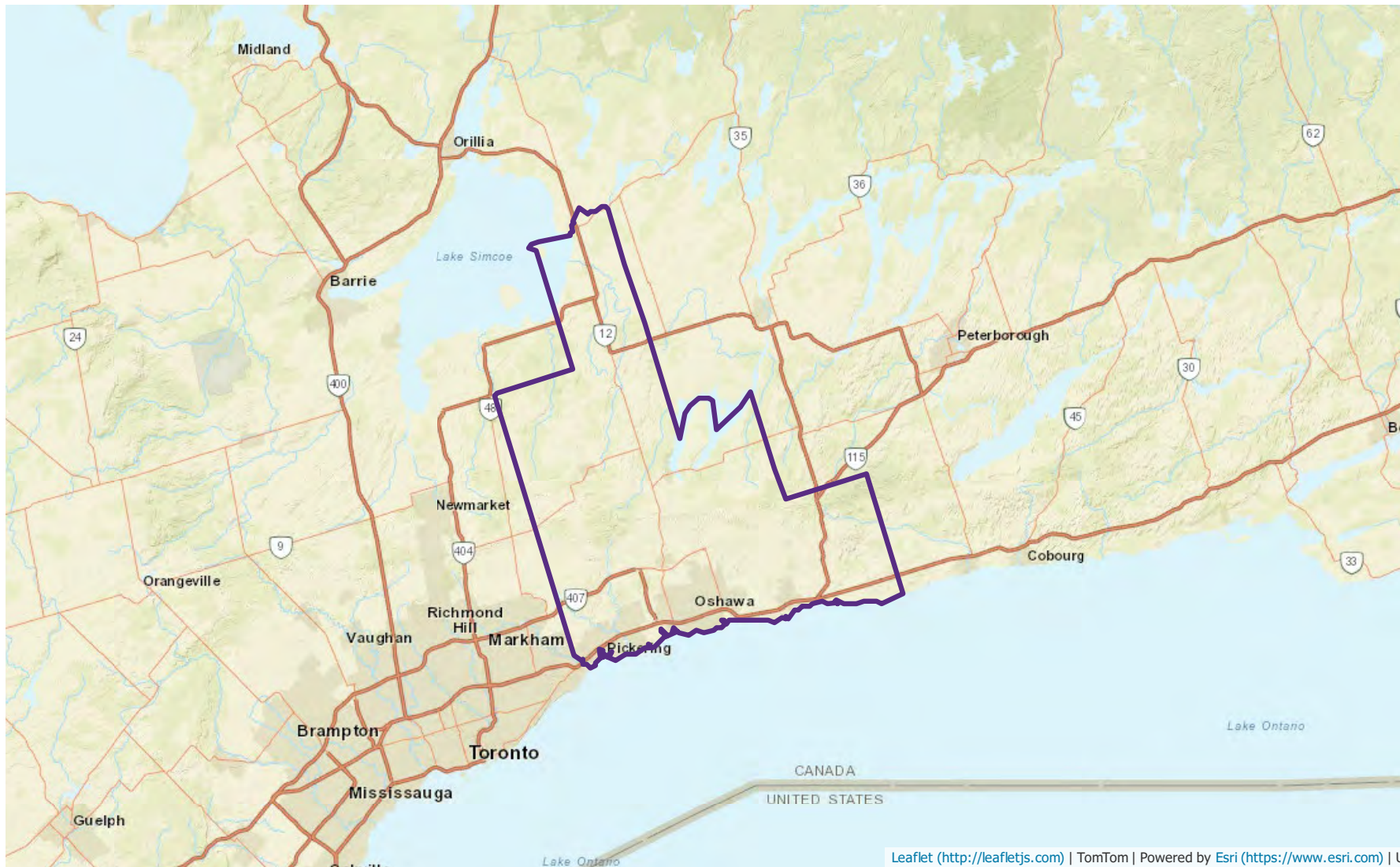


Demographics | Trade Area Map



Trade Area: Durham, ON (RM)

Population: 700,733 | Households: 243,208



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

Demographics | Population & Households



Trade Area: Durham, ON (RM)

POPULATION

700,733

HOUSEHOLDS

243,208

MEDIAN MAINTAINER AGE

54

Index: 101

MARITAL STATUS



58.4%

Index: 102

Married/Common-Law

FAMILY STATUS*

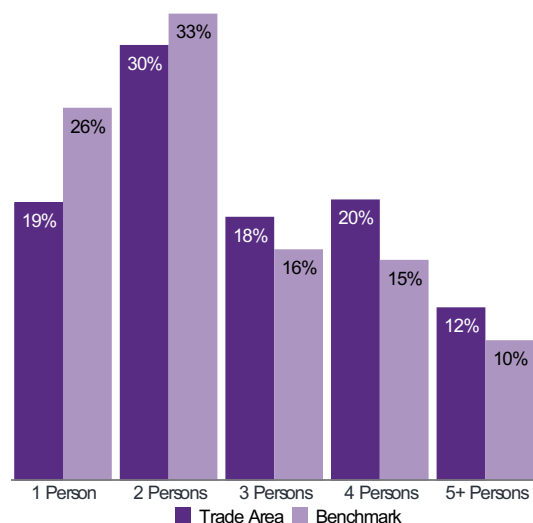


49.6%

Index: 109

Couples With Children At Home

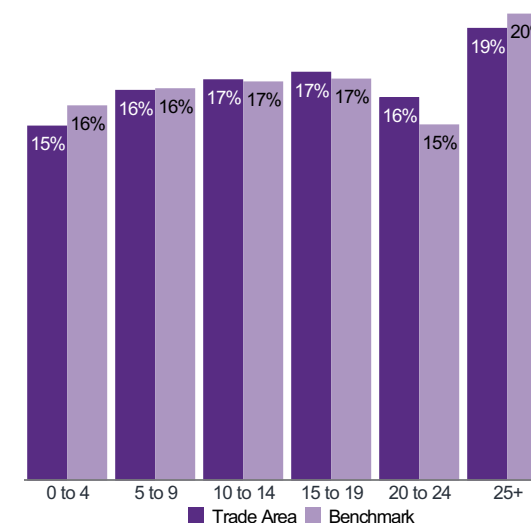
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	37,040	5.3	104
5 to 9	40,018	5.7	110
10 to 14	41,570	5.9	112
15 to 19	42,964	6.1	112
20 to 24	46,881	6.7	99
25 to 29	50,279	7.2	98
30 to 34	46,292	6.6	95
35 to 39	45,277	6.5	97
40 to 44	45,830	6.5	103
45 to 49	46,889	6.7	103
50 to 54	50,005	7.1	104
55 to 59	55,455	7.9	106
60 to 64	45,076	6.4	99
65 to 69	35,024	5.0	92
70 to 74	28,450	4.1	90
75 to 79	18,719	2.7	86
80 to 84	12,300	1.8	81
85+	12,664	1.8	78

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+

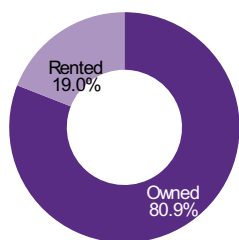
Demographics | Housing & Income



Trade Area: Durham, ON (RM)

