

Community Profile: Lindsay

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

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

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ANALYTICS

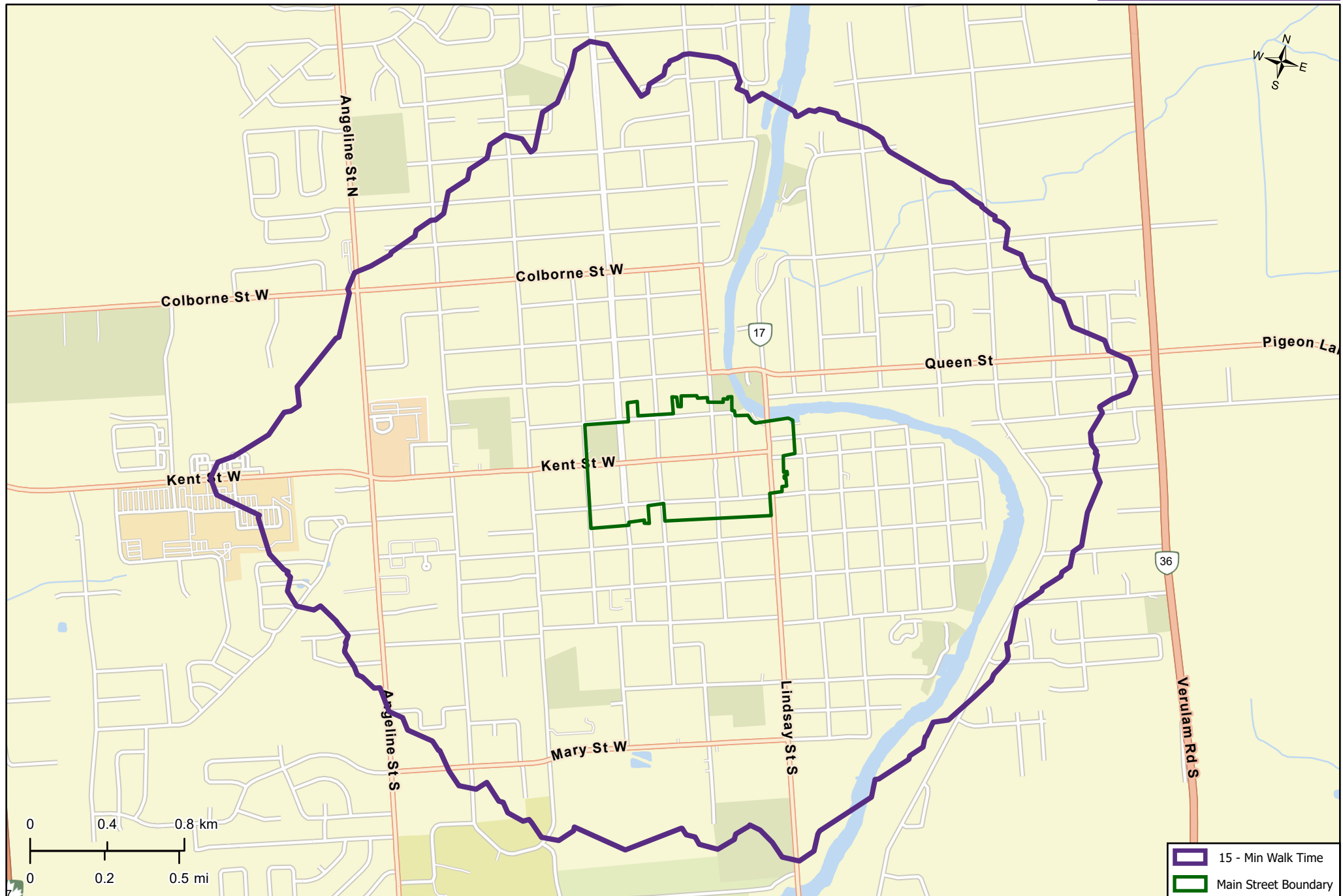
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Date: September 29, 2022

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Lindsay
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Lindsay

POPULATION

12,429

HOUSEHOLDS

5,686

MEDIAN MAINTAINER AGE

58

Index: 107

MARITAL STATUS



50.2%

Index: 86

Married/Common-Law

FAMILY STATUS*

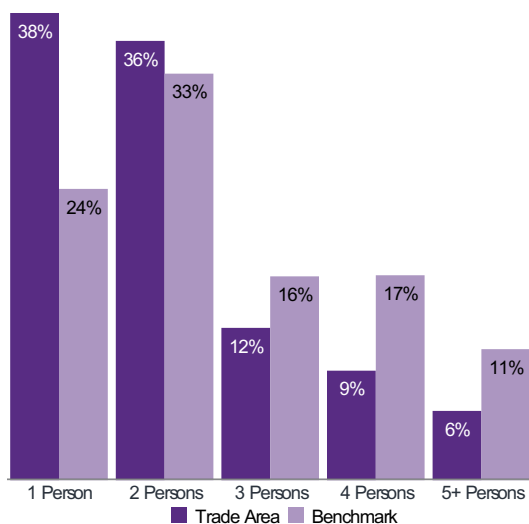


22.7%

Index: 144

Total Lone-Parent Families

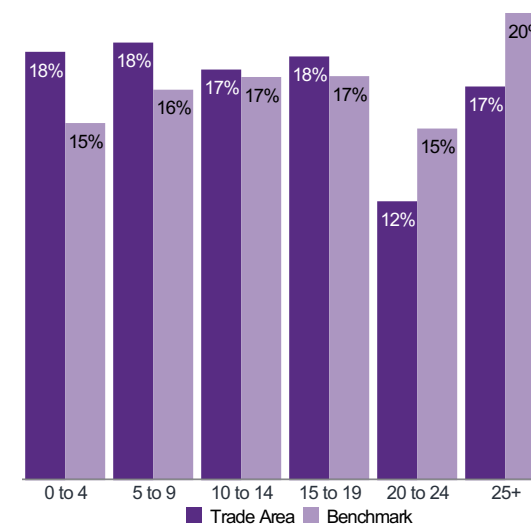
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	620	5.0	101
5 to 9	636	5.1	96
10 to 14	607	4.9	87
15 to 19	617	5.0	86
20 to 24	679	5.5	83
25 to 29	792	6.4	89
30 to 34	782	6.3	92
35 to 39	748	6.0	92
40 to 44	655	5.3	85
45 to 49	677	5.4	88
50 to 54	761	6.1	95
55 to 59	928	7.5	106
60 to 64	959	7.7	113
65 to 69	855	6.9	119
70 to 74	713	5.7	121
75 to 79	567	4.6	129
80 to 84	376	3.0	134
85+	459	3.7	166

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+

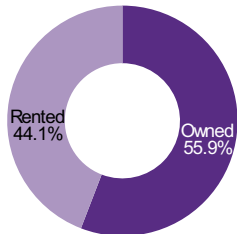
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Lindsay

