



# **Visitor Research Program**

Analysis of Visitors Who Reside Within Headwaters

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
- **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
- **<sup>1</sup>Index (%/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**



## Demographic Snapshot



### 53 Years

Median age of Households maintainer (99)



### 53.7%

Couples with Children at Home (102)



### 67%

Of Visitors travelled within 40 Km



### \$143,156

Average Household Income (105)



### 20.3%

Are Visible Minority Presence (118)



### 4 People+

36.7% of HHs have 4 or more people at Home (104)



### 22.5%

Born outside of Canada (107)



### 14.3%

Work in Sales & Service (100) & 11.3% in Business/Finance (100)



## Top Eight Forward Sortation Areas (FSAs)

## Top Nine Cities/Towns

Name	Count
L9W (Orangeville, ON)	5,422
L7C (Caledon, ON)	2,095
L7E (Bolton, ON)	1,729
L7K (Caledon, ON)	858
L9V (Orangeville, ON)	842
L0N (Palgrave, ON)	132
N0C (Dundalk, ON)	8
L0M (Angus, ON)	2

Name	Count
Caledon, ON (T)	4,682
Orangeville, ON (T)	3,605
Mono, ON (T)	1,412
Shelburne, ON (T)	319
Mulmur, ON (TP)	309
Amaranth, ON (TP)	278
East Garafraxa, ON (TP)	237
Grand Valley, ON (T)	173
Melancthon, ON (TP)	73



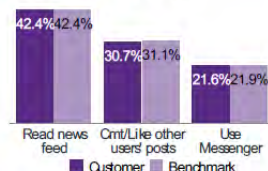
## Social Media Highlights



### FACEBOOK

76.7% currently use  
Index: 100

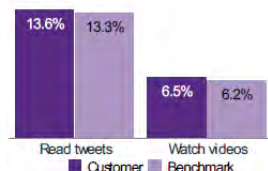
#### Top Activities (Daily)



### TWITTER

30.3% currently use  
Index: 104

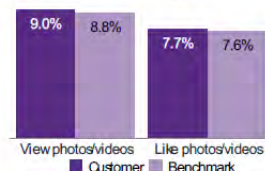
#### Top Activities (Daily)



### INSTAGRAM

39.3% currently use  
Index: 102

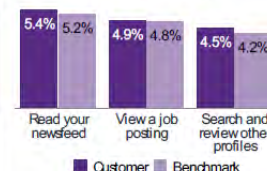
#### Top Activities (Daily)



### LINKEDIN

48.0% currently use  
Index: 102

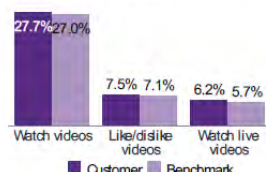
#### Top Activities (Weekly)



### YOUTUBE

72.6% currently use  
Index: 101

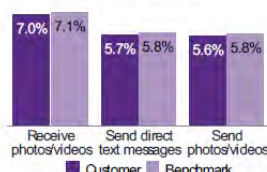
#### Top Activities (Daily)



### SNAPCHAT

14.3% currently use  
Index: 101

#### Top Activities (Weekly)



### WHATSAPP

41.3% currently use  
Index: 104

#### Top Activities (Daily)

# Demographics | Population & Households



Customers: Headwaters 2017-2019 All Postal Codes: QTY

## MEDIAN MAINTAINER AGE

53

Index: 99

## MARITAL STATUS



63.5%

Index: 103

Married/Common-Law

## FAMILY STATUS\*

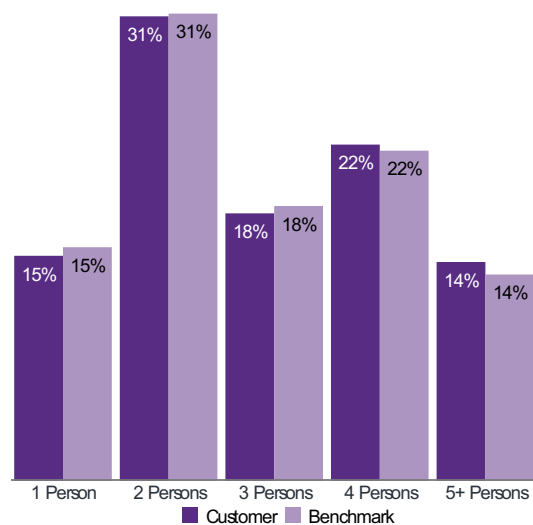


53.7%

Index: 102

Couples With Children At Home

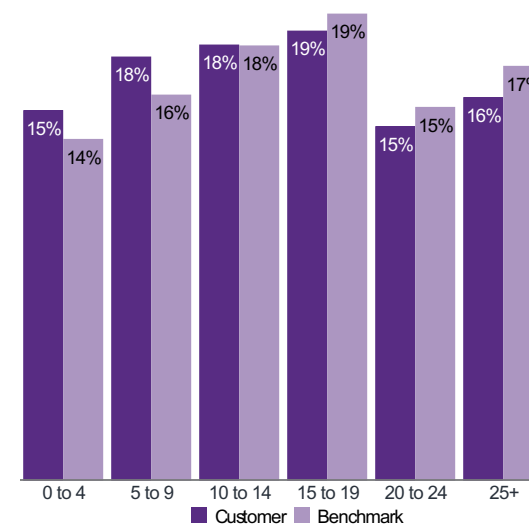
## HOUSEHOLD SIZE



## POPULATION BY AGE

	%	Index
0 to 4	5.6	108
5 to 9	6.2	110
10 to 14	6.4	101
15 to 19	6.9	97
20 to 24	6.2	95
25 to 29	5.9	97
30 to 34	6.3	102
35 to 39	6.8	108
40 to 44	6.9	106
45 to 49	7.2	98
50 to 54	7.3	95
55 to 59	7.6	96
60 to 64	6.2	99
65 to 69	4.9	99
70 to 74	4.0	98
75 to 79	2.6	96
80 to 84	1.7	96
85+	1.6	96

## AGE OF CHILDREN AT HOME



Benchmark: Headwaters Region Boundary

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\*Chosen from index ranking with minimum 5% composition

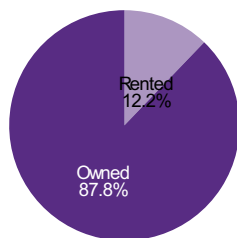
Index Colours:	<80	80 - 110	110+
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# Demographics | Housing & Income



**Customers:**Headwaters 2017-2019 All Postal Codes: QTY

## TENURE



## STRUCTURE TYPE



Houses

91.7%

Index: 99



Apartments

8.1%

Index: 110

## AGE OF HOUSING\*

4 - 9 Years Old

% Comp: 17.6 Index: 183

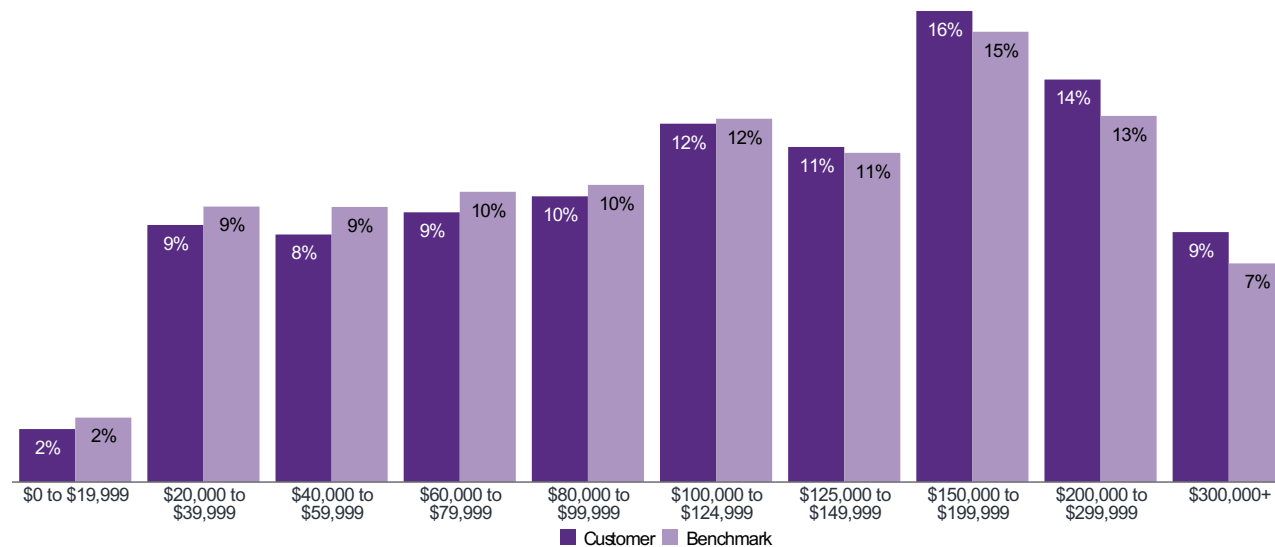
## AVERAGE HOUSEHOLD INCOME



\$143,156

Index: 105

## HOUSEHOLD INCOME DISTRIBUTION



**Benchmark:**Headwaters Region Boundary

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\*Chosen from index ranking with minimum 5% composition

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



Customers: Headwaters 2017-2019 All Postal Codes: QTY

## EDUCATION



22.8%  
Index: 111

University Degree

## LABOUR FORCE PARTICIPATION



69.9%  
Index: 100

Participation Rate

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



87.0%  
Index: 100

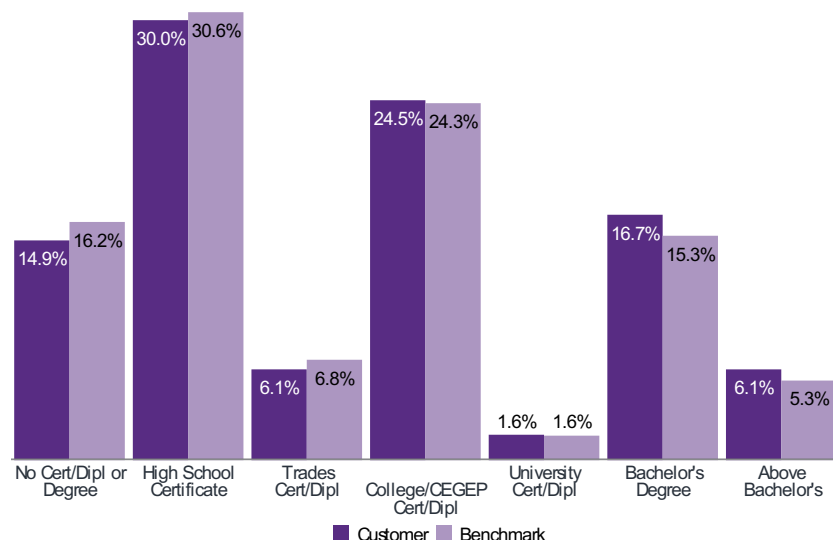
Travel to work by **Car (as Driver)**



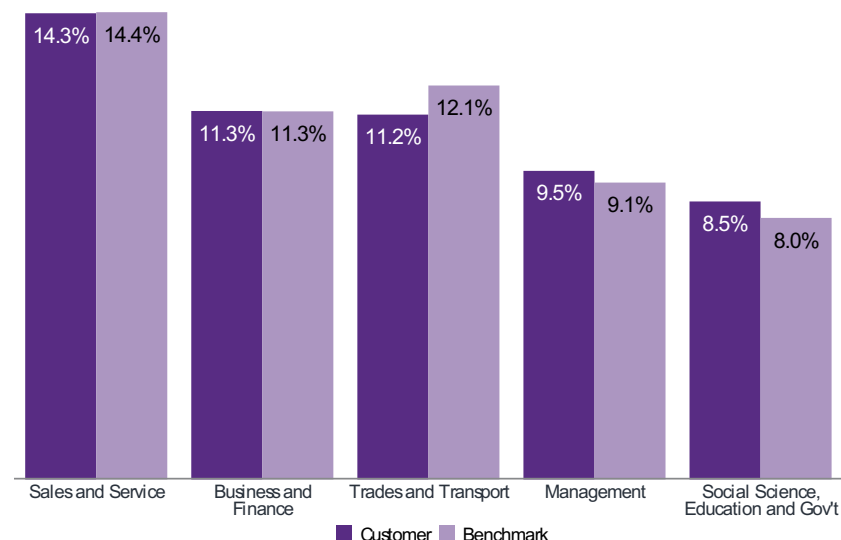
5.9%  
Index: 99

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

## EDUCATIONAL ATTAINMENT



## OCCUPATIONS: TOP 5\*



Benchmark: Headwaters Region Boundary

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\*Ranked by percent composition

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



**Customers:**Headwaters 2017-2019 All Postal Codes: QTY

## VISIBLE MINORITY PRESENCE



20.3%

Index: **118**

Belong to a visible minority group

## NON-OFFICIAL LANGUAGE



1.1%

Index: **101**

No knowledge of English or French

## IMMIGRATION



22.5%

Index: **107**

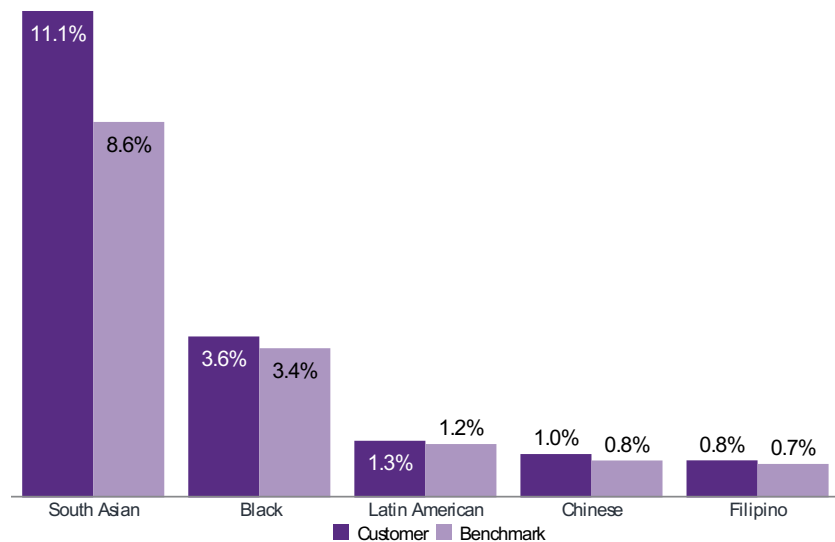
Born outside Canada

## PERIOD OF IMMIGRATION\*

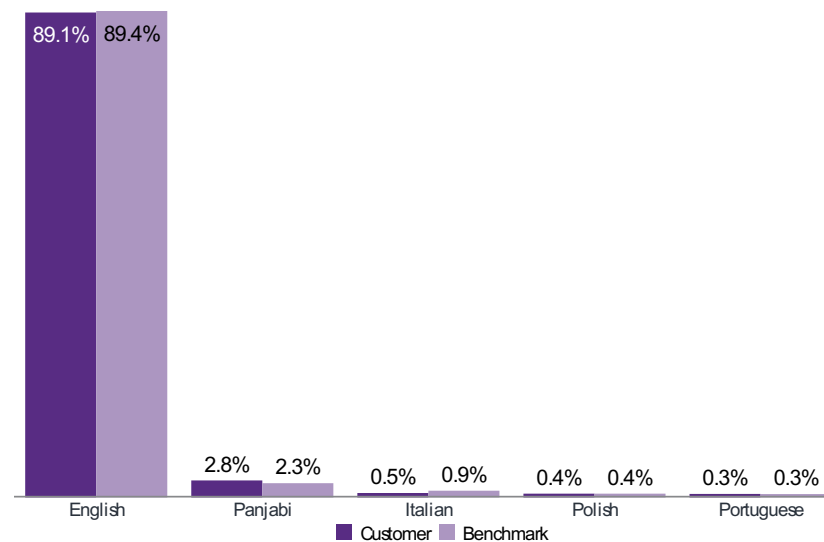
2017 To Present

% Comp: **6.0** Index: **120**

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



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



**Benchmark:**Headwaters Region Boundary

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\*Chosen from index ranking with minimum 5% composition

\*\*Ranked by percent composition

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



Customers:Headwaters 2017-2019 All Postal Codes: QTY

## HOUSEHOLD CHARACTERISTICS

	%	Base %	Index
<b>Age of Household Maintainer</b>			
15 to 24	0.68	0.83	81
25 to 34	11.34	11.03	103
35 to 44	20.20	18.18	111
45 to 54	22.36	23.36	96
55 to 64	22.00	22.62	97
65 to 74	13.62	14.25	96
75 or Older	9.80	9.74	101
<b>Size of Household</b>			
1 Person	14.86	15.43	96
2 Persons	30.78	30.96	99
3 Persons	17.68	18.16	97
4 Persons	22.25	21.85	102
5 or More Persons	14.44	13.61	106
<b>Household Type</b>			
Total Family Households	83.16	82.52	101
One-Family Households	78.88	78.68	100
Multiple-Family Households	4.29	3.84	112
Non-Family Households	16.84	17.48	96
One-Person Households	15.02	15.50	97
Two-Or-More-Person Households	1.82	1.98	92
<b>Marital Status</b>			
Married Or Living With A Common-Law Partner	63.50	61.87	103
Single (Never Legally Married)	25.04	26.17	96
Separated	2.74	2.88	95
Divorced	4.32	4.56	95
Widowed	4.40	4.53	97
<b>Children at Home</b>			
Percent: Households with Children at Home	54.96	55.07	100
<b>Age of Children at Home</b>			
0 to 4	15.31	14.12	108
5 to 9	17.54	15.96	110
10 to 14	18.04	18.00	100
15 to 19	18.61	19.32	96
20 to 24	14.65	15.45	95
25 and over	15.85	17.15	92

## DWELLING CHARACTERISTICS

	%	Base %	Index
<b>Housing Tenure</b>			
Owned	87.83	86.52	102
Rented	12.17	13.48	90
Band Housing	0.00	0.00	100
<b>Housing Type</b>			
Houses	91.74	92.48	99
Single-Detached House	79.33	79.41	100
Semi-Detached House	5.27	6.21	85
Row House	7.15	6.87	104
Apartments	8.09	7.33	110
High-rise (5+ Floors)	1.76	1.38	127
Low-rise (<5 Floors)	4.96	4.44	112
Detached Duplex	1.38	1.51	91
Other Dwelling Types	0.17	0.19	90
<b>Housing Period of Construction</b>			
Before 1961	11.60	13.40	87
1961 - 1980	19.27	23.26	83
1981 - 1990	12.32	13.22	93
1991 - 2000	13.81	17.44	79
2001 - 2005	8.30	9.28	89
2006 - 2010	7.70	5.69	135
2011 - 2016	17.59	9.61	183
After 2016	9.41	8.10	116

## INCOME, EDUCATION & EMPLOYMENT

	%	Base %	Index
<b>Household Income</b>			
Average Household Income	143,155.92	136,328.43	105
<b>Education</b>			
No Certificate, Diploma Or Degree	14.93	16.20	92
High School Certificate Or Equivalent	30.01	30.55	98
Apprenticeship Or Trades Cert/Dipl	6.11	6.76	90
College/CEGEP/Non-Uni Cert/Dipl	24.53	24.32	101
University Cert/Dipl Below Bachelor	1.63	1.57	104
University Degree	22.80	20.59	111
<b>Labour Force</b>			
In The Labour Force (15+)	69.89	69.77	100
<b>Labour Force by Occupation</b>			
Management	9.47	9.11	104
Business Finance Administration	11.32	11.31	100
Sciences	4.15	3.93	105
Health	3.49	3.23	108
Education, Gov't, Religion, Social	8.53	8.02	106
Art, Culture, Recreation, Sport	1.84	1.76	105
Sales and Service	14.33	14.37	100
Trades and Transport	11.21	12.10	93
Natural Resources and Agriculture	1.62	1.76	92
Manufacturing and Utilities	2.99	3.21	93
<b>Commuting</b>			
Car (As Driver)	86.99	86.73	100
Car (As Passenger)	5.88	5.96	99
Public Transit	2.75	2.70	102
Walk	3.31	3.43	96
Bicycle	0.28	0.32	86

## LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	%	Base %	Index
<b>Knowledge of Official Language</b>			
English Only	92.37	92.74	100
French Only	0.04	0.02	155
English And French	6.50	6.14	106
Neither English Nor French	1.10	1.09	101
<b>Immigration Status</b>			
Non-Immigrant Population	76.90	78.32	98
Born In Province of Residence	70.40	71.80	98
Born Outside Province of Residence	6.50	6.52	100
Immigrant Population	22.52	21.04	107
<b>Visible Minority Status</b>			
Total Visible Minorities	20.30	17.24	118
Chinese	0.95	0.81	118
South Asian	11.09	8.55	130
Black	3.65	3.38	108
Filipino	0.81	0.73	111
Latin American	1.26	1.18	106
Southeast Asian	0.29	0.29	102
Arab	0.32	0.36	89
West Asian	0.29	0.35	83
Korean	0.20	0.15	131
Japanese	0.08	0.11	77
<b>Mother Tongue*</b>			
English	77.86	78.27	99
French	1.07	1.08	99
Total Non-Official	19.18	18.76	102
Punjabi	4.71	3.74	126
Italian	2.95	4.05	73
Portuguese	1.53	1.40	110
Polish	1.10	1.07	103
Spanish	1.09	1.14	95
German	1.00	1.13	88
Hindi	0.47	0.35	137
Dutch	0.45	0.47	96
Tagalog	0.40	0.36	109
Arabic	0.35	0.35	99

