

Community Profile: Town of Essex – Harrow

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



ENVIRONICS
ANALYTICS

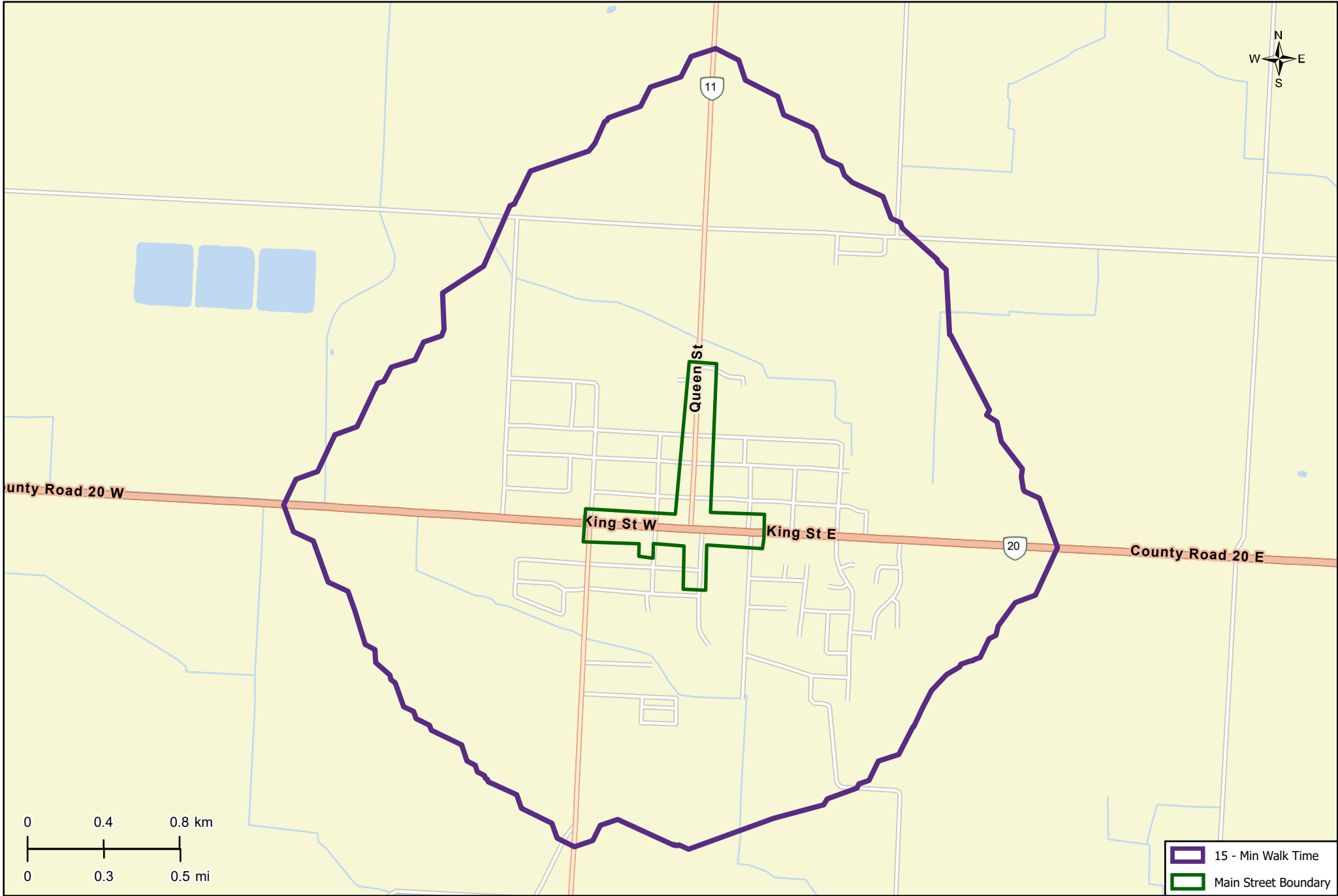
Confidential

Date: February 16, 2022

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Town of Essex - Harrow
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Town of Essex - Harrow

POPULATION

4,355

HOUSEHOLDS

1,727

MEDIAN MAINTAINER AGE

59

Index: 108

MARITAL STATUS



57.8%

Index: 100

Married/Common-Law

FAMILY STATUS*

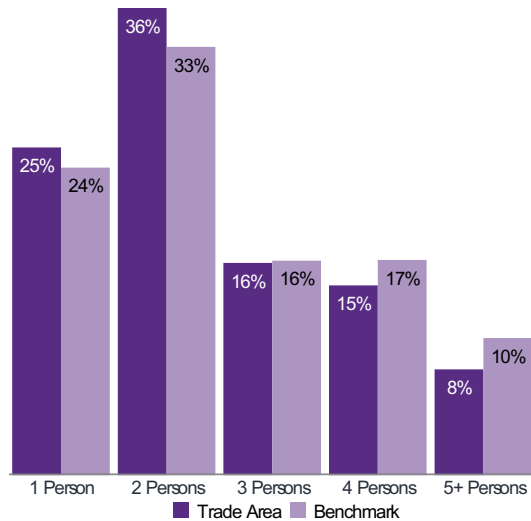


39.1%

Index: 105

Couples Without Children At Home

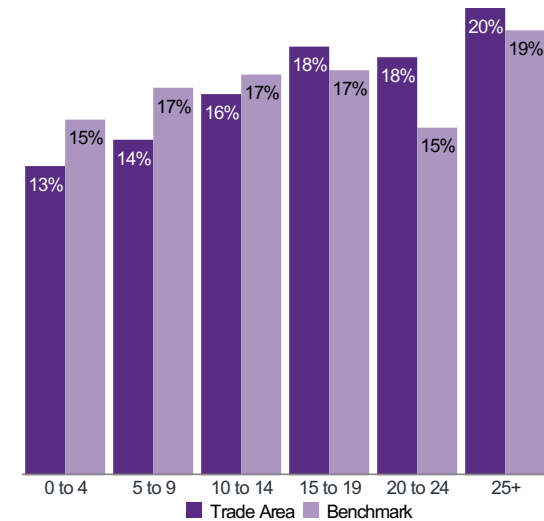
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	183	4.2	83
5 to 9	196	4.5	84
10 to 14	220	5.1	89
15 to 19	253	5.8	98
20 to 24	282	6.5	97
25 to 29	306	7.0	100
30 to 34	254	5.8	88
35 to 39	227	5.2	81
40 to 44	238	5.5	88
45 to 49	245	5.6	90
50 to 54	295	6.8	103
55 to 59	336	7.7	106
60 to 64	348	8.0	119
65 to 69	282	6.5	114
70 to 74	240	5.5	115
75 to 79	170	3.9	118
80 to 84	114	2.6	120
85+	166	3.8	172

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

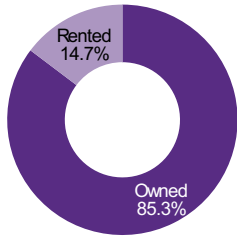
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Demographics | Housing & Income

Trade Area: Town of Essex - Harrow

Population: 4,355 | Households: 1,727

TENURE



STRUCTURE TYPE



95.9%
Index: **124**



4.0%
Index: **18**

AGE OF HOUSING*

60+ Years Old
% Comp: **38.9** Index: **188**

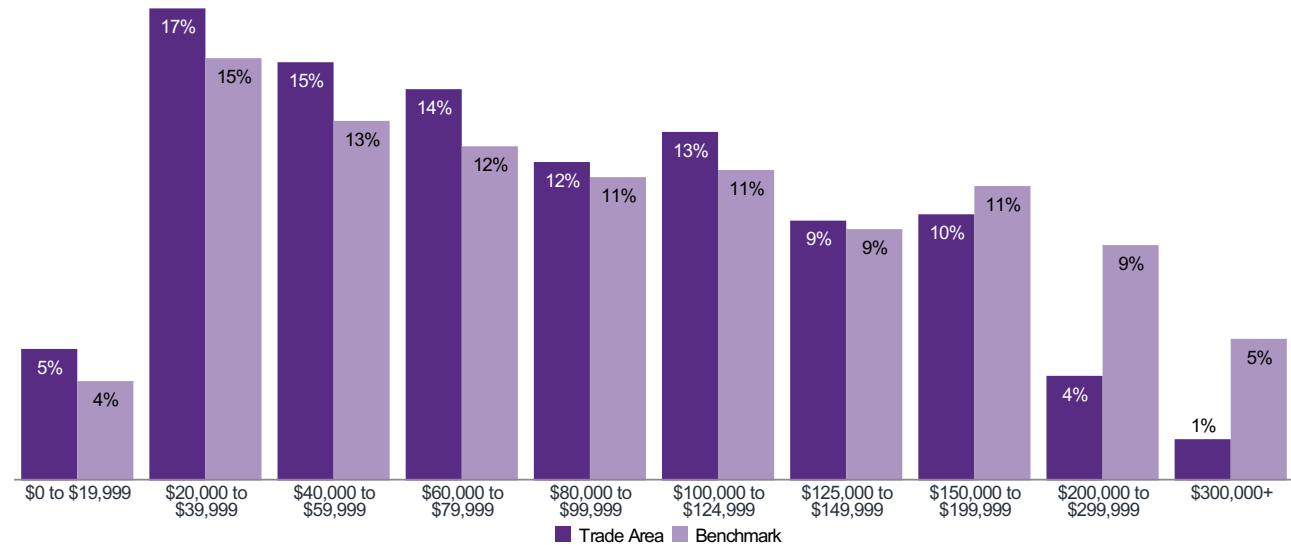
AVERAGE HOUSEHOLD INCOME



\$91,593

Index: **80**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Demographics | Education & Employment

