

Community Profile: West Elgin – West Lorne

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

The logo for Environics Analytics is displayed within a solid purple rectangular box. The word "ENVIRONICS" is written in a large, bold, white, sans-serif font. Below it, the word "ANALYTICS" is written in a smaller, white, sans-serif font.

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ANALYTICS

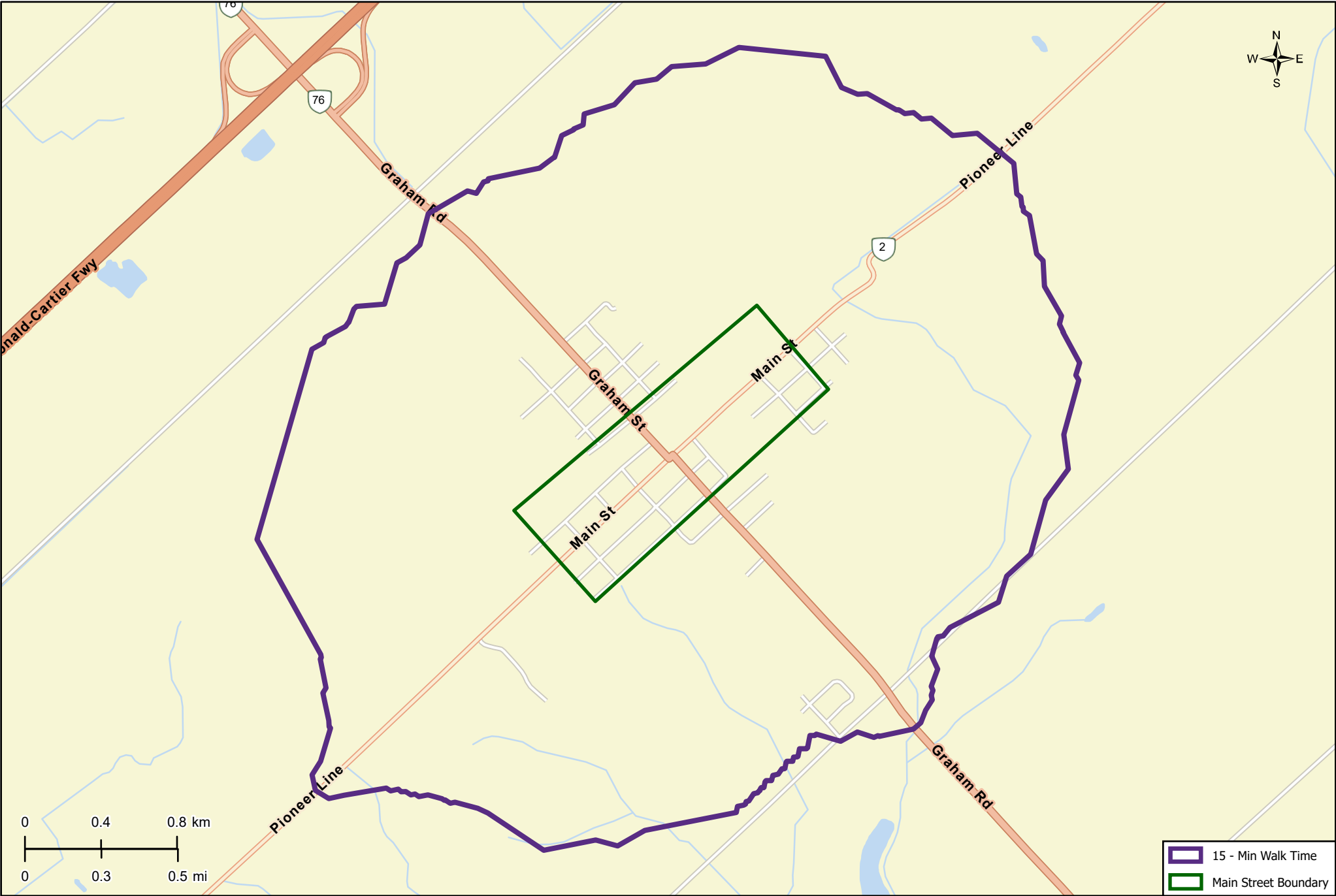
Confidential

Date: February 24, 2022

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West Elgin - West Lorne
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: West Elgin - West Lorne

POPULATION

1,989

HOUSEHOLDS

917

MEDIAN MAINTAINER AGE

60

Index: 111

MARITAL STATUS



60.9%

Index: 105

Married/Common-Law

FAMILY STATUS*

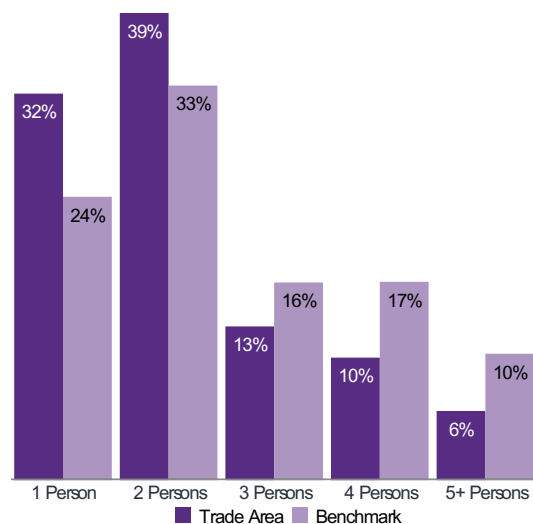


50.3%

Index: 135

Couples Without Children At Home

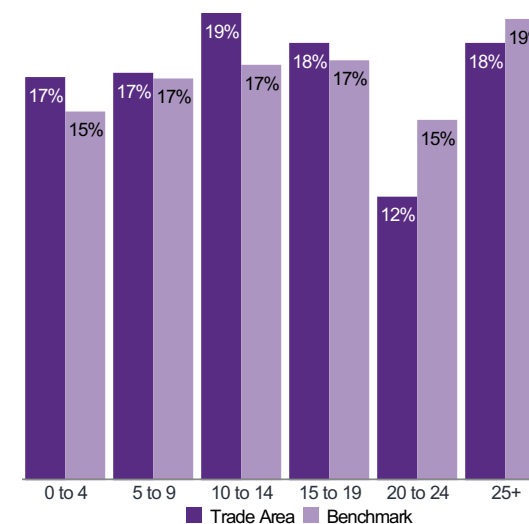
HOUSEHOLD SIZE



POPULATION BY AGE

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

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

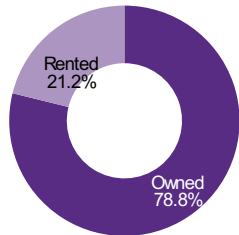
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: West Elgin - West Lorne

Population: 1,989 | Households: 917

TENURE



STRUCTURE TYPE



86.6%

Index: **112**



12.7%

Index: **57**

AGE OF HOUSING*

60+ Years Old

% Comp: **39.6** Index: **191**

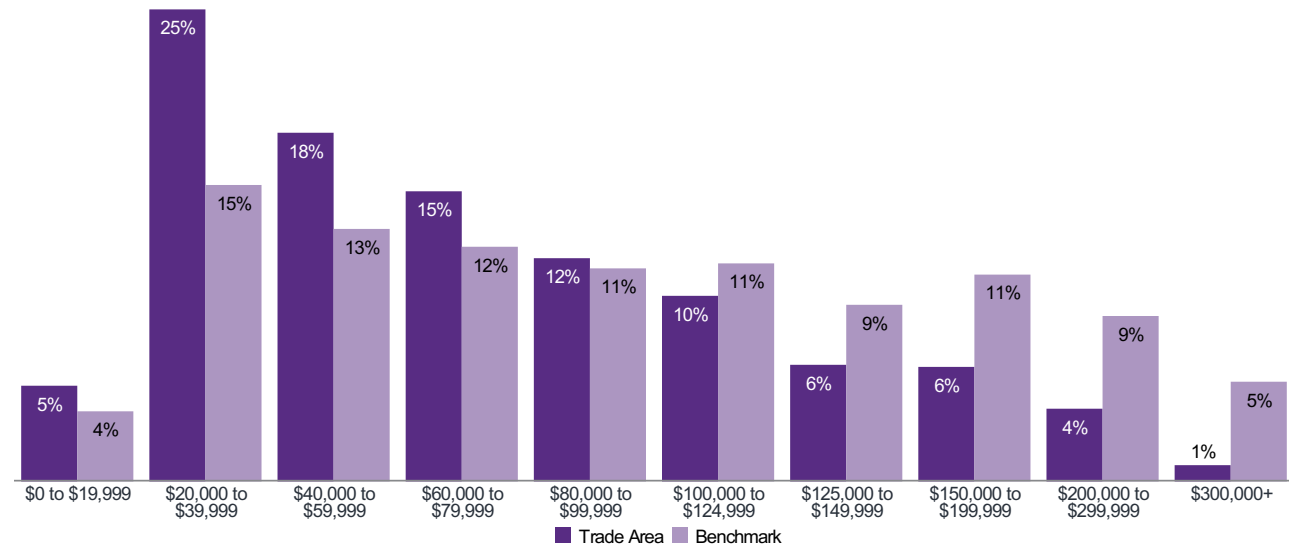
AVERAGE HOUSEHOLD INCOME



\$77,778

Index: **68**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: West Elgin - West Lorne

