Community Profile: Town of Carleton Place – Downtown Carleton Place

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

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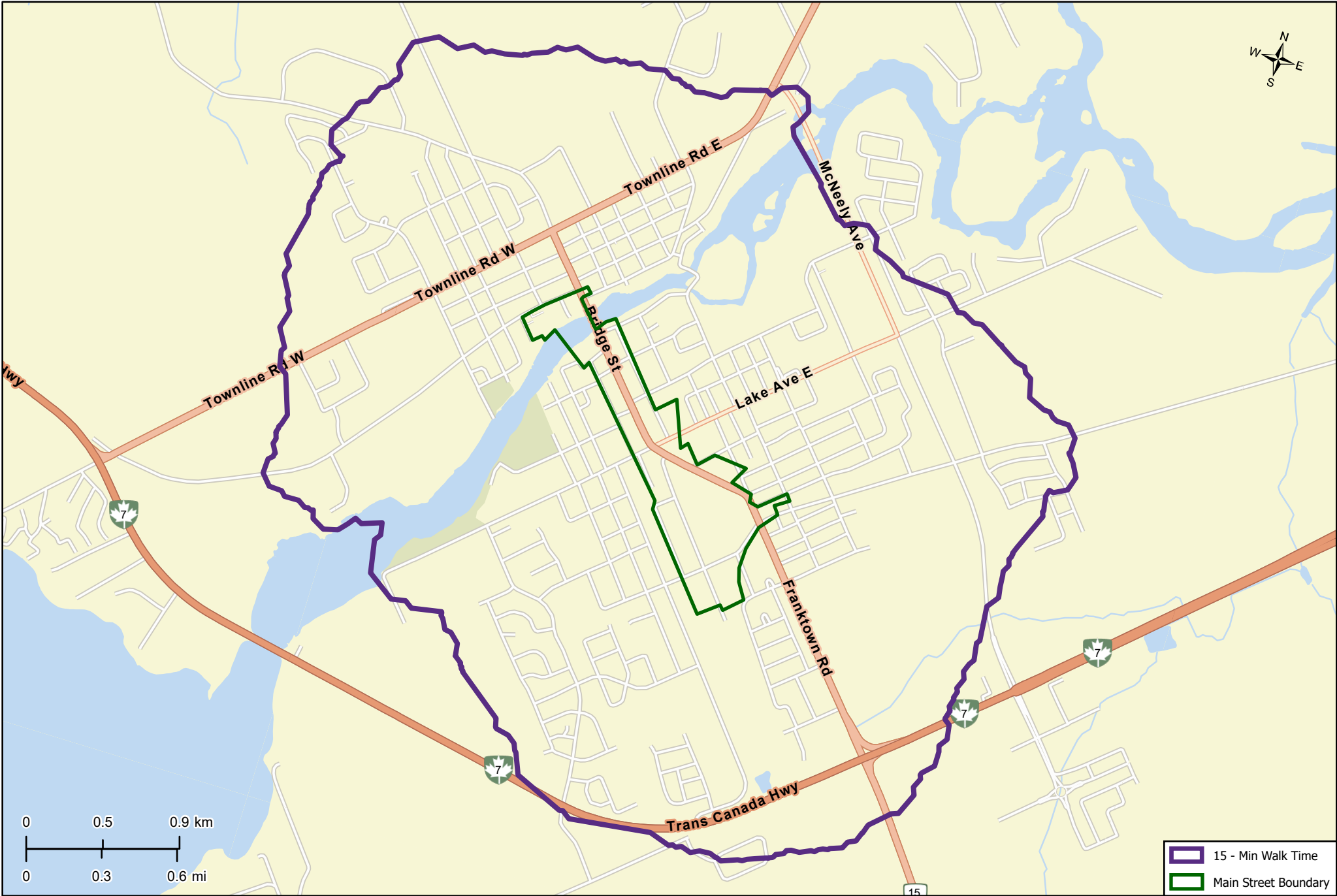
ENVIRONICS
ANALYTICS

Townline Rd E

Townline Rd W

Townline Rd W

Bridge St

Lake Ave E

McNeely Ave

Franktown Rd

Trans Canada Hwy

7

7

7

7

15

| | 0 | 0.5 | 0.9 km |
| | 0 | 0.3 | 0.6 mi |

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

2022-01-12 12:55 PM

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Town of Carleton Place - Downtown Carleton Place

POPULATION

12,754

HOUSEHOLDS

5,058

MEDIAN MAINTAINER AGE

55

Index:**101**

MARITAL STATUS

60.7%

Index: **105**

Married/Common-Law

FAMILY STATUS*

42.2%

Index:**113**

Couples Without Children At Home

HOUSEHOLD SIZE

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
Trade Area	25%	37%	16%	15%	7%
Benchmark	24%	33%	16%	17%	10%

■ Trade Area ■ Benchmark
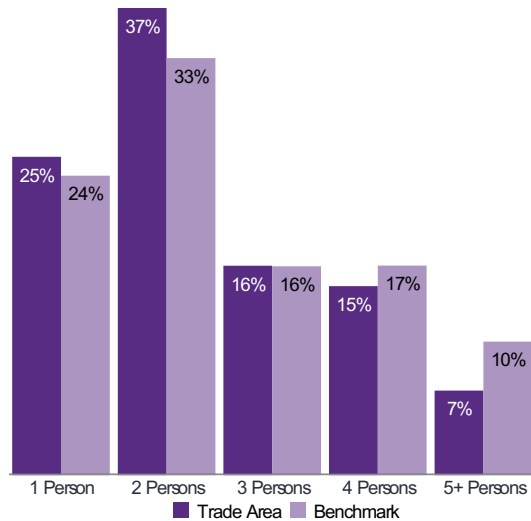
POPULATION BY AGE

	Count	%	Index
0 to 4	741	5.8	115
5 to 9	768	6.0	112
10 to 14	763	6.0	105
15 to 19	717	5.6	95
20 to 24	644	5.0	76
25 to 29	657	5.2	73
30 to 34	856	6.7	101
35 to 39	846	6.6	103
40 to 44	735	5.8	93
45 to 49	783	6.1	98
50 to 54	822	6.4	98
55 to 59	963	7.6	104
60 to 64	929	7.3	108
65 to 69	839	6.6	116
70 to 74	674	5.3	110
75 to 79	436	3.4	104
80 to 84	288	2.3	103
85+	291	2.3	103

AGE OF CHILDREN AT HOME

	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25+
Trade Area	19%	19%	20%	17%	12%	13%
Benchmark	15%	17%	17%	17%	15%	19%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

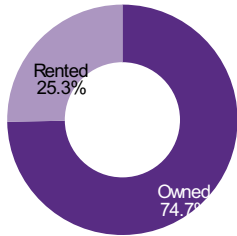**Trade Area:** Town of Carleton Place - Downtown Carleton Place

