

Community Profile: Omemee

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.

ENVIRONICS
ANALYTICS

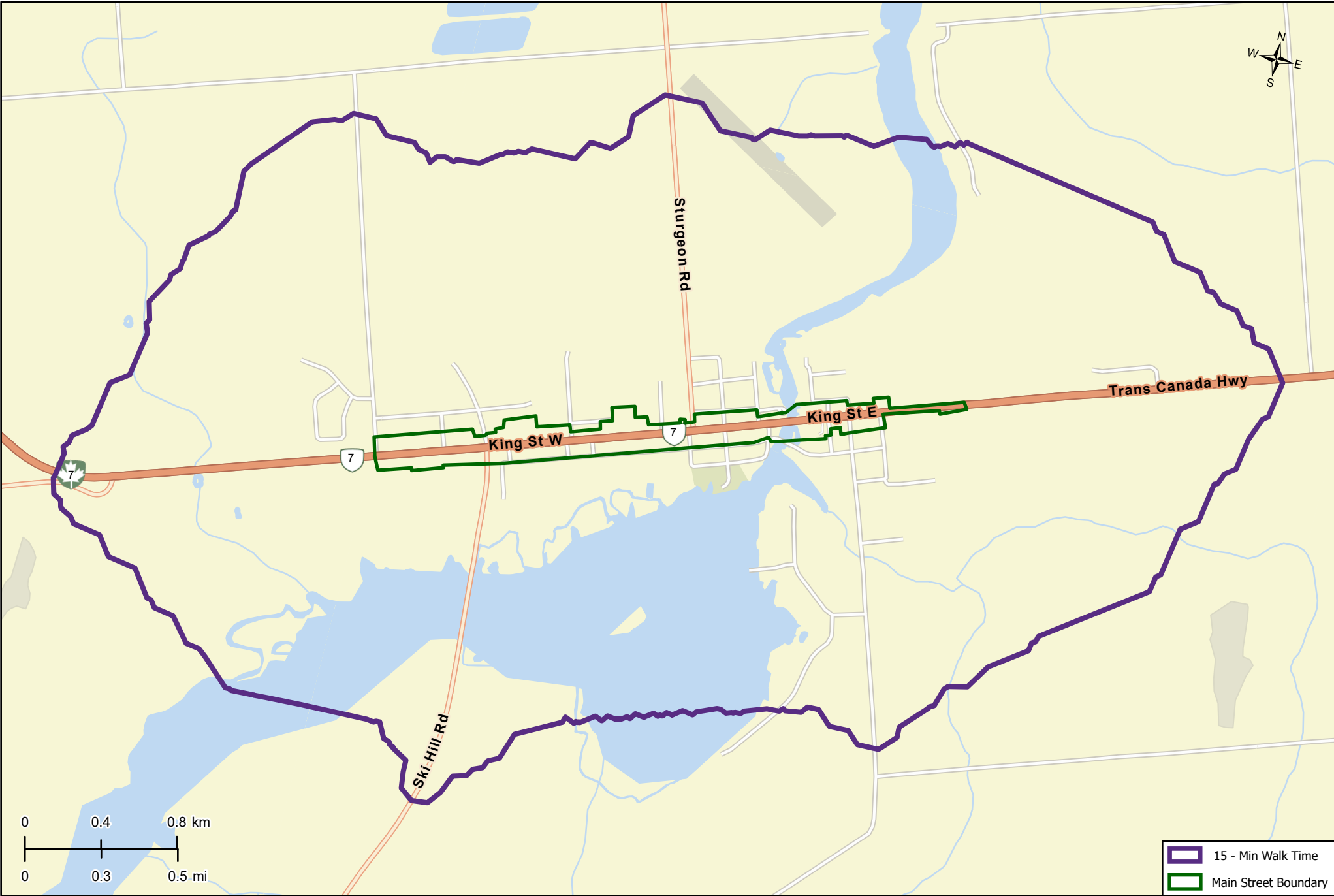
Confidential

Date: September 29, 2022

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Omeme
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Omemee

POPULATION

2,580

HOUSEHOLDS

1,025

MEDIAN MAINTAINER AGE

57

Index: 106

MARITAL STATUS



60.6%

Index: 104

Married/Common-Law

FAMILY STATUS*

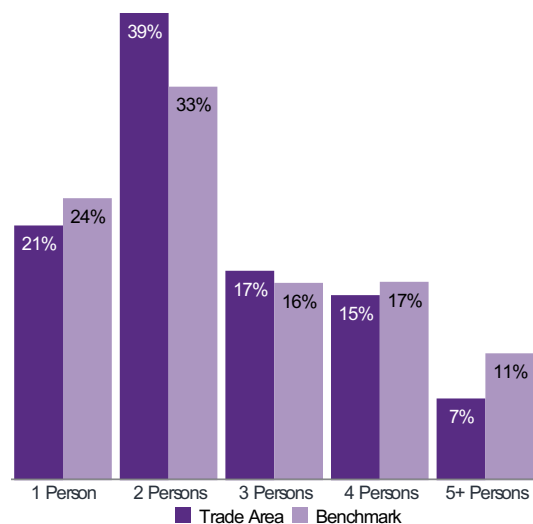


17.8%

Index: 113

Total Lone-Parent Families

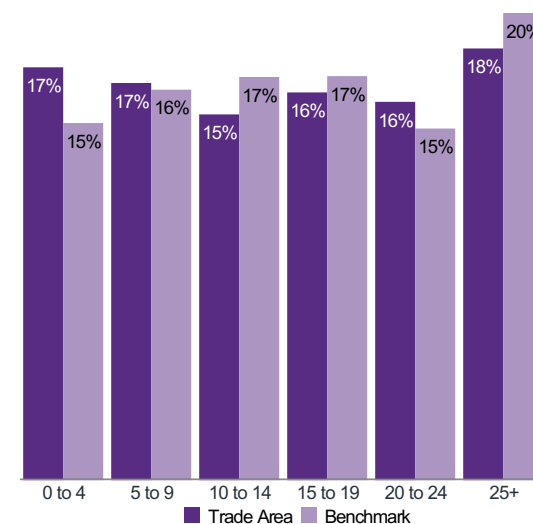
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	136	5.3	106
5 to 9	141	5.5	103
10 to 14	136	5.3	94
15 to 19	129	5.0	87
20 to 24	129	5.0	76
25 to 29	149	5.8	81
30 to 34	163	6.3	92
35 to 39	163	6.3	96
40 to 44	147	5.7	92
45 to 49	153	5.9	96
50 to 54	178	6.9	107
55 to 59	213	8.3	118
60 to 64	217	8.4	124
65 to 69	183	7.1	123
70 to 74	143	5.5	116
75 to 79	103	4.0	113
80 to 84	54	2.1	93
85+	42	1.6	73

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+

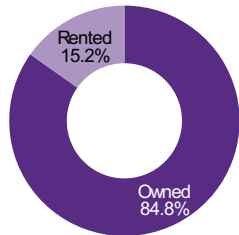
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Omemee

