

Community Profile: Petawawa

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 24, 2023

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Petawawa
Main Street Boundary and Trade Area

ENVIRONICS
ANALYTICS



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1/24/2023 3:35 PM

Demographics, PRIZM Profile, and Psychographics

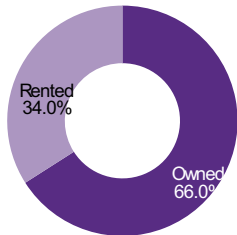
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Petawawa

Population: 6,895 | Households: 2,688

TENURE



STRUCTURE TYPE



Houses

90.9%

Index: **117**



Apartments

9.1%

Index: **41**

AGE OF HOUSING*

4 - 9 Years Old

% Comp: **13.3** Index: **195**

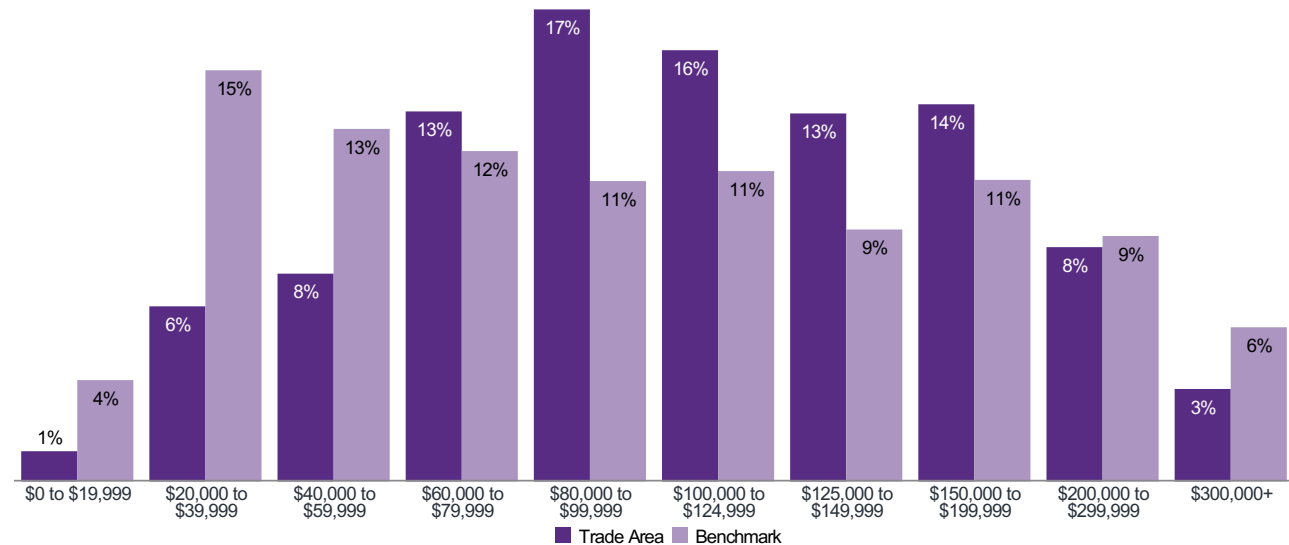
AVERAGE HOUSEHOLD INCOME



\$121,104

Index: **103**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Petawawa

Population: 6,895 | Households: 2,688

EDUCATION



19.3%

Index: 71

University Degree

LABOUR FORCE PARTICIPATION



73.4%

Index: 112

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



51.4%

Index: 129

Travel to work by Car (as Driver)

