

Community Profile: Haldimand County – Caledonia

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: March 7, 2022

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Haldimand County - Caledonia
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Caledonia

POPULATION

9,469

HOUSEHOLDS

3,352

MEDIAN MAINTAINER AGE

54

Index: 100

MARITAL STATUS



61.9%

Index: 107

Married/Common-Law

FAMILY STATUS*

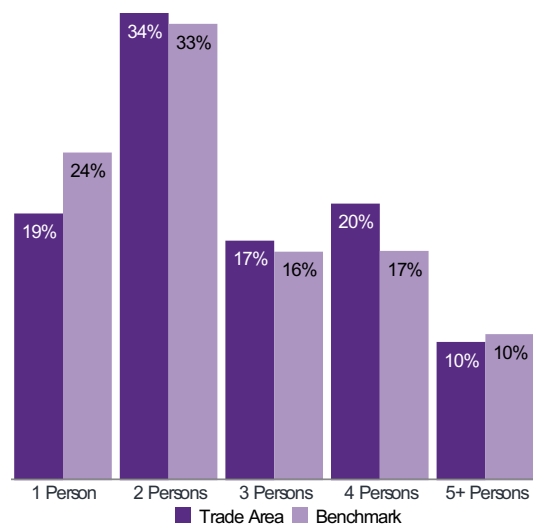


48.8%

Index: 104

Couples With Children At Home

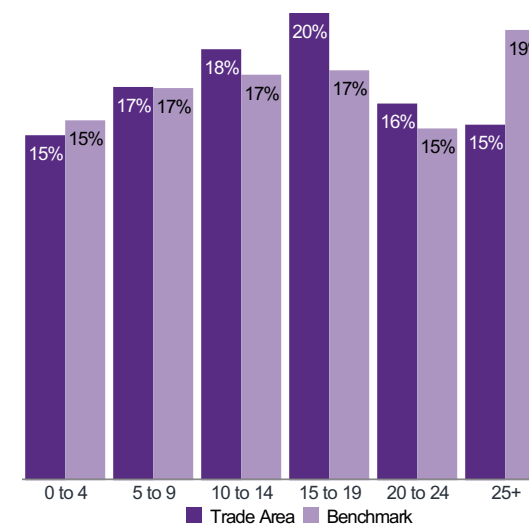
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	489	5.2	102
5 to 9	556	5.9	109
10 to 14	585	6.2	109
15 to 19	633	6.7	113
20 to 24	636	6.7	101
25 to 29	592	6.3	89
30 to 34	593	6.3	94
35 to 39	582	6.1	95
40 to 44	575	6.1	98
45 to 49	624	6.6	105
50 to 54	688	7.3	111
55 to 59	731	7.7	106
60 to 64	651	6.9	102
65 to 69	538	5.7	100
70 to 74	426	4.5	94
75 to 79	279	2.9	89
80 to 84	156	1.6	75
85+	135	1.4	64

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+
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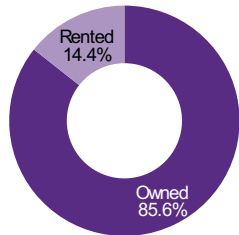
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Caledonia

Population: 9,469 | Households: 3,352

TENURE



STRUCTURE TYPE



89.9%

Index: **116**



10.1%

Index: **46**

AGE OF HOUSING*

20 - 29 Years Old

% Comp: **24.9** Index: **194**

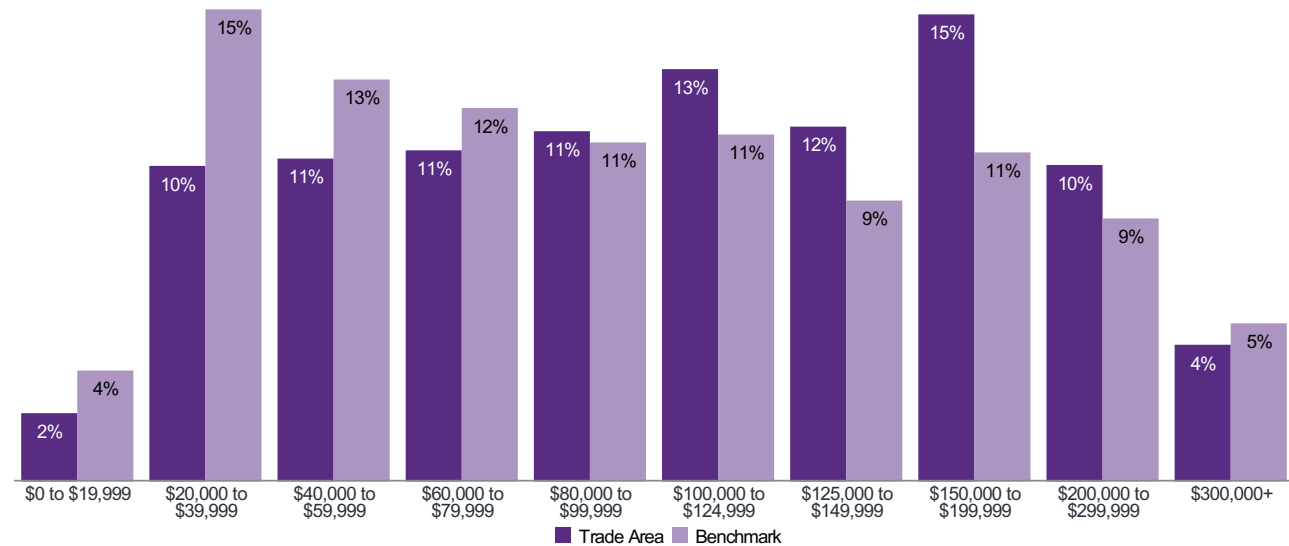
AVERAGE HOUSEHOLD INCOME



\$124,522

Index: **108**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Caledonia

Population: 9,469 | Households: 3,352

EDUCATION



14.8%

Index: 56

University Degree

LABOUR FORCE PARTICIPATION



69.1%

Index: 106

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



45.0%

Index: 124

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

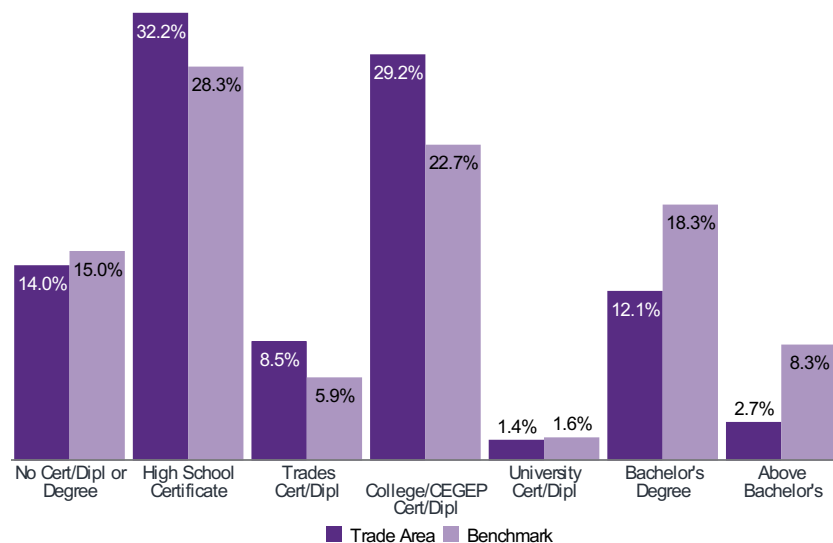


3.1%

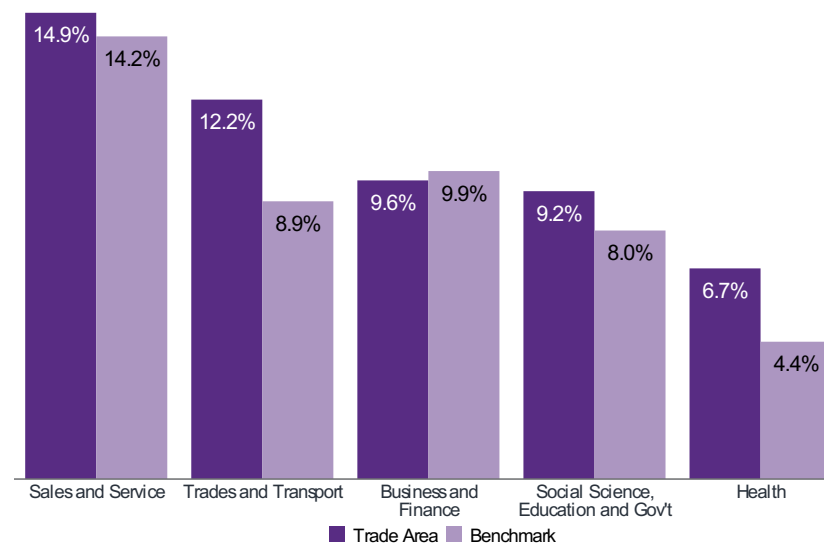
Index: 159

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: Haldimand County - Caledonia

