Community Profile: Haldimand County – Cayuga

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

Date: March 7, 2022

Table of Contents

Haldimand County - Cayuga
Main Street Boundary and Trade Area

ENVIRONICS
ANALYTICS

Munsee St N

Talbot St E

Thorburn St

Talbot Rd W

54

3

17

0	0.3	0.7 km

0	0.2	0.4 mi

15 - Min Walk Time

Main Street Boundary

2022-01-12 12:42 PM

1
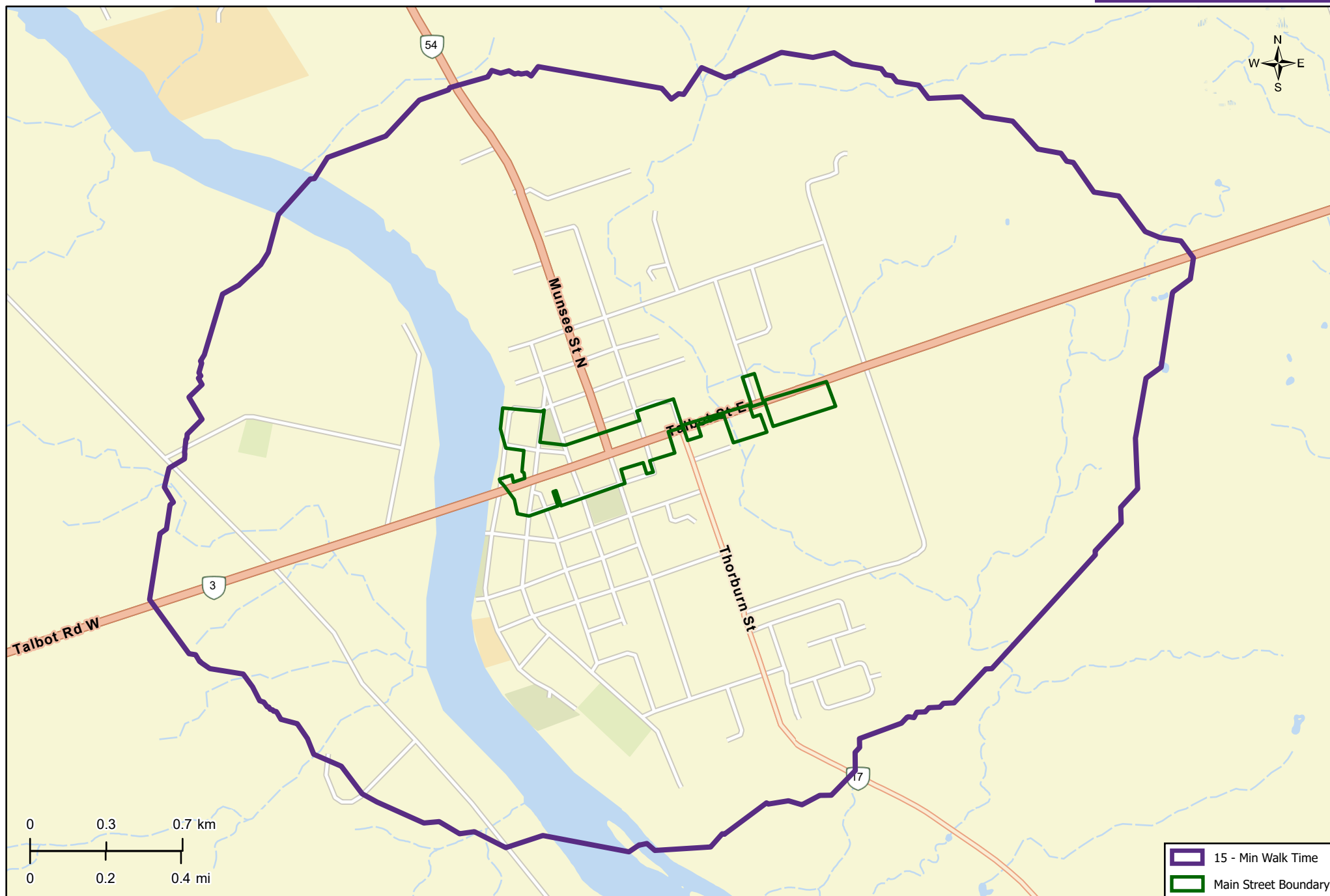
Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Haldimand County - Cayuga

POPULATION

2,692

HOUSEHOLDS

1,066

MEDIAN MAINTAINER AGE

56

Index: **102**

MARITAL STATUS

59.4%

Index: **103**

Married/Common-Law

FAMILY STATUS*

43.7%

Index: **117**

Couples Without Children At Home

HOUSEHOLD SIZE

1 Person: 25% / 24%
2 Persons: 38% / 33%
3 Persons: 17% / 16%
4 Persons: 12% / 17%
5+ Persons: 9% / 10%

Trade Area / Benchmark
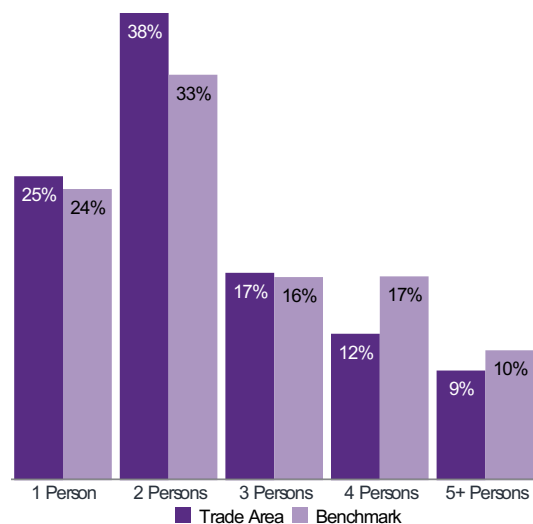
POPULATION BY AGE

	Count	%	Index
0 to 4	130	4.8	96
5 to 9	144	5.3	99
10 to 14	134	5.0	88
15 to 19	137	5.1	86
20 to 24	147	5.5	82
25 to 29	158	5.9	84
30 to 34	176	6.5	98
35 to 39	176	6.5	101
40 to 44	150	5.6	90
45 to 49	152	5.6	90
50 to 54	182	6.8	103
55 to 59	219	8.1	112
60 to 64	209	7.8	115
65 to 69	184	6.8	121
70 to 74	154	5.7	120
75 to 79	116	4.3	130
80 to 84	69	2.6	117
85+	53	2.0	89

AGE OF CHILDREN AT HOME
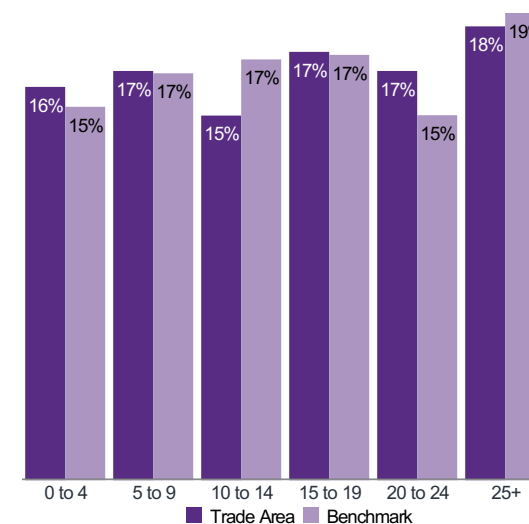
0 to 4: 16% / 15%
5 to 9: 17% / 17%
10 to 14: 15% / 17%
15 to 19: 17% / 17%
20 to 24: 17% / 15%
25+: 18% / 19%

Trade Area / Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Haldimand County - Cayuga

ENVIRONICS ANALYTICS

Population: 2,692 | **Households:** 1,066

TENURE

Rented 17.8%

Owned 82.2%

STRUCTURE TYPE

88.5%
Houses
Index:114
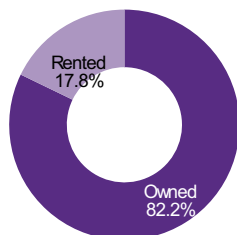
10.3%
Apartments
Index:47

