

# Community Profile: Schomberg

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



**ENVIRONICS**  
ANALYTICS

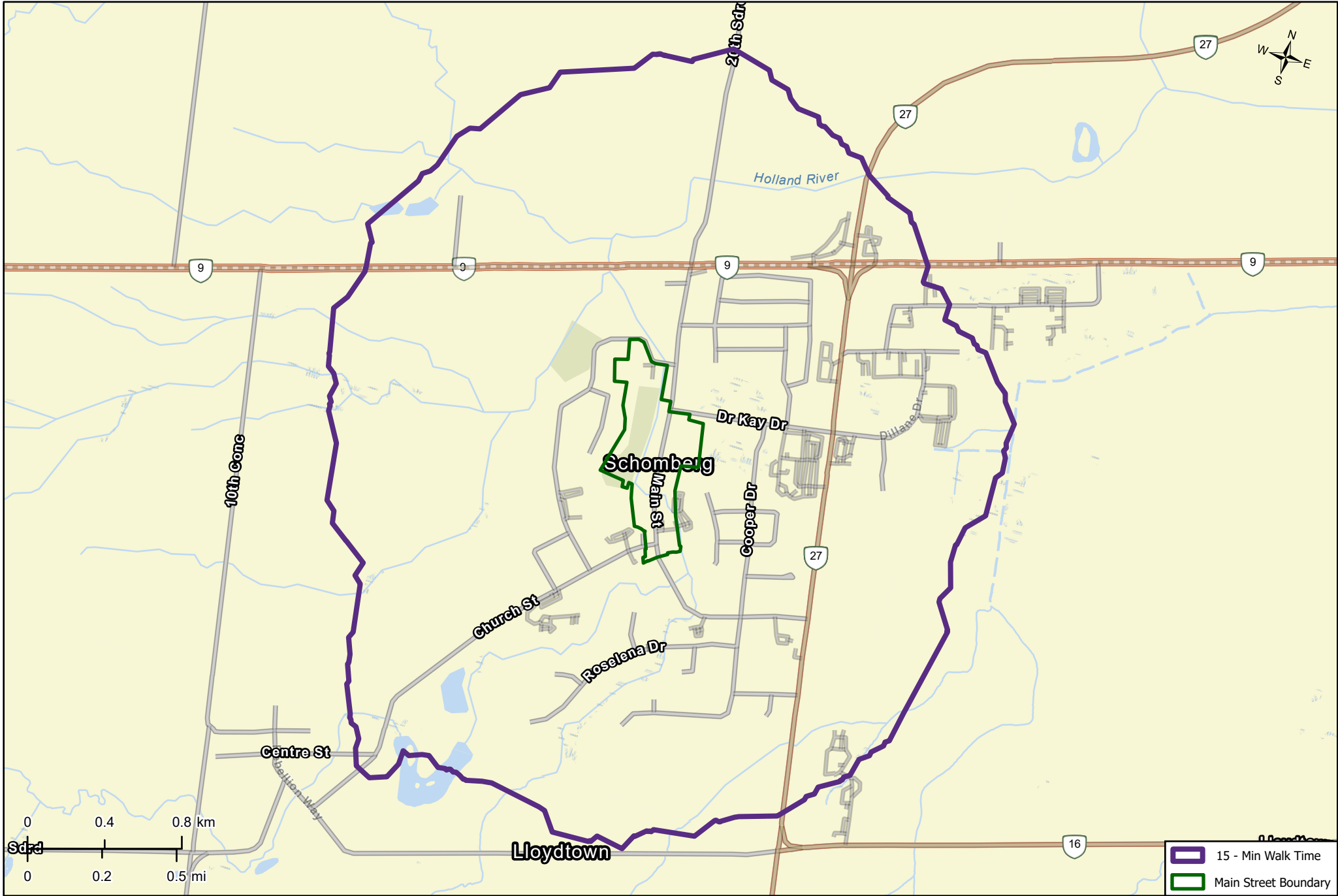
Confidential

Date: February 24, 2022

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# Schomberg Main Street Boundary and Trade Area



## Demographics, PRIZM Profile, and Psychographics

# Demographics | Population & Households

Trade Area: Schomberg

## POPULATION

2,476

## HOUSEHOLDS

970

## MEDIAN MAINTAINER AGE

59

Index: 108

## MARITAL STATUS



60.3%

Index: 104

Married/Common-Law

## FAMILY STATUS\*

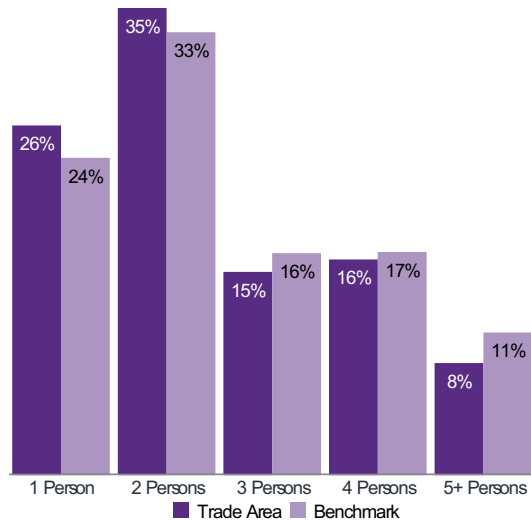


40.3%

Index: 108

Couples Without Children At Home

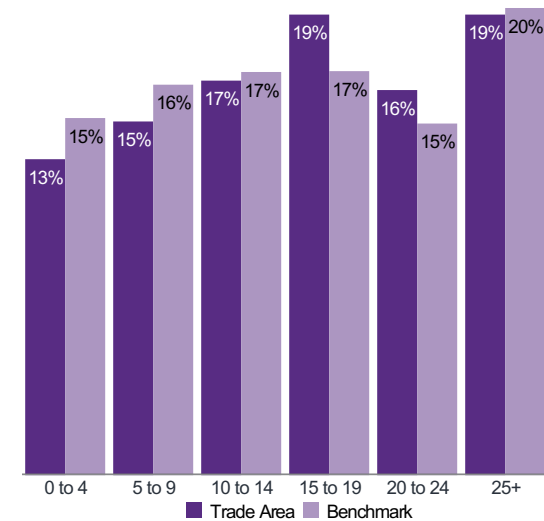
## HOUSEHOLD SIZE



## POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	103	4.2	84
5 to 9	112	4.5	85
10 to 14	128	5.2	92
15 to 19	146	5.9	102
20 to 24	156	6.3	96
25 to 29	133	5.4	75
30 to 34	133	5.4	78
35 to 39	127	5.1	78
40 to 44	119	4.8	77
45 to 49	155	6.3	102
50 to 54	191	7.7	120
55 to 59	217	8.8	125
60 to 64	201	8.1	119
65 to 69	164	6.6	115
70 to 74	149	6.0	126
75 to 79	107	4.3	122
80 to 84	66	2.7	118
85+	70	2.8	127

## AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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\*Chosen from index ranking with minimum 5% composition

