

Community Profile: Orangeville – Downtown Orangeville

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



ENVIRONICS
ANALYTICS

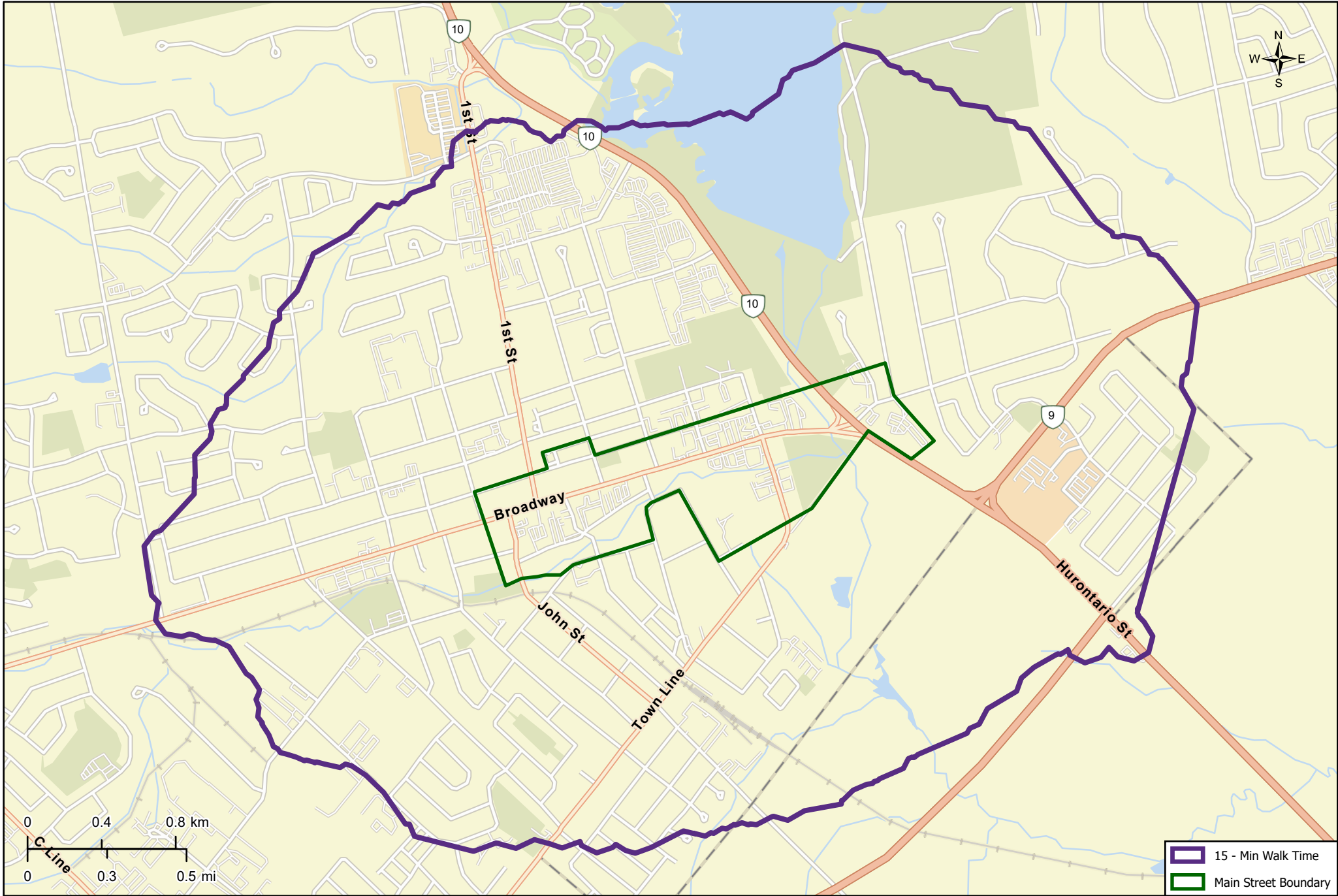
Confidential

Date: February 24, 2022

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Orangeville - Downtown Orangeville Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Orangeville - Downtown Orangeville

POPULATION

14,346

HOUSEHOLDS

5,729

MEDIAN MAINTAINER AGE

53

Index: 98

MARITAL STATUS



52.3%

Index: 90

Married/Common-Law

FAMILY STATUS*

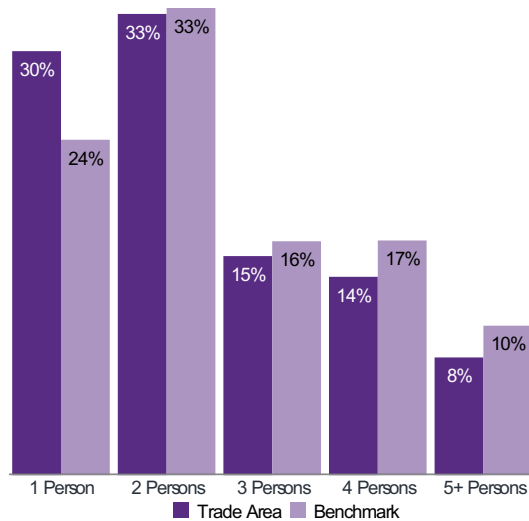


22.2%

Index: 140

Total Lone-Parent Families

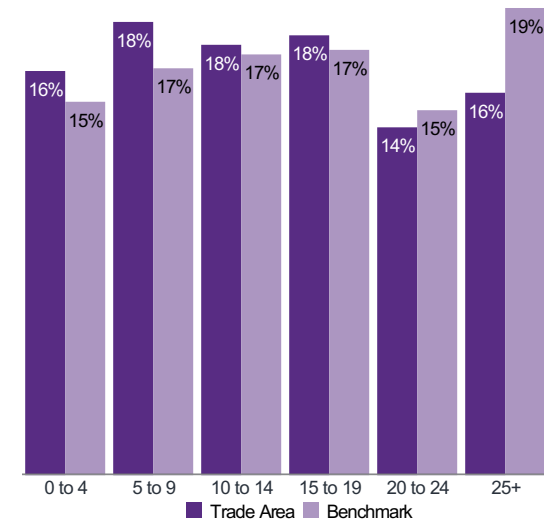
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	766	5.3	106
5 to 9	852	5.9	110
10 to 14	835	5.8	102
15 to 19	825	5.8	97
20 to 24	845	5.9	88
25 to 29	981	6.8	97
30 to 34	1,156	8.1	121
35 to 39	1,031	7.2	111
40 to 44	878	6.1	99
45 to 49	936	6.5	104
50 to 54	978	6.8	104
55 to 59	1,036	7.2	99
60 to 64	878	6.1	91
65 to 69	707	4.9	87
70 to 74	598	4.2	87
75 to 79	443	3.1	93
80 to 84	300	2.1	96
85+	300	2.1	94

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

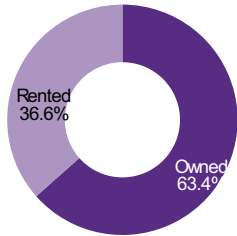
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Demographics | Housing & Income

Trade Area: Orangeville - Downtown Orangeville

Population: 14,346 | Households: 5,729

TENURE



STRUCTURE TYPE



69.5%
Index:90



30.3%
Index:137

AGE OF HOUSING*

40 - 59 Years Old
% Comp:35.1 Index: 143

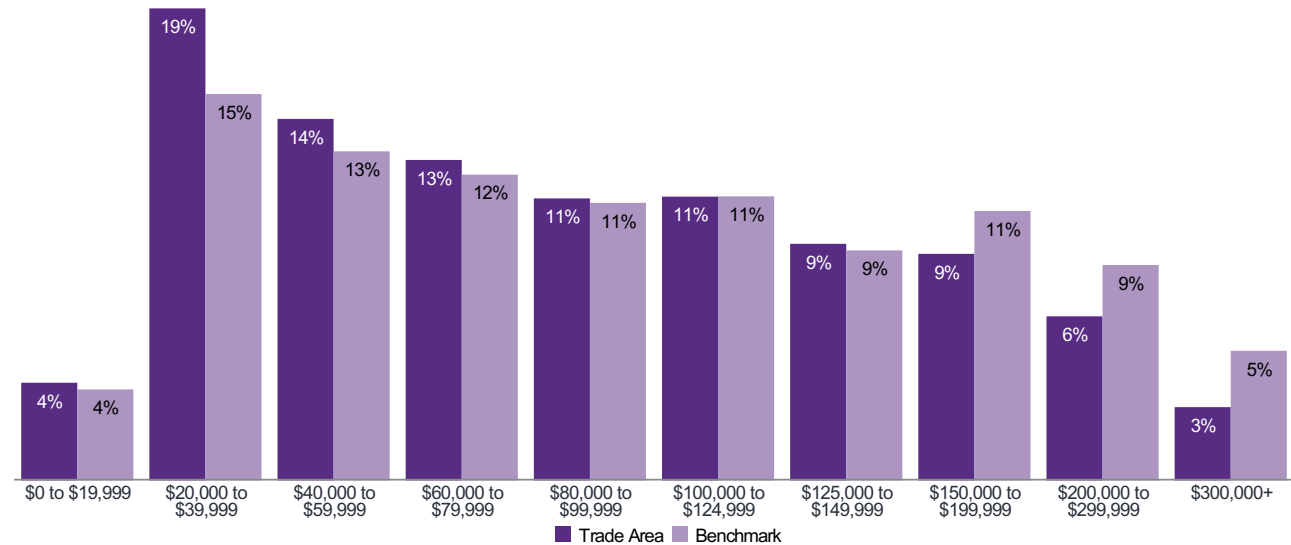
AVERAGE HOUSEHOLD INCOME



\$98,873

Index:86

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Demographics | Education & Employment

