Community Profile: North Glengarry Township – Alexandria

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

ENVIRONICS ANALYTICS

Confidential

Date: February 10, 2022

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North Glengarry Township - Alexandria
Main Street Boundary and Trade Area

ENVIRONICS ANALYTICS

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Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: North Glengarry Township - Alexandria

POPULATION

4,393

HOUSEHOLDS

2,004

MEDIAN MAINTAINER AGE

60

Index:111

MARITAL STATUS

55.6%

Index: 96

Married/Common-Law

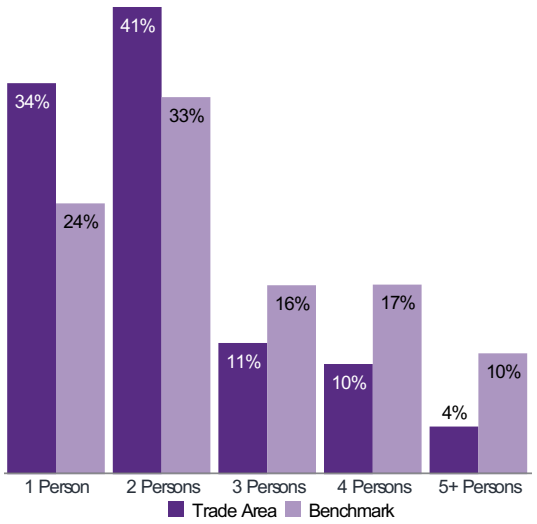
FAMILY STATUS*

52.1%

Index:139

Couples Without Children At Home

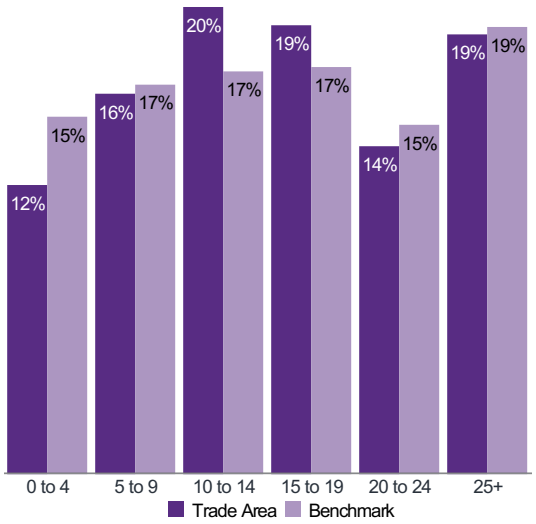
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	133	3.0	60
5 to 9	172	3.9	73
10 to 14	212	4.8	85
15 to 19	213	4.8	82
20 to 24	230	5.2	78
25 to 29	207	4.7	67
30 to 34	194	4.4	66
35 to 39	191	4.3	67
40 to 44	196	4.5	72
45 to 49	250	5.7	91
50 to 54	309	7.0	107
55 to 59	377	8.6	118
60 to 64	371	8.4	125
65 to 69	349	7.9	140
70 to 74	332	7.6	158
75 to 79	260	5.9	179
80 to 84	183	4.2	191
85+	215	4.9	221

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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

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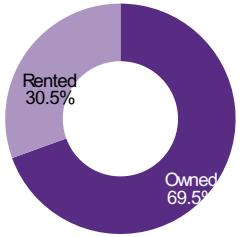
Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: North Glengarry Township - Alexandria

Population: 4,393 | **Households:** 2,004

TENURE



STRUCTURE TYPE

Houses

69.6%

Index:90

Apartments

23.9%

Index:108

AGE OF HOUSING*

60+ Years Old

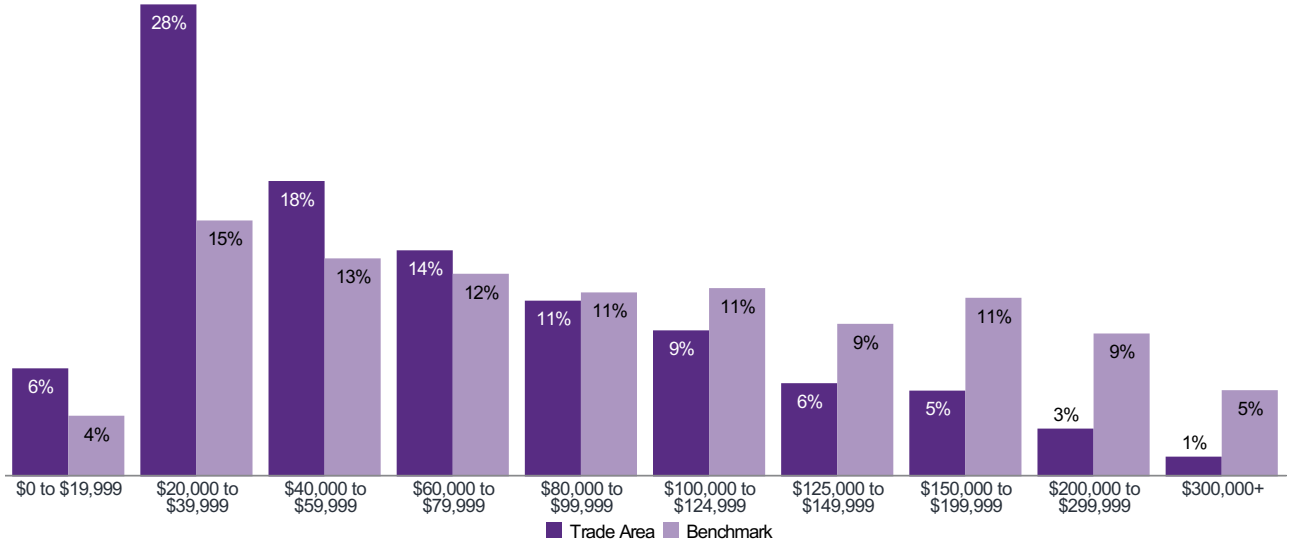
% Comp:35.0 Index: 169

AVERAGE HOUSEHOLD INCOME

$73,967

Index:64

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: North Glengarry Township - Alexandria

Population: 4,393 | **Households:** 2,004

EDUCATION

11.7%

Index:44

University Degree

LABOUR FORCE PARTICIPATION

55.9%

Index:86

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

34.8%

Index:96

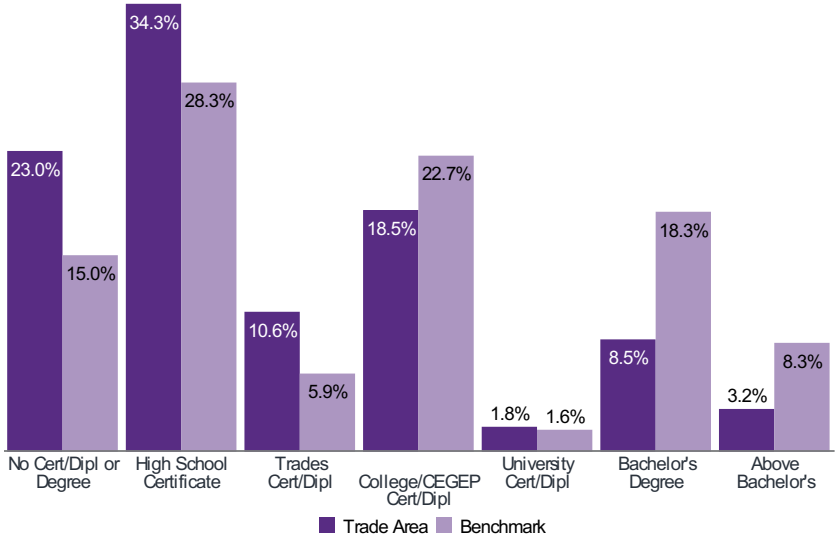
Travel to work by**Car (as Driver)**

2.9%

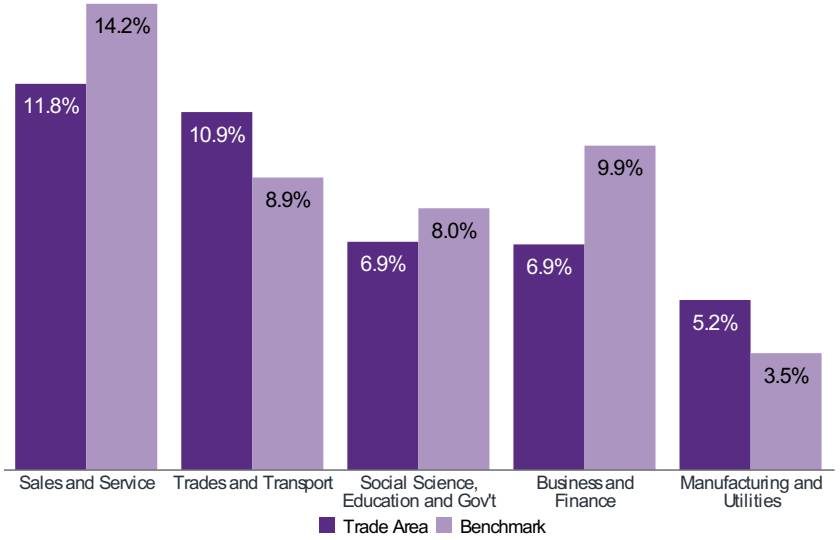
Index:148

Travel to work by**Walking**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southern Ontario

