

Retail Site Selection Report

Finding the Best Retail Sites

Geography Description:
West Side of Winnipeg

Retail Category:
Fast Food American

Thinking in
LAYERS Digital Twin
Technology

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1. Site Selection Map

Retail Category: Fast Food American

Geography Description: West Side of Winnipeg

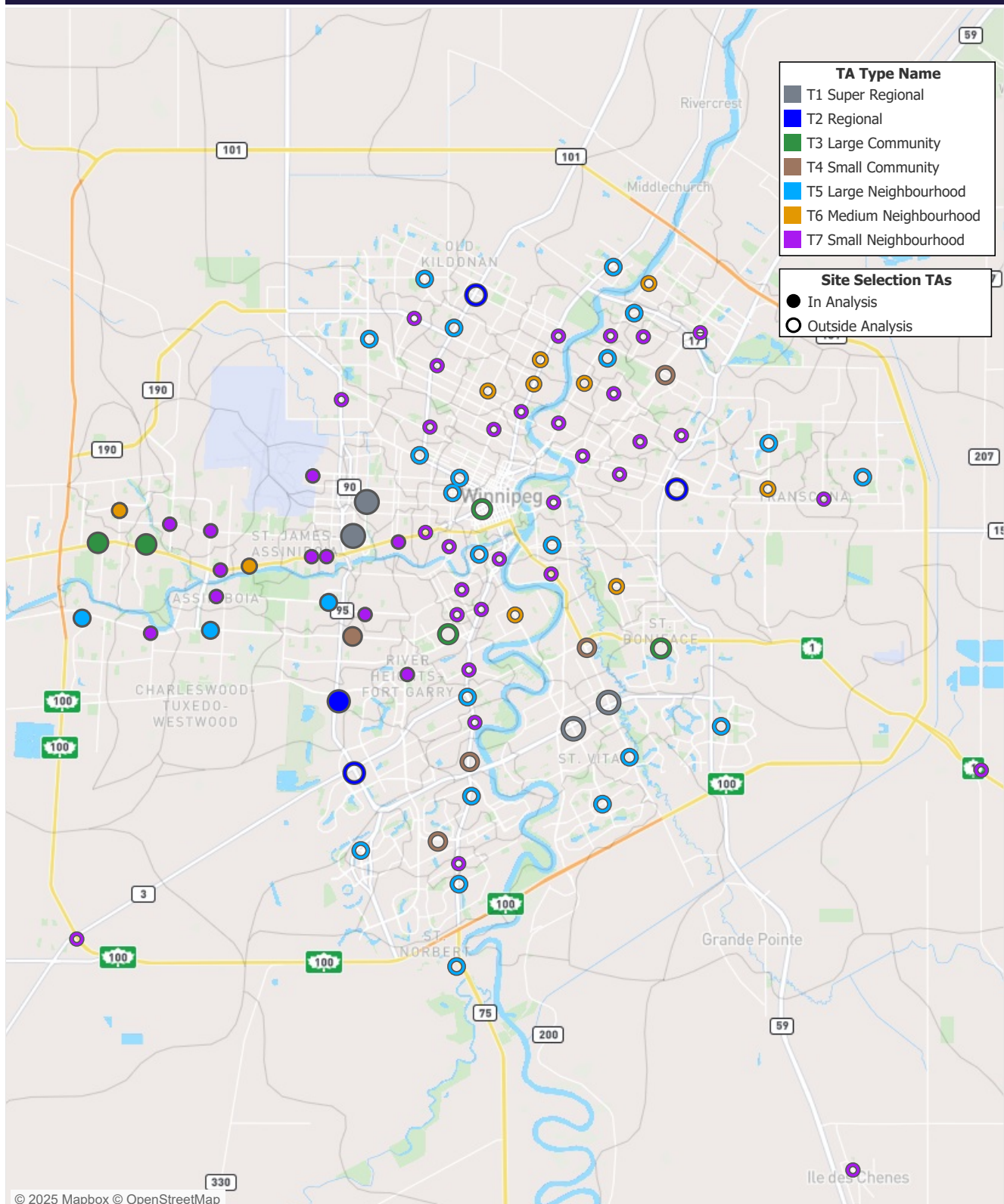


Select Retail Category
Fast Food American

Select 2nd Retail Category
Fast Food Total

Geography Description
West Side of Winnipeg

A&W Network Map



2. Site Selection Trade Area Detail

1st Retail Category: Fast Food American; 2nd Retail Category: Fast Food Total

Geography Description: West Side of Winnipeg



Select Retail Category

Fast Food American

Select 2nd Retail Category

Fast Food Total

Geography Description

West Side of Winnipeg

TA Prov	Comp Address	Comp Count by TA	Adj Market Size \$	New Site Optimization Action	1st New Site Pot Score	2nd New Site Pot Score	Comp Size Score	Adj Market Size Score	Visibility Score	TA Brand Sent Score	TA Brand Aware Score
MB	Winnipeg, Basswood Pl & Portage Ave	2	3,941K	Don't Build S/D Balanced	30	46	10	40	45	8	71
	Winnipeg, Cavalier Dr & Hamilton Ave	0	5,822K	Best New Site Low Comp	88	60	0	53	57	0	0
	Winnipeg, CF Polo Park	8	63,259K	Best New Site High Comp	92	95	38	98	100	55	98
	Winnipeg, Charleswood Centre	1	13,628K	Best New Site Low Comp	88	74	5	79	74	10	62
	Winnipeg, Ellice Centre	8	63,259K	Best New Site High Comp	92	95	38	98	100	55	98
