Community Profile: Town of Essex – Harrow

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

Date: February 16, 2022

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ENVIRONICS
ANALYTICS

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Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Town of Essex - Harrow

POPULATION

4,355

HOUSEHOLDS

1,727

MEDIAN MAINTAINER AGE

59

Index:108

MARITAL STATUS

57.8%

Index: **100**

Married/Common-Law

FAMILY STATUS*

39.1%

Index:105

Couples Without Children At Home

HOUSEHOLD SIZE

	Trade Area	Benchmark
1 Person	25%	24%
2 Persons	36%	33%
3 Persons	16%	16%
4 Persons	15%	17%
5+ Persons	8%	10%
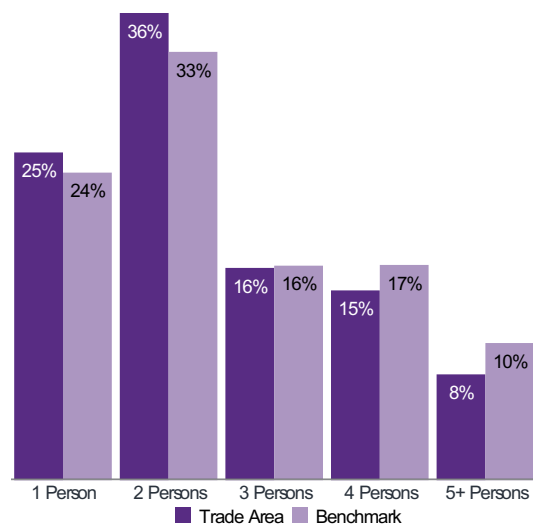
POPULATION BY AGE

	Count	%	Index
0 to 4	183	4.2	83
5 to 9	196	4.5	84
10 to 14	220	5.1	89
15 to 19	253	5.8	98
20 to 24	282	6.5	97
25 to 29	306	7.0	100
30 to 34	254	5.8	88
35 to 39	227	5.2	81
40 to 44	238	5.5	88
45 to 49	245	5.6	90
50 to 54	295	6.8	103
55 to 59	336	7.7	106
60 to 64	348	8.0	119
65 to 69	282	6.5	114
70 to 74	240	5.5	115
75 to 79	170	3.9	118
80 to 84	114	2.6	120
85+	166	3.8	172

AGE OF CHILDREN AT HOME

	Trade Area	Benchmark
0 to 4	13%	15%
5 to 9	14%	17%
10 to 14	16%	17%
15 to 19	18%	17%
20 to 24	18%	15%
25+	20%	19%

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Town of Essex - Harrow

Population: 4,355 | **Households:** 1,727

TENURE

Rented
14.7%

Owned
85.3%

STRUCTURE TYPE

95.9%
Houses
Index:124

4.0%
Apartments
Index:18

AGE OF HOUSING*

60+ Years Old

% Comp:38.9   Index: 188

AVERAGE HOUSEHOLD INCOME

$91,593

Index:80

HOUSEHOLD INCOME DISTRIBUTION

Income Range	Trade Area	Benchmark
$0 to $19,999	5%	4%
$20,000 to $39,999	17%	15%
$40,000 to $59,999	15%	13%
$60,000 to $79,999	14%	12%
$80,000 to $99,999	12%	11%
$100,000 to $124,999	13%	11%
$125,000 to $149,999	9%	9%
$150,000 to $199,999	10%	11%
$200,000 to $299,999	4%	9%
$300,000+	1%	5%

■ Trade Area ■ Benchmark

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: Town of Essex - Harrow

Population: 4,355 | **Households:** 1,727

EDUCATION

12.6%
Index:47

University Degree

LABOUR FORCE PARTICIPATION

57.7%
Index:89

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

37.1%
Index:102

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

2.2%
Index:113

Travel to work by**Walking**

EDUCATIONAL ATTAINMENT

Category	Trade Area	Benchmark
No Cert/Dipl or Degree	18.7%	15.0%
High School Certificate	33.3%	28.3%
Trades Cert/Dipl	7.3%	5.9%
College/CEGEP Cert/Dipl	26.4%	22.7%
University Cert/Dipl	1.7%	1.6%
Bachelor's Degree	8.7%	18.3%
Above Bachelor's	3.9%	8.3%

Trade Area / Benchmark

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	11.7%	14.2%
Trades and Transport	11.5%	8.9%
Business and Finance	9.1%	9.9%
Manufacturing and Utilities	5.8%	3.5%
Social Science, Education and Gov't	4.6%	8.0%

Trade Area / Benchmark

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours: | <80 | 80 - 110 | 110+

Demographics | Diversity

Trade Area: Town of Essex - Harrow

Population: 4,355 | **Households:** 1,727

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
2.7%	5.2%	0.4%	13.0%	Before 2001
Index:113	Index:18	Index:21	Index:49	10.8% Index:77
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

Black: Trade Area 3.5%, Benchmark 4.5%
Chinese: Trade Area 0.7%, Benchmark 5.1%
Korean: Trade Area 0.5%, Benchmark 0.5%
Latin American: Trade Area 0.3%, Benchmark 1.3%
South Asian: Trade Area 0.0%, Benchmark 9.9%

■ Trade Area ■ Benchmark
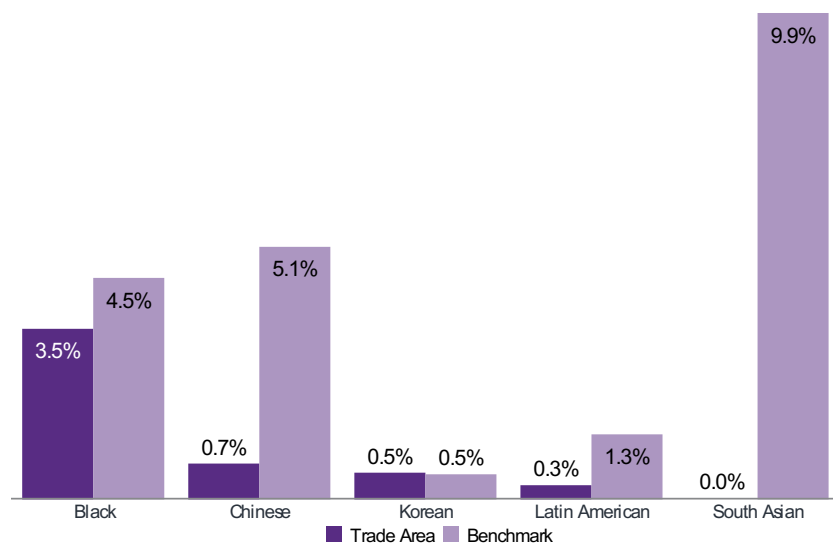
LANGUAGES SPOKEN AT HOME: TOP 5**
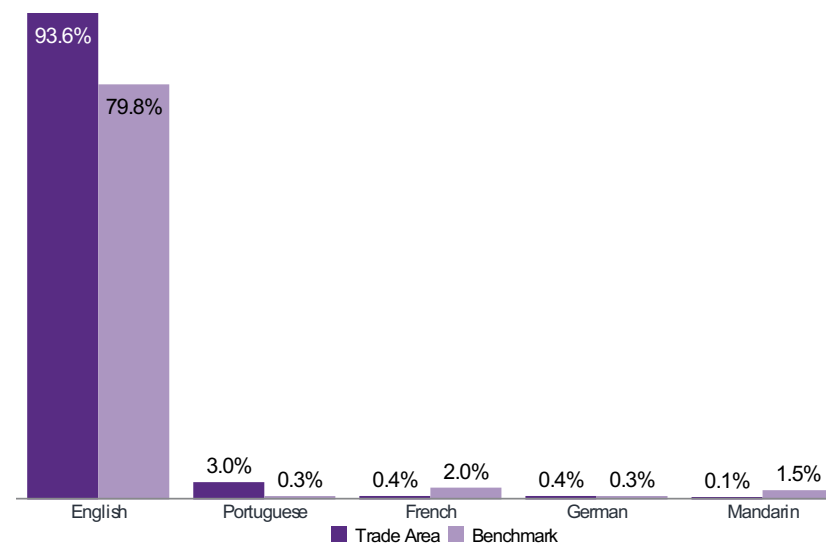
English: Trade Area 93.6%, Benchmark 79.8%
Portuguese: Trade Area 3.0%, Benchmark 0.3%
French: Trade Area 0.4%, Benchmark 2.0%
German: Trade Area 0.4%, Benchmark 0.3%
Mandarin: Trade Area 0.1%, Benchmark 1.5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Top 5 segments represent **100.0%** of households in Town of Essex - Harrow

