



Research Measurement Project

Prepared for: Durham Region

Data: October - December 2019 Postal Codes

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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 Summary
- Report 2: Ranking areas based on the presence of your customers (Maps & FSAs)
- Report 3: Distance Decay - The distribution of your customers
- Report 4: Top 5 Prizm Profiles with their descriptions
- Report 5: Smith Travel Research (STR) Hotel Stats for Durham



Report 1: Executive Summary
October - December 2019 Postal Codes



Demographic Snapshot



49 Years

Median age of Households maintainer (92)



52.6%

Couples with Children at Home (**115**)



63.2%

Of Visitors travelled within 40 Km



\$124,838

Average Household Income (**114**)



48.2%

Are Visible Minority Presence (**147**)



3 People+

49.9% of HHs have 3 or more people at Home (**121**)



37.1%

Born outside of Canada (**123**)



13.4%

Work in Sales & Service (98) & 11.2% in Business/Finance industry (**117**)



Top Ten Forward Sortation Areas (FSAs)

Top Ten Cities/Towns

Name	Count
L1C (Bowmanville, ON)	123
L1K (Oshawa, ON)	99
L1N (Whitby, ON)	96
L1R (Whitby, ON)	87
L1M (Whitby, ON)	86
L1V (Pickering, ON)	83
L1E (Bowmanville, ON)	82
L1S (Ajax, ON)	76
L1G (Oshawa, ON)	63
L1H (Oshawa, ON)	61

Name	Count
Toronto, ON (C)	670
Whitby, ON (T)	294
Oshawa, ON (CY)	284
Clarington, ON (MU)	246
Ajax, ON (T)	185
Markham, ON (CY)	144
Pickering, ON (CY)	130
Richmond Hill, ON (T)	72
Vaughan, ON (CY)	57
Ottawa, ON (CV)	56



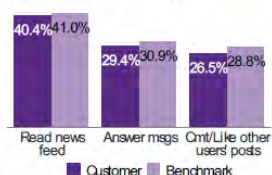
Social Media Highlights



FACEBOOK

77.0% currently use
Index: 100

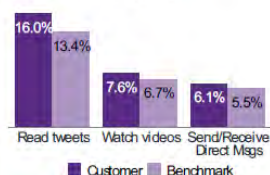
Top Activities (Daily)



TWITTER

35.5% currently use
Index: **112**

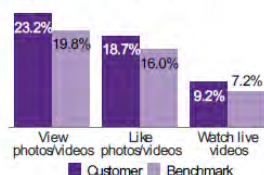
Top Activities (Daily)



INSTAGRAM

42.1% currently use
Index: **112**

Top Activities (Daily)



LINKEDIN

55.5% currently use
Index: **115**

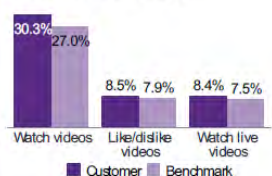
Top Activities (Weekly)



YOUTUBE

74.3% currently use
Index: 104

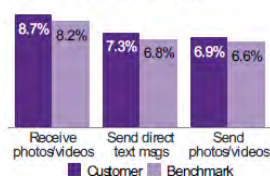
Top Activities (Daily)



SNAPCHAT

17.0% currently use
Index: **112**

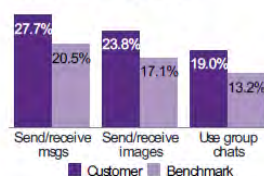
Top Activities (Weekly)



WHATSAPP

48.3% currently use
Index: **125**

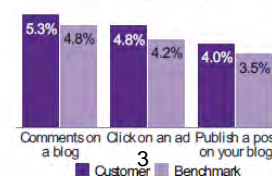
Top Activities (Daily)



BLOGS

17.1% currently use
Index: **115**

Top Activities (Monthly)



Demographics | Population & Households



Customers: Durham Q3 2019 Postal Codes: Record Count

MEDIAN MAINTAINER AGE

49

Index: 92

MARITAL STATUS



60.9%

Index: 107

Married/Common-Law

FAMILY STATUS*

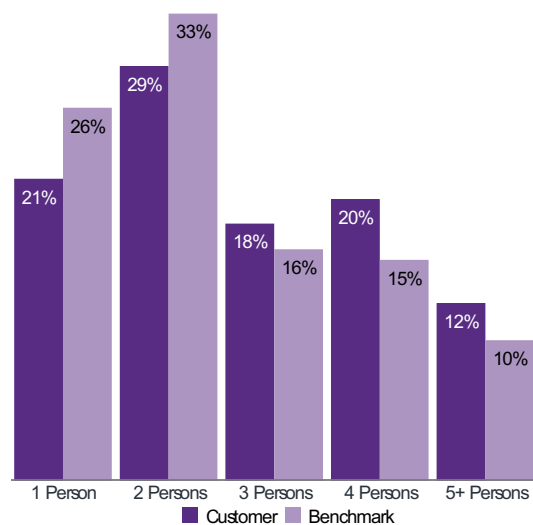


52.6%

Index: 115

Couples With Children At Home

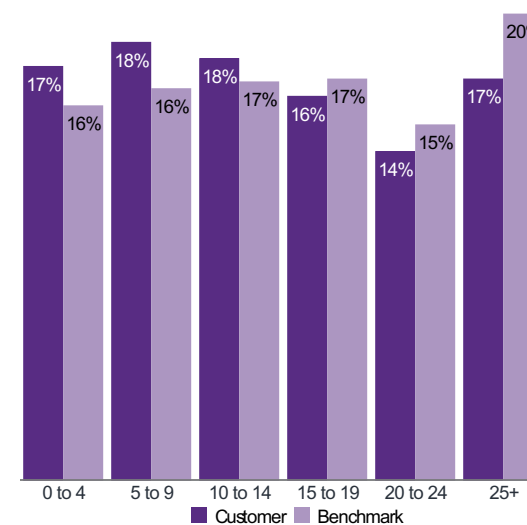
HOUSEHOLD SIZE



POPULATION BY AGE

	%	Index
0 to 4	6.0	117
5 to 9	6.3	121
10 to 14	6.1	115
15 to 19	5.7	104
20 to 24	6.5	95
25 to 29	7.3	100
30 to 34	7.7	111
35 to 39	7.9	117
40 to 44	7.5	118
45 to 49	7.0	109
50 to 54	6.6	96
55 to 59	6.5	88
60 to 64	5.4	82
65 to 69	4.3	80
70 to 74	3.6	79
75 to 79	2.4	76
80 to 84	1.6	72
85+	1.6	70

AGE OF CHILDREN AT HOME



Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

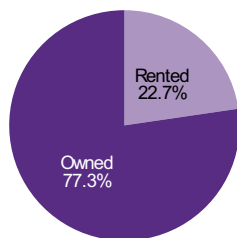
Index Colours:	<80	80 - 110	110+
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Demographics | Housing & Income



Customers: Durham Q3 2019 Postal Codes: Record Count

TENURE



STRUCTURE TYPE



Houses

72.1%

Index: 105



Apartments

27.7%

Index: 89

AGE OF HOUSING*

3 - 8 Years Old

% Comp: 17.7 Index: 285

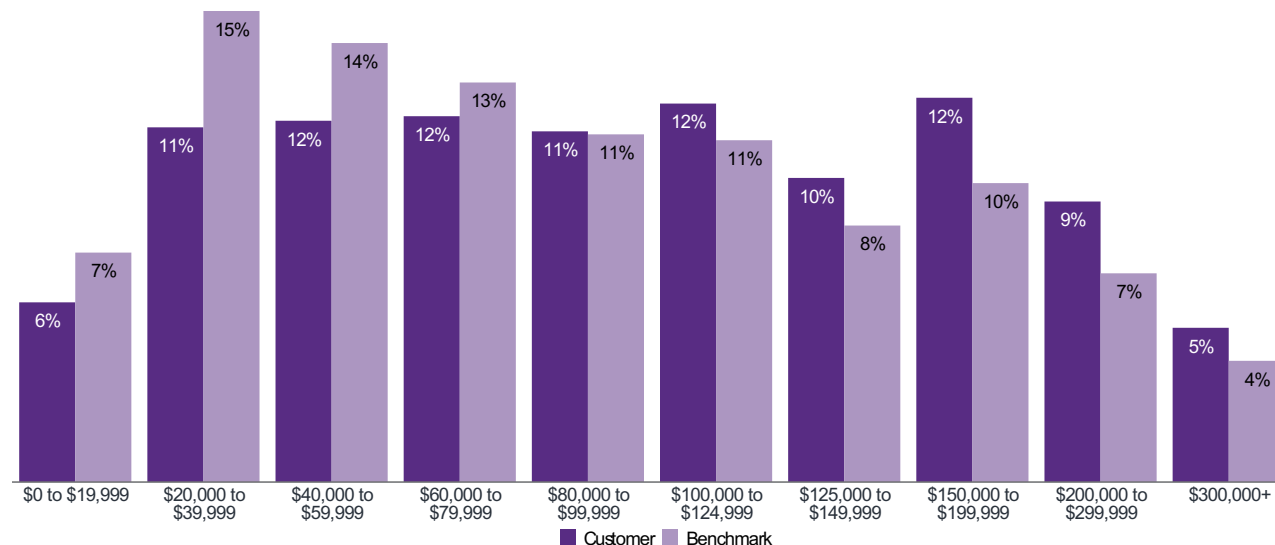
AVERAGE HOUSEHOLD INCOME



\$124,838

Index: 114

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: Durham Q3 2019 Postal Codes: Record Count

EDUCATION



33.7%

Index: 121

University Degree

LABOUR FORCE PARTICIPATION



64.6%

Index: 105

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



71.3%

Index: 101

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

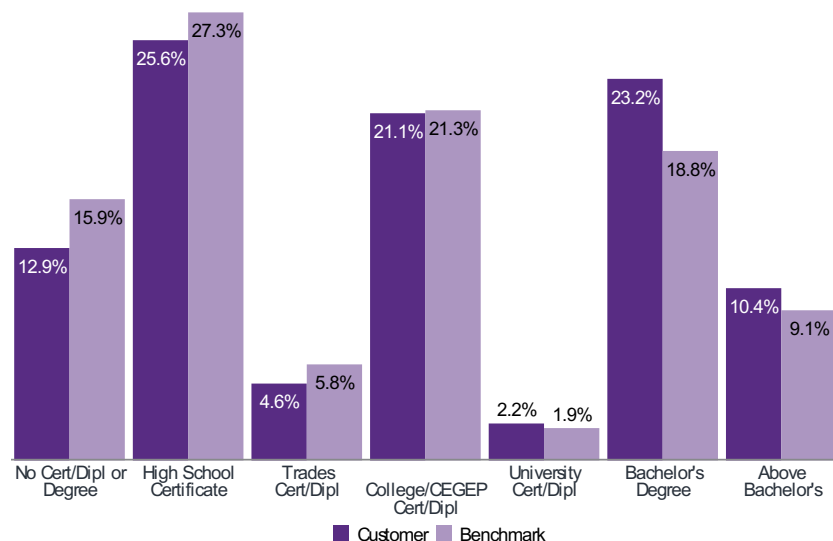


16.8%

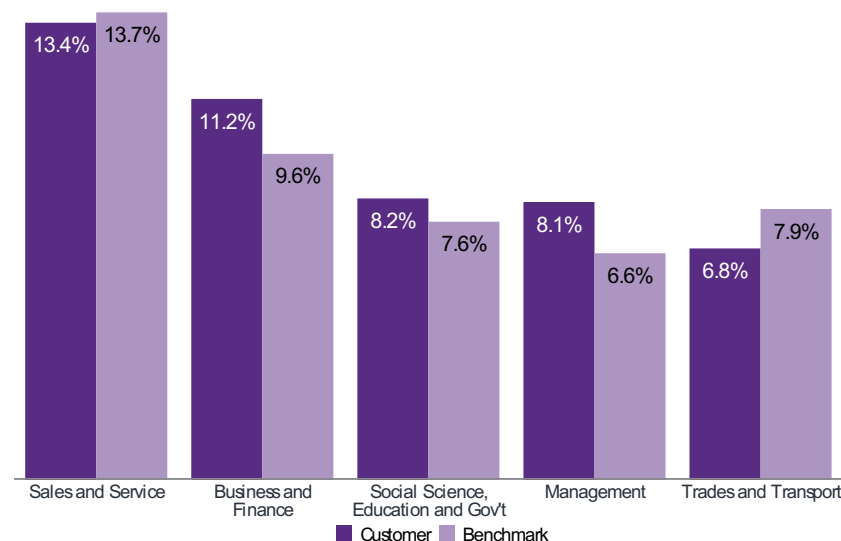
Index: 108

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Ontario

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*Ranked by percent composition