Population: 9,469 | Households: 3,352

ABORIGINAL IDENTITY



4.1%

Index:174

VISIBLE MINORITY PRESENCE



2.3%

Index:8

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



0.3%

Index:13

No knowledge of
English or French

IMMIGRATION



8.3%

Index:31

Born outside Canada

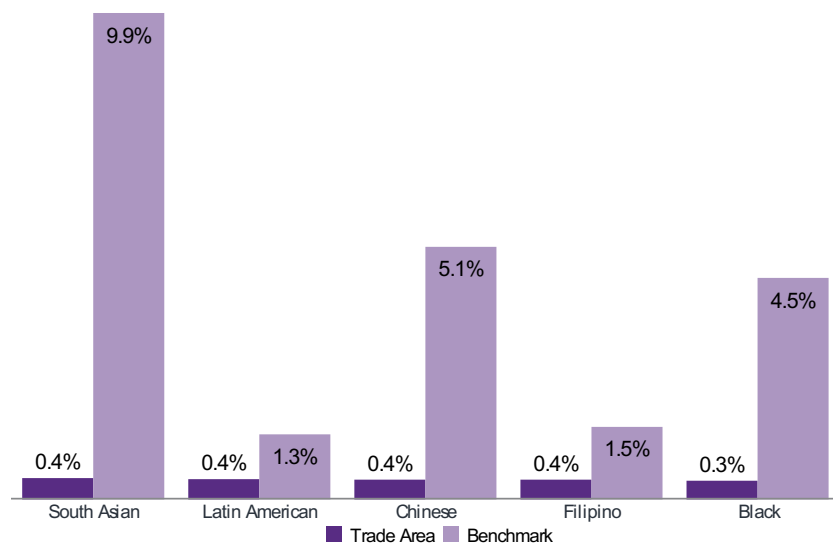
PERIOD OF IMMIGRATION*

Before 2001

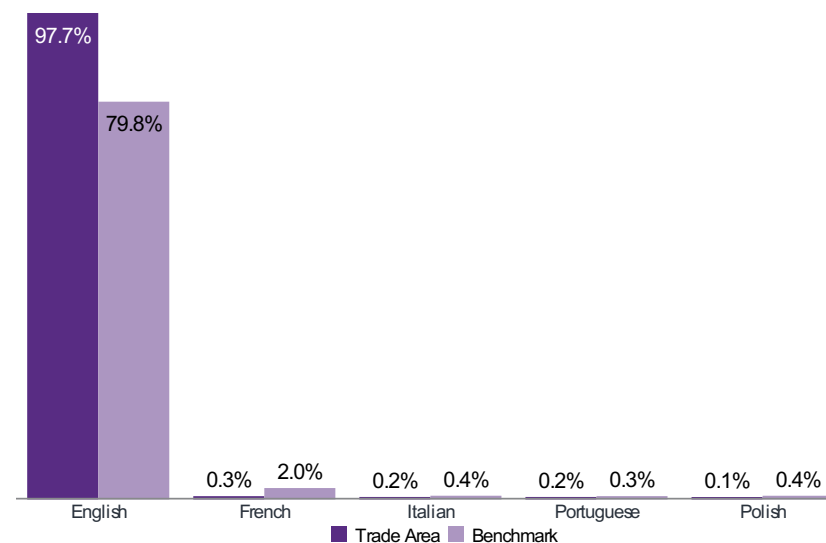
7.2%

Index:51

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 **67.3%** of households in Haldimand County - Caledonia



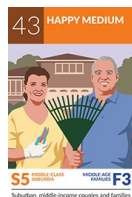
Rank: 1
Hhlds: 703
Hhld %: 20.97
% in Benchmark: 4.26
Index: 492

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and utilities. Thanks to dual-income households, their upscale incomes allow them to purchase single-detached houses valued at nearly \$450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment, as well as trailers and boats. Family Mode members make an Effort Toward Health, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating.



Rank: 2
Hhlds: 561
Hhld %: 16.75
% in Benchmark: 4.83
Index: 346

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: 3
Hhlds: 395
Hhld %: 11.78
% in Benchmark: 2.60
Index: 453

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.



Rank: 4
Hhlds: 340
Hhld %: 10.13
% in Benchmark: 2.05
Index: 494

Widely dispersed across Canada, Suburban Sports is one of the larger segments, a suburban refuge for younger and middle-aged families. Originally built on exurban tracts in the 1960s and 1970s, the subdivisions have evolved into conventional suburbs of small urban areas. Eight in ten households own a home, typically a singled-detached house or a duplex. The households are nearly evenly divided between couples and families, maintainers range from 35 to 64, and children are of all ages. Moderately educated, most adults have completed high school or college and hold service sector and blue-collar jobs in natural resources and the trades; thanks to dual incomes, these households earn solid, upper-middle-class incomes. Suburban Sports scores among the top segments for English-speaking residents, reflecting its third-plus-generation Canadian population of nearly 70 percent. No doubt the presence of children affects the popularity of family-friendly activities like snow boarding, baseball, basketball and swimming. But they also enjoy watching sports, rooting for their favourite pro hockey, soccer and football teams. Not surprising, Suburban Sports members score high for Need for Escape, making a conscious effort to escape the stress and responsibilities of every day life once in a while.



Rank: 5
Hhlds: 258
Hhld %: 7.68
% in Benchmark: 2.43
Index: 316

The wealthiest rural lifestyle, Kick-Back Country is a collection of middle-aged families and older couples living in rustic areas near large and medium-size cities. For some, their communities are a weekend getaway from their busy life in the city. The maintainers tend to be between 45 and 64 years old, and children range in age from 10 to 24. Despite mixed educations—mostly high school and college—residents earn impressive incomes averaging about \$150,000 from well-paying jobs in management as well as mining, construction, trades and transportation. The lower cost of living in their rural areas means nearly nine out of ten households own a home. Many are second- and third-generation Canadians drawn to spacious, single-family houses built beyond the urban sprawl; the average dwelling value is over \$570,000—29 percent above average. Their driveways often contain domestic compact SUVs and large pickups for commuting to work, hauling camping and boating equipment and travelling to the city for shopping. With their conservative social views, these households score high for the value Traditional Families.

Psychographics | SocialValues Overview

Trade Area: Haldimand County - Caledonia



Strong Values

Values	Index
Attraction to Nature	133
Cultural Assimilation	124
Utilitarian Consumerism	123
Parochialism	122
Rejection of Orderliness	114
Brand Apathy	111
Need for Escape	111
Aversion to Complexity	110
Obedience to Authority	110
Technology Anxiety	110



Descriptions | Top 3 Strong Values

Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

Cultural Assimilation

Lack of openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to give up their cultural identities and blend in to the dominant culture.

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.



Weak Values

Values	Index
Brand Genuineness	71
Need for Status Recognition	71
Attraction For Crowds	72
Ostentatious Consumption	73
Importance of Aesthetics	75
Pursuit of Novelty	76
Status via Home	77
Advertising as Stimulus	78
Enthusiasm for Technology	78
Active Government	80



Descriptions | Top 3 Weak Values

Brand Genuineness

Tendency to value authenticity and to look for a deeper level of brand experience. People strong on this construct want their brands to have a soul, a history, a founding myth, a place of origin that confers its own culture. These preferences attract them to brands that not only provide the functionality they seek but also feed their imaginations by telling a true and compelling story.

Need for Status Recognition

Desire to be held in esteem and respect by others, and to express one's social standing or aspired status, through a display of fine manners, good taste, style or "chic".

Attraction For Crowds

Enjoyment of being in large crowds as a means of deindividuation and connection-seeking.

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: Haldimand County - Caledonia

WealthScapes Households: 3,348

INCOME*

Household Income

\$ 124,819

Index: 108

Household Disposable Income

\$ 100,274

Index: 110

Household Discretionary Income

\$ 74,196

Index: 115

Annual RRSP Contributions

\$ 3,574

Index: 100

WEALTH*



Net Worth

% Holders

99.9% Index: 100

Balance

\$543,869

Index: 74

ASSETS*



Savings

% Holders

95.6% Index: 101

Balance

\$50,030

Index: 65



Investments

% Holders

59.4% Index: 99

Balance

\$192,934

Index: 57



Unlisted Shares

% Holders

8.7% Index: 70

Balance

\$154,722

Index: 49



Real Estate

% Holders

86.6% Index: 114

Balance

\$613,423

Index: 82



Liquid Assets

% Holders

98.5% Index: 100

Balance

\$190,700

Index: 58

DEBT*



Consumer Debt

% Holders

92.1% Index: 101

Balance

\$62,571

Index: 94



Mortgage Debt

% Holders

57.5% Index: 124

Balance

\$229,670

Index: 77

FINANCIAL RATIO



Debt: Asset

% Holders

0.26% Index: 122

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: Haldimand County - Caledonia

