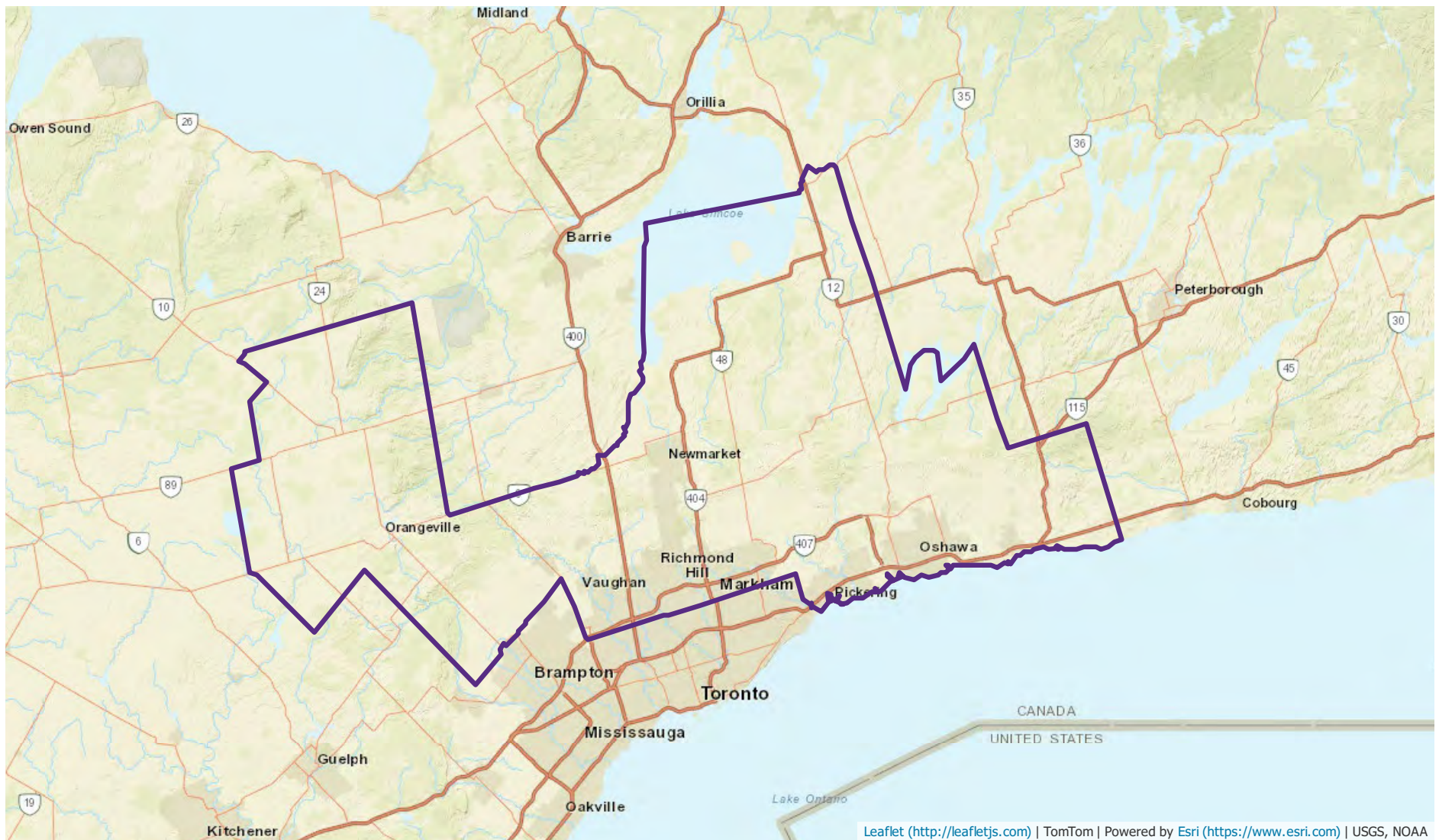


Demographics | Trade Area Map



Trade Area: Central Counties

Population: 2,046,797 | Households: 677,226



Leaflet (<http://leafletjs.com>) | TomTom | Powered by Esri (<https://www.esri.com>) | USGS, NOAA

Demographics | Population & Households



Trade Area: Central Counties

POPULATION

2,046,797

HOUSEHOLDS

677,226

MEDIAN MAINTAINER AGE

54

Index: 101

MARITAL STATUS



60.8%

Index: 106

Married/Common-Law

FAMILY STATUS*

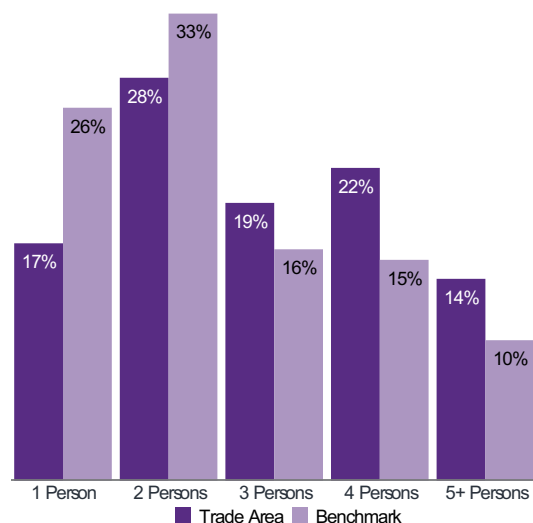


54.4%

Index: 120

Couples With Children At Home

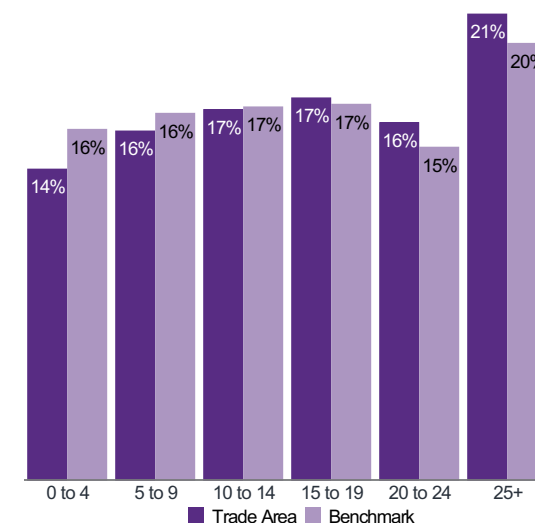
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	103,973	5.1	100
5 to 9	114,487	5.6	108
10 to 14	122,532	6.0	113
15 to 19	127,906	6.2	114
20 to 24	137,382	6.7	99
25 to 29	142,531	7.0	95
30 to 34	131,832	6.4	93
35 to 39	128,360	6.3	94
40 to 44	131,938	6.4	101
45 to 49	143,720	7.0	108
50 to 54	152,470	7.4	109
55 to 59	158,087	7.7	104
60 to 64	131,020	6.4	98
65 to 69	104,216	5.1	94
70 to 74	85,945	4.2	93
75 to 79	55,877	2.7	88
80 to 84	38,244	1.9	86
85+	36,277	1.8	77

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+
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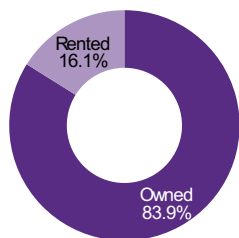
Demographics | Housing & Income



