Managing Change: Recovery and the New MobileScapes

ENVIRONICS
ANALYTICS

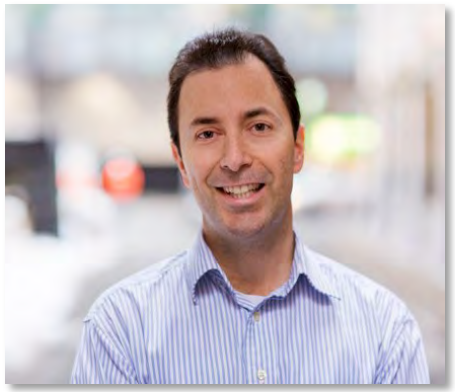
Today's Presenters

Evan Wood

EVP, Chief Strategy Officer

Peter Miron

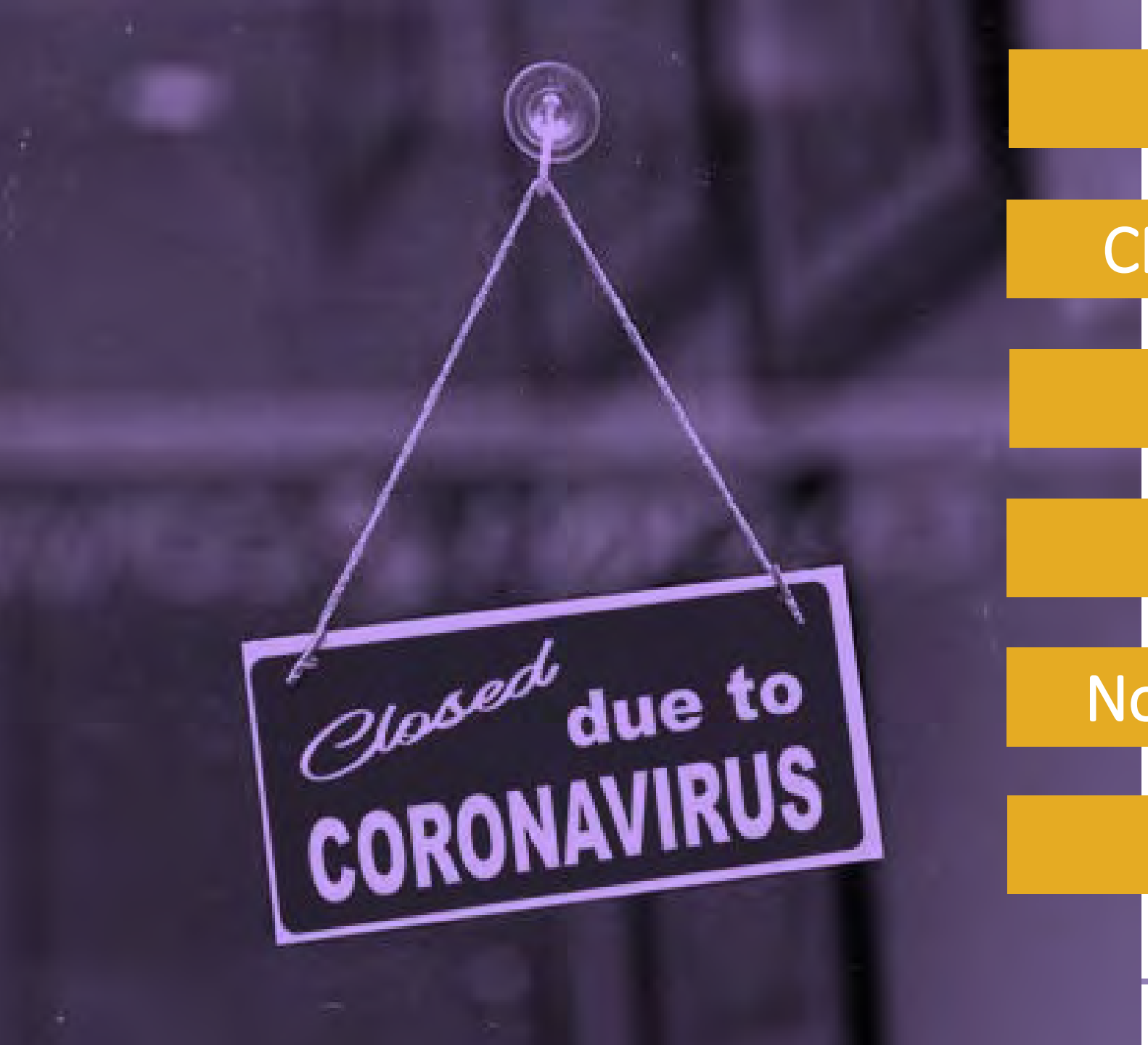
SVP, Research and Development



Casey Price

SVP and Practice Leader

STAY
HOME



Retail ↓

CPG Grocery ↑

Banking ↑

Auto ↓

Not-For-Profit ↓

Travel ↓

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COVID-19 Behaviours - New Norms?

OPEN
BUSINESS AS
NEW NORMAL

- Who is starting to move? How quickly? How far?
- Who is visiting local businesses and when?
- Which citizens are accessing parks or using public transportation?
- Are the same people coming back to bank branches as during pre-pandemic times?
- How has grocery shopping changed pre- and post-pandemic? How can this help with sales forecasting?

MobileScapes

Leveraging Mobile Movement Data to Understand Changing Consumer Behaviours

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What are Mobile Movement Data?

Anonymized, permission-based data collected from location-enabled apps on mobile devices

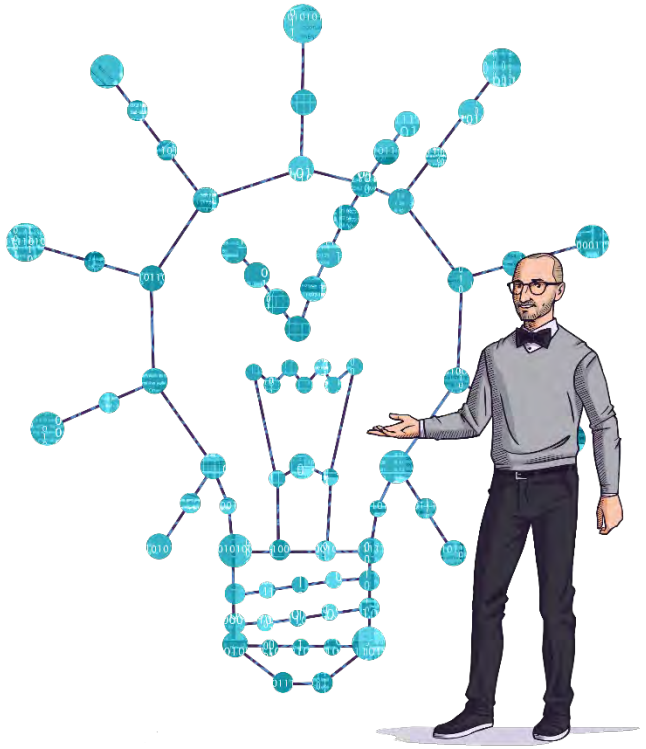
- Unique, persistent, anonymous device ID, along with a day, time and location for each observation
- All observed latitude and longitude coordinates are moved to the nearest 6-digit postal code
- Researchers can “observe” devices within a defined area such as a store, public square or on a roadway for a given date and time range
- The common evening location (CEL) and common daytime location (CDL) are inferred according to where these devices are most frequently observed during the day and at night

Why MobileScapes?

MobileScapes

The most comprehensive, accurate and up-to-date mobile movement database available for marketing and other business applications.

- 3 combined sources of high-quality data
- 100% privacy compliant
- Updated daily
- Weighted to general population for accurate representation
- Available at the postal code level and linked to EA's 30,000 data points
- Easily accessible through EA's analytics platforms, via API calls, as data extract files and in project work



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MobileScapes Product Suite

MobileScapes

The MobileScapes mobile movement database is easily accessible in configurations to suit various business needs.

1

MobileScapes ENVISION

Using ENVISION's user-friendly interface, quickly analyze large volumes of mobile movement data by location (using hand-drawn polygons, existing location files or the new EA geofence library).

2

MobileScapes Plus

Access MobileScapes data or configured extracts via API or as flat files for use in your tools, and monitor activity weekly or monthly.

3

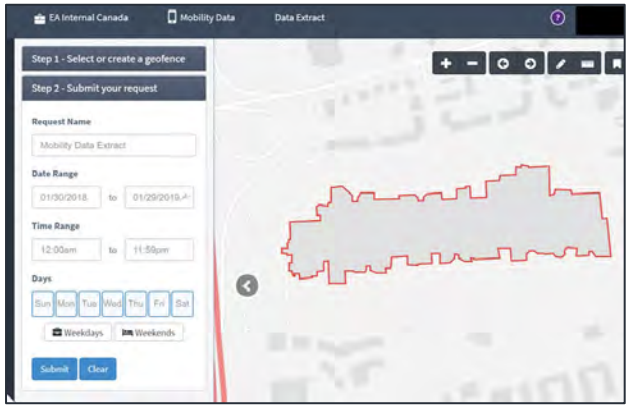
MobileScapes Out & About

Understand movement at the neighbourhood level: who leaves home, goes out to work, to shop, for recreation, on which days, at what time of day.

1. MobileScapes ENVISION

New enhanced data and functionality in EA's software platform.

Geofence



Draw or import a shape and select timeframe, days or dayparts for the retrieval

NEW

Use a geofence from EA's new extensive and accurate library

Data

Creates two data files:

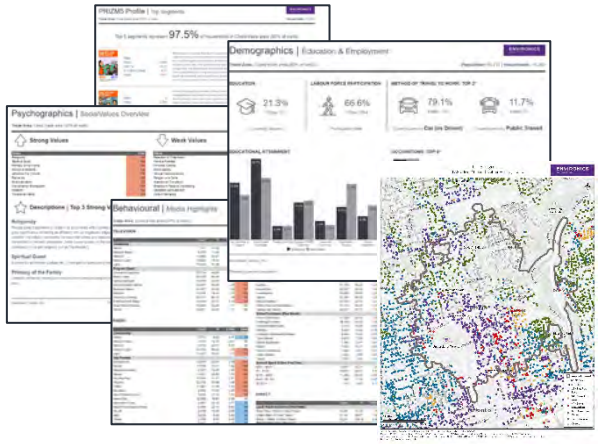
Common Evening Locations

Common Daytime Locations

NEW

Data normalized and weighted to gen pop by EA methodologists

Output



Usable with 30,000 data variables and in maps, dashboards and tables in ENVISION

NEW

Weekly and monthly reports available to monitor change

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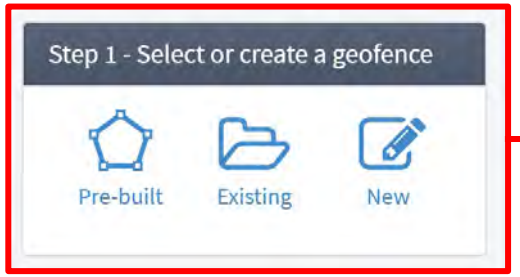
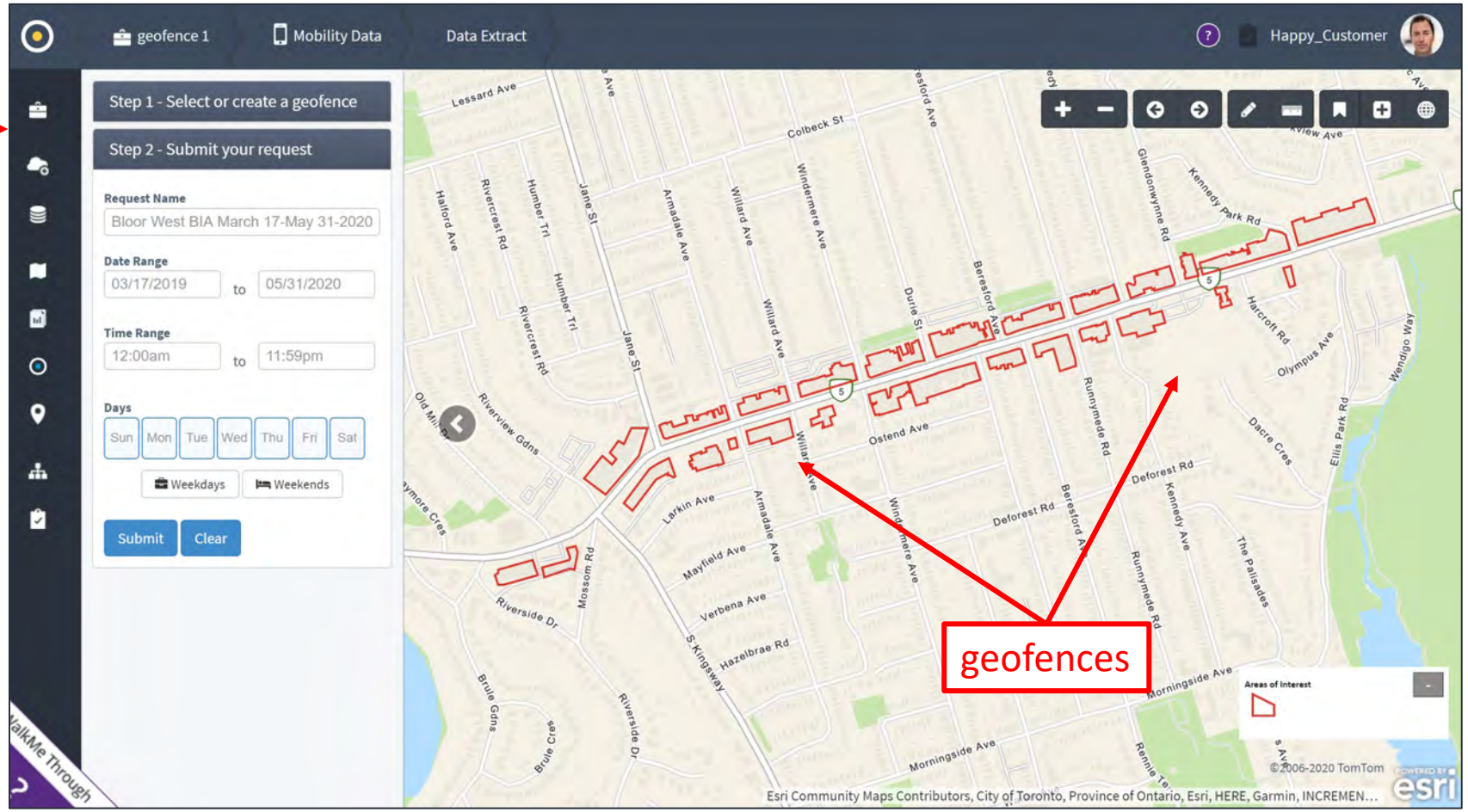
New Geofence Library





40,000
Polygons

- Grocery
- Drug
- Mass Merchandisers
- Category Killers
- Malls
- Greenspaces
- Golf Courses
- Banks
- Credit Unions
- Auto Dealerships
- Coffee Shops
- Restaurants (QSR and Sit Down)
- Retailers

2. MobileScapes Plus

MobileScapes Plus provides flexibility to access standard and configured mobile movement data extracts outside ENVISION.

