

Community Profile: Sarnia – Mitton Village

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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Confidential

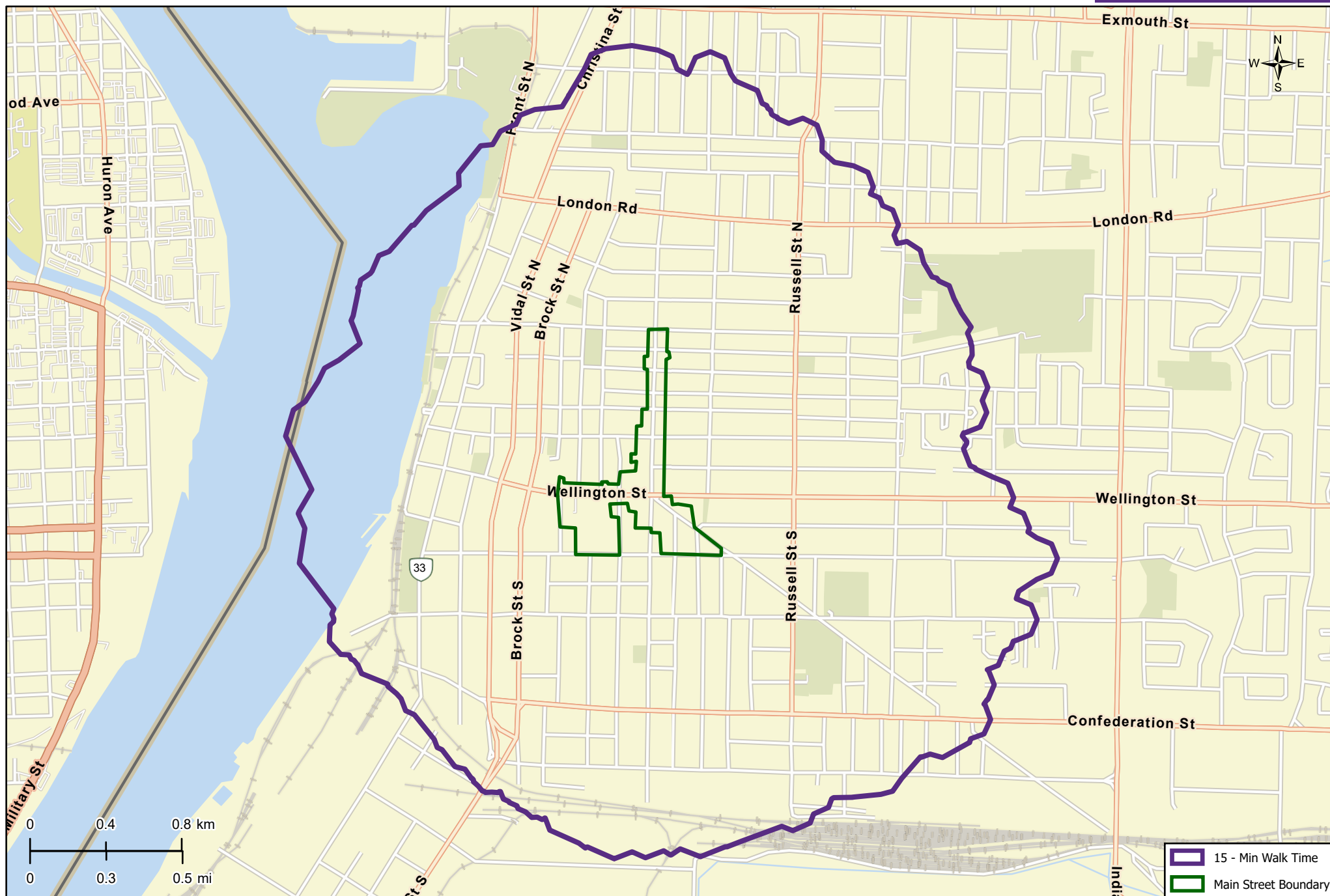
Date: February 16, 2022

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Sarnia - Mitton Village
Main Street Boundary and Trade Area

ENVIRONICS
ANALYTICS



2022-01-12 12:53 PM

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Sarnia - Mitton Village

POPULATION

15,777

HOUSEHOLDS

8,126

MEDIAN MAINTAINER AGE

53

Index: 98

MARITAL STATUS



43.6%

Index: 75

Married/Common-Law

FAMILY STATUS*

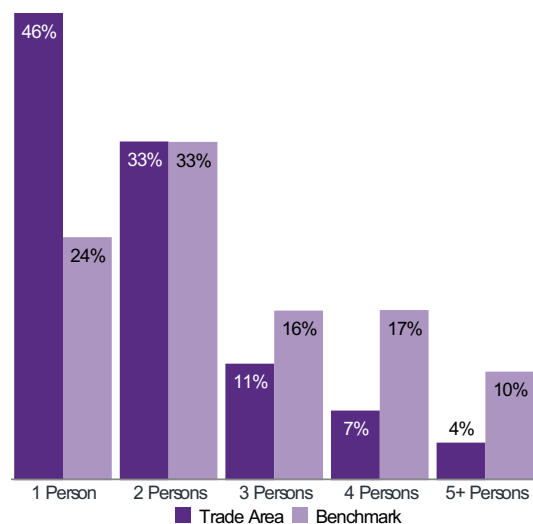


26.9%

Index: 170

Total Lone-Parent Families

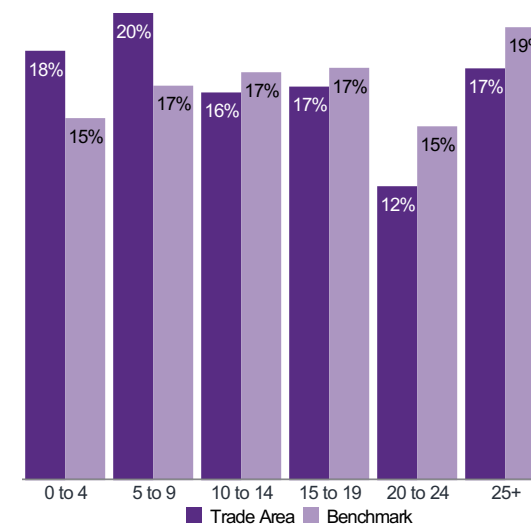
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	688	4.4	86
5 to 9	738	4.7	87
10 to 14	675	4.3	75
15 to 19	707	4.5	76
20 to 24	1,034	6.6	98
25 to 29	1,483	9.4	134
30 to 34	1,126	7.1	107
35 to 39	952	6.0	93
40 to 44	861	5.5	88
45 to 49	824	5.2	83
50 to 54	1,008	6.4	97
55 to 59	1,181	7.5	103
60 to 64	1,216	7.7	115
65 to 69	1,049	6.6	118
70 to 74	796	5.0	105
75 to 79	569	3.6	109
80 to 84	389	2.5	113
85+	479	3.0	137

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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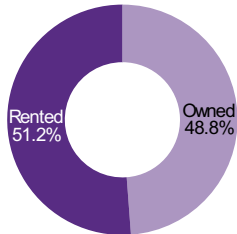
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Sarnia - Mitton Village

Population: 15,777 | Households: 8,126

TENURE



STRUCTURE TYPE



Houses

54.8%

Index: **71**



Apartments

45.0%

Index: **204**

AGE OF HOUSING*

60+ Years Old

% Comp: **60.5** Index: **292**

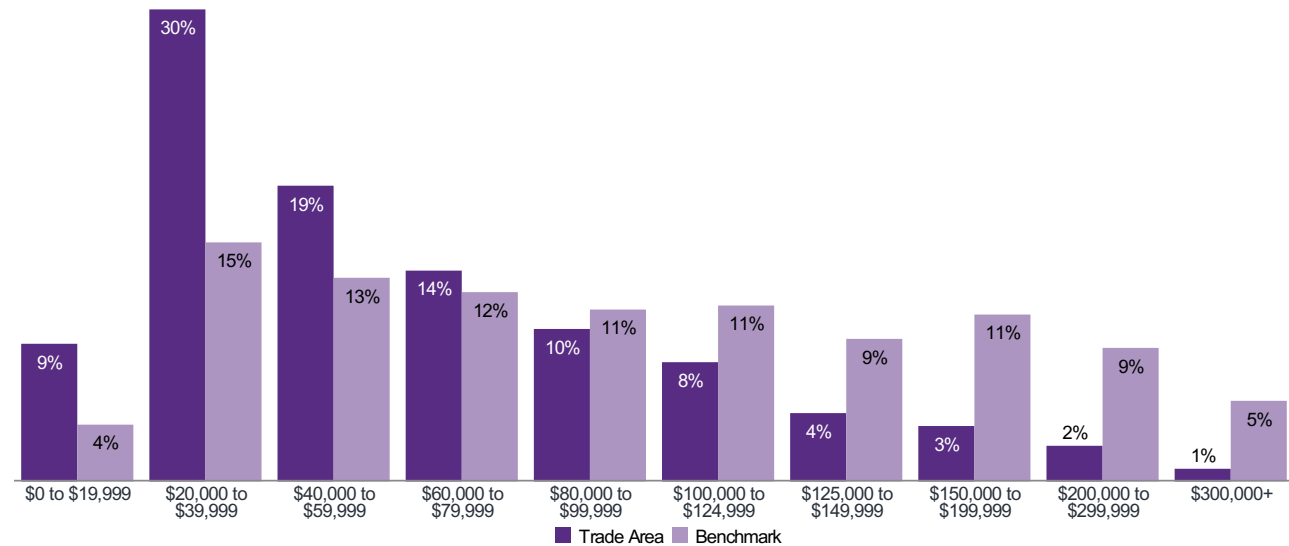
AVERAGE HOUSEHOLD INCOME



\$65,775

Index: **57**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Samia - Mitton Village

