Community Profile: Haldimand County – Jarvis

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

Date: March 7, 2022

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Haldimand County - Jarvis
Main Street Boundary and Trade Area

ENVIRONICS
ANALYTICS

Nanticoke Creek Pkwy

69

6

55

Main St N

Talbo

3

Talbot St E

Lake Erie Circle Tour

Main St S

0	0.3	0.7 km
0	0.2	0.5 mi

☐	15 - Min Walk Time
☐	Main Street Boundary

2022-01-12 12:43 PM

1

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Haldimand County - Jarvis

POPULATION
1,685

HOUSEHOLDS
617

MEDIAN MAINTAINER AGE
52
Index:**95**

MARITAL STATUS
63.2%
Index: **109**

Married/Common-Law

FAMILY STATUS*
40.0%
Index:**107**

Couples Without Children At Home

HOUSEHOLD SIZE

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
Trade Area	20%	36%	17%	16%	11%
Benchmark	24%	33%	16%	17%	10%

Trade Area / Benchmark
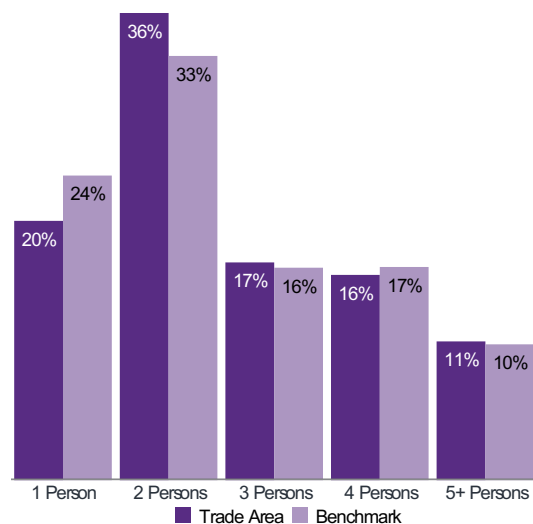
POPULATION BY AGE

	Count	%	Index
0 to 4	102	6.1	120
5 to 9	116	6.9	128
10 to 14	107	6.3	112
15 to 19	99	5.9	99
20 to 24	92	5.5	82
25 to 29	100	5.9	85
30 to 34	122	7.2	109
35 to 39	124	7.4	114
40 to 44	105	6.2	101
45 to 49	100	5.9	95
50 to 54	103	6.1	93
55 to 59	112	6.6	91
60 to 64	115	6.8	101
65 to 69	104	6.2	109
70 to 74	79	4.7	98
75 to 79	50	3.0	90
80 to 84	28	1.7	76
85+	27	1.6	72

AGE OF CHILDREN AT HOME
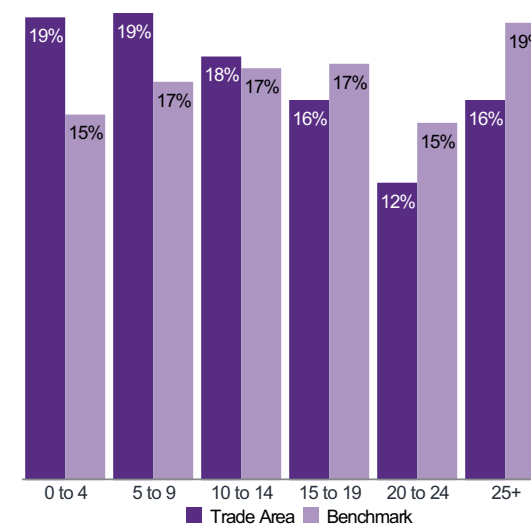
	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25+
Trade Area	19%	19%	18%	16%	12%	16%
Benchmark	15%	17%	17%	17%	15%	19%

Trade Area / Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

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Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Haldimand County - Jarvis

Population: 1,685 | **Households:** 617

TENURE

Rented 20.6%

Owned 79.4%

STRUCTURE TYPE

91.4%
Houses
Index:118
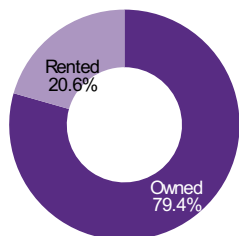
8.6%
Apartments
Index:39

AGE OF HOUSING*

60+ Years Old
% Comp:**36.1**   Index: **175**

AVERAGE HOUSEHOLD INCOME

$101,545

Index:**88**

HOUSEHOLD INCOME DISTRIBUTION
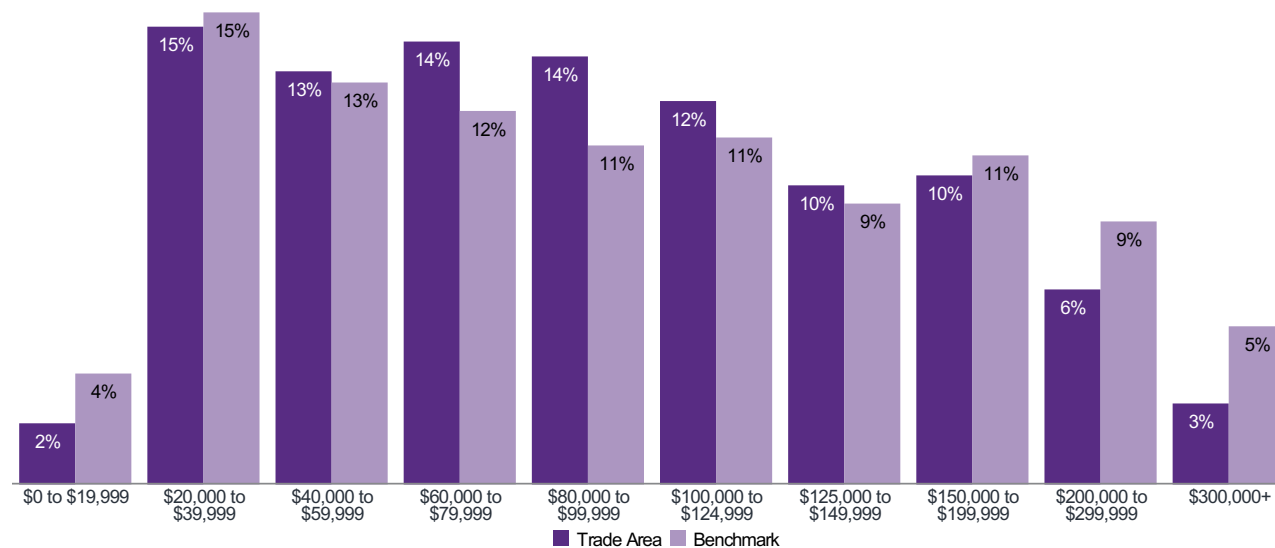
Income Range	Trade Area	Benchmark
$0 to $19,999	2%	4%
$20,000 to $39,999	15%	15%
$40,000 to $59,999	13%	13%
$60,000 to $79,999	14%	12%
$80,000 to $99,999	14%	11%
$100,000 to $124,999	12%	11%
$125,000 to $149,999	10%	9%
$150,000 to $199,999	10%	11%
$200,000 to $299,999	6%	9%
$300,000+	3%	5%

