Community Profile: West Elgin – Rodney

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

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West Elgin - Rodney
Main Street Boundary and Trade Area

ENVIRONICS
ANALYTICS

15 - Min Walk Time
Main Street Boundary

2022-01-12 12:57 PM

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1
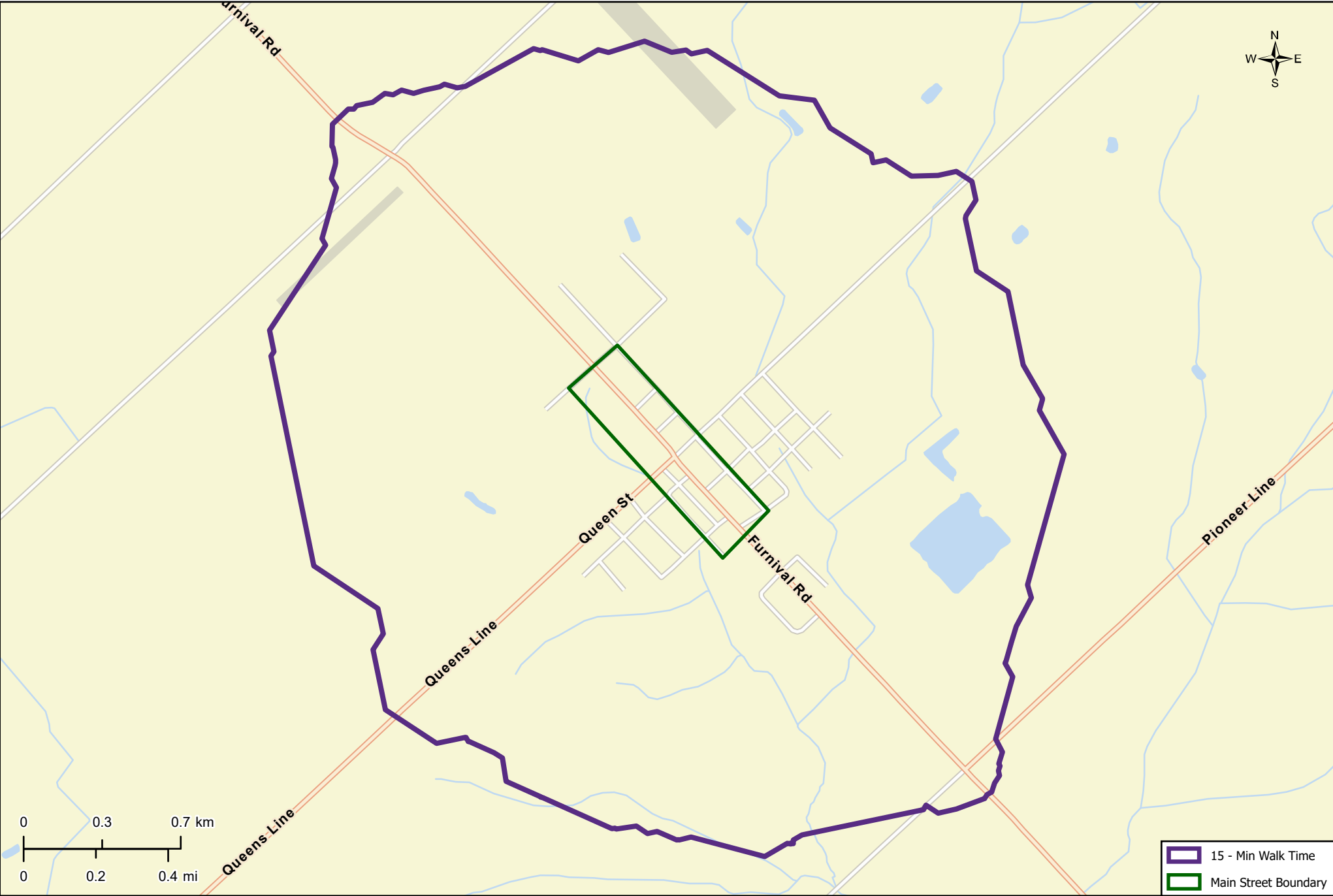
Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: West Elgin - Rodney

POPULATION

1,075

HOUSEHOLDS

495

MEDIAN MAINTAINER AGE

57

Index:**106**

MARITAL STATUS

57.9%

Index: **100**

Married/Common-Law

FAMILY STATUS*

46.3%

Index:**124**

Couples Without Children At Home

HOUSEHOLD SIZE

| 1 Person | 2 Persons | 3 Persons | 4 Persons | 5+ Persons |
| 32% / 24% | 38% / 33% | 15% / 16% | 10% / 17% | 5% / 10% |

■ Trade Area ■ Benchmark
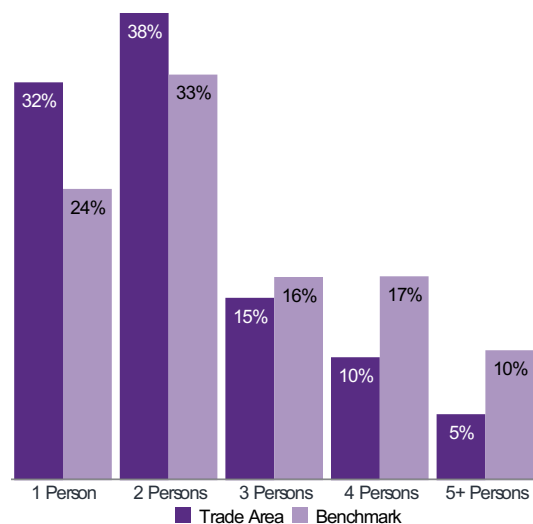
POPULATION BY AGE

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

AGE OF CHILDREN AT HOME

| 0 to 4 | 5 to 9 | 10 to 14 | 15 to 19 | 20 to 24 | 25+ |
| 15% / 15% | 16% / 17% | 19% / 17% | 22% / 17% | 10% / 15% | 19% / 19% |

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

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

Demographics | Housing & Income

Trade Area: West Elgin - Rodney

Population: 1,075 | **Households:** 495

TENURE

Rented 20.0%
Owned 80.0%

STRUCTURE TYPE

84.6%
Houses
Index:109

15.4%
Apartments
Index:70

AGE OF HOUSING*

60+ Years Old
% Comp:56.8   Index: 274

AVERAGE HOUSEHOLD INCOME

$77,216
Index:67

HOUSEHOLD INCOME DISTRIBUTION
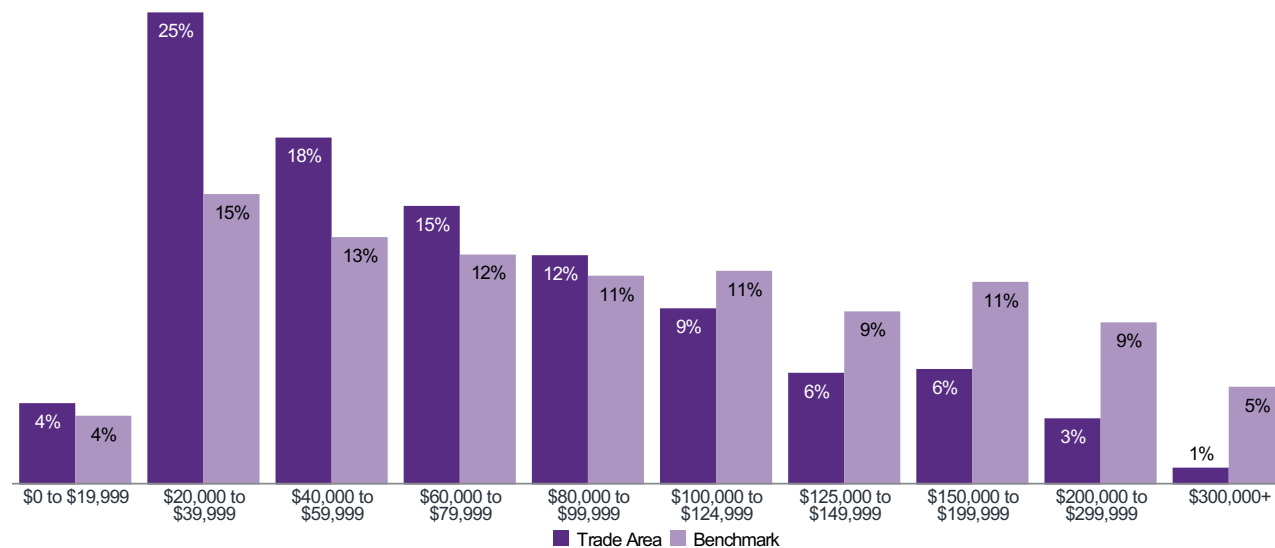
Income Range	Trade Area	Benchmark
$0 to $19,999	4%	4%
$20,000 to $39,999	25%	15%
$40,000 to $59,999	18%	13%
$60,000 to $79,999	15%	12%
$80,000 to $99,999	12%	11%
$100,000 to $124,999	9%	11%
$125,000 to $149,999	6%	9%
$150,000 to $199,999	6%	11%
$200,000 to $299,999	3%	9%
$300,000+	1%	5%

