

Community Profile: Coboconk

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

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

ENVIRONICS
ANALYTICS

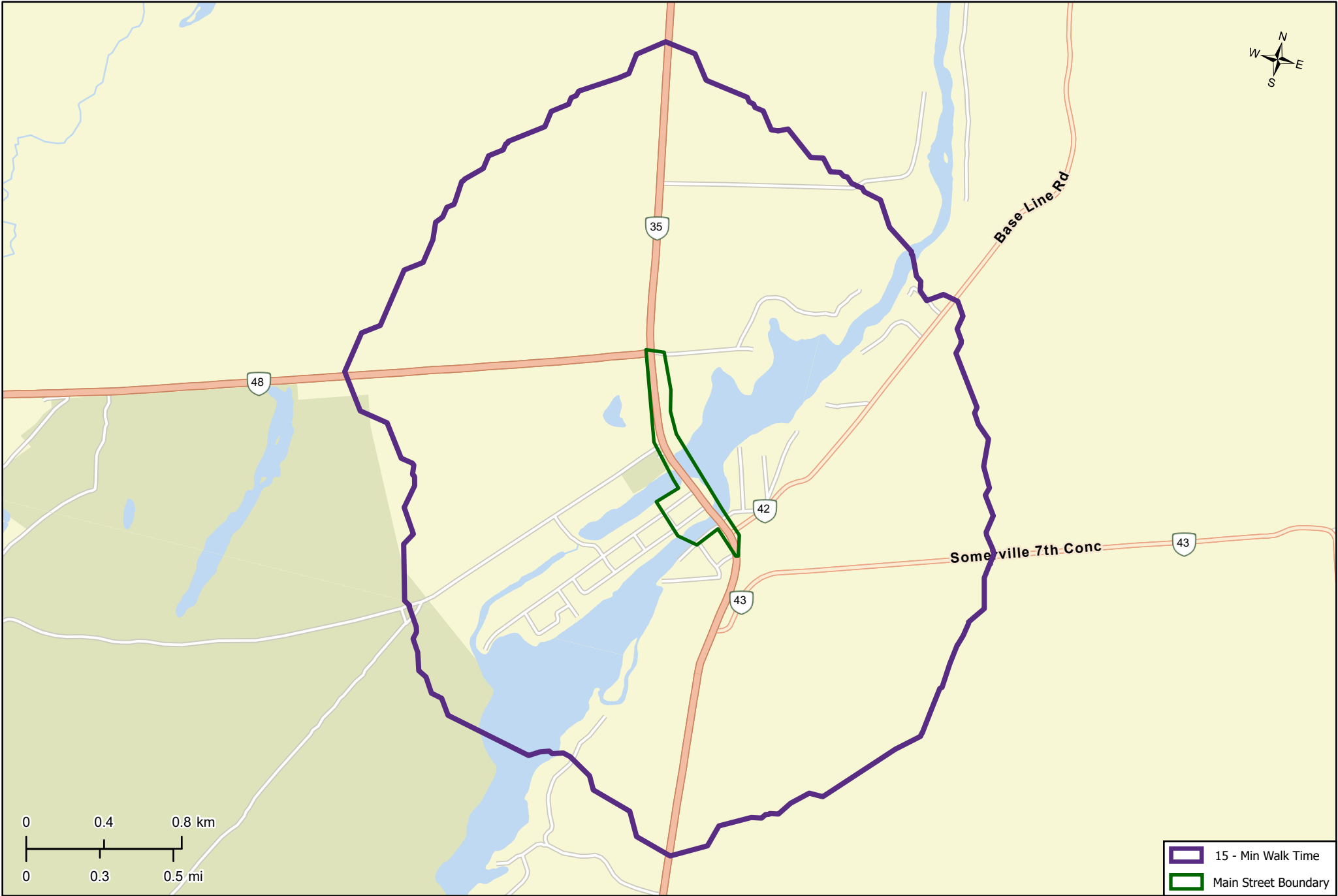
Confidential

Date: September 29, 2022

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Coboconk
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Coboconk

POPULATION

1,128

HOUSEHOLDS

523

MEDIAN MAINTAINER AGE

67

Index: 123

MARITAL STATUS



63.9%

Index: 110

Married/Common-Law

FAMILY STATUS*

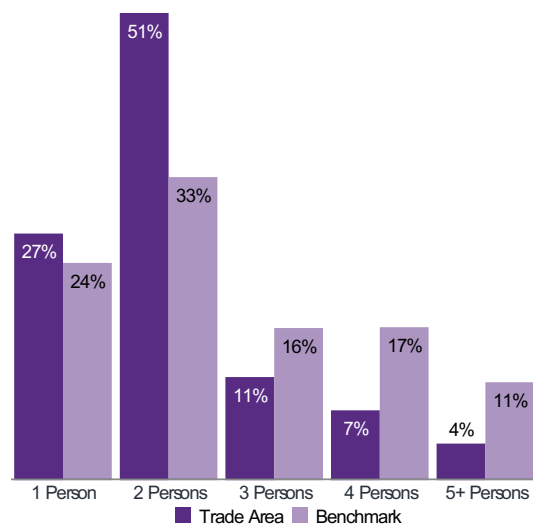


63.6%

Index: 170

Couples Without Children At Home

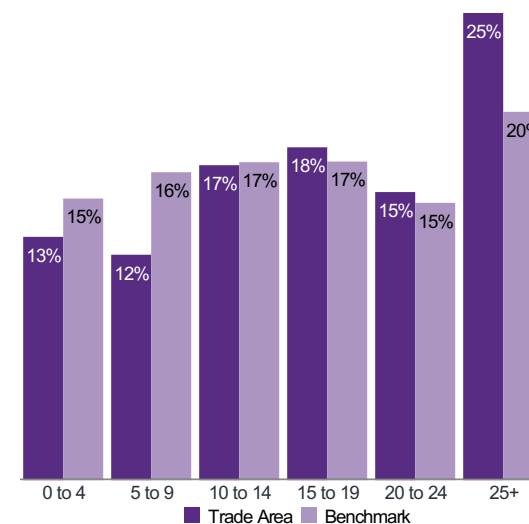
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	30	2.7	54
5 to 9	33	2.9	55
10 to 14	35	3.1	55
15 to 19	39	3.5	60
20 to 24	42	3.7	57
25 to 29	45	4.0	56
30 to 34	43	3.8	55
35 to 39	43	3.8	58
40 to 44	42	3.7	60
45 to 49	51	4.5	73
50 to 54	68	6.0	94
55 to 59	100	8.9	126
60 to 64	126	11.2	164
65 to 69	133	11.8	204
70 to 74	120	10.6	224
75 to 79	92	8.2	230
80 to 84	49	4.3	192
85+	36	3.2	144

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+
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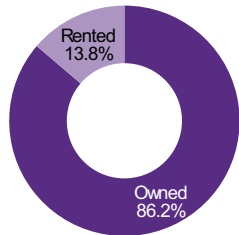
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Coboconk