■ 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 - Jarvis

Population: 1,685 | **Households:** 617

EDUCATION

10.8%
Index:41

University Degree

LABOUR FORCE PARTICIPATION

67.6%
Index:104

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

46.4%
Index:127

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

3.0%
Index:100

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

EDUCATIONAL ATTAINMENT
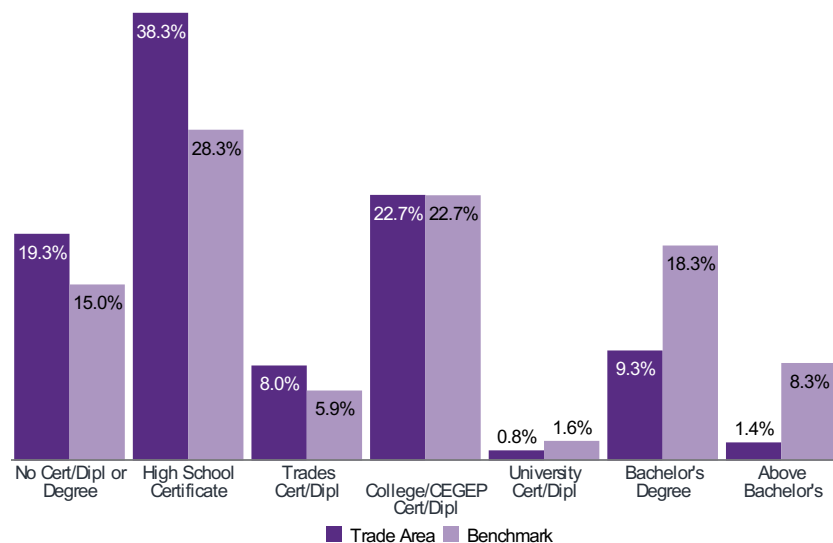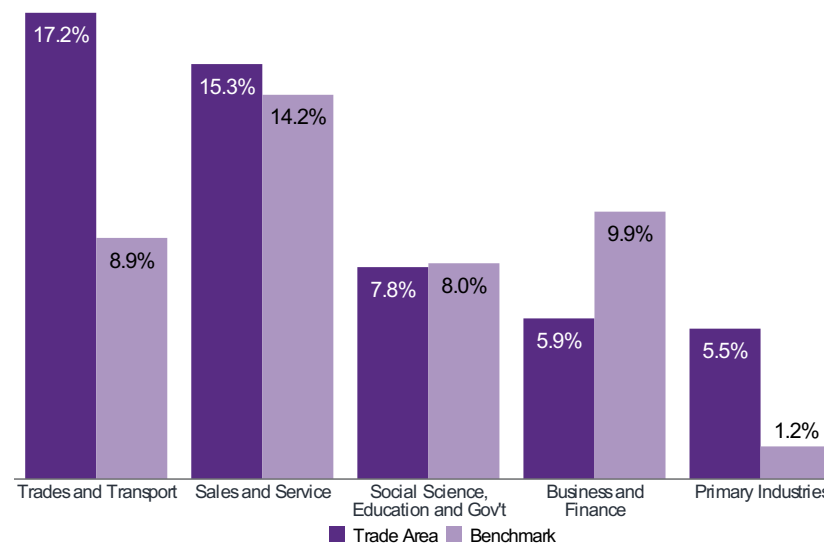
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	19.3%	15.0%
High School Certificate	38.3%	28.3%
Trades Cert/Dipl	8.0%	5.9%
College/CEGEP Cert/Dipl	22.7%	22.7%
University Cert/Dipl	0.8%	1.6%
Bachelor's Degree	9.3%	18.3%
Above Bachelor's	1.4%	8.3%

Trade Area — Benchmark

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Trades and Transport	17.2%	8.9%
Sales and Service	15.3%	14.2%
Social Science, Education and Gov't	7.8%	8.0%
Business and Finance	5.9%	9.9%
Primary Industries	5.5%	1.2%

Trade Area — Benchmark

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Haldimand County - Jarvis

Population: 1,685 | **Households:** 617

ABORIGINAL IDENTITY

3.6%

Index: 152

VISIBLE MINORITY PRESENCE

1.6%

Index: 5

Belong to a visible minority group

NON-OFFICIAL LANGUAGE

0.1%

Index: 6

No knowledge of English or French

IMMIGRATION

3.7%

Index: 14

Born outside Canada

PERIOD OF IMMIGRATION*

N/A

N/A%   Index: N/A

VISIBLE MINORITY STATUS: TOP 5**

	South Asian	SE Asian	Black	Chinese	Filipino
Trade Area	1.0%	0.4%	0.1%	0.0%	0.0%
Benchmark	9.9%	0.9%	4.5%	5.1%	1.5%

■ Trade Area ■ Benchmark
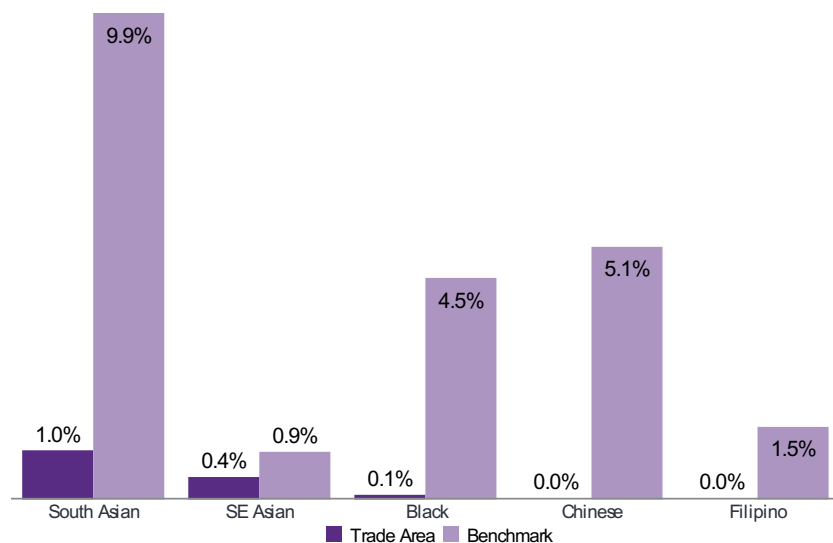
LANGUAGES SPOKEN AT HOME: TOP 5**
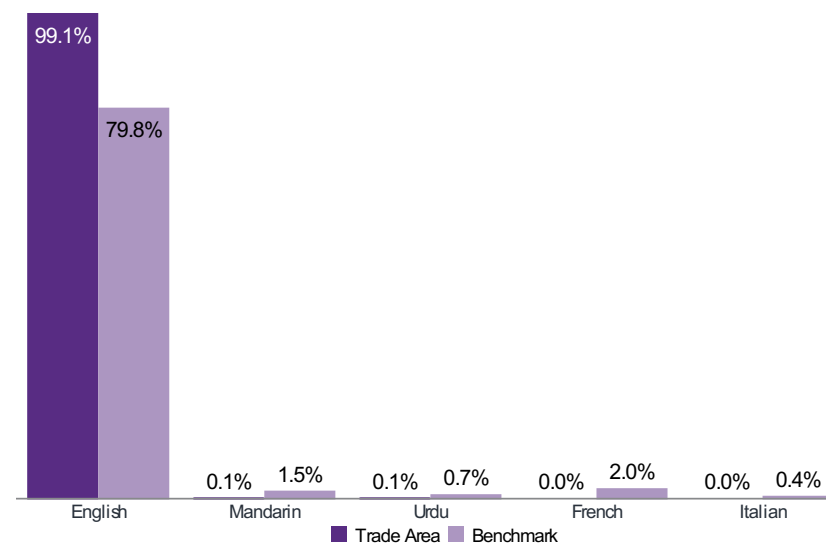
	English	Mandarin	Urdu	French	Italian
Trade Area	99.1%	0.1%	0.1%	0.0%	0.0%
Benchmark	79.8%	1.5%	0.7%	2.0%	0.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

**Ranked by percent composition*

Index Colours:	<80	80 - 110	110+

PRIZM Profile | Top Segments

Trade Area: Haldimand County - Jarvis

Households: 618

Top 5 segments represent **98.0%** of households in Haldimand County - Jarvis

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33 NEW COUNTRY

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

Rank:	1
Hhlds:	465
Hhld %:	75.29
% in Benchmark:	2.74
Index:	2,749

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.

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43 HAPPY MEDIUM

S5 MIDDLE-CLASS SUBURBAN | MIDDLE-AGE FAMILIES **F3**
Suburban, middle-income couples and families

Rank:	2
Hhlds:	78
Hhld %:	12.58
% in Benchmark:	2.60
Index:	483

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.

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26 COUNTRY TRADITIONS

R1 UPPER-MIDDLE RURAL | MIDDLE-AGE FAMILIES **F3**
Rural, upper-middle-income couples and families

Rank:	3
Hhlds:	29
Hhld %:	4.67
% in Benchmark:	4.83
Index:	97

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).

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49 BACKCOUNTRY BOOMERS

R2 LOWER-MIDDLE RURAL | MATURE SINGLES & COUPLES **M2**
Rural, lower-middle-income older couples and singles

Rank:	4
Hhlds:	21
Hhld %:	3.40
% in Benchmark:	1.22
Index:	279

A collection of remote villages of which half are found in the Atlantic provinces, Backcountry Boomers is about as rural as it gets. The householders in this segment are mostly older, empty-nesting couples and those living alone. Forty percent of maintainers are over 65, and nearly three-quarters of households contain only one or two people. Although most adults are out of the labour force, those still working hold a mix of blue-collar and service sector jobs in farming, natural resources, construction, transportation and the trades. The pay is modest—incomes are 25 percent below average—but it's enough to own an unpretentious, single-detached house. And pride of province holds a special place in this segment, where almost 85 percent are third-plus-generation Canadians and one of their top-ranked values is Parochialism. Backcountry Boomers members like to fish, hunt and garden, for the camaraderie as much as the opportunity to put food on the table. Their hobbies are the old-fashioned, pre-Internet variety: making crafts, knitting and collecting coins and stamps. And their motorized vehicles are their prized possessions: large pickups, power boats, ATVs and snowmobiles—preferably made in Canada.