AGE OF HOUSING*

60+ Years Old

% Comp:**32.1**   Index: **155**

AVERAGE HOUSEHOLD INCOME

$107,779

Index:**94**

HOUSEHOLD INCOME DISTRIBUTION
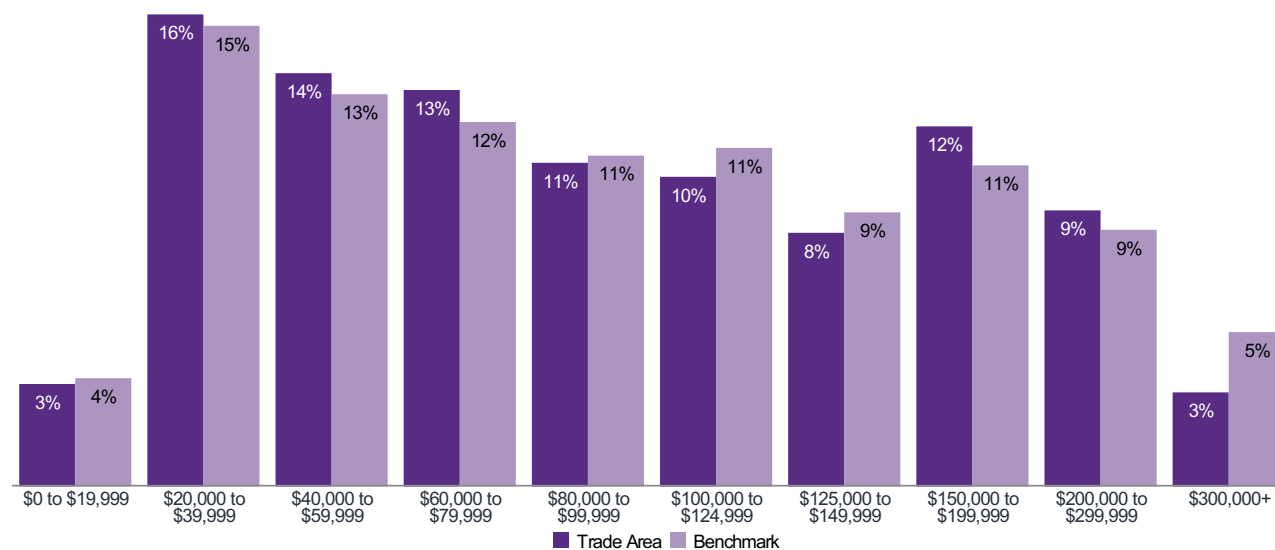
Income Range	Trade Area	Benchmark
$0 to $19,999	3%	4%
$20,000 to $39,999	16%	15%
$40,000 to $59,999	14%	13%
$60,000 to $79,999	13%	12%
$80,000 to $99,999	11%	11%
$100,000 to $124,999	10%	11%
$125,000 to $149,999	8%	9%
$150,000 to $199,999	12%	11%
$200,000 to $299,999	9%	9%
$300,000+	3%	5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: Haldimand County - Cayuga

Population: 2,692 | **Households:** 1,066

EDUCATION

8.8%
Index: **33**

University Degree

LABOUR FORCE PARTICIPATION

65.7%
Index: **101**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

47.1%
Index: **130**

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

2.2%
Index: **73**

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

EDUCATIONAL ATTAINMENT
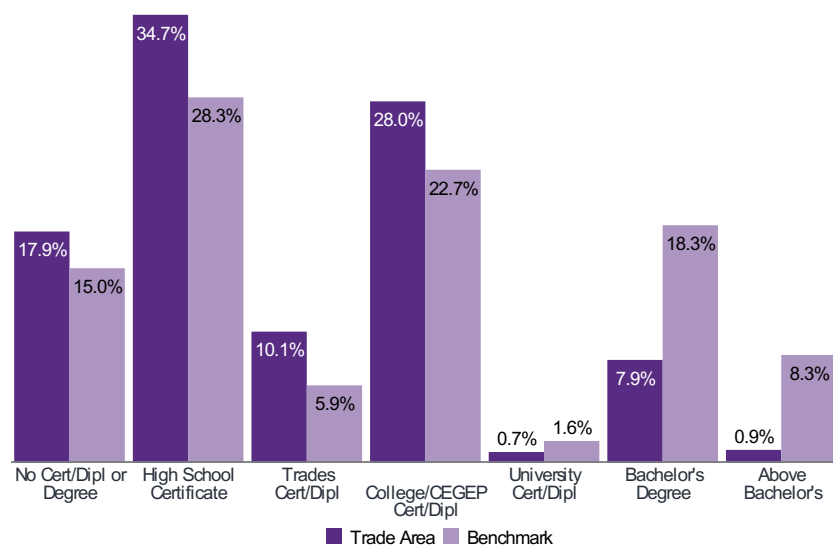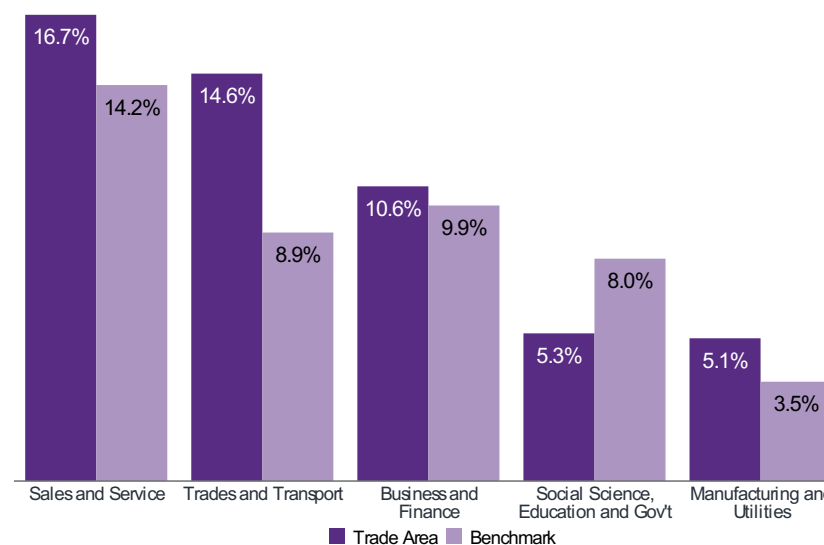
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	17.9%	15.0%
High School Certificate	34.7%	28.3%
Trades Cert/Dipl	10.1%	5.9%
College/CEGEP Cert/Dipl	28.0%	22.7%
University Cert/Dipl	0.7%	1.6%
Bachelor's Degree	7.9%	18.3%
Above Bachelor's	0.9%	8.3%

■ Trade Area ■ Benchmark

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	16.7%	14.2%
Trades and Transport	14.6%	8.9%
Business and Finance	10.6%	9.9%
Social Science, Education and Gov't	5.3%	8.0%
Manufacturing and Utilities	5.1%	3.5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Haldimand County - Cayuga

ENVIRONICS
ANALYTICS

Population: 2,692 | **Households:** 1,066

ABORIGINAL IDENTITY
3.1%
Index:133

VISIBLE MINORITY PRESENCE
1.5%
Index:5

Belong to a visible minority group

NON-OFFICIAL LANGUAGE
0.0%
Index:2

No knowledge of English or French

IMMIGRATION
6.4%
Index:24

Born outside Canada

PERIOD OF IMMIGRATION*
Before 2001
5.8%   Index:41

VISIBLE MINORITY STATUS: TOP 5**

	Trade Area	Benchmark
Latin American	1.5%	1.3%
Chinese	0.0%	5.1%
South Asian	0.0%	9.9%
Black	0.0%	4.5%
Filipino	0.0%	1.5%

■ Trade Area ■ Benchmark
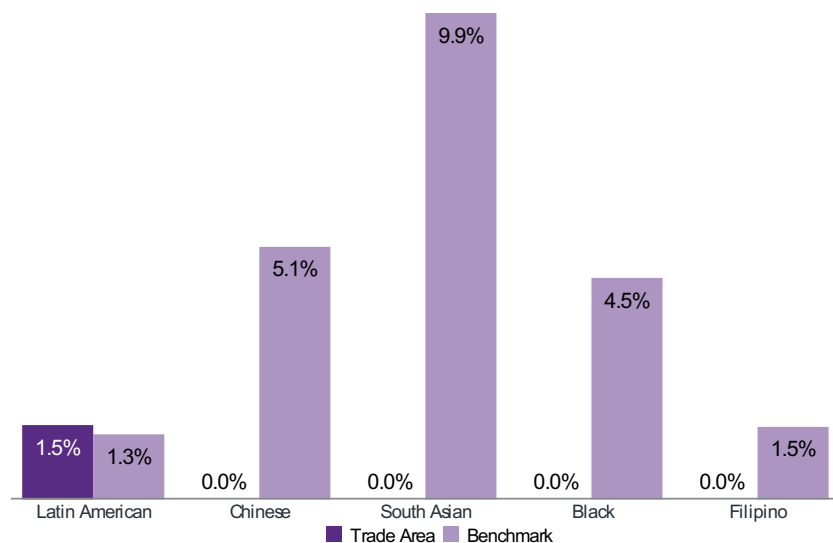
LANGUAGES SPOKEN AT HOME: TOP 5**
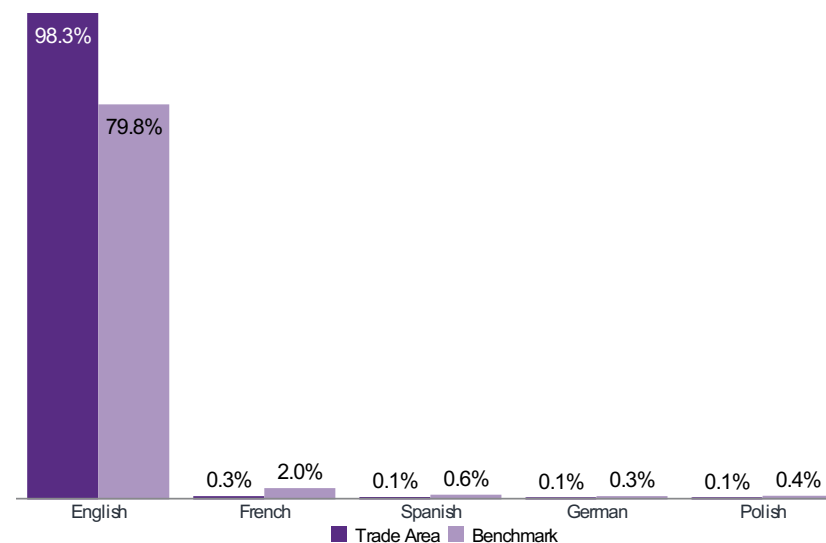
	Trade Area	Benchmark
English	98.3%	79.8%
French	0.3%	2.0%
Spanish	0.1%	0.6%
German	0.1%	0.3%
Polish	0.1%	0.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Top 5 segments represent 100.0% of households in Haldimand County - Cayuga

