

Community Profile: Haldimand County – Selkirk

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

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

ENVIRONICS
ANALYTICS

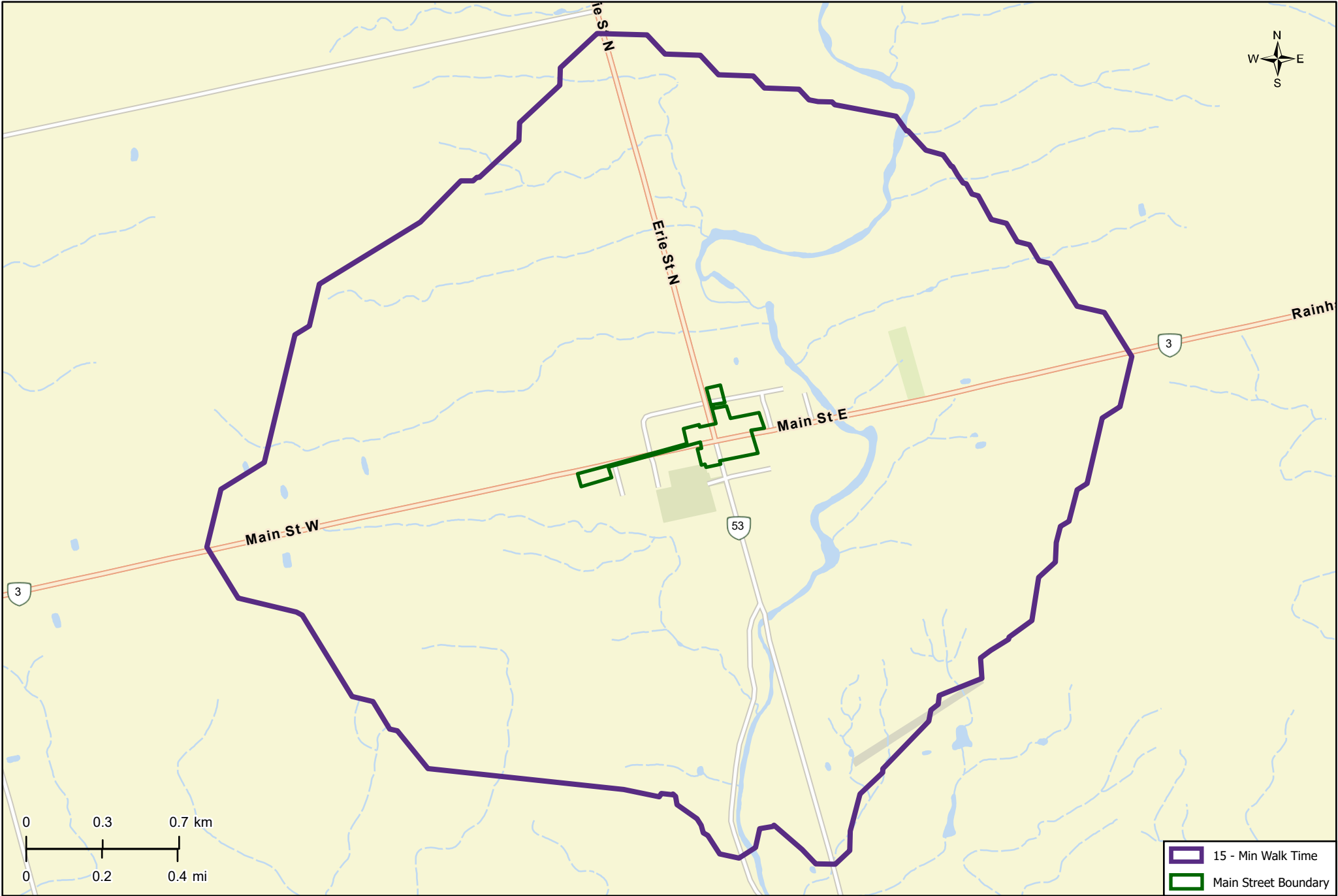
Confidential

Date: March 7, 2022

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Haldimand County - Selkirk
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Selkirk

POPULATION

1,189

HOUSEHOLDS

527

MEDIAN MAINTAINER AGE

60

Index: 111

MARITAL STATUS



61.4%

Index: 106

Married/Common-Law

FAMILY STATUS*

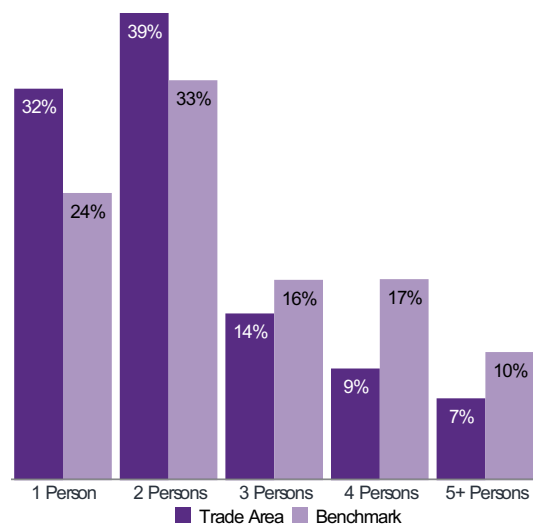


56.2%

Index: 150

Couples Without Children At Home

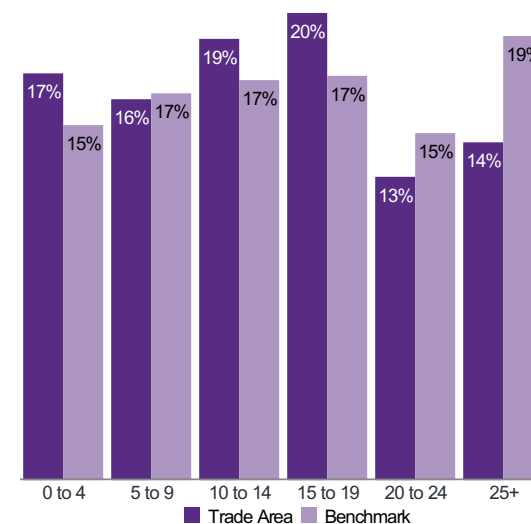
HOUSEHOLD SIZE



POPULATION BY AGE

| | Count | % | Index |
|----------|-------|-----|-------|
| 0 to 4 | 50 | 4.2 | 83 |
| 5 to 9 | 55 | 4.6 | 86 |
| 10 to 14 | 52 | 4.4 | 77 |
| 15 to 19 | 56 | 4.7 | 80 |
| 20 to 24 | 59 | 5.0 | 74 |
| 25 to 29 | 59 | 5.0 | 71 |
| 30 to 34 | 61 | 5.1 | 77 |
| 35 to 39 | 61 | 5.1 | 79 |
| 40 to 44 | 60 | 5.0 | 82 |
| 45 to 49 | 64 | 5.4 | 86 |
| 50 to 54 | 79 | 6.6 | 101 |
| 55 to 59 | 107 | 9.0 | 124 |
| 60 to 64 | 118 | 9.9 | 147 |
| 65 to 69 | 108 | 9.1 | 161 |
| 70 to 74 | 88 | 7.4 | 155 |
| 75 to 79 | 59 | 5.0 | 150 |
| 80 to 84 | 32 | 2.7 | 123 |
| 85+ | 21 | 1.8 | 80 |

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

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

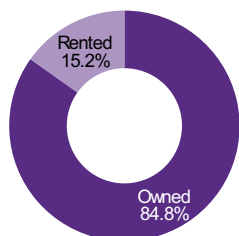
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Selkirk

Population: 1,189 | Households: 527

TENURE



STRUCTURE TYPE



Houses

91.7%

Index: **118**



Apartments

3.0%

Index: **14**

AGE OF HOUSING*

60+ Years Old

% Comp: **53.7** Index: **260**

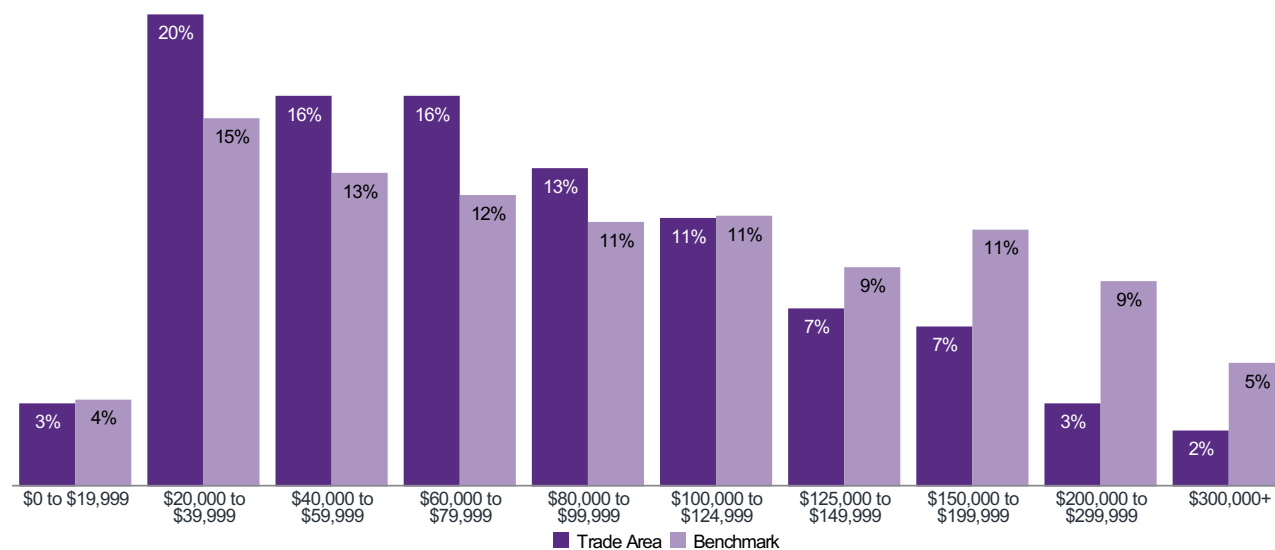
AVERAGE HOUSEHOLD INCOME



\$88,257

Index: **77**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Selkirk

Population: 1,189 | Households: 527

EDUCATION



5.3%

Index: 20

University Degree

LABOUR FORCE PARTICIPATION



60.9%

Index: 93

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



39.6%

Index: 109

Travel to work by Car (as Driver)