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43 HAPPY MEDIUM
S5 MIDDLE-CLASS SUBURBIA — MIDDLE-AGE FAMILIES F3
Suburban, middle-income couples and families

Rank:	1
Hhlds:	1,331
Hhld %:	77.10
% in Benchmark:	2.60
Index:	2,964

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 income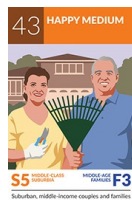s topping $90,000, more than 80 percent own a home, typically an older, single-detached house built before 1980. In these suburban settings, nearly 90 percent of Happy Medium residents rely on their vehicles —typically domestic intermediate sedans or large pickup trucks—for commuting to work. On weekends, they'll hit the road to go snowboarding, 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.

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26 COUNTRY TRADITIONS
R1 UPPER MIDDLE RURAL — MIDDLE-AGE FAMILIES F3
Rural, upper-middle-income couples and families

Rank:	2
Hhlds:	241
Hhld %:	13.98
% in Benchmark:	4.83
Index:	289

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).

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14 KICK-BACK COUNTRY
R1 UPPER MIDDLE RURAL — MIDDLE-AGE FAMILIES F3
Rural, middle-aged upscale families and couples

Rank:	3
Hhlds:	127
Hhld %:	7.35
% in Benchmark:	2.43
Index:	303

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.

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33 NEW COUNTRY
R1 UPPER MIDDLE RURAL — MIDDLE-AGE FAMILIES F3
Middle-aged, middle-income rural couples and families

Rank:	4
Hhlds:	22
Hhld %:	1.25
% in Benchmark:	2.74
Index:	46

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

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48 AGRI-BIZ
R2 LOWER-MIDDLE RURAL — MIDDLE-AGE FAMILIES F3
Middle-income farmers and blue-collar workers

Rank:	5
Hhlds:	6
Hhld %:	0.32
% in Benchmark:	0.56
Index:	57

Scattered across the Prairies and a few farming communities in Ontario and British Columbia, Agri-Biz is one of Canada's most rustic lifestyles. No segment has a higher proportion of farmers—nearly a fifth of its labour force—and few have more home-based businesses, at 22 percent. Nearly 60 percent of maintainers are between 45 and 75, and most of the adults have modest educations, having called it quits after high school. But thanks to the high rate of two wage-earners among these middle-aged couples and families, Agri-Biz households earn solid, middle incomes. And in these remote areas where housing costs are a third below average, 80 percent own single-detached houses. There's little ethnic presence in Agri-Biz—three-quarters of residents are third-plus-generation Canadians—but one in 14 residents report a German mother tongue. As in other rural segments, residents here take pride in their purpose-driven vehicles: RVs, snowmobiles and ATVs. But they also enjoy traditional home-based hobbies like baking, sewing and crafting. Civic minded—they often do volunteer work and donate to charities—their high score for the value Parochialism reflects their belief that they're citizens of their local community first.

Psychographics | SocialValues Overview

ENVIRONICS ANALYTICS

Trade Area: Town of Essex - Harrow

⬆ Strong Values

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⬇ Weak Values

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Need for Status Recognition	63
Flexible Families	67

☆ Descriptions | Top 3 Strong Values

Attraction to Nature

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

Parochialism

Considering oneself a "citizen of one's community and country" first and foremost, over a "citizen of the world". Tendency toward ethnocentricity, feeling affinity to people mainly in one's in-group or country.

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.

☆ Descriptions | Top 3 Weak Values

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.

Personal Expression

The desire to develop and express one's personality, combined with a desire to communicate in an authentic and sincere manner with others.

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: Town of Essex - Harrow

WealthScapes Households: 1,729

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 93,165	$ 76,337	$ 55,651	$ 2,536
Index: 80	Index: 84	Index: 86	Index: 71

WEALTH*   ## ASSETS*

Net Worth
% Holders
99.9%   Index: 100
Balance
$528,606
Index: 72

Savings
% Holders
94.4%   Index: 99
Balance
$66,733
Index: 87

Investments
% Holders
56.8%   Index: 95
Balance
$308,379
Index: 91

Unlisted Shares
% Holders
7.9%   Index: 64
Balance
$166,576
Index: 52

Real Estate
% Holders
86.2%   Index: 113
Balance
$434,648
Index: 58

Liquid Assets
% Holders
97.6%   Index: 100
Balance
$290,201
Index: 88

DEBT*

Consumer Debt
% Holders
90.0%   Index: 99
Balance
$66,065
Index: 100

Mortgage Debt
% Holders
54.0%   Index: 116
Balance
$155,456
Index: 52

FINANCIAL RATIO

Debt:Asset
% Holders
0.21%   Index: 100

Benchmark: Southern Ontario

% Holders represent where customers are found.