Population: 700,733 | Households: 243,208

TENURE



STRUCTURE TYPE



Houses

82.9%

Index: 121



Apartments

16.9%

Index: 54

AGE OF HOUSING*

29 - 38 Years Old

% Comp: 17.7 Index: 138

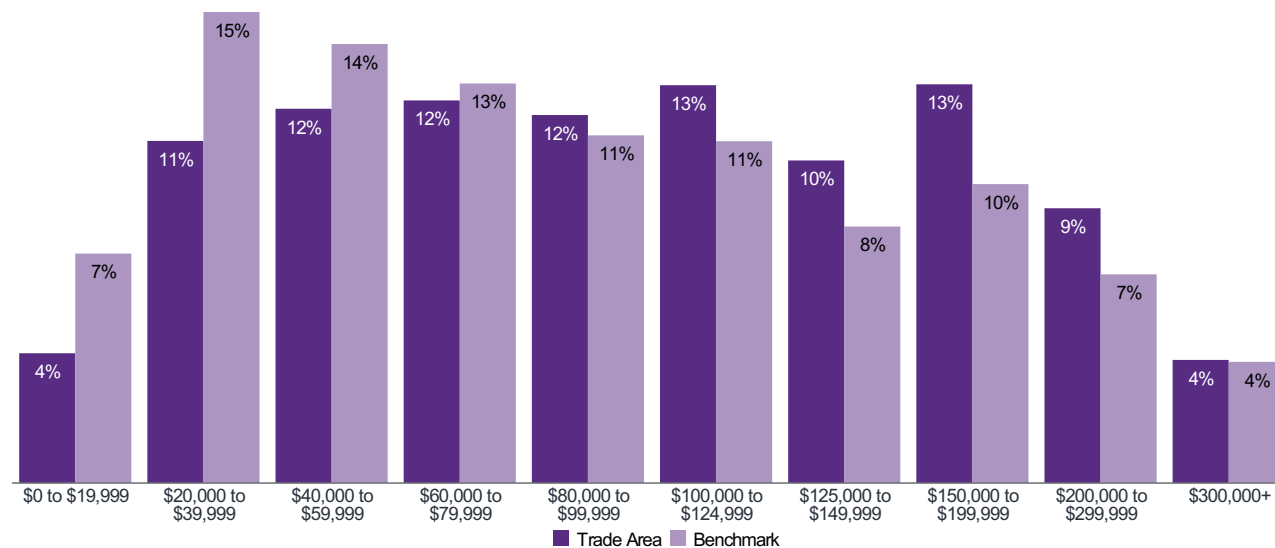
AVERAGE HOUSEHOLD INCOME



\$119,769

Index: 109

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Demographics | Education & Employment



Trade Area: Durham, ON (RM)

Population: 700,733 | Households: 243,208

EDUCATION



21.4%
Index: 77

University Degree

LABOUR FORCE PARTICIPATION



61.5%
Index: 100

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



77.7%
Index: 110

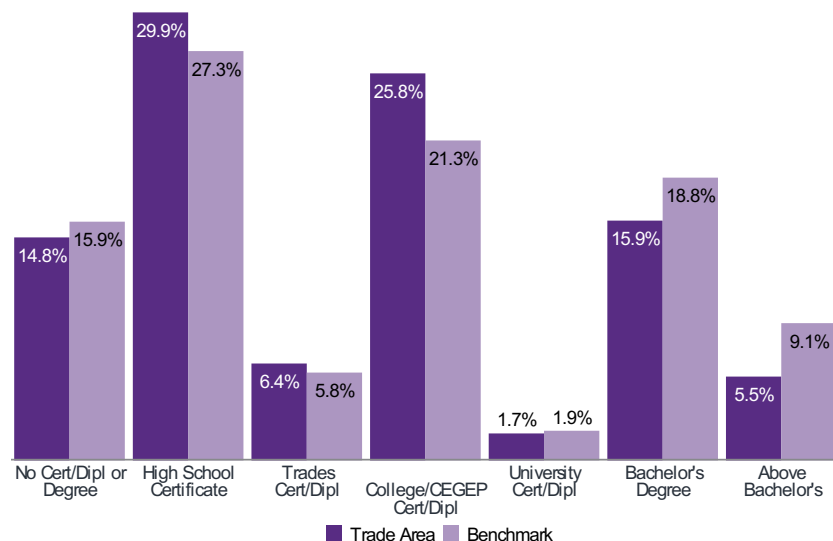
Travel to work by **Car (as Driver)**



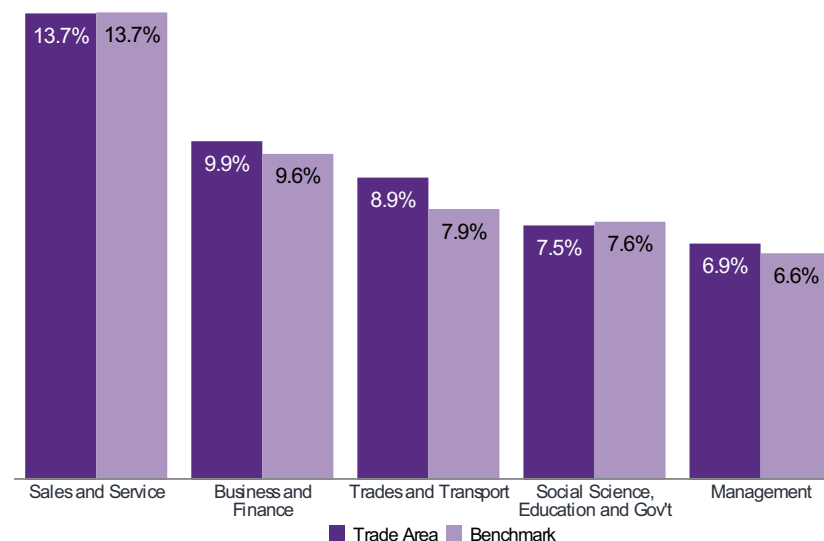
11.5%
Index: 74

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: Durham, ON (RM)

