



Research Measurement Project

Prepared for: RTO6 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



50 Years

Median age of Households maintainer (94)



51.6%

Couples with Children at Home (113)



68%

Of Visitors travelled within 40 Km



\$135,666

Average Household Income (124)



44.7%

Are Visible Minority Presence (136)



3 People+

46.7% of HHs have 3 or more people at Home (113)



38.8%

Born outside of Canada (129)



13.2%

Work in Sales & Service (96) & 11.6% in Business/Finance industry (121)



Top Ten Forward Sortation Areas (FSAs)

Top Ten Cities/Towns

Name	Count
L9W (Orangeville, ON)	324
L4J (Thornhill, ON)	223
L4G (Aurora, ON)	219
M6S (Toronto, ON)	167
L4A (Stouffville, ON)	166
L3T (Thornhill, ON)	157
M5M (Toronto, ON)	151
L6A (Vaughan, ON)	144
L1N (Whitby, ON)	142
L4C (Richmond Hill, ON)	141

Name	Count
Toronto, ON (C)	4,692
Markham, ON (CY)	655
Vaughan, ON (CY)	563
Mississauga, ON (CY)	447
Whitby, ON (T)	413
Richmond Hill, ON (T)	370
Oshawa, ON (CY)	363
Clarington, ON (MU)	297
Oakville, ON (T)	249
Caledon, ON (T)	245



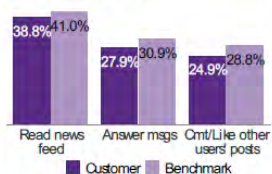
Social Media Highlights



FACEBOOK

76.2% currently use
Index: 99

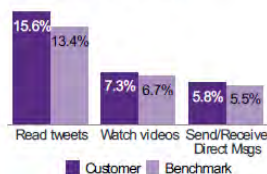
Top Activities (Daily)



TWITTER

35.0% currently use
Index: 111

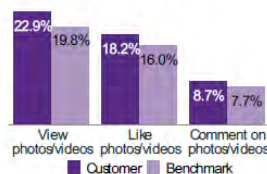
Top Activities (Daily)



INSTAGRAM

41.7% currently use
Index: 111

Top Activities (Daily)



LINKEDIN

56.2% currently use
Index: 117

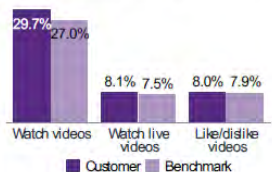
Top Activities (Weekly)



YOUTUBE

74.5% currently use
Index: 104

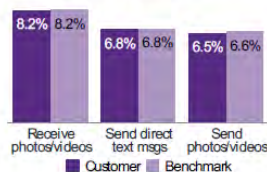
Top Activities (Daily)



SNAPCHAT

15.9% currently use
Index: 104

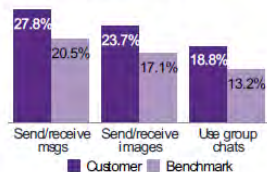
Top Activities (Weekly)



WHATSAPP

48.8% currently use
Index: 127

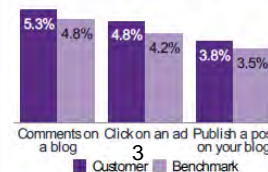
Top Activities (Daily)



BLOGS

17.7% currently use
Index: 118

Top Activities (Monthly)



Demographics | Population & Households



Customers: RT06 Q3 2019 Postal Codes: Record Count

MEDIAN MAINTAINER AGE

50

Index: 94

MARITAL STATUS



60.5%

Index: 106

Married/Common-Law

FAMILY STATUS*

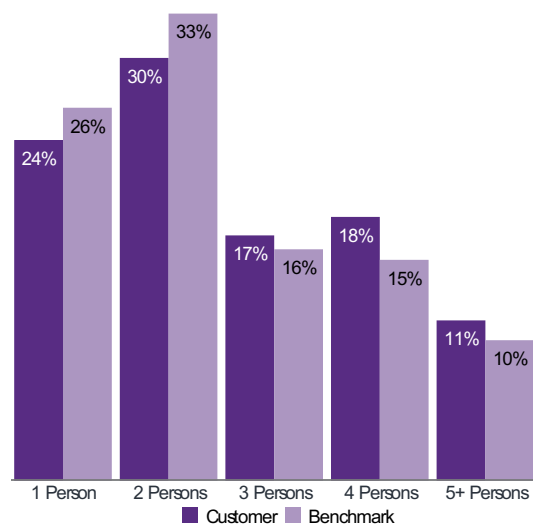


51.6%

Index: 113

Couples With Children At Home

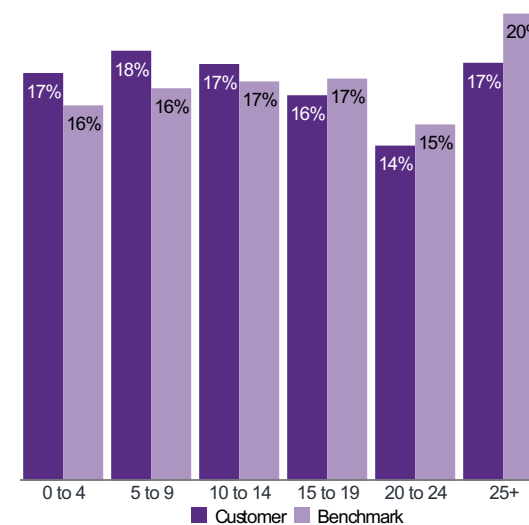
HOUSEHOLD SIZE



POPULATION BY AGE

	%	Index
0 to 4	5.7	112
5 to 9	5.9	114
10 to 14	5.8	109
15 to 19	5.5	100
20 to 24	6.3	93
25 to 29	7.1	97
30 to 34	7.5	108
35 to 39	7.7	116
40 to 44	7.4	116
45 to 49	7.1	110
50 to 54	6.8	99
55 to 59	6.6	89
60 to 64	5.6	86
65 to 69	4.6	85
70 to 74	3.9	87
75 to 79	2.6	84
80 to 84	1.8	84
85+	1.9	84

AGE OF CHILDREN AT HOME



Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

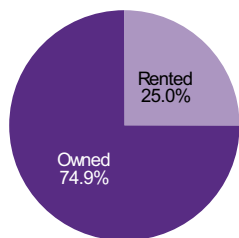
Index Colours:	<80	80 - 110	110+
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Demographics | Housing & Income



Customers: RT06 Q3 2019 Postal Codes: Record Count

TENURE



STRUCTURE TYPE



Houses

66.0%

Index: 97



Apartments

33.8%

Index: 109

AGE OF HOUSING*

3 - 8 Years Old

% Comp: 15.6 Index: 250

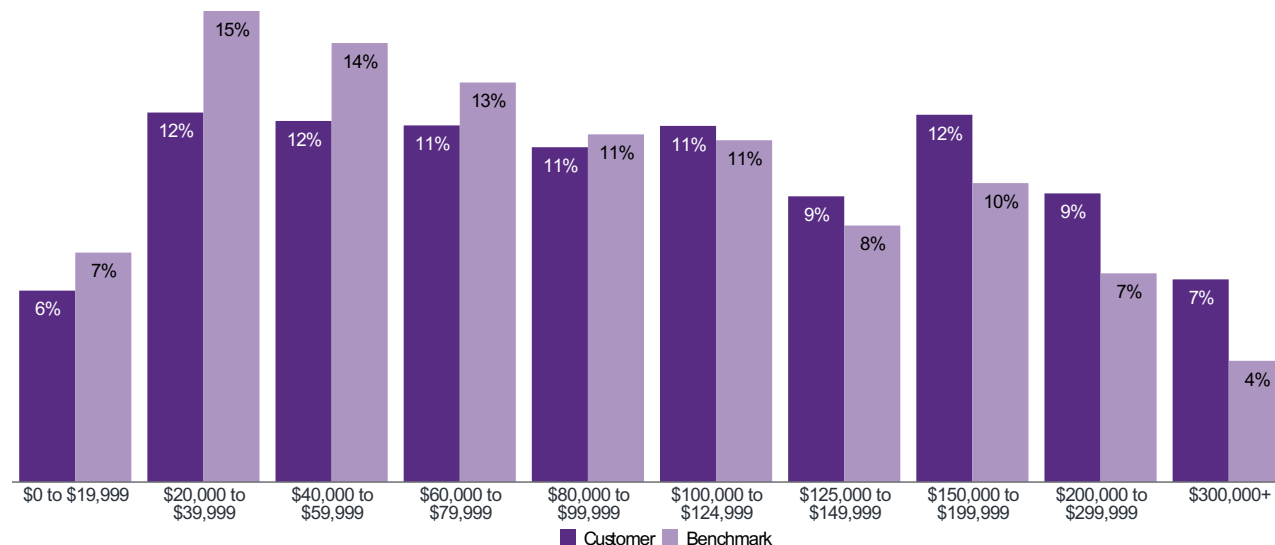
AVERAGE HOUSEHOLD INCOME



\$135,666

Index: 124

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: RTO6 Q3 2019 Postal Codes: Record Count

EDUCATION



37.6%
Index: 135

University Degree

LABOUR FORCE PARTICIPATION



65.2%
Index: 106

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



69.2%
Index: 98

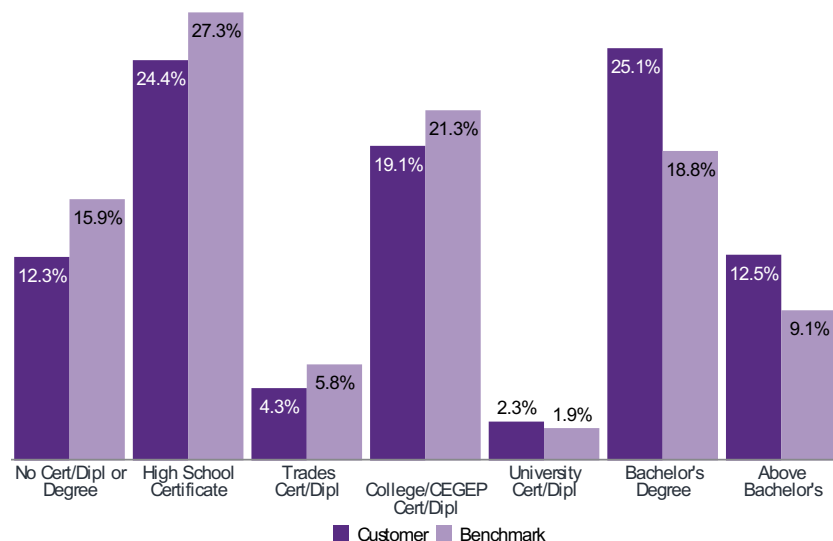
Travel to work by **Car (as Driver)**



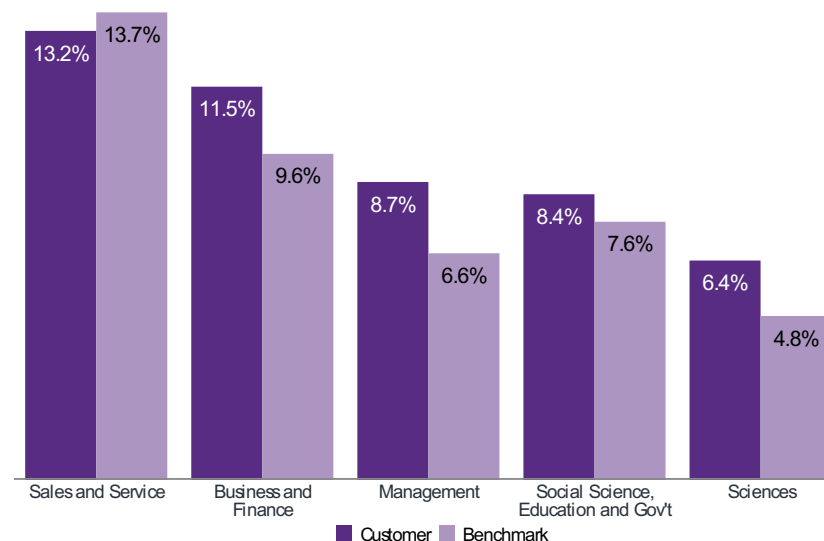
18.0%
Index: 116

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: RTO6 Q3 2019 Postal Codes: Record Count

VISIBLE MINORITY PRESENCE



44.7%

Index: 136

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



3.4%

Index: 136

No knowledge of English or French

IMMIGRATION



38.8%

Index: 129

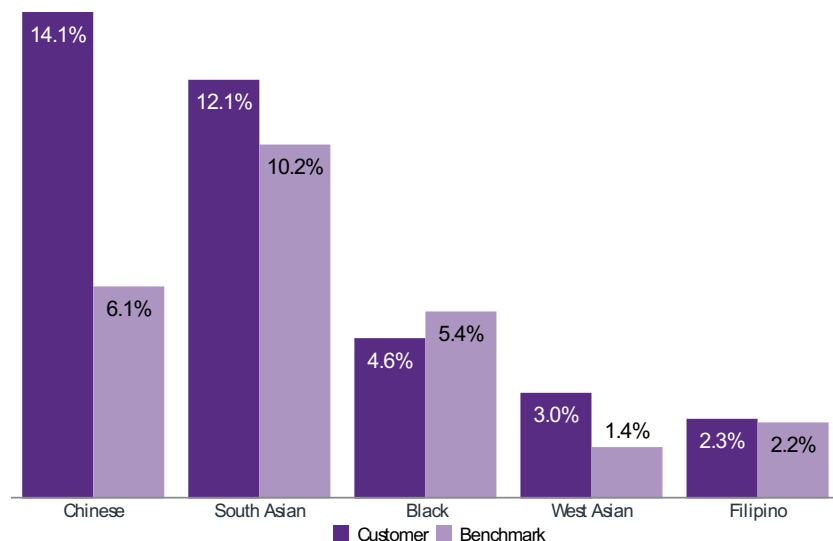
Born outside Canada

PERIOD OF IMMIGRATION*

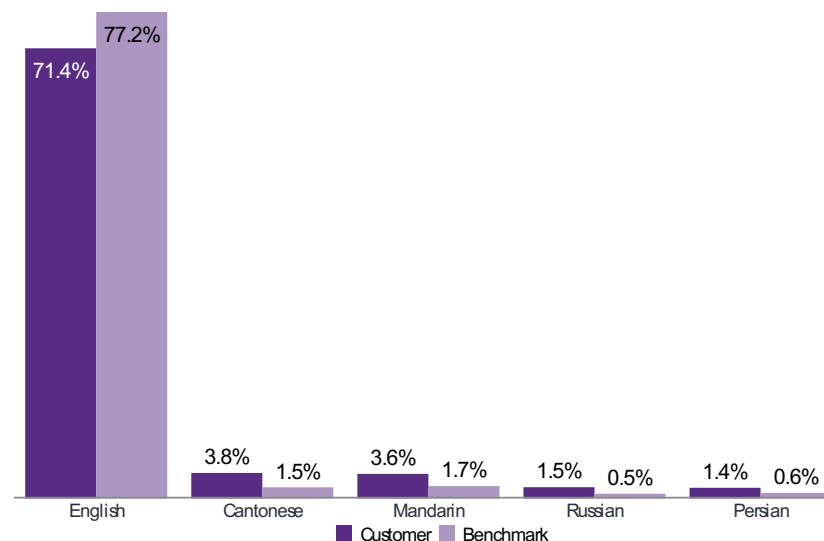
2017 To Present

% Comp: 7.3 Index: 144

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: RTO6 Q3 2019 Postal Codes: Record Count

HOUSEHOLD CHARACTERISTICS

	%	Base %	Index
Age of Household Maintainer			
15 to 24	1.95	2.51	78
25 to 34	15.58	14.36	109
35 to 44	21.04	17.28	122
45 to 54	21.07	19.23	110
55 to 64	18.56	20.55	90
65 to 74	12.53	14.85	84
75 or Older	9.27	11.22	83
Size of Household			
1 Person	23.80	26.06	91
2 Persons	29.56	32.67	90
3 Persons	17.11	16.13	106
4 Persons	18.40	15.39	120
5 or More Persons	11.14	9.75	114
Household Type			
Total Family Households	72.69	69.87	104
One-Family Households	69.31	67.19	103
Multiple-Family Households	3.38	2.67	126
Non-Family Households	27.31	30.13	91
One-Person Households	23.89	26.15	91
Two-Or-More-Person Households	3.43	3.98	86
Marital Status			
Married Or Living With A Common-Law Partner	60.52	57.19	106
Single (Never Legally Married)	26.50	27.63	96
Separated	2.79	3.35	84
Divorced	5.30	5.98	89
Widowed	4.89	5.86	83
Children at Home			
Percent: Households with Children at Home	48.02	43.89	109
Age of Children at Home			
0 to 4	17.04	15.68	109
5 to 9	17.98	16.40	110
10 to 14	17.41	16.69	104
15 to 19	16.11	16.81	96
20 to 24	13.99	14.88	94
25 and over	17.47	19.53	89

DWELLING CHARACTERISTICS

	%	Base %	Index
Housing Tenure			
Owned	74.94	69.30	108
Rented	25.03	30.52	82
Band Housing	0.02	0.18	12
Housing Type			
Houses	66.01	68.33	97
Single-Detached House	48.70	53.59	91
Semi-Detached House	6.07	5.63	108
Row House	11.24	9.11	123
Apartments	33.84	31.18	109
High-rise (5+ Floors)	24.93	17.58	142
Low-rise (<5 Floors)	6.56	10.13	65
Detached Duplex	2.34	3.47	68
Other Dwelling Types	0.15	0.49	31
Housing Period of Construction			
Before 1961	14.75	23.90	62
1961 - 1980	16.17	27.49	59
1981 - 1990	9.21	12.80	72
1991 - 2000	11.50	11.81	97
2001 - 2005	11.63	7.27	160
2006 - 2010	16.25	6.76	240
2011 - 2016	15.55	6.21	250
After 2016	4.93	3.76	131