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14 KICK-BACK COUNTRY

R1 UPPER-MIDDLE RURAL | MIDDLE-AGE FAMILIES **F3**
Rural, middle-aged upscale families and couples

Rank:	5
Hhlds:	13
Hhld %:	2.09
% in Benchmark:	2.43
Index:	86

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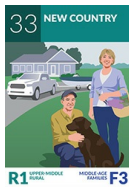

Benchmark: Southern Ontario

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Psychographics | SocialValues Overview

ENVIRONICS ANALYTICS

Trade Area: Haldimand County - Jarvis

⬆ Strong Values

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Obedience to Authority	130
Concern for Appearance	129
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Ethical Consumerism	66
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Interest in the Unexplained	70
Discriminating Consumerism	71
Need for Escape	74
Pursuit of Novelty	74
Culture Sampling	75
Skepticism Toward Small Business	76

⭐ 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.

Duty
Belief that duties and obligations to others should be fulfilled before turning to one's personal pleasures and interests.

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

Ecological Concern
A tendency to believe that today's environmental problems are a result of industrial and personal disregard for the environment. People strong on this construct feel that environmental destruction is unacceptable and reject the notion that job protection or economic advancement should be allowed at the expense of environmental protection. They also reject the idea that any one person is too small to make a contribution to this project

Primacy of Environmental Protection
People strong on this construct prioritize protection of the environment over economic advancement and job creation that could threaten the environment.

Ethical Consumerism
Willingness to base consumer decisions on the perceived ethics of the company making the product (e.g., whether management treats employees fairly, co-operates with governments that do not meet ethical standards, or uses testing methods that involve mistreatment of animals). Desire to see companies be good corporate citizens in terms of these new social concerns.

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS ANALYTICS

Trade Area: Haldimand County - Jarvis

WealthScapes Households: 615

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 101,563	$ 83,107	$ 60,187	$ 2,908
Index: 88	Index: 91	Index: 93	Index: 81

WEALTH*

Net Worth
% Holders
99.8% Index: 100
Balance
$450,140
Index: 61

ASSETS*

Savings
% Holders
95.9% Index: 101
Balance
$46,227
Index: 60

Investments
% Holders
55.8% Index: 93
Balance
$185,526
Index: 55

Unlisted Shares
% Holders
9.8% Index: 79
Balance
$110,781
Index: 35

Real Estate
% Holders
81.1% Index: 107
Balance
$518,807
Index: 69

Liquid Assets
% Holders
98.4% Index: 100
Balance
$173,689
Index: 53

DEBT*

Consumer Debt
% Holders
89.9% Index: 99
Balance
$54,522
Index: 82

Mortgage Debt
% Holders
51.2% Index: 110
Balance
$203,420
Index: 68

FINANCIAL RATIO

Debt:Asset
% Holders
0.25% Index: 120

Index Colours:	<80	80 - 110	110+

Financial | WealthScapes - Ratios

Trade Area: Haldimand County - Jarvis

WealthScapes Households: 615

FINANCIAL RATIOS*

Debt: Asset	Debt: Liquid Assets	Consumer Debt - Discr. Income	Savings - Investments
0.25	0.90	0.81	0.65
Index: 120	Index: 146	Index: 87	Index: 108
Pension - Non-Pension Assets	Real Estate Assets - Liq. Assets	Mortgage - Real Estate Assets	Mortgage - Consumer Debt
1.48	2.46	0.25	2.13
Index: 678	Index: 140	Index: 102	Index: 93

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Haldimand County - Jarvis

Households: 617

Total Aggregate Current Consumption:$45,209,700

Average Current Consumption	**Average Household Income**	**Average Disposable Income**
$73,273	$102,607	$83,189
Index: 90	Index: 89	Index: 93

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$18,051	24.6%
Index 86	Index 96

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$13,556	18.5%
Index 98	Index 110

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$12,394	16.9%
Index 97	Index 108

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$5,187	7.1%
Index 90	Index 101

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$4,624	6.3%
Index 85	Index 94

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$4,326	5.9%
Index 90	Index 101

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$3,412	4.7%
Index 86	Index 95

Tobacco and Alcohol
Avg. Dollars/Household	Pct. of Total Expenditure
$3,298	4.5%
Index 93	Index 103

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$2,930	4.0%
Index 89	Index 99

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+

Trade Area: Haldimand County - Jarvis   **Households:**617

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$102,607	$12,394	$3,645	$8,749
Index: 89	Index97	Index90	Index:100

Total Aggregate Food Expenditure: $ 7,647,360

Bakery		Cereal Products		Fruit and nuts	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$876	10.0%	$536	6.1%	$1,027	11.7%
Index:100	Index:101	Index:105	Index:105	Index:94	Index:94

Vegetables		Dairy products & Eggs		Meat	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$859	9.8%	$1,317	15.1%	$1,621	18.5%
Index:93	Index:93	Index:103	Index:103	Index:103	Index:103

Fish & Seafood		Beverages & Other Food	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$249	2.8%	$2,264	25.9%
Index85	Index:85	Index:103	Index:103

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

Trade Area: Haldimand County - Jarvis   **Household Population 14+:** 1,346

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	4.7	11.0	42
Going to restaurants, bars or night clubs	62.6	55.1	114
Having physical Contact with family and friends	62.2	57.7	108
Participating in group activities	38.6	38.7	100
Partying	8.3	15.8	53
Seeing family and friends in person	70.4	62.8	112
Entertainment			
Attending events, festivals or concerts	44.8	42.9	104
Attending sports events (excludes professional sports)	21.7	18.2	119
Attending to professional sports events or games	29.8	25.4	117
Going to the movies	47.2	45.7	103
Movement & Travel			
Driving more	14.2	16.1	89
Shopping in-store	42.7	42.9	100
Spending time outdoors	26.6	32.5	82
Travelling outside of Canada/ abroad	49.0	53.2	92
Travelling within Canada	59.9	49.9	120
Using public transit	8.7	13.7	63
Personal			
Getting back to old habits	31.8	36.2	88
Going to a salon, barber shop or spa	33.9	33.7	100
Going to the gym	18.1	22.6	80
Education/Work			
Children going back to school	16.6	20.3	82
Going back to work	13.7	17.6	78
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

RADIO
Listeners: 72.8%
Index: 90

7.6 Hours/Week*

Index: **103**

Top Formats

	Trade Area	Benchmark
Traditional Country	26.0%	11.4%
New Country	32.6%	18.8%
Religious/Gospel	11.3%	8.4%

TELEVISION
Viewers: 94.4%
Index: 99

21.8 Hours/Week*

Index: **105**

Top Program Types

	Trade Area	Benchmark
Variety/Specials	36.5%	25.7%
Game Shows	54.0%	42.4%
Sports	59.2%	47.8%

NEWSPAPER
Readers: 18.8%
Index: 99

0.2 Hours/Week*

Index: **32**

Top Sections Read

	Trade Area	Benchmark
Finance or Business	15.4%	11.0%
Automotive	8.2%	6.0%
Comics	14.7%	10.9%

MAGAZINE
Readers: 62.3%
Index: 86

1.9 Hours/Month*

Index: **132**

Top Titles

	Trade Area	Benchmark
Good Times	12.1%	3.4%
Our Canada	28.0%	8.7%
Outdoor Canada	30.4%	12.5%

INTERNET
Users: 99.9%
Index: 102

21.8 Hours online past week*

Index: **99**

Top Activities

	Trade Area	Benchmark
Games	66.6%	54.5%
Social Media	85.6%	86.7%
Listen to Radio/Podcast	38.1%	42.3%

DIRECT/OUTDOOR

0 Times used public transit past week*

Index: **0**

Top DM Formats Used to Plan/Make Purchases

	Trade Area	Benchmark
Catalogues	14.4%	11.8%
Brochures	12.6%	10.9%
Coupon Booklets	15.5%	14.2%

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 - Jarvis

Household Population 18+: 1,265

ENVIRONICS ANALYTICS

FACEBOOK
81.3% currently use
Index: **105**

Top Activities (Daily)

- Read news feed: 51.1% / 42.7%
- Cmt/Like other users' posts: 34.6% / 27.6%
- Use Messenger: 32.8% / 23.4%

■ Trade Area ■ Benchmark

TWITTER
16.2% currently use
Index: **55**

Top Activities (Daily)

- Read tweets: 6.3% / 14.2%
- Watch videos: 3.1% / 6.4%
- Share link to blog post, news article/item of interest: 3.0% / 3.5%

■ Trade Area ■ Benchmark

INSTAGRAM
32.8% currently use
Index: **84**

Top Activities (Daily)

- View photos/videos: 6.8% / 8.5%
- Send direct messages: 4.8% / 3.7%
- Click on ads (!): 2.9% / 1.8%

■ Trade Area ■ Benchmark

LINKEDIN
23.1% currently use
Index: **56**

Top Activities (Weekly)

- Click on an ad (!): 3.9% / 2.0%
- Read your newsfeed: 2.9% / 4.7%
- Create a connection: 1.9% / 2.9%

