

Retail Network Report

Understanding the Performance and
Growth Potential of a Retail Brand

Retail Category: Fast Food American
Retail Brand: A&W

Thinking in
LAYERS Digital Twin
Technology

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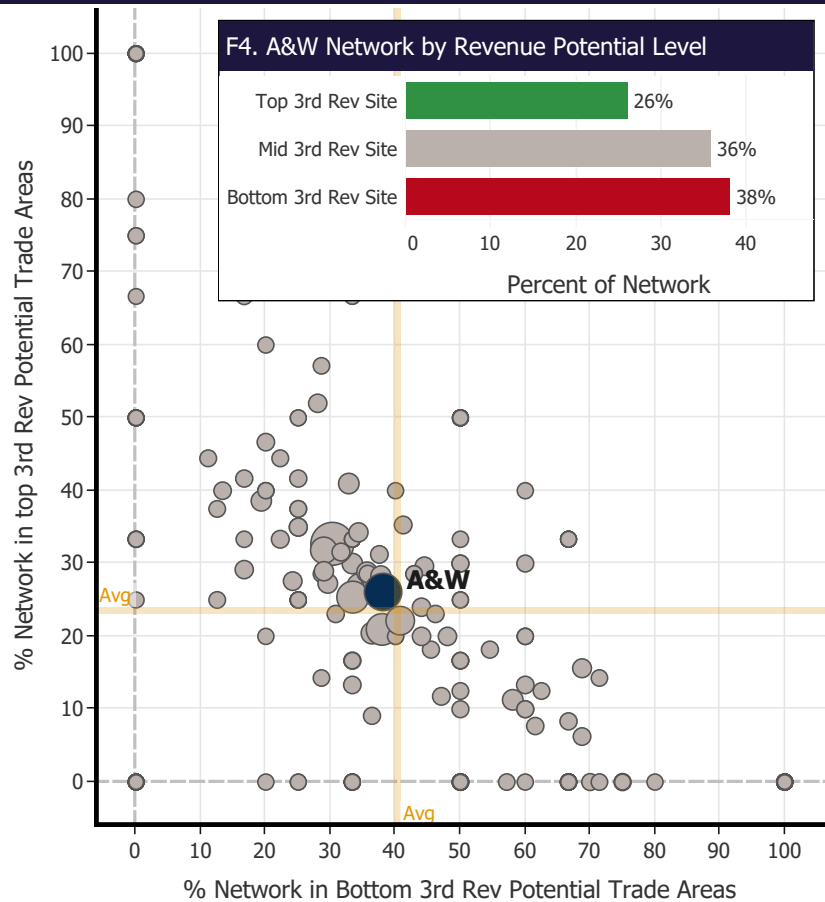
1. A&W: Network Performance Overview

Retail Store Network: A&W; Retail Category: Fast Food American
How does my retail network perform against the industry?

Select Retail Category
Fast Food American

Retail Brand
A&W

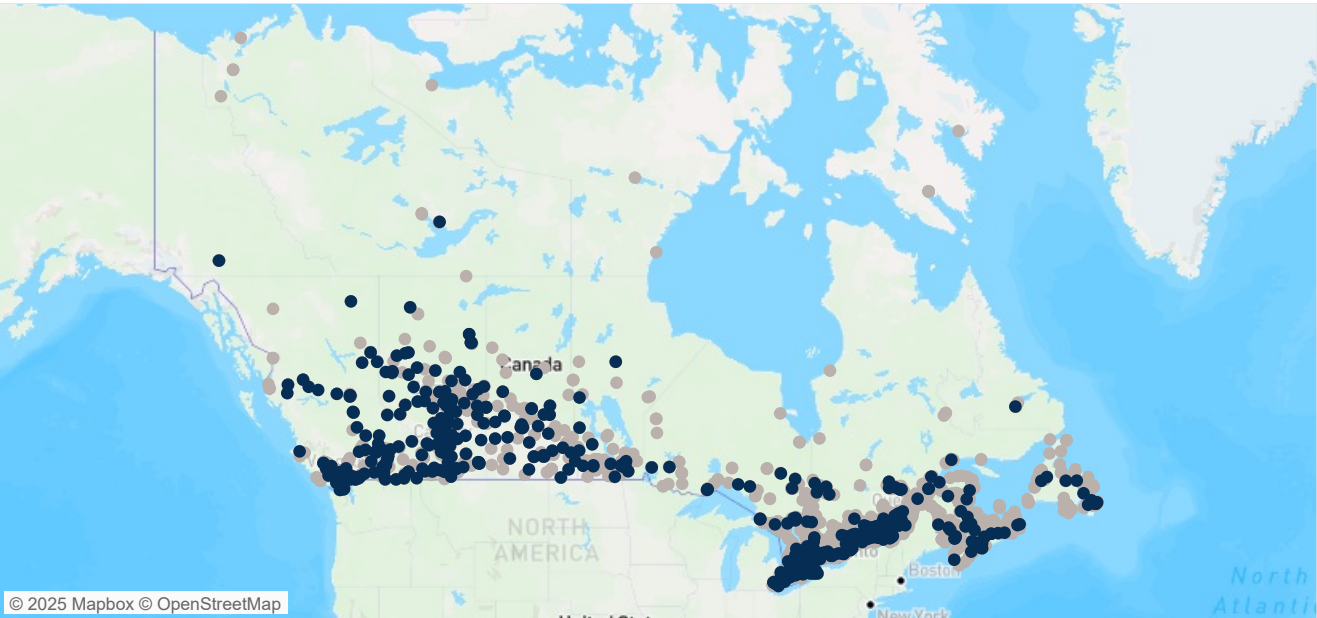
F3. Fast Food American: Industry Network Performance



