

Community Profile: Acton

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



ENVIRONICS
ANALYTICS

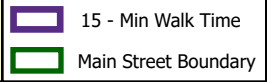
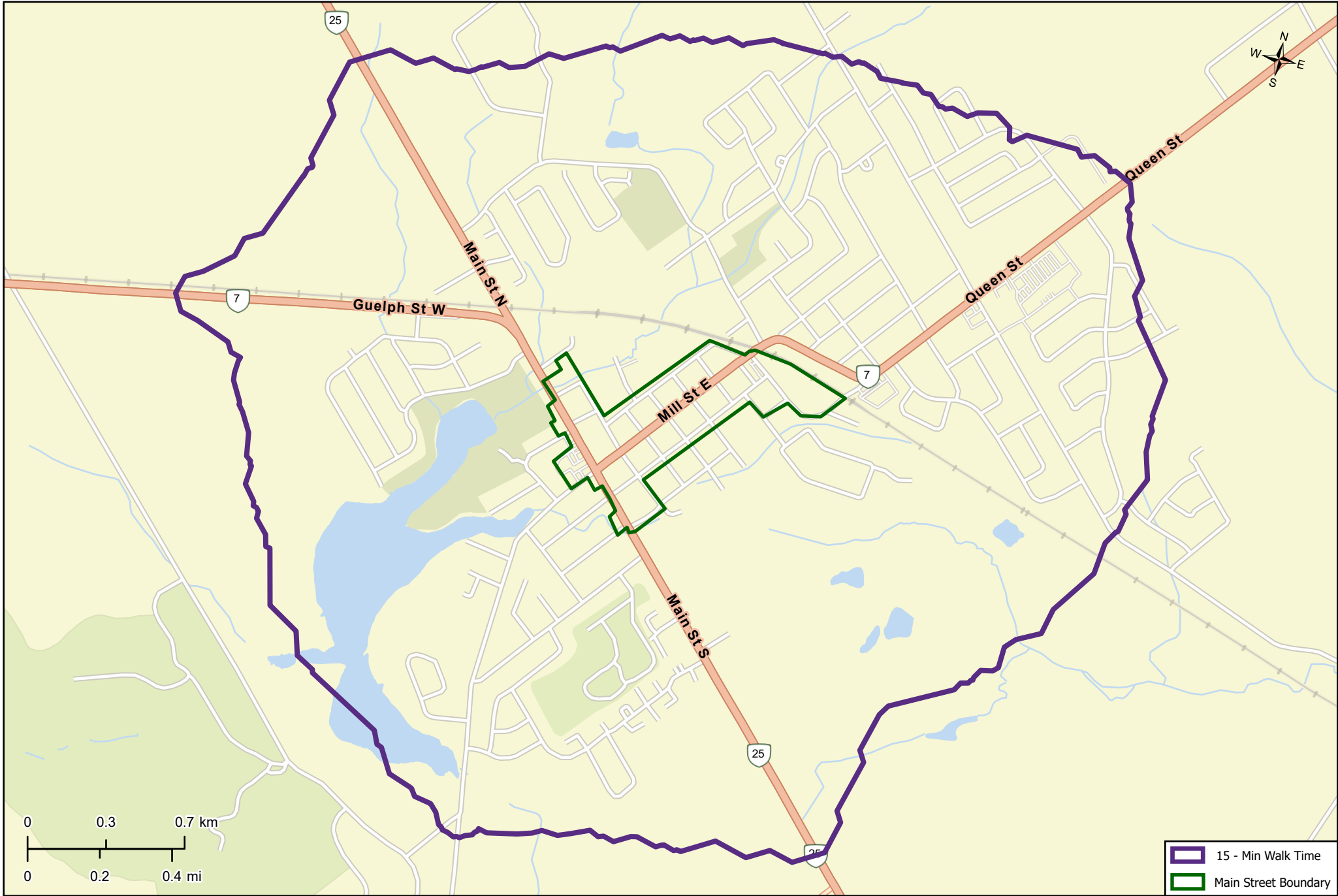
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Date: September 29, 2022

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Acton Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Acton

POPULATION

9,723

HOUSEHOLDS

3,568

MEDIAN MAINTAINER AGE

54

Index: 99

MARITAL STATUS



58.8%

Index: 101

Married/Common-Law

FAMILY STATUS*

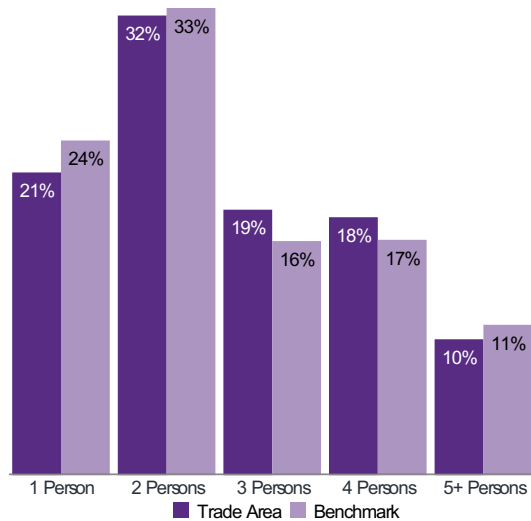


16.8%

Index: 106

Total Lone-Parent Families

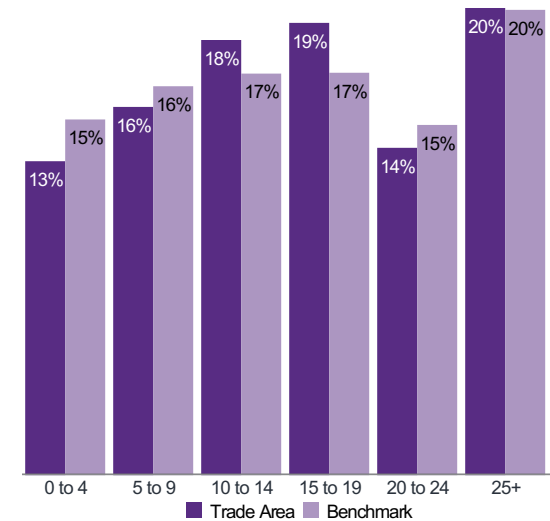
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	434	4.5	90
5 to 9	514	5.3	99
10 to 14	623	6.4	114
15 to 19	660	6.8	118
20 to 24	579	6.0	91
25 to 29	626	6.4	90
30 to 34	628	6.5	94
35 to 39	591	6.1	93
40 to 44	633	6.5	105
45 to 49	748	7.7	125
50 to 54	775	8.0	124
55 to 59	704	7.2	103
60 to 64	639	6.6	97
65 to 69	544	5.6	97
70 to 74	399	4.1	86
75 to 79	292	3.0	85
80 to 84	174	1.8	79
85+	160	1.6	74

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

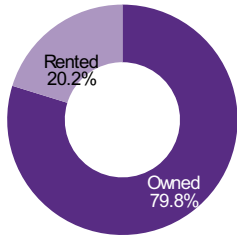
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Demographics | Housing & Income

Trade Area: Acton

Population: 9,723 | Households: 3,568

TENURE



STRUCTURE TYPE



83.2%
Index:107



16.6%
Index:75

AGE OF HOUSING*

15 - 19 Years Old
% Comp:12.6 Index: 153

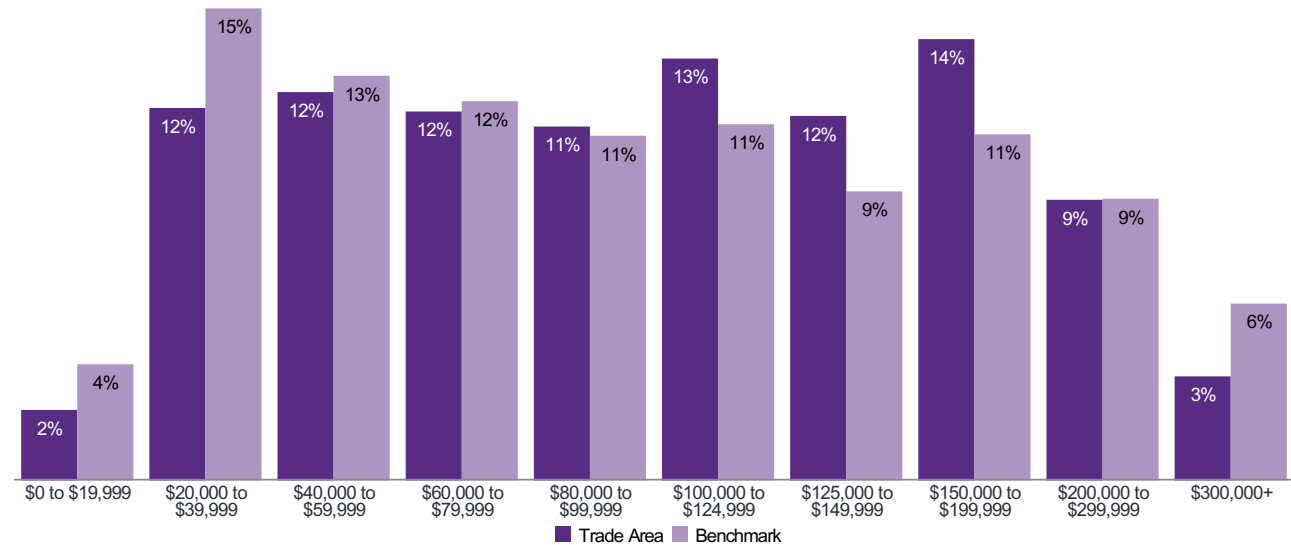
AVERAGE HOUSEHOLD INCOME



\$115,867

Index:99

HOUSEHOLD INCOME DISTRIBUTION



Benchmark:Southern Ontario

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Demographics | Education & Employment