Population: 1,128 | Households: 523

TENURE



STRUCTURE TYPE



99.4%

Index: **128**



0.6%

Index: **3**

AGE OF HOUSING*

40 - 59 Years Old

% Comp: **32.5** Index: **133**

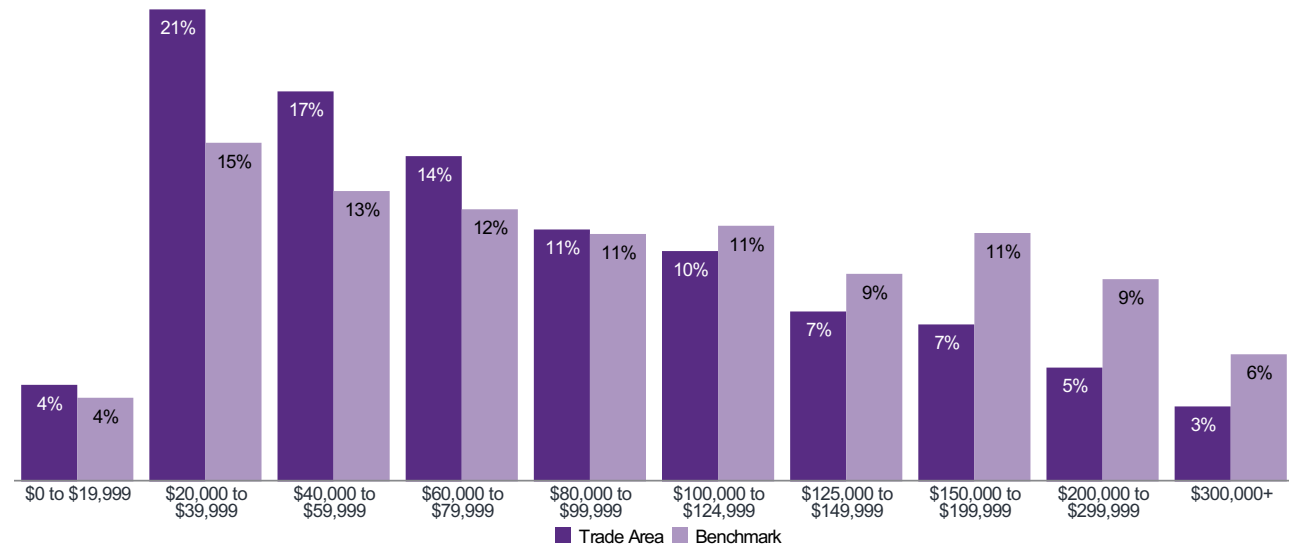
AVERAGE HOUSEHOLD INCOME



\$92,580

Index: **79**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Coboconk

Population: 1,128 | Households: 523

EDUCATION



16.3%

Index: 60

University Degree

LABOUR FORCE PARTICIPATION



49.0%

Index: 75

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



30.2%

Index: 75

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

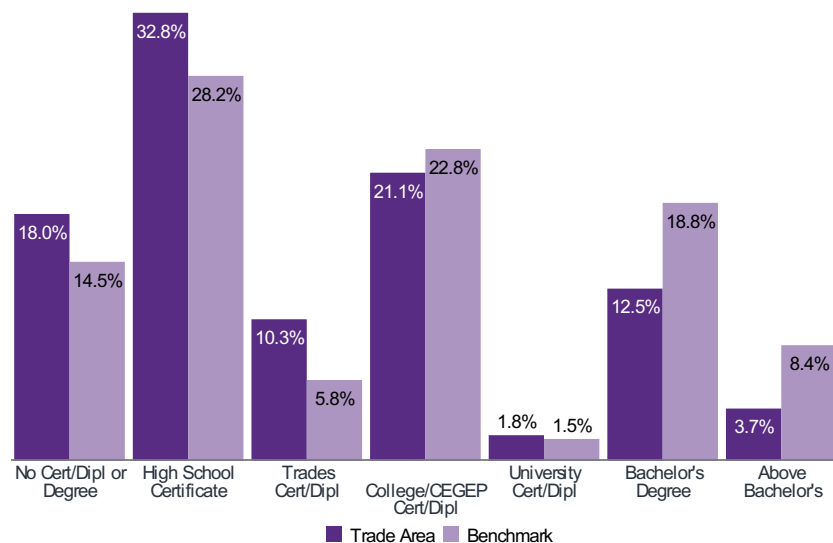


2.3%

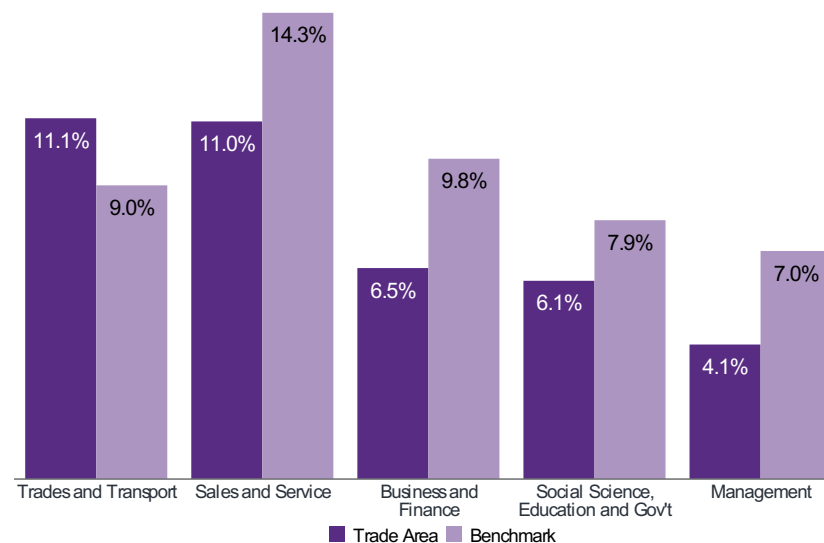
Index: 68

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+

Demographics | Diversity

ENVIRONICS
ANALYTICS

Trade Area: Coboconk

Population: 1,128 | Households: 523

ABORIGINAL IDENTITY



1.0%

Index: 42

VISIBLE MINORITY PRESENCE



3.0%

Index: 10

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



0.0%

Index: 0

No knowledge of
English or French

IMMIGRATION



14.9%

Index: 55

Born outside Canada

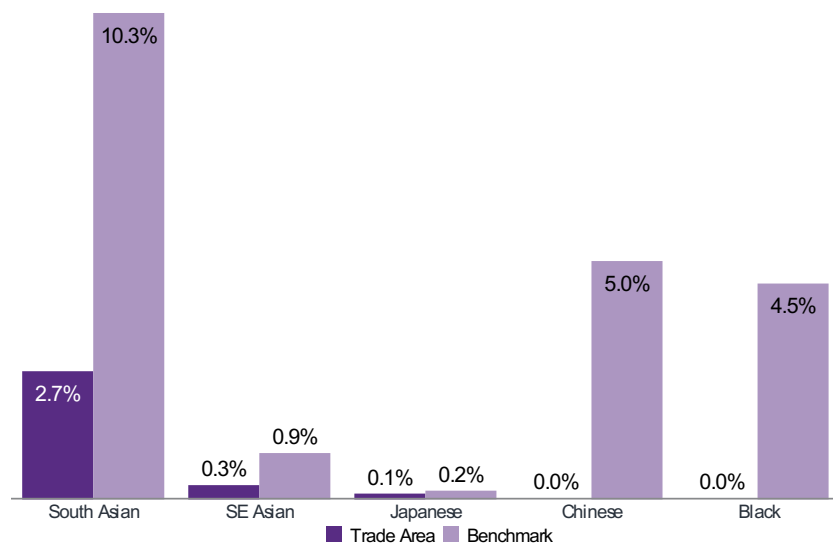
PERIOD OF IMMIGRATION*

Before 2001

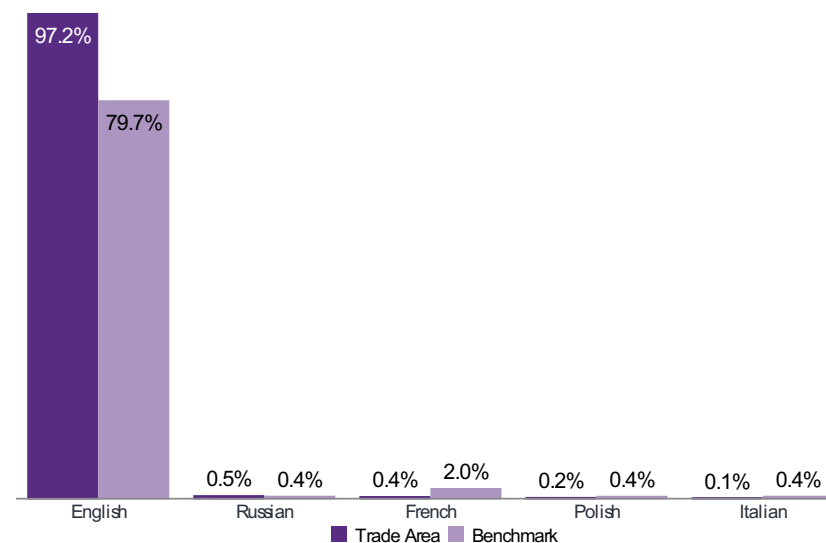
14.6%

Index: 105

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

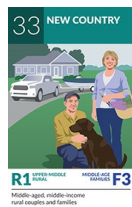
Index Colours: <80 80 - 110 110+

Top 3 segments represent **100.0%** of households in Coboconk



Rank: 1
Hhlds: 444
Hhld %: 84.86
% in Benchmark: 1.25
Index: 6,775

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



Rank: 2
Hhlds: 61
Hhld %: 11.58
% in Benchmark: 2.53
Index: 457

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



Rank: 3
Hhlds: 19
Hhld %: 3.57
% in Benchmark: 3.33
Index: 107

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

Benchmark: Southern Ontario

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Psychographics | SocialValues Overview

Trade Area: Coboconk



Strong Values

Values	Index
Attraction to Nature	195
Utilitarian Consumerism	154
Rejection of Orderliness	140
Community Involvement	138
Fear of Violence	136
Financial Concern Regarding the Future	136
Primacy of Environmental Protection	133
Obedience to Authority	131
Discriminating Consumerism	129
Work Ethic	129



Descriptions | Top 3 Strong Values

Attraction to Nature

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

Utilitarian Consumerism

Tendency to base purchase decisions on utilitarian rather than aesthetic considerations. Measures the attention given to utility of objects and products purchased. People strong on this construct seldom buy products purely for their appearance. Lack of a need to engage in personal expression through aesthetic means.