F1. Fast Food American: Competitors

Competitor Name	Comp Count	TA Count	Map Legend
A&W	893	855	
McDonalds	1,382	1,266	
Dairy Queen	512	507	
KFC	501	494	
Wendys	418	411	
Burger King	334	326	
Popeyes Louisiana Chicken	329	321	
Harveys	279	275	
Mary Browns Chicken	242	239	
La Belle Province	88	88	
Triple Os	62	61	
Churchs Texas Chicken	62	61	
PFK	61	61	
Valentine	60	60	
Fatburger	59	57	
Five Guys	57	57	
Arbys	53	52	
Hero Certified Burgers	44	44	
Dixie Lee	38	36	
Burger Factory	35	35	
Smokes Poutinerie	32	31	
Chicko Chicken	29	29	
The WORKS Craft Burgers ..	27	27	
The Burgers Priest	25	25	
Restaurant Scores	25	25	
Chesters Fried Chicken	25	25	
Burger Boss	25	25	

F5. A&W Network Map



2. A&W: Performance (Inside Network)

Retail Store Network: A&W; Retail Category: Fast Food American
How does my retail network perform at the trade area level?



Select Retail Category
Fast Food American

Select Retail Brand
A&W

Revenue Potential Benchmark
Province

Optimization Action by Revenue Potential and Level of Competition (TA Count)

Network Optimization Action	High Pot Low Comp	High Pot Avg Comp	High Pot High Comp	Avg Pot Low Comp	Avg Pot Avg Comp	Avg Pot High Comp	Low Pot Low Comp	Low Pot Avg Comp	Low Pot High Comp	Grand Total
Best Expand/Low Comp	54									54
Good Expand/Low Comp	45									45
Keep Fresh/Avg Comp		75								75
Keep Fresh/High Comp			166							166
Maintain/Low Comp				36						36
Maintain/Avg Comp					44					44
Maintain/High Comp						140				140
Downsize/Low-Avg Pot							91			91
Downsize/Cluster Trap								109	190	299
Grand Total	99	75	166	36	44	140	91	109	190	950

Optimization Action by Trade Area Type (TA Count)

Network Optimization Action	TA Visibility	Regional		Community		Neighbourhood			Grand Total
		T1 Large	T2 Small	T3 Large	T4 Small	T5 Large	T6 Medium	T7 Small	
Best Expand/Low Comp	Mid 3rd					7	3	4	14
	Top 3rd	3	2	5	10	13	5	2	40
Good Expand/Low Comp	Bottom 3rd					2	1	2	5
	Mid 3rd					12	9	6	27
	Top 3rd				4	9			13
Keep Fresh/Avg Comp	Mid 3rd					1			1
	Top 3rd	4	9	8	27	24	2		74
Keep Fresh/High Comp	Top 3rd	41	57	42	21	5			166
Maintain/Low Comp	Bottom 3rd						2	14	16
	Mid 3rd					8	1	6	15
	Top 3rd				1	4			5
Maintain/Avg Comp	Mid 3rd					5	3	2	10
	Top 3rd				6	24	4		34
Maintain/High Comp	Top 3rd	14	27	35	45	19			140
Downsize/Low-Avg Pot	Bottom 3rd					2	4	75	81
	Mid 3rd						4	6	10
Downsize/Cluster Trap	Bottom 3rd					4	5	56	65
	Mid 3rd				4	32	20	37	93
	Top 3rd	2	16	29	35	46	8	5	141
Grand Total		64	111	119	153	217	71	215	950

3. A&W: Growth Capacity (Outside Network)

Retail Store Network: A&W; Retail Category: Fast Food American

What is the capacity of my retail brand to grow?