Population: 2,580 | Households: 1,025

TENURE



STRUCTURE TYPE



93.4%

Index: **121**



6.6%

Index: **30**

AGE OF HOUSING*

30 - 39 Years Old

% Comp: **17.9** Index: **129**

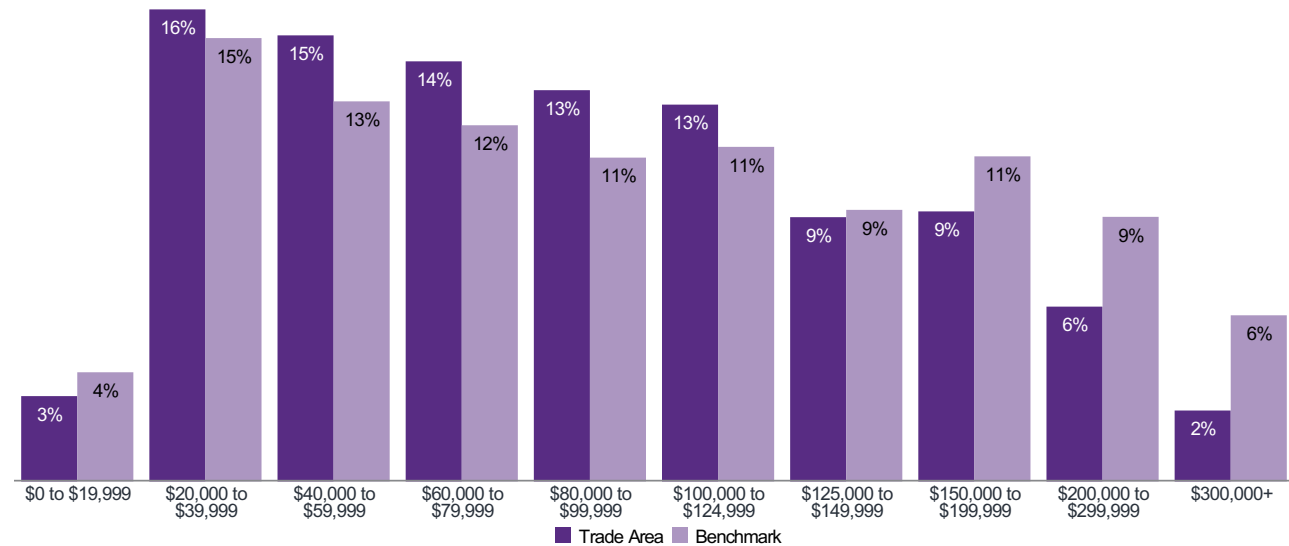
AVERAGE HOUSEHOLD INCOME



\$98,471

Index: **84**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

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ANALYTICS

Trade Area: Omemee

Population: 2,580 | Households: 1,025

EDUCATION



12.5%

Index: 46

University Degree

LABOUR FORCE PARTICIPATION



65.7%

Index: 100

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



43.7%

Index: 109

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

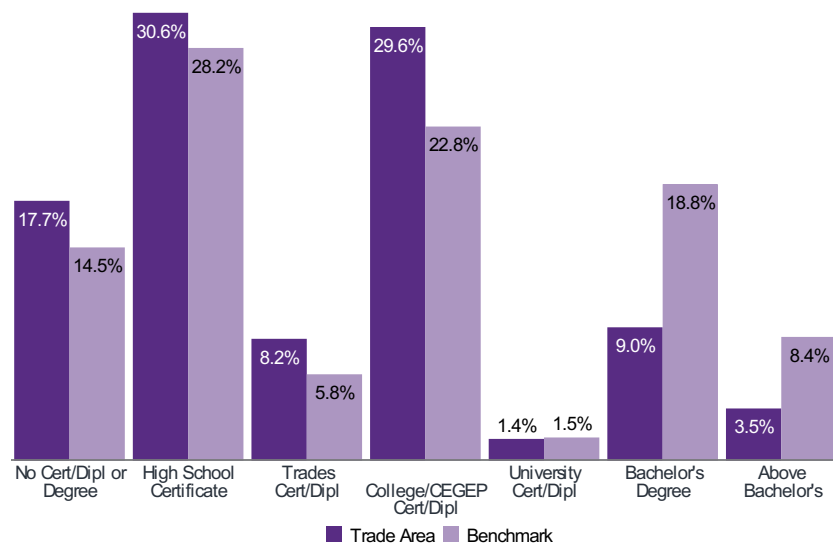


1.7%

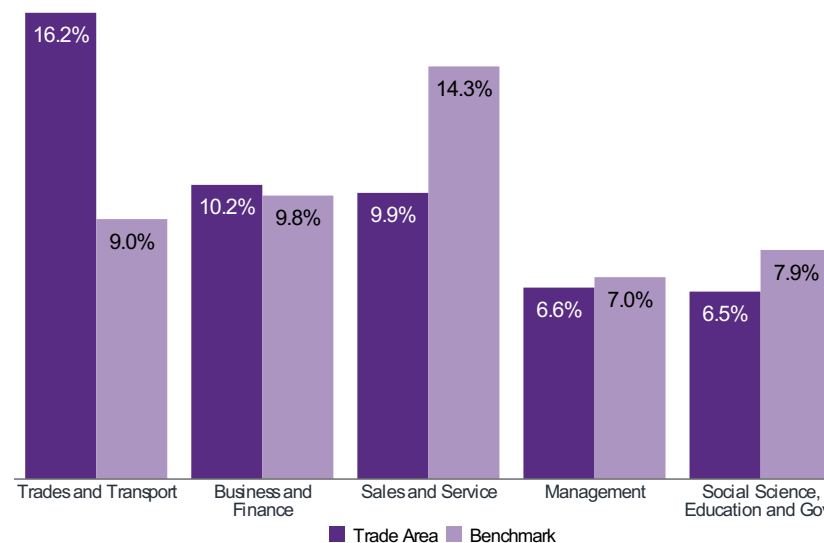
Index: 78

Travel to work by **Walking**

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: Omemee

Population: 2,580 | Households: 1,025

ABORIGINAL IDENTITY



2.6%
Index: 111

VISIBLE MINORITY PRESENCE



2.1%
Index: 7

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



0.1%
Index: 4

No knowledge of
English or French

IMMIGRATION



6.1%
Index: 23

Born outside Canada

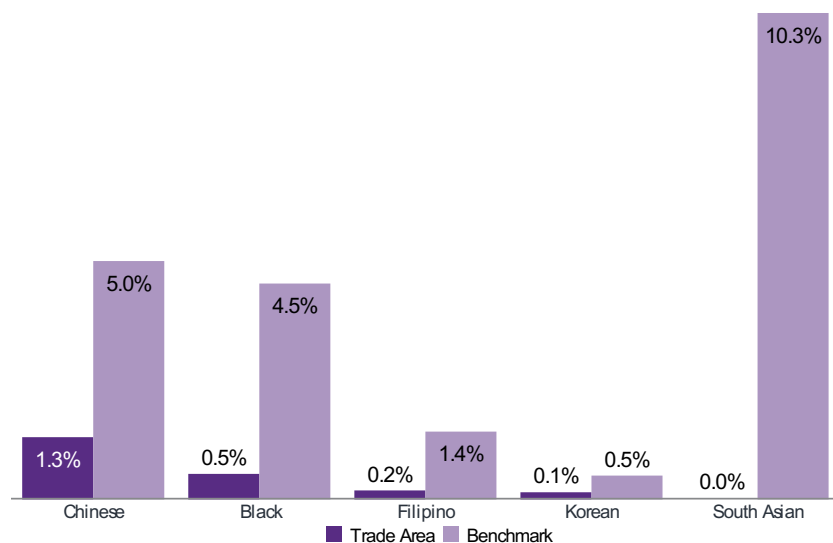
PERIOD OF IMMIGRATION*

N/A

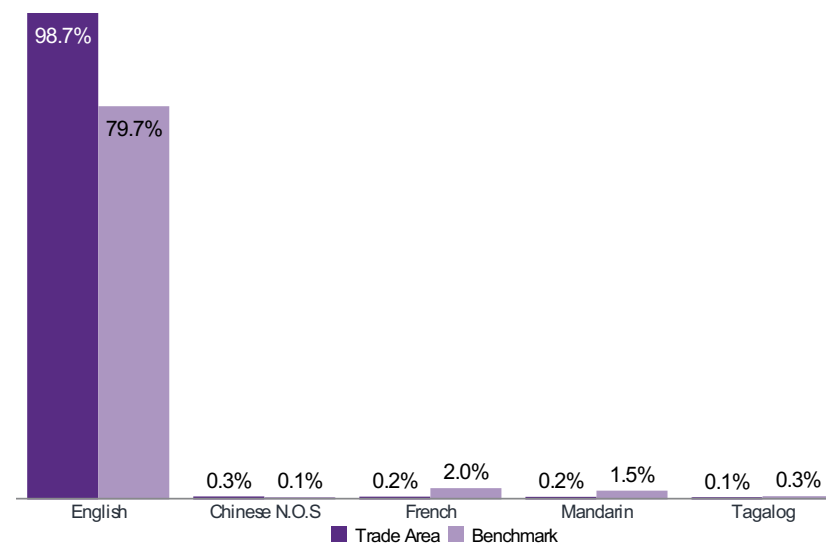
N/A%

Index: N/A

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours: <80 80 - 110 110+

Top 2 segments represent **100.0%** of households in Omemee



Rank: 1
Hhlds: 988
Hhld %: 96.35
% in Benchmark: 3.33
Index: 2,897

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



Rank: 2
Hhlds: 37
Hhld %: 3.65
% in Benchmark: 4.92
Index: 74

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).

Psychographics | SocialValues Overview

Trade Area: Omemee



Strong Values

Values	Index
Utilitarian Consumerism	177
Attraction to Nature	167
Fulfilment Through Work	148
Skepticism Towards Advertising	130
Brand Apathy	125
Primacy of the Family	125
Obedience to Authority	120
Primacy of Environmental Protection	120
Emotional Control	119
Introspection & Empathy	117



Descriptions | Top 3 Strong Values

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.

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.

Fulfilment Through Work

A need to invest one's professional life with meaning and to find personal fulfillment through one's work. Also, a need to feel that one's work is useful to others and has some social value.



Weak Values

Values	Index
Pursuit of Novelty	36
Status via Home	38
Advertising as Stimulus	45
Consumption Evangelism	47
Ostentatious Consumption	52
Active Government	53
Attraction For Crowds	56
Pursuit of Originality	56
Confidence in Advertising	57
Vitality	57



Descriptions | Top 3 Weak Values

Pursuit of Novelty

Active desire to discover new "modern" products, services and experiences, and to integrate them into the routine of daily life. People who are strong on this construct want to experience something new every day.

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.

Advertising as Stimulus

Tendency to enjoy viewing advertising for its aesthetic properties; to enjoy advertising in a wide range of venues, from magazines to television to outdoor signs and billboards.

Benchmark: Ontario

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Index Colours:	<80	80 - 110	110+
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Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: Omemee

WealthScapes Households: 1,015

INCOME*

Household Income

\$ 97,909

Index: 84

Household Disposable Income

\$ 78,943

Index: 86

Household Discretionary Income

\$ 54,437

Index: 86

Annual RRSP Contributions

\$ 2,461

Index: 68

WEALTH*



Net Worth

% Holders

100.0% Index: 100

Balance

\$817,945

Index: 83

ASSETS*



Savings

% Holders

94.8% Index: 58

Balance

\$122,038

Index: 95



Investments

% Holders

61.3% Index: 101

Balance

\$332,785

Index: 85



Unlisted Shares

% Holders

9.3% Index: 85

Balance

\$334,567

Index: 54



Real Estate

% Holders

85.9% Index: 113

Balance

\$749,902

Index: 74



Liquid Assets

% Holders

98.0% Index: 100

Balance

\$327,372

Index: 89

DEBT*



Consumer Debt

% Holders

94.9% Index: 101

Balance

\$56,274

Index: 97



Mortgage Debt

% Holders

53.0% Index: 113

Balance

\$235,488

Index: 67

FINANCIAL RATIO



Debt:Asset

% Holders

0.18% Index: 98

Benchmark: Southern Ontario

% Holders represent where customers are found.

