



# **Research Measurement Project**

Prepared for: York 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 York



**Report 1: Executive Summary**  
**October - December 2019 Postal Codes**



## Demographic Snapshot



### 51 Years

Median age of Households maintainer (95)



### 51.4%

Couples with Children at Home (**113**)



### 68%

Of Visitors travelled within 40 Km



### \$139,025

Average Household Income (**127**)



### 44.5%

Are Visible Minority Presence (**135**)



### 3 People+

45.7% of HHs have 3 or more people at Home (**111**)



### 40%

Born outside of Canada (**132**)



### 13.1%

Work in Sales & Service (95) & 11.7% in Business/Finance industry (**122**)



## Top Ten Forward Sortation Areas (FSAs)

Name	Count
L4J (Thornhill, ON)	198
L4G (Aurora, ON)	185
M6S (Toronto, ON)	152
M5M (Toronto, ON)	134
L4A (Stouffville, ON)	126
L6A (Vaughan, ON)	126
L3T (Thornhill, ON)	122
L4P (Keswick, ON)	116
L4C (Richmond Hill, ON)	115
LOG (Tottenham, ON)	105

## Top Ten Cities/Towns

Name	Count
Toronto, ON (C)	3,905
Vaughan, ON (CY)	500
Markham, ON (CY)	497
Mississauga, ON (CY)	393
Richmond Hill, ON (T)	293
Oakville, ON (T)	231
Hamilton, ON (C)	226
Aurora, ON (T)	185
Georgina, ON (T)	182
Burlington, ON (CY)	159



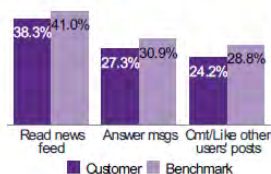
## Social Media Highlights



### FACEBOOK

76.0% currently use  
Index: 98

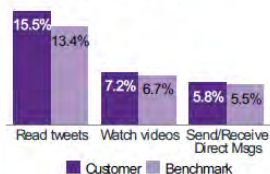
#### Top Activities (Daily)



### TWITTER

35.1% currently use  
Index: **111**

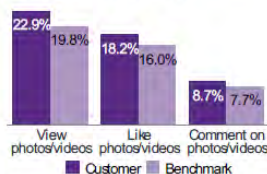
#### Top Activities (Daily)



### INSTAGRAM

41.8% currently use  
Index: **111**

#### Top Activities (Daily)



### LINKEDIN

56.7% currently use  
Index: **118**

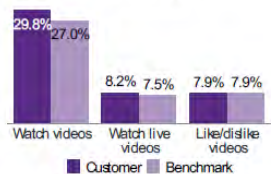
#### Top Activities (Weekly)



### YOUTUBE

74.7% currently use  
Index: **104**

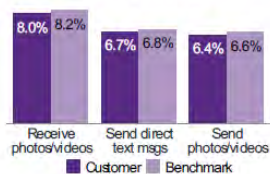
#### Top Activities (Daily)



### SNAPCHAT

15.6% currently use  
Index: 102

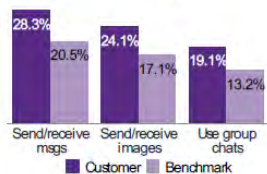
#### Top Activities (Weekly)



### WHATSAPP

49.5% currently use  
Index: **129**

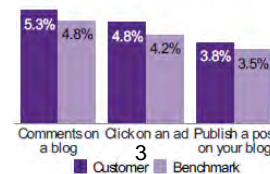
#### Top Activities (Daily)



### BLOGS

17.9% currently use  
Index: **120**

#### Top Activities (Monthly)



# Demographics | Population & Households



Customers: York Q3 2019 Postal Codes: Record Count

## MEDIAN MAINTAINER AGE

51

Index: 95

## MARITAL STATUS



60.4%

Index: 106

Married/Common-Law

## FAMILY STATUS\*

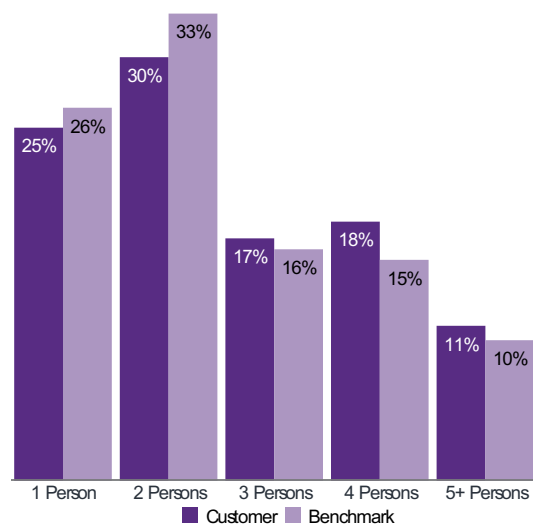


51.4%

Index: 113

Couples With Children At Home

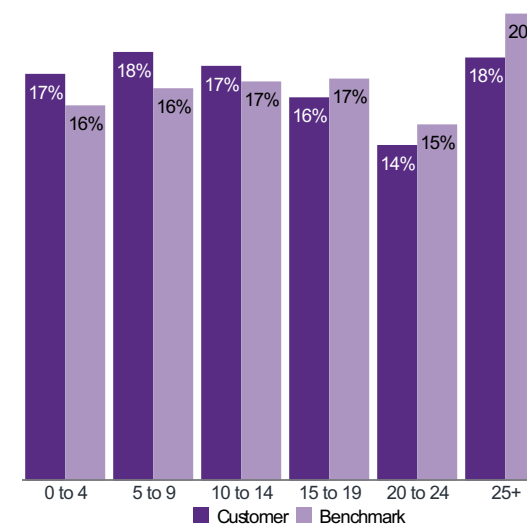
## HOUSEHOLD SIZE



## POPULATION BY AGE

	%	Index
0 to 4	5.6	110
5 to 9	5.8	113
10 to 14	5.7	107
15 to 19	5.4	98
20 to 24	6.2	92
25 to 29	7.1	96
30 to 34	7.5	107
35 to 39	7.7	115
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	5.7	87
65 to 69	4.7	87
70 to 74	4.0	89
75 to 79	2.7	87
80 to 84	1.9	88
85+	2.0	89

## AGE OF CHILDREN AT HOME



Benchmark: Ontario

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\*Chosen from index ranking with minimum 5% composition

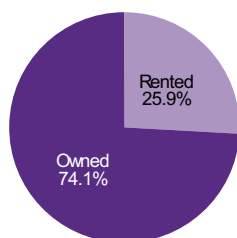
Index Colours:	<80	80 - 110	110+
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# Demographics | Housing & Income



Customers: York Q3 2019 Postal Codes: Record Count

## TENURE



## STRUCTURE TYPE



Houses

63.8%

Index: 93



Apartments

36.0%

Index: 116

## AGE OF HOUSING\*

3 - 8 Years Old

% Comp: 15.0 Index: 241

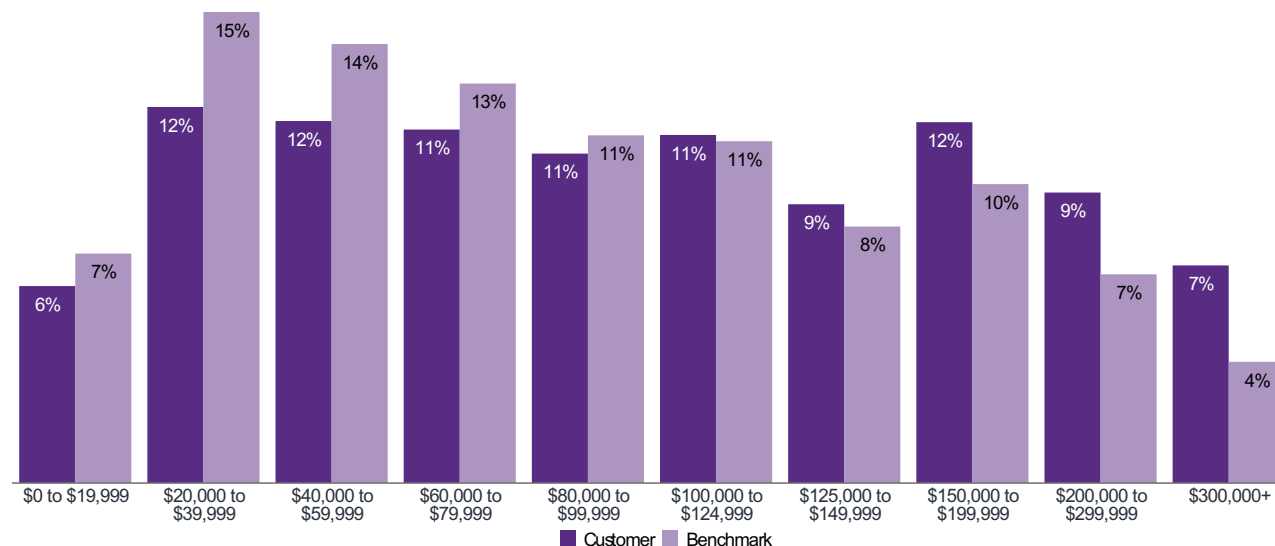
## AVERAGE HOUSEHOLD INCOME



\$139,025

Index: 127

## 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: York Q3 2019 Postal Codes: Record Count

## EDUCATION



39.2%  
Index: 141

University Degree

## LABOUR FORCE PARTICIPATION



65.2%  
Index: 106

Participation Rate

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



68.1%  
Index: 97

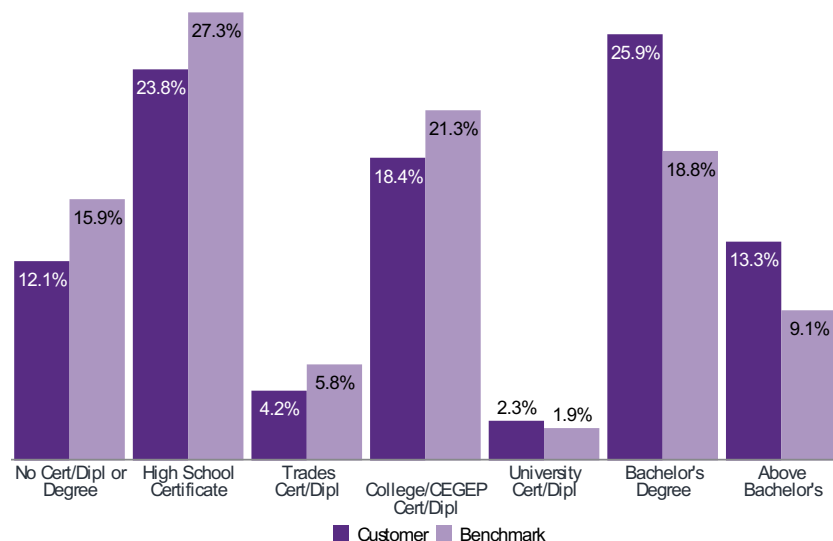
Travel to work by **Car (as Driver)**



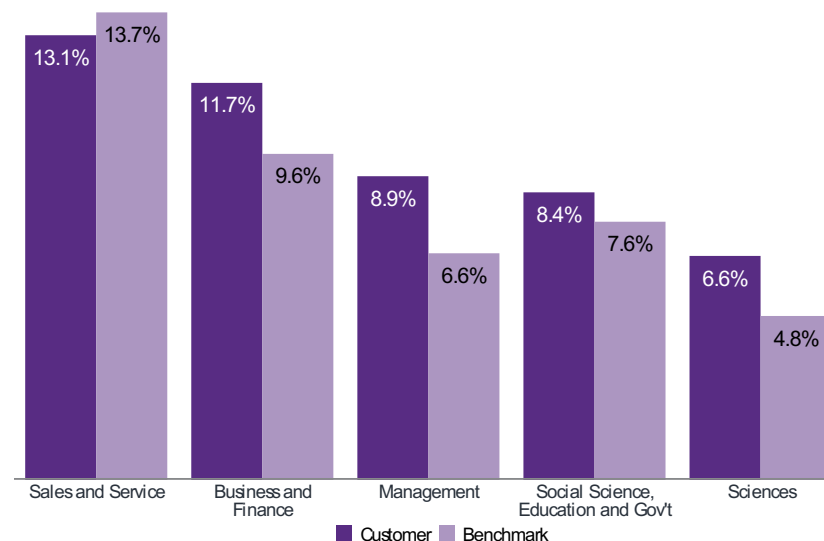
18.8%  
Index: 121

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: York Q3 2019 Postal Codes: Record Count

## VISIBLE MINORITY PRESENCE



44.5%

Index: 135

Belong to a visible minority group

## NON-OFFICIAL LANGUAGE



3.5%

Index: 142

No knowledge of English or French

## IMMIGRATION



39.9%

Index: 132

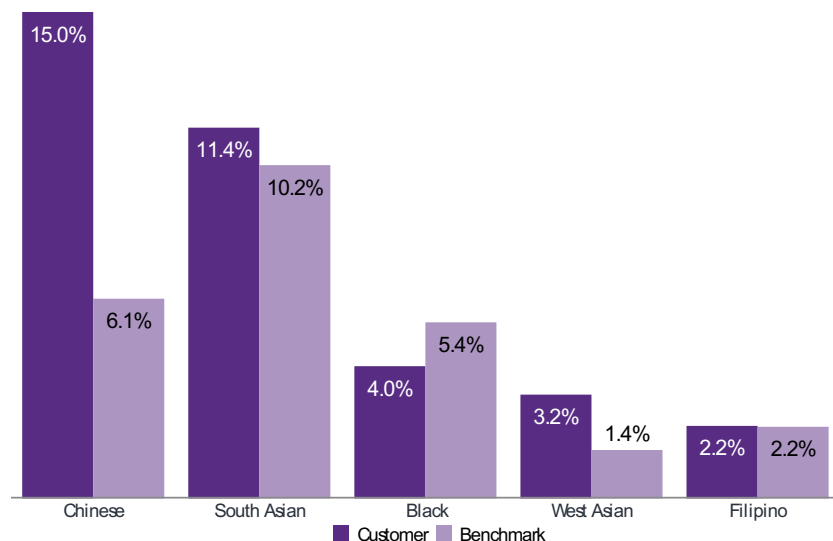
Born outside Canada

## PERIOD OF IMMIGRATION\*

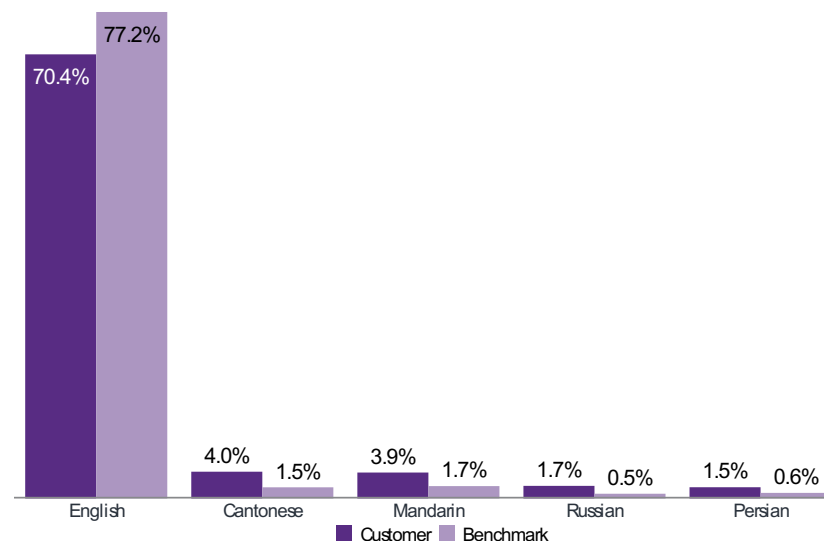
2017 To Present

% Comp: 7.5 Index: 147

## 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: York Q3 2019 Postal Codes: Record Count

## HOUSEHOLD CHARACTERISTICS

	%	Base %	Index
<b>Age of Household Maintainer</b>			
15 to 24	1.92	2.51	77
25 to 34	15.30	14.36	107
35 to 44	20.82	17.28	120
45 to 54	20.98	19.23	109
55 to 64	18.54	20.55	90
65 to 74	12.76	14.85	86
75 or Older	9.68	11.22	86
<b>Size of Household</b>			
1 Person	24.66	26.06	95
2 Persons	29.61	32.67	91
3 Persons	16.90	16.13	105
4 Persons	18.07	15.39	117
5 or More Persons	10.76	9.75	110
<b>Household Type</b>			
Total Family Households	71.78	69.87	103
One-Family Households	68.53	67.19	102
Multiple-Family Households	3.25	2.67	122
Non-Family Households	28.22	30.13	94
One-Person Households	24.75	26.15	95
Two-Or-More-Person Households	3.46	3.98	87
<b>Marital Status</b>			
Married Or Living With A Common-Law Partner	60.36	57.19	106
Single (Never Legally Married)	26.51	27.63	96
Separated	2.75	3.35	82
Divorced	5.39	5.98	90
Widowed	5.00	5.86	85
<b>Children at Home</b>			
Percent: Households with Children at Home	47.10	43.89	107
<b>Age of Children at Home</b>			
0 to 4	17.00	15.68	108
5 to 9	17.92	16.40	109
10 to 14	17.34	16.69	104
15 to 19	16.02	16.81	95
20 to 24	14.02	14.88	94
25 and over	17.69	19.53	91

