

Community Profile: West Elgin – West Lorne

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



ENVIRONICS
ANALYTICS

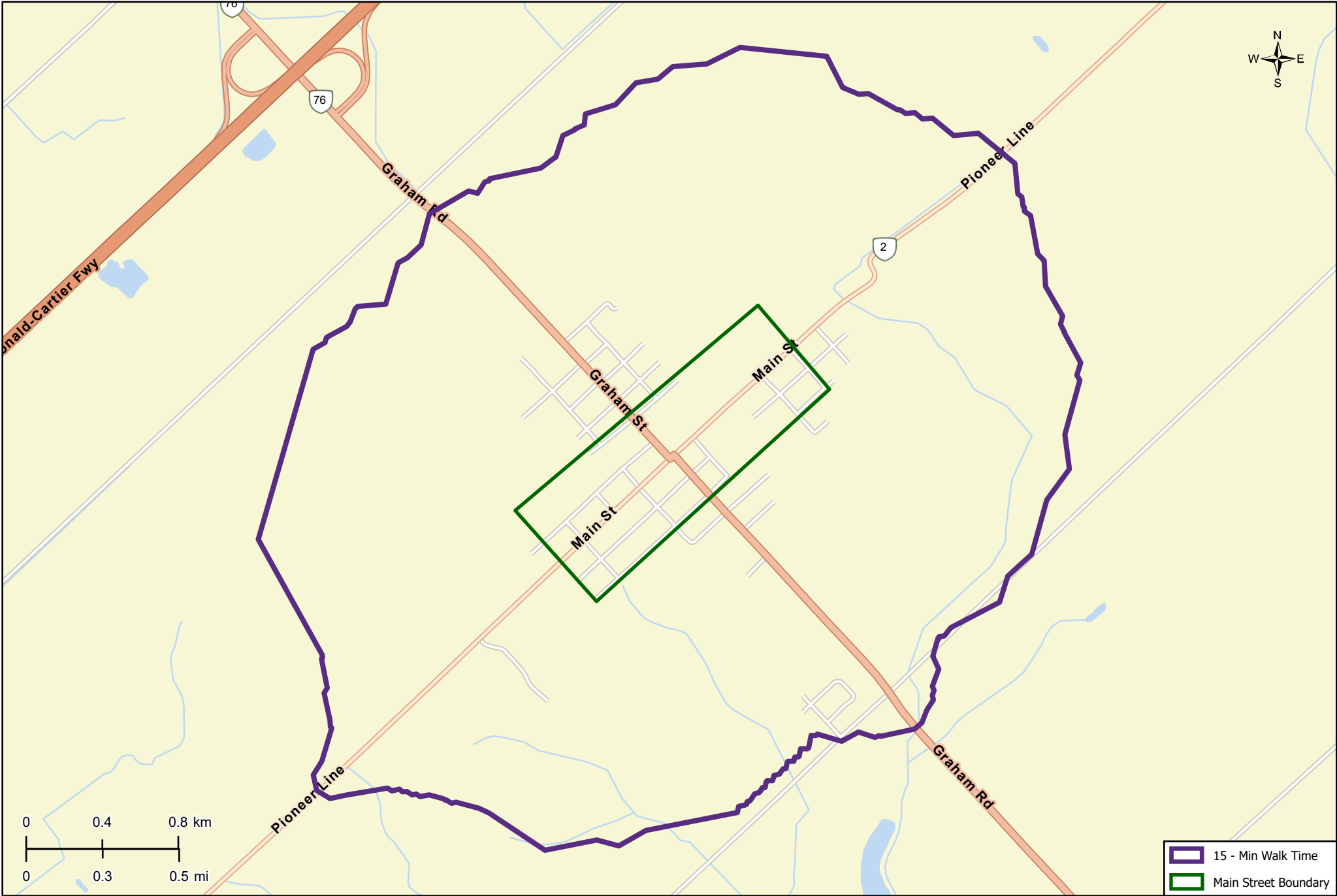
Confidential

Date: February 24, 2022

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West Elgin - West Lorne
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: West Elgin - West Lorne

POPULATION

1,989

HOUSEHOLDS

917

MEDIAN MAINTAINER AGE

60

Index: 111

MARITAL STATUS



60.9%

Index: 105

Married/Common-Law

FAMILY STATUS*

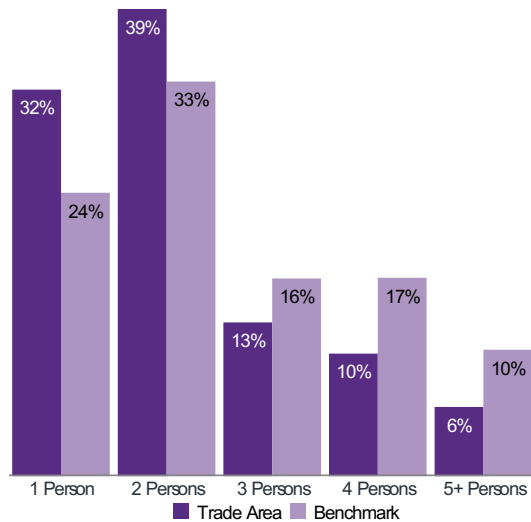


50.3%

Index: 135

Couples Without Children At Home

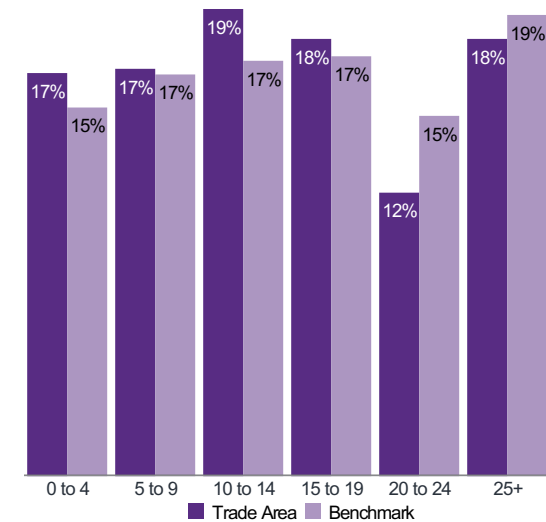
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	94	4.7	93
5 to 9	95	4.8	89
10 to 14	108	5.4	96
15 to 19	113	5.7	96
20 to 24	108	5.4	81
25 to 29	105	5.3	75
30 to 34	105	5.3	79
35 to 39	101	5.1	79
40 to 44	102	5.1	83
45 to 49	115	5.8	92
50 to 54	137	6.9	105
55 to 59	165	8.3	114
60 to 64	170	8.5	127
65 to 69	140	7.0	124
70 to 74	125	6.3	131
75 to 79	88	4.4	134
80 to 84	63	3.2	145
85+	55	2.8	125

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

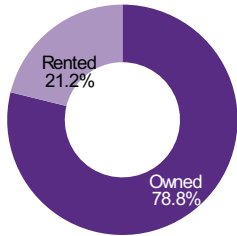
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Demographics | Housing & Income

Trade Area: West Elgin - West Lorne

Population: 1,989 | Households: 917

TENURE



STRUCTURE TYPE



86.6%
Index: **112**



12.7%
Index: **57**

AGE OF HOUSING*

60+ Years Old
% Comp: **39.6** Index: **191**

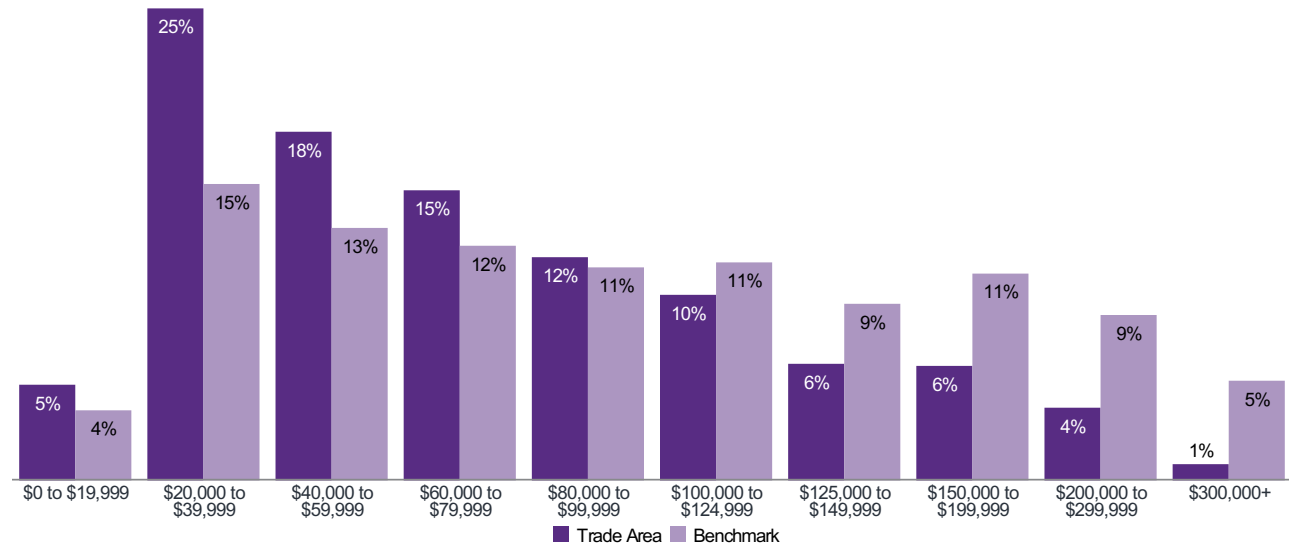
AVERAGE HOUSEHOLD INCOME



\$77,778

Index: **68**

HOUSEHOLD INCOME DISTRIBUTION



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Demographics | Education & Employment