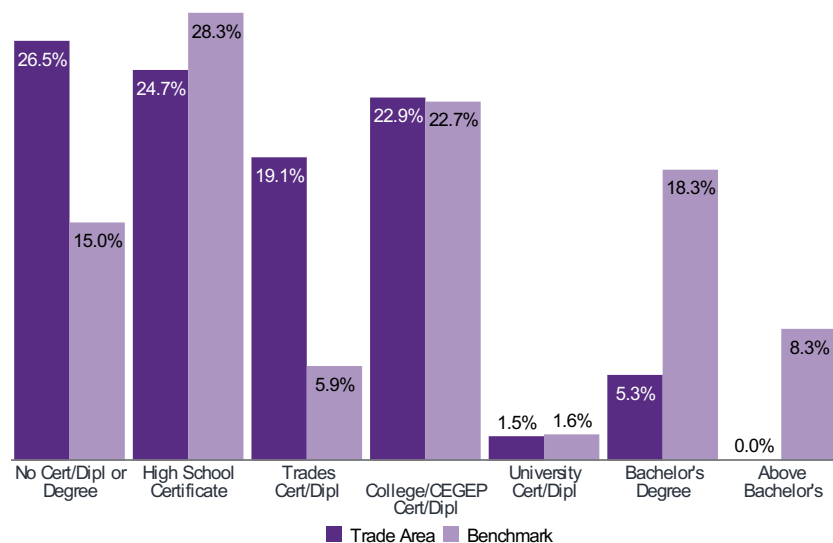


4.4%

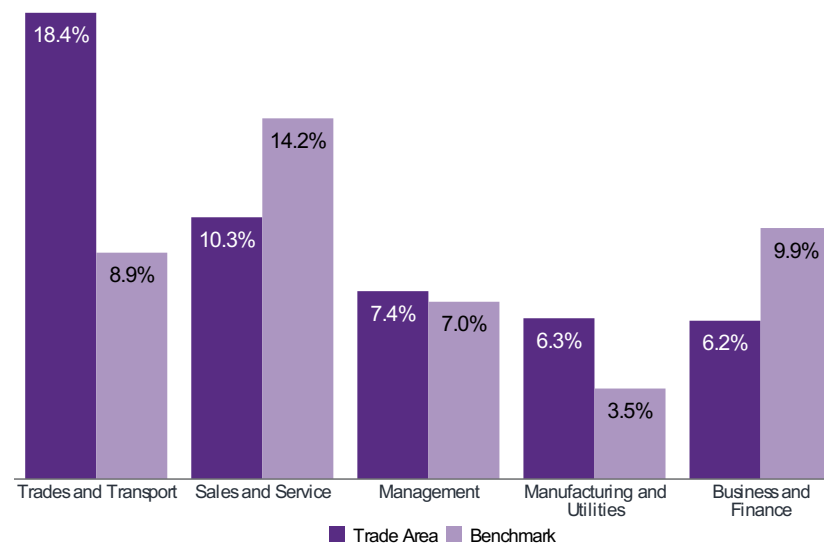
Index: 144

Travel to work by Car (as Passenger)

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southern Ontario

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*Ranked by percent composition

Index Colours: <80 80 - 110 110+

Demographics | Diversity

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Selkirk

Population: 1,189 | Households: 527

ABORIGINAL IDENTITY



1.9%

Index: 79

VISIBLE MINORITY PRESENCE



2.8%

Index: 10

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



0.0%

Index: 0

No knowledge of
English or French

IMMIGRATION



8.6%

Index: 33

Born outside Canada

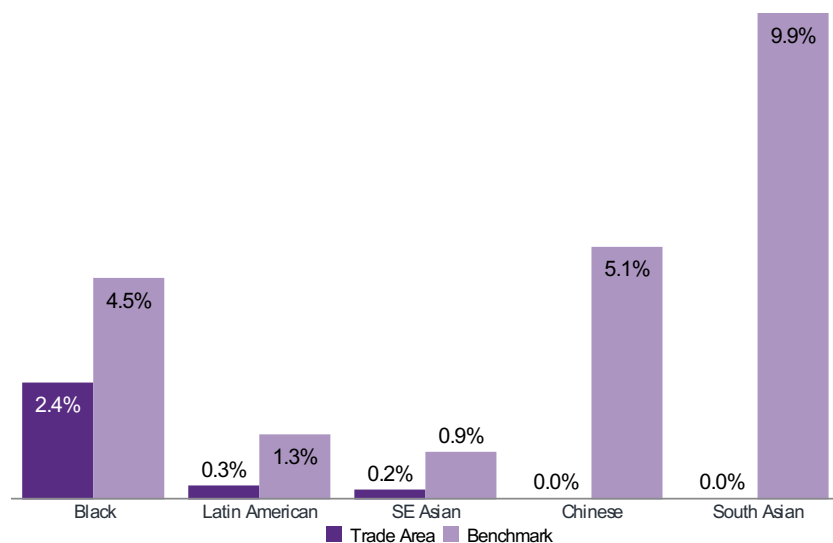
PERIOD OF IMMIGRATION*

Before 2001

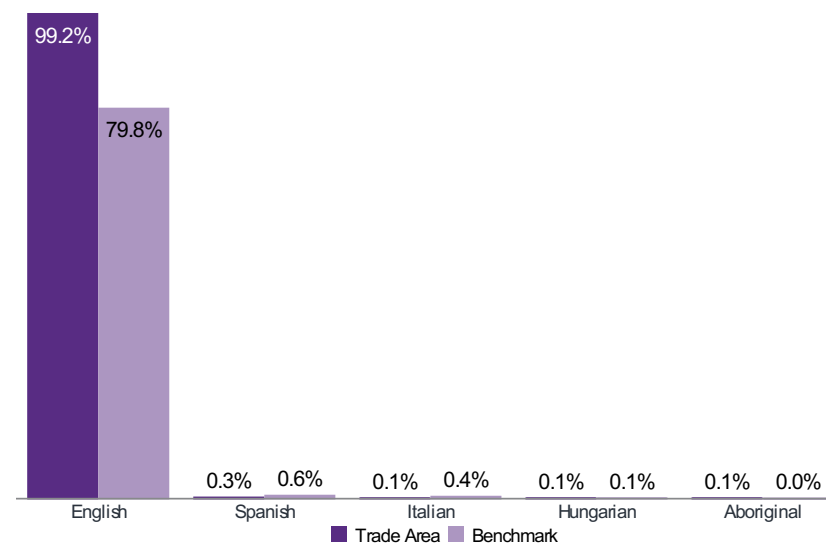
8.4%

Index: 60

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

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

Top 4 segments represent **100.0%** of households in Haldimand County - Selkirk



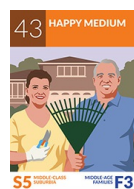
Rank: 1
Hhlds: 368
Hhld %: 69.86
% in Benchmark: 3.11
Index: 2,246

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



Rank: 2
Hhlds: 70
Hhld %: 13.29
% in Benchmark: 2.74
Index: 485

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



Rank: 3
Hhlds: 47
Hhld %: 8.87
% in Benchmark: 2.60
Index: 341

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.



Rank: 4
Hhlds: 42
Hhld %: 7.97
% in Benchmark: 1.22
Index: 653

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.

Psychographics | SocialValues Overview

Trade Area: Haldimand County - Selkirk



Strong Values

| Values | Index |
|--|-------|
| Attraction to Nature | 171 |
| Utilitarian Consumerism | 148 |
| Obedience to Authority | 139 |
| Cultural Assimilation | 138 |
| Duty | 128 |
| Fulfilment Through Work | 126 |
| National Pride | 125 |
| Brand Apathy | 120 |
| Confidence in Small Business | 120 |
| Financial Concern Regarding the Future | 117 |



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.

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.

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.



Weak Values

| Values | Index |
|----------------------------------|-------|
| Equal Relationship with Youth | 57 |
| Status via Home | 60 |
| Advertising as Stimulus | 62 |
| Skepticism Toward Small Business | 62 |
| Importance of Aesthetics | 64 |
| Confidence in Big Business | 65 |
| Penchant for Risk | 65 |
| Consumption Evangelism | 67 |
| Sexual Permissiveness | 67 |
| Multiculturalism | 68 |



Descriptions | Top 3 Weak Values

Equal Relationship with Youth

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

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.

Advertising as Stimulus

Tendency to enjoy viewing advertising for its aesthetic properties; to enjoy advertising in a wide range of venues, from magazines to television to outdoor signs and billboards.

Benchmark: Ontario

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

Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Selkirk

WealthScapes Households: 525

INCOME*

Household Income

\$ 88,521

Index: **76**

Household Disposable Income

\$ 72,911

Index: **80**

Household Discretionary Income

\$ 53,017

Index: **82**

Annual RRSP Contributions

\$ 2,614

Index: **73**

WEALTH*



Net Worth

% Holders

99.8% Index: **100**

Balance

\$527,174

Index: **72**

ASSETS*



Savings

% Holders

95.0% Index: **100**

Balance

\$67,050

Index: **88**



Investments

% Holders

53.9% Index: **90**

Balance

\$275,879

Index: **82**



Unlisted Shares

% Holders

8.4% Index: **68**

Balance

\$165,091

Index: **52**



Real Estate

% Holders

85.7% Index: **113**

Balance

\$449,870

Index: **60**



Liquid Assets

% Holders

98.1% Index: **100**

Balance

\$259,928

Index: **79**

DEBT*



Consumer Debt

% Holders

90.5% Index: **100**

Balance

\$48,821

Index: **74**



Mortgage Debt

% Holders

53.5% Index: **115**

Balance

\$157,080

Index: **53**

FINANCIAL RATIO



Debt: Asset

% Holders

0.20% Index: **92**

Benchmark: Southern Ontario

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% Holders represent where customers are found.

