

Community Profile: Smith Falls – Beckwith Street

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.

ENVIRONICS
ANALYTICS

Confidential

Date: February 10, 2022

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Smith Falls - Beckwith Street
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Smith Falls - Beckwith Street

POPULATION

7,447

HOUSEHOLDS

3,498

MEDIAN MAINTAINER AGE

58

Index: 107

MARITAL STATUS



49.9%

Index: 86

Married/Common-Law

FAMILY STATUS*

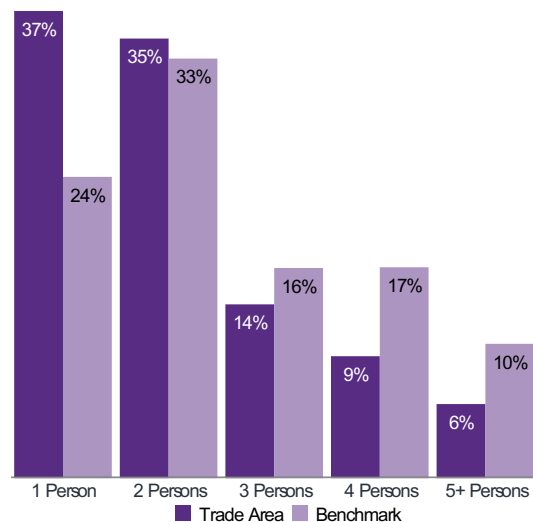


25.4%

Index: 161

Total Lone-Parent Families

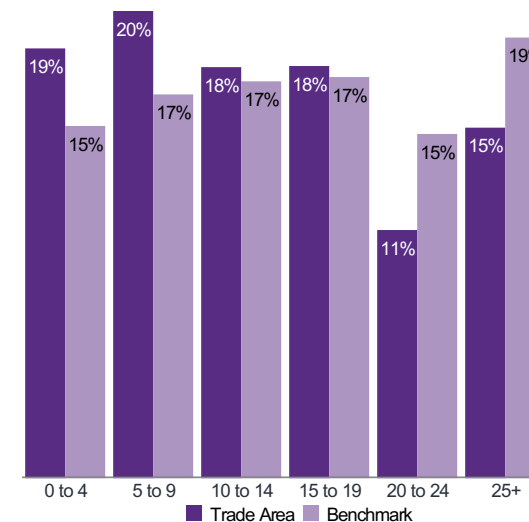
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	396	5.3	105
5 to 9	433	5.8	108
10 to 14	411	5.5	97
15 to 19	391	5.3	89
20 to 24	389	5.2	78
25 to 29	401	5.4	77
30 to 34	447	6.0	90
35 to 39	437	5.9	91
40 to 44	350	4.7	76
45 to 49	410	5.5	88
50 to 54	475	6.4	97
55 to 59	604	8.1	112
60 to 64	601	8.1	120
65 to 69	589	7.9	140
70 to 74	483	6.5	136
75 to 79	291	3.9	118
80 to 84	179	2.4	110
85+	159	2.1	96

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+

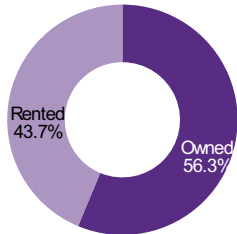
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Smith Falls - Beckwith Street

Population: 7,447 | Households: 3,498

TENURE



STRUCTURE TYPE



Houses

73.7%

Index: 95



Apartments

25.6%

Index: 116

AGE OF HOUSING*

60+ Years Old

% Comp: 62.8 Index: 303

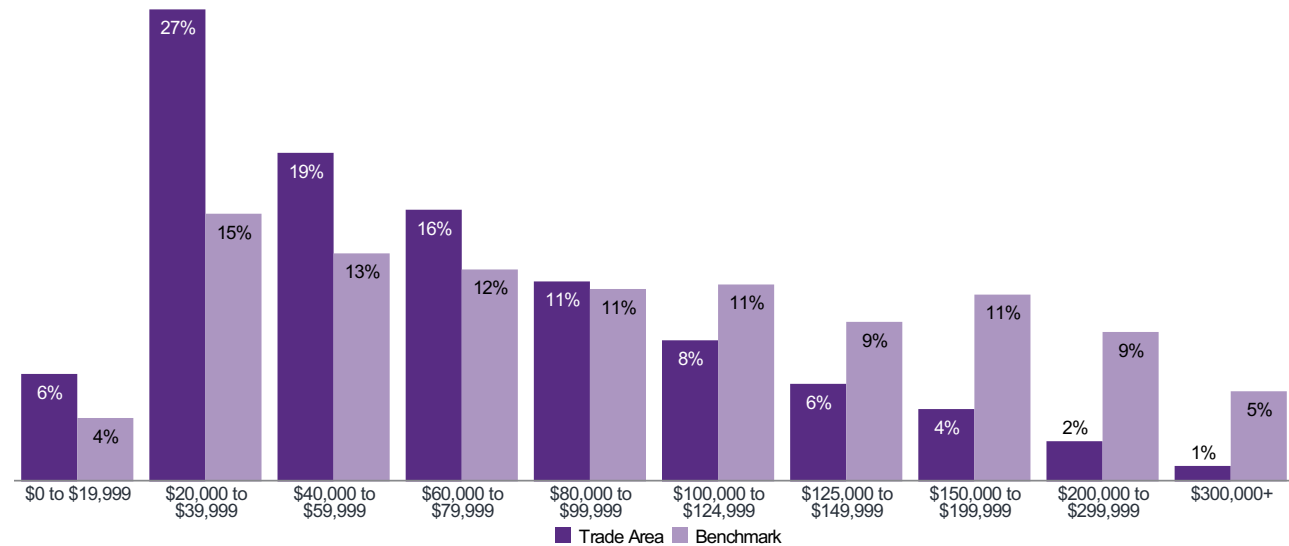
AVERAGE HOUSEHOLD INCOME



\$70,462

Index: 61

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Smith Falls - Beckwith Street

Population: 7,447 | Households: 3,498

EDUCATION



8.8%

Index:33

University Degree

LABOUR FORCE PARTICIPATION



57.2%

Index:88

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



31.1%

Index:86

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

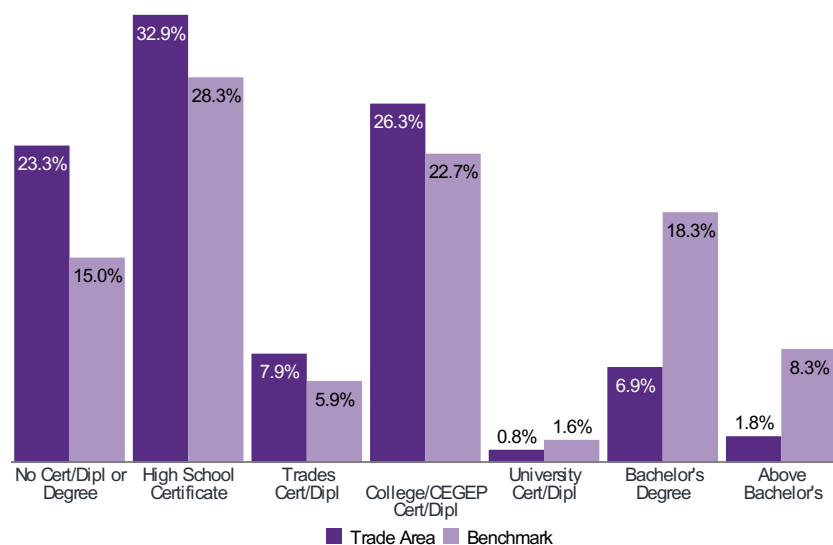


5.2%

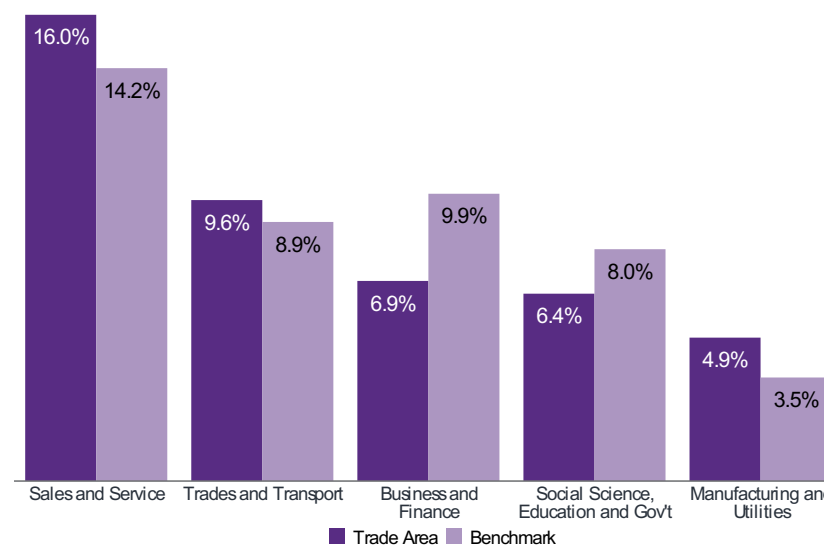
Index:264

Travel to work by **Walking**

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: Smith Falls - Beckwith Street