Trade Area: Central Counties

Population: 2,046,797 | Households: 677,226

TENURE



STRUCTURE TYPE



Houses

83.1%

Index: 122



Apartments

16.8%

Index: 54

AGE OF HOUSING*

14 - 18 Years Old

% Comp: 12.4 Index: 170

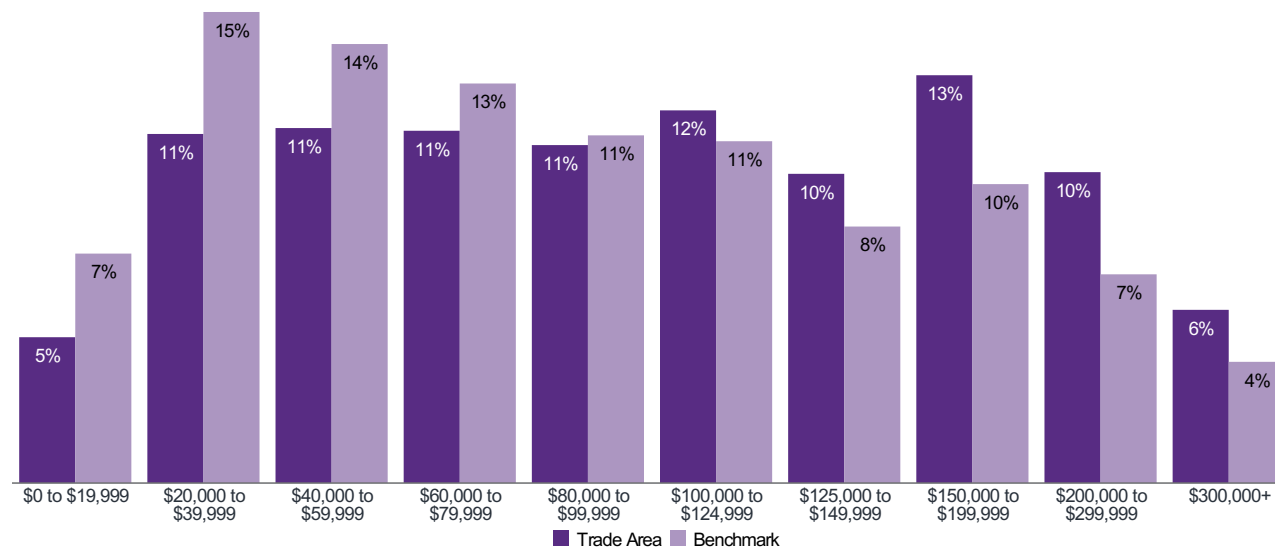
AVERAGE HOUSEHOLD INCOME



\$129,516

Index: 118

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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Demographics | Education & Employment



Trade Area: Central Counties

Population: 2,046,797 | Households: 677,226

EDUCATION



29.3%
Index: 105

University Degree

LABOUR FORCE PARTICIPATION



61.6%
Index: 100

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



78.1%
Index: 111

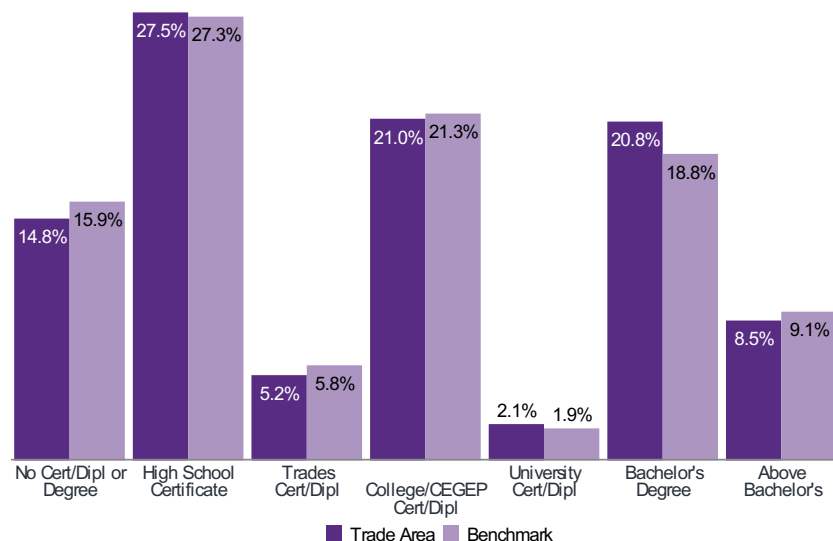
Travel to work by **Car (as Driver)**



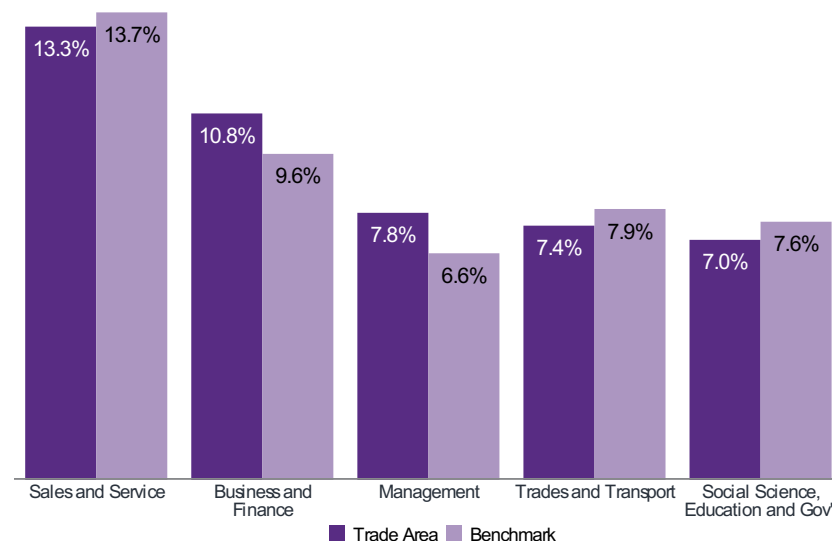
11.5%
Index: 74

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Ontario

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*Ranked by percent composition

