



Visitor Research Program

Prepared for: Headwaters Stakeholders

Data: 25,614 Postal Codes

Date: Fiscal Year 2018/2019

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Visitor Research Program Overview

Visitor Research Program Overview

Understanding your customer helps you make informed decisions on your product offerings and how you can market effectively to your ideal guest.

Central Counties Visitor Research Program will be able to provide you with a deeper understanding of your customers and valuable information to improve your marketing ROI, identify partnerships, and grow your business.

To take advantage of our program, collect your customer postal codes and the city/town they live in and provide the spreadsheet to Central Counties Tourism. We will run your postal data through our Environics research program to provide information to you about:

- Where your visitors/guests/customers/members are coming from;
- How far they are driving;
- What cities contain the most people in your target audience; and
- A profile of your top three target audience, including media usage and psychographics.

The data you receive will arrive in an easy to read template that will highlight who your customers are, what recreational activities interest them, what type of food and drink they are interested in, where hotspots of people interested in your product may be, and even how they like to receive information about your product.

Tips to read this document:

- Numbers that appear in **RED** font and in **RED boxes** indicate over indexed by > 10
- Numbers that appear in **BLUE** font and in **BLUE boxes** indicate under indexed by < 10
- Report 1: Two-Page Overview of Your Visitor.
- Report 2: Ranking Variables using a Customer File (e.g. Postal Codes): A list of variables ranked based on the presence of the customer file (Postal Codes).
- Report 3: Ranking Areas for Customers: Rank areas based on the presence of your customers.
- Report 4: DemoStats Highlights for a Customer File: A summary of key demographic variables for a customer file.
- Report 5: Numeris RTS Media Highlights for a Customer File: Numeris RTS media summary for a customer File.
- Report 6: Distance Decay: The distribution of your customers around a location.
- Report 7: Prizm5 Profiles: The PRIZM5 segment composition of your customers.
- Report 8: Prizm5 Life Stages



Report 1: Two-Page Overview of Your Visitor



Demographic Snapshot

Demostats 2018



14,279,818

Total Population of Ontario



52.6 Years

Median age of HHs maintainer (99)



3+ Persons

49 % of HHs have 3+ people (**119**)



\$129,240

Average Household Income (**121**)



5,497,466

Total Households (HH) in Ontario



Families

35% of HHs have children aged 10-19 at home (104)



White Collar

39% of HHs work in White Collar occupations (**112**)



Low Diversity

23.2% are visible minorities (77)



Key Social Values

Social Values 2018

Strong Values

Weak Values

Effort Toward Health	108	90	Global Consciousness
Cultural Assimilation	108	90	Anomie-Aimlessness
Personal Control	107	92	Rejection of Authority
Confidence in Big Bus'	106	92	Ethical Consumerism
Ecological Fatalism	105	92	Active Government
Rejection of Orderliness	104	92	Flexible Families

See Social Values glossary for full definitions

Attraction for Crowds

98

Attraction to Nature

109

Cultural Sampling

96

Ecological Lifestyle

91



Media Habits

Opticks NumeRis 2018

Social media usage

% who currently use



56.8%
(100)



23.1%
(90)



24.1%
(98)



16.5%
(102)



19.2%
(107)

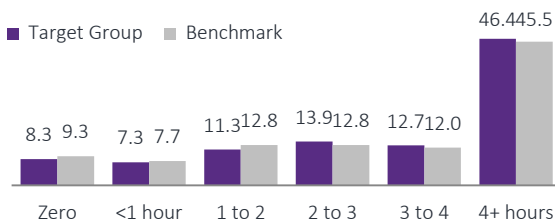


18.8%
(105)

Time Spent Online

Hours spend on an average day

■ Target Group ■ Benchmark



Direct & Outdoor

% of population

34.7%

Use flyers delivered to the door by mail (102)

46.5%

Use online flyers (101)

22.8%

Use local store catalogue (92)

45.8%

Noticed billboards (97)

7.8%

Use Public Transit (**53**)

87.2%

Drive to work (**113**)

Top Media formats

% of population

Newspaper Sections

Read occasionally or frequently

Sections	%	Index
Local news	57.7	99
National news	51.9	97
World news	51.8	98
Movie & entertainment	37.1	96
Health	34.6	99

Magazines

Read past month

Magazines	%	Index
CAA Magazine	14.1	109
Canadian Living	9.5	101
Maclean's	7.8	108
Food & Drink	7.2	100
Cineplex Magazine	6.5	114

Radio Programs

Weekly reach

Radio Programs	%	Index
Top 40	24.0	101
News/Talk	22.1	97
Hot Adult Contemporary	18.9	103
Adult Contemporary	17.6	99
Today's Country	14.5	114

Websites Visited

% who visited, Past month

INDEX

Maps	56.33	102
Social network	53.45	100
Banking	52.55	101
News sites	42.31	99
Research products	39.32	98
Food/recipes	35.42	106
Product or service	29.85	104
Streaming TV	28.15	101
Health	27.17	111
Online newspaper	23.77	104



Festivals And Events

% Visited or attended, Past year



9.0%

Music
Festival
(103)



11.0%

Food, Beer or Wine
Festival
(95)



32.8%

Carnival or
Fair
(96)



2.9%

Food and
Wine Show
(98)



1.2%

RV
Show
(90)



0.9%

Travel
Show
(76)



32.7%

Parks or
Gardens
(100)



27.8%

National or
Provincial Park
(106)

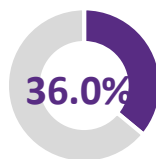


23.6%

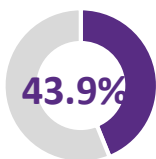
Historical
Sites
(100)

Culinary

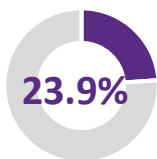
% of population



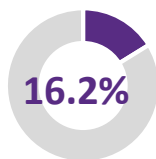
Ice cream or
frozen yogurt
restaurant
(103)
past year



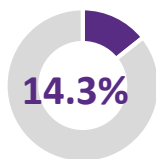
Formal dining
restaurant
(101)
past year



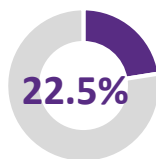
Shop local &
farmer's
markets
(94)
past month



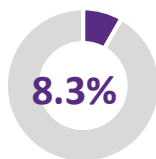
Drink Canadian
wine
(98)
past month



Drink microbrew
& craft beer
(98)
past month



Purchase organic
fruits and
vegetables
(100)
last week



Purchase organic
meats
(110)
last week

Top Sports and Leisure Activities

% Attended or visited, Past year

% Index

Visit bars, restaurant	37.3	102
Attend movies: theatre, drive-in	36.8	100
Visit exhibitions/carnivals/fairs/markets	32.8	96
Visit parks/city gardens	32.7	100
Visit art galleries, museums, science centres	30.2	98
Visit national or provincial parks	27.8	106
Attend specialty movie theatres, IMAX	27.7	101
Visit zoos, aquariums, farms, animal parks	26.5	105
Attend professional baseball game	25.3	109
Attend professional hockey game	23.8	107

31.3%

Hiking or
Backpacking
(100)

39.4%

Cycling:
Mountain or Road
(101)

16.3%

Downhill
Skiing
(111)

16.3%

Cross Country
Skiing
(98)

24.9%

Golfing
(105)

9.6%

Adventure
Sports
(102)

21.1%

Casino within
Province
(99)

20.1%

Theme Park or
Water Park
(106)

2.7%

Auto Racing
(83)



Accommodation preferences

% of population who used, Past 3 years



13.2%

Bed & Breakfast
(109)



16.8%

Camping
(102)



22.2%

Cottage
(99)



9.4%

Vacation Rental
(97)



4.1%

Spa Resort
(117)



55.7%

Hotel
(104)



4.8%

RV or Camper
5
(112)

CCT 2019: Social Values Glossary

Strong Values:		Weak Values:	
<u>Effort Toward Health</u> The commitment to focus on diet, exercise and healthy living in order to feel better and have a healthy, wholesome lifestyle. A willingness to transform one's lifestyle through exercise and radical changes to diet.	108	90	<u>Global Consciousness</u> (OPPOSITE OF Parochialism) Considering oneself a "citizen of the world" first and foremost, over a "citizen of one's community and country". Non-ethnocentricity, feeling affinity to peoples in all countries.
<u>Cultural Assimilation</u> (OPPOSITE OF Multiculturalism) 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.	108	90	<u>Anomie-Aimlessness</u> The feeling of having no goals in life. Experiencing a void of meaning with respect to life in general. A feeling of alienation from society, having the impression of being cut off from what's happening.
<u>Personal Control</u> (OPPOSITE OF Fatalism) Striving to organize and control the direction of one's future, even when it feels that there are forces beyond one's immediate control preventing it. Belief in one's basic ability to effect change and control one's life.	107	92	<u>Rejection of Authority</u> (OPPOSITE OF Obedience to Authority) A belief in not playing by the rules. The belief that persons or organizations in positions of authority should be questioned and challenged at all times. A belief that there are while there are rules in society we should not just follow them blindly. The feeling that young people in particular should be taught to question authority rather than unquestioningly obey it.
<u>Confidence in Big Business</u> The belief that big businesses strive to strike a fair balance between making profit and working in the public's interest. Expressing a certain level of faith that what serves the interest of big business also serves the interest of society, and vice-versa. Associating good quality and service with big companies and well-known products.	106	92	<u>Ethical Consumerism</u> 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.
<u>Ecological Fatalism</u> (OPPOSITE OF Ecological Concern) A tendency to believe that today's environmental problems are too big for any one person to affect. People strong on this construct feel that environmental destruction is somewhat acceptable and inevitable, and accept the notion that job protection or economic advancement should be allowed at the expense of environmental protection. They also view environmental leaders as misguided and overly extreme.	105	92	<u>Active Government</u> Tendency to believe that government efficaciously performs socially beneficial functions. A desire for more government involvement in resolving social issues.
<u>Rejection of Orderliness</u> Living with a certain amount of disorder as an expression of oneself. Also, a desire to distance oneself from society's traditional moral code governing good manners and the golden rule in favour of a more informal and relaxed approach to life.	104	92	<u>Flexible Families</u> (OPPOSITE OF Traditional Families) Willingness to accept non-traditional definitions of "family", such as common law and same-sex marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. The belief that society should be open to new definitions of what constitutes a "family".

Attraction For Crowds (98) - Enjoyment of being in large crowds as a means of deindividuation and connection-seeking.

Attraction to Nature (109) - 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.

Culture Sampling (96) - This construct identifies the view that other cultures have a great deal to teach us, and measures people's inclination to incorporate some of these cultural influences into their own lives.

Ecological Lifestyle (91) - Giving a high priority to integrating environmental concerns with purchasing criteria. This can have positive consequences, as when consumers are willing to pay more for an environmentally friendly product, or negative consequences, as when consumers refuse to buy a product whose manufacturer has an unsatisfactory environmental record.



