Community Profile: St. Mary's – Downtown St. Mary's

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

Date: February 24, 2022
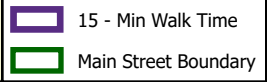
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St. Mary's - Downtown St. Mary's
Main Street Boundary and Trade Area

James St N

Queen St E

Queen St E

9

180

Queen St W

Water St S

James St S

120A

123

0   0.4   0.8 km

0   0.3   0.5 mi

| | 15 - Min Walk Time |
| | Main Street Boundary |

2022-01-12 12:54 PM

1

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: St. Mary's - Downtown St. Mary's

POPULATION

4,865

HOUSEHOLDS

2,059

MEDIAN MAINTAINER AGE

57

Index:**105**

MARITAL STATUS

59.8%

Index: **103**

Married/Common-Law

FAMILY STATUS*

49.5%

Index:**132**

Couples Without Children At Home

HOUSEHOLD SIZE

Household Size	Trade Area	Benchmark
1 Person	31%	24%
2 Persons	40%	33%
3 Persons	13%	16%
4 Persons	11%	17%
5+ Persons	6%	10%
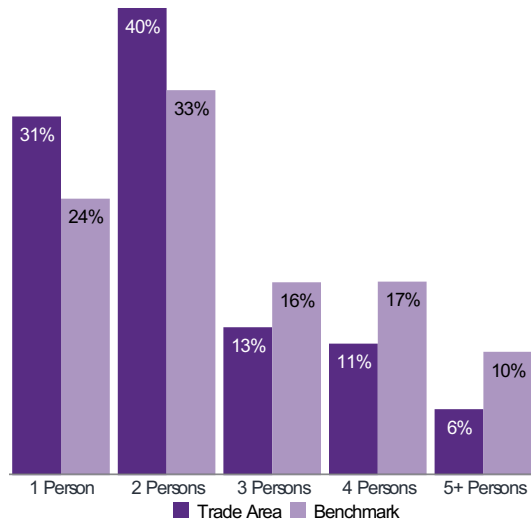
POPULATION BY AGE

	Count	%	Index
0 to 4	208	4.3	85
5 to 9	228	4.7	87
10 to 14	239	4.9	86
15 to 19	239	4.9	83
20 to 24	261	5.4	80
25 to 29	305	6.3	89
30 to 34	303	6.2	94
35 to 39	276	5.7	88
40 to 44	274	5.6	91
45 to 49	254	5.2	83
50 to 54	282	5.8	88
55 to 59	346	7.1	98
60 to 64	373	7.7	114
65 to 69	352	7.2	128
70 to 74	297	6.1	128
75 to 79	216	4.4	134
80 to 84	173	3.6	163
85+	238	4.9	221

AGE OF CHILDREN AT HOME
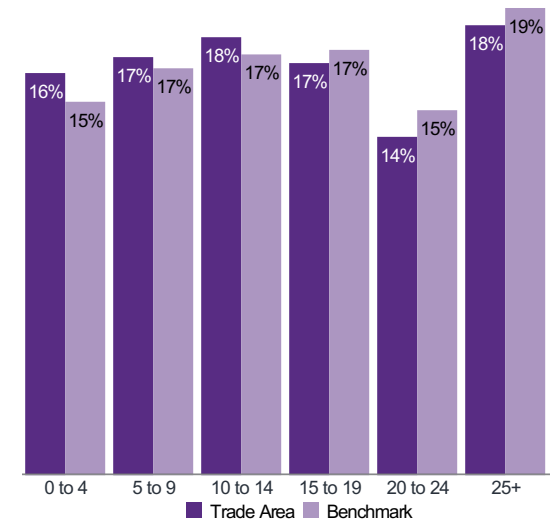
Age	Trade Area	Benchmark
0 to 4	16%	15%
5 to 9	17%	17%
10 to 14	18%	17%
15 to 19	17%	17%
20 to 24	14%	15%
25+	18%	19%

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

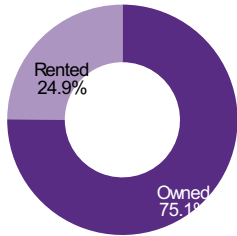**Trade Area:** St. Mary's - Downtown St. Mary's

Population: 4,865 | **Households:** 2,059

TENURE

Rented 24.9%

Owned 75.1%

STRUCTURE TYPE

77.3%
Houses
Index:100

22.5%
Apartments
Index:102

AGE OF HOUSING*

60+ Years Old

% Comp:**49.0** Index: **237**

AVERAGE HOUSEHOLD INCOME

$95,949

Index:**83**

HOUSEHOLD INCOME DISTRIBUTION
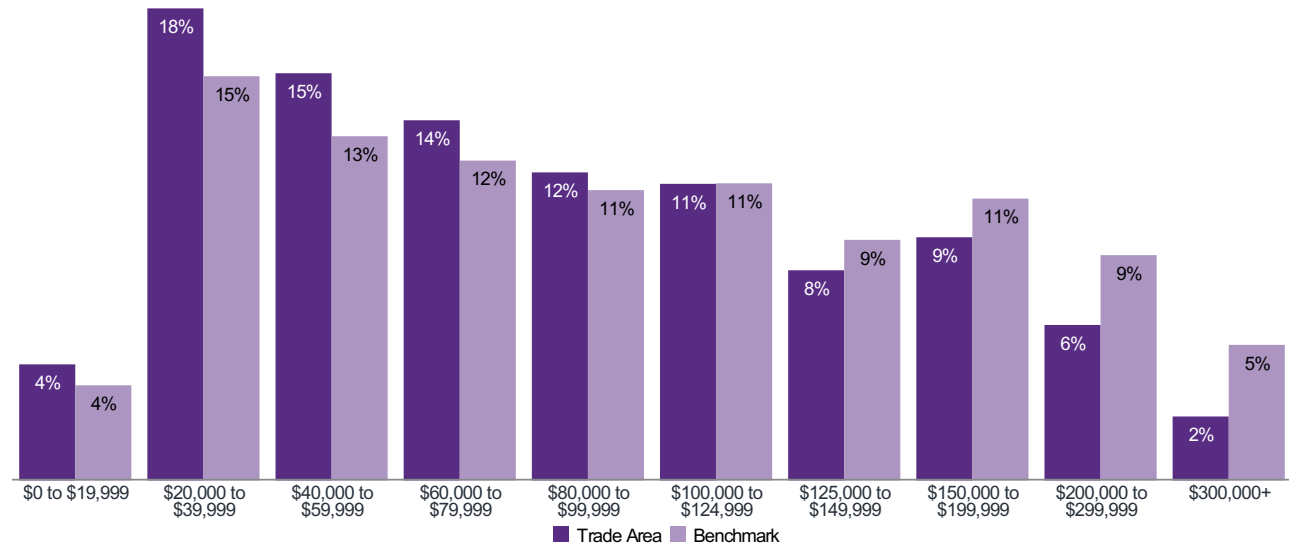
Income Range	Trade Area	Benchmark
$0 to $19,999	4%	4%
$20,000 to $39,999	18%	15%
$40,000 to $59,999	15%	13%
$60,000 to $79,999	14%	12%
$80,000 to $99,999	12%	11%
$100,000 to $124,999	11%	11%
$125,000 to $149,999	8%	9%
$150,000 to $199,999	9%	11%
$200,000 to $299,999	6%	9%
$300,000+	2%	5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

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Demographics | Education & Employment

Trade Area: St. Mary's - Downtown St. Mary's

Population: 4,865 | **Households:** 2,059

EDUCATION

16.5%

Index: **62**

University Degree

LABOUR FORCE PARTICIPATION

68.1%

Index: **105**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

42.1%

Index: **116**

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

5.7%

Index: **286**

Travel to work by **Walking**

EDUCATIONAL ATTAINMENT
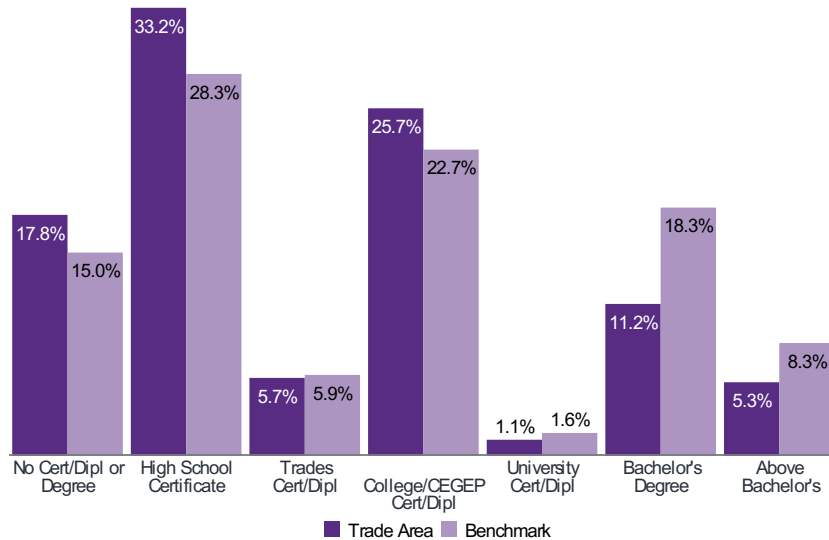
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	17.8%	15.0%
High School Certificate	33.2%	28.3%
Trades Cert/Dipl	5.7%	5.9%
College/CEGEP Cert/Dipl	25.7%	22.7%
University Cert/Dipl	1.1%	1.6%
Bachelor's Degree	11.2%	18.3%
Above Bachelor's	5.3%	8.3%

