



CENTRAL COUNTIES TOURISM

How Data Can Enhance Your Funding Application

October 8, 2019

Before we begin, please download the PRIZM5 app on your smartphones



PRIZM5

What are the two essential items needed to boost your funding application?

- Program Alignment
- Empirical Research

Program alignment:

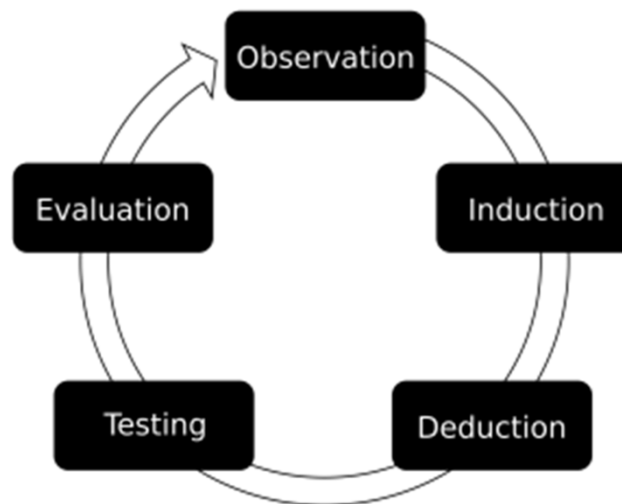
Your goals and objectives = the goals and objectives of the program

Grants DO NOT support your objectives

Grants DO support the objectives of the program
to accomplish the goals of the program

Empirical Research:

“Empirical Research is the type of research that is performed for the purpose of gaining knowledge.”



Empirical Research:

- 1) Provide history of success with best practices and data/results*
- 2) Provide industry best practices – third party research*
- 3) Provide primary research*

Empirical Research:

Research \neq Anecdotal Stories

“Because we know it will” does not cut it

Knowing real demographics will cut it

How Primary Research Can Enhance Your Funding Application?

- By knowing your Current State
- And predicting your Future State

Current State

Who are your current visitors/guests?

What are their demographics?

What data do you have that can support your application?

Future State

Who will your future visitors/guests be?

Where can you find them?

What are their interests?

CCT is partnering with Environics Analytics to identify the Current State
and predict the Future State



&



Over 30,000 Data Variables



Demographic



Segmentation



Behavioural



Psychographic



LocationWare

CCT's Visitor Research Program

Demographics



\$97K
Income



University
Degree



White
Collar

Media Preferences



Internet



TV



Cooking
Shows

Digital Behaviour



iPhone



Instagram



eNewsletter

Attitudes



Pursuit of
Novelty



Saving on
Principle



Status
Recognition

Lifestyle



Yoga



Travel



Public
Transit



Current State



Demographic Snapshot

Distance Decay



48 Years

Median age of Households maintainer (91)



61.8%

Of Visitors are Married/Common-Law (108)



56.9%

Of Visitors are Couples With Children at Home (119)



67.87%

Of Visitors Travelled 0-40 KM (Average)



\$123,915

Average Household Income (113)



34.8%

Of Visitors have University Degrees (125)



57.6%

Of Visitors belong to a visible minority group (175)



67.38%

Of Visitors Travelled 0-40 KM (Total)



Social Values



Strong Values

	Index
Need for Status Recognition	116
Importance of Aesthetics	115
Ostentatious Consumption	115
Pursuit of Novelty	115
Anomie-Aimlessness	114
Attraction For Crowds	114
Status via Home	114
Confidence in Advertising	113
Joy of Consumption	113
Advertising as Stimulus	112



Weak Values

	Index
Fulfilment Through Work	83
Utilitarian Consumerism	84
Attraction to Nature	85
Ecological Concern	86
Brand Apathy	87
Primacy of Environmental Protection	88
Financial Concern Regarding the Future	90
Flexible Families	90
Personal Control	90
Rejection of Orderliness	90



Top Ten Forward Sortation Areas (FSAs)

L6A (Vaughan, ON)
L4H (Woodbridge, ON)
L9T (Milton, ON)
L4N (Barrie, ON)
L4J (Thornhill, ON)
L4C (Richmond Hill, ON)
L6P (Brampton, ON)
L7A (Brampton, ON)
L6Y (Brampton, ON)
L4G (Aurora, ON)

Top Ten Cities/Towns

Toronto, ON
Brampton, ON
Mississauga, ON
Vaughan, ON
Markham, ON
Richmond Hill, ON
Hamilton, ON
Oakville, ON
Barrie, ON
Burlington, ON



Social Media Activities



77%

Currently use Facebook (100)



38.1%

Currently use Twitter (120)



44.8%

Currently use Instagram (120)



59%

Currently use LinkedIn (123)



76.6%

Currently use Youtube (107)



18.4%

Currently use Snapchat (121)



54.7%

Currently use Whatsapp (142)

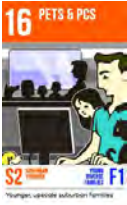


17.5%

Currently use Blogs (117)



Top Five Profiles From RTO 6



Rank:	1
Customers:	11,603
Customers %:	7.81
% in Benchmark:	3.19
Index:	245

One of the largest lifestyles in Canada, Pets & PCs is a haven for younger families with pre-school children in the new suburbs surrounding larger cities. Half of the children in this segment are under the age of 10, and most of the maintainers are under 45. Pets & PCs has a strong presence of immigrants from South Asia, China and the Caribbean. Few segments have more new housing, and most residents have settled into a mix of single-detached, semi-detached and row house developments. With upscale incomes, segment members have crafted an active, child-centred lifestyle. These families participate in many team sports, including baseball, basketball, hockey and soccer, and they shuttle kids and gear to games in minivans and SUVs. On weekends, they head to kid-friendly destinations such as zoos, aquariums and amusement parks. They fill their homes with an array of computers and electronic gear, including video game systems and tablets, to occupy their children while the moms and dads grab the occasional date night to go out to a movie or enjoy dinner at a fine restaurant.



Rank:	2
Customers:	10,367
Customers %:	6.98
% in Benchmark:	3.42
Index:	204

One of the wealthiest suburban lifestyles, Kids & Careers is known for its sprawling families—more than 40 percent include four or more people—living in the nation's second-tier cities. Parents are middle-aged, children are between 10 and 25 years old, and 85 percent live in single-family homes—typically spacious affairs built after 1980. And more than a quarter of households contain immigrants who have achieved success and moved to the suburbs. With average incomes around \$170,000, residents lead flourishing lifestyles, belonging to golf and fitness clubs, shopping at upscale malls and big-box stores and attending pro sporting events. Few segments score higher for team sports as both participants and spectators, with Kids & Careers households exhibiting high rates for playing ice hockey, soccer, football and basketball. When they want to catch a game on TV, they relax in family rooms outfitted with HDTVs, personal video recorders, tablet computers and gaming devices. Still in the asset accumulation phase of their financial lives, these families score high for investing in stocks and mutual funds, and many do their investing with discount brokers.



Rank:	3
Customers:	9,783
Customers %:	6.59
% in Benchmark:	3.13
Index:	210

The young families who moved into starter homes a decade ago are growing up. In Heritage Hubs, these now middle-aged families have crafted comfortable lifestyles—often thanks to dual incomes—in suburban communities slowly being absorbed by the urban sprawl. Nearly 85 percent of residents live in houses built since 1990, and while the housing stock is mixed, almost a quarter live in row houses—about four times the national average. Reflecting the increasing diversity of the nation's suburbs, more than 40 percent of households contain immigrants, though no one cultural group dominates. Family-filled Heritage Hubs scores high for participating in basketball, swimming and bowling. On weekends, families head to theme parks, zoos and aquariums. With their international roots, families here are seasoned travellers, often visiting China, Florida and Jamaica. To save money, vacations are frequently booked with discount online travel services at all-inclusive resorts.



Rank:	4
Customers:	8,499
Customers %:	5.72
% in Benchmark:	3.48
Index:	164

For nearly a half-century, Diverse City has been a haven for up-and-coming immigrants from Europe, Asia and Central America. Concentrated in Toronto and nearby cities, these neighbourhoods are mixed by more than their cultural diversity: the households include couples and families, the ages of maintainers range from 35 to over 75, and the housing stock includes row houses, semis and duplexes. Half the populace is foreign born and a third speak a language other than English or French at home. Lately, gentrification has started to creep into these areas with the arrival of residents working in the arts and culture, and surveys indicate these residents of downtown neighbourhoods have high rates for going to bars and nightclubs, zoos and film festivals. Members of Diverse City stay fit by playing tennis, basketball and soccer. And typical weekend diversions include visits to amusement parks, cottage shows, tennis matches and soccer games. Surrounded by vibrant commercial districts, these consumers frequent a wide range of stores including Marshalls, Lowe's, Roots, Zara and Fairweather.



Rank:	5
Customers:	7,257
Customers %:	4.89
% in Benchmark:	1.97
Index:	248

The most affluent of the Asian-dominated lifestyles, Asian Sophisticates is home to educated, middle-aged and older families, about half of whom are Asian. More than a third of the residents came to Canada in the 1980s and 1990s, and many now live in comfortable suburban communities like Toronto's Bayview Village, Mississauga and Richmond Hill, as well as Vancouver's Arbutus Ridge. With four times the average number of multi-generational families, Asian Sophisticates is filled with teenage and twentysomething children. And with their upscale incomes averaging more than \$135,000, Asian Sophisticates households enjoy active lifestyles. They travel abroad, frequent popular music concerts and film festivals, and like to play soccer and racquet sports. In addition, these mostly university-educated consumers are determined to see their children succeed academically: they score high for signing their kids up for private schools, activity camps and Kumon Math and Reading Centres.

