# Community Profile: Haldimand County – Hagersville

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

Date: March 7, 2022
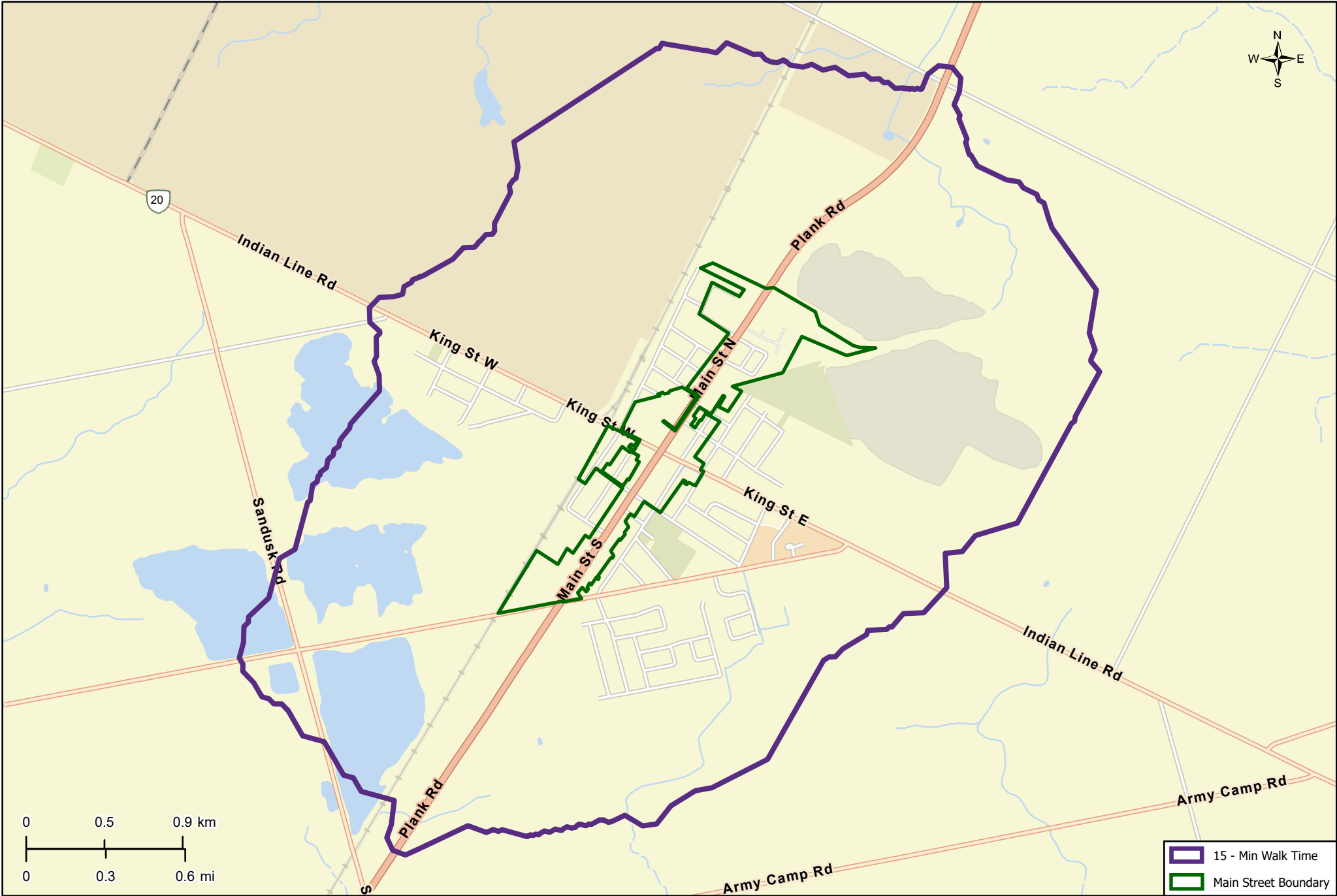
# Table of Contents

# Haldimand County - Hagersville
## Main Street Boundary and Trade Area

ENVIRONICS
ANALYTICS

20

Indian Line Rd

Plank Rd

King St W

King St W

Main St N

Sandusk Rd

King St E

Main St S

Indian Line Rd

Plank Rd

Army Camp Rd

Army Camp Rd

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

N
W E
S

**Legend:**
- 15 - Min Walk Time
- Main Street Boundary

2022-01-12 12:43 PM

1

# Demographics, PRIZM Profile, and Psychographics

# Demographics | Population & Households

**Trade Area:** Haldimand County - Hagersville

## POPULATION
**4,291**

## HOUSEHOLDS
**1,706**

## MEDIAN MAINTAINER AGE
**56**

Index:104

## MARITAL STATUS
**59.8%**

Index: **103**

Married/Common-Law

## FAMILY STATUS*
**46.0%**

Index:**123**

Couples Without Children At Home

## HOUSEHOLD SIZE

| Household Size | Trade Area | Benchmark |
|---|---|---|
| 1 Person | 26% | 24% |
| 2 Persons | 39% | 33% |
| 3 Persons | 15% | 16% |
| 4 Persons | 12% | 17% |
| 5+ Persons | 7% | 10% |
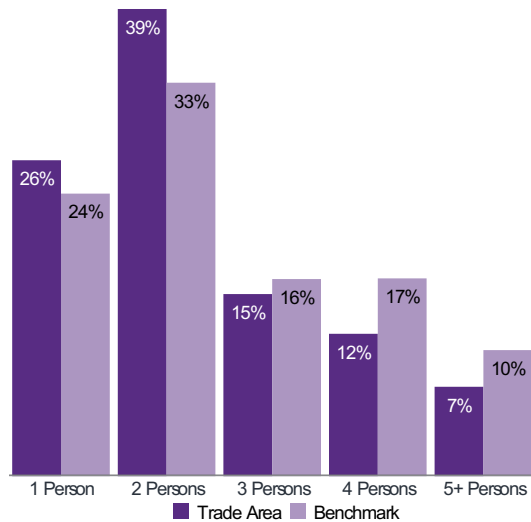
## POPULATION BY AGE

|          | Count | %   | Index |
|----------|-------|-----|-------|
| 0 to 4   | 234   | 5.5 | 108   |
| 5 to 9   | 257   | 6.0 | 111   |
| 10 to 14 | 237   | 5.5 | 97    |
| 15 to 19 | 231   | 5.4 | 91    |
| 20 to 24 | 242   | 5.6 | 84    |
| 25 to 29 | 271   | 6.3 | 90    |
| 30 to 34 | 290   | 6.8 | 102   |
| 35 to 39 | 262   | 6.1 | 94    |
| 40 to 44 | 241   | 5.6 | 91    |
| 45 to 49 | 243   | 5.7 | 90    |
| 50 to 54 | 260   | 6.1 | 92    |
| 55 to 59 | 311   | 7.2 | 100   |
| 60 to 64 | 320   | 7.5 | 111   |
| 65 to 69 | 287   | 6.7 | 118   |
| 70 to 74 | 230   | 5.4 | 112   |
| 75 to 79 | 169   | 3.9 | 119   |
| 80 to 84 | 104   | 2.4 | 111   |
| 85+      | 103   | 2.4 | 108   |

## AGE OF CHILDREN AT HOME
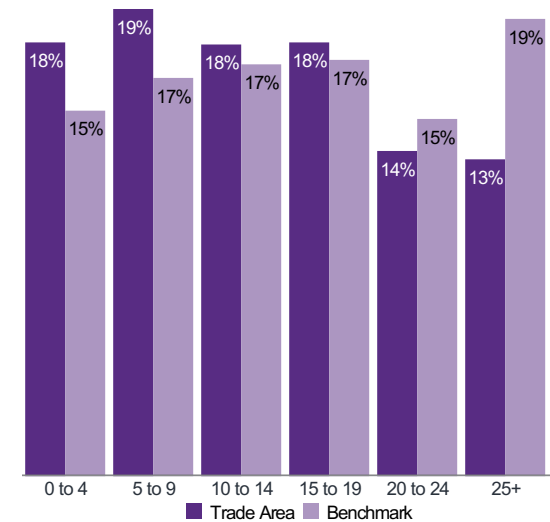
| Age | Trade Area | Benchmark |
|---|---|---|
| 0 to 4 | 18% | 15% |
| 5 to 9 | 19% | 17% |
| 10 to 14 | 18% | 17% |
| 15 to 19 | 18% | 17% |
| 20 to 24 | 14% | 15% |
| 25+ | 13% | 19% |

**Benchmark:**Southern Ontario

*Chosen from index ranking with minimum 5% composition

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

# Demographics | Housing & Income

**Trade Area:** Haldimand County - Hagersville

**Population:** 4,291 | **Households:** 1,706

## TENURE

Rented 23.7%

Owned 76.3%
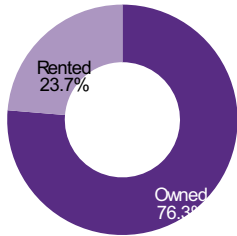
## STRUCTURE TYPE

**89.4%**

Houses

Index:115

**10.0%**

Apartments

Index:45

## AGE OF HOUSING*

## 60+ Years Old

% Comp:38.6    Index: 187

## AVERAGE HOUSEHOLD INCOME

## $94,769

Index:82

## HOUSEHOLD INCOME DISTRIBUTION
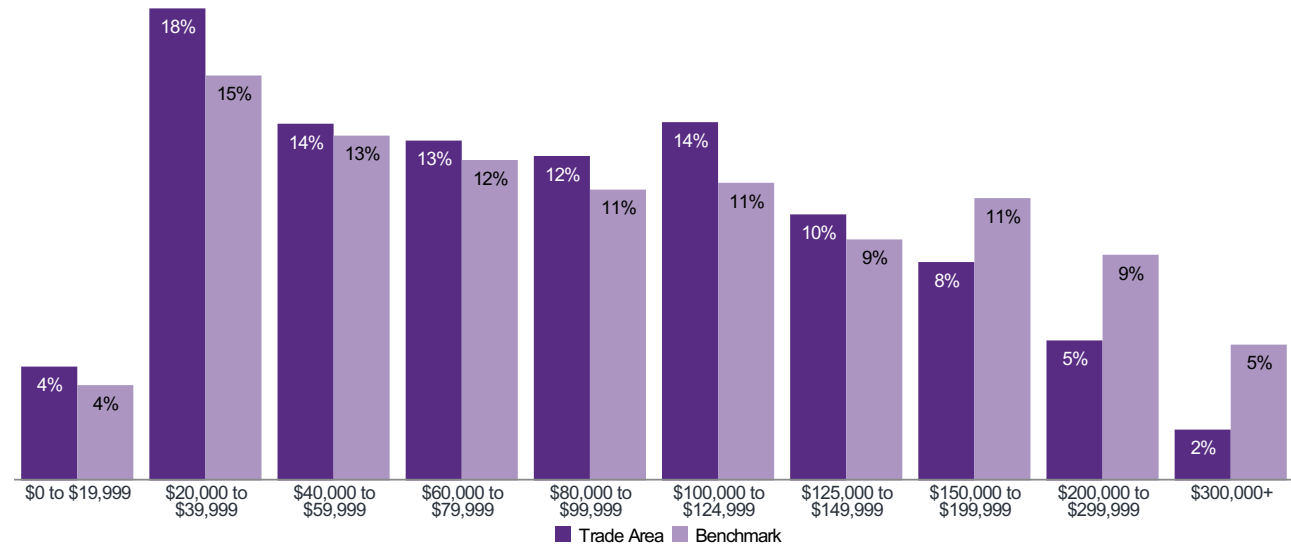
| Income Range | Trade Area | Benchmark |
|---|---|---|
| $0 to $19,999 | 4% | 4% |
| $20,000 to $39,999 | 18% | 15% |
| $40,000 to $59,999 | 14% | 13% |
| $60,000 to $79,999 | 13% | 12% |
| $80,000 to $99,999 | 12% | 11% |
| $100,000 to $124,999 | 14% | 11% |
| $125,000 to $149,999 | 10% | 9% |
| $150,000 to $199,999 | 8% | 11% |
| $200,000 to $299,999 | 5% | 9% |
| $300,000+ | 2% | 5% |

