

Community Profile: North Glengarry Township – Maxville

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: February 10, 2022

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North Glengarry Township - Maxville
Main Street Boundary and Trade Area



2022-01-12 12:50 PM

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: North Glengarry Township - Maxville

POPULATION

428

HOUSEHOLDS

160

MEDIAN MAINTAINER AGE

59

Index: 108

MARITAL STATUS



58.8%

Index: 102

Married/Common-Law

FAMILY STATUS*

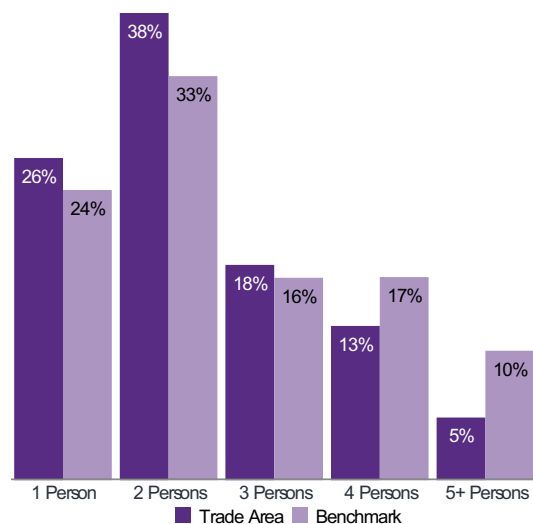


46.0%

Index: 123

Couples Without Children At Home

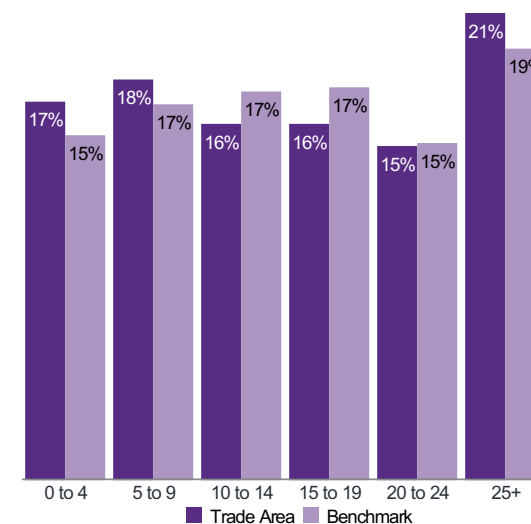
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	17	4.0	79
5 to 9	21	4.9	91
10 to 14	22	5.1	91
15 to 19	20	4.7	79
20 to 24	22	5.1	77
25 to 29	23	5.4	77
30 to 34	22	5.1	77
35 to 39	23	5.4	83
40 to 44	22	5.1	83
45 to 49	24	5.6	89
50 to 54	28	6.5	100
55 to 59	39	9.1	125
60 to 64	37	8.6	128
65 to 69	29	6.8	120
70 to 74	25	5.8	122
75 to 79	18	4.2	127
80 to 84	14	3.3	150
85+	20	4.7	211

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+
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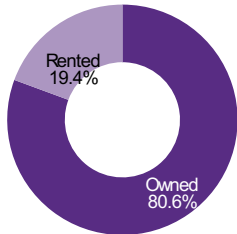
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: North Glengarry Township - Maxville

Population: 428 | Households: 160

TENURE



STRUCTURE TYPE



89.4%

Index: **115**



10.6%

Index: **48**

AGE OF HOUSING*

60+ Years Old

% Comp: **55.0** Index: **266**

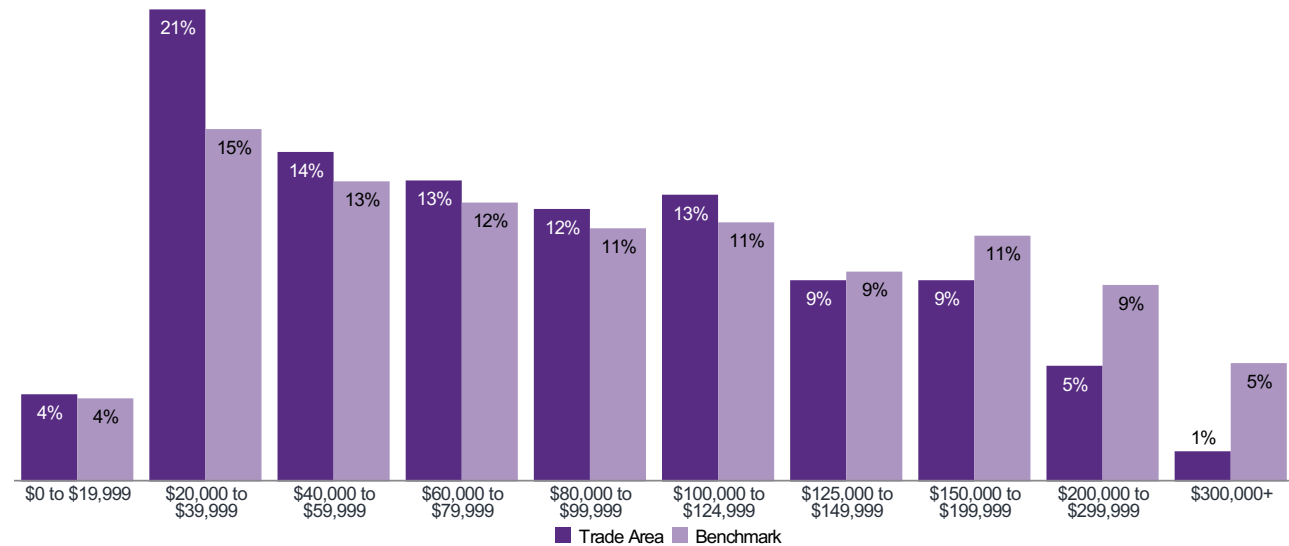
AVERAGE HOUSEHOLD INCOME



\$90,971

Index: **79**

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: North Glengarry Township - Maxville

Population: 428 | Households: 160

EDUCATION



16.4%

Index: 62

University Degree

LABOUR FORCE PARTICIPATION



70.0%

Index: 107

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



43.7%

Index: 120

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

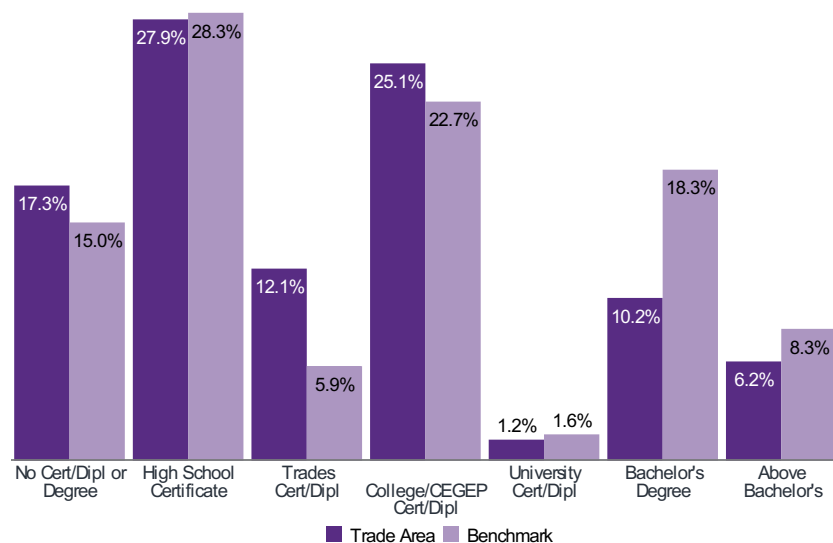


1.9%

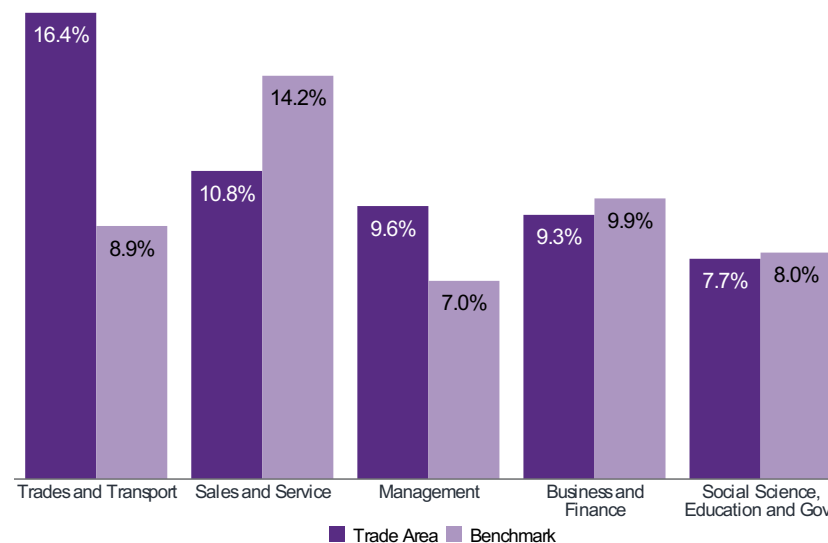
Index: 42

Travel to work by **Public Transit**

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: North Glengarry Township - Maxville

