

Community Profile: Orillia – Downtown Orillia BIA

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



ENVIRONICS
ANALYTICS

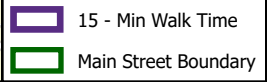
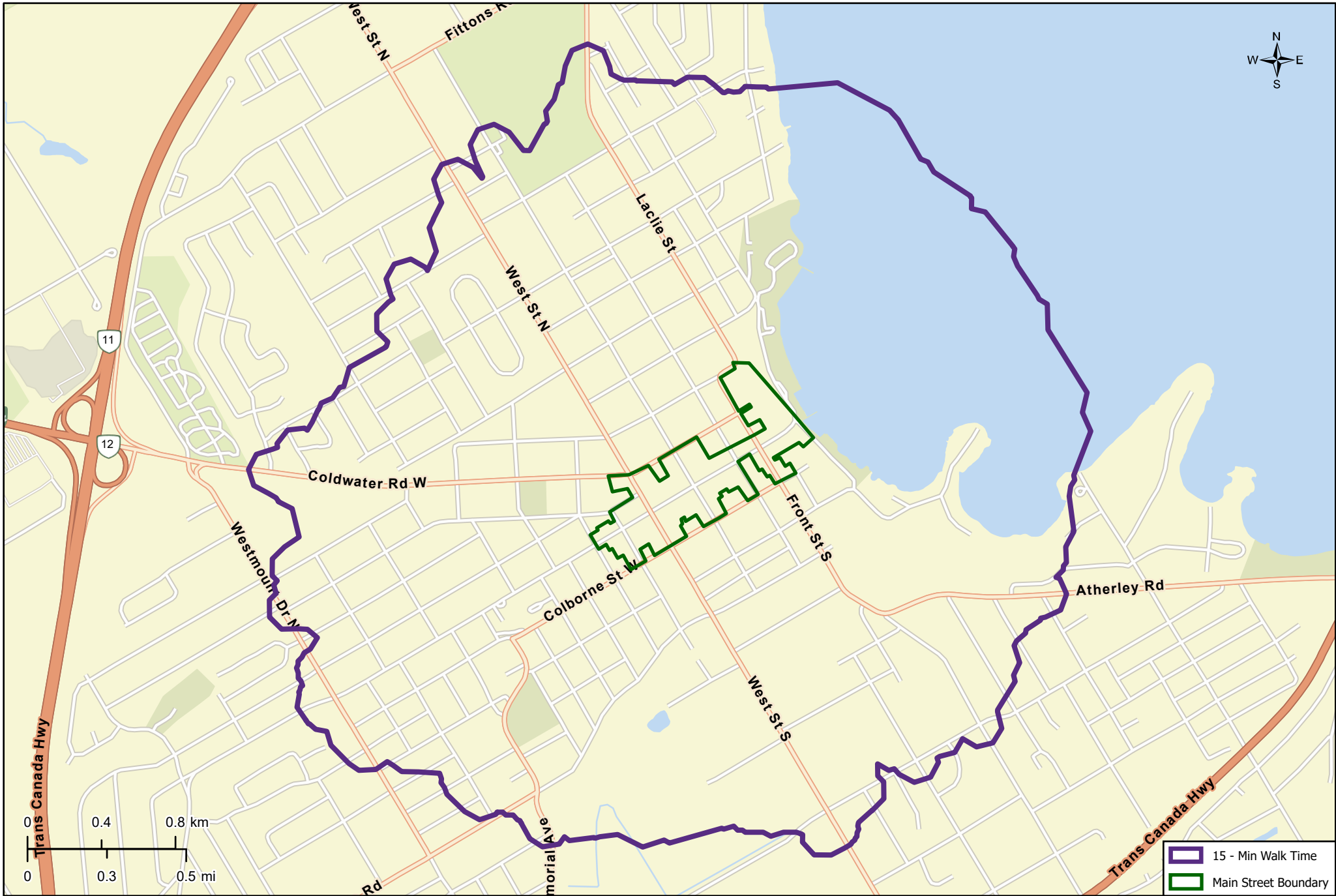
Confidential

Date: February 10, 2022

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Orillia - Downtown Orillia BIA
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Orillia - Downtown Orillia BIA

POPULATION

11,045

HOUSEHOLDS

5,154

MEDIAN MAINTAINER AGE

55

Index: 102

MARITAL STATUS



45.9%

Index: 79

Married/Common-Law

FAMILY STATUS*

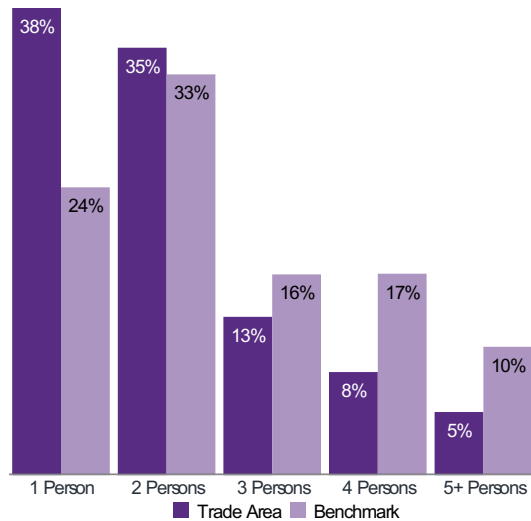


25.3%

Index: 160

Total Lone-Parent Families

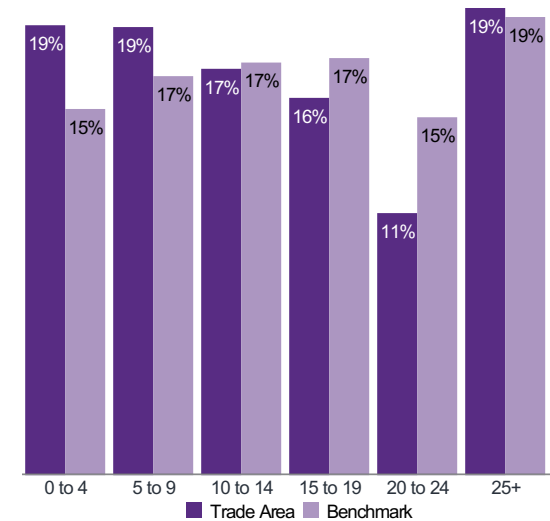
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	512	4.6	92
5 to 9	508	4.6	85
10 to 14	474	4.3	76
15 to 19	472	4.3	72
20 to 24	789	7.1	107
25 to 29	835	7.6	108
30 to 34	821	7.4	112
35 to 39	679	6.1	95
40 to 44	573	5.2	84
45 to 49	557	5.0	80
50 to 54	641	5.8	88
55 to 59	852	7.7	106
60 to 64	874	7.9	118
65 to 69	713	6.5	114
70 to 74	598	5.4	113
75 to 79	439	4.0	120
80 to 84	306	2.8	127
85+	403	3.6	165

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

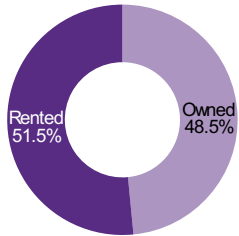
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Demographics | Housing & Income

Trade Area: Orillia - Downtown Orillia BIA

Population: 11,045 | Households: 5,154

TENURE



STRUCTURE TYPE



52.9%
Index: **68**



46.6%
Index: **211**

AGE OF HOUSING*

60+ Years Old
% Comp: **55.2** Index: **267**

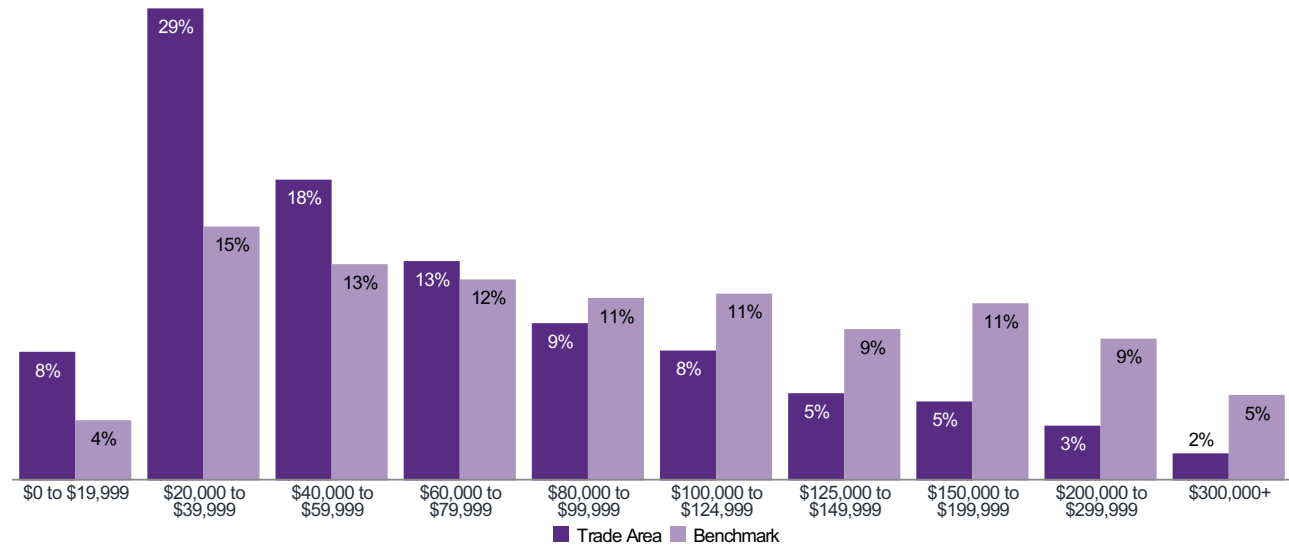
AVERAGE HOUSEHOLD INCOME



\$73,811

Index: **64**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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Demographics | Education & Employment

