

Community Profile: Bobcaygeon

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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Bobcaygeon
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Bobcaygeon

POPULATION

4,330

HOUSEHOLDS

2,054

MEDIAN MAINTAINER AGE

69

Index: 127

MARITAL STATUS



65.2%

Index: 113

Married/Common-Law

FAMILY STATUS*

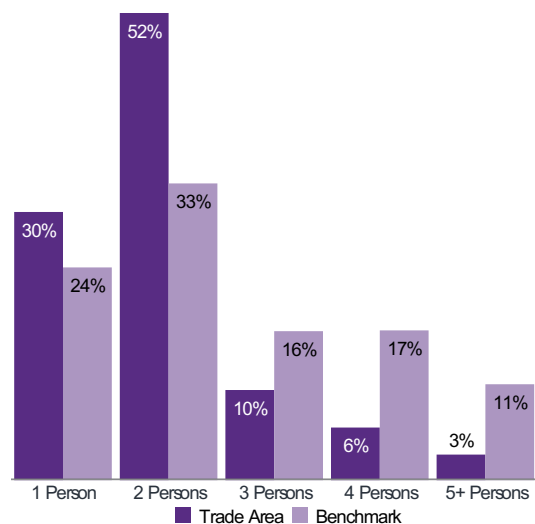


70.7%

Index: 189

Couples Without Children At Home

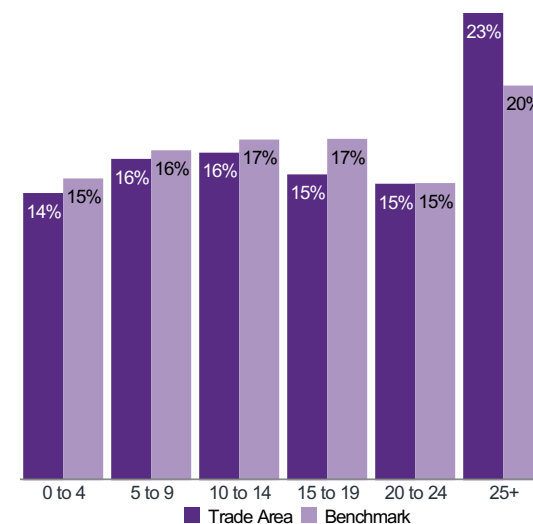
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	125	2.9	58
5 to 9	129	3.0	56
10 to 14	128	3.0	53
15 to 19	121	2.8	48
20 to 24	133	3.1	47
25 to 29	166	3.8	54
30 to 34	180	4.2	60
35 to 39	173	4.0	61
40 to 44	149	3.4	55
45 to 49	147	3.4	55
50 to 54	174	4.0	62
55 to 59	256	5.9	84
60 to 64	386	8.9	131
65 to 69	486	11.2	194
70 to 74	520	12.0	252
75 to 79	467	10.8	304
80 to 84	300	6.9	307
85+	289	6.7	300

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+

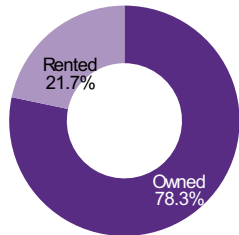
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Bobcaygeon