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



Customers: Durham Q3 2019 Postal Codes: Record Count

VISIBLE MINORITY PRESENCE



48.2%

Index: 147

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



3.2%

Index: 128

No knowledge of English or French

IMMIGRATION



37.1%

Index: 123

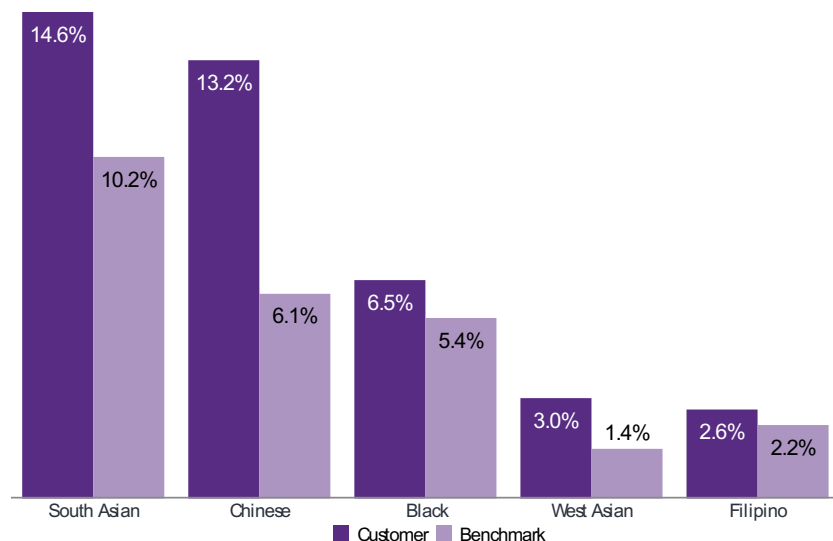
Born outside Canada

PERIOD OF IMMIGRATION*

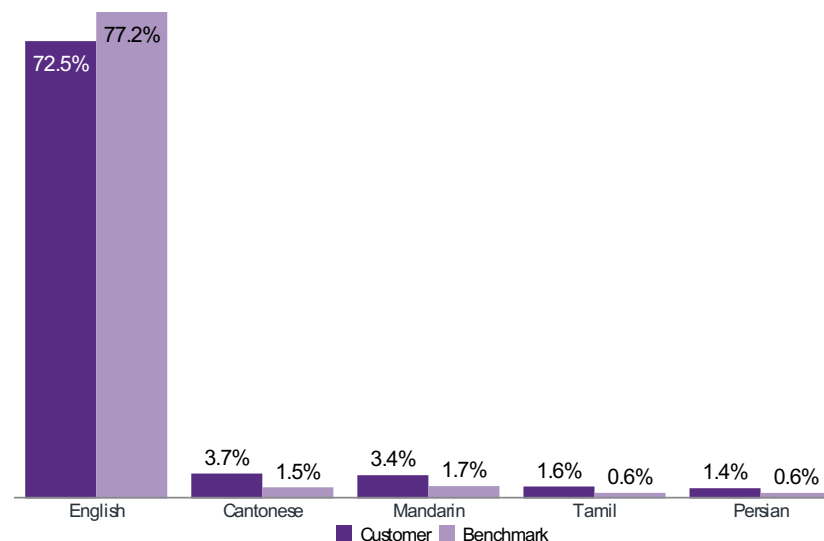
2017 To Present

% Comp: 7.1 Index: 140

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

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



Customers: Durham Q3 2019 Postal Codes: Record Count

HOUSEHOLD CHARACTERISTICS

	%	Base %	Index
Age of Household Maintainer			
15 to 24	2.09	2.51	83
25 to 34	16.59	14.36	116
35 to 44	22.01	17.28	127
45 to 54	21.42	19.23	111
55 to 64	18.47	20.55	90
65 to 74	11.57	14.85	78
75 or Older	7.85	11.22	70
Size of Household			
1 Person	21.08	26.06	81
2 Persons	28.99	32.67	89
3 Persons	17.93	16.13	111
4 Persons	19.65	15.39	128
5 or More Persons	12.35	9.75	127
Household Type			
Total Family Households	75.51	69.87	108
One-Family Households	71.71	67.19	107
Multiple-Family Households	3.80	2.67	142
Non-Family Households	24.49	30.13	81
One-Person Households	21.17	26.15	81
Two-Or-More-Person Households	3.32	3.98	83
Marital Status			
Married Or Living With A Common-Law Partner	60.94	57.19	107
Single (Never Legally Married)	26.56	27.63	96
Separated	2.92	3.35	87
Divorced	5.06	5.98	85
Widowed	4.52	5.86	77
Children at Home			
Percent: Households with Children at Home	51.34	43.89	117
Age of Children at Home			
0 to 4	17.34	15.68	111
5 to 9	18.35	16.40	112
10 to 14	17.66	16.69	106
15 to 19	16.08	16.81	96
20 to 24	13.77	14.88	92
25 and over	16.81	19.53	86

DWELLING CHARACTERISTICS

	%	Base %	Index
Housing Tenure			
Owned	77.31	69.30	112
Rented	22.69	30.52	74
Band Housing	0.00	0.18	0
Housing Type			
Houses	72.08	68.33	105
Single-Detached House	53.93	53.59	101
Semi-Detached House	5.45	5.63	97
Row House	12.69	9.11	139
Apartments	27.74	31.18	89
High-rise (5+ Floors)	20.26	17.58	115
Low-rise (<5 Floors)	5.01	10.13	49
Detached Duplex	2.48	3.47	71
Other Dwelling Types	0.18	0.49	37
Housing Period of Construction			
Before 1961	11.48	23.90	48
1961 - 1980	14.38	27.49	52
1981 - 1990	9.02	12.80	70
1991 - 2000	12.09	11.81	102
2001 - 2005	12.81	7.27	176
2006 - 2010	17.51	6.76	259
2011 - 2016	17.74	6.21	285
After 2016	4.97	3.76	132

INCOME, EDUCATION & EMPLOYMENT

	%	Base %	Index
Household Income			
Average Household Income	124,838.46	109,660.18	114
Education			
No Certificate, Diploma Or Degree	12.88	15.87	81
High School Certificate Or Equivalent	25.59	27.29	94
Apprenticeship Or Trades Cert/Dipl	4.60	5.77	80
College/CEGEP/Non-Uni Cert/Dipl	21.12	21.30	99
University Cert/Dipl Below Bachelor	2.16	1.88	115
University Degree	33.65	27.89	121
Labour Force			
In The Labour Force (15+)	64.62	61.67	105
Labour Force by Occupation			
Management	8.14	6.63	123
Business Finance Administration	11.19	9.56	117
Sciences	6.19	4.78	129
Health	4.10	4.03	102
Education, Gov't, Religion, Social	8.25	7.56	109
Art, Culture, Recreation, Sport	2.11	1.99	106
Sales and Service	13.43	13.74	98
Trades and Transport	6.77	7.94	85
Natural Resources and Agriculture	0.61	1.03	60
Manufacturing and Utilities	2.44	3.10	79
Commuting			
Car (As Driver)	71.26	70.42	101
Car (As Passenger)	5.62	6.04	93
Public Transit	16.76	15.50	108
Walk	4.53	5.50	82
Bicycle	0.85	1.39	61

LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	%	Base %	Index
Knowledge of Official Language			
English Only	88.15	86.06	102
French Only	0.10	0.30	33
English And French	8.58	11.16	77
Neither English Nor French	3.17	2.49	128
Immigration Status			
Non-Immigrant Population	60.98	68.10	90
Born In Province of Residence	55.09	60.58	91
Born Outside Province of Residence	5.88	7.52	78
Immigrant Population	37.06	30.16	123
Visible Minority Status			
Total Visible Minorities	48.16	32.87	147
Chinese	13.16	6.12	215
South Asian	14.62	10.25	143
Black	6.53	5.39	121
Filipino	2.63	2.16	122
Latin American	1.39	1.62	86
Southeast Asian	0.89	1.04	85
Arab	1.51	1.87	81
West Asian	2.98	1.45	206
Korean	1.06	0.69	153
Japanese	0.22	0.21	107
Mother Tongue*			
English	60.69	66.01	92
French	1.68	3.83	44
Total Non-Official	34.30	27.35	125
Cantonese	4.95	2.04	242
Mandarin	4.56	2.23	205
Tamil	2.56	0.90	283
Persian	2.22	0.99	224
Urdu	1.87	1.20	155
Russian	1.61	0.77	208
Tagalog	1.45	1.31	110
Spanish	1.31	1.48	89
Italian	1.27	1.65	77
Arabic	1.06	1.45	73

Benchmark: Ontario

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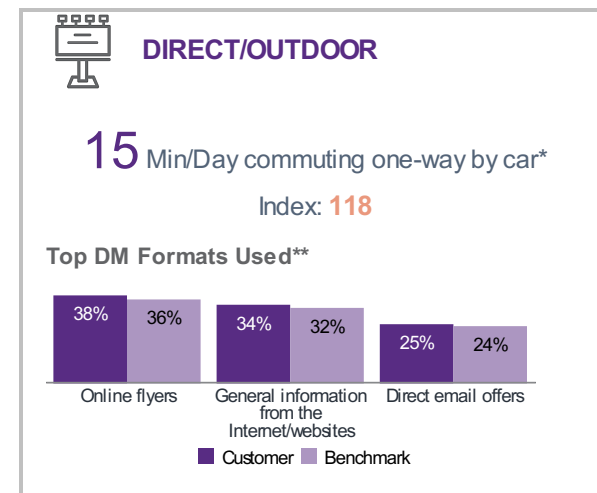
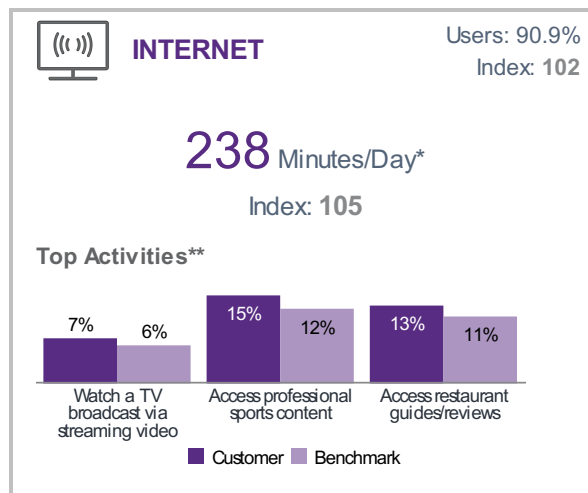
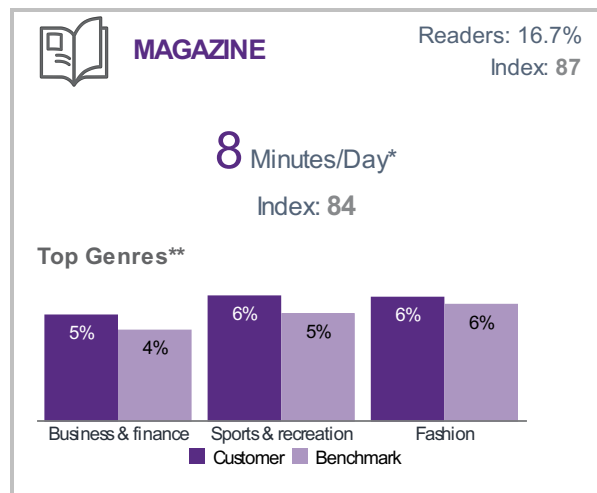
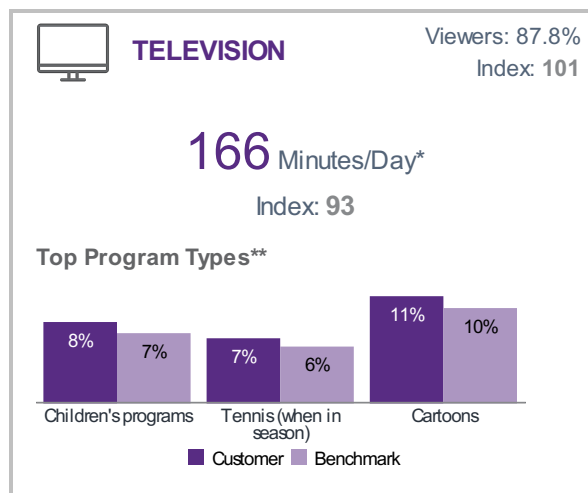
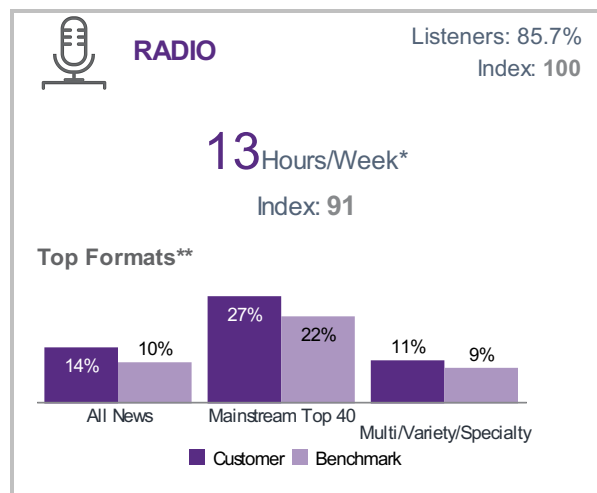
*Displaying top 10 non-official Mother Tongue language variables by percent composition

Index Colours: <80 80 - 110 110+

Behavioural | Media Overview



Customers: Durham Q3 2019 Postal Codes: 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: Durham Q3 2019 Postal Codes: Record Count

