



## **Visitor Research Data**

Prepared for: Headwaters Region

Data: July - Sept 2019 Postal Codes

Date: November 28th, 2019

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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 RTO 6



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



## Demographic Snapshot



### 49 Years

Median age of Households maintainer (92)



### 56.5%

Couples with Children at Home (**124**)



### 67.1%

Of Visitors travelled within 40 Km



### \$131,207

Average Household Income (**120**)



### 45.7%

Are Visible Minority Presence (**139**)



### 3 People+

57.7% of HHs have 3 or more people at Home (**140**)



### 37.4%

Born outside of Canada (**124**)



### 13.9%

Work in Sales & Service (101) & 11.5% in Business/Finance industry (**120**)



## Top Ten Forward Sortation Areas (FSAs)

Name	Count
L9W (Orangeville, ON)	984
L7C (Caledon, ON)	883
L7E (Bolton, ON)	697
L7K (Caledon, ON)	154
L9V (Orangeville, ON)	99
L0G (Tottenham, ON)	91
L6R (Brampton, ON)	86
L7A (Brampton, ON)	86
L6X (Brampton, ON)	80
L6P (Brampton, ON)	75

## Top Ten Cities/Towns

Name	Count
Caledon, ON (T)	1,734
Orangeville, ON (T)	668
Brampton, ON (CY)	644
Toronto, ON (C)	399
Mississauga, ON (CY)	247
Mono, ON (T)	145
Vaughan, ON (CY)	132
Grand Valley, ON (T)	98
Halton Hills, ON (T)	88
New Tecumseth, ON (T)	83



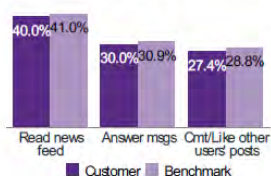
## Social Media Highlights



### FACEBOOK

76.6% currently use  
Index: 99

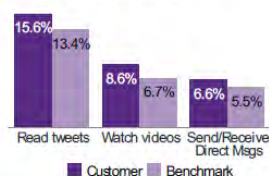
#### Top Activities (Daily)



### TWITTER

36.4% currently use  
Index: 115

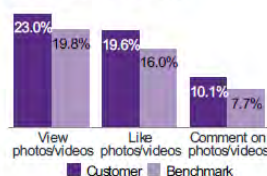
#### Top Activities (Daily)



### INSTAGRAM

42.6% currently use  
Index: 114

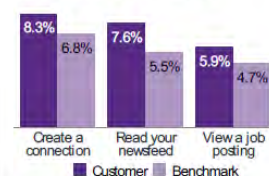
#### Top Activities (Daily)



### LINKEDIN

56.1% currently use  
Index: 117

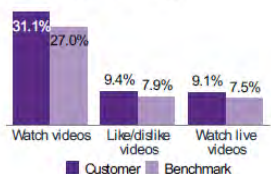
#### Top Activities (Weekly)



### YOUTUBE

74.5% currently use  
Index: 104

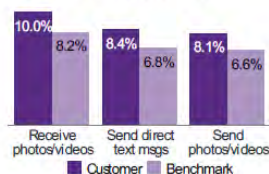
#### Top Activities (Daily)



### SNAPCHAT

18.7% currently use  
Index: 123

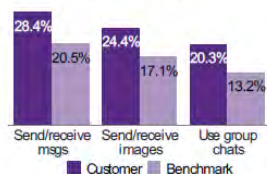
#### Top Activities (Weekly)



### WHATSAPP

49.0% currently use  
Index: 127

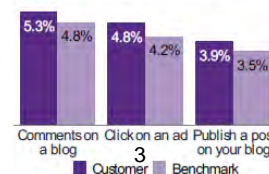
#### Top Activities (Daily)



### BLOGS

16.3% currently use  
Index: 109

#### Top Activities (Monthly)



# Demographics | Population & Households



Customers: July - September 2019 Headwaters: Record Count

## MEDIAN MAINTAINER AGE

49

Index: 92

## MARITAL STATUS



63.1%

Index: 110

Married/Common-Law

## FAMILY STATUS\*

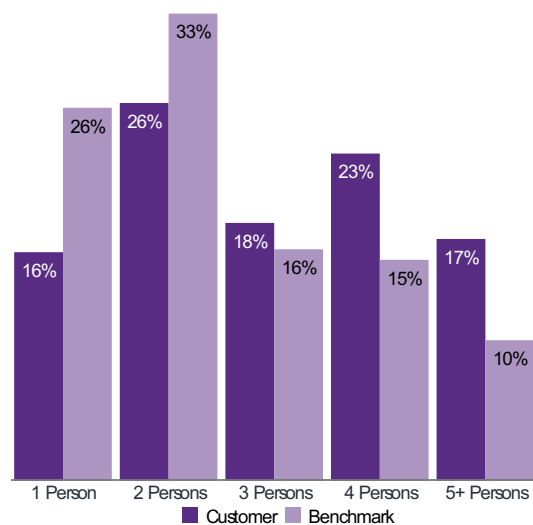


56.5%

Index: 124

Couples With Children At Home

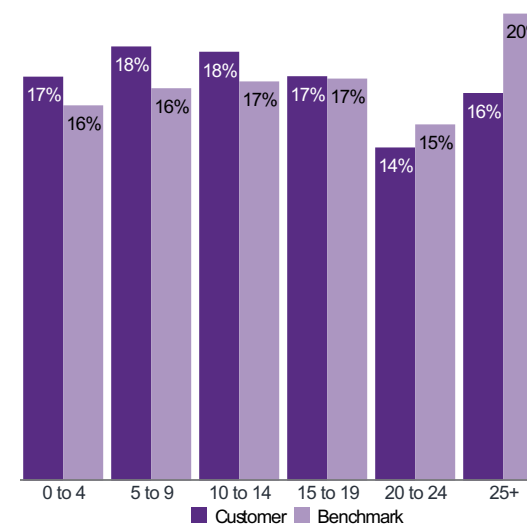
## HOUSEHOLD SIZE



## POPULATION BY AGE

	%	Index
0 to 4	6.2	123
5 to 9	6.6	128
10 to 14	6.6	124
15 to 19	6.3	114
20 to 24	6.3	94
25 to 29	7.0	96
30 to 34	7.6	109
35 to 39	8.1	120
40 to 44	7.8	122
45 to 49	7.2	112
50 to 54	6.8	99
55 to 59	6.4	85
60 to 64	5.1	78
65 to 69	4.1	75
70 to 74	3.3	73
75 to 79	2.1	69
80 to 84	1.4	63
85+	1.2	52

## AGE OF CHILDREN AT HOME



Benchmark: Ontario

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\*Chosen from index ranking with minimum 5% composition

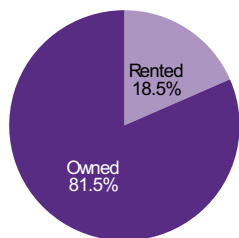
Index Colours:	<80	80 - 110	110+
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# Demographics | Housing & Income



Customers: July - September 2019 Headwaters: Record Count

## TENURE



## STRUCTURE TYPE



Houses

80.8%

Index: 118



Apartments

19.1%

Index: 61

## AGE OF HOUSING\*

3 - 8 Years Old

% Comp: 23.9 Index: 384

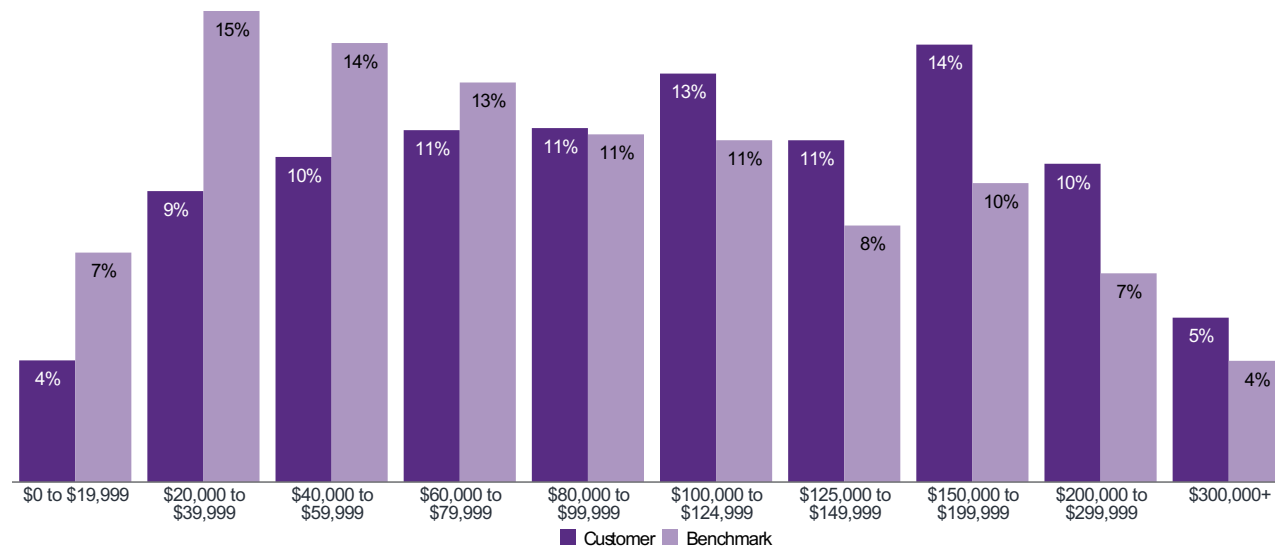
## AVERAGE HOUSEHOLD INCOME



\$131,207

Index: 120

## HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Ontario

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\*Chosen from index ranking with minimum 5% composition