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



Trade Area: Central Counties

Population: 2,046,797 | Households: 677,226

VISIBLE MINORITY PRESENCE



44.1%

Index: **134**

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



3.7%

Index: **149**

No knowledge of English or French

IMMIGRATION



37.7%

Index: **125**

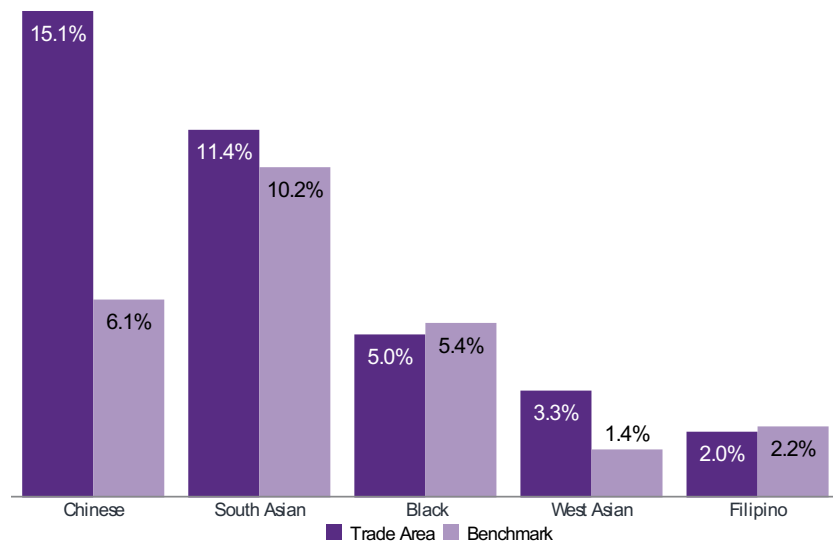
Born outside Canada

PERIOD OF IMMIGRATION*

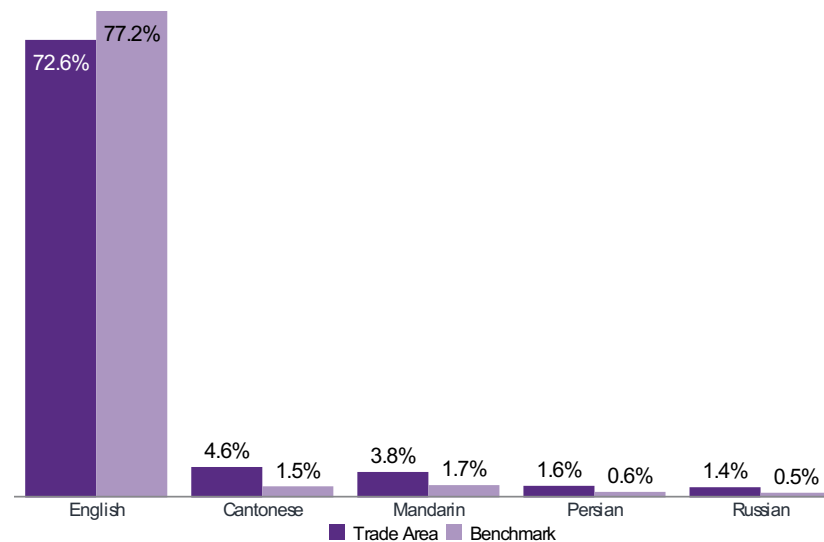
Before 2001

% Comp: **21.0** Index: **134**

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Demographics | DemoStats Highlights



Trade Area: Central Counties

HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Basics						
Total Population	2,046,797	100.00	14,483,929	100.00	14.13	100
Total Households	677,226	100.00	5,536,784	100.00	12.23	100
Age of Household Maintainer						
15 to 24	5,909	0.87	138,834	2.51	4.26	35
25 to 34	76,907	11.36	795,062	14.36	9.67	79
35 to 44	120,999	17.87	956,777	17.28	12.65	103
45 to 54	155,304	22.93	1,064,623	19.23	14.59	119
55 to 64	153,968	22.73	1,138,016	20.55	13.53	111
65 to 74	98,983	14.62	822,195	14.85	12.04	98
75 or Older	65,156	9.62	621,277	11.22	10.49	86
Size of Household						
1 Person	112,078	16.55	1,442,973	26.06	7.77	64
2 Persons	190,744	28.16	1,808,714	32.67	10.55	86
3 Persons	131,284	19.39	893,076	16.13	14.70	120
4 Persons	147,913	21.84	852,128	15.39	17.36	142
5 or More Persons	95,207	14.06	539,893	9.75	17.63	144
Household Type						
Total Family Households	548,987	81.06	3,868,336	69.87	14.19	116
One-Family Households	517,698	76.44	3,720,258	67.19	13.92	114
Multiple-Family Households	31,289	4.62	148,078	2.67	21.13	173
Non-Family Households	128,239	18.94	1,668,448	30.13	7.69	63
One-Person Households	112,968	16.68	1,447,997	26.15	7.80	64
Two-Or-More-Person Households	15,271	2.25	220,451	3.98	6.93	57
Marital Status						
Married Or Living With A Common-Law Partner	1,026,549	60.78	6,872,442	57.19	14.94	106
Single (Never Legally Married)	443,859	26.28	3,320,833	27.63	13.37	95
Separated	47,165	2.79	401,986	3.35	11.73	83
Divorced	85,088	5.04	718,684	5.98	11.84	84
Widowed	86,235	5.11	703,590	5.86	12.26	87
Children at Home						
Percent: Households with Children at Home	-	56.79	-	43.89	-	129
Age of Children at Home						
Total Number Of Children At Home	724,478	100.00	4,484,508	100.00	16.16	100
0 to 4	100,723	13.90	703,366	15.68	14.32	89
5 to 9	113,085	15.61	735,546	16.40	15.37	95
10 to 14	120,038	16.57	748,377	16.69	16.04	99
15 to 19	123,821	17.09	753,717	16.81	16.43	102
20 to 24	115,801	15.98	667,541	14.88	17.35	107
25 and over	151,010	20.84	875,961	19.53	17.24	107

DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Housing Tenure						
Owned	568,181	83.90	3,836,897	69.30	14.81	121
Rented	109,022	16.10	1,689,746	30.52	6.45	53
Band Housing	23	0.00	10,141	0.18	0.23	2
Housing Type						
Houses	562,600	83.07	3,783,163	68.33	14.87	122
Single-Detached House	444,106	65.58	2,967,120	53.59	14.97	122
Semi-Detached House	40,052	5.91	311,462	5.63	12.86	105
Row House	78,442	11.58	504,581	9.11	15.55	127
Apartments	113,613	16.78	1,726,459	31.18	6.58	54
High-rise (5+ Floors)	57,770	8.53	973,481	17.58	5.93	49
Low-rise (<5 Floors)	29,352	4.33	561,065	10.13	5.23	43
Detached Duplex	26,491	3.91	191,913	3.47	13.80	113
Other Dwelling Types	1,013	0.15	27,162	0.49	3.73	30
Housing Period of Construction						
Before 1961	65,334	9.65	1,323,353	23.90	4.94	40
1961 - 1980	122,307	18.06	1,522,055	27.49	8.04	66
1981 - 1990	121,954	18.01	708,801	12.80	17.21	141
1991 - 2000	119,770	17.68	653,889	11.81	18.32	150
2001 - 2005	83,771	12.37	402,410	7.27	20.82	170
2006 - 2010	74,113	10.94	374,073	6.76	19.81	162
2011 - 2016	61,875	9.14	344,077	6.21	17.98	147
After 2016	28,102	4.15	208,126	3.76	13.50	110

INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
Household Income						
Average Household Income	-	129,516.43	-	109,660.18	-	118
Education						
No Certificate, Diploma Or Degree	250,348	14.82	1,907,032	15.87	13.13	93
High School Certificate Or Equivalent	465,247	27.55	3,279,099	27.29	14.19	101
Apprenticeship Or Trades Cert/Dipl	87,175	5.16	693,412	5.77	12.57	89
College/CEGEP/Non-Uni Cert/Dipl	354,418	20.98	2,560,221	21.30	13.84	99
University Cert/Dipl Below Bachelor	36,166	2.14	225,596	1.88	16.03	114
University Degree	495,542	29.34	3,352,175	27.89	14.78	105
Labour Force						
In The Labour Force (15+)	1,041,100	61.64	7,411,246	61.67	14.05	100
Labour Force by Occupation						
Management	132,151	7.83	796,916	6.63	16.58	118
Business Finance Administration	181,682	10.76	1,149,419	9.56	15.81	112
Sciences	94,180	5.58	574,567	4.78	16.39	117
Health	58,549	3.47	484,297	4.03	12.09	86
Education, Gov't, Religion, Social	118,680	7.03	908,797	7.56	13.06	93
Art, Culture, Recreation, Sport	30,630	1.81	239,453	1.99	12.79	91
Sales and Service	224,940	13.32	1,651,049	13.74	13.62	97
Trades and Transport	125,758	7.45	953,973	7.94	13.18	94
Natural Resources and Agriculture	13,508	0.80	123,243	1.03	10.96	78
Manufacturing and Utilities	39,923	2.36	371,972	3.10	10.73	76
Commuting						
Car (As Driver)	691,196	78.09	4,481,353	70.42	15.42	111
Car (As Passenger)	55,968	6.32	384,066	6.04	14.57	105
Public Transit	101,458	11.46	986,279	15.50	10.29	74
Walk	23,969	2.71	350,278	5.50	6.84	49
Bicycle	3,302	0.37	88,422	1.39	3.73	27

LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	Count	%	Base Count	Base %	% Pen	Index
Knowledge of Official Language						
English Only	1,814,699	89.41	12,283,143	86.06	14.77	104
French Only	1,120	0.06	42,199	0.30	2.65	19
English And French	138,810	6.84	1,592,757	11.16	8.72	61
Neither English Nor French	75,121	3.70	355,123	2.49	21.15	149
Immigration Status						
Non-Immigrant Population	1,240,952	61.14	9,719,863	68.10	12.77	90
Born In Province of Residence	1,139,652	56.15	8,646,491	60.58	13.18	93
Born Outside Province of Residence	101,300	4.99	1,073,372	7.52	9.44	66
Immigrant Population	766,160	37.75	4,304,631	30.16	17.80	125
Visible Minority Status						
Total Visible Minorities	896,131	44.15	4,691,801	32.87	19.10	134
Chinese	306,922	15.12	873,659	6.12	35.13	247
South Asian	231,692	11.41	1,462,854	10.25	15.84	111
Black	102,157	5.03	769,583	5.39	13.27	93
Filipino	40,569	2.00	308,927	2.16	13.13	92
Latin American	25,655	1.26	231,833	1.62	11.07	78
Southeast Asian	18,774	0.93	149,219	1.04	12.58	88
Arab	23,536	1.16	266,504	1.87	8.83	62
West Asian	66,605	3.28	206,441	1.45	32.26	227
Korean	20,361	1.00	98,969	0.69	20.57	145
Japanese	4,006	0.20	29,754	0.21	13.46	95
Mother Tongue*						
English	1,216,018	59.91	9,421,389	66.01	12.91	91
French	21,528	1.06	546,960	3.83	3.94	28
Total Non-Official	730,728	36.00	3,903,251	27.35	18.72	132
Cantonese	121,660	5.99	291,735	2.04	41.70	293
Mandarin	103,677	5.11	318,224	2.23	32.58	229
Italian	69,036	3.40	235,172	1.65	29.36	206
Persian	51,241	2.52	141,456	0.99	36.22	255
Russian	43,018	2.12	110,121	0.77	39.06	275
Tamil	35,526	1.75	128,786	0.90	27.59	194
Urdu	27,976	1.38	171,764	1.20	16.29	115
Spanish	24,091	1.19	210,484	1.48	11.45	80
Tagalog	22,180	1.09	187,038	1.31	11.86	83
Punjabi	17,954	0.89	224,978	1.58	7.98	56

Benchmark: Ontario

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

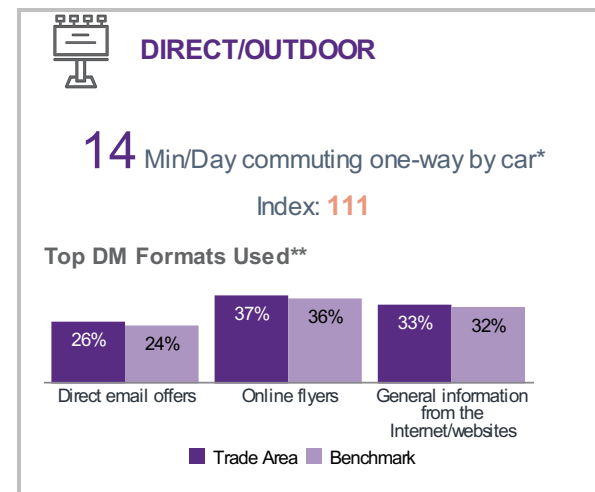
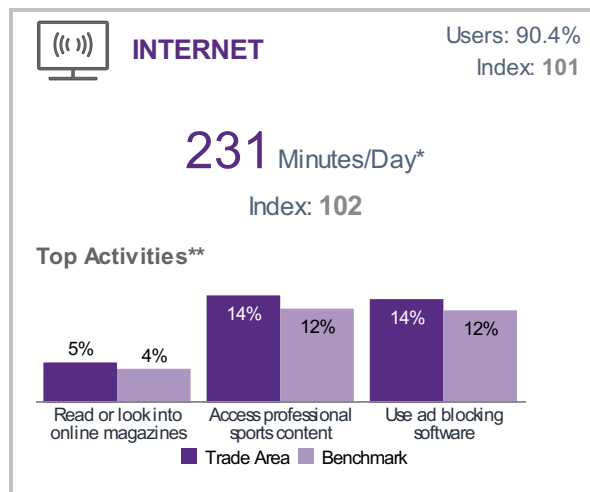
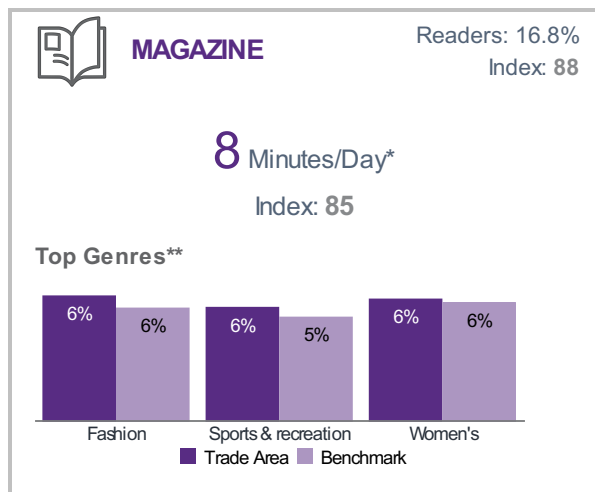
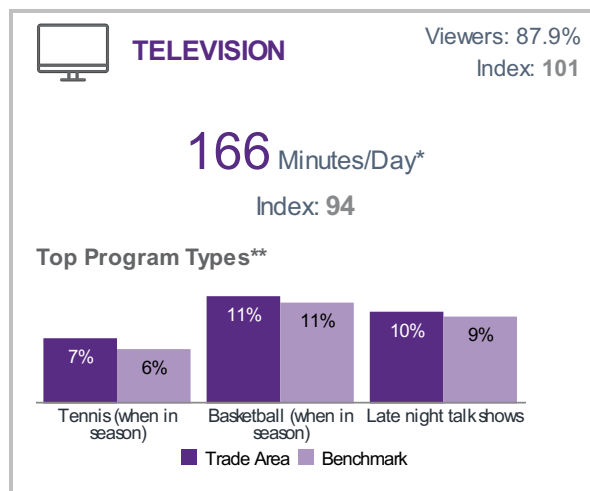
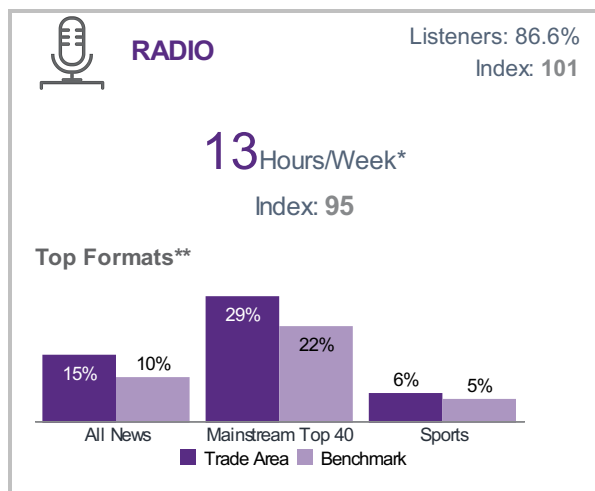
Index Colours:	<80	80 - 110	110+
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Behavioural | Media Overview