INCOME, EDUCATION & EMPLOYMENT

	%	Base %	Index
Household Income			
Average Household Income	135,665.71	109,660.18	124
Education			
No Certificate, Diploma Or Degree	12.34	15.87	78
High School Certificate Or Equivalent	24.37	27.29	89
Apprenticeship Or Trades Cert/Dipl	4.32	5.77	75
College/CEGEP/Non-Uni Cert/Dipl	19.13	21.30	90
University Cert/Dipl Below Bachelor	2.27	1.88	121
University Degree	37.57	27.89	135
Labour Force			
In The Labour Force (15+)	65.22	61.67	106
Labour Force by Occupation			
Management	8.73	6.63	132
Business Finance Administration	11.55	9.56	121
Sciences	6.42	4.78	134
Health	3.96	4.03	98
Education, Gov't, Religion, Social	8.37	7.56	111
Art, Culture, Recreation, Sport	2.57	1.99	129
Sales and Service	13.19	13.74	96
Trades and Transport	6.24	7.94	79
Natural Resources and Agriculture	0.67	1.03	66
Manufacturing and Utilities	2.26	3.10	73
Commuting			
Car (As Driver)	69.21	70.42	98
Car (As Passenger)	5.37	6.04	89
Public Transit	17.95	15.50	116
Walk	5.09	5.50	92
Bicycle	1.31	1.39	94

LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	%	Base %	Index
Knowledge of Official Language			
English Only	87.65	86.06	102
French Only	0.08	0.30	28
English And French	8.88	11.16	80
Neither English Nor French	3.39	2.49	136
Immigration Status			
Non-Immigrant Population	59.20	68.10	87
Born In Province of Residence	53.02	60.58	88
Born Outside Province of Residence	6.18	7.52	82
Immigrant Population	38.77	30.16	129
Visible Minority Status			
Total Visible Minorities	44.69	32.87	136
Chinese	14.11	6.12	230
South Asian	12.13	10.25	118
Black	4.62	5.39	86
Filipino	2.27	2.16	105
Latin American	1.66	1.62	102
Southeast Asian	1.06	1.04	101
Arab	1.53	1.87	82
West Asian	3.03	1.45	209
Korean	1.34	0.69	194
Japanese	0.28	0.21	133
Mother Tongue*			
English	57.98	66.01	88
French	1.55	3.83	40
Total Non-Official	37.21	27.35	136
Cantonese	5.13	2.04	251
Mandarin	4.92	2.23	221
Russian	2.42	0.77	314
Persian	2.31	0.99	233
Italian	1.97	1.65	120
Tamil	1.69	0.90	187
Spanish	1.59	1.48	108
Urdu	1.33	1.20	110
Tagalog	1.31	1.31	100
Arabic	1.13	1.45	78

Benchmark: Ontario

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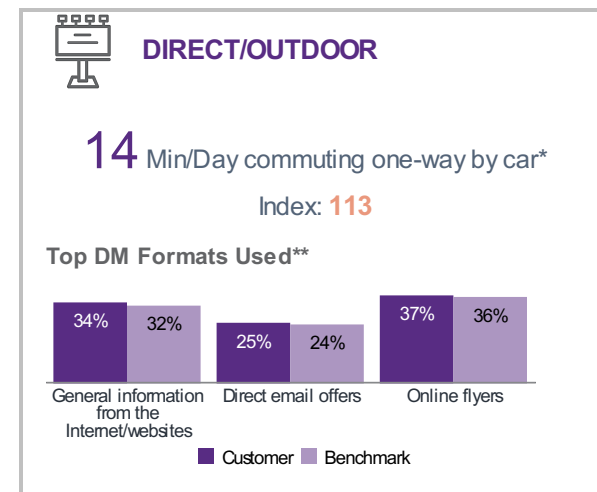
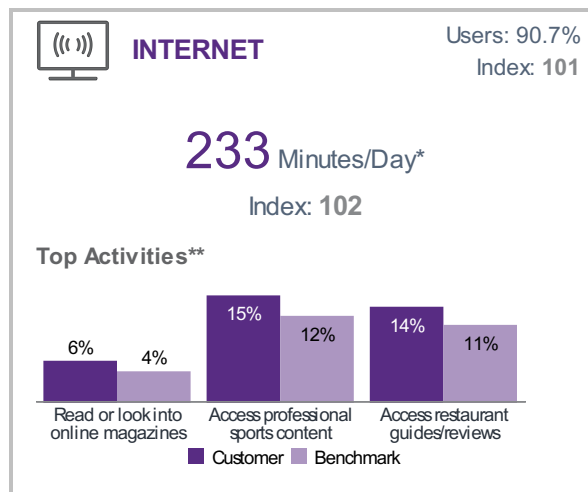
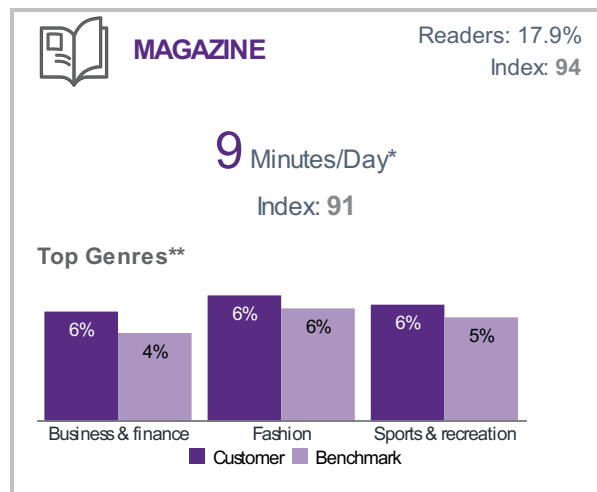
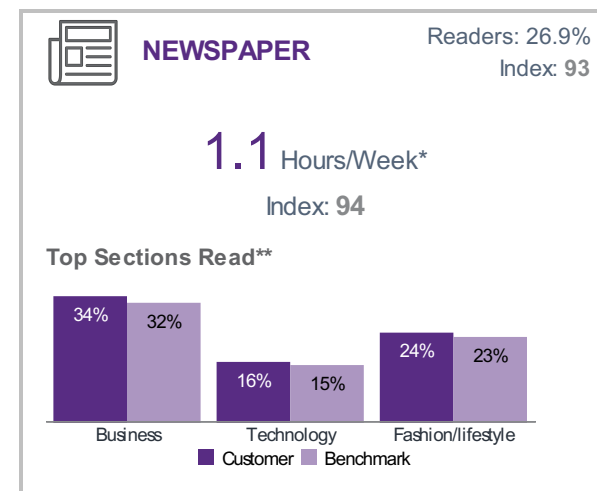
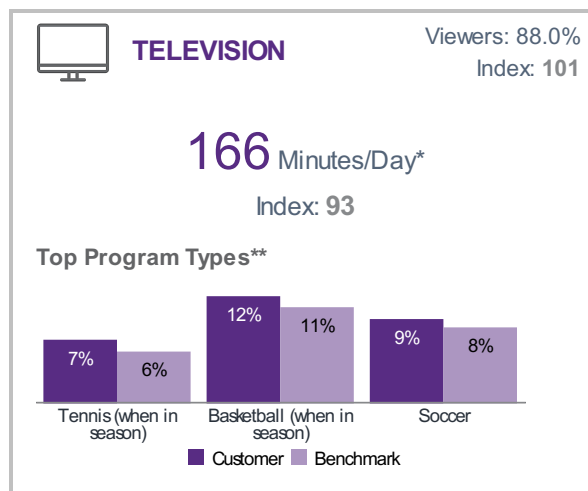
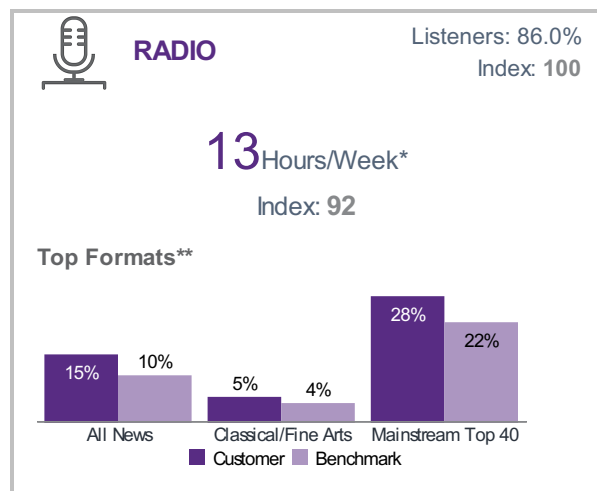
*Displaying top 10 non-official Mother Tongue language variables by percent composition

Index Colours: <80 80 - 110 110+

Behavioural | Media Overview



Customers: RTO6 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: RTO6 Q3 2019 Postal Codes: Record Count

Top Shows & Exhibitions

Auto shows



5.8%

Index: 100

Home shows



6.0%

Index: 99

Craft shows



6.9%

Index: 78

Top Local Attractions & Destinations

Film festivals



5.8%

Index: 128

Other leisure activities



41.5%

Index: 117

Ballet/opera/symphony



10.3%

Index: 112

Theme parks



21.1%

Index: 110

Top Professional Sports

Basketball



12.9%

Index: 136

Soccer



9.1%

Index: 116

Horse racing



5.1%

Index: 115

Baseball

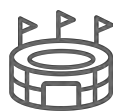


27.4%

Index: 111

Top Concert & Theatre Venues

Concerts - Arenas



35.6%

Index: 108

Concerts - Theatres/halls



23.9%

Index: 104

Theatre - Major theatres



25.9%

Index: 104

Theatre - Other venues



7.0%

Index: 104

Benchmark: Ontario

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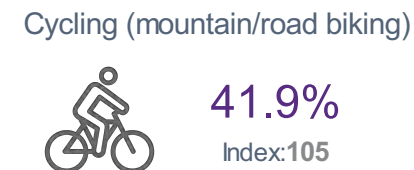
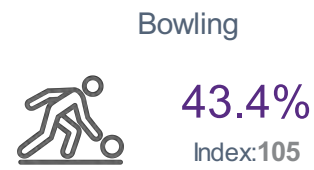
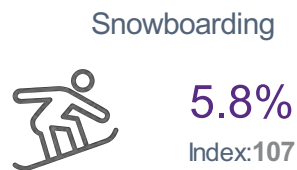
Index Colours: <80 80 - 110 110+

Behavioural | Sports & Leisure Overview - Participate

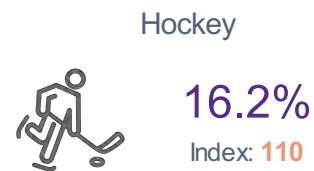
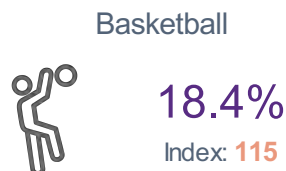


Customers: RTO6 Q3 2019 Postal Codes: Record Count

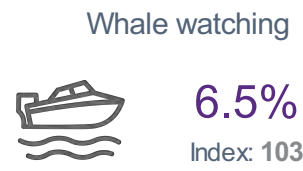
Top Individual Sports



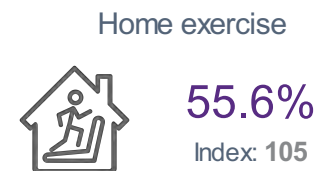
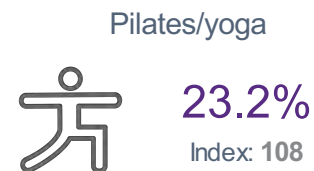
Top Team Sports



Top Activities



Top Fitness



Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Customers: RTO6 Q3 2019 Postal Codes: Record Count

TELEVISION

	%	Base %	Index
Viewership			
Heavy	12.14	15.93	76
Medium/Heavy	16.22	16.20	100
Medium	18.63	17.46	107
Medium/Light	19.60	18.30	107
Light	21.41	19.39	110
Top Program Types (Watch in Typical Week)*			
Tennis (when in season)	7.08	5.73	124
Basketball (when in season)	12.05	10.80	112
Soccer	9.44	8.49	111
Children's programs	7.87	7.13	110
Late night talk shows	9.95	9.27	107
Baseball (when in season)	21.24	20.26	105
Sci-Fi/fantasy/comic book shows	12.88	12.39	104
Cartoons	10.07	9.73	103
Cooking programs	23.75	23.09	103
Hockey (when in season)	26.36	25.74	102
Morning local news	19.86	19.84	100
Reality shows	16.01	16.20	99
Situation comedies	26.67	26.87	99
Evening local news	35.69	36.53	98
Home renovation/decoration shows	26.14	26.64	98

RADIO

	%	Base %	Index
Listenership			
Heavy	17.77	20.79	85
Medium/Heavy	20.74	20.71	100
Medium	20.94	19.35	108
Medium/Light	21.44	20.42	105
Light	19.11	18.72	102
Top Formats (Weekly Reach)*			
All News	14.70	10.09	146
Classical/Fine Arts	5.33	3.96	135
Mainstream Top 40/CHR	27.55	21.80	126
Sports	6.13	5.08	121
Modern/Alternative Rock	11.09	9.20	120
Multi/Variety/Specialty	10.42	8.67	120
Classic Hits	18.00	17.38	104
Hot Adult Contemporary	16.40	16.12	102
News/Talk	20.87	21.72	96
Mainstream Rock	6.92	7.59	91
Adult Contemporary	14.67	16.33	90
Not Classified	6.19	8.90	70
Today's Country	7.63	12.03	63

NEWSPAPERS

	%	Base %	Index
Readership - Dailies			
Heavy	5.66	6.03	94
Medium/Heavy	5.43	5.85	93
Medium	5.55	5.62	99
Medium/Light	5.64	5.87	96
Light	4.60	5.67	81
Section Read - Dailies*			
Business & financial	34.17	32.37	106
Computer/high tech	16.18	15.31	106
Fashion/lifestyle	24.19	23.01	105
Food	33.58	32.93	102
New homes section	17.41	17.14	102
Movie & entertainment	37.93	37.56	101
Sports	29.81	29.82	100
Travel	31.24	31.38	100
Health	35.45	35.97	99
National news	53.90	54.69	99
Readership - Community Papers			
Heavy	6.71	8.75	77
Medium/Heavy	6.27	6.89	91
Medium	6.68	7.65	87
Medium/Light	7.33	7.63	96
Light	7.58	7.74	98

INTERNET

	%	Base %	Index
Usage			
Heavy	20.24	19.85	102
Medium/Heavy	19.78	19.27	103
Medium	19.33	18.18	106
Medium/Light	16.85	16.84	100
Light	14.48	15.37	94
Online Social Networks (Used in Past Month)			
LinkedIn	18.21	15.27	119
Tumblr	3.23	2.83	114
Twitter	17.88	15.95	112
Online/Internet dating sites	2.79	2.57	109
Instagram	29.18	26.96	108
YouTube	44.12	42.12	105
Snapchat	15.43	15.07	102
Video/photo sharing	1.51	1.50	101
Pinterest	15.75	15.74	100
Facebook	51.78	53.69	96
Google+	21.40	22.45	95
Top Activities (Past Week)			
Read or look into online magazines	5.89	4.35	136
Access professional sports content	15.46	12.47	124
Access restaurant guides/reviews	13.80	11.15	124
Read or look into online newspapers	13.50	11.01	123
Download any video content (free or paid)	13.13	10.90	120
Listen to a podcast	9.80	8.22	119
Consult consumer reviews	21.81	18.27	119
Purchase products or services	22.84	19.38	118
Share/refer/link friends to a website or an article	21.74	18.68	116
Access travel content	10.38	8.98	116
Listen to Internet-only music service (e.g. Spotify)	15.10	13.19	115
Download music/MP3 files (free or paid)	14.06	12.31	114
Receive store offers by SMS	5.76	5.06	114
Listen to music via streaming video service (e.g. YouTube)	29.81	26.32	113
Watch a subscription-based video service (e.g. Netflix)	31.11	27.45	113

DIRECT

	%	Base %	Index
Used in Shopping			
General information from the Internet/websites	33.64	32.28	104
Direct email offers	25.01	24.30	103
Online flyers	36.62	35.96	102
Coupons	35.24	35.28	100
Local store catalogues	22.46	23.32	96
Flyers inserted into a daily newspaper	20.43	21.83	94
Flyers delivered to the door or in the mail	41.50	44.88	92
Flyers inserted into a community newspaper	36.59	39.97	92
Mail order	6.57	7.55	87
Yellow Pages (print or online)	3.83	4.69	82
Opinion of Flyers to Door/By Mail			
Very unfavourable	24.59	22.73	108
Somewhat unfavourable	20.16	19.98	101
Somewhat favourable	35.03	35.09	100
Very favourable	20.22	22.20	91

MAGAZINES

	%	Base %	Index
Readership			
Heavy	3.55	3.75	95
Medium/Heavy	3.73	3.72	100
Medium	3.29	3.71	89
Medium/Light	3.52	3.92	90
Light	3.87	4.03	96
Top Magazine Types*			
Business & finance	5.58	4.47	125
Fashion	6.42	5.75	112
Sports & recreation	5.94	5.29	112
Travel & tourism	7.25	6.84	106
Women's	6.21	6.03	103
News & current affairs	8.06	8.14	99
Food & beverage	11.48	11.76	98
Health/fitness	6.84	6.97	98
Gardening & homes	7.18	7.85	91
Entertainment/celebrity	7.70	8.52	90
Home décor	5.32	5.89	90