- Any type of configured, then standardized deliverables:
  - Data extracts accessed via APIs
  - Weekly/monthly reports
  - Tableau dashboards
  - Other client-defined extracts
- Provides weekly data (historical and future)
- Weighted or unweighted data available
- User-defined geofence size expanded to 5MM square feet; unlimited geofence size when using EA's new geofence library

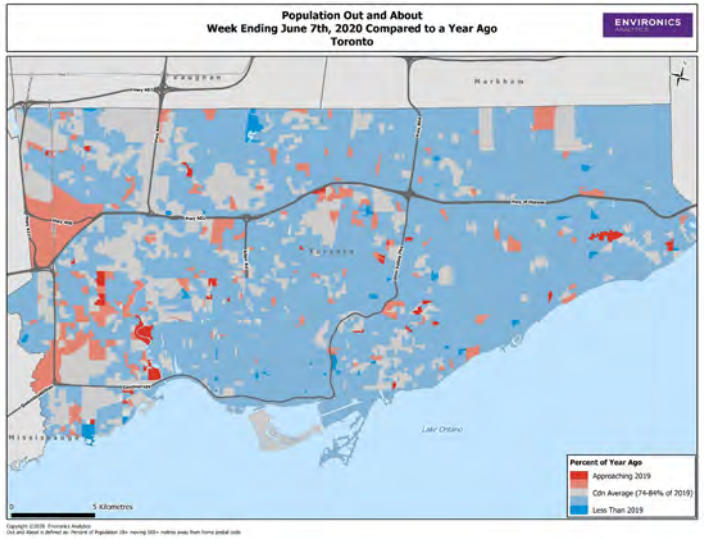
Where they came from

Who they were

3. MobileScapes Out & About

MobileScapes Out & About identifies the movement of populations at the neighbourhood level.

- In ENVISION as a standard database or outside ENVISION as a flat file
- Weekly monitoring reports included
- Historical data from Jan 1, 2019
- Built at DA level, then rolled up to geographies
- Weighted to Pop 15+
- Available by weekpart and daypart, with dayparts available for weeks and weekends
- Two levels: base insights & add-on insights



↑ 26%	↑ 25%	↑ 22%	↑ 21%	↑ 21%

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3. MobileScapes Out & About Details

Base & Add-On	
Base Insights	1) Population going out (beyond 500 metres from inferred home location) 2) What time of day are they going out? 3) How far are they going out? 4) How long are they observed away from home when they're out?
Add-On Insights	5) Purpose: work, school or other 6) Outdoor activity – running, hiking, going to parks, etc. 7) Shopping/economic /commercial activity 8) Heavy commuter rail use
In Progress	9) Expanded mode of transportation variables

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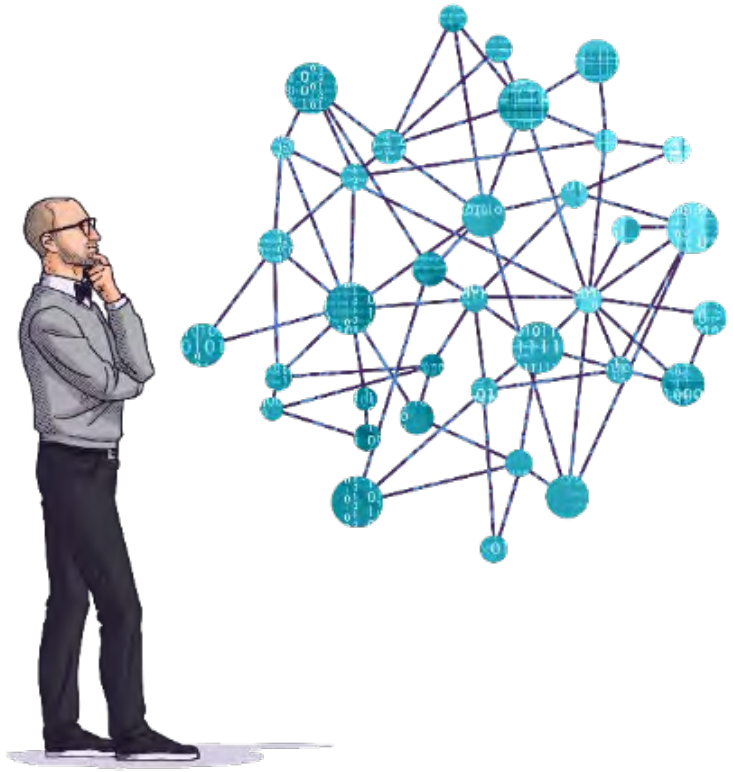
MOBILE MOVEMENT DATA

Methodology, Practicality and Privacy



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Guiding Principles of Mobile Research

Intelligence Infused

Incorporate our expertise to produce population estimates rather than device counts

Automatically adjust for bias, both spatial and temporal

Automated

Use pre-defined geofences where available

Allow custom geofence ingestion

Pre-build complex estimates where appropriate

Data updated in near real time (daily)

Compliance Certified

Results from the system are pre-sanitized prior to distribution

Onus of compliance handled automatically by tools

Accessible

Tools for querying the data accessible from both within and outside of ENVISION (APIs)

Tools should handle: one-off queries, multisite analysis and pre-structure on-going reporting

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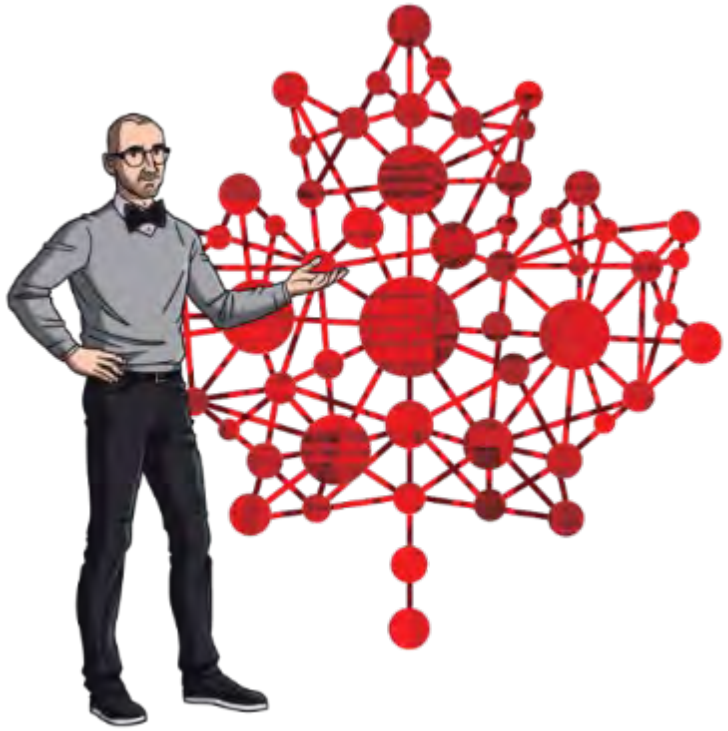
DATA APPLICATIONS

Using Mobile Movement Data Across Industry Sectors



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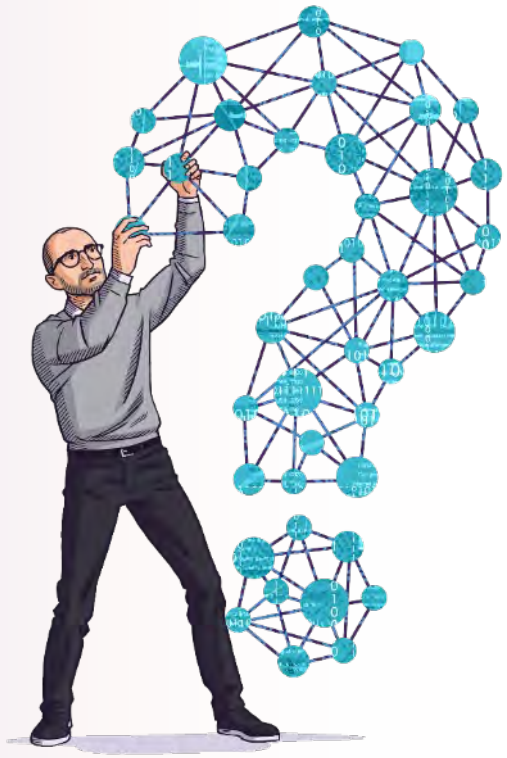
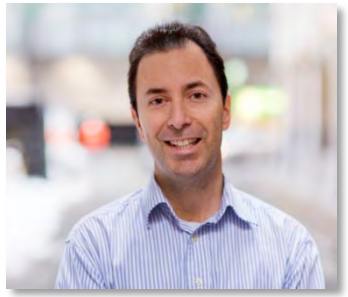
QUESTIONS?



Evan Wood

Peter Miron



Casey Price

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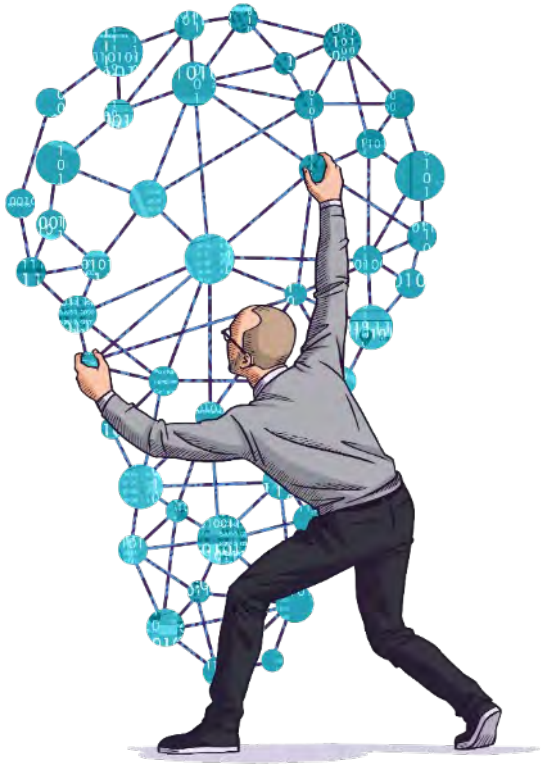
DATA APPLICATIONS

Using data to power insights



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Agenda

- Use case #1: Bloor West Village
- Use case #2: Financial institution example

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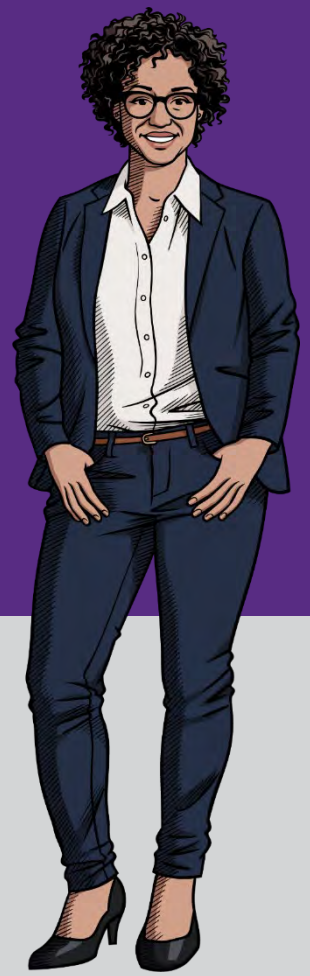
Use Case #1
Bloor West Village



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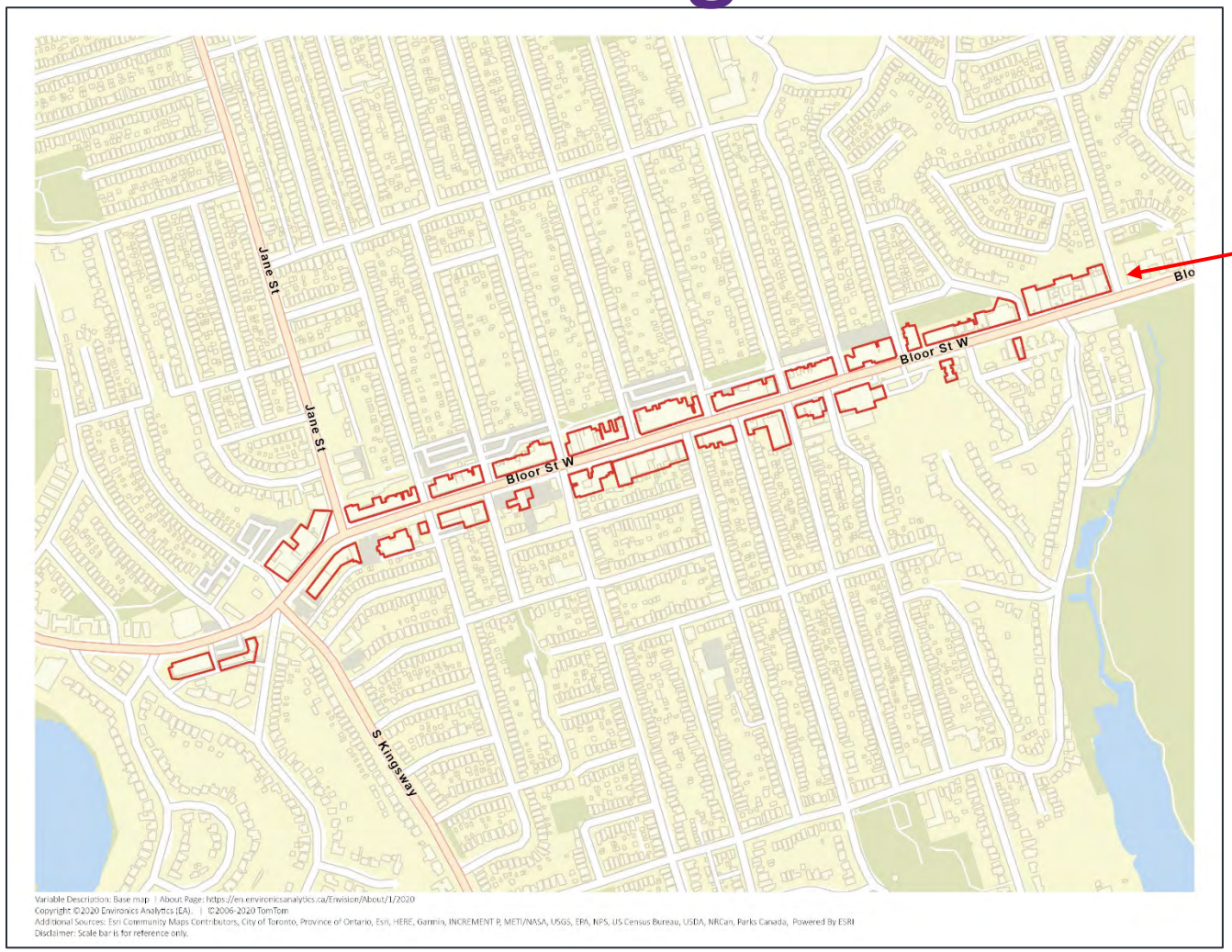
Bloor West Village



Geofence

One summary dataset

Trade area

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What are trend reports?