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



Customers: July - September 2019 Headwaters: Record Count

## EDUCATION



28.9%  
Index: 103

University Degree

## LABOUR FORCE PARTICIPATION



67.5%  
Index: 110

Participation Rate

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



79.5%  
Index: 113

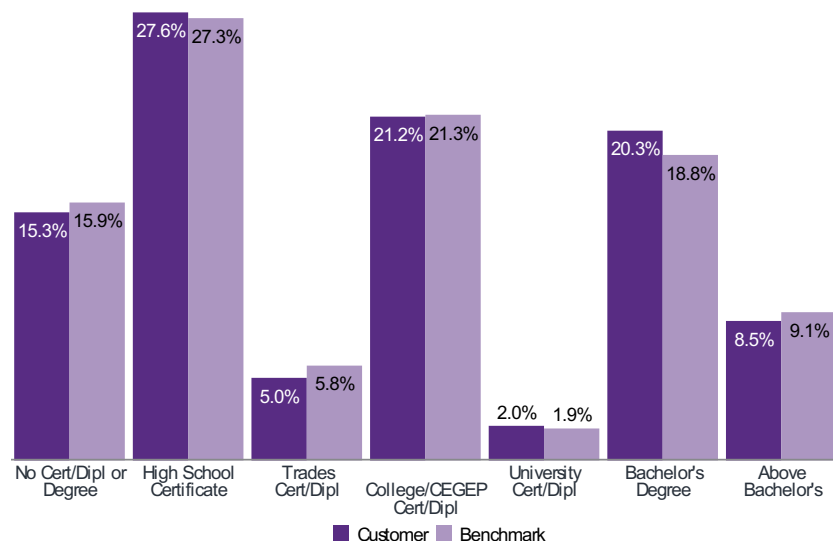
Travel to work by **Car (as Driver)**



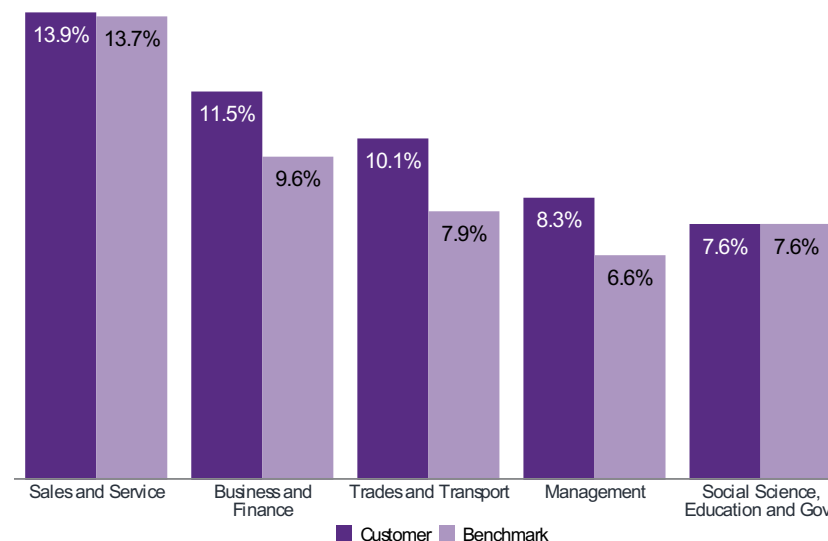
9.9%  
Index: 64

Travel to work by **Public Transit**

## EDUCATIONAL ATTAINMENT



## OCCUPATIONS: TOP 5\*



Benchmark: Ontario

\*Ranked by percent composition

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



Customers: July - September 2019 Headwaters: Record Count

## VISIBLE MINORITY PRESENCE



45.7%

Index: 139

Belong to a visible minority group

## NON-OFFICIAL LANGUAGE



3.0%

Index: 122

No knowledge of English or French

## IMMIGRATION



37.4%

Index: 124

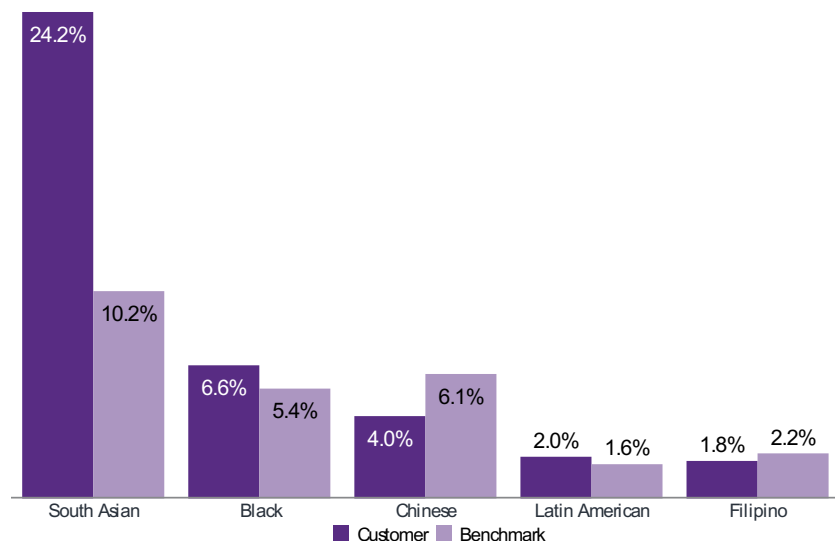
Born outside Canada

## PERIOD OF IMMIGRATION\*

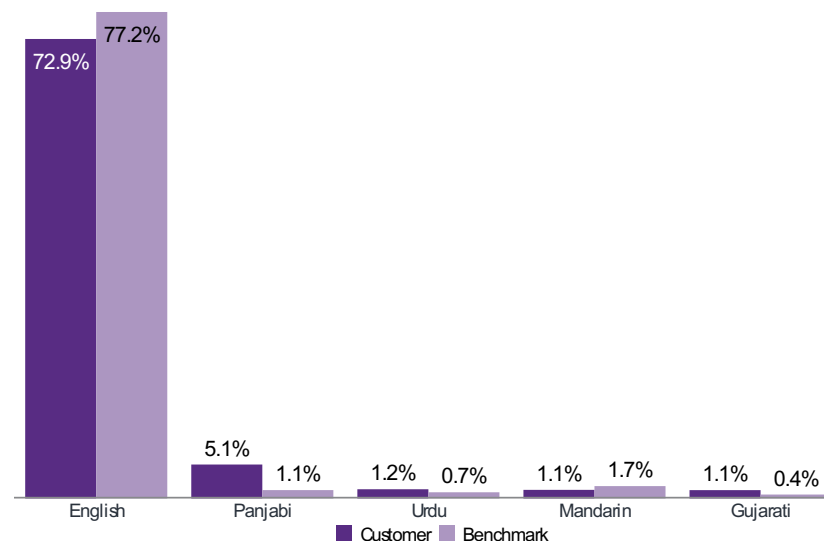
2017 To Present

% Comp: 9.3 Index: 182

## 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

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



Customers: July - September 2019 Headwaters: Record Count

## HOUSEHOLD CHARACTERISTICS

	%	Base %	Index
<b>Age of Household Maintainer</b>			
15 to 24	1.16	2.51	46
25 to 34	15.48	14.36	108
35 to 44	23.93	17.28	138
45 to 54	23.29	19.23	121
55 to 64	18.24	20.55	89
65 to 74	10.88	14.85	73
75 or Older	7.02	11.22	63
<b>Size of Household</b>			
1 Person	15.93	26.06	61
2 Persons	26.39	32.67	81
3 Persons	17.98	16.13	111
4 Persons	22.85	15.39	148
5 or More Persons	16.86	9.75	173
<b>Household Type</b>			
Total Family Households	81.36	69.87	116
One-Family Households	75.43	67.19	112
Multiple-Family Households	5.93	2.67	222
Non-Family Households	18.64	30.13	62
One-Person Households	16.07	26.15	61
Two-Or-More-Person Households	2.57	3.98	65
<b>Marital Status</b>			
Married Or Living With A Common-Law Partner	63.13	57.19	110
Single (Never Legally Married)	25.47	27.63	92
Separated	2.72	3.35	81
Divorced	4.32	5.98	72
Widowed	4.36	5.86	75
<b>Children at Home</b>			
Percent: Households with Children at Home	57.06	43.89	130
<b>Age of Children at Home</b>			
0 to 4	16.89	15.68	108
5 to 9	18.16	16.40	111
10 to 14	17.93	16.69	107
15 to 19	16.91	16.81	101
20 to 24	13.92	14.88	93
25 and over	16.20	19.53	83

## DWELLING CHARACTERISTICS

	%	Base %	Index
<b>Housing Tenure</b>			
Owned	81.55	69.30	118
Rented	18.45	30.52	60
Band Housing	0.00	0.18	0
<b>Housing Type</b>			
Houses	80.80	68.33	118
Single-Detached House	61.55	53.59	115
Semi-Detached House	8.12	5.63	144
Row House	11.13	9.11	122
Apartments	19.09	31.18	61
High-rise (5+ Floors)	13.10	17.58	75
Low-rise (<5 Floors)	4.05	10.13	40
Detached Duplex	1.94	3.47	56
Other Dwelling Types	0.11	0.49	22
<b>Housing Period of Construction</b>			
Before 1961	8.44	23.90	35
1961 - 1980	16.08	27.49	58
1981 - 1990	9.63	12.80	75
1991 - 2000	12.34	11.81	104
2001 - 2005	10.48	7.27	144
2006 - 2010	12.29	6.76	182
2011 - 2016	23.87	6.21	384
After 2016	6.87	3.76	183

## INCOME, EDUCATION & EMPLOYMENT

	%	Base %	Index
<b>Household Income</b>			
Average Household Income	131,206.83	109,660.18	120
<b>Education</b>			
No Certificate, Diploma Or Degree	15.26	15.87	96
High School Certificate Or Equivalent	27.64	27.29	101
Apprenticeship Or Trades Cert/Dipl	5.01	5.77	87
College/CEGEP/Non-Uni Cert/Dipl	21.19	21.30	99
University Cert/Dipl Below Bachelor	2.04	1.88	109
University Degree	28.85	27.89	103
<b>Labour Force</b>			
In The Labour Force (15+)	67.54	61.67	110
<b>Labour Force by Occupation</b>			
Management	8.34	6.63	126
Business Finance Administration	11.50	9.56	120
Sciences	5.35	4.78	112
Health	3.34	4.03	83
Education, Gov't, Religion, Social	7.56	7.56	100
Art, Culture, Recreation, Sport	1.74	1.99	87
Sales and Service	13.86	13.74	101
Trades and Transport	10.11	7.94	127
Natural Resources and Agriculture	0.96	1.03	93
Manufacturing and Utilities	3.49	3.10	113
<b>Commuting</b>			
Car (As Driver)	79.52	70.42	113
Car (As Passenger)	5.97	6.04	99
Public Transit	9.93	15.50	64
Walk	3.23	5.50	59
Bicycle	0.49	1.39	35

## LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	%	Base %	Index
<b>Knowledge of Official Language</b>			
English Only	90.53	86.06	105
French Only	0.06	0.30	21
English And French	6.37	11.16	57
Neither English Nor French	3.04	2.49	122
<b>Immigration Status</b>			
Non-Immigrant Population	61.37	68.10	90
Born In Province of Residence	56.54	60.58	93
Born Outside Province of Residence	4.83	7.52	64
Immigrant Population	37.35	30.16	124
<b>Visible Minority Status</b>			
Total Visible Minorities	45.74	32.87	139
Chinese	4.02	6.12	66
South Asian	24.16	10.25	236
Black	6.55	5.39	122
Filipino	1.79	2.16	83
Latin American	2.00	1.62	123
Southeast Asian	0.94	1.04	90
Arab	1.53	1.87	82
West Asian	1.40	1.45	97
Korean	0.52	0.69	75
Japanese	0.12	0.21	55
<b>Mother Tongue*</b>			
English	60.13	66.01	91
French	0.96	3.83	25
Total Non-Official	35.24	27.35	129
Punjabi	7.64	1.58	485
Italian	3.08	1.65	187
Urdu	1.92	1.20	160
Gujarati	1.70	0.60	284
Spanish	1.68	1.48	114
Mandarin	1.49	2.23	67
Portuguese	1.48	1.09	135
Tamil	1.33	0.90	148
Hindi	1.19	0.47	252
Cantonese	1.18	2.04	58

Benchmark: Ontario

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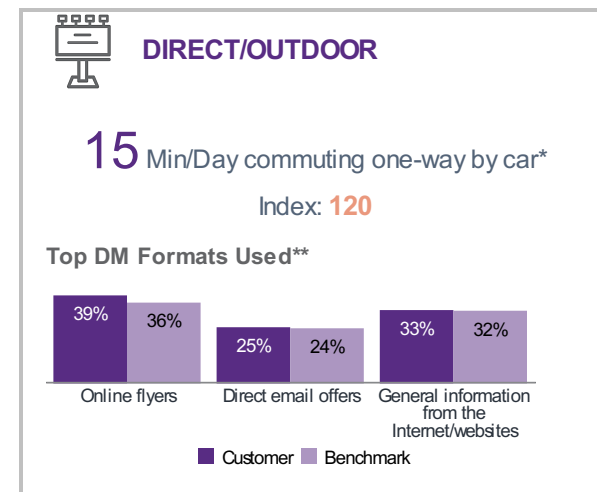
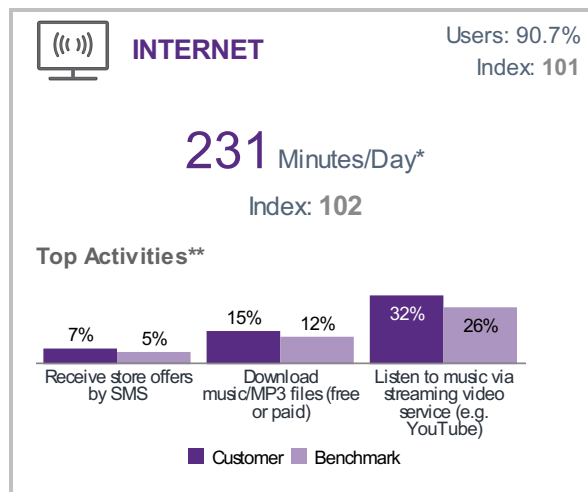
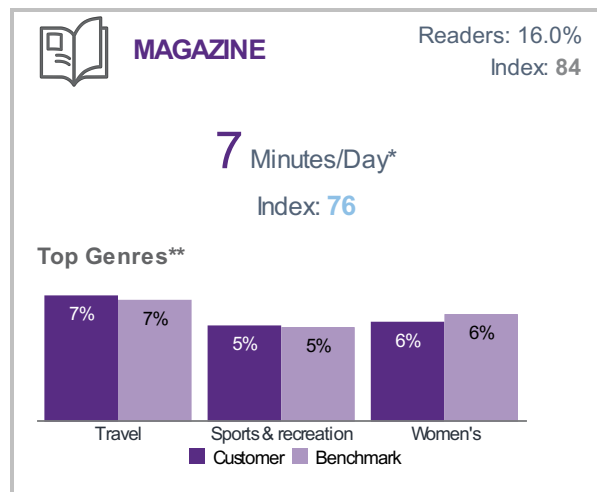
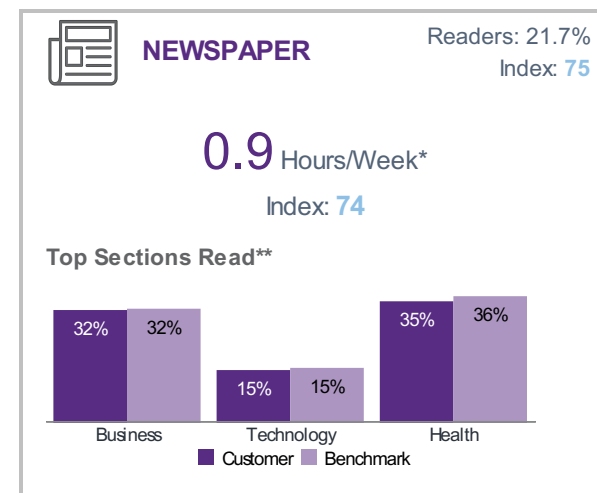
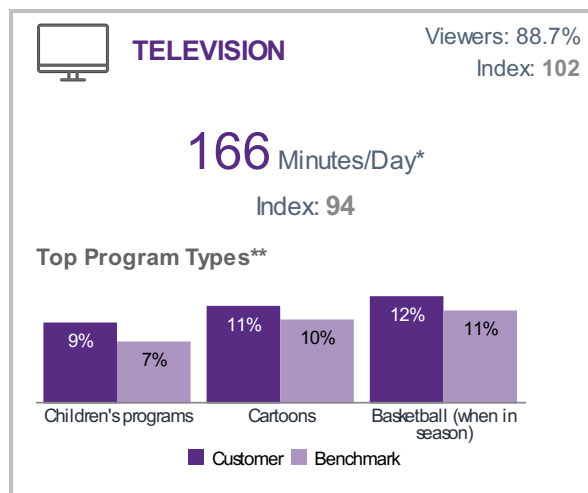
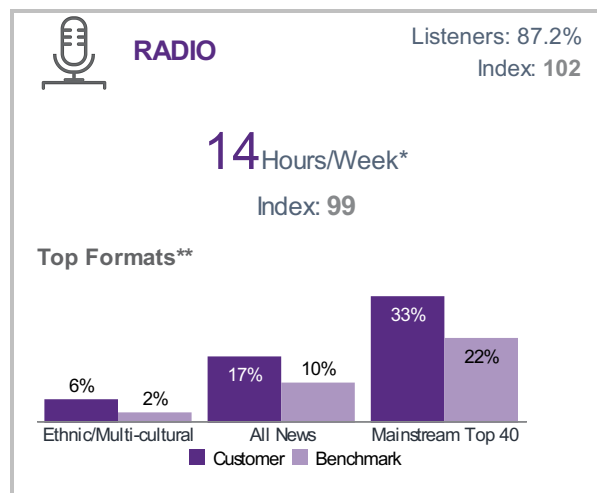
\*Displaying top 10 non-official Mother Tongue language variables by percent composition

