

Retail Gap Report

Finding Retail Gaps in a Location and
Analyzing the Potential Profitability

Site:

Mill Bay Centre, BC

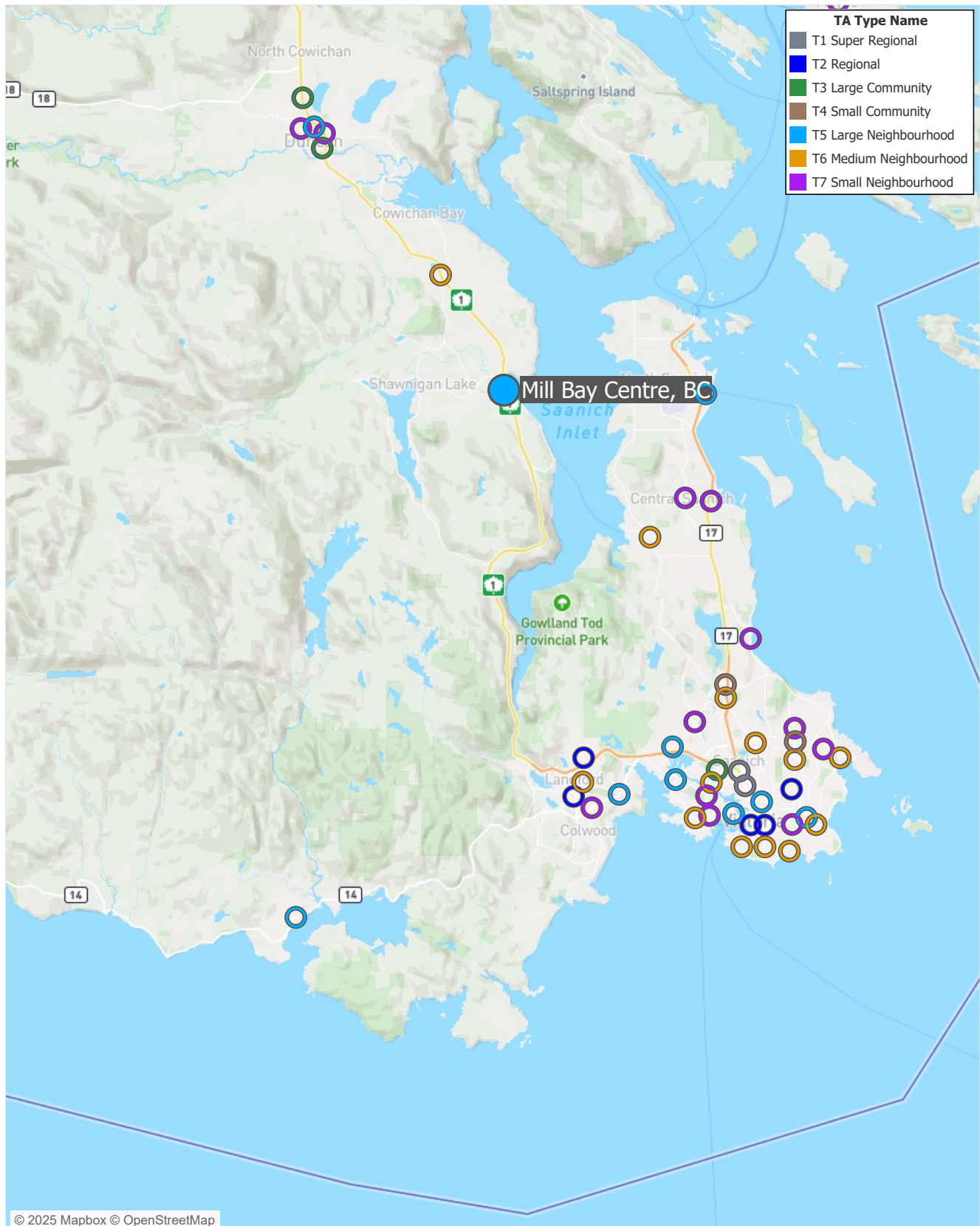
Thinking in

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1. Retail Gap Report - Location

Site: Mill Bay Centre, BC



2. Retail Gap Report - Detail

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Retail Category Group	Retail Category	Comp Count by TA	Adj Market Size \$	Adj Market Size HH	New Site Optimization Action	New Site Pot Score	Comp Size Score	Adj Market Size Score	TA Brand Sent Score	TA Brand Aware Score
1.Alcohol & Smoking	1.1.Alcohol	3	6.4M	6.0K	Don't Build S/D Balanced	46	25	72	45	72
	1.2.Cannabis	3	1.3M	6.0K	Don't Build Cluster Trap	32	23	70	13	42
	1.3.Tobacco	0	6.2M	8.3K	Best New Site Low Comp	96	0	81	0	0
	1.4.Vape	0	5.9M	7.8K	Best New Site Low Comp	95	0	76	0	0
2.Groceries	2.1.Convenience Store	4	68.8M	7.9K	Good New Site Avg Comp	81	21	87	74	67
	2.2.Grocery Store	2	46.5M	5.3K	Good New Site Low Comp	76	8	75	15	43
	2.3.Supermarket	2	46.5M	5.3K	Good New Site Low Comp	84	8	75	15	43
	2.4.Ethnic Food	0	0.9M	8.3K	Good New Site Low Comp	84	0	27	0	0
	2.5.Health Food & Nutrition	3	47.5M	5.5K	Don't Build S/D Balanced	37	20	69	0	0
	2.6.Bakery	3	5.0M	5.2K	Good New Site Avg Comp	84	11	75	20	46
	2.7.Baking & Cooking Supply	0	52.6M	6.0K	Good New Site Low Comp	73	0	66	0	0
	2.8.Butcher Shop	0	10.1M	6.0K	Good New Site Low Comp	82	0	69	0	0
	2.9.Deli	2	9.4M	5.6K	Don't Build Low-Avg Pot	51	22	71	91	39
	2.10.Pastry Shop	0	0.9M	8.3K	Good New Site Low Comp	84	0	27	0	0
3.Clothing	3.1.Clothing General	6	9.5M	3.6K	Don't Build Cluster Trap	26	14	68	77	21
	3.2.Clothing Footwear	1	3.2M	4.1K	Don't Build Low-Avg Pot	58	5	71	94	18
	3.3.Clothing Sports	1	8.7M	5.6K	Good New Site Low Comp	70	5	74	0	0
	3.4.Embroidery, Fabric & Unif..	2	0.6M	6.0K	Don't Build S/D Balanced	31	22	67	81	24
	3.5.Clothing Lingerie	0	4.6M	6.3K	Good New Site Low Comp	78	0	73	0	0
	3.6.Clothing Boutique	1	19.1M	7.2K	Don't Build Low-Avg Pot	64	9	75	44	16
	3.7.Clothing Acc	0	0.6M	4.5K	Best New Site Low Comp	85	0	72	0	0
	3.8.Jewelry & Watches	0	0.6M	3.6K	Best New Site Low Comp	92	0	69	0	0
	3.9.Luggage & Leather Goods	0	15.1M	5.7K	Good New Site Low Comp	78	0	72	0	0
	3.10.Sunglasses	1	0.3M	4.1K	Don't Build Low-Avg Pot	50	6	67	74	19
4.Personal	4.1.Barber Shop	2	3.9M	5.3K	Don't Build Low-Avg Pot	64	11	73	38	15
	4.2.Beauty Salon	15	3.7M	5.1K	Don't Build Cluster Trap	33	27	77	13	42
	4.3.Hair Salon	9	3.8M	5.2K	Don't Build Cluster Trap	51	21	77	78	29
	4.4.Eyebrow Salon	0	2.9M	8.3K	Good New Site Low Comp	83	0	77	0	0
	4.5.Eyelash Salon	4	2.1M	6.0K	Don't Build Cluster Trap	30	25	71	56	43
	4.6.Nail Salon	3	1.7M	4.7K	Don't Build S/D Balanced	59	12	73	10	30
	4.7.Health & Beauty Supply	3	4.4M	5.6K	Don't Build S/D Balanced	55	17	78	75	22
	4.8.Florist	4	2.6M	6.0K	Don't Build Cluster Trap	30	22	72	68	60
	4.9.Tattoo Shop	2	4.8M	6.0K	Don't Build Low-Avg Pot	46	13	70	67	22
	4.10.Tanning Salon	0	2.1M	6.0K	Good New Site Low Comp	76	0	67	0	0
	4.11.Make-up Artist	0	2.9M	8.3K	Good New Site Low Comp	77	0	75	0	0
	4.12.Spa & Sauna	6	2.0M	5.7K	Don't Build Cluster Trap	31	27	74	58	24
	4.13.Cosmetics & Perfume	1	0.8M	2.9K	Don't Build Low-Avg Pot	63	5	69	94	37
5.Full Serve Restaurants	5.1.All Restaurants	33	18.0M	4.7K	Don't Build Cluster Trap	59	29	76	66	56
	5.2.Full Serve Restaurant	18	18.5M	4.9K	Don't Build Cluster Trap	54	24	77	89	45
	5.3.General Full Serve Restaur..	7	19.8M	5.2K	Don't Build Cluster Trap	38	28	74	69	75