Trade Area: Town of Essex - Harrow

Population: 4,355 | Households: 1,727

EDUCATION



12.6%

Index:47

University Degree

LABOUR FORCE PARTICIPATION



57.7%

Index:89

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



37.1%

Index:102

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

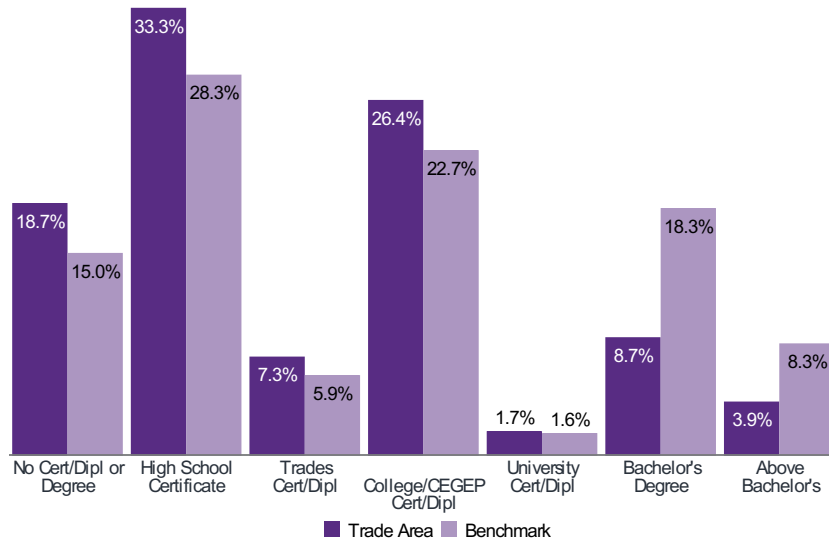


2.2%

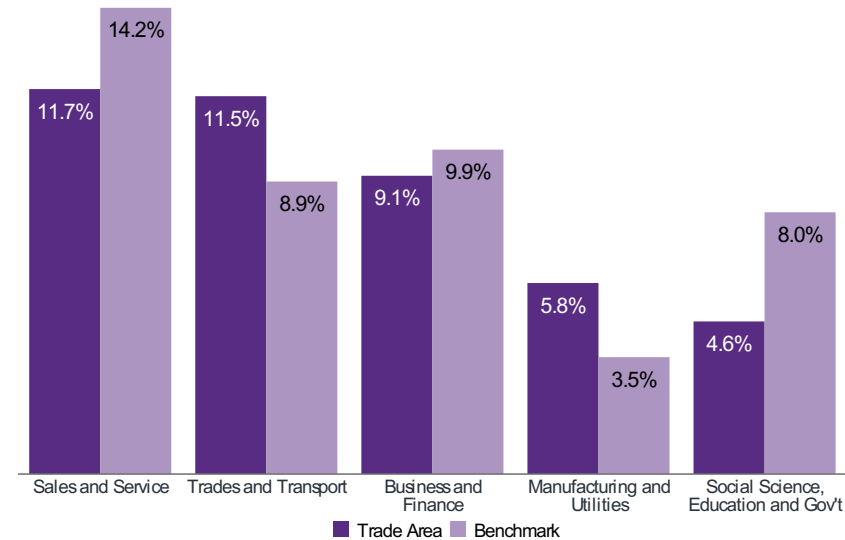
Index:113

Travel to work by **Walking**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



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*Ranked by percent composition

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Demographics | Diversity

Trade Area: Town of Essex - Harrow

Population: 4,355 | Households: 1,727

ABORIGINAL IDENTITY



2.7%
Index: 113

VISIBLE MINORITY PRESENCE



5.2%
Index: 18

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



0.4%
Index: 21

No knowledge of English or French

IMMIGRATION



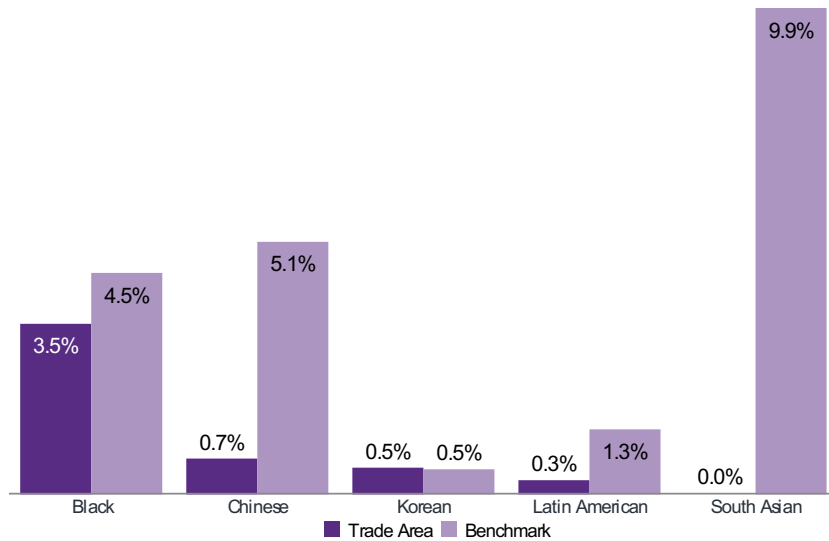
13.0%
Index: 49

Born outside Canada

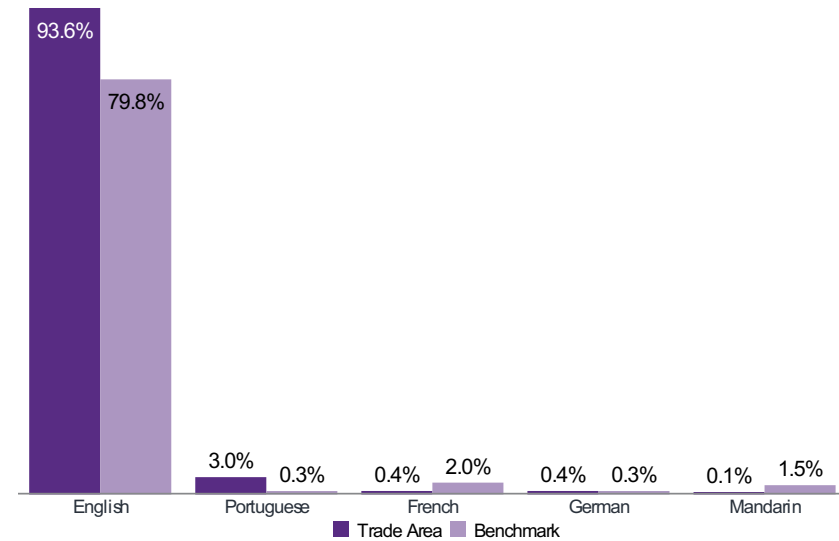
PERIOD OF IMMIGRATION*

Before 2001
10.8% Index: 77

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

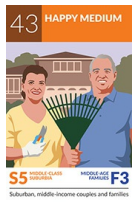
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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Top 5 segments represent **100.0%** of households in Town of Essex - Harrow



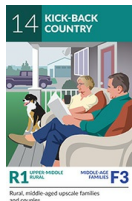
Rank:	1
Hhlds:	1,331
Hhld %:	77.10
% in Benchmark:	2.60
Index:	2,964

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



Rank:	2
Hhlds:	241
Hhld %:	13.98
% in Benchmark:	4.83
Index:	289

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



Rank:	3
Hhlds:	127
Hhld %:	7.35
% in Benchmark:	2.43
Index:	303

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



Rank:	4
Hhlds:	22
Hhld %:	1.25
% in Benchmark:	2.74
Index:	46

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



Rank:	5
Hhlds:	6
Hhld %:	0.32
% in Benchmark:	0.56
Index:	57

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.

Trade Area: Town of Essex - Harrow

Strong Values

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Weak Values

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Pursuit of Novelty	62
Confidence in Big Business	63
Need for Status Recognition	63
Flexible Families	67

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

Attraction For Crowds

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

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.

Personal Expression

The desire to develop and express one's personality, combined with a desire to communicate in an authentic and sincere manner with others.

Benchmark: Ontario

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

Financial | WealthScapes Overview

Trade Area: Town of Essex - Harrow

WealthScapes Households: 1,729

INCOME*

Household Income

\$ 93,165

Index: 80

Household Disposable Income

\$ 76,337

Index: 84

Household Discretionary Income

\$ 55,651

Index: 86

Annual RRSP Contributions

\$ 2,536

Index: 71

WEALTH*



Net Worth

% Holders

99.9% Index: 100

Balance

\$528,606

Index: 72

ASSETS*



Savings

% Holders

94.4% Index: 99

Balance

\$66,733

Index: 87



Investments

% Holders

56.8% Index: 95

Balance

\$308,379

Index: 91



Unlisted Shares

% Holders

7.9% Index: 64

Balance

\$166,576

Index: 52



Real Estate

% Holders

86.2% Index: 113

Balance

\$434,648

Index: 58



Liquid Assets

% Holders

97.6% Index: 100

Balance

\$290,201

Index: 88

DEBT*



Consumer Debt

% Holders

90.0% Index: 99

Balance

\$66,065

Index: 100



Mortgage Debt

% Holders

54.0% Index: 116

Balance

\$155,456

Index: 52

FINANCIAL RATIO



Debt:Asset

% Holders

0.21% Index: 100

Benchmark: Southern Ontario

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% Holders represent where customers are found.

