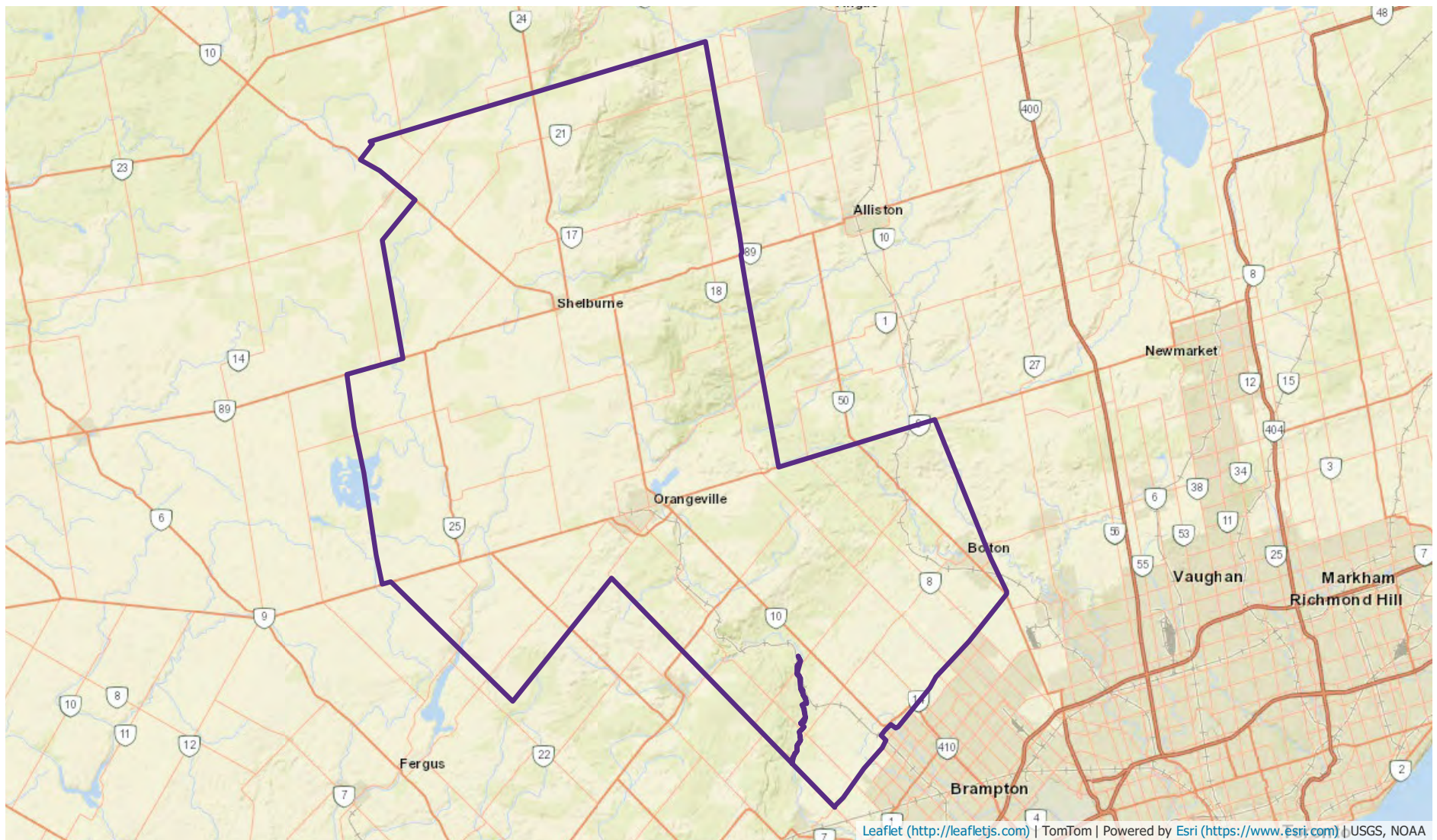# Demographics | Trade Area Map

Trade Area: Dufferin–Caledon, ON

Population: 145,303 | **Households:** 48,003

Demographics | Population & Households

Trade Area: Dufferin--Caledon, ON

POPULATION

145,303

HOUSEHOLDS

48,003

MEDIAN MAINTAINER AGE

53

Index: **100**

MARITAL STATUS

62.8%

Index: **110**

Married/Common-Law

FAMILY STATUS*

52.8%

Index: **116**

Couples With Children At Home

HOUSEHOLD SIZE

Household Size	Trade Area	Benchmark
1 Person	15%	26%
2 Persons	31%	33%
3 Persons	18%	16%
4 Persons	22%	15%
5+ Persons	14%	10%
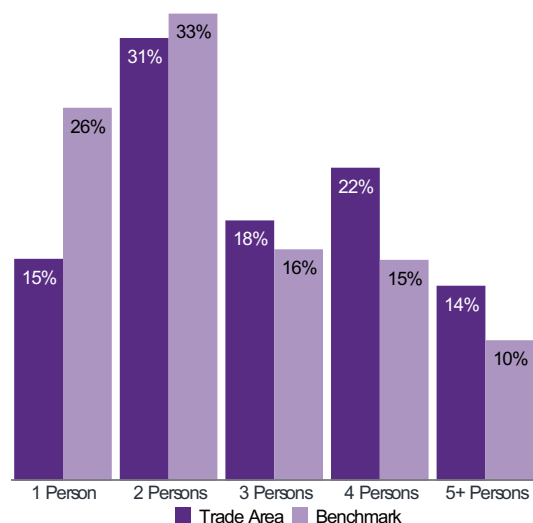
POPULATION BY AGE

	Count	%	Index
0 to 4	7,474	5.1	101
5 to 9	8,140	5.6	108
10 to 14	9,224	6.3	120
15 to 19	9,780	6.7	122
20 to 24	9,655	6.6	98
25 to 29	9,004	6.2	85
30 to 34	8,827	6.1	87
35 to 39	9,043	6.2	93
40 to 44	9,633	6.6	104
45 to 49	10,884	7.5	116
50 to 54	11,693	8.0	117
55 to 59	11,446	7.9	106
60 to 64	8,889	6.1	94
65 to 69	7,142	4.9	91
70 to 74	6,023	4.1	92
75 to 79	3,867	2.7	86
80 to 84	2,551	1.8	81
85+	2,028	1.4	61

AGE OF CHILDREN AT HOME
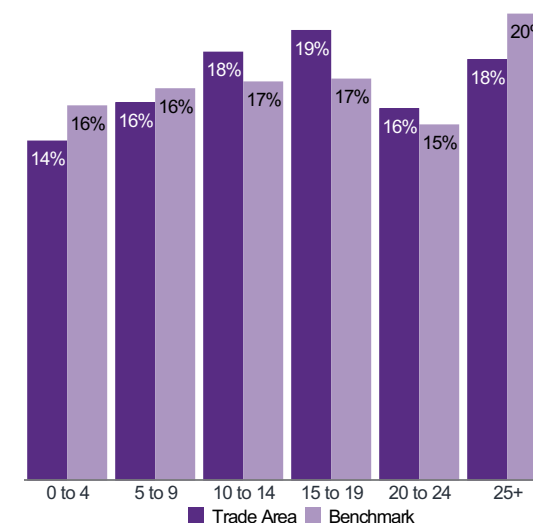
Age of Children	Trade Area	Benchmark
0 to 4	14%	16%
5 to 9	16%	16%
10 to 14	18%	17%
15 to 19	19%	17%
20 to 24	16%	15%
25+	18%	20%