Trade Area: Orillia - Downtown Orillia BIA

Population: 11,045 | Households: 5,154

EDUCATION



University Degree

LABOUR FORCE PARTICIPATION



Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

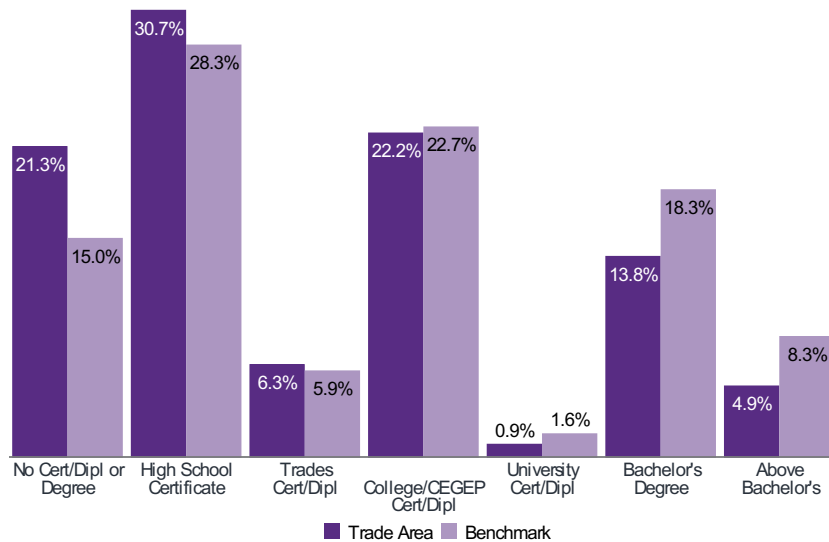


Travel to work by **Car (as Driver)**

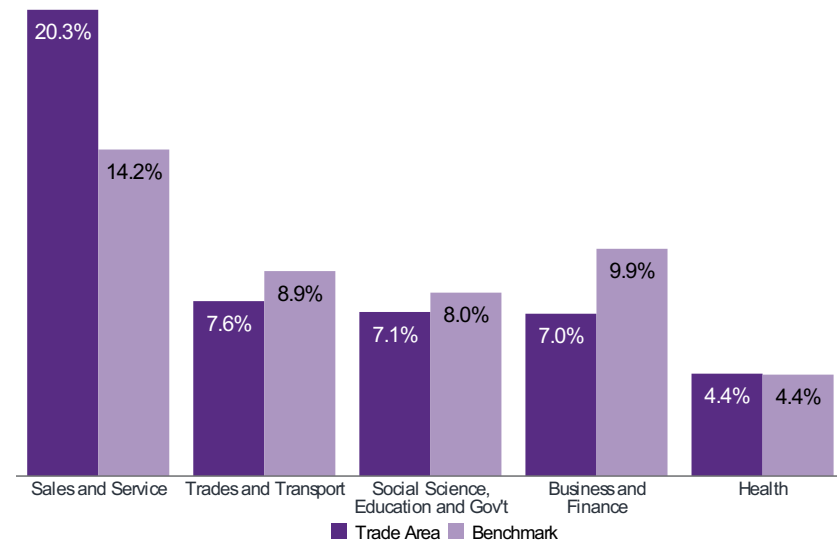


Travel to work by **Walking**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



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*Ranked by percent composition

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Demographics | Diversity

Trade Area: Orillia - Downtown Orillia BIA

Population: 11,045 | Households: 5,154

ABORIGINAL IDENTITY



6.6%
Index: **279**

VISIBLE MINORITY PRESENCE



5.1%
Index: **18**

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



0.4%
Index: **20**

No knowledge of English or French

IMMIGRATION



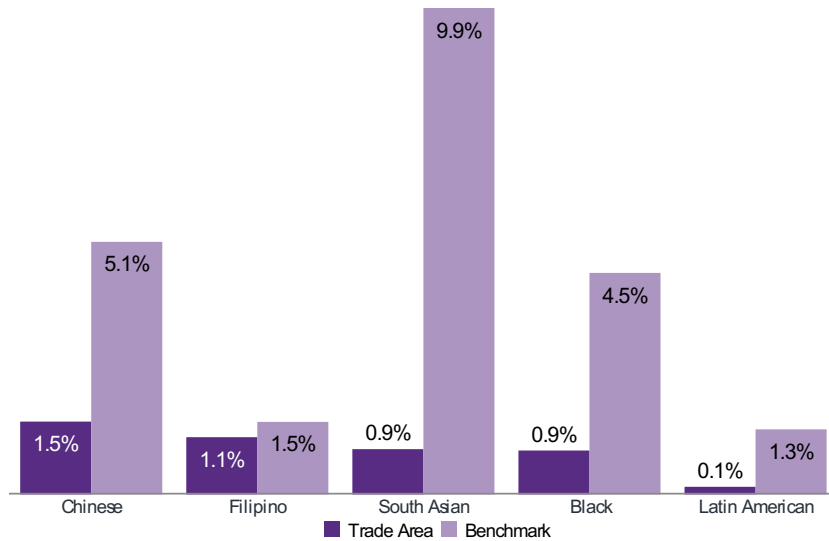
7.8%
Index: **30**

Born outside Canada

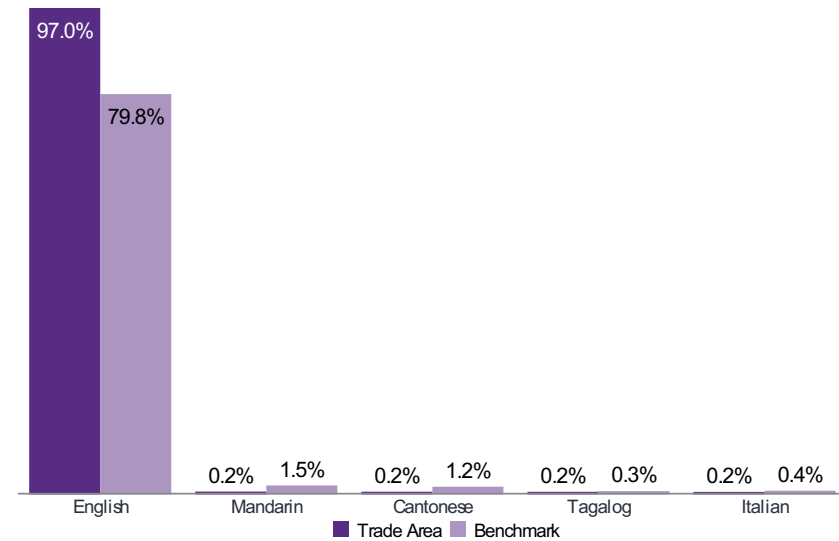
PERIOD OF IMMIGRATION*

Before 2001
5.9% Index: **43**

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

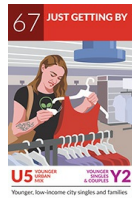
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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Top 5 segments represent **79.6%** of households in Orillia - Downtown Orillia BIA



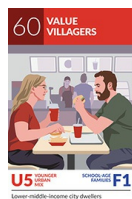
Rank:	1
Hhlds:	1,722
Hhld %:	33.41
% in Benchmark:	3.49
Index:	957

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.



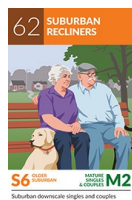
Rank:	2
Hhlds:	780
Hhld %:	15.13
% in Benchmark:	1.94
Index:	782

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:	3
Hhlds:	637
Hhld %:	12.36
% in Benchmark:	2.72
Index:	454

Value Villagers is a working-class group found typically in the older, industrial neighbourhoods of midsize cities. The households consist of an eclectic mélange of singles, couples and lone-parent families, maintainers of almost any age, and residents with educations ranging from grade 9 to college. In many ways, Value Villagers is a microcosm of Canada, with residents' marital status, household size and mobility rates all reflecting national averages. Even the average ages of adults and children here match national figures. But the Value Villagers version of Canadian life is decidedly modest. Most adults earn lower-middle incomes from blue-collar and service sector jobs, typically in manufacturing, sales or the trades. Over half the housing stock was built before 1960, and residents typically live in single-detached houses that are valued at half the national average. Value Villagers members relish life's simple pleasures, like carnivals, community theatres and parks. And when the mood strikes, they'll play a friendly game of golf, attend an auto race or visit an art gallery. These third-plus-generation Canadians express a belief in the Canadian government and those in positions of power (Obedience to Authority).



Rank:	4
Hhlds:	635
Hhld %:	12.32
% in Benchmark:	2.12
Index:	581

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:	5
Hhlds:	326
Hhld %:	6.33
% in Benchmark:	2.89
Index:	219

Boomer Bliss consists of older couples and families found in suburban neighbourhoods throughout the country surrounding large cities like Vancouver, Hamilton, St. Catharines and Victoria. Nearly two-thirds of maintainers are over 55 years old, and households include both retirees and those still in the labour force. With their university and college educations, those still employed hold white-collar positions in management, education, health and government services. Their upper-middle-class incomes—about 35 percent above average—allow them to own comfortable single-detached houses built between 1960 and 2000. Many of the adults are longtime residents who have paid off their mortgages and show little interest in leaving their now-empty nests. Like other suburbanites, they score high for owning an SUV, though in this segment it's more likely to be an imported luxury model. Boomer Bliss members take advantage of their proximity to both city centres and small towns, enjoying the arts—including theatre productions, art galleries and rock and country music concerts—and outdoor activities like golfing and fishing. Financially comfortable, they feel secure in their suburban communities filled with like-minded second- and third-generation Canadians, and they score low for Penchant for Risk.

Trade Area: Orillia - Downtown Orillia BIA

Strong Values

Values	Index
Financial Concern Regarding the Future	132
Confidence in Small Business	124
Ethical Consumerism	123
Aversion to Complexity	122
Obedience to Authority	121
Rejection of Inequality	120
Utilitarian Consumerism	118
Primacy of Environmental Protection	117
Anomie-Aimlessness	114
Flexible Families	113

Descriptions | Top 3 Strong Values

Financial Concern Regarding the Future

The feeling of insecurity about one's financial future, particularly in old age, and of being personally responsible in this area.

