



# Visitor Research Data

Prepared for: Durham Region

Data: July - Sept 2019 Postal Codes

Date: November 28th, 2019

Prepared by: Tom Guerquin

Manager, Research & Development

[Tguerquin@CentralCounties.ca](mailto:Tguerquin@CentralCounties.ca)

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: Executive Report
- Report 2: Ranking areas based on the presence of your customers (Maps & FSAs)
- Report 3: Top 5 Prizm Profiles
- Report 4: Smith Travel Research (STR) Hotel Stats for Durham region



**Report 1: Executive Report**  
**July - September 2019 Postal Codes**



## Demographic Snapshot



### 51 Years

Median age of Households maintainer (95)



### 52.1%

Couples with Children at Home **(114)**



### 72.3%

Of Visitors travelled within 40 Km



### \$123,714

Average Household Income **(113)**



### 42.8%

Are Visible Minority Presence **(130)**



### 3 People+

50.6% of HHs have 3 or more people at Home **(123)**



### 32.6%

Born outside of Canada **(124)**



### 13.6%

Work in Sales & Service (99) & 10.6% in Business/Finance industry **(112)**



## Top Ten Forward Sortation Areas (FSAs)

## Top Ten Cities/Towns

Name	Count	Name	Count
L9P (Uxbridge, ON)	328	Toronto, ON (C)	670
L1N (Whitby, ON)	194	Oshawa, ON (CY)	578
L1C (Bowmanville, ON)	164	Whitby, ON (T)	567
L1R (Whitby, ON)	163	Uxbridge, ON (TP)	360
L1K (Oshawa, ON)	150	Clarington, ON (MU)	335
L1G (Oshawa, ON)	143	Ajax, ON (T)	309
L1M (Whitby, ON)	128	Pickering, ON (CY)	209
L1J (Oshawa, ON)	125	Markham, ON (CY)	194
L1T (Ajax, ON)	118	Ottawa, ON (CV)	111
L1S (Ajax, ON)	115	Scugog, ON (TP)	105



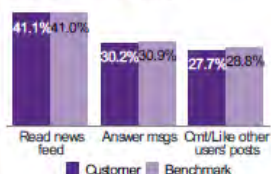
## Social Media Highlights



### FACEBOOK

77.0% currently use  
Index: 100

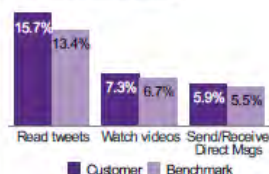
#### Top Activities (Daily)



### TWITTER

34.6% currently use  
Index: 110

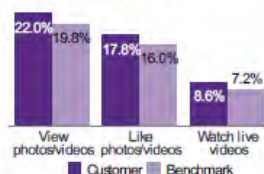
#### Top Activities (Daily)



### INSTAGRAM

40.7% currently use  
Index: 108

#### Top Activities (Daily)



### LINKEDIN

53.0% currently use  
Index: 110

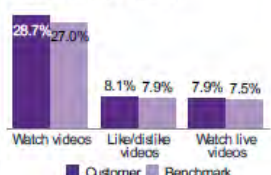
#### Top Activities (Weekly)



### YOUTUBE

73.1% currently use  
Index: 102

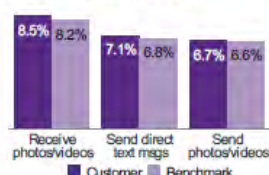
#### Top Activities (Daily)



### SNAPCHAT

17.0% currently use  
Index: 111

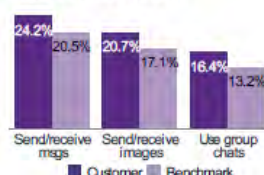
#### Top Activities (Weekly)



### WHATSAPP

43.8% currently use  
Index: 114

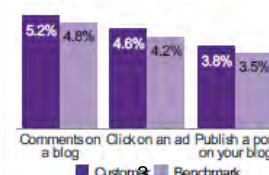
#### Top Activities (Daily)



### BLOGS

16.4% currently use  
Index: 110

#### Top Activities (Monthly)



# Demographics | Population & Households



Customers: July - September 2019 Durham: Record Count

## MEDIAN MAINTAINER AGE

51

Index: 95

## MARITAL STATUS



61.4%

Index: 107

Married/Common-Law

## FAMILY STATUS\*

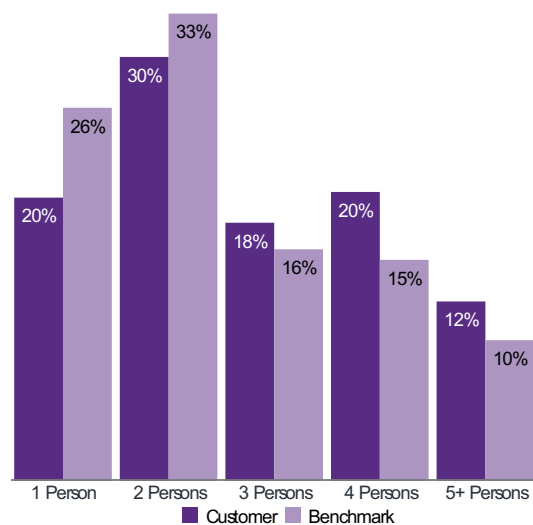


52.1%

Index: 114

Couples With Children At Home

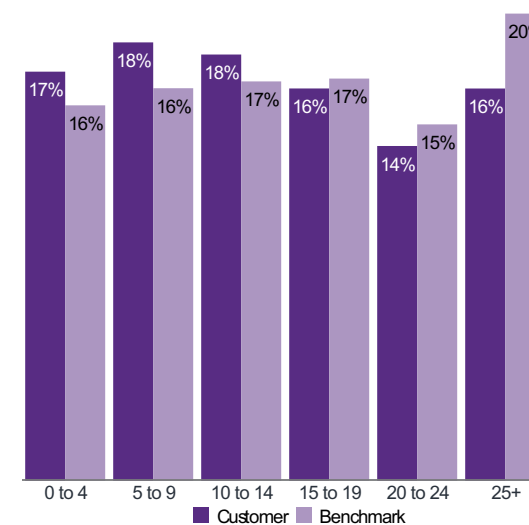
## HOUSEHOLD SIZE



## POPULATION BY AGE

	%	Index
0 to 4	6.0	117
5 to 9	6.3	122
10 to 14	6.2	118
15 to 19	5.9	107
20 to 24	6.3	93
25 to 29	6.9	94
30 to 34	7.2	103
35 to 39	7.4	111
40 to 44	7.4	115
45 to 49	7.0	108
50 to 54	6.7	98
55 to 59	6.8	91
60 to 64	5.6	86
65 to 69	4.6	84
70 to 74	3.8	84
75 to 79	2.5	82
80 to 84	1.7	78
85+	1.8	76

## AGE OF CHILDREN AT HOME



Benchmark: Ontario

Copyright © 2019 by Environics Analytics (EA). Source: ©2019 Environics Analytics, ©2019 Environics Research, © Numeris 2019. All Rights Reserved., ©2019 Environics Analytics. PRIZM is a registered trademark of Claritas, Inc. used under license.. (<https://en.environicsanalytics.ca/Envision/About/1/2019>)

\*Chosen from index ranking with minimum 5% composition

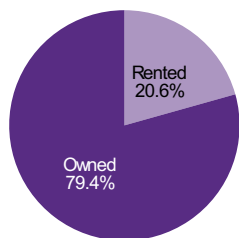
Index Colours:	<80	80 - 110	110+
----------------	-----	----------	------

# Demographics | Housing & Income



Customers: July - September 2019 Durham: Record Count

## TENURE



## STRUCTURE TYPE



Houses

78.0%

Index: 114



Apartments

21.8%

Index: 70

## AGE OF HOUSING\*

9 - 13 Years Old

% Comp: 16.8 Index: 248

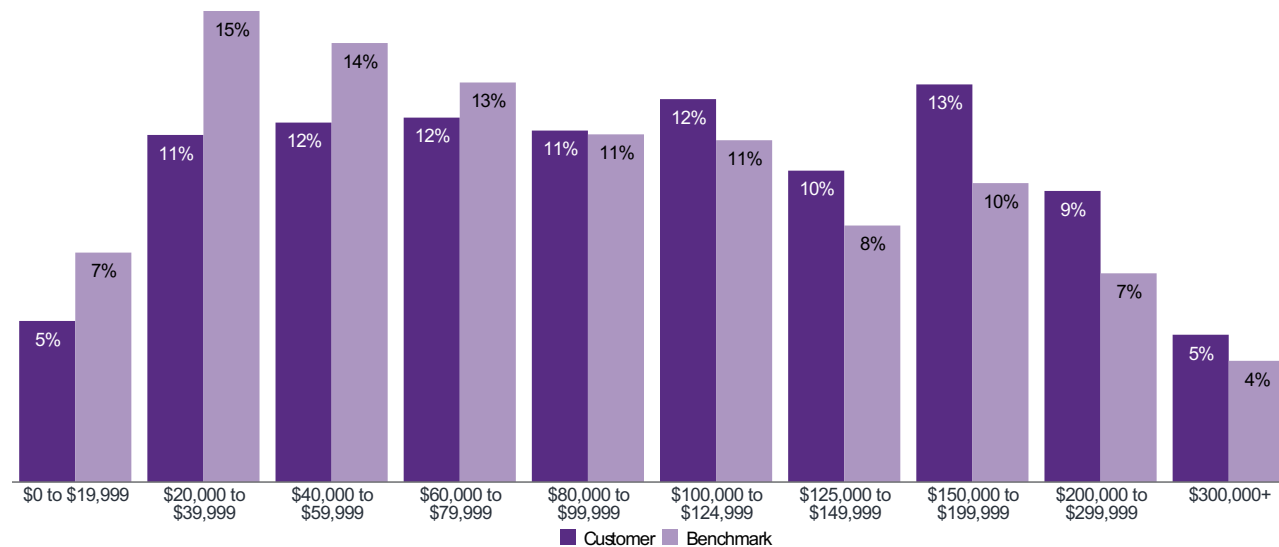
## AVERAGE HOUSEHOLD INCOME



\$123,714

Index: 113

## HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Ontario

Copyright © 2019 by Environics Analytics (EA). Source: ©2019 Environics Analytics, ©2019 Environics Research, © Numeris 2019. All Rights Reserved., ©2019 Environics Analytics. PRIZM is a registered trademark of Claritas, Inc. used under license.. (<https://en.environicsanalytics.ca/Envision/About/1/2019>)

\*Chosen from index ranking with minimum 5% composition

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

# Demographics | Education & Employment



Customers: July - September 2019 Durham: Record Count

## EDUCATION



30.7%

Index: 110

University Degree

## LABOUR FORCE PARTICIPATION



63.8%

Index: 103

Participation Rate

## METHOD OF TRAVEL TO WORK: TOP 2\*



73.9%

Index: 105

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

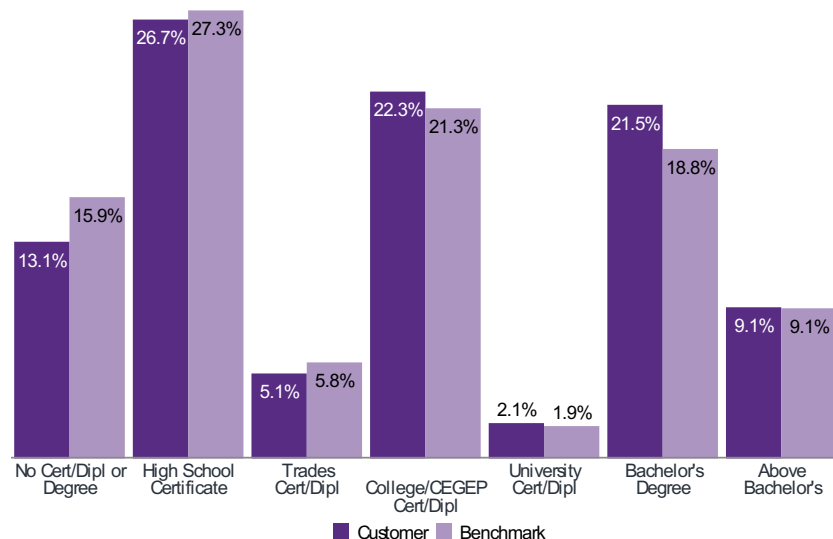


14.5%

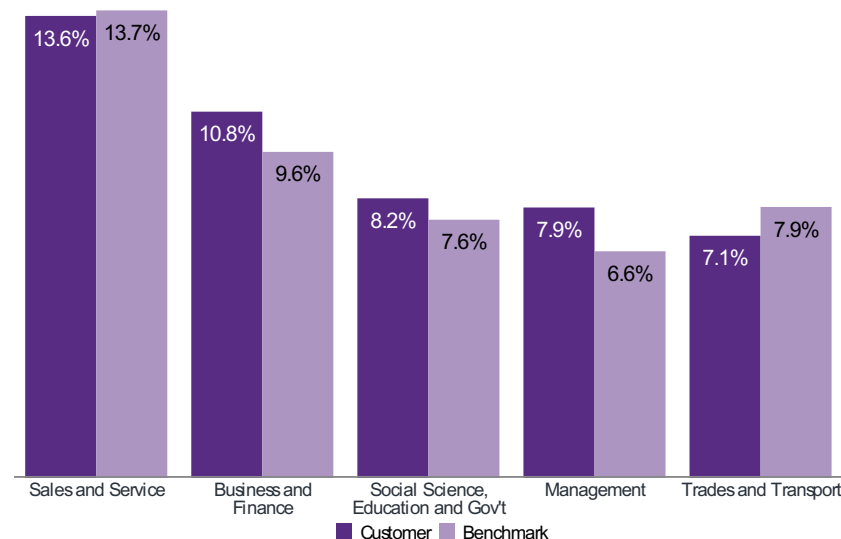
Index: 94

Travel to work by **Public Transit**

## EDUCATIONAL ATTAINMENT



## OCCUPATIONS: TOP 5\*



Benchmark: Ontario

\*Ranked by percent composition

Copyright © 2019 by Environics Analytics (EA). Source: ©2019 Environics Analytics, ©2019 Environics Research, © Numeris 2019. All Rights Reserved., ©2019 Environics Analytics. PRIZM is a registered trademark of Claritas, Inc. used under license.. (<https://en.environicsanalytics.ca/Envision/About/1/2019>)