Report 2: Ranking Variables

Ranking Variables | Customers

Customer: Headwaters Postal Codes: Record Count

Benchmark: Ontario

		Count			
		%	Base Count	Base %	Index
Favourite					
FAV40475	2018 Total Population	100.00	14,279,818	100.00	100
FAV40476	2018 Total Households	100.00	5,497,466	100.00	100
FAV40477	2018 Median Age of Maintainer	52.60	--	53.07	99
FAV40478	2018 Household Size - 1 Person	19.01	1,431,040	26.03	73
FAV40479	2018 Household Size - 2 Persons	31.99	1,797,118	32.69	98
FAV40480	2018 Household Size - 3 Persons	16.75	887,656	16.15	104
FAV40481	2018 Household Size - 4 Persons	19.72	846,538	15.40	128
FAV40482	2018 Household Size - 5 Or More Persons	12.53	535,114	9.73	129
FAV40483	2018 Total Couple Family Households - With Children at Home	51.89	1,786,679	46.46	112
FAV40484	2018 Total Lone-Parent Family Households	11.65	630,958	16.41	71
FAV40485	2018 Total Number of Children at Home - 0 to 4	16.20	715,105	16.05	101
FAV40486	2018 Total Number of Children at Home - 5 to 9	17.26	731,830	16.42	105
FAV40487	2018 Total Number of Children at Home - 10 to 14	17.63	743,675	16.69	106
FAV40488	2018 Total Number of Children at Home - 15 to 19	17.37	749,563	16.82	103
FAV40489	2018 Total Number of Children at Home - 20 to 24	14.67	663,363	14.88	99
FAV40490	2018 Total Number of Children at Home - 25 or More	16.87	853,183	19.14	88
FAV40491	2018 Total Households for Tenure - Owned	82.88	3,816,373	69.42	119
FAV40492	2018 Total Households for Tenure - Rented	17.12	1,670,896	30.39	56
FAV40493	2018 Average Household Income (Current Year \$)	129,240.03	--	106,524.04	121
FAV40494	2018 Household Population 25 to 64 Years for Educational Attainment - University certificate, diploma or degree at bachelor level or	29.82	2,319,710	29.86	100
FAV40495	2018 0 Management occupations	7.98	706,853	5.99	133
FAV40496	2018 1 Business, finance and administration occupations	11.17	1,171,106	9.92	113
FAV40497	2018 2 Natural and applied sciences and related occupations	5.99	619,771	5.25	114
FAV40498	2018 3 Health occupations	3.71	453,702	3.84	96
FAV40499	2018 4 Occupations in education, law and social, community and government services	8.16	938,338	7.95	103
FAV40500	2018 5 Occupations in art, culture, recreation and sport	2.01	234,690	1.99	101
FAV40501	2018 6 Sales and service occupations	14.09	1,695,367	14.36	98
FAV40502	2018 7 Trades, transport and equipment operators and related occupations	8.68	925,363	7.84	111
FAV40503	2018 8 Natural resources, agriculture and related production occupations	0.93	110,921	0.94	99
FAV40504	2018 9 Occupations in manufacturing and utilities	2.99	333,176	2.82	106
FAV40505	2018 Total Visible Minorities	23.22	4,232,419	30.08	77
FAV40506	Types Drank [Pst Mth] - Beer - Microbrewery/craft beer	14.32	1,791,245	14.57	98
FAV40507	Drank [Pst Mth] - Beverages - Canadian wine	16.22	2,025,540	16.48	98
FAV40508	Done [Pst Wk] - Behaviour - Purchased organic fruits and vegetables	22.48	2,768,056	22.52	100
FAV40509	Done [Pst Wk] - Behaviour - Purchased organic meat	8.31	932,040	7.58	110
FAV40510	Visited [Pst Yr] - Restaurant Service Type - Formal dine-in restaurants	43.88	5,324,982	43.32	101
FAV40511	Visited [Pst Yr] - Restaurant Food Type - Ice cream/frozen yogurt restaurants	35.98	4,311,343	35.07	103
FAV40512	Store Types - Shopped [Pst Mth] - Small local fruits & vegetables stores/farmers' markets	23.93	3,125,456	25.43	94
FAV40513	Programs - Radio - Weekly Reach Adult Album Alternative (AAA)	0.21	43,228	0.35	59
FAV40514	Programs - Radio - Weekly Reach Adult Contemporary	17.59	2,174,613	17.69	99
FAV40515	Programs - Radio - Weekly Reach AOR/Mainstream Rock	10.51	1,089,056	8.86	119
FAV40516	Programs - Radio - Weekly Reach All News	10.48	1,145,177	9.32	113
FAV40517	Programs - Radio - Weekly Reach Adult Standards	2.02	263,733	2.15	94
FAV40518	Programs - Radio - Weekly Reach Classic Country	0.78	99,963	0.81	96
FAV40519	Programs - Radio - Weekly Reach Classical/Fine Arts	3.10	443,294	3.61	86
FAV40520	Programs - Radio - Weekly Reach Mainstream Top 40/CHR	23.97	2,912,849	23.70	101
FAV40521	Programs - Radio - Weekly Reach Classic Hits	14.19	1,797,670	14.62	97
FAV40522	Programs - Radio - Weekly Reach Classic Rock	6.12	851,035	6.92	88
FAV40523	Programs - Radio - Weekly Reach Ethnic/Multi-cultural	2.14	275,766	2.24	96
FAV40524	Programs - Radio - Weekly Reach Oldies	1.12	145,517	1.18	95
FAV40525	Programs - Radio - Weekly Reach Hot Adult Contemporary	18.90	2,256,619	18.36	103
FAV40526	Programs - Radio - Weekly Reach Modern/Alternative Rock	9.91	1,075,104	8.75	113
FAV40527	Programs - Radio - Weekly Reach Multi/Variety/Specialty	9.29	1,119,352	9.11	102
FAV40528	Programs - Radio - Weekly Reach Not Classified	6.22	1,027,679	8.36	74
FAV40529	Programs - Radio - Weekly Reach News/Talk	22.08	2,800,860	22.79	97
FAV40530	Programs - Radio - Weekly Reach Religious	1.55	174,192	1.42	109
FAV40531	Programs - Radio - Weekly Reach Sports	8.40	815,002	6.63	127
FAV40532	Programs - Radio - Weekly Reach Today's Country	14.51	1,558,446	12.68	114
FAV40533	Read [Pst Mth] - Magazine (print or digital) - Canadian Gardening	2.44	293,055	2.38	102
FAV40534	Read [Pst Mth] - Magazine (print or digital) - CAA Magazine	14.08	1,580,829	12.86	109
FAV40535	Read [Pst Mth] - Magazine (print or digital) - Canadian Geographic	3.88	451,963	3.68	105
FAV40536	Read [Pst Mth] - Magazine (print or digital) - Canadian Health & Lifestyle	0.78	122,021	0.99	79
FAV40537	Read [Pst Mth] - Magazine (print or digital) - Canadian House and Home	3.66	408,700	3.33	110
FAV40538	Read [Pst Mth] - Magazine (print or digital) - Canadian Living	9.51	1,158,900	9.43	101
FAV40539	Read [Pst Mth] - Magazine (print or digital) - Chatelaine (English edition)	4.47	635,105	5.17	87
FAV40540	Read [Pst Mth] - Magazine (print or digital) - Cineplex Magazine	6.54	706,029	5.74	114
FAV40541	Read [Pst Mth] - Magazine (print or digital) - ELLE Canada	1.88	217,453	1.77	106
FAV40542	Read [Pst Mth] - Magazine (print or digital) - Food & Drink	7.17	879,587	7.16	100
FAV40543	Read [Pst Mth] - Magazine (print or digital) - Maclean's	7.84	888,633	7.23	108
FAV40544	Read [Pst Mth] - Magazine (print or digital) - Outdoor Canada	1.51	191,588	1.56	97
FAV40545	Read [Pst Mth] - Magazine (print or digital) - Reader's Digest	4.04	520,620	4.24	95
FAV40546	Read [Pst Mth] - Magazine (print or digital) - Report On Business Magazine	2.80	236,766	1.93	145
FAV40547	Read [Pst Mth] - Magazine (print or digital) - Sportsnet Magazine (!)	1.19	183,326	1.49	80
FAV40548	Read [Pst Mth] - Magazine (print or digital) - Style at Home	3.87	396,629	3.23	120
FAV40549	Read [Pst Mth] - Magazine (print or digital) - The Hockey News Magazine	0.73	71,046	0.58	126
FAV40550	Read [Pst Mth] - Magazine (print or digital) - What's Cooking	2.00	227,352	1.85	108
FAV40551	Read [Pst Mth] - Magazine (print or digital) - Zoomer Magazine	4.61	510,910	4.16	111
FAV40552	Read [Pst Mth] - Magazine (print or digital) - Better Homes & Gardens	1.88	216,216	1.76	107
FAV40553	Read [Pst Mth] - Magazine (print or digital) - Good Housekeeping	1.36	198,974	1.62	84
FAV40554	Read [Pst Mth] - Magazine (print or digital) - National Geographic	6.25	668,696	5.44	115
FAV40555	Read [Pst Mth] - Magazine (print or digital) - People	4.72	614,124	5.00	94
FAV40556	Read [Pst Mth] - Magazine (print or digital) - Sports Illustrated	3.07	308,762	2.51	122
FAV40557	Read [Pst Mth] - Magazine (print or digital) - Taste of Home (!)	0.70	111,810	0.91	77
FAV40558	Read [Pst Mth] - Magazine (print or digital) - Time	2.36	237,393	1.93	122
FAV40559	Read [Pst Mth] - Magazine (print or digital) - Woman's Day	1.04	152,894	1.24	83
FAV40560	Frequency Read [Occas/Freq] - Daily Newspaper Section - Newspaper (print or digital) - Automotive	14.67	1,841,532	14.98	98
FAV40561	Frequency Read [Occas/Freq] - Daily Newspaper Section - Newspaper (print or digital) - Business & financial	29.41	3,689,066	30.01	98

FAV40562	Frequency Read [Occas/Freq] - Daily Newspaper Section - Newspaper (print or digital) - Classified ads (excl. real estate)	14.71	1,845,940	15.02	98
FAV40563	Frequency Read [Occas/Freq] - Daily Newspaper Section - Newspaper (print or digital) - Computer/high tech	13.80	1,842,140	14.99	92
FAV40564	Frequency Read [Occas/Freq] - Daily Newspaper Section - Newspaper (print or digital) - Editorials	29.61	3,842,466	31.26	95
FAV40565	Frequency Read [Occas/Freq] - Daily Newspaper Section - Newspaper (print or digital) - Fashion/lifestyle	23.08	2,814,355	22.89	101
FAV40566	Frequency Read [Occas/Freq] - Daily Newspaper Section - Newspaper (print or digital) - Food	29.71	3,884,908	31.60	94
FAV40567	Frequency Read [Occas/Freq] - Daily Newspaper Section - Newspaper (print or digital) - Health	34.57	4,280,732	34.82	99
FAV40568	Frequency Read [Occas/Freq] - Daily Newspaper Section - Newspaper (print or digital) - International news/world section	51.83	6,474,222	52.67	98
FAV40569	Frequency Read [Occas/Freq] - Daily Newspaper Section - Newspaper (print or digital) - Local & regional news	57.67	7,184,802	58.45	99
FAV40570	Frequency Read [Occas/Freq] - Daily Newspaper Section - Newspaper (print or digital) - Movie & entertainment	37.08	4,750,625	38.65	96
FAV40571	Frequency Read [Occas/Freq] - Daily Newspaper Section - Newspaper (print or digital) - National news	51.85	6,563,385	53.39	97
FAV40572	Frequency Read [Occas/Freq] - Daily Newspaper Section - Newspaper (print or digital) - New homes section	18.90	2,320,326	18.88	100
FAV40573	Frequency Read [Occas/Freq] - Daily Newspaper Section - Newspaper (print or digital) - Real estate listings	18.01	2,068,972	16.83	107
FAV40574	Frequency Read [Occas/Freq] - Daily Newspaper Section - Newspaper (print or digital) - Sports	33.55	3,927,343	31.95	105
FAV40575	Frequency Read [Occas/Freq] - Daily Newspaper Section - Newspaper (print or digital) - Travel	31.02	3,625,113	29.49	105
FAV40576	Activity [Pst Mth] - Internet - Listen to a radio broadcast via streaming audio	15.75	1,913,588	15.57	101
FAV40577	Activity [Pst Mth] - Internet - Listen to Internet-only music service	18.88	2,272,084	18.48	102
FAV40578	Activity [Pst Mth] - Internet - Listen to a podcast	10.24	1,223,336	9.95	103
FAV40579	Activity [Pst Mth] - Internet - Download music/MP3 files (free or paid)	21.06	2,327,805	18.94	111
FAV40580	Activity [Pst Mth] - Internet - Access a radio station's website	13.62	1,466,288	11.93	114
FAV40581	Activity [Pst Mth] - Internet - Watch a TV broadcast via streaming video	20.02	2,343,714	19.07	105
FAV40582	Activity [Pst Mth] - Internet - Watch any other streaming video (not a TV broadcast, not a download)	28.15	3,434,043	27.94	101
FAV40583	Activity [Pst Mth] - Internet - Download any video content	12.40	1,531,906	12.46	99
FAV40584	Activity [Pst Mth] - Internet - Access a TV station's website	10.87	1,278,741	10.40	105
FAV40585	Activity [Pst Mth] - Internet - Read or look into on-line magazines	9.65	1,233,804	10.04	96
FAV40586	Activity [Pst Mth] - Internet - Read or look into on-line newspapers	23.77	2,814,703	22.90	104
FAV40587	Activity [Pst Mth] - Internet - Use online telephone directory to locate phone number/address	20.14	2,494,449	20.29	99
FAV40588	Activity [Pst Mth] - Internet - Participate in an online social network	53.45	6,578,649	53.52	100
FAV40589	Activity [Pst Mth] - Internet - Click on an Internet advertisement	14.56	1,827,865	14.87	98
FAV40590	Activity [Pst Mth] - Internet - Consult consumer reviews	20.06	2,392,910	19.47	103
FAV40591	Activity [Pst Mth] - Internet - Place/respond to an online classified advertisement	7.48	948,226	7.71	97
FAV40592	Activity [Pst Mth] - Internet - Purchase group deal	4.71	524,121	4.26	111
FAV40593	Activity [Pst Mth] - Internet - Purchase products or services	29.85	3,518,445	28.62	104
FAV40594	Activity [Pst Mth] - Internet - Do banking/pay bills online	52.55	6,413,036	52.17	101
FAV40595	Activity [Pst Mth] - Internet - Access a news site	42.31	5,260,319	42.79	99
FAV40596	Activity [Pst Mth] - Internet - Access automotive news/content	7.33	923,289	7.51	98
FAV40597	Activity [Pst Mth] - Internet - Access celebrity gossip content	11.09	1,319,286	10.73	103
FAV40598	Activity [Pst Mth] - Internet - Access fashion or beauty-related content	11.76	1,326,892	10.79	109
FAV40599	Activity [Pst Mth] - Internet - Access food/recipes content	35.42	4,094,799	33.31	106
FAV40600	Activity [Pst Mth] - Internet - Access health-related content	27.17	3,007,540	24.47	111
FAV40601	Activity [Pst Mth] - Internet - Access home furnishings/decor-related content	15.74	1,748,610	14.22	111
FAV40602	Activity [Pst Mth] - Internet - Access professional sports content	19.05	2,079,601	16.92	113
FAV40603	Activity [Pst Mth] - Internet - Access real estate listings/sites	17.08	2,016,473	16.40	104
FAV40604	Activity [Pst Mth] - Internet - Access restaurant guides/reviews	22.01	2,662,906	21.66	102
FAV40605	Activity [Pst Mth] - Internet - Access travel content	20.59	2,432,157	19.79	104
FAV40606	Activity [Pst Mth] - Internet - Use maps/directions service	56.33	6,800,450	55.32	102
FAV40607	Activity [Pst Mth] - Internet - Research products/services you might like to try or buy	39.32	4,927,902	40.09	98
FAV40608	Activity [Pst Mth] - Internet - Share/refer/link friends or people you know to a website or an article	18.82	2,329,767	18.95	99
FAV40609	Activity [Pst Mth] - Internet - Enter online contests	10.04	1,173,304	9.54	105
FAV40610	Activity [Pst Mth] - Internet - Download/print discount coupon	14.31	1,627,342	13.24	108
FAV40611	Activity [Pst Mth] - Internet - Play online games	19.64	2,686,563	21.86	90
FAV40612	Activity [Pst Mth] - Internet - Use ad blocking software	13.27	1,732,500	14.09	94
FAV40613	Used Online Social Networks [Pst Mth] - Internet - Facebook	56.78	6,958,183	56.60	100
FAV40614	Used Online Social Networks [Pst Mth] - Internet - Google+	23.13	3,146,150	25.59	90
FAV40615	Used Online Social Networks [Pst Mth] - Internet - Instagram	24.05	3,010,816	24.49	98
FAV40616	Used Online Social Networks [Pst Mth] - Internet - LinkedIn	16.46	1,986,608	16.16	102
FAV40617	Used Online Social Networks [Pst Mth] - Internet - Pinterest	19.16	2,193,397	17.84	107
FAV40618	Used Online Social Networks [Pst Mth] - Internet - Twitter	18.84	2,198,060	17.88	105
FAV40619	Hours Spent [Avg Day] - All Week - Internet - Less than 1 hour	7.34	950,151	7.73	95
FAV40620	Hours Spent [Avg Day] - All Week - Internet - 1 to 2 hours	11.33	1,577,182	12.83	88
FAV40621	Hours Spent [Avg Day] - All Week - Internet - 2.01 to 3 hours	13.90	1,568,584	12.76	109
FAV40622	Hours Spent [Avg Day] - All Week - Internet - 3.01 to 4 hours	12.67	1,469,262	11.95	106
FAV40623	Hours Spent [Avg Day] - All Week - Internet - More than 4 hours	46.41	5,589,187	45.47	102
FAV40624	Frequency of Use [Occas/Freq] - Direct Mail - Apps/online flyers	34.73	4,188,213	34.07	102
FAV40625	Frequency of Use [Occas/Freq] - Direct Mail - Flyers delivered to the door or in the mail	46.47	5,656,482	46.02	101
FAV40626	Frequency of Use [Occas/Freq] - Direct Mail - Local store catalogues	22.77	3,030,689	24.66	92
FAV40627	Noticed advertising [Pst Wk] - Out-of-Home - Billboards	45.78	5,822,274	47.37	97
FAV40629	Minutes Spent Each Day - Driving from Home to Work - 1+	49.83	5,930,790	48.25	103
FAV40630	Attended/Visited [Pst Yr] - Local Attractions - Art galleries/museums/science centres	30.23	3,787,350	30.81	98
FAV40631	Attended/Visited [Pst Yr] - Local Attractions - Exhibitions/carnivals/fairs/markets	32.76	4,196,626	34.14	96
FAV40632	Attended/Visited [Pst Yr] - Local Attractions - Historical sites	23.57	2,884,880	23.47	100
FAV40633	Attended/Visited [Pst Yr] - Local Attractions - Parks/city gardens	32.70	4,037,431	32.84	100
FAV40634	Attended/Visited [Pst Yr] - Local Attractions - National or provincial park	27.79	3,212,777	26.14	106
FAV40635	Attended/Visited [Pst Yr] - Local Attractions - Specialty movie theatres/IMAX	27.65	3,350,157	27.25	101
FAV40636	Attended/Visited [Pst Yr] - Local Attractions - Sporting events/racing events/air shows	20.18	2,414,637	19.64	103
FAV40637	Attended/Visited [Pst Yr] - Local Attractions - Video arcades/indoor amusement centres	9.21	1,068,950	8.70	106
FAV40638	Attended/Visited [Pst Yr] - Local Attractions - Theme parks/waterparks/water slides	20.07	2,316,961	18.85	106
FAV40639	Attended/Visited [Pst Yr] - Local Attractions - Zoos/aquariums/farms/drive-through animal parks	26.50	3,094,618	25.18	105
FAV40640	Attended [Pst Yr] - Attractions/Events - Auto shows	7.01	826,175	6.72	104
FAV40641	Attended [Pst Yr] - Attractions/Events - Boat shows	2.18	263,721	2.15	102
FAV40642	Attended [Pst Yr] - Attractions/Events - Book shows	0.83	149,857	1.22	68
FAV40643	Attended [Pst Yr] - Attractions/Events - Bridal shows (I)	0.91	105,747	0.86	106
FAV40644	Attended [Pst Yr] - Attractions/Events - Cottage shows	2.89	304,518	2.48	117
FAV40645	Attended [Pst Yr] - Attractions/Events - Craft shows	8.38	966,722	7.86	107
FAV40646	Attended [Pst Yr] - Attractions/Events - Fan shows	2.88	337,665	2.75	105
FAV40647	Attended [Pst Yr] - Attractions/Events - Fitness/golf/ski shows	1.87	160,224	1.30	144
FAV40648	Attended [Pst Yr] - Attractions/Events - Food/wine shows	2.92	365,930	2.98	98
FAV40649	Attended [Pst Yr] - Attractions/Events - Garden shows	2.56	421,824	3.43	74
FAV40650	Attended [Pst Yr] - Attractions/Events - Health and living shows	1.52	190,904	1.55	98
FAV40651	Attended [Pst Yr] - Attractions/Events - Home shows	6.40	708,742	5.77	111
FAV40652	Attended [Pst Yr] - Attractions/Events - Job fairs	1.36	157,035	1.28	106
FAV40653	Attended [Pst Yr] - Attractions/Events - Motorcycle shows	1.19	214,146	1.74	68
FAV40654	Attended [Pst Yr] - Attractions/Events - Pet shows	1.73	194,415	1.58	109
FAV40655	Attended [Pst Yr] - Attractions/Events - RV shows	1.20	165,346	1.34	90
FAV40656	Attended [Pst Yr] - Attractions/Events - Sportsman/outdoor shows	2.39	281,847	2.29	104