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	15.3%	14.2%
Trades and Transport	11.3%	8.9%
Manufacturing and Utilities	10.2%	3.5%
Business and Finance	8.9%	9.9%
Social Science, Education and Gov't	7.4%	8.0%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

ENVIRONICS ANALYTICS

Trade Area: St. Mary's - Downtown St. Mary's

Population: 4,865 | **Households:** 2,059

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
1.2%	1.1%	0.1%	4.2%	N/A
Index:50	Index:4	Index:4	Index:16	N/A% Index:N/A
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

- Filipino: 0.4% (Trade Area), 1.5% (Benchmark)
- Black: 0.4% (Trade Area), 4.5% (Benchmark)
- Latin American: 0.1% (Trade Area), 1.3% (Benchmark)
- SE Asian: 0.1% (Trade Area), 0.9% (Benchmark)
- Chinese: 0.0% (Trade Area), 5.1% (Benchmark)

■ Trade Area ■ Benchmark
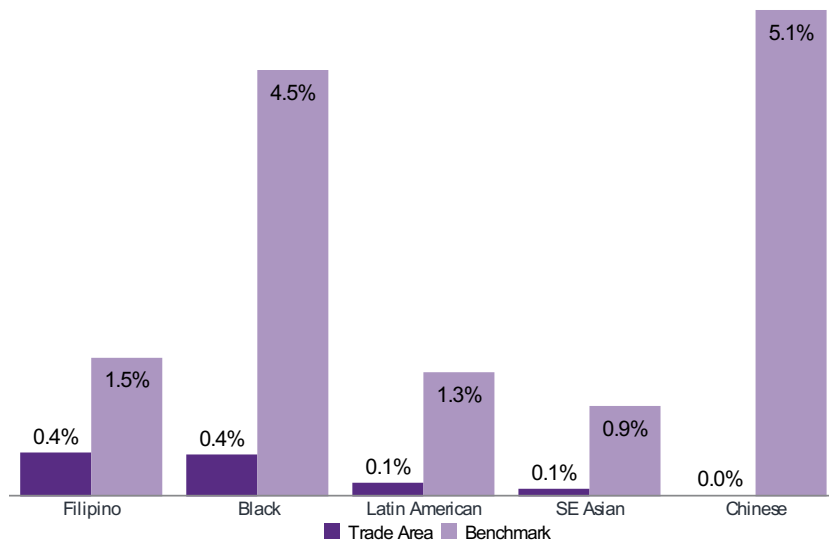
LANGUAGES SPOKEN AT HOME: TOP 5**
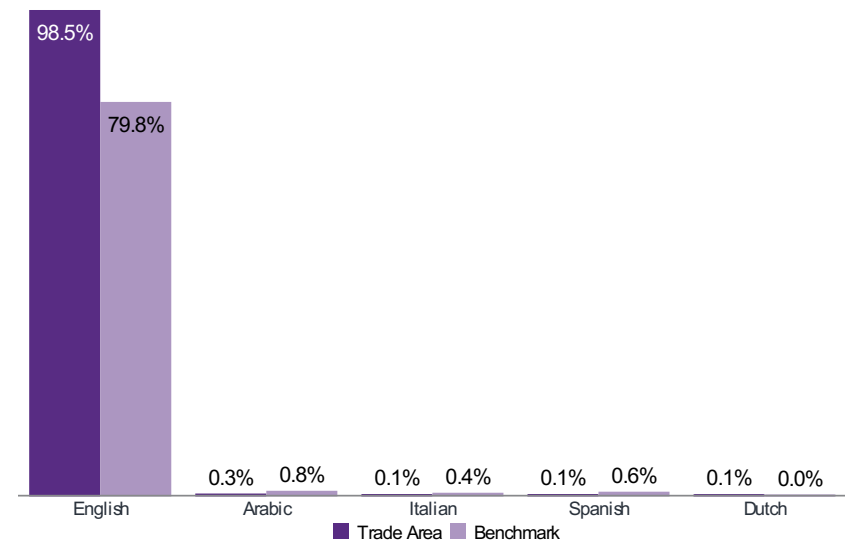
- English: 98.5% (Trade Area), 79.8% (Benchmark)
- Arabic: 0.3% (Trade Area), 0.8% (Benchmark)
- Italian: 0.1% (Trade Area), 0.4% (Benchmark)
- Spanish: 0.1% (Trade Area), 0.6% (Benchmark)
- Dutch: 0.1% (Trade Area), 0.0% (Benchmark)

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Trade Area: St. Mary's - Downtown St. Mary's

Households: 2,059

Top 5 segments represent **77.8%** of households in St. Mary's - Downtown St. Mary's

43 HAPPY MEDIUM

S5 MIDDLE-CLASS SUBURBIA **F3** MIDDLE-AGE FAMILIES
Suburban, middle-income couples and families
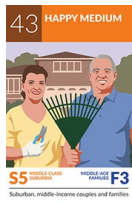
Rank:	1
Hhlds:	541
Hhld %:	26.26
% in Benchmark:	2.60
Index:	**1,009**

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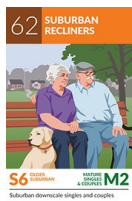
33 NEW COUNTRY

R1 UPPER-MIDDLE RURAL **F3** MIDDLE-AGE FAMILIES
Middle-aged, middle-income rural couples and families

Rank:	2
Hhlds:	403
Hhld %:	19.55
% in Benchmark:	2.74
Index:	**714**

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.

41 DOWN TO EARTH

R2 LOWER-MIDDLE RURAL **M1** OLDER FAMILIES & EMPTY NESTS
Older, middle-income rural couples and families

Rank:	3
Hhlds:	247
Hhld %:	11.97
% in Benchmark:	3.11
Index:	**385**

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.

62 SUBURBAN RECLINERS

S6 OLDER SUBURBAN **M2** MATURE SINGLES & COUPLES
Suburban downscale singles and couples

Rank:	4
Hhlds:	224
Hhld %:	10.88
% in Benchmark:	2.12
Index:	**513**

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).

19 FAMILY MODE

S3 UPPER-MIDDLE SUBURBIA **F3** MIDDLE-AGE FAMILIES
Suburban, upscale middle-aged families

Rank:	5
Hhlds:	189
Hhld %:	9.18
% in Benchmark:	4.26
Index:	**215**

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

Psychographics | SocialValues Overview

Trade Area: St. Mary's - Downtown St. Mary's

⬆ Strong Values

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⬇ Weak Values

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☆ Descriptions | Top 3 Strong Values

Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

Parochialism

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

Utilitarian Consumerism

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

☆ Descriptions | Top 3 Weak Values

Importance of Aesthetics

Tendency to base purchase decisions on aesthetic rather than utilitarian considerations. Measures the attention given to the beauty of objects and products purchased. People strong on this construct often buy products purely for their appearance. Aesthetic, in this case, is a form of personal expression.

Pursuit of Novelty

Active desire to discover new "modern" products, services and experiences, and to integrate them into the routine of daily life. People who are strong on this construct want to experience something new every day.

Equal Relationship with Youth

Breaking down traditional hierarchical and patriarchal relationships by giving the youth equal freedoms as those of adults. Discipline, as that issued by adults over young people, is therefore replaced by freedom and increased individualism.

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: St. Mary's - Downtown St. Mary's

WealthScapes Households: 2,034

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 96,342	$ 78,244	$ 55,107	$ 2,929
Index: 83	Index: 86	Index: 86	Index: 82

WEALTH*   ASSETS*

	Net Worth	Savings	Investments	Unlisted Shares	Real Estate	Liquid Assets
% Holders	99.8% Index: 100	94.7% Index: 100	57.3% Index: 96	10.3% Index: 83	77.0% Index: 101	97.8% Index: 100
Balance	$608,110	$74,206	$335,300	$260,587	$518,305	$323,140
	Index: 83	Index: 97	Index: 99	Index: 82	Index: 69	Index: 98

DEBT*   FINANCIAL RATIO

	Consumer Debt	Mortgage Debt	Debt:Asset
% Holders	90.0% Index: 99	45.1% Index: 97	0.18% Index: 86
Balance	$50,364	$199,734	
	Index: 76	Index: 67	

Benchmark: Southern Ontario

% Holders represent where customers are found.

*Average values per holding household as at December 31, 2020.