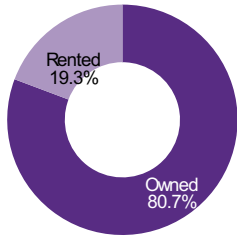
Index Colours:	<80	80 - 110	110+

# Demographics | Housing & Income

Trade Area: Schomberg

Population: 2,476 | Households: 970

## TENURE



## STRUCTURE TYPE



**74.5%**  
Index: 96



**25.4%**  
Index: 115

## AGE OF HOUSING\*

**15 - 19 Years Old**  
% Comp: 17.8 Index: 216

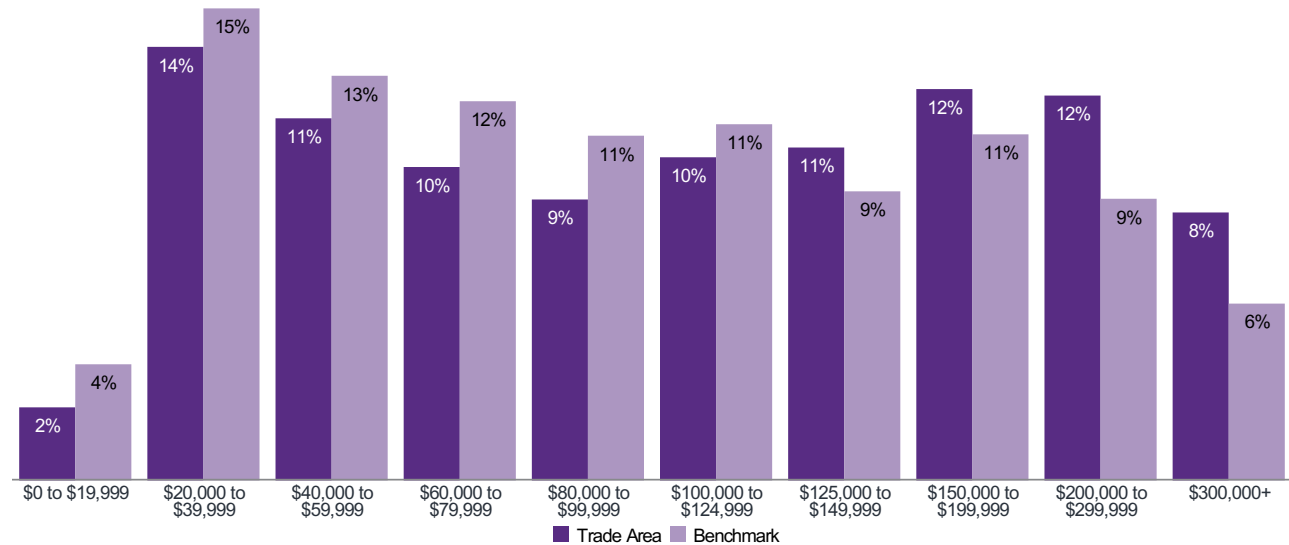
## AVERAGE HOUSEHOLD INCOME



**\$133,480**

Index: 114

## 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: Schomberg

Population: 2,476 | Households: 970

## EDUCATION



22.0%

Index:81

University Degree

## LABOUR FORCE PARTICIPATION



69.4%

Index:106

Participation Rate

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



50.5%

Index:126

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

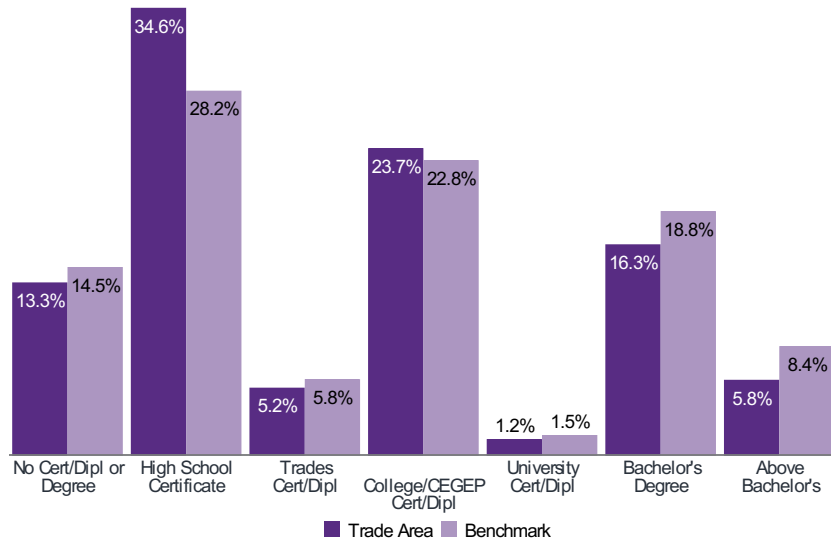


4.4%

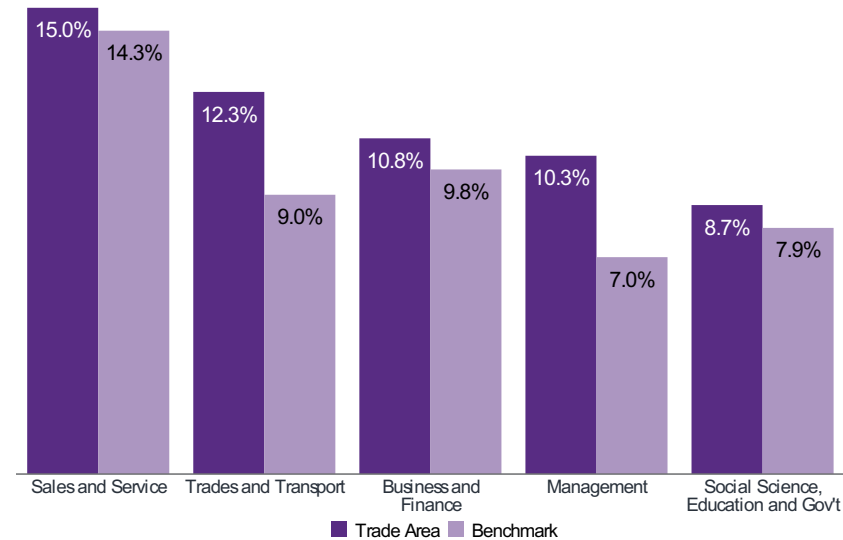
Index:201

Travel to work by **Walking**

## EDUCATIONAL ATTAINMENT



## OCCUPATIONS: TOP 5\*



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\*Ranked by percent composition

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

Trade Area: Schomberg

Population: 2,476 | Households: 970

## ABORIGINAL IDENTITY



2.0%

Index:84

## VISIBLE MINORITY PRESENCE



2.7%

Index:9

Belong to a visible minority group

## NON-OFFICIAL LANGUAGE



0.8%

Index:40

No knowledge of English or French

## IMMIGRATION



16.2%

Index:60

Born outside Canada

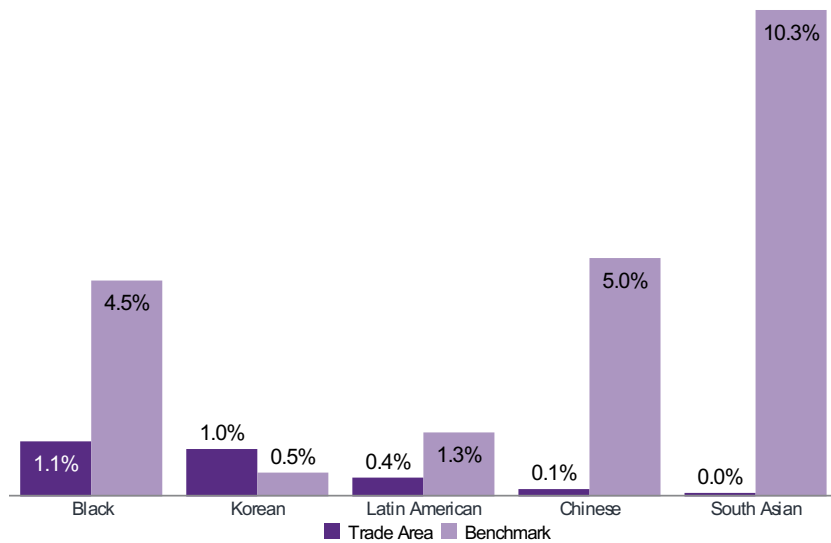
## PERIOD OF IMMIGRATION\*

Before 2001

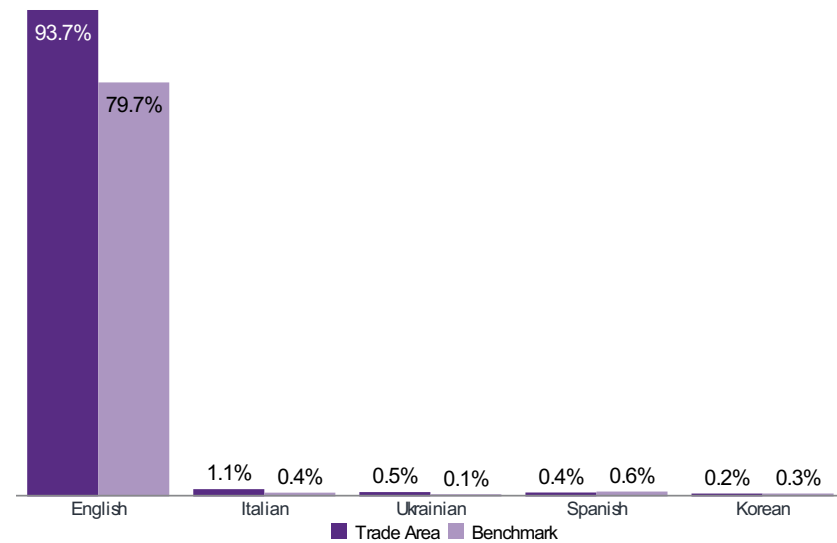
13.7%

Index:99

## VISIBLE MINORITY STATUS: TOP 5\*\*



## LANGUAGES SPOKEN AT HOME: TOP 5\*\*



Benchmark: Southern Ontario

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\*Chosen from index ranking with minimum 5% composition

\*\*Ranked by percent composition

Index Colours:	<80	80 - 110	110+



## Top 5 segments represent **98.2%** of households in Schomberg

<p><b>14 KICK-BACK COUNTRY</b></p> <p>R1 RURAL MIDDLE-AGE/ UPPER-MIDDLE-INCOME FAMILIES AND COUPLES</p>	<p>Rank: 1                      Hhlds: 842                      Hhld %: 86.81                      % in Benchmark: 2.47                      Index: 3,521</p>	<p>The wealthiest rural lifestyle, Kick-Back Country consists of middle-aged families and older couples living in rustic areas near large and medium-size cities. The maintainers tend to be between 45 and 64 years old, their children from 10 to 24. Despite mixed educations, they earn impressive incomes from jobs in mining, construction, trades and transportation. Almost 90 percent of households own a home, typically a spacious, single-detached house. Here, beyond the urban sprawl, driveways often contain compact SUVs and large pickups for commuting to work, hauling boats and campers, and travelling to the city for shopping. They aren't too remote for big-city nightlife, but they also like staying home to watch TV sports and listen to country music radio stations.</p>
<p><b>19 FAMILY MODE</b></p> <p>S3 SUBURBAN FINANCIALLY COMFORTABLE MIDDLE-AGED FAMILIES</p>	<p>Rank: 2                      Hhlds: 43                      Hhld %: 4.41                      % in Benchmark: 4.31                      Index: 102</p>	<p>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 5. These middle-aged adults have used their mostly high school and college educations to land a variety of blue-collar jobs. Their upper-middle incomes allow them to purchase single-detached houses and fill their garages with skiing, golfing and hockey equipment plus motorcycles, boats and camping trailers. A vacation means packing up the camper and hitting the road for one of Canada's parks.</p>
<p><b>33 NEW COUNTRY</b></p> <p>R1 RURAL MIDDLE-AGE/ UPPER-MIDDLE-INCOME FAMILIES AND COUPLES</p>	<p>Rank: 3                      Hhlds: 29                      Hhld %: 3.00                      % in Benchmark: 2.53                      Index: 118</p>	<p>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 agricultural and blue-collar occupations. Forty percent of the maintainers are between 45 and 64 years old, and nearly 45 percent of households have children, typically of all ages. Most own comfortable, single-family homes, and often fill their driveways with power boats, ATVs and snow mobiles. Their daily routine is not unlike the one their grandparents enjoyed. For leisure, New Country members like to go hunting, fishing and camping, or they'll stay home and do gardening or crafts. Known for their deep roots in the community, three-quarters of residents are third-plus-generation Canadians; fewer than one in ten is foreign-born.</p>
<p><b>25 SUBURBAN SPORTS</b></p> <p>S3 UPPER-MIDDLE-INCOME, YOUNGER AND MIDDLE-AGED SUBURBANITES</p>	<p>Rank: 4                      Hhlds: 24                      Hhld %: 2.42                      % in Benchmark: 2.02                      Index: 120</p>	<p>Widely dispersed across Canada, Suburban Sports is one of the larger segments, a suburban refuge for younger and middle-aged families. Eight in ten households own a home, typically a singled-detached house or a duplex. The households are nearly evenly divided between couples and families, and maintainers range from 35 to 64, and children are of all ages. Most adults have completed high school or college and hold service sector and blue-collar jobs that provide solid, upper-middle-class incomes. No doubt, the presence of children affects the popularity of sports like baseball, basketball and swimming. Additionally, the adults like to bowl, golf and do pilates. Many enjoy watching sports, rooting for their favourite pro hockey, soccer and football teams.</p>
<p><b>43 HAPPY MEDIUM</b></p> <p>S5 SUBURBAN MIDDLE-INCOME COUPLES AND FAMILIES</p>	<p>Rank: 5                      Hhlds: 15                      Hhld %: 1.53                      % in Benchmark: 2.51                      Index: 61</p>	<p>A quintessential portrait of Middle Canada, Happy Medium consists of couples and families living in the outer suburbs of large and midsize cities. The segment contains a mix of middle-income households of varied ages (maintainers range from 45 to over 75), educations (mostly high school or college) and family types (couples and families). Many households in this segment have deep roots: three-quarters of residents are third-plus-generation Canadians. Residents typically hold blue-collar or service sector jobs, and most own an older, single-detached house. With their unpretentious lifestyles, they enjoy home-based pursuits like woodworking, gardening and sewing, and outdoor activities such as canoeing, rowing and snowmobiling. To stretch their budgets, many shop at second-hand clothing and discount grocery stores.</p>

Benchmark: Southern Ontario

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Trade Area: Schomberg

## Strong Values

Values	Index
Attraction to Nature	168
Personal Control	144
Cultural Assimilation	134
Rejection of Orderliness	126
Need for Escape	123
Importance of Price	122
Adaptability to Complexity	121
Utilitarian Consumerism	121
Effort Toward Health	120
Importance of Brand	120

## Weak Values

Values	Index
Fatalism	46
Financial Concern Regarding the Future	57
Anomie-Aimlessness	60
Joy of Consumption	61
North American Dream	63
Culture Sampling	64
Ethical Consumerism	65
Fear of Violence	65
Propriety	68
Acceptance of Violence	69

## 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.

### Personal Control

Striving to organize and control the direction of one's future, even when it feels that there are forces beyond one's immediate control preventing it. Belief in one's basic ability to effect change and control one's life.