Benchmark: Ontario

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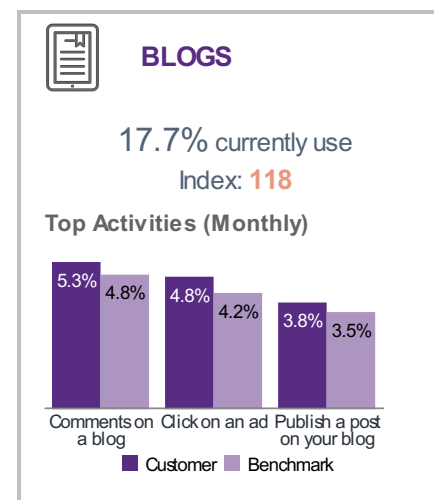
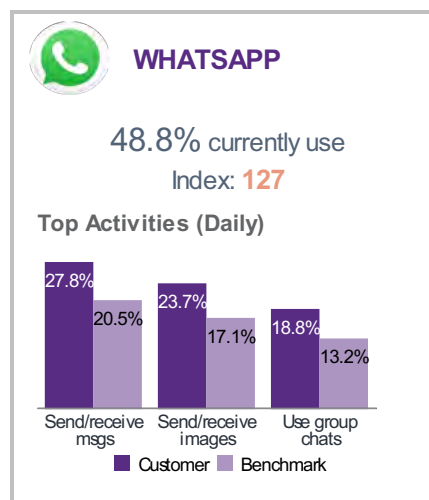
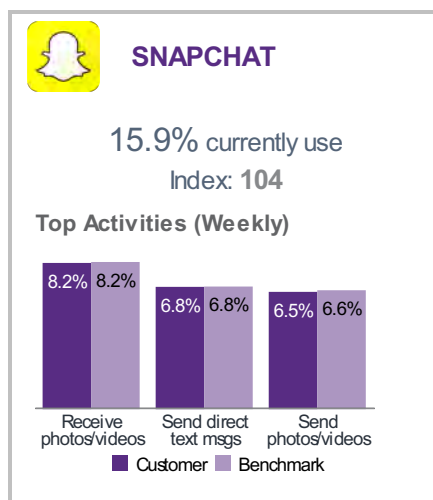
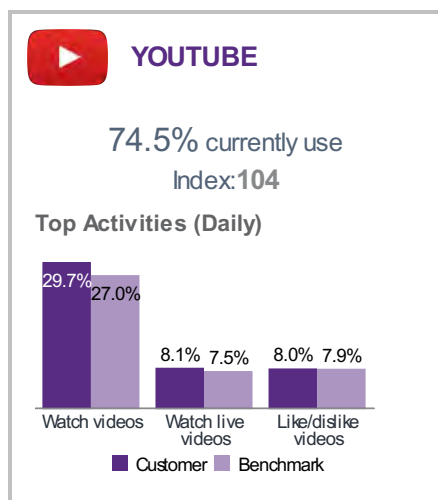
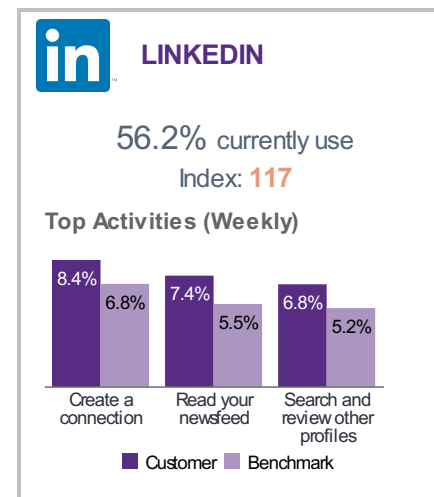
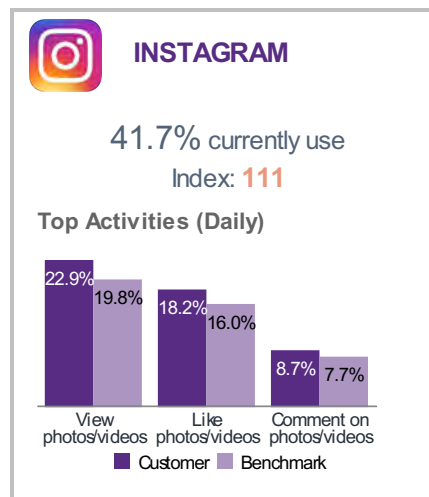
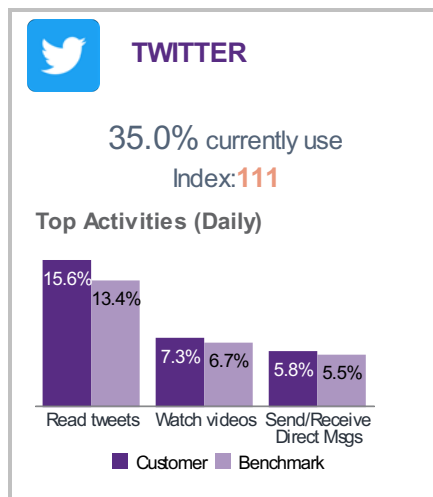
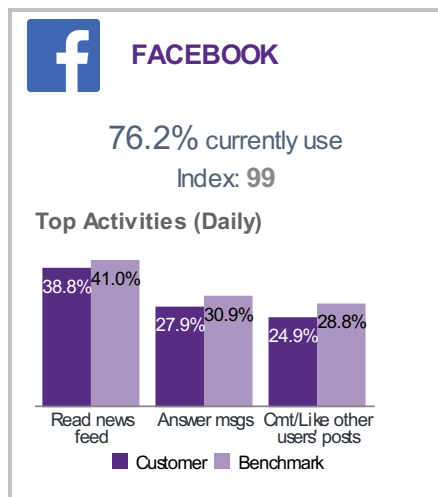
*Chosen from index ranking with minimum 5% composition

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



Customers: RTO6 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: RTO6 Q3 2019 Postal Codes: Record Count

FRIENDS IN ALL SM NETWORKS



31.1%

Index: 89

0-49 friends

FREQUENCY OF USE (DAILY)



54.7%

Index: 95

Facebook

BRAND INTERACTION



37.4%

Index: 95

Like brand on Facebook

NO. OF BRANDS INTERACTED

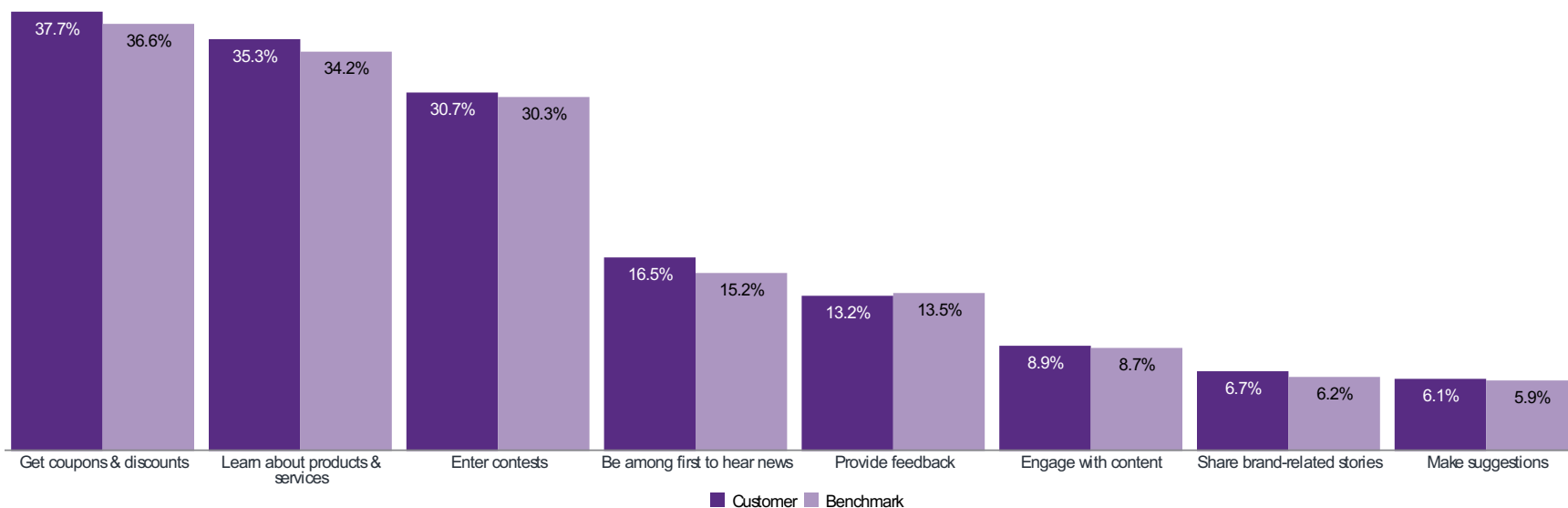


34.6%

Index: 104

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: RTO6 Q3 2019 Postal Codes: Record Count

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



13.3%

Index: 114

Vacation, travel-related



9.6%

Index: 108

Entertainment-related (i.e. movies)



9.4%

Index: 107

Big-ticket (i.e. appliances)

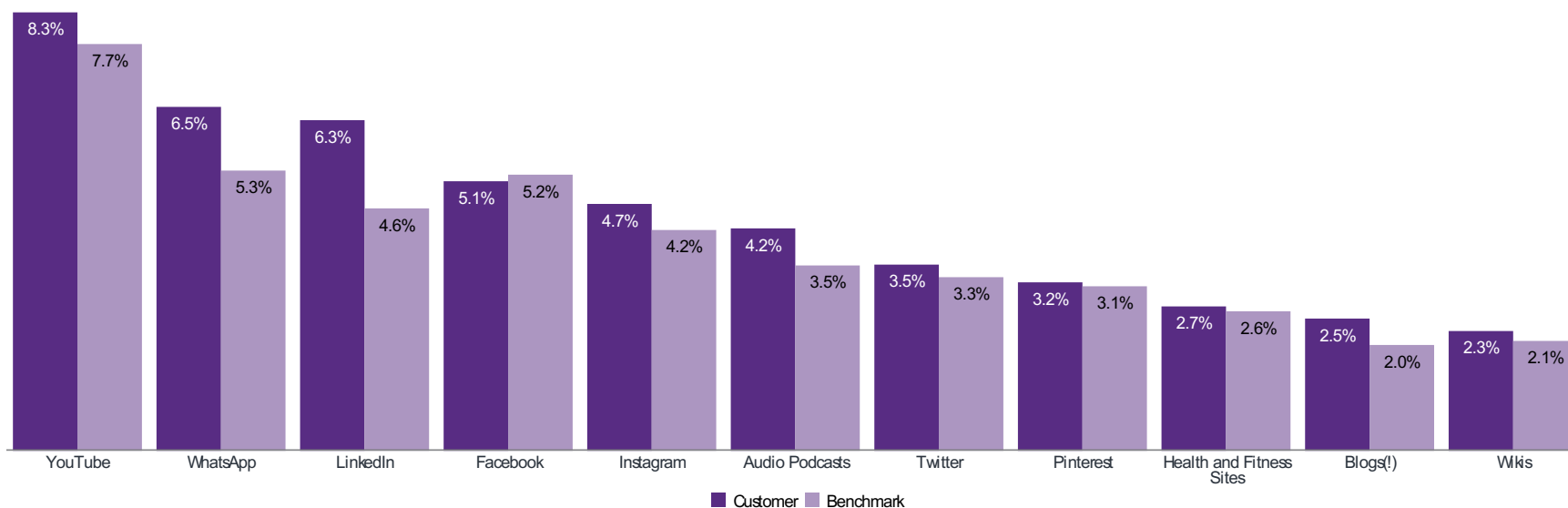


9.0%

Index: 115

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: RTO6 Q3 2019 Postal Codes: Record Count



DESCRIBES ME*...

Use SM to stay connected with personal contacts

% Comp **46.7** Index **101**



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

% Comp **28.2** Index **107**



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

% Comp **73.1** Index **100**



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

% Comp **11.5** Index **110**



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

% Comp **82.5** Index **98**



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

% Comp **23.6** Index **102**

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 **31.6%** of customers in Ontario



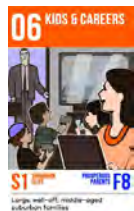
Rank: 1
Customers: 1,119
Customers %: 8.27
% in Benchmark: 4.78
Index: 173

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: 878
Customers %: 6.49
% in Benchmark: 1.31
Index: 496

Educated, wealthy and overwhelmingly urban, Arts & Affluence stands apart from the large number of city lifestyles. Concentrated in only two cities—Toronto and Montreal—this segment consists of a mix of larger families and older couples and singles in neighbourhoods such as Forest Hill and Casa Loma in Toronto and Côte-Saint-Luc in Montreal. Many of these areas contain first- and second-generation Canadian Jews—the segment is nearly a third Jewish—who live in elegant condos, semi-detached houses and high-rise apartments. Exhibiting a cultured sensibility, they have high rates for attending nearly every form of art and performance: opera, ballet, symphony, art galleries, film festivals and museums. With lofty incomes topping \$180,000, Arts & Affluence members have achieved success through a mix of education (more than half hold a university degree) and professional achievement (typically in management, education, the arts and sciences). These metro households are well travelled, frequently flying to various sunny destinations, major cities in the northeastern U.S., Europe and Israel. But they are also fiscally conservative and invest in bonds, GICs and mutual funds all at high rates.



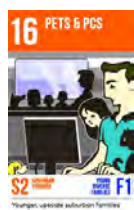
Rank: 3
Customers: 878
Customers %: 6.49
% in Benchmark: 3.42
Index: 190

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



Rank: 4
Customers: 776
Customers %: 5.74
% in Benchmark: 1.03
Index: 558

Canada's wealthiest lifestyle has changed little over the years. Cosmopolitan Elite remains a haven for both new-money entrepreneurs and heirs to old-money fortunes. With household incomes more than five times the national average, this segment is concentrated in a handful of exclusive neighbourhoods—like Toronto's Bridle Path, Montreal's Westmount, Calgary's Elbow Park and Vancouver's Granville. Here, affluent, middle-aged families and older couples live in million-dollar homes, drive luxury imports and send their kids to private schools. Most live within an easy commute to their executive jobs in management, finance and the sciences, as well as to downtown arts and entertainment venues; they're big supporters of the opera, ballet, symphony and theatre. As the most educated of lifestyle types—more than half the populace hold university degrees—members of Cosmopolitan Elite broaden their horizons by travelling internationally, especially to Asia, the United Kingdom and Europe. But they also express Concern for Appearance among their strongest Social Values, and many enjoy spa resorts, skiing vacations and luxury cruises.



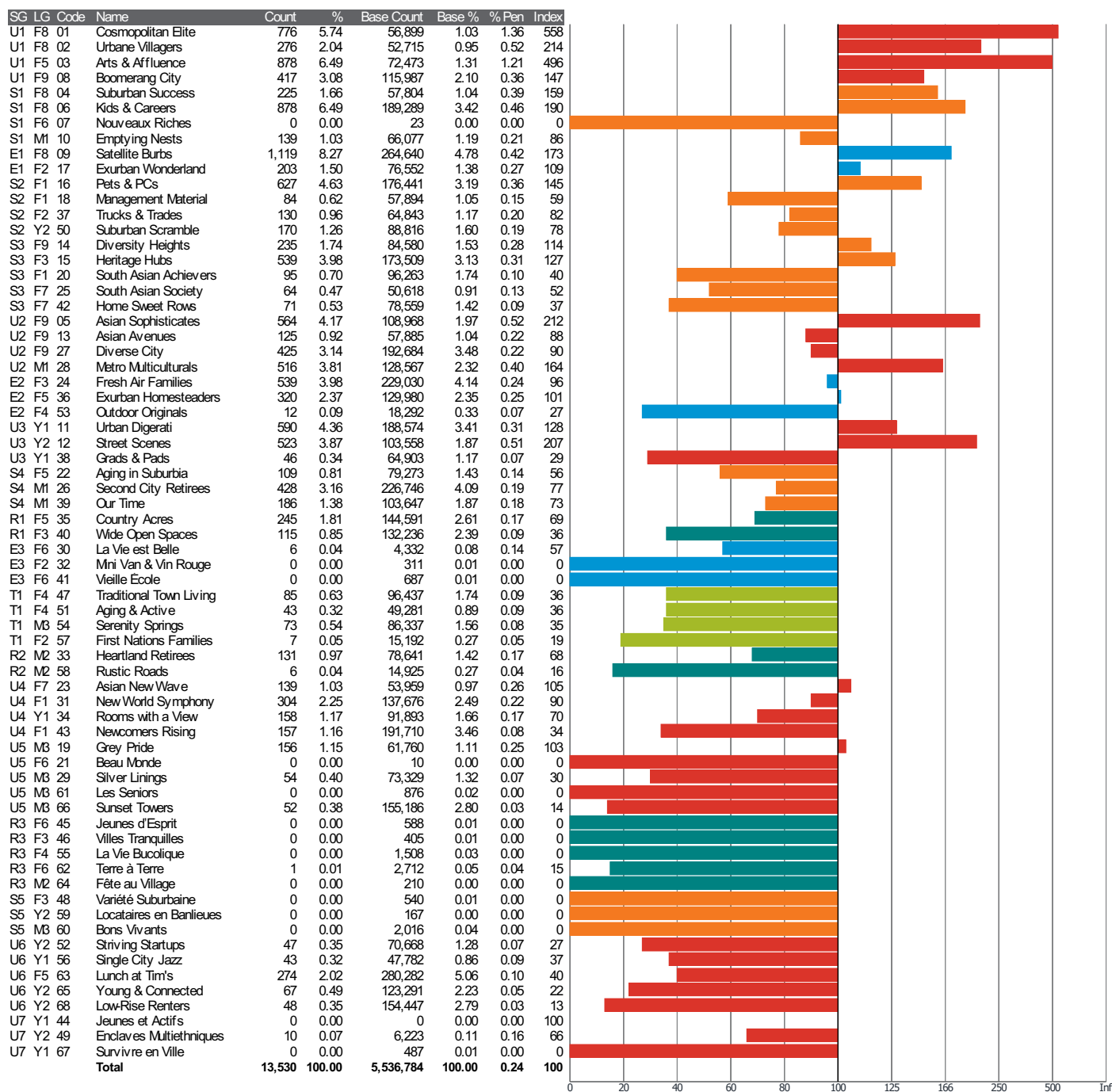
Rank: 5
Customers: 627
Customers %: 4.63
% in Benchmark: 3.19
Index: 145

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

PRIZM Profile | Customers

Customers:RTO6 Q3 2019 Postal Codes: Record Count

Total Customers :13,530



Benchmark:Ontario

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Customers: RTO6 Q3 2019 Postal Codes: Record Count



Strong Values

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Descriptions | Top 3 Strong Values

Equal Relationship with Youth

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

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.