	Winnipeg, Ferry Rd & Portage Ave	2	3,703K	Don't Build S/D Balanced	27	43	10	38	42	81	72
	Winnipeg, Flight Rd & Wellington Ave	0	41K	Don't Build Low-Avg Pot	1	0	0	0	0	0	0
	Winnipeg, Hampton St & Portage Ave	0	2,098K	Don't Build Low-Avg Pot	52	28	0	22	27	0	0
	Winnipeg, Kenaston Village Mall	1	17,544K	Best New Site Low Comp	94	84	5	85	84	39	27
	Winnipeg, Laxdal Rd & Roblin Blvd	0	2,587K	Don't Build Low-Avg Pot	55	31	0	28	30	0	0
	Winnipeg, Moray St & Ness Ave	2	4,199K	Don't Build S/D Balanced	34	49	10	41	48	34	66
	Winnipeg, MT Royal Rd & Portage Ave	0	6,439K	Best New Site Low Comp	90	72	0	58	72	0	0
	Winnipeg, Park West	0	14,606K	Best New Site Low Comp	98	76	0	81	75	0	0
	Winnipeg, Pepperloaf Crescent & Roblin Blvd	0	5,591K	Best New Site Low Comp	82	52	0	51	50	0	0
	Winnipeg, Renfrew St & Corydon Ave	0	7,756K	Best New Site Low Comp	90	61	0	64	60	0	0
	Winnipeg, Rita St & Portage Ave	3	3,147K	Don't Build Cluster Trap	14	38	14	34	37	24	75
	Winnipeg, Seasons Of Tuxedo	9	48,261K	Good New Site High Comp	79	92	43	97	97	74	92
	Winnipeg, Smartcentres Winnipeg (W)	12	58,272K	Good New Site High Comp	79	91	57	98	94	44	97
	Winnipeg, Sturgeon Rd & Ness Ave	0	4,543K	Best New Site Low Comp	83	53	0	44	51	0	0
	Winnipeg, Tuxedo Park Shopping Centre	1	6,383K	Good New Site Low Comp	62	56	5	57	56	98	10
	Winnipeg, Waverley St & Wilkes Ave	1	5,355K	Don't Build Low-Avg Pot	59	54	5	50	52	48	48
	Winnipeg, Westwood Village Shopping Centre	12	58,272K	Good New Site High Comp	79	91	57	98	94	44	97

