

Community Profile: Port Colborne – Main Street BIA

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

The logo for Environics Analytics is displayed within a solid purple rectangular box. The word "ENVIRONICS" is written in a large, bold, white, sans-serif font. Below it, the word "ANALYTICS" is written in a smaller, white, sans-serif font.

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ANALYTICS

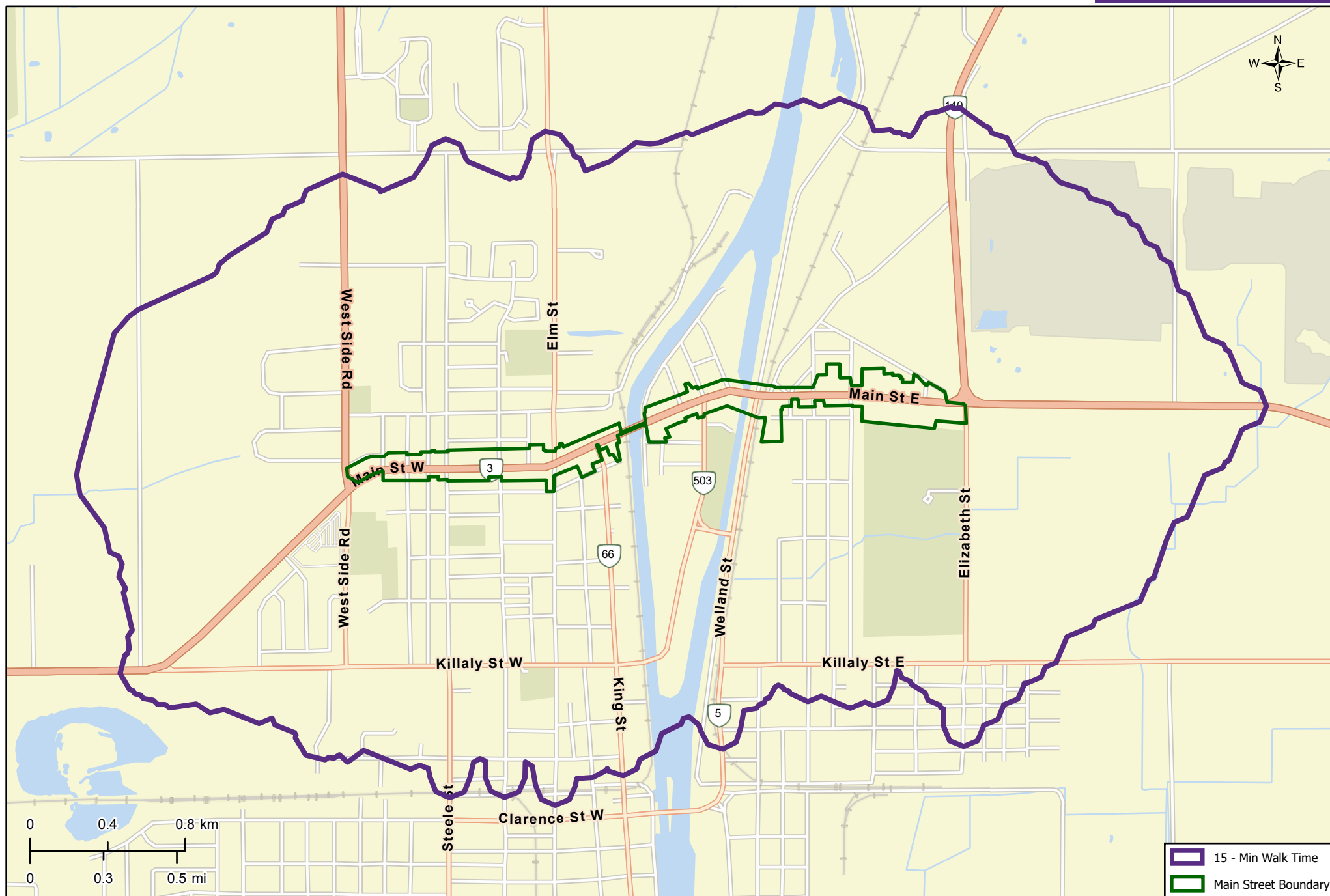
Confidential

Date: February 24, 2022

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



2022-01-12 12:52 PM

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Port Colborne - Main Street BIA

POPULATION

8,390

HOUSEHOLDS

3,785

MEDIAN MAINTAINER AGE

60

Index: 111

MARITAL STATUS



52.4%

Index: 90

Married/Common-Law

FAMILY STATUS*

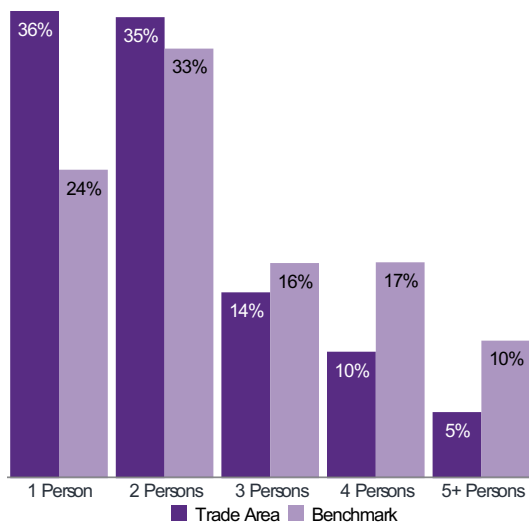


20.7%

Index: 131

Total Lone-Parent Families

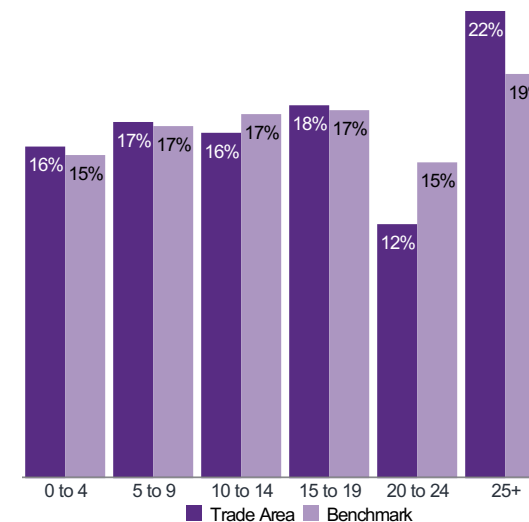
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	358	4.3	84
5 to 9	366	4.4	81
10 to 14	373	4.4	78
15 to 19	391	4.7	79
20 to 24	443	5.3	79
25 to 29	501	6.0	85
30 to 34	457	5.4	82
35 to 39	439	5.2	81
40 to 44	436	5.2	84
45 to 49	476	5.7	90
50 to 54	534	6.4	97
55 to 59	634	7.6	104
60 to 64	659	7.9	117
65 to 69	600	7.2	126
70 to 74	549	6.5	137
75 to 79	415	4.9	150
80 to 84	295	3.5	161
85+	466	5.6	251

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

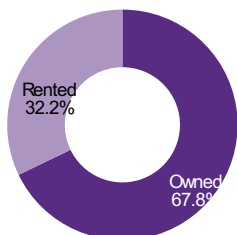
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Port Colborne - Main Street BIA

Population: 8,390 | Households: 3,785

TENURE



STRUCTURE TYPE



Houses

69.8%

Index: 90



Apartments

28.3%

Index: 128

AGE OF HOUSING*

60+ Years Old

% Comp: 53.1 Index: 257

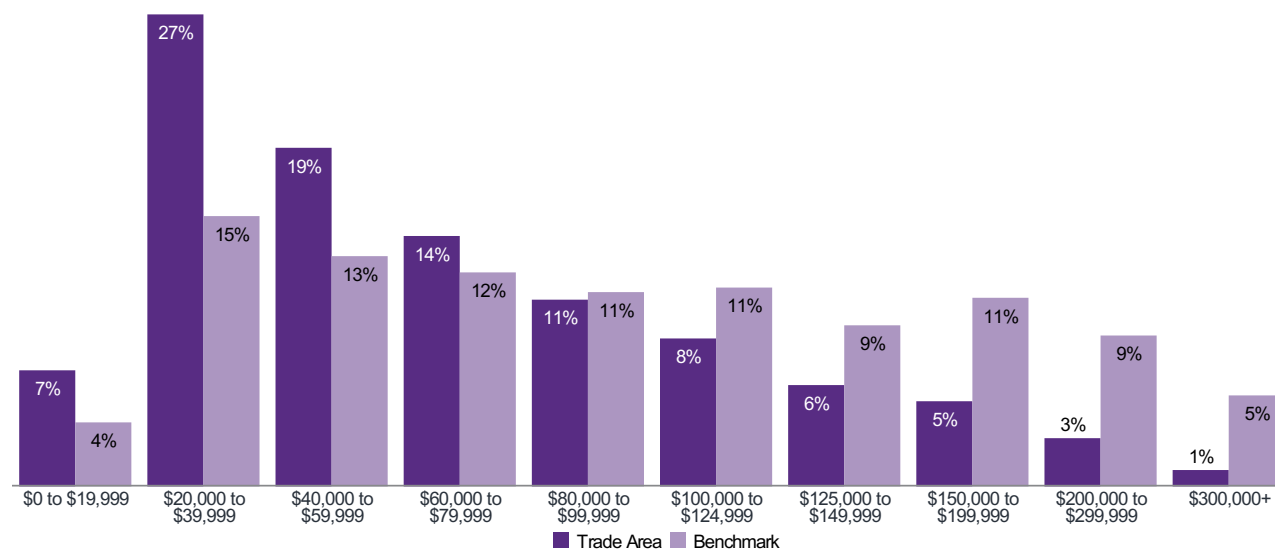
AVERAGE HOUSEHOLD INCOME



\$72,484

Index: 63

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Port Colborne - Main Street BIA