Trade Area: Central Counties

Household Population 12+: 1,763,202



Benchmark: Ontario

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*Consumption values based to Household Population 12+

**Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Behavioural | Sports & Leisure Overview - Attend



Trade Area: Central Counties

Household Population 12+: 1,763,202

Top Shows & Exhibitions

Auto shows



6.1%

Index: 105

Home shows



5.9%

Index: 97

Craft shows



7.1%

Index: 80

Top Local Attractions & Destinations

Theme parks



21.3%

Index: 111

Other leisure activities



37.4%

Index: 106

Zoos/aquariums



24.4%

Index: 104

Indoor amusement centres



10.1%

Index: 103

Top Professional Sports

Basketball



12.1%

Index: 126

Soccer



9.6%

Index: 121

Baseball



26.6%

Index: 108

Hockey



23.2%

Index: 100

Top Concert & Theatre Venues

Concerts - Arenas



33.7%

Index: 102

Concerts - Theatres/halls



23.0%

Index: 100

Theatre - Major theatres



24.6%

Index: 98

Concerts - Casinos



14.3%

Index: 97

Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

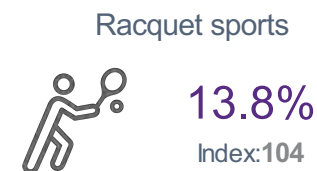
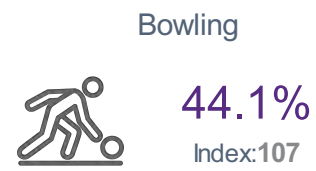
Behavioural | Sports & Leisure Overview - Participate



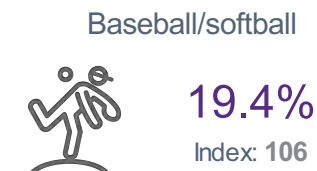
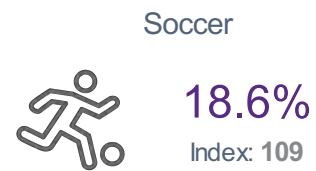
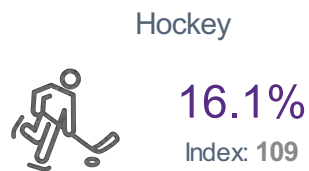
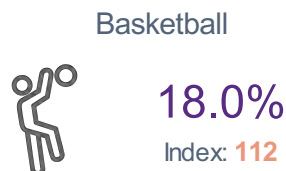
Trade Area: Central Counties

Household Population 12+: 1,763,202

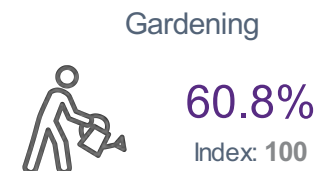
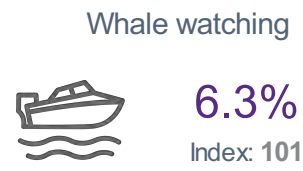
Top Individual Sports



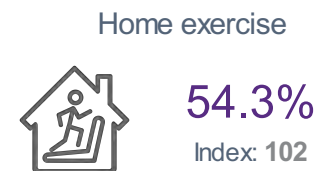
Top Team Sports



Top Activities



Top Fitness



Benchmark: Ontario

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TELEVISION

	Count	%	% Pen	Index
Viewership				
Heavy	224,321	12.72	11.29	80
Medium/Heavy	289,436	16.41	14.32	101
Medium	311,927	17.69	14.32	101
Medium/Light	343,872	19.50	15.06	107
Light	379,526	21.52	15.69	111
Top Program Types (Watch in Typical Week)*				
Tennis (when in season)	121,953	6.92	17.05	121
Basketball (when in season)	202,630	11.49	15.04	106
Late night talk shows	172,849	9.80	14.94	106
Baseball (when in season)	371,104	21.05	14.68	104
Cooking programs	413,544	23.45	14.36	102
Hockey (when in season)	464,750	26.36	14.47	102
Situation comedies	483,661	27.43	14.43	102
NFL football (when in season)	221,913	12.59	14.28	101
Reality shows	289,853	16.44	14.34	101
Sci-Fi/fantasy/comic book shows	220,412	12.50	14.26	101
Entertainment news programs	163,743	9.29	14.11	100
Morning local news	348,235	19.75	14.07	100
Cartoons	169,505	9.61	13.97	99
CFL football (when in season)	186,537	10.58	14.03	99
Home renovation/decoration shows	462,956	26.26	13.93	99

RADIO

	Count	%	% Pen	Index
Listenership				
Heavy	325,310	18.45	12.54	89
Medium/Heavy	361,259	20.49	13.98	99
Medium	388,144	22.01	16.08	114
Medium/Light	362,321	20.55	14.22	101
Light	326,169	18.50	13.97	99
Top Formats (Weekly Reach)*				
All News	268,609	15.23	21.35	151
Mainstream Top 40/CHR	505,756	28.68	18.59	132
Sports	113,373	6.43	17.90	127
Modern/Alternative Rock	189,334	10.74	16.49	117
Hot Adult Contemporary	311,226	17.65	15.48	110
Classic Hits	333,695	18.93	15.39	109
Mainstream Rock	135,458	7.68	14.30	101
Adult Contemporary	283,293	16.07	13.91	98
Multi/Variety/Specialty	150,165	8.52	13.88	98
News/Talk	320,590	18.18	11.83	84
Not Classified	118,193	6.70	10.65	75
Today's Country	156,836	8.89	10.45	74

NEWSPAPERS

	Count	%	% Pen	Index
Readership - Dailies				
Heavy	86,962	4.93	11.56	82
Medium/Heavy	87,010	4.93	11.92	84
Medium	96,120	5.45	13.70	97
Medium/Light	93,448	5.30	12.77	90
Light	81,839	4.64	11.57	82
Section Read - Dailies*				
Computer/high tech	274,874	15.59	14.39	102
Movie & entertainment	667,104	37.84	14.24	101
Business & financial	572,307	32.46	14.17	100
Fashion/lifestyle	405,321	22.99	14.12	100
New homes section	298,413	16.93	13.95	99
Food	569,102	32.28	13.85	98
Sports	515,108	29.21	13.85	98
Travel	543,170	30.81	13.88	98
Automotive	253,887	14.40	13.70	97
Health	606,788	34.41	13.52	96
Readership - Community Papers				
Heavy	130,205	7.38	11.92	84
Medium/Heavy	113,971	6.46	13.25	94
Medium	123,140	6.98	12.91	91
Medium/Light	128,678	7.30	13.52	96
Light	142,967	8.11	14.81	105