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

# Demographics | Diversity



Customers: July - September 2019 Durham: Record Count

## VISIBLE MINORITY PRESENCE



42.8%

Index: 130

Belong to a visible minority group

## NON-OFFICIAL LANGUAGE



2.7%

Index: 107

No knowledge of English or French

## IMMIGRATION



32.6%

Index: 108

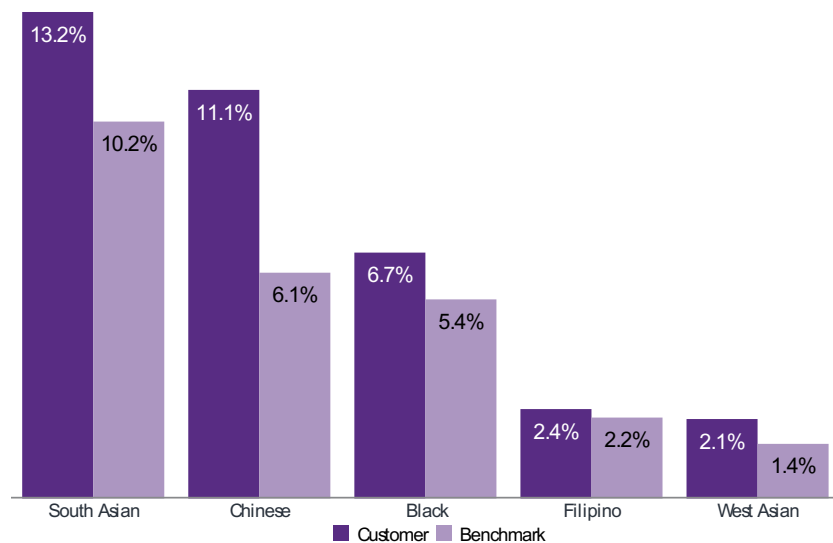
Born outside Canada

## PERIOD OF IMMIGRATION\*

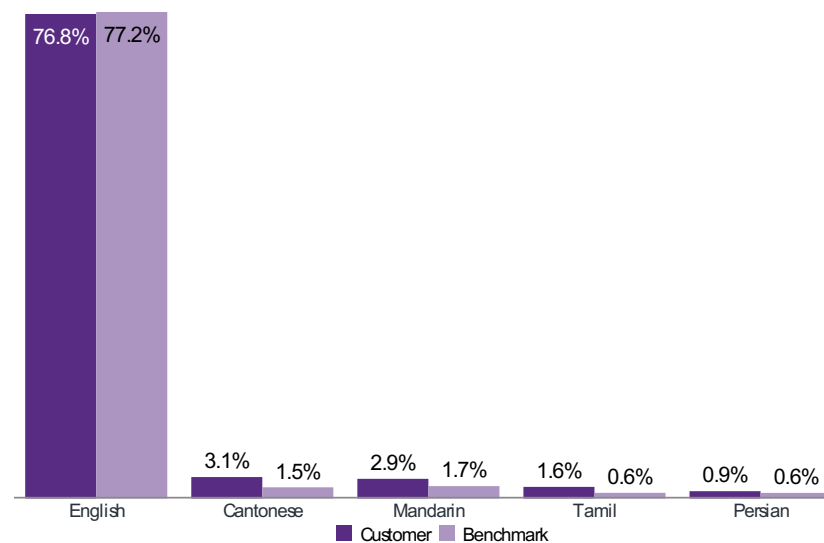
2017 To Present

% Comp: 6.3 Index: 124

## VISIBLE MINORITY STATUS: TOP 5\*\*



## LANGUAGES SPOKEN AT HOME: TOP 5\*\*



Benchmark: Ontario

\*Chosen from index ranking with minimum 5% composition

\*\*Ranked by percent composition

Copyright © 2019 by Environics Analytics (EA). Source: ©2019 Environics Analytics, ©2019 Environics Research, © Numeris 2019. All Rights Reserved., ©2019 Environics Analytics. PRIZM is a registered trademark of Claritas, Inc. used under license.. (<https://en.environicsanalytics.ca/Envision/About/1/2019>)

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



# Demographics | DemoStats Highlights



Customers: July - September 2019 Durham: Record Count

## HOUSEHOLD CHARACTERISTICS

	%	Base %	Index
<b>Age of Household Maintainer</b>			
15 to 24	1.62	2.51	65
25 to 34	14.71	14.36	102
35 to 44	21.12	17.28	122
45 to 54	21.57	19.23	112
55 to 64	19.52	20.55	95
65 to 74	12.63	14.85	85
75 or Older	8.83	11.22	79
<b>Size of Household</b>			
1 Person	19.75	26.06	76
2 Persons	29.63	32.67	91
3 Persons	18.00	16.13	112
4 Persons	20.15	15.39	131
5 or More Persons	12.47	9.75	128
<b>Household Type</b>			
Total Family Households	77.21	69.87	111
One-Family Households	73.55	67.19	109
Multiple-Family Households	3.66	2.67	137
Non-Family Households	22.79	30.13	76
One-Person Households	19.83	26.15	76
Two-Or-More-Person Households	2.97	3.98	75
<b>Marital Status</b>			
Married Or Living With A Common-Law Partner	61.40	57.19	107
Single (Never Legally Married)	25.54	27.63	92
Separated	3.04	3.35	91
Divorced	5.11	5.98	85
Widowed	4.91	5.86	84
<b>Children at Home</b>			
Percent: Households with Children at Home	52.24	43.89	119
<b>Age of Children at Home</b>			
0 to 4	17.10	15.68	109
5 to 9	18.32	16.40	112
10 to 14	17.82	16.69	107
15 to 19	16.39	16.81	98
20 to 24	13.98	14.88	94
25 and over	16.39	19.53	84

## DWELLING CHARACTERISTICS

	%	Base %	Index
<b>Housing Tenure</b>			
Owned	79.35	69.30	115
Rented	20.65	30.52	68
Band Housing	0.00	0.18	1
<b>Housing Type</b>			
Houses	77.99	68.33	114
Single-Detached House	60.38	53.59	113
Semi-Detached House	4.96	5.63	88
Row House	12.65	9.11	139
Apartments	21.84	31.18	70
High-rise (5+ Floors)	13.85	17.58	79
Low-rise (<5 Floors)	5.50	10.13	54
Detached Duplex	2.49	3.47	72
Other Dwelling Types	0.18	0.49	36
<b>Housing Period of Construction</b>			
Before 1961	11.66	23.90	49
1961 - 1980	15.79	27.49	57
1981 - 1990	9.86	12.80	77
1991 - 2000	12.58	11.81	106
2001 - 2005	13.26	7.27	182
2006 - 2010	16.76	6.76	248
2011 - 2016	15.36	6.21	247
After 2016	4.73	3.76	126

## INCOME, EDUCATION & EMPLOYMENT

	%	Base %	Index
<b>Household Income</b>			
Average Household Income	123,714.50	109,660.18	113
<b>Education</b>			
No Certificate, Diploma Or Degree	13.14	15.87	83
High School Certificate Or Equivalent	26.73	27.29	98
Apprenticeship Or Trades Cert/Dipl	5.09	5.77	88
College/CEGEP/Non-Uni Cert/Dipl	22.32	21.30	105
University Cert/Dipl Below Bachelor	2.06	1.88	110
University Degree	30.66	27.89	110
<b>Labour Force</b>			
In The Labour Force (15+)	63.77	61.67	103
<b>Labour Force by Occupation</b>			
Management	7.92	6.63	119
Business Finance Administration	10.75	9.56	112
Sciences	5.82	4.78	122
Health	4.08	4.03	101
Education, Gov't, Religion, Social	8.19	7.56	108
Art, Culture, Recreation, Sport	1.97	1.99	99
Sales and Service	13.58	13.74	99
Trades and Transport	7.09	7.94	89
Natural Resources and Agriculture	0.73	1.03	71
Manufacturing and Utilities	2.34	3.10	76
<b>Commuting</b>			
Car (As Driver)	73.89	70.42	105
Car (As Passenger)	5.95	6.04	99
Public Transit	14.51	15.50	94
Walk	3.91	5.50	71
Bicycle	0.77	1.39	55

## LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	%	Base %	Index
<b>Knowledge of Official Language</b>			
English Only	88.55	86.06	103
French Only	0.11	0.30	37
English And French	8.68	11.16	78
Neither English Nor French	2.66	2.49	107
<b>Immigration Status</b>			
Non-Immigrant Population	66.00	68.10	97
Born In Province of Residence	59.52	60.58	98
Born Outside Province of Residence	6.47	7.52	86
Immigrant Population	32.59	30.16	108
<b>Visible Minority Status</b>			
Total Visible Minorities	42.76	32.87	130
Chinese	11.11	6.12	182
South Asian	13.24	10.25	129
Black	6.67	5.39	124
Filipino	2.40	2.16	111
Latin American	1.17	1.62	72
Southeast Asian	0.76	1.04	73
Arab	1.37	1.87	73
West Asian	2.12	1.45	147
Korean	0.71	0.69	102
Japanese	0.23	0.21	108
<b>Mother Tongue*</b>			
English	66.11	66.01	100
French	1.81	3.83	47
Total Non-Official	29.13	27.35	107
Cantonese	4.21	2.04	206
Mandarin	3.78	2.23	170
Tamil	2.50	0.90	276
Urdu	1.62	1.20	135
Persian	1.53	0.99	154
Tagalog	1.32	1.31	101
Spanish	1.12	1.48	76
Italian	1.08	1.65	65
Russian	1.04	0.77	134
Arabic	0.95	1.45	66

Benchmark: Ontario

Copyright © 2019 by Environics Analytics (EA). Source: ©2019 Environics Analytics, ©2019 Environics Research, © Numeris 2019. All Rights Reserved., ©2019 Environics Analytics. PRIZM is a registered trademark of Claritas, Inc. used under license.. (<https://en.environicsanalytics.ca/Envision/About/1/2019>)

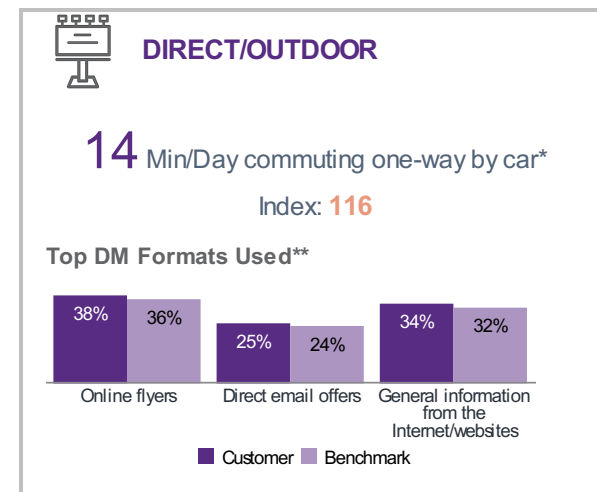
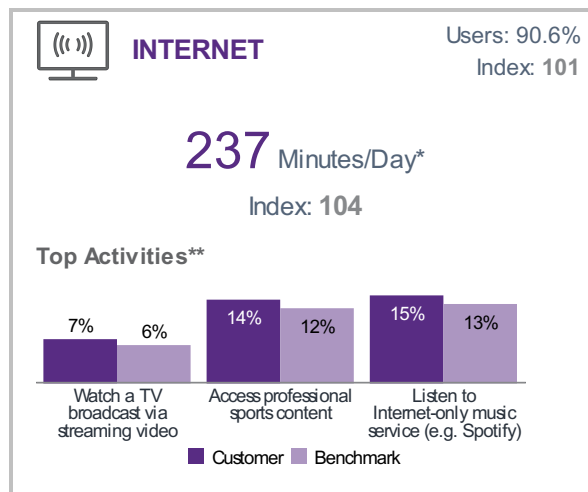
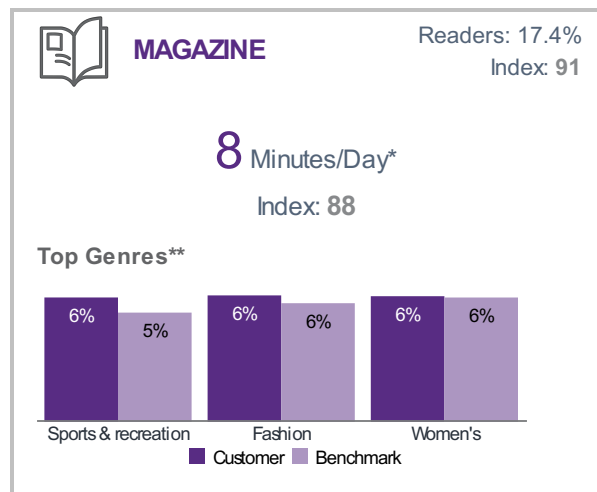
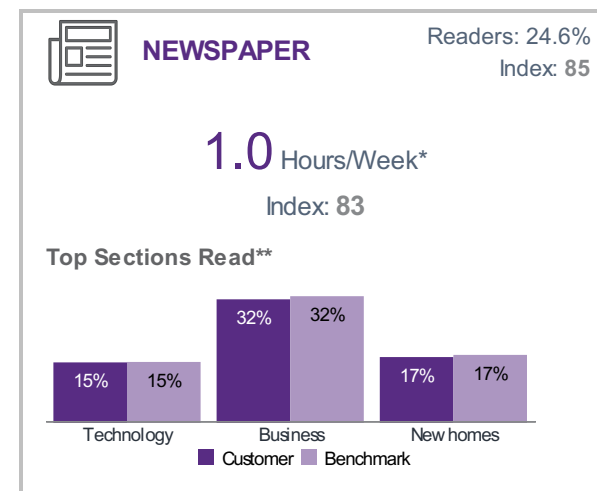
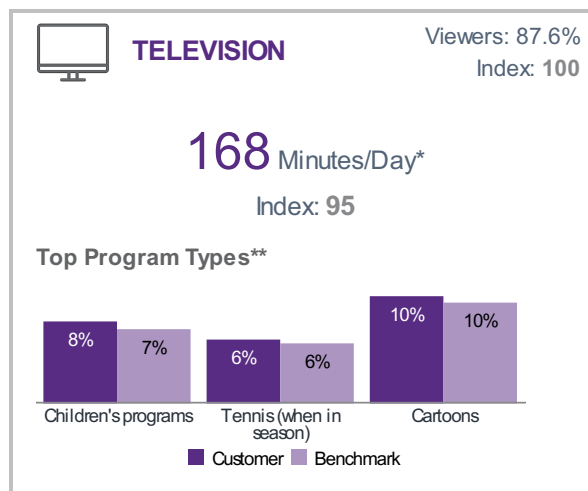
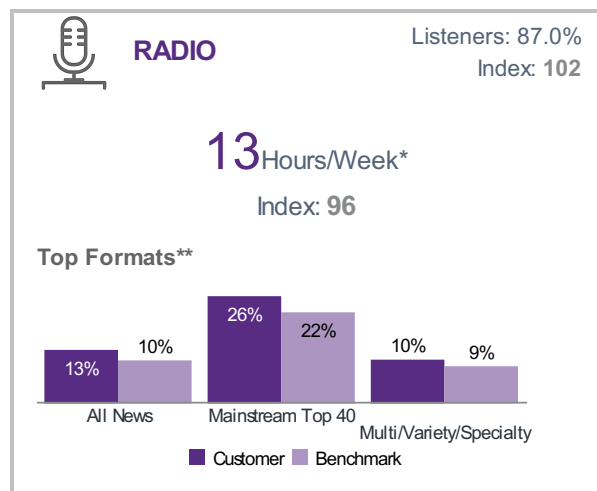
\*Displaying top 10 non-official Mother Tongue language variables by percent composition

Index Colours: <80 80 - 110 110+

# Behavioural | Media Overview



Customers: July - September 2019 Durham: Record Count



Benchmark: Ontario

Copyright © 2019 by Environics Analytics (EA). Source: ©2019 Environics Analytics, ©2019 Environics Research, © Numeris 2019. All Rights Reserved., ©2019 Environics Analytics. PRIZM is a registered trademark of Claritas, Inc. used under license.. (<https://en.environicsanalytics.ca/Envision/About/1/2019>)