Population: 4,330 | Households: 2,054

TENURE



STRUCTURE TYPE



85.0%

Index: **110**



13.2%

Index: **60**

AGE OF HOUSING*

30 - 39 Years Old

% Comp: **22.5** Index: **163**

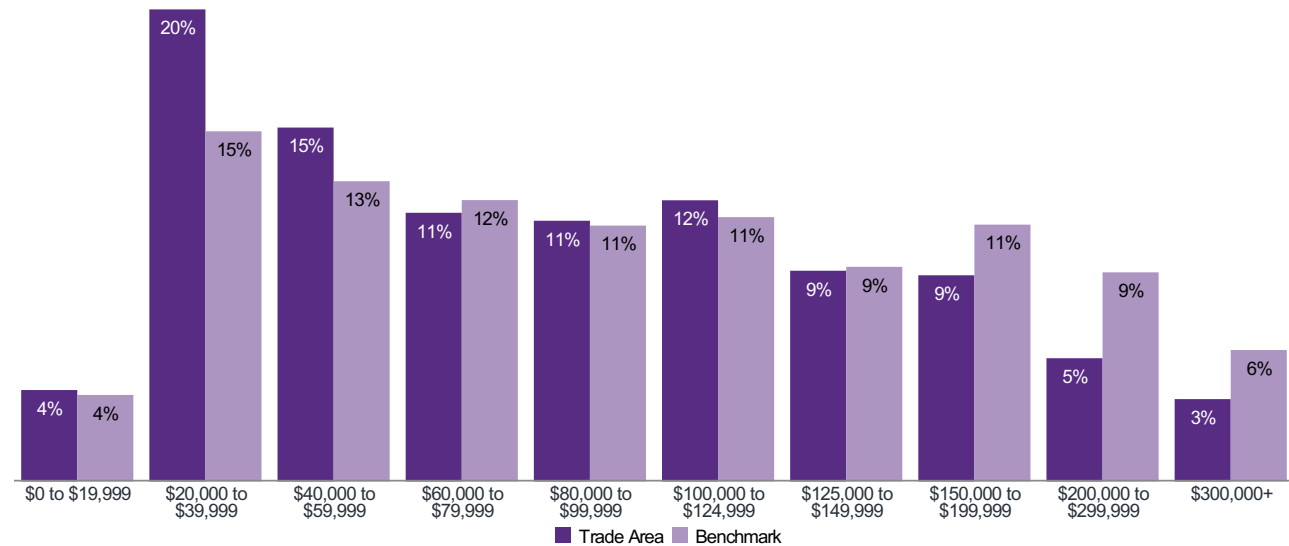
AVERAGE HOUSEHOLD INCOME



\$97,829

Index: **83**

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

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ANALYTICS

Trade Area: Bobcaygeon

Population: 4,330 | Households: 2,054

EDUCATION



14.8%

Index: 54

University Degree

LABOUR FORCE PARTICIPATION



41.6%

Index: 64

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



27.8%

Index: 69

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

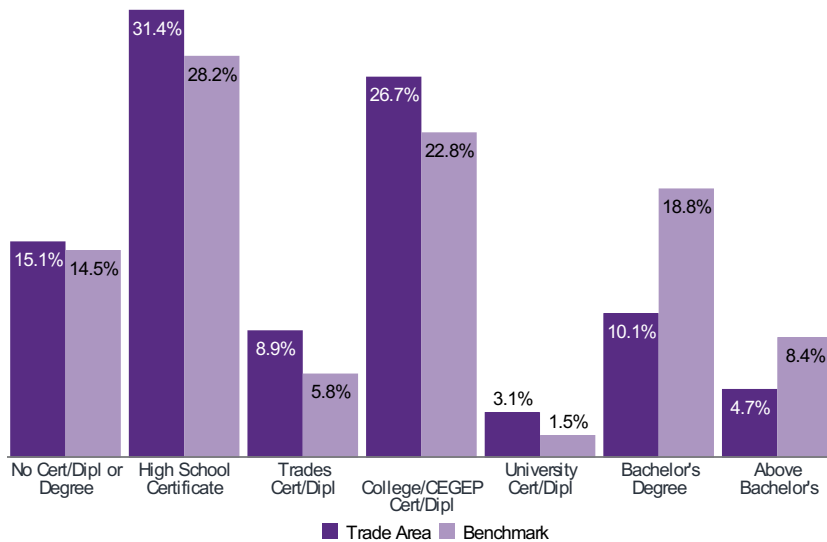


3.2%

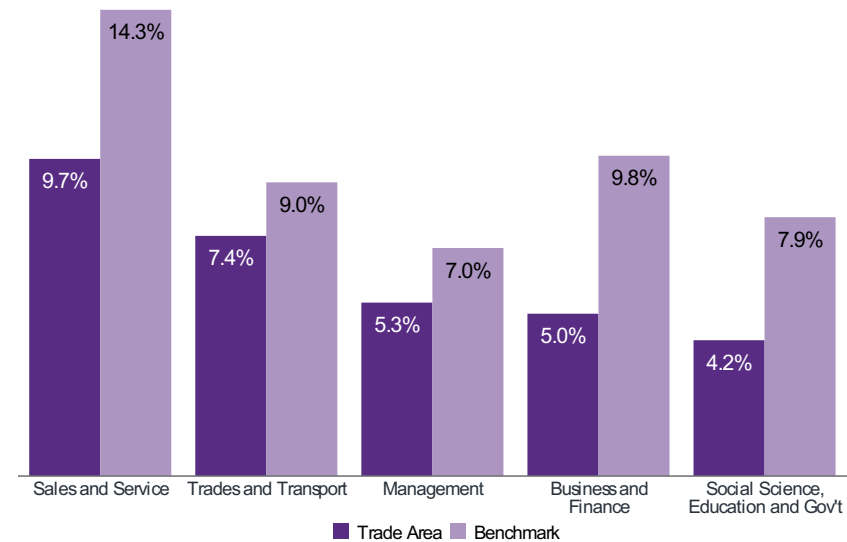
Index: 144

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: Bobcaygeon

Population: 4,330 | Households: 2,054

ABORIGINAL IDENTITY



1.8%

Index: 77

VISIBLE MINORITY PRESENCE



0.2%

Index: 1

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



0.2%

Index: 12

No knowledge of
English or French

IMMIGRATION



10.2%

Index: 38

Born outside Canada

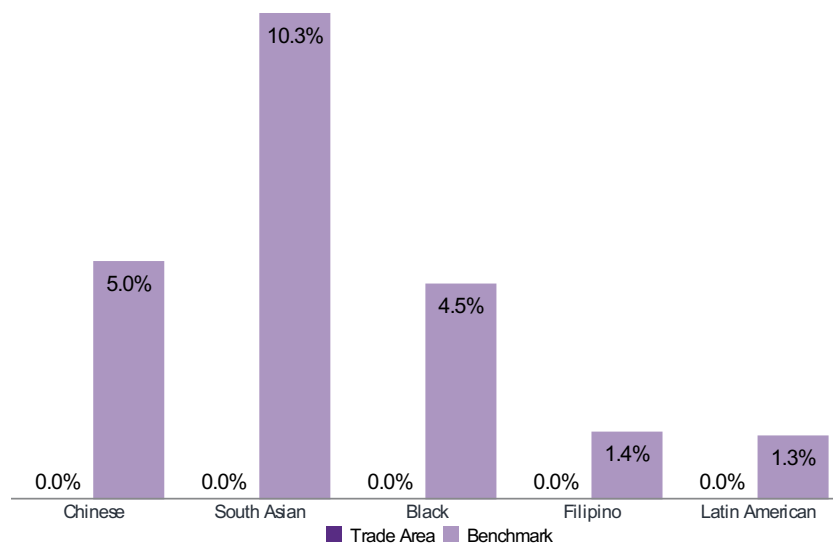
PERIOD OF IMMIGRATION*

Before 2001

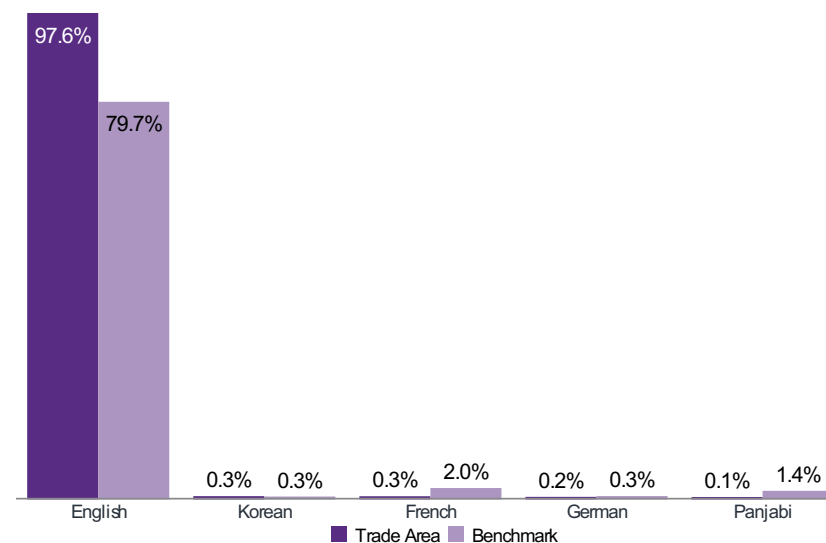
9.6%

Index: 69

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 Bobcaygeon



Rank: 1
Hhlds: 1,948
Hhld %: 94.86
% in Benchmark: 1.25
Index: 7,574

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: 2
Hhlds: 80
Hhld %: 3.90
% in Benchmark: 2.53
Index: 154

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: 3
Hhlds: 25
Hhld %: 1.23
% in Benchmark: 3.33
Index: 37

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.

Benchmark: Southern Ontario

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Psychographics | SocialValues Overview

Trade Area: Bobcaygeon



Strong Values

Values	Index
Attraction to Nature	195
Utilitarian Consumerism	154
Rejection of Orderliness	140
Community Involvement	138
Financial Concern Regarding the Future	136
Fear of Violence	135
Primacy of Environmental Protection	132
Obedience to Authority	131
Discriminating Consumerism	129
Duty	128



Descriptions | Top 3 Strong Values

Attraction to Nature

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

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.

Rejection of Orderliness

Living with a certain amount of disorder as an expression of oneself. Also, a desire to distance oneself from society's traditional moral code governing good manners and the golden rule in favour of a more informal and relaxed approach to life.



Weak Values

Values	Index
Active Government	59
Equal Relationship with Youth	59
Attraction For Crowds	60
Penchant for Risk	62
Pursuit of Novelty	63
Legacy	65
Buying on Impulse	66
Need for Status Recognition	67
Culture Sampling	68
Ecological Fatalism	68



Descriptions | Top 3 Weak Values

Active Government

Tendency to believe that government efficaciously performs socially beneficial functions. A desire for more government involvement in resolving social issues.

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.

Attraction For Crowds

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

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: Bobcaygeon

WealthScapes Households: 2,036

INCOME*

Household Income

\$ 97,014

Index: 83

Household Disposable Income

\$ 79,323

Index: 87

Household Discretionary Income

\$ 57,294

Index: 91

Annual RRSP Contributions

\$ 2,005

Index: 55

WEALTH*



Net Worth

% Holders

99.9% Index: 100

Balance

\$1,030,555

Index: 105

ASSETS*



Savings

% Holders

96.3% Index: 58

Balance

\$134,522

Index: 100



Investments

% Holders

61.1% Index: 101

Balance

\$361,508

Index: 93



Unlisted Shares

% Holders

7.2% Index: 66

Balance

\$490,872

Index: 80



Real Estate

% Holders

79.8% Index: 105

Balance

\$963,555

Index: 95



Liquid Assets

% Holders

98.6% Index: 100

Balance

\$355,959

Index: 97

DEBT*



Consumer Debt

% Holders

95.1% Index: 101

Balance

\$43,508

Index: 75



Mortgage Debt

% Holders

33.9% Index: 72

Balance

\$249,380

Index: 71

FINANCIAL RATIO



Debt:Asset

% Holders

0.11% Index: 59

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: Bobcaygeon

WealthScapes Households: 2,036

FINANCIAL RATIOS*



Debt: Asset

0.11

Index: 59



Debt: Liquid Assets

0.36

Index: 59



Consumer Debt - Discr. Income

0.72

Index: 84



Savings - Investments

0.59

Index: 110



Pension - Non-Pension Assets

0.22

Index: 127



Real Estate Assets - Liq. Assets

2.19

Index: 103



Mortgage - Real Estate Assets

0.11

Index: 51



Mortgage - Consumer Debt

2.05

Index: 67

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: Bobcaygeon

Households: 1,997

Total Aggregate Current Consumption: \$133,945,769

Average Current Consumption

\$67,073

Index 82

Average Household Income










\$96,769

Index 84

Average Disposable Income

\$78,505

Index 87

 <p>Shelter</p> <p>Avg. Dollars/Household \$16,111 Index 77</p> <p>Pct. of Total Expenditure 24.0% Index 93</p>	 <p>Food</p> <p>Avg. Dollars/Household \$11,504 Index 90</p> <p>Pct. of Total Expenditure 17.2% Index 110</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$10,965 Index 80</p> <p>Pct. of Total Expenditure 16.3% Index 97</p>
 <p>Health Care</p> <p>Avg. Dollars/Household \$5,586 Index 102</p> <p>Pct. of Total Expenditure 8.3% Index 124</p>	 <p>Household Operation</p> <p>Avg. Dollars/Household \$5,280 Index 92</p> <p>Pct. of Total Expenditure 7.9% Index 112</p>	 <p>Recreation</p> <p>Avg. Dollars/Household \$3,984 Index 83</p> <p>Pct. of Total Expenditure 5.9% Index 101</p>
 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$3,823 Index 108</p> <p>Pct. of Total Expenditure 5.7% Index 131</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$2,951 Index 74</p> <p>Pct. of Total Expenditure 4.4% Index 90</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$2,151 Index 65</p> <p>Pct. of Total Expenditure 3.2% Index 79</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:1,997