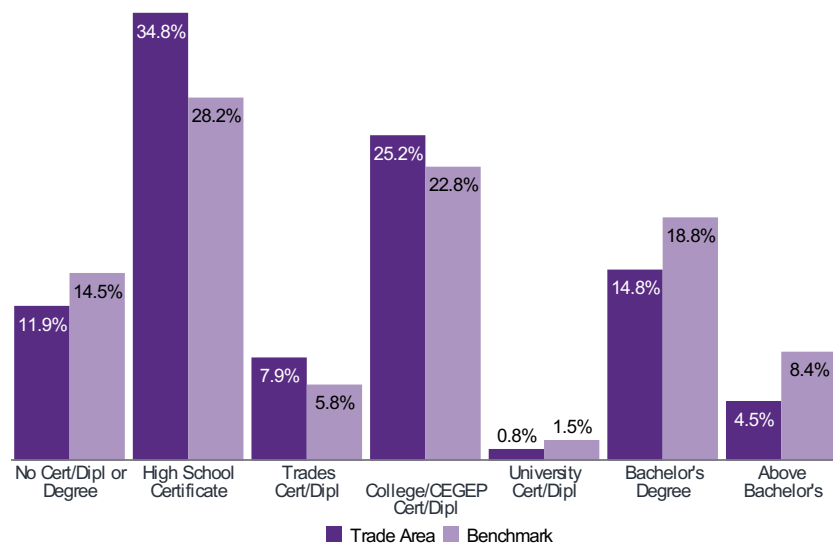


2.5%

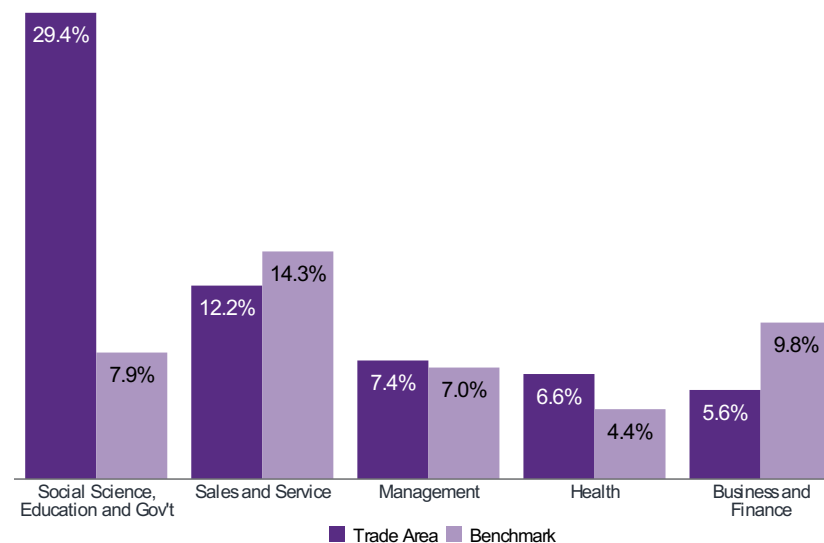
Index: 75

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: Petawawa

Population: 6,895 | Households: 2,688

ABORIGINAL IDENTITY



8.1%

Index: 345

VISIBLE MINORITY PRESENCE



4.0%

Index: 14

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



0.2%

Index: 9

No knowledge of
English or French

IMMIGRATION



3.7%

Index: 14

Born outside Canada

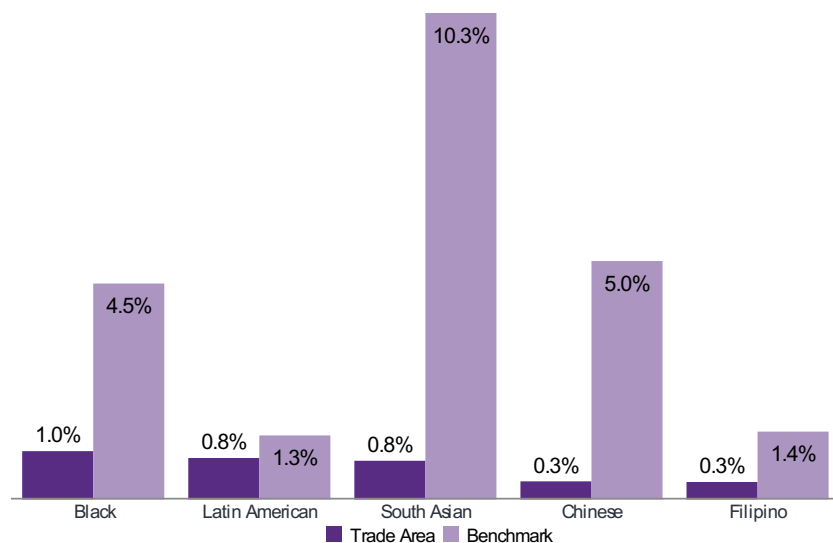
PERIOD OF IMMIGRATION*

N/A

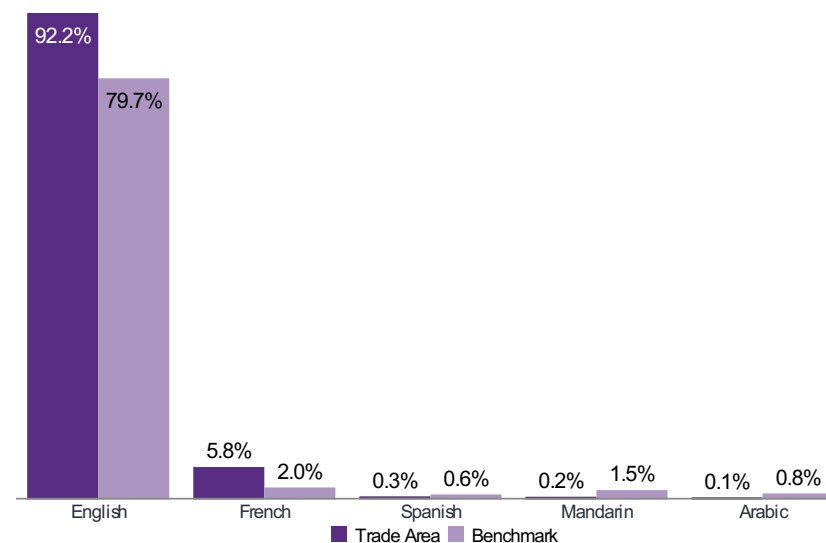
N/A%

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+

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Petawawa

POPULATION

6,895

HOUSEHOLDS

2,688

MEDIAN MAINTAINER AGE

41

Index: 76

MARITAL STATUS



66.7%

Index: 115

Married/Common-Law

FAMILY STATUS*

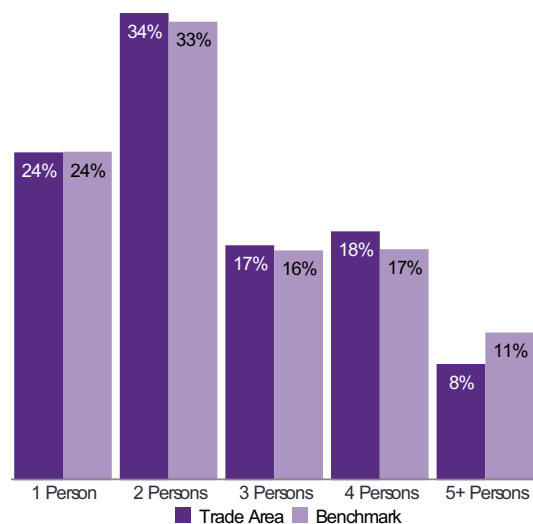


49.7%

Index: 106

Couples With Children At Home

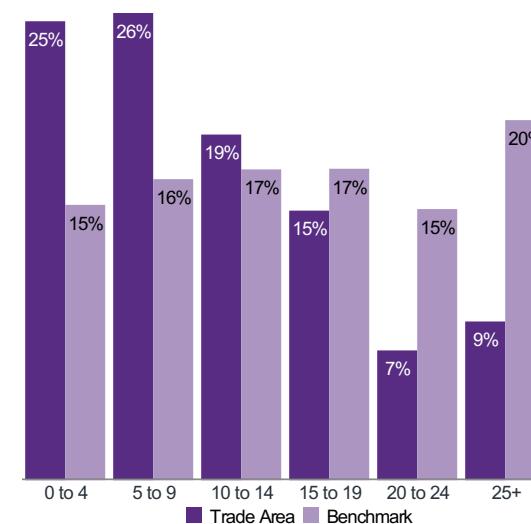
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	541	7.8	158
5 to 9	576	8.4	157
10 to 14	502	7.3	129
15 to 19	380	5.5	96
20 to 24	436	6.3	96
25 to 29	600	8.7	122
30 to 34	729	10.6	154
35 to 39	681	9.9	150
40 to 44	487	7.1	114
45 to 49	406	5.9	96
50 to 54	365	5.3	82
55 to 59	318	4.6	66
60 to 64	257	3.7	55
65 to 69	208	3.0	52
70 to 74	161	2.3	49
75 to 79	111	1.6	45
80 to 84	76	1.1	49
85+	61	0.9	40

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+

Top 5 segments represent **73.8%** of households in Petawawa



Rank: 1
Hhlds: 688
Hhld %: 25.58
% in Benchmark: 0.71
Index: 3,610

The lure of good jobs in the mining, oil and gas industries fueled the rise of All-Terrain Families, a suburban lifestyle found mostly in Alberta. These younger and middle-aged households are among the nation's most mobile, with many having moved recently. A majority of the maintainers are under 45 years old, and most of the children in these households are younger than 14 years old. With mixed education backgrounds, the adults here earn upper-middle incomes and own single-detached, semi-detached or row houses. In their free time, these families have high rates for fishing, camping, playing team sports and going to amusement parks, zoos and aquariums. For parents, weekend entertainment may involve a sports bar, rock concert or favourite steakhouse.



Rank: 2
Hhlds: 547
Hhld %: 20.36
% in Benchmark: 4.92
Index: 414

The second most affluent rural segment, Country Traditions is a collection of small communities scattered across the eastern half of Canada. In this segment, middle-aged, and older couples and families work at blue-collar and service sector jobs. Most own a recently built, single-detached house, along with a large pickup for backcountry driving. With half the maintainers over 55, these third-plus-generation Canadians enjoy old-fashioned pursuits like gardening, boating, fishing, camping and swimming. Self-reliant, they like to work with their hands, doing ambitious remodeling projects as well as traditional home crafts. With their teenage children, they make a strong market for toys, pets and sporting goods; a big splurge is attending a professional baseball or basketball game. Vacations often involve a cottage stay.



Rank: 3
Hhlds: 319
Hhld %: 11.85
% in Benchmark: 1.83
Index: 646

Found in mostly small- and medium-size cities, Juggling Acts features a mix of younger singles and young families, with higher-than-average rates for divorced individuals and lone-parent families. In their established neighbourhoods, half the householders are renters, typically living in semis, rows, duplexes, low-rise apartments and condominiums. Despite modest educational achievement, the adults have service sector, blue- and grey-collar jobs with lower-middle incomes. Residents here have high rates for going to bars and billiards parlours, fairs and cinemas, and for a weekend splurge they head to a sporting event, community theatre production, craft show or music festival. With money tight, these households often use coupons and shop at discount supermarkets for ingredients to make quick-and-easy meals. And many go online for media, mingling, dating and gaming.



Rank: 4
Hhlds: 219
Hhld %: 8.15
% in Benchmark: 2.02
Index: 403

Widely dispersed across Canada, Suburban Sports is one of the larger segments, a suburban refuge for younger and middle-aged families. Eight in ten households own a home, typically a singled-detached house or a duplex. The households are nearly evenly divided between couples and families, and maintainers range from 35 to 64, and children are of all ages. Most adults have completed high school or college and hold service sector and blue-collar jobs that provide solid, upper-middle-class incomes. No doubt, the presence of children affects the popularity of sports like baseball, basketball and swimming. Additionally, the adults like to bowl, golf and do pilates. Many enjoy watching sports, rooting for their favourite pro hockey, soccer and football teams.



Rank: 5
Hhlds: 213
Hhld %: 7.91
% in Benchmark: 4.31
Index: 184

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 5. These middle-aged adults have used their mostly high school and college educations to land a variety of blue-collar jobs. Their upper-middle incomes allow them to purchase single-detached houses and fill their garages with skiing, golfing and hockey equipment plus motorcycles, boats and camping trailers. A vacation means packing up the camper and hitting the road for one of Canada's parks.

Benchmark: Southern Ontario

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Trade Area: Petawawa



Strong Values

Values	Index
Parochialism	126
Attraction to Nature	123
Obedience to Authority	122
Technology Anxiety	118
Rejection of Orderliness	117
Sexual Permissiveness	115
Racial Fusion	114
Acceptance of Violence	113
Emotional Control	113
Ecological Fatalism	112



Descriptions | Top 3 Strong Values

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.

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.

Obedience to Authority

A belief in playing by the rules. The belief that persons or organizations in positions of authority should be deferred to at all times. A belief that there are rules in society and everyone should follow them. The feeling that young people in particular should be taught to obey authority rather than question it.



Weak Values

Values	Index
Pursuit of Intensity	73
Need for Status Recognition	81
Status via Home	82
Attraction For Crowds	83
Ecological Lifestyle	83
Global Consciousness	83
Importance of Aesthetics	84
Pursuit of Originality	84
Enthusiasm for Technology	85
Equal Relationship with Youth	85



Descriptions | Top 3 Weak Values

Pursuit of Intensity

Desire to live intensely. Also, a tendency to be guided less by reason and logic than by one's emotions, feelings and intuition. A need to constantly experience new sensations.

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".

Status via Home

Feeling a strong sense that one's home represents an extension of one's image. People strongest on this construct make great efforts to decorate and equip their homes in a manner that will impress others, and pay particular attention to the way they entertain in the home.

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: Petawawa

WealthScapes Households: 2,672

INCOME*

Household Income

\$ 119,261

Index 102

Household Disposable Income

\$ 93,072

Index 102

Household Discretionary Income

\$ 64,926

Index 103

Annual RRSP Contributions

\$ 3,265

Index 90

WEALTH*



Net Worth

%Holders

99.9% Index 100

Balance

\$351,107

Index 36

ASSETS*



Savings

%Holders

94.6% Index 58

Balance

\$59,385

Index 50



Investments

%Holders

53.3% Index 88

Balance

\$128,658

Index 33



Unlisted Shares

%Holders

7.2% Index 66

Balance

\$132,615

Index 22



Real Estate

%Holders

67.9% Index 89

Balance

\$543,012

Index 54



Liquid Assets

%Holders

98.4% Index 100

Balance

\$127,540

Index 35

DEBT*



Consumer Debt

%Holders

94.0% Index 100

Balance

\$48,257

Index 83



Mortgage Debt

%Holders

53.1% Index 113

Balance

\$202,302

Index 58

FINANCIAL RATIO



Debt:Asset

%Holders

0.30% Index 166

Benchmark: Southern Ontario

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%Holders represent where customers are found.