Rejection of Orderliness

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



Weak Values

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



Descriptions | Top 3 Weak Values

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.

Active Government

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

Attraction For Crowds

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

Benchmark: Ontario

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

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: Coboconk

WealthScapes Households: 519

INCOME*

Household Income

\$ 91,909

Index: **79**

Household Disposable Income

\$ 75,784

Index: **83**

Household Discretionary Income

\$ 54,368

Index: **86**

Annual RRSP Contributions

\$ 2,203

Index: **61**

WEALTH*



Net Worth

% Holders

99.8% Index: **100**

Balance

\$1,043,489

Index: **106**

ASSETS*



Savings

% Holders

95.6% Index: **58**

Balance

\$130,074

Index: **99**



Investments

% Holders

59.2% Index: **98**

Balance

\$362,410

Index: **93**



Unlisted Shares

% Holders

7.9% Index: **72**

Balance

\$599,825

Index: **97**



Real Estate

% Holders

87.1% Index: **115**

Balance

\$905,710

Index: **90**



Liquid Assets

% Holders

98.3% Index: **100**

Balance

\$345,680

Index: **94**

DEBT*



Consumer Debt

% Holders

94.0% Index: **100**

Balance

\$49,462

Index: **86**



Mortgage Debt

% Holders

35.8% Index: **76**

Balance

\$245,192

Index: **70**

FINANCIAL RATIO



Debt:Asset

% Holders

0.11% Index: **62**

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: Coboconk

WealthScapes Households: 519

FINANCIAL RATIOS*



Debt: Asset

0.11

Index: 62



Debt: Liquid Assets

0.40

Index: 65



Consumer Debt - Discr. Income

0.86

Index: 100



Savings - Investments

0.58

Index: 109



Pension - Non-Pension Assets

0.22

Index: 127



Real Estate Assets - Liq. Assets

2.32

Index: 109



Mortgage - Real Estate Assets

0.11

Index: 52



Mortgage - Consumer Debt

1.89

Index: 62

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: Coboconk

Households: 449

Total Aggregate Current Consumption: \$30,110,725

Average Current Consumption

\$67,062

Index 82

Average Household Income










\$96,148

Index 84

Average Disposable Income

\$78,455

Index 87

 <p>Shelter</p> <p>Avg. Dollars/Household \$15,769 Index 75</p> <p>Pct. of Total Expenditure 23.5% Index 91</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$11,540 Index 84</p> <p>Pct. of Total Expenditure 17.2% Index 102</p>	 <p>Food</p> <p>Avg. Dollars/Household \$11,215 Index 88</p> <p>Pct. of Total Expenditure 16.7% Index 107</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household \$5,569 Index 97</p> <p>Pct. of Total Expenditure 8.3% Index 118</p>	 <p>Health Care</p> <p>Avg. Dollars/Household \$5,534 Index 101</p> <p>Pct. of Total Expenditure 8.3% Index 123</p>	 <p>Recreation</p> <p>Avg. Dollars/Household \$3,949 Index 83</p> <p>Pct. of Total Expenditure 5.9% Index 101</p>
 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$3,693 Index 104</p> <p>Pct. of Total Expenditure 5.5% Index 127</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$2,899 Index 73</p> <p>Pct. of Total Expenditure 4.3% Index 89</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$2,346 Index 71</p> <p>Pct. of Total Expenditure 3.5% Index 86</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:449

Average Household Income

\$96,148

Index: 84

Average Food Expenditure

\$11,215

Index:88

Average Spend on Food from Restaurants

\$2,903









Index:72

Average Spend on Food from Stores

\$8,312

Index:95

Total Aggregate Food Expenditure: \$ 5,035,681

 Bakery Avg. Dollars/Household \$887 Index:102 Pct. of Total Expenditure 10.7% Index:107		 Cereal Products Avg. Dollars/Household \$412 Index:81 Pct. of Total Expenditure 5.0% Index:85		 Fruit and nuts Avg. Dollars/Household \$912 Index:83 Pct. of Total Expenditure 11.0% Index:88	
 Vegetables Avg. Dollars/Household \$824 Index:89 Pct. of Total Expenditure 9.9% Index:94		 Dairy products & Eggs Avg. Dollars/Household \$1,321 Index:103 Pct. of Total Expenditure 15.9% Index:109		 Meat Avg. Dollars/Household \$1,563 Index:99 Pct. of Total Expenditure 18.8% Index:105	
 Fish & Seafood Avg. Dollars/Household \$261 Index:89 Pct. of Total Expenditure 3.1% Index:94		 Beverages & Other Food Avg. Dollars/Household \$2,132 Index:97 Pct. of Total Expenditure 25.6% Index:102			

Benchmark: Southern Ontario

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Displaying the top FoodSpend categories of expenditure on food purchased from stores.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+
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Post COVID-19 Activities

Trade Area: Coboconk

Household Population 14+: 1,035

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	29.8	12.9	231
Going to restaurants, bars or night clubs	72.0	60.8	118
Having physical Contact with family and friends	70.6	64.2	110
Participating in group activities	25.4	43.1	59
Partying	16.3	20.7	79
Seeing family and friends in person	55.0	69.6	79
Entertainment			
Attending events, festivals or concerts	37.3	44.8	83
Attending sports events (excludes professional sports)	9.6	21.7	44
Attending to professional sports events or games	7.8	27.4	29
Going to the movies	40.9	47.3	86
Movement & Travel			
Driving more	9.8	17.6	56
Shopping in-store	37.4	49.8	75
Spending time outdoors	41.0	39.4	104
Travelling outside of Canada/ abroad	52.5	56.5	93
Travelling within Canada	48.7	55.9	87
Using public transit	3.7	12.5	30
Personal			
Getting back to old habits	39.3	40.0	98
Going to a salon, barber shop or spa	21.3	40.1	53
Going to the gym	16.0	22.2	72
Education/Work			
Children going back to school	17.7	20.3	87
Going back to work	9.4	14.2	66

Benchmark: Southern Ontario

(Base used for Index calculations)