43 HAPPY MEDIUM
S5 MIDDLE-CLASS SUBURBIA   MIDDLE-AGE FAMILIES F3
Suburban, middle-income couples and families
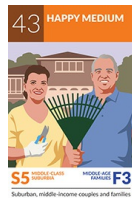
Rank:	1
Hhlds:	985
Hhld %:	92.41
% in Benchmark:	2.60
Index:	3,552

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 snowboarding, 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.

26 COUNTRY TRADITIONS
R1 UPPER MIDDLE RURAL   MIDDLE-AGE FAMILIES F3
Rural, upper-middle-income couples and families

Rank:	2
Hhlds:	43
Hhld %:	4.00
% in Benchmark:	4.83
Index:	83

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).

33 NEW COUNTRY
R1 UPPER-MIDDLE RURAL   MIDDLE-AGE FAMILIES F3
Middle-aged, middle-income rural couples and families

Rank:	3
Hhlds:	28
Hhld %:	2.60
% in Benchmark:	2.74
Index:	95

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.

41 DOWN TO EARTH
R2 LOWER-MIDDLE RURAL   OLDER FAMILIES & EMPTY NESTS M1
Older, middle-income rural couples and families

Rank:	4
Hhlds:	10
Hhld %:	0.94
% in Benchmark:	3.11
Index:	30

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.

14 KICK-BACK COUNTRY
R1 UPPER MIDDLE RURAL   MIDDLE-AGE FAMILIES F3
Rural, middle-aged upscale families and couples

Rank:	5
Hhlds:	1
Hhld %:	0.05
% in Benchmark:	2.43
Index:	2

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 - Cayuga

⬆ Strong Values

Values	Index
Attraction to Nature	169
Parochialism	167
Utilitarian Consumerism	138
Cultural Assimilation	137
Obedience to Authority	135
Fulfilment Through Work	134
Duty	129
Need for Escape	129
Community Involvement	127
Ecological Lifestyle	127

⬇ Weak Values

Values	Index
Concern for Appearance	52
Equal Relationship with Youth	52
Importance of Aesthetics	52
North American Dream	54
Personal Expression	56
Attraction For Crowds	57
Pursuit of Novelty	58
Confidence in Big Business	60
Financial Security	61
Need for Status Recognition	63

⭐ 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.

Parochialism

Considering oneself a "citizen of one's community and country" first and foremost, over a "citizen of the world". Tendency toward ethnocentricity, feeling affinity to people mainly in one's in-group or country.

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.

⭐ Descriptions | Top 3 Weak Values

Concern for Appearance

Placing a great deal of importance on appearing "attractive", and being concerned about the image projected by one's appearance. People who are strong on this construct are image-driven.

Equal Relationship with Youth

Breaking down traditional hierarchical and patriarchal relationships by giving the youth equal freedoms as those of adults. Discipline, as that issued by adults over young people, is therefore replaced by freedom and increased individualism.

Importance of Aesthetics

Tendency to base purchase decisions on aesthetic rather than utilitarian considerations. Measures the attention given to the beauty of objects and products purchased. People strong on this construct often buy products purely for their appearance. Aesthetic, in this case, is a form of personal expression.

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS ANALYTICS

Trade Area: Haldimand County - Cayuga

WealthScapes Households: 1,060

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 108,156	$ 87,675	$ 65,443	$ 3,111
Index: 93	Index: 96	Index: 102	Index: 87

WEALTH* | ASSETS*

Net Worth	Savings	Investments	Unlisted Shares	Real Estate	Liquid Assets
% Holders	**% Holders**	**% Holders**	**% Holders**	**% Holders**	**% Holders**
99.9% Index: 100	95.2% Index: 100	57.5% Index: 96	12.6% Index: 102	83.5% Index: 110	97.9% Index: 100
Balance	**Balance**	**Balance**	**Balance**	**Balance**	**Balance**
$549,946	$55,299	$224,604	$112,606	$598,535	$222,634
Index: 75	Index: 72	Index: 67	Index: 35	Index: 80	Index: 67

DEBT*

FINANCIAL RATIO

Consumer Debt	Mortgage Debt	Debt:Asset
% Holders	**% Holders**	**% Holders**
91.8% Index: 101	59.2% Index: 128	0.25% Index: 117
Balance	**Balance**	
$58,633	$217,266	
Index: 88	Index: 73	

Financial | WealthScapes - Ratios

ANALYTICS

Trade Area: Haldimand County - Cayuga

WealthScapes Households: 1,060

FINANCIAL RATIOS*

Debt: Asset
0.25
Index: **117**

Debt: Liquid Assets
0.84
Index: **137**

Consumer Debt - Discr. Income
0.82
Index: **88**

Savings - Investments
0.69
Index: **115**

Pension - Non-Pension Assets
1.27
Index: **582**

Real Estate Assets - Liq. Assets
2.29
Index: **130**

Mortgage - Real Estate Assets
0.26
Index: **106**

Mortgage - Consumer Debt
2.39
Index: **104**

Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.ca/Envision/About/1/2021)

Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Haldimand County - Cayuga

Households: 1,066

Total Aggregate Current Consumption: $79,135,168

Average Current Consumption	Average Household Income	Average Disposable Income
$74,236	$107,567	$86,388
Index: 91	Index: 93	Index: 96

Shelter

Avg. Dollars/Household	Pct. of Total Expenditure
$17,734	23.9%
Index 84	Index 93

Transportation

Avg. Dollars/Household	Pct. of Total Expenditure
$13,849	18.7%
Index 101	Index 111

Food

Avg. Dollars/Household	Pct. of Total Expenditure
$12,728	17.1%
Index 100	Index 110

Household Operation

Avg. Dollars/Household	Pct. of Total Expenditure
$5,188	7.0%
Index 90	Index 100

Health Care

Avg. Dollars/Household	Pct. of Total Expenditure
$4,813	6.5%
Index 88	Index 97

Recreation

Avg. Dollars/Household	Pct. of Total Expenditure
$4,321	5.8%
Index 90	Index 99

Household Furnishings

Avg. Dollars/Household	Pct. of Total Expenditure
$3,500	4.7%
Index 88	Index 97

Tobacco and Alcohol

Avg. Dollars/Household	Pct. of Total Expenditure
$3,357	4.5%
Index 94	Index 104

Clothing

Avg. Dollars/Household	Pct. of Total Expenditure
$3,016	4.1%
Index 91	Index 100

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Expenditures | Foodspend - Annual Household Expenditure Overview

Trade Area: Haldimand County - Cayuga   **Households:** 1,066

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$107,567	$12,728	$3,703	$9,026
Index: 93	Index: 100	Index: 92	Index: 103

Total Aggregate Food Expenditure: $ 13,568,492

Bakery
Avg. Dollars/Household: $902 — Index: 103
Pct. of Total Expenditure: 10.0% — Index: 100

Cereal Products
Avg. Dollars/Household: $537 — Index: 105
Pct. of Total Expenditure: 5.9% — Index: 102

Fruit and nuts
Avg. Dollars/Household: $1,075 — Index: 98
Pct. of Total Expenditure: 11.9% — Index: 95

Vegetables
Avg. Dollars/Household: $895 — Index: 97
Pct. of Total Expenditure: 9.9% — Index: 94

Dairy products & Eggs
Avg. Dollars/Household: $1,364 — Index: 106
Pct. of Total Expenditure: 15.1% — Index: 103

Meat
Avg. Dollars/Household: $1,678 — Index: 107
Pct. of Total Expenditure: 18.6% — Index: 104

Fish & Seafood
Avg. Dollars/Household: $252 — Index: 86
Pct. of Total Expenditure: 2.8% — Index: 83

Beverages & Other Food
Avg. Dollars/Household: $2,323 — Index: 105
Pct. of Total Expenditure: 25.7% — Index: 102

