

# Community Profile: Warton – Downtown Warton BIA

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



**ENVIRONICS**  
ANALYTICS

Confidential

Date: February 16, 2022

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Warton - Downtown Warton BIA  
Main Street Boundary and Trade Area



- 15 - Min Walk Time
- Main Street Boundary

## Demographics, PRIZM Profile, and Psychographics

# Demographics | Population & Households

Trade Area: Warton - Downtown Warton BIA

## POPULATION

1,113

## HOUSEHOLDS

477

## MEDIAN MAINTAINER AGE

59

Index: 109

## MARITAL STATUS



50.9%

Index: 88

Married/Common-Law

## FAMILY STATUS\*

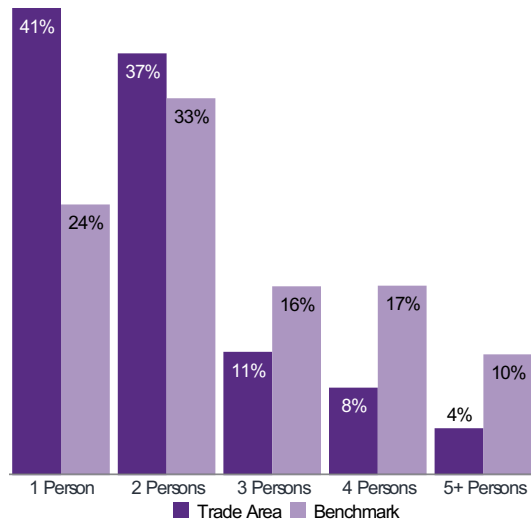


49.1%

Index: 131

Couples Without Children At Home

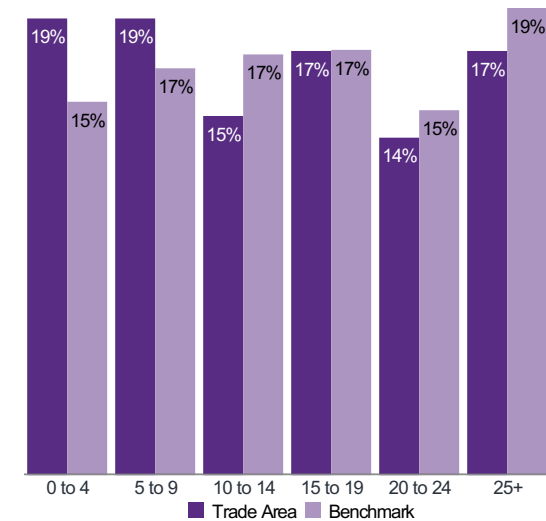
## HOUSEHOLD SIZE



## POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	46	4.1	82
5 to 9	53	4.8	88
10 to 14	47	4.2	74
15 to 19	43	3.9	65
20 to 24	48	4.3	65
25 to 29	53	4.8	68
30 to 34	62	5.6	84
35 to 39	68	6.1	95
40 to 44	60	5.4	87
45 to 49	55	4.9	79
50 to 54	69	6.2	95
55 to 59	84	7.5	104
60 to 64	93	8.4	124
65 to 69	91	8.2	145
70 to 74	79	7.1	148
75 to 79	63	5.7	171
80 to 84	40	3.6	165
85+	60	5.4	244

## 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+

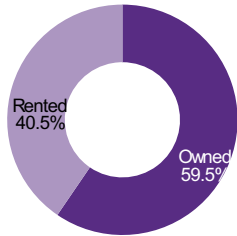
# Demographics | Housing & Income



Trade Area: Wiarton - Downtown Wiarton BIA

Population: 1,113 | Households: 477

## TENURE



## STRUCTURE TYPE



**74.6%**  
Index:96

Houses



**23.3%**  
Index:105

Apartments

## AGE OF HOUSING\*

**60+ Years Old**

% Comp:50.1 Index: 242

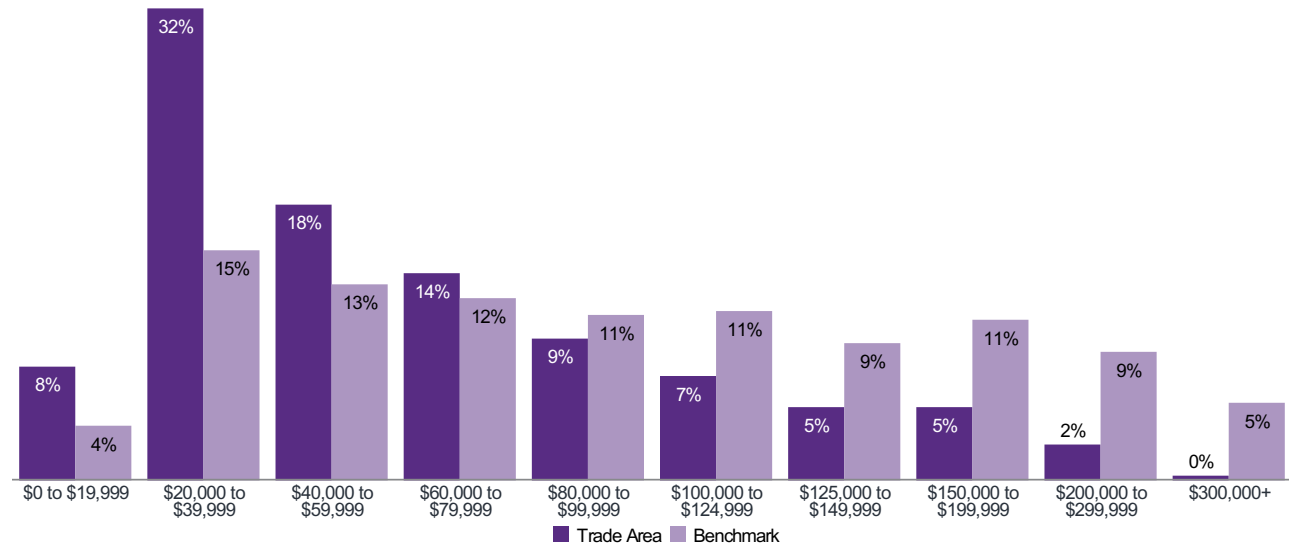
## AVERAGE HOUSEHOLD INCOME



**\$65,599**

Index:57

## HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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\*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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# Demographics | Education & Employment

Trade Area: Warton - Downtown Warton BIA

Population: 1,113 | Households: 477

## EDUCATION



11.3%

Index:42

University Degree

## LABOUR FORCE PARTICIPATION



62.0%

Index:95

Participation Rate

## METHOD OF TRAVEL TO WORK: TOP 2\*



35.0%

Index:96

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

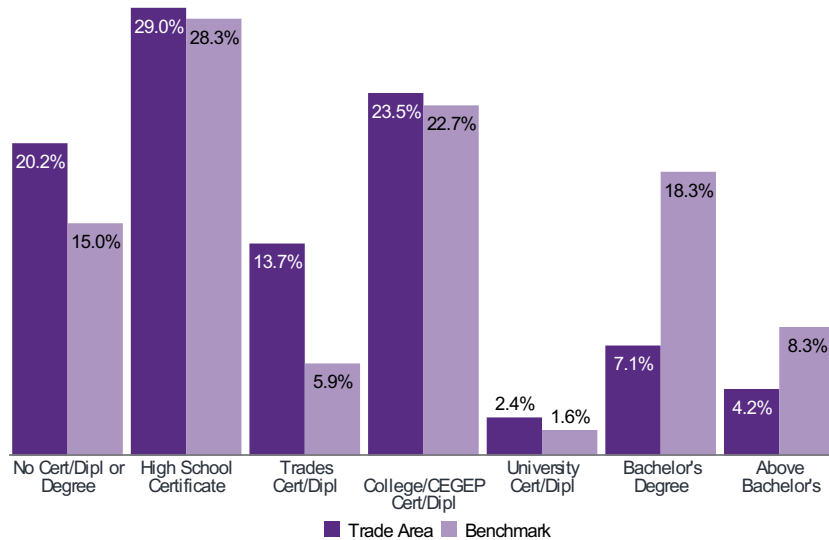


4.5%

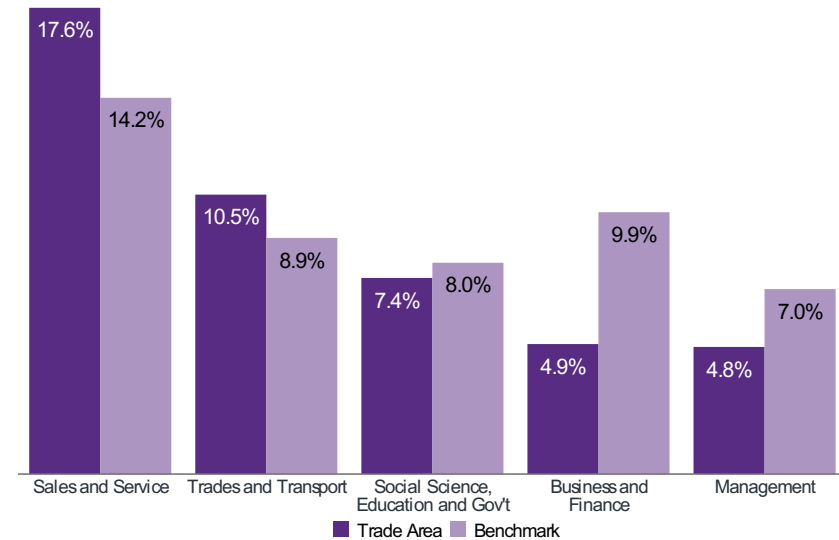
Index:147

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

## EDUCATIONAL ATTAINMENT



## OCCUPATIONS: TOP 5\*



Benchmark: Southern Ontario

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\*Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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# Demographics | Diversity