Need for Status Recognition

Desire to be held in esteem and respect by others, and to express one's social standing or aspired status, through a display of fine manners, good taste, style or "chic".



Weak Values

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Aversion to Complexity	93



Descriptions | Top 3 Weak Values

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.

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.

Benchmark: Ontario

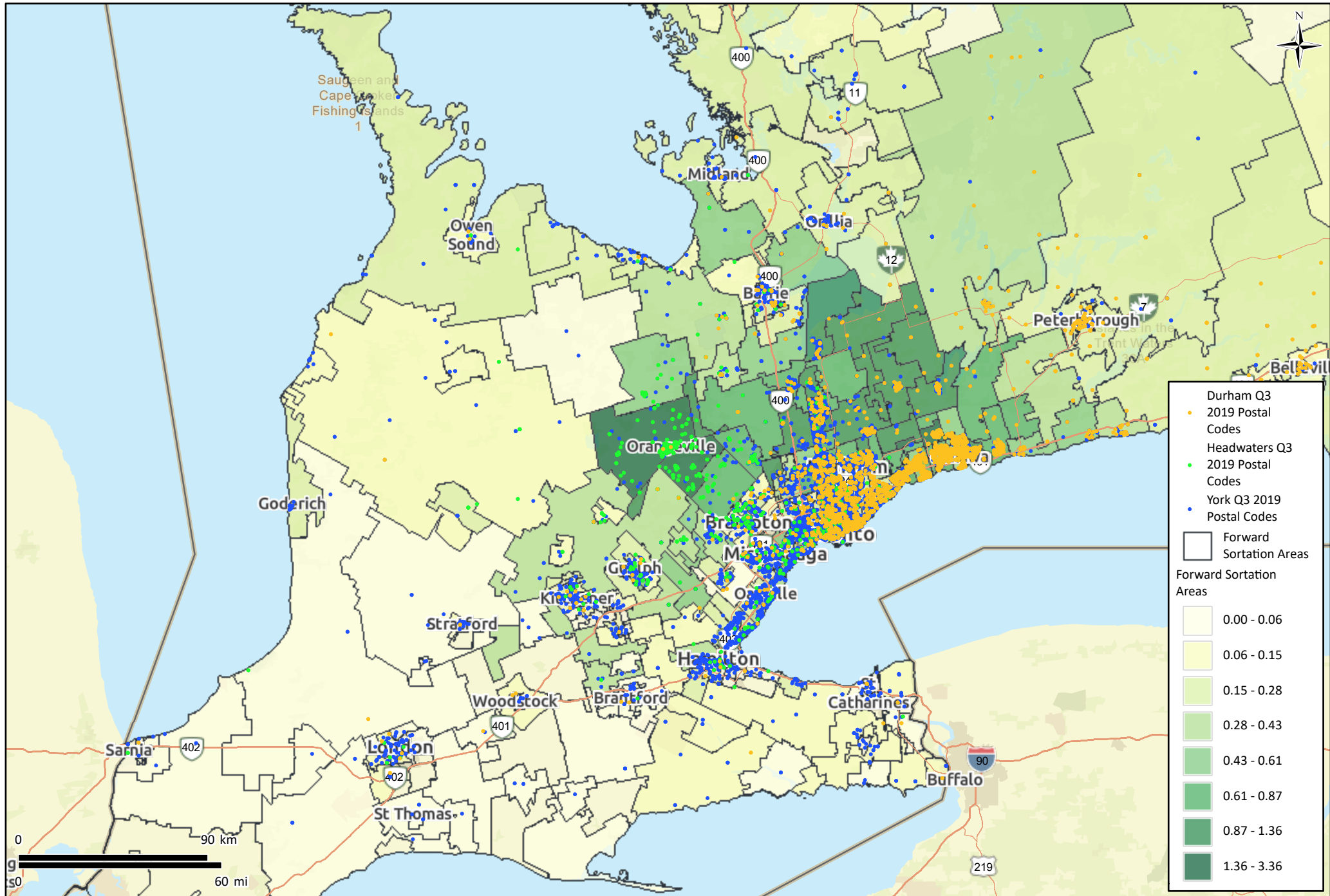
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Index Colours:	<80	80 - 110	110+
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**Report 2: Ranking Standard Areas (FSA)
October - December 2019 Postal Codes**

RTO6 Q3 2019 Postal Codes- Record Count (percent Penetration)



Ranking Areas - Std. Geo. | Customers

Customer: RTO6 Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
L9W (Orangeville, ON)	L9W	324	2.29	17,201	0.12	1.88	1,987
L4J (Thornhill, ON)	L4J	223	1.58	27,884	0.19	0.80	844
L4G (Aurora, ON)	L4G	219	1.55	20,542	0.14	1.07	1,125
M6S (Toronto, ON)	M6S	167	1.18	15,555	0.10	1.07	1,132
L4A (Stouffville, ON)	L4A	166	1.17	16,357	0.11	1.01	1,071
L3T (Thornhill, ON)	L3T	157	1.11	21,398	0.14	0.73	774
M5M (Toronto, ON)	M5M	151	1.07	11,339	0.08	1.33	1,405
L6A (Vaughan, ON)	L6A	144	1.02	26,604	0.18	0.54	571
L1N (Whitby, ON)	L1N	142	1.00	19,352	0.13	0.73	774
L4C (Richmond Hill, ON)	L4C	141	1.00	27,340	0.18	0.52	544
L1C (Bowmanville, ON)	L1C	138	0.98	16,821	0.11	0.82	865
L0G (Tottenham, ON)	L0G	133	0.94	15,288	0.10	0.87	918
M2N (Willowdale, ON)	M2N	131	0.93	37,137	0.25	0.35	372
L1K (Oshawa, ON)	L1K	129	0.91	13,581	0.09	0.95	1,002
L4P (Keswick, ON)	L4P	129	0.91	11,085	0.07	1.16	1,228
L3P (Markham, ON)	L3P	128	0.91	13,345	0.09	0.96	1,012
L1M (Whitby, ON)	L1M	126	0.89	7,155	0.05	1.76	1,858
N0B (Elora, ON)	N0B	119	0.84	29,596	0.20	0.40	424
L1V (Pickering, ON)	L1V	118	0.83	18,283	0.12	0.65	681
L3Y (Newmarket, ON)	L3Y	112	0.79	17,461	0.12	0.64	677
M4K (Toronto, ON)	M4K	109	0.77	15,305	0.10	0.71	751
M6P (Toronto, ON)	M6P	109	0.77	20,479	0.14	0.53	561
L7K (Caledon, ON)	L7K	108	0.76	3,211	0.02	3.36	3,548
M4G (Toronto, ON)	M4G	108	0.76	7,917	0.05	1.36	1,439
M5R (Toronto, ON)	M5R	108	0.76	17,114	0.12	0.63	666
L6C (Markham, ON)	L6C	106	0.75	16,552	0.11	0.64	676
L1R (Whitby, ON)	L1R	105	0.74	13,657	0.09	0.77	811
L4E (Richmond Hill, ON)	L4E	105	0.74	16,101	0.11	0.65	688
L1E (Bowmanville, ON)	L1E	101	0.71	9,898	0.07	1.02	1,076
M4E (Toronto, ON)	M4E	101	0.71	11,550	0.08	0.87	922
M4V (Toronto, ON)	M4V	100	0.71	10,932	0.07	0.91	965
M4S (Toronto, ON)	M4S	98	0.69	14,237	0.10	0.69	726
M6B (Toronto, ON)	M6B	98	0.69	11,555	0.08	0.85	895
M9A (Etobicoke, ON)	M9A	89	0.63	16,399	0.11	0.54	572
K0K (Picton, ON)	K0K	87	0.61	46,968	0.32	0.19	195
L1S (Ajax, ON)	L1S	87	0.61	16,317	0.11	0.53	562
M6C (Toronto, ON)	M6C	86	0.61	12,615	0.09	0.68	719
L1G (Oshawa, ON)	L1G	85	0.60	18,705	0.13	0.45	479
M5N (Toronto, ON)	M5N	85	0.60	6,985	0.05	1.22	1,284
L0E (Sutton West, ON)	L0E	84	0.59	8,707	0.06	0.96	1,018
M4C (Toronto, ON)	M4C	83	0.59	20,194	0.14	0.41	434
M4L (Toronto, ON)	M4L	83	0.59	15,016	0.10	0.55	583
L3R (Markham, ON)	L3R	82	0.58	20,936	0.14	0.39	413
L3X (Newmarket, ON)	L3X	82	0.58	14,471	0.10	0.57	598
L6E (Markham, ON)	L6E	80	0.57	11,094	0.07	0.72	761
M5P (Toronto, ON)	M5P	79	0.56	9,157	0.06	0.86	910
L3Z (Bradford, ON)	L3Z	78	0.55	12,503	0.08	0.62	658

Ranking Areas - Std. Geo. | Customers

Customer: RTO6 Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
M2J (Willowdale, ON)	M2J	78	0.55	23,967	0.16	0.33	343
L4L (Woodbridge, ON)	L4L	77	0.55	19,969	0.13	0.39	407
M4M (Toronto, ON)	M4M	77	0.55	11,343	0.08	0.68	716
K0M (Bobcaygeon, ON)	K0M	76	0.54	22,506	0.15	0.34	356
L4S (Richmond Hill, ON)	L4S	76	0.54	11,463	0.08	0.66	699
M1E (Scarborough, ON)	M1E	76	0.54	18,764	0.13	0.41	427
L7E (Bolton, ON)	L7E	75	0.53	12,082	0.08	0.62	655
M4W (Toronto, ON)	M4W	74	0.52	6,236	0.04	1.19	1,252
L0L (Oro, ON)	L0L	73	0.52	14,719	0.10	0.50	523
L1T (Ajax, ON)	L1T	73	0.52	15,442	0.10	0.47	499
M4J (Toronto, ON)	M4J	73	0.52	16,336	0.11	0.45	471
M6G (Toronto, ON)	M6G	73	0.52	14,751	0.10	0.49	522
M6H (Toronto, ON)	M6H	73	0.52	21,272	0.14	0.34	362
M4Y (Toronto, ON)	M4Y	70	0.49	27,560	0.18	0.25	268
L9P (Uxbridge, ON)	L9P	69	0.49	6,525	0.04	1.06	1,115
L4H (Woodbridge, ON)	L4H	68	0.48	20,870	0.14	0.33	344
L6J (Oakville, ON)	L6J	68	0.48	8,923	0.06	0.76	804
M5A (Toronto, ON)	M5A	67	0.47	24,570	0.17	0.27	288
L1H (Oshawa, ON)	L1H	66	0.47	14,375	0.10	0.46	484
M3H (York, ON)	M3H	66	0.47	15,408	0.10	0.43	452
L7G (Georgetown, ON)	L7G	65	0.46	16,759	0.11	0.39	409
L9T (Milton, ON)	L9T	65	0.46	35,291	0.24	0.18	194
L7C (Caledon, ON)	L7C	64	0.45	9,045	0.06	0.71	746
M4R (Toronto, ON)	M4R	64	0.45	6,261	0.04	1.02	1,078
M6J (Toronto, ON)	M6J	64	0.45	18,539	0.12	0.35	364
L1Z (Ajax, ON)	L1Z	63	0.45	8,912	0.06	0.71	746
M1C (Scarborough, ON)	M1C	63	0.45	11,957	0.08	0.53	556
M6R (Toronto, ON)	M6R	63	0.45	9,038	0.06	0.70	735
N1G (Guelph, ON)	N1G	63	0.45	11,413	0.08	0.55	582
M1N (Scarborough, ON)	M1N	61	0.43	9,576	0.06	0.64	672
L6B (Markham, ON)	L6B	60	0.42	9,324	0.06	0.64	679
M6K (Toronto, ON)	M6K	60	0.42	23,506	0.16	0.26	269
M8X (Etobicoke, ON)	M8X	60	0.42	4,693	0.03	1.28	1,349
L1J (Oshawa, ON)	L1J	59	0.42	17,787	0.12	0.33	350
L4N (Barrie, ON)	L4N	59	0.42	37,641	0.25	0.16	165
L9L (Port Perry, ON)	L9L	59	0.42	6,005	0.04	0.98	1,036
M8V (Etobicoke, ON)	M8V	59	0.42	19,877	0.13	0.30	313
K0L (Bancroft, ON)	K0L	58	0.41	29,266	0.20	0.20	209
L6H (Oakville, ON)	L6H	58	0.41	22,984	0.15	0.25	266
L6M (Oakville, ON)	L6M	57	0.40	21,508	0.14	0.27	280
M4T (Toronto, ON)	M4T	57	0.40	6,933	0.05	0.82	867
L1X (Pickering, ON)	L1X	55	0.39	6,396	0.04	0.86	907
M3A (Toronto, ON)	M3A	54	0.38	14,367	0.10	0.38	396
M8Y (Etobicoke, ON)	M8Y	54	0.38	11,389	0.08	0.47	500
M9B (Etobicoke, ON)	M9B	54	0.38	13,337	0.09	0.40	427
L1W (Pickering, ON)	L1W	53	0.38	6,867	0.05	0.77	814
L7L (Burlington, ON)	L7L	52	0.37	18,517	0.12	0.28	296

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Name	Code	Count	%	Base Count	Base %	% Pen	Index
M2M (Willowdale, ON)	M2M	52	0.37	13,577	0.09	0.38	404
M3B (Toronto, ON)	M3B	52	0.37	5,409	0.04	0.96	1,014
M4N (Toronto, ON)	M4N	52	0.37	5,210	0.04	1.00	1,053
L5N (Mississauga, ON)	L5N	51	0.36	29,119	0.20	0.18	185
L9H (Hamilton, ON)	L9H	51	0.36	13,120	0.09	0.39	410
M2R (Willowdale, ON)	M2R	51	0.36	16,770	0.11	0.30	321
L0M (Angus, ON)	L0M	50	0.35	13,094	0.09	0.38	403
L7B (King City, ON)	L7B	50	0.35	5,047	0.03	0.99	1,045
L4B (Richmond Hill, ON)	L4B	49	0.35	14,177	0.10	0.35	365
M1M (Scarborough, ON)	M1M	49	0.35	10,506	0.07	0.47	492
L3V (Orillia, ON)	L3V	48	0.34	20,458	0.14	0.23	247
M9C (Etobicoke, ON)	M9C	48	0.34	16,512	0.11	0.29	307
M2K (Willowdale, ON)	M2K	47	0.33	11,692	0.08	0.40	424
M3C (Toronto, ON)	M3C	47	0.33	17,055	0.11	0.28	291
K9J (Peterborough, ON)	K9J	46	0.33	19,228	0.13	0.24	252
M8Z (Etobicoke, ON)	M8Z	46	0.33	8,158	0.06	0.56	595
L5M (Mississauga, ON)	L5M	45	0.32	33,695	0.23	0.13	141
M4P (Toronto, ON)	M4P	45	0.32	12,310	0.08	0.37	386
M5J (Toronto, ON)	M5J	45	0.32	11,534	0.08	0.39	412
L6L (Oakville, ON)	L6L	44	0.31	12,092	0.08	0.36	384
M1W (Scarborough, ON)	M1W	44	0.31	16,934	0.11	0.26	274
L5J (Mississauga, ON)	L5J	43	0.30	11,311	0.08	0.38	401
N0H (Warton, ON)	N0H	43	0.30	21,475	0.14	0.20	211
M2L (Willowdale, ON)	M2L	42	0.30	4,526	0.03	0.93	979
L0K (Coldwater, ON)	L0K	41	0.29	14,860	0.10	0.28	291
L5G (Mississauga, ON)	L5G	41	0.29	9,400	0.06	0.44	460
M5S (Toronto, ON)	M5S	41	0.29	5,779	0.04	0.71	748
K9A (Cobourg, ON)	K9A	40	0.28	11,549	0.08	0.35	365
L0B (Orono, ON)	L0B	39	0.28	6,042	0.04	0.65	681
L1A (Port Hope, ON)	L1A	39	0.28	6,888	0.05	0.57	597
K9V (Lindsay, ON)	K9V	38	0.27	11,978	0.08	0.32	335
L1P (Whitby, ON)	L1P	38	0.27	5,733	0.04	0.66	699
L9R (Alliston, ON)	L9R	38	0.27	8,951	0.06	0.42	448
M1B (Scarborough, ON)	M1B	38	0.27	21,466	0.14	0.18	187
N1H (Guelph, ON)	N1H	38	0.27	19,384	0.13	0.20	207
L5H (Mississauga, ON)	L5H	37	0.26	6,761	0.04	0.55	577
M1P (Scarborough, ON)	M1P	37	0.26	17,529	0.12	0.21	223
M1S (Scarborough, ON)	M1S	37	0.26	14,293	0.10	0.26	273
M5V (Toronto, ON)	M5V	37	0.26	38,089	0.26	0.10	102
L4W (Mississauga, ON)	L4W	36	0.26	7,774	0.05	0.46	488
L5L (Mississauga, ON)	L5L	36	0.26	16,482	0.11	0.22	230
L9N (East Gwillimbury, ON)	L9N	36	0.26	3,633	0.02	0.99	1,045
L9V (Orangeville, ON)	L9V	36	0.26	5,914	0.04	0.61	642
M9P (York, ON)	M9P	36	0.26	8,355	0.06	0.43	455
L4K (Concord, ON)	L4K	35	0.25	5,172	0.04	0.68	714
M1V (Scarborough, ON)	M1V	35	0.25	17,184	0.12	0.20	215
M8W (Etobicoke, ON)	M8W	35	0.25	9,770	0.07	0.36	378

