

# Community Profile: West Elgin – Rodney

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



**ENVIRONICS**  
ANALYTICS

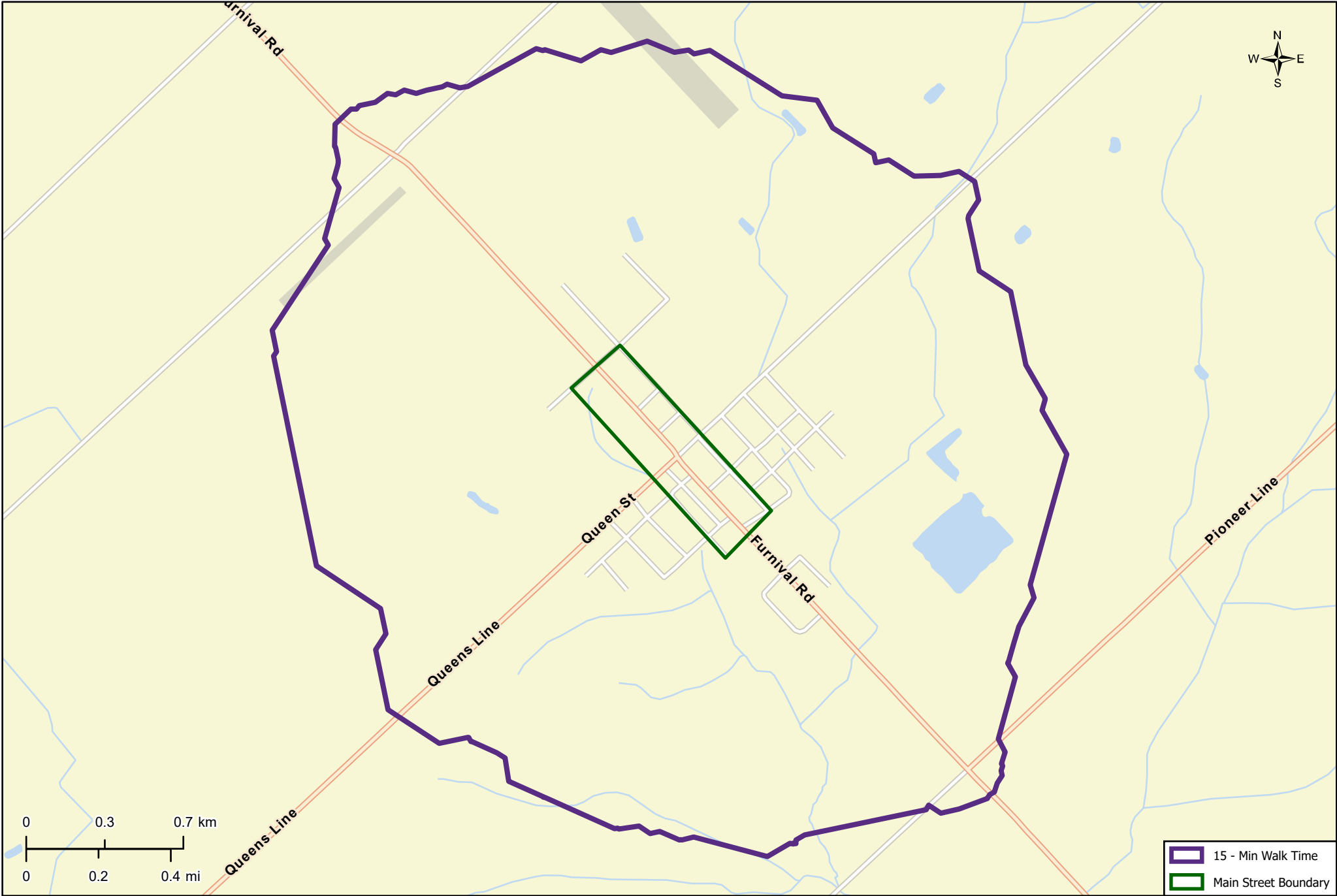
Confidential

Date: February 24, 2022

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# West Elgin - Rodney Main Street Boundary and Trade Area



## Demographics, PRIZM Profile, and Psychographics

# Demographics | Population & Households

Trade Area: West Elgin - Rodney

## POPULATION

1,075

## HOUSEHOLDS

495

## MEDIAN MAINTAINER AGE

57

Index: 106

## MARITAL STATUS



57.9%

Index: 100

Married/Common-Law

## FAMILY STATUS\*

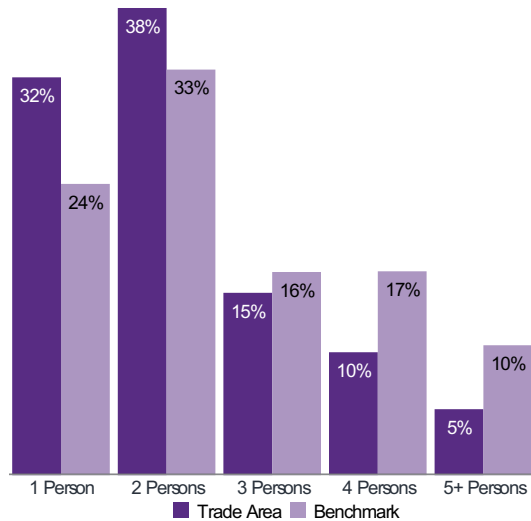


46.3%

Index: 124

Couples Without Children At Home

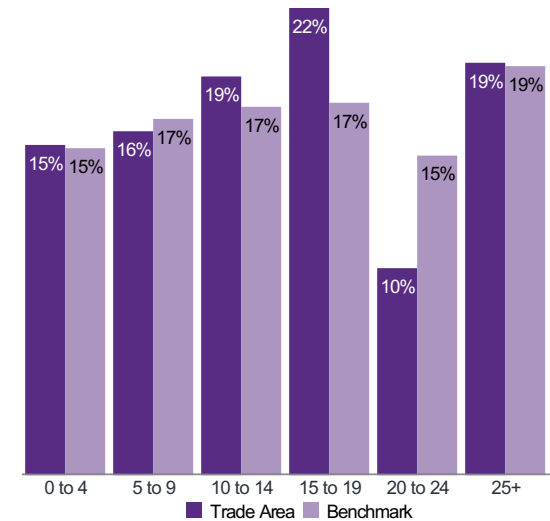
## HOUSEHOLD SIZE



## POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	50	4.7	92
5 to 9	50	4.7	86
10 to 14	61	5.7	100
15 to 19	69	6.4	108
20 to 24	62	5.8	86
25 to 29	52	4.8	69
30 to 34	51	4.7	71
35 to 39	54	5.0	78
40 to 44	58	5.4	87
45 to 49	62	5.8	92
50 to 54	77	7.2	109
55 to 59	90	8.4	115
60 to 64	88	8.2	122
65 to 69	74	6.9	122
70 to 74	67	6.2	130
75 to 79	50	4.7	141
80 to 84	32	3.0	136
85+	28	2.6	118

## AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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\*Chosen from index ranking with minimum 5% composition

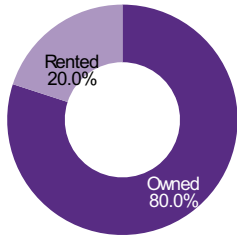
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# Demographics | Housing & Income

Trade Area: West Elgin - Rodney

Population: 1,075 | Households: 495

## TENURE



## STRUCTURE TYPE



**84.6%**  
Index: 109



**15.4%**  
Index: 70

## AGE OF HOUSING\*

**60+ Years Old**  
% Comp: 56.8 Index: 274

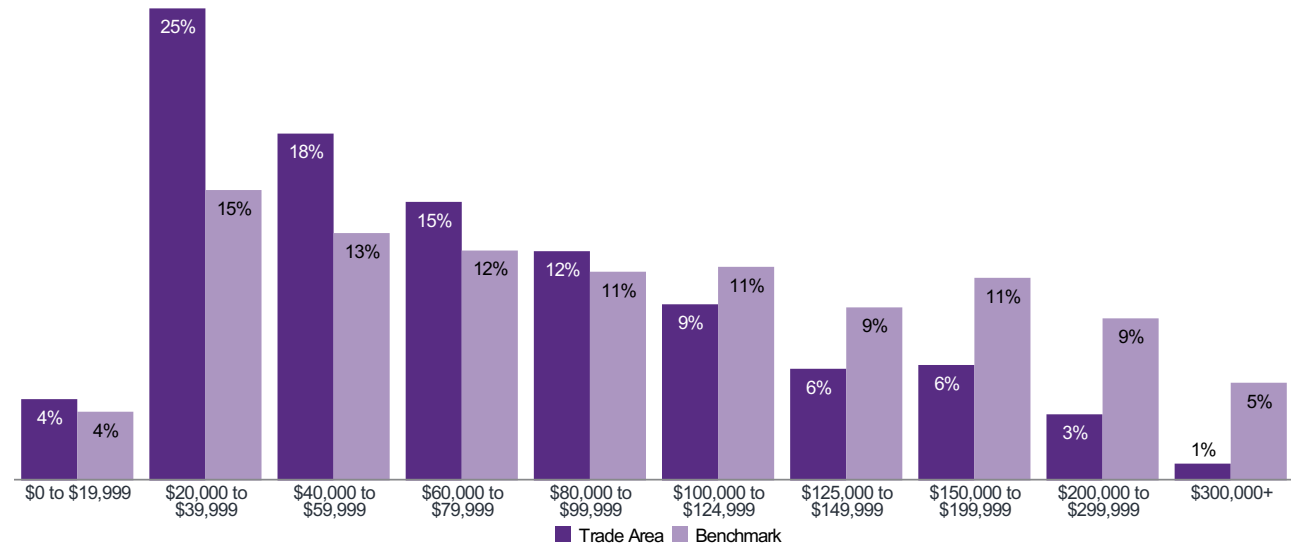
## AVERAGE HOUSEHOLD INCOME



**\$77,216**

Index: 67

## HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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\*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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# Demographics | Education & Employment