Index Colours: <80 80 - 110 110+

# Behavioural | Media Overview



Customers: July - September 2019 Headwaters: Record Count



Benchmark: Ontario

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\*Consumption values based to Household Population 12+

\*\*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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# Behavioural | Sports & Leisure Overview - Attend



Customers: July - September 2019 Headwaters: Record Count

## Top Shows & Exhibitions

Auto shows



5.9%

Index: 101

Home shows



6.0%

Index: 99

Craft shows



7.1%

Index: 80

## Top Local Attractions & Destinations

Theme parks



24.9%

Index: 129

Other leisure activities



37.5%

Index: 106

Zoos/aquariums



24.1%

Index: 103

Bars/restaurant bars



36.7%

Index: 103

## Top Professional Sports

Basketball



13.3%

Index: 139

Horse racing



5.1%

Index: 114

Baseball



27.2%

Index: 110

Soccer



8.6%

Index: 109

## Top Concert & Theatre Venues

Concerts - Arenas



34.4%

Index: 104

Concerts - Night clubs/bars



13.9%

Index: 96

Concerts - Theatres/halls



21.7%

Index: 95

Theatre - Major theatres



22.8%

Index: 91

Benchmark: Ontario

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\*Chosen from index ranking with minimum 5% composition

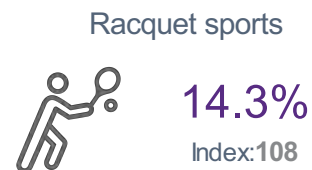
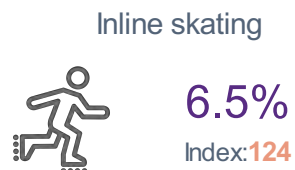
Index Colours: <80 80 - 110 110+

# Behavioural | Sports & Leisure Overview - Participate

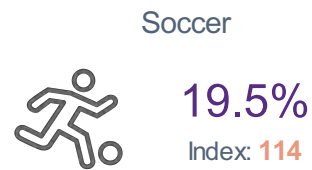
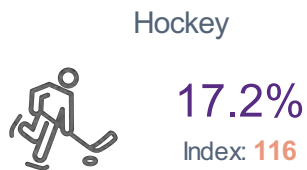
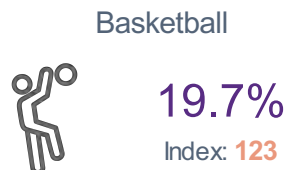


Customers: July - September 2019 Headwaters: Record Count

## Top Individual Sports



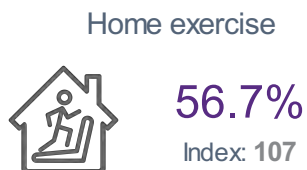
## Top Team Sports



## Top Activities



## Top Fitness



Benchmark: Ontario

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\*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 111+

Customers: July - September 2019 Headwaters: Record Count

## TELEVISION

	%	Base %	Index
<b>Viewership</b>			
Heavy	11.47	15.93	72
Medium/Heavy	16.74	16.20	103
Medium	17.98	17.46	103
Medium/Light	21.75	18.30	119
Light	20.77	19.39	107
<b>Top Program Types (Watch in Typical Week)*</b>			
Children's programs	9.37	7.13	132
Cartoons	11.34	9.73	117
Basketball (when in season)	12.48	10.80	116
Soccer	9.60	8.49	113
Entertainment news programs	9.96	9.30	107
Tennis (when in season)	6.07	5.73	106
Other programs	15.86	14.95	106
Cooking programs	24.10	23.09	104
Home renovation/decoration shows	27.60	26.64	104
Reality shows	16.66	16.20	103
Morning local news	20.18	19.84	102
NFL football (when in season)	12.69	12.46	102
Baseball (when in season)	20.39	20.26	101
Late night talk shows	9.41	9.27	101
CFL football (when in season)	10.52	10.66	99

## RADIO

	%	Base %	Index
<b>Listenership</b>			
Heavy	19.34	20.79	93
Medium/Heavy	21.88	20.71	106
Medium	22.03	19.35	114
Medium/Light	19.59	20.42	96
Light	17.16	18.72	92
<b>Top Formats (Weekly Reach)*</b>			
Ethnic/Multi-cultural	5.71	2.26	252
All News	16.95	10.09	168
Mainstream Top 40/CHR	32.76	21.80	150
Sports	5.63	5.08	111
Modern/Alternative Rock	10.13	9.20	110
Hot Adult Contemporary	17.51	16.12	109
Classic Hits	18.76	17.38	108
Adult Contemporary	16.99	16.33	104
Mainstream Rock	7.64	7.59	101
Multi/Variety/Specialty	7.12	8.67	82
News/Talk	16.58	21.72	76
Not Classified	6.28	8.90	71
Today's Country	8.08	12.03	67

## NEWSPAPERS

	%	Base %	Index
<b>Readership - Dailies</b>			
Heavy	4.22	6.03	70
Medium/Heavy	4.71	5.85	81
Medium	4.31	5.62	77
Medium/Light	4.95	5.87	84
Light	3.49	5.67	62
<b>Section Read - Dailies*</b>			
Business & financial	31.99	32.37	99
Computer/high tech	14.68	15.31	96
Health	34.50	35.97	96
Travel	29.55	31.38	94
Food	30.63	32.93	93
Real estate listings	15.27	16.49	93
International news/world section	47.45	51.70	92
Local & regional news	54.28	59.29	92
Movie & entertainment	34.42	37.56	92
New homes section	15.77	17.14	92
<b>Readership - Community Papers</b>			
Heavy	6.07	8.75	69
Medium/Heavy	5.30	6.89	77
Medium	7.60	7.65	99
Medium/Light	6.48	7.63	85
Light	7.35	7.74	95

## INTERNET

	%	Base %	Index
<b>Usage</b>			
Heavy	19.53	19.85	98
Medium/Heavy	21.63	19.27	112
Medium	19.09	18.18	105
Medium/Light	17.22	16.84	102
Light	13.22	15.37	86
<b>Online Social Networks (Used in Past Month)</b>			
Online/Internet dating sites	3.17	2.57	123
Tumblr	3.28	2.83	116
Instagram	30.85	26.96	114
LinkedIn	17.39	15.27	114
Video/photo sharing	1.70	1.50	114
Twitter	17.96	15.95	113
Snapchat	16.96	15.07	113
Google+	23.29	22.45	104
YouTube	43.81	42.12	104
Facebook	54.77	53.69	102
Pinterest	15.27	15.74	97
<b>Top Activities (Past Week)</b>			
Receive store offers by SMS	6.69	5.06	132
Download music/MP3 files (free or paid)	15.03	12.31	122
Listen to music via streaming video service (e.g. YouTube)	31.98	26.32	121
Listen to Internet-only music service (e.g. Spotify)	15.64	13.19	119
Access restaurant guides/reviews	13.26	11.15	119
Research products/services	29.85	25.33	118
Access professional sports content	14.71	12.47	118
Read or look into online magazines	5.13	4.35	118
Play/download online games	24.88	21.18	117
Access health-related content	14.65	12.50	117
Watch a subscription-based video service (e.g. Netflix)	31.78	27.45	116
Watch other online free streaming videos	31.66	27.70	114
Watch free streaming music videos	27.25	24.11	113
Send/receive a text/instant message	66.38	58.81	113
Compare products/prices while shopping	28.72	25.43	113

## DIRECT

	%	Base %	Index
<b>Used in Shopping</b>			
Online flyers	39.24	35.96	109
Direct email offers	24.78	24.30	102
General information from the Internet/websites	32.57	32.28	101
Local store catalogues	22.81	23.32	98
Coupons	34.19	35.28	97
Flyers delivered to the door or in the mail	41.77	44.88	93
Flyers inserted into a community newspaper	37.36	39.97	93
Flyers inserted into a daily newspaper	20.26	21.83	93
Mail order	6.88	7.55	91
Yellow Pages (print or online)	3.65	4.69	78
<b>Opinion of Flyers to Door/By Mail</b>			
Somewhat unfavourable	21.30	19.98	107
Very unfavourable	24.03	22.73	106
Somewhat favourable	34.95	35.09	100
Very favourable	19.72	22.20	89

## MAGAZINES

	%	Base %	Index
<b>Readership</b>			
Heavy	3.02	3.75	80
Medium/Heavy	2.63	3.72	71
Medium	2.71	3.71	73
Medium/Light	4.10	3.92	104
Light	3.54	4.03	88
<b>Top Magazine Types*</b>			
Travel & tourism	7.09	6.84	104
Sports & recreation	5.38	5.29	102
Women's	5.60	6.03	93
Food & beverage	10.42	11.76	89
Fashion	5.08	5.75	88
Entertainment/celebrity	7.29	8.52	86
Gardening & homes	6.63	7.85	84
Health/fitness	5.78	6.97	83
News & current affairs	6.66	8.14	82

Benchmark: Ontario

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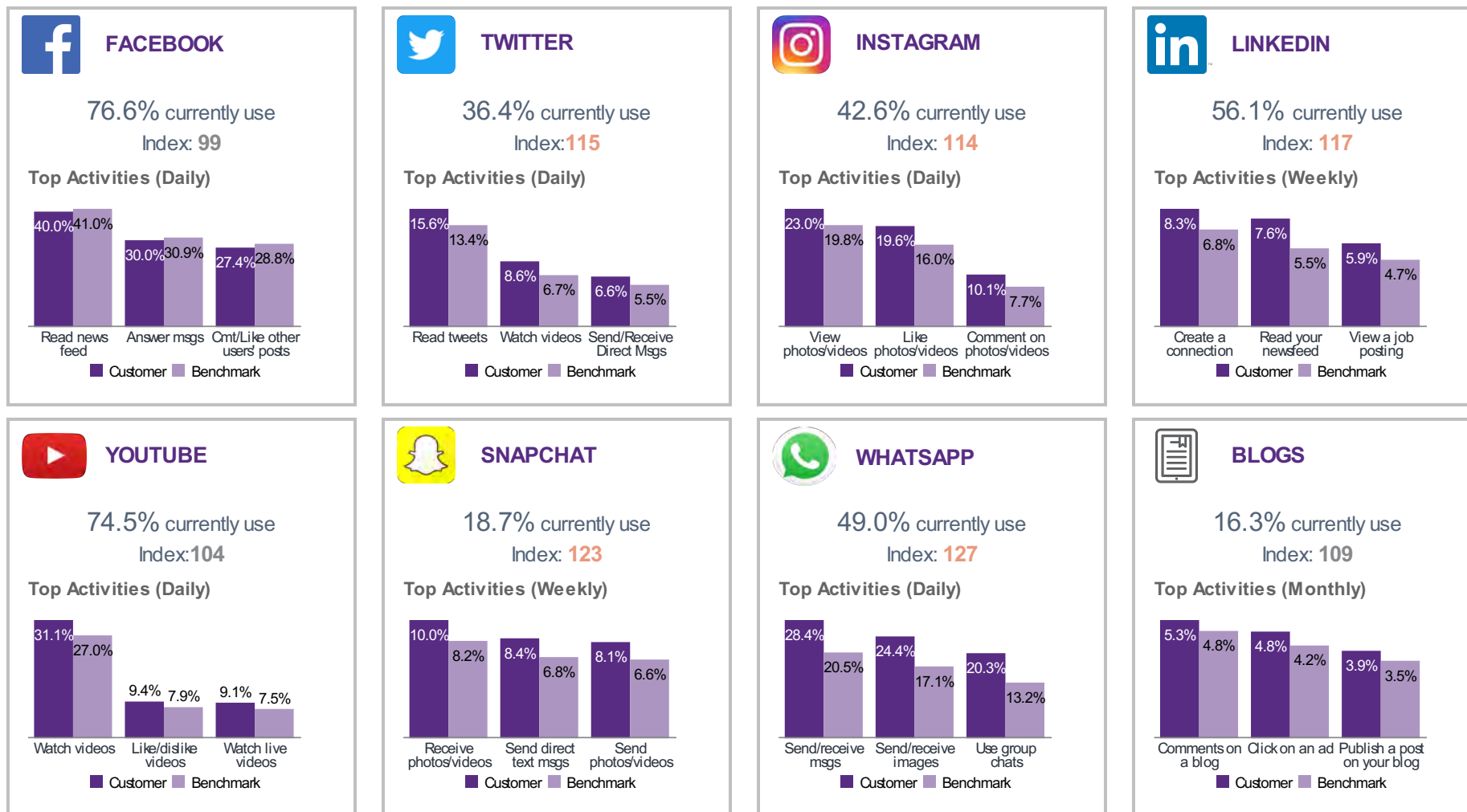
\*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