Population: 1,989 | Households: 917

EDUCATION



10.0%

Index:38

University Degree

LABOUR FORCE PARTICIPATION



53.0%

Index:81

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



33.8%

Index:93

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

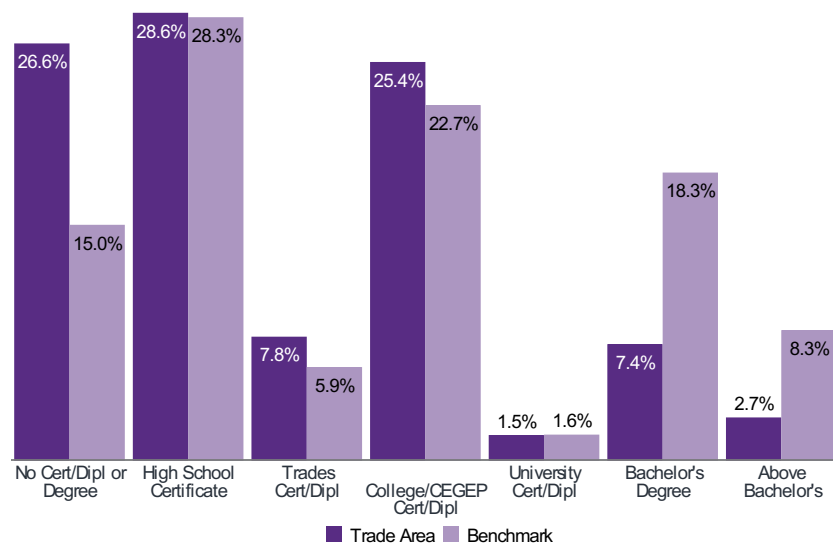


3.4%

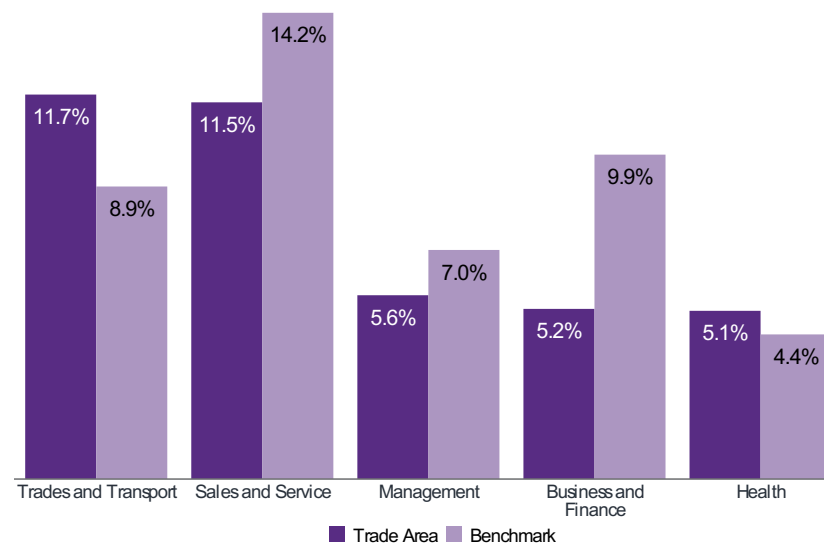
Index:114

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

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southern Ontario

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*Ranked by percent composition

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

Demographics | Diversity

ENVIRONICS
ANALYTICS

Trade Area: West Elgin - West Lorne

Population: 1,989 | Households: 917

ABORIGINAL IDENTITY



2.4%
Index:103

VISIBLE MINORITY PRESENCE



5.4%
Index:18

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



1.1%
Index:55

No knowledge of
English or French

IMMIGRATION



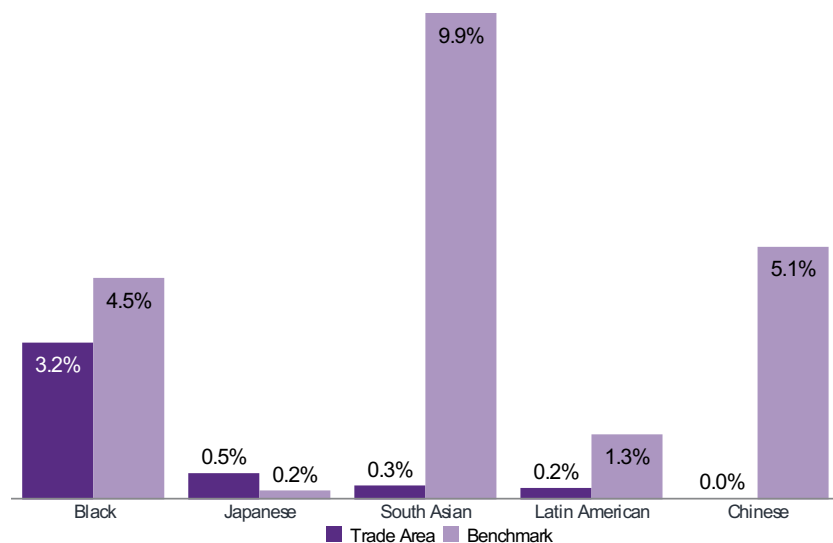
15.5%
Index:59

Born outside Canada

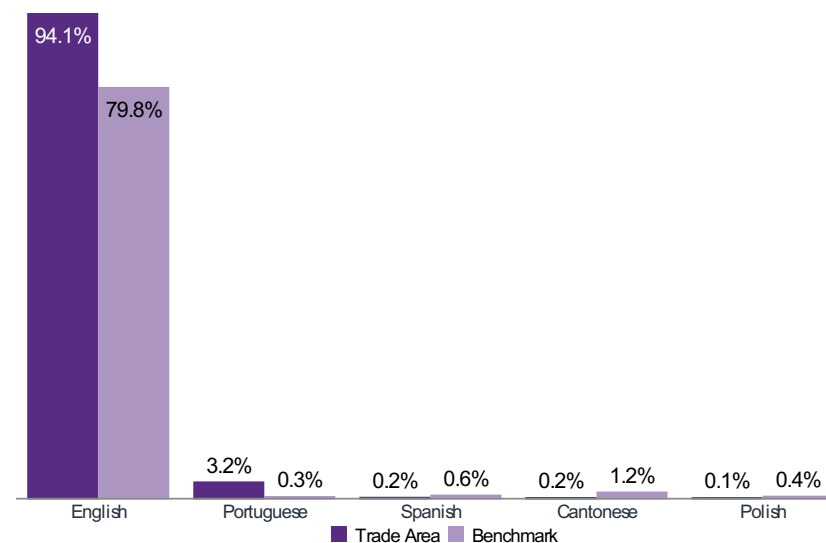
PERIOD OF IMMIGRATION*

Before 2001
13.9% Index:99

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark:Southern Ontario

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours: <80 80 - 110 110+

Top 5 segments represent **99.8%** of households in West Elgin - West Lorne



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

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



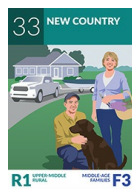
Rank: 2
Hhlds: 108
Hhld %: 11.78
% in Benchmark: 3.11
Index: 379

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



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

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



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

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



Rank: 5
Hhlds: 2
Hhld %: 0.26
% in Benchmark: 1.22
Index: 21

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

Psychographics | SocialValues Overview

Trade Area: West Elgin - West Lorne



Strong Values

| Values | Index |
|------------------------------|-------|
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| Aversion to Complexity | 146 |
| Discriminating Consumerism | 145 |
| Legacy | 139 |
| Confidence in Small Business | 134 |
| Obedience to Authority | 134 |
| Fulfilment Through Work | 133 |
| Propriety | 132 |
| Emotional Control | 131 |
| Buying on Impulse | 128 |



Descriptions | Top 3 Strong Values

Attraction to Nature

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

Aversion to Complexity

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

Discriminating Consumerism

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



Weak Values

| Values | Index |
|-----------------------------|-------|
| Attraction For Crowds | 31 |
| Penchant for Risk | 41 |
| Status via Home | 44 |
| Need for Status Recognition | 52 |
| Ecological Fatalism | 53 |
| Ostentatious Consumption | 53 |
| Importance of Aesthetics | 56 |
| Importance of Brand | 60 |
| Pursuit of Novelty | 63 |
| Concern for Appearance | 64 |



Descriptions | Top 3 Weak Values

Attraction For Crowds

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

Penchant for Risk

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

Status via Home

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

Benchmark: Ontario

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

Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: West Elgin - West Lorne

WealthScapes Households: 903

INCOME*

Household Income

\$ 78,051

Index: **67**

Household Disposable Income

\$ 65,171

Index: **71**

Household Discretionary Income

\$ 46,317

Index: **72**

Annual RRSP Contributions

\$ 2,152

Index: **60**

WEALTH*



Net Worth

% Holders

99.7% Index: **100**

Balance

\$395,635

Index: **54**

ASSETS*



Savings

% Holders

94.5% Index: **99**

Balance

\$47,103

Index: **62**



Investments

% Holders

52.3% Index: **87**

Balance

\$208,297

Index: **62**



Unlisted Shares

% Holders

10.4% Index: **84**

Balance

\$153,293

Index: **48**



Real Estate

% Holders

80.4% Index: **106**

Balance

\$375,317

Index: **50**



Liquid Assets

% Holders

96.7% Index: **99**

Balance

\$190,737

Index: **58**

DEBT*



Consumer Debt

% Holders

90.1% Index: **99**

Balance

\$51,734

Index: **78**



Mortgage Debt

% Holders

47.3% Index: **102**

Balance

\$129,320

Index: **43**

FINANCIAL RATIO



Debt:Asset

% Holders

0.21% Index: **101**

Benchmark: Southern Ontario

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% Holders represent where customers are found.

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

Index Colours: <80 80 - 110 110+

Trade Area: West Elgin - West Lorne

WealthScapes Households: 903

FINANCIAL RATIOS*



Debt: Asset

0.21

Index: 101



Debt: Liquid Assets

0.58

Index: 95



Consumer Debt - Discr. Income

1.01

Index: 108



Savings - Investments

0.69

Index: 115



Pension - Non-Pension Assets

0.26

Index: 117



Real Estate Assets - Liq. Assets

1.64

Index: 93



Mortgage - Real Estate Assets

0.20

Index: 83



Mortgage - Consumer Debt

1.31

Index: 57

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: West Elgin - West Lorne

Households: 917

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

Average Current Consumption

\$57,076

Index **70**

Average Household Income










\$76,646

Index **67**

Average Disposable Income

\$63,601

Index **71**

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

Benchmark: Southern Ontario

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

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

Expenditures | Foodspend - Annual Household Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: West Elgin - West Lorne

Households: 917

Average Household Income

\$76,646

Index: **67**

Average Food Expenditure

\$8,946

Index: **70**

Average Spend on Food from Restaurants

\$2,498









Index: **62**

Average Spend on Food from Stores

\$6,448

Index: **74**

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

| | | | | | |
|---|--|---|--|--|--|
|  Bakery Avg. Dollars/Household \$644 Index: 74 Pct. of Total Expenditure 10.0% Index: 100 | |  Cereal Products Avg. Dollars/Household \$409 Index: 80 Pct. of Total Expenditure 6.3% Index: 109 | |  Fruit and nuts Avg. Dollars/Household \$759 Index: 69 Pct. of Total Expenditure 11.8% Index: 94 | |
|  Vegetables Avg. Dollars/Household \$615 Index: 66 Pct. of Total Expenditure 9.5% Index: 90 | |  Dairy products & Eggs Avg. Dollars/Household \$1,045 Index: 82 Pct. of Total Expenditure 16.2% Index: 111 | |  Meat Avg. Dollars/Household \$1,138 Index: 72 Pct. of Total Expenditure 17.6% Index: 98 | |
|  Fish & Seafood Avg. Dollars/Household \$163 Index: 55 Pct. of Total Expenditure 2.5% Index: 75 | |  Beverages & Other Food Avg. Dollars/Household \$1,674 Index: 76 Pct. of Total Expenditure 26.0% Index: 103 | | | |