Benchmark: Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

CENTRAL COUNTIES TOURISM

TENURE

Rented 13.4%

Owned 86.6%

STRUCTURE TYPE

92.5% Houses
Index: **135**
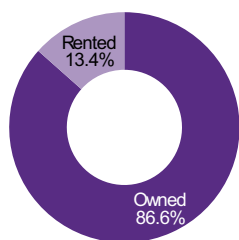
7.3% Apartments
Index: **24**

AGE OF HOUSING*

3 - 8 Years Old

% Comp: **9.9**   Index: **159**

AVERAGE HOUSEHOLD INCOME

$135,644

Index: **124**

HOUSEHOLD INCOME DISTRIBUTION
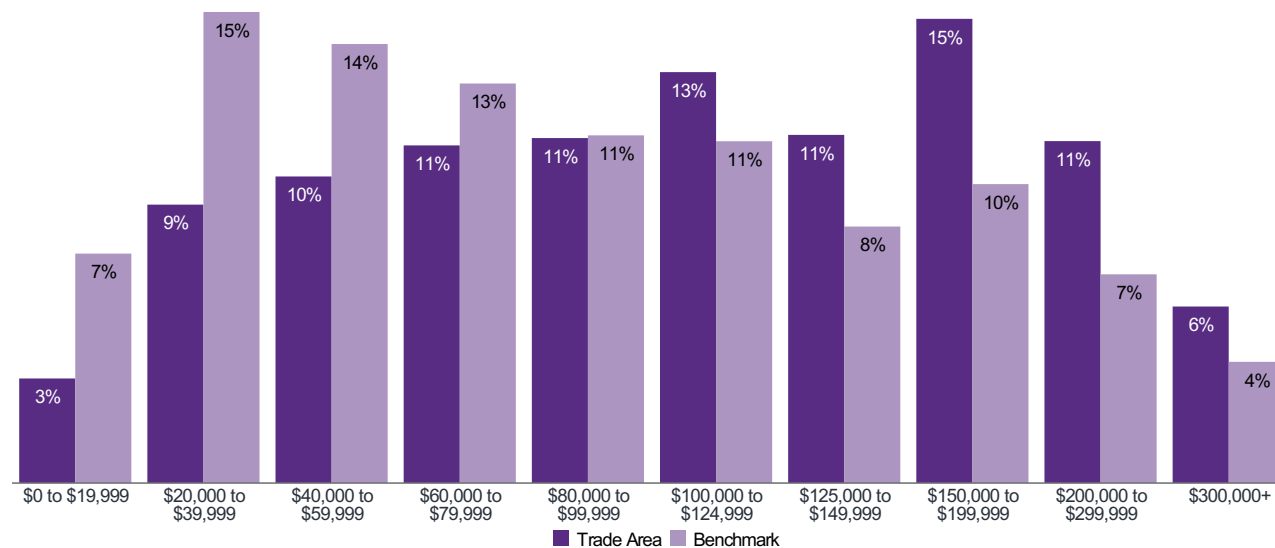
Income Range	Trade Area	Benchmark
$0 to $19,999	3%	7%
$20,000 to $39,999	9%	15%
$40,000 to $59,999	10%	14%
$60,000 to $79,999	11%	13%
$80,000 to $99,999	11%	11%
$100,000 to $124,999	13%	11%
$125,000 to $149,999	11%	8%
$150,000 to $199,999	15%	10%
$200,000 to $299,999	11%	7%
$300,000+	6%	4%

■ Trade Area ■ Benchmark

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: Dufferin--Caledon, ON

Population: 145,303 | **Households:** 48,003

EDUCATION

20.3%
Index: **73**

University Degree

LABOUR FORCE PARTICIPATION

68.6%
Index: **111**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

87.0%
Index: **124**

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

6.0%
Index: **99**

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

EDUCATIONAL ATTAINMENT
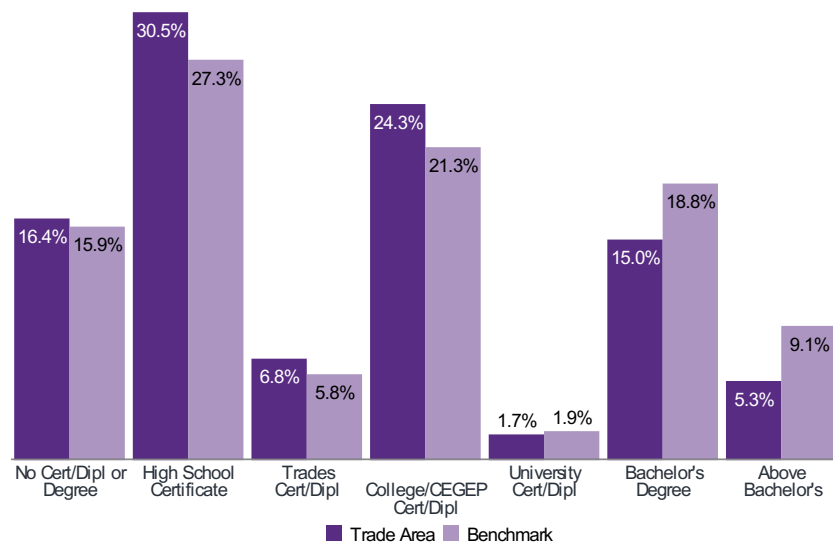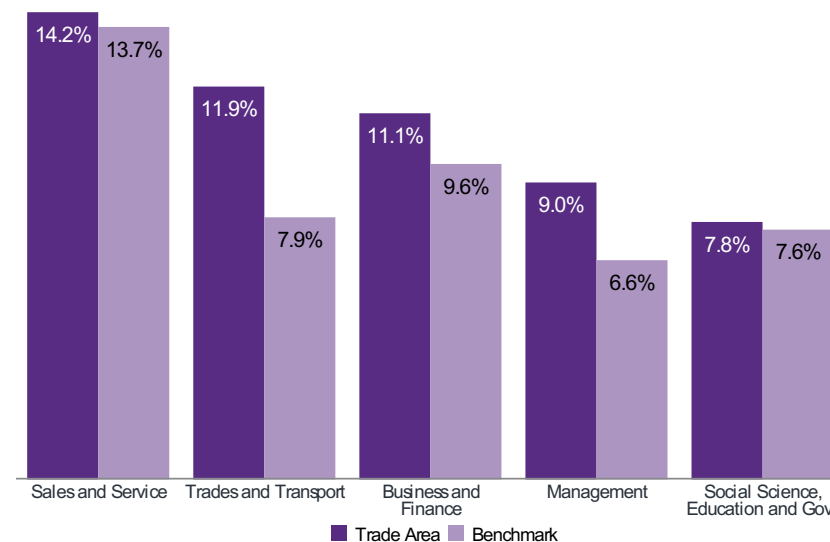
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	16.4%	15.9%
High School Certificate	30.5%	27.3%
Trades Cert/Dipl	6.8%	5.8%
College/CEGEP Cert/Dipl	24.3%	21.3%
University Cert/Dipl	1.7%	1.9%
Bachelor's Degree	15.0%	18.8%
Above Bachelor's	5.3%	9.1%

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	14.2%	13.7%
Trades and Transport	11.9%	7.9%
Business and Finance	11.1%	9.6%
Management	9.0%	6.6%
Social Science, Education and Gov't	7.8%	7.6%