Trade Area: Orangeville - Downtown Orangeville

Population: 14,346 | Households: 5,729

EDUCATION



University Degree

LABOUR FORCE PARTICIPATION



Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

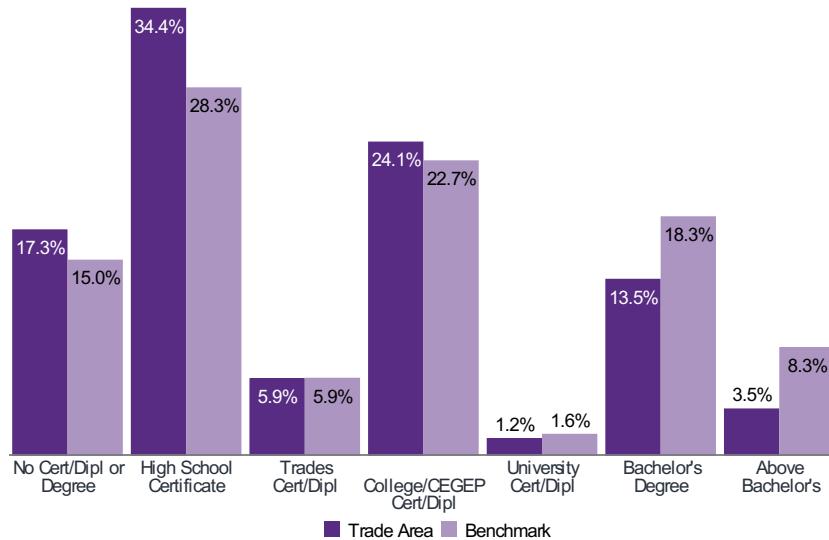


Travel to work by **Car (as Driver)**

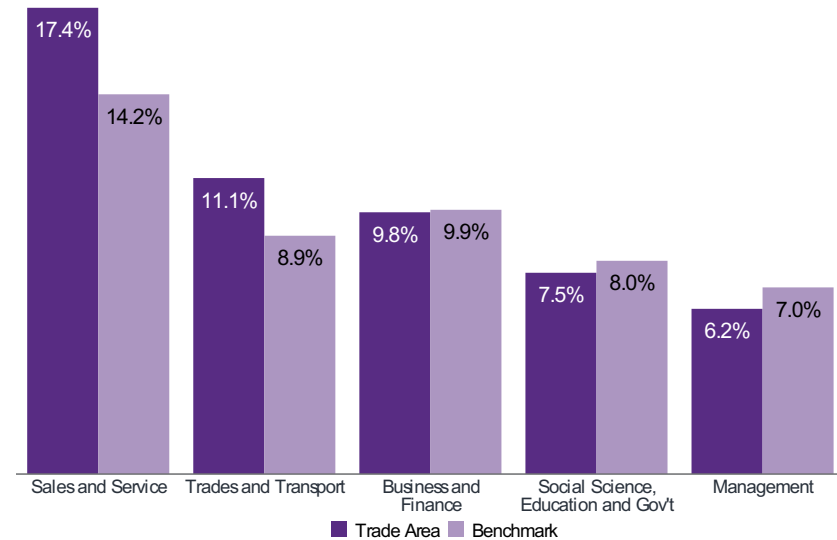


Travel to work by **Walking**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



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*Ranked by percent composition

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Demographics | Diversity

Trade Area: Orangeville - Downtown Orangeville

Population: 14,346 | Households: 5,729

ABORIGINAL IDENTITY



2.6%

Index:111

VISIBLE MINORITY PRESENCE



9.2%

Index:32

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



0.2%

Index:12

No knowledge of English or French

IMMIGRATION



13.5%

Index:51

Born outside Canada

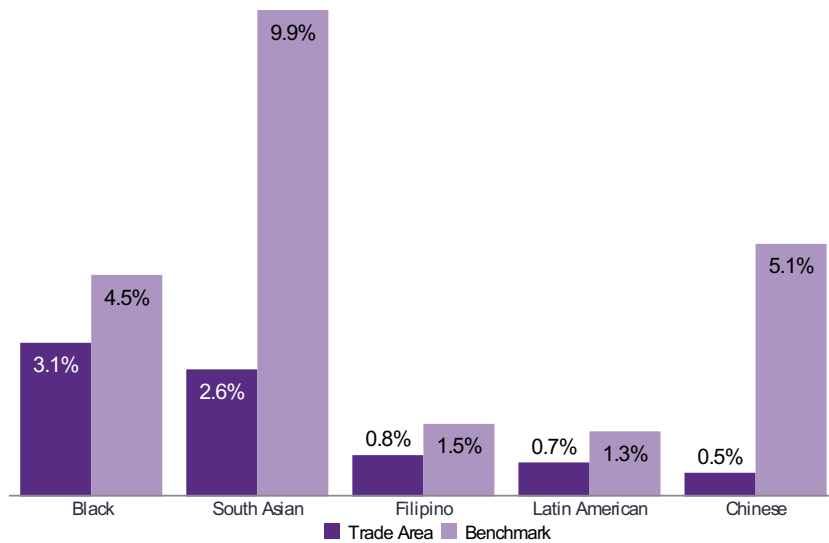
PERIOD OF IMMIGRATION*

Before 2001

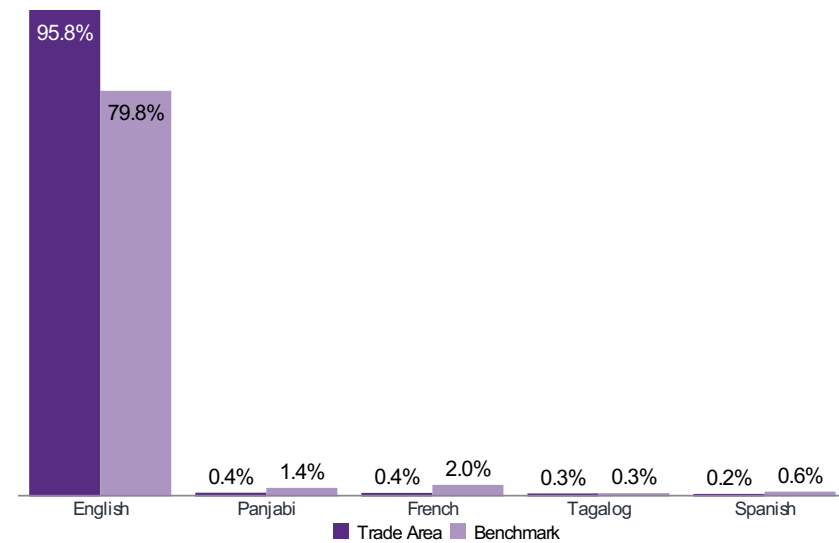
9.4%

Index:67

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+
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Top 5 segments represent **65.4%** of households in Orangeville - Downtown Orangeville



Rank: 1
Hhlds: 1,015
Hhld %: 17.72
% in Benchmark: 2.63
Index: **673**

Located in the older suburban neighbourhoods of mostly midsize cities, Stressed in Suburbia offers a portrait of busy, working families in the burbs. Nearly 80 percent of households own their homes, a mix of singles, semis and row houses typically built between 1960 and 2000. An above-average two-thirds are third-plus-generation Canadians. But their streets are hardly homogenous: Households may contain couples, families with children and lone-parent families; maintainers range in age from 25 to 54; and children include toddlers and teenagers. Despite moderate educations that rarely go beyond college, many households enjoy solid midscale incomes thanks to the presence of two wage-earners. Most segment members hold blue-collar or service sector jobs. Given the variety of households in Stressed in Suburbia, top-scoring leisure pursuits range from outdoor sports like cross-country skiing and golf to cultural activities like attending country music concerts and dinner theatres. With their tendency for Introspection & Empathy, they seek to understand others in a non-judgmental way, and they score high for donating to cultural, environmental and international organizations.



Rank: 2
Hhlds: 765
Hhld %: 13.36
% in Benchmark: 2.12
Index: **630**

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).



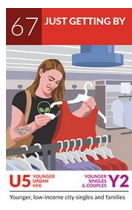
Rank: 3
Hhlds: 764
Hhld %: 13.34
% in Benchmark: 4.26
Index: **313**

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and utilities. Thanks to dual-income households, their upscale incomes allow them to purchase single-detached houses valued at nearly \$450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment, as well as trailers and boats. Family Mode members make an Effort Toward Health, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating.



Rank: 4
Hhlds: 649
Hhld %: 11.32
% in Benchmark: 1.94
Index: **585**

Slow-Lane Suburbs consists of a mix of older and mature singles and couples living in the suburbs of midsize cities like Thunder Bay, Cape Breton, St. John's and Sault Ste. Marie. Most maintainers are over 55, and those still in the labour force typically hold service sector and white-collar jobs in health, food services, sales or retail. With their high school and college educations yielding middle incomes, nearly three-quarters of adults are owners of relatively inexpensive homes. Many are aging in place in a single, semi or duplex in an older neighbourhood. In Slow-Lane Suburbs, two-thirds of households consist of only one or two people. Content in their established communities, more than three-quarters of residents are third-plus-generation Canadians, and they enjoy time-honoured outdoor activities like fishing, hunting and camping. And many have time on their hands to travel to Atlantic Canada and snowbird destinations in Florida. For excitement, they like attending an auto race or golf event. Marketers can reach them with a message that aligns with their belief in Saving on Principle, emphasizing products and services for the frugal minded.



Rank: 5
Hhlds: 556
Hhld %: 9.70
% in Benchmark: 3.49
Index: **278**

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

Trade Area: Orangeville - Downtown Orangeville



Strong Values

Values	Index
Need for Escape	122
Confidence in Small Business	117
Obedience to Authority	116
Parochialism	115
Utilitarian Consumerism	114
Aversion to Complexity	113
Flexible Families	113
Brand Apathy	111
Attraction to Nature	110
Ethical Consumerism	110



Descriptions | Top 3 Strong Values

Need for Escape

The desire to regularly escape the stress and responsibilities of everyday life.

Confidence in Small Business

Tendency to assume that small businesses are generally fair and ethical in their practices, committed to providing quality goods, and working in the public interest.

Obedience to Authority

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



Weak Values

Values	Index
Brand Genuineness	76
Consumption Evangelism	77
Enthusiasm for Technology	79
Ostentatious Consumption	79
Advertising as Stimulus	81
Pursuit of Novelty	82
Attraction For Crowds	83
Global Consciousness	83
Need for Status Recognition	83
Adaptability to Complexity	84



Descriptions | Top 3 Weak Values

Brand Genuineness

Tendency to value authenticity and to look for a deeper level of brand experience. People strong on this construct want their brands to have a soul, a history, a founding myth, a place of origin that confers its own culture. These preferences attract them to brands that not only provide the functionality they seek but also feed their imaginations by telling a true and compelling story.

Consumption Evangelism

Desire to exercise real leadership among one's peer group in adopting brands, products and services. Consumers who are strong on this construct are enthusiastic, even passionate, about what they buy and are very well informed about product features and competitive products. These are the people others consult before buying something. Because of their large, well-maintained social network, they wield great influence when it comes to promoting a brand, product or service.