Benchmark:Headwaters Region Boundary

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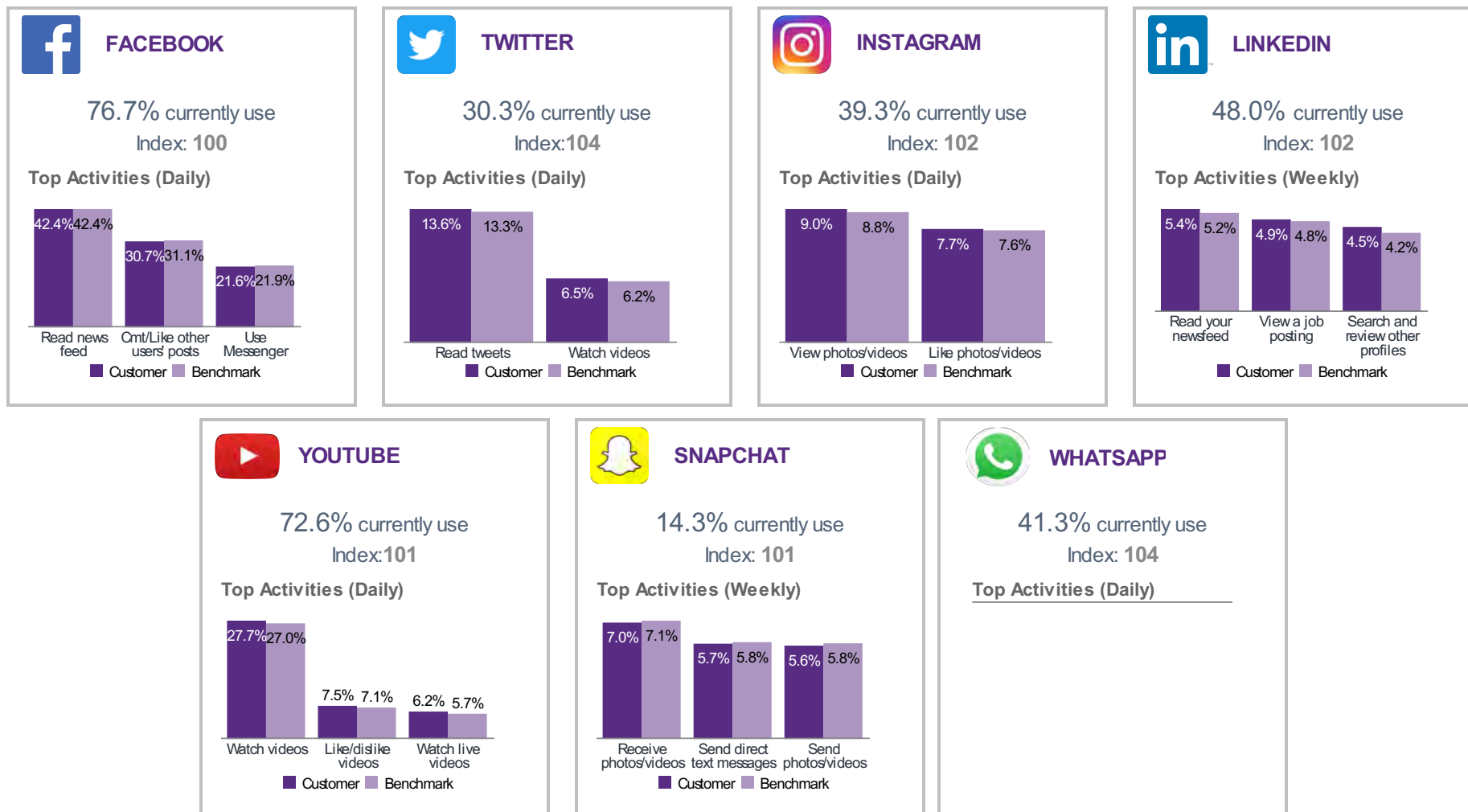
\*Displaying top 10 non-official Mother Tongue language variables by percent composition

Index Colours: <80 80 - 110 110+

# Opticks Social | Social Media Activities



**Customer:**Headwaters 2017-2019 All Postal Codes: QTY



**Benchmark:** Headwaters Region Boundary

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Chosen and ranked by percent composition

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

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



**Customer:** Headwaters 2017-2019 All Postal Codes: QTY

## FRIENDS IN ALL SM NETWORKS



34.9%

Index:98

0-49 friends

## FREQUENCY OF USE (DAILY)



56.1%

Index:99

Facebook

## BRAND INTERACTION



36.2%

Index:101

Like brand on Facebook

## NO. OF BRANDS INTERACTED

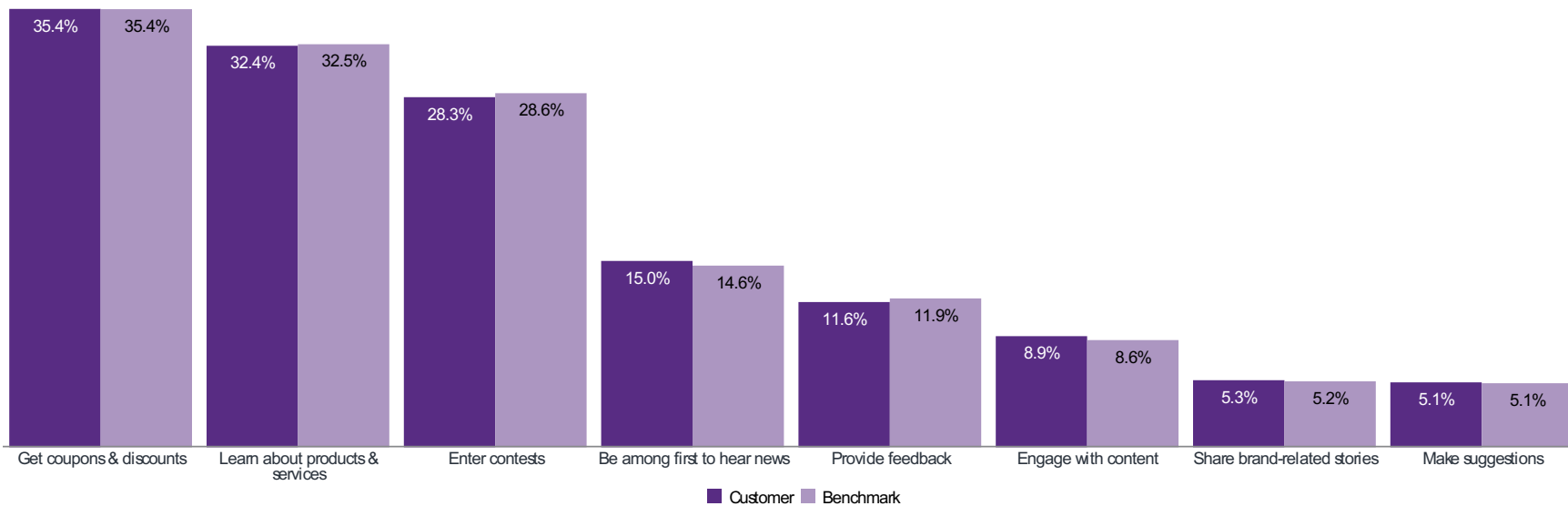


31.6%

Index:100

2-5 brands

## REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



**Benchmark:**Headwaters Region Boundary

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Chosen and ranked by percent composition

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



Customer: Headwaters 2017-2019 All Postal Codes: QTY

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



9.3%

Index: 105

Vacation, travel-related



6.9%

Index: 105

Entertainment-related (i.e. movies)



6.7%

Index: 105

Big-ticket (i.e. appliances)

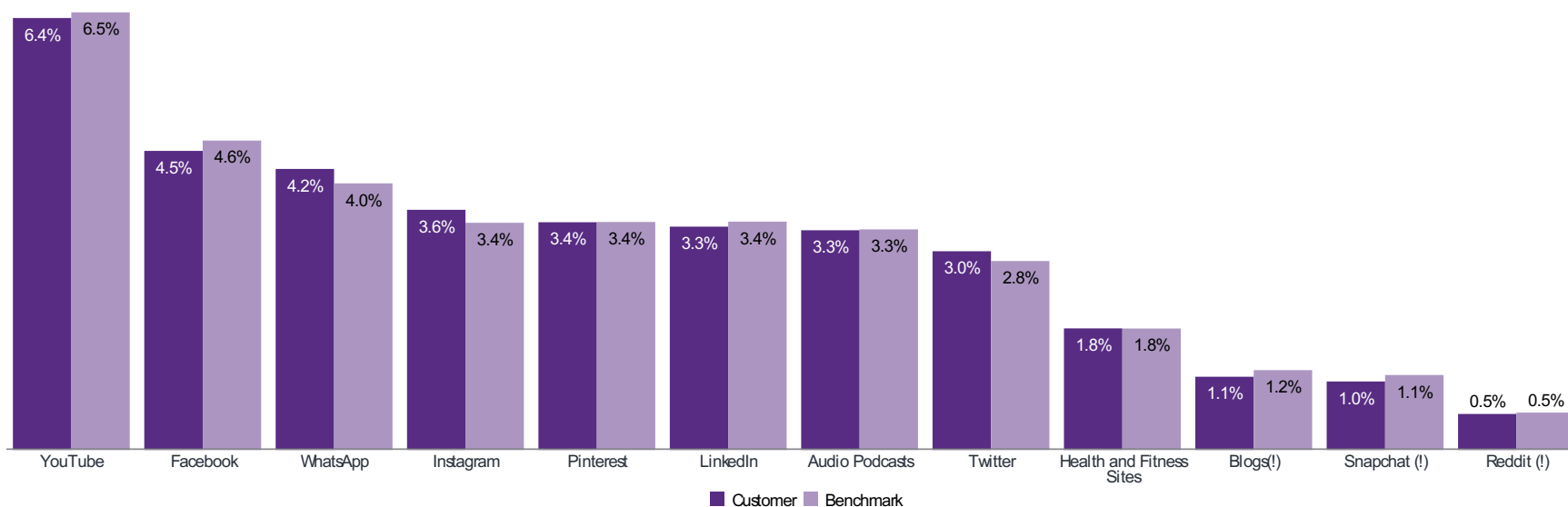


6.7%

Index: 108

Car, auto-related

## USAGE EXPECTATIONS (Increase in the next yr)



Benchmark: Headwaters Region Boundary

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Chosen and ranked by percent composition

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

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

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



Customer: Headwaters 2017-2019 All Postal Codes: QTY



## DESCRIBES ME\*...

*Use SM to stay connected with personal contacts*

% Comp **45.3** Index **100**



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

% Comp **23.9** Index **101**



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

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



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

% Comp **8.5** Index **98**



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

% Comp **85.1** Index **99**



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

% Comp **21.3** Index **99**

Benchmark: Headwaters Region Boundary

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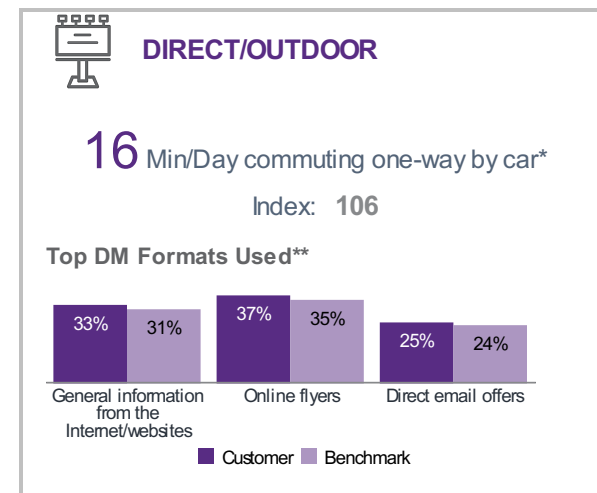
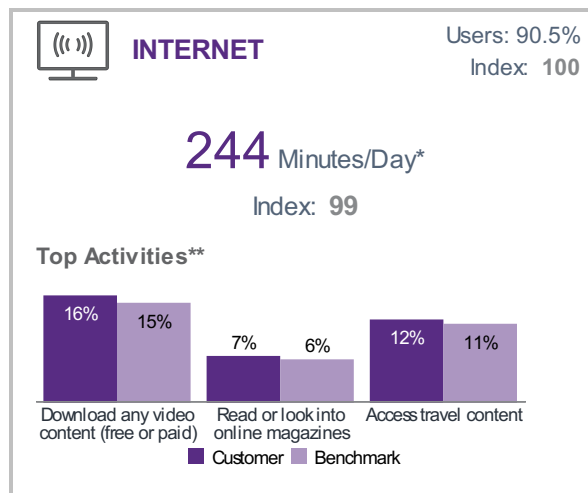
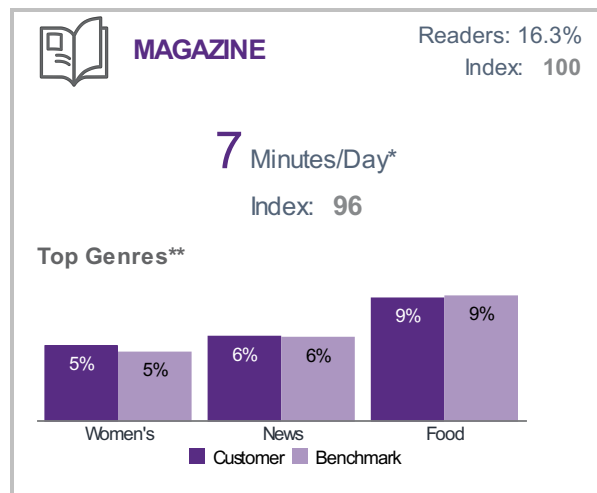
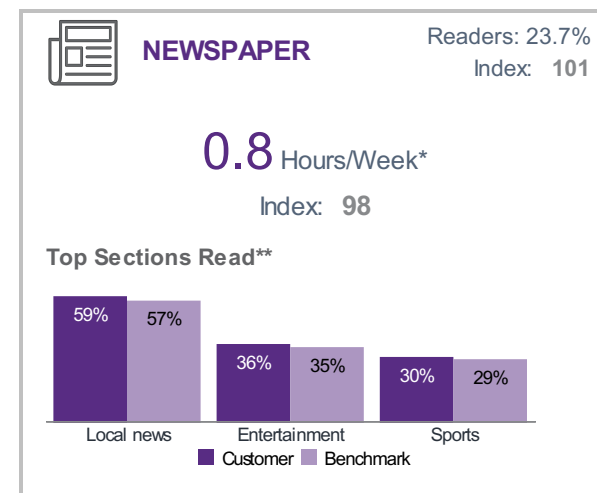
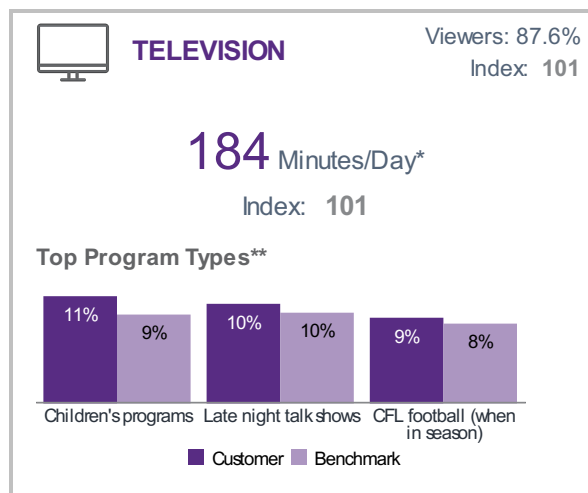
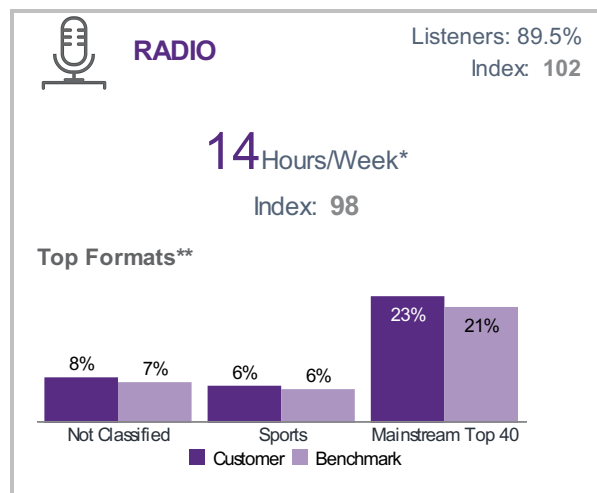
\*Chosen and ranked by percent composition with a minimum of 5%

Index Colours:	<80	80 - 110	110+
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# Behavioural | Media Overview



Customers: Headwaters 2017-2019 All Postal Codes: QTY



Benchmark: Headwaters Region Boundary

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\*Consumption values based to Household Population 12+

\*\*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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Customers: Headwaters 2017-2019 All Postal Codes: QTY

## TELEVISION

	%	Base %	Index
<b>Viewership</b>			
Heavy	15.21	15.64	97
Medium/Heavy	17.98	17.86	101
Medium	18.61	17.87	104
Medium/Light	18.85	17.30	109
Light	16.93	17.64	96
<b>Top Program Types (Watch in Typical Week)*</b>			
Children's programs	11.31	9.34	121
Late night talk shows	10.49	9.54	110
CFL football (when in season)	9.01	8.37	108
Variety/award specials	7.87	7.35	107
Sci-Fi/fantasy/comic book shows	15.07	14.25	106
Basketball (when in season)	14.53	13.80	105
Home renovation/decoration shows	26.64	25.54	104
Cartoons	10.50	10.15	103
Movies	46.83	45.66	103
Baseball (when in season)	16.16	15.80	102
Contest shows	14.13	13.90	102
Cooking programs	23.27	22.78	102
Entertainment news programs	9.90	9.76	102
Golf	6.72	6.62	102
Hockey (when in season)	26.61	26.11	102

## RADIO

	%	Base %	Index
<b>Listenership</b>			
Heavy	19.88	21.00	95
Medium/Heavy	21.12	20.44	103
Medium	23.00	22.20	104
Medium/Light	19.18	18.74	102
Light	16.83	17.63	95
<b>Top Formats (Weekly Reach)*</b>			
Not Classified	7.90	7.03	112
Sports	6.38	5.76	111
Mainstream Top 40/CHR	22.57	20.62	109
Adult Contemporary	17.70	16.46	107
Hot Adult Contemporary	18.25	17.44	105
Today's Country	14.75	14.41	102
Classic Hits	14.64	14.85	99
Mainstream Rock	16.25	16.50	98
All News	9.84	10.00	98
Modern/Alternative Rock	7.26	7.44	98
Multi/Variety/Specialty	8.12	8.59	95
News/Talk	18.56	19.55	95

## NEWSPAPERS

	%	Base %	Index
<b>Readership - Dailies</b>			
Heavy	3.92	4.05	97
Medium/Heavy	3.93	4.11	96
Medium	4.73	4.76	99
Medium/Light	6.12	5.73	107
Light	5.00	4.85	103
<b>Section Read - Dailies*</b>			
Local & regional news	58.68	56.60	104
Movie & entertainment	36.20	34.74	104
Sports	30.12	29.05	104
Computer/high tech	13.22	12.98	102
Fashion/lifestyle	20.40	19.93	102
National news	51.07	49.97	102
Health	30.92	30.62	101
Automotive	14.15	14.13	100
Business & financial	25.55	25.57	100
Food	29.30	29.31	100
<b>Readership - Community Papers</b>			
Heavy	9.78	9.54	102
Medium/Heavy	7.16	7.19	100
Medium	8.45	8.20	103
Medium/Light	7.33	7.01	105
Light	5.94	6.41	93

## INTERNET

	%	Base %	Index
<b>Usage</b>			
Heavy	20.78	20.79	100
Medium/Heavy	19.82	20.14	98
Medium	17.65	17.39	102
Medium/Light	16.79	16.42	102
Light	15.49	15.67	99
<b>Online Social Networks (Used in Past Month)</b>			
Tumblr	1.75	1.62	108
Instagram	29.91	29.40	102
LinkedIn	14.66	14.41	102
Facebook	46.74	46.07	101
Twitter	14.68	14.52	101
Pinterest	14.80	14.79	100
Online/Internet dating sites	1.20	1.22	99
YouTube	38.28	38.53	99
Snapchat	14.21	14.50	98
Video/photo sharing	1.61	1.86	87
<b>Top Activities (Past Week)</b>			
Download any video content (free or paid)	15.66	14.57	108
Read or look into online magazines	6.68	6.18	108
Access travel content	12.09	11.46	106
Read or look into online newspapers	12.32	11.59	106
Download/print/redeem discount coupon	11.06	10.51	105
Research products/services	29.97	28.62	105
Access restaurant guides/reviews	14.99	14.21	105
Listen to a radio broadcast via streaming audio	8.88	8.54	104
Compare products/prices while shopping	31.81	30.45	104
Consult consumer reviews	20.16	19.36	104
Access health-related content	17.11	16.43	104
Access home decor-related content	10.68	10.27	104
Access professional sports content	14.51	13.94	104
Listen to music via streaming video service (e.g. YouTube)	27.24	26.50	103
Enter online contests	7.75	7.49	103