Trade Area: Acton

Population: 9,723 | Households: 3,568

EDUCATION



14.5%

Index:53

University Degree

LABOUR FORCE PARTICIPATION



73.0%

Index:112

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



49.3%

Index:123

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

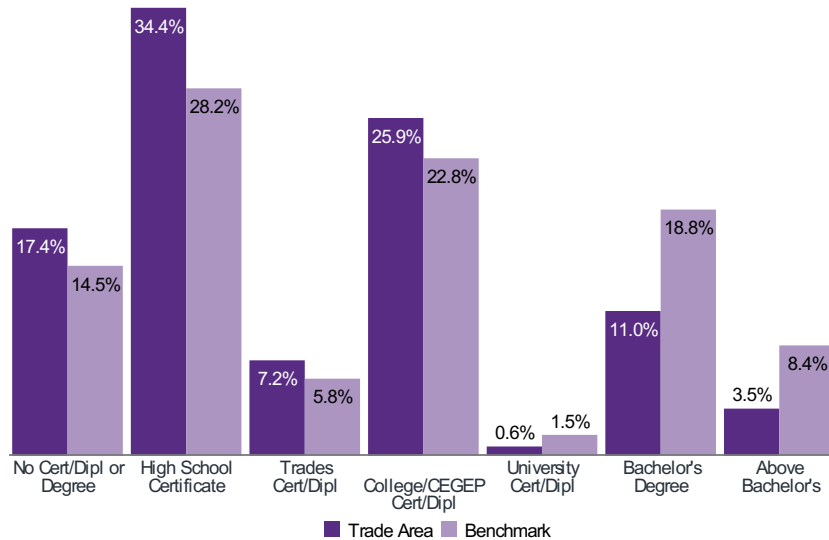


3.9%

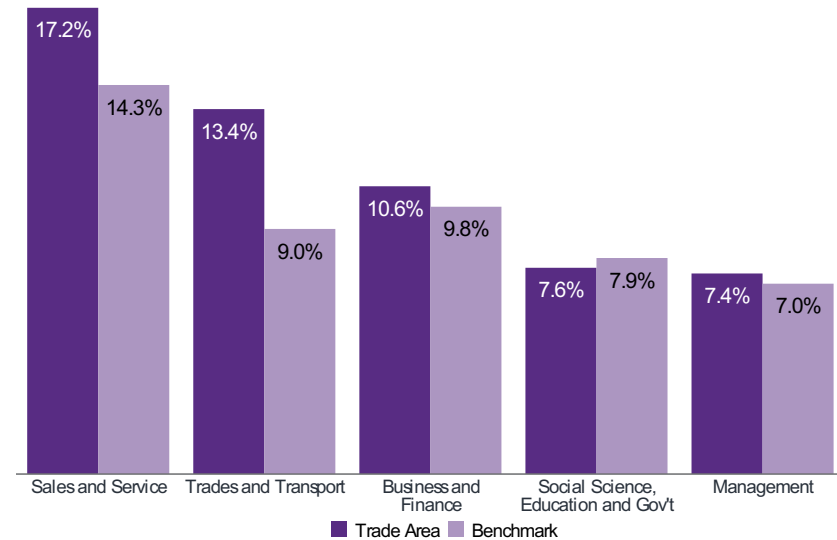
Index:116

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

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southern Ontario

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*Ranked by percent composition

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Demographics | Diversity

Trade Area: Acton

Population: 9,723 | Households: 3,568

ABORIGINAL IDENTITY



3.3%

Index: 140

VISIBLE MINORITY PRESENCE



5.8%

Index: 20

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



0.3%

Index: 15

No knowledge of English or French

IMMIGRATION



12.7%

Index: 47

Born outside Canada

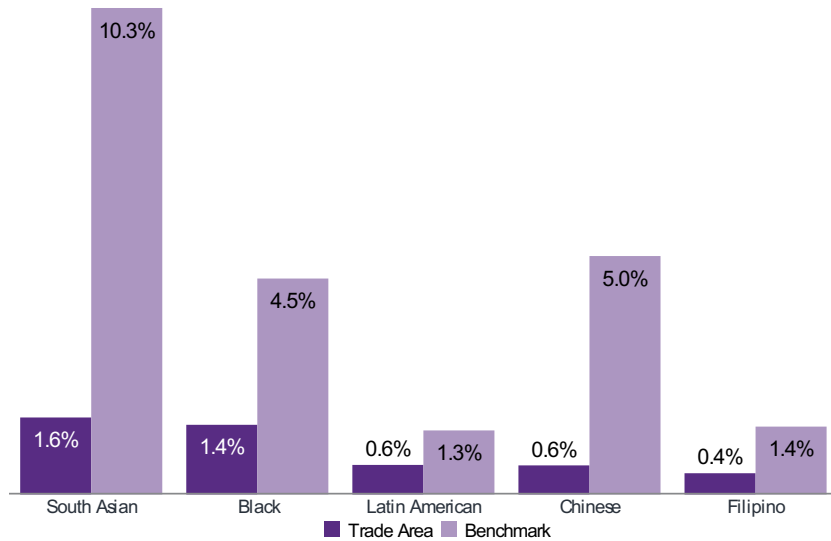
PERIOD OF IMMIGRATION*

Before 2001

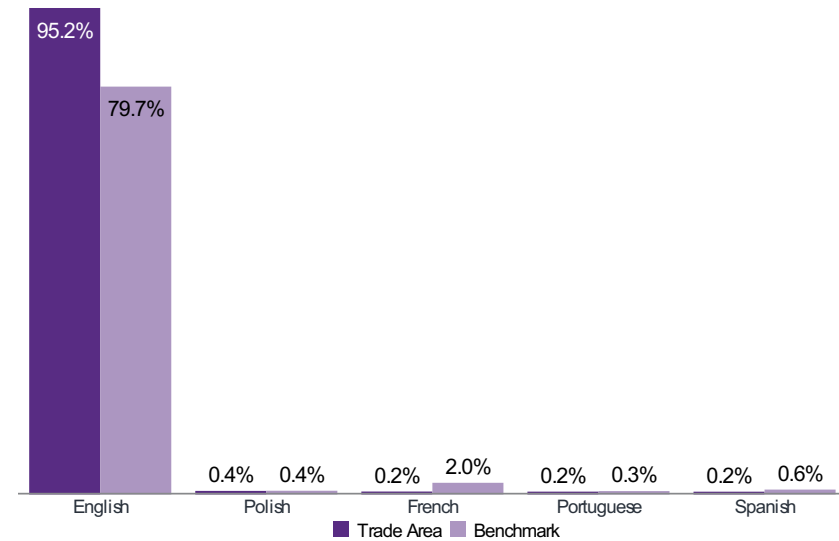
8.8%

Index: 64

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

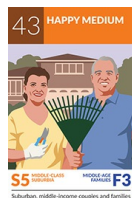
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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Top 5 segments represent **66.4%** of households in Acton



Rank:	1
Hhlds:	606
Hhld %:	16.99
% in Benchmark:	2.51
Index:	676

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 (most adults have completed high school or college) and family types (including couples and families). But what many have in common are deep roots: three-quarters of residents are third-plus-generation Canadians. Residents typically hold blue-collar or service sector jobs in manufacturing, construction, mining and public administration. With incomes topping \$90,000, more than 80 percent own a home, typically an older, single-detached house built before 1980. In these suburban settings, nearly 90 percent of Happy Medium residents rely on their vehicles—typically domestic intermediate sedans or large pickup trucks—for commuting to work. On weekends, they'll hit the road to go snow boarding, canoeing or rowing. Many keep up with the latest trends in home and recreation by attending craft, boat, motorcycle and RV shows. As consumers on a budget, residents are keenly aware of the importance of Price when making purchases.



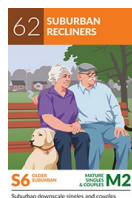
Rank:	2
Hhlds:	576
Hhld %:	16.15
% in Benchmark:	2.47
Index:	655

The wealthiest rural lifestyle, Kick-Back Country is a collection of middle-aged families and older couples living in rustic areas near large and medium-size cities. For some, their communities are a weekend getaway from their busy life in the city. The maintainers tend to be between 45 and 64 years old, and children range in age from 10 to 24. Despite mixed educations—mostly high school and college—residents earn impressive incomes averaging about \$150,000 from well-paying jobs in management as well as mining, construction, trades and transportation. The lower cost of living in their rural areas means nearly nine out of ten households own a home. Many are second- and third-generation Canadians drawn to spacious, single-family houses built beyond the urban sprawl; the average dwelling value is over \$570,000—29 percent above average. Their driveways often contain domestic compact SUVs and large pickups for commuting to work, hauling camping and boating equipment and travelling to the city for shopping. With their conservative social views, these households score high for the value Traditional Families.



Rank:	3
Hhlds:	452
Hhld %:	12.67
% in Benchmark:	4.31
Index:	294

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and utilities. Thanks to dual-income households, their upscale incomes allow them to purchase single-detached houses valued at nearly \$450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment, as well as trailers and boats. Family Mode members make an Effort Toward Health, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating.



Rank:	4
Hhlds:	390
Hhld %:	10.92
% in Benchmark:	2.15
Index:	509

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



Rank:	5
Hhlds:	346
Hhld %:	9.70
% in Benchmark:	4.92
Index:	197

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

Trade Area: Acton

Strong Values

Values	Index
Attraction to Nature	123
Cultural Assimilation	121
Utilitarian Consumerism	121
Parochialism	119
Emotional Control	118
Obedience to Authority	115
Rejection of Orderliness	113
Brand Apathy	111
Aversion to Complexity	109
Need for Escape	109

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.

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.