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Post COVID-19 Activities

Behavioural-Vividata | Post COVID-19

ENVIRONICS ANALYTICS

Trade Area: Haldimand County - Cayuga

Household Population 14+: 2,299

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	4.2	11.0	38
Going to restaurants, bars or night clubs	54.0	55.1	98
Having physical Contact with family and friends	59.2	57.7	102
Participating in group activities	50.1	38.7	129
Partying	18.2	15.8	115
Seeing family and friends in person	64.8	62.8	103
Entertainment			
Attending events, festivals or concerts	43.2	42.9	101
Attending sports events (excludes professional sports)	16.8	18.2	92
Attending to professional sports events or games	30.1	25.4	118
Going to the movies	40.6	45.7	89
Movement & Travel			
Driving more	12.5	16.1	78
Shopping in-store	43.4	42.9	101
Spending time outdoors	30.1	32.5	93
Travelling outside of Canada/ abroad	40.5	53.2	76
Travelling within Canada	46.2	49.9	93
Using public transit	9.1	13.7	66
Personal			
Getting back to old habits	48.9	36.2	135
Going to a salon, barber shop or spa	24.0	33.7	71
Going to the gym	20.3	22.6	90
Education/Work			
Children going back to school	14.9	20.3	73
Going back to work	15.4	17.6	87
Other			
Not Stated	0.0	0.6	0

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Haldimand County - Cayuga

ENVIRONICS
ANALYTICS

Household Population 14+: 2,299

RADIO
Listeners: 83.4%
Index: 103

8.3 Hours/Week*
Index: **112**

Top Formats

	Trade Area	Benchmark
Traditional Country	17.9%	11.4%
New Country	27.2%	18.8%
Classical	14.3%	13.4%

■ Trade Area ■ Benchmark

TELEVISION
Viewers: 89.8%
Index: 95

21.6 Hours/Week*
Index: **104**

Top Program Types

	Trade Area	Benchmark
Game Shows	58.9%	42.4%
Situation Comedies	54.2%	51.7%
Variety/Specials	26.2%	25.7%

■ Trade Area ■ Benchmark

NEWSPAPER
Readers: 22.3%
Index: 95

0.2 Hours/Week*
Index: **29**

Top Sections Read

	Trade Area	Benchmark
Home or Real Estate	12.2%	7.5%
Automotive	8.2%	6.0%
Finance or Business	13.7%	11.0%

■ Trade Area ■ Benchmark

MAGAZINE
Readers: 64.5%
Index: 89

1.1 Hours/Month*
Index: **76**

Top Titles

	Trade Area	Benchmark
Our Canada	27.4%	8.7%
Outdoor Canada	23.5%	12.5%
Canada's History	13.7%	8.1%

■ Trade Area ■ Benchmark

INTERNET
Users: 98.5%
Index: 101

23.0 Hours online past week*
Index: **105**

Top Activities

	Trade Area	Benchmark
Games	68.1%	54.5%
Clip Mobile Coupons	29.7%	25.5%
E-books/Audiobooks	29.8%	26.6%

■ Trade Area ■ Benchmark

DIRECT/OUTDOOR

0 Times used public transit past week*
Index: **0**

Top DM Formats Used to Plan/Make Purchases

	Trade Area	Benchmark
Catalogues	16.4%	11.8%
Brochures	11.3%	10.9%
Coupon Booklets	12.8%	14.2%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

* 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 - Cayuga

Household Population 18+: 2,194

FACEBOOK
83.0% currently use
Index: **107**

Top Activities (Daily)

	Trade Area	Benchmark
Read news feed	51.0%	42.7%
Cmt/Like other users' posts	31.0%	27.6%
Use Messenger	24.0%	23.4%

■ Trade Area ■ Benchmark

TWITTER
15.0% currently use
Index:**51**

Top Activities (Daily)

	Trade Area	Benchmark
Read tweets	8.0%	14.2%
Send/Receive Direct Msgs	1.0%	4.3%
Watch videos	1.0%	6.4%

■ Trade Area ■ Benchmark

INSTAGRAM
25.1% currently use
Index: **65**

Top Activities (Daily)

	Trade Area	Benchmark
View photos/videos	5.0%	8.5%
Send direct messages	4.0%	3.7%
Watch live videos	3.0%	3.6%

■ Trade Area ■ Benchmark

LINKEDIN
28.0% currently use
Index: **68**

Top Activities (Weekly)

	Trade Area	Benchmark
Click on an ad (!)	3.0%	2.0%
Read your newsfeed	3.0%	4.7%
Create a connection	2.0%	2.9%

■ Trade Area ■ Benchmark

YOUTUBE
62.0% currently use
Index:**88**

Top Activities (Daily)

	Trade Area	Benchmark
Watch videos	13.0%	28.0%
Like/dislike videos	4.0%	8.1%
Watch live videos	3.0%	6.8%

■ Trade Area ■ Benchmark

SNAPCHAT
3.0% currently use
Index: **24**

Top Activities (Weekly)

	Trade Area	Benchmark
Receive photos/videos	3.0%	6.6%
Send photos/videos	2.0%	5.7%
Use filters or effects	2.0%	4.5%

■ Trade Area ■ Benchmark

WHATSAPP
19.1% currently use
Index: **45**

Top Activities (Daily)

	Trade Area	Benchmark
Send/receive messages	3.0%	5.7%
Send/receive images	2.0%	6.0%
Use group chats	1.0%	4.6%

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Usage

Trade Area: Haldimand County - Cayuga

Household Population 18+: 2,194

FRIENDS IN ALL SM NETWORKS

36.0%

Index:**102**

0-49 friends

FREQUENCY OF USE (DAILY)

69.0%

Index:**123**

Facebook

BRAND INTERACTION

28.0%

Index:**82**

Like brand on Facebook

NO. OF BRANDS INTERACTED

27.0%

Index:**88**

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
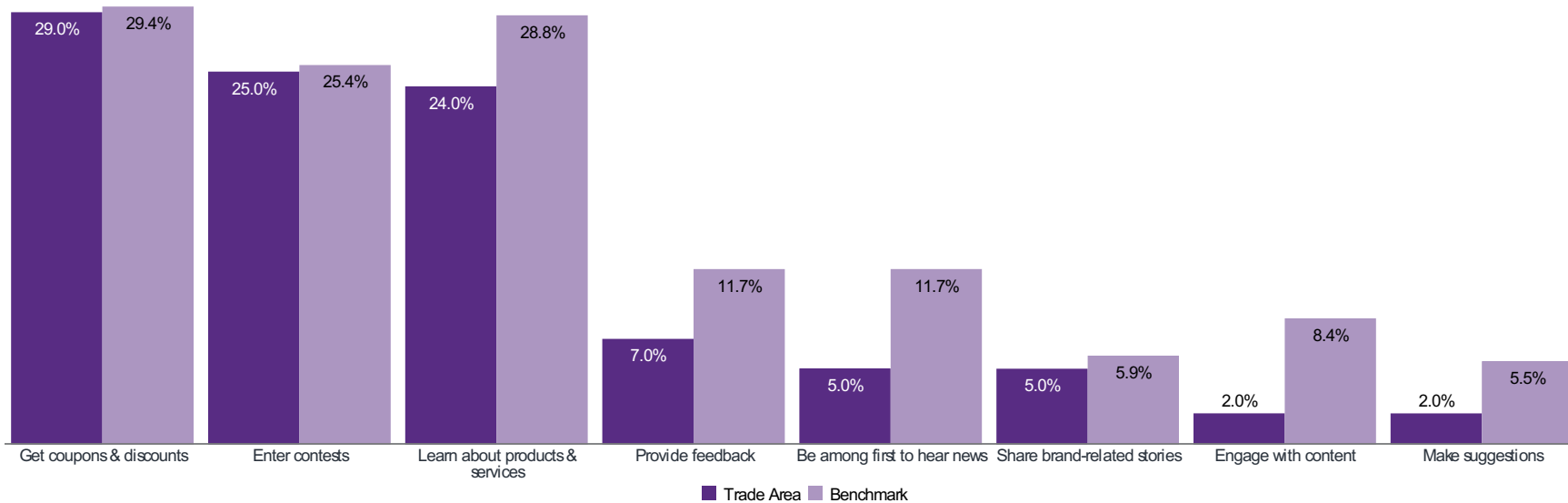
	Trade Area	Benchmark
Get coupons & discounts	29.0%	29.4%
Enter contests	25.0%	25.4%
Learn about products & services	24.0%	28.8%
Provide feedback	7.0%	11.7%
Be among first to hear news	5.0%	11.7%
Share brand-related stories	5.0%	5.9%
Engage with content	2.0%	8.4%
Make suggestions	2.0%	5.5%

■ Trade Area ■ Benchmark

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

Trade Area: Haldimand County - Cayuga
Total Household Population 18+: 2,194

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

% Comp 92.0 **Index** 105

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

% Comp 35.0 **Index** 72

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 23.1 **Index** 56

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

% Comp 46.0 **Index** 81

I am very comfortable sharing my personal info with retail companies

% Comp 20.0 **Index** 84

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Purchase Preference by Category

Trade Area: Haldimand County - Cayuga

Total Household Population 18+: 2,194

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)