## DWELLING CHARACTERISTICS

	%	Base %	Index
<b>Housing Tenure</b>			
Owned	74.09	69.30	107
Rented	25.88	30.52	85
Band Housing	0.03	0.18	16
<b>Housing Type</b>			
Houses	63.84	68.33	93
Single-Detached House	46.61	53.59	87
Semi-Detached House	6.27	5.63	111
Row House	10.96	9.11	120
Apartments	36.02	31.18	116
High-rise (5+ Floors)	26.67	17.58	152
Low-rise (<5 Floors)	7.01	10.13	69
Detached Duplex	2.34	3.47	68
Other Dwelling Types	0.14	0.49	29
<b>Housing Period of Construction</b>			
Before 1961	15.72	23.90	66
1961 - 1980	16.38	27.49	60
1981 - 1990	9.13	12.80	71
1991 - 2000	11.34	11.81	96
2001 - 2005	11.45	7.27	158
2006 - 2010	16.14	6.76	239
2011 - 2016	14.97	6.21	241
After 2016	4.88	3.76	130

## INCOME, EDUCATION & EMPLOYMENT

	%	Base %	Index
<b>Household Income</b>			
Average Household Income	139,025.15	109,660.18	127
<b>Education</b>			
No Certificate, Diploma Or Degree	12.08	15.87	76
High School Certificate Or Equivalent	23.80	27.29	87
Apprenticeship Or Trades Cert/Dipl	4.16	5.77	72
College/CEGEP/Non-Uni Cert/Dipl	18.40	21.30	86
University Cert/Dipl Below Bachelor	2.33	1.88	124
University Degree	39.22	27.89	141
<b>Labour Force</b>			
In The Labour Force (15+)	65.17	61.67	106
<b>Labour Force by Occupation</b>			
Management	8.90	6.63	134
Business Finance Administration	11.66	9.56	122
Sciences	6.55	4.78	137
Health	3.93	4.03	97
Education, Gov't, Religion, Social	8.43	7.56	111
Art, Culture, Recreation, Sport	2.73	1.99	137
Sales and Service	13.06	13.74	95
Trades and Transport	5.89	7.94	74
Natural Resources and Agriculture	0.65	1.03	63
Manufacturing and Utilities	2.13	3.10	69
<b>Commuting</b>			
Car (As Driver)	68.10	70.42	97
Car (As Passenger)	5.28	6.04	87
Public Transit	18.79	15.50	121
Walk	5.27	5.50	96
Bicycle	1.47	1.39	106

## LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	%	Base %	Index
<b>Knowledge of Official Language</b>			
English Only	87.33	86.06	101
French Only	0.08	0.30	27
English And French	9.06	11.16	81
Neither English Nor French	3.54	2.49	142
<b>Immigration Status</b>			
Non-Immigrant Population	58.05	68.10	85
Born In Province of Residence	51.83	60.58	86
Born Outside Province of Residence	6.22	7.52	83
Immigrant Population	39.86	30.16	132
<b>Visible Minority Status</b>			
Total Visible Minorities	44.53	32.87	135
Chinese	14.98	6.12	245
South Asian	11.41	10.25	111
Black	4.04	5.39	75
Filipino	2.19	2.16	101
Latin American	1.74	1.62	107
Southeast Asian	1.12	1.04	107
Arab	1.56	1.87	84
West Asian	3.16	1.45	218
Korean	1.46	0.69	211
Japanese	0.30	0.21	145
<b>Mother Tongue*</b>			
English	56.41	66.01	85
French	1.52	3.83	40
Total Non-Official	38.78	27.35	142
Cantonese	5.41	2.04	265
Mandarin	5.23	2.23	235
Russian	2.75	0.77	357
Persian	2.44	0.99	246
Italian	2.20	1.65	134
Spanish	1.67	1.48	113
Tamil	1.51	0.90	167
Tagalog	1.29	1.31	98
Urdu	1.20	1.20	99
Arabic	1.16	1.45	80

Benchmark: Ontario

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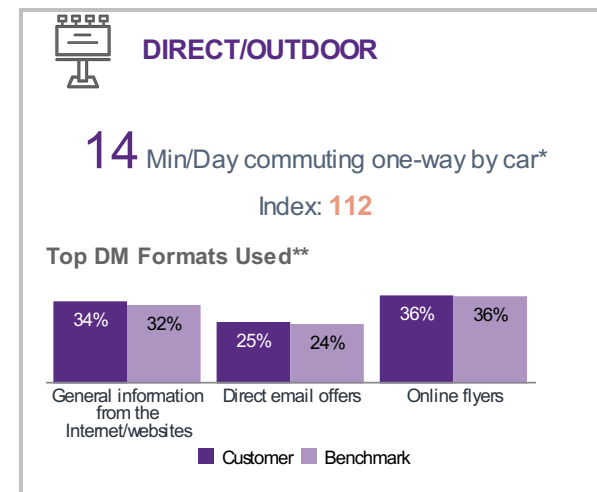
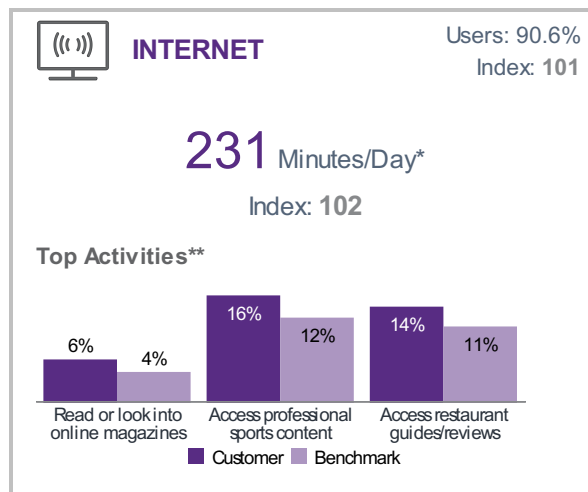
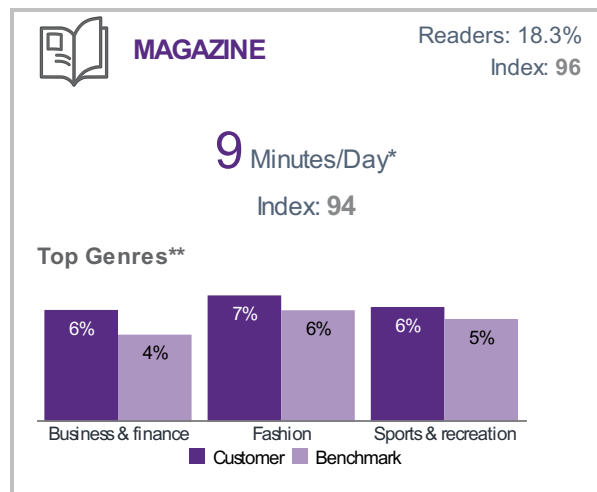
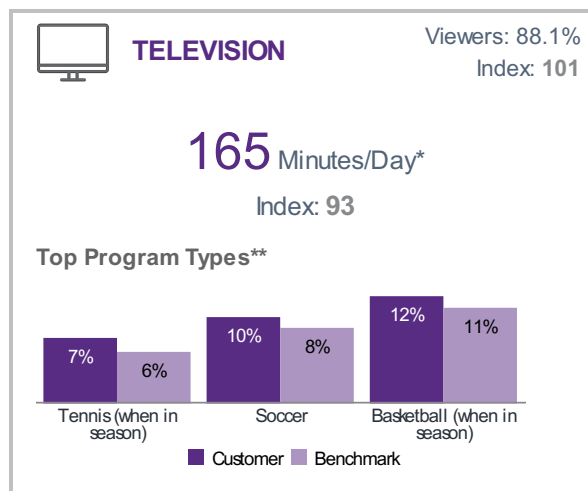
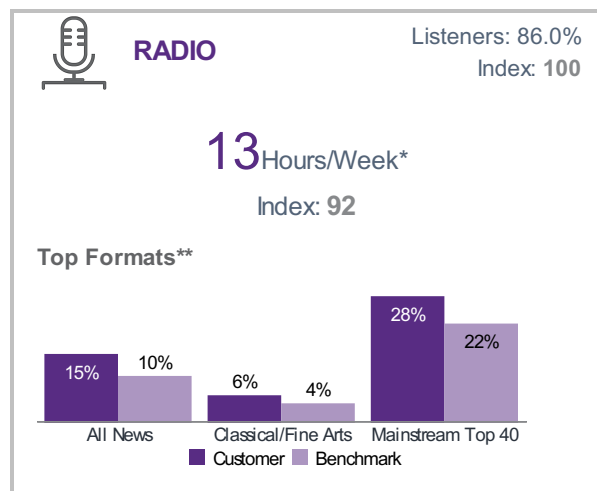
\*Displaying top 10 non-official Mother Tongue language variables by percent composition

Index Colours: <80 80 - 110 110+

# Behavioural | Media Overview



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

## Top Shows & Exhibitions

Auto shows



5.8%

Index: 100

Home shows



6.0%

Index: 99

Craft shows



6.8%

Index: 77

## Top Local Attractions & Destinations

Film festivals



6.0%

Index: 134

Other leisure activities



42.3%

Index: 120

Ballet/opera/symphony



10.7%

Index: 116

Theme parks



21.1%

Index: 109

## Top Professional Sports

Basketball



13.2%

Index: 138

Soccer



9.4%

Index: 119

Horse racing



5.1%

Index: 115

Baseball



27.7%

Index: 112

## Top Concert & Theatre Venues

Concerts - Arenas



35.9%

Index: 108

Concerts - Theatres/halls



24.3%

Index: 106

Theatre - Other venues



7.2%

Index: 106

Theatre - Major theatres



26.3%

Index: 105

Benchmark: Ontario

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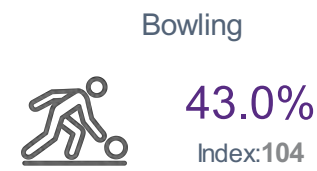
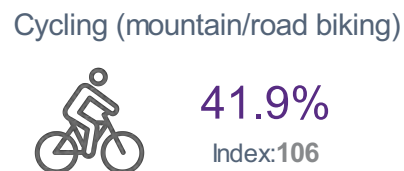
Index Colours: <80 80 - 110 110+

# Behavioural | Sports & Leisure Overview - Participate

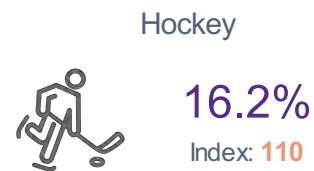
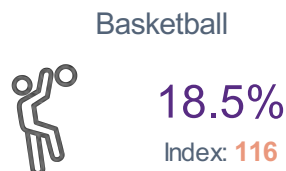


Customers: York Q3 2019 Postal Codes: Record Count

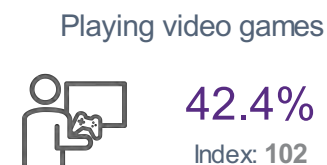
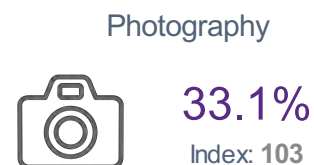
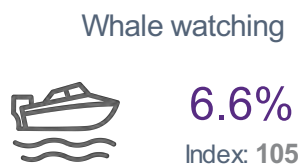
## Top Individual Sports



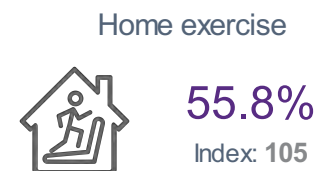
## Top Team Sports



## Top Activities



## Top Fitness



Benchmark: Ontario

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\*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 111+

Customers: York Q3 2019 Postal Codes: Record Count

## TELEVISION

	%	Base %	Index
<b>Viewership</b>			
Heavy	12.05	15.93	76
Medium/Heavy	16.30	16.20	101
Medium	18.71	17.46	107
Medium/Light	19.68	18.30	108
Light	21.31	19.39	110
<b>Top Program Types (Watch in Typical Week)*</b>			
Tennis (when in season)	7.34	5.73	128
Soccer	9.73	8.49	115
Basketball (when in season)	12.13	10.80	112
Children's programs	7.75	7.13	109
Late night talk shows	10.14	9.27	109
Baseball (when in season)	21.19	20.26	105
Sci-Fi/fantasy/comic book shows	13.02	12.39	105
Cooking programs	23.93	23.09	104
Hockey (when in season)	26.18	25.74	102
Morning local news	20.14	19.84	102
Cartoons	9.79	9.73	101
Reality shows	16.01	16.20	99
Situation comedies	26.61	26.87	99
Evening local news	35.67	36.53	98
Home renovation/decoration shows	26.18	26.64	98

## RADIO

	%	Base %	Index
<b>Listenership</b>			
Heavy	17.63	20.79	85
Medium/Heavy	20.53	20.71	99
Medium	21.07	19.35	109
Medium/Light	21.55	20.42	106
Light	19.22	18.72	103
<b>Top Formats (Weekly Reach)*</b>			
All News	15.01	10.09	149
Classical/Fine Arts	5.76	3.96	146
Mainstream Top 40/CHR	27.93	21.80	128
Sports	6.22	5.08	123
Modern/Alternative Rock	11.19	9.20	122
Multi/Variety/Specialty	10.47	8.67	121
Classic Hits	18.16	17.38	104
Hot Adult Contemporary	16.20	16.12	101
News/Talk	21.66	21.72	100
Adult Contemporary	14.36	16.33	88
Mainstream Rock	6.59	7.59	87
Not Classified	5.88	8.90	66
Today's Country	7.02	12.03	58

## NEWSPAPERS

	%	Base %	Index
<b>Readership - Dailies</b>			
Heavy	5.89	6.03	98
Medium/Heavy	5.64	5.85	96
Medium	5.69	5.62	101
Medium/Light	5.70	5.87	97
Light	4.70	5.67	83
<b>Section Read - Dailies*</b>			
Business & financial	34.88	32.37	108
Computer/high tech	16.48	15.31	108
Fashion/lifestyle	24.81	23.01	108
Food	34.29	32.93	104
New homes section	17.80	17.14	104
Movie & entertainment	38.57	37.56	103
Sports	30.09	29.82	101
Travel	31.71	31.38	101
Health	36.03	35.97	100
National news	54.45	54.69	100
<b>Readership - Community Papers</b>			
Heavy	6.53	8.75	75
Medium/Heavy	6.42	6.89	93
Medium	6.64	7.65	87
Medium/Light	7.33	7.63	96
Light	7.59	7.74	98

## INTERNET

	%	Base %	Index
<b>Usage</b>			
Heavy	19.86	19.85	100
Medium/Heavy	19.74	19.27	102
Medium	19.55	18.18	108
Medium/Light	16.87	16.84	100
Light	14.63	15.37	95
<b>Online Social Networks (Used in Past Month)</b>			
LinkedIn	18.24	15.27	119
Tumblr	3.31	2.83	117
Twitter	17.92	15.95	112
Online/Internet dating sites	2.80	2.57	109
Instagram	29.10	26.96	108
YouTube	44.10	42.12	105
Video/photo sharing	1.54	1.50	103
Snapchat	15.18	15.07	101
Pinterest	15.61	15.74	99
Facebook	51.33	53.69	96
Google+	21.21	22.45	94
<b>Top Activities (Past Week)</b>			
Read or look into online magazines	6.21	4.35	143
Access professional sports content	15.79	12.47	127
Access restaurant guides/reviews	14.11	11.15	127
Read or look into online newspapers	14.03	11.01	127
Download any video content (free or paid)	13.43	10.90	123
Consult consumer reviews	22.43	18.27	123
Listen to a podcast	10.04	8.22	122
Purchase products or services	23.26	19.38	120
Share/refer/link friends to a website or an article	22.19	18.68	119
Access travel content	10.46	8.98	117
Download music/MP3 files (free or paid)	14.26	12.31	116
Receive store offers by SMS	5.87	5.06	116
Access a TV station's website	6.57	5.66	116
Watch a subscription-based video service (e.g. Netflix)	31.43	27.45	115
Listen to Internet-only music service (e.g. Spotify)	15.07	13.19	114

## DIRECT

	%	Base %	Index
<b>Used in Shopping</b>			
General information from the Internet/websites	33.82	32.28	105
Direct email offers	25.14	24.30	103
Online flyers	36.31	35.96	101
Coupons	35.45	35.28	100
Local store catalogues	22.43	23.32	96
Flyers inserted into a daily newspaper	20.68	21.83	95
Flyers delivered to the door or in the mail	41.51	44.88	92
Flyers inserted into a community newspaper	36.67	39.97	92
Mail order	6.62	7.55	88
Yellow Pages (print or online)	3.86	4.69	82
<b>Opinion of Flyers to Door/By Mail</b>			
Very unfavourable	24.74	22.73	109
Somewhat favourable	35.04	35.09	100
Somewhat unfavourable	20.05	19.98	100
Very favourable	20.16	22.20	91

## MAGAZINES

	%	Base %	Index
<b>Readership</b>			
Heavy	3.63	3.75	97
Medium/Heavy	3.87	3.72	104
Medium	3.32	3.71	90
Medium/Light	3.56	3.92	91
Light	3.92	4.03	97
<b>Top Magazine Types*</b>			
Business & finance	5.77	4.47	129
Fashion	6.53	5.75	114
Sports & recreation	5.91	5.29	112
Travel & tourism	7.41	6.84	108
Women's	6.29	6.03	104
News & current affairs	8.28	8.14	102
Health/fitness	6.98	6.97	100
Food & beverage	11.67	11.76	99
Gardening & homes	7.25	7.85	92
Home décor	5.39	5.89	91
Entertainment/celebrity	7.71	8.52	90