■ Trade Area ■ Benchmark

YOUTUBE
62.7% currently use
Index: **89**

Top Activities (Daily)

- Watch videos: 15.0% / 28.0%
- Like/dislike videos: 2.9% / 8.1%
- Watch live videos: 2.0% / 6.8%

■ Trade Area ■ Benchmark

SNAPCHAT
8.9% currently use
Index: **69**

Top Activities (Weekly)

- Receive photos/videos: 6.9% / 6.6%
- Send photos/videos: 5.0% / 5.7%
- Send direct text messages: 4.0% / 5.9%

■ Trade Area ■ Benchmark

WHATSAPP
20.8% currently use
Index: **49**

Top Activities (Daily)

- Send/receive messages: 3.1% / 5.7%
- Use voice calls: 2.0% / 3.5%
- Use group chats: 1.9% / 4.6%

■ Trade Area ■ Benchmark

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

Trade Area: Haldimand County - Jarvis

Household Population 18+: 1,265

FRIENDS IN ALL SM NETWORKS	FREQUENCY OF USE (DAILY)	BRAND INTERACTION	NO. OF BRANDS INTERACTED
34.8% Index:98	**69.1%** Index:123	**33.3%** Index:97	**26.9%** Index:88
0-49 friends	Facebook	Like brand on Facebook	2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
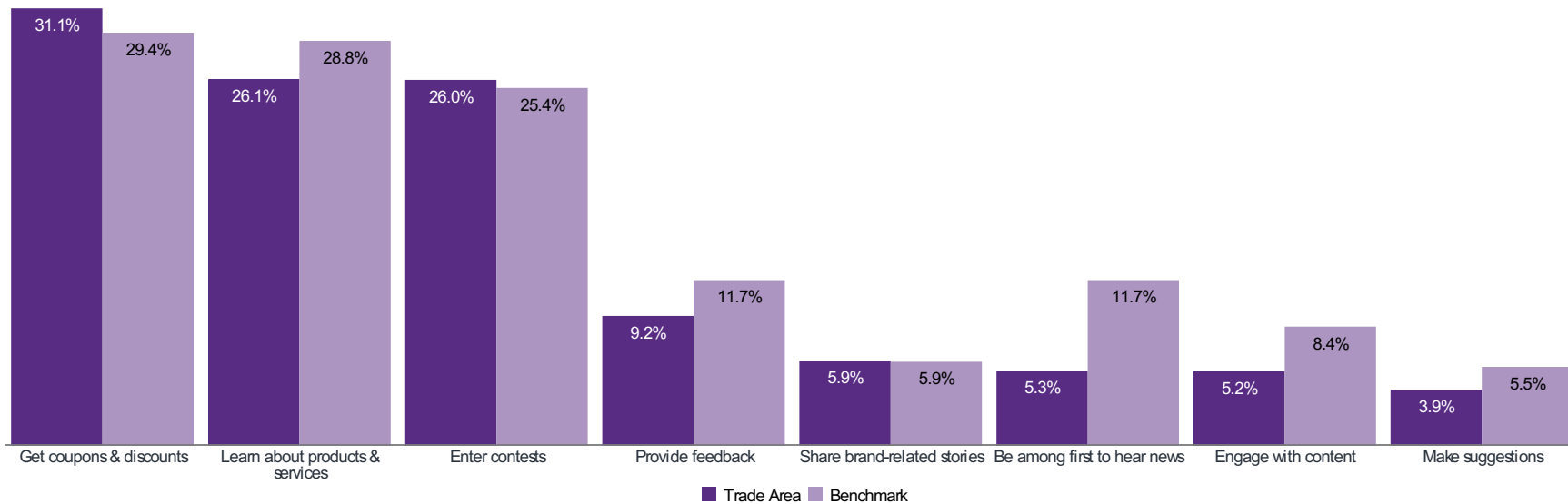
Reason	Trade Area	Benchmark
Get coupons & discounts	31.1%	29.4%
Learn about products & services	26.1%	28.8%
Enter contests	26.0%	25.4%
Provide feedback	9.2%	11.7%
Share brand-related stories	5.9%	5.9%
Be among first to hear news	5.3%	11.7%
Engage with content	5.2%	8.4%
Make suggestions	3.9%	5.5%

■ 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

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Jarvis

Total Household Population 18+: 1,265

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

% Comp **89.1**   Index **101**

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

% Comp **39.9**   Index **82**

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

% Comp **84.2**   Index **100**

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

% Comp **28.3**   Index **69**

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

% Comp **49.0**   Index **86**

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

% Comp **21.1**   Index **70**

Benchmark: Southern Ontario

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

Ranked by percent composition.

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

Opticks eShopper | Purchase Preference by Category

ENVIRONICS ANALYTICS

Trade Area: Haldimand County - Jarvis

Total Household Population 18+: 1,265

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)
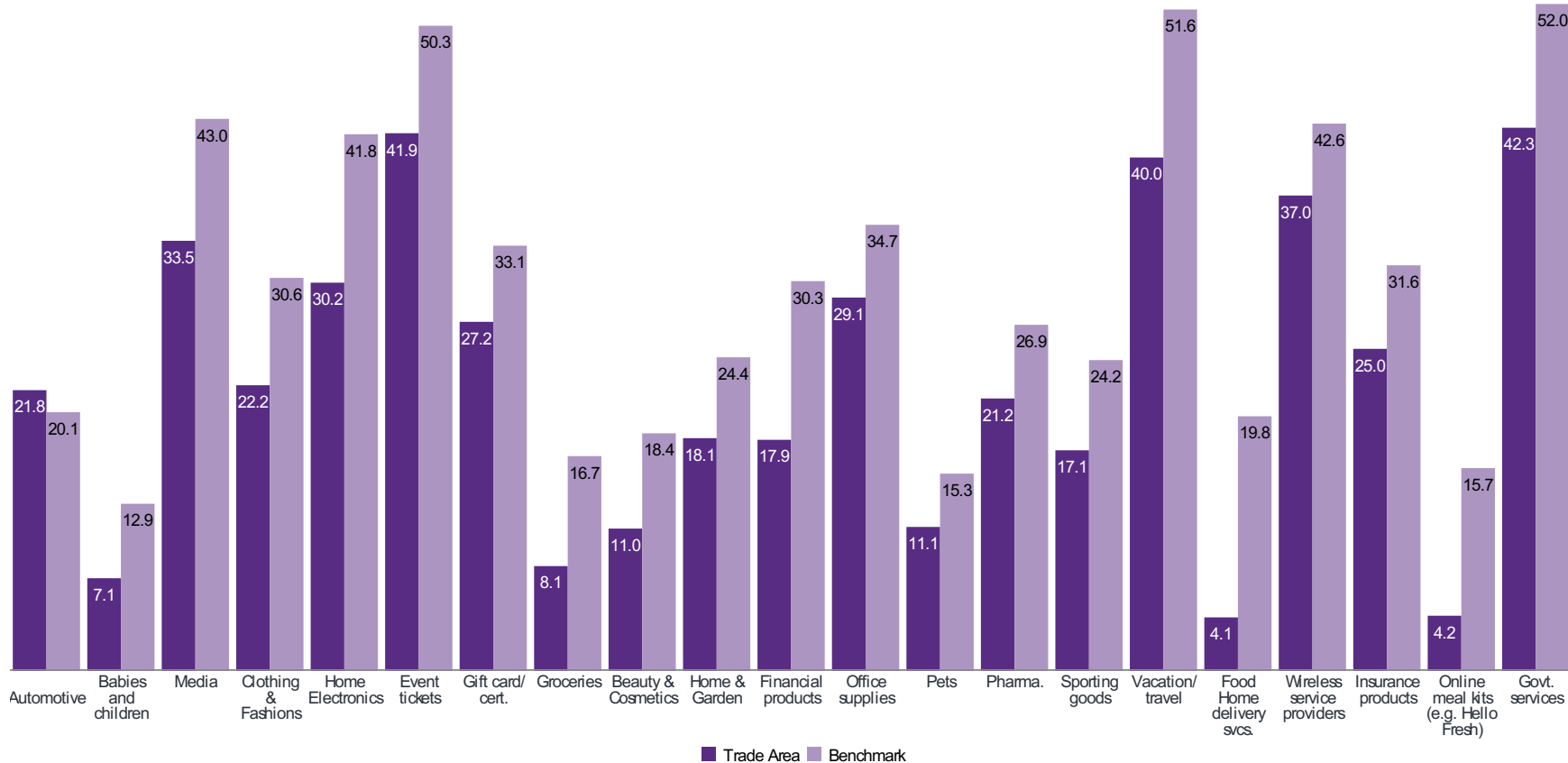
Category	Trade Area	Benchmark
Automotive	21.8	20.1
Babies and children	7.1	12.9
Media	33.5	43.0
Clothing & Fashions	22.2	30.6
Home Electronics	30.2	41.8
Event tickets	41.9	50.3
Gift card/ cert.	27.2	33.1
Groceries	8.1	16.7
Beauty & Cosmetics	11.0	18.4
Home & Garden	18.1	24.4
Financial products	17.9	30.3
Office supplies	29.1	34.7
Pets	11.1	15.3
Pharma.	21.2	26.9
Sporting goods	17.1	24.2
Vacation/ travel	40.0	51.6
Food Home delivery svcs.	4.1	19.8
Wireless service providers	37.0	42.6
Insurance products	25.0	31.6
Online meal kits (e.g. Hello Fresh)	4.2	15.7
Govt. services	42.3	52.0