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.

Ethical Consumerism

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

Weak Values

Values	Index
Vitality	75
Ostentatious Consumption	76
Enthusiasm for Technology	77
Consumptivity	80
Effort Toward Health	80
Financial Security	80
Adaptability to Complexity	81
Brand Genuineness	81
Consumption Evangelism	81
Need for Status Recognition	81

Descriptions | Top 3 Weak Values

Vitality

The sense that one has a great deal of energy and is in contact with this energy. It measures an energetic, lively approach to life, a feeling that one has more vigor and initiative than most other people.

Ostentatious Consumption

Desire to impress others and express one's social standing through the display of objects that symbolize affluence.

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.

Benchmark: Ontario

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

Financial | WealthScapes Overview

Trade Area: Orillia - Downtown Orillia BIA

WealthScapes Households: 5,147

INCOME*

Household Income

\$ 73,898

Index: **64**

Household Disposable Income

\$ 61,207

Index: **67**

Household Discretionary Income

\$ 41,445

Index: **64**

Annual RRSP Contributions

\$ 1,967

Index: **55**

WEALTH*



Net Worth

% Holders

99.3% Index: **100**

Balance

\$386,958

Index: **53**

ASSETS*



Savings

% Holders

93.9% Index: **99**

Balance

\$52,056

Index: **68**



Investments

% Holders

47.9% Index: **80**

Balance

\$260,210

Index: **77**



Unlisted Shares

% Holders

8.0% Index: **65**

Balance

\$266,442

Index: **84**



Real Estate

% Holders

51.6% Index: **68**

Balance

\$502,205

Index: **67**



Liquid Assets

% Holders

96.4% Index: **98**

Balance

\$212,538

Index: **64**

DEBT*



Consumer Debt

% Holders

87.3% Index: **96**

Balance

\$43,214

Index: **65**



Mortgage Debt

% Holders

31.2% Index: **67**

Balance

\$203,465

Index: **68**

FINANCIAL RATIO



Debt:Asset

% Holders

0.21% Index: **98**

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+

Financial | WealthScapes - Ratios

Trade Area: Orillia - Downtown Orillia BIA

WealthScapes Households: 5,147

FINANCIAL RATIOS*



Debt: Asset

0.21

Index: 98



Debt: Liquid Assets

0.49

Index: 81



Consumer Debt - Discr. Income

0.91

Index: 97



Savings - Investments

0.64

Index: 107



Pension - Non-Pension Assets

0.33

Index: 149



Real Estate Assets - Liq. Assets

1.27

Index: 72



Mortgage - Real Estate Assets

0.24

Index: 101



Mortgage - Consumer Debt

1.68

Index: 73

Benchmark: Southern Ontario

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

Trade Area: Orillia - Downtown Orillia BIA

Households: 5,154

Total Aggregate Current Consumption: \$281,510,906

Average Current Consumption

\$54,620

Index **67**

Average Household Income










\$72,372

Index **63**

Average Disposable Income

\$59,363

Index **66**

 <p>Shelter</p> <p>Avg. Dollars/Household: \$15,119 Index 72</p> <p>Pct. of Total Expenditure: 27.7% Index 108</p>	 <p>Transportation</p> <p>Avg. Dollars/Household: \$8,523 Index 62</p> <p>Pct. of Total Expenditure: 15.6% Index 93</p>	 <p>Food</p> <p>Avg. Dollars/Household: \$8,517 Index 67</p> <p>Pct. of Total Expenditure: 15.6% Index 100</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household: \$3,928 Index 68</p> <p>Pct. of Total Expenditure: 7.2% Index 103</p>	 <p>Health Care</p> <p>Avg. Dollars/Household: \$3,681 Index 67</p> <p>Pct. of Total Expenditure: 6.7% Index 101</p>	 <p>Recreation</p> <p>Avg. Dollars/Household: \$2,949 Index 62</p> <p>Pct. of Total Expenditure: 5.4% Index 92</p>
 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household: \$2,943 Index 83</p> <p>Pct. of Total Expenditure: 5.4% Index 124</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household: \$2,226 Index 56</p> <p>Pct. of Total Expenditure: 4.1% Index 84</p>	 <p>Clothing</p> <p>Avg. Dollars/Household: \$2,048 Index 62</p> <p>Pct. of Total Expenditure: 3.7% Index 93</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

Trade Area:Orillia - Downtown Orillia BIA

Households:5,154

Average Household Income \$72,372 Index 63	Average Food Expenditure \$8,517 Index 67	Average Spend on Food from Restaurants \$2,626 Index 65	Average Spend on Food from Stores \$5,890 Index 67
-----------------------------------------------------------------------	----------------------------------------------------------------------	------------------------------------------------------------------------------------	-------------------------------------------------------------------------------

Total Aggregate Food Expenditure: \$ 43,895,382

 <p>Bakery Avg. Dollars/Household: \$617 Index 71 Pct. of Total Expenditure: 10.5% Index 105</p>	 <p>Cereal Products Avg. Dollars/Household: \$336 Index 66 Pct. of Total Expenditure: 5.7% Index 98</p>	 <p>Fruit and nuts Avg. Dollars/Household: \$680 Index 62 Pct. of Total Expenditure: 11.5% Index 92</p>
 <p>Vegetables Avg. Dollars/Household: \$622 Index 67 Pct. of Total Expenditure: 10.6% Index 100</p>	 <p>Dairy products & Eggs Avg. Dollars/Household: \$885 Index 69 Pct. of Total Expenditure: 15.0% Index 103</p>	 <p>Meat Avg. Dollars/Household: \$1,009 Index 64 Pct. of Total Expenditure: 17.1% Index 95</p>
 <p>Fish & Seafood Avg. Dollars/Household: \$171 Index 58 Pct. of Total Expenditure: 2.9% Index 87</p>	 <p>Beverages & Other Food Avg. Dollars/Household: \$1,572 Index 71 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	12.6	11.0	115
Going to restaurants, bars or night clubs	51.1	55.1	93
Having physical Contact with family and friends	57.9	57.7	100
Participating in group activities	35.0	38.7	90
Partying	13.0	15.8	82
Seeing family and friends in person	64.8	62.8	103
Entertainment			
Attending events, festivals or concerts	38.1	42.9	89
Attending sports events (excludes professional sports)	15.5	18.2	85
Attending to professional sports events or games	20.6	25.4	81
Going to the movies	41.0	45.7	90
Movement & Travel			
Driving more	15.4	16.1	96
Shopping in-store	39.7	42.9	93
Spending time outdoors	34.0	32.5	105
Travelling outside of Canada/ abroad	43.2	53.2	81
Travelling within Canada	46.1	49.9	92
Using public transit	8.2	13.7	60
Personal			
Getting back to old habits	34.8	36.2	96
Going to a salon, barber shop or spa	30.9	33.7	92
Going to the gym	15.6	22.6	69
Education/Work			
Children going back to school	19.9	20.3	98
Going back to work	16.0	17.6	91
Other			
Not Stated	0.4	0.6	69

Benchmark: Southern Ontario

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(Base used for Index calculations)

