



Research Measurement Project

Prepared for: Headwaters 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 RTO 6



Report 1: Executive Summary
October - December 2019 Postal Codes



Demographic Snapshot



51 Years

Median age of Households maintainer (95)



50.5%

Couples with Children at Home (**111**)



66.3%

Of Visitors travelled within 40 Km



\$130,045

Average Household Income (**119**)



33.4%

Are Visible Minority Presence (102)



3 People+

47% of HHs have 3 or more people at Home (**115**)



30.7%

Born outside of Canada (102)



14%

Work in Sales & Service (102) & 11.4% in Business/Finance industry (**119**)



Top Ten Forward Sortation Areas (FSAs)

Top Ten Cities/Towns

Name	Count
L9W (Orangeville, ON)	266
L7K (Caledon, ON)	97
N0B (Elora, ON)	47
L7C (Caledon, ON)	37
L7E (Bolton, ON)	25
L9V (Orangeville, ON)	22
L6Z (Brampton, ON)	13
L6T (Brampton, ON)	11
N1G (Guelph, ON)	11
L0G (Tottenham, ON)	10

Name	Count
Orangeville, ON (T)	175
Caledon, ON (T)	160
Toronto, ON (C)	117
Brampton, ON (CY)	64
Mono, ON (T)	58
Erin, ON (T)	46
Mississauga, ON (CY)	38
Guelph, ON (CY)	22
Shelburne, ON (T)	16
Markham, ON (CY)	14



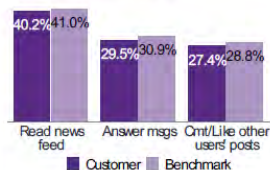
Social Media Highlights



FACEBOOK

76.3% currently use
Index: 99

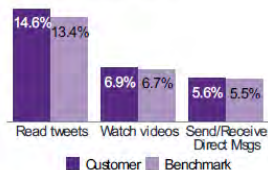
Top Activities (Daily)



TWITTER

33.0% currently use
Index: 104

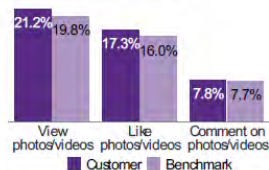
Top Activities (Daily)



INSTAGRAM

39.1% currently use
Index: 104

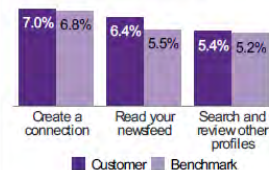
Top Activities (Daily)



LINKEDIN

51.6% currently use
Index: 107

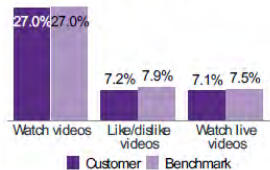
Top Activities (Weekly)



YOUTUBE

72.2% currently use
Index: 101

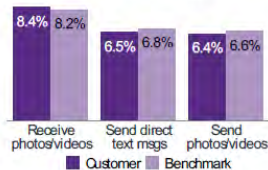
Top Activities (Daily)



SNAPCHAT

16.5% currently use
Index: 108

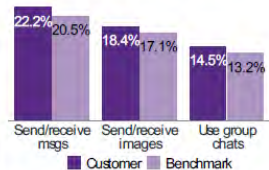
Top Activities (Weekly)



WHATSAPP

41.7% currently use
Index: 108

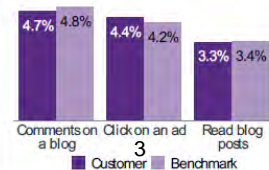
Top Activities (Daily)



BLOGS

15.8% currently use
Index: 106

Top Activities (Monthly)



Demographics | Population & Households



Customers: Headwaters Q3 2019 Postal Codes: Record Count

MEDIAN MAINTAINER AGE

51

Index: 95

MARITAL STATUS



60.9%

Index: 107

Married/Common-Law

FAMILY STATUS*

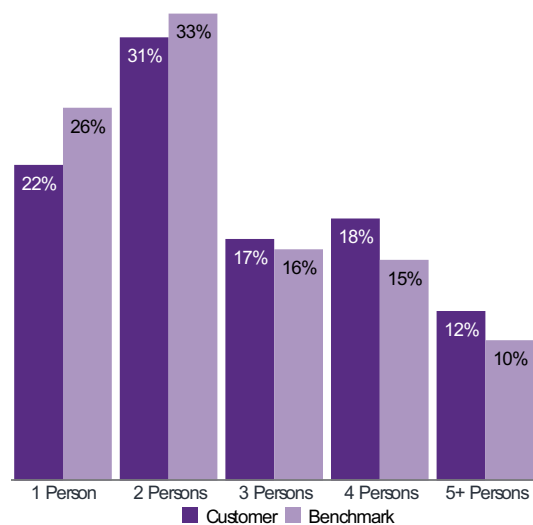


50.5%

Index: 111

Couples With Children At Home

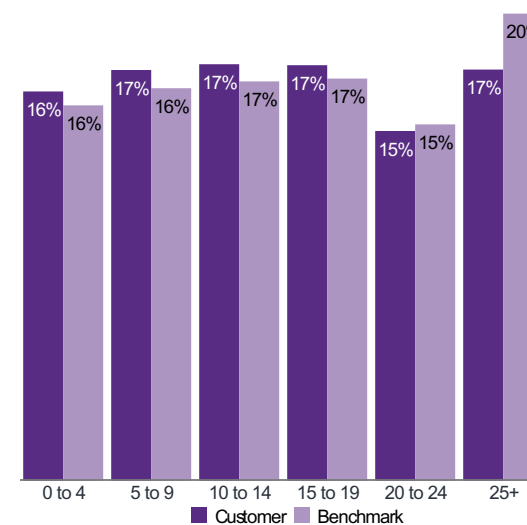
HOUSEHOLD SIZE



POPULATION BY AGE

	%	Index
0 to 4	5.5	107
5 to 9	5.7	109
10 to 14	5.8	109
15 to 19	5.9	107
20 to 24	6.5	96
25 to 29	7.3	99
30 to 34	7.5	108
35 to 39	7.3	109
40 to 44	7.0	110
45 to 49	7.0	108
50 to 54	7.1	103
55 to 59	7.0	95
60 to 64	5.9	90
65 to 69	4.7	87
70 to 74	3.9	88
75 to 79	2.6	83
80 to 84	1.7	78
85+	1.6	69

AGE OF CHILDREN AT HOME



Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

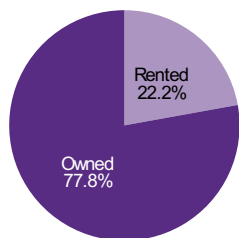
Index Colours:	<80	80 - 110	110+
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Demographics | Housing & Income



Customers: Headwaters Q3 2019 Postal Codes: Record Count

TENURE



STRUCTURE TYPE



Houses

73.1%

Index: 107



Apartments

26.7%

Index: 86

AGE OF HOUSING*

3 - 8 Years Old

% Comp: 15.3 Index: 246

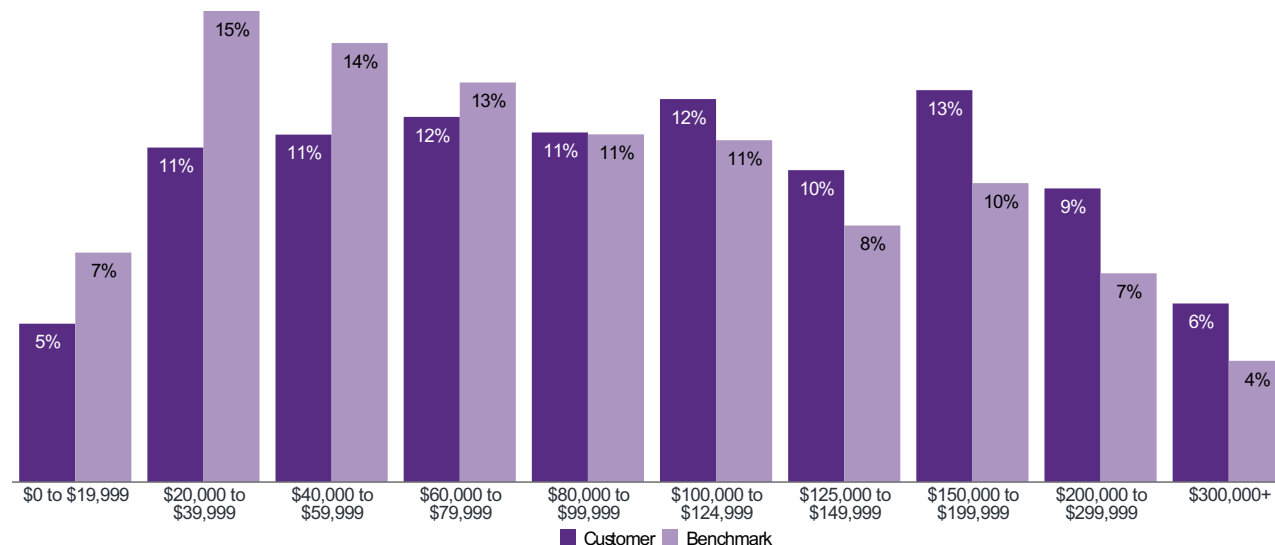
AVERAGE HOUSEHOLD INCOME



\$130,045

Index: 119

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: Headwaters Q3 2019 Postal Codes: Record Count

EDUCATION



30.4%

Index: 109

University Degree

LABOUR FORCE PARTICIPATION



68.3%

Index: 111

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



75.8%

Index: 108

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

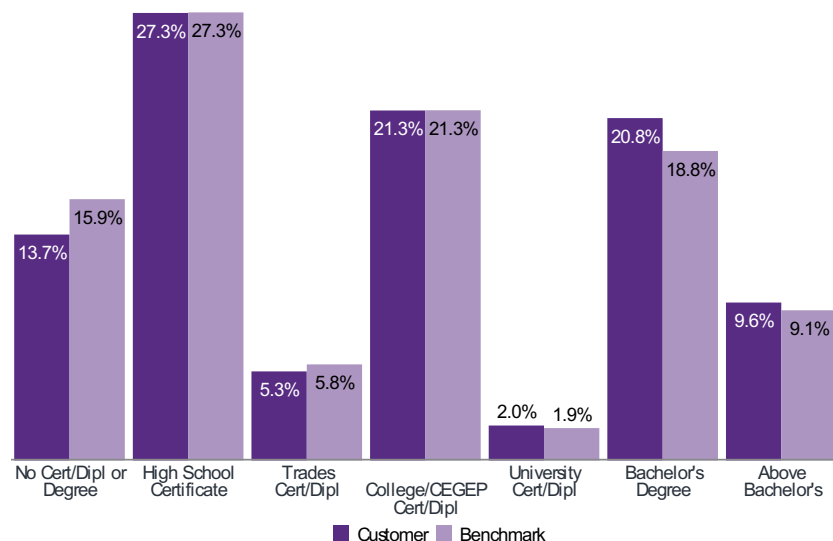


11.7%

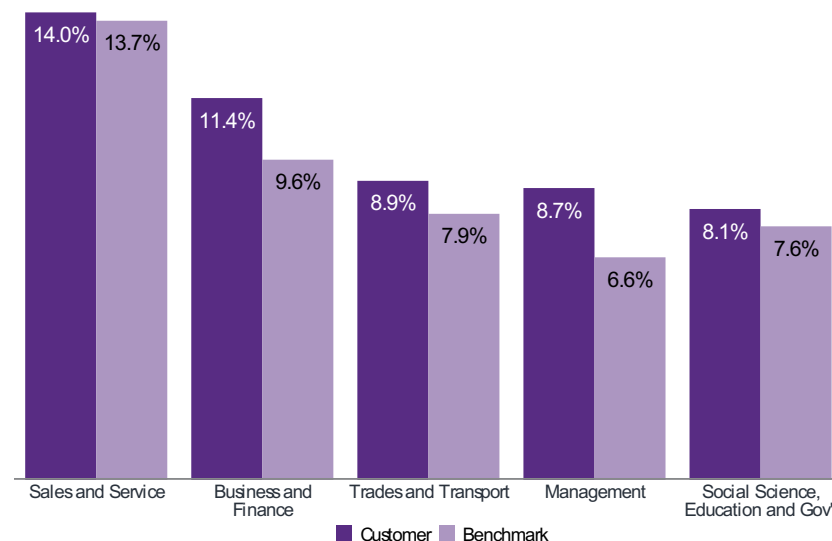
Index: 76

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: Headwaters Q3 2019 Postal Codes: Record Count