Top Shows & Exhibitions

Auto shows



6.0%

Index: 103

Home shows



5.9%

Index: 97

Craft shows



7.1%

Index: 80

Top Local Attractions & Destinations

Film festivals



5.2%

Index: 115

Theme parks



21.6%

Index: 112

Other leisure activities



39.6%

Index: 112

Zoos/aquariums



25.7%

Index: 110

Top Professional Sports

Basketball



12.4%

Index: 130

Baseball



26.8%

Index: 109

Soccer



8.5%

Index: 108

Hockey



24.4%

Index: 105

Top Concert & Theatre Venues

Concerts - Arenas



34.7%

Index: 105

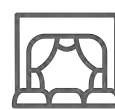
Concerts - Night clubs/bars



14.7%

Index: 102

Theatre - Major theatres



24.9%

Index: 100

Concerts - Casinos



14.6%

Index: 99

Benchmark: Ontario

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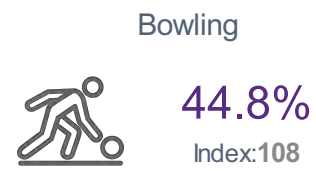
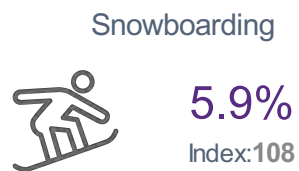
Index Colours: <80 80 - 110 110+

Behavioural | Sports & Leisure Overview - Participate

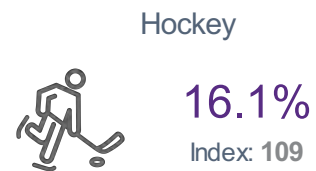


Customers: Durham Q3 2019 Postal Codes: Record Count

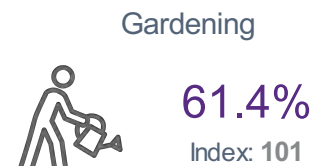
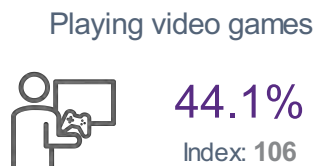
Top Individual Sports



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: Durham Q3 2019 Postal Codes: Record Count

TELEVISION

	%	Base %	Index
Viewership			
Heavy	12.27	15.93	77
Medium/Heavy	15.88	16.20	98
Medium	18.40	17.46	105
Medium/Light	19.20	18.30	105
Light	22.01	19.39	114
Top Program Types (Watch in Typical Week)*			
Children's programs	8.28	7.13	116
Tennis (when in season)	6.59	5.73	115
Cartoons	10.96	9.73	113
Basketball (when in season)	12.00	10.80	111
Baseball (when in season)	21.52	20.26	106
Hockey (when in season)	26.96	25.74	105
Late night talk shows	9.42	9.27	102
Cooking programs	23.29	23.09	101
Sci-Fi/fantasy/comic book shows	12.57	12.39	101
Situation comedies	27.04	26.87	101
Soccer	8.56	8.49	101
NFL football (when in season)	12.35	12.46	99
Documentaries	25.32	25.88	98
Evening local news	35.68	36.53	98
Contest shows	14.18	14.63	97

RADIO

	%	Base %	Index
Listenership			
Heavy	17.62	20.79	85
Medium/Heavy	21.03	20.71	102
Medium	20.54	19.35	106
Medium/Light	21.70	20.42	106
Light	19.12	18.72	102
Top Formats (Weekly Reach)*			
All News	13.89	10.09	138
Mainstream Top 40/CHR	26.95	21.80	124
Multi/Variety/Specialty	10.58	8.67	122
Modern/Alternative Rock	10.74	9.20	117
Sports	5.95	5.08	117
Hot Adult Contemporary	17.10	16.12	106
Mainstream Rock	7.73	7.59	102
Classic Hits	17.29	17.38	99
Adult Contemporary	15.25	16.33	93
News/Talk	18.37	21.72	85
Not Classified	7.37	8.90	83
Today's Country	8.77	12.03	73

NEWSPAPERS

	%	Base %	Index
Readership - Dailies			
Heavy	4.96	6.03	82
Medium/Heavy	4.76	5.85	81
Medium	5.20	5.62	92
Medium/Light	5.49	5.87	94
Light	4.33	5.67	76
Section Read - Dailies*			
Business & financial	32.32	32.37	100
Computer/high tech	15.37	15.31	100
Fashion/lifestyle	22.34	23.01	97
Sports	28.85	29.82	97
Movie & entertainment	36.03	37.56	96
National news	52.38	54.69	96
Travel	30.13	31.38	96
Food	31.21	32.93	95
International news/world section	49.32	51.70	95
Local & regional news	55.53	59.29	94
Readership - Community Papers			
Heavy	7.09	8.75	81
Medium/Heavy	5.63	6.89	82
Medium	6.55	7.65	86
Medium/Light	7.47	7.63	98
Light	7.33	7.74	95

INTERNET

	%	Base %	Index
Usage			
Heavy	21.29	19.85	107
Medium/Heavy	20.03	19.27	104
Medium	18.61	18.18	102
Medium/Light	16.88	16.84	100
Light	14.13	15.37	92
Online Social Networks (Used in Past Month)			
LinkedIn	18.42	15.27	121
Twitter	18.18	15.95	114
Online/Internet dating sites	2.85	2.57	111
Instagram	29.66	26.96	110
Snapchat	16.21	15.07	108
YouTube	44.50	42.12	106
Pinterest	16.43	15.74	104
Tumblr	2.92	2.83	103
Facebook	52.90	53.69	99
Google+	21.93	22.45	98
Video/photo sharing	1.42	1.50	95
Top Activities (Past Week)			
Watch a TV broadcast via streaming video	7.43	6.22	119
Access professional sports content	14.75	12.47	118
Access restaurant guides/reviews	13.01	11.15	117
Read or look into online magazines	5.10	4.35	117
Listen to Internet-only music service (e.g. Spotify)	15.31	13.19	116
Access travel content	10.43	8.98	116
Download any video content (free or paid)	12.40	10.90	114
Listen to music via streaming video service (e.g. YouTube)	29.84	26.32	113
Purchase products or services	21.86	19.38	113
Download music/MP3 files (free or paid)	13.60	12.31	111
Listen to a podcast	9.12	8.22	111
Watch a subscription-based video service (e.g. Netflix)	30.36	27.45	111
Watch free streaming music videos	26.58	24.11	110
Share/refer/link friends to a website or an article	20.63	18.68	110
Consult consumer reviews	20.14	18.27	110

DIRECT

	%	Base %	Index
Used in Shopping			
Online flyers	37.73	35.96	105
General information from the Internet/websites	33.65	32.28	104
Direct email offers	25.15	24.30	103
Coupons	34.83	35.28	99
Local store catalogues	22.42	23.32	96
Flyers delivered to the door or in the mail	41.40	44.88	92
Flyers inserted into a community newspaper	36.17	39.97	90
Flyers inserted into a daily newspaper	19.53	21.83	89
Mail order	6.38	7.55	84
Yellow Pages (print or online)	3.62	4.69	77
Opinion of Flyers to Door/By Mail			
Very unfavourable	24.46	22.73	108
Somewhat unfavourable	20.36	19.98	102
Somewhat favourable	34.66	35.09	99
Very favourable	20.51	22.20	92

MAGAZINES

	%	Base %	Index
Readership			
Heavy	3.24	3.75	86
Medium/Heavy	3.34	3.72	90
Medium	3.23	3.71	87
Medium/Light	3.23	3.92	82
Light	3.62	4.03	90
Top Magazine Types*			
Business & finance	5.22	4.47	117
Sports & recreation	6.16	5.29	117
Fashion	6.10	5.75	106
Women's	6.07	6.03	101
Travel & tourism	6.80	6.84	99
Food & beverage	11.15	11.76	95
Health/fitness	6.44	6.97	92
News & current affairs	7.47	8.14	92
Entertainment/celebrity	7.55	8.52	89
Gardening & homes	6.95	7.85	88
Home décor	5.04	5.89	85

Benchmark: Ontario

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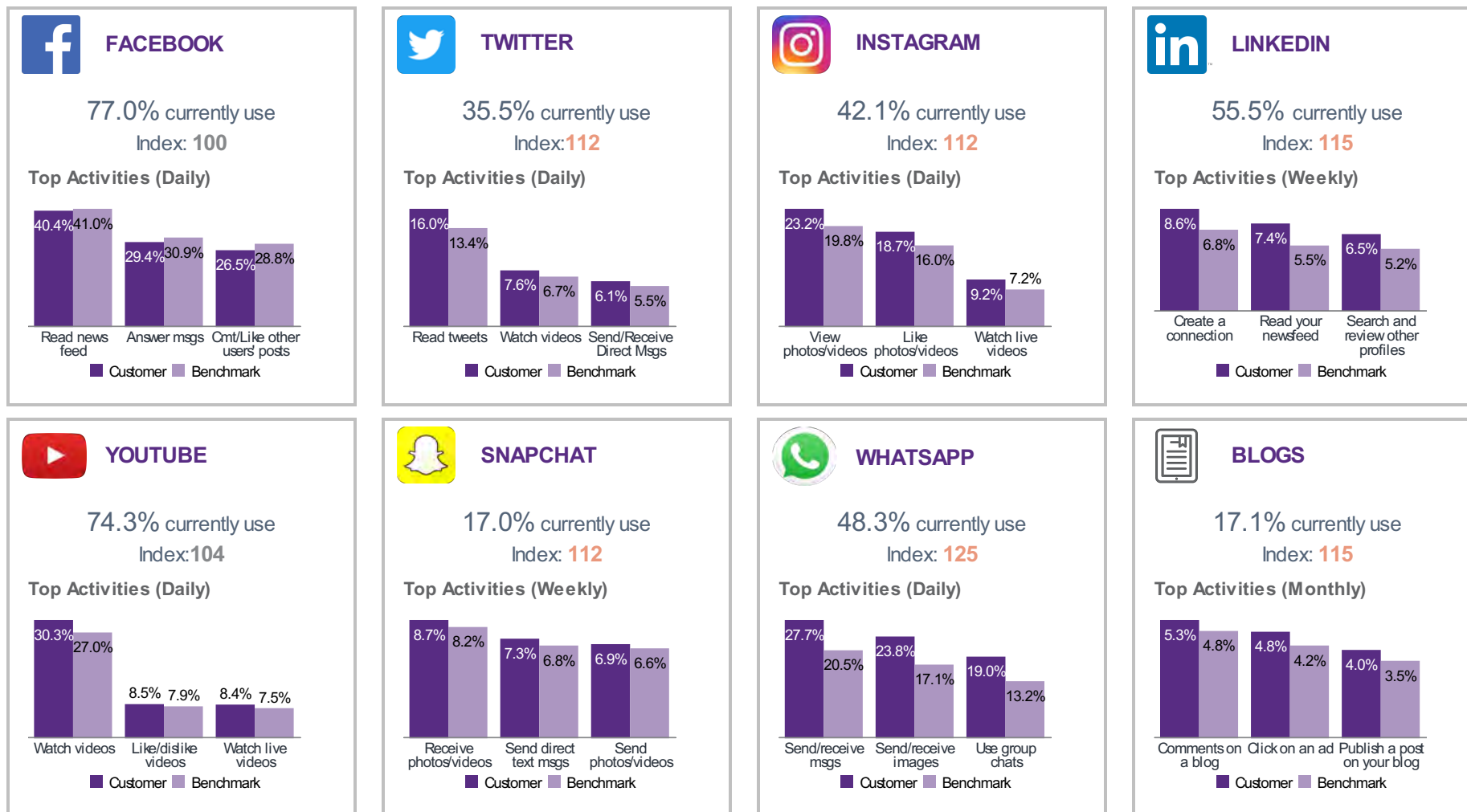
*Chosen from index ranking with minimum 5% composition

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



Customers: Durham Q3 2019 Postal Codes: 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+
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Opticks Social | Social Media Usage



Customers: Durham Q3 2019 Postal Codes: Record Count

FRIENDS IN ALL SM NETWORKS



31.1%

Index: 89

0-49 friends

FREQUENCY OF USE (DAILY)



