

Community Profile: Town of Essex – Essex Centre

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

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

ENVIRONICS
ANALYTICS

Confidential

Date: February 16, 2022

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Town of Essex - Essex Centre
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Town of Essex - Essex Centre

POPULATION

8,353

HOUSEHOLDS

3,362

MEDIAN MAINTAINER AGE

57

Index: 104

MARITAL STATUS



55.7%

Index: 96

Married/Common-Law

FAMILY STATUS*

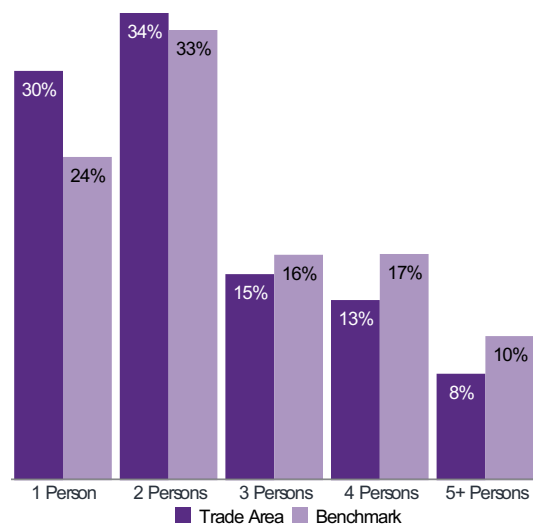


18.3%

Index: 115

Total Lone-Parent Families

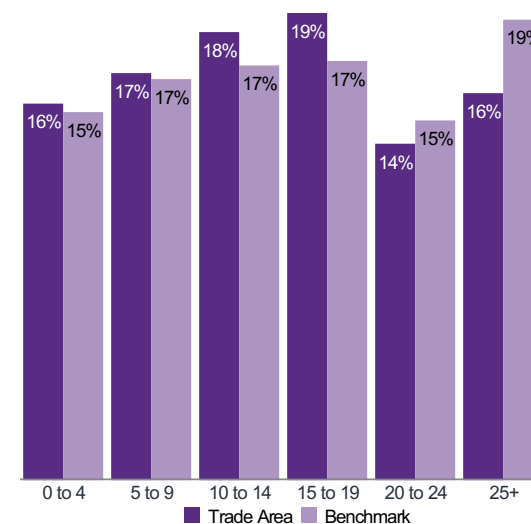
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	408	4.9	97
5 to 9	433	5.2	96
10 to 14	476	5.7	100
15 to 19	522	6.2	106
20 to 24	536	6.4	96
25 to 29	567	6.8	97
30 to 34	473	5.7	85
35 to 39	450	5.4	83
40 to 44	486	5.8	94
45 to 49	501	6.0	96
50 to 54	537	6.4	98
55 to 59	575	6.9	95
60 to 64	586	7.0	104
65 to 69	525	6.3	111
70 to 74	468	5.6	117
75 to 79	331	4.0	120
80 to 84	216	2.6	118
85+	261	3.1	141

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

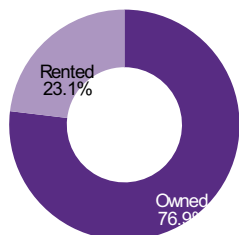
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Town of Essex - Essex Centre

Population: 8,353 | Households: 3,362

TENURE



STRUCTURE TYPE



Houses

77.1%

Index: 100



Apartments

13.6%

Index: 62

AGE OF HOUSING*

60+ Years Old

% Comp: 29.1 Index: 141

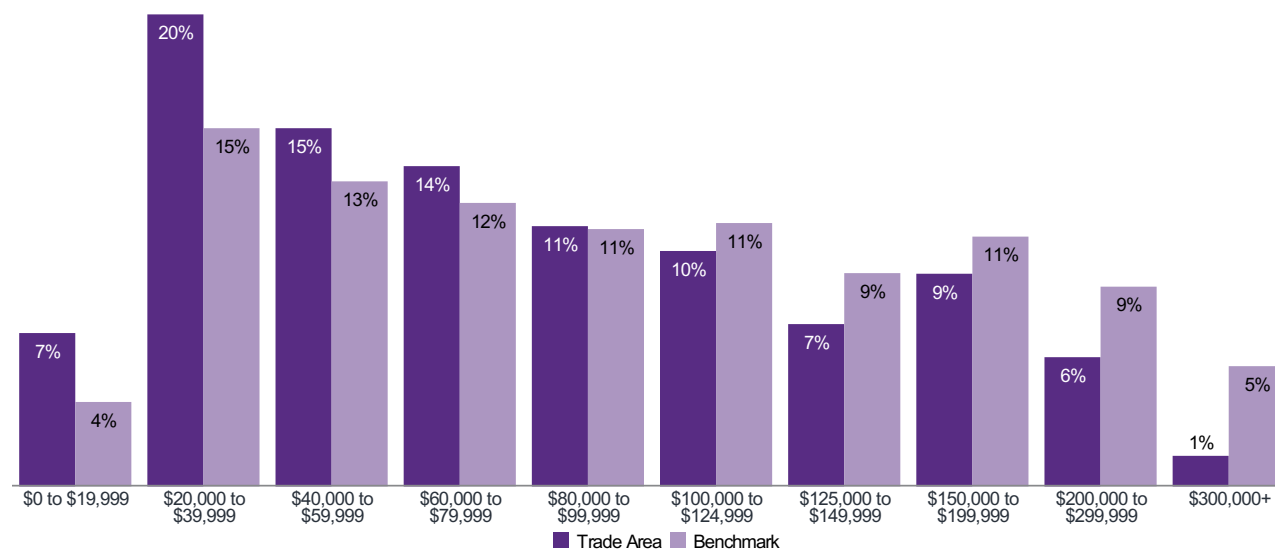
AVERAGE HOUSEHOLD INCOME



\$88,421

Index: 77

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Town of Essex - Essex Centre

Population: 8,353 | Households: 3,362

EDUCATION



10.9%

Index: 41

University Degree

LABOUR FORCE PARTICIPATION



61.0%

Index: 94

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



37.5%

Index: 103

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

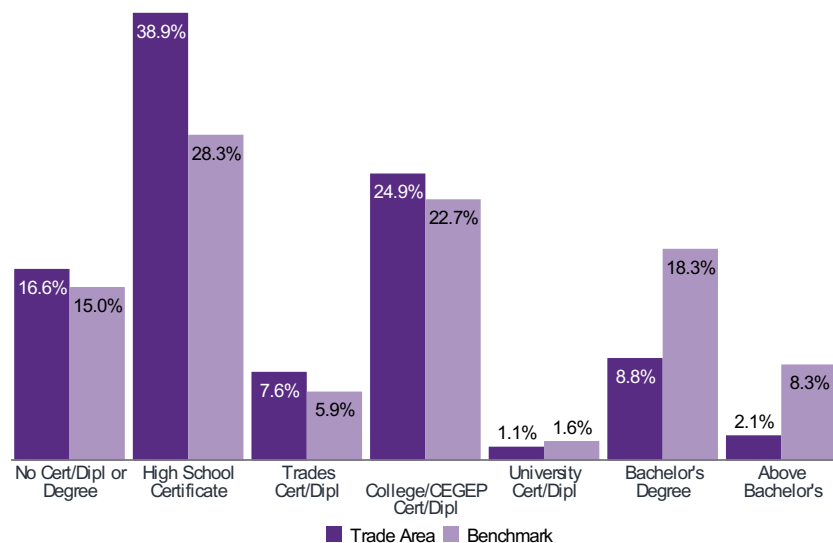


2.6%

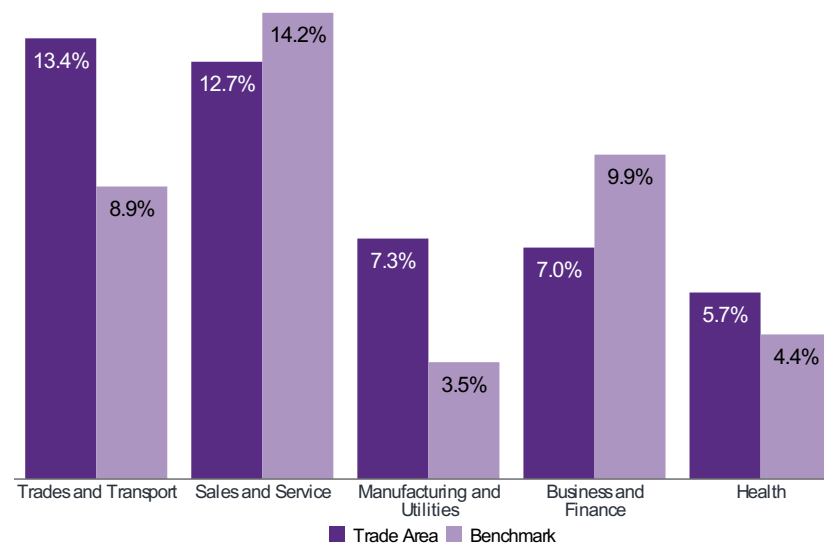
Index: 86

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

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southern Ontario

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*Ranked by percent composition