Population: 15,777 | Households: 8,126

EDUCATION



10.8%

Index: 41

University Degree

LABOUR FORCE PARTICIPATION



55.7%

Index: 86

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



27.1%

Index: 75

Travel to work by Car (as Driver)

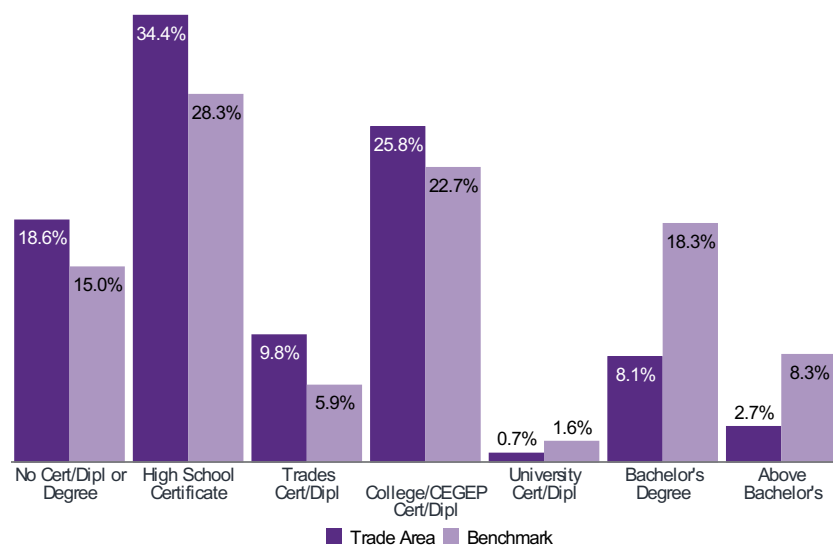


3.4%

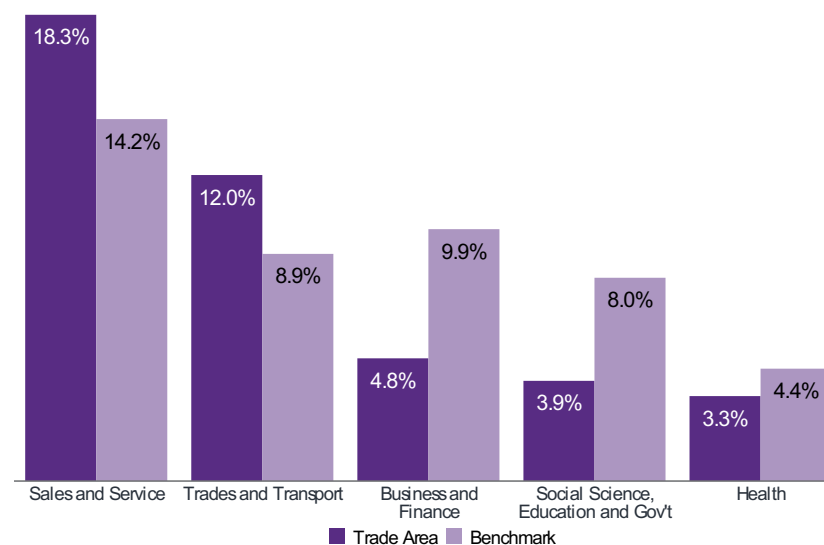
Index: 112

Travel to work by Car (as Passenger)

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southern Ontario

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*Ranked by percent composition

Index Colours: <80 80 - 110 110+

Demographics | Diversity

ENVIRONICS
ANALYTICS

Trade Area: Samia - Mitton Village

Population: 15,777 | Households: 8,126

ABORIGINAL IDENTITY



6.2%

Index: 263

VISIBLE MINORITY PRESENCE



5.9%

Index: 21

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



0.3%

Index: 14

No knowledge of English or French

IMMIGRATION



9.3%

Index: 35

Born outside Canada

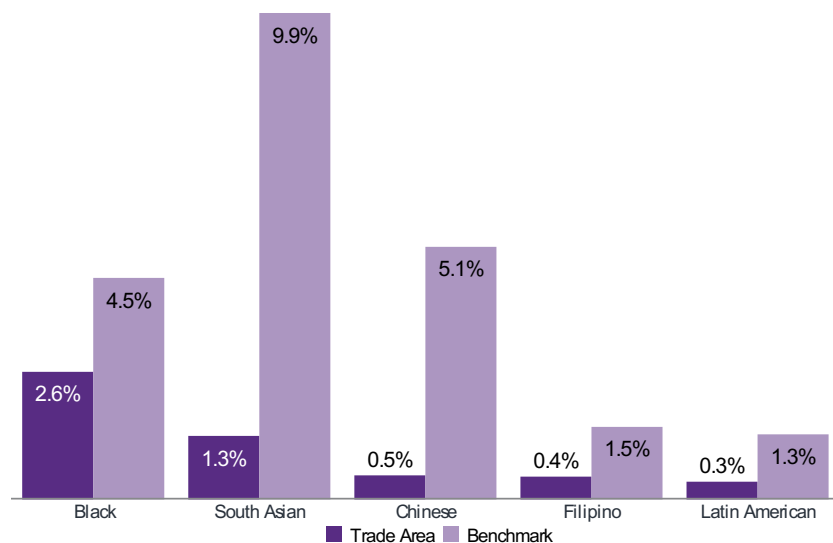
PERIOD OF IMMIGRATION*

Before 2001

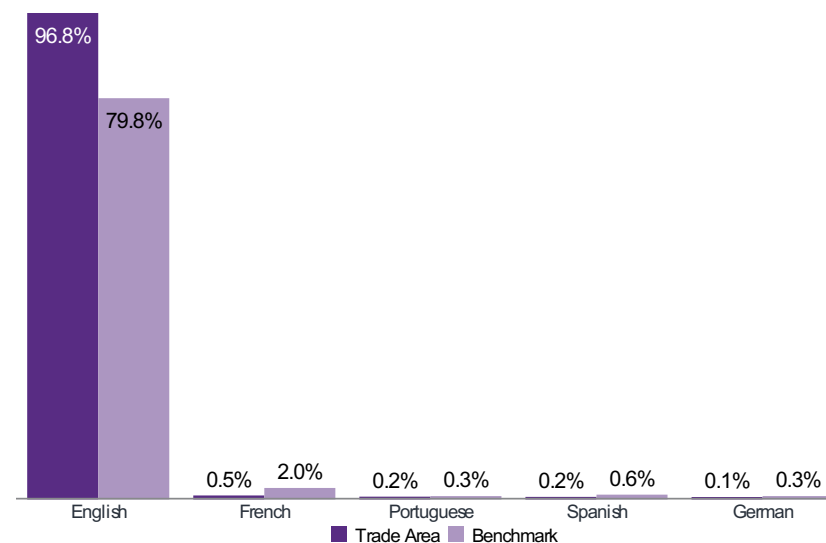
7.1%

Index: 50

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

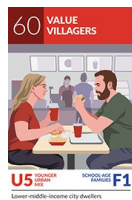
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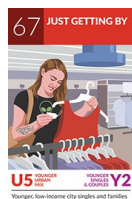
Index Colours: <80 80 - 110 110+

Top 5 segments represent **90.8%** of households in Sarnia - Mitton Village



Rank: 1
Hhlds: 2,422
Hhld %: 29.80
% in Benchmark: 2.72
Index: 1,094

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 low or 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
Hhlds: 2,326
Hhld %: 28.63
% in Benchmark: 3.49
Index: 820

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: 982
Hhld %: 12.08
% in Benchmark: 1.63
Index: 739

Silver Flats is the oldest segment, a collection of suburban neighbourhoods found mostly around large and midsize cities. Home to a mix of third- and second-generation Canadians, nearly half the maintainer population is over 65 years old and two-thirds are retired. No segment has a greater concentration of widows and widowers: 15 percent, or three times the national average. While incomes are downscale, many Silver Flats households are financially sound thanks to modest pensions, government transfers and tidy nest eggs. In their apartments and condos, they enjoy quiet hobbies like reading books, bird-watching, knitting, making crafts and collecting coins and stamps. They can afford to go to sporting events to watch professional baseball, football and golf. And many like to keep fit, taking fitness classes, rowing and fitness walking. With their advancing age, many Silver Flats members make an Effort Toward Health so they can enjoy their retirement years. They also score high for the value Propriety, reflected in their courteous and respectful attitude towards others.



Rank: 4
Hhlds: 888
Hhld %: 10.92
% in Benchmark: 1.94
Index: 564

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: 5
Hhlds: 763
Hhld %: 9.38
% in Benchmark: 3.77
Index: 249

Located in cities across Canada, On Their Own Again consists of older singles living in high-rise apartments. Nearly 60 percent live alone—highest among all segments. And almost 30 percent of residents are over 65, with one in ten a widowed individual. Fewer than half are still in the labour force, but with over 45 percent of adults having attended college or a university, those still working hold white-collar and service sector jobs in sales, administrative support and real estate. Although incomes are downscale, pensions boost household net worth and provide an economic cushion. In On Their Own Again, nearly 80 percent of households rent apartments, and an overwhelming number of them live in older buildings. Many are new comers, with half having moved in the past five years and a disproportionate number coming from China, the Philippines and the U.K. Nearly 40 percent of residents are first-generation Canadians; almost 20 percent are second-generation. With their unpretentious lifestyle, residents like to escape the routine by going to a casino, community theatre or movie drama. Many respond to marketing messages that appeal to their support for the value Ethical Consumerism.