Demographics | Population & Households



Customers: June 2019 RTO 6: Record Count

MEDIAN MAINTAINER AGE

48

Index: 91

MARITAL STATUS



61.8%

Index: 108

Married/Common-Law

FAMILY STATUS*

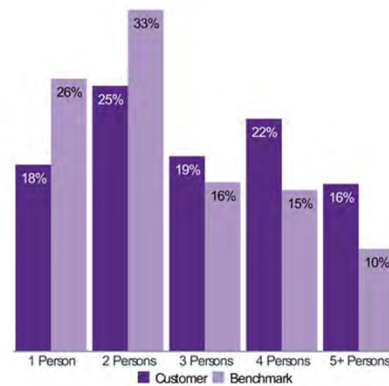


56.9%

Index: 125

Couples With Children At Home

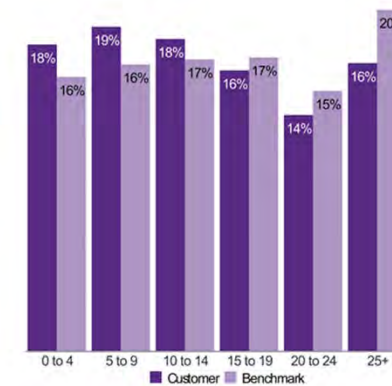
HOUSEHOLD SIZE



POPULATION BY AGE

	%	Index
0 to 4	6.4	126
5 to 9	6.8	131
10 to 14	6.6	124
15 to 19	6.1	110
20 to 24	6.5	97
25 to 29	7.2	98
30 to 34	7.8	112
35 to 39	8.2	123
40 to 44	7.9	123
45 to 49	7.3	113
50 to 54	6.6	96
55 to 59	6.0	81
60 to 64	4.9	74
65 to 69	3.9	71
70 to 74	3.1	70
75 to 79	2.1	67
80 to 84	1.4	64
85+	1.3	58

AGE OF CHILDREN AT HOME



Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Demographics | Diversity



Customers: June 2019 RTO 6: Record Count

VISIBLE MINORITY PRESENCE



57.6%

Index: 175

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



4.3%

Index: 172

No knowledge of English or French

IMMIGRATION



45.1%

Index: 150

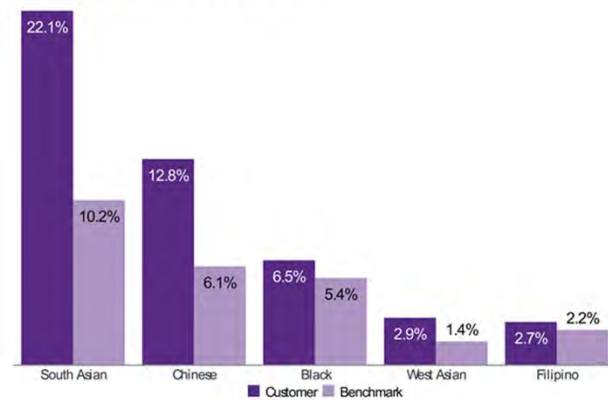
Born outside Canada

PERIOD OF IMMIGRATION*

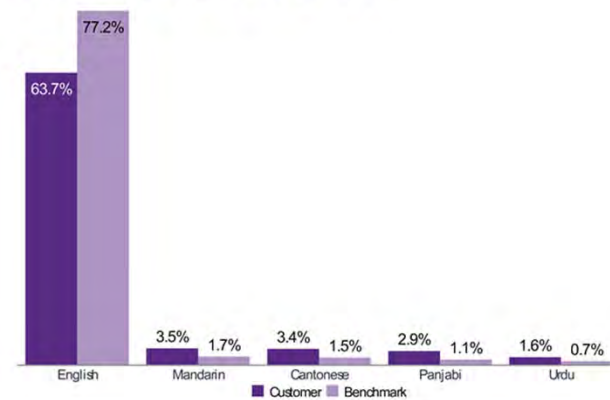
2001 to 2005

% Comp: 6.1 Index: 186

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Ontario

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

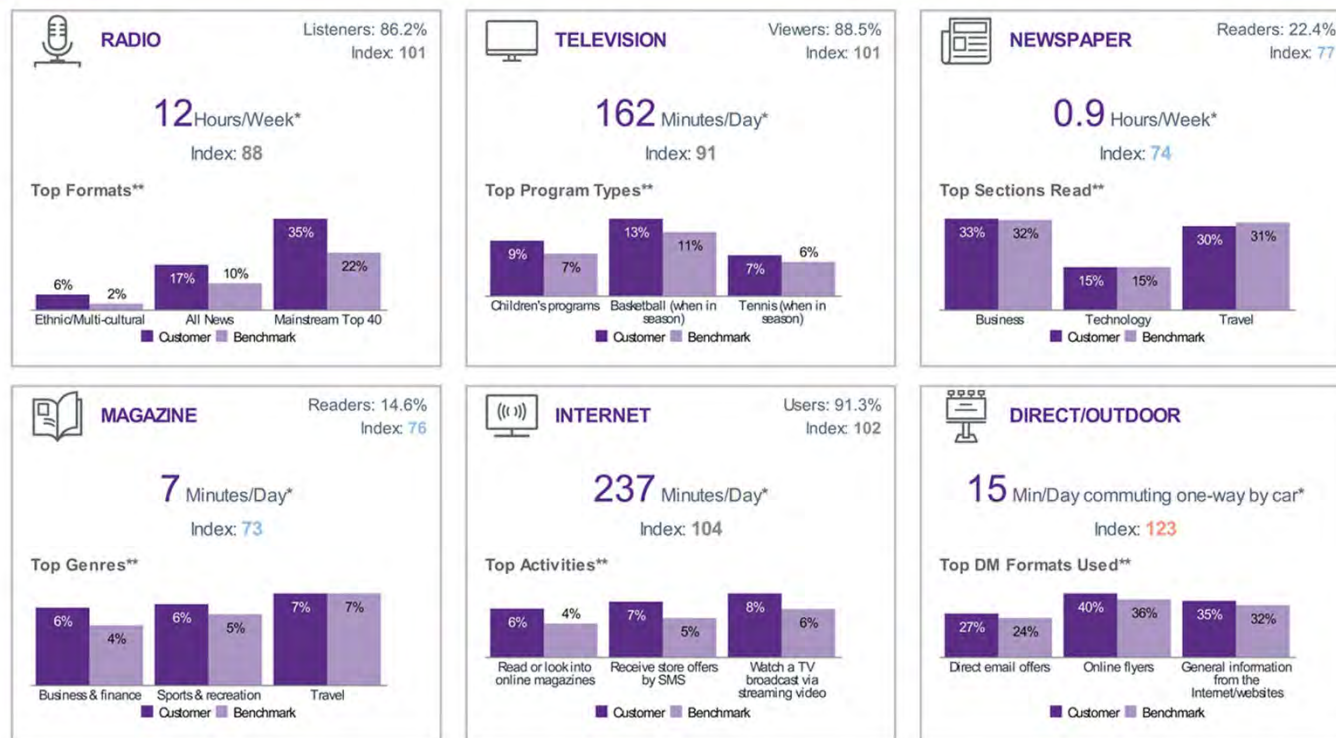
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Index Colours: <80 80 - 110 110+

Behavioural | Media Overview



Customers: June 2019 RTO 6: Record Count



Benchmark: Ontario

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Index Colours: <80 80 - 110 110+

*Consumption values based to Household Population 12+

**Chosen from index ranking with minimum 5% composition

Behavioural | Sports & Leisure Overview - Attend



Customers: June 2019 RTO 6: Record Count

Top Shows & Exhibitions



Top Local Attractions & Destinations



Top Professional Sports



Top Concert & Theatre Venues



Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Behavioural | Sports & Leisure Overview - Participate



Customers: June 2019 RTO 6: Record Count

Top Individual Sports



Top Team Sports



Top Activities



Top Fitness



Benchmark: Ontario

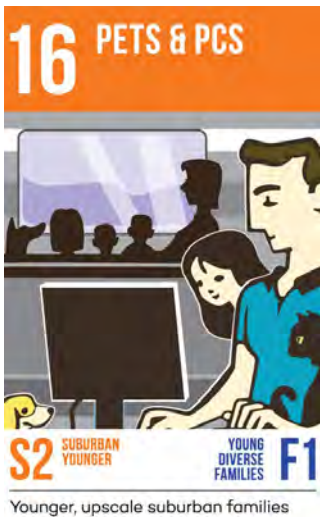
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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Distance Decay

Region	% Local Visitors Within 40 Km	% Rest of Ontario	% Rest of Canada	% US
Average Central Counties Visitor	64.74%	28.88%	2.4%	3.97%



YOUNGER, UPSCALE SUBURBAN FAMILIES

WHO THEY ARE

One of the largest lifestyles in Canada, Pets & PCs is a haven for younger families with pre-school children in the new suburbs surrounding larger cities. Half of the children in this segment are under the age of 10, and most of the maintainers are under 45. Pets & PCs has a strong presence of immigrants from South Asia, China and the Caribbean. Few segments have more new housing, and most residents have settled into a mix of single-detached, semi-detached and row house developments. With upscale incomes, segment members have crafted an active, child-centred lifestyle. These families participate in many team sports, including baseball, basketball, hockey and soccer, and they shuttle kids and gear to games in minivans and SUVs. On weekends, they head to kid-friendly destinations such as zoos, aquariums and amusement parks. They fill their homes with an array of computers and electronic gear, including video game systems and tablets, to occupy their children while the moms and dads grab the occasional date night to go out to a movie or enjoy dinner at a fine restaurant.

These on-the-go households in Pets & PCs are only moderate consumers of most media, often too busy to read a newspaper or magazine. But they listen to radio on their commutes to work, typically tuning in to modern rock, top 40 and classic hits stations. Young and tech-savvy, they go online to bank, review restaurants, redeem mobile coupons and shop; they also buy every retail category at above-average rates. To keep up with friends and family, they head to Facebook, Pinterest and Instagram. In this busy, family segment, consumers tend to be status conscious and tell researchers "I am willing to pay more for brand-name products."

HOW THEY THINK

The upscale, younger families of Pets & PCs are an optimistic group, and although one-quarter were born outside the country, they are proud of their Canadian identity (*Personal Optimism, National Pride*). They believe that social inequalities are inevitable but that anyone can succeed as long as they make good decisions, work hard and put in the effort (*Just Desserts*). Despite being a prosperous segment, these younger, upscale families still find themselves balancing their desire to save money with a tendency to shop impulsively (*Saving on Principle, Buying on Impulse*). But their sense of *Financial Security* allows them to acquire their favourite brand names, and they enjoy displaying their status through their purchases (*Importance of Brand, Ostentatious Consumption*). Members of Pets & PCs aspire to demonstrate consumer leadership, keeping well informed about products and services in order to share their discoveries and opinions with others (*Consumption Evangelism*).

POPULATION:

1,249,132
(3.45% of Canada)

HOUSEHOLDS:

413,503
(2.85% of Canada)

AVERAGE HOUSEHOLD INCOME:

\$137,742

HOUSE TENURE:

Own

EDUCATION:

University/College

OCCUPATION:

Mixed

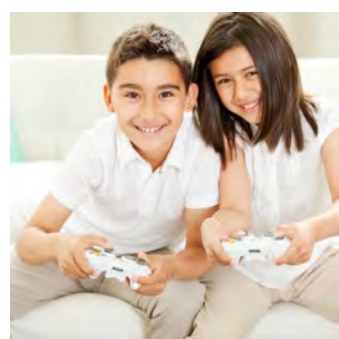
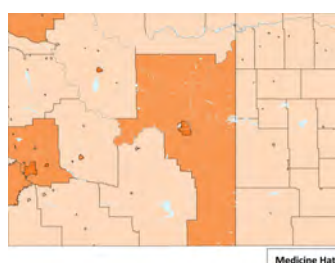
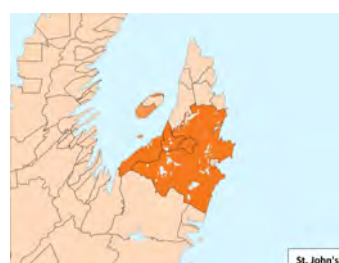
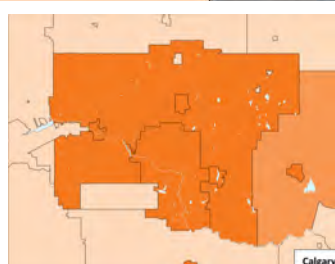
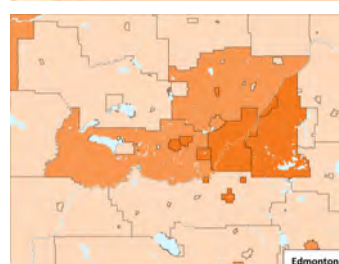
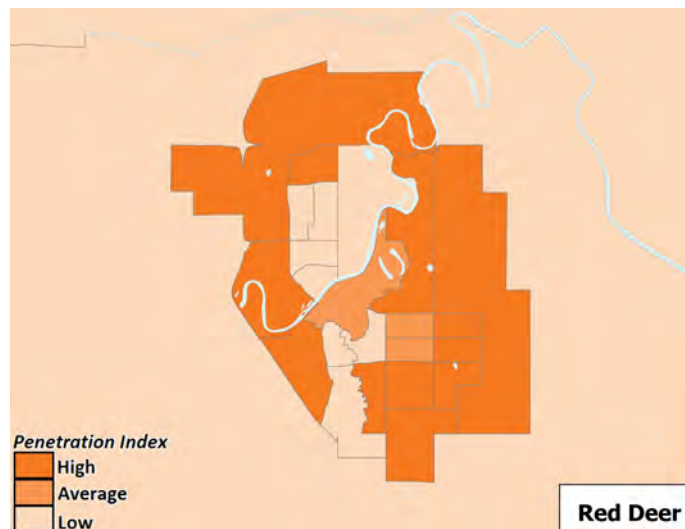
CULTURAL DIVERSITY INDEX:

Medium

SAMPLE SOCIAL VALUE:

Saving on Principle

WHERE THEY LIVE



HOW THEY LIVE



LEISURE

movies
bowling
zoos
soccer



SHOPPING

Gap
Disney Store
children's clothing stores
online beauty and cosmetics



DIGITAL MEDIA

Instagram
LinkedIn
purchase group deals
real estate sites



TRADITIONAL MEDIA

Treehouse TV
YTV
People
baby and parenting
magazines



FINANCIAL

mortgages
automobile loans
buying financial products
online
RESPs



FOOD/DRINK

granola bars
oat-based cereal
processed cheese
protein drinks



ATTITUDES

"Teenagers should have the same freedom as adults"

"In order to get what I like, I would be prepared to take great risks in life"

"It is important to me that people admire the things I own"

"I prefer people who pursue, above all, their own happiness"



AUTOMOTIVE

Nissan
Honda
midsize SUVs
own or lease 3+ vehicles

Future State

Possible Case Study

This is the 3rd year that I am organizing an Art Exhibit in Newmarket

I want to apply for the Celebrate Ontario Grant

The goals of the grant align with my own goals

Possible Case Study (Cont'd)

I have data from the past two events that I have followed best practices

I have industry research from Ontario Arts Council

I know the stats about my past visitors

I now need to demonstrate I have a strategic plan for the future state

Past Postal Codes Collected

Ranking Variables | Customers

Customer: Count

Benchmark: Ontario

	%	Base Count	Base %	Index
Programs [Weekly] - Radio - Classical/Fine Arts	3.73	493,434	3.96	94
Read [Pst Mth] - Magazine Type (print or digital) - Art & antiques	1.63	222,200	1.78	91
Attended/Visited [Pst Yr] - Local Attractions - Art galleries/museums/science centres	32.40	3,960,565	31.75	102
Attended/Visited [Pst Yr] - Local Attractions - Historical sites	28.24	3,446,948	27.63	102
Frequency of Visiting [Pst Yr] - Local Attractions - Art galleries/museums/science centres - Once a year	19.62	2,350,683	18.84	104
Frequency of Visiting [Pst Yr] - Local Attractions - Art galleries/museums/science centres - 2-6 times a year	10.97	1,410,740	11.31	97
Frequency of Visiting [Pst Yr] - Local Attractions - Art galleries/museums/science centres - 7 times a year or more	1.81	199,142	1.60	113
Frequency of Visiting [Pst Yr] - Local Attractions - Historical sites - Once a year	17.26	1,991,365	15.96	108
Frequency of Visiting [Pst Yr] - Local Attractions - Historical sites - 2-6 times a year	9.84	1,307,460	10.48	94
Frequency of Visiting [Pst Yr] - Local Attractions - Historical sites - 7 times a year or more	1.15	148,124	1.19	97
Frequency of Participation [Occas/Reg] - Arts/crafts/sewing/knitting	38.58	4,993,396	40.03	96

Where in Ontario do they live?

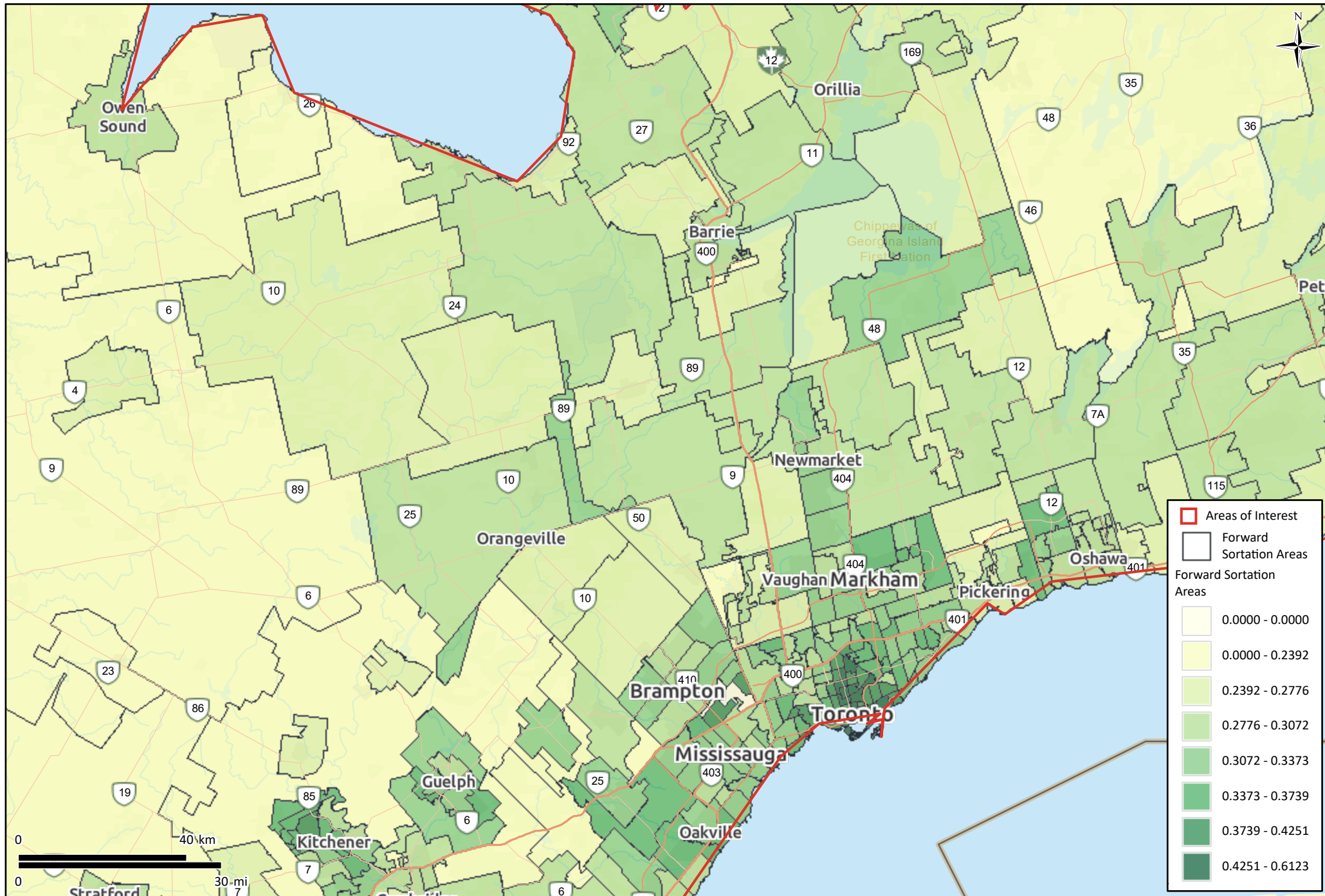
Ranking Areas - Std. Geo. | Variable

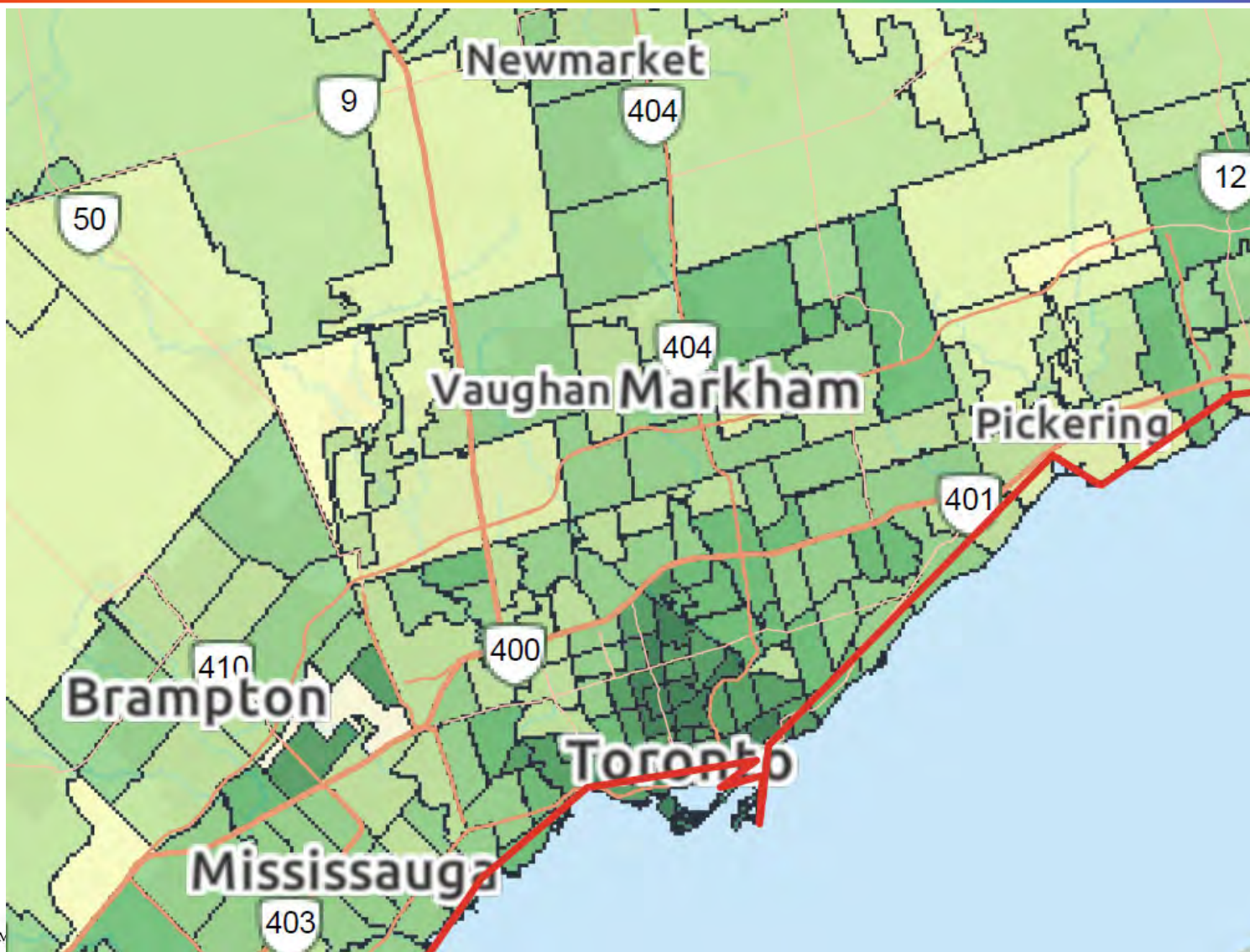
Trade Area: Ontario by PRCDCSD

Variable: Attended/Visited [Pst Yr] - Local Attractions - Art galleries/museums/science centres