■ Trade Area  ■ Benchmark

**Benchmark:**Southern Ontario

*Chosen from index ranking with minimum 5% composition

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

# Demographics | Education & Employment

**Trade Area:** Haldimand County - Hagersville

**Population:** 4,291  |  **Households:** 1,706

## EDUCATION

**10.0%**
Index:37

University Degree

## LABOUR FORCE PARTICIPATION

**63.6%**
Index:98

Participation Rate

## METHOD OF TRAVEL TO WORK: TOP 2*
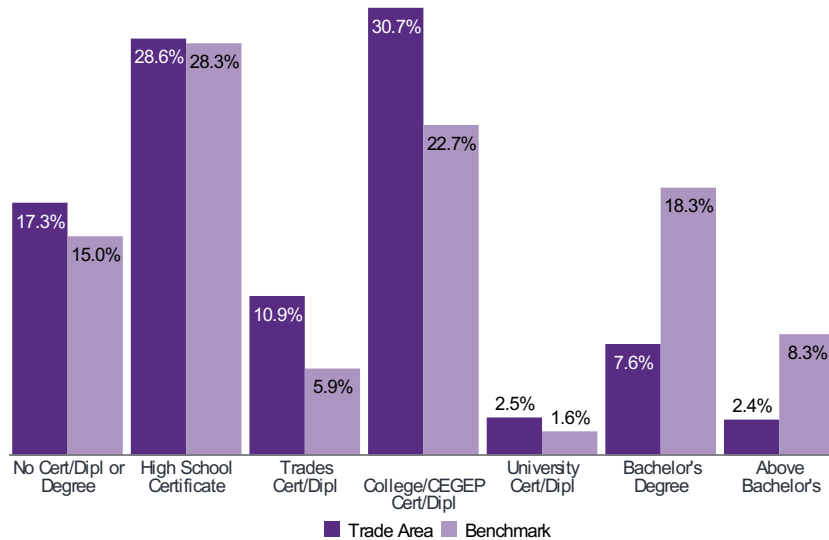
**40.4%**
Index:111

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

**3.1%**
Index:157

Travel to work by**Walking**

## EDUCATIONAL ATTAINMENT
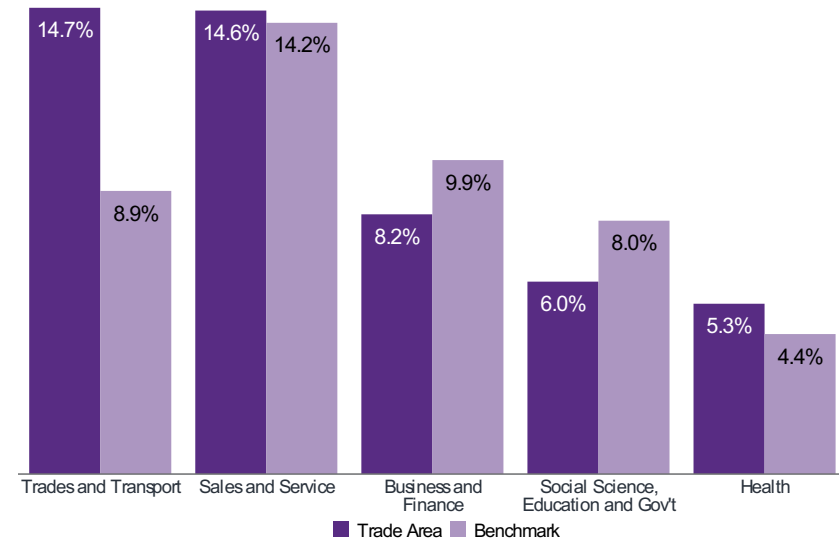
| Category | Trade Area | Benchmark |
|---|---|---|
| No Cert/Dipl or Degree | 17.3% | 15.0% |
| High School Certificate | 28.6% | 28.3% |
| Trades Cert/Dipl | 10.9% | 5.9% |
| College/CEGEP Cert/Dipl | 30.7% | 22.7% |
| University Cert/Dipl | 2.5% | 1.6% |
| Bachelor's Degree | 7.6% | 18.3% |
| Above Bachelor's | 2.4% | 8.3% |

■ Trade Area  ■ Benchmark

## OCCUPATIONS: TOP 5*

| Category | Trade Area | Benchmark |
|---|---|---|
| Trades and Transport | 14.7% | 8.9% |
| Sales and Service | 14.6% | 14.2% |
| Business and Finance | 8.2% | 9.9% |
| Social Science, Education and Gov't | 6.0% | 8.0% |
| Health | 5.3% | 4.4% |

■ Trade Area  ■ Benchmark

**Benchmark:**Southern Ontario

*Ranked by percent composition

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

# Demographics | Diversity

**Trade Area:** Haldimand County - Hagersville

**Population:** 4,291 | **Households:** 1,706

| ABORIGINAL IDENTITY | VISIBLE MINORITY PRESENCE | NON-OFFICIAL LANGUAGE | IMMIGRATION | PERIOD OF IMMIGRATION* |
|---|---|---|---|---|
| 11.5% | 3.6% | 0.1% | 8.4% | Before 2001 |
| Index:488 | Index:13 | Index:4 | Index:32 | 5.3%   Index:38 |
| | Belong to a visible minority group | No knowledge of English or French | Born outside Canada | |

## VISIBLE MINORITY STATUS: TOP 5**

- Black: Trade Area 1.2%, Benchmark 4.5%
- Filipino: Trade Area 1.0%, Benchmark 1.5%
- South Asian: Trade Area 0.7%, Benchmark 9.9%
- Latin American: Trade Area 0.4%, Benchmark 1.3%
- Chinese: Trade Area 0.1%, Benchmark 5.1%

■ Trade Area  ■ Benchmark
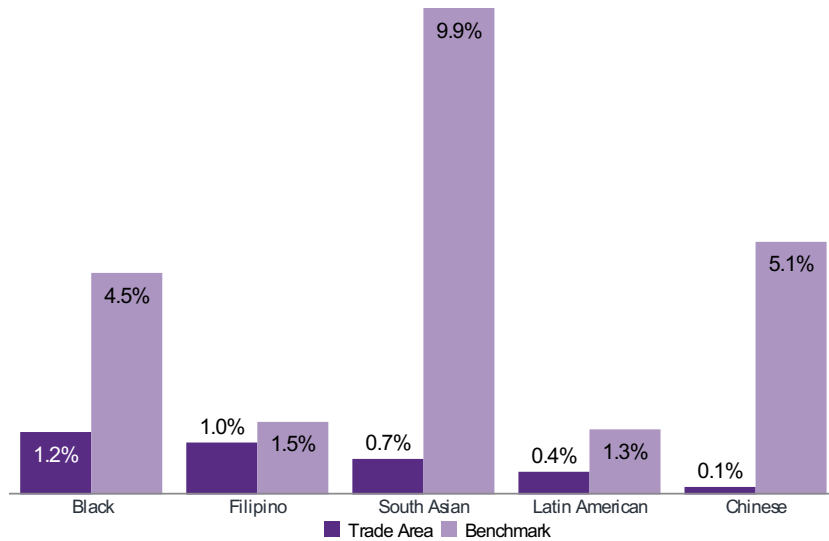
## LANGUAGES SPOKEN AT HOME: TOP 5**
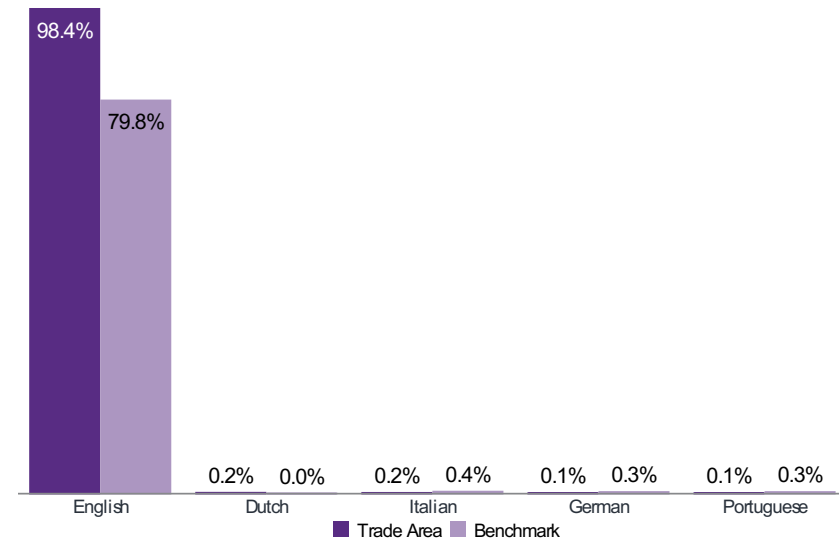
- English: Trade Area 98.4%, Benchmark 79.8%
- Dutch: Trade Area 0.2%, Benchmark 0.0%
- Italian: Trade Area 0.2%, Benchmark 0.4%
- German: Trade Area 0.1%, Benchmark 0.3%
- Portuguese: Trade Area 0.1%, Benchmark 0.3%

■ Trade Area  ■ Benchmark

**Benchmark:** Southern Ontario

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

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

Top 1 segments represent **100.0%** of households in Haldimand County - Hagersville

**43 HAPPY MEDIUM**

**S5** MIDDLE-CLASS SUBURBIA  MIDDLE-AGE FAMILIES **F3**

Suburban, middle-income couples and families
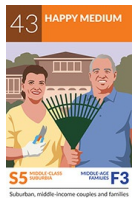
| | |
|---|---|
| Rank: | 1 |
| Hhlds: | 1,706 |
| Hhld %: | 100.00 |
| % in Benchmark: | 2.60 |
| Index: | 3,844 |

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

Benchmark: Southern Ontario

# Psychographics | SocialValues Overview

**ENVIRONICS** ANALYTICS

**Trade Area:** Haldimand County - Hagersville

## ⬆ Strong Values

| Values | Index |
|---|---|
| Attraction to Nature | 170 |
| Parochialism | 167 |
| Cultural Assimilation | 138 |
| Utilitarian Consumerism | 138 |
| Obedience to Authority | 135 |
| Fulfilment Through Work | 134 |
| Need for Escape | 130 |
| Duty | 129 |
| Community Involvement | 127 |
| Ecological Lifestyle | 127 |

## ⬇ Weak Values

| Values | Index |
|---|---|
| Concern for Appearance | 51 |
| Equal Relationship with Youth | 52 |
| Importance of Aesthetics | 52 |
| North American Dream | 54 |
| Attraction For Crowds | 56 |
| Personal Expression | 56 |
| Pursuit of Novelty | 57 |
| Confidence in Big Business | 59 |
| Financial Security | 61 |
| Need for Status Recognition | 63 |

## ⭐ Descriptions | Top 3 Strong Values

### Attraction to Nature

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

### Parochialism

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

### Cultural Assimilation

Lack of openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to give up their cultural identities and blend in to the dominant culture.

## ⭐ Descriptions | Top 3 Weak Values

### Concern for Appearance

Placing a great deal of importance on appearing "attractive", and being concerned about the image projected by one's appearance. People who are strong on this construct are image-driven.