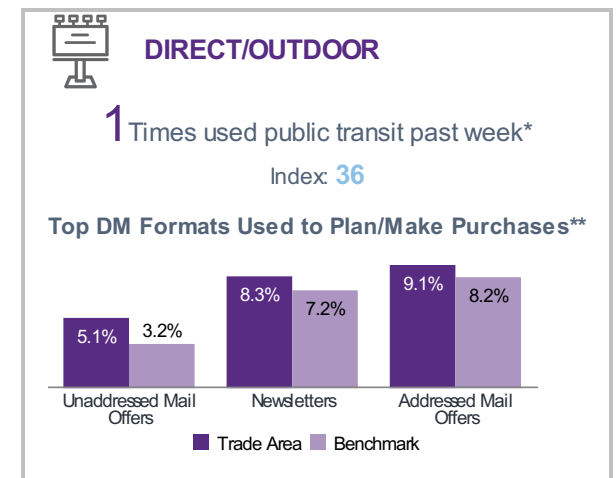
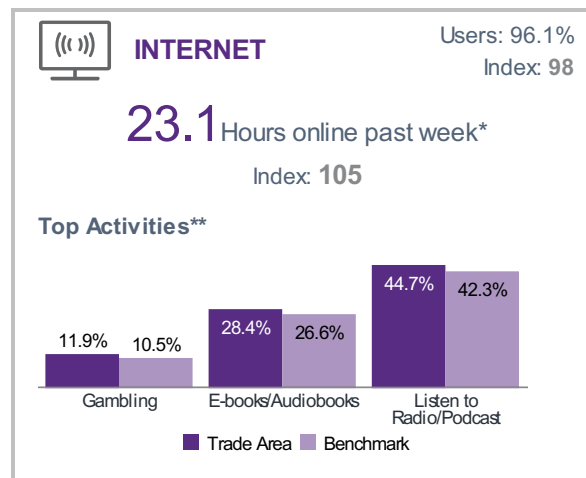
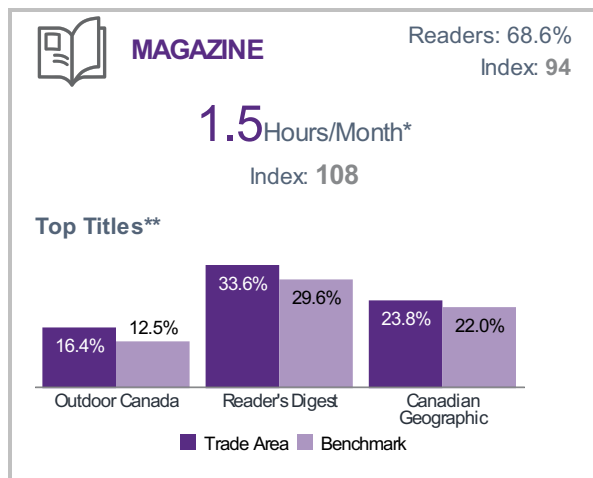
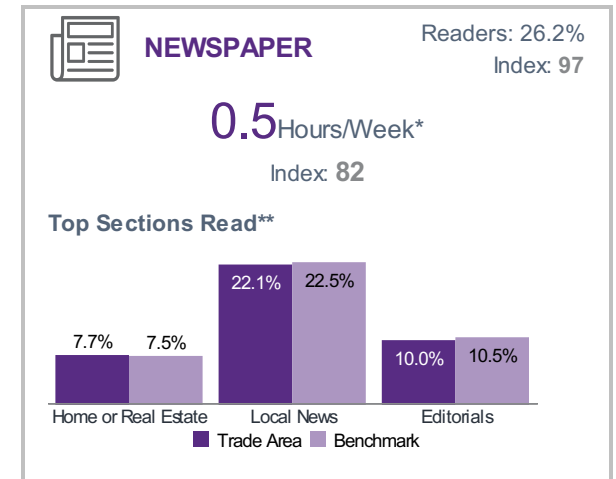
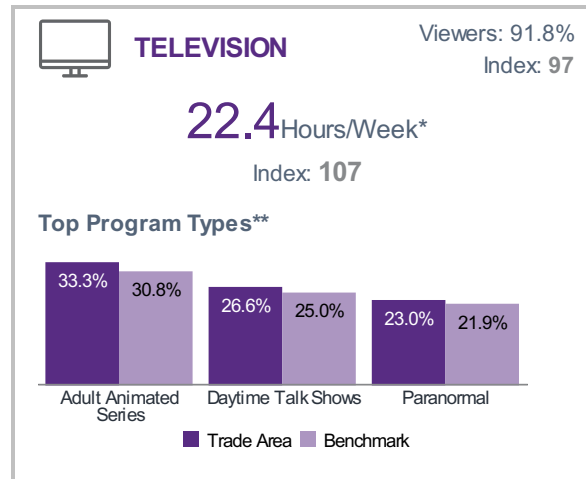
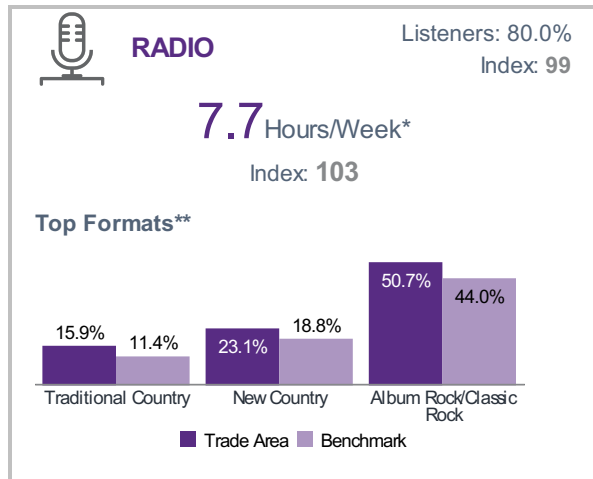
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Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Orillia - Downtown Orillia BIA

Household Population 14+: 9,194



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

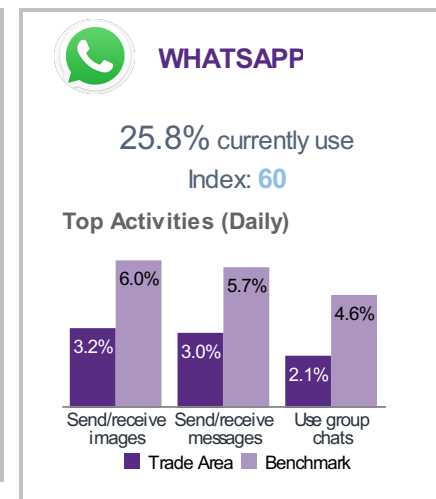
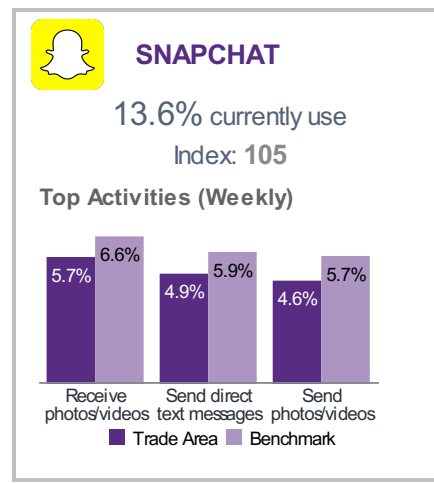
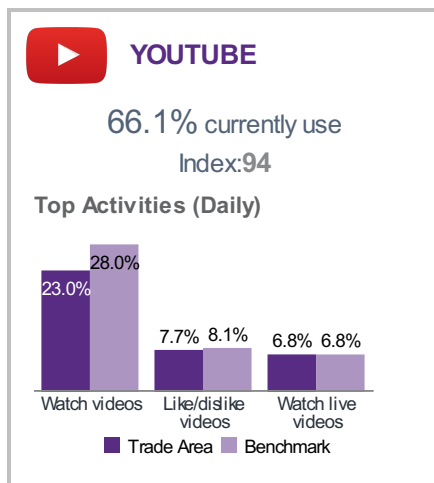
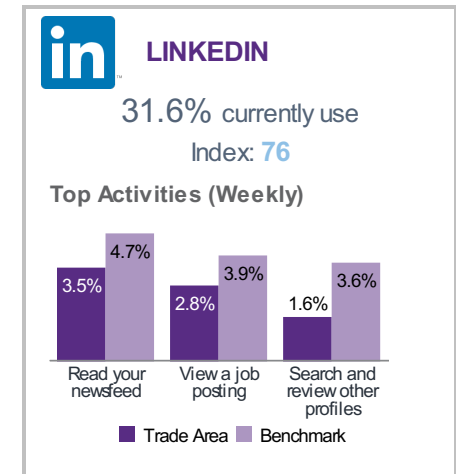
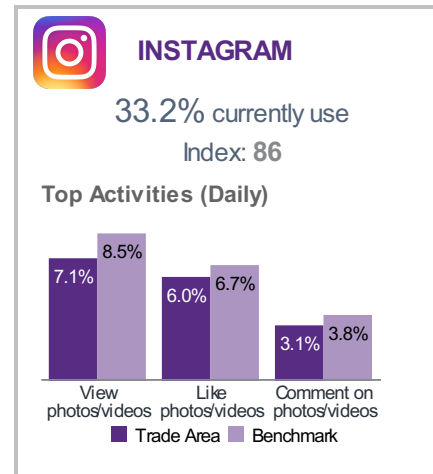
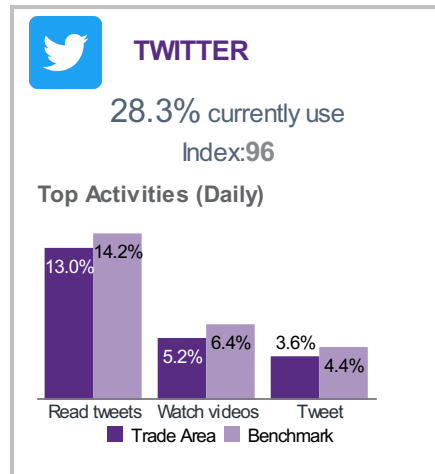
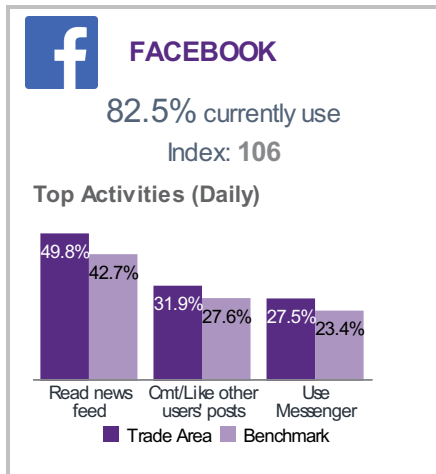
** Chosen from index ranking with minimum 5% composition.



Opticks Social | Social Media Activities

Trade Area: Orillia - Downtown Orillia BIA

Household Population 18+: 8,827



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: Orillia - Downtown Orillia BIA

Household Population 18+: 8,827

FRIENDS IN ALL SM NETWORKS



39.0%

Index:110

0-49 friends

FREQUENCY OF USE (DAILY)



