Visitor Research Program

Analysis of Visitors Who Reside Within Central Counties

Postal Codes Collected Between 2017 - 2019

Prepared by: Tom Guerquin

Manager, Research & Development

Tguerquin@CentralCounties.ca

<u>Visitor Research Program Overview</u>

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[1] by > 10
- Numbers that appear in **BLUE** font and in BLUE boxes indicate under indexed[1] 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
- [1]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.

For additional tips, please view our CCT Data Interpretation Guide
Regional and aggregated reports are available on our Research page

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Report 1: Executive Report

RTO6 Visitors Within the Region 2017-2019

CENTRAL COUNTIES TOURISM

Demographic Snapshot

49 Years
Median age of Households maintainer (91)

63.4%
Couples with Children at Home (116)

65.2%
Of Visitors travelled within 40 Km

$140,308
Average Household Income (108)

58.8%
Are Visible Minority Presence (131)

4 People+
47.5% of HHs have 4 or more people at Home (132)

48.1%
Born outside of Canada (125)

14%
Work in Sales & Service (101) & 12.76% in Business /Finance (112)

Top Ten Forward Sortation Areas (FSAs)

Name	Count
L6A (Vaughan, ON)	122,455
L4H (Woodbridge, ON)	94,778
L4J (Thornhill, ON)	48,982
L4E (Richmond Hill, ON)	43,238
L4C (Richmond Hill, ON)	40,070
L4L (Woodbridge, ON)	35,500
L4G (Aurora, ON)	29,308
L3X (Newmarket, ON)	28,906
L6C (Markham, ON)	24,074
L3T (Thornhill, ON)	22,586

Top Ten Cities/Towns

Name	Count
Vaughan, ON (CY)	317,588
Markham, ON (CY)	124,862
Richmond Hill, ON (T)	122,816
Newmarket, ON (T)	42,138
Caledon, ON (T)	39,656
Whitby, ON (T)	34,834
Oshawa, ON (CY)	32,929
Ajax, ON (T)	31,758
Aurora, ON (T)	29,308
Pickering, ON (CY)	25,224

Social Media Highlights
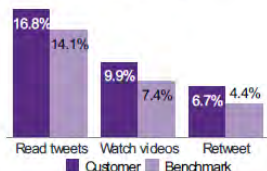
FACEBOOK
78.0% currently use
Index: 102
Top Activities (Daily)
- Read news feed: Customer 38.6%, Benchmark 40.1%
- Watch videos: Customer 24.4%, Benchmark 22.2%
- Cmt/Like other users' posts: Customer 23.6%, Benchmark 26.8%

TWITTER
37.7% currently use
Index: 119
Top Activities (Daily)
- Read tweets: Customer 16.8%, Benchmark 14.1%
- Watch videos: Customer 9.9%, Benchmark 7.4%
- Retweet: Customer 6.7%, Benchmark 4.4%

INSTAGRAM
46.0% currently use
Index: 113
Top Activities (Daily)
- View photos/videos: Customer 10.6%, Benchmark 9.0%
- Like photos/videos: Customer 8.0%, Benchmark 7.5%
- Watch live videos: Customer 5.4%, Benchmark 4.3%

LINKEDIN
57.7% currently use
Index: 117
Top Activities (Weekly)
- Read your newsfeed: Customer 9.3%, Benchmark 6.4%
- View a job posting: Customer 8.2%, Benchmark 5.7%
- Watch videos: Customer 7.1%, Benchmark 4.2%

YOUTUBE
76.6% currently use
Index: 104
Top Activities (Daily)
- Watch videos: Customer 36.2%, Benchmark 31.8%
- Watch live videos: Customer 10.6%, Benchmark 8.6%
- Like/dislike videos: Customer 9.5%, Benchmark 8.9%

SNAPCHAT
15.1% currently use
Index: 107
Top Activities (Weekly)
- Receive photos/videos: Customer 7.4%, Benchmark 7.3%
- Send photos/videos: Customer 6.3%, Benchmark 6.1%
- Send direct text messages: Customer 6.3%, Benchmark 6.2%

WHATSAPP
66.2% currently use
Index: 127
Top Activities (Daily)
- Send/receive images: Customer 10.4%, Benchmark 7.4%
- Use group chats: Customer 9.4%, Benchmark 6.2%
- Send/receive messages: Customer 8.5%, Benchmark 6.4%

All data indexed against CCT boundary's average; colours represent at least 10% above/below the benchmark

Demographics | Population & Households

Central Counties Tourism

Customers: RTO6 2017-2019 All Postal Codes: QTY

MEDIAN MAINTAINER AGE

49

Index: **91**

MARITAL STATUS

64.6%

Index: **108**

Married/Common-Law

FAMILY STATUS*

63.4%

Index: **116**

Couples With Children At Home

HOUSEHOLD SIZE

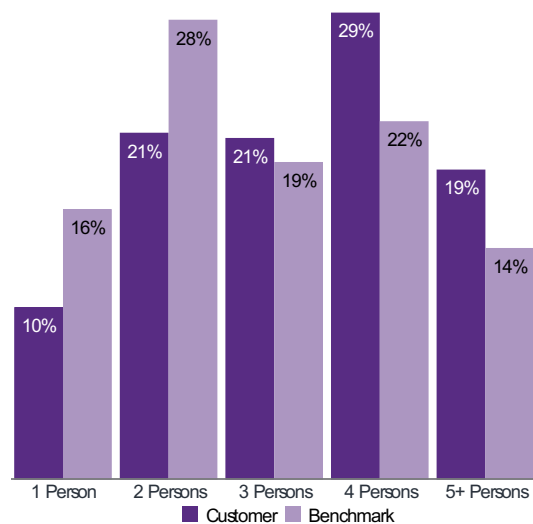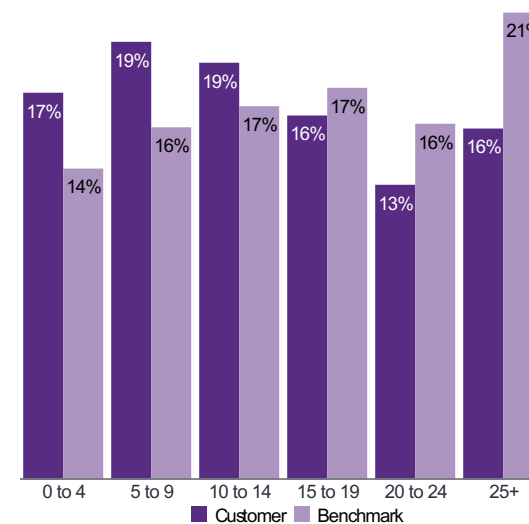| Household Size	Customer	Benchmark
1 Person	10%	16%
2 Persons	21%	28%
3 Persons	21%	19%
4 Persons	29%	22%
5+ Persons	19%	14%

POPULATION BY AGE

	%	Index
0 to 4	6.8	133
5 to 9	7.6	137
10 to 14	7.5	124
15 to 19	6.9	105
20 to 24	6.0	92
25 to 29	5.7	87
30 to 34	6.7	104
35 to 39	8.0	126
40 to 44	8.2	128
45 to 49	8.1	116
50 to 54	7.2	98
55 to 59	6.1	78
60 to 64	4.6	71
65 to 69	3.5	68
70 to 74	3.0	70
75 to 79	1.9	67
80 to 84	1.3	65
85+	1.1	57

AGE OF CHILDREN AT HOME

Age	Customer	Benchmark
0 to 4	17%	14%
5 to 9	19%	16%
10 to 14	19%	17%
15 to 19	16%	17%
20 to 24	13%	16%
25+	16%	21%

Benchmark: Central Counties Tourism RTO6 regional map

*Chosen from index ranking with minimum 5% composition

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Index Colours:	<80	80 - 110	110+

4

Demographics | Housing & Income

Central Counties Tourism

TENURE

Rented 11.0%

Owned 89.0%

STRUCTURE TYPE

90.7%
Houses
Index: **109**

9.3%
Apartments
Index: **55**

AGE OF HOUSING*

10 - 14 Years Old

% Comp: **28.7**   Index: **266**

AVERAGE HOUSEHOLD INCOME

$140,308

Index: **108**

HOUSEHOLD INCOME DISTRIBUTION
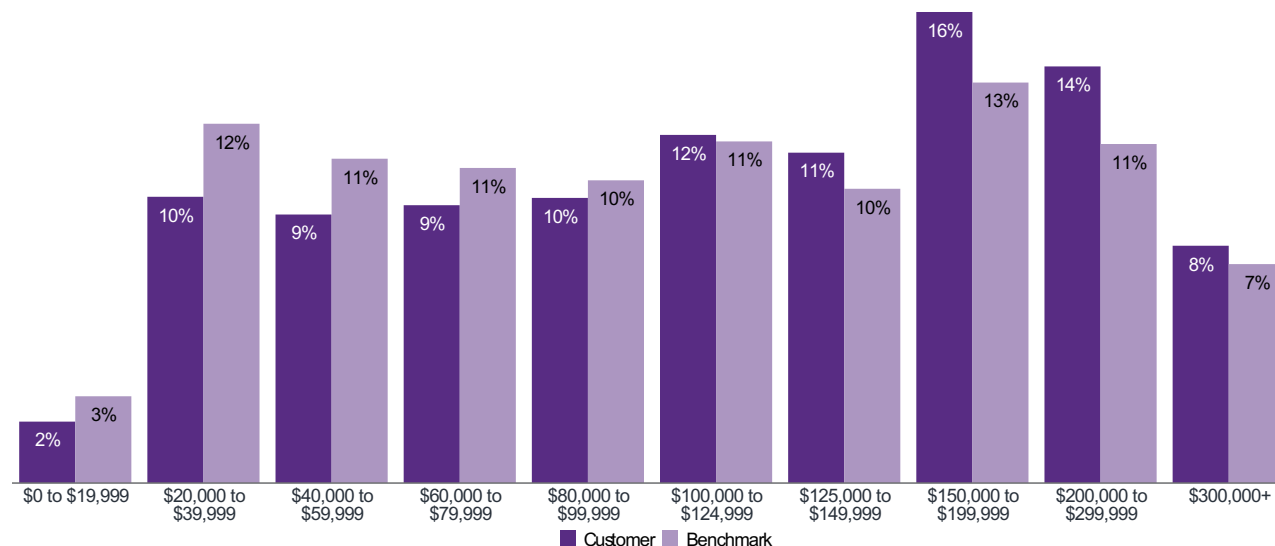
Income Range	Customer	Benchmark
$0 to $19,999	2%	3%
$20,000 to $39,999	10%	12%
$40,000 to $59,999	9%	11%
$60,000 to $79,999	9%	11%
$80,000 to $99,999	10%	10%
$100,000 to $124,999	12%	11%
$125,000 to $149,999	11%	10%
$150,000 to $199,999	16%	13%
$200,000 to $299,999	14%	11%
$300,000+	8%	7%

■ Customer ■ Benchmark

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Customers: RTO6 2017-2019 All Postal Codes: QTY

EDUCATION

36.7%
Index: **123**

University Degree

LABOUR FORCE PARTICIPATION

68.7%
Index: **106**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

78.1%
Index: **101**

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

12.9%
Index: **107**

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT
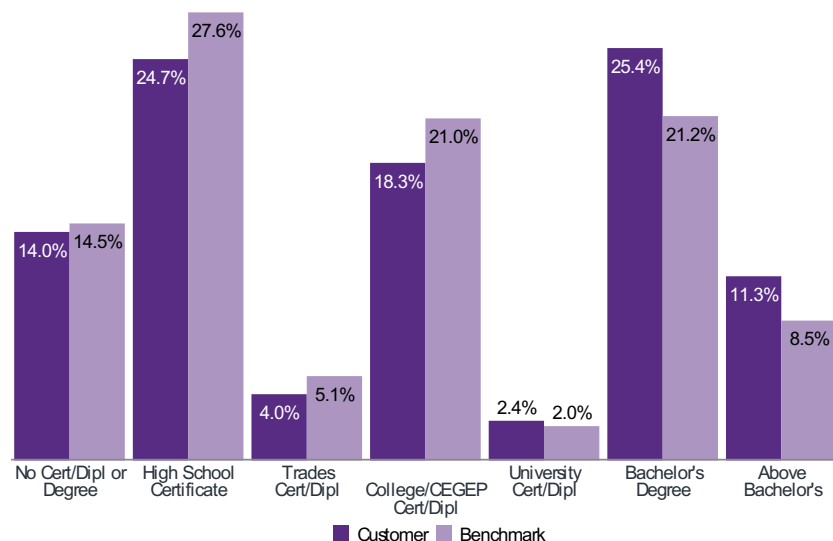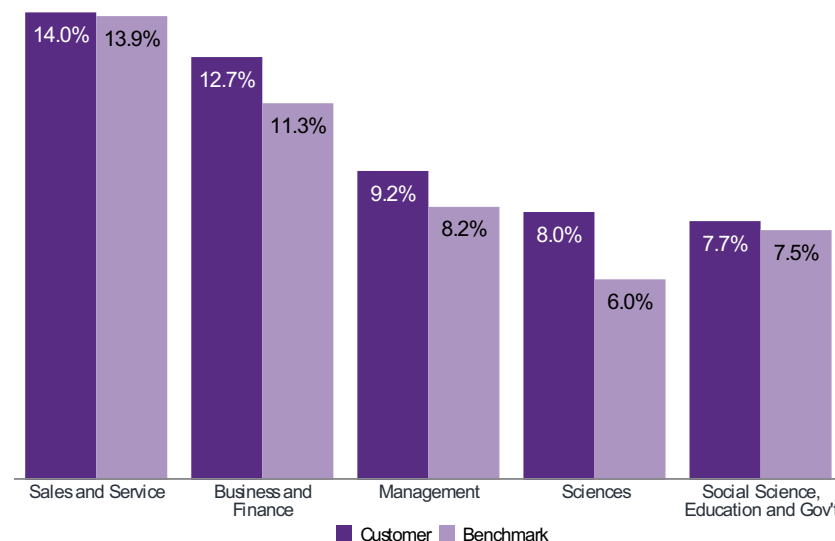
Category	Customer	Benchmark
No Cert/Dipl or Degree	14.0%	14.5%
High School Certificate	24.7%	27.6%
Trades Cert/Dipl	4.0%	5.1%
College/CEGEP Cert/Dipl	18.3%	21.0%
University Cert/Dipl	2.4%	2.0%
Bachelor's Degree	25.4%	21.2%
Above Bachelor's	11.3%	8.5%

■ Customer ■ Benchmark

OCCUPATIONS: TOP 5*

Category	Customer	Benchmark
Sales and Service	14.0%	13.9%
Business and Finance	12.7%	11.3%
Management	9.2%	8.2%
Sciences	8.0%	6.0%
Social Science, Education and Gov't	7.7%	7.5%

■ Customer ■ Benchmark

Benchmark: Central Counties Tourism RTO6 regional map

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Customers: RTO6 2017-2019 All Postal Codes: QTY

VISIBLE MINORITY PRESENCE

58.8%
Index: **131**

Belong to a visible minority group

NON-OFFICIAL LANGUAGE

5.0%
Index: **131**

No knowledge of English or French

IMMIGRATION

48.1%
Index: **125**

Born outside Canada

PERIOD OF IMMIGRATION*

2001 to 2005

% Comp: **6.8**   Index: **154**

VISIBLE MINORITY STATUS: TOP 5**

	Chinese	South Asian	West Asian	Black	Filipino
Customer	19.6%	17.1%	4.8%	4.1%	2.2%
Benchmark	15.3%	11.7%	3.3%	5.1%	2.0%

■ Customer ■ Benchmark
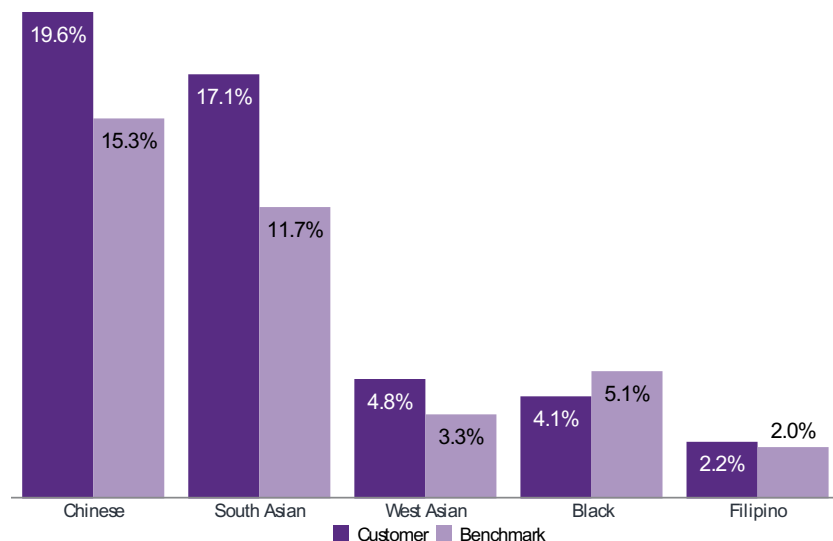
LANGUAGES SPOKEN AT HOME: TOP 5**
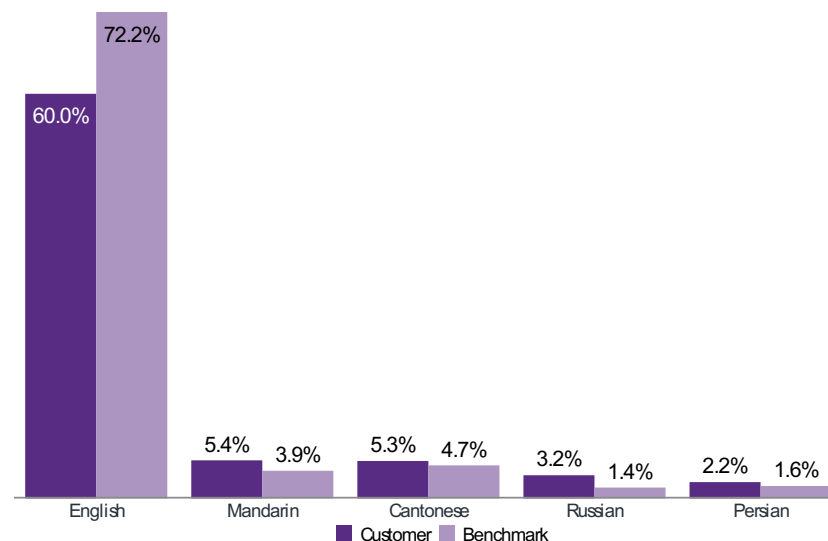
	English	Mandarin	Cantonese	Russian	Persian
Customer	60.0%	5.4%	5.3%	3.2%	2.2%
Benchmark	72.2%	3.9%	4.7%	1.4%	1.6%

■ Customer ■ Benchmark

Benchmark: Central Counties Tourism RTO6 regional map

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | DemoStats Highlights

Customers: RTO6 2017-2019 All Postal Codes: QTY

CENTRAL COUNTIES TOURISM

HOUSEHOLD CHARACTERISTICS

	%	Base %	Index
Age of Household Maintainer			
15 to 24	0.55	0.87	63
25 to 34	12.49	10.97	114
35 to 44	25.65	17.68	145
45 to 54	27.46	22.57	122
55 to 64	18.79	22.94	82
65 to 74	9.44	14.88	63
75 or Older	5.63	10.11	56
Size of Household			
1 Person	10.49	16.50	64
2 Persons	21.18	28.11	75
3 Persons	20.86	19.39	108
4 Persons	28.55	21.89	130
5 or More Persons	18.92	14.12	134
Household Type			
Total Family Households	87.98	81.10	108
One-Family Households	81.64	76.47	107
Multiple-Family Households	6.33	4.63	137
Non-Family Households	12.02	18.90	64
One-Person Households	10.55	16.65	63
Two-Or-More-Person Households	1.47	2.25	65
Marital Status			
Married Or Living With A Common-Law Partner	64.59	59.87	108
Single (Never Legally Married)	25.51	27.67	92
Separated	2.28	2.76	83
Divorced	3.90	4.90	80
Widowed	3.72	4.80	77
Children at Home			
Percent: Households with Children at Home	67.22	56.90	118
Age of Children at Home			
0 to 4	17.19	13.80	124
5 to 9	19.45	15.64	124
10 to 14	18.52	16.59	112
15 to 19	16.17	17.41	93
20 to 24	13.08	15.80	83
25 and over	15.59	20.76	75

DWELLING CHARACTERISTICS

	%	Base %	Index
Housing Tenure			
Owned	89.01	83.83	106
Rented	10.99	16.16	68
Band Housing	0.00	0.00	0
Housing Type			
Houses	90.68	83.03	109
Single-Detached House	62.79	65.42	96
Semi-Detached House	10.83	5.93	182
Row House	17.07	11.68	146
Apartments	9.28	16.82	55
High-rise (5+ Floors)	5.73	8.56	67
Low-rise (<5 Floors)	1.82	4.34	42
Detached Duplex	1.73	3.92	44
Other Dwelling Types	0.04	0.15	27
Housing Period of Construction			
Before 1961	1.67	9.47	18
1961 - 1980	3.70	17.96	21
1981 - 1990	4.50	17.64	26
1991 - 2000	14.44	17.62	82
2001 - 2005	17.72	12.21	145
2006 - 2010	28.72	10.82	266
2011 - 2016	22.01	9.09	242
After 2016	7.24	5.20	139

