

Community Profile: Fenelon Falls

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

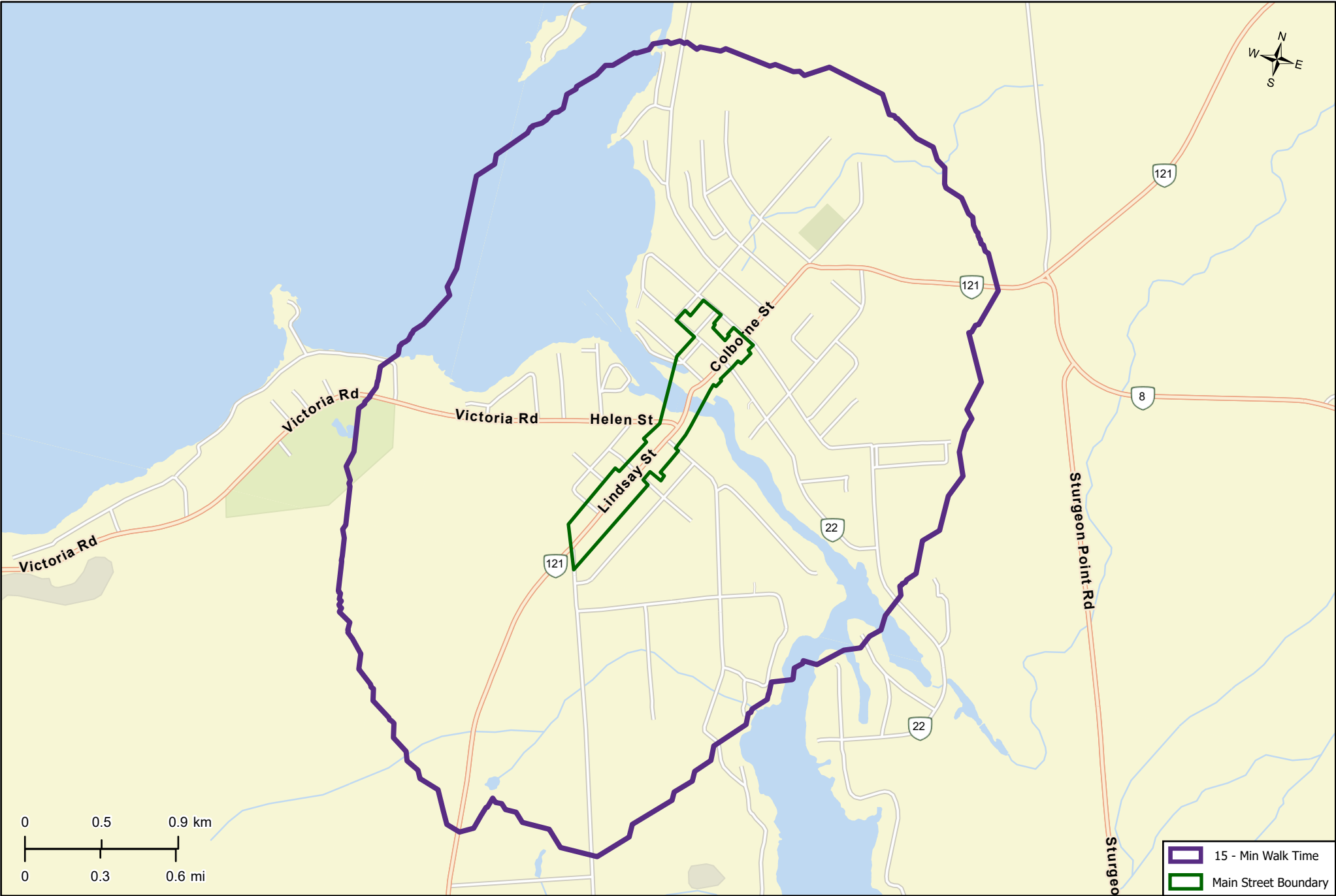
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Date: September 29, 2022

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Fenelon Falls
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Fenelon Falls

POPULATION

3,158

HOUSEHOLDS

1,435

MEDIAN MAINTAINER AGE

64

Index: 118

MARITAL STATUS



58.5%

Index: 101

Married/Common-Law

FAMILY STATUS*

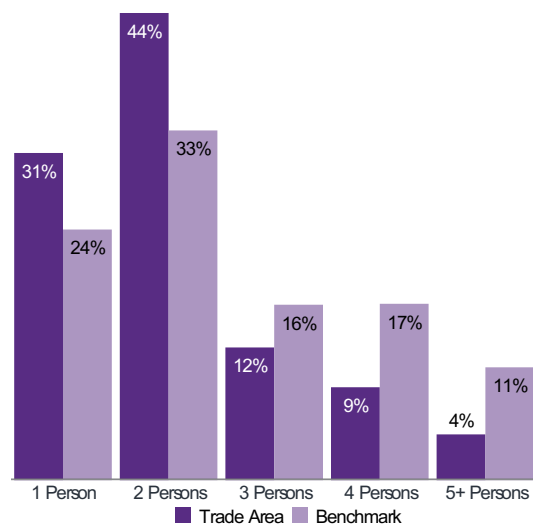


57.1%

Index: 153

Couples Without Children At Home

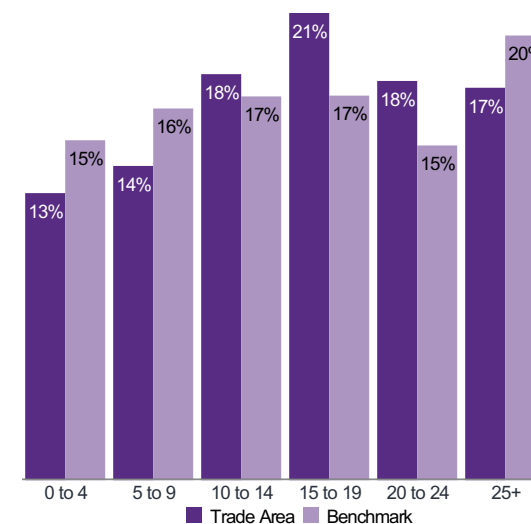
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	112	3.5	72
5 to 9	113	3.6	67
10 to 14	118	3.7	66
15 to 19	135	4.3	74
20 to 24	153	4.8	74
25 to 29	160	5.1	71
30 to 34	136	4.3	63
35 to 39	124	3.9	60
40 to 44	115	3.6	59
45 to 49	141	4.5	72
50 to 54	193	6.1	95
55 to 59	254	8.0	114
60 to 64	302	9.6	141
65 to 69	314	9.9	172
70 to 74	291	9.2	194
75 to 79	230	7.3	205
80 to 84	137	4.3	192
85+	131	4.1	187

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+

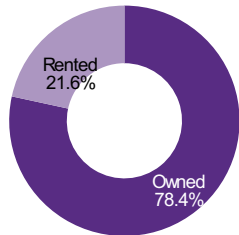
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Fenelon Falls

