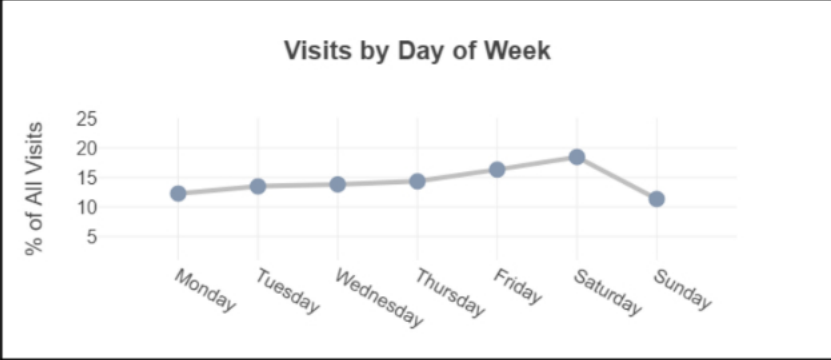




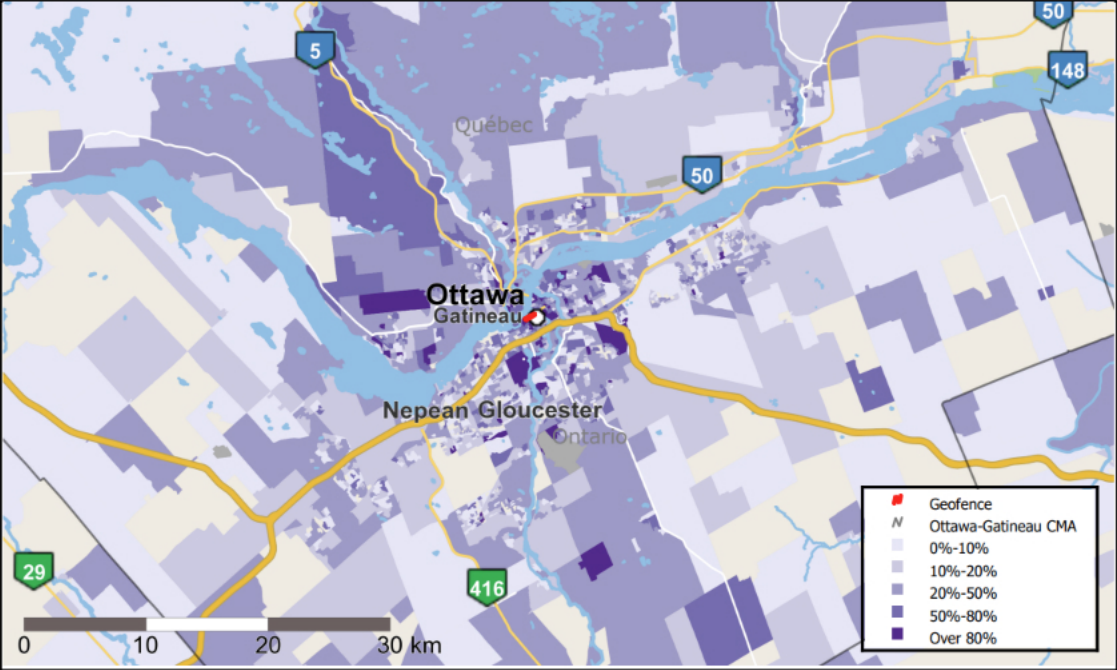
Spark Street BIA
MobileScapes Visitor Analysis - 2022
Spark St BIA Geofence



CAPTURE PERIOD	TOTAL ESTIMATED VISITOR DISTRIBUTION	
January 1 - December 31 2022	Visitor Count 2022	Visits Count 2022
DISTANCE TO	523,424	7,930,415
50% of visitors live within a 25 minute drive		
70% of visitors live within a 124 minute drive		



SPARK ST BIA GEOFENCE
VISITOR PENETATION - 2022



VISITOR TOP 10 PRIZM COMPOSITION - RANKED BY VOLUME 2022*						
SG	LS	Code	Name	Visitors	%	Index
S2	Y3	11	Modern Suburbia	17,389	5.6	96
F1	F2	18	Multicultural Corners	16,213	5.2	84
S4	F2	13	Vie de Rêve	15,410	4.9	127
U3	Y1	47	Social Networkers	14,750	4.7	162
U2	M1	16	Savvy Seniors	14,453	4.6	95
F1	M1	07	Mature & Secure	14,403	4.6	89
U5	Y2	52	Friends & Roomies	13,505	4.3	123
S4	F3	29	C'est Tiguidou	13,253	4.2	111
S1	F2	05	First-Class Families	13,135	4.2	86
F3	F1	32	Diverse & Determined	13,101	4.2	92

VISITOR HOUSEHOLD CHARACTERISTICS*	
Age of Household Maintainer	Young (Under 44)
Average Household Income	\$129,715
Average Household Size	5+ persons
% of Households with Children at Home	45.2%
Education	University Degree
Occupation	White-Collar
Visible Minority	High

WHERE VISITORS ARE COMING FROM - 2022 - RANKED BY VOLUME				
CSD Code	Count	%	% Pen	Index vs Canada
Ottawa, ON	232,684	44.5	26.3	1,599
Gatineau, QC	75,341	14.4	31.4	1,906
Montréal, QC	21,482	4.1	1.4	88
Toronto, ON	21,010	4.0	0.8	50
Laval, QC	5,754	1.1	1.6	97