Enthusiasm for Technology

Favourable bias toward technology. Tendency to be fascinated with the possibilities offered by modern technology; to believe that technology is the best tool for facing today's world, one that helps us adapt and respond to the demands of daily life. People who are strong on this construct have great confidence that science and technology can better their lives.

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: Orangeville - Downtown Orangeville

WealthScapes Households: 5,706

INCOME*

Household Income

\$ 99,024

Index: 85

Household Disposable Income

\$ 79,215

Index: 87

Household Discretionary Income

\$ 54,547

Index: 85

Annual RRSP Contributions

\$ 2,520

Index: 70

WEALTH*



Net Worth

% Holders

99.8% Index: 100

Balance

\$553,389

Index: 75

ASSETS*



Savings

% Holders

95.0% Index: 100

Balance

\$60,208

Index: 79



Investments

% Holders

57.1% Index: 95

Balance

\$242,753

Index: 72



Unlisted Shares

% Holders

11.3% Index: 92

Balance

\$235,226

Index: 74



Real Estate

% Holders

66.4% Index: 87

Balance

\$721,205

Index: 96



Liquid Assets

% Holders

97.9% Index: 100

Balance

\$234,165

Index: 71

DEBT*



Consumer Debt

% Holders

90.0% Index: 99

Balance

\$64,582

Index: 97



Mortgage Debt

% Holders

42.6% Index: 92

Balance

\$292,286

Index: 98

FINANCIAL RATIO



Debt:Asset

% Holders

0.25% Index: 117

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+
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Financial | WealthScapes - Ratios

Trade Area: Orangeville - Downtown Orangeville

WealthScapes Households: 5,706

FINANCIAL RATIOS*



Debt: Asset

0.25

Index: 117



Debt: Liquid Assets

0.80

Index: 130



Consumer Debt - Discr. Income

1.07

Index: 114



Savings - Investments

0.65

Index: 109



Pension - Non-Pension Assets

0.23

Index: 103



Real Estate Assets - Liq. Assets

2.09

Index: 119



Mortgage - Real Estate Assets

0.26

Index: 107



Mortgage - Consumer Debt

2.14

Index: 93

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Index Colours:	<80	80 - 110	110+
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Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Orangeville - Downtown Orangeville

Households: 5,729

Total Aggregate Current Consumption: \$405,997,974

Average Current Consumption

\$70,867

Index 87

Average Household Income










\$97,333

Index 85

Average Disposable Income

\$77,191

Index 86

 <p>Shelter</p> <p>Avg. Dollars/Household: \$18,813 Index: 89</p> <p>Pct. of Total Expenditure: 26.5% Index: 103</p>	 <p>Transportation</p> <p>Avg. Dollars/Household: \$12,010 Index: 87</p> <p>Pct. of Total Expenditure: 16.9% Index: 101</p>	 <p>Food</p> <p>Avg. Dollars/Household: \$11,008 Index: 86</p> <p>Pct. of Total Expenditure: 15.5% Index: 99</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household: \$5,197 Index: 91</p> <p>Pct. of Total Expenditure: 7.3% Index: 105</p>	 <p>Health Care</p> <p>Avg. Dollars/Household: \$4,614 Index: 84</p> <p>Pct. of Total Expenditure: 6.5% Index: 97</p>	 <p>Recreation</p> <p>Avg. Dollars/Household: \$4,164 Index: 87</p> <p>Pct. of Total Expenditure: 5.9% Index: 100</p>
 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household: \$3,350 Index: 94</p> <p>Pct. of Total Expenditure: 4.7% Index: 109</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household: \$3,115 Index: 78</p> <p>Pct. of Total Expenditure: 4.4% Index: 90</p>	 <p>Clothing</p> <p>Avg. Dollars/Household: \$2,634 Index: 80</p> <p>Pct. of Total Expenditure: 3.7% Index: 92</p>

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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

Trade Area: Orangeville - Downtown Orangeville

Households: 5,729

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
\$97,333 Index 85	\$11,008 Index 86	\$3,381 Index 84	\$7,628 Index 87

Total Aggregate Food Expenditure: \$ 63,066,551

 <p>Bakery</p> <p>Avg. Dollars/Household: \$789 Index 91</p> <p>Pct. of Total Expenditure: 10.4% Index 104</p>	 <p>Cereal Products</p> <p>Avg. Dollars/Household: \$440 Index 86</p> <p>Pct. of Total Expenditure: 5.8% Index 99</p>	 <p>Fruit and nuts</p> <p>Avg. Dollars/Household: \$877 Index 80</p> <p>Pct. of Total Expenditure: 11.5% Index 92</p>
 <p>Vegetables</p> <p>Avg. Dollars/Household: \$788 Index 85</p> <p>Pct. of Total Expenditure: 10.3% Index 98</p>	 <p>Dairy products & Eggs</p> <p>Avg. Dollars/Household: \$1,137 Index 89</p> <p>Pct. of Total Expenditure: 14.9% Index 102</p>	 <p>Meat</p> <p>Avg. Dollars/Household: \$1,358 Index 86</p> <p>Pct. of Total Expenditure: 17.8% Index 99</p>
 <p>Fish & Seafood</p> <p>Avg. Dollars/Household: \$204 Index 70</p> <p>Pct. of Total Expenditure: 2.7% Index 80</p>	 <p>Beverages & Other Food</p> <p>Avg. Dollars/Household: \$2,035 Index 92</p> <p>Pct. of Total Expenditure: 26.7% Index 106</p>	

Benchmark: Southern Ontario

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

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

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	10.8	11.0	98
Going to restaurants, bars or night clubs	52.4	55.1	95
Having physical Contact with family and friends	58.5	57.7	101
Participating in group activities	37.2	38.7	96
Partying	12.6	15.8	80
Seeing family and friends in person	64.3	62.8	102
Entertainment			
Attending events, festivals or concerts	39.5	42.9	92
Attending sports events (excludes professional sports)	16.8	18.2	92
Attending to professional sports events or games	23.3	25.4	92
Going to the movies	44.0	45.7	96
Movement & Travel			
Driving more	15.8	16.1	98
Shopping in-store	38.1	42.9	89
Spending time outdoors	31.5	32.5	97
Travelling outside of Canada/ abroad	48.6	53.2	91
Travelling within Canada	49.4	49.9	99
Using public transit	9.8	13.7	71
Personal			
Getting back to old habits	36.1	36.2	100
Going to a salon, barber shop or spa	31.6	33.7	94
Going to the gym	19.5	22.6	86
Education/Work			
Children going back to school	20.0	20.3	98
Going back to work	16.5	17.6	94
Other			
Not Stated	0.2	0.6	44

Benchmark: Southern Ontario

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(Base used for Index calculations)

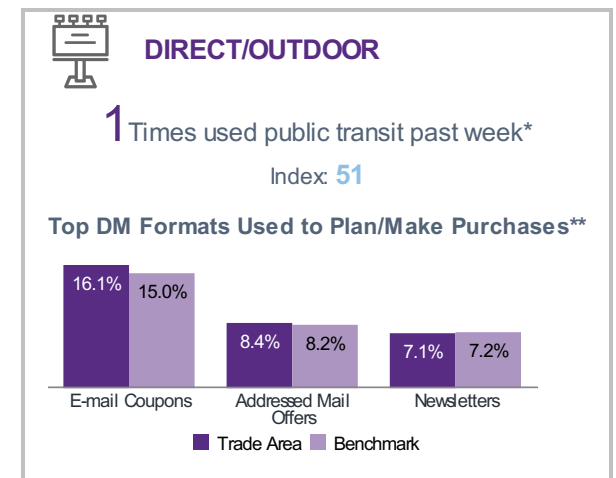
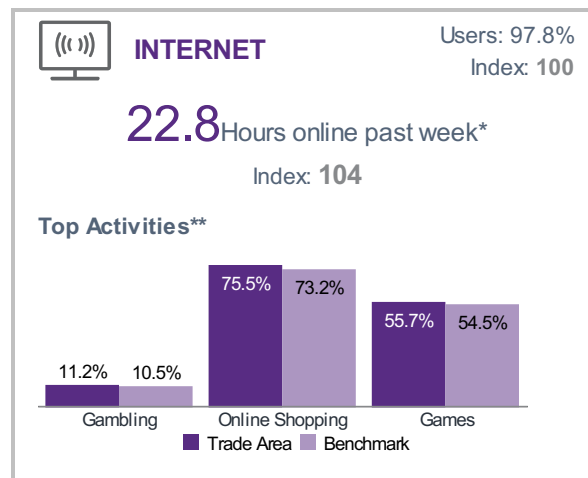
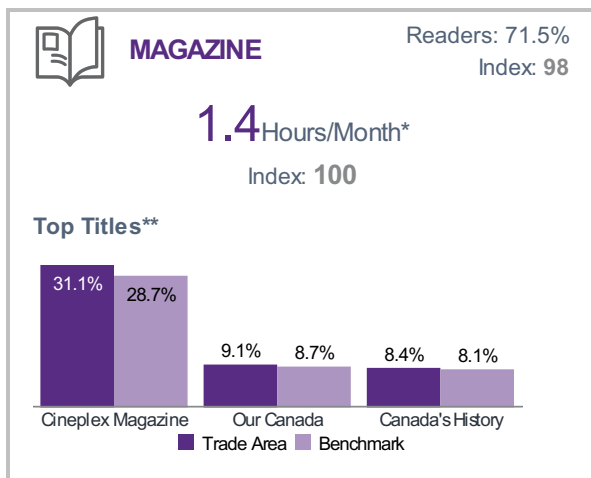
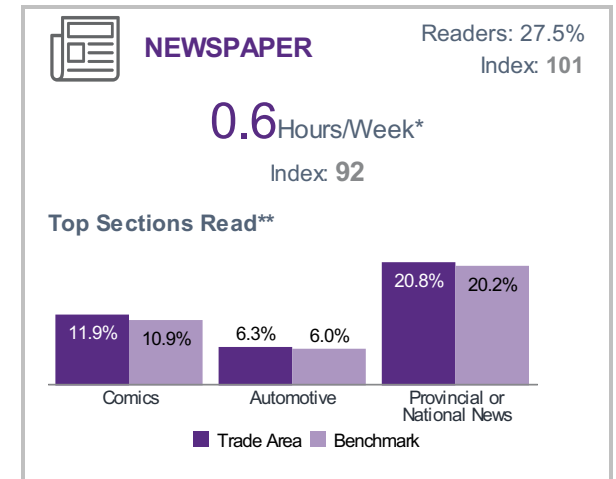
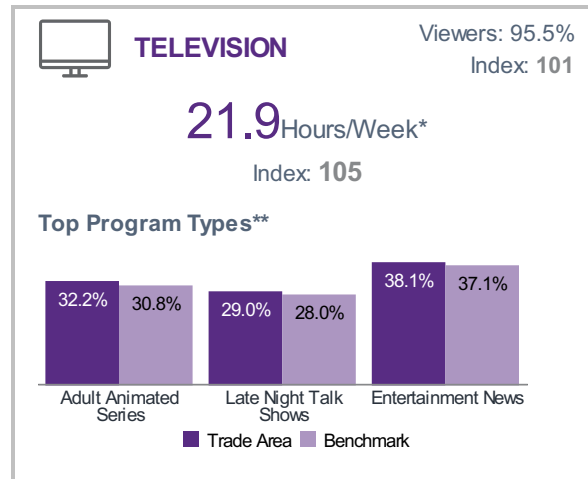
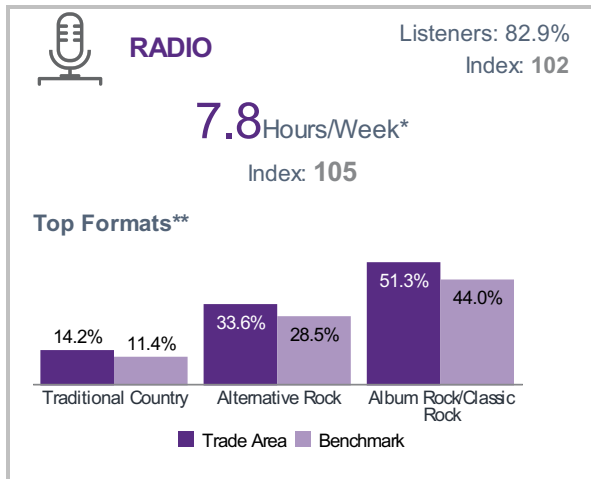
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Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Orangeville - Downtown Orangeville