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Toronto, ON (C)	3520005	936,000	23.63	2,608,253	20.91	35.89	113
Ottawa, ON (CV)	3506008	354,694	8.96	871,656	6.99	40.69	128
Mississauga, ON (CY)	3521005	216,513	5.47	682,879	5.47	31.71	100
Brampton, ON (CY)	3521010	181,975	4.59	585,640	4.70	31.07	98
Hamilton, ON (C)	3525005	138,761	3.50	498,169	3.99	27.85	88
London, ON (CY)	3539036	116,753	2.95	356,544	2.86	32.75	103
Markham, ON (CY)	3519036	99,090	2.50	310,387	2.49	31.92	101
Vaughan, ON (CY)	3519028	83,346	2.10	283,281	2.27	29.42	93
Kitchener, ON (CY)	3530013	66,772	1.69	212,909	1.71	31.36	99
Windsor, ON (CY)	3537039	66,003	1.67	195,504	1.57	33.76	106

Attended/Visited [Pst Yr]- Local Attractions- Art galleries/museums/science centres Ontario (% Penetration)





Where in Toronto do they live?

Ranking Areas - Std. Geo. | Variable

Trade Area: Toronto, ON (C) by FSAQ418

Variable: Attended/Visited [Pst Yr] - Local Attractions - Art galleries/museums/science centres

Name	Code	Count	%	Base Count	Base %	% Pen	Index
M5V (Toronto, ON)	M5V	28,535	2.70	57,465	1.91	49.66	142
M2N (Willowdale, ON)	M2N	23,445	2.22	75,035	2.49	31.25	89
M2J (Willowdale, ON)	M2J	19,424	1.84	56,644	1.88	34.29	98
M1B (Scarborough, ON)	M1B	19,051	1.80	61,079	2.03	31.19	89
L3R (Markham, ON)	L3R	18,414	1.75	59,616	1.98	30.89	88
M4Y (Toronto, ON)	M4Y	17,991	1.71	41,273	1.37	43.59	124
M9V (Etobicoke, ON)	M9V	17,028	1.61	51,299	1.71	33.19	95
M1V (Scarborough, ON)	M1V	16,783	1.59	51,409	1.71	32.65	93
M6K (Toronto, ON)	M6K	16,552	1.57	39,658	1.32	41.74	119
M4C (Toronto, ON)	M4C	16,534	1.57	41,743	1.39	39.61	29 113

Demographics | Trade Area Map



Trade Area: M5V (Toronto, ON)

Population: 60,825 | Households: 38,089



Profile

*We now know where our future potential visitors live,
but who are they?*

DemoStats 2019 | Demographic Highlights



Variable: Opticks Numeris - Attended/Visited [Pst Yr] - Local Attractions - Art galleries/museums/science centres

Threshold: 50%

HOUSEHOLD CHARACTERISTICS

	%	Base %	Index
Basics			
Total Population	100.00	100.00	100
Total Households	100.00	100.00	100
Age of Household Maintainer			
15 to 24	3.83	2.51	153
25 to 34	21.23	14.36	148
35 to 44	23.00	17.28	133
45 to 54	19.59	19.23	102
55 to 64	15.84	20.55	77
65 to 74	9.92	14.85	67
75 or Older	6.61	11.22	59
Size of Household			
1 Person	28.60	26.06	110
2 Persons	28.93	32.67	89
3 Persons	15.68	16.13	97
4 Persons	15.99	15.39	104
5 or More Persons	10.79	9.75	111
Household Type			
Total Family Households	66.00	69.87	94
One-Family Households	62.78	67.19	93
Multiple-Family Households	3.21	2.67	120
Non-Family Households	34.00	30.13	113
One-Person Households	28.66	26.15	110
Two-Or-More-Person Households	5.34	3.98	134
Marital Status			
Married/Common-Law	57.12	57.19	100
Single (Never Legally Married)	30.20	27.63	109
Separated	2.98	3.35	89
Divorced	5.44	5.98	91
Widowed	4.26	5.86	73
Children at Home			
Percent: Households with Children at Home	43.67	43.89	99
Age of Children at Home			
0 to 4	18.85	15.68	120
5 to 9	18.77	16.40	114
10 to 14	17.47	16.69	105
15 to 19	15.57	16.81	93
20 to 24	13.13	14.88	88
25 and over	16.20	19.53	83

INCOME, EDUCATION & EMPLOYMENT

	%	Base %	Index
Households Income			
Average Household Income	115,822.51	109,660.18	106
Education			
No Certificate, Diploma Or Degree	12.17	15.87	77
High School Certificate Or Equivalent	23.47	27.29	86
Apprenticeship Or Trades Cert/Dipl	3.71	5.77	64
College/CEGEP/Non-University Cert/Dipl	18.13	21.30	85
University Cert/Dipl Below Bachelor	2.21	1.88	118
University Degree	40.31	27.89	145
Labour Force			
In The Labour Force	67.69	61.67	110
Labour Force by Occupation			
Management	8.24	6.63	124
Business Finance Administration	11.96	9.56	125
Sciences	7.52	4.78	157
Health	4.31	4.03	107
Education, Gov't, Religion, Social	8.65	7.56	114
Art, Culture, Recreation, Sport	2.57	1.99	129
Sales And Service	14.05	13.74	102
Trades and Transport	5.94	7.94	75
Natural Resources and Agriculture	0.47	1.03	46
Manufacturing And Utilities	2.43	3.10	79
Commuting			
Car (As Driver)	62.12	70.42	88
Car (As Passenger)	5.22	6.04	86
Public Transit	21.66	15.50	140
Walk	8.36	5.50	152
Bicycle	1.62	1.39	117

LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	%	Base %	Index
Knowledge of Official Language			
English Only	82.43	86.06	96
French Only	0.35	0.30	117
English And French	13.56	11.16	122
Neither English Nor French	3.66	2.49	147
Immigration Status			
Non-Immigrant Population	55.01	68.10	81
Born in Province of Residence	47.48	60.58	78

DWELLING CHARACTERISTICS

	%	Base %	Index
Housing Tenure			
Owned	61.59	69.30	89
Rented	38.41	30.52	126
Band Housing	0.00	0.18	0
Housing Type			
Houses	52.30	68.33	77
Single-Detached House	34.17	53.59	64
Semi-Detached House	5.11	5.63	91
Row House	13.02	9.11	143
Apartments	47.52	31.18	152
Apartment (5+ Floors)	38.48	17.58	219
Apartment (<5 Floors)	7.17	10.13	71
Detached Duplex	1.87	3.47	54
Other Dwelling Types	0.18	0.49	36
Housing Period of Construction			
Before 1961	12.77	23.90	53
1961 - 1980	17.47	27.49	64
1981 - 1990	7.96	12.80	62
1991 - 2000	8.70	11.81	74
2001 - 2005	10.39	7.27	143
2006 - 2010	16.88	6.76	250
2011 - 2016	19.75	6.21	318
After 2016	6.09	3.76	162

Born Outside Province of Residence	7.52	7.52	100
Immigrant Population	41.83	30.16	139
Visible Minority Status			
Total Visible Minorities	53.62	32.87	163
Chinese	11.73	6.12	192
South Asian	18.16	10.25	177
Black	6.91	5.39	128
Filipino	2.64	2.16	122
Latin American	2.02	1.62	124
Southeast Asian	1.38	1.04	132
Arab	3.70	1.87	198
West Asian	2.77	1.45	192
Korean	1.17	0.69	168
Japanese	0.26	0.21	122
Mother Tongue*			
English	51.54	66.01	78
French	3.97	3.83	104
Total Non-Official	40.24	27.35	147
Mandarin	4.64	2.23	208
Cantonese	3.80	2.04	186
Arabic	2.85	1.45	197
Panjabi	2.58	1.58	164
Urdu	2.40	1.20	200
Persian	1.87	0.99	189
Spanish	1.87	1.48	127
Tagalog	1.61	1.31	123
Tamil	1.60	0.90	178
Russian	1.53	0.77	198

Area of Interest: Ontario

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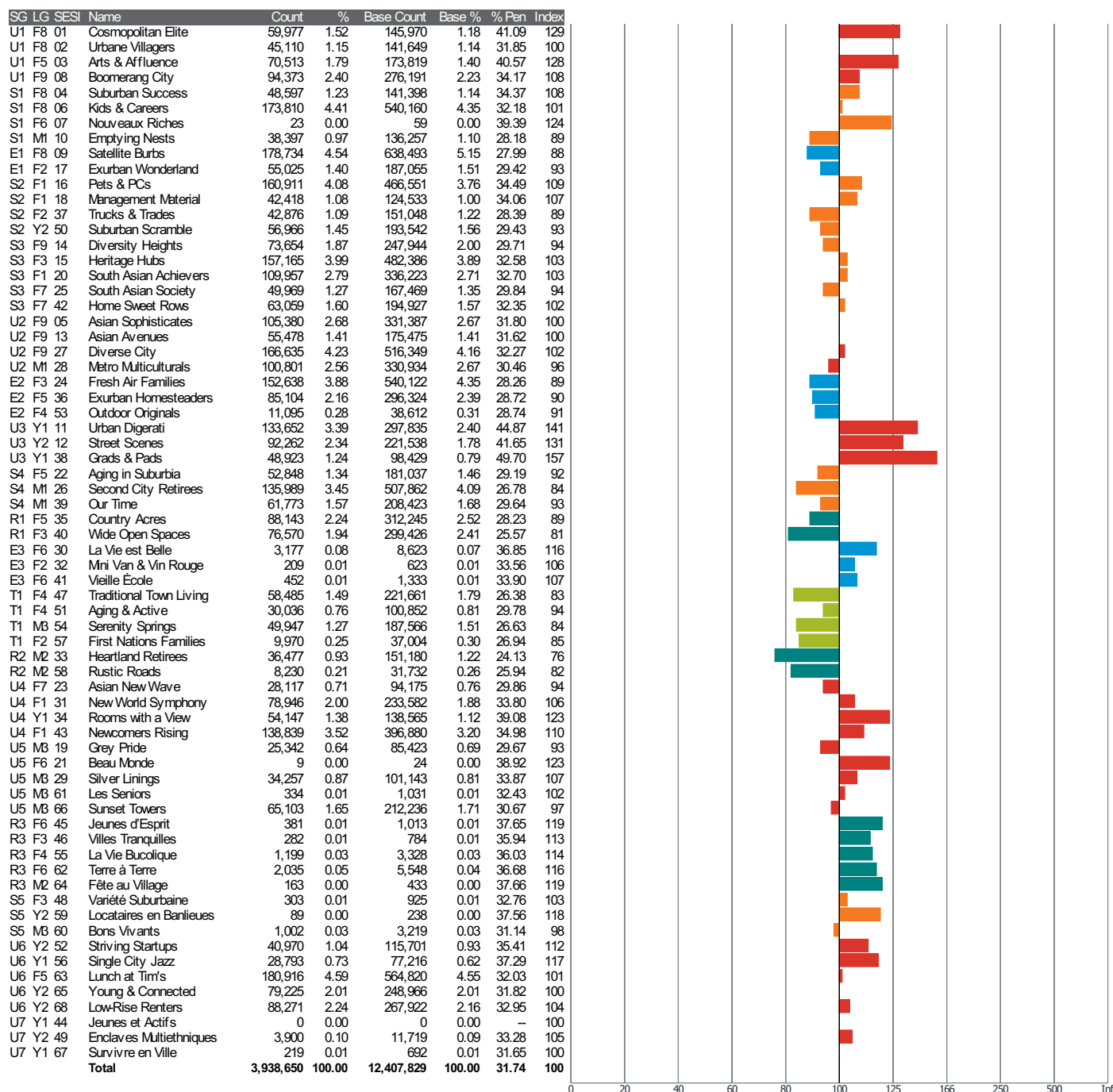
*Displaying top 10 non-official Mother Tongue language variables by percent composition