Index Colours:	<80	80 - 110	110+

Financial | WealthScapes - Ratios

ENVIRONICS ANALYTICS

Trade Area: St. Mary's - Downtown St. Mary's

WealthScapes Households: 2,034

FINANCIAL RATIOS*

Debt: Asset	Debt: Liquid Assets	Consumer Debt - Discr. Income	Savings - Investments
0.18	0.43	0.82	0.65
Index: 86	Index: 70	Index: 88	Index: 107

Pension - Non-Pension Assets	Real Estate Assets - Liq. Assets	Mortgage - Real Estate Assets	Mortgage - Consumer Debt
0.25	1.26	0.23	1.99
Index: 112	Index: 72	Index: 93	Index: 87

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+

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Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS ANALYTICS

Households: 2,059

Total Aggregate Current Consumption: $139,320,412

Average Current Consumption	Average Household Income	Average Disposable Income
$67,664	$96,147	$77,651
Index: 83	Index: 84	Index: 86

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$17,873	26.4%
Index 85	Index 103

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$11,621	17.2%
Index 91	Index 110

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$11,470	17.0%
Index 83	Index 101

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$5,267	7.8%
Index 96	Index 116

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$5,079	7.5%
Index 89	Index 107

Tobacco and Alcohol
Avg. Dollars/Household	Pct. of Total Expenditure
$3,634	5.4%
Index 102	Index 123

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$2,960	4.4%
Index 62	Index 75

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$2,855	4.2%
Index 72	Index 87

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$2,313	3.4%
Index 70	Index 84

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Expenditures | Foodspend - Annual Household Expenditure Overview

Trade Area: St. Mary's - Downtown St. Mary's

Households: 2,059

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$96,147	$11,621	$3,270	$8,351
Index: 84	Index 91	Index 81	Index 95

Total Aggregate Food Expenditure: $ 23,927,622

Bakery
Avg. Dollars/Household	Pct. of Total Expenditure
$868	10.4%
Index 100	Index 104

Cereal Products
Avg. Dollars/Household	Pct. of Total Expenditure
$476	5.7%
Index 93	Index 98

Fruit and nuts
Avg. Dollars/Household	Pct. of Total Expenditure
$921	11.0%
Index 84	Index 88

Vegetables
Avg. Dollars/Household	Pct. of Total Expenditure
$809	9.7%
Index 87	Index 92

Dairy products & Eggs
Avg. Dollars/Household	Pct. of Total Expenditure
$1,163	13.9%
Index 91	Index 95

Meat
Avg. Dollars/Household	Pct. of Total Expenditure
$1,669	20.0%
Index 106	Index 111

Fish & Seafood
Avg. Dollars/Household	Pct. of Total Expenditure
$244	2.9%
Index 83	Index 87

Beverages & Other Food
Avg. Dollars/Household	Pct. of Total Expenditure
$2,202	26.4%
Index 100	Index 105

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Post COVID-19 Activities

Behavioural-Vividata | Post COVID-19

ENVIRONICS
ANALYTICS

Trade Area: St. Mary's - Downtown St. Mary's   **Household Population 14+:** 4,032

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	7.9	11.0	72
Going to restaurants, bars or night clubs	61.4	55.1	112
Having physical Contact with family and friends	60.4	57.7	105
Participating in group activities	39.0	38.7	101
Partying	12.9	15.8	82
Seeing family and friends in person	69.4	62.8	111
Entertainment			
Attending events, festivals or concerts	44.0	42.9	103
Attending sports events (excludes professional sports)	19.4	18.2	107
Attending to professional sports events or games	28.0	25.4	110
Going to the movies	40.8	45.7	89
Movement & Travel			
Driving more	15.4	16.1	96
Shopping in-store	41.1	42.9	96
Spending time outdoors	29.8	32.5	92
Travelling outside of Canada/ abroad	48.6	53.2	91
Travelling within Canada	54.2	49.9	109
Using public transit	8.7	13.7	64
Personal			
Getting back to old habits	31.0	36.2	86
Going to a salon, barber shop or spa	34.4	33.7	102
Going to the gym	21.5	22.6	95
Education/Work			
Children going back to school	15.6	20.3	77
Going back to work	14.2	17.6	81
Other			
Not Stated	0.6	0.6	108

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS ANALYTICS

Household Population 14+: 4,032

RADIO
Listeners: 80.0%
Index: 99

8.3 Hours/Week*

Index: **111**

Top Formats

Traditional Country	21.8% / 11.4%
New Country	30.8% / 18.8%
Album Rock/Classic Rock	57.8% / 44.0%

■ Trade Area ■ Benchmark

TELEVISION
Viewers: 94.8%
Index: 100

22.6 Hours/Week*

Index: **108**

Top Program Types

Variety/Specials	34.8% / 25.7%
Game Shows	52.1% / 42.4%
Sports	55.6% / 47.8%

■ Trade Area ■ Benchmark

NEWSPAPER
Readers: 14.2%
Index: 100

0.2 Hours/Week*

Index: **23**

Top Sections Read

Home or Real Estate	8.5% / 7.5%
Automotive	5.7% / 6.0%
Fashion or Lifestyle	6.7% / 8.0%

■ Trade Area ■ Benchmark

MAGAZINE
Readers: 66.9%
Index: 92

1.1 Hours/Month*

Index: **82**

Top Titles

Good Times	8.4% / 3.4%
Our Canada	16.9% / 8.7%
Outdoor Canada	23.6% / 12.5%

■ Trade Area ■ Benchmark

INTERNET
Users: 98.1%
Index: 100

21.5 Hours online past week*

Index: **98**

Top Activities

Gambling	13.7% / 10.5%
Games	56.9% / 54.5%
Social Media	87.4% / 86.7%

■ Trade Area ■ Benchmark

DIRECT/OUTDOOR

1 Times used public transit past week*

Index: **25**

Top DM Formats Used to Plan/Make Purchases

Catalogues	12.1% / 11.8%
Newsletters	7.1% / 7.2%
Brochures	10.7% / 10.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

* Consumption values based to variable's incidence count.

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

Index Colours:	<80	80 - 110	110+

ENVIRONICS
ANALYTICS

Trade Area: St. Mary's - Downtown St. Mary's

Household Population 18+: 3,843

FACEBOOK

82.7% currently use

Index: **106**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Read news feed	52.0%	42.7%
Cmt/Like other users' posts	30.2%	27.6%
Use Messenger	26.0%	23.4%

■ Trade Area ■ Benchmark

TWITTER

24.0% currently use

Index: **82**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Read tweets	12.5%	14.2%
Watch videos	3.8%	6.4%
Send/Receive Direct Msgs	3.0%	4.3%

■ Trade Area ■ Benchmark

INSTAGRAM

27.4% currently use

Index: **71**

Top Activities (Daily)

Activity	Trade Area	Benchmark
View photos/videos	5.2%	8.5%
Like photos/videos	4.1%	6.7%
Send direct messages	2.5%	3.7%

■ Trade Area ■ Benchmark

LINKEDIN

31.0% currently use

Index: **75**

Top Activities (Weekly)

Activity	Trade Area	Benchmark
Read your newsfeed	2.7%	4.7%
View a job posting	2.3%	3.9%
Click on an ad (!)	2.2%	2.0%

■ Trade Area ■ Benchmark

YOUTUBE

64.8% currently use

Index: **92**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Watch videos	18.9%	28.0%
Like/dislike videos	3.9%	8.1%
Watch live videos	3.1%	6.8%

■ Trade Area ■ Benchmark

SNAPCHAT

7.0% currently use

Index: **54**

Top Activities (Weekly)

Activity	Trade Area	Benchmark
Receive photos/videos	5.4%	6.6%
Send photos/videos	4.5%	5.7%
Send direct text messages	3.8%	5.9%

■ Trade Area ■ Benchmark

WHATSAPP

20.4% currently use

Index: **48**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Send/receive messages	2.6%	5.7%
Send/receive images	1.7%	6.0%
Use voice calls	0.8%	3.5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen and ranked by percent composition

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Usage

Trade Area: St. Mary's - Downtown St. Mary's

Household Population 18+: 3,843

FRIENDS IN ALL SM NETWORKS

36.7%
Index:**103**

0-49 friends

FREQUENCY OF USE (DAILY)

