

Community Profile: Smooth Rock Falls

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



ENVIRONICS
ANALYTICS

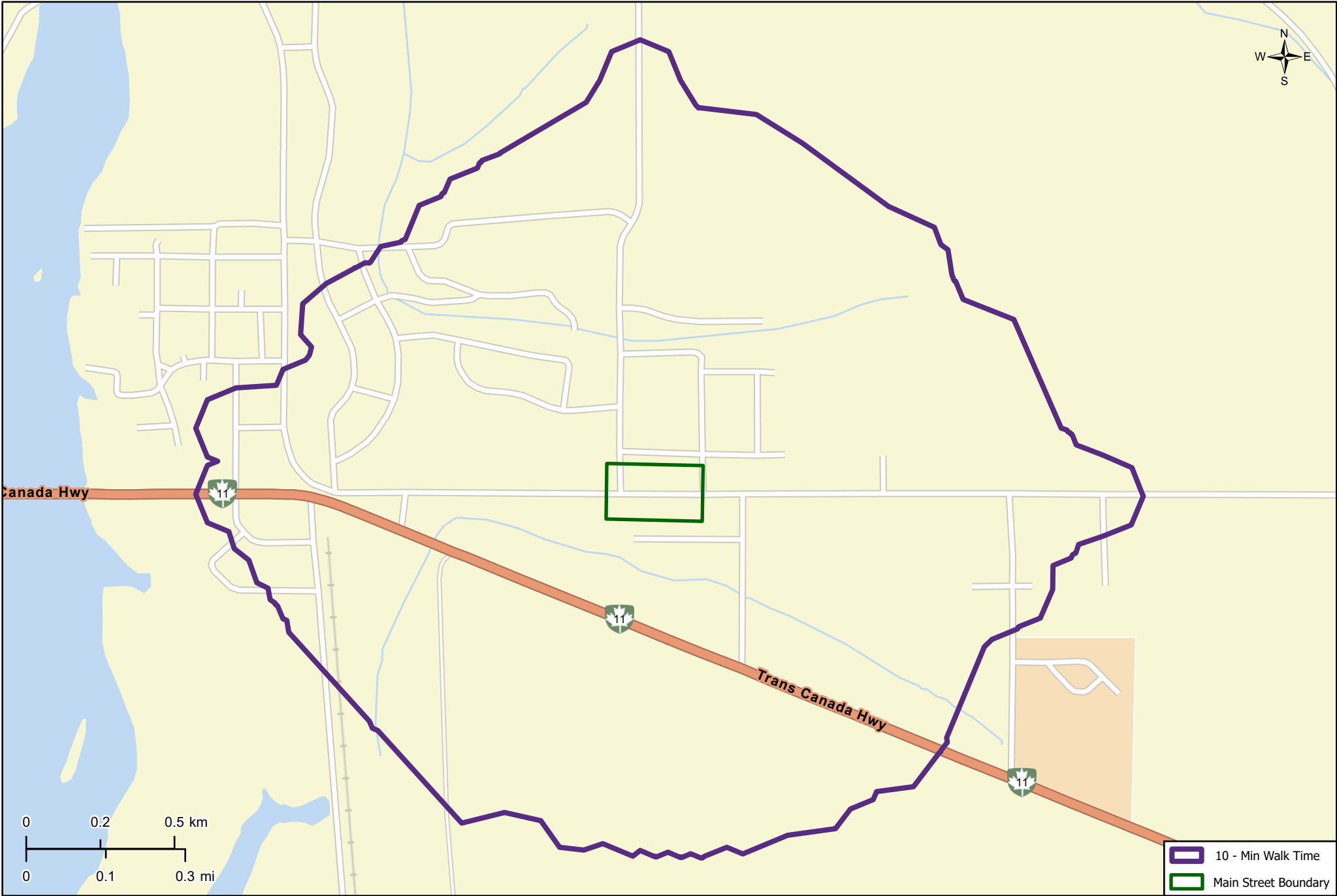
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Date: April 26, 2023

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Smooth Rock Falls Main Street Boundary and Trade Area



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Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Smooth Rock Falls

POPULATION

738

HOUSEHOLDS

325

MEDIAN MAINTAINER AGE

63

Index: 116

MARITAL STATUS



64.1%

Index: 110

Married/Common-Law

FAMILY STATUS*

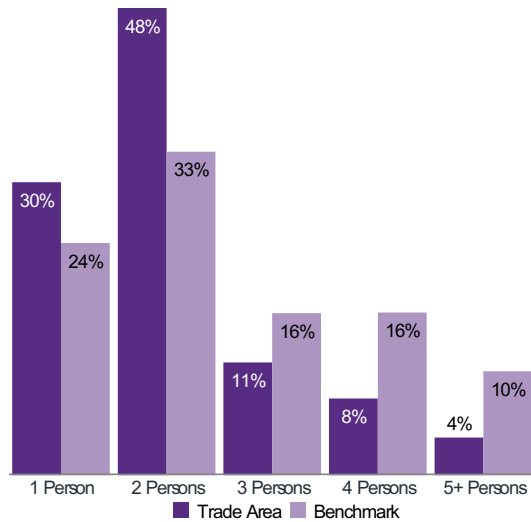


62.1%

Index: 166

Couples Without Children At Home

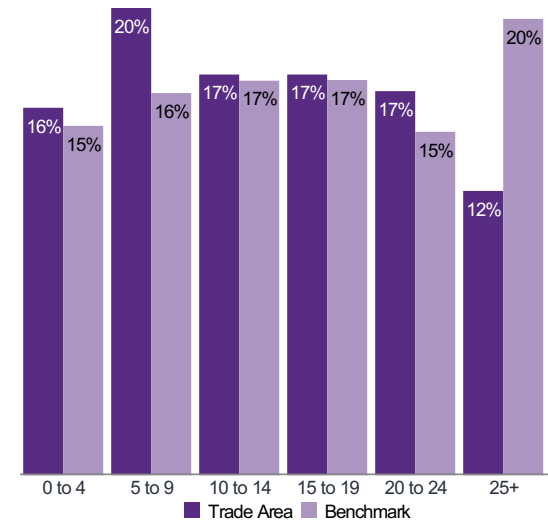
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	24	3.3	66
5 to 9	29	3.9	74
10 to 14	31	4.2	75
15 to 19	29	3.9	68
20 to 24	34	4.6	70
25 to 29	34	4.6	65
30 to 34	33	4.5	65
35 to 39	32	4.3	66
40 to 44	33	4.5	72
45 to 49	35	4.7	77
50 to 54	43	5.8	91
55 to 59	59	8.0	114
60 to 64	82	11.1	163
65 to 69	79	10.7	185
70 to 74	60	8.1	171
75 to 79	41	5.6	157
80 to 84	29	3.9	174
85+	30	4.1	183

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario +

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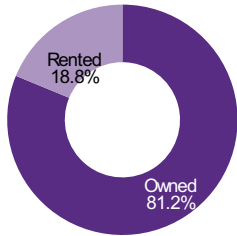
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Demographics | Housing & Income

Trade Area: Smooth Rock Falls

Population: 738 | Households: 325

TENURE



STRUCTURE TYPE



88.6%
Index: **114**



8.3%
Index: **38**

AGE OF HOUSING*

60+ Years Old
% Comp: **45.2** Index: **222**

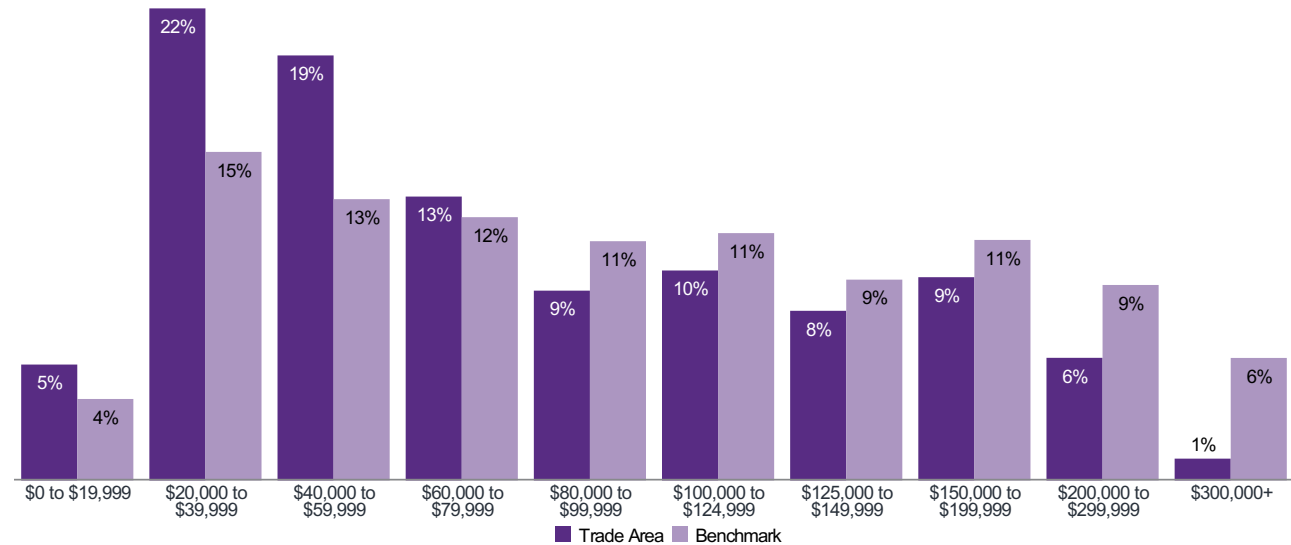
AVERAGE HOUSEHOLD INCOME



\$86,632

Index: **74**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario +

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*Chosen from index ranking with minimum 5% composition

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Demographics | Education & Employment

Trade Area: Smooth Rock Falls

Population: 738 | Households: 325

EDUCATION



9.2%

Index: 34

University Degree

LABOUR FORCE PARTICIPATION



47.7%

Index: 73

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



26.6%

Index: 66

Travel to work by Car (as Driver)