Trade Area: West Elgin - Rodney

Population: 1,075 | Households: 495

## EDUCATION



5.8%

Index: 22

University Degree

## LABOUR FORCE PARTICIPATION



56.6%

Index: 87

Participation Rate

## METHOD OF TRAVEL TO WORK: TOP 2\*



37.4%

Index: 103

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

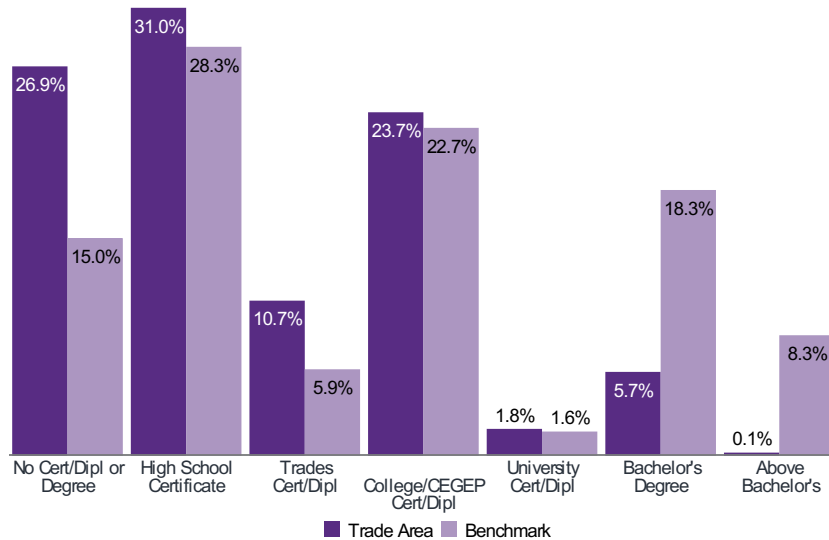


2.0%

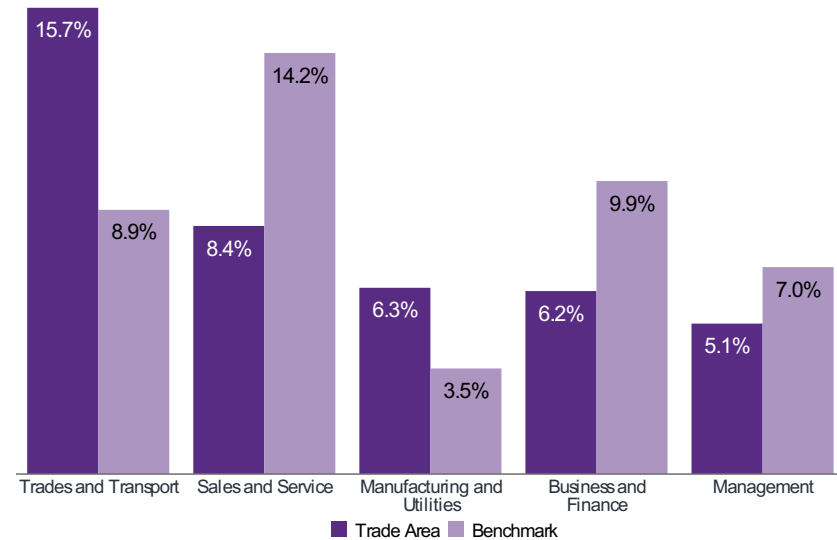
Index: 65

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

## EDUCATIONAL ATTAINMENT



## OCCUPATIONS: TOP 5\*



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\*Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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# Demographics | Diversity

Trade Area: West Elgin - Rodney

Population: 1,075 | Households: 495

## ABORIGINAL IDENTITY



**4.3%**  
Index: **182**

## VISIBLE MINORITY PRESENCE



**0.7%**  
Index: **2**

Belong to a visible minority group

## NON-OFFICIAL LANGUAGE



**0.3%**  
Index: **14**

No knowledge of English or French

## IMMIGRATION



**3.7%**  
Index: **14**

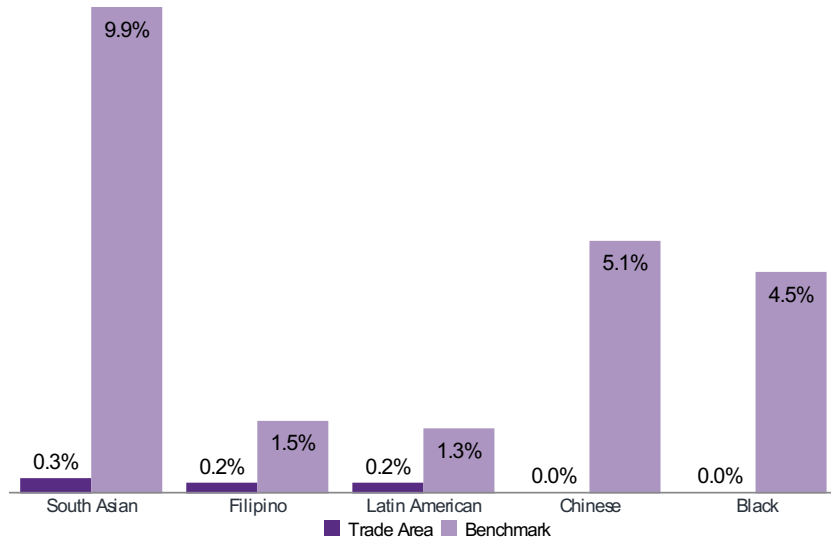
Born outside Canada

## PERIOD OF IMMIGRATION\*

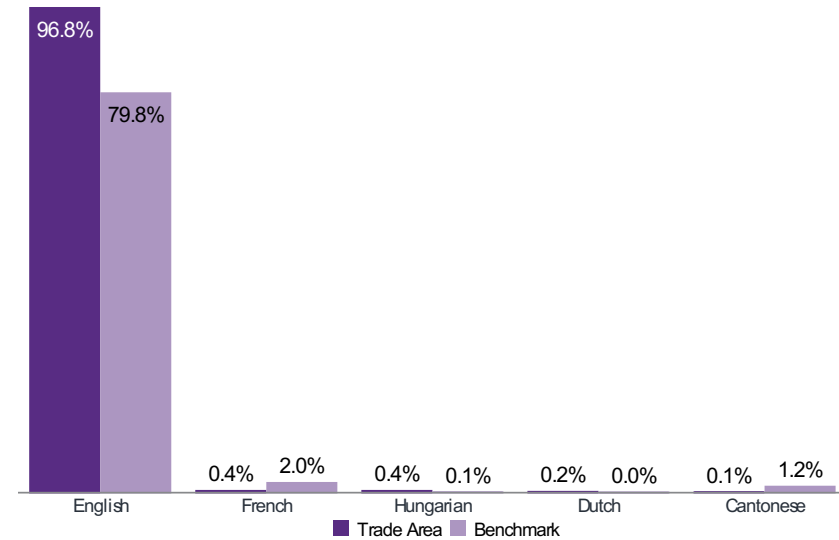
N/A

N/A% Index: N/A

## VISIBLE MINORITY STATUS: TOP 5\*\*



## LANGUAGES SPOKEN AT HOME: TOP 5\*\*



Benchmark: Southern Ontario

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\*Chosen from index ranking with minimum 5% composition

\*\*Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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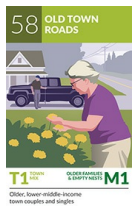


## Top 5 segments represent **98.0%** of households in West Elgin - Rodney



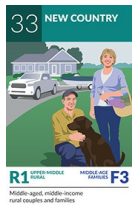
Rank:	1
Hhlds:	287
Hhld %:	57.94
% in Benchmark:	3.11
Index:	<b>1,863</b>

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:	2
Hhlds:	118
Hhld %:	23.94
% in Benchmark:	1.22
Index:	<b>1,970</b>

Older folks gravitate to the relaxed lifestyle of Old Town Roads, a collection of small towns across Canada where more than a third of maintainers are over 65. Unlike more upscale retirement communities, these rustic towns are home to downscale seniors who are aging in place. Households here contain a mix of older singles, empty-nesting couples and widowed individuals. Most own older, inexpensive homes, though a significant percentage rent a low-rise apartment or live in a mobile home; the average dwelling value is less than half the national average. Education traditionally hasn't been a top priority for Old Town Roads members—less than 15 percent have gone to a university—and those still in the workforce earn lower incomes from jobs in manufacturing, farming, services and the trades. These third-plus-generation Canadians enjoy time-honoured and outdoor-oriented leisure pursuits like fishing, hunting and gardening, though they'll also attend craft shows and auto racing events. Even though pensions and government transfers improve the financial picture here, these townsfolk keep close tabs on their wallet (Importance of Price).



Rank:	3
Hhlds:	40
Hhld %:	8.16
% in Benchmark:	2.74
Index:	<b>298</b>

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:	4
Hhlds:	28
Hhld %:	5.69
% in Benchmark:	4.83
Index:	<b>118</b>

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:	5
Hhlds:	11
Hhld %:	2.27
% in Benchmark:	1.22
Index:	<b>186</b>

A collection of remote villages of which half are found in the Atlantic provinces, Backcountry Boomers is about as rural as it gets. The householders in this segment are mostly older, empty-nesting couples and those living alone. Forty percent of maintainers are over 65, and nearly three-quarters of households contain only one or two people. Although most adults are out of the labour force, those still working hold a mix of blue-collar and service sector jobs in farming, natural resources, construction, transportation and the trades. The pay is modest—incomes are 25 percent below average—but it's enough to own an unpretentious, single-detached house. And pride of province holds a special place in this segment, where almost 85 percent are third-plus-generation Canadians and one of their top-ranked values is Parochialism. Backcountry Boomers members like to fish, hunt and garden, for the camaraderie as much as the opportunity to put food on the table. Their hobbies are the old-fashioned, pre-Internet variety: making crafts, knitting and collecting coins and stamps. And their motorized vehicles are their prized possessions: large pickups, power boats, ATVs and snowmobiles—preferably made in Canada.

Trade Area: West Elgin - Rodney

## Strong Values

Values	Index
Attraction to Nature	172
Utilitarian Consumerism	146
Obedience to Authority	137
Cultural Assimilation	133
Fulfilment Through Work	126
Confidence in Small Business	122
Brand Apathy	121
National Pride	121
Duty	119
Financial Concern Regarding the Future	116

## 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.

### 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.

### Obedience to Authority

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

## Weak Values

Values	Index
Status via Home	56
Equal Relationship with Youth	59
Penchant for Risk	61
Advertising as Stimulus	63
Importance of Aesthetics	64
Skepticism Toward Small Business	64
Ostentatious Consumption	65
Attraction For Crowds	67
Confidence in Big Business	67
Consumption Evangelism	67

## Descriptions | Top 3 Weak Values

### Status via Home

Feeling a strong sense that one's home represents an extension of one's image. People strongest on this construct make great efforts to decorate and equip their homes in a manner that will impress others, and pay particular attention to the way they entertain in the home.

### 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.

### Penchant for Risk

Desire to take risks in order to get what one wants out of life. Also, indulging in dangerous and forbidden activities for their associated emotional high.