56.2%

Index: 97

Facebook

BRAND INTERACTION



39.0%

Index: 99

Like brand on Facebook

NO. OF BRANDS INTERACTED

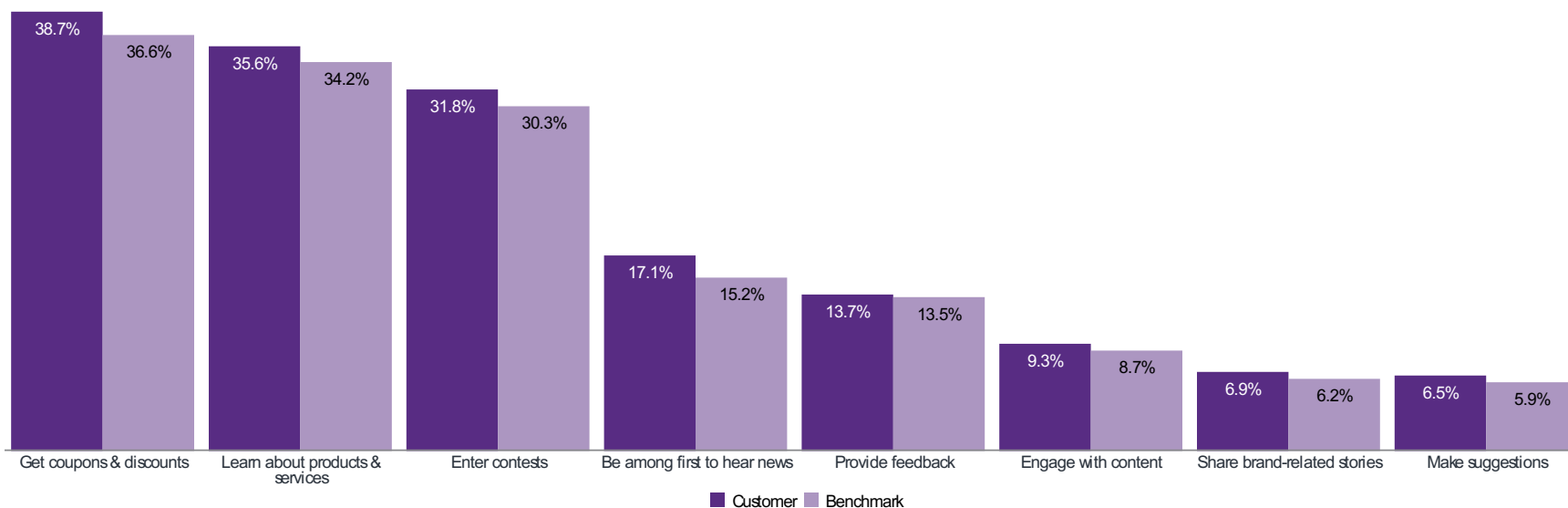


35.2%

Index: 105

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: Durham Q3 2019 Postal Codes: Record Count

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



13.5%

Index: **115**

Vacation, travel-related



9.9%

Index: **113**

Big-ticket (i.e. appliances)



9.8%

Index: **110**

Entertainment-related (i.e. movies)

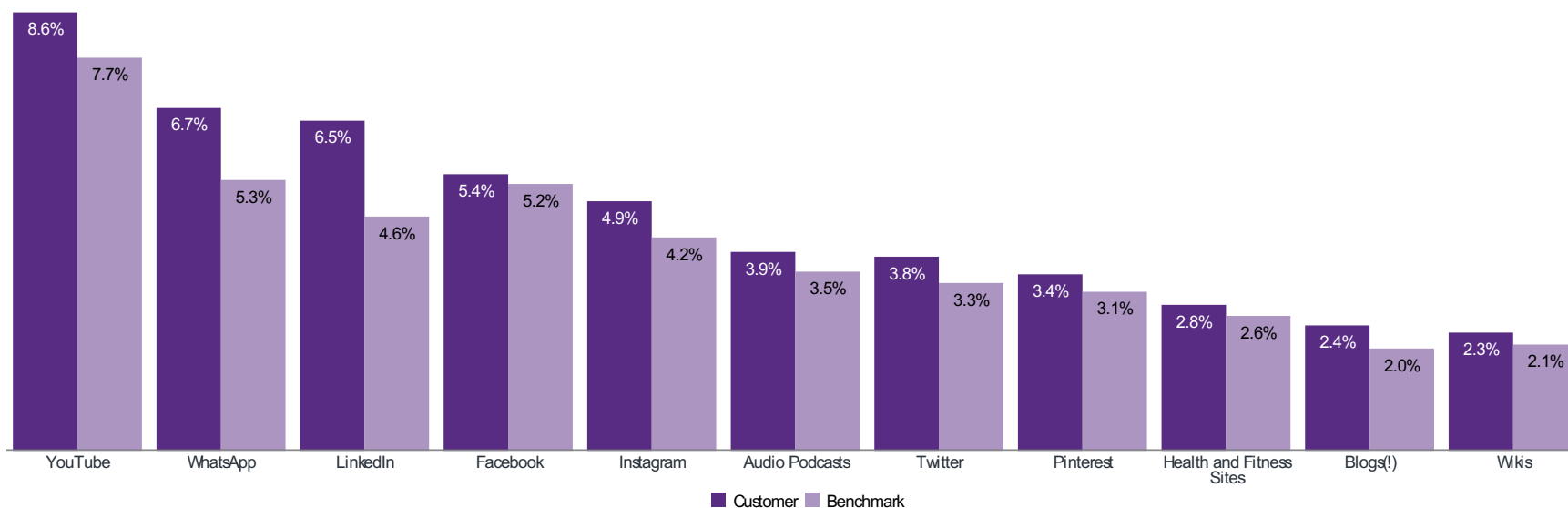


9.3%

Index: **119**

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+

Opticks Social | Social Media Attitudes



Customers: Durham Q3 2019 Postal Codes: Record Count



DESCRIBES ME*...

Use SM to stay connected with personal contacts

% Comp **47.9** Index **104**



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

% Comp **28.5** Index **108**



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

% Comp **73.3** Index **100**



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

% Comp **11.6** Index **112**



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

% Comp **82.9** Index **98**



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

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

Benchmark: Ontario

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

Index Colours:	<80	80 - 110	110+
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Top 5 segments represent **37.1%** of customers in Ontario



Rank: 1
Customers: 249
Customers %: 8.93
% in Benchmark: 3.42
Index: 261

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



Rank: 2
Customers: 232
Customers %: 8.31
% in Benchmark: 4.78
Index: 174

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



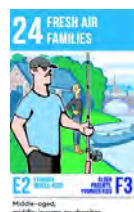
Rank: 3
Customers: 199
Customers %: 7.13
% in Benchmark: 3.19
Index: 224

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: 177
Customers %: 6.34
% in Benchmark: 3.13
Index: 202

The young families who moved into starter homes a decade ago are growing up. In Heritage Hubs, these now middle-aged families have crafted comfortable lifestyles—often thanks to dual incomes—in suburban communities slowly being absorbed by the urban sprawl. Nearly 85 percent of residents live in houses built since 1990, and while the housing stock is mixed, almost a quarter live in row houses—about four times the national average. Reflecting the increasing diversity of the nation's suburbs, more than 40 percent of households contain immigrants, though no one cultural group dominates. Family-filled Heritage Hubs scores high for participating in basketball, swimming and bowling. On weekends, families head to theme parks, zoos and aquariums. With their international roots, families here are seasoned travellers, often visiting China, Florida and Jamaica. To save money, vacations are frequently booked with discount online travel services at all-inclusive resorts.



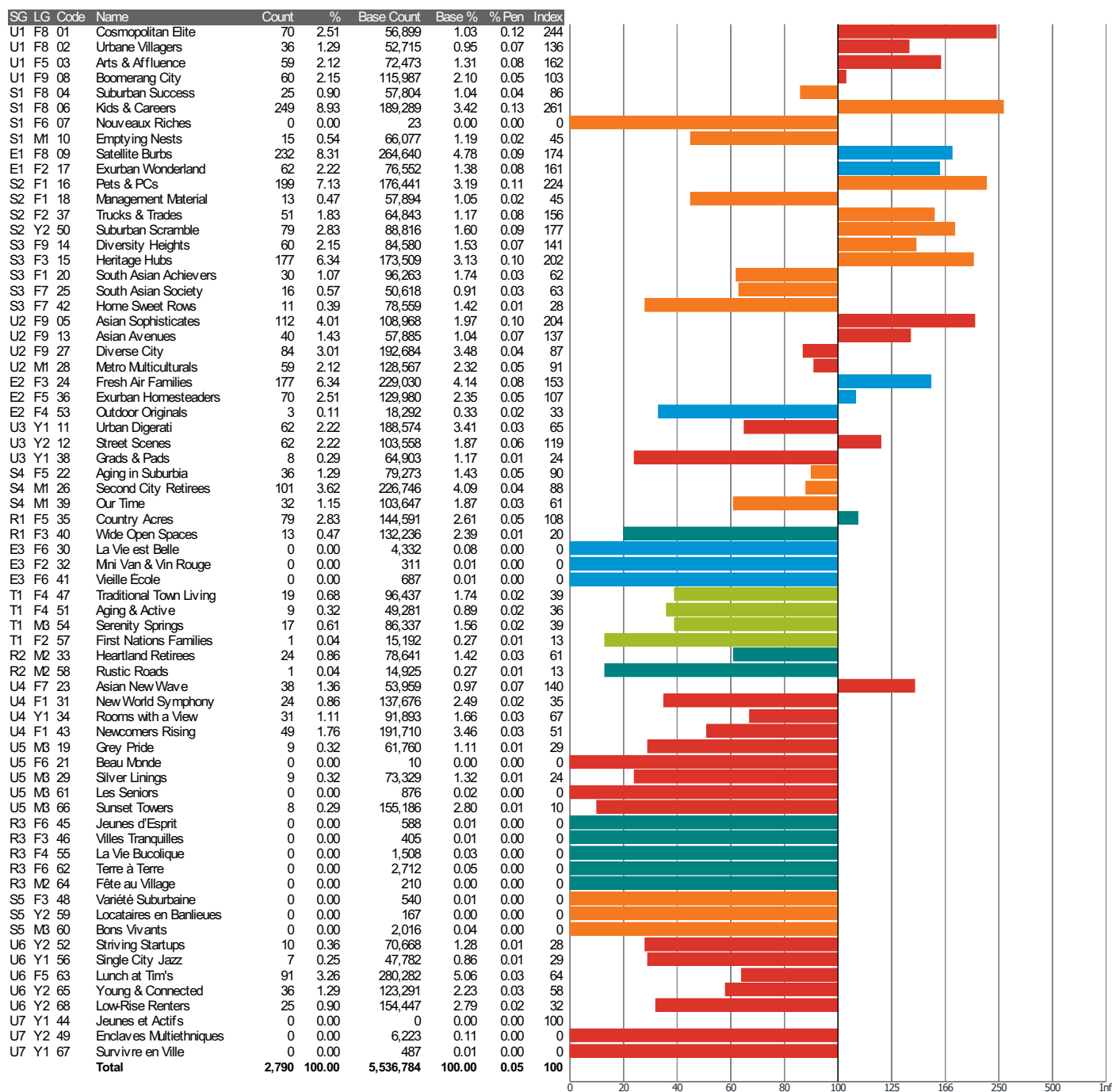
Rank: 5
Customers: 177
Customers %: 6.34
% in Benchmark: 4.14
Index: 153

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.

PRIZM Profile | Customers

Customers:Durham Q3 2019 Postal Codes: Record Count

Total Customers :2,790



Benchmark:Ontario

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Customers: Durham Q3 2019 Postal Codes: Record Count



Strong Values

	Index
Importance of Aesthetics	109
Need for Status Recognition	108
Attraction For Crowds	108
Social Darwinism	108
Anomie-Aimlessness	107
Sexism	107
Status via Home	107
Confidence in Advertising	106
Equal Relationship with Youth	106
Joy of Consumption	106



Descriptions | Top 3 Strong Values

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.

Attraction For Crowds

Enjoyment of being in large crowds as a means of deindividuation and connection-seeking.

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.



Weak Values

	Index
Fulfilment Through Work	87
Attraction to Nature	88
Utilitarian Consumerism	90
Ecological Concern	91
Primacy of Environmental Protection	92
Brand Apathy	93
Confidence in Small Business	93
Ethical Consumerism	93
Personal Creativity	93
Rejection of Inequality	93



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.

Attraction to Nature

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

Utilitarian Consumerism

Tendency to base purchase decisions on utilitarian rather than aesthetic considerations. Measures the attention given to utility of objects and products purchased. People strong on this construct seldom buy products purely for their appearance. Lack of a need to engage in personal expression through aesthetic means.