Population: 12,429 | Households: 5,686

TENURE



STRUCTURE TYPE



60.7%

Index: 78



38.9%

Index: 176

AGE OF HOUSING*

60+ Years Old

% Comp: 43.9 Index: 217

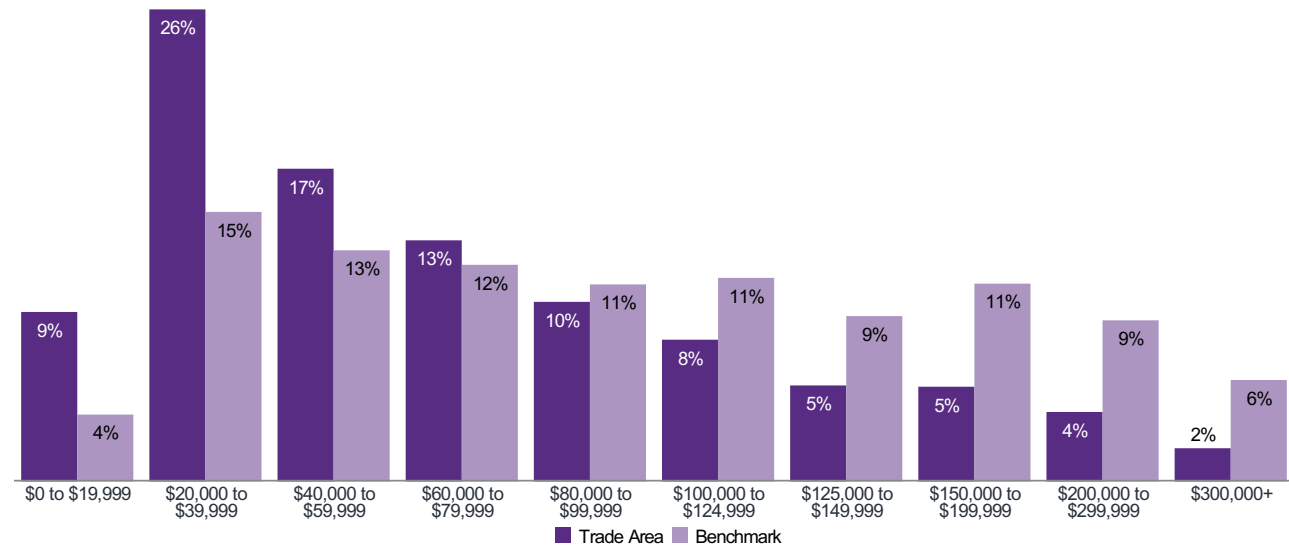
AVERAGE HOUSEHOLD INCOME



\$76,217

Index: 65

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: Lindsay

Population: 12,429 | Households: 5,686

EDUCATION



13.0%

Index: 48

University Degree

LABOUR FORCE PARTICIPATION



58.3%

Index: 89

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



34.0%

Index: 85

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

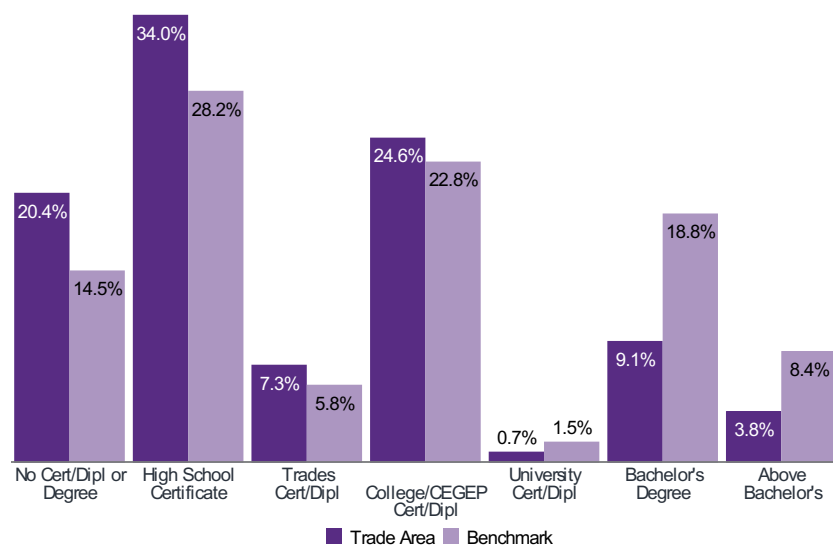


5.5%

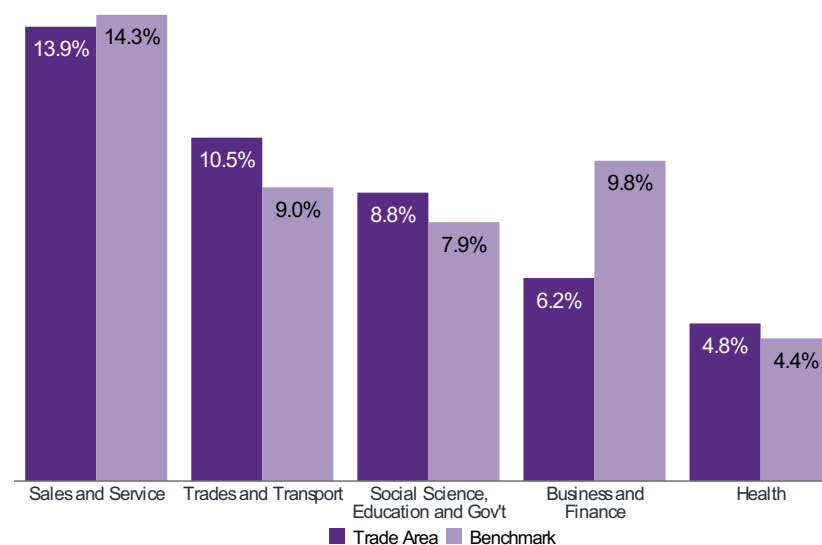
Index: 249

Travel to work by **Walking**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southern Ontario

*Ranked by percent composition

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Demographics | Diversity

ENVIRONICS
ANALYTICS

Trade Area: Lindsay

Population: 12,429 | Households: 5,686

ABORIGINAL IDENTITY



4.3%

Index:181

VISIBLE MINORITY PRESENCE



1.9%

Index:6

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



0.2%

Index:8

No knowledge of
English or French

IMMIGRATION



6.7%

Index:25

Born outside Canada

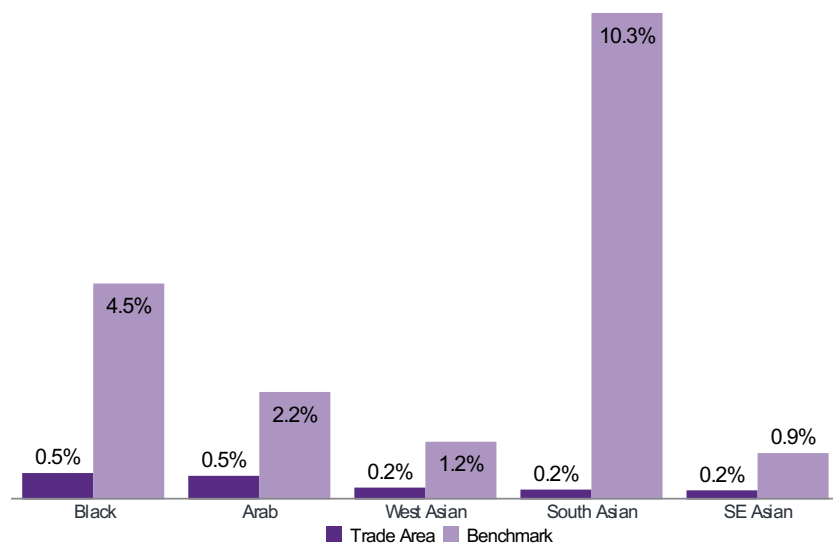
PERIOD OF IMMIGRATION*

Before 2001

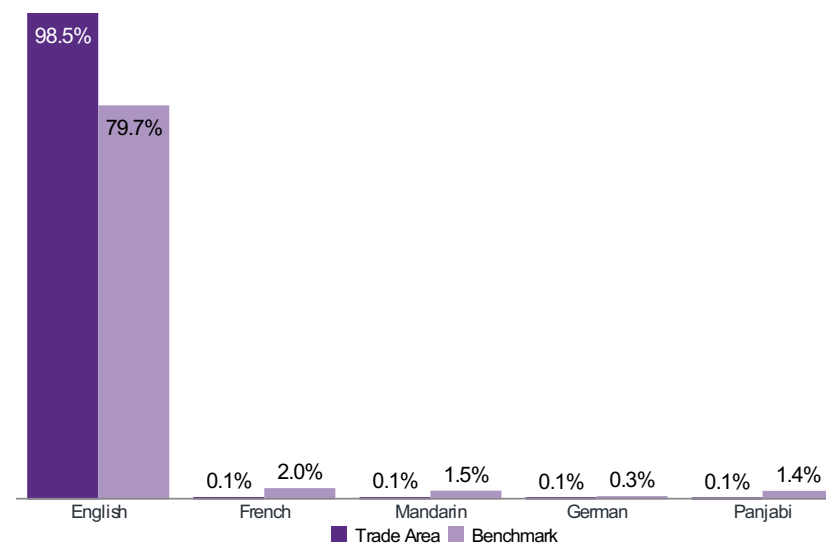
5.1%

Index:37

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark:Southern Ontario

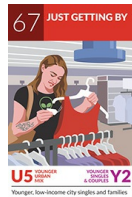
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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours: <80 80 - 110 110+

Top 5 segments represent **75.3%** of households in Lindsay



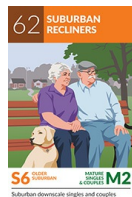
Rank: 1
Hhlds: 1,271
Hhld %: 22.35
% in Benchmark: 3.42
Index: 653

The most economically challenged of all segments, Just Getting By is home to younger, low-income singles and single-parent families located in large cities like London, St. Catharines, Windsor and Halifax. In their dense neighbourhoods, nearly 45 percent of maintainers are under 45 years old. More than half are single, divorced or separated, and over a third are lone-parent families, typically with younger children. Residents tend to be third-plus-generation Canadians with low education levels and low-level jobs in sales, the services, trades and manufacturing. Most households can only afford to rent units in older low-rise apartment buildings or own inexpensive single-detached houses. But being young and mobile has its advantages: more than half moved in the past five years with the hope of climbing the socioeconomic ladder. Surveys show a desire to improve their prospects in the popularity of online courses and management training programs. Without deep pockets, they engage in low-cost activities like going to parks, city gardens and auto shows. In this segment, budget-conscious residents score high for the value Importance of Price.



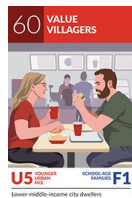
Rank: 2
Hhlds: 1,247
Hhld %: 21.94
% in Benchmark: 2.07
Index: 1,058

Slow-Lane Suburbs consists of a mix of older and mature singles and couples living in the suburbs of midsize cities like Thunder Bay, Cape Breton, St. John's and Sault Ste. Marie. Most maintainers are over 55, and those still in the labour force typically hold service sector and white-collar jobs in health, food services, sales or retail. With their high school and college educations yielding middle incomes, nearly three-quarters of adults are owners of relatively inexpensive homes. Many are aging in place in a single, semi or duplex in an older neighbourhood. In Slow-Lane Suburbs, two-thirds of households consist of only one or two people. Content in their established communities, more than three-quarters of residents are third-plus-generation Canadians, and they enjoy time-honoured outdoor activities like fishing, hunting and camping. And many have time on their hands to travel to Atlantic Canada and snow bird destinations in Florida. For excitement, they like attending an auto race or golf event. Marketers can reach them with a message that aligns with their belief in Saving on Principle, emphasizing products and services for the frugal minded.



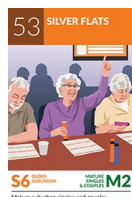
Rank: 3
Hhlds: 828
Hhld %: 14.57
% in Benchmark: 2.15
Index: 678

Suburban Recliners is one of the older segments, a collection of suburban areas surrounding smaller and midsize cities, including a number of newer retirement communities. Households typically contain empty-nesting couples and older singles living alone; nearly 40 percent of maintainers are over 65 years old, and one in ten members is widowed. With many now retired, residents get by on income supplemented by pensions and government transfers. Those still in the workforce have low-paying jobs in accommodation and food services. But their downscale incomes go far in their neighbourhoods where dwelling values are about half the national average. In Suburban Recliners, members typically live in single-detached houses or low-rise apartments and are as equally likely to be owners as renters. When it comes to leisure, these third-plus-generation Canadians aren't ready to slow down just yet. They like to attend community theatre productions, craft show and music festivals. Occasionally, they'll spring for tickets to a figure skating event or auto race. Despite their tight budgets, they enjoy buying products on impulse without first comparing prices (Buying on Impulse).



