

Community Profile: Cornwall – Downtown BIA

Prepared for: Economic Developers Council of Ontario – My Main Street

The logo for Environics Analytics is displayed within a solid purple rectangular box. The word "ENVIRONICS" is written in a large, bold, white, sans-serif font. Below it, the word "ANALYTICS" is written in a smaller, white, sans-serif font.

ENVIRONICS
ANALYTICS

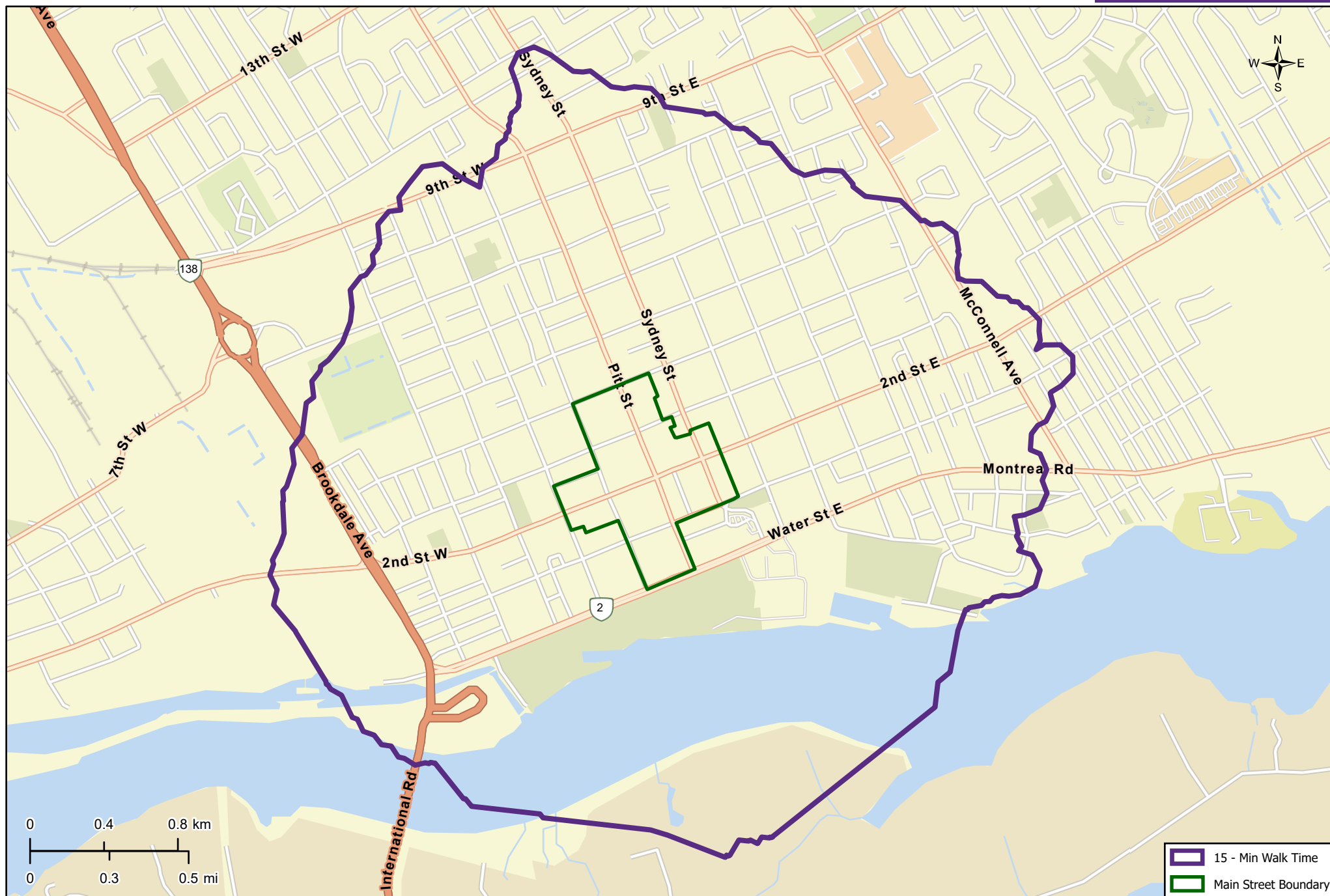
Confidential

Date: February 10, 2022

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Cornwall - Downtown BIA
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Cornwall - Downtown BIA

POPULATION

12,400

HOUSEHOLDS

6,420

MEDIAN MAINTAINER AGE

56

Index: 103

MARITAL STATUS



44.6%

Index: 77

Married/Common-Law

FAMILY STATUS*

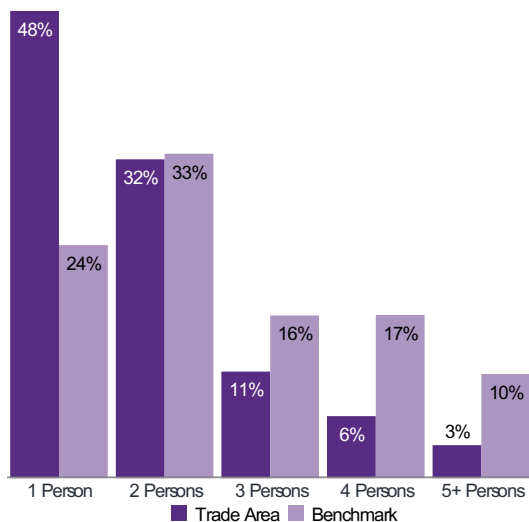


27.0%

Index: 171

Total Lone-Parent Families

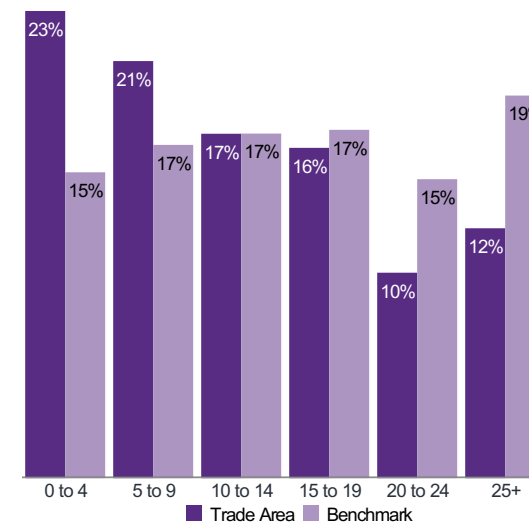
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	702	5.7	112
5 to 9	649	5.2	97
10 to 14	571	4.6	81
15 to 19	544	4.4	74
20 to 24	639	5.2	77
25 to 29	842	6.8	97
30 to 34	804	6.5	97
35 to 39	683	5.5	85
40 to 44	610	4.9	80
45 to 49	666	5.4	86
50 to 54	719	5.8	88
55 to 59	976	7.9	108
60 to 64	989	8.0	119
65 to 69	828	6.7	118
70 to 74	737	5.9	124
75 to 79	512	4.1	125
80 to 84	390	3.1	144
85+	537	4.3	196

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

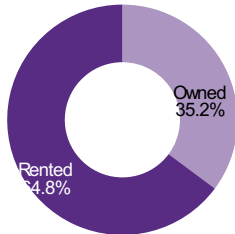
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Cornwall - Downtown BIA

Population: 12,400 | Households: 6,420

TENURE



STRUCTURE TYPE



43.5%
Index: **56**



55.6%
Index: **252**

AGE OF HOUSING*

60+ Years Old

% Comp: **56.4** Index: **273**

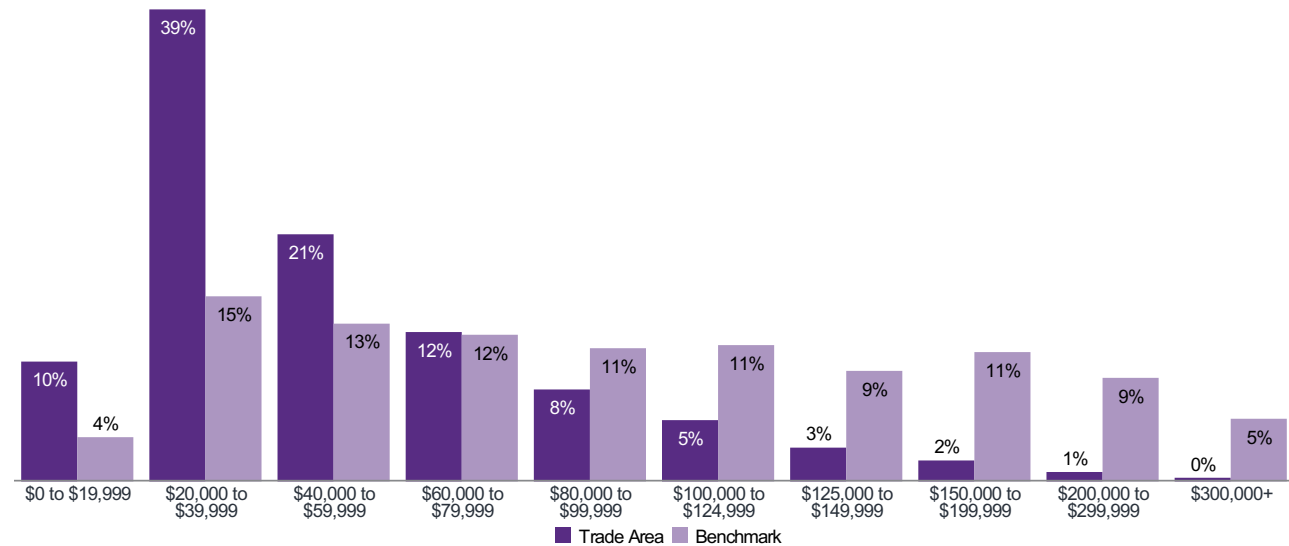
AVERAGE HOUSEHOLD INCOME



\$52,243

Index: **45**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Cornwall - Downtown BIA