Trend reports compare the visitors that went to a specific geofence location over two time periods including a current time period as well as the same time last year. This comparison highlights any changes in the makeup or description of people who visited locations year over year. Figures within the reports have been generalized to Population 15+ years old to more closely emulate the true number of people that visit a physical location. Trend reports have been created for PRIZM to help identify WHO your customers are year over year. Demostats trend reports illustrate how the demographic descriptions of your visitors may have changed and Wealthscapes – our product that essentially looks at the balance sheet of Canadians year over year.

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Bloor West Village – Trend Reporting

DemoStats - MobileScapes Trend | Demographic Highlights

Geofence: Bloor West Village

Customer Level: Unique Visitors

Filter: No filter

	2020-01-01 - 2020-06-30 % Comp	2019-01-01 - 2019-06-30 % Comp	Trend % Change
Basics			
Total Population	100.00	100.00	0.00
Total Households	100.00	100.00	0.00
Age of Household Maintainer			
15 To 24	3.50	3.50	0.01
25 To 34	22.62	21.59	1.02
35 To 44	22.57	22.58	-0.02
45 To 54	17.40	17.88	-0.48
55 To 64	15.78	16.12	-0.34
65 To 74	10.41	10.53	-0.13
75 Or Older	7.72	7.79	-0.07
Size of Household			
1 Person	36.03	33.90	2.13
2 Persons	30.44	29.87	0.57
3 Persons	14.11	14.71	-0.59
4 Persons	11.67	12.74	-1.07
5 Or More Persons	7.75	8.78	-1.03
Household Type			
Total Family Households	57.87	60.31	-2.44
One-Family Households	55.59	57.52	-1.93
Multiple-Family Households	2.28	2.79	-0.51
Non-Family Households	42.13	39.69	2.44
One-Person Households	36.24	34.11	2.13
Two-Or-More-Person Households	5.89	5.59	0.31

- > In maintainers age 15-34 visiting Bloor West in first part of the year
- < Decrease in maintainers 35+ visiting Bloor West in first part of the year.
- Increase in single person households

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Bloor West Village – Monthly Trend Report

Out and About | Monthly Trend

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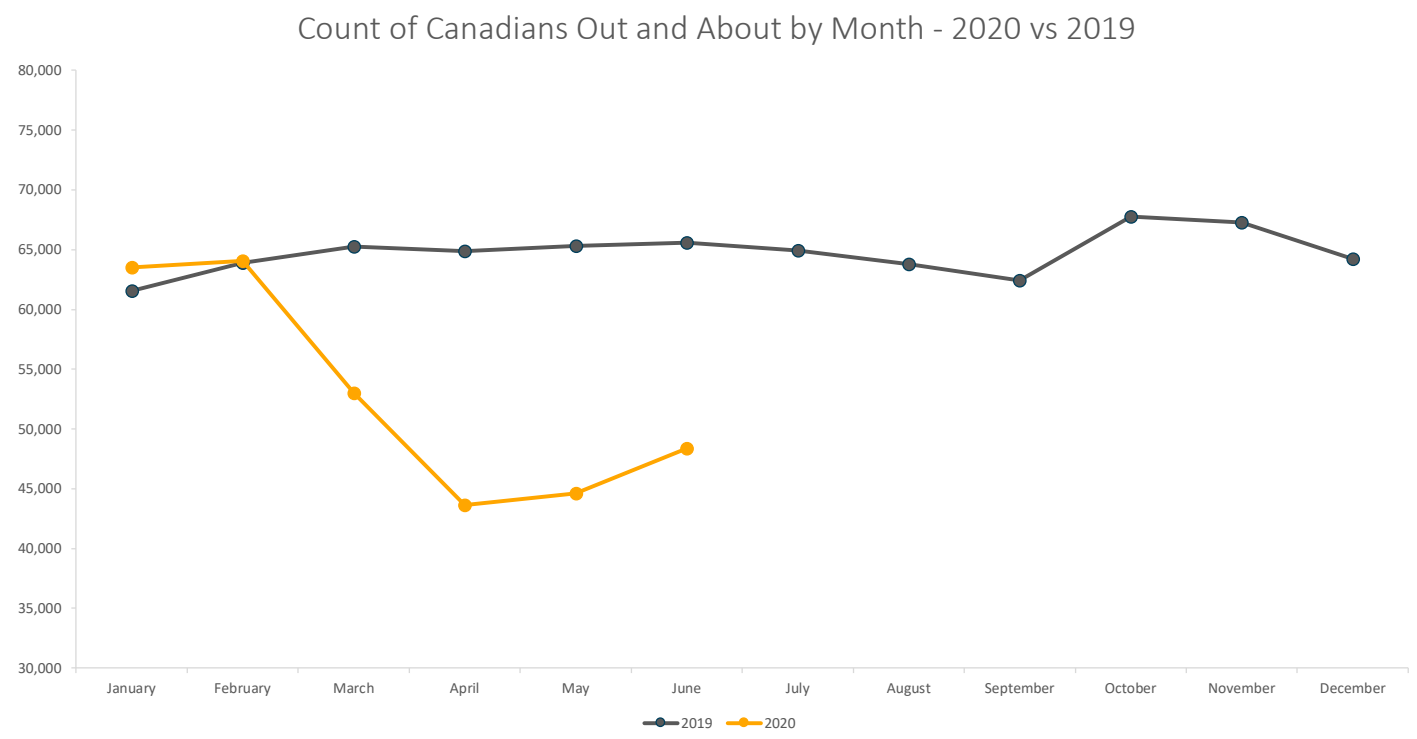
Trade Area: Bloor West Village



Note: Out & About equates to moving more than 500m from home

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Highlights

- Decrease in trips
- Slight increase as legislation re-opens certain locations with conditions

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Bloor West Village – Activity Trend Report

Out and About | Activity Trend

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Trade Area: Bloor West Village

	April 2020				April 2019				Change	
	Count	%	% Pen	Index	Count	%	% Pen	Index	Absolute	%
Basics										
Household Population 15+	79,677	100.00%	1.45%	100	78,137	100.00%	1.44%	100	1,540	1.97%
Out & About	43,612	54.74%	1.48%	102	64,887	83.04%	1.41%	98	-21,275	-32.79%
Dayparts										
12:00 AM to 6:00 AM	7,268	9.12%	1.15%	79	9,979	12.77%	1.16%	81	-2,711	-27.17%
6:00 AM to 9:00 AM	12,856	16.14%	1.26%	87	26,956	34.50%	1.31%	91	-14,099	-52.31%
9:00 AM to 12:00 PM	20,804	26.11%	1.39%	96	41,419	53.01%	1.41%	98	-20,614	-49.77%
12:00 PM to 3:00 PM	25,924	32.54%	1.43%	99	47,451	60.73%	1.40%	97	-21,527	-45.37%
3:00 PM to 6:00 PM	26,798	33.63%	1.44%	100	47,872	61.27%	1.38%	96	-21,074	-44.02%
6:00 PM to 9:00 PM	18,608	23.35%	1.35%	93	36,857	47.17%	1.33%	92	-18,249	-49.51%
9:00 PM to 12:00 AM	9,289	11.66%	1.24%	86	19,306	24.71%	1.20%	83	-10,017	-51.88%
9:00 AM to 5:00 PM (Business Hours)	35,943	45.11%	1.46%	101	59,072	75.60%	1.41%	98	-23,130	-39.15%
Purpose										
Commuted	6,580	8.26%	1.45%	100	13,083	16.74%	1.49%	104	-6,504	-49.71%
Visited a park/green space	13,222	16.59%	1.79%	123	21,355	27.33%	1.42%	99	-8,134	-38.09%
Visited a commercial location	8,961	11.25%	1.17%	81	22,080	28.26%	1.12%	78	-13,119	-59.41%
Used Heavy Rail transit	0	0.00%	0.00%	--	5,024	6.43%	1.79%	125	-5,024	-100.00%
		Average		Index		Average		Index		% Change
Metrics										
Distance of observed travel (KM)	414,105	5.20		111	885,490	11.33		79		-53.23%
Time spent away from home (Minutes)	6,823,461	85.64		113	18,829,901	240.99		94		-63.76%

Benchmark: Toronto, ON (CMA)

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

Highlights

- Decrease in trips
- Visits to Parks decreased overall but increased relative to other trips made In April 2020
- Note time spent away from home decreased
- People left home for shorter durations and did not travel as far.

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Bloor West Village – PRIZM Trend Report