Rank: 4
Hhlds: 535
Hhld %: 9.40
% in Benchmark: 2.72
Index: 346

Value Villagers is a working-class group found typically in the older, industrial neighbourhoods of midsize cities. The households consist of an eclectic mélange of singles, couples and lone-parent families, maintainers of almost any age, and residents with educations ranging from grade 9 to college. In many ways, Value Villagers is a microcosm of Canada, with residents' marital status, household size and mobility rates all reflecting national averages. Even the average ages of adults and children here match national figures. But the Value Villagers version of Canadian life is decidedly modest. Most adults earn lower-middle incomes from blue-collar and service sector jobs, typically in manufacturing, sales or the trades. Over half the housing stock was built before 1960, and residents typically live in single-detached houses that are valued at half the national average. Value Villagers members relish life's simple pleasures, like carnivals, community theatres and parks. And when the mood strikes, they'll play a friendly game of golf, attend an auto race or visit an art gallery. These third-plus-generation Canadians express a belief in the Canadian government and those in positions of power (Obedience to Authority).



Rank: 5
Hhlds: 398
Hhld %: 7.00
% in Benchmark: 1.60
Index: 437

Silver Flats is the oldest segment, a collection of suburban neighbourhoods found mostly around large and midsize cities. Home to a mix of third- and second-generation Canadians, nearly half the maintainer population is over 65 years old and two-thirds are retired. No segment has a greater concentration of widows and widowers: 15 percent, or three times the national average. While incomes are downscale, many Silver Flats households are financially sound thanks to modest pensions, government transfers and tidy nest eggs. In their apartments and condos, they enjoy quiet hobbies like reading books, bird-watching, knitting, making crafts and collecting coins and stamps. They can afford to go to sporting events to watch professional baseball, football and golf. And many like to keep fit, taking fitness classes, rowing and fitness walking. With their advancing age, many Silver Flats members make an Effort Toward Health so they can enjoy their retirement years. They also score high for the value Propriety, reflected in their courteous and respectful attitude towards others.

Psychographics | SocialValues Overview

Trade Area: Lindsay



Strong Values

Values	Index
Obedience to Authority	133
Utilitarian Consumerism	130
Financial Concern Regarding the Future	128
Ethical Consumerism	122
Aversion to Complexity	119
Skepticism Towards Advertising	119
Confidence in Small Business	118
Technology Anxiety	118
Attraction to Nature	117
Fulfillment Through Work	117



Descriptions | Top 3 Strong Values

Obedience to Authority

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

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.

Financial Concern Regarding the Future

The feeling of insecurity about one's financial future, particularly in old age, and of being personally responsible in this area.



Weak Values

Values	Index
Pursuit of Novelty	73
Enthusiasm for Technology	74
Need for Status Recognition	77
Ostentatious Consumption	78
Vitality	78
Adaptability to Complexity	79
Importance of Aesthetics	79
Sexism	79
Confidence in Big Business	80
Status via Home	80



Descriptions | Top 3 Weak Values

Pursuit of Novelty

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

Enthusiasm for Technology

Favourable bias toward technology. Tendency to be fascinated with the possibilities offered by modern technology; to believe that technology is the best tool for facing today's world, one that helps us adapt and respond to the demands of daily life. People who are strong on this construct have great confidence that science and technology can better their lives.

Need for Status Recognition

Desire to be held in esteem and respect by others, and to express one's social standing or aspired status, through a display of fine manners, good taste, style or "chic".

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: Lindsay

WealthScapes Households: 5,611

INCOME*

Household Income

\$ 75,412

Index: **65**

Household Disposable Income

\$ 62,693

Index: **69**

Household Discretionary Income

\$ 41,836

Index: **66**

Annual RRSP Contributions

\$ 1,784

Index: **49**

WEALTH*



Net Worth

% Holders

99.7% Index: **100**

Balance

\$559,187

Index: **57**

ASSETS*



Savings

% Holders

94.8% Index: **58**

Balance

\$89,534

Index: **68**



Investments

% Holders

53.2% Index: **88**

Balance

\$268,381

Index: **69**



Unlisted Shares

% Holders

7.9% Index: **72**

Balance

\$381,445

Index: **62**



Real Estate

% Holders

58.7% Index: **77**

Balance

\$684,090

Index: **68**



Liquid Assets

% Holders

97.6% Index: **99**

Balance

\$234,022

Index: **63**

DEBT*



Consumer Debt

% Holders

92.2% Index: **98**

Balance

\$31,651

Index: **55**



Mortgage Debt

% Holders

34.4% Index: **73**

Balance

\$214,594

Index: **61**

FINANCIAL RATIO



Debt:Asset

% Holders

0.16% Index: **85**

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: Lindsay

WealthScapes Households: 5,611

FINANCIAL RATIOS*



Debt: Asset

0.16

Index: 85



Debt: Liquid Assets

0.45

Index: 74



Consumer Debt - Discr. Income

0.70

Index: 81



Savings - Investments

0.60

Index: 112



Pension - Non-Pension Assets

0.33

Index: 191



Real Estate Assets - Liq. Assets

1.76

Index: 83



Mortgage - Real Estate Assets

0.18

Index: 85



Mortgage - Consumer Debt

2.53

Index: 83

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: Lindsay

Households: 5,694

Total Aggregate Current Consumption: **\$313,036,064**

Average Current Consumption

\$54,976

Index **67**

Average Household Income










\$72,617

Index **63**

Average Disposable Income

\$60,186

Index **67**

 <p>Shelter</p> <p>Avg. Dollars/Household \$15,009 Index 71</p> <p>Pct. of Total Expenditure 27.3% Index 106</p>	 <p>Food</p> <p>Avg. Dollars/Household \$9,383 Index 73</p> <p>Pct. of Total Expenditure 17.1% Index 109</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$7,883 Index 57</p> <p>Pct. of Total Expenditure 14.3% Index 85</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household \$3,860 Index 67</p> <p>Pct. of Total Expenditure 7.0% Index 100</p>	 <p>Health Care</p> <p>Avg. Dollars/Household \$3,860 Index 71</p> <p>Pct. of Total Expenditure 7.0% Index 105</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$3,472 Index 98</p> <p>Pct. of Total Expenditure 6.3% Index 145</p>
 <p>Recreation</p> <p>Avg. Dollars/Household \$3,025 Index 63</p> <p>Pct. of Total Expenditure 5.5% Index 94</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$2,439 Index 61</p> <p>Pct. of Total Expenditure 4.4% Index 91</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$1,885 Index 57</p> <p>Pct. of Total Expenditure 3.4% Index 85</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: 5,694

Average Household Income

\$72,617

Index: **63**

Average Food Expenditure

\$9,383

Index: **73**

Average Spend on Food
from Restaurants

\$2,549









Index: **63**

Average Spend on Food
from Stores

\$6,834

Index: **78**

Total Aggregate Food Expenditure: \$ 53,426,966

 <p>Bakery</p> <p>Avg. Dollars/Household \$724 Index 83</p> <p>Pct. of Total Expenditure 10.6% Index 106</p>	 <p>Cereal Products</p> <p>Avg. Dollars/Household \$380 Index 74</p> <p>Pct. of Total Expenditure 5.6% Index 95</p>	 <p>Fruit and nuts</p> <p>Avg. Dollars/Household \$775 Index 71</p> <p>Pct. of Total Expenditure 11.3% Index 91</p>
 <p>Vegetables</p> <p>Avg. Dollars/Household \$664 Index 72</p> <p>Pct. of Total Expenditure 9.7% Index 92</p>	 <p>Dairy products & Eggs</p> <p>Avg. Dollars/Household \$987 Index 77</p> <p>Pct. of Total Expenditure 14.4% Index 99</p>	 <p>Meat</p> <p>Avg. Dollars/Household \$1,295 Index 82</p> <p>Pct. of Total Expenditure 19.0% Index 106</p>
 <p>Fish & Seafood</p> <p>Avg. Dollars/Household \$191 Index 65</p> <p>Pct. of Total Expenditure 2.8% Index 83</p>	 <p>Beverages & Other Food</p> <p>Avg. Dollars/Household \$1,817 Index 82</p> <p>Pct. of Total Expenditure 26.6% Index 106</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: Lindsay

Household Population 14+: 10,436

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	12.2	12.9	94
Going to restaurants, bars or night clubs	61.8	60.8	102
Having physical Contact with family and friends	62.3	64.2	97
Participating in group activities	40.3	43.1	93
Partying	16.9	20.7	82
Seeing family and friends in person	71.2	69.6	102
Entertainment			
Attending events, festivals or concerts	42.8	44.8	96
Attending sports events (excludes professional sports)	15.9	21.7	73
Attending to professional sports events or games	21.8	27.4	80
Going to the movies	45.4	47.3	96
Movement & Travel			
Driving more	17.5	17.6	100
Shopping in-store	49.4	49.8	99
Spending time outdoors	35.4	39.4	90
Travelling outside of Canada/ abroad	48.1	56.5	85
Travelling within Canada	51.9	55.9	93
Using public transit	10.0	12.5	80
Personal			
Getting back to old habits	41.3	40.0	103
Going to a salon, barber shop or spa	35.6	40.1	89
Going to the gym	16.3	22.2	73
Education/Work			
Children going back to school	16.5	20.3	81
Going back to work	12.6	14.2	89

Benchmark: Southern Ontario

(Base used for Index calculations)