Psychographics | SocialValues Overview

Trade Area: Sarnia - Mitton Village



Strong Values

Values	Index
Financial Concern Regarding the Future	141
Ethical Consumerism	133
Aversion to Complexity	127
Confidence in Small Business	123
Obedience to Authority	123
Flexible Families	121
Utilitarian Consumerism	117
Primacy of Environmental Protection	116
Multiculturalism	115
Fear of Violence	114



Descriptions | Top 3 Strong Values

Financial Concern Regarding the Future

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

Ethical Consumerism

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

Aversion to Complexity

Tendency to find it difficult to adapt to the uncertainties of modern life, and to feel threatened by the changes and complexities of society today. A desire to avoid this complexity as a learning experience and a source of opportunity.



Weak Values

Values	Index
Ostentatious Consumption	72
Vitality	72
Need for Status Recognition	76
Status via Home	76
Financial Security	77
Effort Toward Health	79
Enthusiasm for Technology	80
Community Involvement	81
Traditional Family	81
Interest in the Unexplained	82



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.

Vitality

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

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: Sarnia - Mitton Village

WealthScapes Households: 8,135

INCOME*

Household Income

\$ 66,096

Index: **57**

Household Disposable Income

\$ 55,362

Index: **61**

Household Discretionary Income

\$ 38,568

Index: **60**

Annual RRSP Contributions

\$ 1,058

Index: **30**

WEALTH*



Net Worth

% Holders

99.3% Index: **100**

Balance

\$242,500

Index: **33**

ASSETS*



Savings

% Holders

94.1% Index: **99**

Balance

\$39,169

Index: **51**



Investments

% Holders

46.4% Index: **77**

Balance

\$173,590

Index: **51**



Unlisted Shares

% Holders

9.0% Index: **73**

Balance

\$128,877

Index: **41**



Real Estate

% Holders

51.9% Index: **68**

Balance

\$294,612

Index: **39**



Liquid Assets

% Holders

96.7% Index: **99**

Balance

\$142,795

Index: **43**

DEBT*



Consumer Debt

% Holders

87.0% Index: **96**

Balance

\$29,809

Index: **45**



Mortgage Debt

% Holders

30.7% Index: **66**

Balance

\$116,439

Index: **39**

FINANCIAL RATIO



Debt:Asset

% Holders

0.20% Index: **96**

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: Sarnia - Mitton Village

WealthScapes Households: 8,135

FINANCIAL RATIOS*



Debt: Asset

0.20

Index: 96



Debt: Liquid Assets

0.45

Index: 73



Consumer Debt - Discr. Income

0.67

Index: 72



Savings - Investments

0.72

Index: 119



Pension - Non-Pension Assets

0.53

Index: 242



Real Estate Assets - Liq. Assets

1.11

Index: 63



Mortgage - Real Estate Assets

0.23

Index: 96



Mortgage - Consumer Debt

1.38

Index: 60

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Samia - Mitton Village

Households: 8,126

Total Aggregate Current Consumption: \$374,278,092

Average Current Consumption

\$46,059

Index 56

Average Household Income










\$66,562

Index 58

Average Disposable Income

\$55,248

Index 62

 <p>Shelter</p> <p>Avg. Dollars/Household \$12,567 Index 60</p> <p>Pct. of Total Expenditure 27.3% Index 106</p>	 <p>Food</p> <p>Avg. Dollars/Household \$8,086 Index 63</p> <p>Pct. of Total Expenditure 17.6% Index 112</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$6,847 Index 50</p> <p>Pct. of Total Expenditure 14.9% Index 88</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household \$3,273 Index 57</p> <p>Pct. of Total Expenditure 7.1% Index 101</p>	 <p>Health Care</p> <p>Avg. Dollars/Household \$2,764 Index 51</p> <p>Pct. of Total Expenditure 6.0% Index 90</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$2,756 Index 77</p> <p>Pct. of Total Expenditure 6.0% Index 138</p>
 <p>Recreation</p> <p>Avg. Dollars/Household \$1,995 Index 42</p> <p>Pct. of Total Expenditure 4.3% Index 74</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$1,864 Index 56</p> <p>Pct. of Total Expenditure 4.0% Index 100</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$1,733 Index 43</p> <p>Pct. of Total Expenditure 3.8% Index 77</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: Samia - Milton Village

Households: 8,126

Average Household Income

\$66,562

Index **58**

Average Food Expenditure

\$8,086

Index **63**

Average Spend on Food from Restaurants

\$2,841









Index **70**

Average Spend on Food from Stores

\$5,245

Index **60**

Total Aggregate Food Expenditure: \$ 65,704,523

 Bakery Avg. Dollars/Household \$570 Index 65 Pct. of Total Expenditure 10.9% Index 109		 Cereal Products Avg. Dollars/Household \$304 Index 60 Pct. of Total Expenditure 5.8% Index 99		 Fruit and nuts Avg. Dollars/Household \$561 Index 51 Pct. of Total Expenditure 10.7% Index 86	
 Vegetables Avg. Dollars/Household \$513 Index 56 Pct. of Total Expenditure 9.8% Index 93		 Dairy products & Eggs Avg. Dollars/Household \$695 Index 54 Pct. of Total Expenditure 13.2% Index 91		 Meat Avg. Dollars/Household \$966 Index 61 Pct. of Total Expenditure 18.4% Index 103	
 Fish & Seafood Avg. Dollars/Household \$136 Index 46 Pct. of Total Expenditure 2.6% Index 77		 Beverages & Other Food Avg. Dollars/Household \$1,499 Index 68 Pct. of Total Expenditure 28.6% Index 113			

Benchmark: Southern Ontario

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

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

Trade Area: Sarnia - Mitton Village

Household Population 14+: 13,543

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	13.8	11.0	126
Going to restaurants, bars or night clubs	52.9	55.1	96
Having physical Contact with family and friends	58.4	57.7	101
Participating in group activities	36.2	38.7	93
Partying	14.4	15.8	92
Seeing family and friends in person	64.4	62.8	103
Entertainment			
Attending events, festivals or concerts	40.3	42.9	94
Attending sports events (excludes professional sports)	17.8	18.2	98
Attending to professional sports events or games	24.0	25.4	94
Going to the movies	42.7	45.7	93
Movement & Travel			
Driving more	15.2	16.1	94
Shopping in-store	40.9	42.9	95
Spending time outdoors	31.9	32.5	98
Travelling outside of Canada/ abroad	43.2	53.2	81
Travelling within Canada	47.1	49.9	94
Using public transit	8.5	13.7	62
Personal			
Getting back to old habits	36.3	36.2	100
Going to a salon, barber shop or spa	31.3	33.7	93
Going to the gym	15.4	22.6	68
Education/Work			
Children going back to school	19.2	20.3	95
Going back to work	15.8	17.6	90
Other			
Not Stated	0.2	0.6	37

Benchmark: Southern Ontario

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(Base used for Index calculations)