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

Index Colours: <80 80 - 110 110+

Trade Area: Haldimand County - Selkirk

WealthScapes Households: 525

FINANCIAL RATIOS*



Debt: Asset

0.20

Index: 92



Debt: Liquid Assets

0.50

Index: 82



Consumer Debt - Discr. Income

0.83

Index: 89



Savings - Investments

0.71

Index: 119



Pension - Non-Pension Assets

1.52

Index: 693



Real Estate Assets - Liq. Assets

1.51

Index: 86



Mortgage - Real Estate Assets

0.22

Index: 90



Mortgage - Consumer Debt

1.90

Index: 83

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Selkirk

Households: 527

Total Aggregate Current Consumption: \$34,158,265

Average Current Consumption

\$64,816

Index 79

Average Household Income










\$87,803

Index 76

Average Disposable Income

\$71,789

Index 80

| | | |
|--|--|---|
|  <p>Shelter</p> <p>Avg. Dollars/Household \$14,509 Index 69</p> <p>Pct. of Total Expenditure 22.4% Index 87</p> |  <p>Transportation</p> <p>Avg. Dollars/Household \$12,427 Index 90</p> <p>Pct. of Total Expenditure 19.2% Index 114</p> |  <p>Food</p> <p>Avg. Dollars/Household \$10,946 Index 86</p> <p>Pct. of Total Expenditure 16.9% Index 108</p> |
|  <p>Health Care</p> <p>Avg. Dollars/Household \$4,807 Index 88</p> <p>Pct. of Total Expenditure 7.4% Index 111</p> |  <p>Household Operation</p> <p>Avg. Dollars/Household \$4,762 Index 83</p> <p>Pct. of Total Expenditure 7.3% Index 105</p> |  <p>Recreation</p> <p>Avg. Dollars/Household \$3,847 Index 80</p> <p>Pct. of Total Expenditure 5.9% Index 101</p> |
|  <p>Household Furnishings</p> <p>Avg. Dollars/Household \$3,304 Index 83</p> <p>Pct. of Total Expenditure 5.1% Index 105</p> |  <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$2,814 Index 79</p> <p>Pct. of Total Expenditure 4.3% Index 100</p> |  <p>Clothing</p> <p>Avg. Dollars/Household \$2,393 Index 72</p> <p>Pct. of Total Expenditure 3.7% Index 91</p> |

Benchmark: Southern Ontario

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

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

Expenditures | Foodspend - Annual Household Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Selkirk

Households: 527

Average Household Income

\$87,803

Index: 76

Average Food Expenditure

\$10,946

Index: 86

Average Spend on Food from Restaurants

\$3,170




Index: 79




Average Spend on Food from Stores



\$7,776

Index: 89

Total Aggregate Food Expenditure: \$ 5,768,485

| | | | | | |
|---|---------------------------|--|---------------------------|---|---------------------------|
|  <h3>Bakery</h3> | |  <h3>Cereal Products</h3> | |  <h3>Fruit and nuts</h3> | |
| Avg. Dollars/Household | Pct. of Total Expenditure | Avg. Dollars/Household | Pct. of Total Expenditure | Avg. Dollars/Household | Pct. of Total Expenditure |
| \$815 | 10.5% | \$461 | 5.9% | \$941 | 12.1% |
| Index: 93 | Index: 105 | Index: 90 | Index: 102 | Index: 86 | Index: 97 |

| | | | | | |
|---|---------------------------|--|---------------------------|---|---------------------------|
|  <h3>Vegetables</h3> | |  <h3>Dairy products & Eggs</h3> | |  <h3>Meat</h3> | |
| Avg. Dollars/Household | Pct. of Total Expenditure | Avg. Dollars/Household | Pct. of Total Expenditure | Avg. Dollars/Household | Pct. of Total Expenditure |
| \$768 | 9.9% | \$1,250 | 16.1% | \$1,424 | 18.3% |
| Index: 83 | Index: 94 | Index: 98 | Index: 110 | Index: 91 | Index: 102 |

| | | | |
|---|---------------------------|---|---------------------------|
|  <h3>Fish & Seafood</h3> | |  <h3>Beverages & Other Food</h3> | |
| Avg. Dollars/Household | Pct. of Total Expenditure | Avg. Dollars/Household | Pct. of Total Expenditure |
| \$205 | 2.6% | \$1,913 | 24.6% |
| Index: 70 | Index: 78 | Index: 87 | Index: 98 |

Benchmark: Southern Ontario

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

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

Post COVID-19 Activities

Trade Area: Haldimand County - Selkirk

Household Population 14+: 1,040

Activities Look Forward To Doing

| | % | Base % | Index |
|--|------|--------|-------|
| Socializing | | | |
| Dating | 10.0 | 11.0 | 91 |
| Going to restaurants, bars or night clubs | 57.7 | 55.1 | 105 |
| Having physical Contact with family and friends | 63.0 | 57.7 | 109 |
| Participating in group activities | 47.2 | 38.7 | 122 |
| Partying | 18.8 | 15.8 | 119 |
| Seeing family and friends in person | 69.3 | 62.8 | 110 |
| Entertainment | | | |
| Attending events, festivals or concerts | 47.0 | 42.9 | 110 |
| Attending sports events (excludes professional sports) | 17.6 | 18.2 | 97 |
| Attending to professional sports events or games | 30.2 | 25.4 | 119 |
| Going to the movies | 37.7 | 45.7 | 83 |
| Movement & Travel | | | |
| Driving more | 17.3 | 16.1 | 107 |
| Shopping in-store | 41.1 | 42.9 | 96 |
| Spending time outdoors | 26.4 | 32.5 | 81 |
| Travelling outside of Canada/ abroad | 43.8 | 53.2 | 82 |
| Travelling within Canada | 47.6 | 49.9 | 95 |
| Using public transit | 11.8 | 13.7 | 86 |
| Personal | | | |
| Getting back to old habits | 41.5 | 36.2 | 115 |
| Going to a salon, barber shop or spa | 30.5 | 33.7 | 90 |
| Going to the gym | 23.4 | 22.6 | 104 |
| Education/Work | | | |
| Children going back to school | 16.2 | 20.3 | 80 |
| Going back to work | 11.2 | 17.6 | 64 |
| Other | | | |
| Not Stated | 0.3 | 0.6 | 53 |

Benchmark: Southern Ontario

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(Base used for Index calculations)

Index Colours: <80 80 - 110 110+

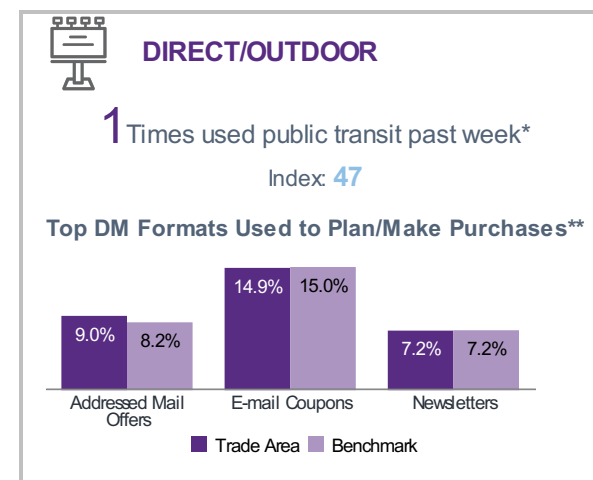
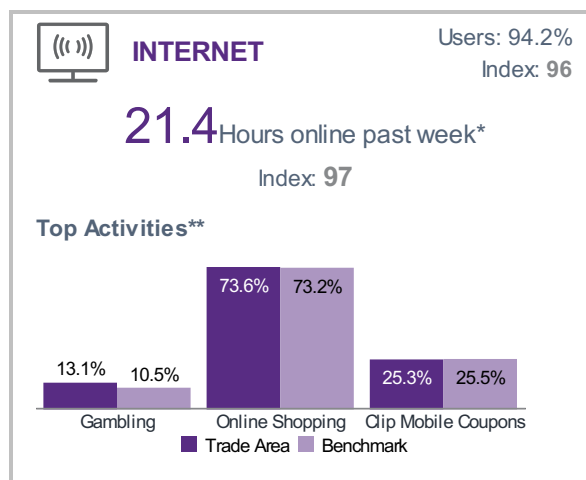
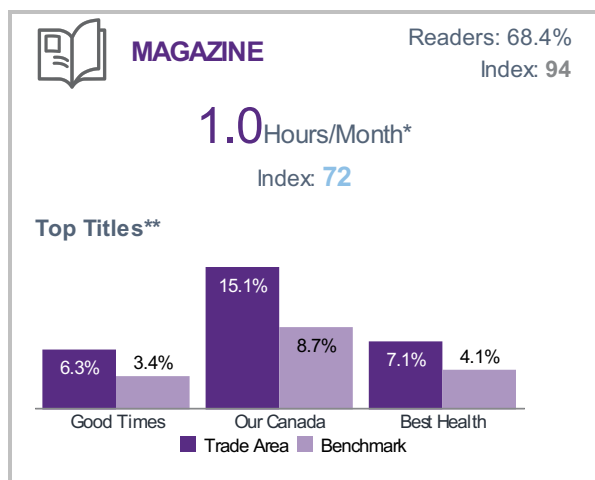
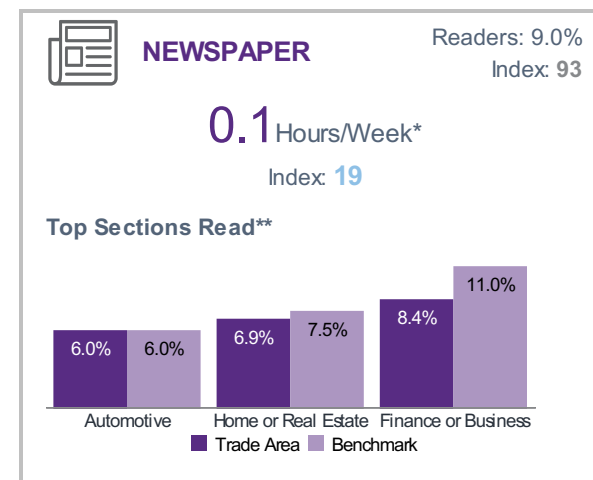
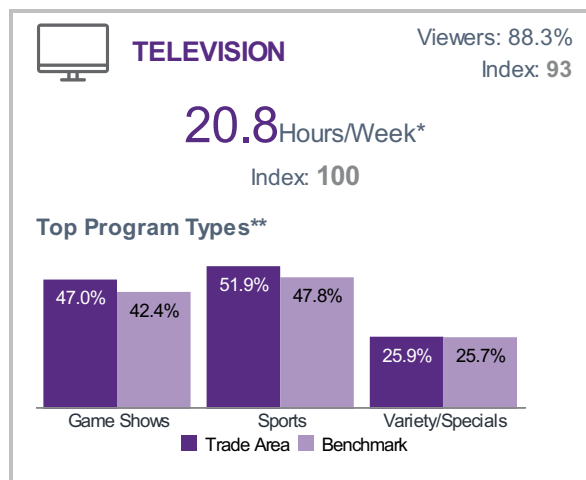
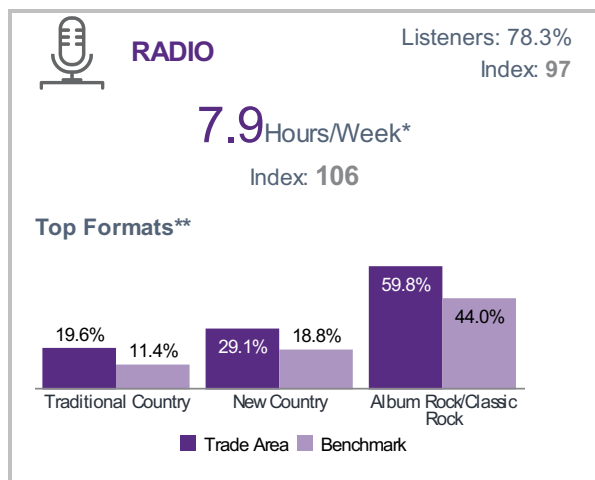
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Selkirk