Population: 428 | Households: 160

ABORIGINAL IDENTITY



3.9%

Index: 166

VISIBLE MINORITY PRESENCE



5.2%

Index: 18

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



0.0%

Index: 0

No knowledge of
English or French

IMMIGRATION



5.7%

Index: 22

Born outside Canada

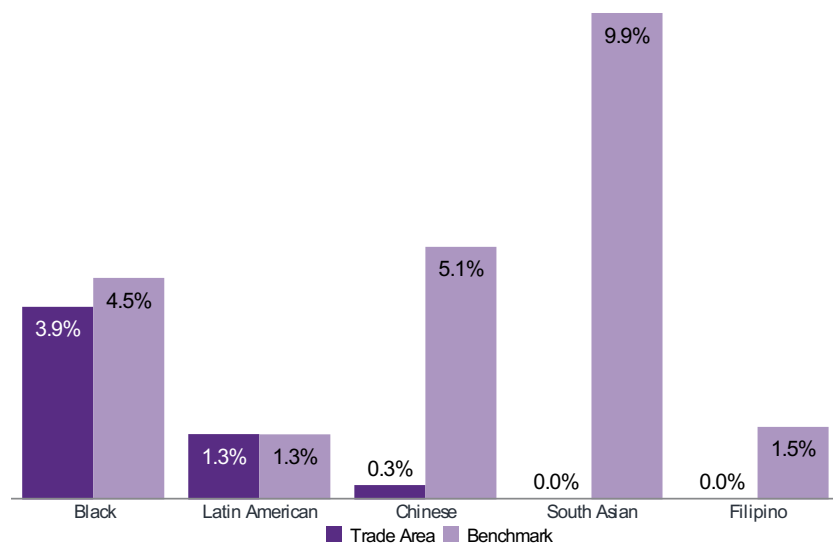
PERIOD OF IMMIGRATION*

Before 2001

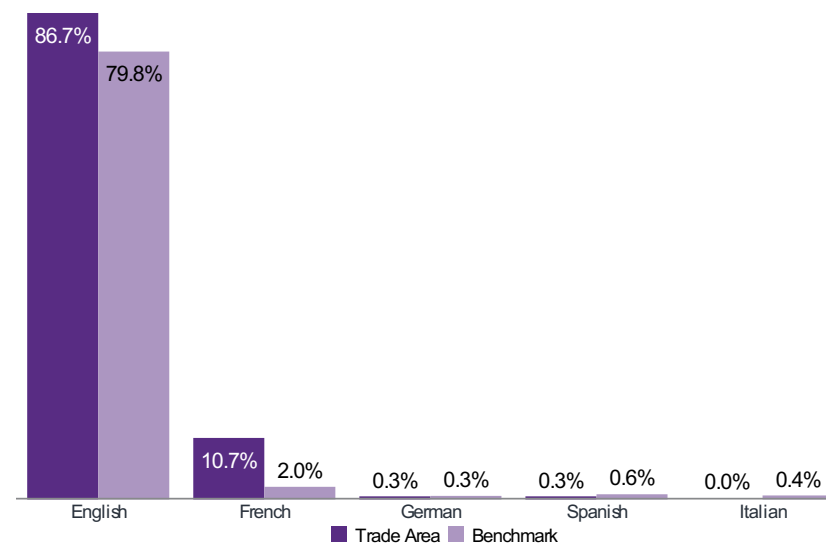
5.5%

Index: 39

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

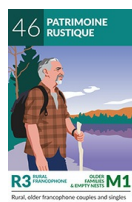
Index Colours: <80 80 - 110 110+

Top 5 segments represent **91.9%** of households in North Glengarry Township - Maxville



Rank: 1
Hhlds: 57
Hhld %: 35.45
% in Benchmark: 3.11
Index: 1,140

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: 37
Hhld %: 23.33
% in Benchmark: 0.39
Index: 5,954

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.



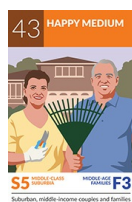
Rank: 3
Hhlds: 31
Hhld %: 19.16
% in Benchmark: 4.83
Index: 396

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
Hhlds: 12
Hhld %: 7.70
% in Benchmark: 1.22
Index: 634

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: 5
Hhlds: 10
Hhld %: 6.26
% in Benchmark: 2.60
Index: 241

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.

Psychographics | SocialValues Overview

Trade Area: North Glengarry Township - Maxville



Strong Values

Values	Index
Attraction to Nature	198
Fulfilment Through Work	145
Cultural Assimilation	129
Utilitarian Consumerism	126
Obedience to Authority	122
Brand Apathy	119
Aversion to Complexity	116
Parochialism	112
Skepticism Towards Advertising	112
Confidence in Small Business	110



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.

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.

Cultural Assimilation

Lack of openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to give up their cultural identities and blend in to the dominant culture.



Weak Values

Values	Index
Culture Sampling	59
Personal Optimism	66
Social Learning	69
Rejection of Authority	71
Status via Home	72
Importance of Aesthetics	73
Multiculturalism	73
Pursuit of Originality	74
Voluntary Simplicity	74
Equal Relationship with Youth	75



Descriptions | Top 3 Weak Values

Culture Sampling

This construct identifies the view that other cultures have a great deal to teach us, and measures people's inclination to incorporate some of these cultural influences into their own lives.

Personal Optimism

Generalized optimism about one's future personal outcomes.

Social Learning

Attraction to, and interest in, diversity. Feeling that there is a great deal to learn through contact and conversation with people different from oneself, who come from other backgrounds and places. Diversity is perceived as a source of personal enrichment, a way to satisfy a hunger for discovery and exploration and to extend a network of contacts. This construct is also associated with a respect for other people and cultures, as well as a heightened social conscience.

Benchmark: Ontario

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Index Colours:	<80	80 - 110	110+
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Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: North Glengarry Township - Maxville

WealthScapes Households: 159

INCOME*

Household Income

\$ 91,306

Index: **79**

Household Disposable Income

\$ 73,850

Index: **81**

Household Discretionary Income

\$ 51,182

Index: **79**

Annual RRSP Contributions

\$ 2,445

Index: **68**

WEALTH*



Net Worth

% Holders

99.4% Index: **100**

Balance

\$415,842

Index: **56**

ASSETS*



Savings

% Holders

93.7% Index: **99**

Balance

\$50,431

Index: **66**



Investments

% Holders

53.5% Index: **89**

Balance

\$234,691

Index: **70**



Unlisted Shares

% Holders

10.1% Index: **81**

Balance

\$116,949

Index: **37**



Real Estate

% Holders

81.8% Index: **108**

Balance

\$388,919

Index: **52**



Liquid Assets

% Holders

96.2% Index: **98**

Balance

\$210,641

Index: **64**

DEBT*



Consumer Debt

% Holders

92.5% Index: **102**

Balance

\$51,470

Index: **78**



Mortgage Debt

% Holders

46.5% Index: **100**

Balance

\$153,915

Index: **52**

FINANCIAL RATIO



Debt:Asset

% Holders

0.22% Index: **105**

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: North Glengarry Township - Maxville

WealthScapes Households: 159

FINANCIAL RATIOS*



Debt: Asset

0.22

Index: 105



Debt: Liquid Assets

0.59

Index: 96



Consumer Debt - Discr. Income

0.93

Index: 99



Savings - Investments

0.62

Index: 102



Pension - Non-Pension Assets

0.27

Index: 122



Real Estate Assets - Liq. Assets

1.57

Index: 89



Mortgage - Real Estate Assets

0.23

Index: 93



Mortgage - Consumer Debt

1.51

Index: 66

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: North Glengarry Township - Maxville