**Ranked by percent composition*

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Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: North Glengarry Township - Alexandria

Population: 4,393 | **Households:** 2,004

ABORIGINAL IDENTITY

2.1%

Index:87

VISIBLE MINORITY PRESENCE

4.1%

Index:14

Belong to a visible minority group

NON-OFFICIAL LANGUAGE

0.2%

Index:8

No knowledge of English or French

IMMIGRATION

6.3%

Index:24

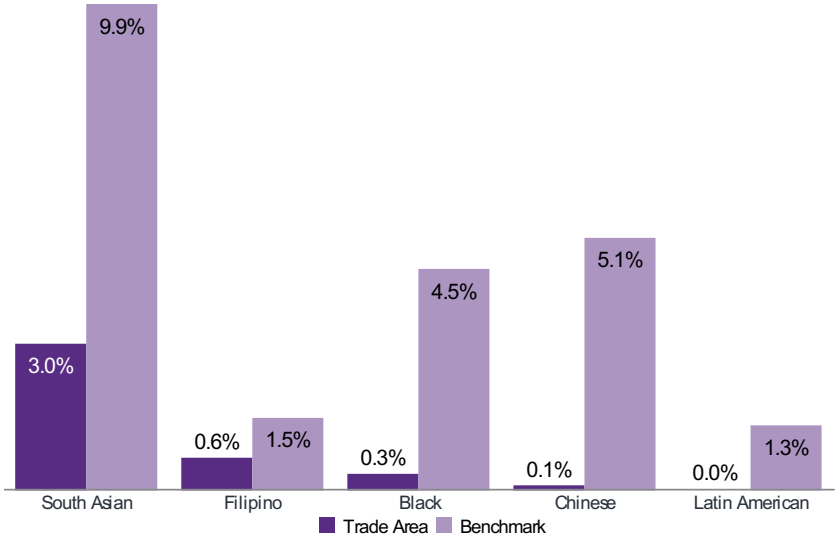
Born outside Canada

PERIOD OF IMMIGRATION*

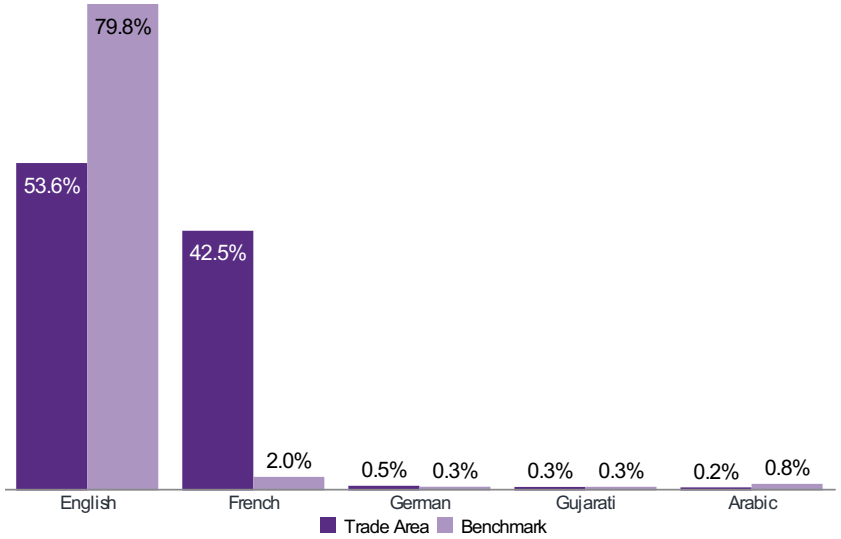
N/A

N/A% Index:N/A

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

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

***Ranked by percent composition*

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Index Colours:	<80	80 - 110	110+

PRIZM Profile | Top Segments

Trade Area: North Glengarry Township - Alexandria

Households: 2,005

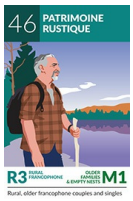
Top 5 segments represent 97.5% of households in North Glengarry Township - Alexandria

Rank:	1
Hhlds:	1,462
Hhld %:	72.94
% in Benchmark:	1.22
Index:	6,001

Older folks gravitate to the relaxed lifestyle of Old Town Roads, a collection of small towns across Canada where more than a third of maintainers are over 65. Unlike more upscale retirement communities, these rustic towns are home to downscale seniors who are aging in place. Households here contain a mix of older singles, empty-nesting couples and widowed individuals. Most own older, inexpensive homes, though a significant percentage rent a low-rise apartment or live in a mobile home; the average dwelling value is less than half the national average. Education traditionally hasn't been a top priority for Old Town Roads members—less than 15 percent have gone to a university—and those still in the workforce earn lower incomes from jobs in manufacturing, farming, services and the trades. These third-plus-generation Canadians enjoy time-honoured and outdoor-oriented leisure pursuits like fishing, hunting and gardening, though they'll also attend craft shows and auto racing events. Even though pensions and government transfers improve the financial picture here, these townsfolk keep close tabs on their wallet (Importance of Price).

Rank:	2
Hhlds:	196
Hhld %:	9.79
% in Benchmark:	3.11
Index:	315

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.

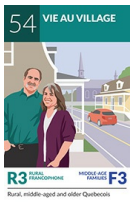


Rank:	3
Hhlds:	175
Hhld %:	8.74
% in Benchmark:	0.39
Index:	2,231

With its roots in rural Quebec, New Brunswick and Ontario, Patrimoine Rustique features a rustic francophone lifestyle. Located in small and often scenic towns like Shawinigan and Bathurst, this segment is home to generally older couples and singles, with more than 90 percent of the population third-plus-generation Canadians. Over 60 percent of maintainers are over 55, and nearly three-quarters of households consist of one or two people. In this working-class world, those still in the labour force earn average incomes from jobs in various industries, including manufacturing, construction, transportation and the trades. Most Patrimoine Rustique residents live in single-detached houses built before 1980—dwelling values are half the national average—and drive older compacts, subcompacts and SUVs. And they typically spend their time outdoors, hiking, cycling and cross-country skiing. With few local cultural and entertainment options, many adults enjoy activities they can do at home, such as woodworking and doing puzzles and games. Their shopping lists often include cheese, baguettes, frozen pizzas and plenty of French and Italian wine. In their bucolic settings, they embrace the Ecological Lifestyle, elevating their environmental concerns through their purchasing power.

Rank:	4
Hhlds:	78
Hhld %:	3.87
% in Benchmark:	4.83
Index:	80

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:	5
Hhlds:	43
Hhld %:	2.16
% in Benchmark:	0.05
Index:	4,308

A rural, working-class francophone segment, Vie au Village is found mostly in small towns and villages across Quebec. The population presents a mixed portrait—middle-aged and older, couples and families, married and common-law unions. With more than 90 percent of households containing third-plus-generation Quebecois, there are few immigrants in these rural communities. Educations here are modest, ranging from grade school to trade school. Workers earn lower-middle-class incomes from a mix of jobs, typically in farming, manufacturing and the trades. And because dwelling values are less than half the national average, most can afford to own a single-detached home and still have enough discretionary income to enjoy their outdoor passions. Vie au Village residents are avid fans of cycling, ice skating, snowmobiling and tennis. In addition to low-cost compact and subcompact cars, many own boats, RVs, and snowmobiles. The adults are more likely than other francophones to sign up their children for sports programs, take the family to a fair or carnival, and book a cruise package. They're also enthusiastic shoppers who patronize kitchen, garden and fashion accessory stores.

Benchmark: Southern Ontario

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Psychographics | SocialValues Overview

Trade Area: North Glengarry Township - Alexandria

Strong Values

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Aversion to Complexity	141
Fulfilment Through Work	141
Discriminating Consumerism	137
Obedience to Authority	133
Confidence in Small Business	129
Legacy	129
Propriety	126
Brand Apathy	125
Emotional Control	125

Weak Values

Values	Index
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Penchant for Risk	47
Status via Home	48
Ecological Fatalism	57
Ostentatious Consumption	58
Importance of Aesthetics	59
Need for Status Recognition	59
Culture Sampling	64
Importance of Brand	64
Concern for Appearance	67

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.

Aversion to Complexity

Tendency to find it difficult to adapt to the uncertainties of modern life, and to feel threatened by the changes and complexities of society today. A desire to avoid this complexity as a learning experience and a source of opportunity.

Fulfilment Through Work

A need to invest one's professional life with meaning and to find personal fulfillment through one's work. Also, a need to feel that one's work is useful to others and has some social value.