\*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



Customers: July - September 2019 Durham: Record Count

## Top Shows & Exhibitions

Auto shows



6.0%

Index: 104

Home shows



5.8%

Index: 96

Craft shows



7.2%

Index: 82

## Top Local Attractions & Destinations

Zoos/aquariums



25.6%

Index: 109

Theme parks



20.9%

Index: 108

Indoor amusement centres



10.5%

Index: 106

Other leisure activities



37.3%

Index: 105

## Top Professional Sports

Basketball



11.5%

Index: 120

Horse racing



5.1%

Index: 115

Hockey



24.8%

Index: 106

Baseball



25.9%

Index: 105

## Top Concert & Theatre Venues

Concerts - Arenas



34.0%

Index: 103

Concerts - Night clubs/bars



14.9%

Index: 103

Concerts - Casinos



15.1%

Index: 102

Concerts - Outdoor stages



11.1%

Index: 99

Benchmark: Ontario

Copyright © 2019 by Environics Analytics (EA). Source: ©2019 Environics Analytics, ©2019 Environics Research, © Numeris 2019. All Rights Reserved., ©2019 Environics Analytics. PRIZM is a registered trademark of Claritas, Inc. used under license.. (<https://en.environicsanalytics.ca/Envision/About/1/2019>)

\*Chosen from index ranking with minimum 5% composition

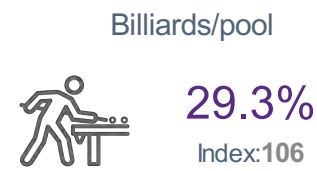
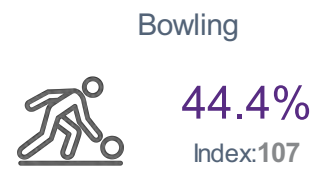
Index Colours: <80 80 - 110 110+

# Behavioural | Sports & Leisure Overview - Participate

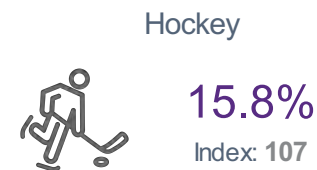
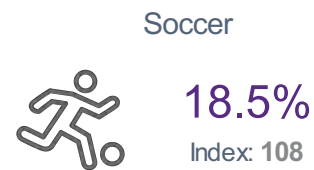
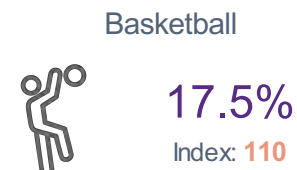


Customers: July - September 2019 Durham: Record Count

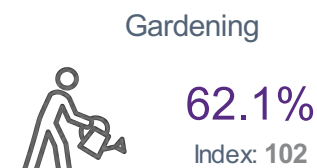
## Top Individual Sports



## Top Team Sports



## Top Activities



## Top Fitness



Benchmark: Ontario

Copyright © 2019 by Environics Analytics (EA). Source: ©2019 Environics Analytics, ©2019 Environics Research, © Numeris 2019. All Rights Reserved., ©2019 Environics Analytics. PRIZM is a registered trademark of Claritas, Inc. used under license.. (<https://en.environicsanalytics.ca/Envision/About/1/2019>)

\*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Customers: July - September 2019 Durham: Record Count

## TELEVISION

	%	Base %	Index
<b>Viewership</b>			
Heavy	12.74	15.93	80
Medium/Heavy	16.24	16.20	100
Medium	18.07	17.46	103
Medium/Light	18.78	18.30	103
Light	21.80	19.39	112
<b>Top Program Types (Watch in Typical Week)*</b>			
Children's programs	7.88	7.13	111
Tennis (when in season)	6.11	5.73	107
Cartoons	10.36	9.73	106
Hockey (when in season)	27.33	25.74	106
Baseball (when in season)	20.98	20.26	104
Basketball (when in season)	11.19	10.80	104
NFL football (when in season)	12.80	12.46	103
Auto racing	5.27	5.16	102
Situation comedies	27.06	26.87	101
Late night talk shows	9.27	9.27	100
Evening local news	36.19	36.53	99
Home renovation/decoration shows	26.25	26.64	99
Sci-Fi/fantasy/comic book shows	12.28	12.39	99
Entertainment news programs	9.13	9.30	98
Reality shows	15.85	16.20	98

## RADIO

	%	Base %	Index
<b>Listenership</b>			
Heavy	18.68	20.79	90
Medium/Heavy	21.90	20.71	106
Medium	20.84	19.35	108
Medium/Light	21.25	20.42	104
Light	17.34	18.72	93
<b>Top Formats (Weekly Reach)*</b>			
All News	12.64	10.09	125
Mainstream Top 40/CHR	25.73	21.80	118
Multi/Variety/Specialty	10.27	8.67	118
Sports	5.95	5.08	117
Modern/Alternative Rock	10.44	9.20	113
Mainstream Rock	8.48	7.59	112
Hot Adult Contemporary	17.22	16.12	107
Adult Contemporary	16.55	16.33	101
Classic Hits	17.57	17.38	101
Not Classified	7.91	8.90	89
Today's Country	10.47	12.03	87
News/Talk	18.45	21.72	85

## NEWSPAPERS

	%	Base %	Index
<b>Readership - Dailies</b>			
Heavy	5.01	6.03	83
Medium/Heavy	4.49	5.85	77
Medium	5.30	5.62	94
Medium/Light	5.33	5.87	91
Light	4.49	5.67	79
<b>Section Read - Dailies*</b>			
Computer/high tech	15.20	15.31	99
Business & financial	31.55	32.37	97
New homes section	16.58	17.14	97
Sports	28.80	29.82	97
National news	52.75	54.69	96
Travel	30.26	31.38	96
Fashion/lifestyle	21.84	23.01	95
International news/world section	49.12	51.70	95
Movie & entertainment	35.77	37.56	95
Classified ads (excl. real estate)	13.36	14.19	94
<b>Readership - Community Papers</b>			
Heavy	7.79	8.75	89
Medium/Heavy	6.04	6.89	88
Medium	7.07	7.65	93
Medium/Light	7.28	7.63	95
Light	7.61	7.74	98

## INTERNET

	%	Base %	Index
<b>Usage</b>			
Heavy	21.13	19.85	106
Medium/Heavy	20.03	19.27	104
Medium	18.19	18.18	100
Medium/Light	16.91	16.84	100
Light	14.32	15.37	93
<b>Online Social Networks (Used in Past Month)</b>			
LinkedIn	17.57	15.27	115
Online/Internet dating sites	2.86	2.57	111
Twitter	17.33	15.95	109
Instagram	28.72	26.96	107
Snapchat	16.20	15.07	107
YouTube	44.24	42.12	105
Pinterest	16.02	15.74	102
Tumblr	2.89	2.83	102
Google+	22.22	22.45	99
Facebook	52.56	53.69	98
Video/photo sharing	1.39	1.50	93
<b>Top Activities (Past Week)</b>			
Watch a TV broadcast via streaming video	7.23	6.22	116
Access professional sports content	13.92	12.47	112
Listen to Internet-only music service (e.g. Spotify)	14.64	13.19	111
Listen to music via streaming video service (e.g. YouTube)	28.81	26.32	109
Download any video content (free or paid)	11.75	10.90	108
Place/respond to an online classified advertisement	5.70	5.27	108
Access travel content	9.60	8.98	107
Watch a subscription-based video service (e.g. Netflix)	29.19	27.45	106
Watch free streaming music videos	25.61	24.11	106
Watch other online free streaming videos	28.98	27.70	105
Take pictures/video	51.77	49.10	105
Download music/MP3 files (free or paid)	12.75	12.31	104
Share/refer/link friends to a website or an article	19.35	18.68	104
Send/receive a text/instant message	60.93	58.81	104
Purchase products or services	20.19	19.38	104

## DIRECT

	%	Base %	Index
<b>Used in Shopping</b>			
Online flyers	37.62	35.96	105
Direct email offers	25.46	24.30	105
General information from the Internet/websites	34.01	32.28	105
Coupons	35.28	35.28	100
Local store catalogues	22.98	23.32	99
Flyers delivered to the door or in the mail	42.51	44.88	95
Flyers inserted into a community newspaper	37.31	39.97	93
Flyers inserted into a daily newspaper	20.02	21.83	92
Mail order	6.50	7.55	86
Yellow Pages (print or online)	3.97	4.69	85
<b>Opinion of Flyers to Door/By Mail</b>			
Somewhat unfavourable	20.51	19.98	103
Very unfavourable	23.50	22.73	103
Somewhat favourable	34.98	35.09	100
Very favourable	21.01	22.20	95

## MAGAZINES

	%	Base %	Index
<b>Readership</b>			
Heavy	3.55	3.75	95
Medium/Heavy	3.11	3.72	84
Medium	3.60	3.71	97
Medium/Light	3.48	3.92	89
Light	3.61	4.03	90
<b>Top Magazine Types*</b>			
Sports & recreation	6.03	5.29	114
Fashion	6.13	5.75	107
Women's	6.09	6.03	101
Travel & tourism	6.76	6.84	99
Entertainment/celebrity	7.99	8.52	94
Food & beverage	11.01	11.76	94
Gardening & homes	7.40	7.85	94
Home décor	5.45	5.89	93
Health/fitness	6.29	6.97	90
News & current affairs	7.36	8.14	90

Benchmark: Ontario

Copyright © 2019 by Environics Analytics (EA). Source: ©2019 Environics Analytics, ©2019 Environics Research, © Numeris 2019. All Rights Reserved., ©2019 Environics Analytics. PRIZM is a registered trademark of Claritas, Inc. used under license.. (<https://en.environicsanalytics.ca/Envision/About/1/2019>)

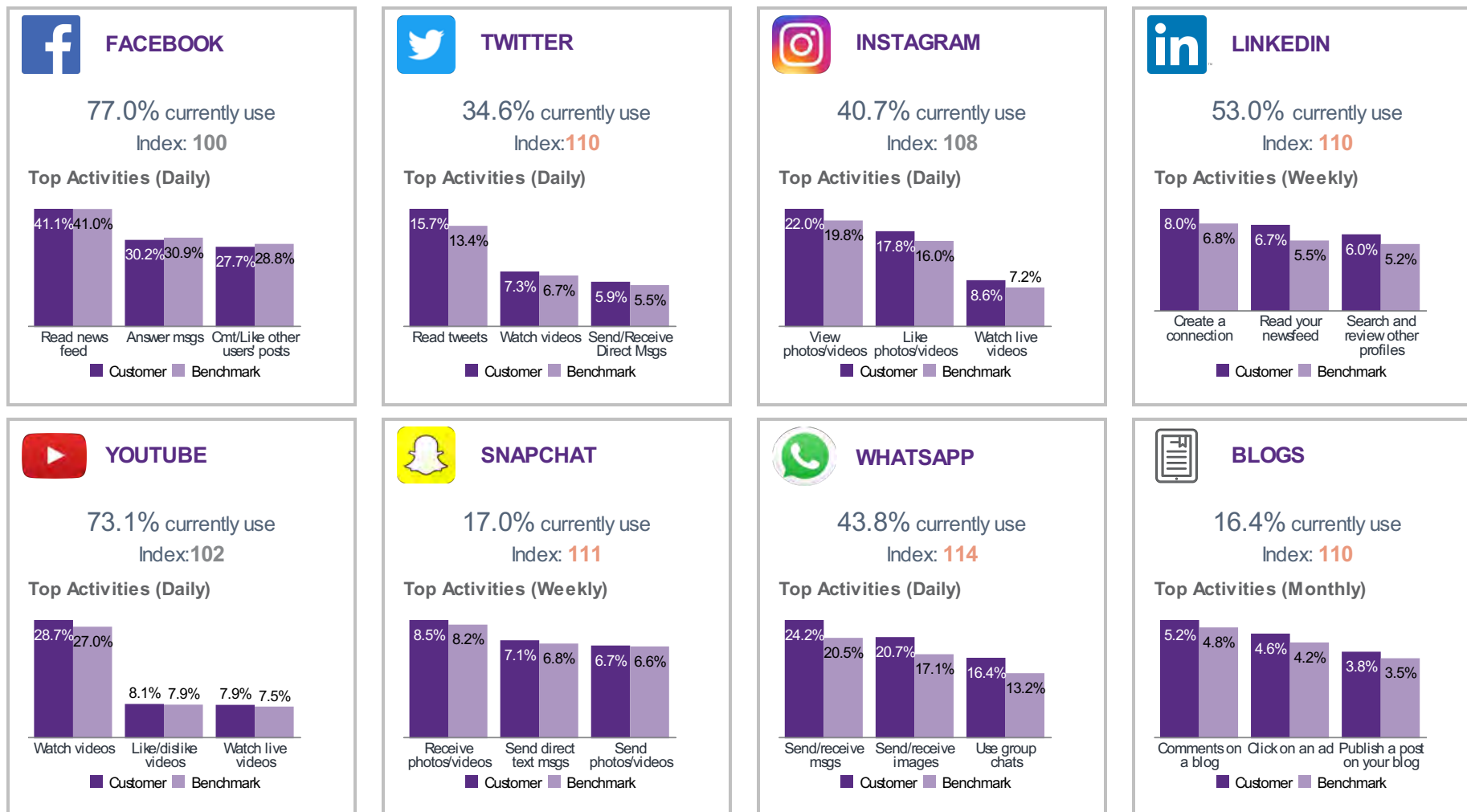
\*Chosen from index ranking with minimum 5% composition

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

# Opticks Social | Social Media Activities



Customers: July - September 2019 Durham: Record Count



Benchmark: Ontario

Copyright © 2019 by Environics Analytics (EA). Source: ©2019 Environics Analytics, ©2019 Environics Research, © Numeris 2019. All Rights Reserved., ©2019 Environics Analytics. PRIZM is a registered trademark of Claritas, Inc. used under license.. (<https://en.environicsanalytics.ca/Envision/About/1/2019>)

