

Community Profile: Port Colborne – Downtown Port Colborne

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



ENVIRONICS
ANALYTICS

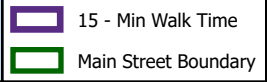
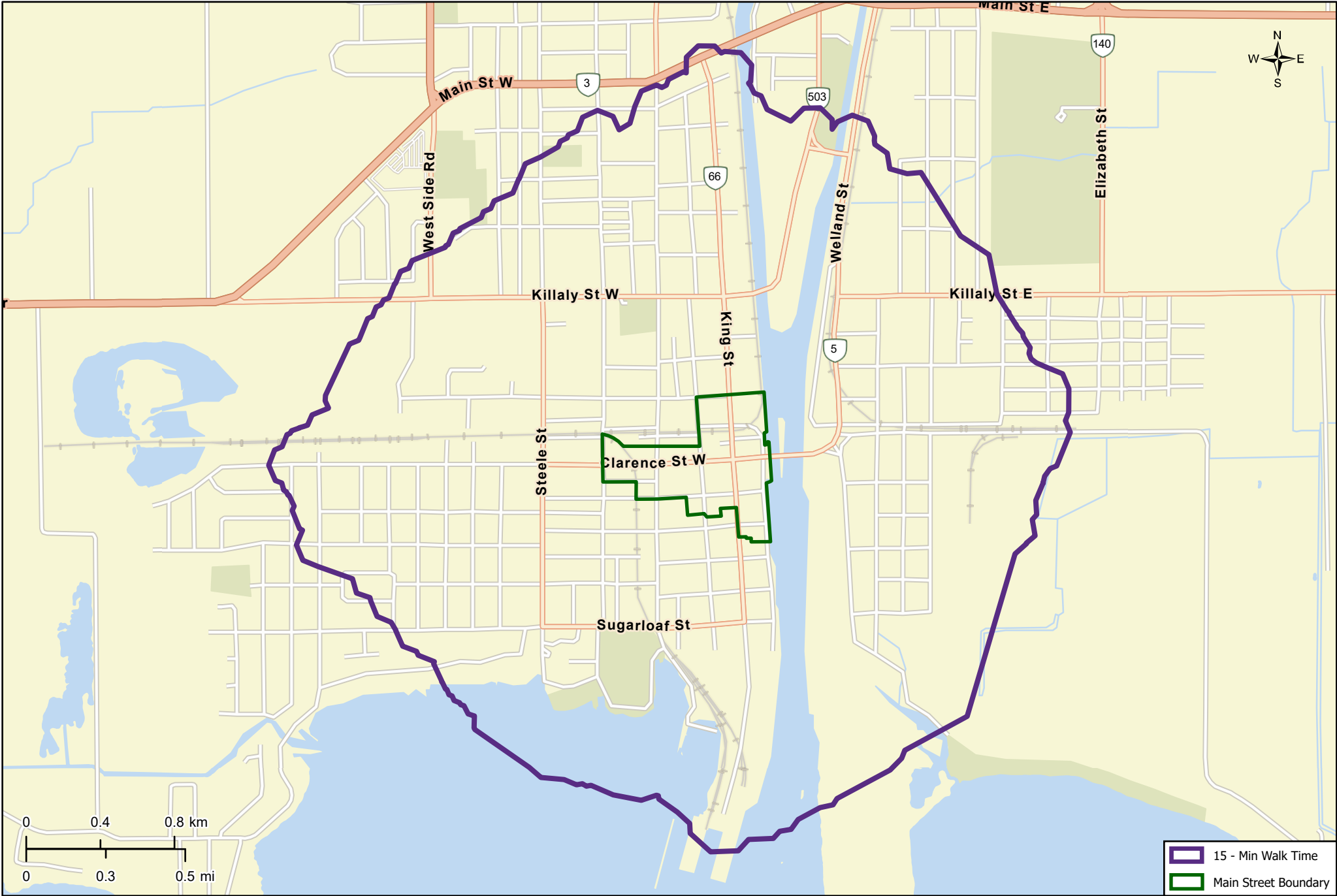
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Date: February 24, 2022

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Port Colborne - Downtown Port Colborne
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Port Colborne - Downtown Port Colborne

POPULATION

7,816

HOUSEHOLDS

3,779

MEDIAN MAINTAINER AGE

60

Index: 110

MARITAL STATUS



50.4%

Index: 87

Married/Common-Law

FAMILY STATUS*

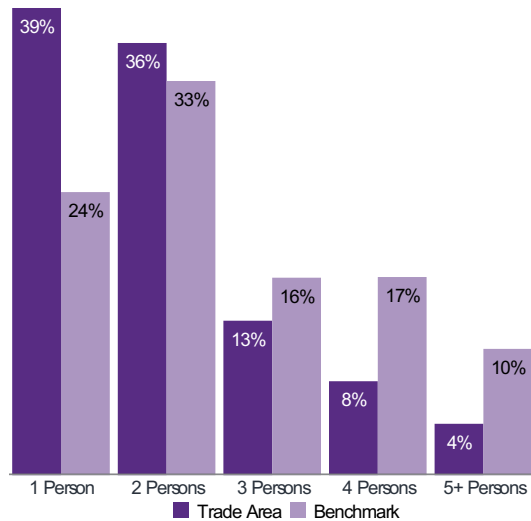


22.8%

Index: 144

Total Lone-Parent Families

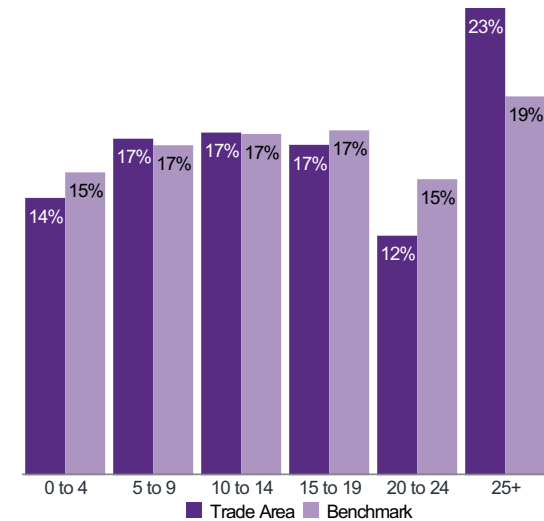
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	288	3.7	73
5 to 9	326	4.2	77
10 to 14	346	4.4	78
15 to 19	344	4.4	74
20 to 24	377	4.8	72
25 to 29	423	5.4	77
30 to 34	409	5.2	79
35 to 39	380	4.9	75
40 to 44	385	4.9	80
45 to 49	415	5.3	85
50 to 54	489	6.3	95
55 to 59	623	8.0	110
60 to 64	678	8.7	129
65 to 69	615	7.9	139
70 to 74	558	7.1	149
75 to 79	413	5.3	160
80 to 84	306	3.9	179
85+	439	5.6	254

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

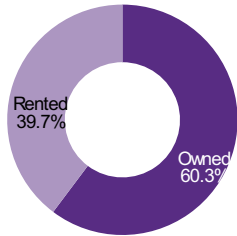
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Demographics | Housing & Income

Trade Area: Port Colborne - Downtown Port Colborne

Population: 7,816 | **Households:** 3,779

TENURE



STRUCTURE TYPE



63.9%
Index: **82**



34.9%
Index: **158**

AGE OF HOUSING*

60+ Years Old
% Comp: **62.9** Index: **304**

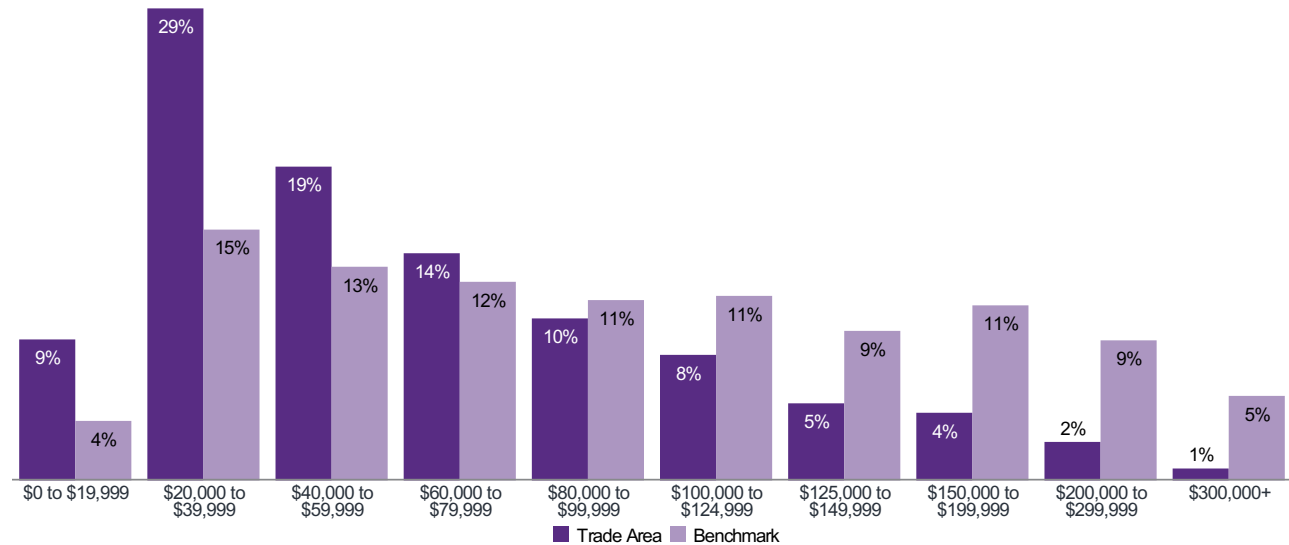
AVERAGE HOUSEHOLD INCOME



\$67,530

Index: **59**

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: Port Colborne - Downtown Port Colborne