69.1%
Index:**123**

Facebook

BRAND INTERACTION

31.6%
Index:**92**

Like brand on Facebook

NO. OF BRANDS INTERACTED

26.5%
Index:**86**

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
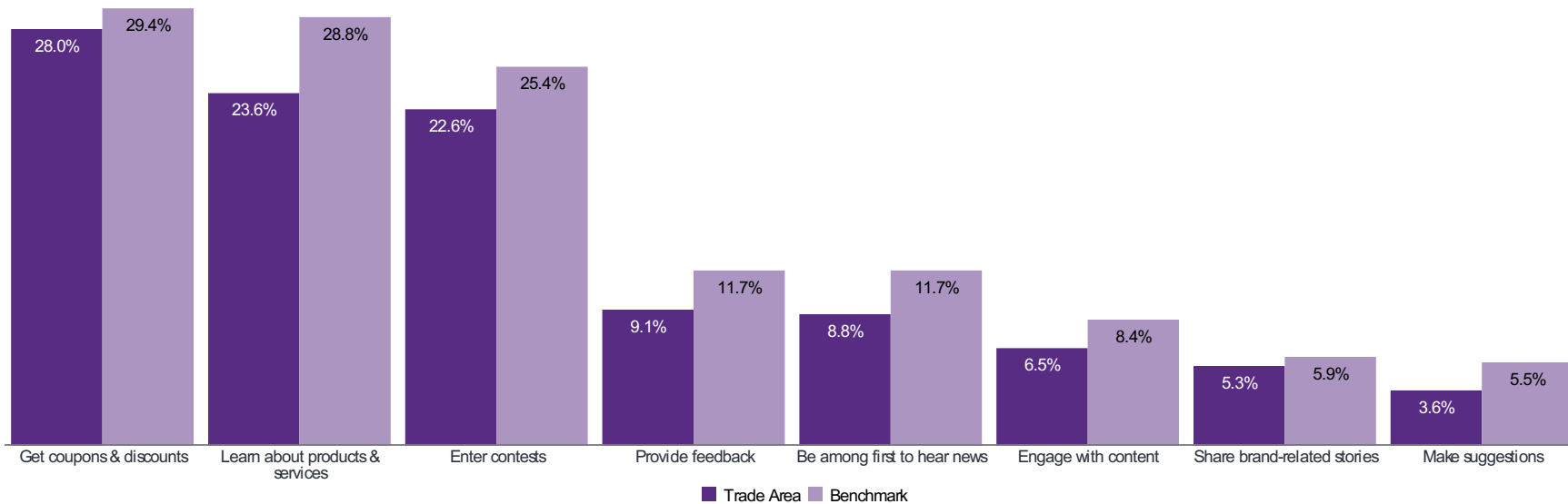
Reason	Trade Area	Benchmark
Get coupons & discounts	28.0%	29.4%
Learn about products & services	23.6%	28.8%
Enter contests	22.6%	25.4%
Provide feedback	9.1%	11.7%
Be among first to hear news	8.8%	11.7%
Engage with content	6.5%	8.4%
Share brand-related stories	5.3%	5.9%
Make suggestions	3.6%	5.5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: St. Mary's - Downtown St. Mary's

Total Household Population 18+: 3,843

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

% Comp **89.9** Index **102**

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

% Comp **40.3** Index **83**

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

% Comp **84.6** Index **100**

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

% Comp **32.1** Index **78**

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

% Comp **49.5** Index **87**

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

% Comp **21.9** Index **73**

Benchmark: Southern Ontario

Ranked by percent composition.

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Purchase Preference by Category

Trade Area: St. Mary's - Downtown St. Mary's

Total Household Population 18+: 3,843

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)
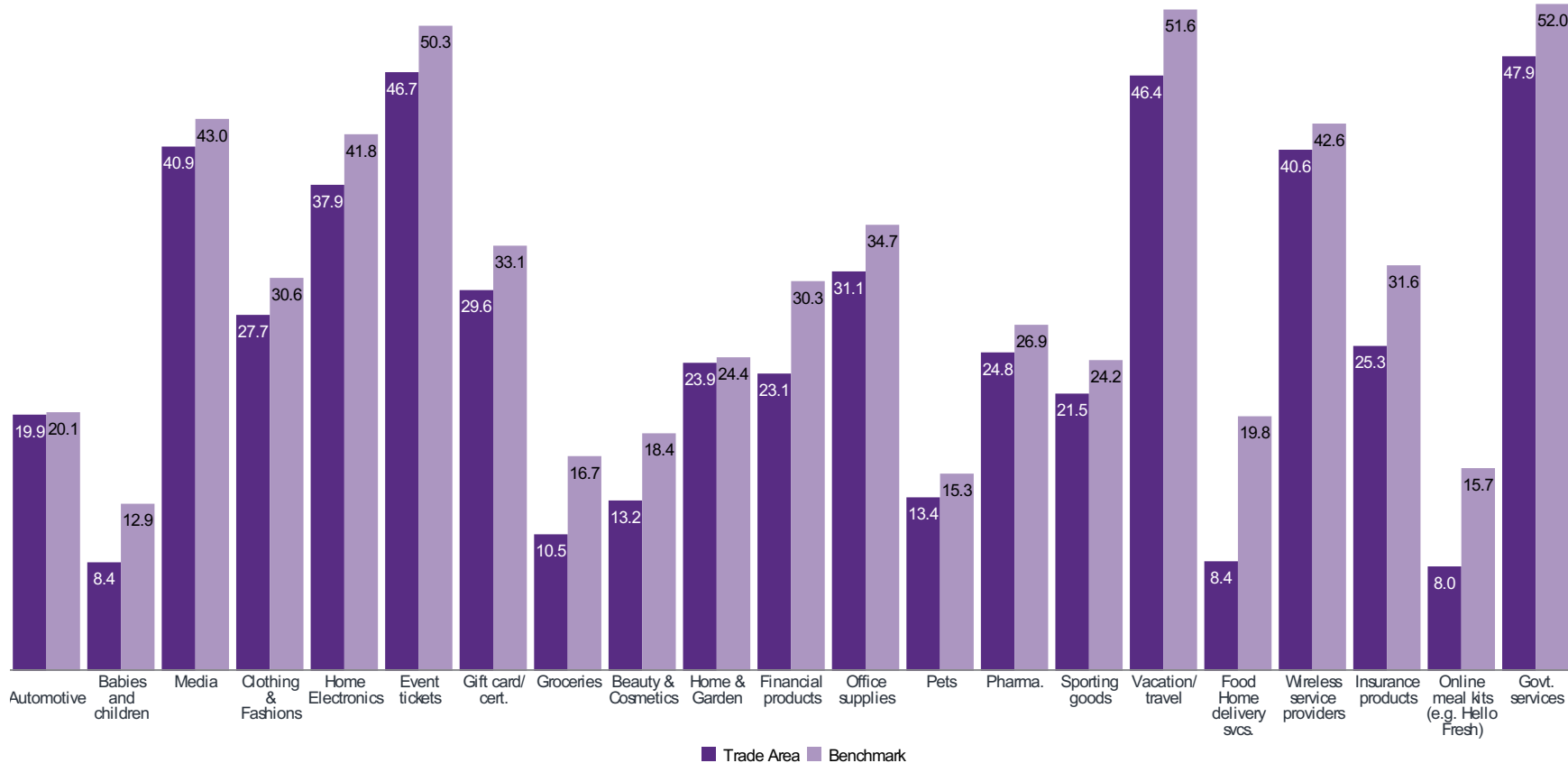
Category	Trade Area	Benchmark
Automotive	19.9	20.1
Babies and children	8.4	12.9
Media	40.9	43.0
Clothing & Fashions	27.7	30.6
Home Electronics	37.9	41.8
Event tickets	46.7	50.3
Gift card/ cert.	29.6	33.1
Groceries	10.5	16.7
Beauty & Cosmetics	13.2	18.4
Home & Garden	23.9	24.4
Financial products	23.1	30.3
Office supplies	31.1	34.7
Pets	13.4	15.3
Pharma.	24.8	26.9
Sporting goods	21.5	24.2
Vacation/ travel	46.4	51.6
Food Home delivery svcs.	8.4	19.8
Wireless service providers	40.6	42.6
Insurance products	25.3	31.6
Online meal kits (e.g. Hello Fresh)	8.0	15.7
Govt. services	47.9	52.0

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: St. Mary's - Downtown St. Mary's

Total Household Population 18+: 3,843

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	68.1% Index:111	33.7% Index:91	11.3% Index:92	2.0% Index:62
Purchase preference	82.7% Index:110	27.7% Index:91	8.5% Index:87	1.7% Index:67
Customer Service	67.4% Index:109	17.0% Index:95	4.7% Index:81	21.4% Index:98

AMOUNT SPENT [PST 12 MTHS]

Category	Trade Area	Benchmark
Less than $50 (!)	0.7%	2.0%
$50-$99	2.9%	4.5%
$100-$249	8.4%	10.8%
$250-$499	10.8%	9.5%
$500-$999	4.1%	4.4%
$1000 or more	1.6%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home Electronics & Computers Deep Dive

Trade Area: St. Mary's - Downtown St. Mary's

Total Household Population 18+: 3,843

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	55.0% Index:109	55.6% Index:102	14.9% Index: 95	6.3% Index: 76
Purchase preference	77.4% Index: 113	37.9% Index:91	7.2% Index:65	5.5% Index: 85
Customer Service	63.9% Index:113	23.0% Index:93	7.8% Index: 105	35.8% Index: 97

AMOUNT SPENT [PST 12 MTHS]