Benchmark: Ontario

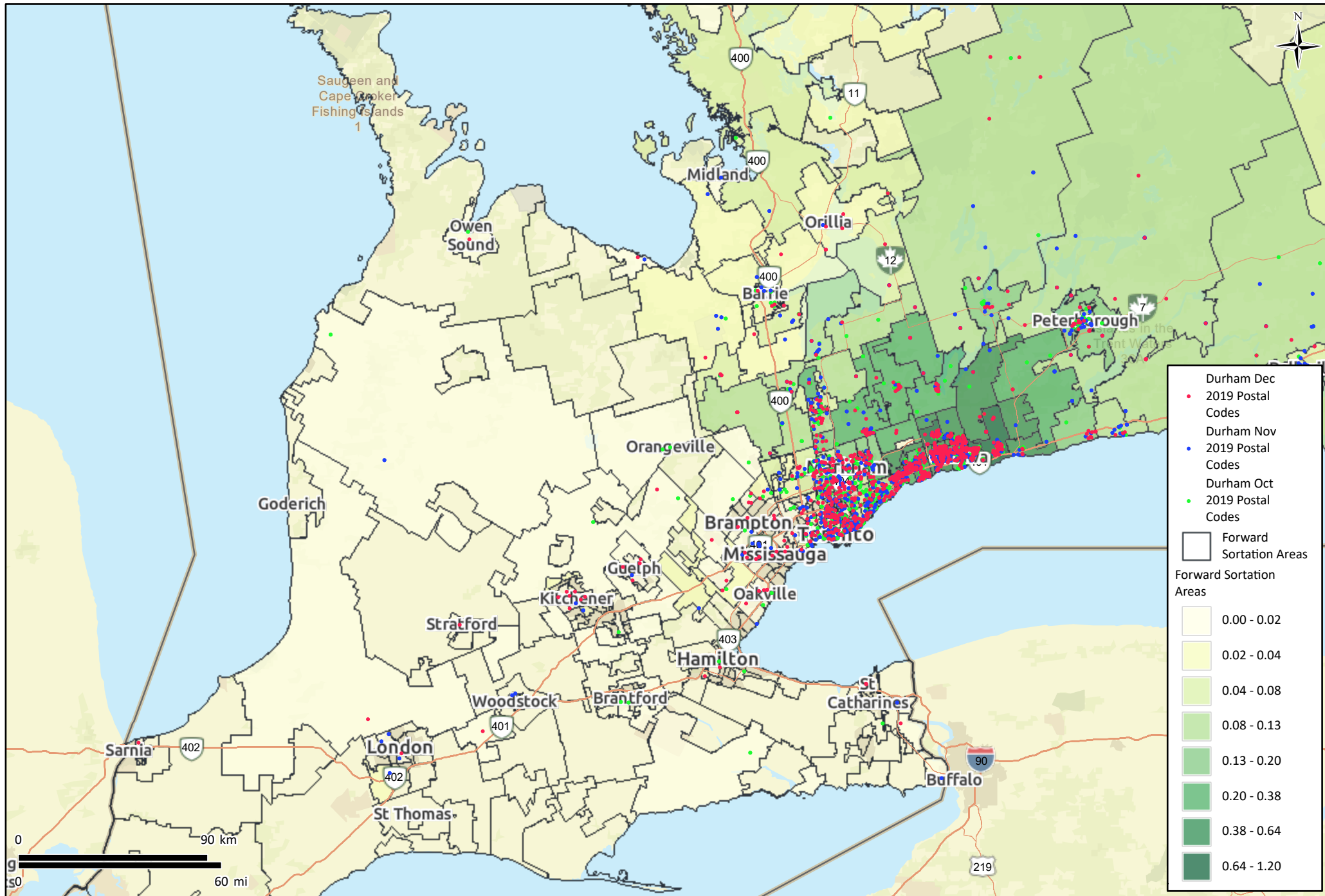
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Index Colours:	<80	80 - 110	110+
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**Report 2: Ranking Standard Areas (FSA)
October - December 2019 Postal Codes**

Durham Q3 2019 Postal Codes- Record Count (percent Penetration)



Ranking Areas - Std. Geo. | Customers

Customer: Durham Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
L1C (Bowmanville, ON)	L1C	123	4.29	16,821	0.11	0.73	3,799
L1K (Oshawa, ON)	L1K	99	3.45	13,581	0.09	0.73	3,787
L1N (Whitby, ON)	L1N	96	3.35	19,352	0.13	0.50	2,577
L1R (Whitby, ON)	L1R	87	3.03	13,657	0.09	0.64	3,310
L1M (Whitby, ON)	L1M	86	3.00	7,155	0.05	1.20	6,245
L1V (Pickering, ON)	L1V	83	2.89	18,283	0.12	0.45	2,359
L1E (Bowmanville, ON)	L1E	82	2.86	9,898	0.07	0.83	4,304
L1S (Ajax, ON)	L1S	76	2.65	16,317	0.11	0.47	2,420
L1G (Oshawa, ON)	L1G	63	2.19	18,705	0.13	0.34	1,750
L1H (Oshawa, ON)	L1H	61	2.13	14,375	0.10	0.42	2,205
L1T (Ajax, ON)	L1T	56	1.95	15,442	0.10	0.36	1,884
L1Z (Ajax, ON)	L1Z	53	1.85	8,912	0.06	0.59	3,090
K0K (Picton, ON)	K0K	51	1.78	46,968	0.32	0.11	564
L1J (Oshawa, ON)	L1J	44	1.53	17,787	0.12	0.25	1,285
L4A (Stouffville, ON)	L4A	40	1.39	16,357	0.11	0.24	1,271
M1E (Scarborough, ON)	M1E	37	1.29	18,764	0.13	0.20	1,024
L6C (Markham, ON)	L6C	31	1.08	16,552	0.11	0.19	973
L3T (Thornhill, ON)	L3T	30	1.04	21,398	0.14	0.14	728
M2N (Willowdale, ON)	M2N	29	1.01	37,137	0.25	0.08	406
K9J (Peterborough, ON)	K9J	28	0.98	19,228	0.13	0.15	757
K0L (Bancroft, ON)	K0L	27	0.94	29,266	0.20	0.09	479
L0B (Orono, ON)	L0B	26	0.91	6,042	0.04	0.43	2,236
L1X (Pickering, ON)	L1X	26	0.91	6,396	0.04	0.41	2,112
L9P (Uxbridge, ON)	L9P	25	0.87	6,525	0.04	0.38	1,991
K9V (Lindsay, ON)	K9V	24	0.84	11,978	0.08	0.20	1,041
L1P (Whitby, ON)	L1P	24	0.84	5,733	0.04	0.42	2,175
L3P (Markham, ON)	L3P	24	0.84	13,345	0.09	0.18	934
L4G (Aurora, ON)	L4G	24	0.84	20,542	0.14	0.12	607
M1C (Scarborough, ON)	M1C	24	0.84	11,957	0.08	0.20	1,043
L3R (Markham, ON)	L3R	23	0.80	20,936	0.14	0.11	571
L4C (Richmond Hill, ON)	L4C	23	0.80	27,340	0.18	0.08	437
L4E (Richmond Hill, ON)	L4E	23	0.80	16,101	0.11	0.14	742
L4J (Thornhill, ON)	L4J	22	0.77	27,884	0.19	0.08	410
M1B (Scarborough, ON)	M1B	22	0.77	21,466	0.14	0.10	532
L1B (Bowmanville, ON)	L1B	21	0.73	4,902	0.03	0.43	2,226
L4B (Richmond Hill, ON)	L4B	21	0.73	14,177	0.10	0.15	770
L9L (Port Perry, ON)	L9L	21	0.73	6,005	0.04	0.35	1,817
M4E (Toronto, ON)	M4E	21	0.73	11,550	0.08	0.18	945
K0M (Bobcaygeon, ON)	K0M	19	0.66	22,506	0.15	0.08	439
L1W (Pickering, ON)	L1W	19	0.66	6,867	0.05	0.28	1,438
L0G (Tottenham, ON)	L0G	18	0.63	15,288	0.10	0.12	612
M1W (Scarborough, ON)	M1W	18	0.63	16,934	0.11	0.11	552
L0A (Millbrook, ON)	L0A	17	0.59	5,253	0.04	0.32	1,681
L1L (Oshawa, ON)	L1L	17	0.59	2,201	0.01	0.77	4,013
L6A (Vaughan, ON)	L6A	17	0.59	26,604	0.18	0.06	332
M1M (Scarborough, ON)	M1M	17	0.59	10,506	0.07	0.16	841
M4Y (Toronto, ON)	M4Y	17	0.59	27,560	0.18	0.06	320

Ranking Areas - Std. Geo. | Customers

Customer: Durham Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
M1S (Scarborough, ON)	M1S	16	0.56	14,293	0.10	0.11	582
M4G (Toronto, ON)	M4G	16	0.56	7,917	0.05	0.20	1,050
M4M (Toronto, ON)	M4M	16	0.56	11,343	0.08	0.14	733
K9A (Cobourg, ON)	K9A	15	0.52	11,549	0.08	0.13	675
L6E (Markham, ON)	L6E	15	0.52	11,094	0.07	0.14	702
M1N (Scarborough, ON)	M1N	15	0.52	9,576	0.06	0.16	814
M3A (Toronto, ON)	M3A	15	0.52	14,367	0.10	0.10	542
L1A (Port Hope, ON)	L1A	14	0.49	6,888	0.05	0.20	1,056
L3X (Newmarket, ON)	L3X	14	0.49	14,471	0.10	0.10	503
M2J (Willowdale, ON)	M2J	14	0.49	23,967	0.16	0.06	303
M5M (Toronto, ON)	M5M	14	0.49	11,339	0.08	0.12	641
L3Y (Newmarket, ON)	L3Y	13	0.45	17,461	0.12	0.07	387
L6B (Markham, ON)	L6B	13	0.45	9,324	0.06	0.14	724
K8V (Trenton, ON)	K8V	12	0.42	11,653	0.08	0.10	535
L3Z (Bradford, ON)	L3Z	12	0.42	12,503	0.08	0.10	499
L4P (Keswick, ON)	L4P	12	0.42	11,085	0.07	0.11	562
M1J (Scarborough, ON)	M1J	12	0.42	11,920	0.08	0.10	523
M1P (Scarborough, ON)	M1P	12	0.42	17,529	0.12	0.07	356
M4C (Toronto, ON)	M4C	12	0.42	20,194	0.14	0.06	309
M4L (Toronto, ON)	M4L	12	0.42	15,016	0.10	0.08	415
K0H (Inverary, ON)	K0H	11	0.38	17,094	0.12	0.06	334
K9H (Peterborough, ON)	K9H	11	0.38	13,569	0.09	0.08	421
M1X (Scarborough, ON)	M1X	11	0.38	3,933	0.03	0.28	1,453
M2M (Willowdale, ON)	M2M	11	0.38	13,577	0.09	0.08	421
M4J (Toronto, ON)	M4J	11	0.38	16,336	0.11	0.07	350
M5V (Toronto, ON)	M5V	11	0.38	38,089	0.26	0.03	150
K7M (Kingston, ON)	K7M	10	0.35	22,077	0.15	0.05	235
L0C (Sunderland, ON)	L0C	10	0.35	3,452	0.02	0.29	1,505
L0E (Sutton West, ON)	L0E	10	0.35	8,707	0.06	0.11	597
M3B (Toronto, ON)	M3B	10	0.35	5,409	0.04	0.18	961
K8N (Belleville, ON)	K8N	9	0.31	12,788	0.09	0.07	366
K9K (Peterborough, ON)	K9K	9	0.31	5,079	0.03	0.18	921
L9N (East Gwillimbury, ON)	L9N	9	0.31	3,633	0.02	0.25	1,287
M1G (Scarborough, ON)	M1G	9	0.31	10,804	0.07	0.08	433
M1H (Scarborough, ON)	M1H	9	0.31	9,134	0.06	0.10	512
M1L (Scarborough, ON)	M1L	9	0.31	14,667	0.10	0.06	319
M1R (Scarborough, ON)	M1R	9	0.31	10,251	0.07	0.09	456
M2L (Willowdale, ON)	M2L	9	0.31	4,526	0.03	0.20	1,033
M6S (Toronto, ON)	M6S	9	0.31	15,555	0.10	0.06	301
L4N (Barrie, ON)	L4N	8	0.28	37,641	0.25	0.02	110
M1V (Scarborough, ON)	M1V	8	0.28	17,184	0.12	0.05	242
M2H (Willowdale, ON)	M2H	8	0.28	9,407	0.06	0.09	442
M2R (Willowdale, ON)	M2R	8	0.28	16,770	0.11	0.05	248
M4K (Toronto, ON)	M4K	8	0.28	15,305	0.10	0.05	272
M4P (Toronto, ON)	M4P	8	0.28	12,310	0.08	0.06	338
M4S (Toronto, ON)	M4S	8	0.28	14,237	0.10	0.06	292
M5A (Toronto, ON)	M5A	8	0.28	24,570	0.17	0.03	169