Population: 8,390 | Households: 3,785

EDUCATION



7.8%

Index: 29

University Degree

LABOUR FORCE PARTICIPATION



54.2%

Index: 83

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



31.9%

Index: 88

Travel to work by Car (as Driver)

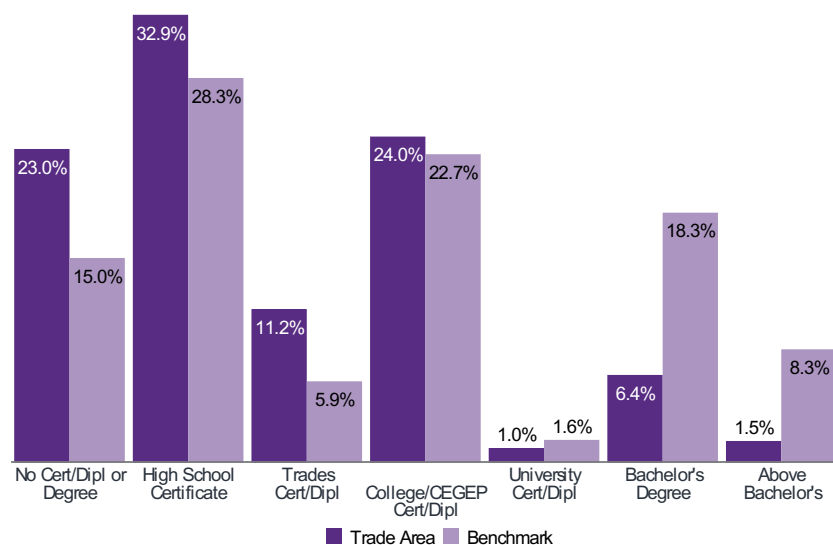


2.4%

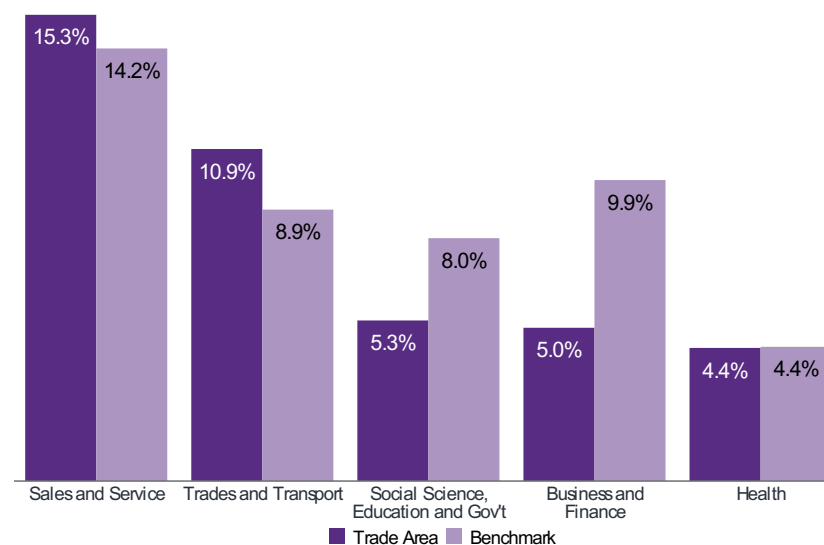
Index: 79

Travel to work by Car (as Passenger)

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



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*Ranked by percent composition

Index Colours: <80 80 - 110 110+

Demographics | Diversity

ENVIRONICS
ANALYTICS

Trade Area: Port Colborne - Main Street BIA

Population: 8,390 | Households: 3,785

ABORIGINAL IDENTITY



5.0%

Index: 213

VISIBLE MINORITY PRESENCE



2.3%

Index: 8

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



0.6%

Index: 28

No knowledge of English or French

IMMIGRATION



11.1%

Index: 42

Born outside Canada

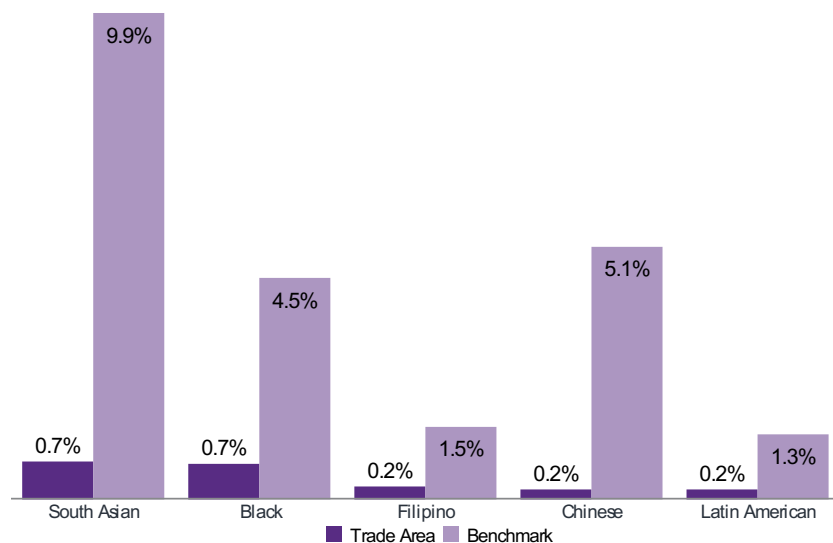
PERIOD OF IMMIGRATION*

Before 2001

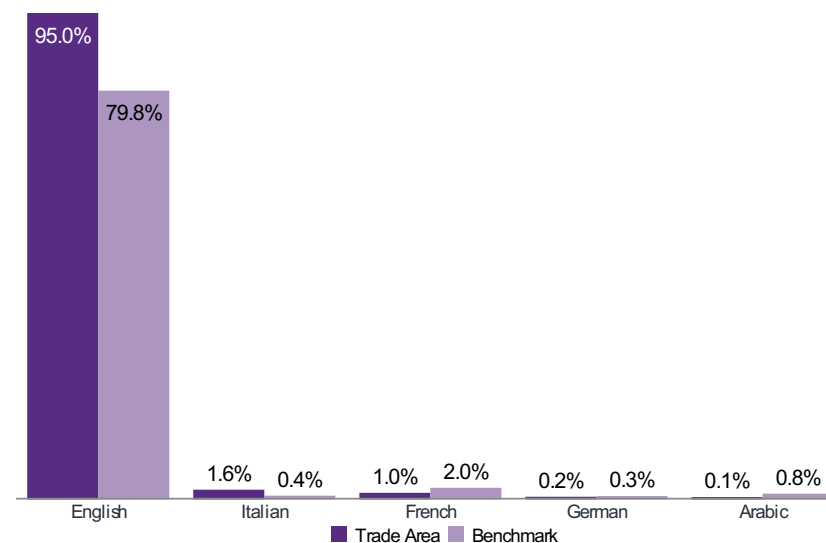
10.6%

Index: 76

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

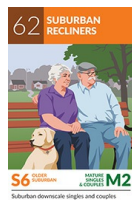
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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

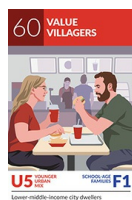
Index Colours: <80 80 - 110 110+

Top 5 segments represent **68.7%** of households in Port Colborne - Main Street BIA



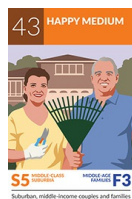
Rank: 1
Hhlds: 740
Hhld %: 19.54
% in Benchmark: 2.12
Index: 921

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: 600
Hhld %: 15.85
% in Benchmark: 2.72
Index: 582

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: 3
Hhlds: 561
Hhld %: 14.81
% in Benchmark: 2.60
Index: 569

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



Rank: 4
Hhlds: 371
Hhld %: 9.80
% in Benchmark: 2.38
Index: 412

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.



Rank: 5
Hhlds: 329
Hhld %: 8.69
% in Benchmark: 1.94
Index: 449

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.

Psychographics | SocialValues Overview

Trade Area: Port Colborne - Main Street BIA



Strong Values

Values	Index
Obedience to Authority	129
Utilitarian Consumerism	125
Parochialism	124
Fulfilment Through Work	123
Attraction to Nature	121
Confidence in Small Business	120
Ethical Consumerism	118
Aversion to Complexity	116
Need for Escape	114
Financial Concern Regarding the Future	113



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.

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.

Parochialism

Considering oneself a "citizen of one's community and country" first and foremost, over a "citizen of the world". Tendency toward ethnocentricity, feeling affinity to people mainly in one's in-group or country.



Weak Values

Values	Index
Ostentatious Consumption	71
Attraction For Crowds	72
Need for Status Recognition	73
Status via Home	73
Pursuit of Novelty	75
Enthusiasm for Technology	76
Importance of Aesthetics	77
Financial Security	78
Penchant for Risk	78
Vitality	78



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.