63.1%

Index:112

Facebook

BRAND INTERACTION



35.8%

Index:104

Like brand on Facebook

NO. OF BRANDS INTERACTED

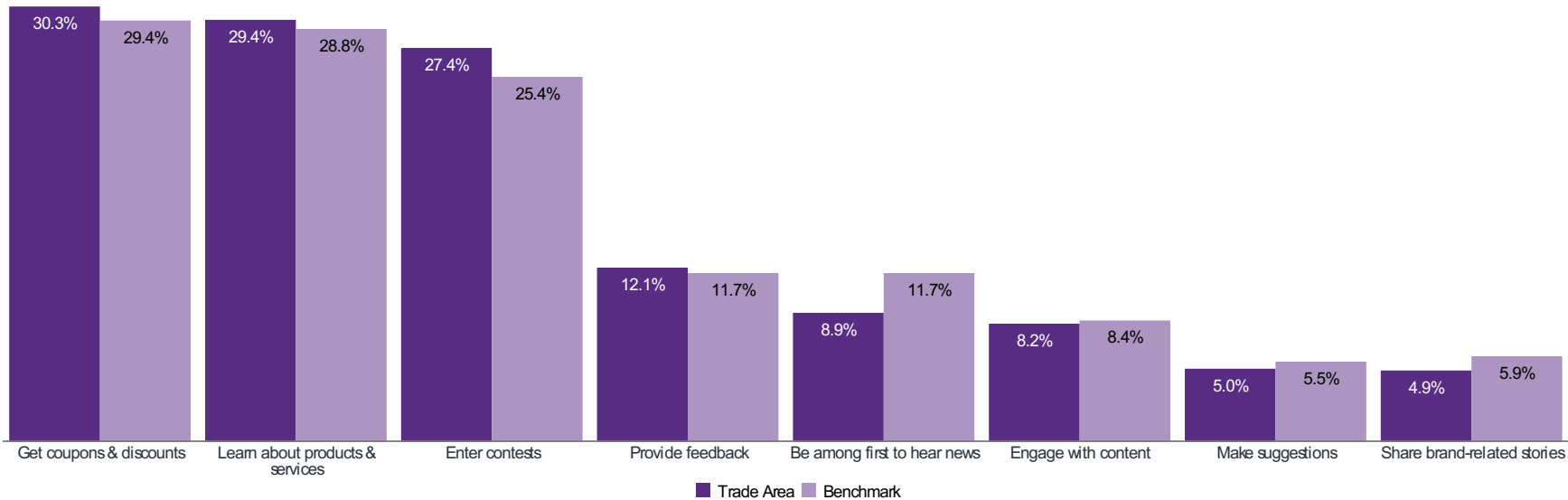


31.2%

Index:102

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

Trade Area: Orillia - Downtown Orillia BIA

Total Household Population 18+:8,827



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

% Comp **90.2** Index **103**



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

% Comp **45.7** Index **94**



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

% Comp **85.7** Index **102**



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

% Comp **38.6** Index **94**



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

% Comp **54.8** Index **97**



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

% Comp **28.7** Index **95**

Benchmark: Southern Ontario

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Ranked by percent composition.

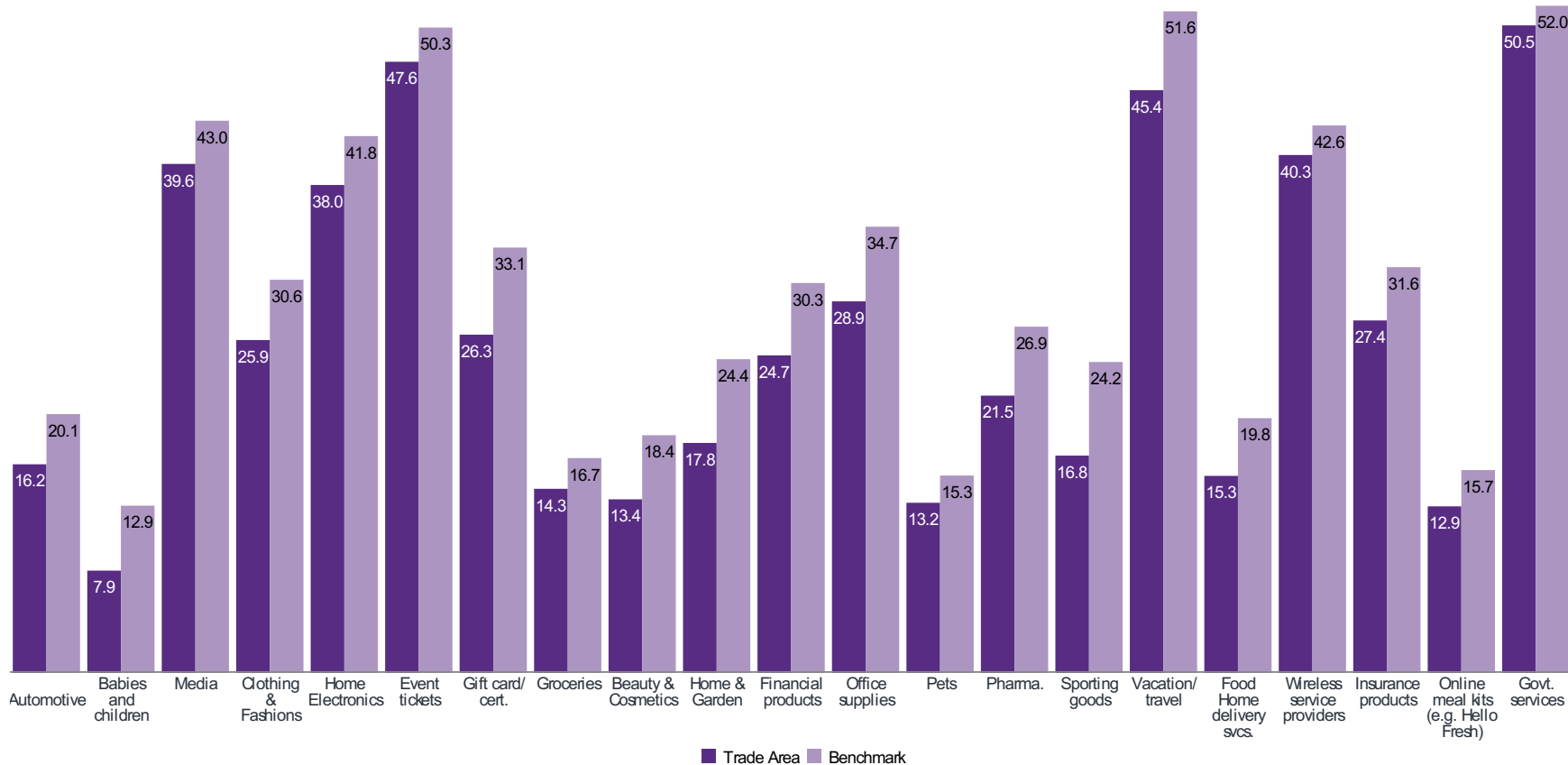
Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Purchase Preference by Category

Trade Area: Orillia - Downtown Orillia BIA

Total Household Population 18+: 8,827

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

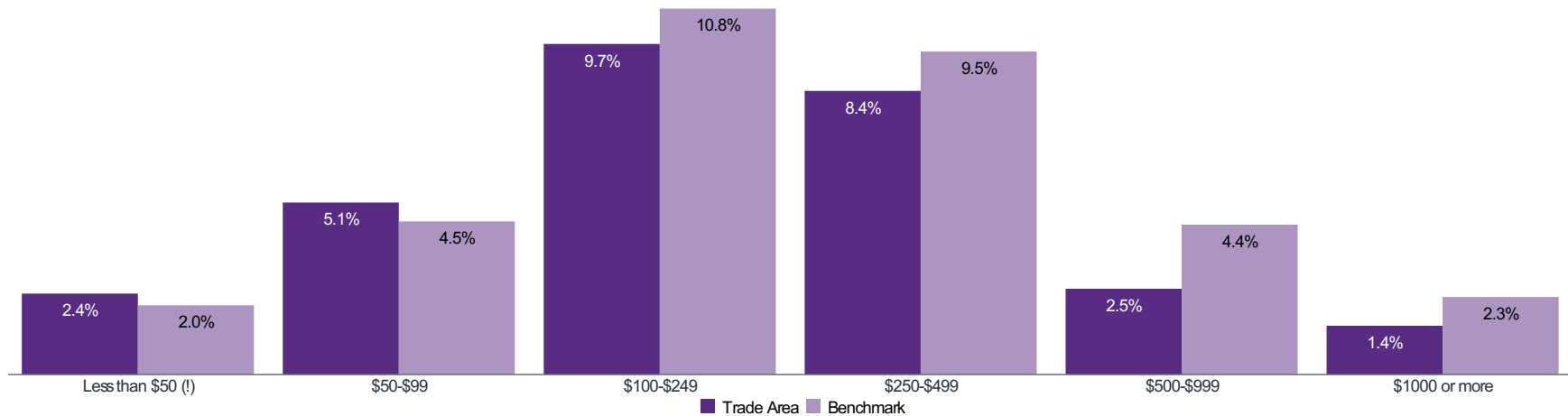
Trade Area: Orillia - Downtown Orillia BIA

Total Household Population 18+: 8,827

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	66.3% Index:108	30.4% Index:82	12.2% Index:99	1.8% Index:58
Purchase preference	80.6% Index:107	25.9% Index:85	9.0% Index:91	2.1% Index:81
Customer Service	68.2% Index:110	14.4% Index:80	4.4% Index:76	19.7% 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+
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Opticks eShopper | Home Electronics & Computers Deep Dive

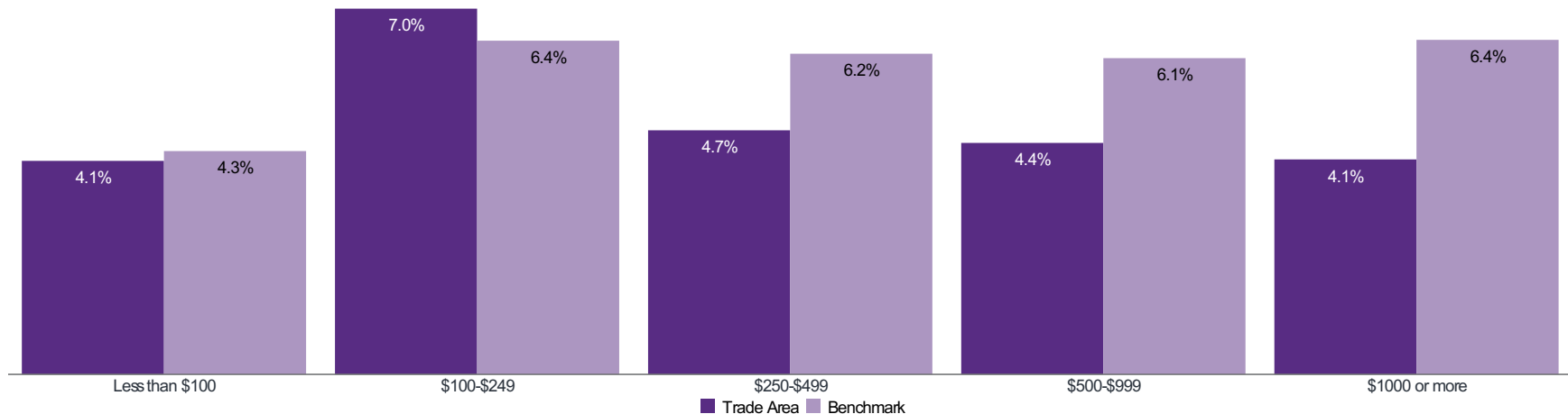
Trade Area: Orillia - Downtown Orillia BIA