Ranking Areas - Std. Geo. | Customers

Customer: Durham Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
K8P (Belleville, ON)	K8P	7	0.24	9,709	0.07	0.07	375
L0K (Coldwater, ON)	L0K	7	0.24	14,860	0.10	0.05	245
L3S (Markham, ON)	L3S	7	0.24	14,835	0.10	0.05	245
L3V (Orillia, ON)	L3V	7	0.24	20,458	0.14	0.03	178
L4H (Woodbridge, ON)	L4H	7	0.24	20,870	0.14	0.03	174
M3H (York, ON)	M3H	7	0.24	15,408	0.10	0.05	236
M4B (Toronto, ON)	M4B	7	0.24	7,787	0.05	0.09	467
M4V (Toronto, ON)	M4V	7	0.24	10,932	0.07	0.06	333
M5N (Toronto, ON)	M5N	7	0.24	6,985	0.05	0.10	521
M6C (Toronto, ON)	M6C	7	0.24	12,615	0.09	0.06	288
K0A (Almonte, ON)	K0A	6	0.21	38,473	0.26	0.02	81
L4L (Woodbridge, ON)	L4L	6	0.21	19,969	0.13	0.03	156
L4S (Richmond Hill, ON)	L4S	6	0.21	11,463	0.08	0.05	272
L7B (King City, ON)	L7B	6	0.21	5,047	0.03	0.12	618
M5R (Toronto, ON)	M5R	6	0.21	17,114	0.12	0.04	182
M5S (Toronto, ON)	M5S	6	0.21	5,779	0.04	0.10	539
M6M (York, ON)	M6M	6	0.21	17,780	0.12	0.03	175
K1E (Ottawa, ON)	K1E	5	0.17	6,068	0.04	0.08	428
K7L (Kingston, ON)	K7L	5	0.17	9,889	0.07	0.05	263
K9L (Peterborough, ON)	K9L	5	0.17	3,161	0.02	0.16	822
L0M (Angus, ON)	L0M	5	0.17	13,094	0.09	0.04	198
L4M (Barrie, ON)	L4M	5	0.17	18,668	0.13	0.03	139
L6P (Brampton, ON)	L6P	5	0.17	21,826	0.15	0.02	119
L9S (Innisfil, ON)	L9S	5	0.17	11,548	0.08	0.04	225
M2K (Willowdale, ON)	M2K	5	0.17	11,692	0.08	0.04	222
M4A (Toronto, ON)	M4A	5	0.17	7,967	0.05	0.06	326
M4R (Toronto, ON)	M4R	5	0.17	6,261	0.04	0.08	415
M4T (Toronto, ON)	M4T	5	0.17	6,933	0.05	0.07	375
M6J (Toronto, ON)	M6J	5	0.17	18,539	0.12	0.03	140
M6K (Toronto, ON)	M6K	5	0.17	23,506	0.16	0.02	111
K2C (Ottawa, ON)	K2C	4	0.14	11,788	0.08	0.03	176
K2J (Ottawa, ON)	K2J	4	0.14	25,655	0.17	0.02	81
K2M (Ottawa, ON)	K2M	4	0.14	10,109	0.07	0.04	206
K4M (Manotick, ON)	K4M	4	0.14	4,477	0.03	0.09	464
K7K (Kingston, ON)	K7K	4	0.14	16,160	0.11	0.02	129
L0L (Oro, ON)	L0L	4	0.14	14,719	0.10	0.03	141
L5N (Mississauga, ON)	L5N	4	0.14	29,119	0.20	0.01	71
L6H (Oakville, ON)	L6H	4	0.14	22,984	0.15	0.02	90
L6R (Brampton, ON)	L6R	4	0.14	24,098	0.16	0.02	86
L9R (Alliston, ON)	L9R	4	0.14	8,951	0.06	0.04	232
M1K (Scarborough, ON)	M1K	4	0.14	18,651	0.13	0.02	111
M2P (Toronto, ON)	M2P	4	0.14	3,333	0.02	0.12	624
M4H (Toronto, ON)	M4H	4	0.14	7,086	0.05	0.06	293
M4N (Toronto, ON)	M4N	4	0.14	5,210	0.04	0.08	399
M6B (Toronto, ON)	M6B	4	0.14	11,555	0.08	0.03	180
M6E (Toronto, ON)	M6E	4	0.14	15,320	0.10	0.03	136
M6G (Toronto, ON)	M6G	4	0.14	14,751	0.10	0.03	141

Ranking Areas - Std. Geo. | Customers

Customer: Durham Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
M6P (Toronto, ON)	M6P	4	0.14	20,479	0.14	0.02	101
M8X (Etobicoke, ON)	M8X	4	0.14	4,693	0.03	0.09	443
H3N (Montreal, QC)	H3N	3	0.10	12,702	0.09	0.02	123
K0E (Prescott, ON)	K0E	3	0.10	15,798	0.11	0.02	99
K1S (Ottawa, ON)	K1S	3	0.10	13,976	0.09	0.02	112
K2E (Ottawa, ON)	K2E	3	0.10	8,801	0.06	0.03	177
K2G (Ottawa, ON)	K2G	3	0.10	19,472	0.13	0.02	80
K2S (Ottawa, ON)	K2S	3	0.10	12,056	0.08	0.02	129
L4K (Concord, ON)	L4K	3	0.10	5,172	0.04	0.06	301
M3C (Toronto, ON)	M3C	3	0.10	17,055	0.11	0.02	91
M3J (York, ON)	M3J	3	0.10	10,891	0.07	0.03	143
M5J (Toronto, ON)	M5J	3	0.10	11,534	0.08	0.03	135
M6A (Toronto, ON)	M6A	3	0.10	8,316	0.06	0.04	187
M6R (Toronto, ON)	M6R	3	0.10	9,038	0.06	0.03	172
M8Y (Etobicoke, ON)	M8Y	3	0.10	11,389	0.08	0.03	137
N0B (Elora, ON)	N0B	3	0.10	29,596	0.20	0.01	53
V1L (Nelson, BC)	V1L	3	0.10	8,418	0.06	0.04	185
B3H (Halifax, NS)	B3H	2	0.07	10,485	0.07	0.02	99
H2R (Montreal, QC)	H2R	2	0.07	13,295	0.09	0.02	78
K0C (Alexandria, ON)	K0C	2	0.07	21,275	0.14	0.01	49
K1B (Ottawa, ON)	K1B	2	0.07	6,943	0.05	0.03	150
K1G (Ottawa, ON)	K1G	2	0.07	15,448	0.10	0.01	67
K1V (Ottawa, ON)	K1V	2	0.07	22,752	0.15	0.01	46
K1Y (Ottawa, ON)	K1Y	2	0.07	10,376	0.07	0.02	100
K7G (Gananoque, ON)	K7G	2	0.07	3,799	0.03	0.05	274
K8H (Petawawa, ON)	K8H	2	0.07	5,880	0.04	0.03	177
L1Y (Pickering, ON)	L1Y	2	0.07	789	0.01	0.25	1,317
L2N (St Catharines, ON)	L2N	2	0.07	13,824	0.09	0.01	75
L4T (Mississauga, ON)	L4T	2	0.07	12,308	0.08	0.02	84
L4Y (Mississauga, ON)	L4Y	2	0.07	9,912	0.07	0.02	105
L5M (Mississauga, ON)	L5M	2	0.07	33,695	0.23	0.01	31
L6Y (Brampton, ON)	L6Y	2	0.07	29,156	0.20	0.01	36
L9T (Milton, ON)	L9T	2	0.07	35,291	0.24	0.01	29
L9W (Orangeville, ON)	L9W	2	0.07	17,201	0.12	0.01	60
L9Y (Collingwood, ON)	L9Y	2	0.07	12,083	0.08	0.02	86
M3L (York, ON)	M3L	2	0.07	6,420	0.04	0.03	162
M4W (Toronto, ON)	M4W	2	0.07	6,236	0.04	0.03	167
M5B (Toronto, ON)	M5B	2	0.07	6,198	0.04	0.03	168
M5P (Toronto, ON)	M5P	2	0.07	9,157	0.06	0.02	113
M5T (Toronto, ON)	M5T	2	0.07	9,845	0.07	0.02	106
M6L (York, ON)	M6L	2	0.07	7,678	0.05	0.03	135
M6N (Toronto, ON)	M6N	2	0.07	17,428	0.12	0.01	60
M8V (Etobicoke, ON)	M8V	2	0.07	19,877	0.13	0.01	52
M8W (Etobicoke, ON)	M8W	2	0.07	9,770	0.07	0.02	106
M8Z (Etobicoke, ON)	M8Z	2	0.07	8,158	0.06	0.02	127
M9M (North York, ON)	M9M	2	0.07	7,859	0.05	0.03	132
N0G (Mount Forest, ON)	N0G	2	0.07	31,783	0.21	0.01	33

Ranking Areas - Std. Geo. | Customers

Customer: Durham Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
N1E (Guelph, ON)	N1E	2	0.07	17,440	0.12	0.01	60
N1G (Guelph, ON)	N1G	2	0.07	11,413	0.08	0.02	91
N2C (Kitchener, ON)	N2C	2	0.07	7,500	0.05	0.03	139
N2J (Kitchener, ON)	N2J	2	0.07	9,310	0.06	0.02	112
N3T (Brantford, ON)	N3T	2	0.07	13,588	0.09	0.01	76
N4K (Owen Sound, ON)	N4K	2	0.07	12,659	0.09	0.02	82
N4T (Woodstock, ON)	N4T	2	0.07	4,332	0.03	0.05	240
N6C (London, ON)	N6C	2	0.07	16,077	0.11	0.01	65
N6G (London, ON)	N6G	2	0.07	16,121	0.11	0.01	64
P0J (New Liskeard, ON)	P0J	2	0.07	8,657	0.06	0.02	120
P0T (Marathon, ON)	P0T	2	0.07	12,961	0.09	0.02	80
P1B (North Bay, ON)	P1B	2	0.07	15,746	0.11	0.01	66
P1H (Huntsville, ON)	P1H	2	0.07	7,640	0.05	0.03	136
P2B (Sturgeon Falls, ON)	P2B	2	0.07	4,604	0.03	0.04	226
P3E (Sudbury, ON)	P3E	2	0.07	12,947	0.09	0.02	80
T6W (Edmonton, AB)	T6W	2	0.07	21,965	0.15	0.01	47
V9C (Victoria, BC)	V9C	2	0.07	9,264	0.06	0.02	112
C0A (Cornwall, PE)	C0A	1	0.04	18,361	0.12	0.01	28
E1C (Moncton, NB)	E1C	1	0.04	12,452	0.08	0.01	42
E2V (Oromocto, NB)	E2V	1	0.04	5,560	0.04	0.02	93
E4A (Chipman, NB)	E4A	1	0.04	1,407	0.01	0.07	369
E7M (Woodstock, NB)	E7M	1	0.04	4,272	0.03	0.02	122
E8B (Kedgwick, NB)	E8B	1	0.04	1,023	0.01	0.10	508
G0R (La Pocatiere, QC)	G0R	1	0.04	37,043	0.25	0.00	14
G5Y (Saint-Georges, QC)	G5Y	1	0.04	11,238	0.07	0.01	46
H2T (Montreal, QC)	H2T	1	0.04	9,784	0.07	0.01	53
H9J (Pierrefonds, QC)	H9J	1	0.04	7,782	0.05	0.01	67
J4V (Longueuil, QC)	J4V	1	0.04	7,330	0.05	0.01	71
J8P (Gatineau, QC)	J8P	1	0.04	15,572	0.10	0.01	33
K0G (Kemptville, ON)	K0G	1	0.04	15,754	0.11	0.01	33
K1L (Ottawa, ON)	K1L	1	0.04	10,069	0.07	0.01	52
K1Z (Ottawa, ON)	K1Z	1	0.04	10,218	0.07	0.01	51
K2A (Ottawa, ON)	K2A	1	0.04	7,820	0.05	0.01	66
K2H (Ottawa, ON)	K2H	1	0.04	12,634	0.09	0.01	41
K2K (Ottawa, ON)	K2K	1	0.04	9,870	0.07	0.01	53
K2T (Ottawa, ON)	K2T	1	0.04	3,588	0.02	0.03	145
K2V (Ottawa, ON)	K2V	1	0.04	1,229	0.01	0.08	423
K2W (Ottawa, ON)	K2W	1	0.04	2,742	0.02	0.04	189
K4C (Cumberland, ON)	K4C	1	0.04	1,849	0.01	0.05	281
K4K (Rockland, ON)	K4K	1	0.04	6,250	0.04	0.02	83
K4P (Greely, ON)	K4P	1	0.04	3,635	0.02	0.03	143
K7A (Smiths Falls, ON)	K7A	1	0.04	7,304	0.05	0.01	71
K7N (Kingston, ON)	K7N	1	0.04	3,255	0.02	0.03	160
K7P (Kingston, ON)	K7P	1	0.04	8,966	0.06	0.01	58
K8R (Belleville, ON)	K8R	1	0.04	559	0.00	0.18	929
L0J (Kleinburg, ON)	L0J	1	0.04	1,645	0.01	0.06	316
L0P (Campbellville, ON)	L0P	1	0.04	3,057	0.02	0.03	170