Attraction For Crowds

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

Need for Status Recognition

Desire to be held in esteem and respect by others, and to express one's social standing or aspired status, through a display of fine manners, good taste, style or "chic".

Benchmark: Ontario

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

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: Port Colborne - Main Street BIA

WealthScapes Households: 3,774

INCOME*

Household Income

\$ 73,257

Index: **63**

Household Disposable Income

\$ 61,736

Index: **68**

Household Discretionary Income

\$ 43,118

Index: **67**

Annual RRSP Contributions

\$ 1,394

Index: **39**

WEALTH*



Net Worth

% Holders

99.7% Index: **100**

Balance

\$350,756

Index: **48**

ASSETS*



Savings

% Holders

94.8% Index: **100**

Balance

\$46,614

Index: **61**



Investments

% Holders

53.8% Index: **90**

Balance

\$203,100

Index: **60**



Unlisted Shares

% Holders

9.8% Index: **79**

Balance

\$129,956

Index: **41**



Real Estate

% Holders

70.1% Index: **92**

Balance

\$366,537

Index: **49**



Liquid Assets

% Holders

97.6% Index: **100**

Balance

\$186,417

Index: **56**

DEBT*



Consumer Debt

% Holders

89.5% Index: **98**

Balance

\$46,807

Index: **71**



Mortgage Debt

% Holders

40.8% Index: **88**

Balance

\$147,163

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+

Trade Area: Port Colborne - Main Street BIA

WealthScapes Households: 3,774

FINANCIAL RATIOS*



Debt: Asset

0.23

Index: 106



Debt: Liquid Assets

0.56

Index: 92



Consumer Debt - Discr. Income

0.97

Index: 104



Savings - Investments

0.66

Index: 110



Pension - Non-Pension Assets

0.35

Index: 161



Real Estate Assets - Liq. Assets

1.41

Index: 80



Mortgage - Real Estate Assets

0.23

Index: 96



Mortgage - Consumer Debt

1.43

Index: 62

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Port Colborne - Main Street BIA

Households: 3,785

Total Aggregate Current Consumption: \$203,068,572

Average Current Consumption

\$53,651

Index 66

Average Household Income










\$72,394

Index 63

Average Disposable Income

\$60,675

Index 68

 <p>Shelter</p> <p>Avg. Dollars/Household \$13,429 Index 64</p> <p>Pct. of Total Expenditure 25.0% Index 97</p>	 <p>Food</p> <p>Avg. Dollars/Household \$9,654 Index 75</p> <p>Pct. of Total Expenditure 18.0% Index 115</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$8,974 Index 65</p> <p>Pct. of Total Expenditure 16.7% Index 99</p>
 <p>Health Care</p> <p>Avg. Dollars/Household \$3,811 Index 70</p> <p>Pct. of Total Expenditure 7.1% Index 106</p>	 <p>Household Operation</p> <p>Avg. Dollars/Household \$3,802 Index 66</p> <p>Pct. of Total Expenditure 7.1% Index 101</p>	 <p>Recreation</p> <p>Avg. Dollars/Household \$2,928 Index 61</p> <p>Pct. of Total Expenditure 5.5% Index 93</p>
 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$2,461 Index 69</p> <p>Pct. of Total Expenditure 4.6% Index 105</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$2,308 Index 58</p> <p>Pct. of Total Expenditure 4.3% Index 88</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$2,049 Index 62</p> <p>Pct. of Total Expenditure 3.8% Index 94</p>

Benchmark: Southern Ontario

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Displaying the top nine HouseholdSpend categories ranked by percent of total expenditure.
Benchmark used for Index calculations.

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









ENVIRONICS
ANALYTICS

Trade Area: Port Colborne - Main Street BIA

Households: 3,785

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
\$72,394	\$9,654	\$2,745	\$6,909
Index 63	Index 75	Index 68	Index 79

Total Aggregate Food Expenditure: \$ 36,541,296

 Bakery Avg. Dollars/Household \$734 Index 84 Pct. of Total Expenditure 10.6% Index 107	 Cereal Products Avg. Dollars/Household \$418 Index 82 Pct. of Total Expenditure 6.0% Index 104	 Fruit and nuts Avg. Dollars/Household \$836 Index 76 Pct. of Total Expenditure 12.1% Index 97
 Vegetables Avg. Dollars/Household \$693 Index 75 Pct. of Total Expenditure 10.0% Index 95	 Dairy products & Eggs Avg. Dollars/Household \$1,052 Index 82 Pct. of Total Expenditure 15.2% Index 104	 Meat Avg. Dollars/Household \$1,274 Index 81 Pct. of Total Expenditure 18.4% Index 103
 Fish & Seafood Avg. Dollars/Household \$191 Index 65 Pct. of Total Expenditure 2.8% Index 82	 Beverages & Other Food Avg. Dollars/Household \$1,713 Index 78 Pct. of Total Expenditure 24.8% Index 98	

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

Trade Area: Port Colborne - Main Street BIA

Household Population 14+: 7,171

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	8.8	11.0	80
Going to restaurants, bars or night clubs	52.6	55.1	95
Having physical Contact with family and friends	59.6	57.7	103
Participating in group activities	36.9	38.7	95
Partying	11.0	15.8	70
Seeing family and friends in person	64.3	62.8	102
Entertainment			
Attending events, festivals or concerts	39.5	42.9	92
Attending sports events (excludes professional sports)	15.7	18.2	86
Attending to professional sports events or games	21.1	25.4	83
Going to the movies	40.9	45.7	90
Movement & Travel			
Driving more	16.2	16.1	101
Shopping in-store	42.0	42.9	98
Spending time outdoors	30.3	32.5	93
Travelling outside of Canada/ abroad	46.5	53.2	87
Travelling within Canada	47.9	49.9	96
Using public transit	7.7	13.7	56
Personal			
Getting back to old habits	35.1	36.2	97
Going to a salon, barber shop or spa	32.5	33.7	96
Going to the gym	17.5	22.6	77
Education/Work			
Children going back to school	18.0	20.3	89
Going back to work	13.1	17.6	74
Other			
Not Stated	0.3	0.6	56

Benchmark: Southern Ontario

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(Base used for Index calculations)

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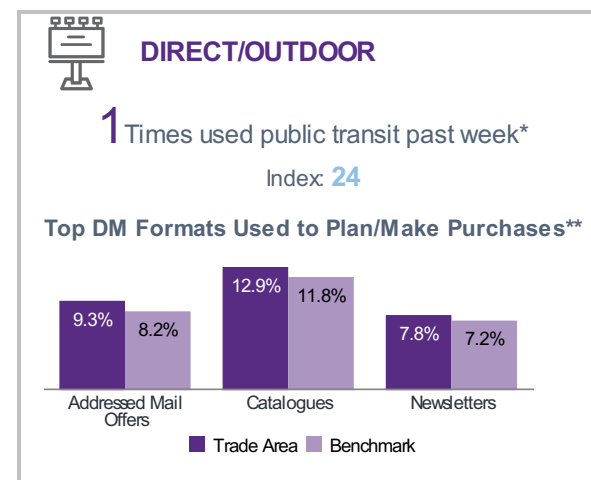
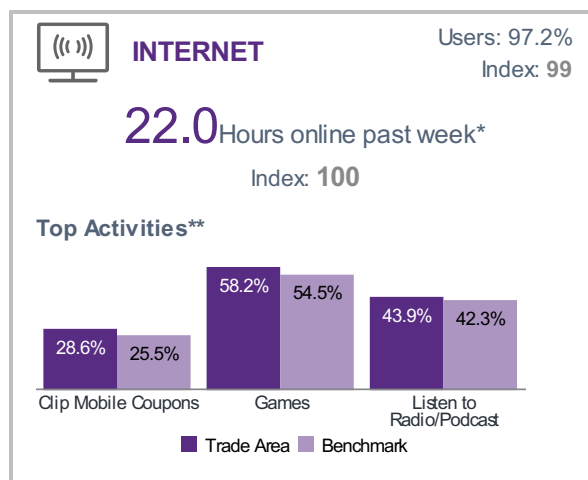
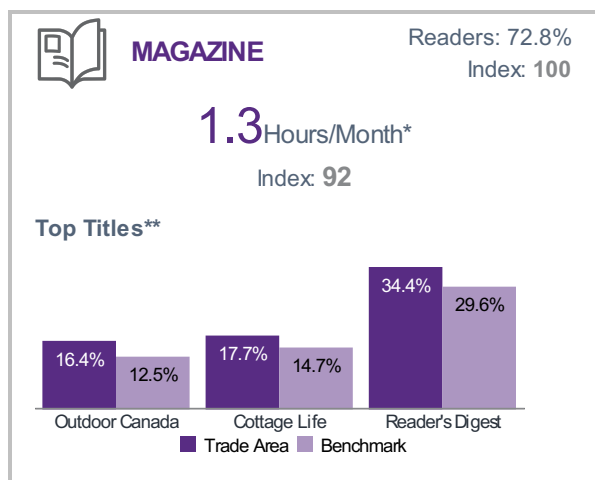
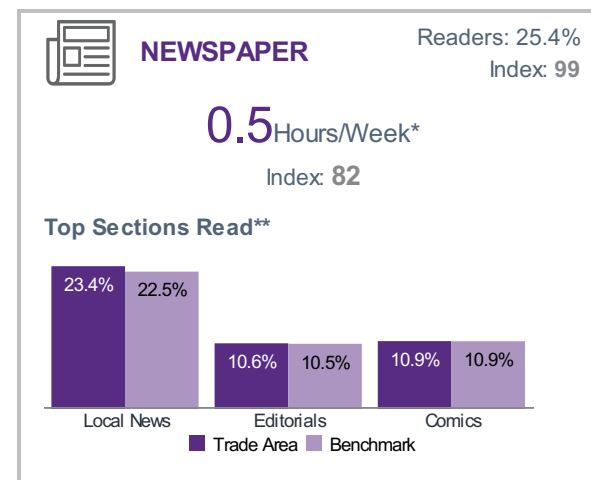
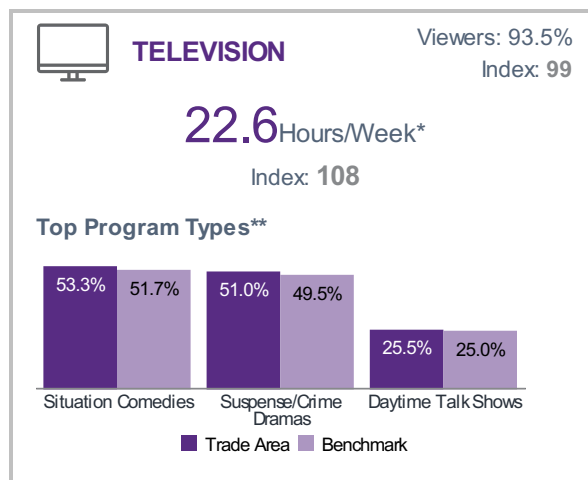
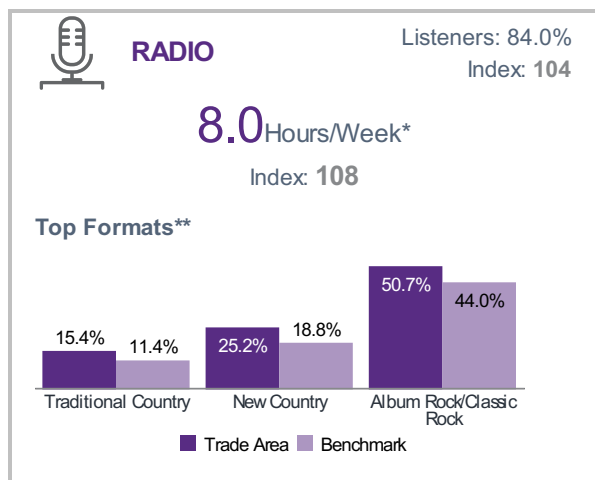
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Port Colborne - Main Street BIA