Population: 12,400 | Households: 6,420

EDUCATION



7.3%

Index: 27

University Degree

LABOUR FORCE PARTICIPATION



52.3%

Index: 80

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



25.4%

Index: 70

Travel to work by **Car (as Driver)**

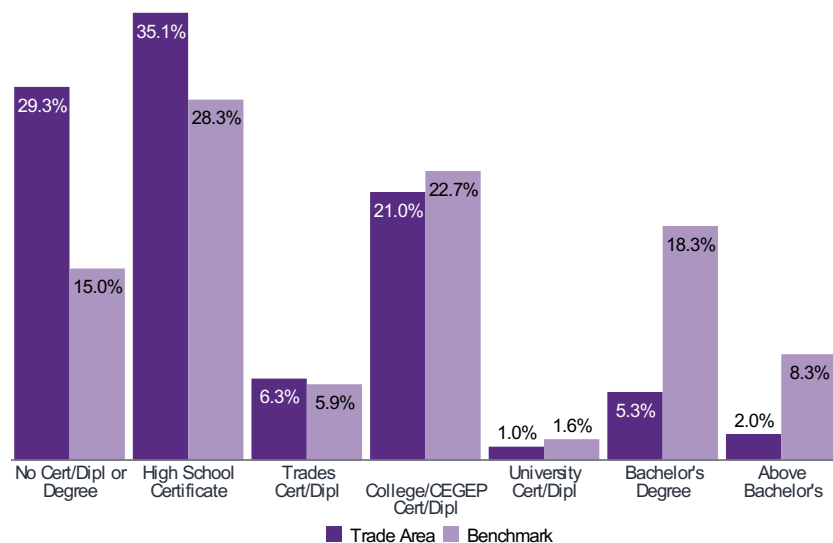


4.5%

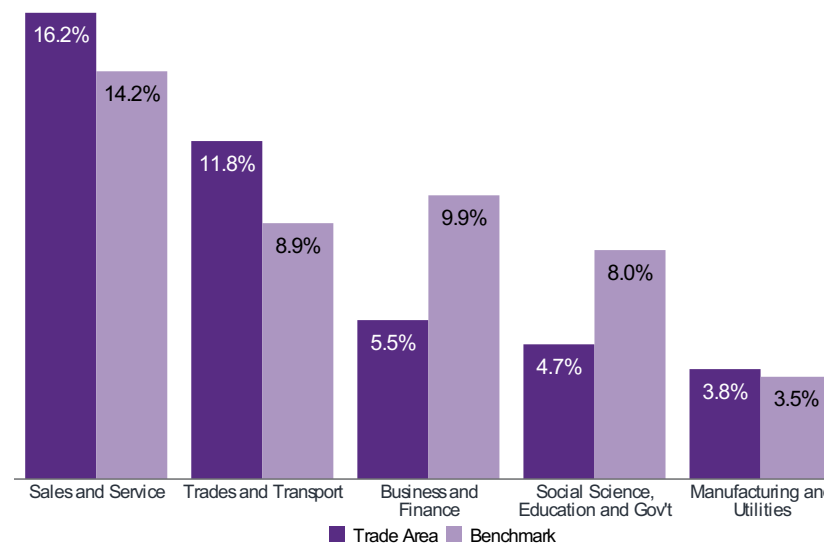
Index: 228

Travel to work by **Walking**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southern Ontario

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*Ranked by percent composition

Index Colours: <80 80 - 110 110+

Demographics | Diversity

ENVIRONICS
ANALYTICS

Trade Area: Cornwall - Downtown BIA

Population: 12,400 | Households: 6,420

ABORIGINAL IDENTITY



6.1%
Index: 260

VISIBLE MINORITY PRESENCE



3.0%
Index: 11

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



0.2%
Index: 11

No knowledge of
English or French

IMMIGRATION



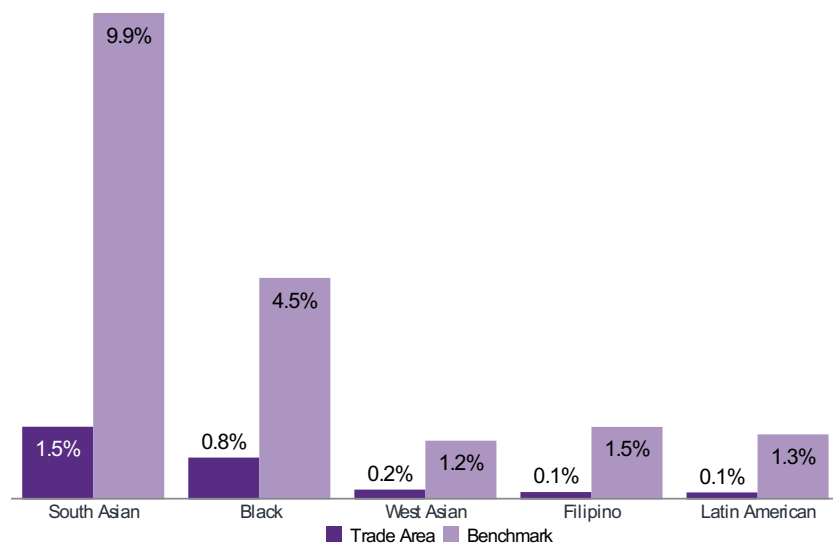
3.6%
Index: 14

Born outside Canada

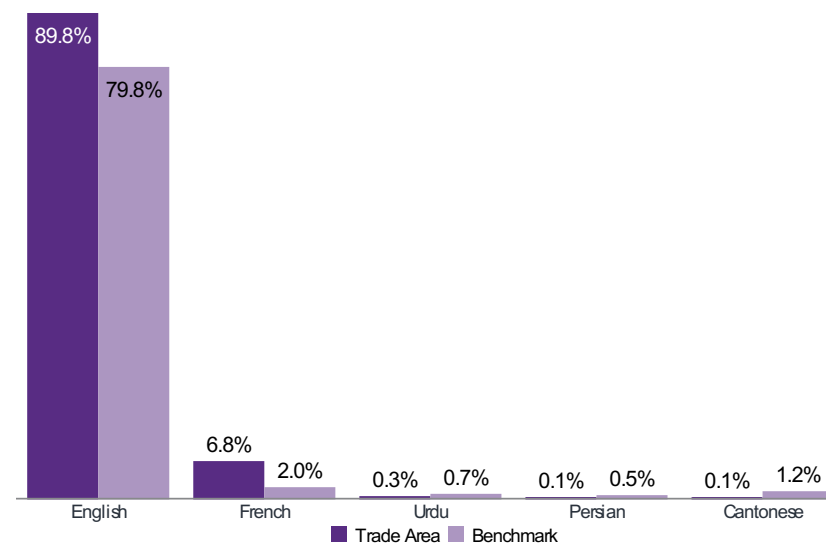
PERIOD OF IMMIGRATION*

N/A
N/A% Index: N/A

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

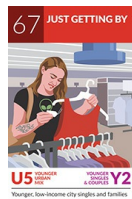
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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours: <80 80 - 110 110+

Top 5 segments represent **92.8%** of households in Cornwall - Downtown BIA



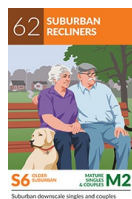
Rank: 1
Hhlds: 2,922
Hhld %: 45.51
% in Benchmark: 3.49
Index: 1,303

The most economically challenged of all segments, Just Getting By is home to younger, low-income singles and single-parent families located in large cities like London, St. Catharines, Windsor and Halifax. In their dense neighbourhoods, nearly 45 percent of maintainers are under 45 years old. More than half are single, divorced or separated, and over a third are lone-parent families, typically with younger children. Residents tend to be third-plus-generation Canadians with low education levels and low-level jobs in sales, the services, trades and manufacturing. Most households can only afford to rent units in older low-rise apartment buildings or own inexpensive single-detached houses. But being young and mobile has its advantages: more than half moved in the past five years with the hope of climbing the socioeconomic ladder. Surveys show a desire to improve their prospects in the popularity of online courses and management training programs. Without deep pockets, they engage in low-cost activities like going to parks, city gardens and auto shows. In this segment, budget-conscious residents score high for the value Importance of Price.



Rank: 2
Hhlds: 1,347
Hhld %: 20.98
% in Benchmark: 1.63
Index: 1,284

Silver Flats is the oldest segment, a collection of suburban neighbourhoods found mostly around large and midsize cities. Home to a mix of third- and second-generation Canadians, nearly half the maintainer population is over 65 years old and two-thirds are retired. No segment has a greater concentration of widows and widowers: 15 percent, or three times the national average. While incomes are downscale, many Silver Flats households are financially sound thanks to modest pensions, government transfers and tidy nest eggs. In their apartments and condos, they enjoy quiet hobbies like reading books, bird-watching, knitting, making crafts and collecting coins and stamps. They can afford to go to sporting events to watch professional baseball, football and golf. And many like to keep fit, taking fitness classes, rowing and fitness walking. With their advancing age, many Silver Flats members make an Effort Toward Health so they can enjoy their retirement years. They also score high for the value Propriety, reflected in their courteous and respectful attitude towards others.



Rank: 3
Hhlds: 870
Hhld %: 13.55
% in Benchmark: 2.12
Index: 639

Suburban Recliners is one of the older segments, a collection of suburban areas surrounding smaller and midsize cities, including a number of newer retirement communities. Households typically contain empty-nesting couples and older singles living alone; nearly 40 percent of maintainers are over 65 years old, and one in ten members is widowed. With many now retired, residents get by on income supplemented by pensions and government transfers. Those still in the workforce have low-paying jobs in accommodation and food services. But their downscale incomes go far in their neighbourhoods where dwelling values are about half the national average. In Suburban Recliners, members typically live in single-detached houses or low-rise apartments and are as equally likely to be owners as renters. When it comes to leisure, these third-plus-generation Canadians aren't ready to slow down just yet. They like to attend community theatre productions, craft show and music festivals. Occasionally, they'll spring for tickets to a figure skating event or auto race. Despite their tight budgets, they enjoy buying products on impulse without first comparing prices (Buying on Impulse).



Rank: 4
Hhlds: 535
Hhld %: 8.33
% in Benchmark: 1.81
Index: 460

Found in mostly small- and medium-size cities, Juggling Acts features a mix of younger singles and young families, with higher-than-average rates for divorced and separated individuals as well as lone-parent families. In their established neighbourhoods, nearly half the householders are renters, typically living in semis, rows, duplexes and low-rise apartments. Thanks to a high percentage of maintainers under the age of 35, a youthful energy pervades this lifestyle. Despite modest educational achievement—a mix of grade 9, high school and college graduates—the adults have decent-paying service sector and blue-collar jobs. But this is a transient group—half the residents have moved in the past five years—and they're always on the lookout for better opportunities. Many rely on their cars for commuting to work and pursuing leisure activities in the city and countryside. In Juggling Acts, residents have high rates for enjoying billiards, martial arts, camping and fishing and hunting. Their idea of a weekend splurge is going to a sporting event, community theatre, craft show or music festival. Members of this group regularly seek ways to save money, and they would not pay more for brand name products (Brand Apathy).



Rank: 5
Hhlds: 286
Hhld %: 4.46
% in Benchmark: 1.94
Index: 230

Slow-Lane Suburbs consists of a mix of older and mature singles and couples living in the suburbs of midsize cities like Thunder Bay, Cape Breton, St. John's and Sault Ste. Marie. Most maintainers are over 55, and those still in the labour force typically hold service sector and white-collar jobs in health, food services, sales or retail. With their high school and college educations yielding middle incomes, nearly three-quarters of adults are owners of relatively inexpensive homes. Many are aging in place in a single, semi or duplex in an older neighbourhood. In Slow-Lane Suburbs, two-thirds of households consist of only one or two people. Content in their established communities, more than three-quarters of residents are third-plus-generation Canadians, and they enjoy time-honoured outdoor activities like fishing, hunting and camping. And many have time on their hands to travel to Atlantic Canada and snow bird destinations in Florida. For excitement, they like attending an auto race or golf event. Marketers can reach them with a message that aligns with their belief in Saving on Principle, emphasizing products and services for the frugal minded.

Psychographics | SocialValues Overview

Trade Area: Cornwall - Downtown BIA



Strong Values

Values	Index
Financial Concern Regarding the Future	147
Utilitarian Consumerism	132
Rejection of Inequality	128
Aversion to Complexity	127
Confidence in Small Business	126
Ethical Consumerism	126
Fear of Violence	120
Brand Apathy	119
Primacy of Environmental Protection	119
Anomie-Aimlessness	118



Descriptions | Top 3 Strong Values

Financial Concern Regarding the Future

The feeling of insecurity about one's financial future, particularly in old age, and of being personally responsible in this area.