INCOME, EDUCATION & EMPLOYMENT

	%	Base %	Index
Household Income			
Average Household Income	140,308.23	130,178.70	108
Education			
No Certificate, Diploma Or Degree	14.02	14.54	96
High School Certificate Or Equivalent	24.70	27.58	90
Apprenticeship Or Trades Cert/Dipl	3.99	5.11	78
College/CEGEP/Non-Uni Cert/Dipl	18.29	21.03	87
University Cert/Dipl Below Bachelor	2.35	2.02	116
University Degree	36.66	29.71	123
Labour Force			
In The Labour Force (15+)	68.66	64.77	106
Labour Force by Occupation			
Management	9.24	8.16	113
Business Finance Administration	12.67	11.28	112
Sciences	8.01	5.98	134
Health	3.71	3.67	101
Education, Gov't, Religion, Social	7.73	7.46	104
Art, Culture, Recreation, Sport	1.77	1.91	93
Sales and Service	14.02	13.90	101
Trades and Transport	7.25	7.81	93
Natural Resources and Agriculture	0.50	0.84	60
Manufacturing and Utilities	2.55	2.47	103
Commuting			
Car (As Driver)	78.12	77.55	101
Car (As Passenger)	6.03	6.26	96
Public Transit	12.88	12.01	107
Walk	1.86	2.81	66
Bicycle	0.26	0.41	64

LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	%	Base %	Index
Knowledge of Official Language			
English Only	88.36	89.25	99
French Only	0.05	0.06	92
English And French	6.59	6.88	96
Neither English Nor French	5.00	3.81	131
Immigration Status			
Non-Immigrant Population	49.46	59.69	83
Born In Province of Residence	46.62	54.81	85
Born Outside Province of Residence	2.85	4.87	58
Immigrant Population	48.10	38.44	125
Visible Minority Status			
Total Visible Minorities	58.79	44.75	131
Chinese	19.58	15.28	128
South Asian	17.06	11.70	146
Black	4.06	5.07	80
Filipino	2.22	2.01	111
Latin American	2.18	1.28	170
Southeast Asian	2.04	0.93	220
Arab	2.13	1.20	178
West Asian	4.76	3.33	143
Korean	1.49	1.00	149
Japanese	0.13	0.19	67
Mother Tongue*			
English	43.10	59.09	73
French	0.70	1.07	66
Total Non-Official	51.94	36.77	141
Mandarin	7.43	5.26	141
Cantonese	7.01	6.04	116
Russian	5.01	2.18	230
Italian	4.53	3.38	134
Persian	3.60	2.62	137
Urdu	2.57	1.45	178
Tamil	2.42	1.84	132
Spanish	1.85	1.21	152
Panjabi	1.48	0.94	158
Arabic	1.39	0.90	154

Benchmark: Central Counties Tourism RTO6 regional map
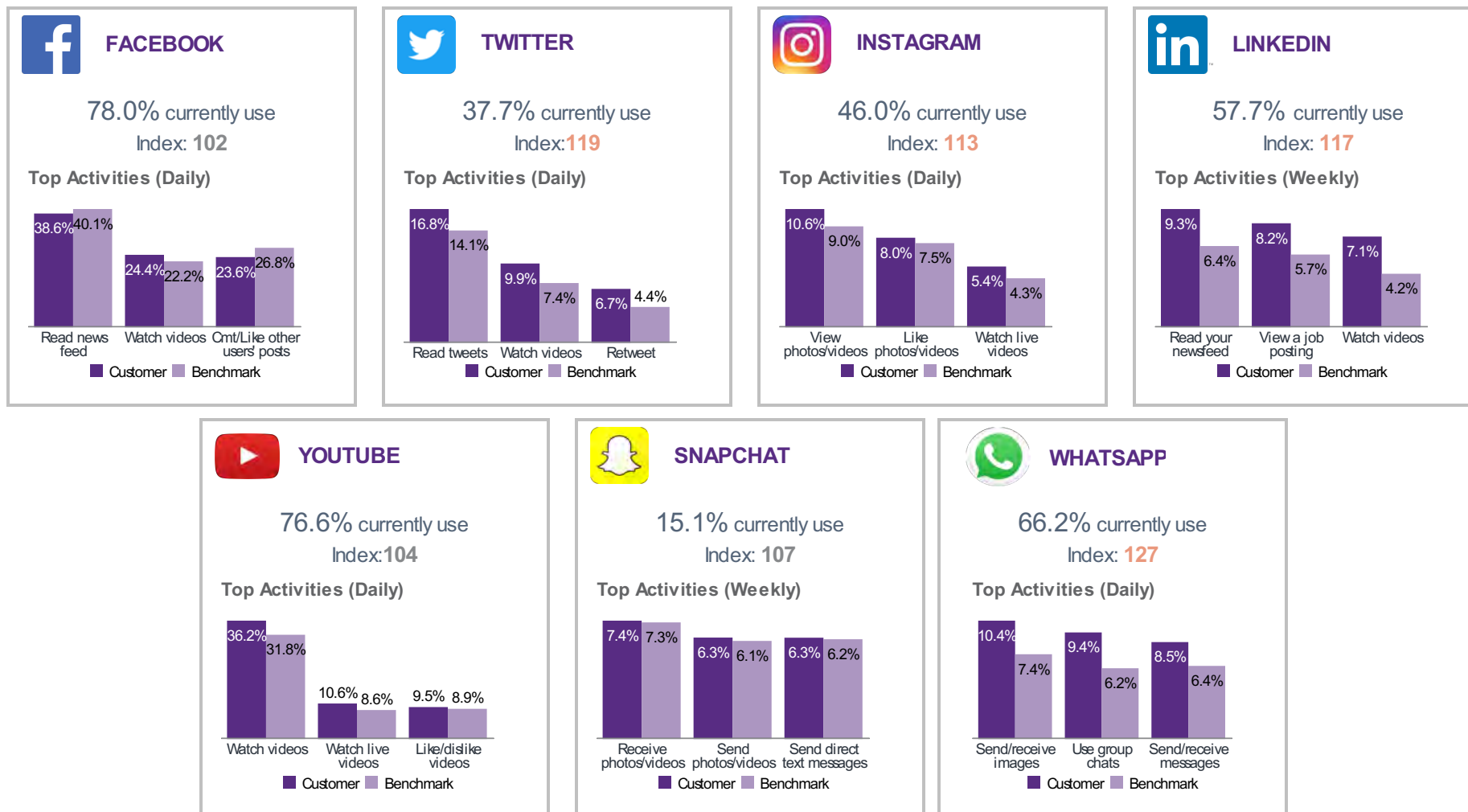
*Displaying top 10 non-official Mother Tongue language variables by percent composition

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Activities

Customer: RTO6 2017-2019 All Postal Codes: QTY

FACEBOOK
78.0% currently use
Index: **102**

Top Activities (Daily)

- Read news feed: 38.6% | 40.1%
- Watch videos: 24.4% | 22.2%
- Cmt/Like other users' posts: 23.6% | 26.8%

■ Customer ■ Benchmark

TWITTER
37.7% currently use
Index: **119**

Top Activities (Daily)

- Read tweets: 16.8% | 14.1%
- Watch videos: 9.9% | 7.4%
- Retweet: 6.7% | 4.4%

■ Customer ■ Benchmark

INSTAGRAM
46.0% currently use
Index: **113**

Top Activities (Daily)

- View photos/videos: 10.6% | 9.0%
- Like photos/videos: 8.0% | 7.5%
- Watch live videos: 5.4% | 4.3%

■ Customer ■ Benchmark

LINKEDIN
57.7% currently use
Index: **117**

Top Activities (Weekly)

- Read your newsfeed: 9.3% | 6.4%
- View a job posting: 8.2% | 5.7%
- Watch videos: 7.1% | 4.2%

■ Customer ■ Benchmark

YOUTUBE
76.6% currently use
Index: **104**

Top Activities (Daily)

- Watch videos: 36.2% | 31.8%
- Watch live videos: 10.6% | 8.6%
- Like/dislike videos: 9.5% | 8.9%

■ Customer ■ Benchmark

SNAPCHAT
15.1% currently use
Index: **107**

Top Activities (Weekly)

- Receive photos/videos: 7.4% | 7.3%
- Send photos/videos: 6.3% | 6.1%
- Send direct text messages: 6.3% | 6.2%

■ Customer ■ Benchmark

WHATSAPP
66.2% currently use
Index: **127**

Top Activities (Daily)

- Send/receive images: 10.4% | 7.4%
- Use group chats: 9.4% | 6.2%
- Send/receive messages: 8.5% | 6.4%

■ Customer ■ Benchmark

Benchmark: Central Counties Tourism RTO6 regional map

Chosen and ranked by percent composition

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Usage

CENTRAL COUNTIES TOURISM

FRIENDS IN ALL SM NETWORKS

25.4%

Index:**76**

0-49 friends

FREQUENCY OF USE (DAILY)

53.0%

Index:**98**

Facebook

BRAND INTERACTION

39.5%

Index:**110**

Like brand on Facebook

NO. OF BRANDS INTERACTED

36.1%

Index:**108**

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
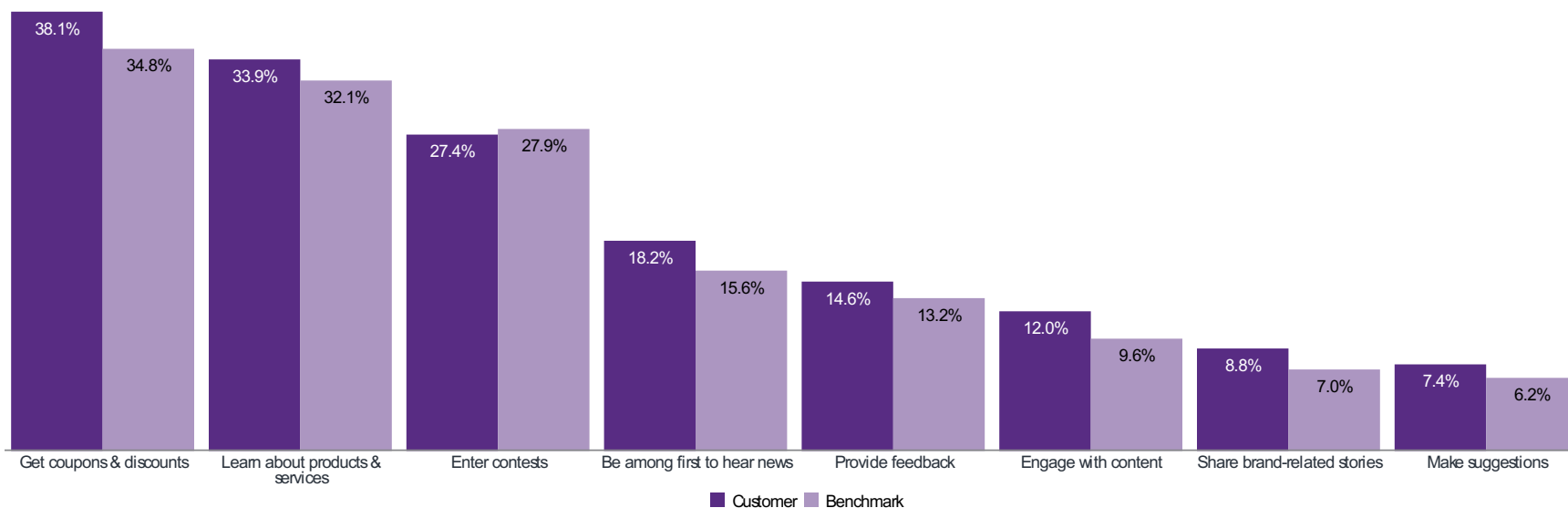
Reason	Customer	Benchmark
Get coupons & discounts	38.1%	34.8%
Learn about products & services	33.9%	32.1%
Enter contests	27.4%	27.9%
Be among first to hear news	18.2%	15.6%
Provide feedback	14.6%	13.2%
Engage with content	12.0%	9.6%
Share brand-related stories	8.8%	7.0%
Make suggestions	7.4%	6.2%

■ Customer ■ Benchmark

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

10

Opticks Social | Purchases and Future Usage

Customer: RTO6 2017-2019 All Postal Codes: QTY

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

15.2%	11.2%	10.4%	10.1%
Index: **125**	Index: **132**	Index: **123**	Index: **118**
Vacation, travel-related	Car, auto-related	Entertainment-related (i.e. movies)	Big-ticket (i.e. appliances)

USAGE EXPECTATIONS (Increase in the next yr)
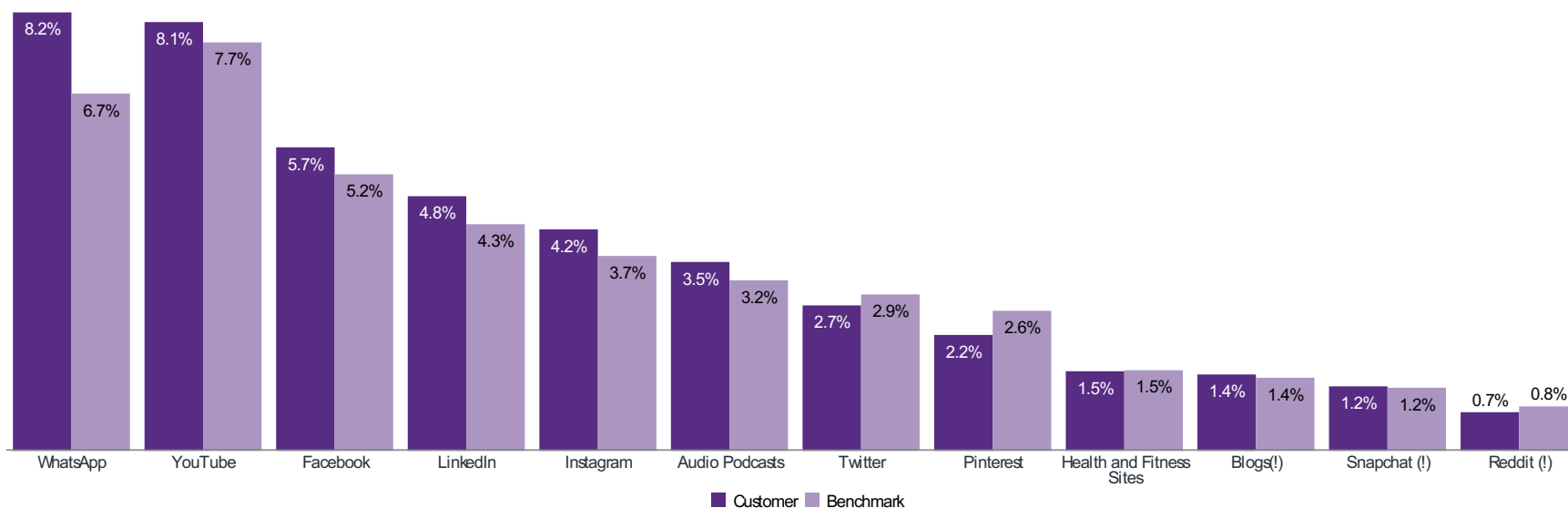
	WhatsApp	YouTube	Facebook	LinkedIn	Instagram	Audio Podcasts	Twitter	Pinterest	Health and Fitness Sites	Blogs(!)	Snapchat (!)	Reddit (!)
Customer	8.2%	8.1%	5.7%	4.8%	4.2%	3.5%	2.7%	2.2%	1.5%	1.4%	1.2%	0.7%
Benchmark	6.7%	7.7%	5.2%	4.3%	3.7%	3.2%	2.9%	2.6%	1.5%	1.4%	1.2%	0.8%

■ Customer ■ Benchmark

Benchmark: Central Counties Tourism RTO6 regional map

Chosen and ranked by percent composition

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

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Attitudes

Customer: RTO6 2017-2019 All Postal Codes: QTY

DESCRIBES ME*...

Use SM to stay connected with personal contacts

% Comp **49.1**   Index   **107**

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

% Comp **24.8**   Index   **102**

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

% Comp **66.9**   Index   **96**

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

% Comp **10.7**   Index   **110**

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

% Comp **76.9**   Index   **94**

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

% Comp **22.6**   Index   **102**

Benchmark: Central Counties Tourism RTO6 regional map

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

Index Colours:	<80	80 - 110	110+

Behavioural | Media Overview

Central Counties Tourism

Customers: RTO6 2017-2019 All Postal Codes: QTY

RADIO
Listeners: 85.0%
Index: 99

9 Hours/Week*

Index: **77**

Top Formats**

	Ethnic/Multi-cultural	Mainstream Top 40	Sports
Customer	7%	34%	7%
Benchmark	4%	25%	6%

■ Customer ■ Benchmark

TELEVISION
Viewers: 88.1%
Index: 101

161 Minutes/Day*

Index: **91**

Top Program Types**

	Cartoons	Basketball (when in season)	Soccer
Customer	15%	24%	11%
Benchmark	10%	18%	8%

■ Customer ■ Benchmark

NEWSPAPER
Readers: 16.4%
Index: 71

0.6 Hours/Week*

Index: **64**

Top Sections Read**

	Sports	Health	Entertainment
Customer	30%	31%	34%
Benchmark	30%	32%	35%

■ Customer ■ Benchmark

MAGAZINE
Readers: 11.0%
Index: 72

5 Minutes/Day*

Index: **69**

Top Genres**

	Entertainment	Food
Customer	7%	8%
Benchmark	7%	9%

■ Customer ■ Benchmark

INTERNET
Users: 93.3%
Index: 103

288 Minutes/Day*

Index: **110**

Top Activities**

	Access celebrity gossip content	Read or look into online magazines	Listen to a radio broadcast via streaming audio
Customer	11%	9%	12%
Benchmark	8%	7%	9%

■ Customer ■ Benchmark

DIRECT/OUTDOOR

17 Min/Day commuting one-way by car*

Index: **117**

Top DM Formats Used**

	Direct email offers	Online flyers	General information from the Internet/websites
Customer	30%	40%	35%
Benchmark	25%	36%	32%

■ Customer ■ Benchmark

Benchmark: Central Counties Tourism RTO6 regional map

*Consumption values based to Household Population 12+

**Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Behavioural | Media Highlights

CENTRAL COUNTIES TOURISM

Customers: RTO6 2017-2019 All Postal Codes: QTY

TELEVISION

	%	Base %	Index
Viewership			
Heavy	9.37	14.02	67
Medium/Heavy	14.78	16.56	89
Medium	16.84	17.70	95
Medium/Light	24.05	19.32	124
Light	23.06	19.36	119
Top Program Types (Watch in Typical Week)*			
Cartoons	15.26	10.31	148
Basketball (when in season)	23.86	17.54	136
Soccer	10.87	8.05	135
Children's programs	10.62	8.17	130
Game shows	16.68	15.53	107
Hockey (when in season)	24.69	24.21	102
Morning local news	17.55	17.18	102
Late night talk shows	10.46	10.33	101
Movies	46.73	46.05	101
Baseball (when in season)	16.52	16.53	100
Contest shows	14.30	14.47	99
Cooking programs	20.99	21.25	99
News/current affairs	24.99	25.35	99
Reality shows	15.60	15.78	99
Situation comedies	24.71	25.06	99

RADIO

	%	Base %	Index
Listenership			
Heavy	10.38	17.24	60
Medium/Heavy	20.33	21.79	93
Medium	22.14	20.86	106
Medium/Light	24.71	19.80	125
Light	22.45	20.31	111
Top Formats (Weekly Reach)*			
Ethnic/Multi-cultural	7.09	3.82	186
Mainstream Top 40/CHR	33.79	25.37	133
Sports	7.18	5.86	123
Hot Adult Contemporary	16.99	15.71	108
All News	14.88	14.07	106
Modern/Alternative Rock	8.57	8.52	101
News/Talk	18.36	19.34	95
Adult Contemporary	14.51	16.24	89
Mainstream Rock	10.28	13.17	78
Classic Hits	10.75	13.73	78
Multi/Variety/Specialty	5.94	7.76	76

NEWSPAPERS

	%	Base %	Index
Readership - Dailies			
Heavy	3.04	4.54	67
Medium/Heavy	2.56	4.29	60
Medium	3.10	4.76	65
Medium/Light	3.72	4.82	77
Light	3.96	4.69	84
Section Read - Dailies*			
Sports	30.27	30.00	101
Health	31.45	31.72	99
Movie & entertainment	34.04	34.76	98
New homes section	13.89	14.94	93
Food	27.84	30.32	92
International news/world section	43.80	47.90	91
Classified ads (excl. real estate)	10.60	11.72	90
Local & regional news	50.11	55.65	90
Fashion/lifestyle	18.28	20.45	89
National news	42.80	48.88	88
Readership - Community Papers			
Heavy	5.81	7.99	73
Medium/Heavy	4.70	6.54	72
Medium	7.57	7.80	97
Medium/Light	4.65	6.07	77
Light	8.49	7.28	117

INTERNET

	%	Base %	Index
Usage			
Heavy	28.98	24.74	117
Medium/Heavy	21.08	19.87	106
Medium	17.45	17.06	102
Medium/Light	13.67	14.55	94
Light	12.12	14.44	84
Online Social Networks (Used in Past Month)			
Instagram	32.89	29.88	110
Snapchat	15.38	13.95	110
Twitter	16.03	15.01	107
YouTube	41.76	39.28	106
LinkedIn	15.05	14.27	105
Facebook	46.51	46.84	99
Pinterest	11.67	13.00	90
Tumblr	1.32	1.69	79
Video/photo sharing	1.56	1.98	79
Online/Internet dating sites	1.10	1.55	71
Top Activities (Past Week)			
Access celebrity gossip content	11.31	8.32	136
Read or look into online magazines	8.65	6.79	127
Listen to a radio broadcast via streaming audio	11.59	9.18	126
Access a TV station's website	9.31	7.39	126
Listen to Internet-only music service (e.g. Spotify)	27.19	21.95	124
Access professional sports content	19.60	15.79	124
Consult consumer reviews	26.78	22.16	121
Share/refer/link friends to a website or an article	25.32	21.04	120
Download music/MP3 files (free or paid)	17.48	15.13	116
Watch free streaming music videos	35.91	30.86	116
Compare products/prices while shopping	37.33	32.83	114
Access a news site	44.48	39.26	113
Access travel content	14.08	12.49	113
Participate in an online social network	60.72	54.21	112
Listen to a podcast	13.43	12.14	111