Benchmark: Ontario

Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Dufferin--Caledon, ON

Population: 145,303 | **Households:** 48,003

VISIBLE MINORITY PRESENCE

16.8%
Index: **51**

Belong to a visible minority group

NON-OFFICIAL LANGUAGE

1.1%
Index: **43**

No knowledge of English or French

IMMIGRATION

20.4%
Index: **68**

Born outside Canada

PERIOD OF IMMIGRATION*

Before 2001
% Comp: **12.5**   Index: **80**

VISIBLE MINORITY STATUS: TOP 5**

Category	Trade Area	Benchmark
South Asian	8.2%	10.2%
Black	3.3%	5.4%
Latin American	1.2%	1.6%
Chinese	0.8%	6.1%
Filipino	0.7%	2.2%

■ Trade Area ■ Benchmark
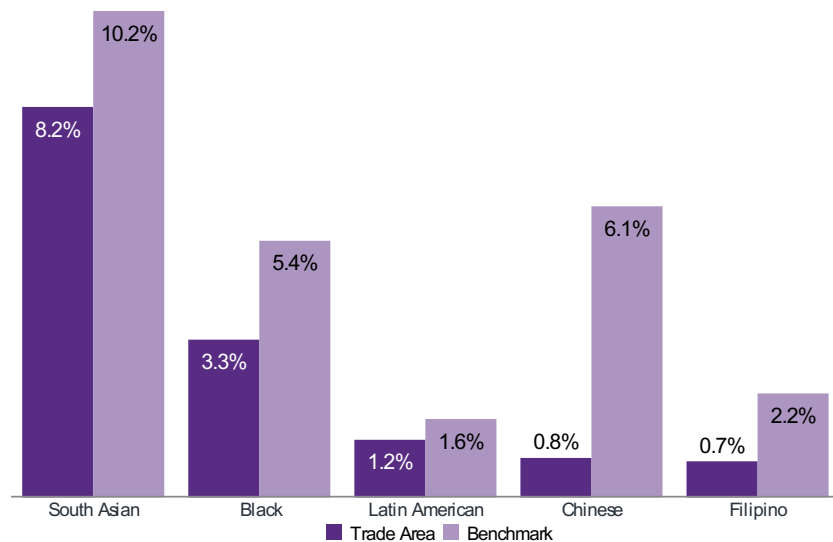
LANGUAGES SPOKEN AT HOME: TOP 5**
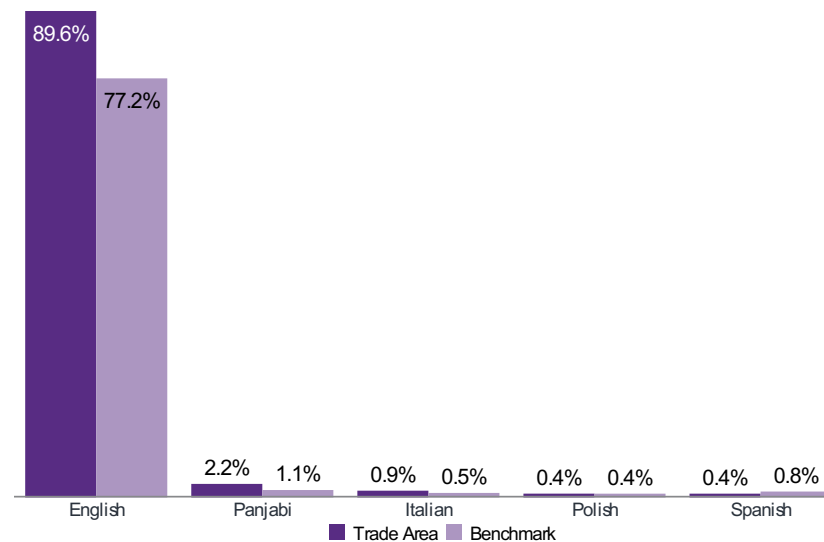
Language	Trade Area	Benchmark
English	89.6%	77.2%
Panjabi	2.2%	1.1%
Italian	0.9%	0.5%
Polish	0.4%	0.4%
Spanish	0.4%	0.8%

■ Trade Area ■ Benchmark

Benchmark: Ontario

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | DemoStats Highlights

Trade Area: Dufferin--Caledon, ON

HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Basics						
Total Population	145,303	100.00	14,483,929	100.00	1.00	100
Total Households	48,003	100.00	5,536,784	100.00	0.87	100
Age of Household Maintainer						
15 to 24	391	0.81	138,834	2.51	0.28	32
25 to 34	5,366	11.18	795,062	14.36	0.67	78
35 to 44	8,728	18.18	956,777	17.28	0.91	105
45 to 54	11,588	24.14	1,064,623	19.23	1.09	126
55 to 64	10,710	22.31	1,138,016	20.55	0.94	109
65 to 74	6,825	14.22	822,195	14.85	0.83	96
75 or Older	4,395	9.16	621,277	11.22	0.71	82
Size of Household						
1 Person	7,422	15.46	1,442,973	26.06	0.51	59
2 Persons	14,858	30.95	1,808,714	32.67	0.82	95
3 Persons	8,716	18.16	893,076	16.13	0.98	113
4 Persons	10,491	21.86	852,128	15.39	1.23	142
5 or More Persons	6,516	13.57	539,893	9.75	1.21	139
Household Type						
Total Family Households	39,584	82.46	3,868,336	69.87	1.02	118
One-Family Households	37,749	78.64	3,720,258	67.19	1.01	117
Multiple-Family Households	1,835	3.82	148,078	2.67	1.24	143
Non-Family Households	8,419	17.54	1,668,448	30.13	0.50	58
One-Person Households	7,466	15.55	1,447,997	26.15	0.52	59
Two-Or-More-Person Households	953	1.99	220,451	3.98	0.43	50
Marital Status						
Married Or Living With A Common-Law Partner	74,900	62.80	6,872,442	57.19	1.09	110
Single (Never Legally Married)	29,439	24.68	3,320,833	27.63	0.89	89
Separated	3,475	2.91	401,986	3.35	0.86	87
Divorced	5,628	4.72	718,684	5.98	0.78	79
Widowed	5,822	4.88	703,590	5.86	0.83	83
Children at Home						
Percent: Households with Children at Home	--	54.99	--	43.89	--	125
Age of Children at Home						
Total Number Of Children At Home	50,638	100.00	4,484,508	100.00	1.13	100
0 to 4	7,194	14.21	703,366	15.68	1.02	91
5 to 9	8,010	15.82	735,546	16.40	1.00	96
10 to 14	9,083	17.94	748,377	16.69	1.21	107
15 to 19	9,543	18.85	753,717	16.81	1.27	112
20 to 24	7,883	15.57	667,541	14.88	1.18	105
25 and over	8,925	17.63	875,961	19.53	1.02	90

DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Housing Tenure						
Owned	41,549	86.56	3,836,897	69.30	1.08	125
Rented	6,454	13.45	1,689,746	30.52	0.38	44
Band Housing	0	0.00	10,141	0.18	0.00	0
Housing Type						
Houses	44,395	92.48	3,783,163	68.33	1.17	135
Single-Detached House	38,187	79.55	2,967,120	53.59	1.29	148
Semi-Detached House	2,969	6.18	311,462	5.63	0.95	110
Row House	3,239	6.75	504,581	9.11	0.64	74
Apartments	3,520	7.33	1,726,459	31.18	0.20	24
High-rise (5+ Floors)	659	1.37	973,481	17.58	0.07	8
Low-rise (<5 Floors)	2,131	4.44	561,065	10.13	0.38	44
Detached Duplex	730	1.52	191,913	3.47	0.38	44
Other Dwelling Types	88	0.18	27,162	0.49	0.32	37
Housing Period of Construction						
Before 1961	6,601	13.75	1,323,353	23.90	0.50	58
1961 - 1980	11,352	23.65	1,522,055	27.49	0.75	86
1981 - 1990	6,573	13.69	708,801	12.80	0.93	107
1991 - 2000	8,500	17.71	653,889	11.81	1.30	150
2001 - 2005	4,600	9.58	402,410	7.27	1.14	132
2006 - 2010	2,813	5.86	374,073	6.76	0.75	87
2011 - 2016	4,732	9.86	344,077	6.21	1.38	159
After 2016	2,832	5.90	208,126	3.76	1.36	157

INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
Household Income						
Average Household Income	--	135,643.79	--	109,660.18	--	124
Education						
No Certificate, Diploma Or Degree	19,589	16.43	1,907,032	15.87	1.03	104
High School Certificate Or Equivalent	36,421	30.54	3,279,099	27.29	1.11	112
Apprenticeship Or Trades Cert/Dipl	8,153	6.84	693,412	5.77	1.18	118
College/CEGEP/Non-Uni Cert/Dipl	28,928	24.25	2,560,221	21.30	1.13	114
University Cert/Dipl Below Bachelor	1,972	1.65	225,596	1.88	0.87	88
University Degree	24,201	20.29	3,352,175	27.89	0.72	73
Labour Force						
In The Labour Force (15+)	81,789	68.58	7,411,246	61.67	1.10	111
Labour Force by Occupation						
Management	10,732	9.00	796,916	6.63	1.35	136
Business Finance Administration	13,248	11.11	1,149,419	9.56	1.15	116
Sciences	4,522	3.79	574,567	4.78	0.79	79
Health	3,767	3.16	484,297	4.03	0.78	78
Education, Gov't, Religion, Social	9,298	7.80	908,797	7.56	1.02	103
Art, Culture, Recreation, Sport	2,051	1.72	239,453	1.99	0.86	86
Sales and Service	16,921	14.19	1,651,049	13.74	1.02	103
Trades and Transport	14,219	11.92	953,973	7.94	1.49	150
Natural Resources and Agriculture	2,068	1.73	123,243	1.03	1.68	169
Manufacturing and Utilities	3,790	3.18	371,972	3.10	1.02	103
Commuting						
Car (As Driver)	60,970	87.00	4,481,353	70.42	1.36	124
Car (As Passenger)	4,181	5.97	384,066	6.04	1.09	99
Public Transit	1,648	2.35	986,279	15.50	0.17	15
Walk	2,389	3.41	350,278	5.50	0.68	62
Bicycle	213	0.30	88,422	1.39	0.24	22

LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	Count	%	Base Count	Base %	% Pen	Index
Knowledge of Official Language						
English Only	133,710	92.80	12,283,143	86.06	1.09	108
French Only	45	0.03	42,199	0.30	0.11	11
English And French	8,771	6.09	1,592,757	11.16	0.55	55
Neither English Nor French	1,559	1.08	355,123	2.49	0.44	43
Immigration Status						
Non-Immigrant Population	114,203	79.26	9,719,863	68.10	1.17	116
Born In Province of Residence	104,704	72.67	8,646,491	60.58	1.21	120
Born Outside Province of Residence	9,499	6.59	1,073,372	7.52	0.88	88
Immigrant Population	29,403	20.41	4,304,631	30.16	0.68	68
Visible Minority Status						
Total Visible Minorities	24,232	16.82	4,691,801	32.87	0.52	51
Chinese	1,153	0.80	873,659	6.12	0.13	13
South Asian	11,846	8.22	1,462,854	10.25	0.81	80
Black	4,756	3.30	769,583	5.39	0.62	61
Filipino	1,050	0.73	308,927	2.16	0.34	34
Latin American	1,706	1.18	231,833	1.62	0.74	73
Southeast Asian	417	0.29	149,219	1.04	0.28	28
Arab	488	0.34	266,504	1.87	0.18	18
West Asian	506	0.35	206,441	1.45	0.25	24
Korean	226	0.16	98,969	0.69	0.23	23
Japanese	161	0.11	29,754	0.21	0.54	54
Mother Tongue*						
English	113,502	78.77	9,421,389	66.01	1.20	119
French	1,534	1.06	546,960	3.83	0.28	28
Total Non-Official	26,359	18.29	3,903,251	27.35	0.68	67
Italian	5,942	4.12	235,172	1.65	2.53	250
Panjabi	5,029	3.49	224,978	1.58	2.24	221
Portuguese	1,971	1.37	156,199	1.09	1.26	125
German	1,612	1.12	142,031	0.99	1.13	112
Spanish	1,605	1.11	210,484	1.48	0.76	76
Polish	1,527	1.06	122,274	0.86	1.25	124
Dutch	669	0.46	50,730	0.35	1.32	131
Tagalog	515	0.36	187,038	1.31	0.28	27
Croatian	484	0.34	32,718	0.23	1.48	147
Hindi	461	0.32	67,478	0.47	0.68	68

Benchmark: Ontario

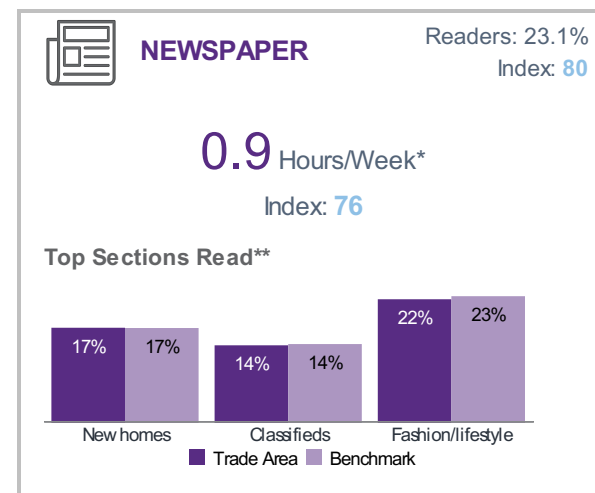*Displaying top 10 non-official Mother Tongue language variables by percent composition*

Index Colours:	<80	80 - 110	110+

Behavioural | Media Overview

Central Counties Tourism

RADIO

Listeners: 87.8%
Index: 103

15 Hours/Week*

Index: **111**

Top Formats**

	Trade Area	Benchmark
Mainstream Rock	11%	8%
Modern/Alternative Rock	12%	9%
Today's Country	15%	12%

TELEVISION

Viewers: 88.3%
Index: 101

171 Minutes/Day*

Index: **96**

Top Program Types**

	Trade Area	Benchmark
CFL football (when in season)	12%	11%
Curling (when in season)	8%	7%
Children's programs	7%	7%

NEWSPAPER

Readers: 23.1%
Index: 80

0.9 Hours/Week*

Index: **76**

Top Sections Read**

	Trade Area	Benchmark
New homes	17%	17%
Classifieds	14%	14%
Fashion/lifestyle	22%	23%

MAGAZINE

Readers: 18.4%
Index: 96

8 Minutes/Day*

Index: **86**

Top Genres**

	Trade Area	Benchmark
Fashion	6%	6%
Women's	6%	6%
Travel	7%	7%

INTERNET

Users: 89.0%
Index: 99

229 Minutes/Day*

Index: **100**

Top Activities**

	Trade Area	Benchmark
Access fashion or beauty-related content	7%	7%
Play/download online games	22%	21%
Send/receive a text/instant message	62%	59%