Household Population 14+: 11,877



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

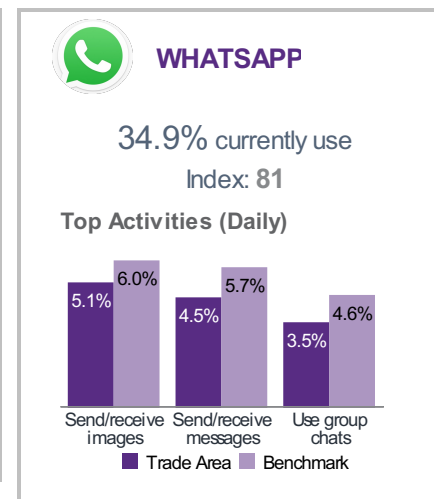
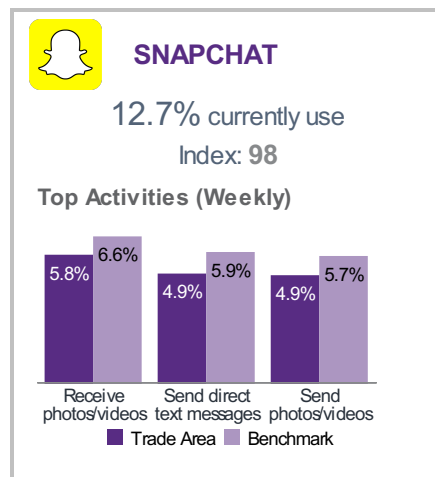
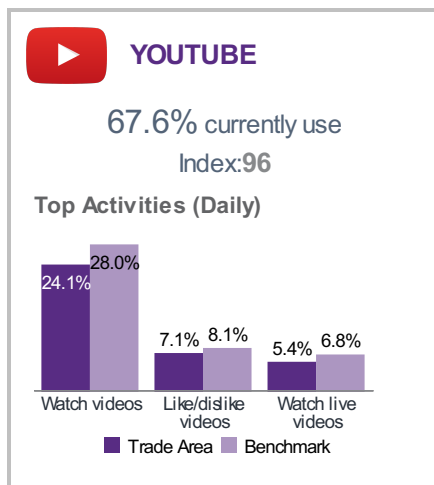
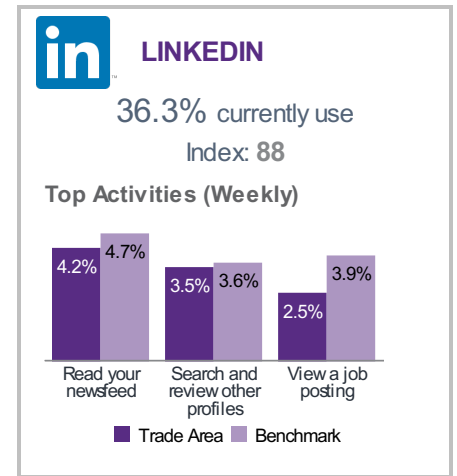
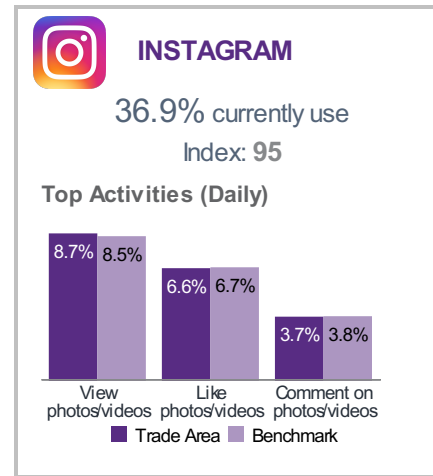
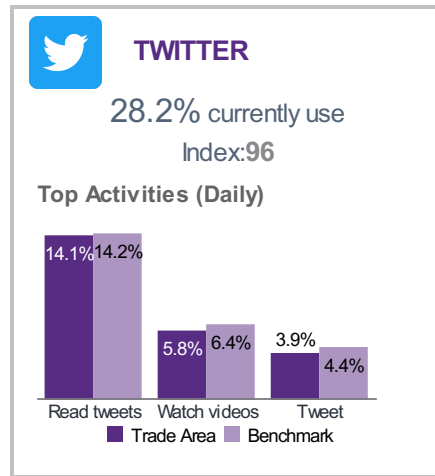
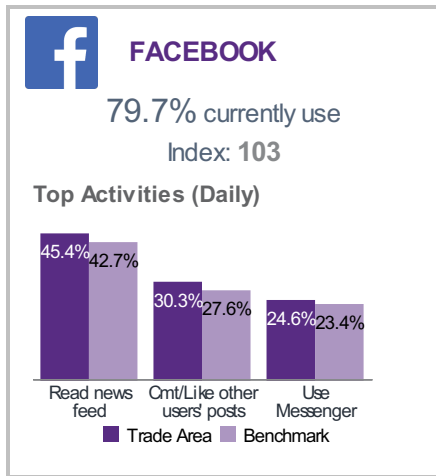
** Chosen from index ranking with minimum 5% composition.



Opticks Social | Social Media Activities

Trade Area: Orangeville - Downtown Orangeville

Household Population 18+: 11,232



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

Trade Area: Orangeville - Downtown Orangeville

Household Population 18+: 11,232

FRIENDS IN ALL SM NETWORKS



37.2%

Index:105

0-49 friends

FREQUENCY OF USE (DAILY)



59.0%

Index:105

Facebook

BRAND INTERACTION



34.6%

Index:101

Like brand on Facebook

NO. OF BRANDS INTERACTED

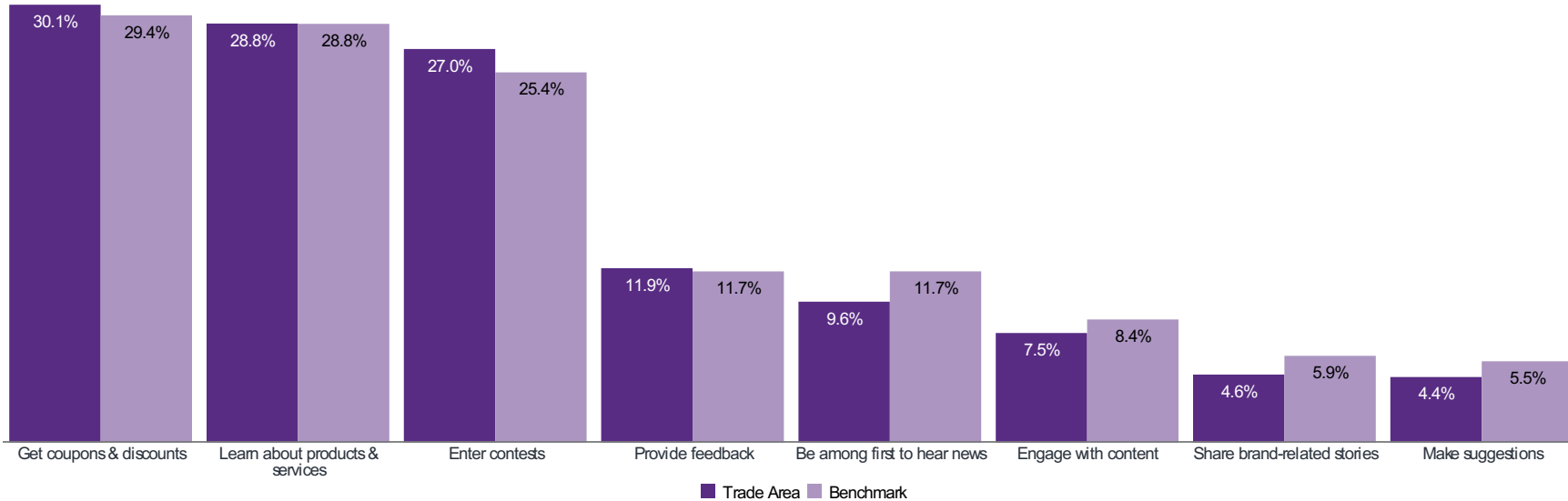


30.6%

Index:100

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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

Online Shopping Attitudes and Behaviours

Trade Area: Orangeville - Downtown Orangeville

Total Household Population 18+: 11,232



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

% Comp **89.2** Index **102**



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

% Comp **47.5** Index **98**



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

% Comp **85.1** Index **101**



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

% Comp **39.3** Index **96**



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

% Comp **56.4** Index **100**



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

% Comp **29.6** Index **98**

Benchmark: Southern Ontario

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Ranked by percent composition.