DIRECT

	%	Base %	Index
Used in Shopping			
Direct email offers	30.05	25.36	118
Online flyers	40.22	36.21	111
General information from the Internet/websites	35.32	31.81	111
Local store catalogues	21.04	20.96	100
Mail order	5.72	6.07	94
Coupons	29.25	31.81	92
Flyers inserted into a community newspaper	30.66	33.64	91
Flyers delivered to the door or in the mail	30.02	37.52	80
Flyers inserted into a daily newspaper	12.46	17.70	70
Opinion of Flyers to Door/By Mail			
Very unfavourable	29.07	25.48	114
Somewhat favourable	38.92	37.87	103
Somewhat unfavourable	17.69	18.60	95
Very favourable	14.31	18.05	79

MAGAZINES

	%	Base %	Index
Readership			
Heavy	2.46	2.91	85
Medium/Heavy	2.16	3.14	69
Medium	1.59	3.30	48
Medium/Light	3.19	3.30	97
Light	1.57	2.61	60
Top Magazine Types*			
Entertainment/celebrity	6.93	7.28	95
Food & beverage	7.58	8.85	86

Benchmark: Central Counties Tourism RTO6 regional map

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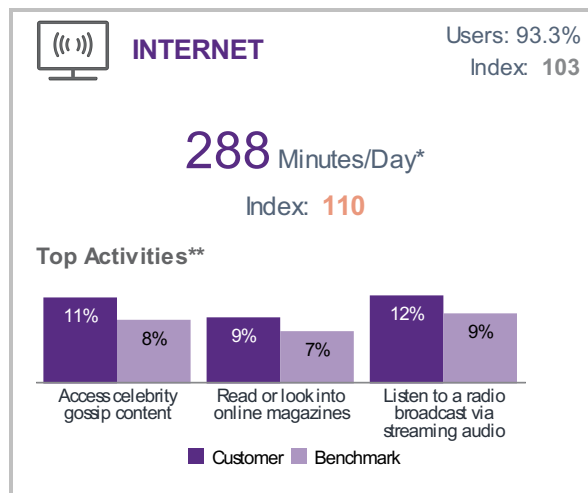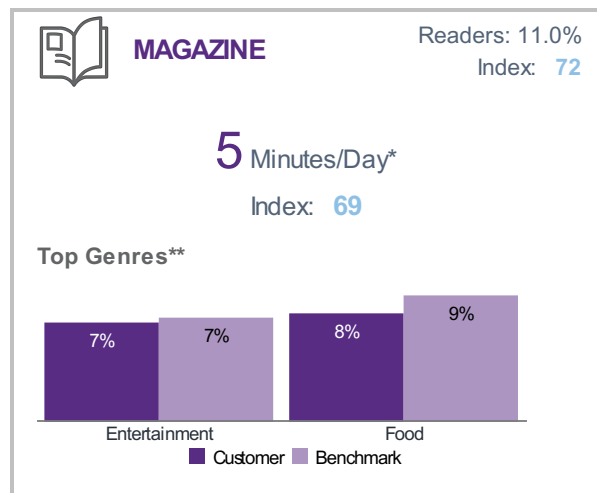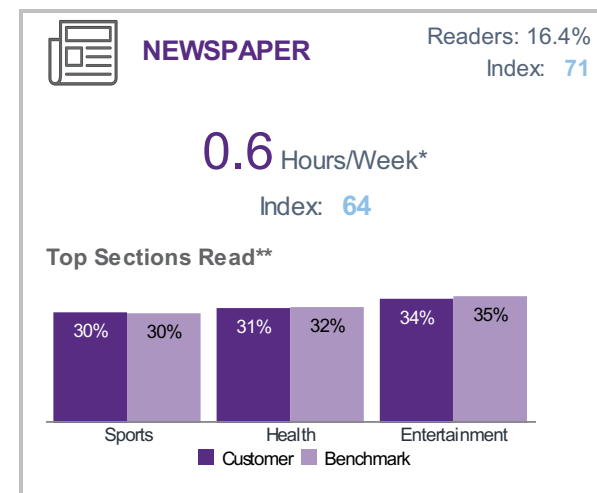
Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Behavioural | Sports & Leisure Overview - Attend

CENTRAL COUNTIES TOURISM

Top Local Attractions & Destinations

Dancing/night clubs	Theme parks	Indoor amusement centres	Zoos/aquariums
9.9%	28.2%	13.1%	27.1%
Index: **131**	Index: **128**	Index: **120**	Index: **116**

Top Professional Sports

Basketball	Horse racing	Soccer	Hockey
17.8%	7.0%	9.6%	24.6%
Index: **156**	Index: **145**	Index: **122**	Index: **119**

Top Concert & Theatre Venues

Concerts - Night clubs/bars	Theatre - Major theatres	Concerts - Arenas	Concerts - Casinos
15.3%	28.7%	33.5%	14.0%
Index: **116**	Index: **105**	Index: **100**	Index: **99**

Benchmark:Central Counties Tourism RTO6 regional map

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Behavioural | Sports & Leisure Overview - Participate

CENTRAL COUNTIES TOURISM

Customers: RTO6 2017-2019 All Postal Codes: QTY

Top Individual Sports

Snowboarding	Racquet sports	Billiards/pool	Bowling
7.1%	15.8%	26.5%	45.9%
Index:117	Index:115	Index:106	Index:106

Top Team Sports

Baseball/softball	Soccer	Football	Hockey
23.9%	19.7%	9.1%	15.1%
Index: 125	Index: 125	Index: 115	Index: 113

Top Activities

Playing video games	Camping	Ice skating	ATV/snowmobiling
48.1%	43.8%	33.6%	10.8%
Index: 109	Index: 108	Index: 107	Index: 103

Top Fitness

Jogging	Health club activity	Hiking/backpacking	Home exercise
29.6%	31.8%	35.9%	55.7%
Index: 110	Index: 107	Index: 106	Index: 103

Benchmark: Central Counties Tourism RTO6 regional map

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Customers: RTO6 2017-2019 All Postal Codes: QTY

⬆ Strong Values

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⬇ Weak Values

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Rejection of Orderliness	87
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Primacy of Environmental Protection	92
Flexible Families	93
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★ Descriptions | Top 3 Strong Values

Anomie-Aimlessness

The feeling of having no goals in life. Experiencing a void of meaning with respect to life in general. A feeling of alienation from society, having the impression of being cut off from what's happening.

Confidence in Advertising

Tendency to trust and use advertising as a source of reliable information. Also, a tendency to identify with the fashions and the role models promoted by advertising and the consumer society.

Attraction For Crowds

Enjoyment of being in large crowds as a means of deindividuation and connection-seeking.

★ Descriptions | Top 3 Weak Values

Fulfilment Through Work

A need to invest one's professional life with meaning and to find personal fulfillment through one's work. Also, a need to feel that one's work is useful to others and has some social value.

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.

Rejection of Orderliness

Living with a certain amount of disorder as an expression of oneself. Also, a desire to distance oneself from society's traditional moral code governing good manners and the golden rule in favour of a more informal and relaxed approach to life.

Index Colours:	<80	80 - 110	110+

Top 5 segments represent **55.6%** of customers in Central Counties Tourism RTO6 regional map
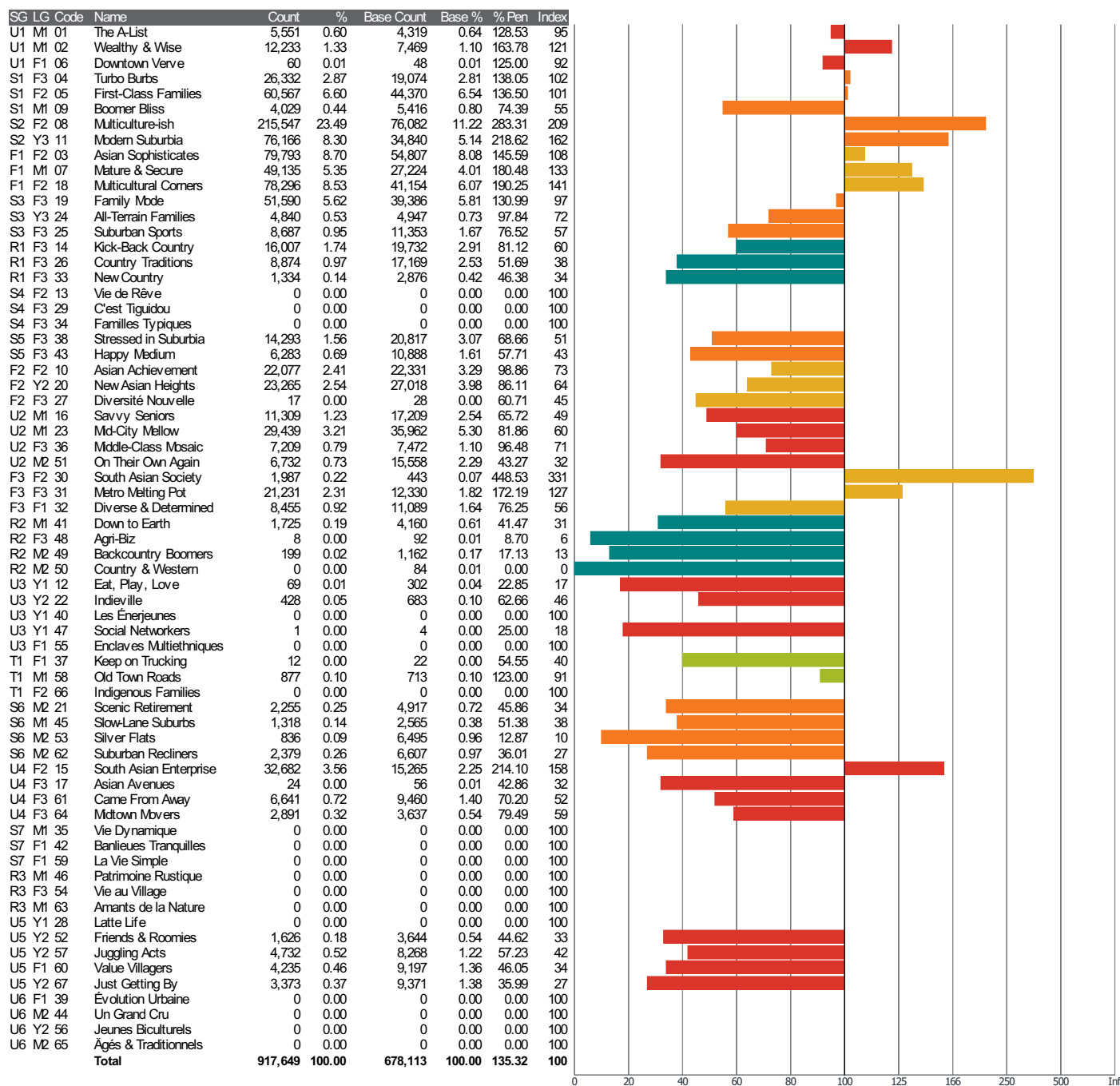
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08 MULTICULTURE-ISH

Rank: 1
Customers: 215,547
Customers %: 23.49
% in Benchmark: 11.22
Index: **209**

One of the wealthier suburban lifestyles, Multiculture-ish is an ethnically diverse segment of middle-aged Asian and South Asian households. Located in and around major cities like Toronto, Calgary and Edmonton, many of these neighbourhoods emerged 20 years ago as new suburban subdivisions. Today, they're slowly being overtaken by urban sprawl and infill developments. More than 40 percent of residents are immigrants, and the rest are typically second-generation Canadians who've settled in houses built since 1990. A quarter speak a non-official language, the most common being Mandarin, Cantonese and Punjabi, but residents also disproportionately speak Arabic, Urdu and Russian at home. Multiculture-ish households tend to be large—double the national average for four or more people—and the significant presence of children over the age of 5 influences their preference for family-friendly outings to theme parks, zoos and aquariums. Having completed university and college educations, these adults enjoy upscale incomes—earned from jobs in management, business and the sciences—that are 50 percent higher than the national average and that allow them to exercise Ostentatious Consumption by purchasing items that symbolize affluence.

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03 ASIAN SOPHISTICATES

Rank: 2
Customers: 79,793
Customers %: 8.70
% in Benchmark: 8.08
Index: **108**

The most affluent of the Asian-dominated lifestyles, Asian Sophisticates features well-off and well-educated urban fringe households, nearly half of which came from China, Taiwan or Hong Kong. This segment has a high concentration of residents who speak a non-official language at home, in this case Mandarin or Cantonese. Many of these households are headed by immigrants who arrived in Canada during the last 30 years. Today they live in well-appointed homes and duplexes valued at nearly $1.4 million, typically in satellite cities such as Toronto's Richmond Hill and Markham, and Vancouver's Surrey and Coquitlam. With many large households and multi-generational families, Asian Sophisticates is filled with teenage and twenty-something children along with their Boomer parents and grandparents. With their university educations, the adults earn impressive incomes as white-collar professionals and managers in business, finance, the arts and, especially, science. Outside of work, these households enjoy active lifestyles, travelling abroad, frequenting concerts and casinos, and getting their exercise from downhill skiing and racquet sports. Believing that their home is an extension of their image (Status Via Home), they buy furnishings and decor items from both retail stores and e-commerce sites.

---

18 MULTICULTURAL CORNERS

Rank: 3
Customers: 78,296
Customers %: 8.53
% in Benchmark: 6.07
Index: **141**

The middle-aged families of Multicultural Corners create an exceptionally diverse portrait. More than a third of households contain foreign-born residents—from the Caribbean, Central America, Europe and Asia—though no one culture dominates. About a fifth of the population speak a non-official language and more than 40 percent identify as visible minorities—including black, Latin American, Arabic and South Asian. Having immigrated to Canada before 2000, these first- and second-generation Canadians have moved beyond gateway communities to the urban fringe areas of cities like Toronto, Calgary, Ottawa and Edmonton. They've turned their moderate educations into upper-middle-class incomes earned from service sector and white-collar jobs. They typically own single-detached and row houses suitable for their relatively large families with older children; more than a third of households contain four or more people. And in these busy neighbourhoods where one of the stronger values is Time Stress, residents like to wind down at kid-friendly venues: toy and game stores, amusement parks and casual family restaurants. They also enjoy travelling and tend to stay at all-inclusive resorts and book cultural trips and eco-tours.

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11 MODERN SUBURBIA

Rank: 4
Customers: 76,166
Customers %: 8.30
% in Benchmark: 5.14
Index: **162**

With one of the highest percentages of suburban households, Modern Suburbia is a magnet for younger and middle-aged, diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia who arrived in their 20s and 30s and have recently moved to new suburbs near large cities like Toronto, Edmonton, Calgary, Ottawa and Vancouver. More than half the population identify as visible minorities: More than twice the national average identify as Asian, and more than three times the average identify as South Asian. With their university and college educations, they earn upper-middle-class incomes from a wide range of jobs that afford them new single-family, semi-detached or row houses. And few segments are more mobile: the number of residents who have moved in the last five years is nearly 70 percent above average. Modern Suburbia members have crafted active lifestyles for their relatively large families and participate in many team sports, including basketball and hockey. For a splurge, they head to kid-friendly venues such as amusement parks, zoos and aquariums, admitting that Attraction for Crowds is among their strongest values.

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05 FIRST-CLASS FAMILIES

Rank: 5
Customers: 60,567
Customers %: 6.60
% in Benchmark: 6.54
Index: **101**

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

| Index Colours: | <80 | 80 - 110 | 110+ |

Customers: RTO6 2017-2019 All Postal Codes: QTY

Total Customers: 917,649

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
U1	M1	01	The A-List	5,551	0.60	4,319	0.64	128.53	95
U1	M1	02	Wealthy & Wise	12,233	1.33	7,469	1.10	163.78	121
U1	F1	06	Downtown Verve	60	0.01	48	0.01	125.00	92
S1	F3	04	Turbo Burbs	26,332	2.87	19,074	2.81	138.05	102
S1	F2	05	First-Class Families	60,567	6.60	44,370	6.54	136.50	101
S1	M1	09	Boomer Bliss	4,029	0.44	5,416	0.80	74.39	55
S2	F2	08	Multiculture-ish	215,547	23.49	76,082	11.22	283.31	209
S2	Y3	11	Modern Suburbia	76,166	8.30	34,840	5.14	218.62	162
F1	F2	03	Asian Sophisticates	79,793	8.70	54,807	8.08	145.59	108
F1	M1	07	Mature & Secure	49,135	5.35	27,224	4.01	180.48	133
F1	F2	18	Multicultural Corners	78,296	8.53	41,154	6.07	190.25	141
S3	F3	19	Family Mode	51,590	5.62	39,386	5.81	130.99	97
S3	Y3	24	All-Terrain Families	4,840	0.53	4,947	0.73	97.84	72
S3	F3	25	Suburban Sports	8,687	0.95	11,353	1.67	76.52	57
R1	F3	14	Kick-Back Country	16,007	1.74	19,732	2.91	81.12	60
R1	F3	26	Country Traditions	8,874	0.97	17,169	2.53	51.69	38
R1	F3	33	New Country	1,334	0.14	2,876	0.42	46.38	34
S4	F2	13	Vie de Rêve	0	0.00	0	0.00	0.00	100
S4	F3	29	C'est Tiguidou	0	0.00	0	0.00	0.00	100
S4	F3	34	Familles Typiques	0	0.00	0	0.00	0.00	100
S5	F3	38	Stressed in Suburbia	14,293	1.56	20,817	3.07	68.66	51
S5	F3	43	Happy Medium	6,283	0.69	10,888	1.61	57.71	43
F2	F2	10	Asian Achievement	22,077	2.41	22,331	3.29	98.86	73
F2	Y2	20	New Asian Heights	23,265	2.54	27,018	3.98	86.11	64
F2	F3	27	Diversité Nouvelle	17	0.00	28	0.00	60.71	45
U2	M1	16	Savvy Seniors	11,309	1.23	17,209	2.54	65.72	49
U2	M1	23	Mid-City Mellow	29,439	3.21	35,962	5.30	81.86	60
U2	F3	36	Middle-Class Mosaic	7,209	0.79	7,472	1.10	96.48	71
U2	M2	51	On Their Own Again	6,732	0.73	15,558	2.29	43.27	32
F3	F2	30	South Asian Society	1,987	0.22	443	0.07	448.53	331
F3	F3	31	Metro Melting Pot	21,231	2.31	12,330	1.82	172.19	127
F3	F1	32	Diverse & Determined	8,455	0.92	11,089	1.64	76.25	56
R2	M1	41	Down to Earth	1,725	0.19	4,160	0.61	41.47	31
R2	F3	48	Agri-Biz	8	0.00	92	0.01	8.70	6
R2	M2	49	Backcountry Boomers	199	0.02	1,162	0.17	17.13	13
R2	M2	50	Country & Western	0	0.00	84	0.01	0.00	0
U3	Y1	12	Eat, Play, Love	69	0.01	302	0.04	22.85	17
U3	Y2	22	Indieville	428	0.05	683	0.10	62.66	46
U3	Y1	40	Les Énerjeunes	0	0.00	0	0.00	0.00	100
U3	Y1	47	Social Networkers	1	0.00	4	0.00	25.00	18
U3	F1	55	Enclaves Multiethniques	0	0.00	0	0.00	0.00	100
T1	F1	37	Keep on Trucking	12	0.00	22	0.00	54.55	40
T1	M1	58	Old Town Roads	877	0.10	713	0.10	123.00	91
T1	F2	66	Indigenous Families	0	0.00	0	0.00	0.00	100
S6	M2	21	Scenic Retirement	2,255	0.25	4,917	0.72	45.86	34
S6	M1	45	Slow-Lane Suburbs	1,318	0.14	2,565	0.38	51.38	38
S6	M2	53	Silver Flats	836	0.09	6,495	0.96	12.87	10
S6	M2	62	Suburban Recliners	2,379	0.26	6,607	0.97	36.01	27
U4	F2	15	South Asian Enterprise	32,682	3.56	15,265	2.25	214.10	158
U4	F3	17	Asian Avenues	24	0.00	56	0.01	42.86	32
U4	F3	61	Came From Away	6,641	0.72	9,460	1.40	70.20	52
U4	F3	64	Midtown Movers	2,891	0.32	3,637	0.54	79.49	59
S7	M1	35	Vie Dynamique	0	0.00	0	0.00	0.00	100
S7	F1	42	Banlieues Tranquilles	0	0.00	0	0.00	0.00	100
S7	F1	59	La Vie Simple	0	0.00	0	0.00	0.00	100
R3	M1	46	Patrimoine Rustique	0	0.00	0	0.00	0.00	100
R3	F3	54	Vie au Village	0	0.00	0	0.00	0.00	100
R3	M1	63	Amants de la Nature	0	0.00	0	0.00	0.00	100
U5	Y1	28	Latte Life	0	0.00	0	0.00	0.00	100
U5	Y2	52	Friends & Roomies	1,626	0.18	3,644	0.54	44.62	33
U5	Y2	57	Juggling Acts	4,732	0.52	8,268	1.22	57.23	42
U5	F1	60	Value Villagers	4,235	0.46	9,197	1.36	46.05	34
U5	Y2	67	Just Getting By	3,373	0.37	9,371	1.38	35.99	27
U6	F1	39	Évolution Urbaine	0	0.00	0	0.00	0.00	100
U6	M2	44	Un Grand Cru	0	0.00	0	0.00	0.00	100
U6	Y2	56	Jeunes Biculturels	0	0.00	0	0.00	0.00	100
U6	M2	65	Âgés & Traditionnels	0	0.00	0	0.00	0.00	100
			Total	**917,649**	**100.00**	**678,113**	**100.00**	**135.32**	**100**

Report 2: Ranking Standard Areas (FSA)

RTO6 2017-2019 All Postal Codes- QTY
Central Counties Tourism RTO6 regional map (percentPenetration)

CENTRAL COUNTIES TOURISM

Legend:

Areas of Interest
Forward Sortation Areas

- 14.97 - 32.37
- 32.37 - 51.95
- 51.95 - 73.60
- 73.60 - 93.92
- 93.92 - 119.23
- 119.23 - 198.99
- 198.99 - 267.55
- 267.55 - 455.82

Variable Description: RTO6 2017-2019 All Postal Codes- QTY; Normalization Variable is Total Households | About Page: https://en.environicsanalytics.ca/Envision/About/1/2020
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Additional Sources: Province of Ontario, York Region, Esri, HERE, Garmin, FAO, METI/NASA, USGS, EPA, NPS, NRCan, Parks Canada, Powered By ESRI
Disclaimer: Scale bar is for reference only.