Benchmark: Ontario

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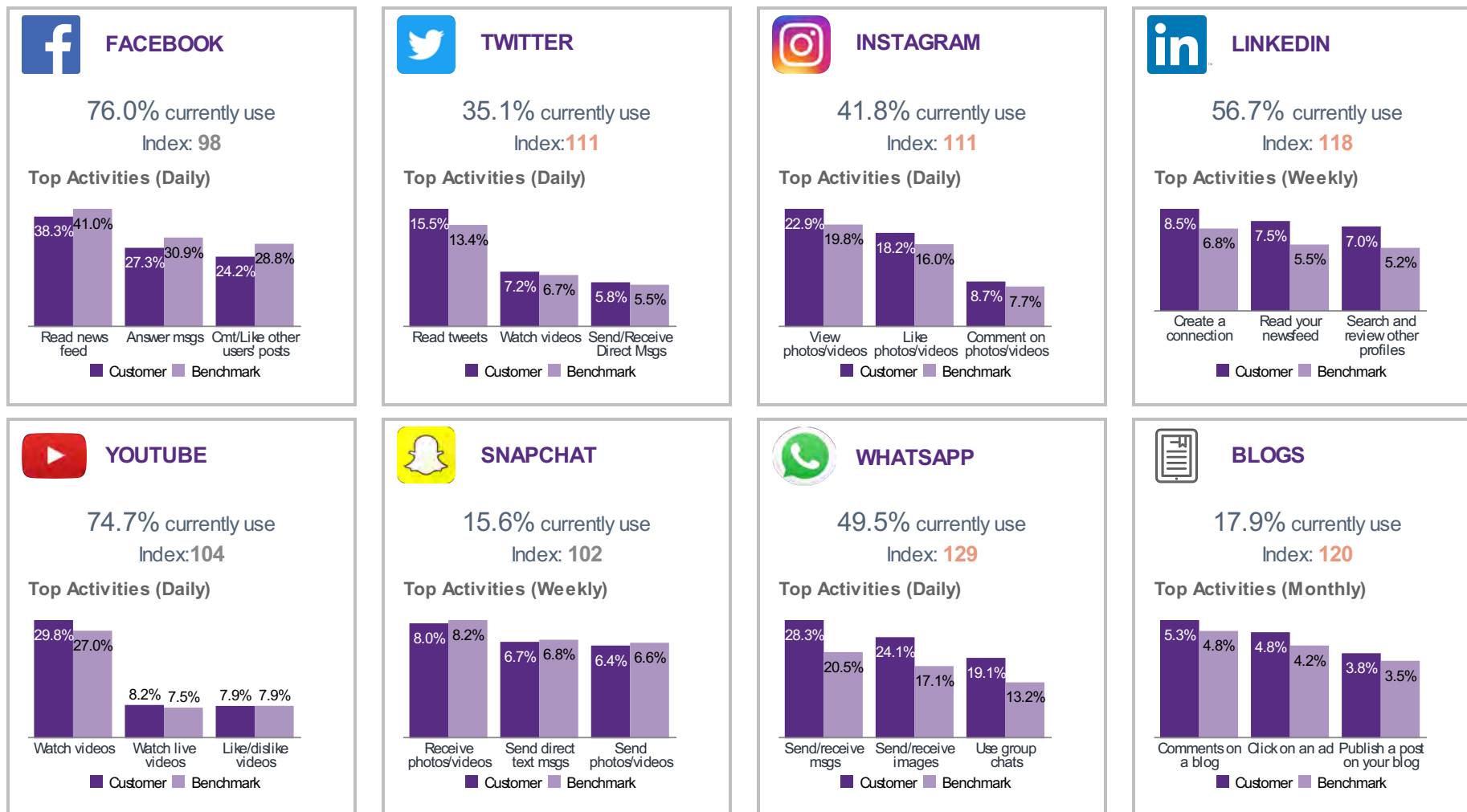
\*Chosen from index ranking with minimum 5% composition

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



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

## FRIENDS IN ALL SM NETWORKS



31.0%

Index: 89

0-49 friends

## FREQUENCY OF USE (DAILY)



54.1%

Index: 94

Facebook

## BRAND INTERACTION



36.8%

Index: 94

Like brand on Facebook

## NO. OF BRANDS INTERACTED

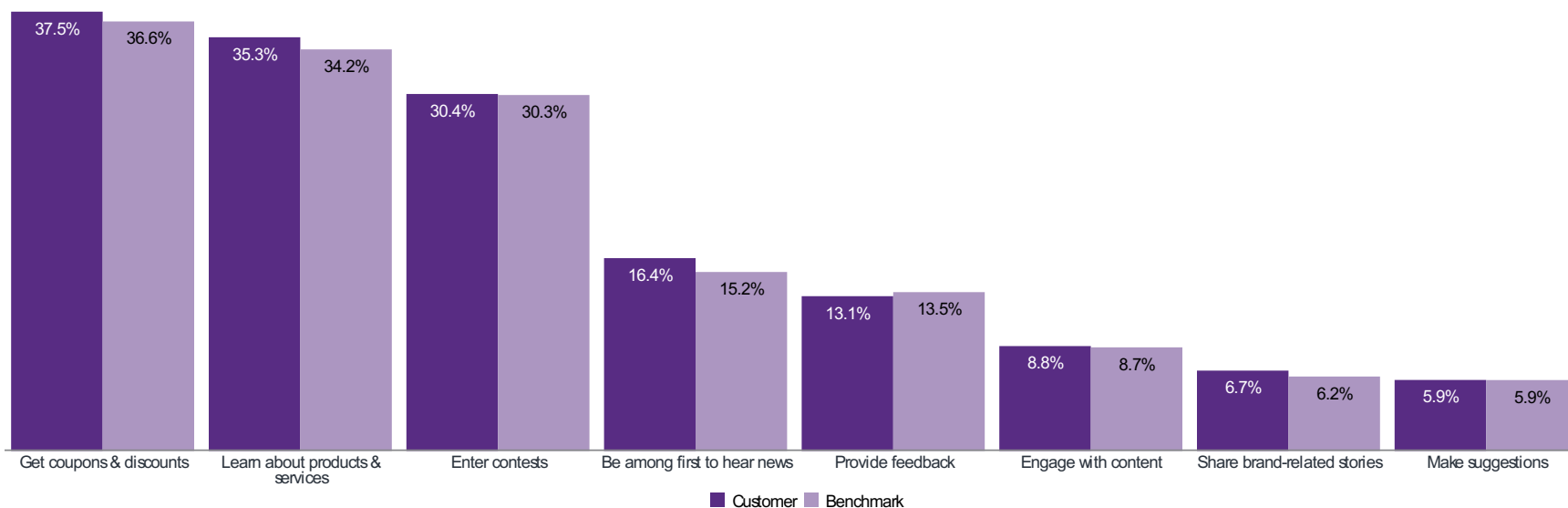


34.5%

Index: 103

2-5 brands

## REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Ontario

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Chosen and ranked by percent composition

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



Customers: York Q3 2019 Postal Codes: Record Count

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



13.4%

Index: 115

Vacation, travel-related



9.6%

Index: 108

Entertainment-related (i.e. movies)



9.3%

Index: 106

Big-ticket (i.e. appliances)

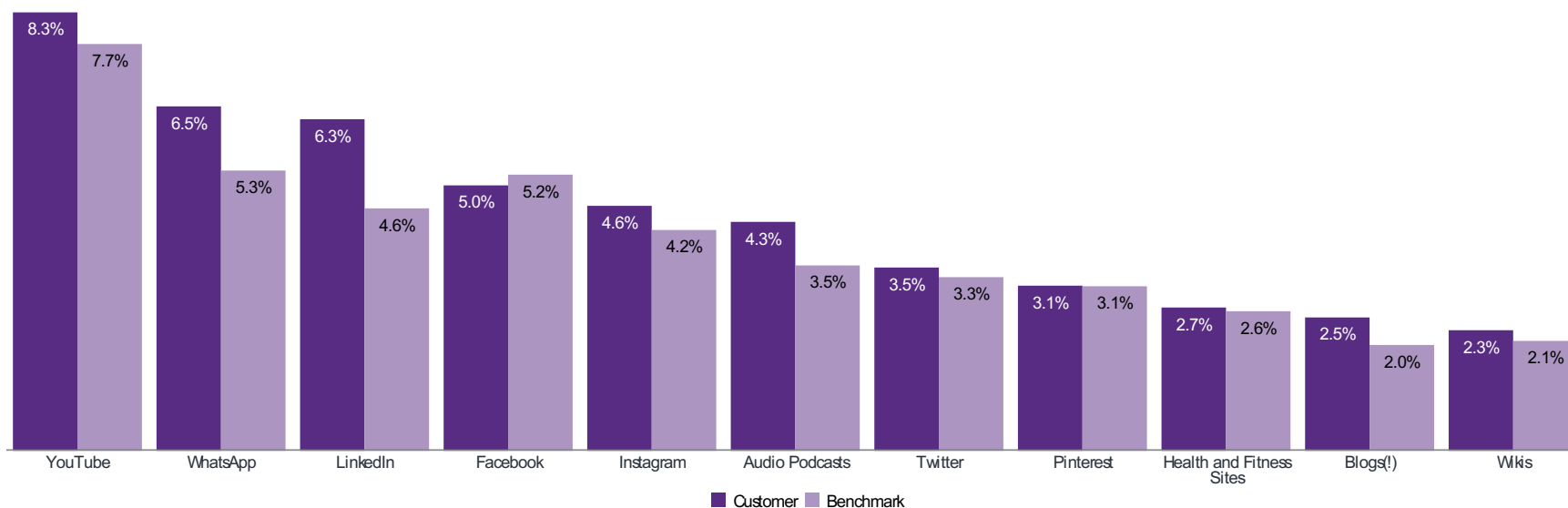


8.9%

Index: 114

Car, auto-related

## USAGE EXPECTATIONS (Increase in the next yr)



Benchmark: Ontario

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Chosen and ranked by percent composition

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

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

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



Customers: York Q3 2019 Postal Codes: Record Count



## DESCRIBES ME\*...

*Use SM to stay connected with personal contacts*

% Comp **46.5** Index **101**



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

% Comp **28.1** 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 **72.9** Index **99**



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

% Comp **11.5** Index **111**



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

% Comp **82.3** Index **98**



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

% Comp **23.4** Index **101**

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 **33.1%** of customers in Ontario



Rank: 1  
Customers: 815  
Customers %: 8.31  
% in Benchmark: 1.31  
Index: 635

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: 2  
Customers: 688  
Customers %: 7.01  
% in Benchmark: 1.03  
Index: 683

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: 3  
Customers: 641  
Customers %: 6.54  
% in Benchmark: 4.78  
Index: 137

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 snow boarding. 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: 4  
Customers: 595  
Customers %: 6.07  
% in Benchmark: 3.42  
Index: 177

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



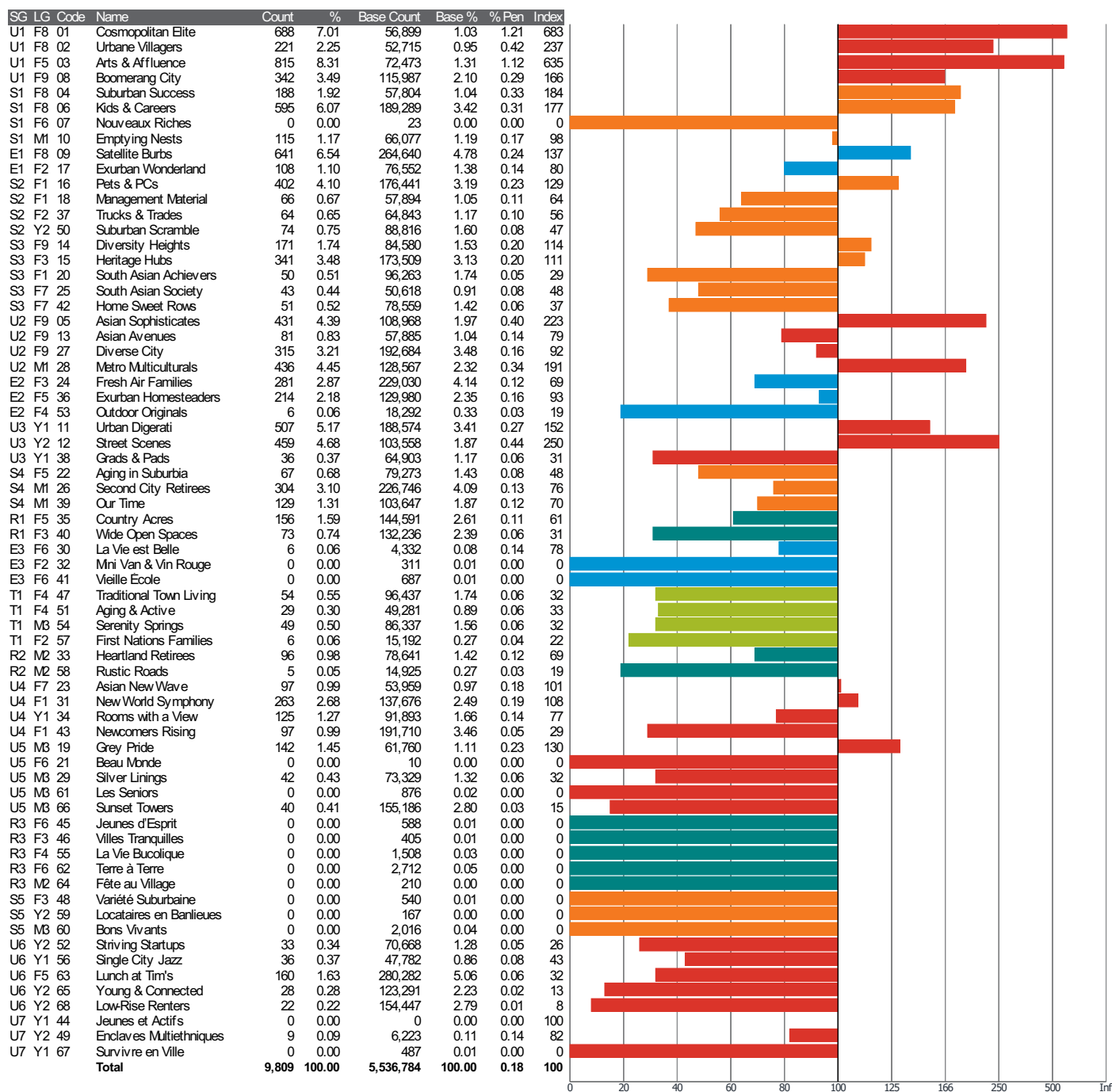
Rank: 5  
Customers: 507  
Customers %: 5.17  
% in Benchmark: 3.41  
Index: 152

The most urban of all the segments, Urban Digerati is a collection of younger, tech-savvy singles concentrated in the downtown apartment buildings of two cities: Toronto and Montreal. Reflecting two emerging demographic trends—the increasing urbanization of Canada and the growth of high-rise neighbourhoods—Urban Digerati offers residents a vibrant vertical world, with bedrooms in the clouds and a lively social scene on the ground. Upper-middle-income, highly educated and culturally diverse, Urban Digerati neighbourhoods are typically filled with recently built high-rise apartments and condos located near fitness clubs, clothing boutiques and all types of bars—from wine to coffee to microbrew. Because many residents have yet to start families, they have the time and discretionary income to pursue active social lives, going dancing and bar-hopping, and hitting film festivals and food and wine shows. And they like to look good while on the social scene, taking aerobics and Pilates classes and purchasing the latest fashions and electronics online. But they're not simply acquisitive materialists; many are globally conscious consumers who support the arts and are actively involved in their communities.

# PRIZM Profile | Customers

Customers: York Q3 2019 Postal Codes: Record Count

Total Customers :9,809



Benchmark: Ontario

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Customers: York Q3 2019 Postal Codes: Record Count



## Strong Values

	Index
Equal Relationship with Youth	111
Importance of Aesthetics	109
Need for Status Recognition	109
Brand Genuineness	108
Effort Toward Health	108
Global Consciousness	107
Advertising as Stimulus	107
Ostentatious Consumption	107
Attraction For Crowds	107
Sexual Permissiveness	107



## 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

	Index
Attraction to Nature	82
Utilitarian Consumerism	88
Confidence in Small Business	91
Fulfilment Through Work	91
Brand Apathy	92
Financial Concern Regarding the Future	92
Importance of Price	92
Technology Anxiety	92
Aversion to Complexity	92
Duty	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.

### Confidence in Small Business

Tendency to assume that small businesses are generally fair and ethical in their practices, committed to providing quality goods, and working in the public interest.