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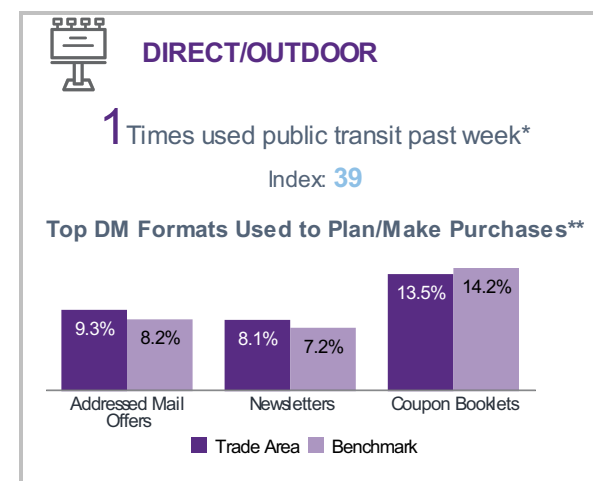
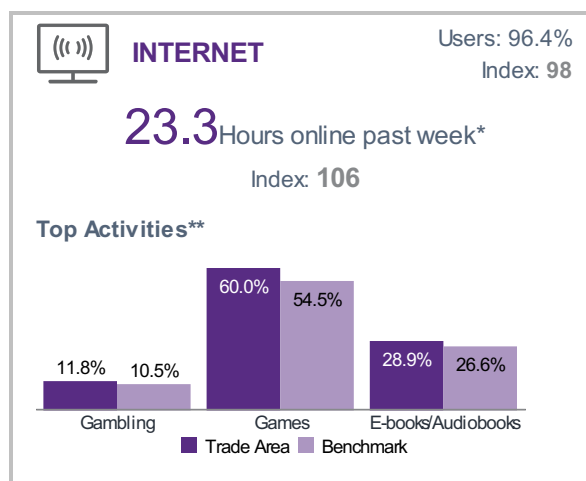
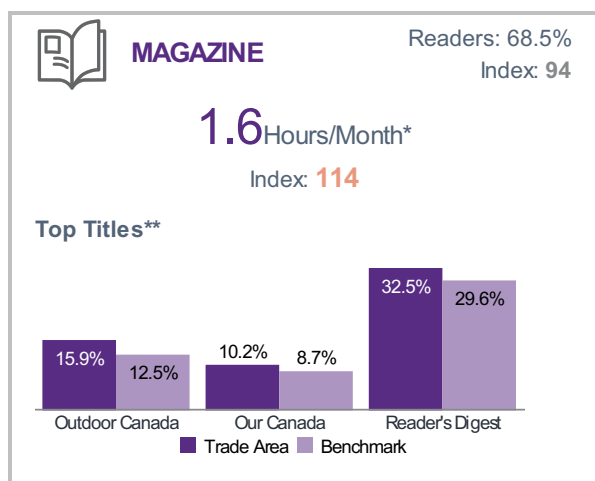
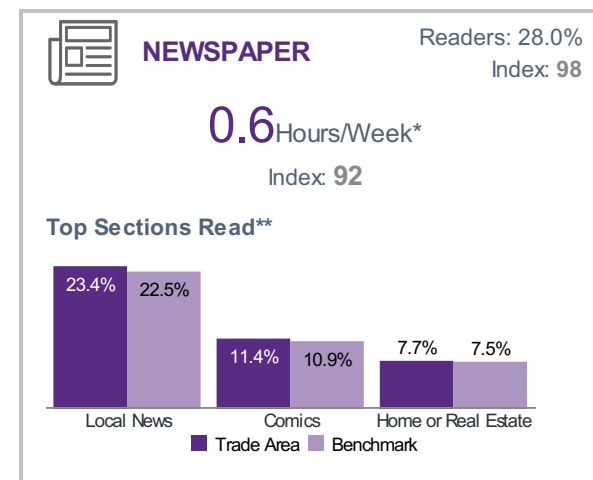
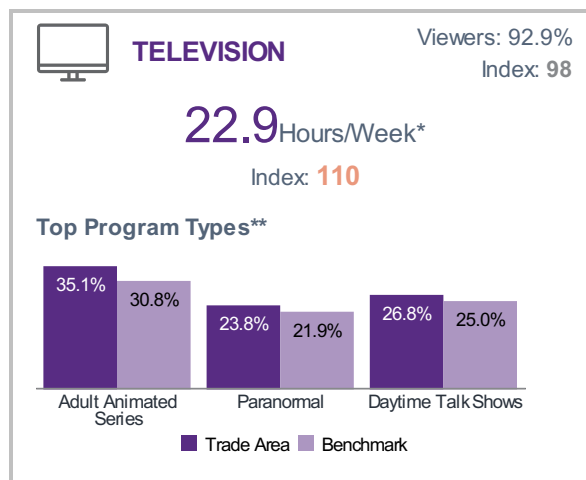
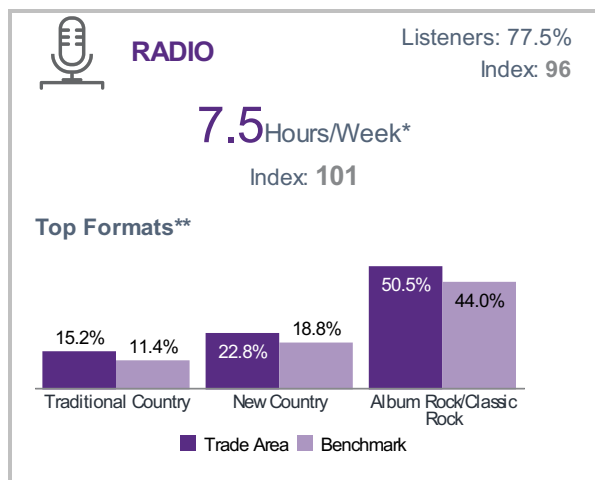
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Samia - Mitton Village

Household Population 14+: 13,543



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

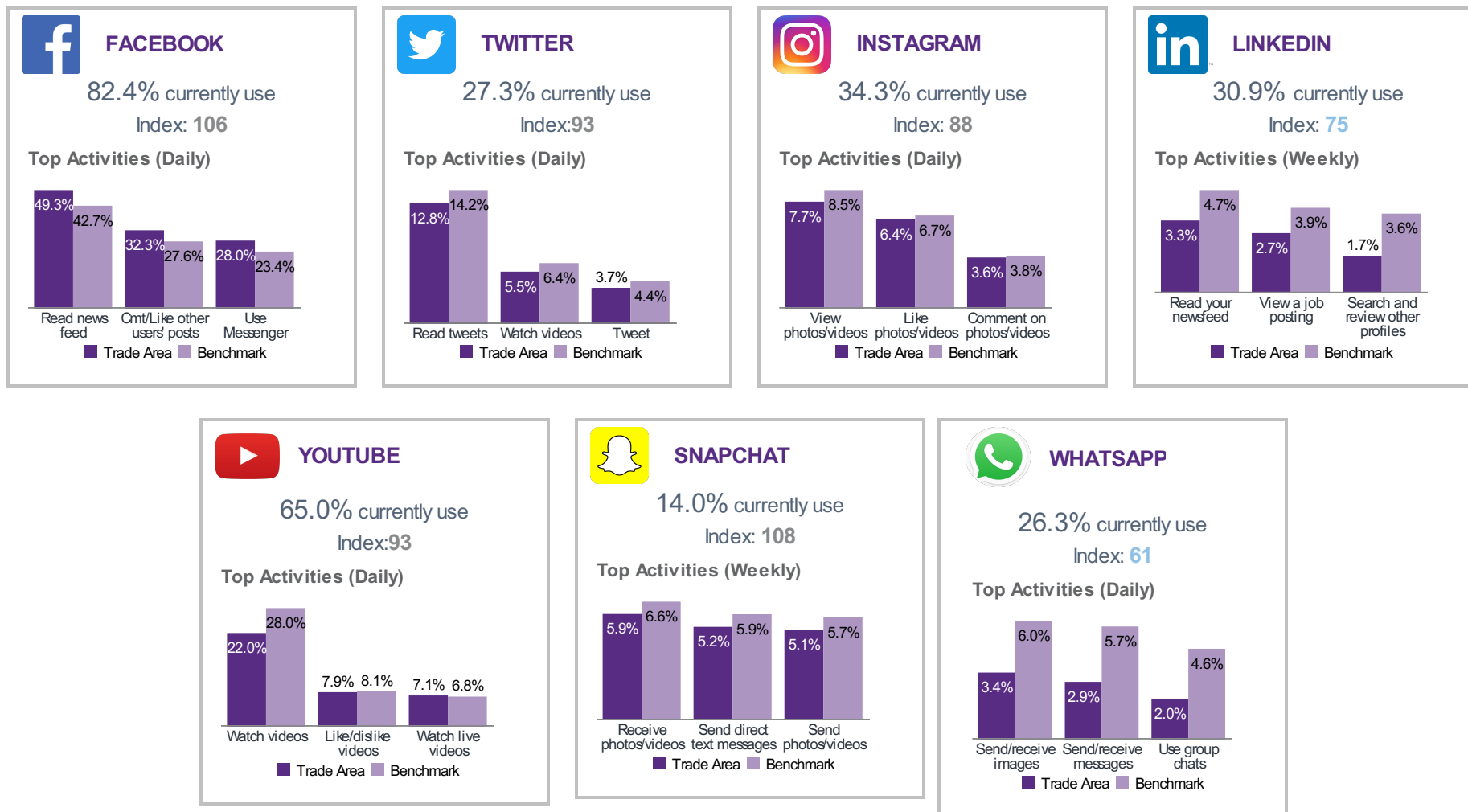
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Sarnia - Mitton Village

Household Population 18+: 12,972



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: Sarnia - Mitton Village

Household Population 18+: 12,972

FRIENDS IN ALL SM NETWORKS



39.8%

Index: 112

0-49 friends

FREQUENCY OF USE (DAILY)



62.7%

Index: 112

Facebook

BRAND INTERACTION



36.0%

Index: 105

Like brand on Facebook

NO. OF BRANDS INTERACTED

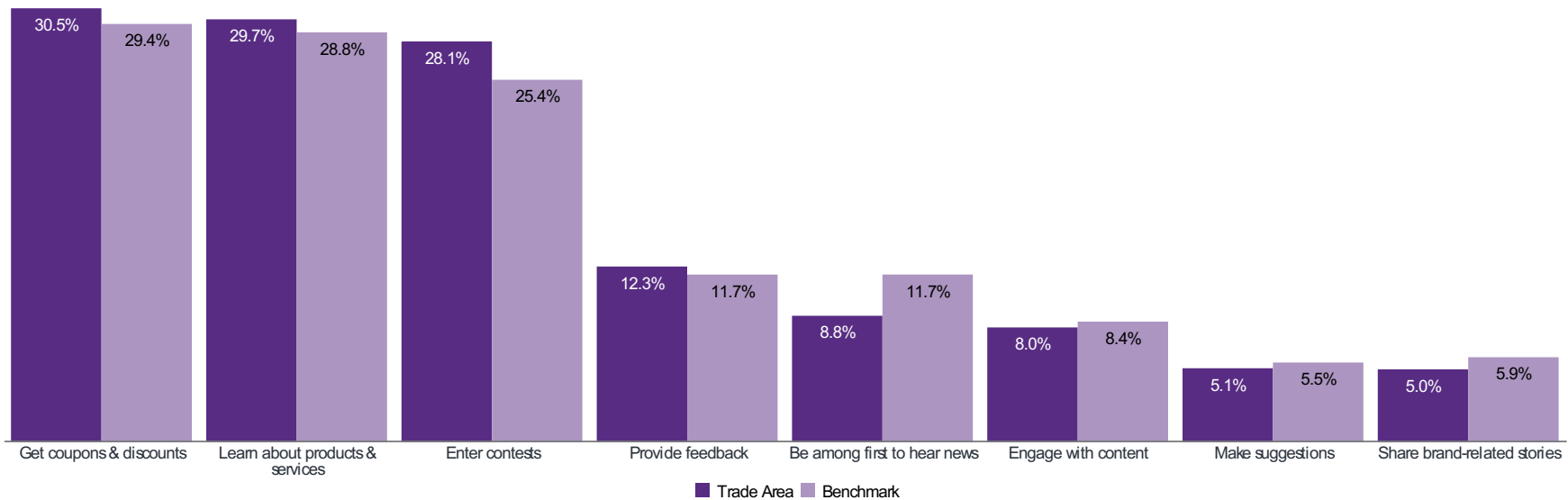


30.7%

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: Sarnia - Mitton Village

Total Household Population 18+: 12,972



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

% Comp 91.4 Index 104



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

% Comp 46.2 Index 95



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

% Comp 85.3 Index 101



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

% Comp 37.7 Index 92



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

% Comp 55.6 Index 98



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

% Comp 28.7 Index 95

Benchmark: Southern Ontario

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

Ranked by percent composition.