Benchmark: Southern Ontario

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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

Trade Area: West Elgin - West Lorne

Household Population 14+: 1,706

Activities Look Forward To Doing

| | % | Base % | Index |
|--|------|--------|-------|
| Socializing | | | |
| Dating | 10.0 | 11.0 | 91 |
| Going to restaurants, bars or night clubs | 52.5 | 55.1 | 95 |
| Having physical Contact with family and friends | 59.1 | 57.7 | 102 |
| Participating in group activities | 41.2 | 38.7 | 106 |
| Partying | 19.0 | 15.8 | 121 |
| Seeing family and friends in person | 67.2 | 62.8 | 107 |
| Entertainment | | | |
| Attending events, festivals or concerts | 45.2 | 42.9 | 105 |
| Attending sports events (excludes professional sports) | 14.9 | 18.2 | 82 |
| Attending to professional sports events or games | 26.8 | 25.4 | 105 |
| Going to the movies | 36.7 | 45.7 | 80 |
| Movement & Travel | | | |
| Driving more | 12.7 | 16.1 | 79 |
| Shopping in-store | 41.4 | 42.9 | 97 |
| Spending time outdoors | 26.2 | 32.5 | 81 |
| Travelling outside of Canada/ abroad | 42.3 | 53.2 | 79 |
| Travelling within Canada | 45.6 | 49.9 | 92 |
| Using public transit | 10.1 | 13.7 | 74 |
| Personal | | | |
| Getting back to old habits | 37.1 | 36.2 | 103 |
| Going to a salon, barber shop or spa | 30.3 | 33.7 | 90 |
| Going to the gym | 23.7 | 22.6 | 105 |
| Education/Work | | | |
| Children going back to school | 20.3 | 20.3 | 100 |
| Going back to work | 8.2 | 17.6 | 47 |
| Other | | | |
| Not Stated | 0.0 | 0.6 | 2 |

Benchmark: Southern Ontario

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(Base used for Index calculations)

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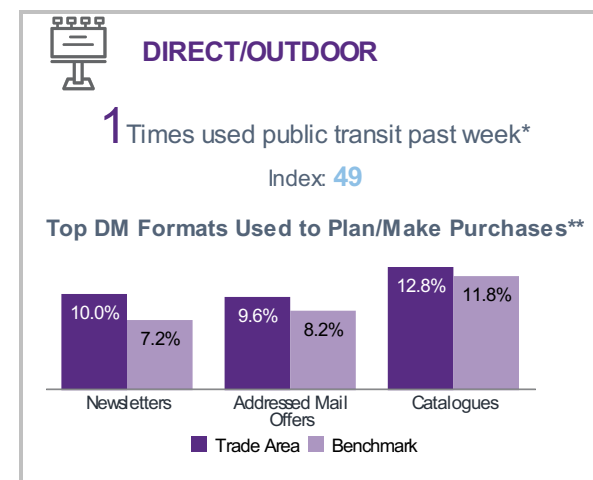
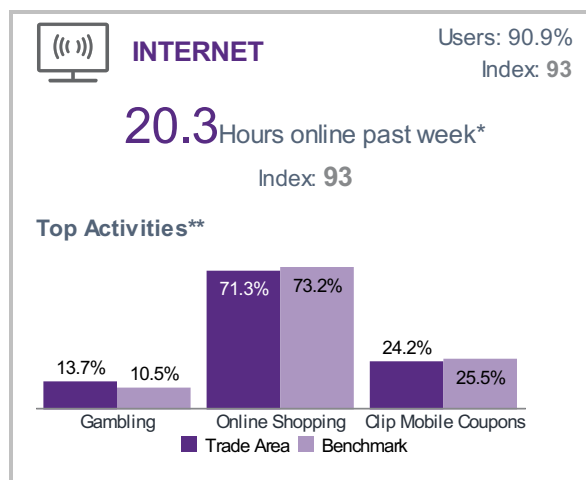
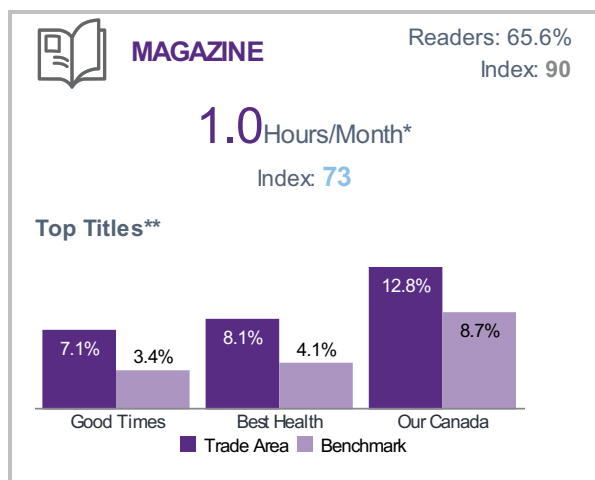
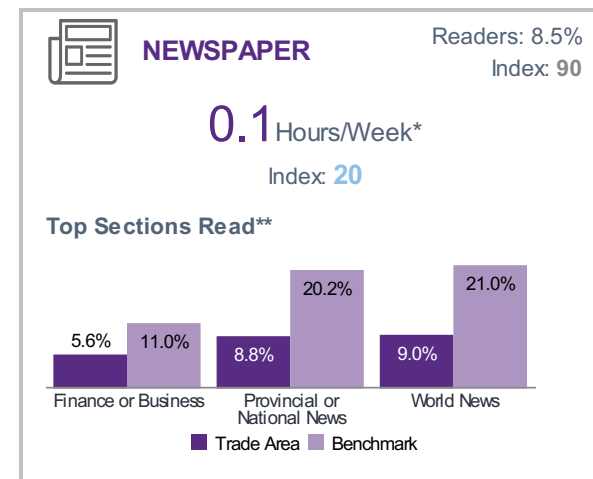
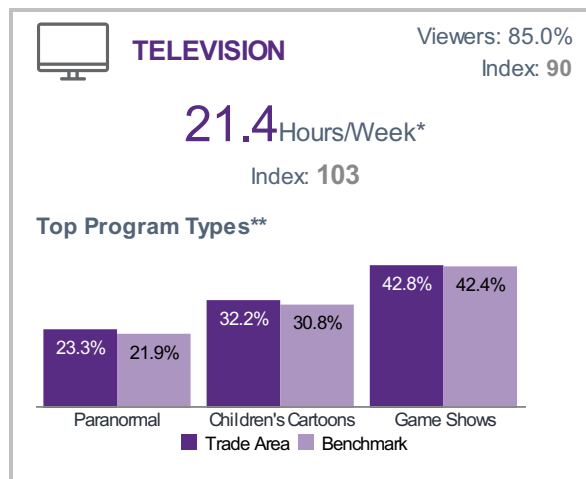
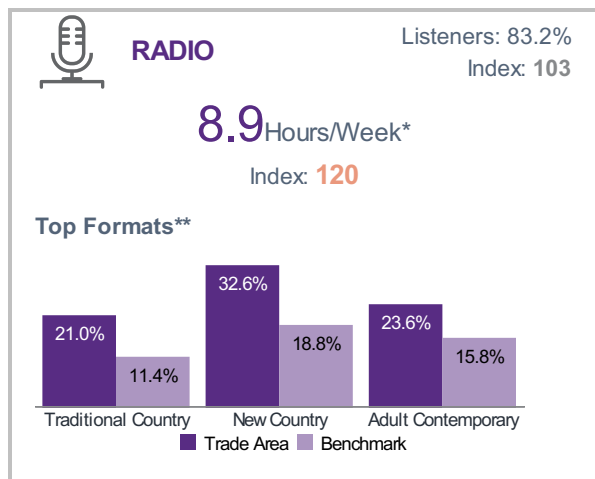
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: West Elgin - West Lorne

Household Population 14+: 1,706



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

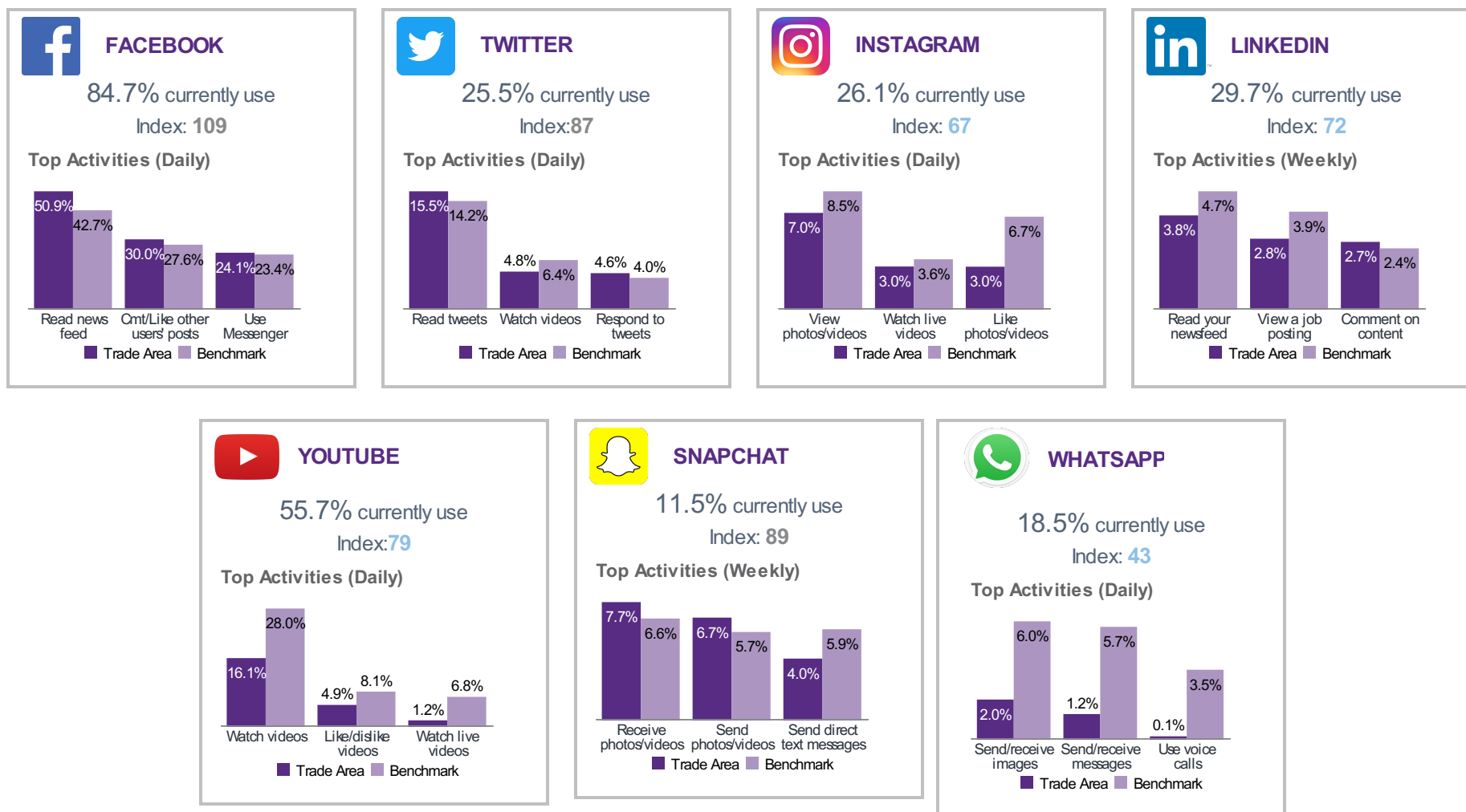
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: West Elgin - West Lorne