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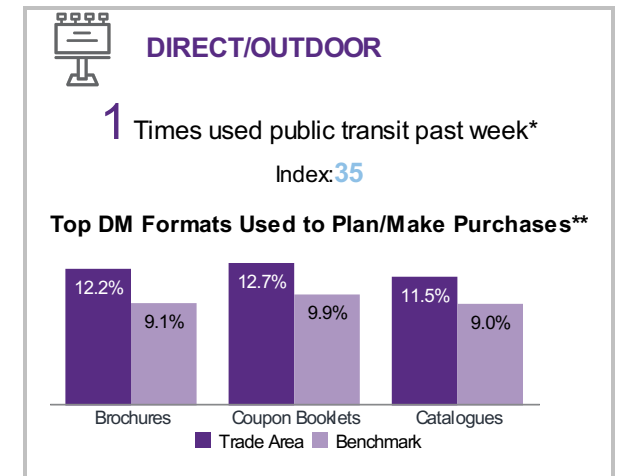
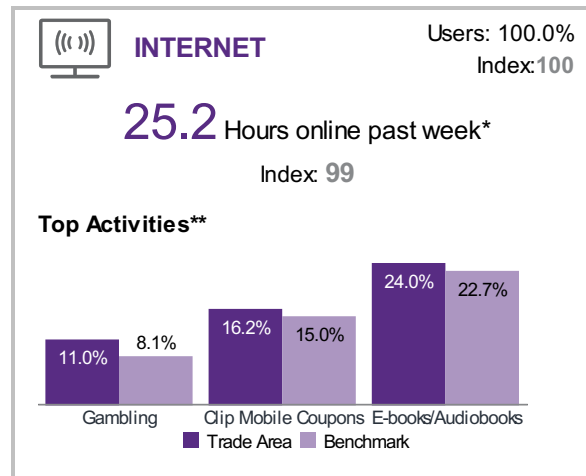
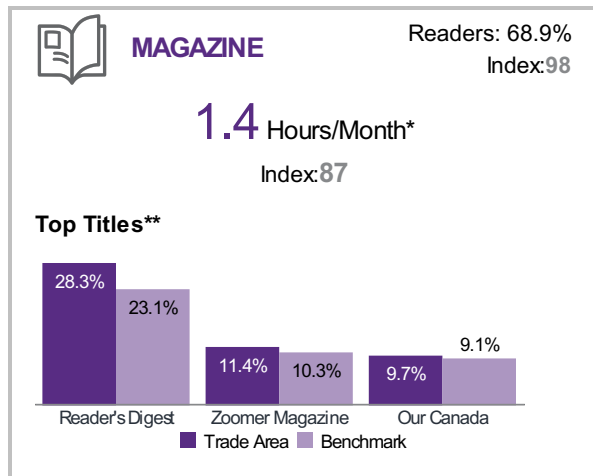
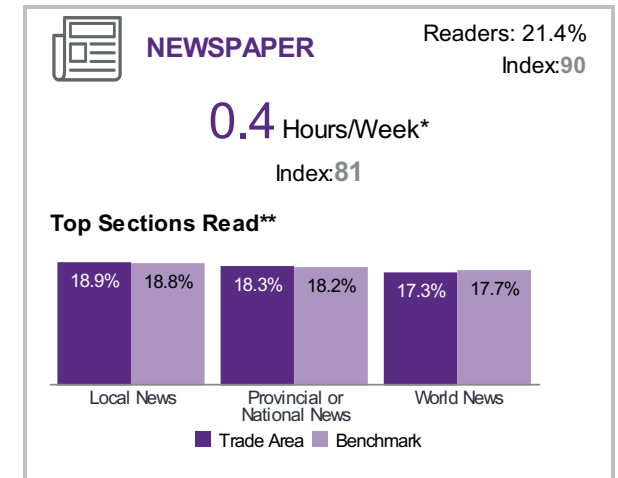
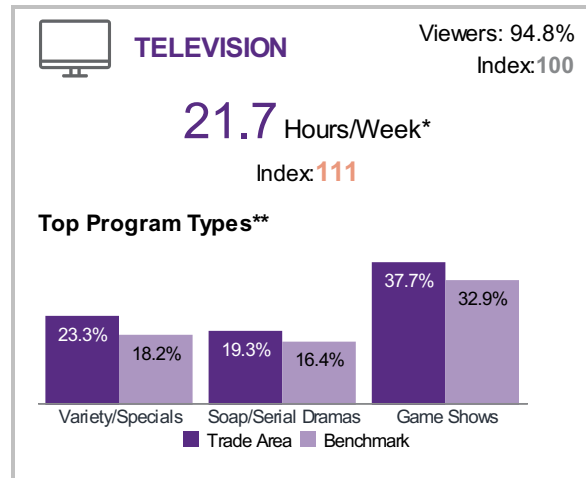
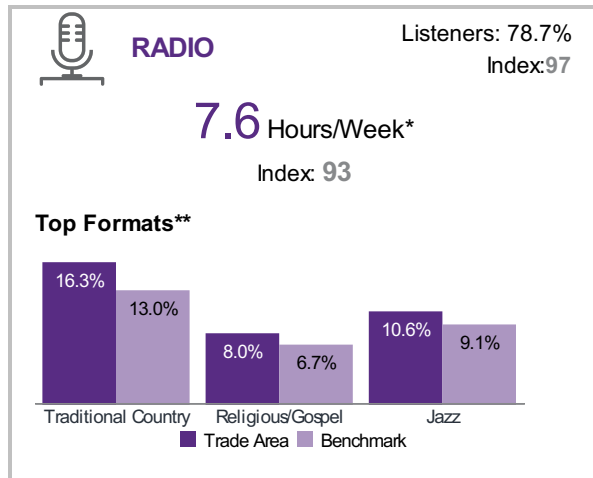
Media and Social Media Overview

Behavioural - Vividata | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Lindsay

Household Population 14+: 10,436



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

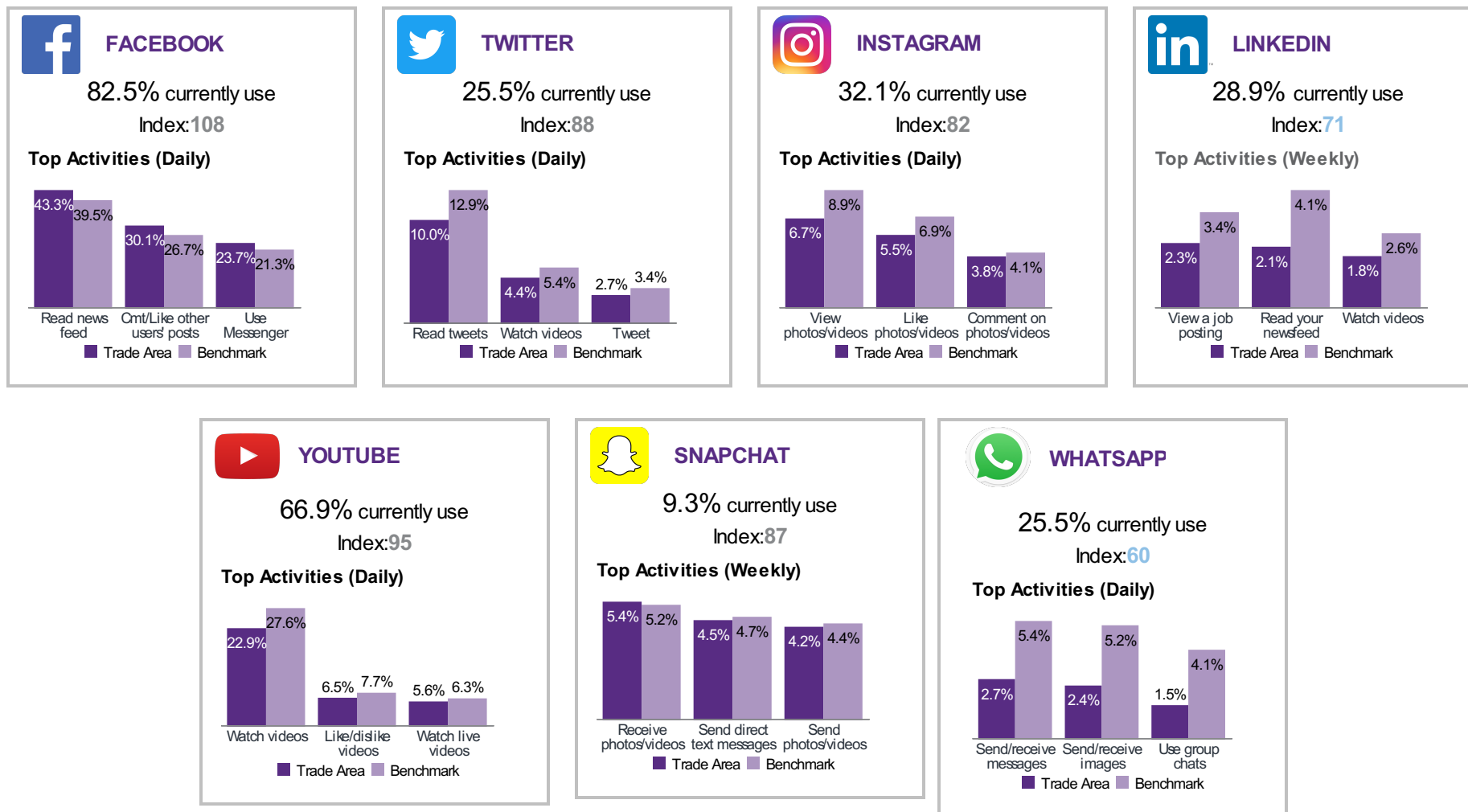
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Lindsay

Household Population 18+:9,934



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: Lindsay

Household Population 18+:9,934

FRIENDS IN ALL SM NETWORKS



42.7%

Index:110

0-49 friends

FREQUENCY OF USE (DAILY)