# Opticks Social | Social Media Activities



Customers: July - September 2019 Headwaters: Record Count



Benchmark: Ontario

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Chosen and ranked by percent composition

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

Index Colours: <80 80 - 110 110+

# Opticks Social | Social Media Usage



Customers: July - September 2019 Headwaters: Record Count

## FRIENDS IN ALL SM NETWORKS



30.3%

Index: 87

0-49 friends

## FREQUENCY OF USE (DAILY)



55.7%

Index: 97

Facebook

## BRAND INTERACTION



39.8%

Index: 101

Like brand on Facebook

## NO. OF BRANDS INTERACTED

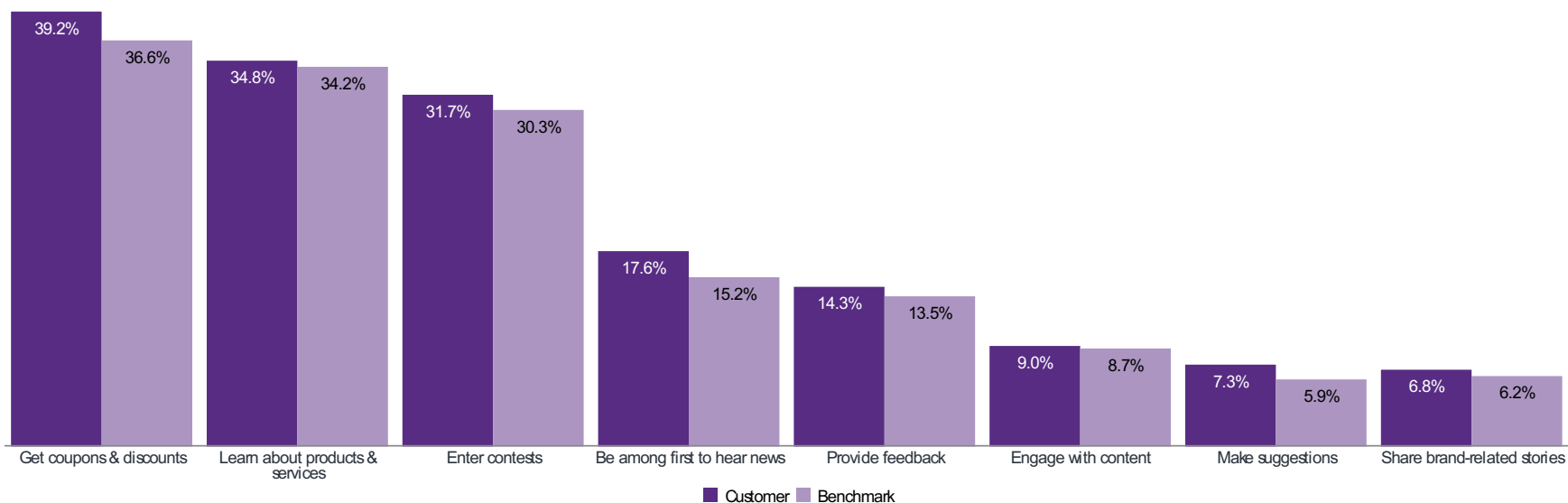


34.5%

Index: 103

2-5 brands

## REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Ontario

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Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+
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# Opticks Social | Purchases and Future Usage



Customers: July - September 2019 Headwaters: Record Count

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



13.3%

Index: 114

Vacation, travel-related



10.4%

Index: 119

Big-ticket (i.e. appliances)



10.1%

Index: 113

Entertainment-related (i.e. movies)

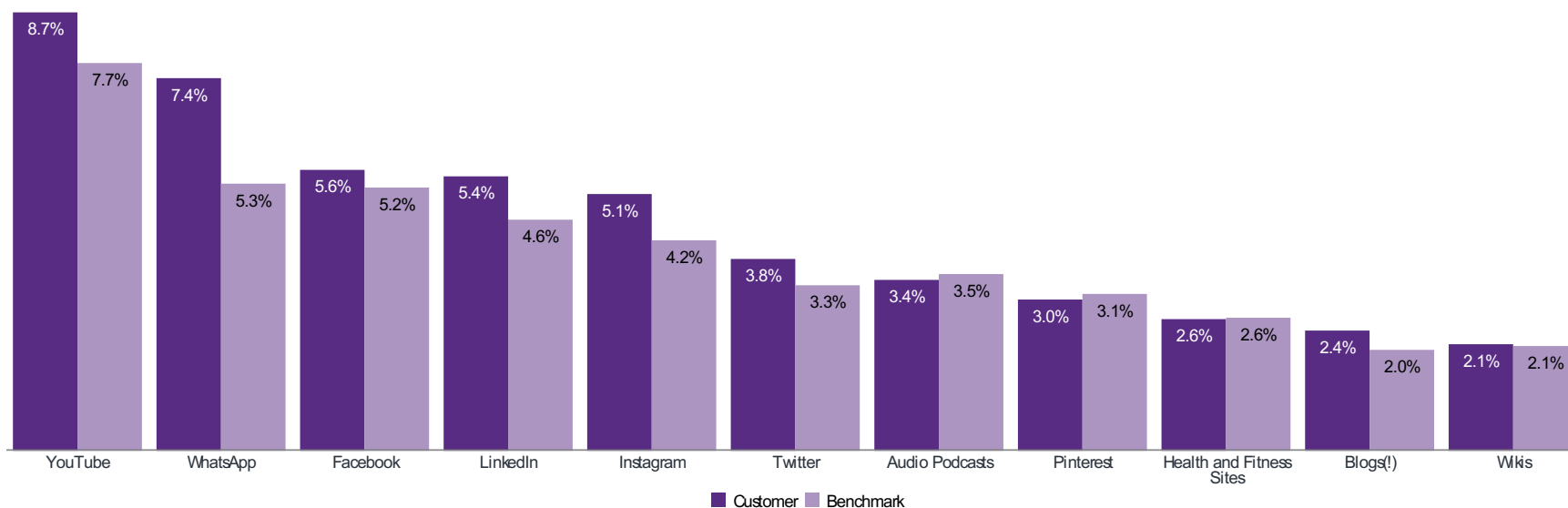


9.7%

Index: 124

Car, auto-related

## USAGE EXPECTATIONS (Increase in the next yr)



Benchmark: Ontario

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Chosen and ranked by percent composition

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

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

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



Customers: July - September 2019 Headwaters: Record Count



## DESCRIBES ME\*...

*Use SM to stay connected with personal contacts*

% Comp **47.0** Index **102**



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

% Comp **28.9** Index **110**



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

% Comp **75.3** Index **103**



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

% Comp **11.8** Index **113**



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

% Comp **83.9** Index **99**



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

% Comp **24.2** Index **105**

Benchmark: Ontario

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

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

## Top 5 segments represent **47.3%** of customers in Ontario



Rank: 1  
Customers: 1,151  
Customers %: 22.27  
% in Benchmark: 4.78  
Index: **466**

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: 415  
Customers %: 8.03  
% in Benchmark: 4.14  
Index: **194**

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: 3  
Customers: 391  
Customers %: 7.56  
% in Benchmark: 3.42  
Index: **221**

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: 4  
Customers: 253  
Customers %: 4.89  
% in Benchmark: 1.74  
Index: **282**

Reflecting the increasing diversity of Canada's visible minority population, South Asian Achievers has emerged as a fast-growing segment of family-filled households in new suburban neighbourhoods. The most affluent of the South Asian segments, it also has one of the highest concentrations of family households, at more than 90 percent. Many tend to cluster together in cultural enclaves, particularly in the greater Toronto area. These middle-aged, relatively recent immigrants—about 60 percent are foreign-born—are characterized by mixed educations, skilled blue-collar and service sector jobs, upper-middle incomes and child-centred lifestyles. In neighbourhoods filled with single-detached, semi and row houses, active families enjoy outdoor sports like basketball, baseball and soccer, as well as visits to amusement parks, movies and electronics shows. Still making their way in Canadian popular culture, these residents have a high rate for going to a university with plans for bettering their lives.



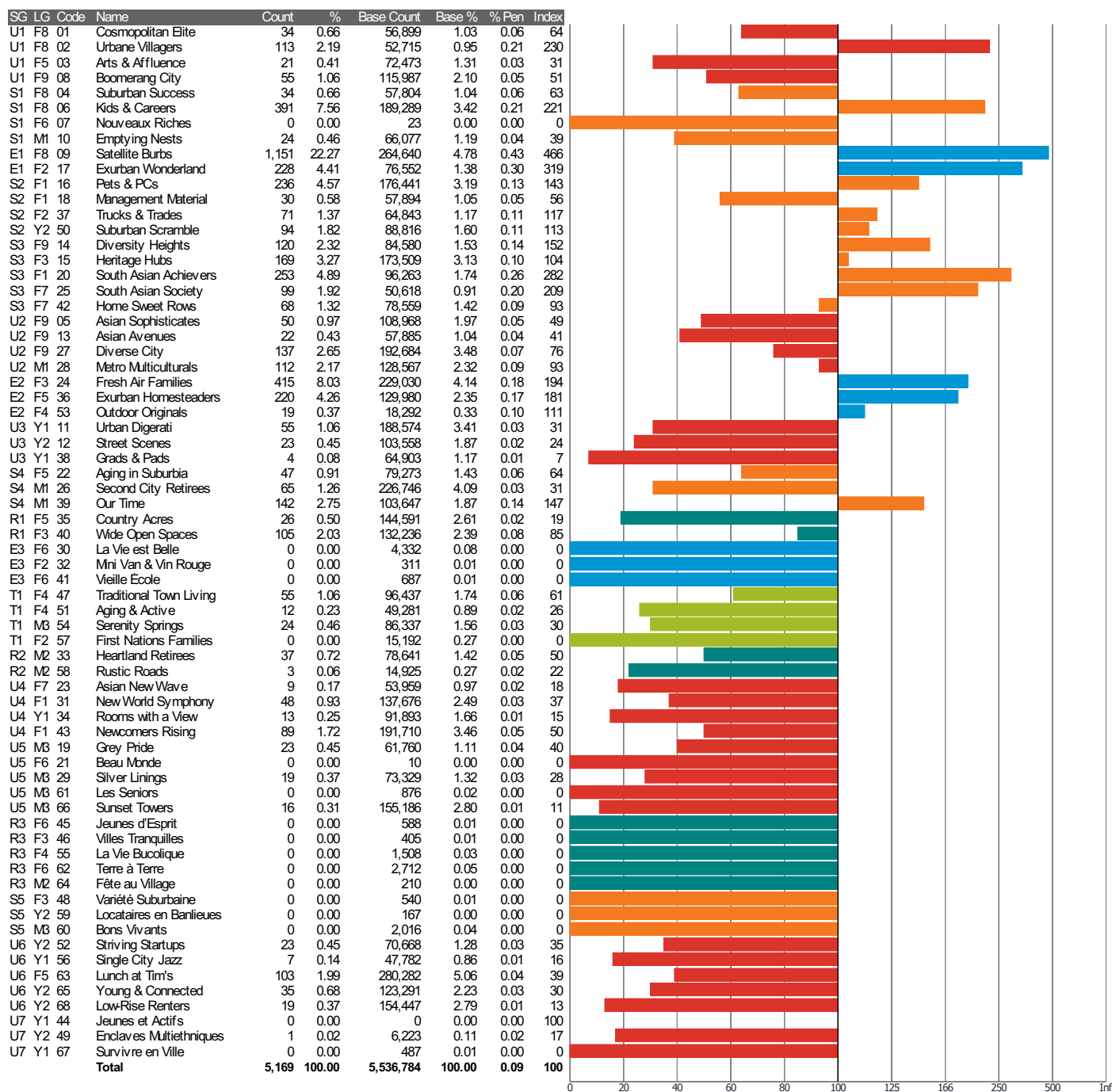
Rank: 5  
Customers: 236  
Customers %: 4.57  
% in Benchmark: 3.19  
Index: **143**

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.