Amount	Trade Area	Benchmark
Less than $100	6.0%	4.3%
$100-$249	6.8%	6.4%
$250-$499	6.1%	6.2%
$500-$999	6.0%	6.1%
$1000 or more	3.8%	6.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive
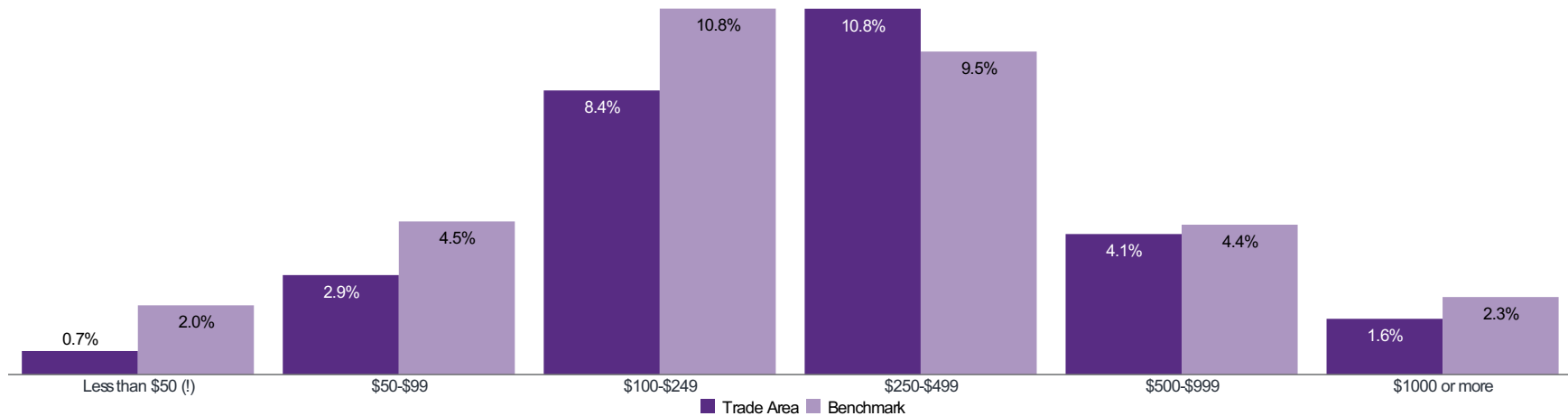
ENVIRONICS
ANALYTICS

Trade Area: St. Mary's - Downtown St. Mary's

Total Household Population 18+: 3,843

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	53.6% Index:112	29.1% Index:83	10.5% Index:95	3.6% Index:102
Purchase preference	71.7% Index:119	29.6% Index:90	6.3% Index:72	3.5% Index:113
Customer Service	50.3% Index:119	19.2% Index:94	5.3% Index:86	28.6% Index:103

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.2%	4.6%	8.4%	2.6%	0.4%
Benchmark	3.3%	5.3%	8.3%	3.8%	1.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

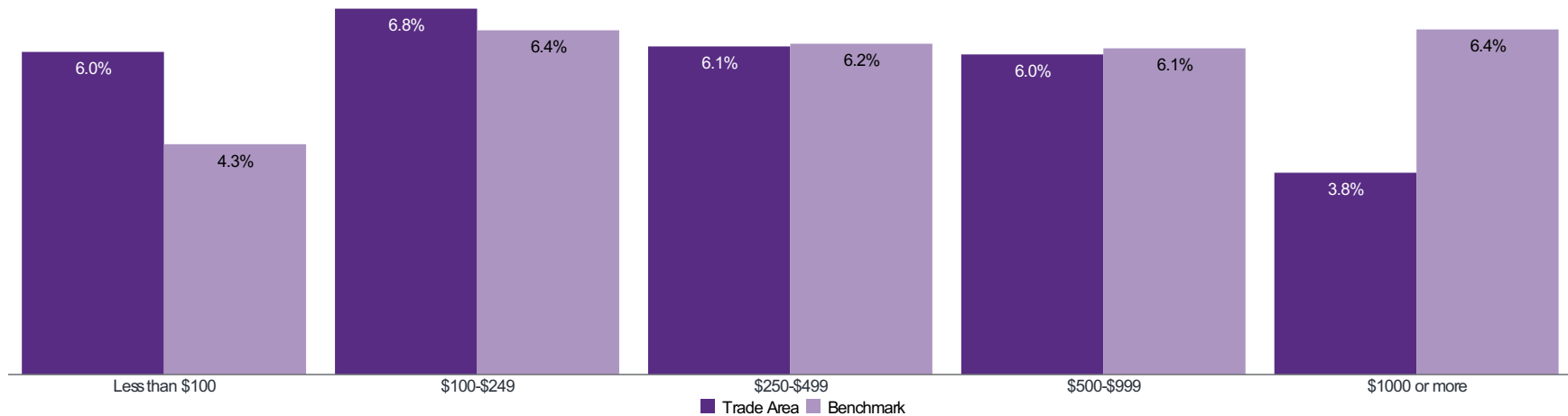# Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: St. Mary's - Downtown St. Mary's

Total Household Population 18+: 3,843

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	77.2% Index:107	20.3% Index:82	9.1% Index:82	1.8% Index:66
Purchase preference	90.3% Index:108	10.5% Index:63	3.9% Index:62	1.1% Index:45
Customer Service	78.4% Index:112	5.8% Index:51	1.8% Index:44	18.3% Index:98

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99 (!)	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	2.0%	1.1%	1.7%	1.7%	1.9%	5.3%
Benchmark	1.6%	1.9%	3.8%	3.1%	3.0%	6.9%

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS ANALYTICS

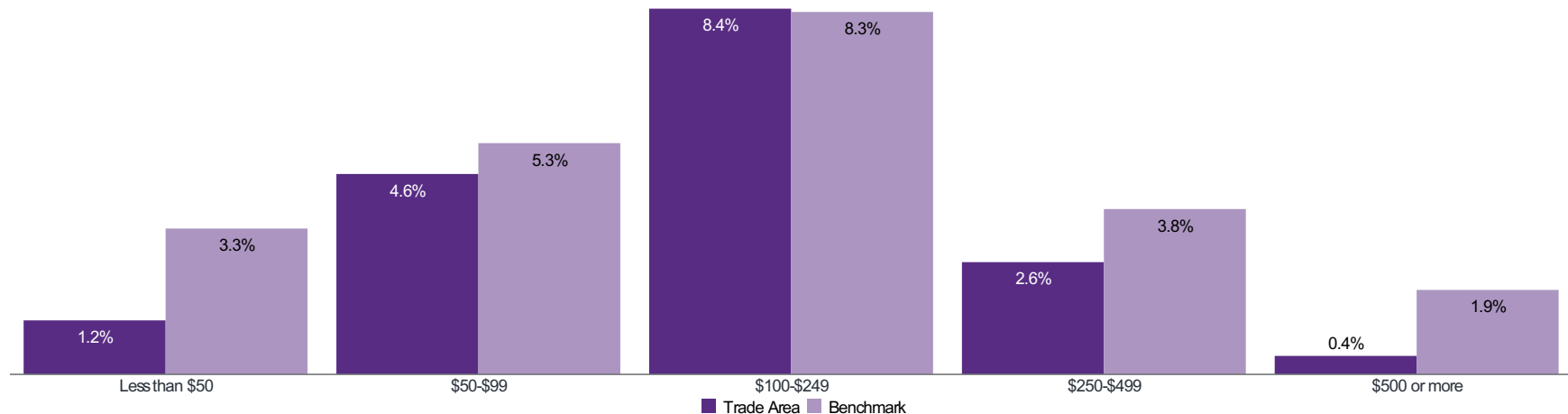**Trade Area:** St. Mary's - Downtown St. Mary's

Total Household Population 18+: 3,843

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	32.3% Index:91	16.2% Index:73	4.9% Index:61	1.2% Index:41
Purchase preference	45.4% Index:98	13.2% Index:72	3.4% Index:54	1.0% Index:45
Customer Service	35.7% Index:99	10.0% Index:79	2.8% Index:64	10.9% Index:74

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	2.8%	3.6%	4.0%	1.1%	1.9%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

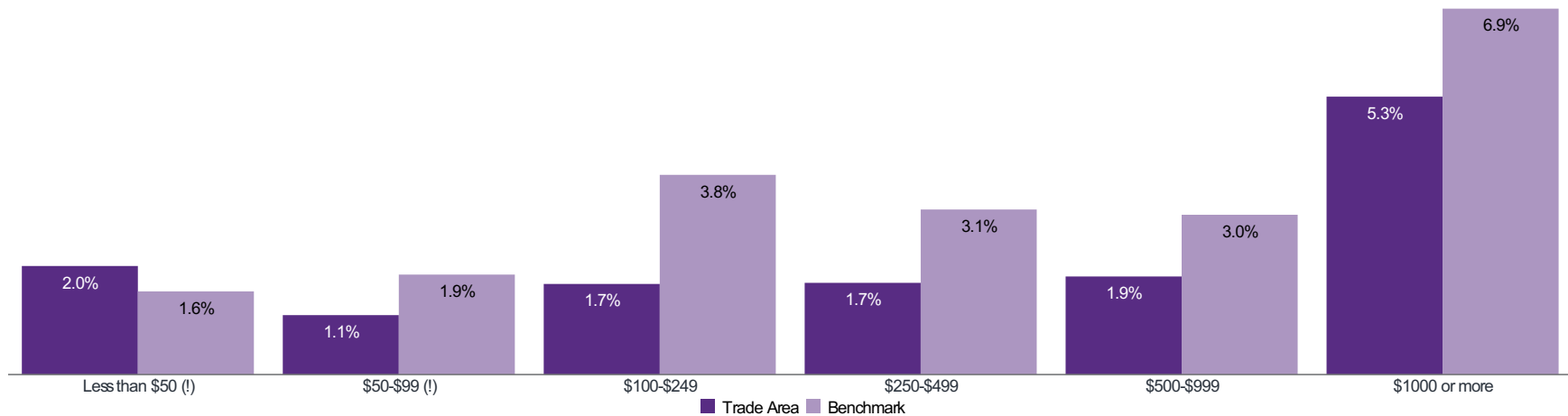# Opticks eShopper | Home & Garden Deep Dive