Category	Trade Area	Benchmark
Automotive	22.0	20.1
Babies and children	11.0	12.9
Media	36.0	43.0
Clothing & Fashions	28.0	30.6
Home Electronics	38.0	41.8
Event tickets	46.0	50.3
Gift card/ cert.	25.1	33.1
Groceries	10.0	16.7
Beauty & Cosmetics	17.0	18.4
Home & Garden	16.1	24.4
Financial products	20.0	30.3
Office supplies	25.1	34.7
Pets	12.0	15.3
Pharma.	21.0	26.9
Sporting goods	17.0	24.2
Vacation/ travel	43.0	51.6
Food Home delivery svcs.	8.0	19.8
Wireless service providers	39.0	42.6
Insurance products	26.0	31.6
Online meal kits (e.g. Hello Fresh)	10.0	15.7
Govt. services	41.1	52.0

■ Trade Area   ■ Benchmark

Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.ca/Envision/About/1/2021)

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: Haldimand County - Cayuga

Total Household Population 18+: 2,194

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	67.0% Index:109	36.0% Index:98	10.0% Index:81	2.0% Index:63
Purchase preference	77.1% Index:102	28.0% Index:91	9.0% Index:92	1.0% Index:39
Customer Service	62.1% Index:101	18.0% Index:101	5.0% Index:87	20.0% Index:92

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.0%	3.0%	12.0%	10.0%	5.0%	1.0%
Benchmark	2.0%	4.5%	10.8%	9.5%	4.4%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home Electronics & Computers Deep Dive

Trade Area: Haldimand County - Cayuga

Total Household Population 18+: 2,194

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	54.0% Index:107	50.0% Index:91	11.0% Index: 71	4.0% Index: 49
Purchase preference	74.1% Index: 108	38.0% Index:91	7.0% Index:64	4.0% Index: 62
Customer Service	63.0% Index:112	20.1% Index:81	7.0% Index: 95	33.1% Index: 90

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	5.0%	8.0%	5.0%	6.0%	3.0%
Benchmark	4.3%	6.4%	6.2%	6.1%	6.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

24

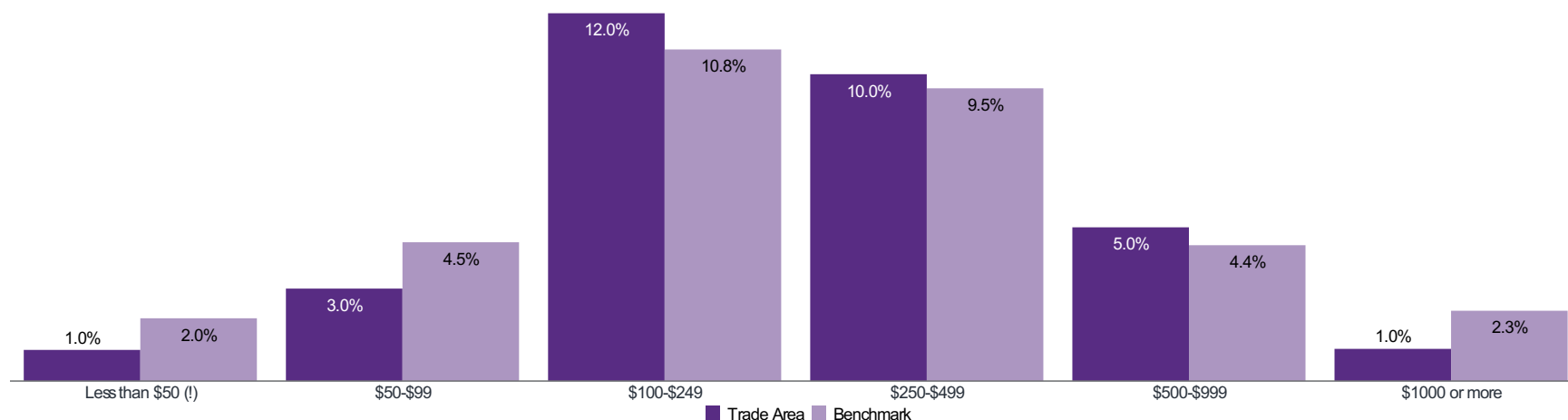# Opticks eShopper | Gift Cards Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Cayuga

Total Household Population 18+: 2,194

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	55.0% Index:115	28.1% Index:80	10.0% Index:91	4.0% Index:113
Purchase preference	74.0% Index:123	25.1% Index:76	3.0% Index:35	3.0% Index:97
Customer Service	49.0% Index:115	21.0% Index:102	6.0% Index:98	28.0% Index:101

AMOUNT SPENT [PST 12 MTHS]

Less than $50: Trade Area 0.0%, Benchmark 3.3%
$50-$99: Trade Area 5.0%, Benchmark 5.3%
$100-$249: Trade Area 8.0%, Benchmark 8.3%
$250-$499: Trade Area 0.0%, Benchmark 3.8%
$500 or more: Trade Area 0.0%, Benchmark 1.9%

■ Trade Area   ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

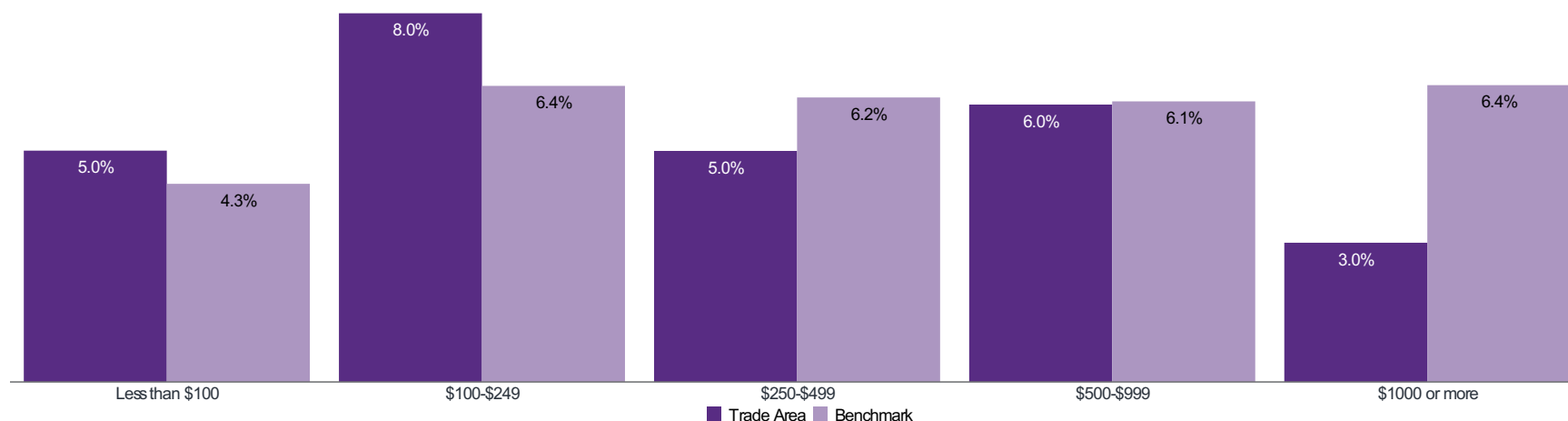# Opticks eShopper | Groceries Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Haldimand County - Cayuga

Total Household Population 18+: 2,194

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	75.0% Index:104	20.0% Index:81	6.1% Index:55	1.0% Index:37
Purchase preference	90.0% Index:108	10.0% Index:60	3.0% Index:48	1.0% Index:41
Customer Service	75.0% Index:107	10.0% Index:87	2.0% Index:50	20.0% Index:107

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99 (!)	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.0%	2.0%	1.0%	1.0%	1.0%	8.0%
Benchmark	1.6%	1.9%	3.8%	3.1%	3.0%	6.9%

■ Trade Area ■ Benchmark

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

Index Colours:	<80	80 - 110	110+

26

Opticks eShopper | Beauty & Cosmetics Deep Dive
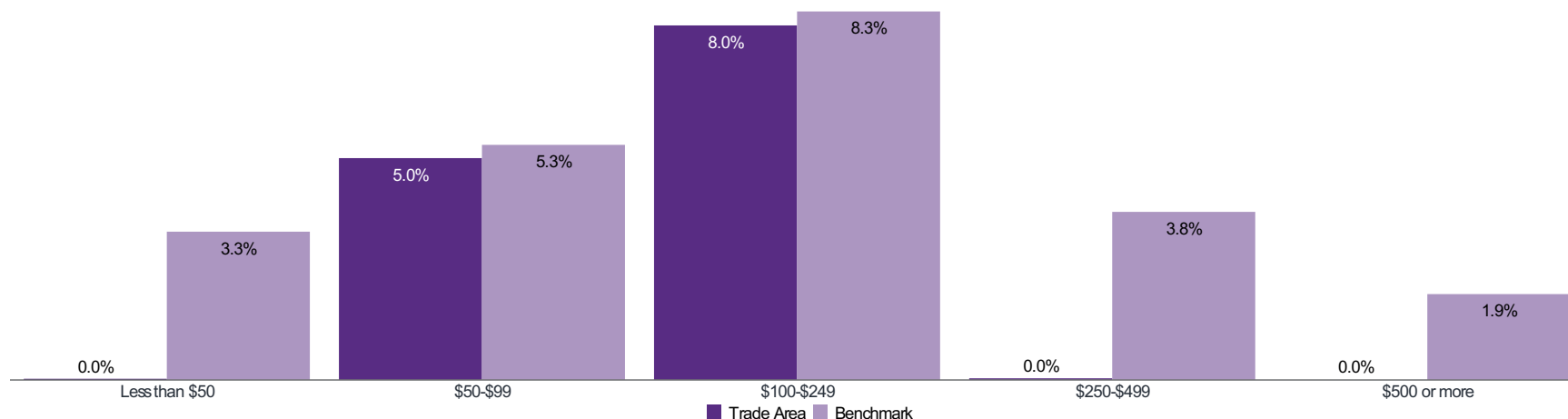
Trade Area: Haldimand County - Cayuga