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

Index Colours:	<80	80 - 110	110+

10

Financial | WealthScapes - Ratios

ENVIRONICS
ANALYTICS

Trade Area: Town of Essex - Harrow

WealthScapes Households: 1,729

FINANCIAL RATIOS*

Debt: Asset
0.21
Index: 100

Debt: Liquid Assets
0.51
Index: 83

Consumer Debt - Discr. Income
1.07
Index: 114

Savings - Investments
0.62
Index: 103

Pension - Non-Pension Assets
0.35
Index: 158

Real Estate Assets - Liq. Assets
1.32
Index: 75

Mortgage - Real Estate Assets
0.22
Index: 92

Mortgage - Consumer Debt
1.41
Index: 61

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Town of Essex - Harrow   **Households:** 1,727

Total Aggregate Current Consumption: $110,670,662

Average Current Consumption	Average Household Income	Average Disposable Income
$64,083	$91,418	$74,358
Index: 78	Index: 79	Index: 83

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$15,058	23.5%
Index: 72	Index: 91

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$11,901	18.6%
Index: 86	Index: 110

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$10,870	17.0%
Index: 85	Index: 108

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$4,851	7.6%
Index: 85	Index: 108

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$4,277	6.7%
Index: 78	Index: 100

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$3,389	5.3%
Index: 71	Index: 90

Tobacco and Alcohol
Avg. Dollars/Household	Pct. of Total Expenditure
$3,197	5.0%
Index: 90	Index: 115

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$2,649	4.1%
Index: 66	Index: 85

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$2,496	3.9%
Index: 75	Index: 96

Benchmark: Southern Ontario

Displaying the top nine HouseholdSpend categories ranked by percent of total expenditure.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+

Expenditures | Foodspend - Annual Household Expenditure Overview

Trade Area: Town of Essex - Harrow

Households: 1,727

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$91,418	$10,870	$3,489	$7,380
Index: 79	Index 85	Index 87	Index 84

Total Aggregate Food Expenditure: $ 18,771,735

Bakery
Avg. Dollars/Household	Pct. of Total Expenditure
$778	10.5%
Index 89	Index 106

Cereal Products
Avg. Dollars/Household	Pct. of Total Expenditure
$404	5.5%
Index 79	Index 94

Fruit and nuts
Avg. Dollars/Household	Pct. of Total Expenditure
$802	10.9%
Index 73	Index 87

Vegetables
Avg. Dollars/Household	Pct. of Total Expenditure
$699	9.5%
Index 76	Index 90

Dairy products & Eggs
Avg. Dollars/Household	Pct. of Total Expenditure
$990	13.4%
Index 77	Index 92

Meat
Avg. Dollars/Household	Pct. of Total Expenditure
$1,419	19.2%
Index 90	Index 107

Fish & Seafood
Avg. Dollars/Household	Pct. of Total Expenditure
$208	2.8%
Index 71	Index 84

Beverages & Other Food
Avg. Dollars/Household	Pct. of Total Expenditure
$2,080	28.2%
Index 94	Index 112

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Post COVID-19 Activities

Behavioural-Vividata | Post COVID-19

Trade Area: Town of Essex - Harrow

Household Population 14+: 3,736

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	2.9	11.0	26
Going to restaurants, bars or night clubs	49.8	55.1	90
Having physical Contact with family and friends	50.3	57.7	87
Participating in group activities	36.9	38.7	95
Partying	18.8	15.8	119
Seeing family and friends in person	56.5	62.8	90
Entertainment			
Attending events, festivals or concerts	37.5	42.9	88
Attending sports events (excludes professional sports)	15.0	18.2	82
Attending to professional sports events or games	27.3	25.4	107
Going to the movies	36.6	45.7	80
Movement & Travel			
Driving more	11.5	16.1	71
Shopping in-store	36.0	42.9	84
Spending time outdoors	29.3	32.5	90
Travelling outside of Canada/ abroad	43.1	53.2	81
Travelling within Canada	47.0	49.9	94
Using public transit	8.9	13.7	65
Personal			
Getting back to old habits	38.7	36.2	107
Going to a salon, barber shop or spa	21.6	33.7	64
Going to the gym	18.5	22.6	82
Education/Work			
Children going back to school	17.1	20.3	84
Going back to work	13.8	17.6	78
Other			
Not Stated	0.3	0.6	46

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Town of Essex - Harrow

ENVIRONICS ANALYTICS

Household Population 14+: 3,736

🎙 RADIO
Listeners: 85.3%
Index: 105

8.8 Hours/Week*
Index: **118**

Top Formats

Traditional Country	17.0% / 11.4%
New Country	27.9% / 18.8%
Classical	15.2% / 13.4%

■ Trade Area ■ Benchmark

🖥 TELEVISION
Viewers: 90.5%
Index: 95

20.8 Hours/Week*
Index: **100**

Top Program Types

Game Shows	49.3% / 42.4%
Suspense/Crime Dramas	54.8% / 49.5%
Paranormal	23.3% / 21.9%

■ Trade Area ■ Benchmark

📰 NEWSPAPER
Readers: 20.0%
Index: 95

0.3 Hours/Week*
Index: **48**

Top Sections Read

Home or Real Estate	7.7% / 7.5%
World News	18.8% / 21.0%
Provincial or National News	16.9% / 20.2%

■ Trade Area ■ Benchmark

📖 MAGAZINE
Readers: 61.0%
Index: 84

1.1 Hours/Month*
Index: **77**

Top Titles

Our Canada	15.8% / 8.7%
Outdoor Canada	15.2% / 12.5%
CAA Magazine	34.6% / 28.7%

■ Trade Area ■ Benchmark

(((•))) INTERNET
Users: 97.0%
Index: 99

20.9 Hours online past week*
Index: **95**

Top Activities

Clip Mobile Coupons	33.5% / 25.5%
Gambling	12.2% / 10.5%
Games	62.4% / 54.5%

■ Trade Area ■ Benchmark

DIRECT/OUTDOOR

0 Times used public transit past week*
Index: **0**

Top DM Formats Used to Plan/Make Purchases

Catalogues	13.9% / 11.8%
Addressed Mail Offers	6.7% / 8.2%
Brochures	7.6% / 10.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

* Consumption values based to variable's incidence count.

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

Index Colours:	<80	80 - 110	110+

ENVIRONICS
ANALYTICS

Trade Area: Town of Essex - Harrow

Household Population 18+: 3,549

FACEBOOK
81.4% currently use
Index: **105**
Top Activities (Daily)

Activity	Trade Area	Benchmark
Read news feed	48.8%	42.7%
Cmt/Like other users' posts	32.3%	27.6%
Use Messenger	22.9%	23.4%

■ Trade Area ■ Benchmark

TWITTER
18.7% currently use
Index: **64**
Top Activities (Daily)

Activity	Trade Area	Benchmark
Read tweets	7.6%	14.2%
Watch videos	2.0%	6.4%
Actively follow new users	1.8%	2.7%

■ Trade Area ■ Benchmark

INSTAGRAM
25.5% currently use
Index: **66**
Top Activities (Daily)

Activity	Trade Area	Benchmark
View photos/videos	6.4%	8.5%
Like photos/videos	3.5%	6.7%
Watch live videos	2.4%	3.6%

■ Trade Area ■ Benchmark

LINKEDIN
28.4% currently use
Index: **69**
Top Activities (Weekly)

Activity	Trade Area	Benchmark
View a job posting	2.3%	3.9%
Read your newsfeed	2.2%	4.7%
Click on an ad (!)	1.2%	2.0%