Ranking Areas - Std. Geo. | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Name	Code	Count	%	Base Count	Base %	% Pen	Index
L6A (Vaughan, ON)	L6A	122,455	13.33	26,865	2.90	455.82	460
L4H (Woodbridge, ON)	L4H	94,778	10.32	21,293	2.30	445.11	449
L4J (Thornhill, ON)	L4J	48,982	5.33	27,913	3.01	175.48	177
L4E (Richmond Hill, ON)	L4E	43,238	4.71	16,161	1.74	267.55	270
L4C (Richmond Hill, ON)	L4C	40,070	4.36	27,167	2.93	147.50	149
L4L (Woodbridge, ON)	L4L	35,500	3.86	19,530	2.11	181.77	183
L4G (Aurora, ON)	L4G	29,308	3.19	21,145	2.28	138.60	140
L3X (Newmarket, ON)	L3X	28,906	3.15	14,526	1.57	198.99	201
L6C (Markham, ON)	L6C	24,074	2.62	16,697	1.80	144.18	146
L3T (Thornhill, ON)	L3T	22,586	2.46	20,815	2.25	108.51	110
L7E (Bolton, ON)	L7E	21,404	2.33	11,778	1.27	181.73	183
L4S (Richmond Hill, ON)	L4S	20,925	2.28	11,360	1.23	184.20	186
L4A (Stouffville, ON)	L4A	19,999	2.18	16,773	1.81	119.23	120
L4B (Richmond Hill, ON)	L4B	18,733	2.04	14,031	1.51	133.51	135
L3R (Markham, ON)	L3R	18,342	2.00	21,323	2.30	86.02	87
L9W (Orangeville, ON)	L9W	17,619	1.92	17,561	1.89	100.33	101
L3Y (Newmarket, ON)	L3Y	17,124	1.86	17,565	1.89	97.49	98
L6E (Markham, ON)	L6E	16,337	1.78	10,944	1.18	149.28	151
L7C (Caledon, ON)	L7C	15,667	1.71	9,150	0.99	171.22	173
L6B (Markham, ON)	L6B	14,746	1.60	9,564	1.03	154.18	156
L1V (Pickering, ON)	L1V	14,328	1.56	18,175	1.96	78.83	80
L3S (Markham, ON)	L3S	13,925	1.52	14,963	1.61	93.06	94
L1T (Ajax, ON)	L1T	13,634	1.48	15,471	1.67	88.13	89
L7B (King City, ON)	L7B	13,550	1.48	5,191	0.56	261.03	263
L3P (Markham, ON)	L3P	13,069	1.42	13,166	1.42	99.26	100
L4K (Concord, ON)	L4K	12,894	1.40	5,272	0.57	244.58	247
L1R (Whitby, ON)	L1R	11,560	1.26	13,639	1.47	84.76	86
L1K (Oshawa, ON)	L1K	11,099	1.21	13,690	1.48	81.07	82
L4P (Keswick, ON)	L4P	10,160	1.11	11,227	1.21	90.50	91
L1N (Whitby, ON)	L1N	10,003	1.09	19,256	2.08	51.95	52
L1C (Bowmanville, ON)	L1C	9,440	1.03	16,541	1.78	57.07	58
L1Z (Ajax, ON)	L1Z	9,395	1.02	9,001	0.97	104.38	105
L1S (Ajax, ON)	L1S	8,729	0.95	16,101	1.74	54.21	55
L0G (Tottenham, ON)	L0G	8,423	0.92	14,645	1.58	57.51	58
L1M (Whitby, ON)	L1M	7,702	0.84	7,280	0.79	105.80	107
L1J (Oshawa, ON)	L1J	7,284	0.79	17,696	1.91	41.16	42
L1E (Bowmanville, ON)	L1E	7,036	0.77	9,974	1.08	70.54	71
L1G (Oshawa, ON)	L1G	6,539	0.71	18,642	2.01	35.08	35
L1X (Pickering, ON)	L1X	6,156	0.67	6,262	0.68	98.31	99
L1P (Whitby, ON)	L1P	5,263	0.57	5,720	0.62	92.01	93
L9P (Uxbridge, ON)	L9P	4,798	0.52	6,519	0.70	73.60	74
L1H (Oshawa, ON)	L1H	4,607	0.50	14,233	1.53	32.37	33
L0E (Sutton West, ON)	L0E	4,324	0.47	8,452	0.91	51.16	52
L9V (Orangeville, ON)	L9V	4,252	0.46	6,055	0.65	70.22	71
L1W (Pickering, ON)	L1W	4,212	0.46	6,991	0.75	60.25	61
L9N (East Gwillimbury, ON)	L9N	3,460	0.38	3,555	0.38	97.33	98
L1L (Oshawa, ON)	L1L	3,414	0.37	2,278	0.25	149.87	151

Ranking Areas - Std. Geo. | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Name	Code	Count	%	Base Count	Base %	% Pen	Index
L0J (Kleinburg, ON)	L0J	2,769	0.30	2,031	0.22	136.34	138
L7K (Caledon, ON)	L7K	2,669	0.29	3,200	0.34	83.41	84
L0B (Orono, ON)	L0B	2,577	0.28	6,280	0.68	41.04	41
L9L (Port Perry, ON)	L9L	2,521	0.27	5,983	0.65	42.14	43
L1B (Bowmanville, ON)	L1B	2,340	0.26	4,851	0.52	48.24	49
L0C (Sunderland, ON)	L0C	1,927	0.21	3,362	0.36	57.32	58
L6G (Markham, ON)	L6G	1,783	0.19	3,881	0.42	45.94	46
L0K (Coldwater, ON)	L0K	687	0.07	15,089	1.63	4.55	5
L1Y (Pickering, ON)	L1Y	408	0.04	754	0.08	54.11	55
L0A (Millbrook, ON)	L0A	366	0.04	5,290	0.57	6.92	7
L0N (Palgrave, ON)	L0N	295	0.03	1,201	0.13	24.56	25
L0M (Angus, ON)	L0M	122	0.01	13,232	1.43	0.92	1
L0H (Locust Hill, ON)	L0H	120	0.01	218	0.02	55.05	56
L3L (Woodbridge, ON)	L3L	60	0.01	331	0.04	18.13	18
N0C (Dundalk, ON)	N0C	9	0.00	6,403	0.69	0.14	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%

CENTRAL COUNTIES TOURISM

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

Ranking Areas - Std. Geo. | Target Group

Benchmark: Central Counties Tourism RTO6 regional map

Name	Code	Base Count	Base %	08 Multiculture-ish				03 Asian Sophisticates				18 Multicultural Corners				11 Modern Suburbia				05 First-Class Families			
				Count	%	% Pen	Index	Count	%	% Pen	Index	Count	%	% Pen	Index	Count	%	% Pen	Index	Count	%	% Pen	Index
L6C (Markham, ON)	L6C	16,697	1.80	11	0.01	0.07	1	10,441	18.68	62.53	1,037	2	0.01	0.01	0	14	0.04	0.08	2	47	0.10	0.28	6
L4S (Richmond Hill, ON)	L4S	11,360	1.23	681	0.87	5.99	71	8,712	15.59	76.69	1,272	468	1.02	4.12	83	0	0.00	0.00	0	417	0.90	3.67	73
L3R (Markham, ON)	L3R	21,323	2.30	0	0.00	0.00	0	8,049	14.40	37.75	626	5	0.01	0.02	0	0	0.00	0.00	0	269	0.58	1.26	25
L4B (Richmond Hill, ON)	L4B	14,031	1.51	0	0.00	0.00	0	7,051	12.62	50.25	834	2	0.01	0.01	0	0	0.00	0.00	0	3	0.01	0.02	0
L3P (Markham, ON)	L3P	13,166	1.42	211	0.27	1.60	19	4,334	7.75	32.92	546	238	0.52	1.81	36	1	0.00	0.00	0	1,190	2.56	9.04	180
L4C (Richmond Hill, ON)	L4C	27,167	2.93	1,490	1.90	5.49	65	4,233	7.57	15.58	258	1,853	4.03	6.82	138	0	0.00	0.00	0	1,932	4.16	7.11	142
L6E (Markham, ON)	L6E	10,943	1.18	2,128	2.71	19.45	230	4,086	7.31	37.34	619	215	0.47	1.96	40	1,135	2.87	10.37	243	9	0.02	0.08	2
L3T (Thornhill, ON)	L3T	20,815	2.25	13	0.02	0.06	1	3,736	6.68	17.95	298	777	1.69	3.73	75	0	0.00	0.00	0	118	0.25	0.57	11
L4E (Richmond Hill, ON)	L4E	16,161	1.74	9,826	12.51	60.80	718	2,249	4.03	13.92	231	393	0.86	2.43	49	1,389	3.52	8.59	202	951	2.05	5.88	117
M2M (Willowdale, ON)	M2M	13,469	1.45	0	0.00	0.00	0	1,084	1.94	8.05	134	964	2.10	7.16	145	0	0.00	0.00	0	30	0.07	0.23	4
L3S (Markham, ON)	L3S	14,963	1.61	1,416	1.80	9.47	112	914	1.64	6.11	101	75	0.16	0.50	10	1	0.00	0.01	0	641	1.38	4.28	85
L4J (Thornhill, ON)	L4J	27,912	3.01	2,742	3.49	9.82	116	524	0.94	1.88	31	1,474	3.21	5.28	107	65	0.17	0.23	5	282	0.61	1.01	20
L4A (Stouffville, ON)	L4A	16,773	1.81	2,144	2.73	12.78	151	223	0.40	1.33	22	12	0.03	0.07	1	4,556	11.53	27.16	637	1,017	2.19	6.06	121
L6G (Markham, ON)	L6G	3,881	0.42	0	0.00	0.00	0	90	0.16	2.32	38	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0
L3X (Newmarket, ON)	L3X	14,527	1.57	3,785	4.82	26.05	308	69	0.12	0.48	8	3,902	8.49	26.86	542	1,404	3.55	9.66	227	3,155	6.79	21.72	433
L6A (Vaughan, ON)	L6A	26,866	2.90	13,120	16.71	48.83	577	62	0.11	0.23	4	4,143	9.02	15.42	311	357	0.90	1.33	31	1,020	2.19	3.80	76
L4G (Aurora, ON)	L4G	21,145	2.28	2,113	2.69	9.99	118	19	0.03	0.09	1	3,002	6.54	14.20	287	2,391	6.05	11.31	265	5,018	10.80	23.73	474
L6B (Markham, ON)	L6B	9,564	1.03	3,260	4.15	34.08	403	9	0.02	0.10	2	475	1.03	4.97	100	3,851	9.75	40.27	945	1	0.00	0.01	0
L4K (Concord, ON)	L4K	5,272	0.57	1,471	1.87	27.90	329	4	0.01	0.08	1	2,114	4.60	40.10	809	5	0.01	0.09	2	63	0.14	1.19	24
L3Y (Newmarket, ON)	L3Y	17,565	1.89	80	0.10	0.45	5	2	0.00	0.01	0	752	1.64	4.28	86	1	0.00	0.01	0	2,530	5.45	14.41	288
K0M (Bobcaygeon, ON)	K0M	22,740	2.45	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0
L0A (Millbrook, ON)	L0A	5,290	0.57	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0
L0B (Orono, ON)	L0B	6,280	0.68	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	8	0.02	0.13	3	2	0.01	0.04	1
L0C (Sunderland, ON)	L0C	3,362	0.36	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0
L0E (Sutton West, ON)	L0E	8,452	0.91	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0
L0G (Tottenham, ON)	L0G	14,645	1.58	73	0.09	0.50	6	0	0.00	0.00	0	0	0.00	0.00	0	1	0.00	0.01	0	7	0.02	0.05	1
L0H (Locust Hill, ON)	L0H	218	0.02	0	0.00	0.00	0	0	0.00	0.00	0	3	0.01	1.35	25	0	0.00	0.00	0	4	0.01	1.96	38
L0J (Kleinburg, ON)	L0J	2,031	0.22	207	0.26	10.19	121	0	0.00	0.00	0	27	0.06	1.31	26	406	1.03	20.01	470	62	0.13	3.05	61
L0K (Coldwater, ON)	L0K	15,089	1.63	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0
L0M (Angus, ON)	L0M	13,232	1.43	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0
L0N (Palgrave, ON)	L0N	1,201	0.13	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	1	0.00	0.08	2
L1A (Port Hope, ON)	L1A	6,968	0.75	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	2	0.01	0.03	1	2	0.00	0.03	1
L1B (Bowmanville, ON)	L1B	4,851	0.52	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0
L1C (Bowmanville, ON)	L1C	16,541	1.78	0	0.00	0.00	0	0	0.00	0.00	0	4	0.01	0.02	1	131	0.33	0.79	19	70	0.15	0.42	8
L1E (Bowmanville, ON)	L1E	9,974	1.08	0	0.00	0.00	0	0	0.00	0.00	0	147	0.32	1.47	30	0	0.00	0.00	0	1,171	2.52	11.74	234
L1G (Oshawa, ON)	L1G	18,642	2.01	21	0.03	0.11	1	0	0.00	0.00	0	287	0.63	1.54	31	13	0.03	0.07	2	87	0.19	0.47	9
L1H (Oshawa, ON)	L1H	14,233	1.53	5	0.01	0.03	0	0	0.00	0.00	0	73	0.16	0.51	10	142	0.36	1.00	23	35	0.07	0.25	5
L1J (Oshawa, ON)	L1J	17,696	1.91	15	0.02	0.09	1	0	0.00	0.00	0	199	0.43	1.12	23	0	0.00	0.00	0	502	1.08	2.84	57
L1K (Oshawa, ON)	L1K	13,690	1.48	713	0.91	5.21	62	0	0.00	0.00	0	487	1.06	3.56	72	1,742	4.41	12.72	299	498	1.07	3.64	73
L1L (Oshawa, ON)	L1L	2,278	0.25	204	0.26	8.97	106	0	0.00	0.00	0	86	0.19	3.78	76	1,345	3.40	59.06	1,384	34	0.07	1.49	30
L1M (Whitby, ON)	L1M	7,280	0.79	548	0.70	7.53	89	0	0.00	0.00	0	29	0.06	0.40	8	87	0.22	1.20	28	868	1.87	11.93	238
L1N (Whitby, ON)	L1N	19,256	2.08	394	0.50	2.04	24	0	0.00	0.00	0	1,203	2.62	6.25	126	260	0.66	1.35	32	1,554	3.35	8.07	161
L1P (Whitby, ON)	L1P	5,720	0.62	1,376	1.75	24.06	284	0	0.00	0.00	0	635	1.38	11.11	224	138	0.35	2.41	57	1,543	3.32	26.97	538
L1R (Whitby, ON)	L1R	13,639	1.47	2,604	3.32	19.09	225	0	0.00	0.00	0	3,128	6.81	22.94	463	827	2.09	6.06	142	3,416	7.35	25.04	500
L1S (Ajax, ON)	L1S	16,101	1.74	341	0.43	2.12	25	0	0.00	0.00	0	2,229	4.85	13.84	279	553	1.40	3.43	81	1,157	2.49	7.19	143
L1T (Ajax, ON)	L1T	15,471	1.67	5,330	6.79	34.45	407	0	0.00	0.00	0	3,288	7.16	21.25	429	601	1.52	3.89	91	1,352	2.91	8.74	175
L1V (Pickering, ON)	L1V	18,175	1.96	2,889	3.68	15.89	188	0	0.00	0.00	0	1,920	4.18	10.56	213	382	0.97	2.10	49	4,016	8.64	22.10	441
L1W (Pickering, ON)	L1W	6,991	0.75	0	0.00	0.00	0	0	0.00	0.00	0	60	0.13	0.86	17	0	0.00	0.00	0	1,111	2.39	15.89	317
L1X (Pickering, ON)	L1X	6,262	0.68	679	0.86	10.85	128	0	0.00	0.00	0	1,300	2.83	20.75	419	1,467	3.71	23.42	550	1,375	2.96	21.95	438
L1Y (Pickering, ON)	L1Y	754	0.08	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	6	0.01	0.80	16
L1Z (Ajax, ON)	L1Z	9,001	0.97	3,048	3.88	33.86	400	0	0.00	0.00	0	1,027	2.23	11.41	230	3,791	9.60	42.12	988	243	0.52	2.70	54
L3L (Woodbridge, ON)	L3L	331	0.04	96	0.12	29.10	342	0	0.00	0.00	0	3	0.01	0.91	19	8	0.02	2.54	58	43	0.09	12.93	256
L4H (Woodbridge, ON)	L4H	21,293	2.30	10,830	13.79	50.86	601	0	0.00	0.00	0	2,189	4.77	10.28	208	4,247	10.75	19.95	468	1,483	3.19	6.97	139
L4L (Woodbridge, ON)	L4L	19,530	2.11	1,413	1.80	7.24	85	0	0.00	0.00	0	2,686	5.85	13.75	278	8	0.02	0.04	1	2,522	5.43	12.91	258

Ranking Areas - Std. Geo. | Target Group

Benchmark: Central Counties Tourism RTO6 regional map

Name	Code	Base Count	Base %	08 Multiculture-ish				03 Asian Sophisticates				18 Multicultural Corners				11 Modern Suburbia				05 First-Class Families			
				Count	%	% Pen	Index	Count	%	% Pen	Index	Count	%	% Pen	Index	Count	%	% Pen	Index	Count	%	% Pen	Index
L4P (Keswick, ON)	L4P	11,227	1.21	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	396	1.00	3.53	83	0	0.00	0.00	0
L6P (Brampton, ON)	L6P	22,224	2.40	328	0.42	1.48	17	0	0.00	0.00	0	15	0.03	0.07	1	0	0.00	0.00	0	130	0.28	0.58	12
L6T (Brampton, ON)	L6T	14,927	1.61	80	0.10	0.54	6	0	0.00	0.00	0	257	0.56	1.72	35	0	0.00	0.00	0	30	0.07	0.20	4
L6Z (Brampton, ON)	L6Z	11,206	1.21	592	0.75	5.28	62	0	0.00	0.00	0	1,093	2.38	9.75	197	235	0.59	2.10	49	1,449	3.12	12.93	258
L7A (Brampton, ON)	L7A	23,948	2.58	726	0.93	3.03	36	0	0.00	0.00	0	690	1.50	2.88	58	4,425	11.20	18.48	434	433	0.93	1.81	36
L7B (King City, ON)	L7B	5,191	0.56	320	0.41	6.17	73	0	0.00	0.00	0	0	0.00	0.00	0	192	0.49	3.70	87	291	0.63	5.60	112
L7C (Caledon, ON)	L7C	9,149	0.99	466	0.59	5.10	60	0	0.00	0.00	0	37	0.08	0.41	8	2,702	6.84	29.53	693	519	1.12	5.67	113
L7E (Bolton, ON)	L7E	11,778	1.27	7	0.01	0.06	1	0	0.00	0.00	0	206	0.45	1.75	35	0	0.00	0.00	0	910	1.96	7.73	154
L7K (Caledon, ON)	L7K	3,200	0.34	14	0.02	0.43	5	0	0.00	0.00	0	0	0.00	0.00	0	2	0.01	0.06	1	48	0.10	1.51	30
L9L (Port Perry, ON)	L9L	5,983	0.65	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0
L9N (East Gwillimbury, ON)	L9N	3,555	0.38	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	217	0.55	6.11	144	300	0.65	8.45	169
L9P (Uxbridge, ON)	L9P	6,519	0.70	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	224	0.48	3.44	69
L9V (Orangeville, ON)	L9V	6,055	0.65	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	1	0.00	0.02	0	1	0.00	0.02	0
L9W (Orangeville, ON)	L9W	17,561	1.89	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	3	0.01	0.02	0	250	0.54	1.42	28
M1X (Scarborough, ON)	M1X	3,934	0.42	695	0.89	17.68	209	0	0.00	0.00	0	9	0.02	0.24	5	0	0.00	0.00	0	0	0.00	0.00	0
M2R (Willowdale, ON)	M2R	16,365	1.76	0	0.00	0.00	0	0	0.00	0.00	0	1,167	2.54	7.13	144	0	0.00	0.00	0	1	0.00	0.01	0
M9L (North York, ON)	M9L	4,117	0.44	18	0.02	0.44	5	0	0.00	0.00	0	580	1.26	14.09	284	0	0.00	0.00	0	0	0.00	0.00	0
N0B (Elora, ON)	N0B	30,584	3.30	4	0.01	0.01	0	0	0.00	0.00	0	1	0.00	0.00	0	9	0.02	0.03	1	9	0.02	0.03	1
N0C (Dundalk, ON)	N0C	6,403	0.69	0	0.00	0.00	0	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	3.51	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0

Report 5: Top 5 Prizm Profiles

08 MULTICULTURE-ISH

S2 UPSCALE SUBURBAN DIVERSITY   **LARGE DIVERSE FAMILIES F2**

Upscale, multi-ethnic suburban families

Population:
880,563
(2.32% of Canada)

Households:
246,456
(1.65% of Canada)

Average Household Income:
$157,740

Average Household Net Worth:
$828,010

House Tenure:
Own

Education:
University/College

Occupation:
White Collar/Service Sector

Cultural Diversity Index:
High

Sample Social Value:
Penchant for Risk

Upscale, multi-ethnic suburban families

Who They Are

One of the wealthier suburban lifestyles, Multiculture-ish is an ethnically diverse segment of middle-aged Asian and South Asian households. Located in and around major cities like Toronto, Calgary and Edmonton, many of these neighbourhoods emerged 20 years ago as new suburban subdivisions. Today, they're slowly being overtaken by urban sprawl and infill developments. More than 40 percent of residents are immigrants, and the rest are typically second-generation Canadians who've settled in houses built since 1990. A quarter speak a non-official language, the most common being Mandarin, Cantonese and Punjabi, but residents also disproportionately speak Arabic, Urdu and Russian at home. Multiculture-ish households tend to be large—double the national average for four or more people—and the significant presence of children over the age of 5 influences their preference for family-friendly outings to theme parks, zoos and aquariums. Having completed university and college educations, these adults enjoy upscale incomes—earned from jobs in management, business and the sciences—that are 50 percent higher than the national average and that allow them to exercise *Ostentatious Consumption* by purchasing items that symbolize affluence.