Select Retail Category
Fast Food American

Select Retail Brand
A&W

Revenue Potential Benchmark
Province

Optimization Action by Rev Pot and Level of Competition (TA Count)

New Site Optimization Action	High Pot Low Comp	High Pot Avg Comp	High Pot High Comp	Avg Pot Low Comp	Avg Pot Avg Comp	Avg Pot High Comp	Low Pot Low Comp	Low Pot Avg Comp	Low Pot High Comp	Grand Total
Best New Site Low Comp	763									763
Good New Site Low Comp	619									619
Best New Site Avg Comp		50								50
Good New Site Avg Comp		93								93
Best New Site High Comp			51							51
Good New Site High Comp			74							74
Don't Build Low-Avg Pot				585			363			948
Don't Build S/D Balanced					108		745			853
Don't Build Cluster Trap						88		290	186	564
Grand Total	1,382	143	125	585	108	88	1,108	290	186	4,015

Optimization Action by Trade Area Type (TA Count)

Optimization Action	TA Visibility	Regional		Community		Neighbourhood			Grand Total
		T1 Large	T2 Small	T3 Large	T4 Small	T5 Large	T6 Medium	T7 Small	
Best New Site Low Comp	Bottom..							1	1
	Mid 3rd				1	94	94	182	371
	Top 3rd	11	13	21	68	212	45	21	391
Best New Site Avg Comp	Top 3rd	3	9	12	18	8			50
Best New Site High Comp	Top 3rd	26	15	2	8				51
Good New Site Low Comp	Bottom..						28	120	148
	Mid 3rd					72	112	172	356
	Top 3rd		1	3	12	74	20	5	115
Good New Site Avg Comp	Top 3rd		2	8	28	42	11	2	93
Good New Site High Co..	Top 3rd	7	17	20	23	7			74
Don't Build Low-Avg Pot	Bottom..					7	132	488	627
	Mid 3rd					58	107	133	298
	Top 3rd				1	15	7		23
Don't Build S/D Balanced	Bottom..				1	7	73	503	584
	Mid 3rd				2	38	48	101	189
	Top 3rd		1		4	59	14	2	80
Don't Build Cluster Trap	Bottom..			1		4	11	121	137
	Mid 3rd				3	58	64	128	253
	Top 3rd	1	8	27	38	71	23	6	174
Grand Total		48	66	94	207	826	789	1,985	4,015

4. A&W: Performance (Inside Network)

Retail Store Network: A&W; Retail Category: Fast Food American
How does my retail network perform at the trade area level?



Select Retail Category
Fast Food American

Select Retail Brand
A&W

Brand Table Data
TA Count (#)

Select Demo Level
Top 3rd

Select Demo Data Type
TA Count (#)

Optimization Actions by Brand Sentiment and Awareness (TA Count)

Brand Sentiment & Awareness	Best Expand Low Comp	Good Expand Low Comp	Keep Fresh Avg Comp	Keep Fresh High Comp	Down Size Low-Avg Pot	Down Size Cluster Trap	Maintain Avg Comp	Maintain High Comp	Maintain Low Comp	Grand Total
High Sent High Aware	52	45	49	41	91	89	31	30	36	464
High Sent Avg Aware			5	4		12	5	9		35
Avg Sent High Aware			11	40		94	7	31		183
Avg Sent Avg Aware				18		35		15		68
Avg Sent Low Aware				1		1				2
Low Sent Avg Aware				9		26		11		46
Low Sent Low Aware	2		10	53		42	1	44		152
Grand Total	54	45	75	166	91	299	44	140	36	950

Optimization Actions by Selected Demographics: TA Count (#) Demographic Score Level: Top 3rd

Demo Variables	Total Demo TAs (N)	Demo Level	Demo Level TAs (N)	Demo Level TAs (%)	Best Expand Low Comp	Good Expand Low Comp	Keep Fresh Avg Comp	Keep Fresh High Comp	Maintain Low Comp	Maintain Avg Comp	Maintain High Comp	Down Size Low-Avg Pot	Down Size Cluster Trap
D238.Movable Dwelling	950	Top 3rd	390	41	18	19	38	71	12	16	58	40	118
D237.Other Single Attached House	950	Top 3rd	378	40	17	16	34	74	10	27	65	22	113
D25.Pop MF 35-49	950	Top 3rd	364	38	20	13	24	72	16	20	57	32	110
D240.Condo	950	Top 3rd	354	37	19	18	22	74	17	11	47	29	117
D328.In Labour Force	950	Top 3rd	353	37	22	13	22	58	17	18	50	34	119
D232.Semi Detached House	950	Top 3rd	349	37	21	17	17	76	11	18	53	22	114
D330.Employed	950	Top 3rd	347	37	22	13	21	55	17	19	50	34	116
D383.Edu 15+ Apprentice Trades	950	Top 3rd	346	36	16	18	33	55	11	20	58	33	102
D233.Row House	950	Top 3rd	340	36	16	18	26	73	17	13	62	27	88
D97.Inc HH 150-200k	950	Top 3rd	339	36	27	19	17	70	16	16	57	29	88
D22.Pop MF 0-14	950	Top 3rd	336	35	20	18	23	56	19	16	54	25	105
D315.VM Visible Minority	950	Top 3rd	334	35	18	14	24	71	16	12	50	23	106
D333.LF 11-33 Goods Producing	950	Top 3rd	330	35	17	16	25	44	15	16	47	32	118
D236.Apartments	950	Top 3rd	326	34	13	11	23	59	9	15	44	29	123
D24.Pop MF 25-34	950	Top 3rd	323	34	15	12	21	51	14	13	46	28	123
D98.Inc HH 200k+	950	Top 3rd	323	34	20	18	20	68	13	15	56	31	82
D386.Edu 15+ Bachelors & Above	950	Top 3rd	315	33	17	12	25	68	15	11	45	22	100
D200.HHs Couple Fam w/o Kids	950	Top 3rd	314	33	20	19	27	49	11	17	41	39	91
D84.Avg HH Inc	950	Top 3rd	311	33	23	21	18	66	13	13	50	32	75
D96.Inc HH 100-150k	950	Top 3rd	310	33	21	19	20	52	17	17	47	30	87
D199.HHs Couple Fam w Kids	950	Top 3rd	308	32	21	16	20	59	15	17	53	26	81
D234.Duplex	950	Top 3rd	305	32	19	14	24	63	7	16	42	23	97
D372.Edu 15+ w High School	950	Top 3rd	304	32	21	14	20	57	19	11	43	25	94
D339.LF 41-91 Service Producing	950	Top 3rd	302	32	21	14	21	53	14	7	37	27	108
D371.Edu 15+ w/o High School	950	Top 3rd	299	31	11	16	23	37	8	15	48	37	104
D201.HHs One Parent Families	950	Top 3rd	298	31	16	14	27	47	13	11	44	25	101
D206.HHs Single Individual	950	Top 3rd	296	31	14	10	22	38	10	15	36	31	120
D27.Pop MF 65+	950	Top 3rd	295	31	15	18	25	49	8	14	32	40	94
D23.Pop MF 15-24	950	Top 3rd	292	31	14	14	15	45	10	10	52	32	100
D103.Inc HH 50-100k	950	Top 3rd	285	30	14	16	24	28	15	10	30	39	109
D3.Pop MF Avg Age	950	Top 3rd	282	30	15	17	25	44	7	13	28	40	93