ENVIRONICS ANALYTICS

Population: 12,754 | **Households:** 5,058

TENURE

Rented 25.3%

Owned 74.7%

STRUCTURE TYPE

84.0%
Houses
Index:108

13.8%
Apartments
Index:63

AGE OF HOUSING*

60+ Years Old

% Comp:27.1   Index: 131

AVERAGE HOUSEHOLD INCOME

$108,308

Index:94

HOUSEHOLD INCOME DISTRIBUTION

Income Range	Trade Area	Benchmark
$0 to $19,999	2%	4%
$20,000 to $39,999	14%	15%
$40,000 to $59,999	14%	13%
$60,000 to $79,999	14%	12%
$80,000 to $99,999	12%	11%
$100,000 to $124,999	12%	11%
$125,000 to $149,999	10%	9%
$150,000 to $199,999	10%	11%
$200,000 to $299,999	8%	9%
$300,000+	4%	5%

■ Trade Area ■ Benchmark

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: Town of Carleton Place - Downtown Carleton Place

Population: 12,754 | **Households:** 5,058

EDUCATION

17.9%

Index:**67**

University Degree

LABOUR FORCE PARTICIPATION

66.8%

Index:**103**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

42.1%

Index:**116**

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

3.3%

Index:**108**

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

EDUCATIONAL ATTAINMENT

Category	Trade Area	Benchmark
No Cert/Dipl or Degree	14.6%	15.0%
High School Certificate	28.2%	28.3%
Trades Cert/Dipl	6.6%	5.9%
College/CEGEP Cert/Dipl	31.9%	22.7%
University Cert/Dipl	0.8%	1.6%
Bachelor's Degree	13.3%	18.3%
Above Bachelor's	4.6%	8.3%

■ Trade Area ■ Benchmark

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	16.2%	14.2%
Trades and Transport	10.8%	8.9%
Social Science, Education and Gov't	9.5%	8.0%
Business and Finance	8.9%	9.9%
Management	6.6%	7.0%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Town of Carleton Place - Downtown Carleton Place

Population: 12,754 | **Households:** 5,058

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
4.3%	2.8%	0.1%	6.3%	Before 2001
Index:181	Index:10	Index:4	Index:24	5.0% Index:36
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

	Black	Chinese	Arab	Latin American	Filipino
Trade Area	0.5%	0.4%	0.4%	0.4%	0.2%
Benchmark	4.5%	5.1%	2.1%	1.3%	1.5%

■ Trade Area ■ Benchmark

LANGUAGES SPOKEN AT HOME: TOP 5**

	English	French	Spanish	Russian	Korean
Trade Area	96.7%	1.3%	0.1%	0.1%	0.1%
Benchmark	79.8%	2.0%	0.6%	0.4%	0.3%

■ 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: Town of Carleton Place - Downtown Carleton Place

Households: 5,060

Top 5 segments represent **66.7%** of households in Town of Carleton Place - Downtown Carleton Place

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26 COUNTRY TRADITIONS

R1 UPPER-MIDDLE RURAL MIDDLE-AGE FAMILIES F3

Rural, upper-middle-income couples and families

Rank:	1
HhIds:	1,044
Hhld %:	20.63
% in Benchmark:	4.83
Index:	427

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).

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62 SUBURBAN RECLINERS

S6 OLDER SUBURBAN MATURE SINGLES & COUPLES M2

Suburban downscale singles and couples

Rank:	2
HhIds:	673
Hhld %:	13.31
% in Benchmark:	2.12
Index:	628

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).

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45 SLOW-LANE SUBURBS

S6 OLDER SUBURBAN OLDER FAMILIES & EMPTY NESTS M1

Older and mature suburban singles and couples

Rank:	3
HhIds:	608
Hhld %:	12.01
% in Benchmark:	1.94
Index:	621

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.

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25 SUBURBAN SPORTS

S3 UPPER-MIDDLE SUBURBAN MIDDLE-AGE FAMILIES F3

Upper-middle-income, younger and middle-aged suburbanites

Rank:	4
HhIds:	538
Hhld %:	10.64
% in Benchmark:	2.05
Index:	519

Widely dispersed across Canada, Suburban Sports is one of the larger segments, a suburban refuge for younger and middle-aged families. Originally built on exurban tracts in the 1960s and 1970s, the subdivisions have evolved into conventional suburbs of small urban areas. Eight in ten households own a home, typically a singled-detached house or a duplex. The households are nearly evenly divided between couples and families, maintainers range from 35 to 64, and children are of all ages. Moderately educated, most adults have completed high school or college and hold service sector and blue-collar jobs in natural resources and the trades; thanks to dual incomes, these households earn solid, upper-middle-class incomes. Suburban Sports scores among the top segments for English-speaking residents, reflecting its third-plus-generation Canadian population of nearly 70 percent. No doubt the presence of children affects the popularity of family-friendly activities like snowboarding, baseball, basketball and swimming. But they also enjoy watching sports, rooting for their favourite pro hockey, soccer and football teams. Not surprising, Suburban Sports members score high for Need for Escape, making a concious effort to escape the stress and responsibilities of every day life once in a while.

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38 STRESSED IN SUBURBIA

S5 MIDDLE-CLASS SUBURBIA MIDDLE-AGE FAMILIES F3

Middle-income, younger and middle-aged suburban families

Rank:	5
HhIds:	512
Hhld %:	10.11
% in Benchmark:	2.63
Index:	384

Located in the older suburban neighbourhoods of mostly midsize cities, Stressed in Suburbia offers a portrait of busy, working families in the burbs. Nearly 80 percent of households own their homes, a mix of singles, semis and row houses typically built between 1960 and 2000. An above-average two-thirds are third-plus-generation Canadians. But their streets are hardly homogenous: Households may contain couples, families with children and lone-parent families; maintainers range in age from 25 to 54; and children include toddlers and teenagers. Despite moderate educations that rarely go beyond college, many households enjoy solid midscale incomes thanks to the presence of two wage-earners. Most segment members hold blue-collar or service sector jobs. Given the variety of households in Stressed in Suburbia, top-scoring leisure pursuits range from outdoor sports like cross-country skiing and golf to cultural activities like attending country music concerts and dinner theatres. With their tendency for Introspection & Empathy, they seek to understand others in a non-judgmental way, and they score high for donating to cultural, environmental and international organizations.

Trade Area: Town of Carleton Place - Downtown Carleton Place

ENVIRONICS
ANALYTICS

⬆ Strong Values

Values	Index
Attraction to Nature	130
Need for Escape	117
Parochialism	115
Utilitarian Consumerism	115
Aversion to Complexity	113
Confidence in Small Business	113
Brand Apathy	112
Obedience to Authority	112
Rejection of Orderliness	112
Fulfilment Through Work	111

⬇ Weak Values

Values	Index
Attraction For Crowds	73
Need for Status Recognition	73
Brand Genuineness	77
Pursuit of Novelty	77
Enthusiasm for Technology	78
Consumption Evangelism	80
Ostentatious Consumption	80
Advertising as Stimulus	81
Status via Home	82
Adaptability to Complexity	83

⭐ 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.