FAV40657	Attended [Pst Yr] - Attractions/Events - Travel shows	0.88	141,557	1.15	76
FAV40658	Attended/Visited [Pst Yr] - Attractions/Events - Ballet/opera/symphony	7.10	890,967	7.25	98
FAV40659	Attended/Visited [Pst Yr] - Attractions/Events - Bars/restaurant bars	37.25	4,470,652	36.37	102
FAV40660	Attended/Visited [Pst Yr] - Attractions/Events - Beer/food/wine festivals	11.02	1,419,182	11.54	95
FAV40661	Attended/Visited [Pst Yr] - Attractions/Events - Comedy clubs/shows	7.28	900,200	7.32	99
FAV40662	Attended/Visited [Pst Yr] - Attractions/Events - Dancing/night clubs	6.86	886,010	7.21	95
FAV40663	Attended/Visited [Pst Yr] - Attractions/Events - Dinner theatres	3.29	362,632	2.95	111
FAV40664	Attended/Visited [Pst Yr] - Attractions/Events - Film festivals	3.50	474,644	3.86	91
FAV40665	Attended/Visited [Pst Yr] - Attractions/Events - Music festivals	8.98	1,073,127	8.73	103
FAV40666	Attended/Visited [Pst Yr] - Attractions/Events - Movies at a theatre/drive-in	36.76	4,524,101	36.80	100
FAV40667	Attended/Visited [Pst Yr] - Attractions/Events - Popular music/rock concerts	16.39	2,049,626	16.67	98
FAV40668	Frequency of Participation [Occas/Reg] - Adventure sports	9.55	1,147,613	9.34	102
FAV40669	Frequency of Participation [Occas/Reg] - Skiing - cross country / Snowshoeing	16.34	2,042,872	16.62	98
FAV40670	Frequency of Participation [Occas/Reg] - Cycling (mountain/road biking)	39.44	4,781,330	38.90	101
FAV40671	Frequency of Participation [Occas/Reg] - Golfing	24.91	2,923,191	23.78	105
FAV40672	Frequency of Participation [Occas/Reg] - Hiking/backpacking	31.27	3,827,648	31.14	100
FAV40673	Frequency of Participation [Occas/Reg] - Skiing - downhill	16.26	1,808,158	14.71	111
FAV40674	Attended/Visited [Pst Yr] - Live Professional Sports Events - Auto racing	2.71	403,304	3.28	83
FAV40675	Attended/Visited [Pst Yr] - Live Professional Sports Events - Baseball	25.30	2,855,161	23.23	109
FAV40676	Attended/Visited [Pst Yr] - Live Professional Sports Events - Basketball	9.30	1,123,557	9.14	102
FAV40677	Attended/Visited [Pst Yr] - Live Professional Sports Events - Boxing (!)	0.39	60,731	0.49	80
FAV40678	Attended/Visited [Pst Yr] - Live Professional Sports Events - Figure skating	1.47	153,270	1.25	118
FAV40679	Attended/Visited [Pst Yr] - Live Professional Sports Events - Football	9.09	1,116,925	9.09	100
FAV40680	Attended/Visited [Pst Yr] - Live Professional Sports Events - Golf	2.77	283,349	2.31	120
FAV40681	Attended/Visited [Pst Yr] - Live Professional Sports Events - Hockey	23.82	2,731,210	22.22	107
FAV40682	Attended/Visited [Pst Yr] - Live Professional Sports Events - Horse racing	4.86	524,803	4.27	114
FAV40683	Attended/Visited [Pst Yr] - Live Professional Sports Events - Lacrosse	2.66	240,640	1.96	136
FAV40684	Attended/Visited [Pst Yr] - Live Professional Sports Events - Soccer	8.12	975,208	7.93	102
FAV40685	Attended/Visited [Pst Yr] - Live Professional Sports Events - Tennis	1.71	230,016	1.87	91
FAV40686	Member - Health/fitness club - Yes	21.32	2,507,063	20.39	105
FAV40687	Member - Golf club - Yes	2.89	280,620	2.28	126
FAV40688	Times Done [Pst Yr] - Gambling - Visit a casino inside your own province - 1+	21.11	2,629,050	21.39	99
FAV40689	Used [Pst 3 Yrs] - Vacation Accommodations - Spa resort	4.10	430,654	3.50	117
FAV40690	Used [Pst 3 Yrs] - Vacation Accommodations - Bed and breakfast	13.17	1,482,468	12.06	109
FAV40691	Used [Pst 3 Yrs] - Vacation Accommodations - Camping	16.76	2,021,811	16.45	102
FAV40692	Used [Pst 3 Yrs] - Vacation Accommodations - Cottage	22.19	2,748,847	22.36	99
FAV40693	Used [Pst 3 Yrs] - Vacation Accommodations - Hotel	55.72	6,596,722	53.66	104
FAV40694	Used [Pst 3 Yrs] - Vacation Accommodations - RV/camper	4.79	524,761	4.27	112
FAV40695	Used [Pst 3 Yrs] - Vacation Accommodations - Vacation rental by owner	9.39	1,187,869	9.66	97
FAV40696	Acceptance of Violence	26.20	3,226,314	27.32	96
FAV40697	Active Government	20.75	2,652,659	22.46	92
FAV40698	Adaptability to Complexity	26.08	2,957,425	25.05	104
FAV40699	Advertising as Stimulus	26.75	3,265,660	27.66	97
FAV40700	Anomie-Aimlessness	23.70	3,102,808	26.28	90
FAV40701	Attraction For Crowds	27.09	3,270,174	27.70	98
FAV40702	Attraction to Nature	23.84	2,592,238	21.95	109
FAV40703	Aversion to Complexity	23.57	2,954,941	25.02	94
FAV40704	Brand Apathy	21.45	2,548,652	21.59	99
FAV40705	Brand Genuineness	24.17	2,995,833	25.37	95
FAV40706	Buying on Impulse	25.16	3,100,087	26.25	96
FAV40707	Community Involvement	27.35	3,099,082	26.25	104
FAV40708	Concern for Appearance	26.03	3,053,681	25.86	101
FAV40709	Confidence in Advertising	27.04	3,289,750	27.86	97
FAV40710	Confidence in Big Business	27.36	3,045,269	25.79	106
FAV40711	Confidence in Small Business	26.83	3,202,562	27.12	99
FAV40712	Consumption Evangelism	27.95	3,223,138	27.30	102
FAV40713	Consumptivity	25.77	3,144,044	26.63	97
FAV40714	Cultural Assimilation	25.25	2,762,408	23.39	108
FAV40715	Culture Sampling	26.21	3,216,541	27.24	96
FAV40716	Discriminating Consumerism	23.57	2,746,452	23.26	101
FAV40717	Duty	25.13	2,917,415	24.71	102
FAV40718	Ecological Concern	21.70	2,523,138	21.37	102
FAV40719	Ecological Fatalism	29.80	3,337,398	28.26	105
FAV40720	Ecological Lifestyle	21.85	2,827,490	23.95	91
FAV40721	Effort Toward Health	26.37	2,877,318	24.37	108
FAV40722	Emotional Control	26.19	2,978,186	25.22	104
FAV40723	Enthusiasm for Technology	23.89	2,977,226	25.21	95
FAV40724	Equal Relationship with Youth	24.47	2,989,485	25.32	97
FAV40725	Ethical Consumerism	22.66	2,897,384	24.54	92
FAV40726	Fatalism	25.54	3,257,738	27.59	93
FAV40727	Fear of Violence	27.50	3,309,756	28.03	98
FAV40728	Financial Concern Regarding the Future	25.68	3,055,839	25.88	99
FAV40729	Financial Security	24.41	2,941,124	24.91	98
FAV40730	Flexible Families	20.58	2,629,012	22.27	92
FAV40731	Fulfillment Through Work	18.64	2,333,510	19.76	94
FAV40732	Global Consciousness	22.66	2,972,427	25.17	90
FAV40733	Importance of Aesthetics	26.50	3,231,660	27.37	97
FAV40734	Importance of Brand	28.59	3,305,084	27.99	102
FAV40735	Importance of Price	25.87	3,031,644	25.68	101
FAV40736	Importance of Spontaneity	24.38	2,777,495	23.52	104
FAV40737	Interest in the Unexplained	25.59	3,175,904	26.90	95
FAV40738	Introspection & Empathy	26.86	3,258,897	27.60	97
FAV40739	Intuition & Impulse	25.30	3,004,520	25.45	99
FAV40740	Joy of Consumption	24.12	3,048,995	25.82	93
FAV40741	Just Deserts	26.00	3,130,245	26.51	98
FAV40742	Legacy	27.18	3,163,936	26.80	101
FAV40743	Multiculturalism	25.89	3,284,944	27.82	93
FAV40744	National Pride	27.99	3,381,509	28.64	98
FAV40745	Need for Escape	27.55	3,257,370	27.59	100
FAV40746	Need for Status Recognition	26.58	3,270,723	27.70	96
FAV40747	North American Dream	27.34	3,217,773	27.25	100
FAV40748	Obedience to Authority	25.07	2,975,352	25.20	100
FAV40749	Ostentatious Consumption	29.24	3,608,738	30.56	96
FAV40750	Parochialism	23.91	2,774,248	23.50	102

FAV40751	Patriarchy	28.73	3,410,027	28.88	99
FAV40752	Penchant for Risk	28.09	3,417,061	28.94	97
FAV40753	Personal Challenge	24.05	2,943,410	24.93	96
FAV40754	Personal Control	25.40	2,796,233	23.68	107
FAV40755	Personal Creativity	22.44	2,866,367	24.27	92
FAV40756	Personal Expression	25.18	3,089,742	26.17	96
FAV40757	Personal Optimism	27.23	3,323,754	28.15	97
FAV40758	Primacy of Environmental Protection	20.58	2,684,437	22.73	91
FAV40759	Primacy of the Family	26.56	3,067,796	25.98	102
FAV40760	Propriety	26.32	3,152,464	26.70	99
FAV40761	Pursuit of Intensity	25.14	3,020,571	25.58	98
FAV40762	Pursuit of Novelty	26.08	3,207,052	27.16	96
FAV40763	Pursuit of Originality	26.61	3,249,894	27.52	97
FAV40764	Racial Fusion	24.28	3,078,276	26.07	93
FAV40765	Rejection of Authority	22.91	2,932,508	24.84	92
FAV40766	Rejection of Inequality	22.82	2,783,064	23.57	97
FAV40767	Rejection of Orderliness	25.72	2,910,573	24.65	104
FAV40768	Religion a la Carte	23.21	2,892,950	24.50	95
FAV40769	Religiosity	32.05	3,698,159	31.32	102
FAV40770	Saving on Principle	28.14	3,243,455	27.47	102
FAV40771	Search for Roots	23.04	2,900,286	24.56	94
FAV40772	Sensualism	26.19	3,049,351	25.82	101
FAV40773	Sexism	24.95	3,021,694	25.59	97
FAV40774	Sexual Permissiveness	21.89	2,721,111	23.05	95
FAV40775	Skepticism Toward Small Business	23.85	2,863,496	24.25	98
FAV40776	Skepticism Towards Advertising	21.77	2,692,262	22.80	95
FAV40777	Social Darwinism	27.01	3,163,214	26.79	101
FAV40778	Social Intimacy	24.95	3,115,393	26.38	95
FAV40779	Social Learning	24.99	3,028,168	25.64	97
FAV40780	Social Responsibility	24.12	2,833,271	24.00	101
FAV40781	Spiritual Quest	27.64	3,294,612	27.90	99
FAV40782	Status via Home	28.90	3,509,486	29.72	97
FAV40783	Technology Anxiety	27.17	3,265,956	27.66	98
FAV40784	Time Stress	27.20	3,279,145	27.77	98
FAV40785	Traditional Family	31.60	3,606,519	30.54	103
FAV40786	Utilitarian Consumerism	22.92	2,692,657	22.80	100
FAV40787	Vitality	24.38	2,966,218	25.12	97
FAV40788	Voluntary Simplicity	25.52	3,096,259	26.22	97
FAV40789	Work Ethic	27.55	3,210,613	27.19	101
FAV40790	Xenophobia	26.29	3,005,046	25.45	103



Report 3: Ranking Standard Areas (FSA)