Benchmark: Ontario

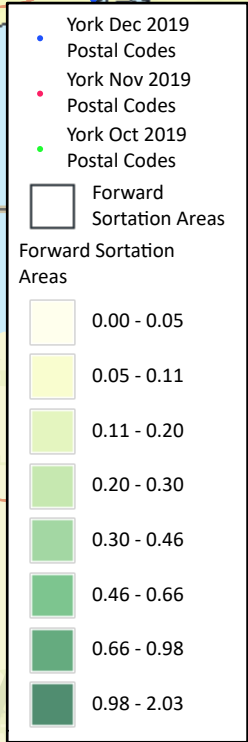
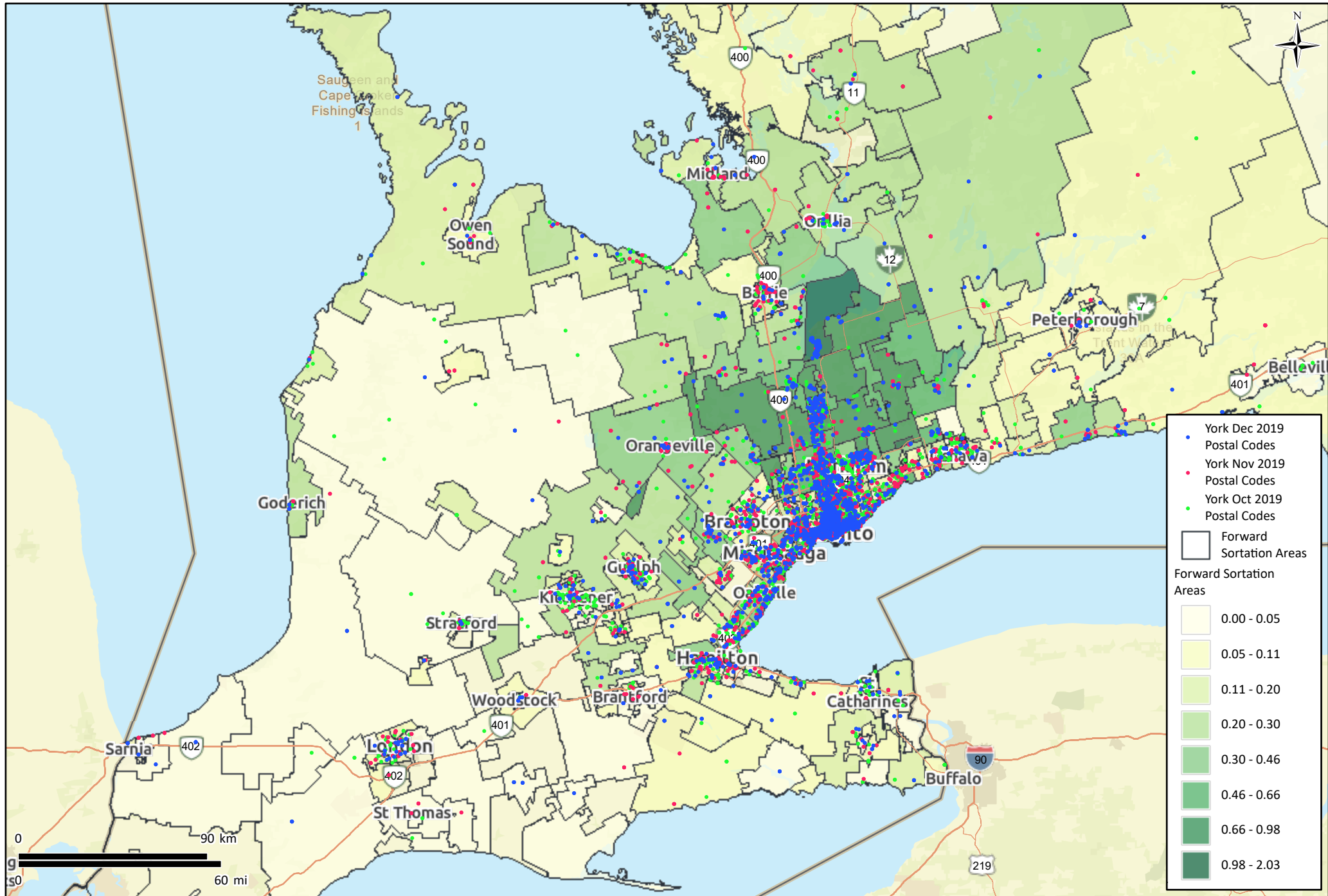
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Index Colours:	<80	80 - 110	110+
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**Report 2: Ranking Standard Areas (FSA)  
October - December 2019 Postal Codes**

# York Q3 2019 Postal Codes- Record Count (percent Penetration)





# Ranking Areas - Std. Geo. | Customers

Customer: York Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
L4J (Thornhill, ON)	L4J	198	1.92	27,884	0.19	0.71	1,025
L4G (Aurora, ON)	L4G	185	1.79	20,542	0.14	0.90	1,300
M6S (Toronto, ON)	M6S	152	1.47	15,555	0.10	0.98	1,411
M5M (Toronto, ON)	M5M	134	1.30	11,339	0.08	1.18	1,706
L4A (Stouffville, ON)	L4A	126	1.22	16,357	0.11	0.77	1,112
L6A (Vaughan, ON)	L6A	126	1.22	26,604	0.18	0.47	684
L3T (Thornhill, ON)	L3T	122	1.18	21,398	0.14	0.57	823
L4P (Keswick, ON)	L4P	116	1.12	11,085	0.07	1.05	1,511
L4C (Richmond Hill, ON)	L4C	115	1.11	27,340	0.18	0.42	607
L0G (Tottenham, ON)	L0G	105	1.02	15,288	0.10	0.69	992
L3P (Markham, ON)	L3P	102	0.99	13,345	0.09	0.76	1,104
M6P (Toronto, ON)	M6P	102	0.99	20,479	0.14	0.50	719
M5R (Toronto, ON)	M5R	101	0.98	17,114	0.12	0.59	852
M4K (Toronto, ON)	M4K	100	0.97	15,305	0.10	0.65	943
M2N (Willowdale, ON)	M2N	98	0.95	37,137	0.25	0.26	381
L3Y (Newmarket, ON)	L3Y	93	0.90	17,461	0.12	0.53	769
M4G (Toronto, ON)	M4G	91	0.88	7,917	0.05	1.15	1,660
M6B (Toronto, ON)	M6B	91	0.88	11,555	0.08	0.79	1,137
M4V (Toronto, ON)	M4V	90	0.87	10,932	0.07	0.82	1,189
M4S (Toronto, ON)	M4S	88	0.85	14,237	0.10	0.62	892
M9A (Etobicoke, ON)	M9A	87	0.84	16,399	0.11	0.53	766
L4E (Richmond Hill, ON)	L4E	80	0.78	16,101	0.11	0.50	717
M6C (Toronto, ON)	M6C	79	0.77	12,615	0.09	0.63	904
M4E (Toronto, ON)	M4E	78	0.76	11,550	0.08	0.68	975
M5N (Toronto, ON)	M5N	76	0.74	6,985	0.05	1.09	1,571
M5P (Toronto, ON)	M5P	75	0.73	9,157	0.06	0.82	1,183
L0E (Sutton West, ON)	L0E	74	0.72	8,707	0.06	0.85	1,227
L6C (Markham, ON)	L6C	72	0.70	16,552	0.11	0.43	628
L4L (Woodbridge, ON)	L4L	71	0.69	19,969	0.13	0.36	513
M4C (Toronto, ON)	M4C	71	0.69	20,194	0.14	0.35	508
M4L (Toronto, ON)	M4L	71	0.69	15,016	0.10	0.47	683
L4S (Richmond Hill, ON)	L4S	70	0.68	11,463	0.08	0.61	882
M4W (Toronto, ON)	M4W	70	0.68	6,236	0.04	1.12	1,621
M6H (Toronto, ON)	M6H	69	0.67	21,272	0.14	0.32	468
N0B (Elora, ON)	N0B	69	0.67	29,596	0.20	0.23	337
L0L (Oro, ON)	L0L	68	0.66	14,719	0.10	0.46	667
L3Z (Bradford, ON)	L3Z	65	0.63	12,503	0.08	0.52	751
L6E (Markham, ON)	L6E	64	0.62	11,094	0.07	0.58	833
L3X (Newmarket, ON)	L3X	63	0.61	14,471	0.10	0.44	629
L6J (Oakville, ON)	L6J	63	0.61	8,923	0.06	0.71	1,019
M6G (Toronto, ON)	M6G	63	0.61	14,751	0.10	0.43	617
M4J (Toronto, ON)	M4J	62	0.60	16,336	0.11	0.38	548
M4M (Toronto, ON)	M4M	61	0.59	11,343	0.08	0.54	776
L4H (Woodbridge, ON)	L4H	60	0.58	20,870	0.14	0.29	415
L9T (Milton, ON)	L9T	60	0.58	35,291	0.24	0.17	245
M6R (Toronto, ON)	M6R	60	0.58	9,038	0.06	0.66	958
M4R (Toronto, ON)	M4R	59	0.57	6,261	0.04	0.94	1,361

# Ranking Areas - Std. Geo. | Customers

Customer: York Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
M5A (Toronto, ON)	M5A	59	0.57	24,570	0.17	0.24	347
L7G (Georgetown, ON)	L7G	58	0.56	16,759	0.11	0.35	500
K0M (Bobcaygeon, ON)	K0M	57	0.55	22,506	0.15	0.25	366
L3R (Markham, ON)	L3R	57	0.55	20,936	0.14	0.27	393
M3H (York, ON)	M3H	57	0.55	15,408	0.10	0.37	534
L9W (Orangeville, ON)	L9W	56	0.54	17,201	0.12	0.33	470
M2J (Willowdale, ON)	M2J	56	0.54	23,967	0.16	0.23	337
M6J (Toronto, ON)	M6J	56	0.54	18,539	0.12	0.30	436
M8X (Etobicoke, ON)	M8X	56	0.54	4,693	0.03	1.19	1,723
M8V (Etobicoke, ON)	M8V	54	0.52	19,877	0.13	0.27	392
L6H (Oakville, ON)	L6H	53	0.51	22,984	0.15	0.23	333
L6M (Oakville, ON)	L6M	53	0.51	21,508	0.14	0.25	356
M4T (Toronto, ON)	M4T	52	0.50	6,933	0.05	0.75	1,083
M4Y (Toronto, ON)	M4Y	52	0.50	27,560	0.18	0.19	272
L9H (Hamilton, ON)	L9H	51	0.49	13,120	0.09	0.39	561
M6K (Toronto, ON)	M6K	51	0.49	23,506	0.16	0.22	313
N1G (Guelph, ON)	N1G	50	0.48	11,413	0.08	0.44	633
L7E (Bolton, ON)	L7E	49	0.47	12,082	0.08	0.41	586
M8Y (Etobicoke, ON)	M8Y	49	0.47	11,389	0.08	0.43	621
L4N (Barrie, ON)	L4N	48	0.47	37,641	0.25	0.13	184
M4N (Toronto, ON)	M4N	48	0.47	5,210	0.04	0.92	1,330
M9B (Etobicoke, ON)	M9B	48	0.47	13,337	0.09	0.36	520
L1N (Whitby, ON)	L1N	46	0.45	19,352	0.13	0.24	343
L6B (Markham, ON)	L6B	46	0.45	9,324	0.06	0.49	712
M1N (Scarborough, ON)	M1N	46	0.45	9,576	0.06	0.48	694
M9C (Etobicoke, ON)	M9C	45	0.44	16,512	0.11	0.27	393
L9P (Uxbridge, ON)	L9P	44	0.43	6,525	0.04	0.67	974
L7B (King City, ON)	L7B	43	0.42	5,047	0.03	0.85	1,230
L7L (Burlington, ON)	L7L	43	0.42	18,517	0.12	0.23	335
M3C (Toronto, ON)	M3C	43	0.42	17,055	0.11	0.25	364
M8Z (Etobicoke, ON)	M8Z	43	0.42	8,158	0.06	0.53	761
L6L (Oakville, ON)	L6L	42	0.41	12,092	0.08	0.35	501
M3B (Toronto, ON)	M3B	42	0.41	5,409	0.04	0.78	1,121
N0H (Warton, ON)	N0H	42	0.41	21,475	0.14	0.20	282
L3V (Orillia, ON)	L3V	41	0.40	20,458	0.14	0.20	289
M2R (Willowdale, ON)	M2R	41	0.40	16,770	0.11	0.24	353
M5J (Toronto, ON)	M5J	41	0.40	11,534	0.08	0.36	513
L1M (Whitby, ON)	L1M	40	0.39	7,155	0.05	0.56	807
L5J (Mississauga, ON)	L5J	40	0.39	11,311	0.08	0.35	511
L5M (Mississauga, ON)	L5M	40	0.39	33,695	0.23	0.12	171
L5N (Mississauga, ON)	L5N	40	0.39	29,119	0.20	0.14	198
M2M (Willowdale, ON)	M2M	40	0.39	13,577	0.09	0.29	425
L5G (Mississauga, ON)	L5G	39	0.38	9,400	0.06	0.41	599
M2K (Willowdale, ON)	M2K	39	0.38	11,692	0.08	0.33	482
M3A (Toronto, ON)	M3A	39	0.38	14,367	0.10	0.27	392
L0M (Angus, ON)	L0M	38	0.37	13,094	0.09	0.29	419
L9L (Port Perry, ON)	L9L	38	0.37	6,005	0.04	0.63	914



# Ranking Areas - Std. Geo. | Customers

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Name	Code	Count	%	Base Count	Base %	% Pen	Index
M1C (Scarborough, ON)	M1C	38	0.37	11,957	0.08	0.32	459
M1E (Scarborough, ON)	M1E	38	0.37	18,764	0.13	0.20	292
M4P (Toronto, ON)	M4P	37	0.36	12,310	0.08	0.30	434
K0K (Picton, ON)	K0K	36	0.35	46,968	0.32	0.08	111
L1V (Pickering, ON)	L1V	35	0.34	18,283	0.12	0.19	276
L5H (Mississauga, ON)	L5H	35	0.34	6,761	0.04	0.52	747
M9P (York, ON)	M9P	35	0.34	8,355	0.06	0.42	605
L1W (Pickering, ON)	L1W	34	0.33	6,867	0.05	0.50	715
L5L (Mississauga, ON)	L5L	34	0.33	16,482	0.11	0.21	298
L7M (Burlington, ON)	L7M	34	0.33	17,983	0.12	0.19	273
L0K (Coldwater, ON)	L0K	33	0.32	14,860	0.10	0.22	321
L0S (Fonthill, ON)	L0S	33	0.32	22,826	0.15	0.14	209
N1H (Guelph, ON)	N1H	33	0.32	19,384	0.13	0.17	246
L4K (Concord, ON)	L4K	32	0.31	5,172	0.04	0.62	893
L4W (Mississauga, ON)	L4W	32	0.31	7,774	0.05	0.41	594
M1M (Scarborough, ON)	M1M	32	0.31	10,506	0.07	0.30	440
M2L (Willowdale, ON)	M2L	32	0.31	4,526	0.03	0.71	1,021
M5S (Toronto, ON)	M5S	32	0.31	5,779	0.04	0.55	799
K0L (Bancroft, ON)	K0L	31	0.30	29,266	0.20	0.11	153
M8W (Etobicoke, ON)	M8W	31	0.30	9,770	0.07	0.32	458
L6S (Brampton, ON)	L6S	30	0.29	18,843	0.13	0.16	230
L1K (Oshawa, ON)	L1K	29	0.28	13,581	0.09	0.21	308
L9R (Alliston, ON)	L9R	29	0.28	8,951	0.06	0.32	468
L1X (Pickering, ON)	L1X	28	0.27	6,396	0.04	0.44	632
L4B (Richmond Hill, ON)	L4B	28	0.27	14,177	0.10	0.20	285
L4M (Barrie, ON)	L4M	27	0.26	18,668	0.13	0.14	209
M1V (Scarborough, ON)	M1V	27	0.26	17,184	0.12	0.16	227
K0A (Almonte, ON)	K0A	26	0.25	38,473	0.26	0.07	98
L7C (Caledon, ON)	L7C	26	0.25	9,045	0.06	0.29	415
L7T (Burlington, ON)	L7T	26	0.25	8,159	0.06	0.32	460
L9S (Innisfil, ON)	L9S	26	0.25	11,548	0.08	0.23	325
L9Y (Collingwood, ON)	L9Y	26	0.25	12,083	0.08	0.22	311
M1W (Scarborough, ON)	M1W	26	0.25	16,934	0.11	0.15	222
M4B (Toronto, ON)	M4B	26	0.25	7,787	0.05	0.33	482
M9R (York, ON)	M9R	26	0.25	13,557	0.09	0.19	277
K9A (Cobourg, ON)	K9A	25	0.24	11,549	0.08	0.22	313
L1A (Port Hope, ON)	L1A	25	0.24	6,888	0.05	0.36	524
L3S (Markham, ON)	L3S	25	0.24	14,835	0.10	0.17	243
L8P (Hamilton, ON)	L8P	25	0.24	13,574	0.09	0.18	266
L9N (East Gwillimbury, ON)	L9N	25	0.24	3,633	0.02	0.69	994
M1P (Scarborough, ON)	M1P	25	0.24	17,529	0.12	0.14	206
M4X (Toronto, ON)	M4X	25	0.24	10,462	0.07	0.24	345
L6Y (Brampton, ON)	L6Y	24	0.23	29,156	0.20	0.08	119
M5V (Toronto, ON)	M5V	24	0.23	38,089	0.26	0.06	91
N2H (Kitchener, ON)	N2H	24	0.23	11,529	0.08	0.21	301
L0R (Binbrook, ON)	L0R	23	0.22	26,541	0.18	0.09	125
L8S (Hamilton, ON)	L8S	23	0.22	7,099	0.05	0.32	468

