

# **Visitor Research Program**

Analysis of Visitors Who Reside Within Durham Region

Postal Codes Collected Between 2017 - 2019

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### Visitor Research Program Overview

Understanding your customer helps you make informed decisions on your product offerings and how you can market effectively to your ideal guest.

Central Counties Visitor Research Program will be able to provide you with a deeper understanding of your customers and valuable information to improve your marketing ROI, identify partnerships, and grow your business.

To take advantage of our program, collect your customer postal codes and the city/town they live in and provide the spreadsheet to Central Counties Tourism. We will run your postal data through our Environics research program to provide information to you about:

- Where your visitors/guests/customers/members are coming from;
- How far they are driving;
- What cities contain the most people in your target audience; and
- A profile of your top five target audience, including media usage and psycho-graphics.

The data you receive will arrive in an easy to read template that will highlight who your customers are, what recreational activities interest them, what type of food and drink they are interested in, where hotspots of people interested in your product may be, and even how they like to receive information about your product.

### Tips to read this document:

- Numbers that appear in RED font and in RED boxes indicate over indexed<sup>1</sup> by > 10
- Numbers that appear in BLUE font and in BLUE boxes indicate under indexed<sup>1</sup> by < 10</li>
- Report 1: Executive Report.
- Report 2: Ranking Areas for Customers: Rank areas based on the presence of your customers.
- **Report 3**: Distance Decay: The distribution of your customers around your location.
- **Report 4**: Ranking Standard Areas: Ranking Areas for a Target Group Rank areas based on the presence of your top five Prizm profiles.
- Report 5: Top five Prizm Profile descriptions
- Appendix: Additional Ranking Variables (e.g., Internet/Social Media usage, leisure/travel, F&B, Social Values,...)
- Count: the number of your target group
- % (Count/Total x 100): % of the target group that exhibits a characteristic or behaviour
- Base Count: number of households found in the market for the given variable
- Base % (Base Count/Total x 100): % composition of the benchmark (referred to as base)
- Penetration Rate (% pen) (Count/Base Count x 100): describes the % of the target group that exhibit that characteristic or behaviour in the overall total. A key metric to look at when assessing the segment composition of your geography
- ¹Index (%/Base% x 100): measures if the variable in the target group is underrepresented or over represented when compared to the average of the area being studied, the benchmark. For example, an index of 110 means that there is a 10% higher concentration of that specific variable within your audience than the average. An index of 100 is the average for the area.



### **Report 1: Executive Report**



### RTO6 Visitors Within Durham Region 2017-2019



### Demographic Snapshot



### 53 Years

Median age of Households maintainer



### 51.8%

Couples with Children at Home (104)



### 57.1%

Of Visitors travelled within 40 Km



### \$127,662

Average Household Income (107)



## 30%

Are Visible Minority Presence (91)



### 4 People+

34% of HHs have 4 or more people at Home (107)



### 22.7%

Born outside of Canada (91)



### 13.7%

Work in Sales & Service (95) & 10.7% in Business/Finance (101)



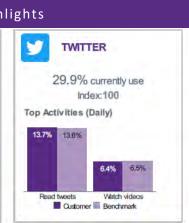
### Top Ten Forward Sortation Areas (FSAs)

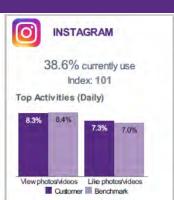
Count
1,680
1,464
1,221
779
777
742
694
690
671
617

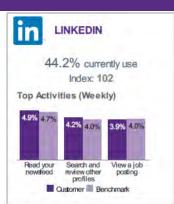
### Top Eight Cities/Towns

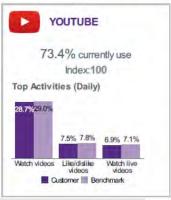
Name	Count
Clarington, ON (MU)	3,464
Pickering, ON (CY)	2,977
Oshawa, ON (CY)	2,230
Whitby, ON (T)	2,176
Ajax, ON (T)	1,428
Uxbridge, ON (TP)	1,384
Scugog, ON (TP)	701
Brock, ON (TP)	502

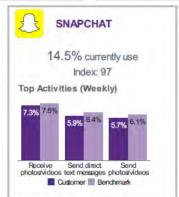
# Social Media Highlights **FACEBOOK** 78.1% currently use Index: 100 Top Activities (Daily) 23.1%23.3% Read news Omt/Like other Use feed users posts Messenger Qustomer Benchmark













# **Demographics** | Population & Households



Customers: Durham 2017-2019 All Postal Codes: QTY

#### **MEDIAN MAINTAINER AGE**

53

Index: 98

#### **MARITAL STATUS**



61.3%

Index:106

Married/Common-Law

#### **FAMILY STATUS\***

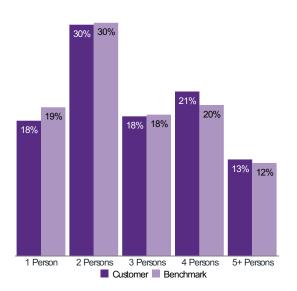


51.8%

Index: 104

Couples With Children At Home

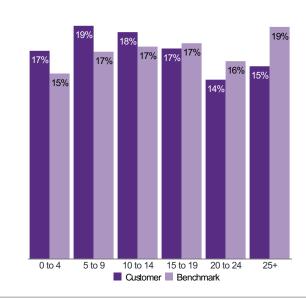
#### **HOUSEHOLD SIZE**



#### **POPULATION BY AGE**

	0/	la des
	%	Index
0 to 4	6.0	112
5 to 9	6.6	114
10 to 14	6.8	111
15 to 19	6.4	102
20 to 24	6.0	92
25 to 29	6.1	90
30 to 34	6.6	100
35 to 39	7.1	107
40 to 44	7.1	109
45 to 49	6.8	103
50 to 54	6.5	94
55 to 59	7.1	91
60 to 64	6.0	92
65 to 69	4.8	94
70 to 74	3.9	96
75 to 79	2.6	97
80 to 84	1.8	96
85+	1.9	98

### AGE OF CHILDREN AT HOME



Benchmark: Durham Region Boundary

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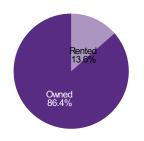
Index Colours:	<80	80 - 110	110+

# Demographics | Housing & Income



Customers: Durham 2017-2019 All Postal Codes: QTY

### **TENURE**



#### STRUCTURE TYPE



86.7% Index: 105



13.2%

Index: 78

**AGE OF HOUSING\*** 

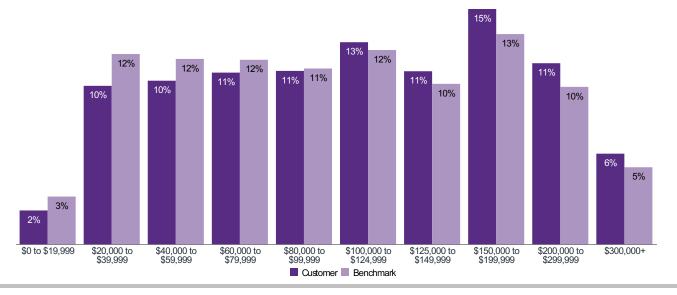
4 - 9 Years Old

% Comp: 12.1 Index: 192

#### **AVERAGE HOUSEHOLD INCOME**

#### HOUSEHOLD INCOME DISTRIBUTION





Benchmark: Durham Region Boundary

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



Customers: Durham 2017-2019 All Postal Codes: QTY

#### **EDUCATION**



University Degree

#### LABOUR FORCE PARTICIPATION



66.8% Index: 102

Participation Rate

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



79.8% Index: 103



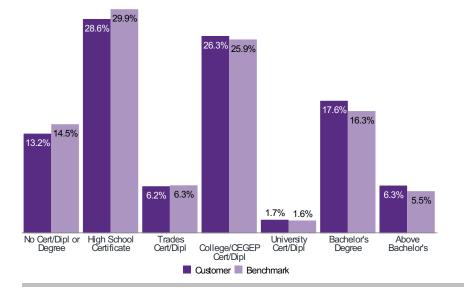
10.1%

Index: 86

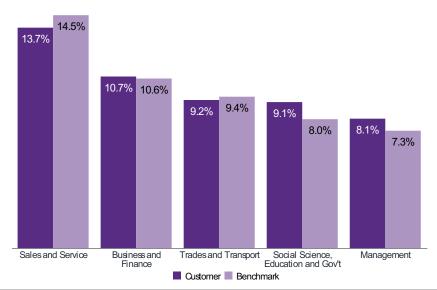
Travel to work by Car (as Driver)

Travel to work by **Public Transit** 

### **EDUCATIONAL ATTAINMENT**



### **OCCUPATIONS: TOP 5\***



Benchmark: Durham Region Boundary

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Index Colours:	<80	80 - 110	110+

# Demographics | Diversity



Customers: Durham 2017-2019 All Postal Codes: QTY

### **VISIBLE MINORITY PRESENCE**



30.0% Index: 91

Belong to a visible minority group

#### **NON-OFFICIAL LANGUAGE**



0.8% Index: 93

No knowledge of English or French

#### **IMMIGRATION**



22.7%

Index: 91

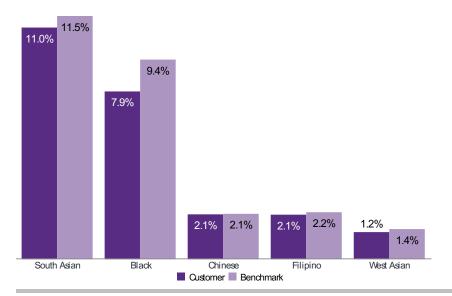
Born outside Canada

#### PERIOD OF IMMIGRATION\*

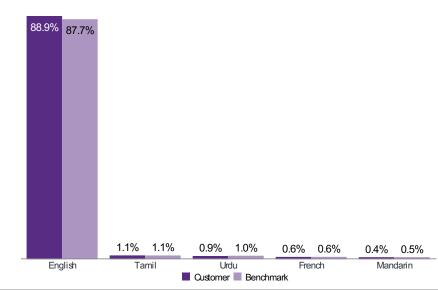
Before 2001

% Comp: 13.0 Index: 88

### **VISIBLE MINORITY STATUS: TOP 5\*\***



#### LANGUAGES SPOKEN AT HOME: TOP 5\*\*



Benchmark: Durham Region Boundary

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Index Colours: <80 80 - 110 110+

<sup>\*</sup>Chosen from index ranking with minimum 5% composition

## Demographics | DemoStats Highlights

Customers: Durham 2017-2019 All Postal Codes: QTY



#### HOUSEHOLD CHARACTERISTICS

	%	Base %	Index
Age of Household Maintainer			
15 to 24	0.73	1.07	68
25 to 34	12.79	12.25	104
35 to 44	20.32	18.27	111
45 to 54	20.83	20.61	101
55 to 64	20.93	22.70	92
65 to 74	14.10	14.77	95
75 or Older	10.30	10.33	100
Size of Household			
1 Person	17.63	19.38	91
2 Persons	30.17	30.42	99
3 Persons	18.20	18.42	99
4 Persons	21.44	19.67	109
5 or More Persons	12.56	12.11	104
Household Type			
Total Family Households	80.29	77.75	103
One-Family Households	77.06	74.33	104
Multiple-Family Households	3.22	3.42	94
Non-Family Households	19.71	22.25	89
One-Person Households	17.66	19.52	90
Two-Or-More-Person Households	2.05	2.73	75
Marital Status			
Married Or Living With A Common-Law Partner	61.26	57.65	106
Single (Never Legally Married)	25.71	28.34	91
Separated	3.17	3.48	91
Divorced	5.02	5.58	90
Widowed	4.84	4.95	98
Children at Home			
Percent: Households with Children at Home	54.54	53.28	102
Age of Children at Home			
0 to 4	16.64	14.82	112
5 to 9	18.65	16.57	113
10 to 14	18.14	16.98	107
15 to 19	16.83	17.25	98
20 to 24	14.33	15.81	91
25 and over	15.41	18.56	83

### **DWELLING CHARACTERISTICS**

	%	Base %	Index
Housing Tenure			
Owned	86.44	80.91	107
Rented	13.56	19.08	71
Band Housing	0.00	0.00	0
Housing Type			
Houses	86.67	82.90	105
Single-Detached House	71.86	66.52	108
Semi-Detached House	3.36	5.39	62
Row House	11.45	10.99	104
Apartments	13.18	16.92	78
High-rise (5+ Floors)	5.42	6.82	80
Low-rise (<5 Floors)	5.07	6.23	81
Detached Duplex	2.69	3.87	70
Other Dwelling Types	0.14	0.18	81
Housing Period of Construction			
Before 1961	9.84	14.86	66
1961 - 1980	17.24	23.91	72
1981 - 1990	14.24	17.35	82
1991 - 2000	15.32	15.29	100
2001 - 2005	12.28	9.73	126
2006 - 2010	14.26	8.57	166
2011 - 2016	12.09	6.31	192
After 2016	4.74	3.98	119

### INCOME, EDUCATION & EMPLOYMENT

	%	Base %	Index
Household Income			
Average Household Income	127,661.66	118,804.76	107
Education			
No Certificate, Diploma Or Degree	13.24	14.50	91
High School Certificate Or Equivalent	28.61	29.92	96
Apprenticeship Or Trades Cert/Dipl	6.19	6.31	98
College/CEGEP/Non-Uni Cert/Dipl	26.33	25.87	102
University Cert/Dipl Below Bachelor	1.70	1.60	106
University Degree	23.93	21.79	110
Labour Force			
In The Labour Force (15+)	66.81	65.48	102
Labour Force by Occupation			
Management	8.06	7.31	110
Business Finance Administration	10.69	10.57	101
Sciences	5.03	4.63	109
Health	4.44	4.10	108
Education, Gov't, Religion, Social	9.10	8.03	113
Art, Culture, Recreation, Sport	1.82	1.79	101
Sales and Service	13.74	14.52	95
Trades and Transport	9.23	9.43	98
Natural Resources and Agriculture	0.93	0.96	96
Manufacturing and Utilities	2.54	2.69	94
Commuting			
Car (As Driver)	79.83	77.40	103
Car (As Passenger)	5.81	6.11	95
Public Transit	10.12	11.80	86
Walk	2.86	3.20	89
Bicycle	0.39	0.45	86

#### LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	0/	D 0/	1
Variable of Official Language	%	Base %	Index
Knowledge of Official Language English Only	91,26	91.59	100
French Only	0.07	0.07	95
English And French	7.85	7.45	105
Neither English Nor French	0.82	0.89	93
Immigration Status	0.02	0.09	93
Non-Immigrant Population	76.50	74.20	103
Born In Province of Residence	69.74	67.55	103
Born Outside Province of Residence	6.76	6.65	103
Immigrant Population	22.71	24.87	91
Visible Minority Status	22.11	24.07	31
Total Visible Mnorities	30.03	33.03	91
Chinese	2.09	2.12	99
South Asian	10.97	11.52	95
Black	7.93	9.45	84
Filipino	2.08	2.19	95
Latin American	0.95	1.16	82
Southeast Asian	0.42	0.42	101
Arab	0.98	1.09	89
West Asian	1.25	1.39	90
Korean	0.18	0.17	105
Japanese	0.16	0.18	86
Mother Tongue*	0.10	0.10	
English	80.32	78.77	102
French	1.54	1.61	96
Total Non-Official	16.01	17.31	92
Tamil	2.00	1.94	103
Urdu	1.73	1.89	92
Tagalog	0.99	1.12	89
Spanish	0.97	1.00	97
Persian	0.84	0.93	90
Italian	0.80	0.90	89
Arabic	0.65	0.80	81
Mandarin	0.61	0.66	92
German	0.59	0.61	98
Polish	0.52	0.61	85

Benchmark: Durham Region Boundary

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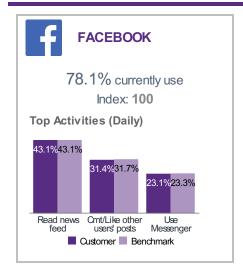
Index Colours:	<80	80 - 110	110+

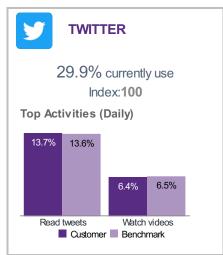
<sup>\*</sup>Displaying top 10 non-official Mother Tongue language variables by percent composition

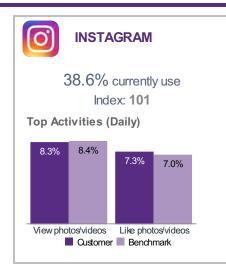
# Opticks Social | Social Media Activities

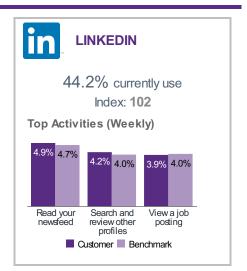


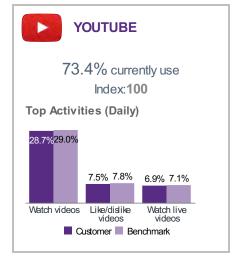
Customer: Durham 2017-2019 All Postal Codes: QTY

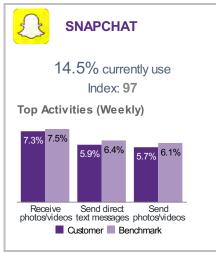














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Index Colours: <80 80 - 110 110+

# Opticks Social | Social Media Usage



Customer: Durham 2017-2019 All Postal Codes: QTY

FRIENDS IN ALL SM NETWORKS

35.6% Index:100

0-49 friends

FREQUENCY OF USE (DAILY)



57.8%

Index:100

Facebook

**BRAND INTERACTION** 



37.1%

Index:100

Like brand on Facebook

NO. OF BRANDS INTERACTED

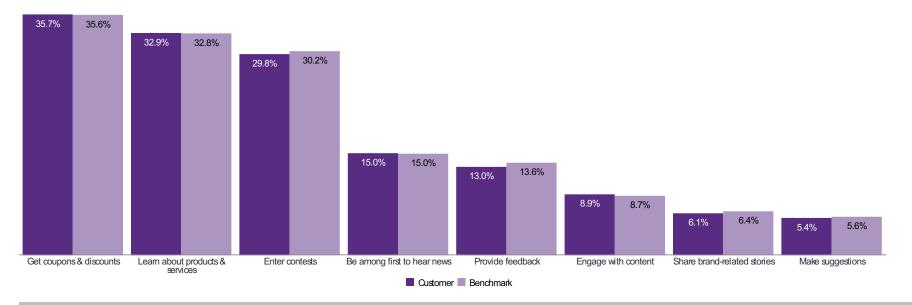


33.2%

Index:100

2-5 brands

### REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Durham Region Boundary

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Index Colours: <80 80 - 110 110+

# Opticks Social | Purchases and Future Usage



Customer: Durham 2017-2019 All Postal Codes: QTY

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



8.8% Index:96

Vacation, travel-related

7.3%

Index: 95

Entertainment-related (i.e. movies)



6.7%

Index: 93

Big-ticket (i.e. appliances)

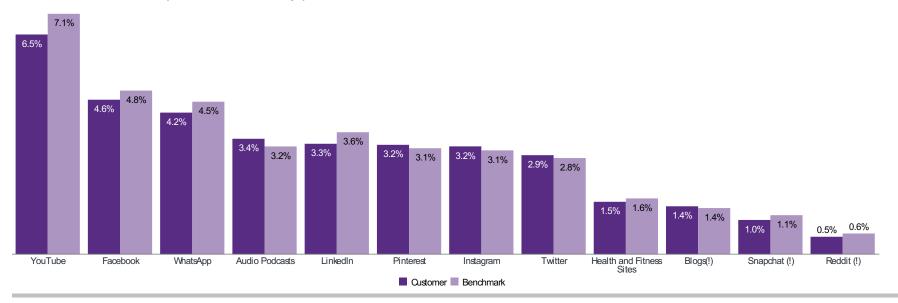


6.4%

Index: 96

Car, auto-related

### **USAGE EXPECTATIONS** (Increase in the next yr)



Benchmark: Durham Region Boundary

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Index Colours: <80 80 - 110 110+

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

# Opticks Social | Social Media Attitudes



Customer: Durham 2017-2019 All Postal Codes: QTY



**DESCRIBES ME\*...** 

Use SM to stay connected with personal contacts

% Comp 45 7

Index



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

% Comp 23 4 Index



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

% Comp 73 () Index

100



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

% Comp 8 5



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

% Comp 85.4 Index

SHARING MY PERSONAL INFO WITH FRIENDS/ACQUAINT. IN SM **ENVIRONMENTS DOES NOT CONCERN ME** 

% Comp 21 1

Index

Benchmark: Durham Region Boundary

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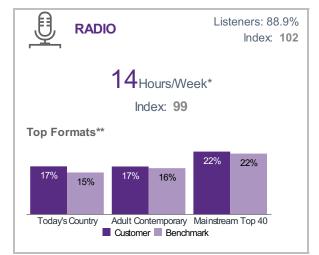
> Index Colours: <80 80 - 110 110+

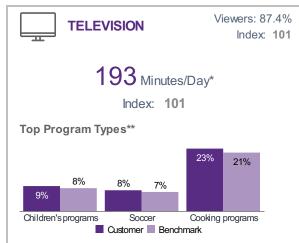
\*Chosen and ranked by percent composition with a minimum of 5%

# Behavioural | Media Overview

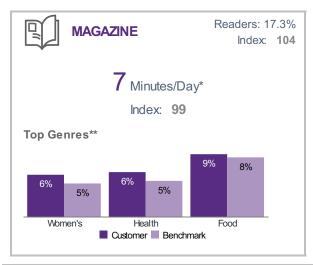


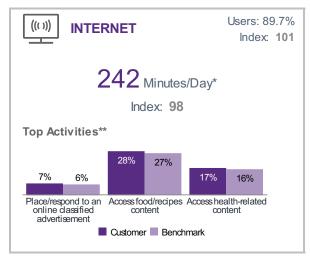
Customers: Durham 2017-2019 All Postal Codes: QTY

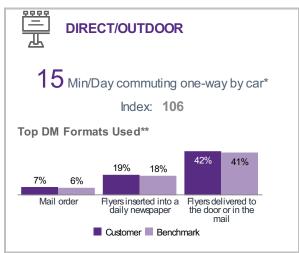












Benchmark: Durham Region Boundary

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\*Consumption values based to Household Population 12+

<sup>\*\*</sup>Chosen from index ranking with minimum 5% composition

## Behavioural | Media Highlights

Customers: Durham 2017-2019 All Postal Codes: QTY



#### **TELEVISION**

	%	Base %	Index
Viewership			
Heavy	16.30	16.77	97
Medium/Heavy	17.98	17.55	102
Medium	19.02	17.85	107
Medium/Light	18.17	17.73	102
Light	15.95	16.59	96
Top Program Types (Watch in Typical Week)*			
Children's programs	9.17	8.40	109
Soccer	7.63	7.01	109
Cooking programs	22.95	21.48	107
Morning local news	17.70	16.76	106
Entertainment news programs	9.12	8.66	105
Late night talk shows	9.34	8.90	105
Primetime serial dramas	31.23	29.68	105
Sci-Fi/fantasy/comic book shows	14.58	13.90	105
Baseball (when in season)	17.92	17.17	104
Curling (when in season)	5.60	5.37	104
Suspense/crime dramas	27.34	26.35	104
CFL football (when in season)	7.90	7.70	103
Contest shows	15.45	15.05	103
Hockey (when in season)	26.86	26.11	103
Movies	47.29	45.94	103

### **RADIO**

	%	Base %	Index
Listenership			
Heavy	22.03	22.26	99
Medium/Heavy	22.17	22.68	98
Medium	19.80	19.24	103
Medium/Light	19.17	17.35	111
Light	16.83	18.47	91
Top Formats (Weekly Reach)*			
Today's Country	16.99	14.81	115
Adult Contemporary	16.94	16.34	104
Mainstream Top 40/CHR	22.25	21.54	103
News/Talk	18.51	18.19	102
All News	10.74	10.67	101
Not Classified	8.51	8.45	101
Hot Adult Contemporary	16.48	16.64	99
Modern/Alternative Rock	7.92	8.08	98
Mainstream Rock	14.90	15.41	97
Classic Hits	14.21	14.72	97
Multi/Variety/Specialty	7.82	8.06	97

### **NEWSPAPERS**

	%	Base %	Index
Readership - Dailies			
Heavy	4.10	3.96	104
Medium/Heavy	4.16	4.34	96
Medium	4.63	4.77	97
Medium/Light	6.70	5.85	115
Light	5.57	4.87	114
Section Read - Dailies*			
Food	31.50	29.69	106
Automotive	13.88	13.24	105
Classified ads (excl. real estate)	13.63	13.08	104
Health	31.25	29.99	104
Real estate listings	14.28	13.73	104
Fashion/lifestyle	20.95	20.36	103
Local & regional news	59.44	57.64	103
Movie & entertainment	35.64	34.76	103
International news/world section	48.01	47.02	102
National news	50.63	49.66	102
Readership - Community Papers			
Heavy	9.91	9.18	108
Medium/Heavy	7.11	7.47	95
Medium	9.68	8.52	114
Medium/Light	7.71	6.83	113
Light	7.34	7.28	101
=			

#### INTERNET

	%	Base %	Index
Usage			
Heavy	20.33	21.46	95
Medium/Heavy	18.68	19.28	97
Medium	18.32	17.90	102
Medium/Light	15.97	14.94	107
Light	16.44	15.32	107
Online Social Networks (Used in Past Month)			
Pinterest	15.81	14.88	106
Online/Internet dating sites	1.65	1.57	105
LinkedIn	13.61	13.44	101
Instagram	28.38	28.56	99
YouTube	37.34	37.72	99
Facebook	44.41	46.25	96
Snapchat	13.06	13.55	96
Twitter	13.79	14.63	94
Tumblr	1.43	1.66	86
Video/photo sharing	1.77	2.18	81
Top Activities (Past Week)			
Place/respond to an online classified advertisement	7.09	6.44	110
Access food/recipes content	27.90	26.64	105
Access health-related content	17.07	16.27	105
Listen to music via streaming video service (e.g. YouTube)	26.36	25.32	104
Download/print/redeem discount coupon	12.37	11.87	104
Receive store offers by SMS	6.26	6.03	104
Access celebrity gossip content	8.60	8.29	104
Internet search - business, services, products	44.66	43.19	103
Send/receive email	68.99	66.85	103
Use maps/directions service	50.90	49.46	103
Do banking/pay bills online	51.23	49.53	103
Purchase products or services	21.85	21.17	103
Research products/services	29.38	28.44	103
Access automotive news/content	6.15	6.00	103
Access restaurant guides/reviews	14.12	13.73	103

### DIRECT

	%	Base %	Index
Used in Shopping			
Mail order	7.26	6.50	112
Flyers inserted into a daily newspaper	19.27	18.34	105
Flyers delivered to the door or in the mail	42.49	41.18	103
Local store catalogues	22.06	21.36	103
Flyers inserted into a community newspaper	36.94	36.27	102
Coupons	32.59	32.42	101
Direct email offers	24.41	24.15	101
Online flyers	34.54	34.52	100
General information from the Internet/websites	30.90	30.93	100
Opinion of Flyers to Door/By Mail			
Very favourable	20.60	20.05	103
Somewhat favourable	37.14	36.88	101
Very unfavourable	24.43	24.53	100
Somewhat unfavourable	17.82	18.54	96

### **MAGAZINES**

	%	Base %	Index
Readership			
Heavy	2.79	2.88	97
Medium/Heavy	2.97	3.04	98
Medium	4.58	4.42	104
Medium/Light	3.49	3.09	113
Light	3.47	3.21	108
Top Magazine Types*			
Women's	5.95	4.71	126
Health/fitness	6.32	5.08	125
Food & beverage	8.87	8.42	105
Home décor	5.57	5.41	103
Gardening & homes	6.46	6.42	101
News & current affairs	6.25	6.18	101
Travel & tourism	6.48	6.41	101
Entertainment/celebrity	6.76	7.32	92

Benchmark: Durham Region Boundary

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\*Chosen fromindex ranking with minimum5% composition Index Colours: <a href="https://er.er/wiroinsarialytics.ca/en/wiroinsaria

# Behavioural | Sports & Leisure Overview - Attend



Customers: Durham 2017-2019 All Postal Codes: QTY

### **Top Shows & Exhibitions**

Craft shows



Home shows

Carnivals/fairs

6.9% Index: 98

Auto shows



5.7% Index: 92

### **Top Local Attractions & Destinations**

Sporting events



19.9% Index: 109



36.4% Index: 106

Popular music/rock concerts



20.0% Index: 105

Historical sites



27.9% Index: 104

### **Top Professional Sports**

Baseball



21.8% Index: 105

(

21.5% Index: 103

Soccer



7.3% Index: 102

Football



7.8% Index: 99

### **Top Concert & Theatre Venues**

Theatre - Community theatres



12.2%

Index: 110

Concerts - Other concert venues

Hockey



9.7% Index: 107

Concerts - Outdoor stages



11.2%

Index: 105

Theatre - Major theatres



26.5% Index: 103

Benchmark: Durham Region Boundary

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Index Colours:

<80

80 - 110

110+

# Behavioural | Sports & Leisure Overview - Participate



Customers: Durham 2017-2019 All Postal Codes: QTY

### **Top Individual Sports**

Golfing



25.6% Index:107

SER.

9.8% Index:104

Swimming



58.1% Index:104

Snowboarding



**Top Team Sports** 

Baseball/softball



19.8% Index: 106

Curling

Adventure sports



7.9% Index: 104

Football



8.0% Index: 103 Basketball



15.9% Index: 100

**Top Activities** 

Arts/Crafts



43.2% Index: 103

Camping



43.6% Index: 103

Volunteer work



46.1% Index: 103

Gardening



61.4% Index: 102

**Top Fitness** 

Pilates/yoga



21.3% Index: 104

Fitness walking



48.9% Index: 103

Health club activity



23.7 /0 Index: 102

Home exercise



54.2% Index: 102

Benchmark: Durham Region Boundary

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# Psychographics | Social Values Overview | Social Values Glossary



Customers: Durham 2017-2019 All Postal Codes: QTY



### **Strong Values**

	Index
Attraction to Nature	108
Cultural Assimilation	104
Concern for Appearance	103
Effort Toward Health	103
Obedience to Authority	103
Skepticism Towards Advertising	103
Flexible Families	102
Need for Escape	102
Personal Control	102
Social Darwinism	102



## **Descriptions | Top 3 Strong 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.

### **Cultural Assimilation**

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

### **Concern for Appearance**

Placing a great deal of importance on appearing "attractive", and being concerned about the image projected by one's appearance. People who are strong on this construct are image-driven.



### Weak Values

	Index
Search for Roots	92
Interest in the Unexplained	94
Advertising as Stimulus	94
Acceptance of Violence	95
Active Government	95
Fatalism	95
Importance of Spontaneity	95
Introspection & Empathy	95
Anomie-Aimlessness	95
Rejection of Inequality	95



## **Descriptions | Top 3 Weak Values**

### Search for Roots

Desire to preserve and maintain one's cultural and ethnic roots and to live in accordance with one's own traditions and customs. A yearning to return to one's cultural roots in order to rediscover, and participate in, the fundamental values that give meaning to one's life.

### Advertising as Stimulus

Tendency to enjoy viewing advertising for its aesthetic properties; to enjoy advertising in a wide range of venues, from magazines to television to outdoor signs and billboards.

### Interest in the Unexplained

Tendency to reject the assumption that all valid knowledge must be logical, rational or scientific in favour of an acceptance of beliefs or phenomena that remain mysterious or unexplained by modern science.

Benchmark: Durham Region Boundary

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Index Colours:	<80	80 - 110	110+



# Top 5 segments represent 49.7% of customers in Durham Region Boundary



Rank: 1
Customers: 2,013
Customers %: 13.55
% in Benchmark: 9.68

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and health. Thanks to dual-income households, their upper-middle incomes allow themto purchase single-detached houses valued at nearly \$450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment as well as motorcycles, boats and camping trailers. Family Mode members make an Effort Toward Health, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating clubs.



 Rank:
 2

 Customers:
 1,477

 Customers %:
 9.95

 % in Benchmark:
 10.26

 Index
 97

Md-City Mellow epitomizes a traditional view of the Canadian dream owning a home in an attractive setting while building a comfortable nest egg. In this segment, nearly 90 percent of members own single-detached houses, which typically were built between 1960 and 1990. These older and mature households enjoy upper-middle incomes and well-established neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Md-City Mellow is a mixed group, a collection of both older couples aging in place and middle-aged families raising older children. Few segments have a lower five-year mobility rate. Most households contain third-plusgeneration Canadians, though there's an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, German, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of blue-collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy going to hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours, buoyed by their optimism for their financial future (Financial Security).



Rank: 3
Customers: 1,462
Customers %: 9.84
% in Benchmark: 7.95
Index: 124

An upscale suburban lifestyle, First-Class Families is characterized by sprawling families—more than 40 percent of households contain four or more people—living in close-in suburbs. More than half the households are located in established neighbourhoods in Toronto, Calgary, Ottawa and Vancouver. In First-Class Families, the parents are middle-aged, the children are over 10 and nearly 90 percent of households live in pricey, single-family houses. With their solid educations, the adults hold white-collar jobs in management, education and government, and earn incomes that are nearly twice the national average. One quarter of households contain second-generation Canadians; the segment scores high for members for whom Italian, Polish, Greek or Mandarin is their mother tongue. These families enjoy many teamsports—baseball, basketball, football, hockey, volleyball—as both participants and spectators. And many families look forward to weekends when they can shop, go out to eat or relax with their tablet to watch Netflix or include in e-commerce. Committed to living a healthy and wholesome lifestyle, this group scores high for the value Effort Toward Health.