Trade Area: Warton - Downtown Warton BIA

Population: 1,113 | Households: 477

## ABORIGINAL IDENTITY



**7.1%**  
Index: **302**

## VISIBLE MINORITY PRESENCE



**0.7%**  
Index: **2**

Belong to a visible minority group

## NON-OFFICIAL LANGUAGE



**0.0%**  
Index: **0**

No knowledge of English or French

## IMMIGRATION



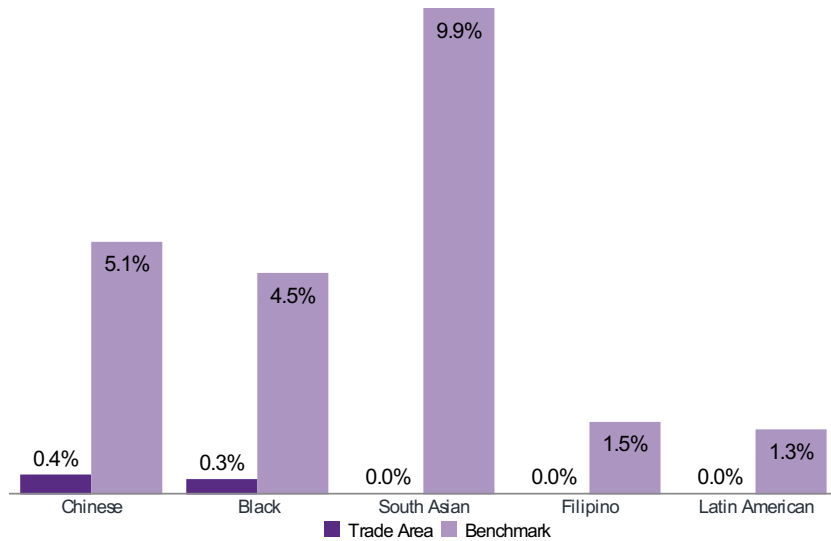
**8.3%**  
Index: **31**

Born outside Canada

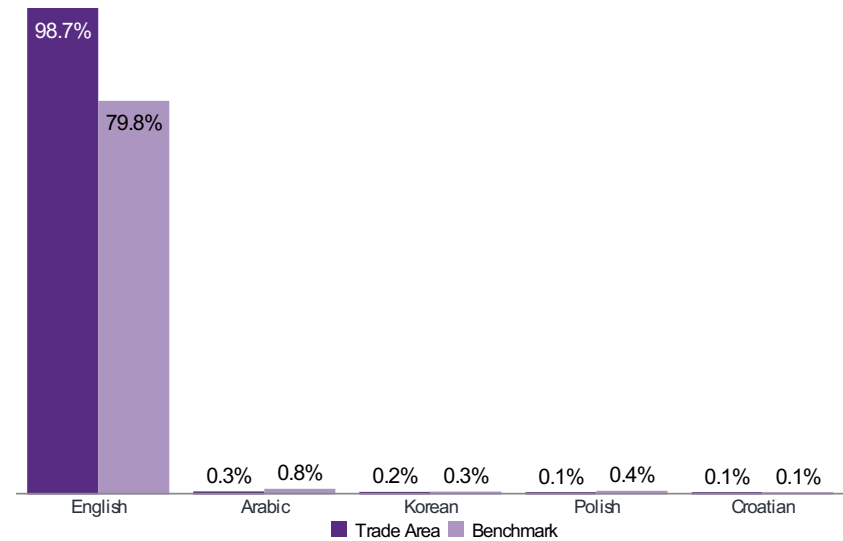
## PERIOD OF IMMIGRATION\*

**Before 2001**  
7.0% Index: **50**

## 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+
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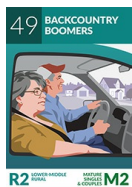


Top 5 segments represent **96.7%** of households in Warton - Downtown Warton BIA



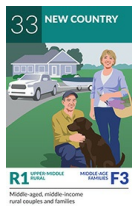
Rank: 1  
 Hhlds: 411  
 Hhld %: 86.11  
 % in Benchmark: 3.11  
 Index: 2,769

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



Rank: 2  
 Hhlds: 16  
 Hhld %: 3.35  
 % in Benchmark: 1.22  
 Index: 274

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.



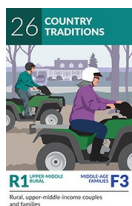
Rank: 3  
 Hhlds: 13  
 Hhld %: 2.66  
 % in Benchmark: 2.74  
 Index: 97

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: 4  
 Hhlds: 12  
 Hhld %: 2.53  
 % in Benchmark: 2.38  
 Index: 106

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



Rank: 5  
 Hhlds: 10  
 Hhld %: 2.04  
 % in Benchmark: 4.83  
 Index: 42

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).

Trade Area: Warton - Downtown Warton BIA

## Strong Values

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## Weak Values

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Confidence in Big Business	65
Importance of Aesthetics	65
Consumption Evangelism	66
Sexual Permissiveness	67
Skepticism Toward Small Business	67

## 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.

### Cultural Assimilation

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

## Descriptions | Top 3 Weak Values

### Status via Home

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

### 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.

### Advertising as Stimulus

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

Benchmark: Ontario

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

# Financial | WealthScapes Overview

Trade Area: Wiaraton - Downtown Wiaraton BIA

WealthScapes Households: 481

## INCOME\*

Household Income

**\$ 65,265**

Index: **56**

Household Disposable Income

**\$ 55,169**

Index: **60**

Household Discretionary Income

**\$ 36,924**

Index: **57**

Annual RRSP Contributions

**\$ 1,610**

Index: **45**

## WEALTH\*



Net Worth

% Holders

99.6% Index: **100**

Balance

**\$314,419**

Index: **43**

## ASSETS\*



Savings

% Holders

94.6% Index: **99**

Balance

**\$42,457**

Index: **56**



Investments

% Holders

48.4% Index: **81**

Balance

**\$196,550**

Index: **58**



Unlisted Shares

% Holders

8.9% Index: **72**

Balance

**\$87,331**

Index: **27**



Real Estate

% Holders

62.2% Index: **82**

Balance

**\$375,369**

Index: **50**



Liquid Assets

% Holders

97.5% Index: **99**

Balance

**\$162,292**

Index: **49**

## DEBT\*



Consumer Debt

% Holders

88.6% Index: **97**

Balance

**\$44,204**

Index: **67**



Mortgage Debt

% Holders

34.3% Index: **74**

Balance

**\$137,381**

Index: **46**

## FINANCIAL RATIO



Debt:Asset

% Holders

0.22% Index: **102**

Benchmark: Southern Ontario

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% Holders represent where customers are found.

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

Index Colours: <80 80 - 110 110+

## FINANCIAL RATIOS\*



Debt: Asset

0.22

Index: 102



Debt: Liquid Assets

0.55

Index: 89



Consumer Debt - Discr. Income

1.06

Index: 113



Savings - Investments

0.66

Index: 110



Pension - Non-Pension Assets

0.48

Index: 221



Real Estate Assets - Liq. Assets

1.47

Index: 84



Mortgage - Real Estate Assets

0.20

Index: 83



Mortgage - Consumer Debt

1.20

Index: 52

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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# Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Warton - Downtown Warton BIA

Households: 477

**Total Aggregate Current Consumption: \$24,548,057**

## Average Current Consumption

**\$51,463**

Index **63**

## Average Household Income

**\$67,035**

Index **58**

## Average Disposable Income

**\$55,635**

Index **62**

<p><b>Shelter</b></p> <p>Avg. Dollars/Household: <b>\$13,411</b> Index <b>64</b></p> <p>Pct. of Total Expenditure: <b>26.1%</b> Index <b>101</b></p>	<p><b>Transportation</b></p> <p>Avg. Dollars/Household: <b>\$9,060</b> Index <b>66</b></p> <p>Pct. of Total Expenditure: <b>17.6%</b> Index <b>104</b></p>	<p><b>Food</b></p> <p>Avg. Dollars/Household: <b>\$8,877</b> Index <b>69</b></p> <p>Pct. of Total Expenditure: <b>17.2%</b> Index <b>110</b></p>
<p><b>Household Operation</b></p> <p>Avg. Dollars/Household: <b>\$4,104</b> Index <b>72</b></p> <p>Pct. of Total Expenditure: <b>8.0%</b> Index <b>114</b></p>	<p><b>Health Care</b></p> <p>Avg. Dollars/Household: <b>\$4,000</b> Index <b>73</b></p> <p>Pct. of Total Expenditure: <b>7.8%</b> Index <b>116</b></p>	<p><b>Tobacco and Alcohol</b></p> <p>Avg. Dollars/Household: <b>\$2,706</b> Index <b>76</b></p> <p>Pct. of Total Expenditure: <b>5.3%</b> Index <b>121</b></p>
<p><b>Recreation</b></p> <p>Avg. Dollars/Household: <b>\$2,132</b> Index <b>45</b></p> <p>Pct. of Total Expenditure: <b>4.1%</b> Index <b>71</b></p>	<p><b>Household Furnishings</b></p> <p>Avg. Dollars/Household: <b>\$1,923</b> Index <b>48</b></p> <p>Pct. of Total Expenditure: <b>3.7%</b> Index <b>77</b></p>	<p><b>Clothing</b></p> <p>Avg. Dollars/Household: <b>\$1,772</b> Index <b>54</b></p> <p>Pct. of Total Expenditure: <b>3.4%</b> Index <b>85</b></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