Index Colours: <80 80 - 110 110+

Demographics | Diversity

ENVIRONICS
ANALYTICS

Trade Area: Town of Essex - Essex Centre

Population: 8,353 | Households: 3,362

ABORIGINAL IDENTITY



2.5%
Index: 105

VISIBLE MINORITY PRESENCE



1.6%
Index: 6

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



0.0%
Index: 2

No knowledge of
English or French

IMMIGRATION



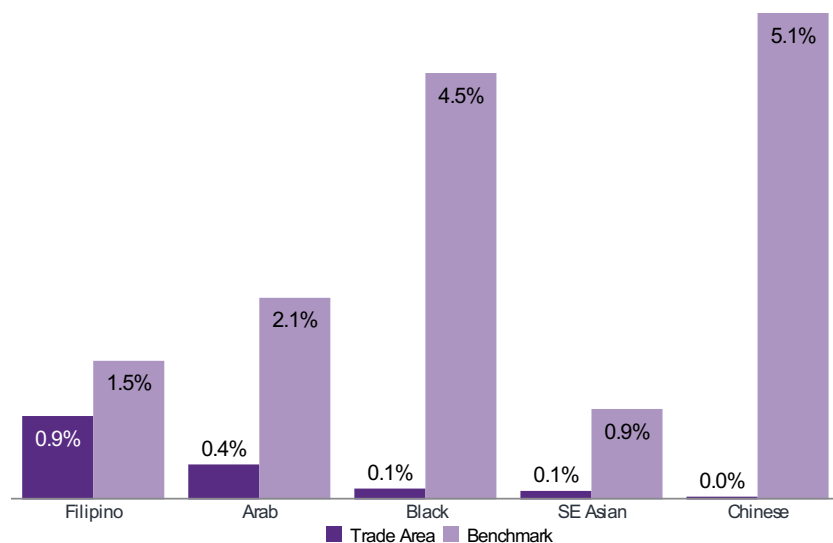
6.6%
Index: 25

Born outside Canada

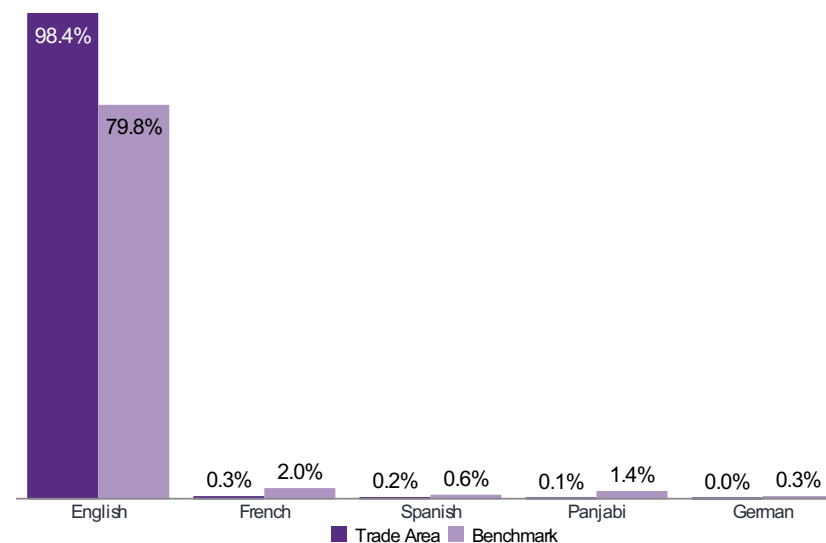
PERIOD OF IMMIGRATION*

N/A
N/A% Index: N/A

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

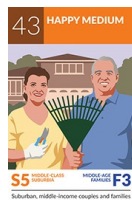
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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours: <80 80 - 110 110+

Top 5 segments represent **63.5%** of households in Town of Essex - Essex Centre



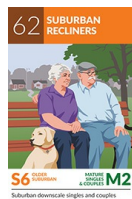
Rank: 1
Hhlds: 1,011
Hhld %: 30.09
% in Benchmark: 2.60
Index: 1,156

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.



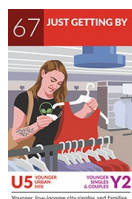
Rank: 2
Hhlds: 387
Hhld %: 11.51
% in Benchmark: 1.22
Index: 947

Older folks gravitate to the relaxed lifestyle of Old Town Roads, a collection of small towns across Canada where more than a third of maintainers are over 65. Unlike more upscale retirement communities, these rustic towns are home to downscale seniors who are aging in place. Households here contain a mix of older singles, empty-nesting couples and widowed individuals. Most own older, inexpensive homes, though a significant percentage rent a low-rise apartment or live in a mobile home; the average dwelling value is less than half the national average. Education traditionally hasn't been a top priority for Old Town Roads members—less than 15 percent have gone to a university—and those still in the workforce earn lower incomes from jobs in manufacturing, farming, services and the trades. These third-plus-generation Canadians enjoy time-honoured and outdoor-oriented leisure pursuits like fishing, hunting and gardening, though they'll also attend craft shows and auto racing events. Even though pensions and government transfers improve the financial picture here, these townsfolk keep close tabs on their wallet (Importance of Price).



Rank: 3
Hhlds: 315
Hhld %: 9.36
% in Benchmark: 2.12
Index: 441

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: 4
Hhlds: 218
Hhld %: 6.50
% in Benchmark: 3.49
Index: 186

The most economically challenged of all segments, Just Getting By is home to younger, low-income singles and single-parent families located in large cities like London, St. Catharines, Windsor and Halifax. In their dense neighbourhoods, nearly 45 percent of maintainers are under 45 years old. More than half are single, divorced or separated, and over a third are lone-parent families, typically with younger children. Residents tend to be third-plus-generation Canadians with low education levels and low-level jobs in sales, the services, trades and manufacturing. Most households can only afford to rent units in older low-rise apartment buildings or own inexpensive single-detached houses. But being young and mobile has its advantages: more than half moved in the past five years with the hope of climbing the socioeconomic ladder. Surveys show a desire to improve their prospects in the popularity of online courses and management training programs. Without deep pockets, they engage in low-cost activities like going to parks, city gardens and auto shows. In this segment, budget-conscious residents score high for the value Importance of Price.



Rank: 5
Hhlds: 205
Hhld %: 6.09
% in Benchmark: 4.83
Index: 126

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).

Psychographics | SocialValues Overview

Trade Area: Town of Essex - Essex Centre



Strong Values

Values	Index
Attraction to Nature	145
Parochialism	132
Utilitarian Consumerism	127
Obedience to Authority	123
Fulfillment Through Work	120
Cultural Assimilation	118
Need for Escape	116
Brand Apathy	115
Technology Anxiety	115
Aversion to Complexity	113



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.



Weak Values

Values	Index
Attraction For Crowds	67
Importance of Aesthetics	68
Need for Status Recognition	68
Pursuit of Novelty	70
Ostentatious Consumption	73
Enthusiasm for Technology	75
Equal Relationship with Youth	76
North American Dream	76
Status via Home	76
Concern for Appearance	77



Descriptions | Top 3 Weak Values

Attraction For Crowds

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

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.

Need for Status Recognition

Desire to be held in esteem and respect by others, and to express one's social standing or aspired status, through a display of fine manners, good taste, style or "chic".

Benchmark: Ontario

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

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: Town of Essex - Essex Centre

WealthScapes Households: 3,335

INCOME*

Household Income

\$ 89,864

Index: **78**

Household Disposable Income

\$ 74,002

Index: **81**

Household Discretionary Income

\$ 53,520

Index: **83**

Annual RRSP Contributions

\$ 2,393

Index: **67**

WEALTH*



Net Worth

% Holders

99.7% Index: **100**

Balance

\$411,883

Index: **56**

ASSETS*



Savings

% Holders

94.5% Index: **99**

Balance

\$52,875

Index: **69**



Investments

% Holders

55.2% Index: **92**

Balance

\$216,247

Index: **64**



Unlisted Shares

% Holders

8.8% Index: **71**

Balance

\$103,006

Index: **32**



Real Estate

% Holders

78.4% Index: **103**

Balance

\$407,833

Index: **54**



Liquid Assets

% Holders

97.2% Index: **99**

Balance

\$205,797

Index: **62**

DEBT*



Consumer Debt

% Holders

89.4% Index: **98**

Balance

\$54,625

Index: **82**



Mortgage Debt

% Holders

45.2% Index: **97**

Balance

\$154,133

Index: **52**

FINANCIAL RATIO



Debt:Asset

% Holders

0.22% Index: **105**

Benchmark: Southern Ontario

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% Holders represent where customers are found.