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



Customers: July - September 2019 Durham: Record Count

## FRIENDS IN ALL SM NETWORKS



32.5%

Index: 93

0-49 friends

## FREQUENCY OF USE (DAILY)



57.0%

Index: 99

Facebook

## BRAND INTERACTION



39.7%

Index: 101

Like brand on Facebook

## NO. OF BRANDS INTERACTED

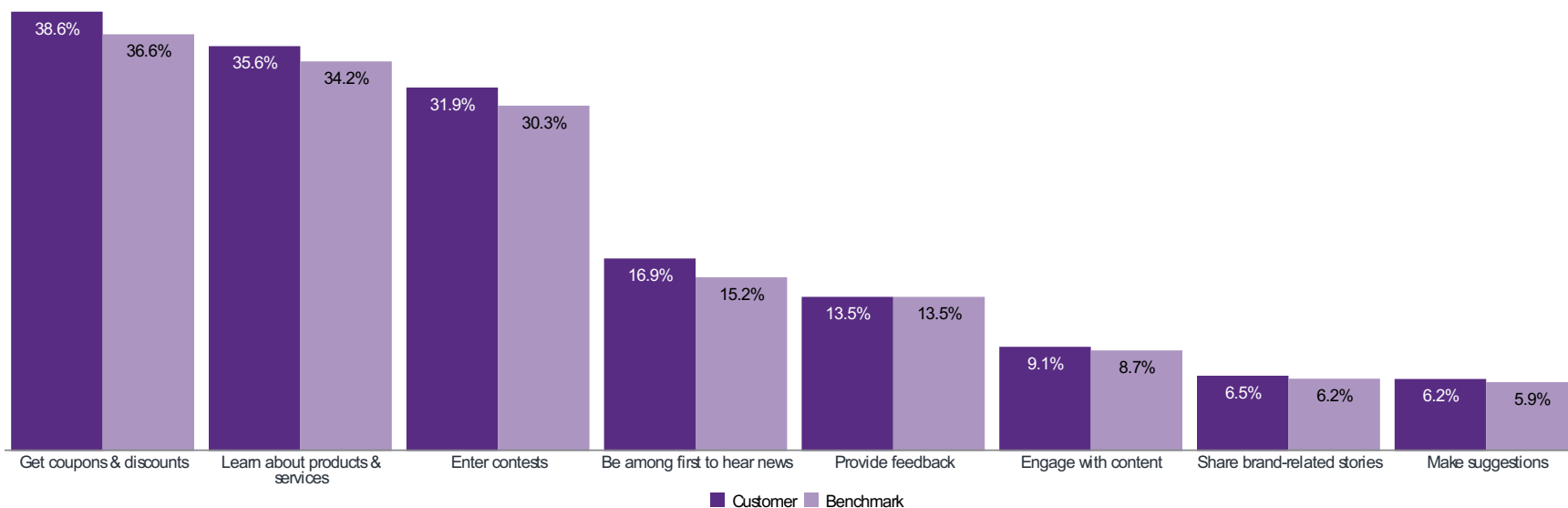


35.2%

Index: 105

2-5 brands

## REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Ontario

Copyright © 2019 by Environics Analytics (EA). Source: ©2019 Environics Analytics, ©2019 Environics Research, © Numeris 2019. All Rights Reserved., ©2019 Environics Analytics. PRIZM is a registered trademark of Claritas, Inc. used under license.. (<https://en.environicsanalytics.ca/Envision/About/1/2019>)

Chosen and ranked by percent composition

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

# Opticks Social | Purchases and Future Usage



Customers: July - September 2019 Durham: Record Count

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



12.5%

Index: 106

Vacation, travel-related



9.4%

Index: 108

Big-ticket (i.e. appliances)



9.0%

Index: 102

Entertainment-related (i.e. movies)

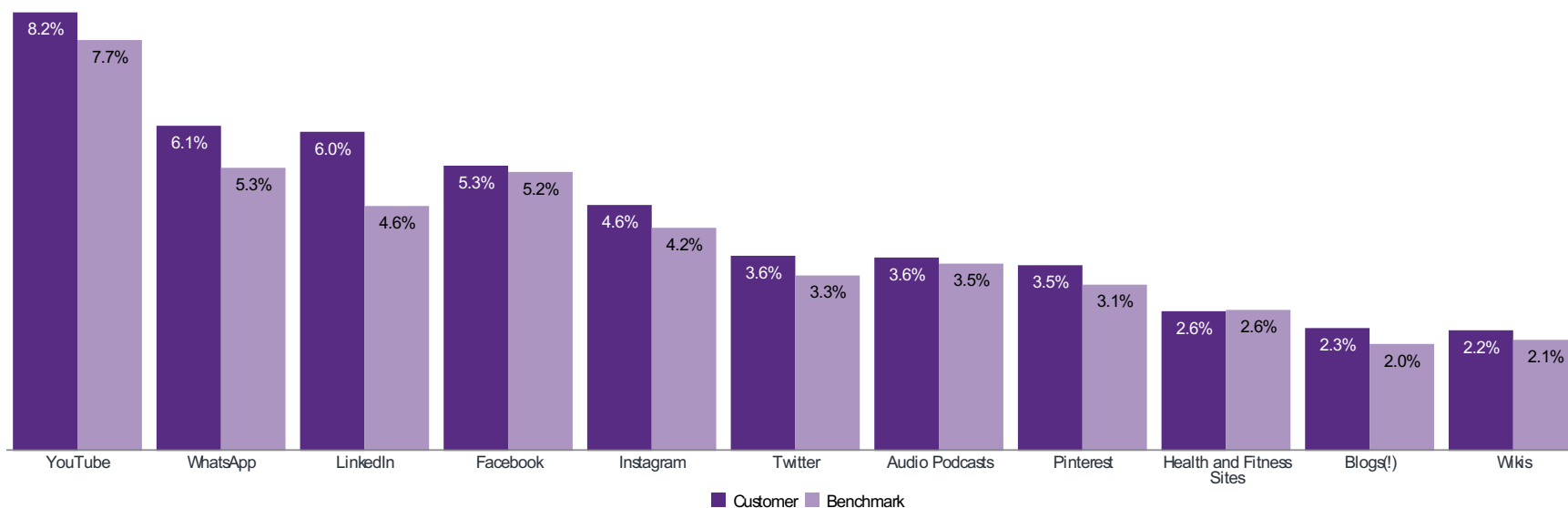


8.8%

Index: 113

Car, auto-related

## USAGE EXPECTATIONS (Increase in the next yr)



Benchmark: Ontario

Copyright © 2019 by Environics Analytics (EA). Source: ©2019 Environics Analytics, ©2019 Environics Research, © Numeris 2019. All Rights Reserved., ©2019 Environics Analytics. PRIZM is a registered trademark of Claritas, Inc. used under license.. (<https://en.environicsanalytics.ca/Envision/About/1/2019>)

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



Customers: July - September 2019 Durham: Record Count



## DESCRIBES ME\*...

*Use SM to stay connected with personal contacts*

% Comp **47.5** Index **103**



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

% Comp **28.0** Index **106**



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

% Comp **74.0** Index **101**



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

% Comp **11.2** Index **107**



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

% Comp **83.7** Index **99**



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

% Comp **24.0** Index **104**

Benchmark: Ontario

Copyright © 2019 by Environics Analytics (EA). Source: ©2019 Environics Analytics, ©2019 Environics Research, © Numeris 2019. All Rights Reserved., ©2019 Environics Analytics. PRIZM is a registered trademark of Claritas, Inc. used under license.. (<https://en.environicsanalytics.ca/Envision/About/1/2019>)

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

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

## Top 5 segments represent 40.8% of customers in Ontario



Rank: 1  
Customers: 554  
Customers %: 12.28  
% in Benchmark: 4.78  
Index: 257

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



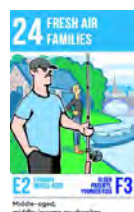
Rank: 2  
Customers: 423  
Customers %: 9.38  
% in Benchmark: 3.42  
Index: 274

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



Rank: 3  
Customers: 339  
Customers %: 7.51  
% in Benchmark: 3.19  
Index: 236

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



Rank: 4  
Customers: 314  
Customers %: 6.96  
% in Benchmark: 4.14  
Index: 168

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



Rank: 5  
Customers: 211  
Customers %: 4.68  
% in Benchmark: 4.09  
Index: 114

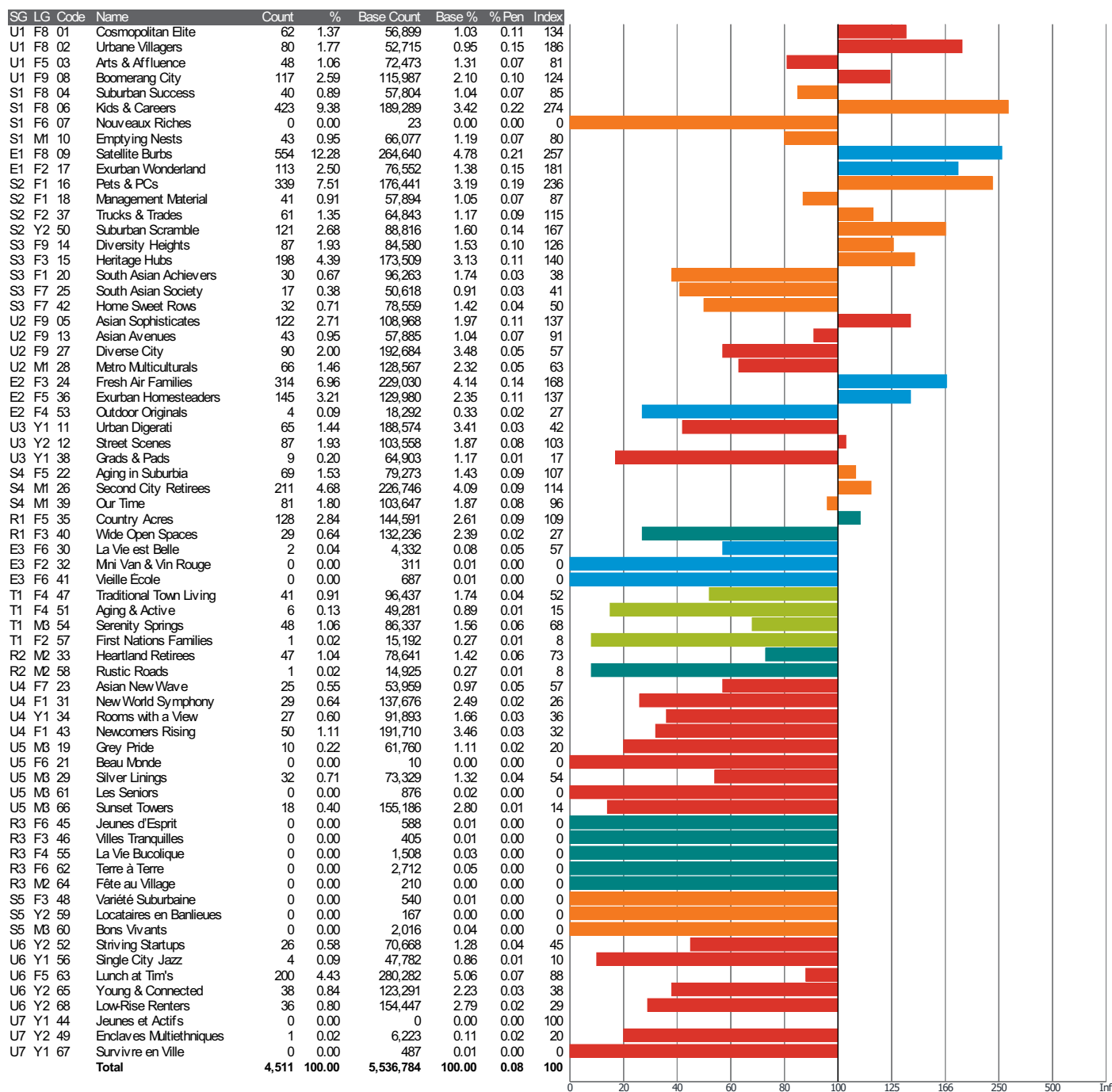
Second City Retirees consists of a mix of older and mature couples and families found in the suburban neighbourhoods of second-tier cities like Hamilton, Winnipeg and Windsor. Most residents are over 55 years old and are divided between those now retired and those approaching retirement from jobs in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

# PRIZM Profile | Customers



Customers: July - September 2019 Durham: Record Count

Total Customers :4,511



Benchmark: Ontario

Copyright © 2019 by Environics Analytics (EA). Source: ©2019 Environics Analytics, ©2019 Environics Research, © Numeris 2019. All Rights Reserved.  
 ©2019 Environics Analytics. PRIZM is a registered trademark of Claritas, Inc. used under license.  
<https://en.environicsanalytics.ca/Envision/About/1/2019>

Customers: July - September 2019 Durham: Record Count



## Strong Values

	Index
Social Darwinism	107
Importance of Aesthetics	106
Sexism	106
Confidence in Advertising	105
Ecological Fatalism	105
Effort Toward Health	105
Need for Status Recognition	105
Anomie-Aimlessness	105
Buying on Impulse	104
Attraction For Crowds	104



## Descriptions | Top 3 Strong Values

### Social Darwinism

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

### Importance of Aesthetics

Tendency to base purchase decisions on aesthetic rather than utilitarian considerations. Measures the attention given to the beauty of objects and products purchased. People strong on this construct often buy products purely for their appearance. Aesthetic, in this case, is a form of personal expression.

### Sexism

Belief in traditional, male-dominated views on the division of gender roles – that men are naturally superior to women. These views carry into economic issues such as the belief that, when both partners are working, the husband should be the main bread-winner.



## Weak Values

	Index
Fulfilment Through Work	88
Ecological Concern	91
Personal Creativity	91
Primacy of Environmental Protection	92
Ethical Consumerism	93
Interest in the Unexplained	93
Rejection of Authority	93
Brand Apathy	94
Rejection of Inequality	94
Attraction to Nature	94



## Descriptions | Top 3 Weak Values

### Fulfilment Through Work

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

### Ecological Concern

A tendency to believe that today's environmental problems are a result of industrial and personal disregard for the environment. People strong on this construct feel that environmental destruction is unacceptable and reject the notion that job protection or economic advancement should be allowed at the expense of environmental protection. They also reject the idea that any one person is too small to make a contribution to this project