Ranking Areas - Std. Geo. | Customers

Customer: Headwaters Postal Codes: Record Count

Headwaters Postal Codes: Record Count							
Name	Code	Count	%	Base Count	Base %	% Pen	Index
L9W (Orangeville, ON)	L9W	7,548	30.39	47,893	0.34	15.76	9,062
L7E (Bolton, ON)	L7E	1,588	6.39	37,416	0.26	4.24	2,440
L7C (Caledon, ON)	L7C	1,572	6.33	27,495	0.19	5.72	3,288
L9V (Orangeville, ON)	L9V	1,022	4.12	16,618	0.12	6.15	3,536
L7K (Caledon, ON)	L7K	1,009	4.06	8,963	0.06	11.26	6,473
L0G (Tottenham, ON)	L0G	992	4.00	42,578	0.30	2.33	1,340
N0B (Elora, ON)	N0B	816	3.29	84,039	0.59	0.97	558
L9R (Alliston, ON)	L9R	718	2.89	23,099	0.16	3.11	1,787
L0N (Palgrave, ON)	L0N	466	1.88	3,165	0.02	14.72	8,466
L7G (Georgetown, ON)	L7G	346	1.39	49,307	0.34	0.70	403
L0M (Angus, ON)	L0M	310	1.25	36,703	0.26	0.84	486
N0G (Mount Forest, ON)	N0G	279	1.12	83,493	0.58	0.33	192
L6X (Brampton, ON)	L6X	197	0.79	74,720	0.52	0.26	152
N1M (Fergus, ON)	N1M	179	0.72	16,362	0.12	1.09	629
L7A (Brampton, ON)	L7A	165	0.66	88,793	0.62	0.19	107
L6R (Brampton, ON)	L6R	164	0.66	97,260	0.68	0.17	97
L6Z (Brampton, ON)	L6Z	147	0.59	36,752	0.26	0.40	230
L6Y (Brampton, ON)	L6Y	144	0.58	96,872	0.68	0.15	85
L5M (Mississauga, ON)	L5M	143	0.58	114,503	0.80	0.12	72
L6H (Oakville, ON)	L6H	131	0.53	66,666	0.47	0.20	113
N0C (Dundalk, ON)	N0C	123	0.49	16,292	0.11	0.75	434
L6S (Brampton, ON)	L6S	117	0.47	58,256	0.41	0.20	115
L3Y (Newmarket, ON)	L3Y	113	0.46	47,379	0.33	0.24	137
L4G (Aurora, ON)	L4G	107	0.43	59,946	0.42	0.18	103
L3Z (Bradford, ON)	L3Z	105	0.42	35,637	0.25	0.29	169
L3X (Newmarket, ON)	L3X	101	0.41	47,688	0.33	0.21	122
L7J (Acton, ON)	L7J	101	0.41	14,393	0.10	0.70	404
L5G (Mississauga, ON)	L5G	97	0.39	22,309	0.16	0.43	250
L6M (Oakville, ON)	L6M	97	0.39	69,495	0.49	0.14	80
L4N (Barrie, ON)	L4N	90	0.36	104,540	0.73	0.09	50
L6J (Oakville, ON)	L6J	84	0.34	26,538	0.19	0.32	182
L5N (Mississauga, ON)	L5N	83	0.33	92,993	0.65	0.09	51
L4H (Woodbridge, ON)	L4H	81	0.33	75,851	0.53	0.11	61
M6P (Toronto, ON)	M6P	78	0.31	43,142	0.30	0.18	104
M6S (Toronto, ON)	M6S	76	0.31	36,430	0.26	0.21	120
L9T (Milton, ON)	L9T	75	0.30	110,141	0.77	0.07	39
L5L (Mississauga, ON)	L5L	73	0.29	49,551	0.35	0.15	85
L6V (Brampton, ON)	L6V	72	0.29	45,863	0.32	0.16	90
L7B (King City, ON)	L7B	68	0.27	16,163	0.11	0.42	242
L7M (Burlington, ON)	L7M	68	0.27	51,961	0.36	0.13	75
M4J (Toronto, ON)	M4J	68	0.27	39,462	0.28	0.17	99
M6R (Toronto, ON)	M6R	65	0.26	21,030	0.15	0.31	178
N1E (Guelph, ON)	N1E	65	0.26	43,362	0.30	0.15	86
L9Y (Collingwood, ON)	L9Y	64	0.26	26,281	0.18	0.24	140
M9A (Etobicoke, ON)	M9A	64	0.26	37,712	0.26	0.17	98
L6W (Brampton, ON)	L6W	63	0.25	24,447	0.17	0.26	148

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Headwaters Postal Codes: Record Count							
Name	Code	Count	%	Base Count	Base %	% Pen	Index
N1G (Guelph, ON)	N1G	63	0.25	28,448	0.20	0.22	127
L4C (Richmond Hill, ON)	L4C	62	0.25	74,133	0.52	0.08	48
M2N (Willowdale, ON)	M2N	62	0.25	80,788	0.57	0.08	44
M5M (Toronto, ON)	M5M	62	0.25	29,635	0.21	0.21	120
M4V (Toronto, ON)	M4V	61	0.25	19,706	0.14	0.31	178
L0L (Elmvale, ON)	L0L	60	0.24	37,378	0.26	0.16	92
L5B (Mississauga, ON)	L5B	60	0.24	70,113	0.49	0.09	49
L6A (Vaughan, ON)	L6A	59	0.24	92,954	0.65	0.06	36
M4N (Toronto, ON)	M4N	58	0.23	14,179	0.10	0.41	235
M5R (Toronto, ON)	M5R	57	0.23	31,657	0.22	0.18	104
L5J (Mississauga, ON)	L5J	56	0.23	30,829	0.22	0.18	104
L6P (Brampton, ON)	L6P	56	0.23	91,655	0.64	0.06	35
L4J (Thornhill, ON)	L4J	55	0.22	83,767	0.59	0.07	38
N0H (Warton, ON)	N0H	55	0.22	51,752	0.36	0.11	61
L4E (Richmond Hill, ON)	L4E	54	0.22	56,637	0.40	0.10	55
N1H (Guelph, ON)	N1H	52	0.21	42,995	0.30	0.12	70
L5V (Mississauga, ON)	L5V	50	0.20	56,014	0.39	0.09	51
L6T (Brampton, ON)	L6T	50	0.20	42,528	0.30	0.12	68
L5E (Mississauga, ON)	L5E	49	0.20	13,923	0.10	0.35	202
M4K (Toronto, ON)	M4K	49	0.20	33,230	0.23	0.15	85
M4S (Toronto, ON)	M4S	49	0.20	27,958	0.20	0.18	101
N1L (Guelph, ON)	N1L	49	0.20	15,550	0.11	0.32	181
M8Y (Etobicoke, ON)	M8Y	48	0.19	24,769	0.17	0.19	111
M9C (Etobicoke, ON)	M9C	47	0.19	41,204	0.29	0.11	66
L5H (Mississauga, ON)	L5H	45	0.18	18,998	0.13	0.24	136
M5V (Toronto, ON)	M5V	44	0.18	57,468	0.40	0.08	44
M9B (Etobicoke, ON)	M9B	44	0.18	34,478	0.24	0.13	73
L9H (Hamilton, ON)	L9H	42	0.17	32,701	0.23	0.13	74
M8X (Etobicoke, ON)	M8X	42	0.17	10,891	0.08	0.39	222
M8Z (Etobicoke, ON)	M8Z	42	0.17	19,073	0.13	0.22	127
L4L (Woodbridge, ON)	L4L	41	0.17	59,162	0.41	0.07	40
L3T (Thornhill, ON)	L3T	40	0.16	55,677	0.39	0.07	41
L4M (Barrie, ON)	L4M	40	0.16	48,539	0.34	0.08	47
M8V (Etobicoke, ON)	M8V	40	0.16	38,189	0.27	0.10	60
L4W (Mississauga, ON)	L4W	39	0.16	22,701	0.16	0.17	99
M4W (Toronto, ON)	M4W	39	0.16	12,678	0.09	0.31	177
M6J (Toronto, ON)	M6J	39	0.16	38,847	0.27	0.10	58
L0P (Campbellville, ON)	L0P	38	0.15	8,651	0.06	0.44	253
L4Z (Mississauga, ON)	L4Z	36	0.14	42,691	0.30	0.08	48
L5C (Mississauga, ON)	L5C	36	0.14	32,369	0.23	0.11	64
N2L (Kitchener, ON)	N2L	36	0.14	29,933	0.21	0.12	69
L4X (Mississauga, ON)	L4X	35	0.14	21,664	0.15	0.16	93
L9Z (Wasaga Beach, ON)	L9Z	35	0.14	22,089	0.15	0.16	91
M4G (Toronto, ON)	M4G	35	0.14	19,616	0.14	0.18	103
M6G (Toronto, ON)	M6G	35	0.14	34,687	0.24	0.10	58
M6H (Toronto, ON)	M6H	35	0.14	49,643	0.35	0.07	41

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L7L (Burlington, ON)	L7L	34	0.14	50,325	0.35	0.07	39
M4L (Toronto, ON)	M4L	34	0.14	35,332	0.25	0.10	55
L0J (Kleinburg, ON)	L0J	33	0.13	3,957	0.03	0.83	480
L0S (Fonthill, ON)	L0S	33	0.13	55,678	0.39	0.06	34
L9N (East Gwillimbury, ON)	L9N	33	0.13	10,256	0.07	0.32	185
L3P (Markham, ON)	L3P	32	0.13	40,519	0.28	0.08	45
L4B (Richmond Hill, ON)	L4B	32	0.13	40,566	0.28	0.08	45
L5A (Mississauga, ON)	L5A	32	0.13	52,189	0.36	0.06	35
M4T (Toronto, ON)	M4T	32	0.13	13,077	0.09	0.24	141
L4Y (Mississauga, ON)	L4Y	31	0.13	26,118	0.18	0.12	68
L5K (Mississauga, ON)	L5K	31	0.13	15,352	0.11	0.20	116
M5A (Toronto, ON)	M5A	31	0.13	44,851	0.31	0.07	40
M6C (Toronto, ON)	M6C	31	0.13	29,073	0.20	0.11	61
M5P (Toronto, ON)	M5P	30	0.12	18,967	0.13	0.16	91
N2J (Kitchener, ON)	N2J	30	0.12	19,787	0.14	0.15	87
L3R (Markham, ON)	L3R	29	0.12	67,681	0.47	0.04	25
M4E (Toronto, ON)	M4E	28	0.11	26,625	0.19	0.11	60
K0M (Bobcaygeon, ON)	K0M	27	0.11	51,467	0.36	0.05	30
L5W (Mississauga, ON)	L5W	27	0.11	27,161	0.19	0.10	57
L6L (Oakville, ON)	L6L	27	0.11	31,903	0.22	0.08	49
M3H (York, ON)	M3H	27	0.11	40,266	0.28	0.07	39
M2R (Willowdale, ON)	M2R	26	0.10	43,290	0.30	0.06	35
M6K (Toronto, ON)	M6K	26	0.10	43,619	0.30	0.06	34
N0M (Clinton, ON)	N0M	26	0.10	65,972	0.46	0.04	23
L6C (Markham, ON)	L6C	25	0.10	55,750	0.39	0.04	26
L6K (Oakville, ON)	L6K	25	0.10	14,386	0.10	0.17	100
L7T (Burlington, ON)	L7T	24	0.10	19,472	0.14	0.12	71
M2M (Willowdale, ON)	M2M	24	0.10	35,365	0.25	0.07	39
N2T (Kitchener, ON)	N2T	24	0.10	20,372	0.14	0.12	68
M1N (Scarborough, ON)	M1N	22	0.09	23,335	0.16	0.09	54
M4Y (Toronto, ON)	M4Y	22	0.09	41,379	0.29	0.05	31
N0K (Mitchell, ON)	N0K	22	0.09	29,207	0.20	0.08	43
N0L (Dorchester, ON)	N0L	22	0.09	50,717	0.35	0.04	25
N4K (Owen Sound, ON)	N4K	22	0.09	27,843	0.20	0.08	45
M1W (Scarborough, ON)	M1W	21	0.09	50,422	0.35	0.04	24
M6E (Toronto, ON)	M6E	21	0.09	39,130	0.27	0.05	31
L5R (Mississauga, ON)	L5R	20	0.08	40,018	0.28	0.05	29
N3H (Cambridge, ON)	N3H	20	0.08	22,279	0.16	0.09	52
K0K (Brighton, ON)	K0K	19	0.08	115,568	0.81	0.02	9
L1T (Ajax, ON)	L1T	19	0.08	54,199	0.38	0.04	20
L7R (Burlington, ON)	L7R	19	0.08	17,072	0.12	0.11	64
L9S (Innisfil, ON)	L9S	19	0.08	31,158	0.22	0.06	35
M9R (York, ON)	M9R	19	0.08	36,495	0.26	0.05	30
N4L (Meaford, ON)	N4L	19	0.08	8,174	0.06	0.23	134
N5A (Stratford, ON)	N5A	19	0.08	30,838	0.22	0.06	35
L1H (Oshawa, ON)	L1H	18	0.07	34,023	0.24	0.05	30

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N2K (Kitchener, ON)	N2K	18	0.07	28,263	0.20	0.06	37
N3C (Cambridge, ON)	N3C	18	0.07	27,381	0.19	0.07	38
L4S (Richmond Hill, ON)	L4S	17	0.07	39,999	0.28	0.04	24
M1V (Scarborough, ON)	M1V	17	0.07	58,107	0.41	0.03	17
M2J (Willowdale, ON)	M2J	17	0.07	62,478	0.44	0.03	16
M4C (Toronto, ON)	M4C	17	0.07	48,683	0.34	0.03	20
M5N (Toronto, ON)	M5N	17	0.07	17,951	0.13	0.09	54
P2A (Parry Sound, ON)	P2A	17	0.07	13,503	0.10	0.13	72
L0K (Coldwater, ON)	L0K	16	0.06	36,743	0.26	0.04	25
L4A (Stouffville, ON)	L4A	16	0.06	49,093	0.34	0.03	19
M2P (Toronto, ON)	M2P	16	0.06	8,804	0.06	0.18	104
M4M (Toronto, ON)	M4M	16	0.06	26,005	0.18	0.06	35
M4R (Toronto, ON)	M4R	16	0.06	13,588	0.10	0.12	68
N0A (Port Dover, ON)	N0A	16	0.06	35,472	0.25	0.05	26
N1R (Cambridge, ON)	N1R	16	0.06	43,408	0.30	0.04	21
N4W (Listowel, ON)	N4W	16	0.06	10,570	0.07	0.15	87
P1L (Bracebridge, ON)	P1L	16	0.06	17,592	0.12	0.09	52
L0C (Sunderland, ON)	L0C	15	0.06	9,412	0.07	0.16	92
L0E (Sutton West, ON)	L0E	15	0.06	22,153	0.15	0.07	39
L4P (Keswick, ON)	L4P	15	0.06	31,664	0.22	0.05	27
L0R (Binbrook, ON)	L0R	14	0.06	74,941	0.53	0.02	11
M3A (Toronto, ON)	M3A	14	0.06	36,860	0.26	0.04	22
N2N (Kitchener, ON)	N2N	14	0.06	27,552	0.19	0.05	29
N3A (New Hamburg, ON)	N3A	14	0.06	16,849	0.12	0.08	48
L8P (Hamilton, ON)	L8P	13	0.05	23,901	0.17	0.05	31
M2H (Willowdale, ON)	M2H	13	0.05	26,032	0.18	0.05	29
M3C (Toronto, ON)	M3C	13	0.05	41,506	0.29	0.03	18
N2B (Kitchener, ON)	N2B	13	0.05	17,086	0.12	0.08	44
K9V (Lindsay, ON)	K9V	12	0.05	28,293	0.20	0.04	24
L1G (Oshawa, ON)	L1G	12	0.05	42,875	0.30	0.03	16
L3V (Orillia, ON)	L3V	12	0.05	48,271	0.34	0.02	14
L8G (Hamilton, ON)	L8G	12	0.05	21,044	0.15	0.06	33
L9G (Hamilton, ON)	L9G	12	0.05	24,937	0.17	0.05	28
M1E (Scarborough, ON)	M1E	12	0.05	50,884	0.36	0.02	14
K0L (Lakefield, ON)	K0L	11	0.04	71,667	0.50	0.02	9
K9A (Cobourg, ON)	K9A	11	0.04	26,775	0.19	0.04	24
L8N (Hamilton, ON)	L8N	11	0.04	13,039	0.09	0.08	49
L9P (Uxbridge, ON)	L9P	11	0.04	17,767	0.12	0.06	36
M4P (Toronto, ON)	M4P	11	0.04	20,677	0.14	0.05	31
M5S (Toronto, ON)	M5S	11	0.04	11,641	0.08	0.09	54
M9W (Etobicoke, ON)	M9W	11	0.04	43,239	0.30	0.03	15
N1C (Guelph, ON)	N1C	11	0.04	3,914	0.03	0.28	162
K8A (Pembroke, ON)	K8A	10	0.04	26,890	0.19	0.04	21
L2M (St Catharines, ON)	L2M	10	0.04	32,355	0.23	0.03	18
L8J (Hamilton, ON)	L8J	10	0.04	26,686	0.19	0.04	22
L9A (Hamilton, ON)	L9A	10	0.04	26,656	0.19	0.04	22