Ranking Areas - Std. Geo. | Customers

Customer: Durham Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
L2A (Fort Erie, ON)	L2A	1	0.04	7,208	0.05	0.01	72
L2E (Niagara Falls, ON)	L2E	1	0.04	8,887	0.06	0.01	58
L2G (Niagara Falls, ON)	L2G	1	0.04	12,157	0.08	0.01	43
L2J (Niagara Falls, ON)	L2J	1	0.04	6,388	0.04	0.02	81
L4R (Midland, ON)	L4R	1	0.04	7,883	0.05	0.01	66
L4W (Mississauga, ON)	L4W	1	0.04	7,774	0.05	0.01	67
L4Z (Mississauga, ON)	L4Z	1	0.04	14,257	0.10	0.01	36
L5B (Mississauga, ON)	L5B	1	0.04	27,450	0.18	0.00	19
L5R (Mississauga, ON)	L5R	1	0.04	12,812	0.09	0.01	41
L5V (Mississauga, ON)	L5V	1	0.04	14,648	0.10	0.01	35
L5W (Mississauga, ON)	L5W	1	0.04	6,843	0.05	0.01	76
L6G (Markham, ON)	L6G	1	0.04	3,884	0.03	0.03	134
L6J (Oakville, ON)	L6J	1	0.04	8,923	0.06	0.01	58
L6K (Oakville, ON)	L6K	1	0.04	6,464	0.04	0.02	80
L6L (Oakville, ON)	L6L	1	0.04	12,092	0.08	0.01	43
L6M (Oakville, ON)	L6M	1	0.04	21,508	0.14	0.00	24
L6V (Brampton, ON)	L6V	1	0.04	15,465	0.10	0.01	34
L6X (Brampton, ON)	L6X	1	0.04	22,189	0.15	0.00	23
L7C (Caledon, ON)	L7C	1	0.04	9,045	0.06	0.01	57
L7E (Bolton, ON)	L7E	1	0.04	12,082	0.08	0.01	43
L7G (Georgetown, ON)	L7G	1	0.04	16,759	0.11	0.01	31
L8K (Hamilton, ON)	L8K	1	0.04	13,566	0.09	0.01	38
L8P (Hamilton, ON)	L8P	1	0.04	13,574	0.09	0.01	38
L9C (Hamilton, ON)	L9C	1	0.04	15,917	0.11	0.01	33
L9E (Milton, ON)	L9E	1	0.04	2,504	0.02	0.04	207
L9K (Hamilton, ON)	L9K	1	0.04	4,983	0.03	0.02	104
L9X (Barrie, ON)	L9X	1	0.04	3,962	0.03	0.03	131
M3N (York, ON)	M3N	1	0.04	14,021	0.09	0.01	37
M4X (Toronto, ON)	M4X	1	0.04	10,462	0.07	0.01	50
M6H (Toronto, ON)	M6H	1	0.04	21,272	0.14	0.00	24
M9B (Etobicoke, ON)	M9B	1	0.04	13,337	0.09	0.01	39
M9C (Etobicoke, ON)	M9C	1	0.04	16,512	0.11	0.01	31
M9N (York, ON)	M9N	1	0.04	10,182	0.07	0.01	51
M9V (Etobicoke, ON)	M9V	1	0.04	18,040	0.12	0.01	29
M9W (Etobicoke, ON)	M9W	1	0.04	14,785	0.10	0.01	35
N0A (Port Dover, ON)	N0A	1	0.04	14,348	0.10	0.01	36
N0M (Clinton, ON)	N0M	1	0.04	27,151	0.18	0.00	19
N0R (Belle River, ON)	N0R	1	0.04	17,103	0.12	0.01	30
N1H (Guelph, ON)	N1H	1	0.04	19,384	0.13	0.01	27
N1R (Cambridge, ON)	N1R	1	0.04	17,650	0.12	0.01	29
N2B (Kitchener, ON)	N2B	1	0.04	7,538	0.05	0.01	69
N2H (Kitchener, ON)	N2H	1	0.04	11,529	0.08	0.01	45
N2L (Kitchener, ON)	N2L	1	0.04	13,677	0.09	0.01	38
N2M (Kitchener, ON)	N2M	1	0.04	15,331	0.10	0.01	34
N2N (Kitchener, ON)	N2N	1	0.04	9,296	0.06	0.01	56
N2T (Kitchener, ON)	N2T	1	0.04	6,893	0.05	0.01	75
N5A (Stratford, ON)	N5A	1	0.04	13,971	0.09	0.01	37

Ranking Areas - Std. Geo. | Customers

Customer: Durham Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
N5C (Ingersoll, ON)	N5C	1	0.04	6,398	0.04	0.02	81
N6P (London, ON)	N6P	1	0.04	3,528	0.02	0.03	147
N7S (Sarnia, ON)	N7S	1	0.04	12,014	0.08	0.01	43
P0B (Utterson, ON)	P0B	1	0.04	3,759	0.03	0.03	138
P0C (Mactier, ON)	P0C	1	0.04	1,762	0.01	0.06	295
P0H (Powassan, ON)	P0H	1	0.04	13,335	0.09	0.01	39
P0L (Hearst, ON)	P0L	1	0.04	9,788	0.07	0.01	53
P0V (Red Lake, ON)	P0V	1	0.04	9,098	0.06	0.01	57
P1P (Gravenhurst, ON)	P1P	1	0.04	4,451	0.03	0.02	117
P2A (Parry Sound, ON)	P2A	1	0.04	6,153	0.04	0.02	84
P6A (Sault Ste. Marie, ON)	P6A	1	0.04	15,610	0.10	0.01	33
P6B (Sault Ste. Marie, ON)	P6B	1	0.04	10,579	0.07	0.01	49
P6C (Sault Ste. Marie, ON)	P6C	1	0.04	8,670	0.06	0.01	60
P7A (Thunder Bay, ON)	P7A	1	0.04	13,381	0.09	0.01	39
P7B (Thunder Bay, ON)	P7B	1	0.04	10,007	0.07	0.01	52
P7G (Thunder Bay, ON)	P7G	1	0.04	4,982	0.03	0.02	104
R3G (Winnipeg, MB)	R3G	1	0.04	11,387	0.08	0.01	46
S0K (Warman, SK)	S0K	1	0.04	34,333	0.23	0.00	15
S7T (Saskatoon, SK)	S7T	1	0.04	5,835	0.04	0.02	89
T1S (Okotoks, AB)	T1S	1	0.04	12,806	0.09	0.01	41
T1W (Canmore, AB)	T1W	1	0.04	6,599	0.04	0.02	79
T2W (Calgary, AB)	T2W	1	0.04	17,684	0.12	0.01	29
T3C (Calgary, AB)	T3C	1	0.04	12,902	0.09	0.01	40
T3E (Calgary, AB)	T3E	1	0.04	19,175	0.13	0.01	27
T3H (Calgary, AB)	T3H	1	0.04	26,948	0.18	0.00	19
T3J (Calgary, AB)	T3J	1	0.04	21,119	0.14	0.00	25
T4S (Sylvan Lake, AB)	T4S	1	0.04	8,031	0.05	0.01	65
T6E (Edmonton, AB)	T6E	1	0.04	13,317	0.09	0.01	39
T6H (Edmonton, AB)	T6H	1	0.04	13,393	0.09	0.01	39
T6K (Edmonton, AB)	T6K	1	0.04	10,785	0.07	0.01	48
T7X (Spruce Grove, AB)	T7X	1	0.04	19,033	0.13	0.01	27
T8H (Sherwood Park, AB)	T8H	1	0.04	12,328	0.08	0.01	42
V0A (Golden, BC)	V0A	1	0.04	5,979	0.04	0.02	87
V0B (Creston, BC)	V0B	1	0.04	14,454	0.10	0.01	36
V0E (Armstrong, BC)	V0E	1	0.04	27,815	0.19	0.00	19
V1Z (Kelowna, BC)	V1Z	1	0.04	5,880	0.04	0.02	88
V3C (Port Coquitlam, BC)	V3C	1	0.04	14,964	0.10	0.01	35
V3N (New Westminster, BC)	V3N	1	0.04	15,412	0.10	0.01	34
V4M (Delta, BC)	V4M	1	0.04	6,015	0.04	0.02	86
V8S (Victoria, BC)	V8S	1	0.04	8,872	0.06	0.01	59
Y0B (Dawson, YT)	Y0B	1	0.04	2,985	0.02	0.03	174



Report 3: Distance Decay
October - December 2019 Postal Codes

Distance Decay for Q3 2019 (Oct 1 – Dec 31)

Region	% Local Visitors (within 40 KM)	% Rest of Ontario	% Other Provinces	% US Visitors
Durham Visitor	63.24%	33.80%	1.76%	1.20%
York Visitor	67.98%	29.87%	0.96%	1.19%
Headwaters Visitor	66.28%	32.66%	0.53%	0.53%
RTO 6 Visitor	67.95%	29.89%	0.97%	1.19%



**Report 4: Top 5 Prizm Profiles
October - December 2019 Postal Codes**

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

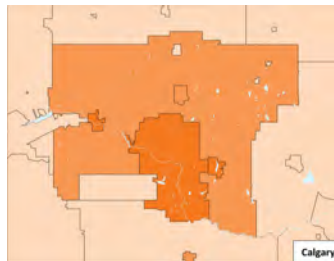
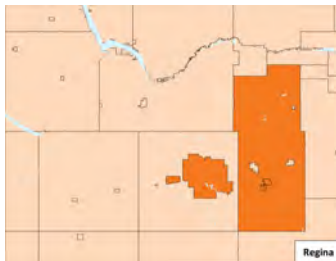
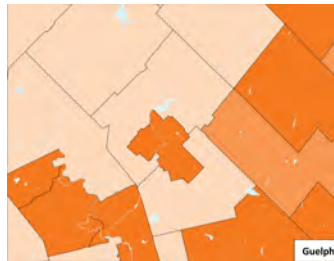
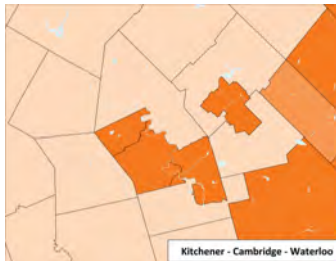
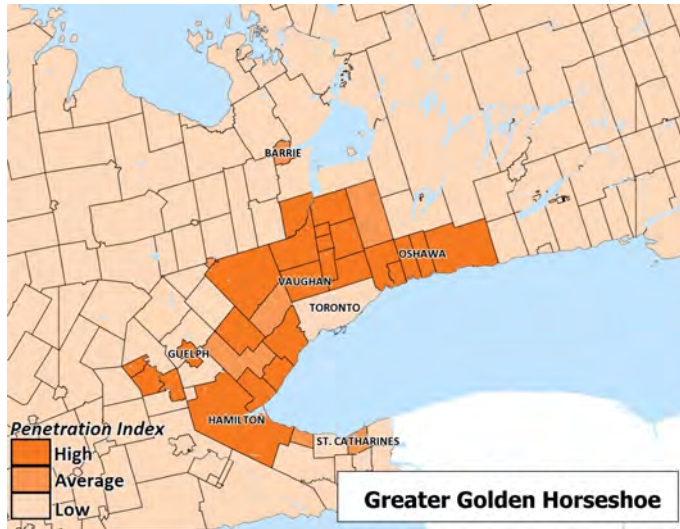
One of the wealthiest suburban lifestyles, Kids & Careers is known for its sprawling families—more than 40 percent include four or more people—living in the nation's second-tier cities. Parents are middle-aged, children are between 10 and 25 years old, and 85 percent live in single-family homes—typically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



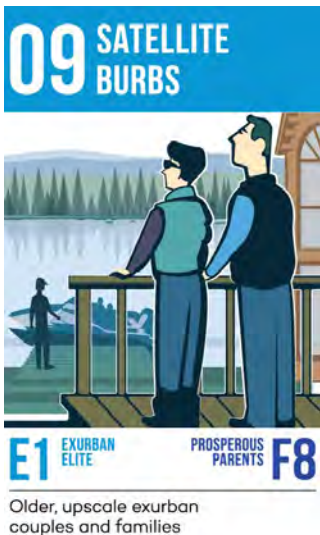
ATTITUDES

"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"



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

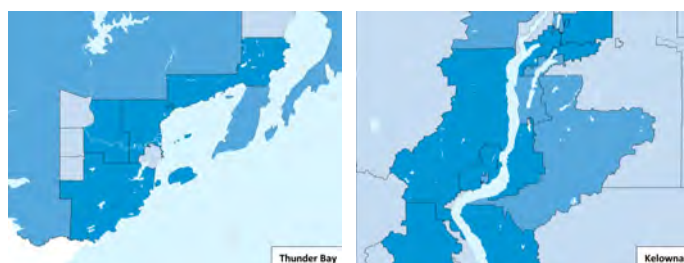
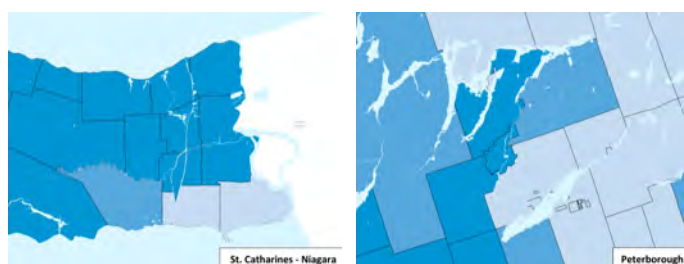
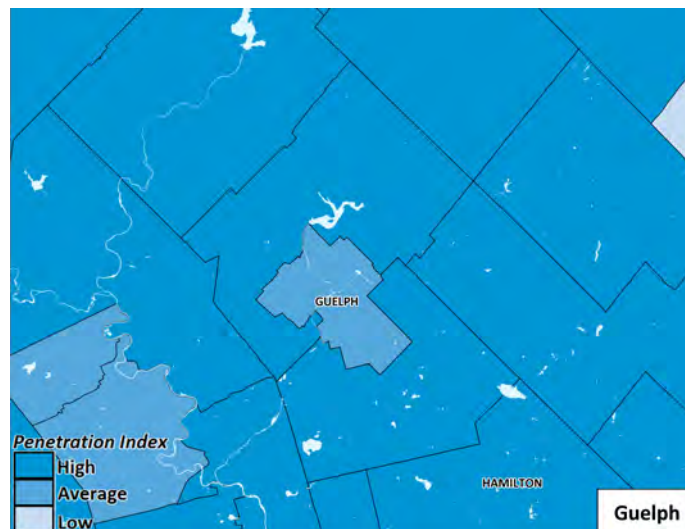
CULTURAL DIVERSITY INDEX:

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"