Utilitarian Consumerism

Tendency to base purchase decisions on utilitarian rather than aesthetic considerations. Measures the attention given to utility of objects and products purchased. People strong on this construct seldom buy products purely for their appearance. Lack of a need to engage in personal expression through aesthetic means.

Rejection of Inequality

A belief that active involvement in the political process can make a difference in society. People strongest on this construct reject the notion that inequities in society are inevitable and should be expected.



Weak Values

Values	Index
Adaptability to Complexity	66
Vitality	66
Effort Toward Health	68
Enthusiasm for Technology	69
Ostentatious Consumption	70
Consumption Evangelism	73
Financial Security	73
Personal Control	75
Pursuit of Novelty	75
Need for Status Recognition	76



Descriptions | Top 3 Weak Values

Adaptability to Complexity

Tendency to adapt easily to the uncertainties of modern life, and not to feel threatened by the changes and complexities of society today. A desire to explore this complexity as a learning experience and a source of opportunity.

Vitality

The sense that one has a great deal of energy and is in contact with this energy. It measures an energetic, lively approach to life, a feeling that one has more vigor and initiative than most other people.

Effort Toward Health

The commitment to focus on diet, exercise and healthy living in order to feel better and have a healthy, wholesome lifestyle. A willingness to transform one's lifestyle through exercise and radical changes to diet.

Benchmark: Ontario

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Index Colours:	<80	80 - 110	110+
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Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: Cornwall - Downtown BIA

WealthScapes Households: 6,402

INCOME*

Household Income

\$ 52,277

Index: **45**

Household Disposable Income

\$ 45,261

Index: **50**

Household Discretionary Income

\$ 28,572

Index: **44**

Annual RRSP Contributions

\$ 1,268

Index: **35**

WEALTH*



Net Worth

% Holders

99.1% Index: **99**

Balance

\$165,379

Index: **22**

ASSETS*



Savings

% Holders

93.4% Index: **98**

Balance

\$31,926

Index: **42**



Investments

% Holders

41.8% Index: **70**

Balance

\$145,002

Index: **43**



Unlisted Shares

% Holders

7.0% Index: **56**

Balance

\$80,763

Index: **25**



Real Estate

% Holders

39.1% Index: **51**

Balance

\$267,886

Index: **36**



Liquid Assets

% Holders

95.8% Index: **98**

Balance

\$111,058

Index: **34**

DEBT*



Consumer Debt

% Holders

85.7% Index: **94**

Balance

\$33,609

Index: **51**



Mortgage Debt

% Holders

22.1% Index: **48**

Balance

\$109,148

Index: **37**

FINANCIAL RATIO



Debt:Asset

% Holders

0.24% Index: **115**

Benchmark: Southern Ontario

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% Holders represent where customers are found.

*Average values per holding household as at December 31, 2020.

Index Colours: <80 80 - 110 110+

Trade Area: Cornwall - Downtown BIA

WealthScapes Households: 6,402

FINANCIAL RATIOS*



Debt: Asset

0.24

Index: 115



Debt: Liquid Assets

0.50

Index: 81



Consumer Debt - Discr. Income

1.01

Index: 108



Savings - Investments

0.76

Index: 126



Pension - Non-Pension Assets

0.53

Index: 242



Real Estate Assets - Liq. Assets

0.98

Index: 56



Mortgage - Real Estate Assets

0.23

Index: 95



Mortgage - Consumer Debt

0.84

Index: 36

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Cornwall - Downtown BIA

Households: 6,420

Total Aggregate Current Consumption: \$276,710,601

Average Current Consumption

\$43,101

Index 53

Average Household Income










\$52,337

Index 45

Average Disposable Income

\$44,954

Index 50

 <p>Shelter</p> <p>Avg. Dollars/Household \$12,483 Index 59</p> <p>Pct. of Total Expenditure 29.0% Index 113</p>	 <p>Food</p> <p>Avg. Dollars/Household \$6,977 Index 55</p> <p>Pct. of Total Expenditure 16.2% Index 103</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$6,490 Index 47</p> <p>Pct. of Total Expenditure 15.1% Index 89</p>
 <p>Health Care</p> <p>Avg. Dollars/Household \$3,038 Index 56</p> <p>Pct. of Total Expenditure 7.0% Index 105</p>	 <p>Household Operation</p> <p>Avg. Dollars/Household \$2,947 Index 51</p> <p>Pct. of Total Expenditure 6.8% Index 97</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$2,819 Index 79</p> <p>Pct. of Total Expenditure 6.5% Index 150</p>
 <p>Recreation</p> <p>Avg. Dollars/Household \$1,873 Index 39</p> <p>Pct. of Total Expenditure 4.3% Index 74</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$1,760 Index 44</p> <p>Pct. of Total Expenditure 4.1% Index 84</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$1,407 Index 42</p> <p>Pct. of Total Expenditure 3.3% Index 81</p>

Benchmark: Southern Ontario

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Displaying the top nine HouseholdSpend categories ranked by percent of total expenditure.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+
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Expenditures | Foodspend - Annual Household Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Cornwall - Downtown BIA

Households: 6,420

Average Household Income

\$52,337

Index **45**

Average Food Expenditure

\$6,977

Index **55**

Average Spend on Food from Restaurants

\$2,088









Index **52**

Average Spend on Food from Stores

\$4,890

Index **56**

Total Aggregate Food Expenditure: \$ 44,792,902

 Bakery Avg. Dollars/Household \$481 Index 55 Pct. of Total Expenditure 9.8% Index 99		 Cereal Products Avg. Dollars/Household \$276 Index 54 Pct. of Total Expenditure 5.6% Index 97		 Fruit and nuts Avg. Dollars/Household \$588 Index 54 Pct. of Total Expenditure 12.0% Index 96	
 Vegetables Avg. Dollars/Household \$482 Index 52 Pct. of Total Expenditure 9.8% Index 93		 Dairy products & Eggs Avg. Dollars/Household \$722 Index 56 Pct. of Total Expenditure 14.8% Index 101		 Meat Avg. Dollars/Household \$871 Index 55 Pct. of Total Expenditure 17.8% Index 99	
 Fish & Seafood Avg. Dollars/Household \$139 Index 47 Pct. of Total Expenditure 2.8% Index 85		 Beverages & Other Food Avg. Dollars/Household \$1,331 Index 60 Pct. of Total Expenditure 27.2% Index 108			

Benchmark: Southern Ontario

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Displaying the top FoodSpend categories of expenditure on food purchased from stores.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+
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Post COVID-19 Activities

Trade Area: Cornwall - Downtown BIA

Household Population 14+: 10,104

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	13.3	11.0	121
Going to restaurants, bars or night clubs	51.5	55.1	93
Having physical Contact with family and friends	60.1	57.7	104
Participating in group activities	35.4	38.7	91
Partying	13.9	15.8	88
Seeing family and friends in person	66.2	62.8	105
Entertainment			
Attending events, festivals or concerts	37.7	42.9	88
Attending sports events (excludes professional sports)	16.2	18.2	89
Attending to professional sports events or games	19.4	25.4	76
Going to the movies	41.6	45.7	91
Movement & Travel			
Driving more	15.1	16.1	94
Shopping in-store	41.1	42.9	96
Spending time outdoors	37.4	32.5	115
Travelling outside of Canada/ abroad	42.4	53.2	80
Travelling within Canada	49.2	49.9	99
Using public transit	8.1	13.7	59
Personal			
Getting back to old habits	32.4	36.2	90
Going to a salon, barber shop or spa	29.6	33.7	88
Going to the gym	14.0	22.6	62
Education/Work			
Children going back to school	20.6	20.3	102
Going back to work	15.5	17.6	88
Other			
Not Stated	0.2	0.6	27

Benchmark: Southern Ontario

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(Base used for Index calculations)

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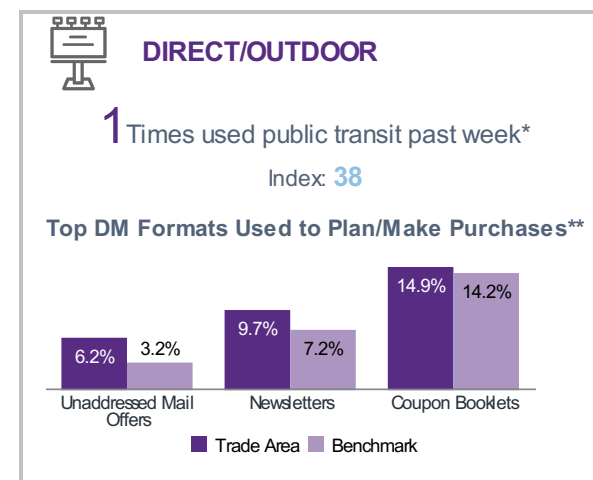
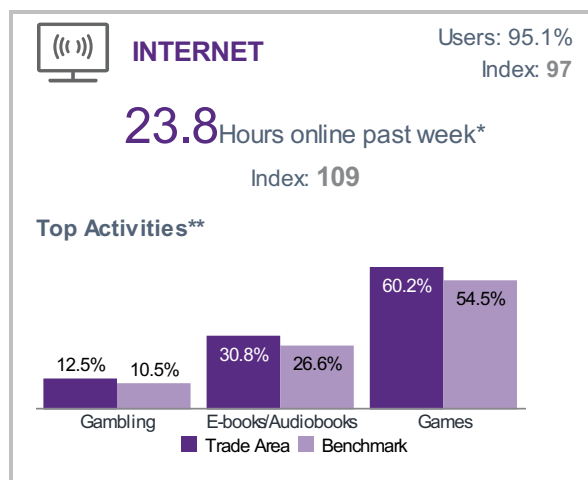
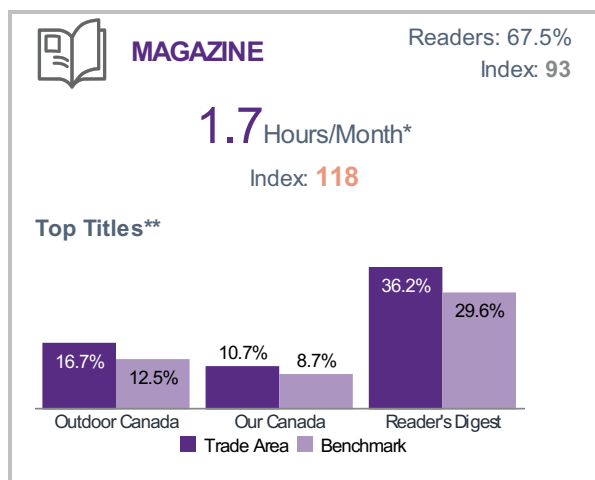
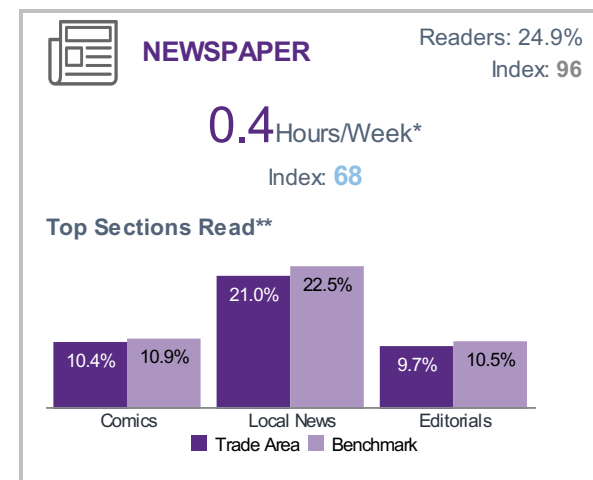
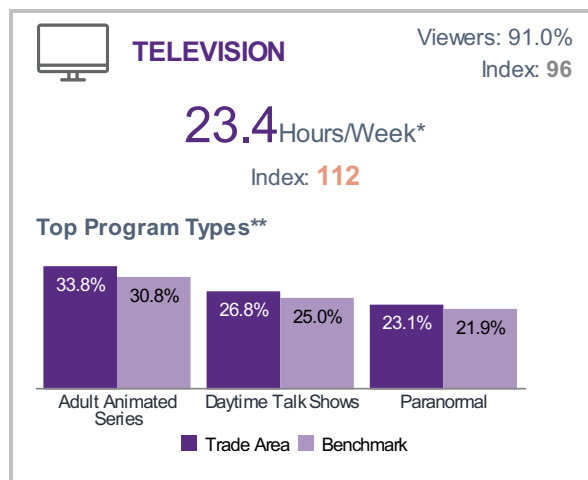
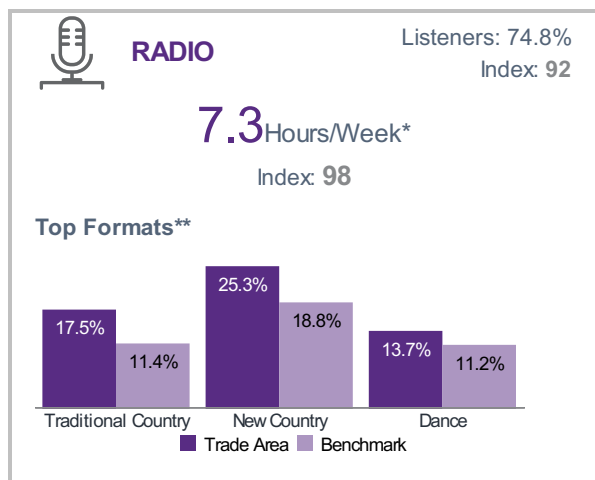
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Cornwall - Downtown BIA