Total Household Population 18+: 8,827

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	56.0% Index: 111	50.1% Index: 92	13.9% Index: 89
Purchase preference	73.9% Index: 108	38.0% Index: 91	10.4% Index: 94	6.5% Index: 100
Customer Service	61.6% Index: 109	23.7% Index: 95	7.3% Index: 99	38.3% 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 | Gift Cards Deep Dive

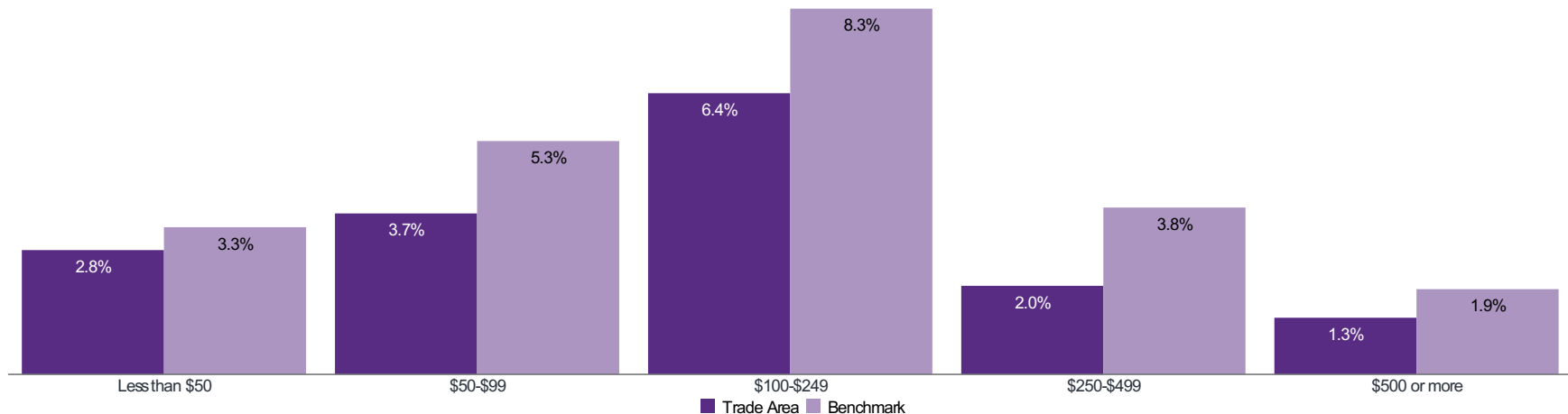
Trade Area: Orillia - Downtown Orillia BIA

Total Household Population 18+: 8,827

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	56.2% Index: 118	28.4% Index: 81	8.6% Index: 78	2.6% Index: 74
Purchase preference	68.0% Index: 113	26.3% Index: 79	6.8% Index: 78	3.5% Index: 112
Customer Service	49.8% Index: 117	18.4% Index: 90	5.0% Index: 82	26.9% Index: 97

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

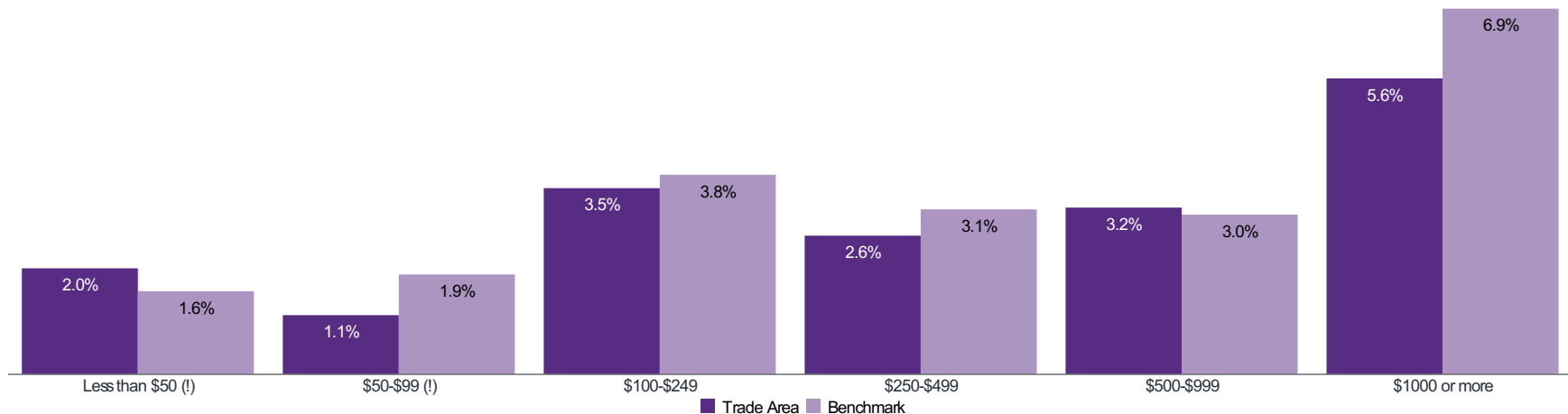
Trade Area: Orillia - Downtown Orillia BIA

Total Household Population 18+: 8,827

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	75.7% Index:105	22.8% Index:92	10.0% Index:90	2.5% Index:91
Purchase preference	86.8% Index:104	14.3% Index:86	5.6% Index:91	2.5% Index:104
Customer Service	76.4% Index:109	8.2% Index:72	2.7% Index:67	17.8% Index:95

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 | Beauty & Cosmetics Deep Dive

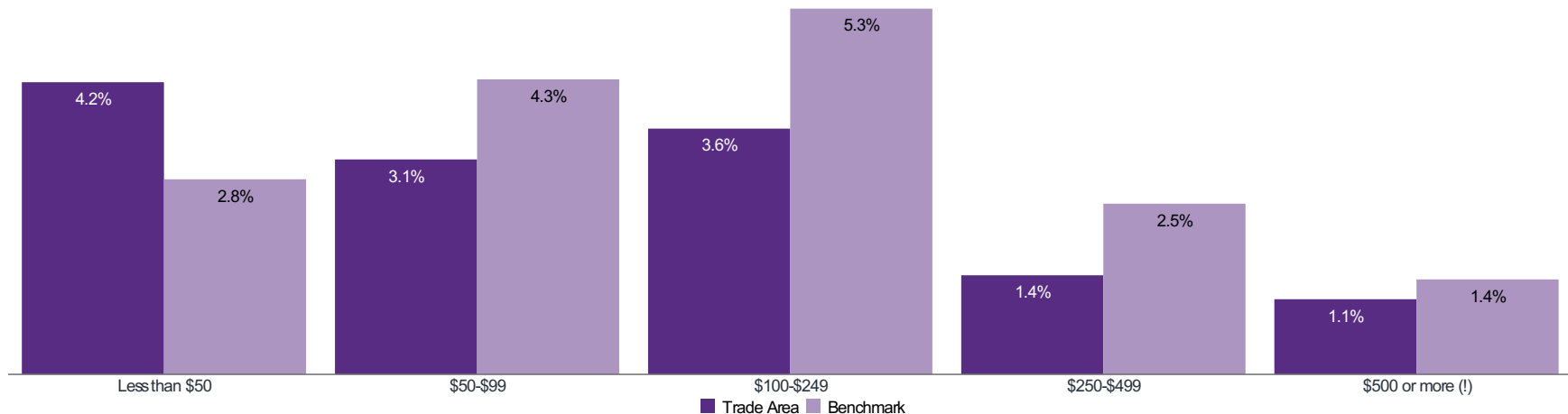
Trade Area: Orillia - Downtown Orillia BIA

Total Household Population 18+: 8,827

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	37.0% Index:104	17.9% Index:81	6.6% Index:81	1.3% Index:45
Purchase preference	47.8% Index:103	13.4% Index:73	4.9% Index:77	1.5% Index:66
Customer Service	39.5% Index:109	8.7% Index:69	2.8% Index:64	13.0% Index:89

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

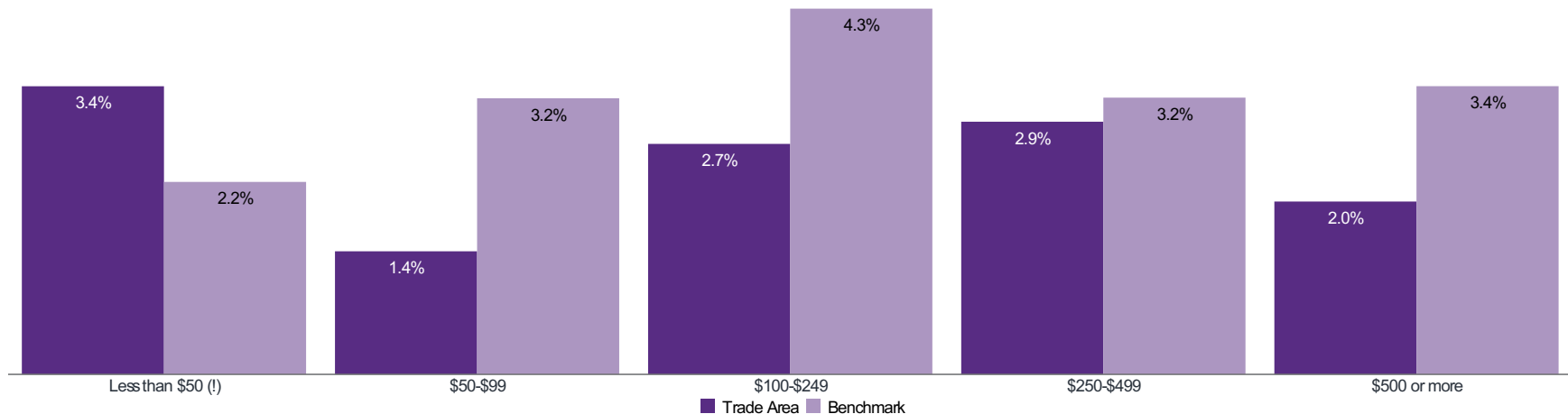
Trade Area: Orillia - Downtown Orillia BIA