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L9C (Hamilton, ON)	L9C	10	0.04	43,020	0.30	0.02	13
M2L (Willowdale, ON)	M2L	10	0.04	12,792	0.09	0.08	45
M3B (Toronto, ON)	M3B	10	0.04	14,037	0.10	0.07	41
M8W (Etobicoke, ON)	M8W	10	0.04	22,539	0.16	0.04	26
M9P (York, ON)	M9P	10	0.04	21,980	0.15	0.05	26
N1K (Guelph, ON)	N1K	10	0.04	9,783	0.07	0.10	59
L7S (Burlington, ON)	L7S	9	0.04	13,594	0.10	0.07	38
M1K (Scarborough, ON)	M1K	9	0.04	50,738	0.35	0.02	10
M2K (Willowdale, ON)	M2K	9	0.04	25,877	0.18	0.03	20
N3B (Elmira, ON)	N3B	9	0.04	12,170	0.09	0.07	43
M1P (Scarborough, ON)	M1P	8	0.03	47,285	0.33	0.02	10
M4B (Toronto, ON)	M4B	8	0.03	18,912	0.13	0.04	24
M5H (Toronto, ON)	M5H	8	0.03	2,267	0.02	0.35	203
M5J (Toronto, ON)	M5J	8	0.03	19,149	0.13	0.04	24
M6B (Toronto, ON)	M6B	8	0.03	30,931	0.22	0.03	15
M6M (York, ON)	M6M	8	0.03	47,002	0.33	0.02	10
N2M (Kitchener, ON)	N2M	8	0.03	34,407	0.24	0.02	13
N2P (Kitchener, ON)	N2P	8	0.03	21,171	0.15	0.04	22
N2Z (Kincardine, ON)	N2Z	8	0.03	11,289	0.08	0.07	41
N3W (Caledonia, ON)	N3W	8	0.03	14,698	0.10	0.05	31
N4N (Hanover, ON)	N4N	8	0.03	10,464	0.07	0.08	44
L1J (Oshawa, ON)	L1J	7	0.03	44,145	0.31	0.02	9
L4T (Mississauga, ON)	L4T	7	0.03	41,913	0.29	0.02	10
L6E (Markham, ON)	L6E	7	0.03	39,144	0.27	0.02	10
L7N (Burlington, ON)	L7N	7	0.03	13,887	0.10	0.05	29
L7P (Burlington, ON)	L7P	7	0.03	31,440	0.22	0.02	13
L8K (Hamilton, ON)	L8K	7	0.03	31,256	0.22	0.02	13
L8W (Hamilton, ON)	L8W	7	0.03	27,896	0.20	0.03	14
L9K (Hamilton, ON)	L9K	7	0.03	15,183	0.11	0.05	27
L9M (Penetanguishene, ON)	L9M	7	0.03	15,367	0.11	0.05	26
M1C (Scarborough, ON)	M1C	7	0.03	37,530	0.26	0.02	11
M1L (Scarborough, ON)	M1L	7	0.03	40,915	0.29	0.02	10
M3K (York, ON)	M3K	7	0.03	8,669	0.06	0.08	46
M4A (Toronto, ON)	M4A	7	0.03	18,674	0.13	0.04	22
M4X (Toronto, ON)	M4X	7	0.03	21,388	0.15	0.03	19
M6N (Toronto, ON)	M6N	7	0.03	44,389	0.31	0.02	9
N2A (Kitchener, ON)	N2A	7	0.03	31,020	0.22	0.02	13
N2H (Kitchener, ON)	N2H	7	0.03	22,999	0.16	0.03	18
N2V (Kitchener, ON)	N2V	7	0.03	17,855	0.13	0.04	23
N3T (Brantford, ON)	N3T	7	0.03	36,786	0.26	0.02	11
K4P (Greely, ON)	K4P	6	0.02	10,951	0.08	0.05	32
K6V (Brockville, ON)	K6V	6	0.02	28,424	0.20	0.02	12
L1N (Whitby, ON)	L1N	6	0.02	50,332	0.35	0.01	7
L3C (Welland, ON)	L3C	6	0.02	32,589	0.23	0.02	11
M1M (Scarborough, ON)	M1M	6	0.02	27,414	0.19	0.02	13
M9V (Etobicoke, ON)	M9V	6	0.02	59,619	0.42	0.01	6

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Name	Code	Count	%	Base Count	Base %	% Pen	Index
N0R (Belle River, ON)	N0R	6	0.02	46,079	0.32	0.01	7
N2E (Kitchener, ON)	N2E	6	0.02	41,460	0.29	0.01	8
P1B (North Bay, ON)	P1B	6	0.02	34,399	0.24	0.02	10
K0A (Almonte, ON)	K0A	5	0.02	101,978	0.71	0.00	3
L1C (Bowmanville, ON)	L1C	5	0.02	46,798	0.33	0.01	6
L1V (Pickering, ON)	L1V	5	0.02	56,314	0.39	0.01	5
L8B (Burlington, ON)	L8B	5	0.02	28,959	0.20	0.02	10
M1B (Scarborough, ON)	M1B	5	0.02	69,822	0.49	0.01	4
M1T (Scarborough, ON)	M1T	5	0.02	36,656	0.26	0.01	8
M3J (York, ON)	M3J	5	0.02	28,927	0.20	0.02	10
M3N (York, ON)	M3N	5	0.02	42,089	0.29	0.01	7
N4S (Woodstock, ON)	N4S	5	0.02	33,054	0.23	0.02	9
N5X (London, ON)	N5X	5	0.02	34,275	0.24	0.01	8
N6A (London, ON)	N6A	5	0.02	11,300	0.08	0.04	25
N6C (London, ON)	N6C	5	0.02	34,617	0.24	0.01	8
N9C (Windsor, ON)	N9C	5	0.02	11,887	0.08	0.04	24
P0A (Burks Falls, ON)	P0A	5	0.02	15,590	0.11	0.03	18
K0C (Alexandria, ON)	K0C	4	0.02	52,344	0.37	0.01	4
L1E (Bowmanville, ON)	L1E	4	0.02	29,230	0.20	0.01	8
L2E (Niagara Falls, ON)	L2E	4	0.02	19,364	0.14	0.02	12
L2H (Niagara Falls, ON)	L2H	4	0.02	27,363	0.19	0.01	8
L2R (St Catharines, ON)	L2R	4	0.02	24,399	0.17	0.02	9
L3B (Welland, ON)	L3B	4	0.02	23,619	0.17	0.02	10
L3S (Markham, ON)	L3S	4	0.02	60,547	0.42	0.01	4
L4R (Midland, ON)	L4R	4	0.02	18,416	0.13	0.02	12
L8E (Hamilton, ON)	L8E	4	0.02	43,590	0.30	0.01	5
L9B (Hamilton, ON)	L9B	4	0.02	27,260	0.19	0.01	8
M1R (Scarborough, ON)	M1R	4	0.02	28,273	0.20	0.01	8
M5B (Toronto, ON)	M5B	4	0.02	10,792	0.08	0.04	21
N0J (Norwich, ON)	N0J	4	0.02	34,803	0.24	0.01	7
N1P (Cambridge, ON)	N1P	4	0.02	8,224	0.06	0.05	28
N3R (Brantford, ON)	N3R	4	0.02	35,916	0.25	0.01	6
N6G (London, ON)	N6G	4	0.02	43,617	0.30	0.01	5
N6P (London, ON)	N6P	4	0.02	9,467	0.07	0.04	24
N9Y (Kingsville, ON)	N9Y	4	0.02	15,498	0.11	0.03	15
L0H (Locust Hill, ON)	L0H	3	0.01	1,891	0.01	0.16	91
L1K (Oshawa, ON)	L1K	3	0.01	42,951	0.30	0.01	4
L1X (Pickering, ON)	L1X	3	0.01	21,250	0.15	0.01	8
L2S (St Catharines, ON)	L2S	3	0.01	19,745	0.14	0.02	9
L3M (Grimsby, ON)	L3M	3	0.01	27,340	0.19	0.01	6
L4K (Concord, ON)	L4K	3	0.01	16,258	0.11	0.02	11
L8S (Hamilton, ON)	L8S	3	0.01	15,699	0.11	0.02	11
M1S (Scarborough, ON)	M1S	3	0.01	41,434	0.29	0.01	4
M3L (York, ON)	M3L	3	0.01	19,085	0.13	0.02	9
M3M (York, ON)	M3M	3	0.01	24,578	0.17	0.01	7
M4H (Toronto, ON)	M4H	3	0.01	21,097	0.15	0.01	8

Ranking Areas - Std. Geo. | Customers

Customer: Headwaters Postal Codes: Record Count

Headwaters Postal Codes: Record Count							
Name	Code	Count	%	Base Count	Base %	% Pen	Index
M5E (Toronto, ON)	M5E	3	0.01	7,793	0.06	0.04	22
M6A (Toronto, ON)	M6A	3	0.01	20,997	0.15	0.01	8
M9L (North York, ON)	M9L	3	0.01	13,337	0.09	0.02	13
M9N (York, ON)	M9N	3	0.01	24,529	0.17	0.01	7
N0E (Waterford, ON)	N0E	3	0.01	35,146	0.25	0.01	5
N4G (Tillsonburg, ON)	N4G	3	0.01	20,140	0.14	0.01	9
N6K (London, ON)	N6K	3	0.01	33,431	0.23	0.01	5
N7S (Sarnia, ON)	N7S	3	0.01	29,240	0.20	0.01	6
N8N (Windsor, ON)	N8N	3	0.01	26,860	0.19	0.01	6
N9B (Windsor, ON)	N9B	3	0.01	18,309	0.13	0.02	9
N9V (Amherstburg, ON)	N9V	3	0.01	20,218	0.14	0.01	9
P0H (Callander, ON)	P0H	3	0.01	31,893	0.22	0.01	5
P0J (New Liskeard, ON)	P0J	3	0.01	20,075	0.14	0.01	9
K0H (Inverary, ON)	K0H	2	0.01	43,792	0.31	0.00	3
K1Y (Ottawa, ON)	K1Y	2	0.01	21,287	0.15	0.01	5
K2S (Ottawa, ON)	K2S	2	0.01	35,117	0.25	0.01	3
K7A (Smiths Falls, ON)	K7A	2	0.01	17,124	0.12	0.01	7
K7P (Kingston, ON)	K7P	2	0.01	23,376	0.16	0.01	5
K8N (Belleville, ON)	K8N	2	0.01	28,050	0.20	0.01	4
L0B (Orono, ON)	L0B	2	0.01	15,835	0.11	0.01	7
L1B (Bowmanville, ON)	L1B	2	0.01	12,668	0.09	0.02	9
L1L (Oshawa, ON)	L1L	2	0.01	6,310	0.04	0.03	18
L1P (Whitby, ON)	L1P	2	0.01	18,460	0.13	0.01	6
L1S (Ajax, ON)	L1S	2	0.01	43,149	0.30	0.00	3
L2A (Fort Erie, ON)	L2A	2	0.01	16,896	0.12	0.01	7
L2G (Niagara Falls, ON)	L2G	2	0.01	28,127	0.20	0.01	4
L9L (Port Perry, ON)	L9L	2	0.01	15,933	0.11	0.01	7
L9X (Barrie, ON)	L9X	2	0.01	11,493	0.08	0.02	10
M1H (Scarborough, ON)	M1H	2	0.01	25,263	0.18	0.01	5
M5C (Toronto, ON)	M5C	2	0.01	2,230	0.02	0.09	52
M5T (Toronto, ON)	M5T	2	0.01	19,457	0.14	0.01	6
M6L (York, ON)	M6L	2	0.01	21,184	0.15	0.01	5
N0P (Blenheim, ON)	N0P	2	0.01	53,073	0.37	0.00	2
N2G (Kitchener, ON)	N2G	2	0.01	13,441	0.09	0.01	9
N2R (Kitchener, ON)	N2R	2	0.01	13,054	0.09	0.02	9
N3L (Brantford, ON)	N3L	2	0.01	15,841	0.11	0.01	7
N3Y (Simcoe, ON)	N3Y	2	0.01	23,367	0.16	0.01	5
N4T (Woodstock, ON)	N4T	2	0.01	10,974	0.08	0.02	10
N4X (St Marys, ON)	N4X	2	0.01	8,371	0.06	0.02	14
N5R (St Thomas, ON)	N5R	2	0.01	28,473	0.20	0.01	4
N7A (Goderich, ON)	N7A	2	0.01	11,828	0.08	0.02	10
P0C (Mactier, ON)	P0C	2	0.01	4,274	0.03	0.05	27
P0P (Gore Bay, ON)	P0P	2	0.01	19,311	0.14	0.01	6
P0T (Marathon, ON)	P0T	2	0.01	32,285	0.23	0.01	4
P3B (Sudbury, ON)	P3B	2	0.01	16,551	0.12	0.01	7
K0G (Kemptville, ON)	K0G	1	0.00	39,022	0.27	0.00	1