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Jarvis

Total Household Population 18+: 1,265

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	71.9% Index:117	28.8% Index:78	10.0% Index:81	2.9% Index:92
Purchase preference	81.9% Index:109	22.2% Index:73	10.0% Index:101	1.1% Index:44
Customer Service	65.9% Index:107	14.1% Index:79	3.1% Index:55	27.0% Index:124

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.0%	0.2%	7.0%	8.0%	4.9%	3.0%
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

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Jarvis

Total Household Population 18+: 1,265

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	60.8% Index:121	52.2% Index:95	12.1% Index: 78	6.0% Index: 73
Purchase preference	79.0% Index: 115	30.2% Index:72	5.1% Index:47	6.1% Index: 94
Customer Service	62.9% Index:112	19.3% Index:78	5.1% Index: 69	41.0% Index: 111

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	3.1%	9.0%	4.1%	6.0%	2.0%
Benchmark	4.3%	6.4%	6.2%	6.1%	6.4%

■ Trade Area ■ Benchmark

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive
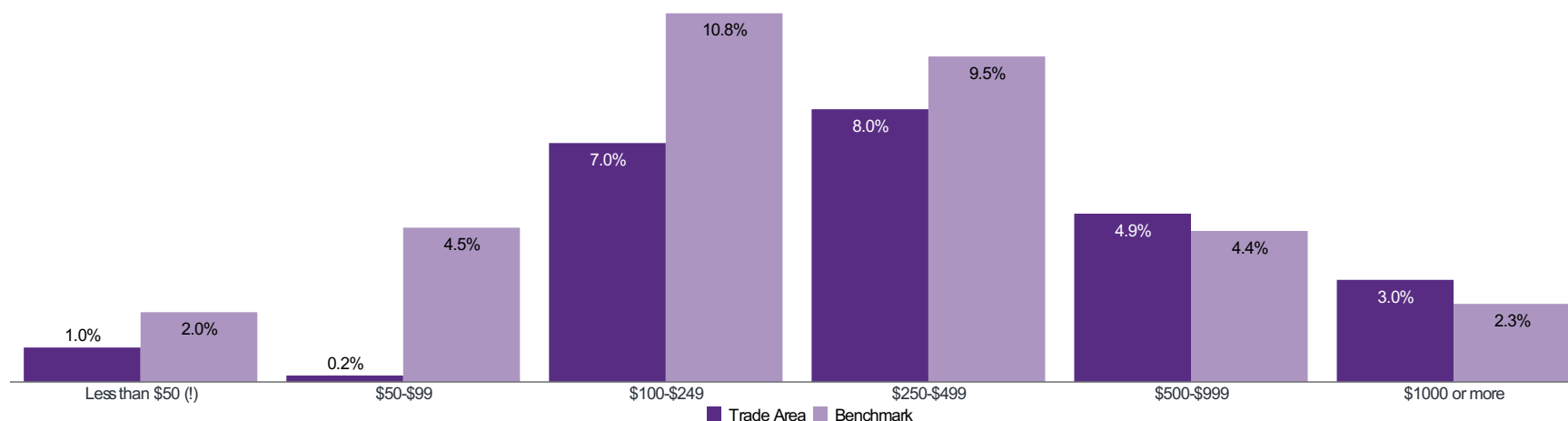
ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Jarvis

Total Household Population 18+: 1,265

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	57.9% Index:**122**	27.9% Index:**79**	9.9% Index:**90**	3.1% Index:**88**
Purchase preference	73.9% Index:**122**	27.2% Index:82	4.1% Index:**47**	3.1% Index:99
Customer Service	49.1% Index:**116**	19.9% Index:97	5.0% Index:**81**	31.0% Index:**112**

AMOUNT SPENT [PST 12 MTHS]
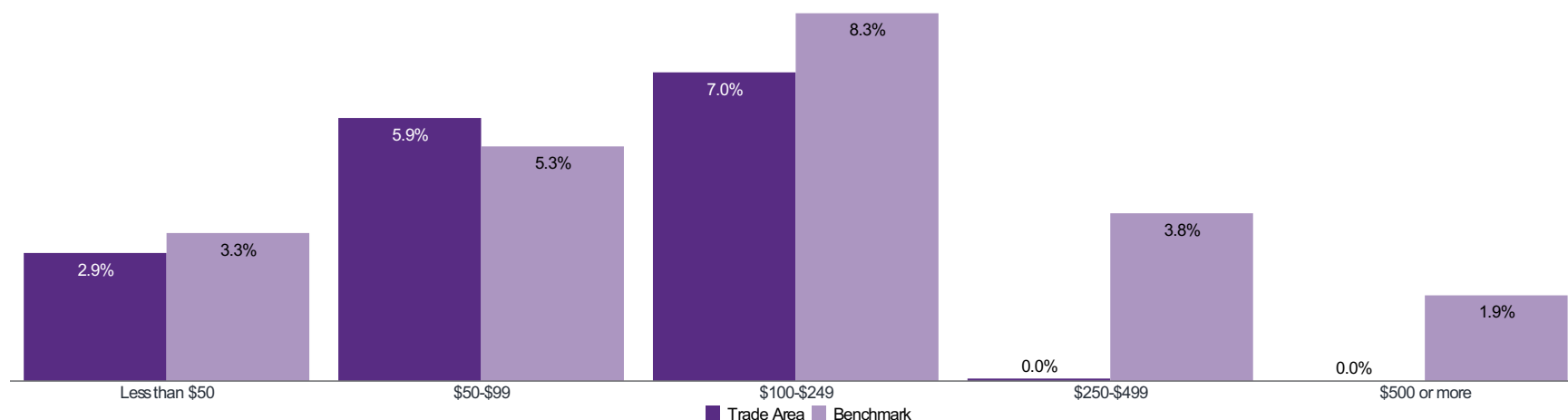
Less than $50: Trade Area 2.9%, Benchmark 3.3%
$50-$99: Trade Area 5.9%, Benchmark 5.3%
$100-$249: Trade Area 7.0%, Benchmark 8.3%
$250-$499: Trade Area 0.0%, Benchmark 3.8%
$500 or more: Trade Area 0.0%, Benchmark 1.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

25

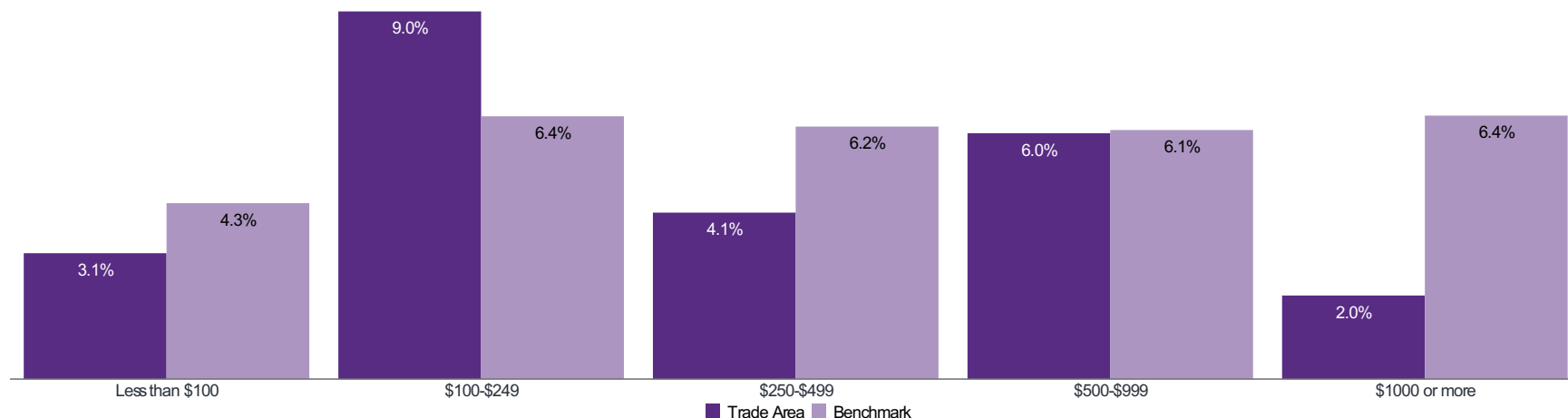# Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Jarvis