Average Household Income

\$96,769

Index: 84

Average Food Expenditure

\$11,504

Index:90

Average Spend on Food from Restaurants

\$3,135









Index:78

Average Spend on Food from Stores

\$8,369

Index:96

Total Aggregate Food Expenditure: \$ 22,973,897

 Bakery Avg. Dollars/Household \$887 Index:102 Pct. of Total Expenditure 10.6% Index:106		 Cereal Products Avg. Dollars/Household \$413 Index:81 Pct. of Total Expenditure 4.9% Index:85		 Fruit and nuts Avg. Dollars/Household \$954 Index:87 Pct. of Total Expenditure 11.4% Index:91	
 Vegetables Avg. Dollars/Household \$830 Index:90 Pct. of Total Expenditure 9.9% Index:94		 Dairy products & Eggs Avg. Dollars/Household \$1,262 Index:98 Pct. of Total Expenditure 15.1% Index:103		 Meat Avg. Dollars/Household \$1,607 Index:102 Pct. of Total Expenditure 19.2% Index:107	
 Fish & Seafood Avg. Dollars/Household \$268 Index:91 Pct. of Total Expenditure 3.2% Index:95		 Beverages & Other Food Avg. Dollars/Household \$2,148 Index:97 Pct. of Total Expenditure 25.7% Index:102			

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: Bobcaygeon

Household Population 14+: 3,838

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	5.6	12.9	44
Going to restaurants, bars or night clubs	71.0	60.8	117
Having physical Contact with family and friends	80.7	64.2	126
Participating in group activities	41.0	43.1	95
Partying	7.8	20.7	38
Seeing family and friends in person	77.5	69.6	111
Entertainment			
Attending events, festivals or concerts	52.0	44.8	116
Attending sports events (excludes professional sports)	25.5	21.7	117
Attending to professional sports events or games	24.5	27.4	90
Going to the movies	42.4	47.3	89
Movement & Travel			
Driving more	11.3	17.6	64
Shopping in-store	56.3	49.8	113
Spending time outdoors	37.6	39.4	95
Travelling outside of Canada/ abroad	61.0	56.5	108
Travelling within Canada	60.7	55.9	109
Using public transit	8.7	12.5	70
Personal			
Getting back to old habits	41.3	40.0	103
Going to a salon, barber shop or spa	42.9	40.1	107
Going to the gym	11.5	22.2	52
Education/Work			
Children going back to school	25.6	20.3	126
Going back to work	8.5	14.2	60

Benchmark: Southern Ontario

(Base used for Index calculations)

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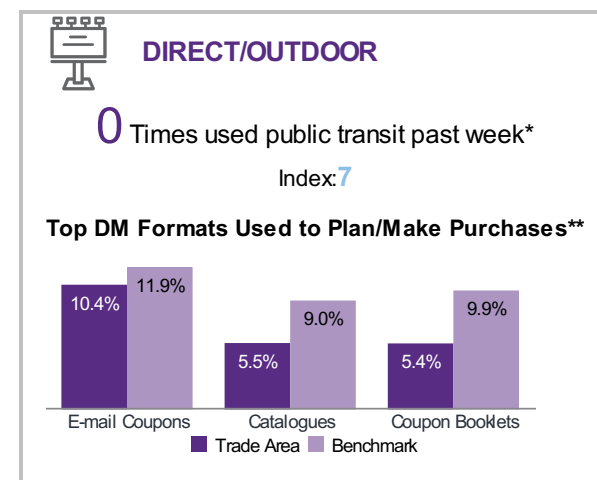
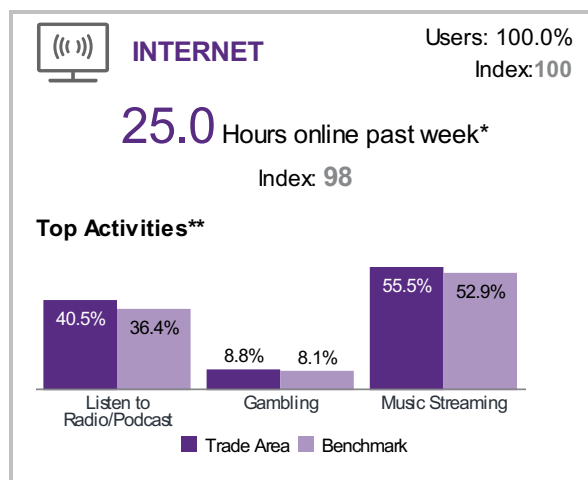
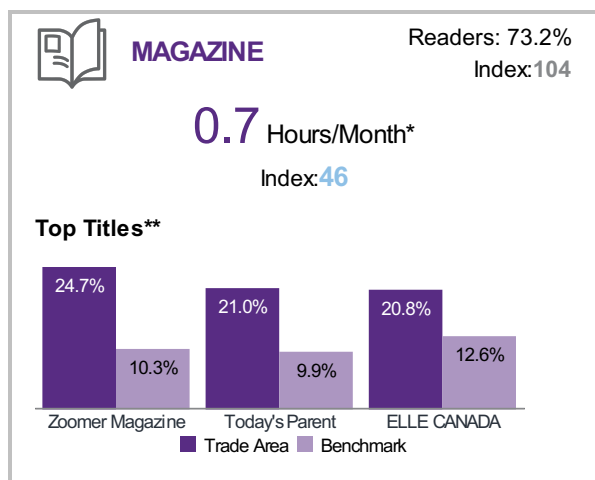
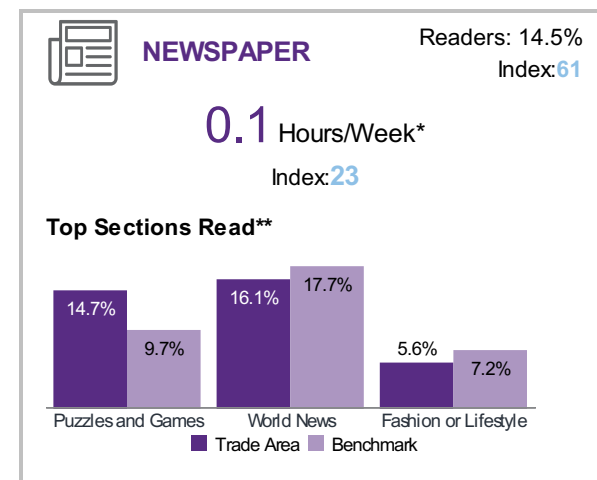
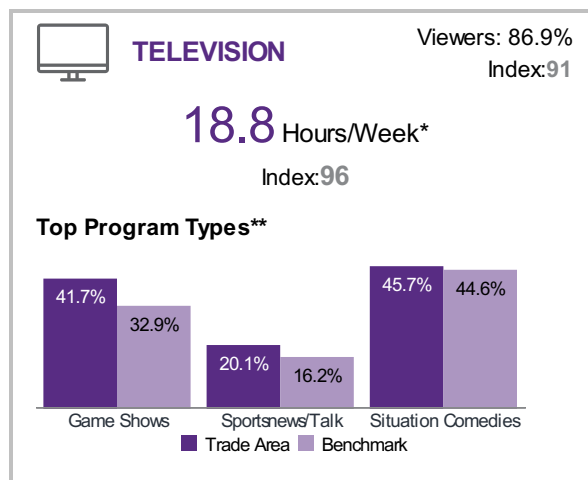
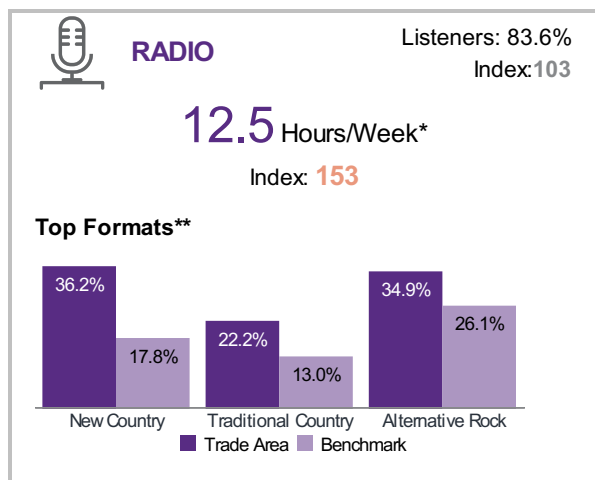
Media and Social Media Overview

Behavioural - Vividata | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Bobcaygeon