Population: 7,447 | Households: 3,498

ABORIGINAL IDENTITY



4.8%

Index: 203

VISIBLE MINORITY PRESENCE



1.7%

Index: 6

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



0.2%

Index: 10

No knowledge of English or French

IMMIGRATION



5.4%

Index: 21

Born outside Canada

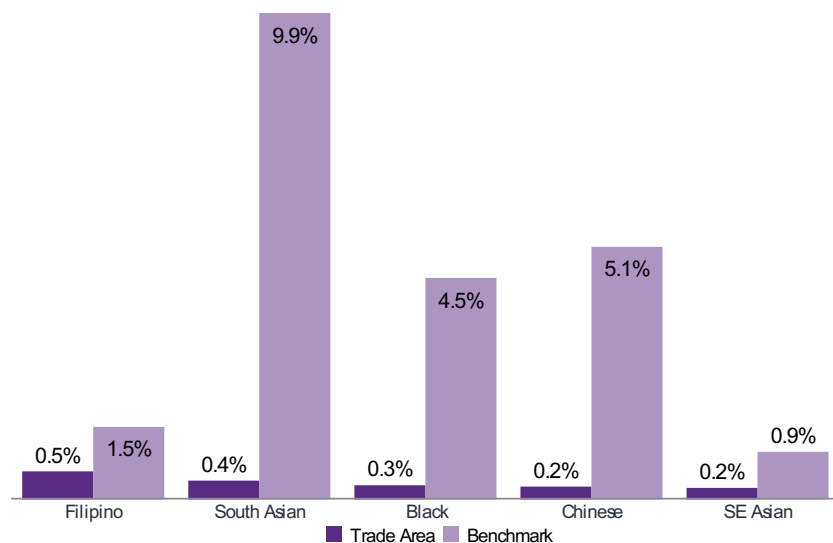
PERIOD OF IMMIGRATION*

N/A

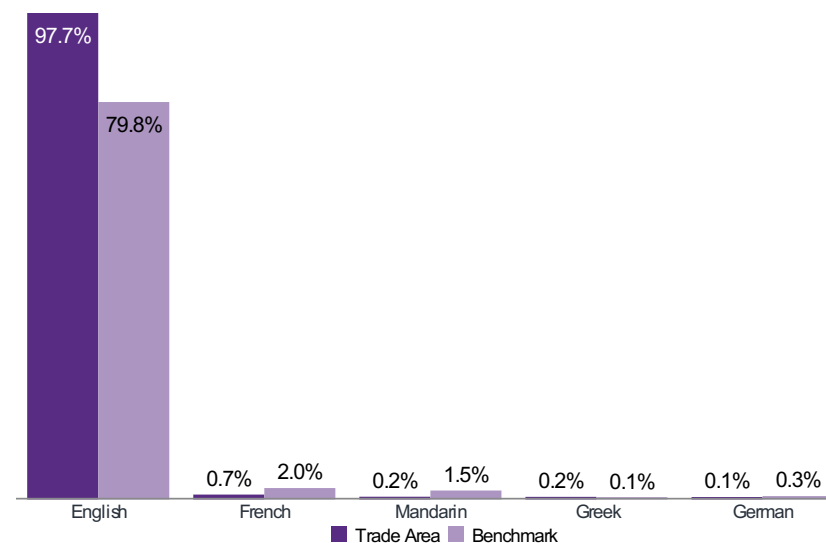
N/A%

Index: N/A

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

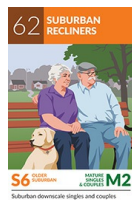
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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

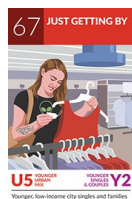
Index Colours: <80 80 - 110 110+

Top 5 segments represent **83.7%** of households in Smith Falls - Beckwith Street



Rank: 1
Hhlds: 987
Hhld %: 28.21
% in Benchmark: 2.12
Index: 1,330

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).



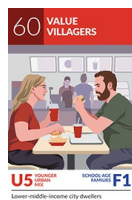
Rank: 2
Hhlds: 656
Hhld %: 18.74
% in Benchmark: 3.49
Index: 537

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: 484
Hhld %: 13.83
% in Benchmark: 1.94
Index: 715

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



Rank: 4
Hhlds: 472
Hhld %: 13.51
% in Benchmark: 2.72
Index: 496

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



Rank: 5
Hhlds: 328
Hhld %: 9.38
% in Benchmark: 4.83
Index: 194

The second most affluent rural segment, Country Traditions is a collection of small communities scattered across the eastern half of Canada. The mostly middle-aged and older couples and families work at well-paying blue-collar and service sector jobs, earning upper-middle incomes in the low six figures. Most own a home built after 1980—nearly 95 percent live in a single-detached house—and a sturdy, large pickup is a necessity for their backcountry commutes to work. With half the maintainers over 55, Country Traditions households are split between couples and families with children of all ages. Despite their rural settings, only 3 percent work in agriculture—still 30 percent above average—while many more work in fields like construction, health care, social services and public administration. Nevertheless, Country Traditions members have deep roots in the land: nearly 80 percent are third-plus-generation Canadians. And these rural families enjoy old-fashioned pursuits like gardening, boating and swimming. Proclaiming that life in the country is far more satisfying than life in the city, they prefer to identify with their local communities and Canada than as citizens of the world (National Pride).

Psychographics | SocialValues Overview

Trade Area: Smith Falls - Beckwith Street



Strong Values

Values	Index
Confidence in Small Business	123
Obedience to Authority	121
Aversion to Complexity	119
Utilitarian Consumerism	119
Financial Concern Regarding the Future	118
Ethical Consumerism	117
Parochialism	115
Need for Escape	114
Attraction to Nature	113
Fulfillment Through Work	113



Descriptions | Top 3 Strong Values

Confidence in Small Business

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

Obedience to Authority

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

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
Need for Status Recognition	75
Ostentatious Consumption	75
Vitality	75
Enthusiasm for Technology	77
Status via Home	78
Brand Genuineness	80
Consumptivity	80
Attraction For Crowds	81
Consumption Evangelism	81
Adaptability to Complexity	82



Descriptions | Top 3 Weak Values

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".

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.

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: Smith Falls - Beckwith Street

WealthScapes Households: 3,493

INCOME*

Household Income

\$ 70,416

Index: **61**

Household Disposable Income

\$ 59,390

Index: **65**

Household Discretionary Income

\$ 39,904

Index: **62**

Annual RRSP Contributions

\$ 1,885

Index: **53**

WEALTH*



Net Worth

% Holders

99.6% Index: **100**

Balance

\$256,095

Index: **35**

ASSETS*



Savings

% Holders

94.5% Index: **99**

Balance

\$38,193

Index: **50**



Investments

% Holders

47.0% Index: **78**

Balance

\$176,281

Index: **52**



Unlisted Shares

% Holders

7.6% Index: **61**

Balance

\$82,808

Index: **26**



Real Estate

% Holders

59.4% Index: **78**

Balance

\$333,436

Index: **45**



Liquid Assets

% Holders

97.2% Index: **99**

Balance

\$143,818

Index: **43**

DEBT*



Consumer Debt

% Holders

88.4% Index: **97**

Balance

\$45,522

Index: **69**



Mortgage Debt

% Holders

37.3% Index: **80**

Balance

\$130,380

Index: **44**

FINANCIAL RATIO



Debt:Asset

% Holders

0.26% Index: **121**

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: Smith Falls - Beckwith Street

WealthScapes Households: 3,493

FINANCIAL RATIOS*



Debt: Asset

0.26

Index: 121



Debt: Liquid Assets

0.64

Index: 104



Consumer Debt - Discr. Income

1.01

Index: 108



Savings - Investments

0.69

Index: 114



Pension - Non-Pension Assets

0.54

Index: 245



Real Estate Assets - Liq. Assets

1.42

Index: 81



Mortgage - Real Estate Assets

0.25

Index: 101



Mortgage - Consumer Debt

1.21

Index: 53

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Smith Falls - Beckwith Street

Households: 3,498

Total Aggregate Current Consumption: \$188,600,658

Average Current Consumption

\$53,917

Index 66

Average Household Income










\$70,045

Index 61

Average Disposable Income

\$58,453

Index 65

 <p>Shelter</p> <p>Avg. Dollars/Household \$14,161 Index 67</p> <p>Pct. of Total Expenditure 26.3% Index 102</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$9,328 Index 68</p> <p>Pct. of Total Expenditure 17.3% Index 103</p>	 <p>Food</p> <p>Avg. Dollars/Household \$8,835 Index 69</p> <p>Pct. of Total Expenditure 16.4% Index 105</p>
 <p>Health Care</p> <p>Avg. Dollars/Household \$3,965 Index 72</p> <p>Pct. of Total Expenditure 7.4% Index 110</p>	 <p>Household Operation</p> <p>Avg. Dollars/Household \$3,866 Index 67</p> <p>Pct. of Total Expenditure 7.2% Index 102</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$3,231 Index 91</p> <p>Pct. of Total Expenditure 6.0% Index 138</p>
 <p>Recreation</p> <p>Avg. Dollars/Household \$2,525 Index 53</p> <p>Pct. of Total Expenditure 4.7% Index 80</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$2,353 Index 59</p> <p>Pct. of Total Expenditure 4.4% Index 89</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$1,768 Index 53</p> <p>Pct. of Total Expenditure 3.3% Index 81</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: Smith Falls - Beckwith Street