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

Index Colours: <80 80 - 110 110+

FINANCIAL RATIOS*



Debt: Asset

0.21

Index:100



Debt: Liquid Assets

0.51

Index: 83



Consumer Debt - Discr. Income

1.07

Index:114



Savings - Investments

0.62

Index:103



Pension - Non-Pension Assets

0.35

Index:158



Real Estate Assets - Liq. Assets

1.32

Index:75



Mortgage - Real Estate Assets

0.22

Index:92



Mortgage - Consumer Debt

1.41

Index:61

Benchmark:Southern Ontario

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

Trade Area: Town of Essex - Harrow

Households: 1,727

Total Aggregate Current Consumption: \$110,670,662

Average Current Consumption

\$64,083

Index 78

Average Household Income










\$91,418

Index 79

Average Disposable Income

\$74,358

Index 83

 <p>Shelter</p> <p>Avg. Dollars/Household: \$15,058 Index: 72</p> <p>Pct. of Total Expenditure: 23.5% Index: 91</p>	 <p>Transportation</p> <p>Avg. Dollars/Household: \$11,901 Index: 86</p> <p>Pct. of Total Expenditure: 18.6% Index: 110</p>	 <p>Food</p> <p>Avg. Dollars/Household: \$10,870 Index: 85</p> <p>Pct. of Total Expenditure: 17.0% Index: 108</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household: \$4,851 Index: 85</p> <p>Pct. of Total Expenditure: 7.6% Index: 108</p>	 <p>Health Care</p> <p>Avg. Dollars/Household: \$4,277 Index: 78</p> <p>Pct. of Total Expenditure: 6.7% Index: 100</p>	 <p>Recreation</p> <p>Avg. Dollars/Household: \$3,389 Index: 71</p> <p>Pct. of Total Expenditure: 5.3% Index: 90</p>
 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household: \$3,197 Index: 90</p> <p>Pct. of Total Expenditure: 5.0% Index: 115</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household: \$2,649 Index: 66</p> <p>Pct. of Total Expenditure: 4.1% Index: 85</p>	 <p>Clothing</p> <p>Avg. Dollars/Household: \$2,496 Index: 75</p> <p>Pct. of Total Expenditure: 3.9% Index: 96</p>

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+









Expenditures | Foodspend - Annual Household Expenditure Overview

Trade Area: Town of Essex - Harrow

Households: 1,727

Average Household Income \$91,418 Index 79	Average Food Expenditure \$10,870 Index 85	Average Spend on Food from Restaurants \$3,489 Index 87	Average Spend on Food from Stores \$7,380 Index 84
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Total Aggregate Food Expenditure: \$ 18,771,735

 <p>Bakery Avg. Dollars/Household: \$778 (Index 89) Pct. of Total Expenditure: 10.5% (Index 106)</p>	 <p>Cereal Products Avg. Dollars/Household: \$404 (Index 79) Pct. of Total Expenditure: 5.5% (Index 94)</p>	 <p>Fruit and nuts Avg. Dollars/Household: \$802 (Index 73) Pct. of Total Expenditure: 10.9% (Index 87)</p>
 <p>Vegetables Avg. Dollars/Household: \$699 (Index 76) Pct. of Total Expenditure: 9.5% (Index 90)</p>	 <p>Dairy products & Eggs Avg. Dollars/Household: \$990 (Index 77) Pct. of Total Expenditure: 13.4% (Index 92)</p>	 <p>Meat Avg. Dollars/Household: \$1,419 (Index 90) Pct. of Total Expenditure: 19.2% (Index 107)</p>
 <p>Fish & Seafood Avg. Dollars/Household: \$208 (Index 71) Pct. of Total Expenditure: 2.8% (Index 84)</p>	 <p>Beverages & Other Food Avg. Dollars/Household: \$2,080 (Index 94) Pct. of Total Expenditure: 28.2% (Index 112)</p>	

Benchmark: Southern Ontario

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

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

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	2.9	11.0	26
Going to restaurants, bars or night clubs	49.8	55.1	90
Having physical Contact with family and friends	50.3	57.7	87
Participating in group activities	36.9	38.7	95
Partying	18.8	15.8	119
Seeing family and friends in person	56.5	62.8	90
Entertainment			
Attending events, festivals or concerts	37.5	42.9	88
Attending sports events (excludes professional sports)	15.0	18.2	82
Attending to professional sports events or games	27.3	25.4	107
Going to the movies	36.6	45.7	80
Movement & Travel			
Driving more	11.5	16.1	71
Shopping in-store	36.0	42.9	84
Spending time outdoors	29.3	32.5	90
Travelling outside of Canada/ abroad	43.1	53.2	81
Travelling within Canada	47.0	49.9	94
Using public transit	8.9	13.7	65
Personal			
Getting back to old habits	38.7	36.2	107
Going to a salon, barber shop or spa	21.6	33.7	64
Going to the gym	18.5	22.6	82
Education/Work			
Children going back to school	17.1	20.3	84
Going back to work	13.8	17.6	78
Other			
Not Stated	0.3	0.6	46

Benchmark: Southern Ontario

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(Base used for Index calculations)

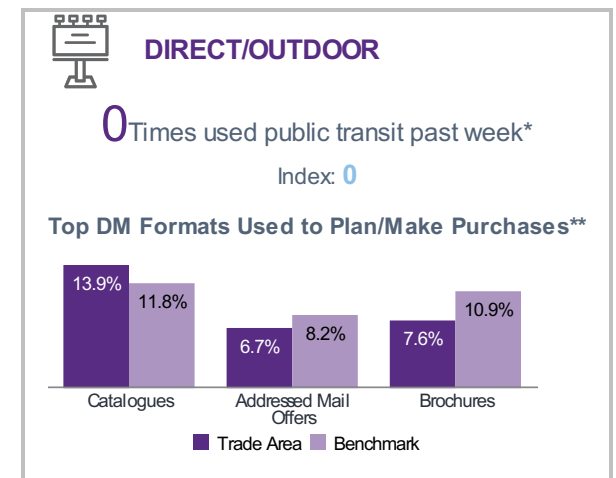
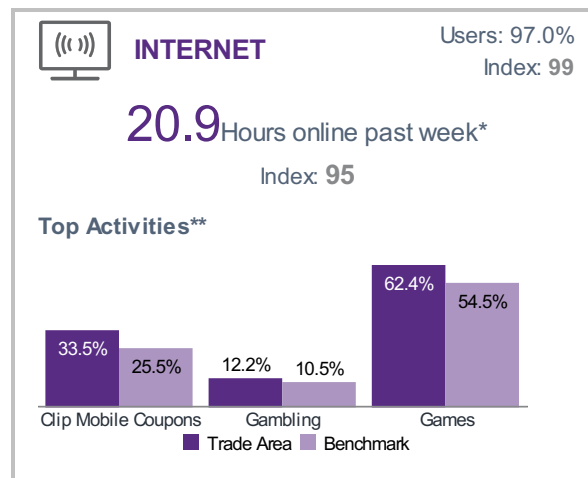
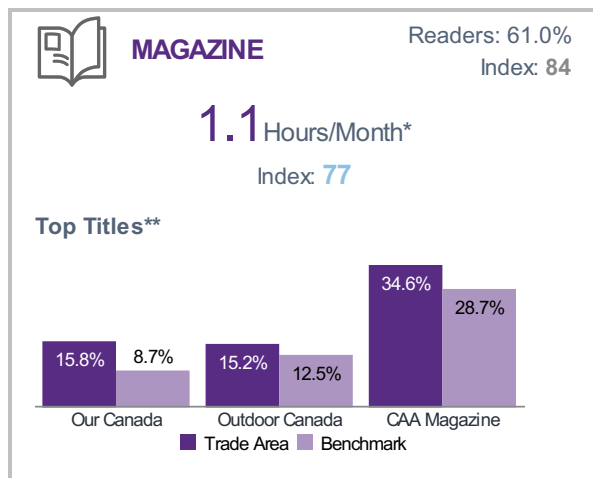
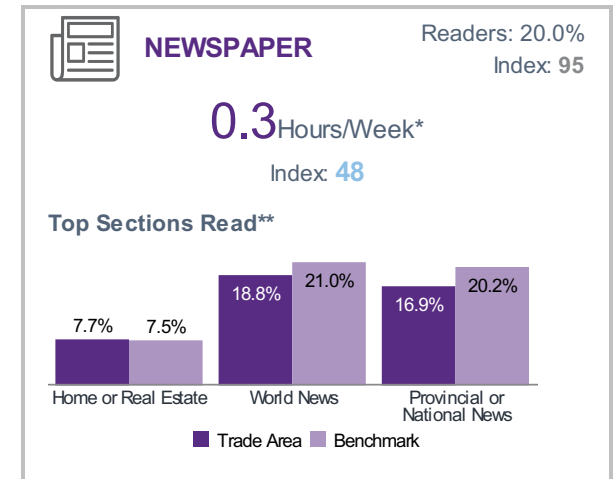
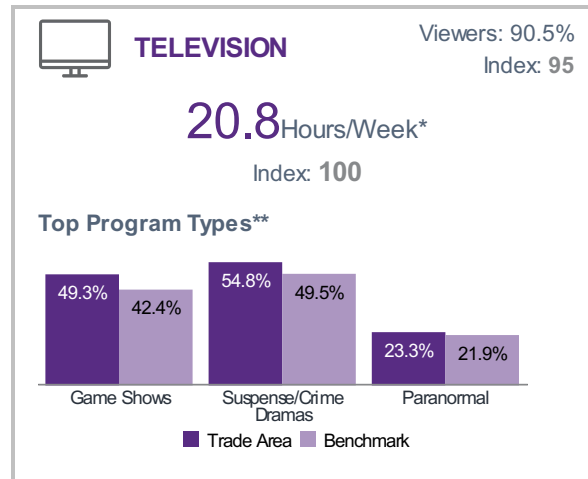
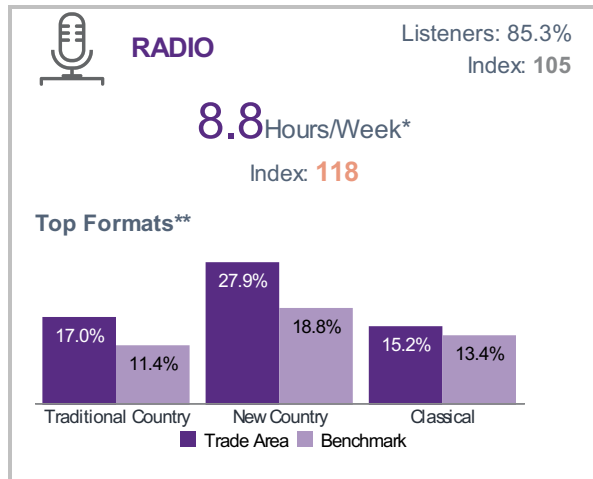
Index Colours:	<80	80 - 110	110+
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Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Town of Essex - Harrow