Population: 7,816 | **Households:** 3,779

EDUCATION



10.3%

Index:39

University Degree

LABOUR FORCE PARTICIPATION



53.0%

Index:81

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



30.5%

Index:84

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

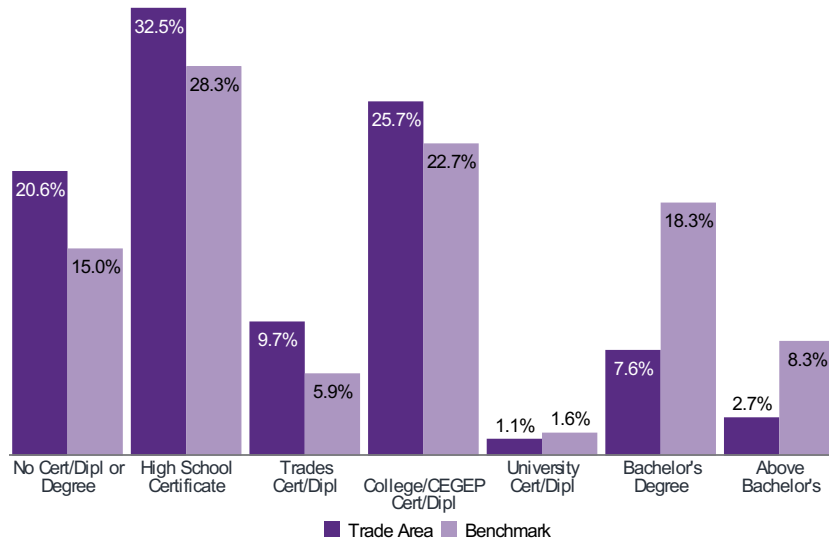


2.3%

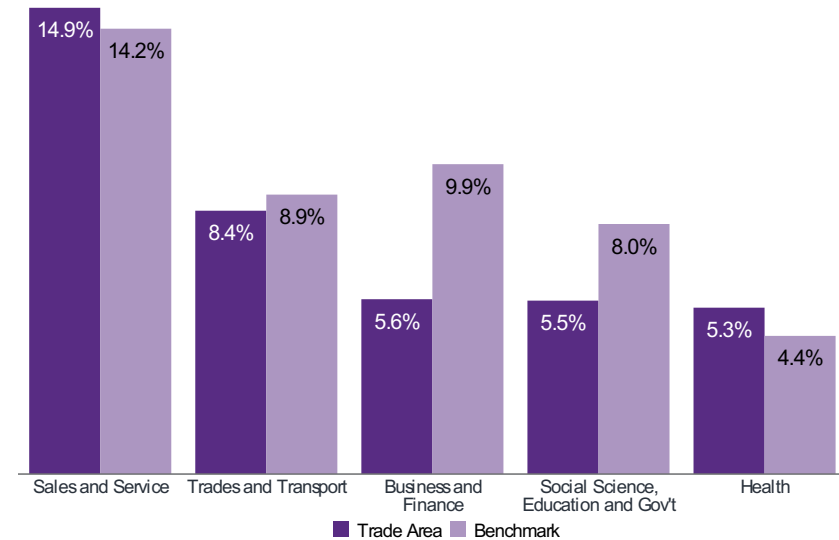
Index:119

Travel to work by **Walking**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



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*Ranked by percent composition

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

Trade Area: Port Colborne - Downtown Port Colborne

Population: 7,816 | **Households:** 3,779

ABORIGINAL IDENTITY



5.7%

Index: **239**

VISIBLE MINORITY PRESENCE



2.5%

Index: **9**

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



0.4%

Index: **22**

No knowledge of English or French

IMMIGRATION



9.3%

Index: **35**

Born outside Canada

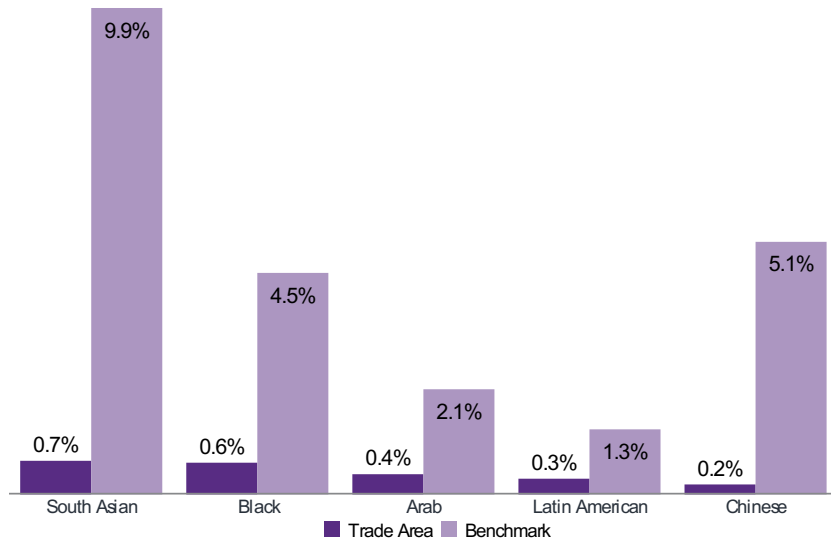
PERIOD OF IMMIGRATION*

Before 2001

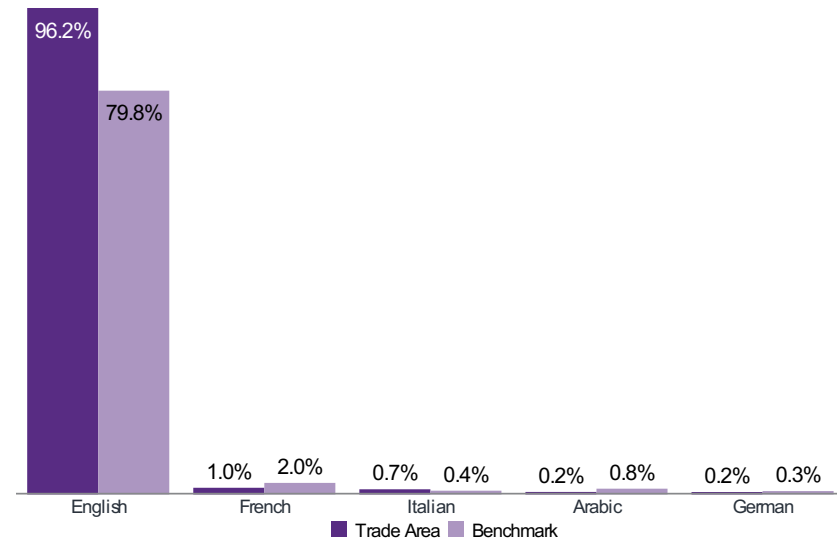
8.0%

Index: **57**

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

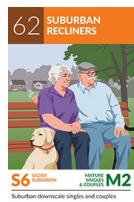
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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

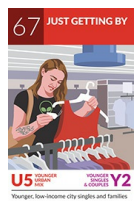
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Top 5 segments represent **75.2%** of households in Port Colborne - Downtown Port Colborne



Rank:	1
Hhlds:	1,052
Hhld %:	27.84
% in Benchmark:	2.12
Index:	1,313

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).



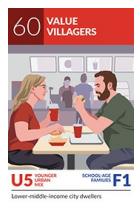
Rank:	2
Hhlds:	583
Hhld %:	15.43
% in Benchmark:	3.49
Index:	442

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:	3
Hhlds:	460
Hhld %:	12.17
% in Benchmark:	1.94
Index:	629

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 snow bird 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:	4
Hhlds:	388
Hhld %:	10.27
% in Benchmark:	2.72
Index:	377

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:	5
Hhlds:	357
Hhld %:	9.45
% in Benchmark:	2.38
Index:	397

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

Trade Area: Port Colborne - Downtown Port Colborne

Strong Values

Values	Index
Obedience to Authority	127
Confidence in Small Business	124
Utilitarian Consumerism	123
Ethical Consumerism	119
Fulfillment Through Work	119
Parochialism	118
Financial Concern Regarding the Future	117
Aversion to Complexity	116
Need for Escape	115
Primacy of Environmental Protection	114

Descriptions | Top 3 Strong Values

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.

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.

Utilitarian Consumerism

Tendency to base purchase decisions on utilitarian rather than aesthetic considerations. Measures the attention given to utility of objects and products purchased. People strong on this construct seldom buy products purely for their appearance. Lack of a need to engage in personal expression through aesthetic means.

Weak Values

Values	Index
Ostentatious Consumption	70
Status via Home	74
Enthusiasm for Technology	75
Vitality	75
Need for Status Recognition	76
Attraction For Crowds	77
Pursuit of Novelty	78
Consumption Evangelism	79
Adaptability to Complexity	80
Consumptivity	80

Descriptions | Top 3 Weak Values

Ostentatious Consumption

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

Status via Home

Feeling a strong sense that one's home represents an extension of one's image. People strongest on this construct make great efforts to decorate and equip their homes in a manner that will impress others, and pay particular attention to the way they entertain in the home.

