Community Profile: Haldimand County – Dunnville

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

Table of Contents

Haldimand County - Dunnville
Main Street Boundary and Trade Area

Main St W

Broad St W

Broad St E

N Sh

Rainham Rd

3

0   0.3   0.6 km

0   0.2   0.4 mi

15 - Min Walk Time

Main Street Boundary

2022-01-12 12:43 PM
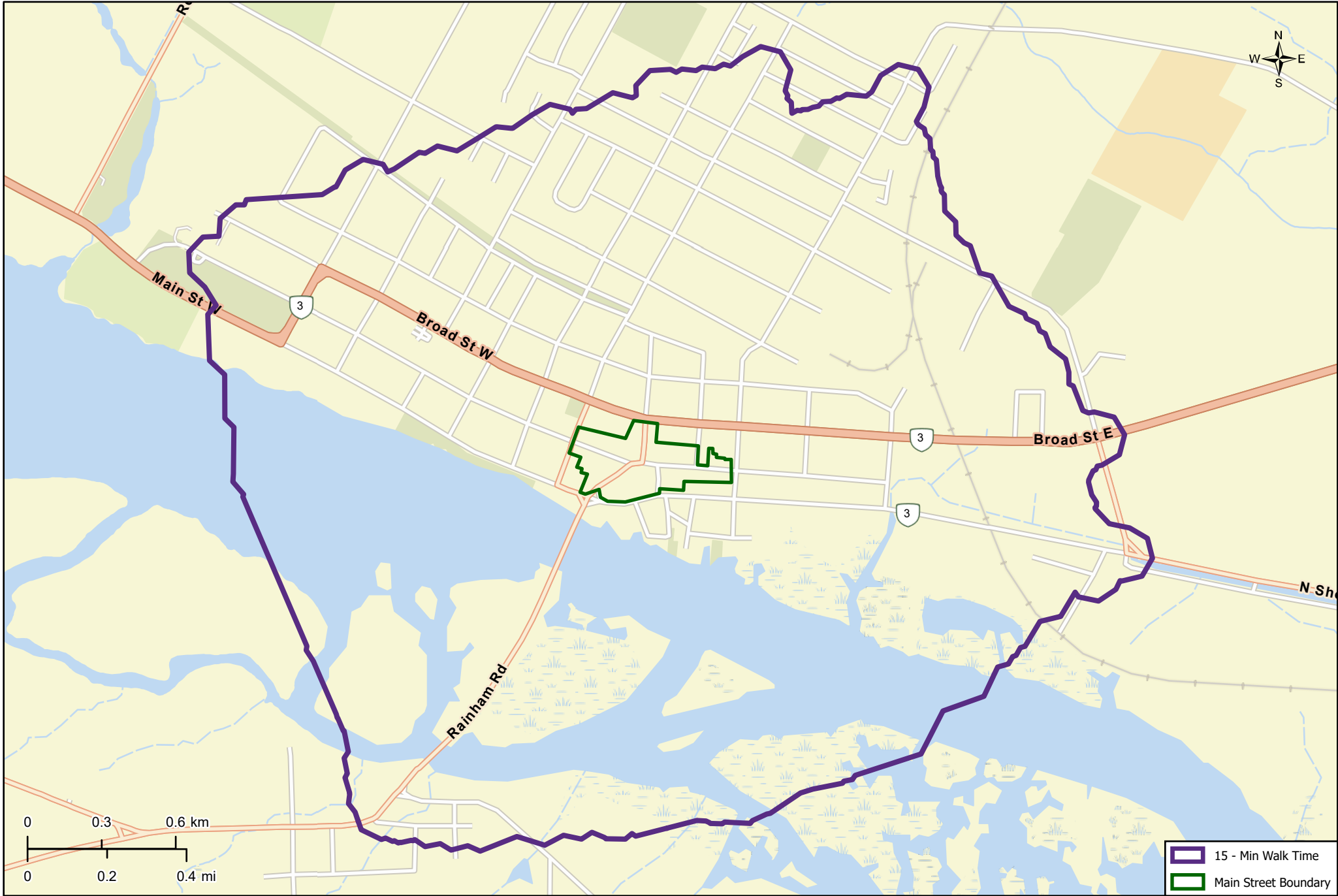
Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS ANALYTICS

Trade Area: Haldimand County - Dunnville

POPULATION
5,435
HOUSEHOLDS
2,329

MEDIAN MAINTAINER AGE
57
Index:104

MARITAL STATUS
54.6%
Index: 94

Married/Common-Law

FAMILY STATUS*
21.1%
Index:133

Total Lone-Parent Families

HOUSEHOLD SIZE

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
Trade Area	35%	36%	13%	10%	6%
Benchmark	24%	33%	16%	17%	10%
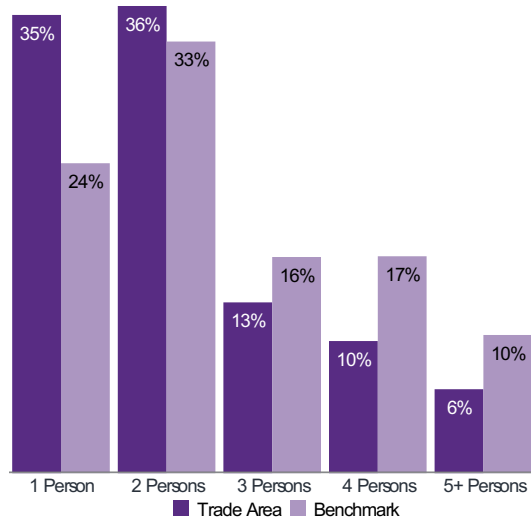
POPULATION BY AGE

	Count	%	Index
0 to 4	308	5.7	112
5 to 9	333	6.1	114
10 to 14	292	5.4	95
15 to 19	280	5.2	87
20 to 24	285	5.2	79
25 to 29	324	6.0	85
30 to 34	343	6.3	95
35 to 39	302	5.6	86
40 to 44	283	5.2	84
45 to 49	300	5.5	88
50 to 54	345	6.3	97
55 to 59	382	7.0	97
60 to 64	392	7.2	107
65 to 69	376	6.9	122
70 to 74	311	5.7	120
75 to 79	237	4.4	132
80 to 84	168	3.1	142
85+	174	3.2	145

AGE OF CHILDREN AT HOME
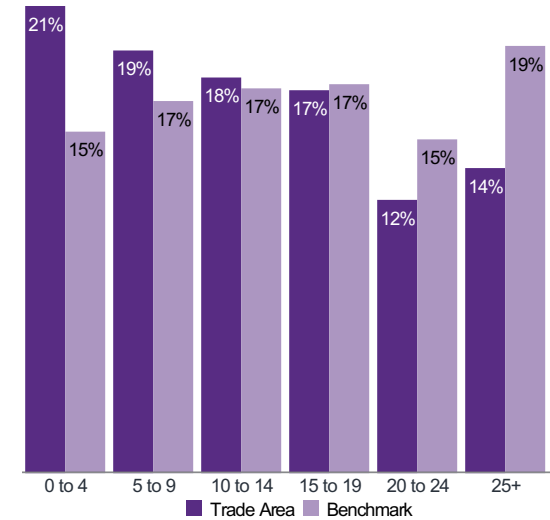
	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25+
Trade Area	21%	19%	18%	17%	12%	14%
Benchmark	15%	17%	17%	17%	15%	19%

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Dunnville

Population: 5,435 | **Households:** 2,329

TENURE

Rented 36.2%
Owned 63.8%
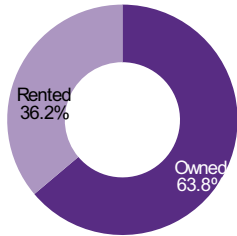
STRUCTURE TYPE

76.1%
Index:98
Houses

23.7%
Index:108
Apartments

AGE OF HOUSING*

60+ Years Old

% Comp:50.8   Index: 246

AVERAGE HOUSEHOLD INCOME

$71,701

Index:62

HOUSEHOLD INCOME DISTRIBUTION
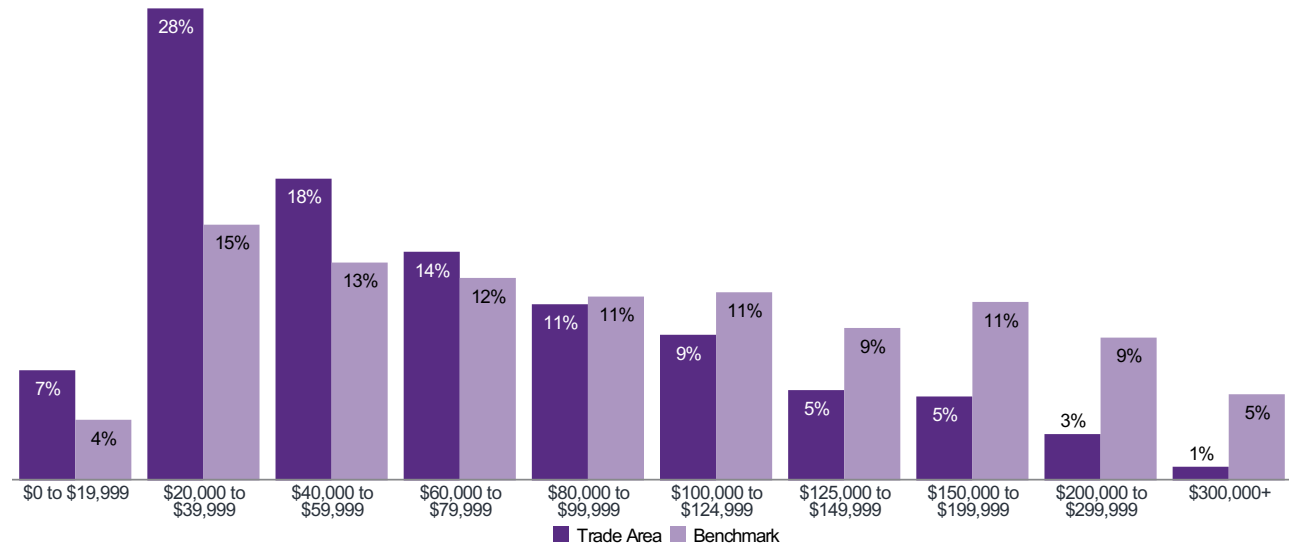
Income Range	Trade Area	Benchmark
$0 to $19,999	7%	4%
$20,000 to $39,999	28%	15%
$40,000 to $59,999	18%	13%
$60,000 to $79,999	14%	12%
$80,000 to $99,999	11%	11%
$100,000 to $124,999	9%	11%
$125,000 to $149,999	5%	9%
$150,000 to $199,999	5%	11%
$200,000 to $299,999	3%	9%
$300,000+	1%	5%