■ 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: West Elgin - Rodney

Population: 1,075 | **Households:** 495

EDUCATION

5.8%
Index: 22

University Degree

LABOUR FORCE PARTICIPATION

56.6%
Index: 87

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

37.4%
Index: 103

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

2.0%
Index: 65

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

EDUCATIONAL ATTAINMENT
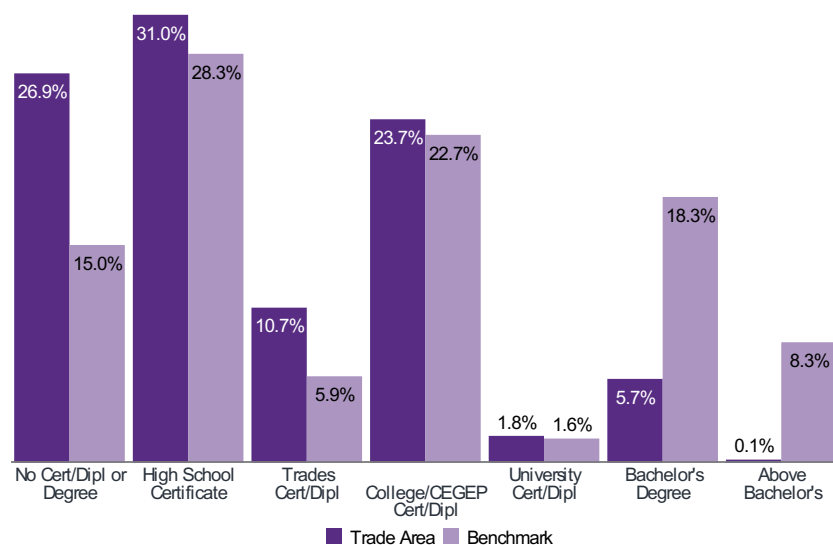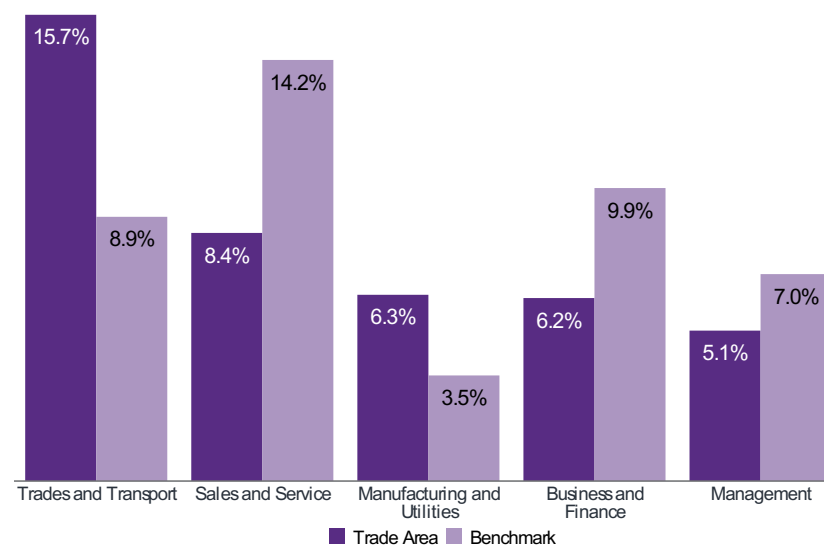
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	26.9%	15.0%
High School Certificate	31.0%	28.3%
Trades Cert/Dipl	10.7%	5.9%
College/CEGEP Cert/Dipl	23.7%	22.7%
University Cert/Dipl	1.8%	1.6%
Bachelor's Degree	5.7%	18.3%
Above Bachelor's	0.1%	8.3%

■ Trade Area ■ Benchmark

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Trades and Transport	15.7%	8.9%
Sales and Service	8.4%	14.2%
Manufacturing and Utilities	6.3%	3.5%
Business and Finance	6.2%	9.9%
Management	5.1%	7.0%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

ENVIRONICS ANALYTICS

Trade Area: West Elgin - Rodney

Population: 1,075 | **Households:** 495

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
4.3%	0.7%	0.3%	3.7%	N/A
Index:182	Index:2	Index:14	Index:14	N/A% Index:N/A
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

- South Asian — 0.3% (Trade Area), 9.9% (Benchmark)
- Filipino — 0.2% (Trade Area), 1.5% (Benchmark)
- Latin American — 0.2% (Trade Area), 1.3% (Benchmark)
- Chinese — 0.0% (Trade Area), 5.1% (Benchmark)
- Black — 0.0% (Trade Area), 4.5% (Benchmark)

■ Trade Area ■ Benchmark
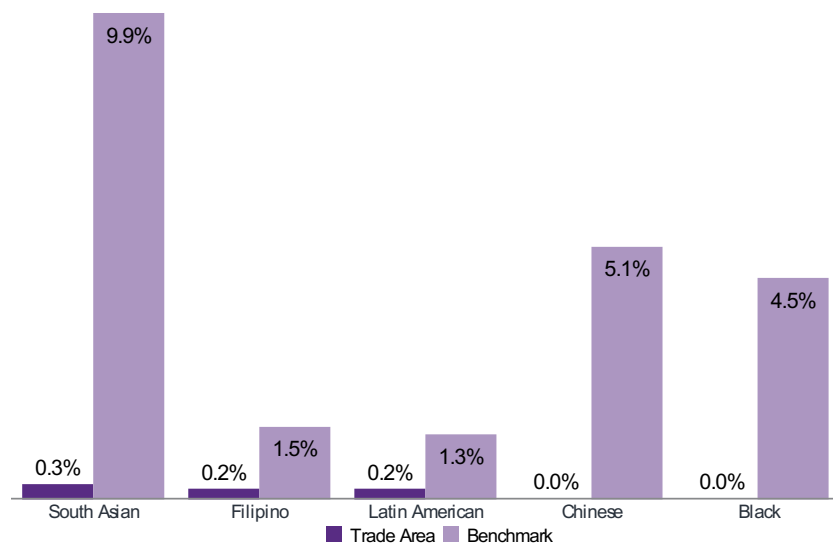
LANGUAGES SPOKEN AT HOME: TOP 5**
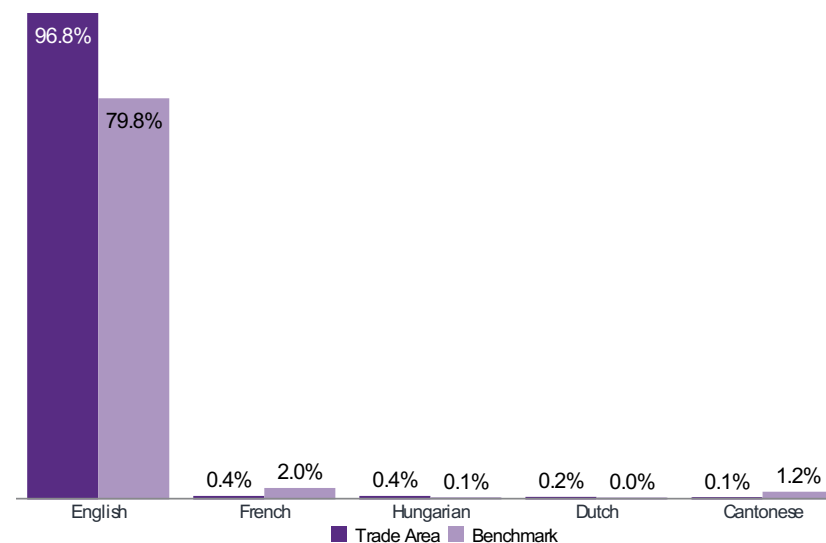
- English — 96.8% (Trade Area), 79.8% (Benchmark)
- French — 0.4% (Trade Area), 2.0% (Benchmark)
- Hungarian — 0.4% (Trade Area), 0.1% (Benchmark)
- Dutch — 0.2% (Trade Area), 0.0% (Benchmark)
- Cantonese — 0.1% (Trade Area), 1.2% (Benchmark)

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

**Ranked by percent composition*

Index Colours:	<80	80 - 110	110+

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ENVIRONICS
ANALYTICS

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

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41 DOWN TO EARTH

R2 LOWER MIDDLE RURAL — OLDER FAMILIES & EMPTY NESTS M1

Older, middle-income rural couples and families

Rank:	1
Hhlds:	287
Hhld %:	57.94
% in Benchmark:	3.11
Index:	**1,863**

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

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58 OLD TOWN ROADS

T1 TOWN MIX — OLDER FAMILIES & EMPTY NESTS M1

Older, lower-middle-income town couples and singles

Rank:	2
Hhlds:	118
Hhld %:	23.94
% in Benchmark:	1.22
Index:	**1,970**

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).
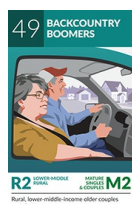
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33 NEW COUNTRY

R1 UPPER-MIDDLE RURAL — MIDDLE-AGE FAMILIES F3

Middle-aged, middle-income rural couples and families

Rank:	3
Hhlds:	40
Hhld %:	8.16
% in Benchmark:	2.74
Index:	**298**

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.