61.5%

Index:112

Facebook

BRAND INTERACTION



32.1%

Index:107

Like brand on Facebook

NO. OF BRANDS INTERACTED

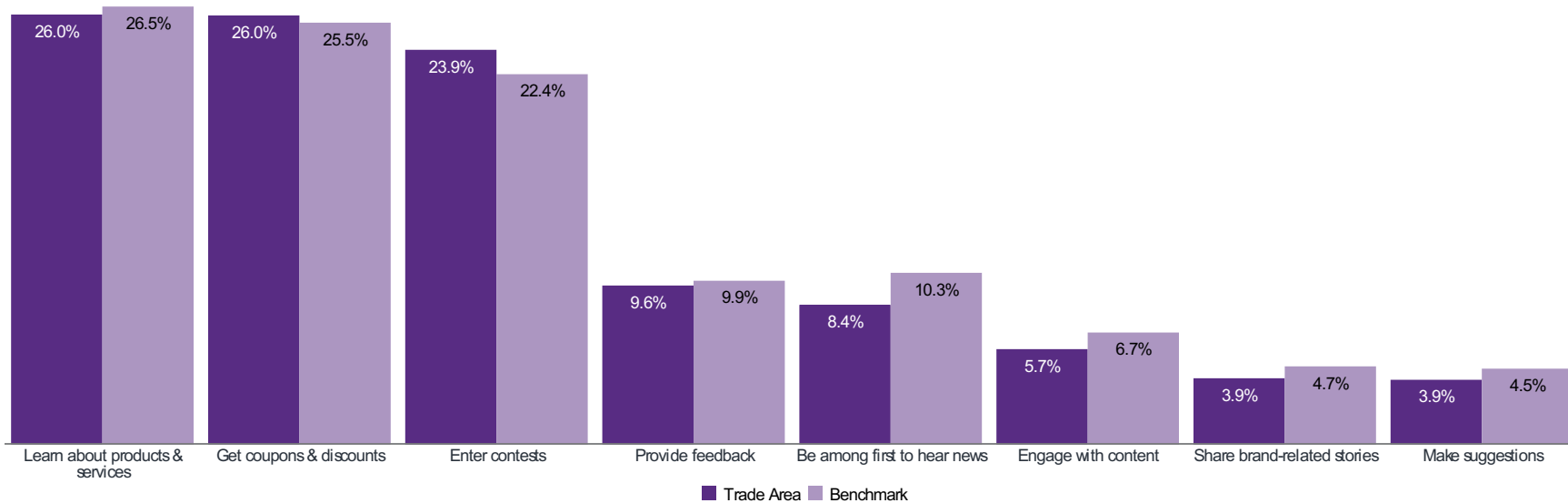


28.7%

Index:98

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+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Lindsay

Total Household Population 18+: 9,934



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

% Comp **88.4** Index **103**



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

% Comp **37.1** Index **84**



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

% Comp **84.4** Index **102**



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

% Comp **34.5** Index **89**



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

% Comp **47.8** Index **88**



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

% Comp **22.1** Index **82**

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: Lindsay

Total Household Population 18+:9,934

PURCHASE DECISION FACTORS



88.2%

Index:105

Product quality

ONLINE PURCHASE PREFERENCE



11.7%

Index:83

Event tickets via Mobile Phone

CUSTOMER SERVICE ONLINE



25.2%

Index:96

Govt. services

FORM OF PAYMENT ONLINE



Debit Card

6.7%

Index:90



Credit Card

55.8%

Index:90

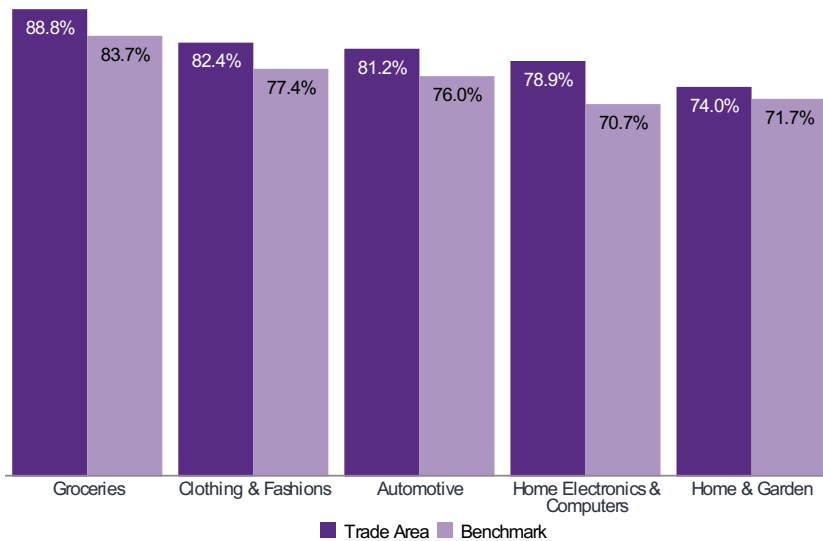


Third Party

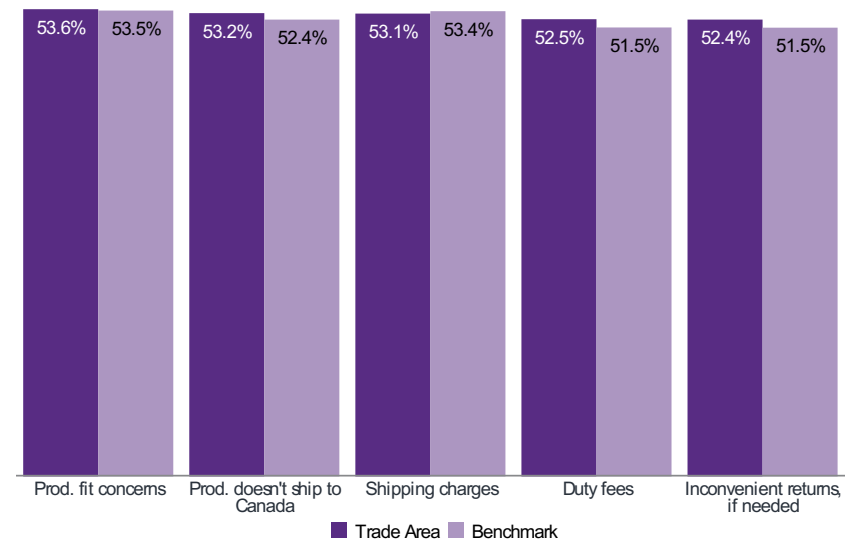
5.5%

Index:95

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

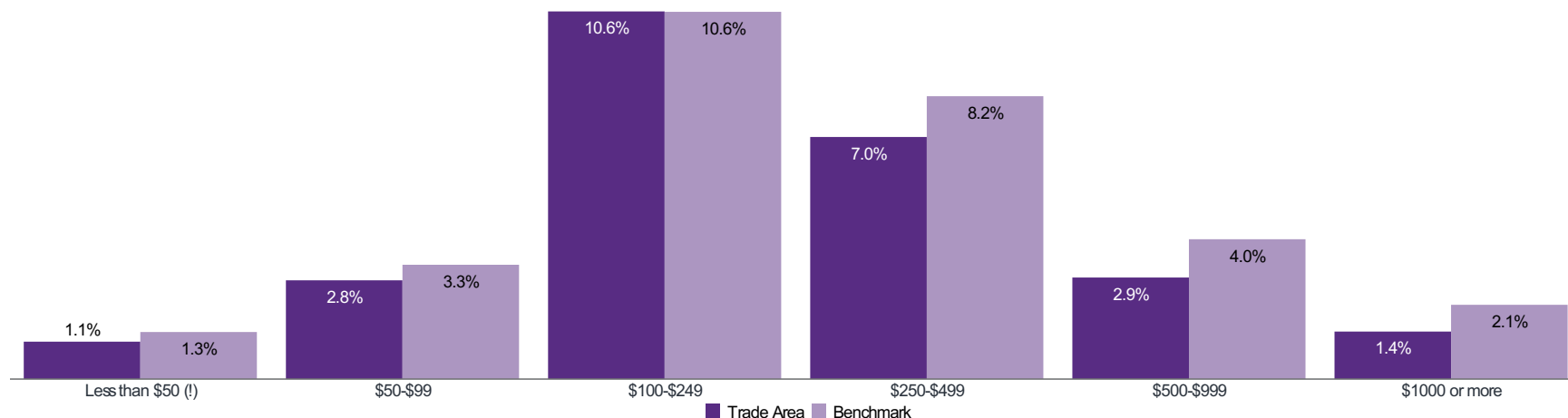
Trade Area:

Total Household Population 18+: 9,934

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	70.0% Index:106	28.8% Index:84	10.0% Index:79	2.3% Index:80
Purchase preference	82.4% Index:106	22.8% Index:81	7.2% Index:78	2.0% Index:85
Customer Service	72.3% Index:113	10.9% Index:73	2.5% Index:52	18.4% Index:86

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

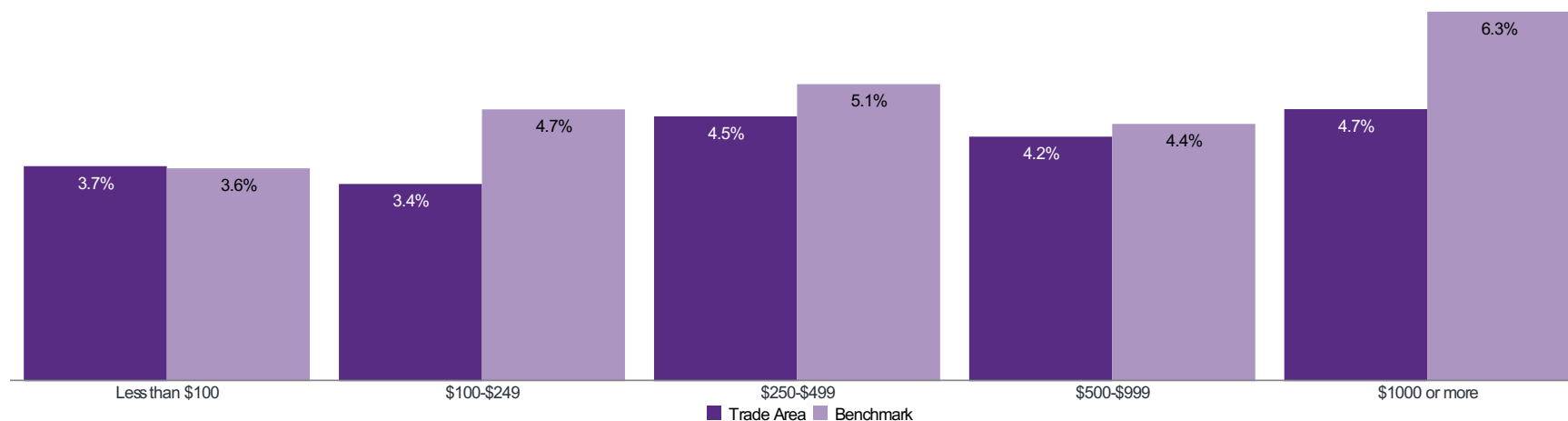
Trade Area:

Total Household Population 18+: 9,934

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	60.5% Index: 112	44.5% Index: 89	13.4% Index: 90	7.8% Index: 101
Purchase preference	78.9% Index: 112	31.4% Index: 83	9.3% Index: 92	6.1% Index: 105
Customer Service	68.6% Index: 116	18.1% Index: 89	4.5% Index: 76	33.2% Index: 92

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

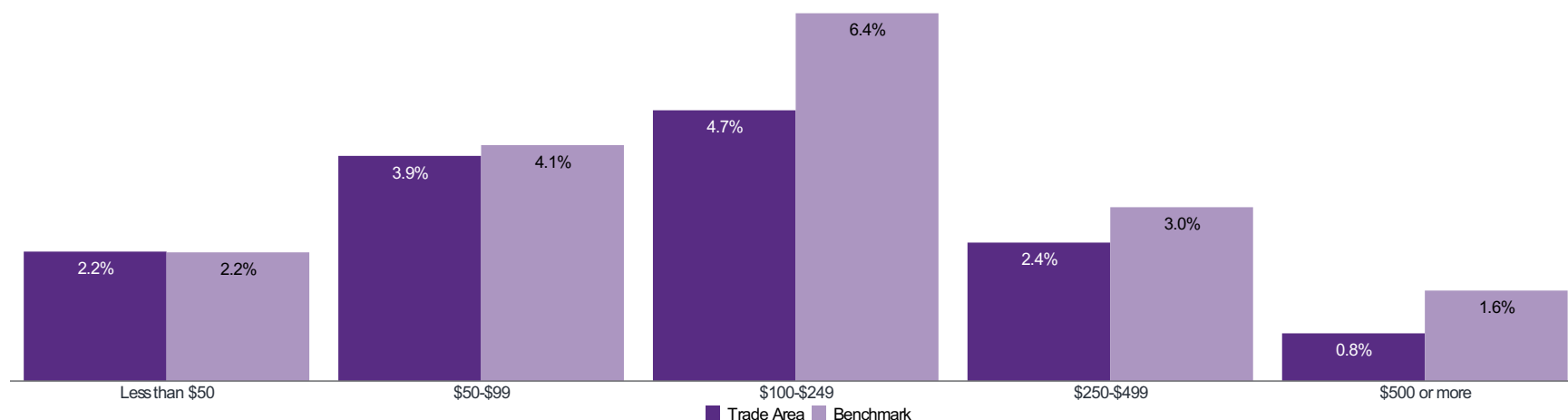
Trade Area:

Total Household Population 18+: 9,934

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	55.0% Index: 116	22.7% Index: 73	7.8% Index: 80	2.6% Index: 76
Purchase preference	67.7% Index: 114	20.6% Index: 69	6.0% Index: 70	1.5% Index: 53
Customer Service	51.7% Index: 120	14.0% Index: 79	2.6% Index: 54	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

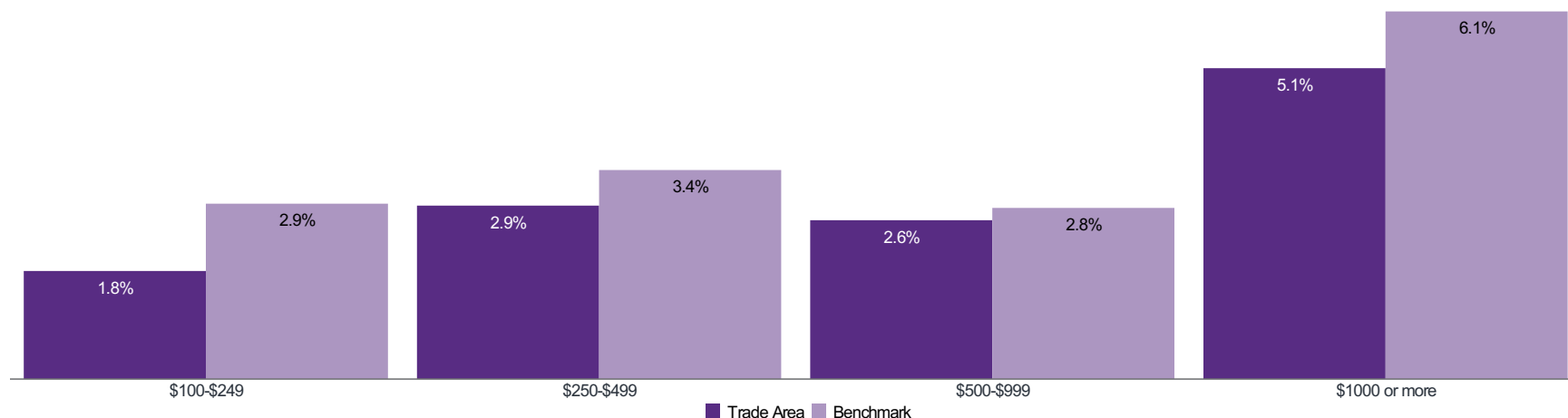
Trade Area:

Total Household Population 18+: 9,934

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	18.8% Index:94	7.7% Index:87	1.5% Index:64
Purchase preference	88.8% Index:106	10.9% Index:77	4.3% Index:80	1.6% Index:76
Customer Service	76.7% Index:110	6.3% Index:68	2.3% Index:63	14.4% Index:80

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

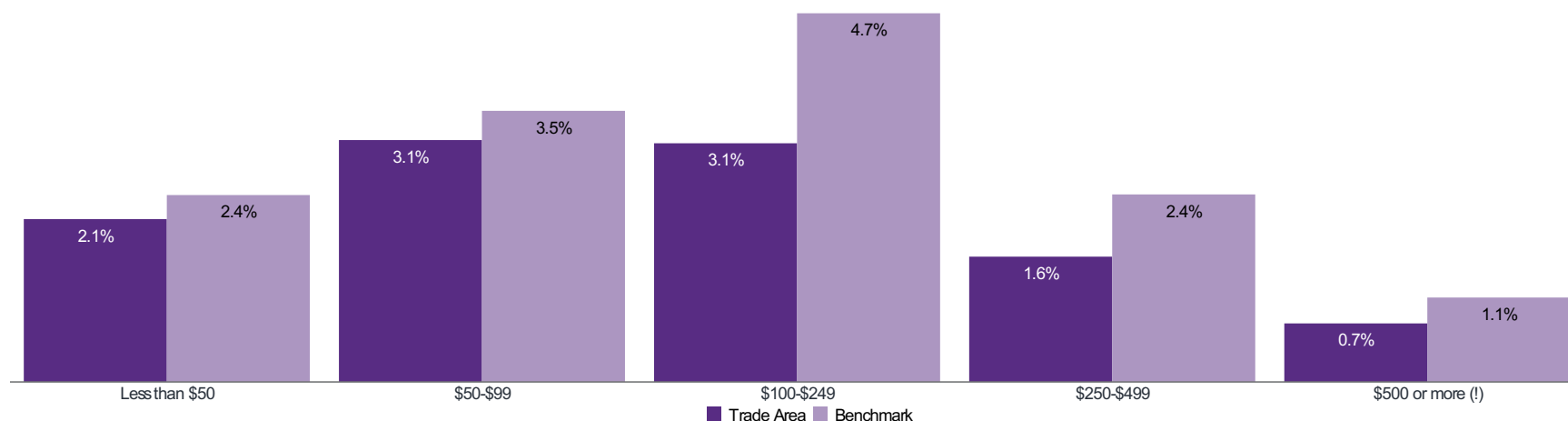
Trade Area:

Total Household Population 18+: 9,934

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	39.2% Index:105	16.3% Index:83	5.6% Index:74	1.9% Index:67
Purchase preference	51.3% Index:109	12.0% Index:70	3.9% Index:65	1.9% Index:76
Customer Service	41.7% Index:110	7.3% Index:68	2.0% Index:52	12.9% Index:82

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

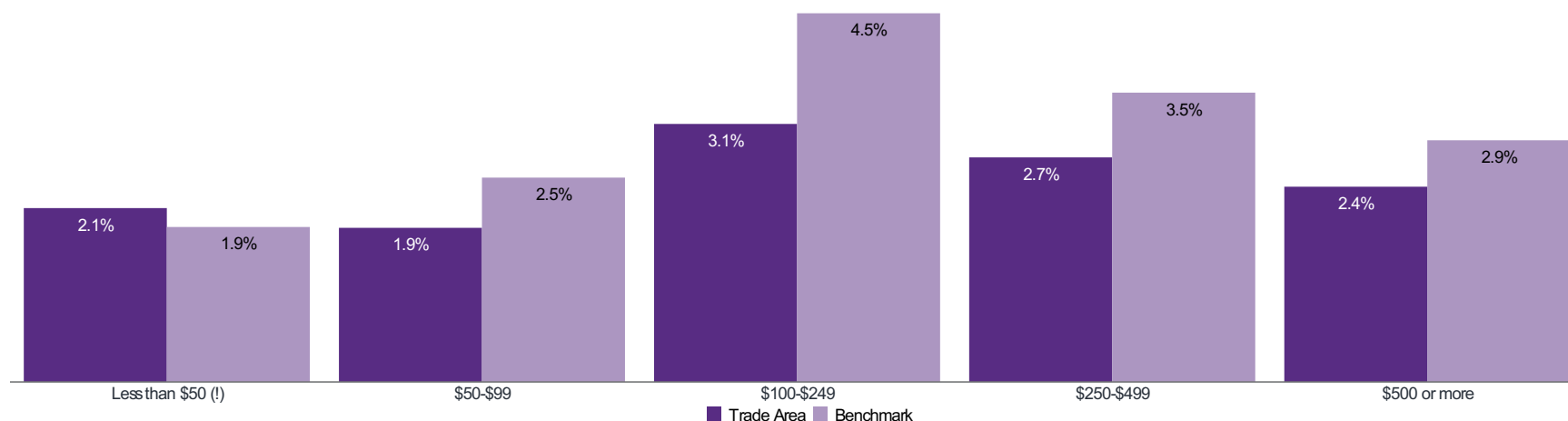
Trade Area:

Total Household Population 18+: 9,934

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	58.9% Index:103	27.9% Index:83	7.6% Index:73	4.3% Index:90
Purchase preference	74.0% Index:103	16.2% Index:79	4.3% Index:60	2.9% Index:84
Customer Service	63.4% Index:110	10.2% Index:81	2.6% Index:62	18.4% Index:79

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

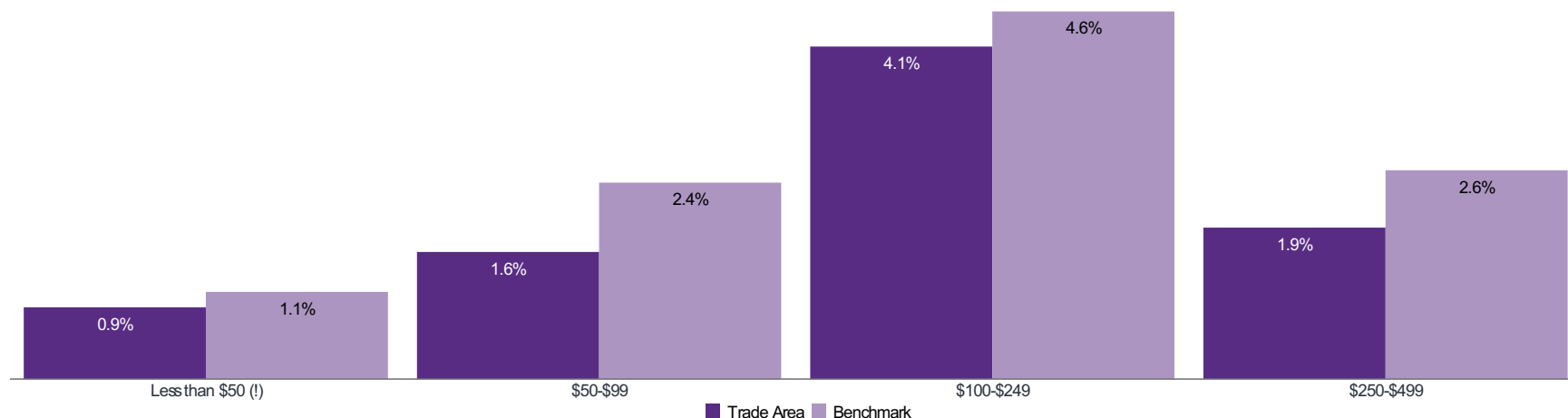
Trade Area:

Total Household Population 18+: 9,934

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	40.6% Index:99	24.0% Index:84	8.2% Index:80	3.1% Index:99
Purchase preference	51.5% Index:98	17.1% Index:80	4.5% Index:66	1.7% Index:61
Customer Service	45.1% Index:104	10.0% Index:79	2.6% Index:66	16.6% Index:79

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

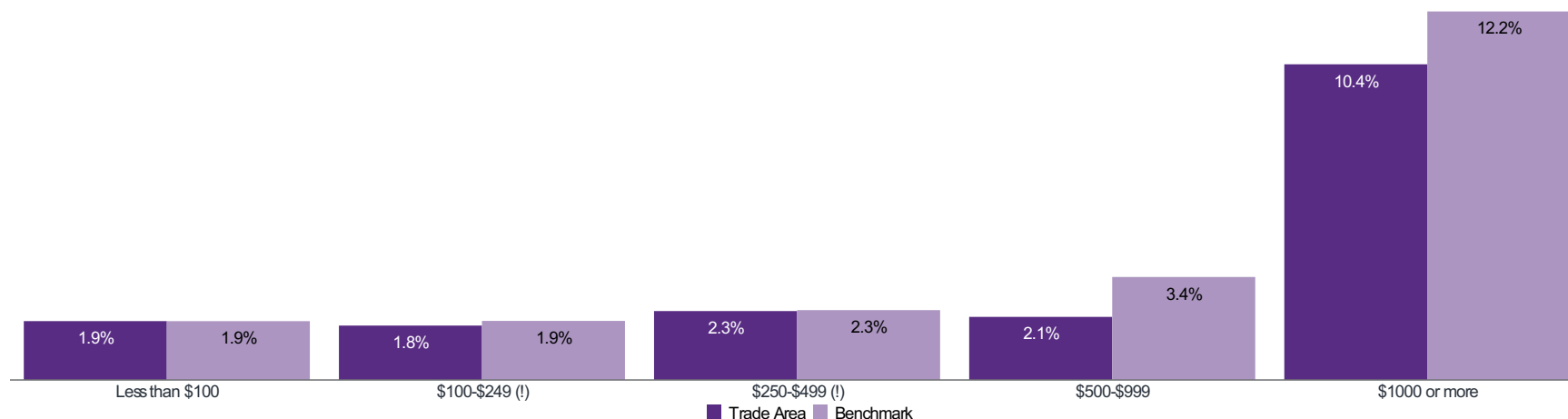
Trade Area:

Total Household Population 18+: 9,934

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	24.5% Index: 120	51.4% Index: 90	12.2% Index: 82	18.9% Index: 105
Purchase preference	34.3% Index: 120	45.3% Index: 87	9.2% Index: 80	18.2% Index: 92
Customer Service	34.8% Index: 114	22.3% Index: 89	5.4% Index: 79	41.0% 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+

Store Loyalty

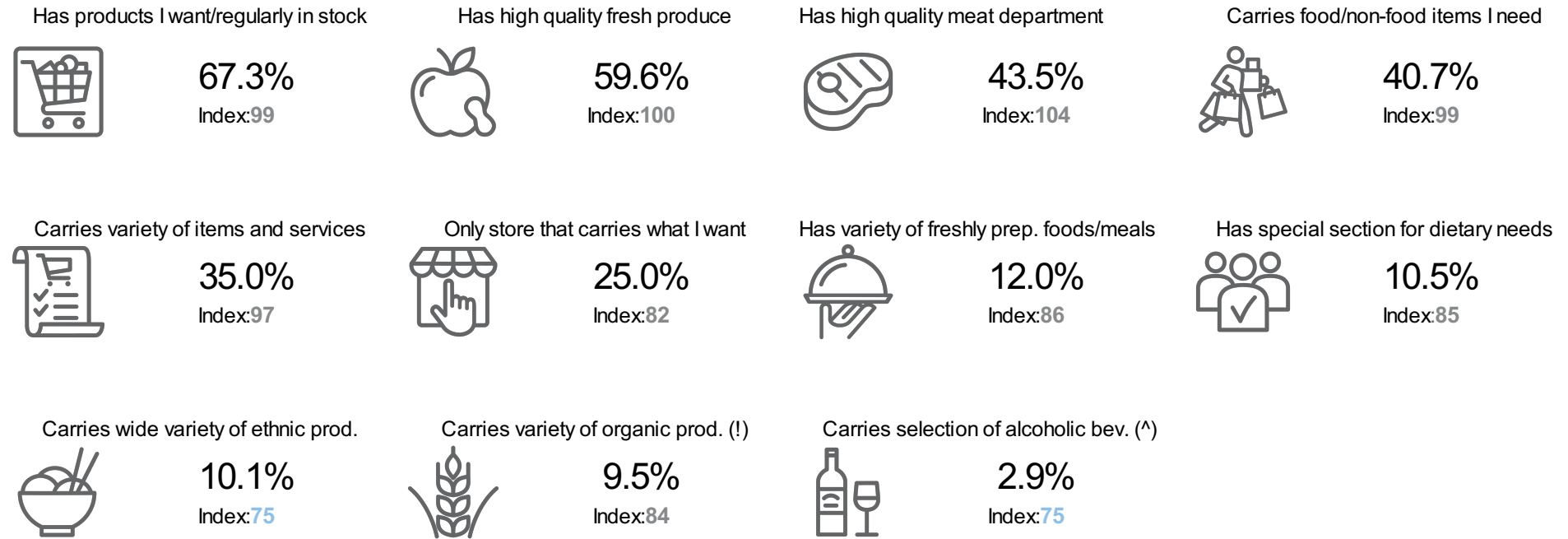
ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Lindsay

Households: 5,694

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: Lindsay

Households: 5,694

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



54.7%

Index: 92

Organized layout makes it easy to shop



41.8%

Index: 100

Easy to get in and get out quickly



41.5%

Index: 97

Staff are friendly and knowledgeable



41.3%

Index: 122

Short checkout lines/fast checkout



33.0%

Index: 93

Has extended hours



23.1%

Index: 84

I like the store ambiance



18.2%

Index: 91

Has self-checkout



9.6%

Index: 70

Offers an online shopping option (!)



5.7%

Index: 65

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: Lindsay

Households: 5,694

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



65.2%

Index: 97

Discover good value when shopping



63.0%

Index: 95

Store has the lowest prices overall



56.4%

Index: 97

Store has a customer loyalty card program



49.3%

Index: 99

Has loyalty prog. app and offers pers. promos



29.1%

Index: 99

I'm loyal to their store brands



22.4%

Index: 97

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	41.7	40.2	0.1 104
Leave the store and buy it elsewhere	29.0	30.9	0.1 94
Purchase another brand	17.9	21.2	0.1 84
Purchase another size or variety of the same brand (!)	11.4	7.7	0.2 148