Household Population 14+: 10,104



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

** Chosen from index ranking with minimum 5% composition.

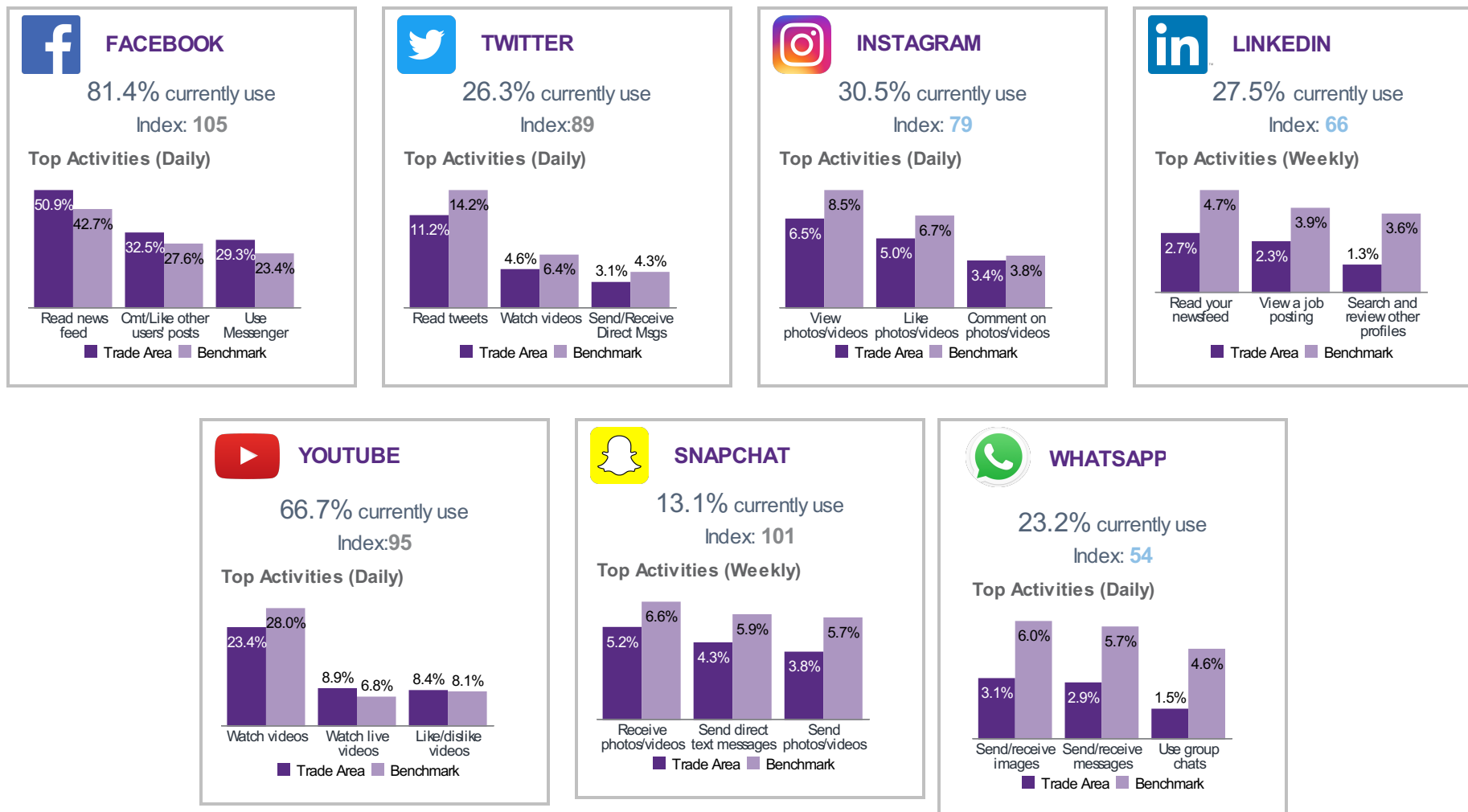
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Cornwall - Downtown BIA

Household Population 18+: 9,662



Benchmark: Southern Ontario

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(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

Chosen and ranked by percent composition

(!) Indicates variables with low sample size. Please analyze with discretion

Index Colours:	<80	80 - 110	110+
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Opticks Social | Social Media Usage

ENVIRONICS
ANALYTICS

Trade Area: Cornwall - Downtown BIA

Household Population 18+: 9,662

FRIENDS IN ALL SM NETWORKS



40.9%

Index: 115

0-49 friends

FREQUENCY OF USE (DAILY)



63.0%

Index: 112

Facebook

BRAND INTERACTION



35.5%

Index: 103

Like brand on Facebook

NO. OF BRANDS INTERACTED

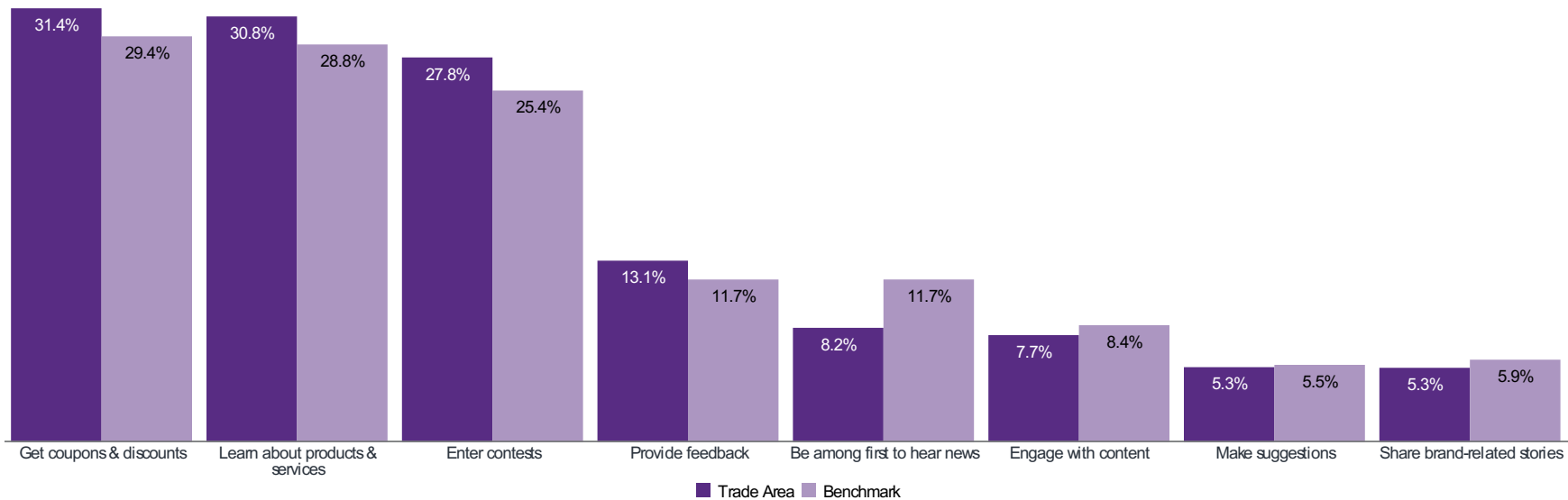


31.7%

Index: 103

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Online Shopping Attitudes and Behaviours

Trade Area: Cornwall - Downtown BIA

Total Household Population 18+:9,662



Retail companies should not be allowed to own or share my personal info

% Comp 91.0 Index 104



I am likely to shop online via my mobile device, provided the process is easy

% Comp 45.9 Index 94



I am concerned about sharing my personal info with retail companies due to privacy issues, such as using it for marketing purposes

% Comp 86.7 Index 103



I am likely to download a mobile shopping "app" if it somehow makes my shopping experience easier

% Comp 38.2 Index 93



I use my mobile device to find retail locations that sell products I am looking to buy

% Comp 54.2 Index 96



I am open to receiving relevant marketing messages on my mobile device from retailers I trust

% Comp 29.4 Index 98

Benchmark: Southern Ontario

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Ranked by percent composition.