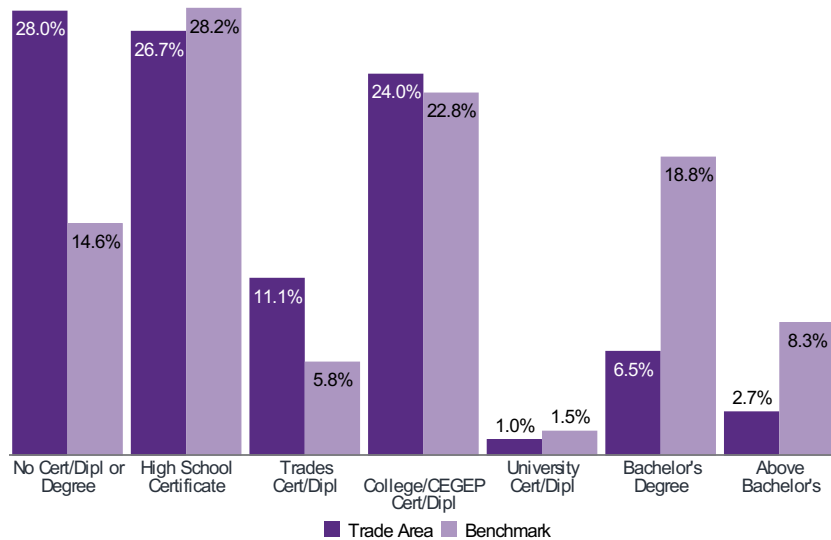


4.1%

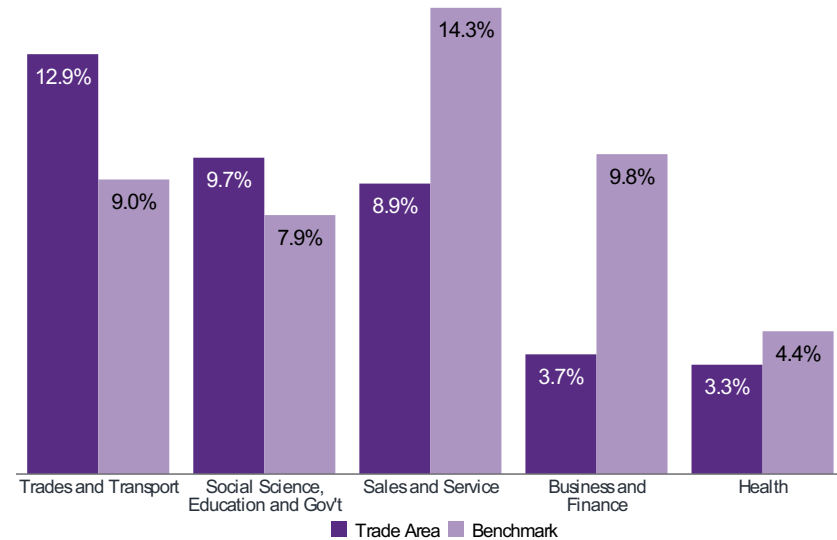
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Travel to work by Car (as Passenger)

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: Smooth Rock Falls

Population: 738 | Households: 325

ABORIGINAL IDENTITY



7.0%

Index: 286

VISIBLE MINORITY PRESENCE



0.0%

Index: 0

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



0.6%

Index: 28

No knowledge of English or French

IMMIGRATION



1.8%

Index: 7

Born outside Canada

PERIOD OF IMMIGRATION*

N/A

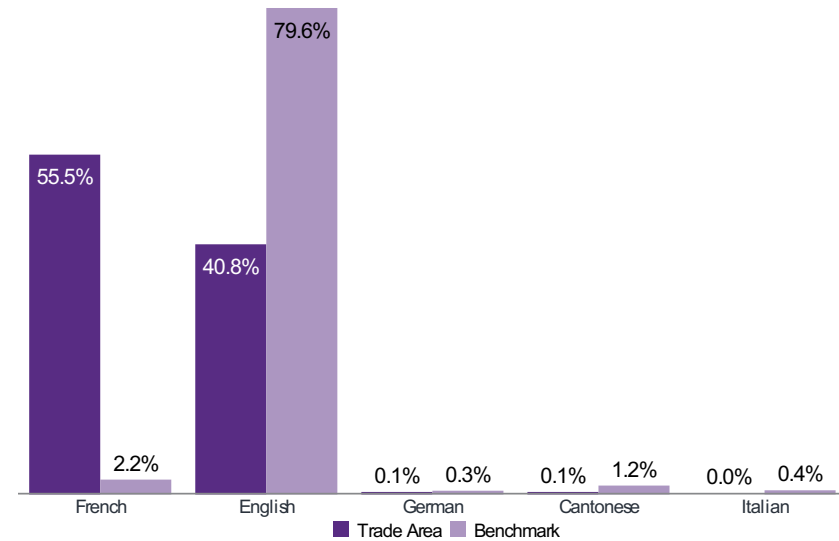
N/A%

Index: N/A

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 Smooth Rock Falls



Rank: 1
Hhlds: 182
Hhld %: 55.92
% in Benchmark: 0.13
Index: 41,669

Nearly 95 percent of Indigenous Families residents are of Indigenous origin, and they tend to be younger and middle-aged families living in remote communities. The segment stands out for having few couples without children, many lone-parent families and more than three times the national average of multi-generational households. More than 70 percent of residents live in single-detached homes, of which about 20 percent is band housing. While unemployment is higher than average, most adults are in the labour force and earn lower-middle incomes. Residents take advantage of their bucolic settings by fishing, hunting, power boating and snowmobiling, though they also attend pro football games, horse racing events and RV shows. Passionate about maintaining their cultural traditions, many serve as volunteers.



Rank: 2
Hhlds: 140
Hhld %: 43.17
% in Benchmark: 0.21
Index: 20,374

Keep on Trucking is the most affluent of the town segments, a group of mostly remote communities across Canada. This segment boasts the second highest concentration of people of Indigenous origin, at about 20 percent, and includes a mix of longtime residents and newcomers drawn to nearby jobs in resource industries. One in fourteen adults work in mining, oil and gas, while others hold blue-collar and service sector jobs. Although half of adults here haven't gone beyond high school, these younger and middle-aged couples and families generally have upper-middle incomes and own older, affordable single-detached homes. When they're not on the job, they enjoy going boating, camping and snowmobiling. Many pursue time-honoured hobbies like crafts, sewing and baking.



Rank: 3
Hhlds: 3
Hhld %: 0.91
% in Benchmark: 1.39
Index: 65

A collection of remote villages mainly in the Atlantic provinces, Backcountry Boomers is about as rural as it gets. These households are mostly older, empty-nesting couples and those living alone. Forty percent of maintainers are over 65, most adults are out of the labour force and nearly three-quarters of households contain only one or two people. Incomes are modest, but they're enough for households to own a single-detached house and enjoy an unpretentious lifestyle. These Canadians 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 variety: crafts, knitting and collecting coins and stamps. Despite their remote communities, they prefer in-store shopping to e-commerce.

Benchmark: Southern Ontario +

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Trade Area: Smooth Rock Falls

Strong Values

Values	Index
Just Deserts	153
Attraction to Nature	144
Aversion to Complexity	142
Multiculturalism	141
Social Darwinism	141
Search for Roots	135
Status via Home	127
Acceptance of Violence	126
Fatalism	123
Rejection of Orderliness	122

Weak Values

Values	Index
Culture Sampling	52
Social Learning	54
Introspection & Empathy	59
Flexible Families	65
Sensualism	66
Social Responsibility	69
Ecological Concern	71
Advertising as Stimulus	72
Attraction For Crowds	72
Personal Expression	73

Descriptions | Top 3 Strong Values

Just Deserts

Confidence that, in the end, people get what they deserve (and deserve what they get) as a result of the decisions they make and what they put into life, both positively and negatively.

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.

Aversion to Complexity

Tendency to find it difficult to adapt to the uncertainties of modern life, and to feel threatened by the changes and complexities of society today. A desire to avoid this complexity as a learning experience and a source of opportunity.

Descriptions | Top 3 Weak Values

Culture Sampling

This construct identifies the view that other cultures have a great deal to teach us, and measures people's inclination to incorporate some of these cultural influences into their own lives.

Social Learning

Attraction to, and interest in, diversity. Feeling that there is a great deal to learn through contact and conversation with people different from oneself, who come from other backgrounds and places. Diversity is perceived as a source of personal enrichment, a way to satisfy a hunger for discovery and exploration and to extend a network of contacts. This construct is also associated with a respect for other people and cultures, as well as a heightened social conscience.

Introspection & Empathy

Tendency to analyze and examine one's actions and those of others dispassionately, rather than being judgmental about variances from the norm or from one's own way of doing things. An interest in understanding life, and others, rather than taking sides.