Household Population 14+: 3,736



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

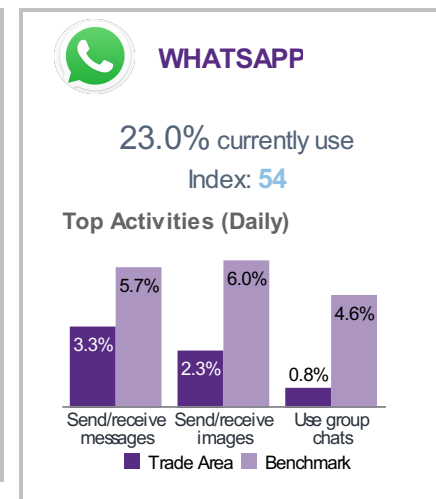
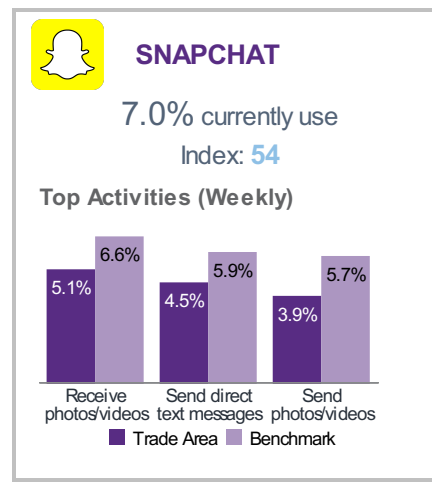
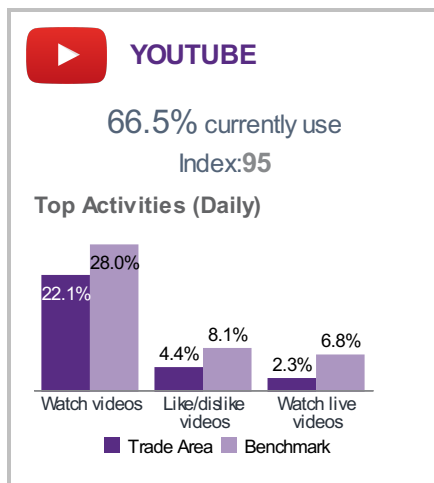
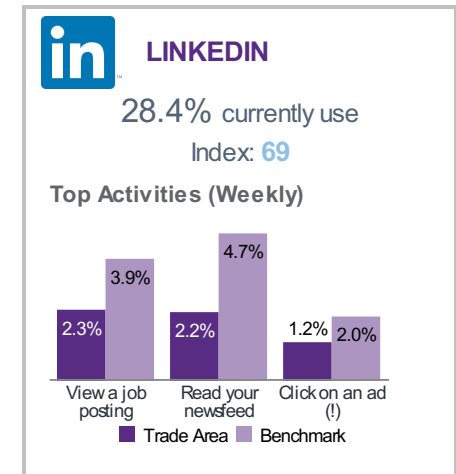
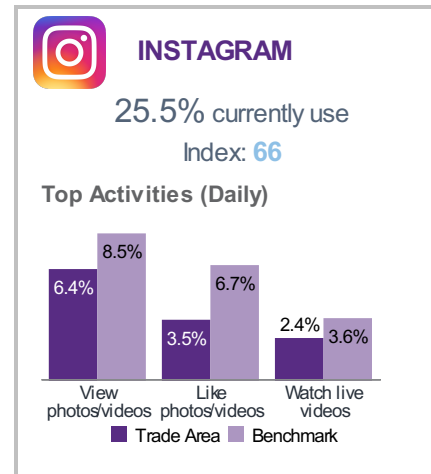
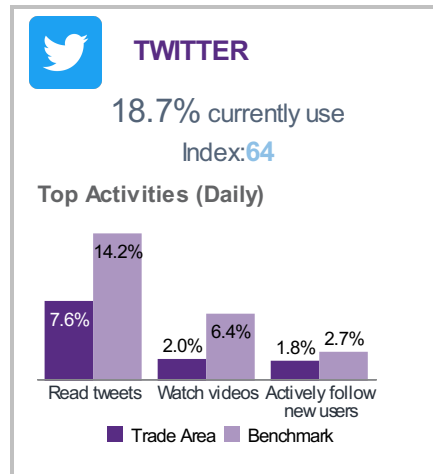
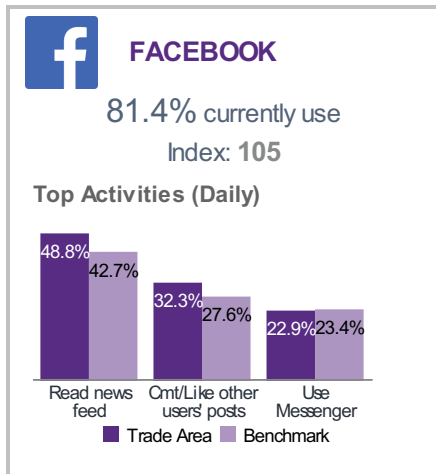
** Chosen from index ranking with minimum 5% composition.



Opticks Social | Social Media Activities

Trade Area: Town of Essex - Harrow

Household Population 18+: 3,549



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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

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

Trade Area: Town of Essex - Harrow

Household Population 18+: 3,549

FRIENDS IN ALL SM NETWORKS



40.5%

Index:114

0-49 friends

FREQUENCY OF USE (DAILY)



62.9%

Index:112

Facebook

BRAND INTERACTION



29.4%

Index:85

Like brand on Facebook

NO. OF BRANDS INTERACTED

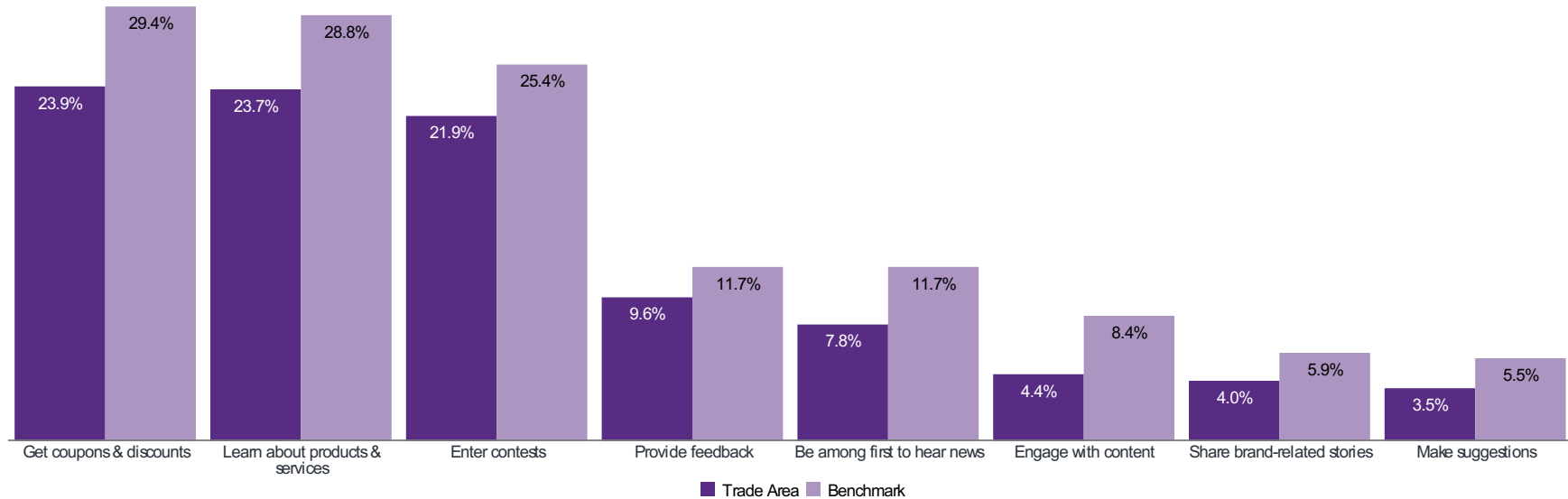


29.1%

Index:95

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark:Southern Ontario

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Chosen and ranked by percent composition

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

Opticks eShopper | Online Shopping Attitudes

Trade Area: Town of Essex - Harrow

Total Household Population 18+:3,549



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

% Comp 91.6 Index 104



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

% Comp 39.2 Index 81



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

% Comp 88.1 Index 105



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

% Comp 26.0 Index 63



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

% Comp 44.0 Index 78



I am very comfortable sharing my personal info with retail companies

% Comp 20.1 Index 84

Benchmark: Southern Ontario

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Ranked by percent composition.