Trade Area: West Elgin - West Lorne

Population: 1,989 | Households: 917

EDUCATION



10.0%

Index:38

University Degree

LABOUR FORCE PARTICIPATION



53.0%

Index:81

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



33.8%

Index:93

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

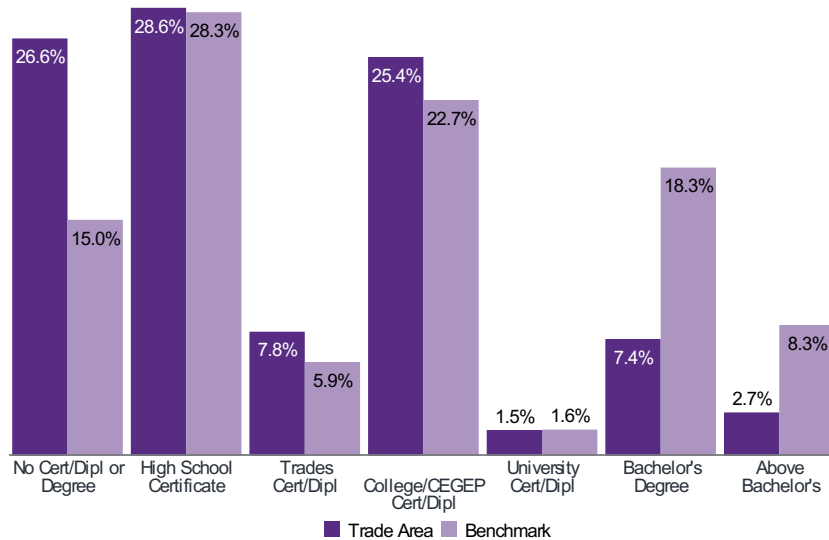


3.4%

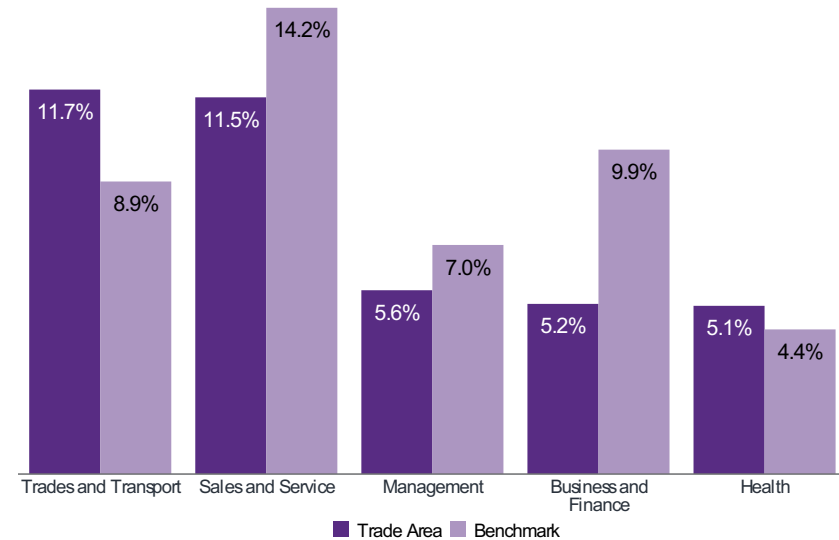
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Travel to work by **Car (as Passenger)**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



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*Ranked by percent composition

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Demographics | Diversity

Trade Area: West Elgin - West Lorne

Population: 1,989 | Households: 917

ABORIGINAL IDENTITY



2.4%

Index:103

VISIBLE MINORITY PRESENCE



5.4%

Index:18

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



1.1%

Index:55

No knowledge of English or French

IMMIGRATION



15.5%

Index:59

Born outside Canada

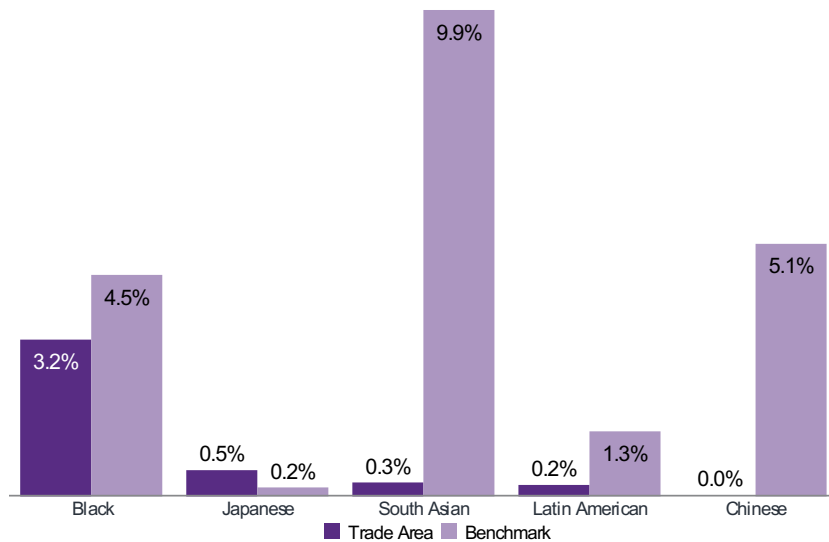
PERIOD OF IMMIGRATION*

Before 2001

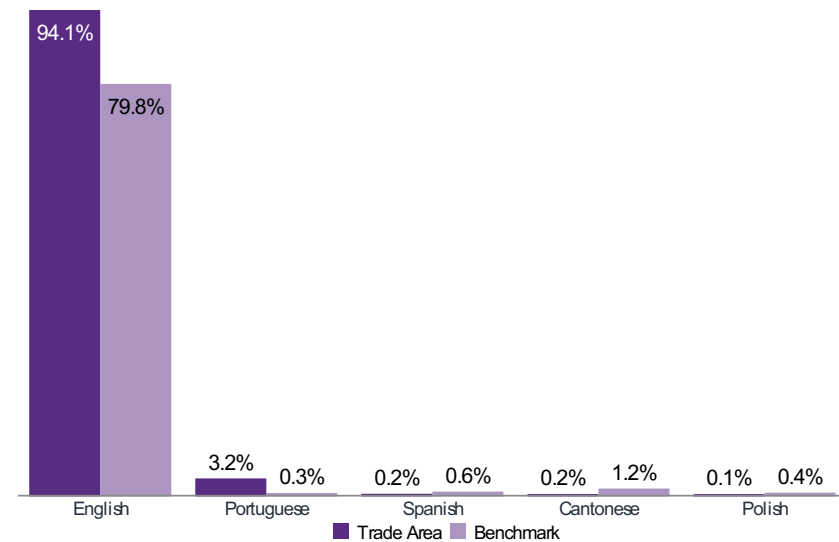
13.9%

Index:99

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark:Southern Ontario

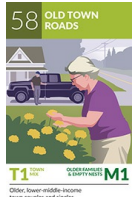
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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Top 5 segments represent **99.8%** of households in West Elgin - West Lorne



Rank:	1
Hhlds:	756
Hhld %:	82.48
% in Benchmark:	1.22
Index:	6,786

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).



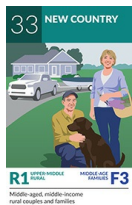
Rank:	2
Hhlds:	108
Hhld %:	11.78
% in Benchmark:	3.11
Index:	379

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



Rank:	3
Hhlds:	40
Hhld %:	4.42
% in Benchmark:	4.83
Index:	91

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:	4
Hhlds:	8
Hhld %:	0.87
% in Benchmark:	2.74
Index:	32

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:	2
Hhld %:	0.26
% in Benchmark:	1.22
Index:	21

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 - West Lorne

Strong Values

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Importance of Aesthetics	56
Importance of Brand	60
Pursuit of Novelty	63
Concern for Appearance	64

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.

Aversion to Complexity

Tendency to find it difficult to adapt to the uncertainties of modern life, and to feel threatened by the changes and complexities of society today. A desire to avoid this complexity as a learning experience and a source of opportunity.

Discriminating Consumerism

Tendency to actively adopt defensive stratagems to shield oneself from the artificial needs created by the consumer society, and to seek product information before making purchases.

Descriptions | Top 3 Weak Values

Attraction For Crowds

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

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.

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.