Households: 160

Total Aggregate Current Consumption: \$11,134,435

Average Current Consumption

\$69,590

Index 85

Average Household Income










\$92,884

Index 81

Average Disposable Income

\$74,110

Index 83

 <p>Shelter</p> <p>Avg. Dollars/Household \$17,778 Index 85</p> <p>Pct. of Total Expenditure 25.5% Index 99</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$13,095 Index 95</p> <p>Pct. of Total Expenditure 18.8% Index 112</p>	 <p>Food</p> <p>Avg. Dollars/Household \$10,612 Index 83</p> <p>Pct. of Total Expenditure 15.2% Index 97</p>
 <p>Health Care</p> <p>Avg. Dollars/Household \$5,195 Index 95</p> <p>Pct. of Total Expenditure 7.5% Index 112</p>	 <p>Household Operation</p> <p>Avg. Dollars/Household \$4,841 Index 84</p> <p>Pct. of Total Expenditure 7.0% Index 99</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$3,897 Index 110</p> <p>Pct. of Total Expenditure 5.6% Index 129</p>
 <p>Recreation</p> <p>Avg. Dollars/Household \$3,596 Index 75</p> <p>Pct. of Total Expenditure 5.2% Index 88</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$3,237 Index 81</p> <p>Pct. of Total Expenditure 4.7% Index 95</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$2,246 Index 68</p> <p>Pct. of Total Expenditure 3.2% Index 80</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+
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Expenditures | Foodspend - Annual Household Expenditure Overview









ENVIRONICS
ANALYTICS

Trade Area: North Glengarry Township - Maxville

Households: 160

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
\$92,884	\$10,612	\$2,921	\$7,691
Index 81	Index 83	Index 72	Index 88

Total Aggregate Food Expenditure: \$ 1,697,936

 Bakery Avg. Dollars/Household \$715 Index 82 Pct. of Total Expenditure 9.3% Index 93	 Cereal Products Avg. Dollars/Household \$400 Index 78 Pct. of Total Expenditure 5.2% Index 89	 Fruit and nuts Avg. Dollars/Household \$935 Index 85 Pct. of Total Expenditure 12.2% Index 97
 Vegetables Avg. Dollars/Household \$747 Index 81 Pct. of Total Expenditure 9.7% Index 92	 Dairy products & Eggs Avg. Dollars/Household \$1,138 Index 89 Pct. of Total Expenditure 14.8% Index 101	 Meat Avg. Dollars/Household \$1,405 Index 89 Pct. of Total Expenditure 18.3% Index 102
 Fish & Seafood Avg. Dollars/Household \$253 Index 86 Pct. of Total Expenditure 3.3% Index 98	 Beverages & Other Food Avg. Dollars/Household \$2,098 Index 95 Pct. of Total Expenditure 27.3% Index 108	

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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Post COVID-19 Activities

Trade Area: North Glengarry Township - Maxville

Household Population 14+: 329

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	6.1	11.0	55
Going to restaurants, bars or night clubs	56.3	55.1	102
Having physical Contact with family and friends	60.5	57.7	105
Participating in group activities	47.2	38.7	122
Partying	19.6	15.8	125
Seeing family and friends in person	67.4	62.8	107
Entertainment			
Attending events, festivals or concerts	49.5	42.9	116
Attending sports events (excludes professional sports)	15.4	18.2	85
Attending to professional sports events or games	31.6	25.4	124
Going to the movies	47.9	45.7	105
Movement & Travel			
Driving more	17.2	16.1	107
Shopping in-store	49.2	42.9	115
Spending time outdoors	28.2	32.5	87
Travelling outside of Canada/ abroad	53.2	53.2	100
Travelling within Canada	54.9	49.9	110
Using public transit	6.9	13.7	50
Personal			
Getting back to old habits	38.5	36.2	106
Going to a salon, barber shop or spa	31.8	33.7	94
Going to the gym	22.6	22.6	100
Education/Work			
Children going back to school	18.2	20.3	90
Going back to work	12.7	17.6	72
Other			
Not Stated	0.3	0.6	60

Benchmark: Southern Ontario

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(Base used for Index calculations)

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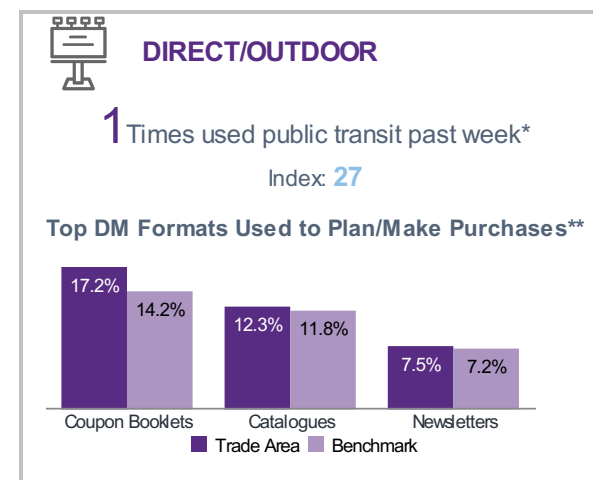
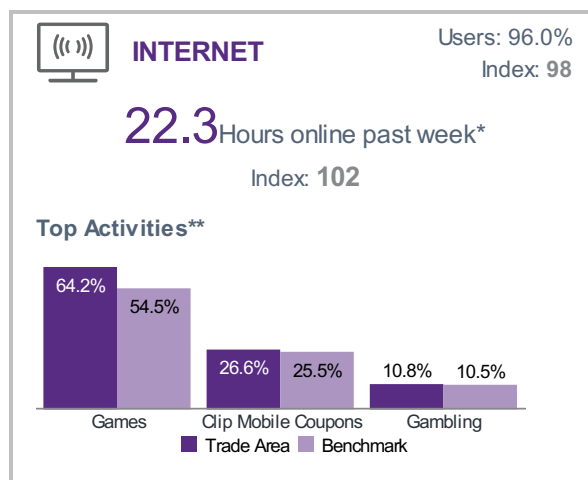
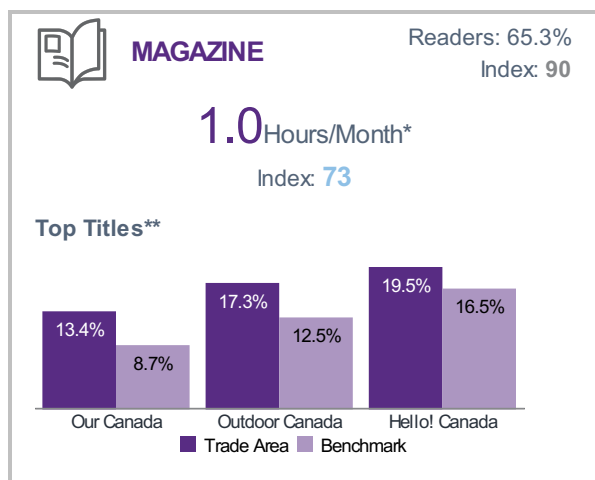
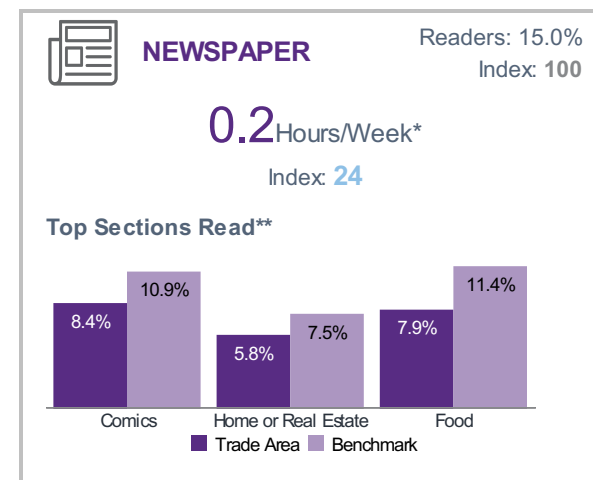
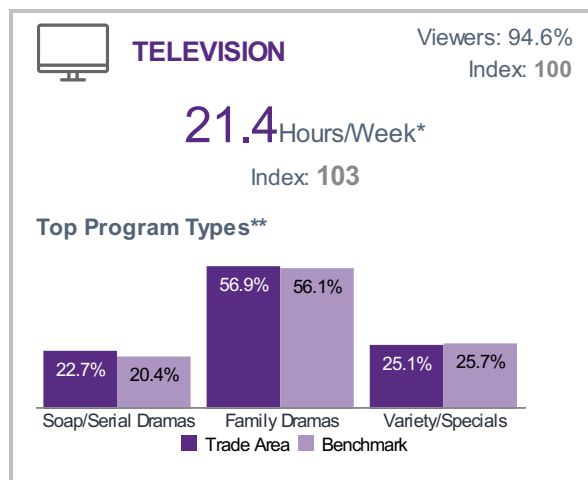
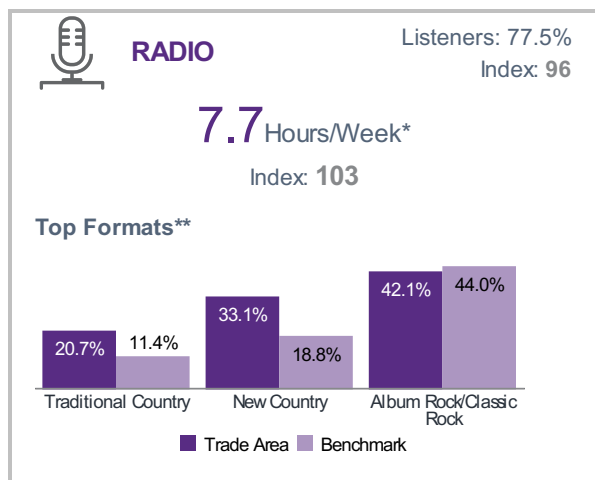
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: North Glengarry Township - Maxville