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L4M (Barrie, ON)	L4M	34	0.24	18,668	0.13	0.18	192
L7M (Burlington, ON)	L7M	34	0.24	17,983	0.12	0.19	199
M4B (Toronto, ON)	M4B	34	0.24	7,787	0.05	0.44	461
L0S (Fonthill, ON)	L0S	33	0.23	22,826	0.15	0.14	153
K0A (Almonte, ON)	K0A	32	0.23	38,473	0.26	0.08	88
L0C (Sunderland, ON)	L0C	32	0.23	3,452	0.02	0.93	978
L3S (Markham, ON)	L3S	32	0.23	14,835	0.10	0.22	228
L6S (Brampton, ON)	L6S	32	0.23	18,843	0.13	0.17	179
L6Y (Brampton, ON)	L6Y	31	0.22	29,156	0.20	0.11	112
L9S (Innisfil, ON)	L9S	31	0.22	11,548	0.08	0.27	283
L1B (Bowmanville, ON)	L1B	30	0.21	4,902	0.03	0.61	646
L9Y (Collingwood, ON)	L9Y	29	0.20	12,083	0.08	0.24	253
M2H (Willowdale, ON)	M2H	29	0.20	9,407	0.06	0.31	325
N1E (Guelph, ON)	N1E	29	0.20	17,440	0.12	0.17	175
L6X (Brampton, ON)	L6X	28	0.20	22,189	0.15	0.13	133
L7T (Burlington, ON)	L7T	27	0.19	8,159	0.06	0.33	349
L8P (Hamilton, ON)	L8P	27	0.19	13,574	0.09	0.20	210
M2P (Toronto, ON)	M2P	27	0.19	3,333	0.02	0.81	855
M9R (York, ON)	M9R	27	0.19	13,557	0.09	0.20	210
M1H (Scarborough, ON)	M1H	26	0.18	9,134	0.06	0.28	300
M4X (Toronto, ON)	M4X	26	0.18	10,462	0.07	0.25	262
L8S (Hamilton, ON)	L8S	25	0.18	7,099	0.05	0.35	371
M6A (Toronto, ON)	M6A	25	0.18	8,316	0.06	0.30	317
N2H (Kitchener, ON)	N2H	25	0.18	11,529	0.08	0.22	229
L0R (Binbrook, ON)	L0R	24	0.17	26,541	0.18	0.09	95
L1L (Oshawa, ON)	L1L	24	0.17	2,201	0.01	1.09	1,150
M9W (Etobicoke, ON)	M9W	24	0.17	14,785	0.10	0.16	171
N2L (Kitchener, ON)	N2L	24	0.17	13,677	0.09	0.18	185
K7M (Kingston, ON)	K7M	23	0.16	22,077	0.15	0.10	110
L6P (Brampton, ON)	L6P	23	0.16	21,826	0.15	0.11	111
L7A (Brampton, ON)	L7A	23	0.16	24,164	0.16	0.10	100
L7P (Burlington, ON)	L7P	23	0.16	11,704	0.08	0.20	207
M1L (Scarborough, ON)	M1L	23	0.16	14,667	0.10	0.16	165
M6N (Toronto, ON)	M6N	23	0.16	17,428	0.12	0.13	139
L0A (Millbrook, ON)	L0A	22	0.16	5,253	0.04	0.42	442
L4Y (Mississauga, ON)	L4Y	22	0.16	9,912	0.07	0.22	234
L5B (Mississauga, ON)	L5B	22	0.16	27,450	0.18	0.08	85
L6K (Oakville, ON)	L6K	22	0.16	6,464	0.04	0.34	359
L6Z (Brampton, ON)	L6Z	22	0.16	11,094	0.07	0.20	209
L9G (Hamilton, ON)	L9G	22	0.16	8,713	0.06	0.25	266
M1R (Scarborough, ON)	M1R	22	0.16	10,251	0.07	0.21	226
M4A (Toronto, ON)	M4A	22	0.16	7,967	0.05	0.28	291
N0G (Mount Forest, ON)	N0G	22	0.16	31,783	0.21	0.07	73
N5A (Stratford, ON)	N5A	21	0.15	13,971	0.09	0.15	159
L6R (Brampton, ON)	L6R	20	0.14	24,098	0.16	0.08	88
M1J (Scarborough, ON)	M1J	20	0.14	11,920	0.08	0.17	177
K0H (Inverary, ON)	K0H	19	0.13	17,094	0.12	0.11	117

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K7L (Kingston, ON)	K7L	19	0.13	9,889	0.07	0.19	203
M5T (Toronto, ON)	M5T	19	0.13	9,845	0.07	0.19	204
P1L (Bracebridge, ON)	P1L	19	0.13	7,458	0.05	0.25	269
L4R (Midland, ON)	L4R	18	0.13	7,883	0.05	0.23	241
L6T (Brampton, ON)	L6T	18	0.13	15,185	0.10	0.12	125
L6V (Brampton, ON)	L6V	18	0.13	15,465	0.10	0.12	123
M6M (York, ON)	M6M	18	0.13	17,780	0.12	0.10	107
L3M (Grimsby, ON)	L3M	17	0.12	10,610	0.07	0.16	169
L4Z (Mississauga, ON)	L4Z	17	0.12	14,257	0.10	0.12	126
L5C (Mississauga, ON)	L5C	17	0.12	10,464	0.07	0.16	171
M9N (York, ON)	M9N	17	0.12	10,182	0.07	0.17	176
N3L (Brantford, ON)	N3L	17	0.12	6,018	0.04	0.28	298
K1S (Ottawa, ON)	K1S	16	0.11	13,976	0.09	0.11	121
L0P (Campbellville, ON)	L0P	16	0.11	3,057	0.02	0.52	552
L5V (Mississauga, ON)	L5V	16	0.11	14,648	0.10	0.11	115
L9B (Hamilton, ON)	L9B	16	0.11	9,252	0.06	0.17	182
M9V (Etobicoke, ON)	M9V	16	0.11	18,040	0.12	0.09	94
K7K (Kingston, ON)	K7K	15	0.11	16,160	0.11	0.09	98
L0J (Kleinburg, ON)	L0J	15	0.11	1,645	0.01	0.91	962
L6W (Brampton, ON)	L6W	15	0.11	9,189	0.06	0.16	172
M1K (Scarborough, ON)	M1K	15	0.11	18,651	0.13	0.08	85
M6E (Toronto, ON)	M6E	15	0.11	15,320	0.10	0.10	103
N2J (Kitchener, ON)	N2J	15	0.11	9,310	0.06	0.16	170
N2K (Kitchener, ON)	N2K	15	0.11	10,068	0.07	0.15	157
K1N (Ottawa, ON)	K1N	14	0.10	15,177	0.10	0.09	97
K8V (Trenton, ON)	K8V	14	0.10	11,653	0.08	0.12	127
L5E (Mississauga, ON)	L5E	14	0.10	5,785	0.04	0.24	255
L5R (Mississauga, ON)	L5R	14	0.10	12,812	0.09	0.11	115
L7J (Acton, ON)	L7J	14	0.10	4,935	0.03	0.28	299
L9C (Hamilton, ON)	L9C	14	0.10	15,917	0.11	0.09	93
N1R (Cambridge, ON)	N1R	14	0.10	17,650	0.12	0.08	84
N1S (Cambridge, ON)	N1S	14	0.10	8,099	0.05	0.17	182
N3C (Cambridge, ON)	N3C	14	0.10	9,376	0.06	0.15	158
N4K (Owen Sound, ON)	N4K	14	0.10	12,659	0.09	0.11	117
K1Z (Ottawa, ON)	K1Z	13	0.09	10,218	0.07	0.13	134
L0N (Palgrave, ON)	L0N	13	0.09	1,165	0.01	1.12	1,177
L7N (Burlington, ON)	L7N	13	0.09	5,572	0.04	0.23	246
N2M (Kitchener, ON)	N2M	13	0.09	15,331	0.10	0.08	89
N6G (London, ON)	N6G	13	0.09	16,121	0.11	0.08	85
K9H (Peterborough, ON)	K9H	12	0.09	13,569	0.09	0.09	93
L3B (Welland, ON)	L3B	12	0.09	10,830	0.07	0.11	117
L7S (Burlington, ON)	L7S	12	0.09	6,612	0.04	0.18	191
M1X (Scarborough, ON)	M1X	12	0.09	3,933	0.03	0.31	322
M6L (York, ON)	M6L	12	0.09	7,678	0.05	0.16	165
N6C (London, ON)	N6C	12	0.09	16,077	0.11	0.07	79
N6K (London, ON)	N6K	12	0.09	13,018	0.09	0.09	97
N7A (Goderich, ON)	N7A	12	0.09	5,205	0.04	0.23	243

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N9V (Amherstburg, ON)	N9V	12	0.09	7,956	0.05	0.15	159
K1H (Ottawa, ON)	K1H	11	0.08	7,397	0.05	0.15	157
K8N (Belleville, ON)	K8N	11	0.08	12,788	0.09	0.09	91
K8P (Belleville, ON)	K8P	11	0.08	9,709	0.07	0.11	120
L7R (Burlington, ON)	L7R	11	0.08	7,898	0.05	0.14	147
L8B (Burlington, ON)	L8B	11	0.08	10,130	0.07	0.11	115
L9M (Penetanguishene, ON)	L9M	11	0.08	6,354	0.04	0.17	183
M1G (Scarborough, ON)	M1G	11	0.08	10,804	0.07	0.10	107
N0A (Port Dover, ON)	N0A	11	0.08	14,348	0.10	0.08	81
P1P (Gravenhurst, ON)	P1P	11	0.08	4,451	0.03	0.25	261
K9K (Peterborough, ON)	K9K	10	0.07	5,079	0.03	0.20	208
L4X (Mississauga, ON)	L4X	10	0.07	7,658	0.05	0.13	138
L5A (Mississauga, ON)	L5A	10	0.07	19,789	0.13	0.05	53
L6G (Markham, ON)	L6G	10	0.07	3,884	0.03	0.26	272
L8M (Hamilton, ON)	L8M	10	0.07	6,706	0.04	0.15	157
M1T (Scarborough, ON)	M1T	10	0.07	13,884	0.09	0.07	76
M3J (York, ON)	M3J	10	0.07	10,891	0.07	0.09	97
N2A (Kitchener, ON)	N2A	10	0.07	11,705	0.08	0.09	90
N4S (Woodstock, ON)	N4S	10	0.07	14,426	0.10	0.07	73
N4W (Listowel, ON)	N4W	10	0.07	4,397	0.03	0.23	240
N6A (London, ON)	N6A	10	0.07	6,562	0.04	0.15	161
N6H (London, ON)	N6H	10	0.07	19,818	0.13	0.05	53
P1H (Huntsville, ON)	P1H	10	0.07	7,640	0.05	0.13	138
K0E (Prescott, ON)	K0E	9	0.06	15,798	0.11	0.06	60
L1Y (Pickering, ON)	L1Y	9	0.06	789	0.01	1.14	1,203
L2N (St Catharines, ON)	L2N	9	0.06	13,824	0.09	0.07	69
M3L (York, ON)	M3L	9	0.06	6,420	0.04	0.14	148
N2B (Kitchener, ON)	N2B	9	0.06	7,538	0.05	0.12	126
N4L (Meaford, ON)	N4L	9	0.06	3,929	0.03	0.23	242
N5Y (London, ON)	N5Y	9	0.06	16,262	0.11	0.06	58
P1B (North Bay, ON)	P1B	9	0.06	15,746	0.11	0.06	60
L8E (Hamilton, ON)	L8E	8	0.06	16,477	0.11	0.05	51
L9Z (Wasaga Beach, ON)	L9Z	8	0.06	10,090	0.07	0.08	84
M3N (York, ON)	M3N	8	0.06	14,021	0.09	0.06	60
N1L (Guelph, ON)	N1L	8	0.06	5,246	0.04	0.15	161
N1M (Fergus, ON)	N1M	8	0.06	6,418	0.04	0.12	131
N2T (Kitchener, ON)	N2T	8	0.06	6,893	0.05	0.12	122
N3R (Brantford, ON)	N3R	8	0.06	14,907	0.10	0.05	57
N3T (Brantford, ON)	N3T	8	0.06	13,588	0.09	0.06	62
P0M (Chelmsford, ON)	P0M	8	0.06	20,963	0.14	0.04	40
T3H (Calgary, AB)	T3H	8	0.06	26,948	0.18	0.03	31
T6G (Edmonton, AB)	T6G	8	0.06	5,882	0.04	0.14	143
V8K (Salt Spring Island, BC)	V8K	8	0.06	7,263	0.05	0.11	116
H3Z (Montreal, QC)	H3Z	7	0.05	5,418	0.04	0.13	136
K0B (Alfred, ON)	K0B	7	0.05	8,762	0.06	0.08	84
K0C (Alexandria, ON)	K0C	7	0.05	21,275	0.14	0.03	35
K1E (Ottawa, ON)	K1E	7	0.05	6,068	0.04	0.12	122

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Customer: RTO6 Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
K1J (Ottawa, ON)	K1J	7	0.05	11,288	0.08	0.06	65
K2C (Ottawa, ON)	K2C	7	0.05	11,788	0.08	0.06	63
K2G (Ottawa, ON)	K2G	7	0.05	19,472	0.13	0.04	38
K4A (Ottawa, ON)	K4A	7	0.05	20,765	0.14	0.03	36
K9L (Peterborough, ON)	K9L	7	0.05	3,161	0.02	0.22	234
L2P (St Catharines, ON)	L2P	7	0.05	6,650	0.04	0.11	111
L2R (St Catharines, ON)	L2R	7	0.05	11,624	0.08	0.06	64
L5W (Mississauga, ON)	L5W	7	0.05	6,843	0.05	0.10	108
L8R (Hamilton, ON)	L8R	7	0.05	5,723	0.04	0.12	129
M3M (York, ON)	M3M	7	0.05	9,360	0.06	0.07	79
M5B (Toronto, ON)	M5B	7	0.05	6,198	0.04	0.11	119
M5E (Toronto, ON)	M5E	7	0.05	5,485	0.04	0.13	135
N2G (Kitchener, ON)	N2G	7	0.05	6,851	0.05	0.10	108
N2N (Kitchener, ON)	N2N	7	0.05	9,296	0.06	0.08	79
N5X (London, ON)	N5X	7	0.05	12,848	0.09	0.05	57
N6J (London, ON)	N6J	7	0.05	14,416	0.10	0.05	51
T6J (Edmonton, AB)	T6J	7	0.05	19,816	0.13	0.04	37
V0H (Summerland, BC)	V0H	7	0.05	23,948	0.16	0.03	31
V5Y (Vancouver, BC)	V5Y	7	0.05	8,740	0.06	0.08	84
C0A (Cornwall, PE)	C0A	6	0.04	18,361	0.12	0.03	34
H3N (Montreal, QC)	H3N	6	0.04	12,702	0.09	0.05	50
H9S (Pointe-Claire-Dorval, QC)	H9S	6	0.04	10,813	0.07	0.06	59
J0P (Rigaud, QC)	J0P	6	0.04	17,010	0.11	0.04	37
K0G (Kemptville, ON)	K0G	6	0.04	15,754	0.11	0.04	40
K1C (Ottawa, ON)	K1C	6	0.04	14,910	0.10	0.04	42
K2S (Ottawa, ON)	K2S	6	0.04	12,056	0.08	0.05	52
L2A (Fort Erie, ON)	L2A	6	0.04	7,208	0.05	0.08	88
L3C (Welland, ON)	L3C	6	0.04	13,475	0.09	0.04	47
L5K (Mississauga, ON)	L5K	6	0.04	5,056	0.03	0.12	125
L8K (Hamilton, ON)	L8K	6	0.04	13,566	0.09	0.04	47
L9X (Barrie, ON)	L9X	6	0.04	3,962	0.03	0.15	160
M3K (York, ON)	M3K	6	0.04	2,995	0.02	0.20	211
M5G (Toronto, ON)	M5G	6	0.04	6,316	0.04	0.09	100
N0L (Dorchester, ON)	N0L	6	0.04	19,426	0.13	0.03	33
N1C (Guelph, ON)	N1C	6	0.04	1,276	0.01	0.47	496
N2Z (Kincardine, ON)	N2Z	6	0.04	4,769	0.03	0.13	133
N3B (Elmira, ON)	N3B	6	0.04	4,688	0.03	0.13	135
P0T (Marathon, ON)	P0T	6	0.04	12,961	0.09	0.05	49
P2A (Parry Sound, ON)	P2A	6	0.04	6,153	0.04	0.10	103
P3E (Sudbury, ON)	P3E	6	0.04	12,947	0.09	0.05	49
P7B (Thunder Bay, ON)	P7B	6	0.04	10,007	0.07	0.06	63
T1W (Canmore, AB)	T1W	6	0.04	6,599	0.04	0.09	96
V8E (Whistler, BC)	V8E	6	0.04	28,322	0.19	0.02	22
B2Y (Dartmouth, NS)	B2Y	5	0.04	8,242	0.06	0.06	64
K1K (Ottawa, ON)	K1K	5	0.04	14,527	0.10	0.03	36
K1T (Ottawa, ON)	K1T	5	0.04	13,411	0.09	0.04	39
K1Y (Ottawa, ON)	K1Y	5	0.04	10,376	0.07	0.05	51