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: West Elgin - Rodney

WealthScapes Households: 490

## INCOME\*

Household Income

**\$ 77,178**

Index: **67**

Household Disposable Income

**\$ 64,493**

Index: **71**

Household Discretionary Income

**\$ 45,045**

Index: **70**

Annual RRSP Contributions

**\$ 2,119**

Index: **59**

## WEALTH\*



Net Worth

% Holders

100.0% Index: **100**

Balance

**\$356,189**

Index: **48**

## ASSETS\*



Savings

% Holders

95.7% Index: **101**

Balance

**\$42,023**

Index: **55**



Investments

% Holders

51.2% Index: **85**

Balance

**\$189,152**

Index: **56**



Unlisted Shares

% Holders

8.0% Index: **64**

Balance

**\$143,601**

Index: **45**



Real Estate

% Holders

81.2% Index: **107**

Balance

**\$356,839**

Index: **48**



Liquid Assets

% Holders

98.4% Index: **100**

Balance

**\$165,477**

Index: **50**

## DEBT\*



Consumer Debt

% Holders

88.0% Index: **97**

Balance

**\$49,215**

Index: **74**



Mortgage Debt

% Holders

48.6% Index: **105**

Balance

**\$132,932**

Index: **45**

## FINANCIAL RATIO



Debt:Asset

% Holders

0.23% Index: **109**

Benchmark: Southern Ontario

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% Holders represent where customers are found.

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

Index Colours: <80 80 - 110 110+

Trade Area: West Elgin - Rodney

WealthScapes Households: 490

## FINANCIAL RATIOS\*



Debt: Asset

0.23

Index: 109



Debt: Liquid Assets

0.66

Index: 108



Consumer Debt - Discr. Income

0.96

Index: 103



Savings - Investments

0.68

Index: 113



Pension - Non-Pension Assets

0.25

Index: 116



Real Estate Assets - Liq. Assets

1.78

Index: 101



Mortgage - Real Estate Assets

0.22

Index: 92



Mortgage - Consumer Debt

1.49

Index: 65

Benchmark: Southern Ontario

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

Trade Area: West Elgin - Rodney

Households: 495

Total Aggregate Current Consumption: \$28,332,610

## Average Current Consumption

\$57,238

Index 70

## Average Household Income










\$77,180

Index 67

## Average Disposable Income

\$63,781

Index 71

 <p><b>Shelter</b></p> <p>Avg. Dollars/Household: \$14,300 Index: 68</p> <p>Pct. of Total Expenditure: 25.0% Index: 97</p>	 <p><b>Transportation</b></p> <p>Avg. Dollars/Household: \$10,076 Index: 73</p> <p>Pct. of Total Expenditure: 17.6% Index: 104</p>	 <p><b>Food</b></p> <p>Avg. Dollars/Household: \$8,999 Index: 70</p> <p>Pct. of Total Expenditure: 15.7% Index: 100</p>
 <p><b>Health Care</b></p> <p>Avg. Dollars/Household: \$5,402 Index: 99</p> <p>Pct. of Total Expenditure: 9.4% Index: 141</p>	 <p><b>Household Operation</b></p> <p>Avg. Dollars/Household: \$4,092 Index: 71</p> <p>Pct. of Total Expenditure: 7.1% Index: 102</p>	 <p><b>Recreation</b></p> <p>Avg. Dollars/Household: \$2,821 Index: 59</p> <p>Pct. of Total Expenditure: 4.9% Index: 84</p>
 <p><b>Household Furnishings</b></p> <p>Avg. Dollars/Household: \$2,810 Index: 70</p> <p>Pct. of Total Expenditure: 4.9% Index: 101</p>	 <p><b>Tobacco and Alcohol</b></p> <p>Avg. Dollars/Household: \$2,575 Index: 72</p> <p>Pct. of Total Expenditure: 4.5% Index: 103</p>	 <p><b>Clothing</b></p> <p>Avg. Dollars/Household: \$2,215 Index: 67</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+
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# Expenditures | Foodspend - Annual Household Expenditure Overview

Trade Area: West Elgin - Rodney

Households: 495

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
<b>\$77,180</b> Index <b>67</b>	<b>\$8,999</b> Index <b>70</b>	<b>\$2,521</b> Index <b>63</b>	<b>\$6,478</b> Index <b>74</b>

**Total Aggregate Food Expenditure: \$ 4,454,454**

 <p><b>Bakery</b></p> <p>Avg. Dollars/Household: <b>\$642</b> Index <b>74</b></p> <p>Pct. of Total Expenditure: <b>9.9%</b> Index <b>100</b></p>	 <p><b>Cereal Products</b></p> <p>Avg. Dollars/Household: <b>\$424</b> Index <b>83</b></p> <p>Pct. of Total Expenditure: <b>6.5%</b> Index <b>112</b></p>	 <p><b>Fruit and nuts</b></p> <p>Avg. Dollars/Household: <b>\$774</b> Index <b>71</b></p> <p>Pct. of Total Expenditure: <b>12.0%</b> Index <b>96</b></p>
 <p><b>Vegetables</b></p> <p>Avg. Dollars/Household: <b>\$618</b> Index <b>67</b></p> <p>Pct. of Total Expenditure: <b>9.5%</b> Index <b>90</b></p>	 <p><b>Dairy products &amp; Eggs</b></p> <p>Avg. Dollars/Household: <b>\$1,059</b> Index <b>83</b></p> <p>Pct. of Total Expenditure: <b>16.4%</b> Index <b>112</b></p>	 <p><b>Meat</b></p> <p>Avg. Dollars/Household: <b>\$1,108</b> Index <b>70</b></p> <p>Pct. of Total Expenditure: <b>17.1%</b> Index <b>95</b></p>
 <p><b>Fish &amp; Seafood</b></p> <p>Avg. Dollars/Household: <b>\$160</b> Index <b>54</b></p> <p>Pct. of Total Expenditure: <b>2.5%</b> Index <b>74</b></p>	 <p><b>Beverages &amp; Other Food</b></p> <p>Avg. Dollars/Household: <b>\$1,693</b> Index <b>77</b></p> <p>Pct. of Total Expenditure: <b>26.1%</b> Index <b>104</b></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
<b>Socializing</b>			
Dating	10.5	11.0	95
Going to restaurants, bars or night clubs	56.3	55.1	102
Having physical Contact with family and friends	60.3	57.7	104
Participating in group activities	44.1	38.7	114
Partying	18.5	15.8	117
Seeing family and friends in person	66.9	62.8	106
<b>Entertainment</b>			
Attending events, festivals or concerts	45.9	42.9	107
Attending sports events (excludes professional sports)	17.0	18.2	93
Attending to professional sports events or games	29.6	25.4	116
Going to the movies	38.9	45.7	85
<b>Movement &amp; Travel</b>			
Driving more	10.3	16.1	64
Shopping in-store	38.2	42.9	89
Spending time outdoors	27.6	32.5	85
Travelling outside of Canada/ abroad	49.7	53.2	93
Travelling within Canada	48.4	49.9	97
Using public transit	14.0	13.7	102
<b>Personal</b>			
Getting back to old habits	33.9	36.2	94
Going to a salon, barber shop or spa	32.4	33.7	96
Going to the gym	21.2	22.6	94
<b>Education/Work</b>			
Children going back to school	15.4	20.3	76
Going back to work	8.1	17.6	46
<b>Other</b>			
Not Stated	0.0	0.6	8

Benchmark: Southern Ontario

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(Base used for Index calculations)

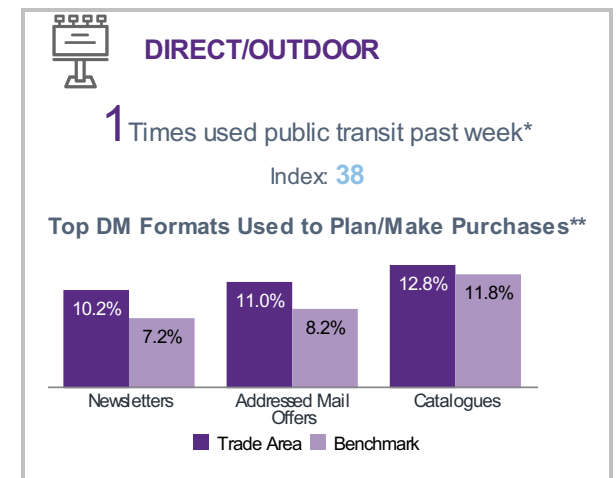
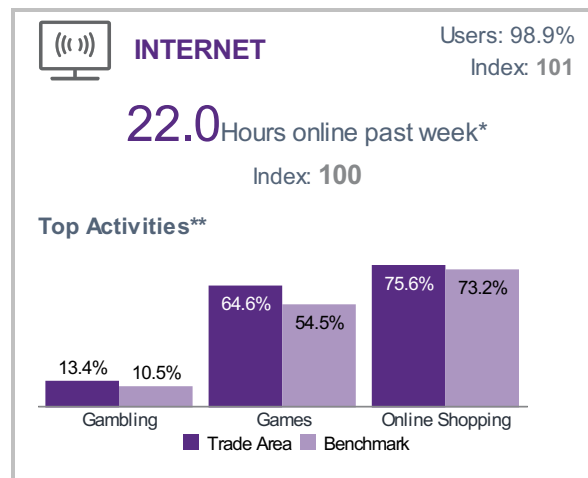
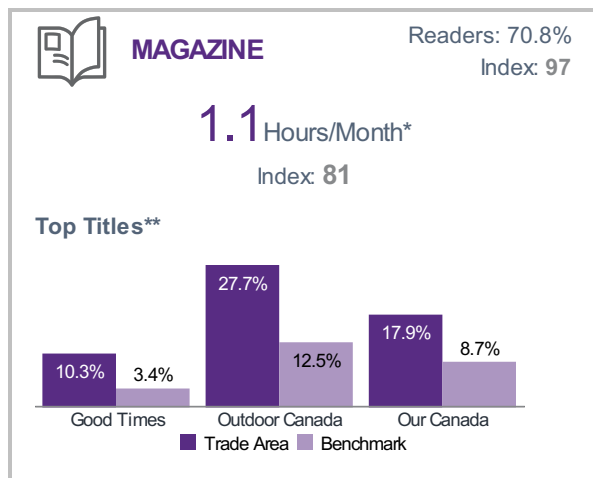
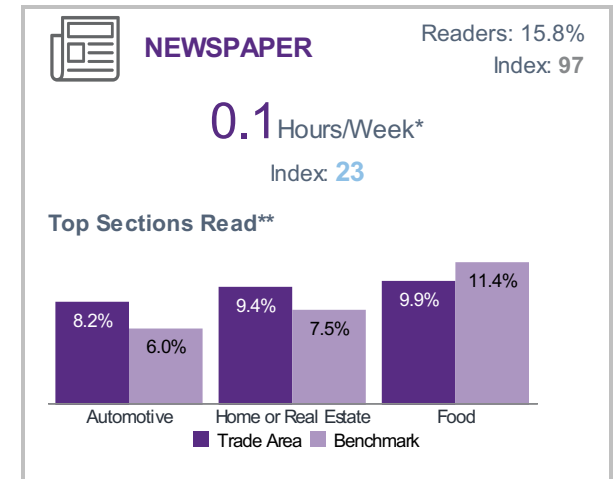
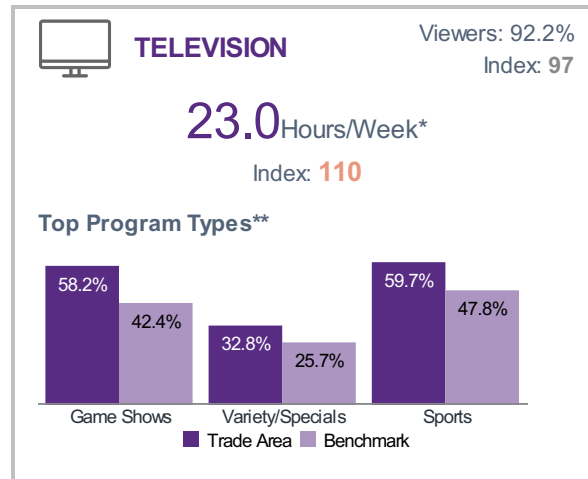
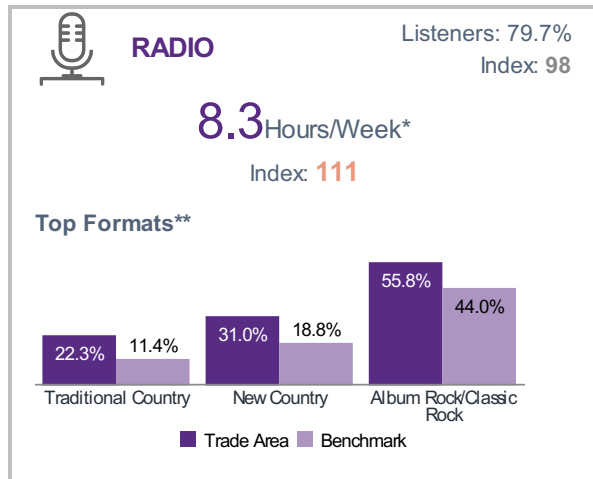
Index Colours:	<80	80 - 110	110+
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## Media and Social Media Overview

