures).

2 – Define the proportion of the Trade Area comprised of individuals residing outside the City of Lethbridge.

3 – Better understand demographics and retail preferences of those who comprise the Lethbridge Trade Area.

Lethbridge Trade Area Study - Methodology



West Lethbridge Crossings



Centre Village Mall



North Lethbridge Walmart Plaza

DT
Lethbridge



Park Place
Mall



Lethbridge Trade Area Study – Project Outcomes

Total Population – 183,736

City of Lethbridge:
102,267
(56% of Total)

Primary Trade Area
*(excluding City of
Lethbridge):*
19,826
(11% of Total)

**Secondary Trade
Area:**
61,643
(33% of Total)



Lethbridge Trade Area Study – Project Outcomes

Total Annual Expenditure by Households in the Trade Area – \$3.8 billion

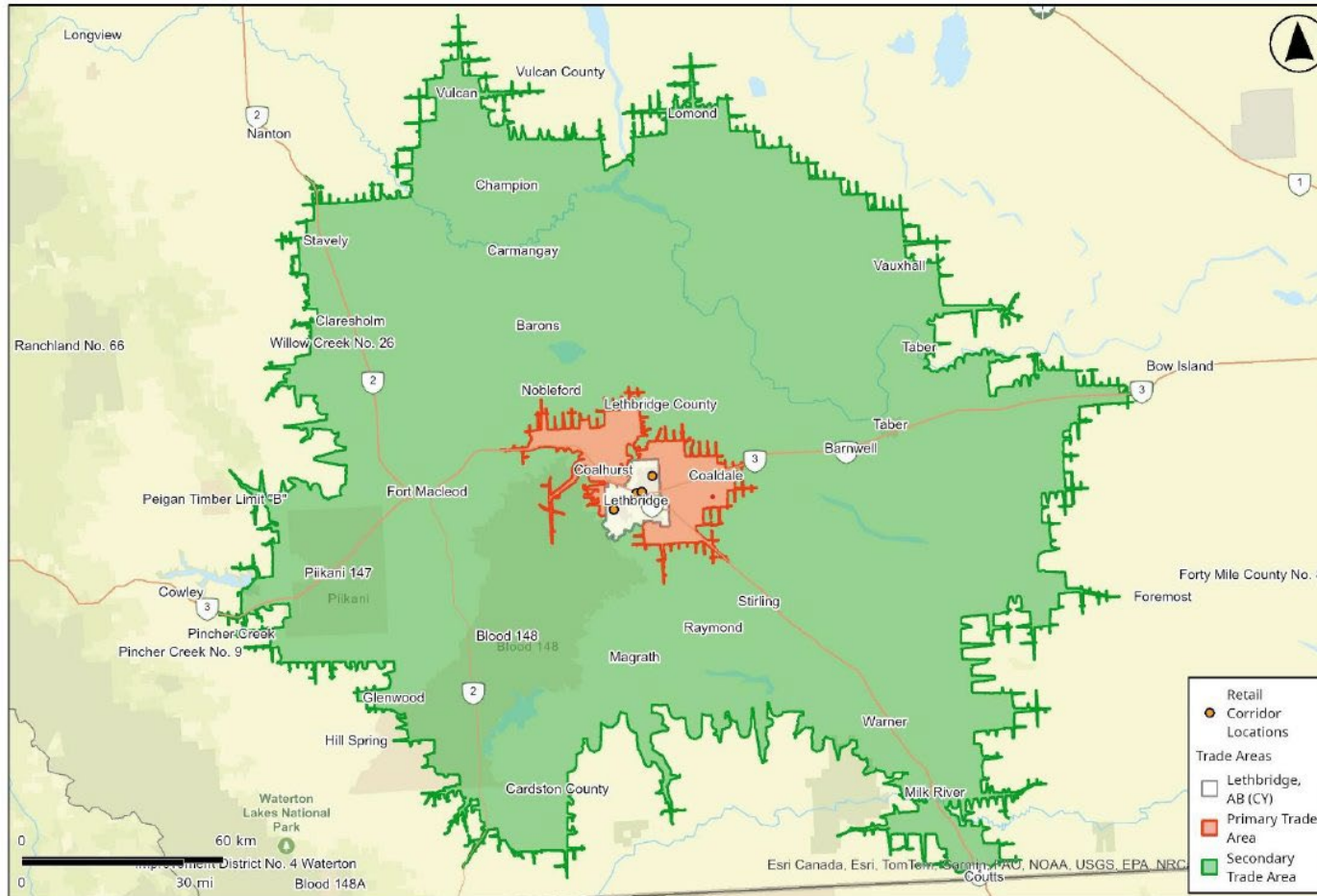
City of Lethbridge:
\$2.3 billion
(60% of Total)