Trade Area:Warton - Downtown Warton BIA

Households:477

<b>Average Household Income</b> <b>\$67,035</b> Index <b>58</b>	<b>Average Food Expenditure</b> <b>\$8,877</b> Index <b>69</b>	<b>Average Spend on Food from Restaurants</b> <b>\$2,304</b> Index <b>57</b>	<b>Average Spend on Food from Stores</b> <b>\$6,573</b> Index <b>75</b>
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**Total Aggregate Food Expenditure: \$ 4,234,362**

 <p><b>Bakery</b> Avg. Dollars/Household: <b>\$691</b> (Index <b>79</b>) Pct. of Total Expenditure: <b>10.5%</b> (Index <b>106</b>)</p>	 <p><b>Cereal Products</b> Avg. Dollars/Household: <b>\$362</b> (Index <b>71</b>) Pct. of Total Expenditure: <b>5.5%</b> (Index <b>95</b>)</p>	 <p><b>Fruit and nuts</b> Avg. Dollars/Household: <b>\$691</b> (Index <b>63</b>) Pct. of Total Expenditure: <b>10.5%</b> (Index <b>84</b>)</p>
 <p><b>Vegetables</b> Avg. Dollars/Household: <b>\$634</b> (Index <b>69</b>) Pct. of Total Expenditure: <b>9.6%</b> (Index <b>91</b>)</p>	 <p><b>Dairy products &amp; Eggs</b> Avg. Dollars/Household: <b>\$967</b> (Index <b>75</b>) Pct. of Total Expenditure: <b>14.7%</b> (Index <b>101</b>)</p>	 <p><b>Meat</b> Avg. Dollars/Household: <b>\$1,304</b> (Index <b>83</b>) Pct. of Total Expenditure: <b>19.8%</b> (Index <b>110</b>)</p>
 <p><b>Fish &amp; Seafood</b> Avg. Dollars/Household: <b>\$193</b> (Index <b>66</b>) Pct. of Total Expenditure: <b>2.9%</b> (Index <b>88</b>)</p>	 <p><b>Beverages &amp; Other Food</b> Avg. Dollars/Household: <b>\$1,731</b> (Index <b>78</b>) Pct. of Total Expenditure: <b>26.3%</b> (Index <b>105</b>)</p>	

Benchmark: Southern Ontario

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Displaying the top FoodSpends 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



## Activities Look Forward To Doing

	%	Base %	Index
<b>Socializing</b>			
Dating	6.7	11.0	61
Going to restaurants, bars or night clubs	52.0	55.1	94
Having physical Contact with family and friends	63.0	57.7	109
Participating in group activities	36.5	38.7	94
Partying	13.4	15.8	85
Seeing family and friends in person	65.2	62.8	104
<b>Entertainment</b>			
Attending events, festivals or concerts	34.6	42.9	81
Attending sports events (excludes professional sports)	11.7	18.2	64
Attending to professional sports events or games	22.6	25.4	89
Going to the movies	31.4	45.7	69
<b>Movement &amp; Travel</b>			
Driving more	18.9	16.1	117
Shopping in-store	36.2	42.9	84
Spending time outdoors	26.6	32.5	82
Travelling outside of Canada/ abroad	39.2	53.2	74
Travelling within Canada	48.8	49.9	98
Using public transit	7.1	13.7	52
<b>Personal</b>			
Getting back to old habits	36.0	36.2	99
Going to a salon, barber shop or spa	33.9	33.7	100
Going to the gym	25.2	22.6	112
<b>Education/Work</b>			
Children going back to school	17.1	20.3	84
Going back to work	14.0	17.6	79
<b>Other</b>			
Not Stated	0.3	0.6	60

Benchmark: Southern Ontario

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(Base used for Index calculations)

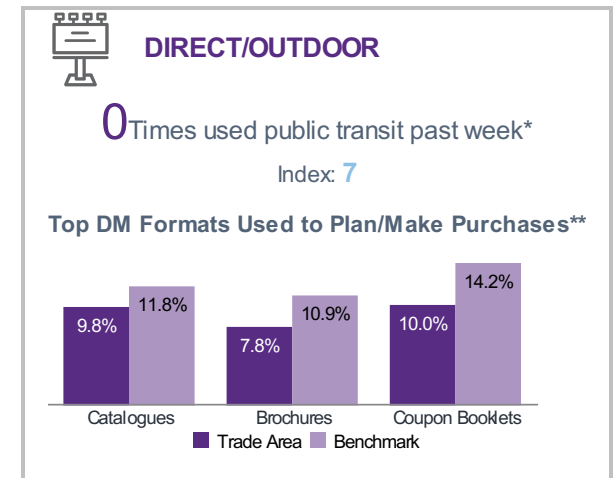
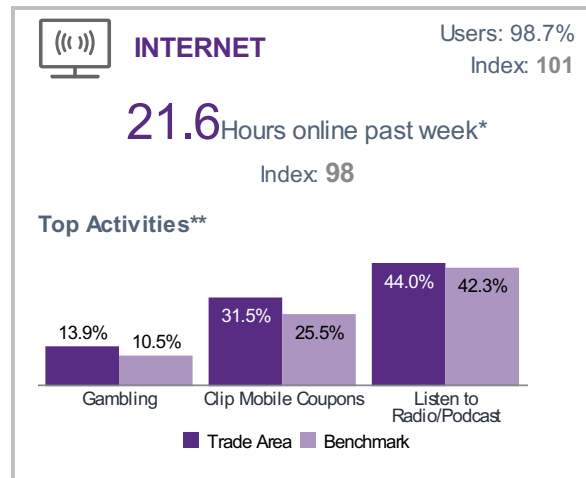
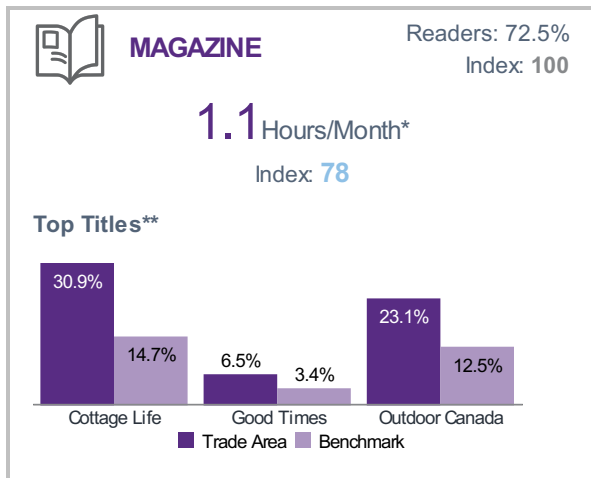
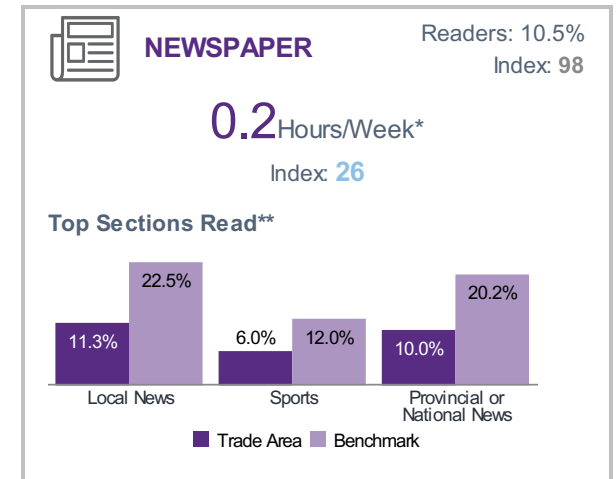
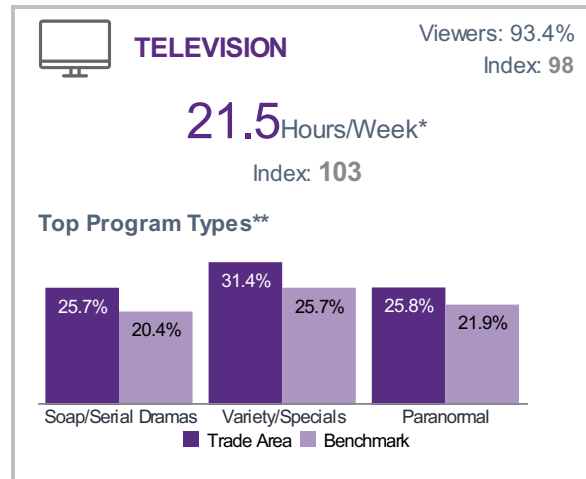
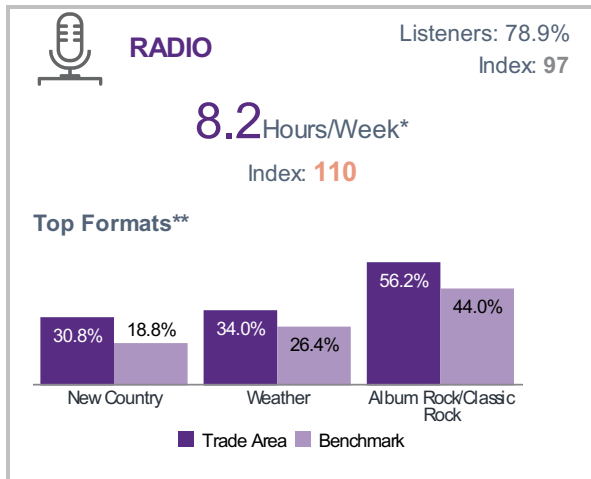
Index Colours:	<80	80 - 110	110+
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## Media and Social Media Overview

# Behavioural | Media Overview

Trade Area: Warton - Downtown Warton BIA

Household Population 14+: 880



Benchmark: Southern Ontario

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\* Consumption values based to variable's incidence count.