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26 COUNTRY TRADITIONS

R1 UPPER-MIDDLE RURAL — MIDDLE-AGE FAMILIES F3

Rural, upper-middle-income couples and families

Rank:	4
Hhlds:	28
Hhld %:	5.69
% in Benchmark:	4.83
Index:	**118**

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

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49 BACKCOUNTRY BOOMERS

R2 LOWER MIDDLE RURAL — MATURE SINGLES & COUPLES M2

Rural, lower-middle-income older couples and singles

Rank:	5
Hhlds:	11
Hhld %:	2.27
% in Benchmark:	1.22
Index:	**186**

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.

Benchmark: Southern Ontario

Psychographics | SocialValues Overview

Trade Area: West Elgin - Rodney

⬆ Strong Values

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

⬇ Weak Values

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

⭐ Descriptions | Top 3 Strong Values

Attraction to Nature

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

Utilitarian Consumerism

Tendency to base purchase decisions on utilitarian rather than aesthetic considerations. Measures the attention given to utility of objects and products purchased. People strong on this construct seldom buy products purely for their appearance. Lack of a need to engage in personal expression through aesthetic means.

Obedience to Authority

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

⭐ Descriptions | Top 3 Weak Values

Status via Home

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

Equal Relationship with Youth

Breaking down traditional hierarchical and patriarchal relationships by giving the youth equal freedoms as those of adults. Discipline, as that issued by adults over young people, is therefore replaced by freedom and increased individualism.

Penchant for Risk

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

Benchmark: Ontario

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Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: West Elgin - Rodney

WealthScapes Households: 490

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 77,178	**$ 64,493**	**$ 45,045**	**$ 2,119**
Index: 67	Index: 71	Index: 70	Index: 59

WEALTH* | ASSETS*

Net Worth	Savings	Investments	Unlisted Shares	Real Estate	Liquid Assets
% Holders	**% Holders**	**% Holders**	**% Holders**	**% Holders**	**% Holders**
100.0% Index: 100	95.7% Index: 101	51.2% Index: 85	8.0% Index: 64	81.2% Index: 107	98.4% Index: 100
Balance	**Balance**	**Balance**	**Balance**	**Balance**	**Balance**
$356,189	$42,023	$189,152	$143,601	$356,839	$165,477
Index: 48	Index: 55	Index: 56	Index: 45	Index: 48	Index: 50

DEBT*

Consumer Debt	Mortgage Debt
% Holders	**% Holders**
88.0% Index: 97	48.6% Index: 105
Balance	**Balance**
$49,215	$132,932
Index: 74	Index: 45

FINANCIAL RATIO

Debt:Asset

% Holders

0.23% Index: 109

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: West Elgin - Rodney

WealthScapes Households: 490

FINANCIAL RATIOS*

Debt: Asset

0.23

Index: 109

Debt: Liquid Assets

0.66

Index: 108

Consumer Debt - Discr. Income

0.96

Index: 103

Savings - Investments

0.68

Index: 113

Pension - Non-Pension Assets

0.25

Index: 116

Real Estate Assets - Liq. Assets

1.78

Index: 101

Mortgage - Real Estate Assets

0.22

Index: 92

Mortgage - Consumer Debt

1.49

Index: 65

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: West Elgin - Rodney

Households: 495

Total Aggregate Current Consumption: $28,332,610

Average Current Consumption	**Average Household Income**	**Average Disposable Income**
$57,238	$77,180	$63,781
Index: 70	Index: 67	Index: 71

Shelter

Avg. Dollars/Household	Pct. of Total Expenditure
$14,300	25.0%
Index 68	Index 97

Transportation

Avg. Dollars/Household	Pct. of Total Expenditure
$10,076	17.6%
Index 73	Index 104

Food

Avg. Dollars/Household	Pct. of Total Expenditure
$8,999	15.7%
Index 70	Index 100

Health Care

Avg. Dollars/Household	Pct. of Total Expenditure
$5,402	9.4%
Index 99	Index 141

Household Operation

Avg. Dollars/Household	Pct. of Total Expenditure
$4,092	7.1%
Index 71	Index 102

Recreation

Avg. Dollars/Household	Pct. of Total Expenditure
$2,821	4.9%
Index 59	Index 84

Household Furnishings

Avg. Dollars/Household	Pct. of Total Expenditure
$2,810	4.9%
Index 70	Index 101

Tobacco and Alcohol

Avg. Dollars/Household	Pct. of Total Expenditure
$2,575	4.5%
Index 72	Index 103

Clothing

Avg. Dollars/Household	Pct. of Total Expenditure
$2,215	3.9%
Index 67	Index 96

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: West Elgin - Rodney   **Households:** 495

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$77,180	**$8,999**	**$2,521**	**$6,478**
Index: 67	Index: 70	Index: 63	Index: 74

Total Aggregate Food Expenditure: $ 4,454,454

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
$642	9.9%	$424	6.5%	$774	12.0%
Index: 74	Index: 100	Index: 83	Index: 112	Index: 71	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
$618	9.5%	$1,059	16.4%	$1,108	17.1%
Index: 67	Index: 90	Index: 83	Index: 112	Index: 70	Index: 95

Fish & Seafood		Beverages & Other Food	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$160	2.5%	$1,693	26.1%
Index: 54	Index: 74	Index: 77	Index: 104

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: West Elgin - Rodney

Household Population 14+: 923

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	10.5	11.0	95
Going to restaurants, bars or night clubs	56.3	55.1	102
Having physical Contact with family and friends	60.3	57.7	104
Participating in group activities	44.1	38.7	114
Partying	18.5	15.8	117
Seeing family and friends in person	66.9	62.8	106
Entertainment			
Attending events, festivals or concerts	45.9	42.9	107
Attending sports events (excludes professional sports)	17.0	18.2	93
Attending to professional sports events or games	29.6	25.4	116
Going to the movies	38.9	45.7	85
Movement & Travel			
Driving more	10.3	16.1	64
Shopping in-store	38.2	42.9	89
Spending time outdoors	27.6	32.5	85
Travelling outside of Canada/ abroad	49.7	53.2	93
Travelling within Canada	48.4	49.9	97
Using public transit	14.0	13.7	102
Personal			
Getting back to old habits	33.9	36.2	94
Going to a salon, barber shop or spa	32.4	33.7	96
Going to the gym	21.2	22.6	94
Education/Work			
Children going back to school	15.4	20.3	76
Going back to work	8.1	17.6	46
Other			
Not Stated	0.0	0.6	8

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

Trade Area: West Elgin - Rodney

Household Population 14+: 923

RADIO
Listeners: 79.7%
Index: 98

8.3 Hours/Week*
Index: **111**

Top Formats

	Trade Area	Benchmark
Traditional Country	22.3%	11.4%
New Country	31.0%	18.8%
Album Rock/Classic Rock	55.8%	44.0%

TELEVISION
Viewers: 92.2%
Index: 97

23.0 Hours/Week*
Index: **110**

Top Program Types

	Trade Area	Benchmark
Game Shows	58.2%	42.4%
Variety/Specials	32.8%	25.7%
Sports	59.7%	47.8%

NEWSPAPER
Readers: 15.8%
Index: 97

0.1 Hours/Week*
Index: **23**

Top Sections Read

	Trade Area	Benchmark
Automotive	8.2%	6.0%
Home or Real Estate	9.4%	7.5%
Food	9.9%	11.4%

MAGAZINE
Readers: 70.8%
Index: 97

1.1 Hours/Month*
Index: **81**

Top Titles

	Trade Area	Benchmark
Good Times	10.3%	3.4%
Outdoor Canada	27.7%	12.5%
Our Canada	17.9%	8.7%

INTERNET
Users: 98.9%
Index: 101

22.0 Hours online past week*
Index: **100**

Top Activities

	Trade Area	Benchmark
Gambling	13.4%	10.5%
Games	64.6%	54.5%
Online Shopping	75.6%	73.2%

DIRECT/OUTDOOR

1 Times used public transit past week*
Index: **38**

Top DM Formats Used to Plan/Make Purchases

	Trade Area	Benchmark
Newsletters	10.2%	7.2%
Addressed Mail Offers	11.0%	8.2%
Catalogues	12.8%	11.8%

Benchmark: Southern Ontario

Consumption values based to variable's incidence count.