Need for Escape

The desire to regularly escape the stress and responsibilities of everyday 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.

⭐ Descriptions | Top 3 Weak Values

Attraction For Crowds

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

Need for Status Recognition

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

Brand Genuineness

Tendency to value authenticity and to look for a deeper level of brand experience. People strong on this construct want their brands to have a soul, a history, a founding myth, a place of origin that confers its own culture. These preferences attract them to brands that not only provide the functionality they seek but also feed their imaginations by telling a true and compelling story.

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: Town of Carleton Place - Downtown Carleton Place

WealthScapes Households: 5,001

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 108,318	$ 87,177	$ 61,726	$ 2,955
Index: 93	Index: 95	Index: 96	Index: 83

WEALTH* | ASSETS*

Net Worth	Savings	Investments	Unlisted Shares	Real Estate	Liquid Assets
% Holders	**% Holders**	**% Holders**	**% Holders**	**% Holders**	**% Holders**
99.8% Index: 100	95.4% Index: 100	56.2% Index: 94	9.2% Index: 74	76.6% Index: 101	98.2% Index: 100
Balance	**Balance**	**Balance**	**Balance**	**Balance**	**Balance**
$488,651	$59,901	$234,624	$139,976	$542,120	$226,947
Index: 66	Index: 78	Index: 70	Index: 44	Index: 72	Index: 69

DEBT* | FINANCIAL RATIO

Consumer Debt	Mortgage Debt	Debt:Asset
% Holders	**% Holders**	**% Holders**
91.3% Index: 100	50.7% Index: 109	0.25% Index: 118
Balance	**Balance**	
$56,113	$220,207	
Index: 85	Index: 74	

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

Trade Area: Town of Carleton Place - Downtown Carleton Place

WealthScapes Households: 5,001

FINANCIAL RATIOS*

Debt: Asset	Debt: Liquid Assets	Consumer Debt - Discr. Income	Savings - Investments
0.25	0.73	0.83	0.69
Index: 118	Index: 119	Index: 89	Index: 115

Pension - Non-Pension Assets	Real Estate Assets - Liq. Assets	Mortgage - Real Estate Assets	Mortgage - Consumer Debt
0.38	1.86	0.27	2.18
Index: 175	Index: 106	Index: 111	Index: 95

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Town of Carleton Place - Downtown Carleton Place   **Households:** 5,058

Total Aggregate Current Consumption: $388,324,449

Average Current Consumption	Average Household Income	Average Disposable Income
$76,774	$106,725	$85,244
Index: 94	Index: 93	Index: 95

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$19,651	25.6%
Index: 93	Index: 100

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$13,736	17.9%
Index: 100	Index: 106

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$11,670	15.2%
Index: 91	Index: 97

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$5,511	7.2%
Index: 96	Index: 102

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$5,399	7.0%
Index: 99	Index: 105

Tobacco and Alcohol
Avg. Dollars/Household	Pct. of Total Expenditure
$4,314	5.6%
Index: 121	Index: 129

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$4,300	5.6%
Index: 90	Index: 96

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$3,821	5.0%
Index: 96	Index: 102

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$2,620	3.4%
Index: 79	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

ENVIRONICS ANALYTICS

Trade Area: Town of Carleton Place - Downtown Carleton Place   **Households:** 5,058

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$106,725	$11,670	$3,532	$8,137
Index: 93	Index 91	Index 88	Index 93

Total Aggregate Food Expenditure: $ 59,025,999

	Bakery		Cereal Products		Fruit and nuts
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$782	9.6%	$447	5.5%	$1,006	12.4%
Index 90	Index 96	Index 88	Index 94	Index 92	Index 99

	Vegetables		Dairy products & Eggs		Meat
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$793	9.7%	$1,197	14.7%	$1,496	18.4%
Index 86	Index 92	Index 93	Index 101	Index 95	Index 102

	Fish & Seafood		Beverages & Other Food
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$248	3.0%	$2,167	26.6%
Index 84	Index 91	Index 98	Index 106

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

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	10.6	11.0	97
Going to restaurants, bars or night clubs	55.7	55.1	101
Having physical Contact with family and friends	60.5	57.7	105
Participating in group activities	39.8	38.7	103
Partying	13.4	15.8	85
Seeing family and friends in person	64.0	62.8	102
Entertainment			
Attending events, festivals or concerts	43.9	42.9	102
Attending sports events (excludes professional sports)	19.2	18.2	105
Attending to professional sports events or games	24.7	25.4	97
Going to the movies	43.9	45.7	96
Movement & Travel			
Driving more	13.8	16.1	86
Shopping in-store	41.5	42.9	97
Spending time outdoors	26.6	32.5	82
Travelling outside of Canada/ abroad	50.9	53.2	96
Travelling within Canada	49.4	49.9	99
Using public transit	6.6	13.7	48
Personal			
Getting back to old habits	32.1	36.2	89
Going to a salon, barber shop or spa	30.8	33.7	91
Going to the gym	19.5	22.6	87
Education/Work			
Children going back to school	18.2	20.3	90
Going back to work	14.4	17.6	82
Other			
Not Stated	0.5	0.6	94

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Town of Carleton Place - Downtown Carleton Place

Household Population 14+: 10,362

RADIO
Listeners: 86.2%
Index: **106**

8.4 Hours/Week*
Index: **113**

Top Formats

	Trade Area	Benchmark
New Country	26.0%	18.8%
Traditional Country	15.7%	11.4%
Album Rock/Classic Rock	53.1%	44.0%

TELEVISION
Viewers: 95.5%
Index: **101**

21.2 Hours/Week*
Index: **102**

Top Program Types

	Trade Area	Benchmark
Sports	48.8%	47.8%
Variety/Specials	26.0%	25.7%
Situation Comedies	51.8%	51.7%

NEWSPAPER
Readers: 25.9%
Index: **101**

0.5 Hours/Week*
Index: **79**

Top Sections Read

	Trade Area	Benchmark
Fashion or Lifestyle	8.6%	8.0%
Local News	23.5%	22.5%
Comics	11.4%	10.9%

MAGAZINE
Readers: 72.0%
Index: **99**

1.3 Hours/Month*
Index: **96**

Top Titles

	Trade Area	Benchmark
Cottage Life	21.3%	14.7%
Outdoor Canada	16.0%	12.5%
Maclean's	33.4%	30.0%

INTERNET
Users: 97.7%
Index: **100**

21.3 Hours online past week*
Index: **97**

Top Activities

	Trade Area	Benchmark
Clip Mobile Coupons	29.3%	25.5%
Listen to Radio/Podcast	46.0%	42.3%
Gambling	11.2%	10.5%