Population: 3,158 | Households: 1,435

TENURE



STRUCTURE TYPE



85.4%

Index: **110**



14.6%

Index: **66**

AGE OF HOUSING*

60+ Years Old

% Comp: **32.8** Index: **162**

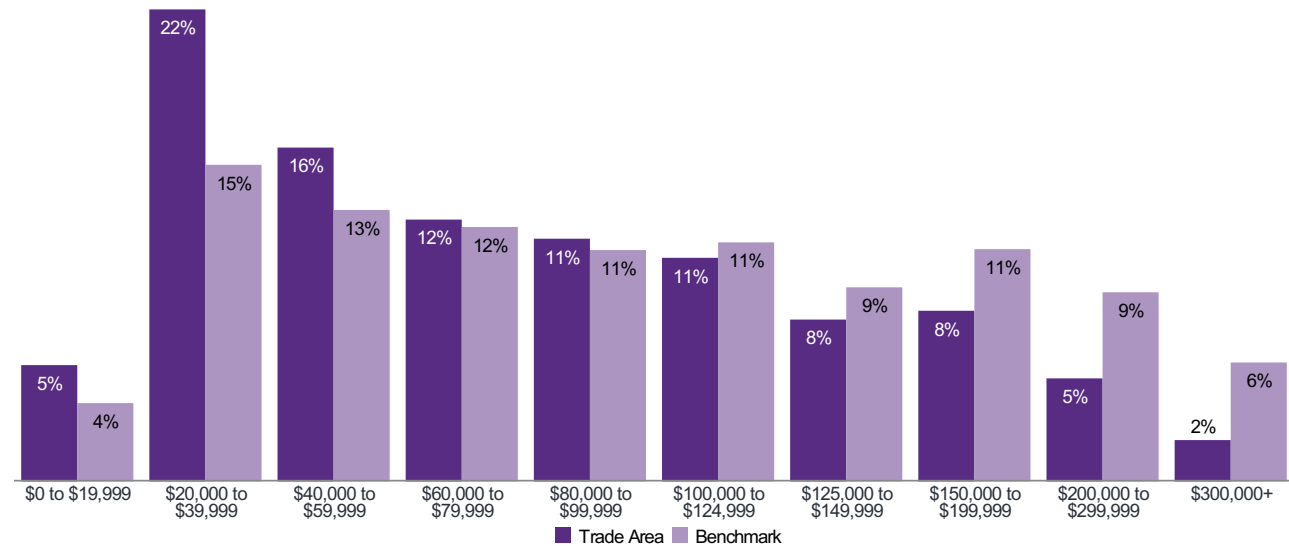
AVERAGE HOUSEHOLD INCOME



\$87,435

Index: **75**

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: Fenelon Falls

Population: 3,158 | Households: 1,435

EDUCATION



13.9%

Index: 51

University Degree

LABOUR FORCE PARTICIPATION



53.2%

Index: 81

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



34.4%

Index: 86

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

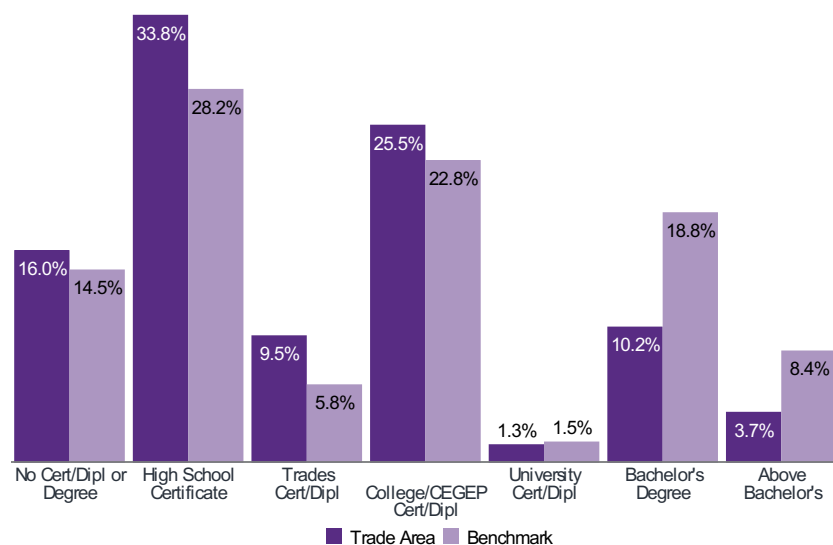


4.5%

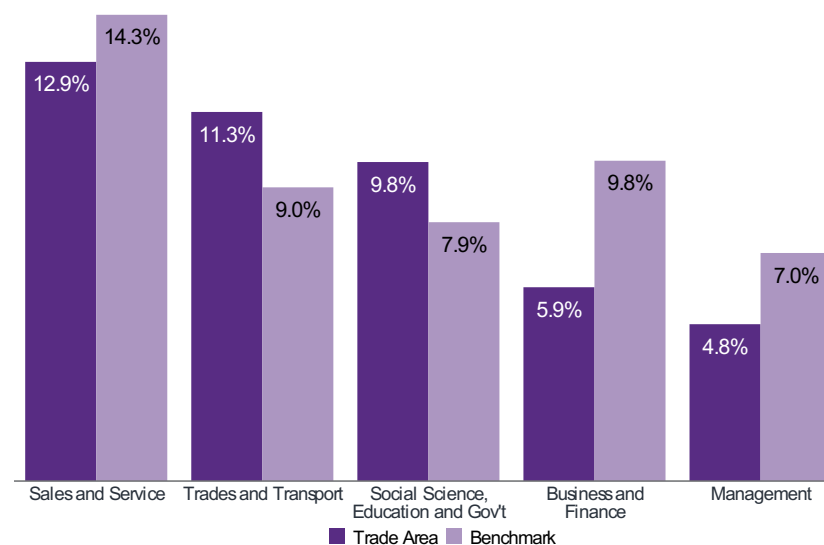
Index: 207

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: Fenelon Falls

Population: 3,158 | Households: 1,435

ABORIGINAL IDENTITY



2.3%
Index:98

VISIBLE MINORITY PRESENCE



2.2%
Index:7

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



0.2%
Index:11

No knowledge of
English or French

IMMIGRATION



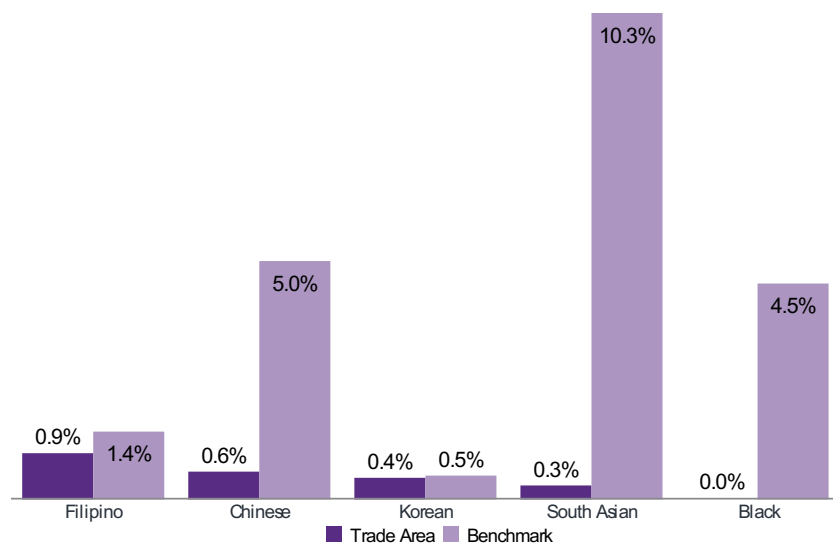
5.2%
Index:19

Born outside Canada

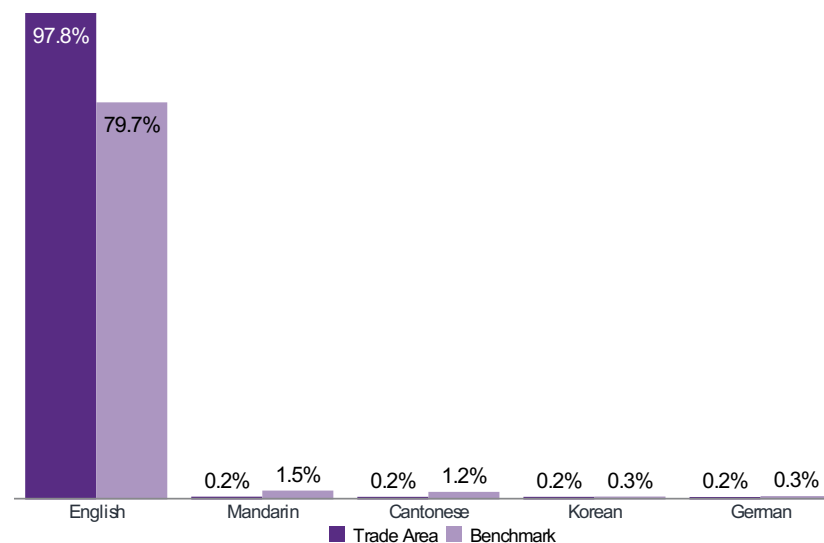
PERIOD OF IMMIGRATION*

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 3 segments represent **100.0%** of households in Fenelon Falls



Rank: 1
Hhlds: 1,313
Hhld %: 91.47
% in Benchmark: 2.53
Index: 3,615

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
Hhlds: 78
Hhld %: 5.41
% in Benchmark: 3.33
Index: 163

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: 45
Hhld %: 3.12
% in Benchmark: 4.92
Index: 63

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

Benchmark: Southern Ontario

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Psychographics | SocialValues Overview

Trade Area: Fenelon Falls



Strong Values

Values	Index
Attraction to Nature	148
Xenophobia	139
Cultural Assimilation	137
Duty	129
Traditional Family	128
Obedience to Authority	127
Brand Apathy	126
Patriarchy	125
Primacy of the Family	121
Financial Security	120



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.

Xenophobia

The sense that too much immigration threatens the purity of the country. The belief that immigrants who have made their new home in Canada should set aside their cultural backgrounds and blend into this society.

Cultural Assimilation

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



Weak Values

Values	Index
Equal Relationship with Youth	43
Pursuit of Novelty	45
Culture Sampling	46
Advertising as Stimulus	51
Social Learning	54
Ecological Concern	55
Flexible Families	56
Interest in the Unexplained	58
Effort Toward Health	60
Primacy of Environmental Protection	62



Descriptions | Top 3 Weak Values

Equal Relationship with Youth

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

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.

Culture Sampling

This construct identifies the view that other cultures have a great deal to teach us, and measures people’s inclination to incorporate some of these cultural influences into their own lives.