5. A&W Network: Optimization Detail (Inside Network)

This table provides the background network optimization data.

1st Retail Category: Fast Food American; 2nd Retail Category: Fast Food Total; Trade Area Filter: MB

TA Prov	Comp Address	Comp Count by TA	Adj Market Size \$	Optimization Action	1st Net Pot Score	2nd Net Pot Score	Comp Size Score	Adj Market Size Score	Visibility Score	Brand Sent Score	Brand Aware Score	TA Brand Sent Score	TA Brand Aware Score
MB	Brandon, 1550 Highland Avenue, Trans..	3	1.2M	Down Size Cluster Trap	4	3	14	12	13	44	85	26	86
	Brandon, Across from Keystone, 1260 ..	10	54.9M	Keep Fresh High Comp	71	66	48	98	95	59	79	35	89
	Dauphin, 1121 Main St S	5	23.3M	Keep Fresh High Comp	65	75	24	90	84	44	63	47	59
	Dugald, Petro Canada Deacon's(Hwy1E..	2	1.1M	Down Size Low-Avg Pot	5	4	10	10	11	44	93	48	66
	Headingley, 5105 Portage Ave	12	58.3M	Keep Fresh High Comp	66	39	57	98	94	71	47	44	97
	Lockport, 23022 Provincial Trunk Hwy ..	4	3.1M	Down Size Cluster Trap	7	13	19	33	33	40	72	63	96
	Portage la Prairie, 40 24 St NW	8	17.5M	Down Size Cluster Trap	29	51	38	85	89	53	76	59	82
	Russell, 510 Pelly Ave S	4	2.8M	Down Size Cluster Trap	6	12	19	31	32	34	62	66	47
	Selkirk, 238 Main St	2	1.8M	Down Size Low-Avg Pot	8	7	10	19	23	44	76	17	73
	Steinbach, 35 Brandt St	4	2.9M	Down Size Cluster Trap	6	5	19	31	38	59	81	56	55
	Swan River, 1419 Main St E	4	12.5M	Maintain Avg Comp	46	48	19	76	70	29	49	15	33
	The Pas, 1226 Gordon Ave	6	10.8M	Down Size Cluster Trap	23	26	29	73	64	53	65	43	53
	Thompson, 77 Thompson Dr	4	8.3M	Down Size Cluster Trap	27	20	19	66	69	40	54	58	44
	Virden, 360 Frontage Rd	1	19.0M	Best Expand Low Comp	97	80	5	87	84	37	69	26	41
	Winkler, 920 Main St	10	31.1M	Maintain High Comp	45	52	48	93	91	53	74	24	87
	Winnipeg, 52 Osborne St	3	13.7M	Keep Fresh Avg Comp	63	64	14	79	87	40	68	69	65
	Winnipeg, 373 Marion St	5	11.3M	Down Size Cluster Trap	30	23	24	74	84	53	85	29	92
	Winnipeg, 817 Keewatin St	4	11.5M	Maintain Avg Comp	42	31	19	75	79	53	83	21	77
	Winnipeg, 1078 Saint Mary's Road, Dak..	9	101.0M	Keep Fresh High Comp	91	77	43	100	99	44	79	45	84
	Winnipeg, 1403 Henderson Hwy	3	8.6M	Maintain Avg Comp	41	45	14	68	80	40	83	32	80
	Winnipeg, 1450 Plessis Rd	4	6.2M	Down Size Cluster Trap	19	21	19	56	62	40	76	29	57
	Winnipeg, 1636 King Edward St	7	3.5M	Down Size Cluster Trap	4	5	33	36	44	44	78	66	82
	Winnipeg, 1639 Regent Ave W	18	50.2M	Down Size Cluster Trap	40	28	81	97	98	40	78	39	100
	Winnipeg, 1875 Pembina Hwy	2	7.4M	Maintain Low Comp	54	41	10	63	78	44	86	19	55
	Winnipeg, 2230 McPhillips St	5	37.6M	Keep Fresh High Comp	81	78	24	95	98	53	77	31	88
	Winnipeg, 3011 Portage Avenue @, Stu..	12	58.3M	Keep Fresh High Comp	66	39	57	98	94	53	92	44	97
	Winnipeg, &, 1458 Main Street Main St..	2	4.7M	Down Size Low-Avg Pot	32	76	10	46	64	40	81	70	74
	Winnipeg, Across from Polo Park Mall, ..	8	63.3M	Keep Fresh High Comp	83	72	38	98	100	44	92	55	98
	Winnipeg, Kenaston & Lowson (by Ikea..	9	48.3M	Keep Fresh High Comp	70	48	43	97	97	53	78	74	92
	Winnipeg, Kenaston Blvd	9	48.3M	Keep Fresh High Comp	70	48	43	97	97	34	65	74	92
	Winnipeg, Petro Canada, 2012 Pembin..	3	4.7M	Down Size Cluster Trap	19	9	14	46	58	29	48	13	83
	Winnipeg, Petro-Canada, 2607 Portage..	3	3.1M	Down Size Cluster Trap	10	11	14	34	37	34	42	24	75
	Winnipeg, Rivergrove Shopping Centre,..	5	12.6M	Down Size Cluster Trap	36	35	24	77	74	37	66	88	45
	Winnipeg, Southdale Square, 107 Verm..	6	23.7M	Maintain High Comp	57	58	29	90	91	44	83	20	91
	Winnipeg, Wilkes at Waverley, 867 Wa..	1	5.4M	Good Expand Low Comp	69	51	5	50	52	44	75	48	48