Population: 700,733 | Households: 243,208

VISIBLE MINORITY PRESENCE



32.3%

Index: 98

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



0.9%

Index: 35

No knowledge of English or French

IMMIGRATION



24.1%

Index: 80

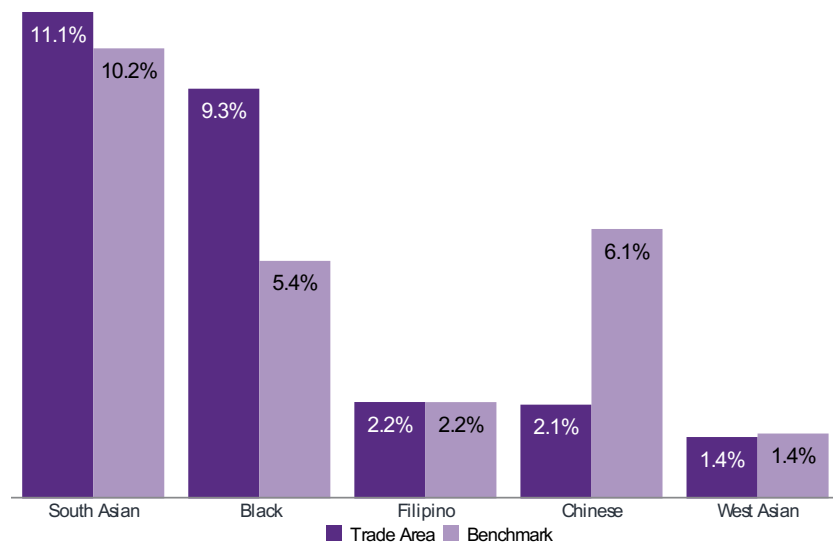
Born outside Canada

PERIOD OF IMMIGRATION*

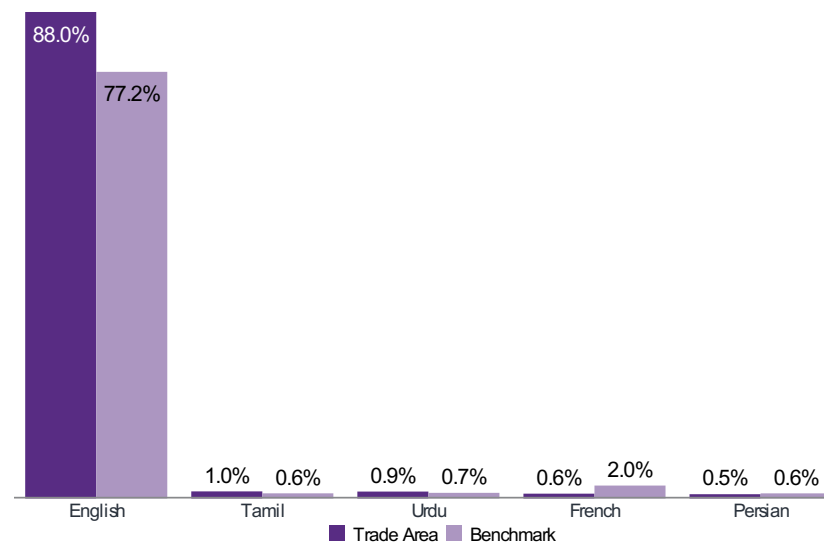
Before 2001

% Comp: 14.7 Index: 94

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+

Demographics | DemoStats Highlights



Trade Area: Durham, ON (RM)

HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Basics						
Total Population	700,733	100.00	14,483,929	100.00	4.84	100
Total Households	243,208	100.00	5,536,784	100.00	4.39	100
Age of Household Maintainer						
15 to 24	2,602	1.07	138,834	2.51	1.87	43
25 to 34	30,927	12.72	795,062	14.36	3.89	89
35 to 44	44,068	18.12	956,777	17.28	4.61	105
45 to 54	51,662	21.24	1,064,623	19.23	4.85	110
55 to 64	54,963	22.60	1,138,016	20.55	4.83	110
65 to 74	35,144	14.45	822,195	14.85	4.27	97
75 or Older	23,842	9.80	621,277	11.22	3.84	87
Size of Household						
1 Person	47,267	19.43	1,442,973	26.06	3.28	75
2 Persons	74,098	30.47	1,808,714	32.67	4.10	93
3 Persons	44,780	18.41	893,076	16.13	5.01	114
4 Persons	47,734	19.63	852,128	15.39	5.60	128
5 or More Persons	29,329	12.06	539,893	9.75	5.43	124
Household Type						
Total Family Households	188,962	77.70	3,868,336	69.87	4.88	111
One-Family Households	180,655	74.28	3,720,258	67.19	4.86	111
Multiple-Family Households	8,307	3.42	148,078	2.67	5.61	128
Non-Family Households	54,246	22.30	1,668,448	30.13	3.25	74
One-Person Households	47,601	19.57	1,447,997	26.15	3.29	75
Two-Or-More-Person Households	6,645	2.73	220,451	3.98	3.01	69
Marital Status						
Married Or Living With A Common-Law Partner	336,321	58.43	6,872,442	57.19	4.89	102
Single (Never Legally Married)	155,172	26.96	3,320,833	27.63	4.67	98
Separated	20,297	3.53	401,986	3.35	5.05	105
Divorced	33,323	5.79	718,684	5.98	4.64	97
Widowed	30,477	5.29	703,590	5.86	4.33	90
Children at Home						
Percent: Households with Children at Home	--	53.17	--	43.89	--	121
Age of Children at Home						
Total Number Of Children At Home	241,010	100.00	4,484,508	100.00	5.37	100
0 to 4	35,754	14.84	703,366	15.68	5.08	95
5 to 9	39,363	16.33	735,546	16.40	5.35	100
10 to 14	40,435	16.78	748,377	16.69	5.40	101
15 to 19	41,199	17.09	753,717	16.81	5.47	102
20 to 24	38,626	16.03	667,541	14.88	5.79	108
25 and over	45,633	18.93	875,961	19.53	5.21	97

DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Housing Tenure						
Owned	196,870	80.95	3,836,897	69.30	5.13	117
Rented	46,327	19.05	1,689,746	30.52	2.74	62
Band Housing	11	0.01	10,141	0.18	0.11	2
Housing Type						
Houses	201,671	82.92	3,783,163	68.33	5.33	121
Single-Detached House	161,990	66.61	2,967,120	53.59	5.46	124
Semi-Detached House	13,116	5.39	311,462	5.63	4.21	96
Row House	26,565	10.92	504,581	9.11	5.26	120
Apartments	41,109	16.90	1,726,459	31.18	2.38	54
High-rise (5+ Floors)	16,574	6.82	973,481	17.58	1.70	39
Low-rise (<5 Floors)	15,167	6.24	561,065	10.13	2.70	62
Detached Duplex	9,368	3.85	191,913	3.47	4.88	111
Other Dwelling Types	428	0.18	27,162	0.49	1.58	36
Housing Period of Construction						
Before 1961	36,731	15.10	1,323,353	23.90	2.78	63
1961 - 1980	58,414	24.02	1,522,055	27.49	3.84	87
1981 - 1990	43,048	17.70	708,801	12.80	6.07	138
1991 - 2000	37,306	15.34	653,889	11.81	5.71	130
2001 - 2005	23,891	9.82	402,410	7.27	5.94	135
2006 - 2010	21,037	8.65	374,073	6.76	5.62	128
2011 - 2016	15,364	6.32	344,077	6.21	4.47	102
After 2016	7,417	3.05	208,126	3.76	3.56	81

INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
Household Income						
Average Household Income	--	119,768.59	--	109,660.18	--	109
Education						
No Certificate, Diploma Or Degree	85,281	14.82	1,907,032	15.87	4.47	93
High School Certificate Or Equivalent	171,957	29.88	3,279,099	27.29	5.24	109
Apprenticeship Or Trades Cert/Dipl	36,703	6.38	693,412	5.77	5.29	111
College/CEGEP/Non-Uni Cert/Dipl	148,465	25.79	2,560,221	21.30	5.80	121
University Cert/Dipl Below Bachelor	9,768	1.70	225,596	1.88	4.33	90
University Degree	123,416	21.44	3,352,175	27.89	3.68	77
Labour Force						
In The Labour Force (15+)	353,704	61.45	7,411,246	61.67	4.77	100
Labour Force by Occupation						
Management	39,816	6.92	796,916	6.63	5.00	104
Business Finance Administration	57,198	9.94	1,149,419	9.56	4.98	104
Sciences	24,448	4.25	574,567	4.78	4.26	89
Health	21,938	3.81	484,297	4.03	4.53	95
Education, Gov't, Religion, Social	42,891	7.45	908,797	7.56	4.72	99
Art, Culture, Recreation, Sport	9,656	1.68	239,453	1.99	4.03	84
Sales and Service	78,907	13.71	1,651,049	13.74	4.78	100
Trades and Transport	51,022	8.86	953,973	7.94	5.35	112
Natural Resources and Agriculture	5,191	0.90	123,243	1.03	4.21	88
Manufacturing and Utilities	14,639	2.54	371,972	3.10	3.94	82
Commuting						
Car (As Driver)	234,500	77.73	4,481,353	70.42	5.23	110
Car (As Passenger)	18,677	6.19	384,066	6.04	4.86	103
Public Transit	34,604	11.47	986,279	15.50	3.51	74
Walk	9,350	3.10	350,278	5.50	2.67	56
Bicycle	1,208	0.40	88,422	1.39	1.37	29

LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	Count	%	Base Count	Base %	% Pen	Index
Knowledge of Official Language						
English Only	636,435	91.69	12,283,143	86.06	5.18	107
French Only	485	0.07	42,199	0.30	1.15	24
English And French	51,223	7.38	1,592,757	11.16	3.22	66
Neither English Nor French	6,007	0.86	355,123	2.49	1.69	35
Immigration Status						
Non-Immigrant Population	523,006	75.34	9,719,863	68.10	5.38	111
Born In Province of Residence	476,090	68.59	8,646,491	60.58	5.51	113
Born Outside Province of Residence	46,916	6.76	1,073,372	7.52	4.37	90
Immigrant Population	167,344	24.11	4,304,631	30.16	3.89	80
Visible Minority Status						
Total Visible Minorities	224,371	32.32	4,691,801	32.87	4.78	98
Chinese	14,621	2.11	873,659	6.12	1.67	34
South Asian	76,913	11.08	1,462,854	10.25	5.26	108
Black	64,743	9.33	769,583	5.39	8.41	173
Filipino	15,033	2.17	308,927	2.16	4.87	100
Latin American	7,873	1.13	231,833	1.62	3.40	70
Southeast Asian	2,862	0.41	149,219	1.04	1.92	39
Arab	7,306	1.05	266,504	1.87	2.74	56
West Asian	9,479	1.37	206,441	1.45	4.59	94
Korean	1,209	0.17	98,969	0.69	1.22	25
Japanese	1,296	0.19	29,754	0.21	4.36	90
Mother Tongue*						
English	551,784	79.49	9,421,389	66.01	5.86	120
French	10,973	1.58	546,960	3.83	2.01	41
Total Non-Official	115,796	16.68	3,903,251	27.35	2.97	61
Tamil	12,156	1.75	128,786	0.90	9.44	194
Urdu	12,129	1.75	171,764	1.20	7.06	145
Tagalog	7,659	1.10	187,038	1.31	4.09	84
Spanish	6,696	0.96	210,484	1.48	3.18	65
Italian	6,341	0.91	235,172	1.65	2.70	55
Persian	6,230	0.90	141,456	0.99	4.40	91
Arabic	5,235	0.75	207,067	1.45	2.53	52
Mandarin	4,534	0.65	318,224	2.23	1.42	29
Polish	4,328	0.62	122,274	0.86	3.54	73
German	4,277	0.62	142,031	0.99	3.01	62

Benchmark: Ontario

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

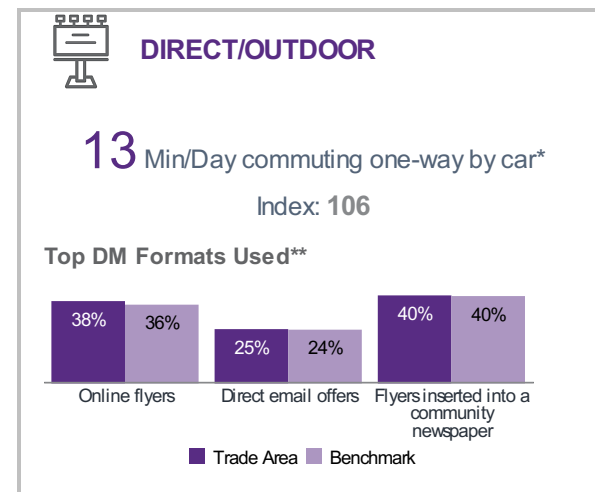
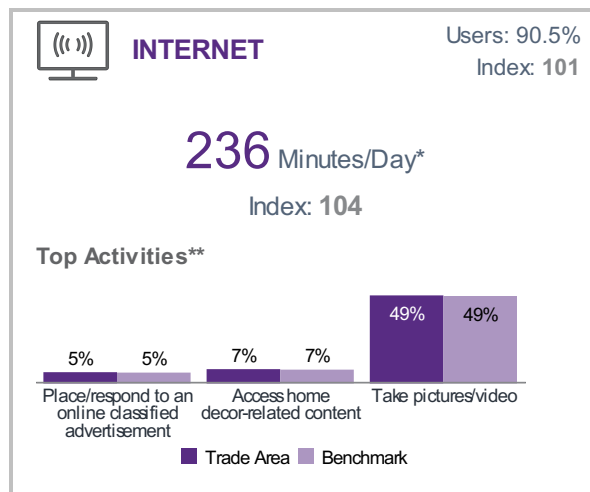
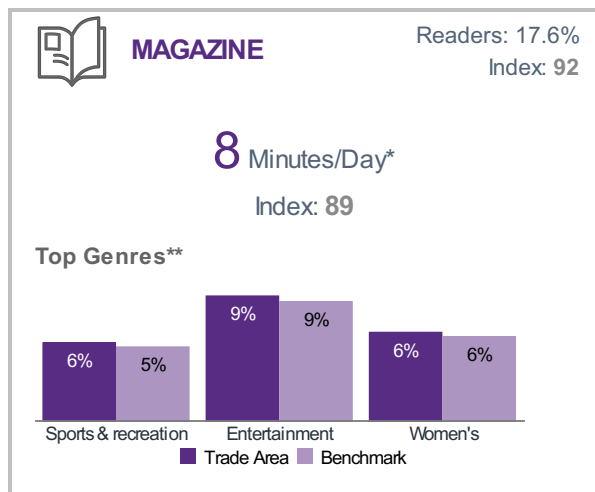
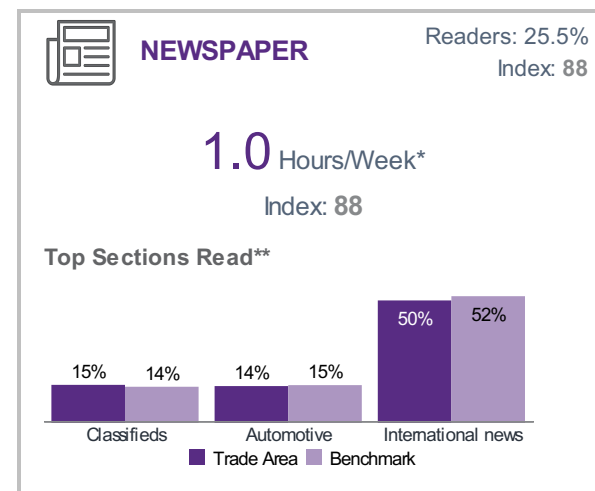
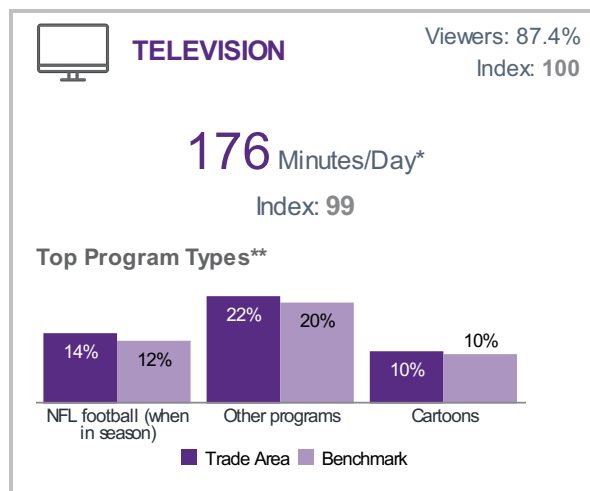
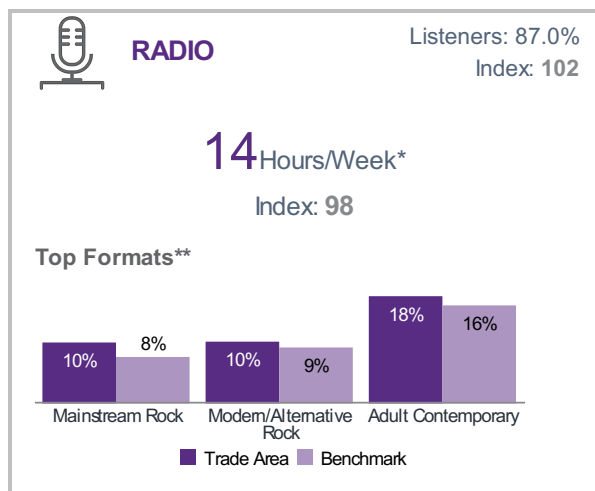
Index Colours:	<80	80 - 110	110+
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Behavioural | Media Overview