PRIZM Profile - MobileScapes Trend | Customers

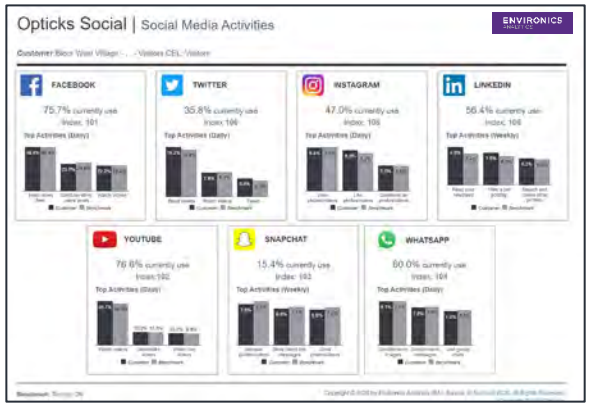
Geofence: Bloor West Village

Customer Level: Unique Visitors

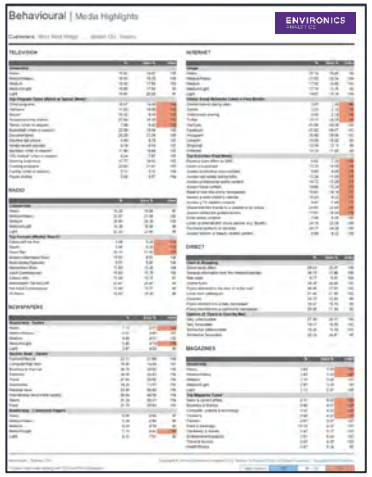
Filter: No filter

				2020-03-15 - 2020-04-30		2019-03-15 - 2019-04-30		Trend	
SG	LG	Code	Name	Count	%	Count	%	Visitor Change	% Change
U1	M1	01	The A-List	2,174	3.17	5,076	2.90	-2,903	0.27
U1	M1	02	Wealthy & Wise	3,625	5.29	6,830	3.91	-3,205	1.38
U1	F1	06	Downtown Verve	10,278	15.00	16,151	9.24	-5,873	5.76
S1	F3	04	Turbo Burbs	446	0.65	1,061	0.61	-615	0.04
S1	F2	05	First-Class Families	920	1.34	1,889	1.08	-969	0.26
S1	M1	09	Boomer Bliss	0	0.00	472	0.27	-472	-0.27
S2	F2	08	Multiculture-ish	789	1.15	3,856	2.20	-3,067	-1.05
S2	Y3	11	Modern Suburbia	360	0.52	1,435	0.82	-1,075	-0.30
F1	F2	03	Asian Sophisticates	130	0.19	1,035	0.59	-905	-0.40
F1	M1	07	Mature & Secure	943	1.38	3,549	2.03	-2,606	-0.65
F1	F2	18	Multicultural Corners	4,570	6.67	15,324	8.76	-10,754	-2.10
S3	F3	19	Family Mode	182	0.27	1,376	0.79	-1,195	-0.52
S3	Y3	24	All-Terrain Families	73	0.11	311	0.18	-238	-0.07
S3	F3	25	Suburban Sports	87	0.13	589	0.34	-503	-0.21
R1	F3	14	Kick-Back Country	209	0.30	361	0.21	-152	0.10
R1	F3	26	Country Traditions	358	0.52	317	0.18	41	0.34
R1	F3	33	New Country	100	0.15	219	0.13	-119	0.02
S4	F2	13	Vie de Rêve	0	0.00	15	0.01	-15	-0.01
S4	F3	29	C'est Tiguidou	0	0.00	158	0.09	-158	-0.09
S4	F3	34	Familles Typiques	0	0.00	138	0.08	-138	-0.08
S5	F3	38	Stressed in Suburbia	132	0.19	511	0.29	-378	-0.10
S5	F3	43	Happy Medium	192	0.28	466	0.27	-275	0.01
F2	F2	10	Asian Achievement	639	0.93	1,577	0.90	-938	0.03
F2	Y2	20	New Asian Heights	483	0.70	2,412	1.38	-1,930	-0.68
F2	F3	27	Diversité Nouvelle	0	0.00	124	0.07	-124	-0.07
U2	M1	16	Savvy Seniors	913	1.33	2,294	1.31	-1,382	0.02
U2	M1	23	Mid-City Mellow	233	0.34	1,411	0.81	-1,177	-0.47
U2	F3	36	Middle-Class Mosaic	275	0.40	1,303	0.75	-1,028	-0.34
U2	M2	51	On Their Own Again	1,313	1.92	2,708	1.55	-1,395	0.37
F3	F2	30	South Asian Society	442	0.64	871	0.50	-429	0.15
F3	F3	31	Metro Melting Pot	7,301	10.65	22,647	12.95	-15,346	-2.30
F3	F1	32	Diverse & Determined	454	0.66	1,466	0.84	-1,012	-0.18
R2	M1	41	Down to Earth	33	0.05	268	0.15	-235	-0.10
R2	F3	48	Agri-Biz	0	0.00	0	0.00	0	0.00
R2	M2	49	Backcountry Boomers	0	0.00	561	0.32	-561	-0.32
R2	M2	50	Country & Western	6	0.01	57	0.03	-52	-0.02
U3	Y1	12	Eat, Play, Love	9,288	13.55	19,647	11.24	-10,359	2.32
U3	Y2	22	Indieville	6,436	9.39	14,872	8.50	-8,437	0.89
U3	Y1	40	Les Énerjeunes	0	0.00	189	0.11	-189	-0.11
U3	Y1	47	Social Networkers	1,663	2.43	3,178	1.82	-1,515	0.61
U3	F1	55	Enclaves Multiethniques	228	0.33	1,005	0.57	-777	-0.24
T1	F1	37	Keep on Trucking	0	0.00	0	0.00	0	0.00
T1	M1	58	Old Town Roads	0	0.00	121	0.07	-121	-0.07
T1	F2	66	Indigenous Families	0	0.00	0	0.00	0	0.00
S6	M2	21	Scenic Retirement	61	0.09	355	0.20	-294	-0.11
S6	M1	45	Slow-Lane Suburbs	193	0.28	234	0.13	-41	0.15
S6	M2	53	Silver Flats	61	0.09	234	0.13	-174	-0.05
S6	M2	62	Suburban Recliners	0	0.00	333	0.19	-333	-0.19
U4	F2	15	South Asian Enterprise	1,849	2.70	6,410	3.67	-4,561	-0.97
U4	F3	17	Asian Avenues	0	0.00	172	0.10	-172	-0.10
U4	F3	61	Came From Away	8,884	12.96	24,271	13.88	-15,386	-0.92
U4	F3	64	Midtown Movers	314	0.46	1,127	0.64	-813	-0.19
S7	M1	35	Vie Dynamique	0	0.00	0	0.00	0	0.00
S7	F1	42	Banlieues Tranquilles	0	0.00	0	0.00	0	0.00
S7	F1	59	La Vie Simple	0	0.00	0	0.00	0	0.00
R3	M1	46	Patrimoine Rustique	0	0.00	0	0.00	0	0.00
R3	F3	54	Vie au Village	0	0.00	0	0.00	0	0.00
R3	M1	63	Amants de la Nature	0	0.00	0	0.00	0	0.00
U5	Y1	28	Latte Life	571	0.83	702	0.40	-131	0.43
U5	Y2	52	Friends & Roomies	789	1.15	1,946	1.11	-1,157	0.04
U5	Y2	57	Juggling Acts	140	0.20	525	0.30	-386	-0.10
U5	F1	60	Value Villagers	171	0.25	285	0.16	-114	0.09
U5	Y2	67	Just Getting By	211	0.31	355	0.20	-144	0.10
U6	F1	39	Évolution Urbaine	0	0.00	29	0.02	-29	-0.02
U6	M2	44	Un Grand Cru	0	0.00	0	0.00	0	0.00
U6	Y2	56	Jeunes Biculturels	15	0.02	0	0.00	15	0.02
U6	M2	65	Âgés & Traditionnels	0	0.00	38	0.02	-38	-0.02
			Total	**68,534**	**100.00**	**174,872**	**100.00**	**-106,338**	**0.00**

Target social media



Target media



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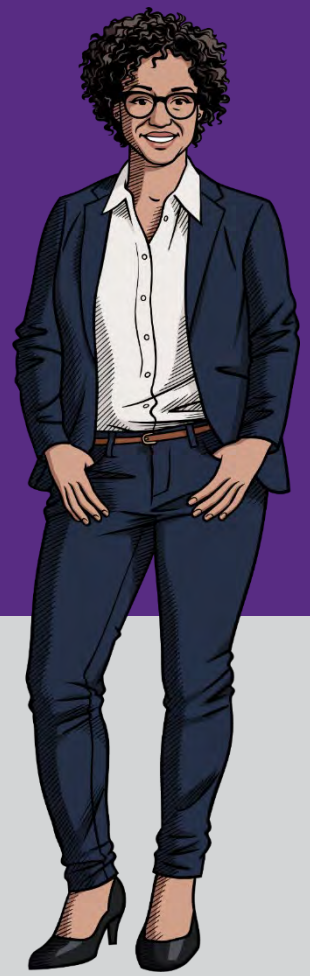
Use Case #2
Financial Institution



ENVIRONICS
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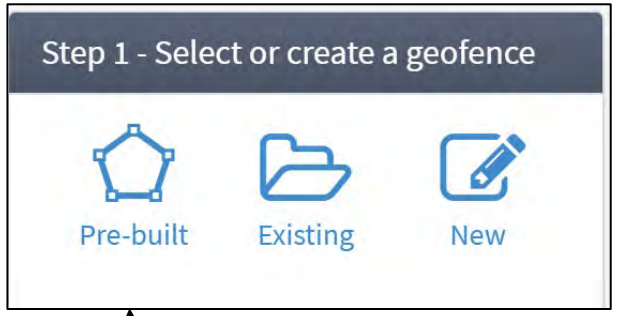
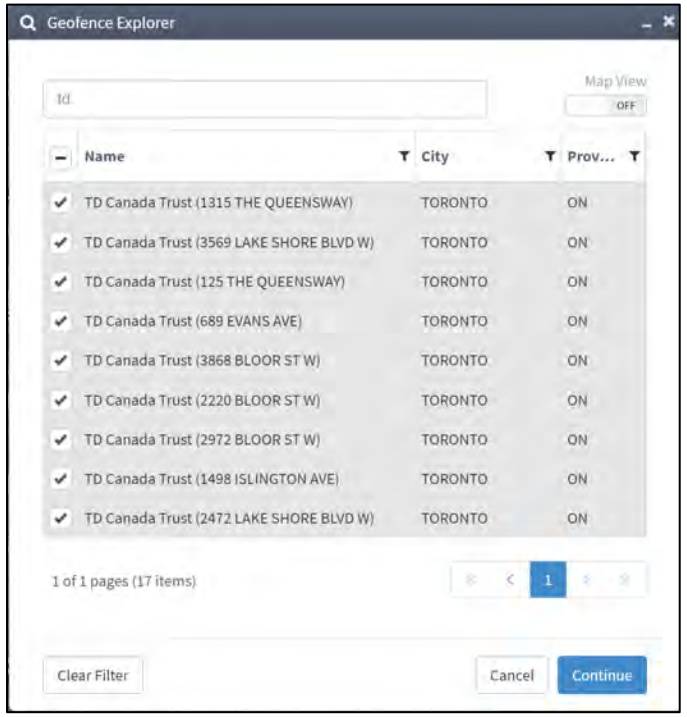
Toronto-Dominion Bank Example



Selected 17 branches



One summary dataset

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ENVIRONICS ANALYTICS

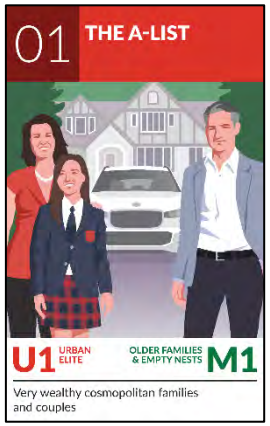
TD Bank - PRIZM Trend Report

PRIZM Profile - MobileScapes Trend | Customers

Geofence: TD Branch Geofences
Customer Level: Visits
Filter: No filter

				2020-03-15 - 2020-04-30		2019-03-15 - 2019-04-30		Trend	
SG	LG	Code	Name	Count	%	Count	%	Visit Change	% Change
U1	M1	01	The A-List	1,373	1.30	8,226	2.98	-6,853	-1.68
U1	M1	02	Wealthy & Wise	3,966	3.75	12,822	4.64	-8,855	-0.89
U1	F1	06	Downtown Verve	7,011	6.63	16,503	5.98	-9,492	0.65
S1	F3	04	Turbo Burbs	261	0.25	1,214	0.44	-953	-0.19
S1	F2	05	First-Class Families	1,096	1.04	3,417	1.24	-2,320	-0.20
S1	M1	09	Boomer Bliss	51	0.05	806	0.29	-755	-0.24
S2	F2	08	Multiculture-ish	4,747	4.49	6,801	2.46	-2,053	2.03
S2	Y3	11	Modern Suburbia	436	0.41	3,790	1.37	-3,355	-0.96
F1	F2	03	Asian Sophisticates	704	0.67	2,396	0.87	-1,692	-0.20
F1	M1	07	Mature & Secure	2,448	2.32	7,886	2.86	-5,438	-0.54
F1	F2	18	Multicultural Corners	12,001	11.35	32,884	11.91	-20,883	-0.56
S3	F3	19	Family Mode	611	0.58	2,677	0.97	-2,066	-0.39
S3	Y3	24	All-Terrain Families	0	0.00	667	0.24	-667	-0.24
S3	F3	25	Suburban Sports	134	0.13	483	0.17	-349	-0.05
R1	F3	14	Kick-Back Country	480	0.45	651	0.24	-171	0.22
R1	F3	26	Country Traditions	77	0.07	1,154	0.42	-1,077	-0.34
R1	F3	33	New Country	0	0.00	342	0.12	-342	-0.12
S4	F2	13	Vie de Rêve	0	0.00	93	0.03	-93	-0.03
S4	F3	29	C'est Tiguidou	0	0.00	80	0.03	-80	-0.03
S4	F3	34	Familles Typiques	0	0.00	0	0.00	0	0.00
S5	F3	38	Stressed in Suburbia	378	0.36	983	0.36	-606	0.00
S5	F3	43	Happy Medium	147	0.14	215	0.08	-68	0.06
F2	F2	10	Asian Achievement	42	0.04	1,345	0.49	-1,303	-0.45
F2	Y2	20	New Asian Heights	281	0.27	3,408	1.23	-3,127	-0.97
F2	F3	27	Diversité Nouvelle	0	0.00	181	0.07	-181	-0.07
U2	M1	16	Savvy Seniors	1,036	0.98	5,063	1.83	-4,027	-0.85
U2	M1	23	Mid-City Mellow	352	0.33	2,741	0.99	-2,389	-0.66
U2	F3	36	Middle-Class Mosaic	784	0.74	1,273	0.46	-489	0.28
U2	M2	51	On Their Own Again	1,531	1.45	4,605	1.67	-3,074	-0.22
F3	F2	30	South Asian Society	266	0.25	1,547	0.56	-1,282	-0.31
F3	F3	31	Metro Melting Pot	15,981	15.11	39,672	14.36	-23,691	0.75
F3	F1	32	Diverse & Determined	726	0.69	2,026	0.73	-1,299	-0.05
R2	M1	41	Down to Earth	0	0.00	613	0.22	-613	-0.22
R2	F3	48	Agri-Biz	0	0.00	79	0.03	-79	-0.03
R2	M2	49	Backcountry Boomers	66	0.06	287	0.10	-220	-0.04
R2	M2	50	Country & Western	0	0.00	0	0.00	0	0.00
U3	Y1	12	Eat, Play, Love	15,017	14.20	32,183	11.65	-17,167	2.55
U3	Y2	22	Indieville	6,004	5.68	14,508	5.25	-8,504	0.43
U3	Y1	40	Les Énerjeunes	0	0.00	0	0.00	0	0.00
U3	Y1	47	Social Networkers	2,944	2.78	7,796	2.82	-4,851	-0.04
U3	F1	55	Enclaves Multiethniques	672	0.64	799	0.29	-128	0.35
T1	F1	37	Keep on Trucking	0	0.00	0	0.00	0	0.00
T1	M1	58	Old Town Roads	61	0.06	41	0.01	21	0.04
T1	F2	66	Indigenous Families	89	0.08	0	0.00	89	0.08
S6	M2	21	Scenic Retirement	132	0.13	622	0.23	-489	-0.10
S6	M1	45	Slow-Lane Suburbs	75	0.07	667	0.24	-592	-0.17
S6	M2	53	Silver Flats	0	0.00	239	0.09	-239	-0.09
S6	M2	62	Suburban Recliners	0	0.00	447	0.16	-447	-0.16
U4	F2	15	South Asian Enterprise	2,396	2.27	7,792	2.82	-5,396	-0.56
U4	F3	17	Asian Avenues	0	0.00	195	0.07	-195	-0.07
U4	F3	61	Came From Away	16,673	15.77	34,326	12.43	-17,653	3.34
U4	F3	64	Midtown Movers	1,309	1.24	1,530	0.55	-222	0.68
S7	M1	35	Vie Dynamique	0	0.00	0	0.00	0	0.00
S7	F1	42	Banlieues Tranquilles	0	0.00	0	0.00	0	0.00
S7	F1	59	La Vie Simple	0	0.00	0	0.00	0	0.00
R3	M1	46	Patrimoine Rustique	0	0.00	0	0.00	0	0.00
R3	F3	54	Vie au Village	0	0.00	0	0.00	0	0.00
R3	M1	63	Amants de la Nature	0	0.00	0	0.00	0	0.00
U5	Y1	28	Latte Life	317	0.30	1,272	0.46	-955	-0.16
U5	Y2	52	Friends & Roomies	2,265	2.14	5,401	1.96	-3,136	0.19
U5	Y2	57	Juggling Acts	152	0.14	529	0.19	-376	-0.05
U5	F1	60	Value Villagers	246	0.23	380	0.14	-134	0.10
U5	Y2	67	Just Getting By	398	0.38	521	0.19	-123	0.19
U6	F1	39	Évolution Urbaine	0	0.00	0	0.00	0	0.00
U6	M2	44	Un Grand Cru	0	0.00	0	0.00	0	0.00
U6	Y2	56	Jeunes Biculturels	0	0.00	0	0.00	0	0.00
U6	M2	65	Âgés & Traditionnels	0	0.00	0	0.00	0	0.00
			Total	**105,741**	**100.00**	**276,179**	**100.00**	**-170,439**	**0.00**

-88%



Decreased relative share of visits

-46%

Increased share of visits

Overall visitation decreased for the branches under study. The variance between segments was dramatic. Older segments (01 The A-List) decreased in branch visitation by 88%.