Household Population 14+: 1,040



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

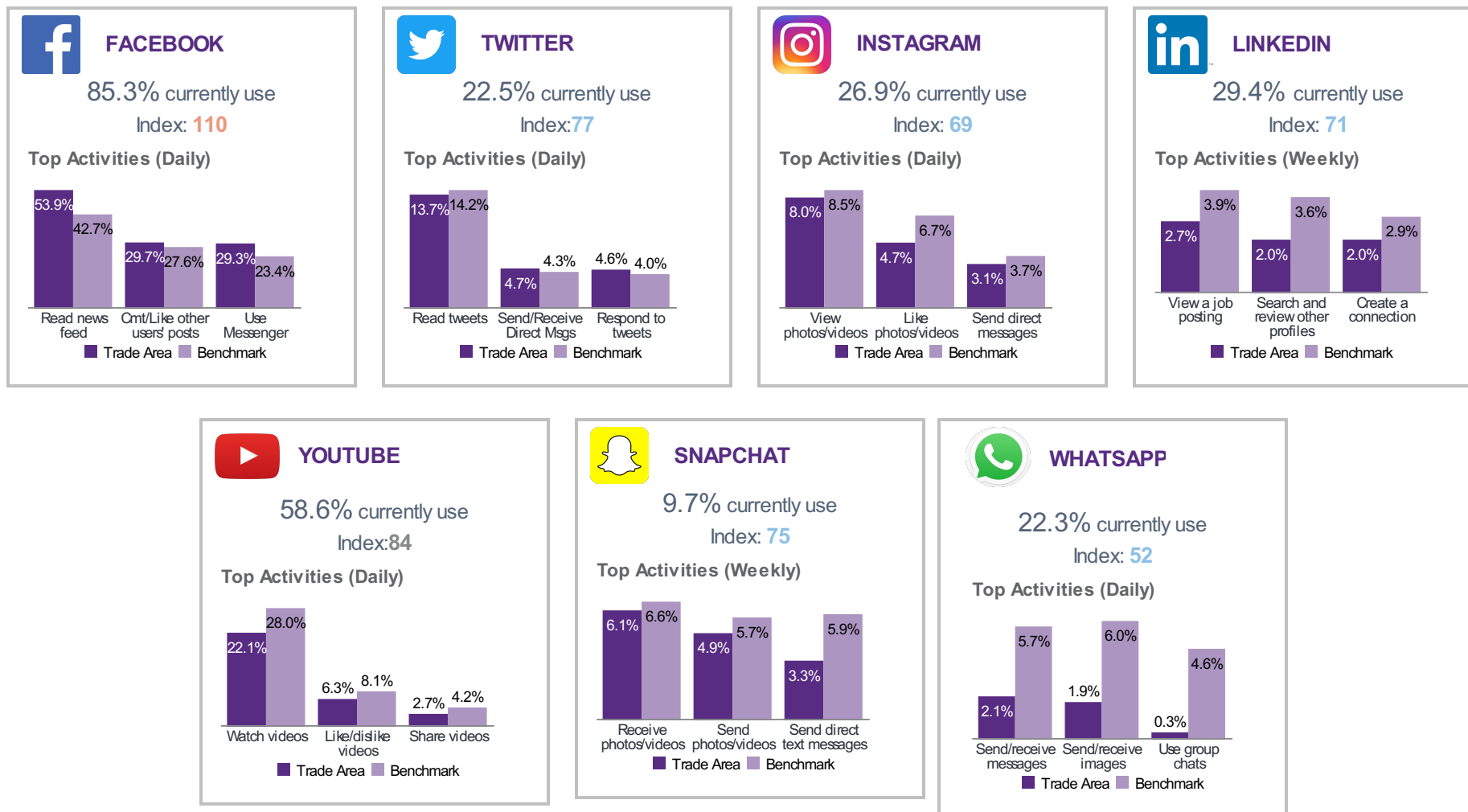
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Selkirk

Household Population 18+: 997



Benchmark: Southern Ontario

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

Chosen and ranked by percent composition

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

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

Opticks Social | Social Media Usage

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Selkirk

Household Population 18+: 997

FRIENDS IN ALL SM NETWORKS



31.4%

Index:89

0-49 friends

FREQUENCY OF USE (DAILY)



69.3%

Index:123

Facebook

BRAND INTERACTION



32.0%

Index:93

Like brand on Facebook

NO. OF BRANDS INTERACTED

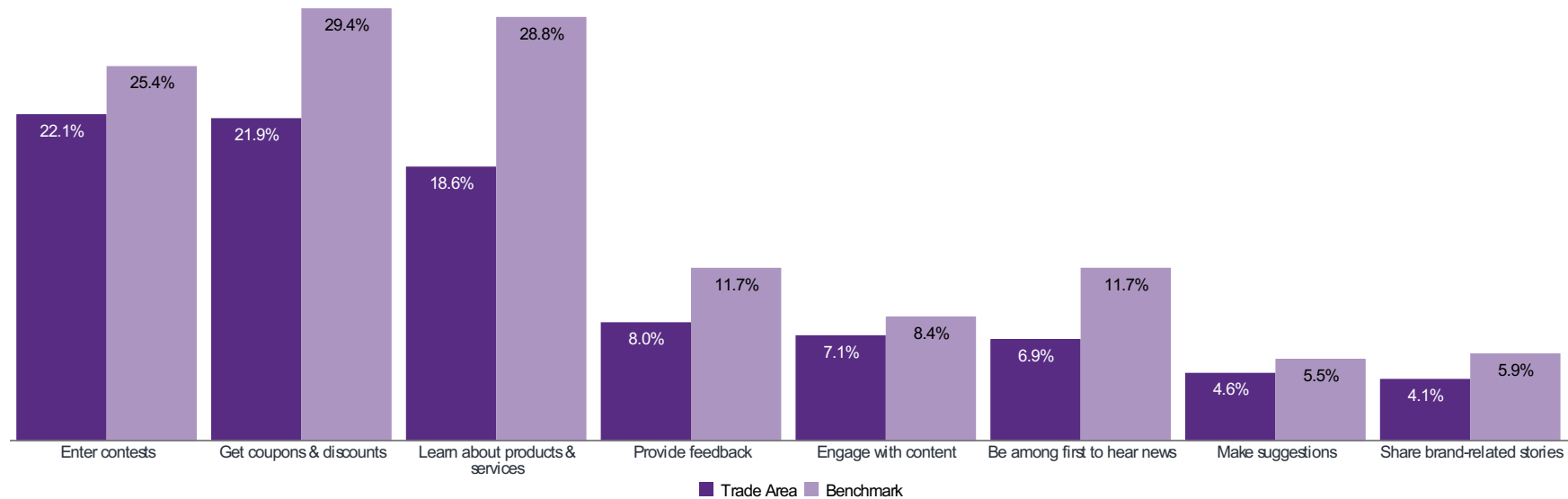


28.3%

Index:92

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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

Online Shopping Attitudes and Behaviours

Trade Area: Haldimand County - Selkirk

Total Household Population 18+:997



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

% Comp 93.6 Index 107



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

% Comp 41.5 Index 85



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

% Comp 86.6 Index 103



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

% Comp 33.7 Index 82



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

% Comp 47.0 Index 83



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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Ranked by percent composition.