 Rank:
 4

 Customers:
 1,297

 Customers %:
 8.73

 % in Benchmark:
 3.78

 Index
 231

The wealthiest rural lifestyle, Kick-Back Country is a collection of middle-aged families and older couples living in rustic areas near large and medium-size cities. For some, their communities are a weekend getaway from their busy life in the city. The maintainers tend to be between 45 and 64 years old, and children range in age from 5 to 24. Despite mixed educations—mostly high school, college and university—residents earn impressive incomes averaging more than \$145,000 from well-paying jobs in management as well as mining, construction, trades and transportation. The lower cost of living in their rural areas means nearly nine out of ten households own a home. Many are second- and third-generation Canadians drawn to spacious, single-family houses built beyond the urban sprawl; the average dwelling value is nearly \$600,000—35 percent above average. Their driveways often contain domestic compact SUvs and large pickups for commuting to work, hauling camping and boating equipment and travelling to the city for shopping. With their conservative social views, these households score high for the value Traditional Families.



 Rank:
 5

 Customers:
 1,136

 Customers %:
 7.65

 % in Benchmark:
 3.04

 Index
 252

The second most affluent rural segment, Country Traditions is a collection of small communities scattered across the eastern half of Canada. The mostly middle-aged and older couples and families work at well-paying blue-collar and service sector jobs, earning upper-middle incomes in the low six figures. Most own a recently built home—nearly 95 percent live in a single-detached house—and a sturdy, large pickup is a necessity for their backcountry commutes to work. With half the maintainers over 55, Country Traditions households are split between couples and families with children of all ages. Despite their rural settings, only 3 percent work in agriculture—still 30 percent above average—while many more work in fields like construction, health care, social services and public administration. Nevertheless, Country Traditions members have deep roots in the land: nearly 80 percent are third-plus-generation Canadians. And these rural families enjoy old-fashioned pursuits like gardening, boating and swimming. Proclaiming that life in the country is far more satisfying than life in the city, they prefer to identify with their local communities and Canada than as citizens of the world (Parochialism).

Benchmark: Durham Region Boundary

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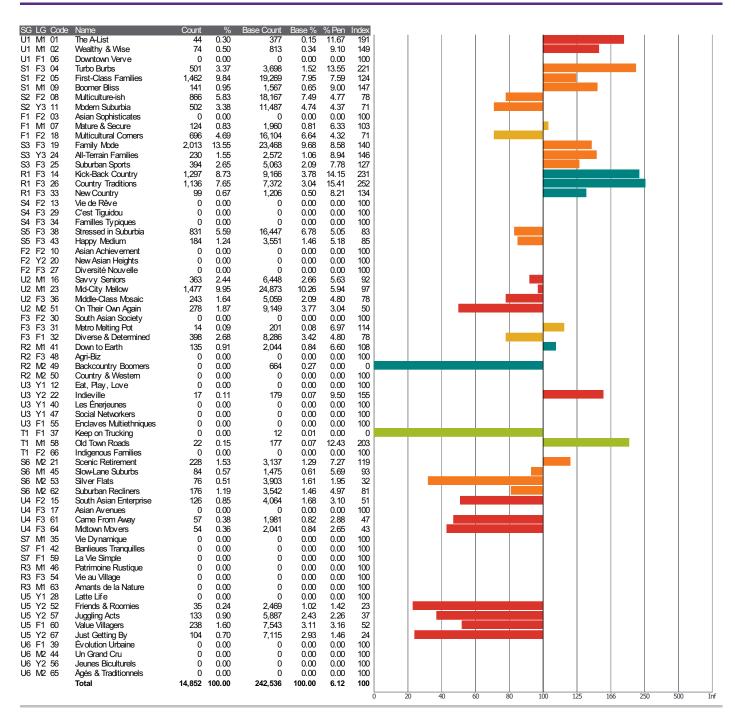
Index Colours:	<80	80 - 110	110+

### PRIZM Profile | Customers



Customers: Durham 2017-2019 All Postal Codes: QTY

**Total Customers:**14,852



Benchmark: Durham Region Boundary

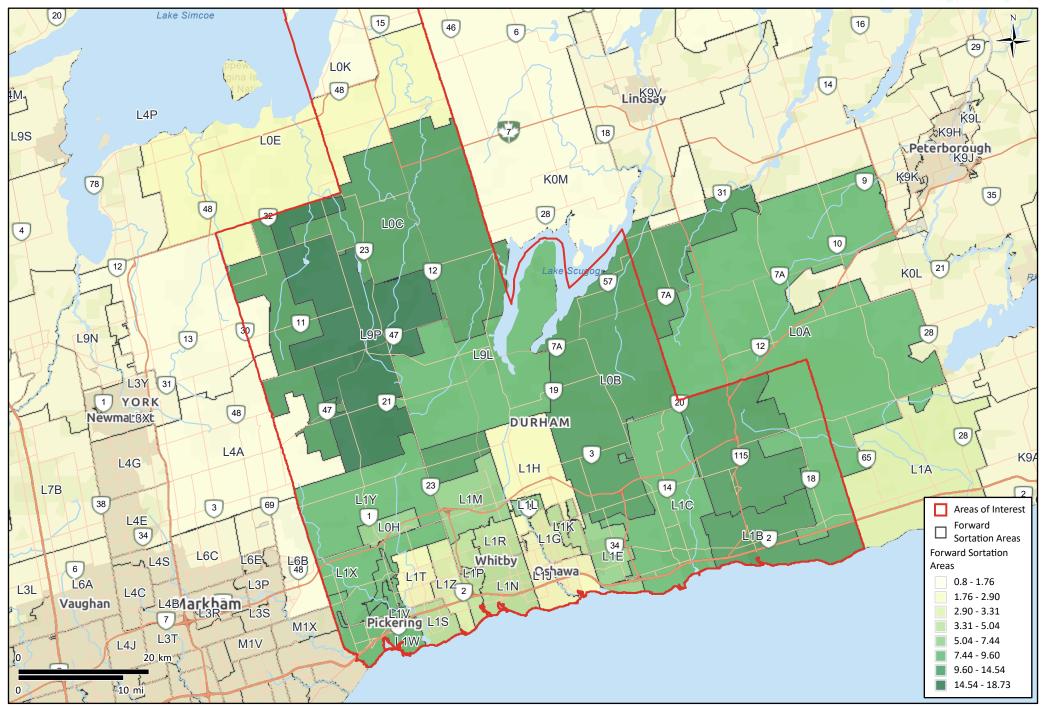
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### Report 2: Ranking Standard Areas (FSA)

# Durham 2017-2019 All Postal Codes- QTY Durham Region Boundary (percentPenetration)





# Ranking Areas - Std. Geo. | Customers Customer: Durham 2017-2019 All Postal Codes: QTY

Customer: Durnam 2017-2019 All Postal Codes: QTY							
Name	Code	Count	%	Base Count	Base %	% Pen	Index
L1V (Pickering, ON)	L1V	1,680	11.30	18,175	5.37	9.24	210
L1C (Bowmanville, ON)	L1C	1,464	9.85	16,541	4.89	8.85	202
L9P (Uxbridge, ON)	L9P	1,221	8.22	6,519	1.93	18.73	427
L1N (Whitby, ON)	L1N	779	5.24	19,256	5.69	4.05	92
L0B (Orono, ON)	L0B	777	5.23	6,280	1.86	12.37	282
L1E (Bowmanville, ON)	L1E	742	4.99	9,974	2.95	7.44	169
L1S (Ajax, ON)	L1S	694	4.67	16,101	4.76	4.31	98
L1K (Oshawa, ON)	L1K	690	4.64	13,690	4.04	5.04	115
L1W (Pickering, ON)	L1W	671	4.51	6,991	2.07	9.60	219
L1G (Oshawa, ON)	L1G	617	4.15	18,642	5.51	3.31	75
L1R (Whitby, ON)	L1R	575	3.87	13,639	4.03	4.22	96
L1B (Bowmanville, ON)	L1B	545	3.67	4,851	1.43	11.23	256
L1X (Pickering, ON)	L1X	545	3.67	6,262	1.85	8.70	198
L1M (Whitby, ON)	L1M	507	3.41	7,280	2.15	6.96	159
L0C (Sunderland, ON)	L0C	489	3.29	3,362	0.99	14.54	331
L9L (Port Perry, ON)	L9L	488	3.28	5,983	1.77	8.16	186
L1T (Ajax, ON)	L1T	448	3.01	15,471	4.57	2.90	66
L1J (Oshawa, ON)	L1J	422	2.84	17,696	5.23	2.38	54
L1H (Oshawa, ON)	L1H	374	2.52	14,233	4.21	2.63	60
L1Z (Ajax, ON)	L1Z	286	1.92	9,001	2.66	3.18	72
L1P (Whitby, ON)	L1P	267	1.80	5,720	1.69	4.67	106
L1L (Oshawa, ON)	L1L	143	0.96	2,278	0.67	6.28	143
L0E (Sutton West, ON)	L0E	118	0.79	8,452	2.50	1.40	32
L0K (Coldwater, ON)	L0K	115	0.77	15,089	4.46	0.76	17
L0A (Millbrook, ON)	L0A	110	0.74	5,290	1.56	2.08	47
L1Y (Pickering, ON)	L1Y	68	0.46	754	0.22	9.02	205
L4A (Stouffville, ON)	L4A	14	0.09	16,773	4.96	0.08	2
L0H (Locust Hill, ON)	L0H	13	0.09	218	0.06	5.96	136



### **Report 3: Distance Decay**

# Distance Decay for 2017 - 2019

Region	% Local Visitors (within 40 KM)	% Rest of Ontario	% Other Provinces	% US Visitors
<b>Durham Visitor</b>	57.12%	41.12%	1.12%	0.64%
York Visitor	65.29%	27.84%	2.08%	4.79%
Headwaters Visitor	66.97%	32.22%	0.5 <b>7</b> %	0.24%
RTO 6 Visitor	65.19%	28.08%	2.05%	4.68%





### Report 4: Ranking Standard Areas (according to top 5 Prizm profiles)

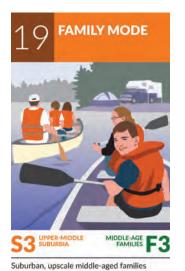
## Ranking Areas - Std. Geo. | Target Group

FSAs that also appear in the Data provided

Benchmark: Durham Region Boundary					Over Indexed by >10 Under Indexed by <10																		
					19 Fami	ly Mode		2	3 Mid-C	ity Mellow	′	05 F	First-Cla	ass Famili	es	14	Kick-Ba	ck Count	ry	26	Country	/ Tradition	ıs
Name	Code	Base Count	Base %	Count	%	% Pen	Index	Count	%	% Pen	Index	Count	%	% Pen	Index	Count	%	% Pen	Index	Count	%	% Pen	Index
L1V (Pickering, ON)	L1V	18,175	5.37	89	0.34	0.49	6	1,337	5.24	7.36	98	4,016	19.79	22.10	368	145	1.01	0.80	19	0	0.00	0.00	0
L1R (Whitby, ON)	L1R	13,639	4.03	443	1.67	3.25	42	364	1.43	2.67	35	3,416	16.83	25.04	418	0	0.00	0.00	0	0	0.00	0.00	0
L1N (Whitby, ON)	L1N	19,256	5.69	1,042	3.93	5.41	69	5,199	20.37	27.00	358	1,554	7.66	8.07	135	0	0.00	0.00	0	0	0.00	0.00	0
L1P (Whitby, ON)	L1P	5,720	1.69	239	0.90	4.18	53	480	1.88	8.39	111	1,543	7.60	26.97	450	0	0.00	0.01	0	2	0.01	0.04	0
L1X (Pickering, ON)	L1X	6,262	1.85	16	0.06	0.26	3	410	1.60	6.54	87	1,375	6.77	21.95	366	78	0.55	1.25	29	0	0.00	0.00	0
L1T (Ajax, ON)	L1T	15,471	4.57	216	0.82	1.40	18	54	0.21	0.35	5	1,352	6.66	8.74	146	0	0.00	0.00	0	0	0.00	0.00	0
L1E (Bowmanville, ON)	L1E	9,974	2.95	4,759	17.97	47.71	610	1,031	4.04	10.34	137	1,171	5.77	11.74	196	109	0.76	1.09	26	87	0.35	0.87	12
L1S (Ajax, ON)	L1S	16,101	4.76	342	1.29	2.12	27	3,316	12.99	20.59	273	1,157	5.70	7.19	120	0	0.00	0.00	0	0	0.00	0.00	0
L1W (Pickering, ON)	L1W	6,991	2.07	49	0.18	0.70	9	1,268	4.97	18.14	240	1,111	5.47	15.89	265	0	0.00	0.00	0	61	0.25	0.87	12
L4A (Stouffville, ON)	L4A	16,773	4.96	985	3.72	5.87	75	573	2.25	3.42	45	1,017	5.01	6.06	101	1,062	7.40	6.33	149	370	1.50	2.21	30
L1M (Whitby, ON)	L1M	7,280	2.15	4,221	15.94	57.98	741	59	0.23	0.81	11	868	4.28	11.93	199	33	0.23	0.45	11	21	0.08	0.28	4
L1J (Oshawa, ON)	L1J	17,696	5.23	180	0.68	1.02	13	2,807	11.00	15.86	210	502	2.47	2.84	47	0	0.00	0.00	0	9	0.04	0.05	1
L1K (Oshawa, ON)	L1K	13,690	4.04	3,887	14.67	28.39	363	1,835	7.19	13.40	178	498	2.46	3.64	61	24	0.17	0.17	4	16	0.07	0.12	2
L1Z (Ajax, ON)	L1Z	9,001	2.66	77	0.29	0.85	11	11	0.04	0.13	2	243	1.20	2.70	45	0	0.00	0.00	0	0	0.00	0.00	0
L9P (Uxbridge, ON)	L9P	6,519	1.93	318	1.20	4.88	62	0	0.00	0.00	0	224	1.10	3.44	57	2,370	16.52	36.36	858	833	3.38	12.78	175
L1G (Oshawa, ON)	L1G	18,642	5.51	307	1.16	1.65	21	3,704	14.51	19.87	263	87	0.43	0.47	8	9	0.06	0.05	1	29	0.12	0.16	2
L1C (Bowmanville, ON)	L1C	16,541	4.89	5,228	19.74	31.61	404	364	1.42	2.20	29	70	0.34	0.42	7	622	4.33	3.76	89	211	0.85	1.27	17
L1H (Oshawa, ON)	L1H	14,233	4.21	410	1.55	2.88	37	2,496	9.78	17.54	233	35	0.17	0.25	4	298	2.08	2.09	49	124	0.50	0.87	12
L1L (Oshawa, ON)	L1L	2,278	0.67	356	1.34	15.63	200	72	0.28	3.17	42	34	0.17	1.49	25	51	0.36	2.25	53	58	0.24	2.56	35
L0G (Tottenham, ON)	L0G	14,645	4.33	1,900	7.17	12.97	166	0	0.00	0.00	0	7	0.04	0.05	1	3,242	22.60	22.14	522	3,314	13.42	22.63	310
L1Y (Pickering, ON)	L1Y	754	0.22	12	0.04	1.55	20	0	0.00	0.00	0	6	0.03	0.80	13	177	1.23	23.43	552	21	0.09	2.80	39
L0H (Locust Hill, ON)	L0H	218	0.06	1	0.01	0.61	8	0	0.00	0.00	0	4	0.02	1.96	33	46	0.32	21.31	506	3	0.01	1.31	19
L0B (Orono, ON)	L0B	6,280	1.86	54	0.20	0.85	11	30	0.12	0.47	6	2	0.01	0.04	1	1,960	13.66	31.21	736	2,904	11.76	46.25	634
L1A (Port Hope, ON)	L1A	6,968	2.06	130	0.49	1.87	24	38	0.15	0.55	7	2	0.01	0.03	0	174	1.22	2.50	59	897	3.63	12.87	176
L6B (Markham, ON)	L6B	9,564	2.83	0	0.00	0.00	0	43	0.17	0.45	6	1	0.00	0.01	0	7	0.05	0.07	2	0	0.00	0.00	C
K0M (Bobcaygeon, ON)	K0M	22,740	6.72	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	2	0.01	0.01	0	2,989	12.11	13.14	180
LOA (Millbrook, ON)	L0A	5,290	1.56	4	0.01	0.08	1	0	0.00	0.00	0	0	0.00	0.00	0	756	5.27	14.30	337	3,186	12.90	60.22	825
L0C (Sunderland, ON)	L0C	3,362	0.99	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	1,052	7.33	31.29	738	1,253	5.07	37.26	511
L0E (Sutton West, ON)	L0E	8,452	2.50	3	0.01	0.04	0	0	0.00	0.00	0	0	0.00	0.00	0	410	2.86	4.85	114	3,067	12.42	36.29	497
L0K (Coldwater, ON)	L0K	15,089	4.46	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	95	0.66	0.63	15	3,804	15.40	25.21	346
L1B (Bowmanville, ON)	L1B	4,851	1.43	1,174	4.43	24.20	309	1	0.00	0.01	0	0	0.00	0.00	0	185	1.29	3.81	90	1,107	4.48	22.82	313
L9L (Port Perry, ON)	L9L	5,983	1.77	46	0.17	0.77	10	34	0.13	0.57	8	0	0.00	0.00	0	1,440	10.03	24.06	568	326	1.32	5.44	75



### **Report 5: Top 5 Prizm Profiles**



### **Population:**

1,034,278 (2.72% of Canada)

Households:

337,797 (2.26% of Canada)

Average Household Income:

\$141,436

Average Household Net Worth: \$572,677

**House Tenure:** Own

**Education:** 

College/High School

Occupation: Mixed

Cultural Diversity Index:

Low

Sample Social Value: Need for Escape

### Suburban, upscale middle-aged families

### Who They Are

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and health. Thanks to dual-income households, their upper-middle incomes allow them to purchase single-detached houses valued at nearly \$450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment as well as motorcycles, boats and camping trailers. Family Mode members make an *Effort Toward Health*, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating clubs.

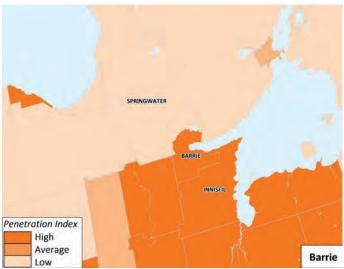
The members of Family Mode straddle two worlds: close enough to downtown for their work but far enough away to enjoy outdoorsy activities. These families like golfing, gardening, canoeing and power boating. Many residents belong to sports teams and spend their weekends playing basketball, baseball and volleyball. Their idea of a vacation is to pack up the RV or camper and hit the road to one of Canada's parks, relax at a beach or ski resort, or take a cruise. The adults are both financially savvy and philanthropic, supporting various charitable organizations. Many appear too busy for a lot of media. They're only average consumers of traditional media, enjoying the HGTV and Food Network channels on TV, new and traditional country music on the radio, and magazines like *Today's Parent* and *Style at Home*. And digital media for them is all about shopping, especially for books, groceries, travel deals and theatre tickets. A tough market for advertisers, Family Mode residents have modest rates for responding to direct mail, and they barely notice out-of-home messages or digital screens except on their commutes.

### **How They Think**

Family Mode residents have worked hard to achieve their upscale status, and they're sticking with the straightforward principles that got them there. They're content to live with a certain amount of chaos in their lives and have an optimistic view of the future (Rejection of Orderliness, Personal Optimism). These mostly third-generation Canadians are open to diversity, even within their own families, and think that interacting with people from different backgrounds enriches their lives while satisfying their interest in exploration and discovery (Racial Fusion, Social Learning). They're more likely to define families based on the emotional commitment between people rather than any legal formalities (Flexible Families). Many have a strong sense of Duty, putting their obligations to others ahead of their personal interests and striving to leave a Legacy behind for future generations. Occasionally, those impulses leave them weary and yearning to find relief from the stresses of daily life (Need for Escape). Strong on Concern for Appearance, they are image driven and like to demonstrate their individuality with personal touches and unique flourishes (Pursuit of Originality).



### Where They Live



















### **How They Live**



#### **LEISURE**

swimming baseball amusement parks travel by RV/camper



### TRADITIONAL MEDIA

Family Channel top 40 radio The Hockey News Today's Parent



### **FOOD/DRINK**

tortilla wraps granola bars Pizza Hut casual family restaurants



### **AUTOMOTIVE**

intermediate SUVs Ford/Lincoln \$30,000-\$49,999 spent on vehicle 2013-2015 model years



### **MOBILE**

research products/services on phone access reviews on tablet subscription-based video on tablet



### **SHOPPING**

Winners Old Navy Mastermind Home Depot



### **INTERNET**

listen to Internet-only music service online discount coupons on computer research pets online purchase theatre tickets online



#### **FINANCIAL**

mutual funds
RESPs
group life insurance
spent \$5,000+/month on
credit cards



### **SOCIAL**

Pinterest LinkedIn Twitter Reddit



### **HEALTH**

Used topical pain relief 3-5 times in past month

### **ATTITUDES**

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

"I need to escape the stress and responsibilities of everyday life"

"I have made plans for those I love after I die"

"I am open to receiving relevant marketing messages on my mobile device"



Suburban, upscale middle-aged families

	Segment	Canada	Index*		Segment	Canada	Index*
Population	%	%		Households	% %	%	
Age				Maintainer Age			
Under 5	6.2	5.1	121	Under 25	1.2	3.0	41
5 to 14	14.5	10.8	134	25 to 34	13.6	14.6	93
15 to 24	13.2	11.9	110	35 to 44	23.6	17.6	134
25 to 44	27.4	27.2	101	45 to 54	24.4	18.1	135
	27.4	26.9			19.9		
45 to 64			101	55 to 64		20.3	98
65 to 74	7.6	10.4	73	65 to 74	11.6	15.5	74
75 to 84	3.1	5.4	58	75+	5.8	11.0	53
85+	1.0	2.3	42				
				Size			
Home Language				1 person	12.9	28.3	46
English	93.6	67.4	139	2 people	31.3	34.3	91
French	1.3	20.1	7	3 people	19.3	15.2	127
Non-Official	5.1	12.4	41	4+ people	36.5	22.2	165
Immigration				Family Status			
Immigrant Population	14.1	23.0	62	Non-Family	15.4	32.6	47
Before 2001	54.2	47.6	114	Couples with Kids	46.7	29.4	159
2001 to 2005	9.7	10.5	92	Couples, no Kids	27.9	27.2	103
2006 to 2010	10.2	12.0	85	Lone-Parent Family	9.9	10.8	92
2011 to 2016	8.6	13.8	62				
2017 to present	17.3	16.0	108	Age of Children			
				Kids under 5	17.2	16.8	102
Visible Minority				5 to 9	19.6	17.9	109
Visible Minority Presence	13.6	25.8	53	10 to 14	20.5	17.6	116
•				15 to 19	18.2	17.5	104
Marital Status				20 to 24	12.6	13.4	94
Single	24.3	29.0	84	25+	12.0	16.7	72
Married or Common Law	65.5	56.9	115				
Wid/Div/Sep	10.2	14.1	73	Dwellings			
,, - ор				Tenure			
Mode of Transport				Own	90.5	67.7	134
Car	92.0	78.5	117	Rent	9.5	31.9	30
Public Transit	4.1	13.0	32	Band Housing	0.0	0.4	5
rubiic Transit	4.1	13.0	32	Bana Housing	0.0	0.4	3
Class of Worker				Period of Construction			
Employed	71.8	61.2	117	Before 1960	4.5	20.7	22
				1961 to 1980	11.8	28.7	41
Occupation				1981 to 1990	10.4	12.9	81
Agriculture	0.8	1.5	55	1991 to 2000	19.4	12.1	160
White Collar	25.8	22.3	116	2001 to 2005	16.7	6.4	259
Grey Collar	28.9	25.2	115	2006 to 2010	17.9	7.2	250
Blue Collar	19.7	16.2	121	2011 to 2016	11.9	6.7	178
				2017 to present	7.5	5.3	142
Education							
No High School	13.0	16.5	79	Туре			
High School	28.6	26.6	107	Single-detached	80.1	52.8	152
Trade School	7.7	9.2	84	Semi-detached	5.3	5.0	104
College	25.2	20.0	126	Row	6.7	6.6	102
Some University	1.9	2.3	85	Duplex	4.3	5.7	76
University	23.6	25.38	93	Lowrise (<5 Stories)	2.4	18.1	13
,				Highrise (5+ Stories)	0.4	10.2	4
Income				Mobile	0.7	1.3	53
Avg Hhd Income	\$141,436	\$104,603	135				
3 ····-	, _ · · · , · · · ·	,,,,,,,	200				

\*index of 100 is average  $\,$ 



Older and mature city homeowners

### **Population:**

910,785 (2.40% of Canada)

### Households:

297,151 (1.99% of Canada)

# Average Household Income:

\$112,347

# Average Household Net Worth:

\$611,896

### House Tenure:

Own

#### **Education:**

College/High School

### Occupation:

Mixed

# **Cultural Diversity Index:**

Low

# Sample Social Value: Financial Security

### Older and mature city homeowners

### Who They Are

Mid-City Mellow epitomizes a traditional view of the Canadian dream: owning a home in an attractive setting while building a comfortable nest egg. In this segment, nearly 90 percent of members own single-detached houses, which typically were built between 1960 and 1990. These older and mature households enjoy upper-middle incomes and well-established neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Mid-City Mellow is a mixed group, a collection of both older couples aging in place and middle-aged families raising older children. Few segments have a lower five-year mobility rate. Most households contain third-plus-generation Canadians, though there's an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, German, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of blue-collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy going to hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours, buoyed by their optimism for their financial future (Financial Security).

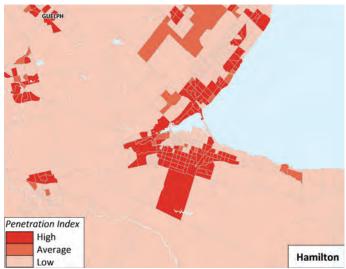
The upper-middle-class members of Mid-City Mellow inhabit a land of pleasant living. Their older homes are graced with well-tended gardens, hot tubs and driveways crowded with midsize cars and SUVs, boats and campers. They like the theatre and concerts featuring rock and country music, and the segment's many families with children help explain the popularity of pets, pro hockey and football, as well as casual restaurants like The Keg, Swiss Chalet and Montana's. Planning for the future, these adults have invested in a variety of assets and contributed a healthy portion to their RRSP retirement funds. Media traditionalists, they like reading printed newspapers—the editorials and classifieds in particular—and watching all manner of TV sports, especially Major League Baseball, the CFL, pro golf and NASCAR auto racing. They listen to radio mostly during their commutes, preferring oldies, classic rock and new country music stations. But they're only average Internet users, going online mostly for utilitarian purposes: banking, researching recipes and staying current with their favourite sports teams. They still respond to direct mail, particularly coupon booklets, catalogues and newsletters.

### **How They Think**

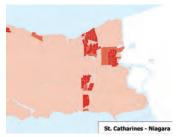
Mid-City Mellow residents are eager to preserve their cultural traditions (Search for Roots), and living in multicultural cities they've come to appreciate the virtues of other cultures too (Cultural Sampling). Their outlook is open-minded, willing to question the status quo (Rejection of Authority) and passionate about improving their communities and the lives of those less fortunate (Community Involvement, Social Responsibility). Comfortable with the uncertainties of modern life (Rejection of Orderliness), they believe in their ability to effect change and that ultimately people get what they deserve (Personal Control, Just Deserts). Their decision-making tends to be guided by ecological concerns, with many willing to make economic sacrifices to protect the environment (Primacy of Environmental Protection). But when the daily grind gets to be too much, many take a break from overscheduling by booking a casino stay or cruise (Time Stress). These upper-middle-class households feel financially comfortable due in no small part to their frugal nature (Saving on Principle). In the marketplace, Mid-City Mellow members look for brands that are authentic, convey a compelling story and satisfy their sense of individuality (Brand Genuineness, Pursuit of Originality).



### Where They Live



















### **How They Live**



#### **LEISURE**

entertaining at home fitness clubs community theatres casino clubs



### TRADITIONAL MEDIA

Movie Time TV auto racing-IndyCar oldies radio community newspapers



### **FOOD/DRINK**

pretzels decaffeinated coffee buffet restaurants casual family restaurants



### **AUTOMOTIVE**

domestic intermediate SUVs small vans Chevrolet/GMC two vehicles



### **MOBILE**

use apps on tablet send/receive email on tablet home improvement/décor sites on tablet finance sites on tablet



### **SHOPPING**

Mark's Penningtons Loblaws Rexall/PharmaPlus



### **INTERNET**

discount coupons on computer investment sites access sports content purchase movie tickets



#### **FINANCIAL**

RRSPs will/estate planning term life insurance donate to religious groups



### **SOCIAL**

YouTube
Pinterest
read Facebook news feed
stay connected with personal
contacts



### **HEALTH**

Take vitamin D supplements

### **ATTITUDES**

"We should do much more to learn about the customs and heritage of the racial and ethnic groups in this country"

"Managing my time is one of my biggest challenges"

"Young people should be taught to question authority"

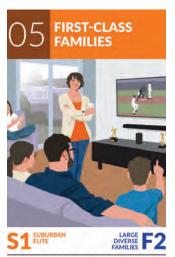
"I am prepared to pay more for brands, products and services that reflect the country or place they come from"



U	2 OLDER	& EMPTYNESTS	M
Old	er and mature o	ity homeowners	

	Segment	Canada	Index*		Segment	Canada	Index*
<u>Population</u>	%	%		<u>Households</u>	%	%	
Age				Maintainer Age			
Under 5	3.8	5.1	74	Under 25	0.9	3.0	32
5 to 14	8.5	10.8	79	25 to 34	9.0	14.6	62
15 to 24	11.6	11.9	97	35 to 44	13.7	17.6	78
25 to 44	22.2	27.2	82	45 to 54	16.8	18.1	93
45 to 64	26.5	26.9	98	55 to 64	22.8	20.3	112
65 to 74	12.2	10.4	117	65 to 74	19.8	15.5	127
75 to 84	8.6	5.4	159	75+	17.0	11.0	156
85+	6.7	2.3	289				
				Size			
Home Language				1 person	17.1	28.3	60
English	90.0	67.4	134	2 people	37.6	34.3	110
French	1.5	20.1	7	3 people	18.3	15.2	121
Non-Official	8.5	12.4	68	4+ people	27.0	22.2	122
Immigration				Family Status			
Immigrant Population	22.1	23.0	96	Non-Family	20.5	32.6	63
Before 2001	66.1	47.6	139	Couples with Kids	35.9	29.4	122
2001 to 2005	7.0	10.5	66	Couples, no Kids	32.6	27.2	120
2006 to 2010	7.4	12.0	61	Lone-Parent Family	11.0	10.8	102
2011 to 2016	6.9	13.8	50				
2017 to present	12.6	16.0	79	Age of Children			
2017 to present	12.0	10.0	,,	Kids under 5	12.8	16.8	76
Visible Minority				5 to 9	14.4	17.9	80
Visible Minority Presence	17.7	25.8	69	10 to 14	15.3	17.6	87
Visible Willotty Fresched	17.7	23.0	03	15 to 19	18.2	17.5	104
Marital Status				20 to 24	16.7	13.4	125
Single	26.1	29.0	90	25+	22.7	16.7	136
Married or Common Law	61.1	56.9	107	25+	22.7	10.7	130
Wid/Div/Sep	12.8	14.1	91	<u>Dwellings</u>			
ννια/ Βιν/ 3ερ	12.8	14.1	91	Tenure			
Made of Transport				Own	91.8	67.7	136
Mode of Transport Car	86.2	78.5	110	Rent	8.2	31.9	26
Public Transit	8.7	13.0	67		0.0	0.4	1
rubiic Italisit	0.7	13.0	07	Band Housing	0.0	0.4	1
Class of Worker				Period of Construction			
Employed	57.1	61.2	93	Before 1960	16.6	20.7	80
Employed	57.1	01.2	95				
Commetica				1961 to 1980	53.8	28.7	187
Occupation	0.5	4.5	24	1981 to 1990	16.9	12.9	131
Agriculture	0.5	1.5	31	1991 to 2000	6.4	12.1	53
White Collar	21.1	22.3	94	2001 to 2005	1.7	6.4	27
Grey Collar	23.9	25.2	95	2006 to 2010	1.1	7.2	15
Blue Collar	14.9	16.2	92	2011 to 2016	0.9	6.7	13
EL				2017 to present	2.6	5.3	49
Education							
No High School	14.5	16.5	88	Туре			
High School	30.2	26.6	114	Single-detached	88.5	52.8	168
Trade School	7.6	9.2	82	Semi-detached	3.8	5.0	75
College	22.8	20.0	114	Row	2.3	6.6	34
Some University	1.9	2.3	83	Duplex	3.2	5.7	55
University	23.0	25.38	91	Lowrise (<5 Stories)	1.5	18.1	8
				Highrise (5+ Stories)	0.5	10.2	5
Income				Mobile	0.3	1.3	22
Avg Hhd Income	\$112,347	\$104,603	107				

\*index of 100 is average  $\,$ 



Large, well-off suburban families

### **Population:**

757,060 (1.99% of Canada)

### Households:

232,200 (1.55% of Canada)

# Average Household Income:

\$186,272

# Average Household Net Worth:

\$1,227,636

### **House Tenure:**

Own

#### **Education:**

University/College/ High School

### Occupation:

White Collar/Service Sector

# Cultural Diversity Index:

Low

### **Sample Social Value:**

Concern for Appearance

### Large, well-off suburban families

### Who They Are

An upscale suburban lifestyle, First-Class Families is characterized by sprawling families—more than 40 percent of households contain four or more people—living in close-in suburbs. More than half the households are located in established neighbourhoods in Toronto, Calgary, Ottawa and Vancouver. In First-Class Families, the parents are middle-aged, the children are over 10 and nearly 90 percent of households live in pricey, single-family houses. With their solid educations, the adults hold white-collar jobs in management, education and government, and earn incomes that are nearly twice the national average. One quarter of households contain second-generation Canadians; the segment scores high for members for whom Italian, Polish, Greek or Mandarin is their mother tongue. These families enjoy many team sports—baseball, basketball, football, hockey, volleyball—as both participants and spectators. And many families look forward to weekends when they can shop, go out to eat or relax with their tablet to watch Netflix or indulge in e-commerce. Committed to living a healthy and wholesome lifestyle, this group scores high for the value *Effort Toward Health*.