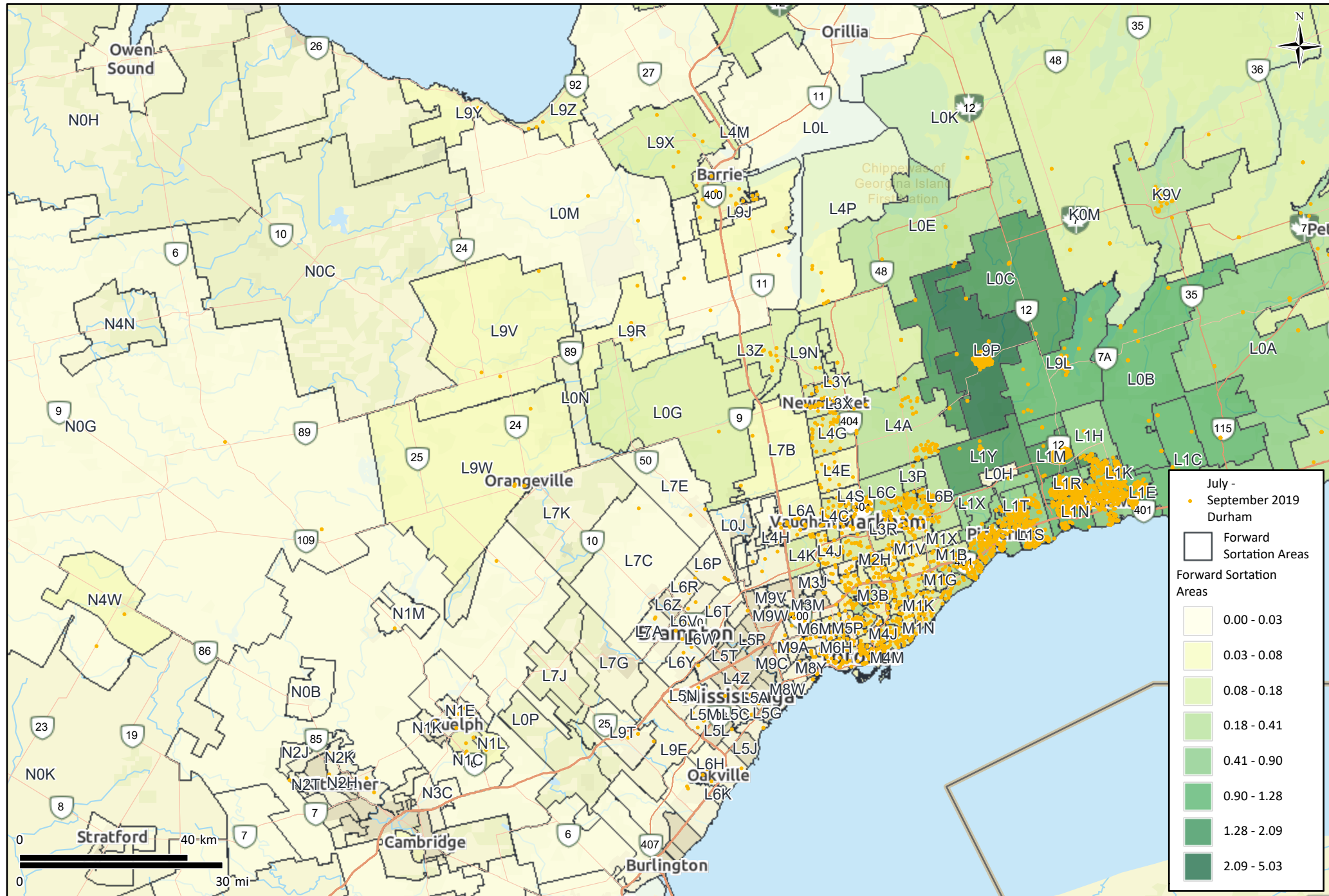
### Personal Creativity

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



**Report 2: Ranking Standard Areas (FSA)**  
**July - September 2019 Postal Codes**

# July- September 2019 Durham- Record Count (percentPenetration)





# Ranking Areas - Std. Geo. | Customers

Customer: July - September 2019 Durham: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
L9P (Uxbridge, ON)	L9P	328	7.05	6,525	0.04	5.03	16,113
L1N (Whitby, ON)	L1N	194	4.17	19,352	0.13	1.00	3,213
L1C (Bowmanville, ON)	L1C	164	3.52	16,821	0.11	0.97	3,125
L1R (Whitby, ON)	L1R	163	3.50	13,657	0.09	1.19	3,826
L1K (Oshawa, ON)	L1K	150	3.22	13,581	0.09	1.10	3,540
L1G (Oshawa, ON)	L1G	143	3.07	18,705	0.13	0.76	2,451
L1M (Whitby, ON)	L1M	128	2.75	7,155	0.05	1.79	5,734
L1J (Oshawa, ON)	L1J	125	2.69	17,787	0.12	0.70	2,253
L1T (Ajax, ON)	L1T	118	2.54	15,442	0.10	0.76	2,449
L1S (Ajax, ON)	L1S	115	2.47	16,317	0.11	0.70	2,259
L1H (Oshawa, ON)	L1H	114	2.45	14,375	0.10	0.79	2,542
L1E (Bowmanville, ON)	L1E	98	2.11	9,898	0.07	0.99	3,174
L1V (Pickering, ON)	L1V	97	2.08	18,283	0.12	0.53	1,701
L9L (Port Perry, ON)	L9L	77	1.66	6,005	0.04	1.28	4,110
L1Z (Ajax, ON)	L1Z	76	1.63	8,912	0.06	0.85	2,733
L1P (Whitby, ON)	L1P	73	1.57	5,733	0.04	1.27	4,081
L4A (Stouffville, ON)	L4A	68	1.46	16,357	0.11	0.42	1,333
K0K (Picton, ON)	K0K	67	1.44	46,968	0.32	0.14	457
L0C (Sunderland, ON)	L0C	65	1.40	3,452	0.02	1.88	6,036
L0B (Orono, ON)	L0B	57	1.23	6,042	0.04	0.94	3,024
L1W (Pickering, ON)	L1W	55	1.18	6,867	0.05	0.80	2,567
L1L (Oshawa, ON)	L1L	46	0.99	2,201	0.01	2.09	6,699
L1B (Bowmanville, ON)	L1B	44	0.95	4,902	0.03	0.90	2,877
L1X (Pickering, ON)	L1X	44	0.95	6,396	0.04	0.69	2,205
K9J (Peterborough, ON)	K9J	43	0.92	19,228	0.13	0.22	717
M1C (Scarborough, ON)	M1C	42	0.90	11,957	0.08	0.35	1,126
L3P (Markham, ON)	L3P	38	0.82	13,345	0.09	0.28	913
L4G (Aurora, ON)	L4G	38	0.82	20,542	0.14	0.18	593
M1E (Scarborough, ON)	M1E	37	0.80	18,764	0.13	0.20	632
L6C (Markham, ON)	L6C	35	0.75	16,552	0.11	0.21	678
K0L (Bancroft, ON)	K0L	34	0.73	29,266	0.20	0.12	372
K0M (Bobcaygeon, ON)	K0M	34	0.73	22,506	0.15	0.15	484
K9A (Cobourg, ON)	K9A	34	0.73	11,549	0.08	0.29	944
L0A (Millbrook, ON)	L0A	33	0.71	5,253	0.04	0.63	2,014
L6E (Markham, ON)	L6E	30	0.65	11,094	0.07	0.27	867
K9V (Lindsay, ON)	K9V	27	0.58	11,978	0.08	0.23	723
K9K (Peterborough, ON)	K9K	26	0.56	5,079	0.03	0.51	1,641
L1A (Port Hope, ON)	L1A	26	0.56	6,888	0.05	0.38	1,210
L3R (Markham, ON)	L3R	26	0.56	20,936	0.14	0.12	398
L4C (Richmond Hill, ON)	L4C	25	0.54	27,340	0.18	0.09	293
L3Y (Newmarket, ON)	L3Y	24	0.52	17,461	0.12	0.14	441
L6B (Markham, ON)	L6B	24	0.52	9,324	0.06	0.26	825
L3T (Thornhill, ON)	L3T	23	0.49	21,398	0.14	0.11	345
M1B (Scarborough, ON)	M1B	23	0.49	21,466	0.14	0.11	343
L0E (Sutton West, ON)	L0E	21	0.45	8,707	0.06	0.24	773
L3X (Newmarket, ON)	L3X	21	0.45	14,471	0.10	0.15	465
L4J (Thornhill, ON)	L4J	21	0.45	27,884	0.19	0.08	241

# Ranking Areas - Std. Geo. | Customers

Customer: July - September 2019 Durham: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
M2N (Willowdale, ON)	M2N	21	0.45	37,137	0.25	0.06	181
K9H (Peterborough, ON)	K9H	20	0.43	13,569	0.09	0.15	472
K8V (Trenton, ON)	K8V	19	0.41	11,653	0.08	0.16	523
M4C (Toronto, ON)	M4C	19	0.41	20,194	0.14	0.09	302
L6A (Vaughan, ON)	L6A	18	0.39	26,604	0.18	0.07	217
L0K (Coldwater, ON)	L0K	17	0.36	14,860	0.10	0.11	367
M3A (Toronto, ON)	M3A	17	0.36	14,367	0.10	0.12	379
M1N (Scarborough, ON)	M1N	16	0.34	9,576	0.06	0.17	536
M4J (Toronto, ON)	M4J	16	0.34	16,336	0.11	0.10	314
K8N (Belleville, ON)	K8N	15	0.32	12,788	0.09	0.12	376
L3S (Markham, ON)	L3S	15	0.32	14,835	0.10	0.10	324
M1M (Scarborough, ON)	M1M	15	0.32	10,506	0.07	0.14	458
M1P (Scarborough, ON)	M1P	15	0.32	17,529	0.12	0.09	274
M2J (Willowdale, ON)	M2J	15	0.32	23,967	0.16	0.06	201
M4E (Toronto, ON)	M4E	15	0.32	11,550	0.08	0.13	416
M1R (Scarborough, ON)	M1R	14	0.30	10,251	0.07	0.14	438
M4M (Toronto, ON)	M4M	14	0.30	11,343	0.08	0.12	396
K0A (Almonte, ON)	K0A	13	0.28	38,473	0.26	0.03	108
L0G (Tottenham, ON)	L0G	13	0.28	15,288	0.10	0.09	273
L1Y (Pickering, ON)	L1Y	13	0.28	789	0.01	1.65	5,281
L4N (Barrie, ON)	L4N	13	0.28	37,641	0.25	0.03	111
M4L (Toronto, ON)	M4L	13	0.28	15,016	0.10	0.09	278
M4S (Toronto, ON)	M4S	13	0.28	14,237	0.10	0.09	293
K7M (Kingston, ON)	K7M	12	0.26	22,077	0.15	0.05	174
L4E (Richmond Hill, ON)	L4E	12	0.26	16,101	0.11	0.07	239
M3C (Toronto, ON)	M3C	12	0.26	17,055	0.11	0.07	226
M6P (Toronto, ON)	M6P	12	0.26	20,479	0.14	0.06	188
K7K (Kingston, ON)	K7K	11	0.24	16,160	0.11	0.07	218
K7P (Kingston, ON)	K7P	11	0.24	8,966	0.06	0.12	393
L3Z (Bradford, ON)	L3Z	11	0.24	12,503	0.08	0.09	282
L4B (Richmond Hill, ON)	L4B	11	0.24	14,177	0.10	0.08	249
M1G (Scarborough, ON)	M1G	11	0.24	10,804	0.07	0.10	326
M1J (Scarborough, ON)	M1J	11	0.24	11,920	0.08	0.09	296
M1K (Scarborough, ON)	M1K	11	0.24	18,651	0.13	0.06	189
M1L (Scarborough, ON)	M1L	11	0.24	14,667	0.10	0.07	240
M1T (Scarborough, ON)	M1T	11	0.24	13,884	0.09	0.08	254
M3B (Toronto, ON)	M3B	11	0.24	5,409	0.04	0.20	652
M4K (Toronto, ON)	M4K	11	0.24	15,305	0.10	0.07	230
M4N (Toronto, ON)	M4N	11	0.24	5,210	0.04	0.21	677
M5A (Toronto, ON)	M5A	11	0.24	24,570	0.17	0.04	144
M6C (Toronto, ON)	M6C	11	0.24	12,615	0.09	0.09	280
K0E (Prescott, ON)	K0E	10	0.21	15,798	0.11	0.06	203
K0H (Inverary, ON)	K0H	10	0.21	17,094	0.12	0.06	188
M1S (Scarborough, ON)	M1S	10	0.21	14,293	0.10	0.07	224
M1W (Scarborough, ON)	M1W	10	0.21	16,934	0.11	0.06	189
K2S (Ottawa, ON)	K2S	9	0.19	12,056	0.08	0.07	239
K8P (Belleville, ON)	K8P	9	0.19	9,709	0.07	0.09	297



# Ranking Areas - Std. Geo. | Customers

Customer: July - September 2019 Durham: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
M4B (Toronto, ON)	M4B	9	0.19	7,787	0.05	0.12	370
K4A (Ottawa, ON)	K4A	8	0.17	20,765	0.14	0.04	123
K7R (Napane, ON)	K7R	8	0.17	6,275	0.04	0.13	409
K9L (Peterborough, ON)	K9L	8	0.17	3,161	0.02	0.25	811
L4P (Keswick, ON)	L4P	8	0.17	11,085	0.07	0.07	231
M1V (Scarborough, ON)	M1V	8	0.17	17,184	0.12	0.05	149
M2H (Willowdale, ON)	M2H	8	0.17	9,407	0.06	0.09	273
M4G (Toronto, ON)	M4G	8	0.17	7,917	0.05	0.10	324
K2G (Ottawa, ON)	K2G	7	0.15	19,472	0.13	0.04	115
M1H (Scarborough, ON)	M1H	7	0.15	9,134	0.06	0.08	246
M4Y (Toronto, ON)	M4Y	7	0.15	27,560	0.18	0.03	81
M6J (Toronto, ON)	M6J	7	0.15	18,539	0.12	0.04	121
P1L (Bracebridge, ON)	P1L	7	0.15	7,458	0.05	0.09	301
K2A (Ottawa, ON)	K2A	6	0.13	7,820	0.05	0.08	246
K2K (Ottawa, ON)	K2K	6	0.13	9,870	0.07	0.06	195
L4S (Richmond Hill, ON)	L4S	6	0.13	11,463	0.08	0.05	168
L5B (Mississauga, ON)	L5B	6	0.13	27,450	0.18	0.02	70
L9W (Orangeville, ON)	L9W	6	0.13	17,201	0.12	0.03	112
M2K (Willowdale, ON)	M2K	6	0.13	11,692	0.08	0.05	164
M4P (Toronto, ON)	M4P	6	0.13	12,310	0.08	0.05	156
M5G (Toronto, ON)	M5G	6	0.13	6,316	0.04	0.09	304
M5M (Toronto, ON)	M5M	6	0.13	11,339	0.08	0.05	170
M6B (Toronto, ON)	M6B	6	0.13	11,555	0.08	0.05	166
M6G (Toronto, ON)	M6G	6	0.13	14,751	0.10	0.04	130
K2E (Ottawa, ON)	K2E	5	0.11	8,801	0.06	0.06	182
L4H (Woodbridge, ON)	L4H	5	0.11	20,870	0.14	0.02	77
L4K (Concord, ON)	L4K	5	0.11	5,172	0.04	0.10	310
L6P (Brampton, ON)	L6P	5	0.11	21,826	0.15	0.02	73
L6Y (Brampton, ON)	L6Y	5	0.11	29,156	0.20	0.02	55
L9X (Barrie, ON)	L9X	5	0.11	3,962	0.03	0.13	405
M2R (Willowdale, ON)	M2R	5	0.11	16,770	0.11	0.03	96
M4A (Toronto, ON)	M4A	5	0.11	7,967	0.05	0.06	201
M5R (Toronto, ON)	M5R	5	0.11	17,114	0.12	0.03	94
M5S (Toronto, ON)	M5S	5	0.11	5,779	0.04	0.09	277
M6E (Toronto, ON)	M6E	5	0.11	15,320	0.10	0.03	105
M6N (Toronto, ON)	M6N	5	0.11	17,428	0.12	0.03	92
M6R (Toronto, ON)	M6R	5	0.11	9,038	0.06	0.06	177
M6S (Toronto, ON)	M6S	5	0.11	15,555	0.10	0.03	103
H2R (Montreal, QC)	H2R	4	0.09	13,295	0.09	0.03	96
K1R (Ottawa, ON)	K1R	4	0.09	11,902	0.08	0.03	108
K1W (Ottawa, ON)	K1W	4	0.09	3,583	0.02	0.11	358
K2J (Ottawa, ON)	K2J	4	0.09	25,655	0.17	0.02	50
K2M (Ottawa, ON)	K2M	4	0.09	10,109	0.07	0.04	127
K2P (Ottawa, ON)	K2P	4	0.09	13,776	0.09	0.03	93
K4M (Manotick, ON)	K4M	4	0.09	4,477	0.03	0.09	286
K4P (Greely, ON)	K4P	4	0.09	3,635	0.02	0.11	353
K7V (Renfrew, ON)	K7V	4	0.09	6,364	0.04	0.06	201