Ranking Areas - Std. Geo. | Customers

Customer: Headwaters Postal Codes: Record Count

Headwaters Postal Codes: Record Count							
Name	Code	Count	%	Base Count	Base %	% Pen	Index
K1C (Ottawa, ON)	K1C	1	0.00	39,353	0.28	0.00	1
K1H (Ottawa, ON)	K1H	1	0.00	16,777	0.12	0.01	3
K1S (Ottawa, ON)	K1S	1	0.00	30,531	0.21	0.00	2
K1T (Ottawa, ON)	K1T	1	0.00	38,081	0.27	0.00	2
K1Z (Ottawa, ON)	K1Z	1	0.00	21,666	0.15	0.00	3
K2G (Ottawa, ON)	K2G	1	0.00	53,217	0.37	0.00	1
K4A (Ottawa, ON)	K4A	1	0.00	59,153	0.41	0.00	1
K7C (Carleton Place, ON)	K7C	1	0.00	19,524	0.14	0.01	3
K7L (Kingston, ON)	K7L	1	0.00	20,137	0.14	0.00	3
K7M (Kingston, ON)	K7M	1	0.00	50,902	0.36	0.00	1
K7R (Napane, ON)	K7R	1	0.00	14,807	0.10	0.01	4
K7V (Renfrew, ON)	K7V	1	0.00	13,703	0.10	0.01	4
K9H (Peterborough, ON)	K9H	1	0.00	29,117	0.20	0.00	2
K9J (Peterborough, ON)	K9J	1	0.00	44,829	0.31	0.00	1
K9K (Peterborough, ON)	K9K	1	0.00	13,277	0.09	0.01	4
L1A (Port Hope, ON)	L1A	1	0.00	16,047	0.11	0.01	4
L1R (Whitby, ON)	L1R	1	0.00	43,589	0.30	0.00	1
L2N (St Catharines, ON)	L2N	1	0.00	32,176	0.23	0.00	2
L2P (St Catharines, ON)	L2P	1	0.00	15,359	0.11	0.01	4
L6B (Markham, ON)	L6B	1	0.00	32,663	0.23	0.00	2
L6G (Markham, ON)	L6G	1	0.00	6,524	0.05	0.02	9
L8H (Hamilton, ON)	L8H	1	0.00	27,955	0.20	0.00	2
L8M (Hamilton, ON)	L8M	1	0.00	14,415	0.10	0.01	4
L8V (Hamilton, ON)	L8V	1	0.00	21,724	0.15	0.00	3
M1J (Scarborough, ON)	M1J	1	0.00	35,713	0.25	0.00	2
M1X (Scarborough, ON)	M1X	1	0.00	16,575	0.12	0.01	3
M9M (North York, ON)	M9M	1	0.00	23,461	0.16	0.00	2
N0N (Petrolia, ON)	N0N	1	0.00	41,844	0.29	0.00	1
N1A (Dunnville, ON)	N1A	1	0.00	12,723	0.09	0.01	5
N1S (Cambridge, ON)	N1S	1	0.00	20,288	0.14	0.00	3
N4B (Delhi, ON)	N4B	1	0.00	7,842	0.06	0.01	7
N5W (London, ON)	N5W	1	0.00	25,022	0.17	0.00	2
N6B (London, ON)	N6B	1	0.00	11,205	0.08	0.01	5
N6J (London, ON)	N6J	1	0.00	30,686	0.21	0.00	2
N7T (Sarnia, ON)	N7T	1	0.00	26,858	0.19	0.00	2
N7V (Sarnia, ON)	N7V	1	0.00	11,893	0.08	0.01	5
N8M (Essex, ON)	N8M	1	0.00	11,623	0.08	0.01	5
N8S (Windsor, ON)	N8S	1	0.00	21,905	0.15	0.00	3
P0B (Utterson, ON)	P0B	1	0.00	8,655	0.06	0.01	7
P0K (Iroquois Falls A, ON)	P0K	1	0.00	10,551	0.07	0.01	5
P0M (Chelmsford, ON)	P0M	1	0.00	49,221	0.34	0.00	1
P1H (Huntsville, ON)	P1H	1	0.00	18,038	0.13	0.01	3
P2B (Sturgeon Falls, ON)	P2B	1	0.00	10,918	0.08	0.01	5
P3A (Sudbury, ON)	P3A	1	0.00	24,041	0.17	0.00	2
P3E (Sudbury, ON)	P3E	1	0.00	28,002	0.20	0.00	2
P6A (Sault Ste. Marie, ON)	P6A	1	0.00	34,869	0.24	0.00	2

Ranking Areas - Std. Geo. | Customers

Customer: Headwaters Postal Codes: Record Count

Headwaters Postal Codes: Record Count							
Name	Code	Count	%	Base Count	Base %	% Pen	Index
P7B (Thunder Bay, ON)	P7B	1	0.00	21,856	0.15	0.00	3



Report 4: Demographic Highlights

DemoStats 2018 | Demographic Highlights

Customers: Headwaters Postal Codes: Record Count

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	1.15	2.52	46
25 to 34	12.87	14.24	90
35 to 44	19.05	17.26	110
45 to 54	22.22	19.92	112
55 to 64	20.05	20.45	98
65 to 74	14.11	14.55	97
75 or Older	10.55	11.05	96
Size of Household			
1 Person	19.01	26.03	73
2 Persons	31.99	32.69	98
3 Persons	16.75	16.15	104
4 Persons	19.72	15.40	128
5 or More Persons	12.53	9.73	129
Household Type			
Total Family Households	78.45	69.95	112
One-Family Households	74.70	67.28	111
Multiple-Family Households	3.74	2.67	140
Non-Family Households	21.55	30.05	72
One-Person Households	19.06	26.09	73
Two-Or-More-Person Households	2.49	3.96	63
Marital Status			
Married Or Living With A Common-Law Partner	63.06	57.24	110
Single (Never Legally Married)	24.28	27.62	88
Separated	2.77	3.37	82
Divorced	4.80	6.02	80
Widowed	5.09	5.75	88
Children at Home			
Percent: Households with Children at Home	49.85	43.98	113
Age of Children at Home			
Total Number Of Children At Home	100.00	100.00	100
0 to 4	16.20	16.05	101
5 to 9	17.26	16.42	105
10 to 14	17.63	16.69	106
15 to 19	17.37	16.82	103
20 to 24	14.67	14.88	99
25 and Over	16.87	19.14	88

DWELLING CHARACTERISTICS

	%	Base %	Index
Housing Tenure			
Owned	82.88	69.42	119
Rented	17.12	30.39	56
Band Housing	0.00	0.19	0
Housing Type			
Houses	81.96	68.49	120
Single-Detached House	66.68	53.82	124
Semi-Detached House	6.86	5.62	122
Row House	8.42	9.05	93
Apartments	17.82	31.02	57
High-rise (5+ Floors)	9.79	17.46	56
Low-rise (<5 Floors)	6.05	10.11	60
Detached Duplex	1.97	3.45	57
Other Dwelling Types	0.22	0.49	45
Housing Period of Construction			
Before 1961	13.27	24.26	55
1961 - 1980	18.60	27.66	67
1981 - 1990	12.03	13.11	92
1991 - 2000	13.72	11.89	115
2001 - 2005	11.07	7.41	149
2006 - 2010	12.11	6.88	176
2011 - 2016	15.47	6.28	246
After 2016	3.72	2.52	148

INCOME, EDUCATION & EMPLOYMENT

	%	Base %	Index
Household Income			
Average Household Income	129,240.03	106,524.04	121
Education			
No Certificate, Diploma Or Degree	15.04	17.52	86
High School Certificate Or Equivalent	26.54	25.23	105
Apprenticeship Or Trades Cert/Dipl	7.25	6.79	107
College/CEGEP/Non-University Cert/Dipl	18.83	18.02	104
University Cert/Dipl Below Bachelor	4.47	4.22	106
University Degree	27.87	28.21	99
Labour Force			
In The Labour Force (15+)	66.67	62.07	107
Labour Force by Occupation			
Management	7.98	5.99	133
Business, Finance, Administration	11.17	9.92	113
Sciences	5.99	5.25	114
Health	3.71	3.84	96
Social Science, Education, Government, Religion	8.16	7.95	103
Art, Culture, Recreation, Sport	2.01	1.99	101
Sales and Service	14.09	14.36	98
Trades, Transport, Operators	8.68	7.84	111
Natural Resources and Agriculture	0.93	0.94	99
Manufacturing and Utilities	2.99	2.82	106
Commuting			
Car (As Driver)	80.94	71.33	113
Car (As Passenger)	6.25	6.04	104
Public Transit	7.83	14.89	53
Walk	3.50	5.34	66
Bicycle	0.70	1.30	54

IMMIGRATION, VISIBLE MINORITY STATUS & LANGUAGE

	%	Base %	Index
Knowledge of Official Language			
English Only	91.73	86.30	106
French Only	0.07	0.33	21
English And French	6.65	10.93	61
Neither English Nor French	1.54	2.44	63
Immigration Status			
Non-Immigrant Population	72.06	68.76	105
Non-Immigrant: Born in province of residence	64.84	61.09	106
Non-Immigrant: Born outside province of residence	7.22	7.67	94
Immigrant Population	27.38	30.25	91
Visible Minority Status			
Total Visible Minorities	23.22	30.08	77
Chinese	3.85	5.80	66
South Asian	8.17	9.01	91
Black	3.36	4.92	68
Filipino	1.52	2.45	62
Latin American	1.04	1.43	73
Southeast Asian	0.75	1.01	74
Arab	0.98	1.60	61
West Asian	0.86	1.19	73
Korean	0.56	0.68	82
Japanese	0.20	0.23	87
Mother Tongue*			
English	74.76	67.18	111
French	1.27	3.93	32
Total Non-Official	22.10	26.61	83
Punjabi	2.38	1.64	145
Italian	2.27	1.70	133
Portuguese	1.10	1.03	107
Spanish	1.07	1.48	73
German	1.05	0.94	112
Chinese N.O.S	0.92	1.49	62
Cantonese	0.90	1.46	62
Urdu	0.88	1.17	75
Polish	0.84	0.86	98
Tagalog	0.81	1.32	61

Benchmark: Ontario

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

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Report 5: Media Highlights

Customers: Headwaters Postal Codes: Record Count

TELEVISION

	%	Base %	Index
Viewership			
Heavy	15.90	17.70	90
Medium/Heavy	19.36	18.37	105
Medium	17.23	16.95	102
Medium/Light	17.73	17.27	103
Light	20.23	19.25	105
Top Program Types (Watch in Typical Week)			
Cartoons	12.96	11.28	115
Golf	11.33	9.99	113
Children's programs	9.98	8.94	112
Tennis (when in season)	8.03	7.16	112
Figure skating	6.66	6.11	109
NFL football (when in season)	14.29	13.16	109
Entertainment news programs	9.16	8.48	108
Home renovation/decoration shows	35.18	33.07	106
Reality shows	19.87	18.74	106
Situation comedies	30.86	29.06	106
Baseball (when in season)	26.22	24.91	105
CFL football (when in season)	11.50	11.08	104
Sci-Fi/fantasy/comic book shows	16.54	15.87	104
Contest shows	16.96	16.59	102
Hockey (when in season)	29.57	28.91	102

RADIO

	%	Base %	Index
Listenership			
Heavy	19.72	20.96	94
Medium/Heavy	21.60	21.73	99
Medium	21.12	19.92	106
Medium/Light	18.27	17.56	104
Light	19.29	19.83	97
Top Formats (Weekly Reach)			
Sports	8.40	6.63	127
AOR/Mainstream Rock	10.51	8.86	119
Today's Country	14.51	12.68	114
All News	10.48	9.32	113
Modern/Alternative Rock	9.91	8.75	113
Religious	1.55	1.42	109
Hot Adult Contemporary	18.90	18.36	103
Multi/Variety/Specialty	9.29	9.11	102
Mainstream Top 40/CHR	23.97	23.70	101
Adult Contemporary	17.59	17.69	99
Classic Hits	14.19	14.62	97
News/Talk	22.08	22.79	97
Classic Country	0.78	0.81	96
Ethnic/Multi-cultural	2.14	2.24	96
Oldies	1.12	1.18	95

NEWSPAPERS

	%	Base %	Index
Readership - Dailies			
Heavy	6.46	6.26	103
Medium/Heavy	5.81	6.92	84
Medium	5.80	6.43	90
Medium/Light	5.75	6.34	91
Light	5.74	6.09	94
Section Read - Dailies			
Real estate listings	18.01	16.83	107
Sports	33.55	31.95	105
Travel	31.02	29.49	105
Fashion/lifestyle	23.08	22.89	101
New homes section	18.90	18.88	100
Health	34.57	34.82	99
Local & regional news	57.67	58.45	99
Automotive	14.67	14.98	98
Business & financial	29.41	30.01	98
Classified ads (excl. real estate)	14.71	15.02	98
Readership - Community Papers			
Heavy	8.46	8.05	105
Medium/Heavy	9.24	8.66	107
Medium	8.40	8.37	100
Medium/Light	7.12	7.69	93
Light	7.24	7.08	102

INTERNET

	%	Base %	Index
Usage			
Heavy	21.40	21.74	98
Medium/Heavy	20.85	19.23	108
Medium	18.29	17.57	104
Medium/Light	17.41	17.11	102
Light	13.70	15.09	91
Online Social Networks (Used in Past Month)			
Pinterest	19.16	17.84	107
Twitter	18.84	17.88	105
Tumblr	4.98	4.77	104
LinkedIn	16.46	16.16	102
Facebook	56.78	56.60	100
Video/photo sharing	2.88	2.88	100
YouTube	49.06	49.70	99
Instagram	24.05	24.49	98
Snapchat	14.56	14.96	97
Dating sites	2.86	3.13	92
Google+	23.13	25.59	90
Top Activities (Participated in Past Month)			
Access a radio station's website	13.62	11.93	114
Access professional sports content	19.05	16.92	113
Access health-related content	27.17	24.47	111
Access home furnishings/decor-related content	15.74	14.22	111
Download music/MP3 files (free or paid)	21.06	18.94	111
Purchase group deal	4.71	4.26	111
Access fashion or beauty-related content	11.76	10.79	109
Download/print discount coupon	14.31	13.24	108
Access food/recipes content	35.42	33.31	106
Access a TV station's website	10.87	10.40	105
Enter online contests	10.04	9.54	105
Watch a TV broadcast via streaming video	20.02	19.07	105
Access real estate listings/sites	17.08	16.40	104
Access travel content	20.59	19.79	104
Purchase products or services	29.85	28.62	104

DIRECT

	%	Base %	Index
Opinion of Flyers to Door by Mail			
Very favourable	22.53	23.19	97
Somewhat favourable	33.96	35.52	96
Somewhat unfavourable	20.20	19.44	104
Very unfavourable	23.31	21.84	107
Used in Shopping			
Coupons	38.37	37.99	101
Direct email offers	25.18	23.93	105
Flyers delivered to the door or in the mail	46.47	46.02	101
Flyers inserted into a community newspaper	41.81	40.10	104
Flyers inserted into a daily newspaper	21.74	23.92	91
General information from the Internet/websites	28.71	29.25	98
Local store catalogues	22.77	24.66	92
Mail order	7.24	7.33	99
Online flyers	34.73	34.07	102
Yellow Pages (print or online)	5.26	5.53	95

MAGAZINES

	%	Base %	Index
Readership			
Heavy	3.76	4.36	86
Medium/Heavy	4.83	4.30	112
Medium	4.41	4.63	95
Medium/Light	3.77	4.04	93
Light	4.67	4.80	97
Top Magazine Titles (Read Past Month)			
Babies & parenting	1.55	1.35	115
Travel & tourism	7.71	7.04	109
Computer, science & technology	5.11	4.93	104
Food & beverage	12.72	12.24	104
Sports & recreation	6.33	6.10	104
Home décor	7.41	7.18	103
Men's	1.42	1.39	103
Women's	7.41	7.23	103
Photography, video, audio	2.38	2.34	102
Senior citizens	3.82	3.77	101
Fashion	6.73	6.75	100
Gardening & homes	9.21	9.31	99

Benchmark: Ontario

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(<https://en.environicsanalytics.ca/Envision/About/1/2018#55>).