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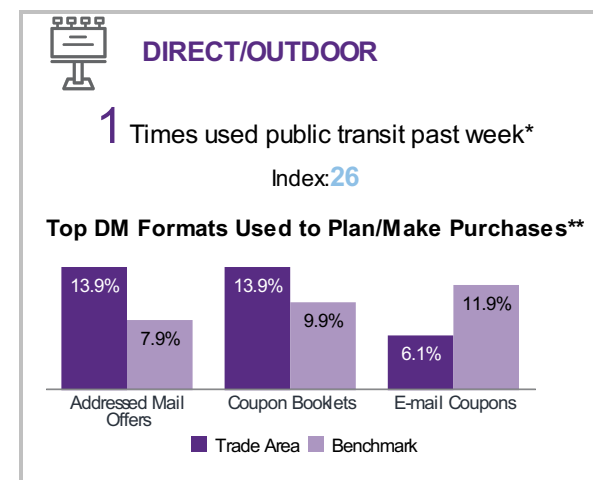
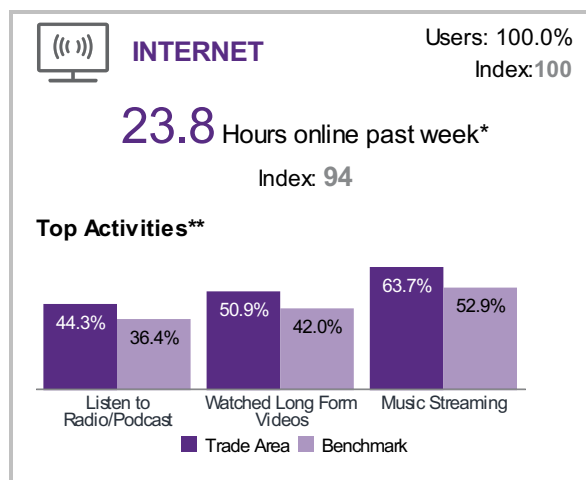
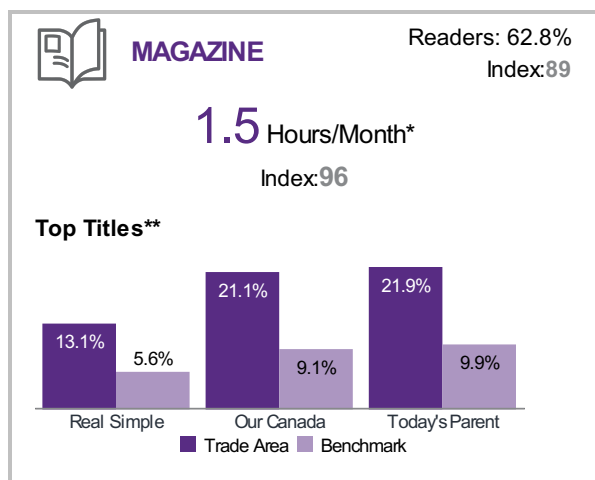
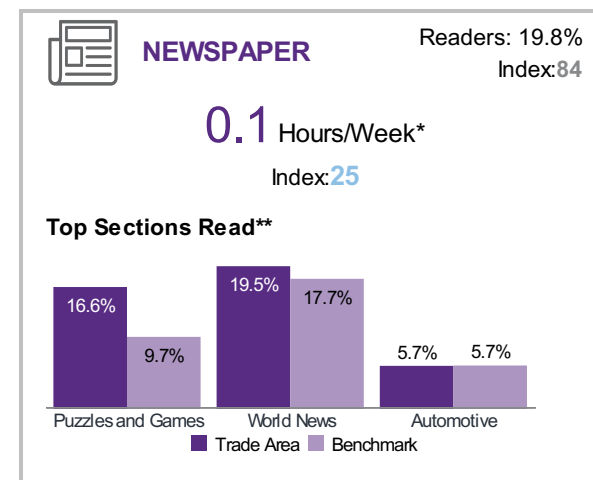
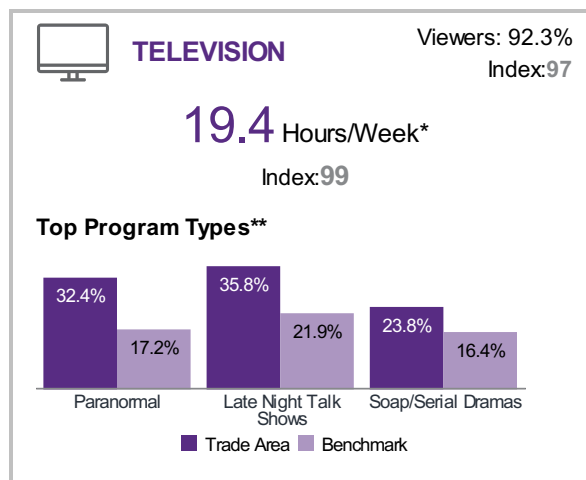
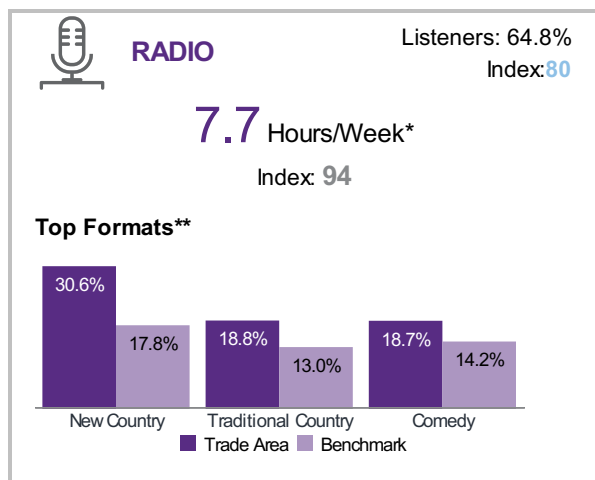
Media and Social Media Overview

Behavioural - Vividata | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Coboconk

Household Population 14+: 1,035



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

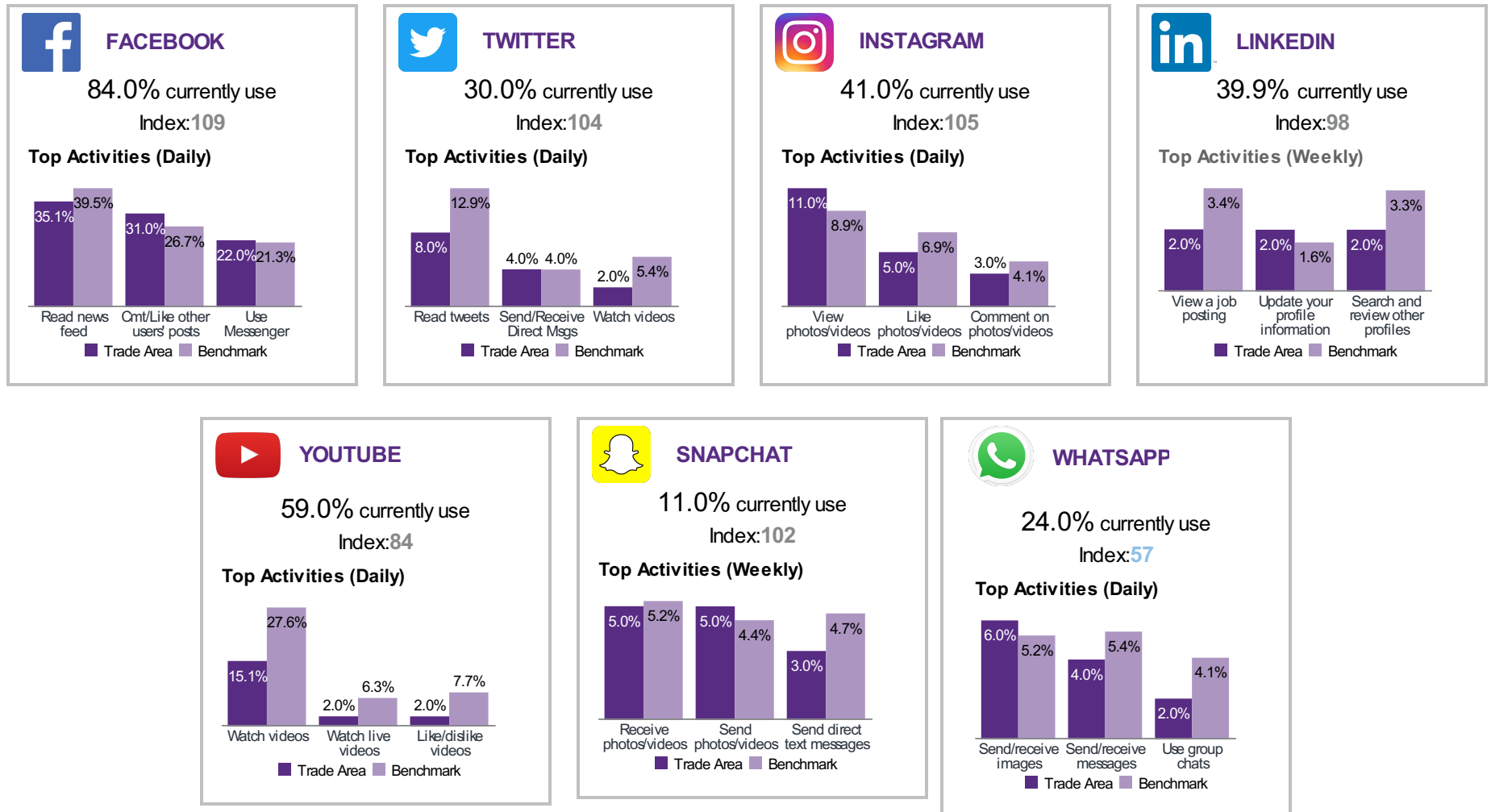
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Coboconk

Household Population 18+: 1,007



Benchmark: Southern Ontario

Chosen and ranked by percent composition.

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

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

ENVIRONICS
ANALYTICS

Trade Area: Coboconk

Household Population 18+: 1,007

FRIENDS IN ALL SM NETWORKS



46.0%

Index: 118

0-49 friends

FREQUENCY OF USE (DAILY)