# Ranking Areas - Std. Geo. | Customers

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Name	Code	Count	%	Base Count	Base %	% Pen	Index
M2P (Toronto, ON)	M2P	23	0.22	3,333	0.02	0.69	996
N1E (Guelph, ON)	N1E	23	0.22	17,440	0.12	0.13	190
L0C (Sunderland, ON)	L0C	22	0.21	3,452	0.02	0.64	920
L6X (Brampton, ON)	L6X	22	0.21	22,189	0.15	0.10	143
L7P (Burlington, ON)	L7P	22	0.21	11,704	0.08	0.19	271
L9G (Hamilton, ON)	L9G	22	0.21	8,713	0.06	0.25	365
N2L (Kitchener, ON)	N2L	22	0.21	13,677	0.09	0.16	232
M6A (Toronto, ON)	M6A	21	0.20	8,316	0.06	0.25	365
M9W (Etobicoke, ON)	M9W	21	0.20	14,785	0.10	0.14	205
L1G (Oshawa, ON)	L1G	20	0.19	18,705	0.13	0.11	154
L6K (Oakville, ON)	L6K	20	0.19	6,464	0.04	0.31	447
M1S (Scarborough, ON)	M1S	20	0.19	14,293	0.10	0.14	202
M6N (Toronto, ON)	M6N	20	0.19	17,428	0.12	0.11	166
N5A (Stratford, ON)	N5A	20	0.19	13,971	0.09	0.14	207
L1E (Bowmanville, ON)	L1E	19	0.18	9,898	0.07	0.19	277
L4Y (Mississauga, ON)	L4Y	19	0.18	9,912	0.07	0.19	277
L5B (Mississauga, ON)	L5B	19	0.18	27,450	0.18	0.07	100
M2H (Willowdale, ON)	M2H	19	0.18	9,407	0.06	0.20	292
P1L (Bracebridge, ON)	P1L	19	0.18	7,458	0.05	0.25	368
K9J (Peterborough, ON)	K9J	18	0.17	19,228	0.13	0.09	135
L1R (Whitby, ON)	L1R	18	0.17	13,657	0.09	0.13	190
L1T (Ajax, ON)	L1T	17	0.17	15,442	0.10	0.11	159
L3M (Grimsby, ON)	L3M	17	0.17	10,610	0.07	0.16	231
L4R (Midland, ON)	L4R	17	0.17	7,883	0.05	0.22	311
L5C (Mississauga, ON)	L5C	17	0.17	10,464	0.07	0.16	235
M1H (Scarborough, ON)	M1H	17	0.17	9,134	0.06	0.19	269
M4A (Toronto, ON)	M4A	17	0.17	7,967	0.05	0.21	308
M5T (Toronto, ON)	M5T	17	0.17	9,845	0.07	0.17	249
L9B (Hamilton, ON)	L9B	16	0.15	9,252	0.06	0.17	250
M9N (York, ON)	M9N	16	0.15	10,182	0.07	0.16	227
L1C (Bowmanville, ON)	L1C	15	0.14	16,821	0.11	0.09	129
L1J (Oshawa, ON)	L1J	15	0.14	17,787	0.12	0.08	122
N0G (Mount Forest, ON)	N0G	15	0.14	31,783	0.21	0.05	68
N3L (Brantford, ON)	N3L	15	0.14	6,018	0.04	0.25	360
K1N (Ottawa, ON)	K1N	14	0.14	15,177	0.10	0.09	133
K7L (Kingston, ON)	K7L	14	0.14	9,889	0.07	0.14	204
K9V (Lindsay, ON)	K9V	14	0.14	11,978	0.08	0.12	169
L1P (Whitby, ON)	L1P	14	0.14	5,733	0.04	0.24	353
L4Z (Mississauga, ON)	L4Z	14	0.14	14,257	0.10	0.10	142
L6P (Brampton, ON)	L6P	14	0.14	21,826	0.15	0.06	93
L6W (Brampton, ON)	L6W	14	0.14	9,189	0.06	0.15	220
L9V (Orangeville, ON)	L9V	14	0.14	5,914	0.04	0.24	342
M1L (Scarborough, ON)	M1L	14	0.14	14,667	0.10	0.10	138
N1S (Cambridge, ON)	N1S	14	0.14	8,099	0.05	0.17	250
N2K (Kitchener, ON)	N2K	14	0.14	10,068	0.07	0.14	201
N3C (Cambridge, ON)	N3C	14	0.14	9,376	0.06	0.15	216
K1S (Ottawa, ON)	K1S	13	0.13	13,976	0.09	0.09	134

# Ranking Areas - Std. Geo. | Customers

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Name	Code	Count	%	Base Count	Base %	% Pen	Index
K7M (Kingston, ON)	K7M	13	0.13	22,077	0.15	0.06	85
L0J (Kleinburg, ON)	L0J	13	0.13	1,645	0.01	0.79	1,141
L0P (Campbellville, ON)	L0P	13	0.13	3,057	0.02	0.43	614
L5E (Mississauga, ON)	L5E	13	0.13	5,785	0.04	0.22	324
L5V (Mississauga, ON)	L5V	13	0.13	14,648	0.10	0.09	128
L7A (Brampton, ON)	L7A	13	0.13	24,164	0.16	0.05	78
M1B (Scarborough, ON)	M1B	13	0.13	21,466	0.14	0.06	87
M9V (Etobicoke, ON)	M9V	13	0.13	18,040	0.12	0.07	104
N1R (Cambridge, ON)	N1R	13	0.13	17,650	0.12	0.07	106
K1Z (Ottawa, ON)	K1Z	12	0.12	10,218	0.07	0.12	170
L3B (Welland, ON)	L3B	12	0.12	10,830	0.07	0.11	160
L5R (Mississauga, ON)	L5R	12	0.12	12,812	0.09	0.09	135
L7N (Burlington, ON)	L7N	12	0.12	5,572	0.04	0.22	311
L9C (Hamilton, ON)	L9C	12	0.12	15,917	0.11	0.08	109
M6M (York, ON)	M6M	12	0.12	17,780	0.12	0.07	97
N2M (Kitchener, ON)	N2M	12	0.12	15,331	0.10	0.08	113
N7A (Goderich, ON)	N7A	12	0.12	5,205	0.04	0.23	333
K1H (Ottawa, ON)	K1H	11	0.11	7,397	0.05	0.15	215
K7K (Kingston, ON)	K7K	11	0.11	16,160	0.11	0.07	98
L1S (Ajax, ON)	L1S	11	0.11	16,317	0.11	0.07	97
L6R (Brampton, ON)	L6R	11	0.11	24,098	0.16	0.05	66
L7K (Caledon, ON)	L7K	11	0.11	3,211	0.02	0.34	495
L7R (Burlington, ON)	L7R	11	0.11	7,898	0.05	0.14	201
L7S (Burlington, ON)	L7S	11	0.11	6,612	0.04	0.17	240
L9M (Penetanguishene, ON)	L9M	11	0.11	6,354	0.04	0.17	250
M1R (Scarborough, ON)	M1R	11	0.11	10,251	0.07	0.11	155
M6E (Toronto, ON)	M6E	11	0.11	15,320	0.10	0.07	104
N2J (Kitchener, ON)	N2J	11	0.11	9,310	0.06	0.12	171
N4K (Owen Sound, ON)	N4K	11	0.11	12,659	0.09	0.09	125
N6K (London, ON)	N6K	11	0.11	13,018	0.09	0.08	122
N9V (Amherstburg, ON)	N9V	11	0.11	7,956	0.05	0.14	200
L0B (Orono, ON)	L0B	10	0.10	6,042	0.04	0.17	239
L8B (Burlington, ON)	L8B	10	0.10	10,130	0.07	0.10	143
M1K (Scarborough, ON)	M1K	10	0.10	18,651	0.13	0.05	77
M1T (Scarborough, ON)	M1T	10	0.10	13,884	0.09	0.07	104
N0A (Port Dover, ON)	N0A	10	0.10	14,348	0.10	0.07	101
N4S (Woodstock, ON)	N4S	10	0.10	14,426	0.10	0.07	100
N6A (London, ON)	N6A	10	0.10	6,562	0.04	0.15	220
N6G (London, ON)	N6G	10	0.10	16,121	0.11	0.06	90
N6H (London, ON)	N6H	10	0.10	19,818	0.13	0.05	73
P1P (Gravenhurst, ON)	P1P	10	0.10	4,451	0.03	0.22	324
L0N (Palgrave, ON)	L0N	9	0.09	1,165	0.01	0.77	1,115
L1B (Bowmanville, ON)	L1B	9	0.09	4,902	0.03	0.18	265
L1Z (Ajax, ON)	L1Z	9	0.09	8,912	0.06	0.10	146
L6G (Markham, ON)	L6G	9	0.09	3,884	0.03	0.23	335
L6V (Brampton, ON)	L6V	9	0.09	15,465	0.10	0.06	84
L6Z (Brampton, ON)	L6Z	9	0.09	11,094	0.07	0.08	117

# Ranking Areas - Std. Geo. | Customers

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Name	Code	Count	%	Base Count	Base %	% Pen	Index
L8M (Hamilton, ON)	L8M	9	0.09	6,706	0.04	0.13	194
N2A (Kitchener, ON)	N2A	9	0.09	11,705	0.08	0.08	111
N4L (Meaford, ON)	N4L	9	0.09	3,929	0.03	0.23	331
N5Y (London, ON)	N5Y	9	0.09	16,262	0.11	0.06	80
N6C (London, ON)	N6C	9	0.09	16,077	0.11	0.06	81
K0H (Inverary, ON)	K0H	8	0.08	17,094	0.12	0.05	68
M1J (Scarborough, ON)	M1J	8	0.08	11,920	0.08	0.07	97
M6L (York, ON)	M6L	8	0.08	7,678	0.05	0.10	150
N3R (Brantford, ON)	N3R	8	0.08	14,907	0.10	0.05	77
P0M (Chelmsford, ON)	P0M	8	0.08	20,963	0.14	0.04	55
P1H (Huntsville, ON)	P1H	8	0.08	7,640	0.05	0.10	151
T6G (Edmonton, AB)	T6G	8	0.08	5,882	0.04	0.14	196
V8K (Salt Spring Island, BC)	V8K	8	0.08	7,263	0.05	0.11	159
H3Z (Montreal, QC)	H3Z	7	0.07	5,418	0.04	0.13	187
K1J (Ottawa, ON)	K1J	7	0.07	11,288	0.08	0.06	90
K4A (Ottawa, ON)	K4A	7	0.07	20,765	0.14	0.03	49
L1L (Oshawa, ON)	L1L	7	0.07	2,201	0.01	0.32	459
L2N (St Catharines, ON)	L2N	7	0.07	13,824	0.09	0.05	73
L2P (St Catharines, ON)	L2P	7	0.07	6,650	0.04	0.11	152
L2R (St Catharines, ON)	L2R	7	0.07	11,624	0.08	0.06	87
L5A (Mississauga, ON)	L5A	7	0.07	19,789	0.13	0.04	51
L6T (Brampton, ON)	L6T	7	0.07	15,185	0.10	0.05	67
L8E (Hamilton, ON)	L8E	7	0.07	16,477	0.11	0.04	61
L9Z (Wasaga Beach, ON)	L9Z	7	0.07	10,090	0.07	0.07	100
M3J (York, ON)	M3J	7	0.07	10,891	0.07	0.06	93
M3L (York, ON)	M3L	7	0.07	6,420	0.04	0.11	157
M3N (York, ON)	M3N	7	0.07	14,021	0.09	0.05	72
M5E (Toronto, ON)	M5E	7	0.07	5,485	0.04	0.13	184
N2B (Kitchener, ON)	N2B	7	0.07	7,538	0.05	0.09	134
N2T (Kitchener, ON)	N2T	7	0.07	6,893	0.05	0.10	147
N5X (London, ON)	N5X	7	0.07	12,848	0.09	0.05	79
P1B (North Bay, ON)	P1B	7	0.07	15,746	0.11	0.04	64
T3H (Calgary, AB)	T3H	7	0.07	26,948	0.18	0.03	38
T6J (Edmonton, AB)	T6J	7	0.07	19,816	0.13	0.04	51
V0H (Summerland, BC)	V0H	7	0.07	23,948	0.16	0.03	42
V5Y (Vancouver, BC)	V5Y	7	0.07	8,740	0.06	0.08	116
J0P (Rigaud, QC)	J0P	6	0.06	17,010	0.11	0.04	51
K0B (Alfred, ON)	K0B	6	0.06	8,762	0.06	0.07	99
K0E (Prescott, ON)	K0E	6	0.06	15,798	0.11	0.04	55
K1C (Ottawa, ON)	K1C	6	0.06	14,910	0.10	0.04	58
L1Y (Pickering, ON)	L1Y	6	0.06	789	0.01	0.76	1,098
L3C (Welland, ON)	L3C	6	0.06	13,475	0.09	0.04	64
L4X (Mississauga, ON)	L4X	6	0.06	7,658	0.05	0.08	113
L5K (Mississauga, ON)	L5K	6	0.06	5,056	0.03	0.12	171
L5W (Mississauga, ON)	L5W	6	0.06	6,843	0.05	0.09	127
L7J (Acton, ON)	L7J	6	0.06	4,935	0.03	0.12	176
L8R (Hamilton, ON)	L8R	6	0.06	5,723	0.04	0.10	151

# Ranking Areas - Std. Geo. | Customers

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Name	Code	Count	%	Base Count	Base %	% Pen	Index
M3K (York, ON)	M3K	6	0.06	2,995	0.02	0.20	289
M3M (York, ON)	M3M	6	0.06	9,360	0.06	0.06	93
M5G (Toronto, ON)	M5G	6	0.06	6,316	0.04	0.09	137
N0L (Dorchester, ON)	N0L	6	0.06	19,426	0.13	0.03	45
N2G (Kitchener, ON)	N2G	6	0.06	6,851	0.05	0.09	126
N2N (Kitchener, ON)	N2N	6	0.06	9,296	0.06	0.06	93
N2Z (Kincardine, ON)	N2Z	6	0.06	4,769	0.03	0.13	182
N3T (Brantford, ON)	N3T	6	0.06	13,588	0.09	0.04	64
N4W (Listowel, ON)	N4W	6	0.06	4,397	0.03	0.14	197
N6J (London, ON)	N6J	6	0.06	14,416	0.10	0.04	60
V8E (Whistler, BC)	V8E	6	0.06	28,322	0.19	0.02	31
B2Y (Dartmouth, NS)	B2Y	5	0.05	8,242	0.06	0.06	88
C0A (Cornwall, PE)	C0A	5	0.05	18,361	0.12	0.03	39
H9S (Pointe-Claire-Dorval, QC)	H9S	5	0.05	10,813	0.07	0.05	67
K0G (Kemptonville, ON)	K0G	5	0.05	15,754	0.11	0.03	46
K1K (Ottawa, ON)	K1K	5	0.05	14,527	0.10	0.03	50
K1T (Ottawa, ON)	K1T	5	0.05	13,411	0.09	0.04	54
L0A (Millbrook, ON)	L0A	5	0.05	5,253	0.04	0.10	137
L1H (Oshawa, ON)	L1H	5	0.05	14,375	0.10	0.03	50
L2A (Fort Erie, ON)	L2A	5	0.05	7,208	0.05	0.07	100
L8K (Hamilton, ON)	L8K	5	0.05	13,566	0.09	0.04	53
M5B (Toronto, ON)	M5B	5	0.05	6,198	0.04	0.08	116
M9L (North York, ON)	M9L	5	0.05	4,186	0.03	0.12	172
N1C (Guelph, ON)	N1C	5	0.05	1,276	0.01	0.39	566
N1L (Guelph, ON)	N1L	5	0.05	5,246	0.04	0.10	138
N2V (Kitchener, ON)	N2V	5	0.05	5,769	0.04	0.09	125
N5Z (London, ON)	N5Z	5	0.05	11,084	0.07	0.05	65
N8R (Windsor, ON)	N8R	5	0.05	4,558	0.03	0.11	158
P2A (Parry Sound, ON)	P2A	5	0.05	6,153	0.04	0.08	117
P7B (Thunder Bay, ON)	P7B	5	0.05	10,007	0.07	0.05	72
T1W (Canmore, AB)	T1W	5	0.05	6,599	0.04	0.08	109
V0R (Cobble Hill, BC)	V0R	5	0.05	26,693	0.18	0.02	27
V6G (Vancouver, BC)	V6G	5	0.05	17,865	0.12	0.03	40
V6H (Vancouver, BC)	V6H	5	0.05	10,531	0.07	0.05	69
V6R (Vancouver, BC)	V6R	5	0.05	8,689	0.06	0.06	83
V8V (Victoria, BC)	V8V	5	0.05	16,198	0.11	0.03	45
V9A (Victoria, BC)	V9A	5	0.05	19,929	0.13	0.03	36
H2V (Montreal, QC)	H2V	4	0.04	12,577	0.08	0.03	46
H3W (Montreal, QC)	H3W	4	0.04	12,875	0.09	0.03	45
J4Z (Longueuil, QC)	J4Z	4	0.04	11,438	0.08	0.03	50
J6S (Salaberry-De-Valleyfield, QC)	J6S	4	0.04	10,930	0.07	0.04	53
K0C (Alexandria, ON)	K0C	4	0.04	21,275	0.14	0.02	27
K2A (Ottawa, ON)	K2A	4	0.04	7,820	0.05	0.05	74
K2B (Ottawa, ON)	K2B	4	0.04	14,681	0.10	0.03	39
K2K (Ottawa, ON)	K2K	4	0.04	9,870	0.07	0.04	59
K8P (Belleville, ON)	K8P	4	0.04	9,709	0.07	0.04	59
L0H (Locust Hill, ON)	L0H	4	0.04	197	0.00	2.03	2,932