Total Household Population 18+: 2,194

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	35.0% Index:99	20.0% Index:91	4.0% Index:50	1.0% Index:36
Purchase preference	47.0% Index:102	17.0% Index:92	3.0% Index:47	0.0% Index:1
Customer Service	37.0% Index:102	12.0% Index:96	4.0% Index:92	13.0% Index:89

AMOUNT SPENT [PST 12 MTHS]

Bar chart comparing Trade Area and Benchmark:

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	1.0%	5.0%	4.0%	2.0%	1.0%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
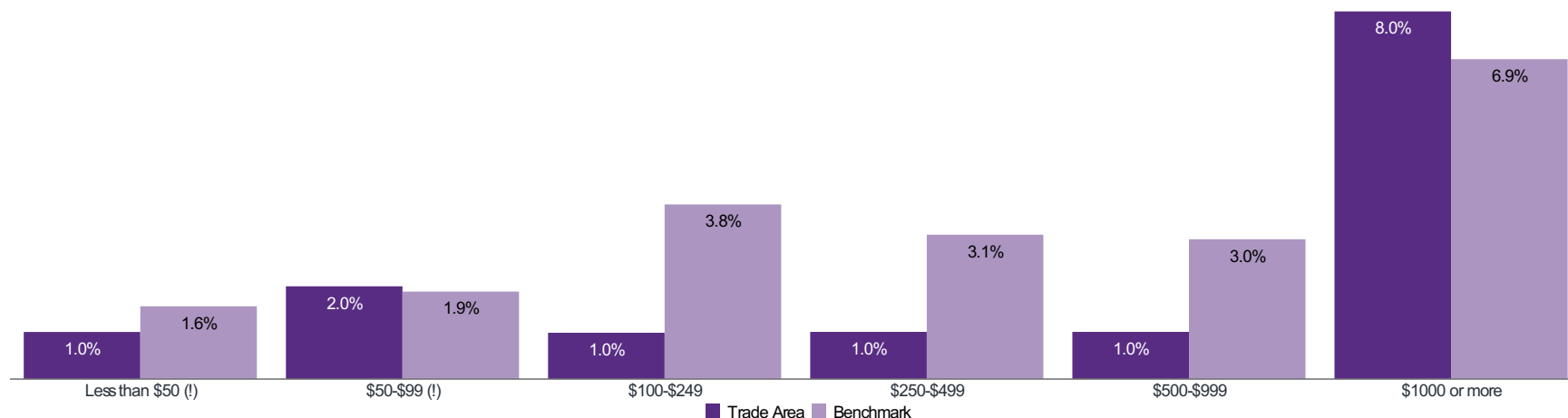ANALYTICS

Trade Area: Haldimand County - Cayuga

Total Household Population 18+: 2,194

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	60.1% Index:116	32.1% Index:85	11.0% Index:97	3.0% Index:52
Purchase preference	74.1% Index:109	16.1% Index:66	4.0% Index:58	0.0% Index:1
Customer Service	62.0% Index:115	16.0% Index:100	4.0% Index:84	19.1% Index:83

AMOUNT SPENT [PST 12 MTHS]
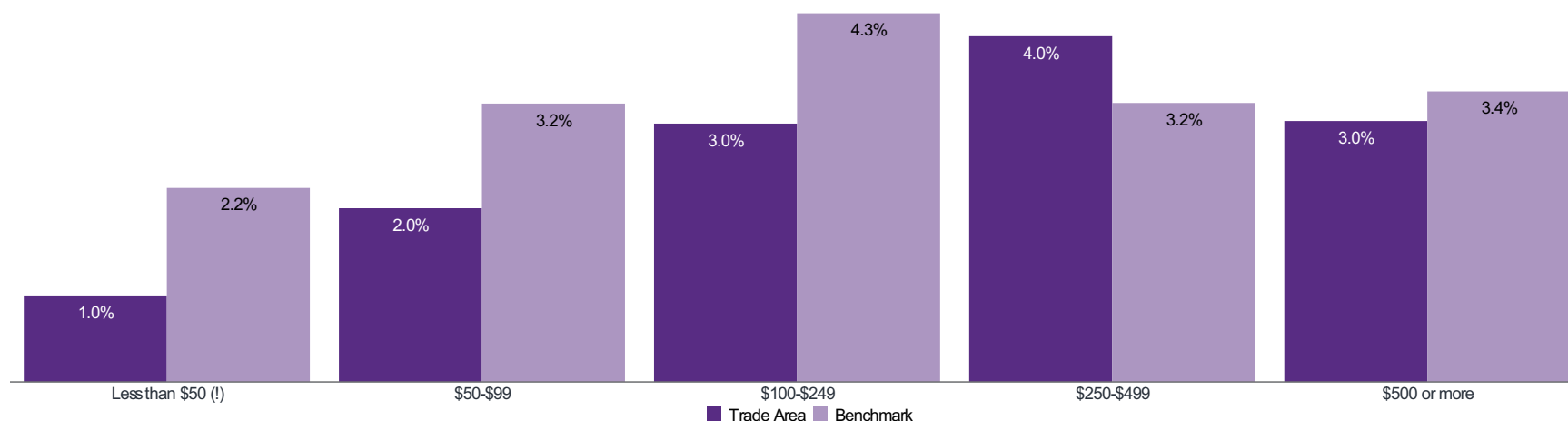
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.0%	2.0%	3.0%	4.0%	3.0%
Benchmark	2.2%	3.2%	4.3%	3.2%	3.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

28

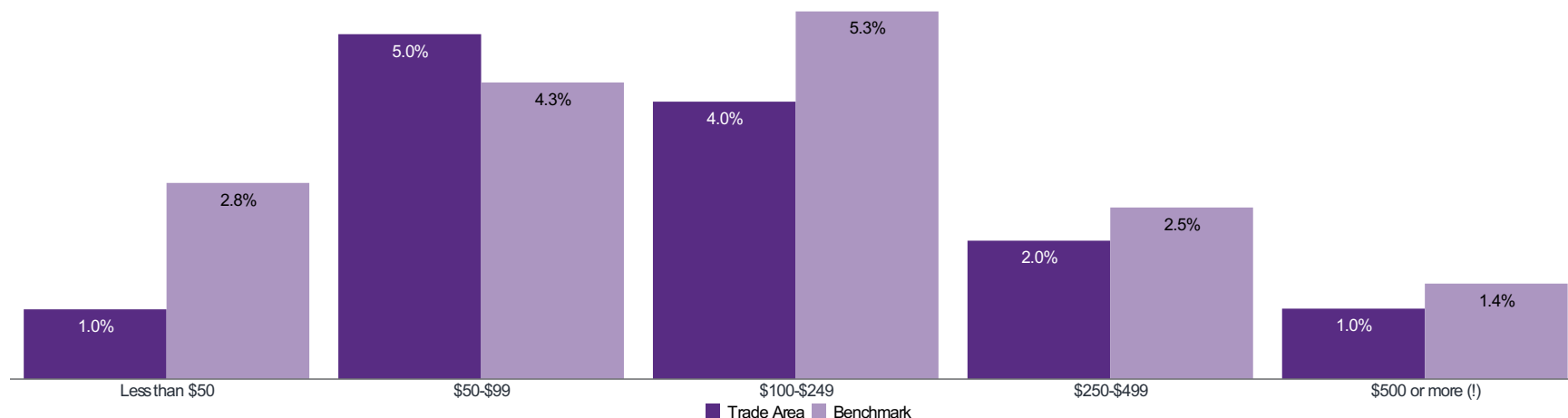# Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Haldimand County - Cayuga

Total Household Population 18+: 2,194

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	37.0% Index:95	22.1% Index:68	9.0% Index:86	0.0% Index:0
Purchase preference	52.0% Index:100	17.0% Index:70	10.0% Index:133	1.0% Index:33
Customer Service	39.0% Index:93	16.0% Index:106	7.0% Index:136	14.0% Index:69