Index Colours:	<80	80 - 110	110+
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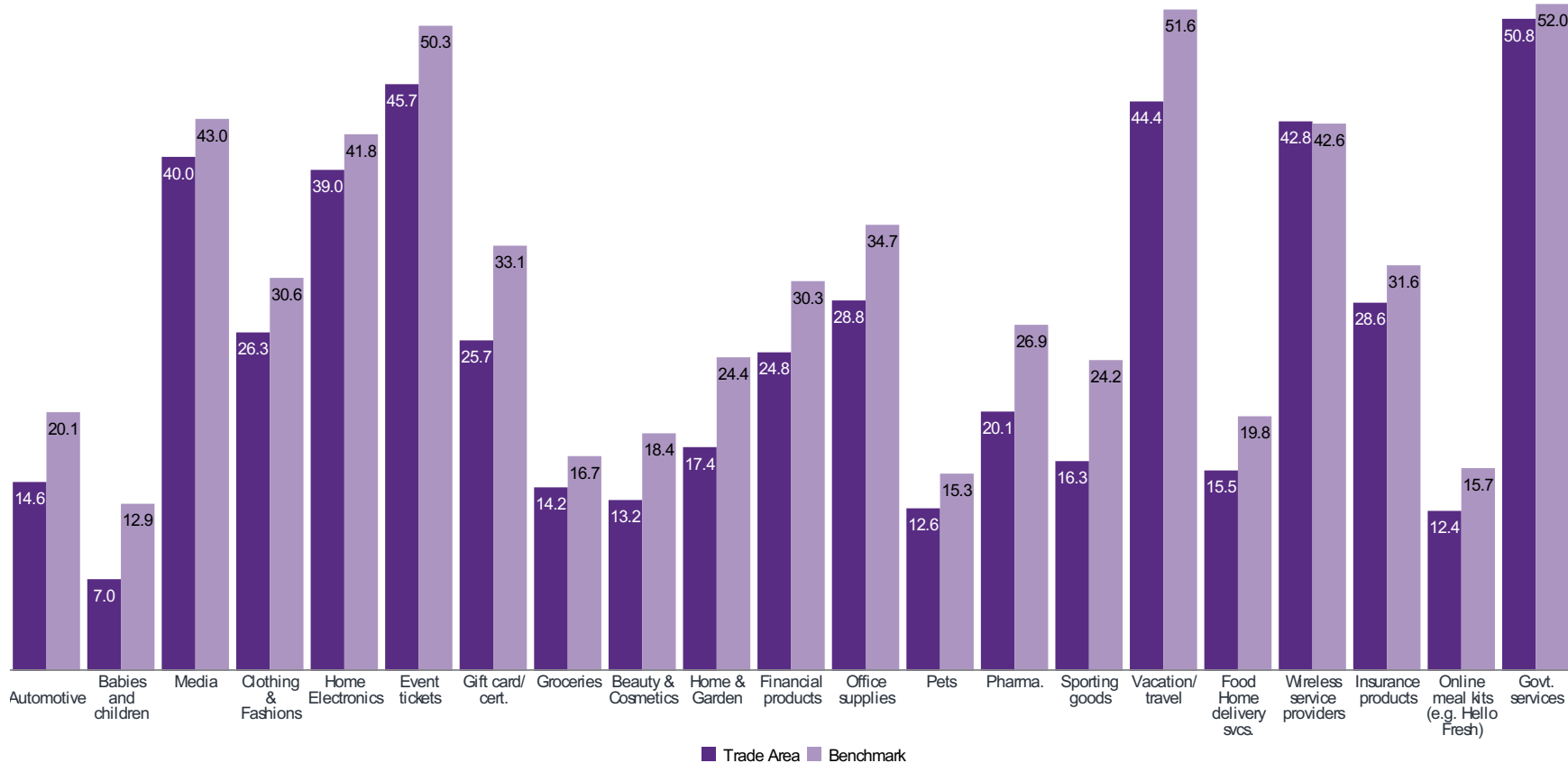
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Cornwall - Downtown BIA

Total Household Population 18+:9,662

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Clothing & Fashions Deep Dive

ENVIRONICS
ANALYTICS

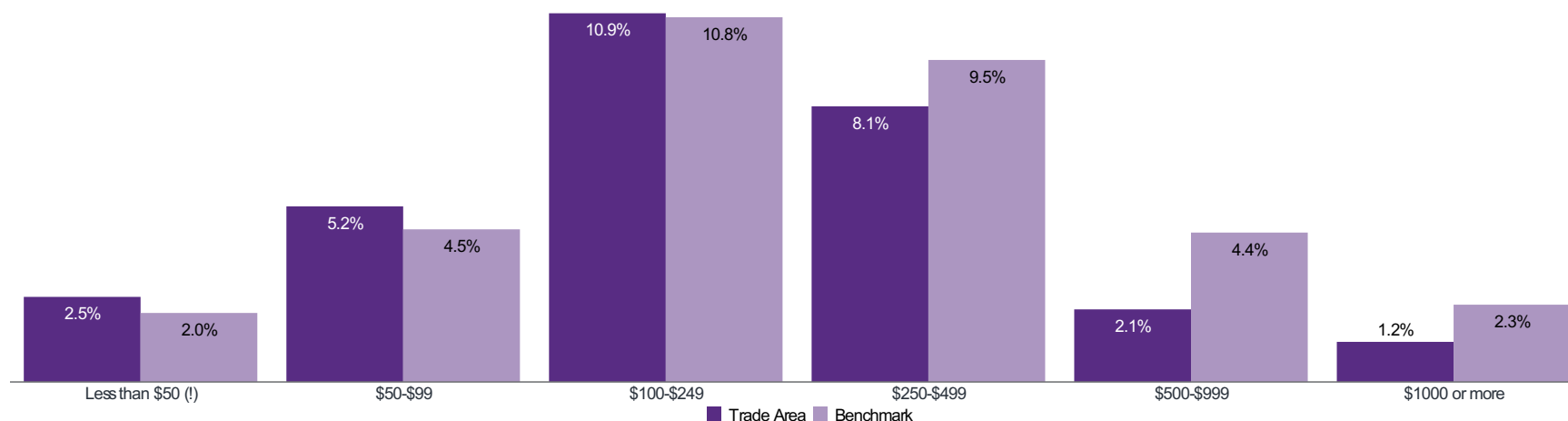
Trade Area: Cornwall - Downtown BIA

Total Household Population 18+: 9,662

BEHAVIOURAL PREFERENCES BY CHANNEL

 CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	67.9% Index: 111	29.8% Index: 81	11.4% Index: 92	1.7% Index: 52
Purchase preference	82.0% Index: 109	26.3% Index: 86	8.5% Index: 86	2.0% Index: 79
Customer Service	69.6% Index: 113	14.2% Index: 79	3.9% Index: 67	18.8% Index: 87

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS
ANALYTICS

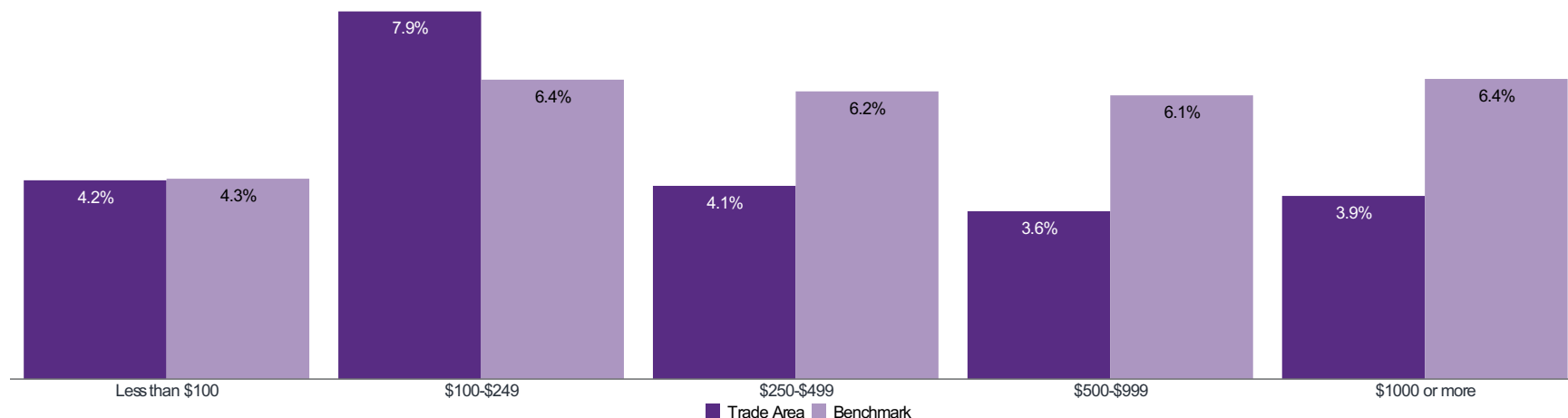
Trade Area: Cornwall - Downtown BIA

Total Household Population 18+: 9,662

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	56.9% Index: 113	50.5% Index: 92	13.0% Index: 83	7.5% Index: 91
Purchase preference	74.1% Index: 108	39.0% Index: 93	9.8% Index: 89	6.6% Index: 102
Customer Service	62.0% Index: 110	23.9% Index: 96	7.5% Index: 102	37.1% Index: 101

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Gift Cards Deep Dive

ENVIRONICS
ANALYTICS

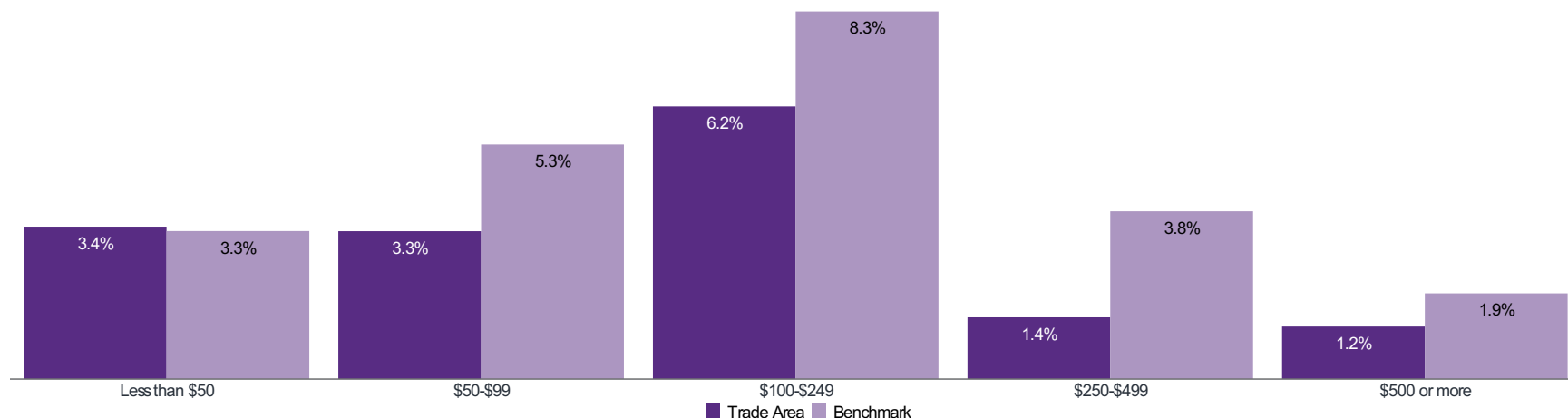
Trade Area: Cornwall - Downtown BIA

Total Household Population 18+: 9,662

BEHAVIOURAL PREFERENCES BY CHANNEL

 GIFT CARDS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	58.3% Index: 122	26.4% Index: 75	7.7% Index: 70	3.0% Index: 85
Purchase preference	69.1% Index: 115	25.7% Index: 78	6.3% Index: 72	3.6% Index: 117
Customer Service	51.2% Index: 121	17.8% Index: 87	5.1% Index: 83	26.2% Index: 95