Households: 3,498

Average Household Income

\$70,045

Index **61**

Average Food Expenditure

\$8,835

Index **69**

Average Spend on Food from Restaurants

\$2,547









Index **63**

Average Spend on Food from Stores

\$6,289

Index **72**

Total Aggregate Food Expenditure: \$ 30,906,504

 Bakery Avg. Dollars/Household \$618 Index 71 Pct. of Total Expenditure 9.8% Index 99		 Cereal Products Avg. Dollars/Household \$351 Index 69 Pct. of Total Expenditure 5.6% Index 96		 Fruit and nuts Avg. Dollars/Household \$731 Index 67 Pct. of Total Expenditure 11.6% Index 93	
 Vegetables Avg. Dollars/Household \$597 Index 65 Pct. of Total Expenditure 9.5% Index 90		 Dairy products & Eggs Avg. Dollars/Household \$927 Index 72 Pct. of Total Expenditure 14.7% Index 101		 Meat Avg. Dollars/Household \$1,173 Index 75 Pct. of Total Expenditure 18.7% Index 104	
 Fish & Seafood Avg. Dollars/Household \$177 Index 60 Pct. of Total Expenditure 2.8% Index 84		 Beverages & Other Food Avg. Dollars/Household \$1,714 Index 78 Pct. of Total Expenditure 27.3% Index 108			

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: Smith Falls - Beckwith Street

Household Population 14+: 6,254

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	10.2	11.0	92
Going to restaurants, bars or night clubs	55.5	55.1	101
Having physical Contact with family and friends	59.0	57.7	102
Participating in group activities	38.3	38.7	99
Partying	14.7	15.8	94
Seeing family and friends in person	66.0	62.8	105
Entertainment			
Attending events, festivals or concerts	42.1	42.9	98
Attending sports events (excludes professional sports)	17.2	18.2	95
Attending to professional sports events or games	22.0	25.4	87
Going to the movies	43.6	45.7	95
Movement & Travel			
Driving more	16.1	16.1	100
Shopping in-store	41.9	42.9	98
Spending time outdoors	34.3	32.5	106
Travelling outside of Canada/ abroad	44.7	53.2	84
Travelling within Canada	50.6	49.9	101
Using public transit	7.9	13.7	58
Personal			
Getting back to old habits	35.1	36.2	97
Going to a salon, barber shop or spa	29.6	33.7	88
Going to the gym	18.4	22.6	82
Education/Work			
Children going back to school	20.5	20.3	101
Going back to work	13.6	17.6	77
Other			
Not Stated	0.2	0.6	38

Benchmark: Southern Ontario

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(Base used for Index calculations)

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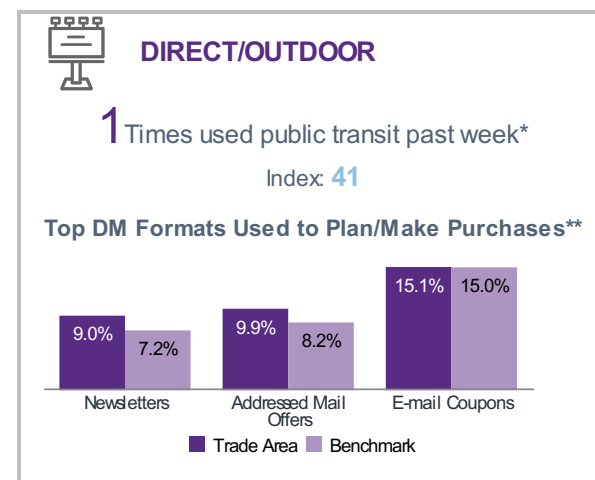
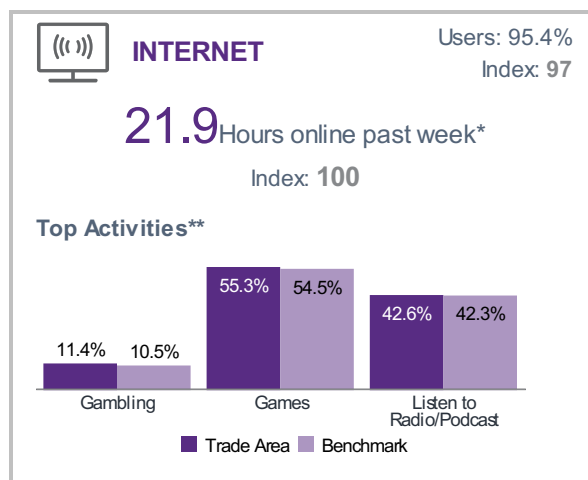
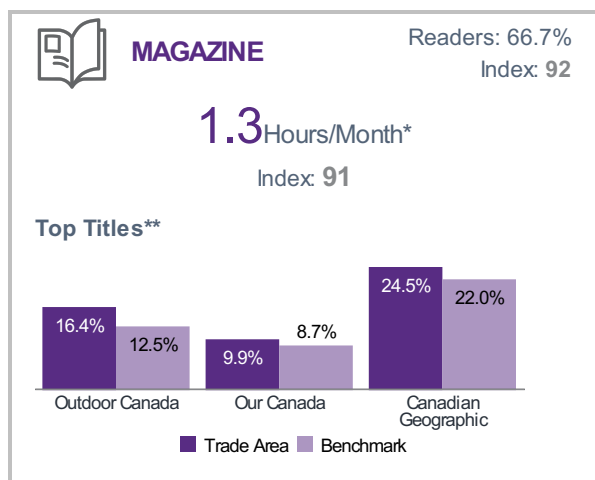
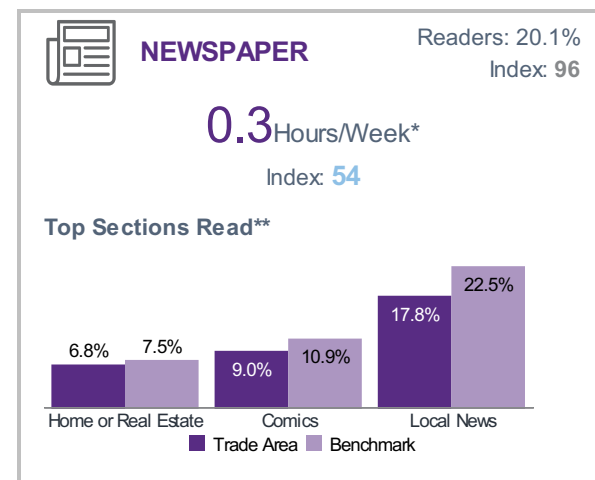
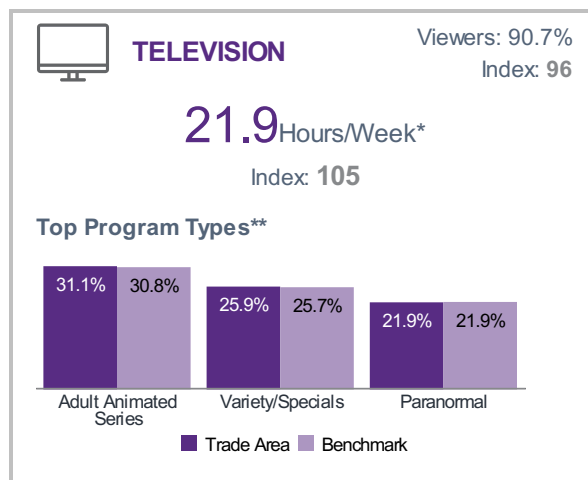
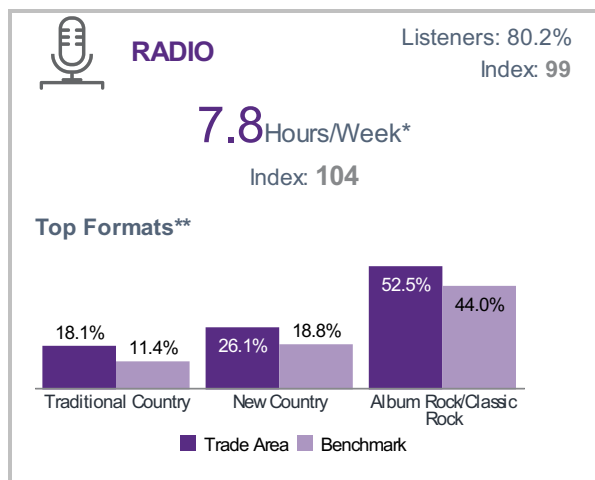
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Smith Falls - Beckwith Street