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5.Full Serve Restaurants	5.4.Asian Full Serve Restaurant	5	15.3M	4.0K	Don't Build Cluster Trap	56	13	72	89	38
	5.5.Bar & Pub	2	17.8M	4.7K	Good New Site Low Comp	79	6	73	64	27
	5.6.Breakfast Full Serve Resta..	4	17.0M	4.5K	Don't Build S/D Balanced	53	14	72	21	62
	5.7.Chinese	0	19.6M	5.2K	Best New Site Low Comp	92	0	71	0	0
	5.8.Halal	1	31.1M	8.3K	Good New Site Low Comp	65	13	78	16	14
	5.9.Indian	1	31.1M	8.3K	Good New Site Low Comp	75	6	80	95	12
	5.10.Italian	4	20.2M	5.3K	Don't Build S/D Balanced	64	17	76	35	32
	5.11.Japanese & Sushi	3	21.5M	5.7K	Don't Build S/D Balanced	59	14	78	68	40
	5.12.Latin & Caribbean	0	31.1M	8.3K	Good New Site Low Comp	74	0	75	0	0
	5.13.Mediterranean	4	19.1M	5.0K	Good New Site Avg Comp	70	15	75	32	28
	5.14.Mexican	2	31.1M	8.3K	Don't Build Low-Avg Pot	51	20	79	77	23
	5.15.Middle Eastern	0	31.1M	8.3K	Good New Site Low Comp	84	0	77	0	0
	5.16.Seafood	3	19.3M	5.1K	Don't Build S/D Balanced	51	14	73	63	48
	5.17.South Asian	1	31.1M	8.3K	Good New Site Low Comp	76	6	80	95	12
	5.18.Sports Bar	0	31.1M	8.3K	Good New Site Low Comp	82	0	77	0	0
6.Quick Serve Restaurants	6.1.Fast Food Total	10	18.0M	4.7K	Don't Build Cluster Trap	54	20	75	55	64
	6.2.Fast Food American	6	18.5M	4.9K	Don't Build Cluster Trap	48	18	75	43	68
	6.3.Fast Food Chicken	2	23.0M	6.1K	Don't Build Low-Avg Pot	59	13	78	18	62
	6.4.Fast Food Health	0	23.0M	6.1K	Good New Site Low Comp	74	0	73	0	0
	6.5.Fast Food Asian	0	22.1M	5.9K	Good New Site Low Comp	79	0	75	0	0
	6.6.Fast Food Pizza	3	23.0M	6.1K	Good New Site Avg Comp	73	16	82	42	36
	6.7.Fast Food Mexican	1	23.0M	6.1K	Don't Build Low-Avg Pot	55	14	73	98	2
	6.8.Fast Food Other	0	23.0M	6.1K	Good New Site Low Comp	82	0	76	0	0
	6.9.Food Court	0	31.1M	8.3K	Good New Site Low Comp	79	0	73	0	0
	6.10.Cafe & Coffee	11	18.1M	4.8K	Don't Build Cluster Trap	54	26	76	55	69
	6.11.Dessert Quick Serve Rest..	7	17.4M	4.6K	Don't Build Cluster Trap	43	21	74	67	67
	6.12.Frozen Quick Serve Reta..	3	20.0M	5.3K	Don't Build S/D Balanced	42	20	72	62	61
	6.13.Juice Shop Quick Serve R..	1	27.1M	7.2K	Don't Build Low-Avg Pot	61	11	76	96	8
	6.14.Bubble Tea Quick Serve ..	0	23.7M	6.3K	Good New Site Low Comp	81	0	75	0	0
	6.15.Pizza Quick Serve Restau..	4	20.7M	5.5K	Don't Build S/D Balanced	60	17	76	38	35
	6.16.Takeout Pizza	1	31.1M	8.3K	Don't Build Low-Avg Pot	60	25	79	26	12
	6.17.Takeout Restaurant	1	31.1M	8.3K	Good New Site Low Comp	72	14	81	26	28
	6.18.Sandwich Shop	4	17.4M	4.6K	Don't Build S/D Balanced	48	18	73	52	58
7.Electronics	7.1.Phones & Acc	0	1.7M	4.5K	Best New Site Low Comp	95	0	71	0	0
	7.2.Phone Repair	0	2.1M	5.4K	Good New Site Low Comp	81	0	72	0	0
	7.3.TeleCom	0	4.0M	4.1K	Best New Site Low Comp	94	0	68	0	0
	7.4.Audio-Visual Equip	0	2.6M	7.8K	Best New Site Low Comp	88	0	75	0	0
	7.5.Cameras	0	0.3M	7.6K	Good New Site Low Comp	79	0	73	0	0
	7.6.Computers & Software	0	5.1M	7.4K	Best New Site Low Comp	93	0	76	0	0