Trade Area: Durham, ON (RM)

Household Population 12+: 600,520



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: Durham, ON (RM)

Household Population 12+: 600,520

Top Shows & Exhibitions

Auto shows



6.2%

Index: 107

Craft shows



8.6%

Index: 98

Home shows



5.5%

Index: 91

Top Local Attractions & Destinations

Parks/city gardens



35.2%

Index: 108

Indoor amusement centres



10.7%

Index: 108

Theme parks



20.5%

Index: 106

Zoos/aquariums



24.9%

Index: 106

Top Professional Sports

Hockey



24.8%

Index: 106

Baseball



24.4%

Index: 99

Football



8.7%

Index: 97

Soccer



7.4%

Index: 94

Top Concert & Theatre Venues

Concerts - Night clubs/bars



15.5%

Index: 107

Concerts - Outdoor stages



11.9%

Index: 106

Concerts - Casinos



15.3%

Index: 104

Theatre - Community theatres



9.7%

Index: 104

Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

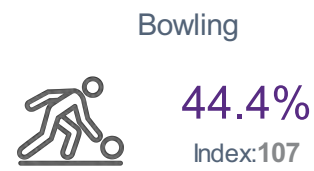
Behavioural | Sports & Leisure Overview - Participate



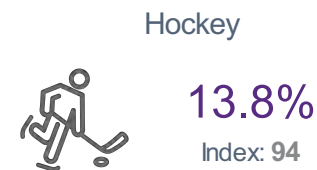
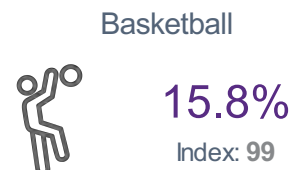
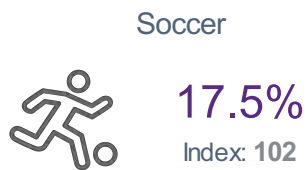
Trade Area: Durham, ON (RM)

Household Population 12+: 600,520

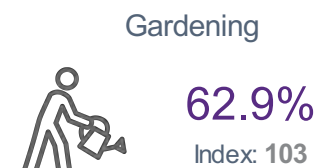
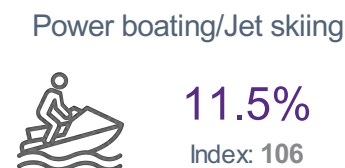
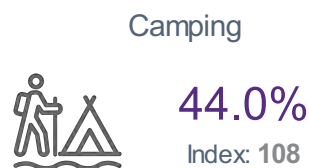
Top Individual Sports



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+
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TELEVISION

	Count	%	% Pen	Index
Viewership				
Heavy	95,014	15.82	4.78	99
Medium/Heavy	94,274	15.70	4.66	97
Medium	101,732	16.94	4.67	97
Medium/Light	112,279	18.70	4.92	102
Light	121,657	20.26	5.03	104
Top Program Types (Watch in Typical Week)*				
NFL football (when in season)	84,125	14.01	5.41	112
Baseball (when in season)	129,468	21.56	5.12	106
Cartoons	61,970	10.32	5.11	106
Hockey (when in season)	164,321	27.36	5.12	106
Situation comedies	170,847	28.45	5.10	106
Auto racing	31,177	5.19	4.84	101
Curling (when in season)	44,706	7.45	4.85	101
Evening local news	222,537	37.06	4.88	101
Primetime serial dramas	182,696	30.42	4.89	101
Reality shows	98,075	16.33	4.85	101
CFL football (when in season)	64,029	10.66	4.81	100
Contest shows	87,432	14.56	4.79	100
Daytime soap/serial dramas	45,418	7.56	4.83	100
Documentaries	155,201	25.84	4.81	100
Home renovation/decoration shows	159,767	26.61	4.81	100

RADIO

	Count	%	% Pen	Index
Listenership				
Heavy	116,029	19.32	4.47	93
Medium/Heavy	131,589	21.91	5.09	106
Medium	124,803	20.78	5.17	107
Medium/Light	128,294	21.36	5.04	105
Light	99,805	16.62	4.27	89
Top Formats (Weekly Reach)*				
Mainstream Rock	60,308	10.04	6.37	132
Modern/Alternative Rock	61,165	10.19	5.33	111
Adult Contemporary	107,393	17.88	5.27	110
Not Classified	58,852	9.80	5.30	110
Sports	33,551	5.59	5.30	110
Today's Country	79,212	13.19	5.28	110
Hot Adult Contemporary	105,846	17.63	5.26	109
Multi/Variety/Specialty	56,712	9.44	5.24	109
Classic Hits	111,661	18.59	5.15	107
Mainstream Top 40/CHR	129,163	21.51	4.75	99
All News	58,737	9.78	4.67	97
News/Talk	109,568	18.25	4.04	84

NEWSPAPERS

	Count	%	% Pen	Index
Readership - Dailies				
Heavy	32,544	5.42	4.33	90
Medium/Heavy	28,452	4.74	3.90	81
Medium	28,485	4.74	4.06	84
Medium/Light	32,771	5.46	4.48	93
Light	30,822	5.13	4.36	91
Section Read - Dailies*				
Classified ads (excl. real estate)	89,894	14.97	5.08	106
Automotive	86,863	14.46	4.69	97
International news/world section	299,899	49.94	4.65	97
Sports	174,066	28.99	4.68	97
National news	315,189	52.49	4.62	96
Local & regional news	335,837	55.92	4.54	94
New homes section	97,096	16.17	4.54	94
Travel	177,452	29.55	4.53	94
Movie & entertainment	209,271	34.85	4.47	93
Real estate listings	92,217	15.36	4.48	93
Readership - Community Papers				
Heavy	56,411	9.39	5.17	107
Medium/Heavy	36,995	6.16	4.30	89
Medium	46,854	7.80	4.91	102
Medium/Light	43,708	7.28	4.59	95
Light	49,891	8.31	5.17	107