Household Population 14+: 6,254



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

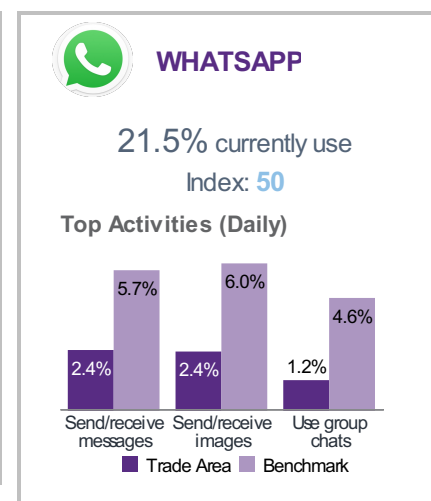
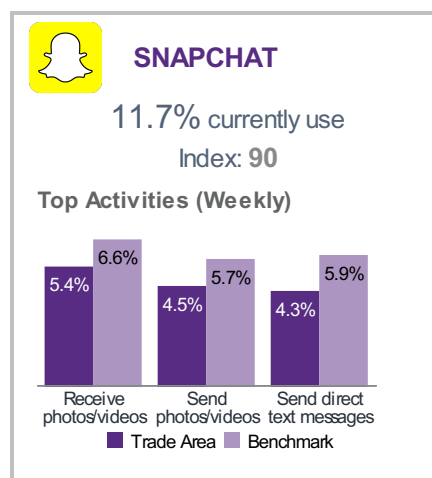
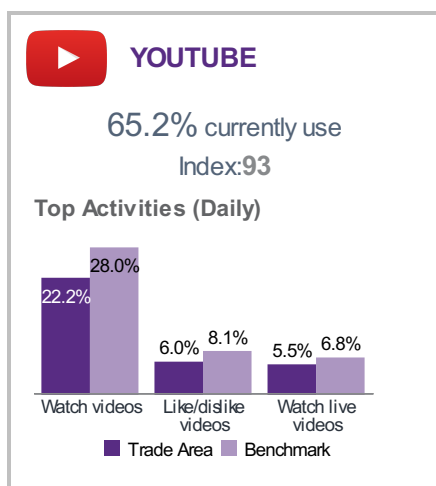
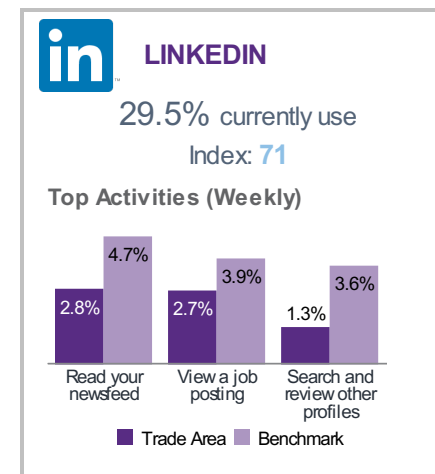
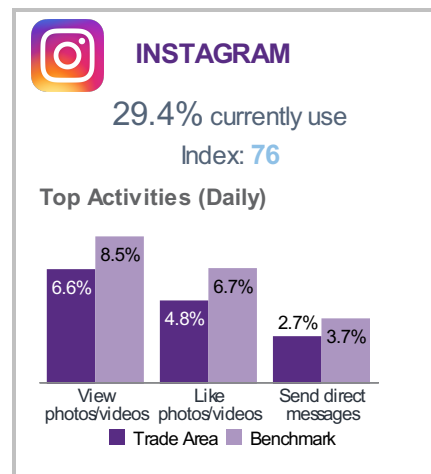
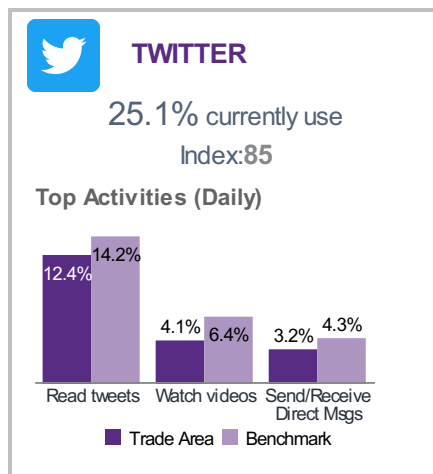
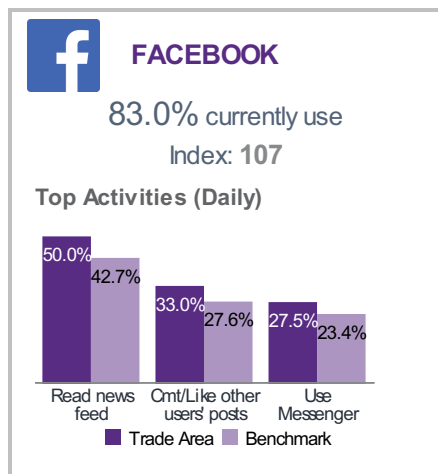
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Smith Falls - Beckwith Street

Household Population 18+: 5,926



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: Smith Falls - Beckwith Street

Household Population 18+: 5,926

FRIENDS IN ALL SM NETWORKS



38.8%

Index: 109

0-49 friends

FREQUENCY OF USE (DAILY)



64.2%

Index: 114

Facebook

BRAND INTERACTION



33.8%

Index: 98

Like brand on Facebook

NO. OF BRANDS INTERACTED

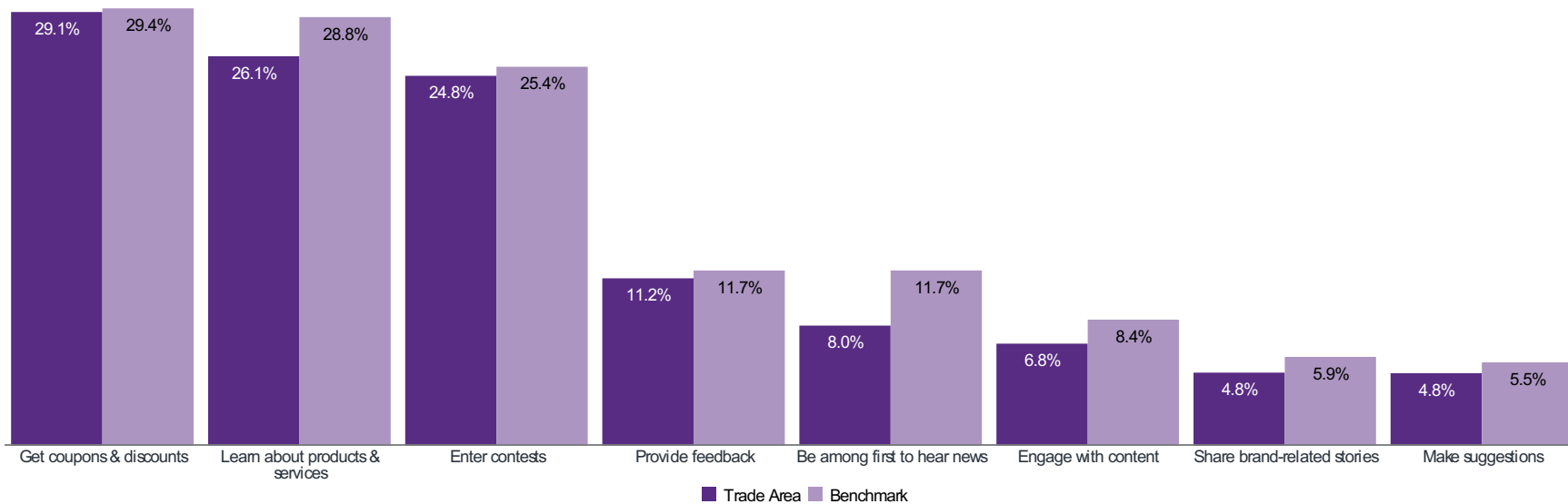


30.3%

Index: 99

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: Smith Falls - Beckwith Street

Total Household Population 18+: 5,926



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

% Comp 90.5 Index 103



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

% Comp 44.5 Index 92



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

% Comp 85.2 Index 101



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

% Comp 36.6 Index 89



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

% Comp 52.3 Index 92



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

% Comp 26.1 Index 87

Benchmark: Southern Ontario

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Ranked by percent composition.

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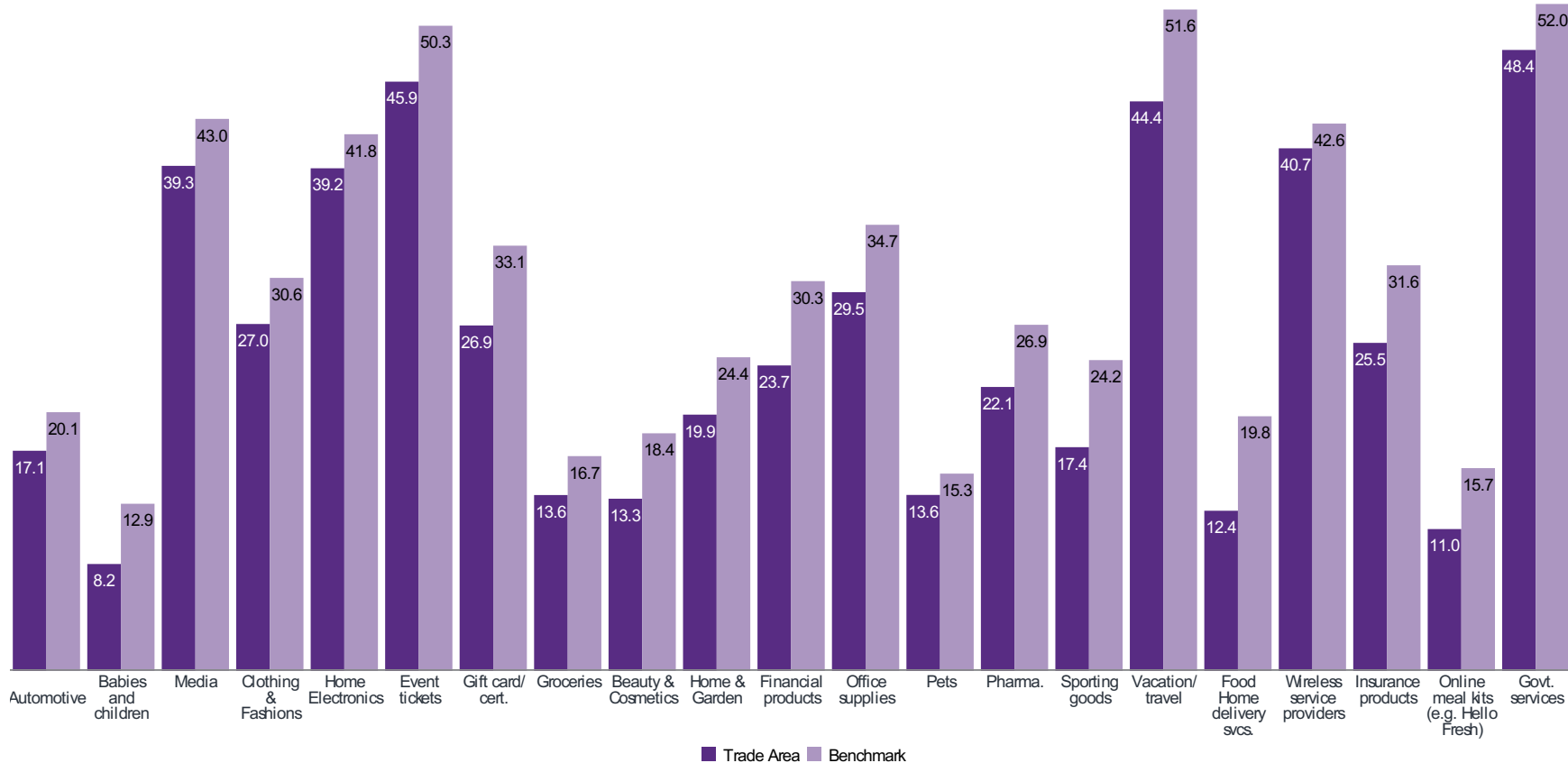
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Smith Falls - Beckwith Street