DIRECT/OUTDOOR

14 Min/Day commuting one-way by car*

Index: **111**

Top DM Formats Used**

	Trade Area	Benchmark
Online flyers	36%	36%
Flyers inserted into a community newspaper	39%	40%
Flyers delivered to the door or in the mail	44%	45%

*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: Dufferin--Caledon, ON

Household Population 12+: 124,766

Top Shows & Exhibitions

Home shows	Auto shows	Craft shows
5.9%	5.4%	7.3%
Index: 97	Index: 93	Index: 83

Top Local Attractions & Destinations

Theme parks	Sporting events	Bars/restaurant bars	National or provincial park
18.8%	16.8%	34.5%	26.2%
Index: 98	Index: 97	Index: 97	Index: 96

Top Professional Sports

Horse racing	Basketball	Soccer	Baseball
5.2%	10.4%	8.4%	25.5%
Index: 118	Index: 109	Index: 106	Index: 104

Top Concert & Theatre Venues

Concerts - Arenas	Concerts - Casinos	Concerts - Theatres/halls	Theatre - Major theatres
34.0%	14.2%	21.3%	23.2%
Index: 103	Index: 96	Index: 93	Index: 93

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Behavioural | Sports & Leisure Overview - Participate

Trade Area: Dufferin--Caledon, ON

Household Population 12+: 124,766

Top Individual Sports
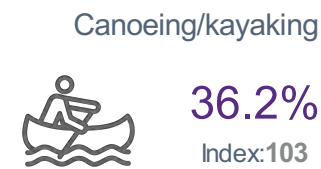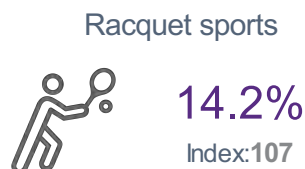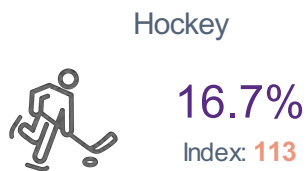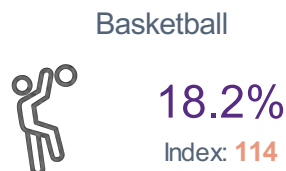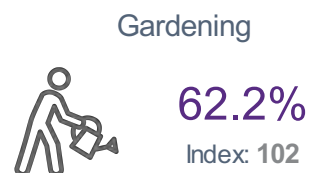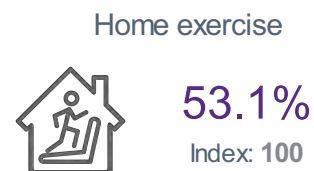
Racquet sports	Skiing - downhill	Skiing - cross country	Canoeing/kayaking
14.2%	17.1%	18.2%	36.2%
Index: 107	Index: 107	Index: 106	Index: 103

Top Team Sports

Basketball	Hockey	Baseball/softball	Football
18.2%	16.7%	20.0%	8.7%
Index: 114	Index: 113	Index: 109	Index: 104

Top Activities

ATV/snowmobiling	Ice skating	Fishing/hunting	Gardening
12.6%	32.8%	26.2%	62.2%
Index: 116	Index: 107	Index: 103	Index: 102

Top Fitness

Jogging	Hiking/backpacking	Home exercise	Fitness walking
27.9%	33.6%	53.1%	47.9%
Index: 103	Index: 102	Index: 100	Index: 99

Benchmark: Ontario

Behavioural | Media Highlights

TELEVISION

	Count	%	% Pen	Index
Viewership				
Heavy	16,705	13.39	0.84	84
Medium/Heavy	21,105	16.92	1.04	104
Medium	22,613	18.12	1.04	104
Medium/Light	24,838	19.91	1.09	109
Light	24,868	19.93	1.03	103
Top Program Types (Watch in Typical Week)*				
CFL football (when in season)	15,265	12.23	1.15	115
Curling (when in season)	10,022	8.03	1.09	109
Children's programs	9,339	7.49	1.05	105
Reality shows	21,270	17.05	1.05	105
Hockey (when in season)	33,442	26.80	1.04	104
Late night talk shows	12,085	9.69	1.04	104
Home renovation/decoration shows	34,321	27.51	1.03	103
Baseball (when in season)	25,677	20.58	1.02	102
NFL football (when in season)	15,810	12.67	1.02	102
Morning local news	24,669	19.77	1.00	100
Movies	57,025	45.70	1.00	100
Auto racing	6,355	5.09	0.99	99
Primetime serial dramas	36,869	29.55	0.99	99
Other programs	18,549	14.87	0.99	99
Cartoons	11,878	9.52	0.98	98

RADIO

	Count	%	% Pen	Index
Listenership				
Heavy	28,526	22.86	1.10	110
Medium/Heavy	28,920	23.18	1.12	112
Medium	26,557	21.29	1.10	110
Medium/Light	21,628	17.34	0.85	85
Light	19,135	15.34	0.82	82
Top Formats (Weekly Reach)*				
Mainstream Rock	13,203	10.58	1.39	139
Modern/Alternative Rock	14,761	11.83	1.29	129
Today's Country	19,164	15.36	1.28	128
Classic Hits	26,971	21.62	1.24	124
All News	15,187	12.17	1.21	121
Mainstream Top 40/CHR	29,612	23.73	1.09	109
Hot Adult Contemporary	21,850	17.51	1.09	109
Adult Contemporary	21,341	17.11	1.05	105
Sports	6,640	5.32	1.05	105
News/Talk	23,862	19.13	0.88	88
Multi/Variety/Specialty	9,308	7.46	0.86	86
Not Classified	7,425	5.95	0.67	67

NEWSPAPERS

	Count	%	% Pen	Index
Readership - Dailies				
Heavy	5,237	4.20	0.70	70
Medium/Heavy	6,001	4.81	0.82	82
Medium	6,119	4.90	0.87	87
Medium/Light	6,404	5.13	0.88	87
Light	5,119	4.10	0.72	72
Section Read - Dailies*				
New homes section	21,454	17.20	1.00	100
Classified ads (excl. real estate)	17,412	13.96	0.98	98
Fashion/lifestyle	28,007	22.45	0.98	98
Food	40,441	32.41	0.98	98
Real estate listings	20,033	16.06	0.97	97
Sports	35,684	28.60	0.96	96
Business & financial	38,172	30.59	0.95	95
Automotive	17,470	14.00	0.94	94
Movie & entertainment	43,982	35.25	0.94	94
Computer/high tech	17,746	14.22	0.93	93
Readership - Community Papers				
Heavy	11,250	9.02	1.03	103
Medium/Heavy	8,443	6.77	0.98	98
Medium	10,482	8.40	1.10	110
Medium/Light	8,262	6.62	0.87	87
Light	11,449	9.18	1.19	119