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7.Electronics	7.7.General Electronics	1	5.5M	7.9K	Good New Site Low Comp	70	8	76	0	0
	7.8.General Electronics Repair	0	4.9M	7.0K	Best New Site Low Comp	90	0	74	0	0
	7.9.Video Games, Movies & R..	0	0.2M	7.8K	Best New Site Low Comp	89	0	74	0	0
8.Leisure	8.1.Fitness General	0	2.6M	5.8K	Best New Site Low Comp	95	0	73	0	0
	8.2.Fitness Specialty	6	2.6M	5.8K	Don't Build Cluster Trap	42	23	78	55	23
	8.3.Gyms	0	2.6M	5.7K	Best New Site Low Comp	98	0	75	0	0
	8.4.Game Store	1	1.2M	8.3K	Don't Build Low-Avg Pot	51	25	74	0	0
	8.5.Movie Theatre	0	0.9M	8.3K	Good New Site Low Comp	75	0	74	0	0
	8.6.Music	0	0.6M	8.3K	Good New Site Low Comp	84	0	76	0	0
	8.7.Party Supply	1	0.0M	8.3K	Don't Build Low-Avg Pot	64	11	74	6	17
	8.8.Toys	0	0.7M	4.7K	Best New Site Low Comp	85	0	67	0	0
	8.9.Craft & Hobby Supply	1	0.2M	5.8K	Good New Site Low Comp	66	7	69	0	0
	8.10.Books Mainstream	1	0.9M	5.8K	Don't Build Low-Avg Pot	51	11	66	90	0
9.Pets	9.1.Pet Supply	4	3.6M	5.6K	Don't Build Cluster Trap	27	27	71	74	34
	9.2.Pet Services	10	2.5M	6.0K	Don't Build Cluster Trap	7	67	71	40	45
	9.3.Pet Grooming	8	2.5M	6.0K	Don't Build Cluster Trap	8	62	70	36	60
	9.4.Vet	2	2.5M	6.0K	Don't Build Low-Avg Pot	37	20	68	69	41
10.Sporting Goods	10.1.Sporting Goods & Equip	2	1.2M	5.6K	Don't Build Low-Avg Pot	54	9	73	90	20
	10.2.Bicycles & Repair	1	1.5M	5.9K	Don't Build Low-Avg Pot	63	7	71	62	12
	10.3.Camping Supply	0	0.6M	8.3K	Best New Site Low Comp	86	0	77	0	0
	10.4.Golf Supply	0	1.7M	8.3K	Good New Site Low Comp	76	0	74	0	0
	10.5.Hockey & Skate Supply	0	1.7M	8.3K	Good New Site Low Comp	78	0	75	0	0
	10.6.Fishing & Hunting Supply	0	0.6M	8.3K	Best New Site Low Comp	86	0	78	0	0
	10.7.Ski & Snowboard Supply	1	1.7M	8.3K	Don't Build Low-Avg Pot	54	10	75	94	6
11.Financial	11.1.ATM	5	233.0M	6.9K	Don't Build Cluster Trap	63	20	83	90	58
	11.2.Consumer Bank	2	893.9M	7.4K	Good New Site Low Comp	66	17	79	77	25
	11.3.Credit Union	1	993.2M	8.3K	Good New Site Low Comp	71	17	79	58	50
	11.4.Banks & CUs	3	893.9M	7.4K	Don't Build S/D Balanced	64	19	81	60	43
	11.5.Mortgages All	6	690.5M	6.0K	Don't Build Cluster Trap	58	14	75	66	41
	11.6.Mortgages Only	3	690.5M	6.0K	Don't Build S/D Balanced	52	8	71	53	21
	11.7.Payday Loans	0	0.0M	59.5K	Good New Site Low Comp	84	0	66	0	0
	11.8.Accountant	5	1.5M	5.2K	Don't Build Cluster Trap	37	19	73	47	87
	11.9.Tax Prep	2	1.5M	5.4K	Don't Build Low-Avg Pot	56	11	72	7	42
	11.10.Crypto	1	972.1M	8.3K	Good New Site Low Comp	70	10	77	0	0
	11.11.Wealth Management	5	530.9M	4.5K	Good New Site High Comp	68	10	73	34	28
	11.12.Wealth & Life Insurance	6	535.9M	4.5K	Good New Site High Comp	67	11	74	13	31
	11.13.Auto & House Insurance	2	22.7M	8.3K	Good New Site Low Comp	65	14	83	47	55
12.Medical	12.1.Medical Clinic General	2	0.0M	5.2K	Good New Site Low Comp	67	5	68	6	24
	12.2.Audiologist	1	1.1M	6.0K	Don't Build Low-Avg Pot	43	14	66	80	51