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Activities

Trade Area: West Elgin - Rodney

ENVIRONICS
ANALYTICS

Household Population 18+: 870

FACEBOOK
85.9% currently use
Index: **110**

Top Activities (Daily)

	Read news feed	Cmt/Like other users' posts	Use Messenger
Trade Area	56.1%	30.4%	26.1%
Benchmark	42.7%	27.6%	23.4%

TWITTER
21.7% currently use
Index:**74**

Top Activities (Daily)

	Read tweets	Watch videos	Send/Receive Direct Msgs
Trade Area	13.2%	3.9%	2.8%
Benchmark	14.2%	6.4%	4.3%

INSTAGRAM
27.0% currently use
Index: **70**

Top Activities (Daily)

	View photos/videos	Send direct messages	Watch live videos
Trade Area	4.8%	2.4%	2.2%
Benchmark	8.5%	3.7%	3.6%

LINKEDIN
26.5% currently use
Index: **64**

Top Activities (Weekly)

	Click on an ad (!)	Read your newsfeed	Create a connection
Trade Area	2.6%	1.3%	1.1%
Benchmark	2.0%	4.7%	2.9%

YOUTUBE
56.9% currently use
Index:**81**

Top Activities (Daily)

	Watch videos	Like/dislike videos	Watch live videos
Trade Area	15.7%	4.0%	2.0%
Benchmark	28.0%	8.1%	6.8%

SNAPCHAT
7.5% currently use
Index: **58**

Top Activities (Weekly)

	Receive photos/videos	Send photos/videos	Send direct text messages
Trade Area	5.3%	4.3%	3.5%
Benchmark	6.6%	5.7%	5.9%

WHATSAPP
17.7% currently use
Index: **41**

Top Activities (Daily)

	Send/receive messages	Send/receive images	Use voice calls
Trade Area	2.9%	1.0%	0.9%
Benchmark	5.7%	6.0%	3.5%

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+

18

Opticks Social | Social Media Usage

ENVIRONICS
ANALYTICS

Trade Area: West Elgin - Rodney

Household Population 18+: 870

FRIENDS IN ALL SM NETWORKS

35.7%

Index:**101**

0-49 friends

FREQUENCY OF USE (DAILY)

71.2%

Index:**127**

Facebook

BRAND INTERACTION

32.1%

Index:**93**

Like brand on Facebook

NO. OF BRANDS INTERACTED

25.9%

Index:**85**

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
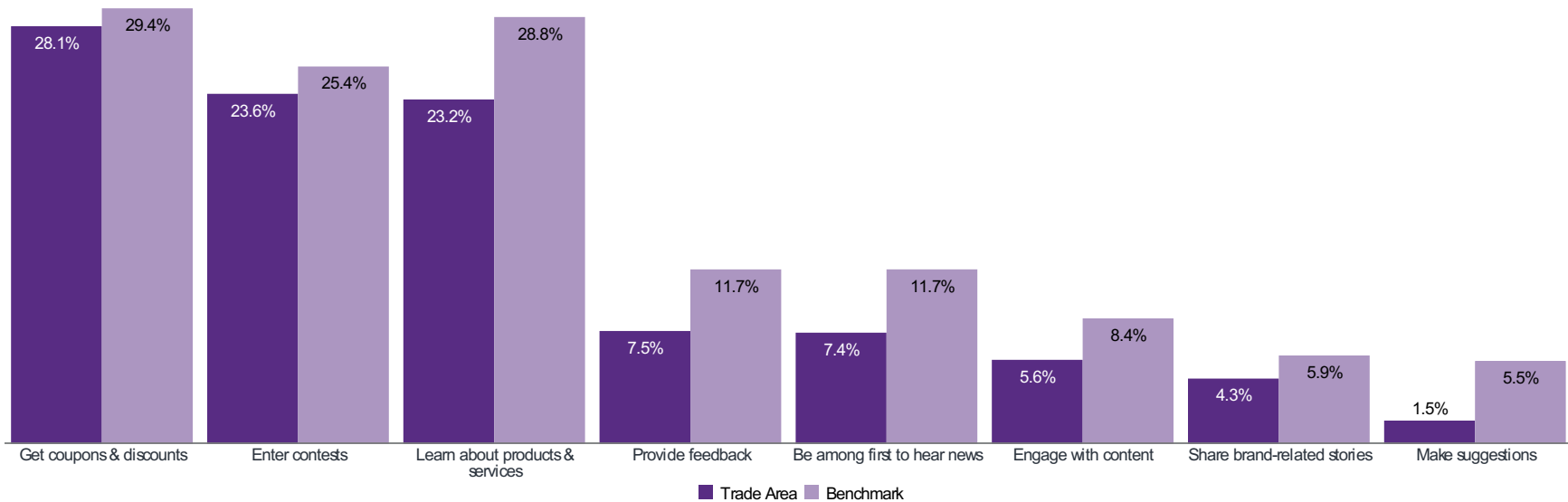
Category	Trade Area	Benchmark
Get coupons & discounts	28.1%	29.4%
Enter contests	23.6%	25.4%
Learn about products & services	23.2%	28.8%
Provide feedback	7.5%	11.7%
Be among first to hear news	7.4%	11.7%
Engage with content	5.6%	8.4%
Share brand-related stories	4.3%	5.9%
Make suggestions	1.5%	5.5%

■ Trade Area ■ Benchmark

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: West Elgin - Rodney

Total Household Population 18+: 870

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

% Comp **91.8**   Index **105**

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

% Comp **38.2**   Index **79**

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

% Comp **85.0**   Index **101**

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

% Comp **29.5**   Index **72**

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

% Comp **47.2**   Index **83**

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

% Comp **19.7**   Index **65**

Ranked by percent composition.

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

Opticks eShopper | Purchase Preference by Category

Trade Area: West Elgin - Rodney

Total Household Population 18+: 870

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)
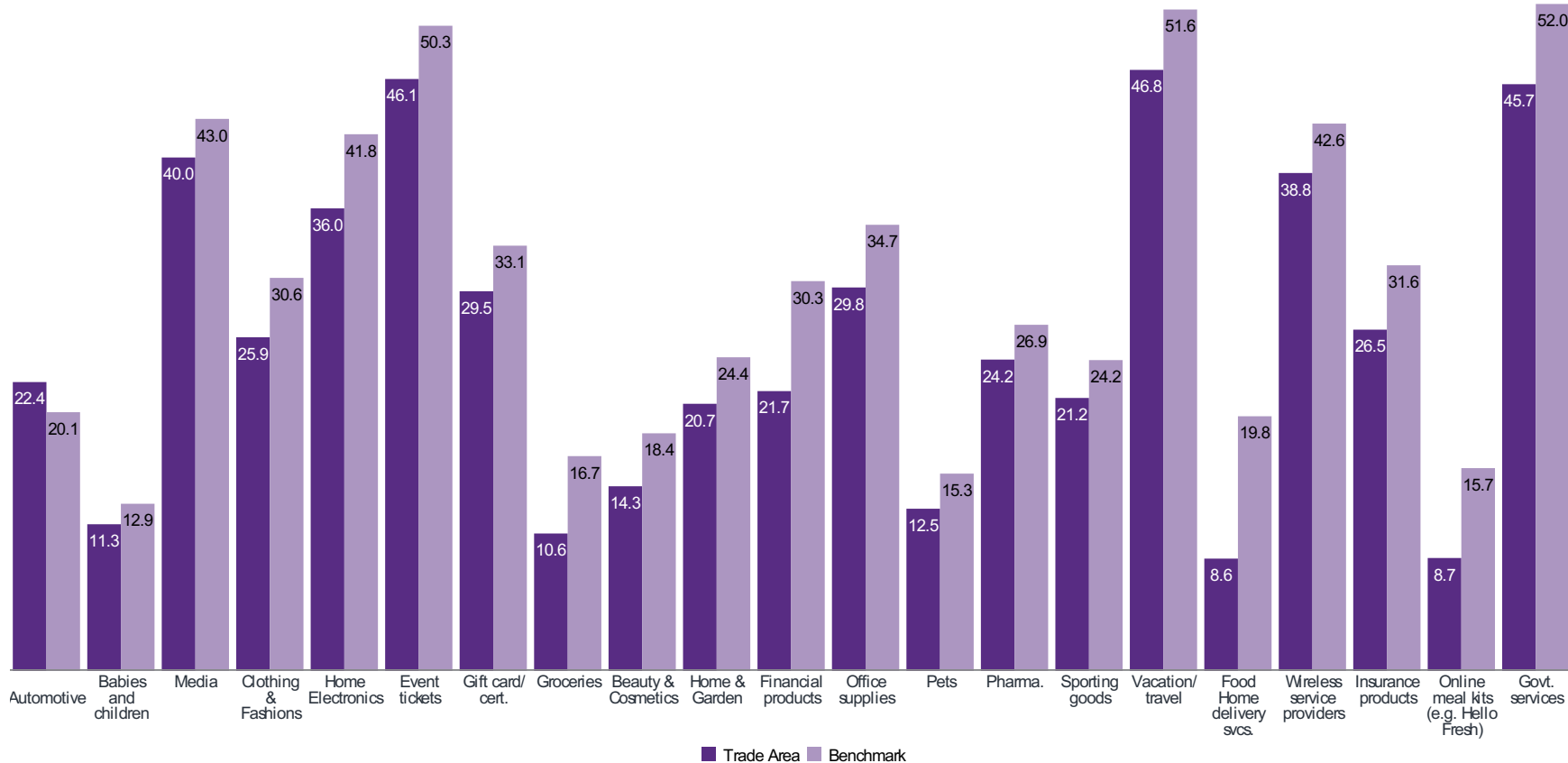
Category	Trade Area	Benchmark
Automotive	22.4	20.1
Babies and children	11.3	12.9
Media	40.0	43.0
Clothing & Fashions	25.9	30.6
Home Electronics	36.0	41.8
Event tickets	46.1	50.3
Gift card/ cert.	29.5	33.1
Groceries	10.6	16.7
Beauty & Cosmetics	14.3	18.4
Home & Garden	20.7	24.4
Financial products	21.7	30.3
Office supplies	29.8	34.7
Pets	12.5	15.3
Pharma.	24.2	26.9
Sporting goods	21.2	24.2
Vacation/ travel	46.8	51.6
Food Home delivery svcs.	8.6	19.8
Wireless service providers	38.8	42.6
Insurance products	26.5	31.6
Online meal kits (e.g. Hello Fresh)	8.7	15.7
Govt. services	45.7	52.0