Total Household Population 18+: 5,926

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

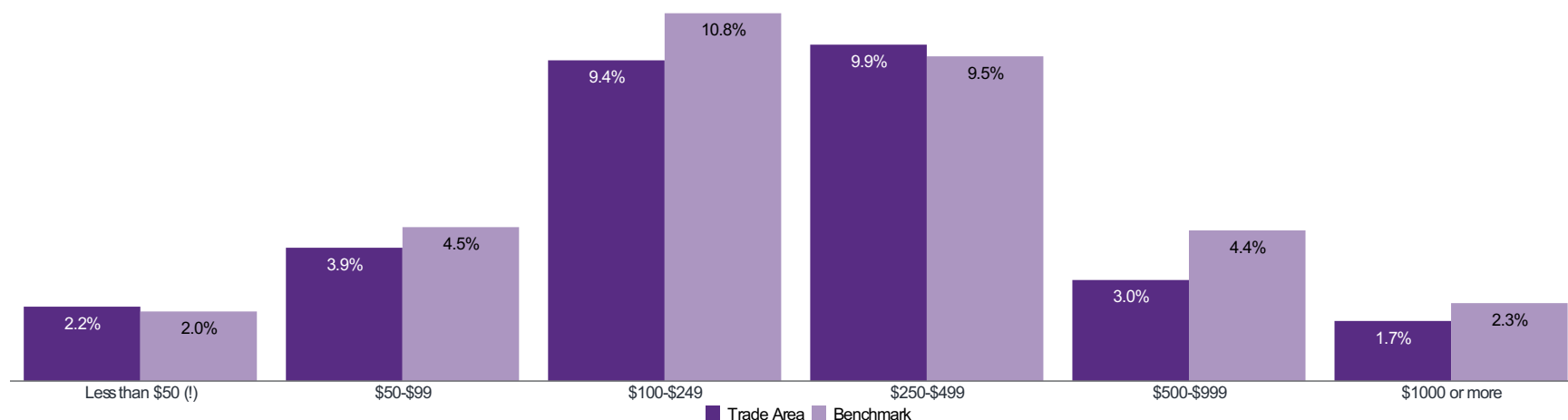
Trade Area: Smith Falls - Beckwith Street

Total Household Population 18+: 5,926

BEHAVIOURAL PREFERENCES BY CHANNEL

 CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	66.1% Index:108	30.5% Index:83	12.3% Index:100	2.1% Index:66
Purchase preference	79.0% Index:105	27.0% Index:88	8.2% Index:83	2.1% Index:82
Customer Service	66.7% Index:108	15.3% Index:85	4.5% Index:79	19.4% Index:90

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

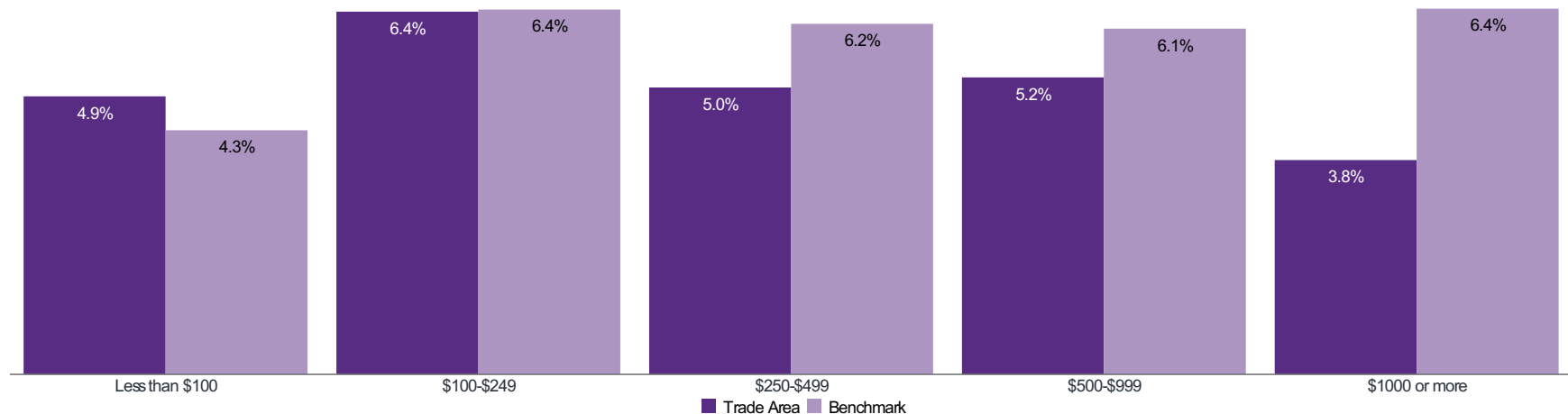
Trade Area: Smith Falls - Beckwith Street

Total Household Population 18+: 5,926

BEHAVIOURAL PREFERENCES BY CHANNEL

HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	56.2% Index: 112	52.4% Index: 96	13.1% Index: 84	8.1% Index: 99
Purchase preference	74.7% Index: 109	39.2% Index: 94	8.5% Index: 77	6.4% Index: 100
Customer Service	62.3% Index: 111	23.7% Index: 96	7.0% Index: 95	37.2% Index: 101

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

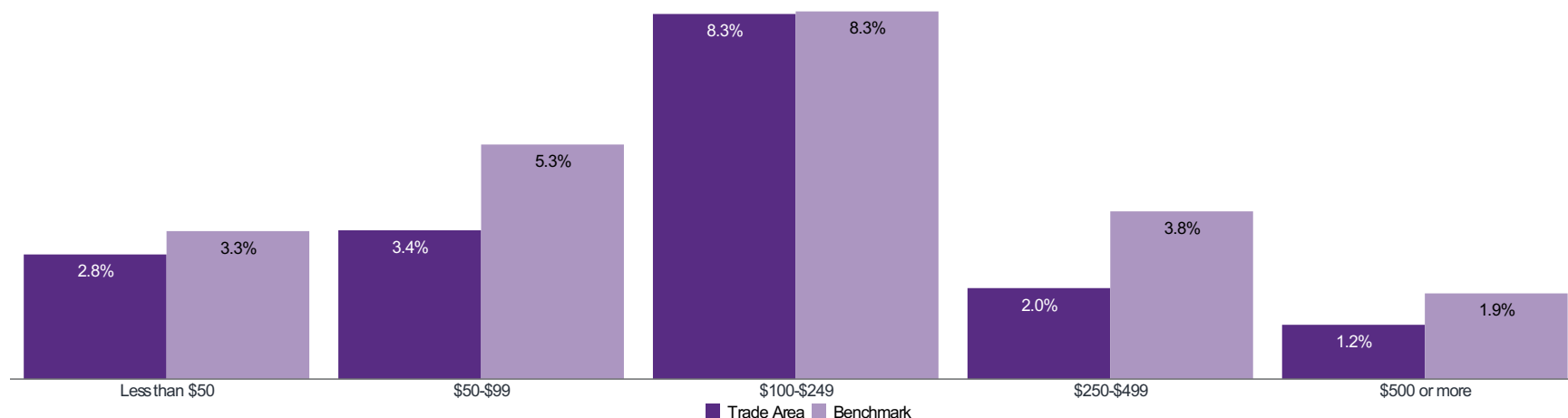
Trade Area: Smith Falls - Beckwith Street

Total Household Population 18+: 5,926

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	55.9% Index: 117	28.7% Index: 82	8.8% Index: 80	3.0% Index: 84
Purchase preference	69.3% Index: 115	26.9% Index: 81	6.5% Index: 75	3.9% Index: 128
Customer Service	50.0% Index: 118	19.0% Index: 93	5.3% Index: 87	26.9% Index: 97