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: Port Colborne - Downtown Port Colborne

WealthScapes Households: 3,774

INCOME*

Household Income

\$ 68,261

Index: **59**

Household Disposable Income

\$ 57,925

Index: **63**

Household Discretionary Income

\$ 40,105

Index: **62**

Annual RRSP Contributions

\$ 1,523

Index: **43**

WEALTH*



Net Worth

% Holders

99.7% Index: **100**

Balance

\$321,560

Index: **44**

ASSETS*



Savings

% Holders

94.9% Index: **100**

Balance

\$44,600

Index: **58**



Investments

% Holders

51.5% Index: **86**

Balance

\$199,156

Index: **59**



Unlisted Shares

% Holders

9.9% Index: **80**

Balance

\$140,331

Index: **44**



Real Estate

% Holders

63.1% Index: **83**

Balance

\$362,092

Index: **48**



Liquid Assets

% Holders

97.5% Index: **99**

Balance

\$176,032

Index: **53**

DEBT*



Consumer Debt

% Holders

89.0% Index: **98**

Balance

\$44,548

Index: **67**



Mortgage Debt

% Holders

37.2% Index: **80**

Balance

\$144,806

Index: **49**

FINANCIAL RATIO



Debt:Asset

% Holders

0.23% Index: **106**

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 RATIOS*



Debt: Asset

0.23

Index: 106



Debt: Liquid Assets

0.54

Index: 89



Consumer Debt - Discr. Income

0.99

Index: 106



Savings - Investments

0.67

Index: 112



Pension - Non-Pension Assets

0.39

Index: 180



Real Estate Assets - Liq. Assets

1.33

Index: 76



Mortgage - Real Estate Assets

0.24

Index: 97



Mortgage - Consumer Debt

1.36

Index: 59

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

Trade Area: Port Colborne - Downtown Port Colborne

Households: 3,779

Total Aggregate Current Consumption: \$185,973,811

Average Current Consumption

\$49,212

Index **60**

Average Household Income










\$65,257

Index **57**

Average Disposable Income

\$55,153

Index **61**

 <p>Shelter</p> <p>Avg. Dollars/Household: \$12,450 Index 59</p> <p>Pct. of Total Expenditure: 25.3% Index 98</p>	 <p>Food</p> <p>Avg. Dollars/Household: \$8,886 Index 69</p> <p>Pct. of Total Expenditure: 18.1% Index 115</p>	 <p>Transportation</p> <p>Avg. Dollars/Household: \$8,183 Index 59</p> <p>Pct. of Total Expenditure: 16.6% Index 99</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household: \$3,435 Index 60</p> <p>Pct. of Total Expenditure: 7.0% Index 100</p>	 <p>Health Care</p> <p>Avg. Dollars/Household: \$3,368 Index 62</p> <p>Pct. of Total Expenditure: 6.8% Index 102</p>	 <p>Recreation</p> <p>Avg. Dollars/Household: \$2,637 Index 55</p> <p>Pct. of Total Expenditure: 5.4% Index 92</p>
 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household: \$2,365 Index 67</p> <p>Pct. of Total Expenditure: 4.8% Index 110</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household: \$2,064 Index 52</p> <p>Pct. of Total Expenditure: 4.2% Index 86</p>	 <p>Clothing</p> <p>Avg. Dollars/Household: \$1,888 Index 57</p> <p>Pct. of Total Expenditure: 3.8% Index 95</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: Port Colborne - Downtown Port Colborne

Households: 3,779

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
\$65,257 Index 57	\$8,886 Index 69	\$2,563 Index 64	\$6,323 Index 72

Total Aggregate Food Expenditure: \$ 33,579,496

 <p>Bakery</p> <p>Avg. Dollars/Household: \$668 Index 77</p> <p>Pct. of Total Expenditure: 10.6% Index 106</p>	 <p>Cereal Products</p> <p>Avg. Dollars/Household: \$374 Index 73</p> <p>Pct. of Total Expenditure: 5.9% Index 102</p>	 <p>Fruit and nuts</p> <p>Avg. Dollars/Household: \$755 Index 69</p> <p>Pct. of Total Expenditure: 11.9% Index 95</p>
 <p>Vegetables</p> <p>Avg. Dollars/Household: \$634 Index 69</p> <p>Pct. of Total Expenditure: 10.0% Index 95</p>	 <p>Dairy products & Eggs</p> <p>Avg. Dollars/Household: \$954 Index 74</p> <p>Pct. of Total Expenditure: 15.1% Index 103</p>	 <p>Meat</p> <p>Avg. Dollars/Household: \$1,176 Index 75</p> <p>Pct. of Total Expenditure: 18.6% Index 104</p>
 <p>Fish & Seafood</p> <p>Avg. Dollars/Household: \$178 Index 61</p> <p>Pct. of Total Expenditure: 2.8% Index 84</p>	 <p>Beverages & Other Food</p> <p>Avg. Dollars/Household: \$1,585 Index 72</p> <p>Pct. of Total Expenditure: 25.1% Index 99</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	10.2	11.0	93
Going to restaurants, bars or night clubs	53.6	55.1	97
Having physical Contact with family and friends	61.2	57.7	106
Participating in group activities	36.2	38.7	93
Partying	11.9	15.8	75
Seeing family and friends in person	65.6	62.8	104
Entertainment			
Attending events, festivals or concerts	38.1	42.9	89
Attending sports events (excludes professional sports)	15.2	18.2	83
Attending to professional sports events or games	19.1	25.4	75
Going to the movies	41.3	45.7	90
Movement & Travel			
Driving more	17.0	16.1	106
Shopping in-store	42.8	42.9	100
Spending time outdoors	33.3	32.5	103
Travelling outside of Canada/ abroad	44.9	53.2	84
Travelling within Canada	49.4	49.9	99
Using public transit	7.8	13.7	57
Personal			
Getting back to old habits	35.9	36.2	99
Going to a salon, barber shop or spa	31.9	33.7	95
Going to the gym	17.0	22.6	75
Education/Work			
Children going back to school	18.8	20.3	93
Going back to work	13.8	17.6	78
Other			
Not Stated	0.2	0.6	39

Benchmark: Southern Ontario

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(Base used for Index calculations)

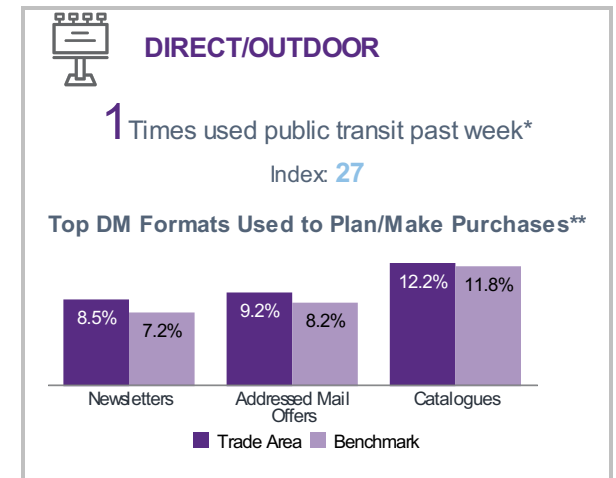
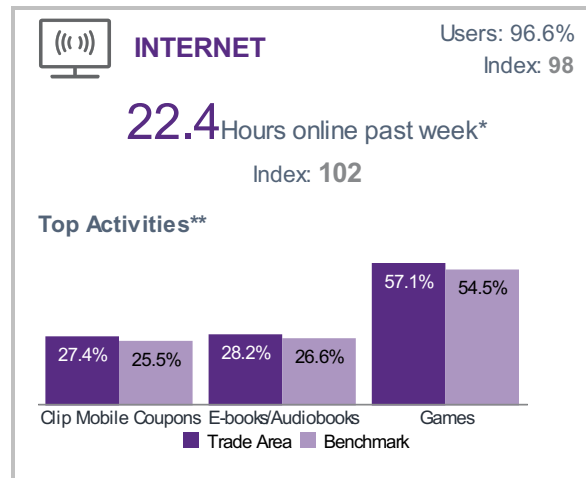
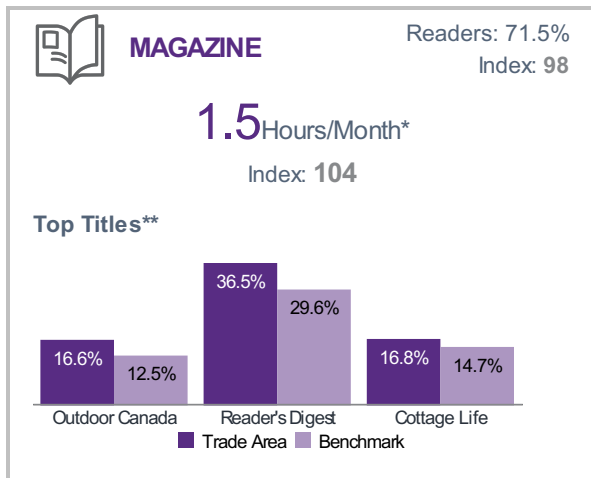
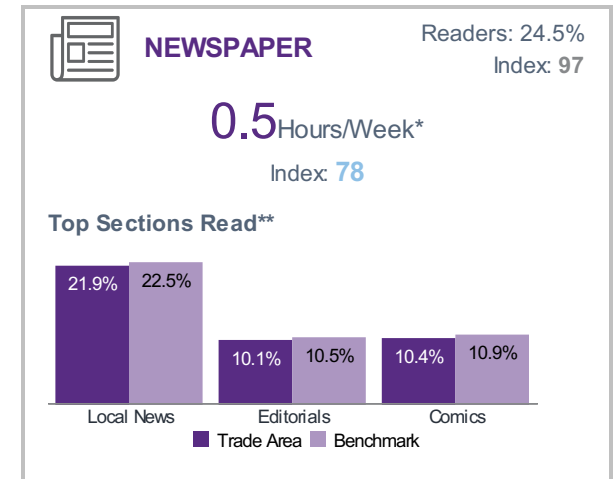
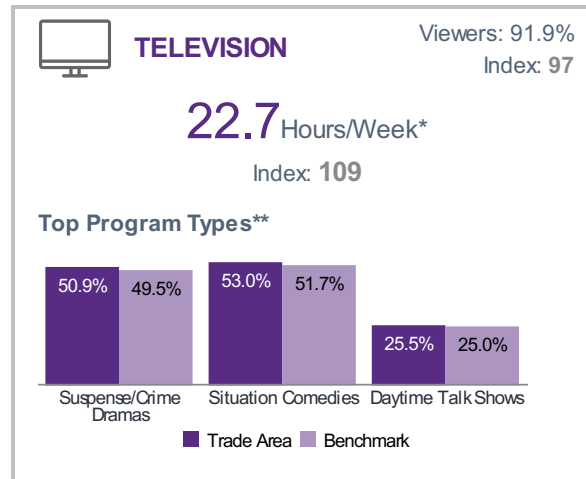
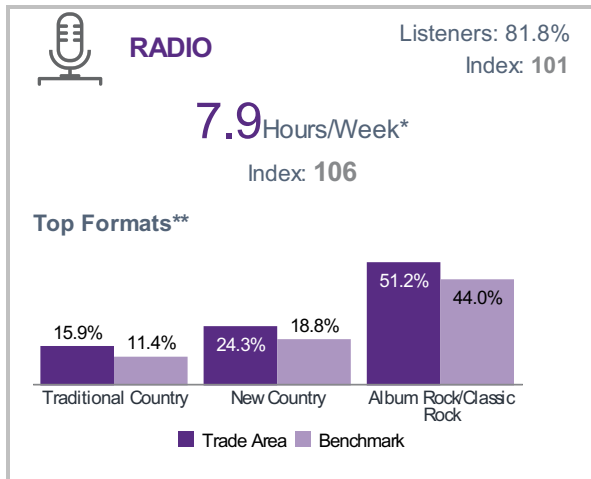
Index Colours:	<80	80 - 110	110+
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Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Port Colborne - Downtown Port Colborne