The on-the-go families in Multiculture-ish have too much restless energy to lounge around on their couches. The adults would rather be jogging, golfing or taking fitness classes, and their kids can be found participating in formal sports programs. But the whole family will gather to cheer on their favourite pro baseball, football and hockey teams. Now in their prime earning years, these consumers have high rates for shopping at both full-price retail stores and factory outlets. At home, they accumulate multiple pets and electronics, including cats, dogs, TVs and mobile phones. For Multiculture-ish families, traditional media is so last century; they practically live on their mobile phones and participate in virtually every online activity at a high rate, including gaming, banking, purchasing products, watching TV and posting to social networks such as Instagram, Snapchat and LinkedIn. They even download apps—paid and free—at rates far above average. Marketers should take note that they're also open to receiving promotional messages on their phone. As they observe, "My phone touches every part of my life."

How They Think

As their name suggests, the new Canadians who make up a sizable portion of Multiculture-ish are proponents of *Multiculturalism*. They accept ethnic diversity within their communities and their families (*Racial Fusion*), and believe other cultures have a great deal to teach us (*Culture Sampling*). These immigrants recognize that getting what they want out of life often involves taking risks (*Penchant for Risk*), but they also try to analyze their actions in a dispassionate and analytical way (*Introspection* & *Empathy*). Hoping to leave a *Legacy*, they believe in maintaining a disciplined *Work Ethic* to achieve greater gains in the future for themselves and their children. But they're also status conscious, making efforts to dress and decorate their homes to impress others (*Need for Status Recognition*, *Concern for Appearance*, *Status via Home*). In the marketplace, these enthusiastic consumers enjoy their role as influencers among their peer group (*Joy of Consumption*, *Consumption Evangelism*). They're even fond of advertising, trusting the information ads convey and appreciating their aesthetic qualities, whether in magazines, on TV or on billboards (*Confidence in Advertising*, *Advertising as Stimulus*).

Where They Live

Penetration Index
- High
- Average
- Low

Calgary

Edmonton

Winnipeg

Windsor

Guelph
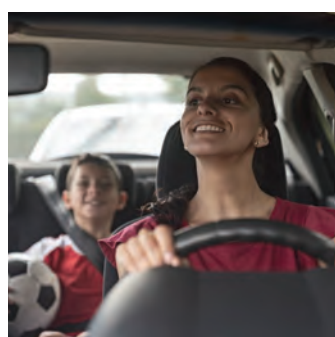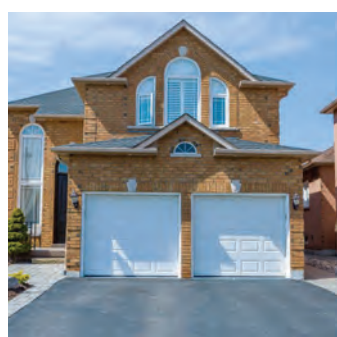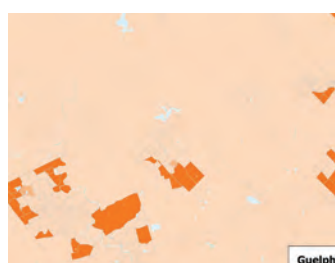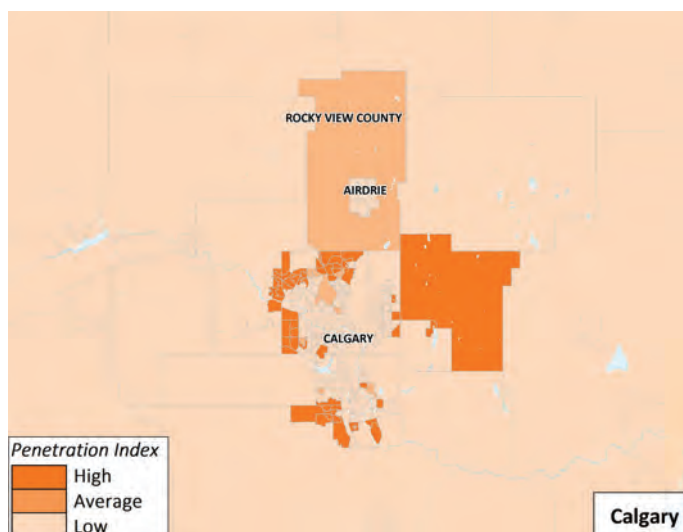
How They Live

LEISURE
jogging
action/adventure movies
pubs/sports bars
gourmet cooking

SHOPPING
The Gap
H&M
gardening tools
Amazon.ca

TRADITIONAL MEDIA
NBA regular season on TV
Food Network
Top 40 radio
technology/science
magazines

INTERNET
investment sites
career/job search sites
free streaming music videos
purchase computers online

FOOD/DRINK
frozen pasta
bagels
instant breakfast shakes
steakhouse restaurants

FINANCIAL
RESPs
group life insurance
$500,000+ face value life
insurance
donate to educational groups

AUTOMOTIVE
intermediate SUVs
European brands
$30,000-$49,999 spent on
vehicle
2017-2019 model years

SOCIAL
Instagram
Snapchat
LinkedIn
Reddit

MOBILE
read magazines on phone
pay bills on phone
stream music on tablet
news sites on tablet

HEALTH
Purchase contact lenses

ATTITUDES

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

"Staying connected via social media is very important to me"

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

"I feel that I have a great deal of influence on the consumption choices of the people around me"

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S2 UPSCALE SUBURBAN DIVERSITY — LARGE DIVERSE FAMILIES F2
Upscale, multi-ethnic suburban families

Population	Segment %	Canada %	Index*
Age			
Under 5	5.9	5.1	115
5 to 14	15.0	10.8	139
15 to 24	14.6	11.9	122
25 to 44	27.2	27.2	100
45 to 64	27.7	26.9	103
65 to 74	6.2	10.4	60
75 to 84	2.6	5.4	48
85+	0.8	2.3	33
Home Language			
English	73.5	67.4	109
French	1.7	20.1	8
Non-Official	24.8	12.4	200
Immigration			
Immigrant Population	43.5	23.0	189
Before 2001	47.1	47.6	99
2001 to 2005	14.7	10.5	140
2006 to 2010	11.8	12.0	98
2011 to 2016	9.7	13.8	71
2017 to present	16.6	16.0	104
Visible Minority			
Visible Minority Presence	56.0	25.8	217
Marital Status			
Single	27.5	29.0	95
Married or Common Law	64.3	56.9	113
Wid/Div/Sep	8.2	14.1	58
Mode of Transport			
Car	83.6	78.5	107
Public Transit	13.4	13.0	103
Class of Worker			
Employed	68.1	61.2	111
Occupation			
Agriculture	0.2	1.5	15
White Collar	28.8	22.3	129
Grey Collar	26.3	25.2	104
Blue Collar	15.6	16.2	96
Education			
No High School	12.5	16.5	76
High School	23.9	26.6	90
Trade School	4.2	9.2	46
College	18.6	20.0	93
Some University	2.4	2.3	102
University	38.4	25.4	151
Income			
Avg Hhd Income	$157,740	$104,603	151

Households	Segment %	Canada %	Index*
Maintainer Age			
Under 25	0.7	3.0	22
25 to 34	9.5	14.6	65
35 to 44	24.7	17.6	140
45 to 54	30.4	18.1	168
55 to 64	21.2	20.3	105
65 to 74	9.6	15.5	62
75+	3.9	11.0	36
Size			
1 person	7.6	28.3	27
2 people	20.7	34.3	60
3 people	20.7	15.2	136
4+ people	51.0	22.2	230
Family Status			
Non-Family	9.8	32.6	30
Couples with Kids	61.7	29.4	210
Couples, no Kids	20.5	27.2	75
Lone-Parent Family	8.0	10.8	74
Age of Children			
Kids under 5	14.6	16.8	87
5 to 9	17.9	17.9	100
10 to 14	19.3	17.6	110
15 to 19	17.6	17.5	100
20 to 24	14.2	13.4	106
25+	16.4	16.7	98
Dwellings			
Tenure			
Own	92.1	67.7	136
Rent	7.9	31.9	25
Band Housing	-	0.4	0
Period of Construction			
Before 1960	1.0	20.7	5
1961 to 1980	3.5	28.7	12
1981 to 1990	9.2	12.9	71
1991 to 2000	20.1	12.1	166
2001 to 2005	26.0	6.4	405
2006 to 2010	24.5	7.2	342
2011 to 2016	10.3	6.7	154
2017 to present	5.4	5.3	101
Type			
Single-detached	77.3	52.8	146
Semi-detached	7.5	5.0	148
Row	11.0	6.6	168
Duplex	2.6	5.7	45
Lowrise (<5 Stories)	1.2	18.1	7
Highrise (5+ Stories)	0.3	10.2	3
Mobile	0.0	1.3	4

*index of 100 is average

F1 **UPSCALE URBAN FRINGE**   **LARGE DIVERSE FAMILIES** F2

Upscale, middle-aged Asian families

Population:
369,290
(0.97% of Canada)

Households:
108,362
(0.72% of Canada)

Average Household Income:
$151,291

Average Household Net Worth:
$2,063,645

House Tenure:
Own
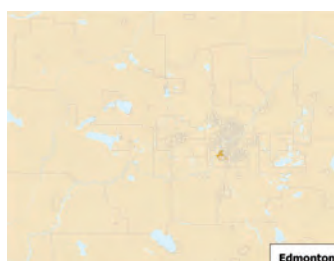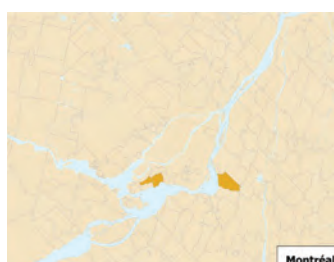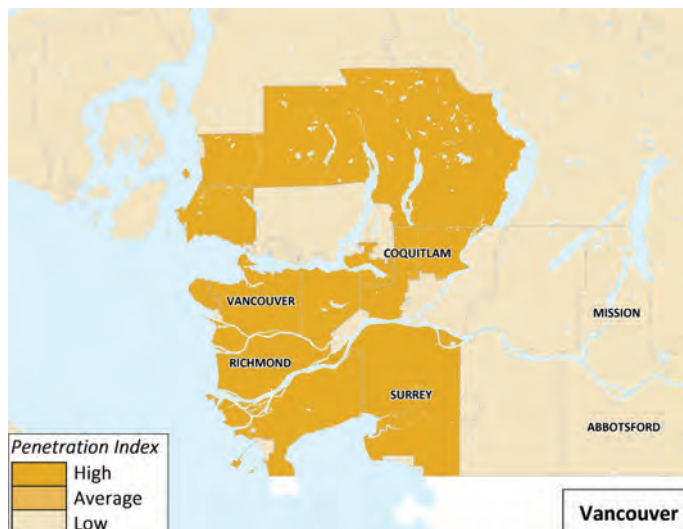
Education:
University

Occupation:
White Collar

Cultural Diversity Index:
High

Sample Social Value:
Status via Home

Upscale, middle-aged Asian families

Who They Are

The most affluent of the Asian-dominated lifestyles, Asian Sophisticates features well-off and well-educated urban fringe households, nearly half of which came from China, Taiwan or Hong Kong. This segment has a high concentration of residents who speak a non-official language at home, in this case Mandarin or Cantonese. Many of these households are headed by immigrants who arrived in Canada during the last 30 years. Today they live in well-appointed homes and duplexes valued at nearly $1.4 million, typically in satellite cities such as Toronto's Richmond Hill and Markham, and Vancouver's Surrey and Coquitlam. With many large households and multi-generational families, Asian Sophisticates is filled with teenage and twenty-something children along with their Boomer parents and grandparents. With their university educations, the adults earn impressive incomes as white-collar professionals and managers in business, finance, the arts and, especially, science. Outside of work, these households enjoy active lifestyles, travelling abroad, frequenting concerts and casinos, and getting their exercise from downhill skiing and racquet sports. Believing that their home is an extension of their image (*Status Via Home*), they buy furnishings and decor items from both retail stores and e-commerce sites.

Few segments have exhibited more wanderlust than Asian Sophisticates. In surveys, members rank near the top in a dozen travel categories—from visiting Europe and the Caribbean to booking cruises, buying resort packages and staying at bed and breakfasts. They come home to showplaces outfitted with the latest kitchen appliances, stylish furniture and well-tended landscapes; they have one of the highest rates for using professional gardening services. They prefer high-brow entertainment, often going to a ballet, opera or symphony. With their expressed desire to impress others, they like to be first with wearable tech gadgets like smart watches and fitness trackers. They download virtually every free app—for banking, news, weather and games—at high rates. And though these middle-aged families and children frequent a number of fashion-forward clothing chains—including Holt Renfrew, H&M and Zara—they prefer the convenience of shopping online using their computer, mobile phone or tablet. And they'll use any platform within easy reach to watch movies, read e-books, make investments, access restaurant reviews and, of course, discover their next travel destination.

How They Think

Members of Asian Sophisticates display values of confidence, engagement and materialism, and they rarely feel threatened by the pace of change (*Adaptability to Complexity*). Financially secure, they've achieved an average net worth well over two million dollars, which allows them to indulge in the *Ostentatious Consumption* of luxury goods. Many then share their finds with friends (*Consumption Evangelism*) as they strive to impress others with their good taste (*Need for Status Recognition*). As first-generation Canadians, they're active in social issues and take part in *Community Involvemen*t in support of their new country. They also enjoy mixing with large groups (*Attraction to Crowds*), though they have little interest in incorporating the influences of other cultures into their lives (low on *Culture Sampling*). *Strong on Advertising as Stimulus*, they appreciate well-designed ads and notice them in bus shelters, subway platforms, shopping malls, gas stations and elevators. These sophisticated shoppers value authenticity and are more likely to buy products that provide a deeper brand experience, especially if they're offered in the store or website of a large retailer (*Brand Genuineness*, *Confidence in Big Business*).

Where They Live

Penetration Index
- High
- Average
- Low

Vancouver

Kitchener - Cambridge - Waterloo

Montréal

Toronto

Edmonton

How They Live

LEISURE
yoga/Pilates
racquet sports
classical music concerts
casinos

SHOPPING
H&M
Mountain Equipment Co-op
camera and finishing stores
purchase electronics online

TRADITIONAL MEDIA
CP24
jazz radio
technology/science
magazines
The Globe and Mail

INTERNET
investment sites
shopping online
purchase sports equipment
watch free streaming videos

FOOD/DRINK
organic meat
nuts
herbal tea
Japanese restaurants

FINANCIAL
American Express Gold/
Platinum
stocks
group life insurance
full-service investment broker

AUTOMOTIVE
compact premium cars
$40,000+ spent on vehicles
Toyota/Lexus
2017-2019 model years

SOCIAL
Reddit
WhatsApp
YouTube
Instagram

MOBILE
watch videos on tablet
read magazines on phone
access LinkedIn on phone
free budgeting apps

HEALTH
Participate in vigorous physical
activities

ATTITUDES
"I buy the latest high-tech gadgets before most people I know"

"It is one of my goals in life that, when I die, I leave as much money as I can to others"

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

"I prefer to shop online for convenience"

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F1 UPSCALE URBAN FRINGE · **F2** LARGE DIVERSE FAMILIES

Upscale, middle-aged Asian families

Population	Segment %	Canada %	Index*
Age			
Under 5	3.7	5.1	71
5 to 14	10.2	10.8	94
15 to 24	14.4	11.9	121
25 to 44	23.3	27.2	86
45 to 64	31.3	26.9	117
65 to 74	10.7	10.4	103
75 to 84	4.8	5.4	90
85+	1.6	2.3	69
Home Language			
English	54.1	67.4	80
French	0.7	20.1	3
Non-Official	45.2	12.4	363
Immigration			
Immigrant Population	59.8	23.0	260
Before 2001	53.4	47.6	112
2001 to 2005	12.4	10.5	118
2006 to 2010	11.0	12.0	92
2011 to 2016	9.9	13.8	72
2017 to present	13.3	16.0	83
Visible Minority			
Visible Minority Presence	77.0	25.8	298
Marital Status			
Single	28.9	29.0	100
Married or Common Law	62.5	56.9	110
Wid/Div/Sep	8.7	14.1	61
Mode of Transport			
Car	78.8	78.5	100
Public Transit	17.2	13.0	132
Class of Worker			
Employed	56.6	61.2	92
Occupation			
Agriculture	0.2	1.5	14
White Collar	27.9	22.3	125
Grey Collar	21.3	25.2	84
Blue Collar	9.4	16.2	58
Education			
No High School	11.0	16.5	67
High School	24.6	26.6	93
Trade School	2.8	9.2	31
College	14.2	20.0	71
Some University	2.8	2.3	124
University	44.4	25.38	175
Income			
Avg Hhd Income	$151,292	$104,603	145

*index of 100 is average

Households	Segment %	Canada %	Index*
Maintainer Age			
Under 25	1.0	3.0	34
25 to 34	6.2	14.6	42
35 to 44	14.5	17.6	83
45 to 54	25.6	18.1	141
55 to 64	26.9	20.3	133
65 to 74	17.1	15.5	110
75+	8.7	11.0	79
Size			
1 person	8.2	28.3	29
2 people	24.8	34.3	72
3 people	22.9	15.2	151
4+ people	44.0	22.2	199
Family Status			
Non-Family	10.6	32.6	32
Couples with Kids	57.5	29.4	195
Couples, no Kids	24.9	27.2	92
Lone-Parent Family	7.0	10.8	65
Age of Children			
Kids under 5	9.7	16.8	58
5 to 9	12.9	17.9	72
10 to 14	15.4	17.6	88
15 to 19	18.7	17.5	106
20 to 24	17.5	13.4	131
25+	25.8	16.7	154
Dwellings			
Tenure			
Own	91.9	67.7	136
Rent	8.1	31.9	26
Band Housing	-	0.4	0
Period of Construction			
Before 1960	4.9	20.7	24
1961 to 1980	15.2	28.7	53
1981 to 1990	21.4	12.9	166
1991 to 2000	28.3	12.1	233
2001 to 2005	14.7	6.4	229
2006 to 2010	5.7	7.2	80
2011 to 2016	5.4	6.7	80
2017 to present	4.5	5.3	84
Type			
Single-detached	77.5	52.8	147
Semi-detached	4.4	5.0	87
Row	10.0	6.6	152
Duplex	6.0	5.7	104
Lowrise (<5 Stories)	1.2	18.1	6
Highrise (5+ Stories)	0.9	10.2	9
Mobile	0.0	1.3	1

18 MULTICULTURAL CORNERS

F1 UPSCALE URBAN FRINGE

LARGE DIVERSE FAMILIES F2

Diverse, upper-middle-income city families

Population:
860,964
(2.27% of Canada)

Households:
273,429
(1.83% of Canada)

Average Household Income:
$127,639

Average Household Net Worth:
$690,065

House Tenure:
Own

Education:
University/College/
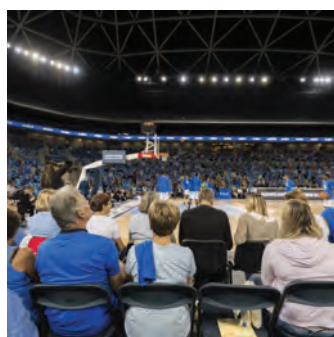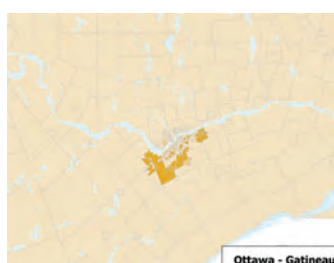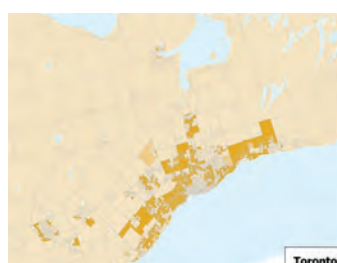High School

Occupation:
Service Sector/White Collar
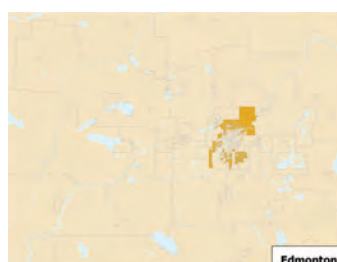
Cultural Diversity Index:
High

Sample Social Value:
Religiosity
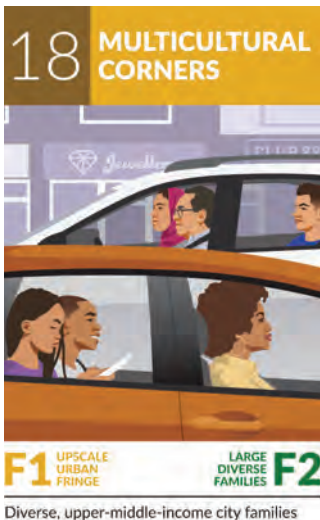
Diverse, upper-middle-income city families

Who They Are

The middle-aged families of Multicultural Corners create an exceptionally diverse portrait. More than a third of households contain foreign-born residents—from the Caribbean, Central America, Europe and Asia—though no one culture dominates. About a fifth of the population speak a non-official language and more than 40 percent identify as visible minorities—including Black, Latin American, Arabic and South Asian. Having immigrated to Canada before 2000, these first- and second-generation Canadians have moved beyond gateway communities to the urban fringe areas of cities like Toronto, Calgary, Ottawa and Edmonton. They've turned their moderate educations into upper-middle-class incomes earned from service sector and white-collar jobs. They typically own single-detached and row houses suitable for their relatively large families with older children; more than a third of households contain four or more people. And in these busy neighbourhoods where one of the stronger values is *Time Stress*, residents like to wind down at kid-friendly venues: toy and game stores, amusement parks and casual family restaurants. They also enjoy travelling and tend to stay at all-inclusive resorts and book cultural trips and eco-tours.