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

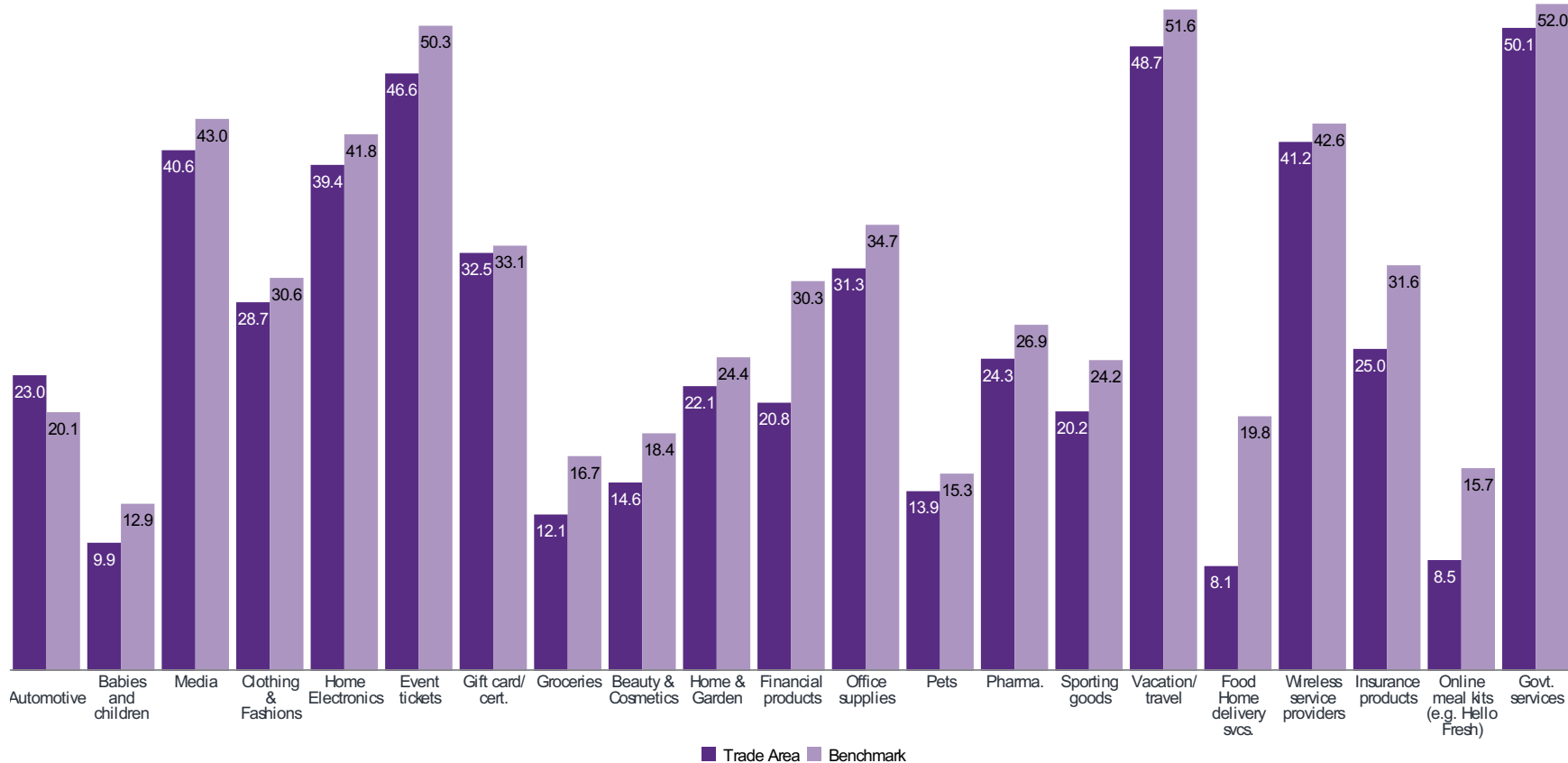
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Selkirk

Total Household Population 18+:997

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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


Opticks eShopper | Clothing & Fashions Deep Dive

ENVIRONICS
ANALYTICS

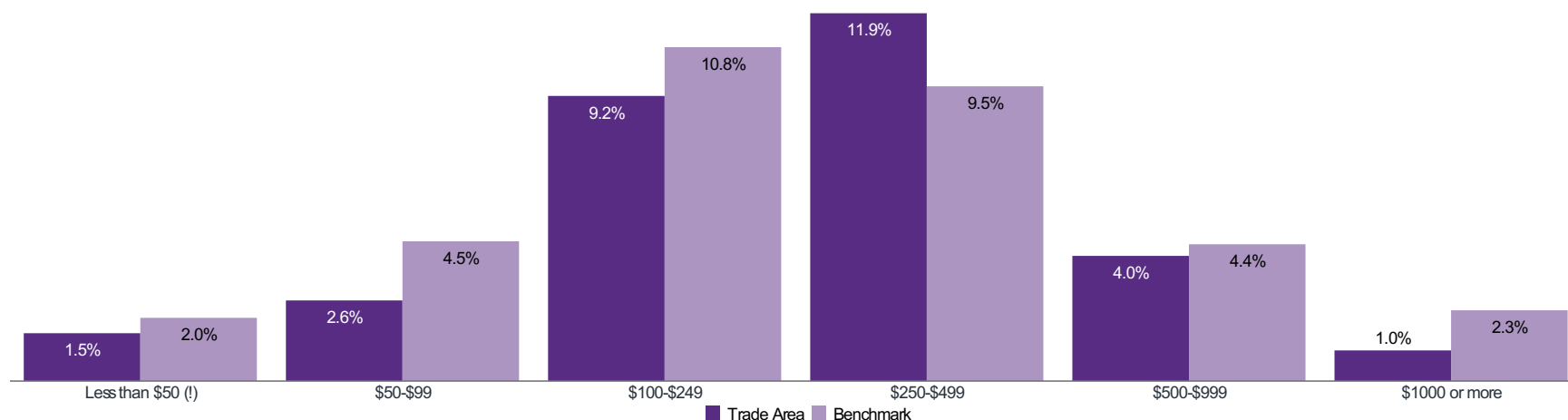
Trade Area: Haldimand County - Selkirk

Total Household Population 18+: 997

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 | 64.5% Index:105 | 30.6% Index:83 | 12.5% Index:102 | 3.0% Index:93 |
| Purchase preference | 79.3% Index:105 | 28.7% Index:94 | 7.5% Index:76 | 1.7% Index:66 |
| Customer Service | 66.6% Index:108 | 20.5% Index:115 | 4.8% Index:83 | 23.2% Index:107 |

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

(!) 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

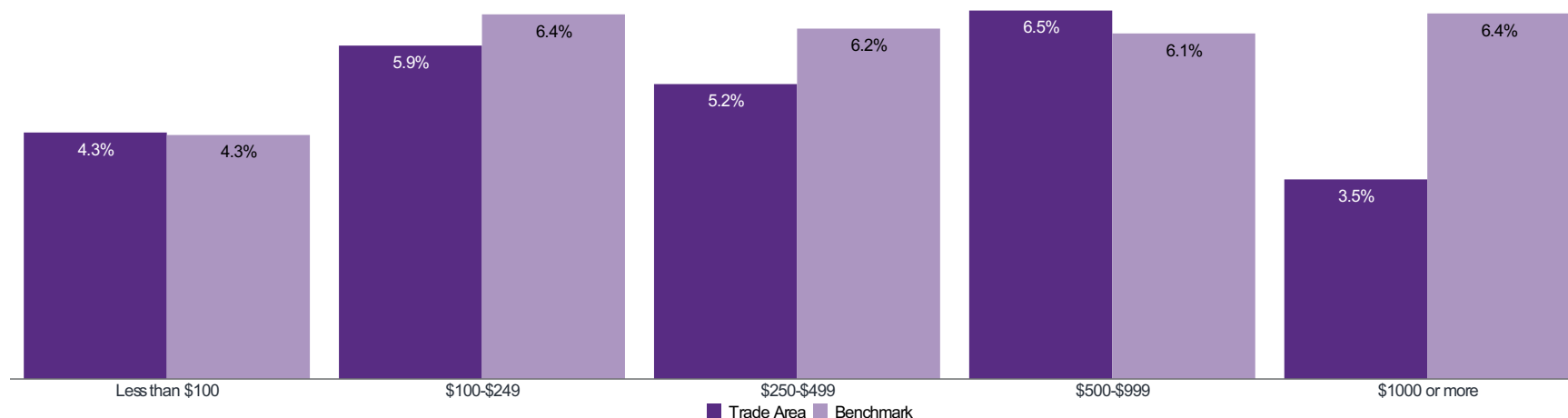
Trade Area: Haldimand County - Selkirk

Total Household Population 18+: 997

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 | 57.1% Index: 114 | 52.4% Index: 96 | 14.2% Index: 91 | 8.4% Index: 102 |
| Purchase preference | 78.8% Index: 115 | 39.4% Index: 94 | 6.8% Index: 61 | 6.1% Index: 94 |
| Customer Service | 66.3% Index: 118 | 20.0% Index: 81 | 6.2% Index: 83 | 40.9% Index: 111 |

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

Opticks eShopper | Gift Cards Deep Dive

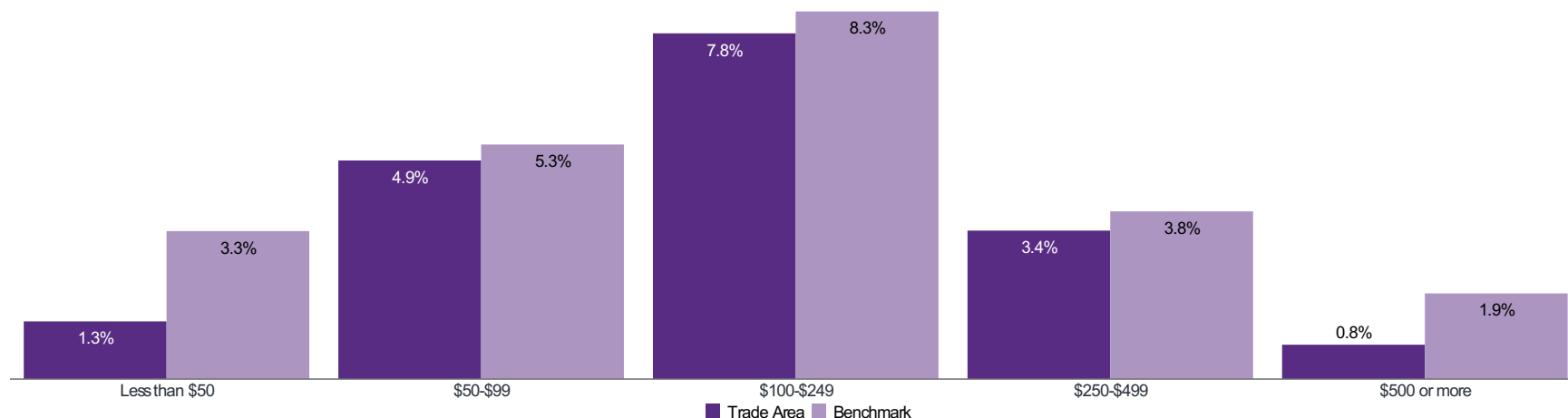
Trade Area: Haldimand County - Selkirk

Total Household Population 18+: 997

BEHAVIOURAL PREFERENCES BY CHANNEL

|  GIFT CARDS | In person, at store, branch or office | Online/Website via computer | Online/Website via mobile device | By talking to someone on phone |
|--|---------------------------------------|-----------------------------|----------------------------------|--------------------------------|
| Gather information | 55.7% Index: 117 | 31.5% Index: 89 | 9.9% Index: 90 | 4.6% Index: 131 |
| Purchase preference | 70.9% Index: 118 | 32.5% Index: 98 | 5.4% Index: 62 | 3.6% Index: 118 |
| Customer Service | 52.4% Index: 123 | 20.1% Index: 98 | 4.3% Index: 70 | 31.3% Index: 113 |