Younger segments decreased visitation at a much lower rate.

Given this how would you change your engagement strategy to reflect the needs of your customers? (i.e. Pro active out reach to 01 The A-List?) knowing they do not want to visit branches in the interim?

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ENVIRONICS ANALYTICS

TD Bank - Wealthscapes Trend Reports

WealthScapes - MobileScapes Trend | Customers

Geofence: TD Branch Geofences

Customer Level: Visits

Filter: No filter

	2020-03-15 - 2020-04-30		2019-03-15 - 2019-04-30		Trend	
	% Comp	$ per Household	% Comp	$ per Household	Absolute % Change	$ per Household % Change
Annual Cash Flow						
Aggregate Household Income	100.00	97,198.73	100.00	102,164.35	0.00	-4.86
Median Household Income	100.00	73,160.44	100.00	74,422.73	0.00	-1.70
Aggregate Household Disposable Income	100.00	74,387.43	100.00	77,895.55	0.00	-4.50
Aggregate Household Discretionary Income	100.00	46,809.59	100.00	49,746.92	0.00	-5.90
Households with Income $0 to $19,999	10.38	--	10.09	--	0.30	--
Households with Income $20,000 to $39,999	15.20	--	15.13	--	0.07	--
Households with Income $40,000 to $59,999	14.97	--	14.67	--	0.30	--
Households with Income $60,000 to $79,999	14.07	--	13.79	--	0.28	--
Households with Income $80,000 to $99,999	11.97	--	11.78	--	0.19	--
Households with Income $100,000 Or Over	33.41	--	34.54	--	-1.14	--
Households with Income $100,000 to $124,999	10.59	--	10.66	--	-0.07	--
Households with Income $125,000 to $149,999	7.20	--	7.32	--	-0.12	--
Households with Income $150,000 to $199,999	7.64	--	7.89	--	-0.25	--
Households with Income $200,000 Or Over	7.97	--	8.66	--	-0.69	--
Households with Income $200,000 to $299,999	5.02	--	5.29	--	-0.27	--
Households with Income $300,000 Or Over	2.95	--	3.38	--	-0.42	--
Aggregate Household RRSP Contributions	100.00	3,460.61	100.00	3,593.43	0.00	-3.70
WealthScapes Totals						
WealthScapes Net Worth - Value	99.95	533,568.05	99.94	589,034.98	0.00	-9.42
WealthScapes Net Worth (including Employer-based Pension Plans) - Value	99.95	641,844.80	99.95	700,405.03	0.01	-8.36
WealthScapes Assets (including Employer-based Pension Plans) - Value	99.54	811,160.80	99.49	877,101.43	0.05	-7.52
Employer Pension Plans & Retirement Savings Plans - Value	68.58	184,327.16	68.43	194,086.92	0.15	-5.03
Employer Pension Plans - Value	47.14	108,276.75	47.56	111,370.06	-0.41	-2.78
WealthScapes Assets - Value	99.41	702,884.06	99.36	765,731.37	0.05	-8.21
WealthScapes Liquid Assets - Balance	98.95	287,955.65	98.83	312,476.48	0.12	-7.85
WealthScapes Liquid Assets - RSP - Balance	47.50	76,050.41	46.47	82,716.86	1.03	-8.06
WealthScapes Liquid Assets - Non-RSP - Balance	98.80	211,905.24	98.69	229,759.62	0.12	-7.77
WealthScapes Liquid Assets - TFSA - Balance	45.46	19,580.62	45.40	20,383.05	0.06	-3.94
WealthScapes Liquid Assets - Non-RSP & Non-TFSA - Balance	98.15	192,324.63	97.98	209,376.57	0.16	-8.14
WealthScapes Debt - Balance	98.77	169,316.01	98.79	176,696.39	-0.01	-4.18
Assets - Savings						
Total Savings - RSP - Balance	23.91	13,564.30	23.37	14,400.13	0.54	-5.80
Total Savings - Non-RSP - Balance	98.36	105,865.17	98.24	114,673.54	0.12	-7.68
Total Savings - TFSA - Balance	20.83	7,839.44	20.79	8,179.84	0.04	-4.16
Total Savings - Non-RSP & Non-TFSA - Balance	97.80	98,025.73	97.65	106,493.70	0.15	-7.95
Total Savings - Balance	98.48	119,429.47	98.36	129,073.67	0.12	-7.47
Chequing & Savings Accounts - Balance	98.19	81,298.61	98.04	85,375.93	0.15	-4.78
Chequing & Savings Accounts - RSP - Balance	18.56	7,804.52	17.76	7,912.66	0.80	-1.37
Chequing & Savings Accounts - Non-RSP - Balance	98.04	73,494.09	97.90	77,463.27	0.15	-5.12
Chequing & Savings Accounts - TFSA - Balance	17.69	5,130.47	17.54	5,269.78	0.15	-2.64
Chequing & Savings Accounts - Non-RSP & Non-TFSA - Balance	97.50	68,363.62	97.32	72,193.49	0.17	-5.31
GICs and Term Deposits - Balance	36.22	38,130.85	36.55	43,697.74	-0.33	-12.74
GICs and Term Deposits - RSP - Balance	7.85	5,759.78	8.18	6,487.47	-0.33	-11.22
GICs and Term Deposits - Non-RSP - Balance	33.27	32,371.08	33.69	37,210.27	-0.42	-13.00
GICs and Term Deposits - TFSA - Balance	4.38	2,708.97	4.50	2,910.06	-0.12	-6.91
GICs and Term Deposits - Non-RSP & Non-TFSA - Balance	31.09	29,662.10	31.46	34,300.21	-0.38	-13.52
Assets - Investments						
Total Investments - RSP - Balance	35.08	62,486.11	34.58	68,316.73	0.49	-8.53
Total Investments - Non-RSP - Balance	55.42	106,040.08	55.64	115,086.08	-0.22	-7.86
Total Investments - TFSA - Balance	32.28	11,741.18	32.28	12,203.21	0.00	-3.79
Total Investments - Non-RSP & Non-TFSA - Balance	42.75	94,298.90	42.62	102,882.87	0.13	-8.34
Total Investments - Balance	61.93	168,526.19	61.95	183,402.81	-0.02	-8.11
Stocks - Balance	25.41	58,115.09	25.47	64,820.61	-0.06	-10.34
Stocks - RSP - Balance	5.89	12,228.95	6.06	13,726.96	-0.17	-10.91
Stocks - Non-RSP - Balance	23.63	45,886.14	23.63	51,093.65	0.00	-10.19
Stocks - TFSA - Balance	5.65	5,466.61	5.75	5,694.68	-0.11	-4.01
Stocks - Non-RSP & Non-TFSA - Balance	20.56	40,419.53	20.50	45,398.97	0.06	-10.97
Bonds - Balance	14.63	9,471.26	15.21	10,348.72	-0.57	-8.48
Bonds - RSP - Balance	1.98	2,352.85	1.99	2,387.96	-0.01	-1.47
Bonds - Non-RSP - Balance	13.83	7,118.41	14.42	7,960.76	-0.59	-10.58
Bonds - TFSA - Balance	2.10	908.42	2.14	993.51	-0.05	-8.56
Bonds - Non-RSP & Non-TFSA - Balance	12.36	6,210.00	12.92	6,967.25	-0.56	-10.87
Investment Funds - Balance	53.37	100,939.83	53.32	108,233.47	0.05	-6.74
Investment Funds - RSP - Balance	32.57	47,904.31	32.07	52,201.81	0.50	-8.23
Investment Funds - Non-RSP - Balance	43.77	53,035.53	44.04	56,031.67	-0.27	-5.35
Investment Funds - TFSA - Balance	27.83	5,366.15	27.76	5,515.02	0.07	-2.70
Investment Funds - Non-RSP & Non-TFSA - Balance	28.18	47,669.38	28.08	50,516.65	0.10	-5.64
Segregated Funds - Balance	7.86	10,357.46	8.36	12,812.80	-0.50	-19.16
Segregated Funds - RSP - Balance	6.78	8,192.75	7.17	9,990.97	-0.39	-18.00
Segregated Funds - Non-RSP - Balance	2.15	2,164.71	2.43	2,821.74	-0.27	-23.28
Segregated Funds - TFSA - Balance	0.16	82.03	0.17	92.37	-0.01	-11.20
Segregated Funds - Non-RSP & Non-TFSA - Balance	2.01	2,082.68	2.28	2,729.36	-0.27	-23.69
Mutual Funds - Balance	51.15	90,582.38	51.07	95,420.87	0.09	-5.07
Mutual Funds - RSP - Balance	29.05	39,711.56	28.54	42,210.94	0.52	-5.92
Mutual Funds - Non-RSP - Balance	43.09	50,870.82	43.32	53,209.33	-0.23	-4.40
Mutual Funds - TFSA - Balance	27.71	5,284.12	27.63	5,422.64	0.07	-2.55
Mutual Funds - Non-RSP & Non-TFSA - Balance	27.40	45,586.70	27.25	47,787.28	0.15	-4.60
Assets - Real Estate						
Total Real Estate - Value	61.09	414,928.40	62.41	453,254.89	-1.32	-8.46
Net Real Estate Equity - Value	--	285,313.42	--	317,600.34	--	-10.17
Primary Real Estate - Value	53.32	340,525.10	54.72	369,412.08	-1.40	-7.82
Other Real Estate - Value	20.20	74,403.31	21.17	83,842.80	-0.97	-11.26
Debt						
Mortgage - Balance	38.34	129,614.98	38.24	135,654.55	0.10	-4.45
Total Consumer Debt - Balance	98.57	39,701.03	98.59	41,041.85	-0.02	-3.27
Credit Card Debt - Balance	95.45	6,515.27	95.57	6,678.23	-0.12	-2.44
Personal Loans - Balance	53.23	15,799.06	53.31	16,300.05	-0.08	-3.07
Lines of Credit - Balance	54.31	17,386.70	54.52	18,063.57	-0.21	-3.75
Unsecured Lines of Credit - Balance	32.51	5,143.51	32.50	5,251.24	0.01	-2.05
Secured Lines of Credit - Balance	33.84	12,243.19	34.40	12,812.33	-0.56	-4.44
Ratios						
Debt:Asset Ratio	0.24	--	0.23	--	0.01	--
Debt:Liquid Assets Ratio	0.59	--	0.57	--	0.02	--
Debt:Disposable Income Ratio	2.28	--	2.27	--	0.01	--
Consumer Debt:Discretionary Income Ratio	0.85	--	0.83	--	0.02	--
RSP:Non-RSP Liquid Assets Ratio	0.36	--	0.36	--	0.00	--
Real Estate Assets:Liquid Assets Ratio	1.44	--	1.45	--	-0.01	--
Savings:Investments Ratio	0.71	--	0.70	--	0.00	--
Mortgage:Consumer Debt Ratio	3.26	--	3.31	--	-0.04	--
Mortgage:Real Estate Assets Ratio	0.31	--	0.30	--	0.01	--
RSP:EPP Ratio	0.70	--	0.74	--	-0.04	--
Debt:Asset (with Pension) Ratio	0.21	--	0.20	--	0.01	--
Pension:Non-Pension Asset Ratio	0.15	--	0.15	--	0.01	--
TFSA Liquid Asset:Non-Sheltered Liquid Asset Ratio	0.10	--	0.10	--	0.00	--
TFSA Savings:TFSA Investment Ratio	0.67	--	0.67	--	0.00	--

Key differences in branch visitors between 2019 and 2020

Branch visitor summary: People who visited TD branches in West Toronto between March and April of this year when compared to the same time period last year had:

-Lower incomes
-Had less savings
-Had more debt
-Had higher Debt / Asset ratios

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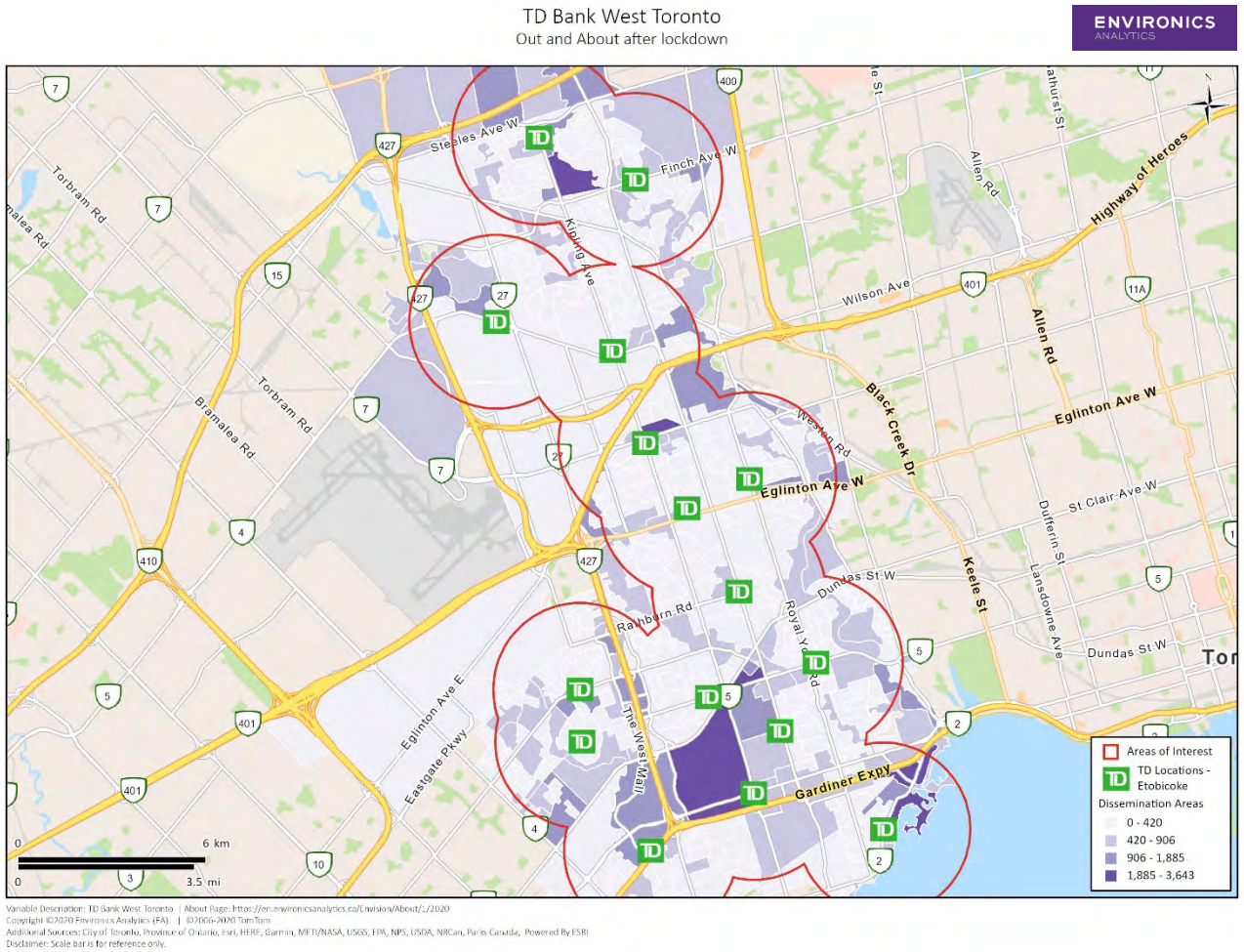
ENVIRONICS ANALYTICS

TD Bank – Out and About



Variable Description: TD Bank West Toronto | About Page: https://on.environicsanalytics.ca/Envision/About/1/2020
Copyright ©2020 Environics Analytics (EA). | ©2006-2020 TomTom
Additional Sources: City of Toronto, Province of Ontario, Esri, HERE, Garmin, METI/NASA, USGS, FPA, NPS, USDA, NRCan, Parks Canada. Powered By ESRI
Disclaimer: Scale bar is for reference only.

Darker areas represent neighbourhoods where more people are out and about

Lighter areas represent neighbourhoods where less people are out and about

Our clients are using this to:
-Confirm which locations to open
-Where to send inventory
-Where to send sales reps
-Where to focus on e-commerce and curbside pickup..

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TD – Activity Trend Report

Out and About | Activity Trend

ENVIRONICS ANALYTICS

Trade Area: TD Branches

	April 2020				April 2019				Change	
	Count	%	% Pen	Index	Count	%	% Pen	Index	Absolute	%
Basics										
Household Population 15+	418,325	100.00%	7.60%	100	413,562	100.00%	7.61%	100	4,763	1.15%
Out & About	234,633	56.09%	7.94%	105	348,414	84.25%	7.58%	100	-113,781	-32.66%
Dayparts										
12:00 AM to 6:00 AM	51,371	12.28%	8.09%	106	68,995	16.68%	8.00%	105	-17,624	-25.54%
6:00 AM to 9:00 AM	83,736	20.02%	8.20%	108	157,026	37.97%	7.65%	101	-73,290	-46.67%
9:00 AM to 12:00 PM	120,420	28.79%	8.02%	105	220,588	53.34%	7.50%	99	-100,168	-45.41%
12:00 PM to 3:00 PM	144,479	34.54%	7.99%	105	255,203	61.71%	7.52%	99	-110,724	-43.39%
3:00 PM to 6:00 PM	147,011	35.14%	7.91%	104	259,114	62.65%	7.48%	98	-112,103	-43.26%
6:00 PM to 9:00 PM	109,422	26.16%	7.96%	105	204,521	49.45%	7.37%	97	-95,099	-46.50%
9:00 PM to 12:00 AM	59,976	14.34%	8.01%	105	119,858	28.98%	7.44%	98	-59,882	-49.96%
9:00 AM to 5:00 PM (Business Hours)	195,409	46.71%	7.96%	105	315,728	76.34%	7.54%	99	-120,318	-38.11%
Purpose										
Commuted	36,469	8.72%	8.02%	106	64,915	15.70%	7.38%	97	-28,446	-43.82%
Visited a park/green space	73,030	17.46%	9.87%	130	129,183	31.24%	8.57%	113	-56,154	-43.47%
Visited a commercial location	54,058	12.92%	7.06%	93	134,040	32.41%	6.78%	89	-79,982	-59.67%
Used Heavy Rail transit	0	0.00%	0.00%	--	20,864	5.04%	7.45%	98	-20,864	-100.00%
		Average		Index		Average		Index		% Change
Metrics										
Distance of observed travel (KM)	2,243,712	5.36		114	5,529,697	13.37		93		-59.42%
Time spent away from home (Minutes)	34,759,160	83.09		110	105,760,238	255.73		100		-67.13%

Benchmark: Toronto, ON (CMA)

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Index Colours:	<80	80-110	>110

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ENVIRONICS ANALYTICS

TD – Activity Trend Branch Ranking Report

	2020			2019	
Branch	**Total Population**	**Count**	**% Pen**	**Count**	**% Pen**
1315 The Queensway	15,277	10,931	71.55	14,242	93.23
689 Evans Avenue	17,391	10,439	60.03	14,083	80.98
1048 Islington Avenue	41,617	23,631	56.78	32,640	78.43
1440 Royal York Road	45,475	25,536	56.15	38,943	85.64
3868 Bloor Street West	43,381	23,952	55.21	34,329	79.13
1735 Kipling Avenue	35,026	19,325	55.17	30,770	87.85
666 Burnhamthorpe Road	47,187	26,014	55.13	38,620	81.84
2472 Lakeshore Road	38,739	20,994	54.19	31,674	81.76
250 Wincott Drive	42,967	23,130	53.83	35,912	83.58
4335 Bloor Street West	45,839	24,629	53.73	37,340	81.46
2574 Finch Ave West	41,798	21,810	52.18	34,123	81.64
2972 Bloor Street West	51,788	26,962	52.06	39,729	76.71
1498 Islington Ave	33,948	17,440	51.37	26,243	77.30
2038 Kipling Avenue	23,247	11,475	49.36	17,954	77.23
2700 Kipling Avenue	41,541	19,947	48.02	33,508	80.66
500 Rexdale Blvd	21,389	9,963	46.58	16,723	78.18

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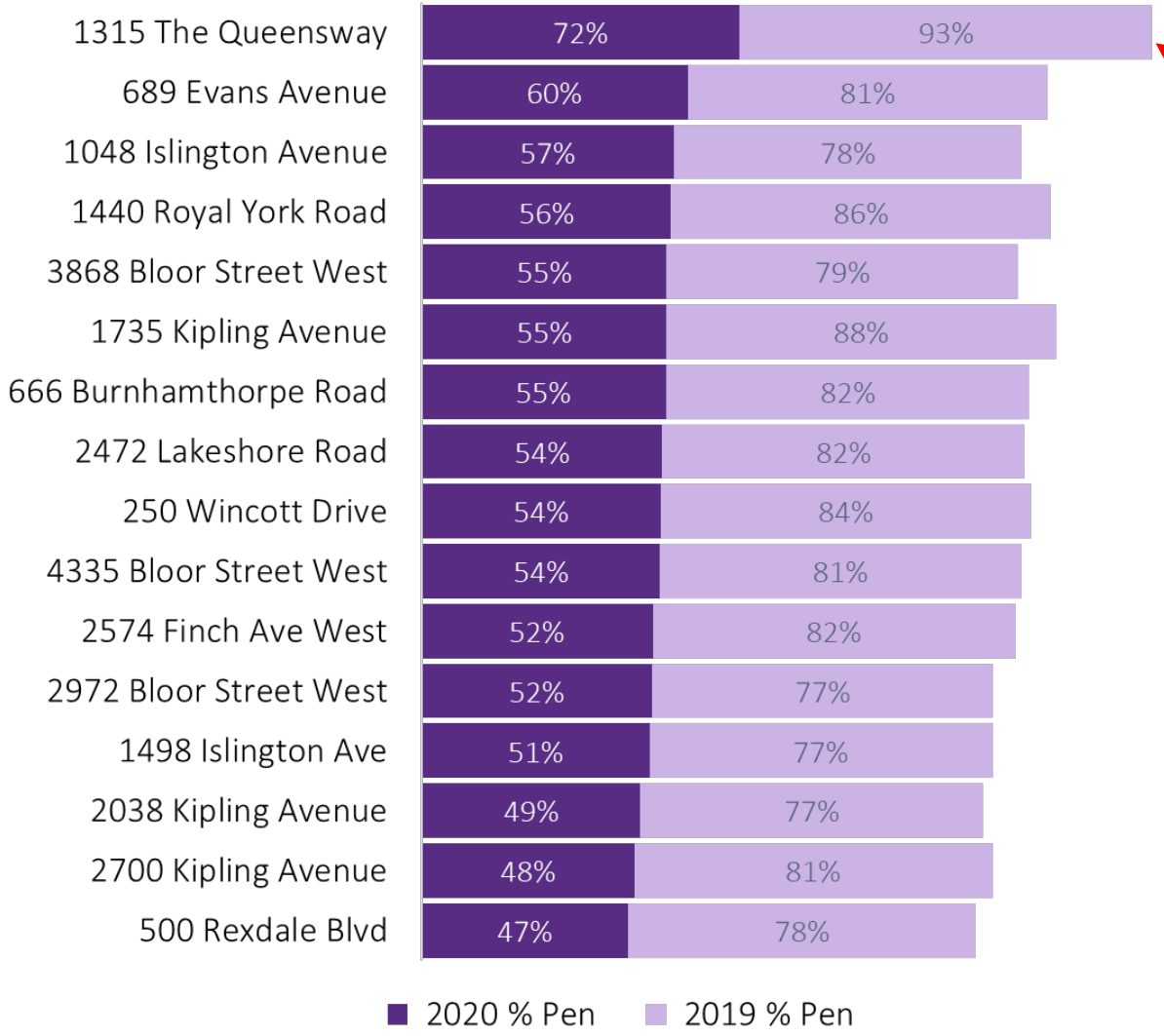
ENVIRONICS ANALYTICS

TD – Activity Trend Branch Ranking Report



The trade area around this branch historically had 93% of its trade area defined as 'Out and About'. During the same time this year only 72% of its trade area is active.

The delta in activity highlights how much consumer movement has changed and specifically how much it is impacting local areas. True recovery in this regard would be attained for branches when the 2020 rates match 2019 historical norms (93%).

Our clients are using this information to create store or branch specific recovery metrics to inform when locations should open, where to send inventory and when to focus on e-commerce and curbside pickup. These reports can be updated on a weekly basis.

ENVIRONICS ANALYTICS

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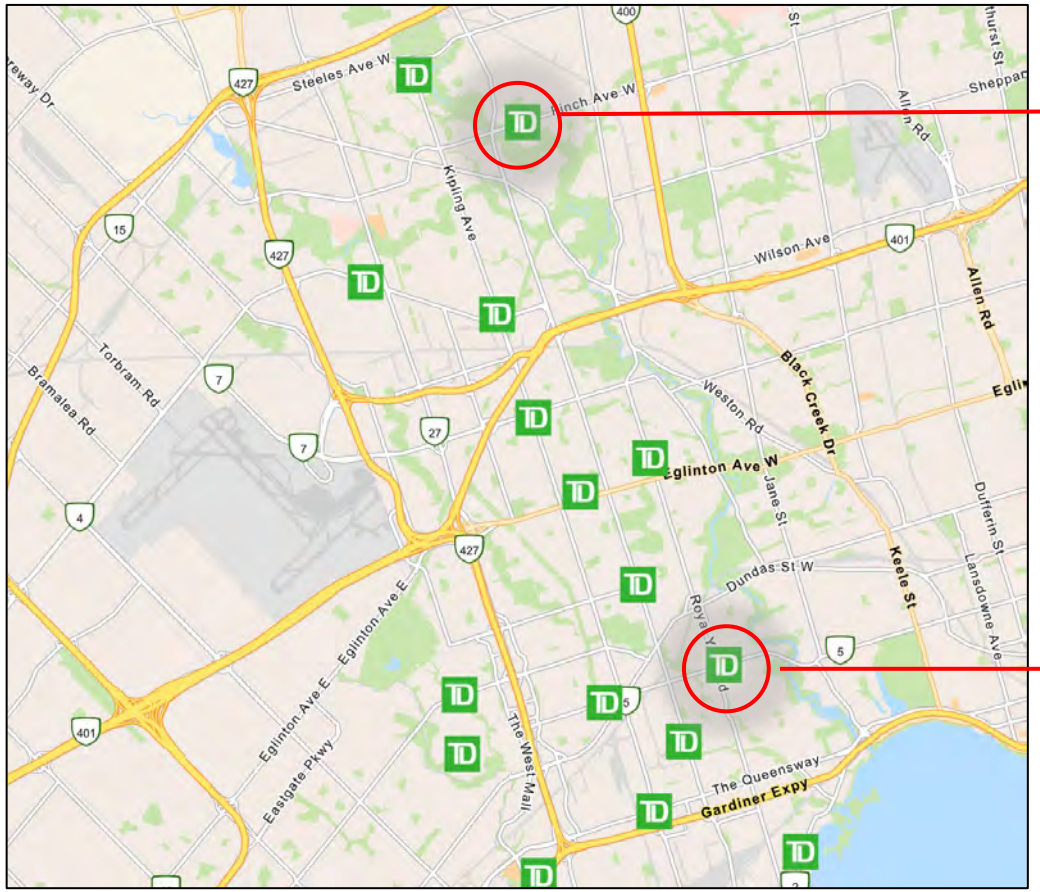
Comparison Between Two Locations