Total Household Population 18+: 8,827

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	51.9% Index:100	35.4% Index:93	9.1% Index:80	5.0% Index:87
Purchase preference	68.6% Index:100	17.8% Index:73	5.8% Index:83	2.6% Index:71
Customer Service	56.5% Index:105	13.1% Index:82	3.9% Index:82	20.4% Index:89

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 | Sporting Goods Deep Dive

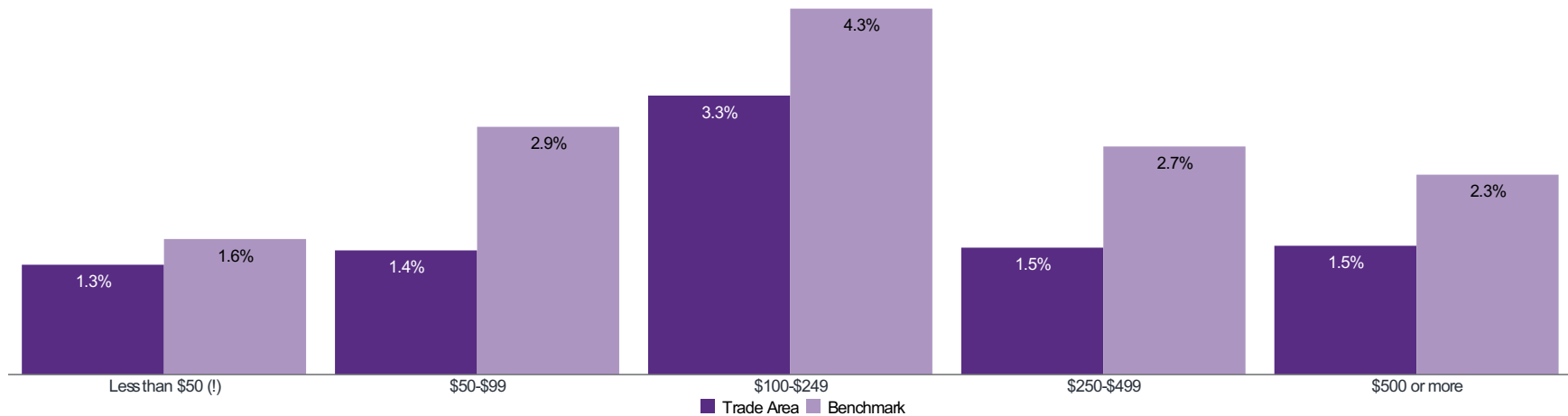
Trade Area: Orillia - Downtown Orillia BIA

Total Household Population 18+: 8,827

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	39.3% Index:101	25.3% Index:78	8.2% Index:78	3.7% Index:94
Purchase preference	51.8% Index:100	16.8% Index:70	6.7% Index:89	2.5% Index:83
Customer Service	42.6% Index:102	11.4% Index:75	3.8% Index:73	17.4% Index:85

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Vacation/Travel Deep Dive

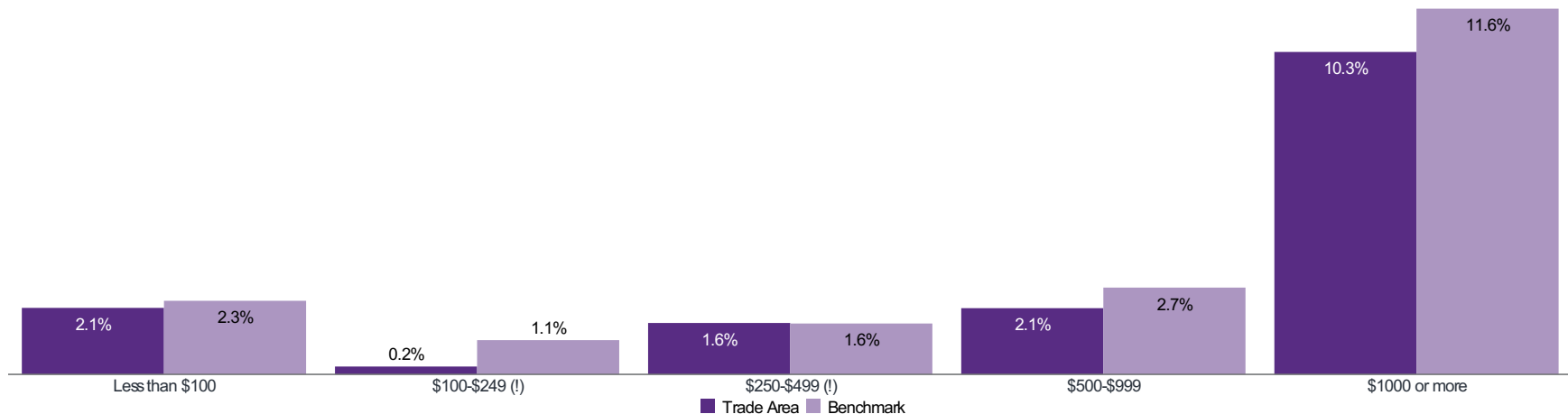
Trade Area: Orillia - Downtown Orillia BIA

Total Household Population 18+: 8,827

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	23.0% Index: 112	52.4% Index: 90	12.1% Index: 80	15.4% Index: 96
Purchase preference	32.8% Index: 114	45.4% Index: 88	5.8% Index: 82	16.2% Index: 90
Customer Service	34.7% Index: 119	24.2% Index: 88	4.0% Index: 58	42.4% Index: 97

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

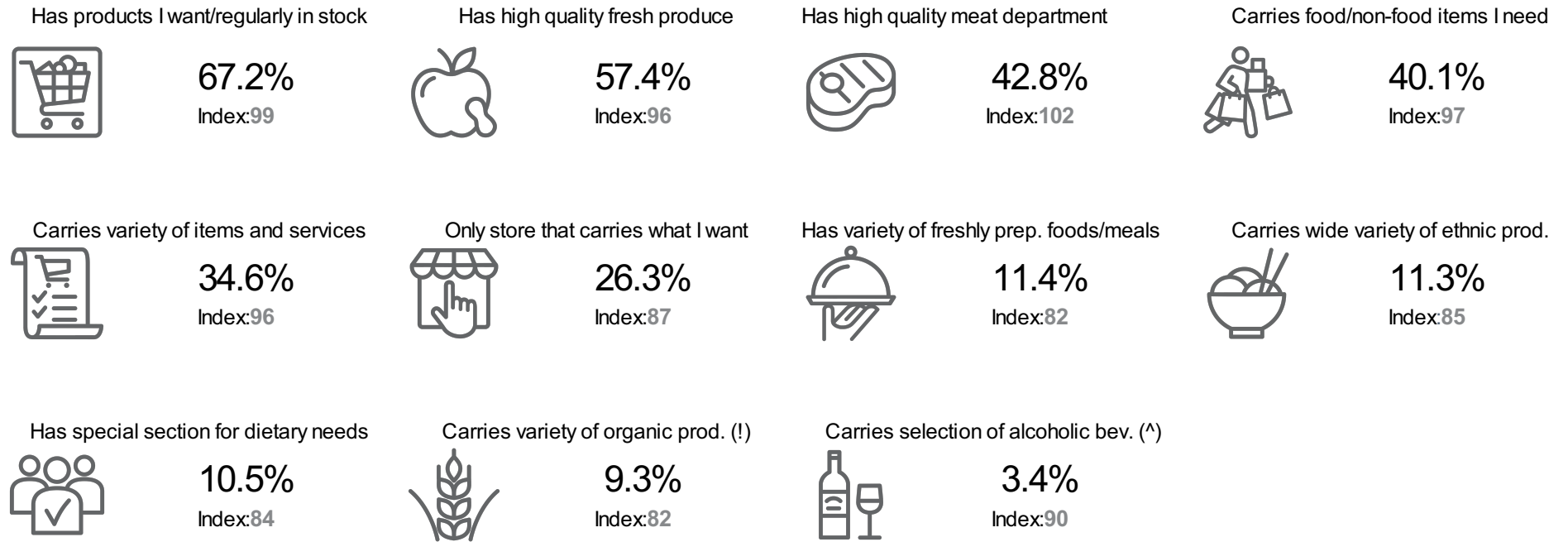
Index Colours:	<80	80 - 110	110+
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Store Loyalty

Trade Area: Orillia - Downtown Orillia BIA

Households: 5,154

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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STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE



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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Trade Area: Orillia - Downtown Orillia BIA

Households: 5,154

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



65.7%
Index: 97

Discover good value when shopping



62.5%
Index: 94

Store has the lowest prices overall



56.7%
Index: 98

Store has a customer loyalty card program



48.5%
Index: 98

Has loyalty prog. app and offers pers. promos



28.6%
Index: 97

I'm loyal to their store brands



22.1%
Index: 96

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	28.0	30.9	0.1 91
Purchase another brand	19.1	21.2	0.1 90
Purchase another size or variety of the same brand (!)	11.4	7.7	0.2 147

Benchmark: Southern Ontario

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(*) 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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Main Street Visitors