VISIBLE MINORITY PRESENCE



33.4%
Index: 102

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



2.2%
Index: 88

No knowledge of English or French

IMMIGRATION



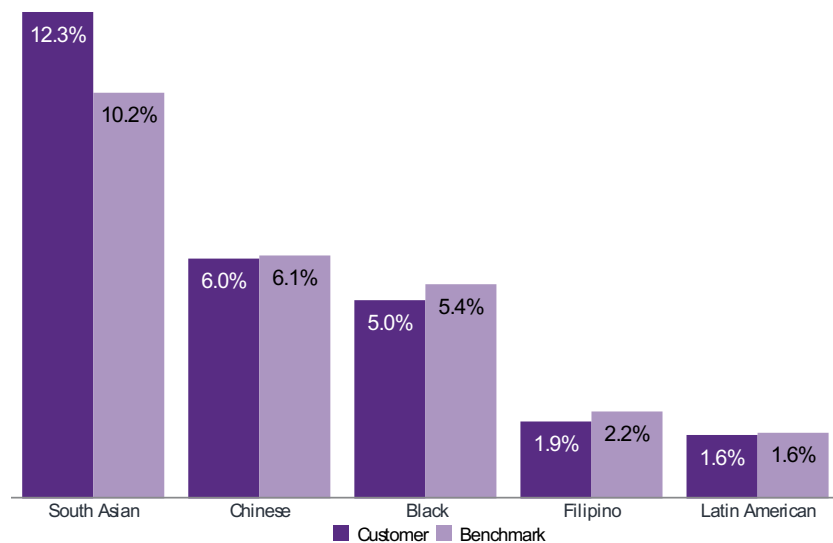
30.7%
Index: 102

Born outside Canada

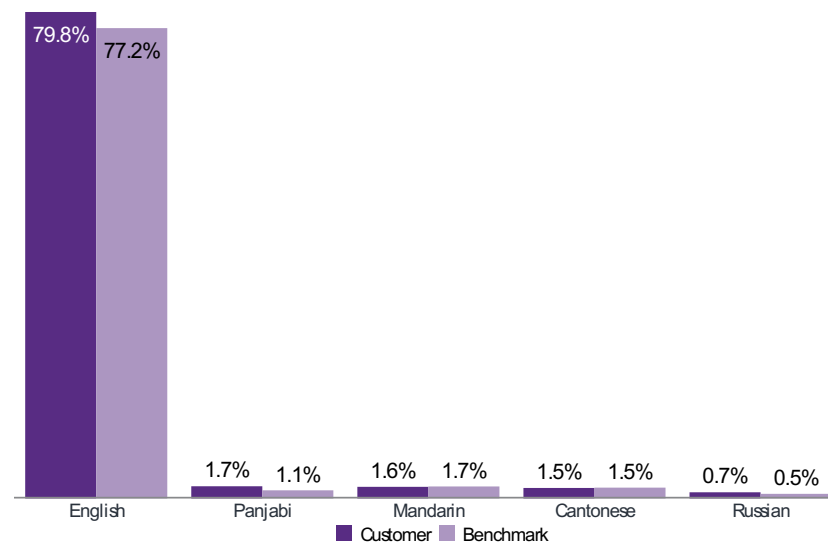
PERIOD OF IMMIGRATION*

2017 To Present
% Comp: 6.4 Index: 127

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:Headwaters Q3 2019 Postal Codes: Record Count

HOUSEHOLD CHARACTERISTICS

	%	Base %	Index
Age of Household Maintainer			
15 to 24	1.71	2.51	68
25 to 34	15.64	14.36	109
35 to 44	20.42	17.28	118
45 to 54	21.07	19.23	110
55 to 64	19.23	20.55	94
65 to 74	13.01	14.85	88
75 or Older	8.93	11.22	80
Size of Household			
1 Person	22.05	26.06	85
2 Persons	31.00	32.67	95
3 Persons	16.86	16.13	104
4 Persons	18.29	15.39	119
5 or More Persons	11.80	9.75	121
Household Type			
Total Family Households	74.54	69.87	107
One-Family Households	71.03	67.19	106
Multiple-Family Households	3.51	2.67	131
Non-Family Households	25.46	30.13	85
One-Person Households	22.13	26.15	85
Two-Or-More-Person Households	3.34	3.98	84
Marital Status			
Married Or Living With A Common-Law Partner	60.94	57.19	107
Single (Never Legally Married)	26.18	27.63	95
Separated	2.98	3.35	89
Divorced	5.08	5.98	85
Widowed	4.83	5.86	82
Children at Home			
Percent: Households with Children at Home	48.21	43.89	110
Age of Children at Home			
0 to 4	16.27	15.68	104
5 to 9	17.16	16.40	105
10 to 14	17.41	16.69	104
15 to 19	17.37	16.81	103
20 to 24	14.61	14.88	98
25 and over	17.18	19.53	88

DWELLING CHARACTERISTICS

	%	Base %	Index
Housing Tenure			
Owned	77.84	69.30	112
Rented	22.16	30.52	73
Band Housing	0.00	0.18	0
Housing Type			
Houses	73.11	68.33	107
Single-Detached House	57.75	53.59	108
Semi-Detached House	5.67	5.63	101
Row House	9.68	9.11	106
Apartments	26.70	31.18	86
High-rise (5+ Floors)	18.51	17.58	105
Low-rise (<5 Floors)	6.31	10.13	62
Detached Duplex	1.89	3.47	54
Other Dwelling Types	0.19	0.49	39
Housing Period of Construction			
Before 1961	13.77	23.90	58
1961 - 1980	19.98	27.49	73
1981 - 1990	11.15	12.80	87
1991 - 2000	11.47	11.81	97
2001 - 2005	9.74	7.27	134
2006 - 2010	13.05	6.76	193
2011 - 2016	15.31	6.21	246
After 2016	5.53	3.76	147

INCOME, EDUCATION & EMPLOYMENT

	%	Base %	Index
Household Income			
Average Household Income	130,045.09	109,660.18	119
Education			
No Certificate, Diploma Or Degree	13.71	15.87	86
High School Certificate Or Equivalent	27.25	27.29	100
Apprenticeship Or Trades Cert/Dipl	5.34	5.77	93
College/CEGEP/Non-Uni Cert/Dipl	21.29	21.30	100
University Cert/Dipl Below Bachelor	2.03	1.88	108
University Degree	30.38	27.89	109
Labour Force			
In The Labour Force (15+)	68.28	61.67	111
Labour Force by Occupation			
Management	8.71	6.63	131
Business Finance Administration	11.42	9.56	119
Sciences	5.49	4.78	115
Health	3.79	4.03	94
Education, Gov't, Religion, Social	8.08	7.56	107
Art, Culture, Recreation, Sport	2.26	1.99	114
Sales and Service	13.99	13.74	102
Trades and Transport	8.93	7.94	112
Natural Resources and Agriculture	1.24	1.03	121
Manufacturing and Utilities	3.26	3.10	105
Commuting			
Car (As Driver)	75.80	70.42	108
Car (As Passenger)	5.66	6.04	94
Public Transit	11.72	15.50	76
Walk	4.80	5.50	87
Bicycle	0.96	1.39	69

LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	%	Base %	Index
Knowledge of Official Language			
English Only	90.13	86.06	105
French Only	0.08	0.30	26
English And French	7.61	11.16	68
Neither English Nor French	2.19	2.49	88
Immigration Status			
Non-Immigrant Population	67.80	68.10	100
Born In Province of Residence	60.96	60.58	101
Born Outside Province of Residence	6.83	7.52	91
Immigrant Population	30.65	30.16	102
Visible Minority Status			
Total Visible Minorities	33.45	32.87	102
Chinese	6.04	6.12	99
South Asian	12.30	10.25	120
Black	4.99	5.39	92
Filipino	1.91	2.16	88
Latin American	1.57	1.62	97
Southeast Asian	0.89	1.04	85
Arab	1.17	1.87	63
West Asian	1.47	1.45	102
Korean	0.86	0.69	124
Japanese	0.17	0.21	79
Mother Tongue*			
English	68.51	66.01	104
French	1.39	3.83	36
Total Non-Official	27.48	27.35	100
Punjabi	2.63	1.58	167
Mandarin	2.22	2.23	100
Cantonese	2.03	2.04	99
Italian	1.65	1.65	100
Spanish	1.49	1.48	101
Portuguese	1.34	1.09	123
Russian	1.15	0.77	149
Tagalog	1.10	1.31	84
Polish	1.07	0.86	125
Urdu	1.03	1.20	86