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

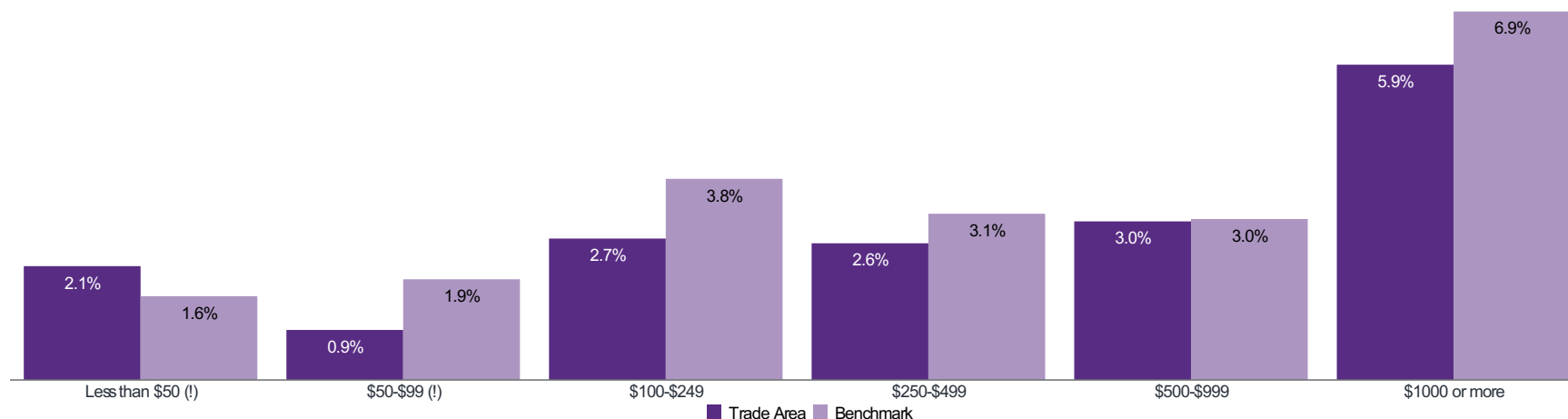
Trade Area: Smith Falls - Beckwith Street

Total Household Population 18+: 5,926

BEHAVIOURAL PREFERENCES BY CHANNEL

 GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	75.5% Index:105	20.4% Index:83	9.1% Index:82	2.3% Index:84
Purchase preference	86.8% Index:104	13.6% Index:82	4.8% Index:78	2.3% Index:95
Customer Service	75.7% Index:108	8.0% Index:70	2.8% Index:70	17.1% Index:91

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

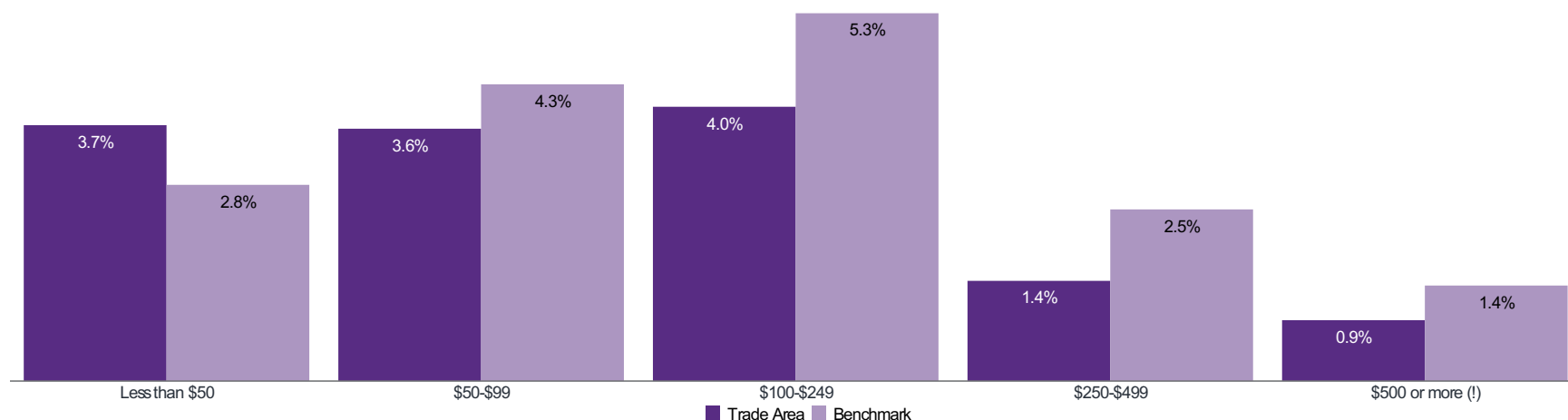
Trade Area: Smith Falls - Beckwith Street

Total Household Population 18+: 5,926

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	36.1% Index:102	16.0% Index:73	6.2% Index:77	1.3% Index:47
Purchase preference	46.8% Index:101	13.3% Index:72	3.5% Index:54	1.4% Index:63
Customer Service	37.5% Index:103	8.7% Index:69	2.7% Index:63	11.6% Index:79

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

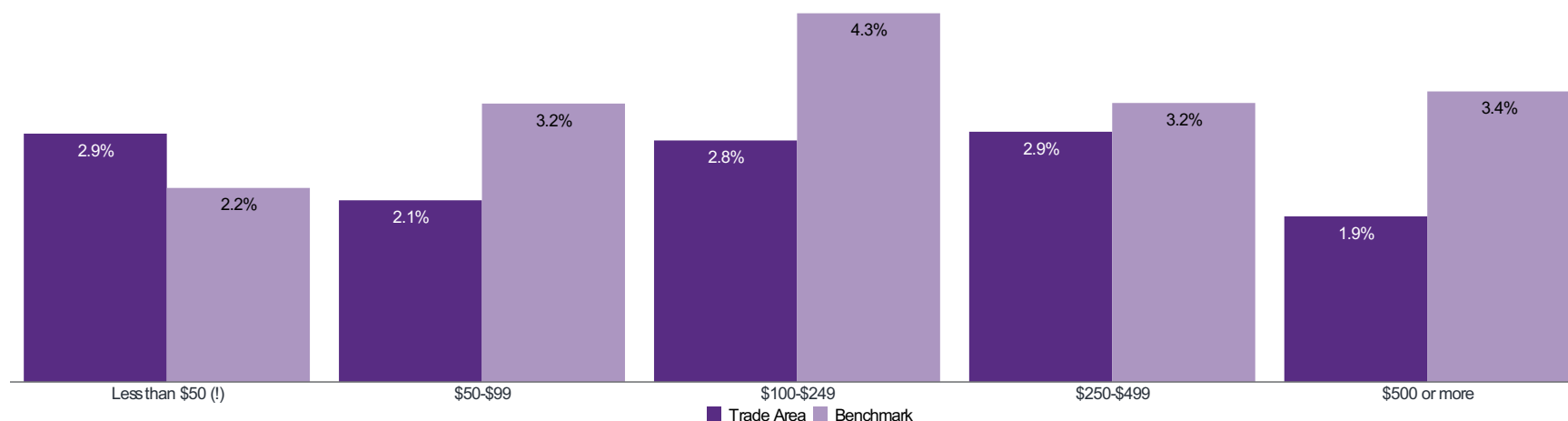
Trade Area: Smith Falls - Beckwith Street

Total Household Population 18+: 5,926

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	54.4% Index:105	35.6% Index:94	10.6% Index:93	5.1% Index:88
Purchase preference	70.7% Index:104	19.9% Index:82	5.5% Index:79	2.9% Index:81
Customer Service	58.8% Index:109	14.2% Index:89	4.2% Index:89	20.4% Index:89

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

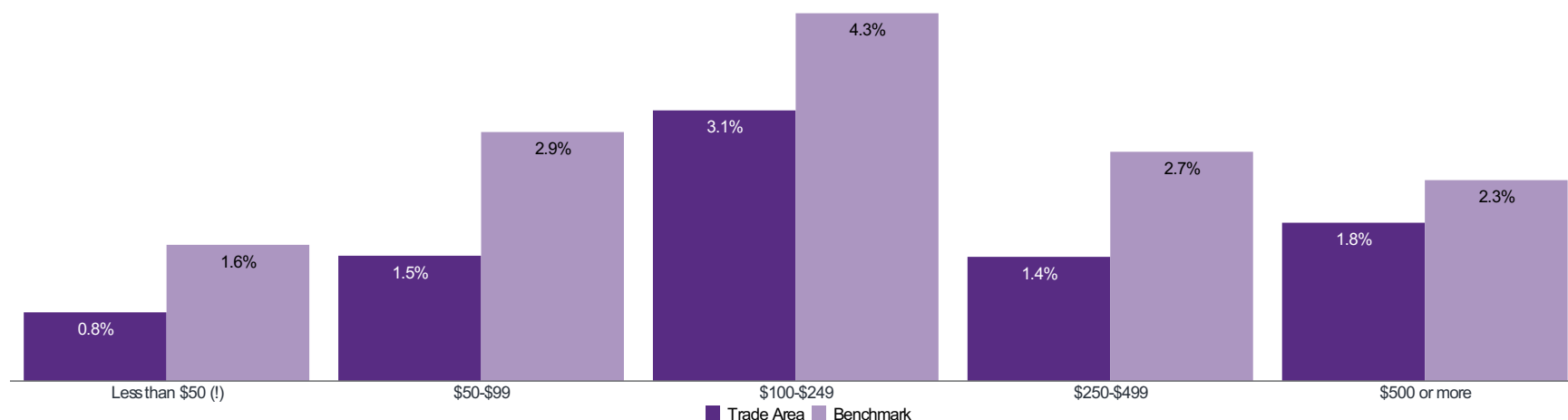
Trade Area: Smith Falls - Beckwith Street