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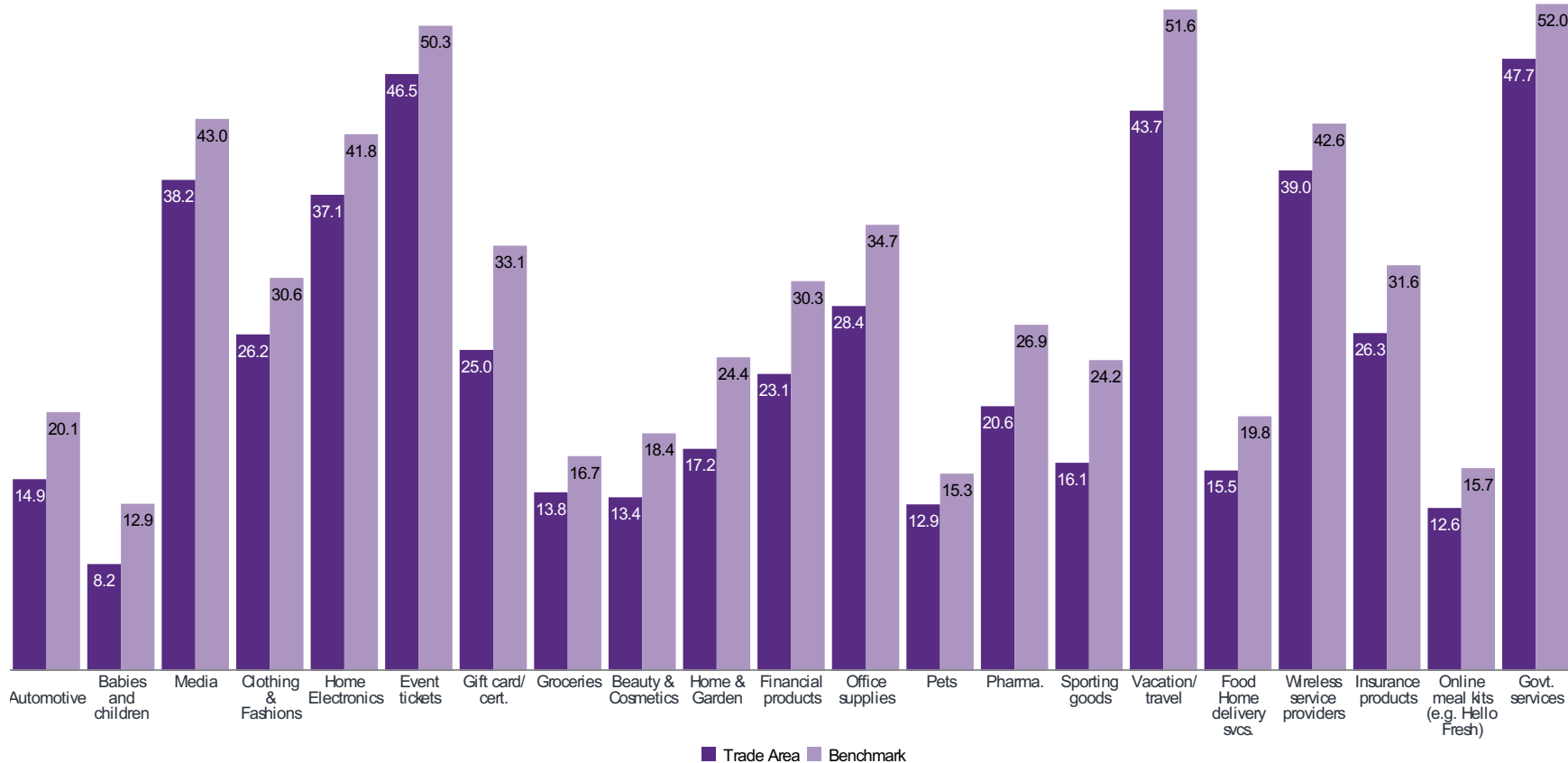
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Sarnia - Mitton Village

Total Household Population 18+: 12,972

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

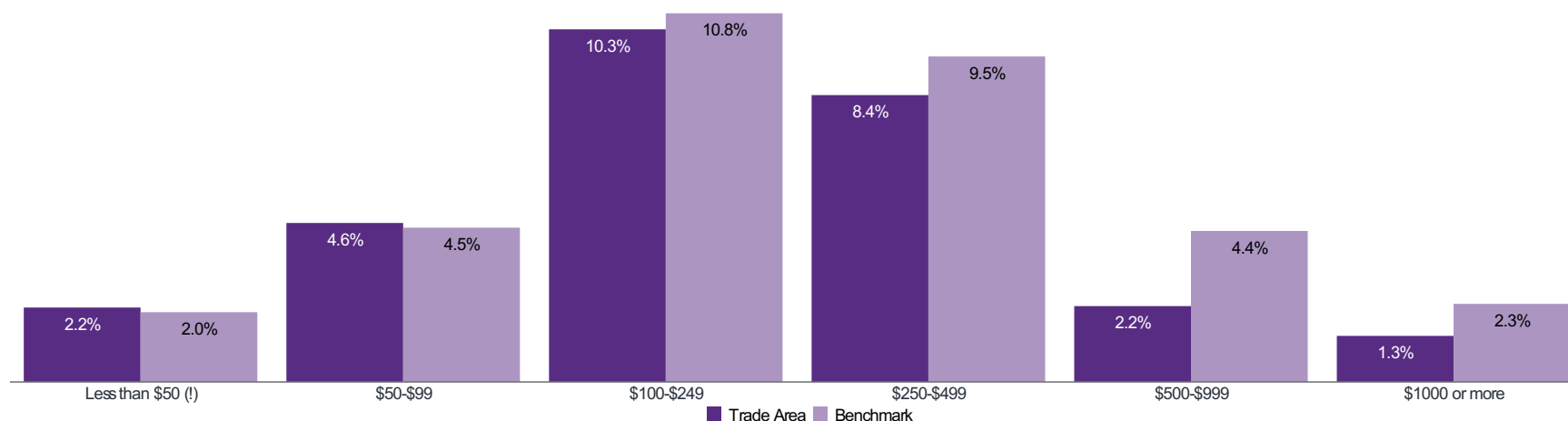
Trade Area: Sarnia - Mitton Village

Total Household Population 18+: 12,972

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	65.3% Index:106	30.5% Index:83	11.8% Index:96	1.6% Index:51
Purchase preference	79.7% Index:106	26.2% Index:86	9.3% Index:95	2.2% Index:88
Customer Service	67.8% Index:110	15.1% Index:84	4.6% Index:80	18.6% Index:85

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS
ANALYTICS

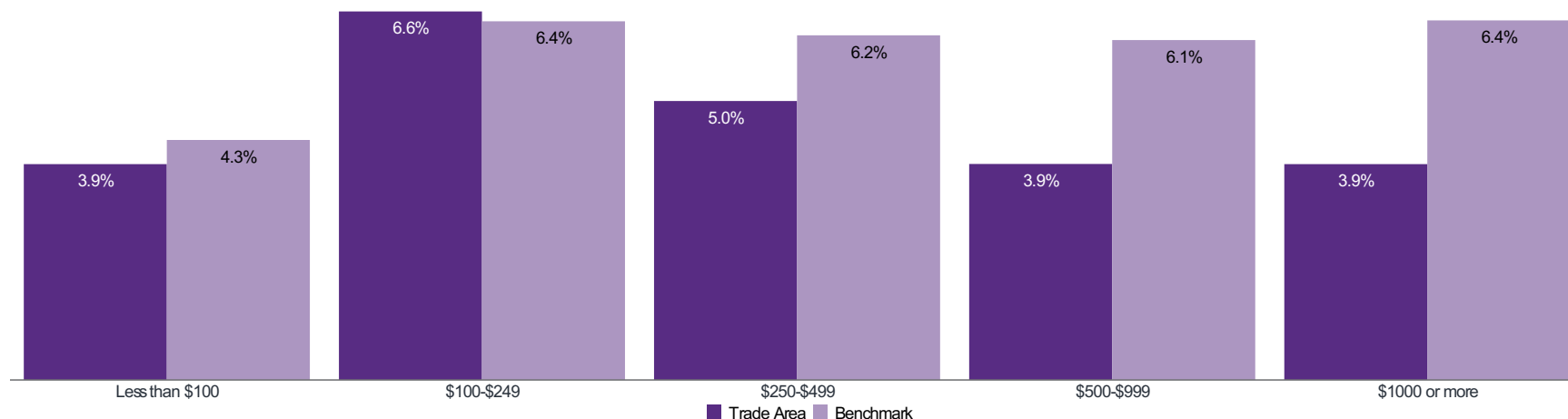
Trade Area: Sarnia - Mitton Village

Total Household Population 18+: 12,972

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	55.4% Index: 110	49.0% Index: 89	13.3% Index: 85	8.2% Index: 100
Purchase preference	73.4% Index: 107	37.1% Index: 89	10.1% Index: 92	6.4% Index: 100
Customer Service	61.5% Index: 109	23.6% Index: 95	7.3% Index: 98	37.0% Index: 100