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

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


Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

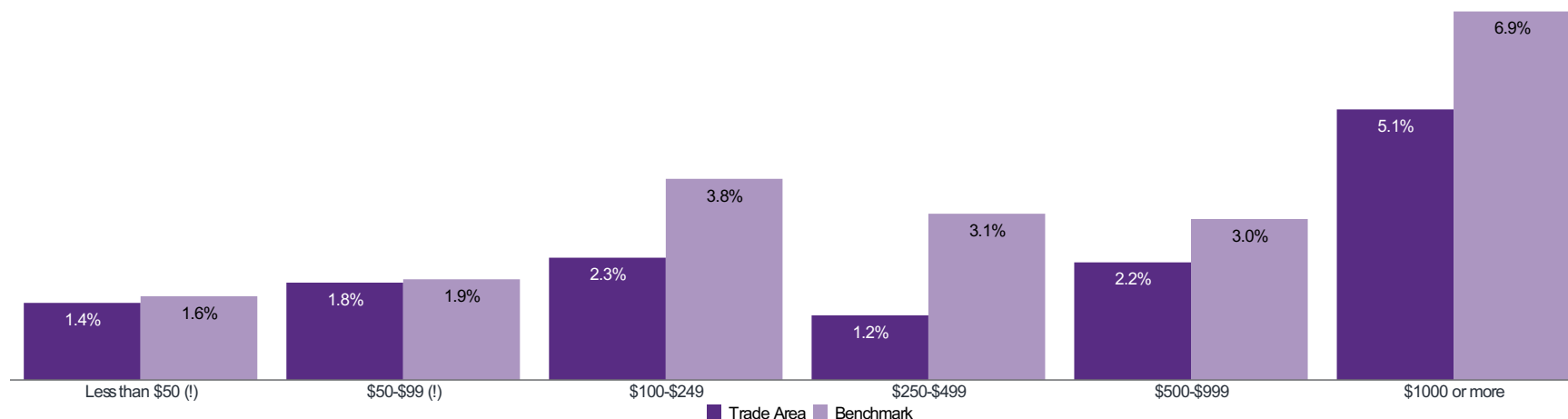
Trade Area: Haldimand County - Selkirk

Total Household Population 18+: 997

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 | 77.7% Index: 108 | 20.2% Index: 82 | 10.0% Index: 90 | 1.4% Index: 53 |
| Purchase preference | 91.6% Index: 110 | 12.1% Index: 73 | 3.0% Index: 49 | 0.9% Index: 37 |
| Customer Service | 80.3% Index: 115 | 7.2% Index: 63 | 0.9% Index: 23 | 17.7% Index: 94 |

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

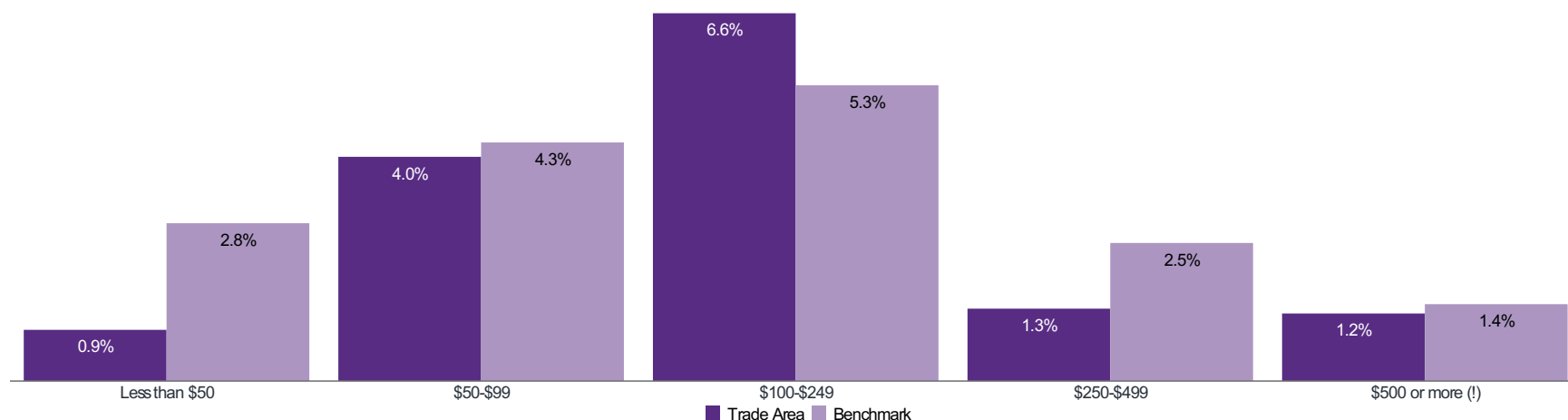
Trade Area: Haldimand County - Selkirk

Total Household Population 18+: 997

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 | 33.2% Index:93 | 16.7% Index:76 | 5.6% Index:69 | 1.8% Index:64 |
| Purchase preference | 47.3% Index:102 | 14.6% Index:79 | 1.4% Index:21 | 1.8% Index:80 |
| Customer Service | 38.6% Index:106 | 11.5% Index:91 | 1.2% Index:28 | 13.4% Index:91 |

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

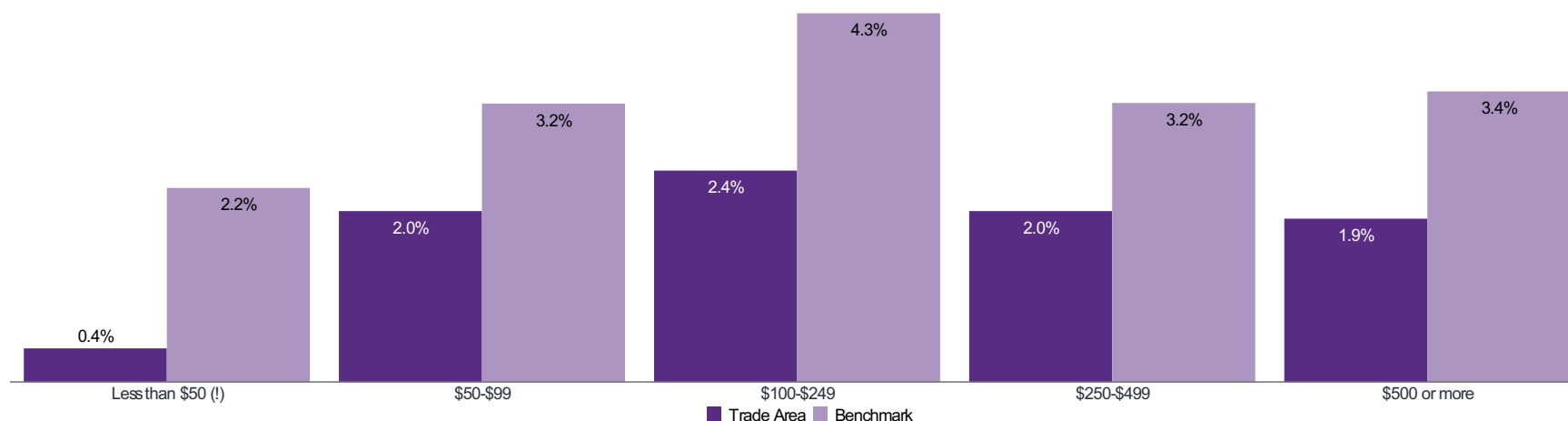
Trade Area: Haldimand County - Selkirk

Total Household Population 18+: 997

BEHAVIOURAL PREFERENCES BY CHANNEL

|  HOME & GARDEN | In person, at store, branch or office | Online/Website via computer | Online/Website via mobile device | By talking to someone on phone |
|--|---------------------------------------|-----------------------------|----------------------------------|--------------------------------|
| Gather information | 58.8% Index: 113 | 37.2% Index: 98 | 12.6% Index: 111 | 6.4% Index: 112 |
| Purchase preference | 76.6% Index: 112 | 22.1% Index: 91 | 5.5% Index: 79 | 3.0% Index: 83 |
| Customer Service | 65.3% Index: 121 | 15.4% Index: 96 | 4.2% Index: 87 | 21.3% Index: 93 |