Household Population 14+: 7,171



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

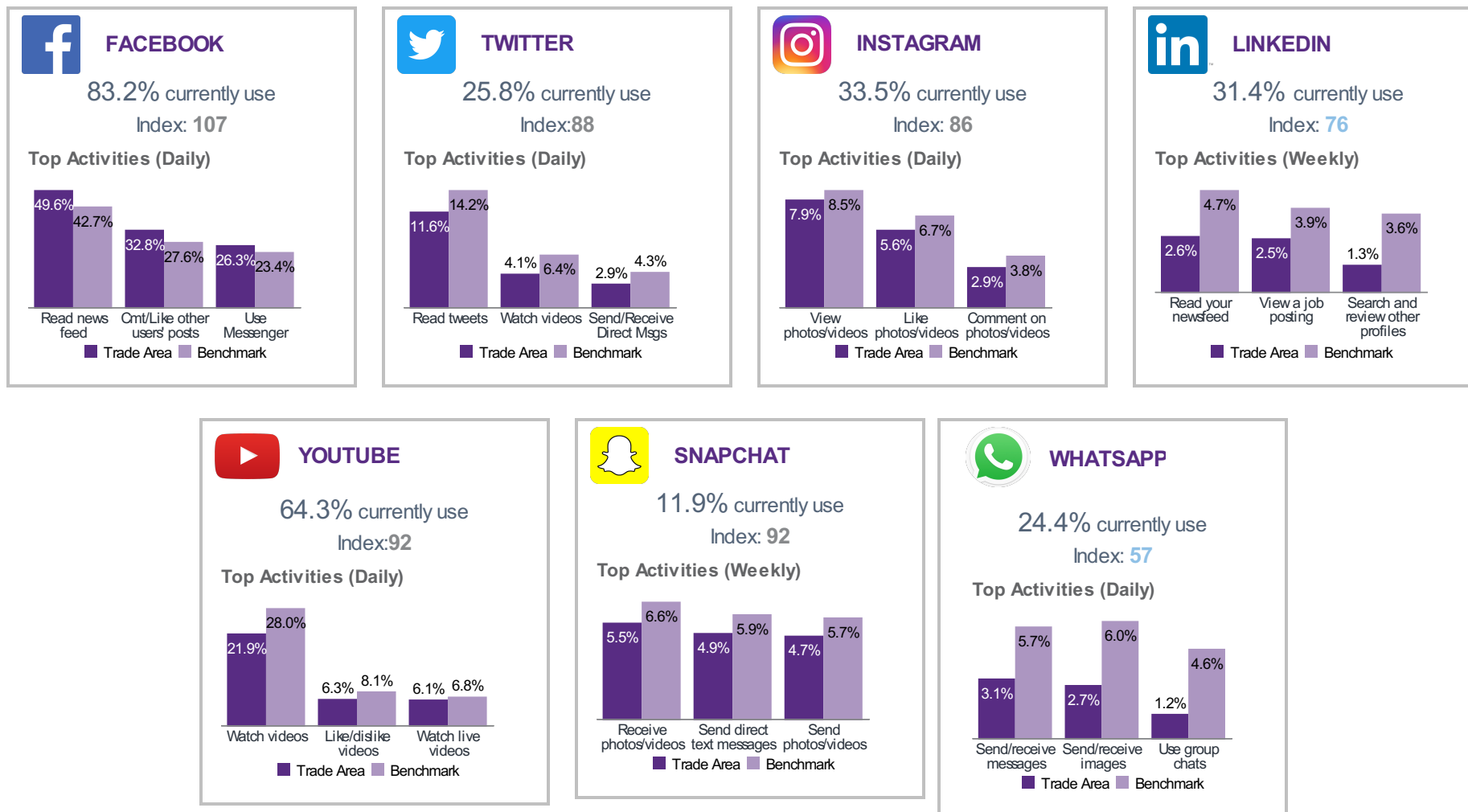
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Port Colborne - Main Street BIA

Household Population 18+: 6,866



Benchmark: Southern Ontario

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

Chosen and ranked by percent composition

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

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

ENVIRONICS
ANALYTICS

Trade Area: Port Colborne - Main Street BIA

Household Population 18+: 6,866

FRIENDS IN ALL SM NETWORKS



38.0%

Index: 107

0-49 friends

FREQUENCY OF USE (DAILY)



62.7%

Index: 112

Facebook

BRAND INTERACTION



36.1%

Index: 105

Like brand on Facebook

NO. OF BRANDS INTERACTED

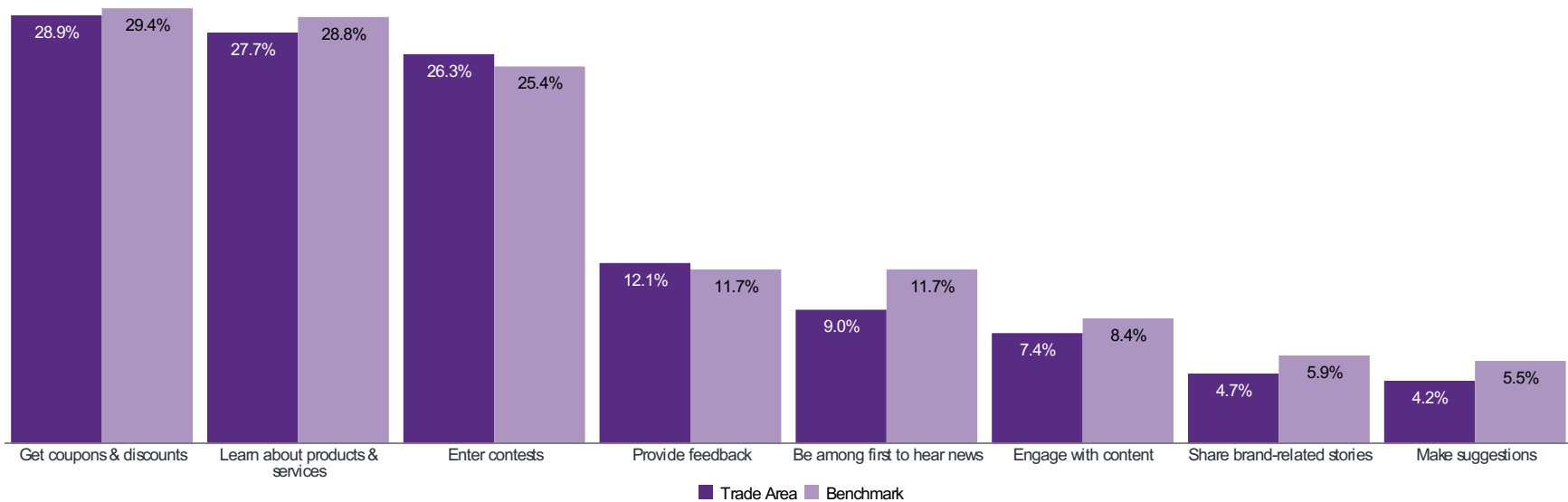


30.6%

Index: 100

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Port Colborne - Main Street BIA

Total Household Population 18+: 6,866



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

% Comp 91.6 Index 104



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

% Comp 42.6 Index 88



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

% Comp 87.1 Index 103



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

% Comp 35.9 Index 87



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

% Comp 51.5 Index 91



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

% Comp 25.1 Index 83

Benchmark: Southern Ontario

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Ranked by percent composition.