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Name	Code	Count	%	Base Count	Base %	% Pen	Index
K2A (Ottawa, ON)	K2A	5	0.04	7,820	0.05	0.06	67
K2J (Ottawa, ON)	K2J	5	0.04	25,655	0.17	0.02	21
K2K (Ottawa, ON)	K2K	5	0.04	9,870	0.07	0.05	53
K4M (Manotick, ON)	K4M	5	0.04	4,477	0.03	0.11	118
L9A (Hamilton, ON)	L9A	5	0.04	10,741	0.07	0.05	49
L9K (Hamilton, ON)	L9K	5	0.04	4,983	0.03	0.10	106
M4H (Toronto, ON)	M4H	5	0.04	7,086	0.05	0.07	74
M9L (North York, ON)	M9L	5	0.04	4,186	0.03	0.12	126
N0M (Clinton, ON)	N0M	5	0.04	27,151	0.18	0.02	19
N2C (Kitchener, ON)	N2C	5	0.04	7,500	0.05	0.07	70
N2V (Kitchener, ON)	N2V	5	0.04	5,769	0.04	0.09	91
N3S (Brantford, ON)	N3S	5	0.04	11,984	0.08	0.04	44
N5Z (London, ON)	N5Z	5	0.04	11,084	0.07	0.05	48
N6P (London, ON)	N6P	5	0.04	3,528	0.02	0.14	149
N7S (Sarnia, ON)	N7S	5	0.04	12,014	0.08	0.04	44
N8R (Windsor, ON)	N8R	5	0.04	4,558	0.03	0.11	116
T6W (Edmonton, AB)	T6W	5	0.04	21,965	0.15	0.02	24
V0R (Cobble Hill, BC)	V0R	5	0.04	26,693	0.18	0.02	20
V1L (Nelson, BC)	V1L	5	0.04	8,418	0.06	0.06	63
V6G (Vancouver, BC)	V6G	5	0.04	17,865	0.12	0.03	30
V6H (Vancouver, BC)	V6H	5	0.04	10,531	0.07	0.05	50
V6R (Vancouver, BC)	V6R	5	0.04	8,689	0.06	0.06	61
V8S (Victoria, BC)	V8S	5	0.04	8,872	0.06	0.06	59
V8V (Victoria, BC)	V8V	5	0.04	16,198	0.11	0.03	33
V9A (Victoria, BC)	V9A	5	0.04	19,929	0.13	0.03	26
B3H (Halifax, NS)	B3H	4	0.03	10,485	0.07	0.04	40
H2V (Montreal, QC)	H2V	4	0.03	12,577	0.08	0.03	34
H3W (Montreal, QC)	H3W	4	0.03	12,875	0.09	0.03	33
J4Z (Longueuil, QC)	J4Z	4	0.03	11,438	0.08	0.03	37
J6S (Salaberry-De-Valleyfield, QC)	J6S	4	0.03	10,930	0.07	0.04	39
K1G (Ottawa, ON)	K1G	4	0.03	15,448	0.10	0.03	27
K1V (Ottawa, ON)	K1V	4	0.03	22,752	0.15	0.02	19
K2B (Ottawa, ON)	K2B	4	0.03	14,681	0.10	0.03	29
K2M (Ottawa, ON)	K2M	4	0.03	10,109	0.07	0.04	42
K4C (Cumberland, ON)	K4C	4	0.03	1,849	0.01	0.22	228
K7G (Gananoque, ON)	K7G	4	0.03	3,799	0.03	0.11	111
K7N (Kingston, ON)	K7N	4	0.03	3,255	0.02	0.12	130
K7P (Kingston, ON)	K7P	4	0.03	8,966	0.06	0.04	47
L0H (Locust Hill, ON)	L0H	4	0.03	197	0.00	2.03	2,142
L8G (Hamilton, ON)	L8G	4	0.03	8,853	0.06	0.05	48
L8V (Hamilton, ON)	L8V	4	0.03	9,621	0.07	0.04	44
N0E (Waterford, ON)	N0E	4	0.03	13,424	0.09	0.03	31
N0K (Mitchell, ON)	N0K	4	0.03	10,080	0.07	0.04	42
N0N (Petrolia, ON)	N0N	4	0.03	16,450	0.11	0.02	26
N1K (Guelph, ON)	N1K	4	0.03	3,046	0.02	0.13	139
N2E (Kitchener, ON)	N2E	4	0.03	14,689	0.10	0.03	29
N3W (Caledonia, ON)	N3W	4	0.03	5,415	0.04	0.07	78

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Name	Code	Count	%	Base Count	Base %	% Pen	Index
N4G (Tillsonburg, ON)	N4G	4	0.03	8,825	0.06	0.05	48
N4N (Hanover, ON)	N4N	4	0.03	4,648	0.03	0.09	91
N4T (Woodstock, ON)	N4T	4	0.03	4,332	0.03	0.09	97
N5V (London, ON)	N5V	4	0.03	13,191	0.09	0.03	32
N5W (London, ON)	N5W	4	0.03	11,933	0.08	0.03	35
P0J (New Liskeard, ON)	P0J	4	0.03	8,657	0.06	0.05	49
P0V (Red Lake, ON)	P0V	4	0.03	9,098	0.06	0.04	46
P3A (Sudbury, ON)	P3A	4	0.03	10,233	0.07	0.04	41
R3G (Winnipeg, MB)	R3G	4	0.03	11,387	0.08	0.04	37
R3M (Winnipeg, MB)	R3M	4	0.03	11,230	0.07	0.04	38
R3P (Winnipeg, MB)	R3P	4	0.03	8,051	0.05	0.05	52
S0K (Warman, SK)	S0K	4	0.03	34,333	0.23	0.01	12
S4V (Regina, SK)	S4V	4	0.03	12,129	0.08	0.03	35
T2K (Calgary, AB)	T2K	4	0.03	15,782	0.11	0.03	27
T2N (Calgary, AB)	T2N	4	0.03	12,575	0.08	0.03	34
T3E (Calgary, AB)	T3E	4	0.03	19,175	0.13	0.02	22
T8N (St. Albert, AB)	T8N	4	0.03	25,894	0.17	0.02	16
V6J (Vancouver, BC)	V6J	4	0.03	13,073	0.09	0.03	32
V7H (North Vancouver, BC)	V7H	4	0.03	5,090	0.03	0.08	83
V7J (North Vancouver, BC)	V7J	4	0.03	6,274	0.04	0.06	67
V7P (North Vancouver, BC)	V7P	4	0.03	6,076	0.04	0.07	69
V7W (West Vancouver, BC)	V7W	4	0.03	3,350	0.02	0.12	126
V8B (Squamish, BC)	V8B	4	0.03	4,642	0.03	0.09	91
V8L (Sidney, BC)	V8L	4	0.03	10,659	0.07	0.04	40
V8N (Victoria, BC)	V8N	4	0.03	9,288	0.06	0.04	45
V9L (Duncan, BC)	V9L	4	0.03	15,076	0.10	0.03	28
B0J (Musquodoboit Harbour, NS)	B0J	3	0.02	16,453	0.11	0.02	19
B0P (Kingston, NS)	B0P	3	0.02	15,802	0.11	0.02	20
B3L (Halifax, NS)	B3L	3	0.02	8,768	0.06	0.03	36
C1A (Charlottetown, PE)	C1A	3	0.02	13,345	0.09	0.02	24
E3A (Fredericton, NB)	E3A	3	0.02	12,867	0.09	0.02	25
H3X (Montreal, QC)	H3X	3	0.02	10,401	0.07	0.03	30
H4A (Montreal, QC)	H4A	3	0.02	12,818	0.09	0.02	25
H9J (Pierrefonds, QC)	H9J	3	0.02	7,782	0.05	0.04	41
J3L (Chambly, QC)	J3L	3	0.02	19,978	0.13	0.02	16
J6T (Salaberry-De-Valleyfield, QC)	J6T	3	0.02	8,252	0.06	0.04	38
K0J (Deep River, ON)	K0J	3	0.02	14,293	0.10	0.02	22
K2E (Ottawa, ON)	K2E	3	0.02	8,801	0.06	0.03	36
K4R (Russell, ON)	K4R	3	0.02	2,808	0.02	0.11	113
K7H (Perth, ON)	K7H	3	0.02	6,776	0.04	0.04	47
K8H (Petawawa, ON)	K8H	3	0.02	5,880	0.04	0.05	54
L2G (Niagara Falls, ON)	L2G	3	0.02	12,157	0.08	0.02	26
L2J (Niagara Falls, ON)	L2J	3	0.02	6,388	0.04	0.05	50
L2S (St Catharines, ON)	L2S	3	0.02	7,346	0.05	0.04	43
L3K (Port Colborne, ON)	L3K	3	0.02	8,183	0.06	0.04	39
L4T (Mississauga, ON)	L4T	3	0.02	12,308	0.08	0.02	26
L8H (Hamilton, ON)	L8H	3	0.02	12,493	0.08	0.02	25

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Name	Code	Count	%	Base Count	Base %	% Pen	Index
L8L (Hamilton, ON)	L8L	3	0.02	13,507	0.09	0.02	23
L8T (Hamilton, ON)	L8T	3	0.02	8,986	0.06	0.03	35
L8W (Hamilton, ON)	L8W	3	0.02	9,102	0.06	0.03	35
M5C (Toronto, ON)	M5C	3	0.02	1,444	0.01	0.21	219
M9M (North York, ON)	M9M	3	0.02	7,859	0.05	0.04	40
N0R (Belle River, ON)	N0R	3	0.02	17,103	0.12	0.02	19
N1T (Cambridge, ON)	N1T	3	0.02	5,626	0.04	0.05	56
N3A (New Hamburg, ON)	N3A	3	0.02	6,213	0.04	0.05	51
N3H (Cambridge, ON)	N3H	3	0.02	9,230	0.06	0.03	34
N3P (Brantford, ON)	N3P	3	0.02	3,730	0.03	0.08	85
N5P (St Thomas, ON)	N5P	3	0.02	8,581	0.06	0.03	37
N7T (Sarnia, ON)	N7T	3	0.02	13,769	0.09	0.02	23
N7V (Sarnia, ON)	N7V	3	0.02	5,667	0.04	0.05	56
P0B (Utterson, ON)	P0B	3	0.02	3,759	0.03	0.08	84
P0C (Mactier, ON)	P0C	3	0.02	1,762	0.01	0.17	180
P0N (South Porcupine, ON)	P0N	3	0.02	3,576	0.02	0.08	88
P0R (Blind River, ON)	P0R	3	0.02	5,476	0.04	0.05	58
P7J (Thunder Bay, ON)	P7J	3	0.02	1,685	0.01	0.18	188
P9N (Kenora, ON)	P9N	3	0.02	6,221	0.04	0.05	51
S7H (Saskatoon, SK)	S7H	3	0.02	16,681	0.11	0.02	19
T0B (Tofield, AB)	T0B	3	0.02	29,125	0.20	0.01	11
T0J (Drumheller, AB)	T0J	3	0.02	20,671	0.14	0.01	15
T2R (Calgary, AB)	T2R	3	0.02	10,623	0.07	0.03	30
T3A (Calgary, AB)	T3A	3	0.02	20,259	0.14	0.01	16
T4S (Sylvan Lake, AB)	T4S	3	0.02	8,031	0.05	0.04	39
T5R (Edmonton, AB)	T5R	3	0.02	10,509	0.07	0.03	30
T6A (Edmonton, AB)	T6A	3	0.02	6,345	0.04	0.05	50
V0E (Armstrong, BC)	V0E	3	0.02	27,815	0.19	0.01	11
V1A (Kimberley, BC)	V1A	3	0.02	3,890	0.03	0.08	81
V1M (Surrey, BC)	V1M	3	0.02	11,886	0.08	0.03	27
V1W (Kelowna, BC)	V1W	3	0.02	15,231	0.10	0.02	21
V1Y (Kelowna, BC)	V1Y	3	0.02	17,628	0.12	0.02	18
V1Z (Kelowna, BC)	V1Z	3	0.02	5,880	0.04	0.05	54
V2N (Prince George, BC)	V2N	3	0.02	12,728	0.09	0.02	25
V2R (Chilliwack, BC)	V2R	3	0.02	20,062	0.14	0.01	16
V3H (Port Moody, BC)	V3H	3	0.02	15,105	0.10	0.02	21
V3J (Coquitlam, BC)	V3J	3	0.02	17,433	0.12	0.02	18
V4T (Kelowna, BC)	V4T	3	0.02	12,126	0.08	0.02	26
V5K (Vancouver, BC)	V5K	3	0.02	8,854	0.06	0.03	36
V5N (Vancouver, BC)	V5N	3	0.02	14,133	0.10	0.02	22
V6P (Vancouver, BC)	V6P	3	0.02	13,597	0.09	0.02	23
V6T (Vancouver, BC)	V6T	3	0.02	5,027	0.03	0.06	63
V6X (Richmond, BC)	V6X	3	0.02	14,070	0.09	0.02	22
V8R (Victoria, BC)	V8R	3	0.02	10,786	0.07	0.03	29
V8X (Victoria, BC)	V8X	3	0.02	10,164	0.07	0.03	31
V8Y (Victoria, BC)	V8Y	3	0.02	4,060	0.03	0.07	78
V9G (Ladysmith, BC)	V9G	3	0.02	6,865	0.05	0.04	46

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Name	Code	Count	%	Base Count	Base %	% Pen	Index
V9T (Nanaimo, BC)	V9T	3	0.02	14,097	0.10	0.02	22
A1B (St. John's, NL)	A1B	2	0.01	9,433	0.06	0.02	22
A1E (St. John's, NL)	A1E	2	0.01	12,812	0.09	0.02	16
B0E (Baddeck, NS)	B0E	2	0.01	10,417	0.07	0.02	20
B0K (Pictou, NS)	B0K	2	0.01	15,508	0.10	0.01	14
E1C (Moncton, NB)	E1C	2	0.01	12,452	0.08	0.02	17
E1V (Miramichi, NB)	E1V	2	0.01	6,227	0.04	0.03	34
H1X (Montreal, QC)	H1X	2	0.01	16,804	0.11	0.01	13
H2C (Montreal, QC)	H2C	2	0.01	9,700	0.07	0.02	22
H2E (Montreal, QC)	H2E	2	0.01	11,855	0.08	0.02	18
H2L (Montreal, QC)	H2L	2	0.01	15,819	0.11	0.01	13
H2R (Montreal, QC)	H2R	2	0.01	13,295	0.09	0.02	16
H3C (Montreal, QC)	H3C	2	0.01	9,120	0.06	0.02	23
H9W (Beaconsfield, QC)	H9W	2	0.01	6,926	0.05	0.03	30
J0X (Wakefield, QC)	J0X	2	0.01	19,655	0.13	0.01	11
J9B (Chelsea, QC)	J9B	2	0.01	2,668	0.02	0.07	79
K1B (Ottawa, ON)	K1B	2	0.01	6,943	0.05	0.03	30
K1M (Ottawa, ON)	K1M	2	0.01	3,054	0.02	0.07	69
K1W (Ottawa, ON)	K1W	2	0.01	3,583	0.02	0.06	59
K2H (Ottawa, ON)	K2H	2	0.01	12,634	0.09	0.02	17
K2L (Ottawa, ON)	K2L	2	0.01	7,758	0.05	0.03	27
K2P (Ottawa, ON)	K2P	2	0.01	13,776	0.09	0.01	15
K7R (Napanea, ON)	K7R	2	0.01	6,275	0.04	0.03	34
L2M (St Catharines, ON)	L2M	2	0.01	13,883	0.09	0.01	15
M5H (Toronto, ON)	M5H	2	0.01	1,189	0.01	0.17	177
N0C (Dundalk, ON)	N0C	2	0.01	6,441	0.04	0.03	33
N1A (Dunnville, ON)	N1A	2	0.01	5,199	0.04	0.04	41
N2P (Kitchener, ON)	N2P	2	0.01	7,571	0.05	0.03	28
N4X (St Marys, ON)	N4X	2	0.01	3,632	0.02	0.06	58
N5C (Ingersoll, ON)	N5C	2	0.01	6,398	0.04	0.03	33
N5R (St Thomas, ON)	N5R	2	0.01	12,440	0.08	0.02	17
N6B (London, ON)	N6B	2	0.01	6,757	0.04	0.03	31
N7M (Chatham, ON)	N7M	2	0.01	10,904	0.07	0.02	19
N8N (Windsor, ON)	N8N	2	0.01	10,128	0.07	0.02	21
N8W (Windsor, ON)	N8W	2	0.01	10,260	0.07	0.02	21
N8X (Windsor, ON)	N8X	2	0.01	7,576	0.05	0.03	28
N9E (Windsor, ON)	N9E	2	0.01	7,970	0.05	0.03	26
N9Y (Kingsville, ON)	N9Y	2	0.01	5,987	0.04	0.03	35
P0G (Nobel, ON)	P0G	2	0.01	1,261	0.01	0.16	167
P2B (Sturgeon Falls, ON)	P2B	2	0.01	4,604	0.03	0.04	46
P3B (Sudbury, ON)	P3B	2	0.01	7,873	0.05	0.03	27
P3C (Sudbury, ON)	P3C	2	0.01	8,609	0.06	0.02	25
P3P (Hanmer, ON)	P3P	2	0.01	5,937	0.04	0.03	36
P5E (Espanola, ON)	P5E	2	0.01	2,375	0.02	0.08	89
P6A (Sault Ste. Marie, ON)	P6A	2	0.01	15,610	0.10	0.01	14
P7A (Thunder Bay, ON)	P7A	2	0.01	13,381	0.09	0.01	16
P7G (Thunder Bay, ON)	P7G	2	0.01	4,982	0.03	0.04	42