Benchmark:Ontario

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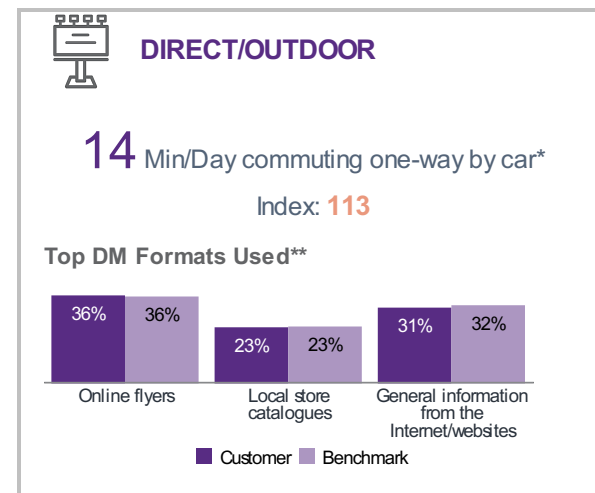
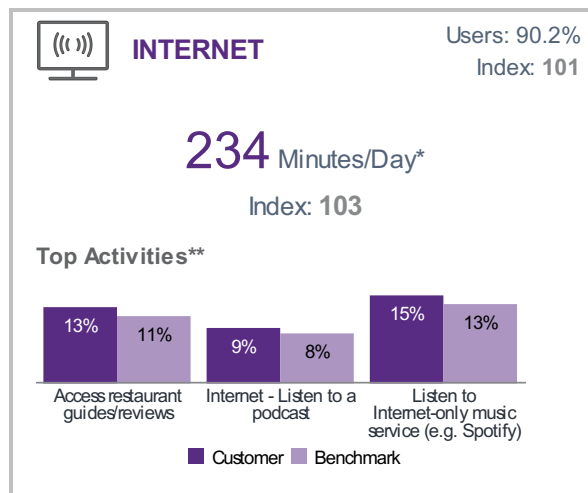
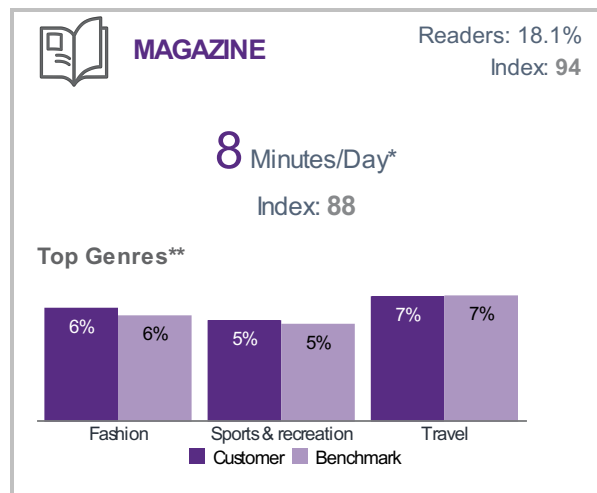
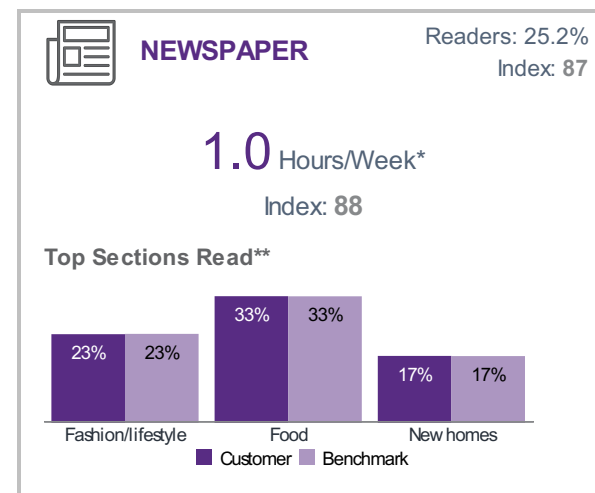
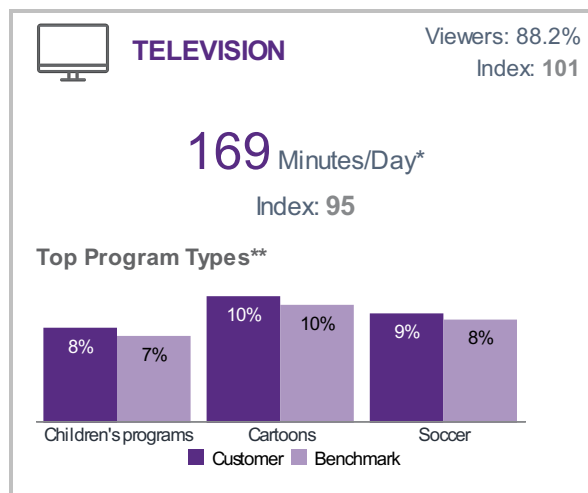
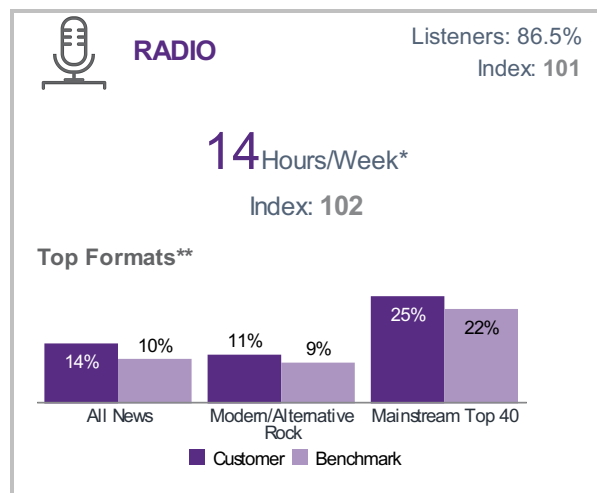
*Displaying top 10 non-official Mother Tongue language variables by percent composition

Index Colours: <80 80 - 110 110+

Behavioural | Media Overview



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

Top Shows & Exhibitions

Home shows



6.2%
Index: 102

Auto shows



5.7%
Index: 99

Craft shows



7.2%
Index: 82

Top Local Attractions & Destinations

Other leisure activities



37.2%
Index: 105

Theme parks



20.0%
Index: 104

Bars/restaurant bars



36.7%
Index: 103

Popular music/rock concerts



16.9%
Index: 100

Top Professional Sports

Horse racing



5.4%
Index: 122

Basketball



11.3%
Index: 119

Baseball



26.0%
Index: 105

Hockey



24.0%
Index: 103

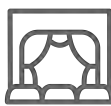
Top Concert & Theatre Venues

Concerts - Arenas



35.2%
Index: 106

Theatre - Major theatres



25.1%
Index: 100

Concerts - Night clubs/bars



14.3%
Index: 99

Concerts - Theatres/halls



22.5%
Index: 98

Benchmark: Ontario

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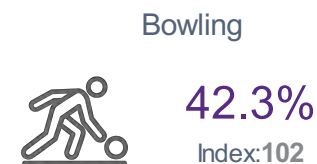
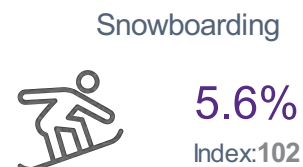
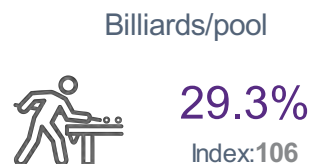
Index Colours: <80 80 - 110 110+

Behavioural | Sports & Leisure Overview - Participate

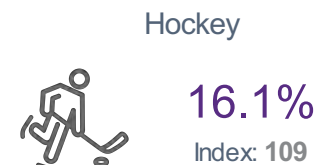
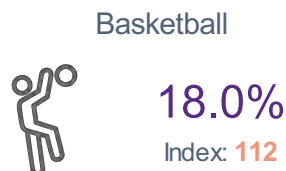


Customers: Headwaters Q3 2019 Postal Codes: Record Count

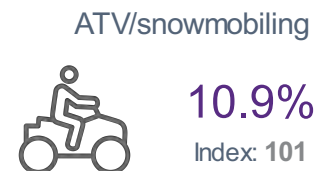
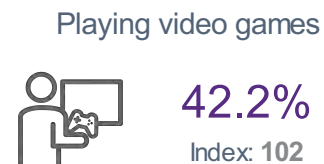
Top Individual Sports



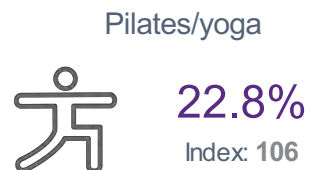
Top Team Sports



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: Headwaters Q3 2019 Postal Codes: Record Count

TELEVISION

	%	Base %	Index
Viewership			
Heavy	12.79	15.93	80
Medium/Heavy	16.42	16.20	101
Medium	18.43	17.46	106
Medium/Light	20.12	18.30	110
Light	20.39	19.39	105
Top Program Types (Watch in Typical Week)*			
Children's programs	7.81	7.13	110
Cartoons	10.45	9.73	107
Soccer	9.01	8.49	106
Basketball (when in season)	11.29	10.80	105
Reality shows	16.79	16.20	104
Baseball (when in season)	20.91	20.26	103
Hockey (when in season)	26.51	25.74	103
CFL football (when in season)	10.87	10.66	102
Late night talk shows	9.45	9.27	102
Auto racing	5.18	5.16	100
Cooking programs	23.11	23.09	100
Movies	45.87	45.74	100
Curling (when in season)	7.33	7.39	99
Home renovation/decoration shows	26.37	26.64	99
Sci-Fi/fantasy/comic book shows	12.30	12.39	99

RADIO

	%	Base %	Index
Listenership			
Heavy	20.25	20.79	97
Medium/Heavy	22.32	20.71	108
Medium	20.79	19.35	107
Medium/Light	19.00	20.42	93
Light	17.64	18.72	94
Top Formats (Weekly Reach)*			
All News	13.71	10.09	136
Modern/Alternative Rock	11.07	9.20	120
Mainstream Top 40/CHR	24.80	21.80	114
Sports	5.63	5.08	111
Mainstream Rock	8.19	7.59	108
Classic Hits	18.67	17.38	107
Multi/Variety/Specialty	9.11	8.67	105
Adult Contemporary	16.58	16.33	102
Hot Adult Contemporary	16.39	16.12	102
Today's Country	11.42	12.03	95
News/Talk	19.89	21.72	92
Not Classified	5.85	8.90	66

NEWSPAPERS

	%	Base %	Index
Readership - Dailies			
Heavy	5.30	6.03	88
Medium/Heavy	5.14	5.85	88
Medium	5.05	5.62	90
Medium/Light	5.37	5.87	92
Light	4.32	5.67	76
Section Read - Dailies*			
Fashion/lifestyle	22.93	23.01	100
Food	32.96	32.93	100
New homes section	17.19	17.14	100
Sports	29.75	29.82	100
Computer/high tech	15.20	15.31	99
Business & financial	31.77	32.37	98
Movie & entertainment	36.64	37.56	98
Automotive	14.32	14.86	96
Health	34.68	35.97	96
International news/world section	49.74	51.70	96
Readership - Community Papers			
Heavy	7.64	8.75	87
Medium/Heavy	6.66	6.89	97
Medium	7.75	7.65	101
Medium/Light	6.87	7.63	90
Light	8.41	7.74	109

INTERNET

	%	Base %	Index
Usage			
Heavy	21.31	19.85	107
Medium/Heavy	19.42	19.27	101
Medium	19.10	18.18	105
Medium/Light	16.40	16.84	97
Light	13.95	15.37	91
Online Social Networks (Used in Past Month)			
Tumblr	3.39	2.83	120
LinkedIn	16.94	15.27	111
Instagram	28.50	26.96	106
Snapchat	15.83	15.07	105
YouTube	43.02	42.12	102
Twitter	16.14	15.95	101
Facebook	53.50	53.69	100
Video/photo sharing	1.50	1.50	100
Online/Internet dating sites	2.53	2.57	98
Google+	21.82	22.45	97
Pinterest	15.12	15.74	96
Top Activities (Past Week)			
Access restaurant guides/reviews	12.67	11.15	114
Listen to a podcast	9.14	8.22	111
Listen to Internet-only music service (e.g. Spotify)	14.67	13.19	111
Access fashion or beauty-related content	7.43	6.71	111
Listen to music via streaming video service (e.g. YouTube)	29.03	26.32	110
Access professional sports content	13.74	12.47	110
Download any video content (free or paid)	11.89	10.90	109
Play/download online games	22.99	21.18	109
Watch a subscription-based video service (e.g. Netflix)	29.72	27.45	108
Send/receive a text/instant message	63.22	58.81	108
Consult consumer reviews	19.82	18.27	108
Purchase products or services	20.84	19.38	108
Access health-related content	13.50	12.50	108
Download music/MP3 files (free or paid)	13.18	12.31	107
Watch other online free streaming videos	29.77	27.70	107

DIRECT

	%	Base %	Index
Used in Shopping			
Online flyers	36.43	35.96	101
Local store catalogues	22.98	23.32	99
General information from the Internet/websites	31.27	32.28	97
Coupons	33.98	35.28	96
Flyers inserted into a daily newspaper	20.63	21.83	95
Direct email offers	22.86	24.30	94
Flyers delivered to the door or in the mail	41.74	44.88	93
Flyers inserted into a community newspaper	37.06	39.97	93
Yellow Pages (print or online)	4.29	4.69	91
Mail order	6.63	7.55	88
Opinion of Flyers to Door/By Mail			
Somewhat unfavourable	20.90	19.98	105
Somewhat favourable	36.20	35.09	103
Very unfavourable	23.05	22.73	101
Very favourable	19.86	22.20	89