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 - West Lorne

WealthScapes Households: 903

INCOME*

Household Income

\$ 78,051

Index: **67**

Household Disposable Income

\$ 65,171

Index: **71**

Household Discretionary Income

\$ 46,317

Index: **72**

Annual RRSP Contributions

\$ 2,152

Index: **60**

WEALTH*



Net Worth

% Holders

99.7% Index: **100**

Balance

\$395,635

Index: **54**

ASSETS*



Savings

% Holders

94.5% Index: **99**

Balance

\$47,103

Index: **62**



Investments

% Holders

52.3% Index: **87**

Balance

\$208,297

Index: **62**



Unlisted Shares

% Holders

10.4% Index: **84**

Balance

\$153,293

Index: **48**



Real Estate

% Holders

80.4% Index: **106**

Balance

\$375,317

Index: **50**



Liquid Assets

% Holders

96.7% Index: **99**

Balance

\$190,737

Index: **58**

DEBT*



Consumer Debt

% Holders

90.1% Index: **99**

Balance

\$51,734

Index: **78**



Mortgage Debt

% Holders

47.3% Index: **102**

Balance

\$129,320

Index: **43**

FINANCIAL RATIO



Debt:Asset

% Holders

0.21% Index: **101**

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 - West Lorne

WealthScapes Households: 903

FINANCIAL RATIOS*



Debt: Asset

0.21

Index: 101



Debt: Liquid Assets

0.58

Index: 95



Consumer Debt - Discr. Income

1.01

Index: 108



Savings - Investments

0.69

Index: 115



Pension - Non-Pension Assets

0.26

Index: 117



Real Estate Assets - Liq. Assets

1.64

Index: 93



Mortgage - Real Estate Assets

0.20

Index: 83



Mortgage - Consumer Debt

1.31

Index: 57

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 - West Lorne

Households: 917

Total Aggregate Current Consumption: \$52,338,760

Average Current Consumption

\$57,076

Index 70

Average Household Income










\$76,646

Index 67

Average Disposable Income

\$63,601

Index 71

 <p>Shelter</p> <p>Avg. Dollars/Household: \$13,547 Index: 64</p> <p>Pct. of Total Expenditure: 23.7% Index: 92</p>	 <p>Transportation</p> <p>Avg. Dollars/Household: \$10,558 Index: 77</p> <p>Pct. of Total Expenditure: 18.5% Index: 110</p>	 <p>Food</p> <p>Avg. Dollars/Household: \$8,946 Index: 70</p> <p>Pct. of Total Expenditure: 15.7% Index: 100</p>
 <p>Health Care</p> <p>Avg. Dollars/Household: \$5,293 Index: 97</p> <p>Pct. of Total Expenditure: 9.3% Index: 139</p>	 <p>Household Operation</p> <p>Avg. Dollars/Household: \$4,075 Index: 71</p> <p>Pct. of Total Expenditure: 7.1% Index: 102</p>	 <p>Recreation</p> <p>Avg. Dollars/Household: \$2,971 Index: 62</p> <p>Pct. of Total Expenditure: 5.2% Index: 89</p>
 <p>Household Furnishings</p> <p>Avg. Dollars/Household: \$2,754 Index: 69</p> <p>Pct. of Total Expenditure: 4.8% Index: 99</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household: \$2,608 Index: 73</p> <p>Pct. of Total Expenditure: 4.6% Index: 105</p>	 <p>Clothing</p> <p>Avg. Dollars/Household: \$2,178 Index: 66</p> <p>Pct. of Total Expenditure: 3.8% Index: 94</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 - West Lorne

Households: 917

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
\$76,646	\$8,946	\$2,498	\$6,448
Index 67	Index 70	Index 62	Index 74

Total Aggregate Food Expenditure: \$ 8,203,475

 <p>Bakery</p> <p>Avg. Dollars/Household: \$644 Index 74</p> <p>Pct. of Total Expenditure: 10.0% Index 100</p>	 <p>Cereal Products</p> <p>Avg. Dollars/Household: \$409 Index 80</p> <p>Pct. of Total Expenditure: 6.3% Index 109</p>	 <p>Fruit and nuts</p> <p>Avg. Dollars/Household: \$759 Index 69</p> <p>Pct. of Total Expenditure: 11.8% Index 94</p>
 <p>Vegetables</p> <p>Avg. Dollars/Household: \$615 Index 66</p> <p>Pct. of Total Expenditure: 9.5% Index 90</p>	 <p>Dairy products & Eggs</p> <p>Avg. Dollars/Household: \$1,045 Index 82</p> <p>Pct. of Total Expenditure: 16.2% Index 111</p>	 <p>Meat</p> <p>Avg. Dollars/Household: \$1,138 Index 72</p> <p>Pct. of Total Expenditure: 17.6% Index 98</p>
 <p>Fish & Seafood</p> <p>Avg. Dollars/Household: \$163 Index 55</p> <p>Pct. of Total Expenditure: 2.5% Index 75</p>	 <p>Beverages & Other Food</p> <p>Avg. Dollars/Household: \$1,674 Index 76</p> <p>Pct. of Total Expenditure: 26.0% Index 103</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	10.0	11.0	91
Going to restaurants, bars or night clubs	52.5	55.1	95
Having physical Contact with family and friends	59.1	57.7	102
Participating in group activities	41.2	38.7	106
Partying	19.0	15.8	121
Seeing family and friends in person	67.2	62.8	107
Entertainment			
Attending events, festivals or concerts	45.2	42.9	105
Attending sports events (excludes professional sports)	14.9	18.2	82
Attending to professional sports events or games	26.8	25.4	105
Going to the movies	36.7	45.7	80
Movement & Travel			
Driving more	12.7	16.1	79
Shopping in-store	41.4	42.9	97
Spending time outdoors	26.2	32.5	81
Travelling outside of Canada/ abroad	42.3	53.2	79
Travelling within Canada	45.6	49.9	92
Using public transit	10.1	13.7	74
Personal			
Getting back to old habits	37.1	36.2	103
Going to a salon, barber shop or spa	30.3	33.7	90
Going to the gym	23.7	22.6	105
Education/Work			
Children going back to school	20.3	20.3	100
Going back to work	8.2	17.6	47
Other			
Not Stated	0.0	0.6	2

Benchmark: Southern Ontario

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(Base used for Index calculations)

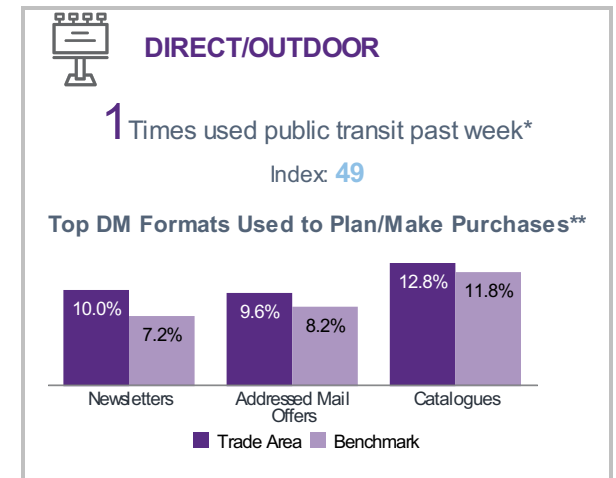
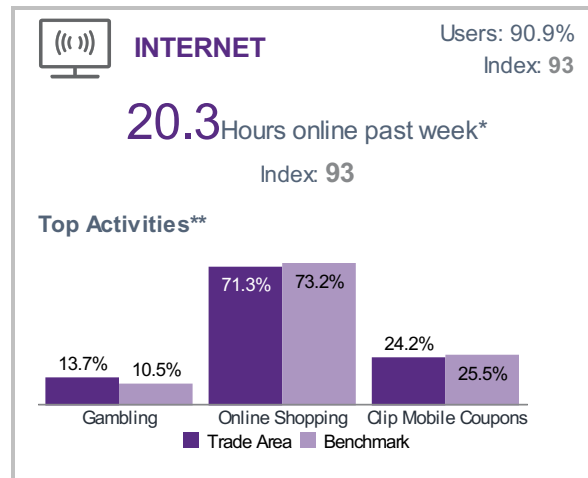
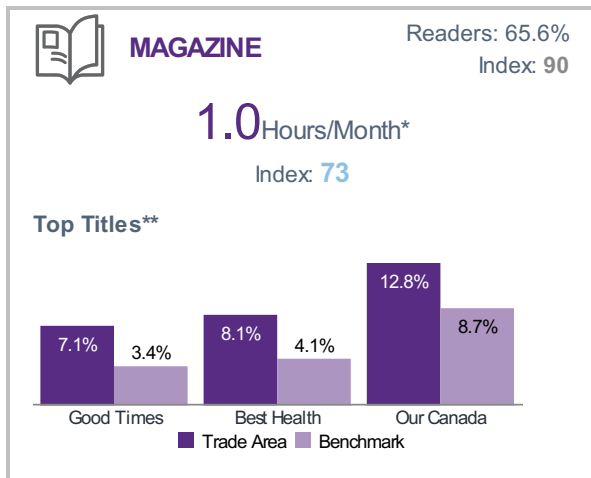
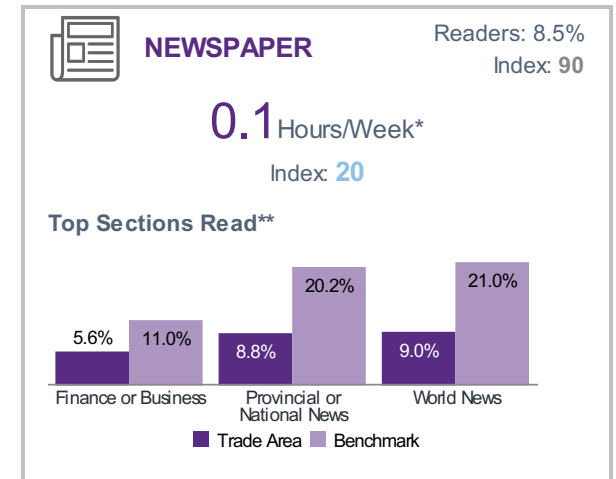
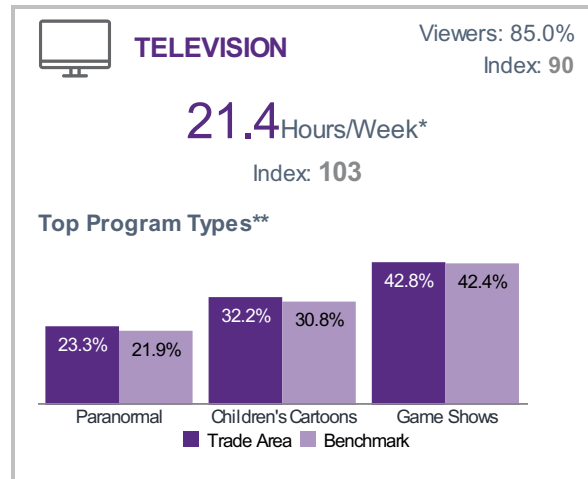
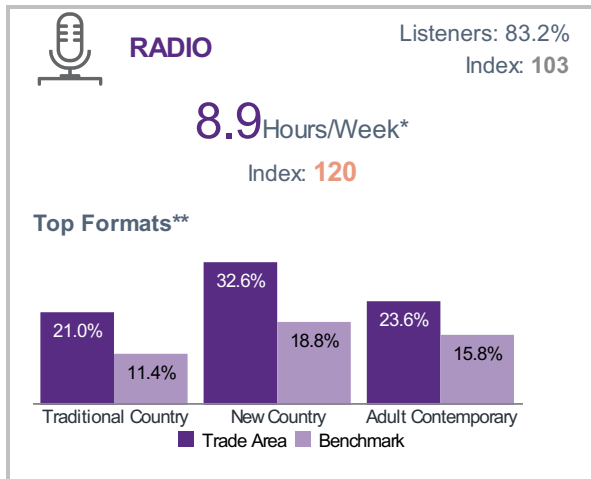
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Media and Social Media Overview