Index Colours:	<80	80 - 110	110+
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PRIZM Profile | Variable



Variable: Opticks Numeris - Attended/Visited [Pst Yr] - Local Attractions - Art galleries/museums/science centres

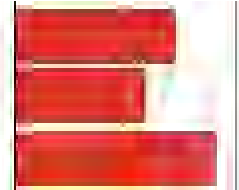


Benchmark: Ontario

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Top 3 Profiles

U3 Y1 11	Urban Digerati	133,652	3.39	297,835	2.40	44.87	141
U3 Y2 12	Street Scenes	92,262	2.34	221,538	1.78	41.65	131
U3 Y1 38	Grads & Pads	48,923	1.24	98,429	0.79	49.70	157





YOUNGER, WELL-EDUCATED CITY SINGLES

WHO THEY ARE

The most urban of all the segments, Urban Digerati is a collection of younger, tech-savvy singles concentrated in the downtown apartment buildings of two cities: Toronto and Montreal. Reflecting two emerging demographic trends—the increasing urbanization of Canada and the growth of high-rise neighbourhoods—Urban Digerati offers residents a vibrant vertical world, with bedrooms in the clouds and a lively social scene on the ground. Upper-middle-income, highly educated and culturally diverse, Urban Digerati neighbourhoods are typically filled with recently built high-rise apartments and condos located near fitness clubs, clothing boutiques and all types of bars—from wine to coffee to microbrew. Because many residents have yet to start families, they have the time and discretionary income to pursue active social lives, going dancing and bar-hopping, and hitting film festivals and food and wine shows. And they like to look good while on the social scene, taking aerobics and Pilates classes and purchasing the latest fashions and electronics online. But they're not simply acquisitive materialists; many are globally conscious consumers who support the arts and are actively involved in their communities.

In Urban Digerati, residents have used their higher education—more than half hold university degrees—to pursue technology- and information-intensive lifestyles. Their average income, above six figures, allows them to buy tech devices and download plenty of apps. These are the Canadians who sleep with their phones and go online to bank, shop, invest, look for a job and check out dating services. Digitally-obsessed, they spend less time with printed newspapers and magazines—unless they're alternative weeklies or tech-focused magazines—but stay on top of the latest trends in popular culture by reading online magazines, restaurant guides and fashion and beauty blogs.

HOW THEY THINK

As might be expected with a younger and educated segment, members of Urban Digerati tend to hold a socially progressive view of the world and of family (*Flexible Families, Racial Fusion*). They believe that youth should be given the same privileges and responsibilities as adults, and they tend to have a more open-minded view of romantic relationships (*Equal Relationship with Youth, Sexual Permissiveness*). With higher education levels, they have learned to be critical thinkers and tend to question rules and authority (*Rejection of Authority*). Eager to learn from others, they like to express their individuality while also seeking acceptance from their peers (*Social Learning, Pursuit of Originality, Need for Status Recognition*). And their apartments are often appointed in the latest style in an effort to demonstrate their social standing (*Ostentatious Consumption, Status via Home*). Influential consumers for marketers, these young urbanites tend to be the early adopters of their peer group, shopping for new and flashy products that align with their interests (*Consumption Evangelism, Enthusiasm for Technology, Pursuit of Novelty, Importance of Aesthetics, Consumptivity*).

POPULATION:

510,661
(1.41% of Canada)

HOUSEHOLDS:

275,442
(1.90% of Canada)

AVERAGE HOUSEHOLD INCOME:

\$105,803

HOUSE TENURE:

Rent & Own

EDUCATION:

University

OCCUPATION:

White Collar

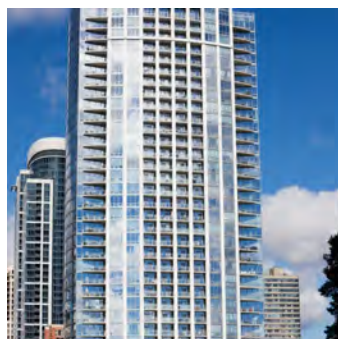
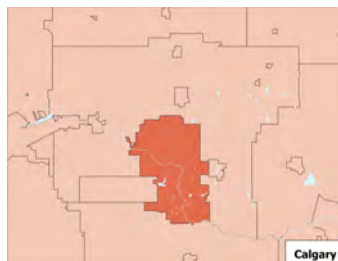
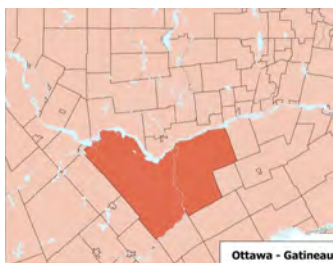
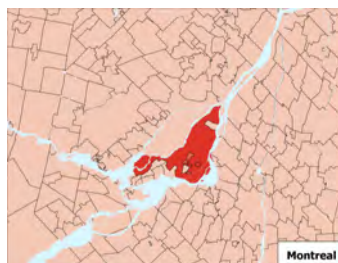
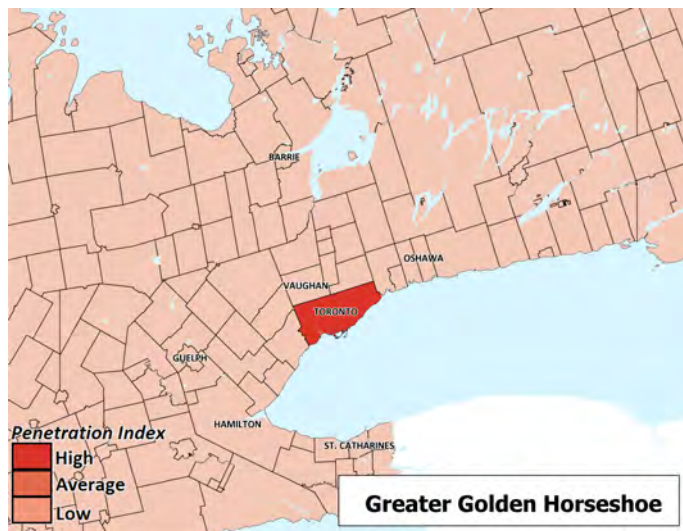
CULTURAL DIVERSITY INDEX:

High

SAMPLE SOCIAL VALUE:

Sexual
Permissiveness

WHERE THEY LIVE



HOW THEY LIVE



LEISURE

health clubs
bars
popular music/rock concerts
food and wine shows



TRADITIONAL MEDIA

TV basketball
modern/alternative rock radio
alternative weeklies
fashion magazines



FOOD/DRINK

organic fruits and vegetables
energy drinks
David's Tea
Mexican/burrito-style
restaurants



AUTOMOTIVE

Honda
European imports
imported sporty vehicles
2014 or newer



SHOPPING

Banana Republic
Gap
online home furnishings
online beauty and cosmetics



DIGITAL MEDIA

online dating
access a news site
restaurant guides
Twitter



FINANCIAL

discount brokers
stocks
TFSA's
high-interest savings
accounts



ATTITUDES

"Young people should be taught to question authority"

"It is important for me that people admire the things I own"

"In order to get what I like, I would be prepared to take great risks in life"

"I am prepared to pay more for products that are a bit different from those one sees all over"

Demographics | Population & Households



Target Group: Group 1 (38, 11, 12)

POPULATION

693,212

HOUSEHOLDS

357,035

MEDIAN MAINTAINER AGE

41

Index: 77

MARITAL STATUS



46.6%

Index: 81

Married/Common-Law

FAMILY STATUS*

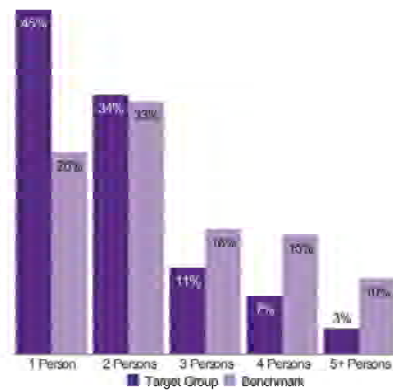


40.1%

Index: 145

Single (Never Legally Married)

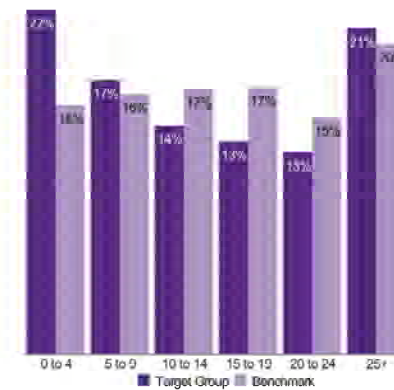
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	30,158	4.3	85
5 to 9	23,738	3.4	80
10 to 14	19,746	2.8	54
15 to 19	21,843	3.2	80
20 to 24	58,245	8.5	129
25 to 29	90,626	13.1	178
30 to 34	87,220	12.6	181
35 to 39	70,765	10.2	152
40 to 44	52,871	7.6	119
45 to 49	42,623	6.1	95
50 to 54	38,386	5.5	81
55 to 59	38,383	5.5	79
60 to 64	33,681	4.9	74
65 to 69	27,298	3.9	73
70 to 74	21,192	3.1	66
75 to 79	13,529	2.0	63
80 to 84	9,896	1.4	66
85+	12,032	1.7	77