DIRECT/OUTDOOR

1 Times used public transit past week*
Index: **24**

Top DM Formats Used to Plan/Make Purchases

	Trade Area	Benchmark
Coupon Booklets	14.3%	14.2%
E-mail Coupons	15.0%	15.0%
Addressed Mail Offers	8.2%	8.2%

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+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Household Population 18+: 9,761

FACEBOOK
81.6% currently use
Index: **105**
Top Activities (Daily)

Activity	Trade Area	Benchmark
Read news feed	47.5%	42.7%
Cmt/Like other users' posts	31.6%	27.6%
Use Messenger	26.6%	23.4%

- Trade Area - Benchmark

TWITTER
25.9% currently use
Index:**88**
Top Activities (Daily)

Activity	Trade Area	Benchmark
Read tweets	12.5%	14.2%
Watch videos	4.8%	6.4%
Send/Receive Direct Msgs	2.8%	4.3%

- Trade Area - Benchmark

INSTAGRAM
34.1% currently use
Index: **88**
Top Activities (Daily)

Activity	Trade Area	Benchmark
View photos/videos	8.0%	8.5%
Like photos/videos	6.5%	6.7%
Send direct messages	3.3%	3.7%

- Trade Area - Benchmark

LINKEDIN
32.7% currently use
Index: **79**
Top Activities (Weekly)

Activity	Trade Area	Benchmark
Read your newsfeed	2.7%	4.7%
View a job posting	2.6%	3.9%
Search and review other profiles	2.1%	3.6%

- Trade Area - Benchmark

YOUTUBE
68.9% currently use
Index:**98**
Top Activities (Daily)

Activity	Trade Area	Benchmark
Watch videos	23.2%	28.0%
Like/dislike videos	6.3%	8.1%
Watch live videos	4.6%	6.8%

- Trade Area - Benchmark

SNAPCHAT
12.1% currently use
Index: **94**
Top Activities (Weekly)

Activity	Trade Area	Benchmark
Receive photos/videos	6.9%	6.6%
Send direct text messages	6.3%	5.9%
Send photos/videos	6.0%	5.7%

- Trade Area - Benchmark

WHATSAPP
26.2% currently use
Index: **61**
Top Activities (Daily)

Activity	Trade Area	Benchmark
Send/receive images	2.6%	6.0%
Send/receive messages	2.6%	5.7%
Use group chats	1.4%	4.6%

- Trade Area - Benchmark

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: Town of Carleton Place - Downtown Carleton Place

ENVIRONICS ANALYTICS

Household Population 18+: 9,761

FRIENDS IN ALL SM NETWORKS	**FREQUENCY OF USE (DAILY)**	**BRAND INTERACTION**	**NO. OF BRANDS INTERACTED**
39.4% Index:111	61.4% Index:109	35.9% Index:104	28.2% Index:92
0-49 friends	Facebook	Like brand on Facebook	2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA

	Trade Area	Benchmark
Get coupons & discounts	28.6%	29.4%
Learn about products & services	28.5%	28.8%
Enter contests	25.2%	25.4%
Provide feedback	11.2%	11.7%
Be among first to hear news	10.3%	11.7%
Engage with content	7.1%	8.4%
Share brand-related stories	4.7%	5.9%
Make suggestions	3.8%	5.5%

■ Trade Area　■ Benchmark

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

Trade Area: Town of Carleton Place - Downtown Carleton Place

Total Household Population 18+: 9,761

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

% Comp **90.2**   Index **103**

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

% Comp **43.2**   Index **89**

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

% Comp **86.7**   Index **103**

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

% Comp **36.5**   Index **89**

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

% Comp **53.5**   Index **94**

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

% Comp **23.1**   Index **77**

Benchmark: Southern Ontario

Ranked by percent composition.

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

Opticks eShopper | Purchase Preference by Category

ENVIRONICS ANALYTICS

Trade Area: Town of Carleton Place - Downtown Carleton Place

Total Household Population 18+: 9,761

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)

Category	Trade Area	Benchmark
Automotive	19.3	20.1
Babies and children	9.2	12.9
Media	40.7	43.0
Clothing & Fashions	28.2	30.6
Home Electronics	39.4	41.8
Event tickets	50.7	50.3
Gift card/ cert.	28.1	33.1
Groceries	12.6	16.7
Beauty & Cosmetics	14.3	18.4
Home & Garden	23.6	24.4
Financial products	24.8	30.3
Office supplies	31.5	34.7
Pets	14.9	15.3
Pharma.	24.0	26.9
Sporting goods	22.1	24.2
Vacation/ travel	49.3	51.6
Food Home delivery svcs.	12.3	19.8
Wireless service providers	41.3	42.6
Insurance products	27.5	31.6
Online meal kits (e.g. Hello Fresh)	10.8	15.7
Govt. services	52.2	52.0

Legend: ■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

ENVIRONICS
ANALYTICS

Trade Area: Town of Carleton Place - Downtown Carleton Place

Total Household Population 18+: 9,761

BEHAVIOURAL PREFERENCES BY CHANNEL

CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	65.9% Index:107	35.2% Index:96	10.0% Index:81	1.8% Index:57
Purchase preference	81.0% Index:107	28.2% Index:92	8.7% Index:88	1.5% Index:58
Customer Service	69.1% Index:112	15.2% Index:85	4.1% Index:71	18.9% Index:87

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.8%	3.5%	10.9%	9.6%	3.6%	1.4%
Benchmark	2.0%	4.5%	10.8%	9.5%	4.4%	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: Town of Carleton Place - Downtown Carleton Place

Total Household Population 18+: 9,761

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	54.2% Index:108	53.2% Index:97	13.3% Index: 85	7.0% Index: 85
Purchase preference	74.9% Index: 109	39.4% Index:94	9.2% Index:84	5.5% Index: 85
Customer Service	63.0% Index:112	23.0% Index:93	5.8% Index: 79	39.5% Index: 107

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	4.0%	5.9%	4.4%	5.9%	5.5%
Benchmark	4.3%	6.4%	6.2%	6.1%	6.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