Legend: ■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: West Elgin - Rodney

Total Household Population 18+: 870

BEHAVIOURAL PREFERENCES BY CHANNEL

CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	64.4% Index:105	31.4% Index:85	9.5% Index:77	2.8% Index:89
Purchase preference	79.0% Index:105	25.9% Index:85	8.5% Index:86	1.6% Index:64
Customer Service	65.1% Index:105	19.3% Index:108	5.4% Index:94	20.2% Index:93

AMOUNT SPENT [PST 12 MTHS]

Bar chart comparing Trade Area vs Benchmark:
- Less than $50 (!): Trade Area 1.5%, Benchmark 2.0%
- $50-$99: Trade Area 3.3%, Benchmark 4.5%
- $100-$249: Trade Area 8.0%, Benchmark 10.8%
- $250-$499: Trade Area 9.0%, Benchmark 9.5%
- $500-$999: Trade Area 4.3%, Benchmark 4.4%
- $1000 or more: Trade Area 1.3%, Benchmark 2.3%

Legend: 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

ENVIRONICS
ANALYTICS

Trade Area: West Elgin - Rodney

Total Household Population 18+: 870

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	55.5% Index:110	51.5% Index:94	12.8% Index: 82	7.9% Index: 96
Purchase preference	76.7% Index: 112	36.0% Index:86	7.2% Index:65	5.6% Index: 87
Customer Service	64.7% Index:115	21.6% Index:87	6.8% Index: 92	35.3% Index: 96

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	3.8%	5.9%	5.8%	6.0%	3.8%
Benchmark	4.3%	6.4%	6.2%	6.1%	6.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive
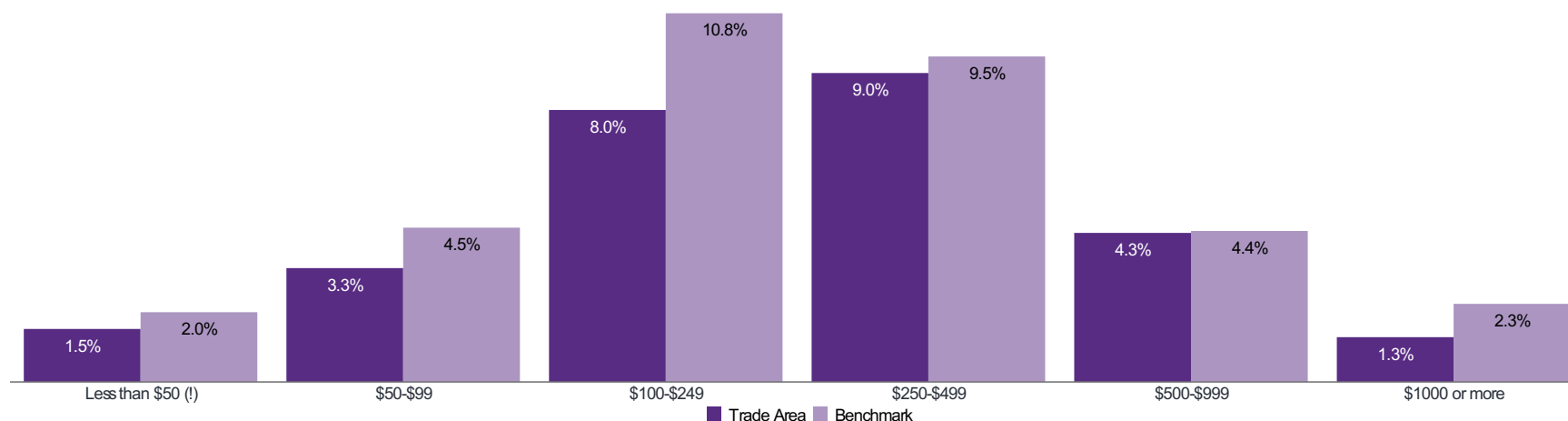
ENVIRONICS ANALYTICS

Trade Area: West Elgin - Rodney

Total Household Population 18+: 870

BEHAVIOURAL PREFERENCES BY CHANNEL

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

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.2%	5.1%	6.6%	1.6%	0.7%
Benchmark	3.3%	5.3%	8.3%	3.8%	1.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Groceries Deep Dive

Trade Area: West Elgin - Rodney

Total Household Population 18+: 870

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	77.5% Index:107	18.1% Index:73	7.7% Index:70	2.1% Index:79
Purchase preference	89.1% Index:107	10.6% Index:64	2.9% Index:47	1.3% Index:53
Customer Service	76.9% Index:110	8.2% Index:72	1.6% Index:40	18.4% Index:98

AMOUNT SPENT [PST 12 MTHS]

Range	Trade Area	Benchmark
Less than $50 (!)	1.1%	1.6%
$50-$99 (!)	1.8%	1.9%
$100-$249	1.7%	3.8%
$250-$499	0.6%	3.1%
$500-$999	1.5%	3.0%
$1000 or more	6.0%	6.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

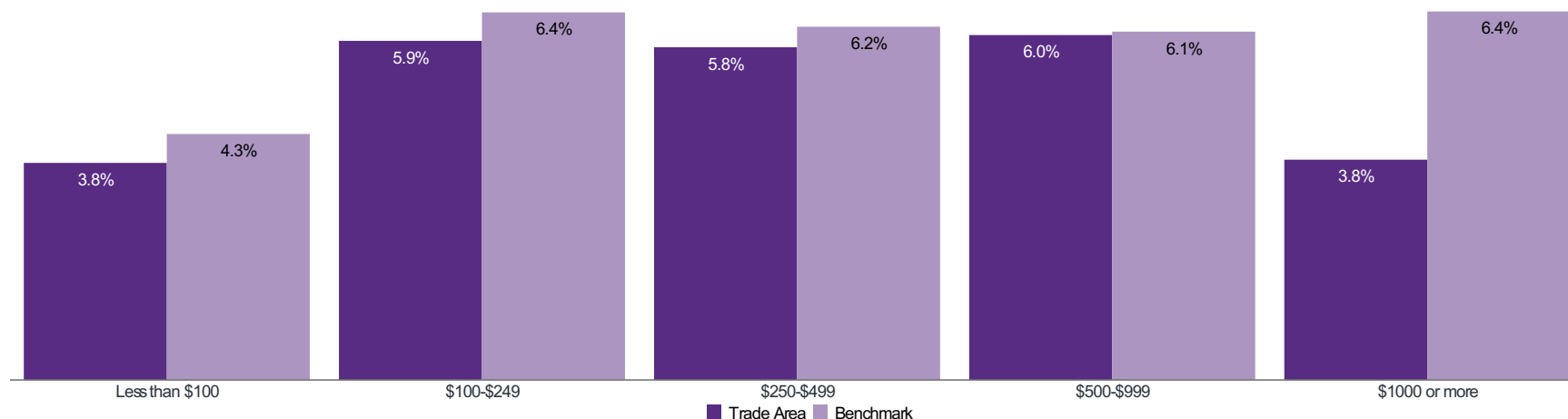| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS ANALYTICS