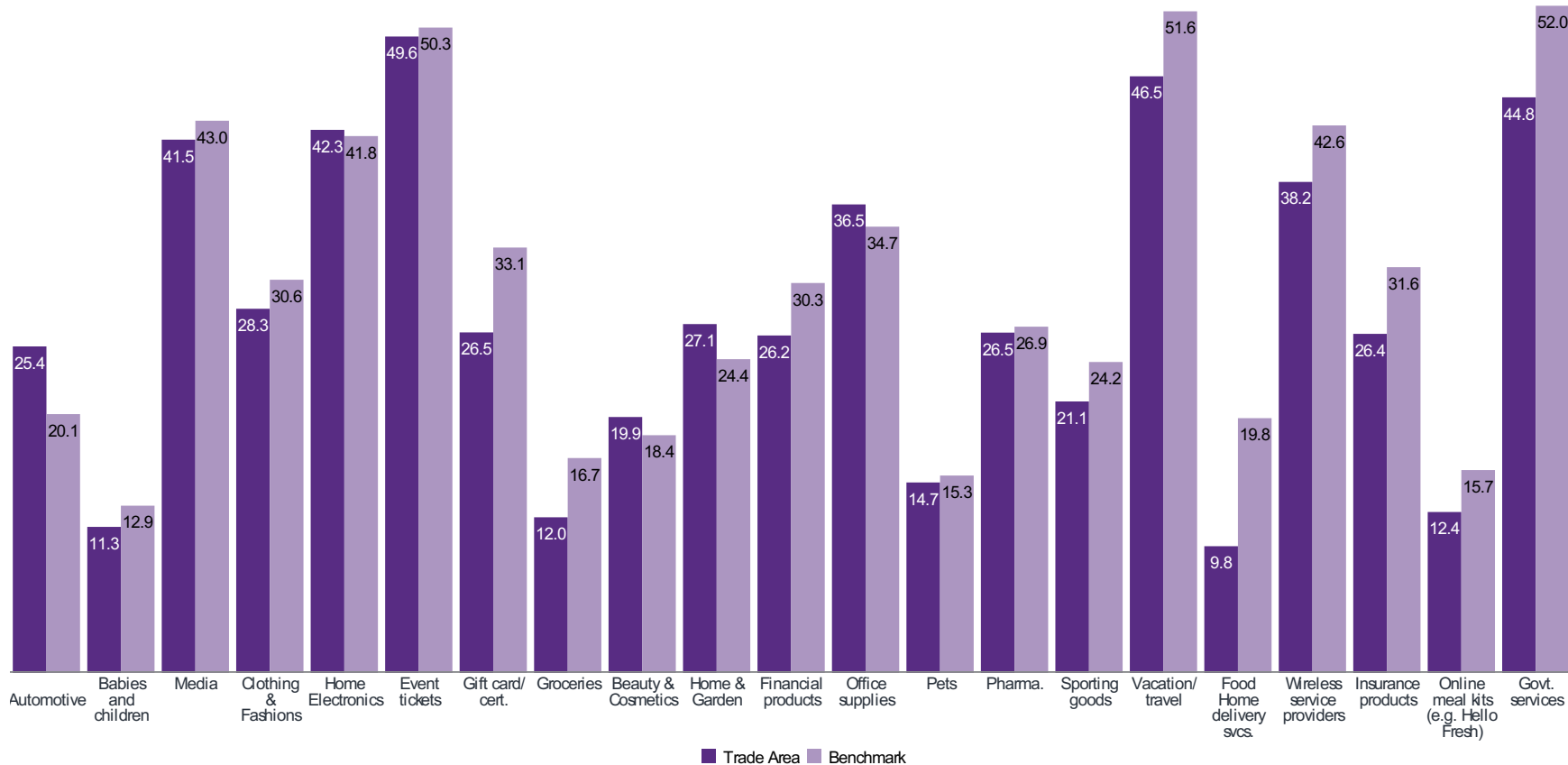
Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Purchase Preference by Category

Trade Area: Town of Essex - Harrow

Total Household Population 18+: 3,549

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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

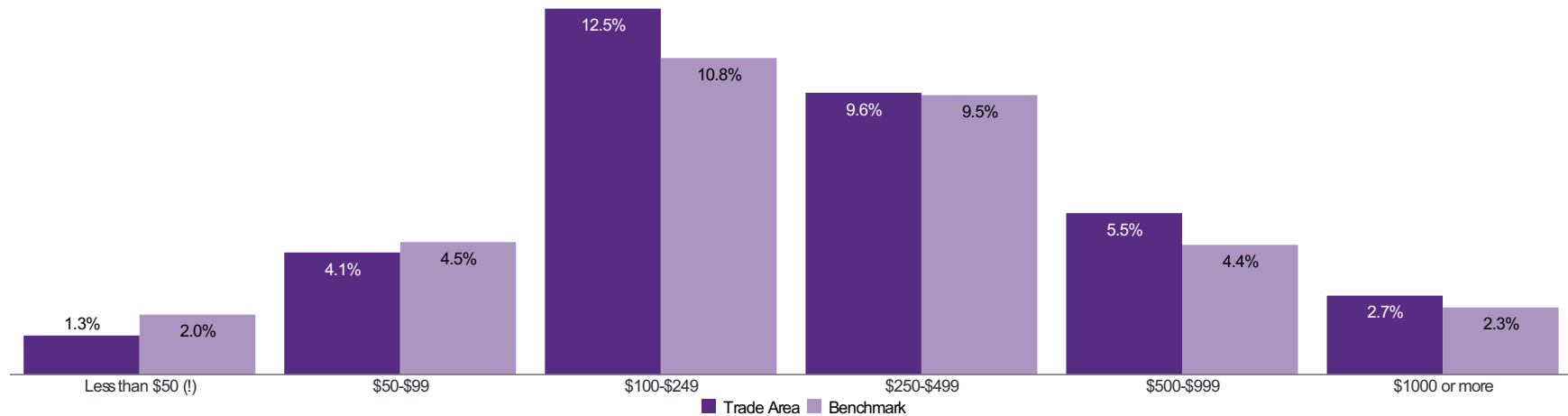
Trade Area: Town of Essex - Harrow

Total Household Population 18+: 3,549

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	61.1% Index:100	35.5% Index:96	6.5% Index:52	2.0% Index:63
Purchase preference	76.4% Index:101	28.3% Index:93	5.7% Index:58	0.1% Index:5
Customer Service	62.3% Index:101	17.6% Index:98	4.8% Index:84	17.7% Index:81

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Home Electronics & Computers Deep Dive

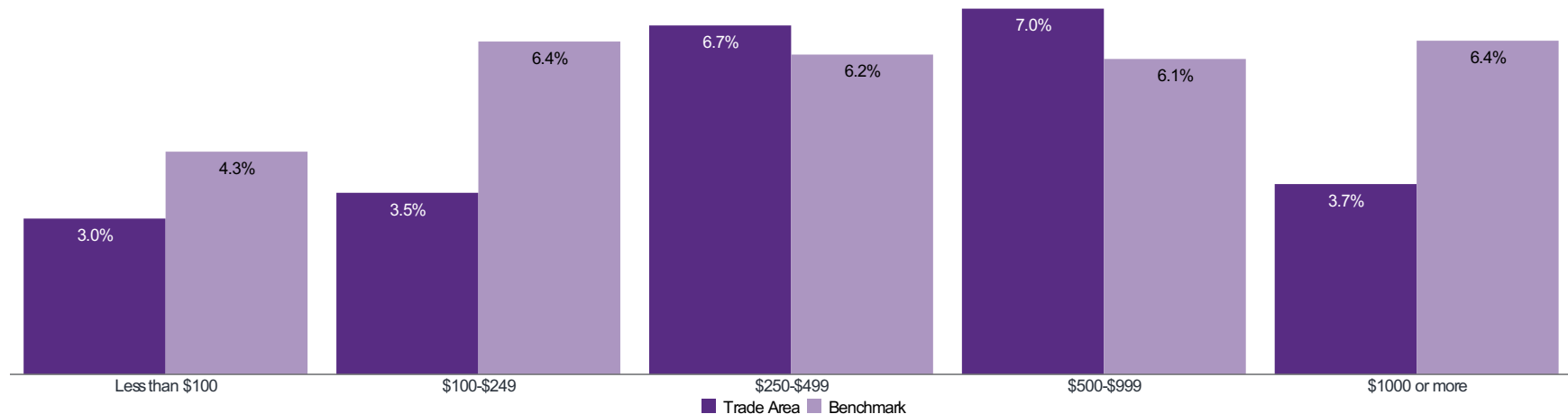
Trade Area: Town of Essex - Harrow

Total Household Population 18+: 3,549

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	46.7% Index: 93	55.3% Index: 101	9.0% Index: 58
Purchase preference	74.5% Index: 109	42.3% Index: 101	5.6% Index: 51	3.8% Index: 59
Customer Service	59.9% Index: 106	23.3% Index: 94	5.1% Index: 68	34.8% Index: 94