INTERNET

	Count	%	% Pen	Index
Usage				
Heavy	25,453	20.40	1.03	103
Medium/Heavy	23,993	19.23	1.00	100
Medium	24,072	19.29	1.06	106
Medium/Light	20,817	16.68	0.99	99
Light	16,755	13.43	0.87	87
Online Social Networks (Used in Past Month)				
Tumblr	3,999	3.21	1.13	113
Snapchat	20,991	16.82	1.12	112
Instagram	36,243	29.05	1.08	108
LinkedIn	18,795	15.06	0.99	99
Facebook	65,645	52.62	0.98	98
YouTube	50,842	40.75	0.97	97
Google+	26,800	21.48	0.96	96
Twitter	17,554	14.07	0.88	88
Pinterest	16,807	13.47	0.86	86
Online/Internet dating sites	2,687	2.15	0.84	84
Video/photo sharing	1,302	1.04	0.70	70
Top Activities (Past Week)				
Access fashion or beauty-related content	8,976	7.19	1.07	107
Play/download online games	27,914	22.37	1.06	106
Send/receive a text/instant message	77,100	61.80	1.05	105
Use online telephone directory	20,076	16.09	1.05	105
Listen to music via streaming video service (e.g. YouTube)	34,248	27.45	1.04	104
Watch a subscription-based video service (e.g. Netflix)	34,916	27.99	1.02	102
Watch other online free streaming videos	34,953	28.02	1.01	101
Access real estate listings/sites	9,689	7.77	1.02	101
Download any video content (free or paid)	13,635	10.93	1.00	100
Send/receive email	85,505	68.53	1.00	100
Take pictures/video	61,523	49.31	1.00	100
Internet search - business, services, products	49,359	39.56	0.99	99
Use apps	57,558	46.13	0.99	99
Download music/MP3 files (free or paid)	15,039	12.05	0.98	98
Watch free streaming music videos	29,519	23.66	0.98	98

DIRECT

	Count	%	% Pen	Index
Used in Shopping				
Online flyers	44,834	35.93	1.00	100
Flyers inserted into a community newspaper	48,966	39.25	0.98	98
Flyers delivered to the door or in the mail	54,471	43.66	0.97	97
Flyers inserted in a daily newspaper	26,402	21.16	0.97	97
Local store catalogues	28,001	22.44	0.96	96
Coupons	41,212	33.03	0.94	94
General information from the Internet/websites	37,162	29.79	0.92	92
Yellow Pages (print or online)	5,267	4.22	0.90	90
Direct email offers	27,040	21.67	0.89	89
Mail order	8,352	6.69	0.89	89
Opinion of Flyers to Door/By Mail				
Somewhat favourable	46,551	37.31	1.06	106
Somewhat unfavourable	25,505	20.44	1.02	102
Very unfavourable	27,474	22.02	0.97	97
Very favourable	25,236	20.23	0.91	91

MAGAZINES

	Count	%	% Pen	Index
Readership				
Heavy	4,626	3.71	0.99	99
Medium/Heavy	3,482	2.79	0.75	75
Medium	4,110	3.29	0.89	89
Medium/Light	5,354	4.29	1.09	109
Light	5,441	4.36	1.08	108
Top Magazine Types*				
Fashion	7,889	6.32	1.10	110
Women's	7,594	6.09	1.01	101
Travel & tourism	8,453	6.78	0.99	99
Gardening & homes	9,559	7.66	0.98	98
Entertainment/celebrity	9,896	7.93	0.93	93
Home décor	6,492	5.20	0.88	88
News & current affairs	8,516	6.83	0.84	84
Health/fitness	7,227	5.79	0.83	83
Food & beverage	10,663	8.55	0.73	73

Benchmark: Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Activities

Trade Area: Dufferin--Caledon, ON

Household Population 18+: 113,535

FACEBOOK

75.9% currently use
Index: 98

Top Activities (Daily)

Activity	Trade Area	Benchmark
Read news feed	41.5%	41.0%
Answer msgs	30.5%	30.9%
Cmt/Like other users' posts	28.8%	28.8%

TWITTER

30.8% currently use
Index: 97

Top Activities (Daily)

Activity	Trade Area	Benchmark
Read tweets	13.4%	13.4%
Watch videos	6.1%	6.7%
Send/Receive Direct Msgs	5.1%	5.5%

INSTAGRAM

35.8% currently use
Index: 96

Top Activities (Daily)

Activity	Trade Area	Benchmark
View photos/videos	19.2%	19.8%
Like photos/videos	15.6%	16.0%
Comment on photos/videos	6.6%	7.7%

LINKEDIN

46.6% currently use
Index: 97

Top Activities (Weekly)

Activity	Trade Area	Benchmark
Create a connection	5.3%	6.8%
Read your newsfeed	5.2%	5.5%
Search and review other profiles	4.2%	5.2%

YOUTUBE

69.3% currently use
Index: 97

Top Activities (Daily)

Activity	Trade Area	Benchmark
Watch videos	22.9%	27.0%
Watch live videos	5.7%	7.5%
Like/dislike videos	5.6%	7.9%

SNAPCHAT

16.4% currently use
Index: 108

Top Activities (Weekly)

Activity	Trade Area	Benchmark
Receive photos/videos	8.3%	8.2%
Send photos/videos	5.9%	6.6%
Send direct text msgs	5.7%	6.8%

WHATSAPP

32.6% currently use
Index: 85

Top Activities (Daily)

Activity	Trade Area	Benchmark
Send/receive msgs	14.3%	20.5%
Send/receive images	11.0%	17.1%
Use group chats	8.8%	13.2%

BLOGS

14.0% currently use
Index: 94

Top Activities (Monthly)

Activity	Trade Area	Benchmark
Leave comments on a blog	4.0%	4.8%
Click on an ad	3.6%	4.2%
Read blog posts	3.0%	3.4%

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: Dufferin--Caledon, ON

Household Population 18+: 113,535

FRIENDS IN ALL SM NETWORKS

36.0%
Index: **103**

0-49 friends

FREQUENCY OF USE (DAILY)

56.8%
Index: **98**

Facebook

BRAND INTERACTION

38.7%
Index: **98**

Like brand on Facebook

NO. OF BRANDS INTERACTED

34.4%
Index: **103**

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
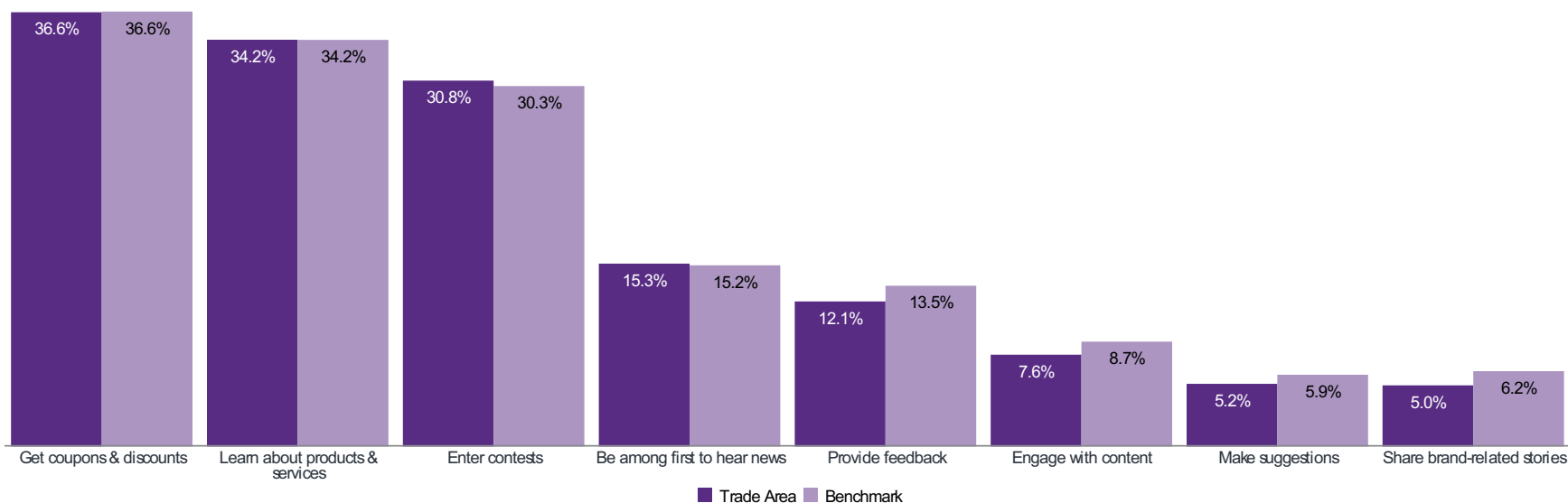
Reason	Trade Area	Benchmark
Get coupons & discounts	36.6%	36.6%
Learn about products & services	34.2%	34.2%
Enter contests	30.8%	30.3%
Be among first to hear news	15.3%	15.2%
Provide feedback	12.1%	13.5%
Engage with content	7.6%	8.7%
Make suggestions	5.2%	5.9%
Share brand-related stories	5.0%	6.2%