### 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

### Fatalism

The feeling that there are forces beyond one's immediate control preventing one from being in control, and being resigned to not being able to organize and control the direction of one's life or future. Lack of belief in one's basic ability to effect change and control one's life.

### Financial Concern Regarding the Future

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

### Anomie-Aimlessness

The feeling of having no goals in life. Experiencing a void of meaning with respect to life in general. A feeling of alienation from society, having the impression of being cut off from what's happening.

Benchmark: Ontario

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

## INCOME\*

Household Income

**\$ 133,628**

Index **114**

Household Disposable Income

**\$ 99,456**

Index **109**

Household Discretionary Income

**\$ 69,047**

Index **109**

Annual RRSP Contributions

**\$ 4,118**

Index **113**

## WEALTH\*



Net Worth

%Holders

100.0% Index **100**

Balance

**\$2,089,050**

Index **213**

## ASSETS\*



Savings

%Holders

95.9% Index **58**

Balance

**\$321,995**

Index **237**



Investments

%Holders

69.0% Index **114**

Balance

**\$1,040,507**

Index **266**



Unlisted Shares

%Holders

16.9% Index **154**

Balance

**\$1,537,004**

Index **249**



Real Estate

%Holders

82.3% Index **108**

Balance

**\$1,349,249**

Index **134**



Liquid Assets

%Holders

99.0% Index **101**

Balance

**\$1,039,947**

Index **282**

## DEBT\*



Consumer Debt

%Holders

94.3% Index **100**

Balance

**\$83,660**

Index **145**



Mortgage Debt

%Holders

47.5% Index **101**

Balance

**\$486,550**

Index **139**

## FINANCIAL RATIO



Debt:Asset

%Holders

0.13% Index **70**

Benchmark: Southern Ontario

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%Holders represent where customers are found.

\*Average values per holding household as at December 31, 2021.

Index Colours:	<80	80 - 110	110+
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## FINANCIAL RATIOS\*



Debt: Asset

0.13

Index:70



Debt: Liquid Assets

0.30

Index: 50



Consumer Debt - Discr. Income

1.14

Index:133



Savings - Investments

0.43

Index:81



Pension - Non-Pension Assets

0.08

Index:48



Real Estate Assets - Liq. Assets

1.08

Index:51



Mortgage - Real Estate Assets

0.21

Index:97



Mortgage - Consumer Debt

2.93

Index:96

Benchmark:Southern Ontario

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Index Colours:	<80	80 - 110	110+
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\*Average values per holding household as at December 31, 2021

# Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Schomberg

Households: 970

**Total Aggregate Current Consumption: \$90,498,530**

**Average Current Consumption**

**\$93,297**

Index **112**

**Average Household Income**










**\$134,558**

Index **115**

**Average Disposable Income**

**\$100,320**

Index **109**

 <p><b>Shelter</b></p> <p>Avg. Dollars/Household: <b>\$23,297</b> Index: <b>109</b></p> <p>Pct. of Total Expenditure: <b>25.0%</b> Index: <b>98</b></p>	 <p><b>Transportation</b></p> <p>Avg. Dollars/Household: <b>\$16,504</b> Index: <b>118</b></p> <p>Pct. of Total Expenditure: <b>17.7%</b> Index: <b>106</b></p>	 <p><b>Food</b></p> <p>Avg. Dollars/Household: <b>\$14,230</b> Index: <b>109</b></p> <p>Pct. of Total Expenditure: <b>15.3%</b> Index: <b>98</b></p>
 <p><b>Household Operation</b></p> <p>Avg. Dollars/Household: <b>\$6,501</b> Index: <b>108</b></p> <p>Pct. of Total Expenditure: <b>7.0%</b> Index: <b>97</b></p>	 <p><b>Health Care</b></p> <p>Avg. Dollars/Household: <b>\$6,453</b> Index: <b>114</b></p> <p>Pct. of Total Expenditure: <b>6.9%</b> Index: <b>102</b></p>	 <p><b>Recreation</b></p> <p>Avg. Dollars/Household: <b>\$6,128</b> Index: <b>124</b></p> <p>Pct. of Total Expenditure: <b>6.6%</b> Index: <b>111</b></p>
 <p><b>Household Furnishings</b></p> <p>Avg. Dollars/Household: <b>\$5,228</b> Index: <b>121</b></p> <p>Pct. of Total Expenditure: <b>5.6%</b> Index: <b>108</b></p>	 <p><b>Clothing</b></p> <p>Avg. Dollars/Household: <b>\$3,327</b> Index: <b>101</b></p> <p>Pct. of Total Expenditure: <b>3.6%</b> Index: <b>90</b></p>	 <p><b>Tobacco and Alcohol</b></p> <p>Avg. Dollars/Household: <b>\$3,239</b> Index: <b>93</b></p> <p>Pct. of Total Expenditure: <b>3.5%</b> Index: <b>83</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:

Households: 970

<b>Average Household Income</b> <b>\$134,558</b> Index <b>115</b>	<b>Average Food Expenditure</b> <b>\$14,230</b> Index <b>109</b>	<b>Average Spend on Food from Restaurants</b> <b>\$4,449</b> Index <b>108</b>	<b>Average Spend on Food from Stores</b> <b>\$9,781</b> Index <b>110</b>
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**Total Aggregate Food Expenditure: \$ 13,803,109**

 <p><b>Bakery</b></p> <p>Avg. Dollars/Household <b>\$717</b> Index <b>107</b></p> <p>Pct. of Total Expenditure <b>7.3%</b> Index <b>97</b></p>	 <p><b>Cereal Products</b></p> <p>Avg. Dollars/Household <b>\$442</b> Index <b>113</b></p> <p>Pct. of Total Expenditure <b>4.5%</b> Index <b>103</b></p>	 <p><b>Fruit and nuts</b></p> <p>Avg. Dollars/Household <b>\$1,050</b> Index <b>108</b></p> <p>Pct. of Total Expenditure <b>10.7%</b> Index <b>98</b></p>
 <p><b>Vegetables</b></p> <p>Avg. Dollars/Household <b>\$1,223</b> Index <b>117</b></p> <p>Pct. of Total Expenditure <b>12.5%</b> Index <b>106</b></p>	 <p><b>Dairy products &amp; Eggs</b></p> <p>Avg. Dollars/Household <b>\$1,234</b> Index <b>109</b></p> <p>Pct. of Total Expenditure <b>12.6%</b> Index <b>99</b></p>	 <p><b>Meat</b></p> <p>Avg. Dollars/Household <b>\$2,048</b> Index <b>110</b></p> <p>Pct. of Total Expenditure <b>20.9%</b> Index <b>99</b></p>
 <p><b>Fish &amp; Seafood</b></p> <p>Avg. Dollars/Household <b>\$266</b> Index <b>118</b></p> <p>Pct. of Total Expenditure <b>2.7%</b> Index <b>107</b></p>	 <p><b>Beverages &amp; Other Food</b></p> <p>Avg. Dollars/Household <b>\$2,802</b> Index <b>109</b></p> <p>Pct. of Total Expenditure <b>28.6%</b> Index <b>99</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	10.0	12.9	78
Going to restaurants, bars or night clubs	70.5	60.8	116
Having physical Contact with family and friends	68.0	64.2	106
Participating in group activities	40.3	43.1	94
Partying	17.7	20.7	86
Seeing family and friends in person	73.4	69.6	105
<b>Entertainment</b>			
Attending events, festivals or concerts	51.6	44.8	115
Attending sports events (excludes professional sports)	27.8	21.7	128
Attending to professional sports events or games	29.3	27.4	107
Going to the movies	46.7	47.3	99
<b>Movement &amp; Travel</b>			
Driving more	28.4	17.6	162
Shopping in-store	53.9	49.8	108
Spending time outdoors	26.0	39.4	66
Travelling outside of Canada/ abroad	61.5	56.5	109
Travelling within Canada	68.1	55.9	122
Using public transit	8.2	12.5	66
<b>Personal</b>			
Getting back to old habits	33.4	40.0	83
Going to a salon, barber shop or spa	44.6	40.1	111
Going to the gym	19.2	22.2	86
<b>Education/Work</b>			
Children going back to school	19.1	20.3	94
Going back to work	18.5	14.2	130

Benchmark: Southern Ontario

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(Base used for Index calculations)