3. Demographic Profile Detail

Retail Category: Fast Food American

Demo Group	Demo Variables	TA Prov	Comp Address	TA Type	TA Code	Demo Units	Demo Values	Demo Prov Values	Demo Values % Change	Demo Score
1.Pop	D3.Pop MF Avg Age	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	Age	38.4	39.7	-3.2%	38
			Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	Age	41.6	39.7	4.7%	68
			Winnipeg, CF Polo Park	T1	T1. 14A	Age	42.3	39.7	6.5%	76
	D22.Pop MF 0-14	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	16.5	17.6	-6.2%	31
			Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	16.0	17.6	-8.8%	28
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	15.3	17.6	-13.1%	22
	D23.Pop MF 15-24	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	11.2	13.5	-16.8%	27
			Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	12.0	13.5	-10.7%	39
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	12.2	13.5	-9.8%	43
	D24.Pop MF 25-34	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	18.5	14.8	25.1%	92
			Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	13.9	14.8	-6.0%	53
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	14.3	14.8	-3.3%	60
	D25.Pop MF 35-49	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	23.3	19.5	19.5%	97
			Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	19.9	19.5	2.0%	70
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	19.3	19.5	-0.8%	64
	D26.Pop MF 50-64	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	17.5	17.6	-0.5%	43
			Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	19.0	17.6	7.8%	70
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	18.5	17.6	5.0%	63
	D27.Pop MF 65+	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	13.0	17.1	-23.8%	27
			Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	19.2	17.1	12.5%	64
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	20.5	17.1	19.8%	68
2.Income	D84.Avg HH Inc	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	Income	95,02..	99,42..	-4.4%	57
			Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	Income	102,3..	99,42..	2.9%	71
			Winnipeg, CF Polo Park	T1	T1. 14A	Income	108,7..	99,42..	9.3%	81
	D90.Inc HH 0-50k	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	27.9	31.0	-10.1%	33
			Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	20.6	31.0	-33.5%	16
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	25.1	31.0	-19.1%	26
	D96.Inc HH 100-150k	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	21.4	19.2	11.5%	75
			Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	22.7	19.2	18.3%	86
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	19.2	19.2	0.4%	47
	D97.Inc HH 150-200k	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	7.9	9.6	-18.1%	43
			Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	11.2	9.6	16.0%	76
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	10.5	9.6	9.5%	73
	D98.Inc HH 200k+	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	4.8	7.0	-31.7%	51
			Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	5.2	7.0	-25.7%	59
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	10.4	7.0	49.6%	85
	D103.Inc HH 50-100k	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	35.3	33.1	6.5%	71
			Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	36.2	33.1	9.4%	79
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	32.7	33.1	-1.3%	43
3.Family	D199.HHs Couple Fam w Kids	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	25.0	26.5	-5.6%	51
			Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	25.7	26.5	-3.2%	57
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	25.0	26.5	-5.6%	51
	D200.HHs Couple Fam w Kids	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	23.4	25.3	-7.5%	35