Trade Area: West Elgin - Rodney

Total Household Population 18+: 870

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	32.2% Index:91	18.0% Index:82	5.5% Index:68	2.1% Index:73
Purchase preference	46.8% Index:101	14.3% Index:78	2.5% Index:40	0.8% Index:37
Customer Service	38.5% Index:106	10.7% Index:85	2.7% Index:63	10.9% Index:74

AMOUNT SPENT [PST 12 MTHS]
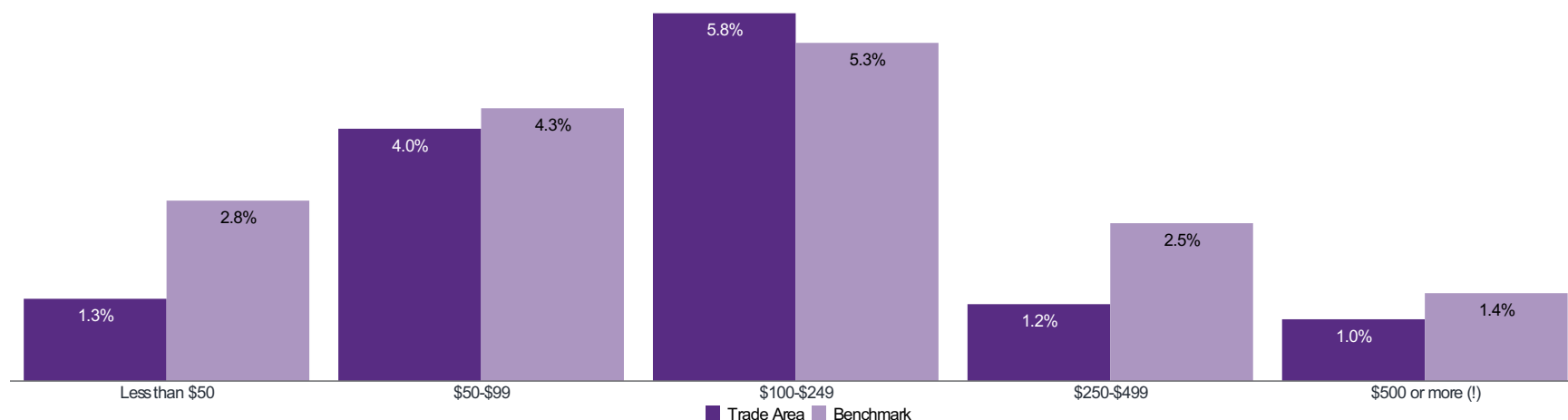
	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	1.3%	4.0%	5.8%	1.2%	1.0%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

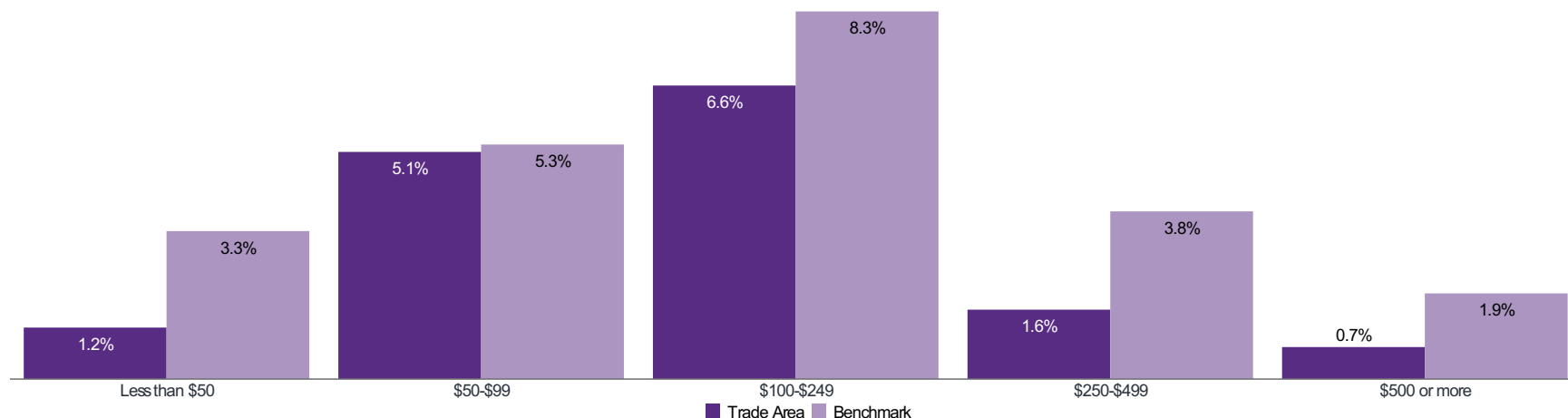# Opticks eShopper | Home & Garden Deep Dive

Trade Area: West Elgin - Rodney

Total Household Population 18+: 870

BEHAVIOURAL PREFERENCES BY CHANNEL

HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	57.4% Index:**111**	37.0% Index:**98**	11.4% Index:**100**	6.5% Index:**113**
Purchase preference	76.0% Index:**111**	20.7% Index:**85**	5.2% Index:**74**	2.3% Index:**64**
Customer Service	64.9% Index:**120**	15.3% Index:**96**	5.4% Index:**113**	20.4% Index:**89**

AMOUNT SPENT [PST 12 MTHS]
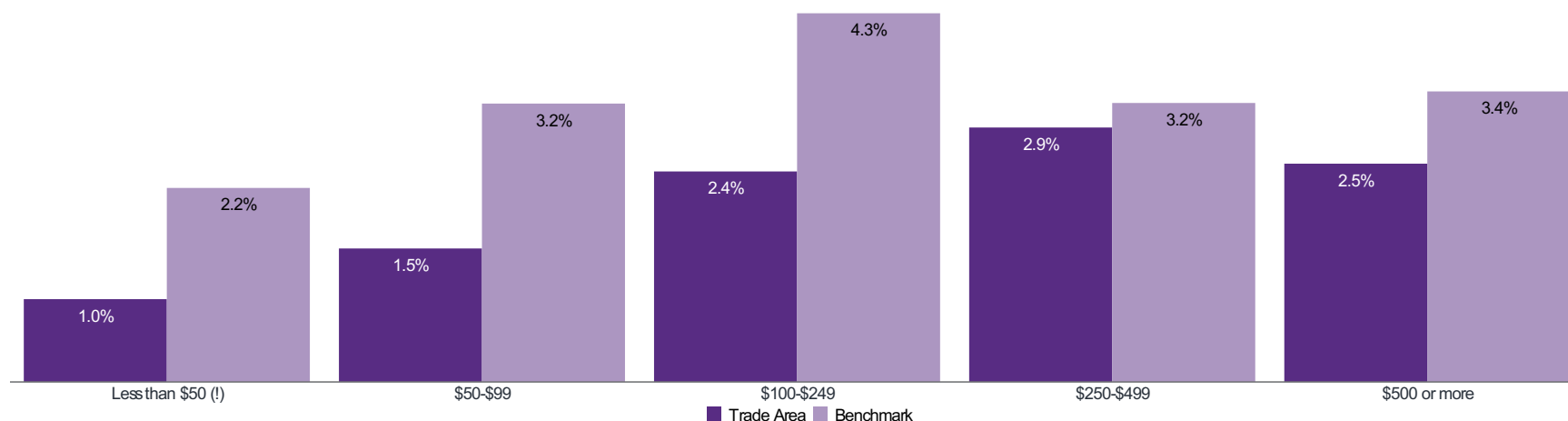
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.0%	1.5%	2.4%	2.9%	2.5%
Benchmark	2.2%	3.2%	4.3%	3.2%	3.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

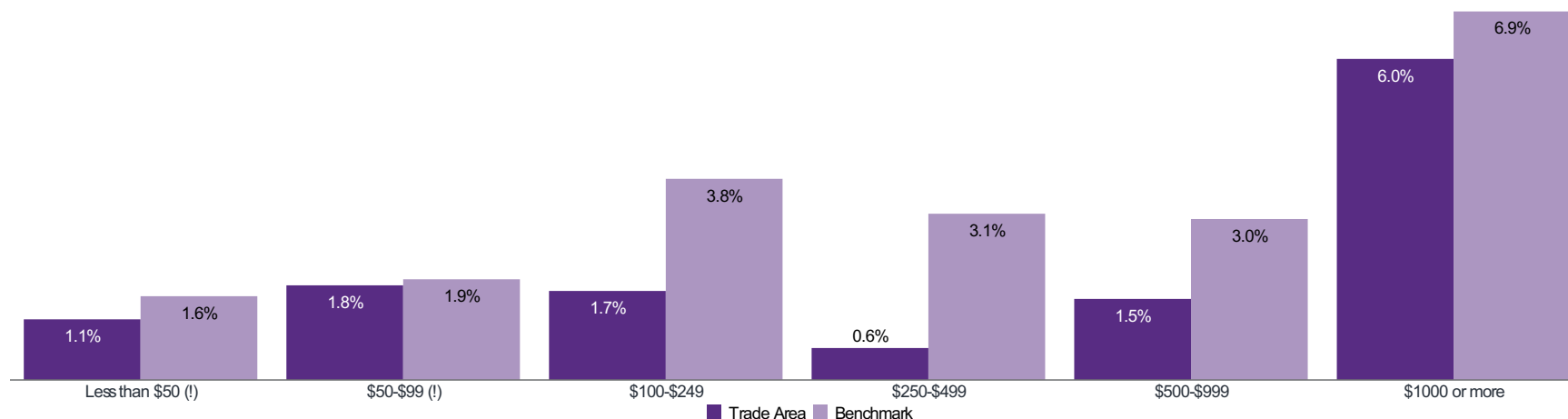# Opticks eShopper | Sporting Goods Deep Dive