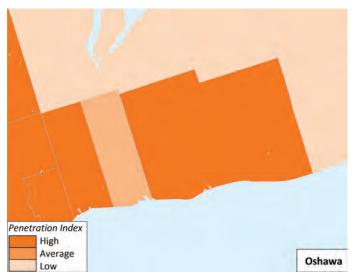
First-Class Families households enjoy the trappings of success. They have the nice house in the suburbs complete with hot tub, home theatre system, landscaped garden and garage filled with boating, golfing and snowboarding equipment. They drive highend cars equipped with streaming audio and typically own three or more vehicles. The parents spend a lot of their free time chauffeuring their teenage children to athletic activities and stores like Sport Chek and Lululemon Athletica as well as The Gap, Eddie Bauer, Roots and Old Navy. A big splurge in First-Class Families involves a trip to a theme park, waterpark or indoor amusement centre. And everyone relies on tech devices to keep up with their busy schedules—from smartphones and smart watches to voice-activated smart speakers. These time-crunched families routinely skip home-cooked dinners to patronize fast casual restaurants and pizza chains. And as interest in traditional media declines, residents here go online using mobile phones and tablets for a range of activities—from accessing professional sports content and listening to a radio broadcast to researching products and visiting social media sites. Among their favorites: LinkedIn, Twitter, Instagram and Reddit.

### **How They Think**

Members of First-Class Families have a desire to preserve their traditions but they expect new immigrants to adopt the mainstream culture (Search for Roots, Cultural Assimilation). With a strong Work Ethic, they believe children should be taught to respect others and work hard to get ahead, but they also think young people should have the same freedoms as adults (Equal Relationship with Youth). With their Emotional Control, they make decisions based on reason and logic rather than feelings and intuition, which helps them accept the uncertainties of modern life (Adaptability to Complexity) and exert Personal Control over the direction of their future. They refrain from judging others, preferring not to take sides (Introspection & Empathy). But they're passionate about protecting the environment and think everyone has a role to play in the effort (Ecological Concern). And despite their affluence and creature comforts, it's still important for them to look good (Concern for Appearance). As consumers, they have a tendency to shop impulsively, and they're happy to pay a premium for their favourite brands (Buying on Impulse, Importance of Brand).



### Where They Live



















### **How They Live**



### **LEISURE**

swimming family movies theme parks/waterparks/ water slides museums



### TRADITIONAL MEDIA

MLB baseball on TV CBC News modern rock radio Style at Home



### **FOOD/DRINK**

\$250+ spent on groceries/ week sparkling fruit juice Starbucks fast casual restaurants



### **AUTOMOTIVE**

intermediate SUVs European brands 2010-2016 model years three vehicles



### **MOBILE**

read magazines or newspapers on phone fitness trackers watch movies on tablet free weather apps



### **SHOPPING**

factory outlet stores The Children's Place Old Navy Home Depot



### **INTERNET**

purchase products/services online listen to Internet music service watch subscription video purchase sporting event tickets



#### **FINANCIAL**

Canada savings bonds RRSPs spent \$5,001+/month on credit cards group life insurance



### **SOCIAL**

LinkedIn Instagram WhatsApp Reddit



### **HEALTH**

Use herbal supplements for joint health

### **ATTITUDES**

"I can't imagine life without the Internet anymore"

"I have already taken steps to ensure that I have sufficient income for my retirement"

"I always keep informed about the latest technological developments"

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



Large, well-off suburban families

	Segment	Canada	Index*		Segment	Canada	Index*
Population	%	%		Households	%	%	
Age				Maintainer Age			
Under 5	3.9	5.1	77	Under 25	0.7	3.0	23
5 to 14	11.1	10.8	103	25 to 34	6.8	14.6	47
15 to 24	15.9	11.9	133	35 to 44	14.5	17.6	83
25 to 44	22.3	27.2	82	45 to 54	25.2	18.1	140
45 to 64	32.1	26.9	120	55 to 64	30.0	20.3	148
65 to 74	9.7	10.4	93	65 to 74	16.4	15.5	106
75 to 84	3.7	5.4	68	75+	6.3	11.0	58
85+	1.2	2.3	54				
				Size			
Home Language				1 person	9.1	28.3	32
English	86.2	67.4	128	2 people	29.0	34.3	85
French	2.5	20.1	12	3 people	20.3	15.2	133
Non-Official	11.3	12.4	91	4+ people	41.6	22.2	188
Immigration				Family Status			
Immigrant Population	25.8	23.0	112	Non-Family	11.2	32.6	34
Before 2001	59.1	47.6	124	Couples with Kids	53.1	29.4	181
2001 to 2005	10.0	10.5	95	Couples, no Kids	27.3	27.2	100
2006 to 2010	8.2	12.0	68	Lone-Parent Family	8.4	10.8	78
2011 to 2016	7.3	13.8	53				
2017 to present	15.5	16.0	97	Age of Children			
·				Kids under 5	10.0	16.8	60
Visible Minority				5 to 9	13.4	17.9	75
Visible Minority Presence	27.4	25.8	106	10 to 14	17.0	17.6	96
				15 to 19	21.0	17.5	120
Marital Status				20 to 24	18.6	13.4	139
Single	28.3	29.0	98	25+	20.0	16.7	120
Married or Common Law	63.2	56.9	111	231	20.0	10.7	120
			60	Durellings			
Wid/Div/Sep	8.5	14.1	60	<u>Dwellings</u> Tenure			
					05.2	67.7	4.44
Mode of Transport	25.0	<b>70 5</b>	440	Own	95.3	67.7	141
Car	85.9	78.5	110	Rent	4.7	31.9	15
Public Transit	10.0	13.0	77	Band Housing	-	0.4	0
Class of Worker				Period of Construction			
Employed	67.4	61.2	110	Before 1960	4.0	20.7	19
				1961 to 1980	14.0	28.7	49
Occupation				1981 to 1990	28.9	12.9	225
Agriculture	0.4	1.5	26	1991 to 2000	31.1	12.1	257
White Collar	29.3	22.3	131	2001 to 2005	11.3	6.4	175
Grey Collar	26.7	25.2	106	2006 to 2010	4.0	7.2	56
Blue Collar	13.7	16.2	85	2011 to 2016	2.3	6.7	34
				2017 to present	4.4	5.3	82
Education							
No High School	10.6	16.5	64	Туре			
High School	25.4	26.6	95	Single-detached	88.8	52.8	168
Trade School	4.9	9.2	53	Semi-detached	2.3	5.0	47
College	20.4	20.0	102	Row	4.8	6.6	73
Some University	2.2	2.3	97	Duplex	2.8	5.7	49
•	36.5	25.38	144	Lowrise (<5 Stories)	0.9	18.1	5
University	30.3	23.30	144				
Incomo				Highrise (5+ Stories)	0.3	10.2	3
Income	¢100 272	¢104 ccc	470	Mobile	0.0	1.3	3
Avg Hhd Income	\$186,272	\$104,603	178				

\*index of 100 is average  $\,$ 



Rural, middle-aged upscale families

### **Population:**

517,828 (1.36% of Canada)

### Households:

182,926 (1.22% of Canada)

Average Household Income:

\$145,714

Average Household Net Worth: \$935,079

**House Tenure:** Own

Education:

Mixed

Occupation:

Blue Collar

**Cultural Diversity Index:** 

Low

Sample Social Value: National Pride

# Rural, middle-aged upscale families and couples

# Who They Are

The wealthiest rural lifestyle, Kick-Back Country is a collection of middle-aged families and older couples living in rustic areas near large and medium-size cities. For some, their communities are a weekend getaway from their busy life in the city. The maintainers tend to be between 45 and 64 years old, and children range in age from 5 to 24. Despite mixed educations—mostly high school, college and university—residents earn impressive incomes averaging more than \$145,000 from well-paying jobs in management as well as mining, construction, trades and transportation. The lower cost of living in their rural areas means nearly nine out of ten households own a home. Many are second- and third-generation Canadians drawn to spacious, single-family houses built beyond the urban sprawl; the average dwelling value is nearly \$600,000—35 percent above average. Their driveways often contain domestic compact SUVs and large pickups for commuting to work, hauling camping and boating equipment and travelling to the city for shopping. With their conservative social views, these households score high for the value *Traditional Families*.

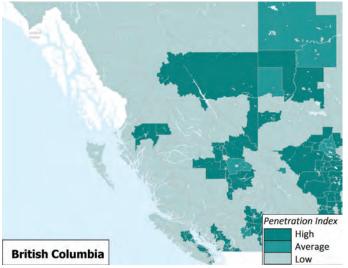
The middle-aged households of Kick-Back Country like their new country lifestyle with their gardens and pets and plenty of fishing and hunting gear to make the most of their rural landscapes. They typically do their own maintenance and spend weekends prowling the aisles of Lowe's, Home Depot and Home Hardware. They're not too remote for big-city nightlife, but they also enjoy going to relatively closer dinner theatres, rock concerts and casinos. And they try to keep up with trends by frequenting exhibitions, particularly craft, home and garden shows. With their solid incomes, they have the means to travel, enjoying cruises and beach resort packages. While not overly enthusiastic about technology, they've embraced tablets and download an array of apps—from banking and weather reports to music and games. But traditional media maintain a hold on Kick-Back Country adults, and when their chores are done, they sink into their easy chairs to watch TV sports, listen to radio stations playing new and traditional country, and read food and gardening magazines. Many subscribe to community newspapers, if only for the flyer inserts.

# **How They Think**

The members of Kick-Back Country appreciate values passed down through generations to help them organize their lives (Personal Control). They place great importance on their faith, insist that the father be the head of the house and think people must work hard if they want to get ahead (Religiosity, Patriarchy, Work Ethic). In their homogeneous communities, they worry that immigration threatens the purity of the country and believe newcomers should give up their cultural identities (Xenophobia, Cultural Assimilation). Many prefer the formal over the casual, dressing and behaving in a respectful manner (Propriety) and taking pains to ensure they project an attractive image (Concern for Appearance). Despite substantial nest eggs, they have Financial Concern Regarding the Future. But this does not stop them from enjoying the sheer act of buying things (Joy of Consumption) and selecting items for their aesthetics rather than their utility (Importance of Aesthetics). They prefer patronizing small businesses, which they believe are more fair and ethical than large corporations (Confidence in Small Business). Like other rural groups, they enjoy being close to the natural world (Attraction to Nature) as part of their healthy lifestyle (Effort Toward Health).



# Where They Live



















# **How They Live**



#### **LEISURE**

home shows ATV/snowmobiling rock concerts dinner theatres



#### TRADITIONAL MEDIA

TV DIY programs HGTV today's country radio *Cottage Life* 



#### FOOD/DRINK

treat-size chocolate/candy bars frozen peas, corn and cut green beans regular iced tea



### **AUTOMOTIVE**

compact SUVs large light-duty pickup trucks domestic brands Ford



### **MOBILE**

read e-books on tablet web browsing on tablet banking/finance apps send pictures via phone



#### **SHOPPING**

Mark's Home Depot craft supply stores Pet Valu



#### **INTERNET**

home improvement/décor sites discount coupons on computer place/respond to classified ads vacation comparison sites



#### **FINANCIAL**

home equity line of credit mutual funds financial planners donate to educational groups



### **SOCIAL**

Instagram online chats research home and garden by social media Pinterest



### HEALTH

Visit a chiropractor

# **ATTITUDES**

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

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

"It is important to try new products, new places for vacation or new foods, just for the pleasure of the novelty"

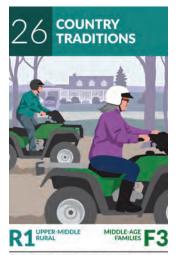
"I love to buy consumer goods beyond the basics that my household needs"

38

	Segment	Canada	Index*		Segment	Canada	Index*
<u>Population</u>	%	%		<u>Households</u>	%	%	
Age	, ,	. 0		Maintainer Age	,,		
Under 5	4.9	5.1	95	Under 25	1.3	3.0	45
5 to 14	11.7	10.8	108	25 to 34	9.8	14.6	67
15 to 24	12.9	11.9	108	35 to 44	15.3	17.6	87
25 to 44	22.3	27.2	82	45 to 54	20.0	18.1	111
45 to 64	30.4	26.9	113	55 to 64	25.4	20.3	125
65 to 74	11.2	10.4	108	65 to 74	17.3	15.5	111
75 to 84	5.0	5.4	94	75+	10.8	11.0	98
85+	1.7	2.3	72				
				Size			
Home Language				1 person	16.9	28.3	60
English	95.7	67.4	142	2 people	39.1	34.3	114
French	1.0	20.1	5	3 people	16.0	15.2	105
Non-Official	3.4	12.4	27	4+ people	28.0	22.2	126
Immigration				Family Status			
Immigrant Population	11.5	23.0	50	Non-Family	18.9	32.6	58
Before 2001	68.3	47.6	143	Couples with Kids	38.1	29.4	130
2001 to 2005	6.2	10.5	59	Couples, no Kids	35.4	27.2	130
2006 to 2010	6.3	12.0	52	Lone-Parent Family	7.6	10.8	71
2011 to 2016	5.2	13.8	38				
2017 to present	14.0	16.0	88	Age of Children			
				Kids under 5	14.5	16.8	86
Visible Minority				5 to 9	17.1	17.9	96
Visible Minority Presence	5.7	25.8	22	10 to 14	18.6	17.6	106
				15 to 19	19.6	17.5	112
Marital Status				20 to 24	14.7	13.4	110
Single	23.5	29.0	81	25+	15.5	16.7	93
Married or Common Law	65.7	56.9	115				
Wid/Div/Sep	10.9	14.1	77	<u>Dwellings</u> Tenure			
Mode of Transport				Own	88.3	67.7	130
Car	93.1	78.5	119	Rent	11.5	31.9	36
Public Transit	2.0	13.0	115	Band Housing	0.2	0.4	56
	2.0	_5.0		_	Ų. <u>L</u>	2.1	2.2
Class of Worker				Period of Construction			
Employed	66.5	61.2	109	Before 1960	19.1	20.7	92
				1961 to 1980	27.5	28.7	96
Occupation				1981 to 1990	13.7	12.9	106
Agriculture	5.1	1.5	341	1991 to 2000	14.6	12.1	121
White Collar	19.9	22.3	89	2001 to 2005	6.9	6.4	107
Grey Collar	23.3	25.2	92	2006 to 2010	7.2	7.2	100
Blue Collar	25.7	16.2	158	2011 to 2016 2017 to present	5.7 5.3	6.7 5.3	85 99
Education				LULY TO PICACIIL	ა.ა	٥.٥	ن ر
No High School	16.2	16.5	98	Туре			
High School	29.8	26.6	112	Single-detached	88.8	52.8	168
Trade School	10.4	9.2	113	Semi-detached	1.7	5.0	33
College	23.2	20.0	116	Row	1.5	6.6	22
Some University	2.0	2.3	86	Duplex	1.8	5.7	31
University	18.3	25.4	72	Lowrise (<5 Stories)	2.0	18.1	11
				Highrise (5+ Stories)	0.2	10.2	2
Income				Mobile	3.8	1.3	283
Avg Hhd Income	\$145,714	\$104,603	139				



\*index of 100 is average



Rural, upper-middle-income couples and families

### **Population:**

787,202 (2.07% of Canada)

# Households:

300,000 (2.01% of Canada)

# Average Household Income:

\$120,026

# Average Household Net Worth:

\$520,692

# House Tenure:

Own

#### **Education:**

Mixed

### Occupation:

Blue Collar/Service Sector

# Cultural Diversity Index:

Low

## **Sample Social Value:**

Utilitarian Consumerism

# Rural, upper-middle-income couples and families

# Who They Are

The second most affluent rural segment, Country Traditions is a collection of small communities scattered across the eastern half of Canada. The mostly middle-aged and older couples and families work at well-paying blue-collar and service sector jobs, earning upper-middle incomes in the low six figures. Most own a recently built home—nearly 95 percent live in a single-detached house—and a sturdy, large pickup is a necessity for their backcountry commutes to work. With half the maintainers over 55, Country Traditions households are split between couples and families with children of all ages. Despite their rural settings, only 3 percent work in agriculture—still 30 percent above average—while many more work in fields like construction, health care, social services and public administration. Nevertheless, Country Traditions members have deep roots in the land: nearly 80 percent are third-plus-generation Canadians. And these rural families enjoy old-fashioned pursuits like gardening, boating and swimming. Proclaiming that life in the country is far more satisfying than life in the city, they prefer to identify with their local communities and Canada than as citizens of the world (*Parochialism*).

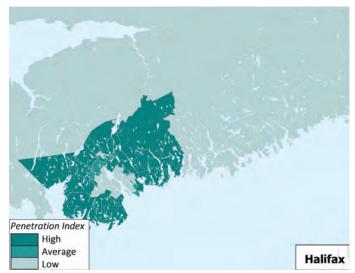
The members of Country Traditions have a self-reliant sensibility. They like to work with their hands, doing ambitious projects like their own remodeling, cabinetry and landscaping as well as traditional home crafts. They fill their garages with the gear needed to enjoy nearby lakes and woodlands: ATVs, power boats and campers, along with fishing and hunting equipment. With their teenage children, they make a strong market for toys, pets and sporting goods; a big splurge is attending a professional baseball or basketball game. While relatively few travel abroad, Country Traditions members do have high rates for touring English Canada and relaxing at their vacation cottage or cabin. These old-fashioned households are traditionalists when it comes to media as well. Residents score high for watching TV networks like DIY, HGTV, History Television and The Weather Network. They listen to traditional and new country music on the radio, and read magazines like *Outdoor Canada* and *Cottage Life* in print. They'll go online to download a coupon, stream music or read an e-book. But they rely on print-based community newspapers for classified ads and real estate listings.

# **How They Think**

Country Traditions consists of rugged individualists who want Canada to be a strong player in world affairs (*National Pride*). These rural households make personal sacrifices to provide for their family (*Primacy of the Family*) and hope to leave a *Legacy* for future generations. They think everyone should respect authority figures and play by the rules, although they strive to exert control over the direction of their own lives as much as possible (*Obedience to Authority, Personal Control*). They also like to keep things simple and make daily decisions based on reason and logic rather than emotions and feelings (*Aversion to Complexity, Emotional Control*). Between their work and family commitments, they sometimes express a *Need for Escape*, typically heading outdoors to commune with nature and reenergize (*Attraction to Nature*). As consumers, they tend to make purchases based on function rather than aesthetic considerations, and they prefer to do business with companies that espouse high ethical standards (*Utilitarian Consumerism, Ethical Consumerism*). They look for a good value rather than a brand name when shopping (*Importance of Price, Brand Apathy*); in fact, no segment scores lower on the value *Need for Status Recognition*.



# Where They Live



















# **How They Live**



#### **LEISURE**

crafts fishing/hunting home shows worked for a political party



#### TRADITIONAL MEDIA

NASCAR on TV
The Weather Network
new and traditional country
radio
Our Canada



#### **FOOD/DRINK**

canned meat multi-grain cereal regular tea coffee/donut shops



## **AUTOMOTIVE**

large pickup trucks midsize SUVs \$30,000-\$49,999 spent on vehicle two cars



### **MOBILE**

watch movies on tablet view store flyers on tablet surf the Internet on tablet use phone directory on phone



#### **SHOPPING**

Canadian Tire
Joe Fresh
Giant Tiger
discount grocery stores



#### **INTERNET**

read e-books/listen to audiobooks classifieds sites online shopping research real estate



#### **FINANCIAL**

RRSPs group life insurance home equity line of credit mobile wallet



### **SOCIAL**

Pinterest Snapchat Facebook Twitter



### **HEALTH**

Take coenzyme Q10 herbal supplements

# **ATTITUDES**

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

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

"I am willing to volunteer my time for a good cause"

"My phone is a practical device, but I'm not interested in using it for entertainment"

	Segment	Canada	Index*		Segment	Canada	Index*
<u>Population</u>	%	%		<u>Households</u>	%	%	
Age				Maintainer Age			
Under 5	4.9	5.1	95	Under 25	1.2	3.0	41
5 to 14	11.6	10.8	107	25 to 34	10.5	14.6	72
15 to 24	11.7	11.9	98	35 to 44	16.1	17.6	91
25 to 44	22.1	27.2	81	45 to 54	20.0	18.1	111
45 to 64	30.6	26.9	114	55 to 64	23.7	20.3	117
65 to 74	12.2	10.4	117	65 to 74	18.2	15.5	117
75 to 84	5.3	5.4	98	75+	10.3	11.0	94
85+	1.6	2.3	69				
				Size			
Home Language				1 person	17.7	28.3	63
English	95.2	67.4	141	2 people	40.9	34.3	119
French	3.4	20.1	17	3 people	17.2	15.2	113
Non-Official	1.4	12.4	11	4+ people	24.1	22.2	109
	1.7	22.7		r Fre			
Immigration				Family Status			
Immigrant Population	7.6	23.0	33	Non-Family	19.2	32.6	59
Before 2001	71.8	47.6	151	Couples with Kids	36.5	29.4	124
2001 to 2005	5.7	10.5	54	Couples, no Kids	36.0	27.2	132
2006 to 2010	6.4	12.0	53	Lone-Parent Family	8.4	10.8	78
2011 to 2016	4.9	13.8	35		J. 1	_5.5	-
2017 to present	11.2	16.0	70	Age of Children			
	11.2	10.0	, 0	Kids under 5	15.1	16.8	90
Visible Minority				5 to 9	17.6	17.9	98
Visible Minority Presence	3.4	25.8	13	10 to 14	18.8	17.9 17.6	98 107
wimority r resence	3.4	23.0	13	10 to 14 15 to 19	18.8	17.5	107
Marital Status				20 to 24	13.9	17.5	108
	21.7	29.0	75	20 to 24 25+			104 94
Single Married or Common Law				<b>2</b> JT	15.7	16.7	94
Married or Common Law	66.4 11.8	56.9 14.1	117	Dwellings			
Wid/Div/Sep	11.8	14.1	84	<u>Dwellings</u> Tenure			
Mode of Transport				Own	90.8	67.7	134
Car	94.1	78.5	120	Rent	9.2	31.9	29
Public Transit	1.8	13.0	14	Band Housing	0.0	0.4	6
	1.0	13.0	14	24	0.0	5.7	3
Class of Worker				Period of Construction			
Employed	64.7	61.2	106	Before 1960	19.0	20.7	92
				1961 to 1980	26.8	28.7	93
Occupation				1981 to 1990	14.7	12.9	114
Agriculture	2.1	1.5	138	1991 to 2000	14.6	12.1	121
White Collar	21.6	22.3	97	2001 to 2005	7.2	6.4	112
Grey Collar	26.5	25.2	105	2001 to 2003 2006 to 2010	7.2	7.2	98
Blue Collar	19.6	16.2	105	2011 to 2016	7.0 5.9	6.7	98 89
Side Collar	19.0	10.2	121	2011 to 2016 2017 to present	5.9 4.7	5.3	89 88
Education				2017 to biesellt	4./	3.3	00
No High School	14.4	16.5	87	Type			
=				Type Single-detached	04.7	EDO	174
High School	28.6	26.6	107	Single-detached	91.7	52.8 5.0	174 21
Trade School	9.5	9.2	103	Semi-detached	1.6	5.0	31
College	26.8	20.0	134	Row	1.4	6.6	21
Some University	1.7	2.3	73	Duplex	1.6	5.7	28
University	19.1	25.4	75	Lowrise (<5 Stories)	2.0	18.1	11
				Highrise (5+ Stories)	0.3	10.2	3
Income				Mobile	1.3	1.3	100
Avg Hhd Income	\$120,026	\$104,603	115				



\*index of 100 is average



# **Appendix: Additional Ranking Variables**

- Internet/Social Media usage
  - Local Attractions
  - Activities/Events
- Participating in Sports & Activities
  - Attended Sports
  - Travel Vacation/Business
    - Consumer Shows
    - Food & Beverage
    - Alcohol Consumption
  - Psychographic Statements
    - Social Values

Benchmark. Burnam Region Boundary	%	Base Count	Base %	Index
Internet Use				
Q891330C01 Terciles - Internet - Light	24.86	150,714	25.00	99
Q891330C02 Terciles - Internet - Medium Q891330C03 Terciles - Internet - Heavy	29.56 36.11	173,025 212,312	28.70 35.21	103 103
Q891300C01 Hours Spent [Avg Day] - All Week - Internet - Less than 1 hour	7.37	42,854	7.11	103
Q891300C02 Hours Spent [Avg Day] - All Week - Internet - 1 to 2 hours	12.19	72,991	12.11	101
Q891300C03 Hours Spent [Avg Day] - All Week - Internet - 2.01 to 3 hours	10.52	70,871	11.75	90
Q891300C04 Hours Spent [Avg Day] - All Week - Internet - 3.01 to 4 hours	13.24	77,667	12.88	103
Q891300C05 Hours Spent [Avg Day] - All Week - Internet - More than 4 hours	47.20	271,667	45.06	105
Q892610C01 Hours Spent [Avg Day] - Weekday - Internet - Less than 1 hour	3.30	19,893	3.30	100
Q892610C02 Hours Spent [Avg Day] - Weekday - Internet - 1 to 2 hours	12.86	82,202	13.63	94
Q892610C03 Hours Spent [Avg Day] - Weekday - Internet - 2.01 to 3 hours	12.25	77,604	12.87	95
Q892610C04 Hours Spent [Avg Day] - Weekday - Internet - 3.01 to 4 hours Q892610C05 Hours Spent [Avg Day] - Weekday - Internet - More than 4 hours	11.68 49.68	69,331 282.504	11.50 46.85	102 106
Q892630C01 Hours Spent [Avg Day] - Weekend - Internet - Less than 1 hour	49.00	24,762	40.00	99
Q892630C02 Hours Spent [Avg Day] - Weekend - Internet -1 to 2 hours	20.70	114,708	19.02	109
Q892630C03 Hours Spent [Avg Day] - Weekend - Internet - 2.01 to 3 hours	12.28	78,475	13.02	94
Q892630C04 Hours Spent [Avg Day] - Weekend - Internet - 3.01 to 4 hours	10.95	63,594	10.55	104
Q892630C05 Hours Spent [Avg Day] - Weekend - Internet - More than 4 hours	40.39	239,012	39.64	102
Q4110401I0 Weekday Browsing - Internet - 6am - 9am - 1+	42.26	245,554	40.73	104
Q4110402I0 Weekday Browsing - Internet - 9am - noon - 1+	60.42	348,582	57.81	105
Q4110403I0 Weekday Browsing - Internet - Noon - 5pm - 1+	64.26	367,271	60.91	106
Q411040410 Weekday Browsing - Internet - 5pm - 7pm - 1+ Q411040510 Weekday Browsing - Internet - 7pm - 11pm - 1+	58.36 70.70	329,855 397,700	54.71	107 107
Q4110405l0 Weekday Browsing - Internet - 7pm - 11pm - 1+ Q4110406l0 Weekday Browsing - Internet - 11pm - 2am - 1+	19.80	107,452	65.96 17.82	111
Q4110407l0 Weekday Browsing - Internet - 2am - 6am - 1+	6.12	30,776	5.10	120
Q411050110 Weekend Browsing - Internet - 6am - 9am - 1+	24.06	146,064	24.23	99
Q4110502I0 Weekend Browsing - Internet - 9am - noon - 1+	52.87	308,578	51.18	103
Q4110503I0 Weekend Browsing - Internet - Noon - 5pm - 1+	60.40	354,850	58.85	103
Q4110504l0 Weekend Browsing - Internet - 5pm - 7pm - 1+	56.03	320,606	53.17	105
Q4110505I0 Weekend Browsing - Internet - 7pm - 11pm - 1+	65.08	365,838	60.67	107
Q4110506I0 Weekend Browsing - Internet - 11pm - 2am - 1+	19.01	108,768	18.04	105
Q411050710 Weekend Browsing - Internet - 2am - 6am - 1+ O445043055 Activity Audid Augstrian (December 1) Internet Web browsing	4.92	25,476	4.22	116
Q4450103C5 Actively Avoid Advertising [Occas/Freq] - Internet - Web browsing Q4450108C5 Actively Avoid Advertising [Occas/Freq] - Internet - Social media	76.13 72.34	447,537 424,411	74.22 70.39	103 103
Q2510507K1 Watch [Avg Wk] - Media service - YouTube - 1-59 minutes	11.83	77,628	12.88	92
Q2510507K2 Watch  Avg Wk  - Media service - YouTube - 1-2 hours	11.52	65,847	10.92	105
Q2510507K3 Watch [Avg Wk] - Media service - YouTube - 3 hours or more	21.20	113,860	18.88	112
Q4111001C2 Online Activity [Yest] - Internet search - business, services, products	55.64	322,785	53.53	104
Q4111002C2 Online Activity [Yest] - Access content (e.g. news, sports, entertainment, etc.)	48.74	273,720	45.40	107
Q4111003C2 Online Activity [Yest] - Participate in a social network	59.94	342,166	56.75	106
Q4111004C2 Online Activity [Yest] - Shop for products/services	30.25	170,108	28.21	107
Q4111005C2 Online Activity [Yest] - Listen to audio (e.g. podcast, radio streaming broadcast)	25.65	142,124	23.57	109
Q4111006C2 Online Activity [Yest] - Watch a video (e.g. TV streaming broadcast, Netflix, YouTube) Q4100901C1 Used Online Social Networks [Pst Wk] - Internet - Facebook	53.31 46.88	295,123 278,874	48.95 46.25	109 101
Q4100903C1 Used Online Social Networks [Pst Wk] - Internet - Instagram	30.65	172,206	28.56	107
Q4100904C1 Used Online Social Networks [Pst Wk] - Internet - LinkedIn	14.86	81,007	13.44	111
Q4100905C1 Used Online Social Networks [Pst Wk] - Internet - Pinterest	15.38	89,691	14.88	103
Q4100907C1 Used Online Social Networks [Pst Wk] - Internet - Twitter	15.95	88,192	14.63	109
Q4100909C1 Used Online Social Networks [Pst Wk] - Internet - Video/photo sharing	2.64	13,132	2.18	121
Q4100911C1 Used Online Social Networks [Pst Wk] - Internet - YouTube videos/channels	40.54	227,415	37.72	107
Q4110602C1 Activity [Pst Wk] - Internet - Listen to a podcast	12.95	71,672	11.89	109
Q4110603C1 Activity [Pst Wk] - Internet - Listen to a radio broadcast via streaming audio Q4110612C1 Activity [Pst Wk] - Internet - Participate in an online social network	9.40 55.94	49,587 317,750	8.22 52.70	114
Q4110612C1 Activity [Pst Wk] - Internet - Share/refer/link friends to a website or an article	20.65	118,126	19.59	105
Q4110614C1 Activity [Pst Wk] - Internet - Click on an Internet advertisement	14.82	83,449	13.84	107
Q4110615C1 Activity [Pst Wk] - Internet - Enter online contests	8.23	42,628	7.07	116
Q4110616C1 Activity [Pst Wk] - Internet - Internet search - business, services, products	43.95	260,392	43.19	102
Q4110626C1 Activity [Pst Wk] - Internet - Compare products/prices while shopping	32.67	186,301	30.90	106
Q4110627C1 Activity [Pst Wk] - Internet - Consult consumer reviews	20.37	114,282	18.95	107
Q4110629C1 Activity [Pst Wk] - Internet - Download/print/redeem discount coupon	12.69	71,565	11.87	107
Q4110630C1 Activity [Pst Wk] - Internet - Purchase group deal (e.g. Groupon)	3.97	17,310	2.87	138
Q4110631C1 Activity [Pst Wk] - Internet - Purchase products or services	22.47	127,636	21.17	106
Q4110632C1 Activity [Pst Wk] - Internet - Receive store offers by SMS Q4110633C1 Activity [Pst Wk] - Internet - Research products/services	7.26 30.32	36,345 171,503	6.03 28.44	120 107
Q4110633C1 Activity [Pst Wk] - Internet - Research products/services Q4110634C1 Activity [Pst Wk] - Internet - Scan mobile tagging barcode/QR	4.73	23,988	3.98	119
Q4110641C1 Activity [Pst Wk] - Internet - Access food/recipes content	28.45	160,604	26.64	107
Q4110646C1 Activity [Pst Wk] - Internet - Access restaurant guides/reviews	14.46	82,792	13.73	105
Q4110647C1 Activity [Pst Wk] - Internet - Access travel content	13.38	73,648	12.21	110
Q4110648C1 Activity [Pst Wk] - Internet - Read or look into online magazines	6.93	39,679	6.58	105
Q4110649C1 Activity [Pst Wk] - Internet - Read or look into online newspapers	11.80	64,945	10.77	110