Total Household Population 18+: 5,926

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	39.1% Index:100	24.0% Index:74	7.9% Index:75	3.6% Index:92
Purchase preference	51.5% Index:99	17.4% Index:72	6.2% Index:83	2.8% Index:93
Customer Service	42.3% Index:101	11.6% Index:76	4.7% Index:92	16.8% Index:82

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

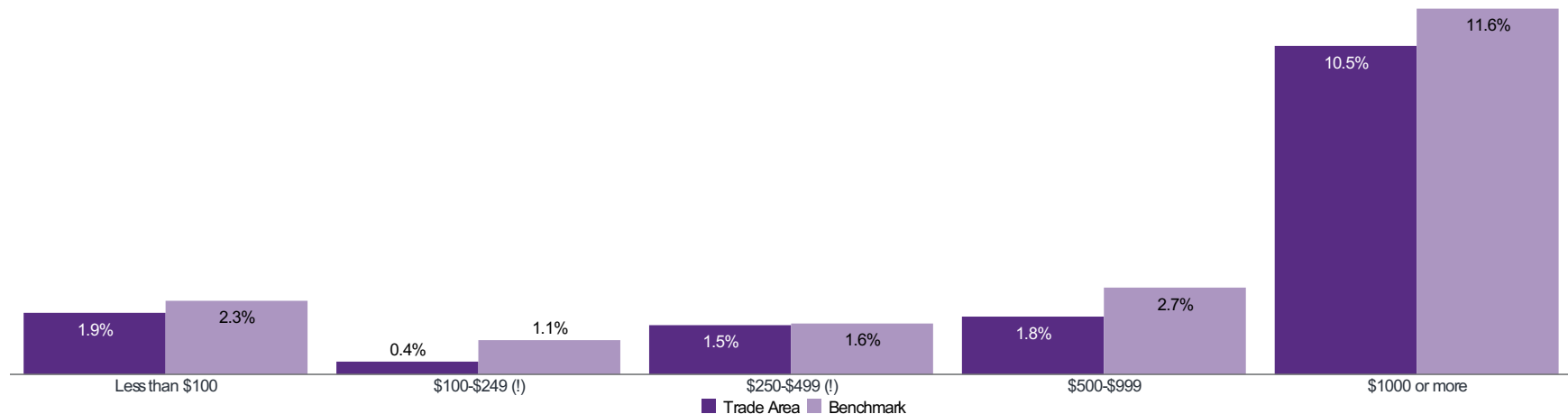
Trade Area: Smith Falls - Beckwith Street

Total Household Population 18+: 5,926

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	21.7% Index: 105	50.9% Index: 88	11.4% Index: 76	15.1% Index: 94
Purchase preference	31.5% Index: 110	44.4% Index: 86	5.5% Index: 84	15.3% Index: 85
Customer Service	33.4% Index: 114	23.8% Index: 87	4.7% Index: 68	40.6% 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+
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Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Smith Falls - Beckwith Street

Households: 3,498

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: Smith Falls - Beckwith Street

Households: 3,498

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



55.5%

Index: 93

Organized layout makes it easy to shop



41.9%

Index: 101

Easy to get in and get out quickly



39.8%

Index: 93

Staff are friendly and knowledgeable



39.4%

Index: 117

Short checkout lines/fast checkout



32.5%

Index: 91

Has extended hours



22.8%

Index: 83

I like the store ambiance



18.1%

Index: 91

Has self-checkout



9.2%

Index: 67

Offers an online shopping option (!)



6.7%

Index: 76

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: Smith Falls - Beckwith Street

Households: 3,498

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



65.2%

Index: 97

Discover good value when shopping



63.8%

Index: 96

Store has the lowest prices overall



57.2%

Index: 99

Store has a customer loyalty card program



49.2%

Index: 99

Has loyalty prog. app and offers pers. promos



29.8%

Index: 101

I'm loyal to their store brands



22.6%

Index: 98

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	42.2	40.2	0.1 105
Leave the store and buy it elsewhere	28.1	30.9	0.1 91
Purchase another brand	17.7	21.2	0.1 84
Purchase another size or variety of the same brand (!)	12.0	7.7	0.1 155

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 Smith Falls - Beckwith Street 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%	89,057	100%	0.46%	100	99,024	100%	0.51%	100	61,636	100%	0.32%	100	65,140	100%	0.34%	100	145,457	100%	0.75%	100
3506008	Ottawa, ON (CV)	873,210	4.52%	21,477	24.12%	2.46%	533	29,070	29.36%	3.33%	649	13,641	22.13%	1.56%	489	12,405	19.04%	1.42%	421	40,422	27.79%	4.63%	614
3509004	Smiths Falls, ON (T)	7,692	0.04%	7,767	8.72%	100.97%	21885	7,344	7.42%	95.47%	18610	6,481	10.52%	84.26%	26389	7,101	10.90%	92.31%	27355	7,657	5.26%	99.55%	13210
3510010	Kingston, ON (CY)	110,501	0.57%	4,185	4.70%	3.79%	821	4,366	4.41%	3.95%	770	2,333	3.78%	2.11%	661	3,031	4.65%	2.74%	813	7,415	5.10%	6.71%	891
3507040	Rideau Lakes, ON (TP)	9,024	0.05%	3,955	4.44%	43.82%	9498	3,711	3.75%	41.13%	8017	3,479	5.65%	38.56%	12075	3,612	5.54%	40.02%	11860	4,808	3.31%	53.28%	7071
3507015	Brockville, ON (CY)	19,269	0.10%	2,926	3.29%	15.18%	3291	2,464	2.49%	12.79%	2493	1,818	2.95%	9.44%	2955	2,343	3.60%	12.16%	3603	4,637	3.19%	24.07%	3194
3507014	Elizabethtown-Kitley, ON (TP)	8,721	0.05%	2,632	2.96%	30.18%	6541	2,896	2.92%	33.21%	6473	2,668	4.33%	30.59%	9580	2,423	3.72%	27.78%	8232	3,777	2.60%	43.31%	5747
3509010	Drummond/North Elmsley, ON (TP)	7,027	0.04%	3,034	3.41%	43.18%	9360	3,096	3.13%	44.06%	8589	3,083	5.00%	43.88%	13741	2,988	4.59%	42.53%	12602	3,733	2.57%	53.12%	7049
3509028	Carleton Place, ON (T)	9,471	0.05%	2,597	2.92%	27.43%	5944	2,569	2.59%	27.13%	5288	1,689	2.74%	17.83%	5584	1,769	2.72%	18.68%	5535	3,422	2.35%	36.13%	4794
3520005	Toronto, ON (C)	2,568,898	13.31%	1,550	1.74%	0.06%	13	1,821	1.84%	0.07%	14	1,296	2.10%	0.05%	16	1,002	1.54%	0.04%	12	3,269	2.25%	0.13%	17
3509024	Beckwith, ON (TP)	6,730	0.03%	2,106	2.37%	31.30%	6784	2,574	2.60%	38.25%	7455	1,385	2.25%	20.57%	6443	1,558	2.39%	23.15%	6859	3,007	2.07%	44.68%	5929

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Smith Falls - Beckwith Street Visitors Within Trade Area

Compared to Total Household Population 15+

Benchmark: 15 min trade area

Total Household Population 15+	Spring 2019 Visitors		Summer 2019 Visitors		Fall 2019 Visitors		Winter 2019 Visitors		Full Year 2019 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
6,146	5,850	95.2	5,238	85.2	4,721	76.8	5,014	81.6	5,512	89.7

2019 Smith Falls - Beckwith Street Visitors Within vs Outside Trade Area

Benchmark: Canada

Year	Total Visitors In Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	148,363	5,512	3.7	142,851	96.3