Household Population 14+: 6,646



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

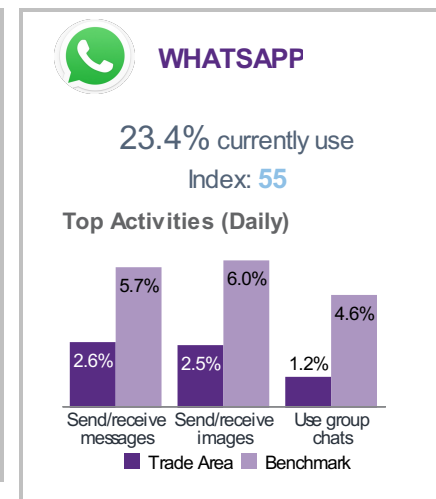
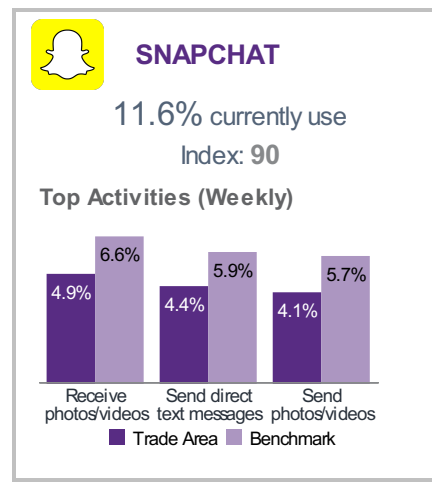
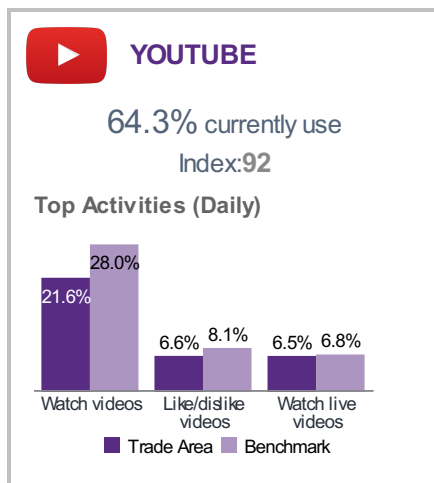
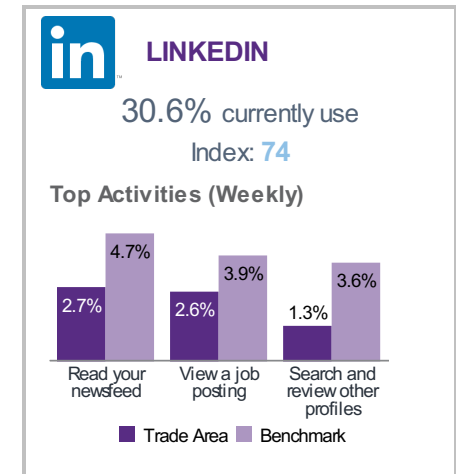
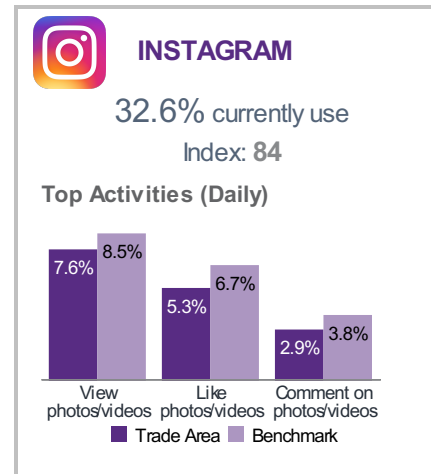
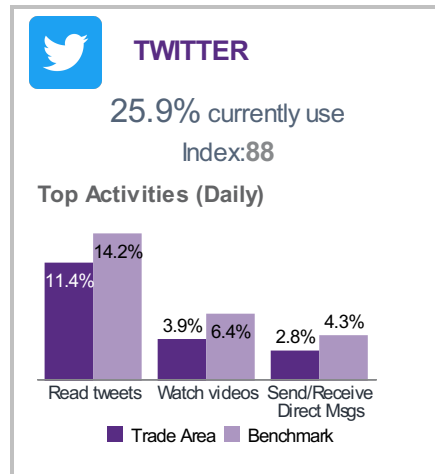
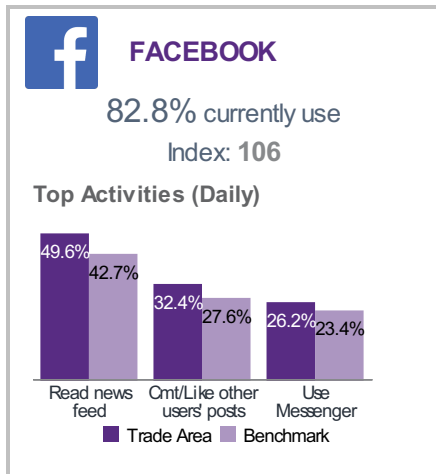
** Chosen from index ranking with minimum 5% composition.

Index Colours:	<80	80 - 110	110+
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Opticks Social | Social Media Activities

Trade Area: Port Colborne - Downtown Port Colborne

Household Population 18+: 6,416



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+
----------------	-----	----------	------

Opticks Social | Social Media Usage

Trade Area: Port Colborne - Downtown Port Colborne

Household Population 18+: 6,416

FRIENDS IN ALL SM NETWORKS



38.5%

Index:109

0-49 friends

FREQUENCY OF USE (DAILY)