62.0%

Index: 113

Facebook

BRAND INTERACTION



23.0%

Index: 77

Like brand on Facebook

NO. OF BRANDS INTERACTED

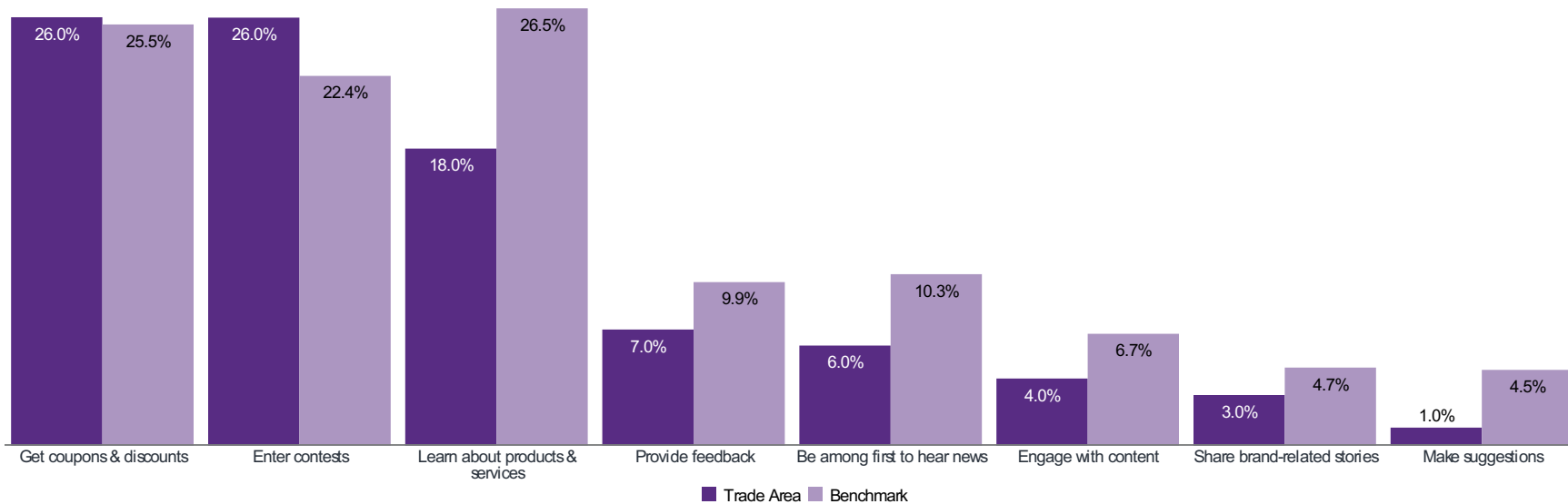


29.0%

Index: 99

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

Chosen and ranked by percent composition.

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

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Coboconk

Total Household Population 18+: 1,007



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

% Comp 87.0 Index 101



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

% Comp 42.9 Index 97



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

% Comp 84.0 Index 101



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

% Comp 29.0 Index 75



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

% Comp 51.0 Index 94



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

% Comp 23.0 Index 85

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: Coboconk

Total Household Population 18+: 1,007

PURCHASE DECISION FACTORS



91.0%

Index: 108

Product quality

ONLINE PURCHASE PREFERENCE



12.0%

Index: 104

Vacation / travel via Mobile Phone

CUSTOMER SERVICE ONLINE



25.0%

Index: 95

Govt. services

FORM OF PAYMENT ONLINE



Debit Card

7.0%

Index: 96



Credit Card

60.0%

Index: 96

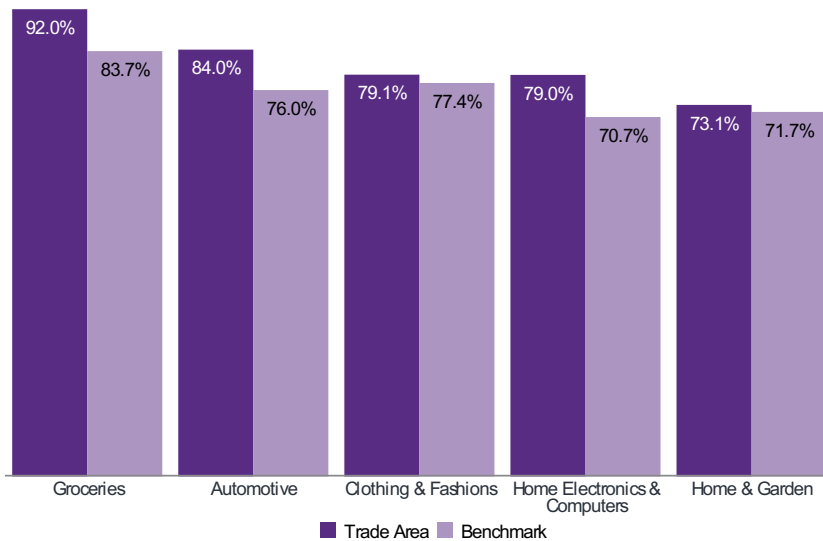


Third Party

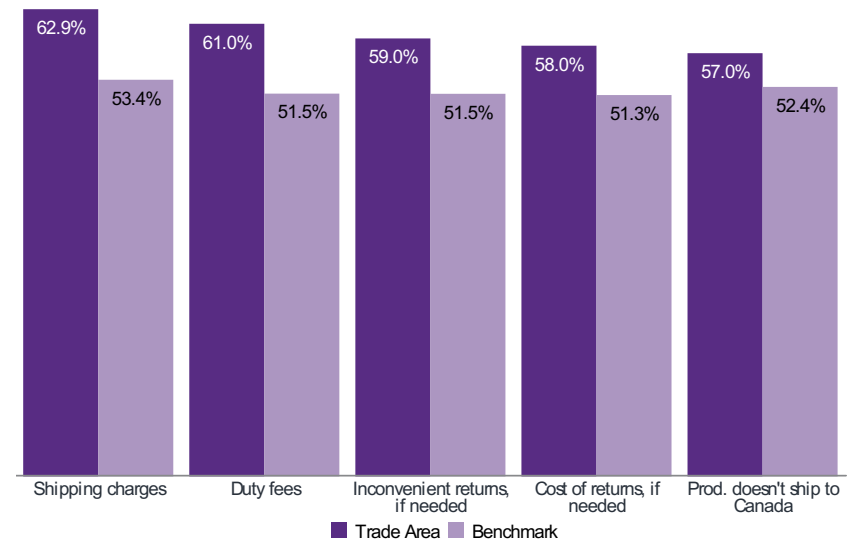
1.1%

Index: 18

IN-STORE PURCHASE PREFERENCE - Top 5



IN-STORE PURCHASE REASON - Top 5



Benchmark: Southern Ontario

*Ranked by percent with minimum 5% composition.

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

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Index Colours: <80 80 - 110 110+


Opticks eShopper | Clothing & Fashions Deep Dive

ENVIRONICS
ANALYTICS

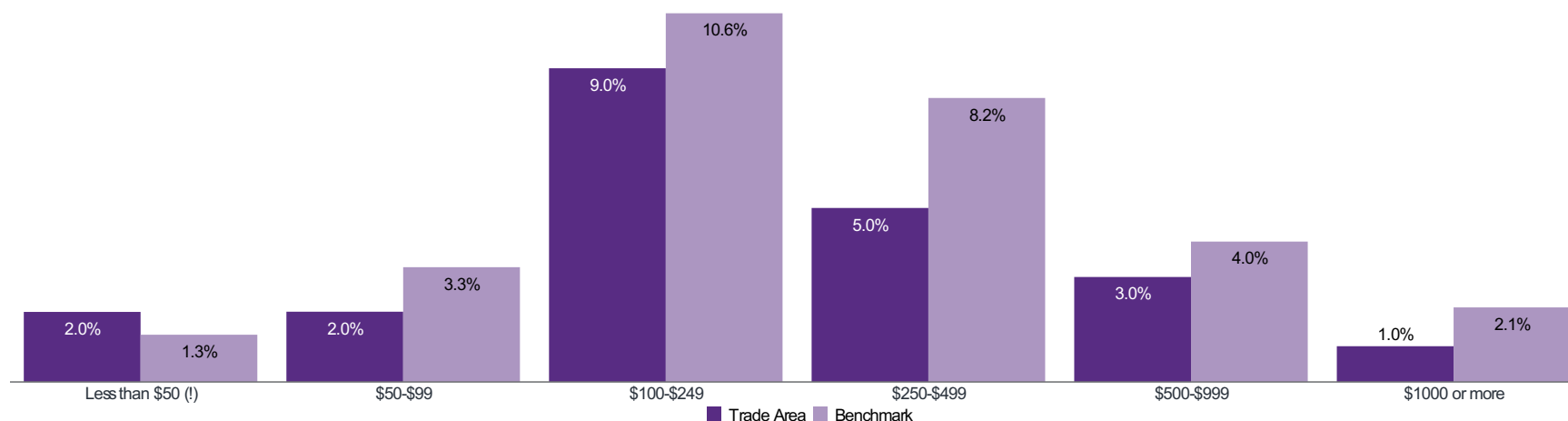
Trade Area:

Total Household Population 18+: 1,007

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	68.1% Index:103	31.0% Index:91	13.0% Index:102	1.0% Index:34
Purchase preference	79.1% Index:102	22.0% Index:78	7.0% Index:75	1.0% Index:42
Customer Service	73.0% Index:114	6.0% Index:40	2.0% Index:42	20.0% Index:94