Behavioural | Media Overview

Trade Area: West Elgin - West Lorne

Household Population 14+: 1,706



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

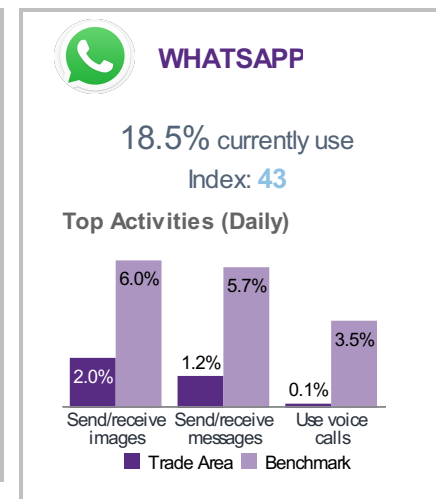
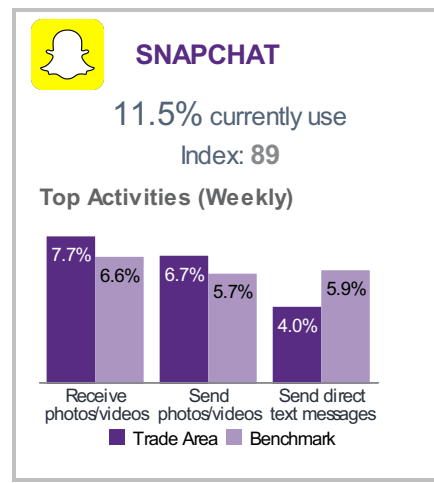
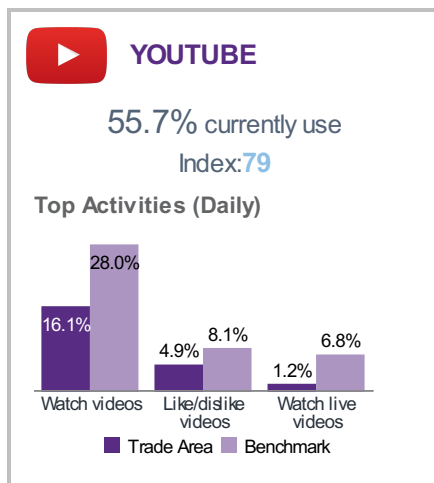
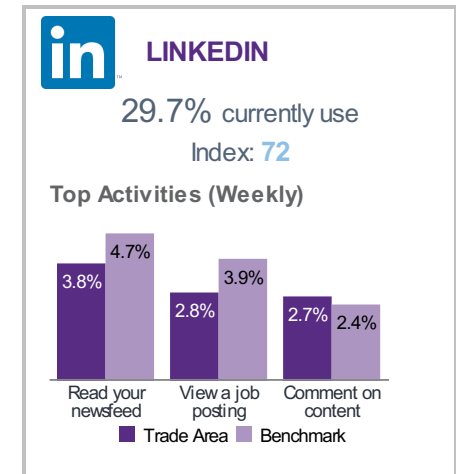
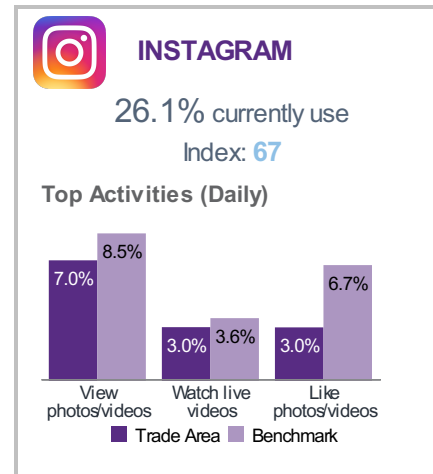
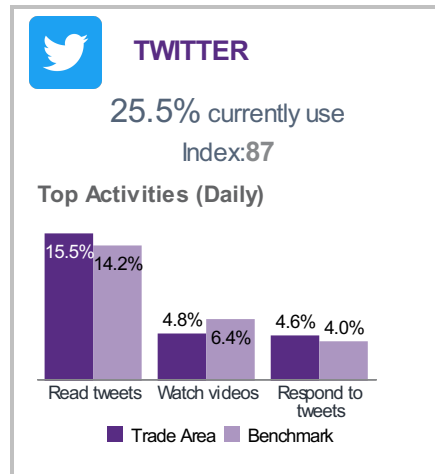
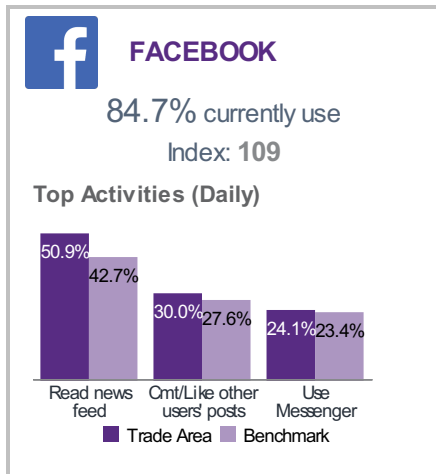
** Chosen from index ranking with minimum 5% composition.



Opticks Social | Social Media Activities

Trade Area: West Elgin - West Lorne

Household Population 18+: 1,617



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 - West Lorne

Household Population 18+: 1,617

FRIENDS IN ALL SM NETWORKS



35.3%

Index:99

0-49 friends

FREQUENCY OF USE (DAILY)



65.2%

Index:116

Facebook

BRAND INTERACTION



32.9%

Index:96

Like brand on Facebook

NO. OF BRANDS INTERACTED

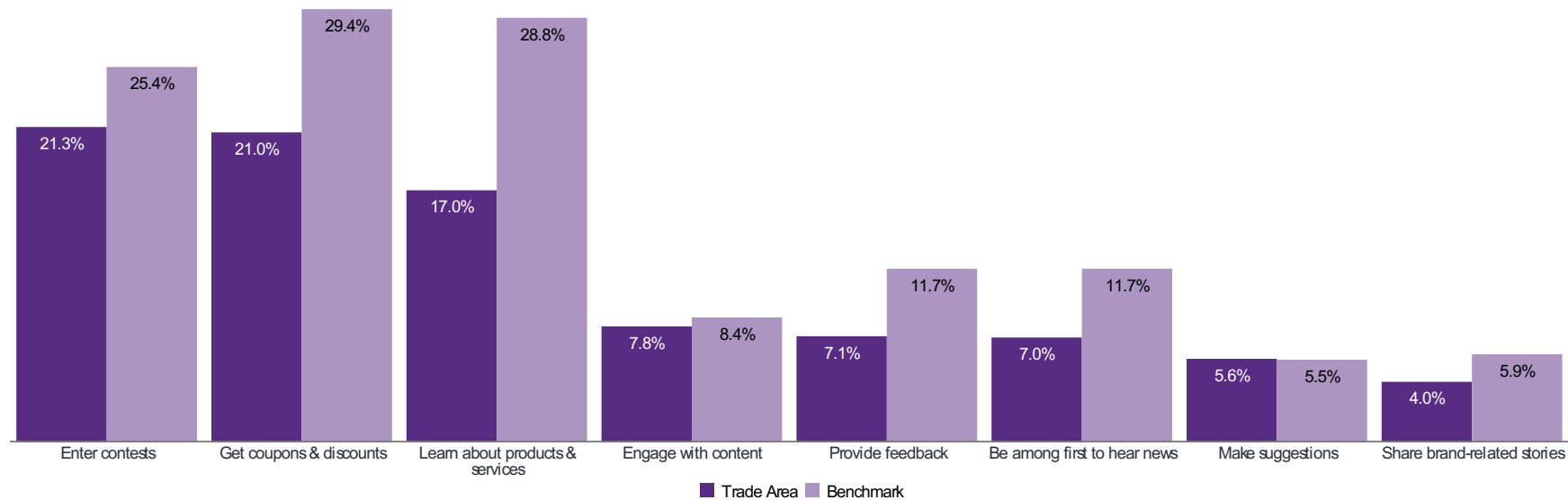


26.0%

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 - West Lorne

Total Household Population 18+: 1,617



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

% Comp **93.7** Index **107**



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

% Comp **38.1** Index **78**



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

% Comp **85.9** Index **102**



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

% Comp **32.7** Index **80**



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

% Comp **46.5** Index **82**



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

% Comp **20.8** Index **69**

Benchmark: Southern Ontario

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Ranked by percent composition.