62.4%

Index:111

Facebook

BRAND INTERACTION



35.4%

Index:103

Like brand on Facebook

NO. OF BRANDS INTERACTED

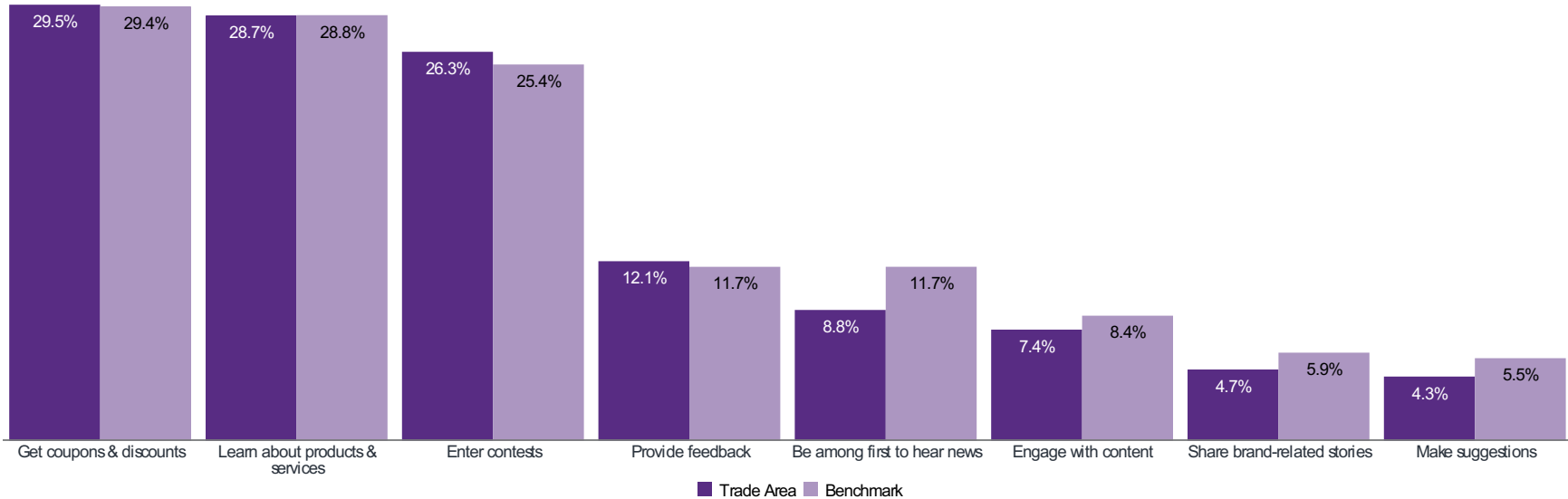


31.6%

Index:103

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

Trade Area: Port Colborne - Downtown Port Colborne

Total Household Population 18+:6,416



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

% Comp **91.5** Index **104**



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

% Comp **43.1** Index **89**



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

% Comp **87.4** Index **104**



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

% Comp **36.4** Index **89**



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

% Comp **51.6** Index **91**



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

% Comp **26.4** Index **88**

Benchmark: Southern Ontario

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Ranked by percent composition.

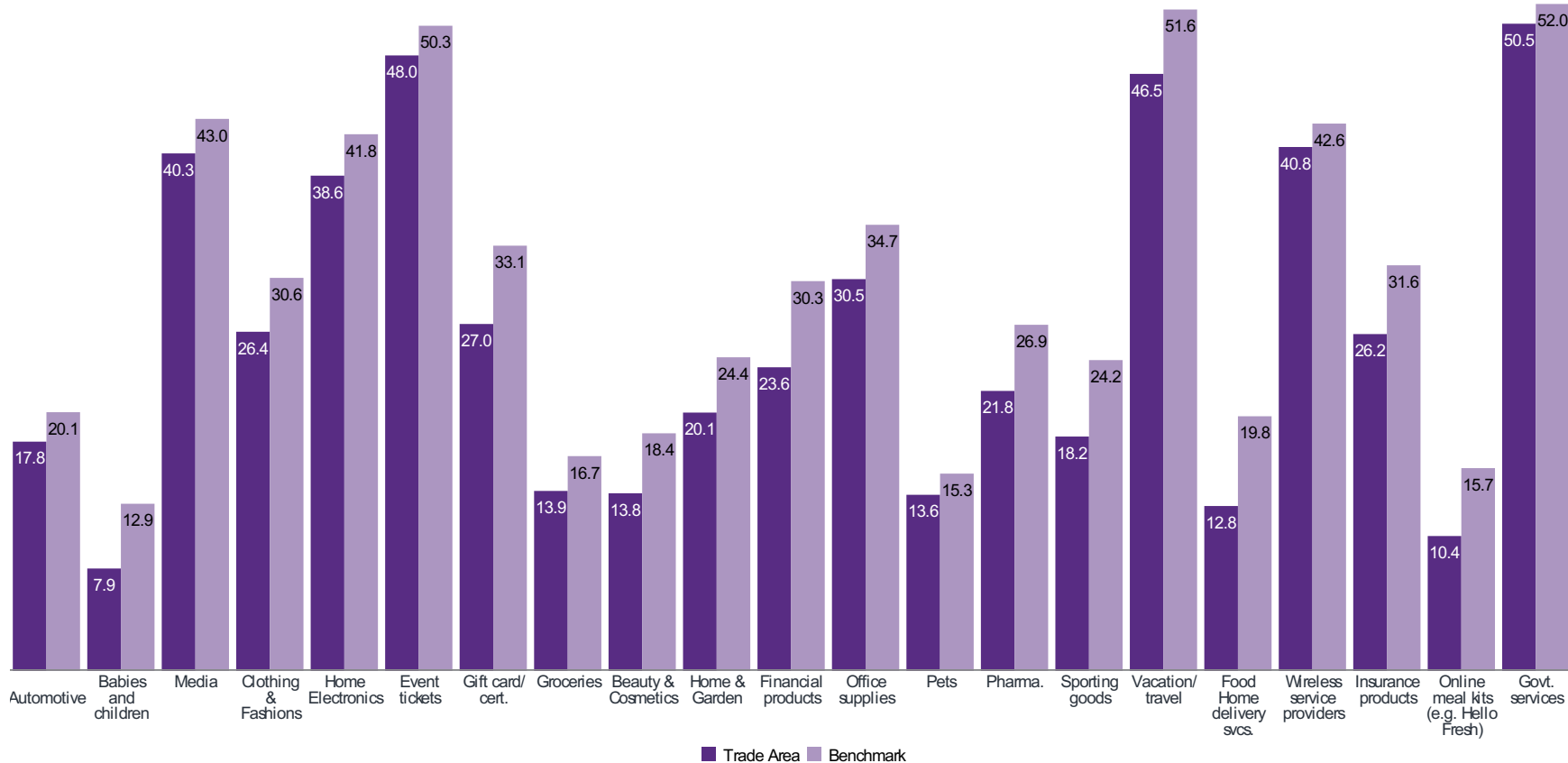
Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Purchase Preference by Category

Trade Area: Port Colborne - Downtown Port Colborne

Total Household Population 18+:6,416

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

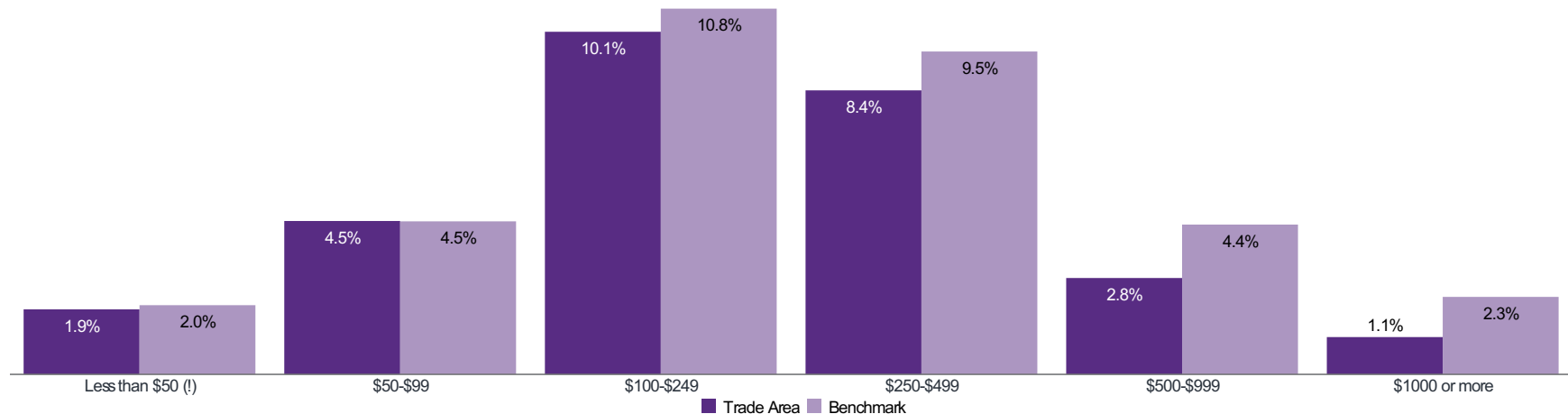
Trade Area: Port Colborne - Downtown Port Colborne

Total Household Population 18+: 6,416

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	29.5% Index:80	10.6% Index:86	2.3% Index:72
Purchase preference	80.6% Index:107	26.4% Index:86	7.5% Index:76	1.9% Index:72
Customer Service	68.7% Index:111	15.0% Index:84	3.8% Index:66	19.1% Index:88

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

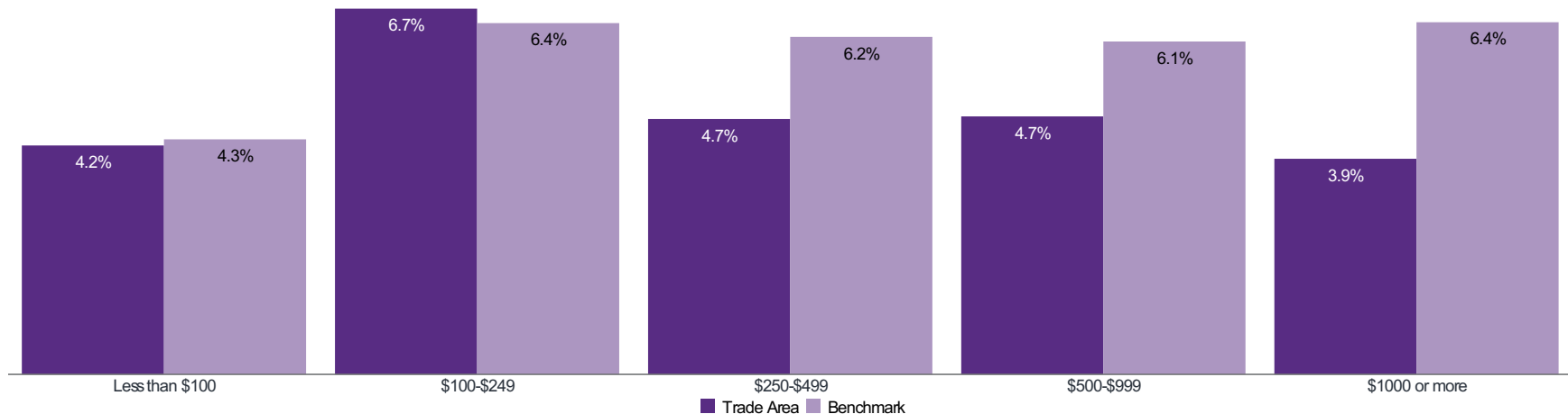
Trade Area: Port Colborne - Downtown Port Colborne