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

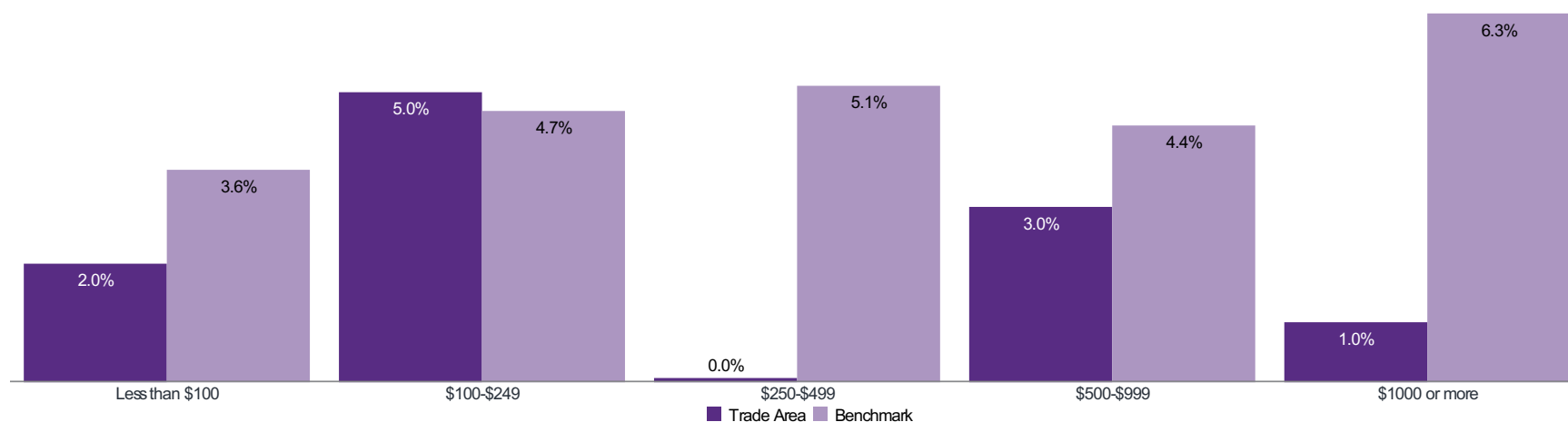
Trade Area:

Total Household Population 18+: 1,007

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	61.0% Index: 113	46.0% Index: 92	15.0% Index: 100	6.0% Index: 78
Purchase preference	79.0% Index: 112	36.0% Index: 95	11.0% Index: 108	4.0% Index: 69
Customer Service	64.1% Index: 108	10.0% Index: 50	10.0% Index: 169	36.0% Index: 99

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

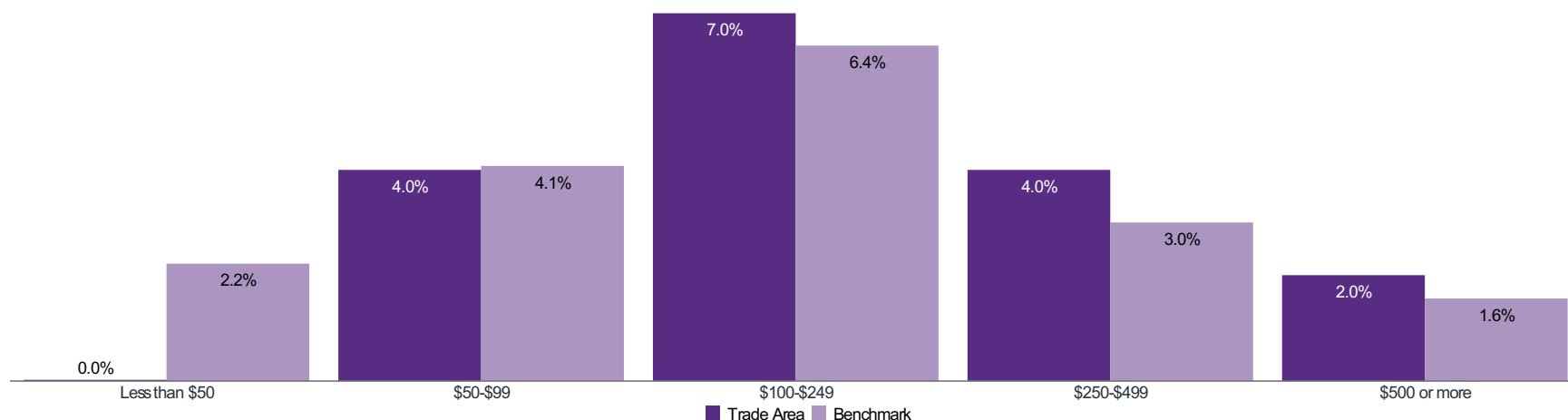
Trade Area:

Total Household Population 18+: 1,007

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	47.1% Index:99	25.0% Index:80	7.0% Index:72	0.0% Index:1
Purchase preference	65.1% Index:110	27.0% Index:91	6.0% Index:71	2.0% Index:71
Customer Service	43.1% Index:100	10.0% Index:57	5.0% Index:105	21.0% Index:77

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

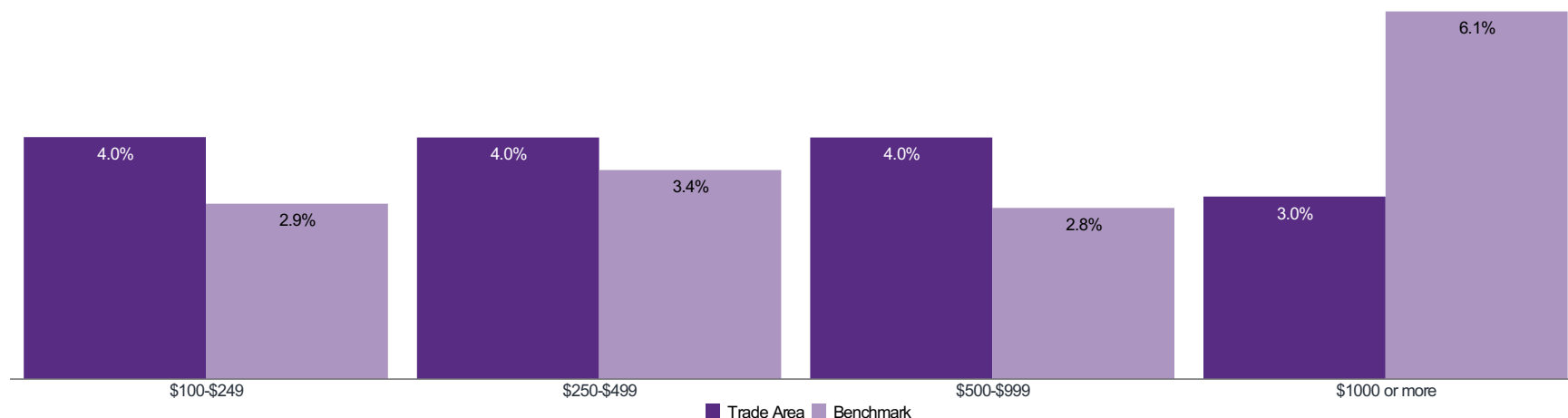
Trade Area:

Total Household Population 18+: 1,007

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	85.0% Index: 115	14.0% Index: 70	5.0% Index: 56	2.0% Index: 83
Purchase preference	92.0% Index: 110	11.0% Index: 77	3.0% Index: 55	0.0% Index: 0
Customer Service	80.0% Index: 114	3.0% Index: 32	2.0% Index: 54	14.0% Index: 78

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

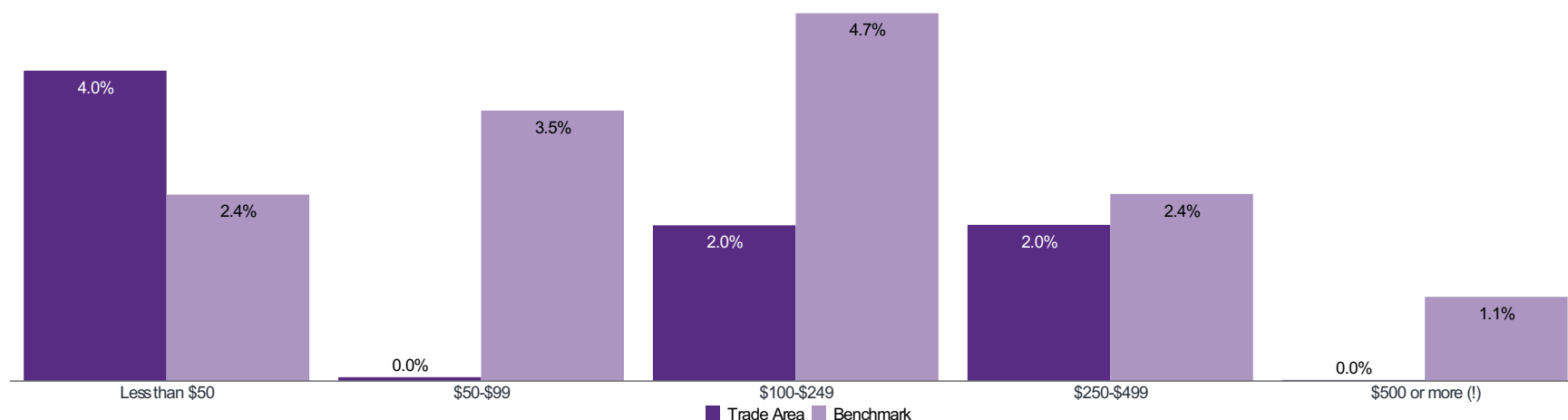
Trade Area:

Total Household Population 18+: 1,007

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	39.0% Index:105	10.1% Index:51	5.0% Index:66	0.0% Index:0
Purchase preference	46.0% Index:98	7.1% Index:41	2.0% Index:34	0.0% Index:0
Customer Service	39.0% Index:103	5.0% Index:47	1.0% Index:25	9.0% Index:57

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

Trade Area:

Total Household Population 18+: 1,007

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	68.0% Index: 119	29.0% Index: 86	7.0% Index: 67	2.0% Index: 42
Purchase preference	73.1% Index: 102	18.0% Index: 88	3.0% Index: 128	1.0% Index: 29
Customer Service	66.0% Index: 115	10.0% Index: 79	4.0% Index: 96	21.0% Index: 90

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

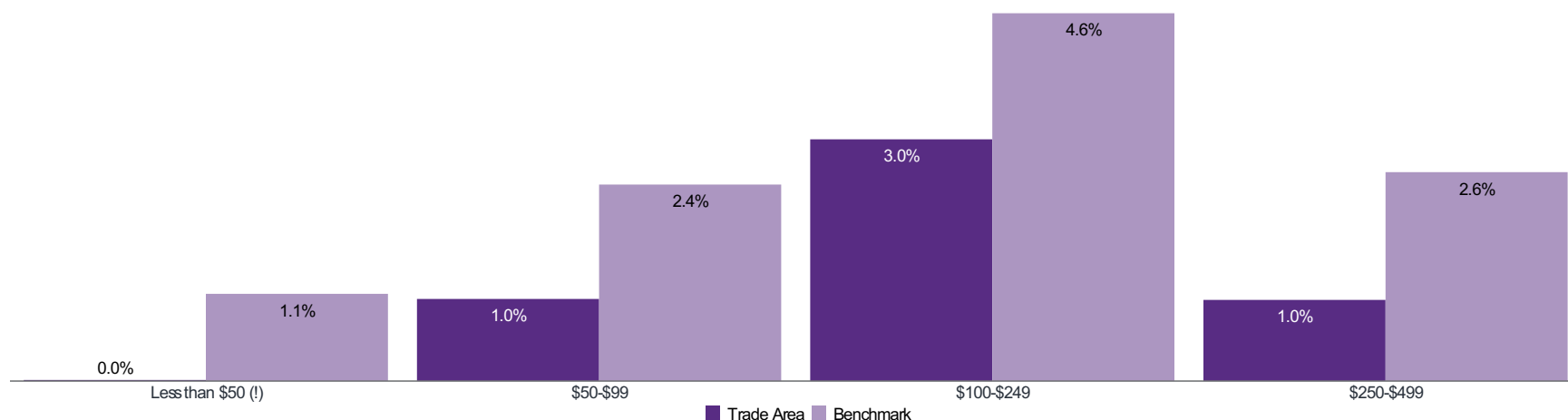
Trade Area:

Total Household Population 18+: 1,007

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	43.0% Index:105	21.0% Index:74	9.0% Index:88	1.0% Index:32
Purchase preference	57.0% Index:108	18.0% Index:85	8.0% Index:116	2.0% Index:73
Customer Service	48.0% Index:110	7.0% Index:55	3.0% Index:75	18.0% 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 | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

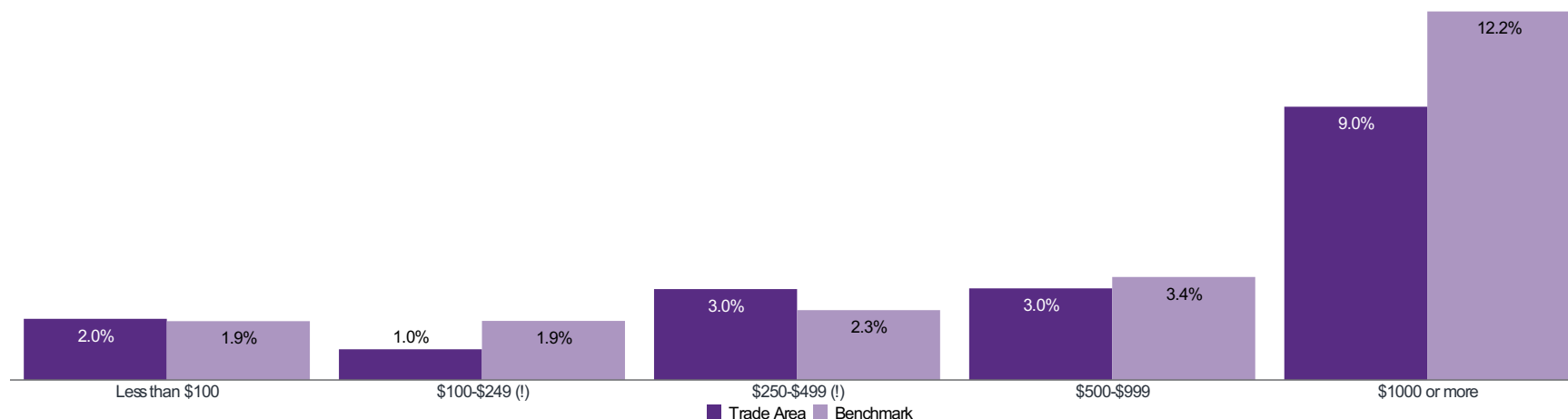
Trade Area:

Total Household Population 18+: 1,007

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	27.0% Index: 132	53.0% Index: 92	17.0% Index: 115	21.0% Index: 116
Purchase preference	32.0% Index: 112	49.0% Index: 94	12.0% Index: 104	25.0% Index: 126
Customer Service	40.0% Index: 131	19.0% Index: 77	7.0% Index: 102	48.0% Index: 105

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: Coboconk

Households: 449

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: Coboconk

Households: 449

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



50.9%

Index: 85

Staff are friendly and knowledgeable



41.8%

Index: 124

Easy to get in and get out quickly



38.7%

Index: 90

Organized layout makes it easy to shop



36.8%

Index: 88

Short checkout lines/fast checkout



31.9%

Index: 90

I like the store ambiance



24.6%

Index: 123

Has extended hours



10.8%

Index: 39

Has self-checkout



7.7%

Index: 56

Offers an online shopping option (!)



5.1%

Index: 58

Benchmark: Southern Ontario

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

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

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Index Colours: <80 80 - 110 110+

ShopperChoice | Store Loyalty - Price and Promo

ENVIRONICS
ANALYTICS

Trade Area: Coboconk

Households:449

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



71.7%

Index:106

Discover good value when shopping



71.0%

Index:107

Store has the lowest prices overall



62.9%

Index:108

Store has a customer loyalty card program



54.0%

Index:109

Has loyalty prog. app and offers pers. promos



27.3%

Index:93

I'm loyal to their store brands



21.1%

Index:92

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	41.1	40.2	0.0 102
Leave the store and buy it elsewhere	27.1	30.9	0.0 88
Purchase another brand	24.1	21.2	0.0 114
Purchase another size or variety of the same brand (!)	7.8	7.7	0.0 101

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 - Coboconk 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%	67,542	100%	0.34%	100	105,707	100%	0.54%	100	40,620	100%	0.21%	100	33,561	100%	0.17%	100	126,510	100%	0.65%	100
3520005	Toronto, ON (C)	2,577,758	13.16%	11,350	16.80%	0.44%	128	14,823	14.02%	0.58%	107	5,734	14.12%	0.22%	107	3,377	10.06%	0.13%	76	19,268	15.23%	0.75%	116
3516010	Kawartha Lakes, ON (CY)	69,555	0.36%	12,467	18.46%	17.92%	5196	15,174	14.35%	21.82%	4041	8,512	20.95%	12.24%	5899	8,727	26.00%	12.55%	7321	17,505	13.84%	25.17%	3895
3518013	Oshawa, ON (CY)	149,776	0.76%	2,259	3.34%	1.51%	437	4,587	4.34%	3.06%	567	1,537	3.78%	1.03%	495	1,353	4.03%	0.90%	527	5,765	4.56%	3.85%	596
3518017	Clarington, ON (MU)	87,503	0.45%	2,445	3.62%	2.79%	810	4,753	4.50%	5.43%	1006	1,367	3.36%	1.56%	753	1,267	3.77%	1.45%	845	5,026	3.97%	5.74%	889
3518009	Whitby, ON (T)	117,034	0.60%	2,338	3.46%	2.00%	579	4,082	3.86%	3.49%	646	1,122	2.76%	0.96%	462	601	1.79%	0.51%	300	4,163	3.29%	3.56%	551
3546015	Minden Hills, ON (TP)	5,989	0.03%	2,481	3.67%	41.43%	12010	2,939	2.78%	49.07%	9090	2,219	5.46%	37.05%	17862	1,970	5.87%	32.89%	19191	3,668	2.90%	61.24%	9478
3519036	Markham, ON (CY)	299,470	1.53%	1,728	2.56%	0.58%	167	3,304	3.13%	1.10%	204	679	1.67%	0.23%	109	1,235	3.68%	0.41%	241	3,537	2.80%	1.18%	183
3519070	Georgina, ON (T)	41,216	0.21%	1,716	2.54%	4.16%	1207	2,324	2.20%	5.64%	1045	593	1.46%	1.44%	694	1,165	3.47%	2.83%	1649	3,316	2.62%	8.04%	1245
3519048	Newmarket, ON (T)	77,705	0.40%	1,652	2.45%	2.13%	616	2,047	1.94%	2.63%	488	912	2.24%	1.17%	566	832	2.48%	1.07%	624	2,851	2.25%	3.67%	568
3515014	Peterborough, ON (CY)	74,182	0.38%	1,661	2.46%	2.24%	649	1,955	1.85%	2.64%	488	925	2.28%	1.25%	601	813	2.42%	1.10%	639	2,480	1.96%	3.34%	517

