

Customer Profile

Customer Age

0-19	21.85%
20-34	22.71%
35-49	25.09%
50-64	18.72%
65+	11.65%

Time Spent

Less than 30 minutes	12%
31- 60 minutes	29%
61- 90 minutes	17%
More than 90 minutes	42%

Number of Trips to Lougheed Town Centre

More than once a week	34%
Once per week	26%
2 to 3 times per month	27%
Once a month	11%
Less than once per month	2%

Amount of Money Spent Per Visit

Less than \$50	52%
\$51 to \$100	30%
\$101 to \$150	12%
\$151 or more	6%

Household Income

Less than \$40K	22%
\$40K to \$60K	31%
\$60K to \$80K	18%
\$80K to \$100K	8%
Over \$100K	9%

Amount of Time Travelling to Lougheed Town Centre

Less than 10 minutes	51%
11 - 20 minutes	28%
21 - 40 minutes	16%
Over 40 minutes	5%

Number of Stores Visited

1- 2 stores	12%
3 - 4 stores	43%
5 or more stores	45%

Why do customers Shop at Lougheed Town Centre

Close to home/convenient	69%
One-stop shopping	3%
Number & variety of stores	14%
Other	14%

Marital Status

Married or Common Law	61%
Single	24%
Divorced, Separated	9%
Widowed	6%

Means of Transportation to Lougheed Town Centre

Take public transit	17%
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Drive	68%
Other	15%

Employment Status

Employed full-time	52%
Employed part-time	24%
Full-time homemaker	12%
Retired	8%
Not employed	4%

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