*Average values per holding household as at December 31, 2021.

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Index Colours: <80 80 - 110 110+

Trade Area: Omemece

WealthScapes Households: 1,015

FINANCIAL RATIOS*



Debt: Asset

0.18

Index: 98



Debt: Liquid Assets

0.56

Index: 92



Consumer Debt - Discr. Income

0.98

Index: 114



Savings - Investments

0.57

Index: 107



Pension - Non-Pension Assets

0.27

Index: 154



Real Estate Assets - Liq. Assets

2.01

Index: 95



Mortgage - Real Estate Assets

0.19

Index: 90



Mortgage - Consumer Debt

2.34

Index: 77

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

*Average values per holding household as at December 31, 2021

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Omeme

Households: 698

Total Aggregate Current Consumption: \$49,015,921

Average Current Consumption

\$70,223

Index 86

Average Household Income










\$92,849

Index 81

Average Disposable Income

\$75,471

Index 84

 <p>Shelter</p> <p>Avg. Dollars/Household \$17,212 Index 82</p> <p>Pct. of Total Expenditure 24.5% Index 95</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$12,284 Index 89</p> <p>Pct. of Total Expenditure 17.5% Index 104</p>	 <p>Food</p> <p>Avg. Dollars/Household \$10,980 Index 86</p> <p>Pct. of Total Expenditure 15.6% Index 100</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household \$5,275 Index 92</p> <p>Pct. of Total Expenditure 7.5% Index 107</p>	 <p>Health Care</p> <p>Avg. Dollars/Household \$4,794 Index 88</p> <p>Pct. of Total Expenditure 6.8% Index 102</p>	 <p>Recreation</p> <p>Avg. Dollars/Household \$4,556 Index 95</p> <p>Pct. of Total Expenditure 6.5% Index 111</p>
 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$4,124 Index 116</p> <p>Pct. of Total Expenditure 5.9% Index 135</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$3,226 Index 81</p> <p>Pct. of Total Expenditure 4.6% Index 94</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$2,520 Index 76</p> <p>Pct. of Total Expenditure 3.6% Index 89</p>

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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Expenditures | Foodspend - Annual Household Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area:

Households:698

Average Household Income

\$92,849

Index 81

Average Food Expenditure

\$10,980

Index:86

Average Spend on Food
from Restaurants

\$3,002









Index:74

Average Spend on Food
from Stores

\$7,978

Index:91

Total Aggregate Food Expenditure: \$ 7,664,266

 <p>Bakery</p> <p>Avg. Dollars/Household \$859 Index:98</p> <p>Pct. of Total Expenditure 10.8% Index:108</p>	 <p>Cereal Products</p> <p>Avg. Dollars/Household \$429 Index:84</p> <p>Pct. of Total Expenditure 5.4% Index:92</p>	 <p>Fruit and nuts</p> <p>Avg. Dollars/Household \$843 Index:77</p> <p>Pct. of Total Expenditure 10.6% Index:84</p>
 <p>Vegetables</p> <p>Avg. Dollars/Household \$734 Index:79</p> <p>Pct. of Total Expenditure 9.2% Index:87</p>	 <p>Dairy products & Eggs</p> <p>Avg. Dollars/Household \$1,159 Index:90</p> <p>Pct. of Total Expenditure 14.5% Index:99</p>	 <p>Meat</p> <p>Avg. Dollars/Household \$1,630 Index:104</p> <p>Pct. of Total Expenditure 20.4% Index:114</p>
 <p>Fish & Seafood</p> <p>Avg. Dollars/Household \$211 Index:72</p> <p>Pct. of Total Expenditure 2.6% Index:79</p>	 <p>Beverages & Other Food</p> <p>Avg. Dollars/Household \$2,113 Index:96</p> <p>Pct. of Total Expenditure 26.5% Index:105</p>	

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: Omeme

Household Population 14+: 2,196

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	1.7	12.9	13
Going to restaurants, bars or night clubs	59.8	60.8	98
Having physical Contact with family and friends	65.8	64.2	103
Participating in group activities	47.7	43.1	111
Partying	13.2	20.7	64
Seeing family and friends in person	67.1	69.6	96
Entertainment			
Attending events, festivals or concerts	34.4	44.8	77
Attending sports events (excludes professional sports)	5.7	21.7	26
Attending to professional sports events or games	19.8	27.4	72
Going to the movies	51.2	47.3	108
Movement & Travel			
Driving more	8.1	17.6	46
Shopping in-store	57.6	49.8	116
Spending time outdoors	20.6	39.4	52
Travelling outside of Canada/ abroad	42.2	56.5	75
Travelling within Canada	44.9	55.9	80
Using public transit	2.2	12.5	18
Personal			
Getting back to old habits	50.6	40.0	127
Going to a salon, barber shop or spa	24.7	40.1	62
Going to the gym	21.3	22.2	96
Education/Work			
Children going back to school	6.2	20.3	31
Going back to work	4.6	14.2	32

Benchmark: Southern Ontario

(Base used for Index calculations)

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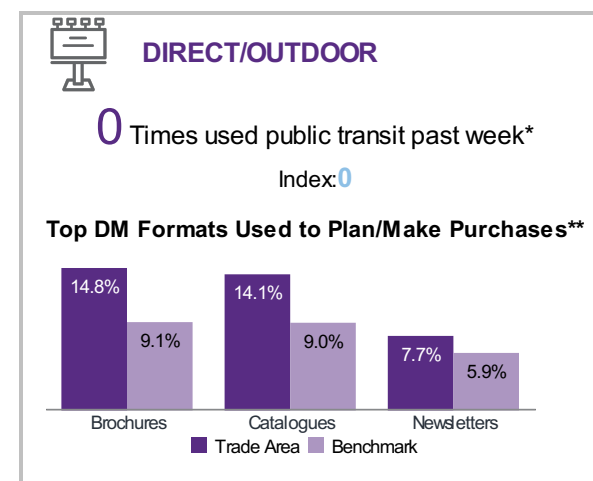
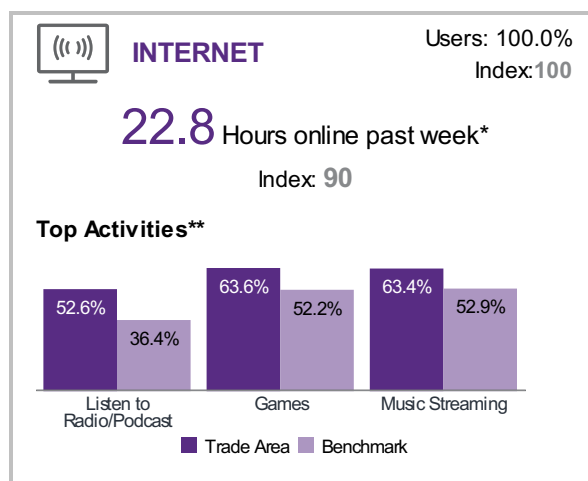
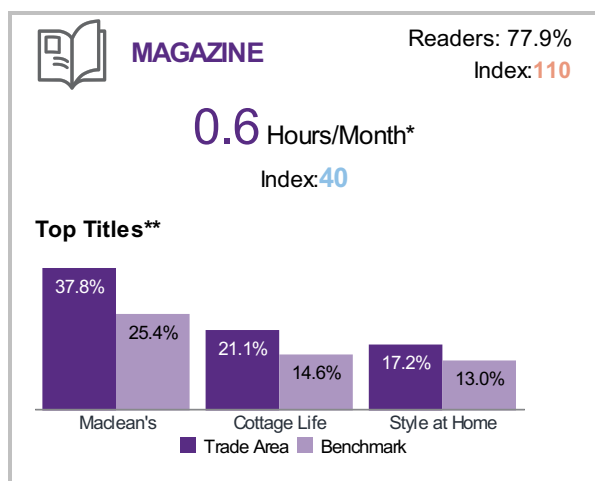
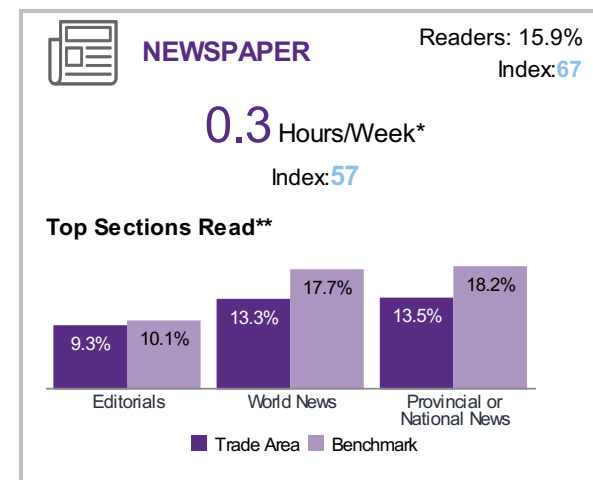
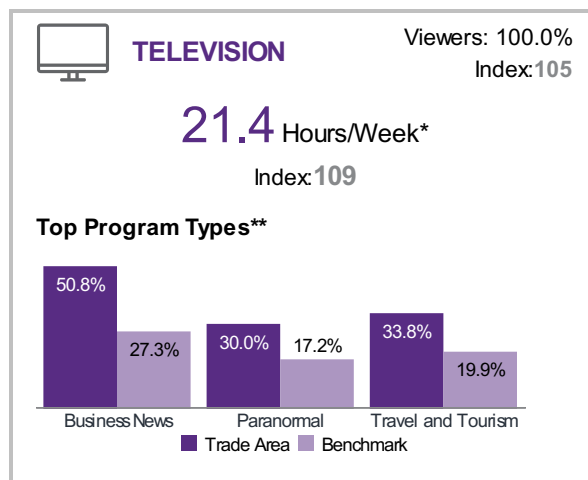
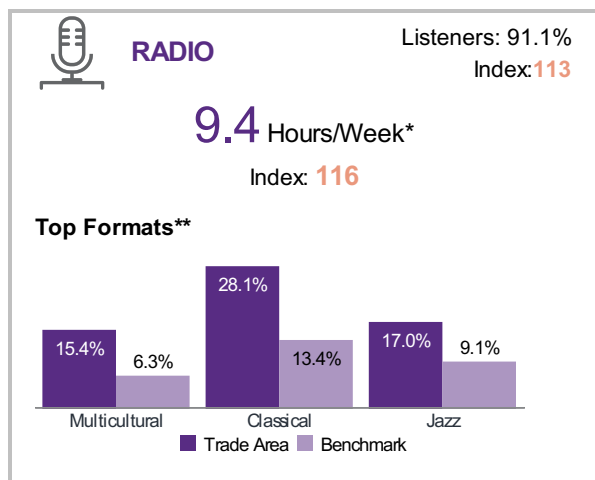
Media and Social Media Overview