Total Household Population 18+: 1,265

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	78.9% Index:109	20.9% Index:85	11.1% Index:100	3.0% Index:110
Purchase preference	89.8% Index:108	8.1% Index:48	4.0% Index:64	1.0% Index:42
Customer Service	76.9% Index:110	8.9% Index:77	1.0% Index:26	25.9% Index:138

AMOUNT SPENT [PST 12 MTHS]

Amount	Trade Area	Benchmark
Less than $50 (!)	1.0%	1.6%
$50-$99 (!)	2.9%	1.9%
$100-$249	2.9%	3.8%
$250-$499	2.0%	3.1%
$500-$999	1.0%	3.0%
$1000 or more	7.0%	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 - Jarvis

Total Household Population 18+: 1,265

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	33.9% Index:95	13.1% Index:59	4.0% Index:49	2.0% Index:70
Purchase preference	45.8% Index:99	11.0% Index:60	2.0% Index:32	1.1% Index:47
Customer Service	38.0% Index:105	8.1% Index:64	2.0% Index:46	13.9% Index:95

AMOUNT SPENT [PST 12 MTHS]
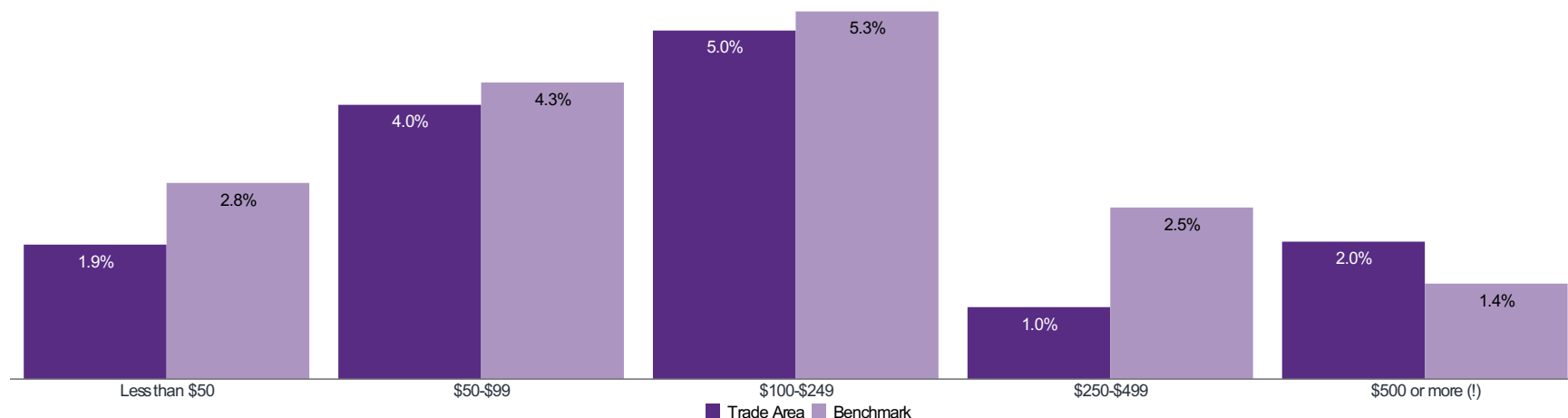
	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	1.9%	4.0%	5.0%	1.0%	2.0%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

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

Trade Area: Haldimand County - Jarvis

Total Household Population 18+: 1,265

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	65.8% Index:127	38.9% Index:103	12.0% Index:105	4.2% Index:73
Purchase preference	78.0% Index:114	18.1% Index:74	7.0% Index:100	3.1% Index:85
Customer Service	65.8% Index:122	14.1% Index:88	4.1% Index:85	25.0% Index:109

AMOUNT SPENT [PST 12 MTHS]
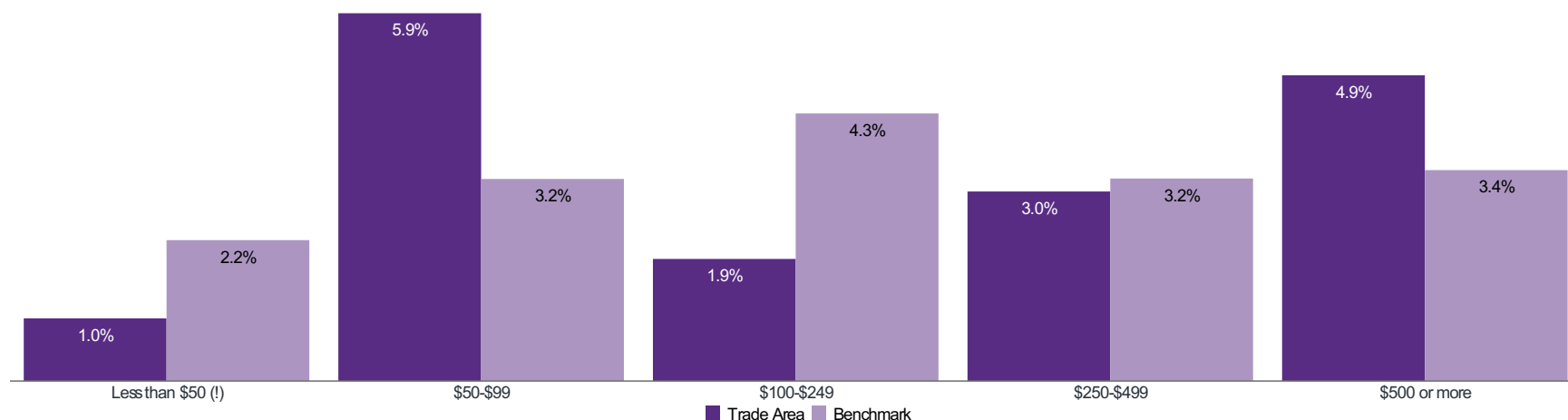
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.0%	5.9%	1.9%	3.0%	4.9%
Benchmark	2.2%	3.2%	4.3%	3.2%	3.4%

■ 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
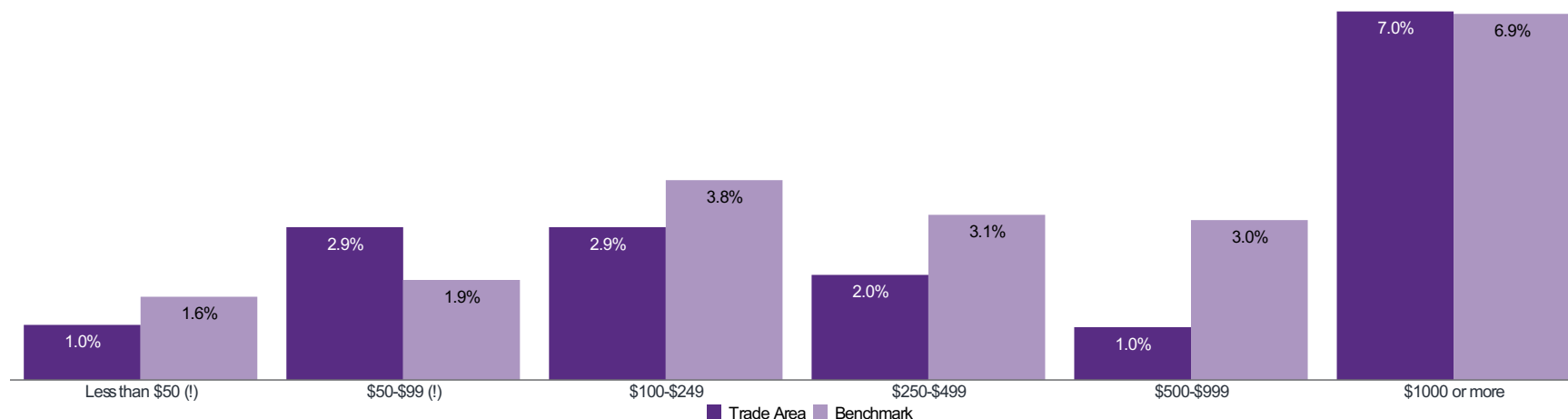
ENVIRONICS ANALYTICS

Trade Area: Haldimand County - Jarvis

Total Household Population 18+: 1,265

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	34.2% Index:88	23.2% Index:72	11.9% Index:113	1.1% Index:29
Purchase preference	48.2% Index:93	17.1% Index:71	10.0% Index:132	1.2% Index:38
Customer Service	36.2% Index:86	14.0% Index:92	7.0% Index:136	17.2% Index:84