Household Population 14+: 329



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

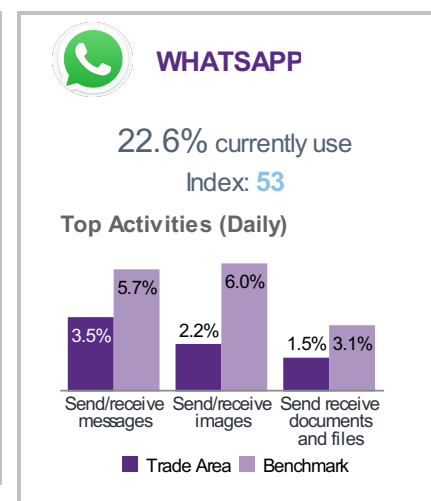
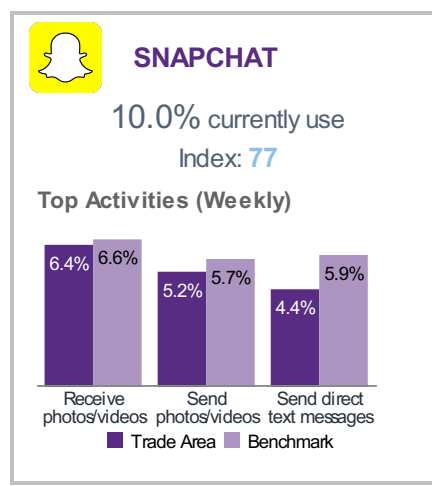
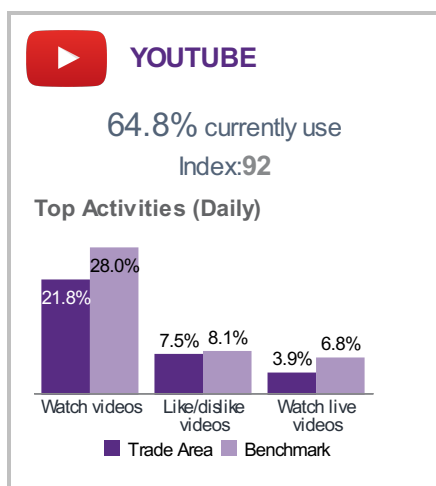
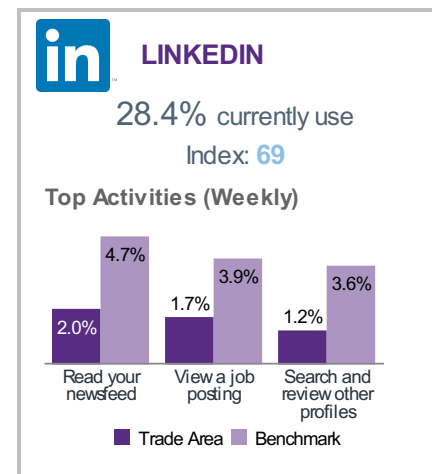
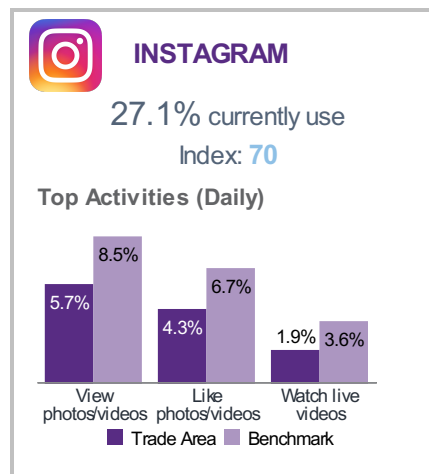
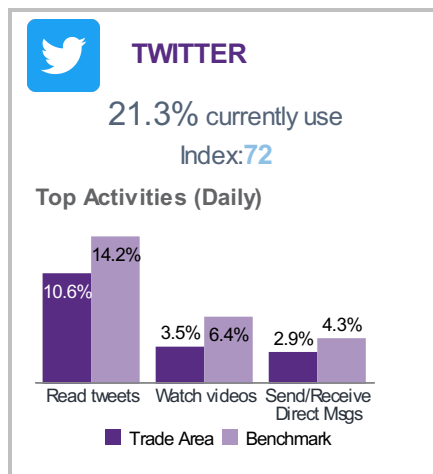
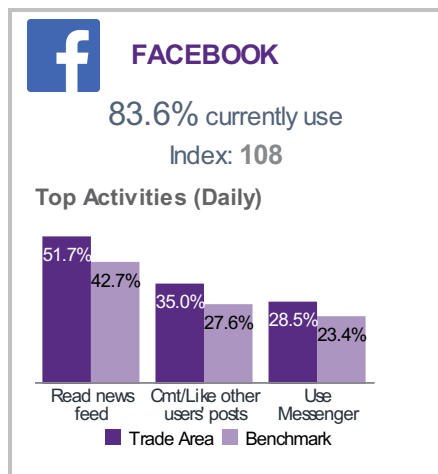
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: North Glengarry Township - Maxville

Household Population 18+: 310



Benchmark: Southern Ontario

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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+
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Opticks Social | Social Media Usage

ENVIRONICS
ANALYTICS

Trade Area: North Glengarry Township - Maxville

Household Population 18+: 310

FRIENDS IN ALL SM NETWORKS



39.7%

Index: 112

0-49 friends

FREQUENCY OF USE (DAILY)



67.1%

Index: 119

Facebook

BRAND INTERACTION



35.0%

Index: 102

Like brand on Facebook

NO. OF BRANDS INTERACTED

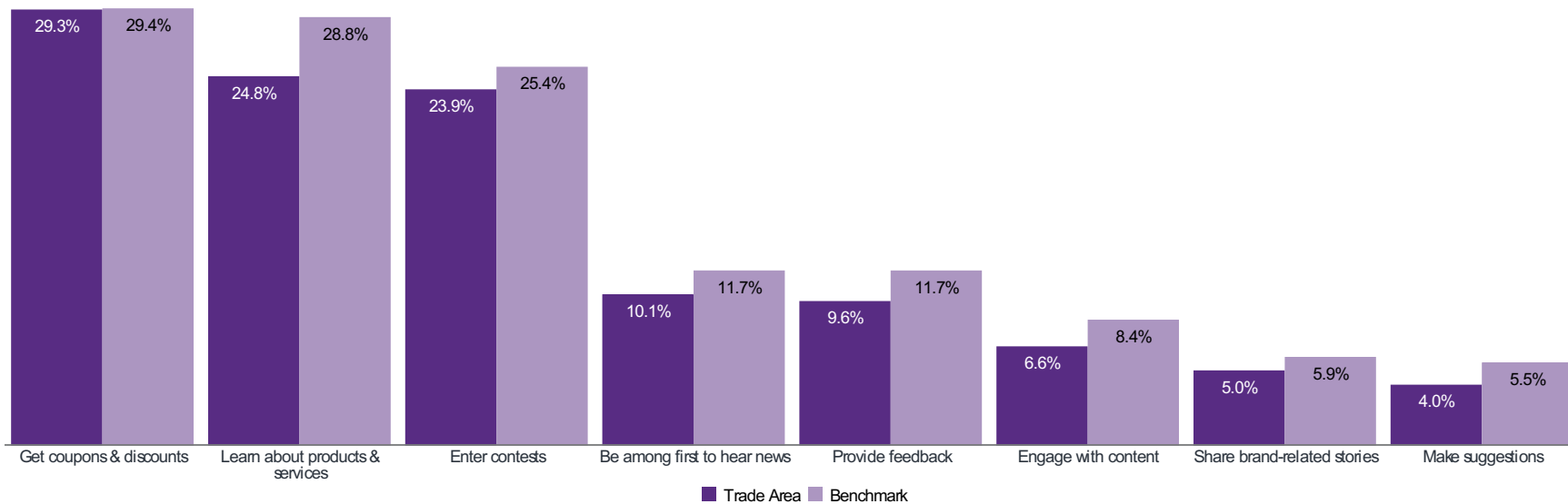


29.8%

Index: 97

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+
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Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: North Glengarry Township - Maxville

Total Household Population 18+:310



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

% Comp 92.6 Index 105



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

% Comp 39.0 Index 80



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

% Comp 90.4 Index 107



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

% Comp 31.7 Index 77



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

% Comp 44.2 Index 78



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

% Comp 18.9 Index 63

Benchmark: Southern Ontario

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Ranked by percent composition.