INTERNET

	Count	%	% Pen	Index
Usage				
Heavy	354,657	20.11	14.32	101
Medium/Heavy	349,183	19.80	14.53	103
Medium	336,468	19.08	14.84	105
Medium/Light	301,756	17.11	14.37	102
Light	251,437	14.26	13.11	93
Online Social Networks (Used in Past Month)				
LinkedIn	295,483	16.76	15.51	110
Instagram	516,197	29.28	15.35	109
Tumblr	54,429	3.09	15.41	109
Online/Internet dating sites	48,869	2.77	15.22	108
Snapchat	285,465	16.19	15.18	107
Twitter	294,828	16.72	14.81	105
YouTube	774,157	43.91	14.73	104
Facebook	910,442	51.64	13.59	96
Google+	381,075	21.61	13.61	96
Pinterest	265,127	15.04	13.50	96
Video/photo sharing	22,480	1.27	12.05	85
Top Activities (Past Week)				
Read or look into online magazines	91,761	5.20	16.93	120
Access professional sports content	251,295	14.25	16.16	114
Use ad blocking software	242,467	13.75	15.88	112
Download music/MP3 files (free or paid)	240,439	13.64	15.66	111
Listen to music via streaming video service (e.g. YouTube)	510,130	28.93	15.54	110
Watch free streaming music videos	469,160	26.61	15.60	110
Access travel content	173,131	9.82	15.46	109
Listen to Internet-only music service (e.g. Spotify)	250,162	14.19	15.21	108
Download any video content (free or paid)	206,823	11.73	15.20	108
Share/refer/link friends to a website or an article	351,371	19.93	15.08	107
Consult consumer reviews	345,525	19.60	15.16	107
Purchase products or services	366,657	20.80	15.17	107
Play/download online games	390,866	22.17	14.80	105
Send/receive a text/instant message	1,084,800	61.52	14.79	105
Take pictures/video	911,425	51.69	14.88	105

DIRECT

	Count	%	% Pen	Index
Used in Shopping				
Direct email offers	457,366	25.94	15.09	107
Online flyers	657,176	37.27	14.65	104
General information from the Internet/websites	586,749	33.28	14.57	103
Coupons	633,282	35.92	14.39	102
Flyers inserted into a community newspaper	689,424	39.10	13.83	98
Local store catalogues	397,214	22.53	13.66	97
Flyers inserted into a daily newspaper	364,852	20.69	13.40	95
Flyers delivered to the door or in the mail	746,291	42.33	13.33	94
Mail order	118,877	6.74	12.61	89
Yellow Pages (print or online)	63,361	3.59	10.82	77
Opinion of Flyers to Door/By Mail				
Somewhat favourable	633,697	35.94	14.48	102
Very unfavourable	409,674	23.23	14.45	102
Somewhat unfavourable	355,506	20.16	14.26	101
Very favourable	364,326	20.66	13.15	93

MAGAZINES

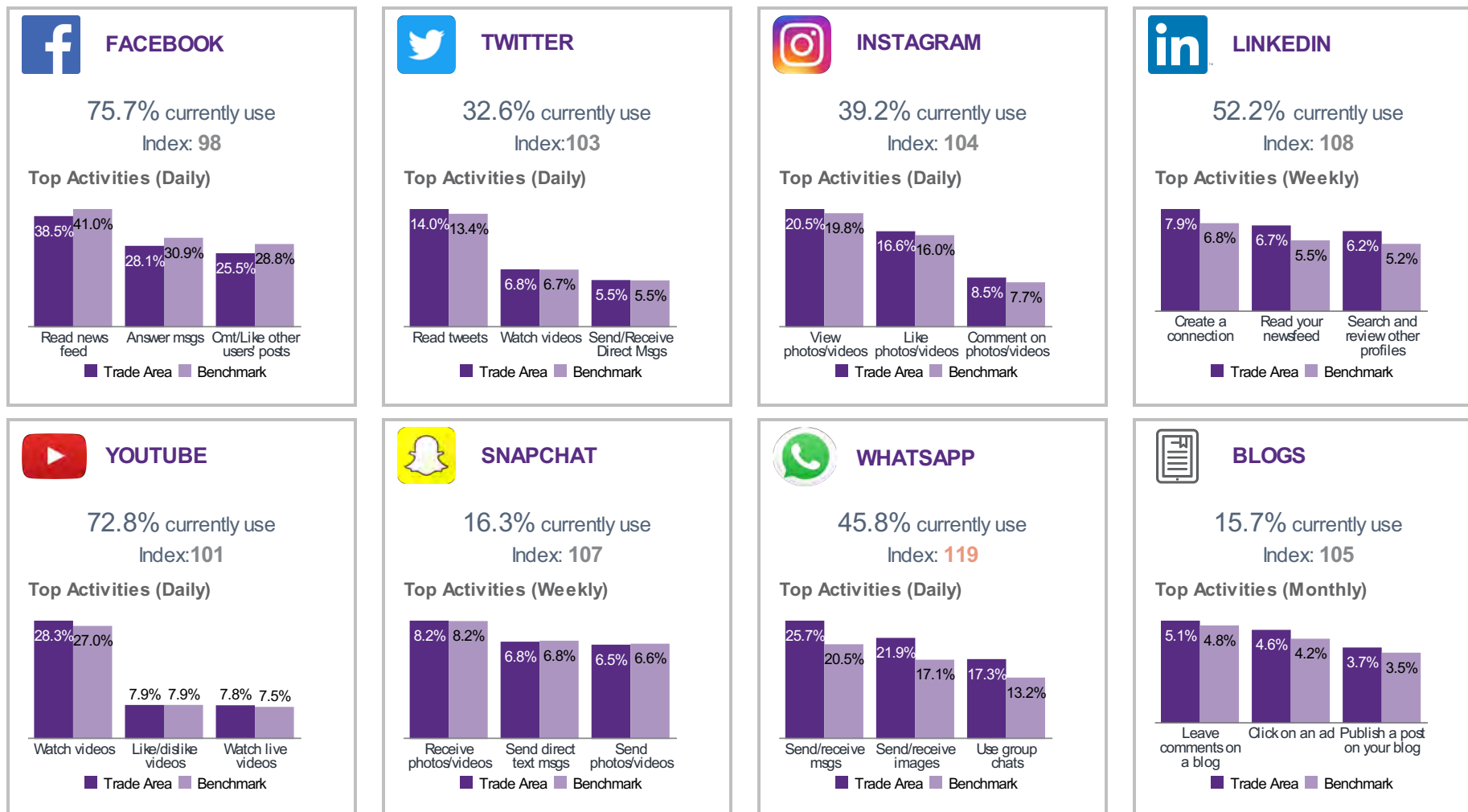
	Count	%	% Pen	Index
Readership				
Heavy	59,736	3.39	12.76	90
Medium/Heavy	54,227	3.08	11.69	83
Medium	52,804	3.00	11.42	81
Medium/Light	64,944	3.68	13.27	94
Light	64,519	3.66	12.82	91
Top Magazine Types*				
Fashion	112,330	6.37	15.66	111
Sports & recreation	102,044	5.79	15.47	109
Women's	109,482	6.21	14.56	103
Entertainment/celebrity	149,253	8.46	14.04	99
Travel & tourism	118,142	6.70	13.84	98
Home décor	95,390	5.41	12.97	92
Health/fitness	111,431	6.32	12.82	91
Food & beverage	186,207	10.56	12.70	90
Gardening & homes	121,845	6.91	12.44	88
News & current affairs	124,723	7.07	12.28	87