AMOUNT SPENT [PST 12 MTHS]
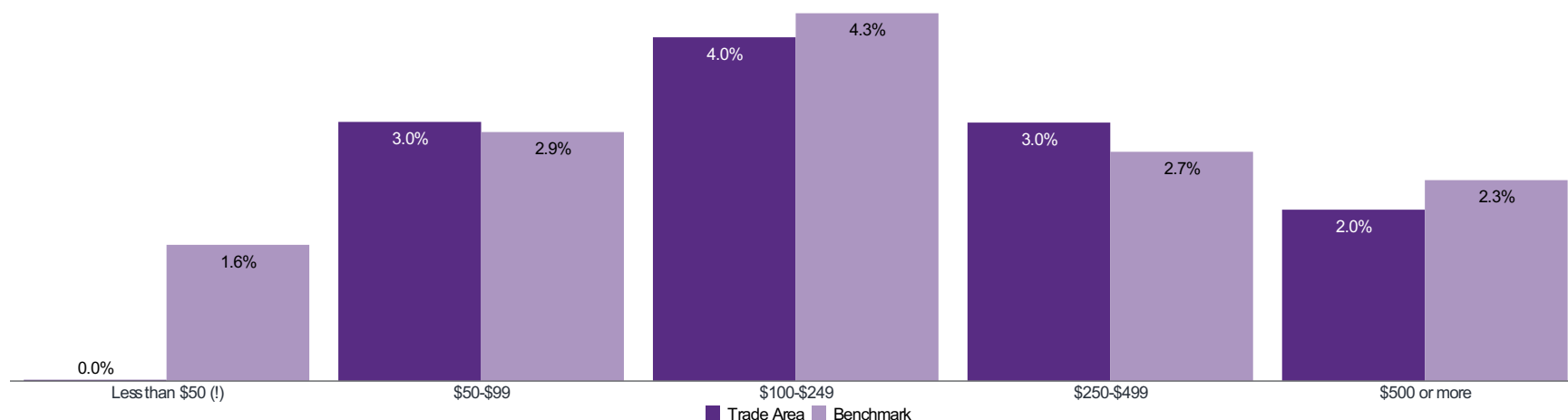
Less than $50 (!): Trade Area 0.0%, Benchmark 1.6%
$50-$99: Trade Area 3.0%, Benchmark 2.9%
$100-$249: Trade Area 4.0%, Benchmark 4.3%
$250-$499: Trade Area 3.0%, Benchmark 2.7%
$500 or more: Trade Area 2.0%, Benchmark 2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

(!) 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: Haldimand County - Cayuga

Total Household Population 18+: 2,194

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	28.0% Index:136	52.1% Index:90	12.0% Index:80	14.0% Index:87
Purchase preference	38.9% Index:135	43.0% Index:83	4.0% Index:53	9.1% Index:50
Customer Service	34.0% Index:117	26.0% Index:95	6.0% Index:86	41.1% Index:94

AMOUNT SPENT [PST 12 MTHS]
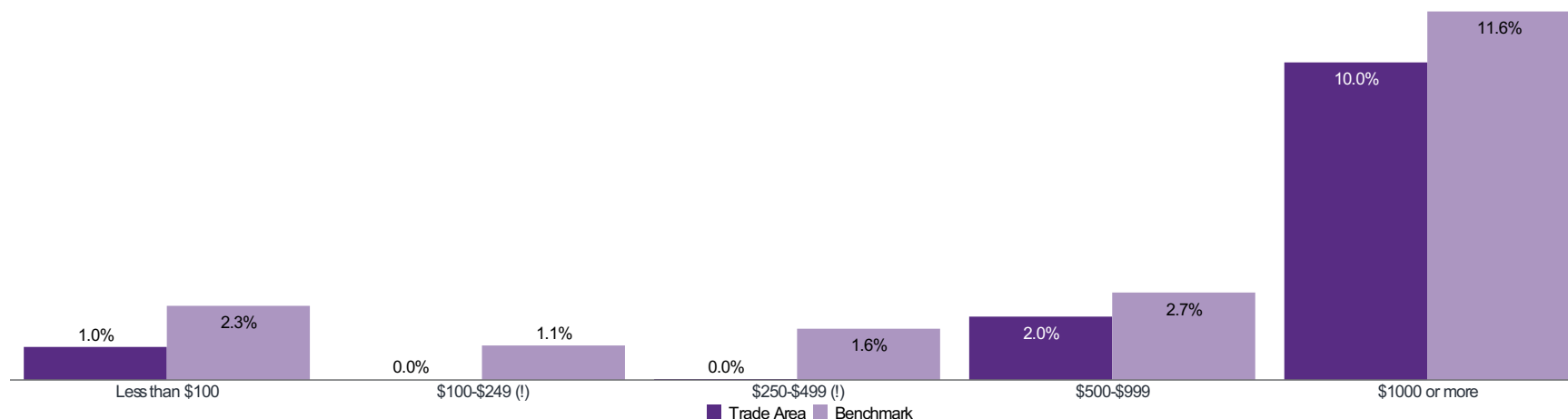
	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	1.0%	0.0%	0.0%	2.0%	10.0%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

(!) 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 - Cayuga

Households: 1,066

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock

61.6%
Index:**91**

Has high quality fresh produce

52.4%
Index:**88**

Has high quality meat department

48.4%
Index:**115**

Carries food/non-food items I need

32.5%
Index:**79**

Carries variety of items and services

31.3%
Index:**87**

Only store that carries what I want

21.5%
Index:**71**

Has special section for dietary needs

15.6%
Index:**126**

Has variety of freshly prep. foods/meals

10.6%
Index:**76**

Carries wide variety of ethnic prod.

7.6%
Index:**57**

Carries variety of organic prod. (!)

7.5%
Index:**66**

Carries selection of alcoholic bev. (^)

0.7%
Index:**19**

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Shopping Experience

Trade Area: Haldimand County - Cayuga   **Households:** 1,066

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me	Organized layout makes it easy to shop	Staff are friendly and knowledgeable
62.1%	44.2%	40.8%
Index:104	Index:106	Index:121

Short checkout lines/fast checkout	Easy to get in and get out quickly	I like the store ambiance
39.8%	39.6%	22.5%
Index:112	Index:92	Index:113

Has extended hours	Has self-checkout	Offers an online shopping option (!)
20.5%	10.0%	5.8%
Index:75	Index:73	Index:66

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Price and Promo

Trade Area: Haldimand County - Cayuga

Households: 1,066

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Store has great sales and promotions

69.8%
Index: **104**

Discover good value when shopping

66.4%
Index: **100**

Store has the lowest prices overall

62.0%
Index: **107**

Store has a customer loyalty card program

49.5%
Index: **100**

Has loyalty prog. app and offers pers. promos

25.4%
Index: **87**

I'm loyal to their store brands

23.7%
Index: **103**

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	44.1	40.2	0.0	110
Leave the store and buy it elsewhere	35.3	30.9	0.0	114
Purchase another brand	16.6	21.2	0.0	78
Purchase another size or variety of the same brand (!)	4.0	7.7	0.0	52

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

Main Street Visitors

2019 Haldimand County - Cayuga 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%	100,986	100%	0.52%	100	115,419	100%	0.60%	100	66,556	100%	0.34%	100	60,637	100%	0.31%	100	171,764	100%	0.89%	100
3525005	Hamilton, ON (C)	483,265	2.50%	18,548	18.37%	3.84%	734	21,220	18.39%	4.39%	734	9,763	14.67%	2.02%	586	8,851	14.60%	1.83%	583	29,903	17.41%	6.19%	695
3528018	Haldimand County, ON (CY)	41,702	0.22%	16,306	16.15%	39.10%	7474	17,319	15.01%	41.53%	6946	15,333	23.04%	36.77%	10664	14,100	23.25%	33.81%	10763	21,586	12.57%	51.76%	5817
3528052	Norfolk County, ON (CY)	57,999	0.30%	8,458	8.38%	14.58%	2787	8,918	7.73%	15.38%	2572	7,830	11.76%	13.50%	3915	8,592	14.17%	14.81%	4716	14,439	8.41%	24.90%	2798
3526053	St. Catharines, ON (CY)	118,411	0.61%	3,692	3.66%	3.12%	596	5,710	4.95%	4.82%	806	2,543	3.82%	2.15%	623	2,045	3.37%	1.73%	550	7,679	4.47%	6.48%	729
3526032	Welland, ON (CY)	47,953	0.25%	4,179	4.14%	8.71%	1666	4,992	4.33%	10.41%	1741	3,257	4.89%	6.79%	1970	2,375	3.92%	4.95%	1577	7,384	4.30%	15.40%	1731
3520005	Toronto, ON (C)	2,568,898	13.31%	3,910	3.87%	0.15%	29	3,922	3.40%	0.15%	26	1,117	1.68%	0.04%	13	1,099	1.81%	0.04%	14	5,715	3.33%	0.22%	25
3526043	Niagara Falls, ON (CY)	79,204	0.41%	2,602	2.58%	3.29%	628	3,343	2.90%	4.22%	706	1,585	2.38%	2.00%	581	1,327	2.19%	1.68%	533	4,648	2.71%	5.87%	659
3529006	Brantford, ON (CY)	85,464	0.44%	2,764	2.74%	3.23%	618	2,507	2.17%	2.93%	491	1,760	2.64%	2.06%	597	1,511	2.49%	1.77%	563	4,647	2.71%	5.44%	611
3526021	West Lincoln, ON (TP)	12,323	0.06%	2,155	2.13%	17.49%	3342	2,266	1.96%	18.38%	3075	1,798	2.70%	14.59%	4231	1,740	2.87%	14.12%	4494	3,648	2.12%	29.61%	3327
3539036	London, ON (CY)	349,526	1.81%	1,432	1.42%	0.41%	78	1,744	1.51%	0.50%	83	1,289	1.94%	0.37%	107	911	1.50%	0.26%	83	3,361	1.96%	0.96%	108