### 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.

### Importance of Aesthetics

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

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

# Financial and Expenditure Overview

# Financial | WealthScapes Overview

**Trade Area:** Haldimand County - Hagersville

**WealthScapes Households:** 1,681

## INCOME*

| Household Income | Household Disposable Income | Household Discretionary Income | Annual RRSP Contributions |
|---|---|---|---|
| **$ 94,944** | **$ 78,140** | **$ 57,176** | **$ 2,710** |
| Index: 82 | Index: 85 | Index: 89 | Index: 76 |

## WEALTH*   ASSETS*

| Net Worth | Savings | Investments | Unlisted Shares | Real Estate | Liquid Assets |
|---|---|---|---|---|---|
| **% Holders** | **% Holders** | **% Holders** | **% Holders** | **% Holders** | **% Holders** |
| 99.7%   Index: 100 | 94.5%   Index: 99 | 52.1%   Index: 87 | 9.5%   Index: 77 | 78.0%   Index: 103 | 97.0%   Index: 99 |
| **Balance** | **Balance** | **Balance** | **Balance** | **Balance** | **Balance** |
| **$496,130** | **$52,457** | **$229,619** | **$197,710** | **$548,330** | **$204,326** |
| Index: 67 | Index: 69 | Index: 68 | Index: 62 | Index: 73 | Index: 62 |

## DEBT*   FINANCIAL RATIO

| Consumer Debt | Mortgage Debt | Debt:Asset |
|---|---|---|
| **% Holders** | **% Holders** | **% Holders** |
| 90.1%   Index: 99 | 49.2%   Index: 106 | 0.23%   Index: 110 |
| **Balance** | **Balance** | |
| **$53,982** | **$206,773** | |
| Index: 81 | Index: 69 | |

**Benchmark:** Southern Ontario

*% Holders represent where customers are found.*

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

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

# Financial | WealthScapes - Ratios

**Trade Area:** Haldimand County - Hagersville

**ENVIRONICS** ANALYTICS

**WealthScapes Households:** 1,681

## FINANCIAL RATIOS*

| | | | |
|---|---|---|---|
| **Debt: Asset** | **Debt: Liquid Assets** | **Consumer Debt - Discr. Income** | **Savings - Investments** |
| 0.23 | 0.76 | 0.85 | 0.66 |
| Index:110 | Index: 124 | Index:91 | Index:109 |
| **Pension - Non-Pension Assets** | **Real Estate Assets - Liq. Assets** | **Mortgage - Real Estate Assets** | **Mortgage - Consumer Debt** |
| 1.49 | 2.16 | 0.24 | 2.09 |
| Index:681 | Index:123 | Index:98 | Index:91 |

**Benchmark:** Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.ca/Envision/About/1/2021)

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

# Expenditures | HouseholdSpend - Annual Expenditure Overview

**Trade Area:** Haldimand County - Hagersville

**Households:** 1,706

## Total Aggregate Current Consumption: $115,512,009

| **Average Current Consumption** | **Average Household Income** | **Average Disposable Income** |
|---|---|---|
| $67,709 | $94,597 | $77,317 |
| Index: 83 | Index: 82 | Index: 86 |

### Shelter
| Avg. Dollars/Household | Pct. of Total Expenditure |
|---|---|
| $15,600 | 23.0% |
| Index: 74 | Index: 90 |

### Transportation
| Avg. Dollars/Household | Pct. of Total Expenditure |
|---|---|
| $12,656 | 18.7% |
| Index: 92 | Index: 111 |

### Food
| Avg. Dollars/Household | Pct. of Total Expenditure |
|---|---|
| $11,615 | 17.2% |
| Index: 91 | Index: 110 |

### Household Operation
| Avg. Dollars/Household | Pct. of Total Expenditure |
|---|---|
| $5,018 | 7.4% |
| Index: 88 | Index: 106 |

### Health Care
| Avg. Dollars/Household | Pct. of Total Expenditure |
|---|---|
| $4,635 | 6.8% |
| Index: 85 | Index: 102 |

### Recreation
| Avg. Dollars/Household | Pct. of Total Expenditure |
|---|---|
| $4,026 | 5.9% |
| Index: 84 | Index: 102 |

### Household Furnishings
| Avg. Dollars/Household | Pct. of Total Expenditure |
|---|---|
| $3,255 | 4.8% |
| Index: 82 | Index: 99 |

### Tobacco and Alcohol
| Avg. Dollars/Household | Pct. of Total Expenditure |
|---|---|
| $3,037 | 4.5% |
| Index: 85 | Index: 103 |

### Clothing
| Avg. Dollars/Household | Pct. of Total Expenditure |
|---|---|
| $2,677 | 4.0% |
| Index: 81 | Index: 98 |

Benchmark: Southern Ontario

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

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

# Expenditures | Foodspend - Annual Household Expenditure Overview

**ENVIRONICS** ANALYTICS

**Trade Area:** Haldimand County - Hagersville                                        **Households:** 1,706

| Average Household Income | Average Food Expenditure | Average Spend on Food from Restaurants | Average Spend on Food from Stores |
|:---:|:---:|:---:|:---:|
| **$94,597** | **$11,615** | **$3,378** | **$8,237** |
| Index: 82 | Index 91 | Index 84 | Index 94 |

### Total Aggregate Food Expenditure: $ 19,815,444

| Bakery | | Cereal Products | | Fruit and nuts | |
|:---:|:---:|:---:|:---:|:---:|:---:|
| Avg. Dollars/Household | Pct. of Total Expenditure | Avg. Dollars/Household | Pct. of Total Expenditure | Avg. Dollars/Household | Pct. of Total Expenditure |
| $852 | 10.3% | $516 | 6.3% | $987 | 12.0% |
| Index 98 | Index 104 | Index 101 | Index 108 | Index 90 | Index 96 |

| Vegetables | | Dairy products & Eggs | | Meat | |
|:---:|:---:|:---:|:---:|:---:|:---:|
| Avg. Dollars/Household | Pct. of Total Expenditure | Avg. Dollars/Household | Pct. of Total Expenditure | Avg. Dollars/Household | Pct. of Total Expenditure |
| $820 | 10.0% | $1,277 | 15.5% | $1,513 | 18.4% |
| Index 89 | Index 94 | Index 100 | Index 106 | Index 96 | Index 102 |

| Fish & Seafood | | Beverages & Other Food | |
|:---:|:---:|:---:|:---:|
| Avg. Dollars/Household | Pct. of Total Expenditure | Avg. Dollars/Household | Pct. of Total Expenditure |
| $213 | 2.6% | $2,058 | 25.0% |
| Index 73 | Index 77 | Index 93 | Index 99 |

Benchmark: Southern Ontario

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

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

# Post COVID-19 Activities

# Behavioural-Vividata | Post COVID-19

**ENVIRONICS** ANALYTICS

**Trade Area:** Haldimand County - Hagersville          **Household Population 14+:** 3,485

## Activities Look Forward To Doing

| | % | Base % | Index |
|---|---|---|---|
| **Socializing** | | | |
| Dating | 8.1 | 11.0 | 73 |
| Going to restaurants, bars or night clubs | 47.7 | 55.1 | 87 |
| Having physical Contact with family and friends | 59.0 | 57.7 | 102 |
| Participating in group activities | 39.0 | 38.7 | 101 |
| Partying | 14.2 | 15.8 | 90 |
| Seeing family and friends in person | 68.2 | 62.8 | 109 |
| **Entertainment** | | | |
| Attending events, festivals or concerts | 43.1 | 42.9 | 100 |
| Attending sports events (excludes professional sports) | 14.9 | 18.2 | 82 |
| Attending to professional sports events or games | 29.0 | 25.4 | 114 |
| Going to the movies | 42.6 | 45.7 | 93 |
| **Movement & Travel** | | | |
| Driving more | 10.9 | 16.1 | 68 |
| Shopping in-store | 42.8 | 42.9 | 100 |
| Spending time outdoors | 22.5 | 32.5 | 69 |
| Travelling outside of Canada/ abroad | 40.7 | 53.2 | 77 |
| Travelling within Canada | 44.8 | 49.9 | 90 |
| Using public transit | 13.3 | 13.7 | 97 |
| **Personal** | | | |
| Getting back to old habits | 27.3 | 36.2 | 75 |
| Going to a salon, barber shop or spa | 38.6 | 33.7 | 114 |
| Going to the gym | 17.7 | 22.6 | 78 |
| **Education/Work** | | | |
| Children going back to school | 13.3 | 20.3 | 66 |
| Going back to work | 12.6 | 17.6 | 72 |
| **Other** | | | |
| Not Stated | 0.0 | 0.6 | 0 |

Benchmark: Southern Ontario

(Base used for Index calculations)

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

# Media and Social Media Overview

# Behavioural | Media Overview

**Trade Area:** Haldimand County - Hagersville

**ENVIRONICS** ANALYTICS

**Household Population 14+:** 3,485

## RADIO
Listeners: 70.5%
Index: 87

**7.3** Hours/Week*

Index: **98**

### Top Formats**

| | Trade Area | Benchmark |
|---|---|---|
| Traditional Country | 25.2% | 11.4% |
| Album Rock/Classic Rock | 61.3% | 44.0% |
| New Country | 25.5% | 18.8% |

## TELEVISION
Viewers: 88.3%
Index: 93

**21.9** Hours/Week*

Index: **105**

### Top Program Types**

| | Trade Area | Benchmark |
|---|---|---|
| Game Shows | 54.5% | 42.4% |
| Sports | 58.0% | 47.8% |
| Variety/Specials | 29.1% | 25.7% |

## NEWSPAPER
Readers: 23.1%
Index: 93

**0.2** Hours/Week*

Index: **35**

### Top Sections Read**

| | Trade Area | Benchmark |
|---|---|---|
| Automotive | 10.0% | 6.0% |
| Health | 17.4% | 11.3% |
| Home or Real Estate | 11.0% | 7.5% |

## MAGAZINE
Readers: 68.8%
Index: 95

**1.9** Hours/Month*

Index: **137**

### Top Titles**

| | Trade Area | Benchmark |
|---|---|---|
| Canada's History | 24.8% | 8.1% |
| Good Times | 10.1% | 3.4% |
| Our Canada | 25.7% | 8.7% |

## INTERNET
Users: 98.6%
Index: 101

**20.0** Hours online past week*

Index: **91**

### Top Activities**

| | Trade Area | Benchmark |
|---|---|---|
| Games | 59.4% | 54.5% |
| Social Media | 88.5% | 86.7% |
| Gambling | 10.6% | 10.5% |

## DIRECT/OUTDOOR

**0** Times used public transit past week*

Index: **0**

### Top DM Formats Used to Plan/Make Purchases**

| | Trade Area | Benchmark |
|---|---|---|
| Catalogues | 11.5% | 11.8% |
| Addressed Mail Offers | 7.9% | 8.2% |
| E-mail Coupons | 13.8% | 15.0% |

Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.ca/Envision/About/1/2021)

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

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

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

# Opticks Social | Social Media Activities

**Trade Area:** Haldimand County - Hagersville

**ENVIRONICS** ANALYTICS

**Household Population 18+:** 3,305

## FACEBOOK
**86.0%** currently use
Index: **111**

**Top Activities (Daily)**
- Read news feed: 53.0% / 42.7%
- Use Messenger: 29.0% / 23.4%
- Cmt/Like other users' posts: 28.0% / 27.6%

■ Trade Area ■ Benchmark

## TWITTER
**20.0%** currently use
Index: **68**

**Top Activities (Daily)**
- Read tweets: 11.0% / 14.2%
- Watch videos: 4.0% / 6.4%
- Tweet: 3.0% / 4.4%

■ Trade Area ■ Benchmark

## INSTAGRAM
**29.0%** currently use
Index: **75**

**Top Activities (Daily)**
- View photos/videos: 4.0% / 8.5%
- Like photos/videos: 2.0% / 6.7%
- Send direct messages: 2.0% / 3.7%

■ Trade Area ■ Benchmark

## LINKEDIN
**25.0%** currently use
Index: **60**

**Top Activities (Weekly)**
- Click on an ad (!): 3.0% / 2.0%
- Search and review other profiles: 2.0% / 3.6%
- Create a connection: 1.0% / 2.9%