Household Population 14+: 3,838



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

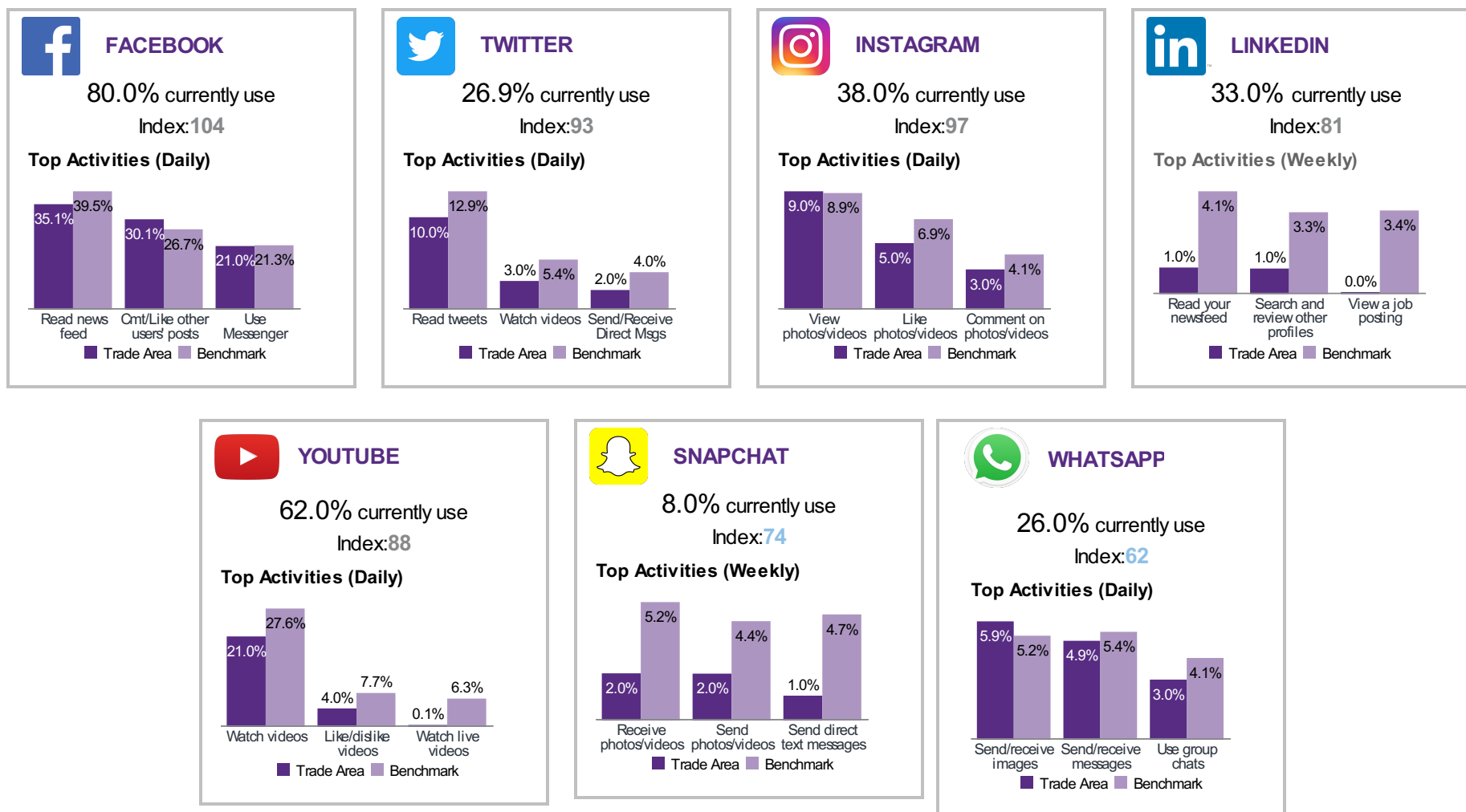
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Bobcaygeon

Household Population 18+:3,739



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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Opticks Social | Social Media Usage

ENVIRONICS
ANALYTICS

Trade Area: Bobcaygeon

Household Population 18+:3,739

FRIENDS IN ALL SM NETWORKS



48.9%

Index:126

0-49 friends

FREQUENCY OF USE (DAILY)