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 - Lindsay 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%	118,298	100%	0.60%	100	132,851	100%	0.68%	100	91,346	100%	0.47%	100	90,589	100%	0.46%	100	185,346	100%	0.95%	100
3516010	Kawartha Lakes, ON (CY)	69,555	0.36%	44,897	37.95%	64.55%	10684	43,334	32.62%	62.30%	9183	39,811	43.58%	57.24%	12269	40,219	44.40%	57.82%	12499	49,762	26.85%	71.54%	7558
3520005	Toronto, ON (C)	2,577,758	13.16%	7,388	6.25%	0.29%	47	11,033	8.31%	0.43%	63	5,634	6.17%	0.22%	47	4,694	5.18%	0.18%	39	16,007	8.64%	0.62%	66
3515014	Peterborough, ON (CY)	74,182	0.38%	7,554	6.39%	10.18%	1686	8,551	6.44%	11.53%	1699	6,230	6.82%	8.40%	1800	6,011	6.64%	8.10%	1752	12,375	6.68%	16.68%	1762
3518013	Oshawa, ON (CY)	149,776	0.76%	5,393	4.56%	3.60%	596	5,406	4.07%	3.61%	532	3,042	3.33%	2.03%	435	3,303	3.65%	2.21%	477	8,939	4.82%	5.97%	631
3518017	Clarington, ON (MU)	87,503	0.45%	4,175	3.53%	4.77%	790	4,870	3.67%	5.57%	820	3,151	3.45%	3.60%	772	2,863	3.16%	3.27%	707	7,703	4.16%	8.80%	930
3518009	Whitby, ON (T)	117,034	0.60%	2,461	2.08%	2.10%	348	3,794	2.86%	3.24%	478	1,414	1.55%	1.21%	259	2,105	2.32%	1.80%	389	5,063	2.73%	4.33%	457
3518020	Scugog, ON (TP)	18,980	0.10%	2,841	2.40%	14.97%	2478	3,079	2.32%	16.22%	2391	2,191	2.40%	11.54%	2474	2,307	2.55%	12.15%	2627	4,646	2.51%	24.48%	2586
3518039	Brock, ON (TP)	10,368	0.05%	2,548	2.15%	24.57%	4067	2,471	1.86%	23.83%	3512	1,693	1.85%	16.33%	3500	1,994	2.20%	19.23%	4156	3,324	1.79%	32.06%	3387
3519070	Georgina, ON (T)	41,216	0.21%	1,782	1.51%	4.32%	716	1,985	1.49%	4.81%	710	857	0.94%	2.08%	446	1,069	1.18%	2.59%	561	3,287	1.77%	7.97%	842
3519036	Markham, ON (CY)	299,470	1.53%	1,746	1.48%	0.58%	97	1,871	1.41%	0.62%	92	768	0.84%	0.26%	55	604	0.67%	0.20%	44	2,714	1.46%	0.91%	96

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Lindsay - Lindsay 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
10,178	8,851	87.0	8,683	85.3	7,848	77.1	9,044	88.9	9,588	94.2

2019 Lindsay - Lindsay 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	188,515	9,588	5.1	178,927	94.9

2020 Lindsay - Lindsay 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%	69,571	100%	0.36%	100	94,468	100%	0.48%	100	79,983	100%	0.41%	100	73,492	100%	0.38%	100	140,889	100%	0.72%	100
3516010	Kawartha Lakes, ON (CY)	69,555	0.36%	35,847	51.53%	51.54%	14505	36,284	38.41%	52.17%	10813	36,495	45.63%	52.47%	12845	38,719	52.68%	55.67%	14831	45,773	32.49%	65.81%	9146
3520005	Toronto, ON (C)	2,577,758	13.16%	3,465	4.98%	0.13%	38	8,549	9.05%	0.33%	69	5,362	6.70%	0.21%	51	3,311	4.51%	0.13%	34	11,900	8.45%	0.46%	64
3515014	Peterborough, ON (CY)	74,182	0.38%	4,148	5.96%	5.59%	1574	4,968	5.26%	6.70%	1388	4,659	5.83%	6.28%	1538	4,112	5.60%	5.54%	1477	8,670	6.15%	11.69%	1624
3518013	Oshawa, ON (CY)	149,776	0.76%	3,014	4.33%	2.01%	566	4,407	4.66%	2.94%	610	2,904	3.63%	1.94%	475	2,066	2.81%	1.38%	368	7,073	5.02%	4.72%	656
3518017	Clarington, ON (MU)	87,503	0.45%	1,870	2.69%	2.14%	602	3,593	3.80%	4.11%	851	2,900	3.63%	3.31%	811	1,807	2.46%	2.07%	550	6,014	4.27%	6.87%	955
3518020	Scugog, ON (TP)	18,980	0.10%	1,456	2.09%	7.67%	2160	2,075	2.20%	10.93%	2266	1,658	2.07%	8.74%	2139	1,735	2.36%	9.14%	2436	3,313	2.35%	17.46%	2426
3518009	Whitby, ON (T)	117,034	0.60%	1,360	1.95%	1.16%	327	1,423	1.51%	1.22%	252	1,961	2.45%	1.68%	410	1,081	1.47%	0.92%	246	3,224	2.29%	2.75%	383
3515015	Selwyn, ON (TP)	14,942	0.08%	959	1.38%	6.42%	1806	1,421	1.50%	9.51%	1971	1,901	2.38%	12.73%	3115	1,629	2.22%	10.91%	2906	2,820	2.00%	18.87%	2623
3518039	Brock, ON (TP)	10,368	0.05%	1,338	1.92%	12.90%	3631	1,532	1.62%	14.78%	3063	1,627	2.03%	15.69%	3841	1,514	2.06%	14.60%	3890	2,641	1.87%	25.47%	3540
3519070	Georgina, ON (T)	41,216	0.21%	579	0.83%	1.41%	396	1,364	1.44%	3.31%	686	1,018	1.27%	2.47%	605	750	1.02%	1.82%	485	2,230	1.58%	5.41%	752

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Lindsay - Lindsay 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
10,178	7,561	74.3	7,010	68.9	7,510	73.8	7,606	74.7	8,225	80.8

2020 Lindsay - Lindsay 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	141,919	8,225	5.8	133,694	94.2

2021 Lindsay - Lindsay 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%	60,346	100%	0.31%	100	118,726	100%	0.61%	100	90,320	100%	0.46%	100	69,136	100%	0.35%	100	153,976	100%	0.79%	100
3516010	Kawartha Lakes, ON (CY)	69,555	0.36%	29,233	48.44%	42.03%	13637	38,370	32.32%	55.17%	9098	37,907	41.97%	54.50%	11815	36,762	53.17%	52.85%	14969	43,064	27.97%	61.91%	7873
3520005	Toronto, ON (C)	2,577,758	13.16%	3,311	5.49%	0.13%	42	13,058	11.00%	0.51%	84	6,797	7.53%	0.26%	57	2,957	4.28%	0.11%	32	16,411	10.66%	0.64%	81
3515014	Peterborough, ON (CY)	74,182	0.38%	3,664	6.07%	4.94%	1603	5,718	4.82%	7.71%	1271	4,131	4.57%	5.57%	1207	3,757	5.43%	5.06%	1434	9,370	6.09%	12.63%	1606
3518013	Oshawa, ON (CY)	149,776	0.76%	2,435	4.04%	1.63%	528	4,004	3.37%	2.67%	441	3,448	3.82%	2.30%	499	2,740	3.96%	1.83%	518	6,707	4.36%	4.48%	569
3518017	Clarington, ON (MU)	87,503	0.45%	2,131	3.53%	2.44%	790	4,263	3.59%	4.87%	803	3,522	3.90%	4.03%	873	1,643	2.38%	1.88%	532	6,365	4.13%	7.27%	925
3518009	Whitby, ON (T)	117,034	0.60%	896	1.49%	0.77%	249	2,691	2.27%	2.30%	379	2,311	2.56%	1.97%	428	1,300	1.88%	1.11%	315	3,781	2.46%	3.23%	411
3518020	Scugog, ON (TP)	18,980	0.10%	1,184	1.96%	6.24%	2023	2,694	2.27%	14.20%	2341	1,607	1.78%	8.47%	1836	1,724	2.49%	9.08%	2573	3,459	2.25%	18.22%	2317
3515015	Selwyn, ON (TP)	14,942	0.08%	1,231	2.04%	8.24%	2673	2,130	1.79%	14.26%	2351	1,456	1.61%	9.74%	2112	1,438	2.08%	9.62%	2725	2,926	1.90%	19.58%	2490
3519070	Georgina, ON (T)	41,216	0.21%	650	1.08%	1.58%	511	2,035	1.71%	4.94%	814	1,257	1.39%	3.05%	661	607	0.88%	1.47%	417	2,630	1.71%	6.38%	811
3518039	Brock, ON (TP)	10,368	0.05%	1,631	2.70%	15.73%	5103	1,193	1.00%	11.50%	1897	1,776	1.97%	17.13%	3713	1,399	2.02%	13.49%	3821	2,470	1.60%	23.83%	3030

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Lindsay - Lindsay 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
10,178	6,885	67.6	7,379	72.5	7,128	70.0	7,183	70.6	7,859	77.2

2021 Lindsay - Lindsay Visitors Within vs Outside Trade Area
Benchmark: Canada

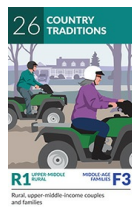
Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	156,241	7,859	5.0	148,382	95.0

Top 5 segments represent **42.5%** of customers in Southern Ontario



Rank: 1
Customers: 17,560
Customers %: 13.41
% in Benchmark: 3.10
Index: 433

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: 14,964
Customers %: 11.43
% in Benchmark: 4.95
Index: 231

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



Rank: 3
Customers: 11,365
Customers %: 8.68
% in Benchmark: 1.10
Index: 789

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



Rank: 4
Customers: 6,005
Customers %: 4.58
% in Benchmark: 4.73
Index: 97

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: 5,794
Customers %: 4.42
% in Benchmark: 1.79
Index: 247

Slow-Lane Suburbs consists of a mix of older and mature singles and couples living in the suburbs of midsize cities like Thunder Bay, Cape Breton, St. John's and Sault Ste. Marie. Most maintainers are over 55, and those still in the labour force typically hold service sector and white-collar jobs in health, food services, sales or retail. With their high school and college educations yielding middle incomes, nearly three-quarters of adults are owners of relatively inexpensive homes. Many are aging in place in a single, semi or duplex in an older neighbourhood. In Slow-Lane Suburbs, two-thirds of households consist of only one or two people. Content in their established communities, more than three-quarters of residents are third-plus-generation Canadians, and they enjoy time-honoured outdoor activities like fishing, hunting and camping. And many have time on their hands to travel to Atlantic Canada and snowbird destinations in Florida. For excitement, they like attending an auto race or golf event. Marketers can reach them with a message that aligns with their belief in Saving on Principle, emphasizing products and services for the frugal minded.