Benchmark: Ontario

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

Financial | WealthScapes Overview

Trade Area: Smooth Rock Falls

WealthScapes Households: 330

INCOME*

Household Income

\$ 85,916

Index: **74**

Household Disposable Income

\$ 69,652

Index: **76**

Household Discretionary Income

\$ 50,419

Index: **80**

Annual RRSP Contributions

\$ 2,107

Index: **58**

WEALTH*



Net Worth

%Holders

100.0% Index: **100**

Balance

\$306,056

Index: **31**

ASSETS*



Savings

%Holders

94.5% Index: **58**

Balance

\$87,211

Index: **65**



Investments

%Holders

59.1% Index: **98**

Balance

\$206,482

Index: **53**



Unlisted Shares

%Holders

5.5% Index: **50**

Balance

\$153,271

Index: **25**



Real Estate

%Holders

82.7% Index: **109**

Balance

\$185,544

Index: **18**



Liquid Assets

%Holders

97.6% Index: **99**

Balance

\$210,358

Index: **57**

DEBT*



Consumer Debt

%Holders

94.5% Index: **101**

Balance

\$44,146

Index: **76**



Mortgage Debt

%Holders

29.4% Index: **63**

Balance

\$65,730

Index: **19**

FINANCIAL RATIO



Debt:Asset

0.17 Index: **91**

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 | WealthScapes - Ratios

Trade Area: Smooth Rock Falls

WealthScapes Households: 330

FINANCIAL RATIOS*



Debt: Asset

0.17

Index:91



Debt: Liquid Assets

0.30

Index: 49



Consumer Debt - Discr. Income

0.83

Index:97



Savings - Investments

0.68

Index:128



Pension - Non-Pension Assets

0.91

Index:527



Real Estate Assets - Liq. Assets

0.75

Index:35



Mortgage - Real Estate Assets

0.13

Index:59



Mortgage - Consumer Debt

0.46

Index:15

Benchmark:Southern Ontario +

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Index Colours:

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

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Smooth Rock Falls

Households: 325

Total Aggregate Current Consumption: \$19,986,691

Average Current Consumption

\$61,498

Index 74

Average Household Income










\$86,499

Index 74

Average Disposable Income

\$70,579

Index 77

 <p>Shelter</p> <p>Avg. Dollars/Household \$12,710 Index 60</p> <p>Pct. of Total Expenditure 20.7% Index 81</p>	 <p>Food</p> <p>Avg. Dollars/Household \$11,340 Index 87</p> <p>Pct. of Total Expenditure 18.4% Index 118</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$10,988 Index 79</p> <p>Pct. of Total Expenditure 17.9% Index 107</p>
 <p>Health Care</p> <p>Avg. Dollars/Household \$4,668 Index 83</p> <p>Pct. of Total Expenditure 7.6% Index 112</p>	 <p>Recreation</p> <p>Avg. Dollars/Household \$4,228 Index 86</p> <p>Pct. of Total Expenditure 6.9% Index 116</p>	 <p>Household Operation</p> <p>Avg. Dollars/Household \$4,176 Index 70</p> <p>Pct. of Total Expenditure 6.8% Index 94</p>
 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$3,198 Index 74</p> <p>Pct. of Total Expenditure 5.2% Index 100</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$2,477 Index 75</p> <p>Pct. of Total Expenditure 4.0% Index 102</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$2,329 Index 67</p> <p>Pct. of Total Expenditure 3.8% Index 90</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: Smooth Rock Falls

Households: 325

Average Household Income \$86,499 Index: 74	Average Food Expenditure \$11,340 Index: 87	Average Spend on Food from Restaurants \$3,250 Index: 79	Average Spend on Food from Stores \$8,090 Index: 91
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Total Aggregate Food Expenditure: \$ 3,685,340

 <p>Bakery</p> <p>Avg. Dollars/Household: \$550 Index: 82</p> <p>Pct. of Total Expenditure: 6.8% Index: 90</p>	 <p>Cereal Products</p> <p>Avg. Dollars/Household: \$351 Index: 90</p> <p>Pct. of Total Expenditure: 4.3% Index: 99</p>	 <p>Fruit and nuts</p> <p>Avg. Dollars/Household: \$867 Index: 89</p> <p>Pct. of Total Expenditure: 10.7% Index: 98</p>
 <p>Vegetables</p> <p>Avg. Dollars/Household: \$899 Index: 86</p> <p>Pct. of Total Expenditure: 11.1% Index: 94</p>	 <p>Dairy products & Eggs</p> <p>Avg. Dollars/Household: \$1,051 Index: 93</p> <p>Pct. of Total Expenditure: 13.0% Index: 102</p>	 <p>Meat</p> <p>Avg. Dollars/Household: \$1,648 Index: 88</p> <p>Pct. of Total Expenditure: 20.4% Index: 97</p>
 <p>Fish & Seafood</p> <p>Avg. Dollars/Household: \$193 Index: 86</p> <p>Pct. of Total Expenditure: 2.4% Index: 94</p>	 <p>Beverages & Other Food</p> <p>Avg. Dollars/Household: \$2,530 Index: 98</p> <p>Pct. of Total Expenditure: 31.3% Index: 108</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
Socializing			
Dating	16.1	12.9	125
Going to restaurants, bars or night clubs	55.6	60.8	91
Having physical Contact with family and friends	64.0	64.2	100
Participating in group activities	49.7	43.1	115
Partying	17.4	20.7	84
Seeing family and friends in person	66.4	69.6	95
Entertainment			
Attending events, festivals or concerts	38.5	44.8	86
Attending sports events (excludes professional sports)	12.1	21.7	56
Attending to professional sports events or games	24.9	27.3	91
Going to the movies	42.0	47.3	89
Movement & Travel			
Driving more	11.2	17.5	64
Shopping in-store	47.7	49.8	96
Spending time outdoors	24.9	39.3	63
Travelling outside of Canada/ abroad	47.8	56.4	85
Travelling within Canada	51.6	55.8	92
Using public transit	8.8	12.5	70
Personal			
Getting back to old habits	37.8	40.0	94
Going to a salon, barber shop or spa	35.3	40.1	88
Going to the gym	23.0	22.2	104
Education/Work			
Children going back to school	14.8	20.3	73
Going back to work	9.5	14.2	67

Benchmark: Southern Ontario +

(Base used for Index calculations)

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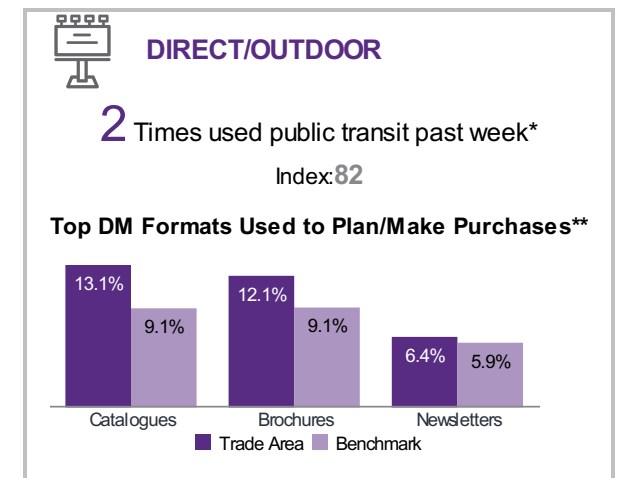
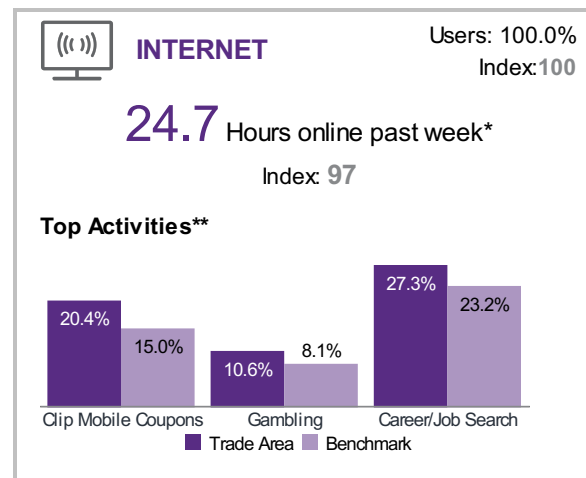
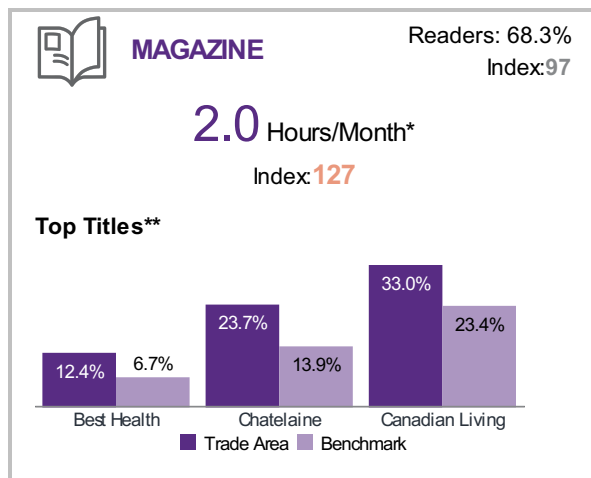
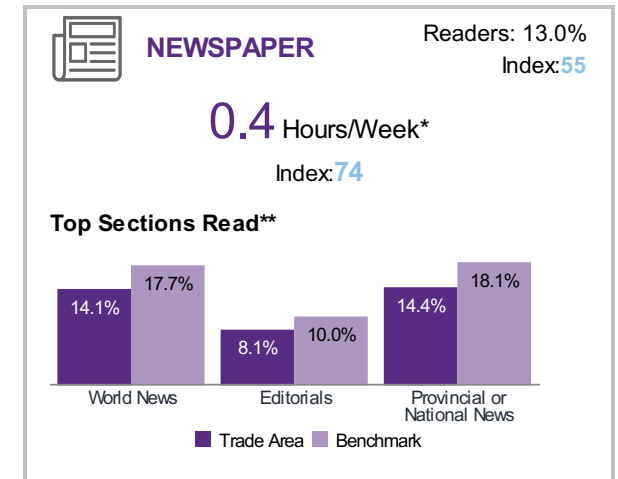
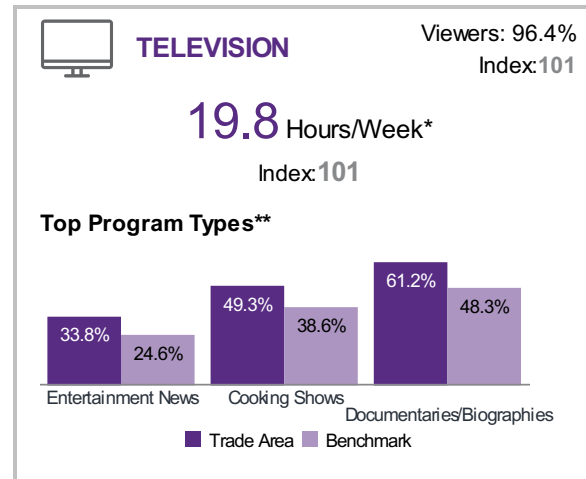
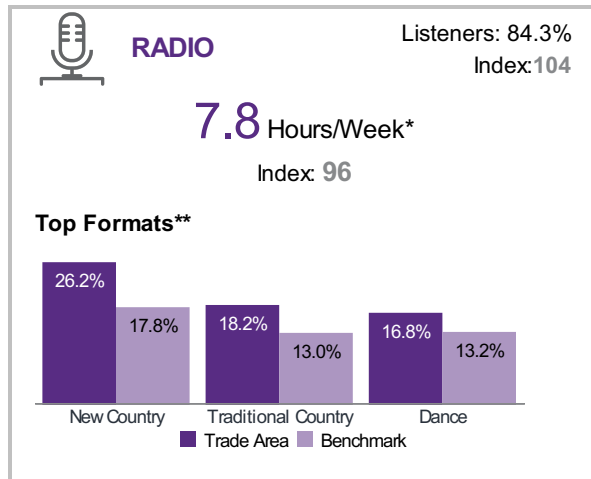
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Media and Social Media Overview