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

Index Colours: <80 80 - 110 110+

Trade Area: Petawawa

WealthScapes Households: 2,672

FINANCIAL RATIOS*



Debt: Asset

0.30

Index: 166



Debt: Liquid Assets

1.22

Index: 201



Consumer Debt - Discr. Income

0.70

Index: 82



Savings - Investments

0.83

Index: 155



Pension - Non-Pension Assets

0.58

Index: 334



Real Estate Assets - Liq. Assets

2.94

Index: 138



Mortgage - Real Estate Assets

0.29

Index: 136



Mortgage - Consumer Debt

2.37

Index: 78

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

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

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Petawawa

Households: 2,688

Total Aggregate Current Consumption: \$233,776,884

Average Current Consumption

\$86,971

Index: 104

Average Household Income










\$124,515

Index: 106

Average Disposable Income

\$96,873

Index: 106

 <p>Shelter</p> <p>Avg. Dollars/Household \$24,327 Index: 114</p> <p>Pct. of Total Expenditure 28.0% Index: 109</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$14,490 Index: 104</p> <p>Pct. of Total Expenditure 16.7% Index: 100</p>	 <p>Food</p> <p>Avg. Dollars/Household \$12,019 Index: 92</p> <p>Pct. of Total Expenditure 13.8% Index: 89</p>
 <p>Health Care</p> <p>Avg. Dollars/Household \$6,229 Index: 110</p> <p>Pct. of Total Expenditure 7.2% Index: 106</p>	 <p>Household Operation</p> <p>Avg. Dollars/Household \$6,035 Index: 101</p> <p>Pct. of Total Expenditure 6.9% Index: 96</p>	 <p>Recreation</p> <p>Avg. Dollars/Household \$5,436 Index: 110</p> <p>Pct. of Total Expenditure 6.3% Index: 105</p>
 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$5,085 Index: 117</p> <p>Pct. of Total Expenditure 5.8% Index: 112</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$3,625 Index: 110</p> <p>Pct. of Total Expenditure 4.2% Index: 106</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$3,515 Index: 100</p> <p>Pct. of Total Expenditure 4.0% Index: 96</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:

Households: 2,688

Average Household Income

\$124,515

Index 106

Average Food Expenditure

\$12,019

Index 92

Average Spend on Food
from Restaurants

\$4,653









Index 113

Average Spend on Food
from Stores

\$7,367

Index 83

Total Aggregate Food Expenditure: \$ 32,307,535

 <p>Bakery</p> <p>Avg. Dollars/Household \$548 Index 82</p> <p>Pct. of Total Expenditure 7.4% Index 99</p>	 <p>Cereal Products</p> <p>Avg. Dollars/Household \$356 Index 91</p> <p>Pct. of Total Expenditure 4.8% Index 110</p>	 <p>Fruit and nuts</p> <p>Avg. Dollars/Household \$692 Index 71</p> <p>Pct. of Total Expenditure 9.4% Index 86</p>
 <p>Vegetables</p> <p>Avg. Dollars/Household \$845 Index 81</p> <p>Pct. of Total Expenditure 11.5% Index 97</p>	 <p>Dairy products & Eggs</p> <p>Avg. Dollars/Household \$951 Index 84</p> <p>Pct. of Total Expenditure 12.9% Index 102</p>	 <p>Meat</p> <p>Avg. Dollars/Household \$1,571 Index 84</p> <p>Pct. of Total Expenditure 21.3% Index 101</p>
 <p>Fish & Seafood</p> <p>Avg. Dollars/Household \$112 Index 50</p> <p>Pct. of Total Expenditure 1.5% Index 60</p>	 <p>Beverages & Other Food</p> <p>Avg. Dollars/Household \$2,291 Index 89</p> <p>Pct. of Total Expenditure 31.1% Index 107</p>	

Benchmark: Southern Ontario

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

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

Trade Area: Petawawa

Household Population 14+: 5,411

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	11.7	12.9	90
Going to restaurants, bars or night clubs	63.1	60.8	104
Having physical Contact with family and friends	64.1	64.2	100
Participating in group activities	46.5	43.1	108
Partying	20.1	20.7	97
Seeing family and friends in person	68.3	69.6	98
Entertainment			
Attending events, festivals or concerts	39.7	44.8	89
Attending sports events (excludes professional sports)	19.6	21.7	90
Attending to professional sports events or games	25.4	27.4	93
Going to the movies	45.6	47.3	96
Movement & Travel			
Driving more	18.7	17.6	107
Shopping in-store	45.7	49.8	92
Spending time outdoors	38.8	39.4	99
Travelling outside of Canada/ abroad	60.0	56.5	106
Travelling within Canada	57.7	55.9	103
Using public transit	7.8	12.5	63
Personal			
Getting back to old habits	37.4	40.0	93
Going to a salon, barber shop or spa	35.3	40.1	88
Going to the gym	22.9	22.2	103
Education/Work			
Children going back to school	17.9	20.3	88
Going back to work	12.7	14.2	90

Benchmark: Southern Ontario

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(Base used for Index calculations)

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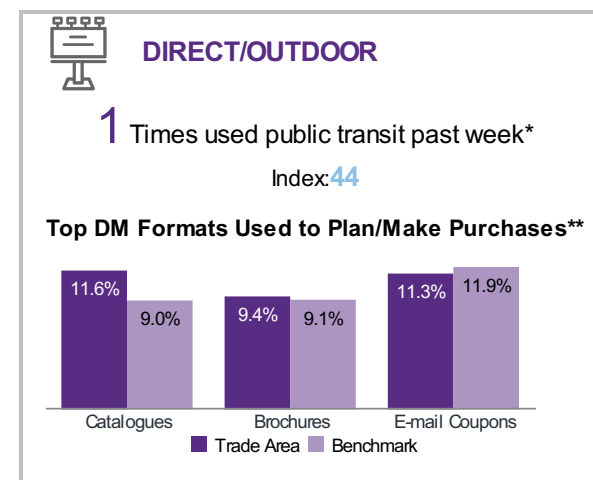
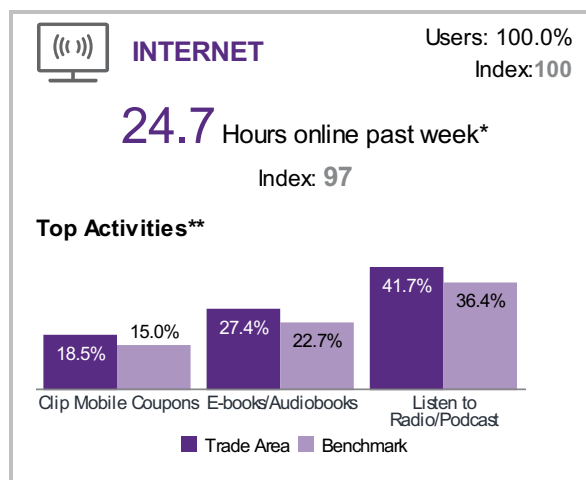
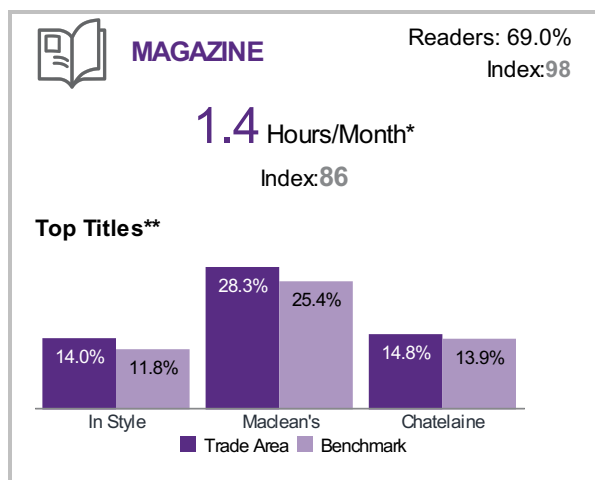
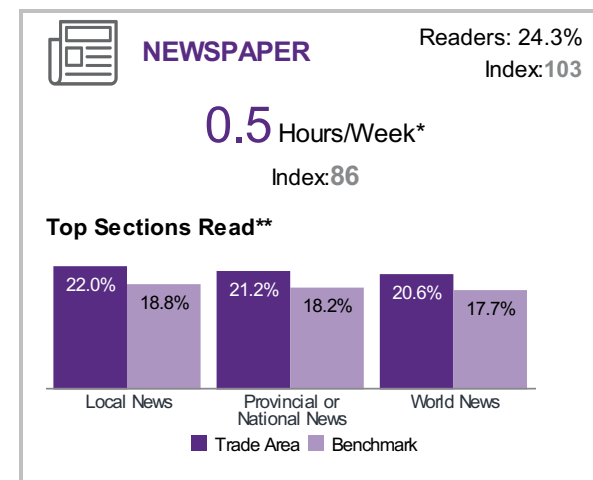
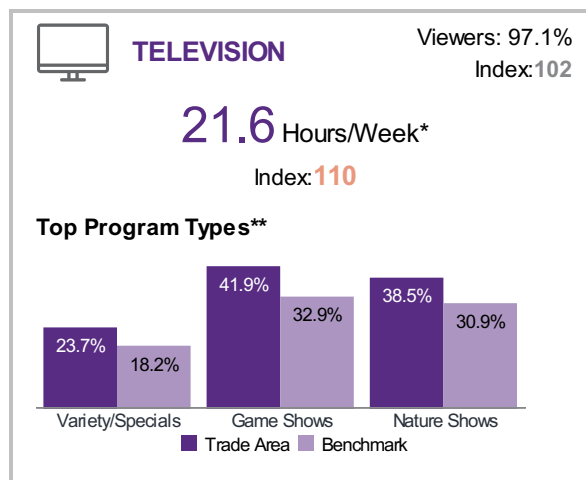
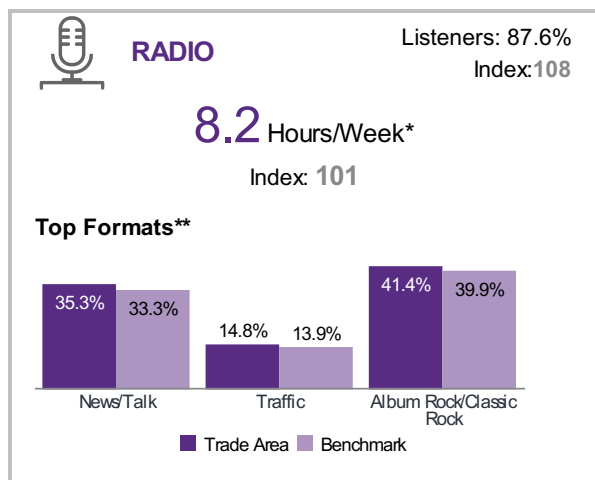
Media and Social Media Overview

Behavioural - Vividata | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Petawawa