■ Trade Area ■ Benchmark

YOUTUBE
66.5% currently use
Index: **95**
Top Activities (Daily)

Activity	Trade Area	Benchmark
Watch videos	22.1%	28.0%
Like/dislike videos	4.4%	8.1%
Watch live videos	2.3%	6.8%

■ Trade Area ■ Benchmark

SNAPCHAT
7.0% currently use
Index: **54**
Top Activities (Weekly)

Activity	Trade Area	Benchmark
Receive photos/videos	5.1%	6.6%
Send direct text messages	4.5%	5.9%
Send photos/videos	3.9%	5.7%

■ Trade Area ■ Benchmark

WHATSAPP
23.0% currently use
Index: **54**
Top Activities (Daily)

Activity	Trade Area	Benchmark
Send/receive messages	3.3%	5.7%
Send/receive images	2.3%	6.0%
Use group chats	0.8%	4.6%

■ Trade Area ■ Benchmark

Chosen and ranked by percent composition

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Usage

Trade Area: Town of Essex - Harrow

Household Population 18+: 3,549

FRIENDS IN ALL SM NETWORKS

40.5%

Index:**114**

0-49 friends

FREQUENCY OF USE (DAILY)

62.9%

Index:**112**

Facebook

BRAND INTERACTION

29.4%

Index:**85**

Like brand on Facebook

NO. OF BRANDS INTERACTED

29.1%

Index:**95**

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA

	Trade Area	Benchmark
Get coupons & discounts	23.9%	29.4%
Learn about products & services	23.7%	28.8%
Enter contests	21.9%	25.4%
Provide feedback	9.6%	11.7%
Be among first to hear news	7.8%	11.7%
Engage with content	4.4%	8.4%
Share brand-related stories	4.0%	5.9%
Make suggestions	3.5%	5.5%

■ Trade Area ■ Benchmark

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Total Household Population 18+: 3,549

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

% Comp **91.6**   Index **104**

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

% Comp **39.2**   Index **81**

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

% Comp **88.1**   Index **105**

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

% Comp **26.0**   Index **63**

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

% Comp **44.0**   Index **78**

I am very comfortable sharing my personal info with retail companies

% Comp **20.1**   Index **84**

Index Colours:	<80	80 - 110	110+

Trade Area: Town of Essex - Harrow

Total Household Population 18+: 3,549

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)

Category	Trade Area	Benchmark
Automotive	25.4	20.1
Babies and children	11.3	12.9
Media	41.5	43.0
Clothing & Fashions	28.3	30.6
Home Electronics	42.3	41.8
Event tickets	49.6	50.3
Gift card/ cert.	26.5	33.1
Groceries	12.0	16.7
Beauty & Cosmetics	19.9	18.4
Home & Garden	27.1	24.4
Financial products	26.2	30.3
Office supplies	36.5	34.7
Pets	14.7	15.3
Pharma.	26.5	26.9
Sporting goods	21.1	24.2
Vacation/travel	46.5	51.6
Food Home delivery svcs.	9.8	19.8
Wireless service providers	38.2	42.6
Insurance products	26.4	31.6
Online meal kits (e.g. Hello Fresh)	12.4	15.7
Govt. services	44.8	52.0

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: Town of Essex - Harrow

Total Household Population 18+: 3,549

BEHAVIOURAL PREFERENCES BY CHANNEL

CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	61.1% Index:**100**	35.5% Index:**96**	6.5% Index:**52**	2.0% Index:**63**
Purchase preference	76.4% Index:**101**	28.3% Index:**93**	5.7% Index:**58**	0.1% Index:**5**
Customer Service	62.3% Index:**101**	17.6% Index:**98**	4.8% Index:**84**	17.7% Index:**81**

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.3%	4.1%	12.5%	9.6%	5.5%	2.7%
Benchmark	2.0%	4.5%	10.8%	9.5%	4.4%	2.3%

■ Trade Area ■ Benchmark

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Town of Essex - Harrow

Total Household Population 18+: 3,549

BEHAVIOURAL PREFERENCES BY CHANNEL

HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	46.7% Index:93	55.3% Index:101	9.0% Index: 58	4.2% Index: 51
Purchase preference	74.5% Index: 109	42.3% Index:101	5.6% Index:51	3.8% Index: 59
Customer Service	59.9% Index:106	23.3% Index:94	5.1% Index: 68	34.8% Index: 94

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	3.0%	3.5%	6.7%	7.0%	3.7%
Benchmark	4.3%	6.4%	6.2%	6.1%	6.4%

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive
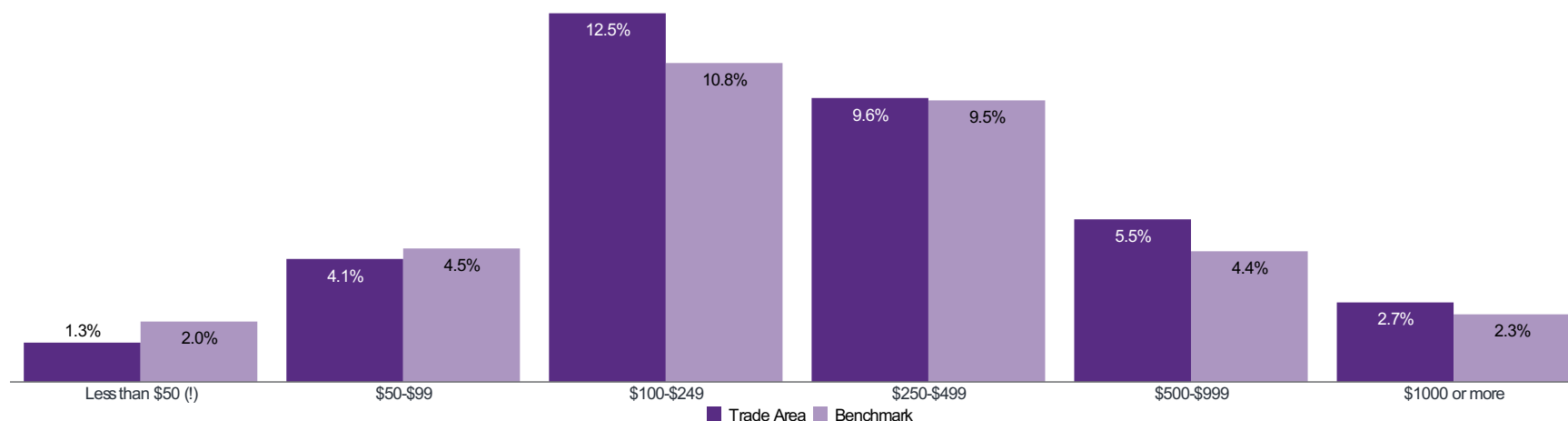
ENVIRONICS ANALYTICS