Descriptions | Top 3 Weak Values

Attraction For Crowds

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

Penchant for Risk

Desire to take risks in order to get what one wants out of life. Also, indulging in dangerous and forbidden activities for their associated emotional high.

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.

Benchmark: Ontario

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Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: North Glengarry Township - Alexandria

WealthScapes Households: 2,005

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 74,297	$ 61,937	$ 42,524	$ 1,835
Index:64	Index: 68	Index: 66	Index: 51

WEALTH*

Net Worth

% Holders

99.7% Index:100

Balance

$397,861

Index:54

ASSETS*

Savings

% Holders

94.7% Index:100

Balance

$52,320

Index:68

Investments

% Holders

53.8% Index:90

Balance

$242,785

Index:72

Unlisted Shares

% Holders

8.9% Index:72

Balance

$135,079

Index:42

Real Estate

% Holders

71.5% Index:94

Balance

$363,508

Index:49

Liquid Assets

% Holders

97.5% Index:99

Balance

$220,022

Index:67

DEBT*

Consumer Debt

% Holders

89.2% Index:98

Balance

$45,101

Index:68

Mortgage Debt

% Holders

36.4% Index:78

Balance

$136,179

Index:46

FINANCIAL RATIO

Debt:Asset

% Holders

0.18% Index:87

Benchmark: Southern Ontario

% Holders represent where customers are found.

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

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Index Colours:	<80	80 - 110	110+

Financial | WealthScapes - Ratios

Trade Area: North Glengarry Township - Alexandria

WealthScapes Households: 2,005

FINANCIAL RATIOS*

Debt: Asset

0.18

Index:87

Debt: Liquid Assets

0.42

Index: 68

Consumer Debt - Discr. Income

0.95

Index:101

Savings - Investments

0.64

Index:107

Pension - Non-Pension Assets

0.28

Index:129

Real Estate Assets - Liq. Assets

1.21

Index:69

Mortgage - Real Estate Assets

0.19

Index:79

Mortgage - Consumer Debt

1.23

Index:54

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: North Glengarry Township - Alexandria

Households: 2,004

Total Aggregate Current Consumption: $112,057,129

Average Current Consumption	Average Household Income	Average Disposable Income
$55,917	$72,871	$60,279
Index 68	Index 63	Index 67

Shelter

Avg. Dollars/Household	Pct. of Total Expenditure
$13,810	24.7%
Index 66	Index 96

Transportation

Avg. Dollars/Household	Pct. of Total Expenditure
$10,288	18.4%
Index 75	Index 109

Food

Avg. Dollars/Household	Pct. of Total Expenditure
$9,210	16.5%
Index 72	Index 105

Health Care

Avg. Dollars/Household	Pct. of Total Expenditure
$4,412	7.9%
Index 81	Index 118

Household Operation

Avg. Dollars/Household	Pct. of Total Expenditure
$3,974	7.1%
Index 69	Index 101

Tobacco and Alcohol

Avg. Dollars/Household	Pct. of Total Expenditure
$3,122	5.6%
Index 88	Index 128

Recreation

Avg. Dollars/Household	Pct. of Total Expenditure
$2,804	5.0%
Index 59	Index 86

Household Furnishings

Avg. Dollars/Household	Pct. of Total Expenditure
$2,612	4.7%
Index 66	Index 96

Clothing

Avg. Dollars/Household	Pct. of Total Expenditure
$1,729	3.1%
Index 52	Index 76

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

Trade Area: North Glengarry Township - Alexandria

Households: 2,004

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$72,871	$9,210	$2,599	$6,611
Index 63	Index 72	Index 64	Index 75

Total Aggregate Food Expenditure: $ 18,455,948

Bakery

Avg. Dollars/Household	Pct. of Total Expenditure
$658	9.9%
Index 75	Index 100

Cereal Products

Avg. Dollars/Household	Pct. of Total Expenditure
$360	5.5%
Index 71	Index 94

Fruit and nuts

Avg. Dollars/Household	Pct. of Total Expenditure
$806	12.2%
Index 74	Index 97

Vegetables

Avg. Dollars/Household	Pct. of Total Expenditure
$635	9.6%
Index 69	Index 91

Dairy products & Eggs

Avg. Dollars/Household	Pct. of Total Expenditure
$983	14.9%
Index 77	Index 102

Meat

Avg. Dollars/Household	Pct. of Total Expenditure
$1,231	18.6%
Index 78	Index 104

Fish & Seafood

Avg. Dollars/Household	Pct. of Total Expenditure
$194	2.9%
Index 66	Index 88

Beverages & Other Food

Avg. Dollars/Household	Pct. of Total Expenditure
$1,744	26.4%
Index 79	Index 105

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Index Colours:	<80	80 - 110	110+

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

Post COVID-19 Activities

Trade Area: North Glengarry Township - Alexandria

Household Population 14+: 3,759

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	8.1	11.0	74
Going to restaurants, bars or night clubs	57.6	55.1	105
Having physical Contact with family and friends	61.0	57.7	106
Participating in group activities	39.2	38.7	101
Partying	18.2	15.8	115
Seeing family and friends in person	73.1	62.8	116
Entertainment			
Attending events, festivals or concerts	51.9	42.9	121
Attending sports events (excludes professional sports)	16.8	18.2	92
Attending to professional sports events or games	22.5	25.4	89
Going to the movies	39.9	45.7	87
Movement & Travel			
Driving more	14.3	16.1	89
Shopping in-store	42.0	42.9	98
Spending time outdoors	26.3	32.5	81
Travelling outside of Canada/ abroad	50.8	53.2	95
Travelling within Canada	49.8	49.9	100
Using public transit	9.0	13.7	66
Personal			
Getting back to old habits	38.6	36.2	107
Going to a salon, barber shop or spa	30.1	33.7	89
Going to the gym	19.9	22.6	88
Education/Work			
Children going back to school	13.9	20.3	69
Going back to work	13.9	17.6	79
Other			
Not Stated	0.4	0.6	67

Benchmark: Southern Ontario

(Base used for Index calculations)

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Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

Trade Area: North Glengarry Township - Alexandria

Household Population 14+: 3,759

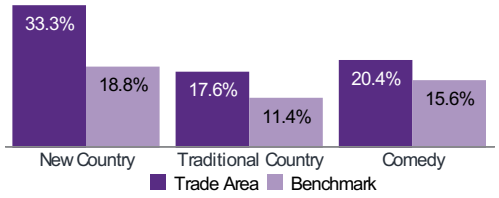
RADIO

Listeners: 78.3%
Index: 97

8.5 Hours/Week*

Index: 114

Top Formats**



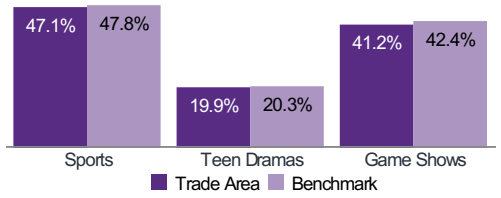
TELEVISION

Viewers: 92.3%
Index: 97

20.8 Hours/Week*

Index: 100

Top Program Types**



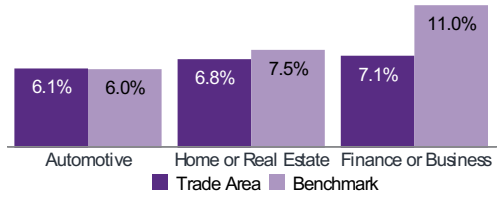
NEWSPAPER

Readers: 7.3%
Index: 97

0.1 Hours/Week*

Index: 8

Top Sections Read**



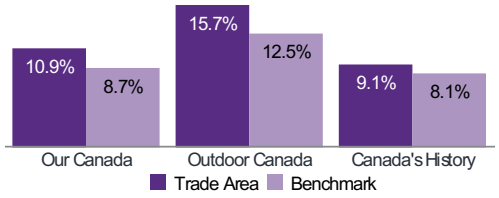
MAGAZINE

Readers: 62.5%
Index: 86

0.7 Hours/Month*

Index: 48

Top Titles**



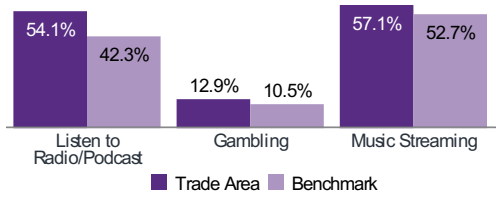
INTERNET

Users: 92.7%
Index: 95

20.4 Hours online past week*

Index: 93

Top Activities**

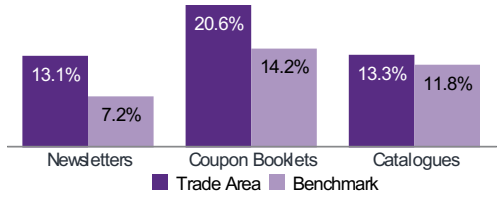


DIRECT/OUTDOOR

2 Times used public transit past week*

Index: 89

Top DM Formats Used to Plan/Make Purchases**



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

Trade Area: North Glengarry Township - Alexandria

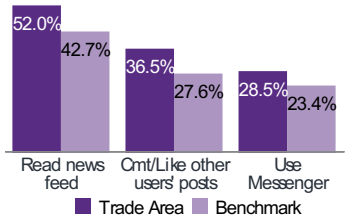
Household Population 18+: 3,587

FACEBOOK

84.9% currently use

Index: 109

Top Activities (Daily)