Report 6: Distance Decay

Distance Decay

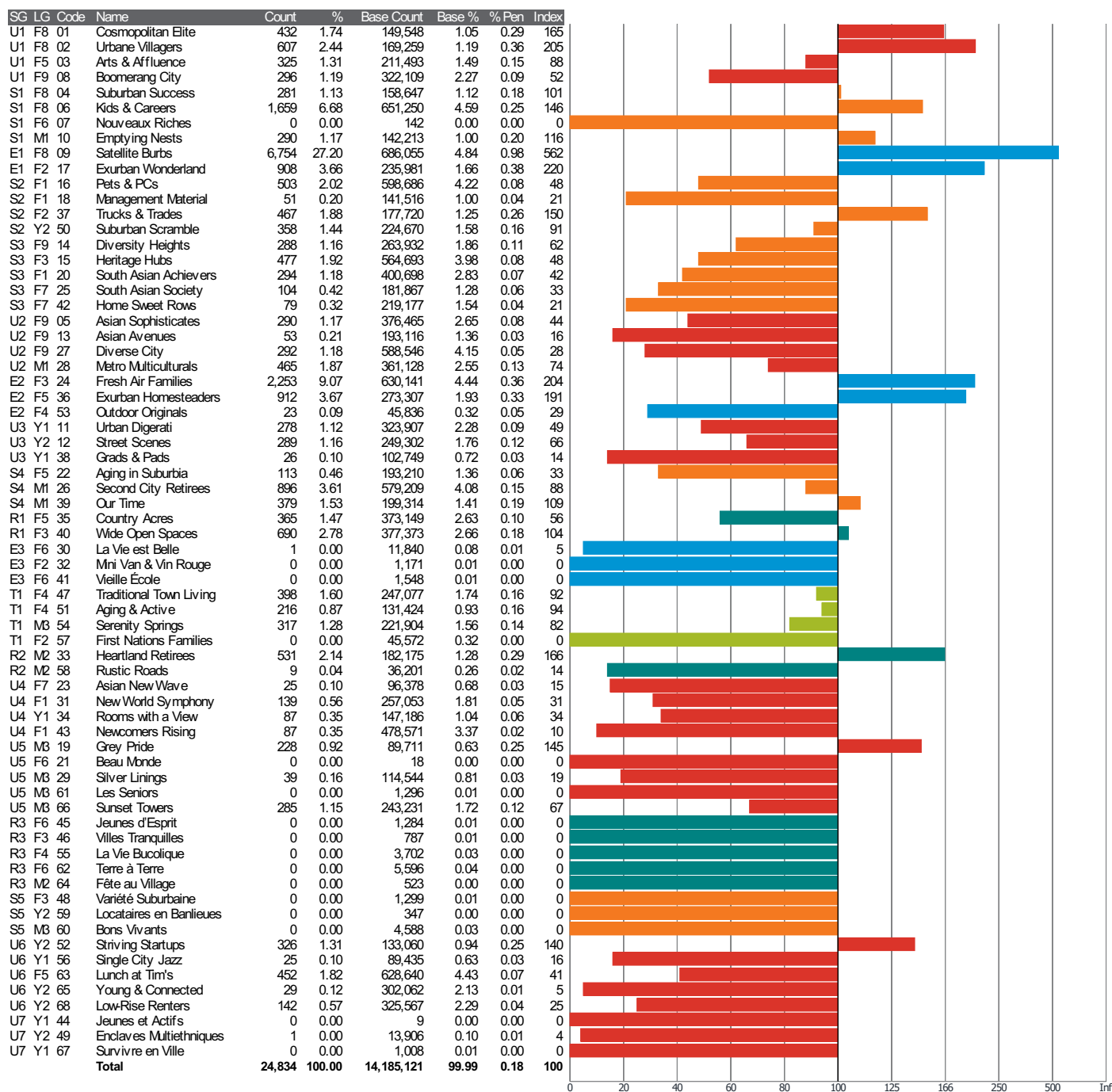
Region	% Local Visitors	% Rest of Ontario	% Out of Province
Average Headwaters Visitor	66.51%	29.29%	4.19%
Average Central Counties Visitor	66.62%	29.48%	3.90%



Report 7: Prizm5 Profiles

PRIZM5 Profile | Customers

Customers: Headwaters Postal Codes: Record Count

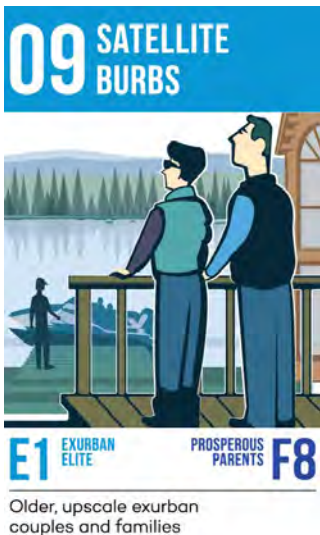


Benchmark: Ontario

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**Report 7A: First Profile Type
Satellite Burbs**



OLDER, UPSCALE EXURBAN COUPLES AND FAMILIES

WHO THEY ARE

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.

Traditional in their outlook, Satellite Burbs members score high for values such as Saving on Principle and Primacy of the Family. And these older, upscale parents and couples want to preserve their nest eggs, often working with a full-service financial planner for investment advice and will and estate planning. With more than 90 percent owning their homes, they take pride in doing their own maintenance, and many spend weekends prowling the aisles of Lowe's, Home Hardware and Lee Valley Tools. Online they forego celebrity gossip for more utilitarian activities—downloading coupons, listening to podcasts and accessing home décor content. When they're done, they sink into a favourite easy chair to enjoy traditional media. They like watching TV sports, listening to news/talk radio and reading hobby, home décor, business and financial magazines.

HOW THEY THINK

The members of Satellite Burbs are comfortable financially and in their environment. No segment ranks higher for believing in the North American Dream, and that's partly due to the many in this segment who find meaning and value in their work (*Fulfillment Through Work*). Although they prefer to spend time with tight-knit groups, (*Social Intimacy*) members consider themselves to be citizens of the world (*Global Consciousness*). A family-centric group (*Primacy of the Family*), they believe in *Duty* to others before themselves and hope to leave a *Legacy*. Many are active members of their religious community (*Religiosity*) but others construct their own spiritual approach (*Religion à la Carte*). These residents take matters into their own hands (*Personal Control*) and are comfortable with the disorder and uncertainties of modern life (*Rejection of Orderliness*). With their enthusiasm for purchasing products and services (*Consumptivity*), they like to recommend their favourite brands among their peers (*Consumption Evangelism*) and seek to influence businesses and marketers.

POPULATION:

1,036,439
(2.86% of Canada)

HOUSEHOLDS:

371,388
(2.56% of Canada)

AVERAGE HOUSEHOLD INCOME:

\$143,173

HOUSE TENURE:

Own

EDUCATION:

Mixed

OCCUPATION:

Mixed

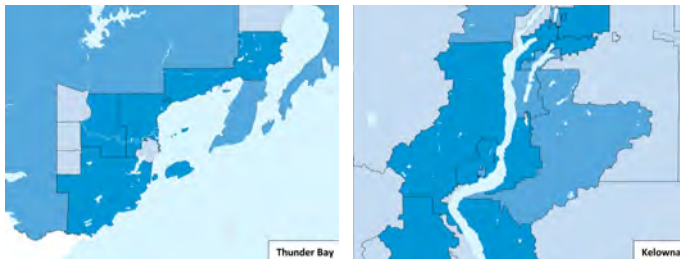
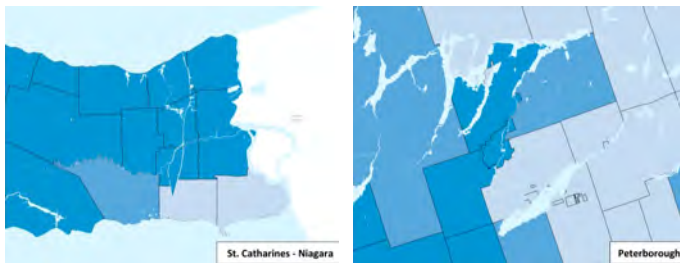
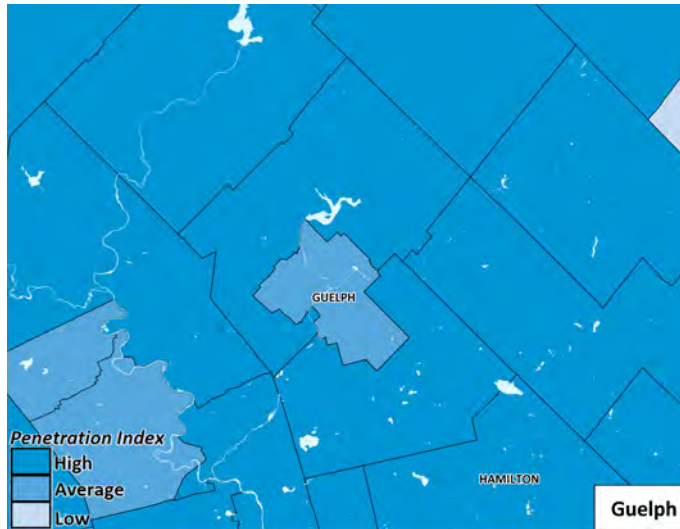
CULTURAL DIVERSITY INDEX:

Low

SAMPLE SOCIAL VALUE:

Religion à la Carte

WHERE THEY LIVE



HOW THEY LIVE



LEISURE

baseball
power boating
community theatre
cottage shows



SHOPPING

Mark's Work Wearhouse
Lee Valley Tools
factory outlet stores
gas barbecues



DIGITAL MEDIA

download print coupons
real estate websites
Pinterest
purchase books online



TRADITIONAL MEDIA

TV sitcoms
The Movie Network
gardening and home
magazines
community newspapers



FINANCIAL

mutual funds
private banking
travel insurance
department store credit cards



FOOD/DRINK

low-carbohydrate food
granola bars
East Side Mario's
Canadian whisky



ATTITUDES

"Life in the country is more satisfying than in the city"

"It's important to have a home as well equipped and furnished as that of other people I know"

"It's not really a problem for me that life is becoming more and more complex"

"It is important for children to receive a religious upbringing"

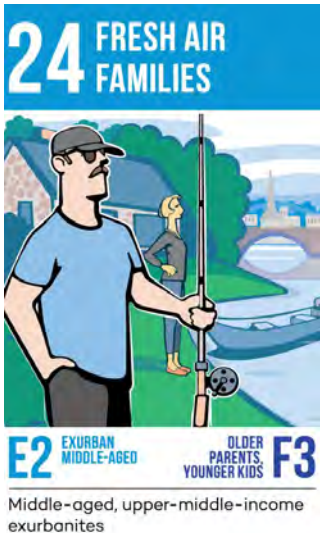


AUTOMOTIVE

Ford/Lincoln
Chrysler/Dodge/Jeep
minivans
domestic sport vehicles



**Report 7B: Second Profile Type
Fresh Air Families**



MIDDLE-AGED, UPPER-MIDDLE-INCOME EXURBANITES

WHO THEY ARE

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.

With their comfortable incomes, Fresh Air Families residents have the means to vacation in sunny destinations in Florida and Jamaica, and to regularly dine out at East Side Mario's or Kelsey's. House proud, they spend on home improvements and equip their family rooms with 3D TVs and surround sound speaker systems. They claim some anxiety toward technology, so they stick to utilitarian activities while online, browsing real estate listings, making travel arrangements and accessing weather information. But traditional media maintains a hold on these residents: they enjoy watching the W Network, Sportsnet and Much (MuchMusic) on TV, and listening to classic hits and mainstream rock on the radio. Concerned about their financial future, Fresh Air Families members turn to a financial planner to make sure their money is working for them.

HOW THEY THINK

Members of Fresh Air Families tend to identify themselves as proud Canadians who expect new immigrants to adopt and blend into the Canadian way of life (*Cultural Assimilation*). They often seek balance with a *Need for Escape* from the stresses of work and family obligations. Many like a clear authority structure at work and especially in the home, where a traditional family is respected and the man is expected to be the primary breadwinner (*Obedience to Authority, Traditional Family*). This group believes in taking ownership of one's actions and being part of the political process to generate change (*Personal Control*). Not only are members of Fresh Air Families concerned with how businesses and people are hurting the environment (*Ecological Concern*), they don't trust big businesses to maintain a balance between making profit and the public interest (low on *Confidence in Big Business*). Given their rural settings, it's no surprise that members of Fresh Air Families score high on *Attraction to Nature* and enjoy spending time outdoors.