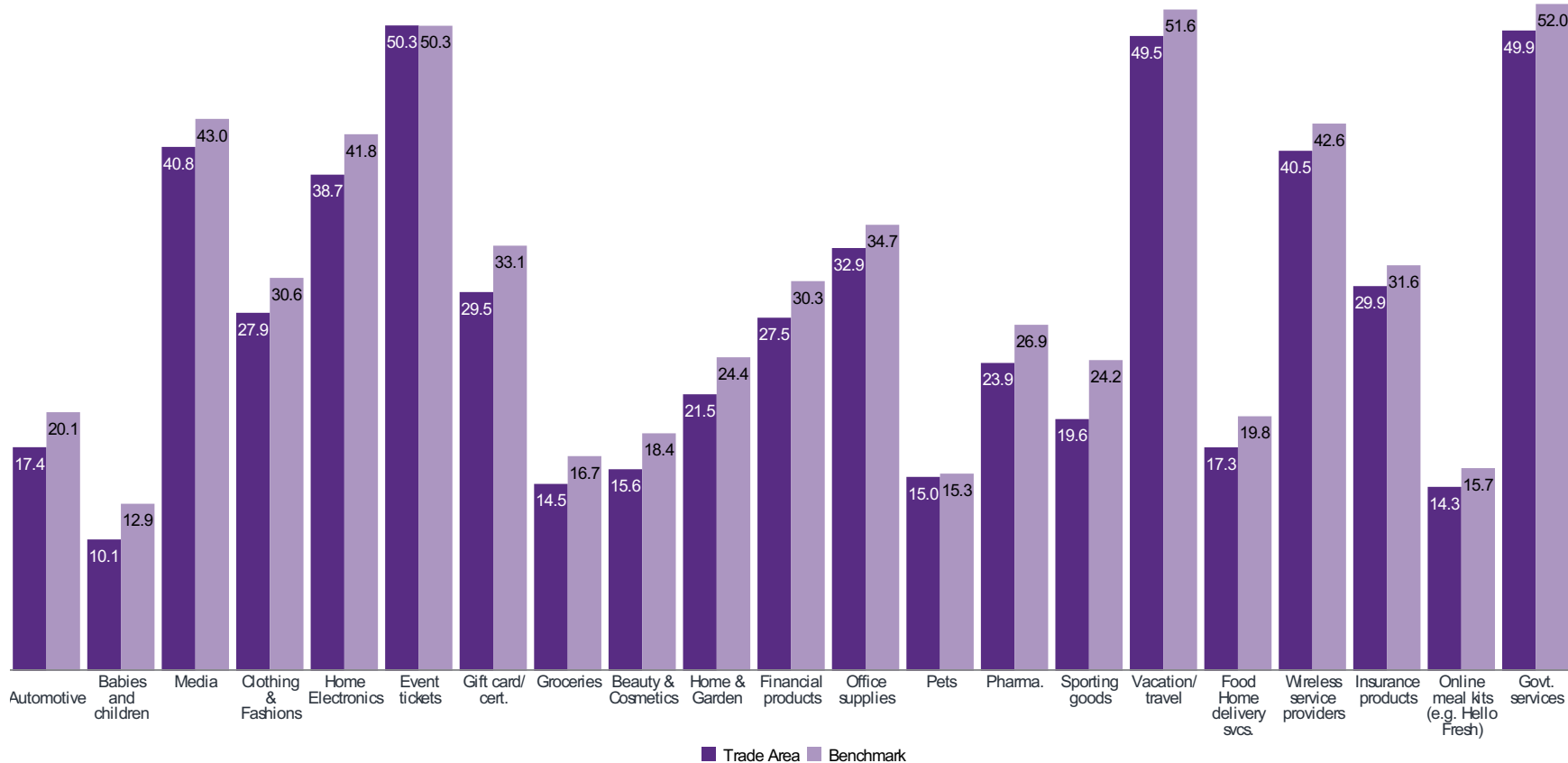
Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Purchase Preference by Category

Trade Area: Orangeville - Downtown Orangeville

Total Household Population 18+: 11,232

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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

Opticks eShopper | Clothing & Fashions Deep Dive

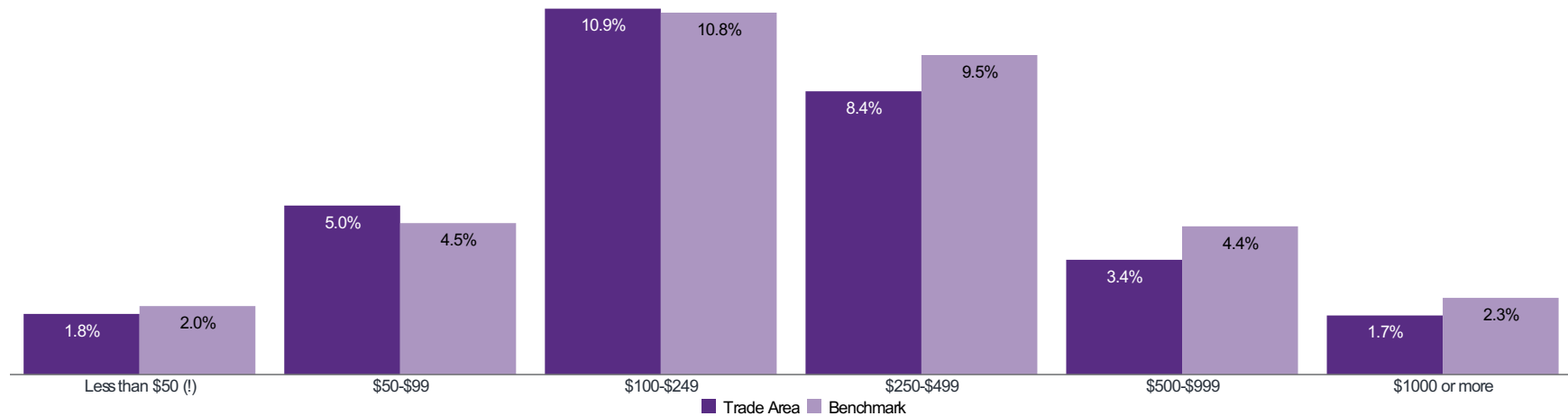
Trade Area: Orangeville - Downtown Orangeville

Total Household Population 18+: 11,232

BEHAVIOURAL PREFERENCES BY CHANNEL

 CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	64.4% Index:105	33.8% Index:92	12.0% Index:98	2.5% Index:78
Purchase preference	78.9% Index:105	27.9% Index:91	8.9% Index:91	2.5% Index:98
Customer Service	66.3% Index:107	15.3% Index:85	4.6% Index:81	21.5% Index:99

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 | Home Electronics & Computers Deep Dive

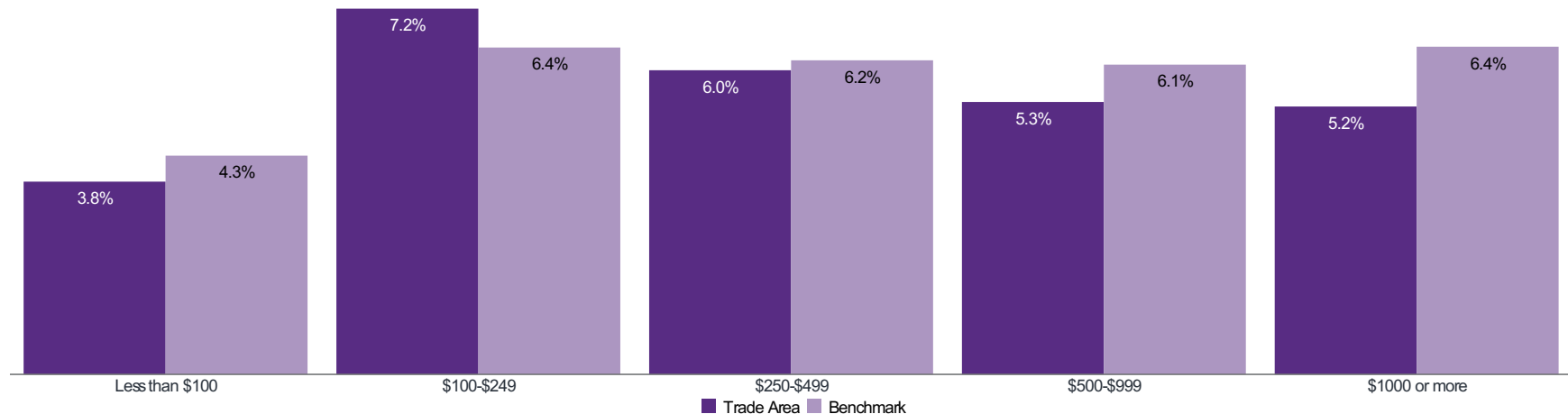
Trade Area: Orangeville - Downtown Orangeville

Total Household Population 18+: 11,232

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	52.6% Index:105	54.1% Index:99	14.9% Index: 95
Purchase preference	72.5% Index: 106	38.7% Index:92	10.6% Index:96	6.7% Index: 104
Customer Service	59.7% Index:106	24.0% Index:97	6.3% Index: 86	39.4% Index: 107

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

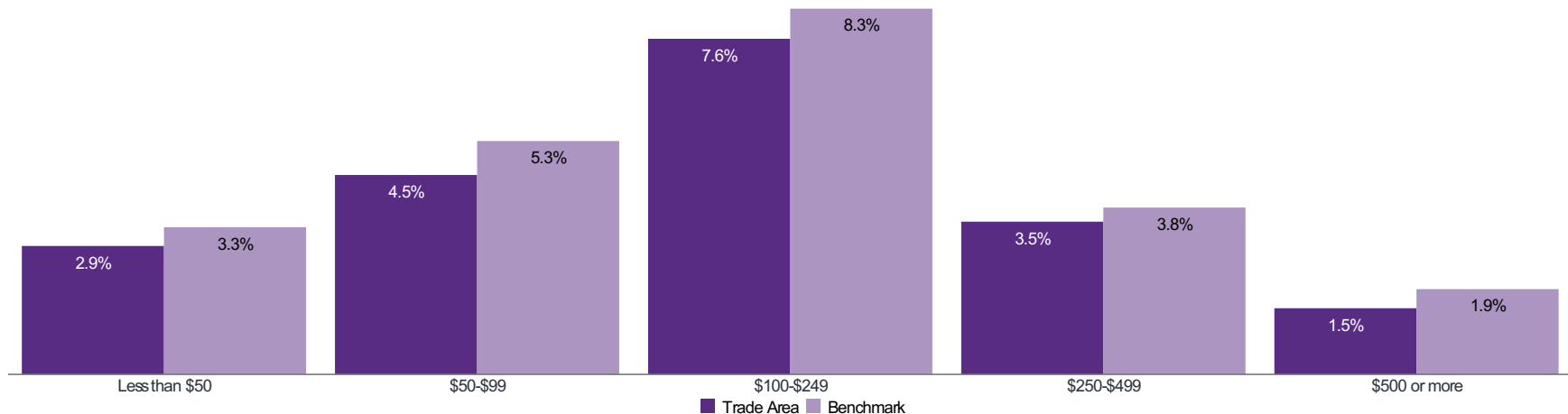
Trade Area: Orangeville - Downtown Orangeville