■ Trade Area ■ Benchmark

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

4

Demographics | Education & Employment

Trade Area: Haldimand County - Dunnville

Population: 5,435 | **Households:** 2,329

EDUCATION

7.8%
Index:29

University Degree

LABOUR FORCE PARTICIPATION

55.3%
Index:85

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

30.7%
Index:84

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

3.8%
Index:193

Travel to work by**Walking**

EDUCATIONAL ATTAINMENT
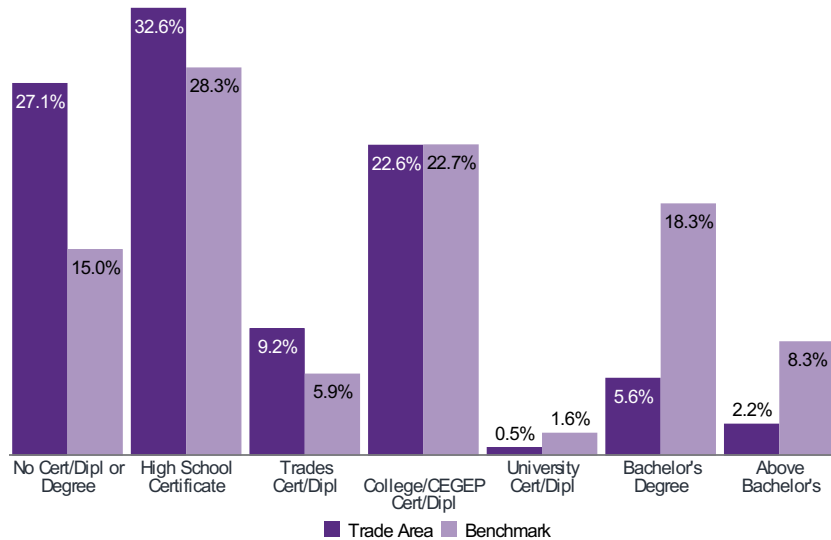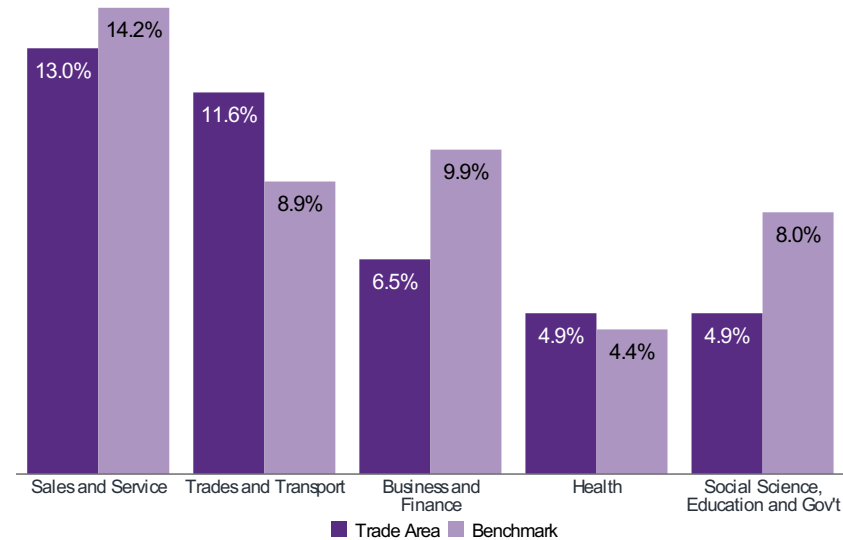
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	27.1%	15.0%
High School Certificate	32.6%	28.3%
Trades Cert/Dipl	9.2%	5.9%
College/CEGEP Cert/Dipl	22.6%	22.7%
University Cert/Dipl	0.5%	1.6%
Bachelor's Degree	5.6%	18.3%
Above Bachelor's	2.2%	8.3%

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	13.0%	14.2%
Trades and Transport	11.6%	8.9%
Business and Finance	6.5%	9.9%
Health	4.9%	4.4%
Social Science, Education and Gov't	4.9%	8.0%

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Haldimand County - Dunnville

Population: 5,435 | **Households:** 2,329

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
3.5%	2.0%	0.0%	9.2%	Before 2001
Index:148	Index:7	Index:1	Index:35	7.4% Index:53
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

Black: 0.6% (Trade Area), 4.5% (Benchmark)
South Asian: 0.6% (Trade Area), 9.9% (Benchmark)
Chinese: 0.3% (Trade Area), 5.1% (Benchmark)
SE Asian: 0.2% (Trade Area), 0.9% (Benchmark)
Latin American: 0.1% (Trade Area), 1.3% (Benchmark)

■ Trade Area ■ Benchmark
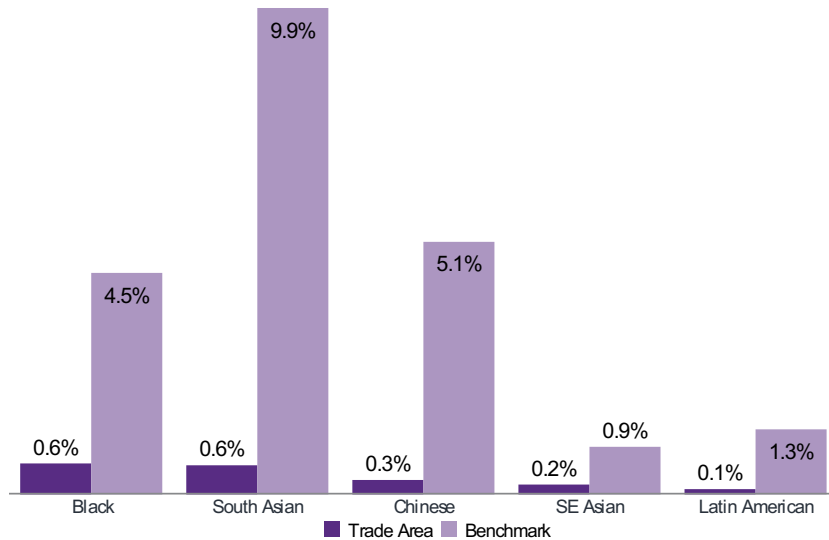
LANGUAGES SPOKEN AT HOME: TOP 5**
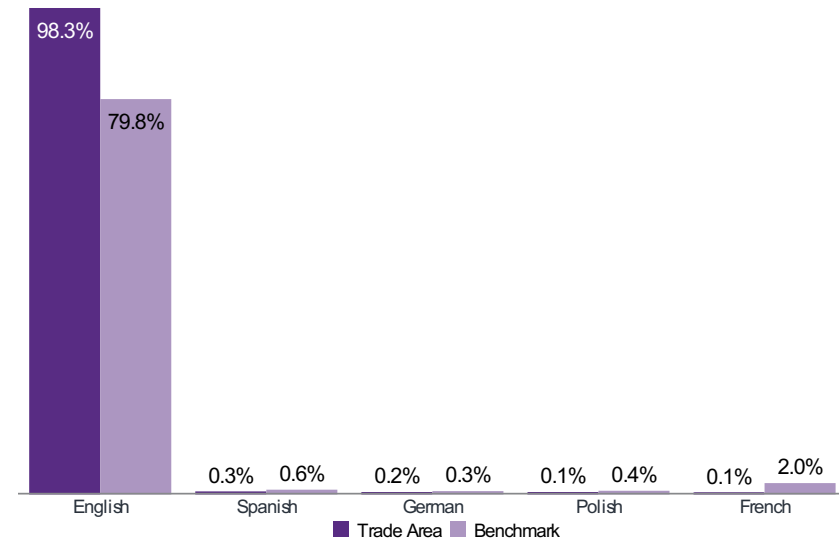
English: 98.3% (Trade Area), 79.8% (Benchmark)
Spanish: 0.3% (Trade Area), 0.6% (Benchmark)
German: 0.2% (Trade Area), 0.3% (Benchmark)
Polish: 0.1% (Trade Area), 0.4% (Benchmark)
French: 0.1% (Trade Area), 2.0% (Benchmark)

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+

6

Top 5 segments represent 66.6% of households in Haldimand County - Dunnville
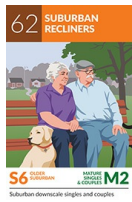
62 SUBURBAN RECLINERS		
Rank:	1
Hhlds:	582
Hhld %:	24.99
% in Benchmark:	2.12
Index:	1,178

S6 OLDER SUBURBAN / MATURE SINGLES & COUPLES M2
Suburban downscale singles and couples

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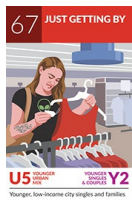s are over 65 years old, and one in ten members is widowed. With many now retired, residents get by on income supplemented by pensions and government transfers. Those still in the workforce have low-paying jobs in accommodation and food services. But their downscale incomes go far in their neighbourhoods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