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: Fenelon Falls

WealthScapes Households: 1,417

INCOME*

Household Income

\$ 86,830

Index: **74**

Household Disposable Income

\$ 71,851

Index: **79**

Household Discretionary Income

\$ 50,332

Index: **80**

Annual RRSP Contributions

\$ 2,017

Index: **55**

WEALTH*



Net Worth

% Holders

99.9% Index: **100**

Balance

\$938,958

Index: **96**

ASSETS*



Savings

% Holders

95.5% Index: **58**

Balance

\$121,933

Index: **92**



Investments

% Holders

58.6% Index: **97**

Balance

\$356,037

Index: **91**



Unlisted Shares

% Holders

8.4% Index: **77**

Balance

\$393,174

Index: **64**



Real Estate

% Holders

79.8% Index: **105**

Balance

\$919,579

Index: **91**



Liquid Assets

% Holders

98.4% Index: **100**

Balance

\$331,059

Index: **90**

DEBT*



Consumer Debt

% Holders

93.9% Index: **100**

Balance

\$48,407

Index: **84**



Mortgage Debt

% Holders

42.5% Index: **90**

Balance

\$258,559

Index: **74**

FINANCIAL RATIO



Debt:Asset

% Holders

0.14% Index: **78**

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: Fenelon Falls

WealthScapes Households: 1,417

FINANCIAL RATIOS*



Debt: Asset

0.14

Index: 78



Debt: Liquid Assets

0.48

Index: 79



Consumer Debt - Discr. Income

0.90

Index: 105



Savings - Investments

0.56

Index: 105



Pension - Non-Pension Assets

0.25

Index: 144



Real Estate Assets - Liq. Assets

2.25

Index: 106



Mortgage - Real Estate Assets

0.15

Index: 70



Mortgage - Consumer Debt

2.42

Index: 79

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: Fenelon Falls

Households: 1,384

Total Aggregate Current Consumption: \$86,428,362

Average Current Consumption

\$62,448

Index 76

Average Household Income










\$87,031

Index 76

Average Disposable Income

\$71,243

Index 79

 <p>Shelter</p> <p>Avg. Dollars/Household \$15,317 Index 73</p> <p>Pct. of Total Expenditure 24.5% Index 95</p>	 <p>Food</p> <p>Avg. Dollars/Household \$10,561 Index 83</p> <p>Pct. of Total Expenditure 16.9% Index 108</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$10,476 Index 76</p> <p>Pct. of Total Expenditure 16.8% Index 100</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household \$4,932 Index 86</p> <p>Pct. of Total Expenditure 7.9% Index 113</p>	 <p>Health Care</p> <p>Avg. Dollars/Household \$4,833 Index 88</p> <p>Pct. of Total Expenditure 7.7% Index 116</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$3,609 Index 101</p> <p>Pct. of Total Expenditure 5.8% Index 133</p>
 <p>Recreation</p> <p>Avg. Dollars/Household \$3,603 Index 75</p> <p>Pct. of Total Expenditure 5.8% Index 99</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$2,692 Index 68</p> <p>Pct. of Total Expenditure 4.3% Index 88</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$2,120 Index 64</p> <p>Pct. of Total Expenditure 3.4% Index 84</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: 1,384

Average Household Income

\$87,031

Index **76**

Average Food Expenditure

\$10,561

Index **83**

Average Spend on Food
from Restaurants

\$2,769









Index **69**

Average Spend on Food
from Stores

\$7,792

Index **89**

Total Aggregate Food Expenditure: \$ 14,616,693

 <p>Bakery</p> <p>Avg. Dollars/Household \$827 Index 95</p> <p>Pct. of Total Expenditure 10.6% Index 107</p>		 <p>Cereal Products</p> <p>Avg. Dollars/Household \$401 Index 79</p> <p>Pct. of Total Expenditure 5.2% Index 88</p>		 <p>Fruit and nuts</p> <p>Avg. Dollars/Household \$855 Index 78</p> <p>Pct. of Total Expenditure 11.0% Index 88</p>	
 <p>Vegetables</p> <p>Avg. Dollars/Household \$755 Index 82</p> <p>Pct. of Total Expenditure 9.7% Index 92</p>		 <p>Dairy products & Eggs</p> <p>Avg. Dollars/Household \$1,209 Index 94</p> <p>Pct. of Total Expenditure 15.5% Index 106</p>		 <p>Meat</p> <p>Avg. Dollars/Household \$1,484 Index 94</p> <p>Pct. of Total Expenditure 19.0% Index 106</p>	
 <p>Fish & Seafood</p> <p>Avg. Dollars/Household \$228 Index 78</p> <p>Pct. of Total Expenditure 2.9% Index 87</p>		 <p>Beverages & Other Food</p> <p>Avg. Dollars/Household \$2,033 Index 92</p> <p>Pct. of Total Expenditure 26.1% Index 103</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+
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Post COVID-19 Activities

Trade Area: Fenelon Falls

Household Population 14+: 2,756

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	20.4	12.9	158
Going to restaurants, bars or night clubs	71.5	60.8	118
Having physical Contact with family and friends	67.2	64.2	105
Participating in group activities	40.5	43.1	94
Partying	20.1	20.7	97
Seeing family and friends in person	64.4	69.6	93
Entertainment			
Attending events, festivals or concerts	28.8	44.8	64
Attending sports events (excludes professional sports)	9.1	21.7	42
Attending to professional sports events or games	16.3	27.4	59
Going to the movies	54.3	47.3	115
Movement & Travel			
Driving more	12.0	17.6	68
Shopping in-store	48.1	49.8	96
Spending time outdoors	34.4	39.4	87
Travelling outside of Canada/ abroad	45.8	56.5	81
Travelling within Canada	56.0	55.9	100
Using public transit	6.3	12.5	51
Personal			
Getting back to old habits	40.2	40.0	101
Going to a salon, barber shop or spa	35.5	40.1	88
Going to the gym	17.6	22.2	79
Education/Work			
Children going back to school	19.3	20.3	95
Going back to work	12.9	14.2	91

Benchmark: Southern Ontario

(Base used for Index calculations)

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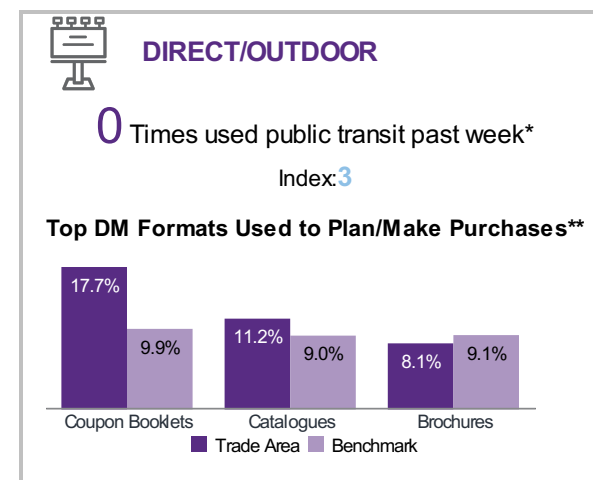
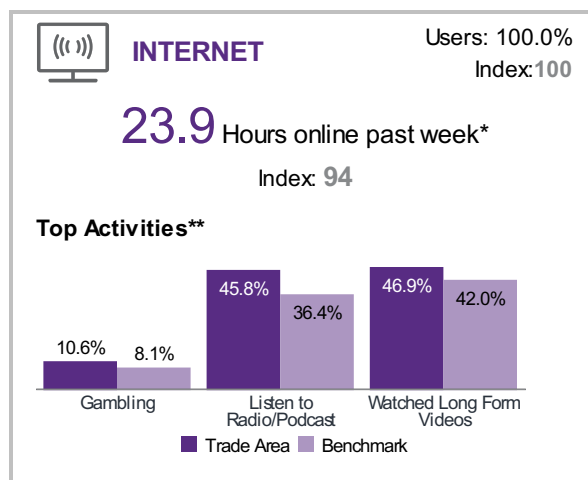
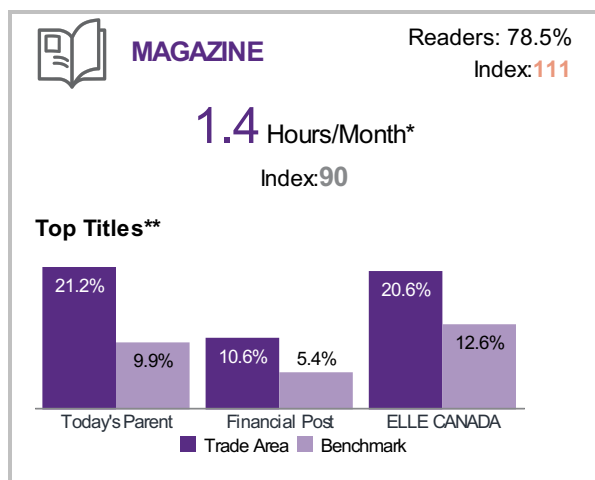
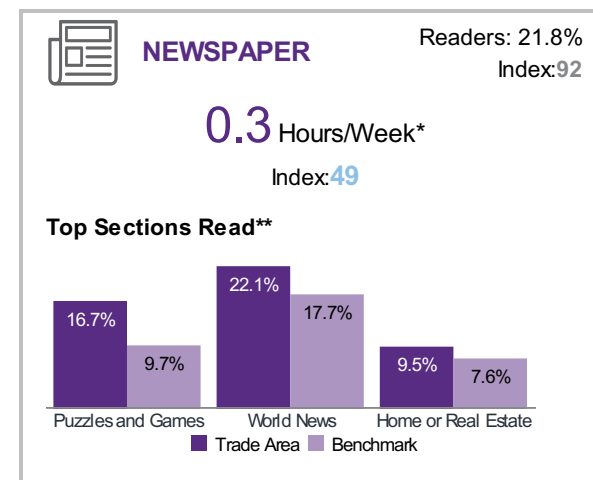
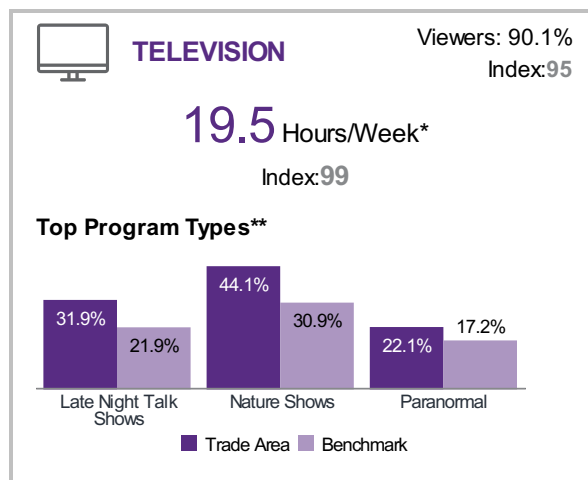
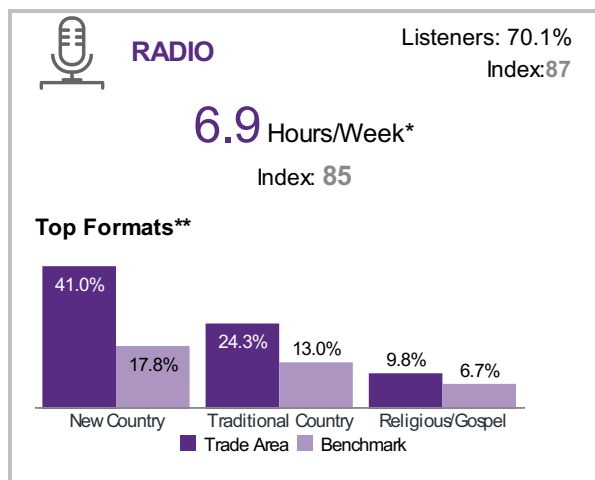
Media and Social Media Overview