Household Population 18+: 1,617



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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

Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Usage

ENVIRONICS
ANALYTICS

Trade Area: West Elgin - West Lorne

Household Population 18+: 1,617

FRIENDS IN ALL SM NETWORKS



35.3%

Index:99

0-49 friends

FREQUENCY OF USE (DAILY)



65.2%

Index:116

Facebook

BRAND INTERACTION



32.9%

Index:96

Like brand on Facebook

NO. OF BRANDS INTERACTED

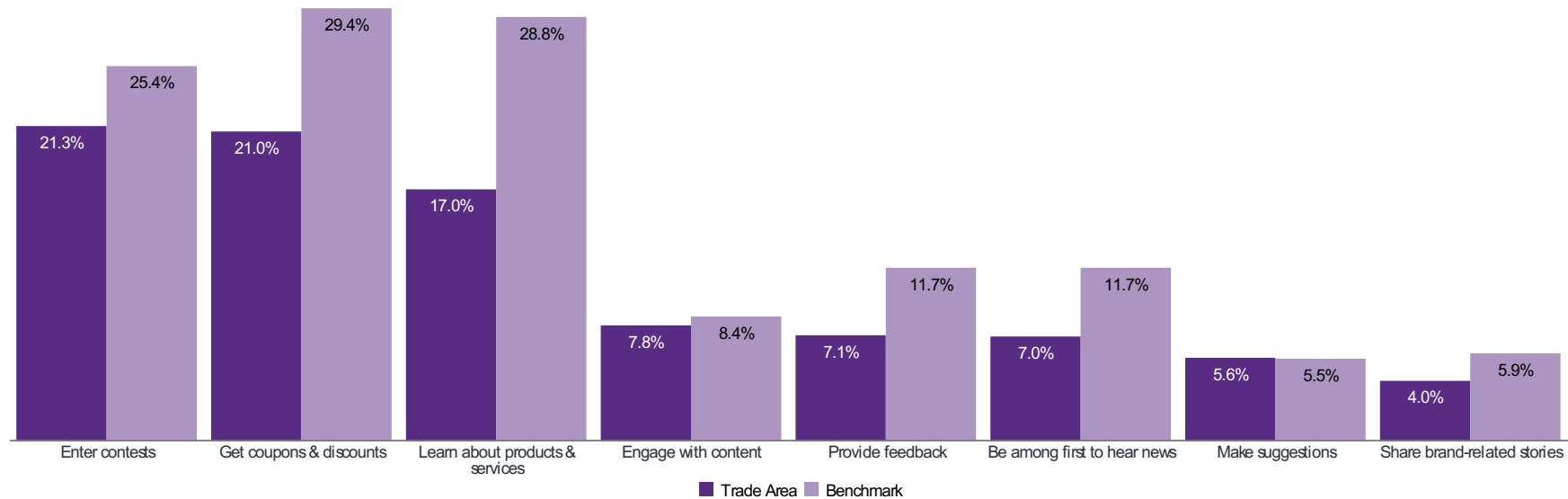


26.0%

Index:85

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: West Elgin - West Lorne

Total Household Population 18+: 1,617



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

% Comp 93.7 Index 107



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

% Comp 38.1 Index 78



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

% Comp 85.9 Index 102



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

% Comp 32.7 Index 80



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

% Comp 46.5 Index 82



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

% Comp 20.8 Index 69

Benchmark: Southern Ontario

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Ranked by percent composition.

Index Colours: <80 80 - 110 110+

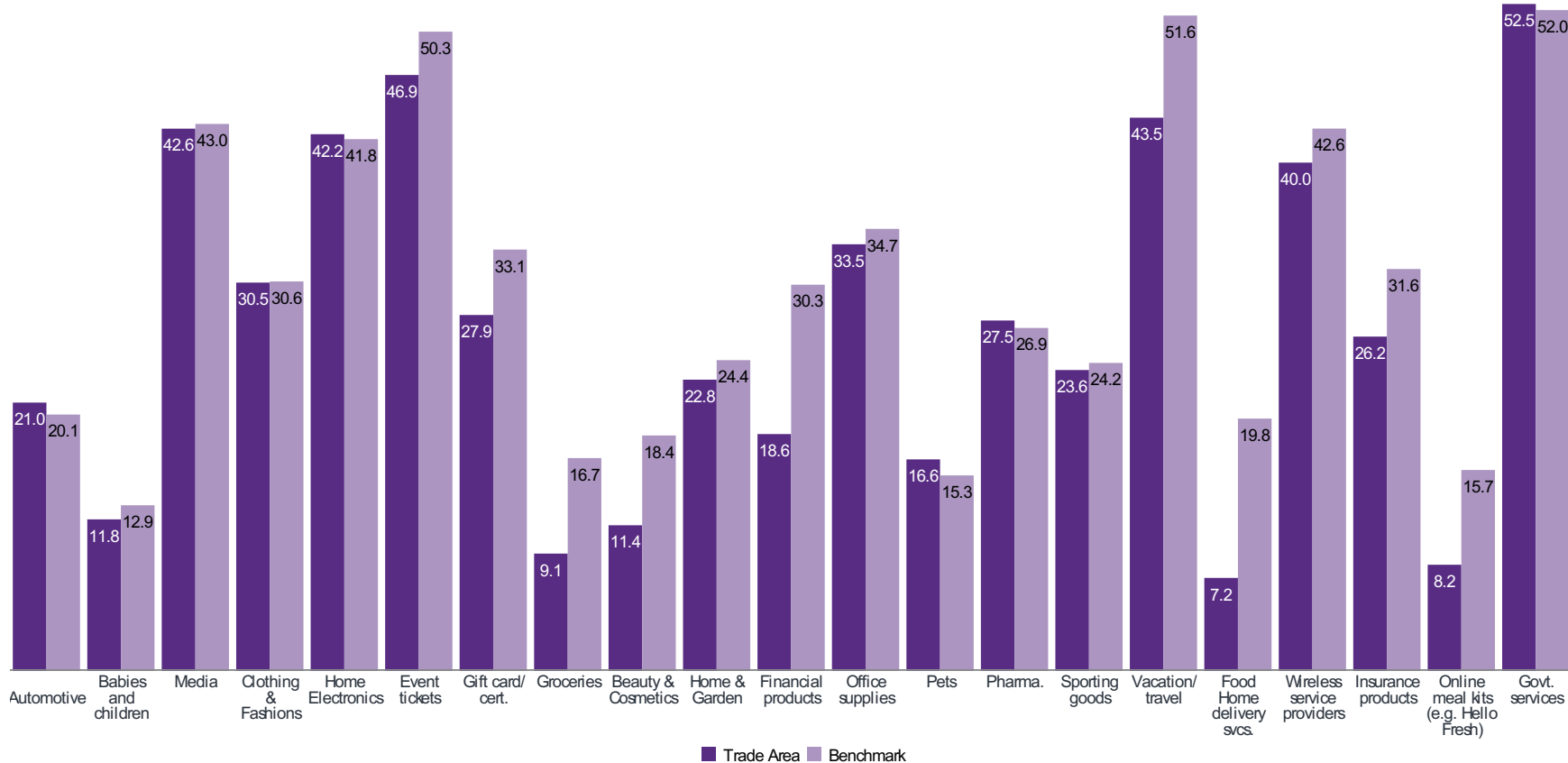
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: West Elgin - West Lorne

Total Household Population 18+: 1,617

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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