INTERNET

	Count	%	% Pen	Index
Usage				
Heavy	124,844	20.79	5.04	105
Medium/Heavy	117,692	19.60	4.90	102
Medium	111,005	18.48	4.89	102
Medium/Light	103,259	17.20	4.92	102
Light	86,384	14.38	4.51	94
Online Social Networks (Used in Past Month)				
Online/Internet dating sites	18,110	3.02	5.64	117
Snapchat	98,927	16.47	5.26	109
LinkedIn	95,256	15.86	5.00	104
Instagram	165,303	27.53	4.92	102
Pinterest	96,269	16.03	4.90	102
YouTube	259,151	43.15	4.93	102
Facebook	321,187	53.48	4.80	100
Twitter	95,028	15.82	4.77	99
Google+	131,812	21.95	4.71	98
Tumblr	14,348	2.39	4.06	84
Video/photo sharing	6,809	1.13	3.65	76
Top Activities (Past Week)				
Place/respond to an online classified advertisement	33,022	5.50	5.03	104
Access home decor-related content	43,463	7.24	5.00	104
Take pictures/video	296,901	49.44	4.85	101
Listen to music via streaming video service (e.g. YouTube)	157,233	26.18	4.79	99
Listen to Internet-only music service (e.g. Spotify)	77,514	12.91	4.71	98
Participate in an online social network	290,511	48.38	4.72	98
Play/download online games	124,013	20.65	4.69	98
Send/receive a text/instant message	347,166	57.81	4.73	98
Access travel content	52,668	8.77	4.70	98
Send/receive email	396,973	66.11	4.66	97
Use apps	271,432	45.20	4.66	97
Do banking/pay bills online	271,081	45.14	4.65	97
Access professional sports content	72,713	12.11	4.67	97
Access real estate listings/sites	44,773	7.46	4.69	97
Watch other online free streaming videos	159,921	26.63	4.63	96

DIRECT

	Count	%	% Pen	Index
Used in Shopping				
Online flyers	225,933	37.62	5.04	105
Direct email offers	147,475	24.56	4.86	101
Flyers inserted into a community newspaper	241,906	40.28	4.85	101
General information from the Internet/websites	194,065	32.32	4.82	100
Coupons	210,338	35.03	4.78	99
Flyers delivered to the door or in the mail	264,319	44.02	4.72	98
Local store catalogues	137,325	22.87	4.72	98
Yellow Pages (print or online)	27,608	4.60	4.72	98
Flyers inserted into a daily newspaper	123,479	20.56	4.54	94
Mail order	41,216	6.86	4.37	91
Opinion of Flyers to Door/By Mail				
Somewhat unfavourable	127,205	21.18	5.10	106
Somewhat favourable	209,996	34.97	4.80	100
Very favourable	131,470	21.89	4.75	99
Very unfavourable	131,850	21.96	4.65	97

MAGAZINES

	Count	%	% Pen	Index
Readership				
Heavy	20,183	3.36	4.31	90
Medium/Heavy	19,338	3.22	4.17	87
Medium	21,552	3.59	4.66	97
Medium/Light	22,598	3.76	4.62	96
Light	22,087	3.68	4.39	91
Top Magazine Types*				
Sports & recreation	33,592	5.59	5.09	106
Entertainment/celebrity	53,656	8.94	5.05	105
Women's	38,034	6.33	5.06	105
Home décor	35,196	5.86	4.79	99
Fashion	33,981	5.66	4.74	98
Food & beverage	68,683	11.44	4.68	97
Gardening & homes	44,165	7.36	4.51	94
Travel & tourism	36,675	6.11	4.30	89
Health/fitness	33,981	5.66	3.91	81
News & current affairs	38,507	6.41	3.79	79

Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

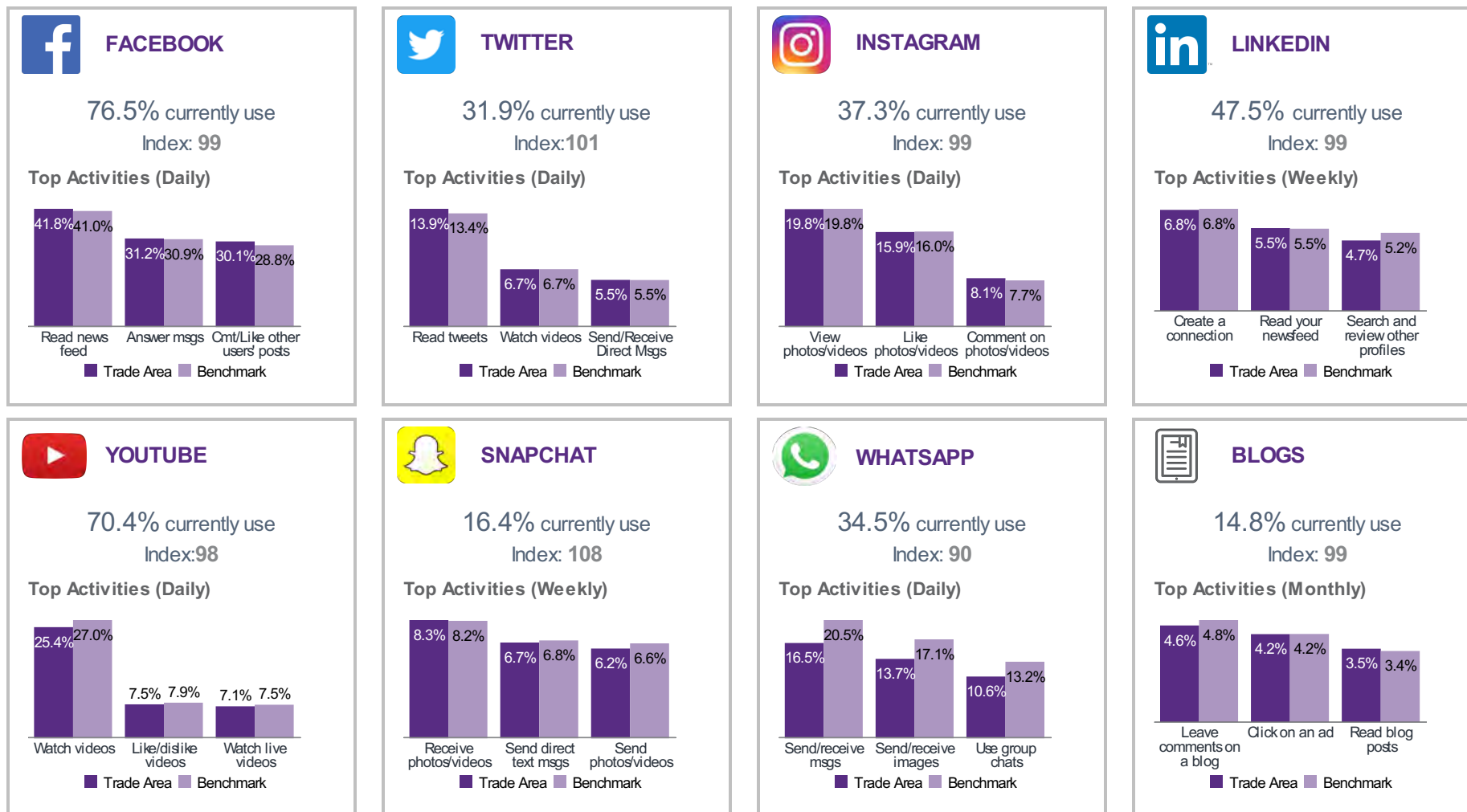
Index Colours:	<80	80 - 110	110+
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Opticks Social | Social Media Activities