Behavioural - Vividata | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Omemee

Household Population 14+: 2,196



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

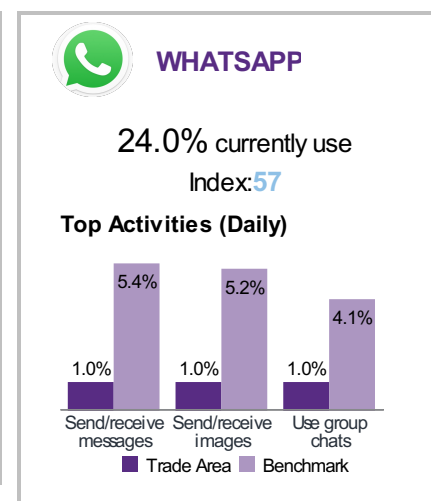
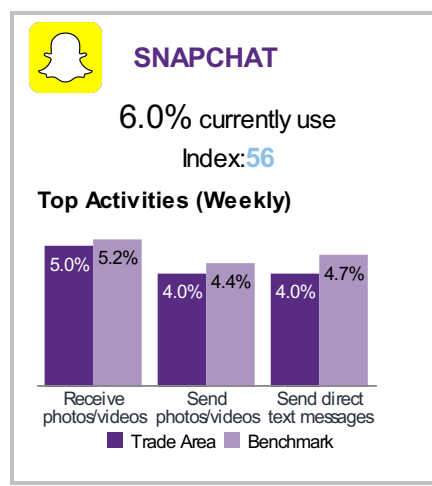
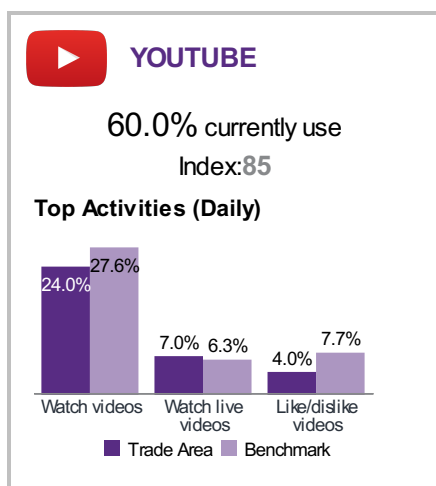
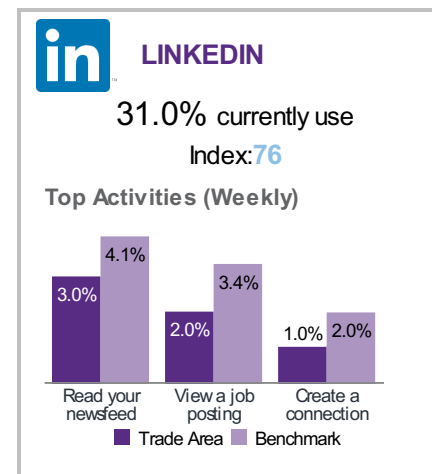
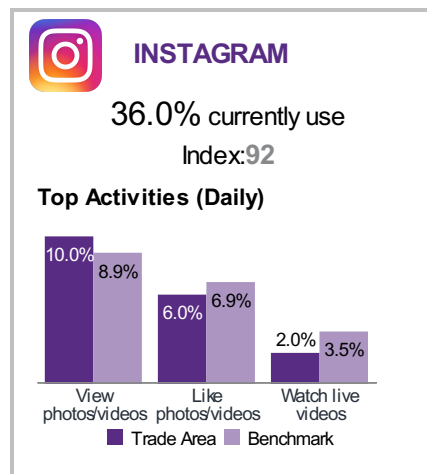
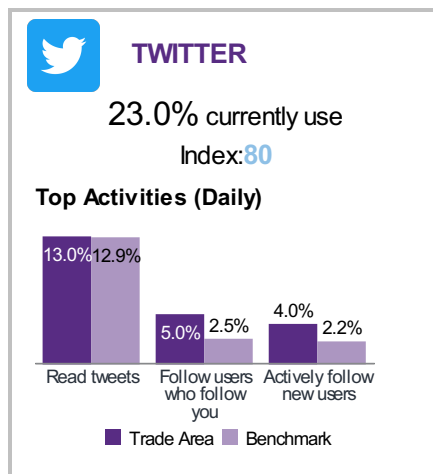
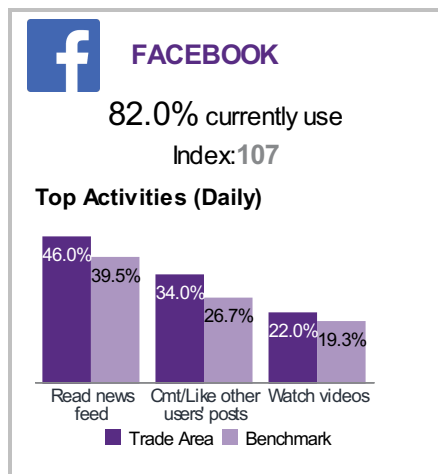
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Omemee

Household Population 18+:2,091



Benchmark: Southern Ontario

Chosen and ranked by percent composition.

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

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Index Colours:	<80	80 - 110	110+
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Online Shopping Attitudes and Behaviours

Opticks Social | Social Media Usage

ENVIRONICS
ANALYTICS

Trade Area: Omemee

Household Population 18+:2,091

FRIENDS IN ALL SM NETWORKS



40.0%

Index:103

0-49 friends

FREQUENCY OF USE (DAILY)



58.0%

Index:105

Facebook

BRAND INTERACTION



27.0%

Index:90

Like brand on Facebook

NO. OF BRANDS INTERACTED

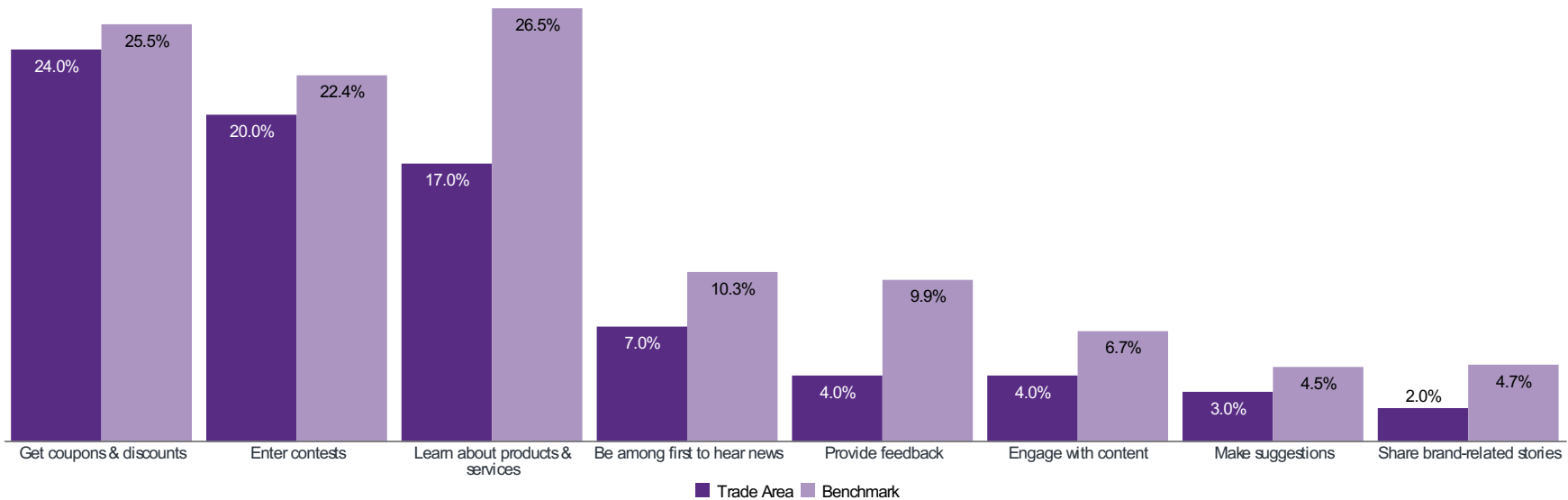


27.0%

Index:92

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark:Southern Ontario

Chosen and ranked by percent composition.