Opticks eShopper | Clothing & Fashions Deep Dive

ENVIRONICS
ANALYTICS

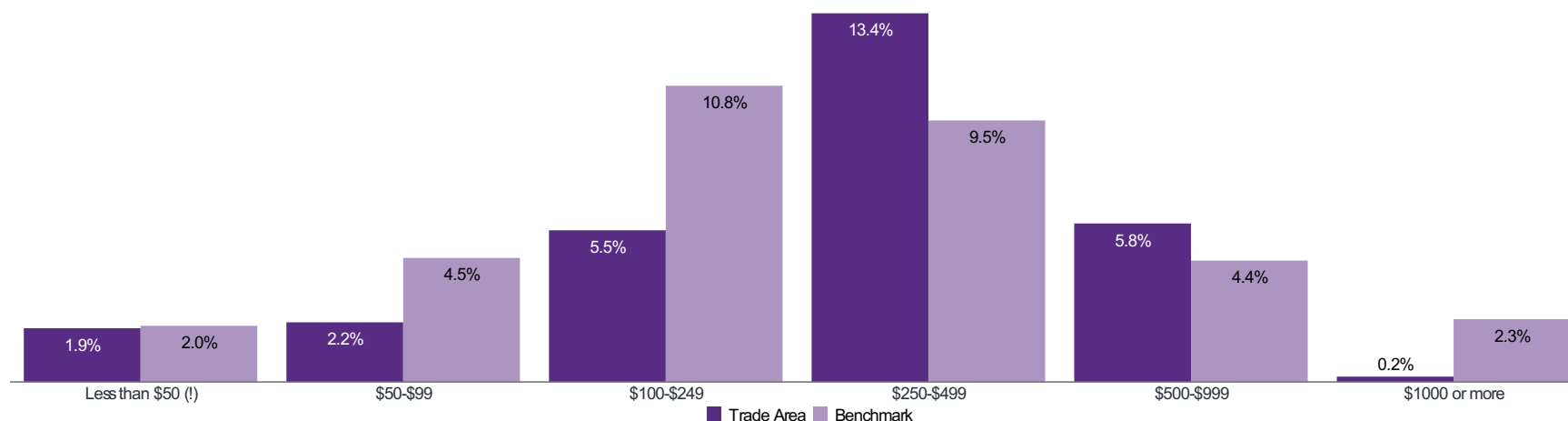
Trade Area: West Elgin - West Lorne

Total Household Population 18+: 1,617

BEHAVIOURAL PREFERENCES BY CHANNEL

|  CLOTHING & FASHIONS | In person, at store, branch or office | Online/Website via computer | Online/Website via mobile device | By talking to someone on phone |
|---|---------------------------------------|-----------------------------|----------------------------------|--------------------------------|
| Gather information | 60.5% Index:99 | 29.4% Index:80 | 12.6% Index:102 | 4.6% Index:146 |
| Purchase preference | 76.5% Index:102 | 30.5% Index:100 | 9.0% Index:92 | 1.9% Index:75 |
| Customer Service | 59.0% Index:96 | 23.1% Index:129 | 4.9% Index:86 | 23.6% Index:109 |

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

(!) 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

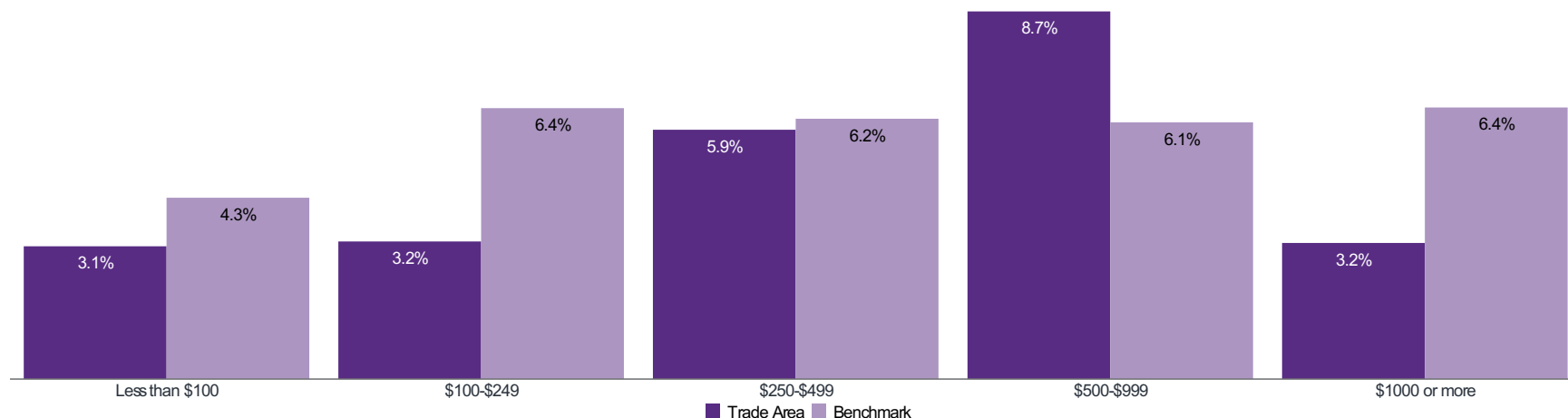
Trade Area: West Elgin - West Lorne

Total Household Population 18+: 1,617

BEHAVIOURAL PREFERENCES BY CHANNEL

|  HOME ELECTRONICS & COMPUTERS | In person, at store, branch or office | Online/Website via computer | Online/Website via mobile device | By talking to someone on phone |
|---|--|--------------------------------|-------------------------------------|-----------------------------------|
| | | | | |
| Gather information | 59.4% Index: 118 | 54.7% Index: 100 | 13.8% Index: 89 | 9.6% Index: 116 |
| Purchase preference | 76.1% Index: 111 | 42.2% Index: 101 | 7.9% Index: 72 | 7.6% Index: 118 |
| Customer Service | 65.8% Index: 117 | 21.9% Index: 88 | 5.2% Index: 70 | 43.0% Index: 117 |

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

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


Opticks eShopper | Gift Cards Deep Dive

ENVIRONICS
ANALYTICS

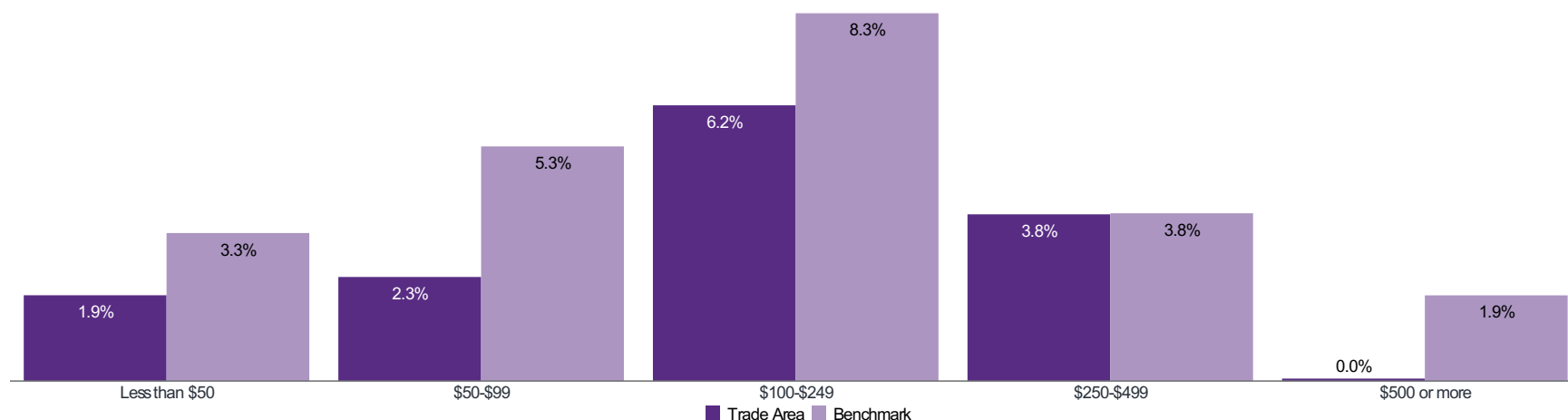
Trade Area: West Elgin - West Lorne

Total Household Population 18+: 1,617

BEHAVIOURAL PREFERENCES BY CHANNEL

|  GIFT CARDS | In person, at store, branch or office | Online/Website via computer | Online/Website via mobile device | By talking to someone on phone |
|--|---------------------------------------|-----------------------------|----------------------------------|--------------------------------|
| Gather information | 51.2% Index: 107 | 29.7% Index: 85 | 8.0% Index: 73 | 3.0% Index: 86 |
| Purchase preference | 66.6% Index: 110 | 27.9% Index: 84 | 4.9% Index: 56 | 4.7% Index: 153 |
| Customer Service | 48.2% Index: 114 | 18.8% Index: 92 | 4.2% Index: 68 | 34.1% Index: 123 |

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

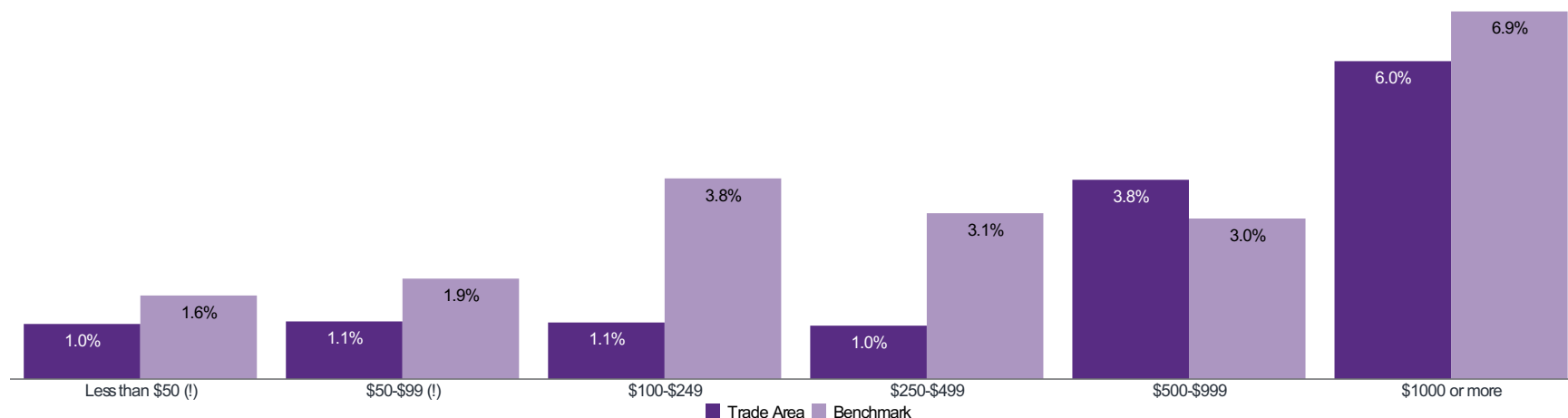
Trade Area: West Elgin - West Lorne

Total Household Population 18+: 1,617

BEHAVIOURAL PREFERENCES BY CHANNEL

|  GROCERIES | In person, at store, branch or office | Online/Website via computer | Online/Website via mobile device | By talking to someone on phone |
|--|---------------------------------------|-----------------------------|----------------------------------|--------------------------------|
| Gather information | 74.2% Index:103 | 16.2% Index:66 | 8.8% Index:80 | 1.9% Index:71 |
| Purchase preference | 90.0% Index:108 | 9.1% Index:55 | 3.0% Index:48 | 1.0% Index:41 |
| Customer Service | 74.2% Index:106 | 7.1% Index:62 | 0.2% Index:6 | 18.9% Index:101 |