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Lindsay - Coboconk 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
1,021	749	73.4	598	58.6	704	69.0	769	75.3	829	81.2

2019 Lindsay - Coboconk 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	127,773	829	0.6	126,944	99.4

2020 Lindsay - Coboconk 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%	47,644	100%	0.24%	100	92,906	100%	0.47%	100	44,657	100%	0.23%	100	29,385	100%	0.15%	100	115,036	100%	0.59%	100
3520005	Toronto, ON (C)	2,577,758	13.16%	6,588	13.83%	0.26%	105	17,023	18.32%	0.66%	139	5,656	12.67%	0.22%	96	2,584	8.79%	0.10%	67	19,172	16.67%	0.74%	127
3516010	Kawartha Lakes, ON (CY)	69,555	0.36%	12,116	25.43%	17.42%	7159	13,796	14.85%	19.83%	4180	9,749	21.83%	14.02%	6146	8,518	28.99%	12.25%	8160	17,839	15.51%	25.65%	4366
3518013	Oshawa, ON (CY)	149,776	0.76%	1,504	3.16%	1.00%	413	3,511	3.78%	2.34%	494	2,092	4.68%	1.40%	612	1,178	4.01%	0.79%	524	4,852	4.22%	3.24%	551
3518017	Clarington, ON (MU)	87,503	0.45%	1,843	3.87%	2.11%	865	3,544	3.81%	4.05%	854	1,021	2.29%	1.17%	511	771	2.62%	0.88%	587	4,308	3.74%	4.92%	838
3518009	Whitby, ON (T)	117,034	0.60%	1,258	2.64%	1.07%	442	3,069	3.30%	2.62%	553	1,648	3.69%	1.41%	617	953	3.24%	0.81%	543	3,712	3.23%	3.17%	540
3546015	Minden Hills, ON (TP)	5,989	0.03%	1,702	3.57%	28.42%	11682	2,402	2.59%	40.11%	8454	2,446	5.48%	40.85%	17910	1,841	6.26%	30.73%	20479	3,100	2.69%	51.76%	8810
3519070	Georgina, ON (T)	41,216	0.21%	1,131	2.37%	2.74%	1128	2,331	2.51%	5.66%	1192	1,064	2.38%	2.58%	1132	462	1.57%	1.12%	747	2,876	2.50%	6.98%	1188
3519036	Markham, ON (CY)	299,470	1.53%	734	1.54%	0.25%	101	2,529	2.72%	0.84%	178	961	2.15%	0.32%	141	334	1.14%	0.11%	74	2,750	2.39%	0.92%	156
3525005	Hamilton, ON (C)	491,415	2.51%	739	1.55%	0.15%	62	2,029	2.18%	0.41%	87	699	1.57%	0.14%	62	232	0.79%	0.05%	32	2,359	2.05%	0.48%	82
3515014	Peterborough, ON (CY)	74,182	0.38%	1,177	2.47%	1.59%	652	1,972	2.12%	2.66%	560	988	2.21%	1.33%	584	593	2.02%	0.80%	532	2,335	2.03%	3.15%	536

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Lindsay - Coboconk 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
1,021	1,219	119.4	568	55.6	966	94.6	726	71.1	1,070	104.8

2020 Lindsay - Coboconk 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	115,580	1,070	0.9	114,509	99.1

2021 Lindsay - Coboconk 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%	51,951	100%	0.27%	100	137,832	100%	0.70%	100	59,878	100%	0.31%	100	39,960	100%	0.20%	100	156,667	100%	0.80%	100
3520005	Toronto, ON (C)	2,577,758	13.16%	7,668	14.76%	0.30%	112	28,667	20.80%	1.11%	158	10,238	17.10%	0.40%	130	3,669	9.18%	0.14%	70	31,676	20.22%	1.23%	154
3516010	Kawartha Lakes, ON (CY)	69,555	0.36%	10,501	20.21%	15.10%	5690	14,861	10.78%	21.37%	3035	11,035	18.43%	15.86%	5188	11,340	28.38%	16.30%	7989	18,203	11.62%	26.17%	3271
3518013	Oshawa, ON (CY)	149,776	0.76%	1,997	3.84%	1.33%	503	5,610	4.07%	3.75%	532	2,561	4.28%	1.71%	559	1,154	2.89%	0.77%	377	6,245	3.99%	4.17%	521
3518009	Whitby, ON (T)	117,034	0.60%	1,536	2.96%	1.31%	495	4,619	3.35%	3.95%	561	2,240	3.74%	1.91%	626	1,241	3.11%	1.06%	520	4,987	3.18%	4.26%	533
3519036	Markham, ON (CY)	299,470	1.53%	1,019	1.96%	0.34%	128	4,641	3.37%	1.55%	220	1,263	2.11%	0.42%	138	636	1.59%	0.21%	104	4,846	3.09%	1.62%	202
3518017	Clarington, ON (MU)	87,503	0.45%	1,573	3.03%	1.80%	678	4,477	3.25%	5.12%	727	1,646	2.75%	1.88%	615	619	1.55%	0.71%	347	4,679	2.99%	5.35%	668
3521005	Mississauga, ON (CY)	647,628	3.31%	926	1.78%	0.14%	54	3,144	2.28%	0.49%	69	1,771	2.96%	0.27%	89	309	0.77%	0.05%	23	3,919	2.50%	0.61%	76
3525005	Hamilton, ON (C)	491,415	2.51%	871	1.68%	0.18%	67	3,513	2.55%	0.71%	102	1,251	2.09%	0.25%	83	662	1.66%	0.13%	66	3,682	2.35%	0.75%	94
3546015	Minden Hills, ON (TP)	5,989	0.03%	1,954	3.76%	32.63%	12299	3,052	2.21%	50.96%	7240	2,735	4.57%	45.67%	14933	2,854	7.14%	47.65%	23351	3,644	2.33%	60.84%	7604
3519070	Georgina, ON (T)	41,216	0.21%	1,563	3.01%	3.79%	1429	2,608	1.89%	6.33%	899	1,591	2.66%	3.86%	1263	1,104	2.76%	2.68%	1313	3,573	2.28%	8.67%	1084

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Lindsay - Coboconk 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
1,021	910	89.1	919	90.0	1,110	108.7	1,117	109.4	977	95.7

2021 Lindsay - Coboconk 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	158,845	977	0.6	157,868	99.4

Top 5 segments represent **37.9%** of customers in Southern Ontario



Rank: 1
Customers: 13,603
Customers %: 11.37
% in Benchmark: 1.10
Index: 1,034

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



Rank: 2
Customers: 10,201
Customers %: 8.52
% in Benchmark: 3.10
Index: 275

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



Rank: 3
Customers: 8,189
Customers %: 6.84
% in Benchmark: 4.73
Index: 145

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: 4
Customers: 7,237
Customers %: 6.05
% in Benchmark: 4.95
Index: 122

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: 5
Customers: 6,121
Customers %: 5.12
% in Benchmark: 4.76
Index: 107

Mid-City Mellow epitomizes a traditional view of the Canadian Dream: owning a home in an attractive setting while building a comfortable nest egg. In this segment, nearly 90 percent of members own single-detached houses, which typically were built between 1960 and 1990. These older and mature households enjoy upper-middle incomes and well-established neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Mid-City Mellow is a mixed group, a collection of both older couples and middle-aged families raising older children. Few segments have a lower five-year mobility rate. Most households contain third-plus-generation Canadians, though there's an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, Portuguese, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of white collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy sporting events such as horse racing, hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours as they believe that other cultures have a great deal to teach us (Culture Sampling).