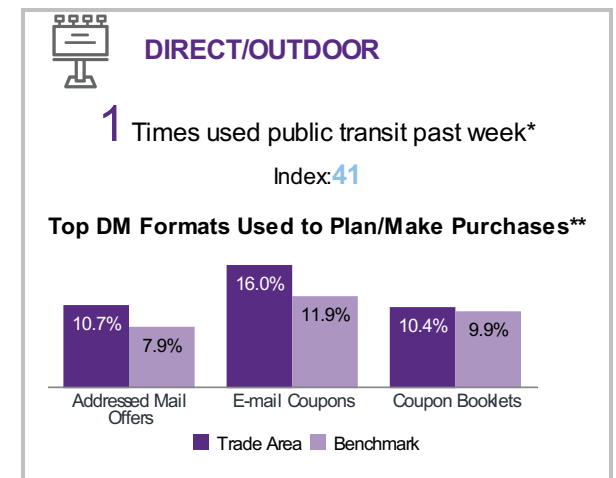
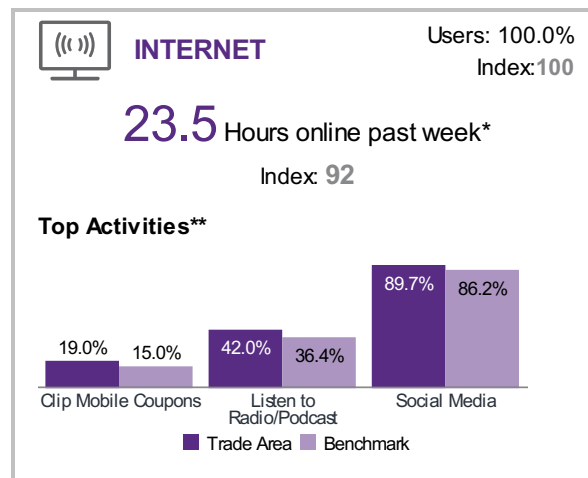
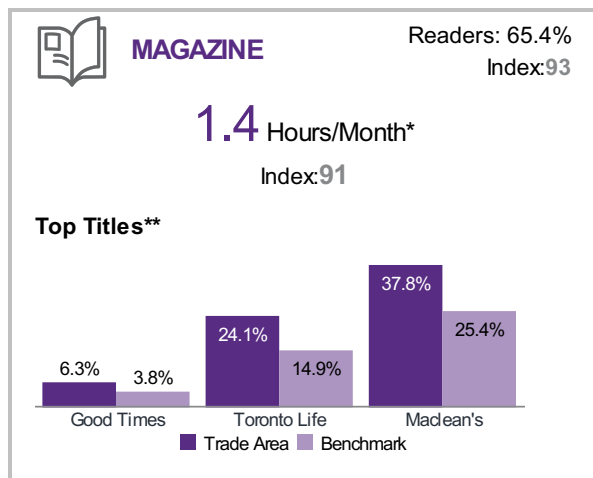
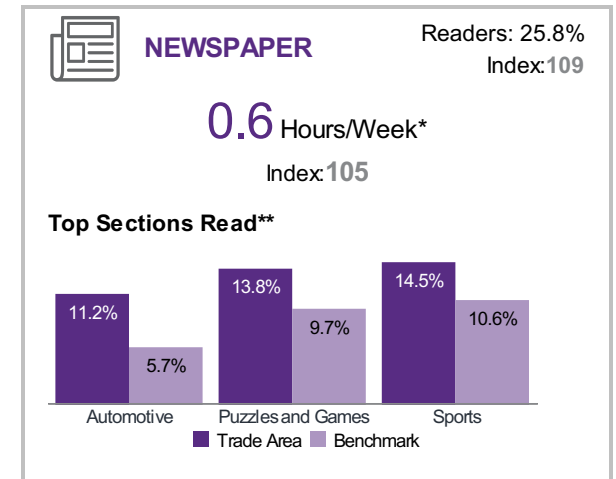
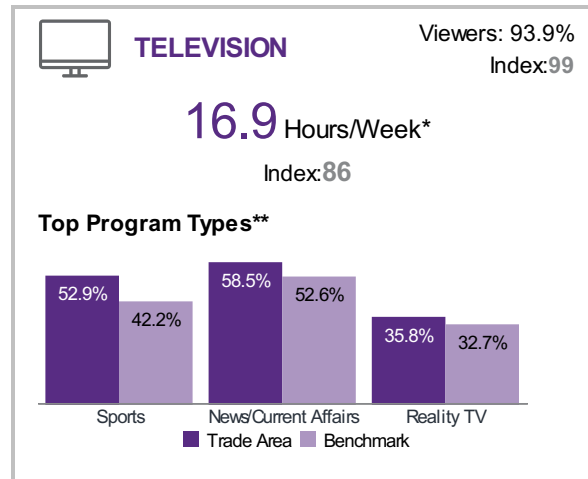
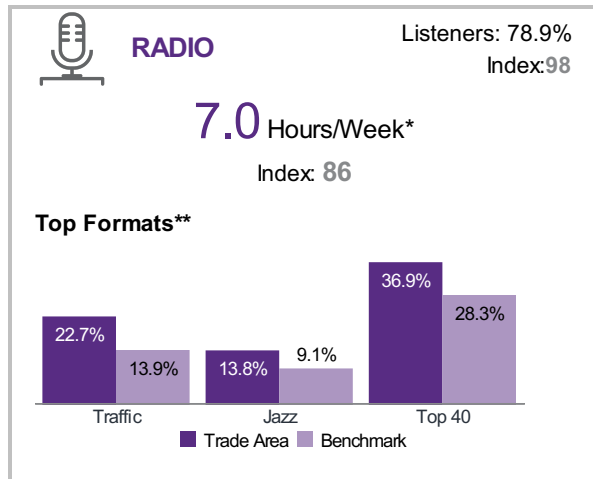
Index Colours:	<80	80 - 110	110+
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## Media and Social Media Overview

# Behavioural - Vividata | Media Overview

Trade Area: Schomberg

Household Population 14+: 2,155



Benchmark: Southern Ontario

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

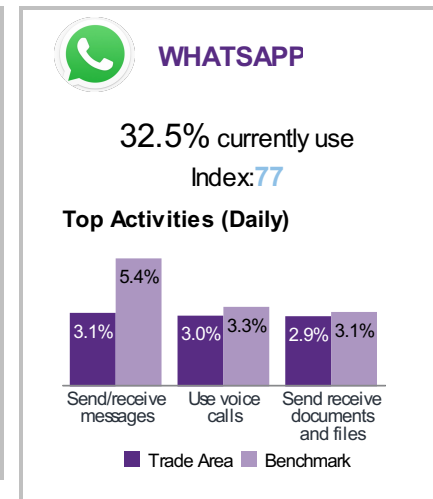
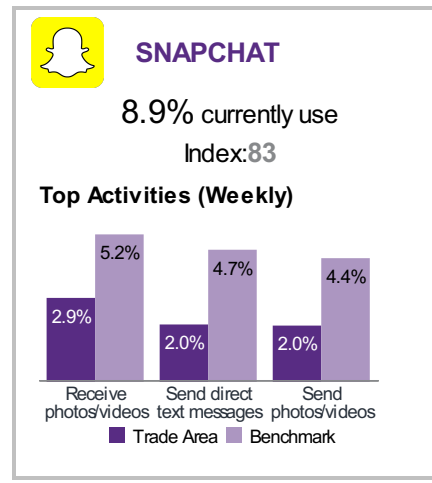
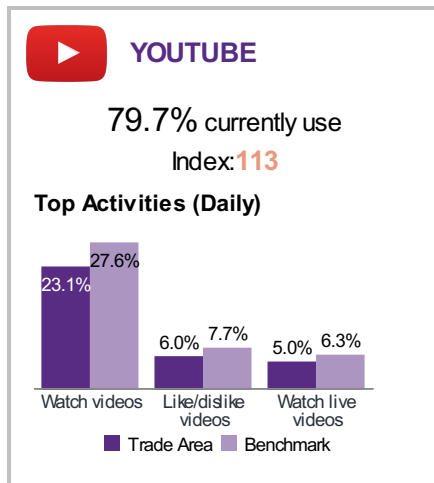
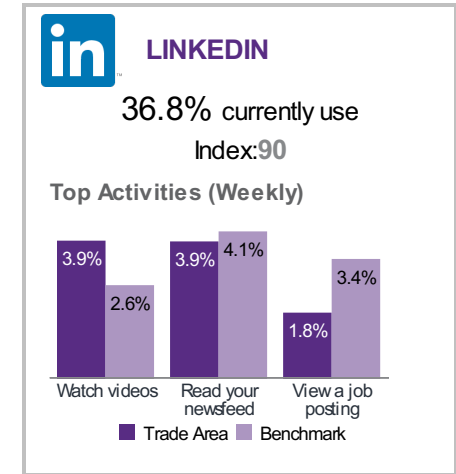
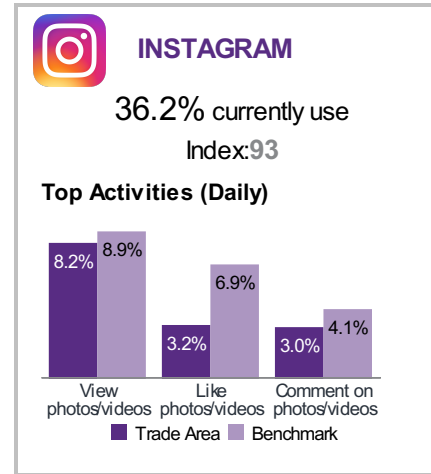
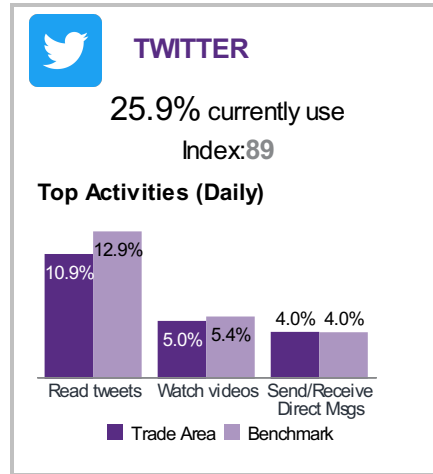
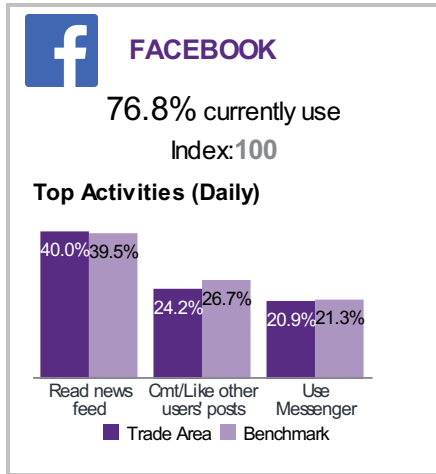
\*\* Chosen from index ranking with minimum 5% composition.



# Opticks Social | Social Media Activities

Trade Area: Schomberg

Household Population 18+:2,042



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: Schomberg

Household Population 18+:2,042

## FRIENDS IN ALL SM NETWORKS



53.7%

Index:138

0-49 friends

## FREQUENCY OF USE (DAILY)



58.5%

Index:106

Facebook

## BRAND INTERACTION



26.1%

Index:87

Like brand on Facebook

## NO. OF BRANDS INTERACTED

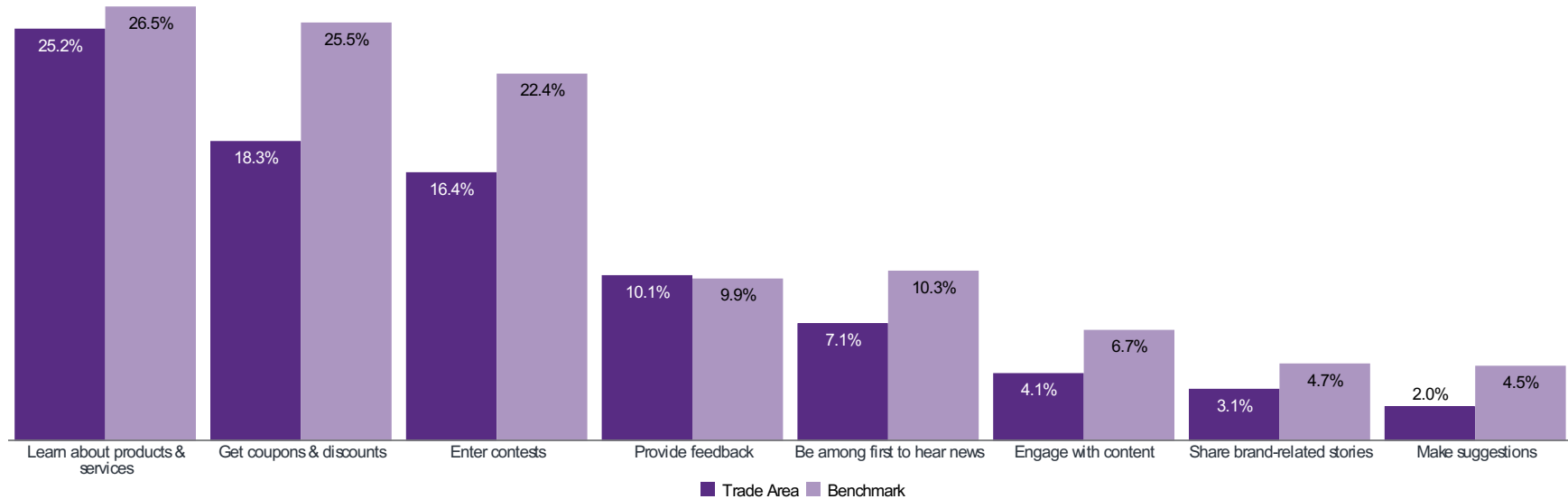


23.4%

Index:80

2-5 brands

## REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark:Southern Ontario

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Chosen and ranked by percent composition.