Trade Area: Durham, ON (RM)

Household Population 18+: 550,326



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: Durham, ON (RM)

Household Population 18+: 550,326

FRIENDS IN ALL SM NETWORKS



35.9%

Index: 103

0-49 friends

FREQUENCY OF USE (DAILY)



58.3%

Index: 101

Facebook

BRAND INTERACTION



40.9%

Index: 104

Like brand on Facebook

NO. OF BRANDS INTERACTED

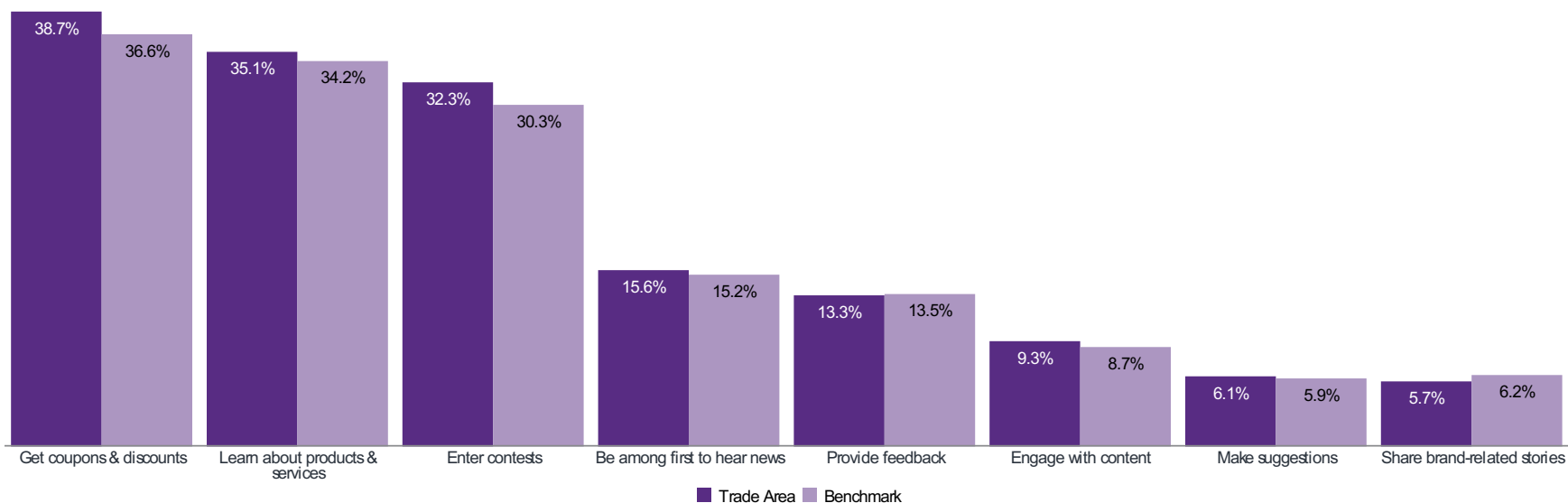


34.1%

Index: 102

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Ontario

Chosen and ranked by percent composition

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Index Colours: <80 80 - 110 110+

Opticks Social | Purchases and Future Usage



Trade Area: Durham, ON (RM)

Household Population 18+: 550,326

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



10.7%

Index: 91

Vacation, travel-related



8.6%

Index: 98

Big-ticket (i.e. appliances)



8.1%

Index: 91

Entertainment-related (i.e. movies)

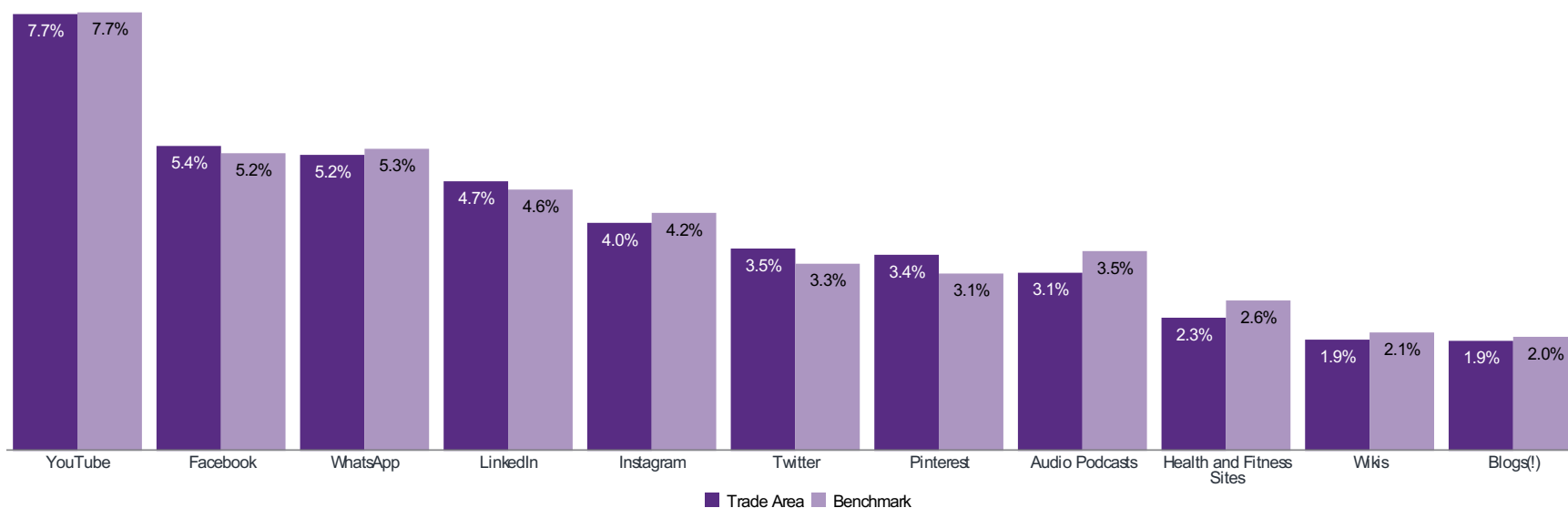


7.5%

Index: 96

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: Durham, ON (RM)



DESCRIBES ME*...

Use SM to stay connected with personal contacts

% Comp **46.1** Index **100**



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

% Comp **27.4** 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 **74.9** Index **102**



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

% Comp **10.2** Index **98**



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

% Comp **86.0** Index **102**



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

% Comp **23.9** Index **103**

Benchmark: Ontario

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

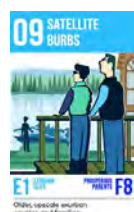
Index Colours:	<80	80 - 110	110+
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Top 5 segments represent **43.8%** of households in Durham, ON (RM)



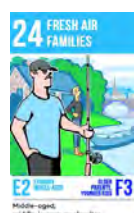
Rank: 1
Hhlds: 28,930
Hhld %: 11.89
% in Benchmark: 3.42
Index: 348

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: 23,116
Hhld %: 9.51
% in Benchmark: 4.78
Index: 199

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.