WealthScapes Households: 3,348

FINANCIAL RATIOS*



Debt: Asset

0.26

Index: 122



Debt: Liquid Assets

1.01

Index: 165



Consumer Debt - Discr. Income

0.78

Index: 83



Savings - Investments

0.64

Index: 106



Pension - Non-Pension Assets

1.37

Index: 624



Real Estate Assets - Liq. Assets

2.83

Index: 161



Mortgage - Real Estate Assets

0.25

Index: 102



Mortgage - Consumer Debt

2.29

Index: 100

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Caledonia

Households: 3,352

Total Aggregate Current Consumption: \$287,279,909

Average Current Consumption

\$85,704

Index: 105

Average Household Income










\$124,405

Index: 108

Average Disposable Income

\$99,292

Index: 111

 <p>Shelter</p> <p>Avg. Dollars/Household \$20,004 Index: 95</p> <p>Pct. of Total Expenditure 23.3% Index: 91</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$15,716 Index: 114</p> <p>Pct. of Total Expenditure 18.3% Index: 109</p>	 <p>Food</p> <p>Avg. Dollars/Household \$14,294 Index: 112</p> <p>Pct. of Total Expenditure 16.7% Index: 107</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household \$6,111 Index: 107</p> <p>Pct. of Total Expenditure 7.1% Index: 102</p>	 <p>Recreation</p> <p>Avg. Dollars/Household \$5,573 Index: 116</p> <p>Pct. of Total Expenditure 6.5% Index: 111</p>	 <p>Health Care</p> <p>Avg. Dollars/Household \$5,231 Index: 96</p> <p>Pct. of Total Expenditure 6.1% Index: 91</p>
 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$4,363 Index: 109</p> <p>Pct. of Total Expenditure 5.1% Index: 104</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$3,662 Index: 103</p> <p>Pct. of Total Expenditure 4.3% Index: 98</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$3,582 Index: 108</p> <p>Pct. of Total Expenditure 4.2% Index: 103</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: Haldimand County - Caledonia

Households: 3,352

Average Household Income

\$124,405

Index: 108

Average Food Expenditure

\$14,294

Index: 112

Average Spend on Food from Restaurants

\$4,251









Index: 105

Average Spend on Food from Stores

\$10,043

Index: 115

Total Aggregate Food Expenditure: \$ 47,914,018

 Bakery Avg. Dollars/Household \$1,025 Index: 118 Pct. of Total Expenditure 10.2% Index: 103		 Cereal Products Avg. Dollars/Household \$602 Index: 118 Pct. of Total Expenditure 6.0% Index: 103		 Fruit and nuts Avg. Dollars/Household \$1,247 Index: 114 Pct. of Total Expenditure 12.4% Index: 99	
 Vegetables Avg. Dollars/Household \$999 Index: 108 Pct. of Total Expenditure 9.9% Index: 94		 Dairy products & Eggs Avg. Dollars/Household \$1,513 Index: 118 Pct. of Total Expenditure 15.1% Index: 103		 Meat Avg. Dollars/Household \$1,914 Index: 122 Pct. of Total Expenditure 19.1% Index: 106	
 Fish & Seafood Avg. Dollars/Household \$276 Index: 94 Pct. of Total Expenditure 2.7% Index: 82		 Beverages & Other Food Avg. Dollars/Household \$2,467 Index: 112 Pct. of Total Expenditure 24.6% Index: 97			

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: Haldimand County - Caledonia

Household Population 14+: 7,886

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	8.8	11.0	80
Going to restaurants, bars or night clubs	57.9	55.1	105
Having physical Contact with family and friends	56.2	57.7	97
Participating in group activities	39.1	38.7	101
Partying	15.7	15.8	100
Seeing family and friends in person	66.0	62.8	105
Entertainment			
Attending events, festivals or concerts	46.6	42.9	109
Attending sports events (excludes professional sports)	22.2	18.2	122
Attending to professional sports events or games	28.1	25.4	111
Going to the movies	45.3	45.7	99
Movement & Travel			
Driving more	15.4	16.1	96
Shopping in-store	39.4	42.9	92
Spending time outdoors	32.2	32.5	99
Travelling outside of Canada/ abroad	49.4	53.2	93
Travelling within Canada	54.8	49.9	110
Using public transit	10.6	13.7	77
Personal			
Getting back to old habits	33.7	36.2	93
Going to a salon, barber shop or spa	34.1	33.7	101
Going to the gym	18.0	22.6	80
Education/Work			
Children going back to school	20.9	20.3	103
Going back to work	15.8	17.6	90
Other			
Not Stated	0.3	0.6	49

Benchmark: Southern Ontario

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(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+
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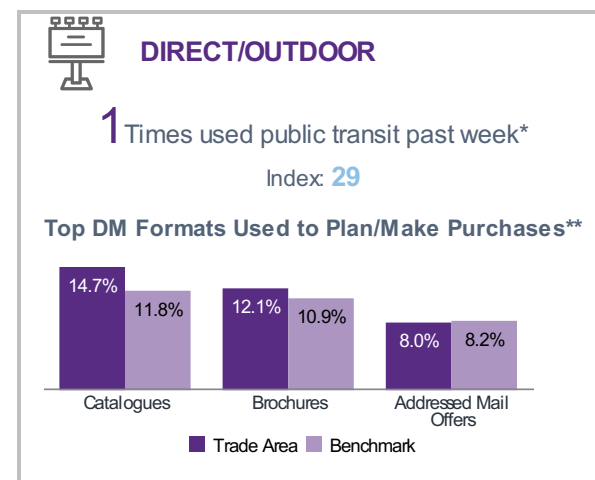
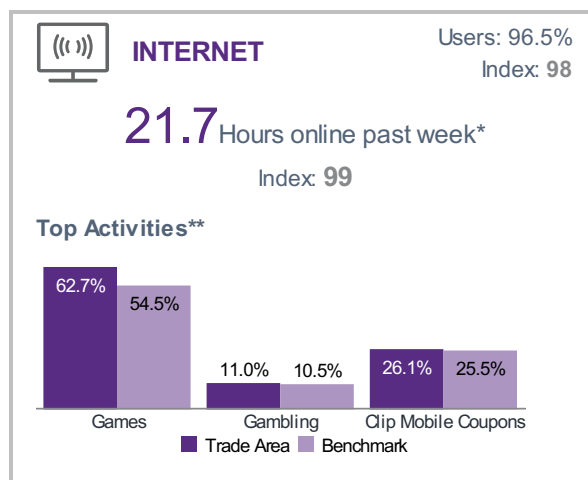
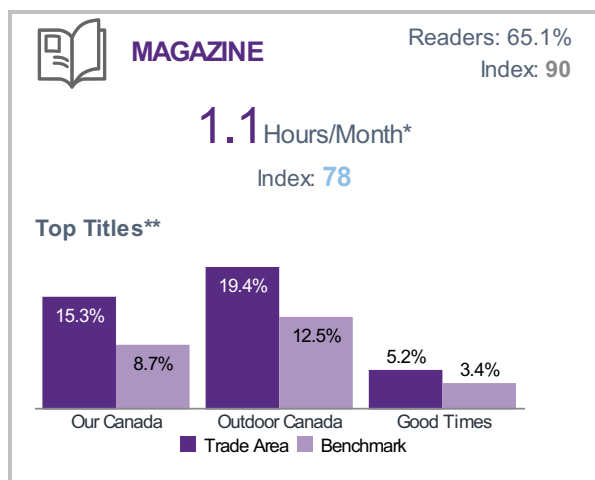
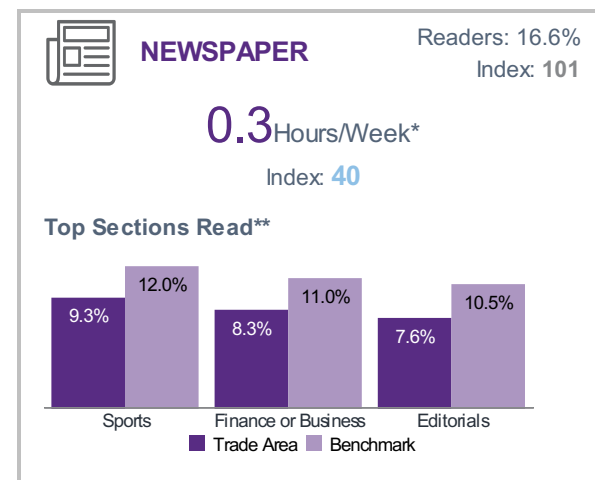
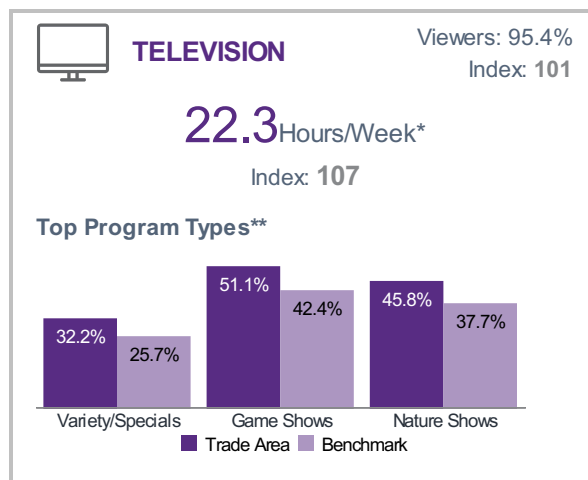
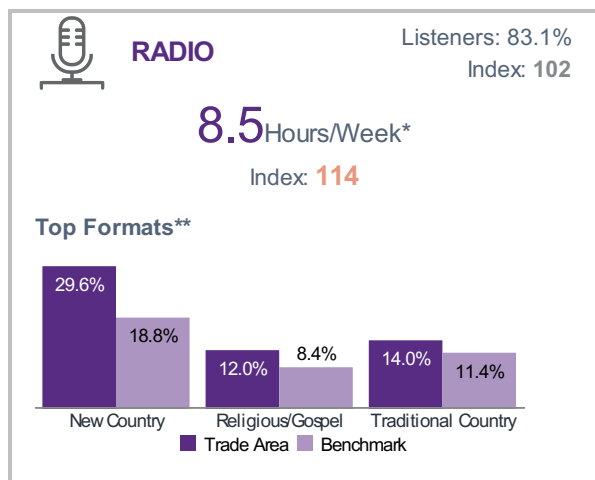
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Caledonia