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

Index Colours: <80 80 - 110 110+

Trade Area: Town of Essex - Essex Centre

WealthScapes Households: 3,335

FINANCIAL RATIOS*



Debt: Asset

0.22

Index: 105



Debt: Liquid Assets

0.59

Index: 97



Consumer Debt - Discr. Income

0.91

Index: 98



Savings - Investments

0.68

Index: 112



Pension - Non-Pension Assets

0.40

Index: 184



Real Estate Assets - Liq. Assets

1.60

Index: 91



Mortgage - Real Estate Assets

0.22

Index: 90



Mortgage - Consumer Debt

1.42

Index: 62

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Town of Essex - Essex Centre

Households: 3,362

Total Aggregate Current Consumption: \$205,521,038

Average Current Consumption

\$61,131

Index 75

Average Household Income










\$88,668

Index 77

Average Disposable Income

\$72,361

Index 81

 <p>Shelter</p> <p>Avg. Dollars/Household \$14,718 Index 70</p> <p>Pct. of Total Expenditure 24.1% Index 94</p>	 <p>Food</p> <p>Avg. Dollars/Household \$10,664 Index 83</p> <p>Pct. of Total Expenditure 17.4% Index 111</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$10,618 Index 77</p> <p>Pct. of Total Expenditure 17.4% Index 103</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household \$4,582 Index 80</p> <p>Pct. of Total Expenditure 7.5% Index 107</p>	 <p>Health Care</p> <p>Avg. Dollars/Household \$3,875 Index 71</p> <p>Pct. of Total Expenditure 6.3% Index 95</p>	 <p>Recreation</p> <p>Avg. Dollars/Household \$3,175 Index 66</p> <p>Pct. of Total Expenditure 5.2% Index 89</p>
 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$3,125 Index 88</p> <p>Pct. of Total Expenditure 5.1% Index 118</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$2,624 Index 66</p> <p>Pct. of Total Expenditure 4.3% Index 88</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$2,419 Index 73</p> <p>Pct. of Total Expenditure 4.0% Index 98</p>

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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Expenditures | Foodspend - Annual Household Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Town of Essex - Essex Centre

Households: 3,362

Average Household Income

\$88,668

Index: 77

Average Food Expenditure

\$10,664

Index: 83

Average Spend on Food from Restaurants

\$3,477









Index: 86

Average Spend on Food from Stores

\$7,187

Index: 82

Total Aggregate Food Expenditure: \$ 35,853,470

 Bakery Avg. Dollars/Household \$770 Index: 88 Pct. of Total Expenditure 10.7% Index: 108		 Cereal Products Avg. Dollars/Household \$408 Index: 80 Pct. of Total Expenditure 5.7% Index: 98		 Fruit and nuts Avg. Dollars/Household \$782 Index: 71 Pct. of Total Expenditure 10.9% Index: 87	
 Vegetables Avg. Dollars/Household \$689 Index: 74 Pct. of Total Expenditure 9.6% Index: 91		 Dairy products & Eggs Avg. Dollars/Household \$962 Index: 75 Pct. of Total Expenditure 13.4% Index: 91		 Meat Avg. Dollars/Household \$1,383 Index: 88 Pct. of Total Expenditure 19.2% Index: 107	
 Fish & Seafood Avg. Dollars/Household \$188 Index: 64 Pct. of Total Expenditure 2.6% Index: 78		 Beverages & Other Food Avg. Dollars/Household \$2,005 Index: 91 Pct. of Total Expenditure 27.9% Index: 111			

Benchmark: Southern Ontario

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

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

Trade Area: Town of Essex - Essex Centre

Household Population 14+:6,968

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	8.9	11.0	81
Going to restaurants, bars or night clubs	56.9	55.1	103
Having physical Contact with family and friends	56.9	57.7	98
Participating in group activities	37.6	38.7	97
Partying	15.5	15.8	98
Seeing family and friends in person	64.1	62.8	102
Entertainment			
Attending events, festivals or concerts	44.2	42.9	103
Attending sports events (excludes professional sports)	17.9	18.2	98
Attending to professional sports events or games	24.2	25.4	95
Going to the movies	42.6	45.7	93
Movement & Travel			
Driving more	16.6	16.1	103
Shopping in-store	39.6	42.9	92
Spending time outdoors	31.4	32.5	97
Travelling outside of Canada/ abroad	46.2	53.2	87
Travelling within Canada	52.5	49.9	105
Using public transit	8.2	13.7	60
Personal			
Getting back to old habits	35.2	36.2	97
Going to a salon, barber shop or spa	30.1	33.7	89
Going to the gym	19.5	22.6	87
Education/Work			
Children going back to school	18.6	20.3	92
Going back to work	13.9	17.6	79
Other			
Not Stated	0.3	0.6	54

Benchmark: Southern Ontario

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(Base used for Index calculations)

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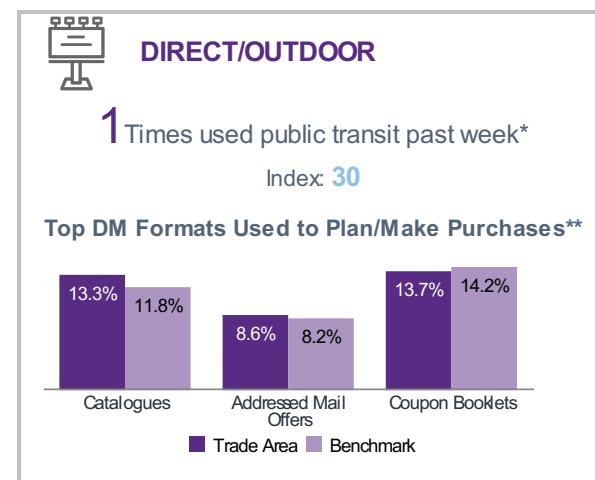
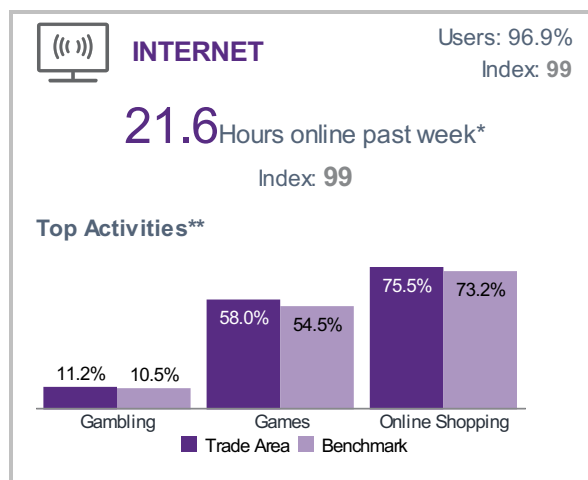
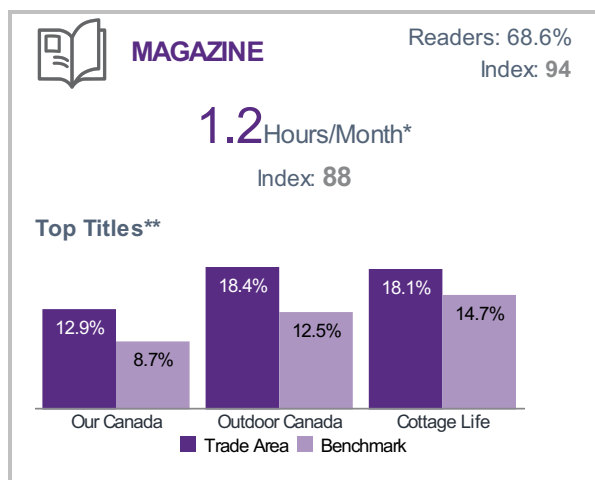
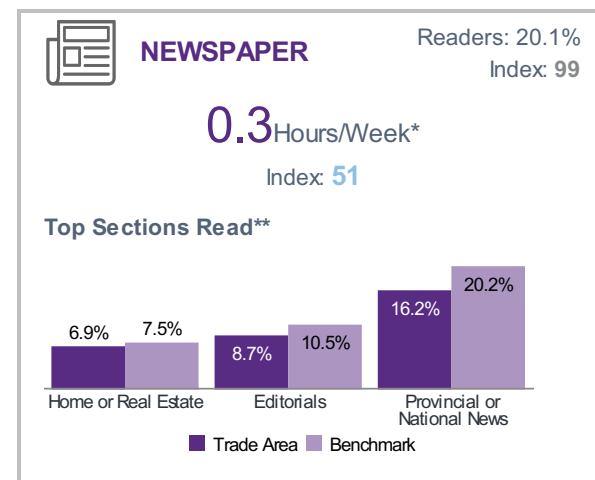
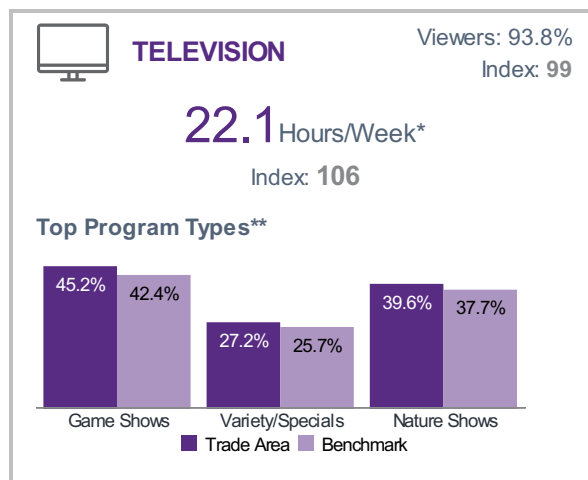
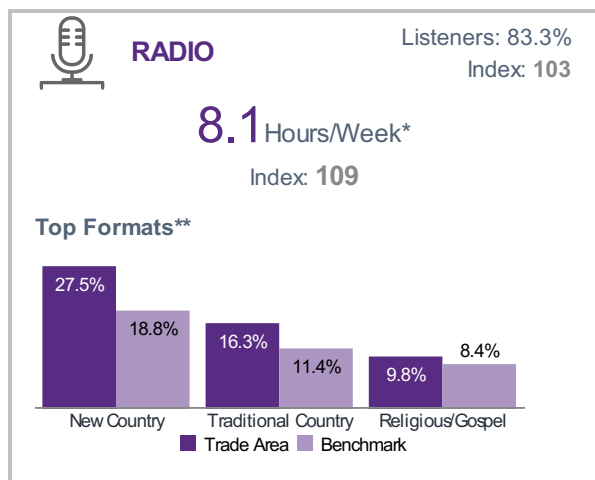
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Town of Essex - Essex Centre