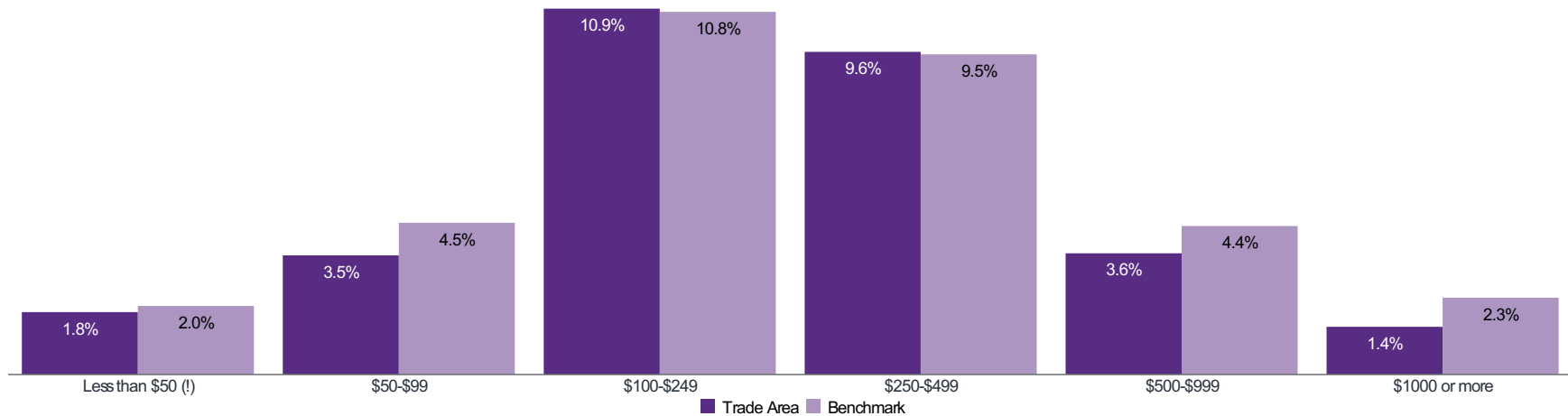| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive

Trade Area: Town of Carleton Place - Downtown Carleton Place

Total Household Population 18+: 9,761

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	54.5% Index:114	29.3% Index:83	7.6% Index:69	3.0% Index:84
Purchase preference	68.8% Index:114	28.1% Index:85	6.5% Index:74	2.6% Index:84
Customer Service	49.5% Index:117	17.9% Index:87	4.9% Index:80	26.4% Index:95

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.7%	4.3%	8.0%	3.0%	1.4%
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+

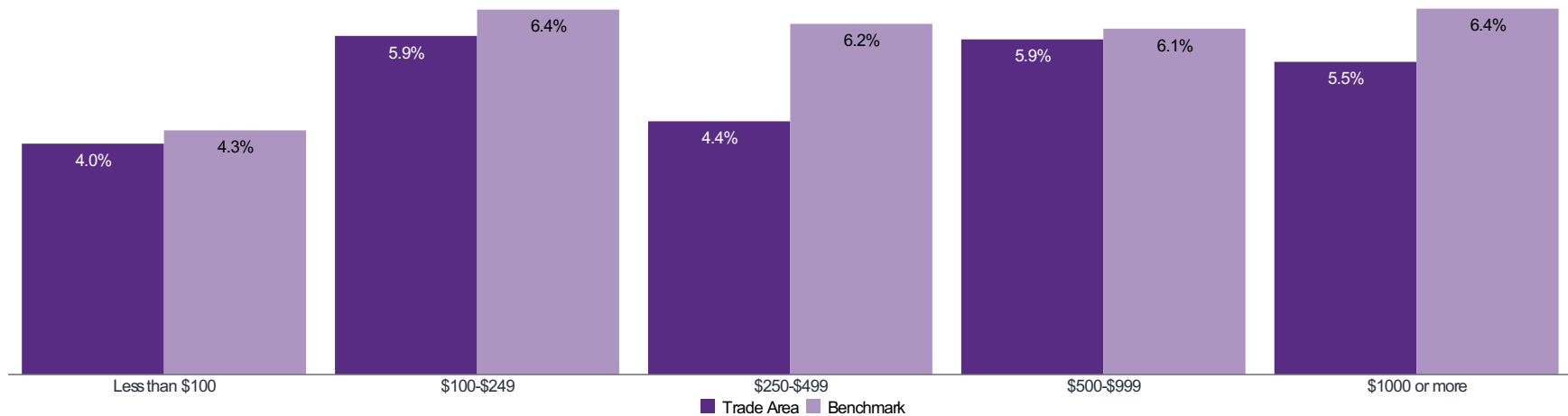# Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Town of Carleton Place - Downtown Carleton Place

Total Household Population 18+: 9,761

BEHAVIOURAL PREFERENCES BY CHANNEL

GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	76.3% Index:**106**	20.9% Index:**85**	7.4% Index:**67**	2.1% Index:**77**
Purchase preference	88.8% Index:**106**	12.6% Index:**76**	4.2% Index:**68**	1.6% Index:**64**
Customer Service	76.8% Index:**110**	7.8% Index:**68**	2.4% Index:**62**	17.4% Index:**93**

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99 (!)	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.9%	1.3%	2.5%	2.8%	2.6%	5.3%
Benchmark	1.6%	1.9%	3.8%	3.1%	3.0%	6.9%

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Town of Carleton Place - Downtown Carleton Place

Total Household Population 18+: 9,761

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	17.7% Index:80	5.0% Index:62	1.4% Index:51
Purchase preference	48.6% Index:105	14.3% Index:78	4.2% Index:66	1.4% Index:63
Customer Service	39.4% Index:109	9.4% Index:75	2.8% Index:64	11.8% Index:80

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	3.2%	3.7%	3.5%	1.5%	0.7%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

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Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Town of Carleton Place - Downtown Carleton Place

Total Household Population 18+: 9,761

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	56.1% Index:108	39.9% Index:105	9.9% Index:87	5.2% Index:91
Purchase preference	75.1% Index:110	23.6% Index:97	5.7% Index:82	2.6% Index:71
Customer Service	61.8% Index:114	13.9% Index:87	3.7% Index:77	23.4% Index:102

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.4%	2.6%	4.5%	3.4%	3.3%
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.

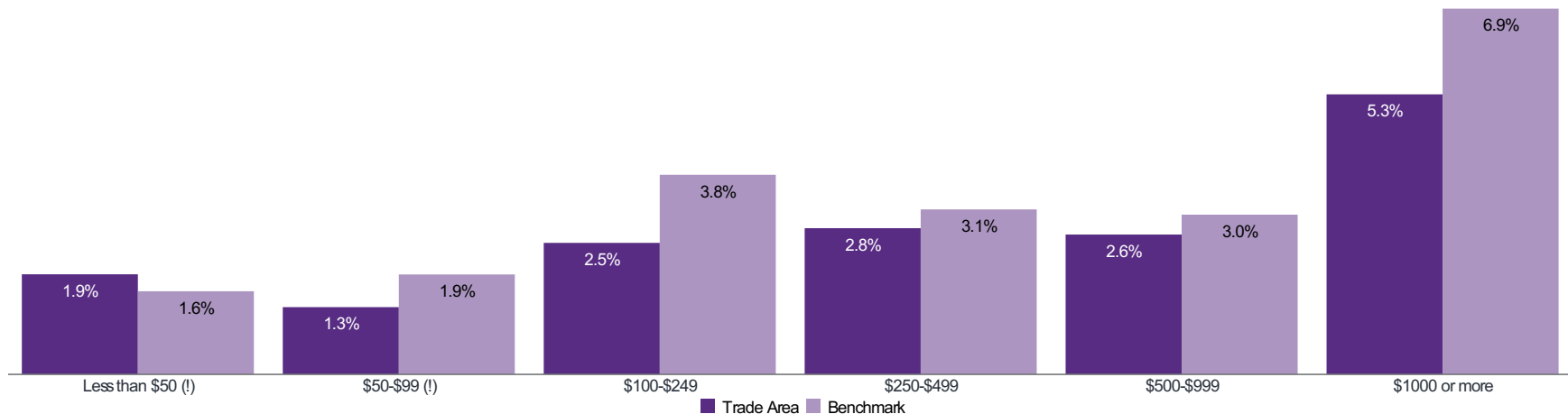| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Sporting Goods Deep Dive