# Behavioural | Media Overview

Trade Area: West Elgin - Rodney

Household Population 14+: 923



Benchmark: Southern Ontario

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\* Consumption values based to variable's incidence count.

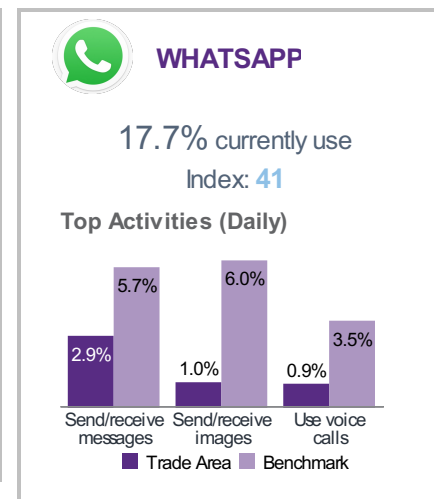
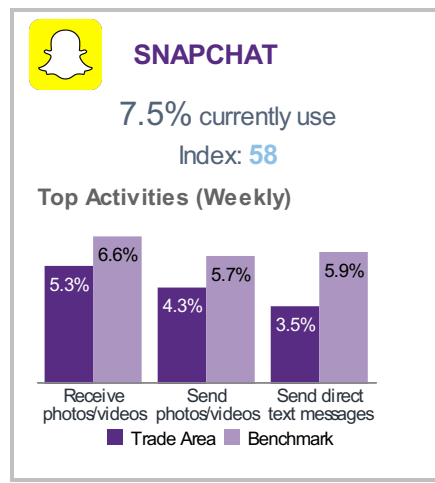
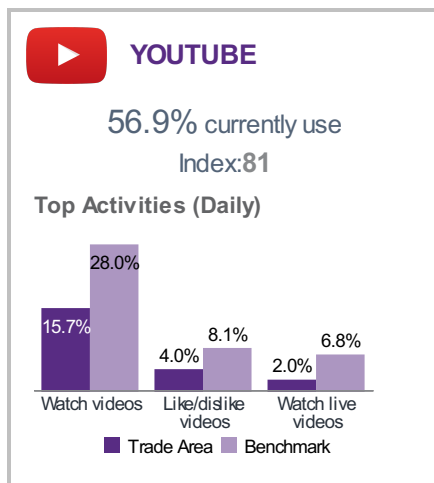
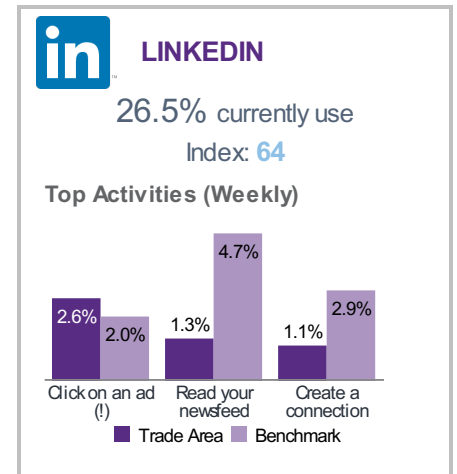
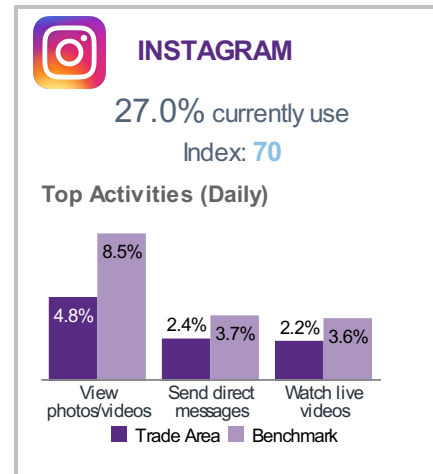
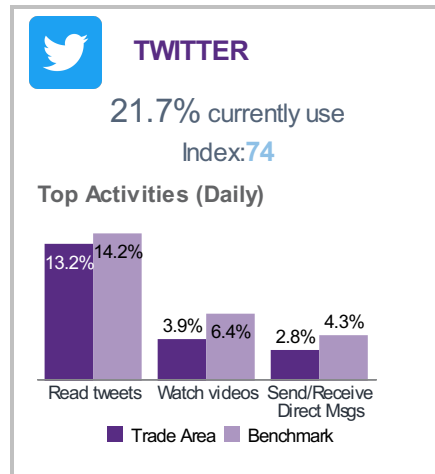
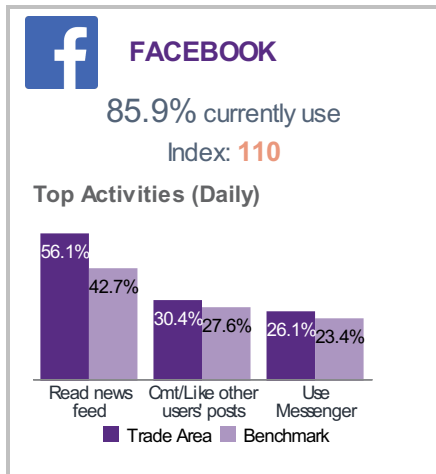
\*\* Chosen from index ranking with minimum 5% composition.



# Opticks Social | Social Media Activities

Trade Area: West Elgin - Rodney

Household Population 18+: 870



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: West Elgin - Rodney

Household Population 18+: 870

## FRIENDS IN ALL SM NETWORKS



35.7%

Index:101

0-49 friends

## FREQUENCY OF USE (DAILY)



71.2%

Index:127

Facebook

## BRAND INTERACTION



32.1%

Index:93

Like brand on Facebook

## NO. OF BRANDS INTERACTED

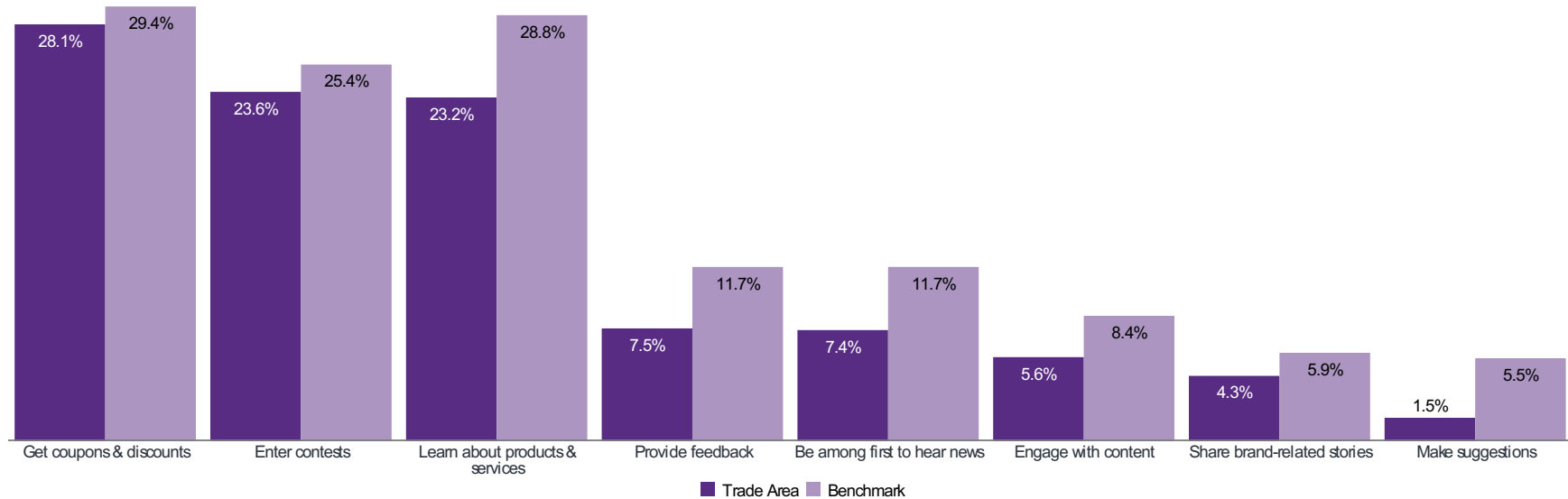


25.9%

Index:85

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: West Elgin - Rodney

Total Household Population 18+:870



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

% Comp 91.8 Index 105



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

% Comp 38.2 Index 79



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

% Comp 85.0 Index 101



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

% Comp 29.5 Index 72



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

% Comp 47.2 Index 83



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

% Comp 19.7 Index 65

Benchmark: Southern Ontario

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Ranked by percent composition.