MAGAZINES

	%	Base %	Index
Readership			
Heavy	3.61	3.75	96
Medium/Heavy	3.23	3.72	87
Medium	3.08	3.71	83
Medium/Light	4.08	3.92	104
Light	4.07	4.03	101
Top Magazine Types*			
Fashion	6.17	5.75	107
Sports & recreation	5.48	5.29	104
Travel & tourism	6.80	6.84	99
Entertainment/celebrity	8.07	8.52	95
Women's	5.69	6.03	94
Health/fitness	6.51	6.97	93
Gardening & homes	7.23	7.85	92
Home décor	5.40	5.89	92
News & current affairs	7.41	8.14	91
Food & beverage	10.28	11.76	87

Benchmark: Ontario

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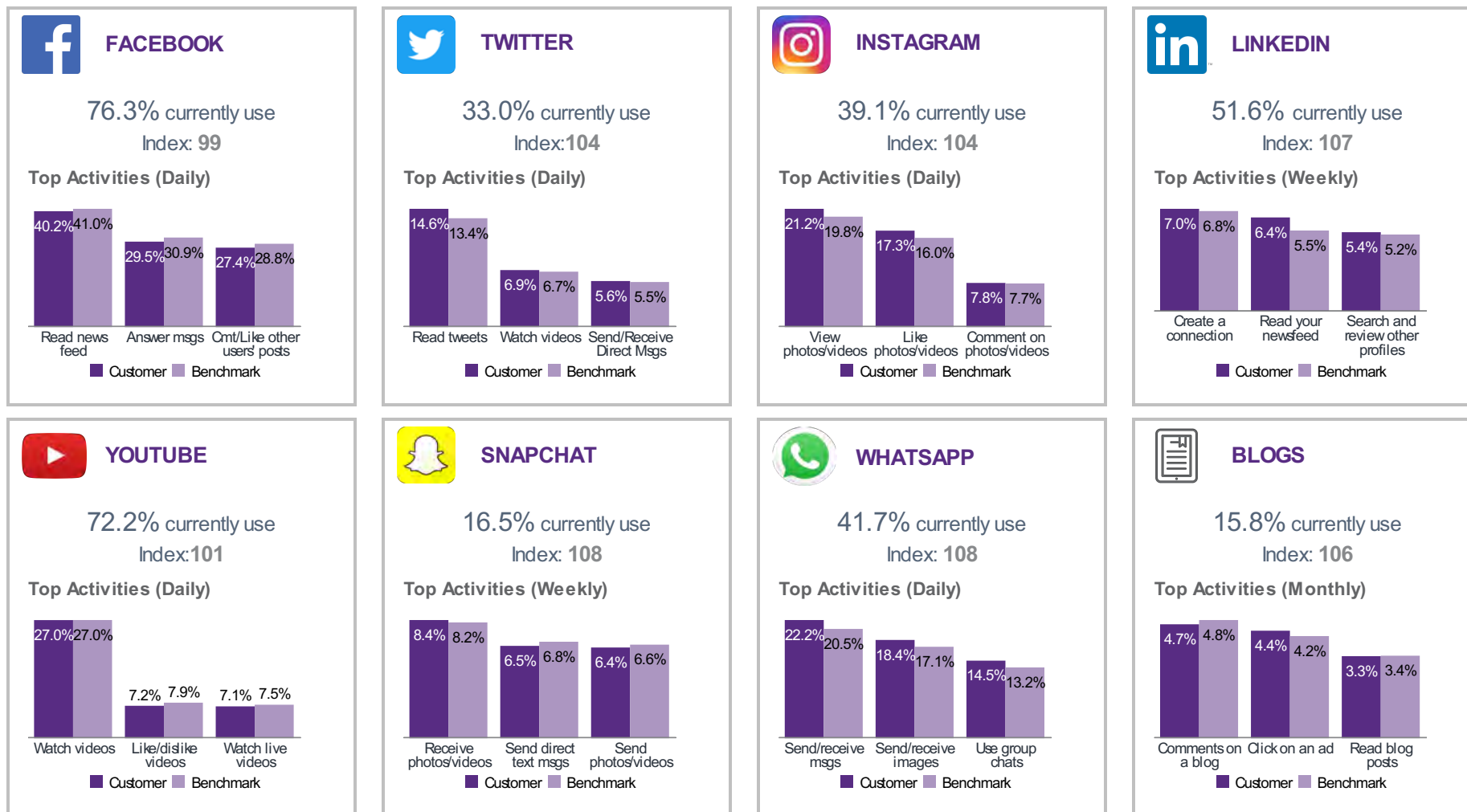
*Chosen from index ranking with minimum 5% composition

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



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

FRIENDS IN ALL SM NETWORKS



33.0%

Index: 95

0-49 friends

FREQUENCY OF USE (DAILY)



56.3%

Index: 97

Facebook

BRAND INTERACTION



38.6%

Index: 98

Like brand on Facebook

NO. OF BRANDS INTERACTED

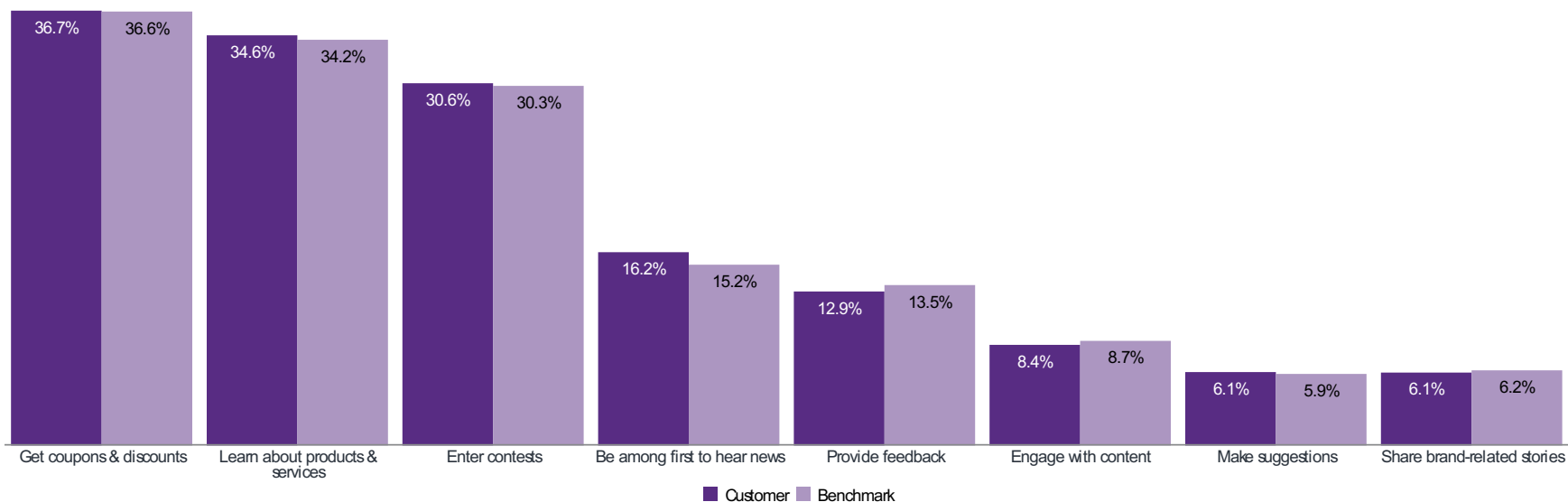


34.2%

Index: 102

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: Headwaters Q3 2019 Postal Codes: Record Count

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



11.5%

Index: 98

Vacation, travel-related



8.7%

Index: 99

Big-ticket (i.e. appliances)



8.4%

Index: 95

Entertainment-related (i.e. movies)

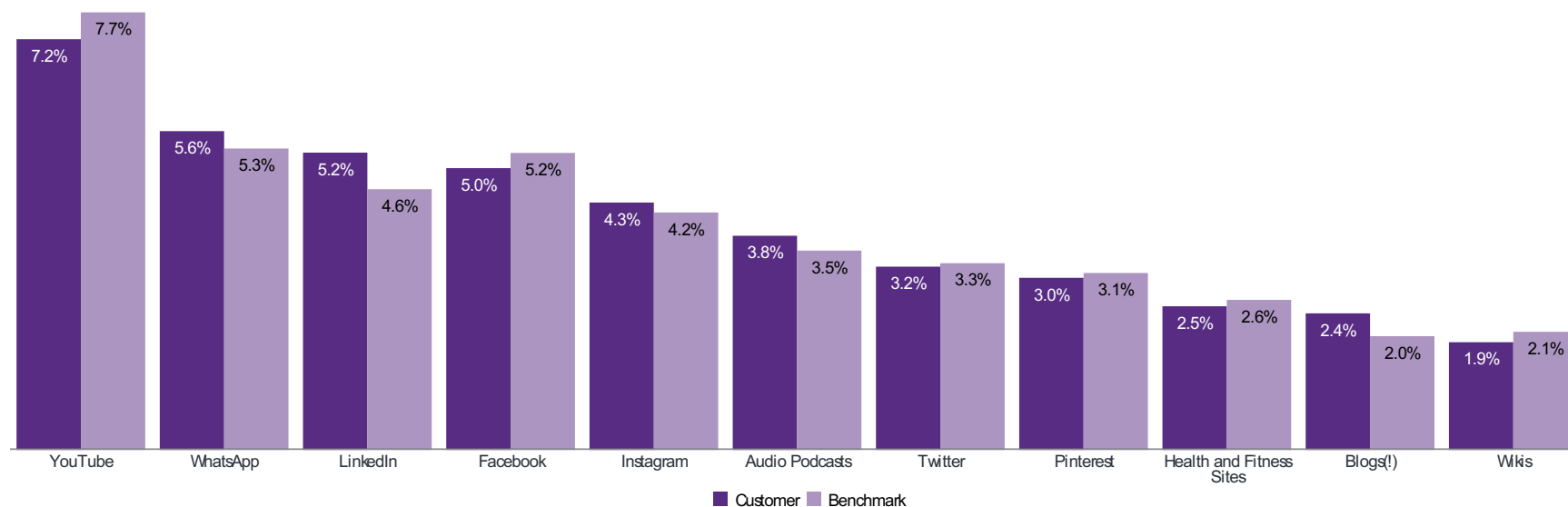


8.2%

Index: 104

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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Customers: Headwaters Q3 2019 Postal Codes: Record Count



DESCRIBES ME*

Use SM to stay connected with personal contacts

% Comp **45.8** Index **99**



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

% Comp **27.3** Index **104**



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

% Comp **75.2** Index **102**



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

% Comp **10.8** Index **104**



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

% Comp **84.3** Index **100**



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

% Comp **24.7** Index **107**

Benchmark: Ontario

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

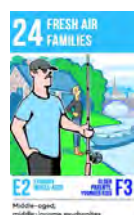
Index Colours:	<80	80 - 110	110+
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Top 5 segments represent **46.2%** of customers in Ontario



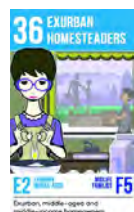
Rank:	1
Customers:	246
Customers %:	26.42
% in Benchmark:	4.78
Index:	553

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:	81
Customers %:	8.70
% in Benchmark:	4.14
Index:	210

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:	36
Customers %:	3.87
% in Benchmark:	2.35
Index:	165

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



Rank:	4
Customers:	34
Customers %:	3.65
% in Benchmark:	3.42
Index:	107

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.