■ Trade Area ■ Benchmark

## YOUTUBE
**58.0%** currently use
Index: **83**

**Top Activities (Daily)**
- Watch videos: 15.0% / 28.0%
- Like/dislike videos: 2.0% / 8.1%
- Watch live videos: 2.0% / 6.8%

■ Trade Area ■ Benchmark

## SNAPCHAT
**8.0%** currently use
Index: **62**

**Top Activities (Weekly)**
- Receive photos/videos: 6.0% / 6.6%
- Send photos/videos: 5.0% / 5.7%
- Send direct text messages: 4.0% / 5.9%

■ Trade Area ■ Benchmark

## WHATSAPP
**18.0%** currently use
Index: **42**

**Top Activities (Daily)**
- Send/receive messages: 4.0% / 5.7%
- Use voice calls: 2.0% / 3.5%
- Send/receive images: 1.0% / 6.0%

■ Trade Area ■ Benchmark

---

**Benchmark:** Southern Ontario

*Chosen and ranked by percent composition*

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

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

# Opticks Social | Social Media Usage

**Trade Area:** Haldimand County - Hagersville

**Household Population 18+:** 3,305

## FRIENDS IN ALL SM NETWORKS

**31.0%**

Index:87

0-49 friends

## FREQUENCY OF USE (DAILY)

**71.0%**

Index:126

Facebook

## BRAND INTERACTION

**38.0%**

Index:111

Like brand on Facebook

## NO. OF BRANDS INTERACTED

**25.0%**

Index:82

2-5 brands

## REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
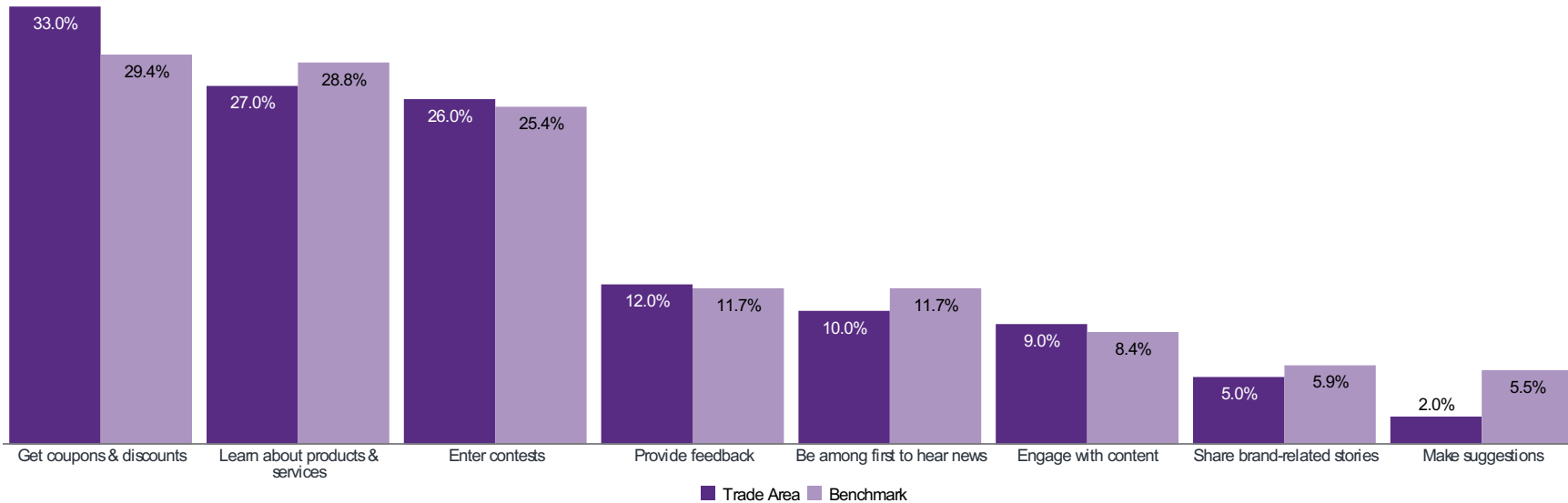
| Reason | Trade Area | Benchmark |
|---|---|---|
| Get coupons & discounts | 33.0% | 29.4% |
| Learn about products & services | 27.0% | 28.8% |
| Enter contests | 26.0% | 25.4% |
| Provide feedback | 12.0% | 11.7% |
| Be among first to hear news | 10.0% | 11.7% |
| Engage with content | 9.0% | 8.4% |
| Share brand-related stories | 5.0% | 5.9% |
| Make suggestions | 2.0% | 5.5% |

■ Trade Area ■ Benchmark

**Benchmark:** Southern Ontario

*Chosen and ranked by percent composition*

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

# Online Shopping Attitudes and Behaviours

# Opticks eShopper | Online Shopping Attitudes

**ENVIRONICS** ANALYTICS

**Trade Area:** Haldimand County - Hagersville

**Total Household Population 18+:** 3,305

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

% Comp **90.8**          Index **103**

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

% Comp **37.5**          Index **77**

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

% Comp **87.5**          Index **104**

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

% Comp **34.2**          Index **83**

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

% Comp **48.3**          Index **85**

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

% Comp **23.3**          Index **77**

---

**Benchmark:** Southern Ontario

*Ranked by percent composition.*

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

# Opticks eShopper | Purchase Preference by Category

**ENVIRONICS**
ANALYTICS

**Trade Area:** Haldimand County - Hagersville

**Total Household Population 18+:** 3,305

**ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)**



| Category | Trade Area | Benchmark |
|---|---|---|
| Automotive | 18.3 | 20.1 |
| Babies and children | 9.2 | 12.9 |
| Media | 42.5 | 43.0 |
| Clothing & Fashions | 25.8 | 30.6 |
| Home Electronics | 34.2 | 41.8 |
| Event tickets | 40.0 | 50.3 |
| Gift card/ cert. | 30.0 | 33.1 |
| Groceries | 9.2 | 16.7 |
| Beauty & Cosmetics | 10.8 | 18.4 |
| Home & Garden | 19.2 | 24.4 |
| Financial products | 16.7 | 30.3 |
| Office supplies | 30.0 | 34.7 |
| Pets | 13.3 | 15.3 |
| Pharma. | 24.2 | 26.9 |
| Sporting goods | 19.2 | 24.2 |
| Vacation/ travel | 40.0 | 51.6 |
| Food Home delivery svcs. | 5.0 | 19.8 |
| Wireless service providers | 37.5 | 42.6 |
| Insurance products | 25.8 | 31.6 |
| Online meal kits (e.g. Hello Fresh) | 7.5 | 15.7 |
| Govt. services | 48.3 | 52.0 |

■ Trade Area   ■ Benchmark

Benchmark: Southern Ontario

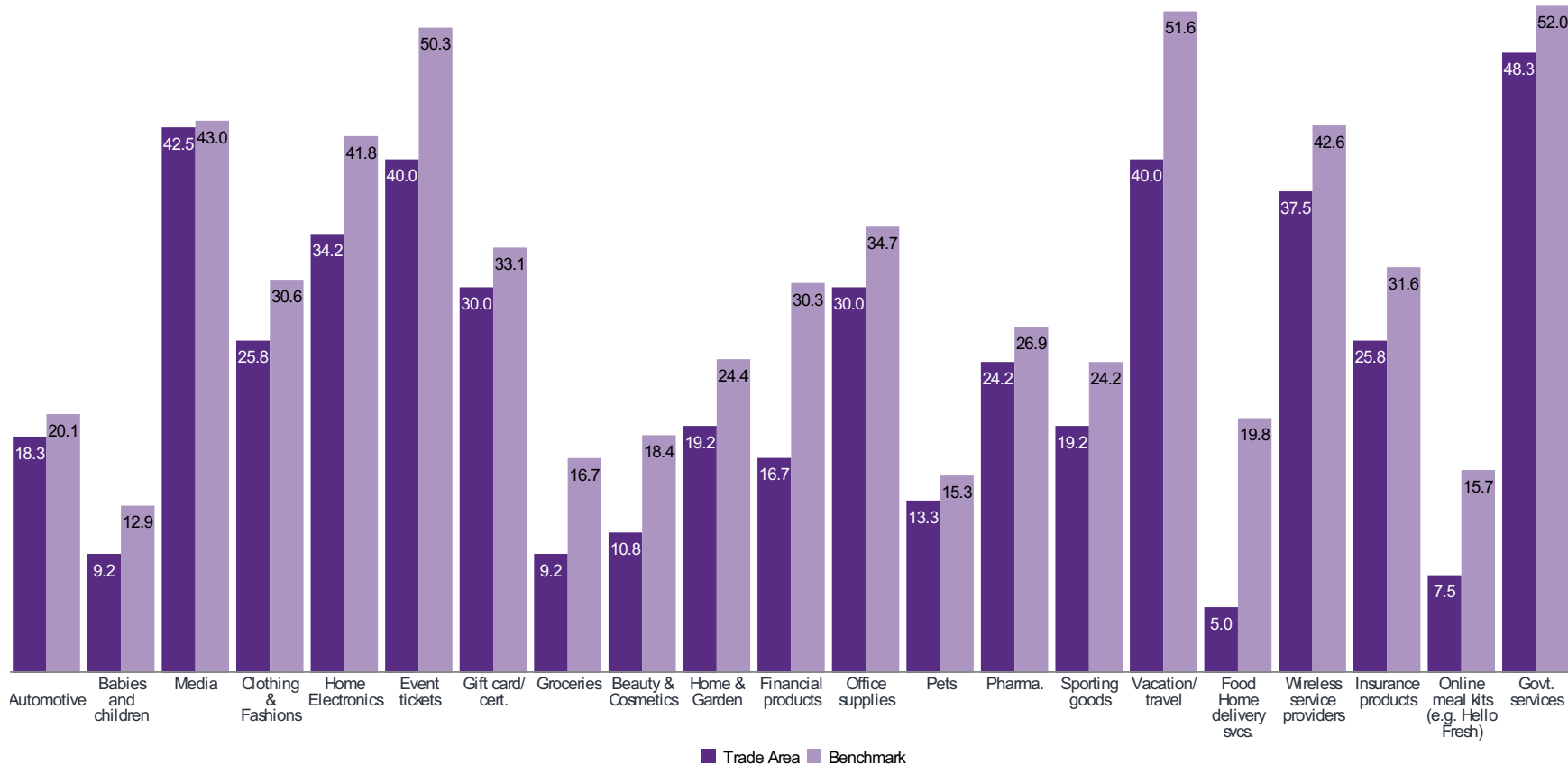Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.ca/Envision/About/1/2021)

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

22

# Opticks eShopper | Clothing & Fashions Deep Dive

**Trade Area:** Haldimand County - Hagersville

**Total Household Population 18+:** 3,305

## 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 | 69.2% Index:113 | 25.8% Index:70 | 10.0% Index:81 | 1.7% Index:52 |
| Purchase preference | 80.8% Index:107 | 25.8% Index:84 | 9.2% Index:93 | 3.3% Index:130 |
| Customer Service | 65.0% Index:105 | 15.8% Index:88 | 5.8% Index:101 | 26.7% Index:123 |

## AMOUNT SPENT [PST 12 MTHS]

| Category | Trade Area | Benchmark |
|---|---|---|
| Less than $50 (!) | 0.8% | 2.0% |
| $50-$99 | 3.3% | 4.5% |
| $100-$249 | 6.7% | 10.8% |
| $250-$499 | 7.5% | 9.5% |
| $500-$999 | 3.3% | 4.4% |
| $1000 or more | 2.5% | 2.3% |