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12.Medical	12.3.Medical Alternatives	3	0.0M	5.8K	Don't Build S/D Balanced	38	12	67	65	49
	12.4.Oriental Medicine	4	0.0M	5.6K	Don't Build S/D Balanced	36	13	67	69	47
	12.5.Physician General	2	0.4M	5.5K	Don't Build Low-Avg Pot	63	4	69	35	14
	12.6.Podiatrist	0	0.6M	8.3K	Good New Site Low Comp	77	0	75	0	0
	12.7.Addiction & Rehab	0	1.1M	6.0K	Best New Site Low Comp	88	0	67	0	0
	12.8.Cancer Treatment	0	1.6M	8.3K	Good New Site Low Comp	71	0	73	0	0
	12.9.Counseling	3	1.1M	6.0K	Don't Build S/D Balanced	37	14	70	70	58
	12.10.Foot Care	1	0.6M	8.3K	Don't Build Low-Avg Pot	52	33	74	0	0
	12.11.Genealogist	0	1.6M	8.3K	Good New Site Low Comp	69	0	73	0	0
	12.12.Medical Supply	0	4.5M	5.4K	Best New Site Low Comp	92	0	66	0	0
	12.13.Nutritionist	1	1.1M	6.0K	Good New Site Low Comp	66	7	69	0	0
	12.14.Pharmacy	3	2.7M	5.5K	Don't Build S/D Balanced	62	12	70	83	18
13.Health	13.1.Mental Health Centre	0	0.0M	8.3K	Good New Site Low Comp	81	0	74	0	0
	13.2.Mental Health Practioner	0	0.0M	6.0K	Best New Site Low Comp	86	0	66	0	0
	13.3.Dental Clinic	3	4.5M	7.0K	Don't Build S/D Balanced	54	13	78	22	28
	13.4.Dental Physician	2	3.4M	5.3K	Good New Site Low Comp	70	5	69	66	23
	13.5.Eye Care Centre	0	1.4M	3.8K	Don't Build Low-Avg Pot	62	0	50	0	0
	13.6.Eye Care Practioner	1	1.8M	4.6K	Good New Site Low Comp	70	4	68	77	25
	13.7.Eye Glasses	0	1.2M	5.0K	Best New Site Low Comp	85	0	67	0	0
	13.8.Chiropractor	2	1.1M	6.0K	Don't Build Low-Avg Pot	59	8	71	63	22
	13.9.Kinesiologist	0	1.6M	8.3K	Best New Site Low Comp	93	0	77	0	0
	13.10.Massage Clinic	1	1.6M	8.3K	Good New Site Low Comp	79	7	80	78	16
	13.11.Massage Therapist	9	1.1M	5.8K	Don't Build Cluster Trap	31	18	72	36	31
	13.12.Occupational Therapists	0	1.1M	6.0K	Good New Site Low Comp	73	0	66	0	0
	13.13.Physical Therapists	4	1.1M	5.7K	Don't Build Cluster Trap	32	16	69	11	8
	13.14.Physical Therapy Clinic	0	1.6M	8.3K	Best New Site Low Comp	90	0	78	0	0
	13.15.Reiki Therapist	4	1.1M	6.0K	Don't Build Cluster Trap	14	57	67	25	48
	13.16.Speech Therapist	0	1.1M	6.0K	Good New Site Low Comp	70	0	66	0	0
14.Home	14.1.Furniture General	2	5.8M	5.4K	Don't Build Low-Avg Pot	36	10	67	87	30
	14.2.Furniture Indoor	4	5.2M	4.8K	Don't Build Cluster Trap	15	27	67	81	28
	14.3.Furniture Indoor Value	0	8.9M	8.3K	Good New Site Low Comp	73	0	73	0	0
	14.4.Furniture Office	0	8.9M	8.3K	Good New Site Low Comp	81	0	74	0	0
	14.5.Furniture Outdoor	0	6.6M	6.0K	Good New Site Low Comp	81	0	68	0	0
	14.6.Appliances	0	4.9M	5.5K	Good New Site Low Comp	84	0	67	0	0
	14.7.Bed & Bath	0	0.9M	8.3K	Good New Site Low Comp	77	0	74	0	0
	14.8.Cleaning Products	0	1.9M	8.3K	Good New Site Low Comp	73	0	74	0	0
	14.9.Garden & Plants	2	4.6M	6.0K	Don't Build Low-Avg Pot	47	12	70	52	18
	14.10.Home Goods & Decor	2	0.8M	4.9K	Don't Build Low-Avg Pot	62	8	69	90	9
	14.11.Kitchen Supply	1	1.1M	4.8K	Don't Build Low-Avg Pot	59	5	67	0	0

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14.Home	14.12.Lock Supply & Repair	0	5.8M	6.0K	Good New Site Low Comp	83	0	69	0	0
	14.13.Mattresses	0	7.0M	6.4K	Best New Site Low Comp	86	0	73	0	0
	14.14.BBQ Supply	1	6.2M	6.0K	Don't Build Low-Avg Pot	50	14	67	99	2
	14.15.Landscape Supply	0	7.4M	6.0K	Good New Site Low Comp	66	0	66	0	0
	14.16.Lawn & Garden Equip	1	1.5M	6.0K	Don't Build Low-Avg Pot	54	10	67	0	0
	14.17.Pool & Hot Tub Supply	0	7.4M	6.0K	Good New Site Low Comp	79	0	67	0	0
	14.18.Seasonal Supply	0	4.6M	6.0K	Good New Site Low Comp	76	0	67	0	0
	14.19.Laundry & Dry Cleaning	0	0.6M	8.3K	Best New Site Low Comp	88	0	76	0	0
	14.20.Office & School Supply	0	3.0M	7.4K	Best New Site Low Comp	93	0	78	0	0
	14.21.Print Shop	1	2.9M	5.5K	Don't Build Low-Avg Pot	61	5	68	84	17
	14.22.Real Estate	7	2.6M	4.9K	Don't Build Cluster Trap	50	8	69	88	0
15.Building Supplies	15.1.General Building Material	4	6.4M	5.2K	Don't Build S/D Balanced	39	12	69	67	6
	15.2.Garage Doors	0	7.4M	6.0K	Good New Site Low Comp	81	0	68	0	0
	15.3.Hardware Supply	0	7.4M	6.0K	Best New Site Low Comp	85	0	68	0	0
	15.4.Lumber Supply	1	7.4M	6.0K	Don't Build Low-Avg Pot	47	14	67	0	0
	15.5.Roofing Supply	0	7.4M	6.0K	Good New Site Low Comp	74	0	67	0	0
	15.6.Tools & Rental	0	1.4M	6.0K	Good New Site Low Comp	84	0	69	0	0
	15.7.Windows & Doors	0	7.4M	6.0K	Best New Site Low Comp	86	0	68	0	0
	15.8.Bathroom Supply	0	4.8M	6.0K	Best New Site Low Comp	87	0	68	0	0
	15.9.Electrical Supply	0	7.4M	6.0K	Good New Site Low Comp	84	0	68	0	0
	15.10.Fireplace Supply	0	7.4M	6.0K	Good New Site Low Comp	81	0	67	0	0
	15.11.Flooring Supply	2	6.1M	4.9K	Don't Build Low-Avg Pot	42	8	68	90	2
	15.12.Glass & Mirror	1	10.1M	8.3K	Don't Build Low-Avg Pot	53	14	74	0	0
	15.13.Heating & Cooling Supply	0	10.1M	8.3K	Best New Site Low Comp	85	0	76	0	0
	15.14.Lighting Supply	0	6.7M	5.5K	Best New Site Low Comp	91	0	68	0	0
	15.15.Paint Supply	3	7.4M	6.0K	Don't Build Cluster Trap	34	23	70	91	15
	15.16.Plumbing Supply	1	7.4M	6.0K	Don't Build Low-Avg Pot	57	8	68	99	0
	15.17.Wallpaper & Blinds	0	1.0M	5.8K	Best New Site Low Comp	89	0	68	0	0
16.Store Type	16.1.Baby & Children Store	0	2.5M	6.0K	Good New Site Low Comp	73	0	67	0	0
	16.2.Bridal & Wedding Shop	0	6.0M	8.3K	Good New Site Low Comp	75	0	75	0	0
	16.3.Antique Store	2	0.9M	6.0K	Don't Build S/D Balanced	28	29	67	64	69
	16.4.Bed & Breakfast	11	3.0M	6.0K	Don't Build Cluster Trap	11	44	71	67	87
	16.5.Candle Store	1	1.3M	8.3K	Don't Build Low-Avg Pot	51	25	73	0	0
	16.6.Candy Store	0	71.7M	8.3K	Good New Site Low Comp	81	0	76	0	0
	16.7.Dollar Store	0	6.2M	8.3K	Best New Site Low Comp	94	0	76	0	0
	16.8.Gifts, Cards & Collectibles	2	1.1M	5.6K	Don't Build Low-Avg Pot	47	10	70	67	36
	16.9.Home Improve Store	0	7.4M	6.0K	Best New Site Low Comp	91	0	69	0	0
	16.10.Storage	5	1.3M	6.0K	Don't Build Cluster Trap	23	31	71	60	48
17.Vehicles	17.1.Car Wash	2	7.1M	7.9K	Don't Build Low-Avg Pot	61	18	82	30	51