**2019 Orillia - Downtown Orillia BIA 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%	166,147	100%	0.86%	100	195,048	100%	1.01%	100	123,296	100%	0.64%	100	126,998	100%	0.66%	100	282,589	100%	1.46%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	11,191	6.74%	0.44%	51	17,480	8.96%	0.68%	67	7,911	6.42%	0.31%	48	6,926	5.45%	0.27%	41	24,873	8.80%	0.97%	66
3543042	Barrie, ON (CY)	129,621	0.67%	15,173	9.13%	11.71%	1360	16,217	8.31%	12.51%	1238	9,585	7.77%	7.39%	1158	12,092	9.52%	9.33%	1418	24,701	8.74%	19.06%	1302
3543052	Orillia, ON (CY)	26,581	0.14%	21,762	13.10%	81.87%	9512	21,612	11.08%	81.31%	8047	20,603	16.71%	77.51%	12135	20,347	16.02%	76.55%	11634	23,630	8.36%	88.90%	6072
3543023	Oro-Medonte, ON (TP)	20,291	0.11%	9,526	5.73%	46.95%	5454	8,959	4.59%	44.15%	4369	7,462	6.05%	36.77%	5757	8,520	6.71%	41.99%	6382	10,873	3.85%	53.58%	3660
3543015	Severn, ON (TP)	14,086	0.07%	8,365	5.03%	59.39%	6900	8,380	4.30%	59.49%	5887	7,958	6.45%	56.49%	8845	7,743	6.10%	54.97%	8355	9,713	3.44%	68.96%	4710
3516010	Kawartha Lakes, ON (CY)	68,505	0.35%	5,054	3.04%	7.38%	857	5,854	3.00%	8.55%	846	4,076	3.31%	5.95%	932	4,227	3.33%	6.17%	938	8,376	2.96%	12.23%	835
3543019	Ramara, ON (TP)	8,997	0.05%	6,068	3.65%	67.45%	7836	6,976	3.58%	77.54%	7673	5,785	4.69%	64.30%	10066	5,493	4.33%	61.05%	9280	7,152	2.53%	79.49%	5430
3544002	Gravenhurst, ON (T)	10,985	0.06%	4,560	2.74%	41.51%	4823	3,645	1.87%	33.18%	3284	3,252	2.64%	29.61%	4635	3,873	3.05%	35.26%	5359	6,094	2.16%	55.47%	3789
3521005	Mississauga, ON (CY)	642,951	3.33%	2,726	1.64%	0.42%	49	3,675	1.88%	0.57%	57	1,228	1.00%	0.19%	30	1,191	0.94%	0.19%	28	5,251	1.86%	0.82%	56
3521010	Brampton, ON (CY)	596,084	3.09%	2,276	1.37%	0.38%	44	3,174	1.63%	0.53%	53	1,474	1.20%	0.25%	39	1,228	0.97%	0.21%	31	5,158	1.83%	0.87%	59

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2019 Orillia - Downtown Orillia BIA 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
9,120	6,467	70.9	6,462	70.9	6,081	66.7	6,825	74.8	7,194	78.9

**2019 Orillia - Downtown Orillia BIA 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	288,697	7,194	2.5	281,503	97.5

2020 Orillia - Downtown Orillia BIA 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%	97,771	100%	0.51%	100	156,568	100%	0.81%	100	114,792	100%	0.59%	100	100,753	100%	0.52%	100	223,470	100%	1.16%	100
3543052	Orillia, ON (CY)	26,581	0.14%	20,678	21.15%	77.79%	15358	19,497	12.45%	73.35%	9043	20,214	17.61%	76.05%	12788	20,138	19.99%	75.76%	14515	22,766	10.19%	85.65%	7398
3520005	Toronto, ON (C)	2,568,898	13.31%	6,285	6.43%	0.24%	48	14,819	9.46%	0.58%	71	7,650	6.66%	0.30%	50	5,615	5.57%	0.22%	42	21,039	9.41%	0.82%	71
3543042	Barrie, ON (CY)	129,621	0.67%	8,079	8.26%	6.23%	1231	10,458	6.68%	8.07%	995	8,532	7.43%	6.58%	1107	7,961	7.90%	6.14%	1177	17,537	7.85%	13.53%	1169
3543023	Oro-Medonte, ON (TP)	20,291	0.11%	6,343	6.49%	31.26%	6172	7,822	5.00%	38.55%	4753	7,485	6.52%	36.89%	6203	6,713	6.66%	33.08%	6339	9,888	4.42%	48.73%	4209
3543015	Severn, ON (TP)	14,086	0.07%	7,943	8.12%	56.39%	11132	8,060	5.15%	57.22%	7055	8,931	7.78%	63.40%	10662	7,434	7.38%	52.77%	10110	9,872	4.42%	70.08%	6053
3516010	Kawartha Lakes, ON (CY)	68,505	0.35%	4,036	4.13%	5.89%	1163	4,136	2.64%	6.04%	744	4,117	3.59%	6.01%	1011	3,778	3.75%	5.51%	1057	7,105	3.18%	10.37%	896
3543019	Ramara, ON (TP)	8,997	0.05%	5,702	5.83%	63.38%	12513	6,988	4.46%	77.67%	9575	5,785	5.04%	64.30%	10812	4,801	4.77%	53.37%	10224	7,071	3.16%	78.59%	6789
3544002	Gravenhurst, ON (T)	10,985	0.06%	2,385	2.44%	21.71%	4287	3,265	2.09%	29.72%	3664	2,925	2.55%	26.62%	4477	3,242	3.22%	29.51%	5654	4,948	2.21%	45.04%	3891
3521005	Mississauga, ON (CY)	642,951	3.33%	1,038	1.06%	0.16%	32	3,545	2.26%	0.55%	68	1,280	1.11%	0.20%	33	1,263	1.25%	0.20%	38	4,705	2.11%	0.73%	63
3519028	Vaughan, ON (CY)	264,447	1.37%	1,328	1.36%	0.50%	99	3,805	2.43%	1.44%	177	1,559	1.36%	0.59%	99	531	0.53%	0.20%	38	4,680	2.09%	1.77%	153

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Orillia - Downtown Orillia BIA 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
9,120	6,645	72.9	5,553	60.9	5,970	65.5	6,224	68.2	6,823	74.8

2020 Orillia - Downtown Orillia BIA 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	225,165	6,823	3.0	218,341	97.0

**2021 Orillia - Downtown Orillia BIA 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%	101,703	100%	0.53%	100	219,248	100%	1.14%	100	155,392	100%	0.81%	100	108,382	100%	0.56%	100	285,827	100%	1.48%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	8,665	8.52%	0.34%	64	27,509	12.55%	1.07%	94	10,913	7.02%	0.42%	53	7,047	6.50%	0.27%	49	34,941	12.22%	1.36%	92
3543042	Barrie, ON (CY)	129,621	0.67%	7,455	7.33%	5.75%	1092	14,289	6.52%	11.02%	971	13,297	8.56%	10.26%	1274	9,078	8.38%	7.00%	1247	23,177	8.11%	17.88%	1208
3543052	Orillia, ON (CY)	26,581	0.14%	16,736	16.46%	62.96%	11950	19,099	8.71%	71.85%	6326	18,250	11.74%	68.66%	8528	20,057	18.51%	75.46%	13439	21,185	7.41%	79.70%	5382
3543015	Severn, ON (TP)	14,086	0.07%	7,888	7.76%	56.00%	10628	9,740	4.44%	69.15%	6088	9,078	5.84%	64.45%	8006	9,481	8.75%	67.31%	11988	10,284	3.60%	73.01%	4930
3543023	Oro-Medonte, ON (TP)	20,291	0.11%	6,768	6.65%	33.36%	6331	9,250	4.22%	45.59%	4014	7,571	4.87%	37.31%	4635	7,237	6.68%	35.66%	6352	9,879	3.46%	48.68%	3288
3543019	Ramara, ON (TP)	8,997	0.05%	6,433	6.33%	71.50%	13571	8,344	3.81%	92.74%	8165	8,070	5.19%	89.70%	11143	7,109	6.56%	79.01%	14072	8,119	2.84%	90.24%	6094
3521005	Mississauga, ON (CY)	642,951	3.33%	1,837	1.81%	0.29%	54	5,445	2.48%	0.85%	75	1,910	1.23%	0.30%	37	1,656	1.53%	0.26%	46	7,057	2.47%	1.10%	74
3516010	Kawartha Lakes, ON (CY)	68,505	0.35%	3,371	3.31%	4.92%	934	4,814	2.20%	7.03%	619	5,801	3.73%	8.47%	1052	3,566	3.29%	5.21%	927	6,987	2.44%	10.20%	689
3519028	Vaughan, ON (CY)	264,447	1.37%	1,522	1.50%	0.58%	109	4,320	1.97%	1.63%	144	1,882	1.21%	0.71%	88	1,472	1.36%	0.56%	99	5,881	2.06%	2.22%	150
3543017	Innisfil, ON (T)	36,815	0.19%	1,242	1.22%	3.37%	640	3,329	1.52%	9.04%	796	3,459	2.23%	9.39%	1167	1,464	1.35%	3.98%	708	5,625	1.97%	15.28%	1032

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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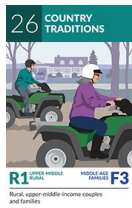
**2021 Orillia - Downtown Orillia BIA Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area**

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
9,120	4,314	47.3	5,354	58.7	5,054	55.4	5,894	64.6	6,269	68.7

**2021 Orillia - Downtown Orillia BIA 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	290,467	6,269	2.2	284,198	97.8

Top 5 segments represent **35.7%** of customers in Southern Ontario



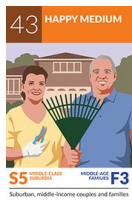
Rank: 1
 Customers: 18,394
 Customers %: 8.52
 % in Benchmark: 4.89
 Index: 174

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: 16,748
 Customers %: 7.76
 % in Benchmark: 2.91
 Index: 267

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.



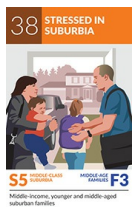
Rank: 3
 Customers: 15,565
 Customers %: 7.21
 % in Benchmark: 2.51
 Index: 287

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



Rank: 4
 Customers: 14,250
 Customers %: 6.60
 % in Benchmark: 4.68
 Index: 141

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: 5
 Customers: 12,050
 Customers %: 5.58
 % in Benchmark: 2.67
 Index: 209

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, singles 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.