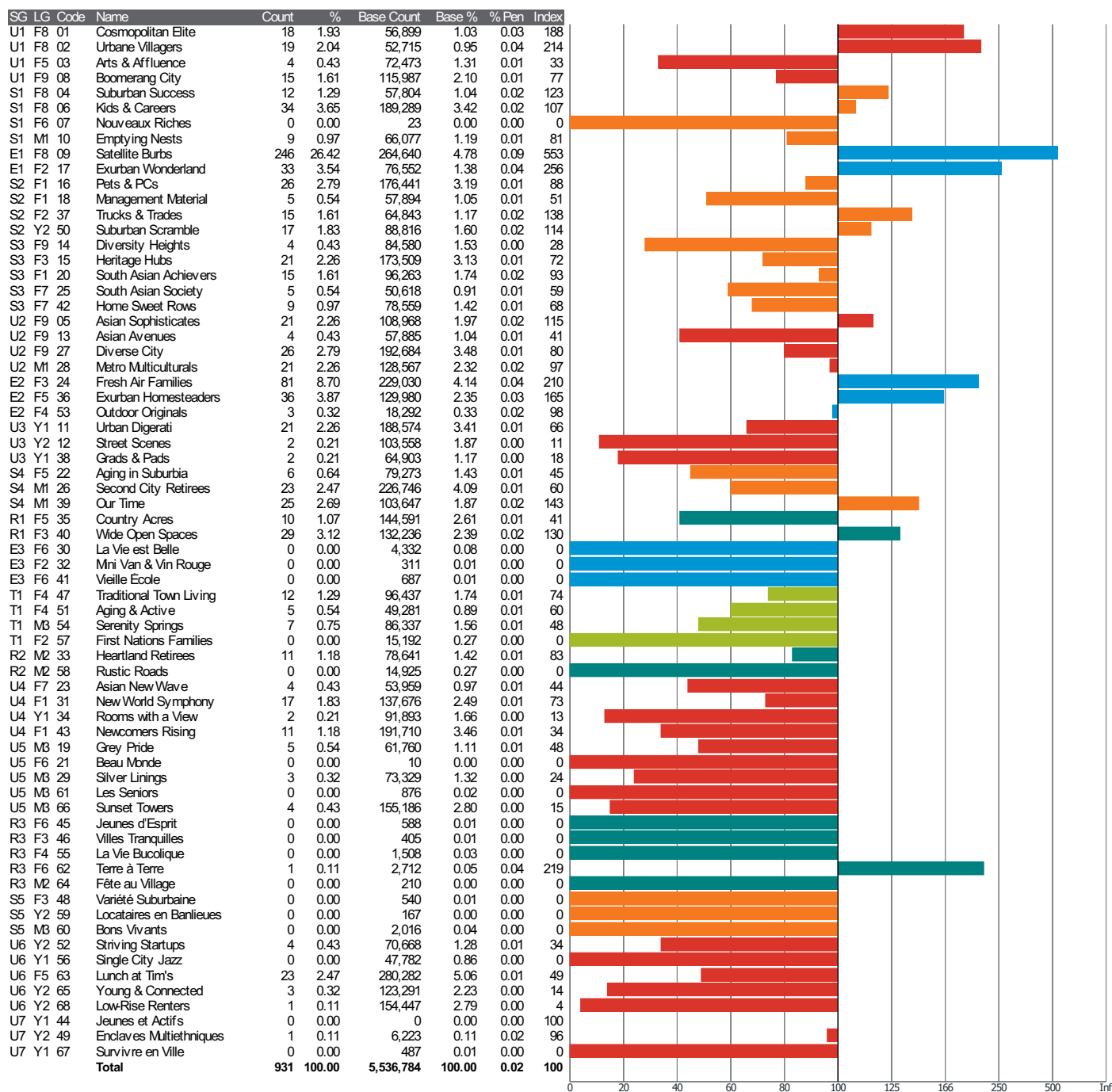
Rank:	5
Customers:	33
Customers %:	3.54
% in Benchmark:	1.38
Index:	256

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

PRIZM Profile | Customers

Customers:Headwaters Q3 2019 Postal Codes: Record Count

Total Customers :931



Benchmark:Ontario

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Psychographics | SocialValues Overview



Customers: Headwaters Q3 2019 Postal Codes: Record Count



Strong Values

	Index
Cultural Assimilation	105
Effort Toward Health	105
Social Darwinism	105
Xenophobia	105
Buying on Impulse	103
Confidence in Advertising	103
Confidence in Big Business	103
Fear of Violence	103
Importance of Aesthetics	103
Just Deserts	103



Descriptions | Top 3 Strong Values

Social Darwinism

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

Cultural Assimilation

Lack of openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to give up their cultural identities and blend in to the dominant culture.

Effort Toward Health

The commitment to focus on diet, exercise and healthy living in order to feel better and have a healthy, wholesome lifestyle. A willingness to transform one's lifestyle through exercise and radical changes to diet.



Weak Values

	Index
Fulfilment Through Work	89
Ethical Consumerism	93
Rejection of Inequality	93
Sexual Permissiveness	94
Culture Sampling	95
Ecological Lifestyle	95
Pursuit of Originality	95
Rejection of Authority	95
Aversion to Complexity	95
Consumption Evangelism	96



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.

Rejection of Inequality

A belief that active involvement in the political process can make a difference in society. People strongest on this construct reject the notion that inequities in society are inevitable and should be expected.

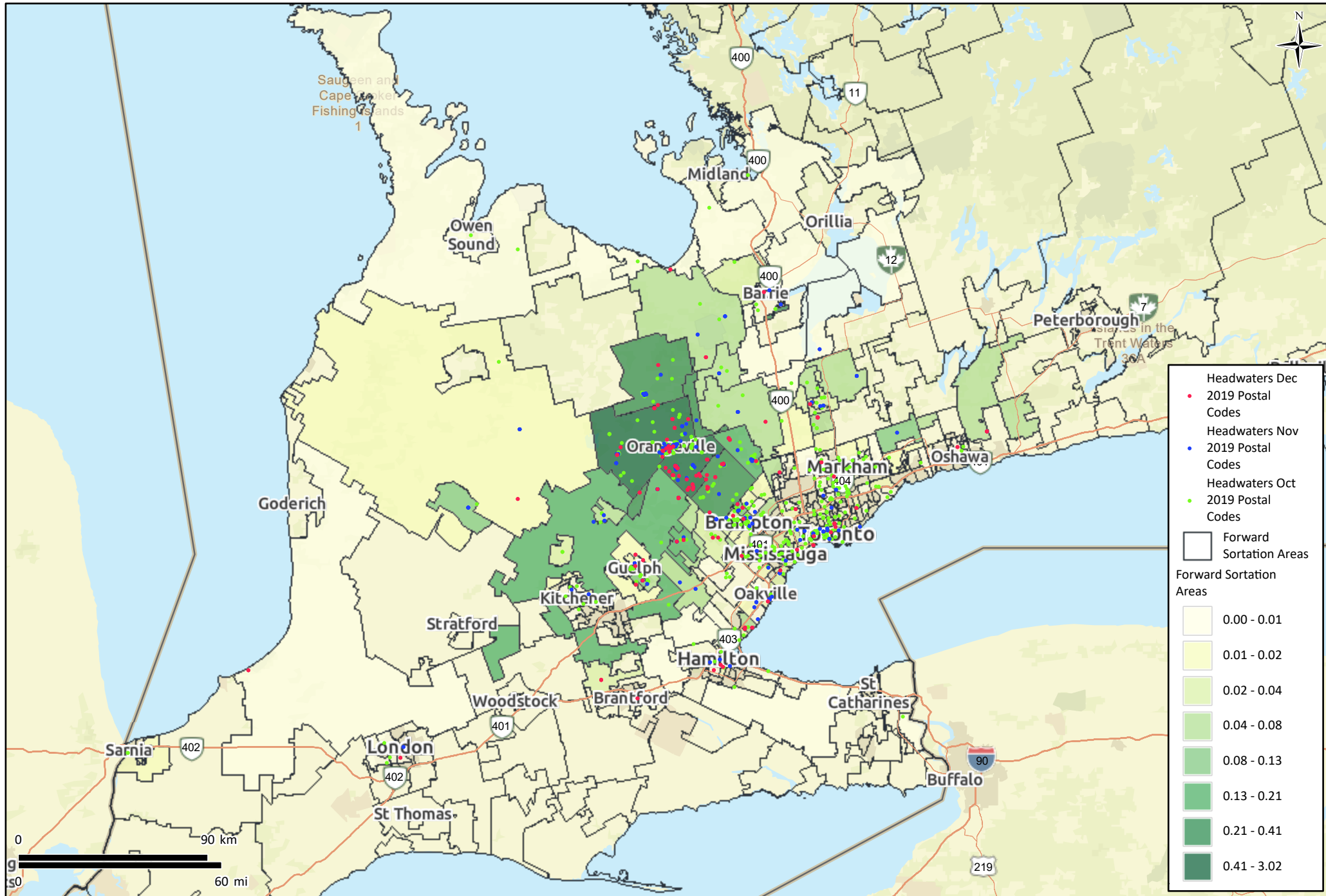
Ethical Consumerism

Willingness to base consumer decisions on the perceived ethics of the company making the product (e.g., whether management treats employees fairly, co-operates with governments that do not meet ethical standards, or uses testing methods that involve mistreatment of animals). Desire to see companies be good corporate citizens in terms of these new social concerns.