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

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

# Opticks eShopper | Home Electronics & Computers Deep Dive

**Trade Area:** Haldimand County - Hagersville

**Total Household Population 18+:** 3,305

## 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 | 57.5%<br>Index:**114** | 55.8%<br>Index:**102** | 14.2%<br>Index: **91** | 6.7%<br>Index: **81** |
| Purchase preference | 78.3%<br>Index: **114** | 34.2%<br>Index:**82** | 7.5%<br>Index:**68** | 7.5%<br>Index: **116** |
| Customer Service | 61.7%<br>Index:**109** | 24.2%<br>Index:**97** | 7.5%<br>Index: **101** | 41.7%<br>Index: **113** |

## AMOUNT SPENT [PST 12 MTHS]



| | Less than $100 | $100-$249 | $250-$499 | $500-$999 | $1000 or more |
|---|---|---|---|---|---|
| Trade Area | 4.2% | 8.3% | 5.0% | 5.8% | 2.5% |
| Benchmark | 4.3% | 6.4% | 6.2% | 6.1% | 6.4% |

Benchmark: Southern Ontario

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

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

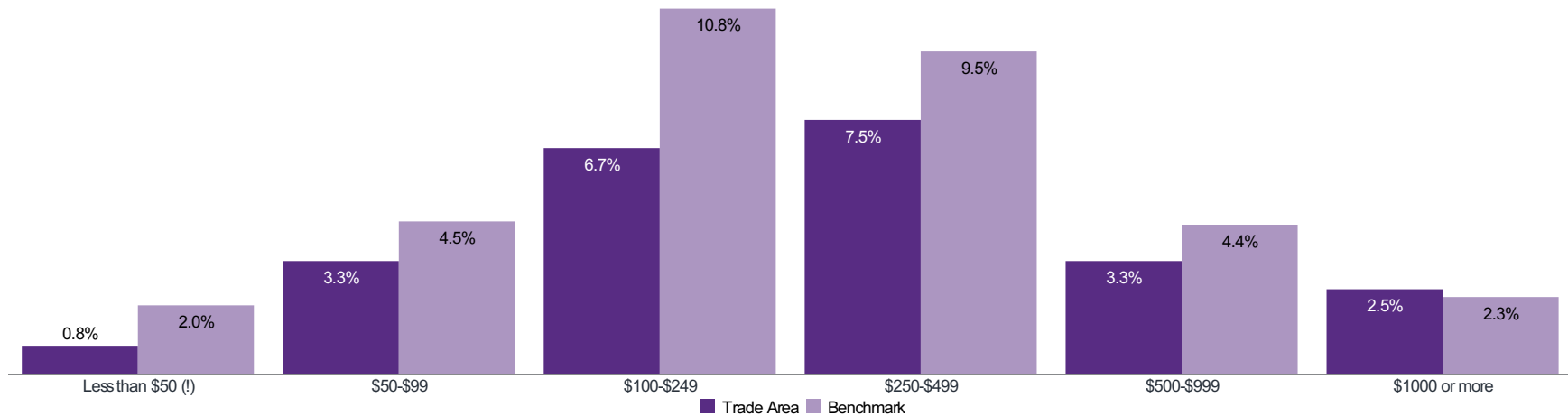# Opticks eShopper | Gift Cards Deep Dive

**Trade Area:** Haldimand County - Hagersville

**Total Household Population 18+:** 3,305

## 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 | 56.7% Index:119 | 25.8% Index:73 | 8.3% Index:76 | 5.0% Index:141 |
| Purchase preference | 71.7% Index:119 | 30.0% Index:91 | 5.8% Index:67 | 4.2% Index:135 |
| Customer Service | 50.8% Index:120 | 17.5% Index:85 | 4.2% Index:68 | 31.7% Index:114 |

## AMOUNT SPENT [PST 12 MTHS]

| | Less than $50 | $50-$99 | $100-$249 | $250-$499 | $500 or more |
|---|---|---|---|---|---|
| Trade Area | 0.8% | 5.0% | 6.7% | 0.8% | 0.0% |
| Benchmark | 3.3% | 5.3% | 8.3% | 3.8% | 1.9% |

■ Trade Area  ■ Benchmark

Benchmark: Southern Ontario

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

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

25

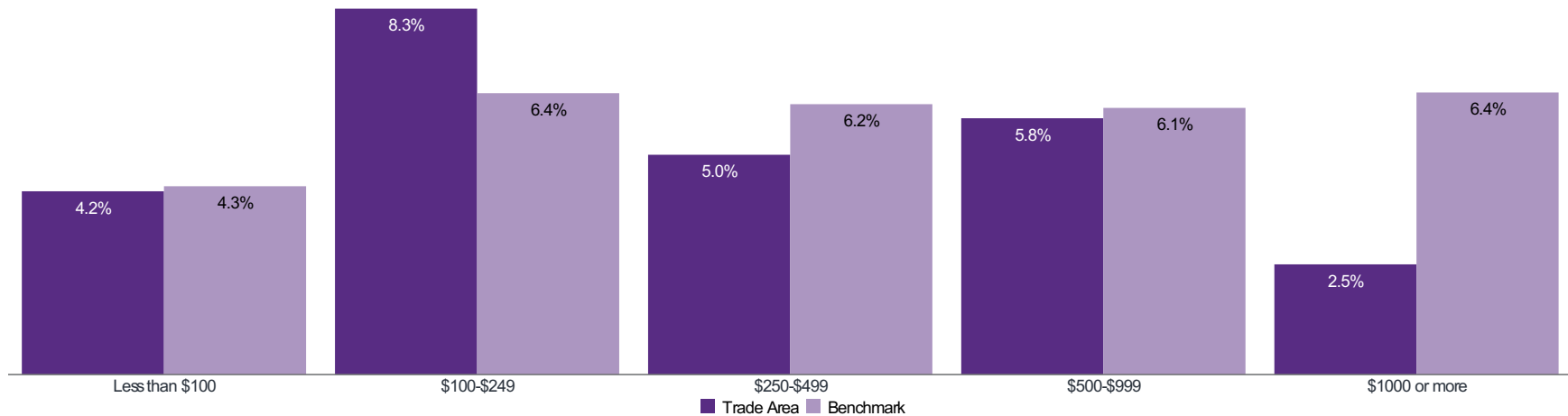# Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

**Trade Area:** Haldimand County - Hagersville

**Total Household Population 18+:** 3,305

## BEHAVIOURAL PREFERENCES BY CHANNEL

| GROCERIES | In person, at store, branch or office | Online/Website via computer | Online/Website via mobile device | By talking to someone on phone |
|---|---|---|---|---|
| Gather information | 76.7%<br>Index:106 | 19.2%<br>Index:78 | 12.5%<br>Index:113 | 2.5%<br>Index:92 |
| Purchase preference | 86.7%<br>Index:104 | 9.2%<br>Index:55 | 4.2%<br>Index:67 | 1.7%<br>Index:68 |
| Customer Service | 75.0%<br>Index:107 | 6.7%<br>Index:58 | 1.7%<br>Index:42 | 24.2%<br>Index:129 |

## AMOUNT SPENT [PST 12 MTHS]

| | Less than $50 (!) | $50-$99 (!) | $100-$249 | $250-$499 | $500-$999 | $1000 or more |
|---|---|---|---|---|---|---|
| Trade Area | 1.7% | 0.8% | 0.8% | 1.7% | 0.8% | 6.7% |
| Benchmark | 1.6% | 1.9% | 3.8% | 3.1% | 3.0% | 6.9% |

■ Trade Area  ■ Benchmark

Benchmark: Southern Ontario

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

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

26

# Opticks eShopper | Beauty & Cosmetics Deep Dive

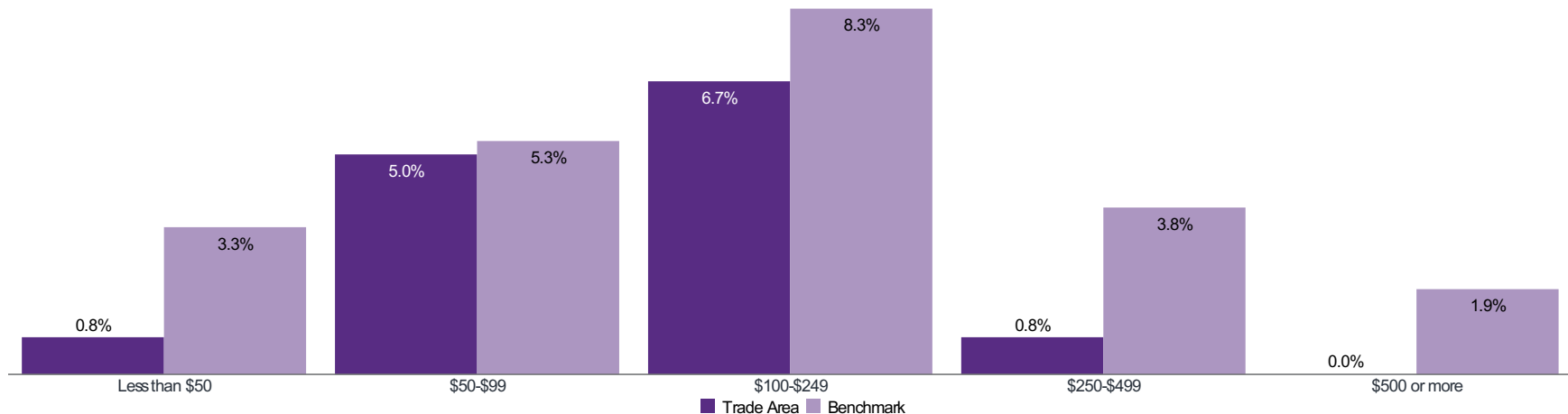**Trade Area:** Haldimand County - Hagersville

**Total Household Population 18+:** 3,305

## 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 | 31.7% Index:89 | 14.2% Index:64 | 4.2% Index:51 | 1.7% Index:59 |
| Purchase preference | 42.5% Index:92 | 10.8% Index:59 | 2.5% Index:39 | 2.5% Index:109 |
| Customer Service | 37.5% Index:103 | 9.2% Index:73 | 1.7% Index:38 | 12.5% Index:85 |

## AMOUNT SPENT [PST 12 MTHS]

| | Less than $50 | $50-$99 | $100-$249 | $250-$499 | $500 or more (!) |
|---|---|---|---|---|---|
| Trade Area | 0.8% | 3.3% | 5.8% | 1.7% | 1.7% |
| Benchmark | 2.8% | 4.3% | 5.3% | 2.5% | 1.4% |

■ Trade Area  ■ Benchmark

Benchmark: Southern Ontario

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

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

# Opticks eShopper | Home & Garden Deep Dive

**ENVIRONICS** ANALYTICS

**Trade Area:** Haldimand County - Hagersville

**Total Household Population 18+:** 3,305

## 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 | 61.7%<br>Index:119 | 36.7%<br>Index:97 | 12.5%<br>Index:110 | 7.5%<br>Index:130 |
| Purchase preference | 77.5%<br>Index:114 | 19.2%<br>Index:79 | 6.7%<br>Index:95 | 4.2%<br>Index:116 |
| Customer Service | 62.5%<br>Index:116 | 15.8%<br>Index:99 | 5.0%<br>Index:105 | 25.0%<br>Index:109 |

## AMOUNT SPENT [PST 12 MTHS]

| | Less than $50 (!) | $50-$99 | $100-$249 | $250-$499 | $500 or more |
|---|---|---|---|---|---|
| Trade Area | 0.8% | 3.3% | 0.8% | 3.3% | 2.5% |
| Benchmark | 2.2% | 3.2% | 4.3% | 3.2% | 3.4% |