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Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Omemece

Total Household Population 18+: 2,091



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

% Comp 89.0 Index 107



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

% Comp 33.0 Index 74



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

% Comp 87.0 Index 101



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

% Comp 30.0 Index 78



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

% Comp 46.0 Index 85



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

% Comp 15.0 Index 56

Benchmark: Southern Ontario

Ranked by percent composition.

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Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Purchase Preferences

ENVIRONICS
ANALYTICS

Trade Area: Omemee

Total Household Population 18+:2,091

PURCHASE DECISION FACTORS



95.0%

Index:113

Product quality

ONLINE PURCHASE PREFERENCE



14.0%

Index:99

Event tickets via Mobile Phone

CUSTOMER SERVICE ONLINE



27.0%

Index:103

Govt. services

FORM OF PAYMENT ONLINE



Debit Card

2.0%

Index:90



Credit Card

56.0%

Index:90

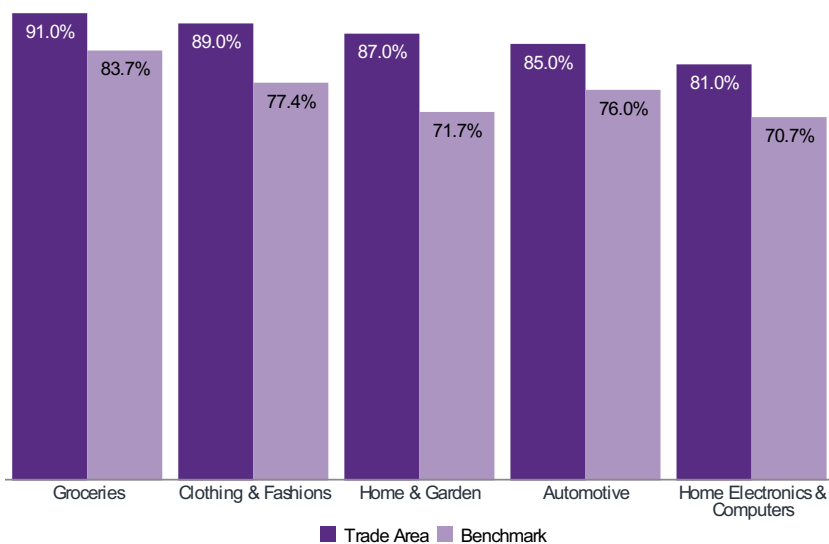


Third Party

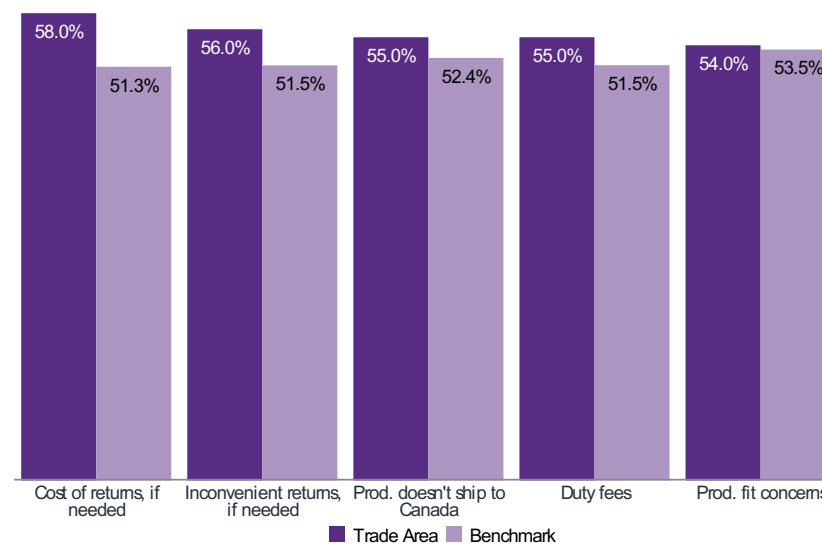
12.0%

Index:206

IN-STORE PURCHASE PREFERENCE - Top 5



IN-STORE PURCHASE REASON - Top 5



Benchmark: Southern Ontario

*Ranked by percent with minimum 5% composition.

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

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Index Colours: <80 80 - 110 110+


Opticks eShopper | Clothing & Fashions Deep Dive

ENVIRONICS
ANALYTICS

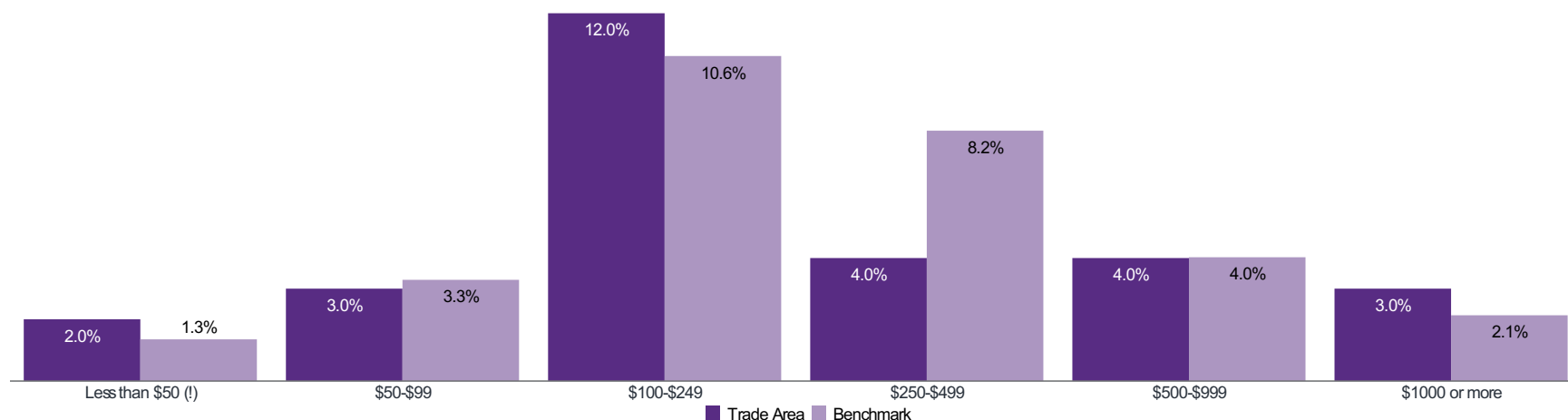
Trade Area:

Total Household Population 18+: 2,091

BEHAVIOURAL PREFERENCES BY CHANNEL

 CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	82.0% Index: 124	30.0% Index: 88	11.0% Index: 87	0.0% Index: 0
Purchase preference	89.0% Index: 115	25.0% Index: 89	7.0% Index: 75	3.0% Index: 125
Customer Service	77.0% Index: 120	10.0% Index: 66	3.0% Index: 63	12.0% Index: 56

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 Electronics & Computers Deep Dive

ENVIRONICS
ANALYTICS

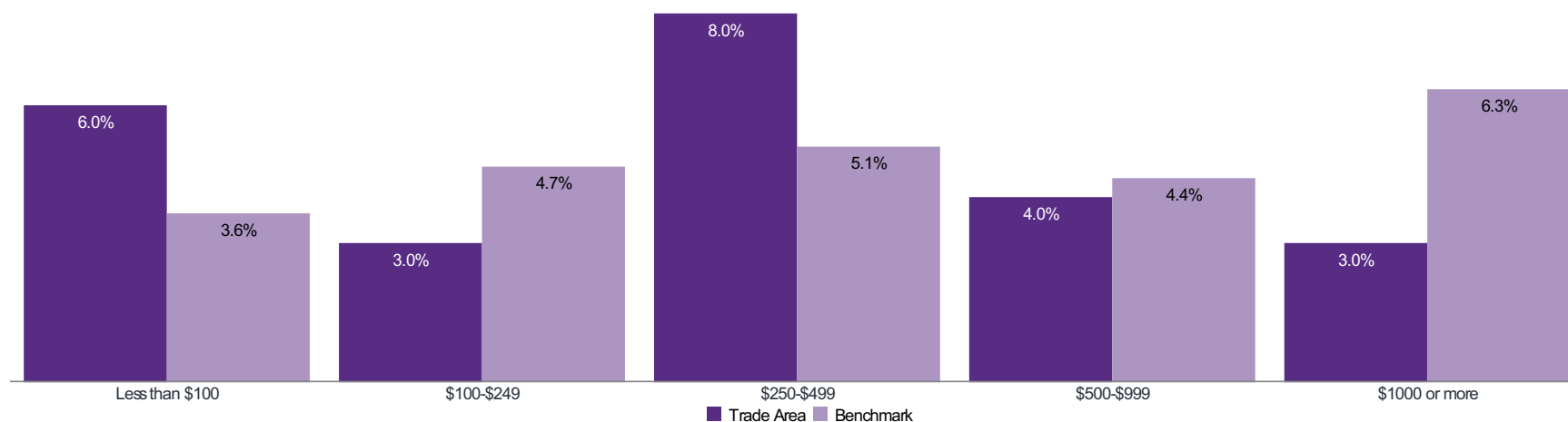
Trade Area:

Total Household Population 18+: 2,091

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	60.0% Index: 111	48.0% Index: 96	11.0% Index: 74	4.0% Index: 52
Purchase preference	81.0% Index: 115	32.0% Index: 85	8.0% Index: 79	2.0% Index: 34
Customer Service	73.0% Index: 123	18.0% Index: 89	3.0% Index: 51	32.0% Index: 88