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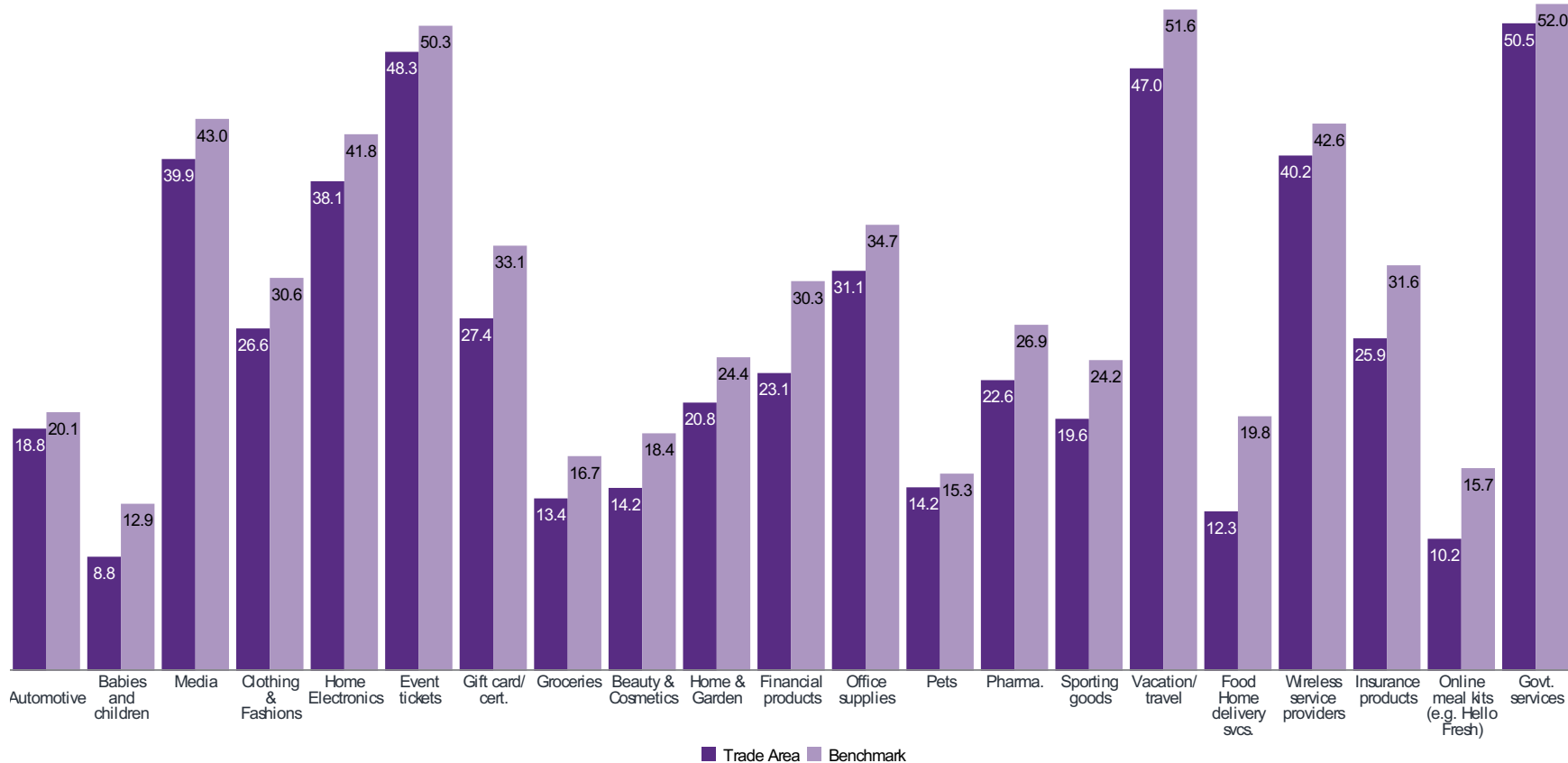
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Port Colborne - Main Street BIA

Total Household Population 18+: 6,866

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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

ENVIRONICS
ANALYTICS

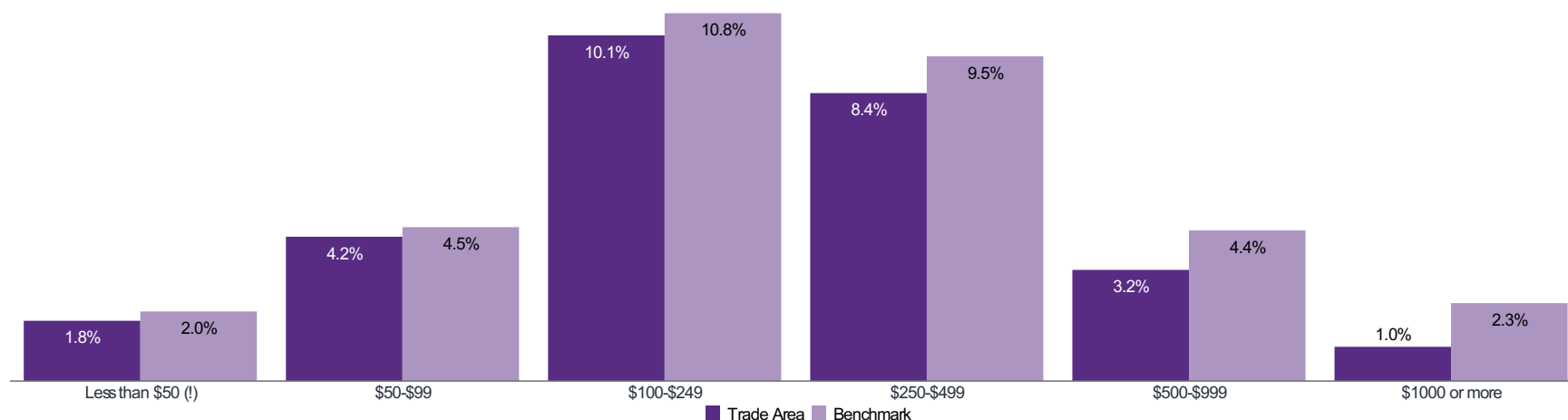
Trade Area: Port Colborne - Main Street BIA

Total Household Population 18+: 6,866

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	65.5% Index:107	30.7% Index:83	10.2% Index:83	2.6% Index:80
Purchase preference	79.8% Index:106	26.6% Index:87	7.7% Index:78	1.7% Index:66
Customer Service	68.0% Index:110	15.4% Index:86	4.0% Index:70	19.3% 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+


Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS
ANALYTICS

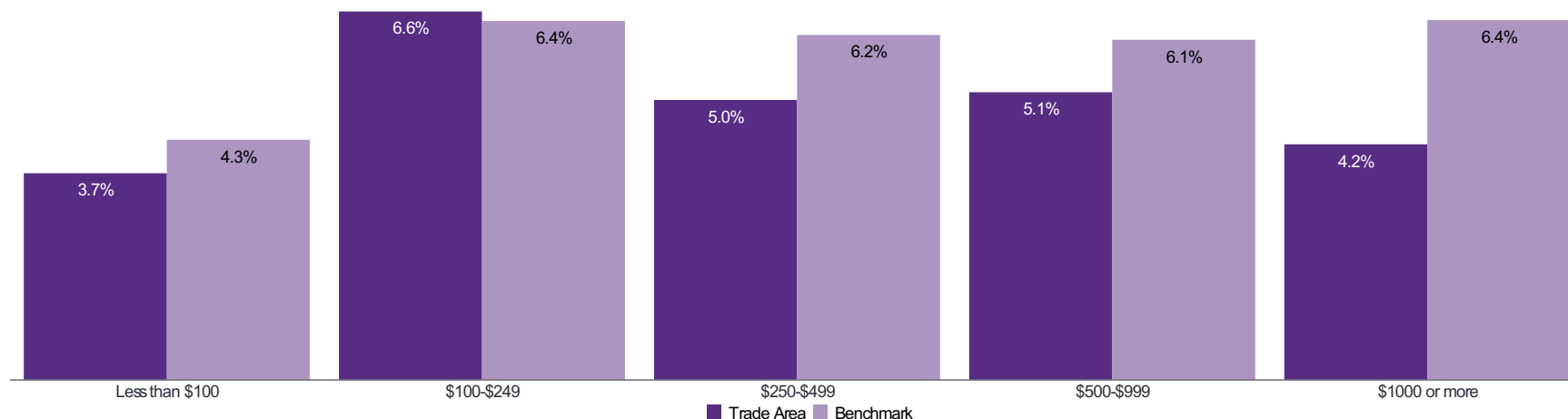
Trade Area: Port Colborne - Main Street BIA