2020 Smith Falls - Beckwith Street 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%	44,301	100%	0.23%	100	63,909	100%	0.33%	100	54,699	100%	0.28%	100	46,371	100%	0.24%	100	99,356	100%	0.51%	100
3506008	Ottawa, ON (CV)	873,210	4.52%	9,158	20.67%	1.05%	457	16,027	25.08%	1.84%	554	11,689	21.37%	1.34%	472	8,341	17.99%	0.96%	398	26,151	26.32%	2.99%	582
3509004	Smiths Falls, ON (T)	7,692	0.04%	7,008	15.82%	91.10%	39695	6,208	9.71%	80.71%	24378	6,147	11.24%	79.92%	28203	5,944	12.82%	77.27%	32164	6,798	6.84%	88.38%	17171
3510010	Kingston, ON (CY)	110,501	0.57%	1,462	3.30%	1.32%	576	2,959	4.63%	2.68%	809	2,256	4.12%	2.04%	720	1,883	4.06%	1.70%	709	4,779	4.81%	4.32%	840
3507040	Rideau Lakes, ON (TP)	9,024	0.05%	2,535	5.72%	28.09%	12239	3,768	5.90%	41.76%	12613	4,078	7.46%	45.19%	15948	3,036	6.55%	33.64%	14005	4,636	4.67%	51.37%	9980
3507014	Elizabethtown-Kitley, ON (TP)	8,721	0.05%	2,039	4.60%	23.38%	10186	2,311	3.62%	26.50%	8003	2,459	4.50%	28.20%	9952	2,216	4.78%	25.41%	10579	3,660	3.68%	41.96%	8153
3509010	Drummond/North Elmsley, ON (TP)	7,027	0.04%	2,303	5.20%	32.78%	14281	2,752	4.31%	39.16%	11829	2,335	4.27%	33.24%	11728	2,266	4.89%	32.24%	13422	3,557	3.58%	50.62%	9833
3507015	Brockville, ON (CY)	19,269	0.10%	1,733	3.91%	8.99%	3918	1,987	3.11%	10.31%	3115	1,429	2.61%	7.41%	2617	1,367	2.95%	7.09%	2953	3,215	3.24%	16.68%	3241
3509024	Beckwith, ON (TP)	6,730	0.03%	1,398	3.16%	20.77%	9050	1,773	2.77%	26.34%	7957	1,781	3.26%	26.46%	9338	1,671	3.60%	24.84%	10338	2,793	2.81%	41.51%	8064
3507065	North Grenville, ON (MU)	15,126	0.08%	758	1.71%	5.01%	2183	1,230	1.92%	8.13%	2455	1,159	2.12%	7.66%	2704	1,124	2.42%	7.43%	3092	2,285	2.30%	15.10%	2934
3509028	Carleton Place, ON (T)	9,471	0.05%	1,080	2.44%	11.40%	4969	1,785	2.79%	18.85%	5694	1,119	2.05%	11.82%	4171	1,083	2.34%	11.43%	4759	2,199	2.21%	23.22%	4511

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Smith Falls - Beckwith Street Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2020 Visitors		Summer 2020 Visitors		Fall 2020 Visitors		Winter 2020 Visitors		Full Year 2020 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
6,146	5,023	81.7	4,590	74.7	4,549	74.0	3,996	65.0	4,877	79.4

2020 Smith Falls - Beckwith Street Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	100,342	4,877	4.9	95,465	95.1

2021 Smith Falls - Beckwith Street 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%	60,647	100%	0.31%	100	106,909	100%	0.55%	100	79,383	100%	0.41%	100	51,436	100%	0.27%	100	149,972	100%	0.78%	100
3506008	Ottawa, ON (CV)	873,210	4.52%	16,179	26.68%	1.85%	590	31,838	29.78%	3.65%	658	17,044	21.47%	1.95%	475	9,485	18.44%	1.09%	408	44,009	29.35%	5.04%	649
3510010	Kingston, ON (CY)	110,501	0.57%	2,715	4.48%	2.46%	782	5,030	4.71%	4.55%	822	3,072	3.87%	2.78%	676	1,726	3.36%	1.56%	586	7,364	4.91%	6.66%	858
3509004	Smiths Falls, ON (T)	7,692	0.04%	5,898	9.73%	76.68%	24406	5,483	5.13%	71.28%	12870	5,648	7.12%	73.43%	17855	5,614	10.91%	72.99%	27390	6,762	4.51%	87.91%	11315
3507040	Rideau Lakes, ON (TP)	9,024	0.05%	4,412	7.28%	48.89%	15562	5,868	5.49%	65.03%	11742	5,353	6.74%	59.32%	14425	4,671	9.08%	51.76%	19423	6,586	4.39%	72.99%	9394
3509024	Beckwith, ON (TP)	6,730	0.03%	2,402	3.96%	35.70%	11362	3,655	3.42%	54.30%	9805	3,645	4.59%	54.17%	13171	2,043	3.97%	30.35%	11389	4,634	3.09%	68.85%	8862
3507015	Brockville, ON (CY)	19,269	0.10%	1,743	2.87%	9.05%	2880	2,162	2.02%	11.22%	2026	3,398	4.28%	17.63%	4288	1,626	3.16%	8.44%	3167	4,111	2.74%	21.33%	2746
3507014	Elizabethtown-Kitley, ON (TP)	8,721	0.05%	2,246	3.70%	25.75%	8197	3,090	2.89%	35.43%	6398	3,698	4.66%	42.40%	10311	2,408	4.68%	27.61%	10361	4,004	2.67%	45.92%	5910
3509028	Carleton Place, ON (T)	9,471	0.05%	1,767	2.91%	18.65%	5937	2,583	2.42%	27.27%	4924	2,196	2.77%	23.19%	5638	2,101	4.09%	22.19%	8326	3,494	2.33%	36.89%	4748
3520005	Toronto, ON (C)	2,568,898	13.31%	447	0.74%	0.02%	6	2,725	2.55%	0.11%	19	1,895	2.39%	0.07%	18	550	1.07%	0.02%	8	3,393	2.26%	0.13%	17
3509010	Drummond/North Elmsley, ON (TP)	7,027	0.04%	2,214	3.65%	31.50%	10026	2,373	2.22%	33.78%	6098	2,174	2.74%	30.94%	7524	2,738	5.32%	38.96%	14621	3,153	2.10%	44.87%	5775

Index Legend Under 80 110 to 119 120 to 149 Over 150

2021 Smith Falls - Beckwith Street Visitors Within Trade Area

Compared to Total Household Population 15+

Benchmark: 15 min trade area

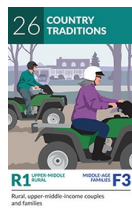
Total Household Population 15+	Spring 2021 Visitors		Summer 2021 Visitors		Fall 2021 Visitors		Winter 2021 Visitors		Full Year 2021 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
6,146	4,590	74.7	4,138	67.3	4,250	69.2	4,245	69.1	5,372	87.4

2021 Smith Falls - Beckwith Street Visitors Within vs Outside Trade Area

Benchmark: Canada

Year	Total Visitors in Main Street	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	152,440	5,372	3.5	147,068	96.5

Top 5 segments represent **38.9%** of customers in Southern Ontario



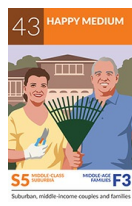
Rank: 1
Customers: 15,148
Customers %: 11.51
% in Benchmark: 4.89
Index: 235

The second most affluent rural segment, Country Traditions is a collection of small communities scattered across the eastern half of Canada. The mostly middle-aged and older couples and families work at well-paying blue-collar and service sector jobs, earning upper-middle incomes in the low six figures. Most own a home built after 1980—nearly 95 percent live in a single-detached house—and a sturdy, large pickup is a necessity for their backcountry commutes to work. With half the maintainers over 55, Country Traditions households are split between couples and families with children of all ages. Despite their rural settings, only 3 percent work in agriculture—still 30 percent above average—while many more work in fields like construction, health care, social services and public administration. Nevertheless, Country Traditions members have deep roots in the land: nearly 80 percent are third-plus-generation Canadians. And these rural families enjoy old-fashioned pursuits like gardening, boating and swimming. Proclaiming that life in the country is far more satisfying than life in the city, they prefer to identify with their local communities and Canada than as citizens of the world (National Pride).



Rank: 2
Customers: 12,952
Customers %: 9.84
% in Benchmark: 2.91
Index: 339

The largest PRIZM segment with nearly 400,000 households, Down to Earth consists of older couples and families found in rural communities across the country. Eight out of ten adults are homeowners, typically living in modest, single-detached homes built before 1990. The majority of maintainers are over 55 years old. Most Down to Earth households earn average incomes from a mix of blue-collar in agriculture, construction and the trades. And while the most common family type is empty-nesting couples, more than a third of households contain couples with kids of all ages. What these rural folks share is a tradition-bound lifestyle: more than 80 percent of households are third-plus-generation Canadians and a significant percentage start their day with early-morning chores. As in other rural communities, Down to Earth residents spend their leisure time close to home and nature, enjoying sewing, knitting, bird-watching and snowmobiling. Their yards often have a small collection of trucks, cars, boats, ATVs and RVs; status is expressed in the size of their pickup. And many are strong on the value of Fulfillment Through Work, believing that one's work should be useful to others.



Rank: 3
Customers: 12,407
Customers %: 9.43
% in Benchmark: 2.51
Index: 375

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
Customers: 5,394
Customers %: 4.10
% in Benchmark: 1.94
Index: 211

The wealthiest suburban segment, Turbo Burbs is a haven for middle-aged families enjoying the fruits of their labour. Found in the outer-ring subdivisions of a handful of large cities, the segment mostly contains families with children between the ages of 10 and 25. More than 90 percent of households live in recently built single-detached homes, with an average dwelling value of more than \$700,000. The adults have parlayed mixed educations—with significant rates for college and university achievement—into well-paying management, finance, education and government jobs. In their suburban neighbourhoods, many spend a lot of time in their cars, relying on their vehicles to commute to work and chauffeur their teenage children to after-school and athletic activities. While these families live well, participating in all kinds of outdoor sports and travelling extensively, they also give back to the community, volunteering their time and scoring high for donating more than \$5,000 a year to charities. Members of Turbo Burbs care about the development of their community, and are willing to give back to help those less fortunate (Community Involvement).



Rank: 5
Customers: 5,264
Customers %: 4.00
% in Benchmark: 4.16
Index: 96

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