Opticks Social | Social Media Activities



Trade Area: Central Counties

Household Population 18+: 1,613,862



Benchmark: 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



Trade Area: Central Counties

Household Population 18+: 1,613,862

FRIENDS IN ALL SM NETWORKS



34.1%

Index: 98

0-49 friends

FREQUENCY OF USE (DAILY)



54.5%

Index: 94

Facebook

BRAND INTERACTION



37.9%

Index: 96

Like brand on Facebook

NO. OF BRANDS INTERACTED

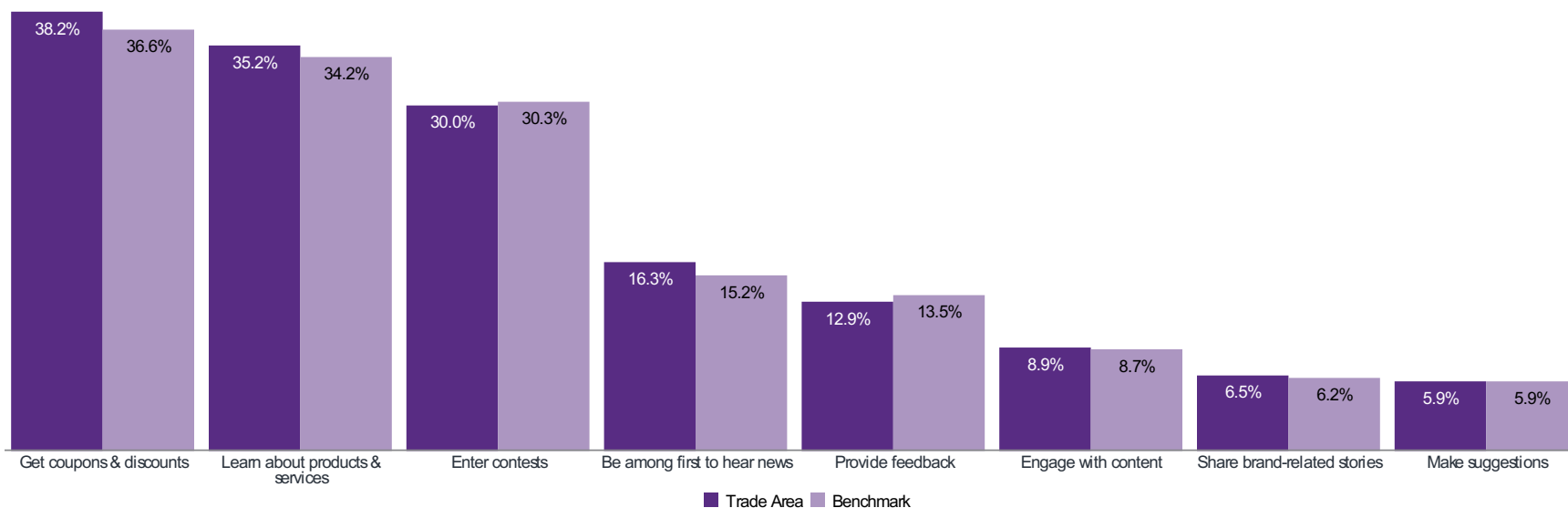


34.7%

Index: 104

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Ontario

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Chosen and ranked by percent composition

Index Colours: <80 80 - 110 110+

Opticks Social | Purchases and Future Usage



Trade Area: Central Counties

Household Population 18+: 1,613,862

SOCIAL MEDIA PURCHASES - SEEK SUGGESTIONS/RECOMMENDATIONS WHEN CONSIDERING: (Top 4)



12.4%

Index: 106

Vacation, travel-related



9.2%

Index: 105

Big-ticket (i.e. appliances)



9.0%

Index: 101

Entertainment-related (i.e. movies)

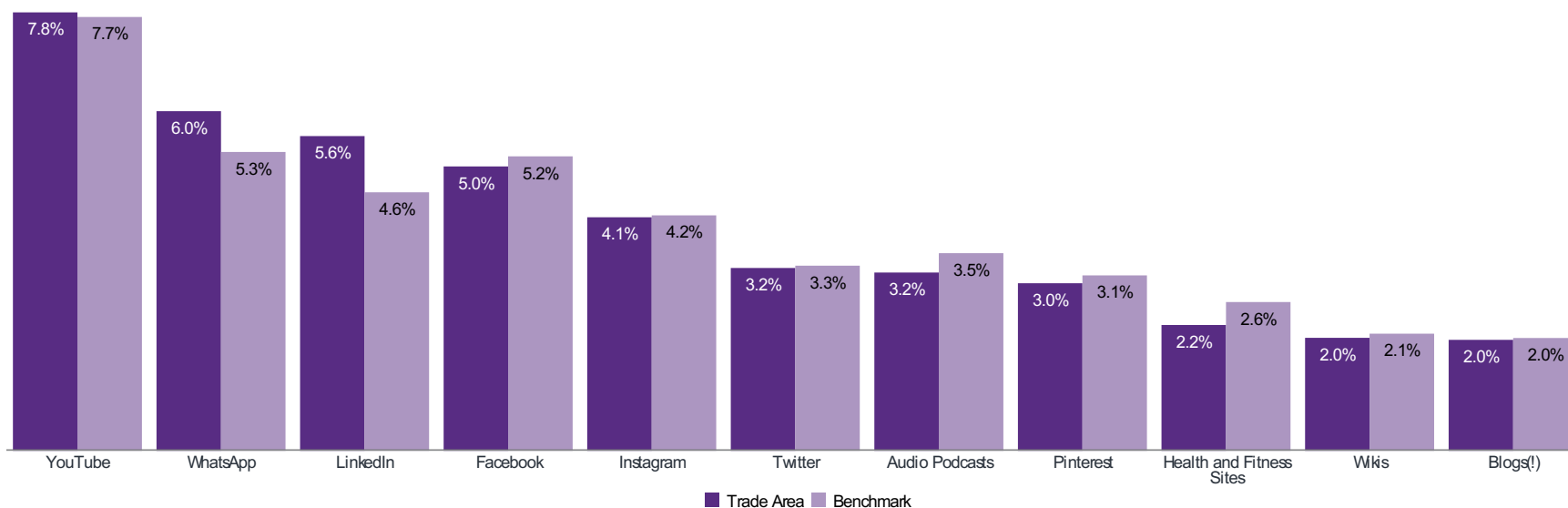


8.6%

Index: 109

Car, auto-related

USAGE EXPECTATIONS (Increase in the next yr)



Benchmark: Ontario

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Chosen and ranked by percent composition

Note: N/A values are displayed if variables do not meet criteria

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

Index Colours:	<80	80 - 110	110+
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Opticks Social | Social Media Attitudes



Trade Area: Central Counties



DESCRIBES ME*...