6. Demographic Profile Detail

Retail Category: Fast Food American; Brand: A&W; Trade Area Filter: MB

Demo Group	Demo Variables	TA Prov	Comp Address	TA Type	Demo Units	Demo Values	Demo Prov Values	Demo Values % Change	Demo Score
1.Pop	D3.Pop MF Avg Age	MB	Brandon, Across from Keystone, 1260 18th ..	T2	Age	39.8	39.7	0.2%	51
			Selkirk, 238 Main St	T7	Age	43.4	39.7	9.3%	82
			Winkler, 920 Main St	T4	Age	36.7	39.7	-7.5%	24
			Winnipeg, 1403 Henderson Hwy	T5	Age	46.3	39.7	16.6%	95
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	Age	43.8	39.7	10.3%	84
			Winnipeg, Southdale Square, 107 Vermillio..	T3	Age	38.5	39.7	-3.1%	39
	D22.Pop MF 0-14	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	18.8	17.6	7.0%	52
			Selkirk, 238 Main St	T7	% pop	15.7	17.6	-10.5%	26
			Winkler, 920 Main St	T4	% pop	23.8	17.6	35.5%	84
			Winnipeg, 1403 Henderson Hwy	T5	% pop	13.5	17.6	-23.1%	11
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	14.1	17.6	-19.8%	13
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	20.4	17.6	15.9%	66
	D23.Pop MF 15-24	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	13.1	13.5	-2.9%	58
			Selkirk, 238 Main St	T7	% pop	11.7	13.5	-13.0%	34
			Winkler, 920 Main St	T4	% pop	14.1	13.5	4.1%	72
			Winnipeg, 1403 Henderson Hwy	T5	% pop	11.1	13.5	-18.1%	24
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	11.9	13.5	-11.7%	36
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	12.9	13.5	-4.5%	55
	D24.Pop MF 25-34	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	13.7	14.8	-7.1%	52
			Selkirk, 238 Main St	T7	% pop	14.9	14.8	0.9%	68
			Winkler, 920 Main St	T4	% pop	13.1	14.8	-11.3%	46
			Winnipeg, 1403 Henderson Hwy	T5	% pop	12.6	14.8	-14.6%	38
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	13.4	14.8	-9.6%	48
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	13.5	14.8	-8.4%	51
	D25.Pop MF 35-49	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	20.0	19.5	2.8%	72
			Selkirk, 238 Main St	T7	% pop	15.3	19.5	-21.5%	16
			Winkler, 920 Main St	T4	% pop	18.2	19.5	-6.8%	51
			Winnipeg, 1403 Henderson Hwy	T5	% pop	16.5	19.5	-15.4%	30
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	19.3	19.5	-0.7%	64
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	20.4	19.5	4.5%	75
	D26.Pop MF 50-64	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	16.2	17.6	-7.7%	27
			Selkirk, 238 Main St	T7	% pop	17.8	17.6	1.2%	50
			Winkler, 920 Main St	T4	% pop	15.5	17.6	-11.8%	20
			Winnipeg, 1403 Henderson Hwy	T5	% pop	17.5	17.6	-0.6%	43
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	18.3	17.6	3.9%	57
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	16.8	17.6	-4.5%	33
	D27.Pop MF 65+	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	18.1	17.1	6.0%	57
			Selkirk, 238 Main St	T7	% pop	24.5	17.1	43.7%	86
			Winkler, 920 Main St	T4	% pop	15.4	17.1	-10.1%	40
			Winnipeg, 1403 Henderson Hwy	T5	% pop	28.9	17.1	68.9%	96
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	23.0	17.1	34.8%	79
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	16.1	17.1	-6.0%	44