2. Retail Gap Report - Detail

Site: Mill Bay Centre, BC

Retail Category Group	Retail Category	Comp Count by TA	Adj Market Size \$	Adj Market Size HH	New Site Optimization Action	New Site Pot Score	Comp Size Score	Adj Market Size Score	TA Brand Sent Score	TA Brand Aware Score
17.Vehicles	17.2.Fuel	4	25.4M	8.3K	Good New Site Avg Comp	68	17	87	85	69
	17.3.Dealer Auto Truck Used	1	28.4M	5.5K	Good New Site Low Comp	66	3	68	2	1
	17.4.Dealer ATV & Repair	0	1.0M	8.3K	Good New Site Low Comp	76	0	75	0	0
	17.5.Dealer Motorcycles	1	0.4M	6.0K	Don't Build Low-Avg Pot	42	13	68	84	15
	17.6.Dealer Snowmobile	0	4.6M	8.3K	Good New Site Low Comp	73	0	74	0	0
	17.7.Auto & Truck Acc	1	0.6M	8.3K	Good New Site Low Comp	67	7	77	83	6
	17.8.Auto Body	0	6.8M	7.7K	Best New Site Low Comp	96	0	77	0	0
	17.9.Auto Detailing	4	4.8M	5.3K	Don't Build Cluster Trap	19	24	68	24	36
	17.10.Auto Glass	0	7.4M	8.3K	Best New Site Low Comp	89	0	77	0	0
	17.11.Auto Maint	3	4.6M	5.1K	Don't Build S/D Balanced	51	8	70	85	14
	17.12.Auto Parts	5	2.1M	5.5K	Don't Build Cluster Trap	28	17	69	63	16
	17.13.Auto Repair	4	4.7M	5.3K	Don't Build S/D Balanced	53	8	71	39	16
	17.14.Battery Store	0	7.4M	8.3K	Good New Site Low Comp	77	0	73	0	0
	17.15.Tire Shop	2	2.0M	5.3K	Don't Build Low-Avg Pot	50	9	69	94	11
	17.16.Transmissions	0	7.4M	8.3K	Good New Site Low Comp	79	0	75	0	0
	17.17.Wheel Alignment	0	7.4M	8.3K	Best New Site Low Comp	86	0	77	0	0

3. Retail Gap Report - Demographic Profile

Site: Mill Bay Centre, BC

Demo Group	Demo Variables	Demo Units	Demo Values	Demo Prov Values	Demo Values % Change	Demo Score
1.Pop	D3.Pop MF Avg Age	Age	46.6	42.4	9.9%	80
	D22.Pop MF 0-14	% pop	13.8	13.6	1.5%	53
	D23.Pop MF 15-24	% pop	9.2	12.0	-23.7%	27
	D24.Pop MF 25-34	% pop	9.1	15.5	-41.0%	13
	D25.Pop MF 35-49	% pop	18.2	20.2	-9.9%	32
	D26.Pop MF 50-64	% pop	23.3	19.1	22.4%	91
	D27.Pop MF 65+	% pop	26.3	19.6	34.4%	77
2.Income	D84.Avg HH Inc	Income	125,464.4	115,601.5	8.5%	67
	D90.Inc HH 0-50k	% pop	21.1	30.8	-31.5%	22
	D96.Inc HH 100-150k	% pop	21.7	18.4	18.3%	84
	D97.Inc HH 150-200k	% pop	13.6	10.7	27.5%	81
	D98.Inc HH 200k+	% pop	11.3	10.7	6.1%	60
	D103.Inc HH 50-100k	% pop	29.2	29.2	0.0%	46
3.Family	D199.HHs Couple Fam w Kids	% pop	22.3	22.8	-2.1%	50
	D200.HHs Couple Fam w/o Kids	% pop	37.7	26.4	42.9%	93
	D201.HHs One Parent Families	% pop	6.2	7.5	-17.1%	23
	D206.HHs Single Individual	% pop	21.7	29.4	-26.3%	23
4.Visible Minority	D315.VM Visible Minority	% pop	1.6	32.1	-95.0%	11
5.Education	D371.Edu 15+ w/o High School	% pop	0.5	0.5	-0.1%	49
	D372.Edu 15+ w High School	% pop	2.7	2.7	-0.1%	50
	D383.Edu 15+ Apprentice Trades	% pop	0.2	0.1	70.3%	84
	D386.Edu 15+ Bachelors & Above	% pop	0.7	0.9	-27.5%	41
6.Labour	D328.In Labour Force	% pop	58.8	65.5	-10.2%	25
	D330.Employed	% pop	56.7	62.1	-8.7%	30
	D331.Unemployed	% pop	3.4	5.1	-32.6%	8
	D333.LF 11-33 Goods Producing	% pop	9.3	9.4	-0.8%	53
	D339.LF 41-91 Service Producing	% pop	93.0	94.7	-1.8%	40
7.Dwellings	D231.Singe Detached House	% pop	85.5	41.5	106.0%	96
	D232.Semi Detached House	% pop	1.0	3.0	-67.8%	18
	D233.Row House	% pop	0.9	8.3	-88.8%	11
	D234.Duplex	% pop	2.7	12.9	-79.3%	24
	D236.Apartments	% pop	0.8	31.8	-97.5%	6
	D237.Other Single Attached House	% pop	0.1	0.2	-10.1%	61
	D238.Movable Dwelling	% pop	8.9	2.3	295.7%	87
	D240.Condo	% pop	3.2	23.2	-86.1%	15