Trade Area: West Elgin - Rodney

Total Household Population 18+: 870

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	38.3% Index:98	26.4% Index:82	7.0% Index:67	2.0% Index:52
Purchase preference	53.5% Index:103	21.2% Index:88	6.2% Index:82	3.2% Index:105
Customer Service	42.0% Index:100	12.8% Index:84	5.4% Index:104	17.6% Index:86

AMOUNT SPENT [PST 12 MTHS]
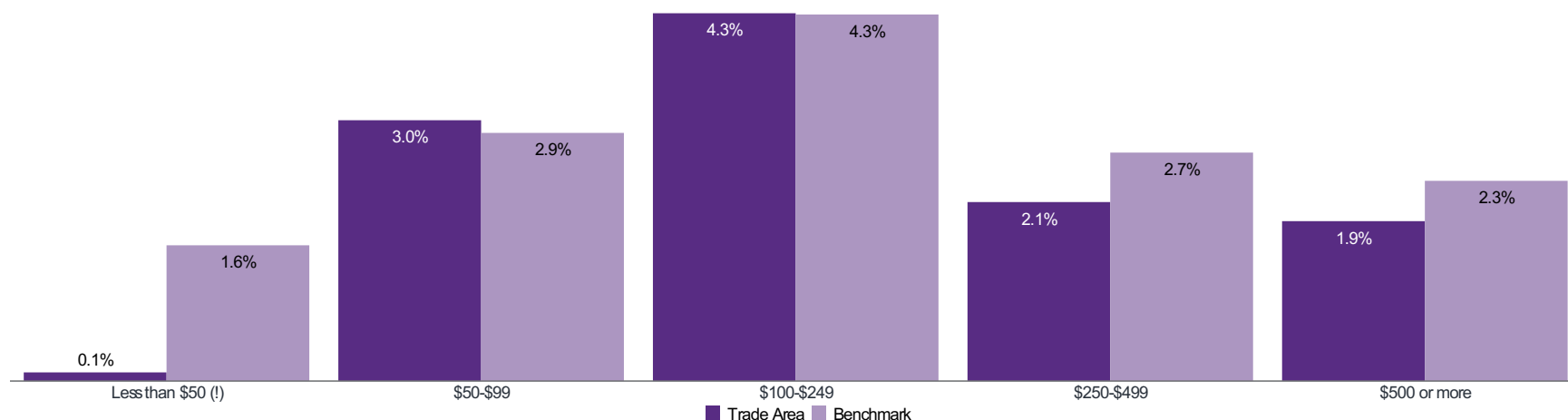
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	0.1%	3.0%	4.3%	2.1%	1.9%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Vacation/Travel Deep Dive

Trade Area: West Elgin - Rodney

Total Household Population 18+: 870

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	23.9% Index:116	54.8% Index:94	12.2% Index:82	14.9% Index:92
Purchase preference	32.3% Index:112	46.8% Index:91	5.2% Index:80	14.0% Index:78
Customer Service	33.1% Index:114	25.1% Index:92	5.8% Index:83	42.6% Index:97

AMOUNT SPENT [PST 12 MTHS]
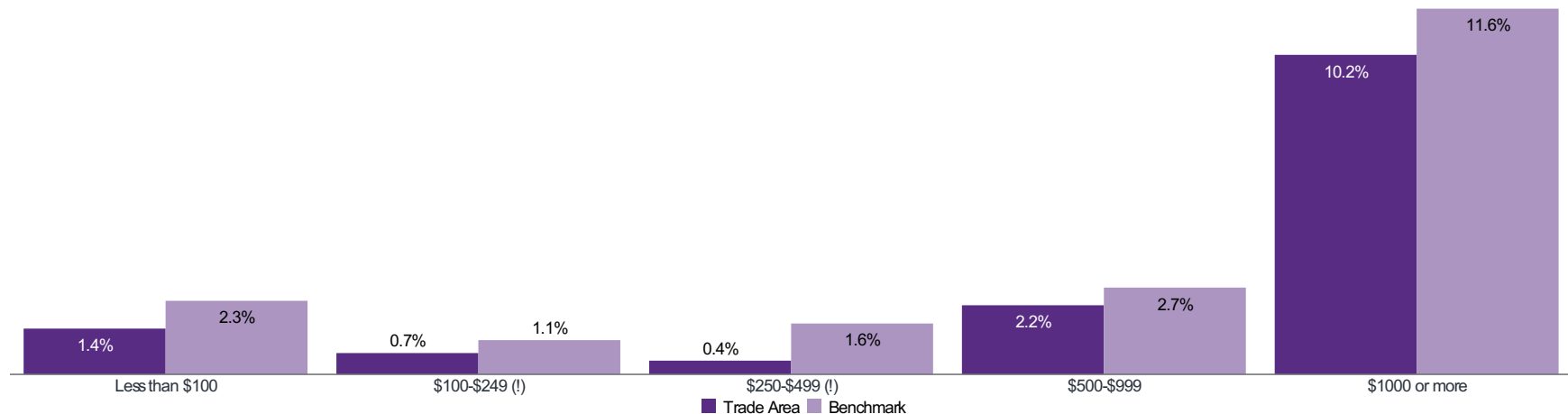
	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	1.4%	0.7%	0.4%	2.2%	10.2%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

Trade Area | Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS ANALYTICS

Trade Area: West Elgin - Rodney

Households: 495

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock
64.1%
Index: **94**

Has high quality fresh produce
60.1%
Index: **101**

Has high quality meat department
42.8%
Index: **102**

Carries food/non-food items I need
40.0%
Index: **97**

Carries variety of items and services
33.3%
Index: **93**

Only store that carries what I want
29.2%
Index: **96**

Carries variety of organic prod. (!)
13.3%
Index: **118**

Has special section for dietary needs
13.2%
Index: **106**

Has variety of freshly prep. foods/meals
7.6%
Index: **54**

Carries wide variety of ethnic prod.
3.9%
Index: **29**

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

ShopperChoice | Store Loyalty - Shopping Experience

Trade Area: West Elgin - Rodney

Households: 495

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me	Easy to get in and get out quickly	Staff are friendly and knowledgeable
63.6% Index:**106**	40.4% Index:**94**	36.2% Index:**107**

Organized layout makes it easy to shop	Short checkout lines/fast checkout	Has extended hours
34.1% Index:**82**	29.0% Index:**81**	22.4% Index:**82**

I like the store ambiance	Has self-checkout	Offers an online shopping option (!)
15.5% Index:**78**	11.4% Index:**83**	5.5% Index:**61**

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: West Elgin - Rodney

Households: 495

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Store has great sales and promotions