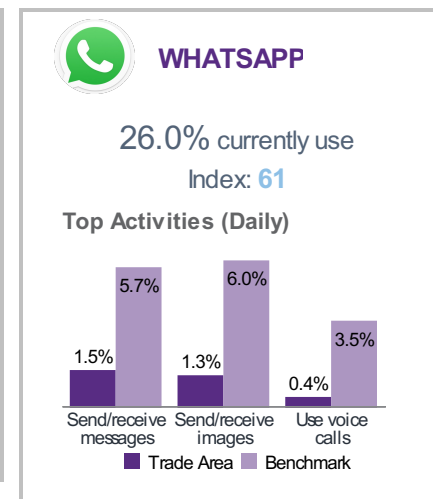
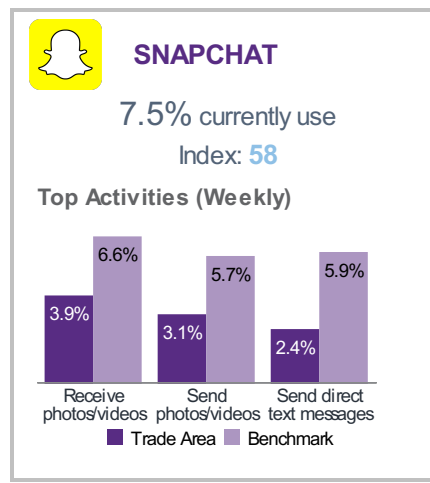
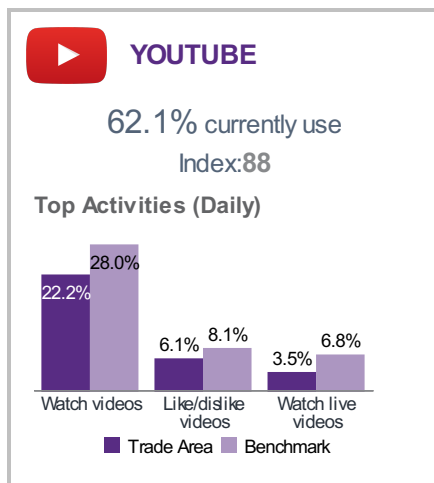
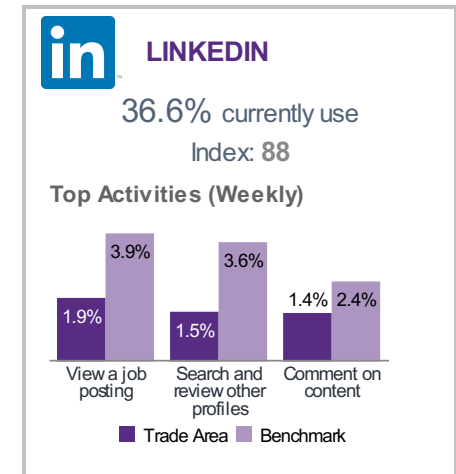
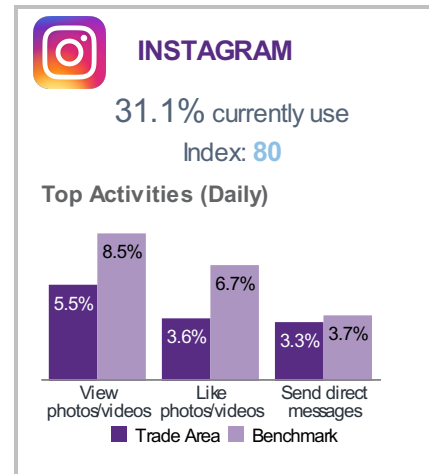
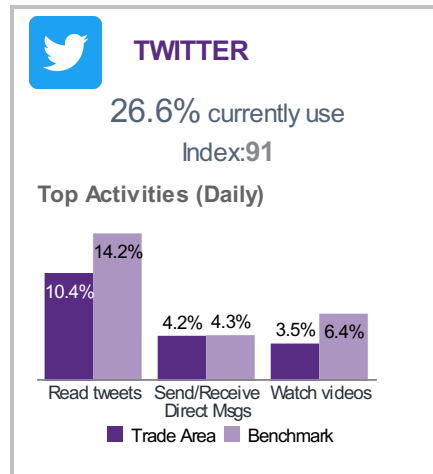
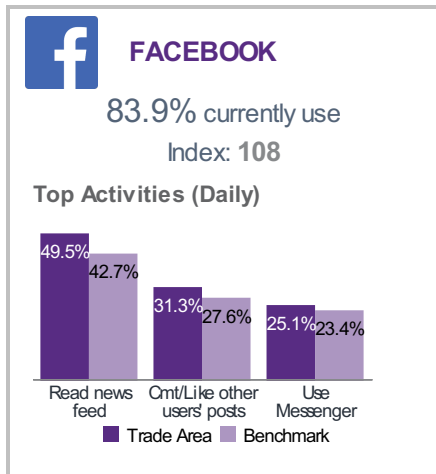
\*\* Chosen from index ranking with minimum 5% composition.



# Opticks Social | Social Media Activities

Trade Area: Warton - Downtown Warton BIA

Household Population 18+: 845



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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

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

Trade Area: Wiarion - Downtown Wiarion BIA

Household Population 18+: 845

## FRIENDS IN ALL SM NETWORKS



0-49 friends

## FREQUENCY OF USE (DAILY)



Facebook

## BRAND INTERACTION



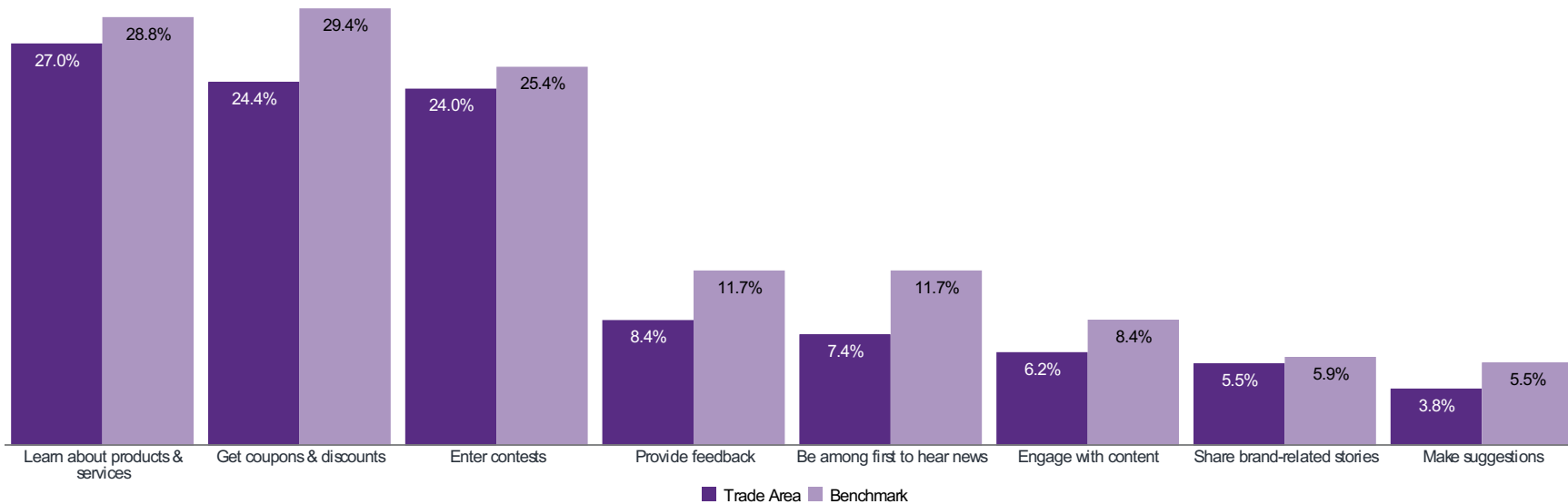
Like brand on Facebook

## NO. OF BRANDS INTERACTED



2-5 brands

## REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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

Chosen and ranked by percent composition

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

Trade Area: Warton - Downtown Warton BIA

Total Household Population 18+:845



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

% Comp **93.6** Index **107**



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

% Comp **39.7** Index **82**



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

% Comp **87.4** Index **104**



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

% Comp **30.4** Index **74**



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

% Comp **45.0** Index **79**



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

% Comp **20.7** Index **69**

Benchmark: Southern Ontario

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Ranked by percent composition.