61.9%

Index:113

Facebook

BRAND INTERACTION



22.1%

Index:73

Like brand on Facebook

NO. OF BRANDS INTERACTED

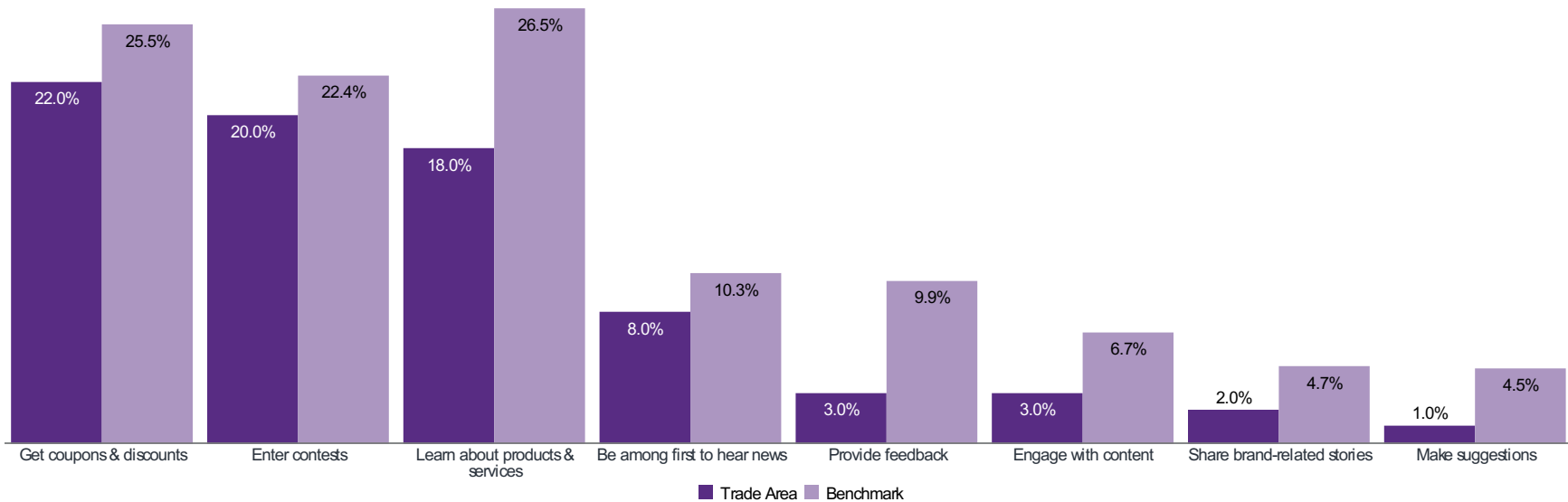


29.0%

Index:99

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: Bobcaygeon

Total Household Population 18+: 3,739



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

% Comp **90.9** Index **105**



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

% Comp **36.0** Index **81**



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

% Comp **86.0** Index **104**



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

% Comp **29.0** Index **75**



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 **19.9** Index **74**

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: Bobcaygeon

Total Household Population 18+: 3,739

PURCHASE DECISION FACTORS



93.0%

Index: 110

Product quality

ONLINE PURCHASE PREFERENCE



13.0%

Index: 92

Event tickets via Mobile Phone

CUSTOMER SERVICE ONLINE



21.1%

Index: 80

Govt. services

FORM OF PAYMENT ONLINE



Debit Card

5.0%

Index: 101



Credit Card

62.9%

Index: 101

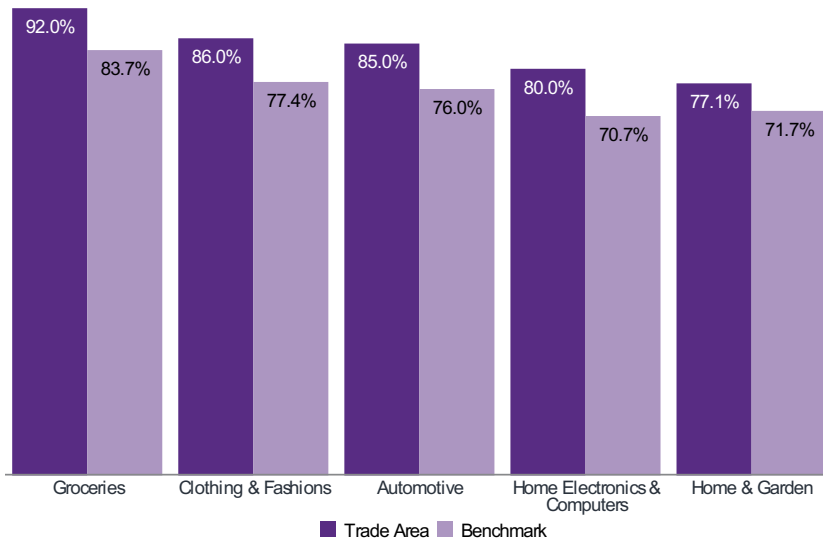


Third Party

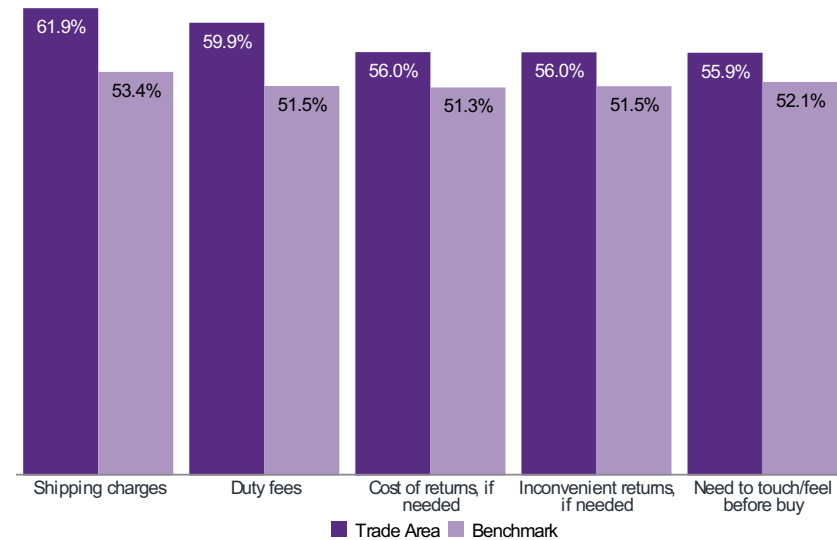
3.1%

Index: 54

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

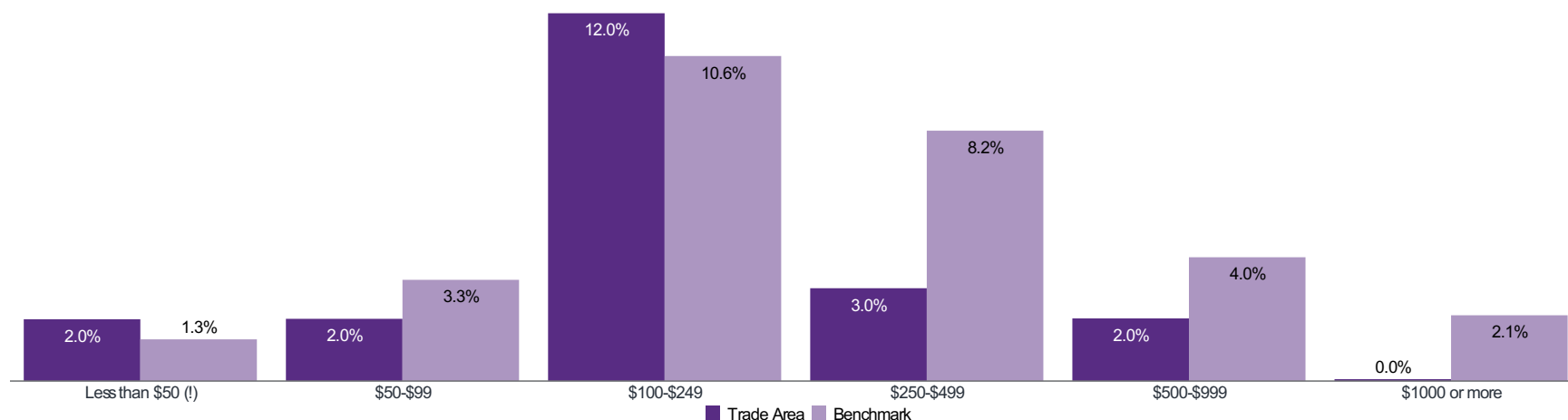
Trade Area:

Total Household Population 18+: 3,739

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	72.1% Index: 109	33.0% Index: 97	12.0% Index: 94	0.0% Index: 0
Purchase preference	86.0% Index: 111	22.0% Index: 78	4.0% Index: 43	0.0% Index: 2
Customer Service	76.0% Index: 119	6.1% Index: 40	2.0% Index: 42	23.8% Index: 112

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

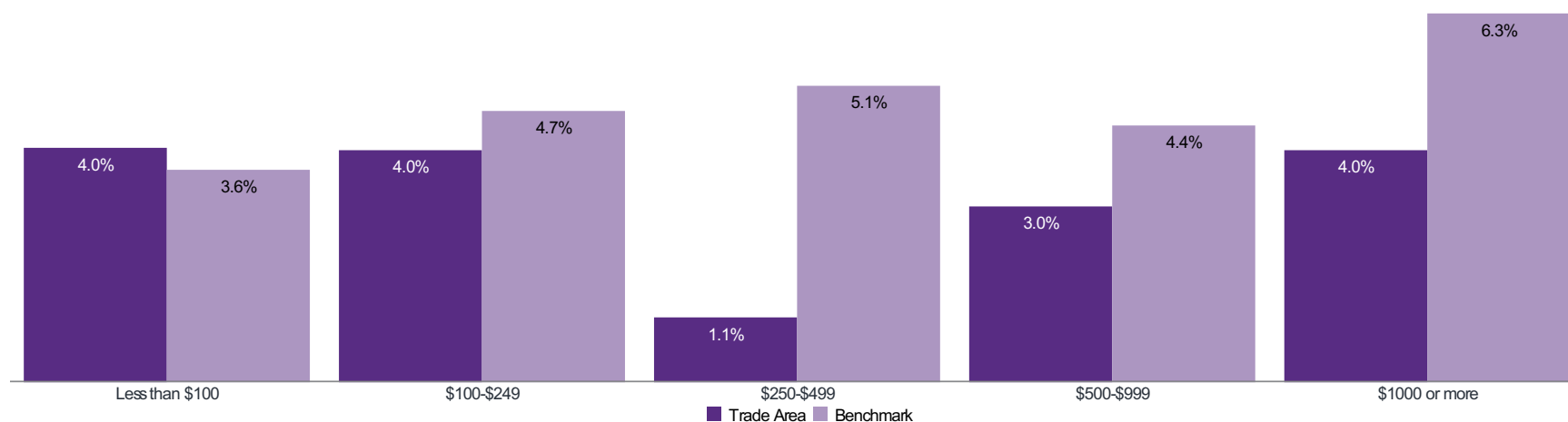
Trade Area:

Total Household Population 18+: 3,739

BEHAVIOURAL PREFERENCES BY CHANNEL

HOME ELECTRONICS & COMPUTERS	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	61.0% Index: 113	49.0% Index: 98	16.9% Index: 113	6.0% Index: 77
Purchase preference	80.0% Index: 113	42.9% Index: 113	11.9% Index: 118	2.0% Index: 34
Customer Service	67.1% Index: 113	14.1% Index: 69	6.9% Index: 118	41.9% Index: 116

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

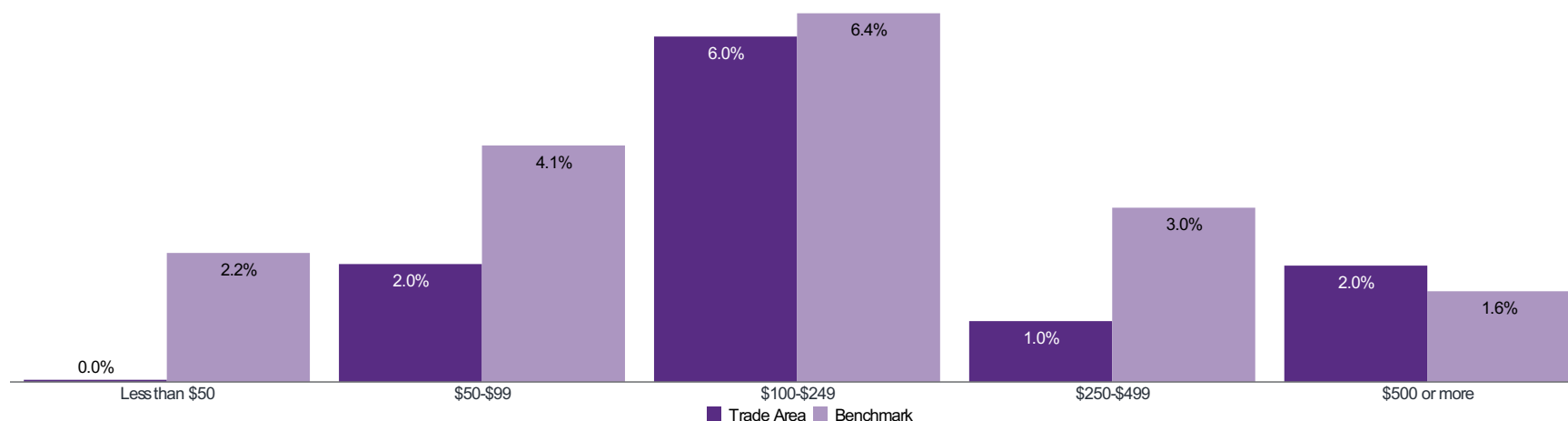
Trade Area:

Total Household Population 18+: 3,739

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	51.1% Index:108	20.1% Index:65	5.0% Index:52	0.1% Index:2
Purchase preference	62.2% Index:105	19.1% Index:64	7.0% Index:83	1.0% Index:37
Customer Service	45.1% Index:105	8.1% Index:46	2.0% Index:42	23.0% Index:85

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

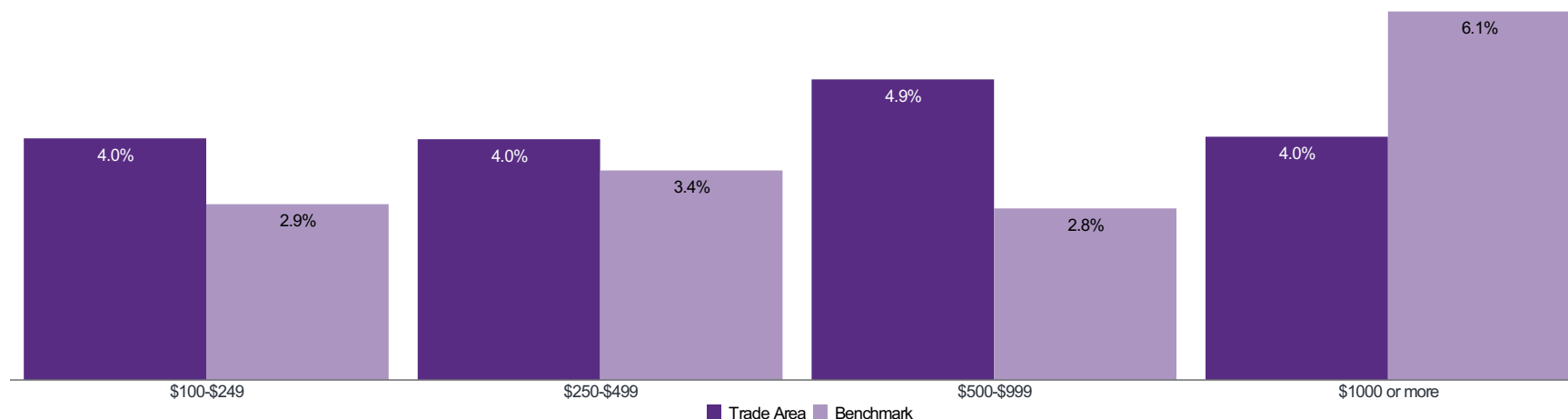
Trade Area:

Total Household Population 18+: 3,739

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	86.9% Index: 118	17.9% Index: 90	6.0% Index: 67	0.0% Index: 0
Purchase preference	92.0% Index: 110	12.9% Index: 91	4.0% Index: 72	1.0% Index: 46
Customer Service	80.0% Index: 114	1.0% Index: 11	1.0% Index: 27	20.9% Index: 117

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

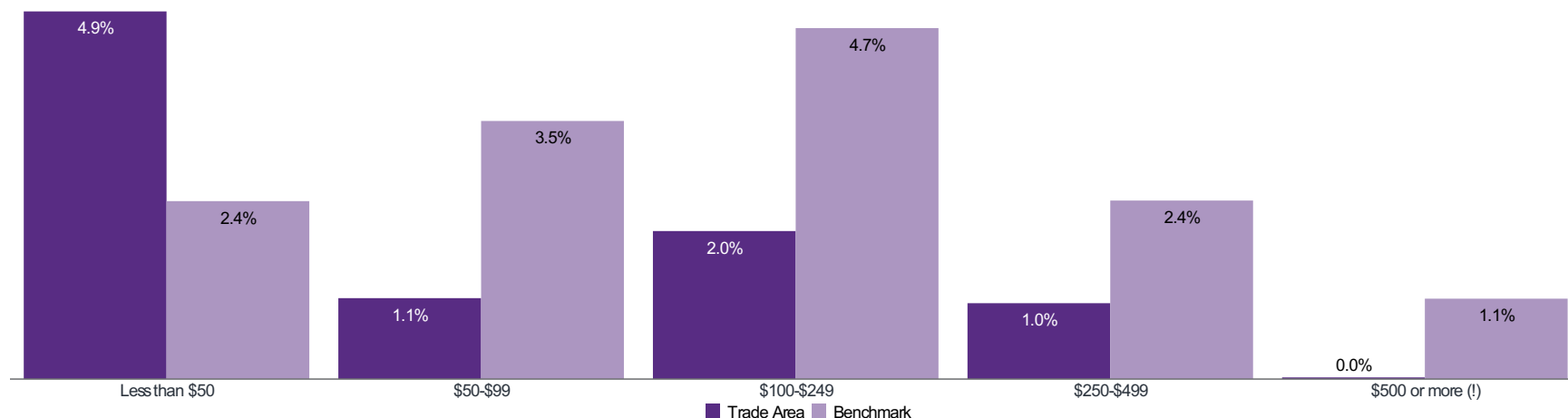
Trade Area:

Total Household Population 18+: 3,739

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	41.9% Index: 113	8.2% Index: 42	5.0% Index: 67	0.0% Index: 0
Purchase preference	48.0% Index: 102	9.1% Index: 53	0.1% Index: 1	0.0% Index: 1
Customer Service	40.9% Index: 108	3.1% Index: 29	0.0% Index: 0	13.9% Index: 89

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

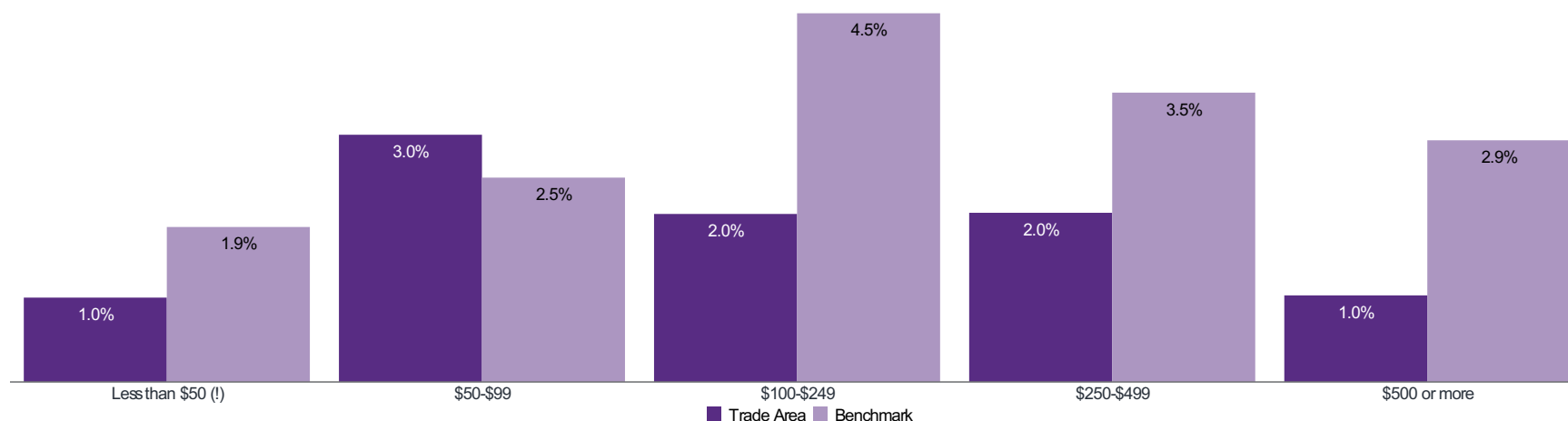
Trade Area:

Total Household Population 18+: 3,739

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	65.0% Index: 114	35.0% Index: 104	6.0% Index: 58	3.0% Index: 63
Purchase preference	77.1% Index: 108	21.9% Index: 108	4.0% Index: 96	0.0% Index: 1
Customer Service	68.1% Index: 118	9.0% Index: 72	2.0% Index: 48	24.9% Index: 107