Household Population 14+: 5,411



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

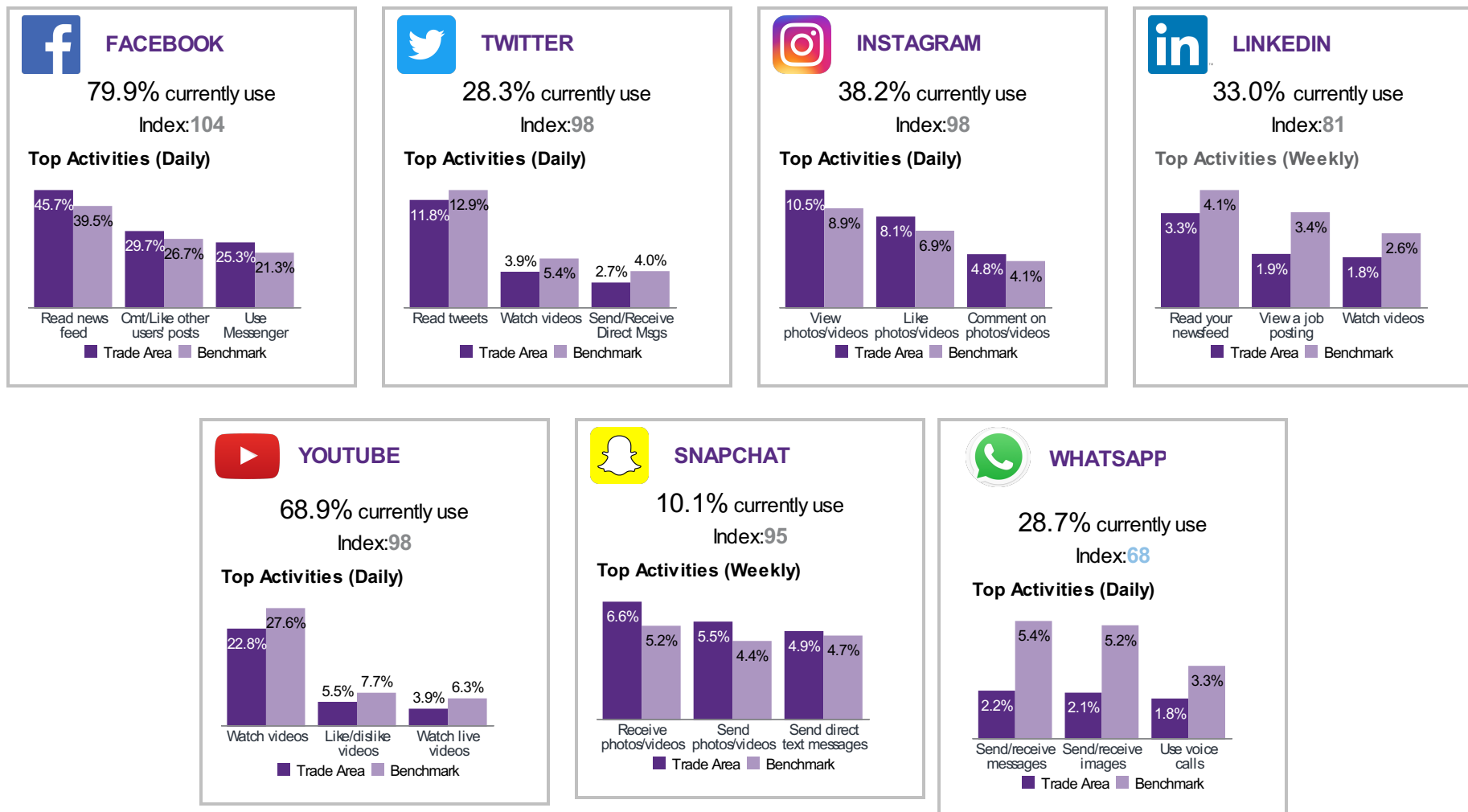
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Petawawa

Household Population 18+:5,101



Benchmark: Southern Ontario

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Chosen and ranked by percent composition.

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

Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Usage

ENVIRONICS
ANALYTICS

Trade Area: Petawawa

Household Population 18+:5,101

FRIENDS IN ALL SM NETWORKS



37.2%

Index:96

0-49 friends

FREQUENCY OF USE (DAILY)



60.9%

Index:111

Facebook

BRAND INTERACTION



35.3%

Index:117

Like brand on Facebook

NO. OF BRANDS INTERACTED

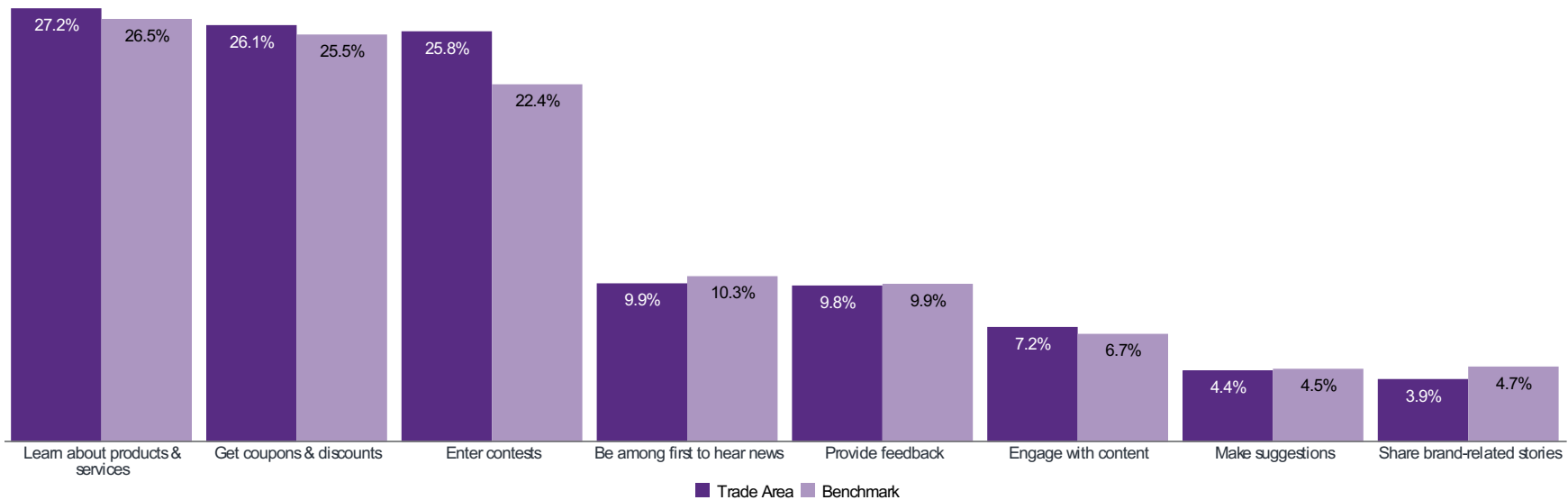


32.8%

Index:112

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+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Petawawa

Total Household Population 18+: 5,101



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

% Comp **86.4** Index **100**



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

% Comp **48.1** Index **108**



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

% Comp **83.4** Index **100**



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

% Comp **39.0** Index **101**



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

% Comp **55.2** Index **102**



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

% Comp **25.5** Index **95**

Benchmark: Southern Ontario

Ranked by percent composition.

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

ENVIRONICS
ANALYTICS

Trade Area: Petawawa

Total Household Population 18+: 5,101

PURCHASE DECISION FACTORS



88.7%

Index: 105

Product quality

ONLINE PURCHASE PREFERENCE



17.7%

Index: 125

Event tickets via Mobile Phone

CUSTOMER SERVICE ONLINE



28.6%

Index: 109

Govt. services

FORM OF PAYMENT ONLINE



Debit Card

5.9%

Index: 95



Credit Card

59.5%

Index: 95

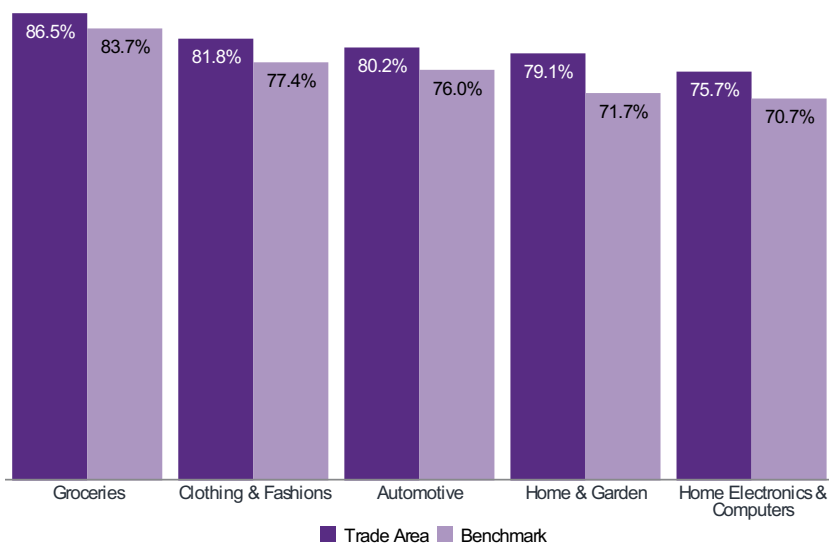


Third Party

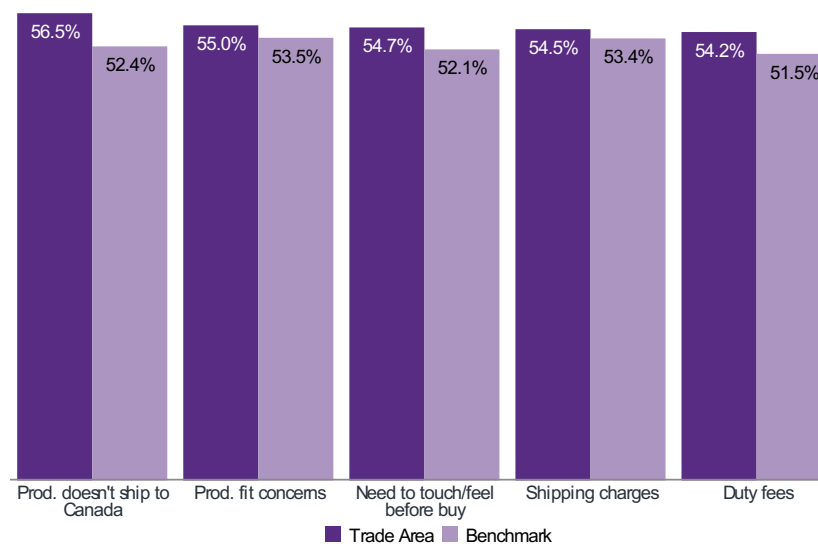
7.9%

Index: 136

IN-STORE PURCHASE PREFERENCE - Top 5



IN-STORE PURCHASE REASON - Top 5



Benchmark: Southern Ontario

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*Ranked by percent with minimum 5% composition.