4. Retail Gap Report - Top Brand Preferences

Site: Mill Bay Centre, BC

Retail Category Group	Retail Category	Brand Metrics	1st Comp Name	2nd Comp Name	3rd Comp Name
1.Alcohol & Smoking	1.1.Alcohol	Awareness	Black Swan Pub & Liquor Store	Thrifty Foods Liquor	BC Liquor Store
		Sentiment	Black Swan Pub & Liquor Store	Thrifty Foods Liquor	BC Liquor Store
	1.2.Cannabis	Awareness	Warmland Cannabis Centre	1904 Cannabis Co.	Rise Cannabis Mill Bay (Opening Su..
		Sentiment	1904 Cannabis Co.	1904 Cannabis Co.	Rise Cannabis Mill Bay (Opening Su..
2.Groceries	2.1.Convenience Store	Awareness	Masons Store & Patio Ltd	Petro-Canada	Shell
		Sentiment	Laughing Llama Convenience Store	Masons Store & Patio Ltd	Shell
	2.2.Grocery Store	Awareness	Thrifty Foods	Aitken & Fraser General Store Ltd	
		Sentiment	Thrifty Foods	Aitken & Fraser General Store Ltd	
	2.3.Supermarket	Awareness	Thrifty Foods	Aitken & Fraser General Store Ltd	
		Sentiment	Thrifty Foods	Aitken & Fraser General Store Ltd	
	2.5.Health Food & Nutrition	Awareness	Boo Bees	Wisdom Touch	Natures Test
		Sentiment	Natures Test	Natures Test	Boo Bees
3.Clothing	2.6.Bakery	Awareness	Tim Hortons	Thrifty Foods	Denises Delights
		Sentiment	Thrifty Foods	Tim Hortons	Denises Delights
	2.9.Deli	Awareness	Thrifty Foods	Beaux Boheme	
		Sentiment	Beaux Boheme	Thrifty Foods	
	3.1.Clothing General	Awareness	Bayside Goods	PALM	Woodland Kids Clothing
		Sentiment	PALM	PALM	Woodland Kids Clothing
	3.2.Clothing Footwear	Awareness	Cowichan Valley Running		
		Sentiment	Cowichan Valley Running		
4.Personal	3.3.Clothing Sports	Awareness	Nightstrike Grip		
		Sentiment	Nightstrike Grip		
	3.4.Embroidery, Fabric & Uniforms	Awareness	Troll Brothers Quilt Shop	Advantage Apparel	
		Sentiment	Troll Brothers Quilt Shop	Advantage Apparel	
	3.6.Clothing Boutique	Awareness	Wear Its At Clothing		
		Sentiment	Wear Its At Clothing		
	3.10.Sunglasses	Awareness	FYidoctors - Mill Bay - Doctors of ..		
		Sentiment	FYidoctors - Mill Bay - Doctors of ..		
5.Full Serve Restaurants	4.1.Barber Shop	Awareness	Banshee Barber	Style Centre	
		Sentiment	Banshee Barber	Style Centre	
	4.2.Beauty Salon	Awareness	Tina Nail & Spa	Jada Hairstylists	Demure Beauty Salon
		Sentiment	D Js Esthetics	Headlines Hair Care	Thrix Salon
	4.3.Hair Salon	Awareness	Jada Hairstylists	Lakeside salon	Headlines Hair Care
		Sentiment	Esthetics By Lois	Rapunzels Rainbow Hair Studio	Esthetics By Lois
	4.5.Eyelash Salon	Awareness	Demure Beauty Salon	Summit Lash Studio-EyeLash Extensions	Arch Angel Microblading and Lashes
		Sentiment	Summit Lash Studio-EyeLash Exte..	Demure Beauty Salon	Lou-Lou Lashes
	4.6.Nail Salon	Awareness	Tina Nail & Spa	Demure Beauty Salon	Island life nails
		Sentiment	Demure Beauty Salon	Tina Nail & Spa	Island life nails
	4.7.Health & Beauty Supply	Awareness	Whiffcraft Naturals	Leannes Wigs	Leannes Wigs
		Sentiment	Whiffcraft Naturals	Country Cottage Soap	Leannes Wigs
	4.8.Florist	Awareness	Thrifty Foods	Wild Floret Weddings & Elopements	Wild Nest Floral Co.
		Sentiment	Wild Nest Floral Co.	Wild Floret Weddings & Elopements	Thrifty Foods
	4.9.Tattoo Shop	Awareness	Endure Esthetics	TRINITY INK	
		Sentiment	Endure Esthetics	TRINITY INK	
	4.12.Spa & Sauna	Awareness	Shawnigan Lake Spa, Salon & Bou..	the Fern Spa and Lashes	Luna Spiritual Spa Shawnigan Lake
		Sentiment	the Fern Spa and Lashes	the Fern Spa and Lashes	Shawnigan Lake Spa, Salon & Bout..
		Awareness	Renu Laser & Skin Care		
	4.13.Cosmetics & Perfume	Sentiment	Renu Laser & Skin Care		
		Awareness			
5.Full Serve Restaurants	5.1.All Restaurants	Awareness	McDonalds	A&W	Tim Hortons
		Sentiment	Goldas Finest Foods Inc	Taco Revolution	Goldas Finest Foods Inc

4. Retail Gap Report - Top Brand Preferences

Site: Mill Bay Centre, BC

Retail Category Group	Retail Category	Brand Metrics	1st Comp Name	2nd Comp Name	3rd Comp Name
5.Full Serve Restaurants	5.2.Full Serve Restaurant	Awareness	Black Swan Pub & Liquor Store	Alpina Restaurant at Villa Eyrie Resort	Merridale Cidery & Distillery
		Sentiment	Goldas Finest Foods Inc	Goldas Finest Foods Inc	R-harn Thai restaurant
	5.3.General Full Serve Restaurant	Awareness	Merridale Cidery & Distillery	The Lakehouse at Shawnigan	Momoville
		Sentiment	PALM	Goldas Finest Foods Inc	Momoville
	5.4.Asian Full Serve Restaurant	Awareness	Mill Bay Softys	Shawnigan House coffee and chocolate	Hosuka Japanese restaurant
		Sentiment	R-harn Thai restaurant	Hosuka Japanese restaurant	Shawnigan House coffee and choc..
	5.5.Bar & Pub	Awareness	Black Swan Pub & Liquor Store	The Galley Grill	
		Sentiment	The Galley Grill	Black Swan Pub & Liquor Store	
	5.6.Breakfast Full Serve Restaurant	Awareness	McDonalds	A&W	Tim Hortons
		Sentiment	Serious Coffee	A&W	Tim Hortons
	5.8.Halal	Awareness	Panago Pizza		
		Sentiment	Panago Pizza		
	5.9.Indian	Awareness	Spicecraft - Flavours of India		
		Sentiment	Spicecraft - Flavours of India		
	5.10.Italian	Awareness	Panago Pizza	Moos Pizza	Sarpinos Pizzeria
		Sentiment	Moos Pizza	Panago Pizza	The Mill Pizza & Grill
	5.11.Japanese & Sushi	Awareness	Mill Bay Softys	Shawnigan House coffee and chocolate	Hosuka Japanese restaurant
		Sentiment	Hosuka Japanese restaurant	Hosuka Japanese restaurant	Mill Bay Softys
6.Quick Serve Restaurants	6.1.Fast Food Total	Awareness	McDonalds	A&W	Tim Hortons
		Sentiment	Taco Revolution	Westcoast Fish N Chips	Moos Pizza
	6.2.Fast Food American	Awareness	McDonalds	A&W	Tim Hortons
		Sentiment	Westcoast Fish N Chips	Subway	A&W
	6.3.Fast Food Chicken	Awareness	McDonalds	A&W	
		Sentiment	A&W	McDonalds	
	6.6.Fast Food Pizza	Awareness	Panago Pizza	Moos Pizza	Sarpinos Pizzeria
		Sentiment	Moos Pizza	Panago Pizza	Sarpinos Pizzeria
	6.7.Fast Food Mexican	Awareness	Taco Revolution		
		Sentiment	Taco Revolution		
	6.10.Cafe & Coffee	Awareness	McDonalds	A&W	Tim Hortons
		Sentiment	Beaux Boheme	Bru-Gos Coffee	Rusticana Coffee
	6.11.Dessert Quick Serve Restaurant	Awareness	McDonalds	Tim Hortons	Serious Coffee
		Sentiment	Beaux Boheme	Market 1750	The Galley Grill
	6.12.Frozen Quick Serve Restaurant	Awareness	McDonalds	The Galley Grill	Market 1750
		Sentiment	Market 1750	The Galley Grill	McDonalds
	6.13.Juice Shop Quick Serve Restau..	Awareness	Beaux Boheme		
		Sentiment	Beaux Boheme		
	6.15.Pizza Quick Serve Restaurant	Awareness	Panago Pizza	Moos Pizza	Sarpinos Pizzeria
		Sentiment	Moos Pizza	Panago Pizza	The Mill Pizza & Grill
	6.16.Takeout Pizza	Awareness	Panago Pizza		
		Sentiment	Panago Pizza		
	6.17.Takeout Restaurant	Awareness	Panago Pizza		
		Sentiment	Panago Pizza		