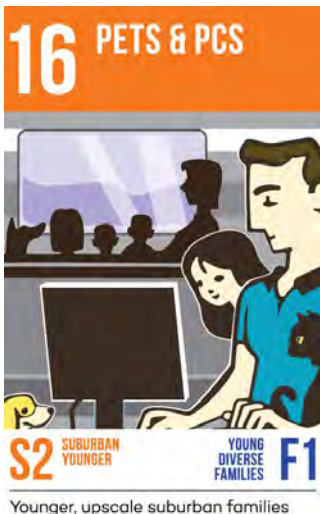
"It's not really a problem for me that life is becoming more and more complex"

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



AUTOMOTIVE

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



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

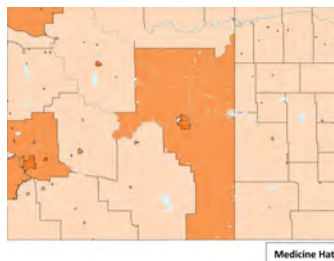
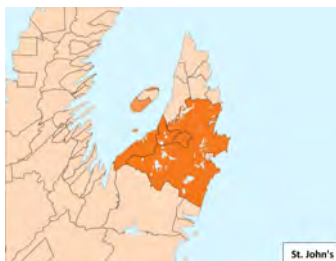
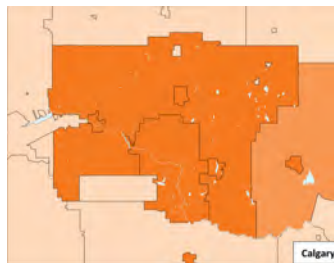
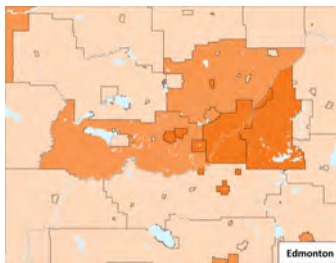
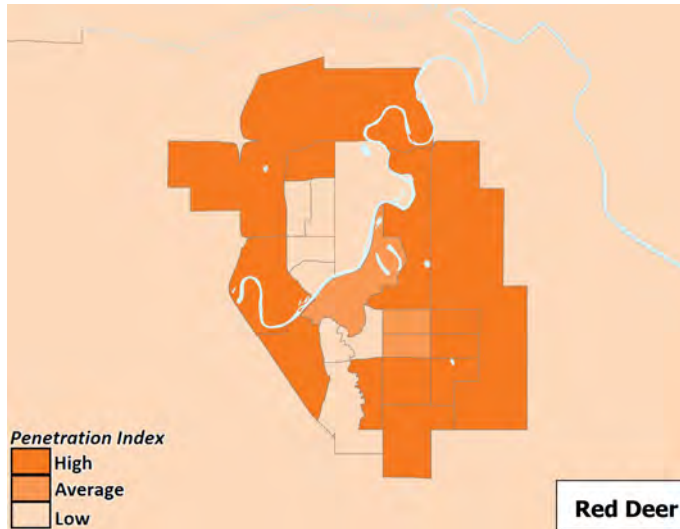
CULTURAL DIVERSITY INDEX:

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, DIVERSE SUBURBAN FAMILIES

WHO THEY ARE

The young families who moved into starter homes a decade ago are growing up. In Heritage Hubs, these now middle-aged families have crafted comfortable lifestyles—often thanks to dual incomes—in suburban communities slowly being absorbed by the urban sprawl. Nearly 85 percent of residents live in houses built since 1990, and while the housing stock is mixed, almost a quarter live in row houses—about four times the national average. Reflecting the increasing diversity of the nation’s suburbs, more than 40 percent of households contain immigrants, though no one cultural group dominates. Family-filled Heritage Hubs scores high for participating in basketball, swimming and bowling. On weekends, families head to theme parks, zoos and aquariums. With their international roots, families here are seasoned travellers, often visiting China, Florida and Jamaica. To save money, vacations are frequently booked with discount online travel services at all-inclusive resorts.

The residents of Heritage Hubs may spend hours each week driving their kids to soccer fields and basketball courts. But they’ve also remade their homes into media-filled havens for entertaining their children. Family rooms contain tablets and home theatres equipped with video game systems and streaming smart TVs. And these middle-aged families are omnivorous media consumers: They watch a lot of TV—including CNN, Much (MuchMusic) and soccer games—listen to satellite radio during their car commutes and read a number of magazines that cover parenting and food and drink. They also spend much of their free time going online to read newspapers, download coupons, post to a blog and use Instagram to share photos with relatives around the world.

HOW THEY THINK

A segment with significant cultural diversity, members of Heritage Hubs are happy to show off their possessions as indicators of success (*Ostentatious Consumption, Status via Home*). Choosing to live life to the fullest, these energetic families embrace the unexpected (*Importance of Spontaneity*) and are likely to go out in search of excitement if it doesn’t find them (*Pursuit of Intensity*). Many are willing to take risks to get ahead, and they’re often interested in trying new things (*Penchant for Risk*). As consumers, they are well informed on products of interest, and they tend to purchase from their favourite brands (*Consumptivity, Importance of Brand*). Their strong sense of *Financial Security* stems in part from their inclination to save their money (*Saving on Principle*) with a goal of leaving behind a *Legacy* for their family. In addition, many are active members of their local religious community, demonstrating a desire to feel connected to their spiritual side (*Religiosity, Spiritual Quest*).

POPULATION:

837,115
(2.31% of Canada)

HOUSEHOLDS:

255,030
(1.76% of Canada)

AVERAGE HOUSEHOLD INCOME:

\$120,497

HOUSE TENURE:

Own

EDUCATION:

University/College

OCCUPATION:

Mixed

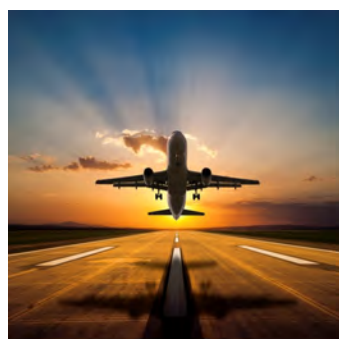
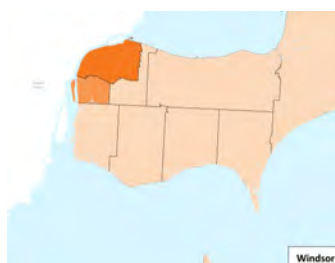
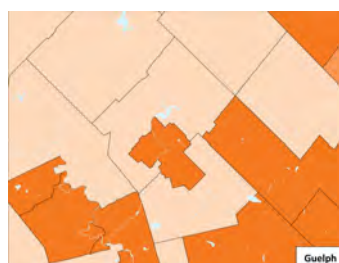
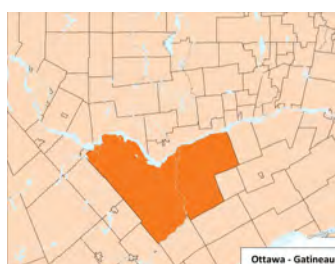
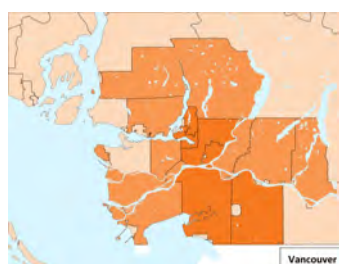
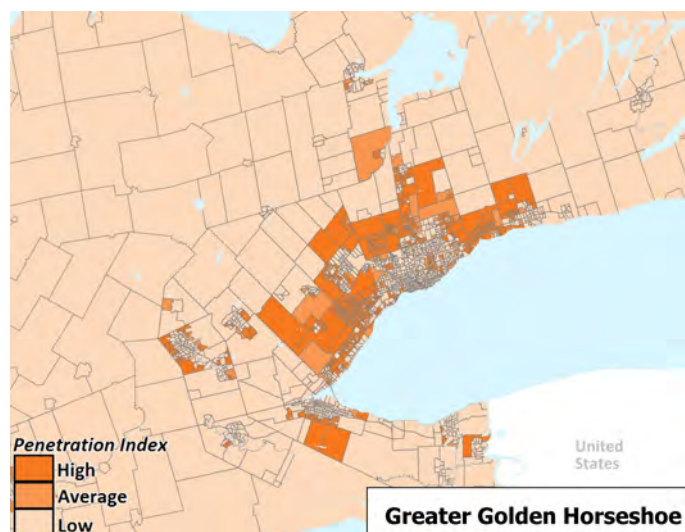
CULTURAL DIVERSITY INDEX:

High

SAMPLE SOCIAL VALUE:

Saving on Principle

WHERE THEY LIVE



HOW THEY LIVE



LEISURE

playing soccer
skateboarding
water parks
fitness classes



SHOPPING

Old Navy
Marshalls
online toy stores
children's clothing stores



DIGITAL MEDIA

publish a blog
click on Internet ads
Instagram
print discount coupons



TRADITIONAL MEDIA

YTV
Family Channel
People
multicultural radio



FINANCIAL

shop for mortgages
mutual funds
RESPs
mobile banking



FOOD/DRINK

flavoured cream cheese
organic meat
protein drinks
sparkling fruit drinks



ATTITUDES

"I would prefer to do work that is not particularly interesting, but that pays well"

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

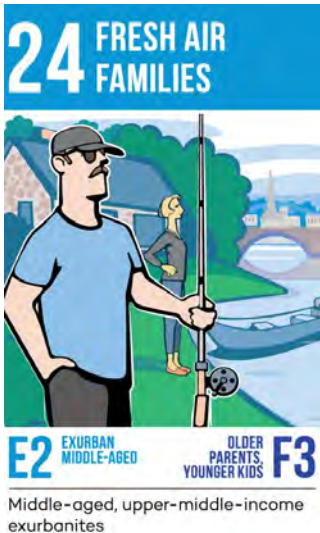
"It's important to have a home as well equipped and furnished as that of other people I know"

"I wish I could slow down the pace of my life"



AUTOMOTIVE

Asian brands
BMW
sport utility vehicles
Mr. Lube



MIDDLE-AGED, UPPER-MIDDLE-INCOME EXURBANITES

WHO THEY ARE

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

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

HOW THEY THINK

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

POPULATION:

1,021,968
(2.82% of Canada)

HOUSEHOLDS:

368,093
(2.54% of Canada)

AVERAGE HOUSEHOLD INCOME:

\$110,452

HOUSE TENURE:

Own

EDUCATION:

College/High
School/Trade

OCCUPATION:

Mixed

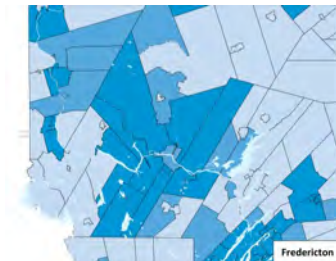
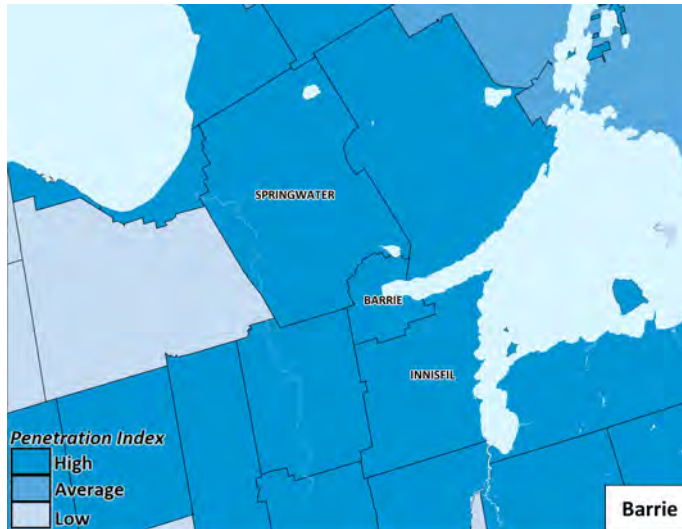
CULTURAL DIVERSITY INDEX:

Low

SAMPLE SOCIAL VALUE:

*Obedience to
Authority*

WHERE THEY LIVE



HOW THEY LIVE



LEISURE

curling
rock concerts
community theatre
home shows



SHOPPING

Roots
Joe Fresh
Mastermind
mail/kiosk DVD rental service



DIGITAL MEDIA

watch videos
access real estate listings
Pinterest
Tumblr



TRADITIONAL MEDIA

Food & Drink
newspaper classified ads
HGTV
Slice



FINANCIAL

RESPs
mortgage
financial planner
will/estate planning



FOOD/DRINK

Wendy's
flavoured cream cheese
protein drinks
Australian wine



ATTITUDES

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

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



AUTOMOTIVE

pickup trucks
minivans
Hyundai
GMC trucks

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

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



**Report 5: STR Hotel Stats for Durham
2019 Data**

Hotel Stats in DURHAM: Jan - Dec 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
Oct-19	79.0	1.7	124.59	2.8	98.41	4.5	56,079	44,295	5,518,680	-4.5
Nov-19	74.3	0.3	126.02	3.6	93.64	4.0	54,270	40,325	5,081,949	3.9
Dec-19	57.0	0.2	116.41	2.3	66.32	2.5	56,079	31,949	3,719,050	2.4
2019	72.7	-1.4	122.59	-0.4	89.09	-1.9	660,375	479,907	58,829,596	0.1

Hotel Monthly Percent Change 2019 vs 2018 in Durham