Trade Area: Town of Carleton Place - Downtown Carleton Place

Total Household Population 18+: 9,761

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	42.1% Index:108	30.2% Index:94	8.1% Index:77	2.5% Index:65
Purchase preference	56.3% Index:108	22.1% Index:91	6.0% Index:80	1.5% Index:48
Customer Service	46.5% Index:111	13.1% Index:87	3.7% Index:73	18.9% Index:93

AMOUNT SPENT [PST 12 MTHS]

Category	Trade Area	Benchmark
Less than $50 (!)	1.3%	1.6%
$50-$99	2.2%	2.9%
$100-$249	3.1%	4.3%
$250-$499	3.7%	2.7%
$500 or more	1.9%	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

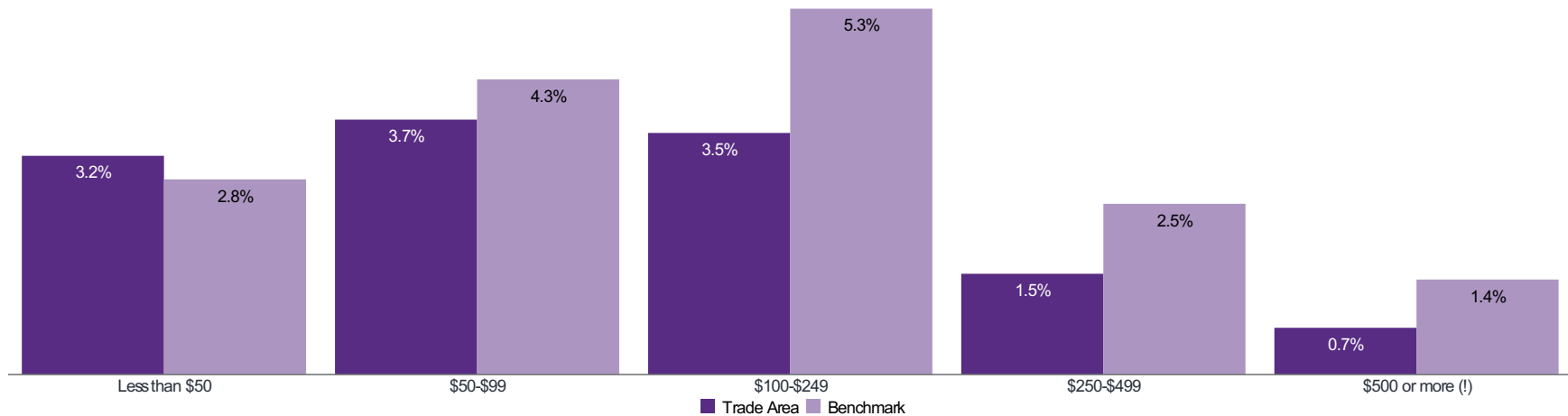**Trade Area:** Town of Carleton Place - Downtown Carleton Place

Total Household Population 18+: 9,761

BEHAVIOURAL PREFERENCES BY CHANNEL

VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	22.0% Index:107	57.2% Index:99	11.7% Index:78	15.4% Index:96
Purchase preference	32.7% Index:114	49.3% Index:96	5.7% Index:89	15.6% Index:87
Customer Service	33.5% Index:115	25.7% Index:94	5.7% Index:81	43.3% Index:99

AMOUNT SPENT [PST 12 MTHS]

Range	Trade Area	Benchmark
Less than $100	1.3%	2.3%
$100-$249 (!)	0.4%	1.1%
$250-$499 (!)	1.4%	1.6%
$500-$999	2.2%	2.7%
$1000 or more	12.4%	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: Town of Carleton Place - Downtown Carleton Place

Households: 5,058

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock
66.8%
Index: 99

Has high quality fresh produce
61.4%
Index: 103

Has high quality meat department
42.3%
Index: 101

Carries food/non-food items I need
42.2%
Index: 103

Carries variety of items and services
35.8%
Index: 100

Only store that carries what I want
27.3%
Index: 90

Has special section for dietary needs
12.4%
Index: 100

Carries variety of organic prod. (!)
11.6%
Index: 102

Has variety of freshly prep. foods/meals
11.4%
Index: 82

Carries wide variety of ethnic prod.
9.0%
Index: 67

Carries selection of alcoholic bev. (^)
2.0%
Index: 53

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Shopping Experience

Trade Area: Town of Carleton Place - Downtown Carleton Place

Households: 5,058

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me

54.8%

Index: **92**

Organized layout makes it easy to shop

42.2%

Index: **102**

Easy to get in and get out quickly

41.4%

Index: **96**

Staff are friendly and knowledgeable

36.3%

Index: **108**

Short checkout lines/fast checkout

35.6%

Index: **100**

Has extended hours

24.7%

Index: **90**

I like the store ambiance

18.3%

Index: **92**

Has self-checkout

10.9%

Index: **79**

Offers an online shopping option (!)

7.1%

Index: **80**

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: Town of Carleton Place - Downtown Carleton Place

Households: 5,058

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Store has great sales and promotions

67.4%
Index: **100**

Discover good value when shopping

66.7%
Index: **101**

Store has the lowest prices overall

57.3%
Index: **99**

Store has a customer loyalty card program

52.5%
Index: **106**

Has loyalty prog. app and offers pers. promos

32.2%
Index: **110**

I'm loyal to their store brands

22.6%
Index: **98**

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	40.5	40.2	0.1	101
Leave the store and buy it elsewhere	30.7	30.9	0.1	99
Purchase another brand	18.8	21.2	0.1	89
Purchase another size or variety of the same brand (!)	10.0	7.7	0.2	129