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Gift Cards Deep Dive

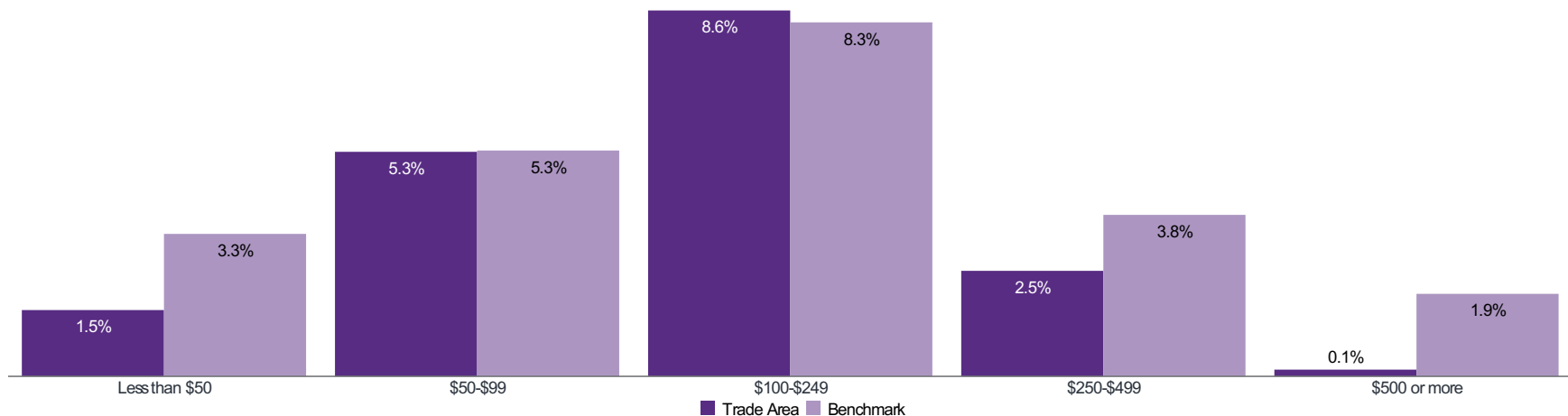
Trade Area: Town of Essex - Harrow

Total Household Population 18+: 3,549

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	53.7% Index: 113	31.4% Index: 89	6.2% Index: 57	2.1% Index: 61
Purchase preference	71.1% Index: 118	26.5% Index: 80	2.6% Index: 30	0.3% Index: 9
Customer Service	49.0% Index: 115	18.8% Index: 92	4.2% Index: 69	24.9% Index: 90

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Groceries Deep Dive

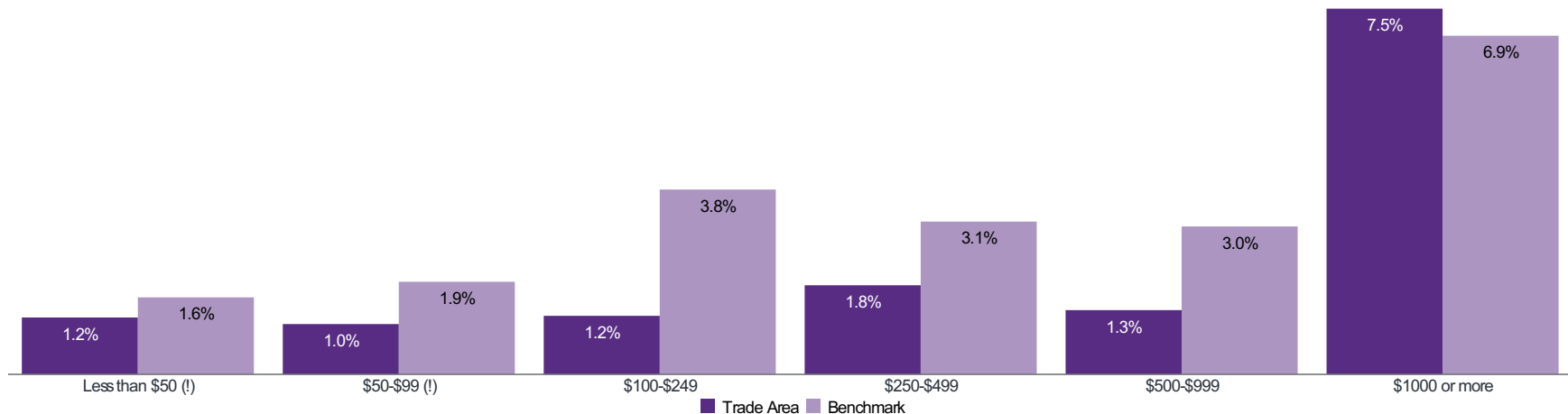
Trade Area: Town of Essex - Harrow

Total Household Population 18+: 3,549

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	72.3% Index:100	17.4% Index:70	5.0% Index:45	3.6% Index:131
Purchase preference	87.6% Index:105	12.0% Index:72	3.1% Index:49	0.9% Index:37
Customer Service	69.5% Index:99	9.7% Index:84	2.0% Index:49	17.8% Index:95

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

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


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

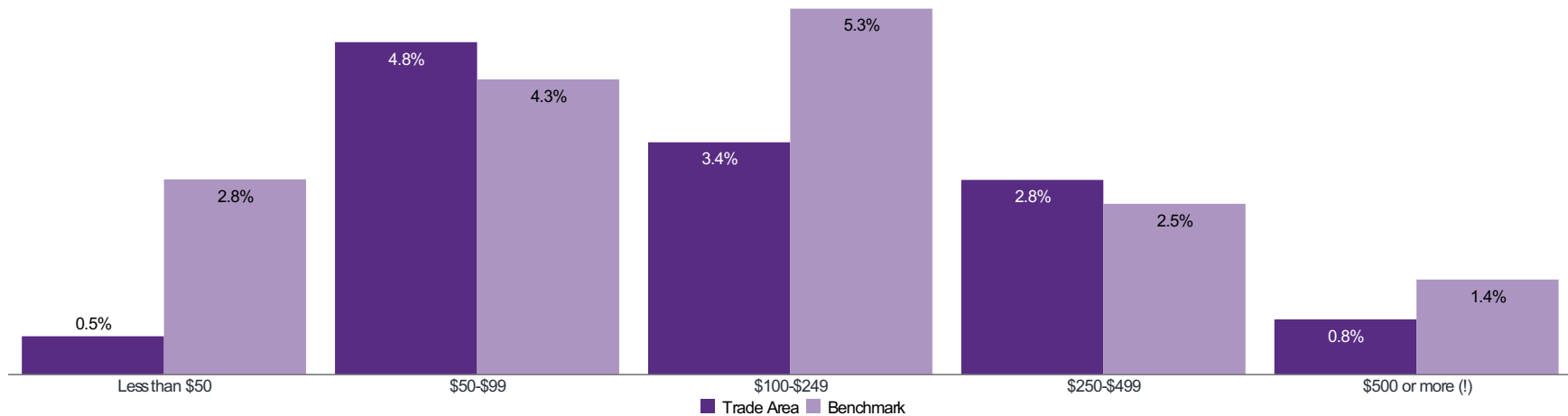
Trade Area: Town of Essex - Harrow

Total Household Population 18+: 3,549

BEHAVIOURAL PREFERENCES BY CHANNEL

 BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	36.4% Index:102	19.5% Index:89	4.1% Index:51	1.3% Index:44
Purchase preference	49.4% Index:107	19.9% Index:108	2.4% Index:37	0.1% Index:5
Customer Service	37.3% Index:103	11.6% Index:92	4.0% Index:93	12.4% Index:85

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Home & Garden Deep Dive

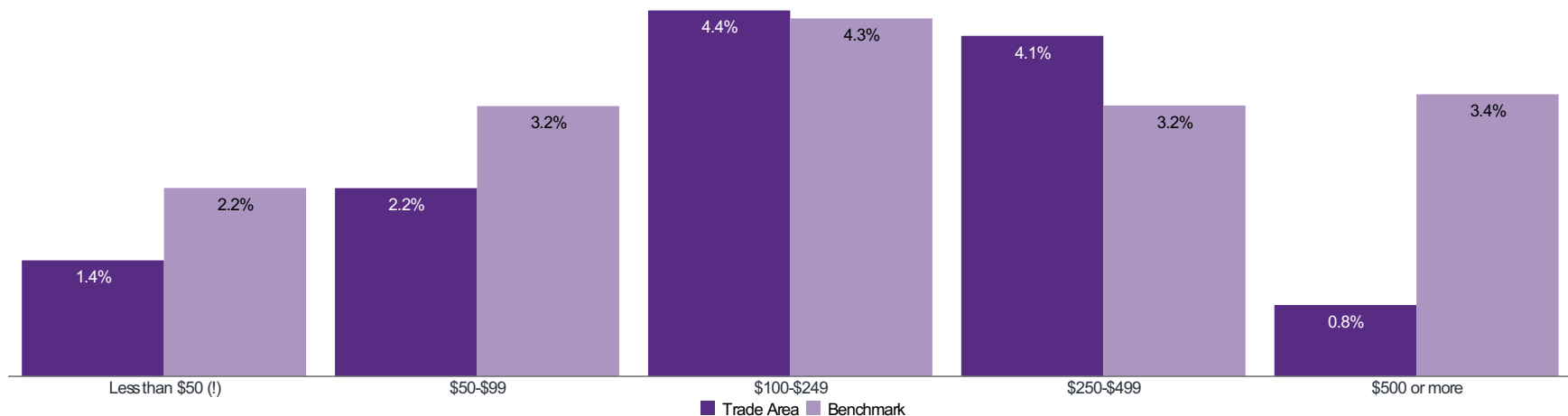
Trade Area: Town of Essex - Harrow

Total Household Population 18+: 3,549

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	52.2% Index:101	36.7% Index:97	10.8% Index:94	3.1% Index:53
Purchase preference	72.6% Index:106	27.1% Index:111	3.4% Index:49	1.3% Index:37
Customer Service	58.2% Index:108	18.7% Index:117	3.1% Index:64	18.9% Index:83