Secial Medical Section States using SM - Like Intent on Fischbook - Yes   12,04   13,05   10,00   10		Dumani Region Boundary	%	Base Count	Base %	Index
S8B_3C3 Actions taken using SM - Follow brand on Twitter - Yes	Social Media		38 67	205.424	37 30	104
58B.3.23         Actions taken using SM: -Subscribe to brand email enwelterer- Yes         12.70         117.67         21.23         117.50         115.25         118.25						
SBB, BCALDA         Actions taken using SM - Subscribe to brand channel on YouTube - Yes         88,208         18,208         84,208         11,509         11,509           SBB, BCADA         Actions taken using SM - Folioth brand on Instagram - Yes         17,65         81,535         11,819         11,891           SBB, BCADA         Actions taken using SM - Folioth brand from your point and control of the point short with your point and through SM - To enter contests         37,39         19,008         35,500         10,500           SBD, CCADA         Reasons chosen to follow brands through SM - To enter contests         17,44         82,400         13,501         10,100           SBD, CCADA         Reasons chosen to follow brands through SM - To provide feedback to the brand draw or products or services         61,51         30,81         5,50         10,81         11,89         11,801						
SBB_BCBA         Actions taken using SM - Follow brand on Instagram - Vos         11.81         11.82         11.81         11.82         11.81						
S6B. 8.6.8.8.         Actions taken using SM- Foliow brand on Instagram - Yes         17.65         81,595         L8.18         19.58           S6D. 1.C1         Reasons chosen to follow brands through SM- To get coupons and discounts         37.3         196,688         36.0         10.5           S6D. 2.C2         Reasons chosen to follow brands through SM- To be among the first to hear brand news         17.4         82,450         11.09           S6D. 4.C4         Reasons chosen to follow brands through SM- To provide feedback to the brand datout their products or services         6.5         30.81         15.59         16.6           S6D. 5.C5         Reasons chosen to follow brands through SM- To provide feedback to the brand datout their products or services         6.5         30.0         6.5         15.59         16.6           S6D. 5.C5         Reasons chosen to follow brands through SM- To share brand-related stories with other consumers         7.2         30.20         6.4         11.4           S6D. 2.C3         Reasons chosen to follow brands through SM- To engage with content         10.1         47.945         8.7         11.1           S6D. 2.C3         Reasons chosen to follow brands through SM- To engage value and services         4.2         10.0         8.2         10.0         8.2         10.0         8.2         10.0         8.2         10.0         8.2 <td< td=""><td>_</td><td></td><td></td><td></td><td></td><td></td></td<>	_					
S6D_1CCI         Reasons chosen to follow brands through SM. To get coupons and discounts         37.39         196,088         35.60         10.0           S6D_2C2         Reasons chosen to follow brands through SM. To be among the first to hear brand news         17.44         82,450         14.97         11.6           S6D_4C3         Reasons chosen to follow brands through SM. To provide feetback to the brand about their products or services         6.51         30,814         5.09         11.6           S6D_5C5         Reasons chosen to follow brands through SM. To bard stories with other consumers         7.29         36.00         6.11         13.01           S6D_6C6         Reasons chosen to follow brands through SM. To learn about a brand's products and services         34.21         180,913         32.24         10.4           S6D_6C9         Reasons chosen to follow brands through SM. To learn about a brand's products and services         34.21         180,913         32.24         11.1           S6D_6C7         Reason to unlike/unsubscribe from a brand - Too many message         36.00         200,013         36.00         200,013         36.00         200,013         36.00         200,013         36.00         200,013         36.00         200,013         36.00         200,013         36.00         200,013         36.00         36.00         36.00         36.00						
56D.3C3         Reasons chosen to follow brands through SM - To portiog feetback to the brand about their products or services         17.44         82.50         14.75         15.05 </td <td>S6D_1C1</td> <td>Reasons chosen to follow brands through SM - To get coupons and discounts</td> <td>37.39</td> <td></td> <td>35.60</td> <td>105</td>	S6D_1C1	Reasons chosen to follow brands through SM - To get coupons and discounts	37.39		35.60	105
S6D _4C4         Reasons chosen to follow brands through SM - To provide feedback to the brand about their products or services         4.64         75,046         3.38         910           S6D _5C5         Reasons chosen to follow brands through SM - To othace brands on the brand for new products or services         6.51         30,814         5.95         116           S6D _6C6         Reasons chosen to follow brands through SM - To othace brand-related stories with other consumers         7.29         35,290         6.41         114           S6D _6C6         Reasons chosen to follow brands through SM - To engage with content         10.14         47,494         8.71         117           S6D _6C7         Reason to unlike/unsubscrible from a brand - Not enough value         20.86         106,605         19.26         108           S6F _3C2         Reason to unlike/unsubscrible from a brand - Not enough value         2.59         69,505         12.50         10.06         10.60         10.	S6D_2C2	Reasons chosen to follow brands through SM - To enter contests	30.32	166,377	30.21	100
S6D_5CS         Reasons chosen to follow brands through SM-To make suggestions to the brand for new products or services         6.51         3.0.81         5.99         11 ft           S6D_6CS         Reasons chosen to follow brands through SM-To learn about a brand's products and services         3.2.1         18.0.31         3.2.20         6.1         11.4           S6D_6CS         Reasons chosen to follow brands through SM-To learn about a brand's products and services         3.2.1         11.0.14         4.7.9.5         8.7.1         11.7           S6P_1C1         Reason to unlike/unsubscribe from a brand-Too many messages         36.80         20.0.03         36.2         10.1           S6F_3C3         Reason to unlike/unsubscribe from a brand-Stopped purchasing products from brand         12.5         96.50         12.6         96.50         12.6         10.0         10.0         10.0         10.0         10.0         10.0         10.0         11.0         10.0         10.0         10.0         10.0         10.0         10.0         10.0         10.0         10.0         10.0         10.0         11.0         10.0         10.0         10.0         10.0         10.0         10.0         10.0         10.0         10.0         10.0         10.0         10.0         10.0         10.0         10.0         10.0	S6D_3C3	Reasons chosen to follow brands through SM - To be among the first to hear brand news	17.34	82,450	14.97	116
S6D. 6C6         Reasons chosen to follow brands through SM To share brand-related stories with other consumers         7.29         35.290         6.41         11.81           S6D. 9C8         Reasons chosen to follow brands through SM To engage with content         10.14         47.945         8.71         11.71           S6D. 9C9         Reasons to unlike/unsubscrible from a brand - Too many messages         36.80         20.00.08         36.32         10.11           S6F. 2C2         Reason to unlike/unsubscrible from a brand - Not enough value         2.59         69.505         12.26         10.00           S4A. 7C1         Facebook - Like or become a fan of a page created by a brand, company or organization - Never         26.96         158.803         28.47         25         10.00           S4A. 7C2         Facebook - Like or become a fan of a page created by a brand, company or organization - Never         2.96         15.881         22.85         96           S4A. 7C3         Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per month         21.73         81.881         82.285         96           S4A. 7C4         Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per month         21.63         83.94         12.01         13.11         13.83         14.10         14.10         14.10         <	S6D_4C4	Reasons chosen to follow brands through SM - To provide feedback to the brand about their products or services	14.64	75,046	13.63	107
S6D BCS         Reasons chosen to follow brands through SM - To learn about a brands products and services         34.21         18.01.31         32.24         10.14           S6D - CSD         Reasons chosen to follow brands through SM - To engage with content         10.14         47.945         3.60         20.00,36         36.20         10.17           S6F - CSD         Reason to unlike/unsubscirche from a brand - Too many messages         36.80         10.00,60         12.62         10.00           S6F - CSD         Reason to unlike/unsubscirche from a brand - Stopped purchasing products from brand         12.59         69.505         12.22         10.00           S6F - CSD         Reason to unlike/unsubscirche from a brand - Stopped purchasing products from brand         12.59         156.60         12.62         10.00           S4A, 7C1         Facebook - Like or become a fan of a page created by a brand, company or organization - About once per month         21.33         12.58         12.62         10.00           S4A, 7C3         Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per week         8.79         45.20         10.00           S4A, 7C3         Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per week         8.79         45.20         10.00           S4A, 7C3C         Facebook - Like or become a fan of						
S6D 9CS         Reasons chosen to follow brands through SM - To engage with content         10.14         4.7,45         8.71         117           S6F - 1C1         Reason to unlike/unsubscribe from a brand - Not enough value         20.08         106,085         19.26         108           S6F - 3C2         Reason to unlike/unsubscribe from a brand - Not enough value         20.08         106,085         19.26         108           S6F - 3C3         Reason to unlike/unsubscribe from a brand - Not enough value         26.98         16.68,03         28.47         95           S4A - 7C1         Facebook - Like or become a fan of a page created by a brand, company or organization - Never         26.98         16.68,03         28.47         95           S4A - 7C3         Facebook - Like or become a fan of a page created by a brand, company or organization - Afew times per month         12.74         69.889         12.89         100           S4A - 7C4         Facebook - Like or become a fan of a page created by a brand, company or organization - Afew times per month         12.74         69.889         12.89         100           S4A - 12C4         Facebook - Like or become a fan of a page created by a brand, company or organization - Afew times per week         8.79         45.20         118         6.20         118         6.20         118         6.20         118         6.20         118						
S6F - 2C1         Reason to unlike/unsubscribe from a brand - Too many messages         38.80         200.036         10.82         10.85           S6F - 2C2         Reason to unlike/unsubscribe from a brand - Storped purchasing products from brand         12.59         68.505.5         12.22         10.0           S6F - 3C3         Reason to unlike/unsubscribe from a brand - Storped purchasing products from brand         12.59         68.505.5         22.25         10.0           S4A, 7C1         Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per month         12.93         125.881         22.85         9.0           S4A, 7C3         Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per month         12.73         45.20         8.21         10.0           S4A, 7C3         Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per week         8.79         45.20         8.21         10.7           S4A, 7C3         Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per week         8.79         45.20         8.21         10.0           S4A, 7C3         Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per week         8.79         45.20         10.0         10.0           S4A, 12C5		· · · · · · · · · · · · · · · · · · ·				
S6F=2C2         Reason to unlike/unsubscribe from a brand - Not enough value         20.66         106.065         12.26         108           SFF-3C3         Reason to unlike/unsubscribe from a brand - Stopped purchasing products from brand         12.9         86.95         12.62         108           SFA-7C1         Facebook - Like or become a fan of a page created by a brand, company or organization - Never         25.96         156.803         22.87         95           SAA_7C3         Facebook - Like or become a fan of a page created by a brand, company or organization - About once per month         21.9         45.00         12.88         22.81         10.00           SAA_7C3         Facebook - Like or become a fan of a page created by a brand, company or organization - About once per month         27.0         34.50         22.1         118           SAA_7C3C         Facebook - Like or become a fan of a page created by a brand, company or organization - About once per down         7.3         34.10         8.2         10.7           SAA_7C3C         Facebook - Click on an ad - About once per month         10.1         198.36         8.2         117           SAA_12C3         Facebook - Click on an ad - About once per month         10.15         57.00         10.0         98           SAB_3C3         Turitter - Share a link to a blog post , news article or item of interest - Never         15.0						
68F-3C3         Reason to unlike/unsubscribe from a brand - Stopped purchasing products from brand         12.59         69,505         12.62         10.00           S4A, 7C2         Facebook - Like or become a fan of a page created by a brand, company or organization - About once per month         21.93         12.58         22.55         9.60           S4A, 7C2         Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per month         12.74         69,869         12.68         13.68         12.58         12.68         16.60         12.58         12.58         12.68         12.68         16.60         12.58         12.58         19.60         12.58         19.60         12.58         12.58         19.60         12.58         18.20         12.58         19.60         12.58         19.60         12.58         19.60         12.58         19.60         12.58         19.60         12.58         19.60         12.58         19.60         12.58         19.60         12.58         19.60         12.58         19.60         12.58         19.60         12.58         19.60         12.58         19.60         12.58         19.60         19.70         12.58         12.52         19.00         19.70         12.58         12.52         19.70         12.58         12.52		, ,				
SAA, TCI         Facebook - Like or become a fan of a page created by a brand, company or organization - Newton once per month         21.93         158,881         22.85         96           SAA, TC3         Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per month         12.74         49,869         12.69         10.00           SAA, TC3         Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per month         12.74         49,869         12.69         10.00           SAA, TC3         Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per month         35.11         198,307         36.11         118           SAA, TC3         Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per month         35.11         198,307         36.01         97           SAA, TC3C         Facebook - Click on an ad - A few times per month         10.15         57.00         34.11         98.69         52.84         12.6         95           SAA, TC3C         Facebook - Click on an ad - A few times per month         10.15         57.00         10.38         98           SAA, TC3C         Facebook - Click on an ad - A few times per month         6.02         29,550         5.37         116           SAB, 3C1         Twi						
SAA, 7C2         Facebook - Like or become a fan of a page created by a brand, company or organization - About once per month         21,34         82,881         22,85         96           SAA, 7C3         Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per week         8.79         45,200         8.21         107           SAA, 7C3         Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per week         8.79         45,200         8.21         118           SAA, 12C2         Facebook - Click on an ad - A bout once per month         17.63         102,33         18.56         95           SAA, 12C4         Facebook - Click on an ad - A few times per month         10.15         57,060         103.69         95           SAA, 12C4         Facebook - Click on an ad - A few times per month         8.84         44,716         8.12         106         95           SAA, 12C4         Facebook - Click on an ad - A few times per month         6.02         29,550         53         116         8.84         44,716         8.12         106         8.84         106         8.24         106         8.84         106         8.84         106         8.84         106         8.84         106         8.84         106         8.84         106 <th< td=""><td></td><td></td><td></td><td></td><td></td><td></td></th<>						
SAA, TCAS         Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per month         8.79         4.52,200         10.2           SAA, TCAS         Facebook - Like or become a fan of a page created by a brand, company or organization - A bout once per day or more         3.51         198,367         3.61         118           SAA, 12C1         Facebook - Like or become a fan of a page created by a brand, company or organization - About once per day or more         17.63         34,180         6.21         118           SAA, 12C3         Facebook - Click on an ad - A few times per month         10.5         57.060         10.36         98           SAA, 12C4         Facebook - Click on an ad - A few times per month         8.64         44,716         8.12         106           SAA, 12C4         Facebook - Click on an ad - A few times per month         8.64         44,716         8.84         44,716         8.84         44,716         8.84         44,716         8.84         44,716         8.84         44,716         8.84         44,716         8.84         44,716         8.84         44,716         8.84         44,716         8.84         44,716         8.84         44,716         8.84         44,716         8.84         8.61         7.30         8.34         8.55         5.37         116						
SAA, 7C64         Facebbock - Like or become a fan of a page created by a brand, company or organization - A few times per week         8.79         4.52.00         8.21         107           SAA, 7C56         Facebbook - Like or become a fan of a page created by a brand, company or organization - About once per day or more         3.3.11         198,367         36.01         197           SAA, 12C1         Facebook - Click on an ad - About once per month         10.15         57.00         10.22.39         18.56         95           SAA, 12C4         Facebook - Click on an ad - A few times per week         8.64         44.716         10.22.39         18.56         95           SAA, 12C4         Facebook - Click on an ad - A few times per month         6.02         29,550         5.37         116           SAB, 3C1         Tuitter - Share a link to a blog post, news article or item of interest - Never         6.02         29,550         5.37         116           S4B, 3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.52         22,565         4.10         110           S4B, 3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.52         22,565         4.10         110           S4B, 3C4         Twitter - Click on an ad - A few times per month         4.52						
SAA_TC756         Facebbook - Like or become a fan of a page created by a brand, company or organization - About once per day or more         7.30         34,180         6.21         118           SAA_12C2         Facebbook - Click on an ad - Never         35,11         198,367         36,01         97           SAA_12C3         Facebbook - Click on an ad - A few times per month         10,15         57,060         10,36         98           SAA_12C4         Facebook - Click on an ad - A few times per month         10,15         57,060         10,36         98           SAA_12C56         Facebook - Click on an ad - A few times per month         6.60         44,71         8.11         98           SAB_3C1         Twitter - Share a link to a blog post, news article or item of interest - Never         15,44         80,395         14,60         106           S4B_3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         6.05         30,643         55,66         109           S4B_3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.52         22,565         4,10         110           S4B_3C5         Twitter - Share a link to a blog post, news article or item of interest - A few times per week         4.56         17,30         3,25         140						
SAA 12C1         Facebook - Click on an ad - Never         35.11         198.367         36.01         97           SAA 12C2         Facebook - Click on an ad - About once per month         17.63         102.239         18.56         95           SAA_12C3         Facebook - Click on an ad - A few times per month         10.15         57,060         10.36         98           SAA_12C3         Facebook - Click on an ad - A few times per week         8.64         44,716         8.12         106           SAB_3C1         Twitter - Share a link to a blog post, news article or item of interest - Never         15.44         80.395         14.60         106           S4B_3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.55         17.930         3.55         109           S4B_3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.56         17.930         3.25         140           S4B_3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.56         17.930         3.25         142           S4B_3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per week         4.56         17.930         3.21         122.25         52.27         54						
S4A_12C2         Facebook - Click on an ad - About once per month         17.63         102.238         18.56         95           S4A_12C3         Facebook - Click on an ad - A few times per month         10.15         57.060         10.81         98           S4A_12C56         Facebook - Click on an ad - A few times per week         8.64         44.716         8.12         106           S4B_3C1         Twitter - Share a link to a blog post, news article or item of interest - Never         15.44         80.395         11.66         109           S4B_3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.52         22,555         4.10         110           S4B_3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.52         22,555         4.10         110           S4B_3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per mowek         4.56         17,930         3.25         140           S4B_3C5         Twitter - Click on an ad - A bew times per month         5.25         27,257         4.95         162           S4B_11C2         Twitter - Click on an ad - A few times per month         5.25         27,257         4.95         10           S4B_11C3         Twitter - Click on an ad						
S4A_12C3         Facebook - Click on an ad - A few times per month         10.15         57,060         10.36         98           S4A_12C4         Facebook - Click on an ad - A few times per week         8.64         44,716         8.12         10.6           S4B_3C1         Twitter - Share a link to a blog post, news article or item of interest - Never         15.44         80,395         14.60         106           S4B_3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.52         22,565         4.10         110           S4B_3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.52         22,565         4.10         110           S4B_3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.56         17,930         3.25         140           S4B_3C5         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.56         17,930         3.25         140           S4B_3C5         Twitter - Click on an ad - Never         19.43         101,697         14.84         105           S4B_1C5         Twitter - Click on an ad - A few times per month         3.27         13,842         2.51         130           S4B_1C5						
S4A_12C4         Facebook - Click on an ad - A few times per week         8.64         44,716         8.12         106           S4A_12C56         Facebook - Click on an ad - About once per day or more         6.20         29,550         5.73         116           S4B_3C1         Twitter - Share a link to a blog post, news article or item of interest - About once per month         6.05         30,643         5.56         109           S4B_3C2         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.52         22,565         4.10         109           S4B_3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.52         22,565         4.10         109           S4B_3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.52         22,565         4.10         109           S4B_3C4         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.56         17,930         3.25         140           S4B_3C4         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.56         17,930         3.25         140           S4B_1C5         Twitter - Share a link to a blog post, news article or item of interest - A few times per wonth         3.2		!				
SAA_12C56         Facebook - Click on an ad - About once per day or more         6.20         29,550         5.37         116           S4B_3C1         Twitter - Share a link to a blog post, news article or item of interest - About once per month         6.05         30,843         5.56         109           S4B_3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.52         22,565         4.10         110           S4B_3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.52         22,565         4.10         110           S4B_3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.52         22,565         4.10         110           S4B_3C5         Twitter - Share a link to a blog post, news article or item of interest - A few times per week         4.56         17,930         3.25         140           S4B_3C5         Twitter - Click on an ad - Never         3.06         13,830         2.51         122           S4B_11C1         Twitter - Click on an ad - A few times per month         3.27         13,842         2.51         130           S4B_11C3         Twitter - Click on an ad - A few times per month         3.21         12,228         2.22         145           S4B_1						
S4B_3C1         Twitter - Share a link to a blog post, news article or item of interest - About once per month         15.44         80,395         14.60         106           S4B_3C2         Twitter - Share a link to a blog post, news article or item of interest - About once per month         4.52         22,565         4.10         110           S4B_3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per month         4.56         17,930         3.25         140           S4B_3C4         Twitter - Share a link to a blog post, news article or item of interest - A few times per week         4.56         17,930         3.25         142           S4B_3C56         Twitter - Share a link to a blog post, news article or item of interest - A few times per week         3.06         13,830         2.51         122           S4B_1C2         Twitter - Click on an ad - Never         19,43         101,697         18.46         105           S4B_1C2         Twitter - Click on an ad - A few times per month         3.25         27,257         4.95         106           S4B_1C3         Twitter - Click on an ad - A few times per month         3.21         12,228         2.22         145           S4B_1C5         Twitter - Click on an ad - A few times per week         3.21         12,228         2.22         145           S4B_1C5	_	•				
S4B_3C2         Twitter - Share a link to a blog post, news article or item of interest - A bout once per month         6.05         30,643         5.56         109           S4B_3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per week         4.56         17,930         3.25         140           S4B_3C3         Twitter - Share a link to a blog post, news article or item of interest - A few times per week         4.56         17,930         3.25         140           S4B_3C36         Twitter - Share a link to a blog post, news article or item of interest - About once per day or more         3.06         13,830         2.51         122           S4B_1C3         Twitter - Click on an ad - About once per month         5.25         27,257         495         106           S4B_1C3         Twitter - Click on an ad - A bout once per month         3.27         13,842         2.51         130           S4B_1C4         Twitter - Click on an ad - A few times per month         3.27         13,842         2.51         130           S4B_1C5         Twitter - Click on an ad - A few times per week         3.21         12,228         2.22         145           S4B_1C5         Twitter - Click on an ad - About once per day or more (!)         2.47         10,30         1,818         11.72         102           S4B_1C5 <td>_</td> <td>· ·</td> <td></td> <td></td> <td></td> <td></td>	_	· ·				
S4B_3C3         Twitter - Share a link to a blog post , news article or item of interest - A few times per month         4.52         22,565         4.10         110           S4B_3C4         Twitter - Share a link to a blog post , news article or item of interest - A few times per week         4.56         17,930         3.25         140           S4B_3C36         Twitter - Share a link to a blog post , news article or item of interest - A few times per week         4.56         17,930         3.25         140           S4B_3C36         Twitter - Share a link to a blog post , news article or item of interest - A few times per week         4.56         17,930         3.25         140           S4B_3C36         Twitter - Share a link to a blog post , news article or item of interest - A few times per week         3.06         1,380         2.51         140           S4B_1C26         Twitter - Click on an ad - Never         4.50         106         54B_11C3         110         3.27         13,842         2.51         130           S4B_1C5         Twitter - Click on an ad - A few times per week         3.21         12,228         2.22         145           S4B_1C5         Twitter - Click on an ad - A few times per week         3.21         12,228         2.22         145           S4M_TC1         Instagram - View a brand's page - A few times per month         6.25						
S4B_3C4         Twitter - Share a link to a blog post , news article or item of interest - A few times per week         4.56         17,930         3.25         140           S4B_3C56         Twitter - Share a link to a blog post , news article or item of interest - About once per day or more         19.43         101,697         18.46         105           S4B_11C1         Twitter - Click on an ad - Never         19.43         101,697         18.46         105           S4B_11C3         Twitter - Click on an ad - About once per month         5.25         27,257         4.95         106           S4B_11C3         Twitter - Click on an ad - A few times per month         3.27         13,842         2.51         130           S4B_11C3         Twitter - Click on an ad - A few times per week         3.21         12,228         2.22         145           S4B_11C4         Twitter - Click on an ad - A few times per week         3.21         12,228         2.22         145           S4B_11C5         Twitter - Click on an ad - A few times per month         2.47         10,340         1.88         131           S4B_11C4         Twitter - Click on an ad - A few times per month         6.25         28,913         15.25         145           S4B_1C5         Twitter - Click on and - A few times per month         6.25         28,913         5						
S4B_3C56         Twitter - Share a link to a blog post , news article or item of interest - About once per day or more         3.06         13,830         2.51         122           S4B_11C1         Twitter - Click on an ad - Never         19.43         101,697         18.46         105           S4B_11C3         Twitter - Click on an ad - A bout once per month         5.25         27,257         4.95         106           S4B_11C3         Twitter - Click on an ad - A few times per month         3.27         13,842         2.51         130           S4B_11C4         Twitter - Click on an ad - A few times per month         3.21         12,228         2.22         145           S4B_11C56         Twitter - Click on an ad - A bout once per day or more (!)         2.47         10,30         1.88         131           S4B_11C56         Twitter - Click on an ad - A bout once per day or more (!)         2.47         10,30         1.88         131           S4B_11C56         Twitter - Click on an ad - A few times per week         3.21         12,228         2.22         145           S4M_7C1         Instagram - View a brand's page - A few times per week         4.45         19,646         3.57         125           S4M_7C5         Instagram - View a brand's page - A few times per week         4.45         19,646         3.57						
S4B_11C1       Twitter - Click on an ad - Never       19.43       101,697       18.46       105         S4B_11C2       Twitter - Click on an ad - About once per month       5.25       27,257       4.95       106         S4B_11C3       Twitter - Click on an ad - A few times per month       3.27       13,842       2.51       130         S4B_11C4       Twitter - Click on an ad - A few times per week       3.21       12,228       2.22       145         S4B_11C5       Twitter - Click on an ad - About once per day or more (!)       2.47       10,340       1.88       131         S4M_TC1       Instagram - View a brand's page - Never       17.63       94,818       17.21       102         S4M_TC2       Instagram - View a brand's page - A few times per month       7.93       41,711       7.57       105         S4M_TC3       Instagram - View a brand's page - A few times per month       6.25       28,913       5.25       119         S4M_TC3       Instagram - View a brand's page - A few times per week       4.45       19,646       3.57       125         S4M_TC3       Instagram - View a brand's page - Several times per day (!)       2.44       11,377       2.07       118         S4M_S61       Instagram - Click on ads - About once per month       6.91       31,848						
S4B_11C2         Twitter - Click on an ad - About once per month         5.25         27,257         4.95         106           S4B_11C3         Twitter - Click on an ad - A few times per month         3.27         13,842         2.51         130           S4B_11C4         Twitter - Click on an ad - A few times per week         3.21         12,228         2.22         145           S4B_11C56         Twitter - Click on an ad - A few times per week         3.21         12,228         2.22         145           S4B_11C56         Twitter - Click on an ad - A few times per week         3.21         12,228         2.22         145           S4B_11C56         Twitter - Click on an ad - A few times per week         3.21         12,228         2.22         145           S4M_7C1         Instagram - View a brand's page - Never         17.63         94,818         17.21         102           S4M_7C2         Instagram - View a brand's page - A few times per month         6.25         28,913         5.25         105           S4M_7C3         Instagram - View a brand's page - A few times per week         4.45         19,646         3.57         125           S4M_7C4         Instagram - View a brand's page - Once per day         3.59         15,058         2.73         131           S4M_7C6	_					
SAB_11C3       Twitter - Click on an ad - A few times per month       3.27       13,842       2.51       130         SAB_11C4       Twitter - Click on an ad - A few times per week       3.21       12,228       2.22       145         SAB_11C56       Twitter - Click on an ad - A bout once per week       2.47       10,340       1.88       131         SAM_7C1       Instagram - View a brand's page - Never       17.63       94,818       17.21       102         S4M_7C2       Instagram - View a brand's page - A bout once per month       7.93       41,711       7.57       105         S4M_7C3       Instagram - View a brand's page - A few times per month       6.25       28,913       5.25       119         S4M_7C4       Instagram - View a brand's page - A few times per week       4.45       19,646       3.57       125         S4M_7C5       Instagram - View a brand's page - Once per day       3.59       15,058       2.73       131         S4M_7C5       Instagram - View a brand's page - Several times per day (!)       2.44       11,377       2.07       118         S4M_8C1       Instagram - Click on ads - Never       23.27       124,329       22.57       103         S4M_8C3       Instagram - Click on ads - A few times per month       5.03       24,061       4.37<						
S4B_11C4       Twitter - Click on an ad - A few times per week       3.21       12,228       2.22       145         S4B_11C56       Twitter - Click on an ad - About once per day or more (!)       2.47       10,340       1.88       131         S4M_7C1       Instagram - View a brand's page - Never       17.63       94,818       17.21       102         S4M_7C2       Instagram - View a brand's page - About once per month       7.93       41,711       7.57       105         S4M_7C3       Instagram - View a brand's page - A few times per month       6.25       28,913       5.25       119         S4M_7C4       Instagram - View a brand's page - A few times per week       4.45       19,646       3.57       125         S4M_7C5       Instagram - View a brand's page - Once per day       3.59       15,058       2.73       131         S4M_7C6       Instagram - View a brand's page - Several times per day (!)       2.44       11,377       2.07       118         S4M_8C1       Instagram - Click on ads - About once per month       6.91       31,848       5.78       119         S4M_8C2       Instagram - Click on ads - A few times per week       3.24       15,212       2.76       117         S4M_8C3       Instagram - Click on ads - A few times per week       3.24       15,212 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
S4M_7C1       Instagram - View a brand's page - Never       17.63       94,818       17.21       102         S4M_7C2       Instagram - View a brand's page - About once per month       7.93       41,711       7.57       105         S4M_7C3       Instagram - View a brand's page - A few times per month       6.25       28,913       5.25       119         S4M_7C4       Instagram - View a brand's page - A few times per week       4.45       19,646       3.57       125         S4M_7C5       Instagram - View a brand's page - Once per day       3.59       15,058       2.73       131         S4M_7C6       Instagram - View a brand's page - Several times per day (!)       2.44       11,377       2.07       118         S4M_8C1       Instagram - Click on ads - Never       23.27       124,329       22.57       103         S4M_8C2       Instagram - Click on ads - A few times per month       6.91       31,848       5.78       119         S4M_8C3       Instagram - Click on ads - A few times per week       3.24       15,212       2.76       117         S4M_8C4       Instagram - Click on ads - Once per day (!)       2.33       9,345       1.70       137         S4M_8C6       Instagram - Click on ads - Several times per day (!)       2.33       9,345       1.70			3.21			145
S4M_7C2       Instagram - View a brand's page - About once per month       7.93       41,711       7.57       105         S4M_7C3       Instagram - View a brand's page - A few times per month       6.25       28,913       5.25       119         S4M_7C4       Instagram - View a brand's page - A few times per week       4.45       19,646       3.57       125         S4M_7C5       Instagram - View a brand's page - Once per day       3.59       15,058       2.73       131         S4M_7C6       Instagram - View a brand's page - Several times per day (!)       2.44       11,377       2.07       118         S4M_8C1       Instagram - Click on ads - Never       23.27       124,329       22.57       103         S4M_8C2       Instagram - Click on ads - A few times per month       6.91       31,848       5.78       119         S4M_8C3       Instagram - Click on ads - A few times per week       3.24       15,212       2.76       117         S4M_8C4       Instagram - Click on ads - Once per day (!)       2.33       9,345       1.70       137         S4M_8C5       Instagram - Click on ads - Several times per day (!)       2.33       9,345       1.70       137         S4M_8C6       Instagram - Click on ads - Several times per day (!)       2.33       9,345       1.						
S4M_7C3         Instagram - View a brand's page - A few times per month         6.25         28,913         5.25         119           S4M_7C4         Instagram - View a brand's page - A few times per week         4.45         19,646         3.57         125           S4M_7C5         Instagram - View a brand's page - Once per day         3.59         15,058         2.73         131           S4M_7C6         Instagram - View a brand's page - Several times per day (!)         2.44         11,377         2.07         118           S4M_8C1         Instagram - Click on ads - Never         23.27         124,329         22.57         103           S4M_8C2         Instagram - Click on ads - About once per month         6.91         31,848         5.78         119           S4M_8C3         Instagram - Click on ads - A few times per week         3.24         15,212         2.76         117           S4M_8C4         Instagram - Click on ads - A few times per week         3.24         15,212         2.76         117           S4M_8C5         Instagram - Click on ads - Once per day (!)         2.33         9,345         1.70         137           S4M_8C6         Instagram - Click on ads - Several times per day (!)         2.33         9,345         1.70         137           S4M_9C6         Insta	S4M_7C1	Instagram - View a brand's page - Never	17.63	94,818	17.21	102
S4M_7C4         Instagram - View a brand's page - A few times per week         4.45         19,646         3.57         125           S4M_7C5         Instagram - View a brand's page - Once per day         3.59         15,058         2.73         131           S4M_7C6         Instagram - View a brand's page - Several times per day (!)         2.44         11,377         2.07         118           S4M_8C1         Instagram - Click on ads - Never         23.27         124,329         22.57         103           S4M_8C2         Instagram - Click on ads - About once per month         6.91         31,848         5.78         119           S4M_8C3         Instagram - Click on ads - A few times per month         5.03         24,061         4.37         115           S4M_8C4         Instagram - Click on ads - A few times per week         3.24         15,212         2.76         117           S4M_8C5         Instagram - Click on ads - Once per day (!)         2.33         9,345         1.70         137           S4M_8C6         Instagram - Click on ads - Several times per day (!)         2.33         9,345         1.20         128           S4D_9C1         YouTube - Click on an ad - Never         48.33         266,201         48.33         100           S4D_9C2         YouTube - Click on an ad	S4M_7C2	Instagram - View a brand's page - About once per month	7.93	41,711	7.57	105
S4M_7C5         Instagram - View a brand's page - Once per day         3.59         15,058         2.73         131           S4M_7C6         Instagram - View a brand's page - Several times per day (!)         2.44         11,377         2.07         118           S4M_8C1         Instagram - Click on ads - Never         23.27         124,329         22.57         103           S4M_8C2         Instagram - Click on ads - About once per month         6.91         31,848         5.78         119           S4M_8C3         Instagram - Click on ads - A few times per month         5.03         24,061         4.37         115           S4M_8C4         Instagram - Click on ads - A few times per week         3.24         15,212         2.76         117           S4M_8C5         Instagram - Click on ads - Once per day (!)         2.33         9,345         1.70         137           S4M_8C6         Instagram - Click on ads - Several times per day (!)         1.51         6,728         1.22         123           S4D_9C1         YouTube - Click on an ad - Never         48.33         266,201         48.33         100           S4D_9C2         YouTube - Click on an ad - About once per month         6.49         33,043         6.00         108	S4M_7C3	Instagram - View a brand's page - A few times per month	6.25	28,913	5.25	119
S4M_7C6       Instagram - View a brand's page - Several times per day (!)       2.44       11,377       2.07       118         S4M_8C1       Instagram - Click on ads - Never       23.27       124,329       22.57       103         S4M_8C2       Instagram - Click on ads - About once per month       6.91       31,848       5.78       119         S4M_8C3       Instagram - Click on ads - A few times per month       5.03       24,061       4.37       115         S4M_8C4       Instagram - Click on ads - A few times per week       3.24       15,212       2.76       117         S4M_8C5       Instagram - Click on ads - Once per day (!)       2.33       9,345       1.70       137         S4M_8C6       Instagram - Click on ads - Several times per day (!)       1.51       6,728       1.22       123         S4M_9C6       YouTube - Click on an ad - About once per month       48.33       266,201       48.33       100         S4D_9C2       YouTube - Click on an ad - About once per month       6.49       33,043       6.00       108	S4M_7C4	Instagram - View a brand's page - A few times per week	4.45	19,646	3.57	125
S4M_8C1     Instagram - Click on ads - Never     23.27     124,329     22.57     103       S4M_8C2     Instagram - Click on ads - About once per month     6.91     31,848     5.78     119       S4M_8C3     Instagram - Click on ads - A few times per month     5.03     24,061     4.37     115       S4M_8C4     Instagram - Click on ads - A few times per week     3.24     15,212     2.76     117       S4M_8C5     Instagram - Click on ads - Once per day (!)     2.33     9,345     1.70     137       S4M_8C6     Instagram - Click on ads - Several times per day (!)     1.51     6,728     1.22     123       S4D_9C1     YouTube - Click on an ad - Never     48.33     266,201     48.33     100       S4D_9C2     YouTube - Click on an ad - About once per month     12.88     65,277     11.8       S4D_9C3     YouTube - Click on an ad - A few times per month     6.49     33,043     6.00     108						
S4M_8C2       Instagram - Click on ads - About once per month       6.91       31,848       5.78       119         S4M_8C3       Instagram - Click on ads - A few times per month       5.03       24,061       4.37       115         S4M_8C4       Instagram - Click on ads - A few times per week       3.24       15,212       2.76       117         S4M_8C5       Instagram - Click on ads - Once per day (!)       2.33       9,345       1.70       137         S4M_8C6       Instagram - Click on ads - Several times per day (!)       1.51       6,728       1.22       123         S4D_9C1       YouTube - Click on an ad - Never       48.33       266,201       48.33       109         S4D_9C2       YouTube - Click on an ad - A few times per month       12.88       65,277       11.85       109         S4D_9C3       YouTube - Click on an ad - A few times per month       6.49       33,043       6.00       108						
S4M_8C3       Instagram - Click on ads - A few times per month       5.03       24,061       4.37       115         S4M_8C4       Instagram - Click on ads - A few times per week       3.24       15,212       2.76       117         S4M_8C5       Instagram - Click on ads - Once per day (!)       2.33       9,345       1.70       137         S4M_8C6       Instagram - Click on ads - Several times per day (!)       1.51       6,728       1.22       123         S4D_9C1       YouTube - Click on an ad - Never       48.33       266,201       48.33       100         S4D_9C2       YouTube - Click on an ad - A few times per month       12.88       65,277       11.85       109         S4D_9C3       YouTube - Click on an ad - A few times per month       6.49       33,043       6.00       108		· ·				
S4M_8C4       Instagram - Click on ads - A few times per week       3.24       15,212       2.76       117         S4M_8C5       Instagram - Click on ads - Once per day (!)       2.33       9,345       1.70       137         S4M_8C6       Instagram - Click on ads - Several times per day (!)       1.51       6,728       1.22       123         S4D_9C1       YouTube - Click on an ad - Never       48.33       266,201       48.33       100         S4D_9C2       YouTube - Click on an ad - About once per month       12.88       65,277       11.85       109         S4D_9C3       YouTube - Click on an ad - A few times per month       6.49       33,043       6.00       108						
S4M_8C5       Instagram - Click on ads - Once per day (!)       2.33       9,345       1.70       137         S4M_8C6       Instagram - Click on ads - Several times per day (!)       1.51       6,728       1.22       123         S4D_9C1       YouTube - Click on an ad - Never       48.33       266,201       48.33       100         S4D_9C2       YouTube - Click on an ad - About once per month       12.88       65,277       11.8       109         S4D_9C3       YouTube - Click on an ad - A few times per month       6.49       33,043       6.00       108		· ·				
S4M_8C6       Instagram - Click on ads - Several times per day (!)       1.51       6,728       1.22       123         S4D_9C1       YouTube - Click on an ad - Never       48.33       266,201       48.33       100         S4D_9C2       YouTube - Click on an ad - About once per month       12.88       65,277       11.85       109         S4D_9C3       YouTube - Click on an ad - A few times per month       6.49       33,043       6.00       108		· ·				
S4D_9C1       YouTube - Click on an ad - Never       48.33       266,201       48.33       100         S4D_9C2       YouTube - Click on an ad - About once per month       12.88       65,277       11.85       109         S4D_9C3       YouTube - Click on an ad - A few times per month       6.49       33,043       6.00       108						
S4D_9C2         YouTube - Click on an ad - About once per month         12.88         65,277         11.85         109           S4D_9C3         YouTube - Click on an ad - A few times per month         6.49         33,043         6.00         108		1 7 7 7				
S4D_9C3         YouTube - Click on an ad - A few times per month         6.49         33,043         6.00         108						
540 964 TOUTINE - CIICK ON AN AN A LEW TIMES DET WEEK 4.13 21.682 3.94 105						
S4D_9C56 YouTube - Click on an ad - About once per day or more 4.30 17,806 3.23 133		· · ·				
S2_12C1       Freq. Participate - Rate or review products online - Never       26.26       154,644       28.08       94         S2_12C2       Freq. Participate - Rate or review products online - A few times per year       26.01       149,614       27.16       96		• •				
S2_12C2 Freq. Participate - Rate or review products online - A few times per year 26.01 149,614 27.16 96 S2_12C3 Freq. Participate - Rate or review products online - About once per month 13.96 76,707 13.93 100						
S2_12C4 Freq. Participate - Rate or review products online - About once per month 13.96 76,707 13.93 100 S2_12C4 Freq. Participate - Rate or review products online - A few times per month 18.58 98,610 17.90 104		• • • • • • • • • • • • • • • • • • • •				
S2_12C5 Freq. Participate - Rate of review products online - A few times per month 16.56 96,610 17.90 104 S2_12C5 Freq. Participate - Rate of review products online - A few times per week 10.86 53,591 9.73 112						
52_12C3         Freq. Participate - Rate or review products online - A lew lines per week         10.30         53,391         9.73         11.5           52_12C6         Freq. Participate - Rate or review products online - A low drawn         4.33         17,641         3.20         135						
22_1250	32_1200	Thousand The St. 10 Tom products of mile Thousands and	7.55	17,541	0.20	100

