

DEMOGRAPHIC SNAPSHOT

DEMOSTATS 2017

1,980,931
Total Population

53.1 YEARS
Median age of household maintainer (101)

3+ PERSONS
57.3 % of HHs have 3or more people (**135**)

\$119,647
Average Household Income (**116**)

648,180
Total Households

ESTABLISHED FAMILIES
56.0% of HHs have children at home (**128**)

31.0%
Have a university degree or higher (105)

HIGH DIVERSITY
36.5% are visible minorities (**132**)

KEY SOCIAL VALUES

SOCIAL VALUES 2017

STRONG VALUES

WEAK VALUES

Ostentatious Consumption	120	80
Status via Home	116	84
Religiosity	115	87
Need for Status Recognition	114	88
Traditional Family	113	90
Legacy	113	90

Fulfilment Through Work
Brand Apathy
Search for Roots
Cultural Assimilation
Ecological Concern
Utilitarian Consumerism

ATTRACTION FOR CROWDS
100

ATTRACTION TO NATURE
77

CULTURAL SAMPLING
115

ECOLOGICAL LIFESTYLE
93

See Social Values glossary for full definitions

MEDIA HABITS

OPTICKS NUMREIS 2017

SOCIAL MEDIA USAGE

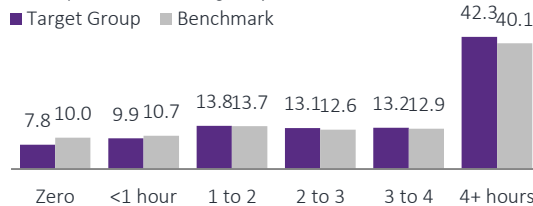
% who currently use

f	g+	Instagram
57.7% (101)	26.9% (103)	23.3% (116)
in	pin	Twitter
16.5% (104)	18.7% (105)	19.9% (110)

TIME SPENT ONLINE

Hours spend on an average day

■ Target Group ■ Benchmark



TOP MEDIA FORMATS

% of population

NEWSPAPER SECTIONS	%	INDEX
Local news	59.3	95
National news	56.8	97
World news	53.4	97
Movie & entertainment	38.2	94
Health	35.9	97

Read occasionally or frequently

WEBSITES VISITED

% who visited, Past month

INDEX

Maps	58.5	102
Banking	52.4	98
Social network	54.4	104
News sites	38.2	99
food/recipes	36.4	104
Streaming TV	27.5	104
Research products	26.5	102
Gaming	25.5	107
Health	25.0	106
Product or service	23.5	102

DIRECT & OUTDOOR

% of population

42.1% Use flyers delivered to the door by mail (96)	32.0% Use online flyers (100)
23.3% Use local store catalogue (93)	49.9% Noticed billboards (102)
52.0% Drive from home to work (110)	25.8 MINS Average drive each day (102)

MAGAZINES

MAGAZINES	%	INDEX
CAA Magazine	15.6	101
Canadian Living	10.9	103
Maclean's	8.0	91
Food & Drink	7.9	96
Reader's Digest	6.1	89

Read past month

RADIO PROGRAMS

RADIO PROGRAMS	%	INDEX
Top 40	31.1	126
News/Talk	19.6	89
Hot Adult Contemporary	20.6	104
Adult Contemporary	18.6	108
Today's Country	10.6	78

Weekly reach



LEISURE ACTIVITIES AND ATTRACTIONS

OPTICKS NUMERIS 2017

FESTIVALS AND EVENTS

% Visited or attended, Past year



8.0%

Music Festival
(96)



10.5%

Food, Beer or Wine Festival
(97)



33.1%

Carnival or Fair
(97)



4.0%

Food and Wine Show
(107)



1.5%

RV Show
(99)



1.1%

Travel Show
(96)



31.4%

Parks or Gardens
(89)



22.7%

National or Provincial Park
(102)

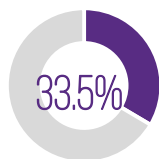


24.4%

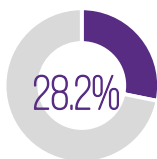
Historical Sites
(106)

CULINARY

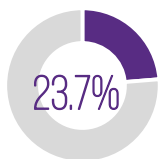
% of population



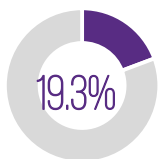
Ice cream or frozen yogurt restaurant
(107)
past year



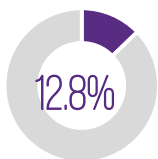
Formal dining restaurant
(98)
past year



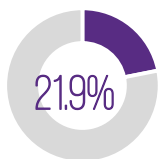
Shop local & farmer's markets
(97)
past month



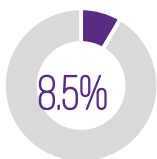
Drink Canadian wine
(102)
past month



Drink microbrew & craft beer
(97)
past month



Purchase organic fruits and vegetables
(101)
last week



Purchase organic meats
(107)
last week

TOP SPORTS AND LEISURE ACTIVITIES

% Attended or visited, Past year

	%	INDEX
Visit bars, restaurant	38.5	98
Attend movies: theatre, drive-in	36.3	101
Visit art galleries, museums, science centres	26.7	98
Attend specialty movie theatres, IMAX	25.1	95
Visit zoos, aquariums, farms, animal parks	26.7	111
Attend professional baseball game	24.1	110
Attend professional hockey game	20.4	100
Health or fitness club member	22.4	110
Attend sporting event: racing, air shows	18.7	93
Attend popular music, rock concerts	17.3	102

28.3%	38.7%	16.1%
Hiking or Backpacking (96)	Cycling: Mountain or Road (100)	Downhill Skiing (106)
16.3%	25.0%	9.1%
Cross Country Skiing (98)	Golfing (102)	Adventure Sports (106)
21.8%	23.6%	3.3%
Casino within Province (100)	Theme Park or Water Park (118)	Auto Racing (91)



ACCOMMODATION PREFERENCES

% of population who used, Past 3 years



11.9%

Bed & Breakfast
(105)



15.1%

Camping
(92)



21.6%

Cottage
(101)



7.7%

Vacation Rental
(105)



2.7%

Spa Resort
(118)



53.2%

Hotel
(105)



4.4%

RV or Camper
(82)

OPTICKS NUMERIS 2017