The multi-generational households of Multicultural Corners do many activities as a family. They engage in a lot of aerobic sports—swimming, skiing and tennis—as well as team sports like baseball, basketball and soccer. Many adults are ambitious—telling researchers, "You should seize opportunities in life when they arise"—so they sign up for university courses and enroll their children in programs offered through Learning Centres. But with their six-figure incomes, Multicultural Corners households have already achieved a level of upper-middle-class comfort. They're big purchasers of youth-oriented goods like toys, games, books and fast fashion from stores such as H&M, Old Navy, the Disney Store and Mastermind. These families like to go out and are a prime market for casual restaurants like Jack Astor's, Montana's and The Keg. As media consumers, Multicultural Corners residents increasingly look to the Internet, often downloading music, streaming TV, accessing news sites and reading restaurant reviews. Mobile phones are their digital platform of choice, and they're receptive to texted marketing messages. They also respond to out-of-home advertising placed in movie theatres, commuter trains, public washrooms and elevators.

How They Think

Having moved to Canada for a better life, the immigrant families of Multicultural Corners are striving to improve their lives and willing to defer pleasure to realize that goal (*Work Ethic*). These hard-working households put family first and are conservative in their views towards family structure (*Primacy of the Family*, *Traditional Families*). But they're also willing to set aside traditional moral codes in favour of more informal conventions; they accept that it's not always necessary to play by the rules or obey authority figures (*Rejection of Orderliness*, *Rejection of Authority*). Active members of their local religious community (*Religiosity*), they like to connect with smaller, close-knit groups in an authentic and sincere manner (*Social Intimacy*, *Personal Expression*). But many feel overwhelmed from juggling work and the needs of their large families, causing their *Need for Escape* from everyday responsibilities. As consumers, Multicultural Corners residents enjoy advertising for its aesthetics and look for brands that offer sensual experiences and value (*Advertising as a Stimulus*, *Sensualism*, *Importance of Price*). On the whole, these households have embraced the lives they have chosen and feel they deserve the rewards they enjoy (*Just Deserts*).

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Where They Live

Penetration Index
- High
- Average
- Low

Calgary

Edmonton

Guelph

Toronto

Ottawa - Gatineau
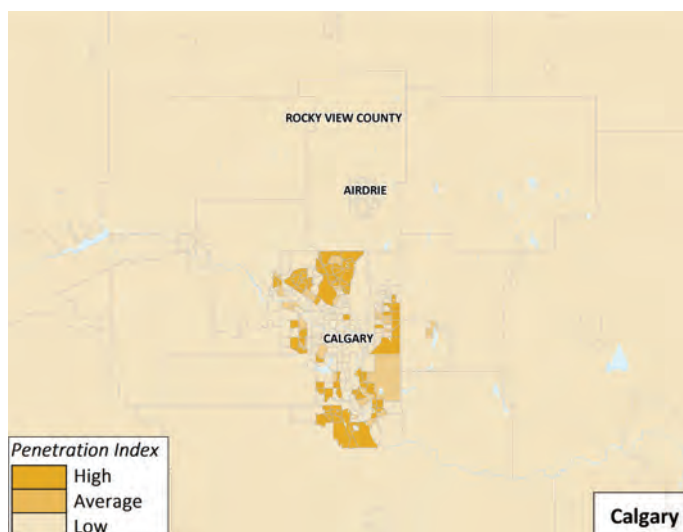
How They Live

LEISURE
aerobics
baseball
amusement parks
pro basketball games

SHOPPING
Mark's
Winners
Shoppers Drug Mart
Mastermind

TRADITIONAL MEDIA
NBA regular season on TV
Food Network
modern rock radio
health/fitness magazines

INTERNET
travel sites
purchase concert tickets online
career/job search online
watch a subscription-based
video service

FOOD/DRINK
tortilla wraps
ginger ale
Mexican/burrito-style
restaurants
Pizza Pizza

FINANCIAL
gas station quick pay card
mutual funds
term life insurance
donate to hospital
foundations

AUTOMOTIVE
imported compact SUVs
three vehicles
Costco automotive products
2019 model year

SOCIAL
LinkedIn
Snapchat
Twitter
Instagram

MOBILE
watch movies on phone
read e-books on phone
listen to radio/podcast on
tablet
compare products/prices on

HEALTH
Use massage therapy services

ATTITUDES

"I've often discussed the problems in my neighbourhood or municipality with people"

"My religious beliefs are very important to me"

"I tend to always buy the same beauty products"

"It is very likely that, if a product is widely advertised, it will be a good product"

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Population	Segment %	Canada %	Index*
Age			
Under 5	4.9	5.1	95
5 to 14	11.3	10.8	105
15 to 24	14.0	11.9	117
25 to 44	27.0	27.2	99
45 to 64	28.5	26.9	106
65 to 74	8.3	10.4	80
75 to 84	4.3	5.4	79
85+	1.8	2.3	76
Home Language			
English	77.4	67.4	115
French	1.8	20.1	9
Non-Official	20.8	12.4	167
Immigration			
Immigrant Population	38.7	23.0	168
Before 2001	53.8	47.6	113
2001 to 2005	11.1	10.5	105
2006 to 2010	10.6	12.0	88
2011 to 2016	9.3	13.8	68
2017 to present	15.1	16.0	94
Visible Minority			
Visible Minority Presence	42.0	25.8	163
Marital Status			
Single	29.0	29.0	100
Married or Common Law	59.2	56.9	104
Wid/Div/Sep	11.8	14.1	84
Mode of Transport			
Car	80.3	78.5	102
Public Transit	15.7	13.0	121
Class of Worker			
Employed	65.8	61.2	107
Occupation			
Agriculture	0.3	1.5	18
White Collar	25.3	22.3	113
Grey Collar	27.4	25.2	109
Blue Collar	15.8	16.2	98
Education			
No High School	14.3	16.5	87
High School	27.4	26.6	103
Trade School	5.7	9.2	62
College	20.4	20.0	102
Some University	2.3	2.3	99
University	29.9	25.4	118
Income			
Avg Hhd Income	$127,639	$104,603	122

Households	Segment %	Canada %	Index*
Maintainer Age			
Under 25	1.0	3.0	32
25 to 34	10.4	14.6	71
35 to 44	19.0	17.6	108
45 to 54	23.8	18.1	131
55 to 64	22.8	20.3	112
65 to 74	13.1	15.5	84
75+	10.1	11.0	92
Size			
1 person	13.7	28.3	48
2 people	28.1	34.3	82
3 people	20.7	15.2	136
4+ people	37.4	22.2	169
Family Status			
Non-Family	17.6	32.6	54
Couples with Kids	45.7	29.4	156
Couples, no Kids	24.2	27.2	89
Lone-Parent Family	12.4	10.8	115
Age of Children			
Kids under 5	13.4	16.8	80
5 to 9	15.1	17.9	84
10 to 14	16.7	17.6	95
15 to 19	18.3	17.5	104
20 to 24	15.8	13.4	118
25+	20.7	16.7	124
Dwellings			
Tenure			
Own	88.8	67.7	131
Rent	11.2	31.9	35
Band Housing	0.0	0.4	0
Period of Construction			
Before 1960	14.0	20.7	68
1961 to 1980	19.7	28.7	69
1981 to 1990	15.0	12.9	117
1991 to 2000	23.5	12.1	194
2001 to 2005	13.2	6.4	205
2006 to 2010	7.1	7.2	99
2011 to 2016	3.4	6.7	51
2017 to present	4.1	5.3	78
Type			
Single-detached	69.8	52.8	132
Semi-detached	6.7	5.0	134
Row	15.6	6.6	237
Duplex	3.9	5.7	69
Lowrise (<5 Stories)	2.6	18.1	14
Highrise (5+ Stories)	1.2	10.2	12
Mobile	0.1	1.3	7

18 MULTICULTURAL CORNERS

F1 UPSCALE URBAN FRINGE   LARGE DIVERSE FAMILIES F2

Diverse, upper-middle-income city families

*index of 100 is average

Population:
1,000,904
(2.64% of Canada)

Households:
317,626
(2.12% of Canada)

Average Household Income:
$137,614

Average Household Net Worth:
$479,204

House Tenure:
Own

Education:
University/College
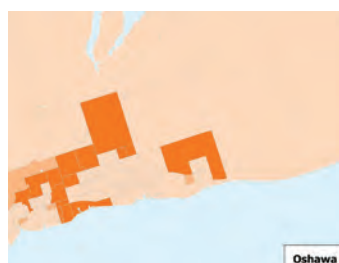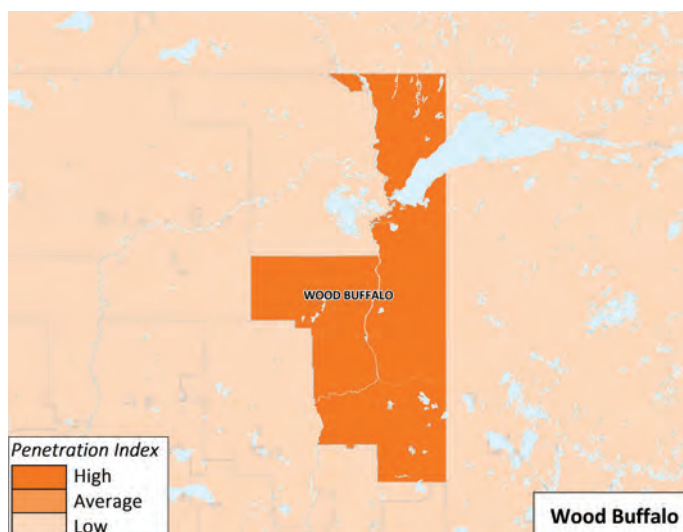
Occupation:
Mixed

Cultural Diversity Index:
High

Sample Social Value:
Importance of Aesthetics

Multi-ethnic younger and middle-aged suburbanites

Who They Are

With one of the highest percentages of suburban households, Modern Suburbia is a magnet for younger and middle-aged, diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia who arrived in their 20s and 30s and have recently moved to new suburbs near large cities like Toronto, Edmonton, Calgary, Ottawa and Vancouver. More than half the population identify as visible minorities: More than twice the national average identify as Asian, and more than three times the average identify as South Asian. With their university and college educations, they earn upper-middle-class incomes from a wide range of jobs that afford them new single-family, semi-detached or row houses. And few segments are more mobile: the number of residents who have moved in the last five years is nearly 70 percent above average. Modern Suburbia members have crafted active lifestyles for their relatively large families and participate in many team sports, including basketball and hockey. For a splurge, they head to kid-friendly venues such as amusement parks, zoos and aquariums, admitting that *Attraction for Crowds* is among their strongest values.

Children are the centre of the Modern Suburbia world. Parents enroll kids in a number of sports, and vacations typically involve package deals to beaches and other family-friendly destinations; more than half travelled outside of Canada last year. A big treat is a family outing to a pizza, burger or taco restaurant. In Modern Suburbia, homes are filled with child-friendly tech products—like tablets and video gaming systems—as well as smart watches, Internet-enabled appliances and fitness bands to help manage their daily routine. Eclectic in their media tastes, these immigrant families have high rates for watching nearly every sport on TV—including cricket and rugby—and reading varied magazines on parenting, technology, business and health. But mostly these connected families like to use their mobile phones to access media and perform various tasks, like banking, streaming music, posting to social networks and downloading coupons; they buy almost every retail category online at high rates. Stating they like to be the first to own new technology, they're receptive to many forms of mobile advertising, including coupons based on their demographics.

How They Think

The immigrant families of Modern Suburbia are comfortable in their adopted country and feel optimistic about their future (*Personal Optimism*). They've demonstrated their *Penchant for Risk* in their decision to uproot their family, and they fervently believe that anyone can make it if they work hard enough (*North American Dream*). While these younger families sometimes feel overwhelmed (*Time Stress*), they accept both the good and the bad outcomes of the decisions they've made (*Just Deserts*). They support diverse communities and their desire to preserve their distinctive cultures (*Multiculturalism*), and they seek to incorporate those cultural influences in their lives (*Culture Sampling*). In their neighbourhoods, they demonstrate their social status through their well-maintained homes decorated with objects that convey affluence (*Status via Home*, *Ostentatious Consumption*). They're eager to discover new products and integrate them into their daily life, but they're also drawn to items simply for their aesthetics rather than their functionality (*Pursuit of Novelty*, *Importance of Aesthetics*). These consumers especially like to make purchases in their areas of interest (*Consumptivity*), if only to exercise their role as influencer among their peer group (*Consumption Evangelism*).

Where They Live

Penetration Index
- High
- Average
- Low

Wood Buffalo

 Saskatoon

 Kitchener - Cambridge - Waterloo

 Oshawa

 Ottawa - Gatineau

How They Live

LEISURE
camping
bowling
amusement parks
beach/resort package tours

SHOPPING
Joe Fresh
Home Depot
Sport Chek
compare products/prices while shopping

TRADITIONAL MEDIA
TV rugby
top-40 radio
parenting/babies magazines
newspaper sports sections

INTERNET
access food/recipes content
download video content
sports sites
purchase clothing/footwear online

FOOD/DRINK
gluten-free products
herbal tea
Sobeys
sub/sandwich restaurants

FINANCIAL
online trading GICs
RESPs
universal life insurance
spent $5,000+/month on credit cards

AUTOMOTIVE
intermediate SUVs
Honda
$30,000-$49.999 spent on vehicle
2017-2019 model years

SOCIAL
Twitter
Snapchat
WhatsApp
Reddit

MOBILE
mobile wallet
four or more phones
beauty/fashion sites on tablet
collect loyalty points on phone

HEALTH
Use home teeth-whitening products

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

"I like being in a large crowd "

"The Internet improves the relationships I have with other people"

"I often buy things just because they are beautiful, whether or not they are practical"

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11 MODERN SUBURBIA

S2 UPSCALE SUBURBAN DIVERSITY **Y3** YOUNG FAMILIES

Multi-ethnic younger and middle-aged suburbanites

Population	Segment %	Canada %	Index*
Age			
Under 5	9.2	5.1	180
5 to 14	15.6	10.8	145
15 to 24	11.2	11.9	94
25 to 44	37.7	27.2	139
45 to 64	19.9	26.9	74
65 to 74	4.3	10.4	42
75 to 84	1.6	5.4	29
85+	0.4	2.3	19
Home Language			
English	72.6	67.4	108
French	2.1	20.1	10
Non-Official	25.3	12.4	203
Immigration			
Immigrant Population	40.0	23.0	174
Before 2001	27.5	47.6	58
2001 to 2005	13.0	10.5	124
2006 to 2010	15.2	12.0	126
2011 to 2016	15.9	13.8	115
2017 to present	28.4	16.0	178
Visible Minority			
Visible Minority Presence	58.0	25.8	225
Marital Status			
Single	23.8	29.0	82
Married or Common Law	67.7	56.9	119
Wid/Div/Sep	8.6	14.1	61
Mode of Transport			
Car	86.4	78.5	110
Public Transit	10.7	13.0	83
Class of Worker			
Employed	73.6	61.2	120
Occupation			
Agriculture	0.3	1.5	23
White Collar	28.6	22.3	128
Grey Collar	28.8	25.2	114
Blue Collar	19.0	16.2	117
Education			
No High School	10.4	16.5	63
High School	23.3	26.6	87
Trade School	5.5	9.2	60
College	19.7	20.0	98
Some University	2.7	2.3	116
University	38.5	25.38	152
Income			
Avg Hhd Income	$137,614	$104,603	132

*index of 100 is average

Households	Segment %	Canada %	Index*
Maintainer Age			
Under 25	2.7	3.0	91
25 to 34	24.5	14.6	168
35 to 44	32.9	17.6	187
45 to 54	20.9	18.1	116
55 to 64	11.4	20.3	56
65 to 74	5.4	15.5	35
75+	2.1	11.0	19
Size			
1 person	14.2	28.3	50
2 people	27.4	34.3	80
3 people	20.5	15.2	135
4+ people	37.9	22.2	171
Family Status			
Non-Family	18.4	32.6	56
Couples with Kids	49.2	29.4	167
Couples, no Kids	24.0	27.2	88
Lone-Parent Family	8.4	10.8	78
Age of Children			
Kids under 5	26.1	16.8	155
5 to 9	23.4	17.9	131
10 to 14	18.5	17.6	105
15 to 19	13.9	17.5	80
20 to 24	9.4	13.4	70
25+	8.6	16.7	51
Dwellings			
Tenure			
Own	84.7	67.7	125
Rent	15.3	31.9	48
Band Housing	0.0	0.4	1
Period of Construction			
Before 1960	0.4	20.7	2
1961 to 1980	0.9	28.7	3
1981 to 1990	0.6	12.9	4
1991 to 2000	2.4	12.1	20
2001 to 2005	7.9	6.4	123
2006 to 2010	25.1	7.2	350
2011 to 2016	47.2	6.7	709
2017 to present	15.6	5.3	292
Type			
Single-detached	54.1	52.8	103
Semi-detached	9.6	5.0	190
Row	23.1	6.6	352
Duplex	2.3	5.7	41
Lowrise (<5 Stories)	9.4	18.1	52
Highrise (5+ Stories)	1.4	10.2	13
Mobile	0.1	1.3	6

05 FIRST-CLASS FAMILIES

S1 SUBURBAN ELITE   LARGE DIVERSE FAMILIES **F2**

Large, well-off suburban families

Population:
757,060
(1.99% of Canada)

Households:
232,200
(1.55% of Canada)

Average Household Income:
$186,272

Average Household Net Worth:
$1,227,636

House Tenure:
Own

Education:
University/College/
High School

Occupation:
White Collar/Service
Sector

Cultural Diversity Index:
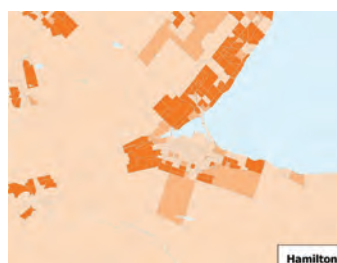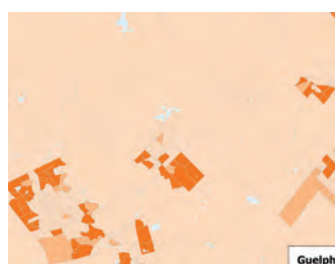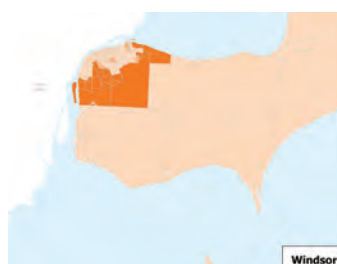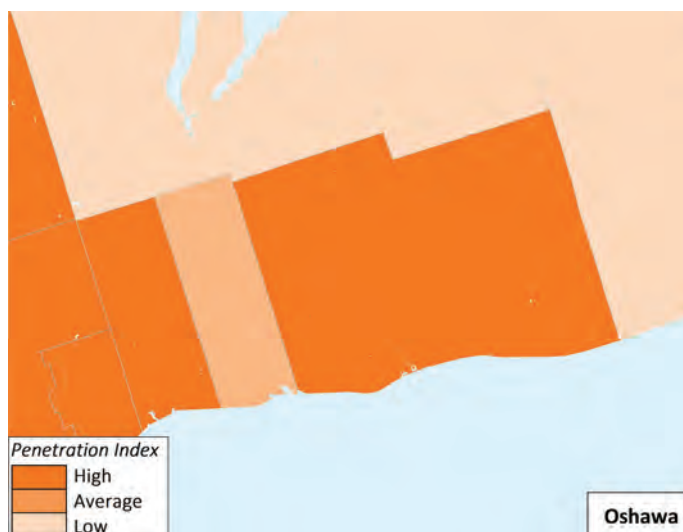Low