67 JUST GETTING BY		
Rank:	2
Hhlds:	372
Hhld %:	15.98
% in Benchmark:	3.49
Index:	458

U5 YOUNGER URBAN MIX / YOUNGER SINGLES & COUPLES Y2
Younger, low-income city singles and families

The most economically challenged of all segments, Just Getting By is home to younger, low-income singles and single-parent families located in large cities like London, St. Catharines, Windsor and Halifax. In their dense neighbourhoods, nearly 45 percent of maintainers are under 45 years old. More than half are single, divorced or separated, and over a third are lone-parent families, typically with younger children. Residents tend to be third-plus-generation Canadians with low education levels and low-level jobs in sales, the services, trades and manufacturing. Most households can only afford to rent units in older low-rise apartment buildings or own inexpensive single-detached houses. But being young and mobile has its advantages: more than half moved in the past five years with the hope of climbing the socioeconomic ladder. Surveys show a desire to improve their prospects in the popularity of online courses and management training programs. Without deep pockets, they engage in low-cost activities like going to parks, city gardens and auto shows. In this segment, budget-conscious residents score high for the value Importance of Price.
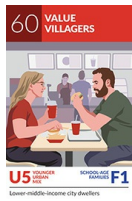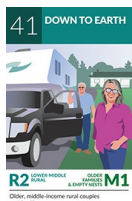
60 VALUE VILLAGERS		
Rank:	3
Hhlds:	231
Hhld %:	9.93
% in Benchmark:	2.72
Index:	364

U5 YOUNGER URBAN MIX / SCHOOL-AGE FAMILIES F1
Lower-middle-income city dwellers

Value Villagers is a working-class group found typically in the older, industrial neighbourhoods of midsize cities. The households consist of an eclectic mélange of singles, couples and lone-parent families, maintainers of almost any age, and residents with educations ranging from grade 9 to college. In many ways, Value Villagers is a microcosm of Canada, with residents' marital status, household size and mobility rates all reflecting national averages. Even the average ages of adults and children here match national figures. But the Value Villagers version of Canadian life is decidedly modest. Most adults earn lower-middle incomes from blue-collar and service sector jobs, typically in manufacturing, sales or the trades. Over half the housing stock was built before 1960, and residents typically live in single-detached houses that are valued at half the national average. Value Villagers members relish life's simple pleasures, like carnivals, community theatres and parks. And when the mood strikes, they'll play a friendly game of golf, attend an auto race or visit an art gallery. These third-plus-generation Canadians express a belief in the Canadian government and those in positions of power (Obedience to Authority).

33 NEW COUNTRY		
Rank:	4
Hhlds:	194
Hhld %:	8.33
% in Benchmark:	2.74
Index:	304

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

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		
Rank:	5
Hhlds:	172
Hhld %:	7.37
% in Benchmark:	3.11
Index:	237

R2 LOWER MIDDLE RURAL / OLDER FAMILIES & EMPTY NESTS M1
Older, middle-income rural couples and families

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.

Psychographics | SocialValues Overview

ENVIRONICS ANALYTICS

Trade Area: Haldimand County - Dunnville

⬆ Strong Values

Values	Index
Attraction to Nature	124
Obedience to Authority	124
Utilitarian Consumerism	122
Confidence in Small Business	121
Parochialism	119
Ethical Consumerism	118
Fulfilment Through Work	116
Financial Concern Regarding the Future	115
Aversion to Complexity	114
Need for Escape	111

⬇ Weak Values

Values	Index
Ostentatious Consumption	68
Status via Home	71
Need for Status Recognition	75
Attraction For Crowds	76
Pursuit of Novelty	77
Enthusiasm for Technology	78
Vitality	79
Consumptivity	80
Importance of Aesthetics	80
Advertising as Stimulus	81

⭐ 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.

Obedience to Authority

A belief in playing by the rules. The belief that persons or organizations in positions of authority should be deferred to at all times. A belief that there are rules in society and everyone should follow them. The feeling that young people in particular should be taught to obey authority rather than question it.

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

Ostentatious Consumption

Desire to impress others and express one's social standing through the display of objects that symbolize affluence.

Status via Home

Feeling a strong sense that one's home represents an extension of one's image. People strongest on this construct make great efforts to decorate and equip their homes in a manner that will impress others, and pay particular attention to the way they entertain in the home.

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".

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: Haldimand County - Dunnville

WealthScapes Households: 2,314

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 71,841	$ 60,663	$ 41,948	$ 1,995
Index: 62	Index: 66	Index: 65	Index: 56

WEALTH* | ASSETS*

Net Worth
% Holders
99.3% Index: 100
Balance
$348,687
Index: 47

Savings
% Holders
93.2% Index: 98
Balance
$37,454
Index: 49

Investments
% Holders
48.1% Index: 80
Balance
$161,981
Index: 48

Unlisted Shares
% Holders
8.2% Index: 66
Balance
$112,418
Index: 35

Real Estate
% Holders
66.3% Index: 87
Balance
$469,752
Index: 63

Liquid Assets
% Holders
95.8% Index: 98
Balance
$138,118
Index: 42

DEBT*

Consumer Debt
% Holders
89.2% Index: 98
Balance
$42,038
Index: 63

Mortgage Debt
% Holders
39.9% Index: 86
Balance
$173,164
Index: 58

FINANCIAL RATIO

Debt:Asset
% Holders
0.24% Index: 111

Benchmark: Southern Ontario

% Holders represent where customers are found.

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

Index Colours:	<80	80 - 110	110+

Financial | WealthScapes - Ratios

Trade Area: Haldimand County - Dunnville

WealthScapes Households: 2,314

FINANCIAL RATIOS*

	Debt: Asset	Debt: Liquid Assets	Consumer Debt - Discr. Income	Savings - Investments
	0.24	0.81	0.89	0.70
	Index: 111	Index: 132	Index: 96	Index: 116

Pension - Non-Pension Assets	Real Estate Assets - Liq. Assets	Mortgage - Real Estate Assets	Mortgage - Consumer Debt
1.93	2.35	0.22	1.84
Index: 880	Index: 134	Index: 91	Index: 80

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Haldimand County - Dunnville

Households: 2,329

Total Aggregate Current Consumption: $122,480,353

Average Current Consumption	Average Household Income	Average Disposable Income
$52,589	$69,832	$58,648
Index: 64	Index: 61	Index: 65

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$13,366	25.4%
Index 64	Index 99

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$9,348	17.8%
Index 73	Index 114

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$8,792	16.7%
Index 64	Index 99

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$3,731	7.1%
Index 65	Index 101

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$3,600	6.8%
Index 66	Index 102

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$2,838	5.4%
Index 59	Index 92

Tobacco and Alcohol
Avg. Dollars/Household	Pct. of Total Expenditure
$2,419	4.6%
Index 68	Index 106

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$2,273	4.3%
Index 57	Index 89

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$2,071	3.9%
Index 63	Index 97

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 - Dunnville

Households: 2,329

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$69,832	$9,348	$2,688	$6,660
Index: 61	Index 73	Index 67	Index 76

Total Aggregate Food Expenditure: $ 21,771,170

Bakery
Avg. Dollars/Household	Pct. of Total Expenditure
$701	10.5%
Index 80	Index 106

Cereal Products
Avg. Dollars/Household	Pct. of Total Expenditure
$414	6.2%
Index 81	Index 107

Fruit and nuts
Avg. Dollars/Household	Pct. of Total Expenditure
$789	11.9%
Index 72	Index 95

Vegetables
Avg. Dollars/Household	Pct. of Total Expenditure
$661	9.9%
Index 71	Index 94

Dairy products & Eggs
Avg. Dollars/Household	Pct. of Total Expenditure
$1,022	15.3%
Index 80	Index 105

Meat
Avg. Dollars/Household	Pct. of Total Expenditure
$1,225	18.4%
Index 78	Index 102

Fish & Seafood
Avg. Dollars/Household	Pct. of Total Expenditure
$166	2.5%
Index 57	Index 75

Beverages & Other Food
Avg. Dollars/Household	Pct. of Total Expenditure
$1,682	25.3%
Index 76	Index 100

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+

13

Post COVID-19 Activities

Behavioural-Vividata | Post COVID-19

ENVIRONICS ANALYTICS

Trade Area: Haldimand County - Dunnville

Household Population 14+: 4,430

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	8.2	11.0	75
Going to restaurants, bars or night clubs	54.1	55.1	98
Having physical Contact with family and friends	60.5	57.7	105
Participating in group activities	37.5	38.7	97
Partying	12.5	15.8	80
Seeing family and friends in person	65.9	62.8	105
Entertainment			
Attending events, festivals or concerts	40.8	42.9	95
Attending sports events (excludes professional sports)	16.5	18.2	91
Attending to professional sports events or games	23.0	25.4	90
Going to the movies	40.2	45.7	88
Movement & Travel			
Driving more	15.5	16.1	96
Shopping in-store	40.3	42.9	94
Spending time outdoors	30.2	32.5	93
Travelling outside of Canada/ abroad	43.6	53.2	82
Travelling within Canada	48.9	49.9	98
Using public transit	7.2	13.7	53
Personal			
Getting back to old habits	32.0	36.2	88
Going to a salon, barber shop or spa	31.3	33.7	93
Going to the gym	18.2	22.6	81
Education/Work			
Children going back to school	16.0	20.3	79
Going back to work	13.0	17.6	74
Other			
Not Stated	0.2	0.6	38

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 - Dunnville

Household Population 14+: 4,430

RADIO
Listeners: 79.5%
Index: 98

7.6 Hours/Week*
Index: 103

Top Formats

	Trade Area	Benchmark
Traditional Country	18.0%	11.4%
New Country	25.2%	18.8%
Album Rock/Classic Rock	53.3%	44.0%