Household Population 14+: 6,968



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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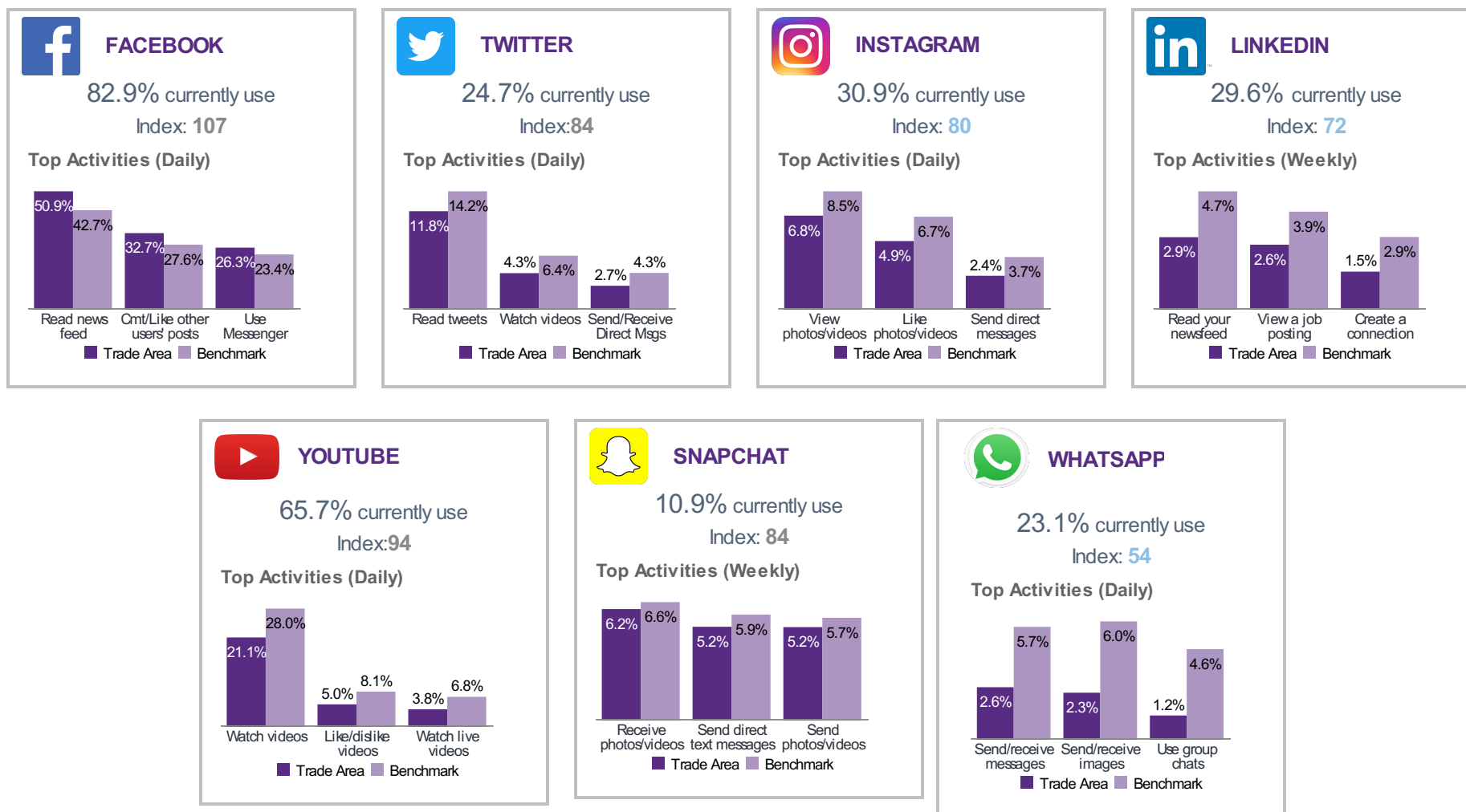
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Town of Essex - Essex Centre

Household Population 18+: 6,570



Benchmark: Southern Ontario

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

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

ENVIRONICS
ANALYTICS

Trade Area: Town of Essex - Essex Centre

Household Population 18+: 6,570

FRIENDS IN ALL SM NETWORKS



36.6%

Index: 103

0-49 friends

FREQUENCY OF USE (DAILY)



64.5%

Index: 115

Facebook

BRAND INTERACTION



34.5%

Index: 100

Like brand on Facebook

NO. OF BRANDS INTERACTED

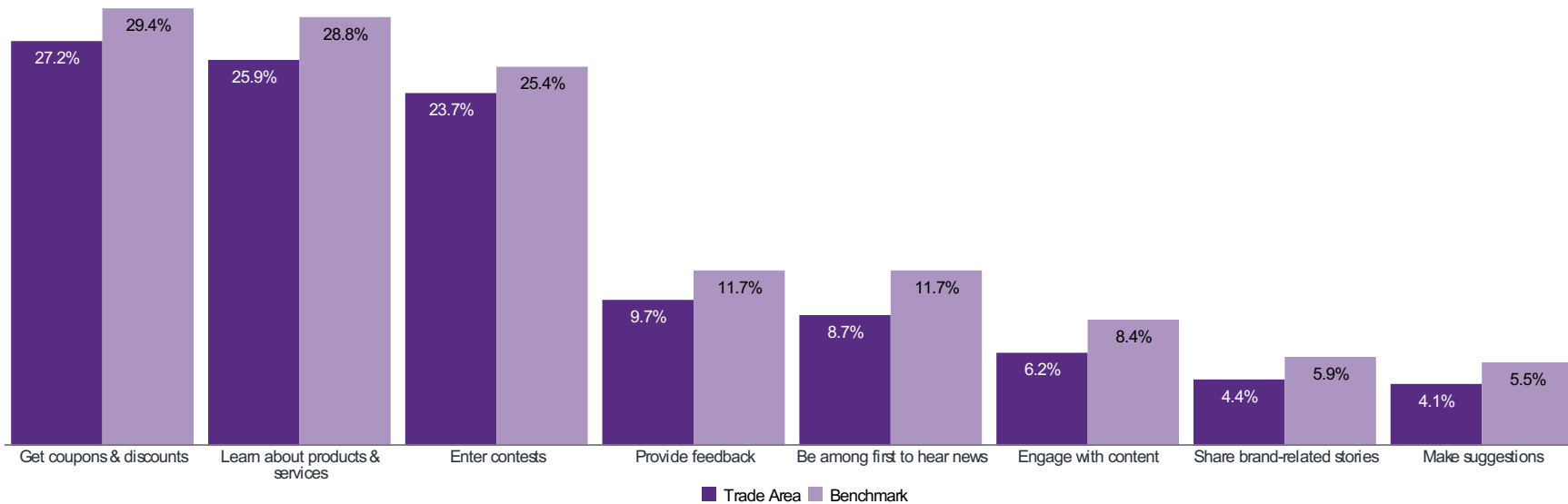


28.4%

Index: 93

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Town of Essex - Essex Centre

Total Household Population 18+:6,570



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

% Comp **90.9** Index **104**



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

% Comp **44.3** Index **91**



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

% Comp **85.7** Index **102**



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

% Comp **34.7** Index **85**



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

% Comp **52.3** Index **92**



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

% Comp **24.9** Index **83**

Benchmark: Southern Ontario

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Ranked by percent composition.