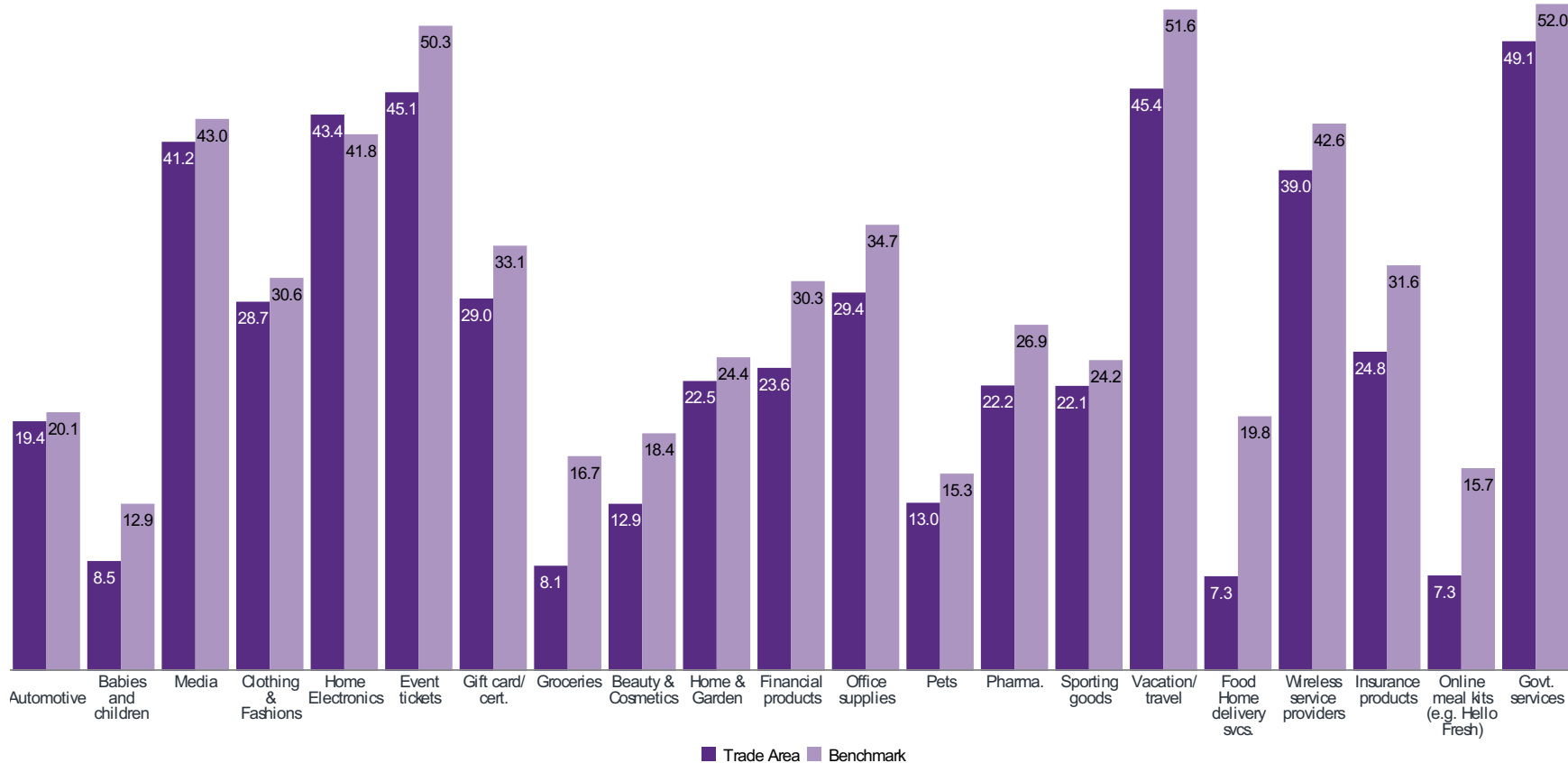
Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Purchase Preference by Category

Trade Area: North Glengarry Township - Maxville

Total Household Population 18+:310

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Clothing & Fashions Deep Dive

ENVIRONICS
ANALYTICS

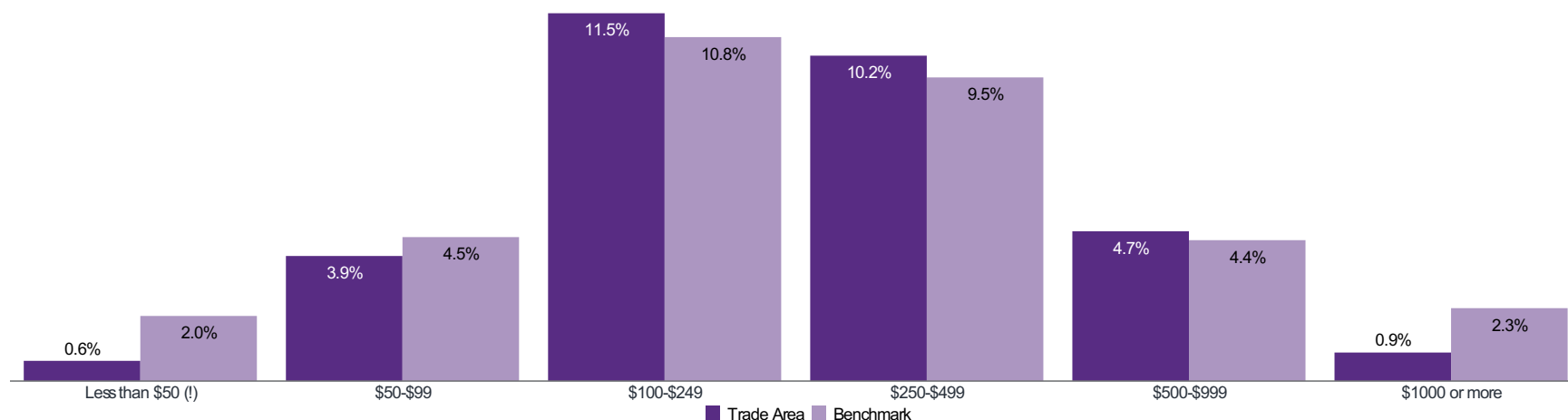
Trade Area: North Glengarry Township - Maxville

Total Household Population 18+: 310

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	68.4% Index: 111	34.8% Index: 94	8.9% Index: 72	3.2% Index: 99
Purchase preference	79.1% Index: 105	28.7% Index: 94	8.8% Index: 89	1.6% Index: 64
Customer Service	63.2% Index: 102	16.0% Index: 90	4.0% Index: 69	20.1% Index: 92

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 | Home Electronics & Computers Deep Dive

ENVIRONICS
ANALYTICS

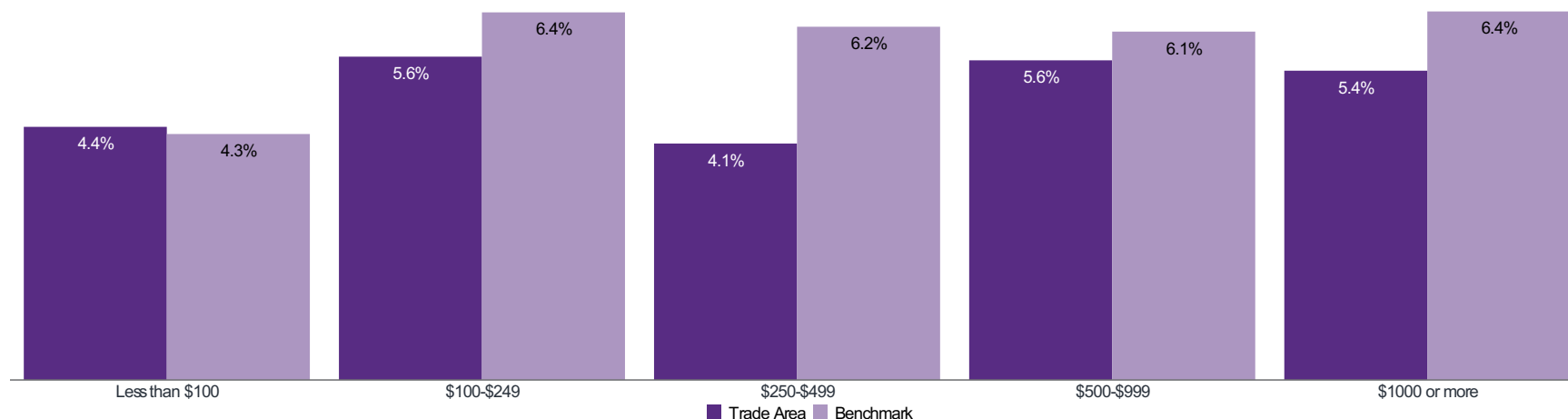
Trade Area: North Glengarry Township - Maxville