AGE OF CHILDREN AT HOME



Benchmark: Ontario

*Chosen from index ranking with minimum 5% composition

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Index Colours: <80 80 - 110 110+

Demographics | Diversity



Target Group: Group 1 (38, 11, 12)

Population: 693,212 | Households: 357,035

VISIBLE MINORITY PRESENCE



34.9%

Index: 106

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



2.4%

Index: 97

No knowledge of English or French

IMMIGRATION



30.4%

Index: 101

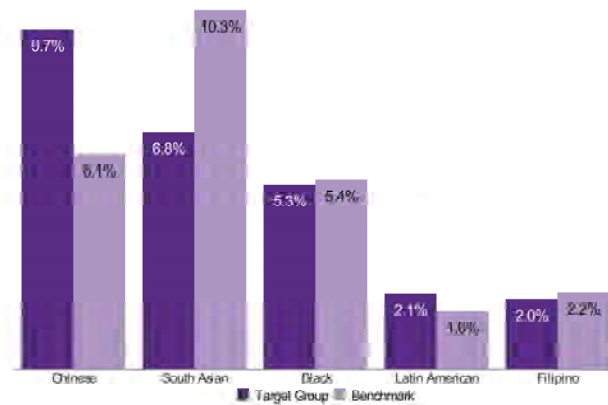
Born outside Canada

PERIOD OF IMMIGRATION*

2017 To Present

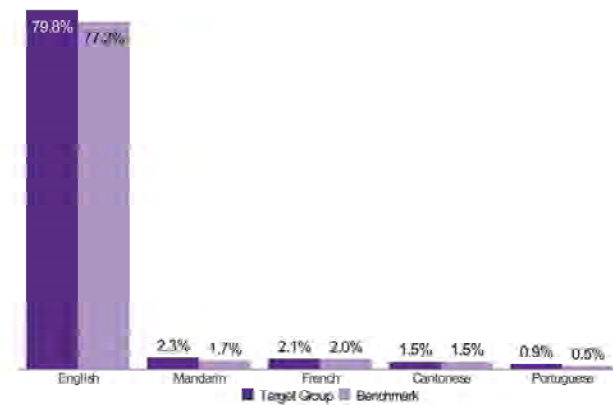
% Comp: 6.9 Index: 136

VISIBLE MINORITY STATUS: TOP 5**



Benchmark: Ontario

LANGUAGES SPOKEN AT HOME: TOP 5**



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Index Colours: <80 80 - 110 >110

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Demographics | DemoStats Highlights



Target Group: Group 1 (38, 11, 12)

HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Basics						
Total Population	693,212	100.00	14,386,946	100.00	4.82	100
Total Households	357,035	100.00	5,536,784	100.00	6.45	100
Age of Household Maintainer						
15 to 24	25,707	7.20	138,834	2.51	18.52	287
25 to 34	103,952	29.11	795,062	14.36	13.07	203
35 to 44	76,260	21.36	956,777	17.28	7.97	124
45 to 54	51,935	14.55	1,064,623	19.23	4.88	76
55 to 64	46,589	13.05	1,138,016	20.55	4.09	63
65 to 74	31,557	8.84	822,195	14.85	3.84	60
75 or Older	21,035	5.89	621,277	11.22	3.39	53
Size of Household						
1 Person	158,915	44.51	1,442,973	26.06	11.01	171
2 Persons	119,786	33.55	1,808,714	32.67	6.62	103
3 Persons	39,884	11.17	893,076	16.13	4.47	69
4 Persons	26,736	7.49	852,128	15.39	3.14	49
5 or More Persons	11,715	3.28	539,893	9.75	2.17	34
Household Type						
Total Family Households	163,469	45.78	3,868,336	69.87	4.23	66
One-Family Households	160,921	45.07	3,720,258	67.19	4.33	67
Multiple-Family Households	2,548	0.71	148,078	2.67	1.72	27
Non-Family Households	193,566	54.22	1,668,448	30.13	11.60	180
One-Person Households	159,386	44.64	1,447,997	26.15	11.01	171
Two-Or-More-Person Households	34,180	9.57	220,451	3.98	15.50	240
Marital Status						
Married Or Living With A Common-Law Partner	282,748	46.62	6,842,807	57.25	4.13	81
Single (Never Legally Married)	243,350	40.13	3,302,952	27.63	7.37	145
Separated	18,089	2.98	399,438	3.34	4.53	89
Divorced	39,768	6.56	713,739	5.97	5.57	110
Widowed	22,528	3.71	693,938	5.81	3.25	64
Children at Home						
Percent: Households with Children at Home	--	22.67	--	43.89	--	52
Age of Children at Home						
Total Number Of Children At Home	131,915	100.00	4,484,508	100.00	2.94	100
0 to 4	28,622	21.70	703,366	15.68	4.07	138
5 to 9	22,794	17.28	735,546	16.40	3.10	105
10 to 14	18,975	14.38	748,377	16.69	2.54	86
15 to 19	17,674	13.40	753,717	16.81	2.34	80
20 to 24	16,770	12.71	667,541	14.88	2.51	85
25 and over	27,081	20.53	875,961	19.53	3.09	105

DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Housing Tenure						
Owned	160,163	44.86	3,836,897	69.30	4.17	65
Rented	196,872	55.14	1,689,746	30.52	11.65	181
Band Housing	0	0.00	10,141	0.18	0.00	0
Housing Type						
Houses	86,682	24.28	3,783,163	68.33	2.29	36
Single-Detached House	45,990	12.88	2,967,120	53.59	1.55	24
Semi-Detached House	25,012	7.00	311,462	5.63	8.03	125
Row House	15,681	4.39	504,581	9.11	3.11	48
Apartments	269,065	75.36	1,726,459	31.18	15.58	242
High-rise (5+ Floors)	175,131	49.05	973,481	17.58	17.99	279
Low-rise (<5 Floors)	80,446	22.53	561,065	10.13	14.34	222
Detached Duplex	13,488	3.78	191,913	3.47	7.03	109
Other Dwelling Types	1,288	0.36	27,162	0.49	4.74	74
Housing Period of Construction						
Before 1961	130,695	36.61	1,323,353	23.90	9.88	153
1961 - 1980	57,886	16.21	1,522,055	27.49	3.80	59
1981 - 1990	24,051	6.74	708,801	12.80	3.39	53
1991 - 2000	22,527	6.31	653,889	11.81	3.45	53
2001 - 2005	21,477	6.01	402,410	7.27	5.34	83
2006 - 2010	32,084	8.99	374,073	6.76	8.58	133
2011 - 2016	46,568	13.04	344,077	6.21	13.53	210
After 2016	21,746	6.09	208,126	3.76	10.45	162

INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
Household Income						
Average Household Income	--	110,552.39	--	109,660.18	--	101
Education						
No Certificate, Diploma Or Degree	49,458	8.15	1,897,185	15.87	2.61	51
High School Certificate Or Equivalent	118,119	19.48	3,261,794	27.29	3.62	71
Apprenticeship Or Trades Cert/Dipl	16,773	2.77	690,103	5.77	2.43	48
College/CEGEP/Non-Uni Cert/Dipl	90,474	14.92	2,546,729	21.31	3.55	70
University Cert/Dipl Below Bachelor	11,059	1.82	224,350	1.88	4.93	97
University Degree	320,598	52.86	3,332,713	27.88	9.62	190
Labour Force						
In The Labour Force (15+)	453,670	74.80	7,372,985	61.68	6.15	121
Labour Force by Occupation						
Management	62,637	10.33	793,067	6.63	7.90	156
Business Finance Administration	81,987	13.52	1,143,466	9.57	7.17	141
Sciences	45,208	7.45	571,570	4.78	7.91	156
Health	25,223	4.16	481,585	4.03	5.24	103
Education, Gov't, Religion, Social	75,622	12.47	903,643	7.56	8.37	165
Art, Culture, Recreation, Sport	38,543	6.36	238,067	1.99	16.19	319
Sales and Service	86,735	14.30	1,641,942	13.74	5.28	104
Trades and Transport	21,012	3.46	949,901	7.95	2.21	44
Natural Resources and Agriculture	2,270	0.37	122,807	1.03	1.85	36
Manufacturing and Utilities	6,366	1.05	370,225	3.10	1.72	34
Commuting						
Car (As Driver)	133,067	34.67	4,460,759	70.47	2.98	49
Car (As Passenger)	12,311	3.21	382,151	6.04	3.22	53
Public Transit	129,531	33.75	980,382	15.49	13.21	218
Walk	79,518	20.72	346,818	5.48	22.93	378
Bicycle	24,208	6.31	87,701	1.39	27.60	455

LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	Count	%	Base Count	Base %	% Pen	Index
Knowledge of Official Language						
English Only	537,488	79.06	12,219,977	86.07	4.40	92
French Only	1,550	0.23	41,945	0.29	3.70	77
English And French	124,406	18.30	1,583,118	11.15	7.86	164
Neither English Nor French	16,433	2.42	353,282	2.49	4.65	97
Immigration Status						
Non-Immigrant Population	436,297	64.17	9,669,088	68.10	4.51	94
Born In Province of Residence	354,988	52.21	8,602,485	60.59	4.13	86
Born Outside Province of Residence	81,309	11.96	1,066,603	7.51	7.62	159
Immigrant Population	206,365	30.35	4,282,269	30.16	4.82	101
Visible Minority Status						
Total Visible Minorities	237,007	34.86	4,668,678	32.88	5.08	106
Chinese	65,932	9.70	869,281	6.12	7.58	158
South Asian	45,924	6.75	1,456,799	10.26	3.15	66
Black	35,719	5.25	765,516	5.39	4.67	97
Filipino	13,408	1.97	307,286	2.16	4.36	91
Latin American	14,488	2.13	230,491	1.62	6.29	131
Southeast Asian	8,022	1.18	148,366	1.04	5.41	113
Arab	12,940	1.90	264,992	1.87	4.88	102
West Asian	11,264	1.66	205,385	1.45	5.48	115
Korean	8,843	1.30	98,364	0.69	8.99	188
Japanese	4,104	0.60	29,571	0.21	13.88	290
Mother Tongue*						
English	439,663	64.67	9,371,490	66.00	4.69	98
French	27,993	4.12	543,548	3.83	5.15	108
Total Non-Official	191,916	28.23	3,883,693	27.35	4.94	103
Mandarin	22,169	3.26	316,655	2.23	7.00	146
Cantonese	18,265	2.69	290,198	2.04	6.29	131
Spanish	14,090	2.07	209,295	1.47	6.73	141
Portuguese	11,456	1.69	155,546	1.10	7.37	154
Arabic	10,106	1.49	205,890	1.45	4.91	103
Persian	8,166	1.20	140,684	0.99	5.80	121
Tagalog	7,383	1.09	186,033	1.31	3.97	83
Italian	7,285	1.07	233,963	1.65	3.11	65
Russian	6,625	0.97	109,583	0.77	6.05	126
Korean	6,340	0.93	75,955	0.54	8.35	174

Benchmark: Ontario

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*Displaying top 10 non-official Mother Tongue language variables by percent composition