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

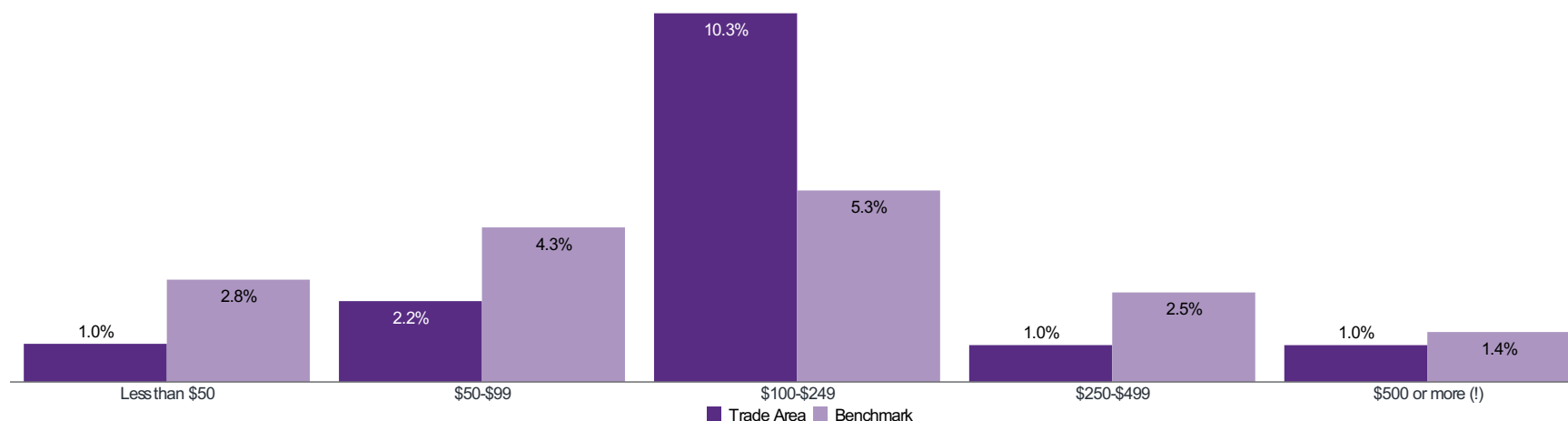
Trade Area: West Elgin - West Lorne

Total Household Population 18+: 1,617

BEHAVIOURAL PREFERENCES BY CHANNEL

|  BEAUTY & COSMETICS | In person, at store, branch or office | Online/Website via computer | Online/Website via mobile device | By talking to someone on phone |
|---|---------------------------------------|-----------------------------|----------------------------------|--------------------------------|
| Gather information | 30.2% Index:85 | 13.5% Index:61 | 6.8% Index:84 | 1.0% Index:37 |
| Purchase preference | 43.5% Index:94 | 11.4% Index:62 | 1.2% Index:19 | 1.8% Index:80 |
| Customer Service | 34.5% Index:95 | 10.9% Index:87 | 0.4% Index:9 | 11.9% Index:81 |

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

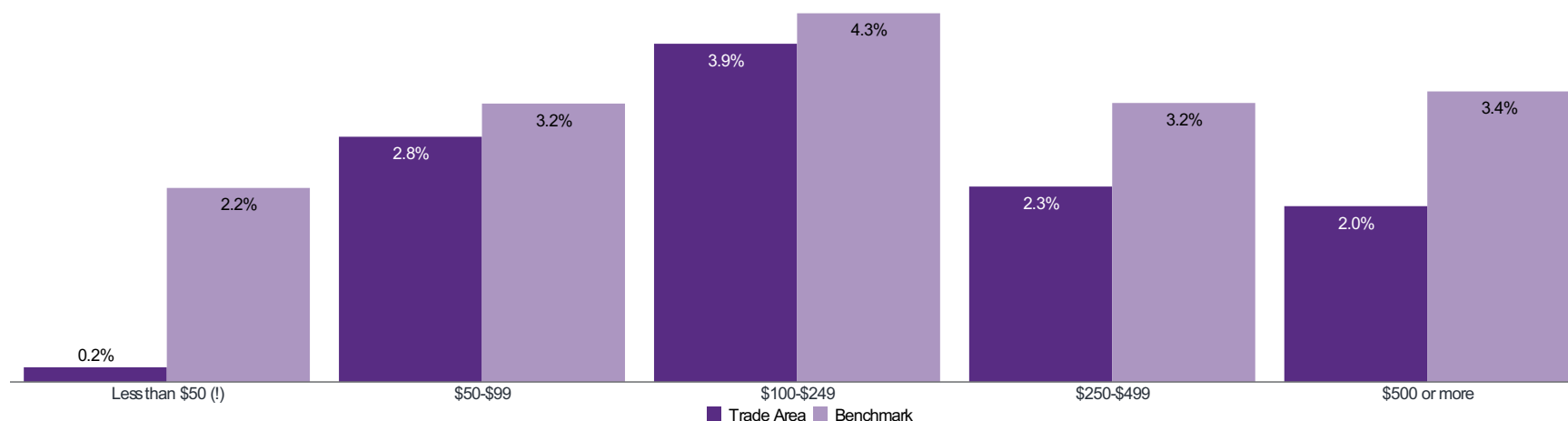
Trade Area: West Elgin - West Lorne

Total Household Population 18+: 1,617

BEHAVIOURAL PREFERENCES BY CHANNEL

|  HOME & GARDEN | In person, at store, branch or office | Online/Website via computer | Online/Website via mobile device | By talking to someone on phone |
|--|---------------------------------------|-----------------------------|----------------------------------|--------------------------------|
| Gather information | 52.7% Index:102 | 37.3% Index:98 | 12.9% Index:113 | 8.6% Index:150 |
| Purchase preference | 71.7% Index:105 | 22.8% Index:94 | 5.9% Index:85 | 3.8% Index:107 |
| Customer Service | 59.6% Index:110 | 14.9% Index:93 | 3.2% Index:67 | 21.9% Index:96 |

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

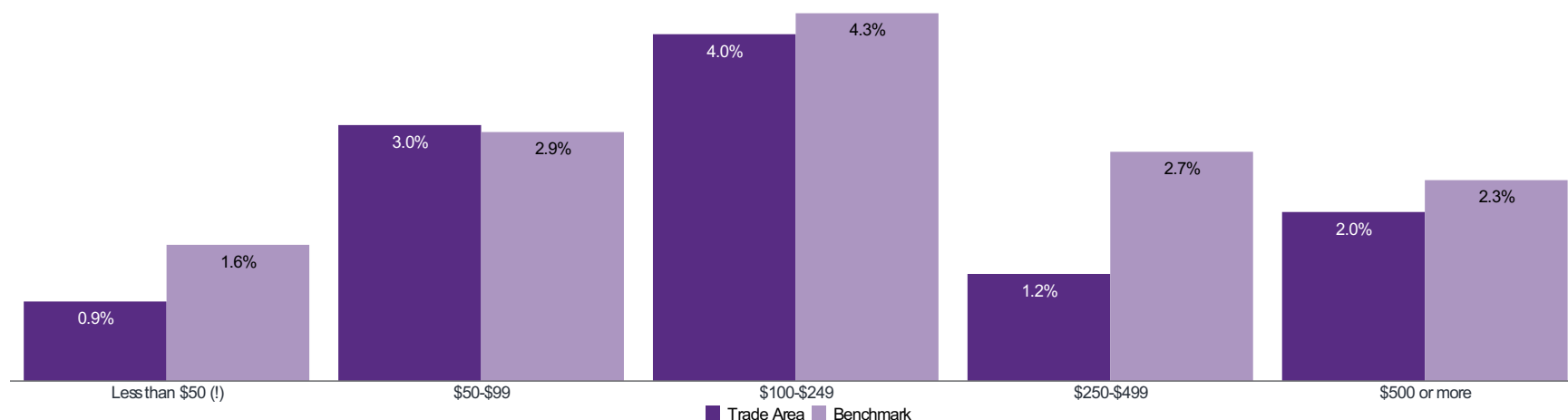
Trade Area: West Elgin - West Lorne

Total Household Population 18+: 1,617

BEHAVIOURAL PREFERENCES BY CHANNEL

|  SPORTING GOODS | In person, at store, branch or office | Online/Website via computer | Online/Website via mobile device | By talking to someone on phone |
|---|---------------------------------------|-----------------------------|----------------------------------|--------------------------------|
| Gather information | 41.0% Index: 105 | 31.6% Index: 98 | 8.0% Index: 76 | 3.8% Index: 97 |
| Purchase preference | 57.1% Index: 110 | 23.6% Index: 98 | 7.0% Index: 93 | 5.6% Index: 185 |
| Customer Service | 43.3% Index: 103 | 14.7% Index: 97 | 5.9% Index: 115 | 22.3% Index: 109 |

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

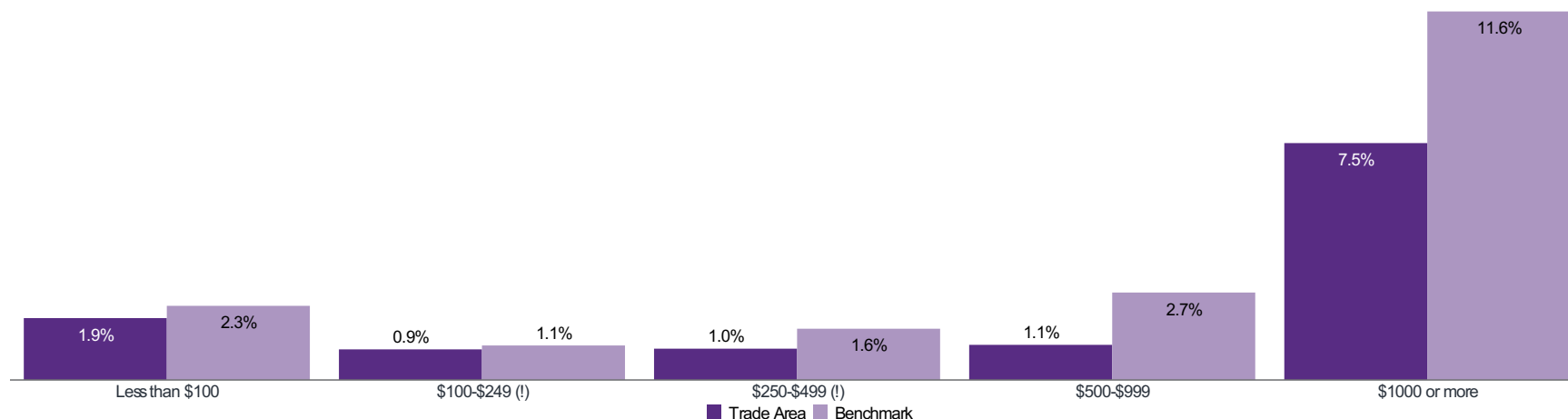
Trade Area: West Elgin - West Lorne

Total Household Population 18+: 1,617

BEHAVIOURAL PREFERENCES BY CHANNEL

|  VACATION/ TRAVEL | In person, at store, branch or office | Online/Website via computer | Online/Website via mobile device | By talking to someone on phone |
|---|--|--------------------------------|-------------------------------------|-----------------------------------|
| Gather information | 22.2% Index:108 | 50.8% Index:88 | 10.3% Index:68 | 16.0% Index:99 |
| Purchase preference | 28.7% Index:100 | 43.5% Index:84 | 5.9% Index:64 | 14.9% Index:83 |
| Customer Service | 29.4% Index:101 | 27.7% Index:101 | 4.3% Index:62 | 42.2% Index:96 |