Benchmark: Durnam Region Boundary				
	%	Base Count	Base %	Index
Local Attractions				
Q3000101C1 Attended/Visited [Pst Yr] - Local Attractions - Art galleries/museums/science centres	29.01	177,447	29.43	99
Q3000102C1 Attended/Visited [Pst Yr] - Local Attractions - Exhibitions/carnivals/fairs/markets	36.34	207,190	34.36	106
Q3000103C1 Attended/Visited [Pst Yr] - Local Attractions - Historical sites	27.02	161,851	26.84	101
Q3000104C1 Attended/Visited [Pst Yr] - Local Attractions - Parks/city gardens	30.84	187,330	31.07	99
Q3400110C1 Attended/Visited [Pst Yr] - Local Attractions - National or provincial park	20.69	124,708	20.68	100
Q3000105C1 Attended/Visited [Pst Yr] - Local Attractions - Specialty movie theatres/IMAX	26.44	158,159	26.23	101
Q3000106C1 Attended/Visited [Pst Yr] - Local Attractions - Sporting events/racing events/air shows	18.09	109,962	18.24	99
Q3000107C1 Attended/Visited [Pst Yr] - Local Attractions - Video arcades/indoor amusement centres	11.90	62,526	10.37	115
Q3000108C1 Attended/Visited [Pst Yr] - Local Attractions - Theme parks/waterparks/water slides	25.64	127,845	21.20	121
Q3000109C1 Attended/Visited [Pst Yr] - Local Attractions - Zoos/aquariums/farms/drive-through animal parks	24.77	135,536	22.48	110
Q3000110C1 Attended/Visited [Pst Yr] - Local Attractions - Other leisure activities/attractions	32.29	185,830	30.82	105
Q3000201K1 Frequency of Visiting [Pst Yr] - Local Attractions - Art galleries/museums/science centres - Once a year	20.87	120,149	19.93	105
Q3000201K2 Frequency of Visiting [Pst Yr] - Local Attractions - Art galleries/museums/science centres - 2-6 times a year	7.31	50,284	8.34	88
Q3000201K3 Frequency of Visiting [Pst Yr] - Local Attractions - Art galleries/museums/science centres - 7 times a year or more	0.83	7,014	1.16	71
Q3000202K1 Frequency of Visiting [Pst Yr] - Local Attractions - Exhibitions/carnivals/fairs/markets - Once a year	23.72	129,952	21.55	110
Q3000202K2 Frequency of Visiting [Pst Yr] - Local Attractions - Exhibitions/carnivals/fairs/markets - 2-6 times a year	11.29	70,760	11.74	96
Q3000202K3 Frequency of Visiting [Pst Yr] - Local Attractions - Exhibitions/carnivals/fairs/markets - 7 times a year or more	1.33	6,478	1.07	124
Q3000203K1 Frequency of Visiting [Pst Yr] - Local Attractions - Historical sites - Once a year	17.61	101,001	16.75	105
Q3000203K2 Frequency of Visiting [Pst Yr] - Local Attractions - Historical sites - 2-6 times a year	8.48	54,389	9.02	94
Q3000203K3 Frequency of Visiting [Pst Yr] - Local Attractions - Historical sites - 7 times a year or more	0.93	6,461	1.07	87
Q3000204K1 Frequency of Visiting [Pst Yr] - Local Attractions - Parks/city gardens - Once a year	6.42	38,508	6.39	100
Q3000204K2 Frequency of Visiting [Pst Yr] - Local Attractions - Parks/city gardens - 2-6 times a year	15.05	96,368	15.98	94
Q3000204K3 Frequency of Visiting [Pst Yr] - Local Attractions - Parks/city gardens - 7 times a year or more	9.37	52,454	8.70	108
Q3000205K1 Frequency of Visiting [Pst Yr] - Local Attractions - National or provincial parks - Once a year	7.64	43,951	7.29	105
Q3000205K2 Frequency of Visiting [Pst Yr] - Local Attractions - National or provincial parks - 2-6 times a year	11.48	71,082	11.79	97
Q3000205K3 Frequency of Visiting [Pst Yr] - Local Attractions - National or provincial parks - 7 times a year or more	1.57	9,675	1.60	98
Q3000206K1 Frequency of Visiting [Pst Yr] - Local Attractions - Specialty movie theatres/IMAX/VIP - Once a year	6.36	38,592	6.40	99
Q3000206K2 Frequency of Visiting [Pst Yr] - Local Attractions - Specialty movie theatres/IMAX/VIP - 2-6 times a year	15.92	99,903	16.57	96
Q3000206K3 Frequency of Visiting [Pst Yr] - Local Attractions - Specialty movie theatres/IMAX/VIP - 7 times a year or more	4.17	19,664	3.26	128
Q3000207K1 Frequency of Visiting [Pst Yr] - Local Attractions - Sporting events/racing events/air shows - Once a year	6.02	39,493	6.55	92
Q3000207K2 Frequency of Visiting [Pst Yr] - Local Attractions - Sporting events/racing events/air shows - 2-6 times a year	8.44	50,279	8.34	101
Q3000207K3 Frequency of Visiting [Pst Yr] - Local Attractions - Sporting events/racing events/air shows - 7 times a year or more	3.63	20,189	3.35	108
Q3000208K1 Frequency of Visiting [Pst Yr] - Local Attractions - Video arcades/indoor amusement centres - Once a year	5.61	31,037	5.15	109
Q3000208K4 Frequency of Visiting [Pst Yr] - Local Attractions - Video arcades/indoor amusement centres - 2 times a year or more	6.29	31,489	5.22	120
Q3000209K1 Frequency of Visiting [Pst Yr] - Local Attractions - Theme parks/waterparks/water slides - Once a year	17.17	83,368	13.83	124
Q3000209K4 Frequency of Visiting [Pst Yr] - Local Attractions - Theme parks/waterparks/water slides - 2 times a year or more	8.48	44,477	7.38	115
Q3000210K1 Frequency of Visiting [Pst Yr] - Local Attractions - Zoos/aquariums/farms/drive-through animal parks - Once a year	16.52	94,491	15.67	105
Q3000210K4 Frequency of Visiting [Pst Yr] - Local Attractions - Zoos/aquariums/farms/drive-through animal parks - 2 times a year or more	8.25	41,045	6.81	121
Q3200102C1 Attended/Visited [Pst Yr] - Theatre - Community theatres	9.78	66,969	11.11	88
Q3200202K1 Frequency of Attendance [Pst Yr] - Theatre - Community theatres - Once a year	5.53	35,965	5.96	93
Q3200202K4 Frequency of Attendance [Pst Yr] - Theatre - Community theatres - 2 times a year or more	4.26	31,004	5.14	83

Benchmark: Durnam Region Boundary				
	%	Base Count	Base %	Index
Activities/Events				
Q3400101C1 Attended/Visited [Pst Yr] - Attractions/Events - Ballet/opera/symphony	7.20	38,009	6.30	114
Q3400102C1 Attended/Visited [Pst Yr] - Attractions/Events - Bars/restaurant bars	36.04	215,813	35.79	101
Q3400104C1 Attended/Visited [Pst Yr] - Attractions/Events - Comedy clubs/shows	7.54	43,277	7.18	105
Q3400105C1 Attended/Visited [Pst Yr] - Attractions/Events - Dancing/night clubs	7.75	41,242	6.84	113
Q3400106C1 Attended/Visited [Pst Yr] - Attractions/Events - Dinner theatres	2.31	16,852	2.79	82
Q3400107C1 Attended/Visited [Pst Yr] - Attractions/Events - Film festivals	3.65	21,060	3.49	105
Q3400108C1 Attended/Visited [Pst Yr] - Attractions/Events - Music festivals	7.32	44,237	7.34	100
Q3400111C1 Attended/Visited [Pst Yr] - Attractions/Events - Popular music/rock concerts	21.49	115,054	19.08	113
Q3400201K1 Frequency of Attendance [Pst Yr] - Attractions/Events - Ballet/opera/symphony - Once a year	4.07	21,757	3.61	113
Q3400201K2 Frequency of Attendance [Pst Yr] - Attractions/Events - Ballet/opera/symphony - 2-6 times a year	2.25	12,344	2.05	110
Q3400201K3 Frequency of Attendance [Pst Yr] - Attractions/Events - Ballet/opera/symphony - 7 times a year or more	0.88	3,907	0.65	136
Q3400202K1 Frequency of Attendance [Pst Yr] - Attractions/Events - Bars/restaurant bars - Once a year	2.64	16,634	2.76	96
Q3400202K2 Frequency of Attendance [Pst Yr] - Attractions/Events - Bars/restaurant bars - 2-6 times a year	18.10	104,623	17.35	104
Q3400202K3 Frequency of Attendance [Pst Yr] - Attractions/Events - Bars/restaurant bars - 7 times a year or more	15.30	94,556	15.68	98
Q3400204K1 Frequency of Attendance [Pst Yr] - Attractions/Events - Comedy clubs/shows - Once a year	4.74	28,701	4.76	99
Q3400204K4 Frequency of Attendance [Pst Yr] - Attractions/Events - Comedy clubs/shows - 2 times a year or more	2.79	14,478	2.40	116
Q3400205K1 Frequency of Attendance [Pst Yr] - Attractions/Events - Dancing/night clubs - Once a year	2.44	10,374	1.72	142
Q3400205K2 Frequency of Attendance [Pst Yr] - Attractions/Events - Dancing/night clubs - 2-6 times a year	3.11	19,979	3.31	94
Q3400205K3 Frequency of Attendance [Pst Yr] - Attractions/Events - Dancing/night clubs - 7 times a year or more	2.21	10,889	1.81	122
Q3400206K1 Frequency of Attendance [Pst Yr] - Attractions/Events - Dinner theatres - Once a year	1.62	12,963	2.15	75
Q3400206K4 Frequency of Attendance [Pst Yr] - Attractions/Events - Dinner theatres - 2 times a year or more	0.69	3,889	0.65	107
Q3400207K1 Frequency of Attendance [Pst Yr] - Attractions/Events - Film festivals - Once a year	2.07	14,405	2.39	87
Q3400207K4 Frequency of Attendance [Pst Yr] - Attractions/Events - Film festivals - 2 times a year or more	1.58	6,656	1.10	143
Q3400208K1 Frequency of Attendance [Pst Yr] - Attractions/Events - Music festivals - Once a year	4.05	24,315	4.03	101
Q3400208K4 Frequency of Attendance [Pst Yr] - Attractions/Events - Music festivals - 2 times a year or more	3.27	19,922	3.30	99
Q3400209K1 Frequency of Attendance [Pst Yr] - Attractions/Events - Movies at a theatre/drive-in - Once a year	7.57	43,103	7.15	106
Q3400209K2 Frequency of Attendance [Pst Yr] - Attractions/Events - Movies at a theatre/drive-in - 2-6 times a year	27.20	154,532	25.63	106
Q3400209K3 Frequency of Attendance [Pst Yr] - Attractions/Events - Movies at a theatre/drive-in - 7 times a year or more	7.96	50,107	8.31	96
Q3400210K1 Frequency of Attendance [Pst Yr] - Attractions/Events - Popular music/rock concerts - Once a year	9.98	51,851	8.60	116
Q3400210K2 Frequency of Attendance [Pst Yr] - Attractions/Events - Popular music/rock concerts - 2-6 times a year	10.27	55,420	9.19	112
Q3400210K3 Frequency of Attendance [Pst Yr] - Attractions/Events - Popular music/rock concerts - 7 times a year or more	1.24	7,784	1.29	96

benchmark.	burnam Region Boundary	0/	D 0	D 0/	la dece
Dantial actions	in County 9 Activities	%	Base Count	Base %	inaex
	in Sports & Activities	44.40	50.055	0.40	440
Q3500101I2	Frequency of Participation [Occas/Reg] - Adventure sports	11.16	56,855	9.43	118
Q3500102I2	Frequency of Participation [Occas/Reg] - Arts/crafts/sewing/knitting	42.99	252,770	41.92	103
Q3500103I2	Frequency of Participation [Occas/Reg] - ATV/snowmobiling	10.48	67,760	11.24	93
Q3500104I2	Frequency of Participation [Occas/Reg] - Baseball/softball	19.94	112,310	18.63	107
Q3500105I2	Frequency of Participation [Occas/Reg] - Basketball	16.91	96,055	15.93	106
Q3500106I2	Frequency of Participation [Occas/Reg] - Billiards/pool	26.12	157,080	26.05	100
Q3500107I2	Frequency of Participation [Occas/Reg] - Bowling	46.32	263,737	43.74	106
Q3500108I2	Frequency of Participation [Occas/Reg] - Camping	44.05	254,685	42.24	104
Q3500109I2	Frequency of Participation [Occas/Reg] - Canoeing/kayaking	34.23	205,688	34.11	100
Q3500133I2	Frequency of Participation [Occas/Reg] - Skiing - cross country / Snowshoeing	15.58	93,359	15.48	101
Q3500110I2	Frequency of Participation [Occas/Reg] - Curling	8.45	45,680	7.58	112
Q3500111I2	Frequency of Participation [Occas/Reg] - Cycling (mountain/road biking)	39.20	229,513	38.06	103
Q3500112I2	Frequency of Participation [Occas/Reg] - Fishing/hunting	26.78	153,498	25.46	105
Q3500113I2	Frequency of Participation [Occas/Reg] - Fitness classes	35.59	199,692	33.12	107
Q3500114I2	Frequency of Participation [Occas/Reg] - Fitness walking	47.89	286,300	47.48	101
Q3500115I2	Frequency of Participation [Occas/Reg] - Football	8.37	46,848	7.77	108
Q3500116I2	Frequency of Participation [Occas/Reg] - Gardening	60.65	361,709	59.99	101
Q3500117I2	Frequency of Participation [Occas/Reg] - Golfing	24.39	144,744	24.01	102
Q3500118I2	Frequency of Participation [Occas/Reg] - Health club activity	32.58	175,114	29.04	112
Q3500119I2	Frequency of Participation [Occas/Reg] - Hiking/backpacking	36.11	203,635	33.77	107
Q3500120I2	Frequency of Participation [Occas/Reg] - Hockey	14.57	81,790	13.56	107
Q3500121I2	Frequency of Participation [Occas/Reg] - Home exercise/home workout	53.96	320,292	53.12	102
Q3500122I2	Frequency of Participation [Occas/Reg] - Ice skating	35.19	194,649	32.28	109
Q3500123I2	Frequency of Participation [Occas/Reg] - Inline skating	5.83	35,378	5.87	99
Q3500124I2	Frequency of Participation [Occas/Reg] - Jogging	29.30	153,898	25.52	115
Q3500125I2	Frequency of Participation [Occas/Reg] - Marathon or similar event	5.48	25,648	4.25	129
Q3500126I2	Frequency of Participation [Occas/Reg] - Martial arts (any)	4.73	25,470	4.22	112
Q3500139I2	Frequency of Participation [Occas/Reg] - Photography	33.77	203,616	33.77	100
Q3500127I2	Frequency of Participation [Occas/Reg] - Pilates/yoga	22.24	123,310	20.45	109
Q3500128I2	Frequency of Participation [Occas/Reg] - Playing video games	47.56	269,184	44.64	107
Q3500129I2	Frequency of Participation [Occas/Reg] - Power boating/Jet skiing	9.81	65,130	10.80	91
Q3500130I2	Frequency of Participation [Occas/Reg] - Racquet sports	13.46	73,201	12.14	111
Q3500131I2	Frequency of Participation [Occas/Reg] - Reading	84.38	498,491	82.67	102
Q3500132I2	Frequency of Participation [Occas/Req] - Skateboarding	2.57	15,568	2.58	99
Q3500134I2	Frequency of Participation [Occas/Req] - Skiing - downhill	16.03	96,739	16.04	100
Q3500135I2	Frequency of Participation [Occas/Reg] - Snowboarding	6.65	34,024	5.64	118
Q3500136I2	Frequency of Participation [Occas/Reg] - Soccer	16.29	86,357	14.32	114
Q3500137I2	Frequency of Participation [Occas/Reg] - Swimming	58.67	337,696	56.01	105
Q3500138I2	Frequency of Participation [Occas/Reg] - Volunteer work	46.11	269,831	44.75	103
Q3500140I2	Frequency of Participation [Occas/Reg] - Whale watching	5.81	31,456	5.22	111
_0000012		0.01	0.,.00	0.22	

	%	Base Count	Base %	Index
Attended Sports				
Q3500201K2 Attended/Visited [Pst Yr] - Live Professional Sports Events - Auto racing	4.12	20,628	3.42	120
Q3500202K2 Attended/Visited [Pst Yr] - Live Professional Sports Events - Baseball	23.49	125,037	20.74	113
Q3500203K2 Attended/Visited [Pst Yr] - Live Professional Sports Events - Basketball	10.88	54,009	8.96	121
Q3500204K2 Attended/Visited [Pst Yr] - Live Professional Sports Events - Boxing (!)	1.84	6,627	1.10	167
Q3500205K2 Attended/Visited [Pst Yr] - Live Professional Sports Events - Figure skating	2.35	15,153	2.51	94
Q3500206K2 Attended/Visited [Pst Yr] - Live Professional Sports Events - Football	7.99	47,885	7.94	101
Q3500207K2 Attended/Visited [Pst Yr] - Live Professional Sports Events - Golf	3.09	16,299	2.70	114
Q3500208K2 Attended/Visited [Pst Yr] - Live Professional Sports Events - Hockey	22.74	125,854	20.87	109
Q3500209K2 Attended/Visited [Pst Yr] - Live Professional Sports Events - Horse racing	5.12	28,222	4.68	109
Q3500210K2 Attended/Visited [Pst Yr] - Live Professional Sports Events - Lacrosse	2.03	12,258	2.03	100
Q3500211K2 Attended/Visited [Pst Yr] - Live Professional Sports Events - Soccer	7.95	43,195	7.16	111
Q3500212K2 Attended/Visited [Pst Yr] - Live Professional Sports Events - Tennis	2.33	11,287	1.87	125