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 | Gift Cards Deep Dive

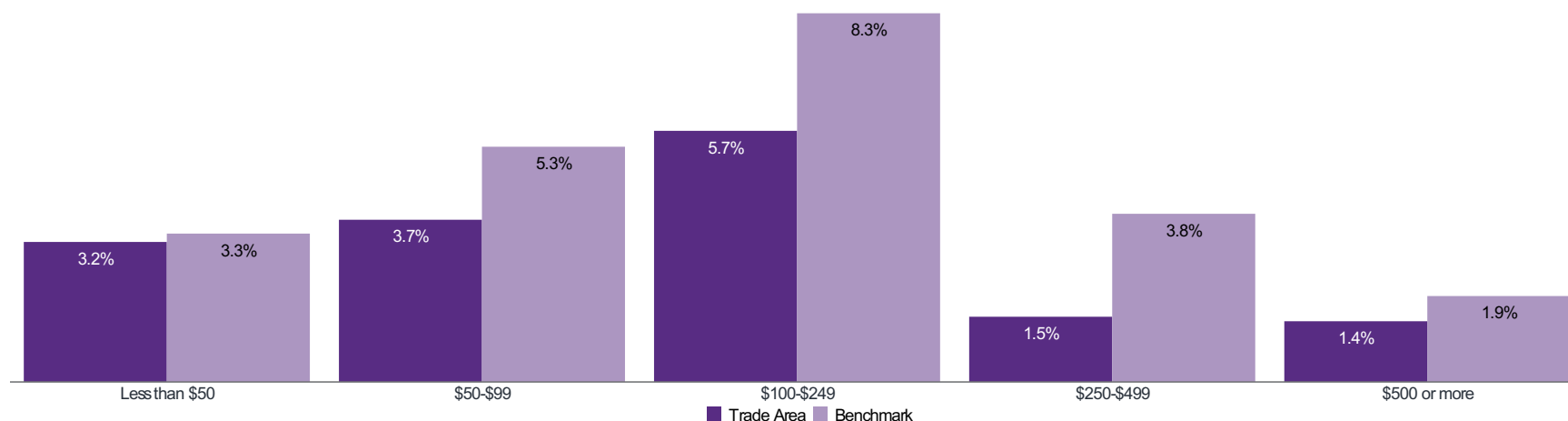
Trade Area: Sarnia - Mitton Village

Total Household Population 18+: 12,972

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	56.8% Index: 119	27.0% Index: 77	8.0% Index: 73	2.7% Index: 75
Purchase preference	68.6% Index: 114	25.0% Index: 75	6.6% Index: 76	3.8% Index: 122
Customer Service	50.8% Index: 120	17.7% Index: 86	5.3% Index: 87	25.8% Index: 93

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

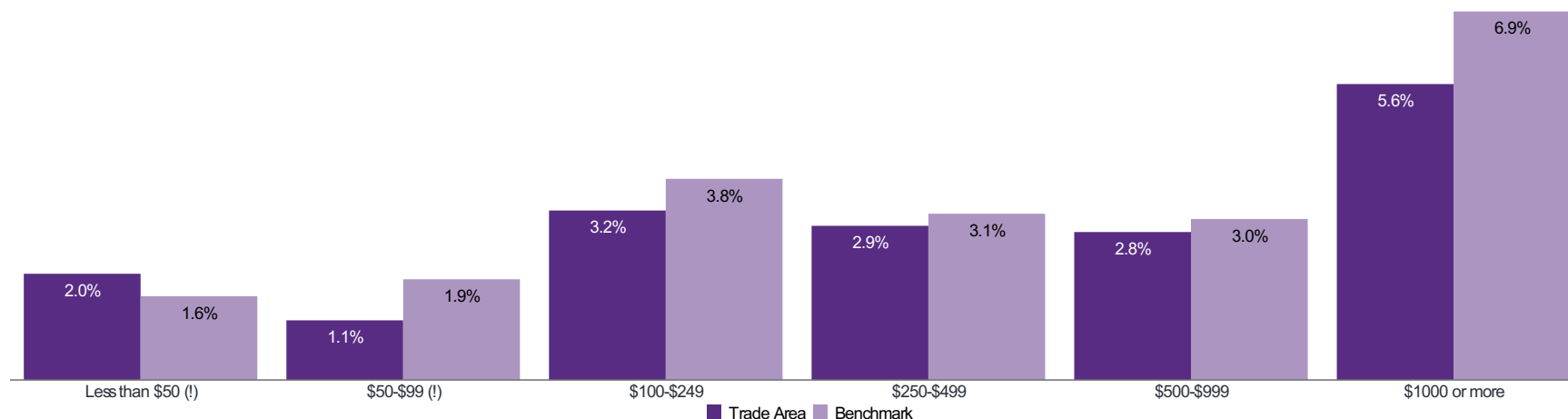
Trade Area: Sarnia - Mitton Village

Total Household Population 18+: 12,972

BEHAVIOURAL PREFERENCES BY CHANNEL

 GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	74.4% Index:103	22.5% Index:91	10.0% Index:90	2.5% Index:91
Purchase preference	85.6% Index:103	13.8% Index:83	5.2% Index:84	2.3% Index:96
Customer Service	75.7% Index:108	8.3% Index:72	3.0% Index:75	17.5% 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 | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

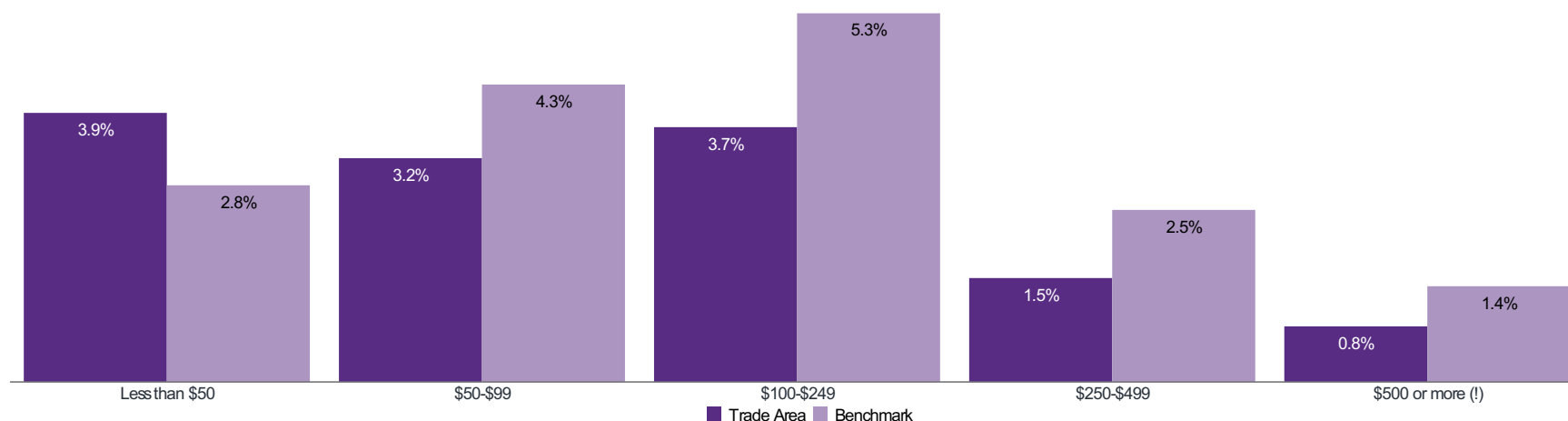
Trade Area: Sarnia - Mitton Village

Total Household Population 18+: 12,972

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	36.9% Index:104	18.5% Index:84	6.9% Index:85	1.5% Index:54
Purchase preference	48.3% Index:104	13.4% Index:73	4.9% Index:77	1.8% Index:80
Customer Service	40.4% Index:111	9.3% Index:74	2.7% Index:62	12.3% Index:84

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

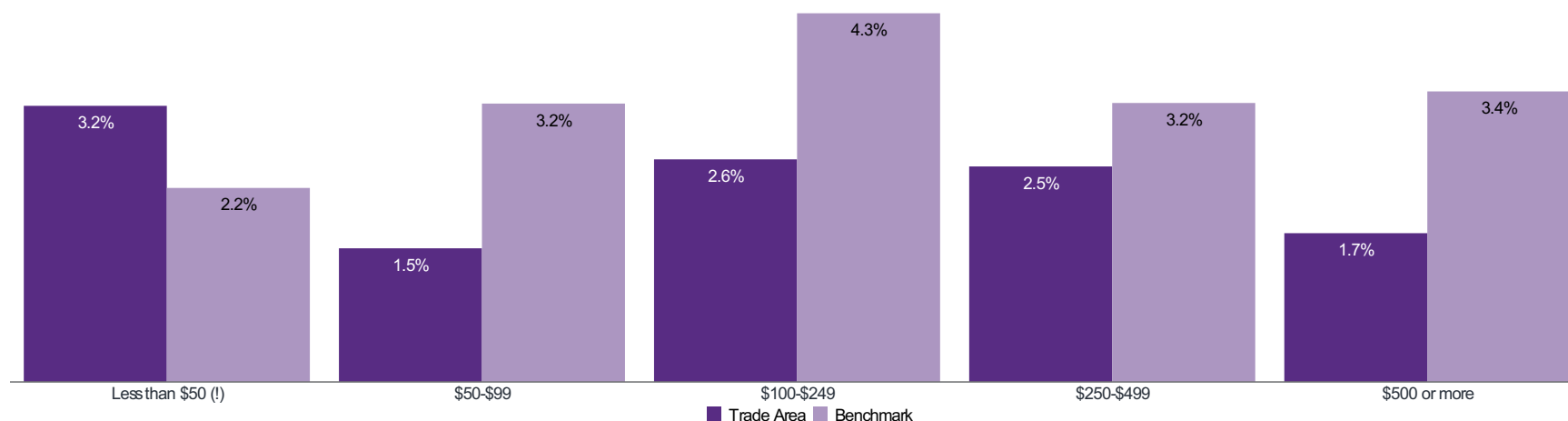
Trade Area: Sarnia - Mitton Village

Total Household Population 18+: 12,972

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	49.5% Index:96	34.6% Index:91	8.5% Index:74	5.1% Index:88
Purchase preference	64.8% Index:95	17.2% Index:71	5.3% Index:76	2.5% Index:69
Customer Service	54.3% Index:100	12.6% Index:79	3.5% Index:73	19.0% Index:83