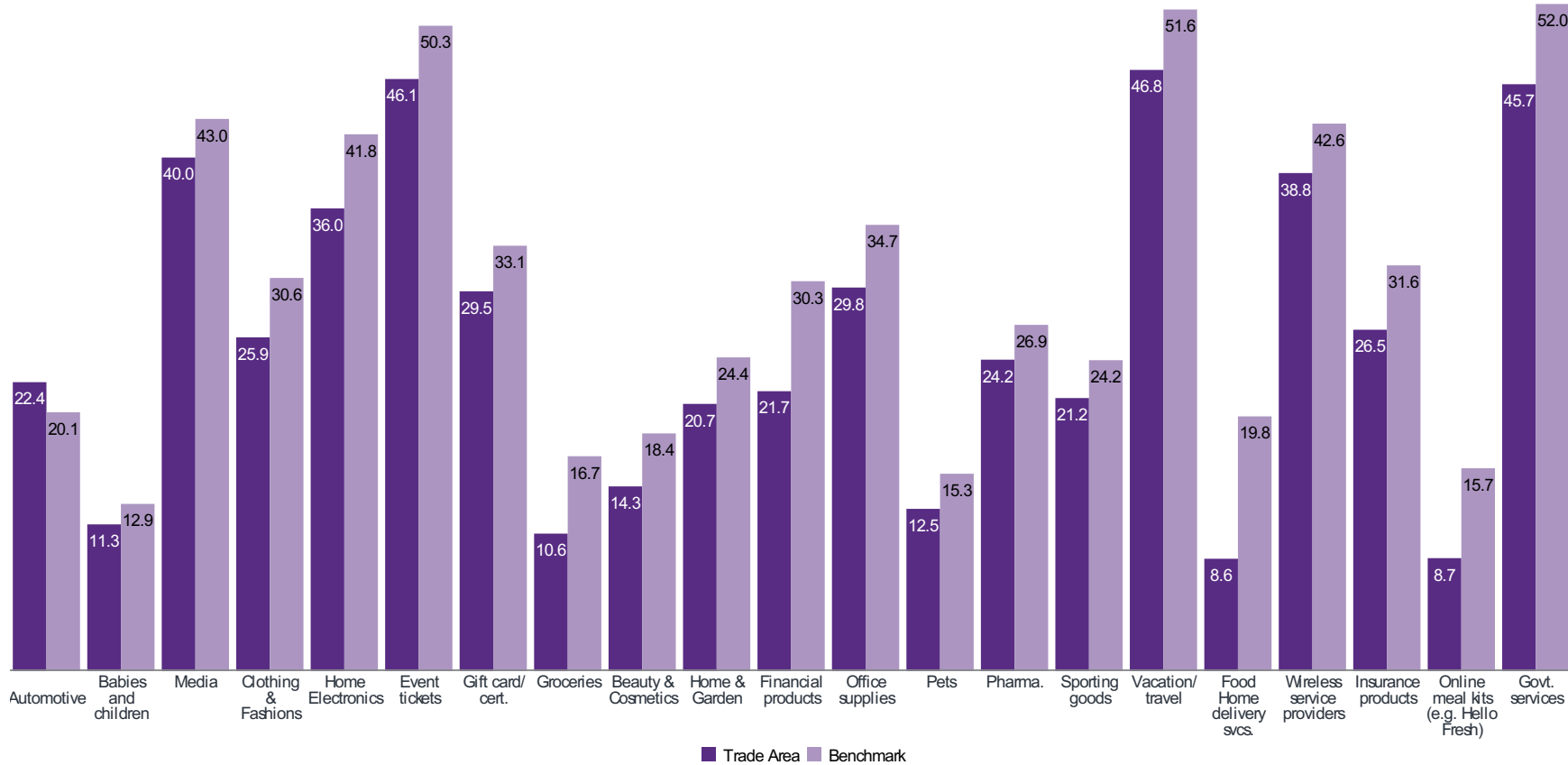
Index Colours:	<80	80 - 110	110+
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# Opticks eShopper | Purchase Preference by Category

Trade Area: West Elgin - Rodney

Total Household Population 18+:870

## 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

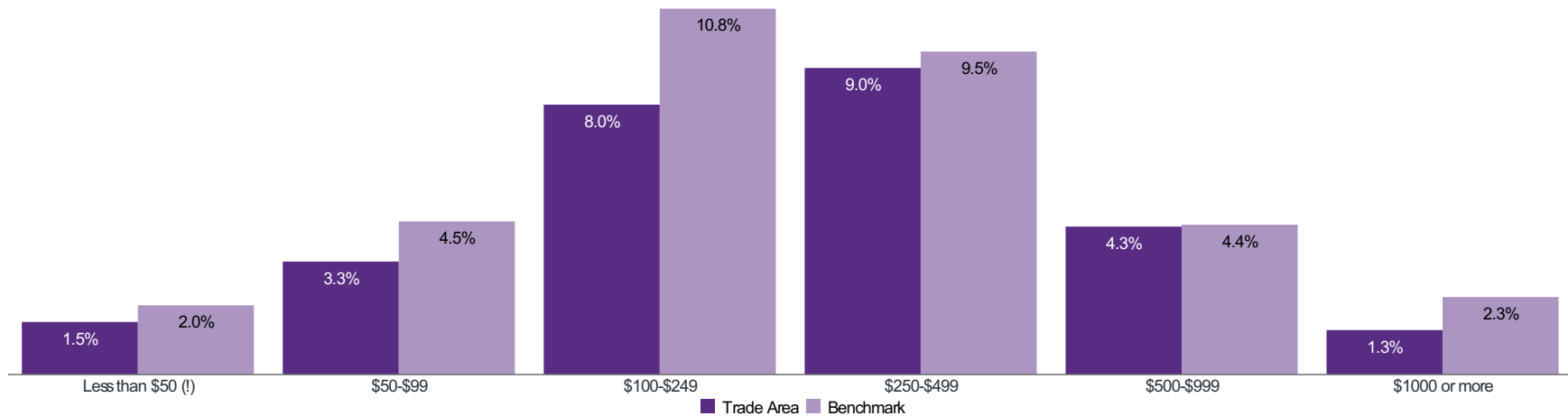
Trade Area: West Elgin - Rodney

Total Household Population 18+: 870

## 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	64.4% Index:105	31.4% Index:85	9.5% Index:77	2.8% Index:89
Purchase preference	79.0% Index:105	25.9% Index:85	8.5% Index:86	1.6% Index:64
Customer Service	65.1% Index:105	19.3% Index:108	5.4% Index:94	20.2% Index:93

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

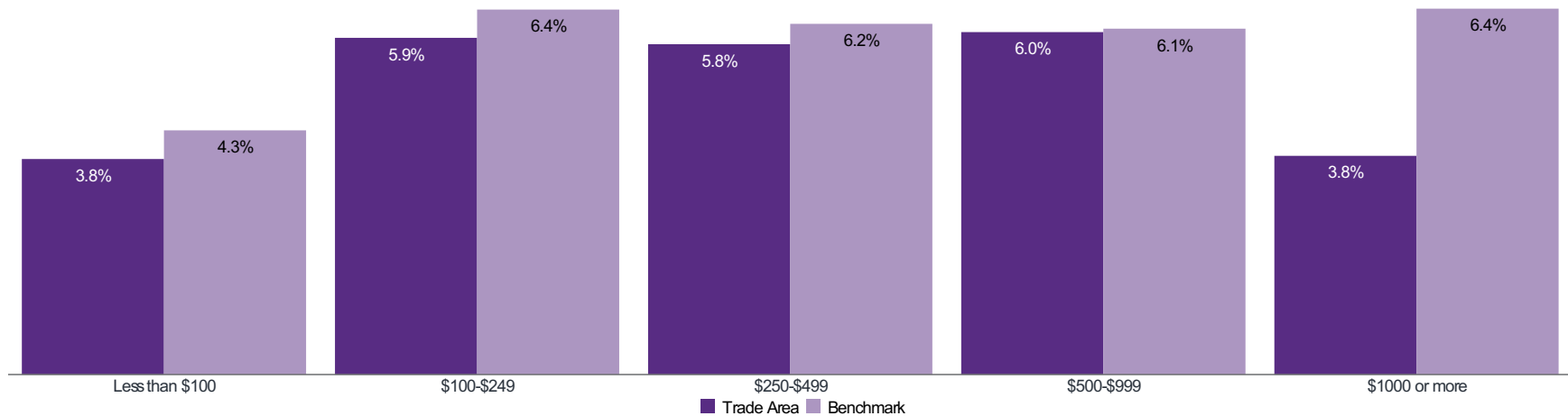
Trade Area: West Elgin - Rodney

Total Household Population 18+: 870

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>HOME ELECTRONICS &amp; COMPUTERS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
	Gather information	55.5% Index: 110	51.5% Index: 94	12.8% Index: 82
Purchase preference	76.7% Index: 112	36.0% Index: 86	7.2% Index: 65	5.6% Index: 87
Customer Service	64.7% Index: 115	21.6% Index: 87	6.8% Index: 92	35.3% Index: 96

## 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

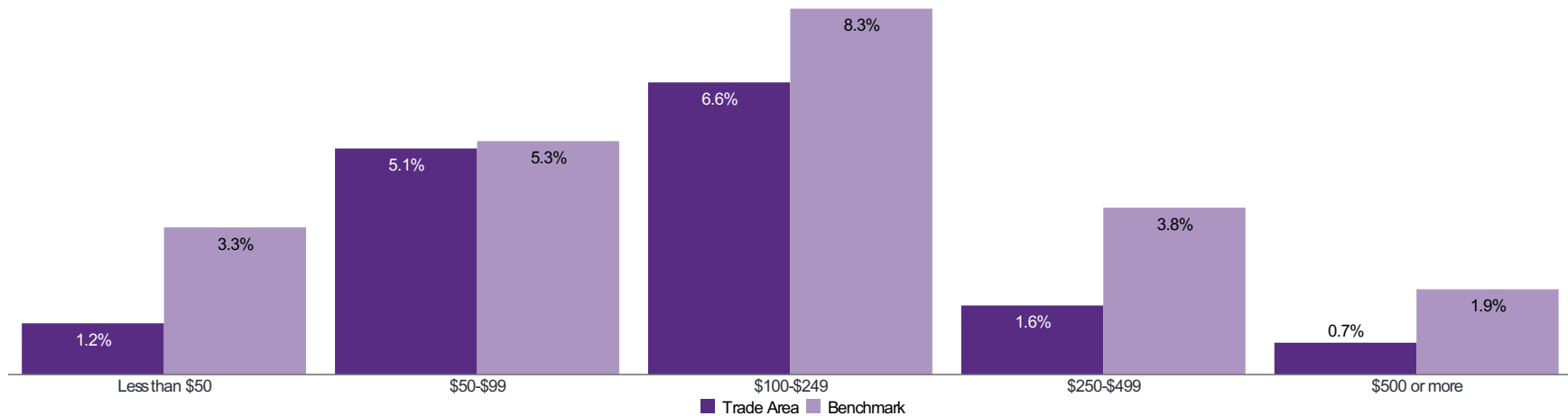
Trade Area: West Elgin - Rodney

Total Household Population 18+: 870

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>GIFT CARDS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	54.3% Index: <b>114</b>	28.2% Index: <b>80</b>	8.2% Index: <b>74</b>	4.3% Index: <b>121</b>
Purchase preference	70.3% Index: <b>117</b>	29.5% Index: 89	4.6% Index: <b>53</b>	3.3% Index: 107
Customer Service	50.5% Index: <b>119</b>	19.1% Index: <b>93</b>	5.8% Index: <b>96</b>	28.4% Index: <b>102</b>