**Report 2: Ranking Standard Areas (FSA)
October - December 2019 Postal Codes**

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



Ranking Areas - Std. Geo. | Customers

Customer: Headwaters Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
L9W (Orangeville, ON)	L9W	266	28.36	17,201	0.12	1.55	24,583
L7K (Caledon, ON)	L7K	97	10.34	3,211	0.02	3.02	48,023
N0B (Elora, ON)	N0B	47	5.01	29,596	0.20	0.16	2,525
L7C (Caledon, ON)	L7C	37	3.94	9,045	0.06	0.41	6,503
L7E (Bolton, ON)	L7E	25	2.67	12,082	0.08	0.21	3,289
L9V (Orangeville, ON)	L9V	22	2.35	5,914	0.04	0.37	5,914
L6Z (Brampton, ON)	L6Z	13	1.39	11,094	0.07	0.12	1,863
L6T (Brampton, ON)	L6T	11	1.17	15,185	0.10	0.07	1,152
N1G (Guelph, ON)	N1G	11	1.17	11,413	0.08	0.10	1,532
L0G (Tottenham, ON)	L0G	10	1.07	15,288	0.10	0.07	1,040
L4G (Aurora, ON)	L4G	10	1.07	20,542	0.14	0.05	774
L7A (Brampton, ON)	L7A	10	1.07	24,164	0.16	0.04	658
L7L (Burlington, ON)	L7L	9	0.96	18,517	0.12	0.05	773
L6V (Brampton, ON)	L6V	8	0.85	15,465	0.10	0.05	822
L7J (Acton, ON)	L7J	8	0.85	4,935	0.03	0.16	2,577
M2J (Willowdale, ON)	M2J	8	0.85	23,967	0.16	0.03	531
L0M (Angus, ON)	L0M	7	0.75	13,094	0.09	0.05	850
L5N (Mississauga, ON)	L5N	7	0.75	29,119	0.20	0.02	382
L3Y (Newmarket, ON)	L3Y	6	0.64	17,461	0.12	0.03	546
L7G (Georgetown, ON)	L7G	6	0.64	16,759	0.11	0.04	569
M6G (Toronto, ON)	M6G	6	0.64	14,751	0.10	0.04	647
M6S (Toronto, ON)	M6S	6	0.64	15,555	0.10	0.04	613
L3T (Thornhill, ON)	L3T	5	0.53	21,398	0.14	0.02	371
L3X (Newmarket, ON)	L3X	5	0.53	14,471	0.10	0.03	549
L6R (Brampton, ON)	L6R	5	0.53	24,098	0.16	0.02	330
L6X (Brampton, ON)	L6X	5	0.53	22,189	0.15	0.02	358
L6Y (Brampton, ON)	L6Y	5	0.53	29,156	0.20	0.02	273
L9R (Alliston, ON)	L9R	5	0.53	8,951	0.06	0.06	888
M9B (Etobicoke, ON)	M9B	5	0.53	13,337	0.09	0.04	596
N0G (Mount Forest, ON)	N0G	5	0.53	31,783	0.21	0.02	250
N1M (Fergus, ON)	N1M	5	0.53	6,418	0.04	0.08	1,238
L0N (Palgrave, ON)	L0N	4	0.43	1,165	0.01	0.34	5,458
L4X (Mississauga, ON)	L4X	4	0.43	7,658	0.05	0.05	830
L6J (Oakville, ON)	L6J	4	0.43	8,923	0.06	0.04	713
L6P (Brampton, ON)	L6P	4	0.43	21,826	0.15	0.02	291
M2N (Willowdale, ON)	M2N	4	0.43	37,137	0.25	0.01	171
M6K (Toronto, ON)	M6K	4	0.43	23,506	0.16	0.02	271
N1E (Guelph, ON)	N1E	4	0.43	17,440	0.12	0.02	365
N1H (Guelph, ON)	N1H	4	0.43	19,384	0.13	0.02	328
N4W (Listowel, ON)	N4W	4	0.43	4,397	0.03	0.09	1,446
L0B (Orono, ON)	L0B	3	0.32	6,042	0.04	0.05	789
L4C (Richmond Hill, ON)	L4C	3	0.32	27,340	0.18	0.01	174
L4J (Thornhill, ON)	L4J	3	0.32	27,884	0.19	0.01	171
L4N (Barrie, ON)	L4N	3	0.32	37,641	0.25	0.01	127
L4W (Mississauga, ON)	L4W	3	0.32	7,774	0.05	0.04	613
L5A (Mississauga, ON)	L5A	3	0.32	19,789	0.13	0.02	241
L5J (Mississauga, ON)	L5J	3	0.32	11,311	0.08	0.03	422

Ranking Areas - Std. Geo. | Customers

Customer: Headwaters Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
L5M (Mississauga, ON)	L5M	3	0.32	33,695	0.23	0.01	142
L6C (Markham, ON)	L6C	3	0.32	16,552	0.11	0.02	288
L6M (Oakville, ON)	L6M	3	0.32	21,508	0.14	0.01	222
L9T (Milton, ON)	L9T	3	0.32	35,291	0.24	0.01	135
M1B (Scarborough, ON)	M1B	3	0.32	21,466	0.14	0.01	222
M2K (Willowdale, ON)	M2K	3	0.32	11,692	0.08	0.03	408
M4V (Toronto, ON)	M4V	3	0.32	10,932	0.07	0.03	436
M5M (Toronto, ON)	M5M	3	0.32	11,339	0.08	0.03	421
M5S (Toronto, ON)	M5S	3	0.32	5,779	0.04	0.05	825
M6B (Toronto, ON)	M6B	3	0.32	11,555	0.08	0.03	413
M6H (Toronto, ON)	M6H	3	0.32	21,272	0.14	0.01	224
M6J (Toronto, ON)	M6J	3	0.32	18,539	0.12	0.02	257
M6P (Toronto, ON)	M6P	3	0.32	20,479	0.14	0.01	233
M8V (Etobicoke, ON)	M8V	3	0.32	19,877	0.13	0.02	240
N1L (Guelph, ON)	N1L	3	0.32	5,246	0.04	0.06	909
L0P (Campbellville, ON)	L0P	2	0.21	3,057	0.02	0.07	1,040
L1G (Oshawa, ON)	L1G	2	0.21	18,705	0.13	0.01	170
L3P (Markham, ON)	L3P	2	0.21	13,345	0.09	0.01	238
L3R (Markham, ON)	L3R	2	0.21	20,936	0.14	0.01	152
L4E (Richmond Hill, ON)	L4E	2	0.21	16,101	0.11	0.01	197
L4M (Barrie, ON)	L4M	2	0.21	18,668	0.13	0.01	170
L4Z (Mississauga, ON)	L4Z	2	0.21	14,257	0.10	0.01	223
L5B (Mississauga, ON)	L5B	2	0.21	27,450	0.18	0.01	116
L5G (Mississauga, ON)	L5G	2	0.21	9,400	0.06	0.02	338
L5H (Mississauga, ON)	L5H	2	0.21	6,761	0.04	0.03	470
L5L (Mississauga, ON)	L5L	2	0.21	16,482	0.11	0.01	193
L5V (Mississauga, ON)	L5V	2	0.21	14,648	0.10	0.01	217
L6S (Brampton, ON)	L6S	2	0.21	18,843	0.13	0.01	169
L8S (Hamilton, ON)	L8S	2	0.21	7,099	0.05	0.03	448
L9A (Hamilton, ON)	L9A	2	0.21	10,741	0.07	0.02	296
L9N (East Gwillimbury, ON)	L9N	2	0.21	3,633	0.02	0.06	875
M1R (Scarborough, ON)	M1R	2	0.21	10,251	0.07	0.02	310
M2H (Willowdale, ON)	M2H	2	0.21	9,407	0.06	0.02	338
M2R (Willowdale, ON)	M2R	2	0.21	16,770	0.11	0.01	190
M3H (York, ON)	M3H	2	0.21	15,408	0.10	0.01	206
M4E (Toronto, ON)	M4E	2	0.21	11,550	0.08	0.02	275
M4S (Toronto, ON)	M4S	2	0.21	14,237	0.10	0.01	223
M4W (Toronto, ON)	M4W	2	0.21	6,236	0.04	0.03	510
M5N (Toronto, ON)	M5N	2	0.21	6,985	0.05	0.03	455
M5P (Toronto, ON)	M5P	2	0.21	9,157	0.06	0.02	347
M5V (Toronto, ON)	M5V	2	0.21	38,089	0.26	0.01	83
M6L (York, ON)	M6L	2	0.21	7,678	0.05	0.03	414
M8W (Etobicoke, ON)	M8W	2	0.21	9,770	0.07	0.02	325
M8Y (Etobicoke, ON)	M8Y	2	0.21	11,389	0.08	0.02	279
M9A (Etobicoke, ON)	M9A	2	0.21	16,399	0.11	0.01	194
M9C (Etobicoke, ON)	M9C	2	0.21	16,512	0.11	0.01	193
M9V (Etobicoke, ON)	M9V	2	0.21	18,040	0.12	0.01	176

Ranking Areas - Std. Geo. | Customers

Customer: Headwaters Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
M9W (Etobicoke, ON)	M9W	2	0.21	14,785	0.10	0.01	215
N2J (Kitchener, ON)	N2J	2	0.21	9,310	0.06	0.02	342
N3B (Elmira, ON)	N3B	2	0.21	4,688	0.03	0.04	678
N3L (Brantford, ON)	N3L	2	0.21	6,018	0.04	0.03	528
N7T (Sarnia, ON)	N7T	2	0.21	13,769	0.09	0.01	231
N8N (Windsor, ON)	N8N	2	0.21	10,128	0.07	0.02	314
H9S (Pointe-Claire-Dorval, QC)	H9S	1	0.11	10,813	0.07	0.01	147
K0B (Alfred, ON)	K0B	1	0.11	8,762	0.06	0.01	181
K0C (Alexandria, ON)	K0C	1	0.11	21,275	0.14	0.00	75
K2G (Ottawa, ON)	K2G	1	0.11	19,472	0.13	0.01	82
K7G (Gananoque, ON)	K7G	1	0.11	3,799	0.03	0.03	418
L0J (Kleinburg, ON)	L0J	1	0.11	1,645	0.01	0.06	966
L0K (Coldwater, ON)	L0K	1	0.11	14,860	0.10	0.01	107
L0L (Oro, ON)	L0L	1	0.11	14,719	0.10	0.01	108
L0R (Binbrook, ON)	L0R	1	0.11	26,541	0.18	0.00	60
L1K (Oshawa, ON)	L1K	1	0.11	13,581	0.09	0.01	117
L1X (Pickering, ON)	L1X	1	0.11	6,396	0.04	0.02	249
L1Y (Pickering, ON)	L1Y	1	0.11	789	0.01	0.13	2,015
L1Z (Ajax, ON)	L1Z	1	0.11	8,912	0.06	0.01	178
L2G (Niagara Falls, ON)	L2G	1	0.11	12,157	0.08	0.01	131
L3Z (Bradford, ON)	L3Z	1	0.11	12,503	0.08	0.01	127
L4H (Woodbridge, ON)	L4H	1	0.11	20,870	0.14	0.00	76
L4P (Keswick, ON)	L4P	1	0.11	11,085	0.07	0.01	143
L4Y (Mississauga, ON)	L4Y	1	0.11	9,912	0.07	0.01	160
L5E (Mississauga, ON)	L5E	1	0.11	5,785	0.04	0.02	275
L5R (Mississauga, ON)	L5R	1	0.11	12,812	0.09	0.01	124
L6A (Vaughan, ON)	L6A	1	0.11	26,604	0.18	0.00	60
L6B (Markham, ON)	L6B	1	0.11	9,324	0.06	0.01	170
L6E (Markham, ON)	L6E	1	0.11	11,094	0.07	0.01	143
L6H (Oakville, ON)	L6H	1	0.11	22,984	0.15	0.00	69
L6K (Oakville, ON)	L6K	1	0.11	6,464	0.04	0.02	246
L6L (Oakville, ON)	L6L	1	0.11	12,092	0.08	0.01	131
L6W (Brampton, ON)	L6W	1	0.11	9,189	0.06	0.01	173
L7B (King City, ON)	L7B	1	0.11	5,047	0.03	0.02	315
L7N (Burlington, ON)	L7N	1	0.11	5,572	0.04	0.02	285
L7P (Burlington, ON)	L7P	1	0.11	11,704	0.08	0.01	136
L7S (Burlington, ON)	L7S	1	0.11	6,612	0.04	0.02	240
L7T (Burlington, ON)	L7T	1	0.11	8,159	0.06	0.01	195
L8B (Burlington, ON)	L8B	1	0.11	10,130	0.07	0.01	157
L8E (Hamilton, ON)	L8E	1	0.11	16,477	0.11	0.01	96
L8M (Hamilton, ON)	L8M	1	0.11	6,706	0.04	0.01	237
L8P (Hamilton, ON)	L8P	1	0.11	13,574	0.09	0.01	117
L8R (Hamilton, ON)	L8R	1	0.11	5,723	0.04	0.02	278
L9C (Hamilton, ON)	L9C	1	0.11	15,917	0.11	0.01	100
L9J (Barrie, ON)	L9J	1	0.11	296	0.00	0.34	5,371
L9X (Barrie, ON)	L9X	1	0.11	3,962	0.03	0.03	401
L9Y (Collingwood, ON)	L9Y	1	0.11	12,083	0.08	0.01	132