Trade Area: Town of Essex - Harrow

Total Household Population 18+: 3,549

BEHAVIOURAL PREFERENCES BY CHANNEL

GIFT CARDS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	53.7% Index:113	31.4% Index:89	6.2% Index:57	2.1% Index:61
Purchase preference	71.1% Index:118	26.5% Index:80	2.6% Index:30	0.3% Index:9
Customer Service	49.0% Index:115	18.8% Index:92	4.2% Index:69	24.9% Index:90

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.5%	5.3%	8.6%	2.5%	0.1%
Benchmark	3.3%	5.3%	8.3%	3.8%	1.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

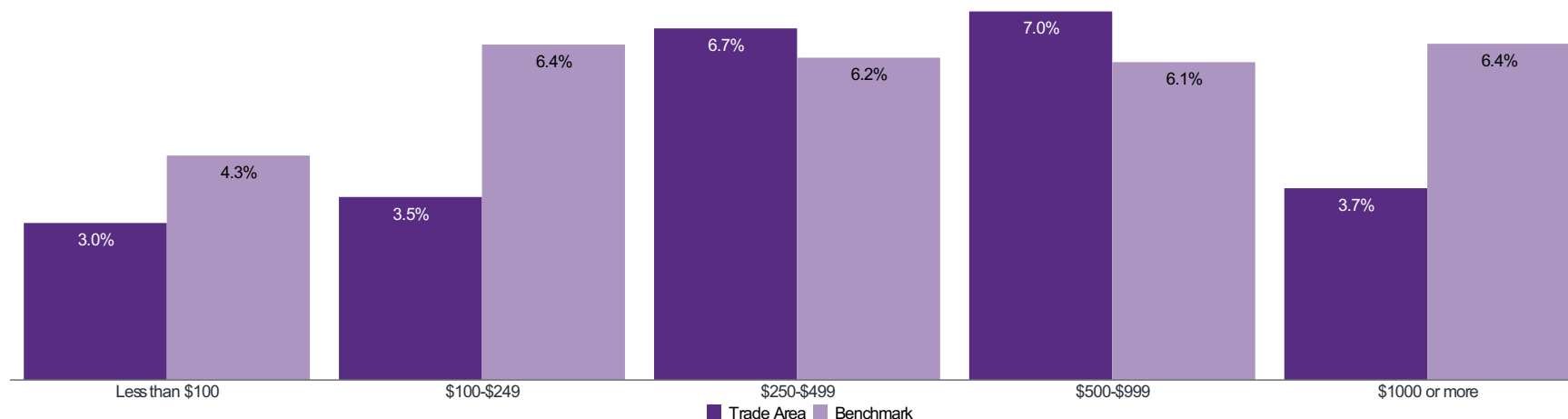# Opticks eShopper | Groceries Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Town of Essex - Harrow

Total Household Population 18+: 3,549

BEHAVIOURAL PREFERENCES BY CHANNEL

GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	72.3% Index:**100**	17.4% Index:**70**	5.0% Index:**45**	3.6% Index:**131**
Purchase preference	87.6% Index:**105**	12.0% Index:**72**	3.1% Index:**49**	0.9% Index:**37**
Customer Service	69.5% Index:**99**	9.7% Index:**84**	2.0% Index:**49**	17.8% Index:**95**

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99 (!)	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.2%	1.0%	1.2%	1.8%	1.3%	7.5%
Benchmark	1.6%	1.9%	3.8%	3.1%	3.0%	6.9%

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Beauty & Cosmetics Deep Dive

Trade Area: Town of Essex - Harrow

Total Household Population 18+: 3,549

BEHAVIOURAL PREFERENCES BY CHANNEL

BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	36.4% Index:102	19.5% Index:89	4.1% Index:51	1.3% Index:44
Purchase preference	49.4% Index:107	19.9% Index:108	2.4% Index:37	0.1% Index:5
Customer Service	37.3% Index:103	11.6% Index:92	4.0% Index:93	12.4% Index:85

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	0.5%	4.8%	3.4%	2.8%	0.8%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home & Garden Deep Dive

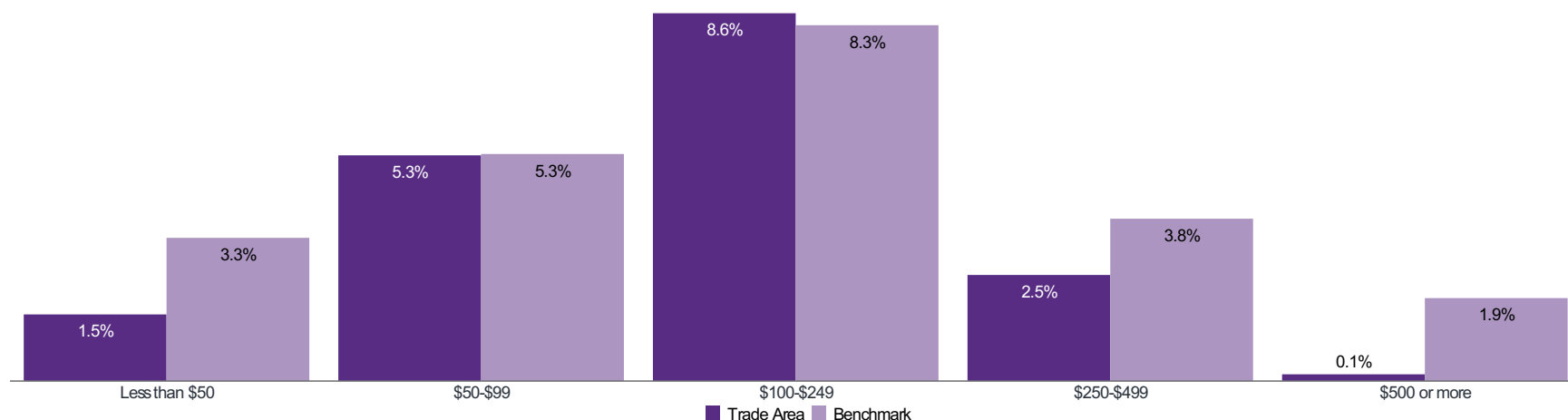**ENVIRONICS** ANALYTICS

Trade Area: Town of Essex - Harrow

Total Household Population 18+: 3,549

BEHAVIOURAL PREFERENCES BY CHANNEL

HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	52.2% Index:101	36.7% Index:97	10.8% Index:94	3.1% Index:53
Purchase preference	72.6% Index:106	27.1% Index:111	3.4% Index:49	1.3% Index:37
Customer Service	58.2% Index:108	18.7% Index:117	3.1% Index:64	18.9% Index:83