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

# Opticks eShopper | Online Shopping Attitudes

Trade Area: Schomberg

Total Household Population 18+: 2,042



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

% Comp 87.0 Index 101



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

% Comp 40.5 Index 105



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

% Comp 87.0 Index 105



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

% Comp 33.7 Index 76



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

% Comp 58.6 Index 108



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

% Comp 19.8 Index 74

Benchmark: Southern Ontario

Ranked by percent composition.

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Index Colours:	<80	80 - 110	110+
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# Opticks eShopper | Purchase Preferences

Trade Area: Schomberg

Total Household Population 18+:2,042

## PURCHASE DECISION FACTORS



**89.2%**

Index:106

Price

## ONLINE PURCHASE PREFERENCE



**11.9%**

Index:103

Vacation / travel via Mobile Phone

## CUSTOMER SERVICE ONLINE



**23.0%**

Index:87

Govt. services

## FORM OF PAYMENT ONLINE



Debit Card

**4.0%**

Index:107



Credit Card

**66.4%**

Index:107

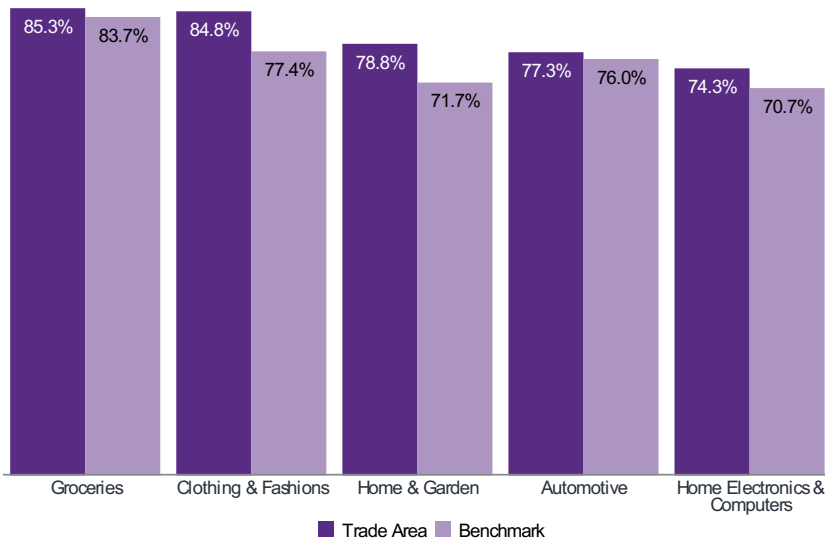


Third Party

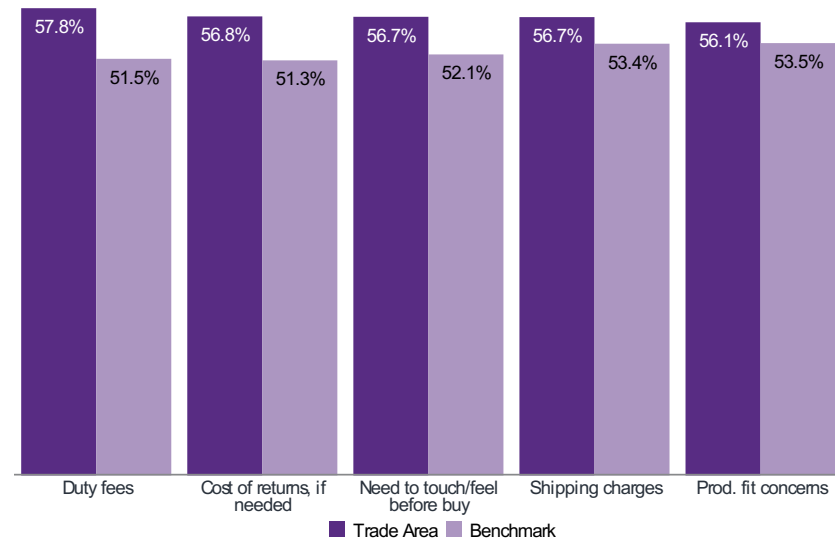
**8.0%**

Index:138

## IN-STORE PURCHASE PREFERENCE - Top 5



## IN-STORE PURCHASE REASON - Top 5



Benchmark: Southern Ontario

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\*Ranked by percent with minimum 5% composition.

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

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

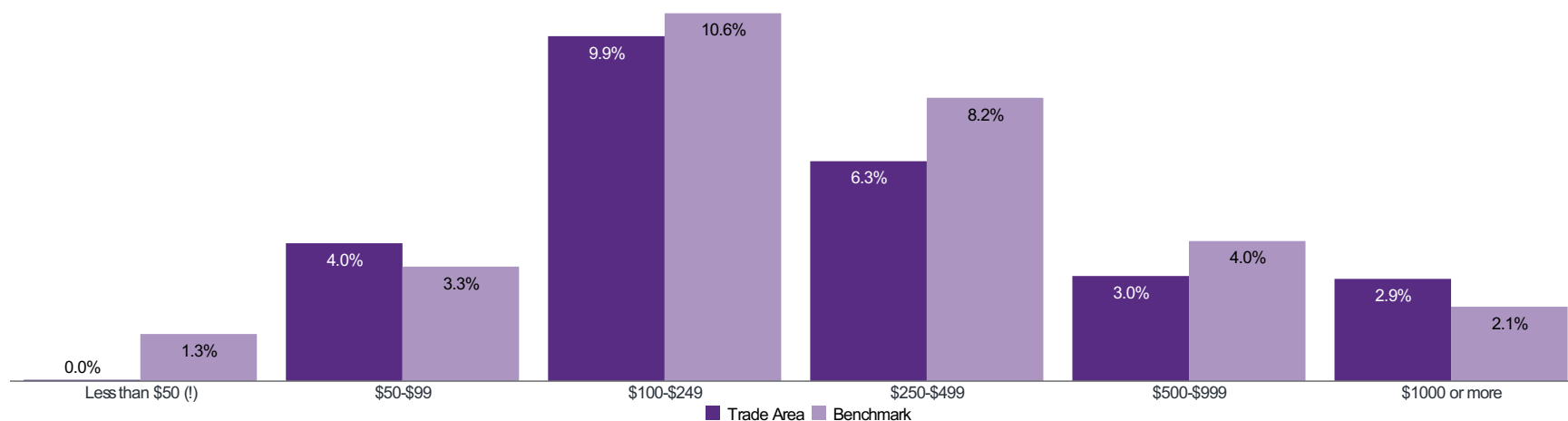
Trade Area:

Total Household Population 18+: 2,042

## 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	74.8% Index:113	29.4% Index:86	8.1% Index:64	3.9% Index:134
Purchase preference	84.8% Index:109	25.3% Index:90	4.2% Index:45	3.9% Index:161
Customer Service	74.7% Index:117	14.0% Index:93	0.1% Index:2	22.0% Index:103

## 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

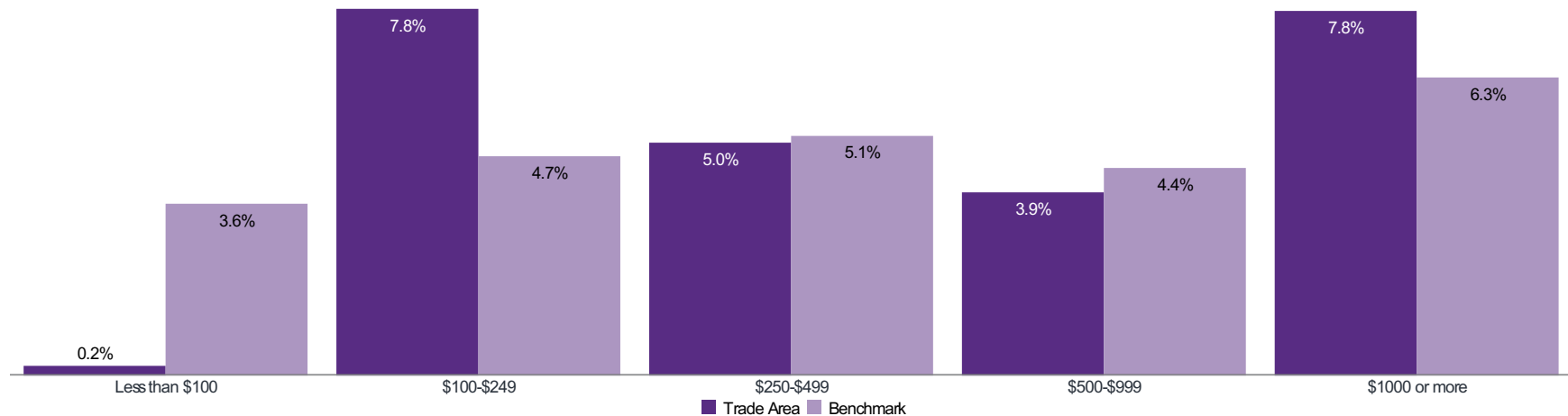
Trade Area:

Total Household Population 18+: 2,042

## 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	Talking to someone via phone
	Gather information	55.3% Index:103	54.0% Index:108	9.3% Index:62
Purchase preference	74.3% Index:105	39.8% Index:105	5.1% Index:50	9.6% Index:165
Customer Service	66.2% Index:112	22.5% Index:111	1.0% Index:18	41.0% Index:113

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

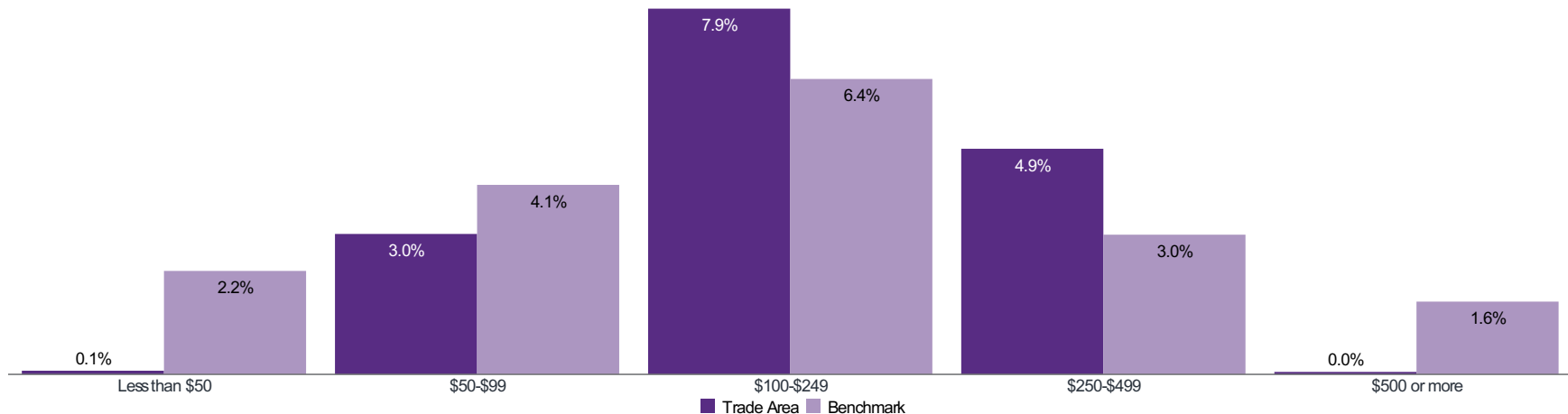
Trade Area:

Total Household Population 18+: 2,042

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>GIFT CARDS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	45.4% Index:96	38.9% Index:125	7.1% Index:73	8.6% Index:248
Purchase preference	57.4% Index:97	36.6% Index:123	5.1% Index:61	5.8% Index:205
Customer Service	42.6% Index:99	15.0% Index:85	3.9% Index:82	36.4% Index:134

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

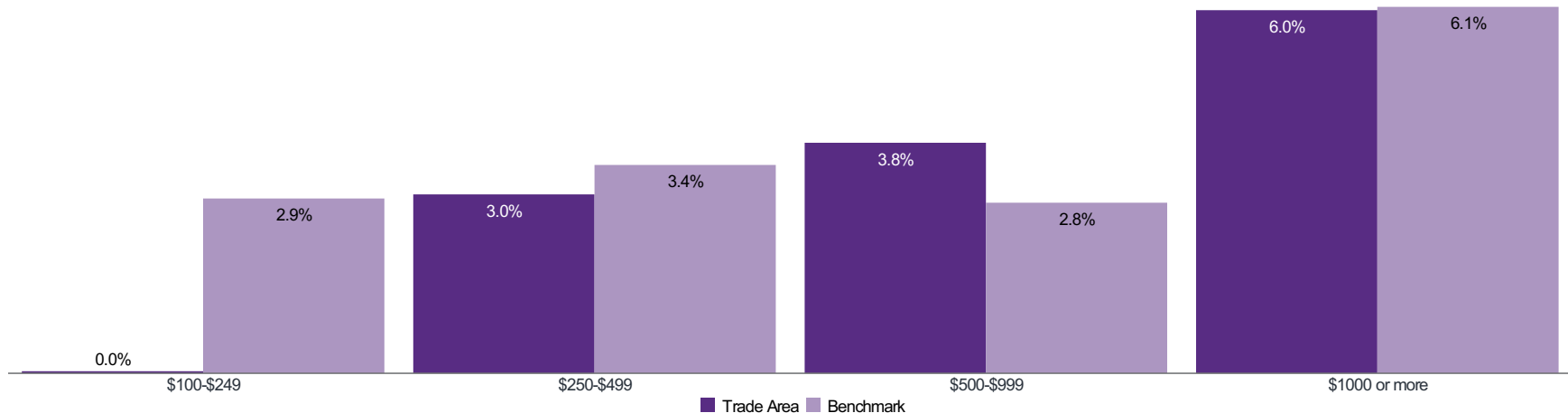
Trade Area:

Total Household Population 18+: 2,042

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>GROCERIES</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	78.1% Index:106	14.2% Index:71	3.3% Index:37	0.0% Index:0
Purchase preference	85.3% Index:102	11.7% Index:83	3.0% Index:55	2.0% Index:94
Customer Service	72.4% Index:104	8.7% Index:94	1.0% Index:27	20.0% Index:112

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

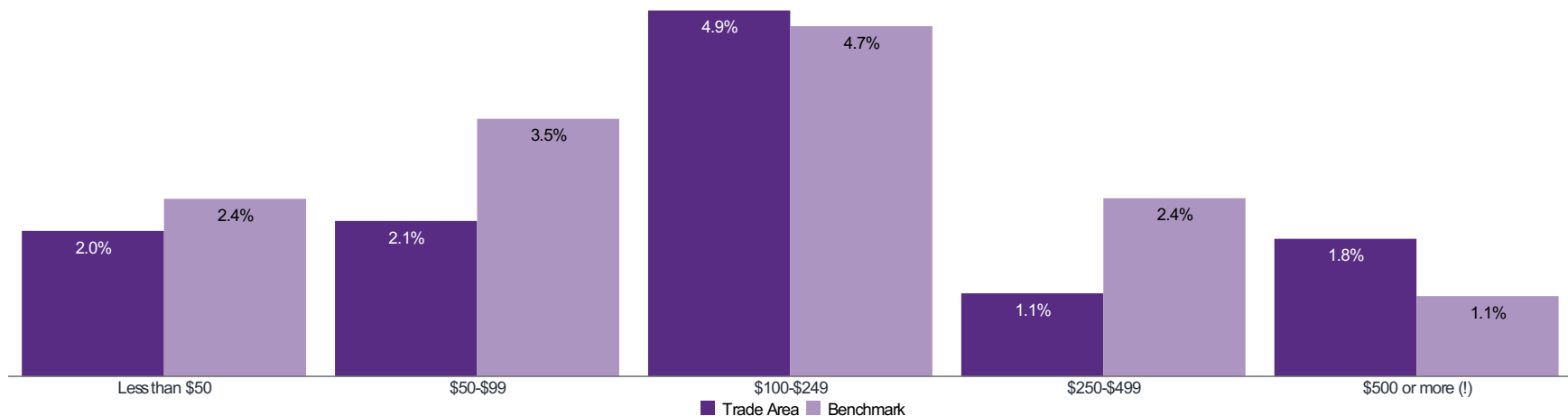
Trade Area:

Total Household Population 18+: 2,042

## 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	36.0% Index:97	14.1% Index:72	4.1% Index:54	2.0% Index:71
Purchase preference	45.1% Index:96	16.1% Index:94	2.1% Index:36	3.0% Index:118
Customer Service	40.2% Index:106	8.0% Index:75	0.1% Index:3	17.1% 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 | Home & Garden Deep Dive

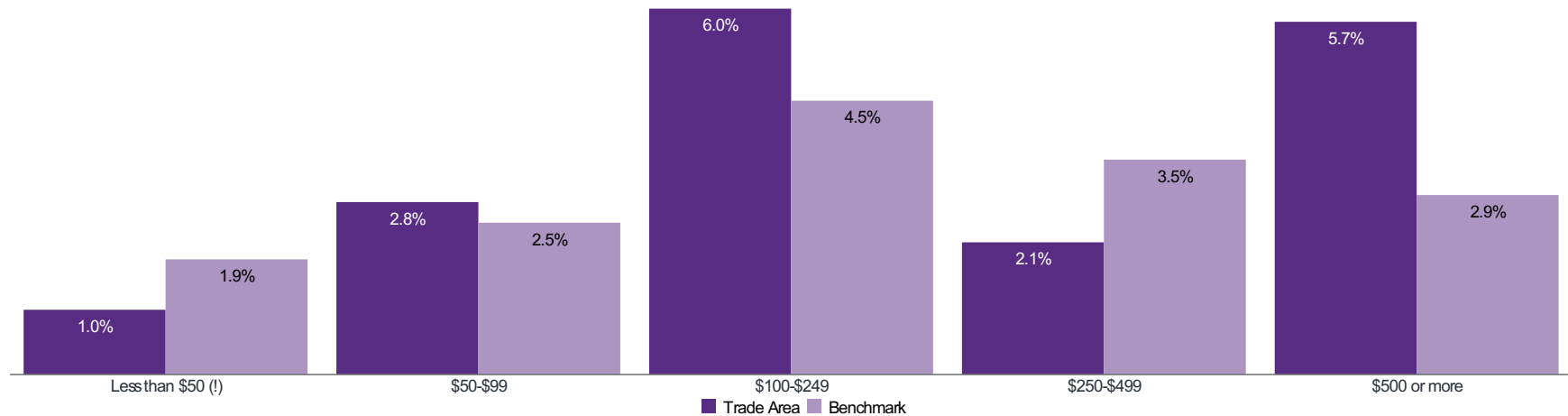
Trade Area:

Total Household Population 18+: 2,042

## BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	65.0% Index:114	41.5% Index:124	10.1% Index:97	4.9% Index:103
Purchase preference	78.8% Index:110	26.9% Index:132	3.0% Index:47	6.9% Index:199
Customer Service	59.4% Index:103	9.8% Index:78	1.0% Index:25	28.0% Index:120

## 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 | Sporting Goods Deep Dive

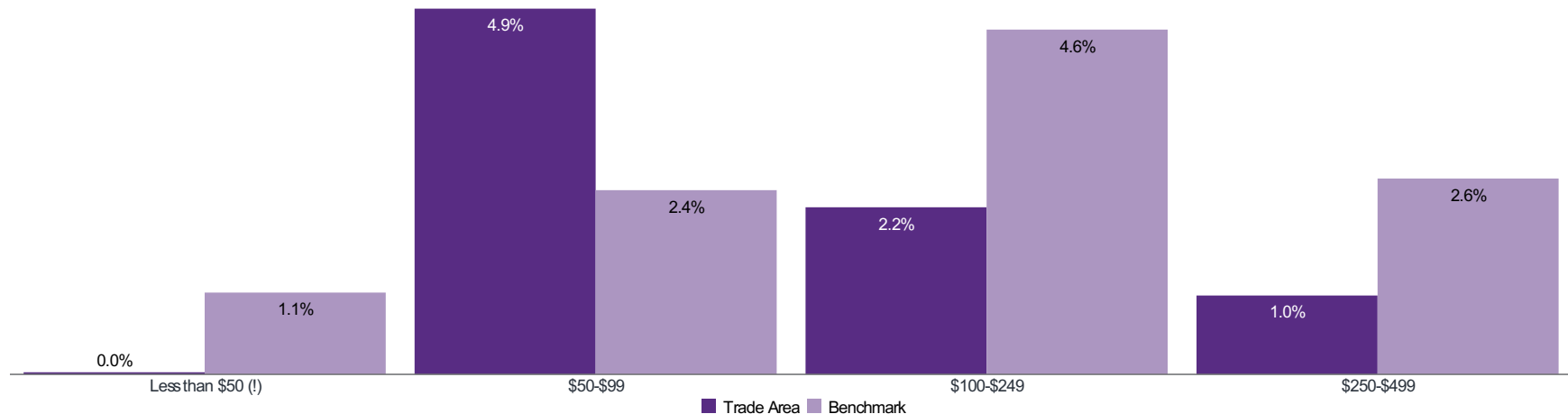
Trade Area:

Total Household Population 18+: 2,042

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>SPORTING GOODS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
	Gather information	49.8% Index:121	26.7% Index:94	9.9% Index:97
Purchase preference	64.6% Index:123	20.0% Index:94	1.1% Index:16	4.7% Index:175
Customer Service	50.0% Index:115	10.0% Index:79	2.0% Index:51	25.0% Index:119