Total Household Population 18+: 11,232

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	52.4% Index: 110	31.6% Index: 90	9.6% Index: 87	3.2% Index: 90
Purchase preference	65.1% Index: 108	29.5% Index: 89	7.8% Index: 89	3.2% Index: 102
Customer Service	47.2% Index: 111	18.8% Index: 92	5.0% Index: 82	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+
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Opticks eShopper | Groceries Deep Dive

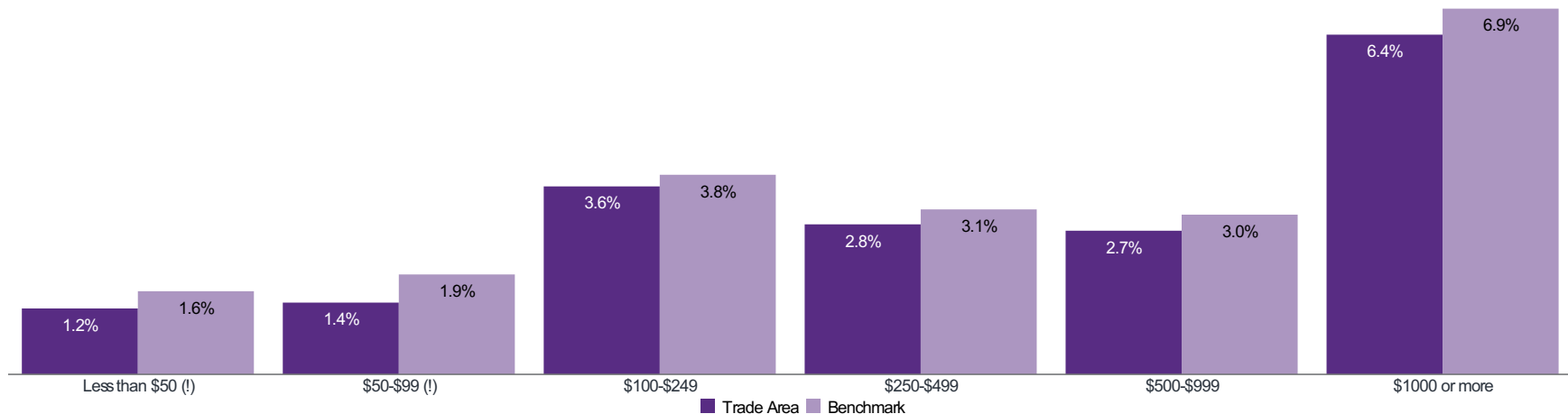
Trade Area: Orangeville - Downtown Orangeville

Total Household Population 18+: 11,232

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	74.5% Index:103	23.2% Index:94	10.3% Index:93	2.3% Index:87
Purchase preference	86.6% Index:104	14.5% Index:87	5.2% Index:84	1.8% Index:75
Customer Service	73.7% Index:105	9.4% Index:82	3.1% Index:78	20.0% Index:107

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 | Beauty & Cosmetics Deep Dive

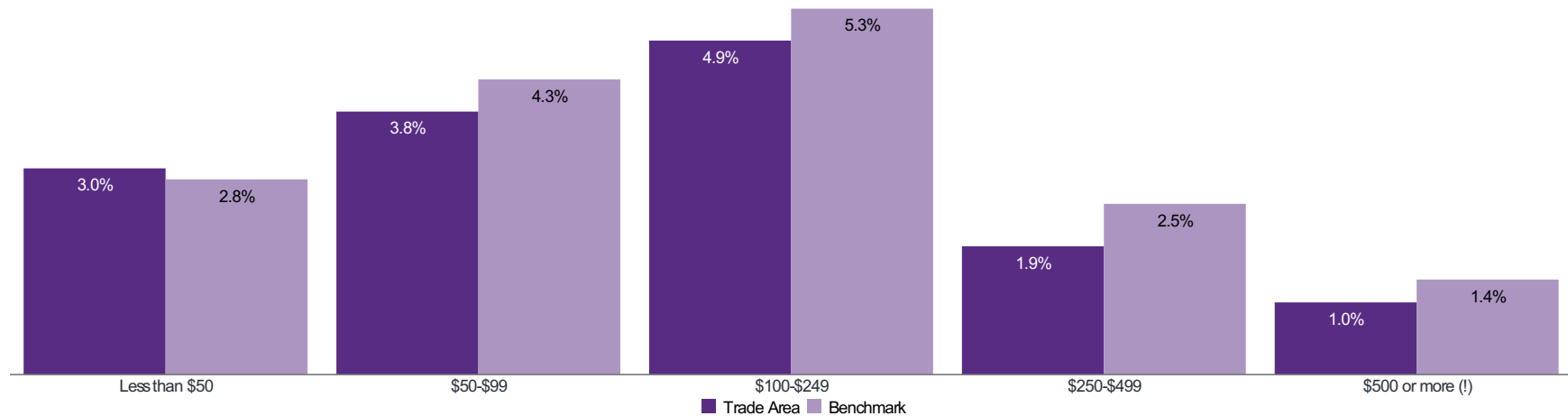
Trade Area: Orangeville - Downtown Orangeville

Total Household Population 18+: 11,232

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	37.2% Index:105	19.0% Index:86	6.6% Index:81	1.9% Index:68
Purchase preference	47.2% Index:102	15.6% Index:85	5.2% Index:82	1.7% Index:74
Customer Service	38.1% Index:105	10.5% Index:83	3.0% Index:69	16.0% Index:109

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 | Home & Garden Deep Dive

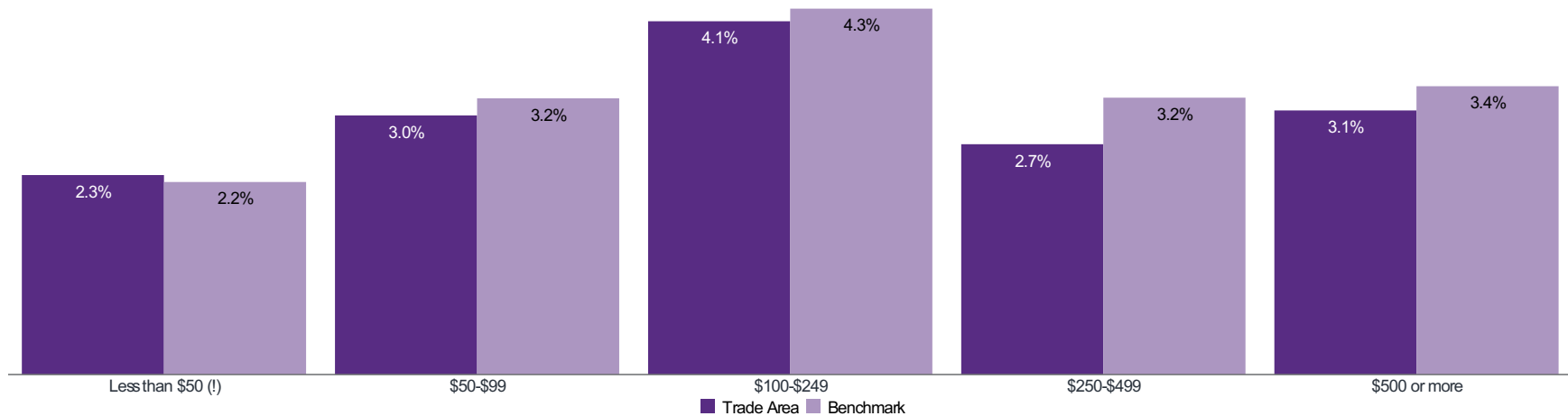
Trade Area: Orangeville - Downtown Orangeville

Total Household Population 18+: 11,232

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	53.6% Index:103	37.3% Index:98	10.3% Index:90	5.5% Index:95
Purchase preference	71.1% Index:104	21.5% Index:88	5.7% Index:81	3.6% Index:99
Customer Service	56.6% Index:105	14.1% Index:88	3.9% Index:81	24.2% Index:106

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 | Sporting Goods Deep Dive

Trade Area: Orangeville - Downtown Orangeville

Total Household Population 18+: 11,232

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	41.1% Index:105	29.5% Index:92	9.2% Index:88	3.5% Index:89
Purchase preference	53.9% Index:104	19.6% Index:81	7.1% Index:95	2.4% Index:80
Customer Service	43.0% Index:103	12.9% Index:85	3.6% Index:70	21.2% Index:104

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 | Vacation/Travel Deep Dive