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.4%	2.2%	4.4%	4.1%	0.8%
Benchmark	2.2%	3.2%	4.3%	3.2%	3.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Sporting Goods Deep Dive
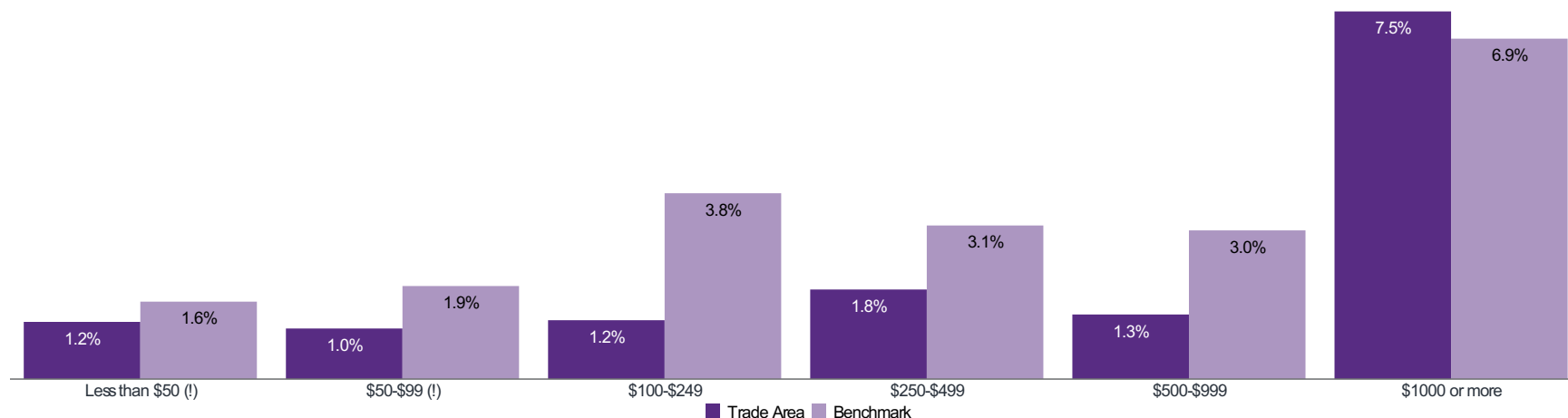
Trade Area: Town of Essex - Harrow

Total Household Population 18+: 3,549

BEHAVIOURAL PREFERENCES BY CHANNEL

SPORTING GOODS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	35.8% Index:92	24.4% Index:76	6.9% Index:66	0.5% Index:13
Purchase preference	52.3% Index:101	21.1% Index:87	5.8% Index:77	0.9% Index:31
Customer Service	42.2% Index:101	14.8% Index:98	4.8% Index:93	15.2% Index:74

AMOUNT SPENT [PST 12 MTHS]

Chart — Amount spent (past 12 months), Trade Area vs Benchmark:
- Less than $50 (!): Trade Area 0.2%, Benchmark 1.6%
- $50-$99: Trade Area 2.0%, Benchmark 2.9%
- $100-$249: Trade Area 3.1%, Benchmark 4.3%
- $250-$499: Trade Area 2.4%, Benchmark 2.7%
- $500 or more: Trade Area 2.0%, Benchmark 2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

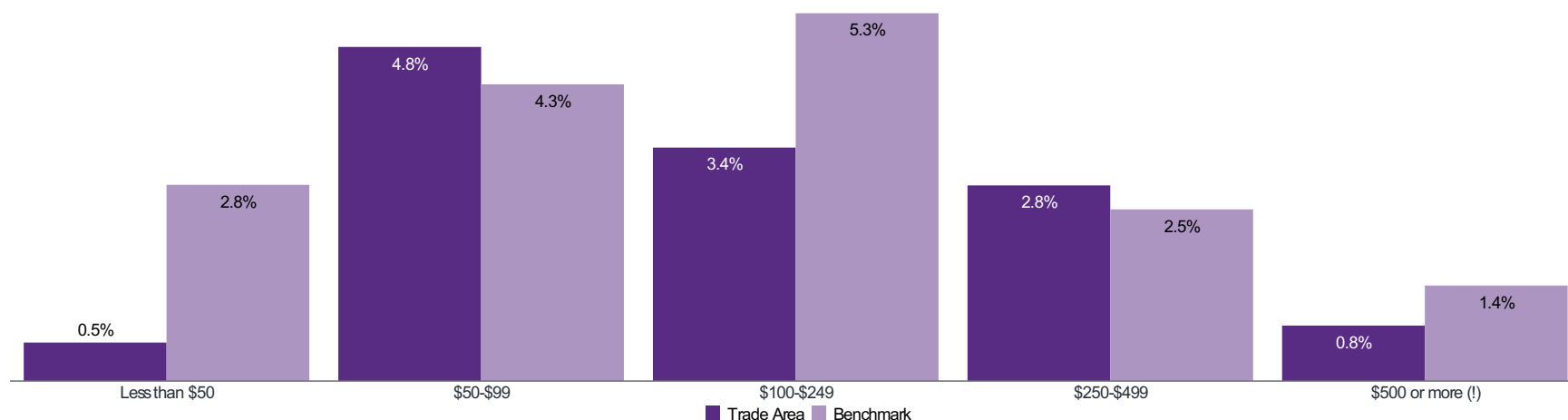# Opticks eShopper | Vacation/Travel Deep Dive

Trade Area: Town of Essex - Harrow

Total Household Population 18+: 3,549

BEHAVIOURAL PREFERENCES BY CHANNEL

VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	21.8% Index:106	53.1% Index:92	8.9% Index:59	15.9% Index:99
Purchase preference	35.8% Index:124	46.5% Index:90	3.4% Index:53	12.6% Index:70
Customer Service	33.8% Index:116	26.6% Index:97	6.1% Index:87	37.1% Index:85

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	0.4%	0.0%	0.1%	3.0%	9.5%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: Town of Essex - Harrow

Households: 1,727

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock
63.3%
Index: 93

Has high quality fresh produce
53.4%
Index: 90

Has high quality meat department
47.4%
Index: 113

Carries food/non-food items I need
35.5%
Index: 86

Carries variety of items and services
31.0%
Index: 86

Only store that carries what I want
22.3%
Index: 74

Has special section for dietary needs
15.5%
Index: 125

Has variety of freshly prep. foods/meals
10.3%
Index: 74

Carries variety of organic prod. (!)
9.2%
Index: 82

Carries wide variety of ethnic prod.
7.7%
Index: 58

Carries selection of alcoholic bev. (^)
0.9%
Index: 22

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS ANALYTICS

Trade Area: Town of Essex - Harrow

Households: 1,727

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me

61.5%

Index: 103

Organized layout makes it easy to shop

43.8%

Index: 105

Easy to get in and get out quickly

40.9%

Index: 95

Staff are friendly and knowledgeable

38.5%

Index: 114

Short checkout lines/fast checkout

38.5%

Index: 108

Has extended hours

22.3%

Index: 81

I like the store ambiance

21.9%

Index: 110

Has self-checkout

10.1%

Index: 74

Offers an online shopping option (!)