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Sporting Goods Deep Dive

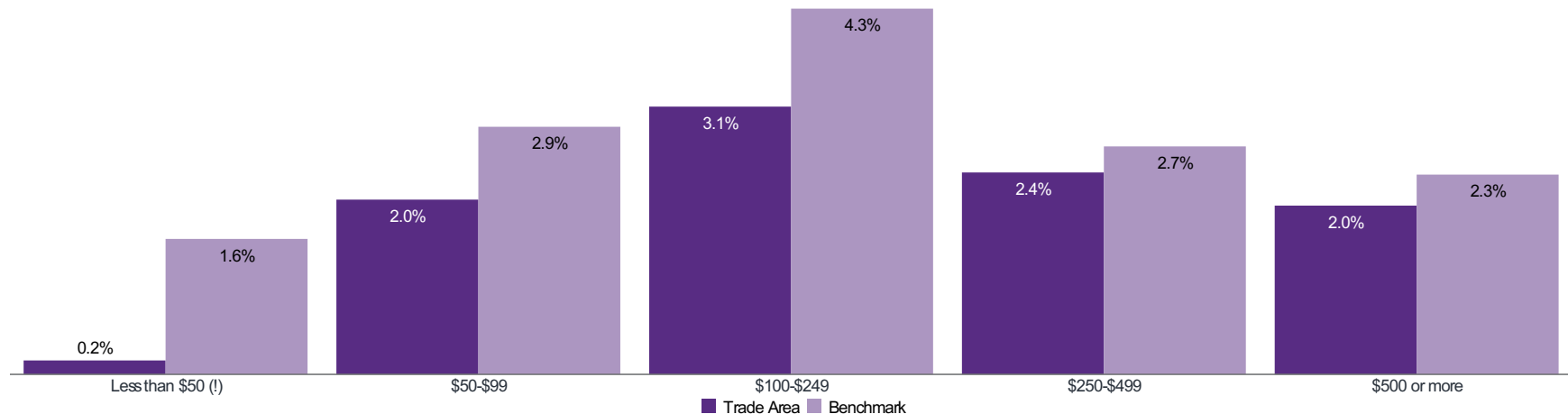
Trade Area: Town of Essex - Harrow

Total Household Population 18+: 3,549

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	35.8% Index:92	24.4% Index:76	6.9% Index:66	0.5% Index:13
Purchase preference	52.3% Index:101	21.1% Index:87	5.8% Index:77	0.9% Index:31
Customer Service	42.2% Index:101	14.8% Index:98	4.8% Index:93	15.2% Index:74

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Vacation/Travel Deep Dive

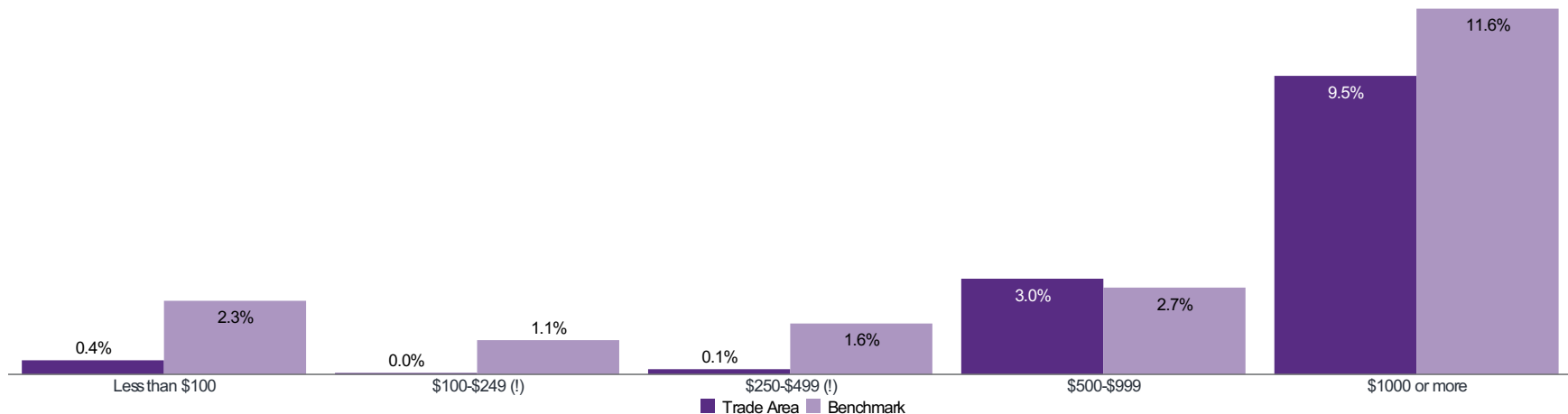
Trade Area: Town of Essex - Harrow

Total Household Population 18+: 3,549

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	21.8% Index:106	53.1% Index:92	8.9% Index:59	15.9% Index:99
Purchase preference	35.8% Index:124	46.5% Index:90	3.4% Index:53	12.6% Index:70
Customer Service	33.8% Index:116	26.6% Index:97	6.1% Index:87	37.1% Index:85

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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Store Loyalty

Trade Area: Town of Essex - Harrow

Households: 1,727

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark: Southern Ontario

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

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

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Index Colours:	<80	80 - 110	110+

Trade Area: Town of Essex - Harrow

Households: 1,727

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



61.5%
Index: 103

Organized layout makes it easy to shop



43.8%
Index: 105

Easy to get in and get out quickly



40.9%
Index: 95

Staff are friendly and knowledgeable



38.5%
Index: 114

Short checkout lines/fast checkout



38.5%
Index: 108

Has extended hours



22.3%
Index: 81

I like the store ambiance



21.9%
Index: 110

Has self-checkout



10.1%
Index: 74

Offers an online shopping option (!)



6.4%
Index: 72

Benchmark: Southern Ontario

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

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

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

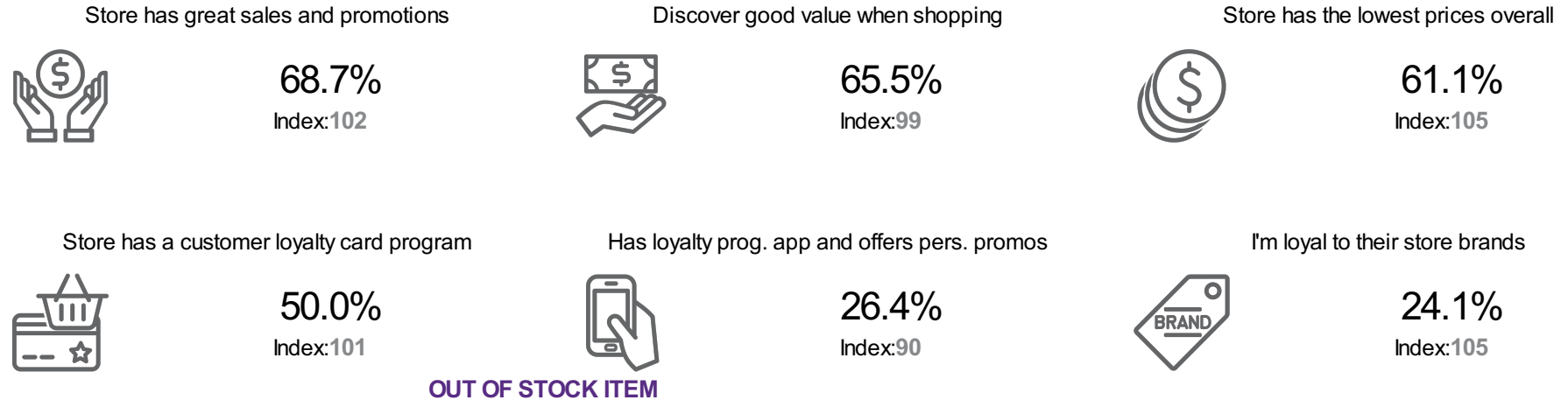
Index Colours:	<80	80 - 110	110+
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ShopperChoice | Store Loyalty - Price and Promo

Trade Area: Town of Essex - Harrow

Households: 1,727

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO



OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	44.4	40.2	0.1 111
Leave the store and buy it elsewhere	33.6	30.9	0.1 109
Purchase another brand	16.5	21.2	0.0 78
Purchase another size or variety of the same brand (!)	5.4	7.7	0.0 70