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

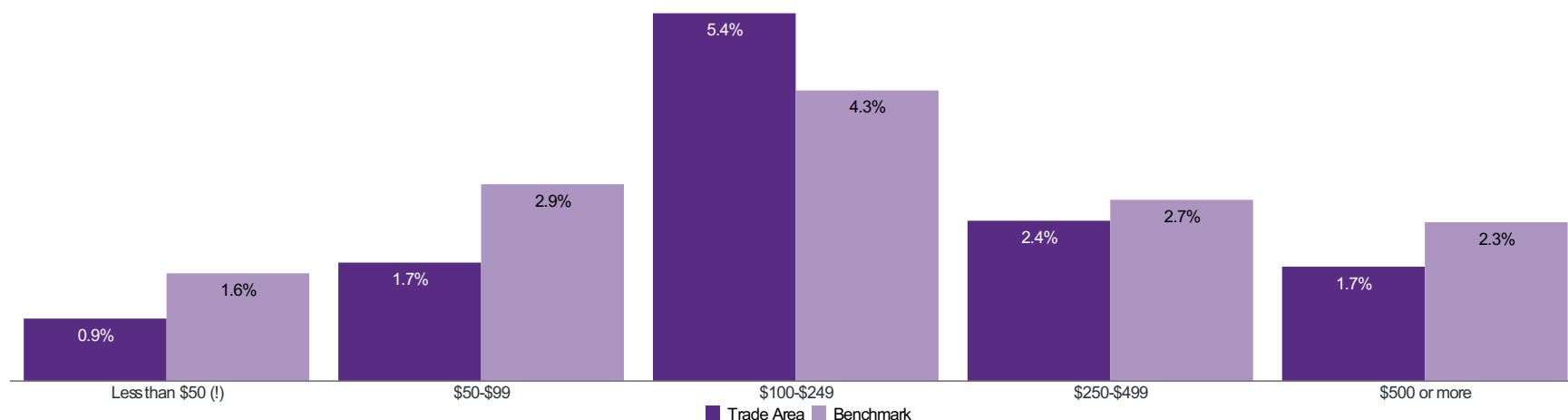
Trade Area: Haldimand County - Selkirk

Total Household Population 18+: 997

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 | 40.5% Index:104 | 27.3% Index:85 | 7.9% Index:76 | 3.0% Index:76 |
| Purchase preference | 56.5% Index:109 | 20.2% Index:83 | 5.8% Index:77 | 4.0% Index:131 |
| Customer Service | 44.4% Index:106 | 12.3% Index:81 | 4.9% Index:94 | 20.6% Index:101 |

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

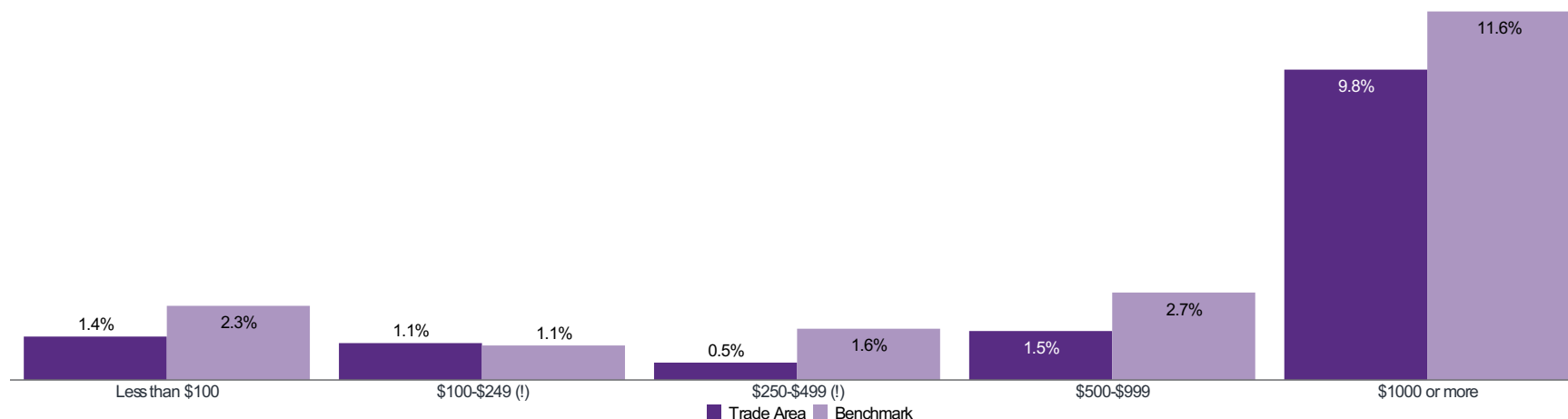
Trade Area: Haldimand County - Selkirk

Total Household Population 18+: 997

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 | 22.2% Index:108 | 54.8% Index:95 | 11.5% Index:77 | 14.9% Index:93 |
| Purchase preference | 31.1% Index:108 | 48.7% Index:94 | 5.5% Index:76 | 17.5% Index:97 |
| Customer Service | 32.5% Index:111 | 26.0% Index:95 | 4.3% Index:62 | 44.0% Index:100 |

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Selkirk

Households: 527

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark: Southern Ontario

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

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

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

Trade Area: Haldimand County - Selkirk

Households: 527

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



63.2%

Index: 106

Easy to get in and get out quickly



41.1%

Index: 96

Staff are friendly and knowledgeable



36.3%

Index: 107

Organized layout makes it easy to shop



33.0%

Index: 79

Short checkout lines/fast checkout



27.8%

Index: 78

Has extended hours



23.1%

Index: 84

I like the store ambiance



14.6%

Index: 73

Has self-checkout



12.6%

Index: 92

Offers an online shopping option (!)



6.3%

Index: 71

Benchmark: Southern Ontario

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

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

ShopperChoice | Store Loyalty - Price and Promo

ENVIRONICS
ANALYTICS

Trade Area: Haldimand County - Selkirk

Households: 527

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



69.9%

Index: 104

Discover good value when shopping



69.3%

Index: 105

Store has the lowest prices overall



66.8%

Index: 115

Store has a customer loyalty card program



39.6%

Index: 80

Has loyalty prog. app and offers pers. promos



24.1%

Index: 82

I'm loyal to their store brands



19.4%

Index: 84

OUT OF STOCK ITEM

| | % Base | % Pen | Index |
|--|--------|-------|---------|
| Psychographics - Shopping Preferences | | | |
| Postpone the purchase | 43.2 | 40.2 | 0.0 108 |
| Leave the store and buy it elsewhere | 29.3 | 30.9 | 0.0 95 |
| Purchase another brand | 17.8 | 21.2 | 0.0 84 |
| Purchase another size or variety of the same brand (!) | 9.8 | 7.7 | 0.0 127 |

Benchmark: Southern Ontario

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

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

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

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

Main Street Visitors

2019 Haldimand County - Selkirk 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% | 16,995 | 100% | 0.09% | 100 | 22,927 | 100% | 0.12% | 100 | 10,299 | 100% | 0.05% | 100 | 9,889 | 100% | 0.05% | 100 | 32,152 | 100% | 0.17% |
| 3528018 | Haldimand County, ON (CY) | 41,702 | 0.22% | 5,385 | 31.68% | 12.91% | 14666 | 5,819 | 25.38% | 13.95% | 11747 | 4,368 | 42.41% | 10.47% | 19632 | 3,580 | 36.20% | 8.58% | 16758 | 7,480 | 23.27% | 17.94% | 10769 |
| 3525005 | Hamilton, ON (C) | 483,265 | 2.50% | 2,446 | 14.39% | 0.51% | 575 | 2,961 | 12.91% | 0.61% | 516 | 1,078 | 10.46% | 0.22% | 418 | 1,044 | 10.56% | 0.22% | 422 | 4,407 | 13.71% | 0.91% | 548 |
| 3528052 | Norfolk County, ON (CY) | 57,999 | 0.30% | 1,789 | 10.53% | 3.08% | 3504 | 2,213 | 9.65% | 3.82% | 3212 | 1,631 | 15.83% | 2.81% | 5270 | 1,985 | 20.07% | 3.42% | 6679 | 4,134 | 12.86% | 7.13% | 4280 |
| 3526032 | Welland, ON (CY) | 47,953 | 0.25% | 602 | 3.54% | 1.25% | 1425 | 920 | 4.01% | 1.92% | 1615 | 213 | 2.07% | 0.44% | 831 | 119 | 1.20% | 0.25% | 482 | 1,211 | 3.77% | 2.53% | 1516 |
| 3520005 | Toronto, ON (C) | 2,568,898 | 13.31% | 335 | 1.97% | 0.01% | 15 | 1,124 | 4.90% | 0.04% | 37 | 144 | 1.40% | 0.01% | 11 | 112 | 1.14% | 0.00% | 9 | 1,160 | 3.61% | 0.05% | 27 |
| 3529006 | Brantford, ON (CY) | 85,464 | 0.44% | 584 | 3.44% | 0.68% | 776 | 546 | 2.38% | 0.64% | 537 | 230 | 2.23% | 0.27% | 505 | 378 | 3.82% | 0.44% | 864 | 1,096 | 3.41% | 1.28% | 770 |
| 3526053 | St. Catharines, ON (CY) | 118,411 | 0.61% | 526 | 3.09% | 0.44% | 505 | 706 | 3.08% | 0.60% | 502 | 246 | 2.39% | 0.21% | 389 | 30 | 0.30% | 0.03% | 49 | 950 | 2.95% | 0.80% | 482 |
| 3526043 | Niagara Falls, ON (CY) | 79,204 | 0.41% | 455 | 2.68% | 0.57% | 653 | 646 | 2.82% | 0.81% | 686 | 134 | 1.30% | 0.17% | 317 | 290 | 2.94% | 0.37% | 715 | 909 | 2.83% | 1.15% | 689 |
| 3526011 | Port Colborne, ON (CY) | 16,492 | 0.09% | 361 | 2.12% | 2.19% | 2485 | 377 | 1.65% | 2.29% | 1927 | 262 | 2.54% | 1.59% | 2978 | 343 | 3.47% | 2.08% | 4062 | 794 | 2.47% | 4.82% | 2892 |
| 3524002 | Burlington, ON (CY) | 163,747 | 0.85% | 167 | 0.98% | 0.10% | 116 | 400 | 1.74% | 0.24% | 206 | 218 | 2.12% | 0.13% | 250 | 195 | 1.98% | 0.12% | 233 | 771 | 2.40% | 0.47% | 283 |

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

2019 Haldimand County - Selkirk 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 |
| 1,030 | 586 | 56.9 | 507 | 49.2 | 512 | 49.7 | 342 | 33.2 | 565 | 54.9 |

2019 Haldimand County - Selkirk 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 | 32,285 | 565 | 1.8 | 31,720 | 98.2 |