TELEVISION
Viewers: 92.2%
Index: 97

22.7 Hours/Week*
Index: 109

Top Program Types

	Trade Area	Benchmark
Variety/Specials	28.8%	25.7%
Paranormal	24.0%	21.9%
Suspense/Crime Dramas	53.1%	49.5%

NEWSPAPER
Readers: 20.4%
Index: 97

0.4 Hours/Week*
Index: 58

Top Sections Read

	Trade Area	Benchmark
Home or Real Estate	7.7%	7.5%
Automotive	5.8%	6.0%
Comics	10.3%	10.9%

MAGAZINE
Readers: 67.9%
Index: 93

1.4 Hours/Month*
Index: 101

Top Titles

	Trade Area	Benchmark
Our Canada	13.8%	8.7%
Outdoor Canada	19.5%	12.5%
Good Times	5.2%	3.4%

INTERNET
Users: 95.7%
Index: 98

21.7 Hours online past week*
Index: 99

Top Activities

	Trade Area	Benchmark
Gambling	11.6%	10.5%
Games	56.9%	54.5%
Online Shopping	74.3%	73.2%

DIRECT/OUTDOOR

1 Times used public transit past week*
Index: 26

Top DM Formats Used to Plan/Make Purchases

	Trade Area	Benchmark
Newsletters	8.1%	7.2%
Addressed Mail Offers	8.5%	8.2%
Catalogues	11.6%	11.8%

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

Trade Area: Haldimand County - Dunnville

ENVIRONICS ANALYTICS

Household Population 18+: 4,208

FACEBOOK
82.8% currently use
Index: **107**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Read news feed	50.8%	42.7%
Cmt/Like other users' posts	32.5%	27.6%
Use Messenger	26.2%	23.4%

■ Trade Area ■ Benchmark

TWITTER
25.2% currently use
Index: **86**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Read tweets	11.8%	14.2%
Watch videos	3.9%	6.4%
Send/Receive Direct Msgs	2.8%	4.3%

■ Trade Area ■ Benchmark

INSTAGRAM
29.9% currently use
Index: **77**

Top Activities (Daily)

Activity	Trade Area	Benchmark
View photos/videos	7.1%	8.5%
Like photos/videos	4.6%	6.7%
Send direct messages	2.4%	3.7%

■ Trade Area ■ Benchmark

LINKEDIN
30.3% currently use
Index: **73**

Top Activities (Weekly)

Activity	Trade Area	Benchmark
Read your newsfeed	2.8%	4.7%
View a job posting	2.4%	3.9%
Create a connection	1.5%	2.9%

■ Trade Area ■ Benchmark

YOUTUBE
63.8% currently use
Index: **91**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Watch videos	21.2%	28.0%
Watch live videos	5.4%	6.8%
Like/dislike videos	5.2%	8.1%

■ Trade Area ■ Benchmark

SNAPCHAT
10.2% currently use
Index: **79**

Top Activities (Weekly)

Activity	Trade Area	Benchmark
Receive photos/videos	5.0%	6.6%
Send photos/videos	4.2%	5.7%
Send direct text messages	3.8%	5.9%

■ Trade Area ■ Benchmark

WHATSAPP
22.6% currently use
Index: **53**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Send/receive messages	2.8%	5.7%
Send/receive images	2.5%	6.0%
Use group chats	1.3%	4.6%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen and ranked by percent composition

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Usage

ENVIRONICS ANALYTICS

FRIENDS IN ALL SM NETWORKS	FREQUENCY OF USE (DAILY)	BRAND INTERACTION	NO. OF BRANDS INTERACTED
37.5% Index:**106**	**65.0%** Index:**116**	**34.6%** Index:**101**	**28.5%** Index:**93**
0-49 friends	Facebook	Like brand on Facebook	2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
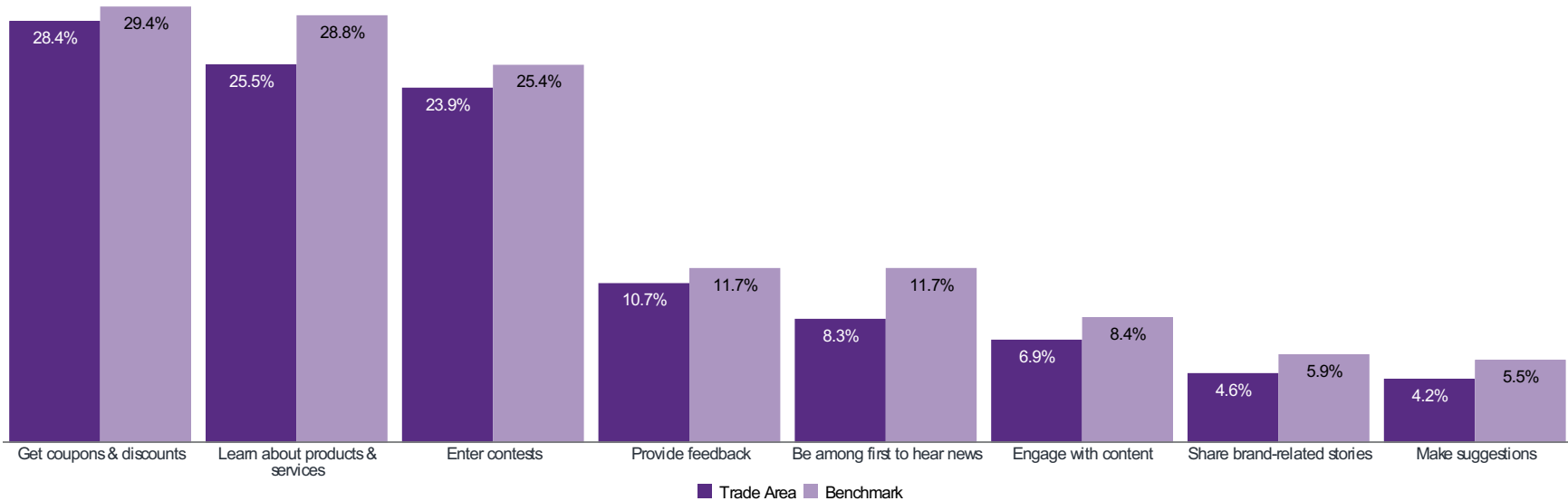
- Get coupons & discounts: 28.4% (Trade Area), 29.4% (Benchmark)
- Learn about products & services: 25.5% (Trade Area), 28.8% (Benchmark)
- Enter contests: 23.9% (Trade Area), 25.4% (Benchmark)
- Provide feedback: 10.7% (Trade Area), 11.7% (Benchmark)
- Be among first to hear news: 8.3% (Trade Area), 11.7% (Benchmark)
- Engage with content: 6.9% (Trade Area), 8.4% (Benchmark)
- Share brand-related stories: 4.6% (Trade Area), 5.9% (Benchmark)
- Make suggestions: 4.2% (Trade Area), 5.5% (Benchmark)

■ 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

ENVIRONICS ANALYTICS

Trade Area: Haldimand County - Dunnville

Total Household Population 18+: 4,208

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

% Comp **90.4**   Index **103**

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

% Comp **42.6**   Index **88**

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

% Comp **84.8**   Index **101**

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

% Comp **35.8**   Index **87**

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

% Comp **50.2**   Index **89**

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

% Comp **25.0**   Index **83**

Ranked by percent composition.