6. Demographic Profile Detail

Retail Category: Fast Food American; Brand: A&W; Trade Area Filter: MB

Demo Group	Demo Variables	TA Prov	Comp Address	TA Type	Demo Units	Demo Values	Demo Prov Values	Demo Values % Change	Demo Score
2.Income	D84.Avg HH Inc	MB	Brandon, Across from Keystone, 1260 18th ..	T2	Income	99,96..	99,424.6	0.5%	67
			Selkirk, 238 Main St	T7	Income	93,64..	99,424.6	-5.8%	54
			Winkler, 920 Main St	T4	Income	92,62..	99,424.6	-6.8%	51
			Winnipeg, 1403 Henderson Hwy	T5	Income	89,65..	99,424.6	-9.8%	41
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	Income	115,2..	99,424.6	16.0%	85
			Winnipeg, Southdale Square, 107 Vermillio..	T3	Income	108,3..	99,424.6	8.9%	80
	D90.Inc HH 0-50k	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	31.1	31.0	0.4%	47
			Selkirk, 238 Main St	T7	% pop	30.6	31.0	-1.2%	45
			Winkler, 920 Main St	T4	% pop	27.9	31.0	-9.9%	34
			Winnipeg, 1403 Henderson Hwy	T5	% pop	38.8	31.0	25.0%	70
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	22.7	31.0	-26.7%	21
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	21.5	31.0	-30.7%	18
	D96.Inc HH 100-150k	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	20.8	19.2	8.4%	67
			Selkirk, 238 Main St	T7	% pop	18.2	19.2	-4.8%	38
			Winkler, 920 Main St	T4	% pop	19.6	19.2	2.3%	51
			Winnipeg, 1403 Henderson Hwy	T5	% pop	15.2	19.2	-20.6%	15
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	19.0	19.2	-0.7%	45
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	22.4	19.2	16.8%	83
	D97.Inc HH 150-200k	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	10.2	9.6	6.4%	71
			Selkirk, 238 Main St	T7	% pop	9.8	9.6	2.1%	67
			Winkler, 920 Main St	T4	% pop	7.7	9.6	-20.4%	40
			Winnipeg, 1403 Henderson Hwy	T5	% pop	7.0	9.6	-27.1%	32
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	11.3	9.6	17.1%	78
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	11.7	9.6	21.8%	81
	D98.Inc HH 200k+	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	6.1	7.0	-12.2%	68
			Selkirk, 238 Main St	T7	% pop	4.5	7.0	-35.0%	47
			Winkler, 920 Main St	T4	% pop	4.0	7.0	-42.4%	41
			Winnipeg, 1403 Henderson Hwy	T5	% pop	6.0	7.0	-14.1%	67
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	13.2	7.0	88.6%	91
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	7.9	7.0	13.8%	76
	D103.Inc HH 50-100k	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	31.5	33.1	-4.8%	32
			Selkirk, 238 Main St	T7	% pop	33.5	33.1	1.1%	52
			Winkler, 920 Main St	T4	% pop	38.2	33.1	15.4%	92
			Winnipeg, 1403 Henderson Hwy	T5	% pop	33.8	33.1	2.2%	56
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	31.3	33.1	-5.6%	30
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	33.1	33.1	0.1%	49
3.Family	D199.HHs Couple Fam w Kids	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	25.3	26.5	-4.6%	54
			Selkirk, 238 Main St	T7	% pop	21.7	26.5	-18.1%	30
			Winkler, 920 Main St	T4	% pop	34.8	26.5	31.3%	88
			Winnipeg, 1403 Henderson Hwy	T5	% pop	18.5	26.5	-30.1%	15
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	26.8	26.5	0.9%	61
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	32.5	26.5	22.6%	83