Total Household Population 18+: 310

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	56.9% Index: 113	54.2% Index: 99	11.9% Index: 76	5.6% Index: 69
Purchase preference	73.1% Index: 107	43.4% Index: 104	9.4% Index: 85	6.7% Index: 104
Customer Service	62.7% Index: 111	18.8% Index: 76	6.1% Index: 83	37.2% 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+
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Opticks eShopper | Gift Cards Deep Dive

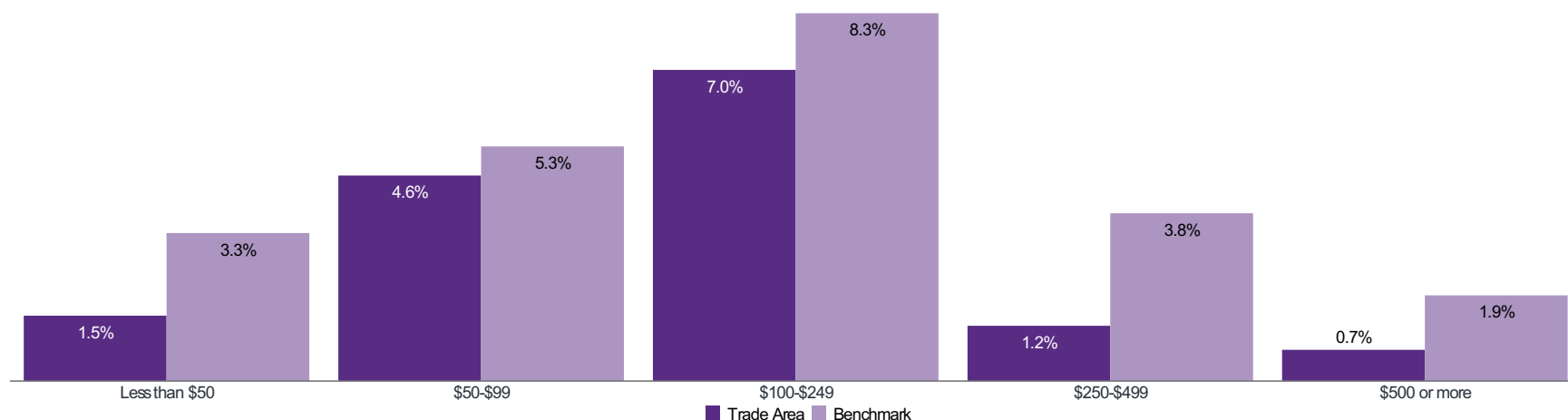
Trade Area: North Glengarry Township - Maxville

Total Household Population 18+: 310

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	51.5% Index:108	29.9% Index:85	9.8% Index:89	3.9% Index:110
Purchase preference	64.6% Index:107	29.0% Index:88	4.8% Index:55	2.5% Index:82
Customer Service	46.4% Index:109	17.2% Index:84	5.8% Index:95	29.2% Index:105

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

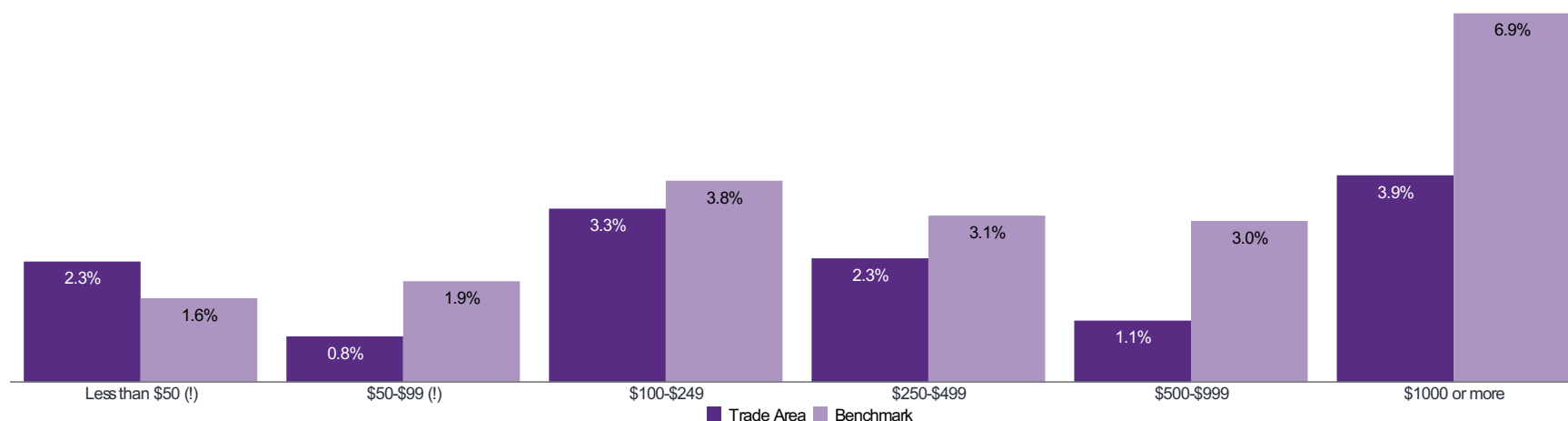
Trade Area: North Glengarry Township - Maxville

Total Household Population 18+: 310

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	77.3% Index:107	17.5% Index:71	5.9% Index:53	2.5% Index:91
Purchase preference	89.3% Index:107	8.1% Index:49	3.5% Index:56	1.2% Index:51
Customer Service	76.5% Index:109	5.8% Index:51	2.3% Index:58	17.5% 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 | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

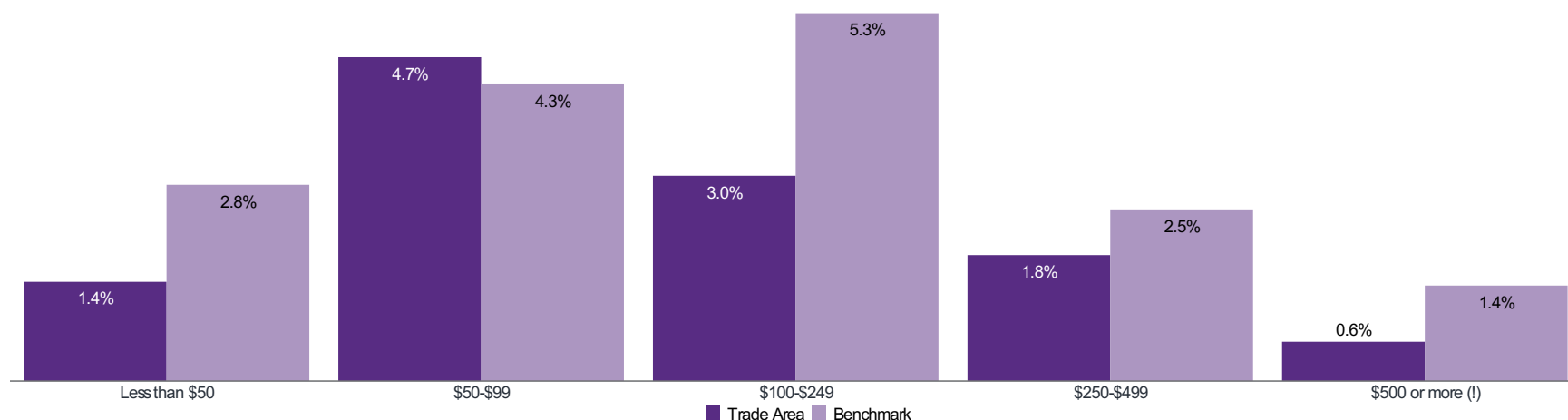
Trade Area: North Glengarry Township - Maxville