69.3%
Index: 103

Discover good value when shopping

68.8%
Index: 104

Store has the lowest prices overall

66.4%
Index: 114

Store has a customer loyalty card program

39.3%
Index: 79

Has loyalty prog. app and offers pers. promos

23.0%
Index: 78

I'm loyal to their store brands

20.2%
Index: 88

OUT OF STOCK ITEM

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

Benchmark: Southern Ontario

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

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

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

Index Colours:	<80	80 - 110	110+

Main Street Visitors

2019 West Elgin - Rodney Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2019				Summer 2019				Fall 2019				Winter 2019				Full Year 2019			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	Total	19,302,713	100%	17,989	100%	0.09%	100	19,474	100%	0.10%	100	12,713	100%	0.07%	100	15,034	100%	0.08%	100	32,105	100%	0.17%	100
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	3,353	18.64%	3.87%	4150	3,813	19.58%	4.40%	4359	2,381	18.73%	2.75%	4169	2,984	19.85%	3.44%	4419	5,999	18.68%	6.92%	4160
3539036	London, ON (CY)	349,526	1.81%	2,302	12.80%	0.66%	707	2,761	14.18%	0.79%	783	1,307	10.28%	0.37%	568	1,911	12.71%	0.55%	702	4,726	14.72%	1.35%	813
3534042	West Elgin, ON (MU)	4,438	0.02%	3,187	17.72%	71.82%	77060	3,384	17.38%	76.25%	75578	2,676	21.05%	60.31%	91565	2,587	17.21%	58.29%	74844	3,632	11.31%	81.84%	49204
3534021	St. Thomas, ON (CY)	34,774	0.18%	460	2.56%	1.32%	1420	610	3.13%	1.75%	1738	614	4.83%	1.76%	2680	532	3.54%	1.53%	1963	1,147	3.57%	3.30%	1984
3539005	Southwest Middlesex, ON (MU)	5,013	0.03%	827	4.60%	16.50%	17703	648	3.33%	12.92%	12809	409	3.21%	8.15%	12373	603	4.01%	12.02%	15434	1,123	3.50%	22.40%	13465
3537039	Windsor, ON (CY)	191,749	0.99%	499	2.77%	0.26%	279	482	2.48%	0.25%	249	243	1.91%	0.13%	192	520	3.46%	0.27%	348	1,102	3.43%	0.57%	345
3534030	Dutton/Dunwich, ON (MU)	3,356	0.02%	622	3.46%	18.55%	19903	523	2.68%	15.57%	15435	739	5.81%	22.01%	33417	756	5.03%	22.53%	28925	887	2.76%	26.42%	15887
3539015	Strathroy-Caradoc, ON (MU)	19,358	0.10%	397	2.21%	2.05%	2200	687	3.53%	3.55%	3516	150	1.18%	0.77%	1176	495	3.29%	2.56%	3280	797	2.48%	4.12%	2475
3520005	Toronto, ON (C)	2,568,898	13.31%	352	1.96%	0.01%	15	176	0.90%	0.01%	7	268	2.11%	0.01%	16	199	1.32%	0.01%	10	691	2.15%	0.03%	16
3537064	Lakeshore, ON (T)	33,221	0.17%	327	1.82%	0.98%	1055	176	0.90%	0.53%	525	129	1.01%	0.39%	589	348	2.31%	1.05%	1344	595	1.85%	1.79%	1077

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

2019 West Elgin - Rodney Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2019 Visitors		Summer 2019 Visitors		Fall 2019 Visitors		Winter 2019 Visitors		Full Year 2019 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
910	1,091	119.8	838	92.0	902	99.1	816	89.7	1,005	110.4

2019 West Elgin - Rodney Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	32,557	1,005	3.1	31,552	96.9

ENVIRONICS
ANALYTICS

2020 West Elgin - Rodney Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2020				Summer 2020				Fall 2020				Winter 2020				Full Year 2020			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	Total	19,302,713	100%	14,159	100%	0.07%	100	16,434	100%	0.09%	100	13,500	100%	0.07%	100	10,565	100%	0.05%	100	27,867	100%	0.14%	100
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	2,378	16.80%	2.74%	3739	3,053	18.58%	3.52%	4137	2,493	18.47%	2.88%	4112	1,913	18.11%	2.21%	4031	5,483	19.68%	6.32%	4381
3539036	London, ON (CY)	349,526	1.81%	2,155	15.22%	0.62%	840	2,166	13.18%	0.62%	728	1,868	13.84%	0.53%	764	1,258	11.91%	0.36%	658	3,965	14.23%	1.13%	786
3534042	West Elgin, ON (MU)	4,438	0.02%	3,262	23.03%	73.49%	100188	2,935	17.86%	66.13%	77677	2,769	20.51%	62.39%	89206	2,737	25.91%	61.67%	112680	3,426	12.29%	77.19%	53465
3534021	St. Thomas, ON (CY)	34,774	0.18%	711	5.02%	2.05%	2789	662	4.03%	1.90%	2237	598	4.43%	1.72%	2459	417	3.95%	1.20%	2192	1,310	4.70%	3.77%	2610
3539005	Southwest Middlesex, ON (MU)	5,013	0.03%	761	5.37%	15.17%	20682	885	5.39%	17.66%	20747	500	3.70%	9.98%	14266	287	2.72%	5.73%	10475	1,117	4.01%	22.27%	15428
3534030	Dutton/Dunwich, ON (MU)	3,356	0.02%	483	3.41%	14.40%	19635	738	4.49%	22.00%	25846	635	4.71%	18.93%	27071	587	5.56%	17.50%	31976	1,014	3.64%	30.21%	20928
3537039	Windsor, ON (CY)	191,749	0.99%	229	1.61%	0.12%	163	629	3.83%	0.33%	385	506	3.75%	0.26%	377	151	1.43%	0.08%	144	985	3.53%	0.51%	356
3520005	Toronto, ON (C)	2,568,898	13.31%	170	1.20%	0.01%	9	165	1.01%	0.01%	8	344	2.55%	0.01%	19	267	2.53%	0.01%	19	711	2.55%	0.03%	19
3539015	Strathroy-Caradoc, ON (MU)	19,358	0.10%	517	3.65%	2.67%	3644	301	1.83%	1.55%	1826	132	0.98%	0.68%	978	206	1.95%	1.06%	1942	602	2.16%	3.11%	2153
3537064	Lakeshore, ON (T)	33,221	0.17%	247	1.74%	0.74%	1013	223	1.36%	0.67%	788	296	2.19%	0.89%	1273	134	1.27%	0.40%	736	552	1.98%	1.66%	1152

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

2020 West Elgin - Rodney Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2020 Visitors		Summer 2020 Visitors		Fall 2020 Visitors		Winter 2020 Visitors		Full Year 2020 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
910	891	97.9	708	77.8	765	84.1	909	99.9	973	106.9

2020 West Elgin - Rodney Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	28,150	973	3.5	27,178	96.5

ENVIRONICS
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2021 West Elgin - Rodney Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

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

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

2021 West Elgin - Rodney Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2021 Visitors #	% Pen	Summer 2021 Visitors #	% Pen	Fall 2021 Visitors #	% Pen	Winter 2021 Visitors #	% Pen	Full Year 2021 Visitors #	% Pen
910	894	98.2	551	60.6	966	106.2	510	56.1	830	91.2

2021 West Elgin - Rodney Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	27,097	830	3.1	26,267	96.9

ENVIRONICS
ANALYTICS

Customers: West Elgin Rodney - FY 2021: Sum_Unique_Visitors

Total Customers: 25,422

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

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33 NEW COUNTRY

R1 UPPER-MIDDLE RURAL | MIDDLE-AGE FAMILIES F3

Middle-aged, middle-income rural couples and families
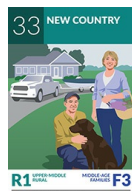
Rank:	1
Customers:	3,378
Customers %:	13.29
% in Benchmark:	2.74
Index:	**485**

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.

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41 DOWN TO EARTH

R2 LOWER-MIDDLE RURAL | OLDER FAMILIES & EMPTY NESTS M1

Older, middle-income rural couples and families

Rank:	2
Customers:	1,943
Customers %:	7.64
% in Benchmark:	2.91
Index:	**263**

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

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58 OLD TOWN ROADS

T1 TOWN LOW | OLDER FAMILIES & EMPTY NESTS M1

Older, lower-middle-income town couples and singles

Rank:	3
Customers:	1,925
Customers %:	7.57
% in Benchmark:	1.10
Index:	**690**

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).

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50 COUNTRY & WESTERN

R2 LOWER-MIDDLE RURAL | MATURE SINGLES & COUPLES M2

Older, middle-income western homeowners

Rank:	4
Customers:	1,502
Customers %:	5.91
% in Benchmark:	0.08
Index:	**7,124**

The living is easy in the rural communities that make up Country & Western. Located in areas close to towns in the western provinces, this segment contains a mix of older singles and empty-nesting couples mostly aging in place. Nearly a third of maintainers are over 65. Eight in ten households live in a single-detached house, while 9 percent own a mobile home. With their mixed educations, those still in the labour force work in farming and blue-collar industries, earning middle incomes. Three quarters of adults are third-plus-generation Canadians, and 16 percent have an aboriginal identity—more than triple the national average. In these rugged communities, residents like to go boating, camping and hiking; many also like roaring around the countryside on motorcycles and snowmobiles. Their idea of a splurge is going to the closest ice cream shop. With a strong self-reliant streak, they enjoy sewing, crafting and doing home improvement projects. But they worry that immigration is diluting their Canadian traditions and believe that newcomers should blend into the dominant culture (Cultural Assimilation).

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14 KICK-BACK COUNTRY

R1 UPPER-MIDDLE RURAL | MIDDLE-AGE FAMILIES F3

Rural, middle-aged upscale families and couples

Rank:	5
Customers:	1,401
Customers %:	5.51
% in Benchmark:	2.60
Index:	**212**

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.

Benchmark: Southern Ontario

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