## DIRECT

	%	Base %	Index
<b>Used in Shopping</b>			
General information from the Internet/websites	32.58	30.72	106
Online flyers	36.60	34.71	105
Direct email offers	25.15	23.98	105
Coupons	34.54	33.41	103
Flyers inserted into a daily newspaper	20.13	19.48	103
Local store catalogues	21.55	21.38	101
Mail order	6.58	6.50	101
Flyers delivered to the door or in the mail	40.71	40.78	100
Flyers inserted into a community newspaper	33.77	34.37	98
<b>Opinion of Flyers to Door/By Mail</b>			
Very unfavourable	26.51	25.95	102
Very favourable	19.71	19.47	101
Somewhat favourable	36.28	36.51	99
Somewhat unfavourable	17.50	18.08	97

## MAGAZINES

	%	Base %	Index
<b>Readership</b>			
Heavy	2.47	2.60	95
Medium/Heavy	3.34	3.47	96
Medium	4.05	4.02	101
Medium/Light	2.74	2.63	104
Light	3.69	3.57	103
<b>Top Magazine Types*</b>			
Women's	5.45	4.98	109
News & current affairs	6.14	6.06	101
Food & beverage	8.91	9.06	98
Health/fitness	5.11	5.20	98
Gardening & homes	6.47	6.66	97
Entertainment/celebrity	6.67	7.03	95
Travel & tourism	5.91	6.27	94

Benchmark: Headwaters Region Boundary

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\*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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# Behavioural | Sports & Leisure Overview - Attend



Customers: Headwaters 2017-2019 All Postal Codes: QTY

## Top Shows & Exhibitions

Craft shows



7.0%

Index: 103

Auto shows



5.5%

Index: 98

Home shows



6.2%

Index: 95

## Top Local Attractions & Destinations

Music festivals



9.1%

Index: 108

Dancing/night clubs



7.9%

Index: 107

Parks/city gardens



32.1%

Index: 105

Other leisure activities



32.9%

Index: 105

## Top Professional Sports

Soccer



6.0%

Index: 102

Hockey



22.1%

Index: 100

Basketball



8.7%

Index: 99

Baseball



19.9%

Index: 98

## Top Concert & Theatre Venues

Theatre - Community theatres



13.9%

Index: 109

Concerts - Other concert venues



10.1%

Index: 107

Concerts - Night clubs/bars



14.0%

Index: 104

Concerts - Arenas



37.4%

Index: 102

Benchmark: Headwaters Region Boundary

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\*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

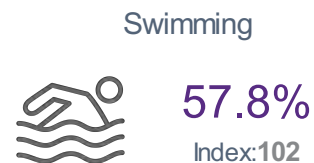
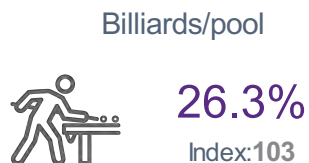


# Behavioural | Sports & Leisure Overview - Participate

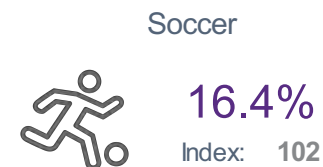
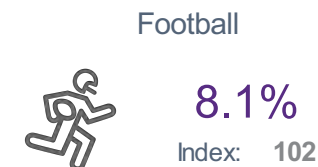
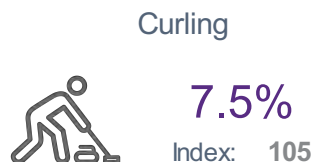


Customers: Headwaters 2017-2019 All Postal Codes: QTY

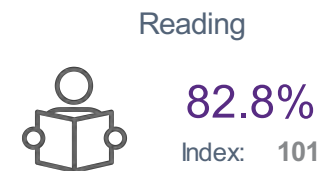
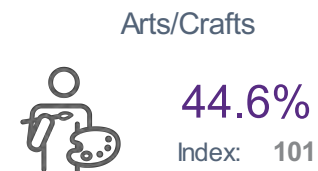
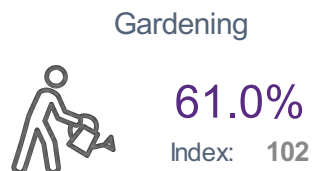
## Top Individual Sports



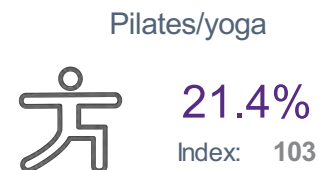
## Top Team Sports



## Top Activities



## Top Fitness



Benchmark: Headwaters Region Boundary

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\*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	111-160
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Customers: Headwaters 2017-2019 All Postal Codes: QTY



## Strong Values

	Index
Ostentatious Consumption	104
Pursuit of Novelty	104
Status via Home	104
Consumption Evangelism	103
Ecological Fatalism	103
Equal Relationship with Youth	103
Personal Expression	103
Personal Optimism	103
Pursuit of Originality	103
Active Government	102



## Descriptions | Top 3 Strong Values

### Ostentatious Consumption

Desire to impress others and express one's social standing through the display of objects that symbolize affluence.

### Pursuit of Novelty

Active desire to discover new "modern" products, services and experiences, and to integrate them into the routine of daily life. People who are strong on this construct want to experience something new every day.

### Status via Home

Feeling a strong sense that one's home represents an extension of one's image. People strongest on this construct make great efforts to decorate and equip their homes in a manner that will impress others, and pay particular attention to the way they entertain in the home.



## Weak Values

	Index
Attraction to Nature	96
Introspection & Empathy	97
Brand Apathy	98
Financial Concern Regarding the Future	98
Fulfillment Through Work	98
Obedience to Authority	98
Parochialism	98
Rejection of Orderliness	98
Aversion to Complexity	98
Utilitarian Consumerism	98



## Descriptions | Top 3 Weak Values

### Attraction to Nature

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

### Introspection & Empathy

Tendency to analyze and examine one's actions and those of others dispassionately, rather than being judgmental about variances from the norm or from one's own way of doing things. An interest in understanding life, and others, rather than taking sides.

### Aversion to Complexity

Tendency to find it difficult to adapt to the uncertainties of modern life, and to feel threatened by the changes and complexities of society today. A desire to avoid this complexity as a learning experience and a source of opportunity.

Top 5 segments represent **63.2%** of customers in Headwaters Region Boundary



Rank: 1  
Customers: 2,234  
Customers %: 20.19  
% in Benchmark: 13.73  
Index: 147

The wealthiest suburban segment, Turbo Burbs is a haven for middle-aged families enjoying the fruits of their labour. Found in the outer-ring subdivisions of a handful of large cities, the segment mostly contains families with children between the ages of 10 and 25. More than 90 percent of households live in recently built single-detached homes, with an average dwelling value of more than \$700,000. The adults have parlayed mixed educations—with significant rates for high school, college and university achievement—into well-paying management, finance, education and government jobs. In their suburban neighbourhoods, many spend a lot of time in their cars, relying on their vehicles to commute to work and chauffeur their teenage children to after-school and athletic activities. While these families live well, participating in all kinds of outdoor sports and travelling extensively, they also give back to the community, volunteering their time and scoring high for donating more than \$5,000 a year to charities. Members of Turbo Burbs believe they have a Social Responsibility to help those less fortunate.



Rank: 2  
Customers: 1,952  
Customers %: 17.64  
% in Benchmark: 20.04  
Index: 88

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.



Rank: 3  
Customers: 1,568  
Customers %: 14.17  
% in Benchmark: 12.29  
Index: 115

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: 4  
Customers: 669  
Customers %: 6.05  
% in Benchmark: 5.61  
Index: 108

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).



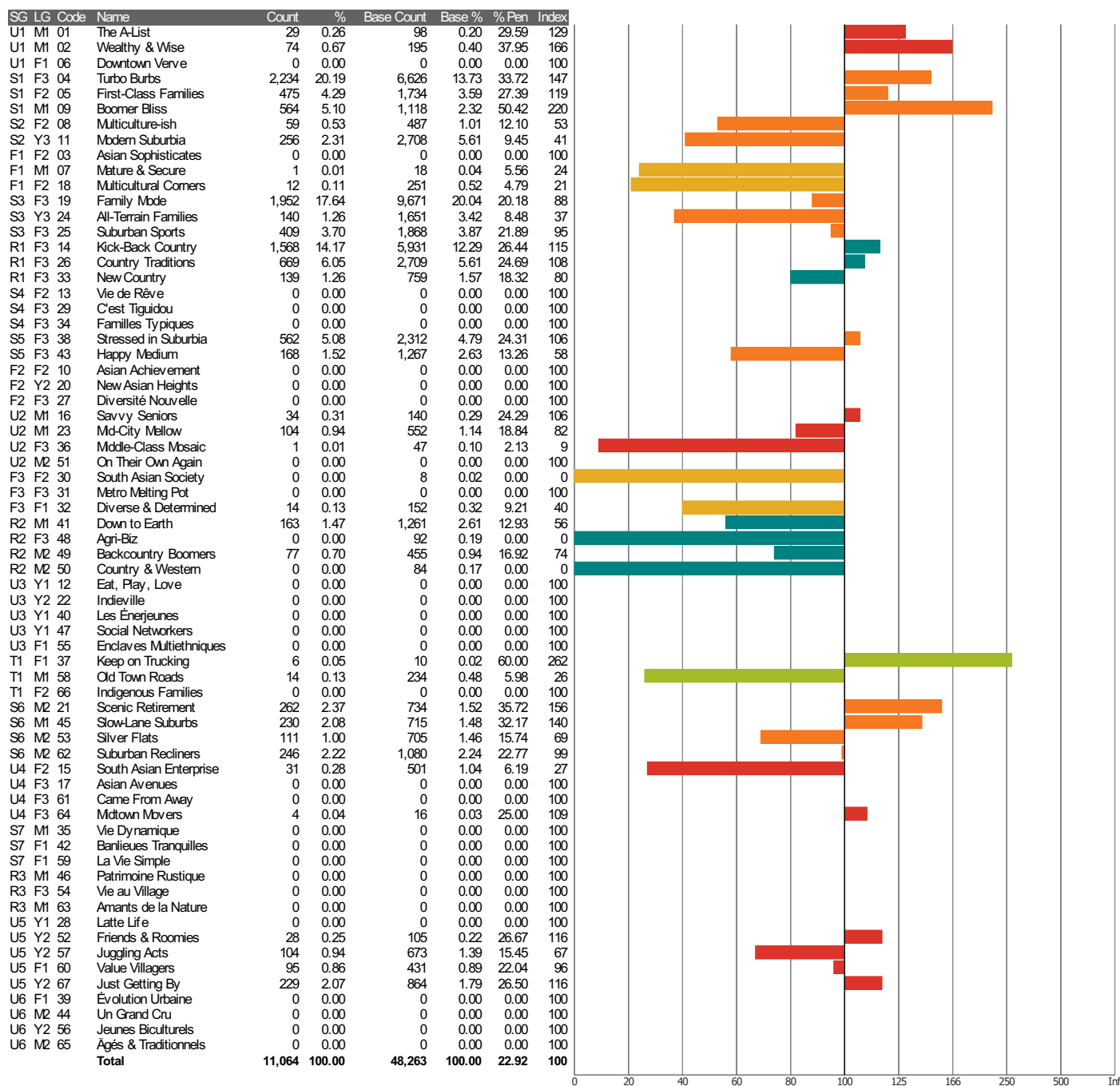
Rank: 5  
Customers: 564  
Customers %: 5.10  
% in Benchmark: 2.32  
Index: 220

Boomer Bliss consists of older couples and families found in suburban neighbourhoods throughout the country surrounding large cities like London, Hamilton, St. Catharines and Victoria. Nearly two-thirds of maintainers are over 55 years old, and households include both retirees and those still in the labour force. With their university and college educations, those still employed hold white-collar positions in management, education, health and government services. Their upper-middle-class incomes—about 35 percent above average—allow them to own comfortable single-detached houses built between 1960 and 2000. Many of the adults are longtime residents who have paid off their mortgages and show little interest in leaving their now-empty nests. Like other suburbanites, they score high for owning an SUV, though in this segment it's more likely to be an imported luxury model. Boomer Bliss members take advantage of their proximity to both city centres and small towns, enjoying the arts—including theatre productions, art galleries and rock and country music concerts—and outdoor activities like golfing and fishing. Financially comfortable, they feel secure in their suburban communities filled with like-minded second- and third-generation Canadians, and they score low for Penchant for Risk.

# PRIZM Profile | Customers

Customers:Headwaters 2017-2019 All Postal Codes: QTY

Total Customers:11,064



Benchmark:Headwaters Region Boundary

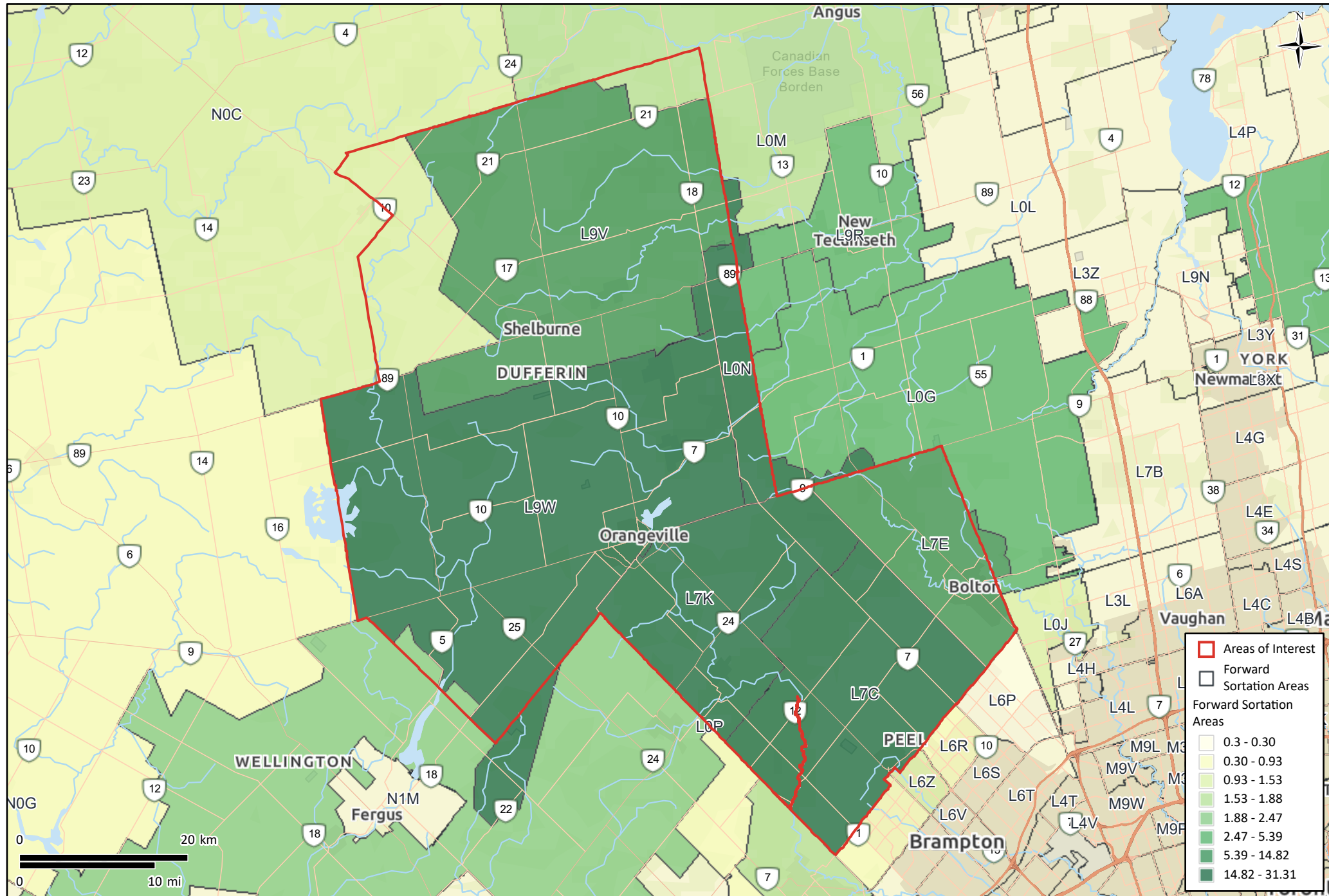
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## **Report 2: Ranking Standard Areas (FSA)**

# Headwaters 2017-2019 All Postal Codes- QTY

## Headwaters Region Boundary (percentPenetration)





## Ranking Areas - Std. Geo. | Customers

Customer: Headwaters 2017-2019 All Postal Codes: QTY

Name	Code	Count	%	Base Count	Base %	% Pen	Index
L9W (Orangeville, ON)	L9W	5,422	48.90	17,561	6.78	30.88	721
L7C (Caledon, ON)	L7C	2,095	18.89	9,150	3.53	22.90	535
L7E (Bolton, ON)	L7E	1,729	15.59	11,778	4.55	14.68	343
L7K (Caledon, ON)	L7K	858	7.74	3,200	1.24	26.81	626
L9V (Orangeville, ON)	L9V	842	7.59	6,055	2.34	13.91	325
L0N (Palgrave, ON)	L0N	132	1.19	1,201	0.46	10.99	257
N0C (Dundalk, ON)	N0C	8	0.07	6,403	2.47	0.12	3
L0M (Angus, ON)	L0M	2	0.02	13,232	5.11	0.02	0



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



## Distance Decay for 2017 - 2019

Region	% Local Visitors (within 40 KM)	% Rest of Ontario	% Other Provinces	% US Visitors
Durham Visitor	57.12%	41.12%	1.12%	0.64%
York Visitor	65.29%	27.84%	2.08%	4.79%
Headwaters Visitor	66.97%	32.22%	0.57%	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

Benchmark: Headwaters Region Boundary

Ranking Areas - Std. Geo.   Target Group				FSAs that also appear in the Data provided																				
Benchmark: Headwaters Region Boundary				Over Indexed by >10								Under Indexed by <10												
Name		Code	Base Count	Base %	04 Turbo Burbs				19 Family Mode				14 Kick-Back Country				26 Country Traditions				09 Boomer Bliss			
					Count	%	% Pen	Index	Count	%	% Pen	Index	Count	%	% Pen	Index	Count	%	% Pen	Index	Count	%	% Pen	Index
L7E (Bolton, ON)	L7E		11,778	4.55	2,288	14.09	19.43	310	4,829	24.71	41.00	543	653	2.11	5.54	46	107	0.92	0.91	20	242	11.78	2.05	259
L0G (Tottenham, ON)	L0G		14,645	5.66	2,065	12.71	14.10	225	1,900	9.72	12.97	172	3,242	10.49	22.14	186	3,314	28.49	22.63	504	12	0.59	0.08	10
L0P (Campbellville, ON)	L0P		3,015	1.16	1,793	11.04	59.48	948	43	0.22	1.43	19	1,035	3.35	34.33	288	3	0.03	0.11	3	0	0.02	0.01	1
L9W (Orangeville, ON)	L9W		17,561	6.78	1,458	8.98	8.30	132	3,926	20.09	22.36	296	1,637	5.30	9.32	78	1,048	9.01	5.97	133	760	37.01	4.33	546
L7C (Caledon, ON)	L7C		9,149	3.53	1,391	8.56	15.20	242	567	2.90	6.20	82	1,894	6.13	20.70	174	126	1.08	1.37	31	44	2.16	0.48	61
L7K (Caledon, ON)	L7K		3,200	1.24	1,245	7.67	38.91	620	29	0.15	0.91	12	771	2.50	24.10	202	560	4.81	17.49	389	55	2.67	1.71	216
L0J (Kleinburg, ON)	L0J		2,031	0.78	1,220	7.51	60.08	958	16	0.08	0.79	10	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0
N0B (Elora, ON)	N0B		30,584	11.81	798	4.91	2.61	42	4,363	22.32	14.26	189	16,736	54.17	54.72	459	101	0.87	0.33	7	34	1.67	0.11	14
L9V (Orangeville, ON)	L9V		6,055	2.34	232	1.43	3.83	61	317	1.62	5.24	69	782	2.53	12.92	108	749	6.44	12.37	275	18	0.87	0.29	37
L6Z (Brampton, ON)	L6Z		11,206	4.33	64	0.39	0.57	9	32	0.16	0.28	4	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0
L6P (Brampton, ON)	L6P		22,224	8.58	55	0.34	0.25	4	0	0.00	0.00	0	9	0.03	0.04	0	0	0.00	0.00	0	39	1.90	0.18	22
L0N (Palgrave, ON)	L0N		1,201	0.46	48	0.30	4.00	64	19	0.10	1.56	21	783	2.54	65.20	546	218	1.87	18.12	403	0	0.00	0.00	0
L9R (Alliston, ON)	L9R		9,011	3.48	41	0.25	0.46	7	961	4.92	10.66	141	503	1.63	5.58	47	415	3.57	4.61	103	180	8.77	2.00	252
L0M (Angus, ON)	L0M		13,232	5.11	31	0.19	0.23	4	161	0.82	1.22	16	1,147	3.71	8.67	73	4,669	40.14	35.29	786	4	0.21	0.03	4
L7A (Brampton, ON)	L7A		23,948	9.25	19	0.12	0.08	1	78	0.40	0.33	4	9	0.03	0.04	0	0	0.00	0.00	0	0	0.00	0.00	0
L6R (Brampton, ON)	L6R		24,276	9.38	13	0.08	0.05	1	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0
N0G (Mount Forest, ON)	N0G		32,558	12.57	11	0.07	0.03	1	44	0.23	0.14	2	577	1.87	1.77	15	114	0.98	0.35	8	0	0.02	0.00	0
N0C (Dundalk, ON)	N0C		6,403	2.47	1	0.00	0.01	0	0	0.00	0.00	0	29	0.10	0.46	4	43	0.37	0.68	15	2	0.07	0.02	3



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



## Middle-aged upscale suburbanites

### Who They Are

The wealthiest suburban segment, Turbo Burbs is a haven for middle-aged families enjoying the fruits of their labour. Found in the outer-ring subdivisions of a handful of large cities, the segment mostly contains families with children between the ages of 10 and 25. More than 90 percent of households live in recently built single-detached homes, with an average dwelling value of more than \$700,000. The adults have parlayed mixed educations—with significant rates for high school, college and university achievement—into well-paying management, finance, education and government jobs. In their suburban neighbourhoods, many spend a lot of time in their cars, relying on their vehicles to commute to work and chauffeur their teenage children to after-school and athletic activities. While these families live well, participating in all kinds of outdoor sports and travelling extensively, they also give back to the community, volunteering their time and scoring high for donating more than \$5,000 a year to charities. Members of Turbo Burbs believe they have a *Social Responsibility* to help those less fortunate.