Total Household Population 18+: 310

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	37.3% Index:105	15.6% Index:71	5.1% Index:62	2.2% Index:79
Purchase preference	47.8% Index:103	12.9% Index:70	3.8% Index:59	2.2% Index:95
Customer Service	38.8% Index:107	8.8% Index:70	3.1% Index:72	11.8% Index:81

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+
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Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: North Glengarry Township - Maxville

Total Household Population 18+: 310

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	56.8% Index: 110	37.9% Index: 100	11.5% Index: 101	6.4% Index: 111
Purchase preference	73.0% Index: 107	22.5% Index: 92	5.0% Index: 71	4.1% Index: 114
Customer Service	60.2% Index: 111	15.4% Index: 97	3.4% Index: 72	20.7% Index: 91

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

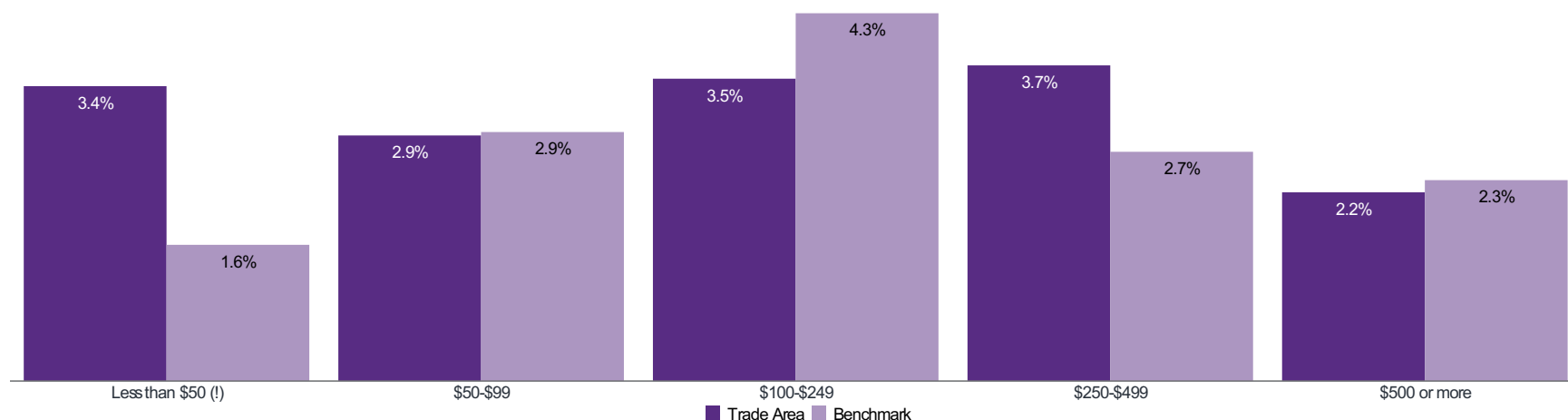
Trade Area: North Glengarry Township - Maxville

Total Household Population 18+: 310

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	39.2% Index:101	30.5% Index:95	10.8% Index:103	2.6% Index:67
Purchase preference	52.7% Index:101	22.1% Index:92	7.8% Index:104	3.0% Index:99
Customer Service	47.1% Index:113	12.7% Index:84	5.0% Index:97	17.8% Index:87

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

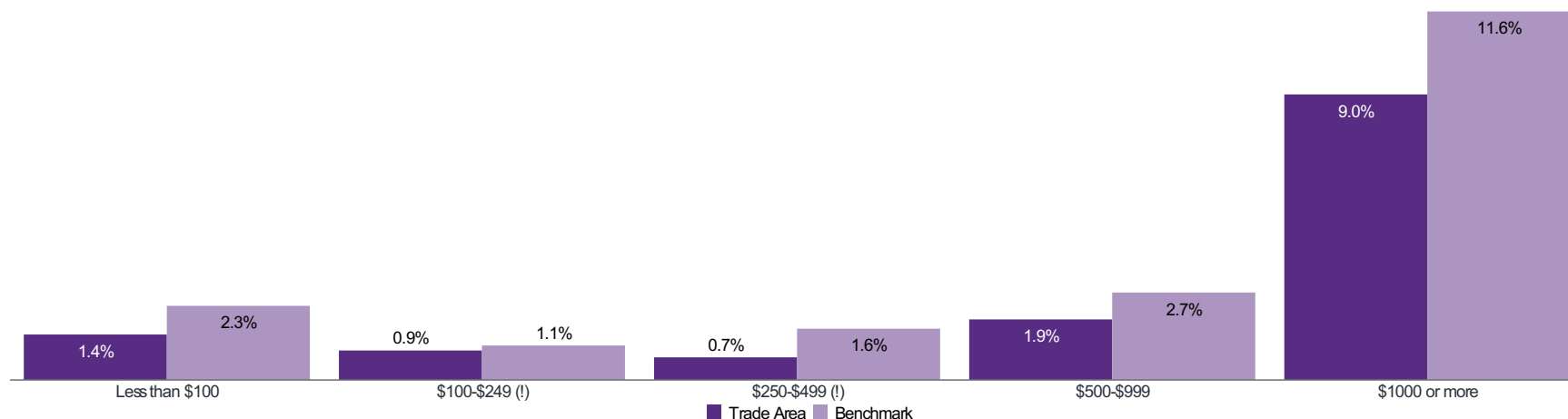
Trade Area: North Glengarry Township - Maxville

Total Household Population 18+: 310

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	22.1% Index:108	53.6% Index:92	10.5% Index:70	15.4% Index:96
Purchase preference	31.2% Index:108	45.4% Index:88	5.0% Index:81	14.3% Index:80
Customer Service	30.6% Index:105	23.0% Index:84	5.4% Index:78	39.7% Index:90

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: North Glengarry Township - Maxville

Households: 160

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+
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ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS
ANALYTICS

Trade Area: North Glengarry Township - Maxville

Households: 160

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



66.2%

Index: 111

Easy to get in and get out quickly



49.6%

Index: 116

Organized layout makes it easy to shop



44.5%

Index: 107

Staff are friendly and knowledgeable



41.2%

Index: 122

Short checkout lines/fast checkout



39.7%

Index: 111

Has extended hours



28.5%

Index: 104

I like the store ambiance



23.6%

Index: 118

Has self-checkout



8.8%

Index: 64

Offers an online shopping option (!)



5.6%

Index: 63

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+
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ShopperChoice | Store Loyalty - Price and Promo

ENVIRONICS
ANALYTICS

Trade Area: North Glengarry Township - Maxville

Households: 160

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



71.1%

Index: 105

Discover good value when shopping



70.2%

Index: 106

Store has the lowest prices overall



65.3%

Index: 113

Store has a customer loyalty card program



47.2%

Index: 95

Has loyalty prog. app and offers pers. promos



29.9%

Index: 102

I'm loyal to their store brands



24.6%

Index: 107

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	42.4	40.2	0.0 106
Leave the store and buy it elsewhere	30.7	30.9	0.0 99
Purchase another brand	18.3	21.2	0.0 86
Purchase another size or variety of the same brand (!)	8.6	7.7	0.0 112

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+
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Main Street Visitors

2019 North Glengarry Township - Maxville 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%	31,241	100%	0.16%	100	38,436	100%	0.20%	100	20,515	100%	0.11%	100	26,381	100%	0.14%	100	58,381	100%	0.30%	100
3506008	Ottawa, ON (CV)	873,210	4.52%	6,334	20.27%	0.73%	448	7,068	18.39%	0.81%	406	3,309	16.13%	0.38%	357	4,623	17.52%	0.53%	387	12,995	22.26%	1.49%	492
3501012	Cornwall, ON (CY)	38,346	0.20%	2,303	7.37%	6.01%	3711	3,180	8.27%	8.29%	4165	2,073	10.10%	5.40%	5085	1,761	6.68%	4.59%	3360	4,733	8.11%	12.34%	4081
3501050	North Glengarry, ON (TP)	8,812	0.05%	3,505	11.22%	39.78%	24576	3,533	9.19%	40.09%	20132	2,574	12.55%	29.21%	27482	3,607	13.67%	40.93%	29951	4,153	7.11%	47.13%	15584
3501005	South Glengarry, ON (TP)	11,425	0.06%	2,684	8.59%	23.49%	14516	3,459	9.00%	30.28%	15205	1,645	8.02%	14.40%	13549	1,784	6.76%	15.62%	11428	3,954	6.77%	34.60%	11441
3502025	The Nation / La Nation, ON (M)	10,967	0.06%	1,796	5.75%	16.38%	10118	2,290	5.96%	20.88%	10486	1,664	8.11%	15.17%	14277	1,329	5.04%	12.12%	8867	2,694	4.61%	24.56%	8121
3501011	South Stormont, ON (TP)	12,082	0.06%	1,844	5.90%	15.26%	9428	1,571	4.09%	13.00%	6530	921	4.49%	7.62%	7171	1,711	6.49%	14.16%	10362	2,620	4.49%	21.69%	7170
2481017	Gatineau, QC (V)	237,634	1.23%	988	3.16%	0.42%	257	1,137	2.96%	0.48%	240	731	3.56%	0.31%	289	1,027	3.89%	0.43%	316	2,259	3.87%	0.95%	314
3501042	North Stormont, ON (TP)	5,844	0.03%	1,194	3.82%	20.43%	12622	1,595	4.15%	27.30%	13708	1,297	6.32%	22.20%	20889	1,119	4.24%	19.14%	14007	1,962	3.36%	33.58%	11101
2466023	Montréal, QC (V)	1,493,156	7.74%	941	3.01%	0.06%	39	818	2.13%	0.05%	27	471	2.30%	0.03%	30	734	2.78%	0.05%	36	1,742	2.98%	0.12%	39
3502023	Alfred and Plantagenet, ON (TP)	8,418	0.04%	726	2.33%	8.63%	5332	1,053	2.74%	12.50%	6279	558	2.72%	6.63%	6241	399	1.51%	4.75%	3472	1,379	2.36%	16.39%	5418