Ranking Areas - Std. Geo. | Customers

Customer: RTO6 Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
R2J (Winnipeg, MB)	R2J	2	0.01	11,044	0.07	0.02	19
R2K (Winnipeg, MB)	R2K	2	0.01	14,256	0.10	0.01	15
R2N (Winnipeg, MB)	R2N	2	0.01	12,322	0.08	0.02	17
R3J (Winnipeg, MB)	R3J	2	0.01	13,334	0.09	0.01	16
S0E (Melfort, SK)	S0E	2	0.01	12,438	0.08	0.02	17
S0J (Spiritwood, SK)	S0J	2	0.01	17,357	0.12	0.01	12
S4S (Regina, SK)	S4S	2	0.01	15,487	0.10	0.01	14
S4T (Regina, SK)	S4T	2	0.01	14,773	0.10	0.01	14
S6H (Moose Jaw, SK)	S6H	2	0.01	12,564	0.08	0.02	17
S7J (Saskatoon, SK)	S7J	2	0.01	14,138	0.10	0.01	15
S7K (Saskatoon, SK)	S7K	2	0.01	15,961	0.11	0.01	13
T0K (Pincher Creek, AB)	T0K	2	0.01	17,066	0.11	0.01	12
T1K (Lethbridge, AB)	T1K	2	0.01	19,316	0.13	0.01	11
T2G (Calgary, AB)	T2G	2	0.01	8,693	0.06	0.02	24
T2S (Calgary, AB)	T2S	2	0.01	8,710	0.06	0.02	24
T2W (Calgary, AB)	T2W	2	0.01	17,684	0.12	0.01	12
T2Z (Calgary, AB)	T2Z	2	0.01	26,392	0.18	0.01	8
T3B (Calgary, AB)	T3B	2	0.01	16,472	0.11	0.01	13
T3G (Calgary, AB)	T3G	2	0.01	22,243	0.15	0.01	9
T3K (Calgary, AB)	T3K	2	0.01	28,884	0.19	0.01	7
T3Z (Calgary, AB)	T3Z	2	0.01	4,289	0.03	0.05	49
V1H (Vernon, BC)	V1H	2	0.01	5,923	0.04	0.03	36
V2A (Penticton, BC)	V2A	2	0.01	17,719	0.12	0.01	12
V2H (Kamloops, BC)	V2H	2	0.01	2,802	0.02	0.07	75
V2X (Maple Ridge, BC)	V2X	2	0.01	20,042	0.13	0.01	11
V3X (Surrey, BC)	V3X	2	0.01	8,954	0.06	0.02	24
V5E (New Westminster, BC)	V5E	2	0.01	11,074	0.07	0.02	19
V5G (Burnaby, BC)	V5G	2	0.01	7,687	0.05	0.03	27
V6N (Vancouver, BC)	V6N	2	0.01	4,956	0.03	0.04	43
V7E (Richmond, BC)	V7E	2	0.01	14,478	0.10	0.01	15
V7M (North Vancouver, BC)	V7M	2	0.01	10,824	0.07	0.02	19
V7N (North Vancouver, BC)	V7N	2	0.01	5,538	0.04	0.04	38
V7V (West Vancouver, BC)	V7V	2	0.01	6,770	0.04	0.03	31
V8P (Victoria, BC)	V8P	2	0.01	8,510	0.06	0.02	25
V9C (Victoria, BC)	V9C	2	0.01	9,264	0.06	0.02	23
V9E (Victoria, BC)	V9E	2	0.01	2,123	0.01	0.09	99
V9K (Qualicum Beach, BC)	V9K	2	0.01	7,724	0.05	0.03	27
V9N (Courtenay, BC)	V9N	2	0.01	14,047	0.09	0.01	15
A0B (Placentia, NL)	A0B	1	0.01	8,640	0.06	0.01	12
A1H (St. John's, NL)	A1H	1	0.01	2,381	0.02	0.04	44
B0V (Digby, NS)	B0V	1	0.01	2,632	0.02	0.04	40
B1A (Gloucester, NS)	B1A	1	0.01	6,866	0.05	0.01	15
B2G (Antigonish, NS)	B2G	1	0.01	6,440	0.04	0.02	16
B3A (Dartmouth, NS)	B3A	1	0.01	11,673	0.08	0.01	9
B3P (Halifax, NS)	B3P	1	0.01	4,327	0.03	0.02	24
B3Z (Halifax, NS)	B3Z	1	0.01	6,816	0.05	0.01	15
B4B (Bedford, NS)	B4B	1	0.01	4,802	0.03	0.02	22

Ranking Areas - Std. Geo. | Customers

Customer: RTO6 Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
B4P (Kentville, NS)	B4P	1	0.01	3,467	0.02	0.03	30
E1E (Moncton, NB)	E1E	1	0.01	5,349	0.04	0.02	20
E2V (Oromocto, NB)	E2V	1	0.01	5,560	0.04	0.02	19
E3B (Fredericton, NB)	E3B	1	0.01	17,887	0.12	0.01	6
E4A (Chipman, NB)	E4A	1	0.01	1,407	0.01	0.07	75
E4P (Moncton Area, NB)	E4P	1	0.01	6,618	0.04	0.02	16
E7M (Woodstock, NB)	E7M	1	0.01	4,272	0.03	0.02	25
E8B (Kedgwick, NB)	E8B	1	0.01	1,023	0.01	0.10	103
G0R (La Pocatiere, QC)	G0R	1	0.01	37,043	0.25	0.00	3
G0X (Notre-Dame-Du-Mont-Carmel, QC)	G0X	1	0.01	26,387	0.18	0.00	4
G1G (Quebec, QC)	G1G	1	0.01	11,559	0.08	0.01	9
G5Y (Saint-Georges, QC)	G5Y	1	0.01	11,238	0.07	0.01	9
G7A (Saint-Nicolas, QC)	G7A	1	0.01	9,064	0.06	0.01	12
H2P (Montreal, QC)	H2P	1	0.01	7,837	0.05	0.01	13
H2T (Montreal, QC)	H2T	1	0.01	9,784	0.07	0.01	11
H2X (Montreal, QC)	H2X	1	0.01	13,680	0.09	0.01	8
H3G (Montreal, QC)	H3G	1	0.01	6,209	0.04	0.02	17
H3Y (Montreal, QC)	H3Y	1	0.01	4,148	0.03	0.02	25
H4B (Montreal, QC)	H4B	1	0.01	11,338	0.08	0.01	9
H4C (Montreal, QC)	H4C	1	0.01	10,189	0.07	0.01	10
H4R (Montreal, QC)	H4R	1	0.01	11,348	0.08	0.01	9
H8T (Pointe-Claire-Dorval, QC)	H8T	1	0.01	6,521	0.04	0.02	16
H8Z (Roxboro, QC)	H8Z	1	0.01	5,878	0.04	0.02	18
H9A (Pierrefonds, QC)	H9A	1	0.01	6,036	0.04	0.02	17
H9R (Pointe-Claire-Dorval, QC)	H9R	1	0.01	9,434	0.06	0.01	11
J0B (Richmond, QC)	J0B	1	0.01	26,369	0.18	0.00	4
J0T (Saint-Donat-De-Montcalm, QC)	J0T	1	0.01	23,762	0.16	0.00	4
J1J (Sherbrooke, QC)	J1J	1	0.01	7,410	0.05	0.01	14
J4N (Longueuil, QC)	J4N	1	0.01	4,411	0.03	0.02	24
J4V (Longueuil, QC)	J4V	1	0.01	7,330	0.05	0.01	14
J4Y (Longueuil, QC)	J4Y	1	0.01	9,194	0.06	0.01	11
J7R (Saint-Eustache, QC)	J7R	1	0.01	15,222	0.10	0.01	7
J8P (Gatineau, QC)	J8P	1	0.01	15,572	0.10	0.01	7
J9J (Gatineau, QC)	J9J	1	0.01	13,149	0.09	0.01	8
K1L (Ottawa, ON)	K1L	1	0.01	10,069	0.07	0.01	10
K2T (Ottawa, ON)	K2T	1	0.01	3,588	0.02	0.03	29
K2V (Ottawa, ON)	K2V	1	0.01	1,229	0.01	0.08	86
K2W (Ottawa, ON)	K2W	1	0.01	2,742	0.02	0.04	38
K4K (Rockland, ON)	K4K	1	0.01	6,250	0.04	0.02	17
K4P (Greely, ON)	K4P	1	0.01	3,635	0.02	0.03	29
K7A (Smiths Falls, ON)	K7A	1	0.01	7,304	0.05	0.01	14
K8R (Belleville, ON)	K8R	1	0.01	559	0.00	0.18	189
L2E (Niagara Falls, ON)	L2E	1	0.01	8,887	0.06	0.01	12
L2H (Niagara Falls, ON)	L2H	1	0.01	9,824	0.07	0.01	11
L2W (St Catharines, ON)	L2W	1	0.01	703	0.01	0.14	150
L9E (Milton, ON)	L9E	1	0.01	2,504	0.02	0.04	42
L9J (Barrie, ON)	L9J	1	0.01	296	0.00	0.34	356

Ranking Areas - Std. Geo. | Customers

Customer: RTO6 Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
N2R (Kitchener, ON)	N2R	1	0.01	4,461	0.03	0.02	24
N4B (Delhi, ON)	N4B	1	0.01	3,325	0.02	0.03	32
N5H (Aylmer West, ON)	N5H	1	0.01	5,162	0.04	0.02	20
N7G (Strathroy, ON)	N7G	1	0.01	7,599	0.05	0.01	14
N7X (Sarnia, ON)	N7X	1	0.01	474	0.00	0.21	223
N9A (Windsor, ON)	N9A	1	0.01	13,036	0.09	0.01	8
P0A (Burks Falls, ON)	P0A	1	0.01	7,029	0.05	0.01	15
P0H (Powassan, ON)	P0H	1	0.01	13,335	0.09	0.01	8
P0L (Hearst, ON)	P0L	1	0.01	9,788	0.07	0.01	11
P0P (Little Current, ON)	P0P	1	0.01	8,106	0.05	0.01	13
P6B (Sault Ste. Marie, ON)	P6B	1	0.01	10,579	0.07	0.01	10
P6C (Sault Ste. Marie, ON)	P6C	1	0.01	8,670	0.06	0.01	12
P9A (Fort Frances, ON)	P9A	1	0.01	3,760	0.03	0.03	28
R0E (Beausejour, MB)	R0E	1	0.01	18,089	0.12	0.01	6
R0G (Carman, MB)	R0G	1	0.01	16,802	0.11	0.01	6
R1N (Portage La Prairie, MB)	R1N	1	0.01	6,410	0.04	0.02	16
R7B (Brandon, MB)	R7B	1	0.01	9,073	0.06	0.01	12
S4P (Regina, SK)	S4P	1	0.01	7,012	0.05	0.01	15
S7M (Saskatoon, SK)	S7M	1	0.01	13,555	0.09	0.01	8
S7N (Saskatoon, SK)	S7N	1	0.01	12,581	0.08	0.01	8
S7T (Saskatoon, SK)	S7T	1	0.01	5,835	0.04	0.02	18
T1J (Lethbridge, AB)	T1J	1	0.01	9,332	0.06	0.01	11
T1S (Okotoks, AB)	T1S	1	0.01	12,806	0.09	0.01	8
T2J (Calgary, AB)	T2J	1	0.01	18,217	0.12	0.01	6
T2T (Calgary, AB)	T2T	1	0.01	15,718	0.10	0.01	7
T3C (Calgary, AB)	T3C	1	0.01	12,902	0.09	0.01	8
T3J (Calgary, AB)	T3J	1	0.01	21,119	0.14	0.00	5
T4C (Cochrane, AB)	T4C	1	0.01	12,233	0.08	0.01	9
T4N (Red Deer, AB)	T4N	1	0.01	15,288	0.10	0.01	7
T5H (Edmonton, AB)	T5H	1	0.01	14,641	0.10	0.01	7
T5T (Edmonton, AB)	T5T	1	0.01	28,035	0.19	0.00	4
T6C (Edmonton, AB)	T6C	1	0.01	9,942	0.07	0.01	11
T6E (Edmonton, AB)	T6E	1	0.01	13,317	0.09	0.01	8
T6H (Edmonton, AB)	T6H	1	0.01	13,393	0.09	0.01	8
T6K (Edmonton, AB)	T6K	1	0.01	10,785	0.07	0.01	10
T7X (Spruce Grove, AB)	T7X	1	0.01	19,033	0.13	0.01	6
T8A (Sherwood Park, AB)	T8A	1	0.01	16,478	0.11	0.01	6
T8H (Sherwood Park, AB)	T8H	1	0.01	12,328	0.08	0.01	9
V0A (Golden, BC)	V0A	1	0.01	5,979	0.04	0.02	18
V0B (Creston, BC)	V0B	1	0.01	14,454	0.10	0.01	7
V0G (Fruitvale, BC)	V0G	1	0.01	10,204	0.07	0.01	10
V1C (Cranbrook, BC)	V1C	1	0.01	11,100	0.07	0.01	10
V1J (Fort St. John, BC)	V1J	1	0.01	10,625	0.07	0.01	10
V2C (Kamloops, BC)	V2C	1	0.01	10,841	0.07	0.01	10
V2E (Kamloops, BC)	V2E	1	0.01	5,999	0.04	0.02	18
V2M (Prince George, BC)	V2M	1	0.01	10,221	0.07	0.01	10
V3C (Port Coquitlam, BC)	V3C	1	0.01	14,964	0.10	0.01	7

Ranking Areas - Std. Geo. | Customers

Customer: RTO6 Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
V3N (New Westminster, BC)	V3N	1	0.01	15,412	0.10	0.01	7
V4A (White Rock, BC)	V4A	1	0.01	15,900	0.11	0.01	7
V4L (Delta, BC)	V4L	1	0.01	3,494	0.02	0.03	30
V4M (Delta, BC)	V4M	1	0.01	6,015	0.04	0.02	18
V4V (Winfield, BC)	V4V	1	0.01	6,496	0.04	0.02	16
V5Z (Vancouver, BC)	V5Z	1	0.01	12,115	0.08	0.01	9
V6M (Vancouver, BC)	V6M	1	0.01	6,811	0.05	0.01	15
V6Z (Vancouver, BC)	V6Z	1	0.01	9,860	0.07	0.01	11
V8W (Victoria, BC)	V8W	1	0.01	3,192	0.02	0.03	33
V9B (Victoria, BC)	V9B	1	0.01	18,568	0.13	0.01	6
Y0B (Dawson, YT)	Y0B	1	0.01	2,985	0.02	0.03	35
Y1A (Whitehorse, YT)	Y1A	1	0.01	12,952	0.09	0.01	8



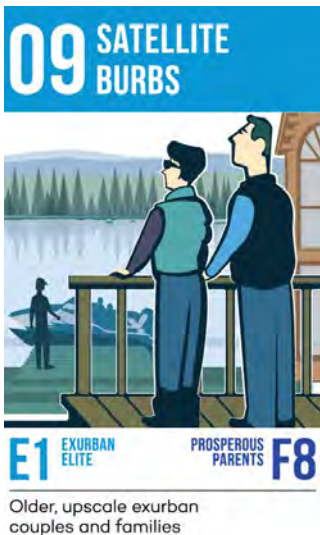
Report 3: Distance Decay
October - December 2019 Postal Codes

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

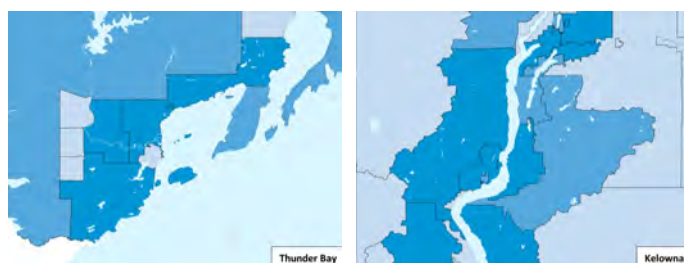
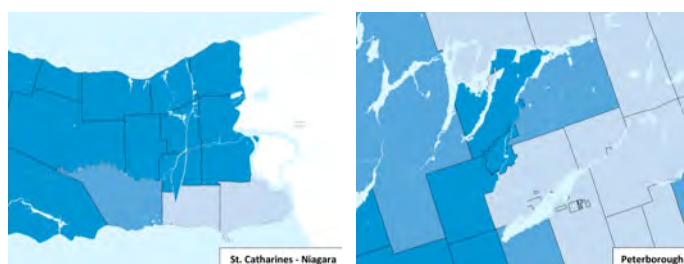
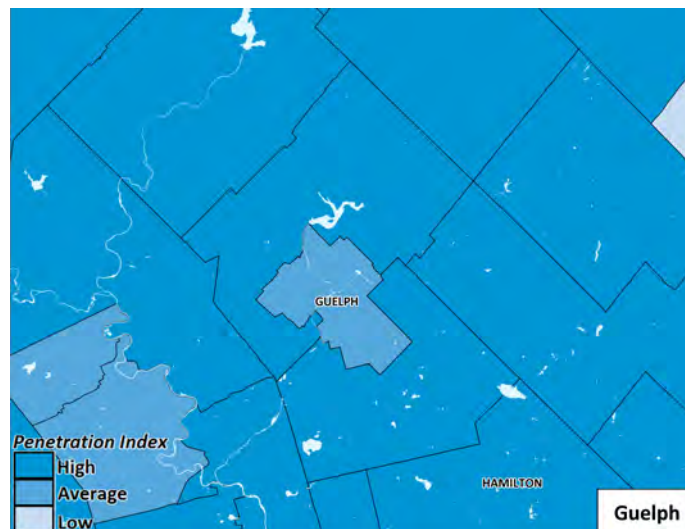
CULTURAL DIVERSITY INDEX:

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



WEALTHY, ESTABLISHED CITY DWELLERS

WHO THEY ARE

Educated, wealthy and overwhelmingly urban, Arts & Affluence stands apart from the large number of city lifestyles. Concentrated in only two cities—Toronto and Montreal—this segment consists of a mix of larger families and older couples and singles in neighbourhoods such as Forest Hill and Casa Loma in Toronto and Côte-Saint-Luc in Montreal. Many of these areas contain first- and second-generation Canadian Jews—the segment is nearly a third Jewish—who live in elegant condos, semi-detached houses and high-rise apartments. Exhibiting a cultured sensibility, they have high rates for attending nearly every form of art and performance: opera, ballet, symphony, art galleries, film festivals and museums. With lofty incomes topping \$180,000, Arts & Affluence members have achieved success through a mix of education (more than half hold a university degree) and professional achievement (typically in management, education, the arts and sciences). These metro households are well travelled, frequently flying to various sunny destinations, major cities in the northeastern U.S., Europe and Israel. But they are also fiscally conservative and invest in bonds, GICs and mutual funds all at high rates.