Turbo Burbs presents a portrait of suburban success. These home-centric families spend freely on technology, home décor, gardens and decks; they equip their properties with hot tubs, gas barbecues and patio furniture. But these adults work for it and travel for business at high rates. And while medium-size luxury cars and large SUVs dominate their garages, there's also room in there for boats, camping equipment and lots of exercise and golfing gear. The adults here enjoy going out to bars and restaurants: they're frequent patrons of sports bars, pubs and nearly every casual family restaurant chain in Canada. A weekend date may mean a trip to the theatre, a dramatic movie, country music concert or museum. For a longer vacation, Turbo Burbs families like to explore English Canada, cottage country or almost any state in the U.S. They're not fussy about accommodations and have high rates for staying at all-inclusive resorts, bed and breakfasts, RVs and campgrounds. They can enjoy their on-the-go lifestyle thanks to a financial cushion: a large, diversified portfolio with a high net worth.

### How They Think

Turbo Burbs residents have been successful in establishing their place in society, as their affluence and lifestyle suggest. They're comfortable setting difficult goals for themselves, controlling the direction of their lives and questioning authority figures (*Personal Challenge, Personal Control, Rejection of Authority*). They see Canada as a land of opportunity where anyone who works hard enough can make it (*North American Dream*). Turbo Burbs members hold progressive values, accepting non-traditional definitions of family and giving their children the freedoms of adults (*Flexible Families, Equal Relationship with Youth*). As consumers, many think of themselves as leaders and influencers among their peers (*Consumption Evangelism*), and they prefer products offered by companies that are good corporate citizens (*Ethical Consumerism*). Indeed, they support small businesses because they believe they operate more ethically and produce goods at a better price compared to large companies (*Confidence in Small Business*). They have their favourite brands and are especially drawn to items that demonstrate their individuality (*Importance of Brand, Pursuit of Originality*). Despite all these decision criteria, price is still important to them, reflecting their tendency to be guided by reason and logic (*Importance of Price, Emotional Control*).

#### Population:

489,718  
(1.29% of Canada)

#### Households:

162,533  
(1.09% of Canada)

#### Average Household Income:

\$212,649

#### Average Household Net Worth:

\$1,483,649

#### House Tenure:

Own

#### Education:

University/College/  
High School

#### Occupation:

White Collar/Service  
Sector

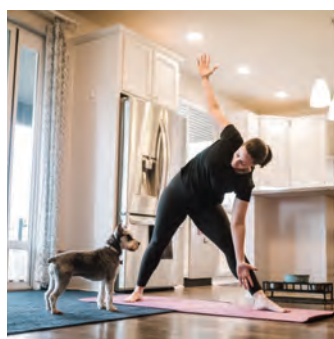
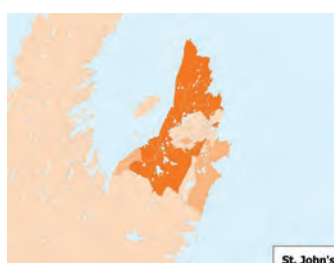
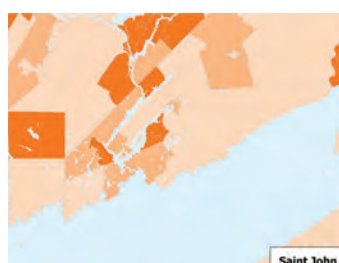
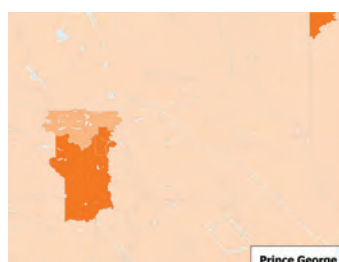
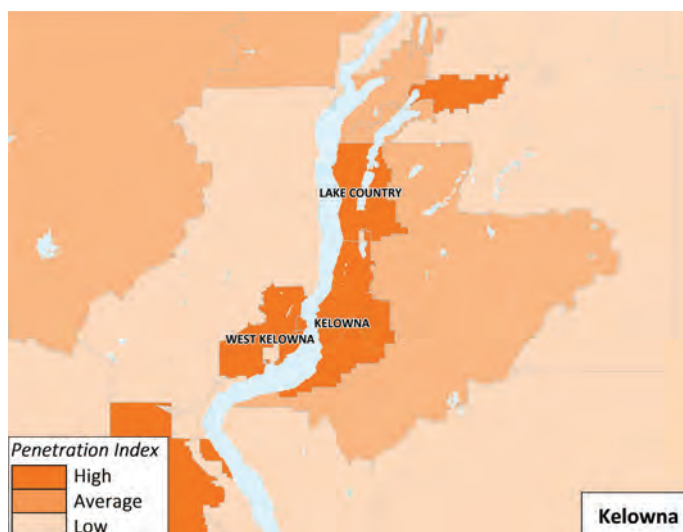
#### Cultural Diversity Index:

Low

#### Sample Social Value:

*Personal Challenge*

## Where They Live



## How They Live



### LEISURE

health clubs  
all-inclusive resorts  
national or provincial parks  
community theatres



### TRADITIONAL MEDIA

Sportsnet  
CFL regular season on TV  
classic hits radio  
travel/tourism magazines



### FOOD/DRINK

Greek yogurt  
organic fruit  
Real Canadian Superstore  
pubs/sports bars



### AUTOMOTIVE

large pickup trucks  
domestic brands  
2010-2016 model years  
\$40,000+ spent on vehicle



### MOBILE

e-book readers  
map directions on phone  
home improvement/décor  
sites on tablet  
video games on tablet



### SHOPPING

smart TVs  
hot tubs/spas  
Lululemon Athletica  
craft supply stores



### INTERNET

sports sites  
clip mobile coupons on  
computer  
smart speakers  
video streaming services



### FINANCIAL

stocks/bonds  
RESPs  
home equity line of credit  
donate to Canadian charities



### SOCIAL

Twitter  
Pinterest  
LinkedIn  
podcasts



### HEALTH

Are satisfied with their job

### ATTITUDES

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

"I would never buy products from a company if I knew that they tested their products on animals"

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

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

	Segment	Canada	Index*
<b>Population</b>	%	%	
<b>Age</b>			
Under 5	4.6	5.1	90
5 to 14	12.2	10.8	113
15 to 24	13.9	11.9	116
25 to 44	21.8	27.2	80
45 to 64	31.0	26.9	115
65 to 74	10.6	10.4	102
75 to 84	4.5	5.4	83
85+	1.4	2.3	61
<b>Home Language</b>			
English	93.3	67.4	138
French	2.1	20.1	10
Non-Official	4.6	12.4	37
<b>Immigration</b>			
Immigrant Population	14.9	23.0	65
Before 2001	60.7	47.6	127
2001 to 2005	7.8	10.5	74
2006 to 2010	7.3	12.0	61
2011 to 2016	6.3	13.8	46
2017 to present	18.0	16.0	112
<b>Visible Minority</b>			
Visible Minority Presence	11.4	25.8	44
<b>Marital Status</b>			
Single	24.2	29.0	83
Married or Common Law	66.8	56.9	117
Wid/Div/Sep	9.0	14.1	64
<b>Mode of Transport</b>			
Car	91.6	78.5	117
Public Transit	3.9	13.0	30
<b>Class of Worker</b>			
Employed	69.3	61.2	113
<b>Occupation</b>			
Agriculture	1.3	1.5	89
White Collar	27.4	22.3	123
Grey Collar	26.1	25.2	103
Blue Collar	18.0	16.2	111
<b>Education</b>			
No High School	11.3	16.5	69
High School	26.3	26.6	99
Trade School	7.3	9.2	79
College	21.8	20.0	109
Some University	2.2	2.3	95
University	31.1	25.4	123
<b>Income</b>			
Avg Hhd Income	\$212,649	\$104,603	203

	Segment	Canada	Index*
<b>Households</b>	%	%	
<b>Maintainer Age</b>			
Under 25	0.9	3.0	30
25 to 34	8.0	14.6	55
35 to 44	16.1	17.6	92
45 to 54	22.7	18.1	126
55 to 64	25.7	20.3	127
65 to 74	17.1	15.5	110
75+	9.5	11.0	86
<b>Size</b>			
1 person	12.2	28.3	43
2 people	36.0	34.3	105
3 people	17.5	15.2	115
4+ people	34.3	22.2	155
<b>Family Status</b>			
Non-Family	14.2	32.6	44
Couples with Kids	45.3	29.4	154
Couples, no Kids	33.5	27.2	123
Lone-Parent Family	7.0	10.8	65
<b>Age of Children</b>			
Kids under 5	12.8	16.8	76
5 to 9	16.4	17.9	92
10 to 14	19.4	17.6	110
15 to 19	20.2	17.5	115
20 to 24	15.7	13.4	117
25+	15.4	16.7	92
<b>Dwellings</b>			
<b>Tenure</b>			
Own	92.5	67.7	137
Rent	7.4	31.9	23
Band Housing	0.0	0.4	9
<b>Period of Construction</b>			
Before 1960	9.6	20.7	46
1961 to 1980	21.5	28.7	75
1981 to 1990	15.4	12.9	120
1991 to 2000	18.5	12.1	153
2001 to 2005	10.7	6.4	167
2006 to 2010	9.4	7.2	131
2011 to 2016	7.6	6.7	114
2017 to present	7.2	5.3	136
<b>Type</b>			
Single-detached	90.1	52.8	171
Semi-detached	2.2	5.0	45
Row	2.4	6.6	36
Duplex	2.6	5.7	46
Lowrise (<5 Stories)	1.6	18.1	9
Highrise (5+ Stories)	0.5	10.2	5
Mobile	0.5	1.3	40



\*index of 100 is average





## 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*).

#### 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:

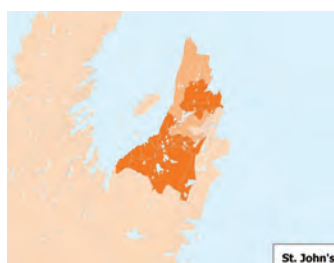
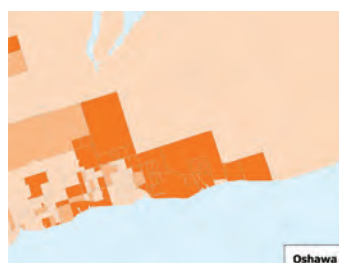
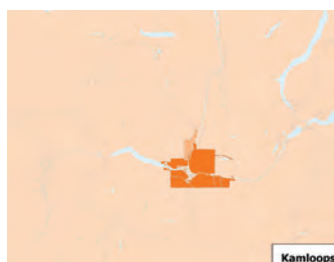
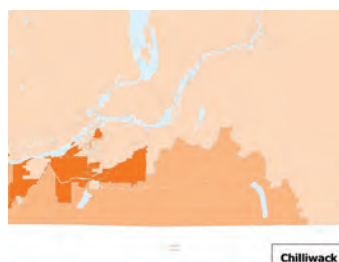
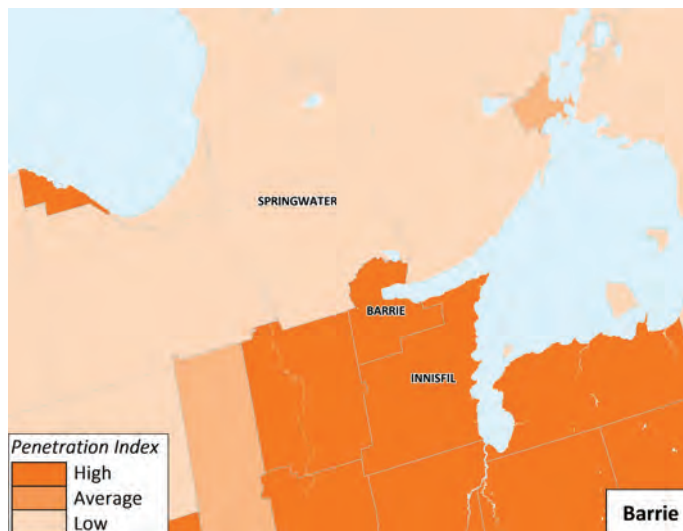
Low

#### Sample Social Value:

*Need for Escape*



## 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"



	Segment	Canada	Index*
<b>Population</b>	%	%	
<b>Age</b>			
Under 5	6.2	5.1	121
5 to 14	14.5	10.8	134
15 to 24	13.2	11.9	110
25 to 44	27.4	27.2	101
45 to 64	27.1	26.9	101
65 to 74	7.6	10.4	73
75 to 84	3.1	5.4	58
85+	1.0	2.3	42
<b>Home Language</b>			
English	93.6	67.4	139
French	1.3	20.1	7
Non-Official	5.1	12.4	41
<b>Immigration</b>			
Immigrant Population	14.1	23.0	62
Before 2001	54.2	47.6	114
2001 to 2005	9.7	10.5	92
2006 to 2010	10.2	12.0	85
2011 to 2016	8.6	13.8	62
2017 to present	17.3	16.0	108
<b>Visible Minority</b>			
Visible Minority Presence	13.6	25.8	53
<b>Marital Status</b>			
Single	24.3	29.0	84
Married or Common Law	65.5	56.9	115
Wid/Div/Sep	10.2	14.1	73
<b>Mode of Transport</b>			
Car	92.0	78.5	117
Public Transit	4.1	13.0	32
<b>Class of Worker</b>			
Employed	71.8	61.2	117
<b>Occupation</b>			
Agriculture	0.8	1.5	55
White Collar	25.8	22.3	116
Grey Collar	28.9	25.2	115
Blue Collar	19.7	16.2	121
<b>Education</b>			
No High School	13.0	16.5	79
High School	28.6	26.6	107
Trade School	7.7	9.2	84
College	25.2	20.0	126
Some University	1.9	2.3	85
University	23.6	25.38	93
<b>Income</b>			
Avg Hhd Income	\$141,436	\$104,603	135

	Segment	Canada	Index*
<b>Households</b>	%	%	
<b>Maintainer Age</b>			
Under 25	1.2	3.0	41
25 to 34	13.6	14.6	93
35 to 44	23.6	17.6	134
45 to 54	24.4	18.1	135
55 to 64	19.9	20.3	98
65 to 74	11.6	15.5	74
75+	5.8	11.0	53
<b>Size</b>			
1 person	12.9	28.3	46
2 people	31.3	34.3	91
3 people	19.3	15.2	127
4+ people	36.5	22.2	165
<b>Family Status</b>			
Non-Family	15.4	32.6	47
Couples with Kids	46.7	29.4	159
Couples, no Kids	27.9	27.2	103
Lone-Parent Family	9.9	10.8	92
<b>Age of Children</b>			
Kids under 5	17.2	16.8	102
5 to 9	19.6	17.9	109
10 to 14	20.5	17.6	116
15 to 19	18.2	17.5	104
20 to 24	12.6	13.4	94
25+	12.0	16.7	72
<b>Dwellings</b>			
<b>Tenure</b>			
Own	90.5	67.7	134
Rent	9.5	31.9	30
Band Housing	0.0	0.4	5
<b>Period of Construction</b>			
Before 1960	4.5	20.7	22
1961 to 1980	11.8	28.7	41
1981 to 1990	10.4	12.9	81
1991 to 2000	19.4	12.1	160
2001 to 2005	16.7	6.4	259
2006 to 2010	17.9	7.2	250
2011 to 2016	11.9	6.7	178
2017 to present	7.5	5.3	142
<b>Type</b>			
Single-detached	80.1	52.8	152
Semi-detached	5.3	5.0	104
Row	6.7	6.6	102
Duplex	4.3	5.7	76
Lowrise (<5 Stories)	2.4	18.1	13
Highrise (5+ Stories)	0.4	10.2	4
Mobile	0.7	1.3	53

\*Index of 100 is average



## 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*).

#### 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:

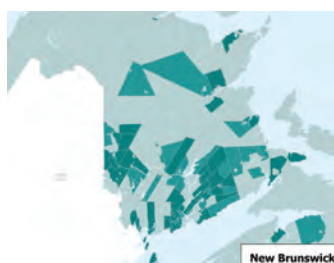
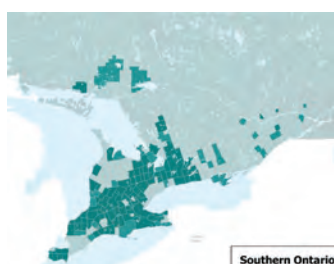
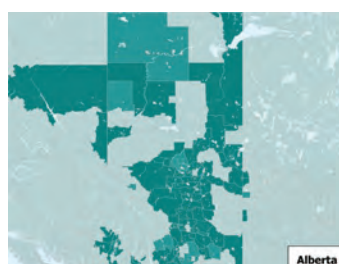
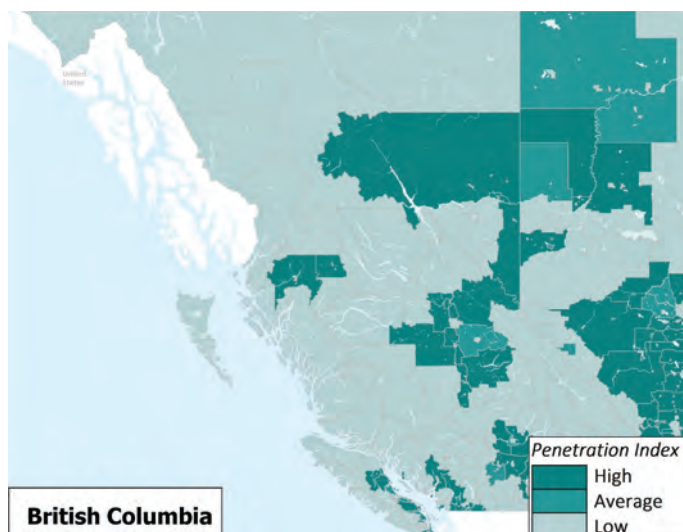
Low

#### Sample Social Value:

National Pride



## 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"

	Segment	Canada	Index*
<b>Population</b>	%	%	
<b>Age</b>			
Under 5	4.9	5.1	95
5 to 14	11.7	10.8	108
15 to 24	12.9	11.9	108
25 to 44	22.3	27.2	82
45 to 64	30.4	26.9	113
65 to 74	11.2	10.4	108
75 to 84	5.0	5.4	94
85+	1.7	2.3	72
<b>Home Language</b>			
English	95.7	67.4	142
French	1.0	20.1	5
Non-Official	3.4	12.4	27
<b>Immigration</b>			
Immigrant Population	11.5	23.0	50
Before 2001	68.3	47.6	143
2001 to 2005	6.2	10.5	59
2006 to 2010	6.3	12.0	52
2011 to 2016	5.2	13.8	38
2017 to present	14.0	16.0	88
<b>Visible Minority</b>			
Visible Minority Presence	5.7	25.8	22
<b>Marital Status</b>			
Single	23.5	29.0	81
Married or Common Law	65.7	56.9	115
Wid/Div/Sep	10.9	14.1	77
<b>Mode of Transport</b>			
Car	93.1	78.5	119
Public Transit	2.0	13.0	15
<b>Class of Worker</b>			
Employed	66.5	61.2	109
<b>Occupation</b>			
Agriculture	5.1	1.5	341
White Collar	19.9	22.3	89
Grey Collar	23.3	25.2	92
Blue Collar	25.7	16.2	158
<b>Education</b>			
No High School	16.2	16.5	98
High School	29.8	26.6	112
Trade School	10.4	9.2	113
College	23.2	20.0	116
Some University	2.0	2.3	86
University	18.3	25.4	72
<b>Income</b>			
Avg Hhd Income	\$145,714	\$104,603	139