Ranking Areas - Std. Geo. | Customers

Customer: Headwaters Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
L9Z (Wasaga Beach, ON)	L9Z	1	0.11	10,090	0.07	0.01	158
M1C (Scarborough, ON)	M1C	1	0.11	11,957	0.08	0.01	133
M1E (Scarborough, ON)	M1E	1	0.11	18,764	0.13	0.01	85
M1K (Scarborough, ON)	M1K	1	0.11	18,651	0.13	0.01	85
M1S (Scarborough, ON)	M1S	1	0.11	14,293	0.10	0.01	111
M2L (Willowdale, ON)	M2L	1	0.11	4,526	0.03	0.02	351
M2M (Willowdale, ON)	M2M	1	0.11	13,577	0.09	0.01	117
M3C (Toronto, ON)	M3C	1	0.11	17,055	0.11	0.01	93
M3M (York, ON)	M3M	1	0.11	9,360	0.06	0.01	170
M4B (Toronto, ON)	M4B	1	0.11	7,787	0.05	0.01	204
M4G (Toronto, ON)	M4G	1	0.11	7,917	0.05	0.01	201
M4K (Toronto, ON)	M4K	1	0.11	15,305	0.10	0.01	104
M4Y (Toronto, ON)	M4Y	1	0.11	27,560	0.18	0.00	58
M5J (Toronto, ON)	M5J	1	0.11	11,534	0.08	0.01	138
M5R (Toronto, ON)	M5R	1	0.11	17,114	0.12	0.01	93
M6A (Toronto, ON)	M6A	1	0.11	8,316	0.06	0.01	191
M6N (Toronto, ON)	M6N	1	0.11	17,428	0.12	0.01	91
M8Z (Etobicoke, ON)	M8Z	1	0.11	8,158	0.06	0.01	195
M9M (North York, ON)	M9M	1	0.11	7,859	0.05	0.01	202
M9P (York, ON)	M9P	1	0.11	8,355	0.06	0.01	190
M9R (York, ON)	M9R	1	0.11	13,557	0.09	0.01	117
N0H (Warton, ON)	N0H	1	0.11	21,475	0.14	0.00	74
N0M (Clinton, ON)	N0M	1	0.11	27,151	0.18	0.00	59
N1C (Guelph, ON)	N1C	1	0.11	1,276	0.01	0.08	1,246
N2A (Kitchener, ON)	N2A	1	0.11	11,705	0.08	0.01	136
N2B (Kitchener, ON)	N2B	1	0.11	7,538	0.05	0.01	211
N2E (Kitchener, ON)	N2E	1	0.11	14,689	0.10	0.01	108
N2G (Kitchener, ON)	N2G	1	0.11	6,851	0.05	0.01	232
N2K (Kitchener, ON)	N2K	1	0.11	10,068	0.07	0.01	158
N2L (Kitchener, ON)	N2L	1	0.11	13,677	0.09	0.01	116
N3S (Brantford, ON)	N3S	1	0.11	11,984	0.08	0.01	133
N4K (Owen Sound, ON)	N4K	1	0.11	12,659	0.09	0.01	126
N5W (London, ON)	N5W	1	0.11	11,933	0.08	0.01	133
N6C (London, ON)	N6C	1	0.11	16,077	0.11	0.01	99
N6G (London, ON)	N6G	1	0.11	16,121	0.11	0.01	99
N6J (London, ON)	N6J	1	0.11	14,416	0.10	0.01	110
N6K (London, ON)	N6K	1	0.11	13,018	0.09	0.01	122
N9A (Windsor, ON)	N9A	1	0.11	13,036	0.09	0.01	122
N9V (Amherstburg, ON)	N9V	1	0.11	7,956	0.05	0.01	200
P9A (Fort Frances, ON)	P9A	1	0.11	3,760	0.03	0.03	423
T1J (Lethbridge, AB)	T1J	1	0.11	9,332	0.06	0.01	170
T5T (Edmonton, AB)	T5T	1	0.11	28,035	0.19	0.00	57
V8L (Sidney, BC)	V8L	1	0.11	10,659	0.07	0.01	149
V8W (Victoria, BC)	V8W	1	0.11	3,192	0.02	0.03	498



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**



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

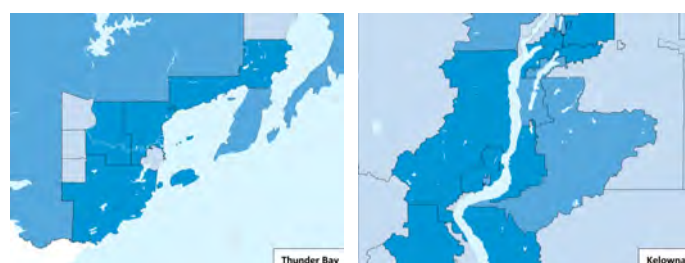
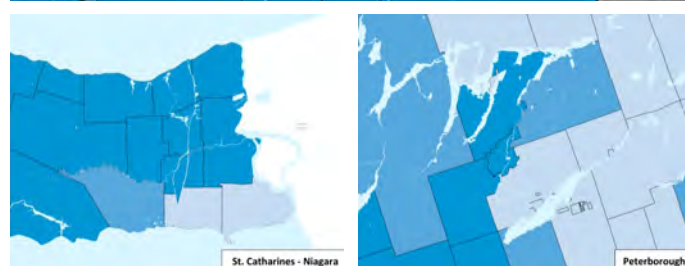
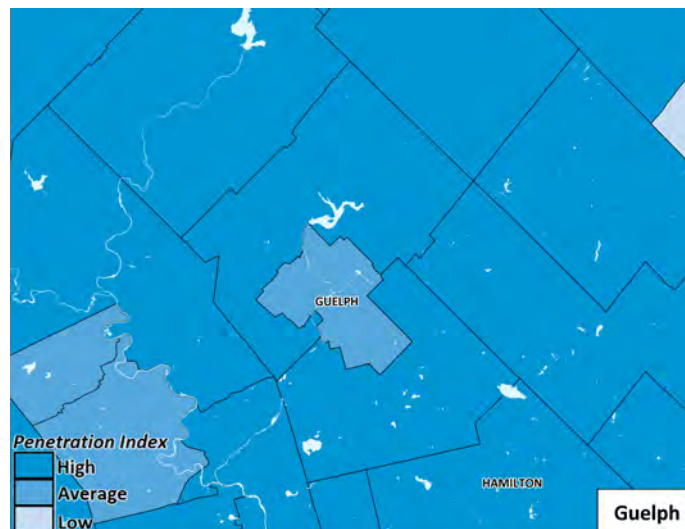
CULTURAL DIVERSITY INDEX:

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"

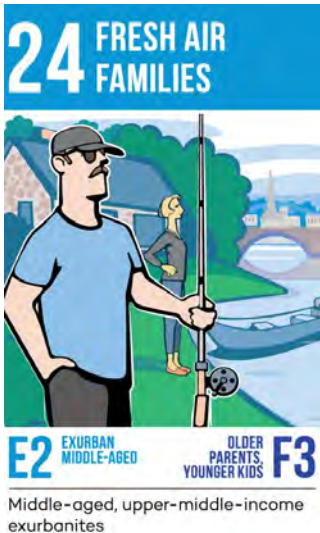
"It's not really a problem for me that life is becoming more and more complex"

"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

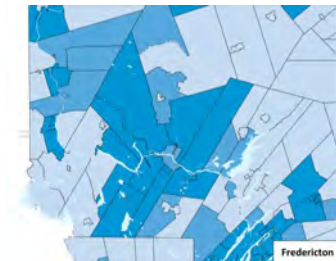
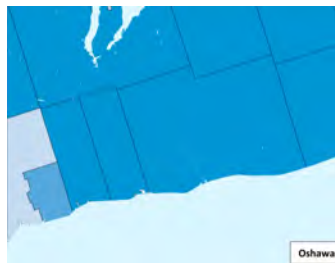
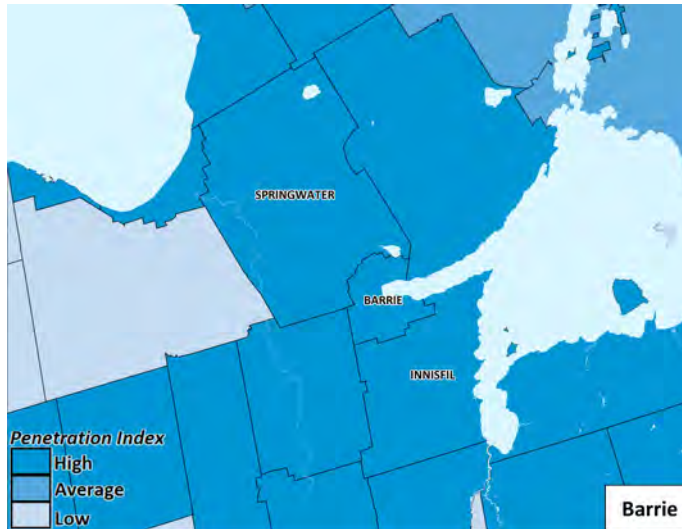
CULTURAL DIVERSITY INDEX:

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"



POPULATION:

428,501
(1.18% of Canada)

HOUSEHOLDS:

166,573
(1.15% of Canada)

AVERAGE HOUSEHOLD INCOME:

\$100,423

HOUSE TENURE:

Own

EDUCATION:

Mixed

OCCUPATION:

Service Sector/
Blue Collar

CULTURAL DIVERSITY INDEX:

Low

SAMPLE SOCIAL VALUE:

National Pride

EXURBAN, MIDDLE-AGED AND MIDDLE-INCOME HOMEOWNERS

WHO THEY ARE

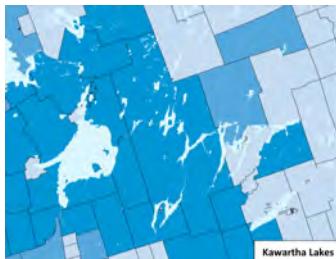
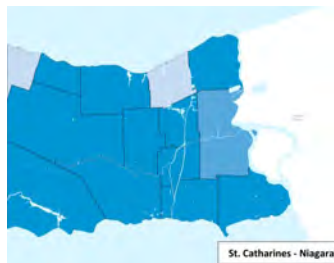
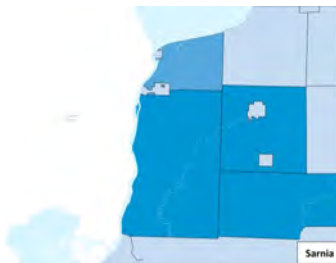
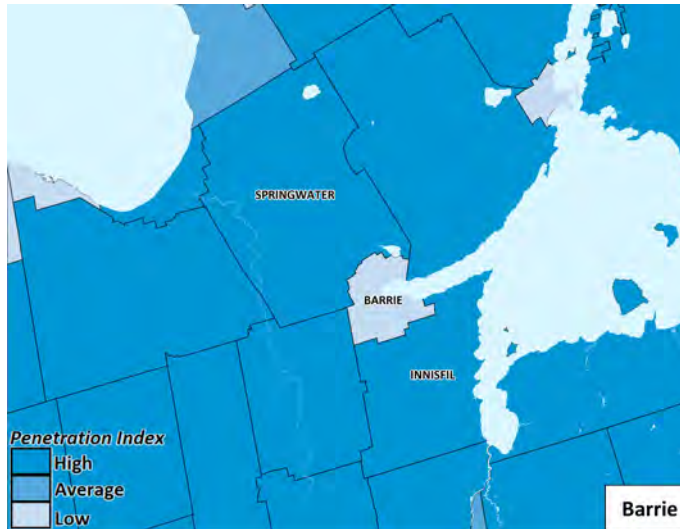
Concentrated in small towns that comprise Toronto's outermost ring, Exurban Homesteaders consists of middle-aged families and couples living in tidy homes nestled in near-rural settings. Most of the couples earn average incomes from solid, blue-collar jobs in primary industries, manufacturing, transportation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

With only one in eight adults holding a university degree, Exurban Homesteaders is a relatively weak media market. These middle-aged Canadians appreciate traditional media, reading magazines like *Outdoor Canada* and *Alive*, and watching TV golf, the History Channel, Discovery Channel and TLC. But this is a segment with children of all ages, so households here are beginning to adopt digital media at significant levels. They go online to find new recipes to try, purchase home furnishings and download shopping coupons. And the more advanced are using their tablets to download music, review products and play online games. Given their preoccupation with home-based living, they've found the perfect social media outlets in Pinterest and Google+ to share their passions for sewing, crafts and gardening.