## 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

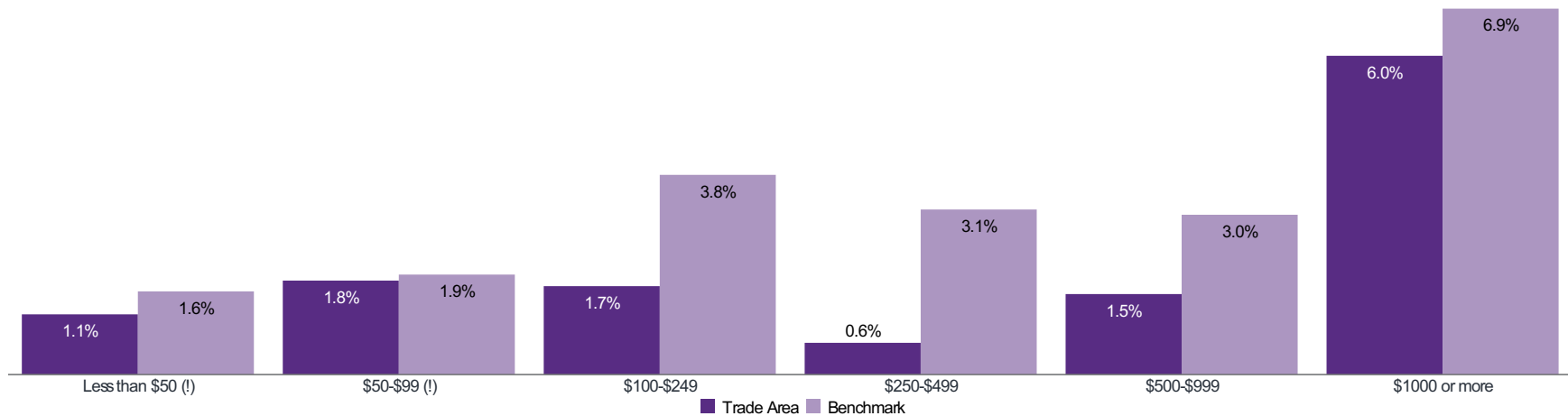
Trade Area: West Elgin - Rodney

Total Household Population 18+: 870

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>GROCERIES</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	77.5% Index:107	18.1% Index:73	7.7% Index:70	2.1% Index:79
Purchase preference	89.1% Index:107	10.6% Index:64	2.9% Index:47	1.3% Index:53
Customer Service	76.9% Index:110	8.2% Index:72	1.6% Index:40	18.4% Index:98

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

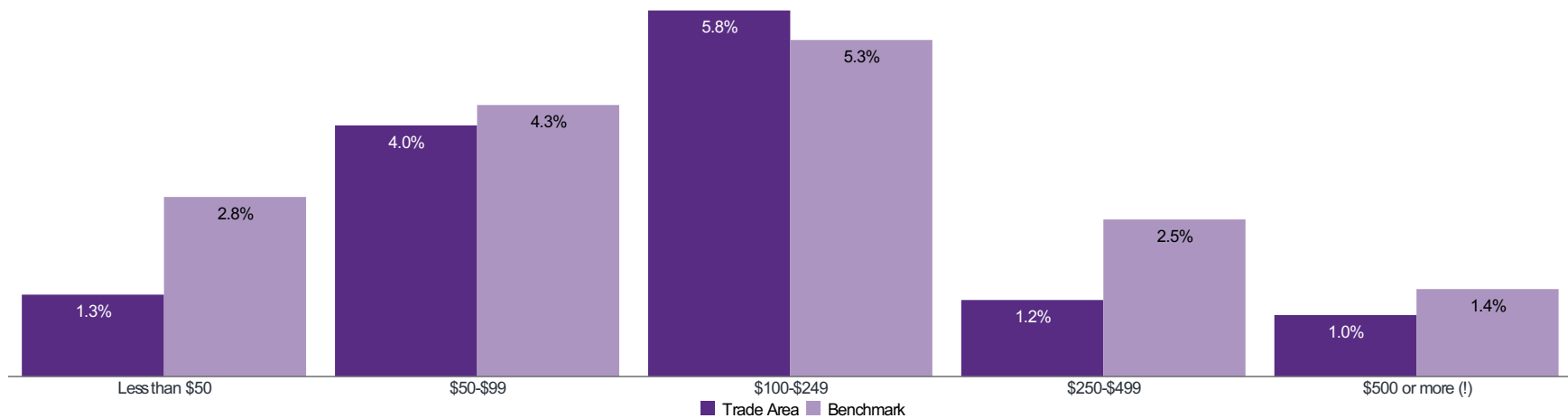
Trade Area: West Elgin - Rodney

Total Household Population 18+: 870

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>BEAUTY &amp; COSMETICS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	32.2% Index:91	18.0% Index:82	5.5% Index:68	2.1% Index:73
Purchase preference	46.8% Index:101	14.3% Index:78	2.5% Index:40	0.8% Index:37
Customer Service	38.5% Index:106	10.7% Index:85	2.7% Index:63	10.9% 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 | Home & Garden Deep Dive

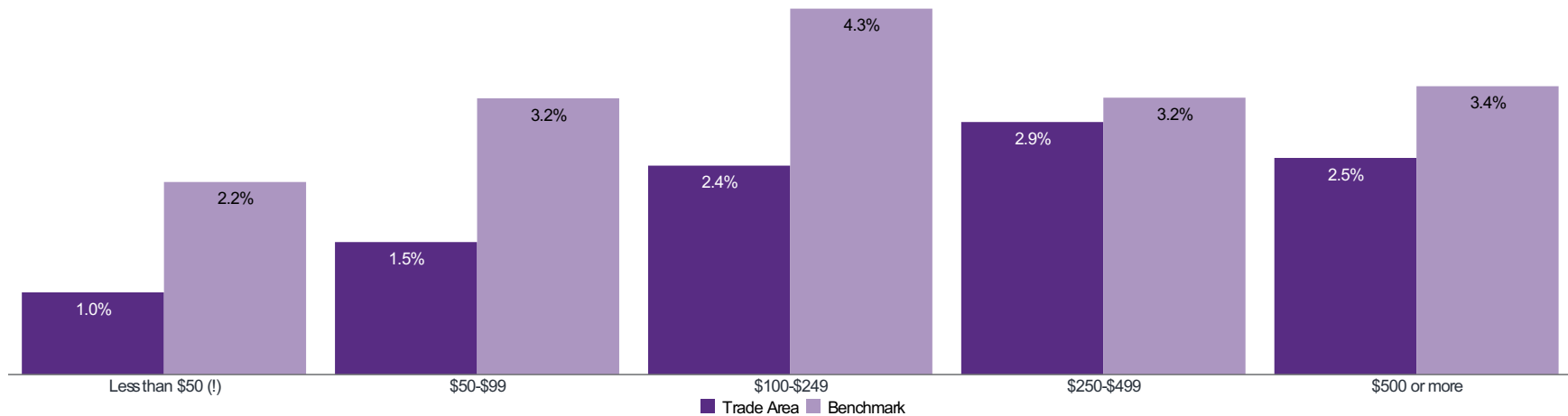
Trade Area: West Elgin - Rodney

Total Household Population 18+: 870

## 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	57.4% Index: 111	37.0% Index: 98	11.4% Index: 100	6.5% Index: 113
Purchase preference	76.0% Index: 111	20.7% Index: 85	5.2% Index: 74	2.3% Index: 64
Customer Service	64.9% Index: 120	15.3% Index: 96	5.4% Index: 113	20.4% Index: 89

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

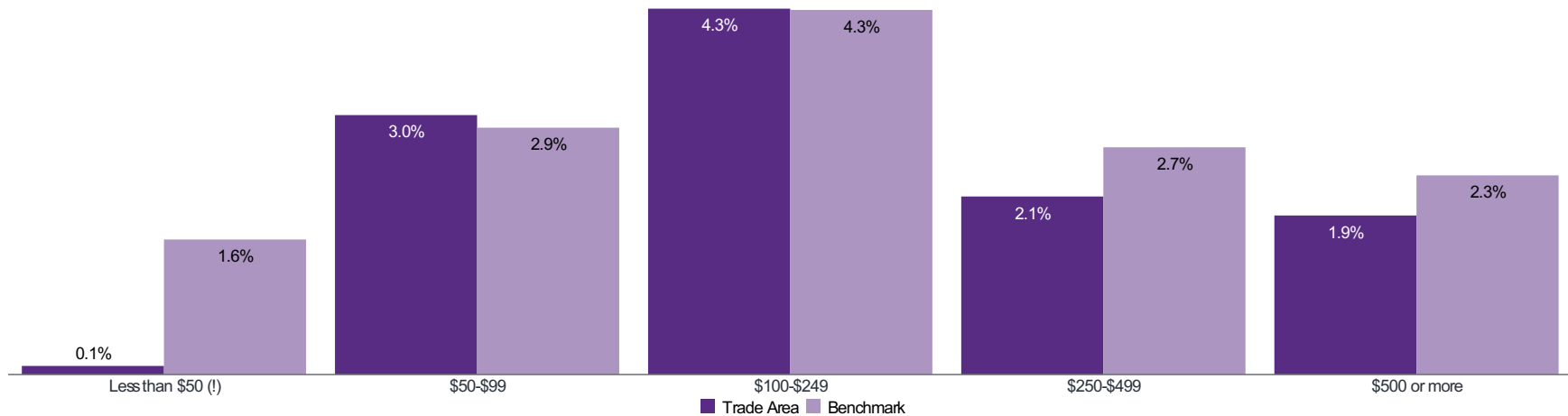
Trade Area: West Elgin - Rodney

Total Household Population 18+: 870

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>SPORTING GOODS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	38.3% Index:98	26.4% Index:82	7.0% Index:67	2.0% Index:52
Purchase preference	53.5% Index:103	21.2% Index:88	6.2% Index:82	3.2% Index:105
Customer Service	42.0% Index:100	12.8% Index:84	5.4% Index:104	17.6% Index:86