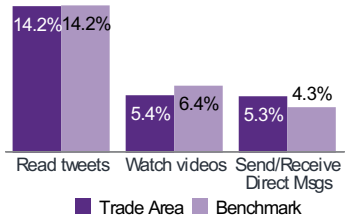


TWITTER

23.6% currently use

Index:80

Top Activities (Daily)

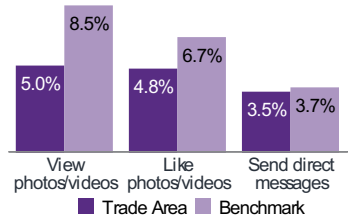


INSTAGRAM

29.7% currently use

Index: 76

Top Activities (Daily)

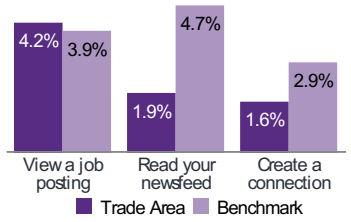


LINKEDIN

30.2% currently use

Index: 73

Top Activities (Weekly)

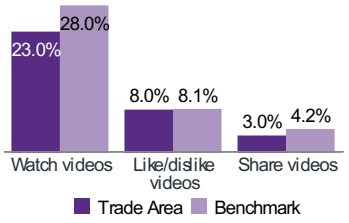


YOUTUBE

61.0% currently use

Index:87

Top Activities (Daily)

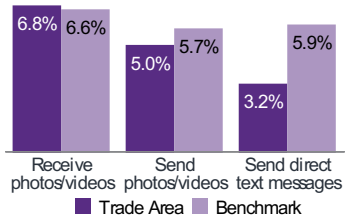


SNAPCHAT

13.1% currently use

Index: 101

Top Activities (Weekly)

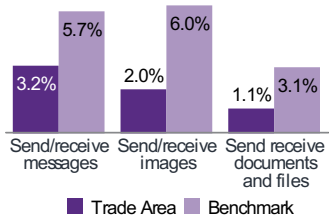


WHATSAPP

22.9% currently use

Index: 53

Top Activities (Daily)



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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: North Glengarry Township - Alexandria

Household Population 18+: 3,587

FRIENDS IN ALL SM NETWORKS

34.0%

Index:96

0-49 friends

FREQUENCY OF USE (DAILY)

69.1%

Index:123

Facebook

BRAND INTERACTION

32.2%

Index:94

Like brand on Facebook

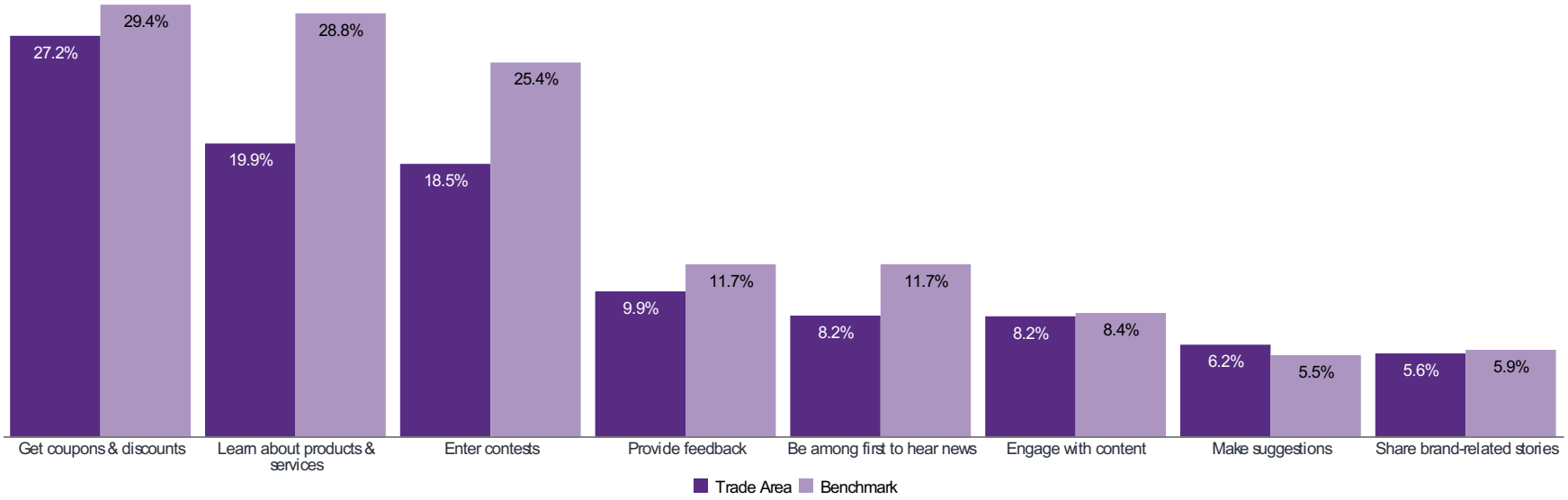
NO. OF BRANDS INTERACTED

29.9%

Index:98

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

Chosen and ranked by percent composition

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Index Colours:	<80	80 - 110	110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

Trade Area: North Glengarry Township - Alexandria

Total Household Population 18+: 3,587

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

% Comp 91.5 Index 104

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

% Comp 37.9 Index 78

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

% Comp 87.6 Index 104

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

% Comp 34.0 Index 83

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

% Comp 43.0 Index 76

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

% Comp 21.0 Index 70

Benchmark: Southern Ontario

Ranked by percent composition.

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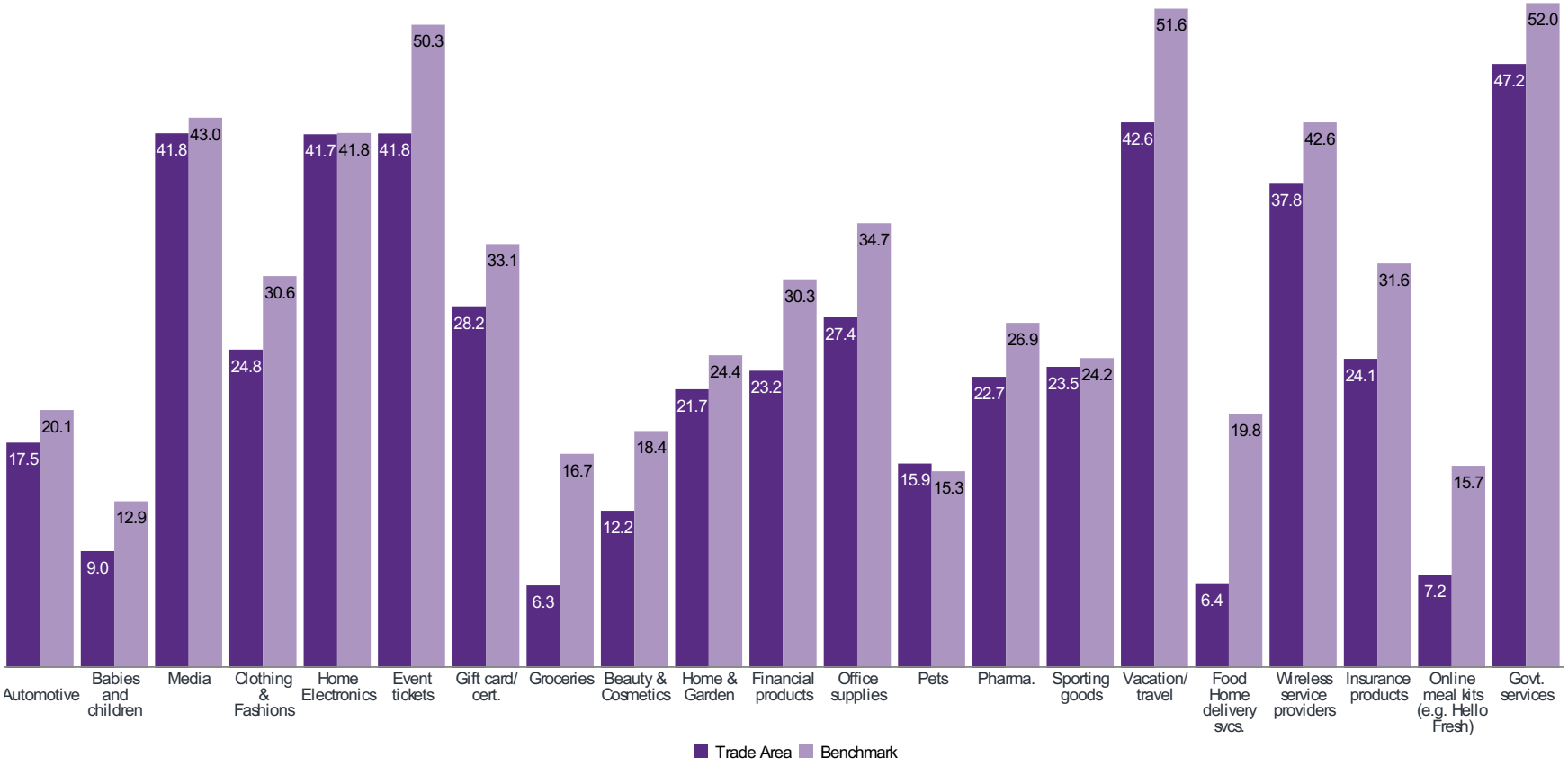
Index Colours:	<80	80 - 110	110+