6. Demographic Profile Detail

Retail Category: Fast Food American; Brand: A&W; Trade Area Filter: MB

Demo Group	Demo Variables	TA Prov	Comp Address	TA Type	Demo Units	Demo Values	Demo Prov Values	Demo Values % Change	Demo Score
3.Family	D200.HHs Couple Fam w/o Kids	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	27.2	25.3	7.6%	54
			Selkirk, 238 Main St	T7	% pop	24.1	25.3	-4.5%	38
			Winkler, 920 Main St	T4	% pop	29.8	25.3	17.9%	62
			Winnipeg, 1403 Henderson Hwy	T5	% pop	26.2	25.3	3.6%	49
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	28.1	25.3	11.3%	57
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	28.8	25.3	13.9%	59
	D201.HHs One Parent Families	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	8.3	8.7	-4.4%	51
			Selkirk, 238 Main St	T7	% pop	14.1	8.7	62.7%	92
			Winkler, 920 Main St	T4	% pop	5.6	8.7	-35.6%	15
			Winnipeg, 1403 Henderson Hwy	T5	% pop	8.8	8.7	1.7%	57
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	7.8	8.7	-10.6%	42
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	7.9	8.7	-8.5%	44
	D206.HHs Single Individual	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	29.8	28.6	4.4%	56
			Selkirk, 238 Main St	T7	% pop	31.1	28.6	8.8%	63
			Winkler, 920 Main St	T4	% pop	24.0	28.6	-16.0%	29
			Winnipeg, 1403 Henderson Hwy	T5	% pop	39.7	28.6	38.9%	93
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	30.1	28.6	5.2%	58
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	21.9	28.6	-23.4%	24
4.Visible Minority	D315.VM Visible Minority	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	13.8	20.4	-32.4%	70
			Selkirk, 238 Main St	T7	% pop	3.3	20.4	-83.9%	48
			Winkler, 920 Main St	T4	% pop	4.1	20.4	-79.9%	49
			Winnipeg, 1403 Henderson Hwy	T5	% pop	10.6	20.4	-47.9%	62
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	13.5	20.4	-33.7%	68
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	11.1	20.4	-45.7%	64
5.Education	D371.Edu 15+ w/o High School	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	15.2	14.2	6.5%	42
			Selkirk, 238 Main St	T7	% pop	18.3	14.2	28.8%	60
			Winkler, 920 Main St	T4	% pop	23.4	14.2	64.6%	78
			Winnipeg, 1403 Henderson Hwy	T5	% pop	14.6	14.2	3.0%	39
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	8.3	14.2	-41.9%	8
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	14.5	14.2	1.7%	37
	D372.Edu 15+ w High School	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	57.1	57.8	-1.1%	60
			Selkirk, 238 Main St	T7	% pop	53.9	57.8	-6.6%	43
			Winkler, 920 Main St	T4	% pop	48.9	57.8	-15.4%	26
			Winnipeg, 1403 Henderson Hwy	T5	% pop	57.6	57.8	-0.2%	62
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	64.0	57.8	10.8%	92
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	57.8	57.8	0.1%	65
	D383.Edu 15+ Apprentice Trades	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	3.3	2.5	30.3%	72
			Selkirk, 238 Main St	T7	% pop	3.4	2.5	31.9%	74
			Winkler, 920 Main St	T4	% pop	2.5	2.5	0.0%	44
			Winnipeg, 1403 Henderson Hwy	T5	% pop	2.6	2.5	0.8%	46
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	2.0	2.5	-19.9%	32
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	3.3	2.5	31.0%	73

6. Demographic Profile Detail

Retail Category: Fast Food American; Brand: A&W; Trade Area Filter: MB

Demo Group	Demo Variables	TA Prov	Comp Address	TA Type	Demo Units	Demo Values	Demo Prov Values	Demo Values % Change	Demo Score
5.Education	D386.Edu 15+ Bachelors & Above	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	13.3	17.0	-22.1%	60
			Selkirk, 238 Main St	T7	% pop	8.6	17.0	-49.6%	32
			Winkler, 920 Main St	T4	% pop	8.9	17.0	-47.8%	34
			Winnipeg, 1403 Henderson Hwy	T5	% pop	16.6	17.0	-2.3%	77
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	26.9	17.0	58.0%	92
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	15.8	17.0	-7.4%	74
6.Labour	D328.In Labour Force	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	66.0	67.0	-1.5%	47
			Selkirk, 238 Main St	T7	% pop	57.4	67.0	-14.3%	18
			Winkler, 920 Main St	T4	% pop	67.9	67.0	1.3%	59
			Winnipeg, 1403 Henderson Hwy	T5	% pop	56.6	67.0	-15.6%	16
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	65.8	67.0	-1.8%	46
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	69.9	67.0	4.3%	73
	D330.Employed	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	62.3	63.8	-2.4%	43
			Selkirk, 238 Main St	T7	% pop	54.1	63.8	-15.3%	19
			Winkler, 920 Main St	T4	% pop	65.4	63.8	2.5%	62
			Winnipeg, 1403 Henderson Hwy	T5	% pop	53.7	63.8	-15.8%	17
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	63.3	63.8	-0.9%	50
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	67.0	63.8	5.0%	73
	D331.Unemployed	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	5.7	4.8	18.6%	72
			Selkirk, 238 Main St	T7	% pop	5.9	4.8	22.6%	74
			Winkler, 920 Main St	T4	% pop	3.6	4.8	-23.8%	24
			Winnipeg, 1403 Henderson Hwy	T5	% pop	5.1	4.8	5.5%	61
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	3.8	4.8	-20.0%	30
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	4.1	4.8	-14.6%	35
	D333.LF 11-33 Goods Producing	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	12.2	11.8	3.9%	55
			Selkirk, 238 Main St	T7	% pop	4.4	11.8	-62.7%	18
			Winkler, 920 Main St	T4	% pop	23.9	11.8	103.2%	81
			Winnipeg, 1403 Henderson Hwy	T5	% pop	11.3	11.8	-4.1%	52
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	9.1	11.8	-22.5%	37
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	12.8	11.8	8.9%	60
	D339.LF 41-91 Service Producing	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	90.5	88.6	2.1%	58
			Selkirk, 238 Main St	T7	% pop	97.3	88.6	9.8%	88
			Winkler, 920 Main St	T4	% pop	78.3	88.6	-11.6%	36
			Winnipeg, 1403 Henderson Hwy	T5	% pop	93.7	88.6	5.8%	71
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	97.6	88.6	10.1%	90
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	91.6	88.6	3.4%	63
7.Dwellings	D231.Singe Detached House	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	65.0	65.9	-1.4%	25
			Selkirk, 238 Main St	T7	% pop	66.8	65.9	1.3%	28
			Winkler, 920 Main St	T4	% pop	76.3	65.9	15.7%	45
			Winnipeg, 1403 Henderson Hwy	T5	% pop	42.0	65.9	-36.3%	8
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	60.4	65.9	-8.5%	19
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	71.6	65.9	8.5%	35