Trade Area: St. Mary's - Downtown St. Mary's

Total Household Population 18+: 3,843

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	59.2% Index:114	38.5% Index:102	13.1% Index:115	4.9% Index:86
Purchase preference	78.3% Index:115	23.9% Index:98	6.9% Index:100	2.4% Index:67
Customer Service	64.3% Index:119	16.5% Index:103	4.7% Index:99	22.8% Index:100

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	0.7%	1.6%	3.3%	3.5%	2.7%
Benchmark	2.2%	3.2%	4.3%	3.2%	3.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

28
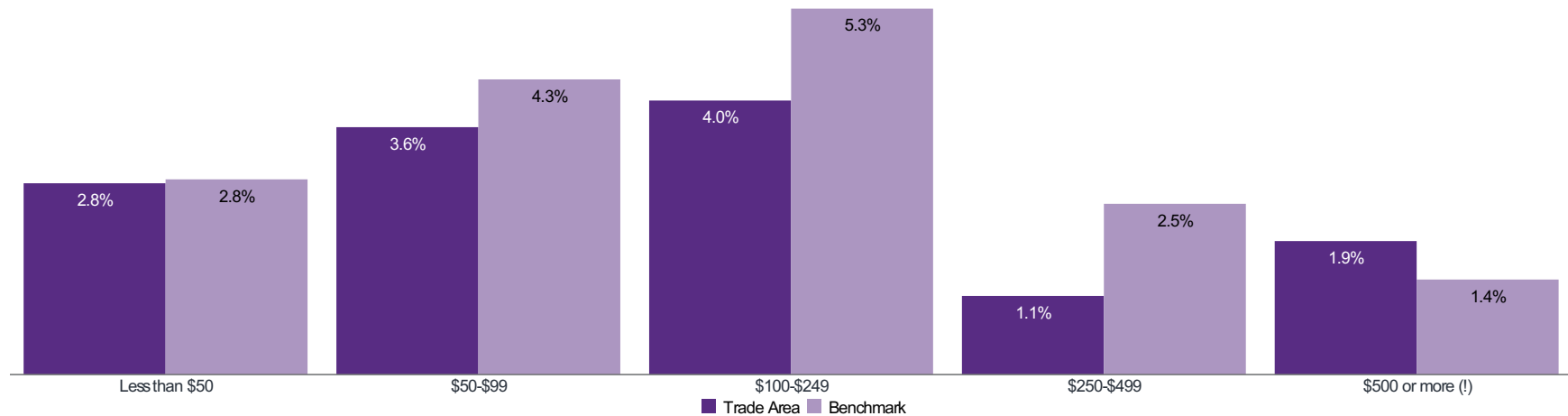
Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: St. Mary's - Downtown St. Mary's

Total Household Population 18+: 3,843

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	40.8% Index:105	29.0% Index:90	10.5% Index:100	2.1% Index:53
Purchase preference	56.5% Index:109	21.5% Index:89	7.9% Index:105	2.4% Index:79
Customer Service	44.2% Index:106	14.1% Index:93	5.9% Index:114	16.7% Index:81

AMOUNT SPENT [PST 12 MTHS]
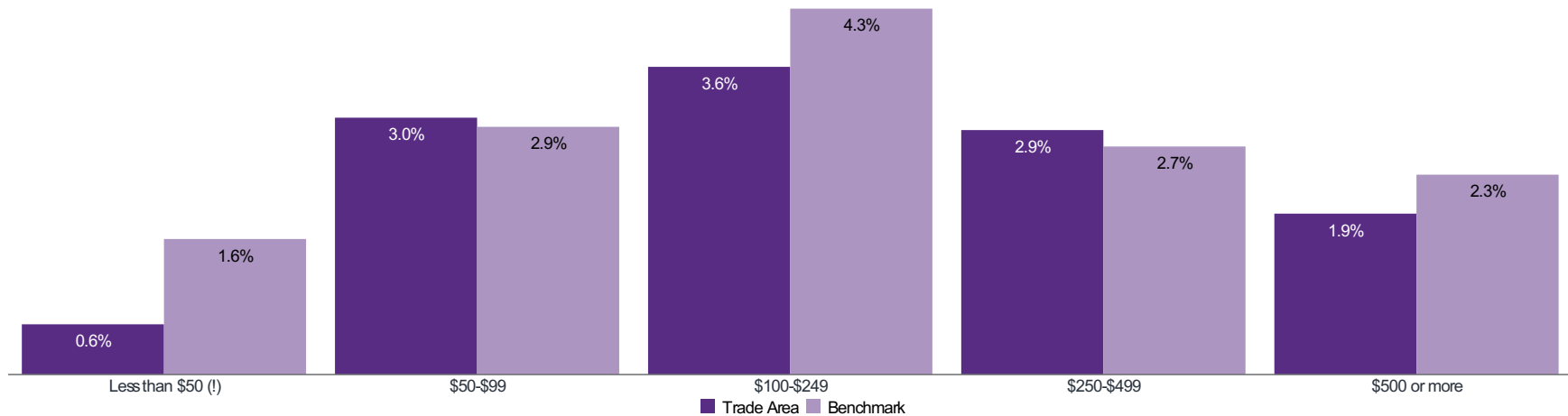
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	0.6%	3.0%	3.6%	2.9%	1.9%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

(!) 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: St. Mary's - Downtown St. Mary's

Total Household Population 18+: 3,843

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	24.6% Index:120	56.5% Index:97	11.7% Index:78	15.2% Index:94
Purchase preference	32.3% Index:112	46.4% Index:90	6.9% Index:83	14.7% Index:82
Customer Service	31.7% Index:109	24.4% Index:89	5.9% Index:85	42.6% Index:97

AMOUNT SPENT [PST 12 MTHS]
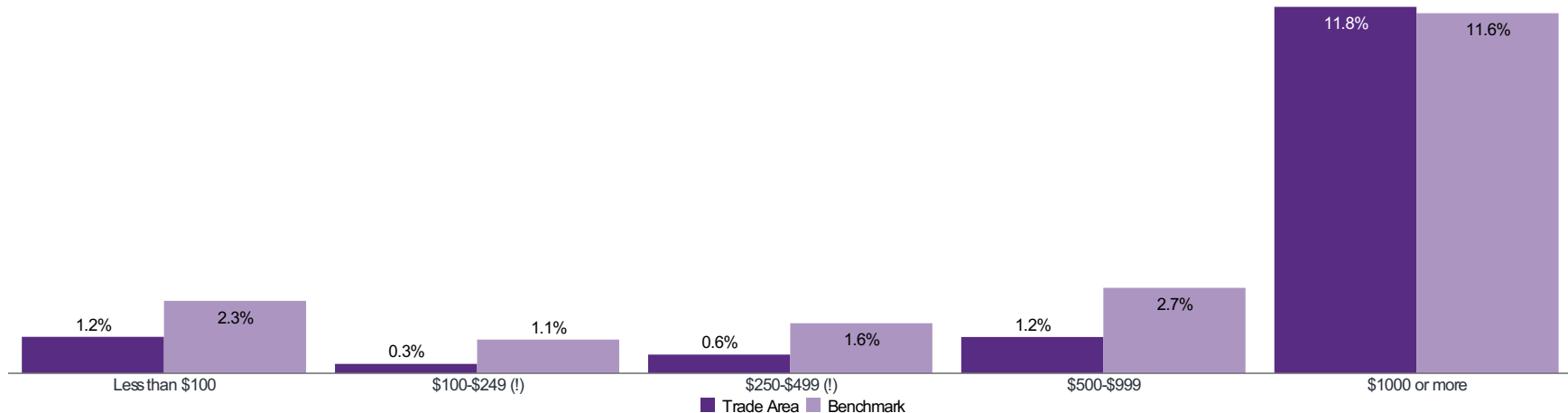
	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	1.2%	0.3%	0.6%	1.2%	11.8%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