# Ranking Areas - Std. Geo. | Customers

Customer: York Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
L8G (Hamilton, ON)	L8G	4	0.04	8,853	0.06	0.05	65
L8V (Hamilton, ON)	L8V	4	0.04	9,621	0.07	0.04	60
L9K (Hamilton, ON)	L9K	4	0.04	4,983	0.03	0.08	116
L9X (Barrie, ON)	L9X	4	0.04	3,962	0.03	0.10	146
N0E (Waterford, ON)	N0E	4	0.04	13,424	0.09	0.03	43
N0K (Mitchell, ON)	N0K	4	0.04	10,080	0.07	0.04	57
N0N (Petrolia, ON)	N0N	4	0.04	16,450	0.11	0.02	35
N1K (Guelph, ON)	N1K	4	0.04	3,046	0.02	0.13	190
N3B (Elmira, ON)	N3B	4	0.04	4,688	0.03	0.09	123
N3S (Brantford, ON)	N3S	4	0.04	11,984	0.08	0.03	48
N3W (Caledonia, ON)	N3W	4	0.04	5,415	0.04	0.07	107
N4G (Tillsonburg, ON)	N4G	4	0.04	8,825	0.06	0.05	65
N4N (Hanover, ON)	N4N	4	0.04	4,648	0.03	0.09	124
N5V (London, ON)	N5V	4	0.04	13,191	0.09	0.03	44
N6P (London, ON)	N6P	4	0.04	3,528	0.02	0.11	164
N7S (Sarnia, ON)	N7S	4	0.04	12,014	0.08	0.03	48
P0T (Marathon, ON)	P0T	4	0.04	12,961	0.09	0.03	45
P3A (Sudbury, ON)	P3A	4	0.04	10,233	0.07	0.04	56
P3E (Sudbury, ON)	P3E	4	0.04	12,947	0.09	0.03	45
R3M (Winnipeg, MB)	R3M	4	0.04	11,230	0.07	0.04	51
R3P (Winnipeg, MB)	R3P	4	0.04	8,051	0.05	0.05	72
S4V (Regina, SK)	S4V	4	0.04	12,129	0.08	0.03	48
T2K (Calgary, AB)	T2K	4	0.04	15,782	0.11	0.03	37
T2N (Calgary, AB)	T2N	4	0.04	12,575	0.08	0.03	46
T8N (St. Albert, AB)	T8N	4	0.04	25,894	0.17	0.02	22
V6J (Vancouver, BC)	V6J	4	0.04	13,073	0.09	0.03	44
V7H (North Vancouver, BC)	V7H	4	0.04	5,090	0.03	0.08	113
V7J (North Vancouver, BC)	V7J	4	0.04	6,274	0.04	0.06	92
V7P (North Vancouver, BC)	V7P	4	0.04	6,076	0.04	0.07	95
V7W (West Vancouver, BC)	V7W	4	0.04	3,350	0.02	0.12	172
V8B (Squamish, BC)	V8B	4	0.04	4,642	0.03	0.09	124
V8N (Victoria, BC)	V8N	4	0.04	9,288	0.06	0.04	62
V8S (Victoria, BC)	V8S	4	0.04	8,872	0.06	0.05	65
V9L (Duncan, BC)	V9L	4	0.04	15,076	0.10	0.03	38
B0J (Musquodoboit Harbour, NS)	B0J	3	0.03	16,453	0.11	0.02	26
B0P (Kingston, NS)	B0P	3	0.03	15,802	0.11	0.02	27
B3L (Halifax, NS)	B3L	3	0.03	8,768	0.06	0.03	49
C1A (Charlottetown, PE)	C1A	3	0.03	13,345	0.09	0.02	32
E3A (Fredericton, NB)	E3A	3	0.03	12,867	0.09	0.02	34
H3N (Montreal, QC)	H3N	3	0.03	12,702	0.09	0.02	34
H3X (Montreal, QC)	H3X	3	0.03	10,401	0.07	0.03	42
H4A (Montreal, QC)	H4A	3	0.03	12,818	0.09	0.02	34
J3L (Chambly, QC)	J3L	3	0.03	19,978	0.13	0.02	22
J6T (Salaberry-De-Valleyfield, QC)	J6T	3	0.03	8,252	0.06	0.04	52
K0J (Deep River, ON)	K0J	3	0.03	14,293	0.10	0.02	30
K1Y (Ottawa, ON)	K1Y	3	0.03	10,376	0.07	0.03	42
K2C (Ottawa, ON)	K2C	3	0.03	11,788	0.08	0.03	37

# Ranking Areas - Std. Geo. | Customers

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Name	Code	Count	%	Base Count	Base %	% Pen	Index
K2G (Ottawa, ON)	K2G	3	0.03	19,472	0.13	0.02	22
K2S (Ottawa, ON)	K2S	3	0.03	12,056	0.08	0.02	36
K4C (Cumberland, ON)	K4C	3	0.03	1,849	0.01	0.16	234
K4R (Russell, ON)	K4R	3	0.03	2,808	0.02	0.11	154
K7H (Perth, ON)	K7H	3	0.03	6,776	0.04	0.04	64
K7N (Kingston, ON)	K7N	3	0.03	3,255	0.02	0.09	133
K7P (Kingston, ON)	K7P	3	0.03	8,966	0.06	0.03	48
L2S (St Catharines, ON)	L2S	3	0.03	7,346	0.05	0.04	59
L3K (Port Colborne, ON)	L3K	3	0.03	8,183	0.06	0.04	53
L8H (Hamilton, ON)	L8H	3	0.03	12,493	0.08	0.02	35
L8L (Hamilton, ON)	L8L	3	0.03	13,507	0.09	0.02	32
L8T (Hamilton, ON)	L8T	3	0.03	8,986	0.06	0.03	48
L8W (Hamilton, ON)	L8W	3	0.03	9,102	0.06	0.03	48
L9A (Hamilton, ON)	L9A	3	0.03	10,741	0.07	0.03	40
M5C (Toronto, ON)	M5C	3	0.03	1,444	0.01	0.21	300
N0M (Clinton, ON)	N0M	3	0.03	27,151	0.18	0.01	16
N1M (Fergus, ON)	N1M	3	0.03	6,418	0.04	0.05	67
N1T (Cambridge, ON)	N1T	3	0.03	5,626	0.04	0.05	77
N2C (Kitchener, ON)	N2C	3	0.03	7,500	0.05	0.04	58
N2E (Kitchener, ON)	N2E	3	0.03	14,689	0.10	0.02	29
N3A (New Hamburg, ON)	N3A	3	0.03	6,213	0.04	0.05	70
N3H (Cambridge, ON)	N3H	3	0.03	9,230	0.06	0.03	47
N3P (Brantford, ON)	N3P	3	0.03	3,730	0.03	0.08	116
N5P (St Thomas, ON)	N5P	3	0.03	8,581	0.06	0.03	50
N5W (London, ON)	N5W	3	0.03	11,933	0.08	0.03	36
N7V (Sarnia, ON)	N7V	3	0.03	5,667	0.04	0.05	76
P0N (South Porcupine, ON)	P0N	3	0.03	3,576	0.02	0.08	121
P0R (Blind River, ON)	P0R	3	0.03	5,476	0.04	0.05	79
P0V (Red Lake, ON)	P0V	3	0.03	9,098	0.06	0.03	48
P7J (Thunder Bay, ON)	P7J	3	0.03	1,685	0.01	0.18	257
P9N (Kenora, ON)	P9N	3	0.03	6,221	0.04	0.05	70
R3G (Winnipeg, MB)	R3G	3	0.03	11,387	0.08	0.03	38
S0K (Warman, SK)	S0K	3	0.03	34,333	0.23	0.01	13
S7H (Saskatoon, SK)	S7H	3	0.03	16,681	0.11	0.02	26
T0B (Tofield, AB)	T0B	3	0.03	29,125	0.20	0.01	15
T0J (Drumheller, AB)	T0J	3	0.03	20,671	0.14	0.01	21
T2R (Calgary, AB)	T2R	3	0.03	10,623	0.07	0.03	41
T3A (Calgary, AB)	T3A	3	0.03	20,259	0.14	0.01	21
T3E (Calgary, AB)	T3E	3	0.03	19,175	0.13	0.02	23
T5R (Edmonton, AB)	T5R	3	0.03	10,509	0.07	0.03	41
T6A (Edmonton, AB)	T6A	3	0.03	6,345	0.04	0.05	68
T6W (Edmonton, AB)	T6W	3	0.03	21,965	0.15	0.01	20
V1A (Kimberley, BC)	V1A	3	0.03	3,890	0.03	0.08	111
V1M (Surrey, BC)	V1M	3	0.03	11,886	0.08	0.03	36
V1W (Kelowna, BC)	V1W	3	0.03	15,231	0.10	0.02	28
V1Y (Kelowna, BC)	V1Y	3	0.03	17,628	0.12	0.02	25
V2N (Prince George, BC)	V2N	3	0.03	12,728	0.09	0.02	34

# Ranking Areas - Std. Geo. | Customers

Customer: York Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
V2R (Chilliwack, BC)	V2R	3	0.03	20,062	0.14	0.01	22
V3H (Port Moody, BC)	V3H	3	0.03	15,105	0.10	0.02	29
V3J (Coquitlam, BC)	V3J	3	0.03	17,433	0.12	0.02	25
V4T (Kelowna, BC)	V4T	3	0.03	12,126	0.08	0.02	36
V5K (Vancouver, BC)	V5K	3	0.03	8,854	0.06	0.03	49
V5N (Vancouver, BC)	V5N	3	0.03	14,133	0.10	0.02	31
V6P (Vancouver, BC)	V6P	3	0.03	13,597	0.09	0.02	32
V6T (Vancouver, BC)	V6T	3	0.03	5,027	0.03	0.06	86
V6X (Richmond, BC)	V6X	3	0.03	14,070	0.09	0.02	31
V8L (Sidney, BC)	V8L	3	0.03	10,659	0.07	0.03	41
V8R (Victoria, BC)	V8R	3	0.03	10,786	0.07	0.03	40
V8X (Victoria, BC)	V8X	3	0.03	10,164	0.07	0.03	43
V8Y (Victoria, BC)	V8Y	3	0.03	4,060	0.03	0.07	107
V9G (Ladysmith, BC)	V9G	3	0.03	6,865	0.05	0.04	63
V9T (Nanaimo, BC)	V9T	3	0.03	14,097	0.10	0.02	31
A1B (St. John's, NL)	A1B	2	0.02	9,433	0.06	0.02	31
A1E (St. John's, NL)	A1E	2	0.02	12,812	0.09	0.02	23
B0E (Baddeck, NS)	B0E	2	0.02	10,417	0.07	0.02	28
B0K (Pictou, NS)	B0K	2	0.02	15,508	0.10	0.01	19
B3H (Halifax, NS)	B3H	2	0.02	10,485	0.07	0.02	28
E1V (Miramichi, NB)	E1V	2	0.02	6,227	0.04	0.03	46
H1X (Montreal, QC)	H1X	2	0.02	16,804	0.11	0.01	17
H2C (Montreal, QC)	H2C	2	0.02	9,700	0.07	0.02	30
H2E (Montreal, QC)	H2E	2	0.02	11,855	0.08	0.02	24
H2L (Montreal, QC)	H2L	2	0.02	15,819	0.11	0.01	18
H3C (Montreal, QC)	H3C	2	0.02	9,120	0.06	0.02	32
H9J (Pierrefonds, QC)	H9J	2	0.02	7,782	0.05	0.03	37
H9W (Beaconsfield, QC)	H9W	2	0.02	6,926	0.05	0.03	42
J0X (Wakefield, QC)	J0X	2	0.02	19,655	0.13	0.01	15
J9B (Chelsea, QC)	J9B	2	0.02	2,668	0.02	0.07	108
K1E (Ottawa, ON)	K1E	2	0.02	6,068	0.04	0.03	48
K1G (Ottawa, ON)	K1G	2	0.02	15,448	0.10	0.01	19
K1M (Ottawa, ON)	K1M	2	0.02	3,054	0.02	0.07	95
K1V (Ottawa, ON)	K1V	2	0.02	22,752	0.15	0.01	13
K1W (Ottawa, ON)	K1W	2	0.02	3,583	0.02	0.06	81
K2L (Ottawa, ON)	K2L	2	0.02	7,758	0.05	0.03	37
K2P (Ottawa, ON)	K2P	2	0.02	13,776	0.09	0.01	21
K7R (Napane, ON)	K7R	2	0.02	6,275	0.04	0.03	46
K8N (Belleville, ON)	K8N	2	0.02	12,788	0.09	0.02	23
K8V (Trenton, ON)	K8V	2	0.02	11,653	0.08	0.02	25
K9L (Peterborough, ON)	K9L	2	0.02	3,161	0.02	0.06	91
L2J (Niagara Falls, ON)	L2J	2	0.02	6,388	0.04	0.03	45
L2M (St Catharines, ON)	L2M	2	0.02	13,883	0.09	0.01	21
M1G (Scarborough, ON)	M1G	2	0.02	10,804	0.07	0.02	27
M5H (Toronto, ON)	M5H	2	0.02	1,189	0.01	0.17	243
N0C (Dundalk, ON)	N0C	2	0.02	6,441	0.04	0.03	45
N0R (Belle River, ON)	N0R	2	0.02	17,103	0.12	0.01	17



# Ranking Areas - Std. Geo. | Customers

Customer: York Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
N1A (Dunnville, ON)	N1A	2	0.02	5,199	0.04	0.04	56
N2P (Kitchener, ON)	N2P	2	0.02	7,571	0.05	0.03	38
N4T (Woodstock, ON)	N4T	2	0.02	4,332	0.03	0.05	67
N4X (St Marys, ON)	N4X	2	0.02	3,632	0.02	0.06	80
N5R (St Thomas, ON)	N5R	2	0.02	12,440	0.08	0.02	23
N6B (London, ON)	N6B	2	0.02	6,757	0.04	0.03	43
N7M (Chatham, ON)	N7M	2	0.02	10,904	0.07	0.02	26
N8W (Windsor, ON)	N8W	2	0.02	10,260	0.07	0.02	28
N8X (Windsor, ON)	N8X	2	0.02	7,576	0.05	0.03	38
N9E (Windsor, ON)	N9E	2	0.02	7,970	0.05	0.03	36
N9Y (Kingsville, ON)	N9Y	2	0.02	5,987	0.04	0.03	48
P0B (Utterson, ON)	P0B	2	0.02	3,759	0.03	0.05	77
P0C (Mactier, ON)	P0C	2	0.02	1,762	0.01	0.11	164
P0G (Nobel, ON)	P0G	2	0.02	1,261	0.01	0.16	229
P0J (New Liskeard, ON)	P0J	2	0.02	8,657	0.06	0.02	33
P3B (Sudbury, ON)	P3B	2	0.02	7,873	0.05	0.03	37
P3C (Sudbury, ON)	P3C	2	0.02	8,609	0.06	0.02	34
P3P (Hanmer, ON)	P3P	2	0.02	5,937	0.04	0.03	49
P5E (Espanola, ON)	P5E	2	0.02	2,375	0.02	0.08	122
R2J (Winnipeg, MB)	R2J	2	0.02	11,044	0.07	0.02	26
R2K (Winnipeg, MB)	R2K	2	0.02	14,256	0.10	0.01	20
R2N (Winnipeg, MB)	R2N	2	0.02	12,322	0.08	0.02	23
R3J (Winnipeg, MB)	R3J	2	0.02	13,334	0.09	0.01	22
S0E (Melfort, SK)	S0E	2	0.02	12,438	0.08	0.02	23
S0J (Spiritwood, SK)	S0J	2	0.02	17,357	0.12	0.01	17
S4S (Regina, SK)	S4S	2	0.02	15,487	0.10	0.01	19
S4T (Regina, SK)	S4T	2	0.02	14,773	0.10	0.01	20
S6H (Moose Jaw, SK)	S6H	2	0.02	12,564	0.08	0.02	23
S7J (Saskatoon, SK)	S7J	2	0.02	14,138	0.10	0.01	20
S7K (Saskatoon, SK)	S7K	2	0.02	15,961	0.11	0.01	18
T0K (Pincher Creek, AB)	T0K	2	0.02	17,066	0.11	0.01	17
T1K (Lethbridge, AB)	T1K	2	0.02	19,316	0.13	0.01	15
T2G (Calgary, AB)	T2G	2	0.02	8,693	0.06	0.02	33
T2S (Calgary, AB)	T2S	2	0.02	8,710	0.06	0.02	33
T2Z (Calgary, AB)	T2Z	2	0.02	26,392	0.18	0.01	11
T3B (Calgary, AB)	T3B	2	0.02	16,472	0.11	0.01	18
T3G (Calgary, AB)	T3G	2	0.02	22,243	0.15	0.01	13
T3K (Calgary, AB)	T3K	2	0.02	28,884	0.19	0.01	10
T3Z (Calgary, AB)	T3Z	2	0.02	4,289	0.03	0.05	67
T4S (Sylvan Lake, AB)	T4S	2	0.02	8,031	0.05	0.02	36
V0E (Armstrong, BC)	V0E	2	0.02	27,815	0.19	0.01	10
V1H (Vernon, BC)	V1H	2	0.02	5,923	0.04	0.03	49
V1L (Nelson, BC)	V1L	2	0.02	8,418	0.06	0.02	34
V1Z (Kelowna, BC)	V1Z	2	0.02	5,880	0.04	0.03	49
V2A (Penticton, BC)	V2A	2	0.02	17,719	0.12	0.01	16
V2H (Kamloops, BC)	V2H	2	0.02	2,802	0.02	0.07	103
V2X (Maple Ridge, BC)	V2X	2	0.02	20,042	0.13	0.01	14