	Segment	Canada	Index*
<b>Households</b>	%	%	
<b>Maintainer Age</b>			
Under 25	1.3	3.0	45
25 to 34	9.8	14.6	67
35 to 44	15.3	17.6	87
45 to 54	20.0	18.1	111
55 to 64	25.4	20.3	125
65 to 74	17.3	15.5	111
75+	10.8	11.0	98
<b>Size</b>			
1 person	16.9	28.3	60
2 people	39.1	34.3	114
3 people	16.0	15.2	105
4+ people	28.0	22.2	126
<b>Family Status</b>			
Non-Family	18.9	32.6	58
Couples with Kids	38.1	29.4	130
Couples, no Kids	35.4	27.2	130
Lone-Parent Family	7.6	10.8	71
<b>Age of Children</b>			
Kids under 5	14.5	16.8	86
5 to 9	17.1	17.9	96
10 to 14	18.6	17.6	106
15 to 19	19.6	17.5	112
20 to 24	14.7	13.4	110
25+	15.5	16.7	93
<b>Dwellings</b>			
<b>Tenure</b>			
Own	88.3	67.7	130
Rent	11.5	31.9	36
Band Housing	0.2	0.4	56
<b>Period of Construction</b>			
Before 1960	19.1	20.7	92
1961 to 1980	27.5	28.7	96
1981 to 1990	13.7	12.9	106
1991 to 2000	14.6	12.1	121
2001 to 2005	6.9	6.4	107
2006 to 2010	7.2	7.2	100
2011 to 2016	5.7	6.7	85
2017 to present	5.3	5.3	99
<b>Type</b>			
Single-detached	88.8	52.8	168
Semi-detached	1.7	5.0	33
Row	1.5	6.6	22
Duplex	1.8	5.7	31
Lowrise (<5 Stories)	2.0	18.1	11
Highrise (5+ Stories)	0.2	10.2	2
Mobile	3.8	1.3	283



\*index of 100 is average



## 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*.

#### 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:

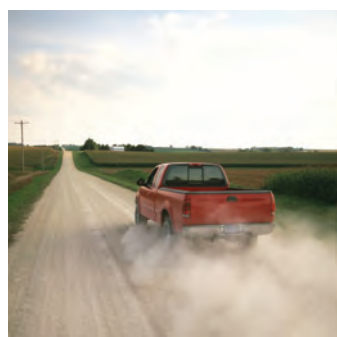
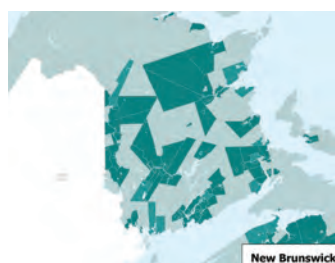
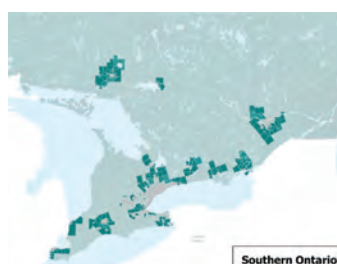
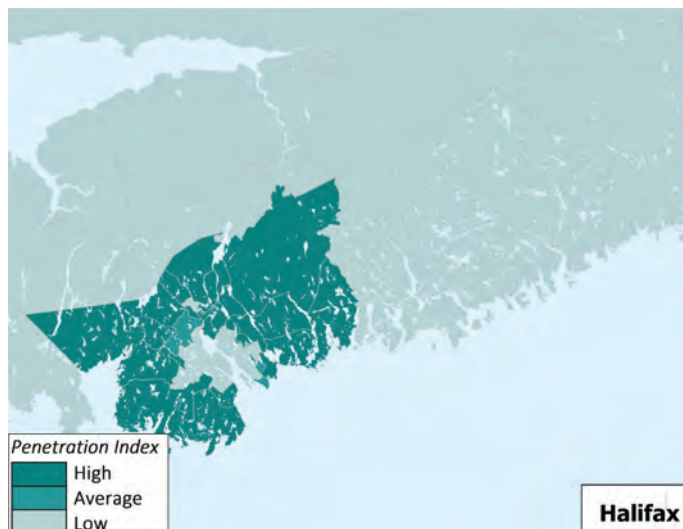
Low

#### Sample Social Value:

*Utilitarian  
Consumerism*



## 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*
<b>Population</b>	%	%	
<b>Age</b>			
Under 5	4.9	5.1	95
5 to 14	11.6	10.8	107
15 to 24	11.7	11.9	98
25 to 44	22.1	27.2	81
45 to 64	30.6	26.9	114
65 to 74	12.2	10.4	117
75 to 84	5.3	5.4	98
85+	1.6	2.3	69
<b>Home Language</b>			
English	95.2	67.4	141
French	3.4	20.1	17
Non-Official	1.4	12.4	11
<b>Immigration</b>			
Immigrant Population	7.6	23.0	33
Before 2001	71.8	47.6	151
2001 to 2005	5.7	10.5	54
2006 to 2010	6.4	12.0	53
2011 to 2016	4.9	13.8	35
2017 to present	11.2	16.0	70
<b>Visible Minority</b>			
Visible Minority Presence	3.4	25.8	13
<b>Marital Status</b>			
Single	21.7	29.0	75
Married or Common Law	66.4	56.9	117
Wid/Div/Sep	11.8	14.1	84
<b>Mode of Transport</b>			
Car	94.1	78.5	120
Public Transit	1.8	13.0	14
<b>Class of Worker</b>			
Employed	64.7	61.2	106
<b>Occupation</b>			
Agriculture	2.1	1.5	138
White Collar	21.6	22.3	97
Grey Collar	26.5	25.2	105
Blue Collar	19.6	16.2	121
<b>Education</b>			
No High School	14.4	16.5	87
High School	28.6	26.6	107
Trade School	9.5	9.2	103
College	26.8	20.0	134
Some University	1.7	2.3	73
University	19.1	25.4	75
<b>Income</b>			
Avg Hhd Income	\$120,026	\$104,603	115

	Segment	Canada	Index*
<b>Households</b>	%	%	
<b>Maintainer Age</b>			
Under 25	1.2	3.0	41
25 to 34	10.5	14.6	72
35 to 44	16.1	17.6	91
45 to 54	20.0	18.1	111
55 to 64	23.7	20.3	117
65 to 74	18.2	15.5	117
75+	10.3	11.0	94
<b>Size</b>			
1 person	17.7	28.3	63
2 people	40.9	34.3	119
3 people	17.2	15.2	113
4+ people	24.1	22.2	109
<b>Family Status</b>			
Non-Family	19.2	32.6	59
Couples with Kids	36.5	29.4	124
Couples, no Kids	36.0	27.2	132
Lone-Parent Family	8.4	10.8	78
<b>Age of Children</b>			
Kids under 5	15.1	16.8	90
5 to 9	17.6	17.9	98
10 to 14	18.8	17.6	107
15 to 19	18.9	17.5	108
20 to 24	13.9	13.4	104
25+	15.7	16.7	94
<b>Dwellings</b>			
<b>Tenure</b>			
Own	90.8	67.7	134
Rent	9.2	31.9	29
Band Housing	0.0	0.4	6
<b>Period of Construction</b>			
Before 1960	19.0	20.7	92
1961 to 1980	26.8	28.7	93
1981 to 1990	14.7	12.9	114
1991 to 2000	14.6	12.1	121
2001 to 2005	7.2	6.4	112
2006 to 2010	7.0	7.2	98
2011 to 2016	5.9	6.7	89
2017 to present	4.7	5.3	88
<b>Type</b>			
Single-detached	91.7	52.8	174
Semi-detached	1.6	5.0	31
Row	1.4	6.6	21
Duplex	1.6	5.7	28
Lowrise (<5 Stories)	2.0	18.1	11
Highrise (5+ Stories)	0.3	10.2	3
Mobile	1.3	1.3	100



\*index of 100 is average





## Older and mature, upper-middle-income suburbanites

### Who They Are

Boomer Bliss consists of older couples and families found in suburban neighbourhoods throughout the country surrounding large cities like London, Hamilton, St. Catharines and Victoria. Nearly two-thirds of maintainers are over 55 years old, and households include both retirees and those still in the labour force. With their university and college educations, those still employed hold white-collar positions in management, education, health and government services. Their upper-middle-class incomes—about 35 percent above average—allow them to own comfortable single-detached houses built between 1960 and 2000. Many of the adults are longtime residents who have paid off their mortgages and show little interest in leaving their now-empty nests. Like other suburbanites, they score high for owning an SUV, though in this segment it's more likely to be an imported luxury model. Boomer Bliss members take advantage of their proximity to both city centres and small towns, enjoying the arts—including theatre productions, art galleries and rock and country music concerts—and outdoor activities like golfing and fishing. Financially comfortable, they feel secure in their suburban communities filled with like-minded second- and third-generation Canadians, and they score low for *Penchant for Risk*.

For many Boomer Bliss residents, their home is their castle. But given homeowners' high rates for doing remodeling projects and browsing the aisles of home improvement stores, the older houses in this segment must be in need of updating. Backyards here are graced with swimming pools, stylish patio furniture, gas barbecues, hot tubs and well-kept gardens. In fact, Boomer Bliss members list gardening as one of their favourite forms of exercise. These older Canadians have also cultivated tidy nest eggs, achieving nearly \$1.4 million in assets. With the help of full-service investment brokers and estate planners, they're hoping to leave a Legacy. Careful spenders, they buy their food at discount grocery stores such as No Frills and Real Canadian Superstore and their clothes at Value Village and second-hand thrift shops. Going out may mean dinner at a pub, sports bar or casual family restaurant where they can drink Canadian wine and beer. While they're more comfortable with traditional media, they like using a tablet for a wide range of applications: sending email, reading e-books, shopping and playing games. Many bookmark favourite sites for news, investments, sports and health.

### How They Think

Having worked hard to earn a comfortable lifestyle, the members of Boomer Bliss firmly believe that they can also transform their health and lifestyle through exercise and diet (*Effort Toward Health*). They also feel a strong sense of *Social Responsibility* to help others before caring for their own needs. They express a desire to escape the stresses of their everyday routine and prefer a more informal way of life where they can ignore traditional norms of good manners and behaviour (*Need for Escape, Rejection of Orderliness*). Many are guided less by their emotions than by logic and reason (*Emotional Control*), and they feel confident they can control the direction of their lives (*Personal Control*). Conservation minded, they believe that today's environmental problems are a result of industrial and personal disregard for the environment (*Ecological Concern*). To do their part, they donate to environmental groups and integrate their environmental concerns when making purchases, opting for green products made by companies they consider to be good corporate citizens (*Ecological Lifestyle, Ethical Consumerism*). But they're hardly extravagant and always weigh the cost of a major purchase (*Importance of Price*).

**Population:**  
605,055  
(1.59% of Canada)

**Households:**  
234,675  
(1.57% of Canada)

**Average Household Income:**  
\$139,963

**Average Household Net Worth:**  
\$1,068,980

**House Tenure:**  
Own

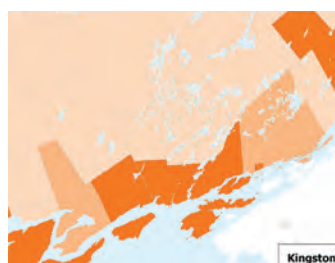
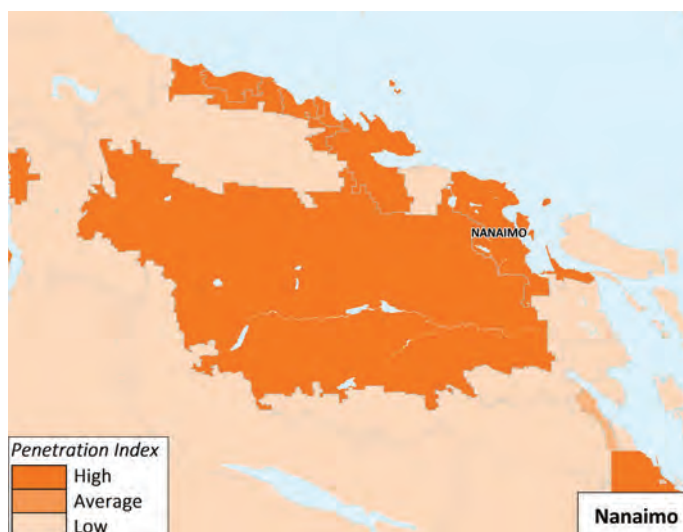
**Education:**  
University/College

**Occupation:**  
White Collar

**Cultural Diversity Index:**  
Low

**Sample Social Value:**  
*Effort Toward Health*

## Where They Live



## How They Live



### LEISURE

gardening  
golfing  
rock concerts  
craft shows



### TRADITIONAL MEDIA

TV curling  
HGTV  
*Zoomer Magazine*  
newspaper editorials



### FOOD/DRINK

specialty breads  
organic meat  
premium beer  
Montana's



### AUTOMOTIVE

intermediate SUVs  
\$30,000-\$49,999 spent on vehicle  
two or more vehicles  
domestic brands



### MOBILE

fitness trackers  
home improvement/décor  
sites on tablet  
bank on tablet  
read e-books on tablet



### SHOPPING

second-hand stores  
No Frills  
Home Hardware  
gas barbecues



### INTERNET

respond to online classified ads  
access real estate listings  
discount coupons online  
purchase travel services online



### FINANCIAL

mutual funds  
home equity line of credit  
term life insurance  
donate \$1,000-\$5,000 to Canadian charities



### SOCIAL

YouTube  
Pinterest  
podcasts  
view friends' photos online



### HEALTH

Visit a physiotherapist

### ATTITUDES

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

"I do not feel uncomfortable living with the uncertainties and the unexpected in life today"

"I am prepared to pay more for an environmentally friendly product"

"I believe I have a personal responsibility to help those worse off than me"



	Segment	Canada	Index*
<b>Population</b>	%	%	
<b>Age</b>			
Under 5	3.8	5.1	74
5 to 14	9.7	10.8	90
15 to 24	11.5	11.9	96
25 to 44	19.8	27.2	73
45 to 64	28.7	26.9	107
65 to 74	15.0	10.4	144
75 to 84	8.5	5.4	157
85+	3.0	2.3	132
<b>Home Language</b>			
English	95.3	67.4	141
French	1.1	20.1	5
Non-Official	3.6	12.4	29
<b>Immigration</b>			
Immigrant Population	14.9	23.0	65
Before 2001	71.7	47.6	151
2001 to 2005	6.3	10.5	60
2006 to 2010	6.2	12.0	51
2011 to 2016	5.5	13.8	40
2017 to present	10.4	16.0	65
<b>Visible Minority</b>			
Visible Minority Presence	8.4	25.8	32
<b>Marital Status</b>			
Single	21.4	29.0	74
Married or Common Law	65.8	56.9	116
Wid/Div/Sep	12.8	14.1	91
<b>Mode of Transport</b>			
Car	89.9	78.5	115
Public Transit	3.7	13.0	28
<b>Class of Worker</b>			
Employed	54.9	61.2	90
<b>Occupation</b>			
Agriculture	0.6	1.5	42
White Collar	24.4	22.3	109
Grey Collar	21.4	25.2	85
Blue Collar	11.0	16.2	68
<b>Education</b>			
No High School	10.9	16.5	66
High School	26.0	26.6	98
Trade School	6.7	9.2	73
College	23.0	20.0	115
Some University	2.0	2.3	87
University	31.4	25.38	124
<b>Income</b>			
Avg Hhd Income	\$139,963	\$104,603	134

	Segment	Canada	Index*
<b>Households</b>	%	%	
<b>Maintainer Age</b>			
Under 25	1.0	3.0	33
25 to 34	7.8	14.6	53
35 to 44	11.8	17.6	67
45 to 54	15.8	18.1	87
55 to 64	21.9	20.3	108
65 to 74	22.3	15.5	144
75+	19.4	11.0	177
<b>Size</b>			
1 person	19.0	28.3	67
2 people	43.0	34.3	125
3 people	15.6	15.2	102
4+ people	22.5	22.2	101
<b>Family Status</b>			
Non-Family	21.1	32.6	65
Couples with Kids	32.0	29.4	109
Couples, no Kids	39.3	27.2	144
Lone-Parent Family	7.6	10.8	71
<b>Age of Children</b>			
Kids under 5	12.7	16.8	75
5 to 9	16.1	17.9	90
10 to 14	17.7	17.6	101
15 to 19	19.6	17.5	112
20 to 24	15.7	13.4	117
25+	18.2	16.7	109
<b>Dwellings</b>			
<b>Tenure</b>			
Own	91.6	67.7	135
Rent	8.3	31.9	26
Band Housing	0.0	0.4	7
<b>Period of Construction</b>			
Before 1960	16.7	20.7	81
1961 to 1980	32.9	28.7	115
1981 to 1990	16.3	12.9	126
1991 to 2000	14.2	12.1	117
2001 to 2005	6.3	6.4	97
2006 to 2010	5.4	7.2	76
2011 to 2016	3.6	6.7	54
2017 to present	4.6	5.3	86
<b>Type</b>			
Single-detached	84.2	52.8	159
Semi-detached	3.4	5.0	67
Row	4.4	6.6	67
Duplex	4.0	5.7	70
Lowrise (<5 Stories)	2.6	18.1	14
Highrise (5+ Stories)	1.0	10.2	10
Mobile	0.3	1.3	21

\*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

## Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: Headwaters Region Boundary