Index Colours:

<80	80 - 110	110+
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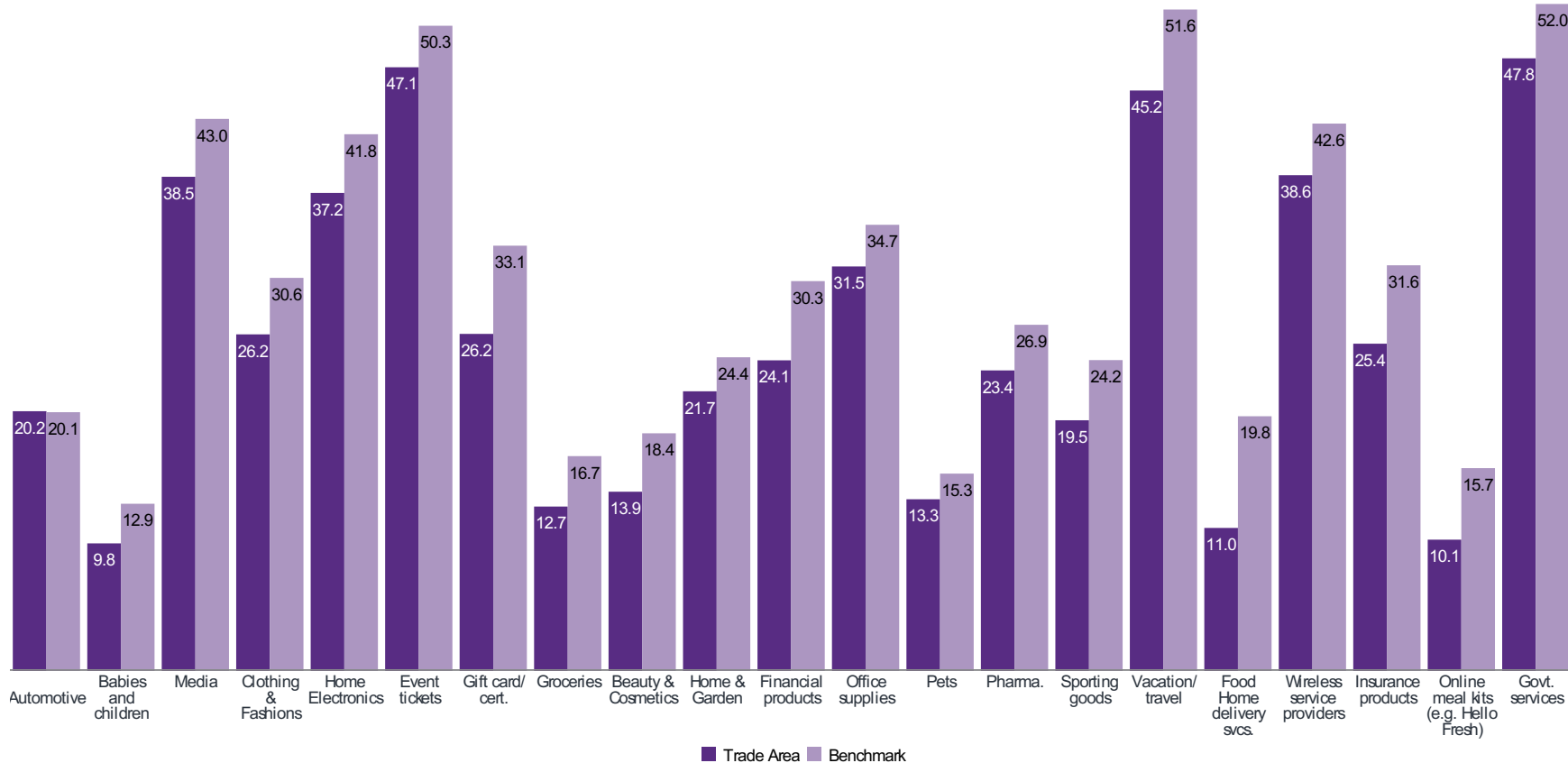
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Town of Essex - Essex Centre

Total Household Population 18+:6,570

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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

ENVIRONICS
ANALYTICS

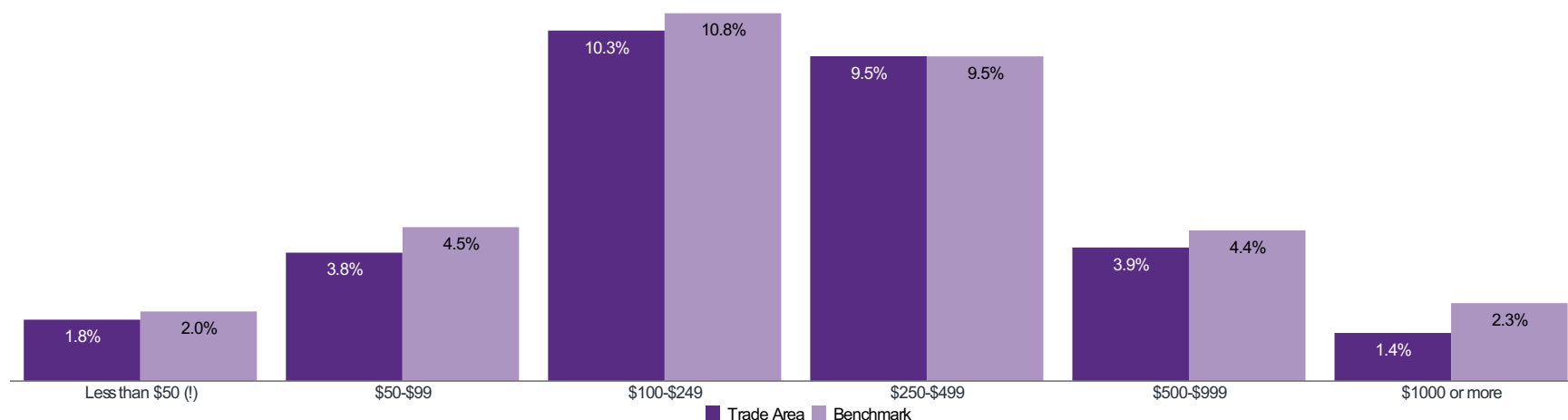
Trade Area: Town of Essex - Essex Centre

Total Household Population 18+: 6,570

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	65.2% Index:106	32.7% Index:89	10.9% Index:88	2.1% Index:66
Purchase preference	80.8% Index:107	26.2% Index:86	7.9% Index:81	1.6% Index:62
Customer Service	67.8% Index:110	13.9% Index:78	4.6% Index:80	18.7% Index:86

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS
ANALYTICS

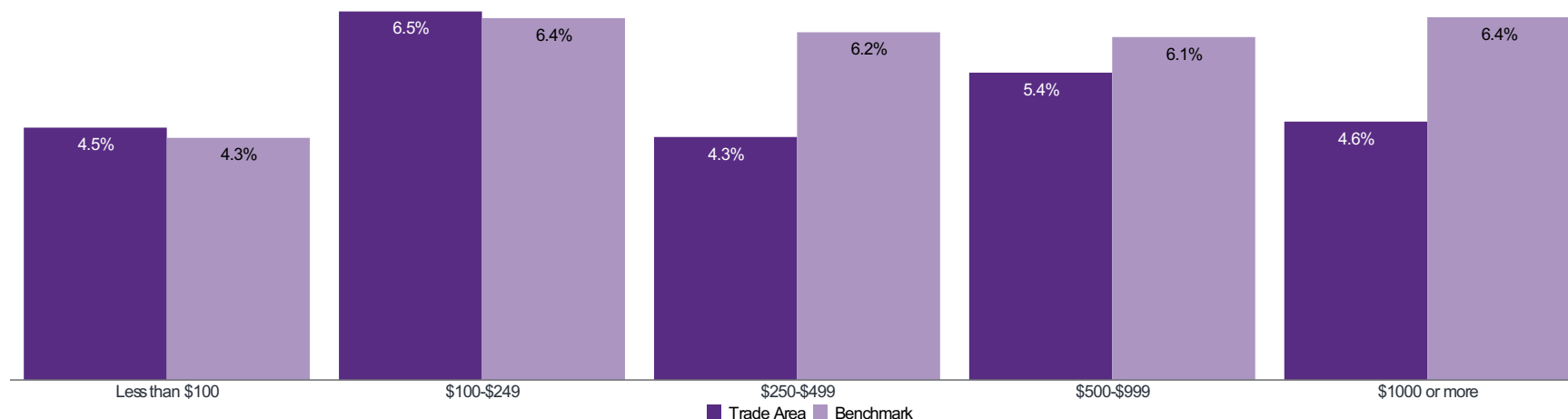
Trade Area: Town of Essex - Essex Centre

Total Household Population 18+: 6,570

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	53.7% Index: 107	52.4% Index: 96	13.3% Index: 85	7.1% Index: 86
Purchase preference	75.5% Index: 110	37.2% Index: 89	8.1% Index: 73	5.9% Index: 92
Customer Service	63.3% Index: 112	21.1% Index: 85	6.2% Index: 84	37.1% Index: 101