# Ranking Areas - Std. Geo. | Customers

Customer: York Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
V3X (Surrey, BC)	V3X	2	0.02	8,954	0.06	0.02	32
V5E (New Westminster, BC)	V5E	2	0.02	11,074	0.07	0.02	26
V5G (Burnaby, BC)	V5G	2	0.02	7,687	0.05	0.03	38
V6N (Vancouver, BC)	V6N	2	0.02	4,956	0.03	0.04	58
V7E (Richmond, BC)	V7E	2	0.02	14,478	0.10	0.01	20
V7M (North Vancouver, BC)	V7M	2	0.02	10,824	0.07	0.02	27
V7N (North Vancouver, BC)	V7N	2	0.02	5,538	0.04	0.04	52
V7V (West Vancouver, BC)	V7V	2	0.02	6,770	0.04	0.03	43
V8P (Victoria, BC)	V8P	2	0.02	8,510	0.06	0.02	34
V9E (Victoria, BC)	V9E	2	0.02	2,123	0.01	0.09	136
V9K (Qualicum Beach, BC)	V9K	2	0.02	7,724	0.05	0.03	37
V9N (Courtenay, BC)	V9N	2	0.02	14,047	0.09	0.01	21
A0B (Placentia, NL)	A0B	1	0.01	8,640	0.06	0.01	17
A1H (St. John's, NL)	A1H	1	0.01	2,381	0.02	0.04	61
B0V (Digby, NS)	B0V	1	0.01	2,632	0.02	0.04	55
B1A (Gloucester, NS)	B1A	1	0.01	6,866	0.05	0.01	21
B2G (Antigonish, NS)	B2G	1	0.01	6,440	0.04	0.02	22
B3A (Dartmouth, NS)	B3A	1	0.01	11,673	0.08	0.01	12
B3P (Halifax, NS)	B3P	1	0.01	4,327	0.03	0.02	33
B3Z (Halifax, NS)	B3Z	1	0.01	6,816	0.05	0.01	21
B4B (Bedford, NS)	B4B	1	0.01	4,802	0.03	0.02	30
B4P (Kentville, NS)	B4P	1	0.01	3,467	0.02	0.03	42
E1C (Moncton, NB)	E1C	1	0.01	12,452	0.08	0.01	12
E1E (Moncton, NB)	E1E	1	0.01	5,349	0.04	0.02	27
E3B (Fredericton, NB)	E3B	1	0.01	17,887	0.12	0.01	8
E4P (Moncton Area, NB)	E4P	1	0.01	6,618	0.04	0.02	22
G0X (Notre-Dame-Du-Mont-Carmel, QC)	G0X	1	0.01	26,387	0.18	0.00	5
G1G (Quebec, QC)	G1G	1	0.01	11,559	0.08	0.01	12
G7A (Saint-Nicolas, QC)	G7A	1	0.01	9,064	0.06	0.01	16
H2P (Montreal, QC)	H2P	1	0.01	7,837	0.05	0.01	18
H2X (Montreal, QC)	H2X	1	0.01	13,680	0.09	0.01	11
H3G (Montreal, QC)	H3G	1	0.01	6,209	0.04	0.02	23
H3Y (Montreal, QC)	H3Y	1	0.01	4,148	0.03	0.02	35
H4B (Montreal, QC)	H4B	1	0.01	11,338	0.08	0.01	13
H4C (Montreal, QC)	H4C	1	0.01	10,189	0.07	0.01	14
H4R (Montreal, QC)	H4R	1	0.01	11,348	0.08	0.01	13
H8T (Pointe-Claire-Dorval, QC)	H8T	1	0.01	6,521	0.04	0.02	22
H8Z (Roxboro, QC)	H8Z	1	0.01	5,878	0.04	0.02	25
H9A (Pierrefonds, QC)	H9A	1	0.01	6,036	0.04	0.02	24
H9R (Pointe-Claire-Dorval, QC)	H9R	1	0.01	9,434	0.06	0.01	15
J0B (Richmond, QC)	J0B	1	0.01	26,369	0.18	0.00	5
J0T (Saint-Donat-De-Montcalm, QC)	J0T	1	0.01	23,762	0.16	0.00	6
J1J (Sherbrooke, QC)	J1J	1	0.01	7,410	0.05	0.01	19
J4N (Longueuil, QC)	J4N	1	0.01	4,411	0.03	0.02	33
J4Y (Longueuil, QC)	J4Y	1	0.01	9,194	0.06	0.01	16
J7R (Saint-Eustache, QC)	J7R	1	0.01	15,222	0.10	0.01	9
J9J (Gatineau, QC)	J9J	1	0.01	13,149	0.09	0.01	11

# Ranking Areas - Std. Geo. | Customers

Customer: York Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
K2H (Ottawa, ON)	K2H	1	0.01	12,634	0.09	0.01	11
K2J (Ottawa, ON)	K2J	1	0.01	25,655	0.17	0.00	6
K4M (Manotick, ON)	K4M	1	0.01	4,477	0.03	0.02	32
K7G (Gananoque, ON)	K7G	1	0.01	3,799	0.03	0.03	38
K8H (Petawawa, ON)	K8H	1	0.01	5,880	0.04	0.02	25
K9H (Peterborough, ON)	K9H	1	0.01	13,569	0.09	0.01	11
K9K (Peterborough, ON)	K9K	1	0.01	5,079	0.03	0.02	28
L2G (Niagara Falls, ON)	L2G	1	0.01	12,157	0.08	0.01	12
L2H (Niagara Falls, ON)	L2H	1	0.01	9,824	0.07	0.01	15
L2W (St Catharines, ON)	L2W	1	0.01	703	0.01	0.14	205
L4T (Mississauga, ON)	L4T	1	0.01	12,308	0.08	0.01	12
M1X (Scarborough, ON)	M1X	1	0.01	3,933	0.03	0.03	37
M4H (Toronto, ON)	M4H	1	0.01	7,086	0.05	0.01	20
N2R (Kitchener, ON)	N2R	1	0.01	4,461	0.03	0.02	32
N4B (Delhi, ON)	N4B	1	0.01	3,325	0.02	0.03	43
N5C (Ingersoll, ON)	N5C	1	0.01	6,398	0.04	0.02	23
N5H (Aylmer West, ON)	N5H	1	0.01	5,162	0.04	0.02	28
N7G (Strathroy, ON)	N7G	1	0.01	7,599	0.05	0.01	19
N7T (Sarnia, ON)	N7T	1	0.01	13,769	0.09	0.01	10
N7X (Sarnia, ON)	N7X	1	0.01	474	0.00	0.21	305
P0A (Burks Falls, ON)	P0A	1	0.01	7,029	0.05	0.01	21
P0P (Little Current, ON)	P0P	1	0.01	8,106	0.05	0.01	18
P6A (Sault Ste. Marie, ON)	P6A	1	0.01	15,610	0.10	0.01	9
P7A (Thunder Bay, ON)	P7A	1	0.01	13,381	0.09	0.01	11
P7G (Thunder Bay, ON)	P7G	1	0.01	4,982	0.03	0.02	29
R0E (Beausejour, MB)	R0E	1	0.01	18,089	0.12	0.01	8
R0G (Carman, MB)	R0G	1	0.01	16,802	0.11	0.01	9
R1N (Portage La Prairie, MB)	R1N	1	0.01	6,410	0.04	0.02	23
R7B (Brandon, MB)	R7B	1	0.01	9,073	0.06	0.01	16
S4P (Regina, SK)	S4P	1	0.01	7,012	0.05	0.01	21
S7M (Saskatoon, SK)	S7M	1	0.01	13,555	0.09	0.01	11
S7N (Saskatoon, SK)	S7N	1	0.01	12,581	0.08	0.01	11
T2J (Calgary, AB)	T2J	1	0.01	18,217	0.12	0.01	8
T2T (Calgary, AB)	T2T	1	0.01	15,718	0.10	0.01	9
T2W (Calgary, AB)	T2W	1	0.01	17,684	0.12	0.01	8
T4C (Cochrane, AB)	T4C	1	0.01	12,233	0.08	0.01	12
T4N (Red Deer, AB)	T4N	1	0.01	15,288	0.10	0.01	9
T5H (Edmonton, AB)	T5H	1	0.01	14,641	0.10	0.01	10
T6C (Edmonton, AB)	T6C	1	0.01	9,942	0.07	0.01	15
T8A (Sherwood Park, AB)	T8A	1	0.01	16,478	0.11	0.01	9
V0G (Fruitvale, BC)	V0G	1	0.01	10,204	0.07	0.01	14
V1C (Cranbrook, BC)	V1C	1	0.01	11,100	0.07	0.01	13
V1J (Fort St. John, BC)	V1J	1	0.01	10,625	0.07	0.01	14
V2C (Kamloops, BC)	V2C	1	0.01	10,841	0.07	0.01	13
V2E (Kamloops, BC)	V2E	1	0.01	5,999	0.04	0.02	24
V2M (Prince George, BC)	V2M	1	0.01	10,221	0.07	0.01	14
V4A (White Rock, BC)	V4A	1	0.01	15,900	0.11	0.01	9

# Ranking Areas - Std. Geo. | Customers

Customer: York Q3 2019 Postal Codes: Record Count

Name	Code	Count	%	Base Count	Base %	% Pen	Index
V4L (Delta, BC)	V4L	1	0.01	3,494	0.02	0.03	41
V4V (Winfield, BC)	V4V	1	0.01	6,496	0.04	0.02	22
V5Z (Vancouver, BC)	V5Z	1	0.01	12,115	0.08	0.01	12
V6M (Vancouver, BC)	V6M	1	0.01	6,811	0.05	0.01	21
V6Z (Vancouver, BC)	V6Z	1	0.01	9,860	0.07	0.01	15
V9B (Victoria, BC)	V9B	1	0.01	18,568	0.13	0.01	8
Y1A (Whitehorse, YT)	Y1A	1	0.01	12,952	0.09	0.01	11



**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**



## 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:

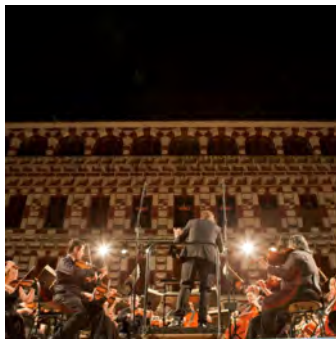
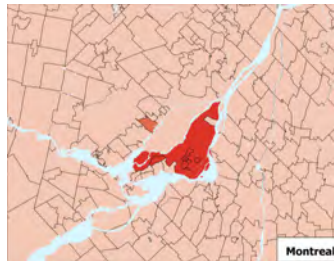
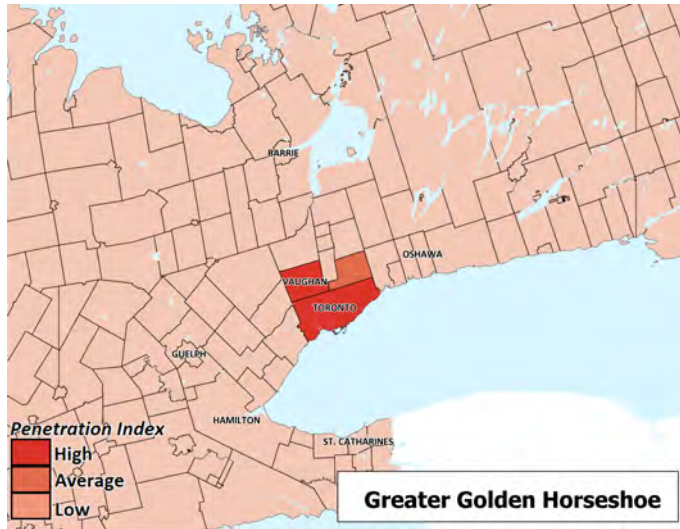
Medium

#### 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"



## 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:

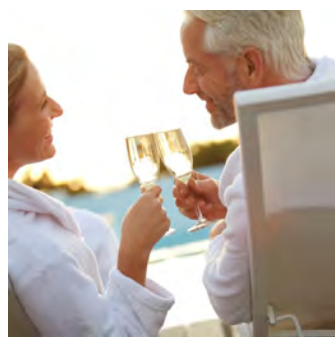
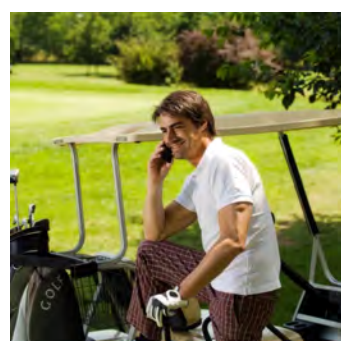
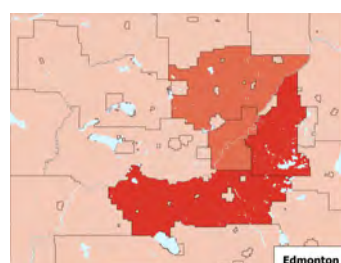
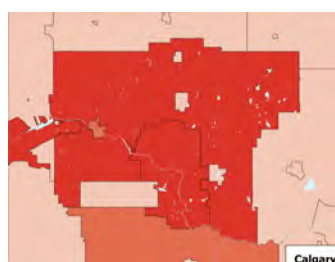
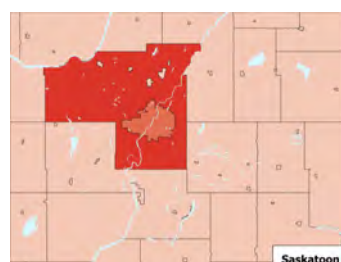
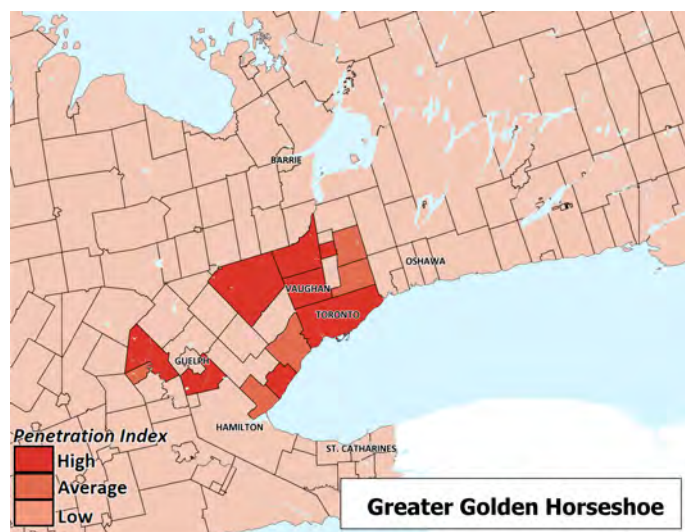
Medium

#### 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"



## OLDER, UPSCALE EXURBAN COUPLES AND FAMILIES

### WHO THEY ARE

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

Traditional in their outlook, Satellite Burbs members score high for values such as Saving on Principle and Primacy of the Family. And these older, upscale parents and couples want to preserve their nest eggs, often working with a full-service financial planner for investment advice and will and estate planning. With more than 90 percent owning their homes, they take pride in doing their own maintenance, and many spend weekends prowling the aisles of Lowe's, Home Hardware and Lee Valley Tools. Online they forego celebrity gossip for more utilitarian activities—downloading coupons, listening to podcasts and accessing home décor content. When they're done, they sink into a favourite easy chair to enjoy traditional media. They like watching TV sports, listening to news/talk radio and reading hobby, home décor, business and financial magazines.

### HOW THEY THINK

The members of Satellite Burbs are comfortable financially and in their environment. No segment ranks higher for believing in the North American Dream, and that's partly due to the many in this segment who find meaning and value in their work (*Fulfillment Through Work*). Although they prefer to spend time with tight-knit groups, (*Social Intimacy*) members consider themselves to be citizens of the world (*Global Consciousness*). A family-centric group (*Primacy of the Family*), they believe in *Duty* to others before themselves and hope to leave a *Legacy*. Many are active members of their religious community (*Religiosity*) but others construct their own spiritual approach (*Religion à la Carte*). These residents take matters into their own hands (*Personal Control*) and are comfortable with the disorder and uncertainties of modern life (*Rejection of Orderliness*). With their enthusiasm for purchasing products and services (*Consumptivity*), they like to recommend their favourite brands among their peers (*Consumption Evangelism*) and seek to influence businesses and marketers.