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 North Glengarry Township - Maxville 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
323	893	276.3	648	200.7	504	155.9	1,047	324.1	831	257.3

2019 North Glengarry Township - Maxville 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	60,129	831	1.4	59,298	98.6

2020 North Glengarry Township - Maxville 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%	17,391	100%	0.09%	100	23,063	100%	0.12%	100	20,155	100%	0.10%	100	17,931	100%	0.09%	100	39,651	100%	0.21%	100
3506008	Ottawa, ON (CV)	873,210	4.52%	3,265	18.77%	0.37%	415	3,543	15.36%	0.41%	340	3,465	17.19%	0.40%	380	3,090	17.23%	0.35%	381	7,121	17.96%	0.82%	397
3501012	Cornwall, ON (CY)	38,346	0.20%	1,839	10.57%	4.80%	5323	2,318	10.05%	6.05%	5060	1,432	7.11%	3.73%	3577	2,076	11.58%	5.41%	5829	4,264	10.75%	11.12%	5413
3501050	North Glengarry, ON (TP)	8,812	0.05%	2,940	16.91%	33.37%	37034	3,329	14.43%	37.78%	31617	2,673	13.26%	30.33%	29050	2,396	13.36%	27.19%	29271	3,910	9.86%	44.37%	21602
3501005	South Glengarry, ON (TP)	11,425	0.06%	1,091	6.28%	9.55%	10602	1,711	7.42%	14.98%	12535	1,564	7.76%	13.69%	13109	1,630	9.09%	14.27%	15360	2,706	6.83%	23.69%	11531
3502025	The Nation / La Nation, ON (M)	10,967	0.06%	1,066	6.13%	9.72%	10784	1,277	5.54%	11.64%	9742	1,913	9.49%	17.44%	16704	1,100	6.13%	10.03%	10796	2,275	5.74%	20.75%	10100
3501042	North Stormont, ON (TP)	5,844	0.03%	1,179	6.78%	20.17%	22387	1,435	6.22%	24.55%	20549	1,586	7.87%	27.14%	25990	973	5.43%	16.65%	17920	1,998	5.04%	34.20%	16647
3501011	South Stormont, ON (TP)	12,082	0.06%	820	4.71%	6.78%	7529	1,128	4.89%	9.33%	7811	992	4.92%	8.21%	7866	925	5.16%	7.66%	8244	1,986	5.01%	16.44%	8002
3502023	Alfred and Plantagenet, ON (TP)	8,418	0.04%	670	3.85%	7.96%	8833	770	3.34%	9.15%	7658	609	3.02%	7.23%	6929	676	3.77%	8.02%	8639	1,378	3.48%	16.37%	7969
2481017	Gatineau, QC (V)	237,634	1.23%	364	2.09%	0.15%	170	593	2.57%	0.25%	209	451	2.24%	0.19%	182	325	1.81%	0.14%	147	1,308	3.30%	0.55%	268
3502036	Clarence-Rockland, ON (C)	21,875	0.11%	464	2.67%	2.12%	2352	476	2.06%	2.17%	1820	549	2.72%	2.51%	2401	317	1.77%	1.45%	1560	946	2.39%	4.33%	2106

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 North Glengarry Township - Maxville 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
323	780	241.4	684	211.8	507	156.9	634	196.2	828	256.2

2020 North Glengarry Township - Maxville 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	40,050	828	2.1	39,222	97.9

2021 North Glengarry Township - Maxville 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%	20,038	100%	0.10%	100	35,371	100%	0.18%	100	37,155	100%	0.19%	100	19,664	100%	0.10%	100	55,061	100%	0.29%	100
3506008	Ottawa, ON (CV)	873,210	4.52%	3,650	18.22%	0.42%	403	8,290	23.44%	0.95%	518	6,404	17.24%	0.73%	381	3,773	19.19%	0.43%	424	12,432	22.58%	1.42%	499
3501012	Cornwall, ON (CY)	38,346	0.20%	2,466	12.30%	6.43%	6194	2,307	6.52%	6.02%	3284	2,295	6.18%	5.99%	3109	2,105	10.70%	5.49%	5388	4,846	8.80%	12.64%	4430
3501005	South Glengarry, ON (TP)	11,425	0.06%	2,126	10.61%	18.61%	17929	3,605	10.19%	31.55%	17219	3,232	8.70%	28.29%	14699	1,905	9.69%	16.67%	16366	4,120	7.48%	36.06%	12641
3501050	North Glengarry, ON (TP)	8,812	0.05%	2,478	12.36%	28.12%	27085	3,494	9.88%	39.65%	21640	3,560	9.58%	40.40%	20987	2,920	14.85%	33.14%	32529	4,015	7.29%	45.57%	15975
3501011	South Stormont, ON (TP)	12,082	0.06%	1,080	5.39%	8.94%	8611	1,794	5.07%	14.85%	8103	2,411	6.49%	19.96%	10367	1,452	7.38%	12.02%	11798	2,997	5.44%	24.80%	8695
2466023	Montréal, QC (V)	1,493,156	7.74%	219	1.09%	0.01%	14	881	2.49%	0.06%	32	2,755	7.42%	0.18%	96	191	0.97%	0.01%	13	2,898	5.26%	0.19%	68
3502025	The Nation / La Nation, ON (M)	10,967	0.06%	1,301	6.49%	11.86%	11428	2,000	5.65%	18.24%	9952	1,802	4.85%	16.43%	8536	1,693	8.61%	15.44%	15152	2,304	4.18%	21.01%	7364
3502023	Alfred and Plantagenet, ON (TP)	8,418	0.04%	1,027	5.12%	12.20%	11751	1,334	3.77%	15.84%	8646	1,265	3.40%	15.03%	7806	918	4.67%	10.91%	10706	2,008	3.65%	23.85%	8362
2481017	Gatineau, QC (V)	237,634	1.23%	238	1.19%	0.10%	96	1,296	3.66%	0.55%	298	1,487	4.00%	0.63%	325	220	1.12%	0.09%	91	1,752	3.18%	0.74%	258
3502036	Clarence-Rockland, ON (C)	21,875	0.11%	445	2.22%	2.03%	1959	674	1.91%	3.08%	1682	1,310	3.52%	5.99%	3110	486	2.47%	2.22%	2182	1,641	2.98%	7.50%	2629

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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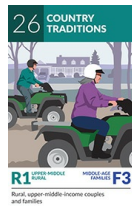
2021 North Glengarry Township - Maxville Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

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
323	618	191.4	713	220.7	908	281.2	480	148.5	822	254.5

2021 North Glengarry Township - Maxville 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	56,213	822	1.5	55,391	98.5

Top 5 segments represent **47.1%** of customers in Southern Ontario



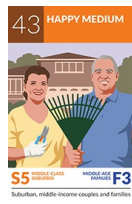
Rank: 1
Customers: 7,961
Customers %: 18.36
% in Benchmark: 4.89
Index: 376

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: 4,287
Customers %: 9.89
% in Benchmark: 2.91
Index: 340

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
Customers: 3,771
Customers %: 8.70
% in Benchmark: 2.51
Index: 346

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: 4
Customers: 2,900
Customers %: 6.69
% in Benchmark: 0.36
Index: 1,829

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: 1,489
Customers %: 3.44
% in Benchmark: 2.74
Index: 125

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.