6.4%

Index: 72

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Price and Promo

ENVIRONICS ANALYTICS

Trade Area: Town of Essex - Harrow

Households: 1,727

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Store has great sales and promotions

68.7%
Index: **102**

Discover good value when shopping

65.5%
Index: **99**

Store has the lowest prices overall

61.1%
Index: **105**

Store has a customer loyalty card program

50.0%
Index: **101**

Has loyalty prog. app and offers pers. promos

26.4%
Index: **90**

I'm loyal to their store brands

24.1%
Index: **105**

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	44.4	40.2	0.1	111
Leave the store and buy it elsewhere	33.6	30.9	0.1	109
Purchase another brand	16.5	21.2	0.0	78
Purchase another size or variety of the same brand (!)	5.4	7.7	0.0	70

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

Main Street Visitors

2019 Town of Essex - Harrow 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+ #	% of Total	Spring 2019 #	% of Total	% Pen	Index	Summer 2019 #	% of Total	% Pen	Index	Fall 2019 #	% of Total	% Pen	Index	Winter 2019 #	% of Total	% Pen	Index	Full Year 2019 #	% of Total	% Pen	Index
	Total	19,302,713	100%	58,932	100%	0.31%	100	72,551	100%	0.38%	100	45,926	100%	0.24%	100	44,603	100%	0.23%	100	98,140	100%	0.51%	100
3537039	Windsor, ON (CY)	191,749	0.99%	14,709	24.96%	7.67%	2513	19,889	27.41%	10.37%	2760	9,563	20.82%	4.99%	2096	9,213	20.66%	4.80%	2079	26,399	26.90%	13.77%	2708
3537016	Essex, ON (T)	18,134	0.09%	9,330	15.83%	51.45%	16852	9,146	12.61%	50.43%	13418	8,434	18.37%	46.51%	19549	8,322	18.66%	45.89%	19860	10,746	10.95%	59.26%	11655
3537013	Kingsville, ON (T)	18,473	0.10%	7,770	13.18%	42.06%	13777	8,423	11.61%	45.60%	12131	6,058	13.19%	32.80%	13784	6,179	13.85%	33.45%	14476	9,963	10.15%	53.93%	10607
3537028	Amherstburg, ON (T)	21,757	0.11%	5,365	9.10%	24.66%	8077	6,764	9.32%	31.09%	8272	5,113	11.13%	23.50%	9876	4,483	10.05%	20.61%	8918	8,102	8.26%	37.24%	7324
3537003	Leamington, ON (MU)	22,875	0.12%	3,962	6.72%	17.32%	5673	4,766	6.57%	20.83%	5543	2,744	5.98%	12.00%	5042	2,870	6.43%	12.55%	5429	6,575	6.70%	28.74%	5653
3537064	Lakeshore, ON (T)	33,221	0.17%	3,734	6.34%	11.24%	3682	4,008	5.52%	12.07%	3210	3,088	6.72%	9.30%	3907	2,553	5.72%	7.69%	3326	6,568	6.69%	19.77%	3889
3537034	LaSalle, ON (T)	27,836	0.14%	3,634	6.17%	13.06%	4276	4,935	6.80%	17.73%	4717	2,507	5.46%	9.01%	3786	2,488	5.58%	8.94%	3868	6,546	6.67%	23.52%	4625
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	2,111	3.58%	2.43%	798	2,905	4.00%	3.35%	892	1,751	3.81%	2.02%	849	1,988	4.46%	2.29%	993	4,548	4.63%	5.25%	1032
3537048	Tecumseh, ON (T)	21,867	0.11%	2,394	4.06%	10.95%	3585	2,967	4.09%	13.57%	3610	1,810	3.94%	8.28%	3479	1,941	4.35%	8.88%	3841	4,469	4.55%	20.44%	4019
3539036	London, ON (CY)	349,526	1.81%	895	1.52%	0.26%	84	1,437	1.98%	0.41%	109	670	1.46%	0.19%	81	773	1.73%	0.22%	96	2,068	2.11%	0.59%	116

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2019 Town of Essex - Harrow Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2019 Visitors #	% Pen	Summer 2019 Visitors #	% Pen	Fall 2019 Visitors #	% Pen	Winter 2019 Visitors #	% Pen	Full Year 2019 Visitors #	% Pen
3,671	2,744	74.7	2,854	77.8	2,464	67.1	2,647	72.1	2,807	76.5

2019 Town of Essex - Harrow 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	99,534	2,807	2.8	96,727	97.2

ENVIRONICS
ANALYTICS

2020 Town of Essex - Harrow 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+ #	% of Total	Spring 2020 #	% of Total	% Pen	Index	Summer 2020 #	% of Total	% Pen	Index	Fall 2020 #	% of Total	% Pen	Index	Winter 2020 #	% of Total	% Pen	Index	Full Year 2020 #	% of Total	% Pen	Index
	Total	**19,302,713**	**100%**	**47,303**	**100%**	**0.25%**	**100**	**49,495**	**100%**	**0.26%**	**100**	**45,756**	**100%**	**0.24%**	**100**	**43,539**	**100%**	**0.23%**	**100**	**84,622**	**100%**	**0.44%**	**100**
3537039	Windsor, ON (CY)	191,749	0.99%	11,922	25.20%	6.22%	2537	11,965	24.17%	6.24%	2434	9,709	21.22%	5.06%	2136	9,609	22.07%	5.01%	2222	22,189	26.22%	11.57%	2640
3537016	Essex, ON (T)	18,134	0.09%	8,737	18.47%	48.18%	19661	8,607	17.39%	47.46%	18511	8,180	17.88%	45.11%	19030	8,593	19.74%	47.39%	21009	10,551	12.47%	58.19%	13273
3537013	Kingsville, ON (T)	18,473	0.10%	5,234	11.06%	28.33%	11562	5,803	11.73%	31.42%	12252	6,088	13.31%	32.96%	13904	5,391	12.38%	29.18%	12938	8,684	10.26%	47.01%	10723
3537028	Amherstburg, ON (T)	21,757	0.11%	5,887	12.45%	27.06%	11042	5,102	10.31%	23.45%	9146	6,248	13.66%	28.72%	12115	5,588	12.83%	25.68%	11386	8,680	10.26%	39.89%	9100
3537034	LaSalle, ON (T)	27,836	0.14%	3,109	6.57%	11.17%	4557	3,498	7.07%	12.57%	4901	2,615	5.72%	9.40%	3964	2,378	5.46%	8.54%	3787	5,839	6.90%	20.98%	4785
3537003	Leamington, ON (MU)	22,875	0.12%	2,596	5.49%	11.35%	4631	2,572	5.20%	11.24%	4385	2,866	6.26%	12.53%	5286	2,287	5.25%	10.00%	4433	5,214	6.16%	22.79%	5199
3537064	Lakeshore, ON (T)	33,221	0.17%	2,299	4.86%	6.92%	2823	2,326	4.70%	7.00%	2731	2,301	5.03%	6.93%	2922	2,230	5.12%	6.71%	2977	4,984	5.89%	15.00%	3422
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	2,363	5.00%	2.73%	1112	1,974	3.99%	2.28%	888	1,772	3.87%	2.04%	862	1,685	3.87%	1.94%	861	4,247	5.02%	4.90%	1117
3537048	Tecumseh, ON (T)	21,867	0.11%	1,862	3.94%	8.52%	3475	2,020	4.08%	9.24%	3603	1,609	3.52%	7.36%	3104	1,556	3.57%	7.12%	3156	3,518	4.16%	16.09%	3669
3539036	London, ON (CY)	349,526	1.81%	739	1.56%	0.21%	86	976	1.97%	0.28%	109	638	1.39%	0.18%	77	660	1.52%	0.19%	84	1,839	2.17%	0.53%	120