■ Trade Area ■ Benchmark

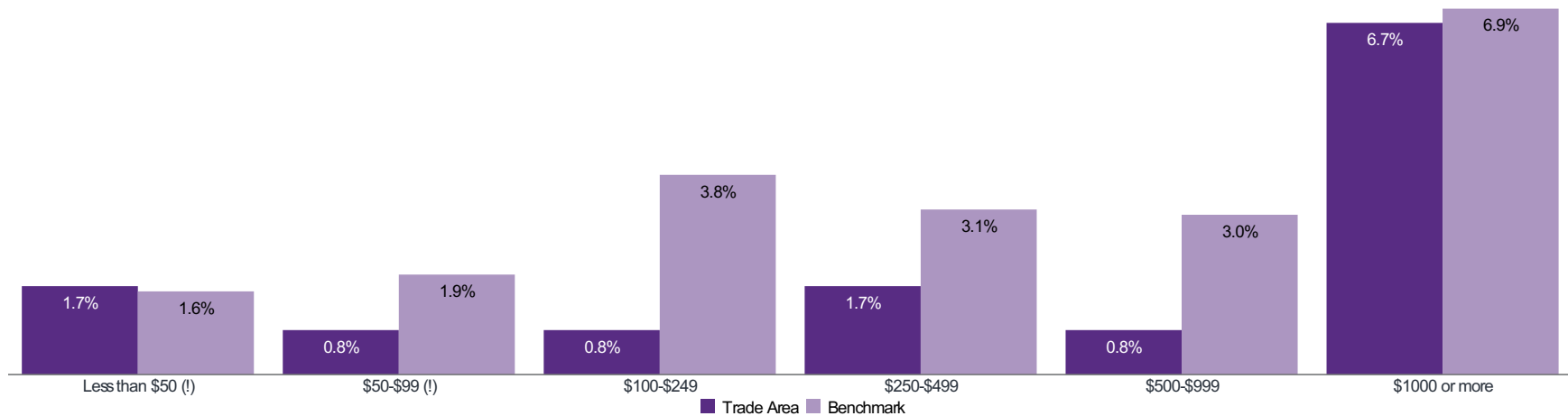*(!) Indicates variables with low sample size. Please analyze with discretion.*

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

28

# Opticks eShopper | Sporting Goods Deep Dive

**Trade Area:** Haldimand County - Hagersville

**Total Household Population 18+:** 3,305

## 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 | 37.5% Index:96 | 26.7% Index:83 | 9.2% Index:87 | 3.3% Index:85 |
| Purchase preference | 52.5% Index:101 | 19.2% Index:79 | 9.2% Index:122 | 4.2% Index:138 |
| Customer Service | 39.2% Index:94 | 13.3% Index:88 | 6.7% Index:130 | 20.0% Index:98 |

## AMOUNT SPENT [PST 12 MTHS]
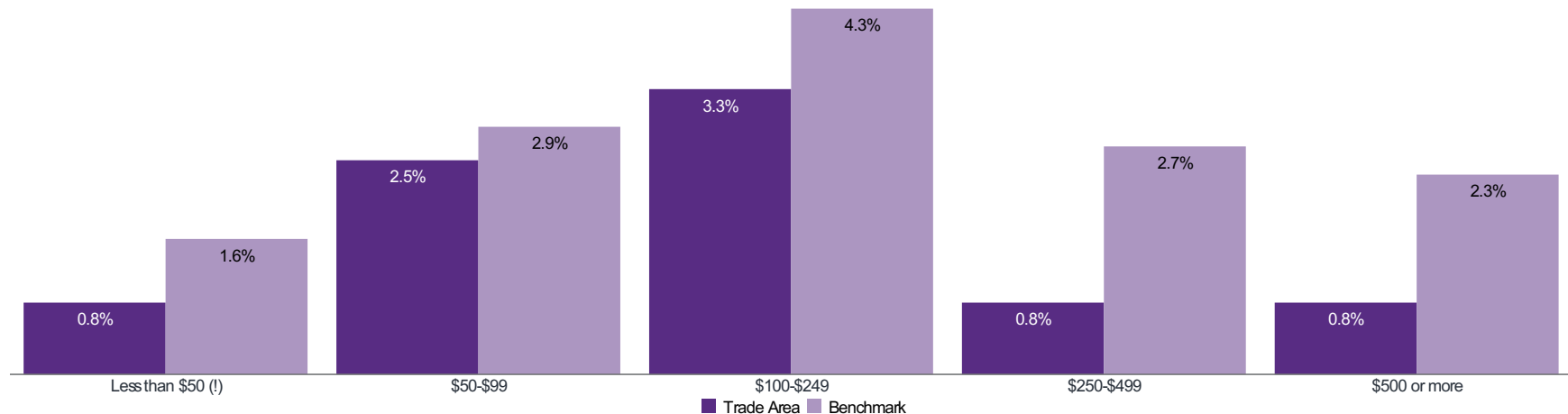


| | Less than $50 (!) | $50-$99 | $100-$249 | $250-$499 | $500 or more |
|---|---|---|---|---|---|
| Trade Area | 0.8% | 2.5% | 3.3% | 0.8% | 0.8% |
| Benchmark | 1.6% | 2.9% | 4.3% | 2.7% | 2.3% |

Benchmark: Southern Ontario

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

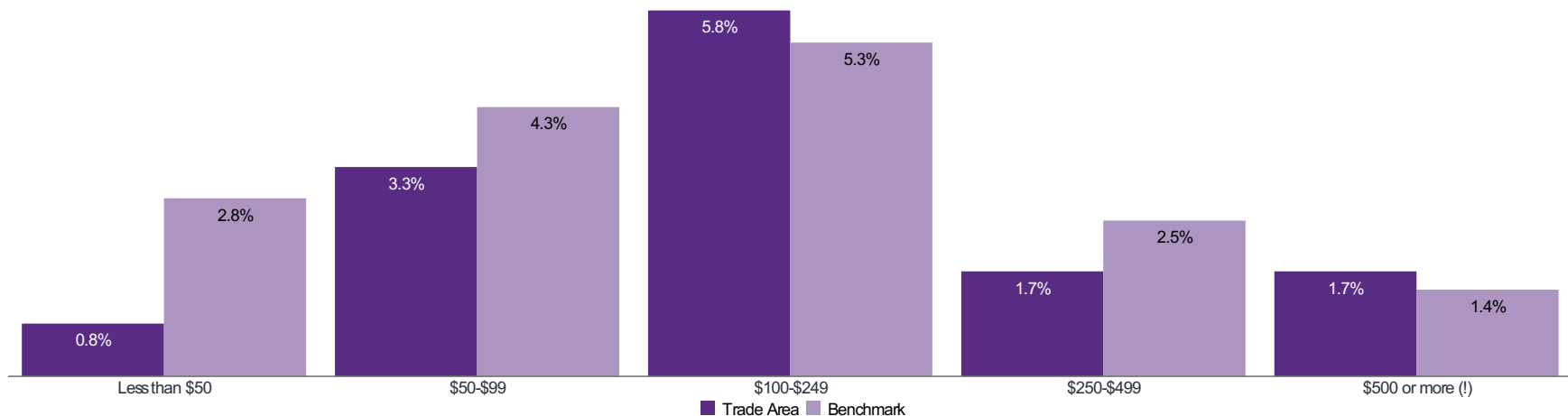| Index Colours: | <80 | 80 - 110 | 110+ |
|---|---|---|---|

29

# Opticks eShopper | Vacation/Travel Deep Dive

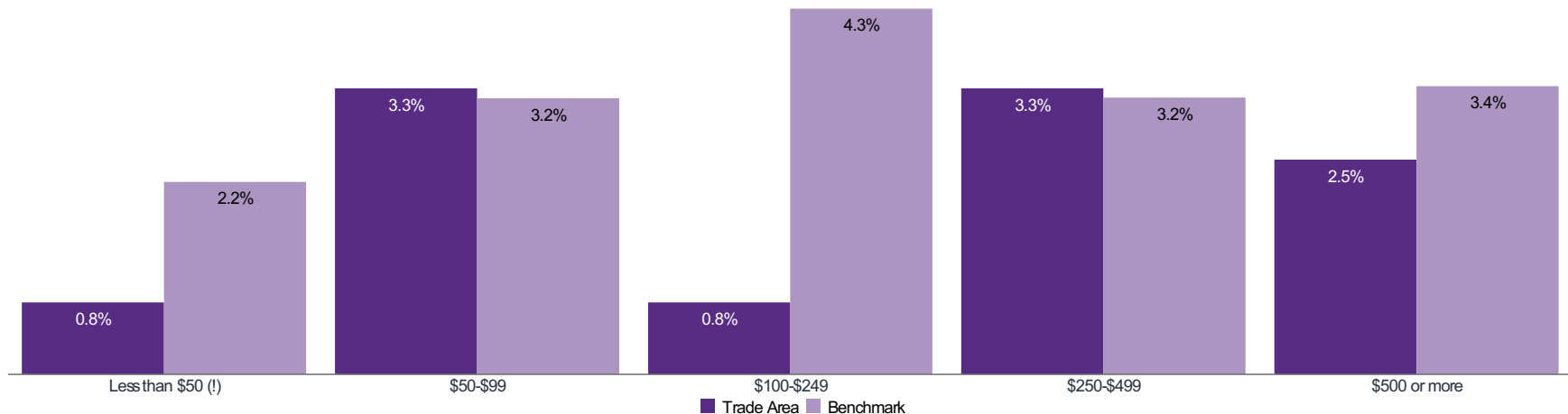**Trade Area:** Haldimand County - Hagersville

**Total Household Population 18+:** 3,305

## BEHAVIOURAL PREFERENCES BY CHANNEL

| VACATION/ TRAVEL | In person, at store, branch or office | Online/Website via computer | Online/Website via mobile device | By talking to someone on phone |
|---|---|---|---|---|
| Gather information | 24.2% <br> Index:118 | 53.3% <br> Index:92 | 11.7% <br> Index:78 | 14.2% <br> Index:88 |
| Purchase preference | 30.0% <br> Index:104 | 40.0% <br> Index:78 | 6.7% <br> Index:52 | 11.7% <br> Index:65 |
| Customer Service | 29.2% <br> Index:100 | 21.7% <br> Index:79 | 4.2% <br> Index:60 | 45.0% <br> Index:103 |

## AMOUNT SPENT [PST 12 MTHS]

| | Less than $100 | $100-$249 (!) | $250-$499 (!) | $500-$999 | $1000 or more |
|---|---|---|---|---|---|
| Trade Area | 0.8% | 0.0% | 0.8% | 0.8% | 7.5% |
| Benchmark | 2.3% | 1.1% | 1.6% | 2.7% | 11.6% |

■ Trade Area  ■ Benchmark

Benchmark: Southern Ontario

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

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

30

# Store Loyalty

# ShopperChoice | Store Loyalty - Assortment / Product Quality

**ENVIRONICS**
ANALYTICS

**Trade Area:** Haldimand County - Hagersville

**Households:** 1,706

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
### ASSORTMENT / PRODUCT QUALITY
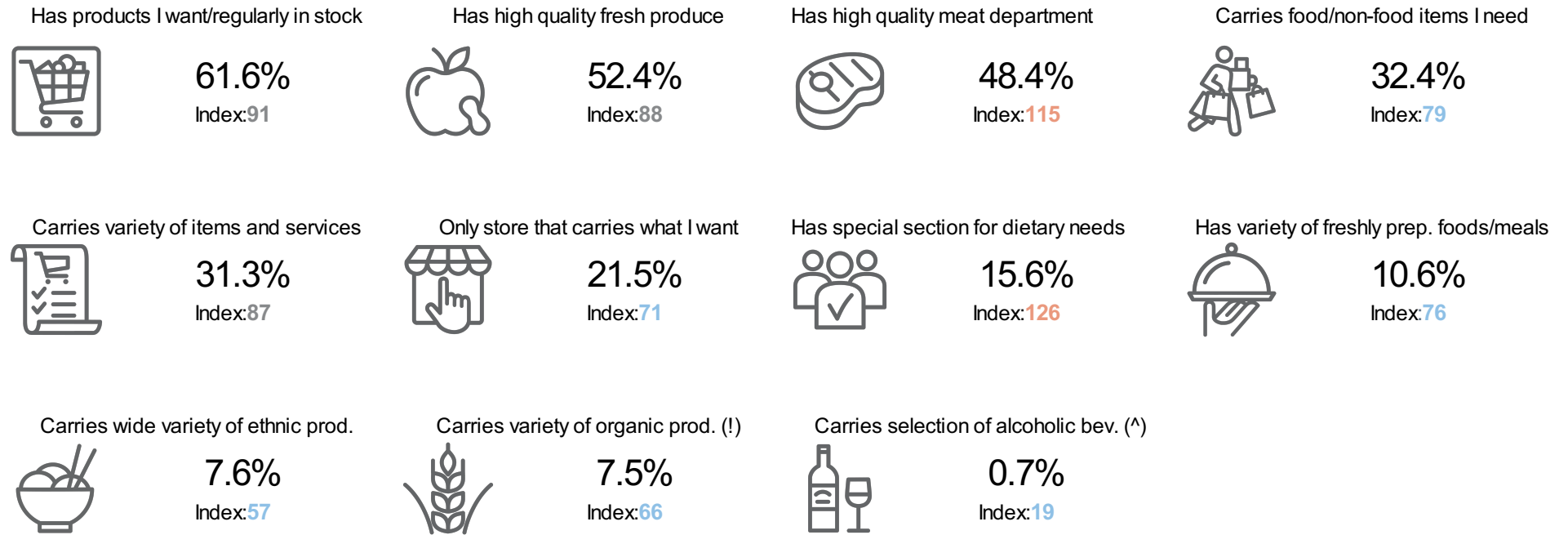
Has products I want/regularly in stock