Utilitarian Consumerism

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

Weak Values

Values	Index
Importance of Aesthetics	69
Attraction For Crowds	71
Equal Relationship with Youth	73
Need for Status Recognition	75
Advertising as Stimulus	76
Ostentatious Consumption	76
Pursuit of Novelty	76
Pursuit of Intensity	77
Consumption Evangelism	78
Penchant for Risk	78

Descriptions | Top 3 Weak Values

Importance of Aesthetics

Tendency to base purchase decisions on aesthetic rather than utilitarian considerations. Measures the attention given to the beauty of objects and products purchased. People strong on this construct often buy products purely for their appearance. Aesthetic, in this case, is a form of personal expression.

Attraction For Crowds

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

Equal Relationship with Youth

Breaking down traditional hierarchical and patriarchal relationships by giving the youth equal freedoms as those of adults. Discipline, as that issued by adults over young people, is therefore replaced by freedom and increased individualism.

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: Acton

WealthScapes Households: 3,539

INCOME*

Household Income

\$ 115,927

Index: 99

Household Disposable Income

\$ 90,197

Index: 99

Household Discretionary Income

\$ 61,382

Index: 97

Annual RRSP Contributions

\$ 3,738

Index: 103

WEALTH*



Net Worth

% Holders

99.9% Index:100

Balance

\$858,951

Index:88

ASSETS*



Savings

% Holders

95.3% Index:58

Balance

\$108,345

Index:81



Investments

% Holders

60.6% Index:100

Balance

\$291,396

Index:75



Unlisted Shares

% Holders

10.9% Index:99

Balance

\$461,786

Index:75



Real Estate

% Holders

81.4% Index:107

Balance

\$972,294

Index:96



Liquid Assets

% Holders

98.4% Index:100

Balance

\$285,343

Index:77

DEBT*



Consumer Debt

% Holders

94.4% Index:101

Balance

\$60,721

Index:105



Mortgage Debt

% Holders

56.5% Index:120

Balance

\$365,863

Index:104

FINANCIAL RATIO



Debt:Asset

% Holders

0.24% Index:128

Benchmark:Southern Ontario

% Holders represent where customers are found.

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

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Index Colours: <80 80 - 110 110+

Trade Area: Acton

WealthScapes Households: 3,539

FINANCIAL RATIOS*



Debt: Asset

0.24

Index:128



Debt: Liquid Assets

0.94

Index: 155



Consumer Debt - Discr. Income

0.93

Index:109



Savings - Investments

0.59

Index:110



Pension - Non-Pension Assets

0.16

Index:91



Real Estate Assets - Liq. Assets

2.82

Index:133



Mortgage - Real Estate Assets

0.26

Index:122



Mortgage - Consumer Debt

3.61

Index:118

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: Acton

Households: 3,653

Total Aggregate Current Consumption: \$296,049,212

Average Current Consumption

\$81,043

Index 99

Average Household Income










\$114,698

Index 100

Average Disposable Income

\$89,240

Index 99

 <p>Shelter</p> <p>Avg. Dollars/Household: \$21,376 Index: 102</p> <p>Pct. of Total Expenditure: 26.4% Index: 103</p>	 <p>Transportation</p> <p>Avg. Dollars/Household: \$14,025 Index: 102</p> <p>Pct. of Total Expenditure: 17.3% Index: 103</p>	 <p>Food</p> <p>Avg. Dollars/Household: \$12,779 Index: 100</p> <p>Pct. of Total Expenditure: 15.8% Index: 101</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household: \$5,955 Index: 104</p> <p>Pct. of Total Expenditure: 7.3% Index: 105</p>	 <p>Health Care</p> <p>Avg. Dollars/Household: \$5,143 Index: 94</p> <p>Pct. of Total Expenditure: 6.3% Index: 95</p>	 <p>Recreation</p> <p>Avg. Dollars/Household: \$4,864 Index: 102</p> <p>Pct. of Total Expenditure: 6.0% Index: 103</p>
 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household: \$3,665 Index: 103</p> <p>Pct. of Total Expenditure: 4.5% Index: 104</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household: \$3,662 Index: 92</p> <p>Pct. of Total Expenditure: 4.5% Index: 93</p>	 <p>Clothing</p> <p>Avg. Dollars/Household: \$3,011 Index: 91</p> <p>Pct. of Total Expenditure: 3.7% Index: 92</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+
	<80	80 - 110	110+









Expenditures | Foodspend - Annual Household Expenditure Overview

Trade Area:

Households:3,653

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
\$114,698	\$12,779	\$3,854	\$8,925
Index 100	Index 100	Index 96	Index 102

Total Aggregate Food Expenditure: \$ 46,681,435

 <p>Bakery</p> <p>Avg. Dollars/Household: \$859 Index:98</p> <p>Pct. of Total Expenditure: 9.6% Index:97</p>	 <p>Cereal Products</p> <p>Avg. Dollars/Household: \$547 Index:107</p> <p>Pct. of Total Expenditure: 6.1% Index:105</p>	 <p>Fruit and nuts</p> <p>Avg. Dollars/Household: \$1,031 Index:94</p> <p>Pct. of Total Expenditure: 11.6% Index:92</p>
 <p>Vegetables</p> <p>Avg. Dollars/Household: \$946 Index:102</p> <p>Pct. of Total Expenditure: 10.6% Index:100</p>	 <p>Dairy products & Eggs</p> <p>Avg. Dollars/Household: \$1,251 Index:98</p> <p>Pct. of Total Expenditure: 14.0% Index:96</p>	 <p>Meat</p> <p>Avg. Dollars/Household: \$1,627 Index:103</p> <p>Pct. of Total Expenditure: 18.2% Index:102</p>
 <p>Fish & Seafood</p> <p>Avg. Dollars/Household: \$325 Index:111</p> <p>Pct. of Total Expenditure: 3.6% Index:109</p>	 <p>Beverages & Other Food</p> <p>Avg. Dollars/Household: \$2,339 Index:106</p> <p>Pct. of Total Expenditure: 26.2% Index:104</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	9.4	12.9	73
Going to restaurants, bars or night clubs	57.6	60.8	95
Having physical Contact with family and friends	65.2	64.2	101
Participating in group activities	45.6	43.1	106
Partying	18.7	20.7	90
Seeing family and friends in person	71.3	69.6	103
Entertainment			
Attending events, festivals or concerts	41.9	44.8	94
Attending sports events (excludes professional sports)	23.0	21.7	106
Attending to professional sports events or games	25.2	27.4	92
Going to the movies	49.2	47.3	104
Movement & Travel			
Driving more	18.8	17.6	107
Shopping in-store	46.9	49.8	94
Spending time outdoors	34.4	39.4	87
Travelling outside of Canada/ abroad	56.4	56.5	100
Travelling within Canada	54.2	55.9	97
Using public transit	7.4	12.5	59
Personal			
Getting back to old habits	37.0	40.0	92
Going to a salon, barber shop or spa	40.5	40.1	101
Going to the gym	18.2	22.2	82
Education/Work			
Children going back to school	22.5	20.3	111
Going back to work	12.4	14.2	87

Benchmark: Southern Ontario

(Base used for Index calculations)