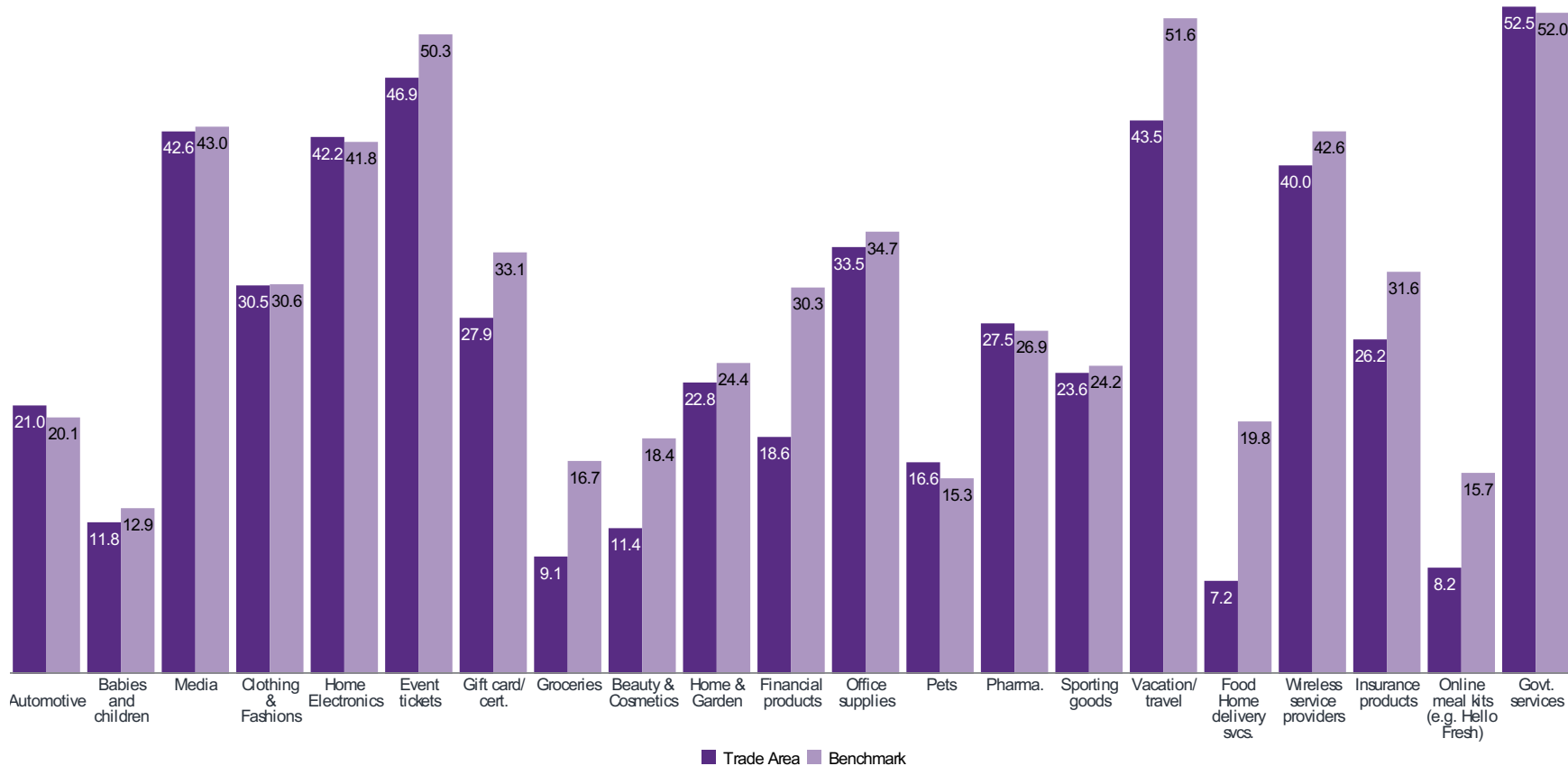
Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Purchase Preference by Category

Trade Area: West Elgin - West Lorne

Total Household Population 18+: 1,617

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

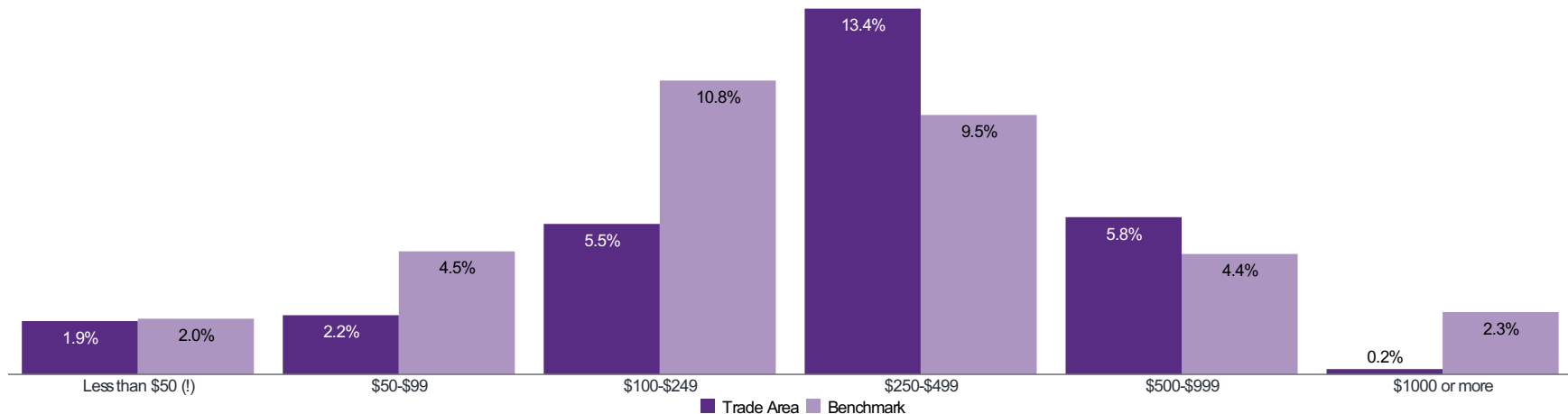
Trade Area: West Elgin - West Lorne

Total Household Population 18+: 1,617

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	60.5% Index:99	29.4% Index:80	12.6% Index:102	4.6% Index:146
Purchase preference	76.5% Index:102	30.5% Index:100	9.0% Index:92	1.9% Index:75
Customer Service	59.0% Index:96	23.1% Index:129	4.9% Index:86	23.6% Index:109

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

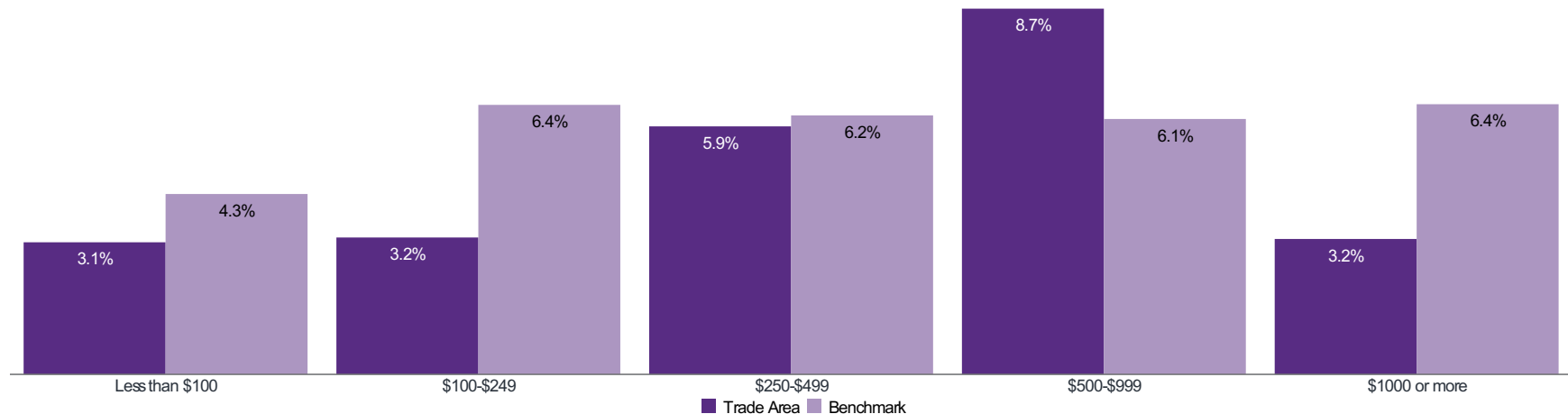
Trade Area: West Elgin - West Lorne

Total Household Population 18+: 1,617

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	59.4% Index: 118	54.7% Index: 100	13.8% Index: 89
Purchase preference	76.1% Index: 111	42.2% Index: 101	7.9% Index: 72	7.6% Index: 118
Customer Service	65.8% Index: 117	21.9% Index: 88	5.2% Index: 70	43.0% Index: 117