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

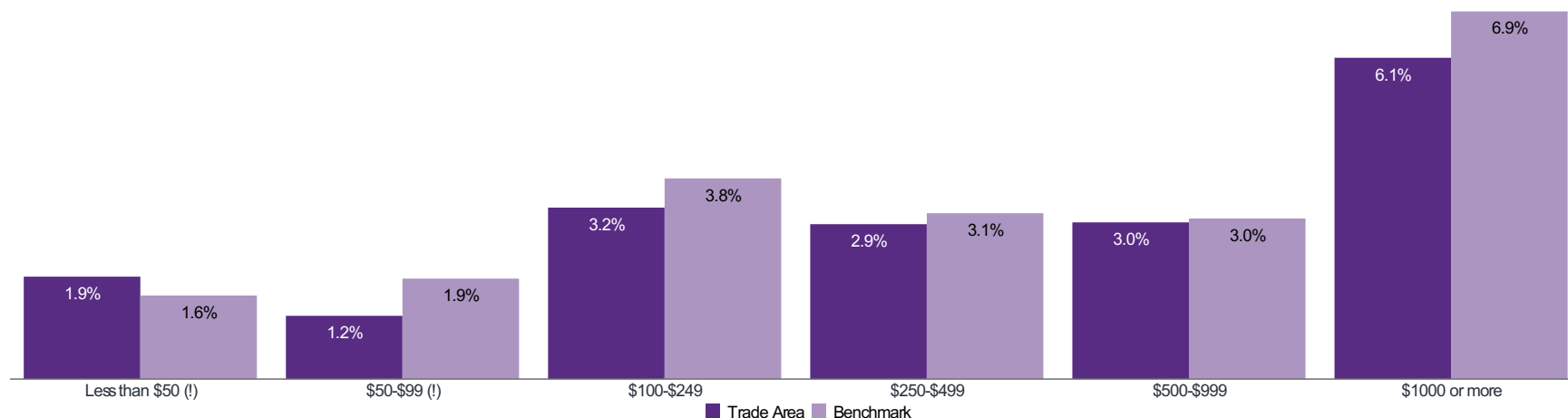
Trade Area: Cornwall - Downtown BIA

Total Household Population 18+: 9,662

BEHAVIOURAL PREFERENCES BY CHANNEL

 GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	76.4% Index:106	22.2% Index:90	9.7% Index:87	2.4% Index:87
Purchase preference	86.7% Index:104	14.2% Index:85	4.7% Index:75	2.4% Index:99
Customer Service	76.8% Index:110	7.5% Index:66	2.5% Index:63	17.5% Index:93

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

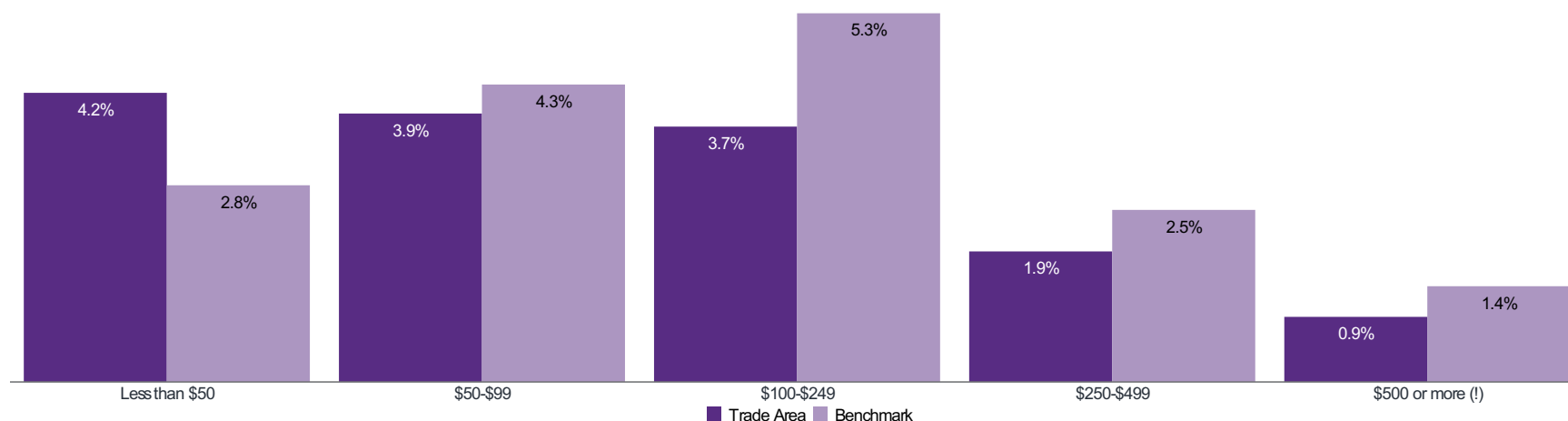
Trade Area: Cornwall - Downtown BIA

Total Household Population 18+: 9,662

BEHAVIOURAL PREFERENCES BY CHANNEL

 BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	38.8% Index:109	17.7% Index:80	6.6% Index:81	1.9% Index:66
Purchase preference	50.2% Index:109	13.2% Index:72	4.3% Index:67	1.8% Index:79
Customer Service	41.8% Index:115	7.7% Index:61	2.3% Index:54	12.8% Index:87

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

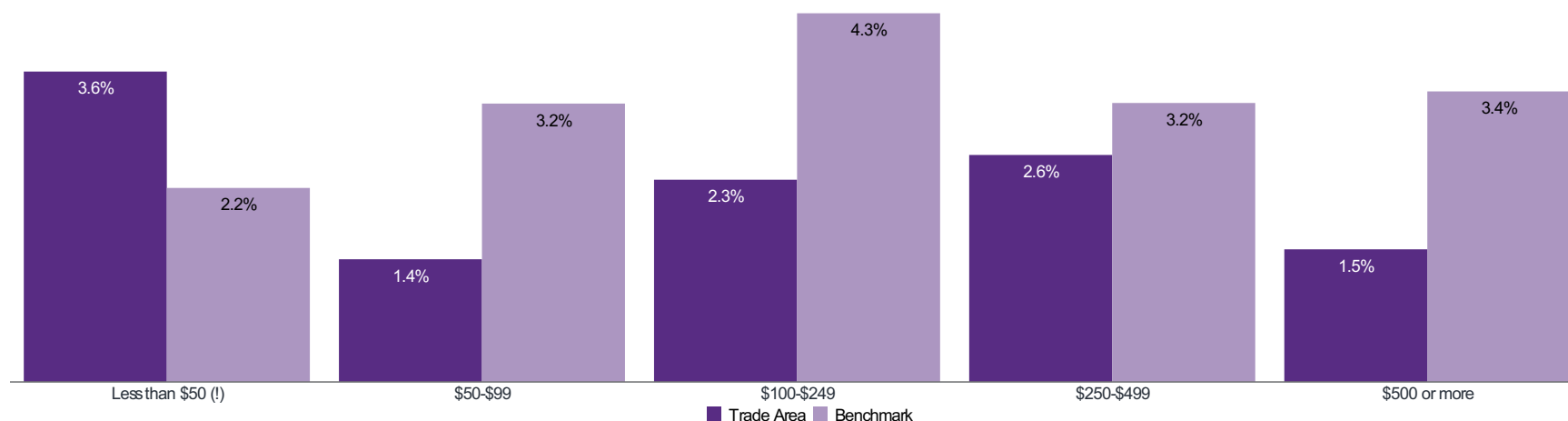
Trade Area: Cornwall - Downtown BIA

Total Household Population 18+: 9,662

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	50.0% Index:96	34.4% Index:91	8.5% Index:75	4.2% Index:73
Purchase preference	64.5% Index:94	17.4% Index:71	5.0% Index:72	2.4% Index:66
Customer Service	53.4% Index:99	12.2% Index:76	3.3% Index:70	18.0% Index:79

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

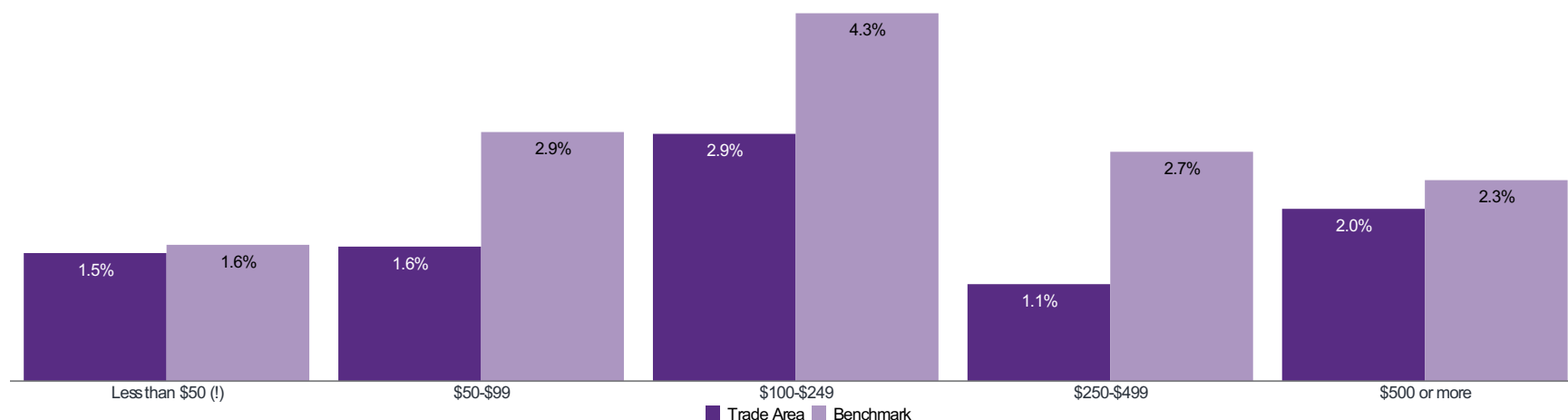
Trade Area: Cornwall - Downtown BIA

Total Household Population 18+: 9,662

BEHAVIOURAL PREFERENCES BY CHANNEL

 SPORTING GOODS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	37.5% Index:96	24.7% Index:76	7.3% Index:69	3.4% Index:86
Purchase preference	48.8% Index:94	16.3% Index:67	6.5% Index:86	2.8% Index:93
Customer Service	40.6% Index:97	11.6% Index:77	3.6% Index:70	17.2% Index:84