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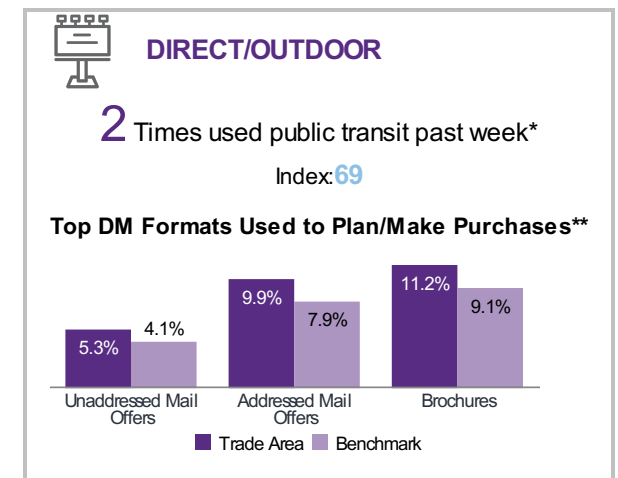
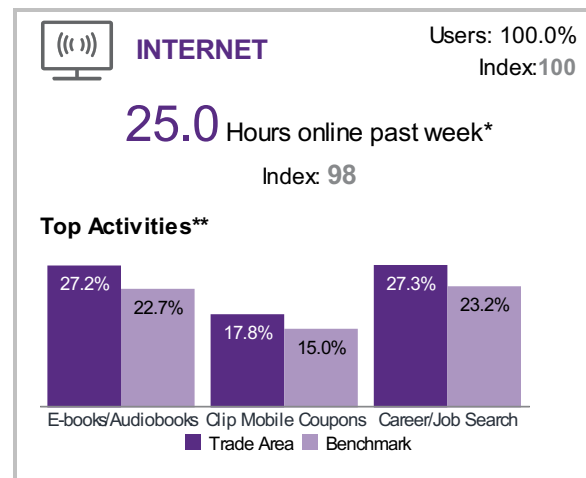
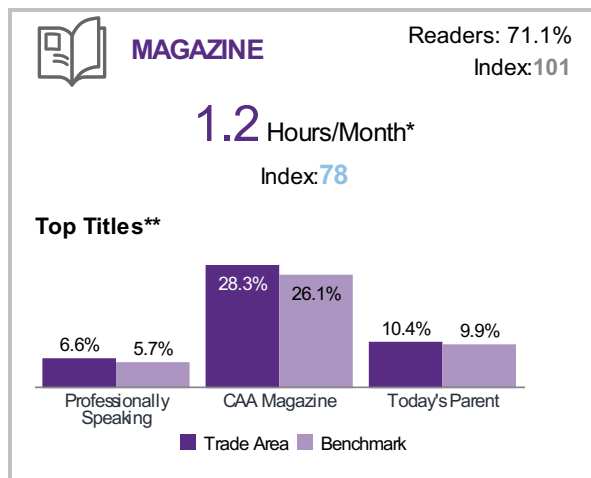
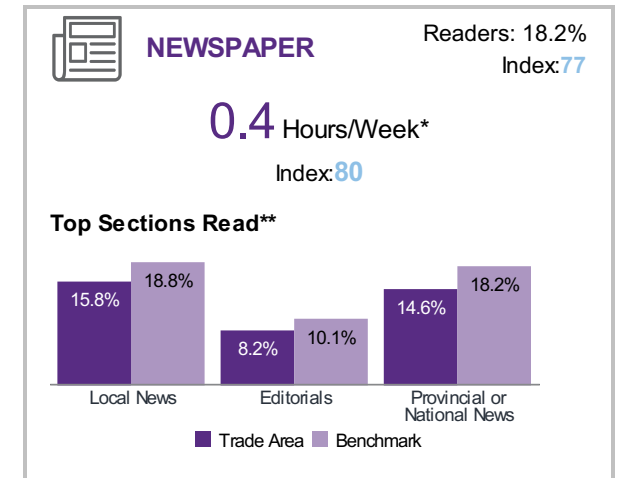
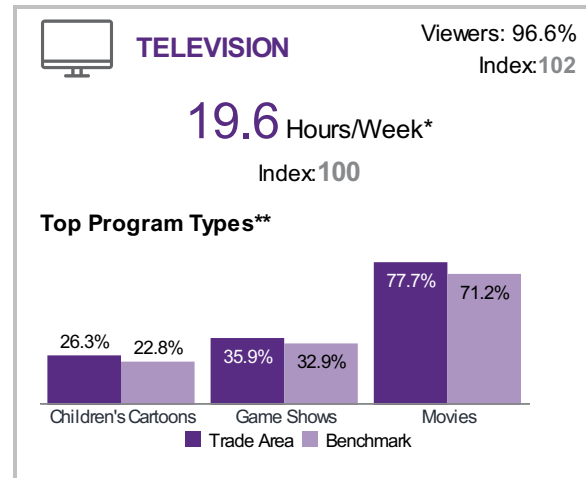
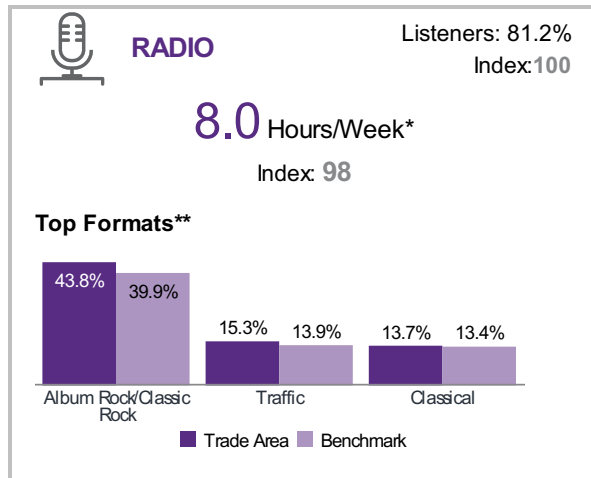
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Media and Social Media Overview

Behavioural - Vividata | Media Overview

Trade Area: Acton

Household Population 14+: 8,223



Benchmark: Southern Ontario

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* Consumption values based on variable's incidence count.

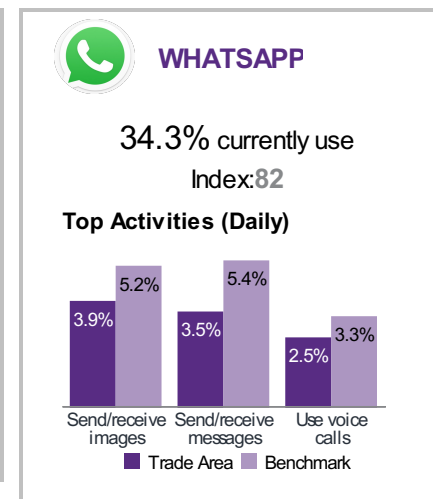
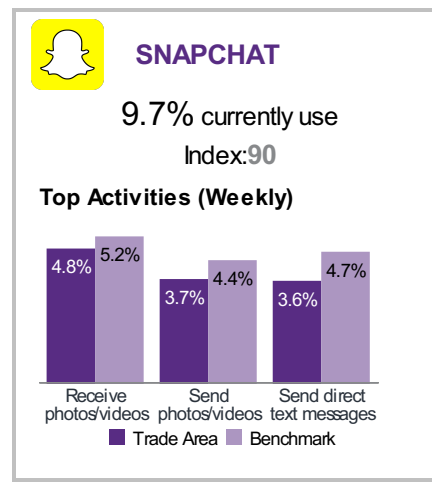
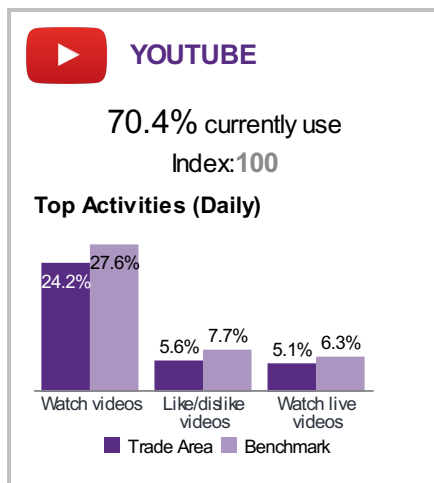
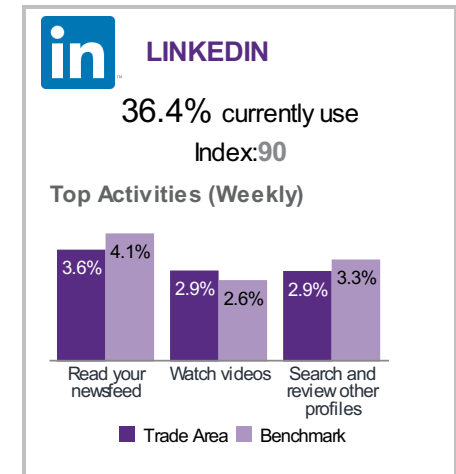
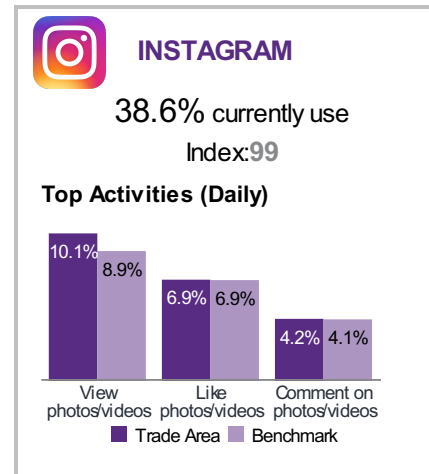
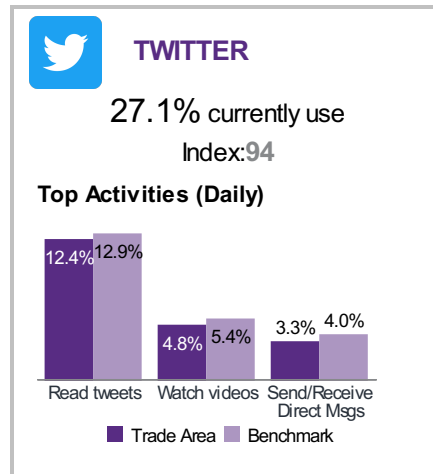
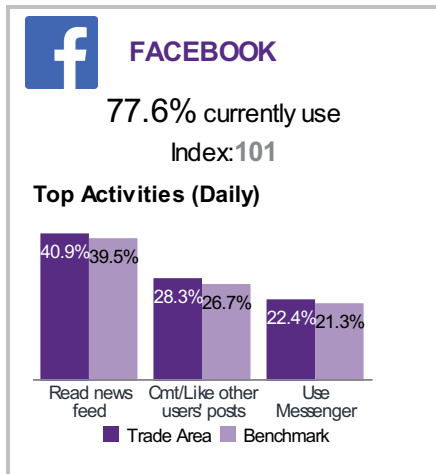
** Chosen from index ranking with minimum 5% composition.



Opticks Social | Social Media Activities

Trade Area: Acton

Household Population 18+: 7,675



Benchmark: Southern Ontario

Chosen and ranked by percent composition.