Index Colours: | <80 | 80 - 110 | 110+

Opticks eShopper | Purchase Preference by Category

ENVIRONICS ANALYTICS

Trade Area: Haldimand County - Dunnville

Total Household Population 18+: 4,208

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)
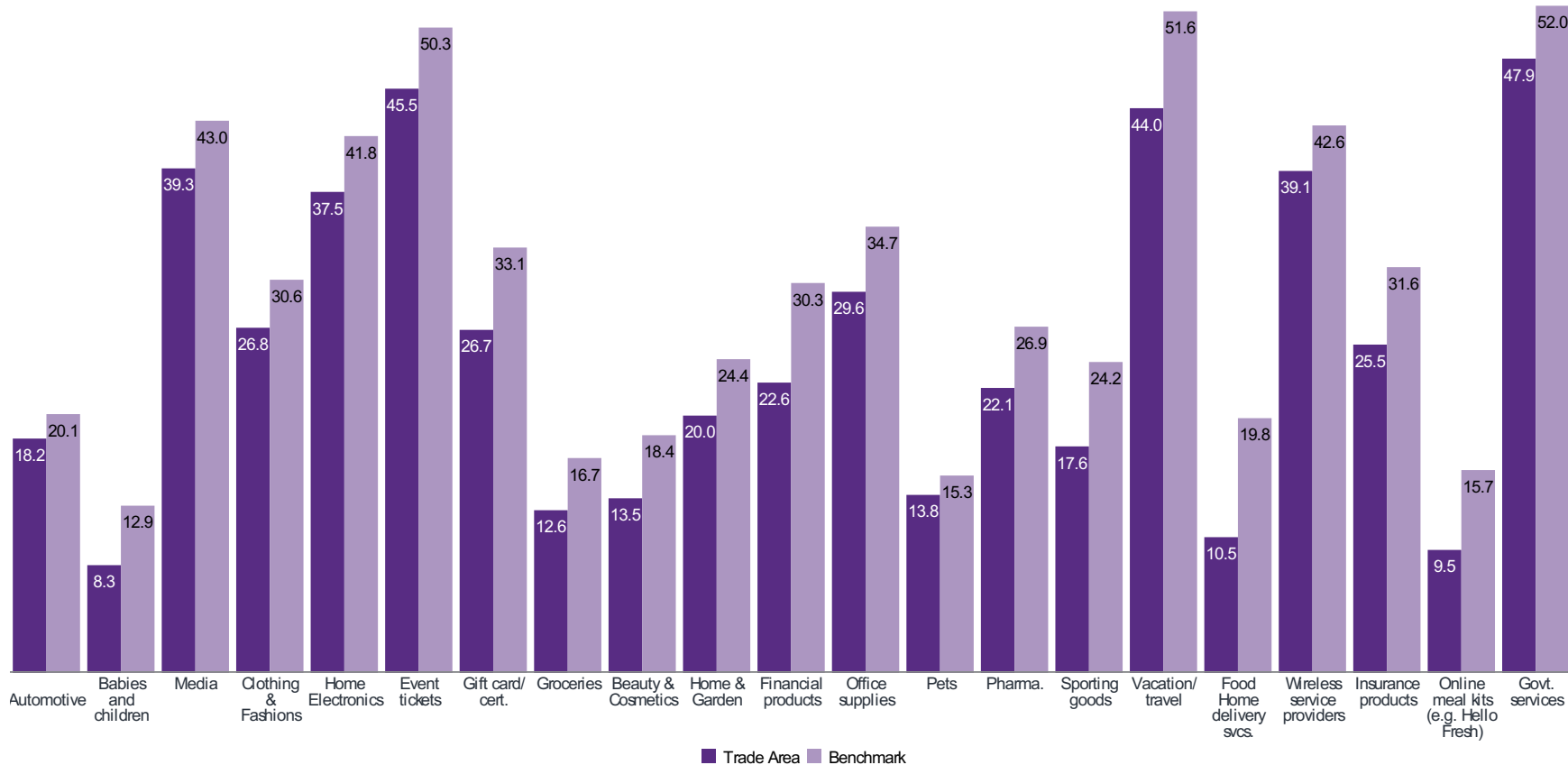
Category	Trade Area	Benchmark
Automotive	18.2	20.1
Babies and children	8.3	12.9
Media	39.3	43.0
Clothing & Fashions	26.8	30.6
Home Electronics	37.5	41.8
Event tickets	45.5	50.3
Gift card/ cert.	26.7	33.1
Groceries	12.6	16.7
Beauty & Cosmetics	13.5	18.4
Home & Garden	20.0	24.4
Financial products	22.6	30.3
Office supplies	29.6	34.7
Pets	13.8	15.3
Pharma.	22.1	26.9
Sporting goods	17.6	24.2
Vacation/ travel	44.0	51.6
Food Home delivery svcs.	10.5	19.8
Wireless service providers	39.1	42.6
Insurance products	25.5	31.6
Online meal kits (e.g. Hello Fresh)	9.5	15.7
Govt. services	47.9	52.0

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: Haldimand County - Dunnville

Total Household Population 18+: 4,208

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	66.4% Index:108	29.9% Index:81	12.5% Index:101	2.4% Index:76
Purchase preference	80.0% Index:106	26.8% Index:88	8.0% Index:81	2.3% Index:89
Customer Service	67.8% Index:110	15.6% Index:87	4.8% Index:84	20.5% Index:94

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.9%	3.6%	9.3%	9.3%	2.9%	1.6%
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+

23

Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Haldimand County - Dunnville

Total Household Population 18+: 4,208

BEHAVIOURAL PREFERENCES BY CHANNEL

HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	56.1% Index:112	51.7% Index:94	13.3% Index: 85	8.4% Index: 102
Purchase preference	76.1% Index: 111	37.5% Index:90	8.4% Index:76	6.8% Index: 105
Customer Service	63.3% Index:112	22.8% Index:92	7.1% Index: 96	37.4% Index: 101

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	4.3%	6.5%	5.2%	5.6%	3.6%
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+

Opticks eShopper | Gift Cards Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Haldimand County - Dunnville

Total Household Population 18+: 4,208

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	56.2% Index:118	28.4% Index:81	9.2% Index:83	3.4% Index:96
Purchase preference	69.6% Index:115	26.7% Index:81	7.0% Index:80	4.0% Index:131
Customer Service	51.7% Index:122	18.0% Index:88	5.1% Index:84	27.7% Index:100

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.3%	3.9%	7.4%	2.2%	1.0%
Benchmark	3.3%	5.3%	8.3%	3.8%	1.9%

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

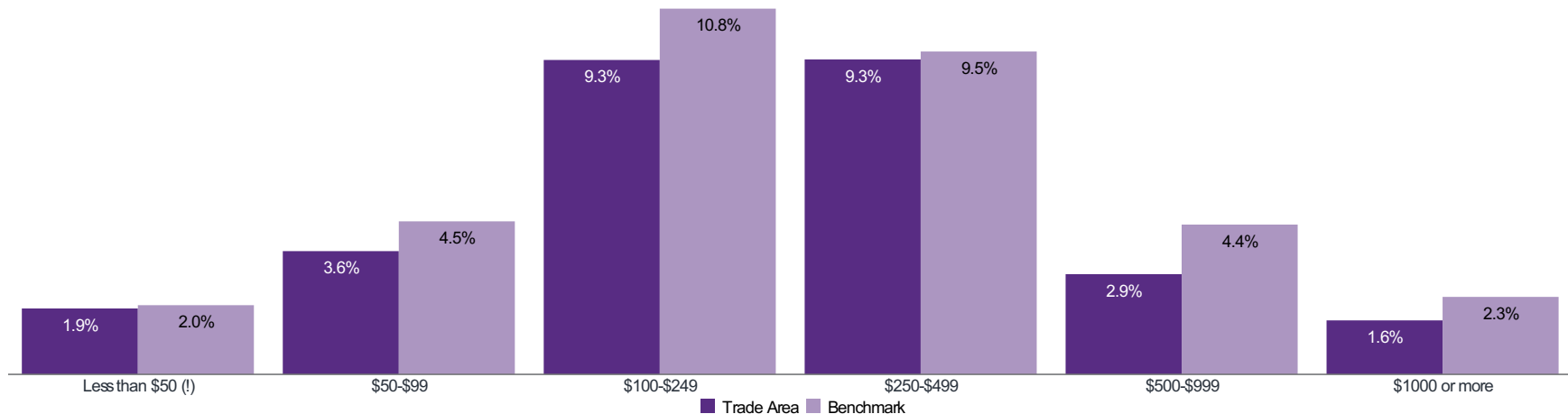# Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Dunnville

Total Household Population 18+: 4,208

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	76.7% Index:106	20.0% Index:81	10.1% Index:91	2.6% Index:95
Purchase preference	87.7% Index:105	12.6% Index:76	4.9% Index:79	2.3% Index:94
Customer Service	77.4% Index:111	7.9% Index:69	2.9% Index:72	17.7% Index:95

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99 (!)	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	2.1%	0.8%	2.2%	2.7%	2.8%	5.5%
Benchmark	1.6%	1.9%	3.8%	3.1%	3.0%	6.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Beauty & Cosmetics Deep Dive

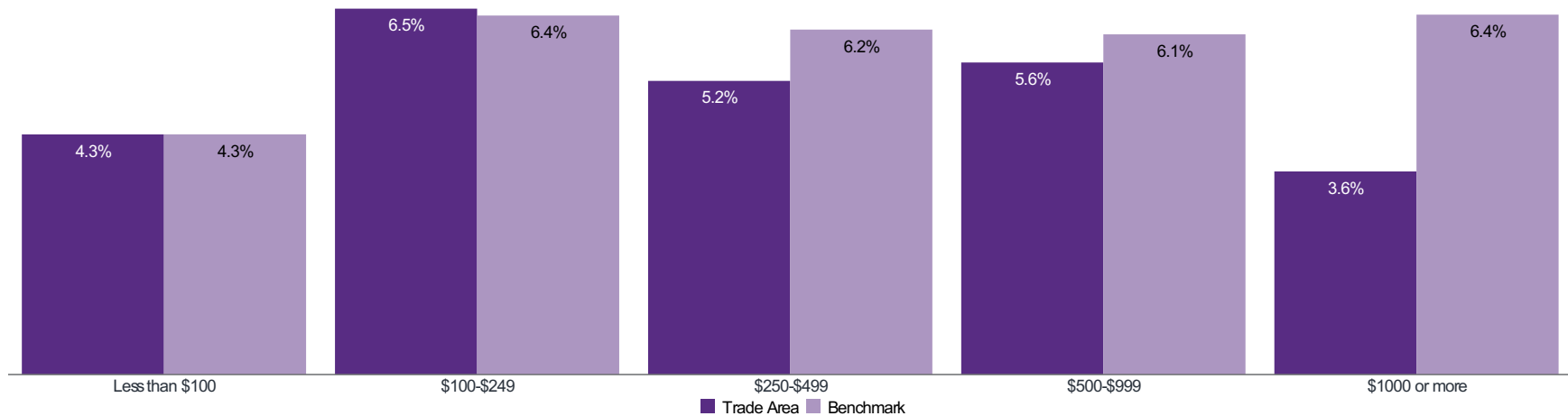**Trade Area:** Haldimand County - Dunnville

Total Household Population 18+: 4,208

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	36.0% Index:**101**	16.5% Index:**75**	5.7% Index:**70**	1.9% Index:**66**
Purchase preference	47.0% Index:**102**	13.5% Index:**73**	3.2% Index:**50**	1.8% Index:**80**
Customer Service	38.0% Index:**105**	9.1% Index:**73**	2.7% Index:**61**	11.7% Index:**80**

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	3.0%	3.5%	4.7%	1.2%	1.1%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