Sample Social Value:
Concern for Appearance

Large, well-off suburban families

Who They Are

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

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

How They Think

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

Where They Live

Penetration Index
- High
- Average
- Low

Oshawa

Windsor

Guelph

Hamilton

Ottawa - Gatineau

How They Live

LEISURE
swimming
family movies
theme parks/waterparks/
water slides
museums

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

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

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

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

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

AUTOMOTIVE
intermediate SUVs
European brands
2010-2016 model years
three vehicles

SOCIAL
LinkedIn
Instagram
WhatsApp
Reddit

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

HEALTH
Use herbal supplements for
joint health

ATTITUDES

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

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

"I always keep informed about the latest technological developments"

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

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S1 SUBURBAN ELITE   LARGE DIVERSE FAMILIES F2

Large, well-off suburban families

Population	Segment %	Canada %	Index*
Age			
Under 5	3.9	5.1	77
5 to 14	11.1	10.8	103
15 to 24	15.9	11.9	133
25 to 44	22.3	27.2	82
45 to 64	32.1	26.9	120
65 to 74	9.7	10.4	93
75 to 84	3.7	5.4	68
85+	1.2	2.3	54
Home Language			
English	86.2	67.4	128
French	2.5	20.1	12
Non-Official	11.3	12.4	91
Immigration			
Immigrant Population	25.8	23.0	112
Before 2001	59.1	47.6	124
2001 to 2005	10.0	10.5	95
2006 to 2010	8.2	12.0	68
2011 to 2016	7.3	13.8	53
2017 to present	15.5	16.0	97
Visible Minority			
Visible Minority Presence	27.4	25.8	106
Marital Status			
Single	28.3	29.0	98
Married or Common Law	63.2	56.9	111
Wid/Div/Sep	8.5	14.1	60
Mode of Transport			
Car	85.9	78.5	110
Public Transit	10.0	13.0	77
Class of Worker			
Employed	67.4	61.2	110
Occupation			
Agriculture	0.4	1.5	26
White Collar	29.3	22.3	131
Grey Collar	26.7	25.2	106
Blue Collar	13.7	16.2	85
Education			
No High School	10.6	16.5	64
High School	25.4	26.6	95
Trade School	4.9	9.2	53
College	20.4	20.0	102
Some University	2.2	2.3	97
University	36.5	25.38	144
Income			
Avg Hhd Income	$186,272	$104,603	178

Households	Segment %	Canada %	Index*
Maintainer Age			
Under 25	0.7	3.0	23
25 to 34	6.8	14.6	47
35 to 44	14.5	17.6	83
45 to 54	25.2	18.1	140
55 to 64	30.0	20.3	148
65 to 74	16.4	15.5	106
75+	6.3	11.0	58
Size			
1 person	9.1	28.3	32
2 people	29.0	34.3	85
3 people	20.3	15.2	133
4+ people	41.6	22.2	188
Family Status			
Non-Family	11.2	32.6	34
Couples with Kids	53.1	29.4	181
Couples, no Kids	27.3	27.2	100
Lone-Parent Family	8.4	10.8	78
Age of Children			
Kids under 5	10.0	16.8	60
5 to 9	13.4	17.9	75
10 to 14	17.0	17.6	96
15 to 19	21.0	17.5	120
20 to 24	18.6	13.4	139
25+	20.0	16.7	120
Dwellings			
Tenure			
Own	95.3	67.7	141
Rent	4.7	31.9	15
Band Housing	-	0.4	0
Period of Construction			
Before 1960	4.0	20.7	19
1961 to 1980	14.0	28.7	49
1981 to 1990	28.9	12.9	225
1991 to 2000	31.1	12.1	257
2001 to 2005	11.3	6.4	175
2006 to 2010	4.0	7.2	56
2011 to 2016	2.3	6.7	34
2017 to present	4.4	5.3	82
Type			
Single-detached	88.8	52.8	168
Semi-detached	2.3	5.0	47
Row	4.8	6.6	73
Duplex	2.8	5.7	49
Lowrise (<5 Stories)	0.9	18.1	5
Highrise (5+ Stories)	0.3	10.2	3
Mobile	0.0	1.3	3

*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: Central Counties Tourism RTO6 regional map

		%	Base Count	Base %	Index
Internet Use					
Q891330C01	Terciles - Internet - Light	21.89	433,001	24.25	90
Q891330C02	Terciles - Internet - Medium	27.99	489,685	27.42	102
Q891330C03	Terciles - Internet - Heavy	43.41	696,239	38.99	111
Q891300C01	Hours Spent [Avg Day] - All Week - Internet - Less than 1 hour	5.27	122,863	6.88	77
Q891300C02	Hours Spent [Avg Day] - All Week - Internet - 1 to 2 hours	11.34	206,659	11.57	98
Q891300C03	Hours Spent [Avg Day] - All Week - Internet - 2.01 to 3 hours	9.32	196,365	11.00	85
Q891300C04	Hours Spent [Avg Day] - All Week - Internet - 3.01 to 4 hours	12.30	222,249	12.45	99
Q891300C05	Hours Spent [Avg Day] - All Week - Internet - More than 4 hours	55.05	870,789	48.76	113
Q892610C01	Hours Spent [Avg Day] - Weekday - Internet - Less than 1 hour	2.99	59,627	3.34	89
Q892610C02	Hours Spent [Avg Day] - Weekday - Internet - 1 to 2 hours	12.51	236,867	13.27	94
Q892610C03	Hours Spent [Avg Day] - Weekday - Internet - 2.01 to 3 hours	7.31	203,854	11.42	64
Q892610C04	Hours Spent [Avg Day] - Weekday - Internet - 3.01 to 4 hours	11.51	204,666	11.46	100
Q892610C05	Hours Spent [Avg Day] - Weekday - Internet - More than 4 hours	58.03	898,166	50.30	115
Q892630C01	Hours Spent [Avg Day] - Weekend - Internet - Less than 1 hour	2.83	67,908	3.80	75
Q892630C02	Hours Spent [Avg Day] - Weekend - Internet - 1 to 2 hours	21.80	338,287	18.94	115
Q892630C03	Hours Spent [Avg Day] - Weekend - Internet - 2.01 to 3 hours	11.19	222,784	12.48	90
Q892630C04	Hours Spent [Avg Day] - Weekend - Internet - 3.01 to 4 hours	13.08	212,874	11.92	110
Q892630C05	Hours Spent [Avg Day] - Weekend - Internet - More than 4 hours	41.41	720,875	40.37	103
Q4110401I0	Weekday Browsing - Internet - 6am - 9am - 1+	42.15	715,111	40.05	105
Q4110402I0	Weekday Browsing - Internet - 9am - noon - 1+	58.26	1,037,241	58.09	100
Q4110403I0	Weekday Browsing - Internet - Noon - 5pm - 1+	67.18	1,138,238	63.74	105
Q4110404I0	Weekday Browsing - Internet - 5pm - 7pm - 1+	60.77	997,352	55.85	109
Q4110405I0	Weekday Browsing - Internet - 7pm - 11pm - 1+	75.81	1,234,896	69.15	110
Q4110406I0	Weekday Browsing - Internet - 11pm - 2am - 1+	23.85	361,397	20.24	118
Q4110407I0	Weekday Browsing - Internet - 2am - 6am - 1+	3.38	81,428	4.56	74
Q4110501I0	Weekend Browsing - Internet - 6am - 9am - 1+	20.18	391,153	21.91	92
Q4110502I0	Weekend Browsing - Internet - 9am - noon - 1+	52.39	913,374	51.15	102
Q4110503I0	Weekend Browsing - Internet - Noon - 5pm - 1+	62.30	1,082,122	60.60	103
Q4110504I0	Weekend Browsing - Internet - 5pm - 7pm - 1+	53.99	946,573	53.01	102
Q4110505I0	Weekend Browsing - Internet - 7pm - 11pm - 1+	61.53	1,079,059	60.48	102
Q4110506I0	Weekend Browsing - Internet - 11pm - 2am - 1+	20.27	336,458	18.84	108
Q4110507I0	Weekend Browsing - Internet - 2am - 6am - 1+	2.71	69,201	3.88	70
Q4450103C5	Actively Avoid Advertising [Occas/Freq] - Internet - Web browsing	77.33	1,329,182	74.43	104
Q4450108C5	Actively Avoid Advertising [Occas/Freq] - Internet - Social media	74.21	1,253,420	70.19	106
Q2510507K1	Watch [Avg Wk] - Media service - YouTube - 1-59 minutes	13.73	224,758	12.59	109
Q2510507K2	Watch [Avg Wk] - Media service - YouTube - 1-2 hours	13.36	210,570	11.79	113
Q2510507K3	Watch [Avg Wk] - Media service - YouTube - 3 hours or more	20.80	353,466	19.79	105
Q4111001C2	Online Activity [Yest] - Internet search - business, services, products	59.33	994,200	55.67	107
Q4111002C2	Online Activity [Yest] - Access content (e.g. news, sports, entertainment, etc.)	59.55	900,066	50.40	118
Q4111003C2	Online Activity [Yest] - Participate in a social network	59.41	1,010,196	56.57	105
Q4111004C2	Online Activity [Yest] - Shop for products/services	30.61	533,444	29.87	102
Q4111005C2	Online Activity [Yest] - Listen to audio (e.g. podcast, radio streaming broadcast)	30.96	449,037	25.15	123
Q4111006C2	Online Activity [Yest] - Watch a video (e.g. TV streaming broadcast, Netflix, YouTube)	58.49	908,467	50.87	115
Q4100901C1	Used Online Social Networks [Pst Wk] - Internet - Facebook	46.51	836,389	46.84	99
Q4100903C1	Used Online Social Networks [Pst Wk] - Internet - Instagram	32.89	533,643	29.88	110
Q4100904C1	Used Online Social Networks [Pst Wk] - Internet - LinkedIn	15.05	254,815	14.27	105
Q4100905C1	Used Online Social Networks [Pst Wk] - Internet - Pinterest	11.67	232,116	13.00	90
Q4100907C1	Used Online Social Networks [Pst Wk] - Internet - Twitter	16.03	268,089	15.01	107
Q4100909C1	Used Online Social Networks [Pst Wk] - Internet - Video/photo sharing	1.56	35,349	1.98	79
Q4100911C1	Used Online Social Networks [Pst Wk] - Internet - YouTube videos/channels	41.76	701,373	39.28	106
Q4110602C1	Activity [Pst Wk] - Internet - Listen to a podcast	13.43	216,758	12.14	111
Q4110603C1	Activity [Pst Wk] - Internet - Listen to a radio broadcast via streaming audio	11.59	163,920	9.18	126
Q4110612C1	Activity [Pst Wk] - Internet - Participate in an online social network	60.72	968,011	54.21	112
Q4110613C1	Activity [Pst Wk] - Internet - Share/refer/link friends to a website or an article	25.32	375,753	21.04	120
Q4110614C1	Activity [Pst Wk] - Internet - Click on an Internet advertisement	12.96	247,972	13.89	93
Q4110615C1	Activity [Pst Wk] - Internet - Enter online contests	7.25	120,324	6.74	108
Q4110616C1	Activity [Pst Wk] - Internet search - business, services, products	40.99	773,332	43.31	95
Q4110626C1	Activity [Pst Wk] - Internet - Compare products/prices while shopping	37.33	586,217	32.83	114
Q4110627C1	Activity [Pst Wk] - Internet - Consult consumer reviews	26.78	395,772	22.16	121
Q4110629C1	Activity [Pst Wk] - Internet - Download/print/redeem discount coupon	12.17	199,952	11.20	109
Q4110630C1	Activity [Pst Wk] - Internet - Purchase group deal (e.g. Groupon)	4.19	62,056	3.48	121
Q4110631C1	Activity [Pst Wk] - Internet - Purchase products or services	23.36	399,516	22.37	104
Q4110632C1	Activity [Pst Wk] - Internet - Receive store offers by SMS	6.92	112,481	6.30	110
Q4110633C1	Activity [Pst Wk] - Internet - Research products/services	31.49	519,526	29.09	108
Q4110634C1	Activity [Pst Wk] - Internet - Scan mobile tagging barcode/QR	4.07	86,075	4.82	84
Q4110641C1	Activity [Pst Wk] - Internet - Access food/recipes content	28.99	495,949	27.77	104
Q4110646C1	Activity [Pst Wk] - Internet - Access restaurant guides/reviews	12.78	250,878	14.05	91
Q4110647C1	Activity [Pst Wk] - Internet - Access travel content	14.08	223,120	12.49	113
Q4110648C1	Activity [Pst Wk] - Internet - Read or look into online magazines	8.65	121,280	6.79	127
Q4110649C1	Activity [Pst Wk] - Internet - Read or look into online newspapers	13.06	223,042	12.49	105

Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY
Benchmark: Central Counties Tourism RTO6 regional map

		%	Base Count	Base %	Index
Social Media					
S6B_1C1	Actions taken using SM - Like brand on Facebook - Yes	39.52	586,861	35.99	110
S6B_2C2	Actions taken using SM - Follow brand on Twitter - Yes	14.57	183,532	11.26	129
S6B_3C3	Actions taken using SM - Subscribe to brand email newsletter - Yes	22.91	344,982	21.16	108
S6B_4C4	Actions taken using SM - Subscribe to brand channel on YouTube - Yes	18.76	265,122	16.26	115
S6B_6C6	Actions taken using SM - Register or join an exclusive online community of consumers who also like the brand - Yes	12.13	180,904	11.09	109
S6B_8C8	Actions taken using SM - Follow brand on Instagram - Yes	19.68	263,252	16.14	122
S6D_1C1	Reasons chosen to follow brands through SM - To get coupons and discounts	38.08	568,272	34.85	109
S6D_2C2	Reasons chosen to follow brands through SM - To enter contests	27.39	454,577	27.88	98
S6D_3C3	Reasons chosen to follow brands through SM - To be among the first to hear brand news	18.15	253,674	15.56	117
S6D_4C4	Reasons chosen to follow brands through SM - To provide feedback to the brand about their products or services	14.60	214,629	13.16	111
S6D_5C5	Reasons chosen to follow brands through SM - To make suggestions to the brand for new products or services	7.40	101,543	6.23	119
S6D_6C6	Reasons chosen to follow brands through SM - To share brand-related stories with other consumers	8.78	113,425	6.96	126
S6D_8C8	Reasons chosen to follow brands through SM - To learn about a brand's products and services	33.93	523,310	32.09	106
S6D_9C9	Reasons chosen to follow brands through SM - To engage with content	12.02	157,132	9.64	125
S6F_1C1	Reason to unlike/unsubscribe from a brand - Too many messages	35.62	567,037	34.77	102
S6F_2C2	Reason to unlike/unsubscribe from a brand - Not enough value	21.77	329,749	20.22	108
S6F_3C3	Reason to unlike/unsubscribe from a brand - Stopped purchasing products from brand	11.79	192,507	11.80	100
S4A_7C1	Facebook - Like or become a fan of a page created by a brand, company or organization - Never	26.19	461,967	28.33	92
S4A_7C2	Facebook - Like or become a fan of a page created by a brand, company or organization - About once per month	22.07	354,680	21.75	101
S4A_7C3	Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per month	13.14	198,149	12.15	108
S4A_7C4	Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per week	10.00	140,207	8.60	116
S4A_7C56	Facebook - Like or become a fan of a page created by a brand, company or organization - About once per day or more	6.63	96,581	5.92	112
S4A_12C1	Facebook - Click on an ad - Never	31.18	556,726	34.14	91
S4A_12C2	Facebook - Click on an ad - About once per month	18.80	292,399	17.93	105
S4A_12C3	Facebook - Click on an ad - A few times per month	12.88	179,609	11.01	117
S4A_12C4	Facebook - Click on an ad - A few times per week	9.48	136,452	8.37	113
S4A_12C56	Facebook - Click on an ad - About once per day or more	5.69	86,399	5.30	107
S4B_3C1	Twitter - Share a link to a blog post , news article or item of interest - Never	14.49	230,392	14.13	103
S4B_3C2	Twitter - Share a link to a blog post , news article or item of interest - About once per month	8.17	103,700	6.36	129
S4B_3C3	Twitter - Share a link to a blog post , news article or item of interest - A few times per month	5.44	68,692	4.21	129
S4B_3C4	Twitter - Share a link to a blog post , news article or item of interest - A few times per week	4.36	59,661	3.66	119
S4B_3C56	Twitter - Share a link to a blog post , news article or item of interest - About once per day or more	5.28	53,590	3.29	161
S4B_11C1	Twitter - Click on an ad - Never	19.49	301,051	18.46	106
S4B_11C2	Twitter - Click on an ad - About once per month	7.52	88,713	5.44	138
S4B_11C3	Twitter - Click on an ad - A few times per month	4.35	47,970	2.94	148
S4B_11C4	Twitter - Click on an ad - A few times per week	3.29	40,755	2.50	132
S4B_11C56	Twitter - Click on an ad - About once per day or more (!)	3.08	37,547	2.30	134
S4M_7C1	Instagram - View a brand's page - Never	16.81	273,025	16.74	100
S4M_7C2	Instagram - View a brand's page - About once per month	9.29	136,360	8.36	111
S4M_7C3	Instagram - View a brand's page - A few times per month	8.10	99,428	6.10	133
S4M_7C4	Instagram - View a brand's page - A few times per week	6.30	75,277	4.62	137
S4M_7C5	Instagram - View a brand's page - Once per day	3.09	46,919	2.88	107
S4M_7C6	Instagram - View a brand's page - Several times per day (!)	2.45	35,380	2.17	113
S4M_8C1	Instagram - Click on ads - Never	22.22	364,409	22.35	99
S4M_8C2	Instagram - Click on ads - About once per month	8.67	110,635	6.79	128
S4M_8C3	Instagram - Click on ads - A few times per month	5.43	71,577	4.39	124
S4M_8C4	Instagram - Click on ads - A few times per week	6.25	66,323	4.07	154
S4M_8C5	Instagram - Click on ads - Once per day (!)	2.09	30,604	1.88	111
S4M_8C6	Instagram - Click on ads - Several times per day (!)	1.38	22,842	1.40	98
S4D_9C1	YouTube - Click on an ad - Never	45.18	757,366	46.45	97
S4D_9C2	YouTube - Click on an ad - About once per month	15.26	208,502	12.79	119
S4D_9C3	YouTube - Click on an ad - A few times per month	7.12	105,697	6.48	110
S4D_9C4	YouTube - Click on an ad - A few times per week	4.33	68,736	4.21	103
S4D_9C56	YouTube - Click on an ad - About once per day or more	4.71	64,739	3.97	119
S2_12C1	Freq. Participate - Rate or review products online - Never	23.03	437,205	26.81	86
S2_12C2	Freq. Participate - Rate or review products online - A few times per year	25.21	436,955	26.80	94
S2_12C3	Freq. Participate - Rate or review products online - About once per month	17.39	239,319	14.68	119
S2_12C4	Freq. Participate - Rate or review products online - A few times per month	18.87	294,255	18.05	105
S2_12C5	Freq. Participate - Rate or review products online - A few times per week	11.63	169,886	10.42	112
S2_12C6	Freq. Participate - Rate or review products online - About every day	3.87	53,052	3.25	119

Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY
Benchmark: Central Counties Tourism RTO6 regional map