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2020 Town of Essex - Harrow Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2020 Visitors #	% Pen	Summer 2020 Visitors #	% Pen	Fall 2020 Visitors #	% Pen	Winter 2020 Visitors #	% Pen	Full Year 2020 Visitors #	% Pen
3,671	2,762	75.2	2,707	73.7	2,443	66.6	2,726	74.3	2,931	79.8

2020 Town of Essex - Harrow 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	85,632	2,931	3.4	82,701	96.6

ENVIRONICS ANALYTICS

2021 Town of Essex - Harrow 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	19,302,713	100%	41,757	100%	0.22%	100	61,887	100%	0.32%	100	52,032	100%	0.27%	100	45,288	100%	0.23%	100	87,095	100%	0.45%	100
3537039	Windsor, ON (CY)	191,749	0.99%	9,526	22.81%	4.97%	2297	16,107	26.03%	8.40%	2620	13,236	25.44%	6.90%	2561	11,598	25.61%	6.05%	2578	24,347	27.95%	12.70%	2814
3537016	Essex, ON (T)	18,134	0.09%	7,603	18.21%	41.93%	19381	9,432	15.24%	52.01%	16223	8,764	16.84%	48.33%	17929	7,846	17.32%	43.27%	18441	10,123	11.62%	55.82%	12372
3537013	Kingsville, ON (T)	18,473	0.10%	5,364	12.85%	29.04%	13423	7,147	11.55%	38.69%	12068	6,738	12.95%	36.47%	13531	5,995	13.24%	32.46%	13833	8,845	10.16%	47.88%	10611
3537028	Amherstburg, ON (T)	21,757	0.11%	5,489	13.15%	25.23%	11663	7,603	12.29%	34.94%	10899	6,509	12.51%	29.91%	11098	6,023	13.30%	27.68%	11799	8,569	9.84%	39.39%	8729
3537034	LaSalle, ON (T)	27,836	0.14%	2,795	6.69%	10.04%	4641	3,508	5.67%	12.60%	3931	2,670	5.13%	9.59%	3558	2,910	6.43%	10.45%	4455	5,949	6.83%	21.37%	4737
3537003	Leamington, ON (MU)	22,875	0.12%	2,662	6.38%	11.64%	5379	4,064	6.57%	17.76%	5541	3,389	6.51%	14.82%	5497	2,990	6.60%	13.07%	5571	5,603	6.43%	24.49%	5429
3537064	Lakeshore, ON (T)	33,221	0.17%	2,060	4.93%	6.20%	2866	3,057	4.94%	9.20%	2870	3,160	6.07%	9.51%	3529	1,615	3.57%	4.86%	2072	5,195	5.97%	15.64%	3466
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	1,142	2.74%	1.32%	609	2,309	3.73%	2.66%	831	969	1.86%	1.12%	415	1,350	2.98%	1.56%	664	3,182	3.65%	3.67%	813
3537048	Tecumseh, ON (T)	21,867	0.11%	1,201	2.88%	5.49%	2539	1,802	2.91%	8.24%	2570	1,113	2.14%	5.09%	1888	1,542	3.40%	7.05%	3005	2,756	3.16%	12.60%	2793
3539036	London, ON (CY)	349,526	1.81%	684	1.64%	0.20%	91	1,345	2.17%	0.38%	120	522	1.00%	0.15%	55	594	1.31%	0.17%	72	1,972	2.26%	0.56%	125

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2021 Town of Essex - Harrow 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
3,671	2,448	66.7	3,055	83.2	3,161	86.1	2,256	61.4	2,916	79.4

2021 Town of Essex - Harrow 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	88,309	2,916	3.3	85,393	96.7

ENVIRONICS ANALYTICS

Customers: Town of Essex_Harrow - FY 2021: Sum_Unique_Visitors

Total Customers: 81,980

Top 5 segments represent **38.7%** of customers in Southern Ontario

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26 COUNTRY TRADITIONS

R1 UPPER-MIDDLE RURAL · MIDDLE-AGE FAMILIES F3
Rural, upper-middle-income couples and families
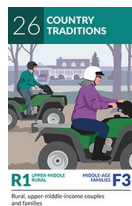
Rank:	1
Customers:	8,785
Customers %:	10.72
% in Benchmark:	4.89
Index:	219

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).

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33 NEW COUNTRY

R1 UPPER-MIDDLE RURAL · MIDDLE-AGE FAMILIES F3
Middle-aged, middle-income rural couples and families

Rank:	2
Customers:	6,759
Customers %:	8.24
% in Benchmark:	2.74
Index:	301

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

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19 FAMILY MODE

S3 UPPER-MIDDLE SUBURBAN · MIDDLE-AGE FAMILIES F3
Suburban, upscale middle-aged families

Rank:	3
Customers:	6,495
Customers %:	7.92
% in Benchmark:	4.68
Index:	169

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.

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41 DOWN TO EARTH

R2 LOWER-MIDDLE RURAL · OLDER FAMILIES & EMPTY NESTS M1
Older, middle-income rural couples and families

Rank:	4
Customers:	5,346
Customers %:	6.52
% in Benchmark:	2.91
Index:	224

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

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60 VALUE VILLAGERS

U5 YOUNGER URBAN MIX · SCHOOL-AGE FAMILIES F1
Lower-middle-income city dwellers

Rank:	5
Customers:	4,362
Customers %:	5.32
% in Benchmark:	2.39
Index:	223

Value Villagers is a working-class group found typically in the older, industrial neighbourhoods of midsize cities. The households consist of an eclectic mélange of singles, couples and lone-parent families, maintainers of almost any age, and residents with educations ranging from grade 9 to college. In many ways, Value Villagers is a microcosm of Canada, with residents' marital status, household size and mobility rates all reflecting national averages. Even the average ages of adults and children here match national figures. But the Value Villagers version of Canadian life is decidedly modest. Most adults earn lower-middle incomes from blue-collar and service sector jobs, typically in manufacturing, sales or the trades. Over half the housing stock was built before 1960, and residents typically live in single-detached houses that are valued at half the national average. Value Villagers members relish life's simple pleasures, like carnivals, community theatres and parks. And when the mood strikes, they'll play a friendly game of golf, attend an auto race or visit an art gallery. These third-plus-generation Canadians express a belief in the Canadian government and those in positions of power (Obedience to Authority).

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+