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Gift Cards Deep Dive

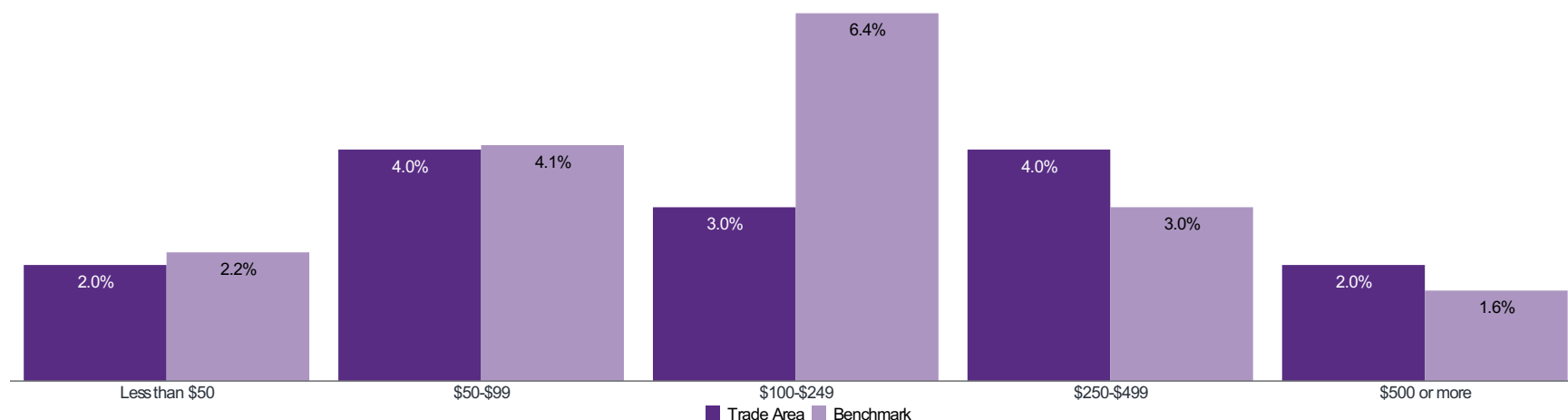
Trade Area:

Total Household Population 18+: 2,091

BEHAVIOURAL PREFERENCES BY CHANNEL

 GIFT CARDS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	57.0% Index: 120	29.0% Index: 93	6.0% Index: 62	4.0% Index: 115
Purchase preference	74.0% Index: 125	25.0% Index: 84	7.0% Index: 83	3.0% Index: 107
Customer Service	56.0% Index: 130	17.0% Index: 96	2.0% Index: 42	21.0% Index: 77

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

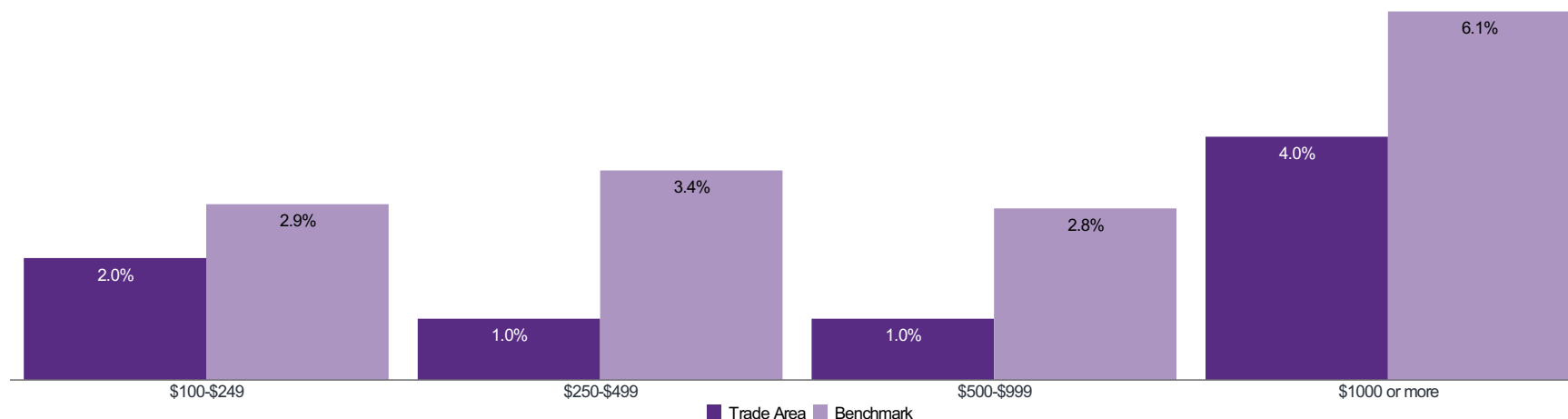
Trade Area:

Total Household Population 18+: 2,091

BEHAVIOURAL PREFERENCES BY CHANNEL

 GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	83.0% Index: 113	8.0% Index: 40	4.0% Index: 45	0.0% Index: 0
Purchase preference	91.0% Index: 109	7.0% Index: 49	1.0% Index: 18	1.0% Index: 46
Customer Service	81.0% Index: 116	4.0% Index: 43	0.0% Index: 0	11.0% Index: 61

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

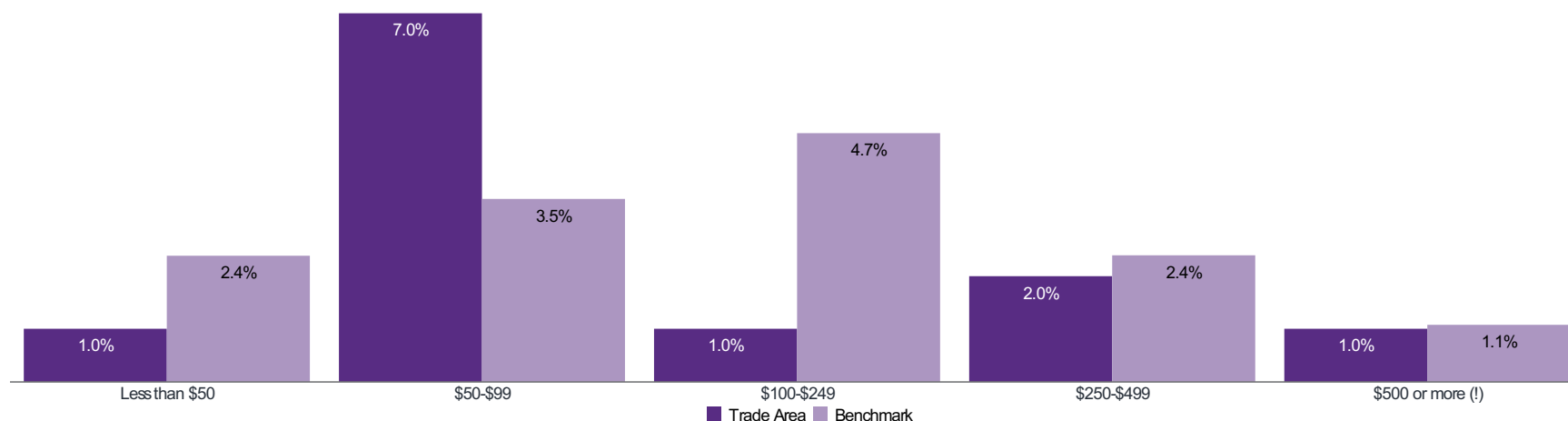
Trade Area:

Total Household Population 18+: 2,091

BEHAVIOURAL PREFERENCES BY CHANNEL

 BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	38.0% Index:102	19.0% Index:97	6.0% Index:80	0.0% Index:0
Purchase preference	49.0% Index:104	17.0% Index:99	5.0% Index:84	1.0% Index:39
Customer Service	36.0% Index:95	8.0% Index:75	0.0% Index:0	10.0% Index:64

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

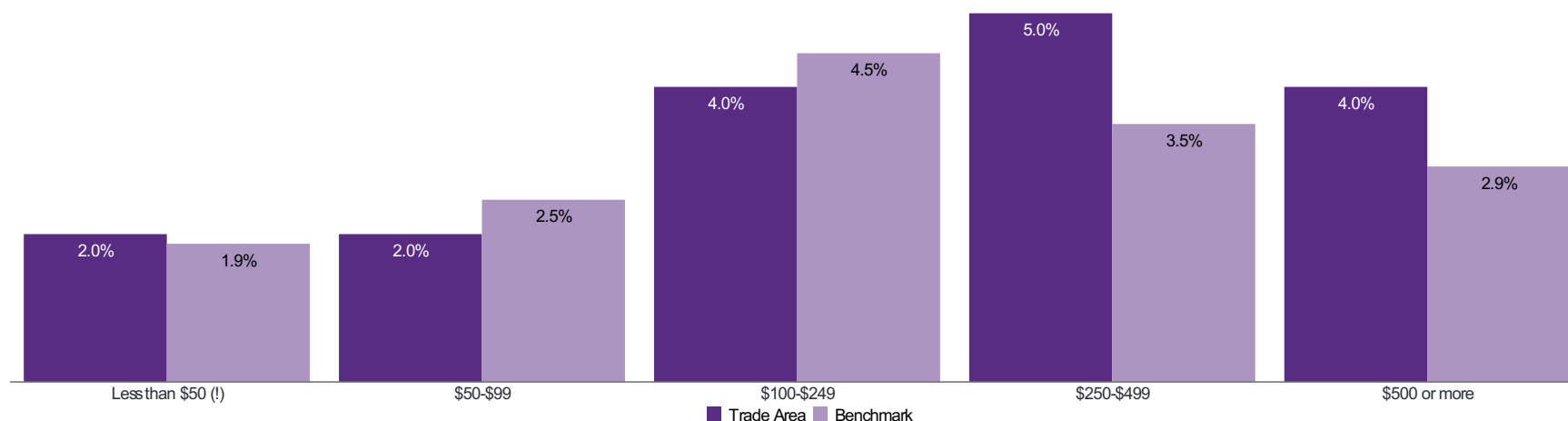
Trade Area:

Total Household Population 18+: 2,091

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	67.0% Index: 117	33.0% Index: 98	8.0% Index: 77	3.0% Index: 63
Purchase preference	87.0% Index: 121	17.0% Index: 83	1.0% Index: 80	2.0% Index: 57
Customer Service	74.0% Index: 129	9.0% Index: 72	0.0% Index: 0	19.0% Index: 82

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

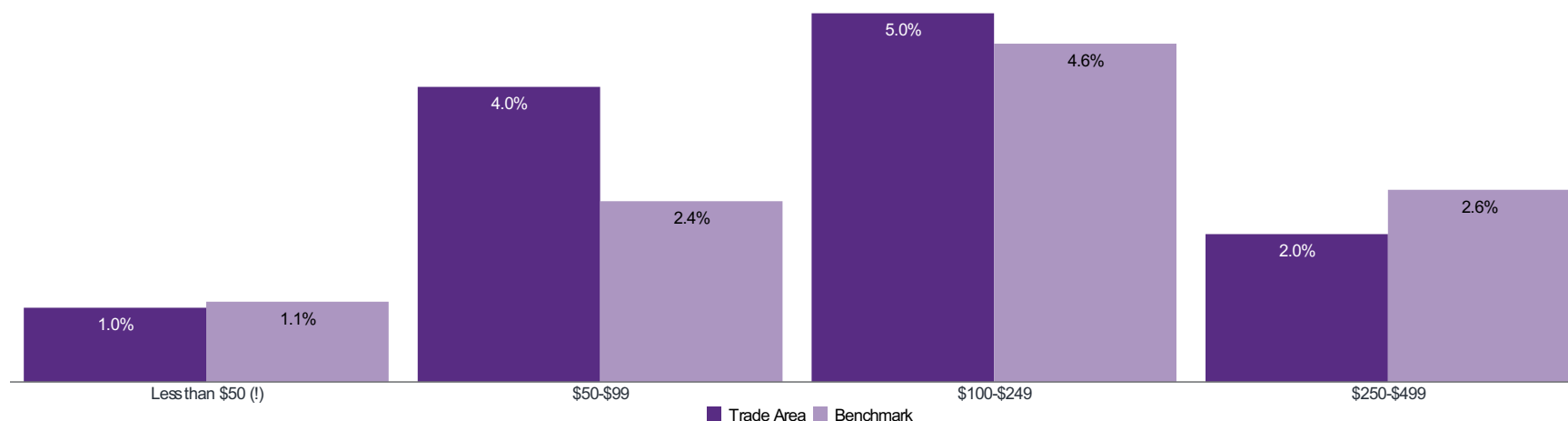
Trade Area:

Total Household Population 18+: 2,091

BEHAVIOURAL PREFERENCES BY CHANNEL

SPORTING GOODS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	51.0% Index: 124	27.0% Index: 95	7.0% Index: 69	3.0% Index: 95
Purchase preference	60.0% Index: 114	21.0% Index: 99	6.0% Index: 87	1.0% Index: 37
Customer Service	54.0% Index: 124	7.0% Index: 55	1.0% Index: 25	12.0% Index: 57

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

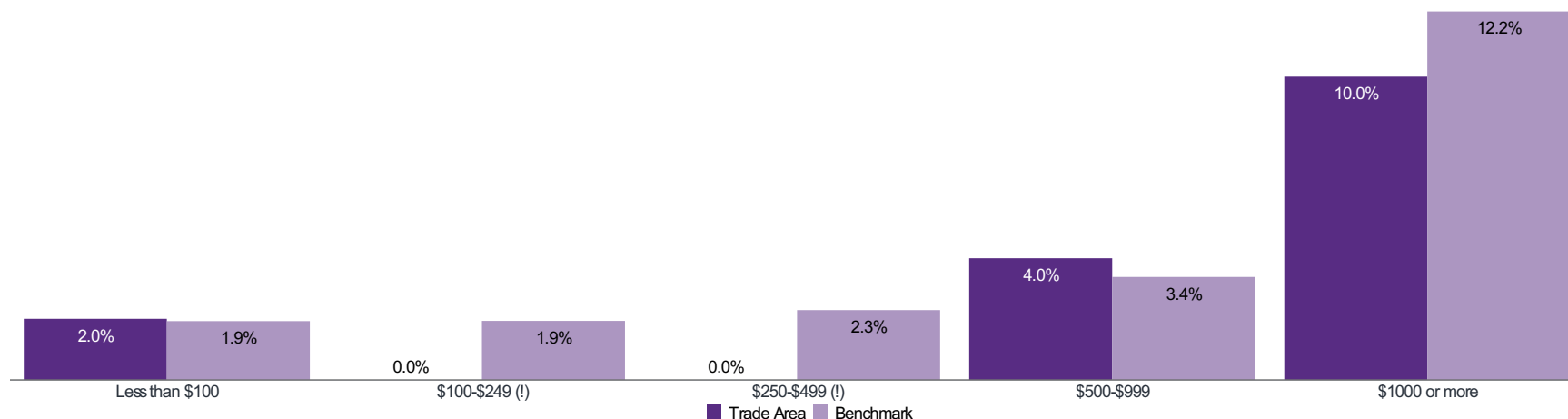
Trade Area:

Total Household Population 18+: 2,091

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	23.0% Index: 112	52.0% Index: 91	14.0% Index: 95	15.0% Index: 83
Purchase preference	36.0% Index: 126	46.0% Index: 88	10.0% Index: 87	19.0% Index: 96
Customer Service	37.0% Index: 121	25.0% Index: 101	5.0% Index: 73	45.0% Index: 98

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Omemee

Households: 698

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+
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Trade Area: Omemee

Households: 698

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



62.1%

Index: 104

Organized layout makes it easy to shop



44.2%

Index: 106

Staff are friendly and knowledgeable



40.8%

Index: 121

Short checkout lines/fast checkout



39.8%

Index: 112

Easy to get in and get out quickly



39.6%

Index: 92

I like the store ambiance



22.5%

Index: 113

Has extended hours



20.4%

Index: 74

Has self-checkout



10.0%

Index: 73

Offers an online shopping option (!)



5.8%

Index: 66

Benchmark: Southern Ontario

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

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

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Index Colours:	<80	80 - 110	110+
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ShopperChoice | Store Loyalty - Price and Promo

ENVIRONICS
ANALYTICS

Trade Area: Omemee

Households:698

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



69.8%

Index:104

Discover good value when shopping



66.4%

Index:100

Store has the lowest prices overall



62.0%

Index:107

Store has a customer loyalty card program



49.5%

Index:100

Has loyalty prog. app and offers pers. promos



25.4%

Index:86

I'm loyal to their store brands



23.7%

Index:103

OUT OF STOCK ITEM

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

Benchmark:Southern Ontario

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

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

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Index Colours:	<80	80 - 110	110+
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Main Street Visitors

2019 Lindsay - Omemee 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		19,580,782	100%	153,338	100%	0.78%	100	180,153	100%	0.92%	100	110,727	100%	0.57%	100	106,100	100%	0.54%	100	257,505	100%	1.32%	100
3516010	Kawartha Lakes, ON (CY)	69,555	0.36%	31,954	20.84%	45.94%	5867	31,638	17.56%	45.49%	4944	26,981	24.37%	38.79%	6860	27,881	26.28%	40.09%	7398	39,262	15.25%	56.45%	4292
3515014	Peterborough, ON (CY)	74,182	0.38%	20,045	13.07%	27.02%	3451	22,328	12.39%	30.10%	3271	16,041	14.49%	21.62%	3824	15,302	14.42%	20.63%	3807	29,055	11.28%	39.17%	2978
3520005	Toronto, ON (C)	2,577,758	13.16%	6,862	4.47%	0.27%	34	8,949	4.97%	0.35%	38	4,053	3.66%	0.16%	28	3,291	3.10%	0.13%	24	12,786	4.97%	0.50%	38
3506008	Ottawa, ON (CV)	884,557	4.52%	3,900	2.54%	0.44%	56	5,176	2.87%	0.59%	64	2,317	2.09%	0.26%	46	2,221	2.09%	0.25%	46	8,167	3.17%	0.92%	70
3518013	Oshawa, ON (CY)	149,776	0.76%	4,612	3.01%	3.08%	393	4,566	2.53%	3.05%	331	2,705	2.44%	1.81%	319	2,556	2.41%	1.71%	315	7,799	3.03%	5.21%	396
3519070	Georgina, ON (T)	41,216	0.21%	3,333	2.17%	8.09%	1033	4,990	2.77%	12.11%	1316	2,386	2.16%	5.79%	1024	2,497	2.35%	6.06%	1118	6,700	2.60%	16.26%	1236
3515015	Selwyn, ON (TP)	14,942	0.08%	4,361	2.84%	29.18%	3727	5,645	3.13%	37.78%	4106	3,435	3.10%	22.99%	4066	4,043	3.81%	27.06%	4994	6,594	2.56%	44.13%	3356
3518017	Clarington, ON (MU)	87,503	0.45%	4,204	2.74%	4.80%	613	4,721	2.62%	5.40%	586	1,982	1.79%	2.27%	401	2,457	2.32%	2.81%	518	6,569	2.55%	7.51%	571
3543042	Barrie, ON (CY)	136,792	0.70%	3,124	2.04%	2.28%	292	3,791	2.10%	2.77%	301	2,225	2.01%	1.63%	288	2,498	2.35%	1.83%	337	6,182	2.40%	4.52%	344
3518009	Whitby, ON (T)	117,034	0.60%	2,256	1.47%	1.93%	246	3,202	1.78%	2.74%	297	1,417	1.28%	1.21%	214	1,389	1.31%	1.19%	219	4,562	1.77%	3.90%	296