4. Retail Gap Report - Top Brand Preferences

Site: Mill Bay Centre, BC

Retail Category Group	Retail Category	Brand Metrics	1st Comp Name	2nd Comp Name	3rd Comp Name
6.Quick Serve Restaurants	6.18.Sandwich Shop	Awareness	Tim Hortons	Serious Coffee	Subway
		Sentiment	Serious Coffee	Subway	Tim Hortons
7.Electronics	7.7.General Electronics	Awareness	highkeyreps		
		Sentiment	highkeyreps		
8.Leisure	8.2.Fitness Specialty	Awareness	LT Dance Studio	Shidokai Judo Club	Mill Bay Traditional Martial Arts Aca..
		Sentiment	Shidokai Judo Club	LT Dance Studio	Mill Bay Traditional Martial Arts Aca..
	8.4.Game Store	Awareness	Gamer and shop		
		Sentiment	Gamer and shop		
	8.7.Party Supply	Awareness	Great Canadian Dollar Store		
		Sentiment	Great Canadian Dollar Store		
	8.9.Craft & Hobby Supply	Awareness	ALTITUDE DRONE SOLUTIONS		
		Sentiment	ALTITUDE DRONE SOLUTIONS		
	8.10.Books Mainstream	Awareness	Davids Little Free Library		
		Sentiment	Davids Little Free Library		
9.Pets	9.1.Pet Supply	Awareness	Lucky Paws Pet Supply	Grooms by Em with Anesthesia-free K9 ..	Bosleys
		Sentiment	Grooms by Em with Anesthesia-fre..	Lucky Paws Pet Supply	Bosleys
	9.2.Pet Services	Awareness	Grooms by Em with Anesthesia-fre..	Doggy Styles	Darcis Groom Room & Paw Spa
		Sentiment	Too Crazy Birdy Hotel	CCs Pet Spaw	CCs Pet Spaw
	9.3.Pet Grooming	Awareness	Grooms by Em with Anesthesia-fre..	Doggy Styles	Darcis Groom Room & Paw Spa
		Sentiment	Grooms by Em with Anesthesia-fre..	CCs Pet Spaw	VIP Mobile Grooming Ltd.
	9.4.Vet	Awareness	Mill Bay Veterinary Hospital	Agwest Veterinary Group	
		Sentiment	Agwest Veterinary Group	Mill Bay Veterinary Hospital	
10.Sporting Goods	10.1.Sporting Goods & Equip	Awareness	Shawnigan Surf & Board co	Nightstrike Grip	
		Sentiment	Shawnigan Surf & Board co	Nightstrike Grip	
	10.2.Bicycles & Repair	Awareness	H Ks Bicycleitis		
		Sentiment	H Ks Bicycleitis		
	10.7.Ski & Snowboard Supply	Awareness	Shawnigan Surf & Board co		
		Sentiment	Shawnigan Surf & Board co		
11.Financial	11.1.ATM	Awareness	Shell	Interior Savings Credit Union	RBC
		Sentiment	Wood Gundy	Shell	RBC
	11.2.Consumer Bank	Awareness	CIBC	RBC	
		Sentiment	RBC	CIBC	
	11.3.Credit Union	Awareness	Interior Savings Credit Union		
		Sentiment	Interior Savings Credit Union		
	11.4.Banks & CUs	Awareness	Interior Savings Credit Union	CIBC	RBC
		Sentiment	RBC	Interior Savings Credit Union	CIBC
	11.5.Mortgages All	Awareness	Interior Savings Credit Union	CIBC	RBC
		Sentiment	Styles Mortgage Advantage	Interior Savings Credit Union	RBC
	11.6.Mortgages Only	Awareness	Styles Mortgage Advantage	Mortgage Broker	Wealthcoast Mortgage
		Sentiment	Styles Mortgage Advantage	Wealthcoast Mortgage	Mortgage Broker
	11.8.Accountant	Awareness	W. Pan & Company, Inc. Wendy P..	Wise Financial Services Inc	NUMIS CPAs Inc. (formerly Benson..
		Sentiment	NUMIS CPAs Inc. (formerly Benso..	W. Pan & Company, Inc. Wendy Pan, C..	Wise Financial Services Inc
	11.9.Tax Prep	Awareness	Wise Financial Services Inc	MILLSON PARKER CHARTERED ACCOU..	
		Sentiment	Wise Financial Services Inc	MILLSON PARKER CHARTERED ACCOU..	
	11.10.Crypto	Awareness	HoneyBadger		
		Sentiment	HoneyBadger		
	11.11.Wealth Management	Awareness	Interior Savings Credit Union	RBC	Western Financial Group
		Sentiment	Interior Savings Credit Union	RBC	Western Financial Group
	11.12.Wealth & Life Insurance	Awareness	Interior Savings Credit Union	CIBC	RBC
		Sentiment	RBC	RBC	CIBC