Arts & Affluence members enjoy a leisure-intensive lifestyle. They enjoy cruises and resort vacations, often dine at formal restaurants and do yoga and Pilates. Unsurprisingly then, their favourite retail stores include chains that offer athletic apparel, jewellery and high-end fashion. Reflecting this segment's older-than-average maintainers, they enjoy traditional media, watching various sports programs as well as reading a variety of newspapers and magazines that cover art, business, entertainment and fashion. But because many households are filled with teenagers and older children, they're also current with digital media. They go online to read newspapers, access restaurant reviews and buy books and financial products. And they flaunt photos of their latest excursions and accomplishments of their children on Slideshare and Flickr.

HOW THEY THINK

Arts & Affluence residents are both comfortable and connected: their high *Community Involvement*, *Search for Roots* and *Ecological Concern* cause them to give generously of their time and money, both locally and internationally. Strong on *Personal Expression* and *Intuition & Impulse*, these Canadians make a habit of considering the feelings and perspectives of others and try to convey their ideas in an authentic way. They're upbeat about the future (*Personal Optimism*) and are fascinated by the possibilities offered by modern technology (*Enthusiasm for Technology*). In their search for new experiences and ways to make life richer and more exciting, they often look to other cultures: they demonstrate a *Penchant for Risk* and enjoy *Culture Sampling*. They tend to be concerned about the image that they project (*Concern for Appearance*) and demonstrate their social status through *Ostentatious Consumption* and their well-maintained homes (*Status via Home*). As consumers, Arts & Affluence members enjoy acquiring new things, especially products that are unique and beautifully made, in the *Pursuit of Originality*. They appreciate marketing that emphasizes home and community but also reflects their energy and global outlook.

POPULATION:

301,753
(0.83% of Canada)

HOUSEHOLDS:

113,519
(0.78% of Canada)

AVERAGE HOUSEHOLD INCOME:

\$181,394

HOUSE TENURE:

Own & Rent

EDUCATION:

University

OCCUPATION:

White Collar

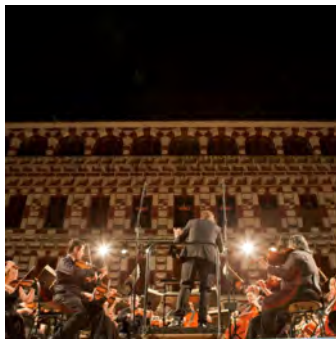
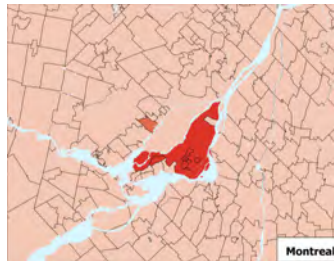
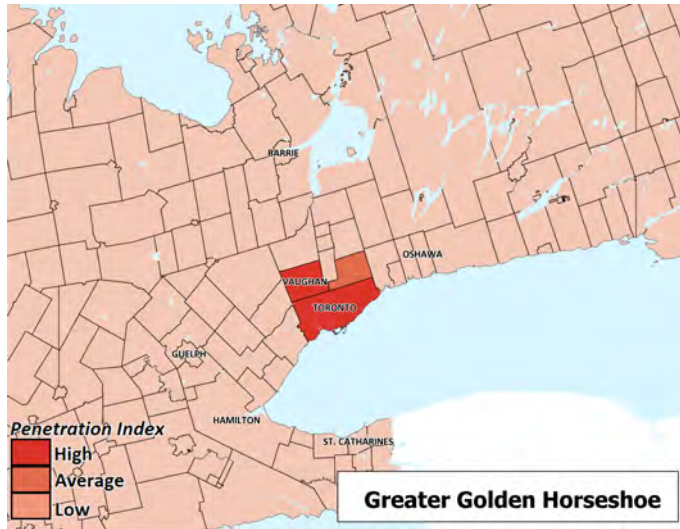
CULTURAL DIVERSITY INDEX:

Medium

SAMPLE SOCIAL VALUE:

Pursuit of Originality

WHERE THEY LIVE



HOW THEY LIVE



LEISURE

yoga
downhill skiing
symphony
museums



TRADITIONAL MEDIA

TV stand-up comedy
TV basketball
jazz radio
Canadian House and Home



FOOD/DRINK

cream cheese
soy-based food
microbrewery/craft beer
gourmet frozen pizza



AUTOMOTIVE

BMW
Nissan/Infiniti
subcompact vehicles
2013 model year



SHOPPING

Hudson's Bay
Mountain Equipment Co-op
Harry Rosen
online beauty and cosmetics



DIGITAL MEDIA

email on mobile phone
purchase event tickets online
LinkedIn
consult consumer reviews



FINANCIAL

RRIFs
full-service investment broker
GICs
Hudson's Bay credit cards



ATTITUDES

"I am willing to pay more for brand-name products"

"I am interested in learning about different cultures"

"To look good is important"

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

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

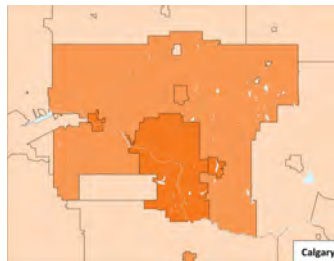
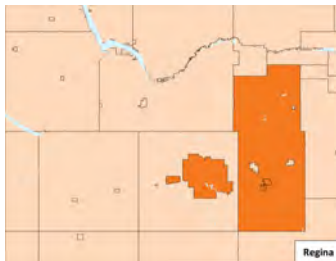
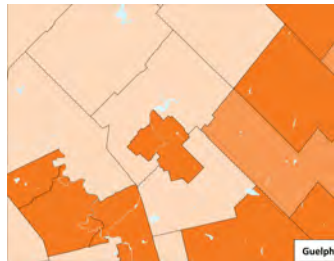
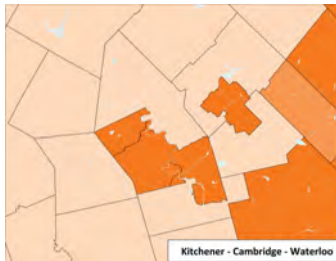
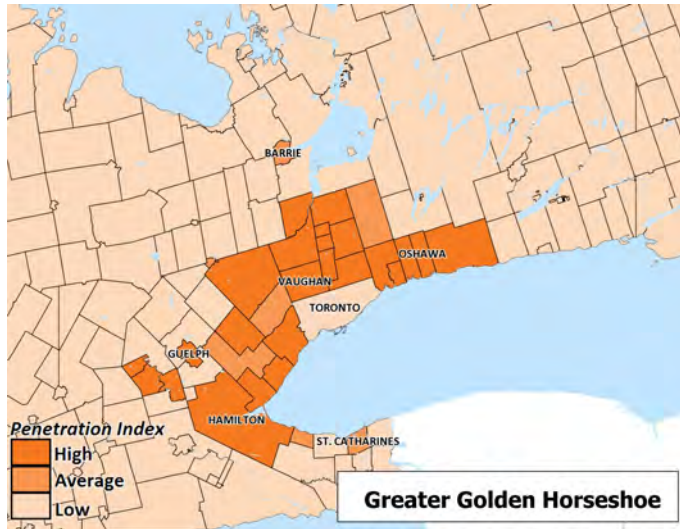
One of the wealthiest suburban lifestyles, Kids & Careers is known for its sprawling families—more than 40 percent include four or more people—living in the nation's second-tier cities. Parents are middle-aged, children are between 10 and 25 years old, and 85 percent live in single-family homes—typically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



VERY WEALTHY, MIDDLE-AGED AND OLDER FAMILIES AND COUPLES

WHO THEY ARE

Canada's wealthiest lifestyle has changed little over the years. Cosmopolitan Elite remains a haven for both new-money entrepreneurs and heirs to old-money fortunes. With household incomes more than five times the national average, this segment is concentrated in a handful of exclusive neighbourhoods—like Toronto's Bridle Path, Montreal's Westmount, Calgary's Elbow Park and Vancouver's Granville. Here, affluent, middle-aged families and older couples live in million-dollar homes, drive luxury imports and send their kids to private schools. Most live within an easy commute to their executive jobs in management, finance and the sciences, as well as to downtown arts and entertainment venues; they're big supporters of the opera, ballet, symphony and theatre. As the most educated of lifestyle types—more than half the populace hold university degrees—members of Cosmopolitan Elite broaden their horizons by travelling internationally, especially to Asia, the United Kingdom and Europe. But they also express Concern for Appearance among their strongest Social Values, and many enjoy spa resorts, skiing vacations and luxury cruises.

Though it has grown in population over the last decade, Cosmopolitan Elite is still one of the smallest lifestyle types, representing less than 1 percent of Canada's households. But what it lacks in size it more than makes up for in affluence. With their fitness club memberships, average household incomes around \$475,000 funding hefty stock portfolios, and university educations, they are the epitome of "healthy, wealthy and wise." And while they have above-average rates for buying technology, they have only recently begun moving towards a more digital world, using LinkedIn and frequenting news websites to supplement their preference for traditional media. Residents subscribe to print newspapers, read financial and home décor magazines, and watch CNN and The Movie Network. Rich and cultured, they respond to messages that appeal to their sense of aesthetics—whether the product is practical or not.

HOW THEY THINK

Residents of Cosmopolitan Elite are strong on two complementary values: their *Personal Control* no doubt contributes to their perseverance in achieving wealth and status; their *Adaptability to Complexity* reflects their ability to cope with the uncertainties of life—perhaps even profit from them. They like to exercise their *Personal Creativity* and make an *Effort Toward Health*. They see themselves as active members of their local communities—they are strong on *Community Involvement*—as well as citizens of the world (*Global Consciousness*). Many believe in a personal *Spiritual Quest* as well as *Religiosity*, and the segment's older population may account for their interest in *Legacy*. But these members are hardly old fashioned: they score high for *Equal Relationship with Youth*. On the whole, members of this segment embrace the lives they have chosen and their rewards. They appreciate marketing efforts that appeal to their *Concern for Appearance* and *Status via Home*, viewing a beautiful home as an extension of themselves.

POPULATION:

253,994
(0.70% of Canada)

HOUSEHOLDS:

85,457
(0.59% of Canada)

AVERAGE HOUSEHOLD INCOME:

\$477,026

HOUSE TENURE:

Own

EDUCATION:

University

OCCUPATION:

White Collar

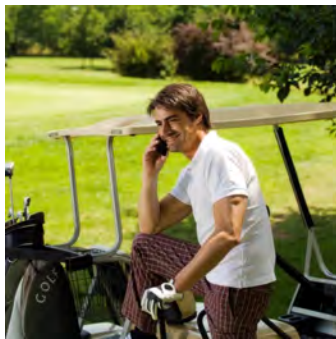
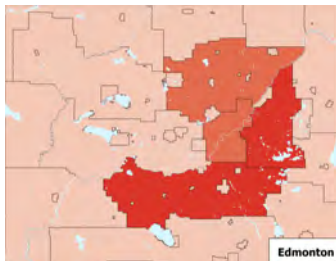
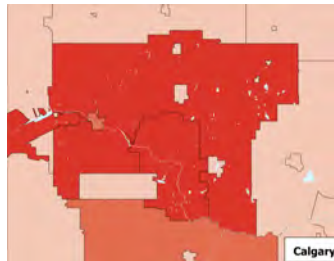
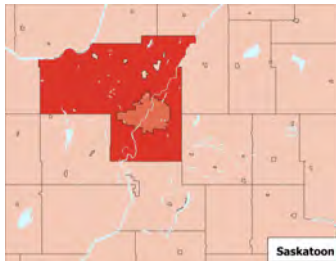
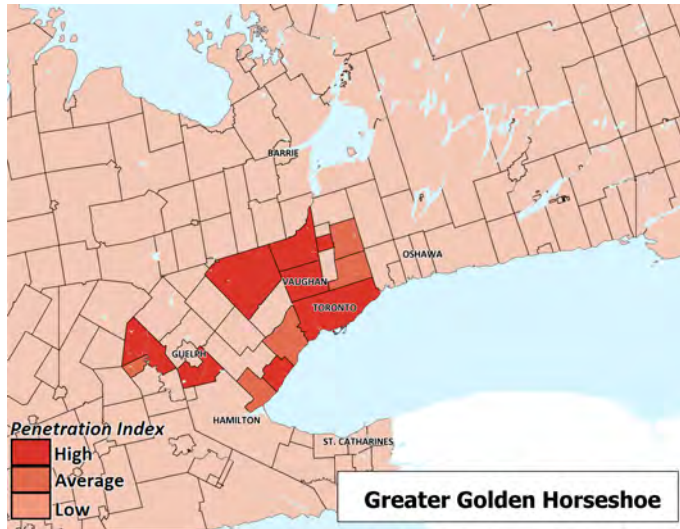
CULTURAL DIVERSITY INDEX:

Medium

SAMPLE SOCIAL VALUE:

Emotional Control

WHERE THEY LIVE



HOW THEY LIVE



LEISURE

golf
racquet sports
theatre
garden shows



TRADITIONAL MEDIA

technology magazines
TV tennis
radio talk shows
The Globe and Mail



FOOD/DRINK

soft cheese
organic meat
white wine
Diet Coke



AUTOMOTIVE

Mercedes-Benz
BMW
sport utility vehicles
auto club service



SHOPPING

\$1,000+ on online travel
books
Apple stores
Holt Renfrew



DIGITAL MEDIA

read online newspapers
frequent online purchases
LinkedIn
Instagram



FINANCIAL

stocks
online trading
vacation property
travel insurance



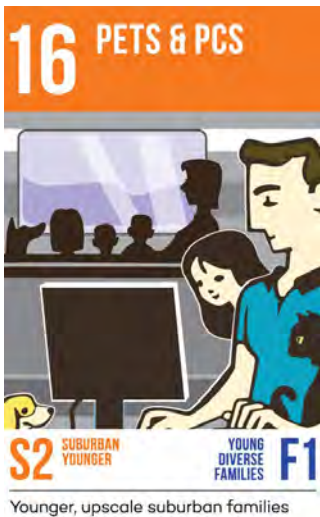
ATTITUDES

"I consider myself to be sophisticated"

"I feel that I am more a citizen of the world than a citizen of my country"

"I am willing to pay for technology products that save me time"

"I don't worry about having enough money when I retire"



YOUNGER, UPSCALE SUBURBAN FAMILIES

WHO THEY ARE

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

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

HOW THEY THINK

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

POPULATION:

1,249,132
(3.45% of Canada)

HOUSEHOLDS:

413,503
(2.85% of Canada)

AVERAGE HOUSEHOLD INCOME:

\$137,742

HOUSE TENURE:

Own

EDUCATION:

University/College

OCCUPATION:

Mixed

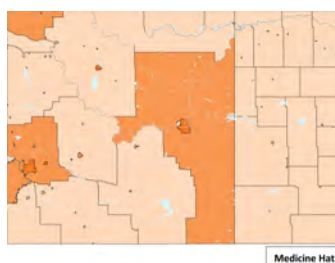
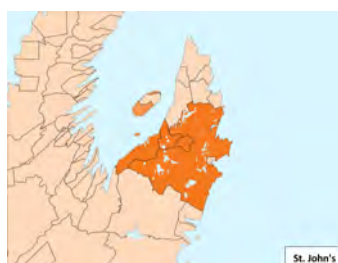
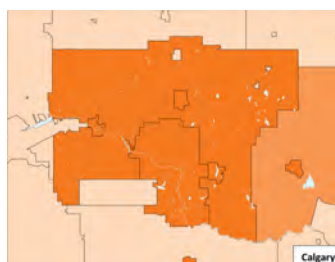
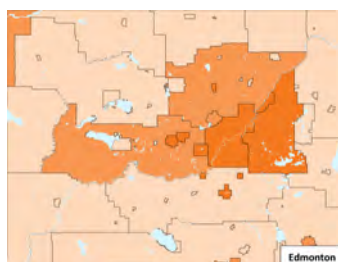
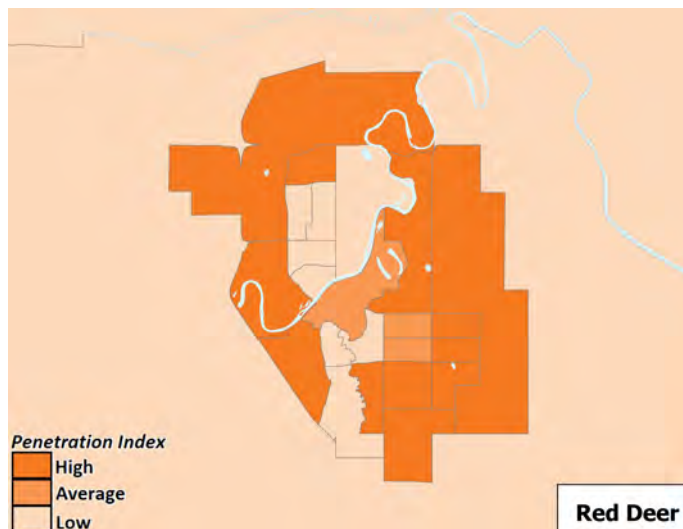
CULTURAL DIVERSITY INDEX:

Medium

SAMPLE SOCIAL VALUE:

Saving on Principle

WHERE THEY LIVE



HOW THEY LIVE



LEISURE

movies
bowling
zoos
soccer



SHOPPING

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



DIGITAL MEDIA

Instagram
LinkedIn
purchase group deals
real estate sites



TRADITIONAL MEDIA

Treehouse TV
YTV
People
baby and parenting
magazines



FINANCIAL

mortgages
automobile loans
buying financial products
online
RESPs



FOOD/DRINK

granola bars
oat-based cereal
processed cheese
protein drinks



ATTITUDES

"Teenagers should have the same freedom as adults"

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

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

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



AUTOMOTIVE

Nissan
Honda
midsize SUVs
own or lease 3+ vehicles



**Report 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