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Lindsay - Omemee Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min walktime 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
2,158	1,992	92.3	1,756	81.4	1,776	82.3	2,361	109.4	2,089	96.8

2019 Lindsay - Omemee 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	262,530	2,089	0.8	260,441	99.2

2020 Lindsay - Omemee 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		19,580,782	100%	95,114	100%	0.49%	100	134,822	100%	0.69%	100	100,436	100%	0.51%	100	81,737	100%	0.42%	100	201,082	100%	1.03%	100
3516010	Kawartha Lakes, ON (CY)	69,555	0.36%	26,407	27.76%	37.97%	7816	27,231	20.20%	39.15%	5686	26,259	26.15%	37.75%	7360	25,024	30.62%	35.98%	8619	36,309	18.06%	52.20%	5083
3515014	Peterborough, ON (CY)	74,182	0.38%	15,101	15.88%	20.36%	4191	19,222	14.26%	25.91%	3763	15,863	15.79%	21.38%	4169	10,859	13.28%	14.64%	3507	25,028	12.45%	33.74%	3285
3520005	Toronto, ON (C)	2,577,758	13.16%	4,139	4.35%	0.16%	33	8,044	5.97%	0.31%	45	3,725	3.71%	0.14%	28	1,973	2.41%	0.08%	18	11,564	5.75%	0.45%	44
3518013	Oshawa, ON (CY)	149,776	0.76%	3,045	3.20%	2.03%	419	3,679	2.73%	2.46%	357	2,620	2.61%	1.75%	341	2,083	2.55%	1.39%	333	6,306	3.14%	4.21%	410
3515015	Selwyn, ON (TP)	14,942	0.08%	3,125	3.29%	20.91%	4305	4,223	3.13%	28.26%	4104	3,659	3.64%	24.49%	4774	3,216	3.94%	21.53%	5157	6,032	3.00%	40.37%	3931
3518017	Clarington, ON (MU)	87,503	0.45%	2,148	2.26%	2.46%	505	3,365	2.50%	3.85%	559	2,045	2.04%	2.34%	456	1,084	1.33%	1.24%	297	5,344	2.66%	6.11%	595
3543042	Barrie, ON (CY)	136,792	0.70%	1,668	1.75%	1.22%	251	2,542	1.89%	1.86%	270	1,546	1.54%	1.13%	220	1,477	1.81%	1.08%	259	4,107	2.04%	3.00%	292
3518009	Whitby, ON (T)	117,034	0.60%	1,766	1.86%	1.51%	311	2,865	2.12%	2.45%	356	1,452	1.45%	1.24%	242	887	1.08%	0.76%	182	3,980	1.98%	3.40%	331
3519070	Georgina, ON (T)	41,216	0.21%	1,346	1.42%	3.27%	672	2,740	2.03%	6.65%	965	1,422	1.42%	3.45%	672	1,499	1.83%	3.64%	871	3,815	1.90%	9.26%	901
3506008	Ottawa, ON (CV)	884,557	4.52%	656	0.69%	0.07%	15	2,118	1.57%	0.24%	35	1,322	1.32%	0.15%	29	1,387	1.70%	0.16%	38	3,546	1.76%	0.40%	39

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Lindsay - Omemee Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min walktime 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
2,158	1,760	81.6	1,368	63.4	1,604	74.3	1,675	77.6	1,854	85.9

2020 Lindsay - Omemee 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	204,057	1,854	0.9	202,204	99.1

2021 Lindsay - Omemee 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		19,580,782	100%	82,029	100%	0.42%	100	176,204	100%	0.90%	100	131,480	100%	0.67%	100	88,125	100%	0.45%	100	233,189	100%	1.19%	100
3516010	Kawartha Lakes, ON (CY)	69,555	0.36%	18,817	22.94%	27.05%	6458	28,037	15.91%	40.31%	4479	27,039	20.57%	38.87%	5789	25,537	28.98%	36.72%	8158	33,915	14.54%	48.76%	4094
3515014	Peterborough, ON (CY)	74,182	0.38%	12,196	14.87%	16.44%	3925	18,794	10.67%	25.34%	2815	18,054	13.73%	24.34%	3624	13,758	15.61%	18.55%	4121	25,030	10.73%	33.74%	2833
3520005	Toronto, ON (C)	2,577,758	13.16%	3,544	4.32%	0.14%	33	12,757	7.24%	0.49%	55	6,211	4.72%	0.24%	36	3,317	3.76%	0.13%	29	15,393	6.60%	0.60%	50
3518013	Oshawa, ON (CY)	149,776	0.76%	3,344	4.08%	2.23%	533	4,799	2.72%	3.20%	356	2,731	2.08%	1.82%	272	2,510	2.85%	1.68%	372	7,517	3.22%	5.02%	421
3515015	Selwyn, ON (TP)	14,942	0.08%	3,074	3.75%	20.57%	4911	5,267	2.99%	35.25%	3917	4,402	3.35%	29.46%	4387	3,581	4.06%	23.97%	5326	6,685	2.87%	44.74%	3757
3518017	Clarington, ON (MU)	87,503	0.45%	2,135	2.60%	2.44%	582	5,217	2.96%	5.96%	663	2,913	2.22%	3.33%	496	1,286	1.46%	1.47%	326	5,818	2.50%	6.65%	558
3519070	Georgina, ON (T)	41,216	0.21%	1,025	1.25%	2.49%	594	3,826	2.17%	9.28%	1031	4,078	3.10%	9.89%	1474	811	0.92%	1.97%	437	5,491	2.35%	13.32%	1119
3543042	Barrie, ON (CY)	136,792	0.70%	828	1.01%	0.61%	145	3,697	2.10%	2.70%	300	2,692	2.05%	1.97%	293	1,870	2.12%	1.37%	304	5,220	2.24%	3.82%	320
3506008	Ottawa, ON (CV)	884,557	4.52%	829	1.01%	0.09%	22	4,202	2.38%	0.48%	53	2,521	1.92%	0.28%	42	1,324	1.50%	0.15%	33	5,086	2.18%	0.57%	48
3518009	Whitby, ON (T)	117,034	0.60%	1,116	1.36%	0.95%	228	3,723	2.11%	3.18%	354	1,600	1.22%	1.37%	204	1,834	2.08%	1.57%	348	4,554	1.95%	3.89%	327

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Lindsay - Omemee Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min walktime 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
2,158	687	31.8	1,341	62.1	1,459	67.6	1,618	75.0	1,411	65.4

2021 Lindsay - Omemee 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	237,247	1,411	0.6	235,837	99.4

Top 5 segments represent **41.3%** of customers in Southern Ontario



Rank: 1
Customers: 25,384
Customers %: 12.62
% in Benchmark: 3.10
Index: 407

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



Rank: 2
Customers: 22,553
Customers %: 11.21
% in Benchmark: 4.95
Index: 227

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: 3
Customers: 12,272
Customers %: 6.10
% in Benchmark: 1.10
Index: 555

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.



Rank: 4
Customers: 11,875
Customers %: 5.90
% in Benchmark: 2.82
Index: 210

Boomer Bliss consists of older couples and families found in suburban neighbourhoods throughout the country surrounding large cities like Vancouver, Hamilton, St. Catharines and Victoria. Nearly two-thirds of maintainers are over 55 years old, and households include both retirees and those still in the labour force. With their university and college educations, those still employed hold white-collar positions in management, education, health and government services. Their upper-middle-class incomes—about 35 percent above average—allow them to own comfortable single-detached houses built between 1960 and 2000. Many of the adults are longtime residents who have paid off their mortgages and show little interest in leaving their now-empty nests. Like other suburbanites, they score high for owning an SUV, though in this segment it's more likely to be an imported luxury model. Boomer Bliss members take advantage of their proximity to both city centres and small towns, enjoying the arts—including theatre productions, art galleries and rock and country music concerts—and outdoor activities like golfing and fishing. Financially comfortable, they feel secure in their suburban communities filled with like-minded second- and third-generation Canadians, and they score low for Penchant for Risk.



Rank: 5
Customers: 11,028
Customers %: 5.48
% in Benchmark: 2.13
Index: 258

Scenic Retirement exemplifies one of Canada's dominant demographic trends: the aging population. Many of this segment's residents live in retirement communities like Niagara-on-the-Lake, Duncan and Parksville. With more than two-thirds of household maintainers over 55 years old, the segment features mature married couples and singles living in the suburban neighbourhoods of smaller cities popular with seniors. Nearly one in ten households contains a widowed individual. Most members live in midscale, single-detached houses—the average dwelling value is \$450,000—but one-quarter own a condo. Though only half are still in the labour force, average household incomes here are more than \$100,000, earned from a variety of blue-collar and service sector jobs as well as pensions and government transfers. These financially comfortable households pursue leisure-intensive lifestyles. They stay physically active by playing golf, fitness walking and gardening. They like to keep up with trends by attending exhibitions covering RVs, crafts and homes. These third-plus generation Canadians are mindful of the future and want to leave a Legacy, whether for their families or society.