Rank: 3
Hhlds: 21,410
Hhld %: 8.80
% in Benchmark: 4.14
Index: 213

Widely dispersed across Canada, Fresh Air Families is one of the largest segments—and growing. Found in rapidly expanding exurban communities, these neighbourhoods feature a mix of middle-aged couples and families with children ages 5 to 24 years old. While most adults have high school, trade school or college educations, these two-income households enjoy solid, upper-middle-income lifestyles thanks to positions in public administration, construction and the trades. They own single-detached homes, typically built in the 1990s, and nearly nine out of ten commute by car to jobs in nearby suburbs. With its mixed family types, the segment scores high for a range of marketplace preferences, frequenting big-box retailers, large department stores and discount grocers. Members of Fresh Air Families enjoy the great outdoors, particularly fishing, boating, snowmobiling and camping. Indeed, some of their favourite leisure activities are evident in their driveways, typically cluttered with boats, campers or motorcycles—and pickup trucks to haul them to parks and campgrounds. But they also enjoy indoor pursuits like crafting and knitting.



Rank: 4
Hhlds: 18,411
Hhld %: 7.57
% in Benchmark: 3.19
Index: 238

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.



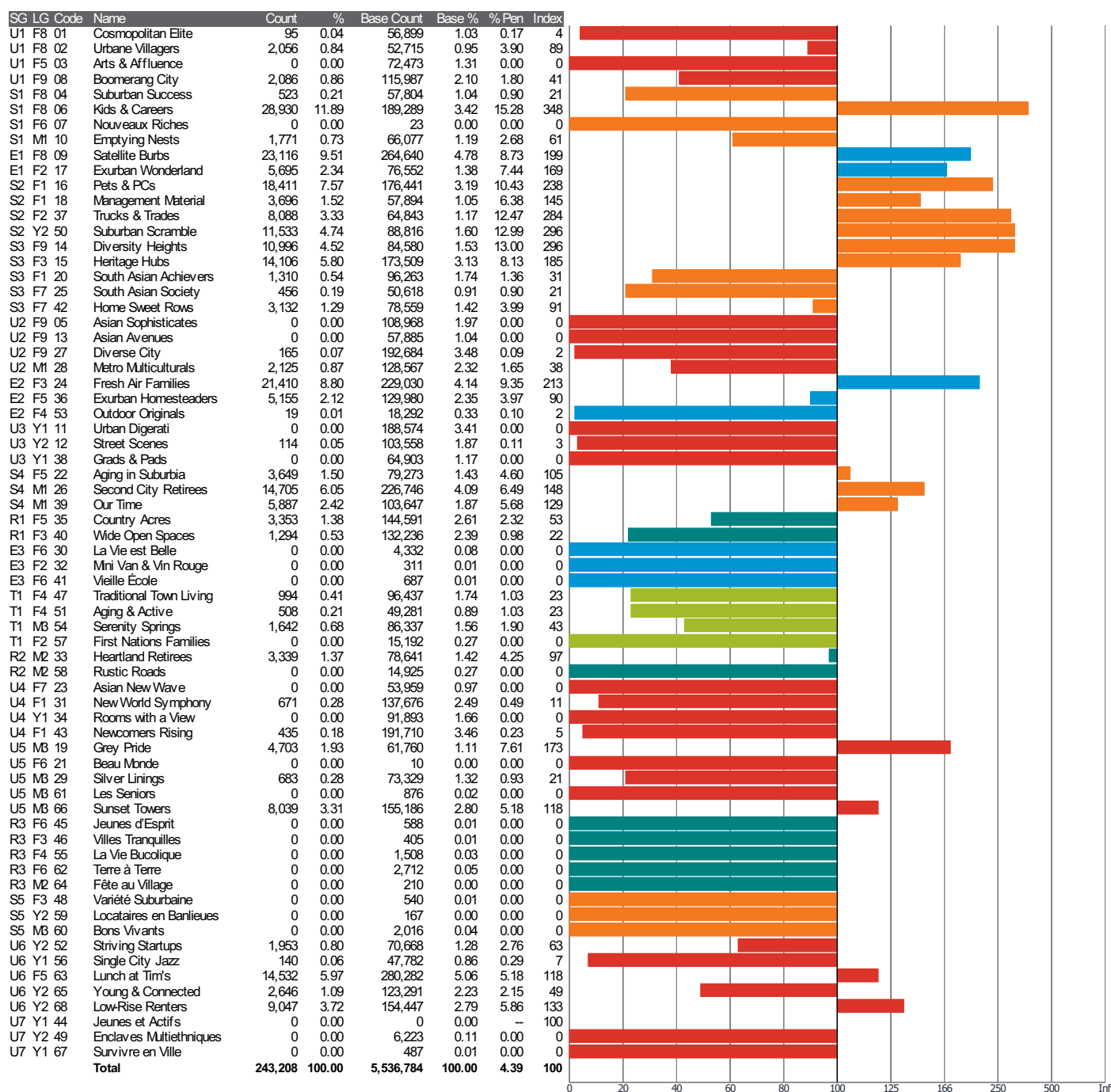
Rank: 5
Hhlds: 14,705
Hhld %: 6.05
% in Benchmark: 4.09
Index: 148

Second City Retirees consists of a mix of older and mature couples and families found in the suburban neighbourhoods of second-tier cities like Hamilton, Winnipeg and Windsor. Most residents are over 55 years old and are divided between those now retired and those approaching retirement from jobs in the health industry and manufacturing. Nearly all, however, are homeowners, aging in place in single-detached homes that were built before 1980. These households contain slightly more empty-nesting couples than those married with children—and in those family households the kids are typically older teenagers. With their high school, trade school and college educations, many of the working adults report middle incomes that allow them to get away from their emptying nests with a cruise vacation or a trip to Jamaica or Florida. With more time on their hands to relax, they also enjoy staying at their cottages, strolling a city park or just meeting friends at a donut shop for coffee and conversation. Their idea of exercise is gardening, golfing and paddling around a lake or stream in a canoe.

PRIZM Profile | Trade Area

Trade Area: Durham, ON (RM)

Base Variable: Total Households



Benchmark: Ontario

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Psychographics | SocialValues Overview



Trade Area: Durham, ON (RM)



Strong Values

Values	Index
Cultural Assimilation	108
Parochialism	105
Primacy of the Family	105
Need for Escape	104
Obedience to Authority	104
Social Darwinism	104
Utilitarian Consumerism	104
Aversion to Complexity	103
Financial Concern Regarding the Future	103
Rejection of Orderliness	103



Descriptions | Top 3 Strong Values

Cultural Assimilation

Lack of openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to give up their cultural identities and blend in to the dominant culture.

Parochialism

Considering oneself a "citizen of one's community and country" first and foremost, over a "citizen of the world". Tendency toward ethnocentricity, feeling affinity to people mainly in one's in-group or country.

Primacy of the Family

Centrality of family; making personal sacrifices and providing for one's family over all else.



Weak Values

Values	Index
Personal Creativity	90
Consumptivity	91
Community Involvement	92
Pursuit of Novelty	92
Ecological Concern	93
Ethical Consumerism	93
Fulfillment Through Work	93
Global Consciousness	93
Advertising as Stimulus	94
Culture Sampling	94



Descriptions | Top 3 Weak Values

Personal Creativity

Desire to use one's imagination and creative talents in daily life, both at work and at play.

Consumptivity

This construct represents enthusiasm for purchasing products or services in areas of particular interest (such as music, electronics, etc.), about which consumers make an effort to stay continually informed. Through books, magazines and by other means, consumers ensure that they are always up to date with the latest product offerings and market developments in their special area of interest, in order to take maximum advantage of their newest acquisitions.

Community Involvement

Measure of the interest in what's happening in one's neighborhood, city, town, or region. Reflected in activities ranging from reading the weekly community newspaper to socio-political involvement in community organizations.