HOW THEY THINK

The family-centred members of Exurban Homesteaders appear eager to be left alone. As a segment, they score high for *Primacy of the Family* and low for *Attraction for Crowds*. Many of these Canadians have worked hard to achieve their middle-class comfort (*Work Ethic*) and like to head outdoors to recharge their batteries (*Attraction to Nature*). With their belief in God and country, they are strong on *Religiosity*, firm in their *National Pride* and resolute in their opinion that cultural groups should blend in with the dominant culture (*Cultural Assimilation*). Nevertheless, they have a progressive streak and express an acceptance of *Flexible Families* and *Racial Fusion*, as well as a belief that society and individuals should work together to help the less fortunate (*Social Responsibility*). This group typically uses logic and reason when making decisions (*Emotional Control*) and ranks last for applying *Intuition & Impulse* when interacting with the world. But their *Financial Concern Regarding the Future* also makes them a tough sell, and they express a strong preference for practical and useful items (*Utilitarian Consumerism*).

WHERE THEY LIVE



HOW THEY LIVE



LEISURE

crafts
fishing
national parks
horse races



TRADITIONAL MEDIA

classic rock radio
TV award shows
Reader's Digest
Canadian Living



FOOD/DRINK

natural cheese
sweetened cereals
Arby's
Canadian whisky



AUTOMOTIVE

domestic brands
motorcycles
large pickup trucks
older models



SHOPPING

Mark's Work Wearhouse
Lowe's Home Improvement
online clothing stores
discount grocery stores



DIGITAL MEDIA

auction websites
purchased home furnishings
online
satellite radio
Pinterest



FINANCIAL

mobile banking
RRSPs
donations to religious
organizations
term life insurance



ATTITUDES

"It is important to be thoroughly familiar with what I think of as my region, its history, its customs and its traditions"

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

"It's important that the country should hold a strong position in the world"

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

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

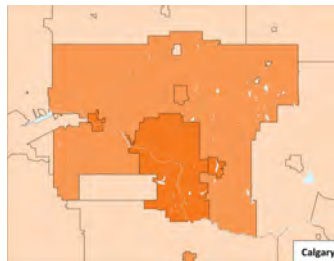
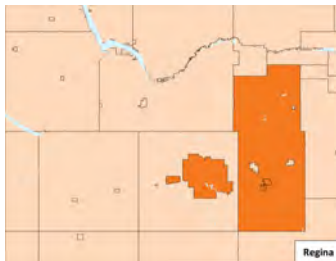
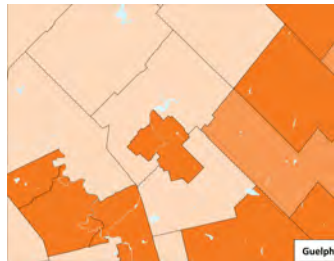
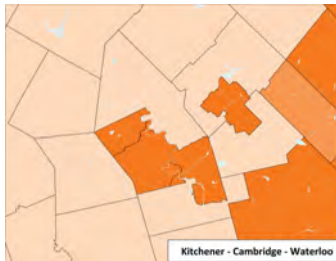
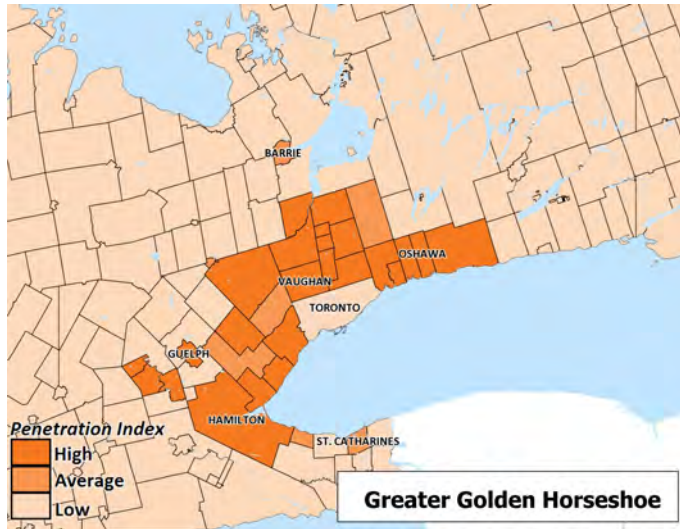
One of the wealthiest suburban lifestyles, Kids & Careers is known for its sprawling families—more than 40 percent include four or more people—living in the nation's second-tier cities. Parents are middle-aged, children are between 10 and 25 years old, and 85 percent live in single-family homes—typically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



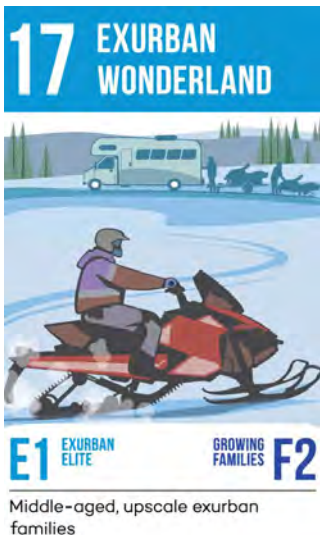
ATTITUDES

"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"



MIDDLE-AGED, UPSCALE EXURBAN FAMILIES

WHO THEY ARE

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

Exurban Wonderland has a high rate for dual-income couples, and between work and family, they have little time for cozying up to media. They exhibit moderate interest in traditional media such as TV, radio and magazines. But they do acquire lots of audio-visual equipment—video game systems, HDTVs and video cameras—to entertain their teen and tween children. And because so many commute by car, they have high rates for subscribing to satellite radio. However, Exurban Wonderland members have adopted the Internet for some of their entertainment and information needs, going online to buy stocks, download computer games, access travel information, shop and bid at auction sites. As pioneers of both real-world and virtual communities, they also enjoy sending tweets and sharing photos on Pinterest.

HOW THEY THINK

Members of Exurban Wonderland are family-centric, expressing an obligation to ensure their loved ones are taken care of above all else (*Duty*). They believe in dressing for success and feel that hard work will pay off for anyone who puts in the effort; an attitude they hope to pass on to their children (*Propriety*, *North American Dream*, *Just Desserts*, *Work Ethic*). While they do express the desire to have their social success recognized (*Need for Status Recognition*), they will not buy brands that reek of affluence (low for *Ostentatious Consumption*). Instead, these consumers respond to marketing that targets their interest in acquiring well-made products that serve a useful purpose (*Utilitarian Consumerism*, *Discriminating Consumerism*).

POPULATION:

666,323
(1.84% of Canada)

HOUSEHOLDS:

229,982
(1.58% of Canada)

AVERAGE HOUSEHOLD INCOME:

\$143,609

HOUSE TENURE:

Own

EDUCATION:

Mixed

OCCUPATION:

Mixed

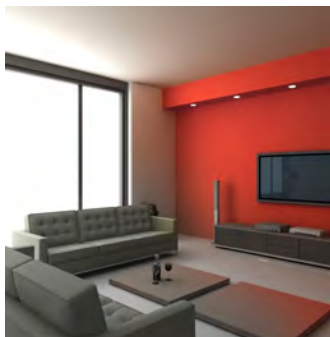
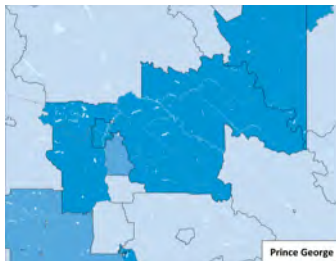
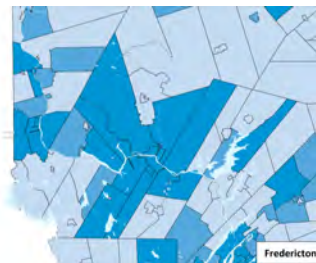
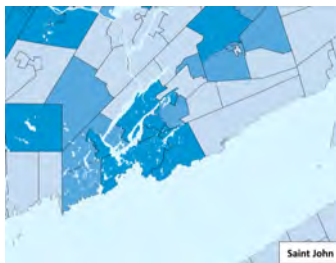
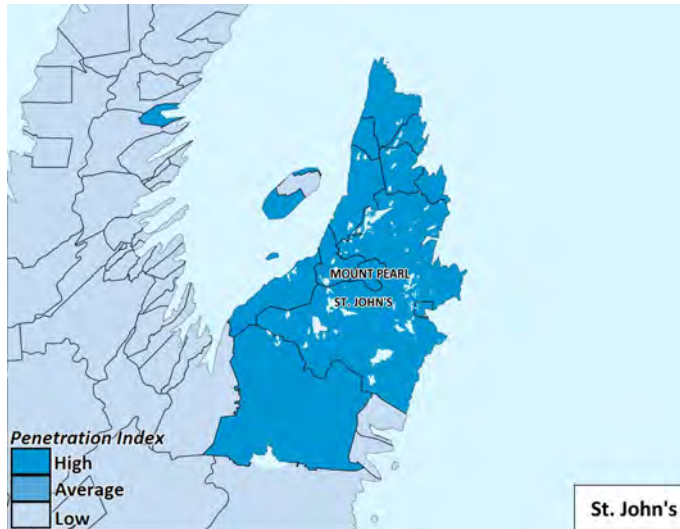
CULTURAL DIVERSITY INDEX:

Low

SAMPLE SOCIAL VALUE:

Propriety

WHERE THEY LIVE



HOW THEY LIVE



LEISURE

theme parks
theatre festivals
fishing
camping



SHOPPING

Costco
Sport Chek
big-box stores
online stocks and bonds



DIGITAL MEDIA

download music
stream video content
4G mobile phones
Pinterest



TRADITIONAL MEDIA

Sportsnet
DIY TV
Cottage Life
satellite radio



FINANCIAL

financial planner
mutual funds
Canada Savings Bonds
mortgages



FOOD/DRINK

tortilla chips
energy drinks
casual dining restaurants
Canadian whisky



ATTITUDES

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

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

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

"I believe that it is possible for myself and/or my children to 'make it'"



AUTOMOTIVE

GMC
Nissan
pickup trucks
large vehicles



**Report 5: STR Hotel Stats for RTO 6
2019 Data**

Hotel Stats in RTO 6: 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	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
Oct-19	80.4	-1.0	137.16	0.3	110.31	-0.1	230,795	185,613	25,457,919	-1.7
Nov-19	74.1	-3.1	135.12	-0.3	100.10	-1.6	229,740	170,193	22,996,143	-1.6
Dec-19	57.9	0.6	127.87	1.7	73.99	2.3	237,398	137,354	17,564,034	4.2
2019	74.1	-2.2	137.40	0.7	101.82	-1.5	2,745,772	2,034,771	279,575,899	-0.3

Hotel Monthly Percent Change 2019 vs 2018 in RTO 6