Benchmark: Southern Ontario

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

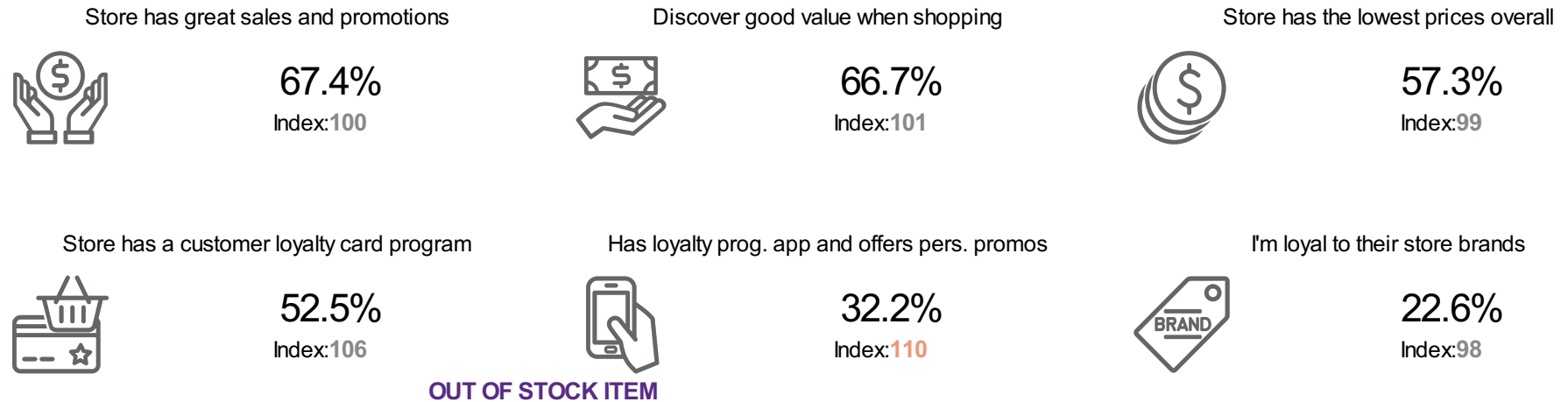*(^) Represents extremely low sample size. Please analyze with discretion.*

Index Colours:	<80	80 - 110	110+

Main Street Visitors

2019 Town of Carleton Place - Downtown Carleton Place 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%	95,979	100%	0.50%	100	95,506	100%	0.49%	100	79,296	100%	0.41%	100	81,381	100%	0.42%	100	156,568	100%	0.81%	100
3506008	Ottawa, ON (CV)	873,210	4.52%	35,945	37.45%	4.12%	828	36,802	38.53%	4.21%	852	29,018	36.60%	3.32%	809	27,040	33.23%	3.10%	734	64,868	41.43%	7.43%	916
3509028	Carleton Place, ON (T)	9,471	0.05%	7,832	8.16%	82.70%	16631	8,521	8.92%	89.97%	18184	8,111	10.23%	85.64%	20848	8,032	9.87%	84.80%	20114	9,044	5.78%	95.49%	11772
3509030	Mississippi Mills, ON (T)	11,661	0.06%	7,714	8.04%	66.15%	13303	6,679	6.99%	57.28%	11577	6,352	8.01%	54.47%	13259	7,243	8.90%	62.11%	14733	8,511	5.44%	72.99%	8999
3509024	Beckwith, ON (TP)	6,730	0.03%	5,984	6.23%	88.92%	17883	5,988	6.27%	88.98%	17983	5,522	6.96%	82.05%	19973	5,923	7.28%	88.01%	20876	6,659	4.25%	98.94%	12198
3509010	Drummond/North Elmsley, ON (TP)	7,027	0.04%	3,361	3.50%	47.83%	9620	3,289	3.44%	46.81%	9460	3,080	3.88%	43.83%	10668	2,971	3.65%	42.28%	10028	4,149	2.65%	59.05%	7280
2481017	Gatineau, QC (V)	237,634	1.23%	2,397	2.50%	1.01%	203	2,555	2.68%	1.08%	217	1,829	2.31%	0.77%	187	1,488	1.83%	0.63%	149	4,103	2.62%	1.73%	213
3509004	Smiths Falls, ON (T)	7,692	0.04%	2,832	2.95%	36.81%	7404	2,647	2.77%	34.41%	6955	1,836	2.32%	23.87%	5811	2,540	3.12%	33.03%	7834	3,621	2.31%	47.08%	5804
3520005	Toronto, ON (C)	2,568,898	13.31%	1,200	1.25%	0.05%	9	908	0.95%	0.04%	7	1,136	1.43%	0.04%	11	1,047	1.29%	0.04%	10	2,802	1.79%	0.11%	13
3509039	Lanark Highlands, ON (TP)	4,957	0.03%	2,231	2.32%	45.00%	9051	2,138	2.24%	43.12%	8716	1,888	2.38%	38.09%	9272	1,885	2.32%	38.03%	9020	2,670	1.71%	53.86%	6640
3510010	Kingston, ON (CY)	110,501	0.57%	1,096	1.14%	0.99%	200	848	0.89%	0.77%	155	826	1.04%	0.75%	182	1,394	1.71%	1.26%	299	2,268	1.45%	2.05%	253

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

2019 Town of Carleton Place - Downtown Carleton Place 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
10,231	7,305	71.4	7,839	76.6	7,635	74.6	7,649	74.8	8,418	82.3

2019 Town of Carleton Place - Downtown Carleton Place 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	159,157	8,418	5.3	150,738	94.7

ENVIRONICS ANALYTICS

2020 Town of Carleton Place - Downtown Carleton Place Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2020				Summer 2020				Fall 2020				Winter 2020				Full Year 2020			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	Total	19,302,713	100%	63,241	100%	0.33%	100	79,662	100%	0.41%	100	70,181	100%	0.36%	100	62,867	100%	0.33%	100	123,873	100%	0.64%	100
3506008	Ottawa, ON (CV)	873,210	4.52%	22,447	35.49%	2.57%	785	31,597	39.66%	3.62%	877	24,736	35.25%	2.83%	779	19,872	31.61%	2.28%	699	52,219	42.16%	5.98%	932
3509028	Carleton Place, ON (T)	9,471	0.05%	8,234	13.02%	86.93%	26534	8,485	10.65%	89.59%	21707	8,802	12.54%	92.94%	25562	7,824	12.44%	82.61%	25363	9,537	7.70%	100.70%	15692
3509024	Beckwith, ON (TP)	6,730	0.03%	5,823	9.21%	86.53%	26410	6,030	7.57%	89.61%	21712	6,465	9.21%	96.07%	26422	5,977	9.51%	88.81%	27270	6,873	5.55%	102.12%	15913
3509030	Mississippi Mills, ON (T)	11,661	0.06%	5,209	8.24%	44.67%	13636	4,338	5.45%	37.20%	9014	4,702	6.70%	40.33%	11091	5,640	8.97%	48.37%	14850	6,551	5.29%	56.18%	8754
3509010	Drummond/North Elmsley, ON (TP)	7,027	0.04%	2,403	3.80%	34.19%	10436	2,548	3.20%	36.26%	8786	2,304	3.28%	32.78%	9016	3,083	4.90%	43.88%	13473	3,742	3.02%	53.24%	8297
3509039	Lanark Highlands, ON (TP)	4,957	0.03%	1,794	2.84%	36.19%	11045	2,169	2.72%	43.75%	10602	2,103	3.00%	42.42%	11667	2,005	3.19%	40.45%	12419	2,829	2.28%	57.07%	8892
3509004	Smiths Falls, ON (T)	7,692	0.04%	1,902	3.01%	24.73%	7549	1,802	2.26%	23.43%	5676	1,686	2.40%	21.91%	6027	1,535	2.44%	19.95%	6125	2,794	2.26%	36.32%	5659
2481017	Gatineau, QC (V)	237,634	1.23%	1,047	1.66%	0.44%	134	1,448	1.82%	0.61%	148	968	1.38%	0.41%	112	1,089	1.73%	0.46%	141	2,682	2.17%	1.13%	176
3509015	Tay Valley, ON (TP)	4,924	0.03%	726	1.15%	14.75%	4501	1,169	1.47%	23.74%	5752	1,531	2.18%	31.10%	8553	1,306	2.08%	26.53%	8145	2,099	1.69%	42.62%	6642
3520005	Toronto, ON (C)	2,568,898	13.31%	424	0.67%	0.02%	5	1,014	1.27%	0.04%	10	997	1.42%	0.04%	11	983	1.56%	0.04%	12	2,079	1.68%	0.08%	13