AMOUNT SPENT [PST 12 MTHS]
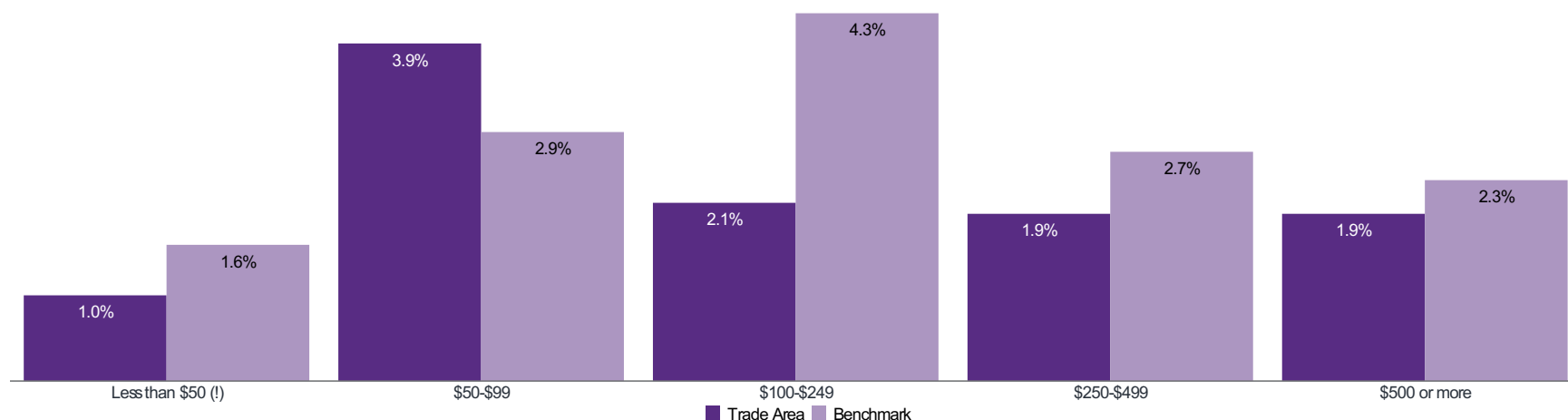
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.0%	3.9%	2.1%	1.9%	1.9%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

■ 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 - Jarvis

Total Household Population 18+: 1,265

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	27.8% Index:135	54.0% Index:93	13.9% Index:93	16.9% Index:105
Purchase preference	33.8% Index:117	40.0% Index:78	7.0% Index:70	12.9% Index:72
Customer Service	30.0% Index:103	22.9% Index:84	6.9% Index:99	48.8% Index:111

AMOUNT SPENT [PST 12 MTHS]
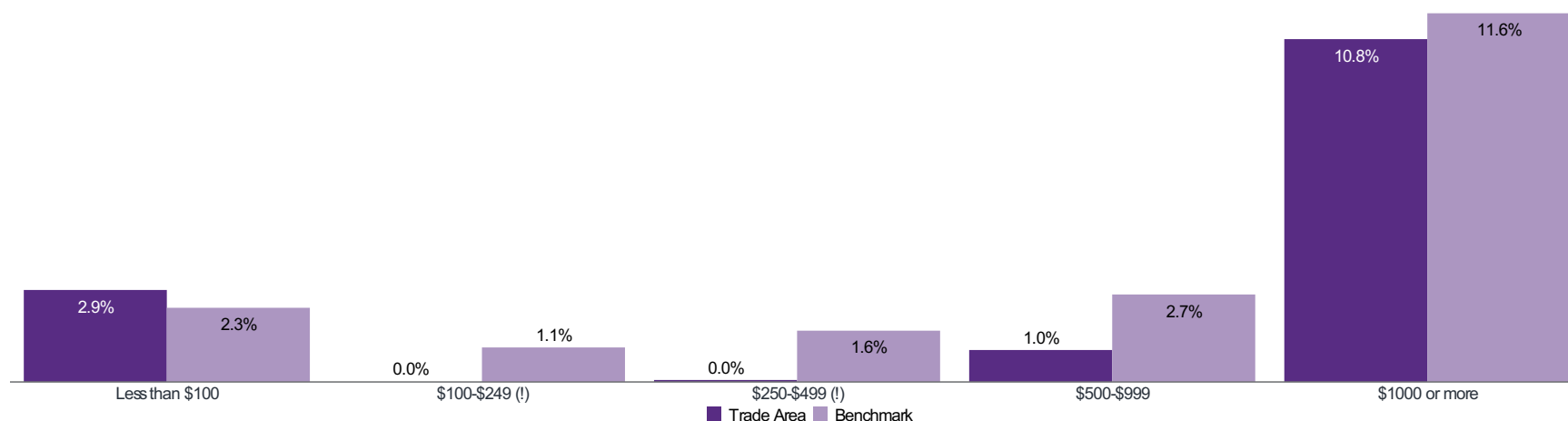
	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	2.9%	0.0%	0.0%	1.0%	10.8%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

■ 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 - Jarvis

Households: 617

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock
73.4%
Index: 108

Has high quality fresh produce
72.6%
Index: 122

Has high quality meat department
50.9%
Index: 122

Carries food/non-food items I need
38.6%
Index: 94

Carries variety of items and services
32.6%
Index: 91

Only store that carries what I want
27.9%
Index: 92

Has variety of freshly prep. foods/meals
11.5%
Index: 82

Has special section for dietary needs
11.3%
Index: 91

Carries variety of organic prod. (!)
4.6%
Index: 40

Carries selection of alcoholic bev. (^)
2.1%
Index: 56

Carries wide variety of ethnic prod.
0.4%
Index: 3

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 - Jarvis

Households: 617

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me	Easy to get in and get out quickly	Staff are friendly and knowledgeable
64.2%	53.2%	43.8%
Index:107	Index:124	Index:130

Organized layout makes it easy to shop	Has extended hours	Short checkout lines/fast checkout
42.8%	32.7%	31.5%
Index:103	Index:119	Index:88

I like the store ambiance	Has self-checkout	Offers an online shopping option (!)
19.4%	13.8%	12.3%
Index:97	Index:101	Index:139

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+

33

ENVIRONICS ANALYTICS

Trade Area: Haldimand County - Jarvis

Households: 617

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL

PRICE AND PROMO

Store has great sales and promotions

74.0%

Index: **110**

Discover good value when shopping

72.6%

Index: **110**

Store has the lowest prices overall

58.4%

Index: **101**

Store has a customer loyalty card program

51.0%

Index: **103**

Has loyalty prog. app and offers pers. promos

35.5%

Index: **121**

I'm loyal to their store brands

18.7%

Index: **81**

OUT OF STOCK ITEM

	% Base	% % Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	33.3	40.2	0.0	83
Leave the store and buy it elsewhere	33.8	30.9	0.0	109
Purchase another brand	25.6	21.2	0.0	121
Purchase another size or variety of the same brand (!)	7.2	7.7	0.0	93

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 - Jarvis 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%	86,405	100%	0.45%	100	127,570	100%	0.66%	100	53,302	100%	0.28%	100	51,732	100%	0.27%	100	163,744	100%	0.85%	100
3525005	Hamilton, ON (C)	483,265	2.50%	18,046	20.88%	3.73%	834	29,523	23.14%	6.11%	924	8,625	16.18%	1.78%	646	7,299	14.11%	1.51%	564	35,887	21.92%	7.43%	875
3528052	Norfolk County, ON (CY)	57,999	0.30%	16,417	19.00%	28.31%	6323	17,129	13.43%	29.53%	4469	13,433	25.20%	23.16%	8387	15,494	29.95%	26.71%	9968	22,605	13.80%	38.97%	4594
3528018	Haldimand County, ON (CY)	41,702	0.22%	11,117	12.87%	26.66%	5956	11,463	8.99%	27.49%	4159	9,691	18.18%	23.24%	8416	8,701	16.82%	20.86%	7785	15,281	9.33%	36.64%	4320
3520005	Toronto, ON (C)	2,568,898	13.31%	3,378	3.91%	0.13%	29	7,085	5.55%	0.28%	42	1,434	2.69%	0.06%	20	1,163	2.25%	0.05%	17	8,441	5.15%	0.33%	39
3524002	Burlington, ON (CY)	163,747	0.85%	2,580	2.99%	1.58%	352	6,812	5.34%	4.16%	630	1,200	2.25%	0.73%	265	1,260	2.43%	0.77%	287	7,204	4.40%	4.40%	519
3521005	Mississauga, ON (CY)	642,951	3.33%	1,868	2.16%	0.29%	65	4,365	3.42%	0.68%	103	896	1.68%	0.14%	50	958	1.85%	0.15%	56	4,973	3.04%	0.77%	91
3529006	Brantford, ON (CY)	85,464	0.44%	2,421	2.80%	2.83%	633	2,821	2.21%	3.30%	500	1,518	2.85%	1.78%	643	1,475	2.85%	1.73%	644	4,218	2.58%	4.94%	582
3521010	Brampton, ON (CY)	596,084	3.09%	1,913	2.21%	0.32%	72	3,498	2.74%	0.59%	89	934	1.75%	0.16%	57	723	1.40%	0.12%	45	4,075	2.49%	0.68%	81
3526053	St. Catharines, ON (CY)	118,411	0.61%	1,640	1.90%	1.39%	309	2,873	2.25%	2.43%	367	1,049	1.97%	0.89%	321	602	1.16%	0.51%	190	3,392	2.07%	2.86%	338
3524001	Oakville, ON (T)	174,424	0.90%	1,064	1.23%	0.61%	136	2,859	2.24%	1.64%	248	729	1.37%	0.42%	151	386	0.75%	0.22%	83	2,973	1.82%	1.70%	201