Behavioural - Vividata | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Fenelon Falls

Household Population 14+: 2,756



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

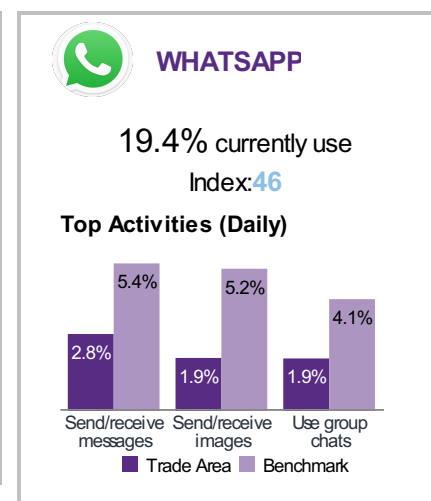
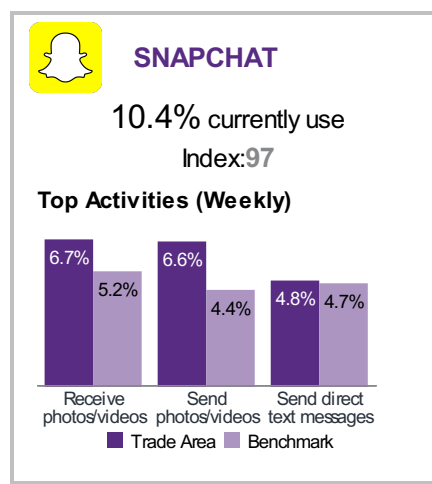
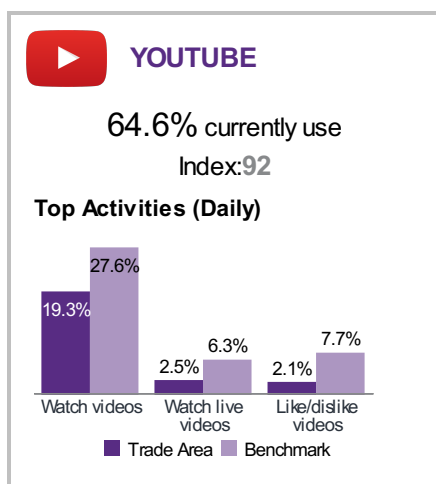
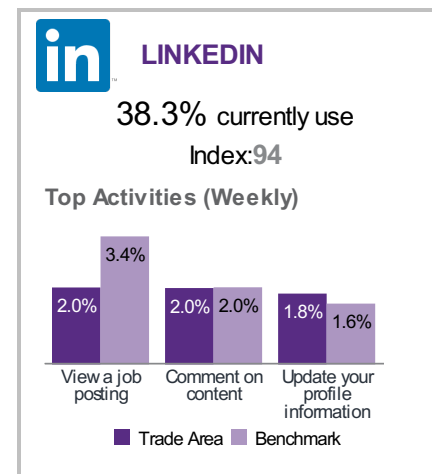
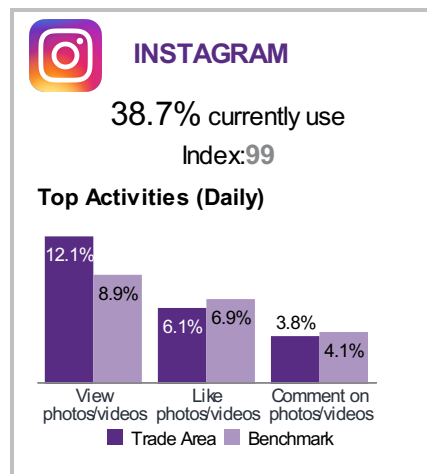
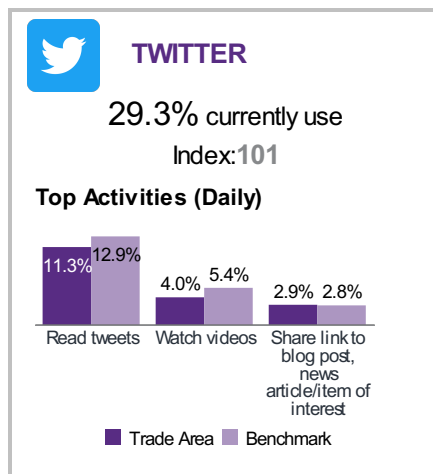
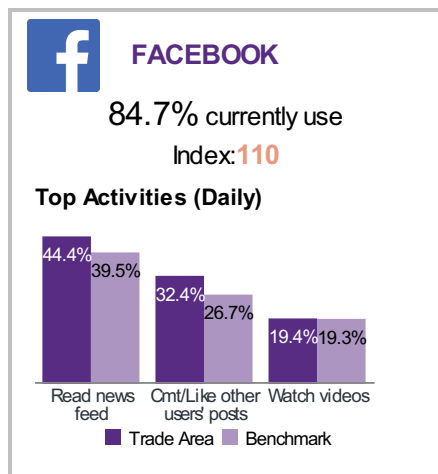
Index Colours:	<80	80 - 110	110+
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Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Fenelon Falls

Household Population 18+:2,649



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+

Opticks Social | Social Media Usage

ENVIRONICS
ANALYTICS

Trade Area: Fenelon Falls

Household Population 18+:2,649

FRIENDS IN ALL SM NETWORKS



45.3%

Index:117

0-49 friends

FREQUENCY OF USE (DAILY)



61.7%

Index:112

Facebook

BRAND INTERACTION



24.4%

Index:81

Like brand on Facebook

NO. OF BRANDS INTERACTED

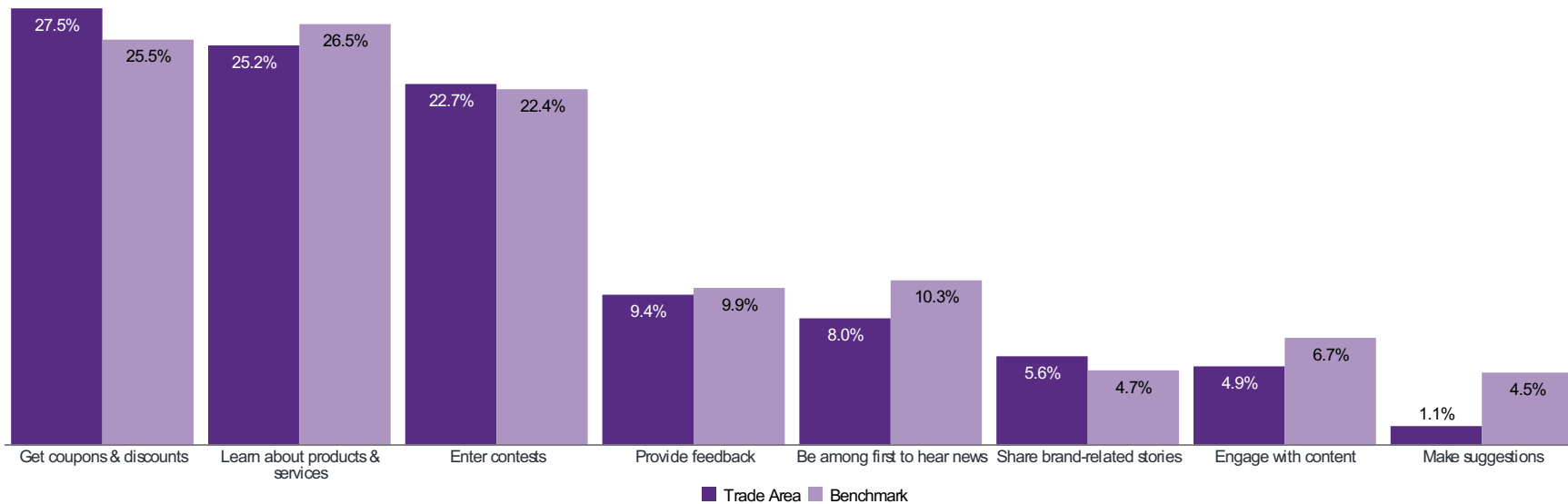


29.7%

Index:102

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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Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Fenelon Falls