		%	Base Count	Base %	Index
Internet Use					
Q891330C01	Terciles - Internet - Light	24.21	34,205	26.82	90
Q891330C02	Terciles - Internet - Medium	30.45	36,260	28.43	107
Q891330C03	Terciles - Internet - Heavy	37.34	44,833	35.16	106
Q891300C01	Hours Spent [Avg Day] - All Week - Internet - Less than 1 hour	6.32	9,839	7.71	82
Q891300C02	Hours Spent [Avg Day] - All Week - Internet - 1 to 2 hours	11.74	16,343	12.82	92
Q891300C03	Hours Spent [Avg Day] - All Week - Internet - 2.01 to 3 hours	11.40	15,750	12.35	92
Q891300C04	Hours Spent [Avg Day] - All Week - Internet - 3.01 to 4 hours	12.66	16,126	12.65	100
Q891300C05	Hours Spent [Avg Day] - All Week - Internet - More than 4 hours	49.88	57,239	44.89	111
Q892610C01	Hours Spent [Avg Day] - Weekday - Internet - Less than 1 hour	3.20	5,244	4.11	78
Q892610C02	Hours Spent [Avg Day] - Weekday - Internet - 1 to 2 hours	10.63	17,963	14.09	75
Q892610C03	Hours Spent [Avg Day] - Weekday - Internet - 2.01 to 3 hours	13.55	18,017	14.13	96
Q892610C04	Hours Spent [Avg Day] - Weekday - Internet - 3.01 to 4 hours	14.57	15,852	12.43	117
Q892610C05	Hours Spent [Avg Day] - Weekday - Internet - More than 4 hours	49.26	57,166	44.83	110
Q892630C01	Hours Spent [Avg Day] - Weekend - Internet - Less than 1 hour	3.58	5,578	4.37	82
Q892630C02	Hours Spent [Avg Day] - Weekend - Internet - 1 to 2 hours	21.46	27,430	21.51	100
Q892630C03	Hours Spent [Avg Day] - Weekend - Internet - 2.01 to 3 hours	10.94	14,357	11.26	97
Q892630C04	Hours Spent [Avg Day] - Weekend - Internet - 3.01 to 4 hours	12.10	14,546	11.41	106
Q892630C05	Hours Spent [Avg Day] - Weekend - Internet - More than 4 hours	41.83	49,513	38.83	108
Q4110401I0	Weekday Browsing - Internet - 6am - 9am - 1+	39.63	52,054	40.82	97
Q4110402I0	Weekday Browsing - Internet - 9am - noon - 1+	59.91	71,525	56.09	107
Q4110403I0	Weekday Browsing - Internet - Noon - 5pm - 1+	66.11	78,277	61.38	108
Q4110404I0	Weekday Browsing - Internet - 5pm - 7pm - 1+	61.90	70,319	55.14	112
Q4110405I0	Weekday Browsing - Internet - 7pm - 11pm - 1+	72.91	84,608	66.35	110
Q4110406I0	Weekday Browsing - Internet - 11pm - 2am - 1+	20.07	21,728	17.04	118
Q4110407I0	Weekday Browsing - Internet - 2am - 6am - 1+	5.56	6,501	5.10	109
Q4110501I0	Weekend Browsing - Internet - 6am - 9am - 1+	23.48	30,792	24.15	97
Q4110502I0	Weekend Browsing - Internet - 9am - noon - 1+	53.74	65,443	51.32	105
Q4110503I0	Weekend Browsing - Internet - Noon - 5pm - 1+	61.59	73,779	57.86	106
Q4110504I0	Weekend Browsing - Internet - 5pm - 7pm - 1+	59.23	67,940	53.28	111
Q4110505I0	Weekend Browsing - Internet - 7pm - 11pm - 1+	66.10	77,954	61.13	108
Q4110506I0	Weekend Browsing - Internet - 11pm - 2am - 1+	19.46	21,063	16.52	118
Q4110507I0	Weekend Browsing - Internet - 2am - 6am - 1+	4.11	4,523	3.55	116
Q4450103C5	Actively Avoid Advertising [Occas/Freq] - Internet - Web browsing	76.94	95,475	74.87	103
Q4450108C5	Actively Avoid Advertising [Occas/Freq] - Internet - Social media	73.52	89,300	70.03	105
Q2510507K1	Watch [Avg Wk] - Media service - YouTube - 1-59 minutes	11.73	16,648	13.05	90
Q2510507K2	Watch [Avg Wk] - Media service - YouTube - 1-2 hours	13.16	15,784	12.38	106
Q2510507K3	Watch [Avg Wk] - Media service - YouTube - 3 hours or more	22.13	24,306	19.06	116
Q4111001C2	Online Activity [Yest] - Internet search - business, services, products	59.05	69,181	54.25	109
Q4111002C2	Online Activity [Yest] - Access content (e.g. news, sports, entertainment, etc.)	52.18	58,150	45.60	114
Q4111003C2	Online Activity [Yest] - Participate in a social network	62.52	72,671	56.99	110
Q4111004C2	Online Activity [Yest] - Shop for products/services	32.17	35,760	28.04	115
Q4111005C2	Online Activity [Yest] - Listen to audio (e.g. podcast, radio streaming broadcast)	29.80	31,998	25.09	119
Q4111006C2	Online Activity [Yest] - Watch a video (e.g. TV streaming broadcast, Netflix, YouTube)	53.94	62,098	48.70	111
Q4100901C1	Used Online Social Networks [Pst Wk] - Internet - Facebook	47.48	58,746	46.07	103
Q4100903C1	Used Online Social Networks [Pst Wk] - Internet - Instagram	32.14	37,488	29.40	109
Q4100904C1	Used Online Social Networks [Pst Wk] - Internet - LinkedIn	15.34	18,381	14.41	106
Q4100905C1	Used Online Social Networks [Pst Wk] - Internet - Pinterest	13.38	18,856	14.79	91
Q4100907C1	Used Online Social Networks [Pst Wk] - Internet - Twitter	18.06	18,509	14.52	124
Q4100909C1	Used Online Social Networks [Pst Wk] - Internet - Video/photo sharing	1.66	2,372	1.86	89
Q4100911C1	Used Online Social Networks [Pst Wk] - Internet - YouTube videos/channels	41.24	49,133	38.53	107
Q4110602C1	Activity [Pst Wk] - Internet - Listen to a podcast	14.63	15,003	11.77	124
Q4110603C1	Activity [Pst Wk] - Internet - Listen to a radio broadcast via streaming audio	9.81	10,895	8.54	115
Q4110612C1	Activity [Pst Wk] - Internet - Participate in an online social network	58.18	66,501	52.15	112
Q4110613C1	Activity [Pst Wk] - Internet - Share/refer/link friends to a website or an article	20.71	24,497	19.21	108
Q4110614C1	Activity [Pst Wk] - Internet - Click on an Internet advertisement	13.94	17,142	13.44	104
Q4110615C1	Activity [Pst Wk] - Internet - Enter online contests	8.92	9,552	7.49	119
Q4110616C1	Activity [Pst Wk] - Internet - Internet search - business, services, products	45.50	57,306	44.94	101
Q4110626C1	Activity [Pst Wk] - Internet - Compare products/prices while shopping	33.85	38,831	30.45	111
Q4110627C1	Activity [Pst Wk] - Internet - Consult consumer reviews	21.00	24,691	19.36	108
Q4110629C1	Activity [Pst Wk] - Internet - Download/print/redeem discount coupon	10.73	13,399	10.51	102
Q4110630C1	Activity [Pst Wk] - Internet - Purchase group deal (e.g. Groupon)	4.81	3,634	2.85	169
Q4110631C1	Activity [Pst Wk] - Internet - Purchase products or services	24.05	27,561	21.61	111
Q4110632C1	Activity [Pst Wk] - Internet - Receive store offers by SMS	7.05	7,733	6.06	116
Q4110633C1	Activity [Pst Wk] - Internet - Research products/services	30.57	36,501	28.62	107
Q4110634C1	Activity [Pst Wk] - Internet - Scan mobile tagging barcode/QR	5.73	5,452	4.28	134
Q4110641C1	Activity [Pst Wk] - Internet - Access food/recipes content	29.55	34,884	27.36	108
Q4110646C1	Activity [Pst Wk] - Internet - Access restaurant guides/reviews	15.50	18,124	14.21	109
Q4110647C1	Activity [Pst Wk] - Internet - Access travel content	12.83	14,607	11.46	112
Q4110648C1	Activity [Pst Wk] - Internet - Read or look into online magazines	6.42	7,878	6.18	104
Q4110649C1	Activity [Pst Wk] - Internet - Read or look into online newspapers	14.26	14,777	11.59	123



## Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: Headwaters Region Boundary

		%	Base Count	Base %	Index
<b>Social Media</b>					
S6B_1C1	Actions taken using SM - Like brand on Facebook - Yes	37.93	41,545	35.94	106
S6B_2C2	Actions taken using SM - Follow brand on Twitter - Yes	12.63	11,403	9.86	128
S6B_3C3	Actions taken using SM - Subscribe to brand email newsletter - Yes	21.86	24,067	20.82	105
S6B_4C4	Actions taken using SM - Subscribe to brand channel on YouTube - Yes	18.52	15,680	13.56	137
S6B_6C6	Actions taken using SM - Register or join an exclusive online community of consumers who also like the brand - Yes	13.19	12,886	11.15	118
S6B_8C8	Actions taken using SM - Follow brand on Instagram - Yes	17.79	17,539	15.17	117
S6D_1C1	Reasons chosen to follow brands through SM - To get coupons and discounts	36.78	40,914	35.39	104
S6D_2C2	Reasons chosen to follow brands through SM - To enter contests	28.14	33,039	28.58	98
S6D_3C3	Reasons chosen to follow brands through SM - To be among the first to hear brand news	18.52	16,882	14.60	127
S6D_4C4	Reasons chosen to follow brands through SM - To provide feedback to the brand about their products or services	12.96	13,805	11.94	109
S6D_5C5	Reasons chosen to follow brands through SM - To make suggestions to the brand for new products or services	6.06	5,858	5.07	120
S6D_6C6	Reasons chosen to follow brands through SM - To share brand-related stories with other consumers	6.83	6,035	5.22	131
S6D_8C8	Reasons chosen to follow brands through SM - To learn about a brand's products and services	33.33	37,628	32.55	102
S6D_9C9	Reasons chosen to follow brands through SM - To engage with content	10.08	9,901	8.56	118
S6F_1C1	Reason to unlike/unsubscribe from a brand - Too many messages	36.62	42,302	36.59	100
S6F_2C2	Reason to unlike/unsubscribe from a brand - Not enough value	22.94	23,811	20.60	111
S6F_3C3	Reason to unlike/unsubscribe from a brand - Stopped purchasing products from brand	12.52	14,886	12.88	97
S4A_7C1	Facebook - Like or become a fan of a page created by a brand, company or organization - Never	26.47	33,751	29.20	91
S4A_7C2	Facebook - Like or become a fan of a page created by a brand, company or organization - About once per month	21.11	25,208	21.80	97
S4A_7C3	Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per month	12.69	14,451	12.50	102
S4A_7C4	Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per week	9.07	9,645	8.34	109
S4A_7C56	Facebook - Like or become a fan of a page created by a brand, company or organization - About once per day or more	6.83	5,642	4.88	140
S4A_12C1	Facebook - Click on an ad - Never	33.12	40,576	35.10	94
S4A_12C2	Facebook - Click on an ad - About once per month	17.21	21,791	18.85	91
S4A_12C3	Facebook - Click on an ad - A few times per month	13.04	13,285	11.49	113
S4A_12C4	Facebook - Click on an ad - A few times per week	7.37	8,541	7.39	100
S4A_12C56	Facebook - Click on an ad - About once per day or more	5.44	4,505	3.90	140
S4B_3C1	Twitter - Share a link to a blog post , news article or item of interest - Never	15.19	17,072	14.77	103
S4B_3C2	Twitter - Share a link to a blog post , news article or item of interest - About once per month	6.51	6,783	5.87	111
S4B_3C3	Twitter - Share a link to a blog post , news article or item of interest - A few times per month	5.00	4,177	3.61	138
S4B_3C4	Twitter - Share a link to a blog post , news article or item of interest - A few times per week	4.76	3,424	2.96	161
S4B_3C56	Twitter - Share a link to a blog post , news article or item of interest - About once per day or more	2.89	2,421	2.10	138
S4B_11C1	Twitter - Click on an ad - Never	18.26	21,724	18.79	97
S4B_11C2	Twitter - Click on an ad - About once per month	6.80	5,604	4.85	140
S4B_11C3	Twitter - Click on an ad - A few times per month	3.84	2,723	2.35	163
S4B_11C4	Twitter - Click on an ad - A few times per week	3.90	2,278	1.97	198
S4B_11C56	Twitter - Click on an ad - About once per day or more (!)	1.55	1,549	1.34	116
S4M_7C1	Instagram - View a brand's page - Never	16.62	19,348	16.74	99
S4M_7C2	Instagram - View a brand's page - About once per month	8.86	9,650	8.35	106
S4M_7C3	Instagram - View a brand's page - A few times per month	7.02	6,343	5.49	128
S4M_7C4	Instagram - View a brand's page - A few times per week	5.02	4,430	3.83	131
S4M_7C5	Instagram - View a brand's page - Once per day	3.10	2,446	2.12	147
S4M_7C6	Instagram - View a brand's page - Several times per day (!)	2.42	2,107	1.82	133
S4M_8C1	Instagram - Click on ads - Never	22.33	26,309	22.76	98
S4M_8C2	Instagram - Click on ads - About once per month	8.80	7,251	6.27	140
S4M_8C3	Instagram - Click on ads - A few times per month	4.70	4,466	3.86	122
S4M_8C4	Instagram - Click on ads - A few times per week	3.75	3,670	3.17	118
S4M_8C5	Instagram - Click on ads - Once per day (!)	1.85	1,262	1.09	170
S4M_8C6	Instagram - Click on ads - Several times per day (!)	1.62	1,366	1.18	137
S4D_9C1	YouTube - Click on an ad - Never	47.17	55,326	47.86	99
S4D_9C2	YouTube - Click on an ad - About once per month	14.61	14,613	12.64	116
S4D_9C3	YouTube - Click on an ad - A few times per month	6.76	6,656	5.76	117
S4D_9C4	YouTube - Click on an ad - A few times per week	4.09	4,069	3.52	116
S4D_9C56	YouTube - Click on an ad - About once per day or more	3.78	2,674	2.31	163
S2_12C1	Freq. Participate - Rate or review products online - Never	26.28	33,151	28.68	92
S2_12C2	Freq. Participate - Rate or review products online - A few times per year	27.04	33,496	28.97	93
S2_12C3	Freq. Participate - Rate or review products online - About once per month	13.85	15,272	13.21	105
S2_12C4	Freq. Participate - Rate or review products online - A few times per month	18.16	19,840	17.16	106
S2_12C5	Freq. Participate - Rate or review products online - A few times per week	10.33	10,927	9.45	109
S2_12C6	Freq. Participate - Rate or review products online - About every day	4.33	2,922	2.53	171

## Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: Headwaters Region Boundary

		%	Base Count	Base %	Index
<b>Local Attractions</b>					
Q3000101C1	Attended/Visited [Pst Yr] - Local Attractions - Art galleries/museums/science centres	28.23	37,556	29.45	96
Q3000102C1	Attended/Visited [Pst Yr] - Local Attractions - Exhibitions/carnivals/fairs/markets	33.90	43,488	34.10	99
Q3000103C1	Attended/Visited [Pst Yr] - Local Attractions - Historical sites	26.31	34,874	27.35	96
Q3000104C1	Attended/Visited [Pst Yr] - Local Attractions - Parks/city gardens	29.29	38,975	30.56	96
Q3400110C1	Attended/Visited [Pst Yr] - Local Attractions - National or provincial park	18.48	27,673	21.70	85
Q3000105C1	Attended/Visited [Pst Yr] - Local Attractions - Specialty movie theatres/IMAX	27.48	35,500	27.84	99
Q3000106C1	Attended/Visited [Pst Yr] - Local Attractions - Sporting events/racing events/air shows	14.66	23,844	18.70	78
Q3000107C1	Attended/Visited [Pst Yr] - Local Attractions - Video arcades/indoor amusement centres	13.63	14,828	11.63	117
Q3000108C1	Attended/Visited [Pst Yr] - Local Attractions - Theme parks/waterparks/water slides	29.07	30,910	24.24	120
Q3000109C1	Attended/Visited [Pst Yr] - Local Attractions - Zoos/aquariums/farms/drive-through animal parks	24.12	26,489	20.77	116
Q3000110C1	Attended/Visited [Pst Yr] - Local Attractions - Other leisure activities/attractions	35.62	39,927	31.31	114
Q3000201K1	Frequency of Visiting [Pst Yr] - Local Attractions - Art galleries/museums/science centres - Once a year	20.62	24,727	19.39	106
Q3000201K2	Frequency of Visiting [Pst Yr] - Local Attractions - Art galleries/museums/science centres - 2-6 times a year	6.94	11,216	8.79	79
Q3000201K3	Frequency of Visiting [Pst Yr] - Local Attractions - Art galleries/museums/science centres - 7 times a year or more	0.68	1,614	1.27	53
Q3000202K1	Frequency of Visiting [Pst Yr] - Local Attractions - Exhibitions/carnivals/fairs/markets - Once a year	24.08	27,473	21.55	112
Q3000202K2	Frequency of Visiting [Pst Yr] - Local Attractions - Exhibitions/carnivals/fairs/markets - 2-6 times a year	8.38	14,627	11.47	73
Q3000202K3	Frequency of Visiting [Pst Yr] - Local Attractions - Exhibitions/carnivals/fairs/markets - 7 times a year or more	1.43	1,388	1.09	131
Q3000203K1	Frequency of Visiting [Pst Yr] - Local Attractions - Historical sites - Once a year	18.20	22,357	17.53	104
Q3000203K2	Frequency of Visiting [Pst Yr] - Local Attractions - Historical sites - 2-6 times a year	7.32	11,030	8.65	85
Q3000203K3	Frequency of Visiting [Pst Yr] - Local Attractions - Historical sites - 7 times a year or more	0.79	1,488	1.17	67
Q3000204K1	Frequency of Visiting [Pst Yr] - Local Attractions - Parks/city gardens - Once a year	6.03	6,804	5.34	113
Q3000204K2	Frequency of Visiting [Pst Yr] - Local Attractions - Parks/city gardens - 2-6 times a year	14.01	20,364	15.97	88
Q3000204K3	Frequency of Visiting [Pst Yr] - Local Attractions - Parks/city gardens - 7 times a year or more	9.26	11,807	9.26	100
Q3000205K1	Frequency of Visiting [Pst Yr] - Local Attractions - National or provincial parks - Once a year	6.41	9,484	7.44	86
Q3000205K2	Frequency of Visiting [Pst Yr] - Local Attractions - National or provincial parks - 2-6 times a year	10.94	16,153	12.67	86
Q3000205K3	Frequency of Visiting [Pst Yr] - Local Attractions - National or provincial parks - 7 times a year or more	1.14	2,036	1.60	71
Q3000206K1	Frequency of Visiting [Pst Yr] - Local Attractions - Specialty movie theatres/IMAX/VIP - Once a year	5.95	7,823	6.13	97
Q3000206K2	Frequency of Visiting [Pst Yr] - Local Attractions - Specialty movie theatres/IMAX/VIP - 2-6 times a year	17.67	23,198	18.19	97
Q3000206K3	Frequency of Visiting [Pst Yr] - Local Attractions - Specialty movie theatres/IMAX/VIP - 7 times a year or more	3.87	4,480	3.51	110
Q3000207K1	Frequency of Visiting [Pst Yr] - Local Attractions - Sporting events/racing events/air shows - Once a year	5.02	9,311	7.30	69
Q3000207K2	Frequency of Visiting [Pst Yr] - Local Attractions - Sporting events/racing events/air shows - 2-6 times a year	6.16	9,880	7.75	80
Q3000207K3	Frequency of Visiting [Pst Yr] - Local Attractions - Sporting events/racing events/air shows - 7 times a year or more	3.48	4,652	3.65	95
Q3000208K1	Frequency of Visiting [Pst Yr] - Local Attractions - Video arcades/indoor amusement centres - Once a year	5.58	7,460	5.85	95
Q3000208K4	Frequency of Visiting [Pst Yr] - Local Attractions - Video arcades/indoor amusement centres - 2 times a year or more	8.05	7,368	5.78	139
Q3000209K1	Frequency of Visiting [Pst Yr] - Local Attractions - Theme parks/waterparks/water slides - Once a year	17.79	19,816	15.54	114
Q3000209K4	Frequency of Visiting [Pst Yr] - Local Attractions - Theme parks/waterparks/water slides - 2 times a year or more	11.29	11,093	8.70	130
Q3000210K1	Frequency of Visiting [Pst Yr] - Local Attractions - Zoos/aquariums/farms/drive-through animal parks - Once a year	17.44	18,323	14.37	121
Q3000210K4	Frequency of Visiting [Pst Yr] - Local Attractions - Zoos/aquariums/farms/drive-through animal parks - 2 times a year or more	6.68	8,166	6.40	104
Q3200102C1	Attended/Visited [Pst Yr] - Theatre - Community theatres	10.37	16,279	12.77	81
Q3200202K1	Frequency of Attendance [Pst Yr] - Theatre - Community theatres - Once a year	5.75	9,153	7.18	80
Q3200202K4	Frequency of Attendance [Pst Yr] - Theatre - Community theatres - 2 times a year or more	4.62	7,126	5.59	83

## Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: Headwaters Region Boundary

		%	Base Count	Base %	Index
<b>Activities/Events</b>					
Q3400101C1	Attended/Visited [Pst Yr] - Attractions/Events - Ballet/opera/symphony	8.71	9,690	7.60	115
Q3400102C1	Attended/Visited [Pst Yr] - Attractions/Events - Bars/restaurant bars	40.80	46,821	36.72	111
Q3400104C1	Attended/Visited [Pst Yr] - Attractions/Events - Comedy clubs/shows	6.62	8,814	6.91	96
Q3400105C1	Attended/Visited [Pst Yr] - Attractions/Events - Dancing/night clubs	10.73	9,389	7.36	146
Q3400106C1	Attended/Visited [Pst Yr] - Attractions/Events - Dinner theatres	1.85	3,898	3.06	61
Q3400107C1	Attended/Visited [Pst Yr] - Attractions/Events - Film festivals	4.42	5,385	4.22	105
Q3400108C1	Attended/Visited [Pst Yr] - Attractions/Events - Music festivals	9.51	10,766	8.44	113
Q3400111C1	Attended/Visited [Pst Yr] - Attractions/Events - Popular music/rock concerts	21.19	25,825	20.25	105
Q3400201K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Ballet/opera/symphony - Once a year	4.72	4,928	3.86	122
Q3400201K2	Frequency of Attendance [Pst Yr] - Attractions/Events - Ballet/opera/symphony - 2-6 times a year	3.41	4,075	3.19	107
Q3400201K3	Frequency of Attendance [Pst Yr] - Attractions/Events - Ballet/opera/symphony - 7 times a year or more	0.59	687	0.54	110
Q3400202K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Bars/restaurant bars - Once a year	3.37	4,002	3.14	107
Q3400202K2	Frequency of Attendance [Pst Yr] - Attractions/Events - Bars/restaurant bars - 2-6 times a year	20.32	22,948	18.00	113
Q3400202K3	Frequency of Attendance [Pst Yr] - Attractions/Events - Bars/restaurant bars - 7 times a year or more	17.11	19,872	15.58	110
Q3400204K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Comedy clubs/shows - Once a year	4.53	6,561	5.14	88
Q3400204K4	Frequency of Attendance [Pst Yr] - Attractions/Events - Comedy clubs/shows - 2 times a year or more	2.08	2,227	1.75	119
Q3400205K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Dancing/night clubs - Once a year	4.21	2,589	2.03	207
Q3400205K2	Frequency of Attendance [Pst Yr] - Attractions/Events - Dancing/night clubs - 2-6 times a year	3.50	4,255	3.34	105
Q3400205K3	Frequency of Attendance [Pst Yr] - Attractions/Events - Dancing/night clubs - 7 times a year or more	3.02	2,545	2.00	151
Q3400206K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Dinner theatres - Once a year	1.28	2,855	2.24	57
Q3400206K4	Frequency of Attendance [Pst Yr] - Attractions/Events - Dinner theatres - 2 times a year or more	0.57	1,043	0.82	70
Q3400207K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Film festivals - Once a year	2.49	3,949	3.10	80
Q3400207K4	Frequency of Attendance [Pst Yr] - Attractions/Events - Film festivals - 2 times a year or more	1.93	1,435	1.13	172
Q3400208K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Music festivals - Once a year	5.18	5,737	4.50	115
Q3400208K4	Frequency of Attendance [Pst Yr] - Attractions/Events - Music festivals - 2 times a year or more	4.33	5,029	3.94	110
Q3400209K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Movies at a theatre/drive-in - Once a year	7.90	9,934	7.79	101
Q3400209K2	Frequency of Attendance [Pst Yr] - Attractions/Events - Movies at a theatre/drive-in - 2-6 times a year	28.91	33,335	26.14	111
Q3400209K3	Frequency of Attendance [Pst Yr] - Attractions/Events - Movies at a theatre/drive-in - 7 times a year or more	8.54	11,832	9.28	92
Q3400210K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Popular music/rock concerts - Once a year	9.86	12,474	9.78	101
Q3400210K2	Frequency of Attendance [Pst Yr] - Attractions/Events - Popular music/rock concerts - 2-6 times a year	10.40	11,944	9.37	111
Q3400210K3	Frequency of Attendance [Pst Yr] - Attractions/Events - Popular music/rock concerts - 7 times a year or more	0.93	1,407	1.10	84



## Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: Headwaters Region Boundary

		%	Base Count	Base %	Index
<b>Participating in Sports &amp; Activities</b>					
Q350010112	Frequency of Participation [Occas/Reg] - Adventure sports	12.73	13,732	10.77	118
Q350010212	Frequency of Participation [Occas/Reg] - Arts/crafts/sewing/knitting	40.73	56,246	44.11	92
Q350010312	Frequency of Participation [Occas/Reg] - ATV/snowmobiling	11.80	15,623	12.25	96
Q350010412	Frequency of Participation [Occas/Reg] - Baseball/softball	21.34	24,806	19.45	110
Q350010512	Frequency of Participation [Occas/Reg] - Basketball	18.40	21,547	16.90	109
Q350010612	Frequency of Participation [Occas/Reg] - Billiards/pool	27.66	32,669	25.62	108
Q350010712	Frequency of Participation [Occas/Reg] - Bowling	45.45	56,030	43.94	103
Q350010812	Frequency of Participation [Occas/Reg] - Camping	42.39	54,616	42.83	99
Q350010912	Frequency of Participation [Occas/Reg] - Canoeing/kayaking	32.09	43,006	33.73	95
Q350013312	Frequency of Participation [Occas/Reg] - Skiing - cross country / Snowshoeing	14.20	20,008	15.69	90
Q350011012	Frequency of Participation [Occas/Reg] - Curling	8.14	9,177	7.20	113
Q350011112	Frequency of Participation [Occas/Reg] - Cycling (mountain/road biking)	38.62	48,241	37.83	102
Q350011212	Frequency of Participation [Occas/Reg] - Fishing/hunting	26.83	32,485	25.48	105
Q350011312	Frequency of Participation [Occas/Reg] - Fitness classes	34.80	41,612	32.63	107
Q350011412	Frequency of Participation [Occas/Reg] - Fitness walking	48.57	61,749	48.42	100
Q350011512	Frequency of Participation [Occas/Reg] - Football	7.90	10,126	7.94	99
Q350011612	Frequency of Participation [Occas/Reg] - Gardening	58.17	76,310	59.84	97
Q350011712	Frequency of Participation [Occas/Reg] - Golfing	22.56	31,355	24.59	92
Q350011812	Frequency of Participation [Occas/Reg] - Health club activity	30.92	36,183	28.38	109
Q350011912	Frequency of Participation [Occas/Reg] - Hiking/backpacking	36.86	45,706	35.84	103
Q350012012	Frequency of Participation [Occas/Reg] - Hockey	13.24	16,989	13.32	99
Q350012112	Frequency of Participation [Occas/Reg] - Home exercise/home workout	51.13	68,084	53.39	96
Q350012212	Frequency of Participation [Occas/Reg] - Ice skating	31.25	40,845	32.03	98
Q350012312	Frequency of Participation [Occas/Reg] - Inline skating	4.43	6,440	5.05	88
Q350012412	Frequency of Participation [Occas/Reg] - Jogging	28.97	30,959	24.28	119
Q350012512	Frequency of Participation [Occas/Reg] - Marathon or similar event	5.24	5,624	4.41	119
Q350012612	Frequency of Participation [Occas/Reg] - Martial arts (any)	4.65	4,720	3.70	126
Q350013912	Frequency of Participation [Occas/Reg] - Photography	29.90	42,025	32.96	91
Q350012712	Frequency of Participation [Occas/Reg] - Pilates/yoga	23.92	26,508	20.79	115
Q350012812	Frequency of Participation [Occas/Reg] - Playing video games	49.51	57,944	45.44	109
Q350012912	Frequency of Participation [Occas/Reg] - Power boating/Jet skiing	9.21	13,032	10.22	90
Q350013012	Frequency of Participation [Occas/Reg] - Racquet sports	14.77	15,673	12.29	120
Q350013112	Frequency of Participation [Occas/Reg] - Reading	82.92	104,765	82.16	101
Q350013212	Frequency of Participation [Occas/Reg] - Skateboarding	2.49	3,602	2.83	88
Q350013412	Frequency of Participation [Occas/Reg] - Skiing - downhill	17.30	21,599	16.94	102
Q350013512	Frequency of Participation [Occas/Reg] - Snowboarding	6.86	8,097	6.35	108
Q350013612	Frequency of Participation [Occas/Reg] - Soccer	18.36	20,416	16.01	115
Q350013712	Frequency of Participation [Occas/Reg] - Swimming	58.83	72,021	56.48	104
Q350013812	Frequency of Participation [Occas/Reg] - Volunteer work	46.07	58,448	45.84	101
Q350014012	Frequency of Participation [Occas/Reg] - Whale watching	5.63	7,533	5.91	95

## Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: Headwaters Region Boundary

		%	Base Count	Base %	Index
<b>Attended Sports</b>					
Q3500201K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Auto racing	4.03	4,574	3.59	112
Q3500202K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Baseball	20.48	25,760	20.20	101
Q3500203K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Basketball	12.50	11,254	8.82	142
Q3500204K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Boxing (!)	1.11	1,263	0.99	112
Q3500205K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Figure skating	2.28	3,156	2.48	92
Q3500206K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Football	8.04	11,393	8.93	90
Q3500207K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Golf	2.50	3,009	2.36	106
Q3500208K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Hockey	22.14	28,249	22.15	100
Q3500209K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Horse racing	5.25	5,017	3.94	134
Q3500210K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Lacrosse	1.88	1,853	1.45	129
Q3500211K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Soccer	6.80	7,580	5.94	114
Q3500212K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Tennis	2.43	1,909	1.50	163

## Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: Headwaters Region Boundary

		%	Base Count	Base %	Index
<b>Travel - Vacation/Business</b>					
Q4900501C1	Used [Pst 3 Yrs] - Vacation Accommodations - All-inclusive resort	28.83	32,663	25.61	113
Q4900502C1	Used [Pst 3 Yrs] - Vacation Accommodations - Spa resort	4.38	4,341	3.40	129
Q4900503C1	Used [Pst 3 Yrs] - Vacation Accommodations - Bed and breakfast	10.15	13,856	10.87	93
Q4900504C1	Used [Pst 3 Yrs] - Vacation Accommodations - Boat	1.59	2,389	1.87	85
Q4900505C1	Used [Pst 3 Yrs] - Vacation Accommodations - Camping	15.20	21,334	16.73	91
Q4900506C1	Used [Pst 3 Yrs] - Vacation Accommodations - Condominium/apartment	10.03	12,236	9.60	105
Q4900507C1	Used [Pst 3 Yrs] - Vacation Accommodations - Cottage	20.34	26,472	20.76	98
Q4900508C1	Used [Pst 3 Yrs] - Vacation Accommodations - Cruise ship	9.39	12,435	9.75	96
Q4900509C1	Used [Pst 3 Yrs] - Vacation Accommodations - Friends/relatives	32.58	39,451	30.94	105
Q4900510C1	Used [Pst 3 Yrs] - Vacation Accommodations - Hotel	59.84	72,122	56.56	106
Q4900511C1	Used [Pst 3 Yrs] - Vacation Accommodations - Motel	12.25	17,041	13.36	92
Q4900512C1	Used [Pst 3 Yrs] - Vacation Accommodations - Package tours	3.24	4,111	3.22	100
Q4900513C1	Used [Pst 3 Yrs] - Vacation Accommodations - RV/camper	4.16	7,093	5.56	75
Q4900514C1	Used [Pst 3 Yrs] - Vacation Accommodations - Vacation rental by owner	17.98	19,994	15.68	115
Q490060C01	Spent Last Vacation - Vacation Spending - Under \$500	29.41	38,961	30.55	96
Q490060C02	Spent Last Vacation - Vacation Spending - \$500 - \$999	17.11	21,239	16.66	103
Q490060C03	Spent Last Vacation - Vacation Spending - \$1,000 - \$1,999	25.22	26,712	20.95	120
Q490060C04	Spent Last Vacation - Vacation Spending - \$2,000 - \$2,999	10.00	15,777	12.37	81
Q490060C05	Spent Last Vacation - Vacation Spending - \$3,000 - \$3,999	6.01	7,335	5.75	104
Q490060C06	Spent Last Vacation - Vacation Spending - \$4,000 or more	12.24	17,494	13.72	89
Q4900701K2	Used [Pst 3 Yrs] - Vacation Planning - Book through an airline directly	36.93	45,069	35.34	104
Q4900702K2	Used [Pst 3 Yrs] - Vacation Planning - Book through a hotel directly	40.54	49,281	38.65	105
Q4900703K2	Used [Pst 3 Yrs] - Vacation Planning - Book through a full service travel agent	26.50	31,858	24.98	106
Q4900704K2	Used [Pst 3 Yrs] - Vacation Planning - Book through a discount/last minute agency	10.11	10,009	7.85	129
Q4900705K2	Used [Pst 3 Yrs] - Vacation Planning - Book a package tour	13.77	16,482	12.93	107
Q4900706K2	Used [Pst 3 Yrs] - Vacation Planning - Book through an on-line travel agency	39.73	43,319	33.97	117
Q4900707K2	Used [Pst 3 Yrs] - Vacation Planning - Book through airline/hotel website	26.63	30,771	24.13	110
Q4900708K2	Used [Pst 3 Yrs] - Vacation Planning - Other services	16.70	20,481	16.06	104
Q4910212C1	Visited [Pst Yr] - Online Travel Services - Booking.com	21.08	24,462	19.18	110
Q4910202C1	Visited [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca	40.69	47,777	37.47	109
Q4910203C1	Visited [Pst Yr] - Online Travel Services - Hotels.com	21.31	22,965	18.01	118
Q4910204C1	Visited [Pst Yr] - Online Travel Services - itravel2000.com	9.62	10,064	7.89	122
Q4910205C1	Visited [Pst Yr] - Online Travel Services - Redtag.ca	9.54	9,507	7.46	128
Q4910206C1	Visited [Pst Yr] - Online Travel Services - Sunwing.ca	16.25	18,317	14.36	113
Q4910207C1	Visited [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.ca	16.98	16,651	13.06	130
Q4910211C1	Visited [Pst Yr] - Online Travel Services - Trivago.ca	20.68	24,277	19.04	109
Q4910208C1	Visited [Pst Yr] - Online Travel Services - Other discount travel sites	10.72	13,701	10.74	100
Q4910209C1	Visited [Pst Yr] - Online Travel Services - Airline websites	29.61	33,420	26.21	113
Q4910210C1	Visited [Pst Yr] - Online Travel Services - Other online travel sites	13.44	18,100	14.19	95
Q4910301C1	Booked With [Pst Yr] - Online Travel Services - Booking.com	4.66	4,246	3.33	140
Q4910302C1	Booked With [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca	11.73	14,541	11.40	103
Q4910303C1	Booked With [Pst Yr] - Online Travel Services - Hotels.com	5.63	5,158	4.04	139
Q4910313C1	Booked With [Pst Yr] - Online Travel Services - Redtag.ca/itravel.com (!)	1.47	1,243	0.97	151
Q4910307C1	Booked With [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.ca	1.32	1,037	0.81	163
Q4910312C1	Booked With [Pst Yr] - Online Travel Services - Trivago.ca	3.10	2,895	2.27	137
Q4910311C1	Booked With [Pst Yr] - Online Travel Services - Other discount travel sites	1.36	1,256	0.98	139
Q4910309C1	Booked With [Pst Yr] - Online Travel Services - Airline websites	10.80	11,031	8.65	125
Q4910310C1	Booked With [Pst Yr] - Online Travel Services - Other online travel sites	3.32	4,588	3.60	92
Q492090C01	Taken [Pst 3 Yrs] - Out-of-town vacations - 0	15.19	23,055	18.08	84
Q492090C02	Taken [Pst 3 Yrs] - Out-of-town vacations - 1-2	27.40	33,407	26.20	105
Q492090C03	Taken [Pst 3 Yrs] - Out-of-town vacations - 3-4	32.16	37,986	29.79	108
Q492090C04	Taken [Pst 3 Yrs] - Out-of-town vacations - 5 or more	25.25	33,070	25.93	97
Q5300901K2	Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips	9.97	10,267	8.05	124
Q5300901K3	Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips	2.48	2,481	1.95	128
Q5300901K4	Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - More than 6 trips	2.28	1,914	1.50	152
Q5300903K2	Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips	9.96	9,264	7.26	137
Q5300903K3	Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips	2.22	4,123	3.23	69
Q5300903K4	Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - More than 6 trips	5.40	5,837	4.58	118
Q5301000K1	Nights Away [Pst Yr] - Business Trips - None	56.54	65,188	51.12	111
Q5301000K2	Nights Away [Pst Yr] - Business Trips - 1 to 5 nights	7.98	10,546	8.27	97
Q5301000K3	Nights Away [Pst Yr] - Business Trips - 6 to 10 nights	3.43	3,130	2.46	140
Q5301000K7	Nights Away [Pst Yr] - Business Trips - 11 to 21 nights	5.01	4,214	3.31	152
Q5301000K6	Nights Away [Pst Yr] - Business Trips - More than 21 nights	2.07	2,801	2.20	94

## Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: Headwaters Region Boundary

		%	Base Count	Base %	Index
<b>Consumer Shows</b>					
Q3300101C1	Attended [Pst Yr] - Attractions/Events - Auto shows	6.32	7,109	5.58	113
Q3300125C1	Attended [Pst Yr] - Attractions/Events - Baby/Kid shows (!)	0.81	1,175	0.92	88
Q3300102C1	Attended [Pst Yr] - Attractions/Events - Boat shows	1.97	2,529	1.98	99
Q3300122C1	Attended [Pst Yr] - Attractions/Events - Book shows	0.82	970	0.76	108
Q3300103C1	Attended [Pst Yr] - Attractions/Events - Bridal shows (!)	1.28	1,310	1.03	125
Q3300104C1	Attended [Pst Yr] - Attractions/Events - Cottage shows (!)	1.50	2,276	1.78	84
Q3300105C1	Attended [Pst Yr] - Attractions/Events - Craft shows	5.17	8,678	6.80	76
Q3300126C1	Attended [Pst Yr] - Attractions/Events - Electronics/photo shows (!)	0.80	639	0.50	159
Q3300107C1	Attended [Pst Yr] - Attractions/Events - Fan shows	3.00	3,439	2.70	111
Q3300108C1	Attended [Pst Yr] - Attractions/Events - Fitness/golf/ski shows	1.86	1,828	1.43	130
Q3300109C1	Attended [Pst Yr] - Attractions/Events - Food/wine shows	2.46	4,227	3.31	74
Q3300110C1	Attended [Pst Yr] - Attractions/Events - Garden shows	2.87	4,737	3.71	77
Q3300111C1	Attended [Pst Yr] - Attractions/Events - Health and living shows	4.08	3,072	2.41	169
Q3300112C1	Attended [Pst Yr] - Attractions/Events - Home shows	4.61	8,324	6.53	71
Q3300113C1	Attended [Pst Yr] - Attractions/Events - Job fairs	2.09	2,287	1.79	117
Q3300114C1	Attended [Pst Yr] - Attractions/Events - Motorcycle shows	1.51	1,561	1.23	124
Q3300115C1	Attended [Pst Yr] - Attractions/Events - Pet shows	2.20	2,475	1.94	114
Q3300116C1	Attended [Pst Yr] - Attractions/Events - RV shows	1.39	2,139	1.68	83
Q3300119C1	Attended [Pst Yr] - Attractions/Events - Sportsman/outdoor shows	2.72	3,302	2.59	105
Q3300120C1	Attended [Pst Yr] - Attractions/Events - Travel shows	1.36	1,520	1.19	114
Q3300124C1	Attended [Pst Yr] - Attractions/Events - Other shows	3.94	5,894	4.62	85
Q3400103C1	Attended/Visited [Pst Yr] - Attractions/Events - Beer/food/wine festivals	11.52	15,372	12.05	96
Q3400203K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Beer/food/wine festivals - Once a year	6.96	8,606	6.75	103
Q3400203K4	Frequency of Attendance [Pst Yr] - Attractions/Events - Beer/food/wine festivals - 2 times a year or more	4.55	6,766	5.31	86

## Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: Headwaters Region Boundary

		%	Base Count	Base %	Index
<b>F&amp;B</b>					
Q3420203C1	Visited [Pst Yr] - Locations - Restaurant, resto-bar, or pub	83.05	106,515	83.53	99
Q3420204C1	Visited [Pst Yr] - Locations - Bar or nightclub	23.31	26,551	20.82	112
Q3420303C1	Visited [Pst Mth] - Locations - Restaurant, resto-bar, or pub	70.83	89,561	70.23	101
Q3420304C1	Visited [Pst Mth] - Locations - Bar or nightclub	11.18	13,619	10.68	105
Q3420403C1	Visited [Pst Wk] - Locations - Restaurant, resto-bar, or pub	44.95	53,521	41.97	107
Q3420404C1	Visited [Pst Wk] - Locations - Bar or nightclub	5.26	5,992	4.70	112
Q3420503K1	Frequency of Visiting [Pst Wk] - Locations - Restaurant, resto-bar, or pub - 1 time	25.23	27,792	21.79	116
Q3420503K2	Frequency of Visiting [Pst Wk] - Locations - Restaurant, resto-bar, or pub - 2 times	10.63	15,226	11.94	89
Q3420503K3	Frequency of Visiting [Pst Wk] - Locations - Restaurant, resto-bar, or pub - 3 times	6.88	6,534	5.12	134
Q3420503K4	Frequency of Visiting [Pst Wk] - Locations - Restaurant, resto-bar, or pub - 4 to 6 times	1.18	2,045	1.60	73
Q3420503K5	Frequency of Visiting [Pst Wk] - Locations - Restaurant, resto-bar, or pub - 7 times or more	1.03	1,924	1.51	68
Q3420504K1	Frequency of Visiting [Pst Wk] - Locations - Bar or nightclub - 1 time	2.64	3,679	2.88	91
Q3420504K6	Frequency of Visiting [Pst Wk] - Locations - Bar or nightclub - 2 times or more	2.63	2,313	1.81	145

## Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: Headwaters Region Boundary