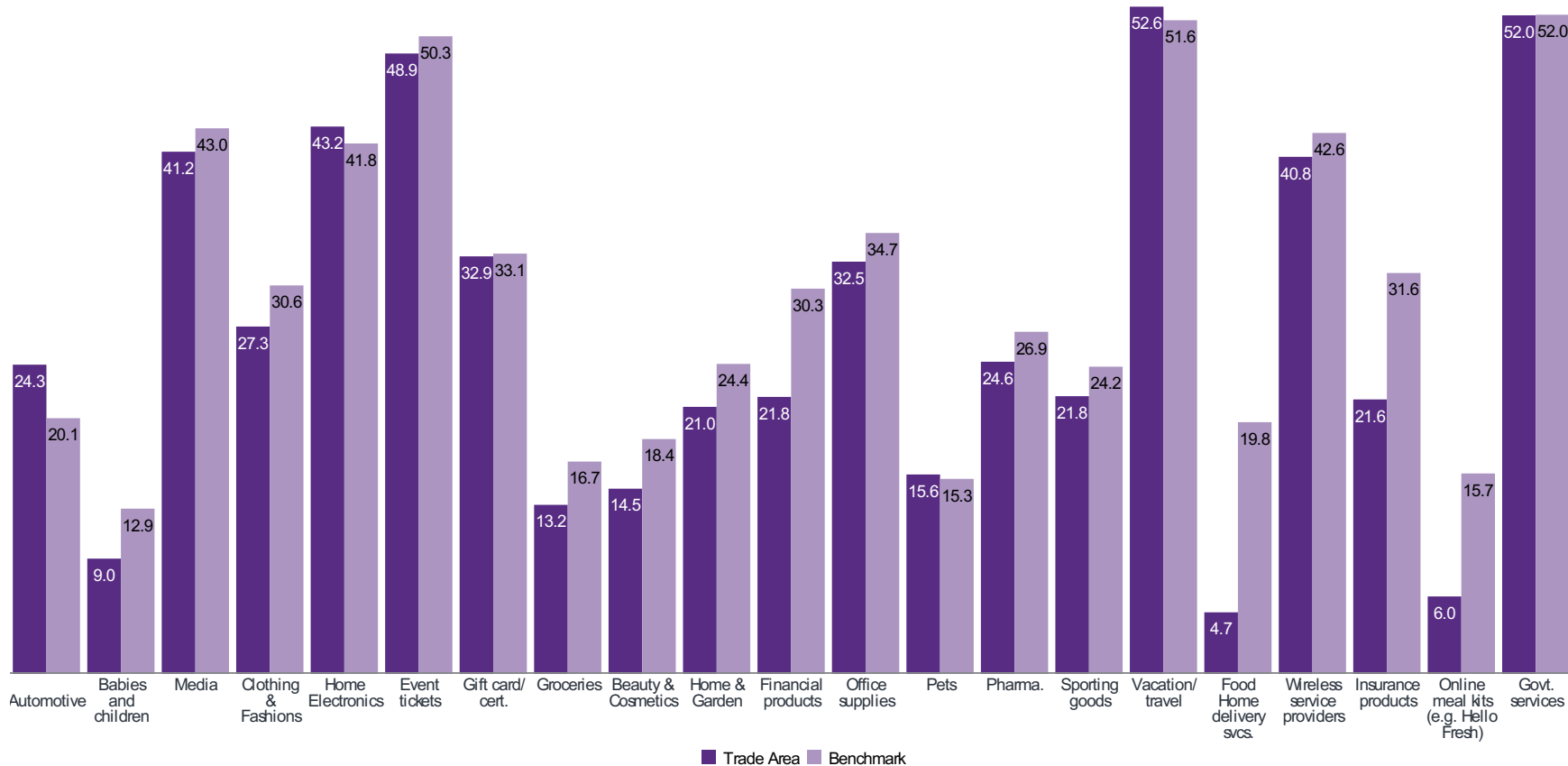
Index Colours:	<80	80 - 110	110+
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# Opticks eShopper | Purchase Preference by Category

Trade Area: Warton - Downtown Warton BIA

Total Household Population 18+:845

## ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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# Opticks eShopper | Clothing & Fashions Deep Dive

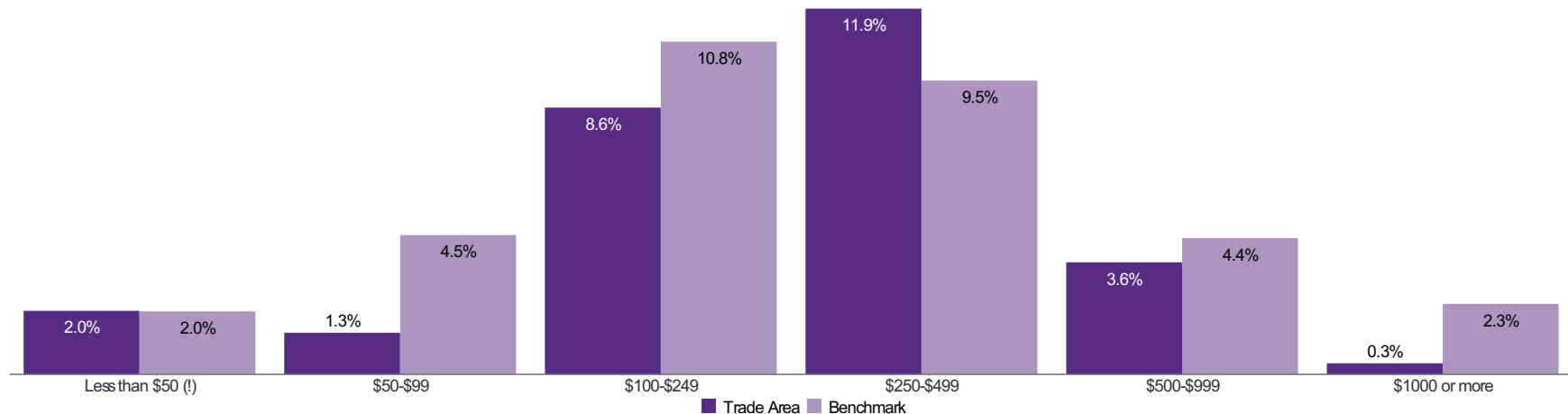
Trade Area: Warton - Downtown Warton BIA

Total Household Population 18+: 845

## BEHAVIOURAL PREFERENCES BY CHANNEL

 CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	65.0% Index:106	30.5% Index:83	11.3% Index:91	1.6% Index:50
Purchase preference	78.4% Index:104	27.3% Index:89	5.5% Index:56	1.3% Index:49
Customer Service	69.4% Index:112	18.5% Index:103	4.2% Index:74	20.3% Index:93

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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# Opticks eShopper | Home Electronics & Computers Deep Dive

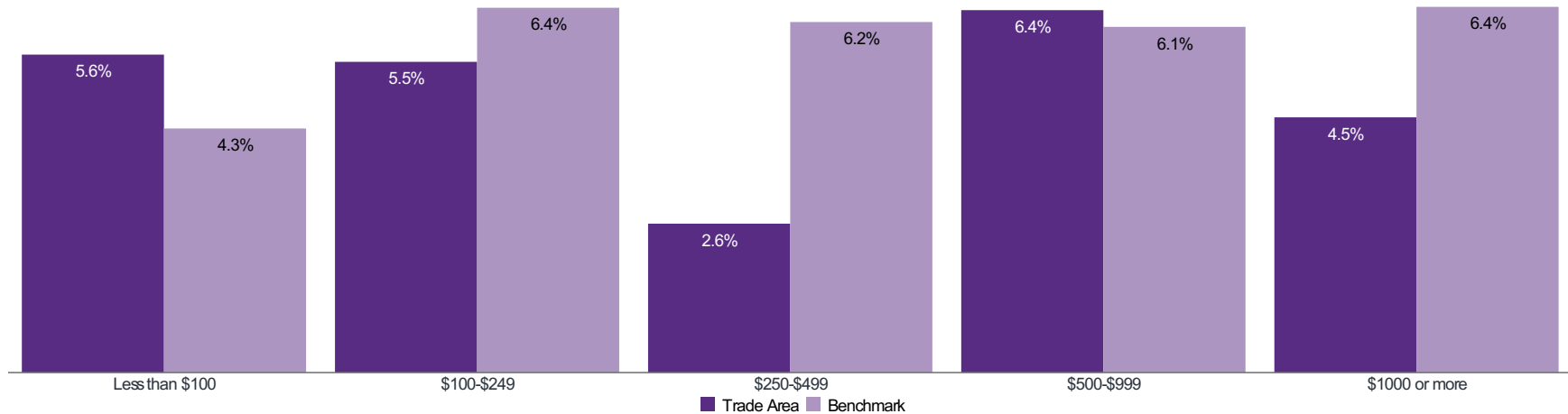
Trade Area: Wiarion - Downtown Wiarion BIA

Total Household Population 18+: 845

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>HOME ELECTRONICS &amp; COMPUTERS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
	Gather information	55.7% Index: 111	54.6% Index: 100	13.5% Index: 87
Purchase preference	75.2% Index: 110	43.2% Index: 103	6.2% Index: 56	7.0% Index: 109
Customer Service	66.9% Index: 119	17.1% Index: 69	4.0% Index: 54	40.2% Index: 109

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

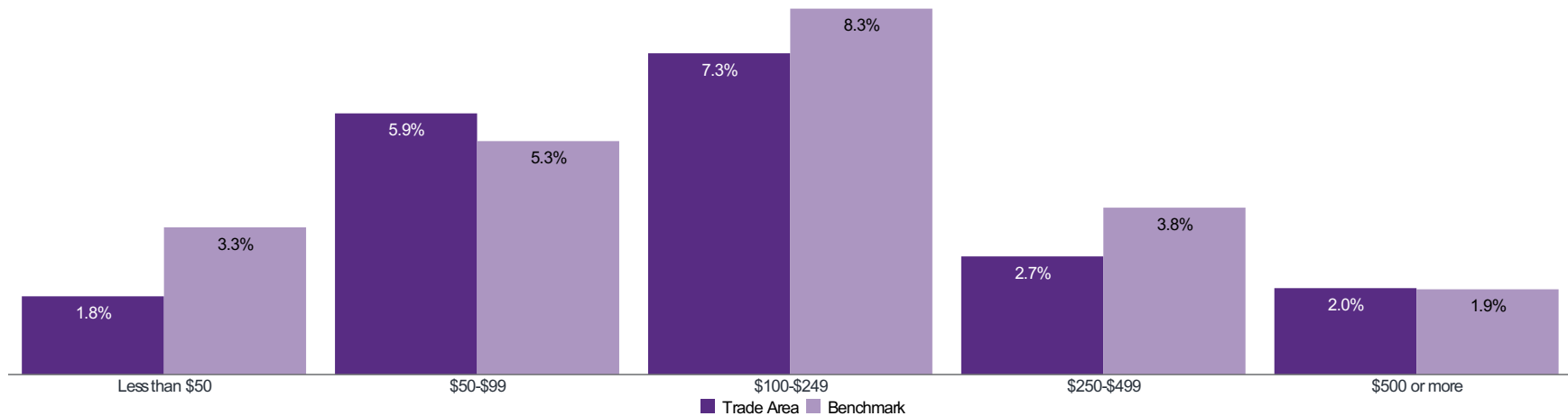
Trade Area: Wiarion - Downtown Wiarion BIA