■ 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 & Garden Deep Dive

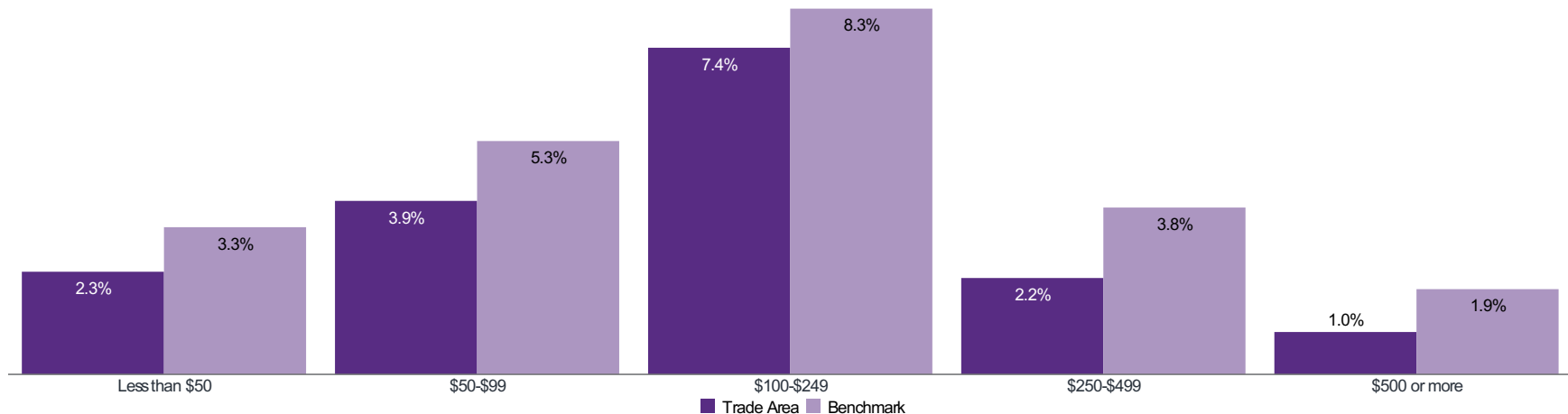**ENVIRONICS** ANALYTICS

Trade Area: Haldimand County - Dunnville

Total Household Population 18+: 4,208

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	55.4% Index:107	35.0% Index:92	11.5% Index:101	5.4% Index:95
Purchase preference	71.9% Index:105	20.0% Index:82	6.5% Index:94	3.2% Index:89
Customer Service	59.9% Index:111	14.5% Index:91	4.6% Index:96	21.3% Index:93

AMOUNT SPENT [PST 12 MTHS]
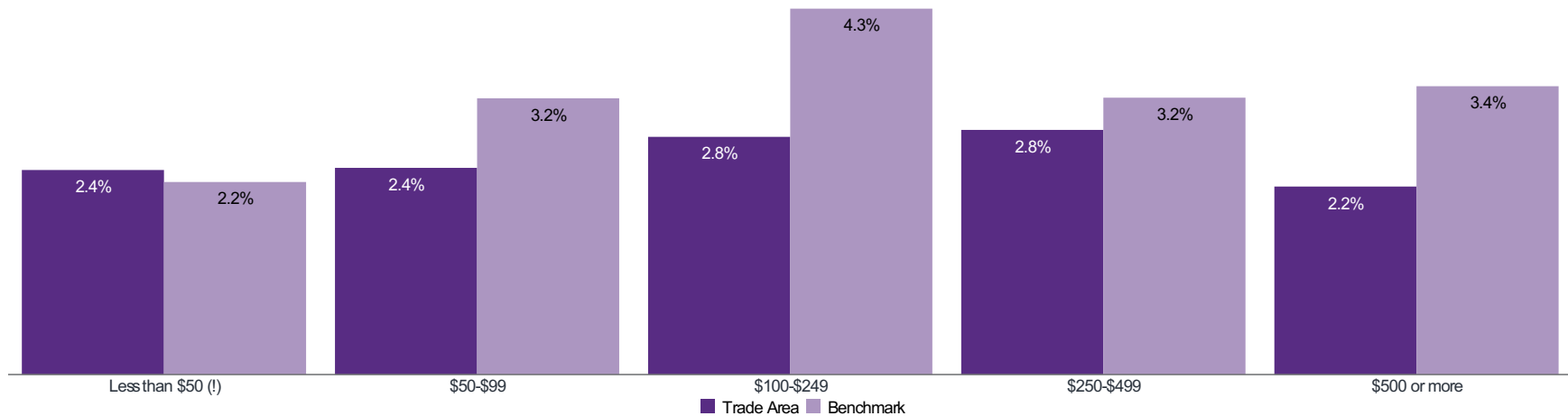
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.4%	2.4%	2.8%	2.8%	2.2%
Benchmark	2.2%	3.2%	4.3%	3.2%	3.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

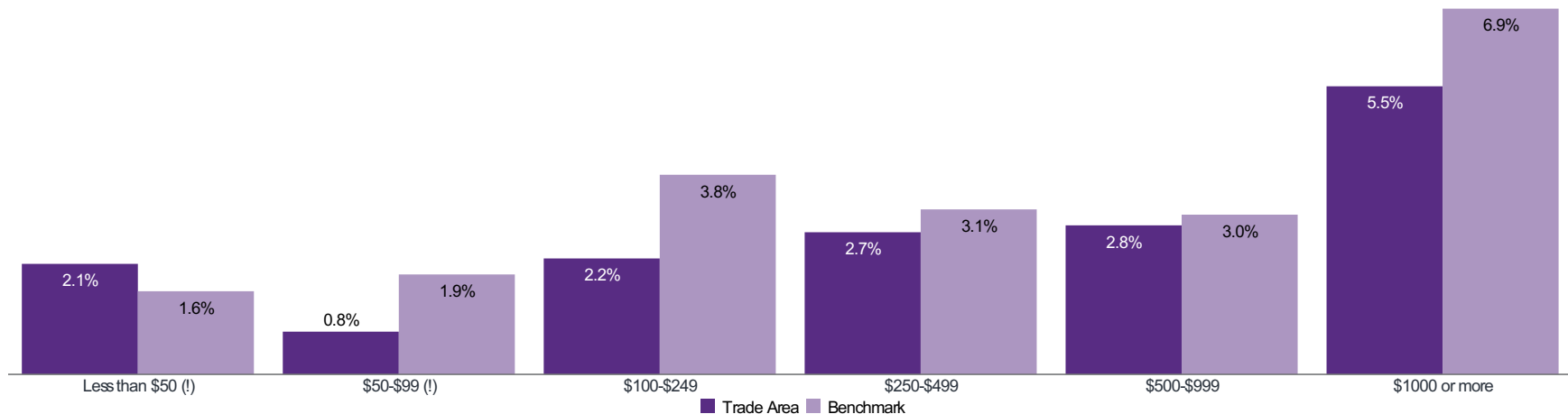# Opticks eShopper | Sporting Goods Deep Dive

Trade Area: Haldimand County - Dunnville

Total Household Population 18+: 4,208

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	38.8% Index:99	24.2% Index:75	8.6% Index:82	3.6% Index:91
Purchase preference	51.9% Index:100	17.6% Index:73	6.7% Index:89	2.8% Index:91
Customer Service	41.6% Index:100	11.0% Index:73	4.9% Index:95	16.5% Index:81

AMOUNT SPENT [PST 12 MTHS]
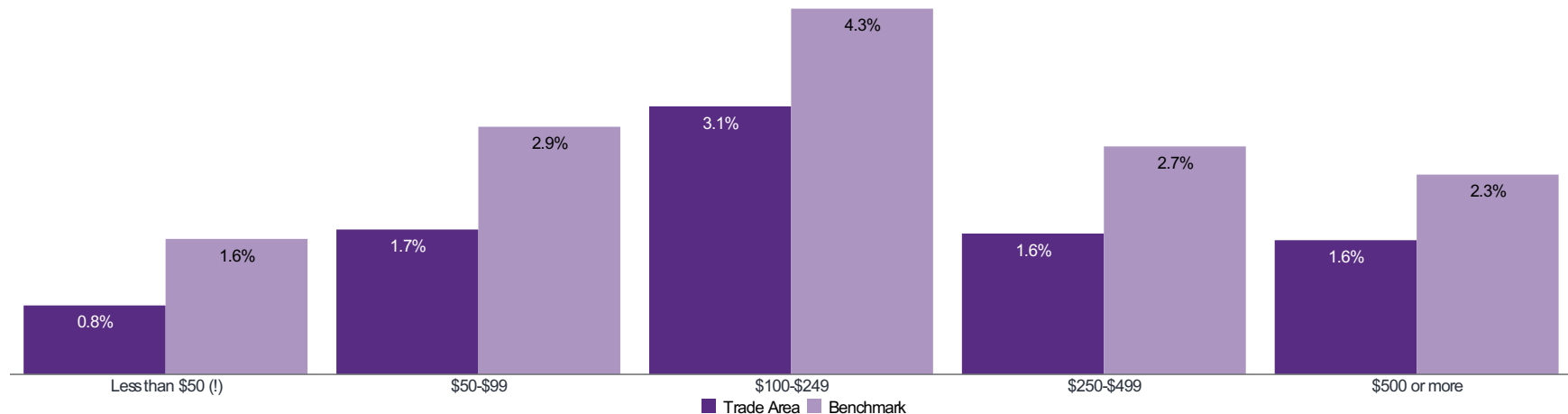
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	0.8%	1.7%	3.1%	1.6%	1.6%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