# Ranking Areas - Std. Geo. | Customers

Customer: July - September 2019 Durham: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
L6H (Oakville, ON)	L6H	4	0.09	22,984	0.15	0.02	56
L9C (Hamilton, ON)	L9C	4	0.09	15,917	0.11	0.03	81
L9N (East Gwillimbury, ON)	L9N	4	0.09	3,633	0.02	0.11	353
L9S (Innisfil, ON)	L9S	4	0.09	11,548	0.08	0.03	111
L9T (Milton, ON)	L9T	4	0.09	35,291	0.24	0.01	36
L9Y (Collingwood, ON)	L9Y	4	0.09	12,083	0.08	0.03	106
L9Z (Wasaga Beach, ON)	L9Z	4	0.09	10,090	0.07	0.04	127
M1X (Scarborough, ON)	M1X	4	0.09	3,933	0.03	0.10	326
M5B (Toronto, ON)	M5B	4	0.09	6,198	0.04	0.06	207
M5J (Toronto, ON)	M5J	4	0.09	11,534	0.08	0.03	111
M5P (Toronto, ON)	M5P	4	0.09	9,157	0.06	0.04	140
M6K (Toronto, ON)	M6K	4	0.09	23,506	0.16	0.02	55
M8V (Etobicoke, ON)	M8V	4	0.09	19,877	0.13	0.02	65
N0G (Mount Forest, ON)	N0G	4	0.09	31,783	0.21	0.01	40
N0M (Clinton, ON)	N0M	4	0.09	27,151	0.18	0.01	47
N1G (Guelph, ON)	N1G	4	0.09	11,413	0.08	0.04	112
P3Y (Lively, ON)	P3Y	4	0.09	2,994	0.02	0.13	428
H1W (Montreal, QC)	H1W	3	0.06	17,272	0.12	0.02	56
H3N (Montreal, QC)	H3N	3	0.06	12,702	0.09	0.02	76
K1C (Ottawa, ON)	K1C	3	0.06	14,910	0.10	0.02	64
K1G (Ottawa, ON)	K1G	3	0.06	15,448	0.10	0.02	62
K1H (Ottawa, ON)	K1H	3	0.06	7,397	0.05	0.04	130
K1K (Ottawa, ON)	K1K	3	0.06	14,527	0.10	0.02	66
K1S (Ottawa, ON)	K1S	3	0.06	13,976	0.09	0.02	69
K1V (Ottawa, ON)	K1V	3	0.06	22,752	0.15	0.01	42
K2C (Ottawa, ON)	K2C	3	0.06	11,788	0.08	0.03	82
K2L (Ottawa, ON)	K2L	3	0.06	7,758	0.05	0.04	124
K6V (Brockville, ON)	K6V	3	0.06	13,458	0.09	0.02	71
K7L (Kingston, ON)	K7L	3	0.06	9,889	0.07	0.03	97
K7N (Kingston, ON)	K7N	3	0.06	3,255	0.02	0.09	295
L0L (Oro, ON)	L0L	3	0.06	14,719	0.10	0.02	65
L4L (Woodbridge, ON)	L4L	3	0.06	19,969	0.13	0.02	48
L4M (Barrie, ON)	L4M	3	0.06	18,668	0.13	0.02	52
L5M (Mississauga, ON)	L5M	3	0.06	33,695	0.23	0.01	29
L6G (Markham, ON)	L6G	3	0.06	3,884	0.03	0.08	248
L6R (Brampton, ON)	L6R	3	0.06	24,098	0.16	0.01	40
L6V (Brampton, ON)	L6V	3	0.06	15,465	0.10	0.02	62
L7A (Brampton, ON)	L7A	3	0.06	24,164	0.16	0.01	40
L8E (Hamilton, ON)	L8E	3	0.06	16,477	0.11	0.02	58
L9R (Alliston, ON)	L9R	3	0.06	8,951	0.06	0.03	107
L9V (Orangeville, ON)	L9V	3	0.06	5,914	0.04	0.05	163
M2L (Willowdale, ON)	M2L	3	0.06	4,526	0.03	0.07	212
M2M (Willowdale, ON)	M2M	3	0.06	13,577	0.09	0.02	71
M2P (Toronto, ON)	M2P	3	0.06	3,333	0.02	0.09	289
M3H (York, ON)	M3H	3	0.06	15,408	0.10	0.02	62
M3J (York, ON)	M3J	3	0.06	10,891	0.07	0.03	88
M4R (Toronto, ON)	M4R	3	0.06	6,261	0.04	0.05	154

# Ranking Areas - Std. Geo. | Customers

Customer: July - September 2019 Durham: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
M4T (Toronto, ON)	M4T	3	0.06	6,933	0.05	0.04	139
M4W (Toronto, ON)	M4W	3	0.06	6,236	0.04	0.05	154
M9B (Etobicoke, ON)	M9B	3	0.06	13,337	0.09	0.02	72
M9V (Etobicoke, ON)	M9V	3	0.06	18,040	0.12	0.02	53
N0B (Elora, ON)	N0B	3	0.06	29,596	0.20	0.01	32
N1E (Guelph, ON)	N1E	3	0.06	17,440	0.12	0.02	55
N1S (Cambridge, ON)	N1S	3	0.06	8,099	0.05	0.04	119
N2M (Kitchener, ON)	N2M	3	0.06	15,331	0.10	0.02	63
N6J (London, ON)	N6J	3	0.06	14,416	0.10	0.02	67
E1X (Tracadie-Sheila, NB)	E1X	2	0.04	5,892	0.04	0.03	109
E2G (Rothesay, NB)	E2G	2	0.04	2,026	0.01	0.10	316
E5K (Saint John Area, NB)	E5K	2	0.04	2,779	0.02	0.07	231
G1Y (Quebec, QC)	G1Y	2	0.04	5,333	0.04	0.04	120
G6Z (Saint-Jean-Chrysostome, QC)	G6Z	2	0.04	9,272	0.06	0.02	69
H4B (Montreal, QC)	H4B	2	0.04	11,338	0.08	0.02	57
J2X (Saint-Jean-Sur-Richelieu, QC)	J2X	2	0.04	8,578	0.06	0.02	75
K0G (Kemptville, ON)	K0G	2	0.04	15,754	0.11	0.01	41
K1T (Ottawa, ON)	K1T	2	0.04	13,411	0.09	0.01	48
K2B (Ottawa, ON)	K2B	2	0.04	14,681	0.10	0.01	44
K2T (Ottawa, ON)	K2T	2	0.04	3,588	0.02	0.06	179
L0M (Angus, ON)	L0M	2	0.04	13,094	0.09	0.02	49
L2T (St Catharines, ON)	L2T	2	0.04	4,676	0.03	0.04	137
L3V (Orillia, ON)	L3V	2	0.04	20,458	0.14	0.01	31
L4R (Midland, ON)	L4R	2	0.04	7,883	0.05	0.03	81
L5A (Mississauga, ON)	L5A	2	0.04	19,789	0.13	0.01	32
L5H (Mississauga, ON)	L5H	2	0.04	6,761	0.04	0.03	95
L5N (Mississauga, ON)	L5N	2	0.04	29,119	0.20	0.01	22
L6M (Oakville, ON)	L6M	2	0.04	21,508	0.14	0.01	30
L6S (Brampton, ON)	L6S	2	0.04	18,843	0.13	0.01	34
L7B (King City, ON)	L7B	2	0.04	5,047	0.03	0.04	127
L7E (Bolton, ON)	L7E	2	0.04	12,082	0.08	0.02	53
L8B (Burlington, ON)	L8B	2	0.04	10,130	0.07	0.02	63
L8L (Hamilton, ON)	L8L	2	0.04	13,507	0.09	0.01	47
L9G (Hamilton, ON)	L9G	2	0.04	8,713	0.06	0.02	74
L9H (Hamilton, ON)	L9H	2	0.04	13,120	0.09	0.02	49
M4H (Toronto, ON)	M4H	2	0.04	7,086	0.05	0.03	90
M4V (Toronto, ON)	M4V	2	0.04	10,932	0.07	0.02	59
M4X (Toronto, ON)	M4X	2	0.04	10,462	0.07	0.02	61
M5E (Toronto, ON)	M5E	2	0.04	5,485	0.04	0.04	117
M5N (Toronto, ON)	M5N	2	0.04	6,985	0.05	0.03	92
M5V (Toronto, ON)	M5V	2	0.04	38,089	0.26	0.01	17
M6H (Toronto, ON)	M6H	2	0.04	21,272	0.14	0.01	30
M8Z (Etobicoke, ON)	M8Z	2	0.04	8,158	0.06	0.02	79
M9A (Etobicoke, ON)	M9A	2	0.04	16,399	0.11	0.01	39
M9M (North York, ON)	M9M	2	0.04	7,859	0.05	0.03	82
N0N (Petrolia, ON)	N0N	2	0.04	16,450	0.11	0.01	39
N1C (Guelph, ON)	N1C	2	0.04	1,276	0.01	0.16	502

# Ranking Areas - Std. Geo. | Customers

Customer: July - September 2019 Durham: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
N1H (Guelph, ON)	N1H	2	0.04	19,384	0.13	0.01	33
N1L (Guelph, ON)	N1L	2	0.04	5,246	0.04	0.04	122
N2K (Kitchener, ON)	N2K	2	0.04	10,068	0.07	0.02	64
N3A (New Hamburg, ON)	N3A	2	0.04	6,213	0.04	0.03	103
N3S (Brantford, ON)	N3S	2	0.04	11,984	0.08	0.02	53
N3T (Brantford, ON)	N3T	2	0.04	13,588	0.09	0.01	47
N4W (Listowel, ON)	N4W	2	0.04	4,397	0.03	0.05	146
N5A (Stratford, ON)	N5A	2	0.04	13,971	0.09	0.01	46
P0B (Utterson, ON)	P0B	2	0.04	3,759	0.03	0.05	171
P0K (Iroquois Falls A, ON)	P0K	2	0.04	4,821	0.03	0.04	133
P1A (North Bay, ON)	P1A	2	0.04	7,576	0.05	0.03	85
P1B (North Bay, ON)	P1B	2	0.04	15,746	0.11	0.01	41
P7A (Thunder Bay, ON)	P7A	2	0.04	13,381	0.09	0.01	48
R2E (Winnipeg, MB)	R2E	2	0.04	4,072	0.03	0.05	157
T8N (St. Albert, AB)	T8N	2	0.04	25,894	0.17	0.01	25
V8R (Victoria, BC)	V8R	2	0.04	10,786	0.07	0.02	59
V8X (Victoria, BC)	V8X	2	0.04	10,164	0.07	0.02	63
A1A (St. John's, NL)	A1A	1	0.02	13,382	0.09	0.01	24
A1K (Torbay, NL)	A1K	1	0.02	5,614	0.04	0.02	57
A2N (Stephenville, NL)	A2N	1	0.02	3,933	0.03	0.03	81
B0L (River Hebert, NS)	B0L	1	0.02	1,085	0.01	0.09	295
B1K (Sydney Area, NS)	B1K	1	0.02	1,345	0.01	0.07	238
B2N (Truro, NS)	B2N	1	0.02	9,878	0.07	0.01	32
B2X (Dartmouth, NS)	B2X	1	0.02	5,051	0.03	0.02	63
B3A (Dartmouth, NS)	B3A	1	0.02	11,673	0.08	0.01	27
B3N (Halifax, NS)	B3N	1	0.02	7,636	0.05	0.01	42
B3P (Halifax, NS)	B3P	1	0.02	4,327	0.03	0.02	74
B4P (Kentville, NS)	B4P	1	0.02	3,467	0.02	0.03	92
C0A (Cornwall, PE)	C0A	1	0.02	18,361	0.12	0.01	17
C1A (Charlottetown, PE)	C1A	1	0.02	13,345	0.09	0.01	24
C1E (Charlottetown, PE)	C1E	1	0.02	5,050	0.03	0.02	63
C1N (Summerside, PE)	C1N	1	0.02	7,876	0.05	0.01	41
E1A (Moncton, NB)	E1A	1	0.02	19,494	0.13	0.01	16
E1B (Moncton, NB)	E1B	1	0.02	7,919	0.05	0.01	40
E1V (Miramichi, NB)	E1V	1	0.02	6,227	0.04	0.02	51
E2E (Rothesay, NB)	E2E	1	0.02	7,370	0.05	0.01	43
E2H (Saint John, NB)	E2H	1	0.02	1,984	0.01	0.05	162
E2L (Saint John, NB)	E2L	1	0.02	4,486	0.03	0.02	71
E2M (Saint John, NB)	E2M	1	0.02	8,377	0.06	0.01	38
E2N (Saint John, NB)	E2N	1	0.02	1,908	0.01	0.05	168
E2S (Saint John, NB)	E2S	1	0.02	2,632	0.02	0.04	122
E2V (Oromocto, NB)	E2V	1	0.02	5,560	0.04	0.02	58
E4E (Sussex, NB)	E4E	1	0.02	4,015	0.03	0.02	80
E7M (Woodstock, NB)	E7M	1	0.02	4,272	0.03	0.02	75
G0G (Havre-Saint-Pierre, QC)	G0G	1	0.02	6,502	0.04	0.02	49
G0S (Saint-Apollinaire, QC)	G0S	1	0.02	29,175	0.20	0.00	11
G1T (Quebec, QC)	G1T	1	0.02	2,639	0.02	0.04	121