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

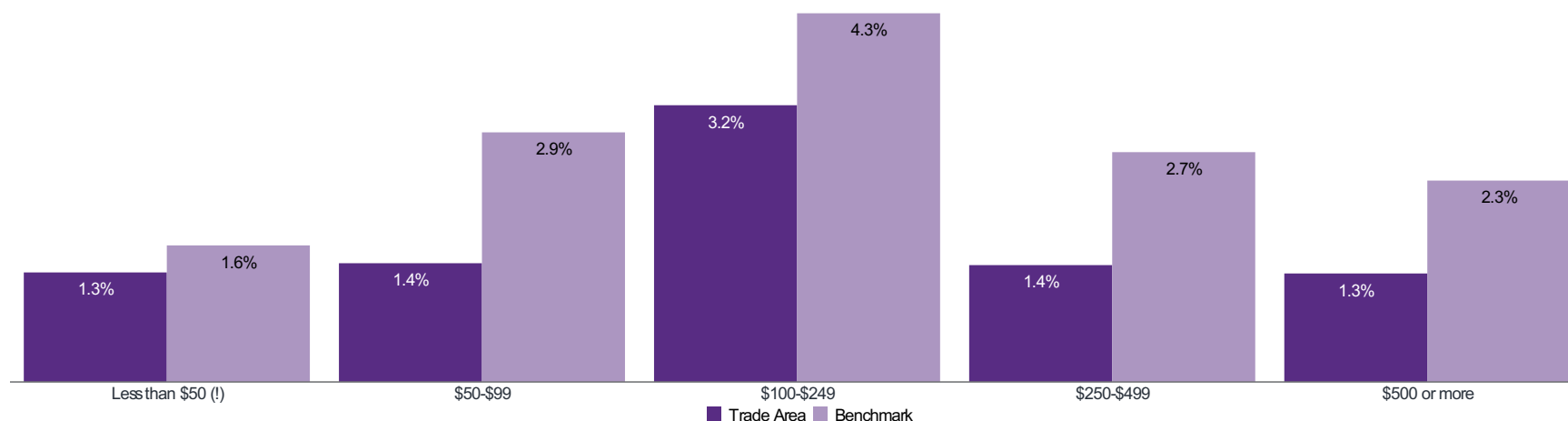
Trade Area: Sarnia - Mitton Village

Total Household Population 18+: 12,972

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	37.2% Index:95	24.8% Index:77	7.6% Index:72	3.5% Index:90
Purchase preference	49.2% Index:95	16.1% Index:67	6.5% Index:86	2.4% Index:80
Customer Service	40.4% Index:96	11.0% Index:73	3.7% Index:72	16.5% Index:81

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

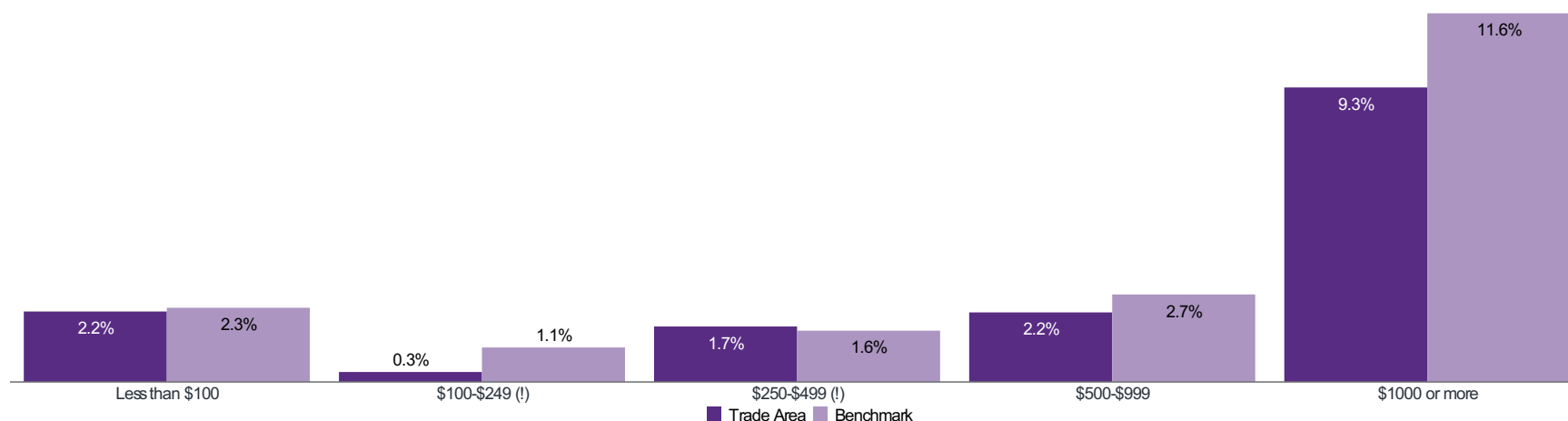
Trade Area: Sarnia - Mitton Village

Total Household Population 18+: 12,972

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	23.6% Index: 115	51.4% Index: 89	11.9% Index: 79	15.4% Index: 96
Purchase preference	33.6% Index: 117	43.7% Index: 85	5.3% Index: 81	15.4% Index: 86
Customer Service	36.0% Index: 124	23.8% Index: 87	4.0% Index: 58	40.6% Index: 92

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: Sarnia - Mitton Village

Households: 8,126

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock



66.4%

Index: 98

Has high quality fresh produce



56.2%

Index: 94

Has high quality meat department



41.3%

Index: 99

Carries food/non-food items I need



39.3%

Index: 96

Carries variety of items and services



33.0%

Index: 92

Only store that carries what I want



28.6%

Index: 94

Carries wide variety of ethnic prod.



12.1%

Index: 90

Has variety of freshly prep. foods/meals



11.3%

Index: 81

Has special section for dietary needs



11.2%

Index: 90

Carries variety of organic prod. (!)



9.1%

Index: 80

Carries selection of alcoholic bev. (^)



3.7%

Index: 97

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: Sarnia - Mitton Village

Households: 8,126

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



56.4%

Index: 94

Organized layout makes it easy to shop



43.5%

Index: 105

Staff are friendly and knowledgeable



40.2%

Index: 119

Easy to get in and get out quickly



38.9%

Index: 91

Short checkout lines/fast checkout



32.3%

Index: 91

Has extended hours



24.6%

Index: 89

I like the store ambiance



19.4%

Index: 97

Has self-checkout



11.1%

Index: 81

Offers an online shopping option (!)



6.2%

Index: 69

Benchmark: Southern Ontario

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

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

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

ENVIRONICS
ANALYTICS

Trade Area: Sarnia - Mitton Village

Households: 8,126

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



64.7%

Index: 96

Discover good value when shopping



62.0%

Index: 94

Store has the lowest prices overall



57.7%

Index: 99

Store has a customer loyalty card program



48.7%

Index: 98

Has loyalty prog. app and offers pers. promos



29.4%

Index: 100

I'm loyal to their store brands



24.6%

Index: 107

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	43.4	40.2	0.2 108
Leave the store and buy it elsewhere	26.1	30.9	0.2 84
Purchase another brand	19.9	21.2	0.2 94
Purchase another size or variety of the same brand (!)	10.6	7.7	0.3 137