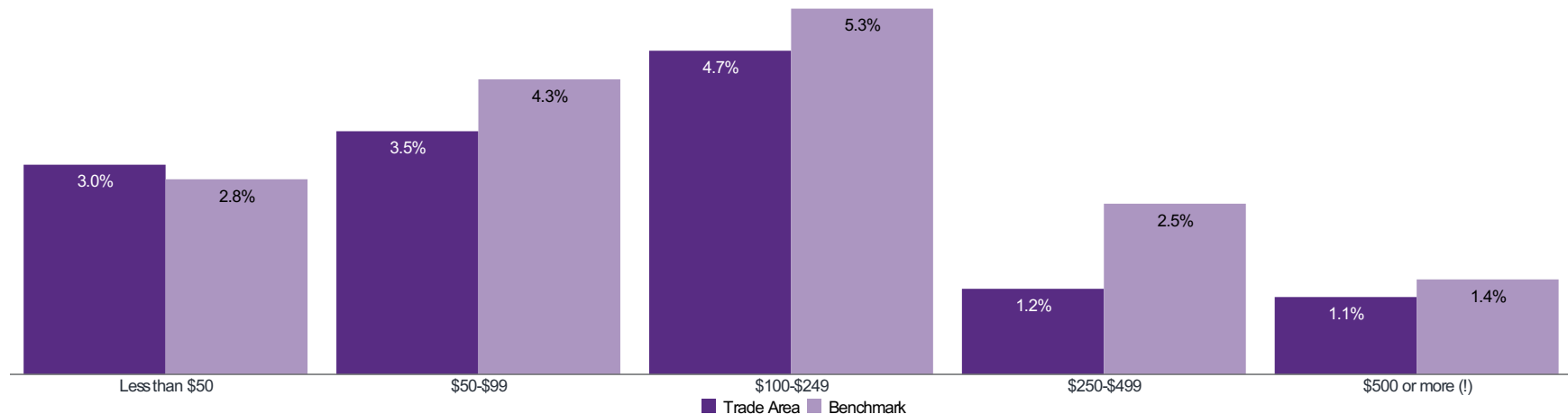| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Dunnville

Total Household Population 18+: 4,208

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	22.6% Index:110	52.4% Index:90	12.3% Index:82	15.6% Index:97
Purchase preference	30.8% Index:107	44.0% Index:85	6.5% Index:85	16.2% Index:90
Customer Service	32.6% Index:112	23.2% Index:84	5.5% Index:79	41.9% Index:96

AMOUNT SPENT [PST 12 MTHS]
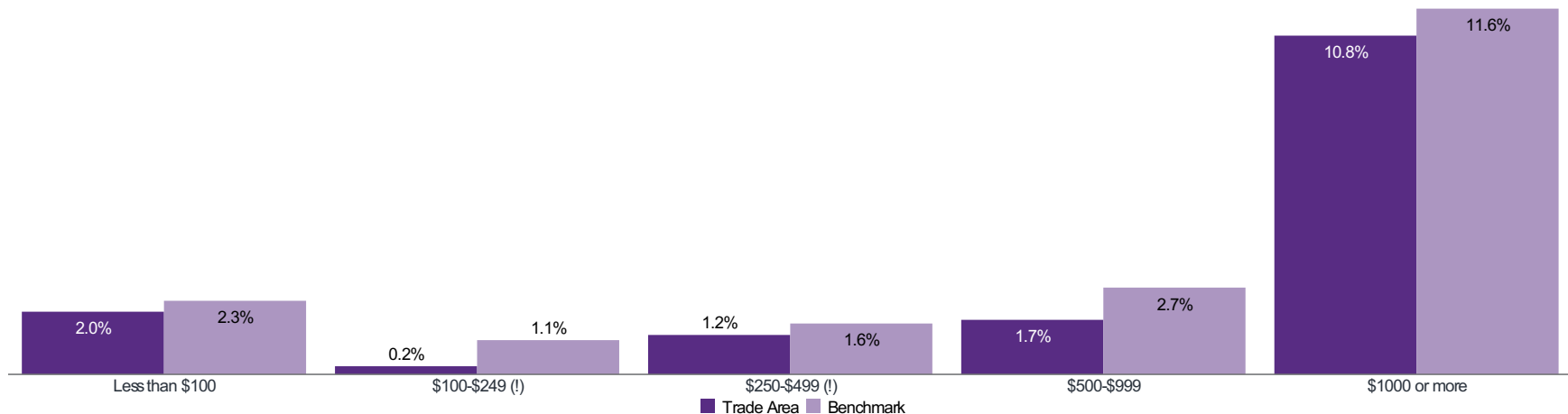
	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	2.0%	0.2%	1.2%	1.7%	10.8%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: Haldimand County - Dunnville　　　　　　　　　　　　　　　　**Households:**2,329

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock	Has high quality fresh produce	Has high quality meat department	Carries food/non-food items I need
68.7% Index:101	60.9% Index:102	44.1% Index:105	38.9% Index:94

Carries variety of items and services	Only store that carries what I want	Has variety of freshly prep. foods/meals	Has special section for dietary needs
35.3% Index:98	23.9% Index:79	12.0% Index:86	10.7% Index:86

Carries variety of organic prod. (!)	Carries wide variety of ethnic prod.	Carries selection of alcoholic bev. (^)	
9.1% Index:81	8.1% Index:61	2.8% Index:73	

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 - Dunnville

Households: 2,329

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me

57.1%

Index: **96**

Organized layout makes it easy to shop

41.7%

Index: **100**

Easy to get in and get out quickly

40.3%

Index: **94**

Staff are friendly and knowledgeable

39.8%

Index: **118**

Short checkout lines/fast checkout

33.2%

Index: **93**

Has extended hours

21.8%

Index: **79**

I like the store ambiance

19.7%

Index: **99**

Has self-checkout

9.0%

Index: **66**

Offers an online shopping option (!)

6.2%

Index: **70**

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 - Dunnville

Households: 2,329

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Store has great sales and promotions	Discover good value when shopping	Store has the lowest prices overall
67.2% Index:**100**	**65.8%** Index:**99**	**58.7%** Index:**101**

Store has a customer loyalty card program	Has loyalty prog. app and offers pers. promos	I'm loyal to their store brands
50.1% Index:**101**	**30.5%** Index:**104**	**22.8%** Index:**99**

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	41.0	40.2	0.1	102
Leave the store and buy it elsewhere	28.4	30.9	0.1	92
Purchase another brand	19.7	21.2	0.1	93
Purchase another size or variety of the same brand (!)	10.8	7.7	0.1	140

Benchmark: Southern Ontario

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

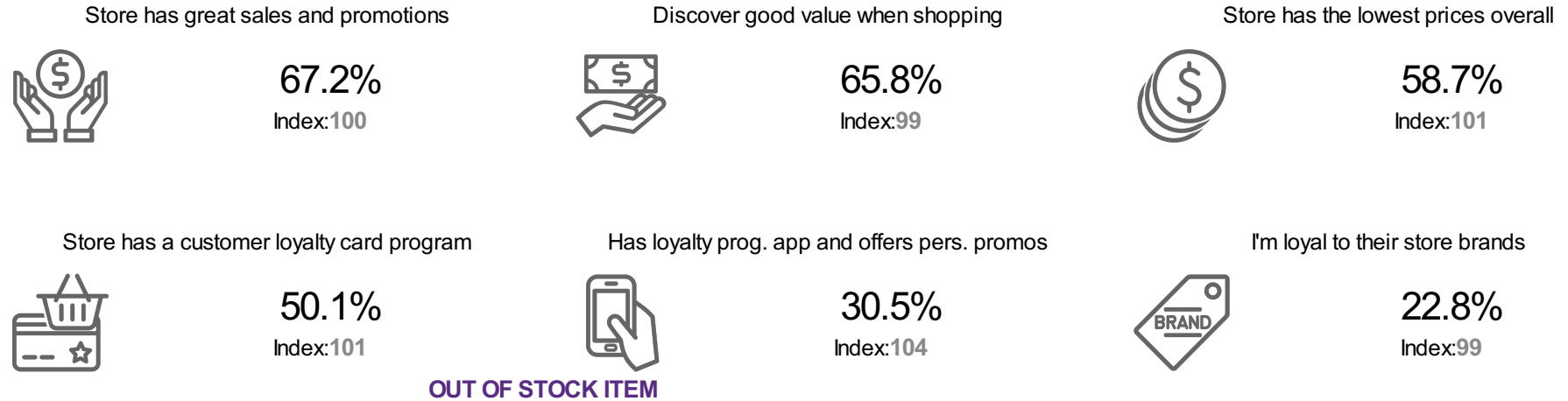*(^) Represents extremely low sample size. Please analyze with discretion.*

Index Colours:	<80	80 - 110	110+

Main Street Visitors

2019 Haldimand County - Dunnville 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%	59,082	100%	0.31%	100	67,443	100%	0.35%	100	37,753	100%	0.20%	100	35,854	100%	0.19%	100	91,531	100%	0.47%	100
3528018	Haldimand County, ON (CY)	41,702	0.22%	15,952	27.00%	38.25%	12497	16,633	24.66%	39.88%	11415	13,629	36.10%	32.68%	16710	13,202	36.82%	31.66%	17043	18,459	20.17%	44.27%	9335
3525005	Hamilton, ON (C)	483,265	2.50%	9,177	15.53%	1.90%	620	10,650	15.79%	2.20%	631	4,078	10.80%	0.84%	431	4,077	11.37%	0.84%	454	15,334	16.75%	3.17%	669
3526032	Welland, ON (CY)	47,953	0.25%	3,759	6.36%	7.84%	2561	3,595	5.33%	7.50%	2146	1,916	5.08%	4.00%	2043	1,854	5.17%	3.87%	2082	5,803	6.34%	12.10%	2552
3526053	St. Catharines, ON (CY)	118,411	0.61%	2,144	3.63%	1.81%	592	2,645	3.92%	2.23%	639	1,306	3.46%	1.10%	564	1,052	2.93%	0.89%	478	3,820	4.17%	3.23%	680
3528052	Norfolk County, ON (CY)	57,999	0.30%	1,731	2.93%	2.98%	975	2,012	2.98%	3.47%	993	1,787	4.73%	3.08%	1576	1,711	4.77%	2.95%	1588	3,654	3.99%	6.30%	1329
3526011	Port Colborne, ON (CY)	16,492	0.09%	2,324	3.93%	14.09%	4604	2,344	3.48%	14.21%	4068	1,408	3.73%	8.54%	4365	1,523	4.25%	9.24%	4972	3,444	3.76%	20.88%	4403
3526021	West Lincoln, ON (TP)	12,323	0.06%	2,328	3.94%	18.89%	6173	2,159	3.20%	17.52%	5014	2,228	5.90%	18.08%	9246	1,993	5.56%	16.17%	8706	3,398	3.71%	27.57%	5815
3520005	Toronto, ON (C)	2,568,898	13.31%	1,513	2.56%	0.06%	19	2,107	3.12%	0.08%	23	616	1.63%	0.02%	12	608	1.70%	0.02%	13	2,822	3.08%	0.11%	23
3526043	Niagara Falls, ON (CY)	79,204	0.41%	1,567	2.65%	1.98%	646	1,952	2.89%	2.46%	705	546	1.45%	0.69%	353	845	2.36%	1.07%	574	2,652	2.90%	3.35%	706
3526014	Wainfleet, ON (TP)	5,165	0.03%	1,830	3.10%	35.42%	11573	2,261	3.35%	43.77%	12526	1,944	5.15%	37.64%	19245	1,471	4.10%	28.48%	15331	2,482	2.71%	48.06%	10135