Behavioural - Vividata | Media Overview

Trade Area: Smooth Rock Falls

Household Population 14+: 632



Benchmark: Southern Ontario +

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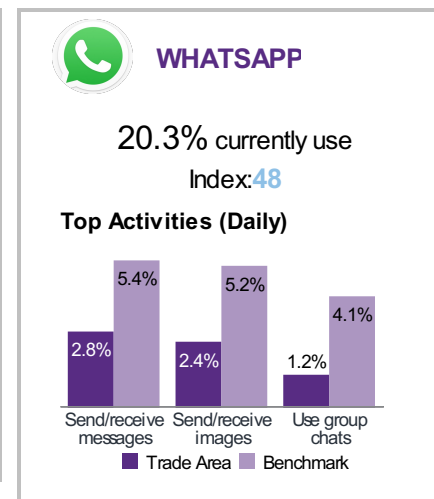
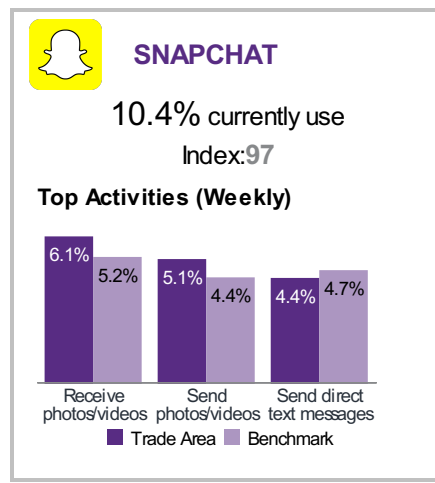
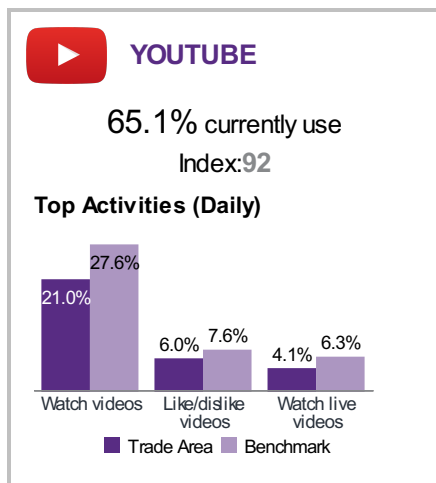
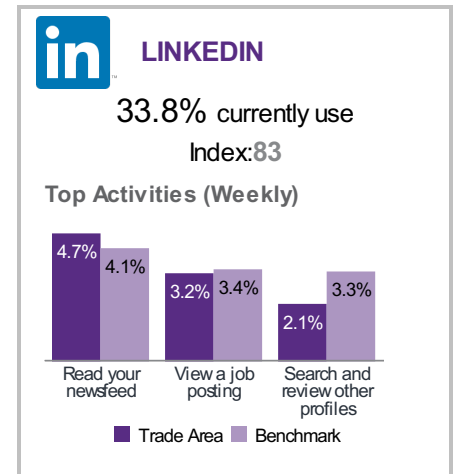
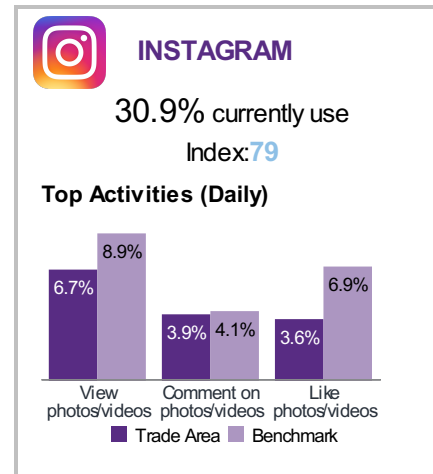
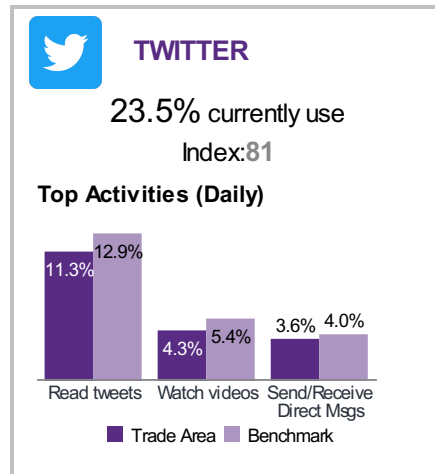
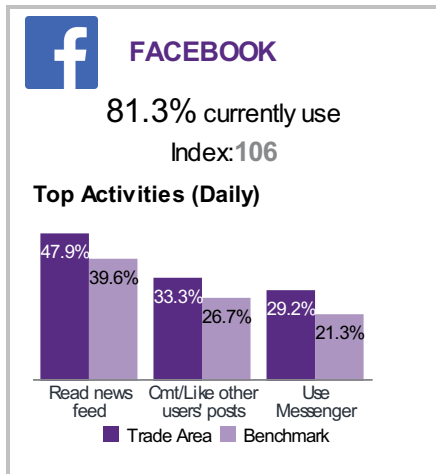
* Consumption values based to variable's incidence count.
** Chosen from index ranking with minimum 5% composition.

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

Trade Area: Smooth Rock Falls

Household Population 18+:605



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: Smooth Rock Falls

Household Population 18+:605

FRIENDS IN ALL SM NETWORKS



38.1%

Index:98

0-49 friends

FREQUENCY OF USE (DAILY)



65.0%

Index:118

Facebook

BRAND INTERACTION



31.3%

Index:104

Like brand on Facebook

NO. OF BRANDS INTERACTED

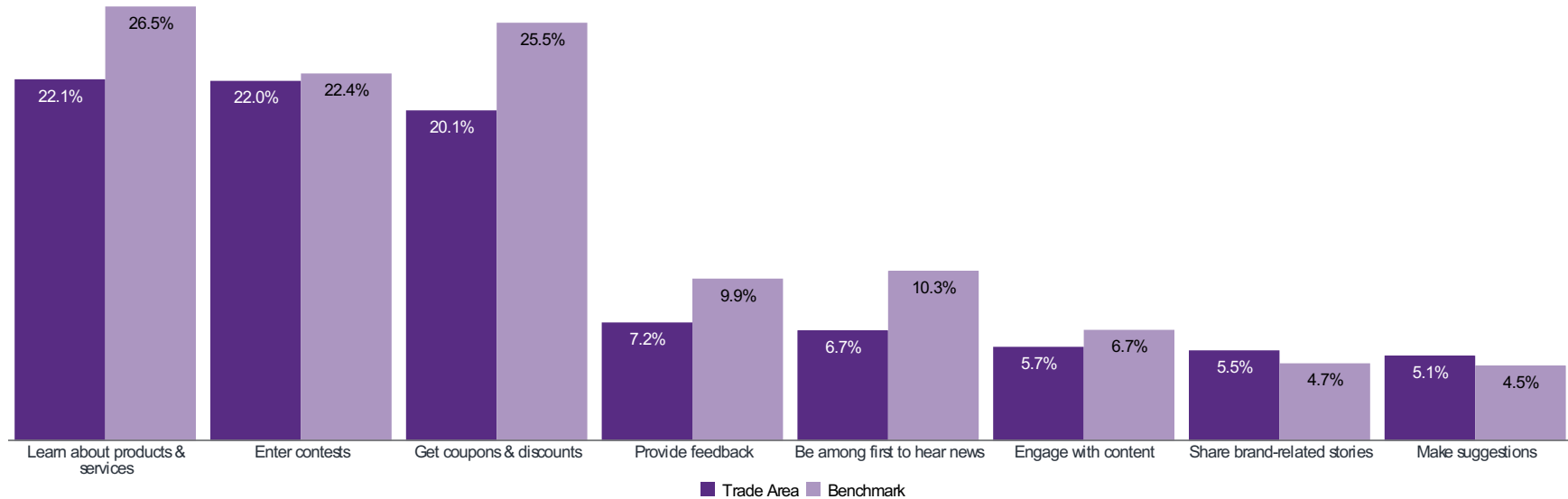


24.5%

Index:84

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark:Southern Ontario +

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(<https://en.environicsanalytics.com/Envision/About/1/2022>)