Primary Trade Area
*(excluding City of
Lethbridge):*
\$389 million
(10% of Total)

**Secondary Trade
Area:**
\$1.2 billion
(29% of Total
Population)



Lethbridge Trade Area Study – Project Outcomes



- Confirmation of geographic boundaries of both the Primary and Secondary Trade Areas



Lethbridge Trade Area Study – Project Outcomes

1 – Approximately 20,700 commute to the area every day

2 – Midday appears to be the most popular time for retail activity.

3 – Food purchased from stores is the largest expenditure category.



Lethbridge Trade Area Study – Project Outcomes

Top Profile Segments – City of Lethbridge

Segment Name	Proportion of All Households	Key Takeaways
<i>Slow Lane Suburbs</i>	14.1%	Older singles and couples over 55 who live in suburban areas and are middle income earners; they respond to marketing messages that recognize frugal habits. Interests include outdoor activities as well as community theatre and food festivals.
<i>Stressed in Suburbia</i>	13.3%	Working age families and couples in the 25-54 age range; most are generational Canadians; focus on saving money by doing their own home improvements and landscaping. Interests range from skiing and golf to cultural activities like concerts and dinner theatre.
<i>All-Terrain Families</i>	12.1%	Younger & <u>middle-age</u> households, many of whom have moved recently; recreational activities include sports & camping, weekend entertainment for parents may involve a sports bar, rock concert or steakhouse.
<i>Value Villagers</i>	11.8%	Typically found in older, industrial neighbourhoods in mid-size cities; lower levels of education and incomes; they attend community theatre and art galleries and curling is a favourite pastime.
<i>Boomer Bliss</i>	8.4%	Older couples and families in suburban neighbourhoods surrounding large cities; most are over age 55 and those still employed tend to hold white-collar positions. Interests include outdoor activities like golf and the arts – theatre, art galleries, etc.

Lethbridge Trade Area Study – Project Outcomes

- Figures attained suggest a preference for value brands & department stores both in Lethbridge and the Primary/Secondary Trade Areas



Lethbridge Trade Area Study – Project Outcomes

Purchase Preference – In-Person or Online – Lethbridge Residents
(Percentages correspond with proportion who prefer each channel while index measure is listed in brackets)

Category	In-Person	Online via Computer	Online via Mobile Device
<i>Clothing & Fashion</i>	83.5% (104)	24.9% (92)	8.1% (76)
<i>Home Electronics</i>	77.3% (104)	32.0% (104)	7.9% (73)
<i>Gift Cards</i>	67.3% (108)	23.6% (82)	6.2% (74)
<i>Groceries</i>	88.3% (102)	10.7% (91)	3.9% (76)
<i>Beauty & Cosmetics</i>	51.5% (102)	15.0% (89)	4.7% (76)
<i>Home & Garden</i>	76.0% (102)	17.3% (92)	5.3% (86)
<i>Sporting Goods</i>	57.8% (102)	18.9% (94)	6.5% (86)
<i>Vacation Travel</i>	57.8% (113)	53.3% (93)	14.6% (92)

Lethbridge Trade Area Study – Key Takeaways/Lessons

- Understand what you are seeking to probe and identify vendors that can help you realize this vision
- Start early to give plenty of time for iteration over the course of the study
- Develop partnership with vendor/service provider; be deferential in areas where each partner has expertise
- Incorporate data-driven tools when possible to improve accuracy of results
- Maintain open-minded attitude when working with service providers new to your company/organization

Questions?



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Economic Development Lethbridge