Comparing Two Locations



[2574 Finch Ave W](#)

[2972 Bloor St W](#)

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ENVIRONICS ANALYTICS

TD Bank – 2574 Finch Ave W – Overview

Demographics | Housing & Income

ENVIRONICS ANALYTICS

Customers: TD - 2574 Finch Ave West 1 - Visitors CEL: Visitors

TENURE

STRUCTURE TYPE

Houses 40.3% Index: 72

Apartments 59.7% Index: 135

AGE OF HOUSING*

4 - 9 Years Old

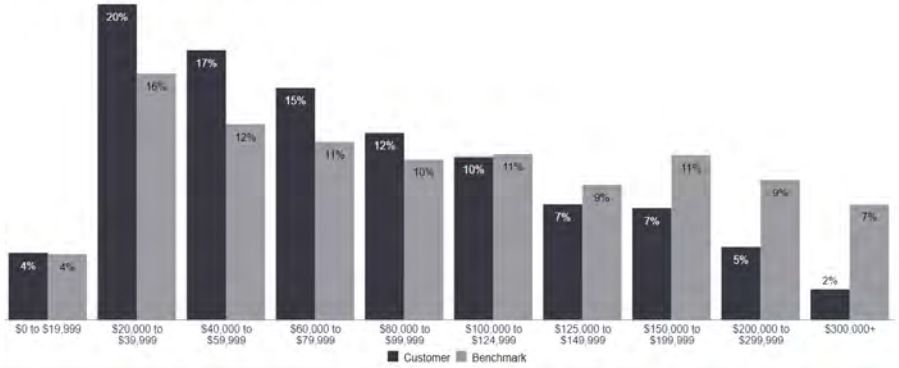
% Comp: **11.3** Index: 143

AVERAGE HOUSEHOLD INCOME

$86,501

Index: 69

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Toronto, ON

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*Chosen from index ranking with minimum 5% composition

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

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ENVIRONICS ANALYTICS

TD Bank – 2574 Finch Ave W – Overview

Demographics | Education & Employment

ENVIRONICS ANALYTICS

Customers: TD - 2574 Finch Ave West 1 - Visitors CEL: Visitors

EDUCATION

24.4%
Index: 69
University Degree

LABOUR FORCE PARTICIPATION

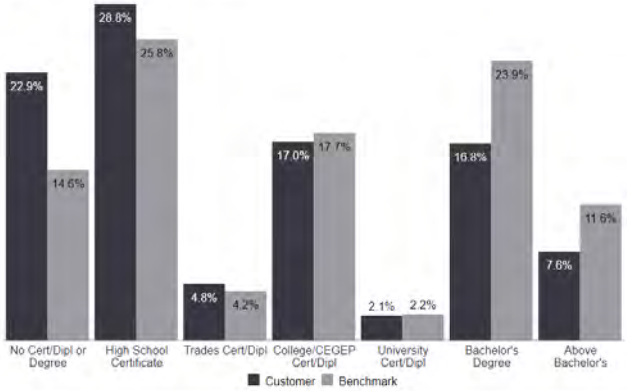
64.1%
Index: 97
Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

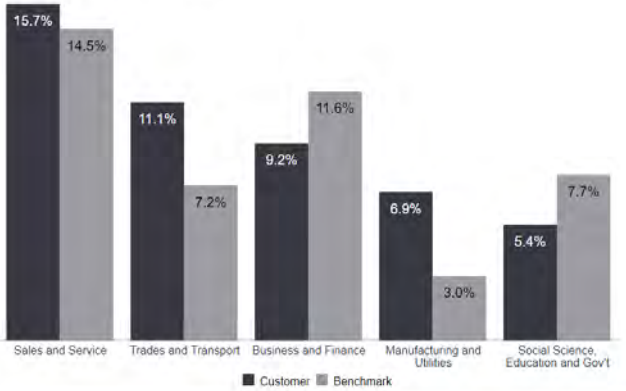
63.1%
Index: 103
Travel to work by **Car (as Driver)**

25.3%
Index: 102
Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Toronto, ON

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*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

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ENVIRONICS ANALYTICS

TD Bank – 2574 Finch Ave W – Overview

Demographics | Diversity

ENVIRONICS ANALYTICS

Customers: TD - 2574 Finch Ave West 1 - Visitors CEL: Visitors

VISIBLE MINORITY PRESENCE

81.7%
Index: 145

Belong to a visible minority group

NON-OFFICIAL LANGUAGE

6.5%
Index: 147

No knowledge of English or French

IMMIGRATION

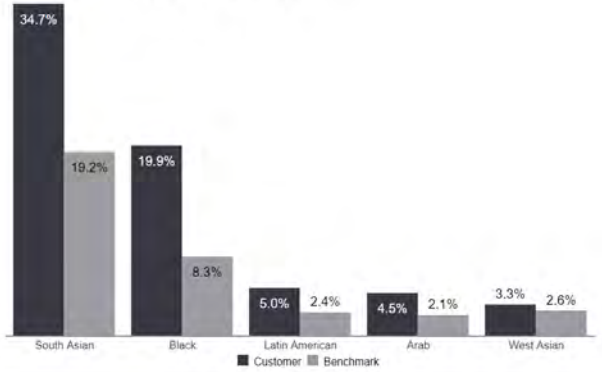
59.4%
Index: 126

Born outside Canada

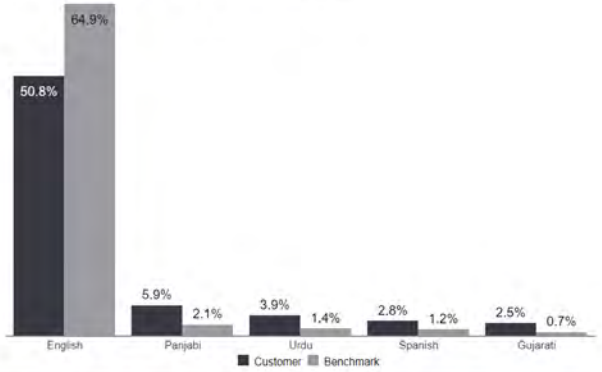
PERIOD OF IMMIGRATION*

2011 To 2016
% Comp: 9.5 Index: 177

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Toronto, ON

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+

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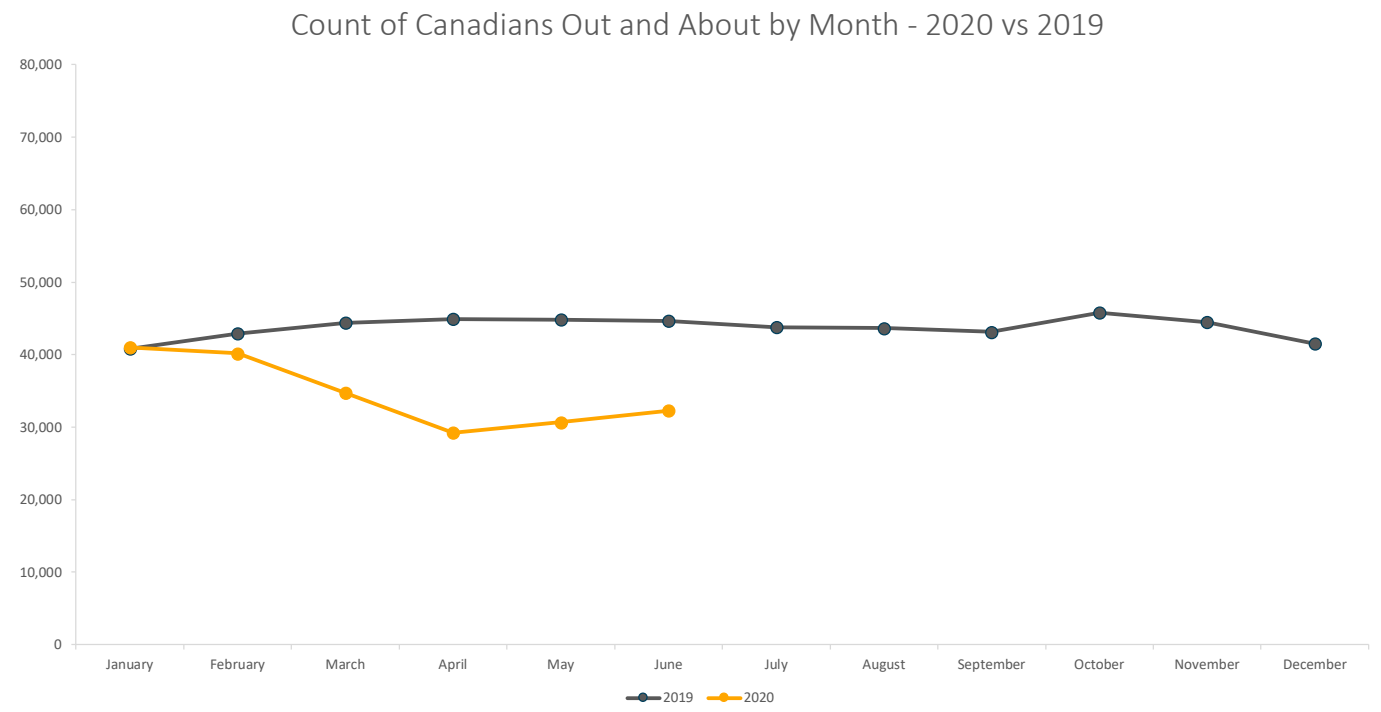
ENVIRONICS ANALYTICS

TD Bank – 2574 Finch Ave W – Activity Trend

Out and About | Monthly Trend

ENVIRONICS ANALYTICS

Trade Area: TD - 2574 Finch Ave W



Note: Out & About equates to moving more than 500m from home

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ENVIRONICS ANALYTICS

TD Bank – 2574 Finch Ave W – Activity Trend

Out and About | Activity Trend

ENVIRONICS ANALYTICS

Trade Area: TD - 2574 Finch Ave W

	April 2020				April 2019				Change	
	Count	%	% Pen	Index	Count	%	% Pen	Index	Absolute	%
Basics										
Household Population 15+	53,742	100.00%	0.98%	100	54,047	100.00%	0.99%	100	-305	-0.56%
Out & About	29,233	54.39%	0.99%	101	44,906	83.09%	0.98%	98	-15,673	-34.90%
Dayparts										
12:00 AM to 6:00 AM	7,792	14.50%	1.23%	126	10,752	19.89%	1.25%	125	-2,960	-27.53%
6:00 AM to 9:00 AM	11,181	20.80%	1.09%	112	20,176	37.33%	0.98%	99	-8,996	-44.59%
9:00 AM to 12:00 PM	15,077	28.05%	1.00%	103	27,707	51.26%	0.94%	95	-12,630	-45.58%
12:00 PM to 3:00 PM	18,315	34.08%	1.01%	104	32,146	59.48%	0.95%	95	-13,831	-43.03%
3:00 PM to 6:00 PM	18,831	35.04%	1.01%	104	33,099	61.24%	0.96%	96	-14,268	-43.11%
6:00 PM to 9:00 PM	14,987	27.89%	1.09%	112	26,844	49.67%	0.97%	97	-11,857	-44.17%
9:00 PM to 12:00 AM	9,292	17.29%	1.24%	127	17,310	32.03%	1.07%	108	-8,018	-46.32%
9:00 AM to 5:00 PM (Business Hours)	24,144	44.93%	0.98%	101	40,246	74.47%	0.96%	97	-16,103	-40.01%
Purpose										
Commuted	4,605	8.57%	1.01%	104	8,002	14.81%	0.91%	92	-3,397	-42.45%
Visited a park/green space	9,385	17.46%	1.27%	130	17,635	32.63%	1.17%	118	-8,250	-46.78%
Visited a commercial location	6,912	12.86%	0.90%	92	17,988	33.28%	0.91%	92	-11,076	-61.57%
Used Heavy Rail transit	0	0.00%	0.00%	--	1,405	2.60%	0.50%	50	-1,405	-100.00%
		Average		Index		Average		Index		% Change
Metrics										
Distance of observed travel (KM)	181,357	3.37		72	619,664	11.47		80		-70.73%
Time spent away from home (Minutes)	4,201,013	78.17		103	13,808,135	255.48		100		-69.58%

Benchmark: Toronto, ON (CMA)

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Index Colours:	<80	80-110	>110

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ENVIRONICS ANALYTICS

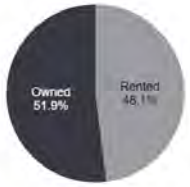
TD Bank – 2972 Bloor Street West

Demographics | Housing & Income

ENVIRONICS ANALYTICS

Customers: TD Canada Trust - 2972 Bloor St W, Etobicoke, ON, M8X1B9 - Visitors CEL: Visitors

TENURE



STRUCTURE TYPE

Houses 30.4% Index: 55

Apartments 69.5% Index: 157

AGE OF HOUSING*

4 - 9 Years Old

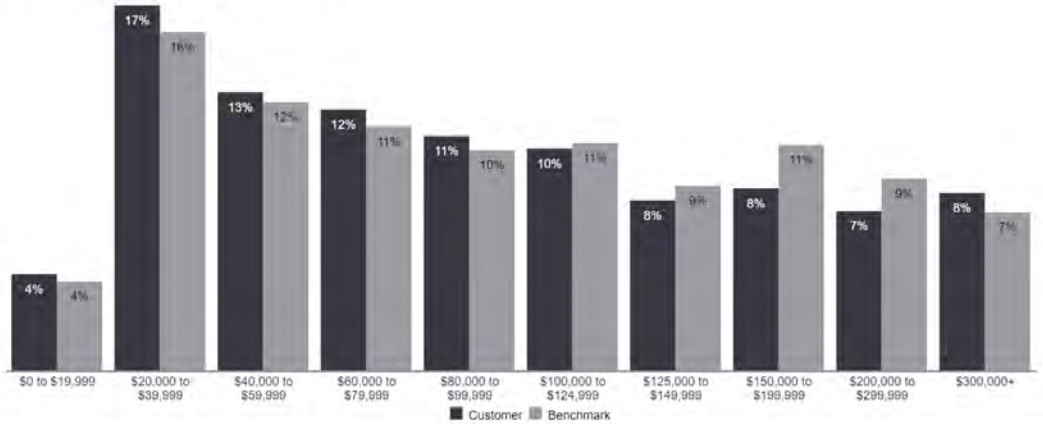
% Comp: **14.0** Index: 176

AVERAGE HOUSEHOLD INCOME

$124,753

Index: 100

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Toronto, ON

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ENVIRONICS ANALYTICS

TD Bank – 2972 Bloor Street West

Demographics | Education & Employment

ENVIRONICS ANALYTICS

Customers: TD Canada Trust - 2972 Bloor St W, Etobicoke, ON, M8X1B9 - Visitors CEL: Visitors