Total Household Population 18+: 6,416

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	56.1% Index: 112	50.9% Index: 93	13.2% Index: 85
Purchase preference	75.4% Index: 110	38.6% Index: 92	9.2% Index: 83	6.9% Index: 107
Customer Service	63.4% Index: 113	22.6% Index: 91	5.8% Index: 79	38.8% 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 | Gift Cards Deep Dive

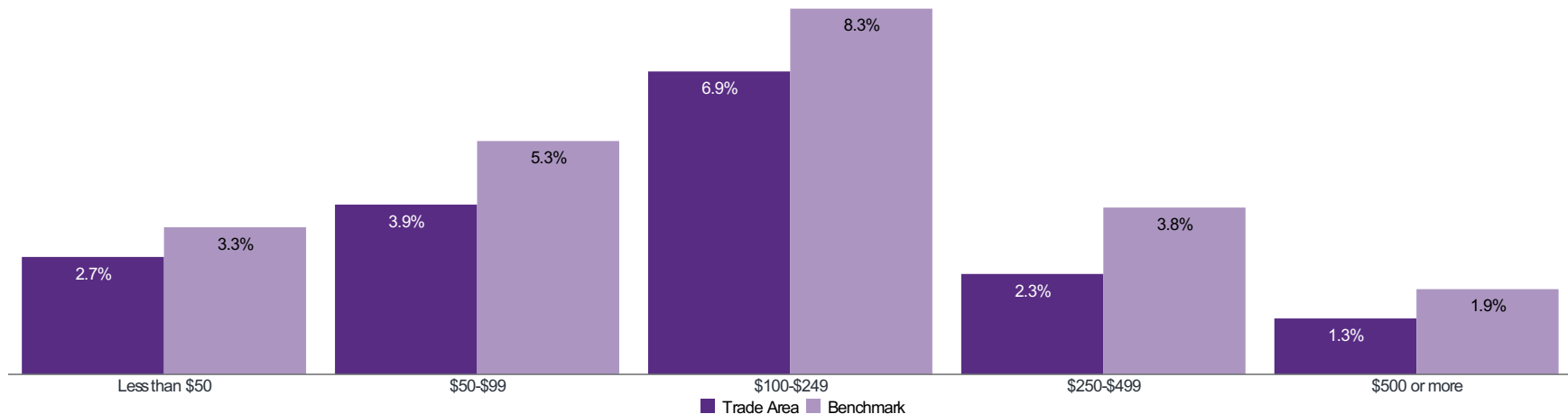
Trade Area: Port Colborne - Downtown Port Colborne

Total Household Population 18+: 6,416

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	56.5% Index: 119	28.6% Index: 81	7.8% Index: 71	2.9% Index: 83
Purchase preference	68.1% Index: 113	27.0% Index: 82	6.5% Index: 74	3.5% Index: 113
Customer Service	50.1% Index: 118	18.2% Index: 89	4.5% Index: 73	26.7% Index: 96

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

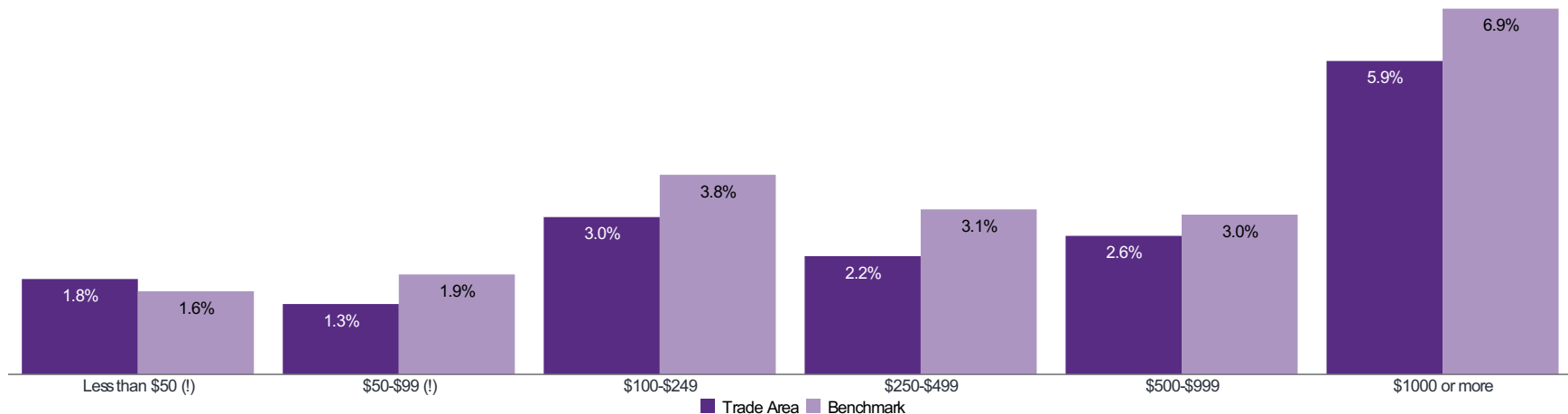
Trade Area: Port Colborne - Downtown Port Colborne

Total Household Population 18+: 6,416

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	76.5% Index:106	22.3% Index:90	9.1% Index:82	2.3% Index:86
Purchase preference	88.3% Index:106	13.9% Index:84	4.5% Index:72	2.0% Index:80
Customer Service	77.3% Index:111	8.4% Index:73	2.4% Index:60	16.4% Index:88

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

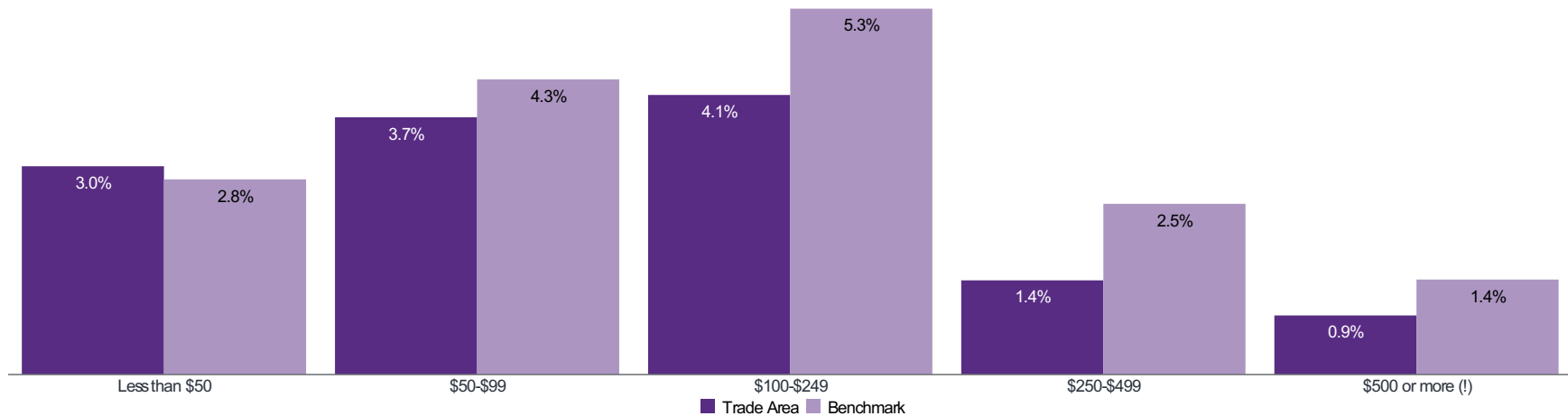
Trade Area: Port Colborne - Downtown Port Colborne

Total Household Population 18+: 6,416

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	36.4% Index:103	17.4% Index:79	5.6% Index:69	1.6% Index:56
Purchase preference	47.7% Index:103	13.8% Index:75	3.8% Index:59	1.7% Index:72
Customer Service	39.1% Index:108	9.4% Index:75	2.2% Index:52	12.1% Index:82