POPULATION:

1,021,968
(2.82% of Canada)

HOUSEHOLDS:

368,093
(2.54% of Canada)

AVERAGE HOUSEHOLD INCOME:

\$110,452

HOUSE TENURE:

Own

EDUCATION:

College/High
School/Trade

OCCUPATION:

Mixed

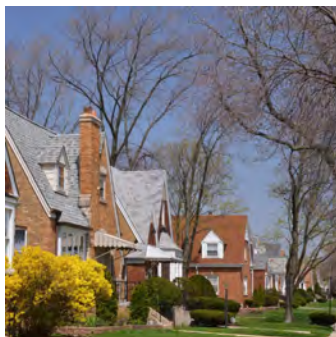
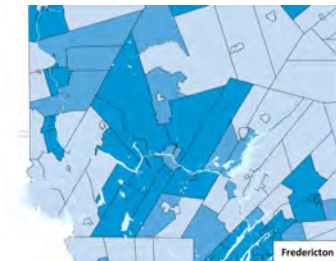
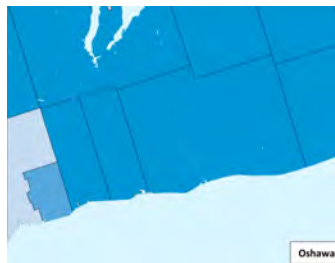
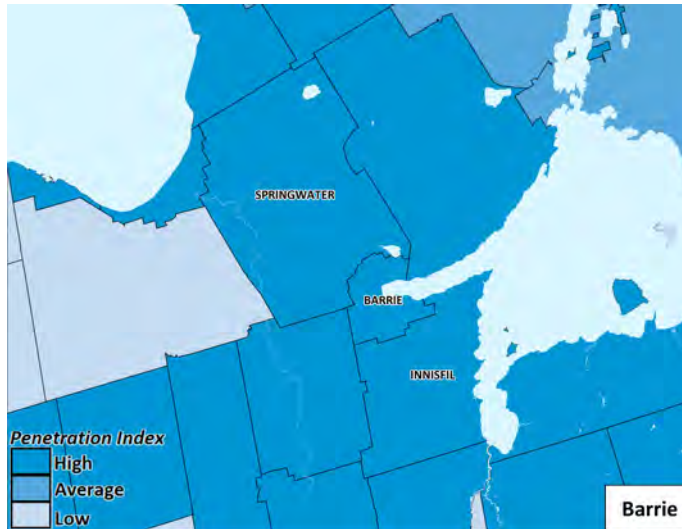
CULTURAL DIVERSITY INDEX:

Low

SAMPLE SOCIAL VALUE:

*Obedience to
Authority*

WHERE THEY LIVE



HOW THEY LIVE



LEISURE

curling
rock concerts
community theatre
home shows



SHOPPING

Roots
Joe Fresh
Mastermind
mail/kiosk DVD rental service



DIGITAL MEDIA

watch videos
access real estate listings
Pinterest
Tumblr



TRADITIONAL MEDIA

Food & Drink
newspaper classified ads
HGTV
Slice



FINANCIAL

RESPs
mortgage
financial planner
will/estate planning



FOOD/DRINK

Wendy's
flavoured cream cheese
protein drinks
Australian wine



ATTITUDES

"Life in the country is much more satisfying than in the city"

"Advertising is useful in helping me make a choice when buying"



AUTOMOTIVE

pickup trucks
minivans
Hyundai
GMC trucks

"It is very likely that, if a product is widely advertised, it will be a good product"

"I believe that young people should be taught to obey authority"



**Report 7C: Third Profile Type
Kids & Careers**

06 KIDS & CAREERS



S1 SUBURBAN ELITE **F8** PROSPEROUS PARENTS

Large, well-off, middle-aged suburban families

POPULATION:

1,116,935
(3.08% of Canada)

HOUSEHOLDS:

343,909
(2.37% of Canada)

AVERAGE HOUSEHOLD INCOME:

\$169,740

HOUSE TENURE:

Own

EDUCATION:

University/College

OCCUPATION:

White Collar/
Service Sector

CULTURAL DIVERSITY INDEX:

Medium

SAMPLE SOCIAL VALUE:

Ecological Concern

LARGE, WELL-OFF, MIDDLE-AGED SUBURBAN FAMILIES

WHO THEY ARE

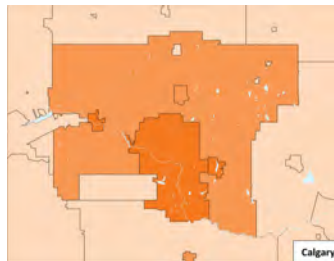
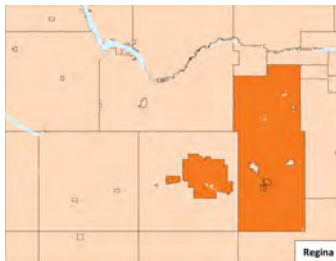
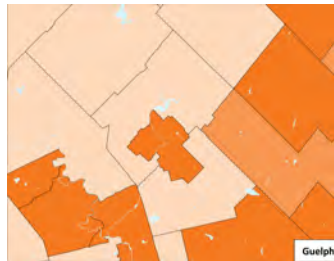
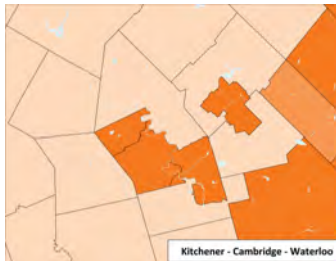
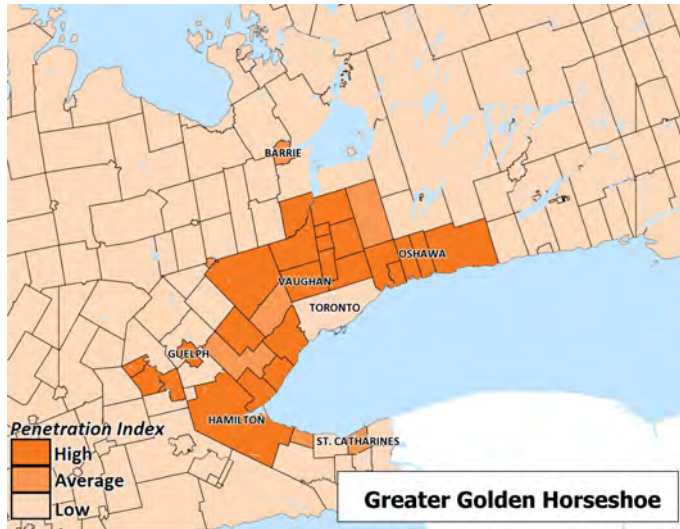
One of the wealthiest suburban lifestyles, Kids & Careers is known for its sprawling families—more than 40 percent include four or more people—living in the nation's second-tier cities. Parents are middle-aged, children are between 10 and 25 years old, and 85 percent live in single-family homes—typically 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.

Kids & Careers households owe their success to a mix of determination and education. With about a third having a university degree, the segment includes a disproportionate number of executives in finance and insurance, as well as professional, science and technical services industries. These busy moms and dads look to technology to save time; they go online to buy home furnishings and movie tickets, catch up on the latest fashion tips and book trips to cottages and family-friendly resorts. Eclectic in their media tastes, they watch Sportsnet 360 and The Food Network, read magazines like People and Canadian Living, listen to podcasts and read and contribute to blogs and message boards. With their jam-packed family calendars, these Canadians score high for values like Community Involvement and Need for Escape.

HOW THEY THINK

The well-off members of Kids & Careers are known for their inner strength, scoring high for *Emotional Control* in how they direct their lives, and *Rejection of Orderliness*, reflecting their confidence to ignore traditional social standards. This middle-aged group follows the "golden rule," exhibiting a strong *Work Ethic* and belief in fulfilling obligations to others before pursuing personal pleasures (*Duty*). Their high level of *Saving on Principle*—and low score on *Joy of Consumption*—suggests that these principled savers may not take as much pleasure in shopping as their peers. And while Kids & Careers members have a *Concern for Appearance*, their interest in *Sensualism* indicates they may prefer new experiences over acquiring the latest fashion and hottest brands, especially if they can satisfy their *Need for Escape* from their busy lives. In addition, they place a priority on exercise and nutrition to live a long, healthy life (*Effort Toward Health*). When they go shopping, they typically prefer to buy products from larger companies (*Skepticism Towards Small Business*), though they question the reliability of most ad messages (*Skepticism Towards Advertising*).

WHERE THEY LIVE



HOW THEY LIVE



LEISURE

jogging
skateboarding
theme parks
summer camps



TRADITIONAL MEDIA

Sportsnet
TV reality shows
men's magazines
People



FOOD/DRINK

frozen vegetables
pretzels
sports/energy drinks
Wendy's



AUTOMOTIVE

Volkswagen
Nissan/Infiniti
imported sports cars
sport utility vehicles



SHOPPING

big-box stores
buying event tickets online
Marshalls
Sport Chek



DIGITAL MEDIA

Travelocity.ca
clothing and fashion websites
Twitter mobile
Instagram



FINANCIAL

Canada Savings Bonds
mutual funds
discount brokers
travel and entertainment
cards



ATTITUDES

"I prefer people who act like everybody else, without trying to stand out"

"I have difficulty trying to balance my work and family/personal life"

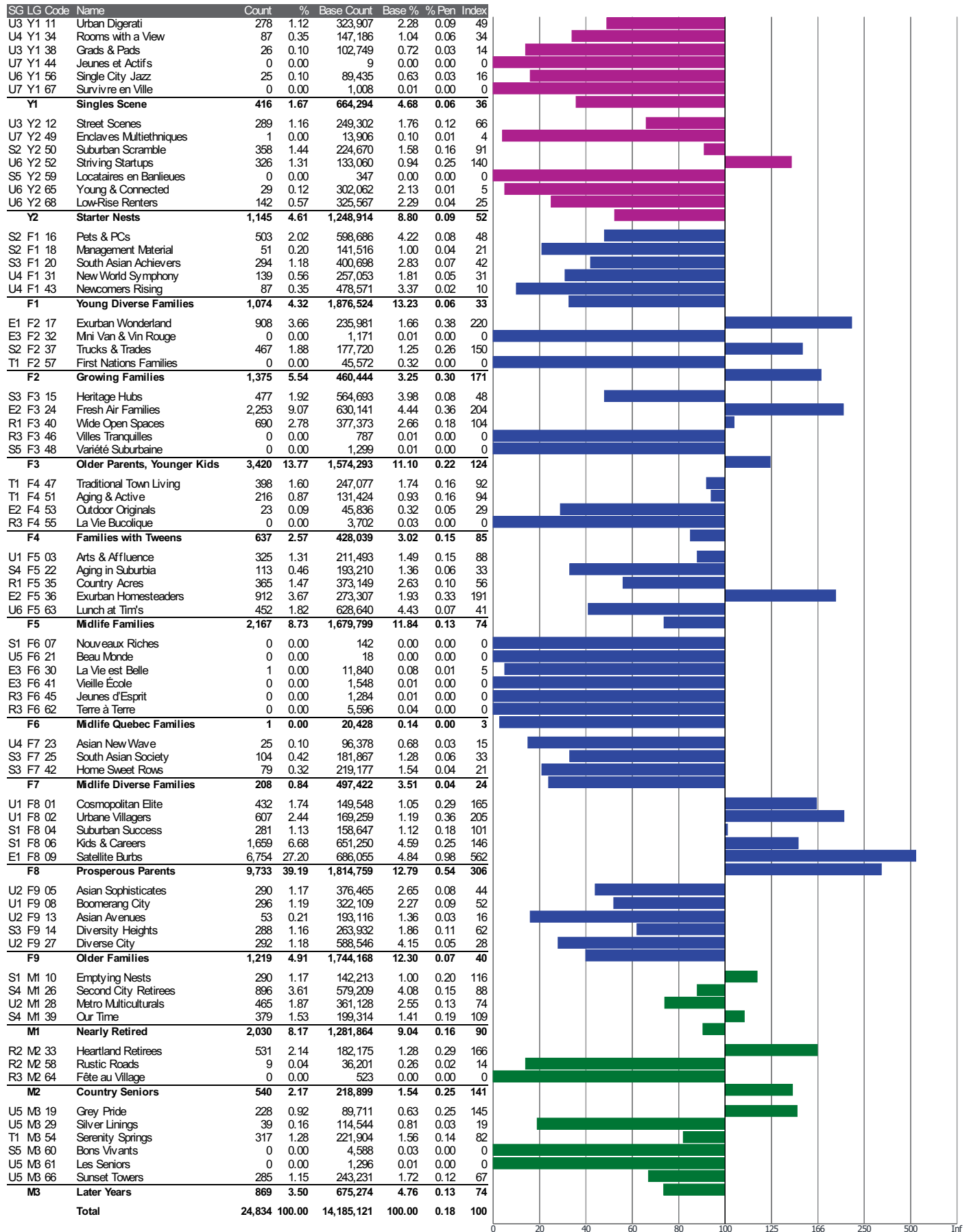
"I have my favourite brand and I normally stick to it"

"It's important to have a home as well equipped and furnished as that of other people I know"



Report 8: Prizm5 Life Stages

PRIZM5 Profile | Headwater Postal Codes Customers



F8 – Prosperous Parents

The Prosperous Parents group consists mainly of older couples and families with teens and adult-age children. Concentrated in and around larger cities, the wealthy members of these five segments live in single-family homes built since 1980. More than half graduated from a college or university, and most now hold highly paid white-collar and service sector positions. With their incomes more than twice the national average, the residents of this group can afford lifestyles filled with entertainment, sports and travel. These Canadians have high rates for attending professional sporting events, including baseball, football, hockey and golf. Their fitness routines include going to health clubs, golfing and taking Pilates and fitness classes at the gym—maybe geared toward the upscale athlete. As consumers, they tend to patronize formal restaurants, jewellery stores, technology chains and premium auto retailers. And to finance their lifestyle, they invest heavily in stocks, mutual funds and real estate. They also tend to give back to the community and have high rates for donating to cultural, alumni, educational and religious groups.



Population	Group %	Canada %	Index*	Group %	Canada %	Index*	Cluster	Base	Index*
Age							Family Status		
Under 5	4.7	5.4	87	Occupation			Non-Family	14.1	32.8
5 to 14	11.6	10.7	108	Agriculture	1.3	2.3	Couples with Kids	43.4	29.5
15 to 24	14.3	12.3	116	White Collar	40.9	33.5	Couples, no Kids	34.9	27.3
25 to 44	22.4	27.2	82	Grey Collar	37.0	39.6	Lone-Parent Family	7.6	10.4
45 to 64	31.2	27.9	112	Blue Collar	19.3	22.4	Age of Children		
65 to 74	9.8	9.4	104	Education			Kids under 5	14.3	18.7
75 to 84	4.4	4.9	90	No High School	11.6	19.0	5 to 9	16.4	19.1
85+	1.6	2.2	75	High School	22.9	24.8	10 to 14	18.6	17.8
Home Language				Trade School	6.3	10.2	15 to 19	20.2	18.0
English	89.7	67.5	133	College	17.5	17.4	20 to 24	19.3	14.6
French	2.7	20.7	13	Some University	5.2	4.7	25+	11.3	11.8
Non-Official	7.6	11.8	65	University	36.5	23.9	Dwellings		
Immigration				Income			Tenure		
Immigrant Population	21.7	22.1	98	Avg Hhd Income	\$198,382	\$95,126	Own	93.4	69.4
Before 2001	67.6	56.0	121	Households			Rent	6.5	30.1
2001 to 2005	9.5	12.4	77	Maintainer Age			Band Housing	0.0	0.4
2006 to 2011	8.0	14.5	55	Under 25	1.2	3.3	Period of Construction		
2012 to present	14.9	17.1	87	25 to 34	7.7	15.9	Before 1960	13.3	22.8
Visible Minority				35 to 44	16.5	17.6	1961 to 1980	21.6	29.1
Vis Min Presence	16.7	20.8	81	45 to 54	25.3	19.8	1981 to 1990	21.0	14.8
Marital Status				55 to 64	24.6	19.7	1991 to 2000	19.0	12.1
Single	24.8	28.1	88	65 to 74	15.8	13.9	2001 to 2005	11.1	7.3
Married/Common Law	65.4	57.0	115	75+	8.8	9.8	2006 to 2011	6.9	7.7
Wid/Div/Sep	9.8	14.9	65	Size			2012 to present	7.1	6.2
Mode of Transport				1 person	12.5	27.5	Type		
Car	84.0	77.8	108	2 people	33.3	34.0	Single-detached	86.5	53.9
Public Transit	9.8	13.1	75	3 people	18.0	15.7	Semi-detached	3.0	4.9
Class of Worker				4+ people	36.1	22.9	Row	4.4	6.1
Employed	66.6	60.5	110				Duplex	2.5	5.2
							Lowrise (<5 Stories)	1.7	17.7
							Highrise (5+ Stories)	1.3	10.5
							Mobile	0.5	1.2

*Index of 100 is average