Total Household Population 18+: 6,866

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	55.6% Index: 110	51.4% Index: 94	12.9% Index: 83	8.8% Index: 107
Purchase preference	75.9% Index: 111	38.1% Index: 91	9.1% Index: 83	6.5% Index: 101
Customer Service	63.6% Index: 113	22.3% Index: 90	5.6% Index: 75	39.0% Index: 106

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

ENVIRONICS
ANALYTICS

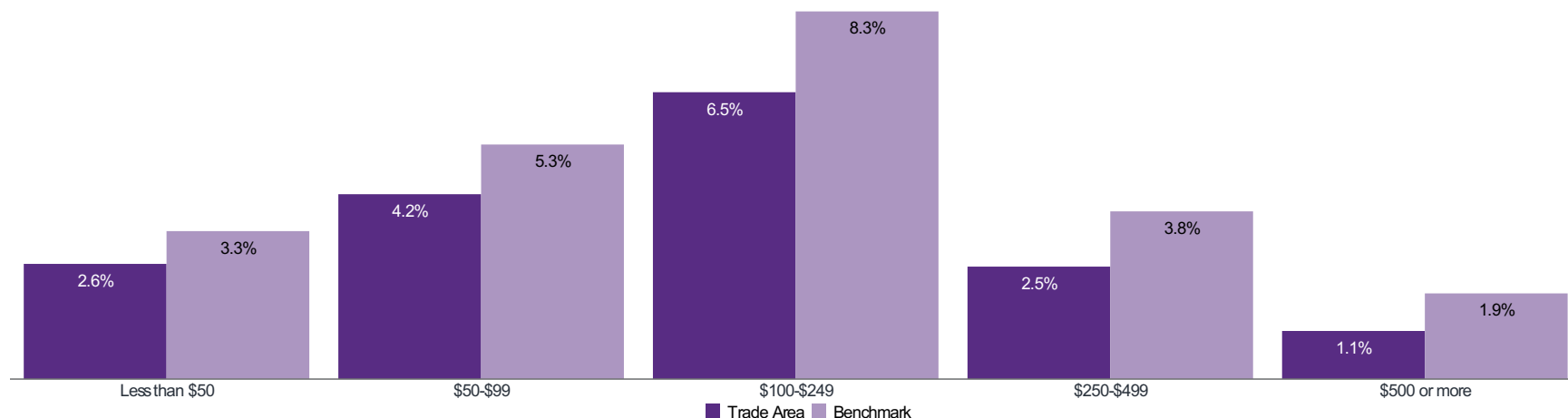
Trade Area: Port Colborne - Main Street BIA

Total Household Population 18+: 6,866

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	56.3% Index: 118	28.8% Index: 82	7.9% Index: 71	3.0% Index: 83
Purchase preference	68.2% Index: 113	27.4% Index: 83	6.6% Index: 75	3.3% Index: 108
Customer Service	50.3% Index: 118	17.9% Index: 87	4.5% Index: 73	27.1% Index: 98

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

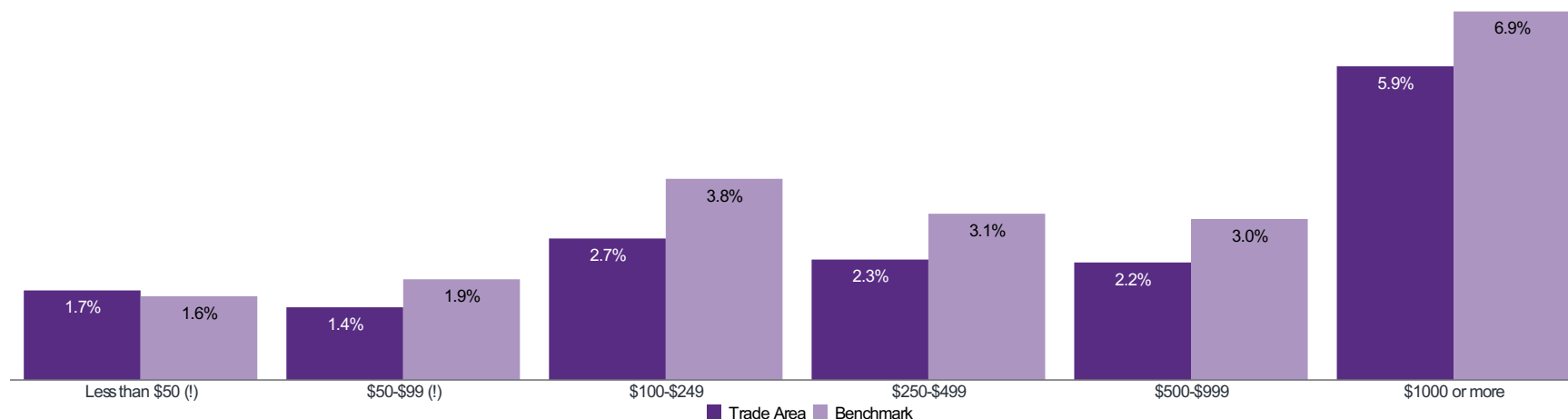
Trade Area: Port Colborne - Main Street BIA

Total Household Population 18+: 6,866

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	76.7% Index:106	21.5% Index:87	8.8% Index:79	2.2% Index:82
Purchase preference	88.2% Index:106	13.4% Index:80	4.1% Index:65	1.7% Index:68
Customer Service	77.4% Index:111	8.2% Index:71	2.4% Index:61	16.5% 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+


Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

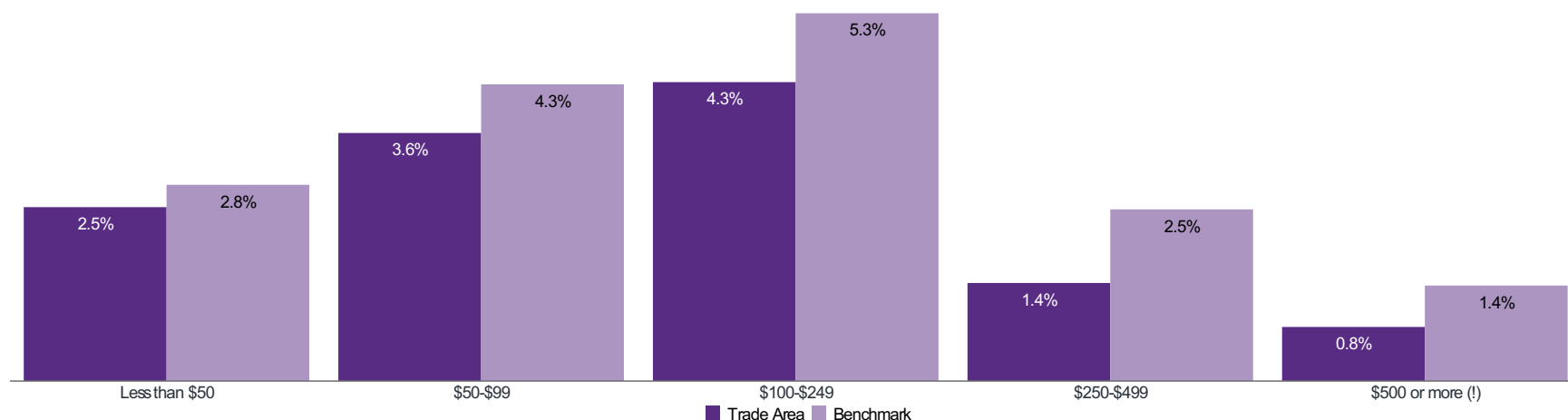
Trade Area: Port Colborne - Main Street BIA

Total Household Population 18+: 6,866

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	35.3% Index:100	17.4% Index:79	5.3% Index:66	1.4% Index:50
Purchase preference	47.1% Index:102	14.2% Index:77	3.8% Index:60	1.5% Index:63
Customer Service	38.4% Index:106	9.8% Index:78	2.5% Index:57	12.1% Index:83

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

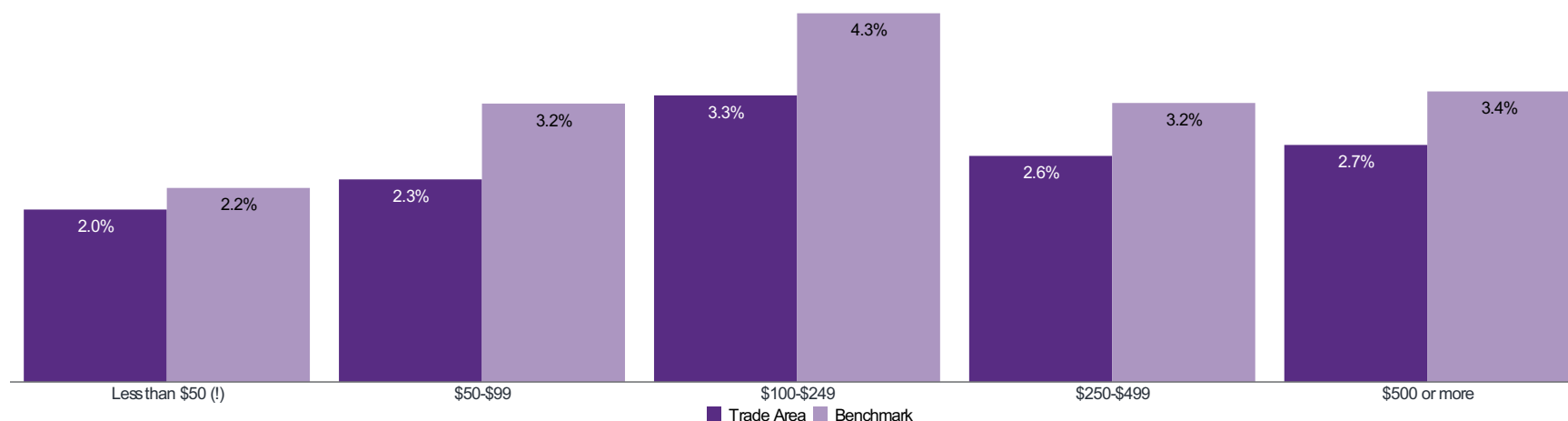
Trade Area: Port Colborne - Main Street BIA