Q-990511C1   Used [Pst 3 Yrs] - Vacation Accommodations - Molel   Q-900513C1   Used [Pst 3 Yrs] - Vacation Accommodations - Package turs   3.73   21,533			%	Base Count	Base %	Index
Questions   Question						
Appendix   Very   Ver				,		
CARGOSCIC   Used [Pes 3 Yes] - Vacation Accommodiations - Exact   Care						
Geodescaper   Used   Pea 3 Years   Vacation Accommodations - Camping   10.05   69.367   14.99   10.07					_	
Geodesignet   Used   Peat 3 vraj   Vacation Accommodations - Contains   23.6   12.46   12.46   12.47   10.40   10.40   10.40   10.40   10.57						
Geological Class of Pet 3 Years   Vacation Accommodations - Cottage   19.4 Mg   19.7 decelogation   19.8 decelopation   19.8						
Q-9000505C1   Userl [Pst 3 Yrs] - Vacation Accommodations - Friends/relatives   3.142   1895.05   3.143   100   40000505C1   Userl [Pst 3 Yrs] - Vacation Accommodations - Friends/relatives   3.142   1895.05   3.143   100   4000050C1   Userl [Pst 3 Yrs] - Vacation Accommodations - Morted   3.142   1895.05   3.143   100   400005C1C1   Userl [Pst 3 Yrs] - Vacation Accommodations - Morted   3.142   1895.05   3.142						
Q-0400051C1   Used [Pet 3 Yes] - Vacation Accommodations - Hotel   Q-040051C1   Used [Pet 3 Yes] - Vacation Accommodations - Hotel   Q-040051C1   Used [Pet 3 Yes] - Vacation Accommodations - Hotel   Q-040051C1   Used [Pet 3 Yes] - Vacation Accommodations - Plackage tours   Q-040051C1   Used [Pet 3 Yes] - Vacation Accommodations - Plackage tours   Q-040051C1   Used [Pet 3 Yes] - Vacation Accommodations - Plackage tours   Q-040051C1   Used [Pet 3 Yes] - Vacation Accommodations - Plackage tours   Q-040051C1   Used [Pet 3 Yes] - Vacation Accommodations - RV/camper   Q-040051C1   Used [Pet 3 Yes] - Vacation Accommodations - RV/camper   Q-040051C1   Used [Pet 3 Yes] - Vacation Accommodations - RV/camper   Q-040051C1   Used [Pet 3 Yes] - Vacation Accommodations - RV/camper   Q-040051C1   Used [Pet 3 Yes] - Vacation Accommodations - RV/camper   Q-040051C1   Used [Pet 3 Yes] - Vacation Accommodations - RV/camper   Q-040051C1   Used [Pet 3 Yes] - Vacation Accommodations - RV/camper   Q-040051C1   Used [Pet 3 Yes] - Vacation Spending - \$500 - \$399   Q-0400050C0   Used [Pet 3 Yes] - Vacation Spending - \$500 - \$399   Q-0400050C0   Used [Pet 3 Yes] - Vacation Spending - \$500 - \$399   Q-0400050C0   Used [Pet 3 Yes] - Vacation Spending - \$4,000 or more   Q-0400050C0   Used [Pet 3 Yes] - Vacation Planning - Book through an animite directly   Q-0400050C0   Used [Pet 3 Yes] - Vacation Planning - Book through an animite directly   Q-0400050C0   Used [Pet 3 Yes] - Vacation Planning - Book through an along the gent   Q-0400050C0   Q-040				- , -	_	
Q-90051C1   Used [Pst 3 'rs] - Vacation Accommodations - Motel   12.42   M-400   14.01   14.01   12.42   14.00   14.01   14.01   12.42   14.00   14.01   14.01   12.42   14.00   14.01   14.01   12.42   14.00   14.01   14.00   14.01   14.00   14.						
Q-990511C1   Used [Ps1 3 Yrs] - Vacation Accommodations - Molel   Q-900512C1   Q-						
Q-990512C1   Used [Pst 3 Yrs] - Vacation Accommodations - Palcage tours   4.94   32.697   5.42   91   94090513C1   Used [Pst 3 Yrs] - Vacation Accommodations - Vacation Freedom   4.94   32.697   5.42   91   9409050C1   5.991   Used [Pst 3 Yrs] - Vacation Accommodations - Vacation Freedom   5.901   5.991   9409050C02   5.991   Last Vacation - Vacation Spending - 5500 - 5509   9409050C02   5.991   Last Vacation - Vacation Spending - 5500 - 5509   9409050C02   9409050C0						106
Q-9900513C1   Used [Pst 3 Yrs] - Vacation Accommodations - Vacation retail by owner   17.00   94.125   15.1   109.0490050C01   Spent Last Vacation - Vacation Spending - Under \$500   94.125   17.8	Q4900511C1	Used [Pst 3 Yrs] - Vacation Accommodations - Motel	12.42	84,460	14.01	89
Q-9905/4C1   Used [Pts 3 Yrs] - Vacation Accommodations - Vacation retrial by owner   17.00   94.125   15.61   109   0490060002   Spent Last Vacation - Vacation Spending - S500 - 5999   14.26   95.152   15.78   90   0490060002   Spent Last Vacation - Vacation Spending - S500 - 5999   24.15   132.758   20.20   170			3.73	21,533	3.57	104
Q-99006001   Spent Last Vacaiton - Vacaiton Spending - Under S000   28.61   174.487   29.94   99.049006002   Spent Last Vacaiton - Vacaiton Spending - S000 - S1999   14.26   95.152   15.78   20.02   10.049006002   Spent Last Vacaiton - Vacaiton Spending - S000 - S1.999   11.27   76.378   22.02   10.049006000   Spent Last Vacaiton - Vacaiton Spending - S2.000 - S2.999   11.27   76.378   39.388   6.53   115.0490060000   Spent Last Vacaiton - Vacaiton Spending - S2.000 - S2.999   17.7   75.3   39.388   6.53   115.0490060000   Spent Last Vacaiton - Vacaiton Spending - S4.000 or more   14.19   84.813   14.07   101.049007011/2   Used [Ps.1 3 Yis] - Vacaiton Planning - Book through a natifine directly   34.93   200,617   34.77   100.049007011/2   Used [Ps.1 3 Yis] - Vacaiton Planning - Book through a hold officetly   38.28   219.939   36.39   105.049007011/2   Used [Ps.1 3 Yis] - Vacation Planning - Book through a hold service travel agent   25.81   153,542   25.46   101.049007011/2   Used [Ps.1 3 Yis] - Vacation Planning - Book through a biocurring travel agent   37.91   Vacation Planning - Book through a biocurring travel agent   37.91   Vacation Planning - Book through a biocurring travel agent   37.91   Vacation Planning - Book through a biocurring travel agent   37.91   Vacation Planning - Book through a discountlast minute agency   37.44   205.518   38.25   20.04   20.0490070802   20.04907080	Q4900513C1	Used [Pst 3 Yrs] - Vacation Accommodations - RV/camper	4.94	32,697	5.42	91
Q49006002   Spent Last Vacation - Vacation Spending - \$500 - \$999   14.26   95,152   15.78   90   049006002   Spent Last Vacation - Vacation Spending - \$1,000 - \$1,999   24.15   132,786   22.02   101   201	Q4900514C1	Used [Pst 3 Yrs] - Vacation Accommodations - Vacation rental by owner	17.00	94,125	15.61	109
Q-490900003   Spent Last Vacation - Vacation Spending - \$1,000 - \$1,999   11.27   76,376   12.07   1	Q490060C01	Spent Last Vacation - Vacation Spending - Under \$500	28.61	174,487	28.94	99
Q-99080CQ   Spent Last Vacation - Vacation Spending - \$2,000 - \$2,999   11.27   76,378   12.67   38.090060CC   Spent Last Vacation - Vacation Spending - \$4,000 or more   14.19   84,813   14.07   10.0490070112   Used [Pet 3 Yrs] - Vacation Planning - Book through an airline directly   34,81   34,81   34,97   10.0490070122   Used [Pet 3 Yrs] - Vacation Planning - Book through an airline directly   38,28   219,392   36,39   10.0490070312   Used [Pet 3 Yrs] - Vacation Planning - Book through a noted directly   38,28   219,392   36,39   10.0490070312   Used [Pet 3 Yrs] - Vacation Planning - Book through a discount/last minute agency   9,75   53,886   8,94   10.0490070312   Used [Pet 3 Yrs] - Vacation Planning - Book through a discount/last minute agency   9,75   53,886   8,94   10.04900707042   Used [Pet 3 Yrs] - Vacation Planning - Book through a discount/last minute agency   37,44   206,518   34,25   206   0.04900707042   Used [Pet 3 Yrs] - Vacation Planning - Book through a minime hore website   24,36   138,45   22,96   10.04900707042   Used [Pet 3 Yrs] - Vacation Planning - Book through a minime hore website   24,36   138,45   22,96   10.04900707042   Used [Pet 3 Yrs] - Vacation Planning - Book through a minime hore website   24,36   138,45   22,96   10.04900707042   Used [Pet 3 Yrs] - Vacation Planning - Book through a minime hore website   24,36   138,45   22,96   10.04900707042   Used [Pet 3 Yrs] - Vacation Planning - Other services   24,96   24,975	Q490060C02	Spent Last Vacation - Vacation Spending - \$500 - \$999	14.26	95,152	15.78	90
Q49006C0C5 Spent Last Vacation - Vacation Spending - \$3,000 - \$3,999         7,53         39,388         653         117           Q49000C1012 Used [Pat 3 Yrs] - Vacation Planning - Book through an airline directly         34,83         20,617         10           Q490070121 Used [Pat 3 Yrs] - Vacation Planning - Book through a nothed directly         38,28         20,902         33,93         30,90           Q490070322 Used [Pat 3 Yrs] - Vacation Planning - Book through a hotel directly         25,81         153,542         25,64         10           Q490070320 Used [Pat 3 Yrs] - Vacation Planning - Book through a foll service travel agent         15,18         79,080         13,12         116           Q4900707052 Used [Pat 3 Yrs] - Vacation Planning - Book through an on-line travel agency         15,18         79,080         13,12         16           Q4900707052 Used [Pat 3 Yrs] - Vacation Planning - Book through an on-line travel agency         37,4         20,651         32,25         16           Q4900707052 Used [Pat 3 Yrs] - Vacation Planning - Book through an on-line travel agency         37,4         20,651         31,22         16           Q4900707052 Used [Pat 3 Yrs] - Vacation Planning - Book through an on-line travel agency         38,34         32,9         15,25         16           Q4900706705 Used [Pat 3 Yrs] - Vacation Planning - Planning - Book through an on-line travel services - Booking com         38,2         <	Q490060C03	Spent Last Vacation - Vacation Spending - \$1,000 - \$1,999	24.15	132,758	22.02	110
Q49006C0C5 Spent Last Vacation - Vacation Spending - \$3,000 - \$3,999         7,53         39,388         653         117           Q49000C1012 Used [Pat 3 Yrs] - Vacation Planning - Book through an airline directly         34,83         20,617         10           Q490070121 Used [Pat 3 Yrs] - Vacation Planning - Book through a nothed directly         38,28         20,902         33,93         30,90           Q490070322 Used [Pat 3 Yrs] - Vacation Planning - Book through a hotel directly         25,81         153,542         25,64         10           Q490070320 Used [Pat 3 Yrs] - Vacation Planning - Book through a foll service travel agent         15,18         79,080         13,12         116           Q4900707052 Used [Pat 3 Yrs] - Vacation Planning - Book through an on-line travel agency         15,18         79,080         13,12         16           Q4900707052 Used [Pat 3 Yrs] - Vacation Planning - Book through an on-line travel agency         37,4         20,651         32,25         16           Q4900707052 Used [Pat 3 Yrs] - Vacation Planning - Book through an on-line travel agency         37,4         20,651         31,22         16           Q4900707052 Used [Pat 3 Yrs] - Vacation Planning - Book through an on-line travel agency         38,34         32,9         15,25         16           Q4900706705 Used [Pat 3 Yrs] - Vacation Planning - Planning - Book through an on-line travel services - Booking com         38,2         <			11.27	76,378	12.67	89
Q-9900RC006   Spent Last Vacation - Vacation Spending - \$4,000 or more   14,19   84,813   14,07   100   14,090070112   Used [Pet 3 Yrs] - Vacation Planning - Book through an airline directly   38,28   219,392   36,39   100   1			7.53		6.53	115
Q-990701142 U seed [Ps 3 Yrs] - Vacation Planning - Book through an airline directly         39.28 ± 19.392 ± 30.39 ± 10.392         20.807 ± 20.392						
Q-990702K2   Used   Pst 3 Yrs   - Vacation Planning - Book through a holed directly   32.84   19.392   36.39   10.50   Q-990704K2   Used   Pst 3 Yrs   - Vacation Planning - Book through a discount/last minute agency   9.75   53.866   8.94   10.90   Q-990704K2   Used   Pst 3 Yrs   - Vacation Planning - Book through a discount/last minute agency   9.75   53.866   8.94   10.90   Q-99070705K2   Used   Pst 3 Yrs   - Vacation Planning - Book through an on-line travel agency   37.44   20.65.16   34.25   10.90   Q-99070705K2   Used   Pst 3 Yrs   - Vacation Planning - Book through an on-line travel agency   37.44   20.65.16   34.25   10.90   Q-99070705K2   Used   Pst 3 Yrs   - Vacation Planning - Book through an on-line travel agency   34.36   38.455   20.90   Q-99070705K2   Used   Pst 3 Yrs   - Vacation Planning - Book through an on-line travel solence   15.39   85.195   14.13   10.90   Q-99070705K2   Used   Pst 3 Yrs   - Vacation Planning - Other services   24.36						100
Q4900704K2   Used [Pst 3 Yrs] - Vacation Planning - Book through a full service travel agency   9,75   53,886   394   109   04900705K2   Used [Pst 3 Yrs] - Vacation Planning - Book through a discourt/late imulete agency   9,75   53,886   394   109   04900705K2   Used [Pst 3 Yrs] - Vacation Planning - Book through a nor-line travel agency   37,44   206,518   42,55   108   04900707K2   Used [Pst 3 Yrs] - Vacation Planning - Book through a nor-line travel agency   37,44   206,518   43,25   108   04900707K2   Used [Pst 3 Yrs] - Vacation Planning - Book through a nor-line travel agency   37,44   206,518   38,445   22,96   106   04900707K2   Used [Pst 3 Yrs] - Vacation Planning - Book through a full method website   15,39   85,195   16,905   13,39   101   04910202C1   Visited [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca   39,24   223,510   37,07   108   04910203C1   Visited [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca   39,24   223,510   37,07   108   04910203C1   Visited [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca   39,24   223,510   37,07   104   04910202C1   Visited [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca   39,24   223,510   37,07   104   04910202C1   Visited [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca   39,00   47,339   13,42   18,439   104						
Q-990704K2   U-sed [Pet 3 Yes] - V-acation Planning - Book through a discount/last minute agency   9.75   5.386   8.94   109   1090706K2   U-sed [Pet 3 Yes] - V-acation Planning - Book through an on-line travel agency   37.44   206.518   34.25   109   20907076K2   U-sed [Pet 3 Yes] - V-acation Planning - Book through an on-line travel agency   37.44   206.518   34.25   109   209070776K2   U-sed [Pet 3 Yes] - V-acation Planning - Book through an in-line travel agency   24.36   138.445   138						
Q4900706K2   Used [Pst 3 Yrs] - Vacation Planning - Book through an on-line travel agency   37.44   206.518   34.25   109.   Q4900707K2   Used [Pst 3 Yrs] - Vacation Planning - Book through art in travel agency   37.44   206.518   34.25   109.   Q4900707K2   Used [Pst 3 Yrs] - Vacation Planning - Book through art inherhotel website   24.36   138.445   22.96   106.   Q4900707K2   Used [Pst 3 Yrs] - Vacation Planning - Other services - Spoking com   15.39   85.195   116.905   19.39   101.   Q4910212C1   Visited [Pst Yr] - Online Travel Services - Expedia com/Expedia.ca   39.24   223.510   10.670   13.35   13.40   Q4910202C1   Visited [Pst Yr] - Online Travel Services - Expedia com/Expedia.ca   39.24   223.510   10.670   18.35   13.40   Q4910202C1   Visited [Pst Yr] - Online Travel Services - Hotels.com   20.68   110.670   18.35   13.40   Q4910202C1   Visited [Pst Yr] - Online Travel Services - Redtag.ca   9.60   47.333   7.71   104.   Q4910202C1   Visited [Pst Yr] - Online Travel Services - Redtag.ca   9.60   47.333   7.71   104.   Q4910202C1   Visited [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.ca   14.70   80.996   13.42   10.996   13.43   13.43   10.996   13.43   13.43   10.996   13.43   13.43   10.996   13.43   13.43   13.43   13.43   13						
Q4900707KZ   Used   PE1 3 Yrs  - Vacation Planning - Book through an on-line travel agency   24,80   734,84   229,86   109,04900707KZ   Used   PE1 3 Yrs  - Vacation Planning - Book through airline/hotel website   24,36   138,45   229,86   109,04900707KZ   Used   PE1 3 Yrs  - Vacation Planning - Other services   15,39   85,195   14,13   109,04910202C1   Visited   PE1 4 Yrs  - Online Travel Services - Expedia.com/Expedia.ca   39,24   223,510   37,07   106,04910202C1   Visited   PE1 4 Yr] - Online Travel Services - Hotels.com   20,66   110,670   18,36   113,04910202C1   Visited   PE1 4 Yr] - Online Travel Services - Hotels.com   20,66   110,670   18,36   113,0491020C1   Visited   PE1 4 Yr] - Online Travel Services - Hotels.com   20,66   110,670   18,36   113,0491020C1   Visited   PE1 4 Yr] - Online Travel Services - Inversion   20,60   110,670   18,36   113,0491020C1   Visited   PE1 4 Yr] - Online Travel Services - Inversion   20,60   110,670   18,36   113,0491020C1   Visited   PE1 4 Yr] - Online Travel Services - Travelocity.com/Travelocity.ca   14,70   80,996   14,733   13,42   118,0491020C1   Visited   PE1 4 Yr] - Online Travel Services - Travelocity.ca   18,80   114,70   18,90   18,43   100,0491020C1   Visited   PE1 4 Yr] - Online Travel Services - Other discount travel sites   12,43   66,231   109,941020C1   Visited   PE1 4 Yr] - Online Travel Services - Services - Services   18,80   114,9						
Q4900707KZ   Used  Pat 3 Yrs] - Vacation Planning - Book through attinehotel website   13,94   138,445   22,96   106   04900708KZ   Used  Pat 3 Yrs] - Vacation Planning - Other services services   15,94   15,95   14,13   106   04910212C1   Visited  Pat Yr] - Online Travel Services - Booking.com   19,55   116,005   19,39   101   104910202C1   Visited  Pat Yr] - Online Travel Services - Expedia.com/Expedia.ca   39,24   223,510   37,07   106   04910203C1   Visited  Pat Yr] - Online Travel Services - Hotels.com   20,66   110,670   18,36   113   04910204C1   Visited  Pat Yr] - Online Travel Services - Hotels.com   8,04   46,503   7,71   104   04910205C1   Visited  Pat Yr] - Online Travel Services - Hotels.com   8,04   46,503   7,71   104   04910205C1   Visited  Pat Yr] - Online Travel Services - Sunwing.ca   15,77   80,931   13,42   118   114						
Q4907081KZ   Used   Pix1 3 / Naj - Vacation Planning - Other services   15.39   85.195   14.13   10.90   10.9410721CZ   Visited   Pix1 1/7 - Online Travel Services - Expedia, com/Expedia.ca   39.24   223.510   37.07   10.9410720CZ   Visited   Pix1 1/7 - Online Travel Services - Expedia, com/Expedia.ca   39.24   223.510   37.07   10.9410720CZ   Visited   Pix1 1/7 - Online Travel Services - Hotels.com   20.66   110.670   18.36   113.9410720CZ   Visited   Pix1 1/7 - Online Travel Services - Hotels.com   20.66   110.670   18.36   113.9410720CZ   Visited   Pix1 1/7 - Online Travel Services - Hotels.com   39.60   47.339   7.77   10.9410720CZ   Visited   Pix1 1/7 - Online Travel Services - Floredia, can   20.9410720CZ   Visited   Pix1 1/7 - Online Travel Services -						
Q4910212C1   Visited [Pst Yr] - Online Travel Services - Booking.com   9.55   116,905   19.39   101   104010220C1   Visited [Pst Yr] - Online Travel Services - Fuedia.com   20.66   110,670   18.36   113   114   110,670   110,770   106						
Q4910220C1   Visited [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca   39.24   22.3,510   37.07   10.04910220C1   Visited [Pst Yr] - Online Travel Services - Intravel2000.com   8.04   46.503   7.71   10.4						
Q4910203C1   Visited [Pst Yr] - Online Travel Services - Intervel Source   18.36   119   110						
Q49102204C1       Visited [Pst Yr] - Online Travel Services - Redtag.ca       9.60       47,339       7.71       104         Q49102206C1       Visited [Pst Yr] - Online Travel Services - Redtag.ca       9.60       47,339       7.85       122         Q49102206C1       Visited [Pst Yr] - Online Travel Services - Surwing.ca       15,77       80,931       13.42       118         Q4910220C1       Visited [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.ca       16,63       111,092       18.43       101         Q491021C1       Visited [Pst Yr] - Online Travel Services - Chher discount travel sites       12,43       66,231       10,98       113       109         Q4910201C1       Visited [Pst Yr] - Online Travel Services - Other online travel sites       27,57       154,469       25,62       10         Q4910201C1       Visited [Pst Yr] - Online Travel Services - Other online travel sites       15,37       88,587       14,69       15,62         Q4910301C1       Booked With [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca       13,84       80,723       13,39       103         Q4910301C1       Booked With [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca       13,4       6,510       1,08       12         Q4910301C1       Booked With [Pst Yr] - Online Travel Services - Sexpedia.com/Expedia.ca       12,2 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
Q4910205C1       Visited [Pst Yr] - Online Travel Services - Redtag, ca       9.60       47.339       7.85       12.2         Q4910207C1       Visited [Pst Yr] - Online Travel Services - Sunwing, ca       15.77       80.931       13.42       118         Q4910207C1       Visited [Pst Yr] - Online Travel Services - Trivago, ca       18.63       111,092       18.43       109         Q4910208C1       Visited [Pst Yr] - Online Travel Services - Other discount travel sites       12.43       66.231       10.98       118         Q4910208C1       Visited [Pst Yr] - Online Travel Services - Other online travel sites       27.57       154.459       25.62       108         Q4910201C1       Visited [Pst Yr] - Online Travel Services - Airline websites       27.57       154.459       25.62       108         Q4910301C1       Booked With [Pst Yr] - Online Travel Services - Booking.com       4.88       24.624       4.08       12.0         Q4910301C1       Booked With [Pst Yr] - Online Travel Services - Ebedia.com/Expedia.ca       13.84       80,723       13.39       103         Q4910301C1       Booked With [Pst Yr] - Online Travel Services - Redtag.ca/fitravel.com (I)       2.11       7.969       13.2       15         Q4910313C1       Booked With [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.ca       13.2       15 <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td></t<>						
Q4910206C1   Visited [Pst Yr] - Online Travel Services - Surwing.ca   15.77   80.931   13.42   118   118   119   118   119						
Q4910207C1       Visited [Pst Yr] - Online Travel Services - Travelocity, com/Travelocity, com/Travelo						
Q4910211C1       Visited [Pst Yr] - Online Travel Services - Trivago.ca       18.63       111,092       18.43       101         Q4910209C1       Visited [Pst Yr] - Online Travel Services - Other discount travel sites       27.57       154,459       25.62       108         Q4910209C1       Visited [Pst Yr] - Online Travel Services - Other online travel sites       27.57       154,459       25.62       108         Q4910301C1       Visited [Pst Yr] - Online Travel Services - Other online travel sites       15.37       88,587       14.69       105         Q4910302C1       Booked With [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca       13.84       80,723       13.39       103         Q4910303C1       Booked With [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca       13.84       80,723       13.39       103         Q4910312C1       Booked With [Pst Yr] - Online Travel Services - Expedia.ca/itravel.com (I)       2.11       7,969       1.32       159         Q4910312C1       Booked With [Pst Yr] - Online Travel Services - Trivago.ca       13.4       6,510       1.08       124         Q4910312C1       Booked With [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.ca       1.34       6,510       1.08       124         Q491031C1       Booked With [Pst Yr] - Online Travel Services - Trivago.ca       2.82						
Q4910208C1       Visited [Pst Yr] - Online Travel Services - Other discount travel sites       27.57       154,459       26,62       10.98       113         Q4910210C1       Visited [Pst Yr] - Online Travel Services - Airline websites       27.57       154,459       26,62       10.8         Q4910310C1       Visited [Pst Yr] - Online Travel Services - Other online travel sites       15.37       88,567       14.69       10.5         Q4910301C1       Booked With [Pst Yr] - Online Travel Services - Booking.com       4.88       24,624       4.08       12.0         Q4910302C1       Booked With [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca       13.84       80,723       3.33       10.3         Q4910303C1       Booked With [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca       4.27       20,323       3.37       127         Q4910307C1       Booked With [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.com/Travelocity.ca       1.34       6,510       1.08       124         Q491031C1       Booked With [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.ca       2.82       12,900       2.14       132         Q4910310C1       Booked With [Pst Yr] - Online Travel Services - Other discount travel sites       2.03       8,272       1.37       148         Q4910310C1       Booked With [Pst Yr] - Online Trav		· · · · · · · · · · · · · · · · · · ·				
Q4910209C1         Visited [Pst Yr] - Online Travel Services - Airline websites         15.37         85.87         14.49         25.62         10.8           Q4910210C1         Visited [Pst Yr] - Online Travel Services - Booking.com         4.88         24.624         4.08         12.0           Q4910301C1         Booked With [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca         13.84         80,723         13.39         10.3           Q4910303C1         Booked With [Pst Yr] - Online Travel Services - Facedag.ca/itravel.com         1.2         20,323         3.37         127           Q491031C1         Booked With [Pst Yr] - Online Travel Services - Redtag.ca/itravel.com (I)         2.11         7,969         1.32         159           Q491031C1         Booked With [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.ca         1.34         6,510         1.08         124           Q491031C1         Booked With [Pst Yr] - Online Travel Services - Other discount travel sites         2.03         8,272         1.37         148           Q491031C1         Booked With [Pst Yr] - Online Travel Services - Other discount travel sites         2.03         8,272         1.37         148           Q491031C1         Booked With [Pst Yr] - Online Travel Services - Other online travel sites         2.03         8,272         1.37         148						
Q4910210C1       Visited [Pst Yr] - Online Travel Services - Other online travel sites       15.37       88,587       14.69       105         Q4910301C1       Booked With [Pst Yr] - Online Travel Services - Expedia.com       4.88       24,624       4.08       120         Q4910303C1       Booked With [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca       13.84       80,723       13.39       103         Q4910313C1       Booked With [Pst Yr] - Online Travel Services - Redtag.ca/iravel.com (I)       2.11       7,969       1.32       159         Q4910313C1       Booked With [Pst Yr] - Online Travel Services - Redtag.ca/iravel.com (I)       2.11       7,969       1.32       159         Q491031C1       Booked With [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.ca       1.34       6,510       1.08       124         Q491031C1       Booked With [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.ca       2.82       12,900       2.14       132         Q4910310C1       Booked With [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.ca       2.82       12,900       2.14       132         Q4910310C1       Booked With [Pst Yr] - Online Travel Services - Other discount travel sites       9.27       52,937       8.78       16         Q492090C1       Taken [Pst 3 Yrs] - Out-of-town vacations - 1.2						
Q4910301C1       Booked With [Pst Yr] - Online Travel Services - Booking.com       4.88       24,624       4.08       120         Q4910302C1       Booked With [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca       13.84       80,723       13.39       103         Q4910303C1       Booked With [Pst Yr] - Online Travel Services - Netlels.com (!)       2.11       7,969       1.32       159         Q4910307C1       Booked With [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.ca       1.34       6,510       1.08       124         Q491031C1       Booked With [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.ca       1.34       6,510       1.08       124         Q491031C1       Booked With [Pst Yr] - Online Travel Services - Other discount travel sites       2.82       12,900       2.14       13       48         Q491031C1       Booked With [Pst Yr] - Online Travel Services - Other discount travel sites       2.03       8,272       1.37       148         Q491031C1       Booked With [Pst Yr] - Online Travel Services - Other discount travel sites       9.27       52,937       8,78       106         Q491031C1       Booked With [Pst Yr] - Online Travel Services - Other online travel sites       3.82       21,818       3.62       21,818       3.62       21,818       3.62       21,818       3.62						
Q4910302C1       Booked With [Pst Yr] - Online Travel Services - Expedia.com/Expedia.com       13.84       80,723       13.39       103         Q4910303C1       Booked With [Pst Yr] - Online Travel Services - Hotels.com       4.27       20,323       3.37       127         Q4910307C1       Booked With [Pst Yr] - Online Travel Services - Redtag.ca/itravel.com (!)       2.11       7,969       1.32       159         Q491031C1       Booked With [Pst Yr] - Online Travel Services - Trivago.ca       1.34       6,510       1.08       124         Q491031C1       Booked With [Pst Yr] - Online Travel Services - Trivago.ca       2.82       12,900       2.14       132         Q491031C1       Booked With [Pst Yr] - Online Travel Services - Other discount travel sites       2.03       8,272       1.37       148         Q4910309C1       Booked With [Pst Yr] - Online Travel Services - Other other online travel sites       9.27       52,937       8.78       106         Q4910300C1       Taken [Pst 3 Yr] - Out-of-town vacations - O       18.01       123,47       20,47       88         Q492090C02       Taken [Pst 3 Yr] - Out-of-town vacations - 1-2       25.36       149,392       24.78       102         Q492090C02       Taken [Pst 3 Yr] - Out-of-town vacations - 5 or more       23.88       150,606       24.92       96 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
Q4910303C1       Booked With [Pst Yr] - Online Travel Services - Hotels.com       4.27       20,323       3.37       127         Q4910313C1       Booked With [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.ca       1.34       6,510       1.08       124         Q4910312C1       Booked With [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.ca       2.82       12,900       2.14       132         Q4910311C1       Booked With [Pst Yr] - Online Travel Services - Other discount travel sites       2.03       8,272       1.37       148         Q4910310C1       Booked With [Pst Yr] - Online Travel Services - Other discount travel sites       9.27       52,937       8.78       106         Q4910310C1       Booked With [Pst Yr] - Online Travel Services - Other online travel sites       9.27       52,937       8.78       106         Q4910310C1       Booked With [Pst Yr] - Online Travel Services - Other online travel sites       3.82       21,818       3.62       106         Q492090C01       Taken [Pst 3 Yrs] - Out-of-town vacations - 0       18.01       123,437       20.47       88         Q492090C02       Taken [Pst 3 Yrs] - Out-of-town vacations - 1-2       25.36       149,392       24.78       102         Q492090C03       Taken [Pst 3 Yrs] - Out-of-town vacations - 5 or more       23.88       150,260						
Q4910313C1       Booked With [Pst Yr] - Online Travel Services - Redtag.ca/itravel.com (!)       2.11       7,969       1.32       159         Q4910307C1       Booked With [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.com       1.34       6,510       1.08       124         Q4910312C1       Booked With [Pst Yr] - Online Travel Services - Other discount travel sites       2.82       12,900       2.11       132         Q4910310C1       Booked With [Pst Yr] - Online Travel Services - Other discount travel sites       2.03       8,272       52,937       8.78       106         Q4910310C1       Booked With [Pst Yr] - Online Travel Services - Other discount travel sites       9.27       52,937       8.78       106         Q4910310C1       Booked With [Pst Yr] - Online Travel Services - Other discount travel sites       9.27       52,937       8.78       106         Q491030C01       Taken [Pst 3] Yrs] - Out-of-town vacations - Other online travel sites       3.82       21,818       3.62       106         Q492090C01       Taken [Pst 3] Yrs] - Out-of-town vacations - 1-2       25.36       149,392       24.78       102         Q492090C02       Taken [Pst 3] Yrs] - Out-of-town vacations - 3-4       32.75       179,867       29.83       110         Q492090C03       Taken [Pst 3] Yrs] - Out-of-town vacations - 3-6       0.00						
Q4910307C1       Booked With [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.ca       1.34       6,510       1.08       124         Q4910312C1       Booked With [Pst Yr] - Online Travel Services - Trivago.ca       2.82       12,900       2.14       132         Q4910311C1       Booked With [Pst Yr] - Online Travel Services - Other discount travel sites       2.03       8,272       1.37       148         Q4910390C1       Booked With [Pst Yr] - Online Travel Services - Airline websites       9.27       52,937       8.78       106         Q4910310C1       Booked With [Pst Yr] - Online Travel Services - Other online travel sites       3.82       21,818       3.62       106         Q492090C01       Taken [Pst 3 Yrs] - Out-of-town vacations - 0       18.01       123,437       20.47       88         Q492090C02       Taken [Pst 3 Yrs] - Out-of-town vacations - 1-2       25.36       149,392       24.78       102         Q492090C03       Taken [Pst 3 Yrs] - Out-of-town vacations - 5 or more       23.88       150,260       24.92       96         Q492090C04       Taken [Pst 3 Yrs] - Out-of-town vacations - 5 or more       23.88       150,260       24.92       96         Q5300901K2       Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips       2.40       14,131       2.34 <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td></t<>						
Q4910312C1       Booked With [Pst Yr] - Online Travel Services - Trivago.ca       2.82       12,900       2.14       132         Q4910311C1       Booked With [Pst Yr] - Online Travel Services - Other discount travel sites       2.03       8,272       1.37       148         Q4910310C1       Booked With [Pst Yr] - Online Travel Services - Airline websites       9.27       52,937       8.78       106         Q4910310C1       Booked With [Pst Yr] - Online Travel Services - Other online travel sites       3.82       21,818       3.62       106         Q492090C01       Taken [Pst 3 Yrs] - Out-of-town vacations - 0       18.01       123,437       20.47       88         Q492090C02       Taken [Pst 3 Yrs] - Out-of-town vacations - 1-2       25.36       149,392       24.78       102         Q492090C03       Taken [Pst 3 Yrs] - Out-of-town vacations - 3-4       25.36       149,392       24.78       102         Q492090C04       Taken [Pst 3 Yrs] - Out-of-town vacations - 5 or more       23.88       150,260       24.92       96         Q5300901K2       Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips       8.62       46,473       7.71       112         Q5300901K3       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips       9.20       46,150       7.65 <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td></t<>						
Q4910311C1       Booked With [Pst Yr] - Online Travel Services - Other discount travel sites       2.03       8,272       1.37       148         Q4910309C1       Booked With [Pst Yr] - Online Travel Services - Airline websites       9.27       52,937       8.78       106         Q4910310C1       Booked With [Pst Yr] - Online Travel Services - Other online travel sites       3.82       21,818       3.62       106         Q492090C01       Taken [Pst 3 Yrs] - Out-of-town vacations - 0       18.01       123,437       20.47       88         Q492090C02       Taken [Pst 3 Yrs] - Out-of-town vacations - 1-2       25.36       149,392       24.78       102         Q492090C03       Taken [Pst 3 Yrs] - Out-of-town vacations - 3-4       32.75       179,867       29.83       110         Q492090C04       Taken [Pst 3 Yrs] - Out-of-town vacations - 5 or more       23.88       150,260       24.92       96         Q5300901K2       Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips       8.62       46,473       7.71       112         Q5300901K3       Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips       1.98       7,307       1.21       164         Q5300903K4       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips       9.20       46,150						
Q4910309C1       Booked With [Pst Yr] - Online Travel Services - Airline websites       9.27       52,937       8.78       106         Q4910310C1       Booked With [Pst Yr] - Online Travel Services - Other online travel sites       3.82       21,818       3.62       106         Q492090C01       Taken [Pst 3 Yrs] - Out-of-town vacations - 0       18.01       123,437       20.47       88         Q492090C02       Taken [Pst 3 Yrs] - Out-of-town vacations - 1-2       25.36       149,392       24.78       102         Q492090C03       Taken [Pst 3 Yrs] - Out-of-town vacations - 5 or more       32.75       179,867       29.83       110         Q492090C04       Taken [Pst 3 Yrs] - Out-of-town vacations - 5 or more       33.88       150,260       24.92       96         Q492090C04       Taken [Pst 3 Yrs] - Out-of-town vacations - 5 or more       32.88       150,260       24.92       96         Q492090C04       Taken [Pst 3 Yrs] - Out-of-town vacations - 5 or more       32.88       150,260       24.92       96         Q492090C04       Taken [Pst 3 Yrs] - Out-of-town vacations - 5 or more       32.88       150,260       24.92       96         Q492090C05       Taken [Pst 3 Yrs] - Out-of-town vacations - 5 or more       32.88       150,260       24.92       96         Q5300901K2       Freq						
Q4910310C1       Booked With [Pst Yr] - Online Travel Services - Other online travel sites       3.82       21,818       3.62       106         Q492090C01       Taken [Pst 3 Yrs] - Out-of-town vacations - 0       18.01       123,437       20.47       88         Q492090C02       Taken [Pst 3 Yrs] - Out-of-town vacations - 1-2       25.36       149,392       24.78       102         Q492090C03       Taken [Pst 3 Yrs] - Out-of-town vacations - 3-4       32.75       179,867       29.83       110         Q492090C04       Taken [Pst 3 Yrs] - Out-of-town vacations - 5 or more       23.88       150,260       24.92       96         Q5300901K2       Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips       8.62       46,473       7.71       112         Q5300901K3       Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips       2.40       14,131       2.34       103         Q5300903K2       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 4-2 trips       9.20       46,150       7.65       120         Q5300903K3       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips       2.93       18,151       3.01       97         Q5301000K1       Nights Away [Pst Yr] - Business Trips - None       55.34       31,351       51.64<						
Q492090C01       Taken [Pst 3 Yrs] - Out-of-town vacations - 0       18.01       123,437       20.47       88         Q492090C02       Taken [Pst 3 Yrs] - Out-of-town vacations - 1-2       25.36       149,392       24.78       102         Q492090C03       Taken [Pst 3 Yrs] - Out-of-town vacations - 3-4       32.75       179,867       29.83       110         Q492090C04       Taken [Pst 3 Yrs] - Out-of-town vacations - 5 or more       23.88       150,260       24.92       96         Q5300901K2       Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips       8.62       46,473       7.71       112         Q5300901K3       Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips       2.40       14,131       2.34       103         Q5300903K4       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips       9.20       46,150       7.65       120         Q5300903K3       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips       9.20       46,150       7.65       120         Q5301000K1       Nights Away [Pst Yr] - Business Trips - None       5.09       28,520       4.73       108         Q5301000K7       Nights Away [Pst Yr] - Business Trips - 1 to 5 nights       8.54       51,424       8.53       100 <td></td> <td>• •</td> <td></td> <td></td> <td></td> <td></td>		• •				
Q492090C02       Taken [Pst 3 Yrs] - Out-of-town vacations - 1-2       25.36       149,392       24.78       102         Q492090C03       Taken [Pst 3 Yrs] - Out-of-town vacations - 3-4       32.75       179,867       29.83       110         Q492090C04       Taken [Pst 3 Yrs] - Out-of-town vacations - 5 or more       23.88       150,260       24.92       96         Q5300901K2       Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips       8.62       46,473       7.71       112         Q5300901K3       Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips       2.40       14,131       2.34       103         Q5300901K4       Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - More than 6 trips       1.98       7,307       1.21       164         Q5300903K2       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips       9.20       46,150       7.65       129         Q5300903K3       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips       2.93       18,151       3.01       97         Q5301000K1       Nights Away [Pst Yr] - Business Trips - None       55.34       311,351       51.64       107         Q5301000K2       Nights Away [Pst Yr] - Business Trips - 1 to 5 nights       8.54       51,4						
Q492090C03     Taken [Pst 3 Yrs] - Out-of-town vacations - 3-4     32.75     179,867     29.83     110       Q492090C04     Taken [Pst 3 Yrs] - Out-of-town vacations - 5 or more     23.88     150,260     24.92     96       Q5300901K2     Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips     8.62     46.473     7.71     112       Q5300901K3     Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips     2.40     14,131     2.34     103       Q5300901K4     Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - More than 6 trips     1.98     7,307     1.21     164       Q5300903K2     Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips     9.20     46,150     7.65     120       Q5300903K3     Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips     2.93     18,151     3.01       Q5300903K4     Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips     2.93     18,151     3.01       Q5301000K1     Nights Away [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips     5.09     28,520     4.73     108       Q5301000K2     Nights Away [Pst Yr] - Business Trips - None     55.34     311,351     51.64     107       Q5301000K3     Nights Away [Pst Yr] - Business Trips - 1 to 5 nights	Q492090C01	Taken [Pst 3 Yrs] - Out-of-town vacations - 0	18.01	123,437	20.47	88
Q492090C04       Taken [Pst 3 Yrs] - Out-of-town vacations - 5 or more       23.88       150,260       24.92       96         Q5300901K2       Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips       8.62       46,473       7.71       112         Q5300901K3       Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips       2.40       14,131       2.34       103         Q5300901K4       Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - More than 6 trips       1.98       7,307       1.21       164         Q5300903K2       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips       9.20       46,150       7.65       120         Q5300903K3       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips       2.93       18,151       3.01       97         Q5301000K1       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - More than 6 trips       5.09       28,520       4.73       108         Q5301000K1       Nights Away [Pst Yr] - Business Trips - None       55.34       311,351       51.64       107         Q5301000K2       Nights Away [Pst Yr] - Business Trips - 1 to 5 nights       8.54       51,424       8.53       100         Q5301000K7       Nights Away [Pst Yr] - Business Trips - 11 to 21 n			25.36	149,392	24.78	102
Q5300901K2       Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips       8.62       46,473       7.71       112         Q5300901K3       Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips       2.40       14,131       2.34       103         Q5300901K4       Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - More than 6 trips       1.98       7,307       1.21       164         Q5300903K2       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips       9.20       46,150       7.65       120         Q5300903K3       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips       2.93       18,151       3.01       97         Q5301000K1       Nights Away [Pst Yr] - Business Trips (160+ KMs one way) - More than 6 trips       5.09       28,520       4.73       108         Q5301000K1       Nights Away [Pst Yr] - Business Trips - None       55.34       311,351       51.64       107         Q5301000K2       Nights Away [Pst Yr] - Business Trips - 1 to 5 nights       8.54       51,424       8.53       100         Q5301000K7       Nights Away [Pst Yr] - Business Trips - 1 to 21 nights       3.43       16,918       2.81       122	Q492090C03	Taken [Pst 3 Yrs] - Out-of-town vacations - 3-4	32.75	179,867	29.83	110
Q5300901K3       Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips       2.40       14,131       2.34       103         Q5300901K4       Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - More than 6 trips       1.98       7,307       1.21       164         Q5300903K2       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips       9.20       46,150       7.65       120         Q5300903K3       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips       2.93       18,151       3.01       97         Q5301000K1       Nights Away [Pst Yr] - Business Trips - None       55.34       311,351       51.64       107         Q5301000K2       Nights Away [Pst Yr] - Business Trips - 1 to 5 nights       8.54       51,424       8.53       100         Q5301000K7       Nights Away [Pst Yr] - Business Trips - 1 to 21 nights       3.60       16,358       2.71       133	Q492090C04	Taken [Pst 3 Yrs] - Out-of-town vacations - 5 or more	23.88	150,260	24.92	96
Q5300901K4       Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - More than 6 trips       1.98       7,307       1.21       164         Q5300903K2       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips       9.20       46,150       7.65       120         Q5300903K3       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips       2.93       18,151       3.01       97         Q5300903K4       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - More than 6 trips       5.09       28,520       4.73       108         Q5301000K1       Nights Away [Pst Yr] - Business Trips - None       55.34       311,351       51.64       107         Q5301000K2       Nights Away [Pst Yr] - Business Trips - 1 to 5 nights       8.54       51,424       8.53       100         Q5301000K3       Nights Away [Pst Yr] - Business Trips - 6 to 10 nights       3.43       16,918       2.81       122         Q5301000K7       Nights Away [Pst Yr] - Business Trips - 11 to 21 nights       3.60       16,358       2.71       133	Q5300901K2	Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips	8.62	46,473	7.71	112
Q5300903K2       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips       9.20       46,150       7.65       120         Q5300903K3       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips       2.93       18,151       3.01       97         Q5301000K1       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - More than 6 trips       5.09       28,520       4.73       108         Q5301000K1       Nights Away [Pst Yr] - Business Trips - None       55.34       311,351       51.64       107         Q5301000K2       Nights Away [Pst Yr] - Business Trips - 1 to 5 nights       8.54       51,424       8.53       100         Q5301000K3       Nights Away [Pst Yr] - Business Trips - 6 to 10 nights       3.43       16,918       2.81       122         Q5301000K7       Nights Away [Pst Yr] - Business Trips - 11 to 21 nights       3.60       16,358       2.71       133	Q5300901K3	Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips	2.40	14,131	2.34	103
Q5300903K3       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips       2.93       18,151       3.01       97         Q5300903K4       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - More than 6 trips       5.09       28,520       4.73       108         Q5301000K1       Nights Away [Pst Yr] - Business Trips - None       55.34       311,351       51.64       107         Q5301000K2       Nights Away [Pst Yr] - Business Trips - 1 to 5 nights       8.54       51,424       8.53       100         Q5301000K3       Nights Away [Pst Yr] - Business Trips - 6 to 10 nights       3.43       16,918       2.81       122         Q5301000K7       Nights Away [Pst Yr] - Business Trips - 11 to 21 nights       3.60       16,358       2.71       133	Q5300901K4	Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - More than 6 trips	1.98	7,307	1.21	164
Q53010903K4       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - More than 6 trips       5.09       28,520       4.73       108         Q5301000K1       Nights Away [Pst Yr] - Business Trips - None       55.34       311,351       51.64       107         Q5301000K2       Nights Away [Pst Yr] - Business Trips - 1 to 5 nights       8.54       51,424       8.53       100         Q5301000K3       Nights Away [Pst Yr] - Business Trips - 6 to 10 nights       3.43       16,918       2.81       122         Q5301000K7       Nights Away [Pst Yr] - Business Trips - 11 to 21 nights       3.60       16,358       2.71       133	Q5300903K2	Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips	9.20	46,150	7.65	120
Q53010903K4       Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - More than 6 trips       5.09       28,520       4.73       108         Q5301000K1       Nights Away [Pst Yr] - Business Trips - None       55.34       311,351       51.64       107         Q5301000K2       Nights Away [Pst Yr] - Business Trips - 1 to 5 nights       8.54       51,424       8.53       100         Q5301000K3       Nights Away [Pst Yr] - Business Trips - 6 to 10 nights       3.43       16,918       2.81       122         Q5301000K7       Nights Away [Pst Yr] - Business Trips - 11 to 21 nights       3.60       16,358       2.71       133	Q5300903K3	Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips	2.93	18,151	3.01	97
Q5301000K1       Nights Away [Pst Yr] - Business Trips - None       55.34       311,351       51.64       107         Q5301000K2       Nights Away [Pst Yr] - Business Trips - 1 to 5 nights       8.54       51,424       8.53       100         Q5301000K3       Nights Away [Pst Yr] - Business Trips - 6 to 10 nights       3.43       16,918       2.81       122         Q5301000K7       Nights Away [Pst Yr] - Business Trips - 11 to 21 nights       3.60       16,358       2.71       133						108
Q5301000K2       Nights Away [Pst Yr] - Business Trips - 1 to 5 nights       8.54       51,424       8.53       100         Q5301000K3       Nights Away [Pst Yr] - Business Trips - 6 to 10 nights       3.43       16,918       2.81       122         Q5301000K7       Nights Away [Pst Yr] - Business Trips - 11 to 21 nights       3.60       16,358       2.71       133						
Q5301000K3       Nights Away [Pst Yr] - Business Trips - 6 to 10 nights       3.43       16,918       2.81       122         Q5301000K7       Nights Away [Pst Yr] - Business Trips - 11 to 21 nights       3.60       16,358       2.71       133						100
Q5301000K7 Nights Away [Pst Yr] - Business Trips - 11 to 21 nights 3.60 16,358 2.71 133						
1.00 10/02 1.00 00						
		One of the Control of	50	.0,002		