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours: <80 80 - 110 110+

Opticks eShopper | Gift Cards Deep Dive

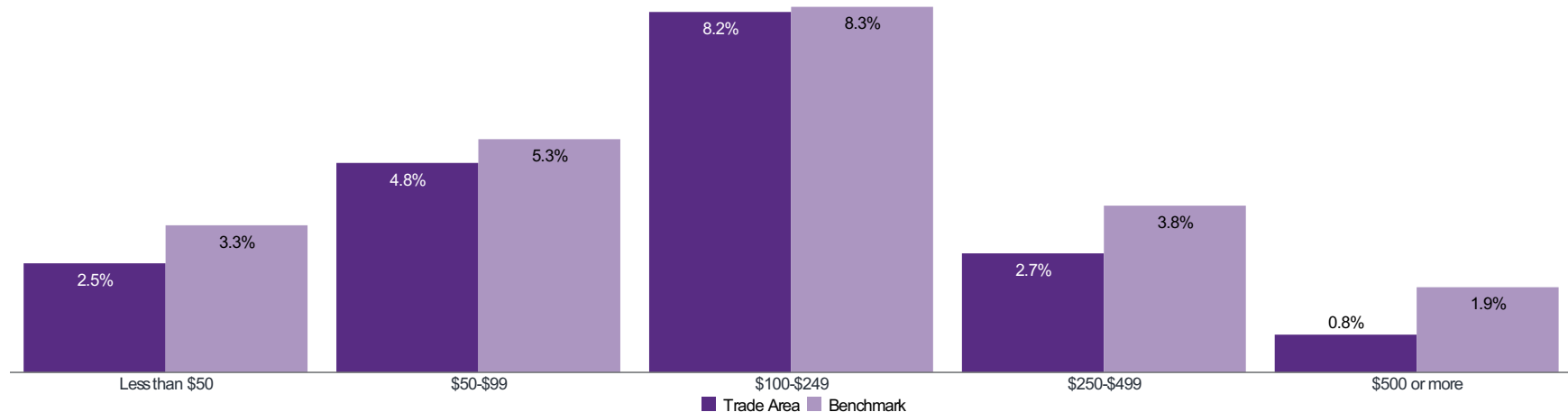
Trade Area: Town of Essex - Essex Centre

Total Household Population 18+: 6,570

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	53.9% Index: 113	29.8% Index: 85	8.9% Index: 80	3.1% Index: 88
Purchase preference	70.1% Index: 116	26.2% Index: 79	5.7% Index: 65	2.6% Index: 83
Customer Service	49.2% Index: 116	18.2% Index: 89	5.0% Index: 82	27.2% Index: 98

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

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

ENVIRONICS
ANALYTICS

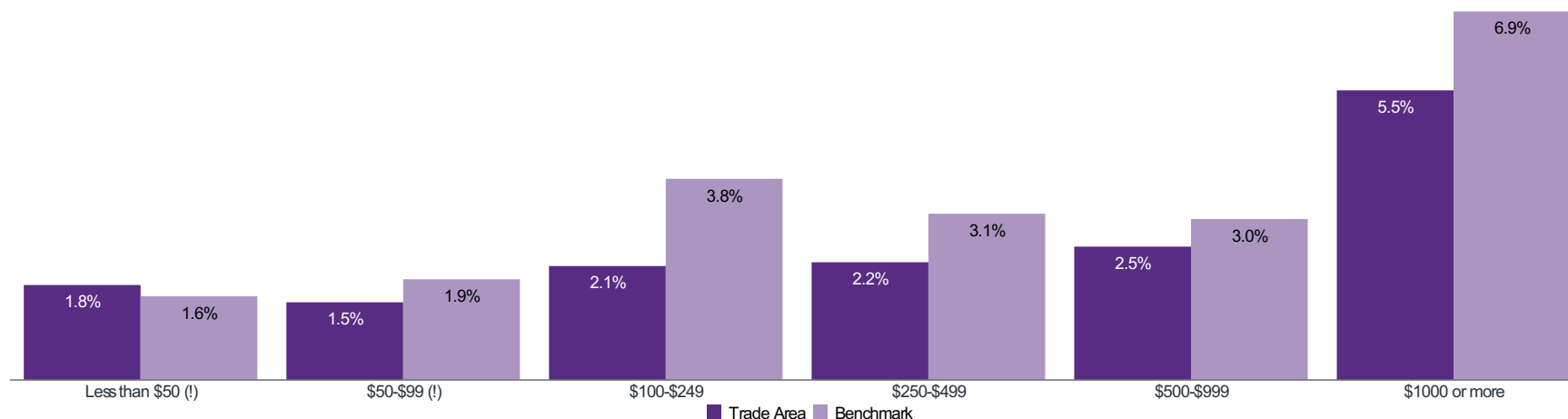
Trade Area: Town of Essex - Essex Centre

Total Household Population 18+: 6,570

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	74.8% Index: 104	19.4% Index: 79	8.2% Index: 74	1.7% Index: 61
Purchase preference	89.1% Index: 107	12.7% Index: 76	3.9% Index: 63	1.3% Index: 55
Customer Service	77.0% Index: 110	7.7% Index: 67	2.8% Index: 71	17.4% Index: 93

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

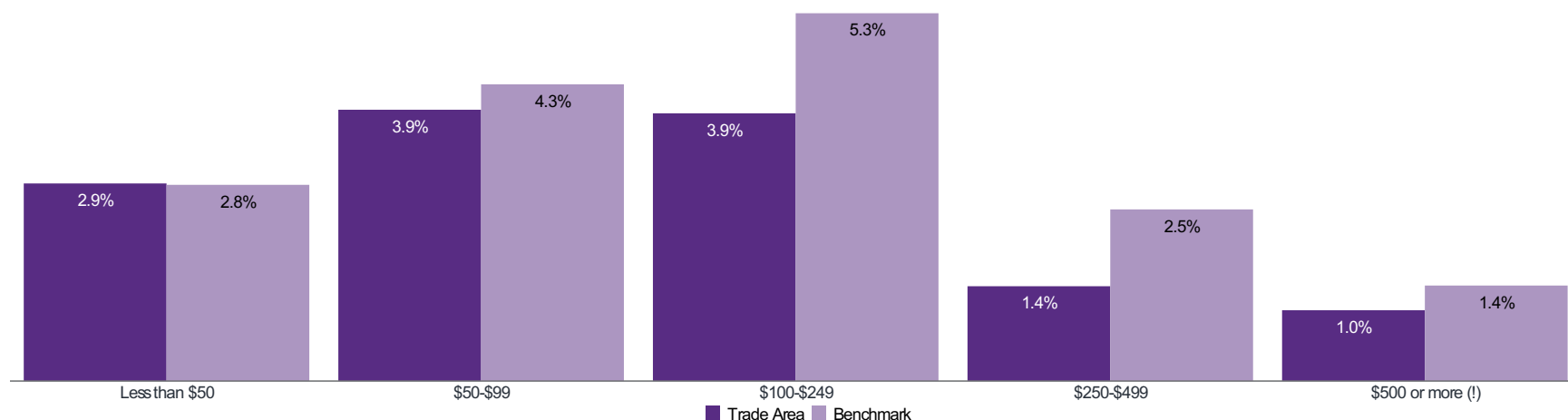
Trade Area: Town of Essex - Essex Centre

Total Household Population 18+: 6,570

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	36.7% Index:103	16.7% Index:76	5.7% Index:70	1.7% Index:60
Purchase preference	48.7% Index:105	13.9% Index:75	4.1% Index:64	1.4% Index:61
Customer Service	39.0% Index:108	8.7% Index:69	3.1% Index:72	12.1% Index:83

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

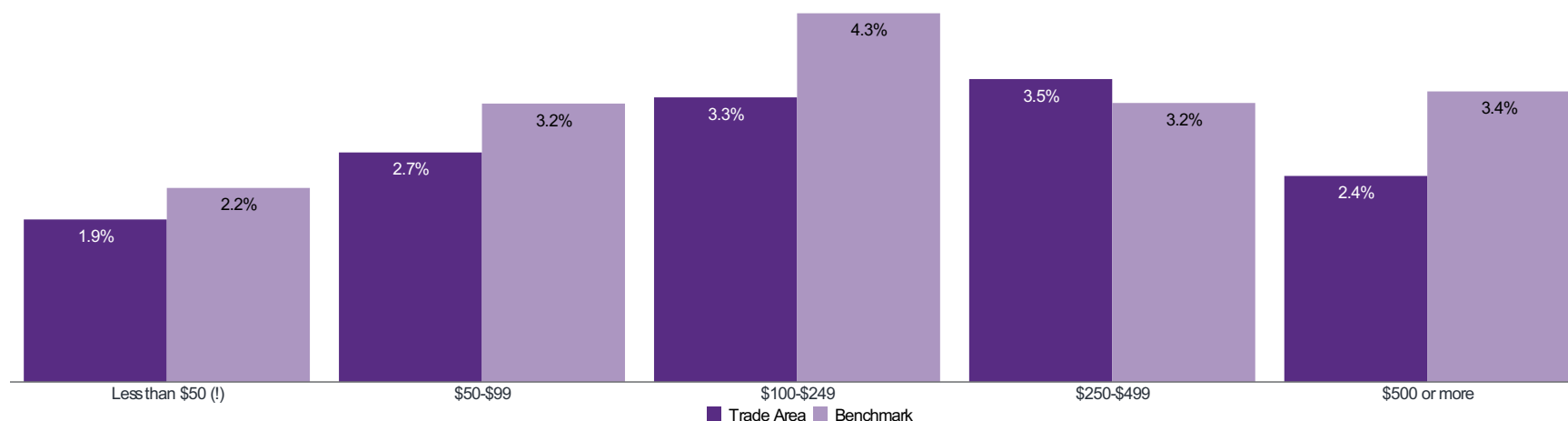
Trade Area: Town of Essex - Essex Centre