Use SM to stay connected with personal contacts

% Comp **44.8** Index **97**



I AM OPEN TO RECEIVING RELEVANT MARKETING MESSAGES THROUGH SOCIAL MEDIA CHANNELS

% Comp **27.5** Index **104**



I WOULD BE MORE INCLINED TO PARTICIPATE IN SM IF I KNEW MY PERSONAL INFORMATION WOULD NOT BE OWNED/SHARED BY COMPANY

% Comp **73.2** Index **100**



I AM VERY COMFORTABLE SHARING MY PERSONAL INFORMATION WITH SOCIAL MEDIA SITES

% Comp **10.5** Index **101**



SOCIAL MEDIA COMPANIES SHOULD NOT BE ALLOWED TO OWN OR SHARE MY PERSONAL INFORMATION

% Comp **83.3** Index **99**



SHARING MY PERSONAL INFORMATION WITH FRIENDS/ACQUAINTANCES IN SM ENVIRONMENTS DOES NOT CONCERN ME

% Comp **23.1** Index **100**

Benchmark: Ontario

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*Chosen and ranked by percent composition with a minimum of 5%

Index Colours:	<80	80 - 110	110+
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Top 5 segments represent **45.5%** of households in Central Counties



Rank: 1
Hhlds: 73,924
Hhld %: 10.92
% in Benchmark: 3.42
Index: 319

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: 2
Hhlds: 64,058
Hhld %: 9.46
% in Benchmark: 3.19
Index: 297

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: 3
Hhlds: 63,197
Hhld %: 9.33
% in Benchmark: 1.97
Index: 474

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.



Rank: 4
Hhlds: 56,191
Hhld %: 8.30
% in Benchmark: 3.13
Index: 265

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: 5
Hhlds: 50,704
Hhld %: 7.49
% in Benchmark: 4.78
Index: 157

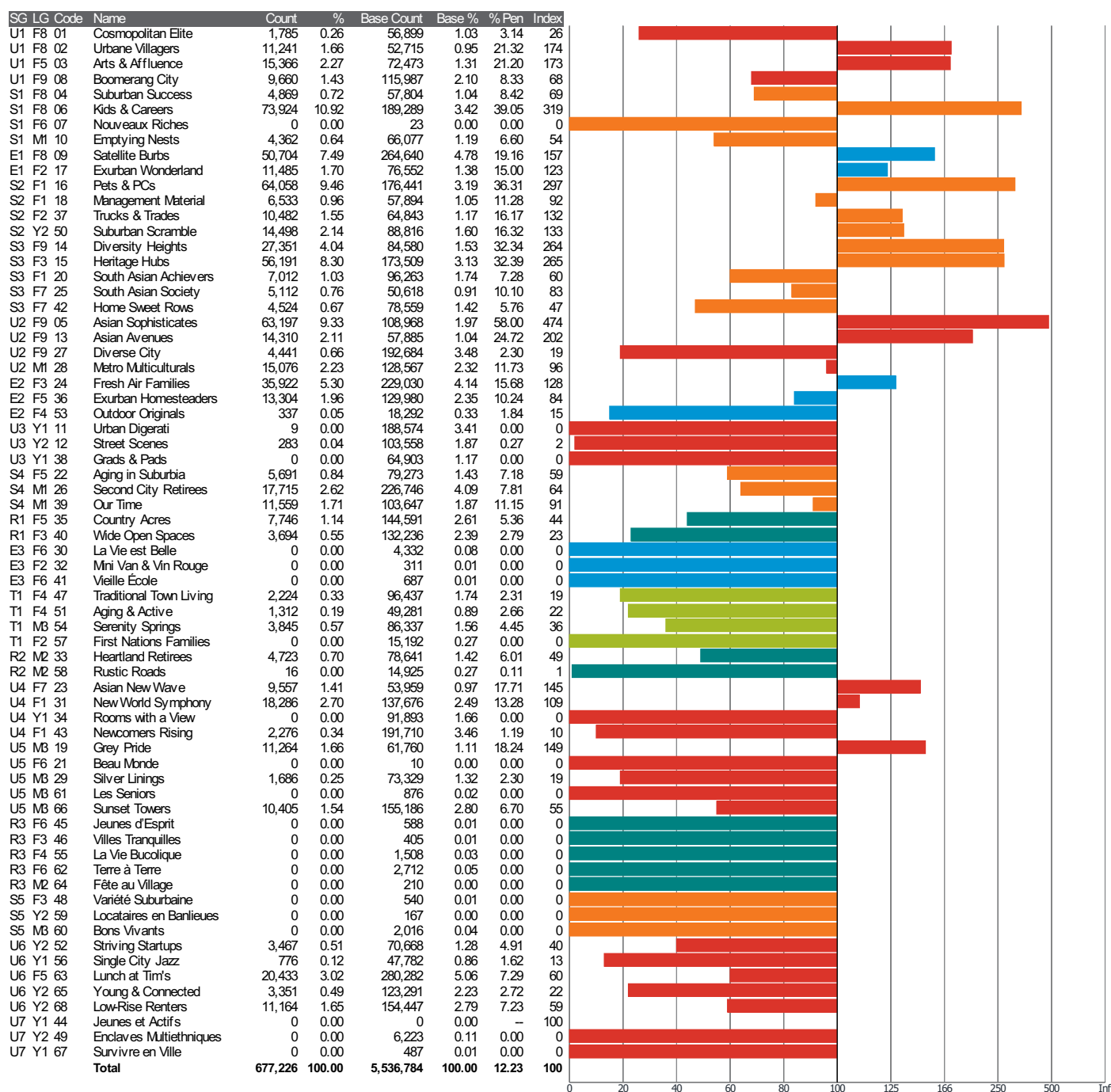
One of the wealthiest exurban lifestyles, Satellite Burbs features a mix of middle-aged families and older couples living in satellite communities across Canada. Many residents have settled here for the relaxed pace of outer-ring subdivisions, with their wooded tracts and spacious homes built between 1960 and 2005. Despite their mixed educational achievement—one-quarter have university degrees, another quarter have high school diplomas—the households average impressive incomes of more than \$140,000 from a wide variety of jobs. Members take advantage of their location between city centres and rural settings, enjoying both the arts and the great outdoors. Their idea of entertainment is going to a community theatre, music concert or theme park. For vacations, they're more likely than average Canadians to go camping, boating and snowboarding. But they're not entirely into roughing it: their exurban dream homes are outfitted with hot tubs and gas barbecues on their patios, and impressive HDTVs with surround sound systems in their family rooms.

PRIZM Profile | Trade Area



Trade Area: Central Counties

Base Variable: Total Households



Benchmark: Ontario

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Psychographics | SocialValues Overview



Trade Area: Central Counties



Strong Values

Values	Index
Social Darwinism	109
Status via Home	107
Attraction For Crowds	106
Importance of Brand	106
Need for Status Recognition	106
Skepticism Toward Small Business	106
Acceptance of Violence	105
Anomie-Aimlessness	105
Confidence in Advertising	105
Ecological Fatalism	105



Descriptions | Top 3 Strong Values

Social Darwinism

A belief that active involvement in the political process doesn't really make any difference in society. People strongest on this construct accept the notion that inequities in society are inevitable and should be expected.

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.

Attraction For Crowds

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



Weak Values

Values	Index
Attraction to Nature	88
Ethical Consumerism	89
Fulfilment Through Work	90
Personal Creativity	90
Brand Apathy	92
Ecological Concern	92
Flexible Families	92
Rejection of Inequality	92
Confidence in Small Business	93
Discriminating Consumerism	93



Descriptions | Top 3 Weak Values

Attraction to Nature

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

Ethical Consumerism

Willingness to base consumer decisions on the perceived ethics of the company making the product (e.g., whether management treats employees fairly, co-operates with governments that do not meet ethical standards, or uses testing methods that involve mistreatment of animals). Desire to see companies be good corporate citizens in terms of these new social concerns.

Fulfilment Through Work

A need to invest one's professional life with meaning and to find personal fulfillment through one's work. Also, a need to feel that one's work is useful to others and has some social value.

Benchmark: Ontario

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Index Colours:	<80	80 - 110	110+
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