## 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

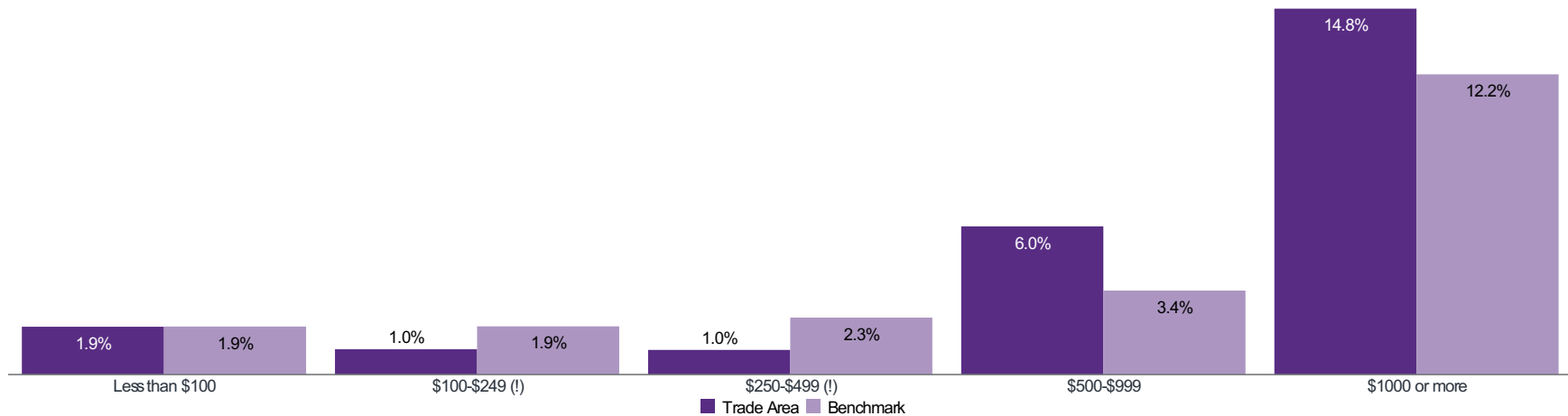
Trade Area:

Total Household Population 18+: 2,042

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>VACATION/ TRAVEL</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	21.8% Index:106	61.6% Index:107	15.9% Index:107	22.1% Index:122
Purchase preference	27.1% Index:95	52.7% Index:101	11.9% Index:103	28.0% Index:141
Customer Service	33.2% Index:109	20.1% Index:81	5.0% Index:74	51.9% Index:113

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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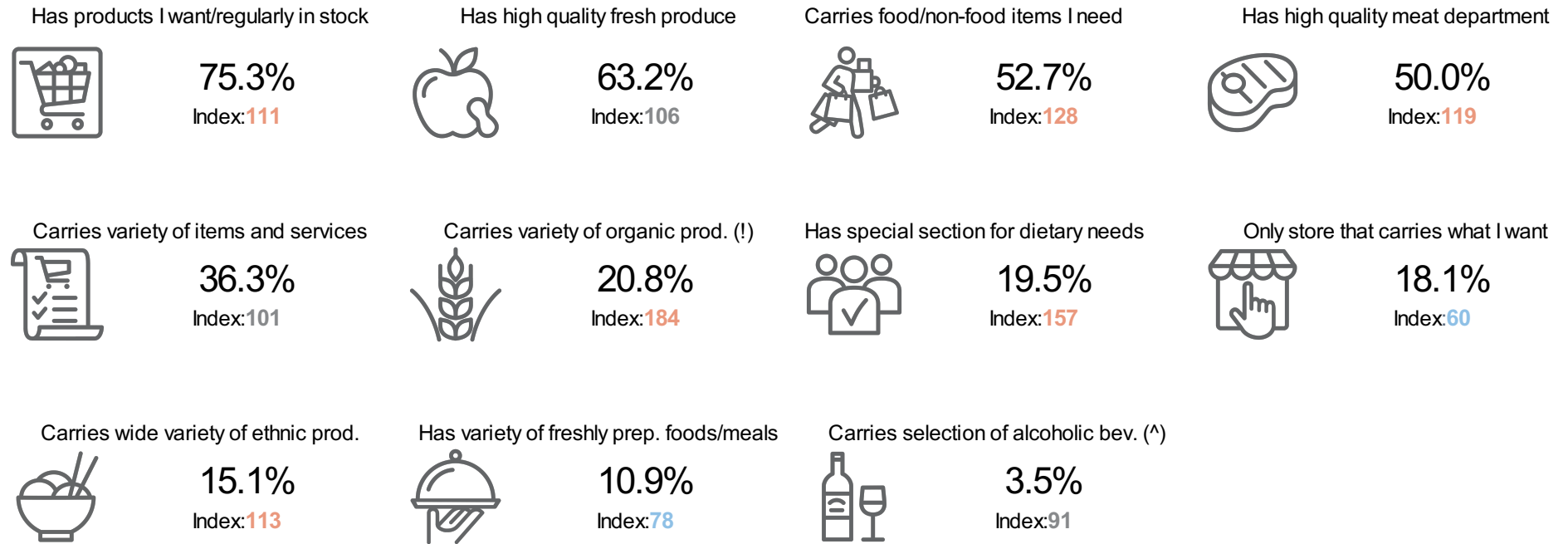


## Store Loyalty

Trade Area: Schomberg

Households: 1,022

## 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: Schomberg

Households: 1,022

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



Benchmark: Southern Ontario

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

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

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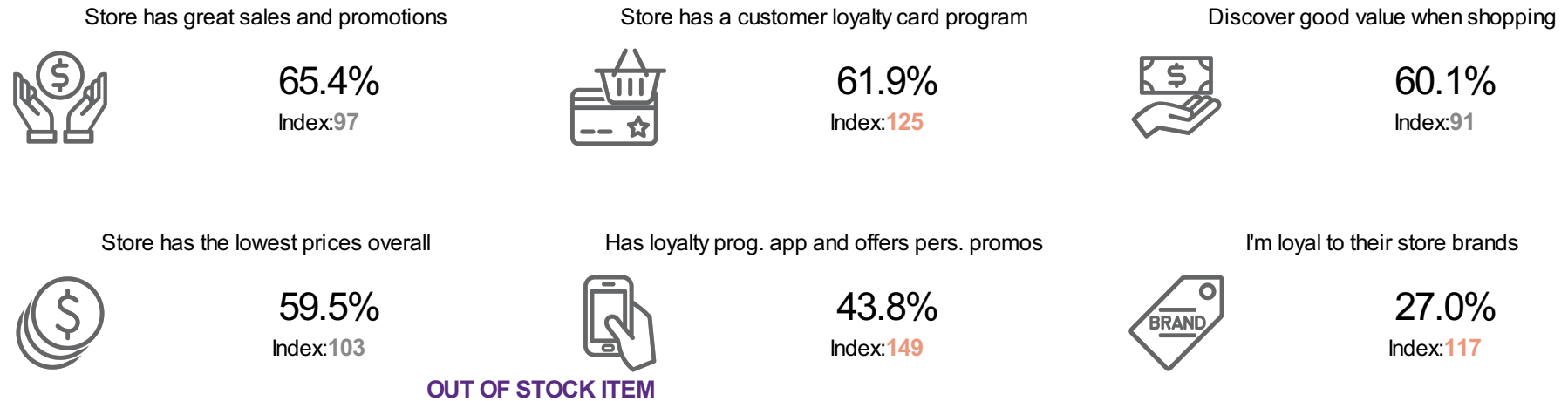
Index Colours:	<80	80 - 110	110+
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# ShopperChoice | Store Loyalty - Price and Promo

Trade Area: Schomberg

Households: 1,022

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO



### OUT OF STOCK ITEM

	% Base	% Pen	Index	
<b>Psychographics - Shopping Preferences</b>				
Postpone the purchase	51.9	40.2	0.0	129
Leave the store and buy it elsewhere	23.6	30.9	0.0	76
Purchase another brand	12.7	21.2	0.0	60
Purchase another size or variety of the same brand (!)	11.9	7.7	0.0	154

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 Schomberg 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>19,580,782</b>	<b>100%</b>	<b>27,537</b>	<b>100%</b>	<b>0.14%</b>	<b>100</b>	<b>24,359</b>	<b>100%</b>	<b>0.12%</b>	<b>100</b>	<b>18,688</b>	<b>100%</b>	<b>0.10%</b>	<b>100</b>	<b>18,184</b>	<b>100%</b>	<b>0.09%</b>	<b>100</b>	<b>45,458</b>	<b>100%</b>	<b>0.23%</b>	<b>100</b>
3519049	King, ON (TP)	23,176	0.12%	4,498	16.34%	19.41%	13801	3,733	15.32%	16.11%	12947	3,457	18.50%	14.92%	15629	3,310	18.20%	14.28%	15377	5,421	11.93%	23.39%	10075
3520005	Toronto, ON (C)	2,577,758	13.16%	2,547	9.25%	0.10%	70	2,750	11.29%	0.11%	86	1,699	9.09%	0.07%	69	1,803	9.91%	0.07%	75	5,179	11.39%	0.20%	87
3543007	New Tecumseth, ON (T)	33,891	0.17%	2,948	10.70%	8.70%	6185	2,947	12.10%	8.69%	6989	2,156	11.54%	6.36%	6667	2,486	13.67%	7.33%	7898	4,555	10.02%	13.44%	5789
3519028	Vaughan, ON (CY)	273,966	1.40%	2,144	7.79%	0.78%	556	857	3.52%	0.31%	251	1,562	8.36%	0.57%	597	682	3.75%	0.25%	268	3,439	7.57%	1.26%	541
3521024	Caledon, ON (T)	69,240	0.35%	1,835	6.67%	2.65%	1885	1,956	8.03%	2.82%	2270	955	5.11%	1.38%	1445	887	4.88%	1.28%	1379	2,735	6.02%	3.95%	1701
3521010	Brampton, ON (CY)	606,285	3.10%	987	3.59%	0.16%	116	959	3.94%	0.16%	127	801	4.29%	0.13%	139	414	2.28%	0.07%	74	1,891	4.16%	0.31%	134
3543014	Bradford West Gwillimbury, ON (T)	35,042	0.18%	1,216	4.42%	3.47%	2467	1,073	4.40%	3.06%	2461	666	3.57%	1.90%	1992	967	5.32%	2.76%	2970	1,790	3.94%	5.11%	2201
3519048	Newmarket, ON (T)	77,705	0.40%	767	2.78%	0.99%	701	944	3.88%	1.22%	977	647	3.46%	0.83%	872	1,084	5.96%	1.39%	1502	1,739	3.83%	2.24%	964
3543042	Barrie, ON (CY)	136,792	0.70%	974	3.54%	0.71%	506	717	2.94%	0.52%	421	507	2.71%	0.37%	388	519	2.86%	0.38%	409	1,678	3.69%	1.23%	528
3519046	Aurora, ON (T)	52,566	0.27%	1,208	4.39%	2.30%	1634	1,016	4.17%	1.93%	1553	880	4.71%	1.67%	1755	416	2.29%	0.79%	851	1,623	3.57%	3.09%	1330

<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 Schomberg 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
2,133	1,669	78.3	1,494	70.0	1,455	68.2	1,446	67.8	1,793	84.0