# PRIZM Profile | Customers

Customers: July - September 2019 Headwaters: Record Count

Total Customers :5,169



Benchmark: Ontario

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# Psychographics | SocialValues Overview



Customers: July - September 2019 Headwaters: Record Count



## Strong Values

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Importance of Aesthetics	110
Need for Status Recognition	110
Confidence in Big Business	108
Joy of Consumption	108
Pursuit of Novelty	108
Attraction For Crowds	108
Social Darwinism	108
Ecological Fatalism	107



## Descriptions | Top 3 Strong Values

### Confidence in Advertising

Tendency to trust and use advertising as a source of reliable information. Also, a tendency to identify with the fashions and the role models promoted by advertising and the consumer society.

### Religiosity

Placing great importance on religion as a construct which guides one's life. Also, placing great significance on having an affiliation with an organized religious faith. Tendency to consider that religion represents the essential values and education that should be transmitted to the next generation. (Note: Lower scores on this construct should be construed not as anti-religious, but as "Apathetic").

### 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.



## Weak Values

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Fulfilment Through Work	84
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Ecological Concern	88
Rejection of Inequality	90
Brand Apathy	92
Personal Control	92
Primacy of Environmental Protection	92
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Aversion to Complexity	92
Utilitarian Consumerism	92



## 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.

### Flexible Families

Willingness to accept non-traditional definitions of "family", such as common law and same-sex marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. The belief that society should be open to new definitions of what constitutes a "family".

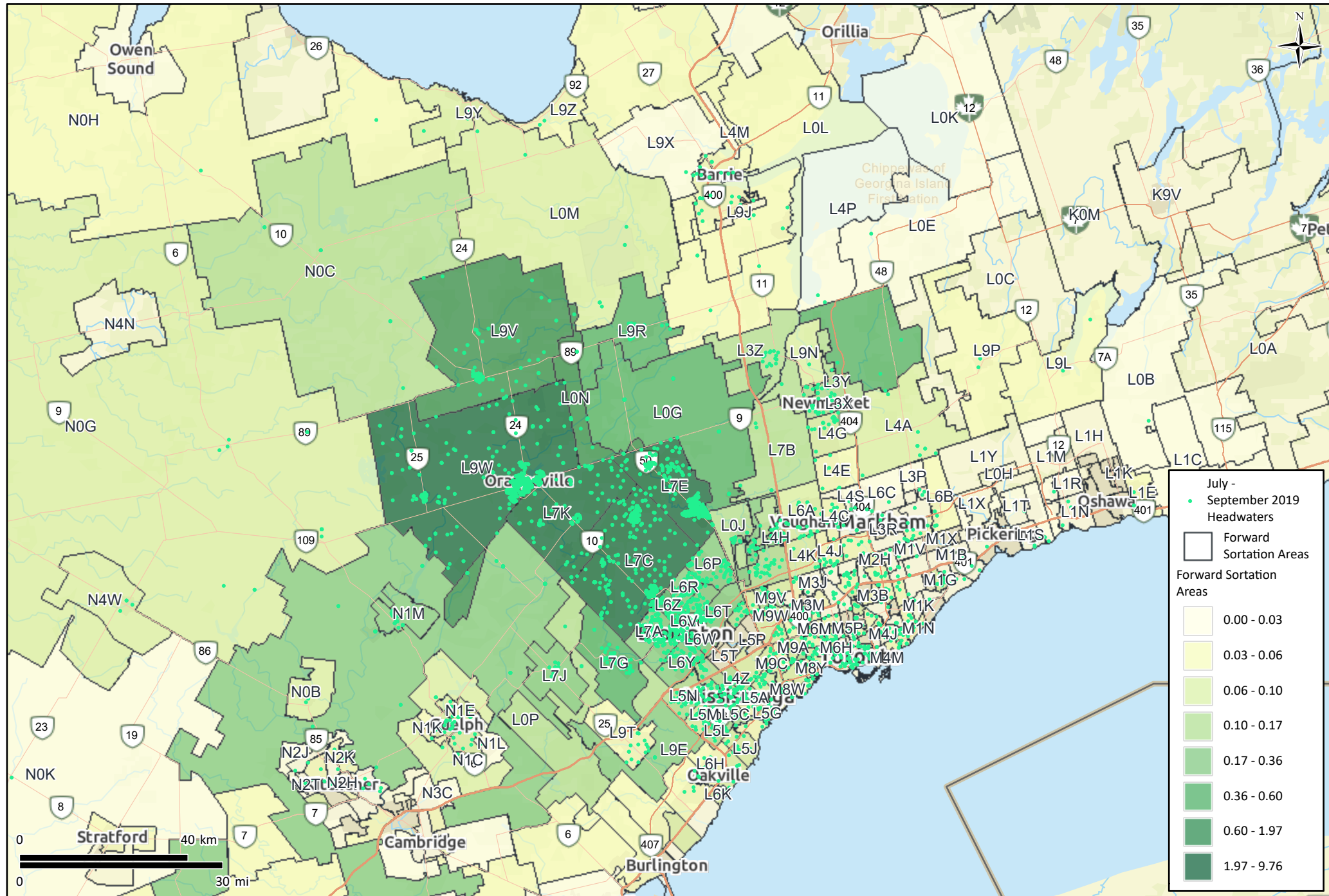
### Ecological Concern

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



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

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



Variable Description: July- September 2019 Headwaters- Record Count; Normalization Variable is Total Households | About Page: <https://en.environicsanalytics.ca/Envision/About/1/2019>

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Additional Sources: Province of Ontario, Esri, HERE, Garmin, FAO, METI/NASA, USGS, EPA, NPS, NRCan, Parks Canada, Powered By ESRI

Disclaimer: Scale bar is for reference only.



# Ranking Areas - Std. Geo. | Customers

Customer: July - September 2019 Headwaters: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
L9W (Orangeville, ON)	L9W	984	18.90	17,201	0.12	5.72	16,385
L7C (Caledon, ON)	L7C	883	16.96	9,045	0.06	9.76	27,962
L7E (Bolton, ON)	L7E	697	13.39	12,082	0.08	5.77	16,524
L7K (Caledon, ON)	L7K	154	2.96	3,211	0.02	4.80	13,737
L9V (Orangeville, ON)	L9V	99	1.90	5,914	0.04	1.67	4,795
L0G (Tottenham, ON)	L0G	91	1.75	15,288	0.10	0.60	1,705
L6R (Brampton, ON)	L6R	86	1.65	24,098	0.16	0.36	1,022
L7A (Brampton, ON)	L7A	86	1.65	24,164	0.16	0.36	1,019
L6X (Brampton, ON)	L6X	80	1.54	22,189	0.15	0.36	1,033
L6P (Brampton, ON)	L6P	75	1.44	21,826	0.15	0.34	984
L7G (Georgetown, ON)	L7G	70	1.34	16,759	0.11	0.42	1,196
L6Z (Brampton, ON)	L6Z	67	1.29	11,094	0.07	0.60	1,730
L6Y (Brampton, ON)	L6Y	66	1.27	29,156	0.20	0.23	648
N0B (Elora, ON)	N0B	66	1.27	29,596	0.20	0.22	639
L6V (Brampton, ON)	L6V	63	1.21	15,465	0.10	0.41	1,167
L4H (Woodbridge, ON)	L4H	53	1.02	20,870	0.14	0.25	727
L6S (Brampton, ON)	L6S	51	0.98	18,843	0.13	0.27	775
L6T (Brampton, ON)	L6T	50	0.96	15,185	0.10	0.33	943
L9R (Alliston, ON)	L9R	38	0.73	8,951	0.06	0.42	1,216
L4L (Woodbridge, ON)	L4L	35	0.67	19,969	0.13	0.18	502
L5M (Mississauga, ON)	L5M	34	0.65	33,695	0.23	0.10	289
L5N (Mississauga, ON)	L5N	31	0.59	29,119	0.20	0.11	305
L0N (Palgrave, ON)	L0N	23	0.44	1,165	0.01	1.97	5,655
L6A (Vaughan, ON)	L6A	23	0.44	26,604	0.18	0.09	248
L5L (Mississauga, ON)	L5L	22	0.42	16,482	0.11	0.13	382
M9V (Etobicoke, ON)	M9V	21	0.40	18,040	0.12	0.12	333
N0G (Mount Forest, ON)	N0G	21	0.40	31,783	0.21	0.07	189
L3Y (Newmarket, ON)	L3Y	20	0.38	17,461	0.12	0.11	328
L4N (Barrie, ON)	L4N	20	0.38	37,641	0.25	0.05	152
L6W (Brampton, ON)	L6W	20	0.38	9,189	0.06	0.22	623
L3X (Newmarket, ON)	L3X	19	0.36	14,471	0.10	0.13	376
N1M (Fergus, ON)	N1M	19	0.36	6,418	0.04	0.30	848
L4G (Aurora, ON)	L4G	18	0.35	20,542	0.14	0.09	251
L5R (Mississauga, ON)	L5R	18	0.35	12,812	0.09	0.14	402
L5V (Mississauga, ON)	L5V	18	0.35	14,648	0.10	0.12	352
N1E (Guelph, ON)	N1E	18	0.35	17,440	0.12	0.10	296
N1H (Guelph, ON)	N1H	18	0.35	19,384	0.13	0.09	266
L3Z (Bradford, ON)	L3Z	17	0.33	12,503	0.08	0.14	389
L9T (Milton, ON)	L9T	16	0.31	35,291	0.24	0.05	130
M5V (Toronto, ON)	M5V	16	0.31	38,089	0.26	0.04	120
L4Z (Mississauga, ON)	L4Z	15	0.29	14,257	0.10	0.11	301
L5A (Mississauga, ON)	L5A	15	0.29	19,789	0.13	0.08	217
L7L (Burlington, ON)	L7L	15	0.29	18,517	0.12	0.08	232
M2N (Willowdale, ON)	M2N	15	0.29	37,137	0.25	0.04	116
L4J (Thornhill, ON)	L4J	14	0.27	27,884	0.19	0.05	144
L4T (Mississauga, ON)	L4T	14	0.27	12,308	0.08	0.11	326
L5B (Mississauga, ON)	L5B	14	0.27	27,450	0.18	0.05	146

# Ranking Areas - Std. Geo. | Customers

Customer: July - September 2019 Headwaters: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
L7J (Acton, ON)	L7J	14	0.27	4,935	0.03	0.28	813
L4C (Richmond Hill, ON)	L4C	13	0.25	27,340	0.18	0.05	136
L5C (Mississauga, ON)	L5C	12	0.23	10,464	0.07	0.11	328
L6H (Oakville, ON)	L6H	12	0.23	22,984	0.15	0.05	150
L9Y (Collingwood, ON)	L9Y	12	0.23	12,083	0.08	0.10	284
M6S (Toronto, ON)	M6S	12	0.23	15,555	0.10	0.08	221
M9A (Etobicoke, ON)	M9A	12	0.23	16,399	0.11	0.07	210
L4A (Stouffville, ON)	L4A	11	0.21	16,357	0.11	0.07	193
L5W (Mississauga, ON)	L5W	11	0.21	6,843	0.05	0.16	460
M9C (Etobicoke, ON)	M9C	11	0.21	16,512	0.11	0.07	191
M9W (Etobicoke, ON)	M9W	11	0.21	14,785	0.10	0.07	213
L0M (Angus, ON)	L0M	10	0.19	13,094	0.09	0.08	219
L4Y (Mississauga, ON)	L4Y	10	0.19	9,912	0.07	0.10	289
M6E (Toronto, ON)	M6E	10	0.19	15,320	0.10	0.07	187
M6H (Toronto, ON)	M6H	10	0.19	21,272	0.14	0.05	135
M9R (York, ON)	M9R	10	0.19	13,557	0.09	0.07	211
N0C (Dundalk, ON)	N0C	10	0.19	6,441	0.04	0.16	445
L0R (Binbrook, ON)	L0R	9	0.17	26,541	0.18	0.03	97
L4E (Richmond Hill, ON)	L4E	9	0.17	16,101	0.11	0.06	160
M1G (Scarborough, ON)	M1G	9	0.17	10,804	0.07	0.08	239
M6J (Toronto, ON)	M6J	9	0.17	18,539	0.12	0.05	139
M6M (York, ON)	M6M	9	0.17	17,780	0.12	0.05	145
M6N (Toronto, ON)	M6N	9	0.17	17,428	0.12	0.05	148
M8V (Etobicoke, ON)	M8V	9	0.17	19,877	0.13	0.05	130
M8W (Etobicoke, ON)	M8W	9	0.17	9,770	0.07	0.09	264
N0M (Clinton, ON)	N0M	9	0.17	27,151	0.18	0.03	95
L3S (Markham, ON)	L3S	8	0.15	14,835	0.10	0.05	154
L3T (Thornhill, ON)	L3T	8	0.15	21,398	0.14	0.04	107
L6M (Oakville, ON)	L6M	8	0.15	21,508	0.14	0.04	107
M2J (Willowdale, ON)	M2J	8	0.15	23,967	0.16	0.03	96
M3A (Toronto, ON)	M3A	8	0.15	14,367	0.10	0.06	159
N1G (Guelph, ON)	N1G	8	0.15	11,413	0.08	0.07	201
L4M (Barrie, ON)	L4M	7	0.13	18,668	0.13	0.04	107
L5G (Mississauga, ON)	L5G	7	0.13	9,400	0.06	0.07	213
L5J (Mississauga, ON)	L5J	7	0.13	11,311	0.08	0.06	177
L6J (Oakville, ON)	L6J	7	0.13	8,923	0.06	0.08	225
M9B (Etobicoke, ON)	M9B	7	0.13	13,337	0.09	0.05	150
N0H (Warton, ON)	N0H	7	0.13	21,475	0.14	0.03	93
N2N (Kitchener, ON)	N2N	7	0.13	9,296	0.06	0.08	216
L7B (King City, ON)	L7B	6	0.12	5,047	0.03	0.12	341
L7M (Burlington, ON)	L7M	6	0.12	17,983	0.12	0.03	96
L7P (Burlington, ON)	L7P	6	0.12	11,704	0.08	0.05	147
L9E (Milton, ON)	L9E	6	0.12	2,504	0.02	0.24	686
M1L (Scarborough, ON)	M1L	6	0.12	14,667	0.10	0.04	117
M3N (York, ON)	M3N	6	0.12	14,021	0.09	0.04	123
M4L (Toronto, ON)	M4L	6	0.12	15,016	0.10	0.04	114
M4Y (Toronto, ON)	M4Y	6	0.12	27,560	0.18	0.02	62