		%	Base Count	Base %	Index
<b>Alcohol</b>					
Q4500100K1	Drinks [Pst Wk] - Beer - None	67.21	87,585	68.68	98
Q4500100K2	Drinks [Pst Wk] - Beer - 1-3	19.27	22,652	17.76	108
Q4500100K3	Drinks [Pst Wk] - Beer - 4-6	8.58	8,846	6.94	124
Q4500100K4	Drinks [Pst Wk] - Beer - 7-9	2.21	3,105	2.44	91
Q4500100K5	Drinks [Pst Wk] - Beer - 10-12	1.00	1,771	1.39	72
Q4500100K6	Drinks [Pst Wk] - Beer - More than 12	1.74	3,559	2.79	62
Q4510300K1	Drinks [Pst Wk] - Beer (outside the home) - None	84.03	109,412	85.80	98
Q4510300K2	Drinks [Pst Wk] - Beer (outside the home) - 1-3	13.10	14,416	11.30	116
Q4510300K3	Drinks [Pst Wk] - Beer (outside the home) - 4-6	2.17	2,532	1.99	109
Q4510300K7	Drinks [Pst Wk] - Beer (outside the home) - 7 or more (!)	0.70	1,158	0.91	77
Q4500330K4	Brand Drink [M Of/Freq] - Beer - Other Canadian microbrewery/craft beer	15.32	19,718	15.46	99
Q4500501C1	Types Drank [Pst Mth] - Beer - Regular priced domestic beer (excl. microbrewery beers)	16.81	22,551	17.68	95
Q4500502C1	Types Drank [Pst Mth] - Beer - Value priced domestic beer (excl. microbrewery beers)	3.85	5,382	4.22	91
Q4500503C1	Types Drank [Pst Mth] - Beer - Light beer	8.63	14,009	10.99	79
Q4500504C1	Types Drank [Pst Mth] - Beer - Microbrewery/craft beer	9.56	14,802	11.61	82
Q4500505C1	Types Drank [Pst Mth] - Beer - Imported beer	16.88	17,810	13.97	121
Q4500507C1	Types Drank [Pst Mth] - Beer - Non-alcoholic beer	1.27	2,372	1.86	68
Q4510129C1	Drank [Pst Mth] - Beverages - Cider	9.16	12,764	10.01	91
Q4510130C1	Drank [Pst Mth] - Beverages - Coolers/pre-mixed drinks	8.15	11,235	8.81	92
Q4510131C1	Drank [Pst Mth] - Beverages - Liqueurs (any)	6.44	8,315	6.52	99
Q4510132C1	Drank [Pst Mth] - Beverages - Gin	6.59	8,282	6.50	101
Q4510133C1	Drank [Pst Mth] - Beverages - Port/sherry	2.65	1,943	1.52	174
Q4510134C1	Drank [Pst Mth] - Beverages - Rum	8.31	10,316	8.09	103
Q4510135C1	Drank [Pst Mth] - Beverages - Tequila	3.99	5,518	4.33	92
Q4510136C1	Drank [Pst Mth] - Beverages - Vodka	13.02	14,941	11.72	111
Q4510137C1	Drank [Pst Mth] - Beverages - Rye/Canadian whisky	12.63	15,010	11.77	107
Q4510138C1	Drank [Pst Mth] - Beverages - Scotch whisky	7.02	7,955	6.24	113
Q4510139C1	Drank [Pst Mth] - Beverages - Other whisky	3.72	3,513	2.75	135
Q4510140C1	Drank [Pst Mth] - Beverages - Red wine (any)	28.86	33,349	26.15	110
Q4510141C1	Drank [Pst Mth] - Beverages - Rosé wine (any)	6.59	7,581	5.95	111
Q4510142C1	Drank [Pst Mth] - Beverages - Sparkling/champagne (any)	4.25	5,230	4.10	104
Q4510143C1	Drank [Pst Mth] - Beverages - White wine (any)	20.13	30,136	23.63	85
Q4510144C1	Drank [Pst Mth] - Beverages - Canadian wine	17.04	21,486	16.85	101
Q4510149C1	Drank [Pst Mth] - Beverages - Other alcoholic beverages (excluding beer)	2.71	4,574	3.59	76
Q4510230K1	Frequency of Drinking [Pst Mth] - Beverages - Liqueurs (any) - Once a month	2.47	3,891	3.05	81
Q4510230K2	Frequency of Drinking [Pst Mth] - Beverages - Liqueurs (any) - 2-3 times a month	3.53	3,584	2.81	125
Q4510230K3	Frequency of Drinking [Pst Mth] - Beverages - Liqueurs (any) - Once a week or more (!)	0.45	835	0.66	68
Q4510231K1	Frequency of Drinking [Pst Mth] - Beverages - Gin - Once a month	2.39	3,343	2.62	91
Q4510231K2	Frequency of Drinking [Pst Mth] - Beverages - Gin - 2-3 times a month	2.29	3,339	2.62	87
Q4510231K3	Frequency of Drinking [Pst Mth] - Beverages - Gin - Once a week or more	1.91	1,600	1.25	153
Q4510232K1	Frequency of Drinking [Pst Mth] - Beverages - Port/sherry - Once a month	0.70	878	0.69	102
Q4510232K4	Frequency of Drinking [Pst Mth] - Beverages - Port/sherry - 2-3 times a month or more	1.95	1,064	0.83	234
Q4510233K1	Frequency of Drinking [Pst Mth] - Beverages - Rum - Once a month	4.40	4,171	3.27	134
Q4510233K2	Frequency of Drinking [Pst Mth] - Beverages - Rum - 2-3 times a month	2.58	4,262	3.34	77
Q4510233K3	Frequency of Drinking [Pst Mth] - Beverages - Rum - Once a week or more	1.33	1,883	1.48	90
Q4510234K1	Frequency of Drinking [Pst Mth] - Beverages - Tequila - Once a month	2.71	3,534	2.77	98
Q4510234K4	Frequency of Drinking [Pst Mth] - Beverages - Tequila - 2-3 times a month or more	1.28	1,984	1.56	83
Q4510235K1	Frequency of Drinking [Pst Mth] - Beverages - Vodka - Once a month	5.97	6,708	5.26	113
Q4510235K2	Frequency of Drinking [Pst Mth] - Beverages - Vodka - 2-3 times a month	6.05	6,391	5.01	121
Q4510235K3	Frequency of Drinking [Pst Mth] - Beverages - Vodka - Once a week or more	1.00	1,842	1.45	69
Q4510236K1	Frequency of Drinking [Pst Mth] - Beverages - Rye/Canadian whisky - Once a month	4.25	5,463	4.29	99
Q4510236K2	Frequency of Drinking [Pst Mth] - Beverages - Rye/Canadian whisky - 2-3 times a month	6.78	6,654	5.22	130
Q4510236K3	Frequency of Drinking [Pst Mth] - Beverages - Rye/Canadian whisky - Once a week or more	1.58	2,879	2.26	70
Q4510237K1	Frequency of Drinking [Pst Mth] - Beverages - Scotch whisky - Once a month	1.84	2,524	1.98	93
Q4510237K2	Frequency of Drinking [Pst Mth] - Beverages - Scotch whisky - 2-3 times a month	4.06	4,151	3.25	125
Q4510237K3	Frequency of Drinking [Pst Mth] - Beverages - Scotch whisky - Once a week or more	1.11	1,247	0.98	114
Q4510238K1	Frequency of Drinking [Pst Mth] - Beverages - Other whisky - Once a month	1.96	1,680	1.32	148
Q4510238K2	Frequency of Drinking [Pst Mth] - Beverages - Other whisky - 2-3 times a month	0.93	855	0.67	138
Q4510238K3	Frequency of Drinking [Pst Mth] - Beverages - Other whisky - Once a week or more (!)	0.84	978	0.77	109
Q4510239K1	Frequency of Drinking [Pst Mth] - Beverages - Red wine (any) - Once a month	6.95	7,791	6.11	114
Q4510239K2	Frequency of Drinking [Pst Mth] - Beverages - Red wine (any) - 2-3 times a month	11.12	13,211	10.36	107
Q4510239K3	Frequency of Drinking [Pst Mth] - Beverages - Red wine (any) - Once a week or more	10.78	12,348	9.68	111
Q4510240K1	Frequency of Drinking [Pst Mth] - Beverages - Rosé wine (any) - Once a month	2.79	4,021	3.15	89
Q4510240K2	Frequency of Drinking [Pst Mth] - Beverages - Rosé wine (any) - 2-3 times a month	2.23	2,699	2.12	105
Q4510240K3	Frequency of Drinking [Pst Mth] - Beverages - Rosé wine (any) - Once a week or more	1.57	861	0.68	233
Q4510241K1	Frequency of Drinking [Pst Mth] - Beverages - Sparkling/champagne (any) - Once a month	2.41	2,427	1.90	127
Q4510241K2	Frequency of Drinking [Pst Mth] - Beverages - Sparkling/champagne (any) - 2-3 times a month	1.30	1,990	1.56	83
Q4510241K3	Frequency of Drinking [Pst Mth] - Beverages - Sparkling/champagne (any) - Once a week or more (!)	0.55	813	0.64	86
Q4510242K1	Frequency of Drinking [Pst Mth] - Beverages - White wine (any) - Once a month	5.98	9,567	7.50	80
Q4510242K2	Frequency of Drinking [Pst Mth] - Beverages - White wine (any) - 2-3 times a month	8.50	11,819	9.27	92
Q4510242K3	Frequency of Drinking [Pst Mth] - Beverages - White wine (any) - Once a week or more	5.66	8,750	6.86	82
Q4510243K1	Frequency of Drinking [Pst Mth] - Beverages - Canadian wine - Once a month	3.55	5,866	4.60	77
Q4510243K2	Frequency of Drinking [Pst Mth] - Beverages - Canadian wine - 2-3 times a month	9.35	9,528	7.47	125
Q4510243K3	Frequency of Drinking [Pst Mth] - Beverages - Canadian wine - Once a week or more	4.14	6,093	4.78	87

## Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: Headwaters Region Boundary

		%	Base Count	Base %	Index
<b>Psychographics</b>					
Q54001011	Statements - 'New and improved' on packages is just an advertising gimmick - Agree	69.54	87,110	68.31	102
Q54001021	Statements - I buy the latest high-tech gadgets before most people I know - Agree	10.06	11,417	8.95	112
Q54001031	Statements - Premium priced brands are generally worth the extra money - Agree	32.64	37,758	29.61	110
Q54001041	Statements - I offer recommendations of products/services to other people - Agree	55.95	74,089	58.10	96
Q54001051	Statements - Advertising is an important source of information to me - Agree	27.25	38,543	30.23	90
Q54001061	Statements - I am very concerned about the nutritional content of food products I buy - Agree	67.81	86,691	67.98	100
Q54001071	Statements - I prefer low-calorie or "light" foods and drinks - Agree	30.55	40,820	32.01	95
Q54001091	Statements - I like to try new and different products - Agree	53.88	67,194	52.69	102
Q54001101	Statements - If I see something interesting in a store, I will usually buy it on impulse - Agree	19.76	25,062	19.65	101
Q54001111	Statements - I tend to pass up my favourite brand if something else is on sale - Agree	36.24	44,664	35.03	103
Q54001121	Statements - If one of my usual brands is on special, I will buy extra - Agree	71.36	93,503	73.33	97
Q54001131	Statements - It's important to buy products from socially-responsible/environmentally-friendly companies - Agree	54.89	71,403	55.99	98
Q54001141	Statements - Once I find a brand I like, I stick with it - Agree	73.89	92,741	72.73	102
Q54001151	Statements - No-name products are as good as nationally advertised brands - Agree	48.33	62,230	48.80	99
Q54001161	Statements - I am willing to pay more for eco-friendly products - Agree	32.98	43,946	34.46	96
Q54001171	Statements - When I make a purchase, I often spend more than I thought I would - Agree	34.69	42,287	33.16	105
Q54001181	Statements - I am willing to pay a little extra to save time shopping - Agree	37.81	46,011	36.08	105
Q54001191	Statements - To me, shopping is a chore rather than a pleasure - Agree	40.03	49,923	39.15	102
Q54001211	Statements - I worry about not having enough money to retire - Agree	41.23	53,020	41.58	99
Q54001221	Statements - I prefer to postpone a purchase than buy on credit - Agree	45.69	63,403	49.72	92
Q54001231	Statements - I like to try new places to eat - Agree	56.80	72,520	56.87	100
Q54001241	Statements - I lead a fairly busy social life - Agree	27.01	31,893	25.01	108
Q54001251	Statements - I do more entertaining at home now than ever before - Agree	23.23	26,450	20.74	112
Q54001261	Statements - I try to keep abreast of changes in style and fashions - Agree	17.57	23,802	18.67	94
Q54001271	Statements - I take care of money matters and bill paying in our household - Agree	54.73	69,416	54.44	101
Q54001281	Statements - I compare grocery prices at different stores - Agree	47.89	62,632	49.12	98
Q54001291	Statements - I value companies who give back to the community - Agree	60.58	80,160	62.86	96
Q54001301	Statements - I would like to eat healthy foods more often - Agree	74.92	98,563	77.29	97
Q54001321	Statements - I have tried a product/service based on a personal recommendation - Agree	71.46	91,965	72.12	99
Q54001331	Statements - I enjoy being extravagant/indulgent - Agree	20.29	20,968	16.44	123
Q54001341	Statements - I consider myself to be sophisticated - Agree	29.78	34,942	27.40	109
Q54001351	Statements - I prepare a grocery list before doing my shopping - Agree	61.12	79,050	61.99	99
Q54001361	Statements - I like to cook - Agree	51.85	67,986	53.31	97
Q54001371	Statements - I am interested in learning about different cultures - Agree	61.98	72,712	57.02	109
Q54001381	Statements - I would rather spend a quiet evening at home than go out to a party - Agree	73.25	90,121	70.67	104
Q54001391	Statements - Family life and having children are most important to me - Agree	63.17	80,593	63.20	100
Q54001401	Statements - Television is my primary source of entertainment - Agree	51.09	66,200	51.91	98
Q54001411	Statements - My home is kept very neat and clean - Agree	59.36	75,398	59.13	100
Q54001421	Statements - I consider myself to be informed on current events or issues - Agree	59.10	78,205	61.33	96
Q54001431	Statements - I generally achieve what I set out to do - Agree	72.37	91,439	71.71	101
Q54001441	Statements - An important part of my life and activities is dressing smartly - Agree	36.28	41,189	32.30	112
Q54001451	Statements - I have difficulty trying to balance my work and family/personal life - Agree	25.51	28,145	22.07	116
Q54001461	Statements - I am more independent than most people - Agree	56.28	70,633	55.39	102
Q54001471	Statements - I am careful of what I eat in order to keep my weight under control - Agree	44.62	54,654	42.86	104
Q54001481	Statements - My friends' opinions are an important source of information for me - Agree	45.58	57,113	44.79	102
Q54001491	Statements - I place a lot of importance on personal appearance - Agree	39.63	53,149	41.68	95
Q54001501	Statements - I am concerned about the issues of online security/identity theft - Agree	64.35	87,479	68.60	94
Q54001511	Statements - It is important to monitor what children watch/listen to/access via media - Agree	73.42	93,254	73.13	100
Q54001521	Statements - I make an effort to buy local produce/products - Agree	60.11	77,333	60.65	99
Q54001531	Statements - Vegetarianism is a healthy option - Agree	34.39	39,833	31.24	110
Q54001541	Statements - Free-trial/product samples can influence my purchase decisions - Agree	44.33	53,859	42.24	105
Q54001551	Statements - I am more of a spender than a saver - Agree	24.21	30,302	23.76	102
Q54001601	Statements - Staying connected via social media is very important to me - Agree	31.20	39,015	30.59	102
Q54001571	Statements - Online streaming services do not replace radio - Agree	44.15	58,250	45.68	97
Q54001581	Statements - Radio feels more personal than other media - Agree	44.60	53,947	42.31	105
Q54001561	Statements - I have had or would consider cosmetic procedures/surgery - Agree	14.00	17,158	13.46	104
Q54001611	Statements - I consider it important to vote in elections - Agree	79.10	102,920	80.71	98
Q54001621	Statements - I prefer to shop at retail store location for the customer experience - Agree	53.77	67,787	53.16	101
Q54001631	Statements - I prefer to shop online for convenience - Agree	38.58	39,637	31.08	124
Q54001641	Statements - I am adventurous/"outdoorsy" - Agree	37.59	49,266	38.63	97
Q54001651	Statements - I am concerned about people getting high and driving - Agree	76.32	99,065	77.69	98
Q54001661	Statements - When I shop online I prefer to support Canadian retailers - Agree	55.82	71,053	55.72	100



## Ranking Variables | Customers

## Social Values Glossary

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: Headwaters Region Boundary

Social Values		%	Base Count	Base %	Index
SV00001	Acceptance of Violence	27.58	30,409	24.98	110
SV00002	Active Government	22.24	23,871	19.61	113
SV00003	Adaptability to Complexity	23.37	28,614	23.51	99
SV00004	Advertising as Stimulus	25.31	28,172	23.15	109
SV00005	Anomie-Aimlessness	28.10	28,280	23.23	121
SV00006	Attraction For Crowds	30.54	30,380	24.96	122
SV00007	Attraction to Nature	21.33	31,466	25.85	83
SV00008	Aversion to Complexity	22.73	29,947	24.61	92
SV00009	Brand Apathy	21.01	28,665	23.55	89
SV00010	Brand Genuineeness	22.90	24,997	20.54	112
SV00011	Buying on Impulse	27.34	32,772	26.93	102
SV00012	Community Involvement	22.46	26,653	21.90	103
SV00013	Concern for Appearance	29.03	34,211	28.11	103
SV00014	Confidence in Advertising	32.57	33,200	27.28	119
SV00015	Confidence in Big Business	27.37	29,776	24.46	112
SV00016	Confidence in Small Business	28.86	36,583	30.06	96
SV00017	Consumption Evangelism	32.06	35,551	29.21	110
SV00018	Consumptivity	27.37	29,950	24.61	111
SV00019	Cultural Assimilation	26.59	32,663	26.84	99
SV00020	Culture Sampling	26.63	30,747	25.26	105
SV00021	Discriminating Consumerism	24.55	28,275	23.23	106
SV00022	Duty	22.34	28,652	23.54	95
SV00023	Ecological Concern	16.82	22,918	18.83	89
SV00024	Ecological Fatalism	30.50	33,558	27.57	111
SV00025	Ecological Lifestyle	23.67	27,380	22.50	105
SV00026	Effort Toward Health	24.94	30,098	24.73	101
SV00027	Emotional Control	24.17	30,787	25.30	96
SV00028	Enthusiasm for Technology	25.88	27,724	22.78	114
SV00029	Equal Relationship with Youth	24.59	29,290	24.07	102
SV00030	Ethical Consumerism	24.17	29,577	24.30	99
SV00031	Fatalism	24.43	28,070	23.06	106
SV00032	Fear of Violence	24.30	30,989	25.46	95
SV00033	Financial Concern Regarding the Future	23.53	31,361	25.77	91
SV00034	Financial Security	25.39	28,936	23.77	107
SV00035	Flexible Families	24.78	30,705	25.23	98
SV00036	Fulfillment Through Work	15.45	22,847	18.77	82
SV00037	Global Consciousness	21.46	24,312	19.98	107
SV00038	Importance of Aesthetics	29.82	32,789	26.94	111
SV00039	Importance of Brand	25.89	30,034	24.68	105
SV00040	Importance of Price	26.37	31,606	25.97	102
SV00041	Importance of Spontaneity	20.07	24,865	20.43	98
SV00042	Interest in the Unexplained	23.13	26,883	22.09	105
SV00043	Introspection & Empathy	22.54	26,833	22.05	102
SV00044	Intuition & Impulse	25.70	29,360	24.12	107
SV00045	Joy of Consumption	25.53	29,058	23.88	107
SV00046	Just Deserts	27.39	27,939	22.95	119
SV00047	Legacy	26.19	30,125	24.75	106
SV00049	Multiculturalism	25.83	28,698	23.58	110
SV00050	National Pride	28.45	32,855	26.99	105
SV00051	Need for Escape	29.37	35,387	29.07	101
SV00052	Need for Status Recognition	27.74	28,356	23.30	119
SV00053	North American Dream	28.99	33,258	27.33	106
SV00054	Obedience to Authority	26.16	35,434	29.11	90
SV00055	Ostentatious Consumption	32.24	30,430	25.00	129
SV00056	Parochialism	25.41	34,002	27.94	91
SV00057	Patriarchy	27.23	31,002	25.47	107
SV00058	Penchant for Risk	30.97	33,593	27.60	112
SV00059	Personal Challenge	24.78	31,426	25.82	96
SV00060	Personal Control	23.75	31,053	25.51	93
SV00061	Personal Creativity	23.60	29,653	24.36	97
SV00062	Personal Expression	28.02	30,903	25.39	110
SV00063	Personal Optimism	35.37	38,943	32.00	111
SV00273	Primacy of Environmental Protection	19.75	26,621	21.87	90
SV00064	Primacy of the Family	29.31	34,655	28.47	103
SV00065	Propriety	25.93	31,263	25.69	101
SV00066	Pursuit of Intensity	25.26	27,006	22.19	114
SV00067	Pursuit of Novelty	29.14	29,281	24.06	121
SV00068	Pursuit of Originality	29.99	34,459	28.31	106
SV00069	Racial Fusion	29.67	36,207	29.75	100
SV00070	Rejection of Authority	21.96	28,794	23.66	93
SV00272	Rejection of Inequality	19.36	24,309	19.97	97
SV00072	Rejection of Orderliness	21.27	29,419	24.17	88
SV00073	Religion a la Carte	23.08	26,050	21.40	108
SV00074	Religiosity	32.23	36,427	29.93	108
SV00075	Saving on Principle	25.64	32,342	26.57	96
SV00076	Search for Roots	19.06	24,396	20.04	95
SV00077	Sensualism	22.37	28,625	23.52	95
SV00078	Sexism	27.75	29,605	24.32	114
SV00079	Sexual Permissiveness	23.79	27,838	22.87	104
SV00080	Skepticism Toward Small Business	23.82	28,088	23.08	103
SV00081	Skepticism Towards Advertising	22.18	28,280	23.23	95
SV00271	Social Darwinism	31.31	35,390	29.08	108
SV00083	Social Intimacy	24.26	30,766	25.28	96
SV00084	Social Learning	22.81	28,321	23.27	98
SV00085	Social Responsibility	22.47	27,789	22.83	98
SV00086	Spiritual Quest	27.75	32,788	26.94	103
SV00087	Status via Home	34.56	34,231	28.13	123
SV00088	Technology Anxiety	25.80	31,267	25.69	100
SV00089	Time Stress	28.19	32,510	26.71	106
SV00090	Traditional Family	30.63	35,320	29.02	106
SV00091	Utilitarian Consumerism	20.42	28,838	23.69	86
SV00092	Vitality	22.44	27,949	22.96	98
SV00093	Voluntary Simplicity	26.84	32,158	26.42	102
SV00094	Work Ethic	27.86	33,914	27.86	100
SV00095	Xenophobia	26.89	33,270	27.34	98