Total Household Population 18+: 6,866

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	54.2% Index:105	35.8% Index:95	9.1% Index:80	5.4% Index:94
Purchase preference	71.3% Index:104	20.8% Index:85	5.6% Index:81	2.8% Index:79
Customer Service	58.6% Index:108	13.7% Index:86	3.5% Index:73	21.4% Index:94

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours: <80 80 - 110 110+

Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

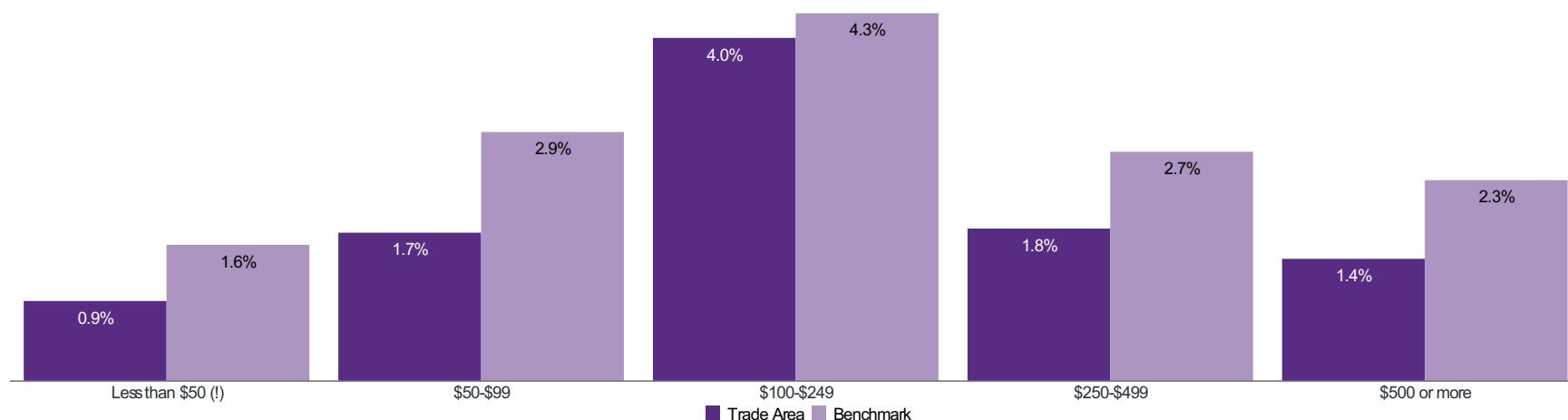
Trade Area: Port Colborne - Main Street BIA

Total Household Population 18+: 6,866

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	26.7% Index:83	7.9% Index:75	2.9% Index:73
Purchase preference	52.2% Index:100	19.6% Index:81	5.6% Index:74	2.2% Index:73
Customer Service	42.6% Index:102	11.7% Index:78	3.3% Index:65	17.9% 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+


Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

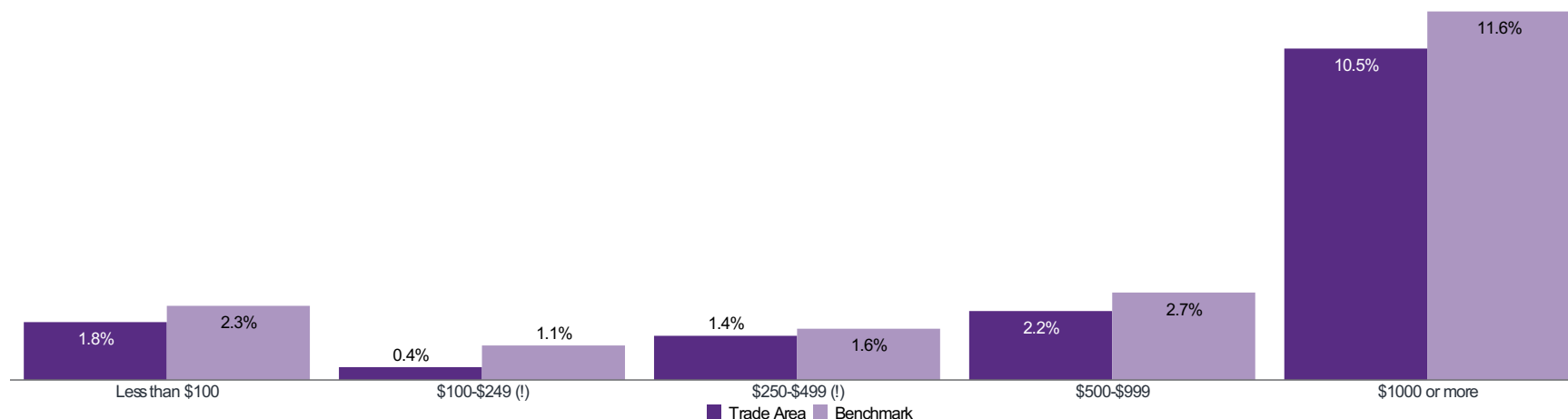
Trade Area: Port Colborne - Main Street BIA

Total Household Population 18+: 6,866

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	22.6% Index: 110	53.6% Index: 92	10.9% Index: 73	15.1% Index: 94
Purchase preference	31.8% Index: 110	47.0% Index: 91	5.6% Index: 81	17.3% Index: 96
Customer Service	33.4% Index: 115	24.5% Index: 89	4.2% Index: 60	42.2% Index: 96

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours: <80 80 - 110 110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Port Colborne - Main Street BIA

Households: 3,785

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark: Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample size. Please analyze with discretion.

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Index Colours:	<80	80 - 110	110+
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ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS
ANALYTICS

Trade Area: Port Colborne - Main Street BIA

Households: 3,785

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



56.8%

Index: 95

Organized layout makes it easy to shop



42.5%

Index: 102

Staff are friendly and knowledgeable



40.2%

Index: 119

Easy to get in and get out quickly



39.7%

Index: 93

Short checkout lines/fast checkout



35.3%

Index: 99

Has extended hours



22.2%

Index: 81

I like the store ambiance



20.5%

Index: 103

Has self-checkout



9.2%

Index: 67

Offers an online shopping option (!)



5.6%

Index: 63

Benchmark: Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample size. Please analyze with discretion.

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

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

ENVIRONICS
ANALYTICS

Trade Area: Port Colborne - Main Street BIA

Households: 3,785

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



66.8%

Index: 99

Discover good value when shopping



64.3%

Index: 97

Store has the lowest prices overall



58.8%

Index: 101

Store has a customer loyalty card program



50.5%

Index: 102

Has loyalty prog. app and offers pers. promos



30.5%

Index: 104

I'm loyal to their store brands



24.9%

Index: 108

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	42.0	40.2	0.1 105
Leave the store and buy it elsewhere	28.4	30.9	0.1 92
Purchase another brand	19.4	21.2	0.1 91
Purchase another size or variety of the same brand (!)	10.2	7.7	0.1 132

Benchmark: Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample size. Please analyze with discretion.

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Index Colours:	<80	80 - 110	110+
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Main Street Visitors

2019 Port Colborne - Main Street 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%	133,628	100%	0.69%	100	173,413	100%	0.90%	100	99,048	100%	0.51%	100	93,655	100%	0.49%	100	218,716	100%	1.13%	100
3526032	Welland, ON (CY)	47,953	0.25%	20,154	15.08%	42.03%	6071	22,052	12.72%	45.99%	5119	16,964	17.13%	35.38%	6894	15,003	16.02%	31.29%	6448	26,927	12.31%	56.15%	4956
3526053	St. Catharines, ON (CY)	118,411	0.61%	14,292	10.70%	12.07%	1744	17,712	10.21%	14.96%	1665	9,244	9.33%	7.81%	1521	8,444	9.02%	7.13%	1470	23,383	10.69%	19.75%	1743
3526043	Niagara Falls, ON (CY)	79,204	0.41%	10,725	8.03%	13.54%	1956	16,908	9.75%	21.35%	2376	8,283	8.36%	10.46%	2038	7,681	8.20%	9.70%	1999	20,088	9.18%	25.36%	2238
3525005	Hamilton, ON (C)	483,265	2.50%	8,543	6.39%	1.77%	255	11,958	6.90%	2.47%	275	5,225	5.28%	1.08%	211	4,953	5.29%	1.02%	211	16,918	7.73%	3.50%	309
3526011	Port Colborne, ON (CY)	16,492	0.09%	15,434	11.55%	93.58%	13518	15,774	9.10%	95.65%	10646	14,502	14.64%	87.94%	17137	14,238	15.20%	86.33%	17794	16,141	7.38%	97.87%	8638
3526003	Fort Erie, ON (T)	28,126	0.15%	13,070	9.78%	46.47%	6713	13,589	7.84%	48.32%	5378	9,327	9.42%	33.16%	6463	9,679	10.33%	34.41%	7093	15,682	7.17%	55.75%	4921
3520005	Toronto, ON (C)	2,568,898	13.31%	3,633	2.72%	0.14%	20	7,329	4.23%	0.29%	32	2,374	2.40%	0.09%	18	2,105	2.25%	0.08%	17	9,392	4.29%	0.37%	32
3528018	Haldimand County, ON (CY)	41,702	0.22%	4,132	3.09%	9.91%	1431	6,285	3.62%	15.07%	1678	3,959	4.00%	9.49%	1850	3,103	3.31%	7.44%	1534	7,418	3.39%	17.79%	1570
3526028	Pelham, ON (T)	15,240	0.08%	4,757	3.56%	31.22%	4509	5,680	3.28%	37.27%	4149	2,899	2.93%	19.02%	3707	2,954	3.15%	19.38%	3995	6,696	3.06%	43.94%	3878
3526037	Thorold, ON (CY)	17,927	0.09%	3,787	2.83%	21.12%	3052	4,592	2.65%	25.61%	2851	2,270	2.29%	12.66%	2467	2,576	2.75%	14.37%	2962	5,479	2.51%	30.56%	2697