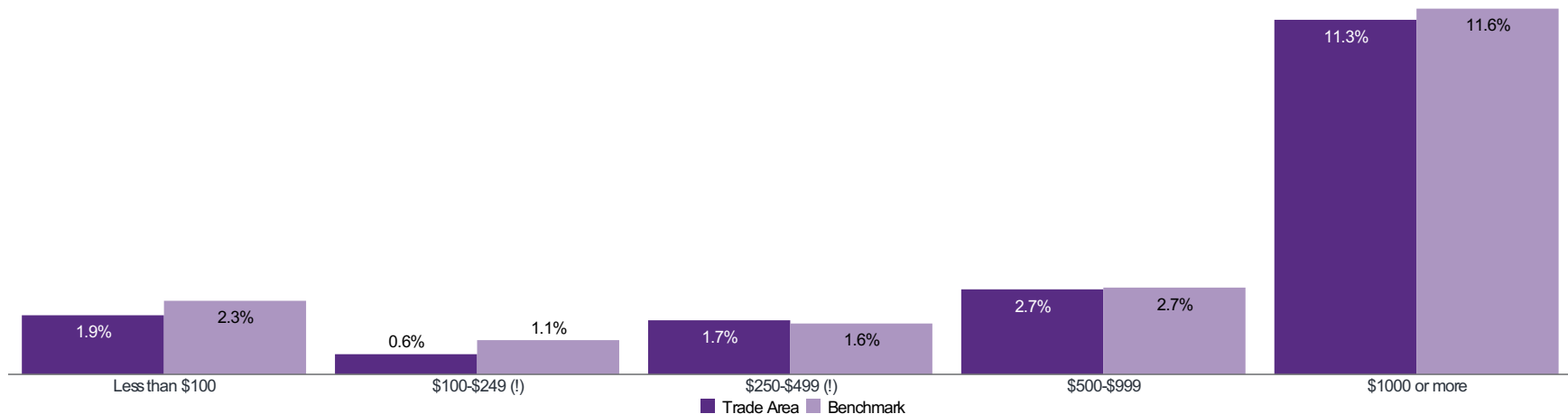
Trade Area: Orangeville - Downtown Orangeville

Total Household Population 18+: 11,232

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	21.0% Index:102	57.5% Index:99	14.4% Index:96	16.0% Index:99
Purchase preference	30.8% Index:107	49.5% Index:96	5.7% Index:98	18.0% Index:100
Customer Service	31.4% Index:108	26.5% Index:97	5.0% Index:72	45.5% Index:104

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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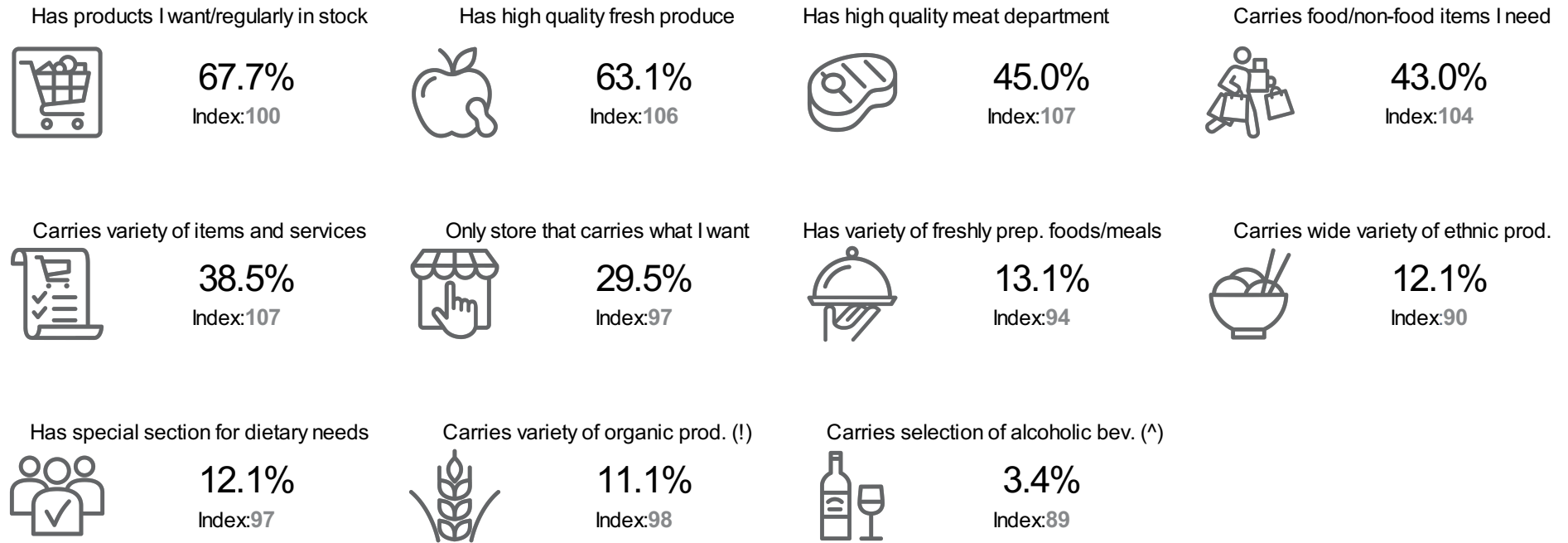
Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: Orangeville - Downtown Orangeville

Households: 5,729

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

Index Colours:	<80	80 - 110	110+
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Trade Area: Orangeville - Downtown Orangeville

Households: 5,729

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



53.8%
Index:90

Easy to get in and get out quickly



42.7%
Index:99

Organized layout makes it easy to shop



42.6%
Index:102

Staff are friendly and knowledgeable



38.2%
Index:113

Short checkout lines/fast checkout



34.1%
Index:96

Has extended hours



24.0%
Index:87

I like the store ambiance



18.9%
Index:95

Has self-checkout



10.9%
Index:80

Offers an online shopping option (!)



7.6%
Index:85

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>)

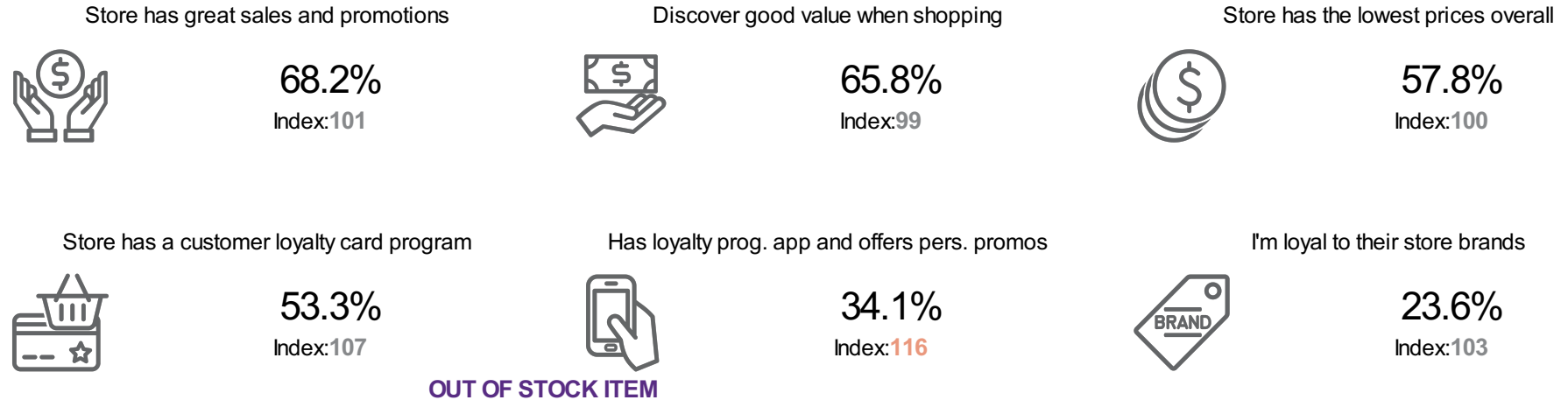
Index Colours:	<80	80 - 110	110+
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ShopperChoice | Store Loyalty - Price and Promo

Trade Area: Orangeville - Downtown Orangeville

Households: 5,729

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO



OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	41.5	40.2	0.1 103
Leave the store and buy it elsewhere	29.0	30.9	0.1 94
Purchase another brand	20.3	21.2	0.1 96
Purchase another size or variety of the same brand (!)	9.2	7.7	0.2 119

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 Orangeville - Downtown Orangeville 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%	351,683	100%	1.82%	100	426,262	100%	2.21%	100	268,079	100%	1.39%	100	269,194	100%	1.39%	100	632,060	100%	3.27%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	40,580	11.54%	1.58%	87	62,469	14.66%	2.43%	110	30,550	11.40%	1.19%	86	29,468	10.95%	1.15%	82	90,726	14.35%	3.53%	108
3521010	Brampton, ON (CY)	596,084	3.09%	44,667	12.70%	7.49%	411	58,244	13.66%	9.77%	442	29,685	11.07%	4.98%	359	30,361	11.28%	5.09%	365	80,917	12.80%	13.57%	415
3521005	Mississauga, ON (CY)	642,951	3.33%	21,937	6.24%	3.41%	187	31,642	7.42%	4.92%	223	16,855	6.29%	2.62%	189	16,260	6.04%	2.53%	181	47,040	7.44%	7.32%	223
3521024	Caledon, ON (T)	68,255	0.35%	19,976	5.68%	29.27%	1606	20,672	4.85%	30.29%	1371	16,202	6.04%	23.74%	1709	16,666	6.19%	24.42%	1751	25,797	4.08%	37.80%	1154
3522014	Orangeville, ON (T)	25,975	0.13%	21,243	6.04%	81.78%	4489	21,693	5.09%	83.52%	3782	20,554	7.67%	79.13%	5698	20,361	7.56%	78.39%	5621	22,273	3.52%	85.75%	2619
3525005	Hamilton, ON (C)	483,265	2.50%	6,391	1.82%	1.32%	73	9,594	2.25%	1.99%	90	4,376	1.63%	0.91%	65	6,414	2.38%	1.33%	95	16,272	2.57%	3.37%	103
3519028	Vaughan, ON (CY)	264,447	1.37%	6,152	1.75%	2.33%	128	8,153	1.91%	3.08%	140	3,751	1.40%	1.42%	102	4,073	1.51%	1.54%	110	12,481	1.97%	4.72%	144
3524001	Oakville, ON (T)	174,424	0.90%	4,707	1.34%	2.70%	148	5,507	1.29%	3.16%	143	4,092	1.53%	2.35%	169	4,903	1.82%	2.81%	202	11,183	1.77%	6.41%	196
3543042	Barrie, ON (CY)	129,621	0.67%	5,498	1.56%	4.24%	233	4,887	1.15%	3.77%	171	3,668	1.37%	2.83%	204	3,460	1.29%	2.67%	191	9,421	1.49%	7.27%	222
3523008	Guelph, ON (CY)	121,691	0.63%	5,103	1.45%	4.19%	230	5,454	1.28%	4.48%	203	3,311	1.23%	2.72%	196	4,004	1.49%	3.29%	236	9,250	1.46%	7.60%	232

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2019 Orangeville - Downtown Orangeville 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
11,705	10,374	88.6	10,340	88.3	9,965	85.1	9,299	79.4	10,733	91.7