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

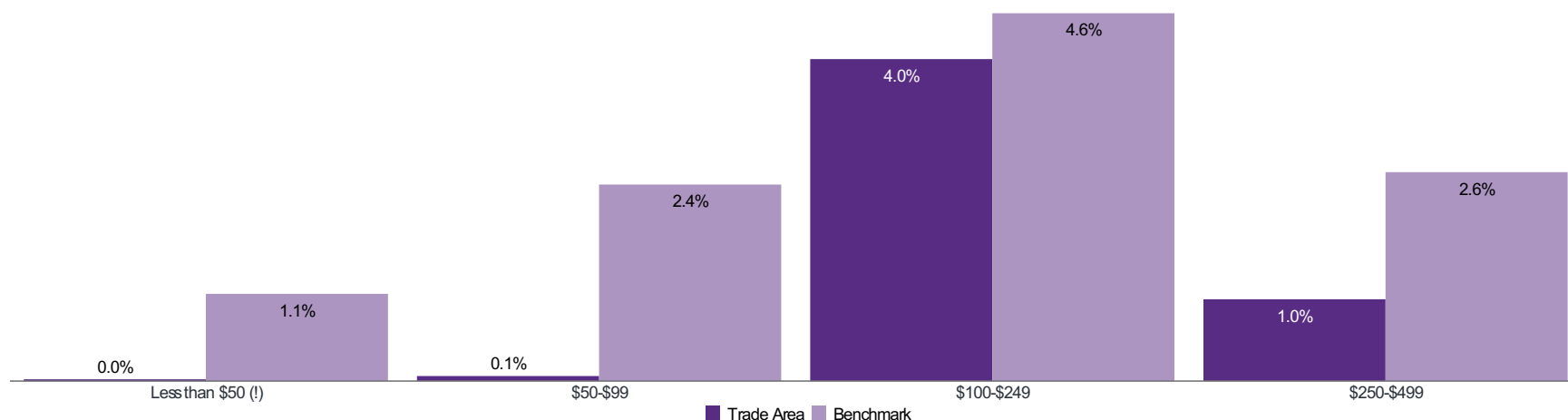
Trade Area:

Total Household Population 18+: 3,739

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	46.1% Index: 112	24.0% Index: 84	7.0% Index: 69	1.0% Index: 33
Purchase preference	58.0% Index: 110	23.0% Index: 108	6.0% Index: 87	2.0% Index: 73
Customer Service	51.0% Index: 117	5.0% Index: 40	2.0% Index: 50	19.9% Index: 95

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

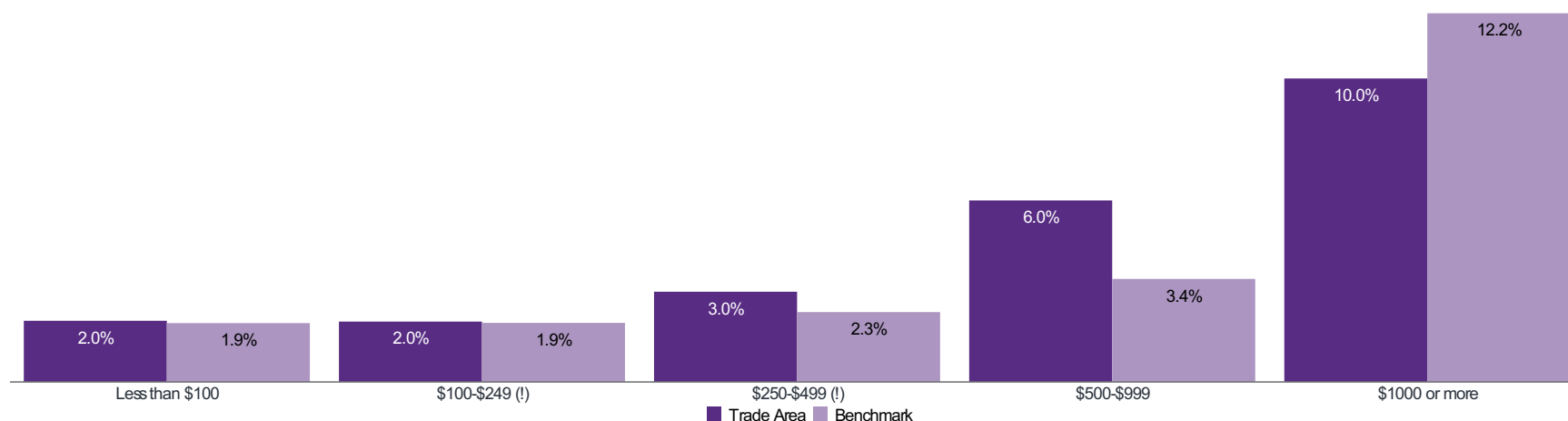
Trade Area:

Total Household Population 18+: 3,739

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	19.1% Index: 93	59.9% Index: 104	19.9% Index: 134	20.9% Index: 116
Purchase preference	31.1% Index: 109	52.9% Index: 102	13.0% Index: 113	30.8% Index: 155
Customer Service	34.0% Index: 112	16.1% Index: 65	6.0% Index: 88	56.8% Index: 124

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: Bobcaygeon

Households: 1,997

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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ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS
ANALYTICS

Trade Area: Bobcaygeon

Households: 1,997

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



51.1%

Index: 86

Staff are friendly and knowledgeable



41.7%

Index: 124

Easy to get in and get out quickly



38.7%

Index: 90

Organized layout makes it easy to shop



36.9%

Index: 89

Short checkout lines/fast checkout



32.0%

Index: 90

I like the store ambiance



24.6%

Index: 123

Has extended hours



11.0%

Index: 40

Has self-checkout



7.7%

Index: 56

Offers an online shopping option (!)



5.1%

Index: 58

Benchmark: Southern Ontario

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

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

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Index Colours: <80 80 - 110 110+

ShopperChoice | Store Loyalty - Price and Promo

ENVIRONICS
ANALYTICS

Trade Area: Bobcaygeon

Households: 1,997

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



71.7%

Index: 106

Discover good value when shopping



70.9%

Index: 107

Store has the lowest prices overall



62.9%

Index: 108

Store has a customer loyalty card program



53.9%

Index: 109

Has loyalty prog. app and offers pers. promos



27.2%

Index: 93

I'm loyal to their store brands



21.1%

Index: 92

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	41.1	40.2	0.1 102
Leave the store and buy it elsewhere	27.2	30.9	0.0 88
Purchase another brand	24.0	21.2	0.1 113
Purchase another size or variety of the same brand (!)	7.7	7.7	0.1 100

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 - Bobcaygeon 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%	68,884	100%	0.35%	100	109,983	100%	0.56%	100	38,318	100%	0.20%	100	33,953	100%	0.17%	100	128,138	100%	0.65%	100
3516010	Kawartha Lakes, ON (CY)	69,555	0.36%	16,707	24.25%	24.02%	6828	19,609	17.83%	28.19%	5019	11,421	29.81%	16.42%	8391	12,353	36.38%	17.76%	10242	22,456	17.52%	32.28%	4933
3520005	Toronto, ON (C)	2,577,758	13.16%	5,645	8.19%	0.22%	62	11,629	10.57%	0.45%	80	3,313	8.65%	0.13%	66	1,717	5.06%	0.07%	38	12,921	10.08%	0.50%	77
3515014	Peterborough, ON (CY)	74,182	0.38%	4,546	6.60%	6.13%	1742	5,372	4.88%	7.24%	1289	2,405	6.28%	3.24%	1657	2,211	6.51%	2.98%	1719	7,721	6.03%	10.41%	1590
3518013	Oshawa, ON (CY)	149,776	0.76%	2,999	4.35%	2.00%	569	4,010	3.65%	2.68%	477	1,525	3.98%	1.02%	520	1,382	4.07%	0.92%	532	5,028	3.92%	3.36%	513
3518009	Whitby, ON (T)	117,034	0.60%	1,700	2.47%	1.45%	413	3,592	3.27%	3.07%	546	582	1.52%	0.50%	254	763	2.25%	0.65%	376	3,916	3.06%	3.35%	511
3518017	Clarington, ON (MU)	87,503	0.45%	1,817	2.64%	2.08%	590	3,660	3.33%	4.18%	745	535	1.40%	0.61%	312	715	2.11%	0.82%	471	3,880	3.03%	4.43%	678
3515044	Trent Lakes, ON (MU)	4,935	0.03%	2,394	3.48%	48.51%	13788	3,111	2.83%	63.04%	11224	1,874	4.89%	37.97%	19403	2,580	7.60%	52.27%	30147	3,465	2.70%	70.22%	10730
3515015	Selwyn, ON (TP)	14,942	0.08%	2,004	2.91%	13.41%	3813	2,944	2.68%	19.70%	3508	881	2.30%	5.90%	3014	1,003	2.95%	6.71%	3871	3,451	2.69%	23.09%	3529
3521005	Mississauga, ON (CY)	647,628	3.31%	1,372	1.99%	0.21%	60	2,218	2.02%	0.34%	61	552	1.44%	0.09%	44	380	1.12%	0.06%	34	2,680	2.09%	0.41%	63
3525005	Hamilton, ON (C)	491,415	2.51%	788	1.14%	0.16%	46	2,345	2.13%	0.48%	85	476	1.24%	0.10%	49	225	0.66%	0.05%	26	2,512	1.96%	0.51%	78