Household Population 14+: 7,886



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

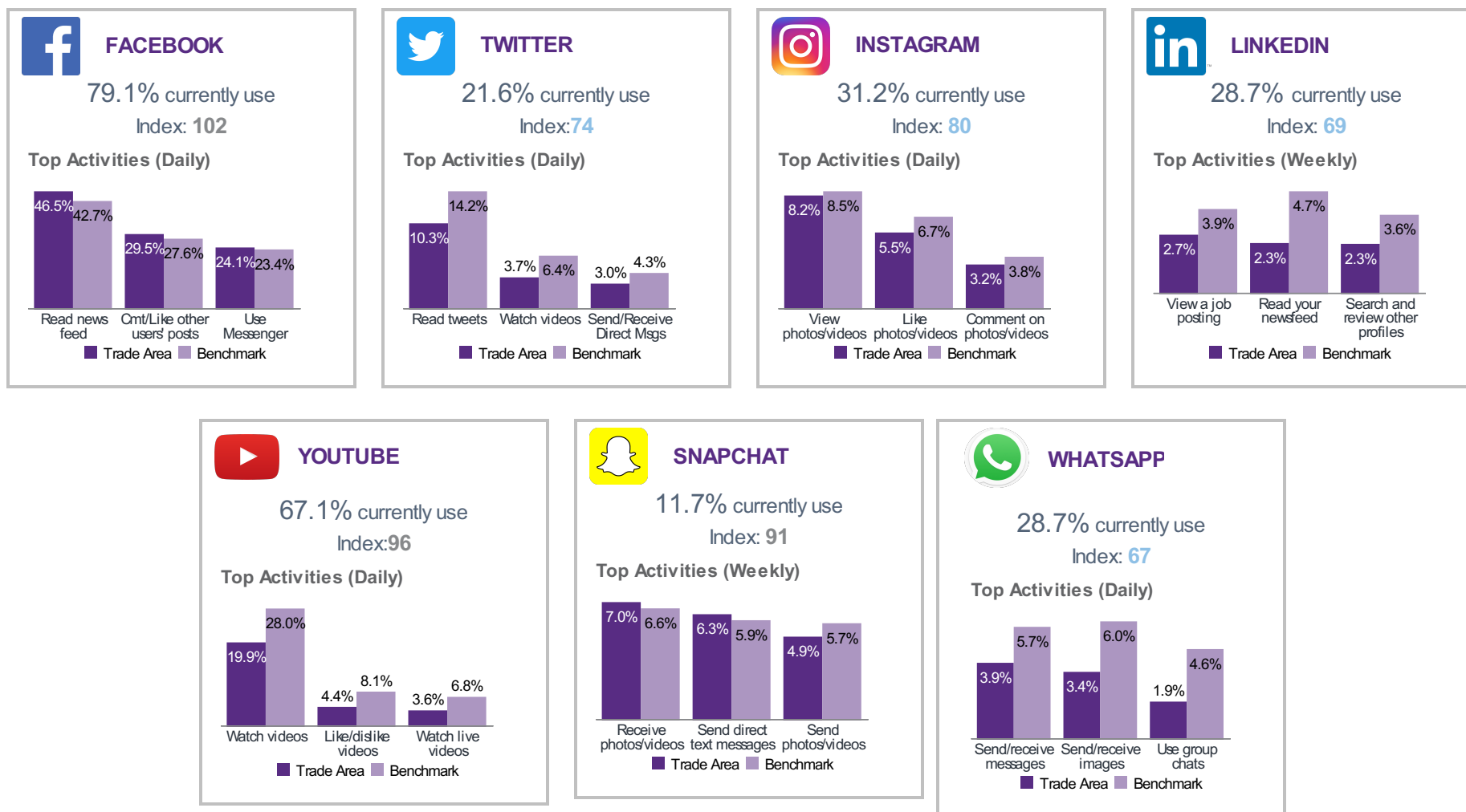
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Caledonia

Household Population 18+: 7,424



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: Haldimand County - Caledonia

Household Population 18+: 7,424

FRIENDS IN ALL SM NETWORKS



39.0%

Index: 110

0-49 friends

FREQUENCY OF USE (DAILY)



62.0%

Index: 110

Facebook

BRAND INTERACTION



32.9%

Index: 96

Like brand on Facebook

NO. OF BRANDS INTERACTED

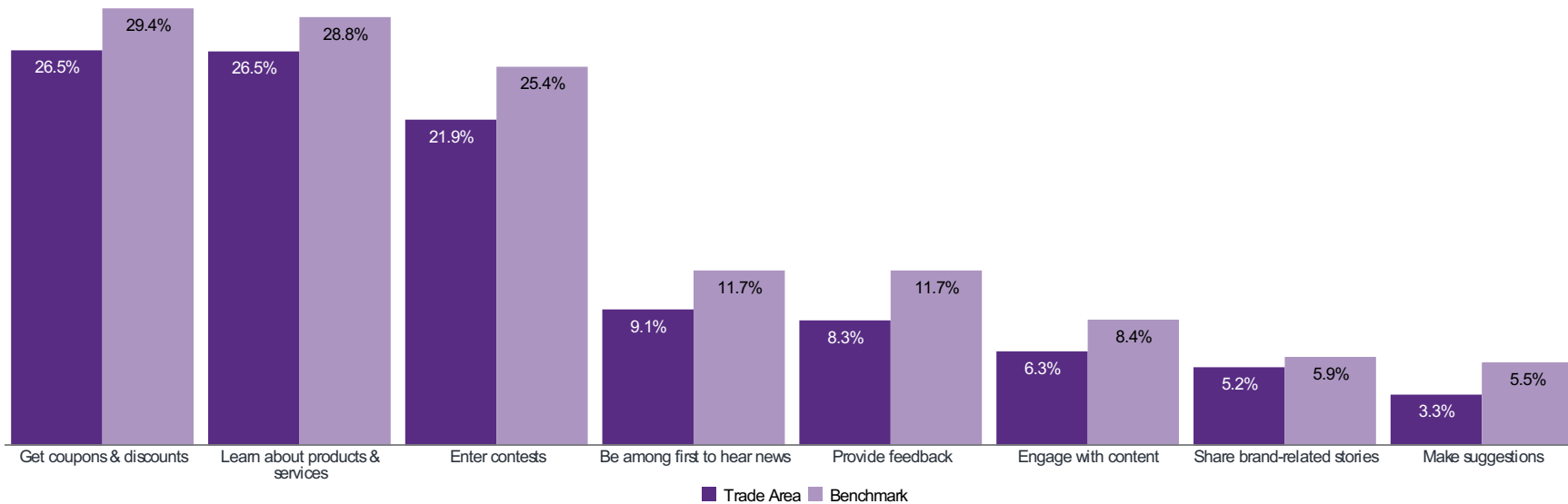


26.6%

Index: 87

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

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Caledonia

Total Household Population 18+: 7,424



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

% Comp 88.8 Index 101



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

% Comp 44.1 Index 91



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

% Comp 85.0 Index 101



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

% Comp 34.8 Index 85



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

% Comp 53.1 Index 94



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

% Comp 22.6 Index 75

Benchmark: Southern Ontario

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Ranked by percent composition.