Total Household Population 18+: 2,649



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

% Comp **90.4** Index **105**



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

% Comp **45.8** Index **103**



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

% Comp **82.5** Index **99**



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

% Comp **30.9** Index **80**



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

% Comp **50.6** Index **93**



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

% Comp **20.7** Index **77**

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: Fenelon Falls

Total Household Population 18+:2,649

PURCHASE DECISION FACTORS



93.9%

Index:111

Product quality

ONLINE PURCHASE PREFERENCE



13.6%

Index:118

Vacation / travel via Mobile Phone

CUSTOMER SERVICE ONLINE



24.2%

Index:92

Govt. services

FORM OF PAYMENT ONLINE



Debit Card

7.4%

Index:107



Credit Card

66.9%

Index:107

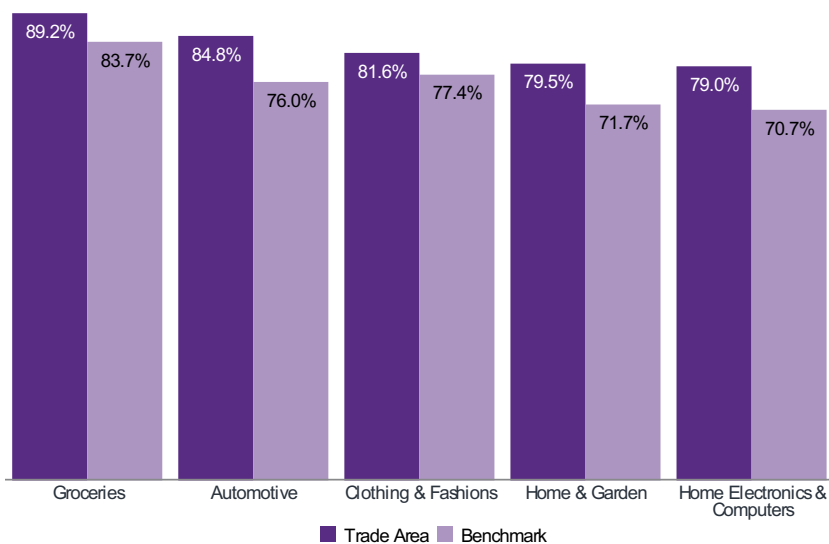


Third Party

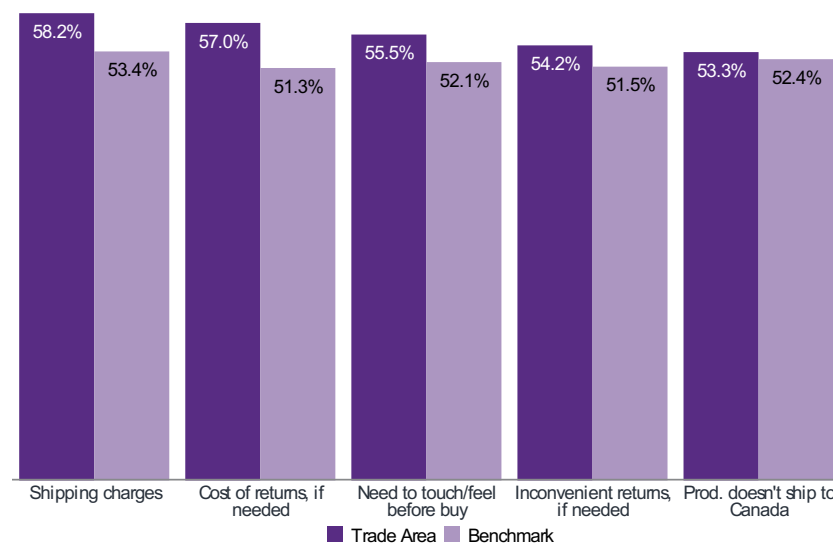
1.2%

Index:20

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+
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Opticks eShopper | Clothing & Fashions Deep Dive

ENVIRONICS
ANALYTICS

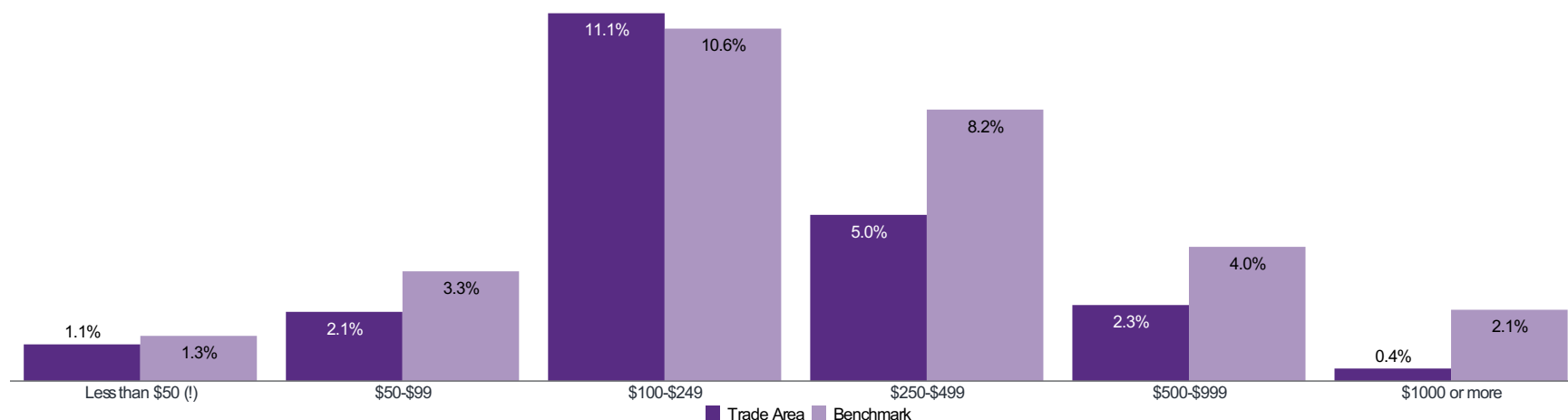
Trade Area:

Total Household Population 18+: 2,649

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	70.1% Index:106	30.0% Index:88	14.5% Index:114	1.9% Index:64
Purchase preference	81.6% Index:105	22.4% Index:79	5.3% Index:57	1.1% Index:48
Customer Service	69.4% Index:109	7.4% Index:49	1.2% Index:25	21.1% Index:99

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

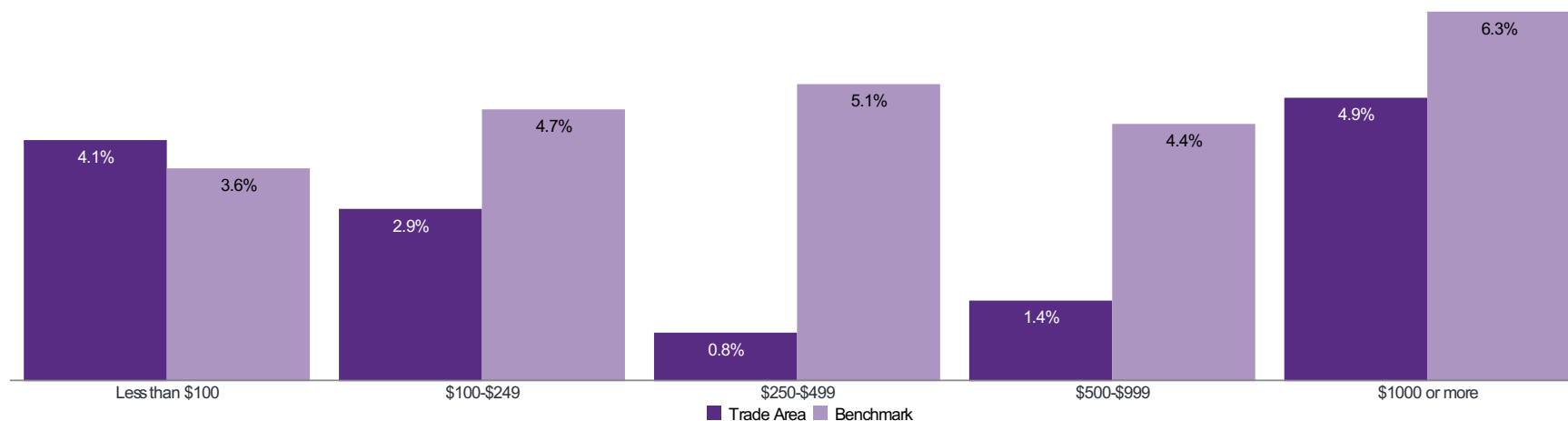
Trade Area:

Total Household Population 18+: 2,649

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	58.9% Index: 109	42.5% Index: 85	17.3% Index: 116	4.9% Index: 63
Purchase preference	79.0% Index: 112	40.0% Index: 106	11.6% Index: 114	4.8% Index: 82
Customer Service	65.4% Index: 110	12.5% Index: 62	6.6% Index: 111	40.9% Index: 113

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

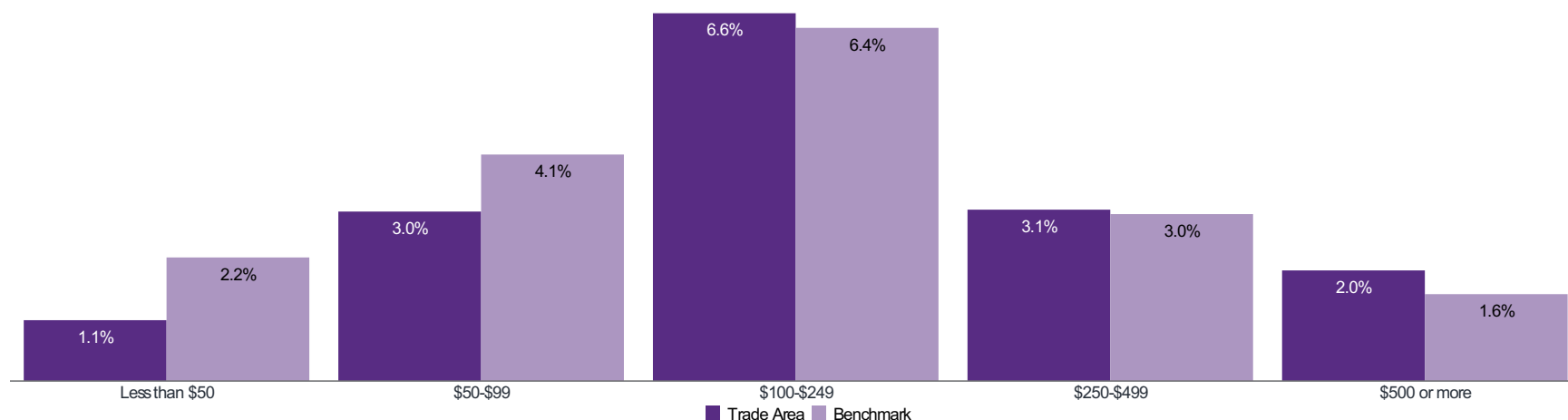
Trade Area:

Total Household Population 18+: 2,649

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	48.5% Index:102	20.9% Index:67	7.8% Index:80	0.4% Index:11
Purchase preference	65.5% Index:111	25.1% Index:84	7.8% Index:93	2.1% Index:74
Customer Service	43.1% Index:100	9.9% Index:56	2.0% Index:43	26.5% Index:98

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

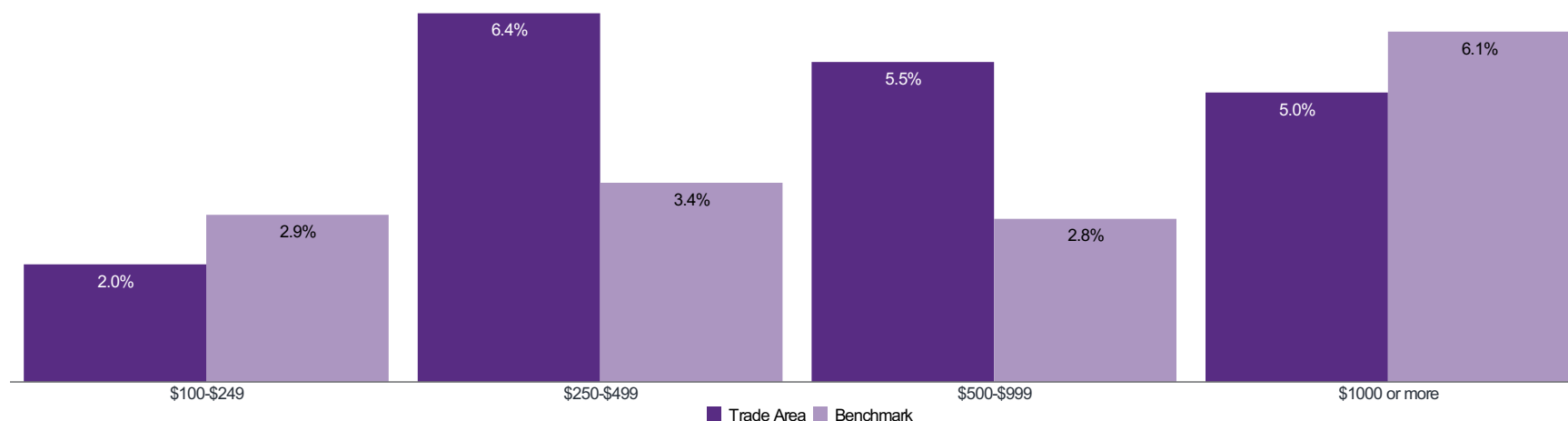
Trade Area:

Total Household Population 18+: 2,649

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	78.2% Index:106	16.3% Index:82	5.0% Index:56	1.0% Index:41
Purchase preference	89.2% Index:107	12.4% Index:88	1.9% Index:35	0.1% Index:4
Customer Service	73.6% Index:105	3.1% Index:34	1.9% Index:52	18.2% Index:102

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

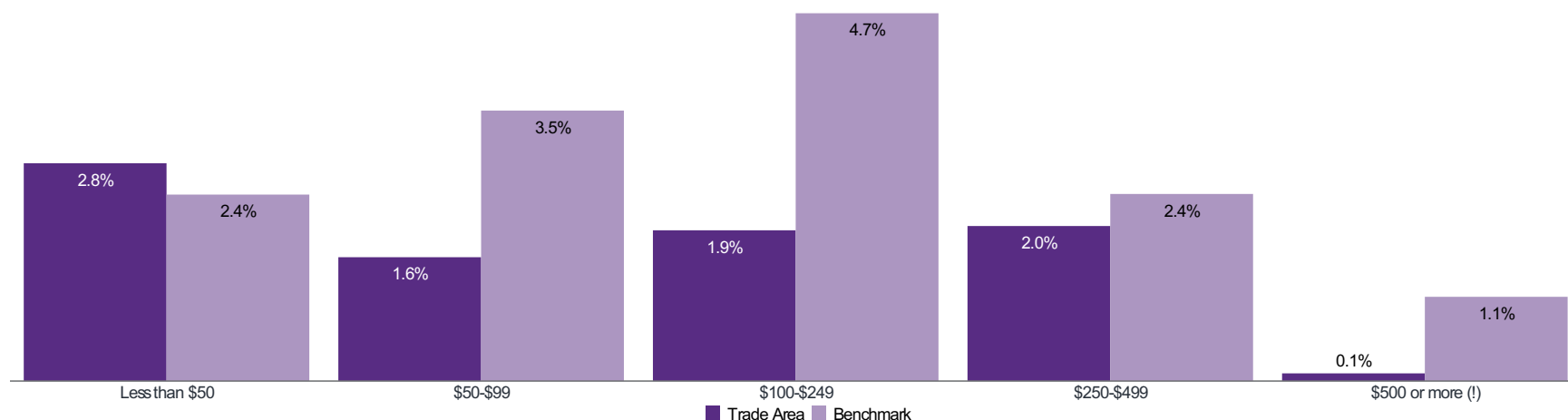
Trade Area:

Total Household Population 18+: 2,649

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	32.5% Index:88	9.2% Index:47	4.2% Index:56	0.1% Index:3
Purchase preference	47.3% Index:101	7.1% Index:41	0.5% Index:8	0.1% Index:3
Customer Service	39.5% Index:104	4.4% Index:41	0.1% Index:1	9.3% Index:59

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

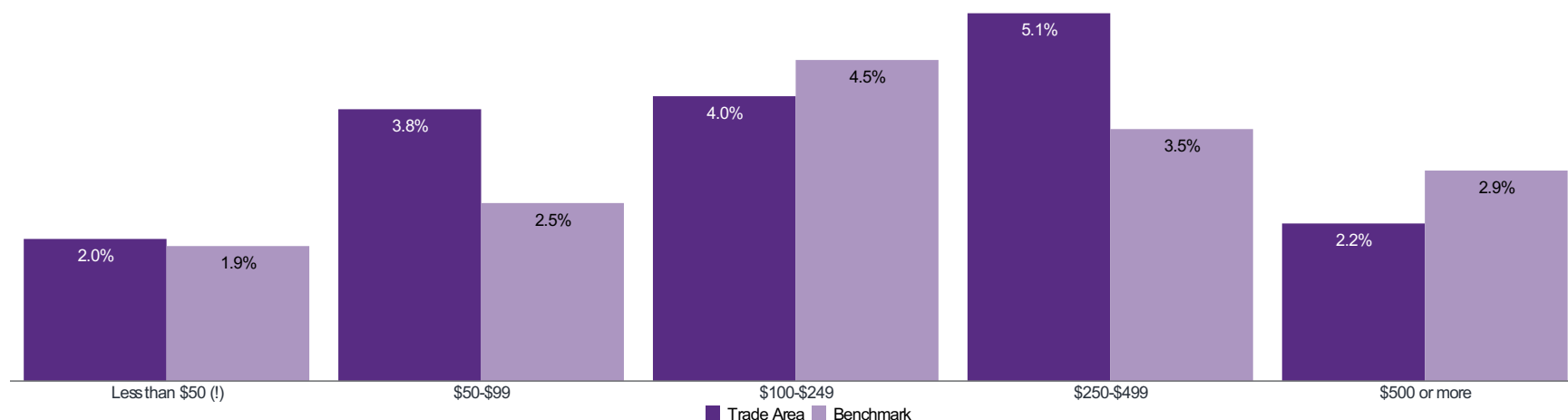
Trade Area:

Total Household Population 18+: 2,649

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	65.8% Index: 115	35.0% Index: 104	8.0% Index: 77	0.4% Index: 8
Purchase preference	79.5% Index: 111	22.6% Index: 111	1.9% Index: 95	2.0% Index: 58
Customer Service	65.6% Index: 114	9.9% Index: 79	3.6% Index: 88	21.7% Index: 93

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 | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

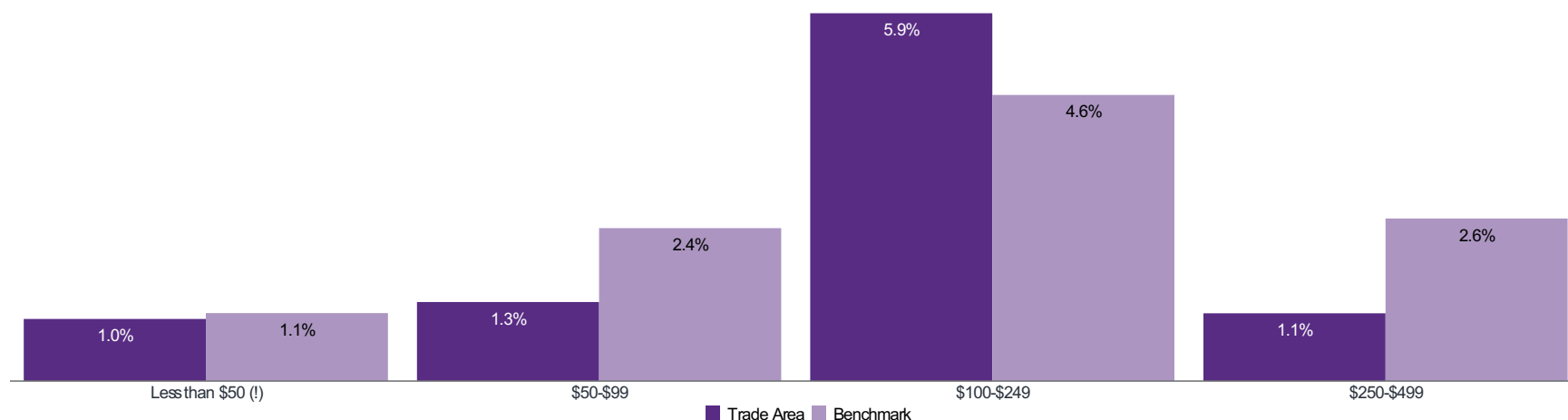
Trade Area:

Total Household Population 18+: 2,649

BEHAVIOURAL PREFERENCES BY CHANNEL

SPORTING GOODS	BEHAVIOURAL PREFERENCES BY CHANNEL			
	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	42.8% Index:104	22.3% Index:78	7.8% Index:77	1.2% Index:37
Purchase preference	57.2% Index:109	22.5% Index:106	6.9% Index:100	3.7% Index:135
Customer Service	45.7% Index:105	7.9% Index:62	1.0% Index:26	20.2% 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+


Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

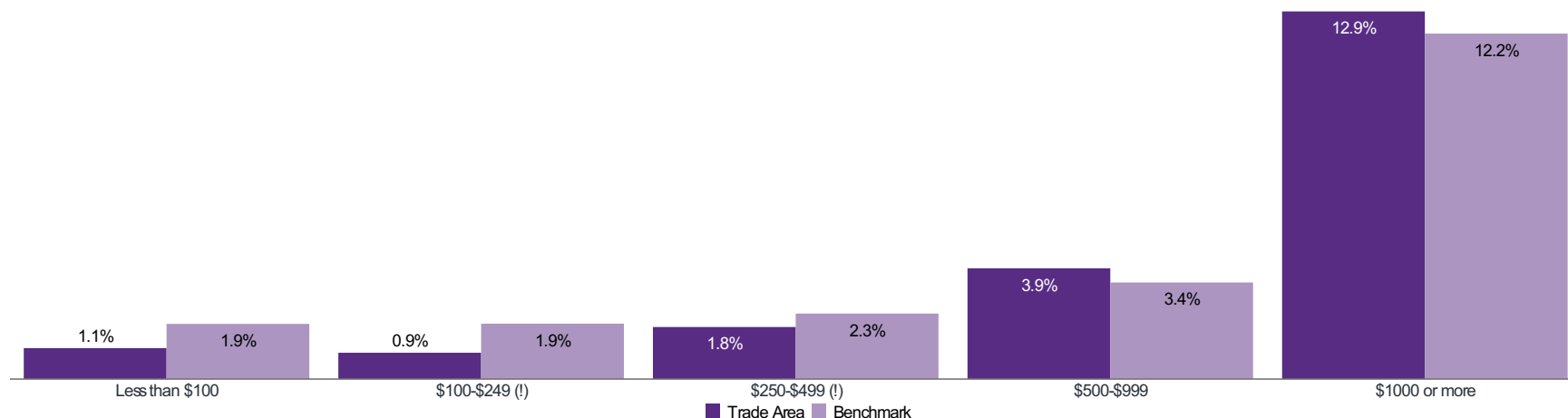
Trade Area:

Total Household Population 18+: 2,649

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	20.3% Index: 99	53.7% Index: 94	16.7% Index: 113	19.5% Index: 108
Purchase preference	29.5% Index: 103	50.4% Index: 97	13.6% Index: 118	25.3% Index: 127
Customer Service	36.9% Index: 121	19.6% Index: 79	4.1% Index: 60	47.5% Index: 104

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: Fenelon Falls

Households: 1,384

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: Fenelon Falls

Households: 1,384

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



63.1%

Index: 106

Easy to get in and get out quickly



45.6%

Index: 106

Organized layout makes it easy to shop



42.5%

Index: 102

Staff are friendly and knowledgeable



41.7%

Index: 123

Short checkout lines/fast checkout



35.1%

Index: 98

Has extended hours



26.0%

Index: 94

I like the store ambiance



20.4%

Index: 102

Has self-checkout



11.9%

Index: 87

Offers an online shopping option (!)



8.7%

Index: 98

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: Fenelon Falls

Households: 1,384

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



71.7%

Index: 106

Discover good value when shopping



69.4%

Index: 105

Store has the lowest prices overall



60.9%

Index: 105

Store has a customer loyalty card program



49.2%

Index: 99

Has loyalty prog. app and offers pers. promos



29.6%

Index: 101

I'm loyal to their store brands



21.1%

Index: 92

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	39.4	40.2	0.0 98
Leave the store and buy it elsewhere	34.1	30.9	0.0 110
Purchase another brand	20.6	21.2	0.0 97
Purchase another size or variety of the same brand (!)	6.0	7.7	0.0 77

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 - Fenelon Falls 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%	86,781	100%	0.44%	100	133,523	100%	0.68%	100	57,674	100%	0.29%	100	48,519	100%	0.25%	100	160,103	100%	0.82%	100
3516010	Kawartha Lakes, ON (CY)	69,555	0.36%	22,265	25.66%	32.01%	7223	24,511	18.36%	35.24%	5168	18,086	31.36%	26.00%	8828	17,796	36.68%	25.59%	10326	29,191	18.23%	41.97%	5133
3520005	Toronto, ON (C)	2,577,758	13.16%	10,161	11.71%	0.39%	89	18,038	13.51%	0.70%	103	6,642	11.52%	0.26%	87	3,627	7.48%	0.14%	57	20,395	12.74%	0.79%	97
3518013	Oshawa, ON (CY)	149,776	0.76%	3,871	4.46%	2.58%	583	5,378	4.03%	3.59%	527	1,725	2.99%	1.15%	391	1,661	3.42%	1.11%	448	6,724	4.20%	4.49%	549
3518009	Whitby, ON (T)	117,034	0.60%	2,484	2.86%	2.12%	479	5,184	3.88%	4.43%	650	1,915	3.32%	1.64%	556	1,275	2.63%	1.09%	440	5,656	3.53%	4.83%	591
3515014	Peterborough, ON (CY)	74,182	0.38%	2,931	3.38%	3.95%	892	3,454	2.59%	4.66%	683	1,795	3.11%	2.42%	821	1,078	2.22%	1.45%	586	4,558	2.85%	6.14%	752
3518017	Clarington, ON (MU)	87,503	0.45%	1,763	2.03%	2.01%	454	3,676	2.75%	4.20%	616	1,295	2.25%	1.48%	503	1,124	2.32%	1.28%	518	4,427	2.77%	5.06%	619
3519070	Georgina, ON (T)	41,216	0.21%	1,906	2.20%	4.62%	1043	3,193	2.39%	7.75%	1136	1,617	2.80%	3.92%	1332	807	1.66%	1.96%	791	3,845	2.40%	9.33%	1141
3519036	Markham, ON (CY)	299,470	1.53%	1,537	1.77%	0.51%	116	2,519	1.89%	0.84%	123	754	1.31%	0.25%	85	836	1.72%	0.28%	113	3,123	1.95%	1.04%	128
3521005	Mississauga, ON (CY)	647,628	3.31%	1,754	2.02%	0.27%	61	2,316	1.73%	0.36%	52	789	1.37%	0.12%	41	591	1.22%	0.09%	37	3,120	1.95%	0.48%	59
3543042	Barrie, ON (CY)	136,792	0.70%	1,401	1.61%	1.02%	231	2,517	1.89%	1.84%	270	766	1.33%	0.56%	190	501	1.03%	0.37%	148	2,844	1.78%	2.08%	254