**2019 Schomberg 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	45,785	1,793	3.9	43,992	96.1

**2020 Schomberg 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>19,580,782</b>	<b>100%</b>	<b>14,028</b>	<b>100%</b>	<b>0.07%</b>	<b>100</b>	<b>22,224</b>	<b>100%</b>	<b>0.11%</b>	<b>100</b>	<b>18,247</b>	<b>100%</b>	<b>0.09%</b>	<b>100</b>	<b>15,542</b>	<b>100%</b>	<b>0.08%</b>	<b>100</b>	<b>37,482</b>	<b>100%</b>	<b>0.19%</b>	<b>100</b>
3519049	King, ON (TP)	23,176	0.12%	3,388	24.15%	14.62%	20404	3,956	17.80%	17.07%	15040	3,482	19.08%	15.03%	16124	3,419	22.00%	14.75%	18588	4,944	13.19%	21.33%	11144
3520005	Toronto, ON (C)	2,577,758	13.16%	1,303	9.29%	0.05%	71	2,673	12.03%	0.10%	91	1,867	10.23%	0.07%	78	1,163	7.48%	0.05%	57	4,177	11.14%	0.16%	85
3521024	Caledon, ON (T)	69,240	0.35%	1,006	7.17%	1.45%	2028	1,695	7.63%	2.45%	2156	2,311	12.67%	3.34%	3582	1,168	7.52%	1.69%	2125	3,800	10.14%	5.49%	2867
3543007	New Tecumseth, ON (T)	33,891	0.17%	1,680	11.97%	4.96%	6918	2,544	11.45%	7.51%	6613	2,077	11.39%	6.13%	6578	1,844	11.86%	5.44%	6854	3,634	9.69%	10.72%	5601
3519028	Vaughan, ON (CY)	273,966	1.40%	957	6.82%	0.35%	487	1,893	8.52%	0.69%	609	1,486	8.14%	0.54%	582	621	3.99%	0.23%	285	2,722	7.26%	0.99%	519
3519048	Newmarket, ON (T)	77,705	0.40%	416	2.97%	0.54%	748	868	3.91%	1.12%	984	643	3.53%	0.83%	888	589	3.79%	0.76%	955	1,483	3.96%	1.91%	997
3543042	Barrie, ON (CY)	136,792	0.70%	367	2.62%	0.27%	375	664	2.99%	0.49%	427	423	2.32%	0.31%	332	635	4.09%	0.46%	585	1,337	3.57%	0.98%	511
3543014	Bradford West Gwillimbury, ON (T)	35,042	0.18%	658	4.69%	1.88%	2621	600	2.70%	1.71%	1508	433	2.37%	1.23%	1325	464	2.99%	1.32%	1669	1,195	3.19%	3.41%	1782
3521005	Mississauga, ON (CY)	647,628	3.31%	156	1.11%	0.02%	34	554	2.49%	0.09%	75	237	1.30%	0.04%	39	401	2.58%	0.06%	78	1,011	2.70%	0.16%	82
3543003	Adjala-Tosorontio, ON (TP)	10,268	0.05%	314	2.24%	3.05%	4264	768	3.45%	7.47%	6586	488	2.67%	4.75%	5101	410	2.64%	3.99%	5025	979	2.61%	9.53%	4979

<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 Schomberg 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
2,133	1,201	56.3	1,277	59.9	1,310	61.4	1,406	65.9	1,498	70.2

**2020 Schomberg 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	37,732	1,498	4.0	36,234	96.0

**2021 Schomberg 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>19,580,782</b>	<b>100%</b>	<b>14,501</b>	<b>100%</b>	<b>0.07%</b>	<b>100</b>	<b>26,687</b>	<b>100%</b>	<b>0.14%</b>	<b>100</b>	<b>22,943</b>	<b>100%</b>	<b>0.12%</b>	<b>100</b>	<b>14,863</b>	<b>100%</b>	<b>0.08%</b>	<b>100</b>	<b>43,287</b>	<b>100%</b>	<b>0.22%</b>	<b>100</b>
3520005	Toronto, ON (C)	2,577,758	13.16%	1,973	13.61%	0.08%	103	2,881	10.80%	0.11%	82	1,755	7.65%	0.07%	58	1,392	9.37%	0.05%	71	5,567	12.86%	0.22%	98
3519049	King, ON (TP)	23,176	0.12%	3,091	21.32%	13.34%	18009	4,530	16.97%	19.54%	14340	4,667	20.34%	20.14%	17187	3,594	24.18%	15.51%	20427	5,529	12.77%	23.86%	10792
3521024	Caledon, ON (T)	69,240	0.35%	1,979	13.65%	2.86%	3859	2,923	10.95%	4.22%	3097	1,609	7.01%	2.32%	1983	1,601	10.77%	2.31%	3047	4,555	10.52%	6.58%	2976
3519028	Vaughan, ON (CY)	273,966	1.40%	1,399	9.65%	0.51%	689	2,369	8.88%	0.86%	635	2,582	11.25%	0.94%	804	1,194	8.03%	0.44%	574	4,475	10.34%	1.63%	739
3543007	New Tecumseth, ON (T)	33,891	0.17%	1,179	8.13%	3.48%	4697	2,116	7.93%	6.24%	4581	1,742	7.59%	5.14%	4386	1,550	10.43%	4.57%	6024	2,953	6.82%	8.71%	3942
3519038	Richmond Hill, ON (T)	188,605	0.96%	730	5.03%	0.39%	523	1,323	4.96%	0.70%	515	767	3.34%	0.41%	347	220	1.48%	0.12%	154	1,764	4.08%	0.94%	423
3543014	Bradford West Gwillimbury, ON (T)	35,042	0.18%	489	3.37%	1.39%	1883	962	3.60%	2.74%	2014	794	3.46%	2.27%	1935	481	3.23%	1.37%	1808	1,550	3.58%	4.42%	2001
3521010	Brampton, ON (CY)	606,285	3.10%	305	2.10%	0.05%	68	758	2.84%	0.13%	92	834	3.64%	0.14%	117	250	1.68%	0.04%	54	1,516	3.50%	0.25%	113
3519048	Newmarket, ON (T)	77,705	0.40%	415	2.86%	0.53%	722	870	3.26%	1.12%	822	813	3.54%	1.05%	893	458	3.08%	0.59%	777	1,225	2.83%	1.58%	713
3519054	East Gwillimbury, ON (T)	23,046	0.12%	306	2.11%	1.33%	1794	762	2.85%	3.31%	2426	503	2.19%	2.18%	1861	507	3.41%	2.20%	2897	1,186	2.74%	5.14%	2327

<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 Schomberg 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
2,133	1,201	56.3	1,896	88.9	1,850	86.7	1,663	78.0	1,753	82.2

**2021 Schomberg 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	43,571	1,753	4.0	41,818	96.0



## Top 5 segments represent **53.2%** of visitors in Southern Ontario

 <p><b>25</b> SUBURBAN SPORTS</p> <p><b>S3</b> UPPER-MIDDLE INCOME, YOUNGER AND MIDDLE-AGED SUBURBANITES</p>	<p>Rank: 1            Visitors: 5,158            Visitors %: 14.28            % in Benchmark: 2.04            Index: 700</p>	<p>Widely dispersed across Canada, Suburban Sports is one of the larger segments, a suburban refuge for younger and middle-aged families. Eight in ten households own a home, typically a singled-detached house or a duplex. The households are nearly evenly divided between couples and families, and maintainers range from 35 to 64, and children are of all ages. Most adults have completed high school or college and hold service sector and blue-collar jobs that provide solid, upper-middle-class incomes. No doubt, the presence of children affects the popularity of sports like baseball, basketball and swimming. Additionally, the adults like to bowl, golf and do pilates. Many enjoy watching sports, rooting for their favourite pro hockey, soccer and football teams.</p>
 <p><b>14</b> KICK-BACK COUNTRY</p> <p><b>R1</b> RURAL, MIDDLE-AGED, UPPER-MIDDLE INCOME FAMILIES AND COUPLES</p>	<p>Rank: 2            Visitors: 4,024            Visitors %: 11.14            % in Benchmark: 2.64            Index: 422</p>	<p>The wealthiest rural lifestyle, Kick-Back Country consists of middle-aged families and older couples living in rustic areas near large and medium-size cities. The maintainers tend to be between 45 and 64 years old, their children from 10 to 24. Despite mixed educations, they earn impressive incomes from jobs in mining, construction, trades and transportation. Almost 90 percent of households own a home, typically a spacious, single-detached house. Here, beyond the urban sprawl, driveways often contain compact SUVs and large pickups for commuting to work, hauling boats and campers, and travelling to the city for shopping. They aren't too remote for big-city nightlife, but they also like staying home to watch TV sports and listen to country music radio stations.</p>
 <p><b>04</b> TURBO BURBS</p> <p><b>S1</b> MIDDLE-AGED HIGH-INCOME SUBURBANITES</p>	<p>Rank: 3            Visitors: 3,823            Visitors %: 10.58            % in Benchmark: 1.89            Index: 560</p>	<p>The wealthiest suburban segment, Turbo Burbs is a haven for middle-aged families enjoying the fruits of their labour. Found in the outer-ring subdivisions of large cities, the segment mostly contains families with children between the ages of 10 and 25. Nearly 70 percent of households live in recently built houses, often graced with gardens and decks. The adults have parlayed mixed educations into high-paying jobs in finance, education and government. Many spend a lot of time in their cars to commute to work and chauffeur their teenage children to after-school activities. While these families live well, participating in outdoor sports and travelling extensively, they also give back to the community, volunteering their time and donating freely to charities.</p>
 <p><b>19</b> FAMILY MODE</p> <p><b>S3</b> SUBURBAN, FINANCIALLY COMFORTABLE MIDDLE-AGED FAMILIES</p>	<p>Rank: 4            Visitors: 3,261            Visitors %: 9.03            % in Benchmark: 4.74            Index: 190</p>	<p>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 5. These middle-aged adults have used their mostly high school and college educations to land a variety of blue-collar jobs. Their upper-middle incomes allow them to purchase single-detached houses and fill their garages with skiing, golfing and hockey equipment plus motorcycles, boats and camping trailers. A vacation means packing up the camper and hitting the road for one of Canada's parks.</p>
 <p><b>08</b> MULTICULTURE-ISH</p> <p><b>S2</b> HIGH-INCOME, MULTI-ETHNIC SUBURBAN FAMILIES</p>	<p>Rank: 5            Visitors: 2,951            Visitors %: 8.17            % in Benchmark: 5.12            Index: 160</p>	<p>One of the wealthier suburban lifestyles, Multiculture-ish is an ethnically diverse segment with a high presence of middle-aged Asian and South Asian households. Located in and around major cities, more than 40 percent of residents are immigrants, and the rest are typically second-generation Canadians who've settled in houses built since 1990. Multiculture-ish households tend to be large, and the significant presence of children influences their preference for family-friendly outings to theme parks, zoos and aquariums. Having completed university and college educations, the adults enjoy high incomes—earned from jobs in management, business and science—and energetic lifestyles. Many like to jog, swim or play golf, while their kids participate in formal sports programs. At home, they accumulate multiple pets, TV sets and phones.</p>

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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