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

2019 Haldimand County - Dunnville 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
4,384	3,785	86.3	3,554	81.1	3,341	76.2	3,580	81.7	3,871	88.3

2019 Haldimand County - Dunnville 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	92,587	3,871	4.2	88,716	95.8

ENVIRONICS ANALYTICS

2020 Haldimand County - Dunnville 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+ #	% of Total	Spring 2020 #	% of Total	% Pen	Index	Summer 2020 #	% of Total	% Pen	Index	Fall 2020 #	% of Total	% Pen	Index	Winter 2020 #	% of Total	% Pen	Index	Full Year 2020 #	% of Total	% Pen	Index
	Total	19,302,713	100%	40,772	100%	0.21%	100	52,399	100%	0.27%	100	36,463	100%	0.19%	100	34,430	100%	0.18%	100	76,272	100%	0.40%	100
3528018	Haldimand County, ON (CY)	41,702	0.22%	14,146	34.69%	33.92%	16059	14,755	28.16%	35.38%	13034	13,982	38.35%	33.53%	17749	14,522	42.18%	34.82%	19523	18,348	24.06%	44.00%	11135
3525005	Hamilton, ON (C)	483,265	2.50%	5,374	13.18%	1.11%	526	7,893	15.06%	1.63%	602	4,649	12.75%	0.96%	509	3,467	10.07%	0.72%	402	11,926	15.64%	2.47%	625
3526032	Welland, ON (CY)	47,953	0.25%	2,294	5.63%	4.78%	2265	2,728	5.21%	5.69%	2095	1,635	4.48%	3.41%	1804	2,018	5.86%	4.21%	2360	4,404	5.77%	9.18%	2324
3520005	Toronto, ON (C)	2,568,898	13.31%	1,546	3.79%	0.06%	28	3,022	5.77%	0.12%	43	802	2.20%	0.03%	17	456	1.33%	0.02%	10	3,635	4.77%	0.14%	36
3526021	West Lincoln, ON (TP)	12,323	0.06%	2,303	5.65%	18.69%	8846	2,178	4.16%	17.68%	6511	2,084	5.72%	16.92%	8955	2,169	6.30%	17.60%	9868	3,382	4.43%	27.45%	6946
3526014	Wainfleet, ON (TP)	5,165	0.03%	1,762	4.32%	34.11%	16149	2,254	4.30%	43.64%	16076	1,655	4.54%	32.05%	16967	1,654	4.80%	32.02%	17950	3,037	3.98%	58.80%	14881
3526053	St. Catharines, ON (CY)	118,411	0.61%	1,278	3.14%	1.08%	511	1,722	3.29%	1.45%	536	1,001	2.75%	0.85%	448	638	1.85%	0.54%	302	2,845	3.73%	2.40%	608
3526011	Port Colborne, ON (CY)	16,492	0.09%	1,195	2.93%	7.25%	3430	1,459	2.78%	8.84%	3258	1,550	4.25%	9.40%	4975	1,015	2.95%	6.15%	3449	2,430	3.19%	14.74%	3730
3524002	Burlington, ON (CY)	163,747	0.85%	711	1.74%	0.43%	205	1,907	3.64%	1.16%	429	719	1.97%	0.44%	233	276	0.80%	0.17%	94	2,221	2.91%	1.36%	343
3526043	Niagara Falls, ON (CY)	79,204	0.41%	1,028	2.52%	1.30%	614	1,571	3.00%	1.98%	731	618	1.69%	0.78%	413	507	1.47%	0.64%	359	2,154	2.82%	2.72%	688

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

2020 Haldimand County - Dunnville Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2020 Visitors #	% Pen	Summer 2020 Visitors #	% Pen	Fall 2020 Visitors #	% Pen	Winter 2020 Visitors #	% Pen	Full Year 2020 Visitors #	% Pen
4,384	3,903	89.0	3,422	78.1	3,694	84.3	3,882	88.5	4,165	95.0

2020 Haldimand County - Dunnville 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	76,650	4,165	5.4	72,485	94.6

ENVIRONICS ANALYTICS

2021 Haldimand County - Dunnville 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%	31,554	100%	0.16%	100	57,733	100%	0.30%	100	35,133	100%	0.18%	100	34,589	100%	0.18%	100	75,873	100%	0.39%	100
3528018	Haldimand County, ON (CY)	41,702	0.22%	11,910	37.74%	28.56%	17471	14,077	24.38%	33.76%	11286	12,980	36.95%	31.13%	17102	14,076	40.70%	33.75%	18837	16,804	22.15%	40.30%	10251
3525005	Hamilton, ON (C)	483,265	2.50%	3,523	11.17%	0.73%	446	9,005	15.60%	1.86%	623	4,258	12.12%	0.88%	484	3,071	8.88%	0.64%	355	10,848	14.30%	2.24%	571
3520005	Toronto, ON (C)	2,568,898	13.31%	1,670	5.29%	0.07%	40	3,506	6.07%	0.14%	46	534	1.52%	0.02%	11	557	1.61%	0.02%	12	5,116	6.74%	0.20%	51
3526032	Welland, ON (CY)	47,953	0.25%	1,778	5.64%	3.71%	2269	3,016	5.22%	6.29%	2103	2,154	6.13%	4.49%	2468	2,003	5.79%	4.18%	2331	4,194	5.53%	8.75%	2225
3526053	St. Catharines, ON (CY)	118,411	0.61%	1,202	3.81%	1.02%	621	2,798	4.85%	2.36%	790	1,058	3.01%	0.89%	491	1,746	5.05%	1.47%	823	3,767	4.96%	3.18%	809
3526021	West Lincoln, ON (TP)	12,323	0.06%	1,983	6.28%	16.09%	9842	2,573	4.46%	20.88%	6982	2,166	6.17%	17.58%	9658	2,398	6.93%	19.46%	10858	3,281	4.32%	26.62%	6773
3528052	Norfolk County, ON (CY)	57,999	0.30%	561	1.78%	0.97%	592	2,437	4.22%	4.20%	1405	1,025	2.92%	1.77%	971	1,024	2.96%	1.77%	985	3,160	4.16%	5.45%	1386
3526014	Wainfleet, ON (TP)	5,165	0.03%	1,022	3.24%	19.78%	12102	2,153	3.73%	41.69%	13940	1,529	4.35%	29.61%	16267	1,427	4.13%	27.63%	15418	2,689	3.54%	52.06%	13245
3526011	Port Colborne, ON (CY)	16,492	0.09%	1,049	3.32%	6.36%	3891	1,532	2.65%	9.29%	3106	1,405	4.00%	8.52%	4681	1,603	4.64%	9.72%	5426	2,461	3.24%	14.92%	3797
3524002	Burlington, ON (CY)	163,747	0.85%	356	1.13%	0.22%	133	2,553	4.42%	1.56%	521	432	1.23%	0.26%	145	523	1.51%	0.32%	178	2,410	3.18%	1.47%	375

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

2021 Haldimand County - Dunnville 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
4,384	3,193	72.8	3,030	69.1	3,378	77.1	3,970	90.6	3,641	83.1

2021 Haldimand County - Dunnville 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	77,222	3,641	4.7	73,581	95.3

ENVIRONICS
ANALYTICS

Customers: Haldimand County Dunnville - FY 2021: Sum_Unique_Visitors

Total Customers: 68,129

Top 5 segments represent **36.1%** of customers in Southern Ontario

33 NEW COUNTRY

R1 UPPER-MIDDLE RURAL | MIDDLE-AGE FAMILIES F3
Middle-aged, middle-income rural couples and families
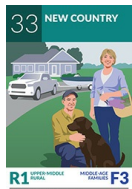
Rank:	1
Customers:	6,842
Customers %:	10.04
% in Benchmark:	2.74
Index:	367

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 SUBURBS | MIDDLE-AGE FAMILIES F3
Suburban, middle-income couples and families

Rank:	2
Customers:	5,197
Customers %:	7.63
% in Benchmark:	2.51
Index:	303

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 SUBURBS | MIDDLE-AGE FAMILIES F3
Suburban, upscale middle-aged families

Rank:	3
Customers:	4,504
Customers %:	6.61
% in Benchmark:	4.68
Index:	141

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:	4,061
Customers %:	5.96
% in Benchmark:	4.89
Index:	122

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).

41 DOWN TO EARTH

R2 LOWER-MIDDLE RURAL | OLDER FAMILIES & EMPTY NESTS M1
Older, middle-income rural couples and families

Rank:	5
Customers:	4,024
Customers %:	5.91
% in Benchmark:	2.91
Index:	203

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.

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+