#### POPULATION:

1,036,439  
(2.86% of Canada)

#### HOUSEHOLDS:

371,388  
(2.56% of Canada)

#### AVERAGE HOUSEHOLD INCOME:

\$143,173

#### HOUSE TENURE:

Own

#### EDUCATION:

Mixed

#### OCCUPATION:

Mixed

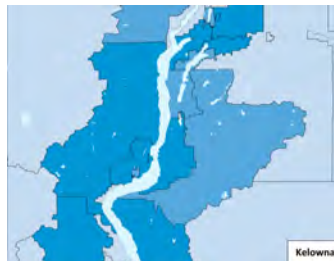
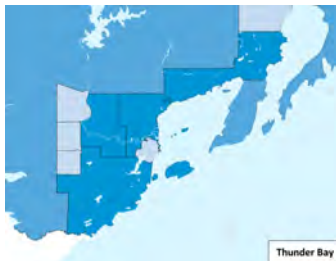
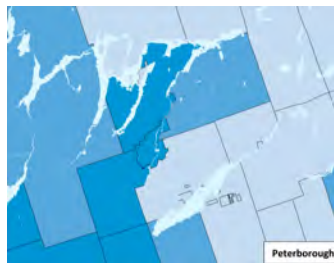
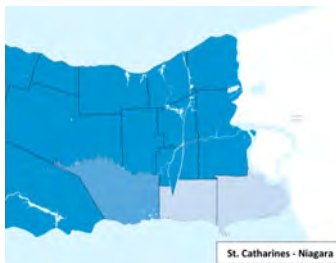
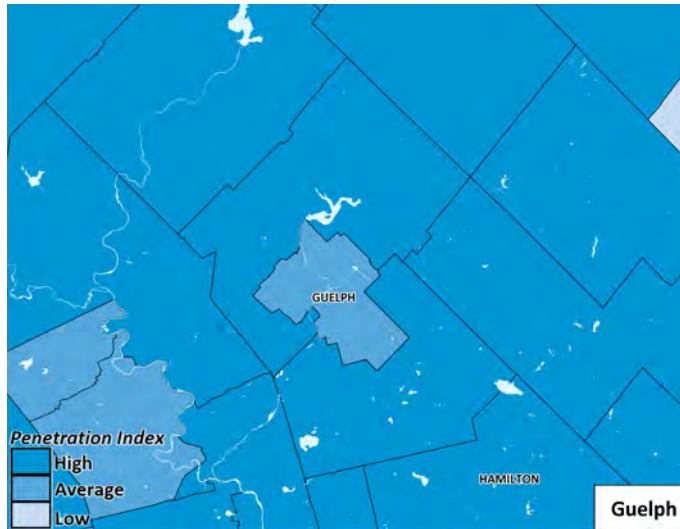
#### CULTURAL DIVERSITY INDEX:

Low

#### SAMPLE SOCIAL VALUE:

*Religion à la Carte*

## WHERE THEY LIVE



## HOW THEY LIVE



### LEISURE

baseball  
power boating  
community theatre  
cottage shows



### SHOPPING

Mark's Work Wearhouse  
Lee Valley Tools  
factory outlet stores  
gas barbecues



### DIGITAL MEDIA

download print coupons  
real estate websites  
Pinterest  
purchase books online



### TRADITIONAL MEDIA

TV sitcoms  
The Movie Network  
gardening and home  
magazines  
community newspapers



### FINANCIAL

mutual funds  
private banking  
travel insurance  
department store credit cards



### FOOD/DRINK

low-carbohydrate food  
granola bars  
East Side Mario's  
Canadian whisky



### ATTITUDES

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

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

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

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



### AUTOMOTIVE

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



## 06 KIDS & CAREERS



**S1** SUBURBAN ELITE **F8** PROSPEROUS PARENTS

Large, well-off, middle-aged suburban families

### POPULATION:

1,116,935  
(3.08% of Canada)

### HOUSEHOLDS:

343,909  
(2.37% of Canada)

### AVERAGE HOUSEHOLD INCOME:

\$169,740

### HOUSE TENURE:

Own

### EDUCATION:

University/College

### OCCUPATION:

White Collar/  
Service Sector

### CULTURAL DIVERSITY INDEX:

Medium

### SAMPLE SOCIAL VALUE:

Ecological Concern

## LARGE, WELL-OFF, MIDDLE-AGED SUBURBAN FAMILIES

### WHO THEY ARE

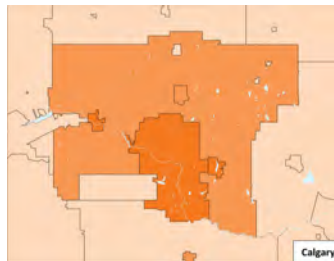
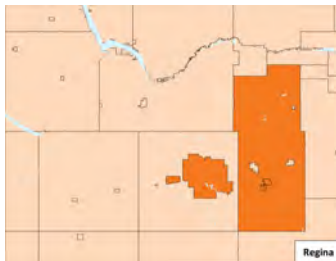
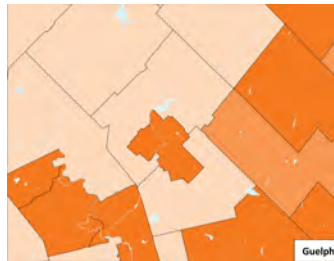
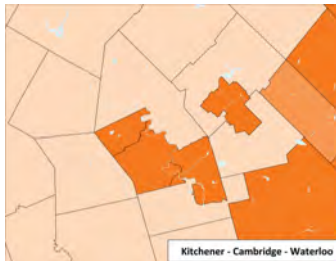
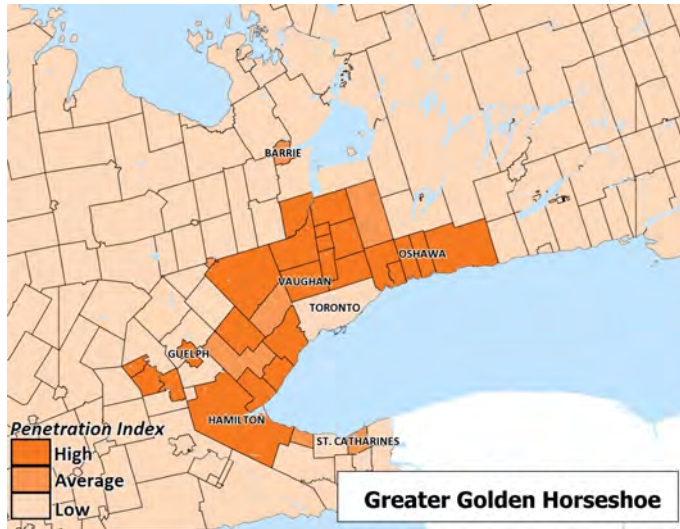
One of the wealthiest suburban lifestyles, Kids & Careers is known for its sprawling families—more than 40 percent include four or more people—living in the nation's second-tier cities. Parents are middle-aged, children are between 10 and 25 years old, and 85 percent live in single-family homes—typically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

Kids & Careers households owe their success to a mix of determination and education. With about a third having a university degree, the segment includes a disproportionate number of executives in finance and insurance, as well as professional, science and technical services industries. These busy moms and dads look to technology to save time; they go online to buy home furnishings and movie tickets, catch up on the latest fashion tips and book trips to cottages and family-friendly resorts. Eclectic in their media tastes, they watch Sportsnet 360 and The Food Network, read magazines like People and Canadian Living, listen to podcasts and read and contribute to blogs and message boards. With their jam-packed family calendars, these Canadians score high for values like Community Involvement and Need for Escape.

### HOW THEY THINK

The well-off members of Kids & Careers are known for their inner strength, scoring high for *Emotional Control* in how they direct their lives, and *Rejection of Orderliness*, reflecting their confidence to ignore traditional social standards. This middle-aged group follows the "golden rule," exhibiting a strong *Work Ethic* and belief in fulfilling obligations to others before pursuing personal pleasures (*Duty*). Their high level of *Saving on Principle*—and low score on *Joy of Consumption*—suggests that these principled savers may not take as much pleasure in shopping as their peers. And while Kids & Careers members have a *Concern for Appearance*, their interest in *Sensualism* indicates they may prefer new experiences over acquiring the latest fashion and hottest brands, especially if they can satisfy their *Need for Escape* from their busy lives. In addition, they place a priority on exercise and nutrition to live a long, healthy life (*Effort Toward Health*). When they go shopping, they typically prefer to buy products from larger companies (*Skepticism Towards Small Business*), though they question the reliability of most ad messages (*Skepticism Towards Advertising*).

## WHERE THEY LIVE



## HOW THEY LIVE



### LEISURE

jogging  
skateboarding  
theme parks  
summer camps



### TRADITIONAL MEDIA

Sportsnet  
TV reality shows  
men's magazines  
People



### FOOD/DRINK

frozen vegetables  
pretzels  
sports/energy drinks  
Wendy's



### AUTOMOTIVE

Volkswagen  
Nissan/Infiniti  
imported sports cars  
sport utility vehicles



### SHOPPING

big-box stores  
buying event tickets online  
Marshalls  
Sport Chek



### DIGITAL MEDIA

Travelocity.ca  
clothing and fashion websites  
Twitter mobile  
Instagram



### FINANCIAL

Canada Savings Bonds  
mutual funds  
discount brokers  
travel and entertainment  
cards



### ATTITUDES

"I prefer people who act like everybody else, without trying to stand out"

"I have difficulty trying to balance my work and family/personal life"

"I have my favourite brand and I normally stick to it"

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





## YOUNGER, WELL-EDUCATED CITY SINGLES

### WHO THEY ARE

The most urban of all the segments, Urban Digerati is a collection of younger, tech-savvy singles concentrated in the downtown apartment buildings of two cities: Toronto and Montreal. Reflecting two emerging demographic trends—the increasing urbanization of Canada and the growth of high-rise neighbourhoods—Urban Digerati offers residents a vibrant vertical world, with bedrooms in the clouds and a lively social scene on the ground. Upper-middle-income, highly educated and culturally diverse, Urban Digerati neighbourhoods are typically filled with recently built high-rise apartments and condos located near fitness clubs, clothing boutiques and all types of bars—from wine to coffee to microbrew. Because many residents have yet to start families, they have the time and discretionary income to pursue active social lives, going dancing and bar-hopping, and hitting film festivals and food and wine shows. And they like to look good while on the social scene, taking aerobics and Pilates classes and purchasing the latest fashions and electronics online. But they're not simply acquisitive materialists; many are globally conscious consumers who support the arts and are actively involved in their communities.

In Urban Digerati, residents have used their higher education—more than half hold university degrees—to pursue technology- and information-intensive lifestyles. Their average income, above six figures, allows them to buy tech devices and download plenty of apps. These are the Canadians who sleep with their phones and go online to bank, shop, invest, look for a job and check out dating services. Digitally-obsessed, they spend less time with printed newspapers and magazines—unless they're alternative weeklies or tech-focused magazines—but stay on top of the latest trends in popular culture by reading online magazines, restaurant guides and fashion and beauty blogs.

### HOW THEY THINK

As might be expected with a younger and educated segment, members of Urban Digerati tend to hold a socially progressive view of the world and of family (*Flexible Families, Racial Fusion*). They believe that youth should be given the same privileges and responsibilities as adults, and they tend to have a more open-minded view of romantic relationships (*Equal Relationship with Youth, Sexual Permissiveness*). With higher education levels, they have learned to be critical thinkers and tend to question rules and authority (*Rejection of Authority*). Eager to learn from others, they like to express their individuality while also seeking acceptance from their peers (*Social Learning, Pursuit of Originality, Need for Status Recognition*). And their apartments are often appointed in the latest style in an effort to demonstrate their social standing (*Ostentatious Consumption, Status via Home*). Influential consumers for marketers, these young urbanites tend to be the early adopters of their peer group, shopping for new and flashy products that align with their interests (*Consumption Evangelism, Enthusiasm for Technology, Pursuit of Novelty, Importance of Aesthetics, Consumptivity*).

#### POPULATION:

510,661  
(1.41% of Canada)

#### HOUSEHOLDS:

275,442  
(1.90% of Canada)

#### AVERAGE HOUSEHOLD INCOME:

\$105,803

#### HOUSE TENURE:

Rent & Own

#### EDUCATION:

University

#### OCCUPATION:

White Collar

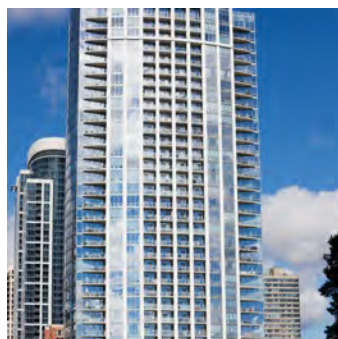
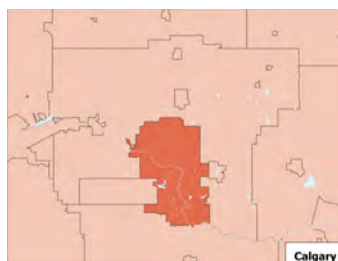
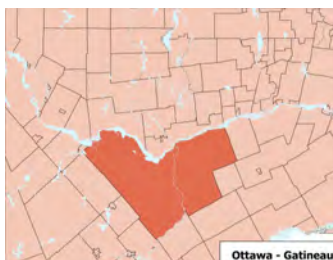
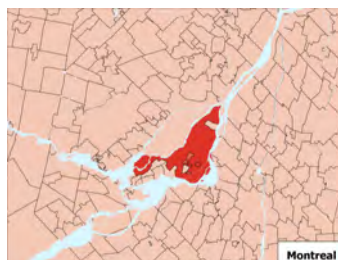
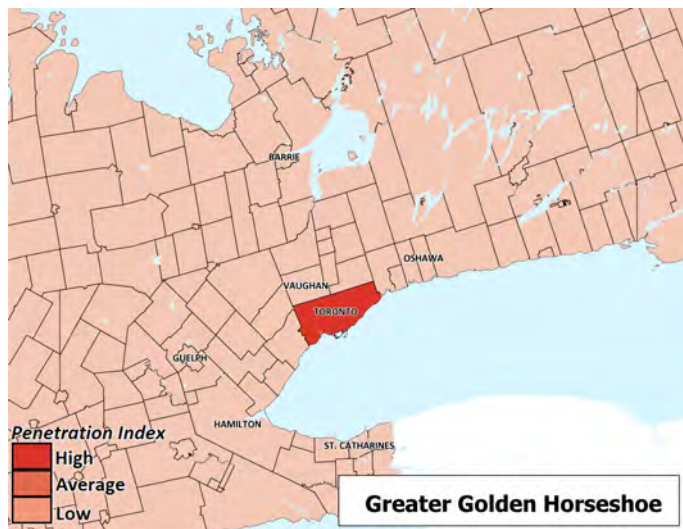
#### CULTURAL DIVERSITY INDEX:

High

#### SAMPLE SOCIAL VALUE:

Sexual  
Permissiveness

## WHERE THEY LIVE



## HOW THEY LIVE



### LEISURE

health clubs  
bars  
popular music/rock concerts  
food and wine shows



### TRADITIONAL MEDIA

TV basketball  
modern/alternative rock radio  
alternative weeklies  
fashion magazines



### FOOD/DRINK

organic fruits and vegetables  
energy drinks  
David's Tea  
Mexican/burrito-style  
restaurants



### AUTOMOTIVE

Honda  
European imports  
imported sporty vehicles  
2014 or newer



### SHOPPING

Banana Republic  
Gap  
online home furnishings  
online beauty and cosmetics



### DIGITAL MEDIA

online dating  
access a news site  
restaurant guides  
Twitter



### FINANCIAL

discount brokers  
stocks  
TFSA's  
high-interest savings  
accounts



### ATTITUDES

"Young people should be  
taught to question authority"

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

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

"I am prepared to pay more  
for products that are a bit  
different from those one sees  
all over"



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

# Hotel Stats in York Jan - Dec 2019



Date	Occupancy		ADR (Average Daily Rate)		RevPar (Revenue Per Available Room)		Supply	Demand	Revenue	
	2019 (%)	% Change (2019 vs 2018)	2019 (\$)	% Change	2019 (\$)	% Change	2019 (#)	2019 (#)	2019 (\$)	% Change
Jan-19	59.2	-4.9	134.24	4.2	79.51	-0.9	174,344	103,272	13,862,896	3.0
Feb-19	65.9	-1.9	134.92	3.8	88.89	1.9	157,472	103,750	13,997,425	5.8
Mar-19	64.2	-7.0	131.34	3.3	84.29	-3.9	174,344	111,881	14,694,839	-0.2
Apr-19	72.7	-1.3	137.60	1.2	100.04	-0.1	168,720	122,665	16,878,763	-0.2
May-19	76.9	-3.7	143.84	3.8	110.67	-0.1	174,344	134,145	19,295,063	-0.1
Jun-19	82.5	-2.8	146.33	-0.2	120.68	-3.0	168,720	139,151	20,361,970	-3.1
Jul-19	83.2	-1.0	147.47	0.0	122.76	-1.0	174,344	145,131	21,402,638	-1.1
Aug-19	88.3	-1.3	157.44	1.9	139.10	0.6	172,112	152,061	23,940,663	-0.8
Sep-19	81.0	-4.5	147.81	0.4	119.65	-4.1	163,650	132,476	19,581,344	-5.5
Oct-19	79.9	-1.9	140.45	-0.3	112.27	-2.3	169,105	135,178	18,985,988	-3.6
Nov-19	76.1	-0.3	137.16	-1.6	104.41	-2.0	163,650	124,577	17,086,803	-3.3
Dec-19	59.4	4.4	130.80	1.5	77.64	6.0	169,105	100,375	13,128,856	4.6
2019	74.2	-2.3	141.47	1.1	104.94	-0.9	2,006,339	1,488,297	210,554,008	-0.9

## Hotel Monthly Percent Change 2019 vs 2018 in York