6. Demographic Profile Detail

Retail Category: Fast Food American; Brand: A&W; Trade Area Filter: MB

Demo Group	Demo Variables	TA Prov	Comp Address	TA Type	Demo Units	Demo Values	Demo Prov Values	Demo Values % Change	Demo Score
7.Dwellings	D232.Semi Detached House	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	3.0	3.6	-14.9%	65
			Selkirk, 238 Main St	T7	% pop	0.8	3.6	-77.2%	26
			Winkler, 920 Main St	T4	% pop	4.5	3.6	24.9%	78
			Winnipeg, 1403 Henderson Hwy	T5	% pop	4.4	3.6	22.2%	77
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	4.9	3.6	37.8%	84
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	5.0	3.6	38.5%	84
	D233.Row House	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	5.9	3.7	60.6%	86
			Selkirk, 238 Main St	T7	% pop	7.1	3.7	93.2%	93
			Winkler, 920 Main St	T4	% pop	6.4	3.7	76.5%	89
			Winnipeg, 1403 Henderson Hwy	T5	% pop	4.5	3.7	23.7%	75
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	3.8	3.7	4.5%	67
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	4.8	3.7	32.0%	78
	D234.Duplex	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	2.1	1.6	31.8%	83
			Selkirk, 238 Main St	T7	% pop	0.1	1.6	-95.4%	34
			Winkler, 920 Main St	T4	% pop	0.4	1.6	-77.8%	50
			Winnipeg, 1403 Henderson Hwy	T5	% pop	0.1	1.6	-93.2%	35
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	0.9	1.6	-44.5%	67
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	1.1	1.6	-34.1%	70
	D236.Apartments	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	20.1	23.7	-15.1%	72
			Selkirk, 238 Main St	T7	% pop	25.2	23.7	6.5%	80
			Winkler, 920 Main St	T4	% pop	9.2	23.7	-61.3%	50
			Winnipeg, 1403 Henderson Hwy	T5	% pop	48.9	23.7	106.6%	95
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	29.9	23.7	26.1%	84
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	15.8	23.7	-33.1%	63
	D237.Other Single Attached House	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	0.1	0.1	25.8%	75
			Selkirk, 238 Main St	T7	% pop	0.0	0.1	-57.2%	68
			Winkler, 920 Main St	T4	% pop	0.1	0.1	-21.3%	70
			Winnipeg, 1403 Henderson Hwy	T5	% pop	0.0	0.1	-100.0%	0
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	0.0	0.1	-100.0%	0
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	0.1	0.1	-41.2%	69
	D238.Movable Dwelling	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	3.8	1.4	160.1%	72
			Selkirk, 238 Main St	T7	% pop	0.0	1.4	-100.0%	0
			Winkler, 920 Main St	T4	% pop	3.2	1.4	120.9%	65
			Winnipeg, 1403 Henderson Hwy	T5	% pop	0.1	1.4	-95.5%	35
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	0.1	1.4	-90.9%	36
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	1.7	1.4	18.2%	51
	D240.Condo	MB	Brandon, Across from Keystone, 1260 18th ..	T2	% pop	10.1	7.8	29.4%	86
			Selkirk, 238 Main St	T7	% pop	3.5	7.8	-55.3%	54
			Winkler, 920 Main St	T4	% pop	8.6	7.8	9.4%	81
			Winnipeg, 1403 Henderson Hwy	T5	% pop	10.8	7.8	38.1%	88
			Winnipeg, Kenaston & Lowson (by Ikea, 1 ..	T2	% pop	14.8	7.8	89.6%	93
			Winnipeg, Southdale Square, 107 Vermillio..	T3	% pop	5.2	7.8	-33.9%	66