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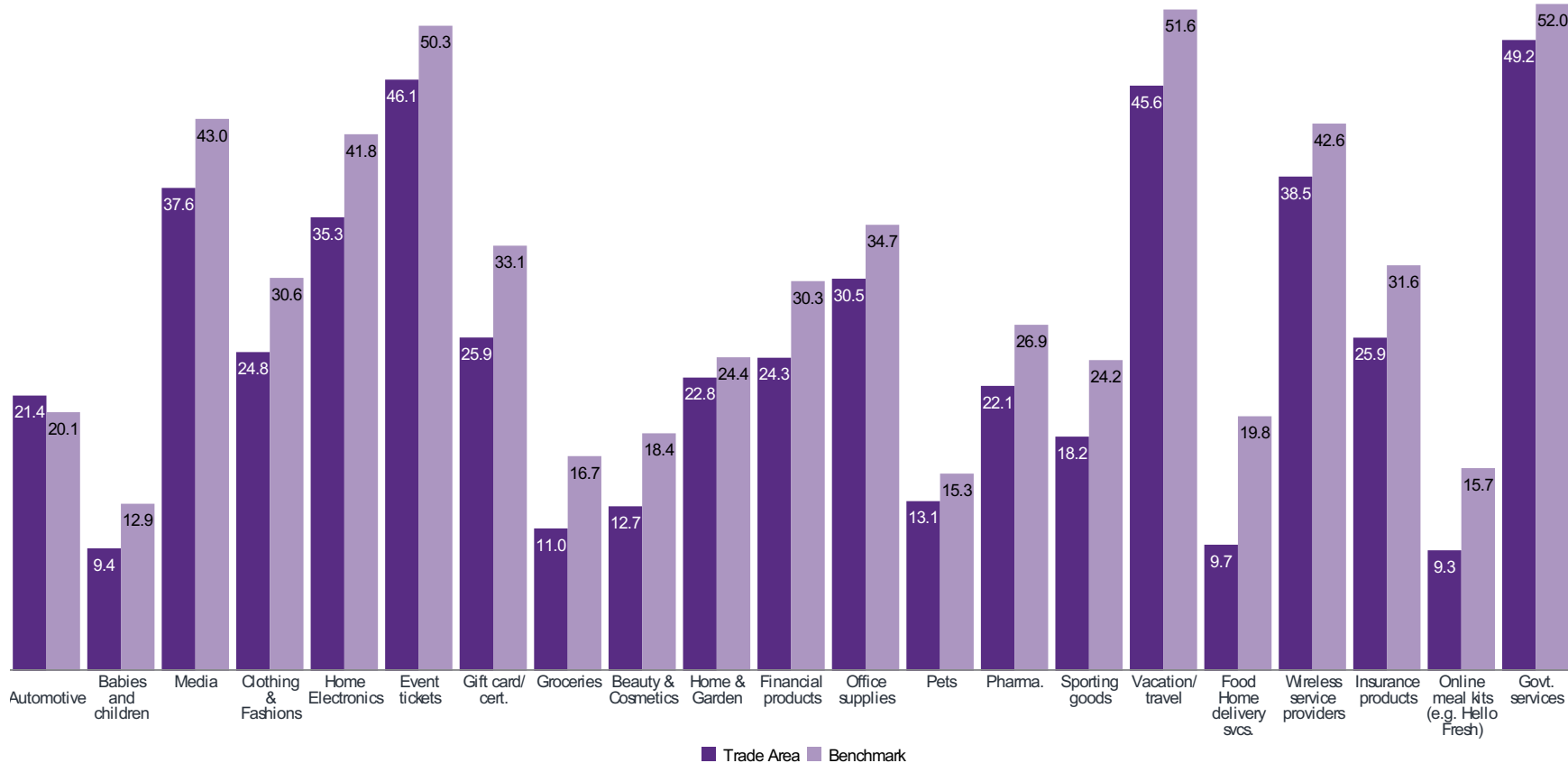
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Caledonia

Total Household Population 18+: 7,424

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

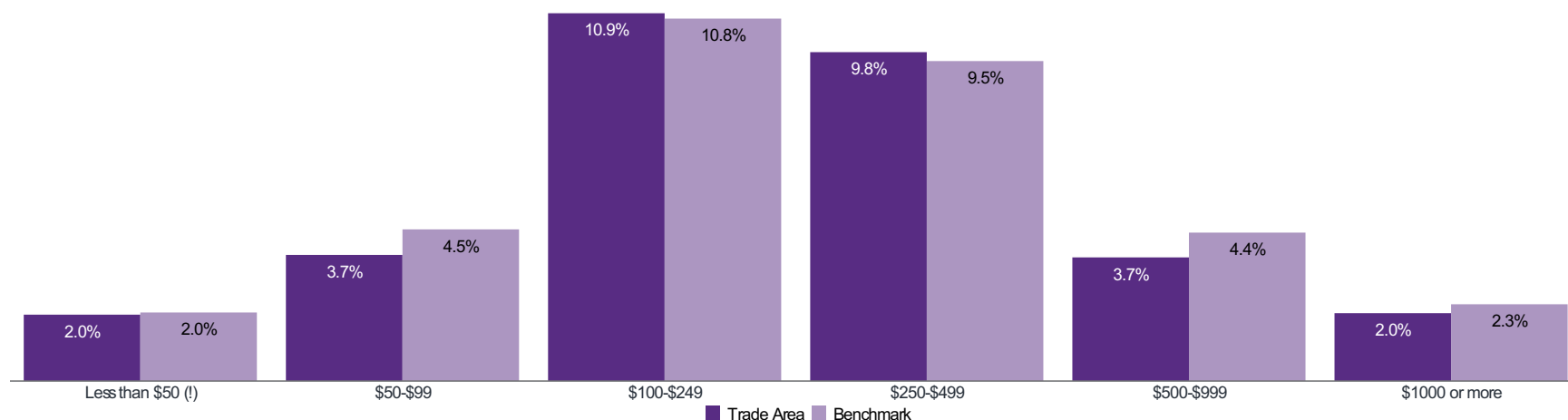
Trade Area: Haldimand County - Caledonia

Total Household Population 18+: 7,424

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	65.9% Index:107	34.1% Index:93	11.1% Index:90	2.1% Index:67
Purchase preference	82.3% Index:109	24.8% Index:81	8.5% Index:86	1.0% Index:39
Customer Service	68.4% Index:111	12.2% Index:68	3.3% Index:57	20.6% 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 | Home Electronics & Computers Deep Dive

ENVIRONICS
ANALYTICS

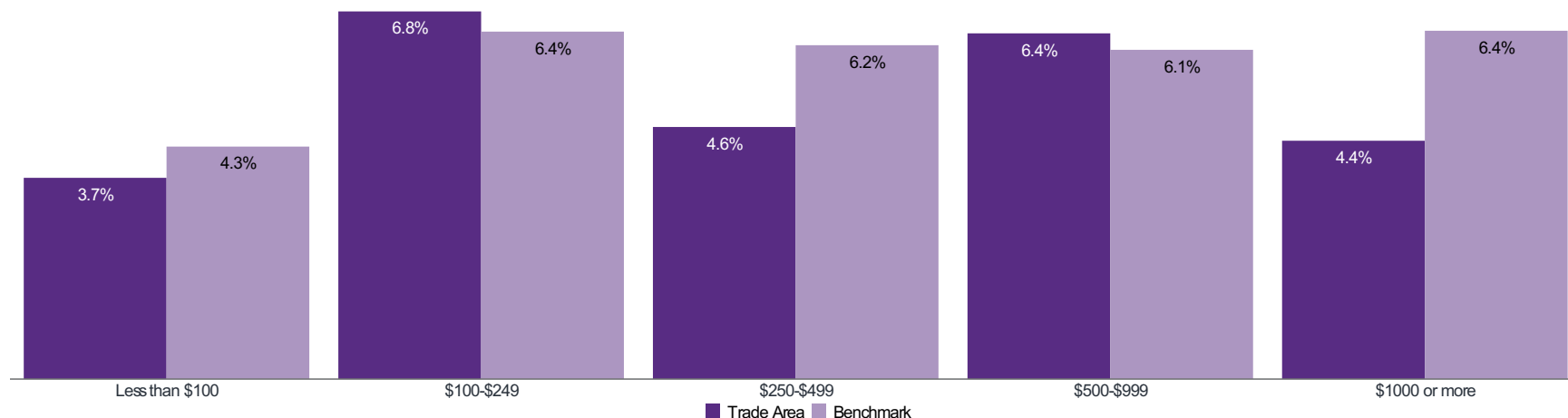
Trade Area: Haldimand County - Caledonia

Total Household Population 18+: 7,424

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	52.0% Index: 103	53.2% Index: 97	14.2% Index: 91	5.5% Index: 66
Purchase preference	73.9% Index: 108	35.3% Index: 84	8.1% Index: 74	5.4% Index: 83
Customer Service	61.4% Index: 109	20.5% Index: 82	5.3% Index: 71	38.6% Index: 105

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+
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Opticks eShopper | Gift Cards Deep Dive

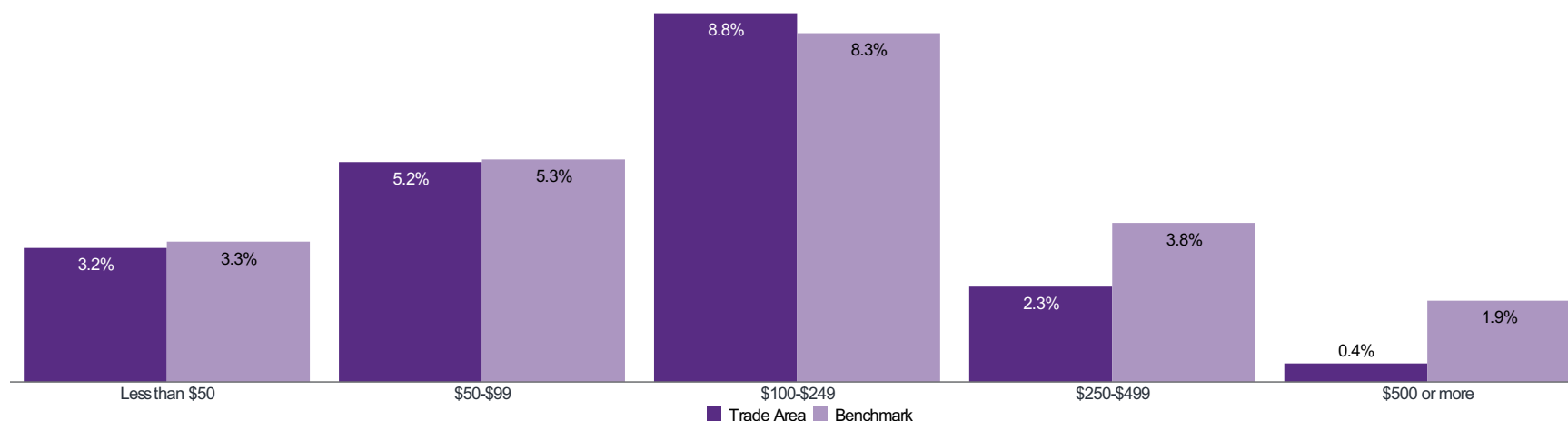
Trade Area: Haldimand County - Caledonia