EDUCATION

43.5%
Index: 122

University Degree

LABOUR FORCE PARTICIPATION

70.7%
Index: 107

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

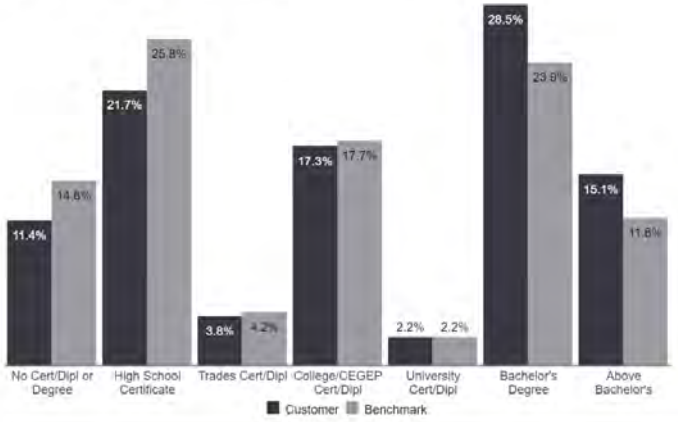
52.4%
Index: 85

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

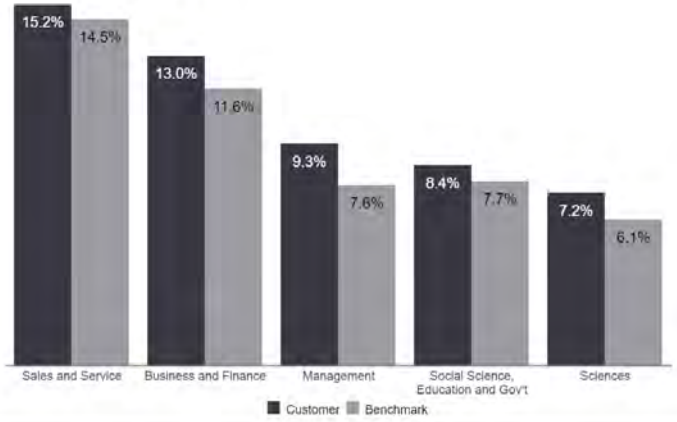
34.3%
Index: 138

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Toronto, ON

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ENVIRONICS ANALYTICS

TD Bank – 2972 Bloor Street West

Demographics | Diversity

ENVIRONICS ANALYTICS

Customers: TD Canada Trust - 2972 Bloor St W, Etobicoke, ON, M8X1B9 - Visitors CEL: Visitors

VISIBLE MINORITY PRESENCE

48.2%
Index: 86

Belong to a visible minority group

NON-OFFICIAL LANGUAGE

3.2%
Index: 74

No knowledge of English or French

IMMIGRATION

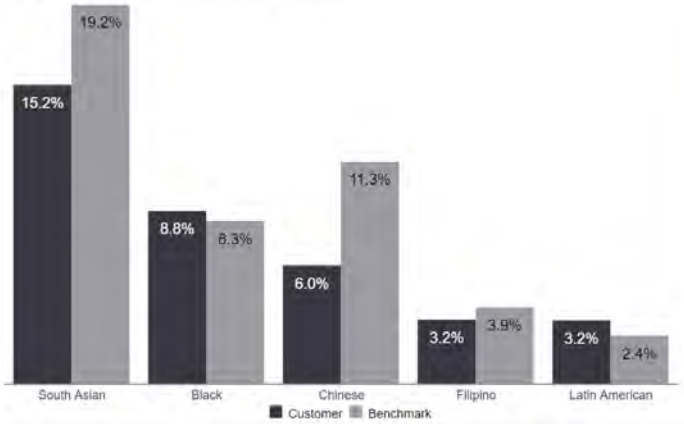
44.8%
Index: 95

Born outside Canada

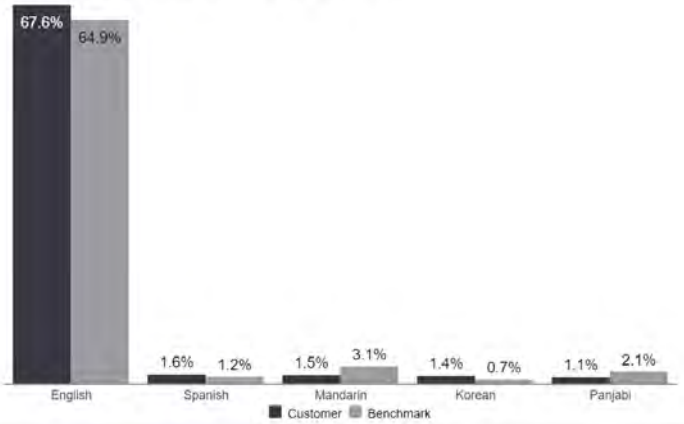
PERIOD OF IMMIGRATION*

2017 To Present
% Comp: 9.0 Index: 119

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Toronto, ON

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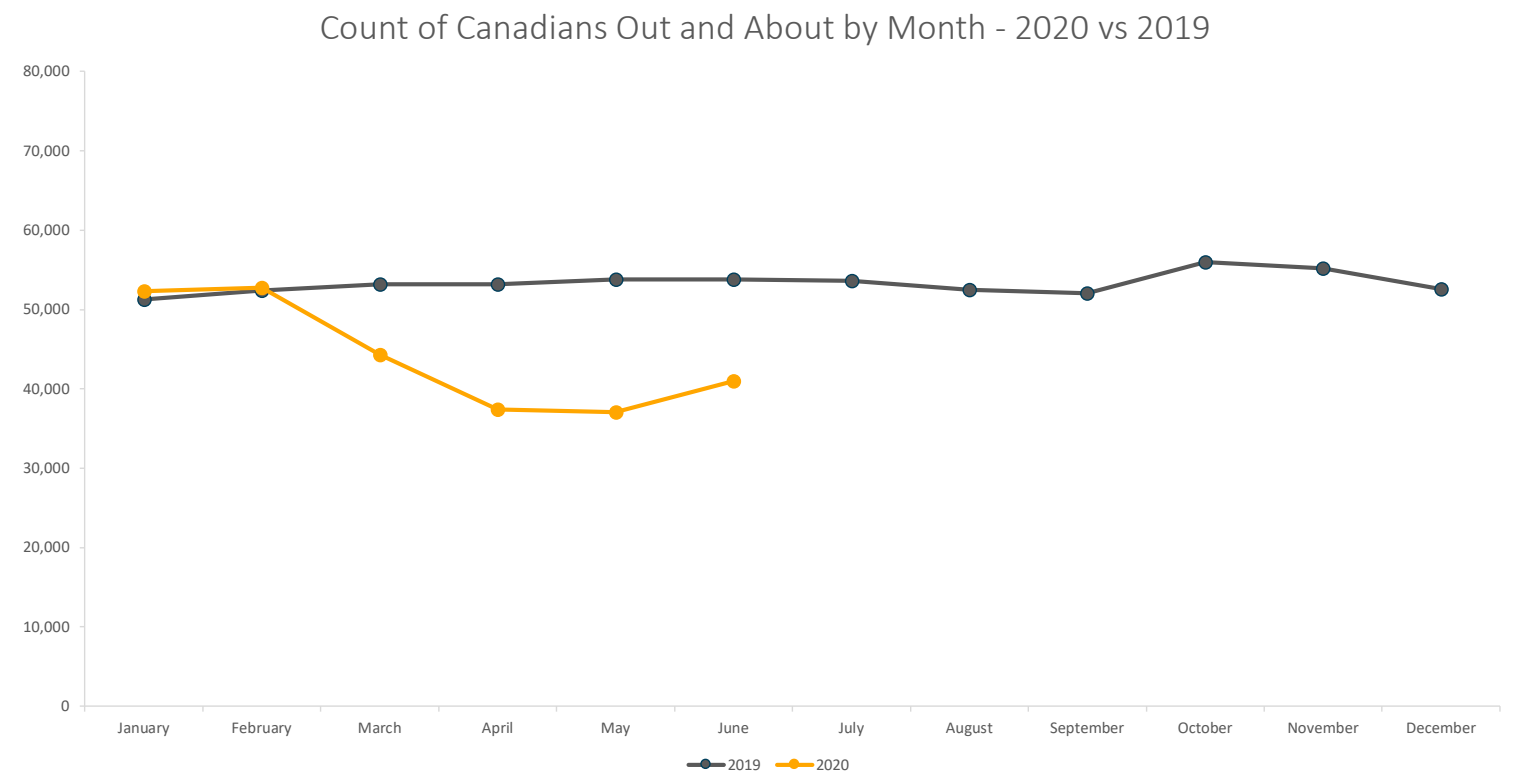
ENVIRONICS ANALYTICS

TD Bank – 2972 Bloor Street West – Activity Trend

Out and About | Monthly Trend

ENVIRONICS ANALYTICS

Trade Area: TD - 2972 Bloor St W



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ENVIRONICS ANALYTICS

TD Bank – 2972 Bloor Street West – Activity Trend

Out and About | Activity Trend

ENVIRONICS ANALYTICS

Trade Area: TD - 2972 Bloor St W

	April 2020				April 2019				Change	
	Count	%	% Pen	Index	Count	%	% Pen	Index	Absolute	%
Basics										
Household Population 15+	64,997	100.00%	1.18%	100	63,892	100.00%	1.18%	100	1,105	1.73%
Out & About	37,443	57.61%	1.27%	107	53,201	83.27%	1.16%	99	-15,758	-29.62%
Dayparts										
12:00 AM to 6:00 AM	6,805	10.47%	1.07%	91	7,682	12.02%	0.89%	76	-878	-11.43%
6:00 AM to 9:00 AM	12,643	19.45%	1.24%	105	24,243	37.94%	1.18%	100	-11,601	-47.85%
9:00 AM to 12:00 PM	18,962	29.17%	1.26%	107	34,663	54.25%	1.18%	100	-15,702	-45.30%
12:00 PM to 3:00 PM	22,568	34.72%	1.25%	106	39,154	61.28%	1.15%	98	-16,586	-42.36%
3:00 PM to 6:00 PM	23,324	35.88%	1.25%	106	39,926	62.49%	1.15%	98	-16,602	-41.58%
6:00 PM to 9:00 PM	16,747	25.77%	1.22%	103	30,686	48.03%	1.11%	94	-13,939	-45.43%
9:00 PM to 12:00 AM	7,864	12.10%	1.05%	89	16,180	25.32%	1.00%	85	-8,316	-51.39%
9:00 AM to 5:00 PM (Business Hours)	31,473	48.42%	1.28%	109	48,802	76.38%	1.17%	99	-17,330	-35.51%
Purpose										
Commuted	5,093	7.84%	1.12%	95	9,430	14.76%	1.07%	91	-4,337	-45.99%
Visited a park/green space	12,208	18.78%	1.65%	140	20,202	31.62%	1.34%	114	-7,995	-39.57%
Visited a commercial location	7,486	11.52%	0.98%	83	19,678	30.80%	1.00%	85	-12,192	-61.96%
Used Heavy Rail transit	0	0.00%	0.00%	--	4,335	6.78%	1.55%	132	-4,335	-100.00%
		Average		Index		Average		Index		% Change
Metrics										
Distance of observed travel (KM)	415,647	6.39		136	877,375	13.73		96		-52.63%
Time spent away from home (Minutes)	5,865,313	90.24		119	15,706,999	245.84		96		-62.66%

Benchmark: Toronto, ON (CMA)

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

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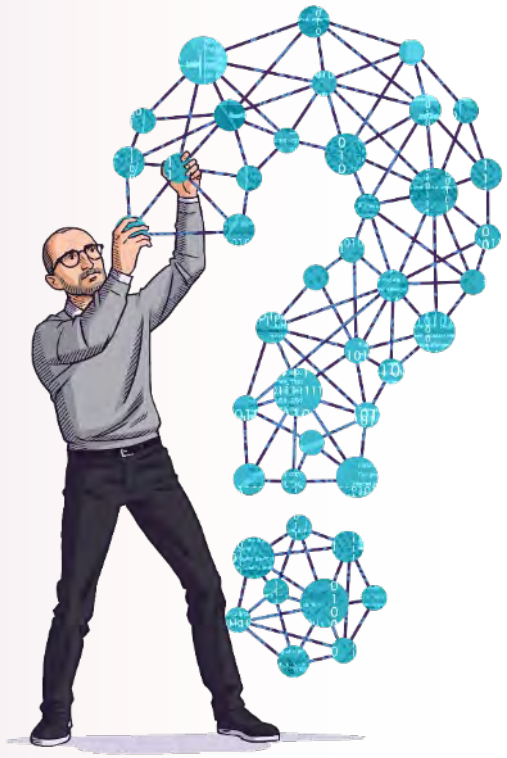
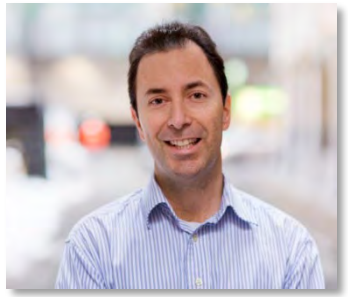
ENVIRONICS ANALYTICS

QUESTIONS?



Evan Wood

Peter Miron



Casey Price

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