Total Household Population 18+: 6,570

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	56.3% Index:109	35.4% Index:93	11.0% Index:97	4.8% Index:83
Purchase preference	74.5% Index:109	21.7% Index:89	5.3% Index:76	2.6% Index:72
Customer Service	61.5% Index:114	14.3% Index:90	4.3% Index:91	21.8% Index:96

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+

Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

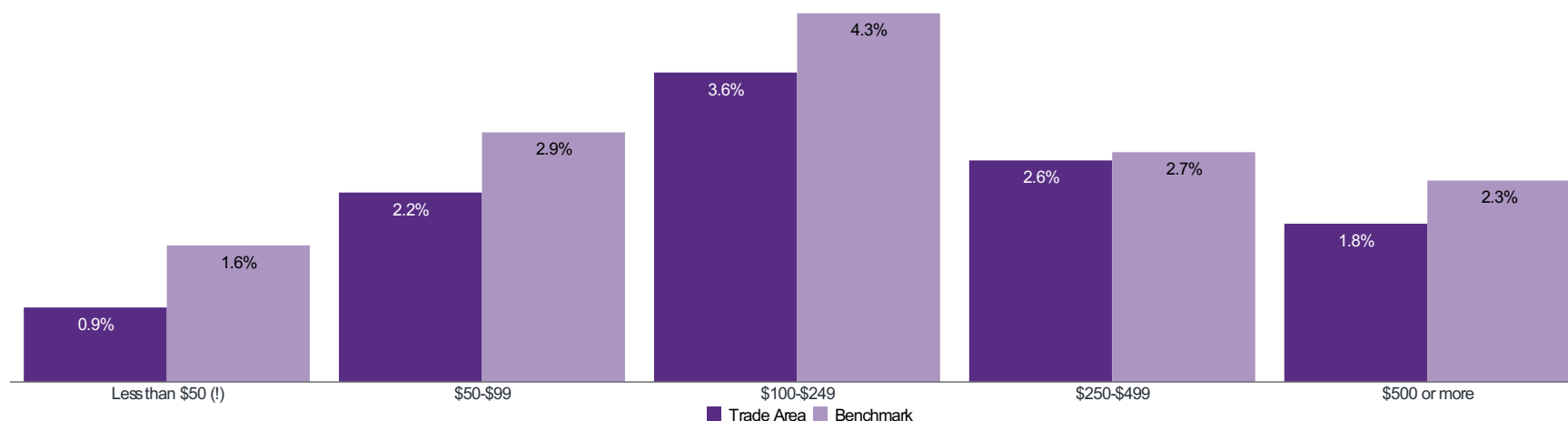
Trade Area: Town of Essex - Essex Centre

Total Household Population 18+: 6,570

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	39.2% Index:100	26.3% Index:82	7.5% Index:71	2.6% Index:66
Purchase preference	53.8% Index:103	19.5% Index:81	5.9% Index:78	2.0% Index:65
Customer Service	44.5% Index:106	11.4% Index:76	4.6% Index:90	17.1% Index:84

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

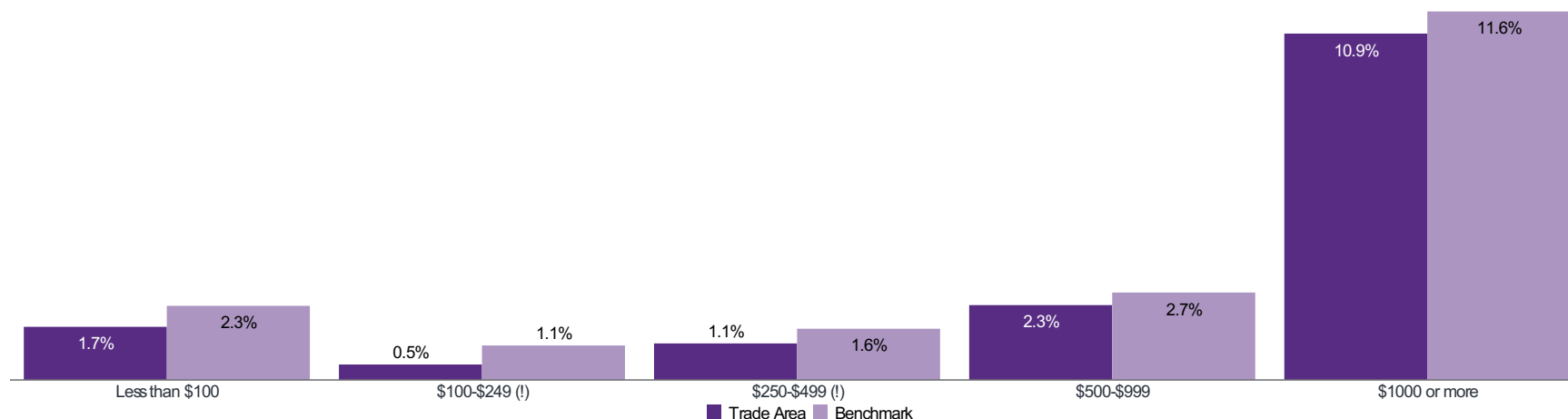
Trade Area: Town of Essex - Essex Centre

Total Household Population 18+: 6,570

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	21.5% Index:105	54.0% Index:93	11.8% Index:79	15.7% Index:97
Purchase preference	32.0% Index:111	45.2% Index:88	5.3% Index:81	16.8% Index:93
Customer Service	32.7% Index:112	23.7% Index:86	5.9% Index:84	42.3% Index:96

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Town of Essex - Essex Centre

Households: 3,362

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark: Southern Ontario

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

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

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Index Colours:	<80	80 - 110	110+
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ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS
ANALYTICS

Trade Area: Town of Essex - Essex Centre

Households: 3,362

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



60.0%

Index: 100

Organized layout makes it easy to shop



42.5%

Index: 102

Easy to get in and get out quickly



40.6%

Index: 95

Staff are friendly and knowledgeable



38.5%

Index: 114

Short checkout lines/fast checkout



36.2%

Index: 101

Has extended hours



22.6%

Index: 82

I like the store ambiance



20.3%

Index: 102

Has self-checkout



9.5%

Index: 69

Offers an online shopping option (!)



6.3%

Index: 71

Benchmark: Southern Ontario

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

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

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

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

ENVIRONICS
ANALYTICS

Trade Area: Town of Essex - Essex Centre

Households: 3,362

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



68.0%

Index: 101

Discover good value when shopping



66.6%

Index: 101

Store has the lowest prices overall



59.3%

Index: 102

Store has a customer loyalty card program



48.4%

Index: 97

Has loyalty prog. app and offers pers. promos



27.6%

Index: 94

I'm loyal to their store brands



22.7%

Index: 99

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	40.8	40.2	0.1 102
Leave the store and buy it elsewhere	31.8	30.9	0.1 103
Purchase another brand	19.8	21.2	0.1 93
Purchase another size or variety of the same brand (!)	7.6	7.7	0.1 98

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 Town of Essex - Essex Centre 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	19,302,713	100%	131,200	100%	0.68%	100	129,560	100%	0.67%	100	106,817	100%	0.55%	100	103,338	100%	0.54%	100	184,145	100%	0.95%	100
3537039	Windsor, ON (CY)	191,749	0.99%	36,641	27.93%	19.11%	2811	36,120	27.88%	18.84%	2806	26,213	24.54%	13.67%	2470	25,707	24.88%	13.41%	2504	52,825	28.69%	27.55%	2888
3537064	Lakeshore, ON (T)	33,221	0.17%	16,851	12.84%	50.72%	7463	15,113	11.66%	45.49%	6778	13,368	12.51%	40.24%	7271	13,551	13.11%	40.79%	7620	19,921	10.82%	59.96%	6286
3537013	Kingsville, ON (T)	18,473	0.10%	13,615	10.38%	73.70%	10843	13,286	10.25%	71.92%	10715	12,020	11.25%	65.07%	11758	12,104	11.71%	65.52%	12239	14,770	8.02%	79.96%	8381
3537016	Essex, ON (T)	18,134	0.09%	12,514	9.54%	69.01%	10153	12,701	9.80%	70.04%	10435	12,586	11.78%	69.41%	12542	11,010	10.65%	60.71%	11341	14,237	7.73%	78.51%	8230
3537003	Leamington, ON (MU)	22,875	0.12%	10,452	7.97%	45.69%	6723	9,961	7.69%	43.54%	6487	8,930	8.36%	39.04%	7055	8,582	8.31%	37.52%	7008	13,106	7.12%	57.29%	6006
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	6,081	4.63%	7.01%	1032	6,772	5.23%	7.81%	1164	4,681	4.38%	5.40%	976	5,057	4.89%	5.83%	1089	10,899	5.92%	12.57%	1318
3537034	LaSalle, ON (T)	27,836	0.14%	7,562	5.76%	27.17%	3997	6,833	5.27%	24.55%	3657	5,360	5.02%	19.25%	3480	6,355	6.15%	22.83%	4265	10,899	5.92%	39.15%	4104
3537048	Tecumseh, ON (T)	21,867	0.11%	8,104	6.18%	37.06%	5453	7,859	6.07%	35.94%	5355	5,946	5.57%	27.19%	4913	6,591	6.38%	30.14%	5630	10,574	5.74%	48.35%	5069
3537028	Amherstburg, ON (T)	21,757	0.11%	4,979	3.79%	22.88%	3367	5,498	4.24%	25.27%	3765	4,650	4.35%	21.37%	3862	4,574	4.43%	21.02%	3927	7,621	4.14%	35.03%	3672
3539036	London, ON (CY)	349,526	1.81%	1,891	1.44%	0.54%	80	1,983	1.53%	0.57%	85	2,189	2.05%	0.63%	113	1,589	1.54%	0.45%	85	3,835	2.08%	1.10%	115