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Port Colborne - Main Street 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
7,100	6,967	98.1	6,737	94.9	6,895	97.1	6,432	90.6	7,271	102.4

2019 Port Colborne - Main Street BIA 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	222,333	7,271	3.3	215,062	96.7

2020 Port Colborne - Main Street 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%	99,452	100%	0.52%	100	140,548	100%	0.73%	100	95,137	100%	0.49%	100	86,534	100%	0.45%	100	195,375	100%	1.01%	100
3526032	Welland, ON (CY)	47,953	0.25%	15,729	15.82%	32.80%	6366	17,283	12.30%	36.04%	4950	15,151	15.93%	31.60%	6411	13,488	15.59%	28.13%	6274	23,764	12.16%	49.56%	4896
3526053	St. Catharines, ON (CY)	118,411	0.61%	9,948	10.00%	8.40%	1631	13,897	9.89%	11.74%	1612	10,188	10.71%	8.60%	1746	7,906	9.14%	6.68%	1489	20,939	10.72%	17.68%	1747
3526043	Niagara Falls, ON (CY)	79,204	0.41%	10,204	10.26%	12.88%	2500	12,780	9.09%	16.14%	2216	9,630	10.12%	12.16%	2467	7,988	9.23%	10.08%	2250	19,385	9.92%	24.48%	2418
3525005	Hamilton, ON (C)	483,265	2.50%	6,373	6.41%	1.32%	256	9,487	6.75%	1.96%	270	5,717	6.01%	1.18%	240	4,466	5.16%	0.92%	206	14,566	7.46%	3.01%	298
3526011	Port Colborne, ON (CY)	16,492	0.09%	14,000	14.08%	84.89%	16476	13,422	9.55%	81.39%	11178	13,062	13.73%	79.20%	16069	12,557	14.51%	76.14%	16984	14,009	7.17%	84.95%	8393
3526003	Fort Erie, ON (T)	28,126	0.15%	9,980	10.03%	35.48%	6887	11,393	8.11%	40.51%	5563	9,214	9.68%	32.76%	6647	9,112	10.53%	32.40%	7227	13,928	7.13%	49.52%	4893
3520005	Toronto, ON (C)	2,568,898	13.31%	2,955	2.97%	0.12%	22	7,719	5.49%	0.30%	41	2,707	2.85%	0.11%	21	1,944	2.25%	0.08%	17	10,205	5.22%	0.40%	39
3528018	Haldimand County, ON (CY)	41,702	0.22%	2,988	3.00%	7.16%	1390	4,419	3.14%	10.60%	1455	3,249	3.41%	7.79%	1581	4,134	4.78%	9.91%	2211	7,109	3.64%	17.05%	1684
3521005	Mississauga, ON (CY)	642,951	3.33%	1,427	1.43%	0.22%	43	5,239	3.73%	0.81%	112	2,333	2.45%	0.36%	74	960	1.11%	0.15%	33	6,504	3.33%	1.01%	100
3526037	Thorold, ON (CY)	17,927	0.09%	2,617	2.63%	14.60%	2833	3,412	2.43%	19.03%	2614	2,410	2.53%	13.44%	2728	2,216	2.56%	12.36%	2758	4,998	2.56%	27.88%	2754

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Port Colborne - Main Street 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
7,100	6,384	89.9	6,028	84.9	5,909	83.2	6,020	84.8	6,468	91.1

2020 Port Colborne - Main Street BIA 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	196,906	6,468	3.3	190,438	96.7

2021 Port Colborne - Main Street 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%	92,185	100%	0.48%	100	175,680	100%	0.91%	100	99,418	100%	0.52%	100	87,315	100%	0.45%	100	217,880	100%	1.13%	100
3526032	Welland, ON (CY)	47,953	0.25%	13,472	14.61%	28.10%	5883	19,602	11.16%	40.88%	4491	14,479	14.56%	30.19%	5862	13,446	15.40%	28.04%	6199	23,461	10.77%	48.93%	4334
3526053	St. Catharines, ON (CY)	118,411	0.61%	9,949	10.79%	8.40%	1759	15,594	8.88%	13.17%	1447	10,081	10.14%	8.51%	1653	8,182	9.37%	6.91%	1528	21,943	10.07%	18.53%	1642
3526043	Niagara Falls, ON (CY)	79,204	0.41%	8,527	9.25%	10.77%	2254	15,377	8.75%	19.41%	2133	9,301	9.36%	11.74%	2280	9,178	10.51%	11.59%	2562	19,549	8.97%	24.68%	2187
3525005	Hamilton, ON (C)	483,265	2.50%	6,511	7.06%	1.35%	282	12,967	7.38%	2.68%	295	5,876	5.91%	1.22%	236	4,916	5.63%	1.02%	225	17,079	7.84%	3.53%	313
3520005	Toronto, ON (C)	2,568,898	13.31%	4,647	5.04%	0.18%	38	12,027	6.85%	0.47%	51	3,185	3.20%	0.12%	24	2,385	2.73%	0.09%	21	13,825	6.35%	0.54%	48
3526003	Fort Erie, ON (T)	28,126	0.15%	8,769	9.51%	31.18%	6528	9,410	5.36%	33.46%	3676	8,780	8.83%	31.22%	6061	9,313	10.67%	33.11%	7320	12,036	5.52%	42.79%	3791
3526011	Port Colborne, ON (CY)	16,492	0.09%	10,031	10.88%	60.82%	12736	10,281	5.85%	62.34%	6849	9,253	9.31%	56.10%	10893	12,703	14.55%	77.03%	17028	11,258	5.17%	68.26%	6047
3521010	Brampton, ON (CY)	596,084	3.09%	1,694	1.84%	0.28%	59	7,772	4.42%	1.30%	143	1,863	1.87%	0.31%	61	971	1.11%	0.16%	36	7,747	3.56%	1.30%	115
3521005	Mississauga, ON (CY)	642,951	3.33%	2,541	2.76%	0.40%	83	6,133	3.49%	0.95%	105	2,129	2.14%	0.33%	64	1,379	1.58%	0.21%	47	7,531	3.46%	1.17%	104
3528018	Haldimand County, ON (CY)	41,702	0.22%	3,079	3.34%	7.38%	1546	5,150	2.93%	12.35%	1357	3,392	3.41%	8.13%	1579	2,187	2.50%	5.24%	1159	6,859	3.15%	16.45%	1457

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Port Colborne - Main Street BIA Visitors Within Trade Area

Compared to Total Household Population 15+

Benchmark: 15 min trade area

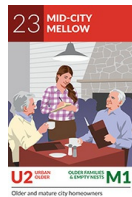
Total Household Population 15+	Spring 2021 Visitors		Summer 2021 Visitors		Fall 2021 Visitors		Winter 2021 Visitors		Full Year 2021 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
7,100	4,479	63.1	4,166	58.7	3,443	48.5	5,442	76.7	4,791	67.5

2021 Port Colborne - Main Street BIA Visitors Within vs Outside Trade Area

Benchmark: Canada

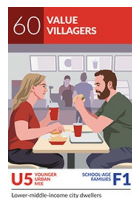
Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	220,411	4,791	2.2	215,620	97.8

Top 5 segments represent **29.4%** of customers in Southern Ontario



Rank: 1
Customers: 13,193
Customers %: 6.76
% in Benchmark: 4.63
Index: 146

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).



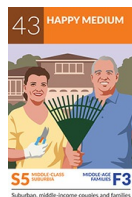
Rank: 2
Customers: 13,086
Customers %: 6.71
% in Benchmark: 2.39
Index: 281

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).



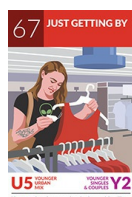
Rank: 3
Customers: 11,809
Customers %: 6.05
% in Benchmark: 4.68
Index: 129

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



Rank: 4
Customers: 10,379
Customers %: 5.32
% in Benchmark: 2.51
Index: 212

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



Rank: 5
Customers: 8,842
Customers %: 4.53
% in Benchmark: 2.60
Index: 174

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.