## 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

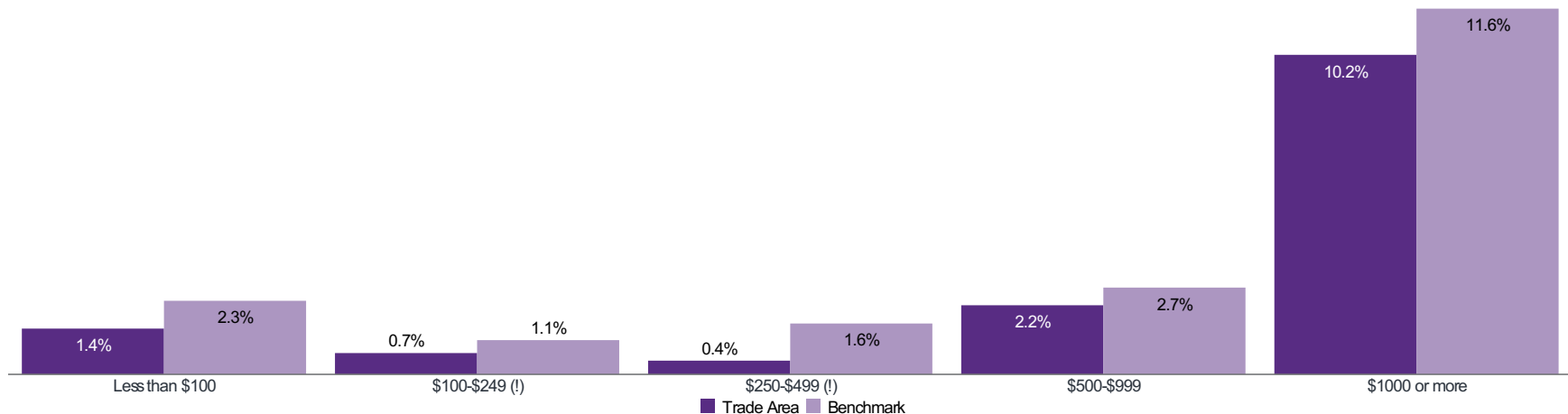
Trade Area: West Elgin - Rodney

Total Household Population 18+: 870

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>VACATION/ TRAVEL</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	23.9% Index: <b>116</b>	54.8% Index: <b>94</b>	12.2% Index: <b>82</b>	14.9% Index: <b>92</b>
Purchase preference	32.3% Index: <b>112</b>	46.8% Index: <b>91</b>	5.2% Index: <b>80</b>	14.0% Index: <b>78</b>
Customer Service	33.1% Index: <b>114</b>	25.1% Index: <b>92</b>	5.8% Index: <b>83</b>	42.6% Index: <b>97</b>

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

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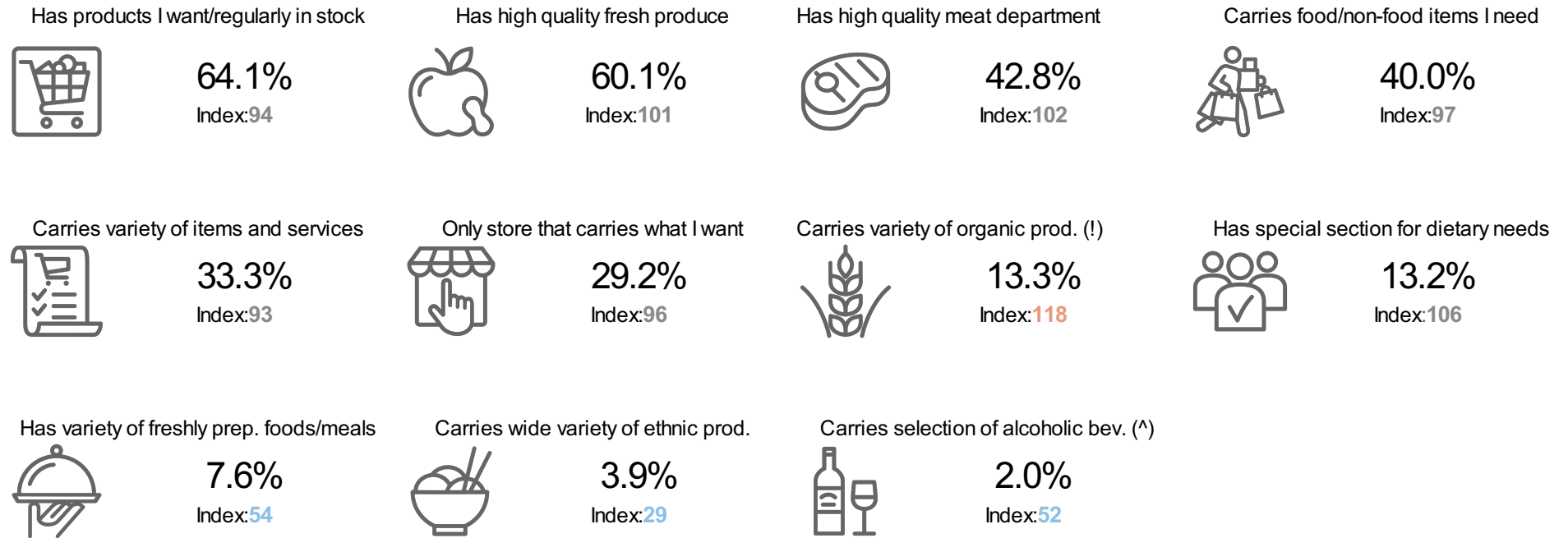
## Store Loyalty

# ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: West Elgin - Rodney

Households:495

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

Index Colours:	<80	80 - 110	110+
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Trade Area: West Elgin - Rodney

Households:495

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



63.6%  
Index:106

Easy to get in and get out quickly



40.4%  
Index:94

Staff are friendly and knowledgeable



36.2%  
Index:107

Organized layout makes it easy to shop



34.1%  
Index:82

Short checkout lines/fast checkout



29.0%  
Index:81

Has extended hours



22.4%  
Index:82

I like the store ambiance



15.5%  
Index:78

Has self-checkout



11.4%  
Index:83

Offers an online shopping option (!)



5.5%  
Index:61

Benchmark:Southern Ontario

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

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

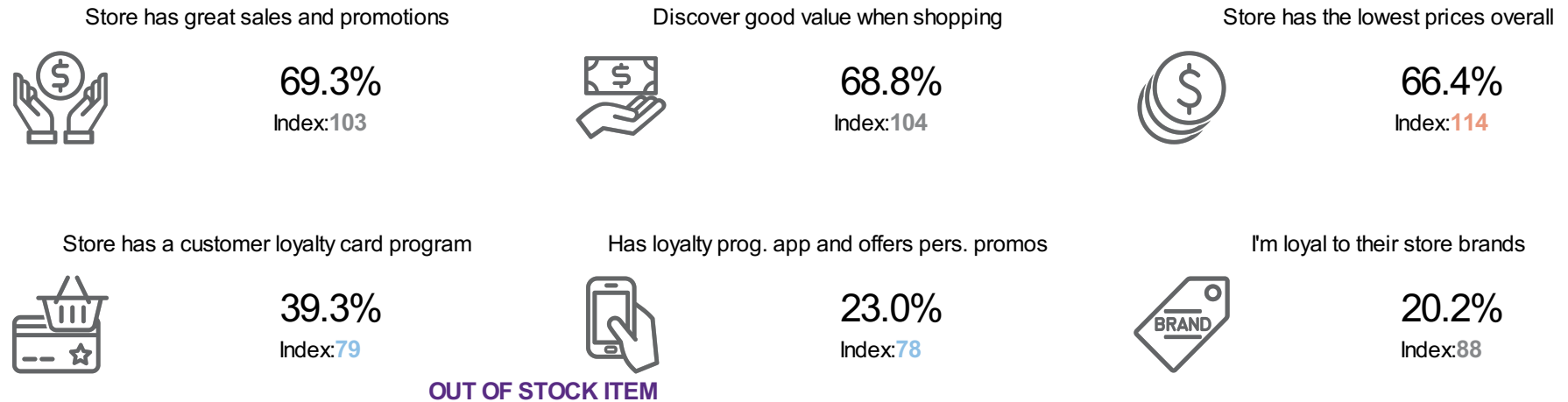
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(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

Index Colours:	<80	80 - 110	110+
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Trade Area: West Elgin - Rodney

Households:495

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO



### OUT OF STOCK ITEM

	% Base	% Pen	Index
<b>Psychographics - Shopping Preferences</b>			
Postpone the purchase	43.1	40.2	0.0 107
Leave the store and buy it elsewhere	28.9	30.9	0.0 93
Purchase another brand	18.7	21.2	0.0 88
Purchase another size or variety of the same brand (!)	9.3	7.7	0.0 121

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 West Elgin - Rodney 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
<b>Total</b>		<b>19,302,713</b>	<b>100%</b>	<b>17,989</b>	<b>100%</b>	<b>0.09%</b>	<b>100</b>	<b>19,474</b>	<b>100%</b>	<b>0.10%</b>	<b>100</b>	<b>12,713</b>	<b>100%</b>	<b>0.07%</b>	<b>100</b>	<b>15,034</b>	<b>100%</b>	<b>0.08%</b>	<b>100</b>	<b>32,105</b>	<b>100%</b>	<b>0.17%</b>	<b>100</b>
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	3,353	18.64%	3.87%	4150	3,813	19.58%	4.40%	4359	2,381	18.73%	2.75%	4169	2,984	19.85%	3.44%	4419	5,999	18.68%	6.92%	4160
3539036	London, ON (CY)	349,526	1.81%	2,302	12.80%	0.66%	707	2,761	14.18%	0.79%	783	1,307	10.28%	0.37%	568	1,911	12.71%	0.55%	702	4,726	14.72%	1.35%	813
3534042	West Elgin, ON (MU)	4,438	0.02%	3,187	17.72%	71.82%	77060	3,384	17.38%	76.25%	75578	2,676	21.05%	60.31%	91565	2,587	17.21%	58.29%	74844	3,632	11.31%	81.84%	49204
3534021	St. Thomas, ON (CY)	34,774	0.18%	460	2.56%	1.32%	1420	610	3.13%	1.75%	1738	614	4.83%	1.76%	2680	532	3.54%	1.53%	1963	1,147	3.57%	3.30%	1984
3539005	Southwest Middlesex, ON (MU)	5,013	0.03%	827	4.60%	16.50%	17703	648	3.33%	12.92%	12809	409	3.21%	8.15%	12373	603	4.01%	12.02%	15434	1,123	3.50%	22.40%	13465
3537039	Windsor, ON (CY)	191,749	0.99%	499	2.77%	0.26%	279	482	2.48%	0.25%	249	243	1.91%	0.13%	192	520	3.46%	0.27%	348	1,102	3.43%	0.57%	345
3534030	Dutton/Dunwich, ON (MU)	3,356	0.02%	622	3.46%	18.55%	19903	523	2.68%	15.57%	15435	739	5.81%	22.01%	33417	756	5.03%	22.53%	28925	887	2.76%	26.42%	15887
3539015	Strathroy-Caradoc, ON (MU)	19,358	0.10%	397	2.21%	2.05%	2200	687	3.53%	3.55%	3516	150	1.18%	0.77%	1176	495	3.29%	2.56%	3280	797	2.48%	4.12%	2475
3520005	Toronto, ON (C)	2,568,898	13.31%	352	1.96%	0.01%	15	176	0.90%	0.01%	7	268	2.11%	0.01%	16	199	1.32%	0.01%	10	691	2.15%	0.03%	16
3537064	Lakeshore, ON (T)	33,221	0.17%	327	1.82%	0.98%	1055	176	0.90%	0.53%	525	129	1.01%	0.39%	589	348	2.31%	1.05%	1344	595	1.85%	1.79%	1077