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Clothing & Fashions Deep Dive

ENVIRONICS
ANALYTICS

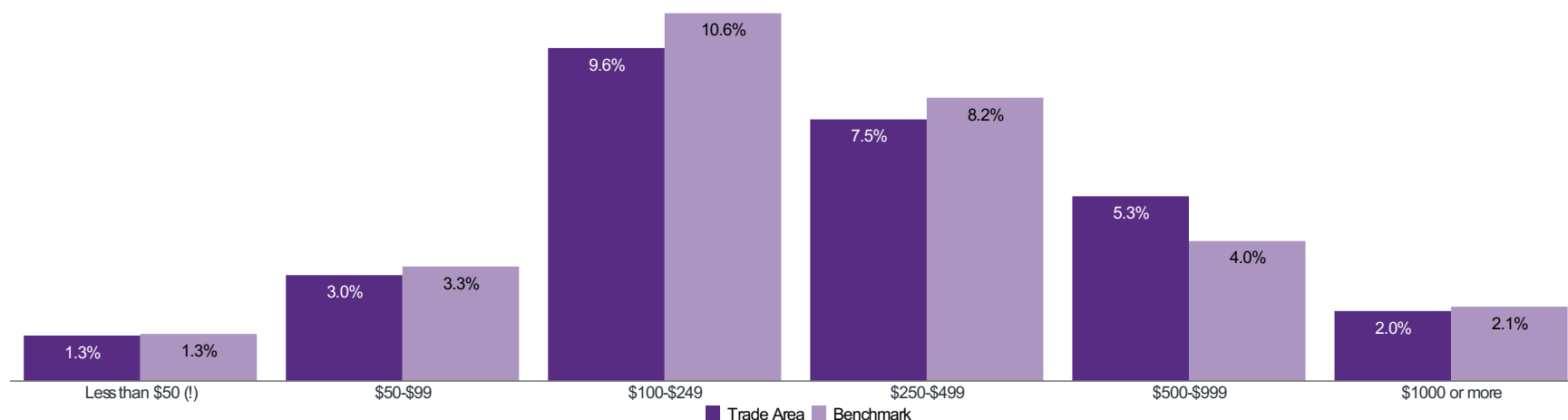
Trade Area:

Total Household Population 18+: 5,101

BEHAVIOURAL PREFERENCES BY CHANNEL

 CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	69.2% Index:104	34.8% Index:102	14.3% Index:113	2.3% Index:78
Purchase preference	81.8% Index:106	28.3% Index:100	9.5% Index:102	1.4% Index:58
Customer Service	71.7% Index:112	12.5% Index:83	3.5% Index:74	20.3% Index:95

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

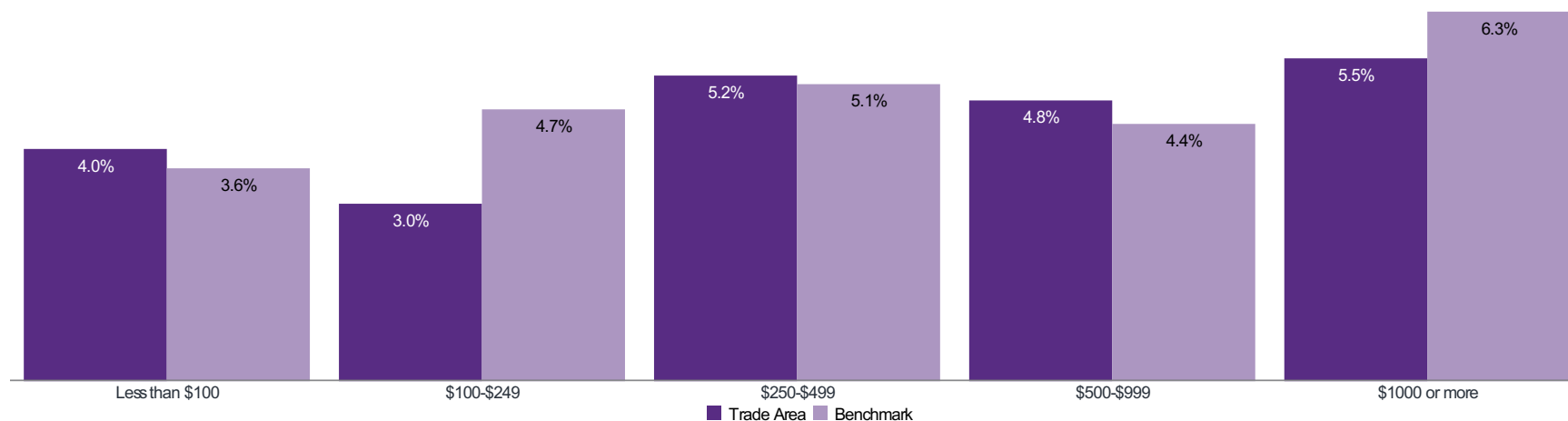
Trade Area:

Total Household Population 18+: 5,101

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	55.4% Index:103	50.5% Index:101	18.6% Index:124	6.8% Index:88
Purchase preference	75.7% Index:107	36.6% Index:97	10.4% Index:102	3.9% Index:67
Customer Service	67.0% Index:113	20.9% Index:103	6.1% Index:104	37.3% Index:103

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours: <80 80 - 110 110+

Opticks eShopper | Gift Cards Deep Dive

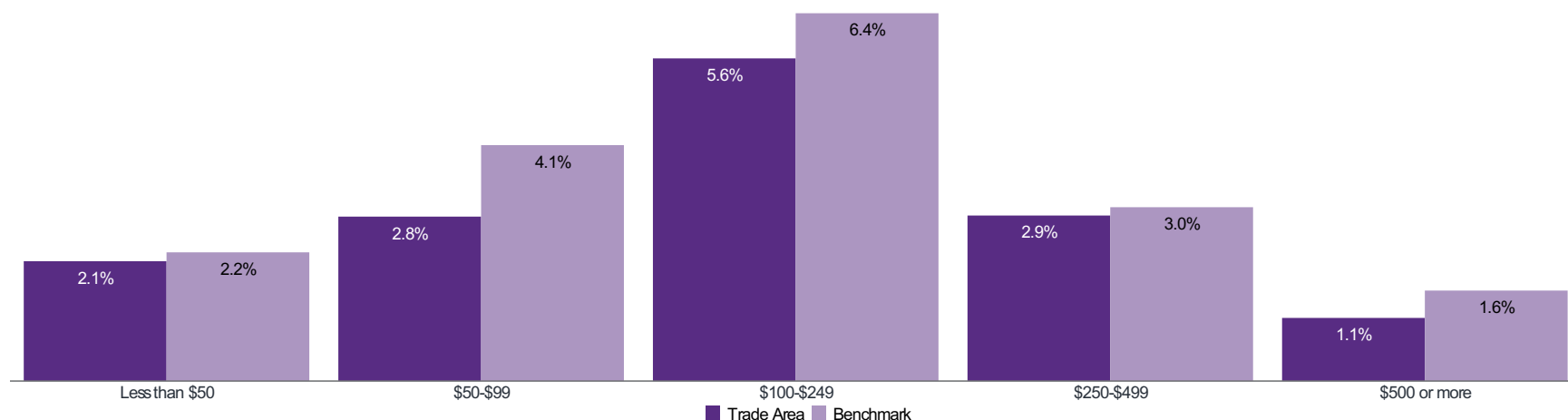
Trade Area:

Total Household Population 18+: 5,101

BEHAVIOURAL PREFERENCES BY CHANNEL

 GIFT CARDS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	49.5% Index:104	28.2% Index:91	10.9% Index:112	1.8% Index:52
Purchase preference	63.2% Index:107	25.9% Index:87	9.6% Index:114	2.5% Index:88
Customer Service	47.1% Index:109	15.6% Index:89	5.2% Index:109	25.3% Index:93

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

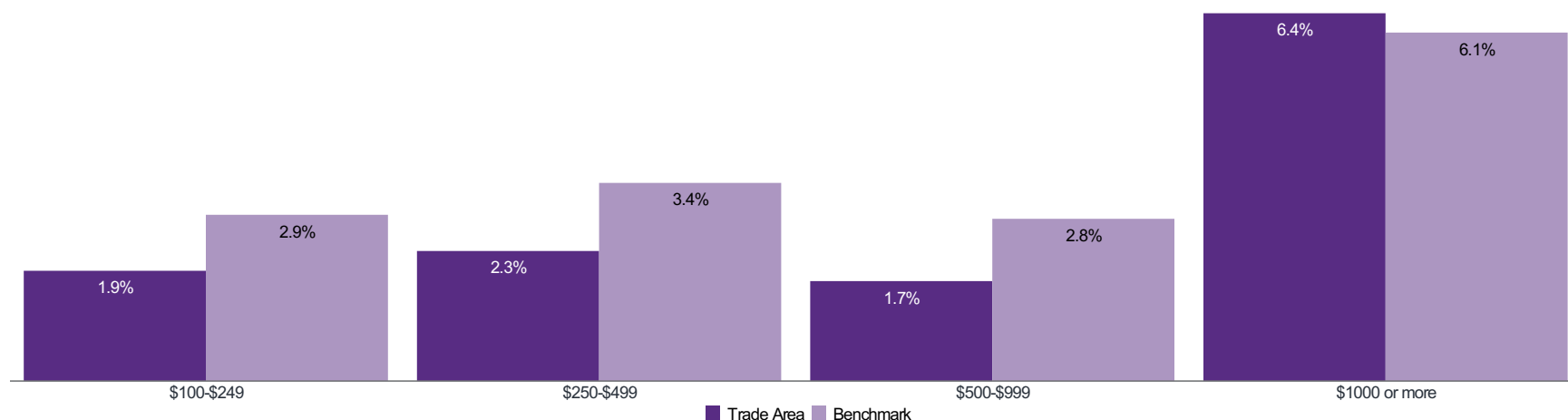
Trade Area:

Total Household Population 18+: 5,101

BEHAVIOURAL PREFERENCES BY CHANNEL

 GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	76.4% Index:104	19.3% Index:97	11.1% Index:124	1.2% Index:49
Purchase preference	86.5% Index:103	12.0% Index:85	6.0% Index:110	1.2% Index:54
Customer Service	76.3% Index:109	6.3% Index:68	2.4% Index:66	14.8% 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 | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

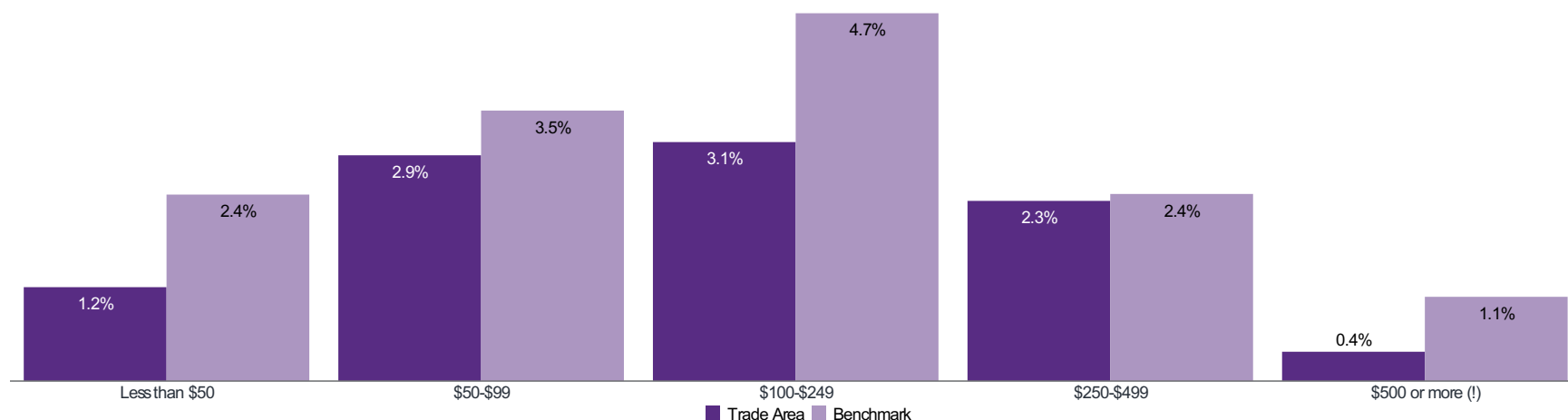
Trade Area:

Total Household Population 18+: 5,101

BEHAVIOURAL PREFERENCES BY CHANNEL

 BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	39.7% Index:107	16.2% Index:83	7.9% Index:105	1.4% Index:51
Purchase preference	50.4% Index:107	14.3% Index:83	3.6% Index:61	1.3% Index:51
Customer Service	42.7% Index:113	9.6% Index:90	3.2% Index:81	13.4% Index:85

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

ENVIRONICS
ANALYTICS

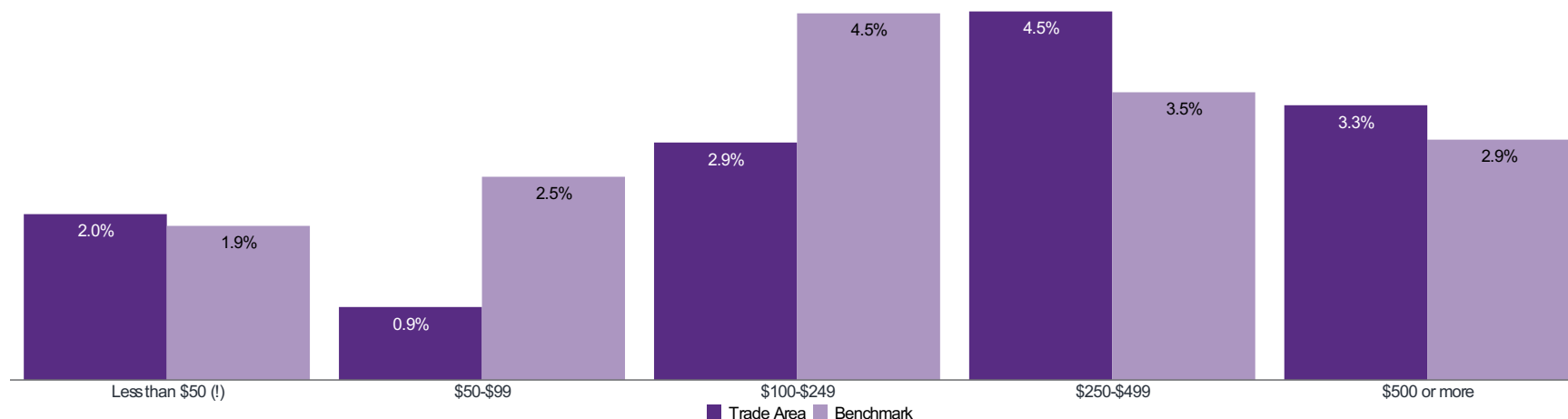
Trade Area:

Total Household Population 18+: 5,101

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	61.8% Index:108	33.3% Index:99	12.1% Index:116	4.5% Index:95
Purchase preference	79.1% Index:110	20.1% Index:98	6.0% Index:105	2.6% Index:73
Customer Service	66.9% Index:116	10.1% Index:80	4.0% Index:97	25.6% Index:110

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

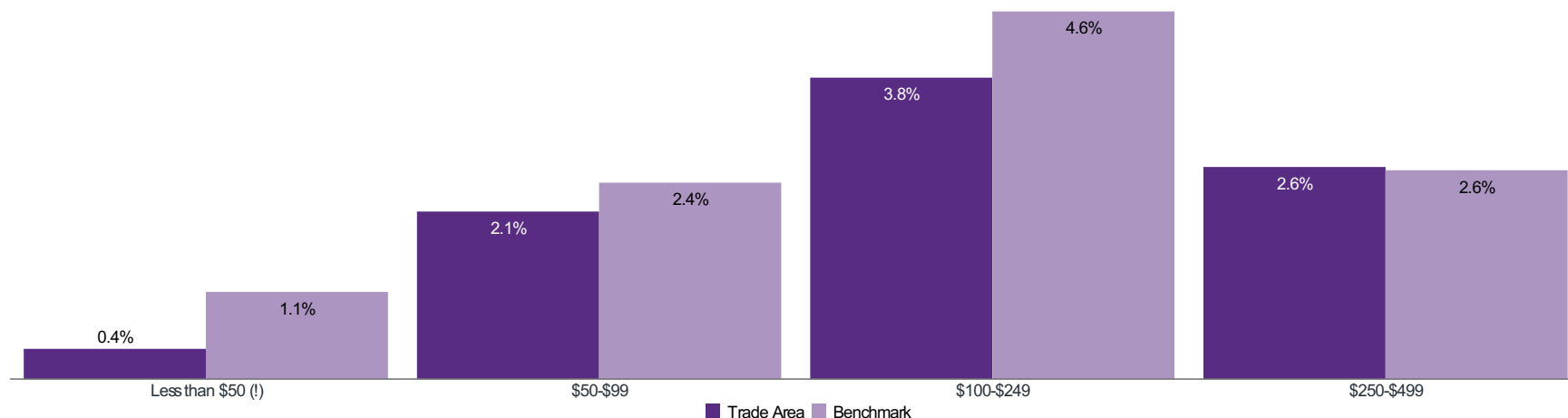
Trade Area:

Total Household Population 18+: 5,101

BEHAVIOURAL PREFERENCES BY CHANNEL

SPORTING GOODS	BEHAVIOURAL PREFERENCES BY CHANNEL			
	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	46.8% Index: 114	30.5% Index: 107	12.6% Index: 123	3.9% Index: 123
Purchase preference	58.7% Index: 111	21.7% Index: 102	7.9% Index: 115	2.7% Index: 101
Customer Service	53.1% Index: 122	10.7% Index: 84	3.6% Index: 89	20.2% Index: 96

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

ENVIRONICS
ANALYTICS

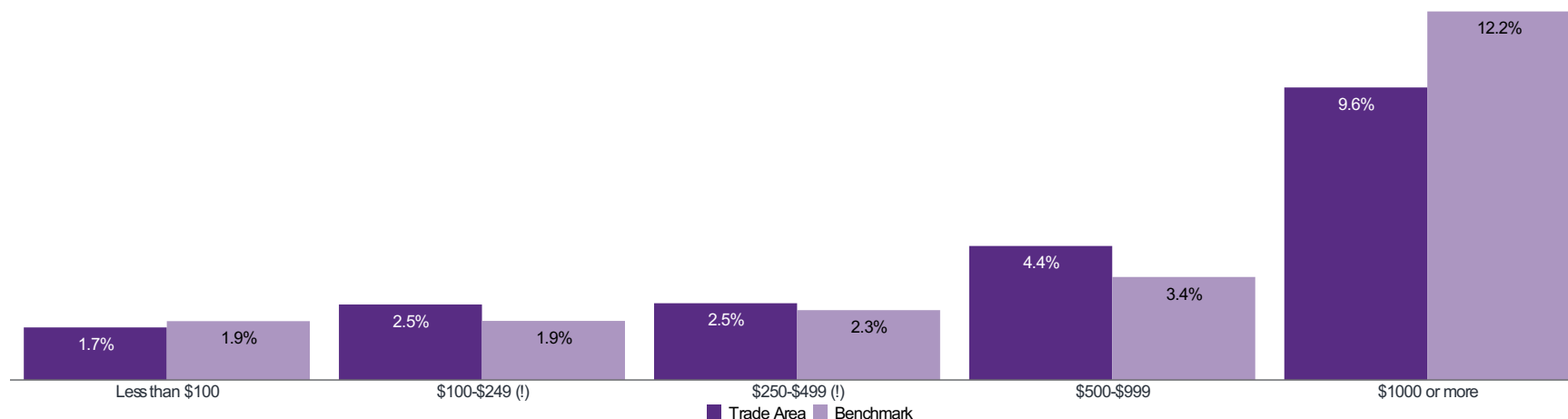
Trade Area:

Total Household Population 18+: 5,101

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	Talking to someone via phone
Gather information	19.7% Index: 96	58.5% Index: 102	18.4% Index: 124	20.0% Index: 111
Purchase preference	30.2% Index: 106	53.9% Index: 104	13.7% Index: 119	21.9% Index: 110
Customer Service	36.6% Index: 120	26.6% Index: 107	6.5% Index: 95	46.7% Index: 102

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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Store Loyalty

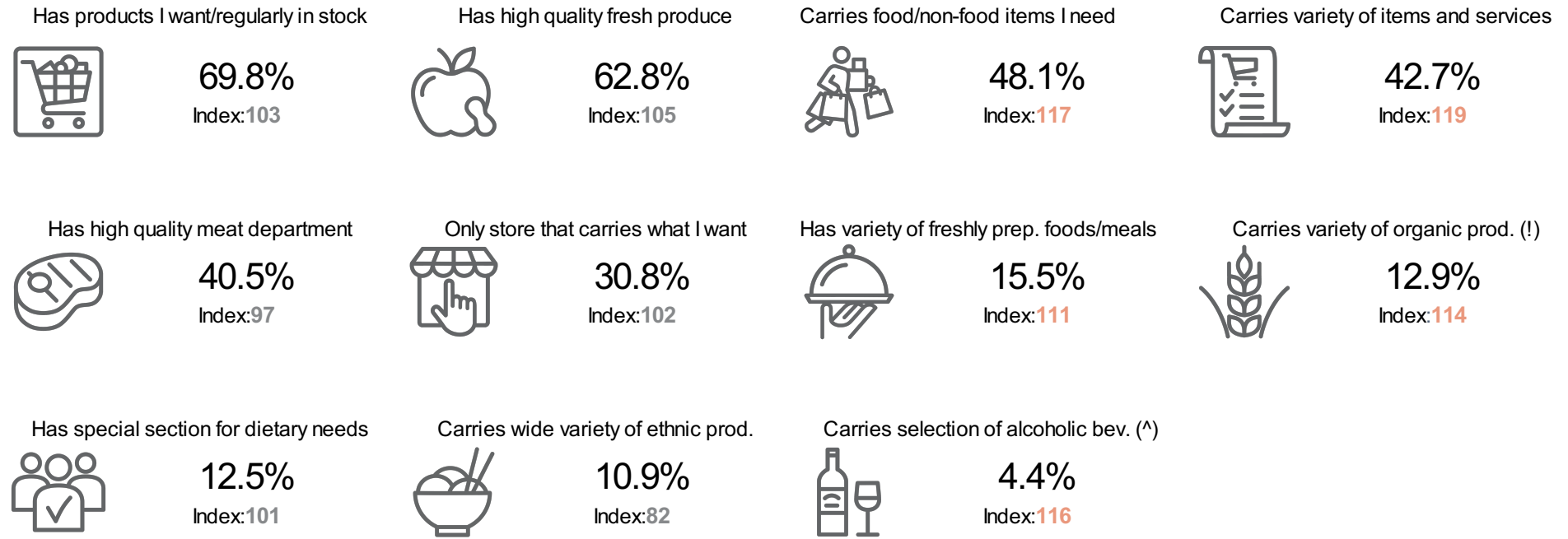
ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Petawawa

Households: 2,725

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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Trade Area: Petawawa

Households: 2,725

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



59.0%

Index: 99

Organized layout makes it easy to shop



45.0%

Index: 108

Easy to get in and get out quickly



42.4%

Index: 99

Short checkout lines/fast checkout



41.6%

Index: 117

Staff are friendly and knowledgeable



35.3%

Index: 105

Has extended hours



29.7%

Index: 108

I like the store ambiance



23.4%

Index: 117

Has self-checkout



17.4%

Index: 127

Offers an online shopping option (!)



10.9%

Index: 123

Benchmark: Southern Ontario

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

ENVIRONICS
ANALYTICS

Trade Area: Petawawa

Households: 2,725

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Discover good value when shopping



71.6%

Index: 108

Store has great sales and promotions



71.1%

Index: 105

Store has the lowest prices overall



59.5%

Index: 103

Store has a customer loyalty card program



55.1%

Index: 111

Has loyalty prog. app and offers pers. promos



41.0%

Index: 140

I'm loyal to their store brands



25.2%

Index: 110

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	36.8	40.2	0.1 92
Leave the store and buy it elsewhere	30.8	30.9	0.1 100
Purchase another brand	20.4	21.2	0.1 96
Purchase another size or variety of the same brand (!)	12.0	7.7	0.1 155

Benchmark: Southern Ontario

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(^) 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 Petawawa Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2019				Summer 2019				Fall 2019				Winter 2019				Full Year 2019			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
Total		19,580,782	100%	52,762	100%	0.27%	100	55,813	100%	0.29%	100	45,617	100%	0.23%	100	50,056	100%	0.26%	100	80,812	100%	0.41%	100
3547076	Petawawa, ON (T)	13,806	0.07%	12,338	23.38%	89.37%	33166	12,146	21.76%	87.98%	30865	11,527	25.27%	83.49%	35839	12,407	24.79%	89.86%	35153	13,084	16.19%	94.77%	22962
3506008	Ottawa, ON (CV)	884,557	4.52%	4,602	8.72%	0.52%	193	5,404	9.68%	0.61%	214	4,076	8.94%	0.46%	198	4,821	9.63%	0.54%	213	9,656	11.95%	1.09%	265
3547064	Pembroke, ON (CY)	11,782	0.06%	5,377	10.19%	45.64%	16937	6,031	10.81%	51.19%	17960	5,805	12.72%	49.27%	21148	4,513	9.02%	38.30%	14983	7,253	8.98%	61.56%	14916
3547075	Laurentian Valley, ON (TP)	7,884	0.04%	4,878	9.24%	61.87%	22961	3,908	7.00%	49.57%	17392	3,615	7.92%	45.85%	19680	4,195	8.38%	53.21%	20813	4,982	6.16%	63.19%	15310
3547096	Deep River, ON (T)	3,693	0.02%	2,059	3.90%	55.76%	20693	2,417	4.33%	65.44%	22958	2,267	4.97%	61.39%	26350	2,037	4.07%	55.15%	21575	2,918	3.61%	79.01%	19145
3547056	Whitewater Region, ON (TP)	5,969	0.03%	2,086	3.95%	34.95%	12969	2,023	3.62%	33.88%	11888	1,525	3.34%	25.54%	10963	1,691	3.38%	28.32%	11080	2,789	3.45%	46.72%	11320
3547090	Laurentian Hills, ON (T)	2,317	0.01%	1,412	2.68%	60.94%	22616	1,910	3.42%	82.44%	28922	1,720	3.77%	74.22%	31858	1,604	3.20%	69.21%	27072	2,053	2.54%	88.61%	21470
3520005	Toronto, ON (C)	2,577,758	13.16%	810	1.54%	0.03%	12	1,031	1.85%	0.04%	14	578	1.27%	0.02%	10	314	0.63%	0.01%	5	1,422	1.76%	0.06%	13
2481017	Gatineau, QC (V)	240,194	1.23%	876	1.66%	0.36%	135	751	1.35%	0.31%	110	671	1.47%	0.28%	120	776	1.55%	0.32%	126	1,334	1.65%	0.56%	135
3553005	Greater Sudbury / Grand Sudbury, ON (CV)	141,597	0.72%	650	1.23%	0.46%	170	530	0.95%	0.37%	131	384	0.84%	0.27%	116	397	0.79%	0.28%	110	1,140	1.41%	0.80%	195

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Petawawa 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
5,273	4,852	92.0	4,906	93.0	4,272	81.0	4,562	86.5	5,033	95.4