**61.6%**
Index: **91**

Has high quality fresh produce

**52.4%**
Index: **88**

Has high quality meat department

**48.4%**
Index: **115**

Carries food/non-food items I need

**32.4%**
Index: **79**

Carries variety of items and services

**31.3%**
Index: **87**

Only store that carries what I want

**21.5%**
Index: **71**

Has special section for dietary needs

**15.6%**
Index: **126**

Has variety of freshly prep. foods/meals

**10.6%**
Index: **76**

Carries wide variety of ethnic prod.

**7.6%**
Index: **57**

Carries variety of organic prod. (!)

**7.5%**
Index: **66**

Carries selection of alcoholic bev. (^)

**0.7%**
Index: **19**

---

**Benchmark:** Southern Ontario

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

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

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

# ShopperChoice | Store Loyalty - Shopping Experience

**Trade Area:** Haldimand County - Hagersville

**Households:** 1,706

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

| Convenient location for me | Organized layout makes it easy to shop | Staff are friendly and knowledgeable |
|---|---|---|
| 62.1% | 44.2% | 40.8% |
| Index:104 | Index:106 | Index:121 |

| Short checkout lines/fast checkout | Easy to get in and get out quickly | I like the store ambiance |
|---|---|---|
| 39.8% | 39.6% | 22.5% |
| Index:112 | Index:92 | Index:113 |

| Has extended hours | Has self-checkout | Offers an online shopping option (!) |
|---|---|---|
| 20.4% | 10.0% | 5.8% |
| Index:74 | Index:73 | Index:66 |

**Benchmark:** Southern Ontario

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

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

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

# ShopperChoice | Store Loyalty - Price and Promo

**Trade Area:** Haldimand County - Hagersville        **Households:** 1,706

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
### PRICE AND PROMO

Store has great sales and promotions

**69.8%**
Index: **104**

Discover good value when shopping

**66.4%**
Index: **100**

Store has the lowest prices overall

**62.0%**
Index: **107**

Store has a customer loyalty card program

**49.5%**
Index: **100**

Has loyalty prog. app and offers pers. promos

**25.4%**
Index: **86**

I'm loyal to their store brands

**23.7%**
Index: **103**

### OUT OF STOCK ITEM

|  | % | Base % | % Pen | Index |
|---|---|---|---|---|
| **Psychographics - Shopping Preferences** |  |  |  |  |
| Postpone the purchase | 44.1 | 40.2 | 0.1 | 110 |
| Leave the store and buy it elsewhere | 35.3 | 30.9 | 0.1 | 114 |
| Purchase another brand | 16.6 | 21.2 | 0.0 | 78 |
| Purchase another size or variety of the same brand (!) | 4.0 | 7.7 | 0.0 | 52 |

**Benchmark:** Southern Ontario

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

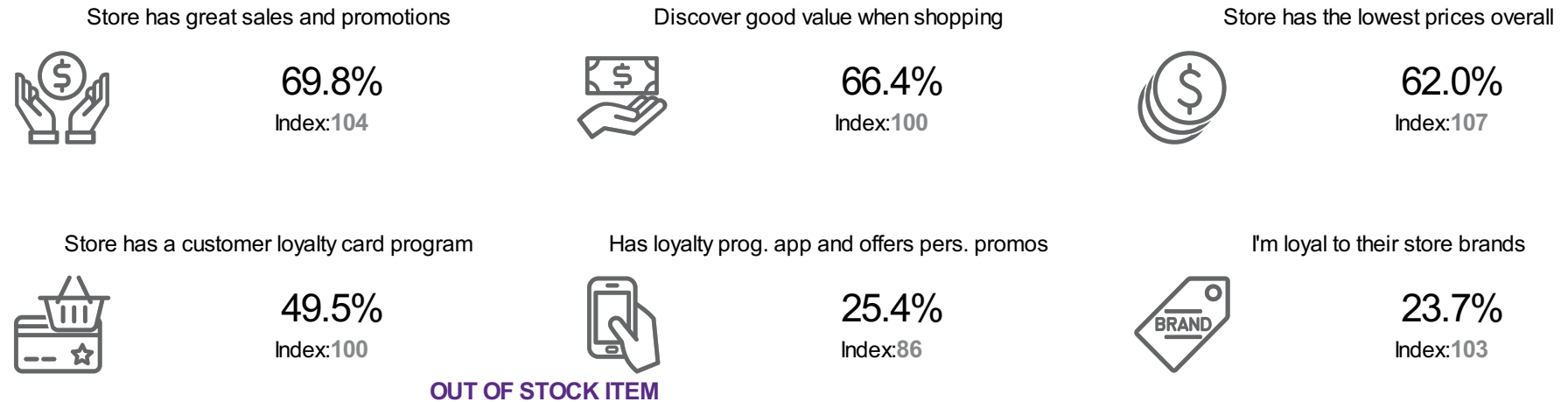*(^) Represents extremely low sample size. Please analyze with discretion.*

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

# Main Street Visitors

## 2019 Haldimand County - Hagersville 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% | 151,227 | 100% | 0.78% | 100 | 208,431 | 100% | 1.08% | 100 | 109,627 | 100% | 0.57% | 100 | 98,152 | 100% | 0.51% | 100 | 272,461 | 100% | 1.41% | 100 |
| 3525005 | Hamilton, ON (C) | 483,265 | 2.50% | 36,738 | 24.29% | 7.60% | 970 | 53,346 | 25.59% | 11.04% | 1022 | 23,798 | 21.71% | 4.92% | 867 | 19,158 | 19.52% | 3.96% | 780 | 65,792 | 24.15% | 13.61% | 965 |
| 3528052 | Norfolk County, ON (CY) | 57,999 | 0.30% | 19,741 | 13.05% | 34.04% | 4345 | 19,537 | 9.37% | 33.69% | 3120 | 17,144 | 15.64% | 29.56% | 5205 | 17,756 | 18.09% | 30.61% | 6021 | 26,016 | 9.55% | 44.86% | 3178 |
| 3528018 | Haldimand County, ON (CY) | 41,702 | 0.22% | 19,459 | 12.87% | 46.66% | 5956 | 20,271 | 9.73% | 48.61% | 4502 | 17,977 | 16.40% | 43.11% | 7590 | 16,818 | 17.13% | 40.33% | 7931 | 24,265 | 8.91% | 58.19% | 4122 |
| 3520005 | Toronto, ON (C) | 2,568,898 | 13.31% | 6,688 | 4.42% | 0.26% | 33 | 15,049 | 7.22% | 0.59% | 54 | 4,232 | 3.86% | 0.16% | 29 | 3,448 | 3.51% | 0.13% | 26 | 18,076 | 6.63% | 0.70% | 50 |
| 3524002 | Burlington, ON (CY) | 163,747 | 0.85% | 5,740 | 3.80% | 3.51% | 447 | 10,426 | 5.00% | 6.37% | 590 | 3,688 | 3.36% | 2.25% | 397 | 3,042 | 3.10% | 1.86% | 365 | 12,357 | 4.54% | 7.55% | 535 |
| 3521005 | Mississauga, ON (CY) | 642,951 | 3.33% | 3,998 | 2.64% | 0.62% | 79 | 8,216 | 3.94% | 1.28% | 118 | 2,499 | 2.28% | 0.39% | 68 | 2,221 | 2.26% | 0.35% | 68 | 9,819 | 3.60% | 1.53% | 108 |
| 3529006 | Brantford, ON (CY) | 85,464 | 0.44% | 5,656 | 3.74% | 6.62% | 845 | 7,153 | 3.43% | 8.37% | 775 | 3,624 | 3.31% | 4.24% | 747 | 3,354 | 3.42% | 3.92% | 772 | 9,415 | 3.46% | 11.02% | 780 |
| 3521010 | Brampton, ON (CY) | 596,084 | 3.09% | 3,169 | 2.10% | 0.53% | 68 | 5,438 | 2.61% | 0.91% | 84 | 2,209 | 2.02% | 0.37% | 65 | 1,718 | 1.75% | 0.29% | 57 | 6,972 | 2.56% | 1.17% | 83 |
| 3524001 | Oakville, ON (T) | 174,424 | 0.90% | 2,100 | 1.39% | 1.20% | 154 | 4,735 | 2.27% | 2.71% | 251 | 1,120 | 1.02% | 0.64% | 113 | 1,069 | 1.09% | 0.61% | 120 | 5,424 | 1.99% | 3.11% | 220 |
| 3529005 | Brant, ON (CY) | 33,246 | 0.17% | 2,980 | 1.97% | 8.96% | 1144 | 2,898 | 1.39% | 8.72% | 807 | 1,948 | 1.78% | 5.86% | 1032 | 2,257 | 2.30% | 6.79% | 1335 | 4,824 | 1.77% | 14.51% | 1028 |

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

## 2019 Haldimand County - Hagersville Visitors Within Trade Area
### Compared to Total Household Population 15+
### Benchmark: 15 min trade area

| Total Household Population 15+ | Spring 2019 Visitors | | Summer 2019 Visitors | | Fall 2019 Visitors | | Winter 2019 Visitors | | Full Year 2019 Visitors | |
|---|---|---|---|---|---|---|---|---|---|---|
| | # | % Pen | # | % Pen | # | % Pen | # | % Pen | # | % Pen |
| 3,444 | 1,846 | 53.6 | 1,777 | 51.6 | 1,694 | 49.2 | 1,901 | 55.2 | 2,067 | 60.0 |

## 2019 Haldimand County - Hagersville 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 | 276,717 | 2,067 | 0.7 | 274,650 | 99.3 |