Opticks eShopper | Purchase Preference by Category

Trade Area: North Glengarry Township - Alexandria

Total Household Population 18+: 3,587

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



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Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

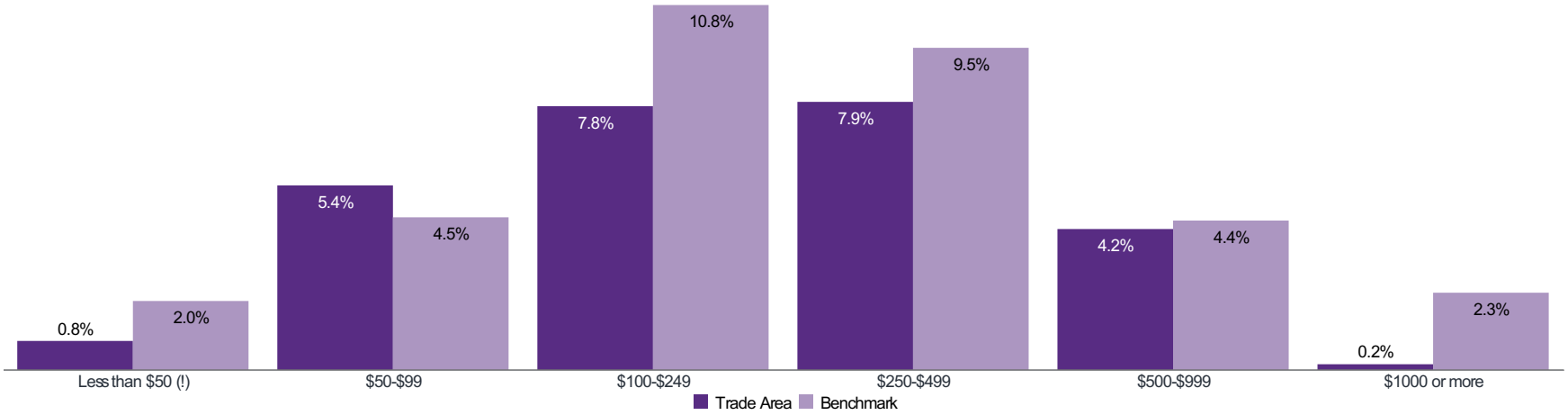
Trade Area: North Glengarry Township - Alexandria

Total Household Population 18+: 3,587

BEHAVIOURAL PREFERENCES BY CHANNEL

CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	67.5% Index:110	26.0% Index:70	8.8% Index:71	3.9% Index:122
Purchase preference	77.3% Index:103	24.8% Index:81	6.5% Index:67	1.2% Index:46
Customer Service	61.2% Index:99	19.0% Index:106	2.3% Index:40	18.0% Index:83

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 Electronics & Computers Deep Dive

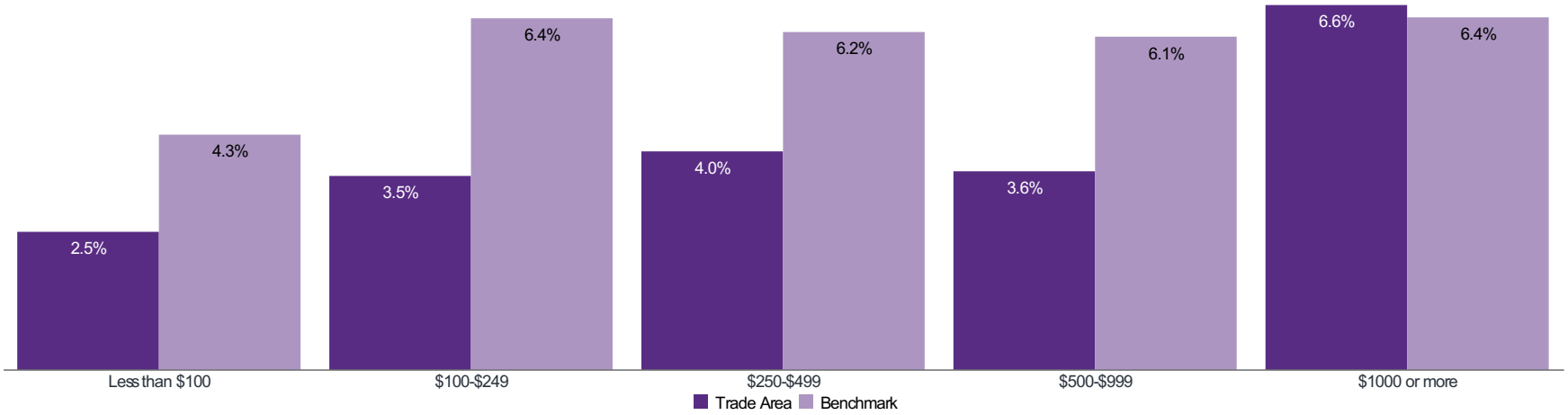
Trade Area: North Glengarry Township - Alexandria

Total Household Population 18+: 3,587

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	61.8% Index:123	53.3% Index:97	12.5% Index: 80	8.5% Index: 104
Purchase preference	74.6% Index: 109	41.7% Index:100	7.4% Index:68	8.7% Index: 134
Customer Service	63.6% Index:113	20.8% Index:84	5.0% Index: 68	35.6% Index: 96

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 | Gift Cards Deep Dive

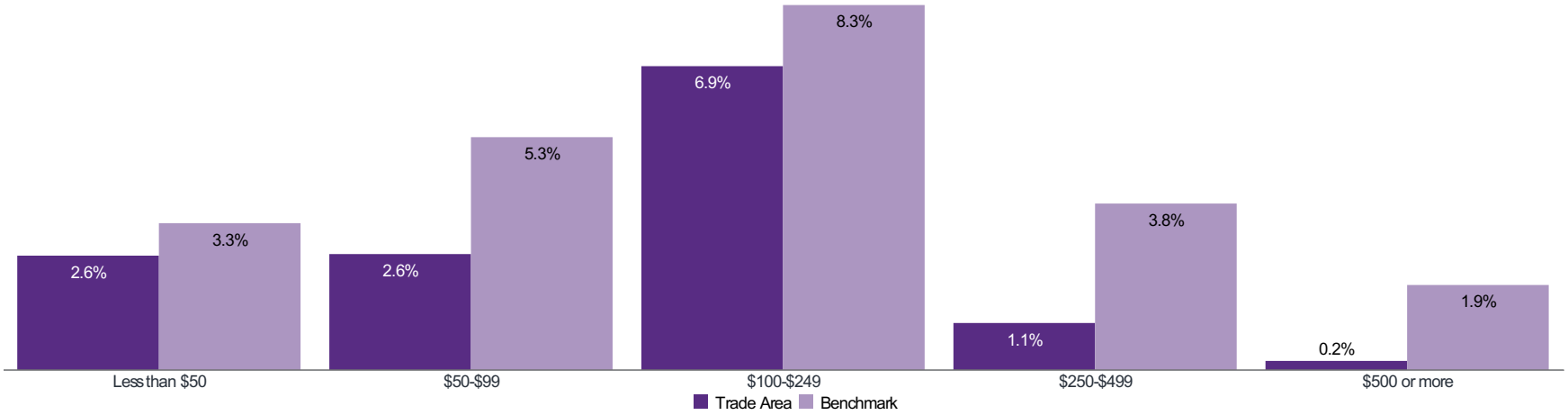
Trade Area: North Glengarry Township - Alexandria

Total Household Population 18+: 3,587

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	49.3% Index:**103**	26.1% Index:**74**	7.6% Index:**69**	3.4% Index:**97**
Purchase preference	57.4% Index:**95**	28.2% Index:85	4.1% Index:**46**	2.9% Index:**95**
Customer Service	43.0% Index:**101**	17.8% Index:**87**	4.3% Index:**71**	29.1% Index:**105**