Edinam Region Bearing y	%	Base Count	Base %	Index
Consumer Shows				
Q3300101C1 Attended [Pst Yr] - Attractions/Events - Auto shows	7.32	37,473	6.21	118
Q3300125C1 Attended [Pst Yr] - Attractions/Events - Baby/Kid shows (!)	1.59	8,511	1.41	112
Q3300102C1 Attended [Pst Yr] - Attractions/Events - Boat shows	2.46	12,954	2.15	115
Q3300122C1 Attended [Pst Yr] - Attractions/Events - Book shows	1.10	6,453	1.07	103
Q3300103C1 Attended [Pst Yr] - Attractions/Events - Bridal shows (!)	1.83	7,652	1.27	144
Q3300104C1 Attended [Pst Yr] - Attractions/Events - Cottage shows (!)	2.29	13,609	2.26	102
Q3300105C1 Attended [Pst Yr] - Attractions/Events - Craft shows	7.21	42,574	7.06	102
Q3300126C1 Attended [Pst Yr] - Attractions/Events - Electronics/photo shows (!)	0.86	4,568	0.76	114
Q3300107C1 Attended [Pst Yr] - Attractions/Events - Fan shows	3.10	15,680	2.60	119
Q3300108C1 Attended [Pst Yr] - Attractions/Events - Fitness/golf/ski shows	1.84	10,141	1.68	110
Q3300109C1 Attended [Pst Yr] - Attractions/Events - Food/wine shows	3.60	19,415	3.22	112
Q3300110C1 Attended [Pst Yr] - Attractions/Events - Garden shows	4.33	25,006	4.15	104
Q3300111C1 Attended [Pst Yr] - Attractions/Events - Health and living shows	4.05	15,057	2.50	162
Q3300112C1 Attended [Pst Yr] - Attractions/Events - Home shows	6.47	42,106	6.98	93
Q3300113C1 Attended [Pst Yr] - Attractions/Events - Job fairs	2.89	12,751	2.12	137
Q3300114C1 Attended [Pst Yr] - Attractions/Events - Motorcycle shows	1.72	7,783	1.29	133
Q3300115C1 Attended [Pst Yr] - Attractions/Events - Pet shows	2.62	14,468	2.40	109
Q3300116C1 Attended [Pst Yr] - Attractions/Events - RV shows	1.86	10,517	1.74	107
Q3300119C1 Attended [Pst Yr] - Attractions/Events - Sportsman/outdoor shows	3.08	16,963	2.81	110
Q3300120C1 Attended [Pst Yr] - Attractions/Events - Travel shows	1.71	8,012	1.33	129
Q3300124C1 Attended [Pst Yr] - Attractions/Events - Other shows	4.38	25,319	4.20	104
Q3400103C1 Attended/Visited [Pst Yr] - Attractions/Events - Beer/food/wine festivals	12.21	70,922	11.76	104
Q3400203K1 Frequency of Attendance [Pst Yr] - Attractions/Events - Beer/food/wine festivals - Once a year	6.46	36,302	6.02	107
Q3400203K4 Frequency of Attendance [Pst Yr] - Attractions/Events - Beer/food/wine festivals - 2 times a year or more	5.76	34,620	5.74	100

· · · · · · · · · · · · · · · · · · ·	%	Base Count	Base %	Index
F&B				
Q3420203C1 Visited [Pst Yr] - Locations - Restaurant, resto-bar, or pub	80.26	489,563	81.19	99
Q3420204C1 Visited [Pst Yr] - Locations - Bar or nightclub	19.13	116,561	19.33	99
Q3420303C1 Visited [Pst Mth] - Locations - Restaurant, resto-bar, or pub	67.87	408,403	67.73	100
Q3420304C1 Visited [Pst Mth] - Locations - Bar or nightclub	9.31	60,786	10.08	92
Q3420403C1 Visited [Pst Wk] - Locations - Restaurant, resto-bar, or pub	40.45	246,601	40.90	99
Q3420404C1 Visited [Pst Wk] - Locations - Bar or nightclub	4.60	28,256	4.69	98
Q3420503K1 Frequency of Visiting [Pst Wk] - Locations - Restaurant, resto-bar, or pub - 1 time	21.27	128,342	21.29	100
Q3420503K2 Frequency of Visiting [Pst Wk] - Locations - Restaurant, resto-bar, or pub - 2 times	9.31	62,923	10.44	89
Q3420503K3 Frequency of Visiting [Pst Wk] - Locations - Restaurant, resto-bar, or pub - 3 times	6.98	36,751	6.09	114
Q3420503K4 Frequency of Visiting [Pst Wk] - Locations - Restaurant, resto-bar, or pub - 4 to 6 times	1.17	8,573	1.42	82
Q3420503K5 Frequency of Visiting [Pst Wk] - Locations - Restaurant, resto-bar, or pub - 7 times or more	1.73	10,013	1.66	104
Q3420504K1 Frequency of Visiting [Pst Wk] - Locations - Bar or nightclub - 1 time	2.19	15,943	2.64	83
Q3420504K6 Frequency of Visiting [Pst Wk] - Locations - Bar or nightclub - 2 times or more	2.41	12,313	2.04	118

	%	Base Count	Base % Ir	ndex
Alcohol				
Q4500100K1 Drinks [Pst Wk] - Beer - None	68.80	415,153	68.85	100
Q4500100K2 Drinks [Pst Wk] - Beer - 1-3	17.35	105,290	17.46	99
Q4500100K3 Drinks [Pst Wk] - Beer - 4-6	8.78 1.96	44,536	7.39 2.25	119
Q4500100K4 Drinks [Pst Wk] - Beer - 7-9 Q4500100K5 Drinks [Pst Wk] - Beer - 10-12	0.97	13,536 7,853	1.30	87 <b>75</b>
Q4500100MS Diniks [Pst Wk] - Beer - More than 12	2.12	16,587	2.75	77
Q4510300K1 Drinks [Pst Wk] - Beer (outside the home) - None	84.13	515.564	85.51	98
Q4510300K2 Drinks [Pst Wk] - Beer (outside the home) - 1-3	12.31	68,141	11.30	109
Q4510300K3 Drinks [Pst Wk] - Beer (outside the home) - 4-6	3.06	14,136	2.35	131
Q4510300K7 Drinks Pst Wk] - Beer (outside the home) - 7 or more (!)	0.50	5,115	0.85	59
Q4500330K4 Brand Drink [M Oft/Freq] - Beer - Other Canadian microbrewery/craft beer	13.83	86,216	14.30	97
Q4500501C1 Types Drank [Pst Mth] - Beer - Regular priced domestic beer (excl.microbrewery beers)	16.36	100,771	16.71	98
Q4500502C1 Types Drank [Pst Mth] - Beer - Value priced domestic beer (excl. microbrewery beers)	3.74	25,040	4.15	90
Q4500503C1 Types Drank [Pst Mth] - Beer - Light beer	9.55	60,588	10.05	95
Q4500504C1 Types Drank [Pst Mth] - Beer - Microbrewery/craft beer	10.46	68,170	11.31	92
Q4500505C1 Types Drank [Pst Mth] - Beer - Imported beer	14.83	84,154	13.96	106
Q4500507C1 Types Drank [Pst Mth] - Beer - Non-alcoholic beer	1.48	11,804	1.96	76
Q4510129C1 Drank [Pst Mth] - Beverages - Cider Q4510130C1 Drank [Pst Mth] - Beverages - Coolers/pre-mixed drinks	8.79 9.08	56,970 55,270	9.45 9.17	93 99
Q4510130C1 Drank [Pst Mth] - Beverages - Liqueurs (any)	6.74	40,401	6.70	101
Q4510132C1 Drank [Pst Mth] - Beverages - Gin	5.92	37,833	6.28	94
Q4510132C1 Drank [Pst Mth] - Beverages - Port/sherry	2.43	11,018	1.83	133
Q4510134C1 Drank [Pst Mth] - Beverages - Rum	8.53	53,479	8.87	96
Q4510135C1 Drank [Pst Mth] - Beverages - Tequila	4.11	25,329	4.20	98
Q4510136C1 Drank [Pst Mth] - Beverages - Vodka	14.66	81,240	13.47	109
Q4510137C1 Drank [Pst Mth] - Beverages - Rye/Canadian whisky	10.75	61,344	10.17	106
Q4510138C1 Drank [Pst Mth] - Beverages - Scotch whisky	6.47	35,285	5.85	111
Q4510139C1 Drank [Pst Mth] - Beverages - Other whisky	2.25	14,131	2.34	96
Q4510140C1 Drank [Pst Mth] - Beverages - Red wine (any)	27.40	152,069	25.22	109
Q4510141C1 Drank [Pst Mth] - Beverages - Rosé wine (any)	6.54	34,692	5.75	114
Q4510142C1 Drank [Pst Mth] - Beverages - Sparkling/champagne (any)	4.39	26,696	4.43	99
Q4510143C1 Drank [Pst Mth] - Beverages - White wine (any)	20.85	129,551	21.49	97
Q4510144C1 Drank [Pst Mth] - Beverages - Canadian wine Q4510149C1 Drank [Pst Mth] - Beverages - Other alcoholic beverages (excluding beer)	16.93 3.39	102,732 22,826	17.04 3.79	99 90
Q4510/330K1 Frequency of Drinking [Pst Mth] - Beverages - Liqueurs (any) - Once a month	3.24	21,126	3.50	92
Q4510230K2 Frequency of Drinking [Pst Mth] - Beverages - Liqueurs (any) - 2-3 times a month	2.79	15,122	2.51	111
Q4510230K3 Frequency of Drinking [Pst Mth] - Beverages - Liqueurs (any) - Once a week or more (!)	0.71	4,088	0.68	104
Q4510231K1 Frequency of Drinking [Pst Mth] - Beverages - Gin - Once a month	2.35	15,695	2.60	90
Q4510231K2 Frequency of Drinking [Pst Mth] - Beverages - Gin - 2-3 times a month	2.35	15,505	2.57	91
Q4510231K3 Frequency of Drinking [Pst Mth] - Beverages - Gin - Once a week or more	1.22	6,632	1.10	111
Q4510232K1 Frequency of Drinking [Pst Mth] - Beverages - Port/sherry - Once a month	1.06	5,521	0.92	116
Q4510232K4 Frequency of Drinking [Pst Mth] - Beverages - Port/sherry - 2-3 times a month or more	1.37	5,494	0.91	151
Q4510233K1 Frequency of Drinking [Pst Mth] - Beverages - Rum - Once a month	3.44	19,488	3.23	106
Q4510233K2 Frequency of Drinking [Pst Mth] - Beverages - Rum - 2-3 times a month	3.06	20,996	3.48	88
Q4510233K3 Frequency of Drinking [Pst Mth] - Beverages - Rum - Once a week or more	2.03	12,994	2.15	94
Q4510234K1 Frequency of Drinking [Pst Mth] - Beverages - Tequila - Once a month	2.84	15,807	2.62	108
Q4510234K4 Frequency of Drinking [Pst Mth] - Beverages - Tequila - 2-3 times a month or more Q4510235K1 Frequency of Drinking [Pst Mth] - Beverages - Vodka - Once a month	1.27 6.87	9,522 35,483	1.58 5.88	80 117
Q4510235K2 Frequency of Drinking [Pst Mth] - Beverages - Volka - 2-3 times a month	6.18	33,779	5.60	110
Q4510235K3 Frequency of Drinking [Pst Mth] - Beverages - Vouka - Once a week or more	1.61	11,979	1.99	81
Q4510236K1 Frequency of Drinking [Pst Mth] - Beverages - Rye/Canadian whisky - Once a month	3.09	20,066	3.33	93
Q4510236K2 Frequency of Drinking [Pst Mth] - Beverages - Rye/Canadian whisky - 2-3 times a month	5.41	25,965	4.31	126
Q4510236K3 Frequency of Drinking [Pst Mth] - Beverages - Rye/Canadian whisky - Once a week or more	2.24	15,272	2.53	89
Q4510237K1 Frequency of Drinking [Pst Mth] - Beverages - Scotch whisky - Once a month	2.39	12,983	2.15	111
Q4510237K2 Frequency of Drinking [Pst Mth] - Beverages - Scotch whisky - 2-3 times a month	3.14	16,395	2.72	115
Q4510237K3 Frequency of Drinking [Pst Mth] - Beverages - Scotch whisky - Once a week or more	0.94	5,846	0.97	97
Q4510238K1 Frequency of Drinking [Pst Mth] - Beverages - Other whisky - Once a month	0.92	6,478	1.07	86
Q4510238K2 Frequency of Drinking [Pst Mth] - Beverages - Other whisky - 2-3 times a month	0.76	3,526	0.58	130
Q4510238K3 Frequency of Drinking [Pst Mth] - Beverages - Other whisky - Once a week or more (!)	0.56	4,127	0.69	82
Q4510239K1 Frequency of Drinking [Pst Mth] - Beverages - Red wine (any) - Once a month	7.07	34,646	5.75	123
Q4510239K2 Frequency of Drinking [Pst Mth] - Beverages - Red wine (any) - 2-3 times a month	9.96	61,742	10.24	97
Q4510239K3 Frequency of Drinking [Pst Mth] - Beverages - Red wine (any) - Once a week or more Q4510240K1 Frequency of Drinking [Pst Mth] - Beverages - Rosé wine (any) - Once a month	10.36	55,680 16,971	9.23	112
Q4510240K1 Frequency of Drinking [Pst Mth] - Beverages - Rose wine (any) - Once a month  Q4510240K2 Frequency of Drinking [Pst Mth] - Beverages - Rose wine (any) - 2-3 times a month	2.63 2.27	16,871 12,423	2.80 2.06	94
Q4510240K3 Frequency of Drinking [Pst Mth] - Beverages - Rose wine (any) - 2-3 times a minimi Q4510240K3 Frequency of Drinking [Pst Mth] - Beverages - Rose wine (any) - Once a week or more	1.65	5,397	0.90	184
Q4510241K1 Frequency of Drinking [Pst Mth] - Beverages - Noas wine (any) - Once a week or indire Q4510241K1 Frequency of Drinking [Pst Mth] - Beverages - Sparkling/champagne (any) - Once a month	2.38	14,021	2.33	102
Q4510241K2 Frequency of Drinking [Pst Mth] - Beverages - Sparkling/champagne (any) - 2-3 times a month	1.39	9,465	1.57	88
Q4510241K3 Frequency of Drinking [Pst Mth] - Beverages - Sparkling/champagne (any) - Once a week or more (!)	0.62	3,210	0.53	116
Q4510242K1 Frequency of Drinking [Pst Mth] - Beverages - White wine (any) - Once a month	5.78	39,831	6.61	87
Q4510242K2 Frequency of Drinking [Pst Mth] - Beverages - White wine (any) - 2-3 times a month	9.15	52,048	8.63	106
Q4510242K3 Frequency of Drinking [Pst Mth] - Beverages - White wine (any) - Once a week or more	5.93	37,672	6.25	95
Q4510243K1 Frequency of Drinking [Pst Mth] - Beverages - Canadian wine - Once a month	4.15	28,582	4.74	88
Q4510243K2 Frequency of Drinking [Pst Mth] - Beverages - Canadian wine - 2-3 times a month	7.88	42,378	7.03	112
Q4510243K3 Frequency of Drinking [Pst Mth] - Beverages - Canadian wine - Once a week or more	4.89	31,772	5.27	93