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

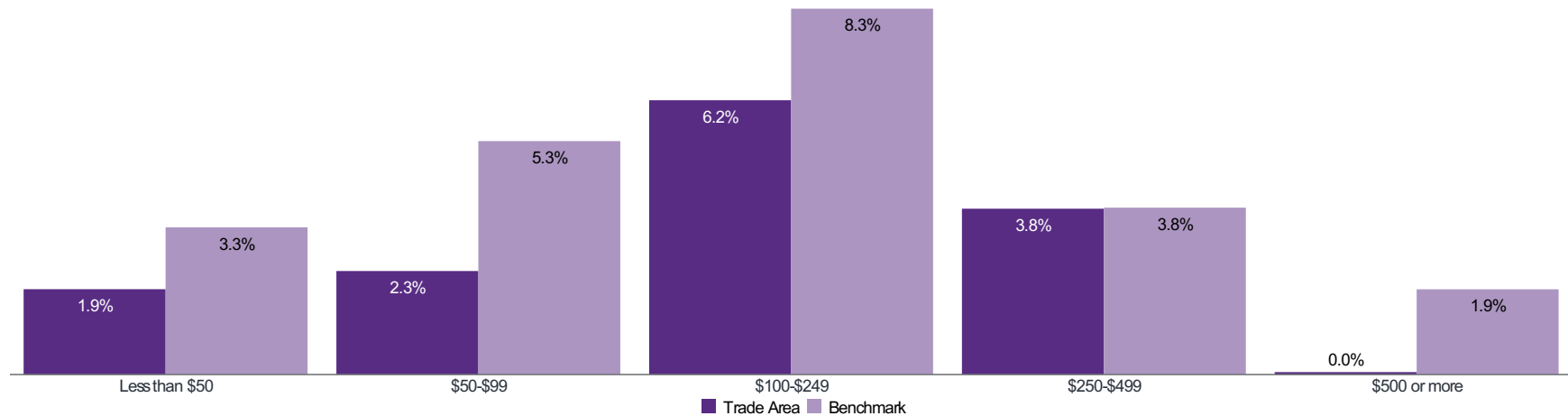
Trade Area: West Elgin - West Lorne

Total Household Population 18+: 1,617

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	51.2% Index:107	29.7% Index:85	8.0% Index:73	3.0% Index:86
Purchase preference	66.6% Index:110	27.9% Index:84	4.9% Index:56	4.7% Index:153
Customer Service	48.2% Index:114	18.8% Index:92	4.2% Index:68	34.1% Index:123

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

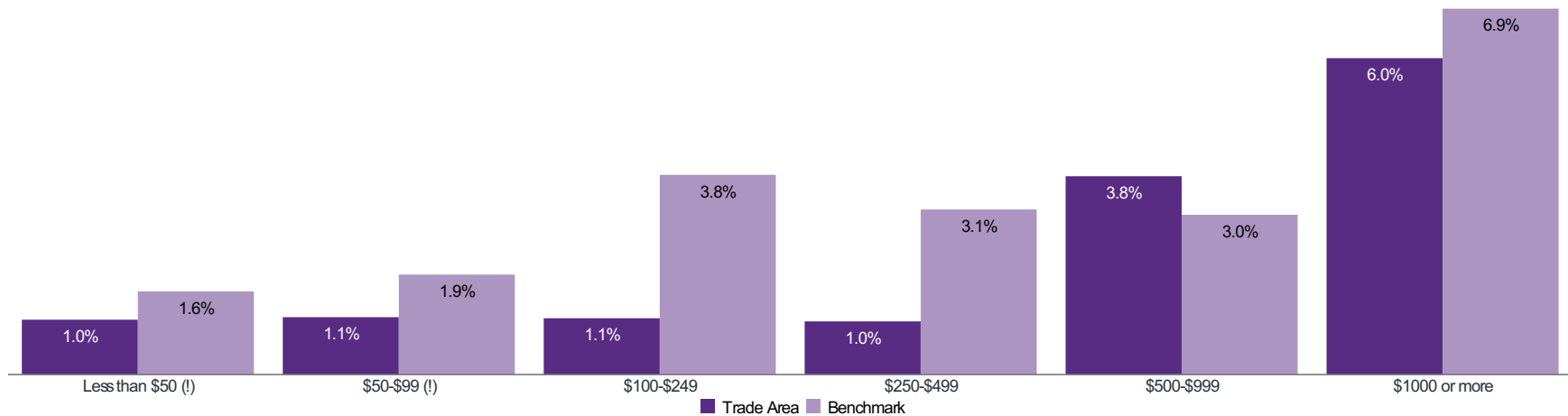
Trade Area: West Elgin - West Lorne

Total Household Population 18+: 1,617

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	74.2% Index:103	16.2% Index:66	8.8% Index:80	1.9% Index:71
Purchase preference	90.0% Index:108	9.1% Index:55	3.0% Index:48	1.0% Index:41
Customer Service	74.2% Index:106	7.1% Index:62	0.2% Index:6	18.9% Index:101

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

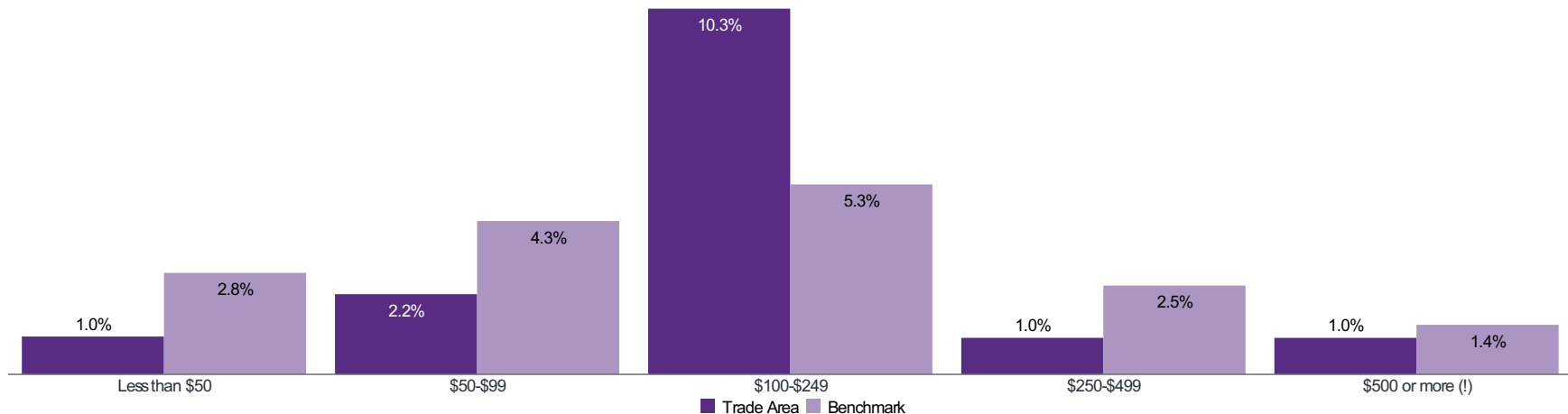
Trade Area: West Elgin - West Lorne

Total Household Population 18+: 1,617

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	30.2% Index:85	13.5% Index:61	6.8% Index:84	1.0% Index:37
Purchase preference	43.5% Index:94	11.4% Index:62	1.2% Index:19	1.8% Index:80
Customer Service	34.5% Index:95	10.9% Index:87	0.4% Index:9	11.9% Index:81

AMOUNT SPENT [PST 12 MTHS]



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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

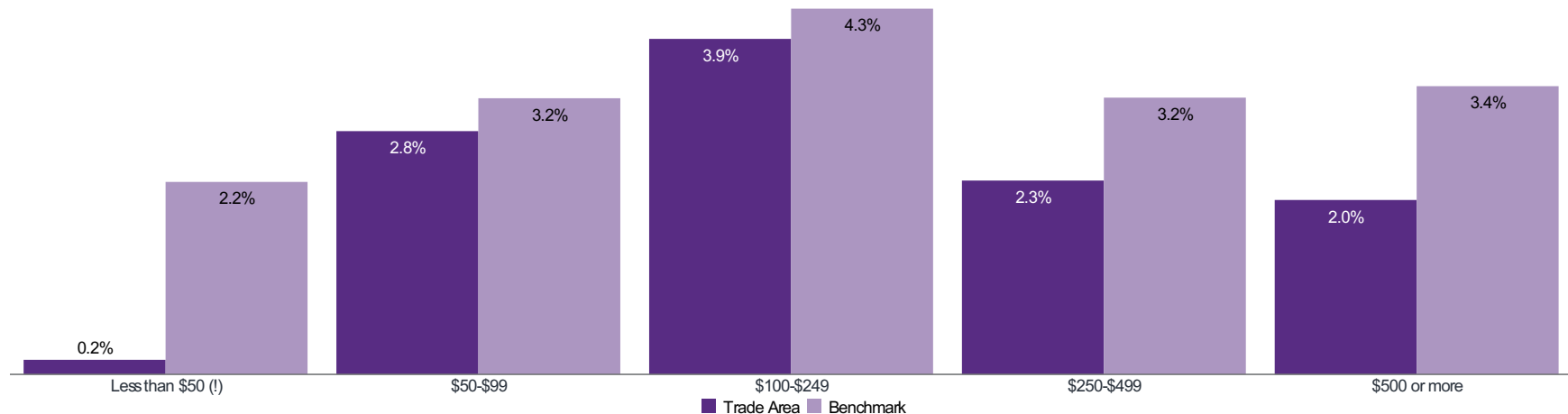
Trade Area: West Elgin - West Lorne

Total Household Population 18+: 1,617

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	52.7% Index:102	37.3% Index:98	12.9% Index:113	8.6% Index:150
Purchase preference	71.7% Index:105	22.8% Index:94	5.9% Index:85	3.8% Index:107
Customer Service	59.6% Index:110	14.9% Index:93	3.2% Index:67	21.9% Index:96