**2019 Orangeville - Downtown Orangeville Visitors Within vs Outside Trade Area
Benchmark: Canada**

Year	Total Visitors In Main Street Polvzon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	643,760	10,733	1.7	633,027	98.3

**2020 Orangeville - Downtown Orangeville 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%	208,072	100%	1.08%	100	363,917	100%	1.89%	100	269,045	100%	1.39%	100	216,457	100%	1.12%	100	534,516	100%	2.77%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	25,571	12.29%	1.00%	92	58,983	16.21%	2.30%	122	34,974	13.00%	1.36%	98	22,709	10.49%	0.88%	79	85,950	16.08%	3.35%	121
3521010	Brampton, ON (CY)	596,084	3.09%	25,950	12.47%	4.35%	404	46,362	12.74%	7.78%	413	34,475	12.81%	5.78%	415	19,755	9.13%	3.31%	296	68,326	12.78%	11.46%	414
3521005	Mississauga, ON (CY)	642,951	3.33%	12,829	6.17%	2.00%	185	29,801	8.19%	4.64%	246	18,270	6.79%	2.84%	204	11,761	5.43%	1.83%	163	43,231	8.09%	6.72%	243
3521024	Caledon, ON (T)	68,255	0.35%	14,879	7.15%	21.80%	2022	19,997	5.50%	29.30%	1554	19,248	7.15%	28.20%	2023	15,802	7.30%	23.15%	2065	26,806	5.02%	39.27%	1418
3522014	Orangeville, ON (T)	25,975	0.13%	20,006	9.61%	77.02%	7145	20,831	5.72%	80.20%	4254	21,201	7.88%	81.62%	5856	19,286	8.91%	74.25%	6621	21,748	4.07%	83.73%	3024
3519028	Vaughan, ON (CY)	264,447	1.37%	3,561	1.71%	1.35%	125	6,273	1.72%	2.37%	126	4,442	1.65%	1.68%	121	2,974	1.37%	1.12%	100	11,046	2.07%	4.18%	151
3525005	Hamilton, ON (C)	483,265	2.50%	2,689	1.29%	0.56%	52	6,299	1.73%	1.30%	69	4,485	1.67%	0.93%	67	4,164	1.92%	0.86%	77	10,840	2.03%	2.24%	81
3524001	Oakville, ON (T)	174,424	0.90%	2,279	1.10%	1.31%	121	7,341	2.02%	4.21%	223	4,033	1.50%	2.31%	166	3,716	1.72%	2.13%	190	10,134	1.90%	5.81%	210
3543007	New Tecumseth, ON (T)	33,216	0.17%	3,910	1.88%	11.77%	1092	5,642	1.55%	16.98%	901	5,278	1.96%	15.89%	1140	3,887	1.80%	11.70%	1044	8,731	1.63%	26.28%	949
3543042	Barrie, ON (CY)	129,621	0.67%	2,630	1.26%	2.03%	188	3,687	1.01%	2.84%	151	3,348	1.24%	2.58%	185	2,673	1.23%	2.06%	184	7,085	1.33%	5.47%	197

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2020 Orangeville - Downtown Orangeville 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
11,705	9,604	82.1	9,909	84.7	9,911	84.7	9,682	82.7	10,566	90.3

**2020 Orangeville - Downtown Orangeville Visitors Within vs Outside Trade Area
Benchmark: Canada**

Year	Total Visitors In Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	541,344	10,566	2.0	530,778	98.0

**2021 Orangeville - Downtown Orangeville 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%	223,583	100%	1.16%	100	504,166	100%	2.61%	100	366,719	100%	1.90%	100	258,076	100%	1.34%	100	689,873	100%	3.57%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	31,038	13.88%	1.21%	104	84,964	16.85%	3.31%	127	50,901	13.88%	1.98%	104	30,920	11.98%	1.20%	90	119,362	17.30%	4.65%	130
3521010	Brampton, ON (CY)	596,084	3.09%	32,835	14.69%	5.51%	476	70,331	13.95%	11.80%	452	48,181	13.14%	8.08%	425	32,610	12.64%	5.47%	409	96,945	14.05%	16.26%	455
3521005	Mississauga, ON (CY)	642,951	3.33%	14,397	6.44%	2.24%	193	42,672	8.46%	6.64%	254	25,007	6.82%	3.89%	205	16,952	6.57%	2.64%	197	58,258	8.44%	9.06%	254
3521024	Caledon, ON (T)	68,255	0.35%	14,440	6.46%	21.16%	1826	24,089	4.78%	35.29%	1351	22,417	6.11%	32.84%	1729	18,793	7.28%	27.53%	2059	28,868	4.18%	42.30%	1183
3522014	Orangeville, ON (T)	25,975	0.13%	17,962	8.03%	69.15%	5970	21,434	4.25%	82.52%	3159	21,943	5.98%	84.48%	4447	21,450	8.31%	82.58%	6176	21,528	3.12%	82.88%	2319
3519028	Vaughan, ON (CY)	264,447	1.37%	4,447	1.99%	1.68%	145	10,367	2.06%	3.92%	150	6,177	1.68%	2.34%	123	4,552	1.76%	1.72%	129	17,548	2.54%	6.64%	186
3525005	Hamilton, ON (C)	483,265	2.50%	3,542	1.58%	0.73%	63	8,269	1.64%	1.71%	66	7,735	2.11%	1.60%	84	5,107	1.98%	1.06%	79	15,284	2.22%	3.16%	88
3524001	Oakville, ON (T)	174,424	0.90%	2,565	1.15%	1.47%	127	9,025	1.79%	5.17%	198	8,446	2.30%	4.84%	255	4,538	1.76%	2.60%	195	13,413	1.94%	7.69%	215
3519036	Markham, ON (CY)	301,247	1.56%	1,764	0.79%	0.59%	51	6,465	1.28%	2.15%	82	4,352	1.19%	1.44%	76	1,893	0.73%	0.63%	47	9,867	1.43%	3.28%	92
3524002	Burlington, ON (CY)	163,747	0.85%	1,753	0.78%	1.07%	92	5,736	1.14%	3.50%	134	5,088	1.39%	3.11%	164	3,487	1.35%	2.13%	159	9,824	1.42%	6.00%	168

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2021 Orangeville - Downtown Orangeville 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
11,705	9,049	77.3	10,182	87.0	10,256	87.6	9,997	85.4	9,945	85.0

**2021 Orangeville - Downtown Orangeville Visitors Within vs Outside Trade Area
Benchmark: Canada**

Year	Total Visitors In Main Street Polvzon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	700,933	9,945	1.4	690,988	98.6

Top 5 segments represent **36.3%** of customers in Southern Ontario



Rank: 1
 Customers: 68,979
 Customers %: 12.86
 % in Benchmark: 5.76
 Index: **223**

Reflecting Canada's increasing diversity, South Asian Enterprise is an urban crossroads where nearly 60 percent of the populace are immigrants and one third of the members identify as visible minorities from South Asia. The more affluent of two predominantly South Asian segments, South Asian Enterprise contains upper-middle-class families living in a mix of new singles, semis and duplexes in a handful of urban areas. More than 80 percent reside in the Greater Toronto Area; nearly half live in Brampton alone. Few segments have larger households: nearly 60 percent are home to four or more people. One in seven households is multi-family—an emerging demographic trend—with a significant presence of adult children. The first- and second-generation Canadians of South Asian Enterprise have parlayed mixed educations into well-paying blue-collar and service sector jobs. But their above-average household incomes may result from three or more wage-earners under one roof. Many residents maintain their South Asian culture at home, with over 40 percent speaking a non-official language. These families enjoy swimming, baseball and playing racquet sports, visiting theme parks and frequenting museums. Socially conservative, they support Traditional Families and reject alternative arrangements.



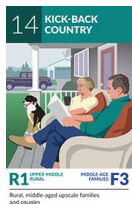
Rank: 2
 Customers: 37,599
 Customers %: 7.01
 % in Benchmark: 4.68
 Index: **150**

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and utilities. Thanks to dual-income households, their upscale incomes allow them to purchase single-detached houses valued at nearly \$450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment, as well as trailers and boats. Family Mode members make an Effort Toward Health, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating.



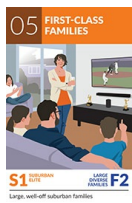
Rank: 3
 Customers: 33,504
 Customers %: 6.25
 % in Benchmark: 5.19
 Index: **120**

One of the wealthier suburban lifestyles, Multiculture-ish is an ethnically diverse segment of middle-aged Asian and South Asian households. Located in and around major cities like Toronto, Calgary and Edmonton, many of these neighbourhoods emerged 20 years ago as new suburban subdivisions. Today, they're slowly being overtaken by urban sprawl and infill developments. More than 40 percent of residents are immigrants, and the rest are typically second-generation Canadians who've settled in houses built since 1990. A quarter speak a non-official language, the most common being Mandarin, Cantonese and Punjabi, but residents also disproportionately speak Arabic, Urdu and Russian at home. Multiculture-ish households tend to be large—double the national average for four or more people—and the significant presence of children over the age of 5 influences their preference for family-friendly outings to theme parks, zoos and aquariums. Having completed university and college educations, these adults enjoy upscale incomes—earned from jobs in management, business and the sciences—that are 50 percent higher than the national average and that allow them to exercise Ostentatious Consumption by purchasing items that symbolize affluence.



Rank: 4
 Customers: 31,752
 Customers %: 5.92
 % in Benchmark: 2.60
 Index: **228**

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



Rank: 5
 Customers: 23,019
 Customers %: 4.29
 % in Benchmark: 4.16
 Index: **103**

An upscale suburban lifestyle, First-Class Families is characterized by sprawling families—more than 40 percent of households contain four or more people—living in close-in suburbs. More than half the households are located in established neighbourhoods in Toronto, Calgary, Ottawa and Vancouver. In First-Class Families, the parents are middle-aged, the children are 5-24 and nearly 90 percent of households live in pricey, single-family houses. With their solid educations, the adults hold white-collar jobs in management, education and government, and earn incomes that are nearly twice the national average. One quarter of households contain second-generation Canadians; the segment scores high for members for whom Italian, Polish, Greek or Mandarin is their mother tongue. These families enjoy many team sports—baseball, basketball, football, hockey, volleyball—as both participants and spectators. And many families look forward to weekends when they can shop, go out to eat or relax with their tablet to watch Netflix or indulge in e-commerce. Committed to living a healthy and wholesome lifestyle, this group scores high for the value Effort Toward Health.