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Lindsay - Fenelon Falls 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
2,729	1,281	46.9	1,363	49.9	1,452	53.2	1,232	45.1	1,473	54.0

2019 Lindsay - Fenelon Falls 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	162,776	1,473	0.9	161,303	99.1

2020 Lindsay - Fenelon Falls 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%	64,675	100%	0.33%	100	120,293	100%	0.61%	100	61,061	100%	0.31%	100	39,556	100%	0.20%	100	148,889	100%	0.76%	100
3516010	Kawartha Lakes, ON (CY)	69,555	0.36%	20,768	32.11%	29.86%	9040	22,662	18.84%	32.58%	5304	18,091	29.63%	26.01%	8341	15,961	40.35%	22.95%	11359	29,011	19.49%	41.71%	5485
3520005	Toronto, ON (C)	2,577,758	13.16%	6,626	10.24%	0.26%	78	17,730	14.74%	0.69%	112	5,299	8.68%	0.21%	66	2,665	6.74%	0.10%	51	19,337	12.99%	0.75%	99
3518013	Oshawa, ON (CY)	149,776	0.76%	2,482	3.84%	1.66%	502	5,391	4.48%	3.60%	586	2,351	3.85%	1.57%	503	1,136	2.87%	0.76%	375	6,486	4.36%	4.33%	570
3518009	Whitby, ON (T)	117,034	0.60%	1,990	3.08%	1.70%	515	3,926	3.26%	3.35%	546	1,749	2.86%	1.49%	479	1,077	2.72%	0.92%	456	4,517	3.03%	3.86%	508
3515014	Peterborough, ON (CY)	74,182	0.38%	1,777	2.75%	2.40%	725	2,857	2.37%	3.85%	627	2,111	3.46%	2.85%	913	989	2.50%	1.33%	660	3,850	2.59%	5.19%	683
3518017	Clarington, ON (MU)	87,503	0.45%	1,543	2.39%	1.76%	534	2,889	2.40%	3.30%	537	1,227	2.01%	1.40%	450	798	2.02%	0.91%	452	3,837	2.58%	4.38%	577
3519070	Georgina, ON (T)	41,216	0.21%	1,344	2.08%	3.26%	987	3,373	2.80%	8.18%	1332	1,459	2.39%	3.54%	1135	1,020	2.58%	2.48%	1225	3,784	2.54%	9.18%	1207
3519036	Markham, ON (CY)	299,470	1.53%	714	1.10%	0.24%	72	3,201	2.66%	1.07%	174	789	1.29%	0.26%	84	283	0.72%	0.09%	47	3,250	2.18%	1.09%	143
3519028	Vaughan, ON (CY)	273,966	1.40%	928	1.44%	0.34%	103	2,991	2.49%	1.09%	178	868	1.42%	0.32%	102	342	0.87%	0.12%	62	3,077	2.07%	1.12%	148
3525005	Hamilton, ON (C)	491,415	2.51%	904	1.40%	0.18%	56	2,059	1.71%	0.42%	68	982	1.61%	0.20%	64	413	1.04%	0.08%	42	2,792	1.87%	0.57%	75

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Lindsay - Fenelon Falls 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
2,729	1,482	54.3	1,391	51.0	1,134	41.6	1,366	50.0	1,404	51.4

2020 Lindsay - Fenelon Falls 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	149,691	1,404	0.9	148,287	99.1

2021 Lindsay - Fenelon Falls 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%	59,494	100%	0.30%	100	153,058	100%	0.78%	100	78,285	100%	0.40%	100	53,216	100%	0.27%	100	179,995	100%	0.92%	100
3516010	Kawartha Lakes, ON (CY)	69,555	0.36%	18,991	31.92%	27.30%	8986	26,739	17.47%	38.44%	4918	23,323	29.79%	33.53%	8387	21,193	39.82%	30.47%	11211	30,119	16.73%	43.30%	4711
3520005	Toronto, ON (C)	2,577,758	13.16%	5,366	9.02%	0.21%	69	22,571	14.75%	0.88%	112	8,348	10.66%	0.32%	81	5,134	9.65%	0.20%	73	25,901	14.39%	1.00%	109
3518009	Whitby, ON (T)	117,034	0.60%	1,904	3.20%	1.63%	536	5,826	3.81%	4.98%	637	2,342	2.99%	2.00%	501	2,034	3.82%	1.74%	640	6,332	3.52%	5.41%	589
3518013	Oshawa, ON (CY)	149,776	0.76%	1,842	3.10%	1.23%	405	5,460	3.57%	3.65%	466	2,077	2.65%	1.39%	347	2,041	3.84%	1.36%	501	6,270	3.48%	4.19%	455
3519070	Georgina, ON (T)	41,216	0.21%	1,716	2.88%	4.16%	1371	4,622	3.02%	11.21%	1435	2,409	3.08%	5.85%	1462	1,135	2.13%	2.75%	1013	5,523	3.07%	13.40%	1458
3519028	Vaughan, ON (CY)	273,966	1.40%	1,631	2.74%	0.60%	196	4,983	3.26%	1.82%	233	1,627	2.08%	0.59%	149	545	1.02%	0.20%	73	5,119	2.84%	1.87%	203
3521005	Mississauga, ON (CY)	647,628	3.31%	1,014	1.70%	0.16%	52	3,790	2.48%	0.59%	75	2,020	2.58%	0.31%	78	469	0.88%	0.07%	27	4,657	2.59%	0.72%	78
3515014	Peterborough, ON (CY)	74,182	0.38%	1,515	2.55%	2.04%	672	2,377	1.55%	3.20%	410	2,243	2.86%	3.02%	756	1,282	2.41%	1.73%	636	4,338	2.41%	5.85%	636
3519036	Markham, ON (CY)	299,470	1.53%	769	1.29%	0.26%	85	3,296	2.15%	1.10%	141	1,426	1.82%	0.48%	119	459	0.86%	0.15%	56	4,171	2.32%	1.39%	152
3525005	Hamilton, ON (C)	491,415	2.51%	857	1.44%	0.17%	57	3,367	2.20%	0.69%	88	1,539	1.97%	0.31%	78	49	0.09%	0.01%	4	4,170	2.32%	0.85%	92

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Lindsay - Fenelon Falls 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
2,729	1,147	42.0	1,027	37.6	867	31.8	1,158	42.4	1,087	39.8

2021 Lindsay - Fenelon Falls 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	182,119	1,087	0.6	181,033	99.4

Top 5 segments represent **38.6%** of customers in Southern Ontario



Rank: 1
Customers: 16,911
Customers %: 11.51
% in Benchmark: 3.10
Index: 372

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: 13,040
Customers %: 8.87
% in Benchmark: 1.10
Index: 807

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 snow mobiles—preferably made in Canada.



Rank: 3
Customers: 10,701
Customers %: 7.28
% in Benchmark: 4.95
Index: 147

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
Customers: 9,023
Customers %: 6.14
% in Benchmark: 4.73
Index: 130

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: 5
Customers: 7,069
Customers %: 4.81
% in Benchmark: 5.06
Index: 95

One of the wealthier suburban lifestyles, Multiculture-ish is an ethnically diverse segment of middle-aged Asian and South Asian households. Located in and around major cities like Toronto, Calgary and Edmonton, many of these neighbourhoods emerged 20 years ago as new suburban subdivisions. Today, they're slowly being overtaken by urban sprawl and infill developments. More than 40 percent of residents are immigrants, and the rest are typically second-generation Canadians who've settled in houses built since 1990. A quarter speak a non-official language, the most common being Mandarin, Cantonese and Punjabi, but residents also disproportionately speak Arabic, Urdu and Russian at home. Multiculture-ish households tend to be large—double the national average for four or more people—and the significant presence of children over the age of 5 influences their preference for family-friendly outings to theme parks, zoos and aquariums. Having completed university and college educations, these adults enjoy upscale incomes—earned from jobs in management, business and the sciences—that are 50 percent higher than the national average and that allow them to exercise Ostentatious Consumption by purchasing items that symbolize affluence.