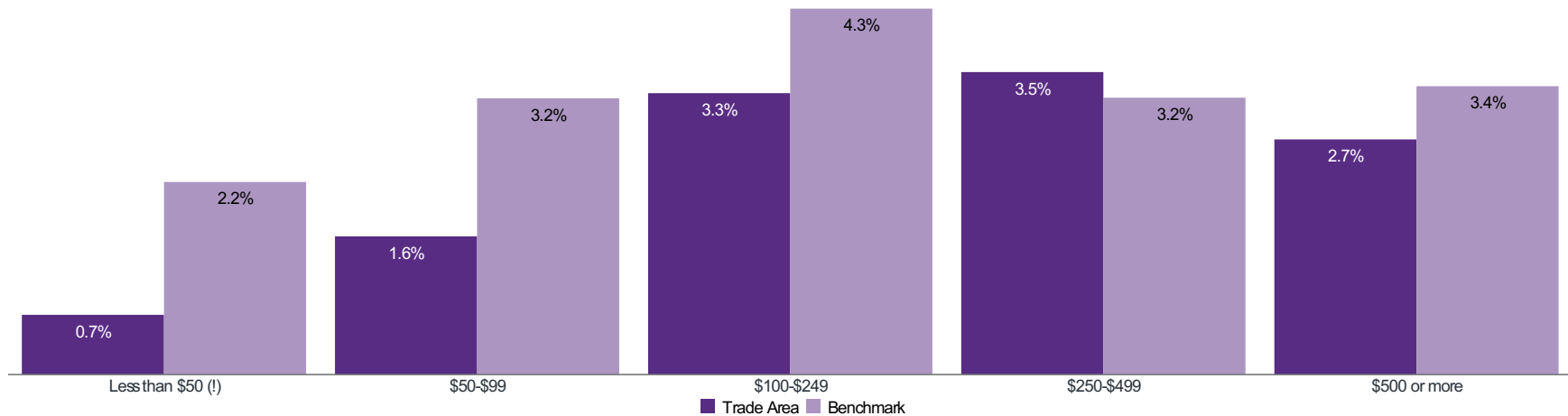| Index Colours:	<80	80 - 110	110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS ANALYTICS

Trade Area: St. Mary's - Downtown St. Mary's

Households: 2,059

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock
67.7%
Index: 100

Has high quality fresh produce
60.7%
Index: 102

Has high quality meat department
46.0%
Index: 110

Carries food/non-food items I need
38.9%
Index: 95

Carries variety of items and services
33.8%
Index: 94

Only store that carries what I want
25.8%
Index: 85

Has special section for dietary needs
12.6%
Index: 101

Has variety of freshly prep. foods/meals
11.1%
Index: 80

Carries variety of organic prod. (!)
9.0%
Index: 79

Carries wide variety of ethnic prod.
5.1%
Index: 38

Carries selection of alcoholic bev. (^)
1.8%
Index: 47

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

32

ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS
ANALYTICS

Trade Area: St. Mary's - Downtown St. Mary's

Households: 2,059

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me

59.7%

Index: **100**

Easy to get in and get out quickly

42.5%

Index: **99**

Organized layout makes it easy to shop

41.0%

Index: **99**

Staff are friendly and knowledgeable

38.9%

Index: **115**

Short checkout lines/fast checkout

35.4%

Index: **99**

Has extended hours

23.8%

Index: **87**

I like the store ambiance

19.9%

Index: **100**

Has self-checkout

10.4%

Index: **76**

Offers an online shopping option (!)

8.4%

Index: **94**

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Price and Promo

Trade Area: St. Mary's - Downtown St. Mary's   **Households:** 2,059

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Store has great sales and promotions	Discover good value when shopping	Store has the lowest prices overall
70.1% Index: **104**	**68.7%** Index: **104**	**60.5%** Index: **104**

Store has a customer loyalty card program	Has loyalty prog. app and offers pers. promos	I'm loyal to their store brands
48.2% Index: **97**	**29.2%** Index: **99**	**22.0%** Index: **96**

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	40.0	40.2	0.1	99
Leave the store and buy it elsewhere	32.0	30.9	0.1	103
Purchase another brand	20.5	21.2	0.1	97
Purchase another size or variety of the same brand (!)	7.5	7.7	0.1	98

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

Main Street Visitors

2019 St.Marys - Downtown St.Marys 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+ #	% of Total	Spring 2019 #	% of Total	% Pen	Index	Summer 2019 #	% of Total	% Pen	Index	Fall 2019 #	% of Total	% Pen	Index	Winter 2019 #	% of Total	% Pen	Index	Full Year 2019 #	% of Total	% Pen	Index
	Total	19,302,713	100%	65,114	100%	0.34%	100	74,307	100%	0.38%	100	52,376	100%	0.27%	100	47,514	100%	0.25%	100	111,787	100%	0.58%	100
3539036	London, ON (CY)	349,526	1.81%	10,446	16.04%	2.99%	886	14,201	19.11%	4.06%	1055	8,707	16.62%	2.49%	918	6,820	14.35%	1.95%	793	20,687	18.51%	5.92%	1022
3531011	Stratford, ON (CY)	28,523	0.15%	6,887	10.58%	24.15%	7158	7,414	9.98%	25.99%	6753	5,154	9.84%	18.07%	6660	5,226	11.00%	18.32%	7443	9,685	8.66%	33.95%	5863
3531016	St. Marys, ON (T)	6,626	0.03%	7,017	10.78%	105.90%	31394	6,811	9.17%	102.79%	26703	6,856	13.09%	103.47%	38132	6,258	13.17%	94.45%	38371	7,276	6.51%	109.82%	18962
3530013	Kitchener, ON (CY)	212,928	1.10%	2,372	3.64%	1.11%	330	2,323	3.13%	1.09%	283	1,475	2.82%	0.69%	255	1,081	2.27%	0.51%	206	4,448	3.98%	2.09%	361
3531025	West Perth, ON (MU)	7,379	0.04%	1,807	2.78%	24.49%	7259	2,503	3.37%	33.92%	8812	2,115	4.04%	28.67%	10565	2,505	5.27%	33.95%	13791	3,284	2.94%	44.51%	7685
3539027	Thames Centre, ON (MU)	11,953	0.06%	1,959	3.01%	16.39%	4859	1,999	2.69%	16.73%	4345	2,158	4.12%	18.06%	6654	1,751	3.69%	14.65%	5952	3,241	2.90%	27.11%	4682
3520005	Toronto, ON (C)	2,568,898	13.31%	1,336	2.05%	0.05%	15	2,075	2.79%	0.08%	21	951	1.82%	0.04%	14	443	0.93%	0.02%	7	3,073	2.75%	0.12%	21
3531013	Perth South, ON (TP)	3,543	0.02%	2,705	4.15%	76.35%	22632	3,013	4.05%	85.04%	22090	2,478	4.73%	69.95%	25778	1,903	4.00%	53.70%	21815	2,964	2.65%	83.65%	14445
3540005	South Huron, ON (MU)	9,048	0.05%	1,403	2.15%	15.51%	4597	1,633	2.20%	18.05%	4689	1,154	2.20%	12.75%	4699	1,556	3.28%	17.20%	6989	2,631	2.35%	29.08%	5021
3532027	Zorra, ON (TP)	7,072	0.04%	1,895	2.91%	26.79%	7943	2,053	2.76%	29.03%	7541	1,500	2.86%	21.21%	7817	1,535	3.23%	21.71%	8819	2,401	2.15%	33.95%	5863

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

2019 St.Marys - Downtown St.Marys Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2019 Visitors #	% Pen	Summer 2019 Visitors #	% Pen	Fall 2019 Visitors #	% Pen	Winter 2019 Visitors #	% Pen	Full Year 2019 Visitors #	% Pen
4,000	4,105	102.6	4,010	100.3	4,286	107.1	3,251	81.3	4,288	107.2

2019 St.Marys - Downtown St.Marys Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	113,223	4,288	3.8	108,935	96.2

ENVIRONICS ANALYTICS

2020 St.Marys - Downtown St.Marys 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+ #	% of Total	Spring 2020 #	% of Total	% Pen	Index	Summer 2020 #	% of Total	% Pen	Index	Fall 2020 #	% of Total	% Pen	Index	Winter 2020 #	% of Total	% Pen	Index	Full Year 2020 #	% of Total	% Pen	Index
	Total	19,302,713	100%	44,541	100%	0.23%	100	62,978	100%	0.33%	100	55,002	100%	0.28%	100	40,041	100%	0.21%	100	95,197	100%	0.49%	100
3539036	London, ON (CY)	349,526	1.81%	7,570	17.00%	2.17%	939	9,583	15.22%	2.74%	840	8,370	15.22%	2.39%	840	6,033	15.07%	1.73%	832	17,349	18.22%	4.96%	1006
3531011	Stratford, ON (CY)	28,523	0.15%	5,622	12.62%	19.71%	8542	6,706	10.65%	23.51%	7206	6,282	11.42%	22.02%	7729	4,263	10.65%	14.95%	7206	9,103	9.56%	31.91%	6471
3531016	St. Marys, ON (T)	6,626	0.03%	6,206	13.93%	93.67%	40592	6,571	10.43%	99.17%	30397	7,329	13.33%	110.61%	38819	6,152	15.36%	92.84%	44758	7,264	7.63%	109.62%	22228
3530013	Kitchener, ON (CY)	212,928	1.10%	1,212	2.72%	0.57%	247	1,993	3.16%	0.94%	287	1,589	2.89%	0.75%	262	876	2.19%	0.41%	198	3,339	3.51%	1.57%	318
3539027	Thames Centre, ON (MU)	11,953	0.06%	1,384	3.11%	11.58%	5019	1,943	3.08%	16.25%	4981	1,547	2.81%	12.94%	4543	1,763	4.40%	14.75%	7109	2,850	2.99%	23.84%	4835
3531025	West Perth, ON (MU)	7,379	0.04%	1,330	2.99%	18.02%	7810	1,844	2.93%	24.98%	7658	2,049	3.73%	27.77%	9747	1,587	3.96%	21.51%	10367	2,671	2.81%	36.20%	7341
3531013	Perth South, ON (TP)	3,543	0.02%	2,586	5.81%	72.99%	31632	2,634	4.18%	74.35%	22787	2,106	3.83%	59.44%	20861	2,092	5.22%	59.04%	28461	2,557	2.69%	72.16%	14633
3531030	Perth East, ON (TP)	10,236	0.05%	988	2.22%	9.65%	4183	1,602	2.54%	15.65%	4796	1,441	2.62%	14.08%	4942	970	2.42%	9.47%	4567	2,516	2.64%	24.58%	4984
3540005	South Huron, ON (MU)	9,048	0.05%	1,049	2.36%	11.60%	5026	1,109	1.76%	12.25%	3755	1,618	2.94%	17.88%	6276	1,415	3.53%	15.64%	7539	2,398	2.52%	26.50%	5374
3532027	Zorra, ON (TP)	7,072	0.04%	1,336	3.00%	18.89%	8188	2,020	3.21%	28.57%	8756	1,693	3.08%	23.94%	8401	1,453	3.63%	20.54%	9904	2,339	2.46%	33.08%	6707