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Groceries Deep Dive

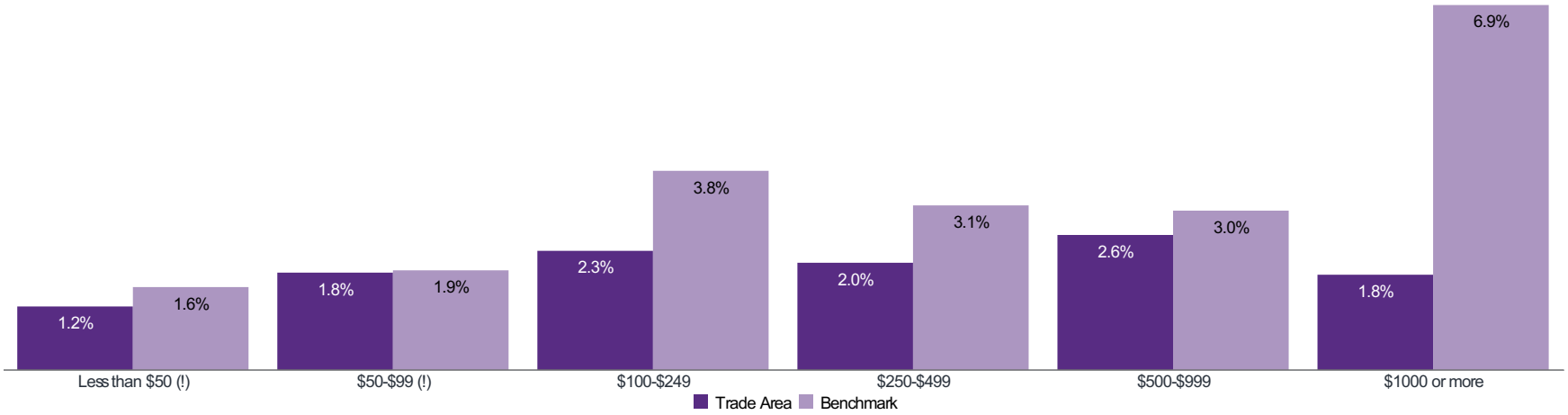
Trade Area: North Glengarry Township - Alexandria

Total Household Population 18+: 3,587

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	79.5% Index:110	12.3% Index:50	5.3% Index:48	2.1% Index:78
Purchase preference	86.8% Index:104	6.3% Index:38	1.5% Index:24	1.9% Index:80
Customer Service	76.3% Index:109	6.5% Index:56	2.0% Index:51	11.8% Index:63

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Beauty & Cosmetics Deep Dive

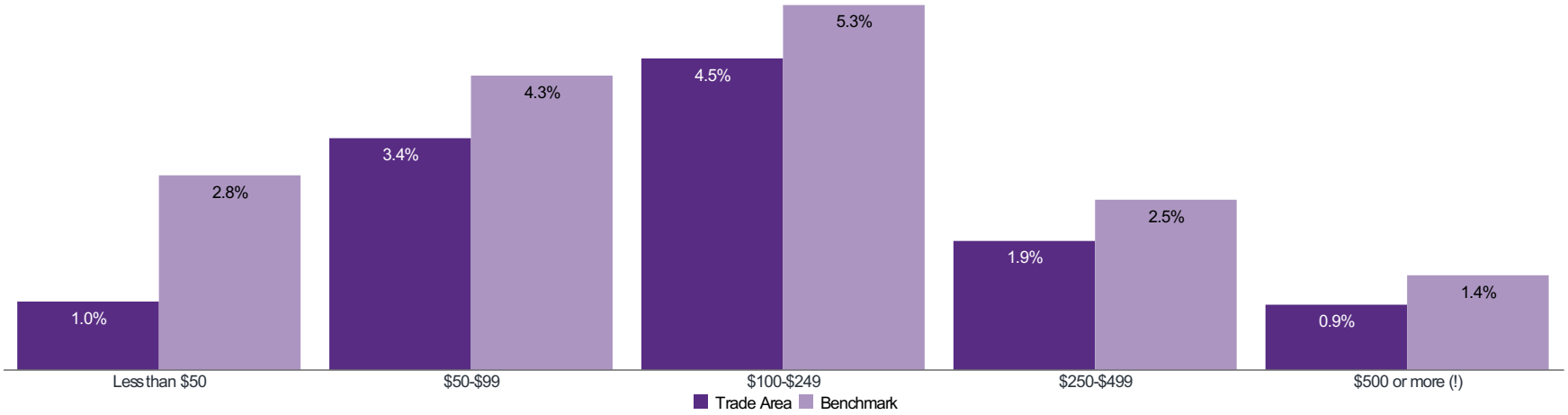
Trade Area: North Glengarry Township - Alexandria

Total Household Population 18+: 3,587

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	39.1% Index:110	14.2% Index:64	5.8% Index:71	2.1% Index:73
Purchase preference	47.7% Index:103	12.2% Index:66	3.1% Index:48	2.1% Index:89
Customer Service	41.0% Index:113	12.0% Index:95	2.2% Index:50	9.8% Index:67

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

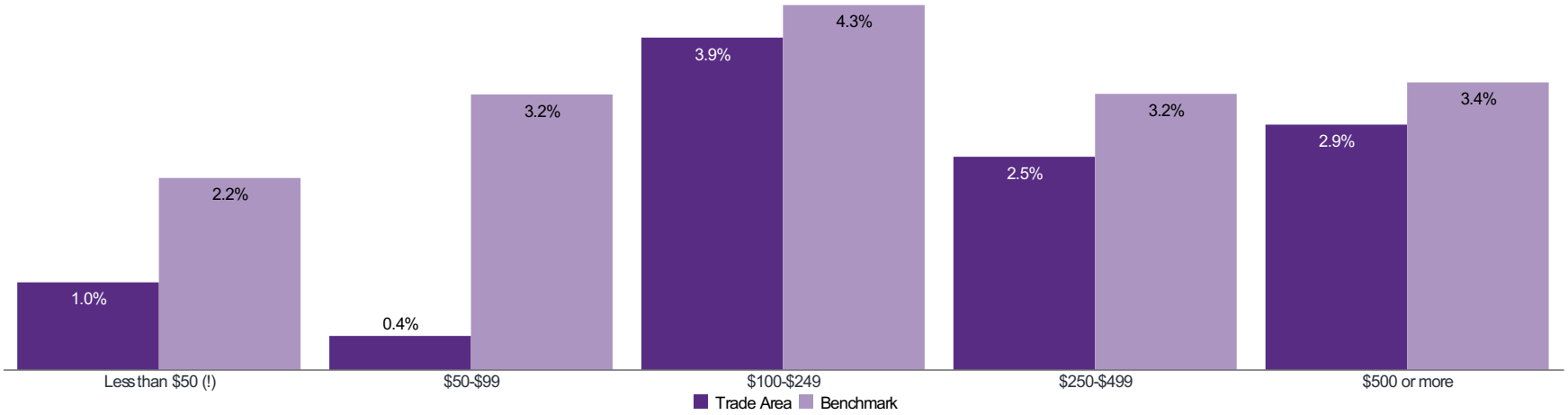
Trade Area: North Glengarry Township - Alexandria

Total Household Population 18+: 3,587

BEHAVIOURAL PREFERENCES BY CHANNEL

HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	58.0% Index:112	31.3% Index:83	13.4% Index:118	6.3% Index:110
Purchase preference	72.2% Index:106	21.7% Index:89	5.7% Index:82	5.0% Index:139
Customer Service	58.4% Index:108	14.8% Index:93	2.2% Index:47	18.0% Index:79

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Sporting Goods Deep Dive

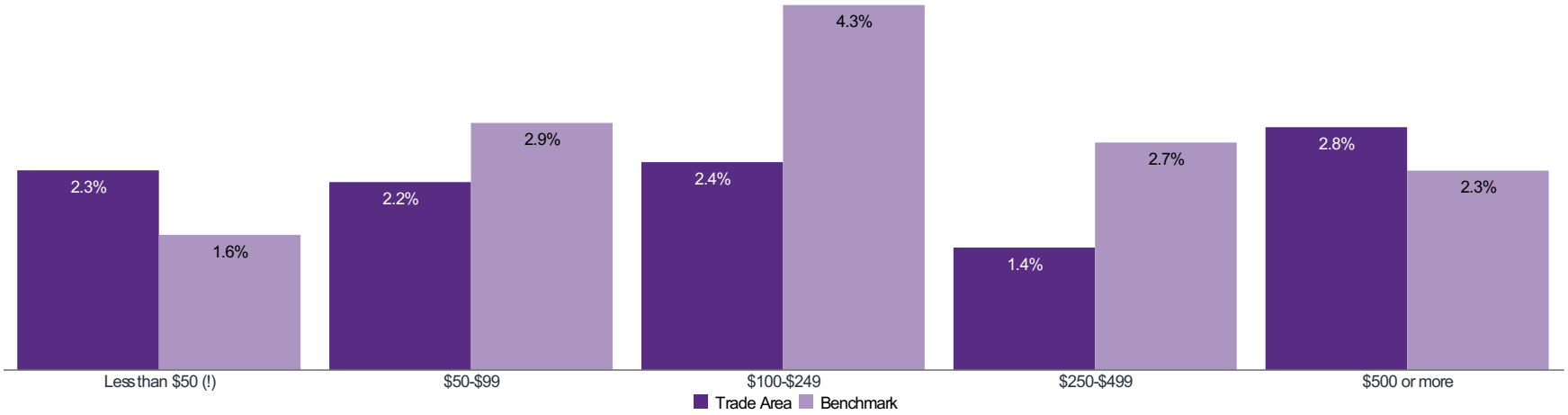
Trade Area: North Glengarry Township - Alexandria