4. Retail Gap Report - Top Brand Preferences

Site: Mill Bay Centre, BC

Retail Category Group	Retail Category	Brand Metrics	1st Comp Name	2nd Comp Name	3rd Comp Name
11.Financial	11.13.Auto & House Insurance	Awareness	Western Coast Insurance	Westland Insurance	
		Sentiment	Westland Insurance	Western Coast Insurance	
12.Medical	12.1.Medical Clinic General	Awareness	Mill Bay Medical Centre		
		Sentiment	Mill Bay Medical Centre		
	12.2.Audiologist	Awareness	Hearing Care Clinic		
		Sentiment	Hearing Care Clinic		
	12.3.Medical Alternatives	Awareness	Integral Health & Wellness	Chiani Wellness Centre	EarthWaterFire
		Sentiment	Integral Health & Wellness	Chiani Wellness Centre	EarthWaterFire
	12.4.Oriental Medicine	Awareness	Lift Wellness - Acupuncture	Integral Health & Wellness	Chiani Wellness Centre
		Sentiment	Integral Health & Wellness	Integral Health & Wellness	Chiani Wellness Centre
	12.5.Physician General	Awareness	Shawnigan Village Family Practice	Mill Bay Medical Centre	
		Sentiment	Shawnigan Village Family Practice	Mill Bay Medical Centre	
	12.9.Counseling	Awareness	Integral Health & Wellness	Brandy Nielson - Shamanic Practitioner, ..	Edward Epp Registered Clinical Cou..
		Sentiment	Integral Health & Wellness	Integral Health & Wellness	Edward Epp Registered Clinical Cou..
13.Health	13.3.Dental Clinic	Awareness	Mill Bay Dental Health and Implan..	Grooms by Em with Anesthesia-free K9 ..	Mill Bay Dental Clinic
		Sentiment	Grooms by Em with Anesthesia-fre..	Mill Bay Dental Health and Implant Cent..	Mill Bay Dental Clinic
	13.4.Dental Physician	Awareness	Mill Bay Dental Health and Implan..	Shawnigan Dental Health Ctr	
		Sentiment	Mill Bay Dental Health and Implan..	Shawnigan Dental Health Ctr	
	13.6.Eye Care Practioner	Awareness	FYidoctors - Mill Bay - Doctors of ..		
		Sentiment	FYidoctors - Mill Bay - Doctors of ..		
	13.8.Chiropractor	Awareness	Chiani Wellness Centre	Mill Bay Family Chiropractic	
		Sentiment	Chiani Wellness Centre	Mill Bay Family Chiropractic	
	13.10.Massage Clinic	Awareness	Lagom Body Therapy		
		Sentiment	Lagom Body Therapy		
	13.11.Massage Therapist	Awareness	Integral Health & Wellness	Chiani Wellness Centre	Regen Massage
		Sentiment	The Art of Balance	Integral Health & Wellness	Leisha Vasilinda, RMT
14.Home	14.1.Furniture General	Awareness	Beaux Boheme	Beaux Boheme	
		Sentiment	Beaux Boheme	Beaux Boheme	
	14.2.Furniture Indoor	Awareness	Shawnigan Vintage Barn	Blend Gathered Goods Vintage & New	A Vintage Storm
		Sentiment	A Vintage Storm	A Vintage Storm	Shawnigan Vintage Barn
	14.9.Garden & Plants	Awareness	Goldstream Heights Nursery	SandScapes Pond & Plant	
		Sentiment	Goldstream Heights Nursery	SandScapes Pond & Plant	
	14.10.Home Goods & Decor	Awareness	PALM	Hunterwoodworking ltd	
		Sentiment	PALM	Hunterwoodworking ltd	
	14.11.Kitchen Supply	Awareness	Hunterwoodworking ltd		
		Sentiment	Hunterwoodworking ltd		
	14.14.BBQ Supply	Awareness	Valley Vines To Wines		
		Sentiment	Valley Vines To Wines		
	14.16.Lawn & Garden Equip	Awareness	Kevins Tractor Service		
		Sentiment	Kevins Tractor Service		

4. Retail Gap Report - Top Brand Preferences

Site: Mill Bay Centre, BC

Retail Category Group	Retail Category	Brand Metrics	1st Comp Name	2nd Comp Name	3rd Comp Name
14.Home	14.21.Print Shop	Awareness	Cowichan Press		
		Sentiment	Cowichan Press		
	14.22.Real Estate	Awareness	RE/MAX	DFH Real Estate Ltd: Duncan Berndt	Peter Watts - Real Estate
		Sentiment	RE/MAX	THE AGENCY: Emily Moyes	Achieve Properties Ltd
15.Building Supplies	15.1.General Building Material	Awareness	Mill Bay Paint & Hardware	Lifter Pros	Lifter Pros
		Sentiment	Mill Bay Paint & Hardware	Millinear Lumber Inc	Millinear Lumber Inc
	15.4.Lumber Supply	Awareness	Millinear Lumber Inc		
		Sentiment	Millinear Lumber Inc		
	15.11.Flooring Supply	Awareness	Over The Edge Binding	Millinear Lumber Inc	
		Sentiment	Over The Edge Binding	Millinear Lumber Inc	
	15.12.Glass & Mirror	Awareness	Gilchrist Glass Bending Ltd.		
		Sentiment	Gilchrist Glass Bending Ltd.		
16.Store Type	16.3.Antique Store	Awareness	Shawnigan Vintage Barn	A Vintage Storm	
		Sentiment	A Vintage Storm	Shawnigan Vintage Barn	
	16.4.Bed & Breakfast	Awareness	Shawnigan Lake Bed and Breakfast	Ruthies Roost B&B	Shawnigan Hills B and B
		Sentiment	Shawnigan Hills B and B	Shawnigan Hills B and B	Shawnigan suite B&B
	16.5.Candle Store	Awareness	Rebel Wax		
		Sentiment	Rebel Wax		
	16.8.Gifts, Cards & Collectibles	Awareness	The Third Addition Gifts and Toys	Maggies Makings	
		Sentiment	The Third Addition Gifts and Toys	Maggies Makings	
17.Vehicles	16.10.Storage	Awareness	Pacific Rim Storage - Mill Bay	Cobble Hill Storage	Shawnigan Storage
		Sentiment	Shawnigan Storage	Shawnigan Storage	Pacific Rim Storage - Mill Bay
	17.1.Car Wash	Awareness	Petro-Canada	Shell	
		Sentiment	Petro-Canada	Shell	
	17.2.Fuel	Awareness	Co-op	Petro-Canada	Shell
		Sentiment	Shawnigan Garage CO OP fuel an..	Co-op	Petro-Canada
	17.3.Dealer Auto Truck Used	Awareness	SF Automotive		
		Sentiment	SF Automotive		
	17.5.Dealer Motorcycles	Awareness	Freakshow Choppers		
		Sentiment	Freakshow Choppers		
	17.7.Auto & Truck Acc	Awareness	Cowichan Right Rim Repair		
		Sentiment	Cowichan Right Rim Repair		
	17.9.Auto Detailing	Awareness	Raptor Auto Detailing	Innovative Auto Spa	Zero to 100 Detailing
		Sentiment	Innovative Auto Spa	Raptor Auto Detailing	Zero to 100 Detailing
	17.11.Auto Maint	Awareness	RK Tire	D&D Mobile Mechanical Service	Xtreme Tire
		Sentiment	Xtreme Tire	RK Tire	D&D Mobile Mechanical Service
	17.12.Auto Parts	Awareness	Chapman Motors Ltd	Maxwells Auto Center	D&D Mobile Mechanical Service
		Sentiment	D&D	Maxwells Auto Center	D&D Mobile Mechanical Service
	17.13.Auto Repair	Awareness	Hi-Point Auto Care	Shawnigan Garage CO OP fuel and mec..	Eastside Brake & Front End
		Sentiment	Shawnigan Garage CO OP fuel an..	Hi-Point Auto Care	Eastside Brake & Front End
	17.15.Tire Shop	Awareness	RK Tire	Xtreme Tire	
		Sentiment	Xtreme Tire	RK Tire	