■ Trade Area ■ Benchmark

Benchmark: Ontario

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

Opticks Social | Purchases and Future Usage

Trade Area: Dufferin--Caledon, ON

Household Population 18+: 113,535

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

8.2%	7.1%	6.7%	6.5%
Index: **70**	Index: **81**	Index: **75**	Index: **84**
Vacation, travel-related	Big-ticket (i.e. appliances)	Entertainment-related (i.e. movies)	Car, auto-related

USAGE EXPECTATIONS (Increase in the next yr)
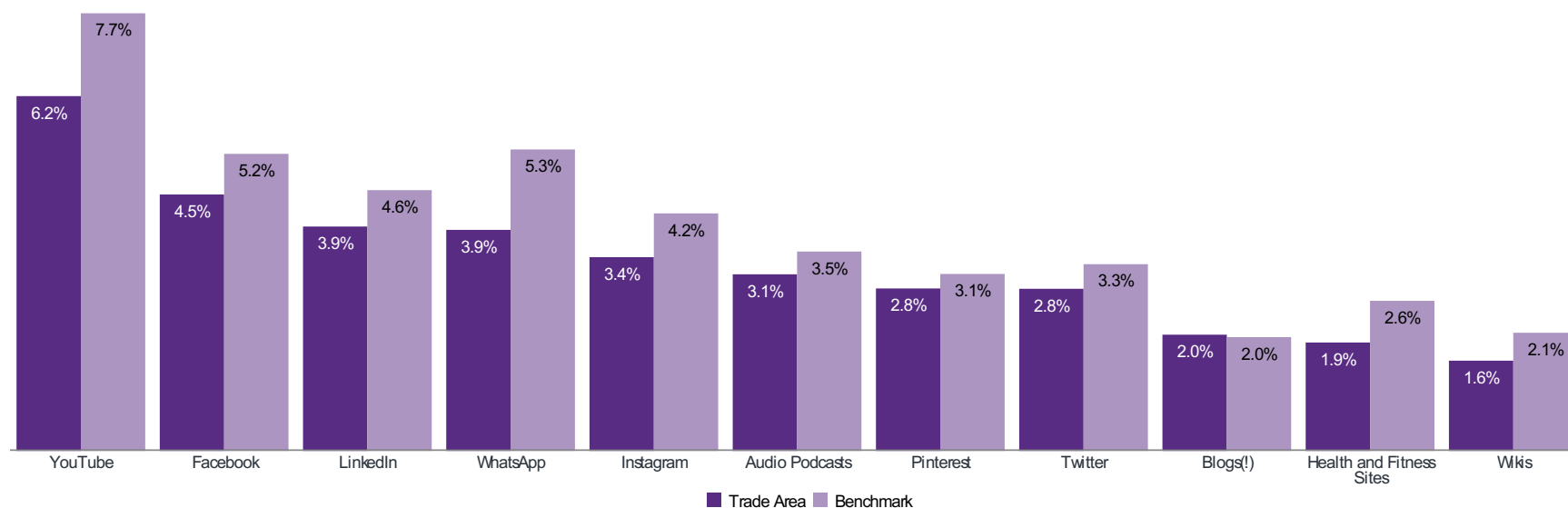
	Trade Area	Benchmark
YouTube	6.2%	7.7%
Facebook	4.5%	5.2%
LinkedIn	3.9%	4.6%
WhatsApp	3.9%	5.3%
Instagram	3.4%	4.2%
Audio Podcasts	3.1%	3.5%
Pinterest	2.8%	3.1%
Twitter	2.8%	3.3%
Blogs(!)	2.0%	2.0%
Health and Fitness Sites	1.9%	2.6%
Wikis	1.6%	2.1%

■ Trade Area ■ Benchmark

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+

Opticks Social | Social Media Attitudes

Central Counties Tourism

Trade Area: Dufferin--Caledon, ON

DESCRIBES ME*...

Use SM to stay connected with personal contacts

% Comp **43.8**   Index **95**

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

% Comp **26.2**   Index **100**

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

% Comp **77.5**   Index **106**

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

% Comp **9.4**   Index **90**

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

% Comp **86.3**   Index **102**

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

% Comp **24.1**   Index **104**

Benchmark: Ontario

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

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

Top 5 segments represent **58.8%** of households in Dufferin--Caledon, ON

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09 SATELLITE BURBS

E1 | F8

Older, upscale exurban couples and families

Rank:	1
Hhlds:	12,304
Hhld %:	25.63
% in Benchmark:	4.78
Index:	536

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.

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24 FRESH AIR FAMILIES

E2 | F3

Middle-aged, middle-income exurbanites
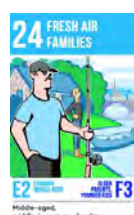
Rank:	2
Hhlds:	6,720
Hhld %:	14.00
% in Benchmark:	4.14
Index:	338

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.

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06 KIDS & CAREERS

S1 | F8

Large, well-off, middle-aged suburban families

Rank:	3
Hhlds:	3,279
Hhld %:	6.83
% in Benchmark:	3.42
Index:	200

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.

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36 EXURBAN HOMESTEADERS

E2 | F5

Exurban, middle-aged and middle-income homeowners
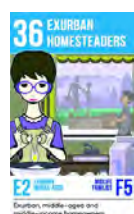
Rank:	4
Hhlds:	3,237
Hhld %:	6.74
% in Benchmark:	2.35
Index:	287

Concentrated in small towns that comprise Toronto's outermost ring, Exurban Homesteaders consists of middle-aged families and couples living in tidy homes nestled in near-rural settings. Most of the couples earn average incomes from solid, blue-collar jobs in primary industries, manufacturing, transportation and the trades. With 83 percent owning single-family homes, many have settled in these communities for the affordable housing and laid-back lifestyle. The members of Exurban Homesteaders spend a lot of their leisure time outdoors: fishing, hunting, camping, skiing and snowmobiling. In this DIY-friendly segment, residents tend to work on their cars, patronize big-box hardware chains, tend their gardens and enjoy sewing and crafts. Occasionally they check out the latest trends in outdoor living by attending craft, cottage and RV shows. For excitement, they bet on a horse race or buy lottery tickets—especially sports and hospital or charity lotteries. When they travel, their first impulse is to investigate local campgrounds and trailer parks near their destinations.

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17 EXURBAN WONDERLAND

E1 | F2

Middle-aged, upscale exurban families

Rank:	5
Hhlds:	2,675
Hhld %:	5.57
% in Benchmark:	1.38
Index:	403

An upscale exurban segment, Exurban Wonderland is home to middle-aged families who have settled in the emerging sprawl beyond the nation's largest cities. With incomes nearing $145,000, residents of these new communities tend to be prosperous professionals who like their toys: boats, RVs, snowmobiles, computers, home theatre systems and impressive collections of sporting equipment. Many enjoy outdoor activities like baseball, football, fishing and camping. Their idea of entertainment is going to a dinner theatre, rock concert or RV show. With a majority still raising children at home—most kids are between 5 and 20 years old—the segment scores high for family-friendly activities like visiting a theme park, zoo, video arcade or national park. But in these exurban areas known for affordable housing and open country, many adults confront the trade-off of long commutes and a harried lifestyle.