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2019 West Elgin - Rodney 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
910	1,091	119.8	838	92.0	902	99.1	816	89.7	1,005	110.4

**2019 West Elgin - Rodney 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	32,557	1,005	3.1	31,552	96.9

**2020 West Elgin - Rodney 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
<b>Total</b>		<b>19,302,713</b>	<b>100%</b>	<b>14,159</b>	<b>100%</b>	<b>0.07%</b>	<b>100</b>	<b>16,434</b>	<b>100%</b>	<b>0.09%</b>	<b>100</b>	<b>13,500</b>	<b>100%</b>	<b>0.07%</b>	<b>100</b>	<b>10,565</b>	<b>100%</b>	<b>0.05%</b>	<b>100</b>	<b>27,867</b>	<b>100%</b>	<b>0.14%</b>	<b>100</b>
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	2,378	16.80%	2.74%	3739	3,053	18.58%	3.52%	4137	2,493	18.47%	2.88%	4112	1,913	18.11%	2.21%	4031	5,483	19.68%	6.32%	4381
3539036	London, ON (CY)	349,526	1.81%	2,155	15.22%	0.62%	840	2,166	13.18%	0.62%	728	1,868	13.84%	0.53%	764	1,258	11.91%	0.36%	658	3,965	14.23%	1.13%	786
3534042	West Elgin, ON (MU)	4,438	0.02%	3,262	23.03%	73.49%	100188	2,935	17.86%	66.13%	77677	2,769	20.51%	62.39%	89206	2,737	25.91%	61.67%	112680	3,426	12.29%	77.19%	53465
3534021	St. Thomas, ON (CY)	34,774	0.18%	711	5.02%	2.05%	2789	662	4.03%	1.90%	2237	598	4.43%	1.72%	2459	417	3.95%	1.20%	2192	1,310	4.70%	3.77%	2610
3539005	Southwest Middlesex, ON (MU)	5,013	0.03%	761	5.37%	15.17%	20682	885	5.39%	17.66%	20747	500	3.70%	9.98%	14266	287	2.72%	5.73%	10475	1,117	4.01%	22.27%	15428
3534030	Dutton/Dunwich, ON (MU)	3,356	0.02%	483	3.41%	14.40%	19635	738	4.49%	22.00%	25846	635	4.71%	18.93%	27071	587	5.56%	17.50%	31976	1,014	3.64%	30.21%	20928
3537039	Windsor, ON (CY)	191,749	0.99%	229	1.61%	0.12%	163	629	3.83%	0.33%	385	506	3.75%	0.26%	377	151	1.43%	0.08%	144	985	3.53%	0.51%	356
3520005	Toronto, ON (C)	2,568,898	13.31%	170	1.20%	0.01%	9	165	1.01%	0.01%	8	344	2.55%	0.01%	19	267	2.53%	0.01%	19	711	2.55%	0.03%	19
3539015	Strathroy-Caradoc, ON (MU)	19,358	0.10%	517	3.65%	2.67%	3644	301	1.83%	1.55%	1826	132	0.98%	0.68%	978	206	1.95%	1.06%	1942	602	2.16%	3.11%	2153
3537064	Lakeshore, ON (T)	33,221	0.17%	247	1.74%	0.74%	1013	223	1.36%	0.67%	788	296	2.19%	0.89%	1273	134	1.27%	0.40%	736	552	1.98%	1.66%	1152

<b>Index Legend</b>	<b>Under 80</b>	<b>110 to 119</b>	<b>120 to 149</b>	<b>Over 150</b>
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**2020 West Elgin - Rodney 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
910	891	97.9	708	77.8	765	84.1	909	99.9	973	106.9

**2020 West Elgin - Rodney 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	28,150	973	3.5	27,178	96.5

**2021 West Elgin - Rodney 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
<b>Total</b>		<b>19,302,713</b>	<b>100%</b>	<b>10,838</b>	<b>100%</b>	<b>0.06%</b>	<b>100</b>	<b>15,699</b>	<b>100%</b>	<b>0.08%</b>	<b>100</b>	<b>14,832</b>	<b>100%</b>	<b>0.08%</b>	<b>100</b>	<b>12,342</b>	<b>100%</b>	<b>0.06%</b>	<b>100</b>	<b>26,645</b>	<b>100%</b>	<b>0.14%</b>	<b>100</b>
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	1,391	12.84%	1.60%	2858	2,327	14.82%	2.68%	3300	2,804	18.90%	3.23%	4209	1,990	16.12%	2.29%	3589	4,113	15.44%	4.74%	3437
3539036	London, ON (CY)	349,526	1.81%	1,497	13.81%	0.43%	763	2,011	12.81%	0.58%	707	2,015	13.58%	0.58%	750	1,625	13.17%	0.47%	727	3,657	13.72%	1.05%	758
3534042	West Elgin, ON (MU)	4,438	0.02%	2,470	22.79%	55.65%	99122	2,425	15.44%	54.63%	67173	2,618	17.65%	58.99%	76777	2,582	20.92%	58.17%	90986	3,138	11.78%	70.71%	51227
3534030	Dutton/Dunwich, ON (MU)	3,356	0.02%	840	7.75%	25.04%	44594	1,076	6.86%	32.07%	39434	1,083	7.30%	32.28%	42007	929	7.53%	27.68%	43292	1,496	5.62%	44.58%	32297
3534021	St. Thomas, ON (CY)	34,774	0.18%	441	4.07%	1.27%	2260	700	4.46%	2.01%	2477	629	4.24%	1.81%	2353	547	4.44%	1.57%	2462	1,496	5.61%	4.30%	3116
3537039	Windsor, ON (CY)	191,749	0.99%	346	3.19%	0.18%	321	575	3.66%	0.30%	368	550	3.71%	0.29%	373	330	2.67%	0.17%	269	1,232	4.62%	0.64%	465
3539005	Southwest Middlesex, ON (MU)	5,013	0.03%	363	3.35%	7.23%	12884	1,064	6.78%	21.23%	26108	364	2.46%	7.27%	9458	528	4.28%	10.53%	16473	1,065	4.00%	21.25%	15392
3539015	Strathroy-Caradoc, ON (MU)	19,358	0.10%	86	0.79%	0.44%	791	377	2.40%	1.95%	2397	110	0.74%	0.57%	738	242	1.96%	1.25%	1956	634	2.38%	3.28%	2374
3534010	Malahide, ON (TP)	7,364	0.04%	98	0.90%	1.32%	2359	250	1.59%	3.40%	4175	348	2.34%	4.72%	6147	260	2.11%	3.53%	5527	539	2.02%	7.33%	5307
3521010	Brampton, ON (CY)	596,084	3.09%	113	1.05%	0.02%	34	366	2.33%	0.06%	75	173	1.17%	0.03%	38	230	1.87%	0.04%	60	537	2.01%	0.09%	65

<b>Index Legend</b>	<b>Under 80</b>	<b>110 to 119</b>	<b>120 to 149</b>	<b>Over 150</b>
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**2021 West Elgin - Rodney 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
910	894	98.2	551	60.6	966	106.2	510	56.1	830	91.2

**2021 West Elgin - Rodney 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	27,097	830	3.1	26,267	96.9



## Top 5 segments represent **39.9%** of customers in Southern Ontario

<p><b>33 NEW COUNTRY</b></p> <p><b>R1</b> <small>middle income rural couples and families</small> <b>F3</b> <small>middle age</small></p>	<p>Rank: 1                  Customers: 3,378                  Customers %: 13.29                  % in Benchmark: 2.74                  Index: <b>485</b></p>	<p>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.</p>
<p><b>41 DOWN TO EARTH</b></p> <p><b>R2</b> <small>lower income rural couples and families</small> <b>M1</b> <small>middle age</small></p>	<p>Rank: 2                  Customers: 1,943                  Customers %: 7.64                  % in Benchmark: 2.91                  Index: <b>263</b></p>	<p>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.</p>
<p><b>58 OLD TOWN ROADS</b></p> <p><b>T1</b> <small>lower middle income town couples and singles</small> <b>M1</b> <small>middle age</small></p>	<p>Rank: 3                  Customers: 1,925                  Customers %: 7.57                  % in Benchmark: 1.10                  Index: <b>690</b></p>	<p>Older folks gravitate to the relaxed lifestyle of Old Town Roads, a collection of small towns across Canada where more than a third of maintainers are over 65. Unlike more upscale retirement communities, these rustic towns are home to downscaled seniors who are aging in place. Households here contain a mix of older singles, empty-nesting couples and widowed individuals. Most own older, inexpensive homes, though a significant percentage rent a low-rise apartment or live in a mobile home; the average dwelling value is less than half the national average. Education traditionally hasn't been a top priority for Old Town Roads members—less than 15 percent have gone to a university—and those still in the workforce earn lower incomes from jobs in manufacturing, farming, services and the trades. These third-plus-generation Canadians enjoy time-honoured and outdoor-oriented leisure pursuits like fishing, hunting and gardening, though they'll also attend craft shows and auto racing events. Even though pensions and government transfers improve the financial picture here, these townsfolk keep close tabs on their wallet (Importance of Price).</p>
<p><b>50 COUNTRY &amp; WESTERN</b></p> <p><b>R2</b> <small>lower middle income rural couples and families</small> <b>M2</b> <small>middle age</small></p>	<p>Rank: 4                  Customers: 1,502                  Customers %: 5.91                  % in Benchmark: 0.08                  Index: <b>7,124</b></p>	<p>The living is easy in the rural communities that make up Country &amp; Western. Located in areas close to towns in the western provinces, this segment contains a mix of older singles and empty-nesting couples mostly aging in place. Nearly a third of maintainers are over 65. Eight in ten households live in a single-detached house, while 9 percent own a mobile home. With their mixed educations, those still in the labour force work in farming and blue-collar industries, earning middle incomes. Three quarters of adults are third-plus-generation Canadians, and 16 percent have an aboriginal identity—more than triple the national average. In these rugged communities, residents like to go boating, camping and hiking; many also like roaring around the countryside on motorcycles and snow mobiles. Their idea of a splurge is going to the closest ice cream shop. With a strong self-reliant streak, they enjoy sewing, crafting and doing home improvement projects. But they worry that immigration is diluting their Canadian traditions and believe that newcomers should blend into the dominant culture (Cultural Assimilation).</p>
<p><b>14 KICK-BACK COUNTRY</b></p> <p><b>R1</b> <small>middle income rural couples and families</small> <b>F3</b> <small>middle age</small></p>	<p>Rank: 5                  Customers: 1,401                  Customers %: 5.51                  % in Benchmark: 2.60                  Index: <b>212</b></p>	<p>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.</p>

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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