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

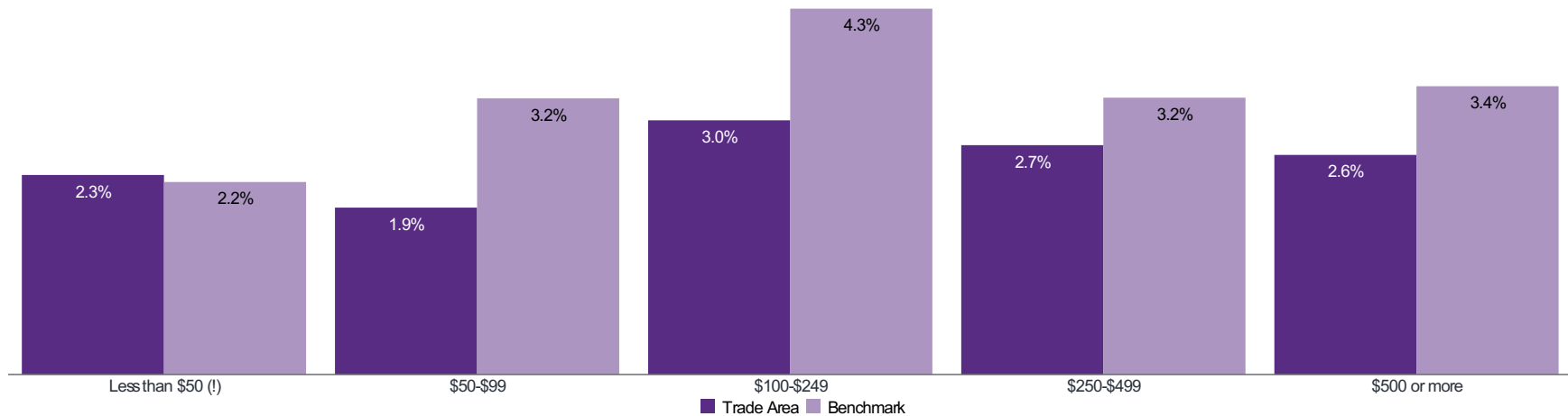
Trade Area: Port Colborne - Downtown Port Colborne

Total Household Population 18+: 6,416

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	53.1% Index:102	35.1% Index:93	9.1% Index:80	4.8% Index:83
Purchase preference	69.2% Index:101	20.1% Index:82	5.6% Index:80	2.9% Index:80
Customer Service	57.2% Index:106	13.4% Index:84	3.4% Index:71	20.2% Index:88

AMOUNT SPENT [PST 12 MTHS]



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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Sporting Goods Deep Dive

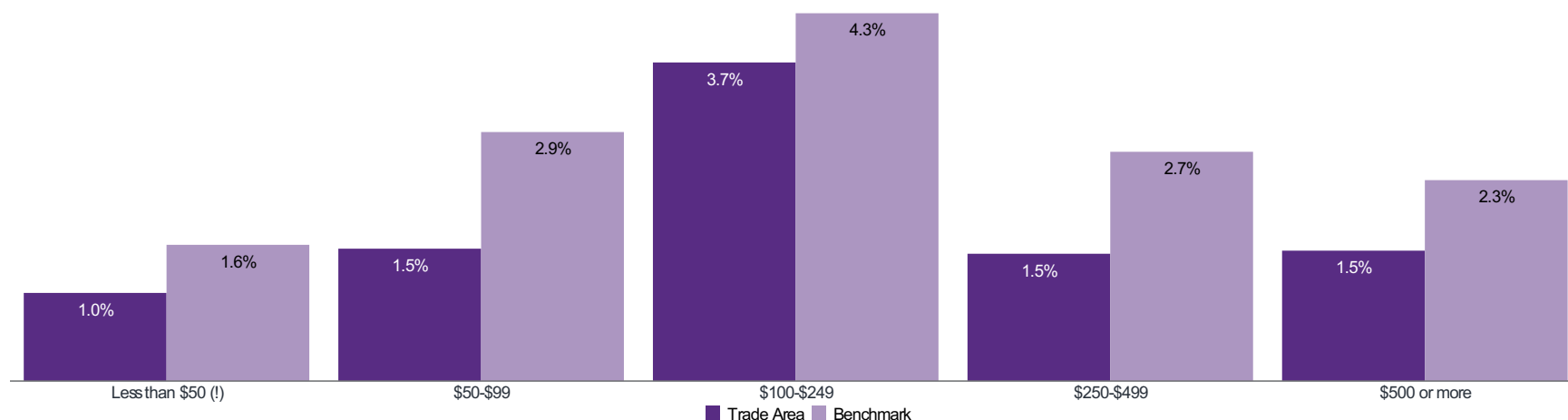
Trade Area: Port Colborne - Downtown Port Colborne

Total Household Population 18+: 6,416

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	38.9% Index:100	25.8% Index:80	7.6% Index:72	3.0% Index:77
Purchase preference	51.1% Index:98	18.2% Index:75	5.8% Index:77	2.5% Index:82
Customer Service	41.9% Index:100	11.5% Index:76	3.3% Index:64	17.6% Index:86

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

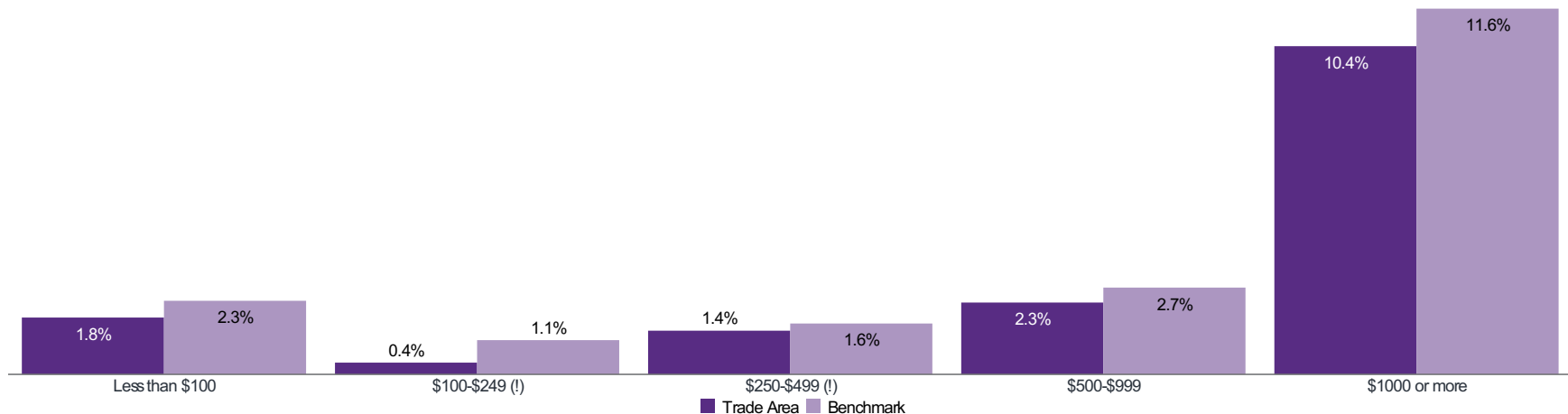
Trade Area: Port Colborne - Downtown Port Colborne

Total Household Population 18+: 6,416

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	21.9% Index:106	52.4% Index:90	10.8% Index:72	15.4% Index:96
Purchase preference	30.8% Index:107	46.5% Index:90	5.6% Index:80	17.2% Index:96
Customer Service	33.2% Index:114	24.7% Index:90	4.0% Index:57	41.7% 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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Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: Port Colborne - Downtown Port Colborne

Households: 3,779

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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Trade Area: Port Colborne - Downtown Port Colborne

Households: 3,779

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



55.3%
Index: 93

Organized layout makes it easy to shop



42.0%
Index: 101

Staff are friendly and knowledgeable



40.4%
Index: 120

Easy to get in and get out quickly



40.2%
Index: 94

Short checkout lines/fast checkout



33.5%
Index: 94

Has extended hours



22.2%
Index: 81

I like the store ambiance



19.5%
Index: 98

Has self-checkout



9.2%
Index: 67

Offers an online shopping option (!)



5.8%
Index: 66

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: Port Colborne - Downtown Port Colborne

Households: 3,779

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



66.0%
Index: 98

Discover good value when shopping



63.7%
Index: 96

Store has the lowest prices overall



58.2%
Index: 100

Store has a customer loyalty card program



49.9%
Index: 100

Has loyalty prog. app and offers pers. promos



30.4%
Index: 104

I'm loyal to their store brands



23.8%
Index: 104

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	41.8	40.2	0.1 104
Leave the store and buy it elsewhere	28.1	30.9	0.1 91
Purchase another brand	18.7	21.2	0.1 88
Purchase another size or variety of the same brand (!)	11.5	7.7	0.1 148

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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Main Street Visitors

**2019 Port Colborne - Downtown Port Colborne 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%	85,285	100%	0.44%	100	123,355	100%	0.64%	100	65,000	100%	0.34%	100	60,020	100%	0.31%	100	148,330	100%	0.77%	100
3526032	Welland, ON (CY)	47,953	0.25%	14,737	17.28%	30.73%	6956	18,179	14.74%	37.91%	5932	12,055	18.55%	25.14%	7465	10,732	17.88%	22.38%	7198	22,023	14.85%	45.93%	5977
3526011	Port Colborne, ON (CY)	16,492	0.09%	15,579	18.27%	94.47%	21381	15,836	12.84%	96.02%	15026	14,492	22.29%	87.87%	26094	14,531	24.21%	88.11%	28337	16,170	10.90%	98.05%	12759
3526053	St. Catharines, ON (CY)	118,411	0.61%	7,105	8.33%	6.00%	1358	12,047	9.77%	10.17%	1592	4,997	7.69%	4.22%	1253	4,173	6.95%	3.52%	1134	14,625	9.86%	12.35%	1607
3526043	Niagara Falls, ON (CY)	79,204	0.41%	5,346	6.27%	6.75%	1528	11,402	9.24%	14.40%	2253	4,628	7.12%	5.84%	1735	3,682	6.13%	4.65%	1495	13,135	8.86%	16.58%	2158
3526003	Fort Erie, ON (T)	28,126	0.15%	8,067	9.46%	28.68%	6492	9,786	7.93%	34.79%	5444	5,398	8.30%	19.19%	5699	5,602	9.33%	19.92%	6405	11,380	7.67%	40.46%	5265
3525005	Hamilton, ON (C)	483,265	2.50%	4,050	4.75%	0.84%	190	7,484	6.07%	1.55%	242	2,759	4.24%	0.57%	170	2,486	4.14%	0.51%	165	9,832	6.63%	2.03%	265
3520005	Toronto, ON (C)	2,568,898	13.31%	2,591	3.04%	0.10%	23	4,533	3.67%	0.18%	28	1,872	2.88%	0.07%	22	1,061	1.77%	0.04%	13	6,081	4.10%	0.24%	31
3526028	Pelham, ON (T)	15,240	0.08%	3,577	4.19%	23.47%	5313	4,837	3.92%	31.74%	4966	1,692	2.60%	11.10%	3297	1,769	2.95%	11.61%	3733	5,049	3.40%	33.13%	4311
3528018	Haldimand County, ON (CY)	41,702	0.22%	2,130	2.50%	5.11%	1156	3,366	2.73%	8.07%	1263	1,666	2.56%	3.99%	1186	1,702	2.84%	4.08%	1313	4,104	2.77%	9.84%	1281
3526037	Thorold, ON (CY)	17,927	0.09%	2,341	2.74%	13.06%	2955	3,160	2.56%	17.63%	2759	1,523	2.34%	8.50%	2523	1,293	2.15%	7.21%	2320	3,891	2.62%	21.70%	2825