Total Household Population 18+: 7,424

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	52.1% Index: 109	31.8% Index: 90	9.1% Index: 83	2.4% Index: 68
Purchase preference	69.7% Index: 116	25.9% Index: 78	5.1% Index: 59	2.0% Index: 64
Customer Service	47.4% Index: 112	16.8% Index: 82	4.0% Index: 66	29.6% Index: 107

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

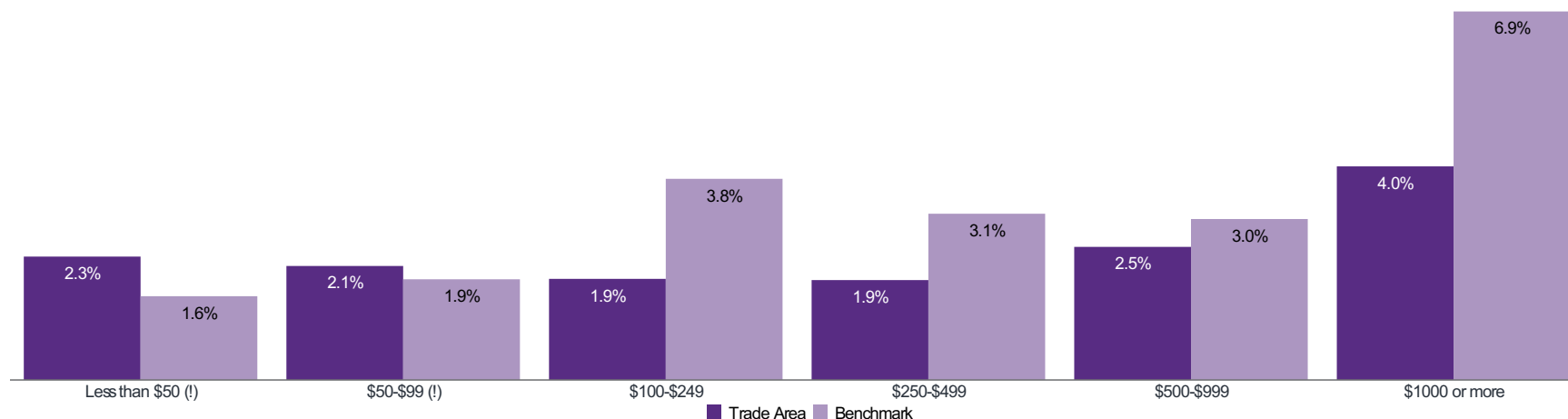
Trade Area: Haldimand County - Caledonia

Total Household Population 18+: 7,424

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	76.1% Index: 106	19.3% Index: 78	8.0% Index: 72	1.3% Index: 49
Purchase preference	89.4% Index: 107	11.0% Index: 66	4.0% Index: 63	1.0% Index: 41
Customer Service	77.1% Index: 110	6.7% Index: 59	2.3% Index: 59	19.6% Index: 104

AMOUNT SPENT [PST 12 MTHS]



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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

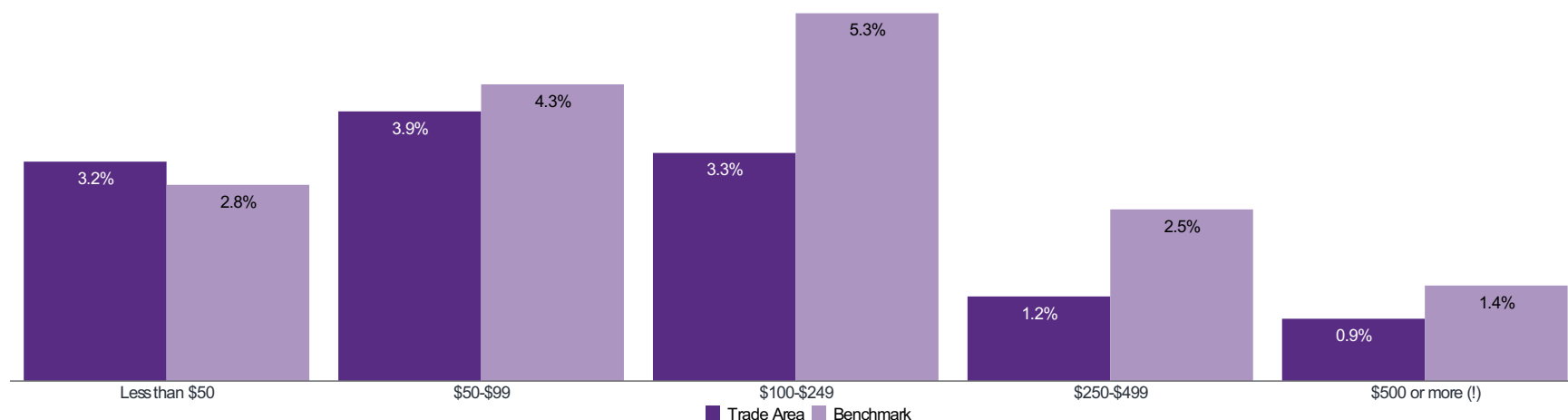
Trade Area: Haldimand County - Caledonia

Total Household Population 18+: 7,424

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	37.7% Index:106	15.7% Index:71	5.5% Index:68	2.0% Index:71
Purchase preference	49.1% Index:106	12.7% Index:69	4.2% Index:65	1.7% Index:73
Customer Service	38.4% Index:106	7.9% Index:63	2.8% Index:65	12.5% Index:85

AMOUNT SPENT [PST 12 MTHS]



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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

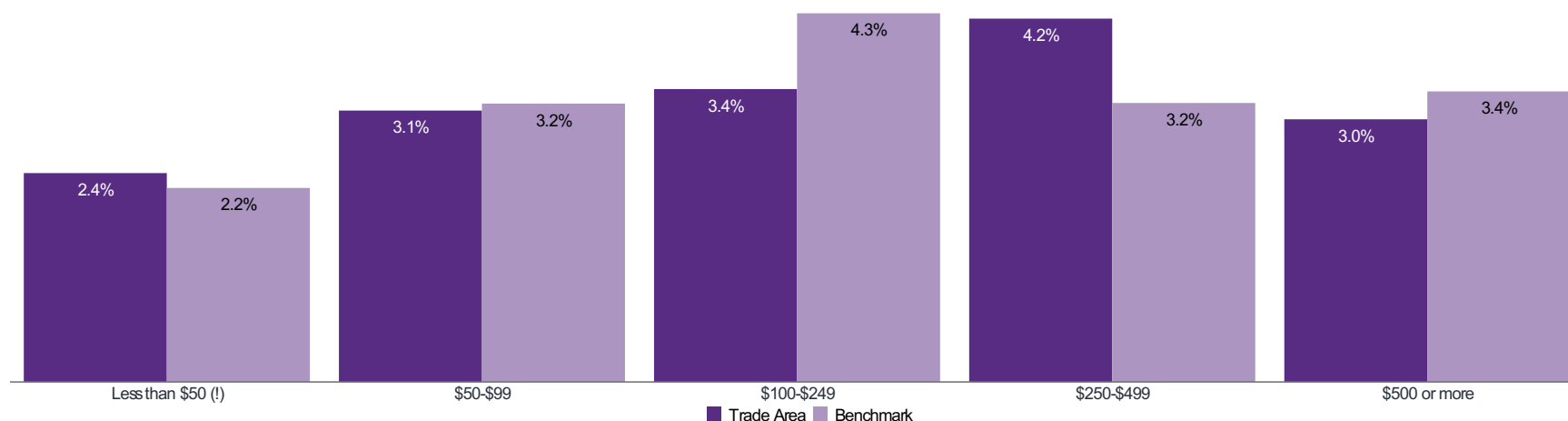
Trade Area: Haldimand County - Caledonia

Total Household Population 18+: 7,424

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	58.0% Index: 112	39.1% Index: 103	11.6% Index: 101	4.1% Index: 71
Purchase preference	76.1% Index: 111	22.8% Index: 93	6.2% Index: 89	2.6% Index: 72
Customer Service	61.1% Index: 113	13.5% Index: 84	3.8% Index: 80	25.9% Index: 113

AMOUNT SPENT [PST 12 MTHS]



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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