2019 Petawawa 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	85,043	5,033	5.9	80,010	94.1

2020 Petawawa Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2020				Summer 2020				Fall 2020				Winter 2020				Full Year 2020			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
Total		19,580,782	100%	40,649	100%	0.21%	100	50,557	100%	0.26%	100	44,569	100%	0.23%	100	41,132	100%	0.21%	100	69,490	100%	0.35%	100
3547076	Petawawa, ON (T)	13,806	0.07%	12,533	30.83%	90.78%	43727	12,496	24.72%	90.51%	35055	12,815	28.75%	92.82%	40779	10,874	26.44%	78.76%	37495	13,565	19.52%	98.26%	27687
3506008	Ottawa, ON (CV)	884,557	4.52%	2,960	7.28%	0.33%	161	4,438	8.78%	0.50%	194	2,487	5.58%	0.28%	124	3,287	7.99%	0.37%	177	7,540	10.85%	0.85%	240
3547064	Pembroke, ON (CY)	11,782	0.06%	5,955	14.65%	50.54%	24346	5,699	11.27%	48.37%	18733	6,436	14.44%	54.62%	23999	4,895	11.90%	41.54%	19777	7,172	10.32%	60.87%	17153
3547075	Laurentian Valley, ON (TP)	7,884	0.04%	4,285	10.54%	54.34%	26178	3,840	7.60%	48.71%	18865	3,873	8.69%	49.13%	21584	4,138	10.06%	52.48%	24984	5,034	7.24%	63.85%	17992
3547096	Deep River, ON (T)	3,693	0.02%	2,387	5.87%	64.62%	31129	2,415	4.78%	65.39%	25326	2,431	5.45%	65.83%	28920	2,200	5.35%	59.57%	28360	2,946	4.24%	79.77%	22476
3547056	Whitewater Region, ON (TP)	5,969	0.03%	1,344	3.31%	22.51%	10843	1,513	2.99%	25.35%	9819	1,711	3.84%	28.67%	12595	1,145	2.78%	19.18%	9130	1,936	2.79%	32.43%	9138
3520005	Toronto, ON (C)	2,577,758	13.16%	186	0.46%	0.01%	3	1,376	2.72%	0.05%	21	811	1.82%	0.03%	14	131	0.32%	0.01%	2	1,618	2.33%	0.06%	18
3547090	Laurentian Hills, ON (T)	2,317	0.01%	1,319	3.25%	56.94%	27426	1,091	2.16%	47.08%	18232	1,118	2.51%	48.25%	21198	1,406	3.42%	60.69%	28892	1,549	2.23%	66.86%	18841
2481017	Gatineau, QC (V)	240,194	1.23%	586	1.44%	0.24%	117	784	1.55%	0.33%	126	628	1.41%	0.26%	115	566	1.38%	0.24%	112	1,224	1.76%	0.51%	144
3547070	North Algona Wilberforce, ON (TP)	2,451	0.01%	449	1.11%	18.33%	8829	571	1.13%	23.32%	9030	892	2.00%	36.40%	15993	650	1.58%	26.52%	12624	1,044	1.50%	42.59%	12000

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Petawawa 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
5,273	5,137	97.4	4,680	88.8	4,958	94.0	4,769	90.5	5,317	100.8

2020 Petawawa 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	71,710	5,317	7.4	66,393	92.6

2021 Petawawa Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2021				Summer 2021				Fall 2021				Winter 2021				Full Year 2021			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
Total		19,580,782	100%	32,666	100%	0.17%	100	57,580	100%	0.29%	100	48,749	100%	0.25%	100	43,731	100%	0.22%	100	73,518	100%	0.38%	100
3547076	Petawawa, ON (T)	13,806	0.07%	9,484	29.03%	68.70%	41179	10,332	17.94%	74.84%	25449	10,693	21.94%	77.46%	31111	12,397	28.35%	89.80%	40207	11,906	16.20%	86.24%	22969
3506008	Ottawa, ON (CV)	884,557	4.52%	1,918	5.87%	0.22%	130	5,448	9.46%	0.62%	209	4,914	10.08%	0.56%	223	2,652	6.06%	0.30%	134	8,342	11.35%	0.94%	251
3547064	Pembroke, ON (CY)	11,782	0.06%	3,765	11.53%	31.96%	19156	6,928	12.03%	58.80%	19995	6,603	13.54%	56.04%	22509	5,293	12.10%	44.93%	20116	6,890	9.37%	58.48%	15576
3547075	Laurentian Valley, ON (TP)	7,884	0.04%	3,025	9.26%	38.37%	22998	4,960	8.61%	62.91%	21394	5,095	10.45%	64.63%	25958	4,108	9.39%	52.10%	23329	4,924	6.70%	62.46%	16636
3547056	Whitewater Region, ON (TP)	5,969	0.03%	1,644	5.03%	27.54%	16507	1,741	3.02%	29.17%	9919	1,687	3.46%	28.27%	11354	2,996	6.85%	50.19%	22474	3,057	4.16%	51.21%	13640
3547096	Deep River, ON (T)	3,693	0.02%	2,053	6.28%	55.58%	33315	2,705	4.70%	73.25%	24908	2,611	5.36%	70.70%	28396	2,501	5.72%	67.72%	30324	2,974	4.05%	80.54%	21452
3520005	Toronto, ON (C)	2,577,758	13.16%	581	1.78%	0.02%	14	653	1.13%	0.03%	9	932	1.91%	0.04%	15	101	0.23%	0.00%	2	1,557	2.12%	0.06%	16
2481017	Gatineau, QC (V)	240,194	1.23%	490	1.50%	0.20%	122	879	1.53%	0.37%	124	699	1.43%	0.29%	117	267	0.61%	0.11%	50	1,258	1.71%	0.52%	139
3547048	Renfrew, ON (T)	7,238	0.04%	244	0.75%	3.38%	2025	705	1.22%	9.74%	3311	565	1.16%	7.81%	3137	491	1.12%	6.78%	3034	983	1.34%	13.59%	3618
3547035	Bonnechere Valley, ON (TP)	3,543	0.02%	648	1.98%	18.28%	10955	696	1.21%	19.65%	6682	489	1.00%	13.81%	5549	478	1.09%	13.50%	6043	960	1.31%	27.09%	7215

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Petawawa 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
5,273	4,454	84.5	4,888	92.7	5,433	103.0	5,017	95.1	5,454	103.4

2021 Petawawa 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	78,166	5,454	7.0	72,712	93.0

Top 5 segments represent **42.2%** of visitors in Southern Ontario

 <p>26 COUNTRY TRADITIONS</p> <p>R1 RURAL MIDDLE-CLASS F3</p> <p>Rural, upper-middle-income couples and families</p>	<p>Rank: 1</p> <p>Visitors: 7,424</p> <p>Visitors %: 12.60</p> <p>% in Benchmark: 4.95</p> <p>Index: 255</p>	<p>The second most affluent rural segment, Country Traditions is a collection of small communities scattered across the eastern half of Canada. In this segment, middle-aged, and older couples and families work at blue-collar and service sector jobs. Most own a recently built, single-detached house, along with a large pickup for backcountry driving. With half the maintainers over 55, these third-plus-generation Canadians enjoy old-fashioned pursuits like gardening, boating, fishing, camping and swimming. Self-reliant, they like to work with their hands, doing ambitious remodeling projects as well as traditional home crafts. With their teenage children, they make a strong market for toys, pets and sporting goods; a big splurge is attending a professional baseball or basketball game. Vacations often involve a cottage stay.</p>
 <p>49 BACKCOUNTRY BOOMERS</p> <p>R2 RURAL MIDDLE-CLASS M2</p> <p>Rural, lower-middle-income older couples and singles</p>	<p>Rank: 2</p> <p>Visitors: 5,507</p> <p>Visitors %: 9.34</p> <p>% in Benchmark: 1.09</p> <p>Index: 853</p>	<p>A collection of remote villages mainly in the Atlantic provinces, Backcountry Boomers is about as rural as it gets. These households are mostly older, empty-nesting couples and those living alone. Forty percent of maintainers are over 65, most adults are out of the labour force and nearly three-quarters of households contain only one or two people. Incomes are modest, but they're enough for households to own a single-detached house and enjoy an unpretentious lifestyle. These Canadians like to fish, hunt and garden, for the camaraderie as much as the opportunity to put food on the table. Their hobbies are the old-fashioned variety: crafts, knitting and collecting coins and stamps. Despite their remote communities, they prefer in-store shopping to e-commerce.</p>
 <p>41 DOWN TO EARTH</p> <p>R2 RURAL MIDDLE-CLASS M1</p> <p>Older, middle-income rural couples and families</p>	<p>Rank: 3</p> <p>Visitors: 4,277</p> <p>Visitors %: 7.26</p> <p>% in Benchmark: 3.08</p> <p>Index: 235</p>	<p>The largest PRIZM segment with nearly 400,000 households, Down to Earth consists of older couples and families found in rural communities across the country. Eight out of ten adults are homeowners, typically owning single-detached homes. The majority of maintainers are over 55 years old. And most households earn average incomes from a mix of blue-collar and service sector jobs. With more than 80 percent of households third-plus-generation Canadians, they share a tradition-bound lifestyle: many spend their leisure time close to home and nature, enjoying sewing, knitting, bird-watching and snowmobiling. Their yards often have a small collection of trucks, cars, boats, ATVs and RVs. Not surprisingly, these older folks have traditional media patterns, favouring TV sports, country music radio, gardening magazines and community newspapers.</p>
 <p>45 SLOW-LANE SUBURBS</p> <p>S6 SUBURBAN M1</p> <p>Older, middle-income singles and couples</p>	<p>Rank: 4</p> <p>Visitors: 4,271</p> <p>Visitors %: 7.25</p> <p>% in Benchmark: 1.78</p> <p>Index: 407</p>	<p>Slow-Lane Suburbs consists of a mix of older singles and couples living in the suburbs of midsize cities. Most maintainers are over 55, and those still in the labour force typically hold service sector and white-collar jobs. With their high school and college educations yielding middle incomes, nearly three-quarters of adults own inexpensive single-detached houses. More than three-quarters of residents are third-plus-generation Canadians, and they enjoy time-honoured outdoor activities like fishing, hunting and camping. Many have time on their hands to go to casinos, community theatres and beer, food and wine festivals. For excitement, they like attending an auto race or golf event. A prime market for traditional media, they respond to marketing messages that recognize their frugal habits.</p>
 <p>24 ALL-TERRAIN FAMILIES</p> <p>S3 SUBURBAN Y3</p> <p>Younger and middle-aged suburban families</p>	<p>Rank: 5</p> <p>Visitors: 3,376</p> <p>Visitors %: 5.73</p> <p>% in Benchmark: 0.72</p> <p>Index: 796</p>	<p>The lure of good jobs in the mining, oil and gas industries fueled the rise of All-Terrain Families, a suburban lifestyle found mostly in Alberta. These younger and middle-aged households are among the nation's most mobile, with many having moved recently. A majority of the maintainers are under 45 years old, and most of the children in these households are younger than 14 years old. With mixed education backgrounds, the adults here earn upper-middle incomes and own single-detached, semi-detached or row houses. In their free time, these families have high rates for fishing, camping, playing team sports and going to amusement parks, zoos and aquariums. For parents, weekend entertainment may involve a sports bar, rock concert or favourite steakhouse.</p>

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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