Psychographics	Donominana	Dumain Region Boundary	%	Base Count	Base %	Index
CA0010121   Statements - 1 buty the latest high-ready agogiest before most people 1 know - Agree   9.28   53.848   33   30   30   30   30   30   30   3						
0.64001012  Statements - Permitum prices brands are generally worth the extra money - Agree   3.22   18.01   3.1.1   0.3   0.5   0						
Caccondinate   Statements - Inferrence mendations of products/isenvines to other people - Agree   5,669   34,669   34,669   34,690   34,		, , , , , , , , , , , , , , , , , , , ,				
CAMORTICAN   CAM						
CAMODICATION   Contements - I prefer to postpone about the nutritional content of food products   buy - Agree   \$3.08   40,7840   67,841   10						
CAMODIANI    Statements -   Implier force and right froods and drinks - Agree   CAMODIANI    Statements -   Italie to try own and different products - Agree   CAMODIANI    Statements -   Italie to try own and different products - Agree   CAMODIANI    Statements -   Italie to see up in your broad to your your your your your your your you						
CAMODINA   Statements - I like to try new and different products - Agree   5.10   318.440   5.281   10.00	Q5400106I1	Statements - I am very concerned about the nutritional content of food products I buy - Agree	68.04		67.64	101
CAMPOINT   Statements   1 see something interesting in a store, i will usually buy it on impulse - Agree   33.22   20.02   10.0739   20.02   10.07401111   Statements - 1 for one form y usual brands is on special, I will buy extra - Agree   72.2   43.81.88   72.67   98.004001131   Statements - 1 for one form y usual brands is on special, I will buy extra - Agree   72.2   43.81.88   72.67   98.004001131   Statements - 1 in promotive from socially-responsible/environmentally-friendly companies - Agree   74.00   74						
CAMOUNTAIN  Statements-1 I leard to pass up my favourise brand if something else is on sale - Agree   7.22   20,649   3.35,57   7.57						
CAMODITION   Statements   If one of my usual branchs is on special, I will buy' extra Agree						
CAMOUNTAINS   Statements - Its important to buy products from socially-responsible/environmentally-friendly companies - Agree						
CAMONIANIS   Statements - Once I find a brand I like, I stack with it - Agree   40,00   301,349   49,89   80,80   60,6001161   Statements - I am willing to pay more for eco-friendly products - Agree   34,80   205,607   34,04   102, 40,6001171   Statements - I am willing to pay more for eco-friendly products - Agree   34,80   205,607   33,77   90,80   34,73   103, 40,6001171   Statements - I am willing to pay a little extra to save time shopping - Agree   35,77   209,380   34,73   103, 40,6001171   Statements - I am willing to pay a little extra to save time shopping - Agree   35,77   209,380   34,73   103, 40,6001171   Statements - I worty about not having enough money to retire - Agree   41,88   256,682   42,57   80,60010221   Statements - I worty about not having enough money to retire - Agree   47,80   209,350   30,086   54,74   101, 40,9001   40,90						
CAD0115151         Statements - No-name products are as good as nationally advertised brands - Agree         48.0         205.27 mm         34.0         205.27 mm           CAD011711         Statements - I arm willing to pay more for eon-friendly products - Agree         33.7         209.360 mm         33.7         90.05.06 mm           CAD011711         Statements - I arm willing to pay all title cattre to save time shopping - Agree         35.7         209.36 mm         40.7         90.05           CAD011711         Statements - I arm willing to pay all title cattre to save time shopping - Agree         38.55         242.783         40.27         90.05           CAD012111         Statements - I lower post boot not having enough money to retire - Agree         41.88         256.893         49.66         95.05           CAD012121         Statements - I lower for the post ponce a purchase than buy on credit - Agree         50.0         330.06         95.0         40.7         20.0         30.0         40.7         20.0         30.0         40.0         10.0         40.0         40.0         10.0         40.0         40.0         10.0         40.0         40.0         10.0         40.0         40.0         40.0         40.0         40.0         40.0         40.0         40.0         40.0         40.0         40.0         40.0         40.0 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
CAMOUTED    CAMO						
G-640017171         Statements - Awar Willing to pay a little cart to asser time shopping - Agree         33.26         203.607         33.77         90.           C450401181         Statements - Law Willing to pay a little cart to asser time shopping - Agree         38.55         226,330         40.27         90.           C450401211         Statements - I word pool not having one gough money to retire - Agree         41.86         256,680         95.           C540012131         Statements - I word pool not having one gough money to retire - Agree         47.20         99.50         48.66         95.           C540012131         Statements - I liver to tyn eval places to eat - Agree         26.04         47.20         90.00         60.00           C540012151         Statements - I lead a fairly busy social life - Agree         26.04         11.38         11.88         11.88         11.88         10.80         10.00		· · · · · · · · · · · · · · · · · · ·				
Sataments   Jam willing to pay a little extra to save time shopping - Agree   35.75   20.380   34.73   103   103   104						
GA0011911         Statements 1- Tome, shopping is a chore rather than a pleasurie - Agree         38,55         24,783         A0,27         9           CA4001211         Statements 1- Inverory about not having enough money to refire - Agree         47,20         29,350         84,65         95           CA4001214         Statements 1- Ilke for to prospone a purchase than buy on credit - Agree         26,04         15,731         26,08         64,74         95           CA40012141         Statements 1- Ilke of a fairly busy social life - Agree         26,04         15,731         28,08         10           CA40012151         Statements 1- Ilke one more entertaining at home now than ever before - Agree         17,82         110,149         18,27         98           CA40012151         Statements 1- Ilva care and money maters and bill paying in our household - Agree         50,38         30,102         50,00         10           CA40012101         Statements 1- Ilvaule companies who give back to the community - Agree         50,38         30,102         50,00         10           CA40012101         Statements 1- Ilvaule companies who give back to the community - Agree         74,65         455,266         75,51         99           CA40012101         Statements 1- Ilvaule companies who give back to the community - Agree         15,02         15,02         15,02         15,02		· · · · · · · · · · · · · · · · · · ·				
Satements   Very about not having enough money to retire - Agree   4.7 mg   4.7 mg   5.9 mg   5.0 mg		0 1 7				
Satements   Iprefir to postpone a purchase than buy on redit - Agree   55.05   30.086   54.7   101						
Satements   Teles to try new places to eat -Agre		, , , , , ,				
Satements   lead a fairly busy social life - Agree   26.04   15.7377   26.09   100						
Statements   do more entertaining at home now than ever before - Agree   17.82   110,149   19.83   19.88   10.98   10.94   10.94   11.94   1						
QSA012EIT         Statements I: Ity to keep abreast of changes in style and fashions - Agree         54.60         333,50         55.31         98           QSA012EIT         Statements I: compare grocery prices at different stores - Agree         60.38         305,102         50.60         100           QSA012ISI         Statements I: compare grocery prices at different stores - Agree         62.06         380,462         63.10         60.01         00         60.00         60.00         60.00         60.00         60.00         60.00         60.00         60.00         60.00         60.00         60.00         60.00         60.00         60.00         60.00         60.00         60.00         60.00         70.00						
Q540012111         Slataments I- Iake care of money matters and billi paying in our household - Agree         56.38         305.00         55.31         99           Q5400121211         Slataments I- compare grocery prices at different stores - Agree         62.06         380,462         63.10         98           Q540012121         Slataments I- value compare jorcery prices at different stores - Agree         74.65         455.208         75.51         99           Q540013211         Slataments I- lavol tild like to eat healthy foods more often - Agree         74.65         455.208         75.51         99           Q540013211         Slataments I- lavol tild like to eat healthy foods more often - Agree         18.02         105.323         17.47         103           Q540013311         Slataments I- lenjoy being extravagantifindulgent - Agree         27.99         158.015         26.21         107         Q54001311         Slataments I- Iamite to be spohlistated and - Agree         27.99         158.015         26.21         107         Q54001311         Slataments I- Iamite to cook - Agree         45.22         227.705         54.35         100         Q54001311         Slataments I- Iamite to cook - Agree         45.62         337,606         55.99         105         Q54001411         Slataments I- Iamite the steed in Jamite and Jamite and Jamite and Jamite Agree         45.24         34.44	Q5400125I1	Statements - I do more entertaining at home now than ever before - Agree	21.68	119,893	19.88	109
Statements - I compare grocery prices at different stores - Agree   5.038   305,102   5.060   100		, , , , , , , , , , , , , , , , , , , ,				
Q540012811         Statements - I value companies who give back to the community - Agree         74,65         45,266         75.1         99           Q540013121         Statements - I would like to set healtality foods more often - Agree         72,26         438,896         72,79         99           Q540013215         Statements - I have tried a product/service based on a personal recommendation - Agree         18,02         105,232         17,47         103           Q540013315         Statements - Leripote legi extravagarin/Indulgent - Agree         18,02         105,232         17,47         103           Q540013315         Statements - Lorisider myself to be sophisticated - Agree         62,19         381,394         63,25         107           Q540013315         Statements - Like to cook - Agree         62,19         381,394         63,25         10           Q54001315         Statements - Like to cook - Agree         62,12         337,606         55,99         10           Q54001315         Statements - Live Would rather spend a quiet evening at home than go out to a party - Agree         69,67         417,41         69,23         10           Q54001311         Statements - Family life and having children are most important to me - Agree         59,69         59,69         30         55         40         50         50         50						
Q540013011 Statements - I would like to eat healthy foods more often - Agree         74,65         455,266         75,51         99           Q540013211 Statements - I enjoy being extravagant/indulgent - Agree         18,02         105,223         17,47         103           Q540013311 Statements - I enjoy being extravagant/indulgent - Agree         27,99         198         25,99         158,015         26,21         107           Q540013311 Statements - I consider myself to be sophisticated - Agree         62,19         381,394         63,25         198           Q540013011 Statements - I like to cook - Agree         54,22         327,705         54,35         100           Q540013011 Statements - I like to cook - Agree         58,62         337,006         59,99         105           Q540013011 Statements - I would rather spend a quiet evening at home than go out to a party - Agree         69,67         417,431         69,23         101           Q540013011 Statements - I would rather spend a quiet evening at home than go out to a party - Agree         69,67         417,431         69,23         101           Q540014011 Statements - I would rather spend a quiet evening at home than go out to a party - Agree         49,66         313,706         52,03         95           Q54001411 Statements - I serially like and statements - I generally adviewer was a serial statement - I serially like and statements - I generally advie		, , , ,				
QS40013211         Statements - I have tried a product/service based on a personal recommendation - Agree         72.76         438,896         72.79         9           Q540013311         Statements - I enjoy being extravagant/indulgent - Agree         18.02         105,323         17.47         103           Q540013311         Statements - I prepare a grocery list before doing my shopping - Agree         62.19         381,394         63.25         98           Q540013317         Statements - I prepare a grocery list before doing my shopping - Agree         54.22         237,705         64.35         100           Q540013311         Statements - I like to cook - Agree         54.22         237,705         64.35         100           Q540013111         Statements - I am interested in learning about different cultures - Agree         69.67         417.431         69.23         101           Q54001311         Statements - I am interested in learning about different cultures - Agree         69.67         417.431         69.23         101           Q540014011         Statements - Family life and having children are most important to me - Agree         62.21         331,006         55.99         105           Q540014111         Statements - I am interested in learning at home than go and the sex position of the sex position at a sex positi						
Q540013311         Statements - I enjoy being extravaganr/indulgent - Agree         27.99         158,015         26.21         103           Q5400134151         Statements - I consider myself to be sophisticated - Agree         62.19         381,394         63.25         98           Q5400136151         Statements - I like to cook - Agree         58.22         327,705         54.35         100           Q5400138151         Statements - I may interested in learning about different cultures - Agree         58.62         337,006         55.99         105           Q540013811         Statements - I am interested in learning about different cultures - Agree         69.67         417,431         69.23         101           Q540013811         Statements - Family life and having children are most important to me - Agree         69.67         417,431         69.23         101           Q540014011         Statements - Family life and having children are most important to me - Agree         49.66         313,706         55.00         381,706         55.00         381,706         55.00         381,706         55.00         381,706         55.00         381,706         55.00         381,706         55.00         381,706         55.00         381,706         55.00         381,706         55.00         381,706         55.00         381,706         55.00 </td <td></td> <td>, ,</td> <td></td> <td></td> <td></td> <td></td>		, ,				
Q540013411         Statements - I consider myself to be sophisticated - Ågree         27.99         158,015         26.21         107           Q540013611         Statements - I prepare a grocery list before doing my shopping - Agree         54.22         327,705         54.35         100           Q54001371         Statements - I like to cook - Agree         58.62         337,600         55.99         105           Q540013811         Statements - I am interested in learning about different cultures - Agree         69.67         417,431         69.23         101           Q540013811         Statements - I would rather spend a quiet evening at home than go out to a party - Agree         69.67         417,431         69.23         101           Q540013911         Statements - Family life and having children are most important to me - Agree         62.42         384,464         63.76         98           Q540014013         Statements - Television is my primary source of entertainment - Agree         49.66         313,706         55.09         91.5         350,876         58.19         102           Q540014311         Statements - I relevision is my primary source of entertainment - Agree         59.52         372,958         61.85         9.6           Q540014311         Statements - I percentally active what I set out to do - Agree         35.0         42.6         42.0 </td <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
GA40013611         Statements - I prepare a grocery list before doing my shopping - Agree         62.19         381,394         63.25         98           GA40013611         Statements - I like to cook - Agree         54.22         327,705         54.35         100           GA40013711         Statements - I am interested in learning about different cultures - Agree         58.62         337,606         55.99         105           GA40013811         Statements - I am interested in learning about different cultures - Agree         69.67         417,431         69.23         101           GA4001311         Statements - Family life and having children are most important to me - Agree         69.67         417,431         69.23         101           GA40014011         Statements - Television is my primary source of entertainment - Agree         49.66         313,706         55.19         102           GA4001411         Statements - I consider myself to be informed on current events or issues - Agree         59.52         372,938         61.85         96           GA4001411         Statements - I generally achieve what I set out to do - Agree         70.36         422,654         70.10         60         422,654         70.10         60         424,654         70.10         60         424,654         70.10         60         424,654         70.10         6						
Q540013611         Statements - I like it cook - Agree         54.22         327,705         54.35         100           Q540013711         Statements - I am interested in learning about different cultures - Agree         68.62         337,606         55.99         105           Q540013811         Statements - I am interested in learning about different cultures - Agree         69.67         417,431         69.23         101           Q540013911         Statements - Family life and having children are most important to me - Agree         62.42         384,464         63.76         98           Q540014011         Statements - Television is my primary source of entertainment - Agree         59.15         350,876         58.19         102           Q540014011         Statements - I consider myself to be informed on current events or issues - Agree         59.52         372,958         61.85         96           Q540014311         Statements - I generally achieve what I set out to do - Agree         70.6         422,654         70.10         100           Q540014311         Statements - I am increase         37.40         204,757         33.96         110           Q540014611         Statements - I am contract pair of my life and activities is dressing smartly - Agree         37.40         204,757         33.96         110           Q540014611         State						
Q54001371         Statements - I am interested in learning about different cultures - Agree         58.62         337.606         55.99         105           Q540013811         Statements - I would rather spend a quiet evening at home than go out to a party - Agree         69.67         417.431         69.23         101           Q540013911         Statements - Family life and having children are most important to me - Agree         49.66         313,706         52.03         95           Q540014011         Statements - Why home is kept very near and clean - Agree         49.66         313,706         52.03         95           Q54001411         Statements - I generally achieve what I set out to do - Agree         79.15         59.15         330,876         58.19         102           Q540014211         Statements - I generally achieve what I set out to do - Agree         70.36         422,654         70.10         100           Q540014311         Statements - I have difficulty trying to balance my work and family/personal life - Agree         37.40         204,757         33.96         100           Q540014311         Statements - I have difficulty trying to balance my work and family/personal life - Agree         23.11         134.219         22.26         104           Q540014311         Statements - I have difficulty trying to balance my work and family/personal life - Agree         23.11						
Q540013811         Statements - I would rather spend a quiet evening at home than go out to a party - Agree         62.42         384.464         63.76         98           Q540013011         Statements - Family life and having children are most important to me - Agree         49.66         313.706         52.03         98           Q540014011         Statements - Helvision is my primary source of entertainment - Agree         59.15         350.876         58.19         102           Q540014111         Statements - My home is kept very neat and clean - Agree         59.15         350.876         58.19         102           Q540014311         Statements - I generally achieve what I set out to do - Agree         70.36         422.654         70.10         100           Q540014311         Statements - I generally achieve what I set out to do - Agree         37.40         204.757         33.96         110           Q540014311         Statements - I have difficulty trying to balance my work and family/personal life - Agree         37.40         204.757         33.96         110           Q540014311         Statements - I have difficulty trying to balance my work and family/personal life - Agree         23.11         134.219         22.26         104           Q540014311         Statements - I have fiderically trying to balance my work and family/personal life - Agree         44.03         25.545         <		· ·				
Q540013911         Statements - Family life and having children are most important to me - Agree         48.46         384,464         63.76         98           Q540014011         Statements - Television is my primary source of entertainment - Agree         49.66         313,706         58.19         102           Q54001411         Statements - My home is kept very neat and clean - Agree         59.15         350,876         58.19         102           Q540014211         Statements - I consider myself to be informed on current events or issues - Agree         59.52         372,958         61.85         96           Q540014111         Statements - I consider myself to be informed on current events or issues - Agree         70.36         422,654         70.10         100           Q54001411         Statements - I am careful of what I eat out to do - Agree         37.40         204,757         33.96         110           Q540014011         Statements - I have difficulty trying to balance my work and family/personal life - Agree         23.11         134,219         22.26         104           Q540014011         Statements - I have difficulty trying to balance my weight under control - Agree         44.03         255,345         42.35         100           Q540014011         Statements - I am careful of what I eat in order to keep my weight under control - Agree         43.65         264,493 <td< td=""><td></td><td></td><td></td><td></td><td></td><td></td></td<>						
Q5400140II         Statements - Television is my primary source of entertainment - Agree         49.66         313,706         52.03         95           Q5400141II         Statements - My home is kept very neat and clean - Agree         59.15         350,876         58.19         102           Q5400143II         Statements - I consider myself to be informed on current events or issues - Agree         70.36         422,654         70.10         100           Q5400143II         Statements - I agree all yachieve what I set out to do - Agree         37.40         204,757         33.96         110           Q5400144II         Statements - I have difficulty trying to balance my work and family/personal life - Agree         23.11         134,219         22.26         104           Q5400146II         Statements - I have difficulty trying to balance my work and family/personal life - Agree         23.11         134,219         22.26         104           Q5400141II         Statements - I have difficulty trying to balance my work and family/personal life - Agree         23.11         134,219         22.26         104           Q5400141II         Statements - I have difficulty trying to balance my work and family/personal life - Agree         37.53         345,677         57.33         100           Q5400141II         Statements - I may family agree         42.65         264,493         43.87						
Q540014111         Statements - My home is kept very neat and clean - Agree         59.15         350,876         58.19         102           Q540014211         Statements - I consider myself to be informed on current events or issues - Agree         59.52         372,958         61.85         96           Q540014311         Statements - I generally achieve what I set out to do - Agree         70.6         422,654         70.10         100           Q540014411         Statements - An important part of my life and activities is dressing smartly - Agree         37.40         204,757         33.96         110           Q540014511         Statements - I have difficulty trying to balance my work and family/personal life - Agree         23.11         134,219         22.26         104           Q540014611         Statements - I have difficulty trying to balance my work and family/personal life - Agree         23.11         134,219         22.26         104           Q540014011         Statements - I am careful of what I eat in order to keep my weight under control - Agree         41.03         255,345         42.35         104           Q540014011         Statements - I place a lot of importance on personal appearance - Agree         43.65         264,493         43.87         10           Q540015011         Statements - I am concerned about the issues of online security/identity theft - Agree         67.72		, , , , , , , , , , , , , , , , , , , ,				
Q5400142I1         Statements - I consider myself to be informed on current events or issues - Agree         59.52         372,958         61.85         96           Q5400143I1         Statements - I generally achieve what I set out to do - Agree         70.36         422,654         70.10         100           Q5400144I1         Statements - I have difficulty trying to balance my work and family/personal life - Agree         23.11         134,219         22.26         104           Q5400145I1         Statements - I have difficulty trying to balance my work and family/personal life - Agree         57.53         345,677         57.33         100           Q5400147I1         Statements - I am more independent than most people - Agree         44.03         255,345         42.35         104           Q5400147I1         Statements - I am careful of what I eat in order to keep my weight under control - Agree         43.65         264,493         43.87         100           Q540014011         Statements - I price a lot of importance on personal appearance - Agree         42.15         254,254         42.17         100           Q54001511         Statements - I am concerned about the issues of online security/identity theft - Agree         67.72         418,513         69.41         98           Q540015211         Statements - I make an effort to buy local produce/products - Agree         59.49         366,877 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
Q540014311         Statements - I generally achieve what I set out to do - Agree         70.36         422,654         70.10         100           Q540014411         Statements - An important part of my life and activities is dressing smartly - Agree         37.40         204,757         33.96         110           Q540014511         Statements - I have difficulty trying to balance my work and family/personal life - Agree         23.11         134,219         22.26         104           Q540014611         Statements - I am more independent than most people - Agree         57.53         345,677         57.33         100           Q540014711         Statements - I am careful of what I eat in order to keep my weight under control - Agree         44.03         255,345         42.35         104           Q540014811         Statements - I am concerned about the issues of information for me - Agree         43.65         264,483         43.87         100           Q540015011         Statements - I place a lot of importance on personal appearance - Agree         67.72         418,513         69.41         98           Q54001511         Statements - I am concerned about the issues of online security/identity theft - Agree         67.72         418,513         69.41         98           Q540015211         Statements - I make an effort to buy local produce/products - Agree         59.49         366,877         <						
Q540014411       Statements - Ân important part of my life and activities is dressing smartly - Agree       37.40       204,757       33.96       110         Q540014511       Statements - I have difficulty trying to balance my work and family/personal life - Agree       57.53       345,677       57.33       100         Q540014611       Statements - I am more independent than most people - Agree       57.53       345,677       57.33       100         Q540014711       Statements - I am careful of what I eat in order to keep my weight under control - Agree       43.65       264,493       43.87       100         Q540014911       Statements - I place a lot of importance on personal appearance - Agree       43.65       264,493       43.87       100         Q540014911       Statements - I place a lot of importance on personal appearance - Agree       67.72       418,513       69.41       98         Q540015011       Statements - I lam concerned about the issues of online security/identity theft - Agree       67.72       418,513       69.41       98         Q540015211       Statements - I make an effort to buy local produce/products - Agree       59.49       366,877       60.85       98         Q540015211       Statements - Free-trial/product samples can influence my purchase decisions - Agree       44.03       260,719       43.24       102         Q540015411 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
Q540014511         Statements - I have difficulty trying to balance my work and family/personal life - Agree         23.11         134,219         22.26         104           Q540014611         Statements - I am more independent than most people - Agree         57.53         345,677         57.33         100           Q540014711         Statements - I am careful of what I eat in order to keep my weight under control - Agree         44.03         255,345         42.35         104           Q540014811         Statements - My friends' opinions are an important source of information for me - Agree         43.65         264,493         43.87         100           Q540014911         Statements - I place a lot of importance on personal appearance - Agree         42.15         254,254         42.17         100           Q540015011         Statements - I am concerned about the issues of online security/identity theft - Agree         67.72         418,513         69.41         98           Q540015011         Statements - I important to monitor what children watch/listen to/access via media - Agree         72.89         448,264         74.34         98           Q540015111         Statements - I make an effort to buy local produce/products - Agree         30.80         180,853         29.99         103           Q540015311         Statements - Vegetarianism is a healthy option - Agree         40.30         260,719 </td <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
Q5400146l1         Statements - I am more independent than most people - Agree         57.53         345,677         57.33         100           Q5400147l1         Statements - I am careful of what I eat in order to keep my weight under control - Agree         44.03         255,345         42.35         104           Q5400148l1         Statements - My friends' opinions are an important source of information for me - Agree         43.65         264,493         43.87         100           Q5400149l1         Statements - I place a lot of importance on personal appearance - Agree         42.15         254,254         42.17         100           Q5400150l1         Statements - I am concerned about the issues of online security/identity theft - Agree         67.72         418,513         69.41         98           Q5400151l1         Statements - I make an effort to buy local produce/products - Agree         72.89         448,264         74.34         98           Q5400152l1         Statements - Vegetarianism is a healthy option - Agree         30.80         180,853         29.99         103           Q5400153l1         Statements - Vegetarianism is a healthy option - Agree         30.80         180,853         29.99         103           Q5400154l1         Statements - I am more of a spender than a saver - Agree         42.03         266,719         43.24         102						
Q540014711         Statements - I am careful of what I eat in order to keep my weight under control - Agree         44.03         255,345         42.35         104           Q5400148I1         Statements - My friends' opinions are an important source of information for me - Agree         43.65         264.493         43.87         100           Q5400149I1         Statements - I place a lot of importance on personal appearance - Agree         42.15         254,254         42.17         100           Q5400150I1         Statements - I place a lot of important to monitor what children watch/listen to/access via media - Agree         67.72         418,513         69.41         98           Q5400152I1         Statements - I make an effort to buy local produce/products - Agree         59.49         366,877         60.85         98           Q5400153I1         Statements - Vegetarianism is a healthy option - Agree         30.80         180,853         29.99         103           Q5400154I1         Statements - Free-trial/product samples can influence my purchase decisions - Agree         44.03         260,719         43.24         102           Q5400155I1         Statements - I am more of a spender than a saver - Agree         42.88         159,205         26.40         102           Q5400156I1         Statements - Staying connected via social media is very important to me - Agree         42.50         261,936 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
Q5400148I1         Statements - My friends' opinions are an important source of information for me - Agree         43.65         264,493         43.87         100           Q5400149I1         Statements - I place a lot of importance on personal appearance - Agree         42.15         254,254         42.17         100           Q5400150I1         Statements - I am concerned about the issues of online security/identity theft - Agree         67.72         418,513         69.41         98           Q5400151I1         Statements - I is important to monitor what children watch/listen to/access via media - Agree         59.49         366,877         60.85         98           Q5400152I1         Statements - I make an effort to buy local produce/products - Agree         59.49         366,877         60.85         98           Q5400153I1         Statements - Vegetarianism is a healthy option - Agree         30.80         180,853         29.99         103           Q5400154I1         Statements - Free-trial/product samples can influence my purchase decisions - Agree         44.03         260,719         43.24         102           Q5400155I1         Statements - Staving connected via social media is very important to me - Agree         29.52         178,602         29.62         100           Q5400157I1         Statements - Online streaming services do not replace radio - Agree         42.17         270,06						
Q5400149I1         Statements - I place a lot of importance on personal appearance - Agree         42.15         254,254         42.17         100           Q5400150I1         Statements - I am concerned about the issues of online security/identity theft - Agree         67.72         418,513         69.41         98           Q5400151I1         Statements - It is important to monitor what children watch/listen to/access via media - Agree         72.89         448,264         74.34         98           Q5400152I1         Statements - I make an effort to buy local produce/products - Agree         59.49         366,877         60.85         98           Q5400153I1         Statements - Vegetarianism is a healthy option - Agree         30.80         180,853         29.99         103           Q5400154I1         Statements - Free-trial/product samples can influence my purchase decisions - Agree         44.03         260,719         43.24         102           Q5400155I1         Statements - I am more of a spender than a saver - Agree         26.88         159,205         26.40         102           Q5400150I1         Statements - Staying connected via social media is very important to me - Agree         29.52         178,602         29.62         100           Q5400158I1         Statements - Online streaming services do not replace radio - Agree         44.17         273,706         45.39		1 , 0				
Q5400150I1         Statements - I am concerned about the issues of online security/identity theft - Agree         67.72         418,513         69.41         98           Q5400151I1         Statements - It is important to monitor what children watch/listen to/access via media - Agree         72.89         448,264         74.34         98           Q5400152I1         Statements - I make an effort to buy local produce/products - Agree         59.49         366,877         60.85         98           Q5400153I1         Statements - Vegetarianism is a healthy option - Agree         30.80         180,853         29.99         103           Q5400153I1         Statements - Free-trial/product samples can influence my purchase decisions - Agree         44.03         260,719         43.24         102           Q5400155I1         Statements - Staying connected via social media is very important to me - Agree         26.88         159,205         26.40         102           Q5400157I1         Statements - Online streaming services do not replace radio - Agree         44.17         273,706         45.39         97           Q5400158I1         Statements - Radio feels more personal than other media - Agree         42.50         261,936         43.44         98           Q5400158I1         Statements - I have had or would consider cosmetic procedures/surgery - Agree         13.99         79,393         13.17 <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
Q540015111         Statements - It is important to monitor what children watch/listen to/access via media - Agree         72.89         448,264         74.34         98           Q540015211         Statements - I make an effort to buy local produce/products - Agree         59.49         366,877         60.85         98           Q540015311         Statements - Vegetarianism is a healthy option - Agree         30.80         180,853         29.99         103           Q540015411         Statements - Free-trial/product samples can influence my purchase decisions - Agree         44.03         266,719         43.24         102           Q540015511         Statements - I am more of a spender than a saver - Agree         26.88         159,205         26.40         102           Q540016011         Statements - Staying connected via social media is very important to me - Agree         29.52         178,602         29.62         100           Q540015711         Statements - Online streaming services do not replace radio - Agree         44.17         273,706         45.39         97           Q540015811         Statements - Radio feels more personal than other media - Agree         42.50         261,936         43.44         98           Q540015011         Statements - I have had or would consider cosmetic procedures/surgery - Agree         13.99         79,393         13.17         106 </td <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
Q5400152I1         Statements - I make an effort to buy local produce/products - Agree         59.49         366,877         60.85         98           Q5400153I1         Statements - Vegetarianism is a healthy option - Agree         30.80         180,853         29.99         103           Q5400154I1         Statements - Free-trial/product samples can influence my purchase decisions - Agree         44.03         260,719         43.24         102           Q5400155I1         Statements - I am more of a spender than a saver - Agree         26.88         159,205         26.40         102           Q5400160I1         Statements - Staying connected via social media is very important to me - Agree         29.52         178,602         29.62         100           Q5400157I1         Statements - Online streaming services do not replace radio - Agree         44.17         273,706         45.39         97           Q5400158I1         Statements - Radio feels more personal than other media - Agree         42.50         261,936         43.44         98           Q5400156I1         Statements - I have had or would consider cosmetic procedures/surgery - Agree         13.99         79,393         13.17         106           Q5400161I1         Statements - I prefer to shop at retail store location for the customer experience - Agree         53.42         329,656         54.67         98						
Q5400153I1         Statements - Vegetarianism is a healthy option - Agree         30.80         180,853         29.99         103           Q5400154I1         Statements - Free-trial/product samples can influence my purchase decisions - Agree         44.03         260,719         43.24         102           Q5400155I1         Statements - I am more of a spender than a saver - Agree         26.88         159,205         26.40         102           Q5400150I1         Statements - Staying connected via social media is very important to me - Agree         29.52         178,602         29.62         100           Q5400157I1         Statements - Online streaming services do not replace radio - Agree         44.17         273,706         45.39         97           Q5400158I1         Statements - I have had or would consider cosmetic procedures/surgery - Agree         42.50         261,936         43.44         98           Q540016111         Statements - I lave had or would consider cosmetic procedures/surgery - Agree         77.89         482,600         80.04         97           Q5400162I1         Statements - I prefer to shop at retail store location for the customer experience - Agree         53.42         329,656         54.67         98           Q5400163I1         Statements - I prefer to shop online for convenience - Agree         36.19         222,37         36.88         99						
Q540015411         Statements - Free-trial/product samples can influence my purchase decisions - Agree         44.03         260,719         43.24         102           Q540015511         Statements - I am more of a spender than a saver - Agree         26.88         159,205         26.40         102           Q540016011         Statements - Staying connected via social media is very important to me - Agree         29.52         178,602         29.62         100           Q540015711         Statements - Online streaming services do not replace radio - Agree         44.17         273,706         45.39         97           Q540015811         Statements - Radio feels more personal than other media - Agree         42.50         261,936         43.44         98           Q540015811         Statements - I have had or would consider cosmetic procedures/surgery - Agree         13.99         79,393         13.17         106           Q540016111         Statements - I consider it important to vote in elections - Agree         77.89         482,600         80.04         97           Q540016211         Statements - I prefer to shop at retail store location for the customer experience - Agree         53.42         329,656         54.67         98           Q540016311         Statements - I prefer to shop online for convenience - Agree         32.60         179,663         29.80         109 </td <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
Q540015511         Statements - I am more of a spender than a saver - Agree         26.88         159,205         26.40         102           Q540016011         Statements - Staying connected via social media is very important to me - Agree         29.52         178,602         29.62         100           Q540015711         Statements - Online streaming services do not replace radio - Agree         44.17         273,706         45.39         97           Q540015811         Statements - Radio feels more personal than other media - Agree         42.50         261,936         43.44         98           Q540015611         Statements - I have had or would consider cosmetic procedures/surgery - Agree         13.99         79,393         13.17         106           Q540016111         Statements - I consider it important to vote in elections - Agree         77.89         482,600         80.04         97           Q540016211         Statements - I prefer to shop at retail store location for the customer experience - Agree         53.42         329,656         54.67         98           Q540016311         Statements - I prefer to shop online for convenience - Agree         32.60         179,663         29.80         109           Q540016411         Statements - I am adventurous/"outdoorsy" - Agree         36.19         222,337         36.88         98           Q540016511		· · · · ·				
Q5400160I1         Statements - Staying connected via social media is very important to me - Agree         29.52         178,602         29.62         100           Q5400157I1         Statements - Online streaming services do not replace radio - Agree         44.17         273,706         45.39         97           Q5400158I1         Statements - Radio feels more personal than other media - Agree         42.50         261,936         43.44         98           Q5400161I1         Statements - I have had or would consider cosmetic procedures/surgery - Agree         77.89         482,600         80.04         97           Q5400162I1         Statements - I prefer to shop at retail store location for the customer experience - Agree         53.42         329,656         54.67         98           Q5400163I1         Statements - I prefer to shop online for convenience - Agree         32.60         179,663         29.80         109           Q5400164I1         Statements - I am adventurous/"outdoorsy" - Agree         36.19         222,337         36.88         98           Q5400165I1         Statements - I am concerned about people getting high and driving - Agree         74.90         454,693         75.41         99		, , , , , , , , , , , , , , , , , , , ,				
Q540015711         Statements - Online streaming services do not replace radio - Agree         44.17         273,706         45.39         97           Q540015811         Statements - Radio feels more personal than other media - Agree         42.50         261,936         43.44         98           Q540015611         Statements - I have had or would consider cosmetic procedures/surgery - Agree         13.99         79,393         13.17         106           Q540016111         Statements - I consider it important to vote in elections - Agree         77.89         482,600         80.04         97           Q540016211         Statements - I prefer to shop at retail store location for the customer experience - Agree         32.60         179,663         29.80         109           Q540016311         Statements - I prefer to shop online for convenience - Agree         32.60         179,663         29.80         109           Q540016411         Statements - I am adventurous/"outdoorsy" - Agree         36.19         222,337         36.88         98           Q540016511         Statements - I am concerned about people getting high and driving - Agree         74.90         454,693         75.41         99		·				
Q5400158I1         Statements - Radio feels more personal than other media - Agree         42.50         261,936         43.44         98           Q5400156I1         Statements - I have had or would consider cosmetic procedures/surgery - Agree         13.99         79,393         13.17         106           Q5400161I1         Statements - I consider it important to vote in elections - Agree         77.89         482,600         80.04         97           Q5400162I1         Statements - I prefer to shop at retail store location for the customer experience - Agree         53.42         329,605         54.67         98           Q5400163I1         Statements - I prefer to shop online for convenience - Agree         32.60         179,663         29.80         109           Q5400164I1         Statements - I am adventurous/"outdoorsy" - Agree         36.19         222,337         36.88         98           Q5400165I1         Statements - I am concerned about people getting high and driving - Agree         74.90         454,693         75.41         99		, ,				
Q5400156I1         Statements - I have had or would consider cosmetic procedures/surgery - Agree         13.99         79,393         13.17         106           Q540016II1         Statements - I consider it important to vote in elections - Agree         77.89         482,600         80.04         97           Q5400162I1         Statements - I prefer to shop at retail store location for the customer experience - Agree         53.42         329,656         54.67         98           Q5400163I1         Statements - I prefer to shop online for convenience - Agree         32.60         179,663         29.80         109           Q5400164I1         Statements - I am adventurous/"outdoorsy" - Agree         36.19         222,337         36.8         98           Q5400165I1         Statements - I am concerned about people getting high and driving - Agree         74.90         454,693         75.41         99						
Q540016111         Statements - I consider it important to vote in elections - Agree         77.89         482,600         80.04         97           Q540016211         Statements - I prefer to shop at retail store location for the customer experience - Agree         53.42         329,656         54.67         98           Q540016311         Statements - I prefer to shop online for convenience - Agree         32.60         179,663         29.80         109           Q540016411         Statements - I am adventurous/"outdoorsy" - Agree         36.19         222.37         36.88         98           Q540016511         Statements - I am concerned about people getting high and driving - Agree         74.90         454,693         75.41         99						
Q5400162I1         Statements - I prefer to shop at retail store location for the customer experience - Agree         53.42         329,656         54.67         98           Q5400163I1         Statements - I prefer to shop online for convenience - Agree         32.60         179,663         29.80         109           Q5400164I1         Statements - I am adventurous/"outdoorsy" - Agree         36.19         222,337         36.88         98           Q5400165I1         Statements - I am concerned about people getting high and driving - Agree         74.90         454,693         75.41         99						
Q540016311         Statements - I prefer to shop online for convenience - Agree         32.60         179,663         29.80         109           Q540016411         Statements - I am adventurous/"outdoorsy" - Agree         36.19         222,337         36.88         98           Q540016511         Statements - I am concerned about people getting high and driving - Agree         74.90         454,693         75.41         99						
Q5400164l1         Statements - I am adventurous/"outdoorsy" - Agree         36.19         222,337         36.88         98           Q5400165l1         Statements - I am concerned about people getting high and driving - Agree         74.90         454,693         75.41         99						
Q5400165I1 Statements - I am concerned about people getting high and driving - Agree 74.90 454,693 75.41 99						
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# Social Values Glossary

ocial Value	us	% E	Base Count	Base % I
V00001	Acceptance of Violence	27.95	157,360	27.28
V00002	Active Government	22.48	126,807	21.99
V00003	Adaptability to Complexity	23.94	139,608	24.21
V00004	Advertising as Stimulus	27.13	152,447	26.43
V00005	Anomie-Aimlessness	29.63	159,444	27.65
V00006 V00007	Attraction For Crowds Attraction to Nature	30.36	161,676	28.03
V00007	Aversion to Complexity	19.68 24.27	120,104 144,060	20.82 24.98
V00008	Brand Apathy	21.64	129,376	22.43
V00003 V00010	Brand Genuineness	24.01	134,831	23.38
V00010 V00011	Buying on Impulse	26.70	154,379	26.77
V00011 V00012	Community Involvement	23.20	134,774	23.37
V00012 V00013	Concern for Appearance	28.43	157,835	27.37
V00013 V00014	Confidence in Advertising	30.94	162,974	28.26
V00014 V00015	Confidence in Big Business	27.33	147,326	25.55
V00015 V00016	Confidence in Small Business	26.39	156,927	27.21
V00010 V00017	Consumption Evangelism	30.14	160,881	27.89
V00017 V00018	Consumptivity	26.74	149,944	26.00
V00018	Cultural Assimilation	25.40	146,216	25.35
V00013	Culture Sampling	26.95	152,685	26.47
/00020	Discriminating Consumerism	24.22	137,885	23.91
/00021	Duty	24.21	140,092	24.29
/00022	Ecological Concern	18.57	115,497	20.03
/00023	Ecological Concern  Ecological Fatalism	28.59	155,909	27.03
		23.03		22.88
/00025	Ecological Lifestyle		131,937	
/00026 /00027	Effort Toward Health	24.53	137,433	23.83
/00027 /00028	Emotional Control Enthusiasm for Technology	24.28 26.81	141,521	24.54 25.43
			146,651	
/00029 /00030	Equal Relationship with Youth	24.79	140,719	24.40
/00030	Ethical Consumerism	22.92	134,701	23.36
/00031	Fatalism	25.85	146,987	25.49
/00032	Fear of Violence	25.70	154,506	26.79
/00033	Financial Concern Regarding the Future	23.97	144,170	25.00
/00034	Financial Security	25.30	146,753	25.45
/00035	Flexible Families	23.35	135,546	23.50
/00036	Fulfilment Through Work	16.29	104,820	18.18
/00037	Global Consciousness	22.54	130,192	22.57
/00038	Importance of Aesthetics	28.66	158,383	27.46
00039	Importance of Brand	26.48	151,210	26.22
/00040	Importance of Price	26.01	149,759	25.97
/00041	Importance of Spontaneity	21.32	127,904	22.18
00042	Interest in the Unexplained	24.77	145,357	25.20
/00043	Introspection & Empathy	25.13	149,696	25.96
/00044	Intuition & Impulse	25.02	141,247	24.49
/00045	Joy of Consumption	26.28	146,756	25.45
/00046	Just Deserts	27.22	150,350	26.07
/00047	Legacy	27.28	151,142	26.21
/00049	Multiculturalism	26.48	150,564	26.11
/00050	National Pride	27.54	158,513	27.48
/00051	Need for Escape	29.11	166,032	28.79
/00052	Need for Status Recognition	27.86	150,684	26.13
/00053	North American Dream	27.42	153,220	26.57
/00054	Obedience to Authority	25.89	151,760	26.31
/00055	Ostentatious Consumption	31.37	165,637	28.72
/00056	Parochialism	25.89	152,692	26.48
/00057	Patriarchy	27.52	154,633	26.81
/00058	Penchant for Risk	30.49	168,205	29.16
/00059	Personal Challenge	24.36	146,541	25.41
/00060	Personal Control	22.68	138,348	23.99
/00061	Personal Creativity	23.49	135,997	23.58
00062	Personal Expression	26.91	150,444	26.09
00063	Personal Optimism	32.95	179,889	31.19
00063	Primacy of Environmental Protection	21.26	132,357	22.95
/00273 /00064		28.55	160,823	22.95 27.89
/00064 /00065	Primacy of the Family Propriety			27.89 25.87
/00065 /00066	Propriety Pursuit of Intensity	25.92 25.70	149,187 143,487	25.87 24.88
/00066	Pursuit of Intensity  Pursuit of Novelty		152,193	
		28.13		26.39
/00068	Pursuit of Originality	28.35	157,244	27.27
/00069 /00070	Racial Fusion	27.87	158,178 134,322	27.43
/00070 /00272	Rejection of Authority	22.38		23.29
00272	Rejection of Inequality	20.85	125,885	21.83
/00072 /00073	Rejection of Orderliness	21.90	135,847	23.55
/00073	Religion a la Carte	23.26	132,801	23.03
/00074 /00075	Religiosity	31.17	172,500	29.91
00075	Saving on Principle	27.27	161,422	27.99
00076	Search for Roots	21.38	131,811	22.86
00077	Sensualism	23.57	138,618	24.04
00078	Sexism	25.41	136,667	23.70
00079	Sexual Permissiveness	23.31	132,287	22.94
08000	Skepticism Toward Small Business	24.14	135,439	23.48
00081	Skepticism Towards Advertising	21.57	127,094	22.04
00271	Social Darwinism	29.62	159,563	27.67
00083	Social Intimacy	24.86	147,420	25.56
00084	Social Learning	22.96	134,154	23.26
/00085	Social Responsibility	22.83	131,982	22.88
/00086	Spiritual Quest	27.45	155,795	27.01
/00087	Status via Home	33.24	173,211	30.03
	Technology Anxiety	26.98	158,137	27.42
/00088	Time Stress	28.03	162,590	28.19
		30.41	168,470	29.21
/00089	I raditional Family			
/00088 /00089 /00090 /00091	Traditional Family Utilitarian Consumerism			
/00089 /00090 /00091	Utilitarian Consumerism	21.85	132,569	22.99
/00089 /00090 /00091 /00092	Utilitarian Consumerism Vitality	21.85 23.62	132,569 139,117	22.99 24.12
/00089 /00090 /00091	Utilitarian Consumerism	21.85	132,569	22.99