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

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

Trade Area: Acton

Household Population 18+: 7,675

FRIENDS IN ALL SM NETWORKS



40.8%

Index: 105

0-49 friends

FREQUENCY OF USE (DAILY)



56.9%

Index: 103

Facebook

BRAND INTERACTION



30.7%

Index: 102

Like brand on Facebook

NO. OF BRANDS INTERACTED

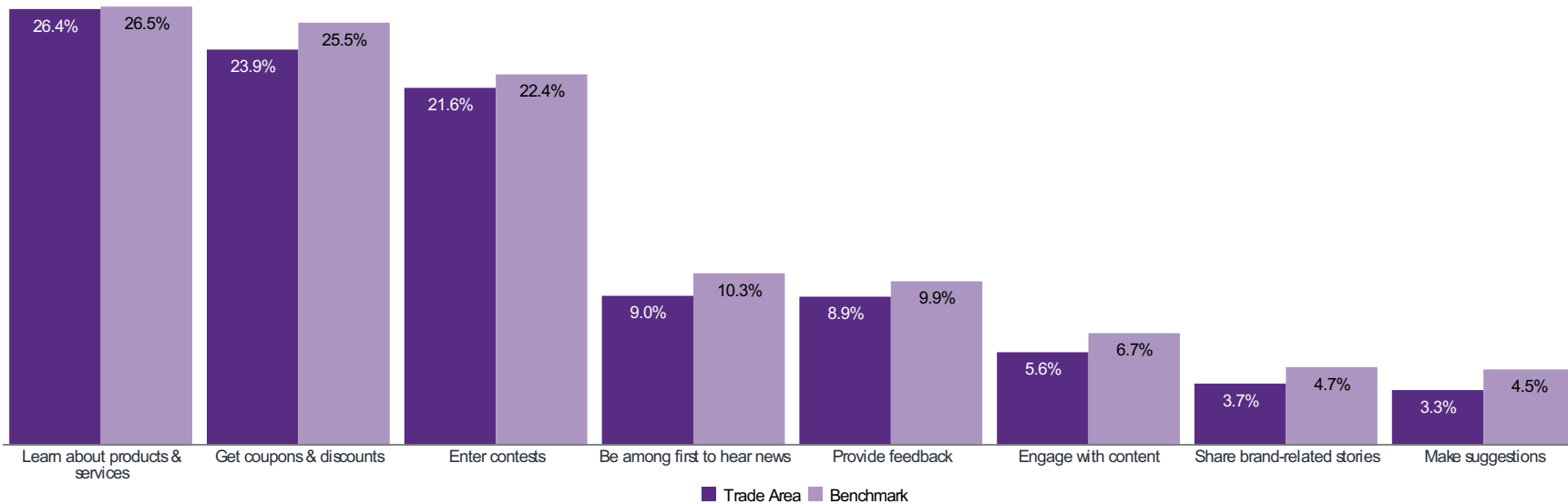


29.8%

Index: 102

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

Chosen and ranked by percent composition.

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

Opticks eShopper | Online Shopping Attitudes

Trade Area: Acton

Total Household Population 18+: 7,675



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

% Comp **87.5** Index **101**



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

% Comp **42.3** Index **95**



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

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



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

% Comp **37.2** Index **96**



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

% Comp **52.9** Index **98**



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

% Comp **21.9** Index **82**

Benchmark: Southern Ontario

Ranked by percent composition.

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

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

Trade Area: Acton

Total Household Population 18+:7,675

PURCHASE DECISION FACTORS



87.5%

Index:104

Product quality

ONLINE PURCHASE PREFERENCE



13.3%

Index:94

Event tickets via Mobile Phone

CUSTOMER SERVICE ONLINE



25.1%

Index:95

Govt. services

FORM OF PAYMENT ONLINE



Debit Card

5.0%

Index:98



Credit Card

61.2%

Index:98

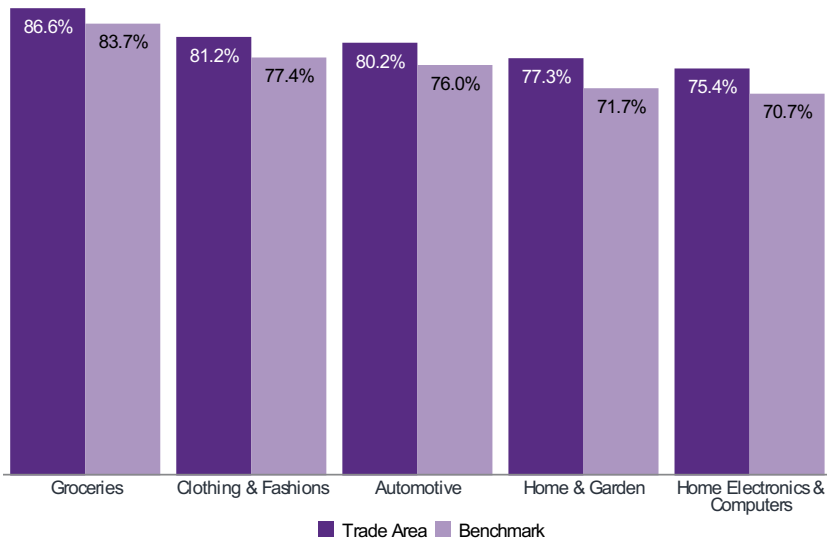


Third Party

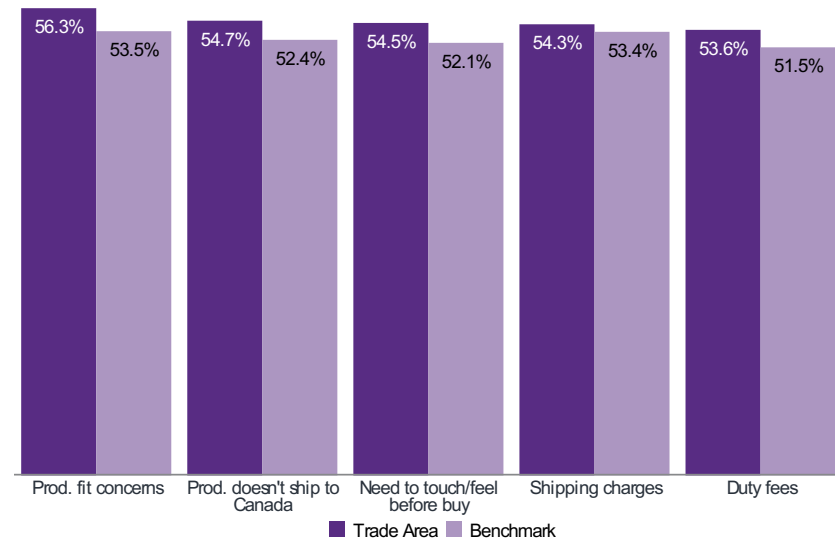
7.8%

Index:134

IN-STORE PURCHASE PREFERENCE - Top 5



IN-STORE PURCHASE REASON - Top 5



Benchmark: Southern Ontario

*Ranked by percent with minimum 5% composition.

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

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

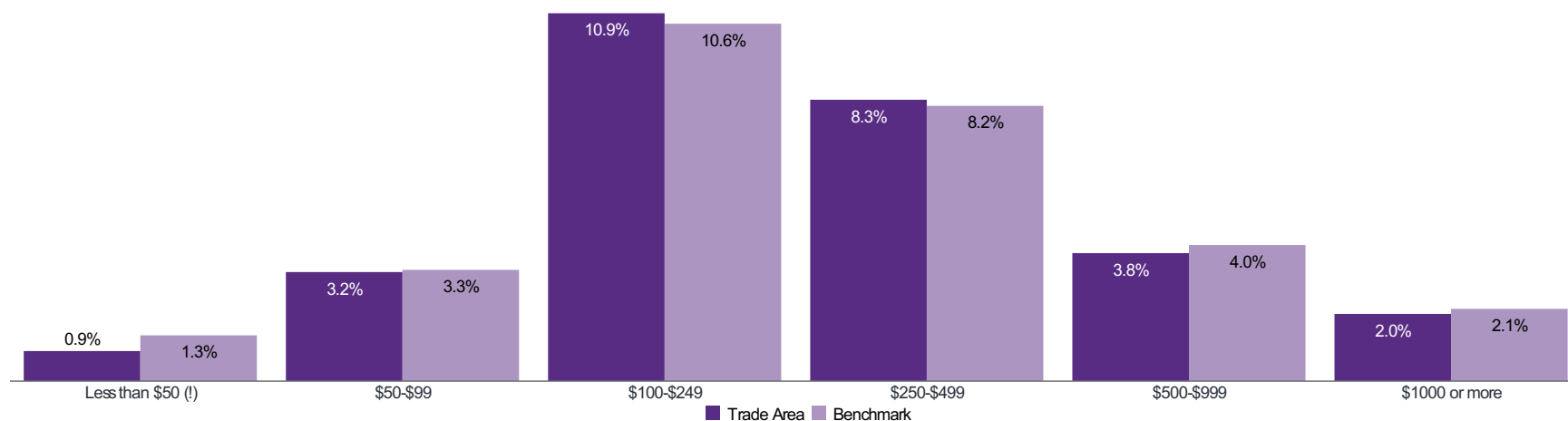
Trade Area:

Total Household Population 18+: 7,675

BEHAVIOURAL PREFERENCES BY CHANNEL

 CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	68.4% Index:103	33.5% Index:98	11.8% Index:93	2.6% Index:89
Purchase preference	81.2% Index:105	27.2% Index:96	8.4% Index:90	2.1% Index:88
Customer Service	67.7% Index:106	13.9% Index:93	2.6% Index:55	22.4% Index:105

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

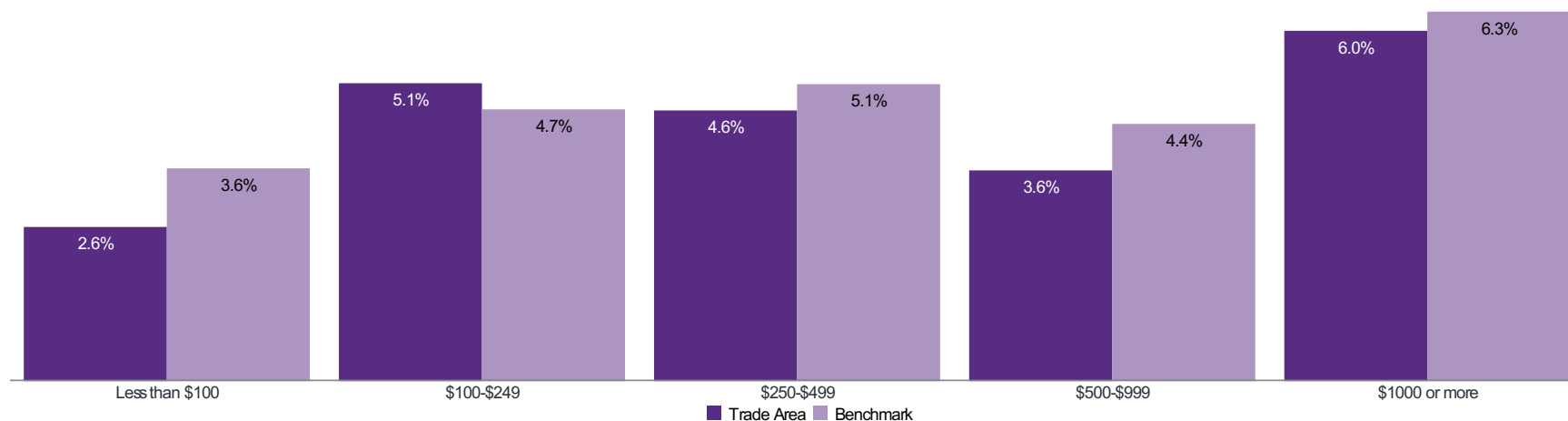
Trade Area:

Total Household Population 18+: 7,675

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	55.2% Index:102	52.7% Index:106	14.9% Index:99
Purchase preference	75.4% Index:107	37.3% Index:99	9.3% Index:92	4.5% Index:78
Customer Service	63.6% Index:107	19.1% Index:94	3.9% Index:67	38.1% Index:105

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

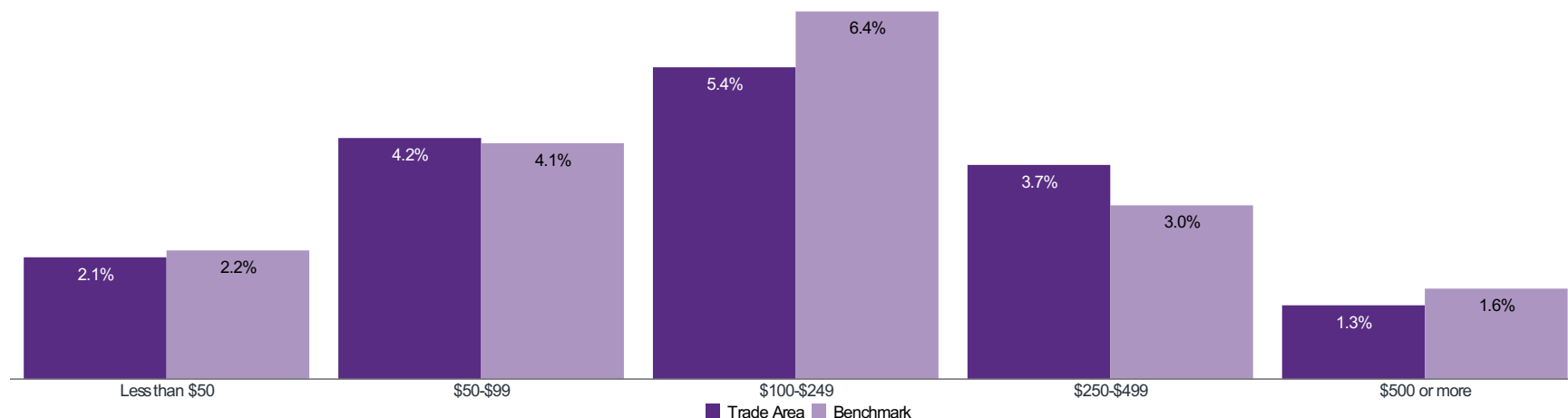
Trade Area:

Total Household Population 18+: 7,675

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	49.2% Index:104	30.8% Index:99	9.8% Index:101	2.8% Index:82
Purchase preference	62.9% Index:106	28.2% Index:95	7.6% Index:90	2.7% Index:96
Customer Service	45.1% Index:105	16.1% Index:91	3.9% Index:81	28.6% Index:106

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

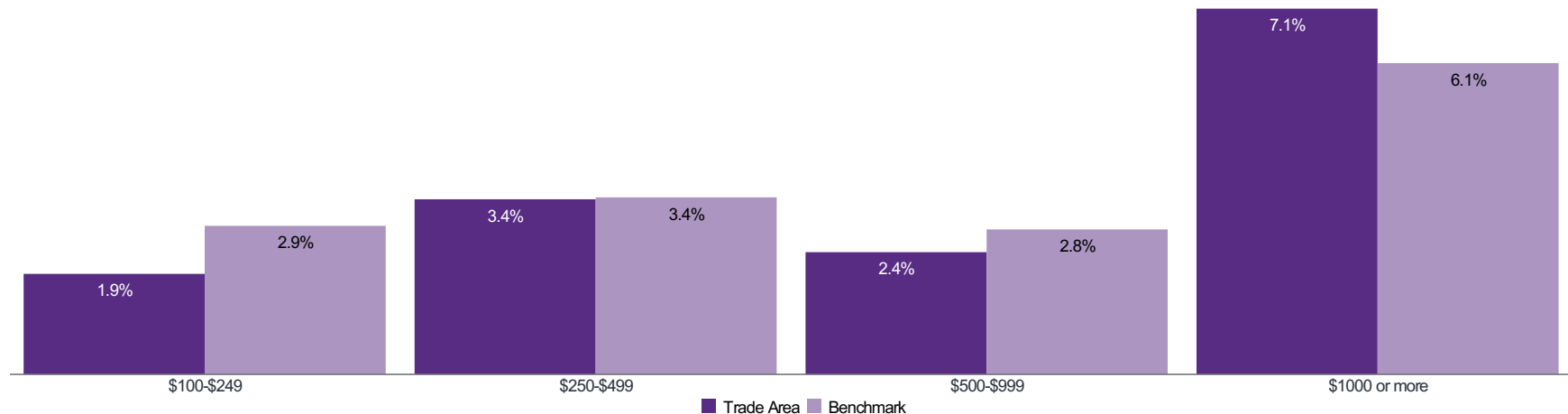
Trade Area:

Total Household Population 18+: 7,675

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	76.3% Index:104	18.4% Index:92	8.4% Index:94	1.0% Index:42
Purchase preference	86.6% Index:103	12.5% Index:88	4.3% Index:78	2.4% Index:112
Customer Service	73.0% Index:104	7.3% Index:78	2.1% Index:57	19.2% Index:107

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

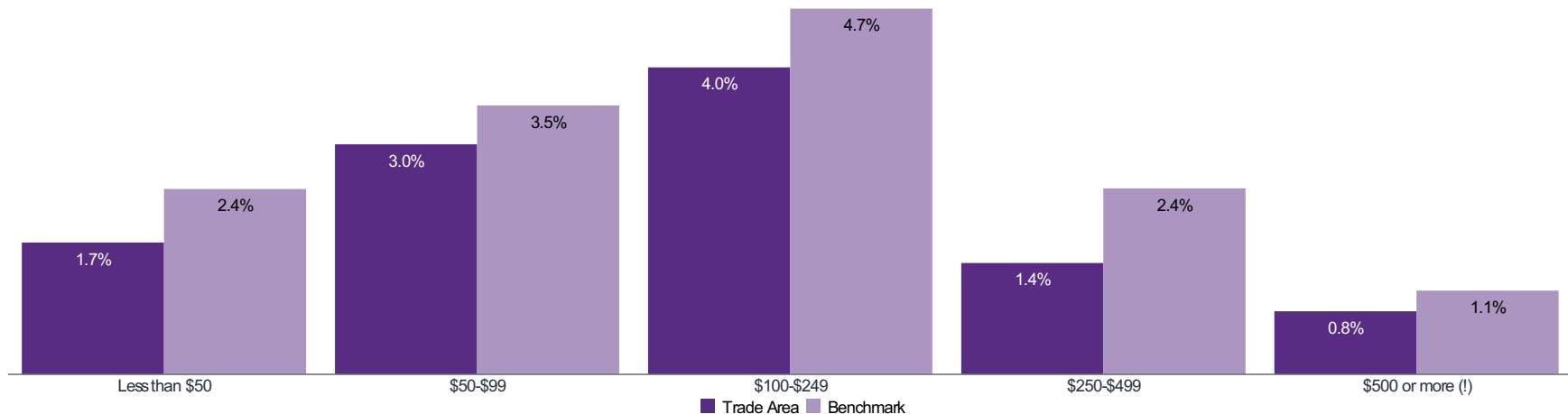
Trade Area:

Total Household Population 18+: 7,675

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	36.5% Index:98	16.9% Index:86	6.4% Index:85	1.8% Index:65
Purchase preference	47.5% Index:101	14.4% Index:84	4.7% Index:80	2.4% Index:95
Customer Service	39.1% Index:103	7.7% Index:72	2.7% Index:68	16.1% Index:102

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

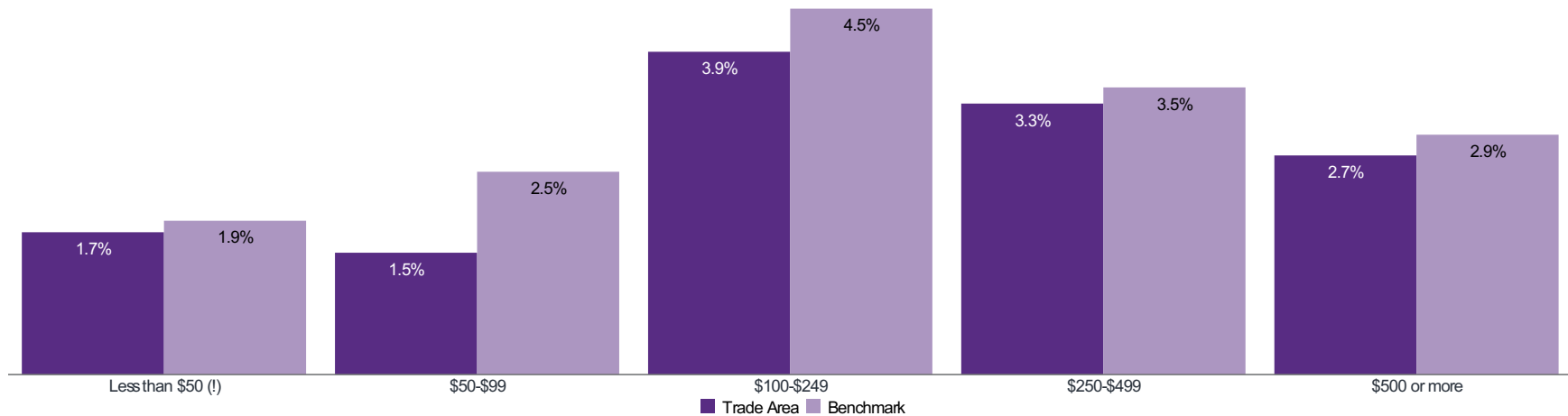
Trade Area:

Total Household Population 18+: 7,675

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	62.2% Index:109	34.0% Index:101	9.3% Index:89	3.9% Index:82
Purchase preference	77.3% Index:108	20.8% Index:102	4.3% Index:68	4.0% Index:116
Customer Service	63.0% Index:110	10.1% Index:81	2.6% Index:63	25.2% Index:108

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

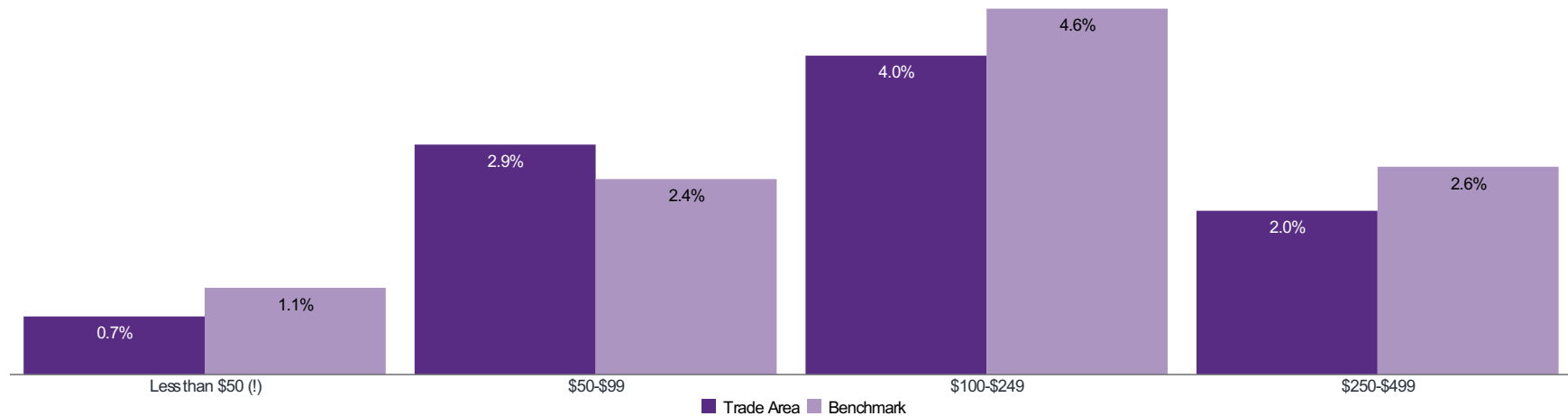
Trade Area:

Total Household Population 18+: 7,675

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	44.2% Index:107	29.0% Index:102	9.8% Index:96	2.7% Index:85
Purchase preference	56.9% Index:108	20.0% Index:94	5.1% Index:74	3.0% Index:109
Customer Service	46.9% Index:108	11.4% Index:90	2.7% Index:68	22.5% Index:107

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

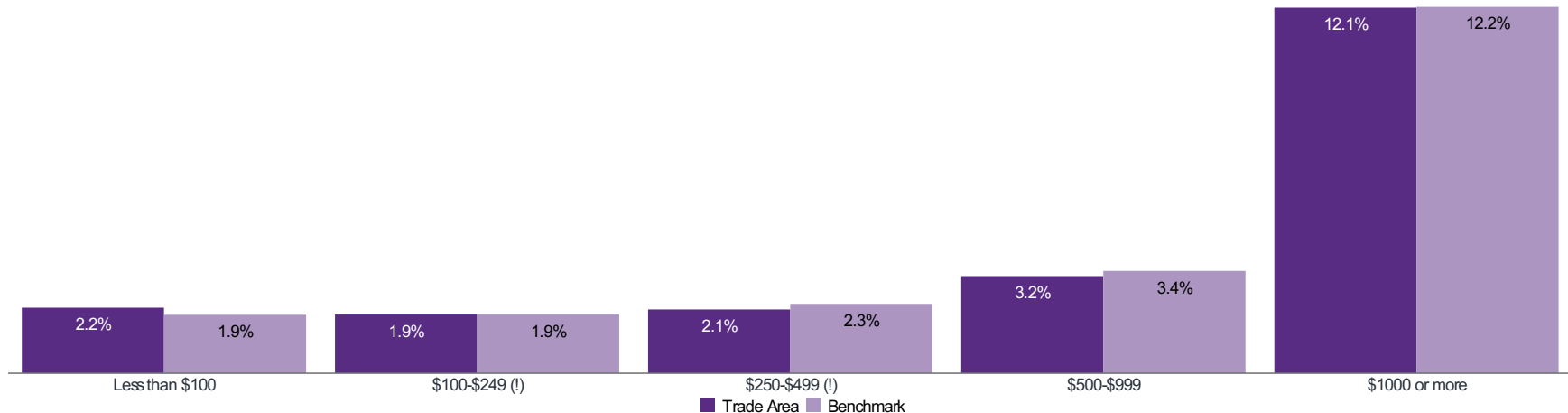
Trade Area:

Total Household Population 18+: 7,675

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	20.0% Index:98	58.9% Index:103	14.5% Index:98	19.1% Index:106
Purchase preference	29.3% Index:102	51.9% Index:100	11.2% Index:97	21.1% Index:106
Customer Service	31.6% Index:104	23.3% Index:94	6.1% Index:89	47.0% Index:102

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: Acton

Households: 3,653

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: Acton

Households: 3,653

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



57.2%
Index: 96

Easy to get in and get out quickly



42.3%
Index: 98

Organized layout makes it easy to shop



42.0%
Index: 101

Staff are friendly and knowledgeable



36.0%
Index: 106

Short checkout lines/fast checkout



35.7%
Index: 100

Has extended hours



23.9%
Index: 87

I like the store ambiance



19.9%
Index: 100

Has self-checkout



10.3%
Index: 75

Offers an online shopping option (!)



8.3%
Index: 93

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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Trade Area: Acton

Households: 3,653

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



67.9%
Index: 101

Discover good value when shopping



66.4%
Index: 100

Store has the lowest prices overall



58.4%
Index: 101

Store has a customer loyalty card program



52.1%
Index: 105

Has loyalty prog. app and offers pers. promos



32.2%
Index: 110

I'm loyal to their store brands



23.5%
Index: 102

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	41.8	40.2	0.1 104
Leave the store and buy it elsewhere	30.5	30.9	0.1 99
Purchase another brand	19.3	21.2	0.1 91
Purchase another size or variety of the same brand (!)	8.3	7.7	0.1 108

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 Halton Hills - Acton 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%	143,729	100%	0.73%	100	165,948	100%	0.85%	100	122,694	100%	0.63%	100	113,412	100%	0.58%	100	261,123	100%	1.33%	100
3521010	Brampton, ON (CY)	606,285	3.10%	15,849	11.03%	2.61%	356	19,552	11.78%	3.22%	381	12,222	9.96%	2.02%	322	11,456	10.10%	1.89%	326	30,207	11.57%	4.98%	374
3524015	Halton Hills, ON (T)	55,175	0.28%	21,284	14.81%	38.57%	5255	22,257	13.41%	40.34%	4760	20,410	16.64%	36.99%	5904	19,662	17.34%	35.63%	6152	27,599	10.57%	50.02%	3751
3523008	Guelph, ON (CY)	123,321	0.63%	13,754	9.57%	11.15%	1519	14,121	8.51%	11.45%	1351	12,974	10.57%	10.52%	1679	11,151	9.83%	9.04%	1561	23,509	9.00%	19.06%	1429
3520005	Toronto, ON (C)	2,577,758	13.16%	9,849	6.85%	0.38%	52	13,597	8.19%	0.53%	62	8,252	6.73%	0.32%	51	5,851	5.16%	0.23%	39	21,332	8.17%	0.83%	62
3524009	Milton, ON (T)	114,956	0.59%	11,227	7.81%	9.77%	1331	11,796	7.11%	10.26%	1211	8,764	7.14%	7.62%	1217	9,029	7.96%	7.85%	1356	17,932	6.87%	15.60%	1170
3521005	Mississauga, ON (CY)	647,628	3.31%	8,277	5.76%	1.28%	174	11,205	6.75%	1.73%	204	6,734	5.49%	1.04%	166	5,103	4.50%	0.79%	136	17,362	6.65%	2.68%	201
3525005	Hamilton, ON (C)	491,415	2.51%	4,410	3.07%	0.90%	122	5,581	3.36%	1.14%	134	3,447	2.81%	0.70%	112	3,338	2.94%	0.68%	117	8,861	3.39%	1.80%	135
3524002	Burlington, ON (CY)	167,618	0.86%	3,920	2.73%	2.34%	319	4,222	2.54%	2.52%	297	2,917	2.38%	1.74%	278	3,144	2.77%	1.88%	324	7,664	2.93%	4.57%	343
3530013	Kitchener, ON (CY)	224,008	1.14%	3,479	2.42%	1.55%	212	4,082	2.46%	1.82%	215	3,198	2.61%	1.43%	228	3,266	2.88%	1.46%	252	7,407	2.84%	3.31%	248
3523025	Centre Wellington, ON (TP)	25,468	0.13%	3,847	2.68%	15.11%	2058	4,393	2.65%	17.25%	2035	4,310	3.51%	16.92%	2701	3,324	2.93%	13.05%	2254	6,642	2.54%	26.08%	1956