Total Household Population 18+: 845

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>GIFT CARDS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	56.8% Index: 119	31.7% Index: 90	9.6% Index: 88	4.5% Index: 127
Purchase preference	69.4% Index: 115	32.9% Index: 99	6.2% Index: 70	3.7% Index: 118
Customer Service	53.0% Index: 125	18.7% Index: 91	4.9% Index: 80	27.8% Index: 100

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

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


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

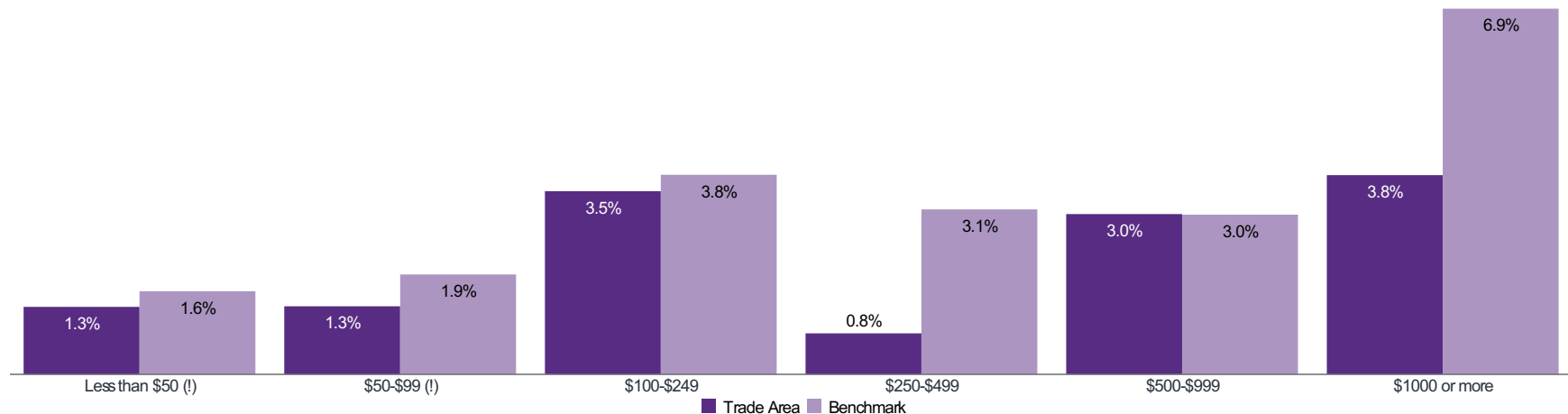
Trade Area: Warton - Downtown Warton BIA

Total Household Population 18+: 845

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>GROCERIES</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	80.0% Index: <b>111</b>	21.8% Index: <b>88</b>	8.6% Index: <b>78</b>	1.9% Index: <b>69</b>
Purchase preference	92.2% Index: <b>110</b>	13.2% Index: <b>79</b>	2.8% Index: <b>46</b>	1.1% Index: <b>46</b>
Customer Service	83.7% Index: <b>120</b>	6.1% Index: <b>53</b>	1.3% Index: <b>32</b>	14.7% Index: <b>78</b>

## 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

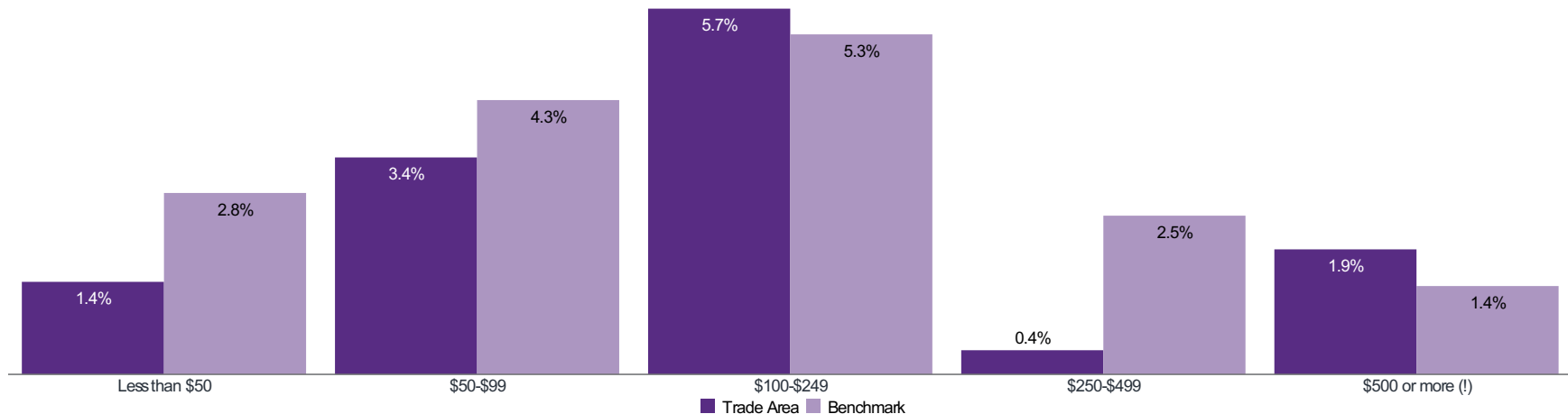
Trade Area: Wiarion - Downtown Wiarion BIA

Total Household Population 18+: 845

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>BEAUTY &amp; COSMETICS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	34.5% Index:97	18.0% Index:82	4.6% Index:57	2.2% Index:78
Purchase preference	45.7% Index:99	14.5% Index:79	2.2% Index:35	1.3% Index:57
Customer Service	39.8% Index:110	10.3% Index:82	0.9% Index:22	11.0% Index:75

## 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

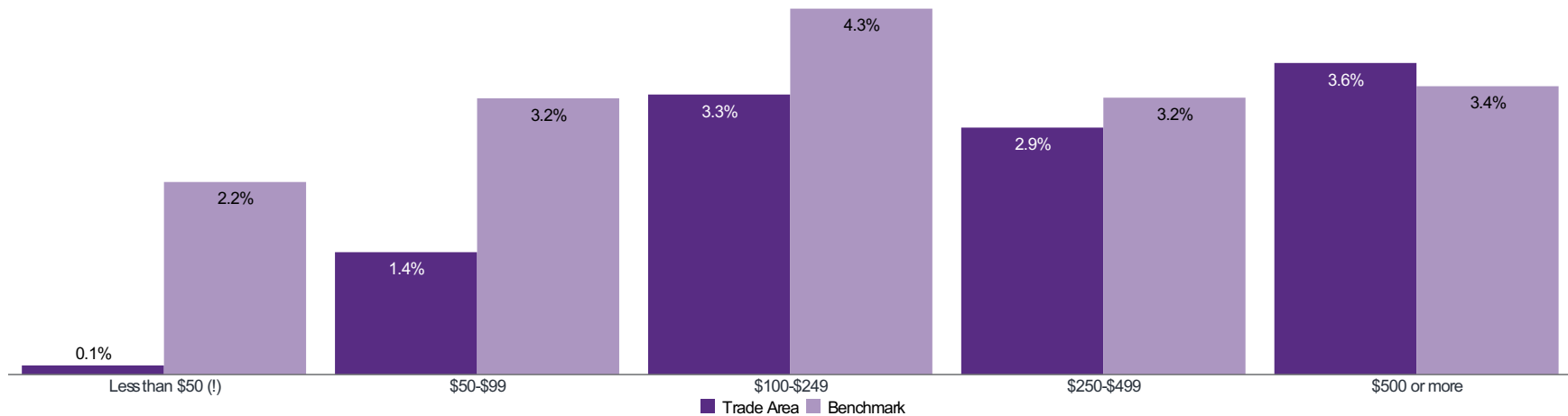
Trade Area: Warton - Downtown Warton BIA

Total Household Population 18+: 845

## BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	59.2% Index: 114	38.5% Index: 102	11.6% Index: 102	6.1% Index: 106
Purchase preference	77.5% Index: 114	21.0% Index: 86	5.2% Index: 74	3.0% Index: 85
Customer Service	67.5% Index: 125	15.0% Index: 94	4.0% Index: 84	18.6% Index: 82

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

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


Index Colours:	<80	80 - 110	110+
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# Opticks eShopper | Sporting Goods Deep Dive