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

2020 St.Marys - Downtown St.Marys Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2020 Visitors #	% Pen	Summer 2020 Visitors #	% Pen	Fall 2020 Visitors #	% Pen	Winter 2020 Visitors #	% Pen	Full Year 2020 Visitors #	% Pen
4,000	3,761	94.0	3,952	98.8	4,267	106.7	3,775	94.4	4,376	109.4

2020 St.Marys - Downtown St.Marys 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	95,886	4,376	4.6	91,510	95.4

ENVIRONICS ANALYTICS

2021 St.Marys - Downtown St.Marys 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+ #	Total Household Population 15+ % of Total	Spring 2021 #	Spring 2021 % of Total	Spring 2021 % Pen	Spring 2021 Index	Summer 2021 #	Summer 2021 % of Total	Summer 2021 % Pen	Summer 2021 Index	Fall 2021 #	Fall 2021 % of Total	Fall 2021 % Pen	Fall 2021 Index	Winter 2021 #	Winter 2021 % of Total	Winter 2021 % Pen	Winter 2021 Index	Full Year 2021 #	Full Year 2021 % of Total	Full Year 2021 % Pen	Full Year 2021 Index
	Total	19,302,713	100%	47,756	100%	0.25%	100	73,819	100%	0.38%	100	64,598	100%	0.33%	100	48,902	100%	0.25%	100	111,858	100%	0.58%	100
3539036	London, ON (CY)	349,526	1.81%	7,004	14.67%	2.00%	810	11,523	15.61%	3.30%	862	7,551	11.69%	2.16%	646	7,669	15.68%	2.19%	866	17,957	16.05%	5.14%	887
3531011	Stratford, ON (CY)	28,523	0.15%	6,726	14.08%	23.58%	9531	6,017	8.15%	21.10%	5516	6,314	9.77%	22.14%	6614	5,491	11.23%	19.25%	7599	9,676	8.65%	33.92%	5854
3531016	St. Marys, ON (T)	6,626	0.03%	6,546	13.71%	98.80%	39934	6,797	9.21%	102.58%	26823	6,734	10.42%	101.62%	30366	6,279	12.84%	94.77%	37407	7,005	6.26%	105.71%	18242
3530013	Kitchener, ON (CY)	212,928	1.10%	1,036	2.17%	0.49%	197	2,231	3.02%	1.05%	274	1,600	2.48%	0.75%	225	1,036	2.12%	0.49%	192	3,614	3.23%	1.70%	293
3531025	West Perth, ON (MU)	7,379	0.04%	1,862	3.90%	25.23%	10199	2,931	3.97%	39.73%	10388	2,393	3.70%	32.43%	9690	1,866	3.82%	25.29%	9983	3,514	3.14%	47.62%	8218
3540040	Huron East, ON (MU)	7,942	0.04%	1,586	3.32%	19.97%	8073	1,588	2.15%	19.99%	5228	1,851	2.86%	23.30%	6963	1,335	2.73%	16.81%	6636	2,796	2.50%	35.20%	6075
3520005	Toronto, ON (C)	2,568,898	13.31%	760	1.59%	0.03%	12	1,405	1.90%	0.05%	14	1,726	2.67%	0.07%	20	669	1.37%	0.03%	10	2,724	2.43%	0.11%	18
3531030	Perth East, ON (TP)	10,236	0.05%	1,437	3.01%	14.03%	5672	1,680	2.28%	16.42%	4293	1,831	2.83%	17.88%	5344	1,183	2.42%	11.56%	4562	2,627	2.35%	25.66%	4429
3532042	Woodstock, ON (CY)	38,475	0.20%	973	2.04%	2.53%	1023	1,922	2.60%	5.00%	1306	1,217	1.88%	3.16%	945	1,352	2.76%	3.51%	1387	2,618	2.34%	6.81%	1174
3531013	Perth South, ON (TP)	3,543	0.02%	1,553	3.25%	43.82%	17713	2,055	2.78%	58.01%	15168	1,781	2.76%	50.28%	15024	2,340	4.78%	66.04%	26066	2,275	2.03%	64.21%	11080

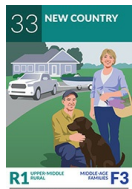| Index Legend	Under 80	110 to 119	120 to 149	Over 150

2021 St.Marys - Downtown St.Marys Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2021 Visitors #	Spring 2021 Visitors % Pen	Summer 2021 Visitors #	Summer 2021 Visitors % Pen	Fall 2021 Visitors #	Fall 2021 Visitors % Pen	Winter 2021 Visitors #	Winter 2021 Visitors % Pen	Full Year 2021 Visitors #	Full Year 2021 Visitors % Pen
4,000	3,672	91.8	3,890	97.3	3,684	92.1	3,423	85.6	3,844	96.1

2021 St.Marys - Downtown St.Marys Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	113,211	3,844	3.4	109,367	96.6

ENVIRONICS ANALYTICS

Top 5 segments represent 40.7% of customers in Southern Ontario

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33 NEW COUNTRY

R1 UPPER-MIDDLE RURAL | MIDDLE-AGE FAMILIES F3
Middle-aged, middle-income rural couples and families

Rank:	1
Customers:	15,397
Customers %:	14.75
% in Benchmark:	2.74
Index:	539

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.
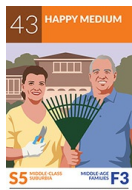
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14 KICK-BACK COUNTRY

R1 UPPER-MIDDLE RURAL | MIDDLE-AGE FAMILIES F3
Rural, middle-aged upscale families and couples

Rank:	2
Customers:	8,835
Customers %:	8.46
% in Benchmark:	2.60
Index:	325

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.

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19 FAMILY MODE

S3 UPPER-MIDDLE SUBURBIA | MIDDLE-AGE FAMILIES F3
Suburban, upscale middle-aged families

Rank:	3
Customers:	8,175
Customers %:	7.83
% in Benchmark:	4.68
Index:	167

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

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43 HAPPY MEDIUM

S5 MIDDLE-CLASS SUBURBIA | MIDDLE-AGE FAMILIES F3
Suburban, middle-income couples and families

Rank:	4
Customers:	5,648
Customers %:	5.41
% in Benchmark:	2.51
Index:	215

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

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48 AGRI-BIZ

R2 LOWER-MIDDLE RURAL | MIDDLE-AGE FAMILIES F3
Middle-income farmers and blue-collar workers

Rank:	5
Customers:	4,470
Customers %:	4.28
% in Benchmark:	0.57
Index:	749

Scattered across the Prairies and a few farming communities in Ontario and British Columbia, Agri-Biz is one of Canada's most rustic lifestyles. No segment has a higher proportion of farmers—nearly a fifth of its labour force—and few have more home-based businesses, at 22 percent. Nearly 60 percent of maintainers are between 45 and 75, and most of the adults have modest educations, having called it quits after high school. But thanks to the high rate of two wage-earners among these middle-aged couples and families, Agri-Biz households earn solid, middle incomes. And in these remote areas where housing costs are a third below average, 80 percent own single-detached houses. There's little ethnic presence in Agri-Biz—three-quarters of residents are third-plus-generation Canadians—but one in 14 residents report a German mother tongue. As in other rural segments, residents here take pride in their purpose-driven vehicles: RVs, snowmobiles and ATVs. But they also enjoy traditional home-based hobbies like baking, sewing and crafting. Civic minded—they often do volunteer work and donate to charities—their high score for the value Parochialism reflects their belief that they're citizens of their local community first.

Index Colours:	<80	80 - 110	110+