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2019 Haldimand County - Cayuga 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
2,274	1,675	73.6	1,875	82.5	1,845	81.1	1,435	63.1	1,891	83.2

2019 Haldimand County - Cayuga 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	173,931	1,891	1.1	172,040	98.9

ENVIRONICS
ANALYTICS

2020 Haldimand County - Cayuga 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%	65,100	100%	0.34%	100	99,327	100%	0.51%	100	73,520	100%	0.38%	100	54,212	100%	0.28%	100	148,991	100%	0.77%	100
3525005	Hamilton, ON (C)	483,265	2.50%	13,044	20.04%	2.70%	800	19,029	19.16%	3.94%	765	13,502	18.37%	2.79%	734	7,390	13.63%	1.53%	544	28,050	18.83%	5.80%	752
3528018	Haldimand County, ON (CY)	41,702	0.22%	15,896	24.42%	38.12%	11303	18,733	18.86%	44.92%	8730	17,976	24.45%	43.11%	11318	15,407	28.42%	36.95%	13155	23,448	15.74%	56.23%	7285
3528052	Norfolk County, ON (CY)	57,999	0.30%	5,269	8.09%	9.08%	2693	7,495	7.55%	12.92%	2511	6,684	9.09%	11.52%	3026	6,286	11.60%	10.84%	3859	12,374	8.31%	21.34%	2764
3526053	St. Catharines, ON (CY)	118,411	0.61%	2,685	4.13%	2.27%	672	5,029	5.06%	4.25%	825	3,585	4.88%	3.03%	795	1,884	3.48%	1.59%	567	7,255	4.87%	6.13%	794
3526032	Welland, ON (CY)	47,953	0.25%	2,999	4.61%	6.26%	1855	4,129	4.16%	8.61%	1673	3,184	4.33%	6.64%	1743	2,438	4.50%	5.08%	1811	6,901	4.63%	14.39%	1865
3520005	Toronto, ON (C)	2,568,898	13.31%	1,719	2.64%	0.07%	20	4,287	4.32%	0.17%	32	1,600	2.18%	0.06%	16	661	1.22%	0.03%	9	5,558	3.73%	0.22%	28
3526043	Niagara Falls, ON (CY)	79,204	0.41%	1,798	2.76%	2.27%	673	2,430	2.45%	3.07%	596	1,907	2.59%	2.41%	632	1,159	2.14%	1.46%	521	4,463	3.00%	5.63%	730
3524002	Burlington, ON (CY)	163,747	0.85%	1,290	1.98%	0.79%	234	2,448	2.46%	1.49%	291	1,311	1.78%	0.80%	210	1,031	1.90%	0.63%	224	3,628	2.44%	2.22%	287
3529006	Brantford, ON (CY)	85,464	0.44%	1,404	2.16%	1.64%	487	2,223	2.24%	2.60%	505	1,696	2.31%	1.98%	521	1,115	2.06%	1.30%	464	3,565	2.39%	4.17%	540
3526021	West Lincoln, ON (TP)	12,323	0.06%	1,818	2.79%	14.75%	4373	2,055	2.07%	16.68%	3241	1,583	2.15%	12.85%	3373	1,443	2.66%	11.71%	4171	3,296	2.21%	26.75%	3466

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2020 Haldimand County - Cayuga 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
2,274	1,524	67.0	1,563	68.7	1,909	84.0	1,394	61.3	2,009	88.4

2020 Haldimand County - Cayuga 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 2020	149,911	2,009	1.3	147,902	98.7

ENVIRONICS
ANALYTICS

2021 Haldimand County - Cayuga 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%	62,010	100%	0.32%	100	126,697	100%	0.66%	100	90,488	100%	0.47%	100	65,003	100%	0.34%	100	170,285	100%	0.88%	100
3525005	Hamilton, ON (C)	483,265	2.50%	12,661	20.42%	2.62%	816	21,496	16.97%	4.45%	678	14,542	16.07%	3.01%	642	10,805	16.62%	2.24%	664	31,650	18.59%	6.55%	742
3528018	Haldimand County, ON (CY)	41,702	0.22%	17,122	27.61%	41.06%	12781	19,845	15.66%	47.59%	7250	19,717	21.79%	47.28%	10086	19,071	29.34%	45.73%	13580	23,813	13.98%	57.10%	6473
3528052	Norfolk County, ON (CY)	57,999	0.30%	5,663	9.13%	9.76%	3039	13,485	10.64%	23.25%	3542	12,254	13.54%	21.13%	4507	6,105	9.39%	10.53%	3126	18,241	10.71%	31.45%	3565
3526032	Welland, ON (CY)	47,953	0.25%	2,515	4.06%	5.24%	1633	4,321	3.41%	9.01%	1373	3,800	4.20%	7.92%	1690	2,308	3.55%	4.81%	1429	6,619	3.89%	13.80%	1565
3526053	St. Catharines, ON (CY)	118,411	0.61%	1,733	2.80%	1.46%	456	4,163	3.29%	3.52%	536	4,119	4.55%	3.48%	742	2,820	4.34%	2.38%	707	6,498	3.82%	5.49%	622
3520005	Toronto, ON (C)	2,568,898	13.31%	1,291	2.08%	0.05%	16	5,028	3.97%	0.20%	30	1,464	1.62%	0.06%	12	1,157	1.78%	0.05%	13	5,638	3.31%	0.22%	25
3521005	Mississauga, ON (CY)	642,951	3.33%	1,374	2.22%	0.21%	67	3,726	2.94%	0.58%	88	1,642	1.81%	0.26%	54	510	0.78%	0.08%	24	4,285	2.52%	0.67%	76
3526043	Niagara Falls, ON (CY)	79,204	0.41%	1,044	1.68%	1.32%	410	3,131	2.47%	3.95%	602	1,339	1.48%	1.69%	361	1,196	1.84%	1.51%	448	4,061	2.38%	5.13%	581
3529006	Brantford, ON (CY)	85,464	0.44%	1,697	2.74%	1.99%	618	2,400	1.89%	2.81%	428	899	0.99%	1.05%	224	1,361	2.09%	1.59%	473	3,845	2.26%	4.50%	510
3524002	Burlington, ON (CY)	163,747	0.85%	1,178	1.90%	0.72%	224	2,582	2.04%	1.58%	240	1,745	1.93%	1.07%	227	953	1.47%	0.58%	173	3,811	2.24%	2.33%	264

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2021 Haldimand County - Cayuga 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
2,274	1,262	55.5	1,604	70.5	1,558	68.5	1,675	73.6	1,667	73.3

2021 Haldimand County - Cayuga 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	172,154	1,667	1.0	170,486	99.0

Customers: Haldimand County Cayuga - FY 2021: Sum_Unique_Visitors

Total Customers: 158,370

Top 5 segments represent 36.7% of customers in Southern Ontario

33 NEW COUNTRY

R1 UPPER-MIDDLE RURAL **MIDDLE-AGE FAMILIES F3**

Middle-aged, middle-income rural couples and families
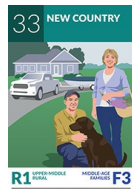
Rank:	1
Customers:	16,522
Customers %:	10.43
% in Benchmark:	2.74
Index:	381

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.

43 HAPPY MEDIUM

S5 MIDDLE-CLASS SUBURBIA **MIDDLE-AGE FAMILIES F3**

Suburban, middle-income couples and families

Rank:	2
Customers:	12,526
Customers %:	7.91
% in Benchmark:	2.51
Index:	315

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 snowboarding, 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.

19 FAMILY MODE

S3 UPPER-MIDDLE SUBURBAN **MIDDLE-AGE FAMILIES F3**

Suburban, upscale middle-aged families

Rank:	3
Customers:	11,033
Customers %:	6.97
% in Benchmark:	4.68
Index:	149

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.

26 COUNTRY TRADITIONS

R1 UPPER-MIDDLE RURAL **MIDDLE-AGE FAMILIES F3**

Rural, upper-middle-income couples and families

Rank:	4
Customers:	9,058
Customers %:	5.72
% in Benchmark:	4.89
Index:	117

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).

23 MID-CITY MELLOW

U2 URBAN OLDER **OLDER FAMILIES & EMPTY NESTS M1**

Older and mature city homeowners

Rank:	5
Customers:	8,958
Customers %:	5.66
% in Benchmark:	4.63
Index:	122

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, Portugese, 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).

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+