AMOUNT SPENT [PST 12 MTHS]



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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

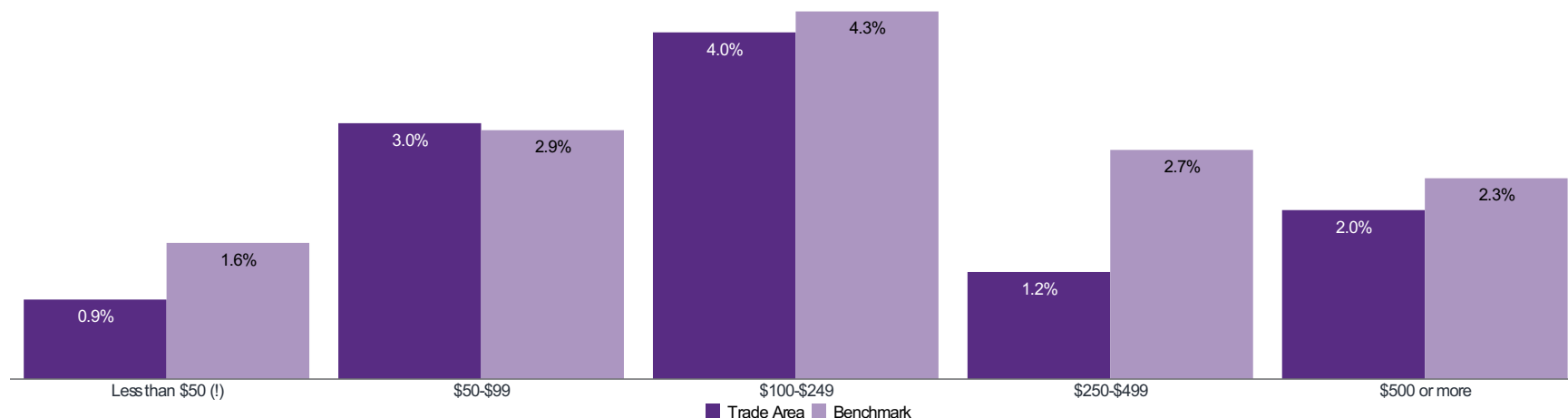
Trade Area: West Elgin - West Lorne

Total Household Population 18+: 1,617

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	41.0% Index:105	31.6% Index:98	8.0% Index:76	3.8% Index:97
Purchase preference	57.1% Index:110	23.6% Index:98	7.0% Index:93	5.6% Index:185
Customer Service	43.3% Index:103	14.7% Index:97	5.9% Index:115	22.3% Index:109

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 | Vacation/Travel Deep Dive

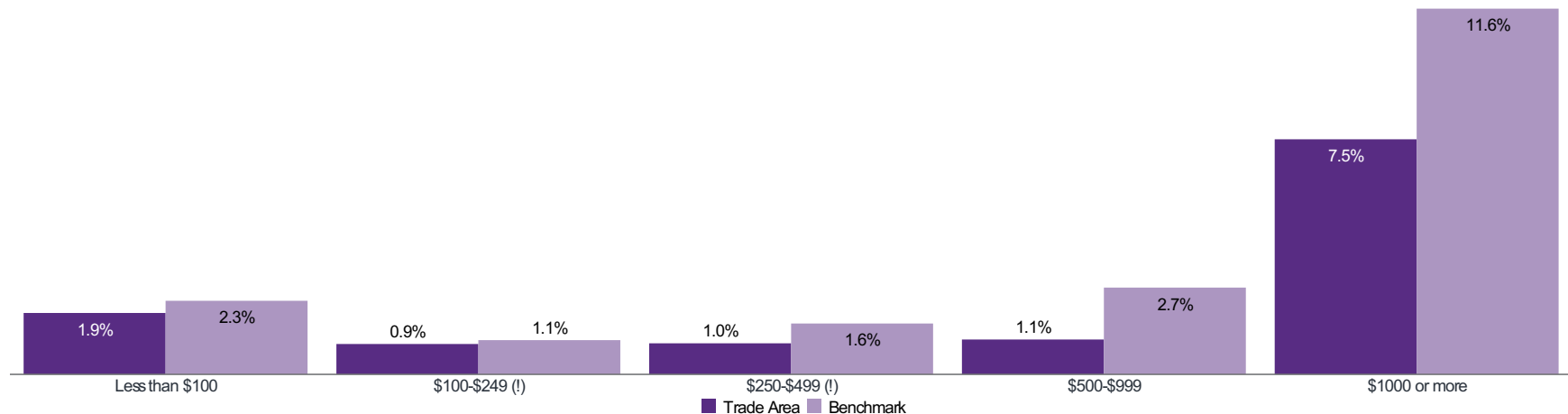
Trade Area: West Elgin - West Lorne

Total Household Population 18+: 1,617

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	22.2% Index:108	50.8% Index:88	10.3% Index:68	16.0% Index:99
Purchase preference	28.7% Index:100	43.5% Index:84	5.9% Index:64	14.9% Index:83
Customer Service	29.4% Index:101	27.7% Index:101	4.3% Index:62	42.2% 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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Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: West Elgin - West Lorne

Households:917

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: West Elgin - West Lorne

Households: 917

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



73.9%
Index: 124

Organized layout makes it easy to shop



46.6%
Index: 112

Easy to get in and get out quickly



45.6%
Index: 106

Staff are friendly and knowledgeable



44.9%
Index: 133

Short checkout lines/fast checkout



41.2%
Index: 115

I like the store ambiance



25.2%
Index: 126

Has extended hours



24.7%
Index: 90

Has self-checkout



4.5%
Index: 33

Offers an online shopping option (!)



2.2%
Index: 24

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 - West Lorne

Households:917

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO



OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	33.3	40.2	0.0 83
Leave the store and buy it elsewhere	31.2	30.9	0.0 101
Purchase another brand	33.1	21.2	0.0 156
Purchase another size or variety of the same brand (!)	2.4	7.7	0.0 32

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 - West Lorne 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%	26,093	100%	0.14%	100	26,839	100%	0.14%	100	23,183	100%	0.12%	100	21,778	100%	0.11%	100	49,529	100%	0.26%	100
3539036	London, ON (CY)	349,526	1.81%	4,113	15.76%	1.18%	871	4,349	16.21%	1.24%	895	3,503	15.11%	1.00%	834	3,268	15.00%	0.93%	829	8,221	16.60%	2.35%	917
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	3,704	14.20%	4.27%	3161	3,212	11.97%	3.71%	2665	2,831	12.21%	3.27%	2719	2,938	13.49%	3.39%	3003	6,456	13.03%	7.45%	2902
3534042	West Elgin, ON (MU)	4,438	0.02%	3,462	13.27%	78.01%	57710	3,690	13.75%	83.15%	59803	3,117	13.45%	70.24%	58480	2,890	13.27%	65.12%	57722	3,760	7.59%	84.71%	33015
3534021	St. Thomas, ON (CY)	34,774	0.18%	965	3.70%	2.77%	2053	1,299	4.84%	3.73%	2686	1,260	5.44%	3.62%	3017	825	3.79%	2.37%	2103	2,105	4.25%	6.05%	2360
3537039	Windsor, ON (CY)	191,749	0.99%	684	2.62%	0.36%	264	1,185	4.41%	0.62%	444	764	3.29%	0.40%	332	650	2.98%	0.34%	300	1,994	4.03%	1.04%	405
3534030	Dutton/Dunwich, ON (MU)	3,356	0.02%	1,347	5.16%	40.14%	29693	1,258	4.69%	37.48%	26959	1,699	7.33%	50.64%	42164	1,333	6.12%	39.72%	35206	1,920	3.88%	57.22%	22301
3539005	Southwest Middlesex, ON (MU)	5,013	0.03%	901	3.45%	17.98%	13300	648	2.41%	12.92%	9295	712	3.07%	14.20%	11824	824	3.78%	16.44%	14572	1,328	2.68%	26.50%	10327
3539015	Strathroy-Caradoc, ON (MU)	19,358	0.10%	394	1.51%	2.04%	1506	727	2.71%	3.76%	2701	497	2.15%	2.57%	2139	444	2.04%	2.29%	2032	1,212	2.45%	6.26%	2440
3537064	Lakeshore, ON (T)	33,221	0.17%	473	1.81%	1.42%	1054	360	1.34%	1.08%	779	513	2.21%	1.54%	1286	373	1.71%	1.12%	995	1,027	2.07%	3.09%	1205
3520005	Toronto, ON (C)	2,568,898	13.31%	534	2.05%	0.02%	15	380	1.42%	0.01%	11	552	2.38%	0.02%	18	314	1.44%	0.01%	11	1,025	2.07%	0.04%	16