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 Sarnia - Mitton Village 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%	64,632	100%	0.33%	100	62,884	100%	0.33%	100	50,505	100%	0.26%	100	57,968	100%	0.30%	100	86,771	100%	0.45%	100
3538030	Sarnia, ON (CY)	62,178	0.32%	35,246	54.53%	56.69%	16930	33,967	54.01%	54.63%	16769	30,039	59.48%	48.31%	18464	33,091	57.09%	53.22%	17722	41,770	48.14%	67.18%	14944
3538003	St. Clair, ON (TP)	12,532	0.06%	5,644	8.73%	45.03%	13450	5,530	8.79%	44.13%	13545	4,400	8.71%	35.11%	13420	5,236	9.03%	41.78%	13913	7,446	8.58%	59.42%	13217
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	2,733	4.23%	3.15%	941	2,501	3.98%	2.88%	886	1,838	3.64%	2.12%	810	2,525	4.36%	2.91%	970	4,730	5.45%	5.46%	1214
3538035	Plympton-Wyoming, ON (T)	7,076	0.04%	3,422	5.29%	48.36%	14443	3,487	5.54%	49.28%	15126	2,520	4.99%	35.62%	13614	3,034	5.23%	42.88%	14278	4,401	5.07%	62.20%	13837
3539036	London, ON (CY)	349,526	1.81%	2,190	3.39%	0.63%	187	2,188	3.48%	0.63%	192	1,717	3.40%	0.49%	188	1,626	2.81%	0.47%	155	3,892	4.49%	1.11%	248
3538019	Petrolia, ON (T)	4,835	0.03%	2,341	3.62%	48.43%	14463	2,030	3.23%	41.98%	12887	1,684	3.33%	34.83%	13311	1,903	3.28%	39.36%	13107	2,921	3.37%	60.41%	13439
3538040	Lambton Shores, ON (MU)	9,615	0.05%	939	1.45%	9.76%	2916	530	0.84%	5.51%	1691	660	1.31%	6.86%	2622	761	1.31%	7.91%	2635	1,438	1.66%	14.96%	3328
3538031	Point Edward, ON (VL)	1,909	0.01%	1,341	2.07%	70.23%	20974	1,104	1.76%	57.85%	17758	1,037	2.05%	54.34%	20770	1,067	1.84%	55.87%	18605	1,372	1.58%	71.86%	15987
3538016	Enniskillen, ON (TP)	2,168	0.01%	731	1.13%	33.71%	10066	890	1.41%	41.03%	12594	500	0.99%	23.06%	8815	670	1.16%	30.92%	10296	1,088	1.25%	50.16%	11160
3520005	Toronto, ON (C)	2,568,898	13.31%	958	1.48%	0.04%	11	774	1.23%	0.03%	9	48	0.10%	0.00%	1	387	0.67%	0.02%	5	1,050	1.21%	0.04%	9

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Sarnia - Mitton Village 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
13,349	9,042	67.7	9,348	70.0	8,362	62.6	8,847	66.3	10,212	76.5

2019 Sarnia - Mitton Village Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polvaxon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	88,169	10,212	11.6	77,957	88.4

2020 Sarnia - Mitton Village 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%	41,290	100%	0.21%	100	47,688	100%	0.25%	100	49,622	100%	0.26%	100	47,892	100%	0.25%	100	71,444	100%	0.37%	100
3538030	Sarnia, ON (CY)	62,178	0.32%	25,894	62.71%	41.65%	19469	28,135	59.00%	45.25%	18315	28,516	57.47%	45.86%	17840	28,102	58.68%	45.20%	18216	37,560	52.57%	60.41%	16321
3538003	St. Clair, ON (TP)	12,532	0.06%	4,190	10.15%	33.44%	15631	4,278	8.97%	34.14%	13817	5,188	10.45%	41.40%	16103	5,022	10.49%	40.07%	16152	6,914	9.68%	55.17%	14906
3538035	Plympton-Wyoming, ON (T)	7,076	0.04%	2,115	5.12%	29.89%	13975	3,040	6.37%	42.96%	17388	3,201	6.45%	45.24%	17597	2,851	5.95%	40.28%	16237	4,354	6.09%	61.53%	16624
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	1,511	3.66%	1.74%	815	1,758	3.69%	2.03%	821	2,044	4.12%	2.36%	917	1,966	4.10%	2.27%	914	3,708	5.19%	4.28%	1155
3539036	London, ON (CY)	349,526	1.81%	1,069	2.59%	0.31%	143	1,141	2.39%	0.33%	132	1,929	3.89%	0.55%	215	1,320	2.76%	0.38%	152	3,047	4.26%	0.87%	236
3538019	Petrolia, ON (T)	4,835	0.03%	950	2.30%	19.64%	9182	1,132	2.37%	23.42%	9478	970	1.95%	20.06%	7803	973	2.03%	20.13%	8114	1,765	2.47%	36.51%	9863
3538040	Lambton Shores, ON (MU)	9,615	0.05%	466	1.13%	4.85%	2266	699	1.47%	7.27%	2945	613	1.24%	6.38%	2482	671	1.40%	6.98%	2814	1,109	1.55%	11.53%	3115
3538031	Point Edward, ON (VL)	1,909	0.01%	585	1.42%	30.66%	14334	790	1.66%	41.38%	16749	807	1.63%	42.30%	16453	743	1.55%	38.90%	15679	914	1.28%	47.85%	12929
3538043	Warwick, ON (TP)	2,934	0.02%	295	0.71%	10.06%	4701	604	1.27%	20.57%	8327	722	1.46%	24.61%	9574	450	0.94%	15.34%	6184	897	1.25%	30.56%	8256
3538016	Enniskillen, ON (TP)	2,168	0.01%	329	0.80%	15.18%	7097	446	0.94%	20.59%	8334	541	1.09%	24.95%	9705	532	1.11%	24.56%	9898	821	1.15%	37.88%	10234

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Sarnia - Mitton Village 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
13,349	8,861	66.4	8,919	66.8	8,445	63.3	8,601	64.4	10,612	79.5

2020 Sarnia - Mitton Village 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	71,923	10,612	14.8	61,312	85.2

2021 Sarnia - Mitton Village 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%	39,153	100%	0.20%	100	59,995	100%	0.31%	100	60,612	100%	0.31%	100	43,829	100%	0.23%	100	75,667	100%	0.39%	100
3538030	Sarnia, ON (CY)	62,178	0.32%	23,587	60.24%	37.94%	18703	32,894	54.83%	52.90%	17021	34,074	56.22%	54.80%	17452	25,628	58.47%	41.22%	18152	37,323	49.33%	60.03%	15313
3538003	St. Clair, ON (TP)	12,532	0.06%	4,145	10.59%	33.08%	16307	5,707	9.51%	45.54%	14653	6,175	10.19%	49.27%	15691	5,360	12.23%	42.77%	18838	7,529	9.95%	60.08%	15327
3538035	Plympton-Wyoming, ON (T)	7,076	0.04%	2,140	5.47%	30.24%	14909	3,858	6.43%	54.52%	17541	4,360	7.19%	61.62%	19623	3,515	8.02%	49.67%	21875	4,955	6.55%	70.02%	17863
3539036	London, ON (CY)	349,526	1.81%	1,013	2.59%	0.29%	143	2,155	3.59%	0.62%	198	2,737	4.52%	0.78%	249	1,338	3.05%	0.38%	169	3,897	5.15%	1.11%	284
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	1,003	2.56%	1.16%	570	2,806	4.68%	3.24%	1041	2,696	4.45%	3.11%	990	1,256	2.87%	1.45%	638	3,847	5.08%	4.44%	1132
3538040	Lambton Shores, ON (MU)	9,615	0.05%	699	1.78%	7.27%	3582	1,311	2.18%	13.63%	4386	1,074	1.77%	11.17%	3557	948	2.16%	9.86%	4342	1,660	2.19%	17.26%	4404
3538019	Petrolia, ON (T)	4,835	0.03%	786	2.01%	16.26%	8015	1,020	1.70%	21.10%	6790	1,027	1.69%	21.24%	6764	868	1.98%	17.94%	7902	1,372	1.81%	28.38%	7240
3539015	Strathroy-Caradoc, ON (MU)	19,358	0.10%	157	0.40%	0.81%	401	846	1.41%	4.37%	1406	402	0.66%	2.08%	662	415	0.95%	2.14%	943	1,112	1.47%	5.74%	1465
3538043	Warwick, ON (TP)	2,934	0.02%	794	2.03%	27.06%	13343	785	1.31%	26.74%	8603	539	0.89%	18.36%	5847	594	1.35%	20.24%	8912	1,058	1.40%	36.07%	9202
3520005	Toronto, ON (C)	2,568,898	13.31%	515	1.32%	0.02%	10	588	0.98%	0.02%	7	427	0.70%	0.02%	5	225	0.51%	0.01%	4	1,049	1.39%	0.04%	10

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Sarnia - Mitton Village 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
13,349	8,030	60.2	9,690	72.6	9,962	74.6	7,285	54.6	10,274	77.0

2021 Sarnia - Mitton Village 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	76,418	10,274	13.4	66,144	86.6

Top 5 segments represent **47.7%** of customers in Southern Ontario



Rank: 1
Customers: 8,715
Customers %: 12.25
% in Benchmark: 2.73
Index: 449

Found mostly in Alberta and Ontario, New Country is one of the wealthiest rural segments, with nearly two-thirds of residents working in well-paying jobs in agriculture, mining, natural industries and other blue-collar occupations. Scoring high for self-employment, a significant percentage of residents work as farmers and independent contractors in related industries. Their six-figure incomes provide comfortable, single-detached houses and enviable lifestyles. Forty percent of the maintainers are between 45 and 64 years old, and nearly 45 percent of households have children, typically of all ages. Like generations of rural households before them, New Country members are known for their deep roots in the community. Three-quarters of residents are third-plus-generation Canadians; fewer than one in ten are foreign-born. In these rural settings, people get attached to their pickups and drive them for decades. For leisure, they like to go hunting, fishing and boating, or they'll stay home and do some gardening. With their traditional views on politics and religion, they support family values and oppose government involvement in people's private lives; they score very low on Active Government.



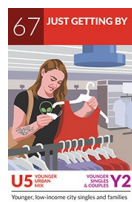
Rank: 2
Customers: 7,219
Customers %: 10.15
% in Benchmark: 2.83
Index: 358

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



Rank: 3
Customers: 6,745
Customers %: 9.48
% in Benchmark: 1.69
Index: 563

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
Customers: 5,662
Customers %: 7.96
% in Benchmark: 2.62
Index: 304

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: 5
Customers: 5,590
Customers %: 7.86
% in Benchmark: 2.60
Index: 303

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