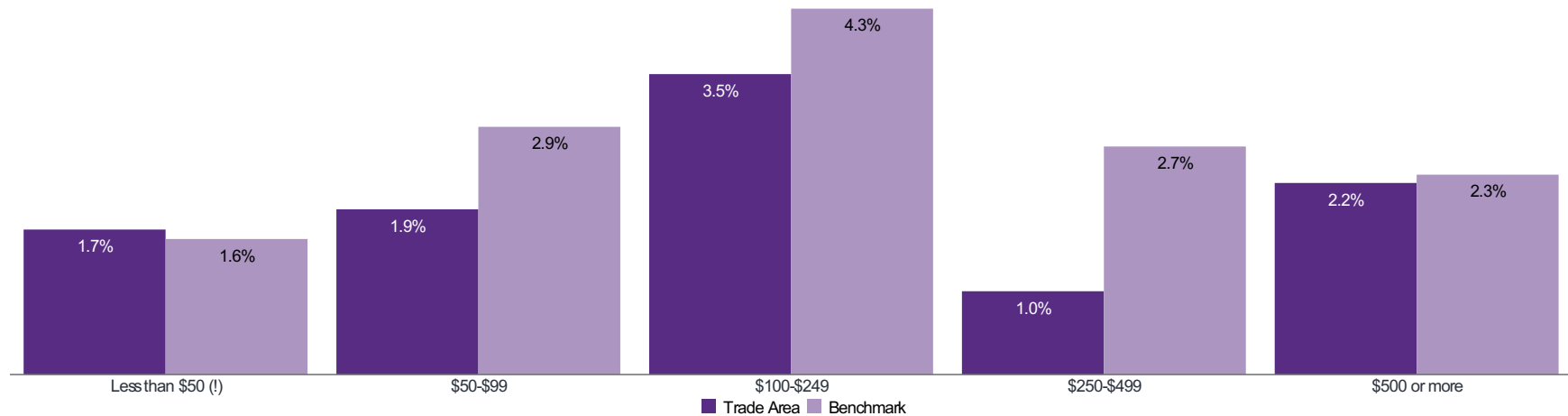
Trade Area: Wiarion - Downtown Wiarion BIA

Total Household Population 18+: 845

## BEHAVIOURAL PREFERENCES BY CHANNEL

 SPORTING GOODS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	44.2% Index: 113	27.5% Index: 85	8.1% Index: 77	2.2% Index: 55
Purchase preference	60.1% Index: 116	21.8% Index: 90	5.5% Index: 73	1.9% Index: 63
Customer Service	50.4% Index: 121	9.5% Index: 63	4.0% Index: 79	22.3% Index: 109

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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# Opticks eShopper | Vacation/Travel Deep Dive

Trade Area: Wiarion - Downtown Wiarion BIA

Total Household Population 18+: 845

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>VACATION/ TRAVEL</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	20.7% Index:101	57.8% Index:100	9.7% Index:65	16.3% Index:101
Purchase preference	27.1% Index:94	52.6% Index:102	5.2% Index:63	23.8% Index:133
Customer Service	28.3% Index:97	26.9% Index:98	4.3% Index:61	47.1% 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+
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## Store Loyalty

Trade Area: Warton - Downtown Warton BIA

Households:477

## 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+

Trade Area: Wiar-ton - Downtown Wiar-ton BIA

Households:477

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



62.4%  
Index:104

Easy to get in and get out quickly



39.8%  
Index:93

Staff are friendly and knowledgeable



35.9%  
Index:106

Organized layout makes it easy to shop



33.7%  
Index:81

Short checkout lines/fast checkout



28.7%  
Index:80

Has extended hours



21.9%  
Index:79

I like the store ambiance



15.3%  
Index:77

Has self-checkout



11.6%  
Index:85

Offers an online shopping option (!)



5.4%  
Index:61

Benchmark:Southern Ontario

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

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

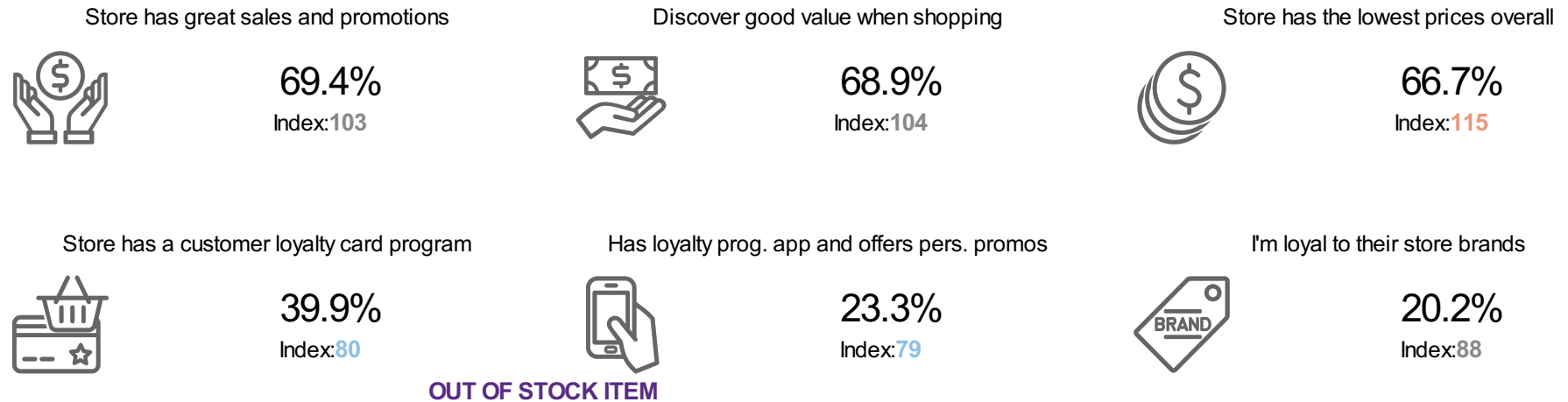
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(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

Index Colours:	<80	80 - 110	110+
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Trade Area: Wiar-ton - Downtown Wiar-ton BIA

Households:477

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO



### OUT OF STOCK ITEM

	% Base	% Pen	Index
<b>Psychographics - Shopping Preferences</b>			
Postpone the purchase	43.6	40.2	0.0 109
Leave the store and buy it elsewhere	28.4	30.9	0.0 92
Purchase another brand	18.2	21.2	0.0 86
Purchase another size or variety of the same brand (!)	9.8	7.7	0.0 127

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 Wiarton - Downtown Wiarton BIA 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
<b>Total</b>		<b>19,302,713</b>	<b>100%</b>	<b>70,309</b>	<b>100%</b>	<b>0.36%</b>	<b>100</b>	<b>162,210</b>	<b>100%</b>	<b>0.84%</b>	<b>100</b>	<b>34,883</b>	<b>100%</b>	<b>0.18%</b>	<b>100</b>	<b>23,710</b>	<b>100%</b>	<b>0.12%</b>	<b>100</b>	<b>164,342</b>	<b>100%</b>	<b>0.85%</b>	<b>100</b>
3520005	Toronto, ON (C)	2,568,898	13.31%	7,013	9.98%	0.27%	75	22,483	13.86%	0.88%	104	1,790	5.13%	0.07%	39	835	3.52%	0.03%	26	20,996	12.78%	0.82%	96
3521005	Mississauga, ON (CY)	642,951	3.33%	2,375	3.38%	0.37%	101	8,150	5.02%	1.27%	151	953	2.73%	0.15%	82	270	1.14%	0.04%	34	7,714	4.69%	1.20%	141
3521010	Brampton, ON (CY)	596,084	3.09%	3,119	4.44%	0.52%	144	7,209	4.44%	1.21%	144	727	2.08%	0.12%	68	332	1.40%	0.06%	45	7,537	4.59%	1.26%	149
3541055	South Bruce Peninsula, ON (T)	7,303	0.04%	5,213	7.41%	71.38%	19596	6,650	4.10%	91.06%	10836	4,904	14.06%	67.15%	37159	4,744	20.01%	64.96%	52882	6,318	3.84%	86.51%	10161
3530013	Kitchener, ON (CY)	212,928	1.10%	2,625	3.73%	1.23%	338	5,952	3.67%	2.80%	333	1,406	4.03%	0.66%	365	565	2.38%	0.27%	216	6,212	3.78%	2.92%	343
3525005	Hamilton, ON (C)	483,265	2.50%	2,117	3.01%	0.44%	120	6,144	3.79%	1.27%	151	813	2.33%	0.17%	93	526	2.22%	0.11%	89	5,878	3.58%	1.22%	143
3539036	London, ON (CY)	349,526	1.81%	2,318	3.30%	0.66%	182	4,788	2.95%	1.37%	163	1,063	3.05%	0.30%	168	456	1.92%	0.13%	106	5,663	3.45%	1.62%	190
3542059	Owen Sound, ON (CY)	18,643	0.10%	4,014	5.71%	21.53%	5910	4,673	2.88%	25.07%	2983	2,421	6.94%	12.99%	7186	1,976	8.33%	10.60%	8628	5,504	3.35%	29.52%	3467
3542053	Georgian Bluffs, ON (TP)	9,807	0.05%	3,199	4.55%	32.62%	8954	3,899	2.40%	39.75%	4731	2,086	5.98%	21.27%	11768	1,839	7.75%	18.75%	15264	4,166	2.54%	42.48%	4990
3523008	Guelph, ON (CY)	121,691	0.63%	1,956	2.78%	1.61%	441	2,741	1.69%	2.25%	268	650	1.86%	0.53%	295	485	2.04%	0.40%	324	3,246	1.98%	2.67%	313

<b>Index Legend</b>	<b>Under 80</b>	<b>110 to 119</b>	<b>120 to 149</b>	<b>Over 150</b>
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**2019 Wiarton - Downtown Wiarton BIA Visitors Within Trade Area**  
**Compared to Total Household Population 15+**  
**Benchmark: 15 min trade area**

Total Household Population 15+	Spring 2019 Visitors		Summer 2019 Visitors		Fall 2019 Visitors		Winter 2019 Visitors		Full Year 2019 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
921	2,025	219.9	2,147	233.1	2,181	236.8	1,884	204.5	2,291	248.8