# Ranking Areas - Std. Geo. | Customers

Customer: July - September 2019 Durham: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
H1G (Montreal, QC)	H1G	1	0.02	20,574	0.14	0.00	16
H1N (Montreal, QC)	H1N	1	0.02	11,677	0.08	0.01	27
H1R (Montreal, QC)	H1R	1	0.02	12,301	0.08	0.01	26
H2J (Montreal, QC)	H2J	1	0.02	15,567	0.10	0.01	21
H2S (Montreal, QC)	H2S	1	0.02	16,684	0.11	0.01	19
H3B (Montreal, QC)	H3B	1	0.02	832	0.01	0.12	385
H4N (Montreal, QC)	H4N	1	0.02	12,400	0.08	0.01	26
H4W (Montreal, QC)	H4W	1	0.02	10,354	0.07	0.01	31
H9R (Pointe-Claire-Dorval, QC)	H9R	1	0.02	9,434	0.06	0.01	34
J0S (Sainte-Martine, QC)	J0S	1	0.02	14,926	0.10	0.01	21
J3G (Beloeil, QC)	J3G	1	0.02	13,507	0.09	0.01	24
J4H (Longueuil, QC)	J4H	1	0.02	8,088	0.05	0.01	40
J4K (Longueuil, QC)	J4K	1	0.02	12,895	0.09	0.01	25
J4W (Longueuil, QC)	J4W	1	0.02	7,662	0.05	0.01	42
J4X (Longueuil, QC)	J4X	1	0.02	7,269	0.05	0.01	44
J6E (Joliette, QC)	J6E	1	0.02	21,020	0.14	0.00	15
J7C (Boisbriand, QC)	J7C	1	0.02	17,529	0.12	0.01	18
J7W (Vaudreuil-Dorion, QC)	J7W	1	0.02	5,707	0.04	0.02	56
J7X (Salaberry-De-Valleyfield, QC)	J7X	1	0.02	2,545	0.02	0.04	126
J8R (Gatineau, QC)	J8R	1	0.02	11,372	0.08	0.01	28
J9H (Gatineau, QC)	J9H	1	0.02	13,691	0.09	0.01	23
K0J (Deep River, ON)	K0J	1	0.02	14,293	0.10	0.01	22
K1N (Ottawa, ON)	K1N	1	0.02	15,177	0.10	0.01	21
K1Z (Ottawa, ON)	K1Z	1	0.02	10,218	0.07	0.01	31
K2R (Ottawa, ON)	K2R	1	0.02	642	0.00	0.16	499
K2W (Ottawa, ON)	K2W	1	0.02	2,742	0.02	0.04	117
K6J (Cornwall, ON)	K6J	1	0.02	8,105	0.05	0.01	40
K7A (Smiths Falls, ON)	K7A	1	0.02	7,304	0.05	0.01	44
K7G (Gananoque, ON)	K7G	1	0.02	3,799	0.03	0.03	84
K8A (Pembroke, ON)	K8A	1	0.02	11,351	0.08	0.01	28
L0R (Binbrook, ON)	L0R	1	0.02	26,541	0.18	0.00	12
L0S (Fonthill, ON)	L0S	1	0.02	22,826	0.15	0.00	14
L2H (Niagara Falls, ON)	L2H	1	0.02	9,824	0.07	0.01	33
L2N (St Catharines, ON)	L2N	1	0.02	13,824	0.09	0.01	23
L2V (St Catharines, ON)	L2V	1	0.02	6,874	0.05	0.01	47
L3M (Grimsby, ON)	L3M	1	0.02	10,610	0.07	0.01	30
L4T (Mississauga, ON)	L4T	1	0.02	12,308	0.08	0.01	26
L5C (Mississauga, ON)	L5C	1	0.02	10,464	0.07	0.01	31
L5K (Mississauga, ON)	L5K	1	0.02	5,056	0.03	0.02	63
L5V (Mississauga, ON)	L5V	1	0.02	14,648	0.10	0.01	22
L5W (Mississauga, ON)	L5W	1	0.02	6,843	0.05	0.01	47
L6J (Oakville, ON)	L6J	1	0.02	8,923	0.06	0.01	36
L6K (Oakville, ON)	L6K	1	0.02	6,464	0.04	0.02	50
L6L (Oakville, ON)	L6L	1	0.02	12,092	0.08	0.01	27
L6T (Brampton, ON)	L6T	1	0.02	15,185	0.10	0.01	21
L6W (Brampton, ON)	L6W	1	0.02	9,189	0.06	0.01	35
L6X (Brampton, ON)	L6X	1	0.02	22,189	0.15	0.00	14



# Ranking Areas - Std. Geo. | Customers

Customer: July - September 2019 Durham: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
L7C (Caledon, ON)	L7C	1	0.02	9,045	0.06	0.01	35
L7M (Burlington, ON)	L7M	1	0.02	17,983	0.12	0.01	18
L7P (Burlington, ON)	L7P	1	0.02	11,704	0.08	0.01	27
L7T (Burlington, ON)	L7T	1	0.02	8,159	0.06	0.01	39
L8K (Hamilton, ON)	L8K	1	0.02	13,566	0.09	0.01	24
L8S (Hamilton, ON)	L8S	1	0.02	7,099	0.05	0.01	45
L9A (Hamilton, ON)	L9A	1	0.02	10,741	0.07	0.01	30
L9K (Hamilton, ON)	L9K	1	0.02	4,983	0.03	0.02	64
L9M (Penetanguishene, ON)	L9M	1	0.02	6,354	0.04	0.02	50
M3M (York, ON)	M3M	1	0.02	9,360	0.06	0.01	34
M6A (Toronto, ON)	M6A	1	0.02	8,316	0.06	0.01	39
M6L (York, ON)	M6L	1	0.02	7,678	0.05	0.01	42
M6M (York, ON)	M6M	1	0.02	17,780	0.12	0.01	18
M9N (York, ON)	M9N	1	0.02	10,182	0.07	0.01	31
M9P (York, ON)	M9P	1	0.02	8,355	0.06	0.01	38
M9R (York, ON)	M9R	1	0.02	13,557	0.09	0.01	24
N0A (Port Dover, ON)	N0A	1	0.02	14,348	0.10	0.01	22
N0L (Dorchester, ON)	N0L	1	0.02	19,426	0.13	0.01	17
N0P (Blenheim, ON)	N0P	1	0.02	21,173	0.14	0.00	15
N0R (Belle River, ON)	N0R	1	0.02	17,103	0.12	0.01	19
N1M (Fergus, ON)	N1M	1	0.02	6,418	0.04	0.02	50
N1T (Cambridge, ON)	N1T	1	0.02	5,626	0.04	0.02	57
N2A (Kitchener, ON)	N2A	1	0.02	11,705	0.08	0.01	27
N2B (Kitchener, ON)	N2B	1	0.02	7,538	0.05	0.01	43
N2J (Kitchener, ON)	N2J	1	0.02	9,310	0.06	0.01	34
N2N (Kitchener, ON)	N2N	1	0.02	9,296	0.06	0.01	34
N2T (Kitchener, ON)	N2T	1	0.02	6,893	0.05	0.01	47
N2V (Kitchener, ON)	N2V	1	0.02	5,769	0.04	0.02	56
N3B (Elmira, ON)	N3B	1	0.02	4,688	0.03	0.02	68
N3C (Cambridge, ON)	N3C	1	0.02	9,376	0.06	0.01	34
N3L (Brantford, ON)	N3L	1	0.02	6,018	0.04	0.02	53
N3R (Brantford, ON)	N3R	1	0.02	14,907	0.10	0.01	22
N4K (Owen Sound, ON)	N4K	1	0.02	12,659	0.09	0.01	25
N5P (St Thomas, ON)	N5P	1	0.02	8,581	0.06	0.01	37
N5X (London, ON)	N5X	1	0.02	12,848	0.09	0.01	25
N5Y (London, ON)	N5Y	1	0.02	16,262	0.11	0.01	20
N6C (London, ON)	N6C	1	0.02	16,077	0.11	0.01	20
N6G (London, ON)	N6G	1	0.02	16,121	0.11	0.01	20
N6H (London, ON)	N6H	1	0.02	19,818	0.13	0.01	16
N6K (London, ON)	N6K	1	0.02	13,018	0.09	0.01	25
N6M (London, ON)	N6M	1	0.02	2,088	0.01	0.05	154
N6N (London, ON)	N6N	1	0.02	335	0.00	0.30	957
N7L (Chatham, ON)	N7L	1	0.02	11,291	0.08	0.01	28
N7M (Chatham, ON)	N7M	1	0.02	10,904	0.07	0.01	29
N8H (Leamington, ON)	N8H	1	0.02	9,625	0.07	0.01	33
N9J (Windsor, ON)	N9J	1	0.02	7,416	0.05	0.01	43
P0P (Little Current, ON)	P0P	1	0.02	8,106	0.05	0.01	40

# Ranking Areas - Std. Geo. | Customers

Customer: July - September 2019 Durham: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
P1H (Huntsville, ON)	P1H	1	0.02	7,640	0.05	0.01	42
P3A (Sudbury, ON)	P3A	1	0.02	10,233	0.07	0.01	31
P3E (Sudbury, ON)	P3E	1	0.02	12,947	0.09	0.01	25
P3L (Garson, ON)	P3L	1	0.02	3,541	0.02	0.03	91
P3N (Val Caron, ON)	P3N	1	0.02	3,529	0.02	0.03	91
P4N (Timmins, ON)	P4N	1	0.02	11,890	0.08	0.01	27
P6B (Sault Ste. Marie, ON)	P6B	1	0.02	10,579	0.07	0.01	30
P6C (Sault Ste. Marie, ON)	P6C	1	0.02	8,670	0.06	0.01	37
P9N (Kenora, ON)	P9N	1	0.02	6,221	0.04	0.02	52
R3T (Winnipeg, MB)	R3T	1	0.02	19,934	0.13	0.01	16
R3W (Winnipeg, MB)	R3W	1	0.02	3,693	0.03	0.03	87
S0K (Warman, SK)	S0K	1	0.02	34,333	0.23	0.00	9
S4R (Regina, SK)	S4R	1	0.02	15,324	0.10	0.01	21
S4S (Regina, SK)	S4S	1	0.02	15,487	0.10	0.01	21
T0H (La Crete, AB)	T0H	1	0.02	30,470	0.20	0.00	11
T1B (Medicine Hat, AB)	T1B	1	0.02	13,600	0.09	0.01	24
T2X (Calgary, AB)	T2X	1	0.02	16,776	0.11	0.01	19
T2Z (Calgary, AB)	T2Z	1	0.02	26,392	0.18	0.00	12
T3G (Calgary, AB)	T3G	1	0.02	22,243	0.15	0.00	14
T5L (Edmonton, AB)	T5L	1	0.02	6,645	0.04	0.02	48
T6H (Edmonton, AB)	T6H	1	0.02	13,393	0.09	0.01	24
T6W (Edmonton, AB)	T6W	1	0.02	21,965	0.15	0.00	15
T7V (Hinton, AB)	T7V	1	0.02	4,112	0.03	0.02	78
T9H (Fort McMurray, AB)	T9H	1	0.02	10,256	0.07	0.01	31
V0H (Summerland, BC)	V0H	1	0.02	23,948	0.16	0.00	13
V1L (Nelson, BC)	V1L	1	0.02	8,418	0.06	0.01	38
V1W (Kelowna, BC)	V1W	1	0.02	15,231	0.10	0.01	21
V2C (Kamloops, BC)	V2C	1	0.02	10,841	0.07	0.01	30
V2K (Prince George, BC)	V2K	1	0.02	8,342	0.06	0.01	38
V3M (New Westminster, BC)	V3M	1	0.02	21,389	0.14	0.00	15
V4K (Delta, BC)	V4K	1	0.02	9,868	0.07	0.01	32
V5E (New Westminster, BC)	V5E	1	0.02	11,074	0.07	0.01	29
V6B (Vancouver, BC)	V6B	1	0.02	19,737	0.13	0.01	16
V6K (Vancouver, BC)	V6K	1	0.02	14,097	0.10	0.01	23
V6P (Vancouver, BC)	V6P	1	0.02	13,597	0.09	0.01	24
V6R (Vancouver, BC)	V6R	1	0.02	8,689	0.06	0.01	37
V7H (North Vancouver, BC)	V7H	1	0.02	5,090	0.03	0.02	63
V7L (North Vancouver, BC)	V7L	1	0.02	13,039	0.09	0.01	25
V7M (North Vancouver, BC)	V7M	1	0.02	10,824	0.07	0.01	30
V7S (West Vancouver, BC)	V7S	1	0.02	3,873	0.03	0.03	83
V7V (West Vancouver, BC)	V7V	1	0.02	6,770	0.04	0.01	47
V8C (Kitimat, BC)	V8C	1	0.02	3,516	0.02	0.03	91
V8N (Victoria, BC)	V8N	1	0.02	9,288	0.06	0.01	35
V8Z (Victoria, BC)	V8Z	1	0.02	12,252	0.08	0.01	26
X0A (Iqaluit, NU)	X0A	1	0.02	5,977	0.04	0.02	54
X0C (Arviat, NU)	X0C	1	0.02	2,828	0.02	0.04	113
X0E (Hay River, NT)	X0E	1	0.02	7,930	0.05	0.01	40
Y1A (Whitehorse, YT)	Y1A	1	0.02	12,952	0.09	0.01	25



**Report 3: Top 5 Prizm Profiles  
July - September 2019 Postal Codes**





## 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

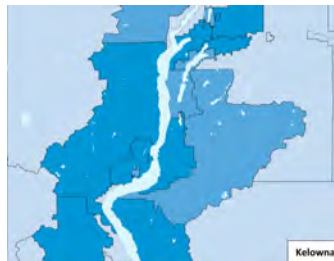
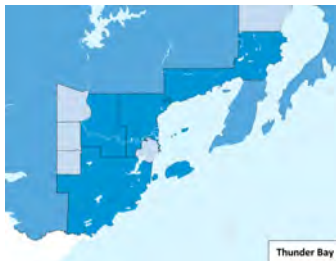
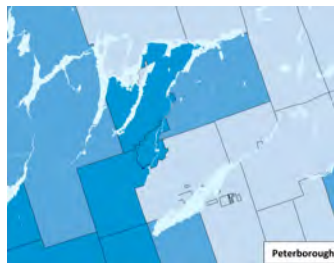
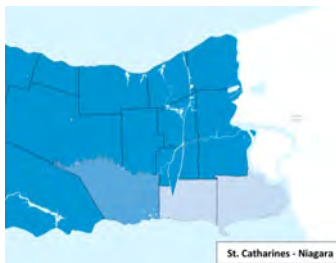
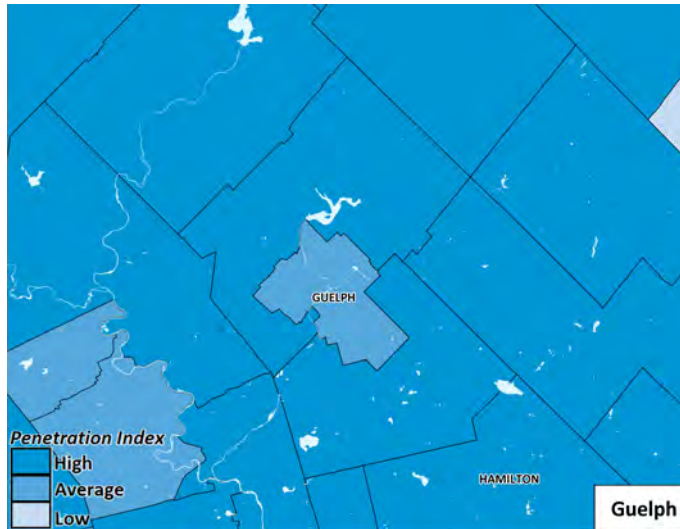
#### CULTURAL DIVERSITY INDEX:

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

## 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.

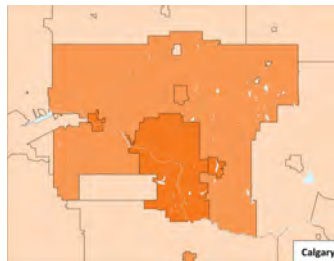
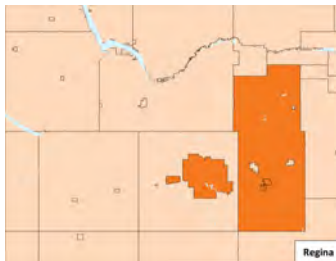
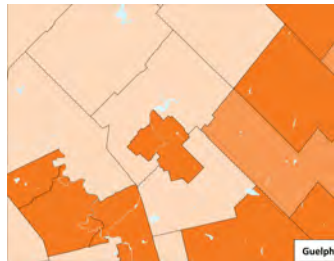
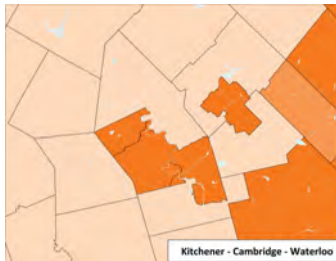
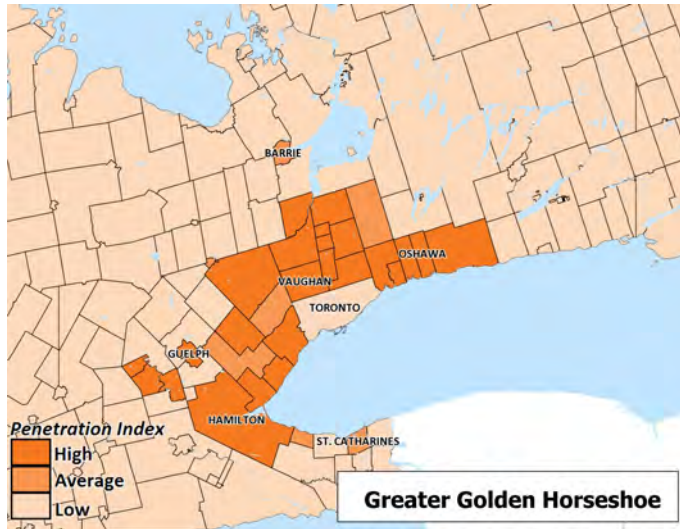
Kids & Careers households owe their success to a mix of determination and education. With about a third having a university degree, the segment includes a disproportionate number of executives in finance and insurance, as well as professional, science and technical services industries. These busy moms 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



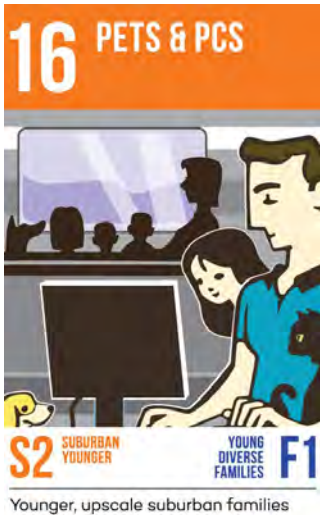
### ATTITUDES

"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"



## YOUNGER, UPSCALE SUBURBAN FAMILIES

### WHO THEY ARE

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

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

### HOW THEY THINK

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

#### POPULATION:

1,249,132  
(3.45% of Canada)

#### HOUSEHOLDS:

413,503  
(2.85% of Canada)

#### AVERAGE HOUSEHOLD INCOME:

\$137,742

#### HOUSE TENURE:

Own

#### EDUCATION:

University/College

#### OCCUPATION:

Mixed

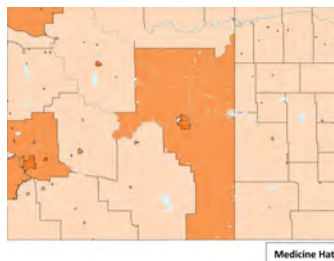
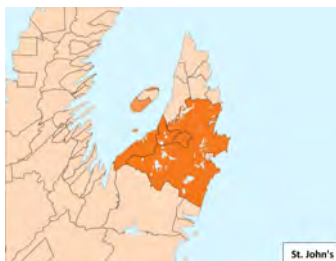
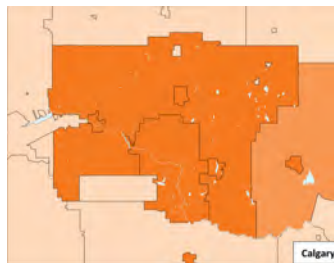
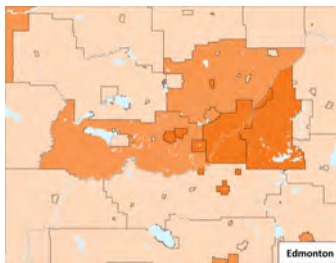
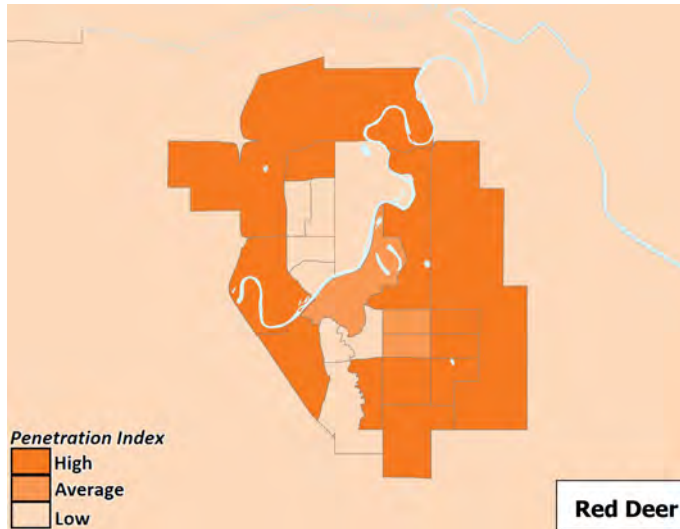
#### CULTURAL DIVERSITY INDEX:

Medium

#### SAMPLE SOCIAL VALUE:

*Saving on Principle*

## WHERE THEY LIVE



## HOW THEY LIVE



### LEISURE

movies  
bowling  
zoos  
soccer



### SHOPPING

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



### DIGITAL MEDIA

Instagram  
LinkedIn  
purchase group deals  
real estate sites



### TRADITIONAL MEDIA

Treehouse TV  
YTV  
People  
baby and parenting  
magazines



### FINANCIAL

mortgages  
automobile loans  
buying financial products  
online  
RESPs



### FOOD/DRINK

granola bars  
oat-based cereal  
processed cheese  
protein drinks



### ATTITUDES

"Teenagers should have the same freedom as adults"

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

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

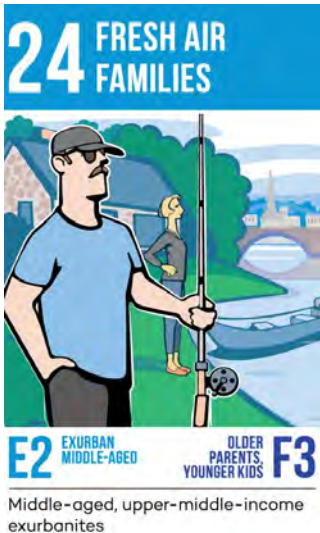
"I prefer people who pursue, above all, their own happiness"



### AUTOMOTIVE

Nissan  
Honda  
midsize SUVs  
own or lease 3+ vehicles





## 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

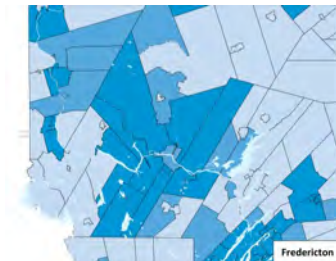
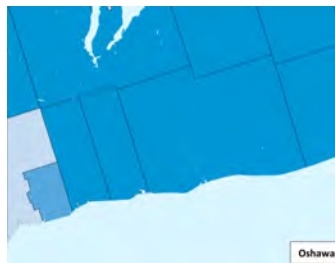
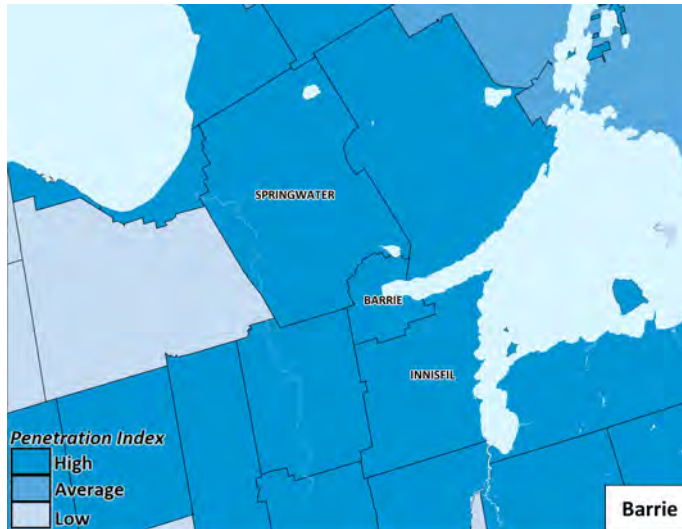
#### CULTURAL DIVERSITY INDEX:

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"





## OLDER AND MATURE, MIDDLE-INCOME HOMEOWNERS

### WHO THEY ARE

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

For many Second City Retirees residents, the main focus is on their health, family and their aging home. They have high rates for shopping at pharmacies, composting regularly and browsing the aisles at Lowe's, Home Hardware and Lee Valley Tools. They're traditionalists when it comes to media, and they show a strong interest in all manner of TV fare—from news and sports to history shows and classic movies. They read daily newspaper classified ads and—marketers take note—they have above-average rates for reading newspaper flyers. While they may not be among the first to own new technology, they like logging on to Pinterest and playing online games. They buy books, magazines and music online but in general, they prefer shopping with the assistance of in-store sales associates.

### HOW THEY THINK

With a strong Work Ethic and energetic spirit (*Vitality*), the recently retired members of Second City Retirees now have more time to commit to their health and pursue a wholesome lifestyle (*Effort Toward Health*). They place a higher priority on their responsibilities to others than any personal desires (*Duty*). And many hold values grounded in traditional conventions, such as a desire to explore their faith through their religious affiliation, and a respect for those in roles of authority (*Religiosity, Obedience to Authority*). They believe that they are in control of their finances (*Financial Security*), and these conscientious shoppers try to live a "green" life as part of an *Ecological Lifestyle*. However, they still feel that environmental problems are inevitable as a part of economic advancement (*Ecological Fatalism*). Although they are proud of their Canadian culture, they believe that they have something to learn from other cultures as well (*National Pride, Culture Sampling*).

#### POPULATION:

728,995  
(2.01% of Canada)

#### HOUSEHOLDS:

290,391  
(2.00% of Canada)

#### AVERAGE HOUSEHOLD INCOME:

\$96,684

#### HOUSE TENURE:

Own

#### EDUCATION:

College/High School

#### OCCUPATION:

Service Sector/  
White Collar

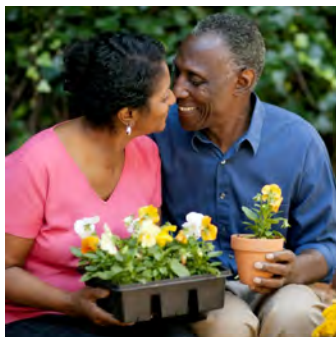
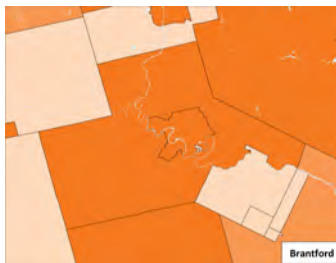
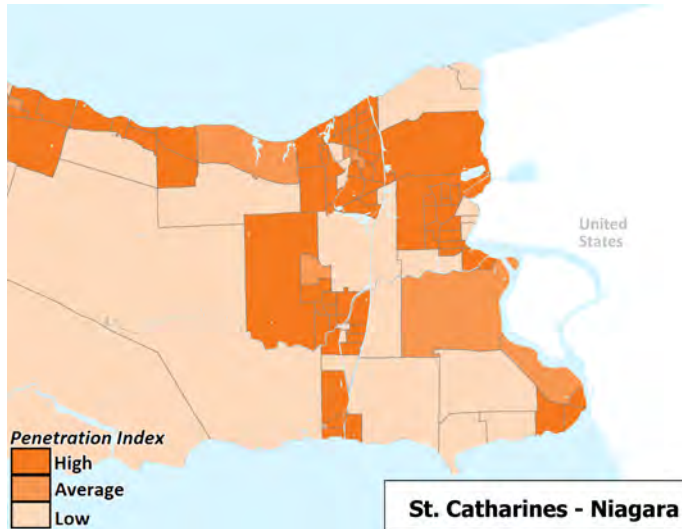
#### CULTURAL DIVERSITY INDEX:

Low

#### SAMPLE SOCIAL VALUE:

*Ecological Fatalism*

## WHERE THEY LIVE



## HOW THEY LIVE



### LEISURE

gardening  
vacation cottage  
food and wine shows  
community theatres



### SHOPPING

Home Hardware  
Marshalls  
department stores  
discount grocery stores



### DIGITAL MEDIA

use Internet dating sites  
e-readers  
buy books online  
Pinterest



### TRADITIONAL MEDIA

Canadian House and Home  
CAA Magazine  
Speed Channel  
VisionTV



### FINANCIAL

RRIFs  
will/estate planning  
senior services bank plan  
financial planner



### FOOD/DRINK

low-carbohydrate food  
fish & chips restaurants  
Canadian whisky  
Country Style



### ATTITUDES

"Overall, there is too much immigration. It threatens the purity of our country"

"It is important to me to regularly get away from all responsibilities and burdens"

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

"I do not feel uncomfortable living with the uncertainties and the unexpected in life today"



### AUTOMOTIVE

Chrysler/Dodge/Jeep  
leased used vehicle  
midsize and large vehicles  
domestic brands



## **Report 6: STR Hotel Stats for Durham**

# Hotel Stats in DURHAM: Jan - Sept 2019



Date	Occupancy		ADR (Average Daily Rate)		RevPar (Revenue Per Available Room)		Supply	Demand	Revenue	
	2019 (%)	% Change (2019 vs 2018)	2019 (\$)	% Change	2019 (\$)	% Change	2019 (#)	2019 (#)	2019 (\$)	% Change
Jan 19	59.4	-8.4	111.33	-3.5	66.16	-11.6	56,854	33,785	3,761,290	-7.9
Feb 19	69.2	3.6	114.34	-5.4	79.09	-2.0	51,352	35,521	4,061,504	2.1
Mar 19	68.0	-1.4	116.48	-1.3	79.18	-2.7	56,854	38,646	4,501,531	1.3
Apr 19	65.5	-5.5	116.60	0.7	76.39	-4.8	54,990	36,028	4,200,860	-0.9
May 19	71.5	-6.9	119.20	-0.6	85.25	-7.5	56,823	40,641	4,844,419	-3.7
Jun 19	80.3	-2.6	119.02	-4.7	95.58	-7.2	54,990	44,160	5,255,947	-3.4
Jul-19	79.5	0.3	132.37	-1.5	105.25	-1.5	56,854	45,183	5,980,730	-1.2
Aug-19	87.4	2.1	138.89	1.0	121.41	3.1	56,823	49,670	6,898,631	3.1
Sep-19	81.1	-0.2	125.59	0.0	101.84	-0.2	54,270	44,007	5,526,672	-0.2
Sept YTD 2019	73.6	-2.2	122.50	-1.5	90.12	-3.6	493,947	363,380	44,512,309	-1.0

Hotel Monthly Percent Change 2019 vs 2018 in Durham