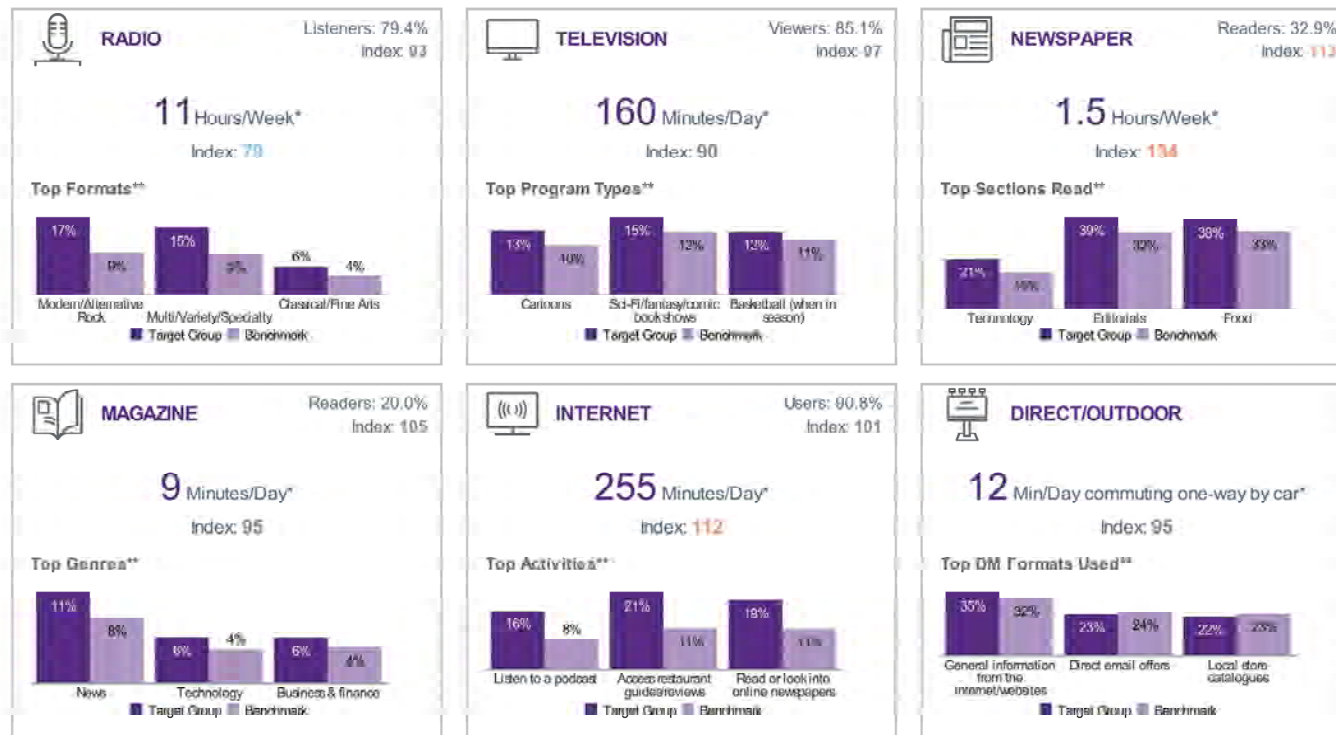
Index Colours:	<80	80 - 110	110+
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Behavioural | Media Overview



Target Group: Group 1 (38, 11, 12)

Household Population 12+: 617,802



Benchmark: Ontario

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Index Colours: <80 80 - 110 110+

*Consumption values based to Household Population 12+

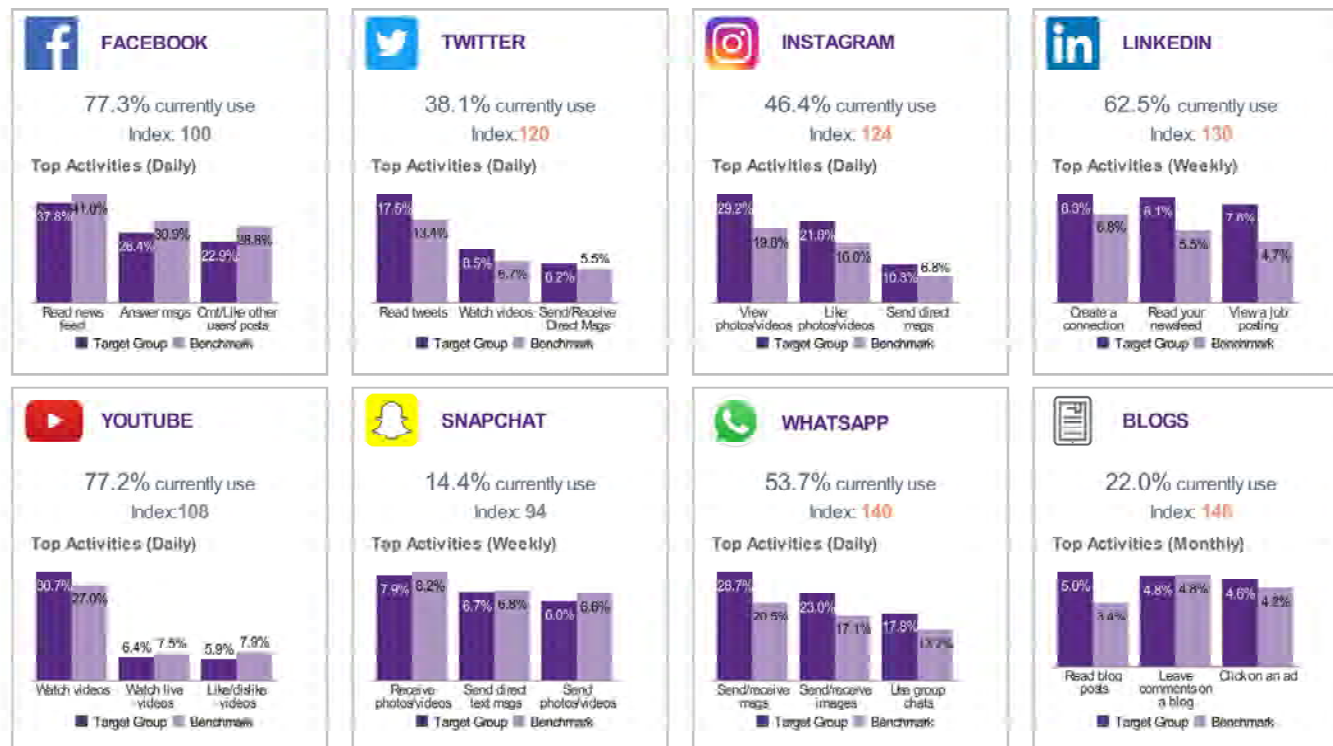
**Chosen from index ranking with minimum 5% composition

Opticks Social | Social Media Activities



Target Group : Group 1 (38, 11, 12)

Household Population 18+: 594,319



Benchmark: Ontario

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Chosen and ranked by percent composition

(Media used in this report are based on the most recent data available)

Index Colours: <80 80 - 110 110+

Target Group: Group 1 (38, 11, 12)

Household Population 12+: 617,802

TELEVISION

	Count	%	% Pen	Index
Viewership				
Heavy	76,469	12.38	3.88	78
Medium/Heavy	90,344	14.62	4.49	90
Medium	112,211	18.16	5.18	104
Medium/Light	118,032	19.11	5.19	104
Light	128,453	20.79	5.34	107
Top Program Types (Watch in Typical Week)*				
Cartoons	78,290	12.67	6.49	130
Sci-Fi/fantasy/comic book shows	94,545	15.30	6.15	124
Basketball (when in season)	76,726	12.42	5.72	115
Soccer	56,430	9.13	5.35	108
Primetime serial dramas	193,286	31.29	5.20	104
Suspense/crime dramas	157,838	25.55	5.19	104
Tennis (when in season)	36,829	5.96	5.18	104
Late night talk shows	59,116	9.57	5.14	103
Reality shows	101,032	16.35	5.02	101
Documentaries	159,970	25.89	4.98	100
Situation comedies	166,308	26.92	4.99	100
Game shows	83,188	13.46	4.94	99
News/current affairs	168,627	27.30	4.92	99
Morning local news	119,528	19.35	4.86	98
Other programs	90,264	14.61	4.87	98

RADIO

	Count	%	% Pen	Index
Listenership				
Heavy	88,207	14.28	3.42	69
Medium/Heavy	113,678	18.40	4.42	89
Medium	111,926	18.12	4.66	94
Medium/Light	142,926	23.14	5.64	113
Light	161,064	26.07	6.94	139
Top Formats (Weekly Reach)*				
Modern/Alternative Rock	104,500	16.91	9.15	184
Multi/Variety/Specialty	90,384	14.63	8.40	169
Classical/Fine Arts	37,880	6.13	7.73	155
News/Talk	191,911	31.06	7.13	143
Sports	30,919	5.00	4.91	99
Mainstream Top 40/CHR	125,672	20.34	4.64	93
Classic Hits	96,374	15.60	4.47	90
All News	51,317	8.31	4.10	82
Hot Adult Contemporary	60,531	9.80	3.03	61
Adult Contemporary	58,149	9.41	2.87	58

NEWSPAPERS

	Count	%	% Pen	Index
Readership - Dailies				
Heavy	55,354	8.96	7.41	149
Medium/Heavy	47,952	7.76	6.62	133
Medium	32,502	5.26	4.66	94
Medium/Light	39,376	6.37	5.41	109
Light	27,820	4.50	3.95	79
Section Read - Dailies*				
Computer/high tech	130,942	21.20	6.89	138
Editorials	239,790	38.81	5.96	120
Food	233,377	37.77	5.71	115
Business & financial	228,182	36.94	5.68	114
International news/world section	362,555	58.69	5.66	114
National news	386,383	62.54	5.70	114
Fashion/lifestyle	153,108	24.78	5.37	108
Local & regional news	392,630	63.55	5.34	107
Health	234,566	37.97	5.26	106
Automotive	93,298	15.10	5.06	102
Readership - Community Papers				
Heavy	34,472	5.58	3.18	64
Medium/Heavy	29,910	4.84	3.50	70
Medium	33,147	5.37	3.49	70
Medium/Light	42,699	6.91	4.51	91
Light	44,394	7.19	4.62	93