3. Demographic Profile Detail

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Demo Group	Demo Variables	TA Prov	Comp Address	TA Type	TA Code	Demo Units	Demo Values	Demo Prov Values	Demo Values % Change	Demo Score
3.Family	D200.HHs Couple Fam w/o Kids	MB	Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	26.7	25.3	5.7%	51
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	27.3	25.3	8.2%	54
			Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	10.0	8.7	15.2%	70
	D201.HHs One Parent Families	MB	Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	12.5	8.7	43.9%	85
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	8.5	8.7	-2.4%	53
			Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	31.4	28.6	9.8%	65
	D206.HHs Single Individual	MB	Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	26.2	28.6	-8.4%	37
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	31.1	28.6	8.8%	64
			Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	16.5	20.4	-18.9%	76
4.Visible Minority	D315.VM Visible Minority	MB	Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	10.5	20.4	-48.5%	62
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	11.0	20.4	-45.8%	63
			Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	9.7	14.2	-32.0%	14
5.Education	D371.Edu 15+ w/o High School	MB	Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	11.5	14.2	-19.3%	22
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	10.4	14.2	-26.6%	17
			Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	62.6	57.8	8.4%	86
	D372.Edu 15+ w High School	MB	Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	60.8	57.8	5.3%	78
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	61.8	57.8	7.1%	83
			Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	1.9	2.5	-26.8%	28
	D383.Edu 15+ Apprentice Trades	MB	Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	3.3	2.5	29.5%	71
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	2.2	2.5	-14.6%	34
			Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	26.2	17.0	53.8%	90
	D386.Edu 15+ Bachelors & Above	MB	Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	14.3	17.0	-16.3%	64
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	22.4	17.0	31.3%	85
			Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	74.1	67.0	10.6%	90
	D328.In Labour Force	MB	Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	66.4	67.0	-1.0%	49
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	67.2	67.0	0.2%	55
			Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	70.6	63.8	10.6%	89
6.Labour	D330.Emp..	MB	Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	63.8	63.8	0.0%	52
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	64.3	63.8	0.7%	54
			Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	4.8	4.8	-0.3%	56
	D331.Une..	MB	Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	3.9	4.8	-18.8%	31
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	4.3	4.8	-10.7%	39
			Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	9.2	11.8	-21.9%	38
	D333.LF 11-33 Goods Producing	MB	Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	11.3	11.8	-4.1%	53
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	10.6	11.8	-9.8%	50
			Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	94.2	88.6	6.4%	73
	D339.LF 41-91 Service Producing	MB	Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	93.0	88.6	5.0%	68
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	95.0	88.6	7.2%	78
			Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	75.0	65.9	13.7%	44
7.Dwellings	D231.Singe Detached House	MB	Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	65.6	65.9	-0.5%	27
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	63.3	65.9	-4.1%	23
			Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	1.9	3.6	-46.4%	48
	D232.Semi Detached House	MB	Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	11.3	3.6	215.8%	97
			Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	9.7	14.2	-32.0%	14

3. Demographic Profile Detail

Retail Category: Fast Food American

Demo Group	Demo Variables	TA Prov	Comp Address	TA Type	TA Code	Demo Units	Demo Values	Demo Prov Values	Demo Values % Change	Demo Score
7.Dwellings	Detached House	MB	Winnipeg, CF Polo Park	T1	T1. 14A	% pop	3.4	3.6	-5.4%	68
	D233.Row House	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	0.8	3.7	-78.1%	19
			Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	4.8	3.7	31.9%	77
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	3.6	3.7	-0.7%	65
	D234.Dupl..	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	5.2	1.6	221.6%	92
			Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	0.0	1.6	-100.0%	0
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	1.2	1.6	-28.7%	72
	D236.Apar..	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	17.1	23.7	-27.9%	65
			Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	18.3	23.7	-22.9%	69
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	27.8	23.7	17.3%	81
	D237.Other Single Attached House	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	0.0	0.1	-100.0%	0
			Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	0.0	0.1	-100.0%	0
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	0.0	0.1	-67.6%	66
	D238.Movable Dwelling	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	0.0	1.4	-100.0%	0
			Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	0.0	1.4	-99.9%	30
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	0.8	1.4	-46.7%	43
	D240.Con..	MB	Winnipeg, Basswood Pl & Portage Ave	T7	T7. 895	% pop	6.2	7.8	-21.0%	70
			Winnipeg, Cavalier Dr & Hamilton Ave	T6	T6. 241	% pop	4.1	7.8	-47.3%	57
			Winnipeg, CF Polo Park	T1	T1. 14A	% pop	10.7	7.8	36.3%	87