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Lindsay - Bobcaygeon 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
3,804	2,385	62.7	2,625	69.0	1,888	49.6	2,208	58.0	2,517	66.2

2019 Lindsay - Bobcaygeon 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	130,318	2,517	1.9	127,801	98.1

2020 Lindsay - Bobcaygeon 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%	43,004	100%	0.22%	100	93,672	100%	0.48%	100	37,014	100%	0.19%	100	27,854	100%	0.14%	100	109,977	100%	0.56%	100
3516010	Kawartha Lakes, ON (CY)	69,555	0.36%	13,590	31.60%	19.54%	8896	17,456	18.64%	25.10%	5246	11,563	31.24%	16.62%	8794	11,164	40.08%	16.05%	11283	21,248	19.32%	30.55%	5439
3520005	Toronto, ON (C)	2,577,758	13.16%	4,013	9.33%	0.16%	71	12,694	13.55%	0.49%	103	3,519	9.51%	0.14%	72	1,788	6.42%	0.07%	49	13,118	11.93%	0.51%	91
3515014	Peterborough, ON (CY)	74,182	0.38%	2,369	5.51%	3.19%	1454	4,470	4.77%	6.03%	1260	1,714	4.63%	2.31%	1222	1,804	6.48%	2.43%	1709	5,838	5.31%	7.87%	1401
3518013	Oshawa, ON (CY)	149,776	0.76%	1,711	3.98%	1.14%	520	3,711	3.96%	2.48%	518	1,307	3.53%	0.87%	462	599	2.15%	0.40%	281	3,910	3.56%	2.61%	465
3518017	Clarington, ON (MU)	87,503	0.45%	1,132	2.63%	1.29%	589	3,067	3.27%	3.51%	733	1,055	2.85%	1.21%	638	526	1.89%	0.60%	423	3,651	3.32%	4.17%	743
3515015	Selwyn, ON (TP)	14,942	0.08%	846	1.97%	5.66%	2577	3,333	3.56%	22.31%	4663	780	2.11%	5.22%	2761	1,111	3.99%	7.44%	5228	3,342	3.04%	22.37%	3983
3515044	Trent Lakes, ON (MU)	4,935	0.03%	2,129	4.95%	43.15%	19647	2,996	3.20%	60.71%	12691	1,877	5.07%	38.03%	20120	1,642	5.89%	33.27%	23387	3,014	2.74%	61.07%	10873
3518009	Whitby, ON (T)	117,034	0.60%	808	1.88%	0.69%	314	2,799	2.99%	2.39%	500	955	2.58%	0.82%	431	322	1.16%	0.28%	193	2,747	2.50%	2.35%	418
3525005	Hamilton, ON (C)	491,415	2.51%	780	1.81%	0.16%	72	2,669	2.85%	0.54%	114	441	1.19%	0.09%	48	240	0.86%	0.05%	34	2,687	2.44%	0.55%	97
3519028	Vaughan, ON (CY)	273,966	1.40%	679	1.58%	0.25%	113	2,312	2.47%	0.84%	176	692	1.87%	0.25%	134	98	0.35%	0.04%	25	2,273	2.07%	0.83%	148

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Lindsay - Bobcaygeon 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
3,804	1,705	44.8	1,436	37.8	1,121	29.5	1,588	41.7	1,509	39.7

2020 Lindsay - Bobcaygeon 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	110,478	1,509	1.4	108,969	98.6

2021 Lindsay - Bobcaygeon 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%	39,271	100%	0.20%	100	112,057	100%	0.57%	100	44,048	100%	0.22%	100	28,965	100%	0.15%	100	123,314	100%	0.63%	100
3516010	Kawartha Lakes, ON (CY)	69,555	0.36%	10,938	27.85%	15.73%	7841	16,861	15.05%	24.24%	4236	13,904	31.57%	19.99%	8886	11,614	40.10%	16.70%	11288	20,217	16.39%	29.07%	4615
3520005	Toronto, ON (C)	2,577,758	13.16%	3,853	9.81%	0.15%	75	15,612	13.93%	0.61%	106	4,479	10.17%	0.17%	77	3,410	11.77%	0.13%	89	16,565	13.43%	0.64%	102
3515014	Peterborough, ON (CY)	74,182	0.38%	1,931	4.92%	2.60%	1298	2,908	2.60%	3.92%	685	1,770	4.02%	2.39%	1060	1,754	6.05%	2.36%	1598	4,279	3.47%	5.77%	916
3521005	Mississauga, ON (CY)	647,628	3.31%	917	2.33%	0.14%	71	3,433	3.06%	0.53%	93	744	1.69%	0.11%	51	93	0.32%	0.01%	10	4,018	3.26%	0.62%	99
3525005	Hamilton, ON (C)	491,415	2.51%	644	1.64%	0.13%	65	4,011	3.58%	0.82%	143	700	1.59%	0.14%	63	263	0.91%	0.05%	36	3,918	3.18%	0.80%	127
3515015	Selwyn, ON (TP)	14,942	0.08%	1,490	3.79%	9.97%	4970	3,508	3.13%	23.48%	4103	1,345	3.05%	9.00%	4001	849	2.93%	5.68%	3843	3,567	2.89%	23.87%	3791
3519028	Vaughan, ON (CY)	273,966	1.40%	1,144	2.91%	0.42%	208	3,774	3.37%	1.38%	241	712	1.62%	0.26%	116	386	1.33%	0.14%	95	3,520	2.85%	1.28%	204
3518013	Oshawa, ON (CY)	149,776	0.76%	1,495	3.81%	1.00%	498	2,886	2.58%	1.93%	337	1,025	2.33%	0.68%	304	1,336	4.61%	0.89%	603	3,118	2.53%	2.08%	331
3518017	Clarington, ON (MU)	87,503	0.45%	1,242	3.16%	1.42%	708	2,925	2.61%	3.34%	584	851	1.93%	0.97%	432	667	2.30%	0.76%	516	3,111	2.52%	3.56%	565
3518009	Whitby, ON (T)	117,034	0.60%	775	1.97%	0.66%	330	2,597	2.32%	2.22%	388	700	1.59%	0.60%	266	421	1.45%	0.36%	243	2,785	2.26%	2.38%	378

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Lindsay - Bobcaygeon 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
3,804	1,241	32.6	1,361	35.8	1,566	41.2	1,327	34.9	1,729	45.5

2021 Lindsay - Bobcaygeon 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	124,739	1,729	1.4	123,009	98.6

Top 5 segments represent **41.0%** of customers in Southern Ontario



Rank: 1
Customers: 12,571
Customers %: 12.35
% in Benchmark: 3.10
Index: 399

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: 8,986
Customers %: 8.83
% in Benchmark: 1.10
Index: 803

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: 8,408
Customers %: 8.26
% in Benchmark: 4.95
Index: 167

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: 5,968
Customers %: 5.86
% in Benchmark: 4.07
Index: 144

An upscale suburban lifestyle, First-Class Families is characterized by sprawling families—more than 40 percent of households contain four or more people—living in close-in suburbs. More than half the households are located in established neighbourhoods in Toronto, Calgary, Ottawa and Vancouver. In First-Class Families, the parents are middle-aged, the children are 5-24 and nearly 90 percent of households live in pricey, single-family houses. With their solid educations, the adults hold white-collar jobs in management, education and government, and earn incomes that are nearly twice the national average. One quarter of households contain second-generation Canadians; the segment scores high for members for whom Italian, Polish, Greek or Mandarin is their mother tongue. These families enjoy many team sports—baseball, basketball, football, hockey, volleyball—as both participants and spectators. And many families look forward to weekends when they can shop, go out to eat or relax with their tablet to watch Netflix or indulge in e-commerce. Committed to living a healthy and wholesome lifestyle, this group scores high for the value Effort Toward Health.



Rank: 5
Customers: 5,812
Customers %: 5.71
% in Benchmark: 4.73
Index: 121

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.