INTERNET

	Count	%	% Pen	Index
Usage				
Heavy	151,094	24.46	6.14	123
Medium/Heavy	119,989	19.42	5.02	101
Medium	118,431	19.17	5.25	105
Medium/Light	95,383	15.44	4.56	92
Light	75,827	12.27	3.98	80
Online Social Networks (Used in Past Month)				
LinkedIn	155,497	25.17	8.21	165
Tumblr	25,938	4.20	7.38	148
Twitter	130,468	21.12	6.59	132
Instagram	199,672	32.32	5.97	120
YouTube	297,240	48.11	5.69	114
Online/Internet dating sites	18,007	2.92	5.64	113
Facebook	354,332	57.35	5.32	107
Video/photo sharing	9,438	1.53	5.09	102
Pinterest	98,649	15.97	5.05	101
Snapchat	89,107	14.42	4.76	96
Google+	125,539	20.32	4.51	91
Top Activities (Past Week)				
Listen to a podcast	99,476	16.10	9.76	196
Access restaurant guides/reviews	130,973	21.20	9.47	190
Read or look into online newspapers	118,209	19.13	8.65	174
Access automotive news/content	31,494	5.10	7.79	157
Download any video content (free or paid)	105,261	17.04	7.78	156
Read or look into online magazines	41,038	6.64	7.61	153
Consult consumer reviews	168,900	27.34	7.45	150
Listen to Internet-only music service (e.g. Spotify)	119,683	19.37	7.31	147
Share/refer/link friends to a website or an article	165,817	26.84	7.16	144
Access home decor-related content	61,846	10.01	7.16	144
Watch a TV broadcast via streaming video	54,659	8.85	7.08	142
Use ad blocking software	107,697	17.43	7.09	142
Access travel content	78,333	12.68	7.03	141
Purchase products or services	166,075	26.88	6.91	139
Compare products/prices while shopping	216,230	35.00	6.85	138

DIRECT

	Count	%	% Pen	Index
Used in Shopping				
General information from the Internet/websites	218,801	35.42	5.46	110
Direct email offers	142,165	23.01	4.71	95
Online flyers	206,632	33.45	4.63	93
Local store catalogues	134,177	21.72	4.64	93
Coupons	198,525	32.13	4.54	91
Mail order	41,780	6.76	4.46	90
Yellow Pages (print or online)	26,197	4.24	4.50	90
Flyers delivered to the door or in the mail	225,097	36.44	4.04	81
Flyers inserted into a daily newspaper	108,393	17.55	4.00	80
Flyers inserted into a community newspaper	193,179	31.27	3.90	78
Opinion of Flyers to Door/By Mail				
Very unfavourable	179,454	29.05	6.36	128
Somewhat unfavourable	129,021	20.88	5.20	105
Somewhat favourable	195,203	31.60	4.48	90
Very favourable	114,123	18.47	4.14	83

MAGAZINES

	Count	%	% Pen	Index
Readership				
Heavy	20,166	3.26	4.33	87
Medium/Heavy	23,426	3.79	5.08	102
Medium	24,562	3.98	5.35	107
Medium/Light	28,051	4.54	5.76	116
Light	27,641	4.47	5.52	111
Top Magazine Types*				
News & current affairs	69,890	11.31	6.92	139
Computer, science & technology	35,306	5.71	6.80	136
Business & finance	35,106	5.68	6.32	127
Health/fitness	54,263	8.78	6.28	126
Fashion	41,517	6.72	5.82	117
Automobile & motorcycle	32,835	5.32	5.73	115
Food & beverage	81,623	13.21	5.60	112
Travel & tourism	44,369	7.18	5.23	105
Women's	38,581	6.25	5.16	104
Sports & recreation	32,986	5.34	5.03	101
Gardening & homes	48,153	7.79	4.94	99
Entertainment/celebrity	48,686	7.88	4.61	93

Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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Behavioural | Sports & Leisure Overview - Attend



Target Group: Group 1 (38, 11, 12)

Household Population 12+: 617,802

Top Shows & Exhibitions



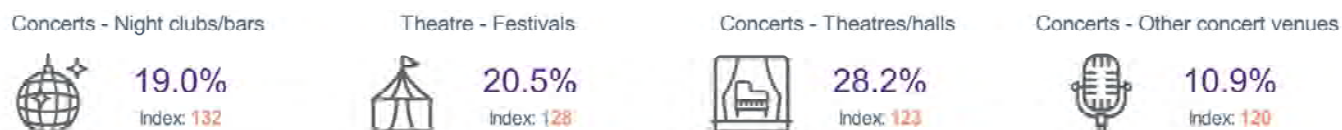
Top Local Attractions & Destinations



Top Professional Sports



Top Concert & Theatre Venues



Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Behavioural | Sports & Leisure Overview - Participate



Target Group: Group 1 (38, 11, 12)

Household Population 12+: 617,802

Top Individual Sports



Top Team Sports



Top Activities



Top Fitness



Benchmark: Ontario

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Where the Top 3 Profiles live in Ontario

Ranking Areas - Std. Geo. | Target Group

Benchmark: Ontario

Name	Code	Base Count	Base %	Count	%	% Pen	Index
M5V (Toronto, ON)	M5V	38,089	0.69	36,870	10.33	96.80	1,501
M5A (Toronto, ON)	M5A	24,570	0.44	13,599	3.81	55.35	858
M6J (Toronto, ON)	M6J	18,539	0.34	12,924	3.62	69.71	1,081
M6K (Toronto, ON)	M6K	23,506	0.42	10,986	3.08	46.74	724
M5J (Toronto, ON)	M5J	11,534	0.21	10,825	3.03	93.85	1,458
M4L (Toronto, ON)	M4L	15,016	0.27	10,651	2.98	70.93	1,101
M4J (Toronto, ON)	M4J	16,336	0.29	10,442	2.92	63.92	992
K2P (Ottawa, ON)	K2P	13,776	0.25	10,417	2.92	75.62	1,172
M6P (Toronto, ON)	M6P	20,479	0.37	10,237	2.87	49.99	775
K1N (Ottawa, ON)	K1N	15,177	0.27	10,016	2.81	66.00	1,024

Demographic Trends in Toronto

DemoStats Trends | Population



Trade Area: Toronto, ON (C)

	2014 Count	%	2019 Count	%	2022 Count	%	2024 Count	%	2029 Count	%
Total Population by Age										
Total Population	2,807,187	100.00	2,988,140	100.00	3,090,860	100.00	3,161,478	100.00	3,343,471	100.00
Total 0 To 4	143,710	5.12	150,481	5.04	157,331	5.09	159,767	5.05	164,279	4.91
Total 5 To 9	133,790	4.77	134,491	4.50	137,498	4.45	141,815	4.49	150,866	4.51
Total 10 To 14	125,054	4.46	128,279	4.29	130,587	4.22	131,047	4.14	138,322	4.14
Total 15 To 19	155,962	5.56	134,070	4.49	137,992	4.46	144,514	4.57	154,672	4.63
Total 20 To 24	205,039	7.30	222,924	7.46	187,998	6.08	172,434	5.45	184,336	5.51
Total 25 To 29	234,421	8.35	252,922	8.46	260,031	8.41	252,413	7.98	207,616	6.21
Total 30 To 34	241,688	8.61	254,886	8.53	266,440	8.62	278,111	8.80	277,771	8.31
Total 35 To 39	211,365	7.53	248,372	8.31	257,853	8.34	264,034	8.35	291,362	8.71
Total 40 To 44	201,656	7.18	216,677	7.25	242,715	7.85	256,408	8.11	274,677	8.21
Total 45 To 49	201,594	7.18	199,157	6.67	207,596	6.72	219,650	6.95	256,690	7.68
Total 50 To 54	206,350	7.35	194,713	6.52	197,141	6.38	198,443	6.28	216,883	6.49
Total 55 To 59	180,595	6.43	200,673	6.72	198,053	6.41	192,428	6.09	195,628	5.85
Total 60 To 64	149,931	5.34	174,624	5.84	188,597	6.10	196,802	6.22	188,564	5.64
Total 65 To 69	123,643	4.41	142,521	4.77	158,318	5.12	168,926	5.34	190,218	5.69
Total 70 To 74	88,964	3.17	113,751	3.81	127,765	4.13	134,456	4.25	159,310	4.76
Total 75 To 79	76,384	2.72	79,440	2.66	91,451	2.96	103,124	3.26	121,251	3.63
Total 80 To 84	61,433	2.19	63,331	2.12	64,302	2.08	66,256	2.10	86,016	2.57
Total 85 Or Older	65,608	2.34	76,828	2.57	79,192	2.56	80,850	2.56	85,010	2.54
Average Age Of Total Population	—	40.20	—	40.94	—	41.50	—	41.85	—	42.63
Median Age Of Total Population	—	38.84	—	39.32	—	40.19	—	40.70	—	41.83



Demographic Trends in M5V

DemoStats Trends | Population



Trade Area: M5V (Toronto, ON)

	2014		2019		2022		2024		2029	
	Count	%	Count	%	Count	%	Count	%	Count	%
Total Population by Age										
Total Population	44,253	100.00	60,826	100.00	67,276	100.00	71,662	100.00	83,552	100.00
Total 0 To 4	1,280	2.89	1,832	3.01	2,044	3.04	2,155	3.01	2,371	2.84
Total 5 To 9	485	1.10	829	1.36	1,120	1.67	1,331	1.86	1,761	2.11
Total 10 To 14	322	0.73	461	0.76	567	0.84	645	0.90	907	1.09
Total 15 To 19	660	1.49	683	1.12	712	1.06	755	1.05	870	1.04
Total 20 To 24	4,460	10.08	6,017	9.89	4,869	7.24	4,277	5.97	4,199	5.03
Total 25 To 29	11,017	24.90	14,395	23.67	14,311	21.27	13,590	18.96	10,977	13.14
Total 30 To 34	10,049	22.71	13,051	21.46	14,689	21.83	15,926	22.22	17,405	20.83
Total 35 To 39	5,426	12.26	8,539	14.04	10,352	15.39	11,616	16.21	15,586	18.65
Total 40 To 44	2,983	6.74	4,807	7.90	6,491	9.65	7,667	10.70	10,567	12.65
Total 45 To 49	1,969	4.45	2,678	4.40	3,397	5.05	4,102	5.72	6,489	7.77
Total 50 To 54	1,706	3.85	1,996	3.28	2,285	3.40	2,525	3.52	3,607	4.32
Total 55 To 59	1,319	2.98	1,816	2.99	1,947	2.89	2,011	2.81	2,438	2.92
Total 60 To 64	962	2.17	1,291	2.12	1,538	2.29	1,715	2.39	1,928	2.31
Total 65 To 69	718	1.62	981	1.61	1,168	1.74	1,316	1.84	1,693	2.03
Total 70 To 74	420	0.95	746	1.23	912	1.36	1,000	1.40	1,323	1.58
Total 75 To 79	239	0.54	353	0.58	472	0.70	582	0.81	814	0.97
Total 80 To 84	155	0.35	211	0.35	237	0.35	266	0.37	386	0.46
Total 85 Or Older	83	0.19	139	0.23	164	0.24	184	0.26	231	0.28
Average Age Of Total Population	—	34.33	—	34.57	—	35.42	—	36.01	—	37.41
Median Age Of Total Population	—	31.80	—	32.24	—	33.31	—	34.05	—	35.98



Now What?

We now have everything we need to know about our future potential visitors/guests

Now, we apply it to our Marketing, Product Development, and look for like minded Sponsors

Marketing:

- 1) Identify target markets
- 2) Promote to those markets and their FSAs
- 3) Create marketing campaigns with key words



Product Development:

- 1) Does your event match your target market/visitors?
- 2) Does your branding & imagery align with their values/diversity?
- 3) Create new products or adjust as needed



Sponsorship:

- 1) Identify businesses that share your visitors' interests
- 2) Partner with them for cross promotions
- 3) Build a larger audience at your next event





ANY
QUESTIONS?