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2019 Port Colborne - Downtown Port Colborne 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
6,657	5,824	87.5	5,912	88.8	5,614	84.3	5,627	84.5	6,188	93.0

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

Year	Total Visitors In Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	151,276	6,188	4.1	145,088	95.9

**2020 Port Colborne - Downtown Port Colborne 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%	63,174	100%	0.33%	100	85,633	100%	0.44%	100	58,558	100%	0.30%	100	57,357	100%	0.30%	100	120,147	100%	0.62%	100
3526032	Welland, ON (CY)	47,953	0.25%	11,139	17.63%	23.23%	7098	11,878	13.87%	24.77%	5583	9,472	16.18%	19.75%	6511	9,988	17.41%	20.83%	7009	17,778	14.80%	37.07%	5956
3526011	Port Colborne, ON (CY)	16,492	0.09%	14,266	22.58%	86.50%	26431	13,483	15.74%	81.75%	18428	13,573	23.18%	82.30%	27128	12,880	22.46%	78.10%	26283	14,351	11.94%	87.02%	13980
3526043	Niagara Falls, ON (CY)	79,204	0.41%	5,007	7.93%	6.32%	1932	6,404	7.48%	8.09%	1823	4,861	8.30%	6.14%	2023	4,252	7.41%	5.37%	1807	10,676	8.89%	13.48%	2165
3526053	St. Catharines, ON (CY)	118,411	0.61%	4,510	7.14%	3.81%	1164	6,234	7.28%	5.26%	1187	4,717	8.06%	3.98%	1313	4,297	7.49%	3.63%	1221	10,409	8.66%	8.79%	1412
3526003	Fort Erie, ON (T)	28,126	0.15%	6,101	9.66%	21.69%	6628	6,624	7.74%	23.55%	5309	5,982	10.22%	21.27%	7011	5,448	9.50%	19.37%	6519	9,916	8.25%	35.26%	5664
3525005	Hamilton, ON (C)	483,265	2.50%	2,835	4.49%	0.59%	179	4,576	5.34%	0.95%	213	2,243	3.83%	0.46%	153	2,084	3.63%	0.43%	145	6,747	5.62%	1.40%	224
3520005	Toronto, ON (C)	2,568,898	13.31%	1,856	2.94%	0.07%	22	4,971	5.81%	0.19%	44	1,912	3.27%	0.07%	25	1,150	2.01%	0.04%	15	6,357	5.29%	0.25%	40
3526014	Wainfleet, ON (TP)	5,165	0.03%	3,151	4.99%	61.00%	18639	3,385	3.95%	65.54%	14773	2,994	5.11%	57.97%	19107	3,224	5.62%	62.43%	21008	4,214	3.51%	81.59%	13108
3528018	Haldimand County, ON (CY)	41,702	0.22%	1,402	2.22%	3.36%	1027	2,592	3.03%	6.21%	1401	1,675	2.86%	4.02%	1324	2,359	4.11%	5.66%	1904	3,879	3.23%	9.30%	1495
3526028	Peiham, ON (T)	15,240	0.08%	1,779	2.82%	11.68%	3568	2,427	2.83%	15.93%	3590	1,223	2.09%	8.02%	2645	1,855	3.23%	12.17%	4097	3,250	2.70%	21.32%	3426

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2020 Port Colborne - Downtown Port Colborne 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
6,657	6,122	92.0	5,452	81.9	5,895	88.5	5,440	81.7	5,904	88.7

**2020 Port Colborne - Downtown Port Colborne 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	121,127	5,904	4.9	115,223	95.1

**2021 Port Colborne - Downtown Port Colborne 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%	52,675	100%	0.27%	100	94,622	100%	0.49%	100	57,473	100%	0.30%	100	57,795	100%	0.30%	100	125,511	100%	0.65%	100
3526032	Wellsand, ON (CY)	47,953	0.25%	8,965	17.02%	18.70%	6851	13,829	14.61%	28.84%	5883	10,014	17.42%	20.88%	7013	9,902	17.13%	20.65%	6896	18,122	14.44%	37.79%	5812
3526011	Port Colborne, ON (CY)	16,492	0.09%	9,876	18.75%	59.88%	21944	9,529	10.07%	57.78%	11787	9,444	16.43%	57.26%	19232	12,795	22.14%	77.58%	25912	11,283	8.99%	68.41%	10522
3526043	Niagara Falls, ON (CY)	79,204	0.41%	3,872	7.35%	4.89%	1791	7,959	8.41%	10.05%	2050	3,253	5.66%	4.11%	1379	4,133	7.15%	5.22%	1743	10,209	8.13%	12.89%	1982
3526053	St. Catharines, ON (CY)	118,411	0.61%	4,412	8.38%	3.73%	1365	6,719	7.10%	5.67%	1158	4,749	8.26%	4.01%	1347	3,397	5.88%	2.87%	958	10,202	8.13%	8.62%	1325
3526003	Fort Erie, ON (T)	28,126	0.15%	5,353	10.16%	19.03%	6974	6,236	6.59%	22.17%	4523	5,397	9.39%	19.19%	6444	6,883	11.91%	24.47%	8174	8,826	7.03%	31.38%	4826
3520005	Toronto, ON (C)	2,568,898	13.31%	2,705	5.14%	0.11%	39	5,923	6.26%	0.23%	47	1,490	2.59%	0.06%	19	1,187	2.05%	0.05%	15	8,115	6.47%	0.32%	49
3525005	Hamilton, ON (C)	483,265	2.50%	2,341	4.44%	0.48%	178	4,564	4.82%	0.94%	193	1,868	3.25%	0.39%	130	2,132	3.69%	0.44%	147	6,896	5.49%	1.43%	219
3526014	Wainfleet, ON (TP)	5,165	0.03%	2,910	5.53%	56.35%	20649	3,855	4.07%	74.64%	15227	3,496	6.08%	67.68%	22731	3,851	6.66%	74.56%	24902	4,120	3.28%	79.76%	12267
3521005	Mississauga, ON (CY)	642,951	3.33%	1,012	1.92%	0.16%	58	3,363	3.55%	0.52%	107	982	1.71%	0.15%	51	992	1.72%	0.15%	52	3,817	3.04%	0.59%	91
3521010	Brampton, ON (CY)	596,084	3.09%	637	1.21%	0.11%	39	2,768	2.93%	0.46%	95	636	1.11%	0.11%	36	333	0.58%	0.06%	19	3,392	2.70%	0.57%	88

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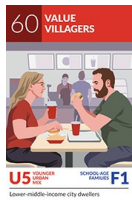
**2021 Port Colborne - Downtown Port Colborne Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area**

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
6,657	4,800	72.1	4,167	62.6	4,388	65.9	6,065	91.1	5,107	76.7

**2021 Port Colborne - Downtown Port Colborne 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	127,133	5,107	4.0	122,026	96.0

Top 5 segments represent **30.9%** of customers in Southern Ontario



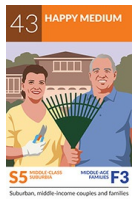
Rank: 1
 Customers: 8,376
 Customers %: 7.44
 % in Benchmark: 2.39
 Index: 312

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: 2
 Customers: 7,277
 Customers %: 6.47
 % in Benchmark: 4.63
 Index: 140

Mid-City Mellow epitomizes a traditional view of the Canadian Dream: owning a home in an attractive setting while building a comfortable nest egg. In this segment, nearly 90 percent of members own single-detached houses, which typically were built between 1960 and 1990. These older and mature households enjoy upper-middle incomes and well-established neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Mid-City Mellow is a mixed group, a collection of both older couples and middle-aged families raising older children. Few segments have a lower five-year mobility rate. Most households contain third-plus-generation Canadians, though there's an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, Portuguese, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of white collar, blue collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy sporting events such as horse racing, hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours as they believe that other cultures have a great deal to teach us (Culture Sampling).



Rank: 3
 Customers: 6,699
 Customers %: 5.95
 % in Benchmark: 2.51
 Index: 237

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: 6,561
 Customers %: 5.83
 % in Benchmark: 4.68
 Index: 125

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: 5,895
 Customers %: 5.24
 % in Benchmark: 2.91
 Index: 180

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.

Benchmark: Southern Ontario

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