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2019 West Elgin - West Lorne 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
1,684	717	42.6	1,051	62.4	1,054	62.6	728	43.2	1,003	59.6

**2019 West Elgin - West Lorne 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	50,043	1,003	2.0	49,040	98.0

**2020 West Elgin - West Lorne 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%	21,660	100%	0.11%	100	22,161	100%	0.11%	100	16,941	100%	0.09%	100	16,790	100%	0.09%	100	39,882	100%	0.21%	100
3539036	London, ON (CY)	349,526	1.81%	3,747	17.30%	1.07%	955	3,776	17.04%	1.08%	941	2,809	16.58%	0.80%	916	2,654	15.81%	0.76%	873	7,169	17.97%	2.05%	993
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	2,412	11.13%	2.78%	2479	2,499	11.28%	2.88%	2511	1,755	10.36%	2.02%	2306	2,300	13.70%	2.65%	3049	5,214	13.07%	6.01%	2910
3534042	West Elgin, ON (MU)	4,438	0.02%	3,499	16.16%	78.85%	70270	2,977	13.43%	67.08%	58424	2,886	17.04%	65.03%	74103	3,025	18.02%	68.16%	78357	3,678	9.22%	82.89%	40117
3534030	Dutton/Dunwich, ON (MU)	3,356	0.02%	1,860	8.59%	55.42%	49388	1,550	6.99%	46.18%	40220	1,833	10.82%	54.61%	62220	1,663	9.90%	49.55%	56962	2,305	5.78%	68.69%	33248
3534021	St. Thomas, ON (CY)	34,774	0.18%	833	3.85%	2.40%	2135	1,144	5.16%	3.29%	2864	1,120	6.61%	3.22%	3669	708	4.22%	2.04%	2341	1,961	4.92%	5.64%	2730
3537039	Windsor, ON (CY)	191,749	0.99%	415	1.92%	0.22%	193	1,265	5.71%	0.66%	575	440	2.60%	0.23%	262	442	2.63%	0.23%	265	1,812	4.54%	0.94%	457
3539005	Southwest Middlesex, ON (MU)	5,013	0.03%	796	3.68%	15.89%	14157	845	3.81%	16.85%	14674	968	5.72%	19.32%	22009	467	2.78%	9.32%	10720	1,374	3.45%	27.42%	13269
3537064	Lakeshore, ON (T)	33,221	0.17%	459	2.12%	1.38%	1231	634	2.86%	1.91%	1663	154	0.91%	0.46%	530	247	1.47%	0.74%	854	970	2.43%	2.92%	1413
3539015	Strathroy-Caradoc, ON (MU)	19,358	0.10%	517	2.39%	2.67%	2382	306	1.38%	1.58%	1379	240	1.42%	1.24%	1413	174	1.04%	0.90%	1032	806	2.02%	4.17%	2016
3534020	Central Elgin, ON (MU)	11,529	0.06%	360	1.66%	3.13%	2786	395	1.78%	3.42%	2983	292	1.73%	2.54%	2889	302	1.80%	2.62%	3016	711	1.78%	6.17%	2987

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2020 West Elgin - West Lorne 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
1,684	1,422	84.4	957	56.9	1,000	59.4	1,233	73.2	1,371	81.4

**2020 West Elgin - West Lorne 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	40,181	1,371	3.4	38,809	96.6

**2021 West Elgin - West Lorne 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%	14,718	100%	0.08%	100	28,182	100%	0.15%	100	19,718	100%	0.10%	100	15,742	100%	0.08%	100	39,175	100%	0.20%	100
3539036	London, ON (CY)	349,526	1.81%	2,320	15.76%	0.66%	870	6,510	23.10%	1.86%	1276	3,265	16.56%	0.93%	915	2,689	17.08%	0.77%	944	8,013	20.45%	2.29%	1130
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	1,509	10.25%	1.74%	2283	3,264	11.58%	3.77%	2579	1,768	8.96%	2.04%	1996	879	5.58%	1.01%	1243	4,344	11.09%	5.01%	2469
3534042	West Elgin, ON (MU)	4,438	0.02%	2,678	18.20%	60.35%	79153	2,549	9.04%	57.44%	39340	2,386	12.10%	53.77%	52633	2,754	17.49%	62.05%	76082	3,252	8.30%	73.28%	36107
3534030	Dutton/Dunwich, ON (MU)	3,356	0.02%	1,404	9.54%	41.85%	54882	2,390	8.48%	71.23%	48786	1,805	9.15%	53.78%	52645	1,820	11.56%	54.25%	66515	2,381	6.08%	70.96%	34962
3534021	St. Thomas, ON (CY)	34,774	0.18%	706	4.80%	2.03%	2663	1,240	4.40%	3.57%	2442	1,828	9.27%	5.26%	5146	411	2.61%	1.18%	1448	1,703	4.35%	4.90%	2413
3539005	Southwest Middlesex, ON (MU)	5,013	0.03%	688	4.67%	13.72%	17999	1,420	5.04%	28.32%	19399	791	4.01%	15.78%	15443	1,280	8.13%	25.52%	31298	1,679	4.29%	33.49%	16501
3537039	Windsor, ON (CY)	191,749	0.99%	263	1.79%	0.14%	180	1,007	3.57%	0.53%	360	445	2.25%	0.23%	227	319	2.03%	0.17%	204	1,354	3.46%	0.71%	348
3539015	Strathroy-Caradoc, ON (MU)	19,358	0.10%	387	2.63%	2.00%	2623	386	1.37%	1.99%	1365	136	0.69%	0.70%	690	448	2.85%	2.32%	2841	1,069	2.73%	5.52%	2722
3521010	Brampton, ON (CY)	596,084	3.09%	221	1.50%	0.04%	49	423	1.50%	0.07%	49	542	2.75%	0.09%	89	63	0.40%	0.01%	13	956	2.44%	0.16%	79
3537064	Lakeshore, ON (T)	33,221	0.17%	64	0.43%	0.19%	251	501	1.78%	1.51%	1033	179	0.91%	0.54%	528	198	1.26%	0.60%	732	596	1.52%	1.80%	885

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 West Elgin - West Lorne 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
1,684	731	43.4	651	38.6	748	44.4	907	53.8	1,003	59.6

2021 West Elgin - West Lorne 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	39,804	1,003	2.5	38,801	97.5

Top 5 segments represent **36.6%** of customers in Southern Ontario

 <p>33 NEW COUNTRY</p> <p>R1 RURAL RESIDENCE Middle-aged, middle-income rural couples and families</p> <p>F3 HIGH COLLEGE ATTENDANCE</p>	<p>Rank: 1</p> <p>Customers: 4,992</p> <p>Customers %: 13.51</p> <p>% in Benchmark: 2.74</p> <p>Index: 493</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>41 DOWN TO EARTH</p> <p>R2 RURAL RESIDENCE Older, middle-income rural couples and families</p> <p>M1 MODERATE COLLEGE ATTENDANCE</p>	<p>Rank: 2</p> <p>Customers: 2,758</p> <p>Customers %: 7.47</p> <p>% in Benchmark: 2.91</p> <p>Index: 257</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>19 FAMILY MODE</p> <p>S3 SUBURBAN RESIDENCE Suburban, upscale middle-aged families</p> <p>F3 HIGH COLLEGE ATTENDANCE</p>	<p>Rank: 3</p> <p>Customers: 2,238</p> <p>Customers %: 6.06</p> <p>% in Benchmark: 4.68</p> <p>Index: 129</p>	<p>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.</p>
 <p>14 KICK-BACK COUNTRY</p> <p>R1 RURAL RESIDENCE Rural, middle-aged upscale families and couples</p> <p>F3 HIGH COLLEGE ATTENDANCE</p>	<p>Rank: 4</p> <p>Customers: 1,784</p> <p>Customers %: 4.83</p> <p>% in Benchmark: 2.60</p> <p>Index: 186</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>
 <p>23 MID-CITY MELLOW</p> <p>U2 URBAN RESIDENCE Older and mature city homeowners</p> <p>M1 MODERATE COLLEGE ATTENDANCE</p>	<p>Rank: 5</p> <p>Customers: 1,754</p> <p>Customers %: 4.75</p> <p>% in Benchmark: 4.63</p> <p>Index: 102</p>	<p>Mid-City Mellow epitomizes a traditional view of the Canadian Dream: owning a home in an attractive setting while building a comfortable nest egg. In this segment, nearly 90 percent of members own single-detached houses, which typically were built between 1960 and 1990. These older and mature households enjoy upper-middle incomes and well-established neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Mid-City Mellow is a mixed group, a collection of both older couples and middle-aged families raising older children. Few segments have a lower five-year mobility rate. Most households contain third-plus-generation Canadians, though there's an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, Portuguese, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of white collar, blue collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy sporting events such as horse racing, hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours as they believe that other cultures have a great deal to teach us (Culture Sampling).</p>

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+