Total Household Population 18+: 3,587

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	44.1% Index:113	30.7% Index:95	11.6% Index:110	3.8% Index:98
Purchase preference	55.5% Index:107	23.5% Index:97	7.9% Index:105	4.0% Index:131
Customer Service	47.7% Index:114	14.4% Index:95	4.1% Index:80	17.4% Index:85

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

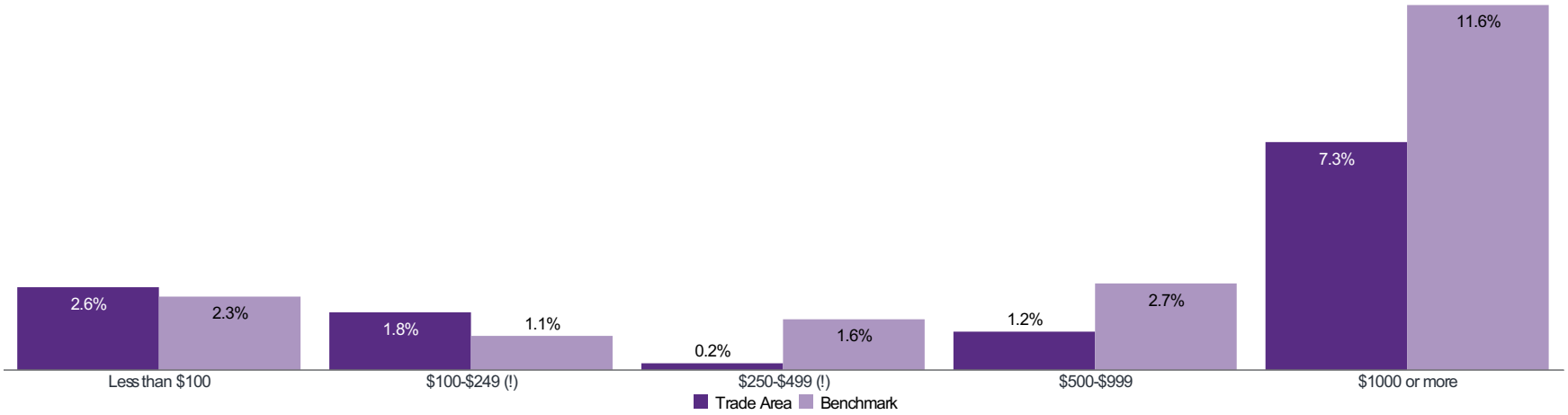
Trade Area: North Glengarry Township - Alexandria

Total Household Population 18+: 3,587

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	19.6% Index:96	50.0% Index:86	9.4% Index:62	17.7% Index:110
Purchase preference	24.1% Index:84	42.6% Index:83	5.7% Index:56	16.6% Index:92
Customer Service	24.5% Index:84	24.3% Index:89	3.3% Index:47	38.5% Index:88

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours:	<80	80 - 110	110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: North Glengarry Township - Alexandria

Households:2,004

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL

ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock

73.0%
Index:108

Has high quality fresh produce

64.2%
Index:108

Carries food/non-food items I need

45.2%
Index:110

Carries variety of items and services

45.1%
Index:126

Has high quality meat department

42.0%
Index:100

Only store that carries what I want

38.7%
Index:128

Has variety of freshly prep. foods/meals

18.6%
Index:133

Carries variety of organic prod. (!)

11.2%
Index:99

Has special section for dietary needs

10.3%
Index:83

Carries wide variety of ethnic prod.

10.1%
Index:76

Carries selection of alcoholic bev. (^)

4.6%
Index:122

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+

ShopperChoice | Store Loyalty - Shopping Experience

Trade Area: North Glengarry Township - Alexandria

Households:2,004

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL

CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me

73.9%
Index:124

Easy to get in and get out quickly

47.8%
Index:111

Organized layout makes it easy to shop

47.6%
Index:114

Staff are friendly and knowledgeable

45.9%
Index:136

Short checkout lines/fast checkout

42.5%
Index:119

I like the store ambiance

26.2%
Index:131

Has extended hours

25.7%
Index:94

Has self-checkout

4.6%
Index:34

Offers an online shopping option (!)

2.4%
Index:27

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+

ShopperChoice | Store Loyalty - Price and Promo

Trade Area: North Glengarry Township - Alexandria

Households:2,004

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL

PRICE AND PROMO

Store has great sales and promotions

71.1%

Index:105

Discover good value when shopping

69.6%

Index:105

Store has the lowest prices overall

61.6%

Index:106

Store has a customer loyalty card program

43.2%

Index:87

Has loyalty prog. app and offers pers. promos

25.4%

Index:86

I'm loyal to their store brands

24.4%

Index:106

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	34.3	40.2	0.0	86
Leave the store and buy it elsewhere	31.4	30.9	0.1	102
Purchase another brand	31.2	21.2	0.1	147
Purchase another size or variety of the same brand (!)	3.1	7.7	0.0	40

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 North Glengarry Township - Alexandria 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%**	**82,284**	**100%**	**0.43%**	**100**	**93,644**	**100%**	**0.49%**	**100**	**59,093**	**100%**	**0.31%**	**100**	**66,844**	**100%**	**0.35%**	**100**	**142,790**	**100%**	**0.74%**	**100**
3506008	Ottawa, ON (CV)	873,210	4.52%	10,391	12.63%	1.19%	279	10,280	10.98%	1.18%	243	8,131	13.76%	0.93%	304	9,101	13.62%	1.04%	301	21,738	15.22%	2.49%	337
3501012	Cornwall, ON (CY)	38,346	0.20%	7,653	9.30%	19.96%	4682	9,454	10.10%	24.65%	5082	7,195	12.18%	18.76%	6129	6,032	9.02%	15.73%	4543	12,634	8.85%	32.95%	4454
2466023	Montréal, QC (V)	1,493,156	7.74%	4,102	4.98%	0.27%	64	4,751	5.07%	0.32%	66	2,649	4.48%	0.18%	58	3,185	4.77%	0.21%	62	8,164	5.72%	0.55%	74
3501005	South Glengarry, ON (TP)	11,425	0.06%	6,790	8.25%	59.43%	13941	7,234	7.73%	63.32%	13052	5,427	9.18%	47.50%	15516	5,972	8.93%	52.27%	15095	7,870	5.51%	68.89%	9313
3501050	North Glengarry, ON (TP)	8,812	0.05%	5,997	7.29%	68.05%	15964	5,866	6.26%	66.57%	13722	5,525	9.35%	62.70%	20480	5,515	8.25%	62.59%	18074	6,459	4.52%	73.30%	9909
3501011	South Stormont, ON (TP)	12,082	0.06%	3,125	3.80%	25.86%	6067	2,991	3.19%	24.76%	5103	2,763	4.68%	22.87%	7470	2,586	3.87%	21.40%	6181	4,894	3.43%	40.51%	5476
2481017	Gatineau, QC (V)	237,634	1.23%	2,647	3.22%	1.11%	261	2,494	2.66%	1.05%	216	1,774	3.00%	0.75%	244	2,115	3.16%	0.89%	257	4,848	3.40%	2.04%	276
3502025	The Nation / La Nation, ON (M)	10,967	0.06%	2,164	2.63%	19.73%	4628	2,100	2.24%	19.15%	3948	1,565	2.65%	14.27%	4662	1,785	2.67%	16.27%	4699	2,837	1.99%	25.86%	3496
3502010	Champlain, ON (TP)	7,836	0.04%	2,130	2.59%	27.18%	6377	2,289	2.44%	29.21%	6020	1,268	2.15%	16.18%	5284	1,530	2.29%	19.52%	5637	2,577	1.81%	32.89%	4446
2470052	Salaberry-de-Valleyfield, QC (V)	34,248	0.18%	1,339	1.63%	3.91%	917	1,985	2.12%	5.80%	1195	610	1.03%	1.78%	582	406	0.61%	1.18%	342	2,458	1.72%	7.18%	970