**2019 Wiarton - Downtown Wiarton BIA 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	167,408	2,291	1.4	165,117	98.6

**2020 Wiaraton - Downtown Wiaraton BIA 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
<b>Total</b>		<b>19,302,713</b>	<b>100%</b>	<b>42,958</b>	<b>100%</b>	<b>0.22%</b>	<b>100</b>	<b>115,369</b>	<b>100%</b>	<b>0.60%</b>	<b>100</b>	<b>25,842</b>	<b>100%</b>	<b>0.13%</b>	<b>100</b>	<b>24,760</b>	<b>100%</b>	<b>0.13%</b>	<b>100</b>	<b>122,332</b>	<b>100%</b>	<b>0.63%</b>	<b>100</b>
3520005	Toronto, ON (C)	2,568,898	13.31%	3,473	8.08%	0.14%	61	16,383	14.20%	0.64%	107	1,719	6.65%	0.07%	50	2,028	8.19%	0.08%	62	16,685	13.64%	0.65%	102
3541055	South Bruce Peninsula, ON (T)	7,303	0.04%	5,070	11.80%	69.42%	31194	5,182	4.49%	70.95%	11872	4,447	17.21%	60.90%	45487	4,361	17.61%	59.72%	46554	6,048	4.94%	82.82%	13068
3521005	Mississauga, ON (CY)	642,951	3.33%	1,277	2.97%	0.20%	89	5,169	4.48%	0.80%	135	352	1.36%	0.05%	41	279	1.13%	0.04%	34	4,844	3.96%	0.75%	119
3525005	Hamilton, ON (C)	483,265	2.50%	1,176	2.74%	0.24%	109	4,454	3.86%	0.92%	154	863	3.34%	0.18%	133	439	1.77%	0.09%	71	4,704	3.84%	0.97%	154
3542053	Georgian Bluffs, ON (TP)	9,807	0.05%	3,086	7.18%	31.47%	14140	3,688	3.20%	37.61%	6292	2,646	10.24%	26.98%	20150	2,213	8.94%	22.56%	17589	4,617	3.77%	47.08%	7429
3521010	Brampton, ON (CY)	596,084	3.09%	1,094	2.55%	0.18%	82	4,867	4.22%	0.82%	137	362	1.40%	0.06%	45	173	0.70%	0.03%	23	4,436	3.63%	0.74%	117
3542059	Owen Sound, ON (CY)	18,643	0.10%	2,805	6.53%	15.05%	6761	3,101	2.69%	16.64%	2783	1,746	6.75%	9.36%	6994	1,892	7.64%	10.15%	7913	4,402	3.60%	23.61%	3725
3530013	Kitchener, ON (CY)	212,928	1.10%	1,880	4.38%	0.88%	397	4,065	3.52%	1.91%	319	576	2.23%	0.27%	202	751	3.03%	0.35%	275	4,299	3.51%	2.02%	319
3539036	London, ON (CY)	349,526	1.81%	1,137	2.65%	0.33%	146	3,816	3.31%	1.09%	183	517	2.00%	0.15%	111	498	2.01%	0.14%	111	4,180	3.42%	1.20%	189
3530016	Waterloo, ON (CY)	99,847	0.52%	1,000	2.33%	1.00%	450	2,185	1.89%	2.19%	366	265	1.03%	0.27%	199	360	1.46%	0.36%	281	2,442	2.00%	2.45%	386

<b>Index Legend</b>	<b>Under 80</b>	<b>110 to 119</b>	<b>120 to 149</b>	<b>Over 150</b>
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**2020 Wiaraton - Downtown Wiaraton BIA Visitors Within Trade Area  
Compared to Total Household Population 15+  
Benchmark: 15 min trade area**

Total Household Population 15+	Spring 2020 Visitors		Summer 2020 Visitors		Fall 2020 Visitors		Winter 2020 Visitors		Full Year 2020 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
921	1,670	181.3	1,504	163.3	1,480	160.7	1,541	167.3	1,740	188.9

**2020 Wiaraton - Downtown Wiaraton BIA 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	123,325	1,740	1.4	121,585	98.6

**2021 Wiar-ton - Downtown Wiar-ton BIA 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
<b>Total</b>		<b>19,302,713</b>	<b>100%</b>	<b>44,800</b>	<b>100%</b>	<b>0.23%</b>	<b>100</b>	<b>206,393</b>	<b>100%</b>	<b>1.07%</b>	<b>100</b>	<b>51,666</b>	<b>100%</b>	<b>0.27%</b>	<b>100</b>	<b>28,836</b>	<b>100%</b>	<b>0.15%</b>	<b>100</b>	<b>209,919</b>	<b>100%</b>	<b>1.09%</b>	<b>100</b>
3520005	Toronto, ON (C)	2,568,898	13.31%	4,673	10.43%	0.18%	78	30,634	14.84%	1.19%	112	4,106	7.95%	0.16%	60	1,217	4.22%	0.05%	32	30,313	14.44%	1.18%	109
3521005	Mississauga, ON (CY)	642,951	3.33%	1,251	2.79%	0.19%	84	12,518	6.07%	1.95%	182	1,540	2.98%	0.24%	89	308	1.07%	0.05%	32	11,474	5.47%	1.78%	164
3521010	Brampton, ON (CY)	596,084	3.09%	2,202	4.91%	0.37%	159	9,311	4.51%	1.56%	146	2,034	3.94%	0.34%	127	361	1.25%	0.06%	40	10,699	5.10%	1.79%	165
3525005	Hamilton, ON (C)	483,265	2.50%	1,393	3.11%	0.29%	124	8,046	3.90%	1.66%	156	2,680	5.19%	0.55%	207	603	2.09%	0.12%	84	8,458	4.03%	1.75%	161
3530013	Kitchener, ON (CY)	212,928	1.10%	1,106	2.47%	0.52%	224	6,298	3.05%	2.96%	277	1,816	3.51%	0.85%	319	801	2.78%	0.38%	252	6,740	3.21%	3.17%	291
3539036	London, ON (CY)	349,526	1.81%	1,092	2.44%	0.31%	135	6,317	3.06%	1.81%	169	941	1.82%	0.27%	101	612	2.12%	0.18%	117	6,376	3.04%	1.82%	168
3541055	South Bruce Peninsula, ON (T)	7,303	0.04%	4,100	9.15%	56.14%	24188	6,052	2.93%	82.87%	7751	4,484	8.68%	61.40%	22938	5,454	18.91%	74.68%	49988	5,888	2.80%	80.62%	7414
3519028	Vaughan, ON (CY)	264,447	1.37%	522	1.16%	0.20%	85	5,340	2.59%	2.02%	189	772	1.49%	0.29%	109	205	0.71%	0.08%	52	5,256	2.50%	1.99%	183
3523008	Guelph, ON (CY)	121,691	0.63%	1,227	2.74%	1.01%	435	4,157	2.01%	3.42%	319	1,776	3.44%	1.46%	545	738	2.56%	0.61%	406	5,176	2.47%	4.25%	391
3542059	Owen Sound, ON (CY)	18,643	0.10%	1,818	4.06%	9.75%	4201	3,302	1.60%	17.71%	1656	2,854	5.52%	15.31%	5720	1,772	6.14%	9.50%	6361	4,652	2.22%	24.95%	2295

<b>Index Legend</b>	<b>Under 80</b>	<b>110 to 119</b>	<b>120 to 149</b>	<b>Over 150</b>
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**2021 Wiar-ton - Downtown Wiar-ton BIA Visitors Within Trade Area**  
**Compared to Total Household Population 15+**  
**Benchmark: 15 min trade area**

Total Household Population 15+	Spring 2021 Visitors		Summer 2021 Visitors		Fall 2021 Visitors		Winter 2021 Visitors		Full Year 2021 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
921	1,065	115.6	1,477	160.3	1,369	148.7	1,436	155.9	1,494	162.3

**2021 Wiar-ton - Downtown Wiar-ton BIA 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	214,105	1,494	0.7	212,610	99.3



## Top 5 segments represent **27.6%** of customers in Southern Ontario



Rank:	1
Customers:	9,836
Customers %:	6.02
% in Benchmark:	5.76
Index:	104

Reflecting Canada's increasing diversity, South Asian Enterprise is an urban crossroads where nearly 60 percent of the populace are immigrants and one third of the members identify as visible minorities from South Asia. The more affluent of two predominantly South Asian segments, South Asian Enterprise contains upper-middle-class families living in a mix of new singles, semis and duplexes in a handful of urban areas. More than 80 percent reside in the Greater Toronto Area; nearly half live in Brampton alone. Few segments have larger households: nearly 60 percent are home to four or more people. One in seven households is multi-family—an emerging demographic trend—with a significant presence of adult children. The first- and second-generation Canadians of South Asian Enterprise have parlayed mixed educations into well-paying blue-collar and service sector jobs. But their above-average household incomes may result from three or more wage-earners under one roof. Many residents maintain their South Asian culture at home, with over 40 percent speaking a non-official language. These families enjoy swimming, baseball and playing racquet sports, visiting theme parks and frequenting museums. Socially conservative, they support Traditional Families and reject alternative arrangements.



Rank:	2
Customers:	9,412
Customers %:	5.76
% in Benchmark:	4.68
Index:	123

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:	3
Customers:	9,322
Customers %:	5.71
% in Benchmark:	5.19
Index:	110

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



Rank:	4
Customers:	8,481
Customers %:	5.19
% in Benchmark:	2.74
Index:	190

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



Rank:	5
Customers:	8,014
Customers %:	4.91
% in Benchmark:	2.91
Index:	169

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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