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: West Elgin - West Lorne

Households: 917

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark: Southern Ontario

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

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

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

ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS
ANALYTICS

Trade Area: West Elgin - West Lorne

Households: 917

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



73.9%

Index: 124

Organized layout makes it easy to shop



46.6%

Index: 112

Easy to get in and get out quickly



45.6%

Index: 106

Staff are friendly and knowledgeable



44.9%

Index: 133

Short checkout lines/fast checkout



41.2%

Index: 115

I like the store ambiance



25.2%

Index: 126

Has extended hours



24.7%

Index: 90

Has self-checkout



4.5%

Index: 33

Offers an online shopping option (!)



2.2%

Index: 24

Benchmark: Southern Ontario

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

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

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

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

ShopperChoice | Store Loyalty - Price and Promo

ENVIRONICS
ANALYTICS

Trade Area: West Elgin - West Lorne

Households: 917

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



70.3%

Index: 104

Discover good value when shopping



68.7%

Index: 104

Store has the lowest prices overall



60.3%

Index: 104

Store has a customer loyalty card program



41.7%

Index: 84

I'm loyal to their store brands



23.9%

Index: 104

Has loyalty prog. app and offers pers. promos



23.3%

Index: 79

OUT OF STOCK ITEM

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

Benchmark: Southern Ontario

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

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

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

Main Street Visitors

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

| CSD Code | Census Subdivision Name | Total Household Population 15+ | | Spring 2019 | | | | Summer 2019 | | | | Fall 2019 | | | | Winter 2019 | | | | Full Year 2019 | | | |
|----------|------------------------------|--------------------------------|------------|-------------|------------|--------|-------|-------------|------------|--------|-------|-----------|------------|--------|-------|-------------|------------|--------|-------|----------------|------------|--------|-------|
| | | # | % of Total | # | % of Total | % Pen | Index | # | % of Total | % Pen | Index | # | % of Total | % Pen | Index | # | % of Total | % Pen | Index | # | % of Total | % Pen | Index |
| Total | | 19,302,713 | 100% | 26,093 | 100% | 0.14% | 100 | 26,839 | 100% | 0.14% | 100 | 23,183 | 100% | 0.12% | 100 | 21,778 | 100% | 0.11% | 100 | 49,529 | 100% | 0.26% | 100 |
| 3539036 | London, ON (CY) | 349,526 | 1.81% | 4,113 | 15.76% | 1.18% | 871 | 4,349 | 16.21% | 1.24% | 895 | 3,503 | 15.11% | 1.00% | 834 | 3,268 | 15.00% | 0.93% | 829 | 8,221 | 16.60% | 2.35% | 917 |
| 3536020 | Chatham-Kent, ON (MU) | 86,702 | 0.45% | 3,704 | 14.20% | 4.27% | 3161 | 3,212 | 11.97% | 3.71% | 2665 | 2,831 | 12.21% | 3.27% | 2719 | 2,938 | 13.49% | 3.39% | 3003 | 6,456 | 13.03% | 7.45% | 2902 |
| 3534042 | West Elgin, ON (MU) | 4,438 | 0.02% | 3,462 | 13.27% | 78.01% | 57710 | 3,690 | 13.75% | 83.15% | 59803 | 3,117 | 13.45% | 70.24% | 58480 | 2,890 | 13.27% | 65.12% | 57722 | 3,760 | 7.59% | 84.71% | 33015 |
| 3534021 | St. Thomas, ON (CY) | 34,774 | 0.18% | 965 | 3.70% | 2.77% | 2053 | 1,299 | 4.84% | 3.73% | 2686 | 1,260 | 5.44% | 3.62% | 3017 | 825 | 3.79% | 2.37% | 2103 | 2,105 | 4.25% | 6.05% | 2360 |
| 3537039 | Windsor, ON (CY) | 191,749 | 0.99% | 684 | 2.62% | 0.36% | 264 | 1,185 | 4.41% | 0.62% | 444 | 764 | 3.29% | 0.40% | 332 | 650 | 2.98% | 0.34% | 300 | 1,994 | 4.03% | 1.04% | 405 |
| 3534030 | Dutton/Dunwich, ON (MU) | 3,356 | 0.02% | 1,347 | 5.16% | 40.14% | 29693 | 1,258 | 4.69% | 37.48% | 26959 | 1,699 | 7.33% | 50.64% | 42164 | 1,333 | 6.12% | 39.72% | 35206 | 1,920 | 3.88% | 57.22% | 22301 |
| 3539005 | Southwest Middlesex, ON (MU) | 5,013 | 0.03% | 901 | 3.45% | 17.98% | 13300 | 648 | 2.41% | 12.92% | 9295 | 712 | 3.07% | 14.20% | 11824 | 824 | 3.78% | 16.44% | 14572 | 1,328 | 2.68% | 26.50% | 10327 |
| 3539015 | Strathroy-Caradoc, ON (MU) | 19,358 | 0.10% | 394 | 1.51% | 2.04% | 1506 | 727 | 2.71% | 3.76% | 2701 | 497 | 2.15% | 2.57% | 2139 | 444 | 2.04% | 2.29% | 2032 | 1,212 | 2.45% | 6.26% | 2440 |
| 3537064 | Lakeshore, ON (T) | 33,221 | 0.17% | 473 | 1.81% | 1.42% | 1054 | 360 | 1.34% | 1.08% | 779 | 513 | 2.21% | 1.54% | 1286 | 373 | 1.71% | 1.12% | 995 | 1,027 | 2.07% | 3.09% | 1205 |
| 3520005 | Toronto, ON (C) | 2,568,898 | 13.31% | 534 | 2.05% | 0.02% | 15 | 380 | 1.42% | 0.01% | 11 | 552 | 2.38% | 0.02% | 18 | 314 | 1.44% | 0.01% | 11 | 1,025 | 2.07% | 0.04% | 16 |

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

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

| Total Household Population 15+ | Spring 2019 Visitors | | Summer 2019 Visitors | | Fall 2019 Visitors | | Winter 2019 Visitors | | Full Year 2019 Visitors | |
|--------------------------------|----------------------|-------|----------------------|-------|--------------------|-------|----------------------|-------|-------------------------|-------|
| | # | % Pen | # | % Pen | # | % Pen | # | % Pen | # | % Pen |
| 1,684 | 717 | 42.6 | 1,051 | 62.4 | 1,054 | 62.6 | 728 | 43.2 | 1,003 | 59.6 |

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

| Year | Total Visitors in Main Street Polygon | # Visitors Within 15 min TA | % Visitors Within 15 min TA | # Visitors Outside 15 min TA | % Visitors Outside 15 min TA |
|----------------|---------------------------------------|-----------------------------|-----------------------------|------------------------------|------------------------------|
| Full Year 2019 | 50,043 | 1,003 | 2.0 | 49,040 | 98.0 |

2020 West Elgin - West Lorne Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+

Benchmark: Ontario and Quebec

| CSD Code | Census Subdivision Name | Total Household Population 15+ | | Spring 2020 | | | | Summer 2020 | | | | Fall 2020 | | | | Winter 2020 | | | | Full Year 2020 | | | |
|----------|------------------------------|--------------------------------|-------------|---------------|-------------|--------------|------------|---------------|-------------|--------------|------------|---------------|-------------|--------------|------------|---------------|-------------|--------------|------------|----------------|-------------|--------------|------------|
| | | # | % of Total | # | % of Total | % Pen | Index | # | % of Total | % Pen | Index | # | % of Total | % Pen | Index | # | % of Total | % Pen | Index | # | % of Total | % Pen | Index |
| | Total | 19,302,713 | 100% | 21,660 | 100% | 0.11% | 100 | 22,161 | 100% | 0.11% | 100 | 16,941 | 100% | 0.09% | 100 | 16,790 | 100% | 0.09% | 100 | 39,882 | 100% | 0.21% | 100 |
| 3539036 | London, ON (CY) | 349,526 | 1.81% | 3,747 | 17.30% | 1.07% | 955 | 3,776 | 17.04% | 1.08% | 941 | 2,809 | 16.58% | 0.80% | 916 | 2,654 | 15.81% | 0.76% | 873 | 7,169 | 17.97% | 2.05% | 993 |
| 3536020 | Chatham-Kent, ON (MU) | 86,702 | 0.45% | 2,412 | 11.13% | 2.78% | 2479 | 2,499 | 11.28% | 2.88% | 2511 | 1,755 | 10.36% | 2.02% | 2306 | 2,300 | 13.70% | 2.65% | 3049 | 5,214 | 13.07% | 6.01% | 2910 |
| 3534042 | West Elgin, ON (MU) | 4,438 | 0.02% | 3,499 | 16.16% | 78.85% | 70270 | 2,977 | 13.43% | 67.08% | 58424 | 2,886 | 17.04% | 65.03% | 74103 | 3,025 | 18.02% | 68.16% | 78357 | 3,678 | 9.22% | 82.89% | 40117 |
| 3534030 | Dutton/Dunwich, ON (MU) | 3,356 | 0.02% | 1,860 | 8.59% | 55.42% | 49388 | 1,550 | 6.99% | 46.18% | 40220 | 1,833 | 10.82% | 54.61% | 62220 | 1,663 | 9.90% | 49.55% | 56962 | 2,305 | 5.78% | 68.69% | 33248 |
| 3534021 | St. Thomas, ON (CY) | 34,774 | 0.18% | 833 | 3.85% | 2.40% | 2135 | 1,144 | 5.16% | 3.29% | 2864 | 1,120 | 6.61% | 3.22% | 3669 | 708 | 4.22% | 2.04% | 2341 | 1,961 | 4.92% | 5.64% | 2730 |
| 3537039 | Windsor, ON (CY) | 191,749 | 0.99% | 415 | 1.92% | 0.22% | 193 | 1,265 | 5.71% | 0.66% | 575 | 440 | 2.60% | 0.23% | 262 | 442 | 2.63% | 0.23% | 265 | 1,812 | 4.54% | 0.94% | 457 |
| 3539005 | Southwest Middlesex, ON (MU) | 5,013 | 0.03% | 796 | 3.68% | 15.89% | 14157 | 845 | 3.81% | 16.85% | 14674 | 968 | 5.72% | 19.32% | 22009 | 467 | 2.78% | 9.32% | 10720 | 1,374 | 3.45% | 27.42% | 13269 |
| 3537064 | Lakeshore, ON (T) | 33,221 | 0.17% | 459 | 2.12% | 1.38% | 1231 | 634 | 2.86% | 1.91% | 1663 | 154 | 0.91% | 0.46% | 530 | 247 | 1.47% | 0.74% | 854 | 970 | 2.43% | 2.92% | 1413 |
| 3539015 | Strathroy-Caradoc, ON (MU) | 19,358 | 0.10% | 517 | 2.39% | 2.67% | 2382 | 306 | 1.38% | 1.58% | 1379 | 240 | 1.42% | 1.24% | 1413 | 174 | 1.04% | 0.90% | 1032 | 806 | 2.02% | 4.17% | 2016 |
| 3534020 | Central Elgin, ON (MU) | 11,529 | 0.06% | 360 | 1.66% | 3.13% | 2786 | 395 | 1.78% | 3.42% | 2983 | 292 | 1.73% | 2.54% | 2889 | 302 | 1.80% | 2.62% | 3016 | 711 | 1.78% | 6.17% | 2987 |