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

2019 North Glengarry Township - Alexandria 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
3,719	2,216	59.6	2,393	64.4	2,527	67.9	2,223	59.8	2,820	75.8

2019 North Glengarry Township - Alexandria Visitors Within vs Outside Trade Area

Benchmark: Canada

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	146,193	2,820	1.9	143,373	98.1

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2020 North Glengarry Township - Alexandria 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%**	**51,513**	**100%**	**0.27%**	**100**	**71,486**	**100%**	**0.37%**	**100**	**54,308**	**100%**	**0.28%**	**100**	**50,466**	**100%**	**0.26%**	**100**	**108,037**	**100%**	**0.56%**	**100**
3501012	Cornwall, ON (CY)	38,346	0.20%	7,645	14.84%	19.94%	7471	8,579	12.00%	22.37%	6041	6,541	12.04%	17.06%	6063	6,295	12.47%	16.42%	6279	12,867	11.91%	33.55%	5995
3506008	Ottawa, ON (CV)	873,210	4.52%	4,748	9.22%	0.54%	204	5,485	7.67%	0.63%	170	5,511	10.15%	0.63%	224	6,300	12.48%	0.72%	276	12,239	11.33%	1.40%	250
3501005	South Glengarry, ON (TP)	11,425	0.06%	5,147	9.99%	45.05%	16881	6,041	8.45%	52.87%	14277	5,343	9.84%	46.77%	16623	4,320	8.56%	37.81%	14461	6,643	6.15%	58.15%	10389
3501050	North Glengarry, ON (TP)	8,812	0.05%	5,746	11.16%	65.21%	24436	6,159	8.62%	69.90%	18873	5,660	10.42%	64.23%	22829	4,655	9.22%	52.83%	20206	6,313	5.84%	71.64%	12800
2466023	Montréal, QC (V)	1,493,156	7.74%	1,171	2.27%	0.08%	29	2,517	3.52%	0.17%	46	2,232	4.11%	0.15%	53	2,082	4.13%	0.14%	53	5,198	4.81%	0.35%	62
3501011	South Stormont, ON (TP)	12,082	0.06%	2,284	4.43%	18.91%	7085	2,809	3.93%	23.25%	6277	2,643	4.87%	21.88%	7775	1,827	3.62%	15.12%	5785	4,216	3.90%	34.89%	6234
3502008	Hawkesbury, ON (T)	8,748	0.05%	1,543	3.00%	17.64%	6609	2,117	2.96%	24.20%	6535	2,108	3.88%	24.10%	8565	1,220	2.42%	13.94%	5334	3,075	2.85%	35.15%	6280
3502010	Champlain, ON (TP)	7,836	0.04%	1,540	2.99%	19.65%	7362	2,261	3.16%	28.86%	7792	1,847	3.40%	23.57%	8379	1,386	2.75%	17.69%	6766	2,870	2.66%	36.62%	6543
3502025	The Nation / La Nation, ON (M)	10,967	0.06%	1,504	2.92%	13.72%	5140	1,794	2.51%	16.36%	4416	1,640	3.02%	14.95%	5314	1,276	2.53%	11.63%	4449	2,462	2.28%	22.45%	4011
2481017	Gatineau, QC (V)	237,634	1.23%	727	1.41%	0.31%	115	1,639	2.29%	0.69%	186	506	0.93%	0.21%	76	1,305	2.59%	0.55%	210	2,353	2.18%	0.99%	177

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

2020 North Glengarry Township - Alexandria 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
3,719	1,846	49.6	2,002	53.8	2,078	55.9	1,794	48.2	2,565	69.0

2020 North Glengarry Township - Alexandria Visitors Within vs Outside Trade Area

Benchmark: Canada

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	109,728	2,565	2.3	107,163	97.7

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2021 North Glengarry Township - Alexandria 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%**	**51,000**	**100%**	**0.26%**	**100**	**87,100**	**100%**	**0.45%**	**100**	**70,157**	**100%**	**0.36%**	**100**	**55,586**	**100%**	**0.29%**	**100**	**129,384**	**100%**	**0.67%**	**100**
3506008	Ottawa, ON (CV)	873,210	4.52%	6,747	13.23%	0.77%	292	8,751	10.05%	1.00%	222	9,864	14.06%	1.13%	311	5,043	9.07%	0.58%	201	17,581	13.59%	2.01%	300
3501012	Cornwall, ON (CY)	38,346	0.20%	5,518	10.82%	14.39%	5446	6,541	7.51%	17.06%	3780	4,769	6.80%	12.44%	3421	6,354	11.43%	16.57%	5754	10,529	8.14%	27.46%	4097
2466023	Montréal, QC (V)	1,493,156	7.74%	1,517	2.97%	0.10%	38	7,441	8.54%	0.50%	110	6,857	9.77%	0.46%	126	1,430	2.57%	0.10%	33	10,385	8.03%	0.70%	104
3501005	South Glengarry, ON (TP)	11,425	0.06%	4,937	9.68%	43.21%	16356	5,004	5.74%	43.79%	9706	4,886	6.96%	42.77%	11767	5,826	10.48%	50.99%	17708	6,996	5.41%	61.23%	9135
3501050	North Glengarry, ON (TP)	8,812	0.05%	6,021	11.81%	68.33%	25861	6,494	7.46%	73.69%	16331	5,421	7.73%	61.52%	16927	5,996	10.79%	68.04%	23627	6,635	5.13%	75.29%	11233
3501011	South Stormont, ON (TP)	12,082	0.06%	1,833	3.59%	15.17%	5741	2,566	2.95%	21.24%	4707	1,902	2.71%	15.74%	4331	2,778	5.00%	23.00%	7986	3,644	2.82%	30.16%	4500
3502008	Hawkesbury, ON (T)	8,748	0.05%	2,156	4.23%	24.64%	9327	2,611	3.00%	29.84%	6614	2,230	3.18%	25.49%	7013	1,723	3.10%	19.69%	6839	3,572	2.76%	40.84%	6092
2481017	Gatineau, QC (V)	237,634	1.23%	638	1.25%	0.27%	102	1,869	2.15%	0.79%	174	2,121	3.02%	0.89%	246	848	1.53%	0.36%	124	3,139	2.43%	1.32%	197
3502025	The Nation / La Nation, ON (M)	10,967	0.06%	1,882	3.69%	17.16%	6496	2,696	3.09%	24.58%	5447	1,945	2.77%	17.74%	4880	2,223	4.00%	20.27%	7038	3,072	2.37%	28.01%	4178
3502010	Champlain, ON (TP)	7,836	0.04%	1,780	3.49%	22.72%	8599	2,322	2.67%	29.63%	6567	2,111	3.01%	26.93%	7411	2,007	3.61%	25.61%	8892	3,058	2.36%	39.03%	5823

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

2021 North Glengarry Township - Alexandria 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
3,719	2,003	53.9	2,311	62.1	1,552	41.7	2,266	60.9	2,489	66.9

2021 North Glengarry Township - Alexandria Visitors Within vs Outside Trade Area

Benchmark: Canada

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	131,988	2,489	1.9	129,499	98.1

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PRIZM Profile | Top Segments

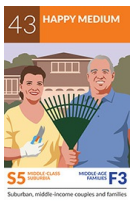
Customers: North Glengarry Township_Alexandria - FY2021: Sum_Unique_Visitors

Total Customers: 75,537

Top 5 segments represent 38.6% of customers in Southern Ontario

Rank:	1
Customers:	12,576
Customers %:	16.65
% in Benchmark:	4.89
Index:	341

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:	2
Customers:	4,712
Customers %:	6.24
% in Benchmark:	2.51
Index:	248

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:	3
Customers:	4,589
Customers %:	6.08
% in Benchmark:	2.91
Index:	209

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:	4
Customers:	3,648
Customers %:	4.83
% in Benchmark:	0.36
Index:	1,321

With its roots in rural Quebec, New Brunswick and Ontario, Patrimoine Rustique features a rustic francophone lifestyle. Located in small and often scenic towns like Shawinigan and Bathurst, this segment is home to generally older couples and singles, with more than 90 percent of the population third-plus-generation Canadians. Over 60 percent of maintainers are over 55, and nearly three-quarters of households consist of one or two people. In this working-class world, those still in the labour force earn average incomes from jobs in various industries, including manufacturing, construction, transportation and the trades. Most Patrimoine Rustique residents live in single-detached houses built before 1980—dwelling values are half the national average—and drive older compacts, subcompacts and SUVs. And they typically spend their time outdoors, hiking, cycling and cross-country skiing. With few local cultural and entertainment options, many adults enjoy activities they can do at home, such as woodworking and doing puzzles and games. Their shopping lists often include cheese, baguettes, frozen pizzas and plenty of French and Italian wine. In their bucolic settings, they embrace the Ecological Lifestyle, elevating their environmental concerns through their purchasing power.

Rank:	5
Customers:	3,647
Customers %:	4.83
% in Benchmark:	1.61
Index:	300

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

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+