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: Smooth Rock Falls

Total Household Population 18+: 605



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

% Comp **88.0** Index **102**



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

% Comp **38.7** Index **87**



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

% Comp **82.9** Index **100**



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

% Comp **33.5** Index **87**



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

% Comp **46.8** Index **87**



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

% Comp **23.9** Index **89**

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: Smooth Rock Falls

Total Household Population 18+:605

PURCHASE DECISION FACTORS



86.0%

Index:102

Price

ONLINE PURCHASE PREFERENCE



10.5%

Index:91

Wireless service providers via Mobile Phone

CUSTOMER SERVICE ONLINE



27.9%

Index:106

Govt. services

FORM OF PAYMENT ONLINE



Debit Card

5.4%

Index:85



Credit Card

52.7%

Index:85

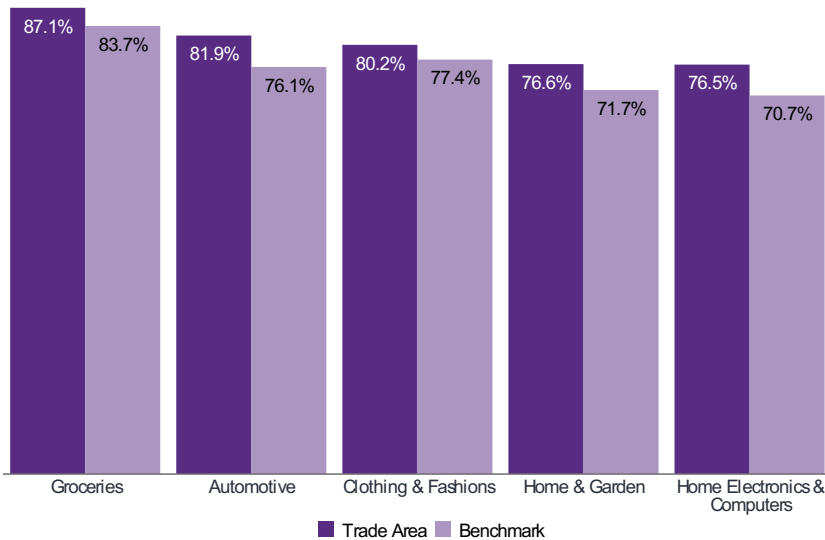


Third Party

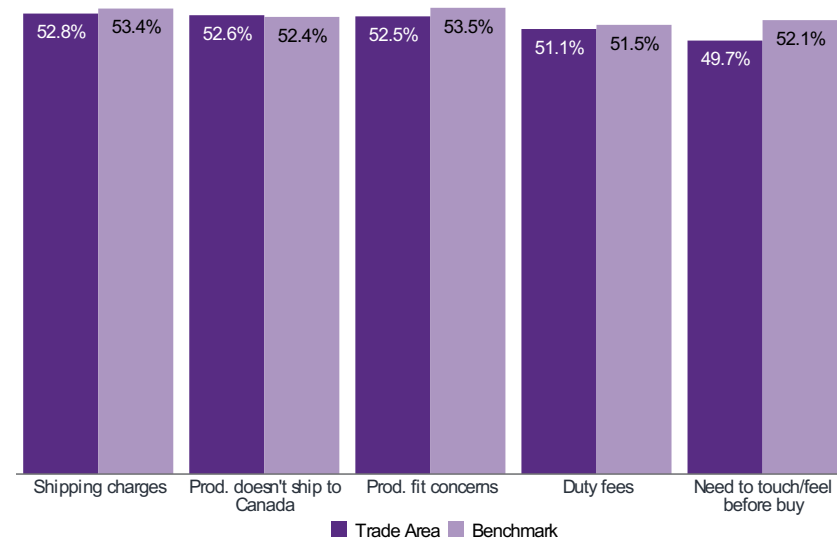
6.8%

Index:117

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

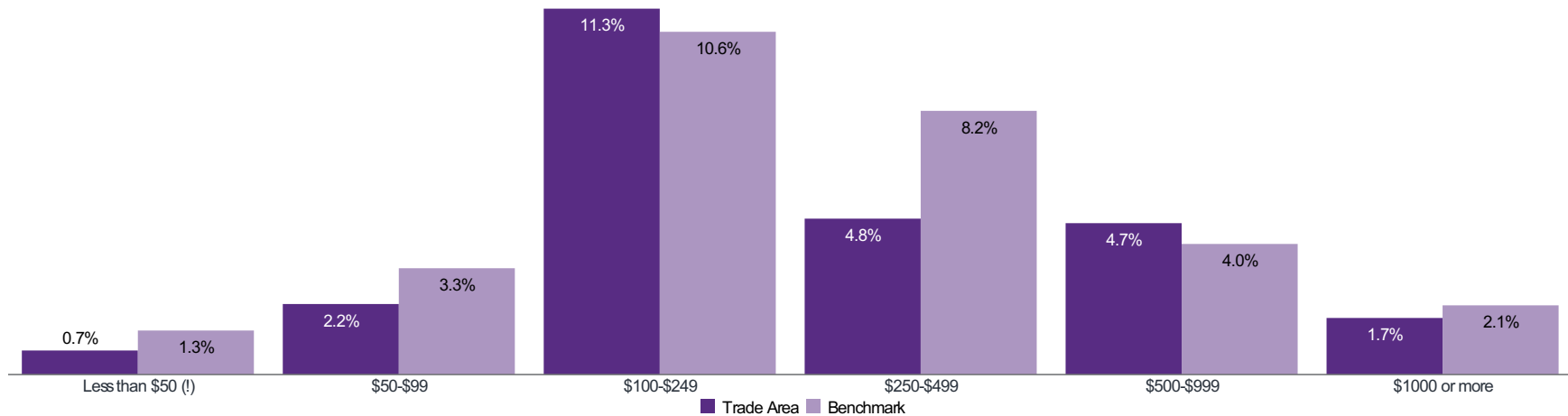
Trade Area:

Total Household Population 18+: 605

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	65.7% Index:99	28.7% Index:84	11.6% Index:91	1.4% Index:49
Purchase preference	80.2% Index:104	22.8% Index:81	8.2% Index:89	0.8% Index:33
Customer Service	66.9% Index:105	13.4% Index:89	4.9% Index:103	18.0% Index:85

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario +

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


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

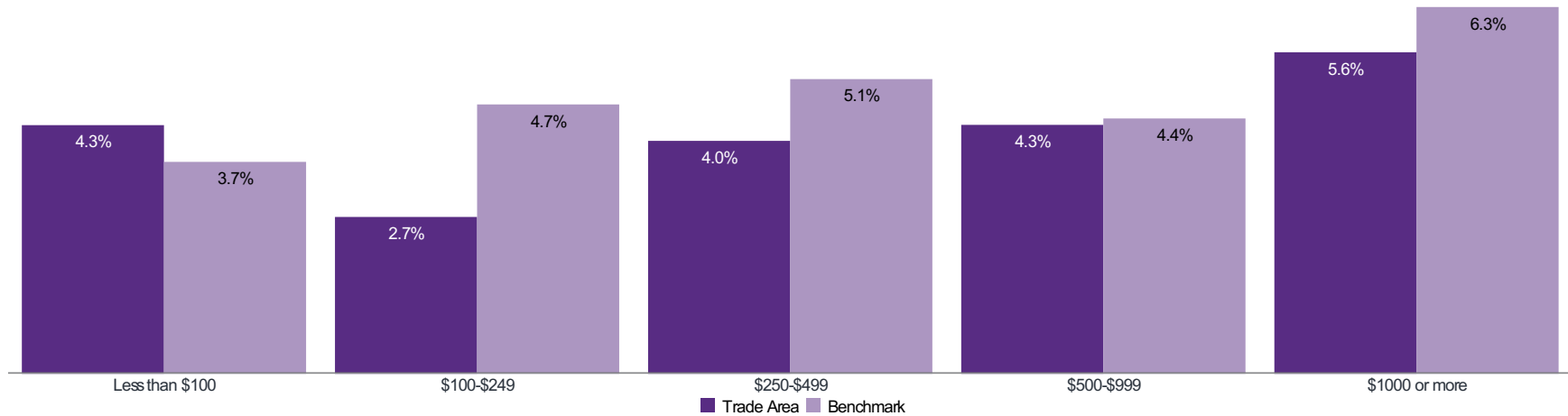
Trade Area:

Total Household Population 18+: 605

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	56.1% Index:104	44.1% Index:88	15.0% Index:101
Purchase preference	76.5% Index:108	30.3% Index:80	10.0% Index:98	5.7% Index:98
Customer Service	65.4% Index:110	19.7% Index:97	6.2% Index:105	33.5% Index:93

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario +

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


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

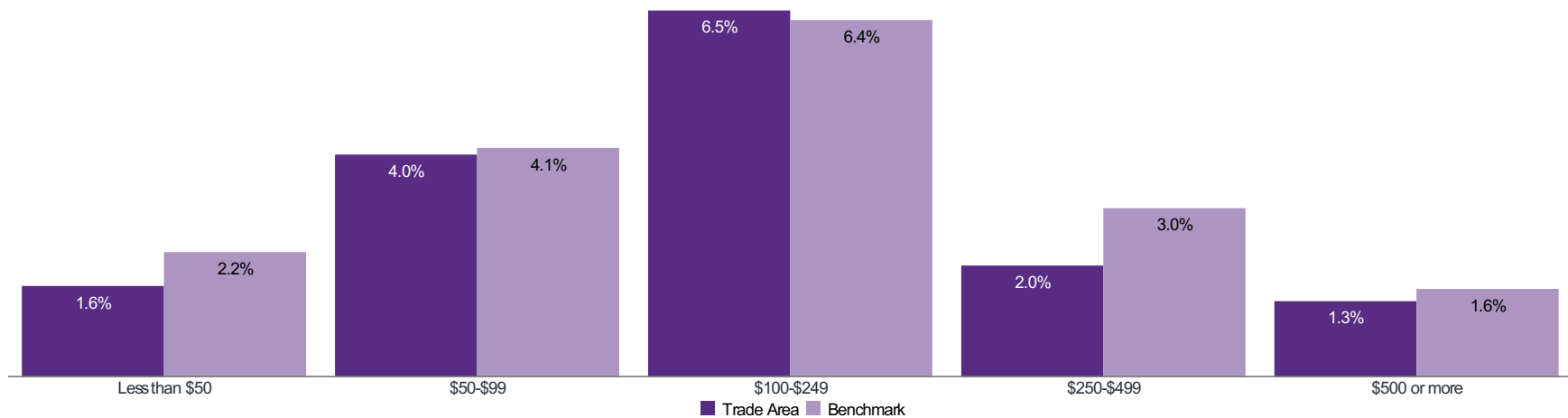
Trade Area:

Total Household Population 18+: 605

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	53.2% Index: 112	24.6% Index: 79	7.2% Index: 74	1.5% Index: 43
Purchase preference	65.2% Index: 110	21.0% Index: 71	4.4% Index: 52	1.3% Index: 45
Customer Service	53.4% Index: 124	13.4% Index: 76	4.6% Index: 96	21.2% 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+
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Opticks eShopper | Groceries Deep Dive

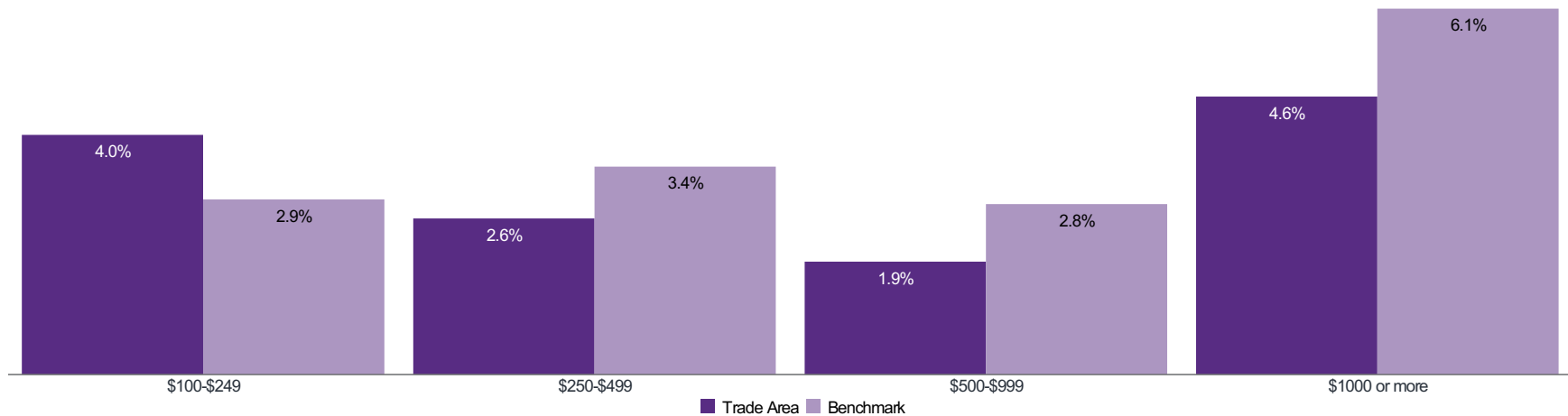
Trade Area:

Total Household Population 18+: 605

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	77.8% Index:106	16.1% Index:81	8.4% Index:94	1.7% Index:72
Purchase preference	87.1% Index:104	9.0% Index:63	4.2% Index:77	2.1% Index:96
Customer Service	76.9% Index:110	5.4% Index:59	3.4% Index:92	15.2% Index:85

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario +

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


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

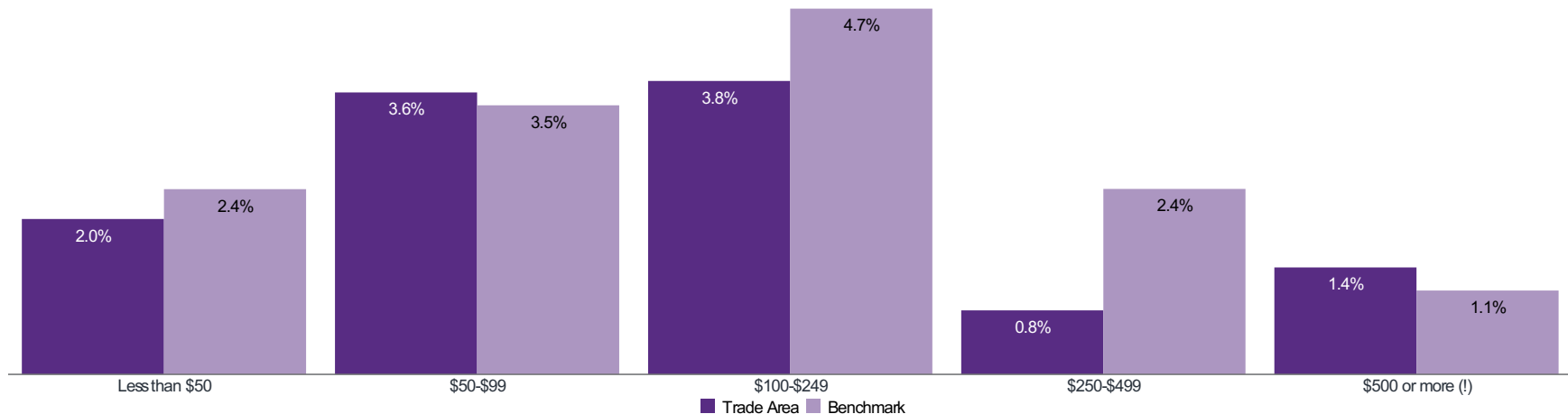
Trade Area:

Total Household Population 18+: 605

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	36.8% Index:99	13.6% Index:69	3.8% Index:51	1.7% Index:62
Purchase preference	43.3% Index:92	11.4% Index:67	3.6% Index:61	1.2% Index:49
Customer Service	39.4% Index:104	8.7% Index:81	2.9% Index:75	14.6% Index:93

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario +

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Home & Garden Deep Dive

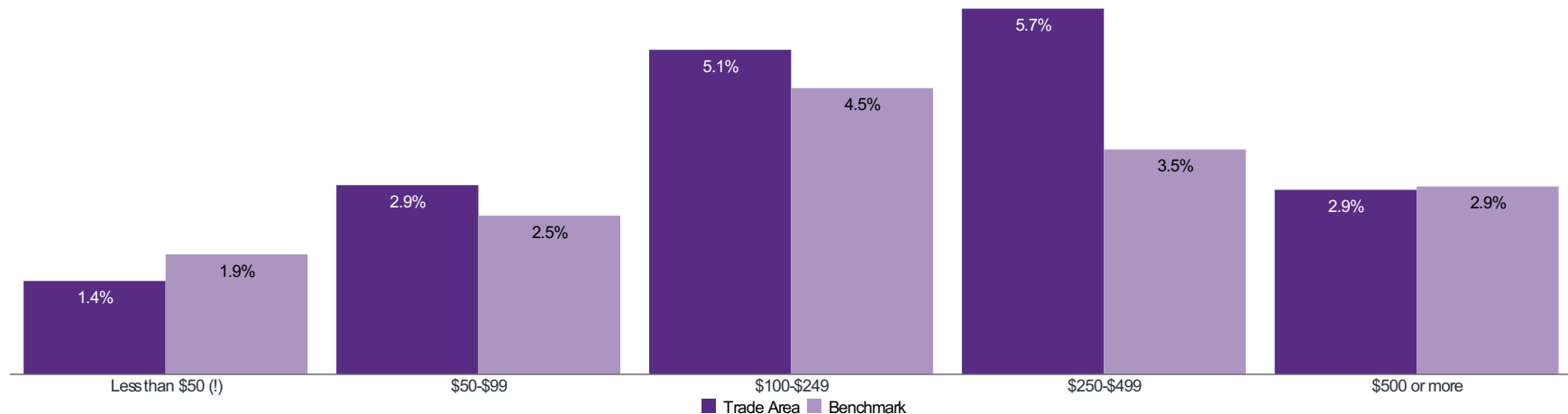
Trade Area:

Total Household Population 18+: 605

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	58.2% Index:102	32.7% Index:97	9.4% Index:90	4.1% Index:86
Purchase preference	76.6% Index:107	15.7% Index:77	4.2% Index:80	2.9% Index:85
Customer Service	64.9% Index:113	9.7% Index:77	4.2% Index:103	22.8% Index:98

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

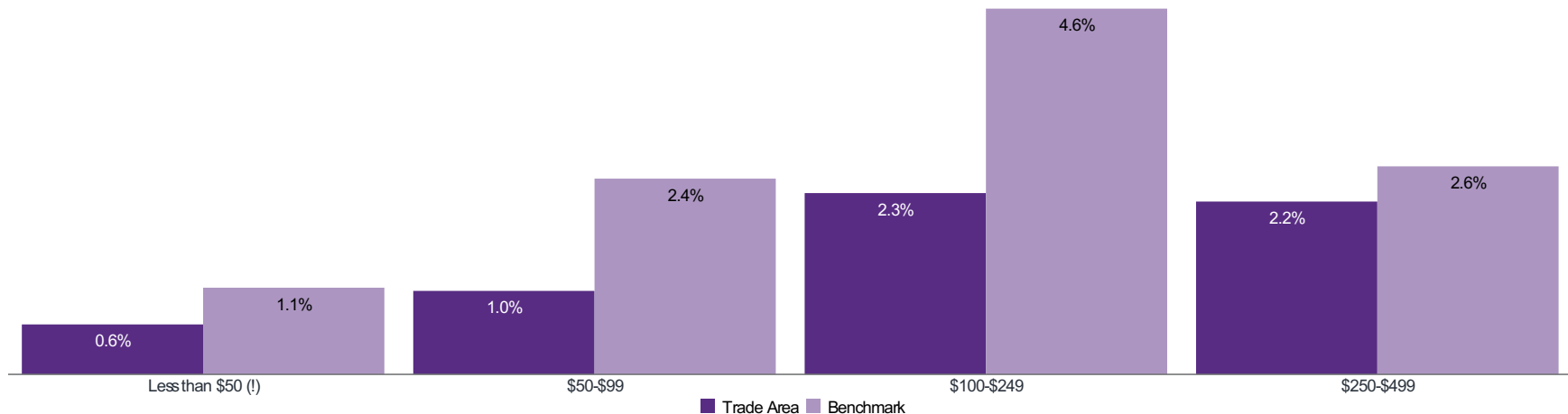
Trade Area:

Total Household Population 18+: 605

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	37.6% Index:91	19.0% Index:66	6.6% Index:65	1.7% Index:53
Purchase preference	49.1% Index:93	17.4% Index:82	4.8% Index:69	2.7% Index:101
Customer Service	42.6% Index:98	10.1% Index:80	3.1% Index:78	15.1% Index:72

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

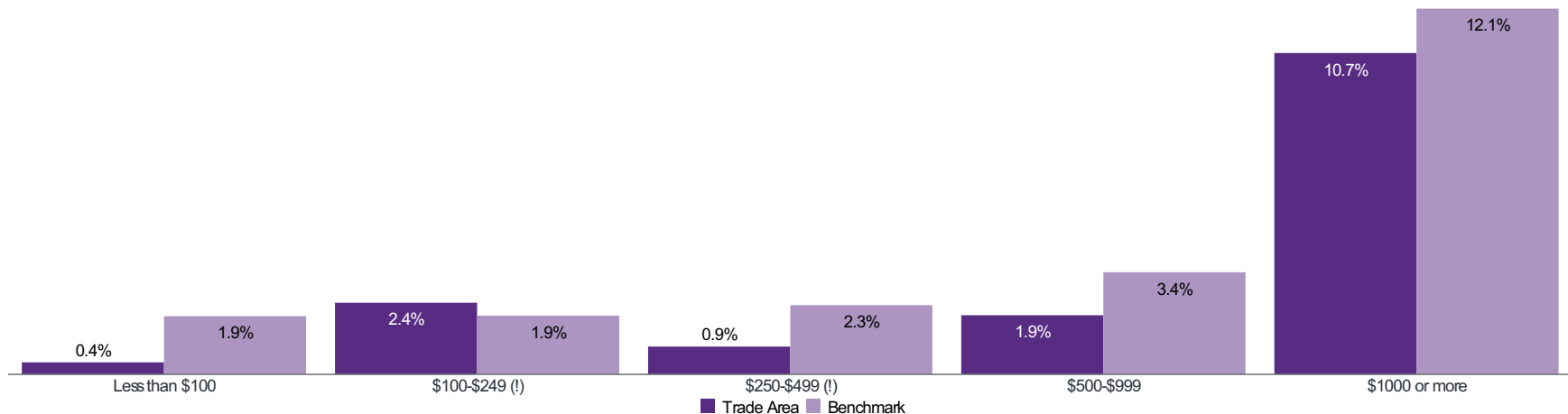
Trade Area:

Total Household Population 18+: 605

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	21.2% Index:103	45.4% Index:79	11.9% Index:80	14.7% Index:81
Purchase preference	31.1% Index:109	43.4% Index:84	8.9% Index:77	18.6% Index:94
Customer Service	35.1% Index:115	19.1% Index:77	6.1% Index:89	41.7% Index:91

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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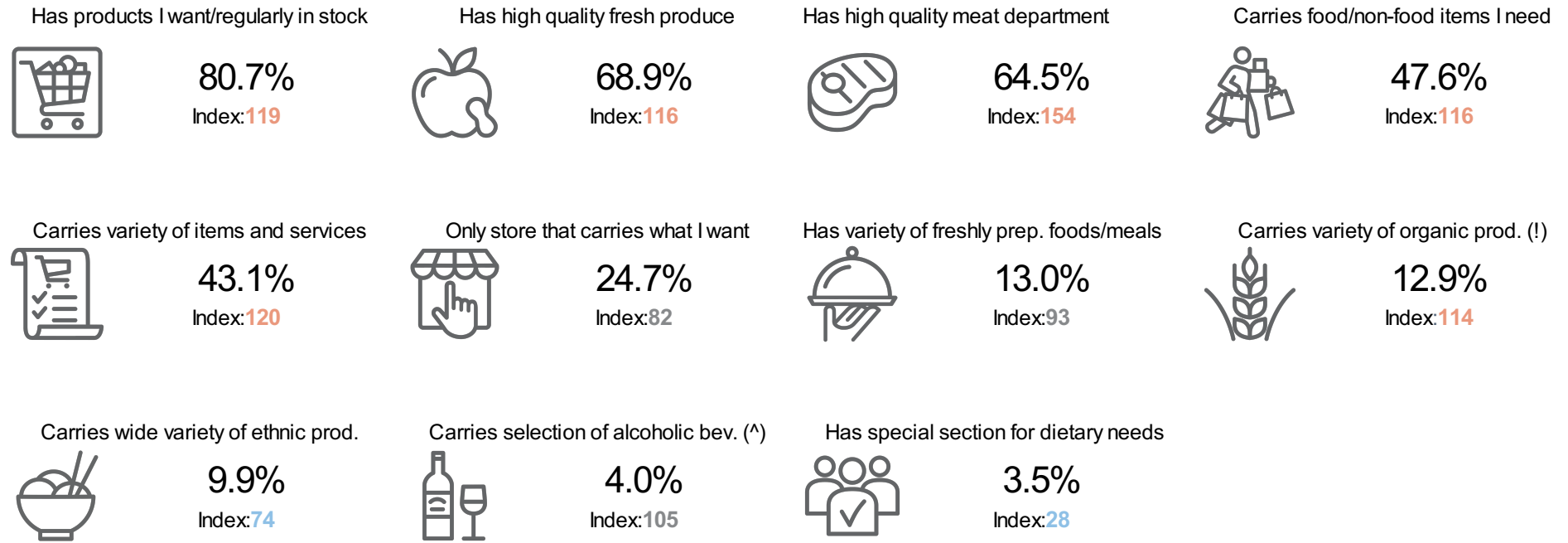
Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: Smooth Rock Falls

Households:305

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark:Southern Ontario + Cochrane

(!) 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: Smooth Rock Falls

Households:305

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



45.6%
Index:76

Staff are friendly and knowledgeable



45.1%
Index:133

Easy to get in and get out quickly



41.4%
Index:96

Organized layout makes it easy to shop



40.4%
Index:97

Short checkout lines/fast checkout



32.3%
Index:91

I like the store ambiance



19.7%
Index:98

Has extended hours



18.3%
Index:67

Has self-checkout



7.0%
Index:51

Offers an online shopping option (!)



4.0%
Index:45

Benchmark:Southern Ontario + Cochrane

(!) 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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Trade Area: Smooth Rock Falls

Households:305

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Discover good value when shopping



78.8%
Index:119

Store has great sales and promotions



65.6%
Index:97

Store has the lowest prices overall



59.5%
Index:103

Store has a customer loyalty card program



47.1%
Index:95

Has loyalty prog. app and offers pers. promos



18.6%
Index:64

I'm loyal to their store brands



16.5%
Index:72

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	23.3	30.9	0.0 75
Purchase another brand	33.1	21.2	0.0 156
Purchase another size or variety of the same brand (!)	2.4	7.7	0.0 32

Benchmark:Southern Ontario + Cochrane

(!) 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 Smooth Rock Falls 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%	2,598	100%	0.01%	100	3,756	100%	0.02%	100	2,452	100%	0.01%	100	2,396	100%	0.01%	100	4,961	100%	0.03%	100
3556048	Smooth Rock Falls, ON (T)	1,110	0.01%	1,121	43.16%	101.03%	761353	1,265	33.68%	113.95%	594085	888	36.23%	80.04%	639192	720	30.05%	64.86%	530034	1,177	23.73%	106.06%	418661
3556027	Timmins, ON (CY)	34,344	0.18%	295	11.35%	0.86%	6473	363	9.68%	1.06%	5516	437	17.84%	1.27%	10170	287	11.99%	0.84%	6837	629	12.67%	1.83%	7226
3556066	Kapuskasing, ON (T)	6,955	0.04%	361	13.90%	5.19%	39126	218	5.81%	3.14%	16362	358	14.58%	5.14%	41055	205	8.58%	2.95%	24143	387	7.79%	5.56%	21941
3556042	Cochrane, ON (T)	4,508	0.02%	107	4.13%	2.38%	17948	291	7.74%	6.45%	33606	8	0.34%	0.18%	1472	144	6.01%	3.19%	26095	320	6.46%	7.11%	28063
3556056	Moonbeam, ON (TP)	1,146	0.01%	134	5.15%	11.69%	88063	145	3.86%	12.66%	65993	28	1.13%	2.41%	19244	132	5.51%	11.51%	94082	268	5.40%	23.39%	92310
3556094	Factory Island 1, ON (IRI)	1,224	0.01%	0	0.00%	0.00%	0	0	0.00%	0.00%	0	0	0.00%	0.00%	0	223	9.31%	18.23%	148943	212	4.27%	17.32%	68379
3553005	Greater Sudbury / Grand Sudbury, ON (CV)	141,597	0.72%	45	1.73%	0.03%	239	205	5.47%	0.15%	756	104	4.25%	0.07%	588	0	0.00%	0.00%	0	193	3.88%	0.14%	537
3556106	Moosonee, ON (TV)	987	0.01%	0	0.00%	0.00%	0	0	0.00%	0.00%	0	0	0.00%	0.00%	0	238	9.95%	24.16%	197409	162	3.26%	16.40%	64750
3556076	Hearst, ON (T)	4,296	0.02%	144	5.55%	3.35%	25280	214	5.69%	4.97%	25921	35	1.43%	0.81%	6496	26	1.07%	0.60%	4891	160	3.22%	3.71%	14656
3556031	Iroquois Falls, ON (T)	3,623	0.02%	0	0.00%	0.00%	0	59	1.56%	1.62%	8449	65	2.63%	1.78%	14224	0	0.00%	0.00%	0	92	1.86%	2.55%	10065

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Smooth Rock Falls 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
629	719	114.3	831	132.1	595	94.5	554	88.0	791	125.8