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

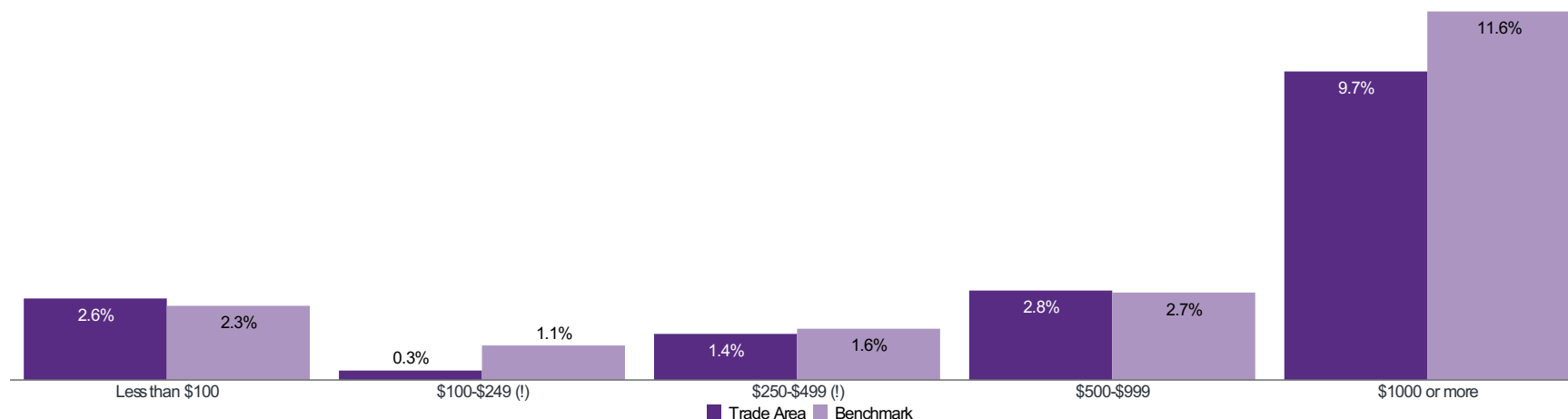
Trade Area: Cornwall - Downtown BIA

Total Household Population 18+: 9,662

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	22.4% Index:109	50.4% Index:87	10.9% Index:73	16.3% Index:101
Purchase preference	31.8% Index:111	44.4% Index:86	5.0% Index:77	15.3% Index:85
Customer Service	33.5% Index:115	23.9% Index:87	3.4% Index:49	40.4% Index:92

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+

Store Loyalty

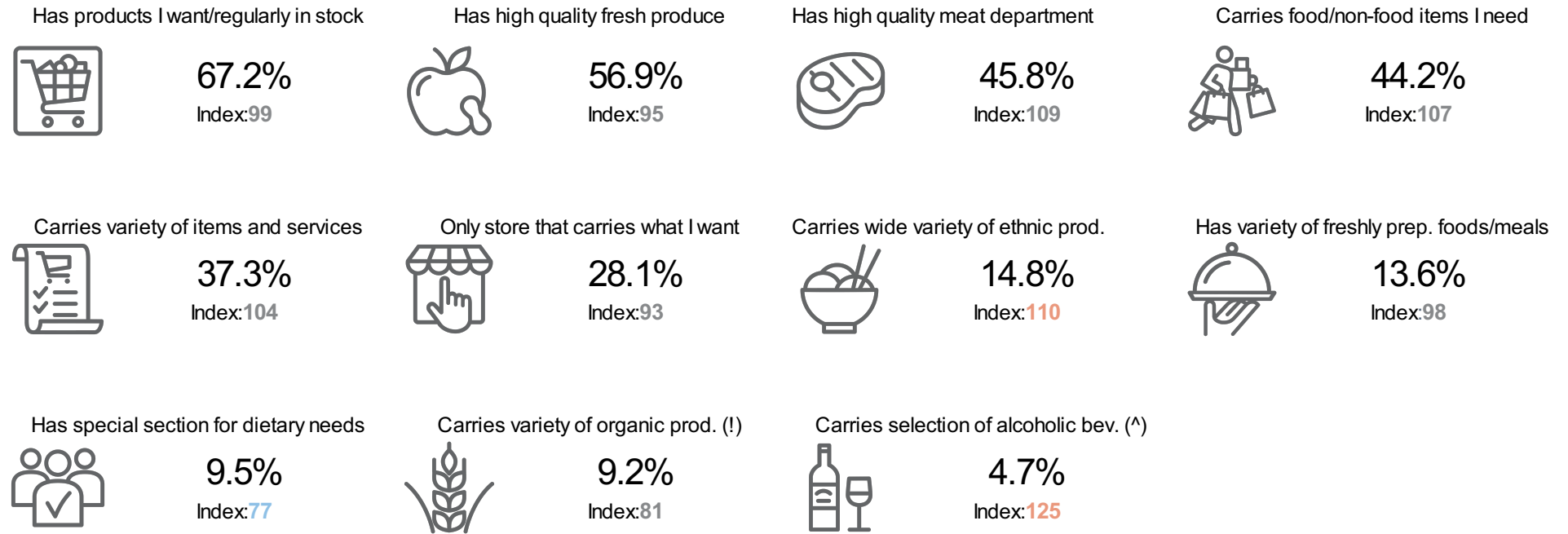
ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Cornwall - Downtown BIA

Households: 6,420

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark: Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample size. Please analyze with discretion.

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Index Colours:	<80	80 - 110	110+
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ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS
ANALYTICS

Trade Area: Cornwall - Downtown BIA

Households: 6,420

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



57.3%

Index: 96

Organized layout makes it easy to shop



43.7%

Index: 105

Easy to get in and get out quickly



42.9%

Index: 100

Staff are friendly and knowledgeable



39.1%

Index: 116

Short checkout lines/fast checkout



32.1%

Index: 90

Has extended hours



25.4%

Index: 92

I like the store ambiance



22.1%

Index: 111

Has self-checkout



10.7%

Index: 78

Offers an online shopping option (!)



7.0%

Index: 78

Benchmark: Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample size. Please analyze with discretion.

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(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

Index Colours:	<80	80 - 110	110+
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ShopperChoice | Store Loyalty - Price and Promo

ENVIRONICS
ANALYTICS

Trade Area: Cornwall - Downtown BIA

Households:6,420

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



65.9%

Index:98

Discover good value when shopping



61.9%

Index:94

Store has the lowest prices overall



58.8%

Index:101

Store has a customer loyalty card program



49.8%

Index:100

Has loyalty prog. app and offers pers. promos



29.7%

Index:101

I'm loyal to their store brands



25.9%

Index:113

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	42.8	40.2	0.2 107
Leave the store and buy it elsewhere	25.5	30.9	0.1 82
Purchase another brand	20.8	21.2	0.2 98
Purchase another size or variety of the same brand (!)	10.9	7.7	0.2 141

Benchmark:Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample size. Please analyze with discretion.

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(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

Index Colours:	<80	80 - 110	110+
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Main Street Visitors

2019 Cornwall - Downtown BIA Visitors by Top 10 Census Subdivisions

Compared to Total Household Population 15+

Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2019				Summer 2019				Fall 2019				Winter 2019				Full Year 2019			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
Total		19,302,713	100%	100,473	100%	0.52%	100	105,485	100%	0.55%	100	79,229	100%	0.41%	100	83,795	100%	0.43%	100	143,353	100%	0.74%	100
3501012	Cornwall, ON (CY)	38,346	0.20%	31,765	31.62%	82.84%	15915	32,535	30.84%	84.85%	15526	30,212	38.13%	78.79%	19195	30,810	36.77%	80.35%	18509	34,851	24.31%	90.89%	12238
3506008	Ottawa, ON (CV)	873,210	4.52%	8,982	8.94%	1.03%	198	8,775	8.32%	1.00%	184	6,543	8.26%	0.75%	183	7,123	8.50%	0.82%	188	16,749	11.68%	1.92%	258
3501011	South Stormont, ON (TP)	12,082	0.06%	9,187	9.14%	76.04%	14608	8,539	8.10%	70.68%	12933	7,997	10.09%	66.19%	16126	8,924	10.65%	73.86%	17015	9,941	6.93%	82.28%	11079
3501005	South Glengarry, ON (TP)	11,425	0.06%	8,456	8.42%	74.01%	14219	8,077	7.66%	70.69%	12936	6,663	8.41%	58.32%	14209	7,199	8.59%	63.01%	14515	9,192	6.41%	80.46%	10834
2466023	Montréal, QC (V)	1,493,156	7.74%	2,489	2.48%	0.17%	32	4,293	4.07%	0.29%	53	1,570	1.98%	0.11%	26	1,912	2.28%	0.13%	30	5,918	4.13%	0.40%	53
3501050	North Glengarry, ON (TP)	8,812	0.05%	3,340	3.32%	37.91%	7282	3,416	3.24%	38.76%	7093	2,952	3.73%	33.50%	8162	3,334	3.98%	37.84%	8716	4,501	3.14%	51.08%	6878
3501042	North Stormont, ON (TP)	5,844	0.03%	2,365	2.35%	40.46%	7773	2,732	2.59%	46.74%	8553	2,291	2.89%	39.21%	9553	2,165	2.58%	37.05%	8535	3,194	2.23%	54.65%	7359
3520005	Toronto, ON (C)	2,568,898	13.31%	1,443	1.44%	0.06%	11	1,614	1.53%	0.06%	11	1,048	1.32%	0.04%	10	783	0.93%	0.03%	7	2,916	2.03%	0.11%	15
3501020	South Dundas, ON (MU)	9,228	0.05%	2,235	2.22%	24.22%	4654	1,865	1.77%	20.21%	3698	1,534	1.94%	16.62%	4050	1,704	2.03%	18.47%	4255	2,792	1.95%	30.26%	4074
2481017	Gatineau, QC (V)	237,634	1.23%	862	0.86%	0.36%	70	1,464	1.39%	0.62%	113	815	1.03%	0.34%	84	1,013	1.21%	0.43%	98	2,344	1.64%	0.99%	133

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Cornwall - Downtown BIA Visitors Within Trade Area

Compared to Total Household Population 15+

Benchmark: 15 min trade area

Total Household Population 15+	Spring 2019 Visitors		Summer 2019 Visitors		Fall 2019 Visitors		Winter 2019 Visitors		Full Year 2019 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
9,951	8,333	83.7	8,436	84.8	7,981	80.2	7,481	75.2	9,046	90.9

2019 Cornwall - Downtown BIA Visitors Within vs Outside Trade Area

Benchmark: Canada

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	146,521	9,046	6.2	137,475	93.8