2020 Haldimand County - Selkirk 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% | 10,881 | 100% | 0.06% | 100 | 17,741 | 100% | 0.09% | 100 | 11,945 | 100% | 0.06% | 100 | 8,713 | 100% | 0.05% | 100 | 26,081 | 100% | 0.14% | 100 |
| 3528018 | Haldimand County, ON (CY) | 41,702 | 0.22% | 4,225 | 38.83% | 10.13% | 17974 | 5,889 | 33.20% | 14.12% | 15366 | 5,504 | 46.08% | 13.20% | 21328 | 4,095 | 47.00% | 9.82% | 21757 | 7,625 | 29.24% | 18.28% | 13533 |
| 3528052 | Norfolk County, ON (CY) | 57,999 | 0.30% | 1,784 | 16.39% | 3.08% | 5455 | 2,417 | 13.62% | 4.17% | 4533 | 1,940 | 16.24% | 3.34% | 5404 | 1,463 | 16.79% | 2.52% | 5589 | 4,094 | 15.70% | 7.06% | 5224 |
| 3525005 | Hamilton, ON (C) | 483,265 | 2.50% | 1,088 | 10.00% | 0.23% | 399 | 2,203 | 12.42% | 0.46% | 496 | 1,181 | 9.88% | 0.24% | 395 | 727 | 8.35% | 0.15% | 333 | 3,026 | 11.60% | 0.63% | 463 |
| 3526032 | Welland, ON (CY) | 47,953 | 0.25% | 345 | 3.17% | 0.72% | 1275 | 548 | 3.09% | 1.14% | 1243 | 229 | 1.91% | 0.48% | 771 | 326 | 3.75% | 0.68% | 1508 | 917 | 3.52% | 1.91% | 1416 |
| 3529006 | Brantford, ON (CY) | 85,464 | 0.44% | 319 | 2.93% | 0.37% | 662 | 362 | 2.04% | 0.42% | 461 | 208 | 1.74% | 0.24% | 392 | 230 | 2.64% | 0.27% | 597 | 748 | 2.87% | 0.88% | 648 |
| 3524002 | Burlington, ON (CY) | 163,747 | 0.85% | 195 | 1.80% | 0.12% | 212 | 502 | 2.83% | 0.31% | 334 | 174 | 1.46% | 0.11% | 172 | 120 | 1.38% | 0.07% | 163 | 740 | 2.84% | 0.45% | 335 |
| 3526003 | Fort Erie, ON (T) | 28,126 | 0.15% | 123 | 1.13% | 0.44% | 777 | 499 | 2.81% | 1.78% | 1932 | 221 | 1.85% | 0.79% | 1273 | 84 | 0.97% | 0.30% | 664 | 687 | 2.63% | 2.44% | 1807 |
| 3526053 | St. Catharines, ON (CY) | 118,411 | 0.61% | 140 | 1.29% | 0.12% | 210 | 608 | 3.43% | 0.51% | 559 | 155 | 1.30% | 0.13% | 212 | 46 | 0.53% | 0.04% | 86 | 656 | 2.51% | 0.55% | 410 |
| 3520005 | Toronto, ON (C) | 2,568,898 | 13.31% | 315 | 2.89% | 0.01% | 22 | 300 | 1.69% | 0.01% | 13 | 354 | 2.96% | 0.01% | 22 | 90 | 1.04% | 0.00% | 8 | 656 | 2.51% | 0.03% | 19 |
| 3526011 | Port Colborne, ON (CY) | 16,492 | 0.09% | 254 | 2.33% | 1.54% | 2730 | 463 | 2.61% | 2.81% | 3058 | 110 | 0.92% | 0.67% | 1076 | 147 | 1.68% | 0.89% | 1969 | 629 | 2.41% | 3.81% | 2821 |

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

2020 Haldimand County - Selkirk 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 |
| 1,030 | 472 | 45.8 | 560 | 54.3 | 591 | 57.4 | 587 | 57.0 | 701 | 68.0 |

2020 Haldimand County - Selkirk 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 | 26,292 | 701 | 2.7 | 25,591 | 97.3 |

2021 Haldimand County - Selkirk 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% | 14,083 | 100% | 0.07% | 100 | 28,088 | 100% | 0.15% | 100 | 14,465 | 100% | 0.07% | 100 | 11,302 | 100% | 0.06% | 100 | 36,198 | 100% | 0.19% | 100 |
| 3528018 | Haldimand County, ON (CY) | 41,702 | 0.22% | 6,349 | 45.08% | 15.23% | 20868 | 7,242 | 25.78% | 17.37% | 11935 | 6,351 | 43.90% | 15.23% | 20322 | 4,817 | 42.62% | 11.55% | 19728 | 9,456 | 26.12% | 22.68% | 12092 |
| 3525005 | Hamilton, ON (C) | 483,265 | 2.50% | 1,644 | 11.67% | 0.34% | 466 | 2,985 | 10.63% | 0.62% | 424 | 1,307 | 9.04% | 0.27% | 361 | 1,773 | 15.69% | 0.37% | 627 | 5,010 | 13.84% | 1.04% | 553 |
| 3528052 | Norfolk County, ON (CY) | 57,999 | 0.30% | 1,513 | 10.74% | 2.61% | 3575 | 3,629 | 12.92% | 6.26% | 4300 | 2,241 | 15.49% | 3.86% | 5155 | 1,942 | 17.19% | 3.35% | 5720 | 4,991 | 13.79% | 8.60% | 4588 |
| 3526032 | Welland, ON (CY) | 47,953 | 0.25% | 388 | 2.75% | 0.81% | 1109 | 1,311 | 4.67% | 2.73% | 1879 | 502 | 3.47% | 1.05% | 1397 | 199 | 1.76% | 0.42% | 710 | 1,379 | 3.81% | 2.87% | 1533 |
| 3526053 | St. Catharines, ON (CY) | 118,411 | 0.61% | 367 | 2.61% | 0.31% | 425 | 1,161 | 4.13% | 0.98% | 674 | 51 | 0.35% | 0.04% | 57 | 95 | 0.84% | 0.08% | 137 | 1,112 | 3.07% | 0.94% | 501 |
| 3520005 | Toronto, ON (C) | 2,568,898 | 13.31% | 97 | 0.69% | 0.00% | 5 | 770 | 2.74% | 0.03% | 21 | 183 | 1.26% | 0.01% | 10 | 133 | 1.18% | 0.01% | 9 | 954 | 2.63% | 0.04% | 20 |
| 3526028 | Pelham, ON (T) | 15,240 | 0.08% | 528 | 3.75% | 3.47% | 4751 | 660 | 2.35% | 4.33% | 2978 | 505 | 3.49% | 3.31% | 4423 | 105 | 0.93% | 0.69% | 1180 | 871 | 2.41% | 5.71% | 3046 |
| 3526003 | Fort Erie, ON (T) | 28,126 | 0.15% | 427 | 3.03% | 1.52% | 2082 | 544 | 1.94% | 1.93% | 1328 | 0 | 0.00% | 0.00% | 0 | 155 | 1.37% | 0.55% | 942 | 759 | 2.10% | 2.70% | 1438 |
| 3526043 | Niagara Falls, ON (CY) | 79,204 | 0.41% | 197 | 1.40% | 0.25% | 341 | 386 | 1.37% | 0.49% | 335 | 307 | 2.12% | 0.39% | 517 | 177 | 1.57% | 0.22% | 382 | 752 | 2.08% | 0.95% | 506 |
| 3526021 | West Lincoln, ON (TP) | 12,323 | 0.06% | 172 | 1.22% | 1.40% | 1914 | 387 | 1.38% | 3.14% | 2158 | 101 | 0.70% | 0.82% | 1099 | 374 | 3.31% | 3.03% | 5182 | 703 | 1.94% | 5.71% | 3044 |

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

2021 Haldimand County - Selkirk 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 |
| 1,030 | 694 | 67.4 | 337 | 32.7 | 496 | 48.1 | 282 | 27.4 | 481 | 46.7 |

2021 Haldimand County - Selkirk 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 | 36,923 | 481 | 1.3 | 36,442 | 98.7 |

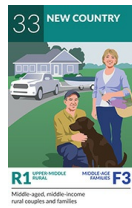
PRIZM Profile | Top Segments

ENVIRONICS
ANALYTICS

Customers: Haldimand County Selkirk - FY 2021: Sum_Unique_Visitors

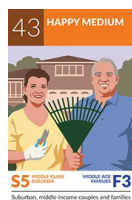
Total Customers: 33,681

Top 5 segments represent **42.5%** of customers in Southern Ontario



Rank: 1
Customers: 3,737
Customers %: 11.09
% in Benchmark: 2.74
Index: 405

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



Rank: 2
Customers: 3,591
Customers %: 10.66
% in Benchmark: 2.51
Index: 424

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



Rank: 3
Customers: 2,419
Customers %: 7.18
% in Benchmark: 4.89
Index: 147

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



Rank: 4
Customers: 2,350
Customers %: 6.98
% in Benchmark: 1.07
Index: 653

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 snow mobiles—preferably made in Canada.



Rank: 5
Customers: 2,230
Customers %: 6.62
% in Benchmark: 2.12
Index: 313

Scenic Retirement exemplifies one of Canada's dominant demographic trends: the aging population. Many of this segment's residents live in retirement communities like Niagara-on-the-Lake, Duncan and Parksville. With more than two-thirds of household maintainers over 55 years old, the segment features mature married couples and singles living in the suburban neighbourhoods of smaller cities popular with seniors. Nearly one in ten households contains a widowed individual. Most members live in midscale, single-detached houses—the average dwelling value is \$450,000—but one-quarter own a condo. Though only half are still in the labour force, average household incomes here are more than \$100,000, earned from a variety of blue-collar and service sector jobs as well as pensions and government transfers. These financially comfortable households pursue leisure-intensive lifestyles. They stay physically active by playing golf, fitness walking and gardening. They like to keep up with trends by attending exhibitions covering RVs, crafts and homes. These third-plus generation Canadians are mindful of the future and want to leave a Legacy, whether for their families or society.

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+