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

2020 West Elgin - West Lorne Visitors Within Trade Area

Compared to Total Household Population 15+

Benchmark: 15 min trade area

| Total Household Population 15+ | Spring 2020 Visitors | | Summer 2020 Visitors | | Fall 2020 Visitors | | Winter 2020 Visitors | | Full Year 2020 Visitors | |
|--------------------------------|----------------------|-------|----------------------|-------|--------------------|-------|----------------------|-------|-------------------------|-------|
| | # | % Pen | # | % Pen | # | % Pen | # | % Pen | # | % Pen |
| 1,684 | 1,422 | 84.4 | 957 | 56.9 | 1,000 | 59.4 | 1,233 | 73.2 | 1,371 | 81.4 |

2020 West Elgin - West Lorne Visitors Within vs Outside Trade Area

Benchmark: Canada

| Year | Total Visitors In Main Street Polygon | # Visitors Within 15 min TA | % Visitors Within 15 min TA | # Visitors Outside 15 min TA | % Visitors Outside 15 min TA |
|----------------|---------------------------------------|-----------------------------|-----------------------------|------------------------------|------------------------------|
| Full Year 2020 | 40,181 | 1,371 | 3.4 | 38,809 | 96.6 |

**2021 West Elgin - West Lorne Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+**

Benchmark: Ontario and Quebec

| CSD Code | Census Subdivision Name | Total Household Population 15+ | | Spring 2021 | | | | Summer 2021 | | | | Fall 2021 | | | | Winter 2021 | | | | Full Year 2021 | | | |
|----------|------------------------------|--------------------------------|-------------|---------------|-------------|--------------|------------|---------------|-------------|--------------|------------|---------------|-------------|--------------|------------|---------------|-------------|--------------|------------|----------------|-------------|--------------|------------|
| | | # | % of Total | # | % of Total | % Pen | Index | # | % of Total | % Pen | Index | # | % of Total | % Pen | Index | # | % of Total | % Pen | Index | # | % of Total | % Pen | Index |
| | Total | 19,302,713 | 100% | 14,718 | 100% | 0.08% | 100 | 28,182 | 100% | 0.15% | 100 | 19,718 | 100% | 0.10% | 100 | 15,742 | 100% | 0.08% | 100 | 39,175 | 100% | 0.20% | 100 |
| 3539036 | London, ON (CY) | 349,526 | 1.81% | 2,320 | 15.76% | 0.66% | 870 | 6,510 | 23.10% | 1.86% | 1276 | 3,265 | 16.56% | 0.93% | 915 | 2,689 | 17.08% | 0.77% | 944 | 8,013 | 20.45% | 2.29% | 1130 |
| 3536020 | Chatham-Kent, ON (MU) | 86,702 | 0.45% | 1,509 | 10.25% | 1.74% | 2283 | 3,264 | 11.58% | 3.77% | 2579 | 1,768 | 8.96% | 2.04% | 1996 | 879 | 5.58% | 1.01% | 1243 | 4,344 | 11.09% | 5.01% | 2469 |
| 3534042 | West Elgin, ON (MU) | 4,438 | 0.02% | 2,678 | 18.20% | 60.35% | 79153 | 2,549 | 9.04% | 57.44% | 39340 | 2,386 | 12.10% | 53.77% | 52633 | 2,754 | 17.49% | 62.05% | 76082 | 3,252 | 8.30% | 73.28% | 36107 |
| 3534030 | Dutton/Dunwich, ON (MU) | 3,356 | 0.02% | 1,404 | 9.54% | 41.85% | 54882 | 2,390 | 8.48% | 71.23% | 48786 | 1,805 | 9.15% | 53.78% | 52645 | 1,820 | 11.56% | 54.25% | 66515 | 2,381 | 6.08% | 70.96% | 34962 |
| 3534021 | St. Thomas, ON (CY) | 34,774 | 0.18% | 706 | 4.80% | 2.03% | 2663 | 1,240 | 4.40% | 3.57% | 2442 | 1,828 | 9.27% | 5.26% | 5146 | 411 | 2.61% | 1.18% | 1448 | 1,703 | 4.35% | 4.90% | 2413 |
| 3539005 | Southwest Middlesex, ON (MU) | 5,013 | 0.03% | 688 | 4.67% | 13.72% | 17999 | 1,420 | 5.04% | 28.32% | 19399 | 791 | 4.01% | 15.78% | 15443 | 1,280 | 8.13% | 25.52% | 31298 | 1,679 | 4.29% | 33.49% | 16501 |
| 3537039 | Windsor, ON (CY) | 191,749 | 0.99% | 263 | 1.79% | 0.14% | 180 | 1,007 | 3.57% | 0.53% | 360 | 445 | 2.25% | 0.23% | 227 | 319 | 2.03% | 0.17% | 204 | 1,354 | 3.46% | 0.71% | 348 |
| 3539015 | Strathroy-Caradoc, ON (MU) | 19,358 | 0.10% | 387 | 2.63% | 2.00% | 2623 | 386 | 1.37% | 1.99% | 1365 | 136 | 0.69% | 0.70% | 690 | 448 | 2.85% | 2.32% | 2841 | 1,069 | 2.73% | 5.52% | 2722 |
| 3521010 | Brampton, ON (CY) | 596,084 | 3.09% | 221 | 1.50% | 0.04% | 49 | 423 | 1.50% | 0.07% | 49 | 542 | 2.75% | 0.09% | 89 | 63 | 0.40% | 0.01% | 13 | 956 | 2.44% | 0.16% | 79 |
| 3537064 | Lakeshore, ON (T) | 33,221 | 0.17% | 64 | 0.43% | 0.19% | 251 | 501 | 1.78% | 1.51% | 1033 | 179 | 0.91% | 0.54% | 528 | 198 | 1.26% | 0.60% | 732 | 596 | 1.52% | 1.80% | 885 |

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

2021 West Elgin - West Lorne Visitors Within Trade Area

Compared to Total Household Population 15+

Benchmark: 15 min trade area

| Total Household Population 15+ | Spring 2021 Visitors | | Summer 2021 Visitors | | Fall 2021 Visitors | | Winter 2021 Visitors | | Full Year 2021 Visitors | |
|--------------------------------|----------------------|-------|----------------------|-------|--------------------|-------|----------------------|-------|-------------------------|-------|
| | # | % Pen | # | % Pen | # | % Pen | # | % Pen | # | % Pen |
| 1,684 | 731 | 43.4 | 651 | 38.6 | 748 | 44.4 | 907 | 53.8 | 1,003 | 59.6 |

2021 West Elgin - West Lorne Visitors Within vs Outside Trade Area

Benchmark: Canada

| Year | Total Visitors In Main Street Polygon | # Visitors Within 15 min TA | % Visitors Within 15 min TA | # Visitors Outside 15 min TA | % Visitors Outside 15 min TA |
|----------------|---------------------------------------|-----------------------------|-----------------------------|------------------------------|------------------------------|
| Full Year 2021 | 39,804 | 1,003 | 2.5 | 38,801 | 97.5 |

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



Rank: 1
Customers: 4,992
Customers %: 13.51
% in Benchmark: 2.74
Index: 493

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



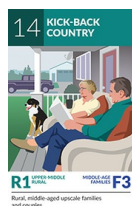
Rank: 2
Customers: 2,758
Customers %: 7.47
% in Benchmark: 2.91
Index: 257

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



Rank: 3
Customers: 2,238
Customers %: 6.06
% in Benchmark: 4.68
Index: 129

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



Rank: 4
Customers: 1,784
Customers %: 4.83
% in Benchmark: 2.60
Index: 186

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



Rank: 5
Customers: 1,754
Customers %: 4.75
% in Benchmark: 4.63
Index: 102

Mid-City Mellow epitomizes a traditional view of the Canadian Dream: owning a home in an attractive setting while building a comfortable nest egg. In this segment, nearly 90 percent of members own single-detached houses, which typically were built between 1960 and 1990. These older and mature households enjoy upper-middle incomes and well-established neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Mid-City Mellow is a mixed group, a collection of both older couples and middle-aged families raising older children. Few segments have a lower five-year mobility rate. Most households contain third-plus-generation Canadians, though there's an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, Portuguese, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of white collar, blue collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy sporting events such as horse racing, hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours as they believe that other cultures have a great deal to teach us (Culture Sampling).