# Ranking Areas - Std. Geo. | Customers

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Name	Code	Count	%	Base Count	Base %	% Pen	Index
M8Z (Etobicoke, ON)	M8Z	6	0.12	8,158	0.06	0.07	211
L0L (Oro, ON)	L0L	5	0.10	14,719	0.10	0.03	97
L0P (Campbellville, ON)	L0P	5	0.10	3,057	0.02	0.16	468
L3R (Markham, ON)	L3R	5	0.10	20,936	0.14	0.02	68
L4K (Concord, ON)	L4K	5	0.10	5,172	0.04	0.10	277
L4W (Mississauga, ON)	L4W	5	0.10	7,774	0.05	0.06	184
L4X (Mississauga, ON)	L4X	5	0.10	7,658	0.05	0.07	187
L6K (Oakville, ON)	L6K	5	0.10	6,464	0.04	0.08	222
L8B (Burlington, ON)	L8B	5	0.10	10,130	0.07	0.05	141
L9S (Innisfil, ON)	L9S	5	0.10	11,548	0.08	0.04	124
M4C (Toronto, ON)	M4C	5	0.10	20,194	0.14	0.02	71
M4E (Toronto, ON)	M4E	5	0.10	11,550	0.08	0.04	124
M8X (Etobicoke, ON)	M8X	5	0.10	4,693	0.03	0.11	305
M8Y (Etobicoke, ON)	M8Y	5	0.10	11,389	0.08	0.04	126
N0J (Norwich, ON)	N0J	5	0.10	11,875	0.08	0.04	121
N5A (Stratford, ON)	N5A	5	0.10	13,971	0.09	0.04	103
L5K (Mississauga, ON)	L5K	4	0.08	5,056	0.03	0.08	227
L6B (Markham, ON)	L6B	4	0.08	9,324	0.06	0.04	123
L7T (Burlington, ON)	L7T	4	0.08	8,159	0.06	0.05	140
L9C (Hamilton, ON)	L9C	4	0.08	15,917	0.11	0.03	72
M1E (Scarborough, ON)	M1E	4	0.08	18,764	0.13	0.02	61
M1N (Scarborough, ON)	M1N	4	0.08	9,576	0.06	0.04	120
M1W (Scarborough, ON)	M1W	4	0.08	16,934	0.11	0.02	68
M3H (York, ON)	M3H	4	0.08	15,408	0.10	0.03	74
M4H (Toronto, ON)	M4H	4	0.08	7,086	0.05	0.06	162
M4J (Toronto, ON)	M4J	4	0.08	16,336	0.11	0.02	70
M4N (Toronto, ON)	M4N	4	0.08	5,210	0.04	0.08	220
M5R (Toronto, ON)	M5R	4	0.08	17,114	0.12	0.02	67
M6B (Toronto, ON)	M6B	4	0.08	11,555	0.08	0.03	99
M6G (Toronto, ON)	M6G	4	0.08	14,751	0.10	0.03	78
M6K (Toronto, ON)	M6K	4	0.08	23,506	0.16	0.02	49
M6L (York, ON)	M6L	4	0.08	7,678	0.05	0.05	149
M9P (York, ON)	M9P	4	0.08	8,355	0.06	0.05	137
N2K (Kitchener, ON)	N2K	4	0.08	10,068	0.07	0.04	114
N2L (Kitchener, ON)	N2L	4	0.08	13,677	0.09	0.03	84
N3L (Brantford, ON)	N3L	4	0.08	6,018	0.04	0.07	190
N4W (Listowel, ON)	N4W	4	0.08	4,397	0.03	0.09	261
N9G (Windsor, ON)	N9G	4	0.08	6,599	0.04	0.06	174
K1S (Ottawa, ON)	K1S	3	0.06	13,976	0.09	0.02	61
L1E (Bowmanville, ON)	L1E	3	0.06	9,898	0.07	0.03	87
L1N (Whitby, ON)	L1N	3	0.06	19,352	0.13	0.02	44
L1S (Ajax, ON)	L1S	3	0.06	16,317	0.11	0.02	53
L2E (Niagara Falls, ON)	L2E	3	0.06	8,887	0.06	0.03	97
L4B (Richmond Hill, ON)	L4B	3	0.06	14,177	0.10	0.02	61
L4S (Richmond Hill, ON)	L4S	3	0.06	11,463	0.08	0.03	75
L5H (Mississauga, ON)	L5H	3	0.06	6,761	0.04	0.04	127
L6C (Markham, ON)	L6C	3	0.06	16,552	0.11	0.02	52

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L6E (Markham, ON)	L6E	3	0.06	11,094	0.07	0.03	77
L8S (Hamilton, ON)	L8S	3	0.06	7,099	0.05	0.04	121
L9L (Port Perry, ON)	L9L	3	0.06	6,005	0.04	0.05	143
L9N (East Gwillimbury, ON)	L9N	3	0.06	3,633	0.02	0.08	237
L9P (Uxbridge, ON)	L9P	3	0.06	6,525	0.04	0.05	132
L9Z (Wasaga Beach, ON)	L9Z	3	0.06	10,090	0.07	0.03	85
M1K (Scarborough, ON)	M1K	3	0.06	18,651	0.13	0.02	46
M1R (Scarborough, ON)	M1R	3	0.06	10,251	0.07	0.03	84
M1S (Scarborough, ON)	M1S	3	0.06	14,293	0.10	0.02	60
M2H (Willowdale, ON)	M2H	3	0.06	9,407	0.06	0.03	91
M2M (Willowdale, ON)	M2M	3	0.06	13,577	0.09	0.02	63
M2R (Willowdale, ON)	M2R	3	0.06	16,770	0.11	0.02	51
M3B (Toronto, ON)	M3B	3	0.06	5,409	0.04	0.06	159
M3J (York, ON)	M3J	3	0.06	10,891	0.07	0.03	79
M4G (Toronto, ON)	M4G	3	0.06	7,917	0.05	0.04	109
M4P (Toronto, ON)	M4P	3	0.06	12,310	0.08	0.02	70
M4T (Toronto, ON)	M4T	3	0.06	6,933	0.05	0.04	124
M4V (Toronto, ON)	M4V	3	0.06	10,932	0.07	0.03	79
M4X (Toronto, ON)	M4X	3	0.06	10,462	0.07	0.03	82
M5A (Toronto, ON)	M5A	3	0.06	24,570	0.17	0.01	35
M5M (Toronto, ON)	M5M	3	0.06	11,339	0.08	0.03	76
M5P (Toronto, ON)	M5P	3	0.06	9,157	0.06	0.03	94
M6R (Toronto, ON)	M6R	3	0.06	9,038	0.06	0.03	95
M9L (North York, ON)	M9L	3	0.06	4,186	0.03	0.07	205
N1R (Cambridge, ON)	N1R	3	0.06	17,650	0.12	0.02	49
N2A (Kitchener, ON)	N2A	3	0.06	11,705	0.08	0.03	73
N2P (Kitchener, ON)	N2P	3	0.06	7,571	0.05	0.04	113
N3B (Elmira, ON)	N3B	3	0.06	4,688	0.03	0.06	183
N3S (Brantford, ON)	N3S	3	0.06	11,984	0.08	0.03	72
N4K (Owen Sound, ON)	N4K	3	0.06	12,659	0.09	0.02	68
N7S (Sarnia, ON)	N7S	3	0.06	12,014	0.08	0.02	72
P1H (Huntsville, ON)	P1H	3	0.06	7,640	0.05	0.04	112
A1M (Portugal Cove-St Philips, NL)	A1M	2	0.04	3,208	0.02	0.06	179
E3Z (Grand Falls/Grand-Sault, NB)	E3Z	2	0.04	1,882	0.01	0.11	304
K0K (Picton, ON)	K0K	2	0.04	46,968	0.32	0.00	12
K6V (Brockville, ON)	K6V	2	0.04	13,458	0.09	0.01	43
L0J (Kleinburg, ON)	L0J	2	0.04	1,645	0.01	0.12	348
L1C (Bowmanville, ON)	L1C	2	0.04	16,821	0.11	0.01	34
L1Z (Ajax, ON)	L1Z	2	0.04	8,912	0.06	0.02	64
L2M (St Catharines, ON)	L2M	2	0.04	13,883	0.09	0.01	41
L2S (St Catharines, ON)	L2S	2	0.04	7,346	0.05	0.03	78
L4P (Keswick, ON)	L4P	2	0.04	11,085	0.07	0.02	52
L5E (Mississauga, ON)	L5E	2	0.04	5,785	0.04	0.03	99
L6L (Oakville, ON)	L6L	2	0.04	12,092	0.08	0.02	47
L8R (Hamilton, ON)	L8R	2	0.04	5,723	0.04	0.03	100
L8W (Hamilton, ON)	L8W	2	0.04	9,102	0.06	0.02	63
L9A (Hamilton, ON)	L9A	2	0.04	10,741	0.07	0.02	53

# Ranking Areas - Std. Geo. | Customers

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Name	Code	Count	%	Base Count	Base %	% Pen	Index
L9B (Hamilton, ON)	L9B	2	0.04	9,252	0.06	0.02	62
L9G (Hamilton, ON)	L9G	2	0.04	8,713	0.06	0.02	66
L9H (Hamilton, ON)	L9H	2	0.04	13,120	0.09	0.02	44
L9K (Hamilton, ON)	L9K	2	0.04	4,983	0.03	0.04	115
M1C (Scarborough, ON)	M1C	2	0.04	11,957	0.08	0.02	48
M1P (Scarborough, ON)	M1P	2	0.04	17,529	0.12	0.01	33
M1T (Scarborough, ON)	M1T	2	0.04	13,884	0.09	0.01	41
M1V (Scarborough, ON)	M1V	2	0.04	17,184	0.12	0.01	33
M2P (Toronto, ON)	M2P	2	0.04	3,333	0.02	0.06	172
M3C (Toronto, ON)	M3C	2	0.04	17,055	0.11	0.01	34
M3M (York, ON)	M3M	2	0.04	9,360	0.06	0.02	61
M4B (Toronto, ON)	M4B	2	0.04	7,787	0.05	0.03	74
M4K (Toronto, ON)	M4K	2	0.04	15,305	0.10	0.01	37
M4S (Toronto, ON)	M4S	2	0.04	14,237	0.10	0.01	40
M5B (Toronto, ON)	M5B	2	0.04	6,198	0.04	0.03	92
M6C (Toronto, ON)	M6C	2	0.04	12,615	0.09	0.02	45
M6P (Toronto, ON)	M6P	2	0.04	20,479	0.14	0.01	28
M9M (North York, ON)	M9M	2	0.04	7,859	0.05	0.03	73
M9N (York, ON)	M9N	2	0.04	10,182	0.07	0.02	56
N0E (Waterford, ON)	N0E	2	0.04	13,424	0.09	0.01	43
N0L (Dorchester, ON)	N0L	2	0.04	19,426	0.13	0.01	29
N0P (Blenheim, ON)	N0P	2	0.04	21,173	0.14	0.01	27
N1T (Cambridge, ON)	N1T	2	0.04	5,626	0.04	0.04	102
N2B (Kitchener, ON)	N2B	2	0.04	7,538	0.05	0.03	76
N2G (Kitchener, ON)	N2G	2	0.04	6,851	0.05	0.03	84
N3A (New Hamburg, ON)	N3A	2	0.04	6,213	0.04	0.03	92
N3C (Cambridge, ON)	N3C	2	0.04	9,376	0.06	0.02	61
N3W (Caledonia, ON)	N3W	2	0.04	5,415	0.04	0.04	106
N6G (London, ON)	N6G	2	0.04	16,121	0.11	0.01	36
N8N (Windsor, ON)	N8N	2	0.04	10,128	0.07	0.02	57
N9H (Windsor, ON)	N9H	2	0.04	3,892	0.03	0.05	147
P1C (North Bay, ON)	P1C	2	0.04	1,181	0.01	0.17	485
A0C (Bonavista, NL)	A0C	1	0.02	5,903	0.04	0.02	49
A0G (Lewisporte, NL)	A0G	1	0.02	15,152	0.10	0.01	19
A0K (St. Anthony, NL)	A0K	1	0.02	10,987	0.07	0.01	26
A1G (St. John's, NL)	A1G	1	0.02	2,715	0.02	0.04	105
A2V (Labrador City, NL)	A2V	1	0.02	3,580	0.02	0.03	80
B1A (Glace Bay, NS)	B1A	1	0.02	6,866	0.05	0.01	42
B2A (North Sydney, NS)	B2A	1	0.02	3,486	0.02	0.03	82
C1B (Charlottetown, PE)	C1B	1	0.02	5,846	0.04	0.02	49
E3B (Fredericton, NB)	E3B	1	0.02	17,887	0.12	0.01	16
G6C (Pintendre, QC)	G6C	1	0.02	2,934	0.02	0.03	98
K1Y (Ottawa, ON)	K1Y	1	0.02	10,376	0.07	0.01	28
K1Z (Ottawa, ON)	K1Z	1	0.02	10,218	0.07	0.01	28
K2J (Ottawa, ON)	K2J	1	0.02	25,655	0.17	0.00	11
K4M (Manotick, ON)	K4M	1	0.02	4,477	0.03	0.02	64
K6J (Cornwall, ON)	K6J	1	0.02	8,105	0.05	0.01	35