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Halton Hills - Acton Visitors Within Trade Area
 Compared to Total Household Population 15+
 Benchmark: 15 min walktime trade area

Total Household Population 15+	Spring 2019 Visitors		Summer 2019 Visitors		Fall 2019 Visitors		Winter 2019 Visitors		Full Year 2019 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
8,092	6,351	78.5	6,925	85.6	6,576	81.3	5,712	70.6	7,002	86.5

2019 Halton Hills - Acton 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	265,021	7,002	2.6	258,019	97.4

2020 Halton Hills - Acton 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%	97,313	100%	0.50%	100	155,375	100%	0.79%	100	112,700	100%	0.58%	100	97,333	100%	0.50%	100	233,577	100%	1.19%	100
3521010	Brampton, ON (CY)	606,285	3.10%	10,981	11.28%	1.81%	364	18,296	11.78%	3.02%	380	12,959	11.50%	2.14%	371	8,829	9.07%	1.46%	293	29,037	12.43%	4.79%	401
3524015	Halton Hills, ON (T)	55,175	0.28%	18,098	18.60%	32.80%	6600	20,637	13.28%	37.40%	4714	19,509	17.31%	35.36%	6143	20,012	20.56%	36.27%	7297	25,741	11.02%	46.65%	3911
3520005	Toronto, ON (C)	2,577,758	13.16%	6,854	7.04%	0.27%	54	14,270	9.18%	0.55%	70	9,543	8.47%	0.37%	64	5,951	6.11%	0.23%	46	22,046	9.44%	0.86%	72
3523008	Guelph, ON (CY)	123,321	0.63%	7,990	8.21%	6.48%	1304	10,383	6.68%	8.42%	1061	9,065	8.04%	7.35%	1277	10,043	10.32%	8.14%	1638	17,659	7.56%	14.32%	1200
3524009	Milton, ON (T)	114,956	0.59%	7,966	8.19%	6.93%	1394	11,782	7.58%	10.25%	1292	9,702	8.61%	8.44%	1466	6,784	6.97%	5.90%	1187	16,825	7.20%	14.64%	1227
3521005	Mississauga, ON (CY)	647,628	3.31%	5,486	5.64%	0.85%	170	10,876	7.00%	1.68%	212	6,889	6.11%	1.06%	185	4,185	4.30%	0.65%	130	16,141	6.91%	2.49%	209
3525005	Hamilton, ON (C)	491,415	2.51%	2,486	2.56%	0.51%	102	4,641	2.99%	0.94%	119	3,211	2.85%	0.65%	114	2,449	2.52%	0.50%	100	7,621	3.26%	1.55%	130
3524001	Oakville, ON (T)	178,952	0.91%	2,628	2.70%	1.47%	295	3,244	2.09%	1.81%	228	2,487	2.21%	1.39%	241	1,872	1.92%	1.05%	210	6,316	2.70%	3.53%	296
3524002	Burlington, ON (CY)	167,618	0.86%	2,394	2.46%	1.43%	287	3,659	2.35%	2.18%	275	2,705	2.40%	1.61%	280	1,740	1.79%	1.04%	209	6,005	2.57%	3.58%	300
3530013	Kitchener, ON (CY)	224,008	1.14%	2,171	2.23%	0.97%	195	2,942	1.89%	1.31%	166	2,128	1.89%	0.95%	165	2,800	2.88%	1.25%	251	5,898	2.53%	2.63%	221

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Halton Hills - Acton Visitors Within Trade Area
 Compared to Total Household Population 15+
 Benchmark: 15 min walktime trade area

Total Household Population 15+	Spring 2020 Visitors		Summer 2020 Visitors		Fall 2020 Visitors		Winter 2020 Visitors		Full Year 2020 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
8,092	6,801	84.0	7,662	94.7	7,023	86.8	6,783	83.8	7,961	98.4

2020 Halton Hills - Acton 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	236,727	7,961	3.4	228,766	96.6

2021 Halton Hills - Acton 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%	101,664	100%	0.52%	100	194,155	100%	0.99%	100	168,954	100%	0.86%	100	117,298	100%	0.60%	100	294,099	100%	1.50%	100
3521010	Brampton, ON (CY)	606,285	3.10%	14,837	14.59%	2.45%	471	25,236	13.00%	4.16%	420	19,507	11.55%	3.22%	373	15,195	12.95%	2.51%	418	41,047	13.96%	6.77%	451
3520005	Toronto, ON (C)	2,577,758	13.16%	8,197	8.06%	0.32%	61	22,095	11.38%	0.86%	86	13,952	8.26%	0.54%	63	9,773	8.33%	0.38%	63	32,065	10.90%	1.24%	83
3524015	Halton Hills, ON (T)	55,175	0.28%	17,158	16.88%	31.10%	5990	24,157	12.44%	43.78%	4416	24,486	14.49%	44.38%	5143	20,840	17.77%	37.77%	6305	28,437	9.67%	51.54%	3431
3523008	Guelph, ON (CY)	123,321	0.63%	7,201	7.08%	5.84%	1125	14,395	7.41%	11.67%	1177	17,455	10.33%	14.15%	1640	8,527	7.27%	6.91%	1154	22,656	7.70%	18.37%	1223
3521005	Mississauga, ON (CY)	647,628	3.31%	6,249	6.15%	0.96%	186	13,741	7.08%	2.12%	214	9,091	5.38%	1.40%	163	6,953	5.93%	1.07%	179	22,195	7.55%	3.43%	228
3524009	Milton, ON (T)	114,956	0.59%	8,013	7.88%	6.97%	1343	16,268	8.38%	14.15%	1427	13,570	8.03%	11.80%	1368	9,318	7.94%	8.11%	1353	21,798	7.41%	18.96%	1262
3524001	Oakville, ON (T)	178,952	0.91%	1,923	1.89%	1.07%	207	6,600	3.40%	3.69%	372	5,700	3.37%	3.19%	369	2,692	2.30%	1.50%	251	9,935	3.38%	5.55%	370
3525005	Hamilton, ON (C)	491,415	2.51%	2,388	2.35%	0.49%	94	4,896	2.52%	1.00%	100	4,397	2.60%	0.89%	104	2,471	2.11%	0.50%	84	8,257	2.81%	1.68%	112
3524002	Burlington, ON (CY)	167,618	0.86%	2,241	2.20%	1.34%	258	4,593	2.37%	2.74%	276	4,386	2.60%	2.62%	303	2,634	2.25%	1.57%	262	7,876	2.68%	4.70%	313
3530013	Kitchener, ON (CY)	224,008	1.14%	1,428	1.40%	0.64%	123	3,439	1.77%	1.54%	155	4,017	2.38%	1.79%	208	1,898	1.62%	0.85%	141	6,508	2.21%	2.91%	193

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Halton Hills - Acton Visitors Within Trade Area
 Compared to Total Household Population 15+
 Benchmark: 15 min walktime trade area

Total Household Population 15+	Spring 2021 Visitors		Summer 2021 Visitors		Fall 2021 Visitors		Winter 2021 Visitors		Full Year 2021 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
8,092	5,906	73.0	6,602	81.6	7,176	88.7	7,254	89.6	7,532	93.1

2021 Halton Hills - Acton 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	297,695	7,532	2.5	290,163	97.5

Top 5 segments represent **38.1%** of customers in Southern Ontario



Rank:	1
Customers:	29,895
Customers %:	12.07
% in Benchmark:	5.79
Index	208

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



Rank:	2
Customers:	17,991
Customers %:	7.26
% in Benchmark:	5.06
Index	144

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



Rank:	3
Customers:	16,567
Customers %:	6.69
% in Benchmark:	4.73
Index	141

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and utilities. Thanks to dual-income households, their upscale incomes allow them to purchase single-detached houses valued at nearly \$450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment, as well as trailers and boats. Family Mode members make an Effort Toward Health, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating.



Rank:	4
Customers:	15,060
Customers %:	6.08
% in Benchmark:	3.33
Index	183

With one of the highest percentages of suburban households, Modern Suburbia is a magnet for younger and middle-aged, diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia who arrived in their 20s and 30s and have recently moved to new suburbs near large cities like Toronto, Edmonton, Calgary, Ottawa and Vancouver. More than half the population identify as visible minorities: More than twice the national average identify as Asian, and nearly three times the average identify as South Asian. With their university and college educations, they earn upper-middle-class incomes from a wide range of jobs that afford them new single-family, semi-detached or row houses. And few segments are more mobile: the number of residents who have moved in the last five years is nearly 70 percent above average. Modern Suburbia members have crafted active lifestyles for their relatively large families and participate in many team sports, including basketball and hockey. For a splurge, they head to kid-friendly venues such as amusement parks, zoos and aquariums, admitting that Attraction for Crowds is among their strongest values.



Rank:	5
Customers:	14,887
Customers %:	6.01
% in Benchmark:	2.64
Index	228

The wealthiest rural lifestyle, Kick-Back Country is a collection of middle-aged families and older couples living in rustic areas near large and medium-size cities. For some, their communities are a weekend getaway from their busy life in the city. The maintainers tend to be between 45 and 64 years old, and children range in age from 10 to 24. Despite mixed educations—mostly high school and college—residents earn impressive incomes averaging about \$150,000 from well-paying jobs in management as well as mining, construction, trades and transportation. The lower cost of living in their rural areas means nearly nine out of ten households own a home. Many are second- and third-generation Canadians drawn to spacious, single-family houses built beyond the urban sprawl; the average dwelling value is over \$570,000—29 percent above average. Their driveways often contain domestic compact SUVs and large pickups for commuting to work, hauling camping and boating equipment and travelling to the city for shopping. With their conservative social views, these households score high for the value Traditional Families.