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Town of Essex - Essex Centre Visitors Within Trade Area

Compared to Total Household Population 15+

Benchmark: 15 min trade area

Total Household Population 15+	Spring 2019 Visitors		Summer 2019 Visitors		Fall 2019 Visitors		Winter 2019 Visitors		Full Year 2019 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
6,867	5,513	80.3	5,752	83.8	5,887	85.7	5,335	77.7	6,285	91.5

2019 Town of Essex - Essex Centre 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	186,411	6,285	3.4	180,126	96.6

2020 Town of Essex - Essex Centre 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	19,302,713	100%	90,266	100%	0.47%	100	106,176	100%	0.55%	100	96,878	100%	0.50%	100	96,592	100%	0.50%	100	160,775	100%	0.83%	100
3537039	Windsor, ON (CY)	191,749	0.99%	24,576	27.23%	12.82%	2741	28,860	27.18%	15.05%	2736	24,060	24.84%	12.55%	2500	23,724	24.56%	12.37%	2472	46,425	28.88%	24.21%	2907
3537064	Lakeshore, ON (T)	33,221	0.17%	12,304	13.63%	37.04%	7920	13,572	12.78%	40.85%	7427	11,511	11.88%	34.65%	6904	12,512	12.95%	37.66%	7526	18,231	11.34%	54.88%	6589
3537016	Essex, ON (T)	18,134	0.09%	11,743	13.01%	64.76%	13848	11,741	11.06%	64.75%	11771	11,804	12.18%	65.09%	12969	12,821	13.27%	70.70%	14129	13,780	8.57%	75.99%	9123
3537013	Kingsville, ON (T)	18,473	0.10%	9,795	10.85%	53.02%	11338	10,764	10.14%	58.27%	10593	10,946	11.30%	59.26%	11807	9,910	10.26%	53.64%	10720	12,722	7.91%	68.87%	8268
3537003	Leamington, ON (MU)	22,875	0.12%	6,941	7.69%	30.34%	6489	7,816	7.36%	34.17%	6212	7,174	7.40%	31.36%	6248	8,084	8.37%	35.34%	7062	11,289	7.02%	49.35%	5925
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	4,515	5.00%	5.21%	1114	5,990	5.64%	6.91%	1256	5,152	5.32%	5.94%	1184	5,487	5.68%	6.33%	1265	10,477	6.52%	12.08%	1451
3537048	Tecumseh, ON (T)	21,867	0.11%	5,426	6.01%	24.82%	5307	5,685	5.35%	26.00%	4726	6,441	6.65%	29.45%	5869	5,774	5.98%	26.40%	5277	9,095	5.66%	41.59%	4994
3537034	LaSalle, ON (T)	27,836	0.14%	4,524	5.01%	16.25%	3475	5,301	4.99%	19.04%	3462	4,705	4.86%	16.90%	3368	4,653	4.82%	16.72%	3341	8,807	5.48%	31.64%	3799
3537028	Amherstburg, ON (T)	21,757	0.11%	4,240	4.70%	19.49%	4167	5,104	4.81%	23.46%	4265	4,116	4.25%	18.92%	3769	4,735	4.90%	21.76%	4349	7,364	4.58%	33.85%	4063
3539036	London, ON (CY)	349,526	1.81%	911	1.01%	0.26%	56	1,719	1.62%	0.49%	89	1,145	1.18%	0.33%	65	1,637	1.69%	0.47%	94	3,329	2.07%	0.95%	114

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Town of Essex - Essex Centre Visitors Within Trade Area

Compared to Total Household Population 15+

Benchmark: 15 min trade area

Total Household Population 15+	Spring 2020 Visitors		Summer 2020 Visitors		Fall 2020 Visitors		Winter 2020 Visitors		Full Year 2020 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
6,867	5,642	82.2	5,388	78.5	5,819	84.7	6,231	90.7	6,149	89.6

2020 Town of Essex - Essex Centre 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	162,173	6,149	3.8	156,024	96.2

2021 Town of Essex - Essex Centre 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%	99,499	100%	0.52%	100	133,339	100%	0.69%	100	120,395	100%	0.62%	100	98,147	100%	0.51%	100	182,004	100%	0.94%	100
3537039	Windsor, ON (CY)	191,749	0.99%	23,806	23.93%	12.41%	2408	32,478	24.36%	16.94%	2452	30,338	25.20%	15.82%	2537	22,406	22.83%	11.69%	2298	46,301	25.44%	24.15%	2561
3537064	Lakeshore, ON (T)	33,221	0.17%	12,097	12.16%	36.41%	7064	15,663	11.75%	47.15%	6825	14,272	11.85%	42.96%	6888	13,191	13.44%	39.71%	7809	18,965	10.42%	57.09%	6054
3537016	Essex, ON (T)	18,134	0.09%	10,936	10.99%	60.30%	11699	13,026	9.77%	71.83%	10398	11,917	9.90%	65.72%	10536	12,173	12.40%	67.13%	13202	13,563	7.45%	74.79%	7932
3537013	Kingsville, ON (T)	18,473	0.10%	9,479	9.53%	51.31%	9954	11,576	8.68%	62.67%	9072	10,624	8.82%	57.51%	9221	10,334	10.53%	55.94%	11002	12,479	6.86%	67.55%	7165
3537003	Leamington, ON (MU)	22,875	0.12%	7,466	7.50%	32.64%	6331	9,206	6.90%	40.24%	5826	8,695	7.22%	38.01%	6094	7,931	8.08%	34.67%	6819	12,311	6.76%	53.82%	5708
3536020	Chatham-Kent, ON (MU)	86,702	0.45%	4,988	5.01%	5.75%	1116	7,442	5.58%	8.58%	1243	7,174	5.96%	8.27%	1327	5,047	5.14%	5.82%	1145	10,812	5.94%	12.47%	1323
3537048	Tecumseh, ON (T)	21,867	0.11%	5,924	5.95%	27.09%	5256	7,465	5.60%	34.14%	4942	5,979	4.97%	27.34%	4383	5,941	6.05%	27.17%	5343	9,342	5.13%	42.72%	4531
3537034	LaSalle, ON (T)	27,836	0.14%	4,438	4.46%	15.94%	3093	6,165	4.62%	22.15%	3206	4,808	3.99%	17.27%	2770	5,216	5.31%	18.74%	3685	9,115	5.01%	32.74%	3473
3537028	Amherstburg, ON (T)	21,757	0.11%	4,175	4.20%	19.19%	3723	5,927	4.45%	27.24%	3944	5,223	4.34%	24.00%	3849	4,319	4.40%	19.85%	3905	7,492	4.12%	34.43%	3652
3520005	Toronto, ON (C)	2,568,898	13.31%	1,881	1.89%	0.07%	14	2,052	1.54%	0.08%	12	2,988	2.48%	0.12%	19	879	0.90%	0.03%	7	4,415	2.43%	0.17%	18

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Town of Essex - Essex Centre 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
6,867	5,859	85.3	6,115	89.1	5,752	83.8	6,296	91.7	6,372	92.8

2021 Town of Essex - Essex Centre 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	185,716	6,372	3.4	179,344	96.6

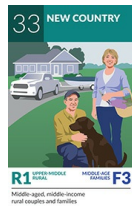
PRIZM Profile | Top Segments

ENVIRONICS
ANALYTICS

Customers: Town of Essex_Essex Centre - FY 2021: Sum_Unique_Visitors

Total Customers: 167,861

Top 5 segments represent **37.5%** of customers in Southern Ontario



Rank: 1
Customers: 15,768
Customers %: 9.39
% in Benchmark: 2.74
Index: 343

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



Rank: 2
Customers: 15,308
Customers %: 9.12
% in Benchmark: 4.68
Index: 195

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.



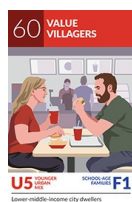
Rank: 3
Customers: 12,855
Customers %: 7.66
% in Benchmark: 4.89
Index: 157

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



Rank: 4
Customers: 9,773
Customers %: 5.82
% in Benchmark: 4.63
Index: 126

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



Rank: 5
Customers: 9,223
Customers %: 5.49
% in Benchmark: 2.39
Index: 230

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

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