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
U1	F8	01	Cosmopolitan Elite	16	0.03	56,899	1.03	0.03	3
U1	F8	02	Urbane Villagers	1,069	2.23	52,715	0.95	2.03	234
U1	F5	03	Arts & Affluence	1	0.00	72,473	1.31	0.00	0
U1	F9	08	Boomerang City	147	0.31	115,987	2.10	0.13	15
S1	F8	04	Suburban Success	222	0.46	57,804	1.04	0.38	44
S1	F8	06	Kids & Careers	3,279	6.83	189,289	3.42	1.73	200
S1	F6	07	Nouveaux Riches	0	0.00	23	0.00	0.00	0
S1	M1	10	Emptying Nests	201	0.42	66,077	1.19	0.30	35
E1	F8	09	Satellite Burbs	12,304	25.63	264,640	4.78	4.65	536
E1	F2	17	Exurban Wonderland	2,675	5.57	76,552	1.38	3.49	403
S2	F1	16	Pets & PCs	2,349	4.89	176,441	3.19	1.33	154
S2	F1	18	Management Material	59	0.12	57,894	1.05	0.10	12
S2	F2	37	Trucks & Trades	1,096	2.28	64,843	1.17	1.69	195
S2	Y2	50	Suburban Scramble	1,307	2.72	88,816	1.60	1.47	170
S3	F9	14	Diversity Heights	487	1.01	84,580	1.53	0.58	66
S3	F3	15	Heritage Hubs	1,832	3.82	173,509	3.13	1.06	122
S3	F1	20	South Asian Achievers	149	0.31	96,263	1.74	0.15	18
S3	F7	25	South Asian Society	82	0.17	50,618	0.91	0.16	19
S3	F7	42	Home Sweet Rows	35	0.07	78,559	1.42	0.04	5
U2	F9	05	Asian Sophisticates	0	0.00	108,968	1.97	0.00	0
U2	F9	13	Asian Avenues	0	0.00	57,885	1.04	0.00	0
U2	F9	27	Diverse City	0	0.00	192,684	3.48	0.00	0
U2	M1	28	Metro Multiculturals	467	0.97	128,567	2.32	0.36	42
E2	F3	24	Fresh Air Families	6,720	14.00	229,030	4.14	2.93	338
E2	F5	36	Exurban Homesteaders	3,237	6.74	129,980	2.35	2.49	287
E2	F4	53	Outdoor Originals	237	0.49	18,292	0.33	1.30	149
U3	Y1	11	Urban Digerati	0	0.00	188,574	3.41	0.00	0
U3	Y2	12	Street Scenes	0	0.00	103,558	1.87	0.00	0
U3	Y1	38	Grads & Pads	0	0.00	64,903	1.17	0.00	0
S4	F5	22	Aging in Suburbia	310	0.65	79,273	1.43	0.39	45
S4	M1	26	Second City Retirees	566	1.18	226,746	4.09	0.25	29
S4	M1	39	Our Time	1,186	2.47	103,647	1.87	1.14	132
R1	F5	35	Country Acres	676	1.41	144,591	2.61	0.47	54
R1	F3	40	Wide Open Spaces	1,714	3.57	132,236	2.39	1.30	150
E3	F6	30	La Vie est Belle	0	0.00	4,332	0.08	0.00	0
E3	F2	32	Mini Van & Vin Rouge	0	0.00	311	0.01	0.00	0
E3	F6	41	Vieille École	0	0.00	687	0.01	0.00	0
T1	F4	47	Traditional Town Living	928	1.93	96,437	1.74	0.96	111
T1	F4	51	Aging & Active	191	0.40	49,281	0.89	0.39	45
T1	M3	54	Serenity Springs	761	1.58	86,337	1.56	0.88	102
T1	F2	57	First Nations Families	0	0.00	15,192	0.27	0.00	0
R2	M2	33	Heartland Retirees	336	0.70	78,641	1.42	0.43	49
R2	M2	58	Rustic Roads	16	0.03	14,925	0.27	0.11	12
U4	F7	23	Asian New Wave	0	0.00	53,959	0.97	0.00	0
U4	F1	31	New World Symphony	0	0.00	137,676	2.49	0.00	0
U4	Y1	34	Rooms with a View	0	0.00	91,893	1.66	0.00	0
U4	F1	43	Newcomers Rising	0	0.00	191,710	3.46	0.00	0
U5	M3	19	Grey Pride	206	0.43	61,760	1.11	0.33	38
U5	F6	21	Beau Monde	0	0.00	10	0.00	0.00	0
U5	M3	29	Silver Linings	0	0.00	73,329	1.32	0.00	0
U5	M3	61	Les Seniors	0	0.00	876	0.02	0.00	0
U5	M3	66	Sunset Towers	612	1.27	155,186	2.80	0.39	45
R3	F6	45	Jeunes d'Esprit	0	0.00	588	0.01	0.00	0
R3	F3	46	Villes Tranquilles	0	0.00	405	0.01	0.00	0
R3	F4	55	La Vie Bucolique	0	0.00	1,508	0.03	0.00	0
R3	F6	62	Terre à Terre	0	0.00	2,712	0.05	0.00	0
R3	M2	64	Fête au Village	0	0.00	210	0.00	0.00	0
S5	F3	48	Variété Suburbaine	0	0.00	540	0.01	0.00	0
S5	Y2	59	Locataires en Banlieues	0	0.00	167	0.00	0.00	0
S5	M3	60	Bons Vivants	0	0.00	2,016	0.04	0.00	0
U6	Y2	52	Striving Startups	426	0.89	70,668	1.28	0.60	70
U6	Y1	56	Single City Jazz	0	0.00	47,782	0.86	0.00	0
U6	F5	63	Lunch at Tim's	1,508	3.14	280,282	5.06	0.54	62
U6	Y2	65	Young & Connected	0	0.00	123,291	2.23	0.00	0
U6	Y2	68	Low-Rise Renters	596	1.24	154,447	2.79	0.39	45
U7	Y1	44	Jeunes et Actifs	0	0.00	0	0.00	--	100
U7	Y2	49	Enclaves Multiethniques	0	0.00	6,223	0.11	0.00	0
U7	Y1	67	Survivre en Ville	0	0.00	487	0.01	0.00	0
			Total	**48,003**	**100.00**	**5,536,784**	**100.00**	**0.87**	**100**

Benchmark: Ontario

Psychographics | SocialValues Overview

Central Counties Tourism

Trade Area: Dufferin--Caledon, ON

⬆ Strong Values

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⭐ 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.

Attraction to Nature

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

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.

⭐ Descriptions | Top 3 Weak Values

Sexual Permissiveness

A tendency to be sexually permissive regarding oneself and others. Fidelity within marriage or between partners and the prohibition of premarital sex are of little importance for people scoring high on this construct.

Equal Relationship with Youth

Breaking down traditional hierarchical and patriarchal relationships by giving the youth equal freedoms as those of adults. Discipline, as that issued by adults over young people, is therefore replaced by freedom and increased individualism.

Pursuit of Novelty

Active desire to discover new "modern" products, services and experiences, and to integrate them into the routine of daily life. People who are strong on this construct want to experience something new every day.

Index Colours:	<80	80 - 110	110+