2019 Smooth Rock Falls 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	5,038	791	15.7	4,247	84.3

2020 Smooth Rock Falls 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%	1,725	100%	0.01%	100	1,847	100%	0.01%	100	1,528	100%	0.01%	100	1,933	100%	0.01%	100	3,289	100%	0.02%	100
3556048	Smooth Rock Falls, ON (T)	1,110	0.01%	866	50.22%	78.05%	885845	672	36.39%	60.55%	642000	800	52.36%	72.10%	923621	603	31.21%	54.36%	550482	851	25.87%	76.65%	456322
3556066	Kapuskasing, ON (T)	6,955	0.04%	224	12.97%	3.22%	36517	77	4.17%	1.11%	11737	155	10.14%	2.23%	28560	244	12.60%	3.50%	35486	412	12.52%	5.92%	35247
3556027	Timmins, ON (CY)	34,344	0.18%	128	7.43%	0.37%	4237	191	10.34%	0.56%	5893	102	6.68%	0.30%	3806	267	13.79%	0.78%	7865	399	12.13%	1.16%	6914
3556042	Cochrane, ON (T)	4,508	0.02%	0	0.00%	0.00%	0	178	9.62%	3.94%	41778	138	9.03%	3.06%	39234	48	2.48%	1.06%	10774	176	5.35%	3.91%	23255
3558004	Thunder Bay, ON (CY)	92,603	0.47%	0	0.00%	0.00%	0	0	0.00%	0.00%	0	0	0.00%	0.00%	0	85	4.39%	0.09%	927	125	3.79%	0.13%	801
3521005	Mississauga, ON (CY)	647,628	3.31%	0	0.00%	0.00%	0	145	7.87%	0.02%	238	38	2.50%	0.01%	75	0	0.00%	0.00%	0	121	3.69%	0.02%	112
3556092	Cochrane, Unorganized, North Part, ON (NO)	1,996	0.01%	51	2.96%	2.56%	29051	59	3.18%	2.94%	31211	13	0.82%	0.63%	8048	25	1.29%	1.25%	12690	118	3.58%	5.90%	35107
3556070	Val Rita-Harty, ON (TP)	634	0.00%	0	0.00%	0.00%	0	0	0.00%	0.00%	0	0	0.00%	0.00%	0	93	4.78%	14.59%	147759	111	3.36%	17.43%	103765
3556094	Factory Island 1, ON (IRI)	1,224	0.01%	0	0.00%	0.00%	0	0	0.00%	0.00%	0	0	0.00%	0.00%	0	185	9.59%	15.14%	153371	92	2.80%	7.53%	44834
3556031	Iroquois Falls, ON (T)	3,623	0.02%	12	0.67%	0.32%	3620	0	0.00%	0.00%	0	87	5.68%	2.40%	30701	0	0.00%	0.00%	0	86	2.63%	2.39%	14205

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Smooth Rock Falls 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
629	532	84.5	254	40.4	403	64.1	328	52.1	468	74.4

2020 Smooth Rock Falls 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	3,370	468	13.9	2,902	86.1

2021 Smooth Rock Falls 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%	850	100%	0.00%	100	2,321	100%	0.01%	100	2,376	100%	0.01%	100	1,671	100%	0.01%	100	3,685	100%	0.02%	100
3556027	Timmins, ON (CY)	34,344	0.18%	60	7.05%	0.17%	4017	383	16.49%	1.11%	9404	410	17.26%	1.19%	9839	243	14.56%	0.71%	8301	588	15.97%	1.71%	9103
3556102	New Post 69A, ON (IRI)	82	0.00%	0	0.00%	0.00%	0	0	0.00%	0.00%	0	499	20.99%	608.44%	5013335	0	0.00%	0.00%	0	449	12.19%	547.71%	2910021
3556066	Kapuskasing, ON (T)	6,955	0.04%	29	3.43%	0.42%	9661	271	11.68%	3.90%	32885	383	16.10%	5.50%	45324	209	12.50%	3.00%	35198	424	11.49%	6.09%	32357
3556048	Smooth Rock Falls, ON (T)	1,110	0.01%	230	27.06%	20.72%	477383	177	7.63%	15.95%	134537	242	10.17%	21.77%	179411	175	10.50%	15.81%	185231	318	8.63%	28.66%	152292
3553005	Greater Sudbury / Grand Sudbury, ON (CV)	141,597	0.72%	0	0.00%	0.00%	0	275	11.86%	0.19%	1640	98	4.12%	0.07%	570	0	0.00%	0.00%	0	209	5.67%	0.15%	784
3521005	Mississauga, ON (CY)	647,628	3.31%	0	0.00%	0.00%	0	155	6.66%	0.02%	201	0	0.00%	0.00%	0	0	0.00%	0.00%	0	148	4.02%	0.02%	121
3543021	Essa, ON (TP)	18,866	0.10%	0	0.00%	0.00%	0	0	0.00%	0.00%	0	191	8.05%	1.01%	8356	0	0.00%	0.00%	0	129	3.49%	0.68%	3624
3556031	Iroquois Falls, ON (T)	3,623	0.02%	0	0.00%	0.00%	0	129	5.54%	3.55%	29968	161	6.79%	4.45%	36699	118	7.06%	3.25%	38131	121	3.27%	3.33%	17691
3556056	Moonbeam, ON (TP)	1,146	0.01%	0	0.00%	0.00%	0	0	0.00%	0.00%	0	0	0.00%	0.00%	0	132	7.87%	11.48%	134527	102	2.77%	8.91%	47323
3556052	Fauquier-Strickland, ON (TP)	490	0.00%	57	6.74%	11.69%	269359	122	5.27%	24.96%	210544	150	6.32%	30.64%	252483	12	0.73%	2.50%	29317	101	2.74%	20.62%	109530

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Smooth Rock Falls 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
629	141	22.5	150	23.9	159	25.2	139	22.1	275	43.7

2021 Smooth Rock Falls 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	3,885	275	7.1	3,610	92.9

Top 5 segments represent **55.2%** of visitors in Southern Ontario with Cochrane CD

<p>49 BACKCOUNTRY BOOMERS</p> <p>R2 RURAL RESIDENTS LOW TO MIDDLE INCOME 65+ COUPLES & COUPLES</p> <p>Rural, lower-middle-income older couples and singles</p>	<p>Rank: 1</p> <p>Visitors: 674</p> <p>Visitors %: 22.53</p> <p>% in Benchmark: 1.21</p> <p>Index: 1,859</p>	<p>A collection of remote villages mainly in the Atlantic provinces, Backcountry Boomers is about as rural as it gets. These households are mostly older, empty-nesting couples and those living alone. Forty percent of maintainers are over 65, most adults are out of the labour force and nearly three-quarters of households contain only one or two people. Incomes are modest, but they're enough for households to own a single-detached house and enjoy an unpretentious lifestyle. These Canadians 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 variety: crafts, knitting and collecting coins and stamps. Despite their remote communities, they prefer in-store shopping to e-commerce.</p>
<p>50 COUNTRY & WESTERN</p> <p>R2 RURAL RESIDENTS MIDDLE INCOME 65+ COUPLES & COUPLES</p> <p>Older, middle-income western homeowners</p>	<p>Rank: 2</p> <p>Visitors: 335</p> <p>Visitors %: 11.19</p> <p>% in Benchmark: 0.09</p> <p>Index: 12,991</p>	<p>Located in areas close to towns in the western provinces, Country & Western contains a mix of older singles and empty-nesting couples. Nearly a third of maintainers are over 65. Most households live in a single-detached house and a significant portion have an Indigenous identity. With their mixed educations, they earn lower-middle incomes that support active lifestyles. In these rugged communities, residents like to go boating, camping and snowmobiling. With a strong self-reliant streak, they enjoy sewing, crafting and doing home improvement projects. They lead most segments in attending country music concerts and pro hockey games, and doing volunteer work.</p>
<p>66 INDIGENOUS FAMILIES</p> <p>T1 TOWN RESIDENTS MIDDLE INCOME 25-44 COUPLES & COUPLES</p> <p>Younger and middle-aged First Nations, Inuit and Métis families</p>	<p>Rank: 3</p> <p>Visitors: 222</p> <p>Visitors %: 7.42</p> <p>% in Benchmark: 0.12</p> <p>Index: 6,108</p>	<p>Nearly 95 percent of Indigenous Families residents are of Indigenous origin, and they tend to be younger and middle-aged families living in remote communities. The segment stands out for having few couples without children, many lone-parent families and more than three times the national average of multi-generational households. More than 70 percent of residents live in single-detached homes, of which about 20 percent is band housing. While unemployment is higher than average, most adults are in the labour force and earn lower-middle incomes. Residents take advantage of their bucolic settings by fishing, hunting, power boating and snowmobiling, though they also attend pro football games, horse racing events and RV shows. Passionate about maintaining their cultural traditions, many serve as volunteers.</p>
<p>41 DOWN TO EARTH</p> <p>R2 RURAL RESIDENTS MIDDLE INCOME 55+ COUPLES & COUPLES</p> <p>Older, middle-income rural couples and families</p>	<p>Rank: 4</p> <p>Visitors: 220</p> <p>Visitors %: 7.35</p> <p>% in Benchmark: 3.09</p> <p>Index: 238</p>	<p>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 owning single-detached homes. The majority of maintainers are over 55 years old. And most households earn average incomes from a mix of blue-collar and service sector jobs. With more than 80 percent of households third-plus-generation Canadians, they share a tradition-bound lifestyle: many 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. Not surprisingly, these older folks have traditional media patterns, favouring TV sports, country music radio, gardening magazines and community newspapers.</p>
<p>43 HAPPY MEDIUM</p> <p>S5 SUBURBAN RESIDENTS MIDDLE INCOME 35-54 COUPLES & COUPLES</p> <p>Suburban, middle-income couples and families</p>	<p>Rank: 5</p> <p>Visitors: 201</p> <p>Visitors %: 6.71</p> <p>% in Benchmark: 2.45</p> <p>Index: 274</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 with Cochrane CD

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Index Colours:	<80	80 - 110	110+
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