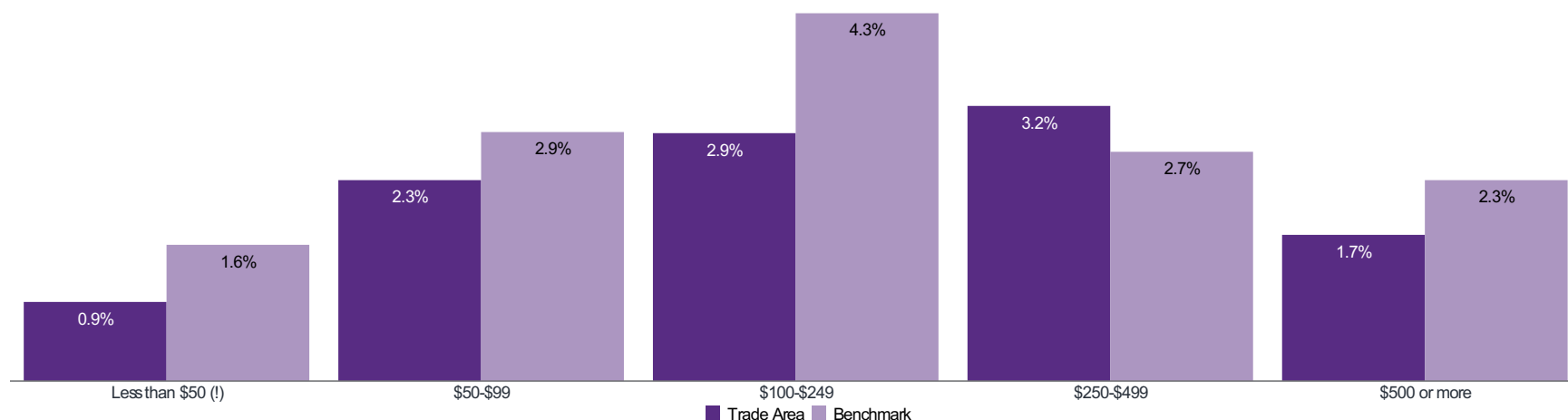
Trade Area: Haldimand County - Caledonia

Total Household Population 18+: 7,424

BEHAVIOURAL PREFERENCES BY CHANNEL

SPORTING GOODS	BEHAVIOURAL PREFERENCES BY CHANNEL			
	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	40.0% Index:103	27.9% Index:86	8.3% Index:79	1.6% Index:41
Purchase preference	55.8% Index:107	18.2% Index:75	5.8% Index:77	1.5% Index:49
Customer Service	43.8% Index:105	11.1% Index:74	4.4% Index:85	18.4% Index:90

AMOUNT SPENT [PST 12 MTHS]



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Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

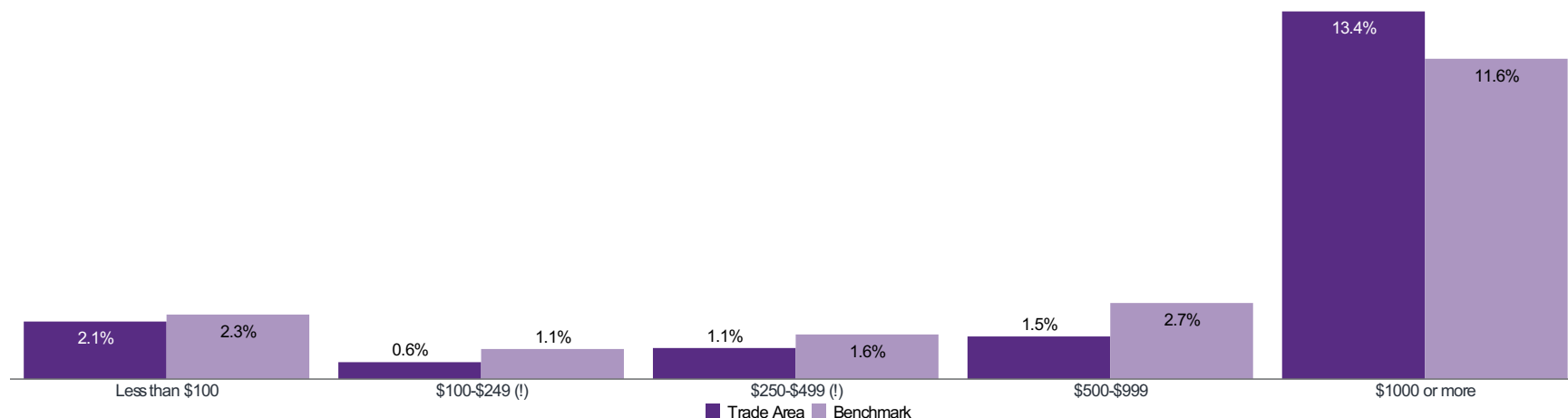
Trade Area: Haldimand County - Caledonia

Total Household Population 18+: 7,424

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	22.0% Index:107	56.4% Index:97	11.9% Index:79	15.8% Index:98
Purchase preference	32.7% Index:114	45.6% Index:88	6.2% Index:81	17.1% Index:95
Customer Service	30.0% Index:103	21.7% Index:79	5.9% Index:84	46.1% Index:105

AMOUNT SPENT [PST 12 MTHS]



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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: Haldimand County - Caledonia

Households: 3,352

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: Haldimand County - Caledonia

Households: 3,352

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



56.4%

Index: 94

Easy to get in and get out quickly



40.9%

Index: 95

Organized layout makes it easy to shop



40.7%

Index: 98

Short checkout lines/fast checkout



36.1%

Index: 101

Staff are friendly and knowledgeable



33.9%

Index: 100

Has extended hours



23.8%

Index: 87

I like the store ambiance



19.2%

Index: 96

Has self-checkout



10.6%

Index: 77

Offers an online shopping option (!)



8.6%

Index: 97

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: Haldimand County - Caledonia

Households: 3,352

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



67.1%

Index: 99

Discover good value when shopping



66.3%

Index: 100

Store has the lowest prices overall



57.0%

Index: 98

Store has a customer loyalty card program



49.7%

Index: 100

Has loyalty prog. app and offers pers. promos



29.0%

Index: 99

I'm loyal to their store brands



22.4%

Index: 97

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	39.6	40.2	0.1 99
Leave the store and buy it elsewhere	32.6	30.9	0.1 106
Purchase another brand	19.2	21.2	0.1 90
Purchase another size or variety of the same brand (!)	8.6	7.7	0.1 112

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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Main Street Visitors

2019 Haldimand County - Caledonia 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%	164,705	100%	0.85%	100	185,572	100%	0.96%	100	129,415	100%	0.67%	100	123,302	100%	0.64%	100	269,932	100%	1.40%	100
3525005	Hamilton, ON (C)	483,265	2.50%	60,421	36.68%	12.50%	1465	67,222	36.22%	13.91%	1447	43,996	34.00%	9.10%	1358	42,480	34.45%	8.79%	1376	93,590	34.67%	19.37%	1385
3528018	Haldimand County, ON (CY)	41,702	0.22%	24,376	14.80%	58.45%	6851	25,234	13.60%	60.51%	6294	23,601	18.24%	56.59%	8441	23,210	18.82%	55.66%	8713	29,199	10.82%	70.02%	5007
3528052	Norfolk County, ON (CY)	57,999	0.30%	9,245	5.61%	15.94%	1868	9,460	5.10%	16.31%	1697	8,194	6.33%	14.13%	2107	8,224	6.67%	14.18%	2220	14,747	5.46%	25.43%	1818
3520005	Toronto, ON (C)	2,568,898	13.31%	7,436	4.51%	0.29%	34	8,773	4.73%	0.34%	36	4,096	3.16%	0.16%	24	4,230	3.43%	0.16%	26	13,984	5.18%	0.54%	39
3524002	Burlington, ON (CY)	163,747	0.85%	5,722	3.47%	3.49%	410	7,792	4.20%	4.76%	495	4,847	3.75%	2.96%	442	3,607	2.93%	2.20%	345	10,924	4.05%	6.67%	477
3529006	Brantford, ON (CY)	85,464	0.44%	6,135	3.72%	7.18%	841	6,276	3.38%	7.34%	764	4,813	3.72%	5.63%	840	4,580	3.71%	5.36%	839	10,022	3.71%	11.73%	839
3521005	Mississauga, ON (CY)	642,951	3.33%	4,420	2.68%	0.69%	81	4,989	2.69%	0.78%	81	2,573	1.99%	0.40%	60	2,370	1.92%	0.37%	58	7,761	2.88%	1.21%	86
3526053	St. Catharines, ON (CY)	118,411	0.61%	3,048	1.85%	2.57%	302	3,707	2.00%	3.13%	326	2,729	2.11%	2.30%	344	2,437	1.98%	2.06%	322	5,958	2.21%	5.03%	360
3521010	Brampton, ON (CY)	596,084	3.09%	3,058	1.86%	0.51%	60	3,553	1.91%	0.60%	62	2,194	1.70%	0.37%	55	2,176	1.76%	0.37%	57	5,867	2.17%	0.98%	70
3529005	Brant, ON (CY)	33,246	0.17%	2,864	1.74%	8.61%	1010	2,783	1.50%	8.37%	871	1,803	1.39%	5.42%	809	2,051	1.66%	6.17%	966	4,238	1.57%	12.75%	912

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Haldimand County - Caledonia 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
7,787	6,494	83.4	6,794	87.2	6,432	82.6	6,676	85.7	7,229	92.8

2019 Haldimand County - Caledonia Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors In Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	273,885	7,229	2.6	266,656	97.4