Benchmark: Southern Ontario

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

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

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

**2019 Town of Essex - Harrow 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%	58,932	100%	0.31%	100	72,551	100%	0.38%	100	45,926	100%	0.24%	100	44,603	100%	0.23%	100	98,140	100%	0.51%	100
3537039	Windsor, ON (CY)	191,749	0.99%	14,709	24.96%	7.67%	2513	19,889	27.41%	10.37%	2760	9,563	20.82%	4.99%	2096	9,213	20.66%	4.80%	2079	26,399	26.90%	13.77%	2708
3537016	Essex, ON (T)	18,134	0.09%	9,330	15.83%	51.45%	16852	9,146	12.61%	50.43%	13418	8,434	18.37%	46.51%	19549	8,322	18.66%	45.89%	19860	10,746	10.95%	59.26%	11655
3537013	Kingsville, ON (T)	18,473	0.10%	7,770	13.18%	42.06%	13777	8,423	11.61%	45.60%	12131	6,058	13.19%	32.80%	13784	6,179	13.85%	33.45%	14476	9,963	10.15%	53.93%	10607
3537028	Amherstburg, ON (T)	21,757	0.11%	5,365	9.10%	24.66%	8077	6,764	9.32%	31.09%	8272	5,113	11.13%	23.50%	9876	4,483	10.05%	20.61%	8918	8,102	8.26%	37.24%	7324
3537003	Leamington, ON (MU)	22,875	0.12%	3,962	6.72%	17.32%	5673	4,766	6.57%	20.83%	5543	2,744	5.98%	12.00%	5042	2,870	6.43%	12.55%	5429	6,575	6.70%	28.74%	5653
3537064	Lakeshore, ON (T)	33,221	0.17%	3,734	6.34%	11.24%	3682	4,008	5.52%	12.07%	3210	3,088	6.72%	9.30%	3907	2,553	5.72%	7.69%	3326	6,568	6.69%	19.77%	3889
3537034	LaSalle, ON (T)	27,836	0.14%	3,634	6.17%	13.06%	4276	4,935	6.80%	17.73%	4717	2,507	5.46%	9.01%	3786	2,488	5.58%	8.94%	3868	6,546	6.67%	23.52%	4625
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	2,111	3.58%	2.43%	798	2,905	4.00%	3.35%	892	1,751	3.81%	2.02%	849	1,988	4.46%	2.29%	993	4,548	4.63%	5.25%	1032
3537048	Tecumseh, ON (T)	21,867	0.11%	2,394	4.06%	10.95%	3585	2,967	4.09%	13.57%	3610	1,810	3.94%	8.28%	3479	1,941	4.35%	8.88%	3841	4,469	4.55%	20.44%	4019
3539036	London, ON (CY)	349,526	1.81%	895	1.52%	0.26%	84	1,437	1.98%	0.41%	109	670	1.46%	0.19%	81	773	1.73%	0.22%	96	2,068	2.11%	0.59%	116

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2019 Town of Essex - Harrow 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
3,671	2,744	74.7	2,854	77.8	2,464	67.1	2,647	72.1	2,807	76.5

**2019 Town of Essex - Harrow Visitors Within vs Outside Trade Area
Benchmark: Canada**

Year	Total Visitors In Main Street Polvzon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	99,534	2,807	2.8	96,727	97.2

**2020 Town of Essex - Harrow 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%	47,303	100%	0.25%	100	49,495	100%	0.26%	100	45,756	100%	0.24%	100	43,539	100%	0.23%	100	84,622	100%	0.44%	100
3537039	Windsor, ON (CY)	191,749	0.99%	11,922	25.20%	6.22%	2537	11,965	24.17%	6.24%	2434	9,709	21.22%	5.06%	2136	9,609	22.07%	5.01%	2222	22,189	26.22%	11.57%	2640
3537016	Essex, ON (T)	18,134	0.09%	8,737	18.47%	48.18%	19661	8,607	17.39%	47.46%	18511	8,180	17.88%	45.11%	19030	8,593	19.74%	47.39%	21009	10,551	12.47%	58.19%	13273
3537013	Kingsville, ON (T)	18,473	0.10%	5,234	11.06%	28.33%	11562	5,803	11.73%	31.42%	12252	6,088	13.31%	32.96%	13904	5,391	12.38%	29.18%	12938	8,684	10.26%	47.01%	10723
3537028	Amherstburg, ON (T)	21,757	0.11%	5,887	12.45%	27.06%	11042	5,102	10.31%	23.45%	9146	6,248	13.66%	28.72%	12115	5,588	12.83%	25.68%	11386	8,680	10.26%	39.89%	9100
3537034	LaSalle, ON (T)	27,836	0.14%	3,109	6.57%	11.17%	4557	3,498	7.07%	12.57%	4901	2,615	5.72%	9.40%	3964	2,378	5.46%	8.54%	3787	5,839	6.90%	20.98%	4785
3537003	Leamington, ON (MU)	22,875	0.12%	2,596	5.49%	11.35%	4631	2,572	5.20%	11.24%	4385	2,866	6.26%	12.53%	5286	2,287	5.25%	10.00%	4433	5,214	6.16%	22.79%	5199
3537064	Lakeshore, ON (T)	33,221	0.17%	2,299	4.86%	6.92%	2823	2,326	4.70%	7.00%	2731	2,301	5.03%	6.93%	2922	2,230	5.12%	6.71%	2977	4,984	5.89%	15.00%	3422
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	2,363	5.00%	2.73%	1112	1,974	3.99%	2.28%	888	1,772	3.87%	2.04%	862	1,685	3.87%	1.94%	861	4,247	5.02%	4.90%	1117
3537048	Tecumseh, ON (T)	21,867	0.11%	1,862	3.94%	8.52%	3475	2,020	4.08%	9.24%	3603	1,609	3.52%	7.36%	3104	1,556	3.57%	7.12%	3156	3,518	4.16%	16.09%	3669
3539036	London, ON (CY)	349,526	1.81%	739	1.56%	0.21%	86	976	1.97%	0.28%	109	638	1.39%	0.18%	77	660	1.52%	0.19%	84	1,839	2.17%	0.53%	120

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2020 Town of Essex - Harrow 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
3,671	2,762	75.2	2,707	73.7	2,443	66.6	2,726	74.3	2,931	79.8

**2020 Town of Essex - Harrow Visitors Within vs Outside Trade Area
Benchmark: Canada**

Year	Total Visitors In Main Street Polvzon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	85,632	2,931	3.4	82,701	96.6

**2021 Town of Essex - Harrow 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%	41,757	100%	0.22%	100	61,887	100%	0.32%	100	52,032	100%	0.27%	100	45,288	100%	0.23%	100	87,095	100%	0.45%	100
3537039	Windsor, ON (CY)	191,749	0.99%	9,526	22.81%	4.97%	2297	16,107	26.03%	8.40%	2620	13,236	25.44%	6.90%	2561	11,598	25.61%	6.05%	2578	24,347	27.95%	12.70%	2814
3537016	Essex, ON (T)	18,134	0.09%	7,603	18.21%	41.93%	19381	9,432	15.24%	52.01%	16223	8,764	16.84%	48.33%	17929	7,846	17.32%	43.27%	18441	10,123	11.62%	55.82%	12372
3537013	Kingsville, ON (T)	18,473	0.10%	5,364	12.85%	29.04%	13423	7,147	11.55%	38.69%	12068	6,738	12.95%	36.47%	13531	5,995	13.24%	32.46%	13833	8,845	10.16%	47.88%	10611
3537028	Amherstburg, ON (T)	21,757	0.11%	5,489	13.15%	25.23%	11663	7,603	12.29%	34.94%	10899	6,509	12.51%	29.91%	11098	6,023	13.30%	27.68%	11799	8,569	9.84%	39.39%	8729
3537034	LaSalle, ON (T)	27,836	0.14%	2,795	6.69%	10.04%	4641	3,508	5.67%	12.60%	3931	2,670	5.13%	9.59%	3558	2,910	6.43%	10.45%	4455	5,949	6.83%	21.37%	4737
3537003	Leamington, ON (MU)	22,875	0.12%	2,662	6.38%	11.64%	5379	4,064	6.57%	17.76%	5541	3,389	6.51%	14.82%	5497	2,990	6.60%	13.07%	5571	5,603	6.43%	24.49%	5429
3537064	Lakeshore, ON (T)	33,221	0.17%	2,060	4.93%	6.20%	2866	3,057	4.94%	9.20%	2870	3,160	6.07%	9.51%	3529	1,615	3.57%	4.86%	2072	5,195	5.97%	15.64%	3466
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	1,142	2.74%	1.32%	609	2,309	3.73%	2.66%	831	969	1.86%	1.12%	415	1,350	2.98%	1.56%	664	3,182	3.65%	3.67%	813
3537048	Tecumseh, ON (T)	21,867	0.11%	1,201	2.88%	5.49%	2539	1,802	2.91%	8.24%	2570	1,113	2.14%	5.09%	1888	1,542	3.40%	7.05%	3005	2,756	3.16%	12.60%	2793
3539036	London, ON (CY)	349,526	1.81%	684	1.64%	0.20%	91	1,345	2.17%	0.38%	120	522	1.00%	0.15%	55	594	1.31%	0.17%	72	1,972	2.26%	0.56%	125

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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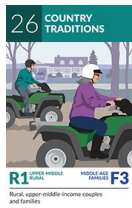
**2021 Town of Essex - Harrow Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area**

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
3,671	2,448	66.7	3,055	83.2	3,161	86.1	2,256	61.4	2,916	79.4

**2021 Town of Essex - Harrow 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	88,309	2,916	3.3	85,393	96.7

Top 5 segments represent **38.7%** of customers in Southern Ontario



Rank: 1
 Customers: 8,785
 Customers %: 10.72
 % in Benchmark: 4.89
 Index: 219

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



Rank: 2
 Customers: 6,759
 Customers %: 8.24
 % in Benchmark: 2.74
 Index: 301

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



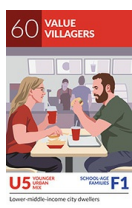
Rank: 3
 Customers: 6,495
 Customers %: 7.92
 % in Benchmark: 4.68
 Index: 169

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



Rank: 4
 Customers: 5,346
 Customers %: 6.52
 % in Benchmark: 2.91
 Index: 224

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



Rank: 5
 Customers: 4,362
 Customers %: 5.32
 % in Benchmark: 2.39
 Index: 223

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

Index Colours:	<80	80 - 110	110+
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