ENVIRONICS ANALYTICS

## 2020 Haldimand County - Hagersville Visitors by Top 10 Census Subdivisions
### Compared to Total Household Population 15+
### Benchmark: Ontario and Quebec

| CSD Code | Census Subdivision Name | Total Household Population 15+ # | % of Total | Spring 2020 # | % of Total | % Pen | Index | Summer 2020 # | % of Total | % Pen | Index | Fall 2020 # | % of Total | % Pen | Index | Winter 2020 # | % of Total | % Pen | Index | Full Year 2020 # | % of Total | % Pen | Index |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | 19,302,713 | 100% | 113,052 | 100% | 0.59% | 100 | 164,227 | 100% | 0.85% | 100 | 76,363 | 100% | 0.40% | 100 | 91,195 | 100% | 0.47% | 100 | 223,608 | 100% | 1.16% | 100 |
| 3525005 | Hamilton, ON (C) | 483,265 | 2.50% | 29,276 | 25.90% | 6.06% | 1034 | 40,418 | 24.61% | 8.36% | 983 | 13,714 | 17.96% | 2.84% | 717 | 16,837 | 18.46% | 3.48% | 737 | 53,301 | 23.84% | 11.03% | 952 |
| 3528018 | Haldimand County, ON (CY) | 41,702 | 0.22% | 18,828 | 16.65% | 45.15% | 7709 | 19,041 | 11.59% | 45.66% | 5367 | 17,605 | 23.05% | 42.22% | 10671 | 19,183 | 21.04% | 46.00% | 9737 | 24,791 | 11.09% | 59.45% | 5132 |
| 3528052 | Norfolk County, ON (CY) | 57,999 | 0.30% | 14,762 | 13.06% | 25.45% | 4346 | 17,047 | 10.38% | 29.39% | 3455 | 12,786 | 16.74% | 22.05% | 5573 | 16,481 | 18.07% | 28.42% | 6015 | 22,897 | 10.24% | 39.48% | 3408 |
| 3520005 | Toronto, ON (C) | 2,568,898 | 13.31% | 5,258 | 4.65% | 0.20% | 35 | 13,679 | 8.33% | 0.53% | 63 | 2,154 | 2.82% | 0.08% | 21 | 2,938 | 3.22% | 0.11% | 24 | 15,938 | 7.13% | 0.62% | 54 |
| 3521005 | Mississauga, ON (CY) | 642,951 | 3.33% | 3,873 | 3.43% | 0.60% | 103 | 8,396 | 5.11% | 1.31% | 153 | 1,364 | 1.79% | 0.21% | 54 | 1,811 | 1.99% | 0.28% | 60 | 10,626 | 4.75% | 1.65% | 143 |
| 3524002 | Burlington, ON (CY) | 163,747 | 0.85% | 4,075 | 3.60% | 2.49% | 425 | 8,109 | 4.94% | 4.95% | 582 | 2,028 | 2.66% | 1.24% | 313 | 2,263 | 2.48% | 1.38% | 293 | 10,037 | 4.49% | 6.13% | 529 |
| 3529006 | Brantford, ON (CY) | 85,464 | 0.44% | 4,200 | 3.72% | 4.91% | 839 | 5,839 | 3.56% | 6.83% | 803 | 3,116 | 4.08% | 3.65% | 922 | 3,109 | 3.41% | 3.64% | 770 | 8,469 | 3.79% | 9.91% | 855 |
| 3524001 | Oakville, ON (T) | 174,424 | 0.90% | 2,225 | 1.97% | 1.28% | 218 | 4,838 | 2.95% | 2.77% | 326 | 480 | 0.63% | 0.27% | 69 | 978 | 1.07% | 0.56% | 119 | 5,761 | 2.58% | 3.30% | 285 |
| 3521010 | Brampton, ON (CY) | 596,084 | 3.09% | 1,824 | 1.61% | 0.31% | 52 | 4,232 | 2.58% | 0.71% | 83 | 1,157 | 1.51% | 0.19% | 49 | 1,340 | 1.47% | 0.22% | 48 | 5,100 | 2.28% | 0.86% | 74 |
| 3529005 | Brant, ON (CY) | 33,246 | 0.17% | 2,154 | 1.91% | 6.48% | 1106 | 2,246 | 1.37% | 6.76% | 794 | 1,844 | 2.41% | 5.55% | 1402 | 2,070 | 2.27% | 6.23% | 1318 | 4,138 | 1.85% | 12.45% | 1075 |

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

## 2020 Haldimand County - Hagersville Visitors Within Trade Area
### Compared to Total Household Population 15+
### Benchmark: 15 min trade area

| Total Household Population 15+ | Spring 2020 Visitors # | % Pen | Summer 2020 Visitors # | % Pen | Fall 2020 Visitors # | % Pen | Winter 2020 Visitors # | % Pen | Full Year 2020 Visitors # | % Pen |
|---|---|---|---|---|---|---|---|---|---|---|
| 3,444 | 2,497 | 72.5 | 2,278 | 66.1 | 2,510 | 72.9 | 2,368 | 68.8 | 3,043 | 88.4 |

## 2020 Haldimand County - Hagersville 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 | 225,753 | 3,043 | 1.3 | 222,710 | 98.7 |

## 2021 Haldimand County - Hagersville Visitors by Top 10 Census Subdivisions
### Compared to Total Household Population 15+
### Benchmark: Ontario and Quebec

| CSD Code | Census Subdivision Name | Total Household Population 15+ # | % of Total | Spring 2021 # | % of Total | % Pen | Index | Summer 2021 # | % of Total | % Pen | Index | Fall 2021 # | % of Total | % Pen | Index | Winter 2021 # | % of Total | % Pen | Index | Full Year 2021 # | % of Total | % Pen | Index |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | 19,302,713 | 100% | 108,903 | 100% | 0.56% | 100 | 230,665 | 100% | 1.19% | 100 | 135,104 | 100% | 0.70% | 100 | 90,952 | 100% | 0.47% | 100 | 284,437 | 100% | 1.47% | 100 |
| 3525005 | Hamilton, ON (C) | 483,265 | 2.50% | 24,966 | 22.93% | 5.17% | 916 | 53,686 | 23.27% | 11.11% | 930 | 29,140 | 21.57% | 6.03% | 861 | 16,370 | 18.00% | 3.39% | 719 | 65,090 | 22.88% | 13.47% | 914 |
| 3528052 | Norfolk County, ON (CY) | 57,999 | 0.30% | 14,249 | 13.08% | 24.57% | 4355 | 24,597 | 10.66% | 42.41% | 3549 | 22,975 | 17.01% | 39.61% | 5660 | 13,809 | 15.18% | 23.81% | 5053 | 27,320 | 9.60% | 47.10% | 3197 |
| 3528018 | Haldimand County, ON (CY) | 41,702 | 0.22% | 18,033 | 16.56% | 43.24% | 7665 | 20,841 | 9.04% | 49.98% | 4182 | 22,161 | 16.40% | 53.14% | 7592 | 20,146 | 22.15% | 48.31% | 10253 | 24,476 | 8.61% | 58.69% | 3983 |
| 3520005 | Toronto, ON (C) | 2,568,898 | 13.31% | 5,025 | 4.61% | 0.20% | 35 | 19,525 | 8.46% | 0.76% | 64 | 5,590 | 4.14% | 0.22% | 31 | 3,834 | 4.22% | 0.15% | 32 | 21,650 | 7.61% | 0.84% | 57 |
| 3521005 | Mississauga, ON (CY) | 642,951 | 3.33% | 4,492 | 4.12% | 0.70% | 124 | 14,280 | 6.19% | 2.22% | 186 | 3,589 | 2.66% | 0.56% | 80 | 2,787 | 3.06% | 0.43% | 92 | 16,580 | 5.83% | 2.58% | 175 |
| 3524002 | Burlington, ON (CY) | 163,747 | 0.85% | 4,308 | 3.96% | 2.63% | 466 | 11,281 | 4.89% | 6.89% | 576 | 4,276 | 3.16% | 2.61% | 373 | 2,367 | 2.60% | 1.45% | 307 | 13,943 | 4.90% | 8.52% | 578 |
| 3529006 | Brantford, ON (CY) | 85,464 | 0.44% | 4,606 | 4.23% | 5.39% | 955 | 8,347 | 3.62% | 9.77% | 817 | 3,955 | 2.93% | 4.63% | 661 | 4,238 | 4.66% | 4.96% | 1052 | 11,116 | 3.91% | 13.01% | 883 |
| 3521010 | Brampton, ON (CY) | 596,084 | 3.09% | 3,265 | 3.00% | 0.55% | 97 | 8,147 | 3.53% | 1.37% | 114 | 3,234 | 2.39% | 0.54% | 78 | 1,065 | 1.17% | 0.18% | 38 | 10,207 | 3.59% | 1.71% | 116 |
| 3524001 | Oakville, ON (T) | 174,424 | 0.90% | 1,813 | 1.67% | 1.04% | 184 | 6,908 | 3.00% | 3.96% | 331 | 1,603 | 1.19% | 0.92% | 131 | 221 | 0.24% | 0.13% | 27 | 6,868 | 2.41% | 3.94% | 267 |
| 3529005 | Brant, ON (CY) | 33,246 | 0.17% | 2,137 | 1.96% | 6.43% | 1139 | 2,910 | 1.26% | 8.75% | 732 | 2,947 | 2.18% | 8.86% | 1267 | 1,739 | 1.91% | 5.23% | 1110 | 4,999 | 1.76% | 15.03% | 1020 |

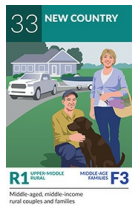| Index Legend | Under 80 | 110 to 119 | 120 to 149 | Over 150 |
|---|---|---|---|---|

## 2021 Haldimand County - Hagersville Visitors Within Trade Area
### Compared to Total Household Population 15+
### Benchmark: 15 min trade area

| Total Household Population 15+ | Spring 2021 Visitors # | % Pen | Summer 2021 Visitors # | % Pen | Fall 2021 Visitors # | % Pen | Winter 2021 Visitors # | % Pen | Full Year 2021 Visitors # | % Pen |
|---|---|---|---|---|---|---|---|---|---|---|
| 3,444 | 2,400 | 69.7 | 2,747 | 79.8 | 2,139 | 62.1 | 2,956 | 85.8 | 2,954 | 85.8 |

## 2021 Haldimand County - Hagersville Visitors Within vs Outside Trade Area
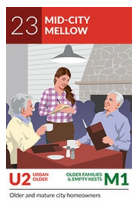### Benchmark: Canada

| 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 | 288,273 | 2,954 | 1.0 | 285,319 | 99.0 |

ENVIRONICS ANALYTICS

Top 5 segments represent **29.6%** of customers in Southern Ontario

---

**33 NEW COUNTRY**

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

| | |
|---|---|
| Rank: | 1 |
| Customers: | 19,136 |
| Customers %: | 7.62 |
| % in Benchmark: | 2.74 |
| Index: | 278 |

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.
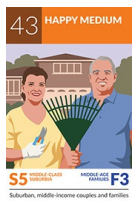
---

**23 MID-CITY MELLOW**

**U2** URBAN OLDER · **M1** OLDER FAMILIES & EMPTY NESTS
Older and mature city homeowners

| | |
|---|---|
| Rank: | 2 |
| Customers: | 15,902 |
| Customers %: | 6.33 |
| % in Benchmark: | 4.63 |
| Index: | 137 |

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, Portugese, 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).
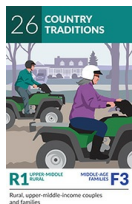
---

**19 FAMILY MODE**

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

| | |
|---|---|
| Rank: | 3 |
| Customers: | 15,855 |
| Customers %: | 6.31 |
| % in Benchmark: | 4.68 |
| Index: | 135 |

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.

---

**43 HAPPY MEDIUM**

**S5** MIDDLE-CLASS SUBURBS · **F3** MIDDLE-AGE FAMILIES
Suburban, middle-income couples and families

| | |
|---|---|
| Rank: | 4 |
| Customers: | 12,621 |
| Customers %: | 5.02 |
| % in Benchmark: | 2.51 |
| Index: | 200 |

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

---

**26 COUNTRY TRADITIONS**

**R1** UPPER-MIDDLE RURAL · **F3** MIDDLE-AGE FAMILIES
Rural, upper-middle-income couples and families

| | |
|---|---|
| Rank: | 5 |
| Customers: | 10,871 |
| Customers %: | 4.33 |
| % in Benchmark: | 4.89 |
| Index: | 89 |

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).

---

**Benchmark:** Southern Ontario

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