2020 Haldimand County - Caledonia 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%	117,954	100%	0.61%	100	166,666	100%	0.86%	100	114,288	100%	0.59%	100	128,377	100%	0.67%	100	247,355	100%	1.28%	100
3525005	Hamilton, ON (C)	483,265	2.50%	41,607	35.27%	8.61%	1409	58,911	35.35%	12.19%	1412	36,535	31.97%	7.56%	1277	40,948	31.90%	8.47%	1274	83,512	33.76%	17.28%	1349
3528018	Haldimand County, ON (CY)	41,702	0.22%	23,651	20.05%	56.71%	9281	24,480	14.69%	58.70%	6799	24,323	21.28%	58.33%	9851	24,400	19.01%	58.51%	8798	28,624	11.57%	68.64%	5356
3528052	Norfolk County, ON (CY)	57,999	0.30%	7,291	6.18%	12.57%	2057	9,875	5.92%	17.03%	1972	7,500	6.56%	12.93%	2184	9,772	7.61%	16.85%	2533	15,113	6.11%	26.06%	2033
3520005	Toronto, ON (C)	2,568,898	13.31%	4,640	3.93%	0.18%	30	9,380	5.63%	0.37%	42	4,974	4.35%	0.19%	33	5,513	4.29%	0.21%	32	14,682	5.94%	0.57%	45
3524002	Burlington, ON (CY)	163,747	0.85%	4,168	3.53%	2.55%	417	7,214	4.33%	4.41%	510	4,501	3.94%	2.75%	464	4,128	3.22%	2.52%	379	10,858	4.39%	6.63%	517
3521005	Mississauga, ON (CY)	642,951	3.33%	3,421	2.90%	0.53%	87	5,832	3.50%	0.91%	105	3,261	2.85%	0.51%	86	3,346	2.61%	0.52%	78	9,887	4.00%	1.54%	120
3529006	Brantford, ON (CY)	85,464	0.44%	3,771	3.20%	4.41%	722	5,051	3.03%	5.91%	684	4,012	3.51%	4.69%	793	4,130	3.22%	4.83%	727	8,930	3.61%	10.45%	815
3526053	St. Catharines, ON (CY)	118,411	0.61%	1,538	1.30%	1.30%	213	3,515	2.11%	2.97%	344	1,882	1.65%	1.59%	268	3,519	2.74%	2.97%	447	5,696	2.30%	4.81%	375
3521010	Brampton, ON (CY)	596,084	3.09%	1,735	1.47%	0.29%	48	3,435	2.06%	0.58%	67	1,870	1.64%	0.31%	53	2,035	1.59%	0.34%	51	4,920	1.99%	0.83%	64
3524001	Oakville, ON (T)	174,424	0.90%	1,526	1.29%	0.88%	143	3,499	2.10%	2.01%	232	988	0.86%	0.57%	96	1,470	1.15%	0.84%	127	4,525	1.83%	2.59%	202

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Haldimand County - Caledonia Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

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
7,787	6,989	89.7	6,321	81.2	6,996	89.8	6,781	87.1	6,897	88.6

2020 Haldimand County - Caledonia Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polvzon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	249,441	6,897	2.8	242,544	97.2

2021 Haldimand County - Caledonia 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%	114,773	100%	0.59%	100	168,995	100%	0.88%	100	152,155	100%	0.79%	100	107,243	100%	0.56%	100	250,204	100%	1.30%	100
3525005	Hamilton, ON (C)	483,265	2.50%	42,392	36.94%	8.77%	1475	58,182	34.43%	12.04%	1375	51,309	33.72%	10.62%	1347	36,357	33.90%	7.52%	1354	84,424	33.74%	17.47%	1348
3528018	Haldimand County, ON (CY)	41,702	0.22%	22,555	19.65%	54.09%	9096	25,342	15.00%	60.77%	6941	26,505	17.42%	63.56%	8063	25,538	23.81%	61.24%	11022	28,176	11.26%	67.56%	5212
3528052	Norfolk County, ON (CY)	57,999	0.30%	5,943	5.18%	10.25%	1723	11,042	6.53%	19.04%	2175	14,166	9.31%	24.43%	3099	5,694	5.31%	9.82%	1767	16,396	6.55%	28.27%	2181
3520005	Toronto, ON (C)	2,568,898	13.31%	5,176	4.51%	0.20%	34	10,352	6.13%	0.40%	46	6,870	4.52%	0.27%	34	3,128	2.92%	0.12%	22	14,866	5.94%	0.58%	45
3524002	Burlington, ON (CY)	163,747	0.85%	3,726	3.25%	2.28%	383	6,893	4.08%	4.21%	481	4,793	3.15%	2.93%	371	3,484	3.25%	2.13%	383	10,973	4.39%	6.70%	517
3521005	Mississauga, ON (CY)	642,951	3.33%	3,674	3.20%	0.57%	96	6,506	3.85%	1.01%	116	3,924	2.58%	0.61%	77	2,879	2.68%	0.45%	81	10,271	4.11%	1.60%	123
3529006	Brantford, ON (CY)	85,464	0.44%	4,054	3.53%	4.74%	798	4,202	2.49%	4.92%	562	5,602	3.68%	6.56%	832	3,493	3.26%	4.09%	736	9,115	3.64%	10.67%	823
3521010	Brampton, ON (CY)	596,084	3.09%	2,588	2.25%	0.43%	73	4,069	2.41%	0.68%	78	2,810	1.85%	0.47%	60	2,729	2.54%	0.46%	82	7,090	2.83%	1.19%	92
3526053	St. Catharines, ON (CY)	118,411	0.61%	1,467	1.28%	1.24%	208	3,182	1.88%	2.69%	307	2,233	1.47%	1.89%	239	2,574	2.40%	2.17%	391	4,784	1.91%	4.04%	312
3529005	Brant, ON (CY)	33,246	0.17%	2,177	1.90%	6.55%	1101	1,934	1.14%	5.82%	664	2,535	1.67%	7.63%	967	1,433	1.34%	4.31%	776	4,303	1.72%	12.94%	999

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Haldimand County - Caledonia 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
7,787	5,984	76.8	5,801	74.5	6,588	84.6	6,650	85.4	6,456	82.9

2021 Haldimand County - Caledonia Visitors Within vs Outside Trade Area

Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	252,842	6,456	2.6	246,386	97.4

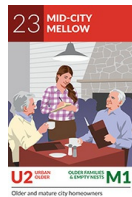
PRIZM Profile | Top Segments

ENVIRONICS
ANALYTICS

Customers:Haldimand County Caledonia - FY 2021: Sum_Unique_Visitors

Total Customers:225,012

Top 5 segments represent **30.5%** of customers in Southern Ontario



Rank: 1
Customers: 18,871
Customers %: 8.39
% in Benchmark: 4.63
Index: 181

Mid-City Mellow epitomizes a traditional view of the Canadian Dream: owning a home in an attractive setting while building a comfortable nest egg. In this segment, nearly 90 percent of members own single-detached houses, which typically were built between 1960 and 1990. These older and mature households enjoy upper-middle incomes and well-established neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Mid-City Mellow is a mixed group, a collection of both older couples and middle-aged families raising older children. Few segments have a lower five-year mobility rate. Most households contain third-plus-generation Canadians, though there's an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, Portuguese, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of white collar, blue collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy sporting events such as horse racing, hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours as they believe that other cultures have a great deal to teach us (Culture Sampling).



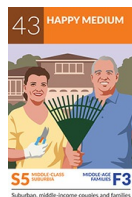
Rank: 2
Customers: 16,011
Customers %: 7.12
% in Benchmark: 4.68
Index: 152

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and utilities. Thanks to dual-income households, their upscale incomes allow them to purchase single-detached houses valued at nearly \$450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment, as well as trailers and boats. Family Mode members make an Effort Toward Health, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating.



Rank: 3
Customers: 12,049
Customers %: 5.36
% in Benchmark: 2.74
Index: 195

Found mostly in Alberta and Ontario, New Country is one of the wealthiest rural segments, with nearly two-thirds of residents working in well-paying jobs in agriculture, mining, natural industries and other blue-collar occupations. Scoring high for self-employment, a significant percentage of residents work as farmers and independent contractors in related industries. Their six-figure incomes provide comfortable, single-detached houses and enviable lifestyles. Forty percent of the maintainers are between 45 and 64 years old, and nearly 45 percent of households have children, typically of all ages. Like generations of rural households before them, New Country members are known for their deep roots in the community. Three-quarters of residents are third-plus-generation Canadians; fewer than one in ten are foreign-born. In these rural settings, people get attached to their pickups and drive them for decades. For leisure, they like to go hunting, fishing and boating, or they'll stay home and do some gardening. With their traditional views on politics and religion, they support family values and oppose government involvement in people's private lives; they score very low on Active Government.



Rank: 4
Customers: 10,968
Customers %: 4.87
% in Benchmark: 2.51
Index: 194

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.



Rank: 5
Customers: 10,817
Customers %: 4.81
% in Benchmark: 2.60
Index: 185

The wealthiest rural lifestyle, Kick-Back Country is a collection of middle-aged families and older couples living in rustic areas near large and medium-size cities. For some, their communities are a weekend getaway from their busy life in the city. The maintainers tend to be between 45 and 64 years old, and children range in age from 10 to 24. Despite mixed educations—mostly high school and college—residents earn impressive incomes averaging about \$150,000 from well-paying jobs in management as well as mining, construction, trades and transportation. The lower cost of living in their rural areas means nearly nine out of ten households own a home. Many are second- and third-generation Canadians drawn to spacious, single-family houses built beyond the urban sprawl; the average dwelling value is over \$570,000—29 percent above average. Their driveways often contain domestic compact SUVs and large pickups for commuting to work, hauling camping and boating equipment and travelling to the city for shopping. With their conservative social views, these households score high for the value Traditional Families.

Benchmark:Southern Ontario

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