2020 Cornwall - Downtown BIA Visitors by Top 10 Census Subdivisions

Compared to Total Household Population 15+

Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2020				Summer 2020				Fall 2020				Winter 2020				Full Year 2020			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	Total	19,302,713	100%	58,628	100%	0.30%	100	73,880	100%	0.38%	100	66,619	100%	0.35%	100	68,336	100%	0.35%	100	101,152	100%	0.52%	100
3501012	Cornwall, ON (CY)	38,346	0.20%	27,396	46.73%	71.44%	23523	28,247	38.23%	73.66%	19246	28,341	42.54%	73.91%	21415	29,418	43.05%	76.72%	21670	32,003	31.64%	83.46%	15926
3501011	South Stormont, ON (TP)	12,082	0.06%	7,331	12.50%	60.68%	19977	7,331	9.92%	60.67%	15852	8,071	12.12%	66.80%	19356	7,522	11.01%	62.25%	17585	9,242	9.14%	76.49%	14597
3506008	Ottawa, ON (CV)	873,210	4.52%	3,229	5.51%	0.37%	122	4,130	5.59%	0.47%	124	3,331	5.00%	0.38%	111	4,788	7.01%	0.55%	155	8,831	8.73%	1.01%	193
3501005	South Glengarry, ON (TP)	11,425	0.06%	5,087	8.68%	44.53%	14660	6,417	8.69%	56.17%	14675	6,256	9.39%	54.75%	15864	4,906	7.18%	42.94%	12129	7,383	7.30%	64.62%	12332
3501050	North Glengarry, ON (TP)	8,812	0.05%	2,159	3.68%	24.50%	8067	2,528	3.42%	28.68%	7494	2,667	4.00%	30.27%	8771	2,330	3.41%	26.44%	7468	3,665	3.62%	41.59%	7936
2466023	Montréal, QC (V)	1,493,156	7.74%	859	1.47%	0.06%	19	2,734	3.70%	0.18%	48	1,173	1.76%	0.08%	23	1,423	2.08%	0.10%	27	3,623	3.58%	0.24%	46
3501020	South Dundas, ON (MU)	9,228	0.05%	1,261	2.15%	13.66%	4498	1,982	2.68%	21.47%	5610	1,539	2.31%	16.68%	4833	1,782	2.61%	19.31%	5454	3,234	3.20%	35.05%	6688
3501042	North Stormont, ON (TP)	5,844	0.03%	1,294	2.21%	22.13%	7288	1,478	2.00%	25.29%	6607	1,838	2.76%	31.46%	9115	1,705	2.50%	29.17%	8241	2,518	2.49%	43.09%	8223
3520005	Toronto, ON (C)	2,568,898	13.31%	606	1.03%	0.02%	8	1,111	1.50%	0.04%	11	857	1.29%	0.03%	10	950	1.39%	0.04%	10	2,200	2.17%	0.09%	16
3501030	North Dundas, ON (TP)	9,637	0.05%	576	0.98%	5.98%	1968	758	1.03%	7.87%	2055	629	0.94%	6.53%	1891	1,036	1.52%	10.75%	3038	1,539	1.52%	15.97%	3048

2020 Cornwall - Downtown BIA Visitors Within Trade Area

Compared to Total Household Population 15+

Benchmark: 15 min trade area

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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Total Household Population 15+	Spring 2020 Visitors		Summer 2020 Visitors		Fall 2020 Visitors		Winter 2020 Visitors		Full Year 2020 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
9,951	7,555	75.9	7,553	75.9	7,192	72.3	7,867	79.1	8,554	86.0

2020 Cornwall - Downtown BIA Visitors Within vs Outside Trade Area

Benchmark: Canada

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	102,701	8,554	8.3	94,147	91.7

2021 Cornwall - Downtown BIA Visitors by Top 10 Census Subdivisions

Compared to Total Household Population 15+

Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2021				Summer 2021				Fall 2021				Winter 2021				Full Year 2021			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
Total		19,302,713	100%	53,771	100%	0.28%	100	94,943	100%	0.49%	100	84,591	100%	0.44%	100	66,810	100%	0.35%	100	120,107	100%	0.62%	100
3501012	Cornwall, ON (CV)	38,346	0.20%	21,753	40.46%	56.73%	20365	26,504	27.92%	69.12%	14053	27,261	32.23%	71.09%	16222	28,832	43.15%	75.19%	21723	30,264	25.20%	78.92%	12684
3506008	Ottawa, ON (CV)	873,210	4.52%	3,103	5.77%	0.36%	128	9,084	9.57%	1.04%	211	8,591	10.16%	0.98%	225	3,274	4.90%	0.37%	108	13,255	11.04%	1.52%	244
3501005	South Glengarry, ON (TP)	11,425	0.06%	5,353	9.95%	46.85%	16819	7,483	7.88%	65.50%	13317	7,279	8.60%	63.71%	14538	6,643	9.94%	58.15%	16800	8,104	6.75%	70.93%	11399
3501011	South Stormont, ON (TP)	12,082	0.06%	6,015	11.19%	49.78%	17872	7,728	8.14%	63.97%	13005	7,596	8.98%	62.87%	14347	7,314	10.95%	60.53%	17490	8,087	6.73%	66.93%	10757
2466023	Montréal, QC (V)	1,493,156	7.74%	1,789	3.33%	0.12%	43	4,894	5.16%	0.33%	67	2,802	3.31%	0.19%	43	2,555	3.82%	0.17%	49	7,572	6.30%	0.51%	81
3501050	North Glengarry, ON (TP)	8,812	0.05%	2,162	4.02%	24.53%	8807	4,033	4.25%	45.77%	9305	3,770	4.46%	42.78%	9761	3,005	4.50%	34.10%	9853	4,476	3.73%	50.79%	8162
3520005	Toronto, ON (C)	2,568,898	13.31%	529	0.98%	0.02%	7	1,510	1.59%	0.06%	12	1,925	2.28%	0.07%	17	585	0.88%	0.02%	7	2,422	2.02%	0.09%	15
3501020	South Dundas, ON (MU)	9,228	0.05%	1,011	1.88%	10.96%	3934	1,626	1.71%	17.62%	3582	1,648	1.95%	17.86%	4076	1,336	2.00%	14.47%	4182	2,268	1.89%	24.57%	3949
3501042	North Stormont, ON (TP)	5,844	0.03%	1,077	2.00%	18.44%	6619	2,398	2.53%	41.03%	8343	1,780	2.10%	30.45%	6949	2,039	3.05%	34.89%	10081	2,195	1.83%	37.56%	6036
3501030	North Dundas, ON (TP)	9,637	0.05%	478	0.89%	4.96%	1782	1,013	1.07%	10.52%	2138	1,583	1.87%	16.42%	3748	786	1.18%	8.16%	2357	2,191	1.82%	22.73%	3653

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Cornwall - Downtown BIA Visitors Within Trade Area

Compared to Total Household Population 15+

Benchmark: 15 min trade area

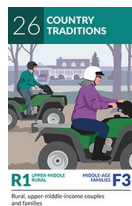
Total Household Population 15+	Spring 2021 Visitors		Summer 2021 Visitors		Fall 2021 Visitors		Winter 2021 Visitors		Full Year 2021 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
9,951	5,809	58.4	6,892	69.3	7,431	74.7	7,606	76.4	8,018	80.6

2021 Cornwall - Downtown BIA Visitors Within vs Outside Trade Area

Benchmark: Canada

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	122,913	8,018	6.5	114,895	93.5

Top 5 segments represent **47.4%** of customers in Southern Ontario



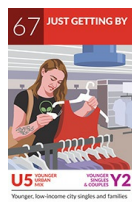
Rank: 1
Customers: 15,360
Customers %: 17.60
% in Benchmark: 4.89
Index: 360

The second most affluent rural segment, Country Traditions is a collection of small communities scattered across the eastern half of Canada. The mostly middle-aged and older couples and families work at well-paying blue-collar and service sector jobs, earning upper-middle incomes in the low six figures. Most own a home built after 1980—nearly 95 percent live in a single-detached house—and a sturdy, large pickup is a necessity for their backcountry commutes to work. With half the maintainers over 55, Country Traditions households are split between couples and families with children of all ages. Despite their rural settings, only 3 percent work in agriculture—still 30 percent above average—while many more work in fields like construction, health care, social services and public administration. Nevertheless, Country Traditions members have deep roots in the land: nearly 80 percent are third-plus-generation Canadians. And these rural families enjoy old-fashioned pursuits like gardening, boating and swimming. Proclaiming that life in the country is far more satisfying than life in the city, they prefer to identify with their local communities and Canada than as citizens of the world (National Pride).



Rank: 2
Customers: 7,561
Customers %: 8.67
% in Benchmark: 2.91
Index: 298

The largest PRIZM segment with nearly 400,000 households, Down to Earth consists of older couples and families found in rural communities across the country. Eight out of ten adults are homeowners, typically living in modest, single-detached homes built before 1990. The majority of maintainers are over 55 years old. Most Down to Earth households earn average incomes from a mix of blue-collar in agriculture, construction and the trades. And while the most common family type is empty-nesting couples, more than a third of households contain couples with kids of all ages. What these rural folks share is a tradition-bound lifestyle: more than 80 percent of households are third-plus-generation Canadians and a significant percentage start their day with early-morning chores. As in other rural communities, Down to Earth residents spend their leisure time close to home and nature, enjoying sewing, knitting, bird-watching and snowmobiling. Their yards often have a small collection of trucks, cars, boats, ATVs and RVs; status is expressed in the size of their pickup. And many are strong on the value of Fulfillment Through Work, believing that one's work should be useful to others.



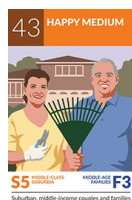
Rank: 3
Customers: 7,099
Customers %: 8.14
% in Benchmark: 2.60
Index: 313

The most economically challenged of all segments, Just Getting By is home to younger, low-income singles and single-parent families located in large cities like London, St. Catharines, Windsor and Halifax. In their dense neighbourhoods, nearly 45 percent of maintainers are under 45 years old. More than half are single, divorced or separated, and over a third are lone-parent families, typically with younger children. Residents tend to be third-plus-generation Canadians with low education levels and low-level jobs in sales, the services, trades and manufacturing. Most households can only afford to rent units in older low-rise apartment buildings or own inexpensive single-detached houses. But being young and mobile has its advantages: more than half moved in the past five years with the hope of climbing the socioeconomic ladder. Surveys show a desire to improve their prospects in the popularity of online courses and management training programs. Without deep pockets, they engage in low-cost activities like going to parks, city gardens and auto shows. In this segment, budget-conscious residents score high for the value Importance of Price.



Rank: 4
Customers: 6,205
Customers %: 7.11
% in Benchmark: 1.67
Index: 426

Slow-Lane Suburbs consists of a mix of older and mature singles and couples living in the suburbs of midsize cities like Thunder Bay, Cape Breton, St. John's and Sault Ste. Marie. Most maintainers are over 55, and those still in the labour force typically hold service sector and white-collar jobs in health, food services, sales or retail. With their high school and college educations yielding middle incomes, nearly three-quarters of adults are owners of relatively inexpensive homes. Many are aging in place in a single, semi or duplex in an older neighbourhood. In Slow-Lane Suburbs, two-thirds of households consist of only one or two people. Content in their established communities, more than three-quarters of residents are third-plus-generation Canadians, and they enjoy time-honoured outdoor activities like fishing, hunting and camping. And many have time on their hands to travel to Atlantic Canada and snowbird destinations in Florida. For excitement, they like attending an auto race or golf event. Marketers can reach them with a message that aligns with their belief in Saving on Principle, emphasizing products and services for the frugal minded.



Rank: 5
Customers: 5,167
Customers %: 5.92
% in Benchmark: 2.51
Index: 236

A quintessential portrait of Middle Canada, Happy Medium consists of couples and families living in the outer suburbs of large and midsize cities. The segment contains a mix of middle-income households of varied ages (maintainers range from 45 to over 75), educations (most adults have completed high school or college) and family types (including couples and families). But what many have in common are deep roots: three-quarters of residents are third-plus-generation Canadians. Residents typically hold blue-collar or service sector jobs in manufacturing, construction, mining and public administration. With incomes topping \$90,000, more than 80 percent own a home, typically an older, single-detached house built before 1980. In these suburban settings, nearly 90 percent of Happy Medium residents rely on their vehicles—typically domestic intermediate sedans or large pickup trucks—for commuting to work. On weekends, they'll hit the road to go snow boarding, canoeing or rowing. Many keep up with the latest trends in home and recreation by attending craft, boat, motorcycle and RV shows. As consumers on a budget, residents are keenly aware of the Importance of Price when making purchases.