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K7A (Smiths Falls, ON)	K7A	1	0.02	7,304	0.05	0.01	39
K7L (Kingston, ON)	K7L	1	0.02	9,889	0.07	0.01	29
K7M (Kingston, ON)	K7M	1	0.02	22,077	0.15	0.00	13
K9K (Peterborough, ON)	K9K	1	0.02	5,079	0.03	0.02	56
L0B (Orono, ON)	L0B	1	0.02	6,042	0.04	0.02	47
L0E (Sutton West, ON)	L0E	1	0.02	8,707	0.06	0.01	33
L0K (Coldwater, ON)	L0K	1	0.02	14,860	0.10	0.01	19
L0S (Fonthill, ON)	L0S	1	0.02	22,826	0.15	0.00	13
L1B (Bowmanville, ON)	L1B	1	0.02	4,902	0.03	0.02	58
L1P (Whitby, ON)	L1P	1	0.02	5,733	0.04	0.02	50
L1R (Whitby, ON)	L1R	1	0.02	13,657	0.09	0.01	21
L1T (Ajax, ON)	L1T	1	0.02	15,442	0.10	0.01	19
L1V (Pickering, ON)	L1V	1	0.02	18,283	0.12	0.01	16
L2H (Niagara Falls, ON)	L2H	1	0.02	9,824	0.07	0.01	29
L2N (St Catharines, ON)	L2N	1	0.02	13,824	0.09	0.01	21
L2R (St Catharines, ON)	L2R	1	0.02	11,624	0.08	0.01	25
L3K (Port Colborne, ON)	L3K	1	0.02	8,183	0.06	0.01	35
L3P (Markham, ON)	L3P	1	0.02	13,345	0.09	0.01	21
L7N (Burlington, ON)	L7N	1	0.02	5,572	0.04	0.02	51
L7S (Burlington, ON)	L7S	1	0.02	6,612	0.04	0.02	43
L8E (Hamilton, ON)	L8E	1	0.02	16,477	0.11	0.01	17
L8G (Hamilton, ON)	L8G	1	0.02	8,853	0.06	0.01	32
L8J (Hamilton, ON)	L8J	1	0.02	8,756	0.06	0.01	33
L8P (Hamilton, ON)	L8P	1	0.02	13,574	0.09	0.01	21
L9M (Penetanguishene, ON)	L9M	1	0.02	6,354	0.04	0.02	45
L9X (Barrie, ON)	L9X	1	0.02	3,962	0.03	0.03	72
M1B (Scarborough, ON)	M1B	1	0.02	21,466	0.14	0.00	13
M1J (Scarborough, ON)	M1J	1	0.02	11,920	0.08	0.01	24
M2K (Willowdale, ON)	M2K	1	0.02	11,692	0.08	0.01	24
M3K (York, ON)	M3K	1	0.02	2,995	0.02	0.03	96
M4M (Toronto, ON)	M4M	1	0.02	11,343	0.08	0.01	25
M5J (Toronto, ON)	M5J	1	0.02	11,534	0.08	0.01	25
M5S (Toronto, ON)	M5S	1	0.02	5,779	0.04	0.02	50
M6A (Toronto, ON)	M6A	1	0.02	8,316	0.06	0.01	34
N0A (Port Dover, ON)	N0A	1	0.02	14,348	0.10	0.01	20
N0K (Mitchell, ON)	N0K	1	0.02	10,080	0.07	0.01	28
N0N (Petrolia, ON)	N0N	1	0.02	16,450	0.11	0.01	17
N1C (Guelph, ON)	N1C	1	0.02	1,276	0.01	0.08	224
N1K (Guelph, ON)	N1K	1	0.02	3,046	0.02	0.03	94
N1L (Guelph, ON)	N1L	1	0.02	5,246	0.04	0.02	55
N1P (Cambridge, ON)	N1P	1	0.02	2,500	0.02	0.04	115
N1S (Cambridge, ON)	N1S	1	0.02	8,099	0.05	0.01	35
N2C (Kitchener, ON)	N2C	1	0.02	7,500	0.05	0.01	38
N2E (Kitchener, ON)	N2E	1	0.02	14,689	0.10	0.01	19
N2H (Kitchener, ON)	N2H	1	0.02	11,529	0.08	0.01	25
N2J (Kitchener, ON)	N2J	1	0.02	9,310	0.06	0.01	31
N2T (Kitchener, ON)	N2T	1	0.02	6,893	0.05	0.01	42

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Name	Code	Count	%	Base Count	Base %	% Pen	Index
N2V (Kitchener, ON)	N2V	1	0.02	5,769	0.04	0.02	50
N3R (Brantford, ON)	N3R	1	0.02	14,907	0.10	0.01	19
N3Y (Simcoe, ON)	N3Y	1	0.02	9,866	0.07	0.01	29
N4X (St Marys, ON)	N4X	1	0.02	3,632	0.02	0.03	79
N5C (Ingersoll, ON)	N5C	1	0.02	6,398	0.04	0.02	45
N5H (Aylmer West, ON)	N5H	1	0.02	5,162	0.04	0.02	55
N5R (St Thomas, ON)	N5R	1	0.02	12,440	0.08	0.01	23
N5V (London, ON)	N5V	1	0.02	13,191	0.09	0.01	22
N5Y (London, ON)	N5Y	1	0.02	16,262	0.11	0.01	18
N6A (London, ON)	N6A	1	0.02	6,562	0.04	0.02	44
N6C (London, ON)	N6C	1	0.02	16,077	0.11	0.01	18
N6M (London, ON)	N6M	1	0.02	2,088	0.01	0.05	137
N9V (Amherstburg, ON)	N9V	1	0.02	7,956	0.05	0.01	36
P0A (Burks Falls, ON)	P0A	1	0.02	7,029	0.05	0.01	41
P0B (Utterson, ON)	P0B	1	0.02	3,759	0.03	0.03	76
P1B (North Bay, ON)	P1B	1	0.02	15,746	0.11	0.01	18
P1L (Bracebridge, ON)	P1L	1	0.02	7,458	0.05	0.01	38
P2A (Parry Sound, ON)	P2A	1	0.02	6,153	0.04	0.02	47
S0C (Carlyle, SK)	S0C	1	0.02	11,099	0.07	0.01	26
S0M (Battleford, SK)	S0M	1	0.02	20,615	0.14	0.00	14
T3G (Calgary, AB)	T3G	1	0.02	22,243	0.15	0.00	13
T3M (Calgary, AB)	T3M	1	0.02	15,679	0.10	0.01	18
T3R (Calgary, AB)	T3R	1	0.02	9,161	0.06	0.01	31
T4V (Camrose, AB)	T4V	1	0.02	8,751	0.06	0.01	33
T6C (Edmonton, AB)	T6C	1	0.02	9,942	0.07	0.01	29
T8H (Sherwood Park, AB)	T8H	1	0.02	12,328	0.08	0.01	23
T9E (Nisku, AB)	T9E	1	0.02	13,225	0.09	0.01	22
V1J (Fort St. John, BC)	V1J	1	0.02	10,625	0.07	0.01	27
V2E (Kamloops, BC)	V2E	1	0.02	5,999	0.04	0.02	48
V2Z (Langley, BC)	V2Z	1	0.02	6,419	0.04	0.02	45
V3S (Surrey, BC)	V3S	1	0.02	31,113	0.21	0.00	9
V5M (Vancouver, BC)	V5M	1	0.02	8,108	0.05	0.01	35
V6G (Vancouver, BC)	V6G	1	0.02	17,865	0.12	0.01	16



**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

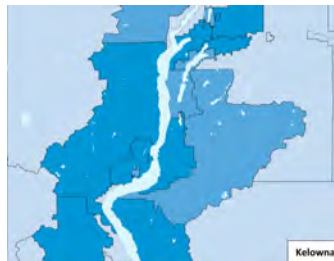
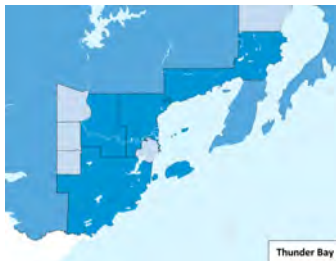
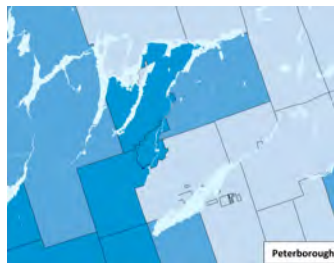
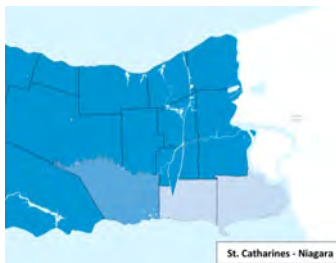
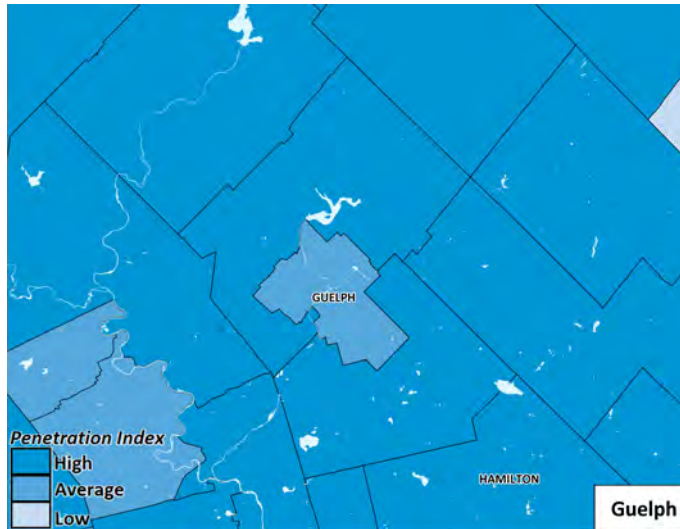
#### CULTURAL DIVERSITY INDEX:

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"

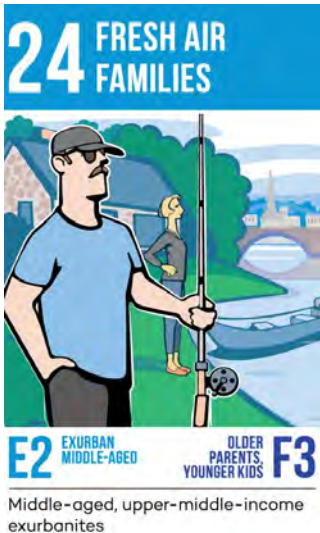
"It is important for children to receive a religious upbringing"



### AUTOMOTIVE

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





## 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

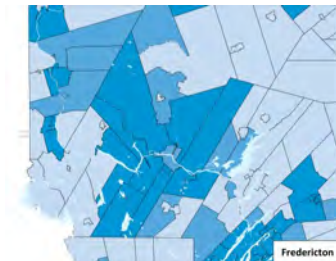
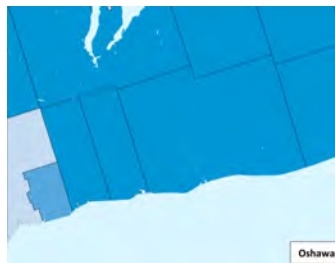
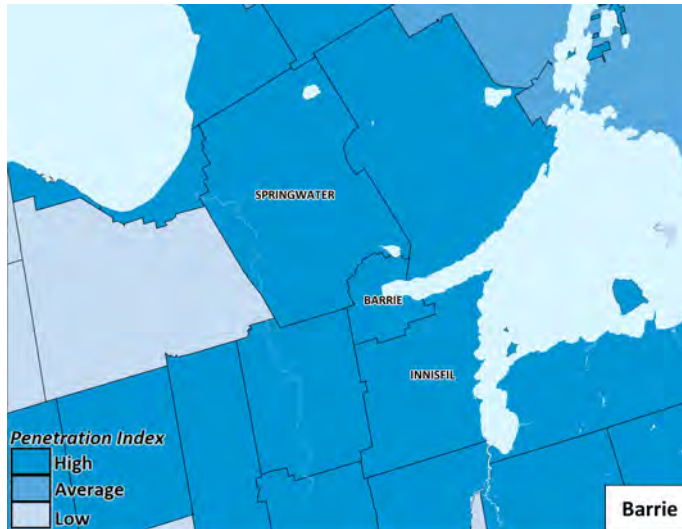
#### CULTURAL DIVERSITY INDEX:

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"

## 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.

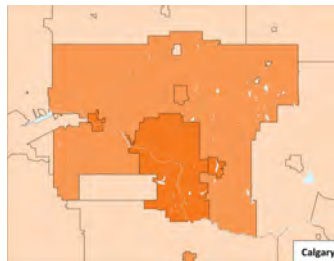
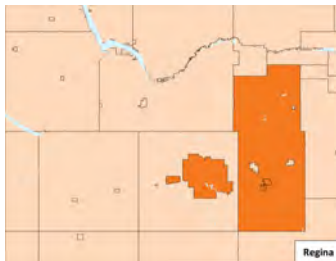
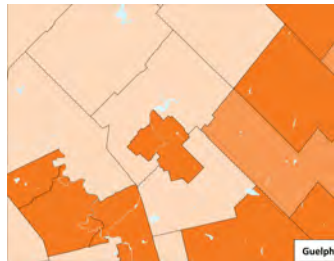
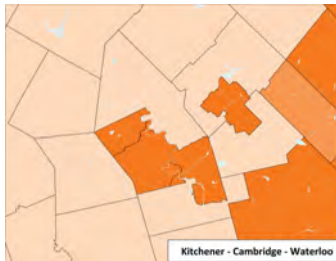
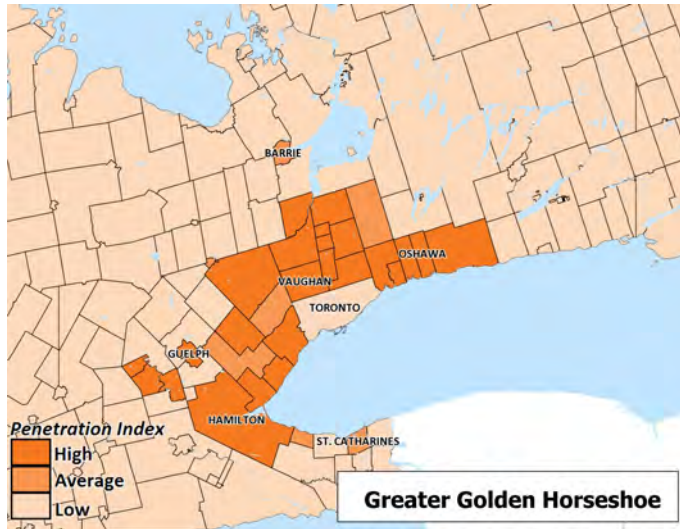
Kids & Careers households owe their success to a mix of determination and education. With about a third having a university degree, the segment includes a disproportionate number of executives in finance and insurance, as well as professional, science and technical services industries. These busy moms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



## SUBURBAN, UPPER-MIDDLE-INCOME SOUTH ASIAN FAMILIES

### WHO THEY ARE

Reflecting the increasing diversity of Canada's visible minority population, South Asian Achievers has emerged as a fast-growing segment of family-filled households in new suburban neighbourhoods. The most affluent of the South Asian segments, it also has one of the highest concentrations of family households, at more than 90 percent. Many tend to cluster together in cultural enclaves, particularly in the greater Toronto area. These middle-aged, relatively recent immigrants—about 60 percent are foreign-born—are characterized by mixed educations, skilled blue-collar and service sector jobs, upper-middle incomes and child-centred lifestyles. In neighbourhoods filled with single-detached, semis and row houses, active families enjoy outdoor sports like basketball, baseball and soccer, as well as visits to amusement parks, movies and electronics shows. Still making their way in Canadian popular culture, these residents have a high rate for going to a university with plans for bettering their lives.

More than eight out of ten South Asian Achievers residents are visible minorities—including a significant proportion of Black Canadians and Filipinos along with South Asians—and more than 35 percent speak a non-official language at home. As consumers, they make a strong market for family-friendly products and media. They have high rates for watching TV channels like the Golf Channel, CNN and Sportsnet. They listen to sports talk radio shows and subscribe to fashion magazines. And they excel in wireless media, using their mobile devices to play games, send texts, download apps and listen to music. These are the shoppers who use their phones to compare products, scan mobile tags and receive mobile coupons. While South Asian Achievers residents may get local news from all-news radio programs, they turn to their phones to stay connected to the world.

### HOW THEY THINK

Members of South Asian Achievers are a passionate group who pursue life to the fullest and have an optimistic view of the future (*Pursuit of Intensity, Vitality, Personal Optimism*). They tend to hold traditional values, scoring high for *Sexism, Patriarchy* and *Traditional Family*. Their higher educations and full-time jobs provide a sense of *Financial Security*, and they like to project an image that impresses their peers (*Need for Status Recognition, Status via Home*). Living in culturally diverse enclaves, these Canadians take an interest in what's happening in their communities and enjoy larger events that provide an opportunity to connect with others (*Community Involvement, Attraction for Crowds*); few segments score lower on *Attraction to Nature*. Often making purchase decisions based on the Importance of Aesthetics, South Asian Achievers residents enjoy well-designed advertising and tend to trust it as a good source of reliable information (Advertising as Stimulus, Confidence in Advertising). Many display a tendency for Buying on Impulse, giving weight to favourite brands and those with authentic stories (Importance of Brand, Brand Genuineness).

#### POPULATION:

424,012  
(1.17% of Canada)

#### HOUSEHOLDS:

105,081  
(0.72% of Canada)

#### AVERAGE HOUSEHOLD INCOME:

\$104,741

#### HOUSE TENURE:

Own

#### EDUCATION:

Mixed

#### OCCUPATION:

Mixed

#### CULTURAL DIVERSITY INDEX:

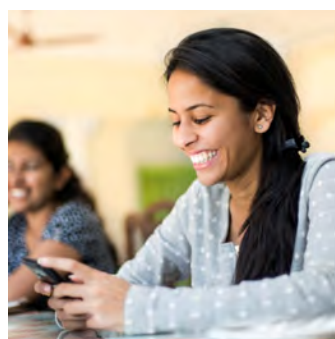
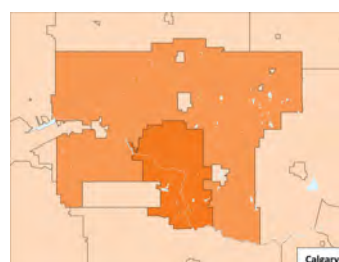
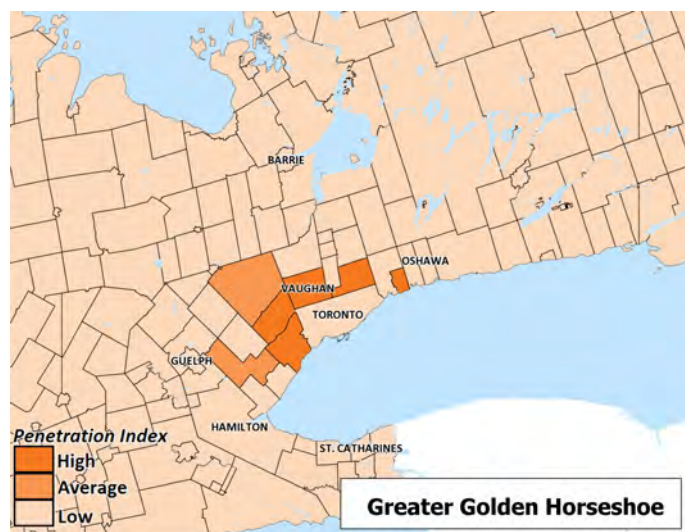
High

#### SAMPLE SOCIAL VALUE:

*Need for Status  
Recognition*



## WHERE THEY LIVE



## HOW THEY LIVE



### LEISURE

movies  
nightclubs  
playing basketball  
fan shows



### SHOPPING

Banana Republic  
Old Navy  
Shoppers Drug Mart  
Urban Barn



### DIGITAL MEDIA

compare products while  
shopping with wireless  
watch TV/videos on mobile  
device  
Instagram  
LinkedIn



### FINANCIAL

RESPs  
GICs  
student banking packages  
mobile banking



### FOOD/DRINK

organic meat  
organic vegetables  
Taco Bell  
tequila



### ATTITUDES

"I like to be immediately  
informed of new products and  
services so that I can use  
them"

"I like to flip through  
magazines just to look at the  
advertisements"

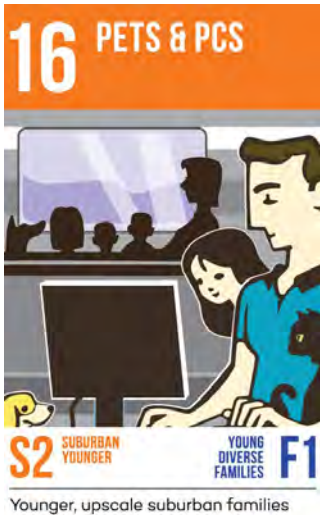


### AUTOMOTIVE

Mazda  
BMW  
midsize minivans  
hybrid vehicles

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

"In a household where both  
partners are working, it is not  
right for the wife to earn more  
than the husband"



## 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

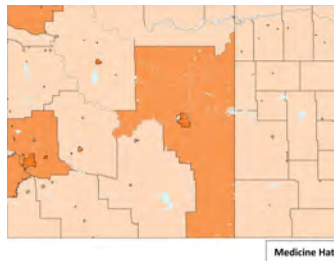
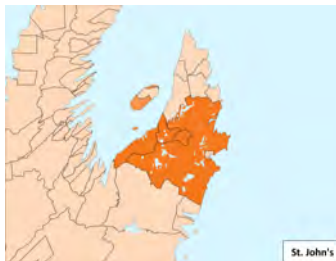
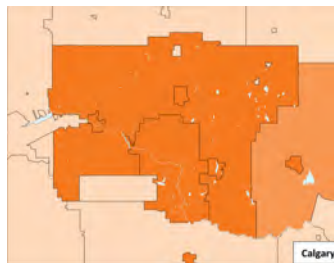
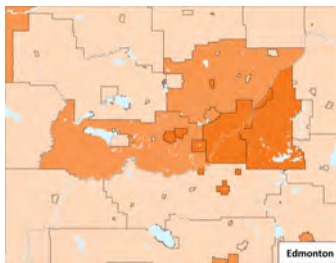
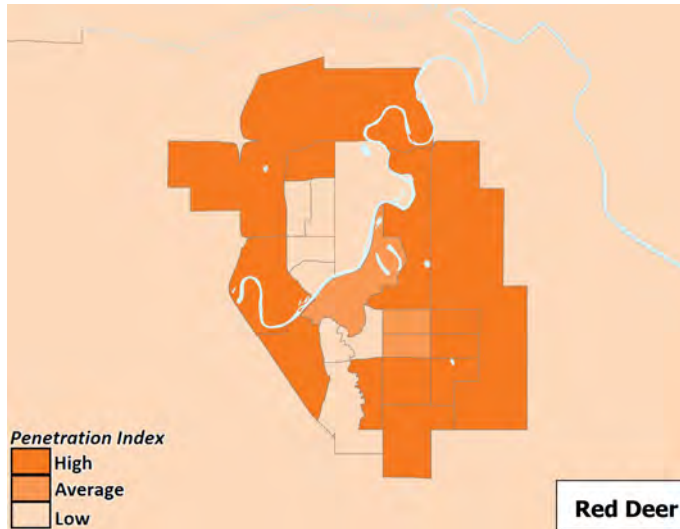
#### CULTURAL DIVERSITY INDEX:

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





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

# Hotel Stats in RTO 6: 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	60.0	-5.2	129.03	2.4	77.45	-2.9	236,809	142,153	18,341,678	0.8
Feb 19	67.4	0.3	130.35	1.6	87.91	1.8	213,892	144,257	18,803,380	5.7
Mar 19	65.7	-4.7	128.24	2.2	84.30	-2.6	236,809	155,681	19,963,897	1.1
Apr 19	71.6	-1.7	133.28	1.0	95.39	-0.8	229,140	163,989	21,857,091	0.1
May 19	76.3	-4.1	138.50	2.7	105.67	-1.5	236,778	180,660	25,020,570	-0.6
Jun-19	82.6	-2.5	140.34	-1.2	115.91	-3.7	229,140	189,248	26,559,765	-2.8
Jul-19	82.8	-0.1	144.39	-0.3	119.49	-0.4	236,778	195,946	28,292,280	-0.5
Aug-19	88.6	0.1	153.05	1.4	135.63	1.5	234,546	207,855	31,811,960	0.5
Sep-19	81.8	-3.3	142.75	0.0	116.73	-3.2	223,350	182,634	26,070,559	-4.2
Sept YTD 2019	75.3	-2.4	138.52	0.8	104.27	-1.7	2,047,839	1,541,475	213,532,223	-0.3

## Hotel Monthly Percent Change 2019 vs 2018 in RTO 6