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

2019 Haldimand County - Jarvis 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
1,318	1,237	93.8	1,348	102.3	1,030	78.1	1,331	101.0	1,330	100.9

2019 Haldimand County - Jarvis 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	165,962	1,330	0.8	164,631	99.2

ENVIRONICS ANALYTICS

2020 Haldimand County - Jarvis 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%	57,818	100%	0.30%	100	99,709	100%	0.52%	100	50,181	100%	0.26%	100	46,357	100%	0.24%	100	135,415	100%	0.70%	100
3525005	Hamilton, ON (C)	483,265	2.50%	11,812	20.43%	2.44%	816	19,197	19.25%	3.97%	769	7,513	14.97%	1.55%	598	6,145	13.26%	1.27%	530	26,731	19.74%	5.53%	788
3528052	Norfolk County, ON (CY)	57,999	0.30%	11,842	20.48%	20.42%	6817	16,470	16.52%	28.40%	5497	12,715	25.34%	21.92%	8433	12,289	26.51%	21.19%	8823	21,058	15.55%	36.31%	5176
3528018	Haldimand County, ON (CY)	41,702	0.22%	10,028	17.34%	24.05%	8028	12,145	12.18%	29.12%	5638	11,503	22.92%	27.58%	10611	10,053	21.69%	24.11%	10038	16,288	12.03%	39.06%	5568
3520005	Toronto, ON (C)	2,568,898	13.31%	2,466	4.26%	0.10%	32	8,104	8.13%	0.32%	61	985	1.96%	0.04%	15	993	2.14%	0.04%	16	8,760	6.47%	0.34%	49
3524002	Burlington, ON (CY)	163,747	0.85%	2,100	3.63%	1.28%	428	5,469	5.48%	3.34%	647	1,141	2.27%	0.70%	268	994	2.14%	0.61%	253	6,378	4.71%	3.90%	555
3521005	Mississauga, ON (CY)	642,951	3.33%	1,621	2.80%	0.25%	84	4,699	4.71%	0.73%	141	564	1.12%	0.09%	34	735	1.59%	0.11%	48	5,576	4.12%	0.87%	124
3529006	Brantford, ON (CY)	85,464	0.44%	1,852	3.20%	2.17%	724	1,721	1.73%	2.01%	390	1,088	2.17%	1.27%	490	1,579	3.41%	1.85%	769	3,545	2.62%	4.15%	591
3526053	St. Catharines, ON (CY)	118,411	0.61%	1,189	2.06%	1.00%	335	2,286	2.29%	1.93%	374	894	1.78%	0.75%	290	789	1.70%	0.67%	277	3,151	2.33%	2.66%	379
3524001	Oakville, ON (T)	174,424	0.90%	734	1.27%	0.42%	140	2,397	2.40%	1.37%	266	235	0.47%	0.13%	52	306	0.66%	0.18%	73	2,780	2.05%	1.59%	227
3521010	Brampton, ON (CY)	596,084	3.09%	586	1.01%	0.10%	33	2,325	2.33%	0.39%	75	580	1.16%	0.10%	37	495	1.07%	0.08%	35	2,543	1.88%	0.43%	61

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

2020 Haldimand County - Jarvis 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
1,318	1,211	91.8	1,148	87.1	1,502	113.9	1,227	93.1	1,438	109.1

2020 Haldimand County - Jarvis 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	136,379	1,438	1.1	134,942	98.9

ENVIRONICS ANALYTICS

2021 Haldimand County - Jarvis 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%	64,993	100%	0.34%	100	167,693	100%	0.87%	100	93,865	100%	0.49%	100	56,544	100%	0.29%	100	203,795	100%	1.06%	100
3525005	Hamilton, ON (C)	483,265	2.50%	14,177	21.81%	2.93%	871	38,589	23.01%	7.99%	919	17,318	18.45%	3.58%	737	7,889	13.95%	1.63%	557	45,419	22.29%	9.40%	890
3528052	Norfolk County, ON (CY)	57,999	0.30%	11,731	18.05%	20.23%	6007	23,023	13.73%	39.70%	4569	20,904	22.27%	36.04%	7412	13,468	23.82%	23.22%	7927	25,969	12.74%	44.78%	4241
3528018	Haldimand County, ON (CY)	41,702	0.22%	10,808	16.63%	25.92%	7697	16,140	9.62%	38.70%	4455	16,137	17.19%	38.70%	7958	13,898	24.58%	33.33%	11377	19,076	9.36%	45.74%	4333
3520005	Toronto, ON (C)	2,568,898	13.31%	3,629	5.58%	0.14%	42	13,299	7.93%	0.52%	60	2,898	3.09%	0.11%	23	1,593	2.82%	0.06%	21	14,530	7.13%	0.57%	54
3521005	Mississauga, ON (CY)	642,951	3.33%	2,782	4.28%	0.43%	129	10,731	6.40%	1.67%	192	2,370	2.52%	0.37%	76	1,066	1.89%	0.17%	57	11,907	5.84%	1.85%	175
3524002	Burlington, ON (CY)	163,747	0.85%	2,109	3.25%	1.29%	383	8,228	4.91%	5.03%	578	2,436	2.60%	1.49%	306	858	1.52%	0.52%	179	9,506	4.66%	5.81%	550
3521010	Brampton, ON (CY)	596,084	3.09%	1,547	2.38%	0.26%	77	5,219	3.11%	0.88%	101	1,736	1.85%	0.29%	60	563	1.00%	0.09%	32	6,186	3.04%	1.04%	98
3529006	Brantford, ON (CY)	85,464	0.44%	1,819	2.80%	2.13%	632	3,428	2.04%	4.01%	462	1,892	2.02%	2.21%	455	1,873	3.31%	2.19%	748	5,689	2.79%	6.66%	630
3524001	Oakville, ON (T)	174,424	0.90%	902	1.39%	0.52%	154	4,598	2.74%	2.64%	303	1,541	1.64%	0.88%	182	137	0.24%	0.08%	27	4,682	2.30%	2.68%	254
3526053	St. Catharines, ON (CY)	118,411	0.61%	765	1.18%	0.65%	192	2,315	1.38%	1.96%	225	2,217	2.36%	1.87%	385	995	1.76%	0.84%	287	3,948	1.94%	3.33%	316

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

2021 Haldimand County - Jarvis 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
1,318	1,373	104.2	1,615	122.6	2,201	167.0	1,636	124.1	1,892	143.6

2021 Haldimand County - Jarvis 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	205,954	1,892	0.9	204,062	99.1

ENVIRONICS ANALYTICS

Customers: Haldimand County Jarvis - FY 2021: Sum_Unique_Visitors   **Total Customers:** 181,928

Top 5 segments represent **31.2%** of customers in Southern Ontario

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33 NEW COUNTRY

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

Rank:	1
Customers:	15,531
Customers %:	8.54
% in Benchmark:	2.74
Index:	**312**

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.
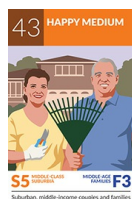
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23 MID-CITY MELLOW

U2 URBAN OLDER   **M1** OLDER FAMILIES & EMPTY NESTS
Older and mature city homeowners

Rank:	2
Customers:	11,504
Customers %:	6.32
% in Benchmark:	4.63
Index:	**137**

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).

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19 FAMILY MODE

S3 UPPER-MIDDLE SUBURBIA   **F3** MIDDLE-AGE FAMILIES
Suburban, upscale middle-aged families

Rank:	3
Customers:	11,009
Customers %:	6.05
% in Benchmark:	4.68
Index:	**129**

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.

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43 HAPPY MEDIUM

S5 MIDDLE-CLASS SUBURBIA   **F3** MIDDLE-AGE FAMILIES
Suburban, middle-income couples and families

Rank:	4
Customers:	10,785
Customers %:	5.93
% in Benchmark:	2.51
Index:	**236**

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

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26 COUNTRY TRADITIONS

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

Rank:	5
Customers:	7,905
Customers %:	4.34
% in Benchmark:	4.89
Index:	**89**

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).

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+