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

2020 Town of Carleton Place - Downtown Carleton Place 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
10,231	7,813	76.4	7,957	77.8	7,814	76.4	7,576	74.1	8,810	86.1

2020 Town of Carleton Place - Downtown Carleton Place 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	124,686	8,810	7.1	115,876	92.9

ENVIRONICS ANALYTICS

2021 Town of Carleton Place - Downtown Carleton Place 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%	57,891	100%	0.30%	100	89,642	100%	0.46%	100	75,124	100%	0.39%	100	63,728	100%	0.33%	100	129,426	100%	0.67%	100
3506008	Ottawa, ON (CV)	873,210	4.52%	20,738	35.82%	2.37%	792	36,799	41.05%	4.21%	907	26,468	35.23%	3.03%	779	22,523	35.34%	2.58%	781	54,716	42.28%	6.27%	935
3509028	Carleton Place, ON (T)	9,471	0.05%	7,355	12.71%	77.66%	25894	7,913	8.83%	83.55%	17992	8,255	10.99%	87.16%	22397	9,637	15.12%	101.75%	30819	9,057	7.00%	95.63%	14263
3509024	Beckwith, ON (TP)	6,730	0.03%	5,852	10.11%	86.95%	28993	6,924	7.72%	102.89%	22155	7,453	9.92%	110.75%	28457	6,732	10.56%	100.03%	30297	7,479	5.78%	111.13%	16573
3509030	Mississippi Mills, ON (T)	11,661	0.06%	3,892	6.72%	33.38%	11129	3,525	3.93%	30.23%	6509	3,433	4.57%	29.44%	7564	4,498	7.06%	38.57%	11683	5,513	4.26%	47.28%	7051
3509010	Drummond/North Elmsley, ON (TP)	7,027	0.04%	1,731	2.99%	24.63%	8213	3,023	3.37%	43.02%	9264	2,663	3.54%	37.90%	9737	2,418	3.79%	34.41%	10424	3,709	2.87%	52.79%	7873
2481017	Gatineau, QC (V)	237,634	1.23%	1,083	1.87%	0.46%	152	2,284	2.55%	0.96%	207	996	1.33%	0.42%	108	726	1.14%	0.31%	93	3,020	2.33%	1.27%	190
3509015	Tay Valley, ON (TP)	4,924	0.03%	970	1.67%	19.69%	6566	1,950	2.18%	39.60%	8528	1,990	2.65%	40.40%	10382	1,811	2.84%	36.78%	11139	2,724	2.10%	55.32%	8250
3509039	Lanark Highlands, ON (TP)	4,957	0.03%	2,137	3.69%	43.11%	14373	1,990	2.22%	40.14%	8643	2,295	3.06%	46.30%	11898	1,917	3.01%	38.67%	11713	2,492	1.93%	50.27%	7497
3510010	Kingston, ON (CY)	110,501	0.57%	571	0.99%	0.52%	172	1,535	1.71%	1.39%	299	834	1.11%	0.75%	194	626	0.98%	0.57%	172	2,162	1.67%	1.96%	292
3509004	Smiths Falls, ON (T)	7,692	0.04%	1,428	2.47%	18.57%	6190	1,347	1.50%	17.52%	3772	1,101	1.47%	14.32%	3678	1,094	1.72%	14.22%	4307	1,928	1.49%	25.07%	3739

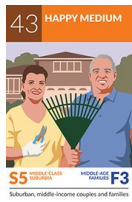| Index Legend	Under 80	110 to 119	120 to 149	Over 150

2021 Town of Carleton Place - Downtown Carleton Place 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
10,231	6,726	65.7	6,927	67.7	7,203	70.4	8,593	84.0	8,047	78.6

2021 Town of Carleton Place - Downtown Carleton Place 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	132,039	8,047	6.1	123,993	93.9

ENVIRONICS ANALYTICS

Customers: TownofCarletonPlace_DTCarletonPlace - FY 2021: Sum_Unique_Visitors   **Total Customers:** 114,107

Top 5 segments represent ## 37.3% of customers in Southern Ontario

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43 HAPPY MEDIUM
S5 MIDDLE-CLASS SUBURBIA — MIDDLE-AGE FAMILIES F3
Suburban, middle-income couples and families

Rank:	1
Customers:	12,745
Customers %:	11.17
% in Benchmark:	2.51
Index:	**444**

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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26 COUNTRY TRADITIONS
R1 UPPER MIDDLE RURAL — MIDDLE-AGE FAMILIES F3
Rural, upper-middle-income couples and families

Rank:	2
Customers:	11,506
Customers %:	10.08
% in Benchmark:	4.89
Index:	**206**

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).

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41 DOWN TO EARTH
R2 LOWER MIDDLE RURAL — OLDER FAMILIES & EMPTY NESTS M1
Older, middle-income rural couples and families

Rank:	3
Customers:	6,373
Customers %:	5.58
% in Benchmark:	2.91
Index:	**192**

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.

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19 FAMILY MODE
S3 UPPER-MIDDLE SUBURBIA — MIDDLE-AGE FAMILIES F3
Suburban, upscale middle-aged families

Rank:	4
Customers:	5,971
Customers %:	5.23
% in Benchmark:	4.68
Index:	**112**

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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04 TURBO BURBS
S1 SUBURBAN ELITE — MIDDLE-AGE FAMILIES F3
Middle-aged upscale suburbanites

Rank:	5
Customers:	5,966
Customers %:	5.23
% in Benchmark:	1.94
Index:	**270**

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).

Index Colours:	<80	80 - 110	110+