		%	Base Count	Base %	Index
Local Attractions					
Q3000101C1	Attended/Visited [Pst Yr] - Local Attractions - Art galleries/museums/science centres	28.30	527,842	29.56	96
Q3000102C1	Attended/Visited [Pst Yr] - Local Attractions - Exhibitions/carnivals/fairs/markets	29.57	544,369	30.48	97
Q3000103C1	Attended/Visited [Pst Yr] - Local Attractions - Historical sites	29.33	504,048	28.23	104
Q3000104C1	Attended/Visited [Pst Yr] - Local Attractions - Parks/city gardens	27.96	512,768	28.71	97
Q3400110C1	Attended/Visited [Pst Yr] - Local Attractions - National or provincial park	19.31	354,895	19.87	97
Q3000105C1	Attended/Visited [Pst Yr] - Local Attractions - Specialty movie theatres/IMAX	26.80	464,387	26.01	103
Q3000106C1	Attended/Visited [Pst Yr] - Local Attractions - Sporting events/racing events/air shows	11.96	265,530	14.87	80
Q3000107C1	Attended/Visited [Pst Yr] - Local Attractions - Video arcades/indoor amusement centres	13.15	195,713	10.96	120
Q3000108C1	Attended/Visited [Pst Yr] - Local Attractions - Theme parks/waterparks/water slides	28.19	394,582	22.10	128
Q3000109C1	Attended/Visited [Pst Yr] - Local Attractions - Zoos/aquariums/farms/drive-through animal parks	27.11	415,507	23.27	116
Q3000110C1	Attended/Visited [Pst Yr] - Local Attractions - Other leisure activities/attractions	38.38	609,148	34.11	113
Q3000201K1	Frequency of Visiting [Pst Yr] - Local Attractions - Art galleries/museums/science centres - Once a year	21.18	363,511	20.36	104
Q3000201K2	Frequency of Visiting [Pst Yr] - Local Attractions - Art galleries/museums/science centres - 2-6 times a year	5.26	141,239	7.91	67
Q3000201K3	Frequency of Visiting [Pst Yr] - Local Attractions - Art galleries/museums/science centres - 7 times a year or more	1.85	23,092	1.29	143
Q3000202K1	Frequency of Visiting [Pst Yr] - Local Attractions - Exhibitions/carnivals/fairs/markets - Once a year	22.83	377,112	21.12	108
Q3000202K2	Frequency of Visiting [Pst Yr] - Local Attractions - Exhibitions/carnivals/fairs/markets - 2-6 times a year	6.31	152,660	8.55	74
Q3000202K3	Frequency of Visiting [Pst Yr] - Local Attractions - Exhibitions/carnivals/fairs/markets - 7 times a year or more	0.43	14,596	0.82	52
Q3000203K1	Frequency of Visiting [Pst Yr] - Local Attractions - Historical sites - Once a year	19.56	312,405	17.50	112
Q3000203K2	Frequency of Visiting [Pst Yr] - Local Attractions - Historical sites - 2-6 times a year	8.48	171,217	9.59	88
Q3000203K3	Frequency of Visiting [Pst Yr] - Local Attractions - Historical sites - 7 times a year or more	1.29	20,426	1.14	112
Q3000204K1	Frequency of Visiting [Pst Yr] - Local Attractions - Parks/city gardens - Once a year	7.89	125,933	7.05	112
Q3000204K2	Frequency of Visiting [Pst Yr] - Local Attractions - Parks/city gardens - 2-6 times a year	14.35	264,656	14.82	97
Q3000204K3	Frequency of Visiting [Pst Yr] - Local Attractions - Parks/city gardens - 7 times a year or more	5.72	122,179	6.84	84
Q3000205K1	Frequency of Visiting [Pst Yr] - Local Attractions - National or provincial parks - Once a year	6.19	127,043	7.11	87
Q3000205K2	Frequency of Visiting [Pst Yr] - Local Attractions - National or provincial parks - 2-6 times a year	11.71	199,006	11.14	105
Q3000205K3	Frequency of Visiting [Pst Yr] - Local Attractions - National or provincial parks - 7 times a year or more	1.41	28,846	1.61	87
Q3000206K1	Frequency of Visiting [Pst Yr] - Local Attractions - Specialty movie theatres/IMAX/VIP - Once a year	5.92	108,311	6.07	98
Q3000206K2	Frequency of Visiting [Pst Yr] - Local Attractions - Specialty movie theatres/IMAX/VIP - 2-6 times a year	19.00	306,031	17.14	111
Q3000206K3	Frequency of Visiting [Pst Yr] - Local Attractions - Specialty movie theatres/IMAX/VIP - 7 times a year or more	1.88	50,045	2.80	67
Q3000207K1	Frequency of Visiting [Pst Yr] - Local Attractions - Sporting events/racing events/air shows - Once a year	3.69	96,054	5.38	69
Q3000207K2	Frequency of Visiting [Pst Yr] - Local Attractions - Sporting events/racing events/air shows - 2-6 times a year	5.19	124,876	6.99	74
Q3000207K3	Frequency of Visiting [Pst Yr] - Local Attractions - Sporting events/racing events/air shows - 7 times a year or more	3.07	44,600	2.50	123
Q3000208K1	Frequency of Visiting [Pst Yr] - Local Attractions - Video arcades/indoor amusement centres - Once a year	6.56	97,621	5.47	120
Q3000208K4	Frequency of Visiting [Pst Yr] - Local Attractions - Video arcades/indoor amusement centres - 2 times a year or more	6.59	98,092	5.49	120
Q3000209K1	Frequency of Visiting [Pst Yr] - Local Attractions - Theme parks/waterparks/water slides - Once a year	15.97	248,966	13.94	115
Q3000209K4	Frequency of Visiting [Pst Yr] - Local Attractions - Theme parks/waterparks/water slides - 2 times a year or more	12.22	145,616	8.15	150
Q3000210K1	Frequency of Visiting [Pst Yr] - Local Attractions - Zoos/aquariums/farms/drive-through animal parks - Once a year	22.14	313,060	17.53	126
Q3000210K4	Frequency of Visiting [Pst Yr] - Local Attractions - Zoos/aquariums/farms/drive-through animal parks - 2 times a year or more	4.97	102,447	5.74	87
Q3200102C1	Attended/Visited [Pst Yr] - Theatre - Community theatres	4.95	148,317	8.31	60
Q3200202K1	Frequency of Attendance [Pst Yr] - Theatre - Community theatres - Once a year	3.22	83,535	4.68	69
Q3200202K4	Frequency of Attendance [Pst Yr] - Theatre - Community theatres - 2 times a year or more	1.73	64,783	3.63	48

Ranking Variables | Customers

		%	Base Count	Base %	Index
Activities/Events					
Q3400101C1	Attended/Visited [Pst Yr] - Attractions/Events - Ballet/opera/symphony	8.11	136,336	7.63	106
Q3400102C1	Attended/Visited [Pst Yr] - Attractions/Events - Bars/restaurant bars	39.98	648,720	36.33	110
Q3400104C1	Attended/Visited [Pst Yr] - Attractions/Events - Comedy clubs/shows	8.97	138,946	7.78	115
Q3400105C1	Attended/Visited [Pst Yr] - Attractions/Events - Dancing/night clubs	9.90	135,283	7.58	131
Q3400106C1	Attended/Visited [Pst Yr] - Attractions/Events - Dinner theatres	1.33	44,277	2.48	54
Q3400107C1	Attended/Visited [Pst Yr] - Attractions/Events - Film festivals	4.05	69,105	3.87	105
Q3400108C1	Attended/Visited [Pst Yr] - Attractions/Events - Music festivals	6.12	109,871	6.15	99
Q3400111C1	Attended/Visited [Pst Yr] - Attractions/Events - Popular music/rock concerts	18.02	328,013	18.37	98
Q3400201K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Ballet/opera/symphony - Once a year	4.05	66,719	3.74	109
Q3400201K2	Frequency of Attendance [Pst Yr] - Attractions/Events - Ballet/opera/symphony - 2-6 times a year	3.51	57,409	3.21	109
Q3400201K3	Frequency of Attendance [Pst Yr] - Attractions/Events - Ballet/opera/symphony - 7 times a year or more	0.55	12,208	0.68	80
Q3400202K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Bars/restaurant bars - Once a year	3.10	50,521	2.83	109
Q3400202K2	Frequency of Attendance [Pst Yr] - Attractions/Events - Bars/restaurant bars - 2-6 times a year	21.25	335,576	18.79	113
Q3400202K3	Frequency of Attendance [Pst Yr] - Attractions/Events - Bars/restaurant bars - 7 times a year or more	15.63	262,623	14.71	106
Q3400204K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Comedy clubs/shows - Once a year	6.15	93,396	5.23	118
Q3400204K4	Frequency of Attendance [Pst Yr] - Attractions/Events - Comedy clubs/shows - 2 times a year or more	2.82	45,381	2.54	111
Q3400205K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Dancing/night clubs - Once a year	3.64	38,876	2.18	167
Q3400205K2	Frequency of Attendance [Pst Yr] - Attractions/Events - Dancing/night clubs - 2-6 times a year	4.68	66,097	3.70	126
Q3400205K3	Frequency of Attendance [Pst Yr] - Attractions/Events - Dancing/night clubs - 7 times a year or more	1.58	30,310	1.70	93
Q3400206K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Dinner theatres - Once a year	1.02	33,097	1.85	55
Q3400206K4	Frequency of Attendance [Pst Yr] - Attractions/Events - Dinner theatres - 2 times a year or more	0.31	11,180	0.63	50
Q3400207K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Film festivals - Once a year	2.68	46,164	2.58	104
Q3400207K4	Frequency of Attendance [Pst Yr] - Attractions/Events - Film festivals - 2 times a year or more	1.38	22,941	1.28	107
Q3400208K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Music festivals - Once a year	3.43	61,010	3.42	100
Q3400208K4	Frequency of Attendance [Pst Yr] - Attractions/Events - Music festivals - 2 times a year or more	2.69	48,861	2.74	98
Q3400209K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Movies at a theatre/drive-in - Once a year	6.66	113,471	6.35	105
Q3400209K2	Frequency of Attendance [Pst Yr] - Attractions/Events - Movies at a theatre/drive-in - 2-6 times a year	26.73	455,910	25.53	105
Q3400209K3	Frequency of Attendance [Pst Yr] - Attractions/Events - Movies at a theatre/drive-in - 7 times a year or more	8.21	146,742	8.22	100
Q3400210K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Popular music/rock concerts - Once a year	7.69	141,040	7.90	97
Q3400210K2	Frequency of Attendance [Pst Yr] - Attractions/Events - Popular music/rock concerts - 2-6 times a year	7.90	154,274	8.64	91
Q3400210K3	Frequency of Attendance [Pst Yr] - Attractions/Events - Popular music/rock concerts - 7 times a year or more	2.43	32,700	1.83	133

Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY
Benchmark: Central Counties Tourism RTO6 regional map

		%	Base Count	Base %	Index
Participating in Sports & Activities					
Q3500101I2	Frequency of Participation [Occas/Reg] - Adventure sports	9.58	180,453	10.11	95
Q3500102I2	Frequency of Participation [Occas/Reg] - Arts/crafts/sewing/knitting	37.54	720,995	40.38	93
Q3500103I2	Frequency of Participation [Occas/Reg] - ATV/snowmobiling	10.84	187,843	10.52	103
Q3500104I2	Frequency of Participation [Occas/Reg] - Baseball/softball	23.91	342,529	19.18	125
Q3500105I2	Frequency of Participation [Occas/Reg] - Basketball	18.17	302,840	16.96	107
Q3500106I2	Frequency of Participation [Occas/Reg] - Billiards/pool	26.50	448,571	25.12	106
Q3500107I2	Frequency of Participation [Occas/Reg] - Bowling	45.90	775,433	43.42	106
Q3500108I2	Frequency of Participation [Occas/Reg] - Camping	43.82	727,327	40.73	108
Q3500109I2	Frequency of Participation [Occas/Reg] - Canoeing/kayaking	34.05	612,310	34.29	99
Q3500133I2	Frequency of Participation [Occas/Reg] - Skiing - cross country / Snowshoeing	13.01	260,513	14.59	89
Q3500110I2	Frequency of Participation [Occas/Reg] - Curling	6.64	118,860	6.66	100
Q3500111I2	Frequency of Participation [Occas/Reg] - Cycling (mountain/road biking)	38.13	671,427	37.60	101
Q3500112I2	Frequency of Participation [Occas/Reg] - Fishing/hunting	23.85	411,872	23.07	103
Q3500113I2	Frequency of Participation [Occas/Reg] - Fitness classes	33.34	595,482	33.35	100
Q3500114I2	Frequency of Participation [Occas/Reg] - Fitness walking	47.83	849,825	47.59	100
Q3500115I2	Frequency of Participation [Occas/Reg] - Football	9.11	140,850	7.89	115
Q3500116I2	Frequency of Participation [Occas/Reg] - Gardening	55.15	1,019,135	57.07	97
Q3500117I2	Frequency of Participation [Occas/Reg] - Golfing	23.53	416,021	23.30	101
Q3500118I2	Frequency of Participation [Occas/Reg] - Health club activity	31.80	528,473	29.59	107
Q3500119I2	Frequency of Participation [Occas/Reg] - Hiking/backpacking	35.87	605,170	33.89	106
Q3500120I2	Frequency of Participation [Occas/Reg] - Hockey	15.06	237,833	13.32	113
Q3500121I2	Frequency of Participation [Occas/Reg] - Home exercise/home workout	55.67	966,638	54.13	103
Q3500122I2	Frequency of Participation [Occas/Reg] - Ice skating	33.61	561,271	31.43	107
Q3500123I2	Frequency of Participation [Occas/Reg] - Inline skating	5.38	95,471	5.35	101
Q3500124I2	Frequency of Participation [Occas/Reg] - Jogging	29.60	482,551	27.02	110
Q3500125I2	Frequency of Participation [Occas/Reg] - Marathon or similar event	4.37	74,402	4.17	105
Q3500126I2	Frequency of Participation [Occas/Reg] - Martial arts (any)	4.44	71,007	3.98	112
Q3500139I2	Frequency of Participation [Occas/Reg] - Photography	32.70	606,427	33.96	96
Q3500127I2	Frequency of Participation [Occas/Reg] - Pilates/yoga	19.47	369,070	20.67	94
Q3500128I2	Frequency of Participation [Occas/Reg] - Playing video games	48.07	784,327	43.92	109
Q3500129I2	Frequency of Participation [Occas/Reg] - Power boating/Jet skiing	7.50	162,717	9.11	82
Q3500130I2	Frequency of Participation [Occas/Reg] - Racquet sports	15.83	246,082	13.78	115
Q3500131I2	Frequency of Participation [Occas/Reg] - Reading	81.73	1,470,993	82.38	99
Q3500132I2	Frequency of Participation [Occas/Reg] - Skateboarding	3.40	56,587	3.17	107
Q3500134I2	Frequency of Participation [Occas/Reg] - Skiing - downhill	18.18	317,226	17.77	102
Q3500135I2	Frequency of Participation [Occas/Reg] - Snowboarding	7.08	107,894	6.04	117
Q3500136I2	Frequency of Participation [Occas/Reg] - Soccer	19.66	279,766	15.67	125
Q3500137I2	Frequency of Participation [Occas/Reg] - Swimming	57.09	1,007,632	56.43	101
Q3500138I2	Frequency of Participation [Occas/Reg] - Volunteer work	47.42	825,888	46.25	103
Q3500140I2	Frequency of Participation [Occas/Reg] - Whale watching	3.33	90,199	5.05	66

Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY
Benchmark: Central Counties Tourism RTO6 regional map

		%	Base Count	Base %	Index
Attended Sports					
Q3500201K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Auto racing	3.16	60,201	3.37	94
Q3500202K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Baseball	20.37	368,517	20.64	99
Q3500203K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Basketball	17.83	204,547	11.46	156
Q3500204K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Boxing (!)	1.19	19,383	1.08	109
Q3500205K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Figure skating	1.19	37,757	2.11	56
Q3500206K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Football	6.60	123,346	6.91	96
Q3500207K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Golf	1.72	39,551	2.21	78
Q3500208K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Hockey	24.63	370,155	20.73	119
Q3500209K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Horse racing	6.95	85,531	4.79	145
Q3500210K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Lacrosse	1.37	30,827	1.73	79
Q3500211K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Soccer	9.64	141,588	7.93	122
Q3500212K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Tennis	3.33	40,888	2.29	146

Customer: RTO6 2017-2019 All Postal Codes: QTY
Benchmark: Central Counties Tourism RTO6 regional map

	%	Base Count	Base %	Index
Travel - Vacation/Business				
Q4900501C1 Used [Pst 3 Yrs] - Vacation Accommodations - All-inclusive resort	31.13	479,654	26.86	116
Q4900502C1 Used [Pst 3 Yrs] - Vacation Accommodations - Spa resort	4.59	60,872	3.41	135
Q4900503C1 Used [Pst 3 Yrs] - Vacation Accommodations - Bed and breakfast	12.88	218,577	12.24	105
Q4900504C1 Used [Pst 3 Yrs] - Vacation Accommodations - Boat	1.34	32,019	1.79	75
Q4900505C1 Used [Pst 3 Yrs] - Vacation Accommodations - Camping	14.70	243,679	13.65	108
Q4900506C1 Used [Pst 3 Yrs] - Vacation Accommodations - Condominium/apartment	12.97	186,048	10.42	125
Q4900507C1 Used [Pst 3 Yrs] - Vacation Accommodations - Cottage	20.95	373,946	20.94	100
Q4900508C1 Used [Pst 3 Yrs] - Vacation Accommodations - Cruise ship	9.60	176,383	9.88	97
Q4900509C1 Used [Pst 3 Yrs] - Vacation Accommodations - Friends/relatives	34.83	596,586	33.41	104
Q4900510C1 Used [Pst 3 Yrs] - Vacation Accommodations - Hotel	58.55	994,456	55.69	105
Q4900511C1 Used [Pst 3 Yrs] - Vacation Accommodations - Motel	9.44	228,236	12.78	74
Q4900512C1 Used [Pst 3 Yrs] - Vacation Accommodations - Package tours	2.42	67,139	3.76	64
Q4900513C1 Used [Pst 3 Yrs] - Vacation Accommodations - RV/camper	4.74	81,137	4.54	104
Q4900514C1 Used [Pst 3 Yrs] - Vacation Accommodations - Vacation rental by owner	15.61	285,128	15.97	98
Q490060C01 Spent Last Vacation - Vacation Spending - Under $500	28.98	503,883	28.22	103
Q490060C02 Spent Last Vacation - Vacation Spending - $500 - $999	14.94	274,005	15.34	97
Q490060C03 Spent Last Vacation - Vacation Spending - $1,000 - $1,999	27.48	412,389	23.09	119
Q490060C04 Spent Last Vacation - Vacation Spending - $2,000 - $2,999	9.72	225,375	12.62	77
Q490060C05 Spent Last Vacation - Vacation Spending - $3,000 - $3,999	6.05	118,918	6.66	91
Q490060C06 Spent Last Vacation - Vacation Spending - $4,000 or more	12.82	251,150	14.06	91
Q4900701K2 Used [Pst 3 Yrs] - Vacation Planning - Book through an airline directly	42.31	683,877	38.30	110
Q4900702K2 Used [Pst 3 Yrs] - Vacation Planning - Book through a hotel directly	35.54	634,644	35.54	100
Q4900703K2 Used [Pst 3 Yrs] - Vacation Planning - Book through a full service travel agent	28.13	460,772	25.80	109
Q4900704K2 Used [Pst 3 Yrs] - Vacation Planning - Book through a discount/last minute agency	13.27	194,313	10.88	122
Q4900705K2 Used [Pst 3 Yrs] - Vacation Planning - Book a package tour	14.08	251,227	14.07	100
Q4900706K2 Used [Pst 3 Yrs] - Vacation Planning - Book through an on-line travel agency	41.53	657,857	36.84	113
Q4900707K2 Used [Pst 3 Yrs] - Vacation Planning - Book through airline/hotel website	27.93	455,440	25.50	110
Q4900708K2 Used [Pst 3 Yrs] - Vacation Planning - Other services	16.76	268,042	15.01	112
Q4910212C1 Visited [Pst Yr] - Online Travel Services - Booking.com	23.02	399,359	22.36	103
Q4910202C1 Visited [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca	44.06	699,922	39.20	112
Q4910203C1 Visited [Pst Yr] - Online Travel Services - Hotels.com	19.69	340,365	19.06	103
Q4910204C1 Visited [Pst Yr] - Online Travel Services - itravel2000.com	10.47	152,535	8.54	123
Q4910205C1 Visited [Pst Yr] - Online Travel Services - Redtag.ca	8.49	150,525	8.43	101
Q4910206C1 Visited [Pst Yr] - Online Travel Services - Sunwing.ca	19.95	276,223	15.47	129
Q4910207C1 Visited [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.ca	16.59	254,984	14.28	116
Q4910211C1 Visited [Pst Yr] - Online Travel Services - Trivago.ca	19.32	345,412	19.34	100
Q4910208C1 Visited [Pst Yr] - Online Travel Services - Other discount travel sites	10.15	185,133	10.37	98
Q4910209C1 Visited [Pst Yr] - Online Travel Services - Airline websites	30.08	502,191	28.12	107
Q4910210C1 Visited [Pst Yr] - Online Travel Services - Other online travel sites	14.45	259,122	14.51	100
Q4910301C1 Booked With [Pst Yr] - Online Travel Services - Booking.com	4.38	85,044	4.76	92
Q4910302C1 Booked With [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca	15.42	258,937	14.50	106
Q4910303C1 Booked With [Pst Yr] - Online Travel Services - Hotels.com	2.88	65,205	3.65	79
Q4910313C1 Booked With [Pst Yr] - Online Travel Services - Redtag.ca/itravel.com (!)	1.28	27,634	1.55	83
Q4910307C1 Booked With [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.ca	1.26	22,425	1.26	100
Q4910312C1 Booked With [Pst Yr] - Online Travel Services - Trivago.ca	1.89	38,320	2.15	88
Q4910311C1 Booked With [Pst Yr] - Online Travel Services - Other discount travel sites	1.64	26,271	1.47	112
Q4910309C1 Booked With [Pst Yr] - Online Travel Services - Airline websites	8.63	160,085	8.96	96
Q4910310C1 Booked With [Pst Yr] - Online Travel Services - Other online travel sites	2.96	65,285	3.66	81
Q492090C01 Taken [Pst 3 Yrs] - Out-of-town vacations - 0	18.24	350,401	19.62	93
Q492090C02 Taken [Pst 3 Yrs] - Out-of-town vacations - 1-2	24.96	456,904	25.59	98
Q492090C03 Taken [Pst 3 Yrs] - Out-of-town vacations - 3-4	33.23	547,976	30.69	108
Q492090C04 Taken [Pst 3 Yrs] - Out-of-town vacations - 5 or more	23.57	430,440	24.11	98
Q5300901K2 Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips	8.88	147,691	8.27	107
Q5300901K3 Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips	3.02	41,968	2.35	128
Q5300901K4 Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - More than 6 trips	1.82	25,680	1.44	127
Q5300903K2 Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips	7.75	140,627	7.88	98
Q5300903K3 Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips	1.91	53,674	3.01	63
Q5300903K4 Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - More than 6 trips	6.91	90,280	5.06	137
Q5301000K1 Nights Away [Pst Yr] - Business Trips - None	55.66	917,302	51.37	108
Q5301000K2 Nights Away [Pst Yr] - Business Trips - 1 to 5 nights	9.49	151,625	8.49	112
Q5301000K3 Nights Away [Pst Yr] - Business Trips - 6 to 10 nights	1.46	40,049	2.24	65
Q5301000K7 Nights Away [Pst Yr] - Business Trips - 11 to 21 nights	5.86	67,746	3.79	154
Q5301000K6 Nights Away [Pst Yr] - Business Trips - More than 21 nights	2.90	43,534	2.44	119

Customer: RTO6 2017-2019 All Postal Codes: QTY
Benchmark: Central Counties Tourism RTO6 regional map

		%	Base Count	Base %	Index
Consumer Shows					
Q3300101C1	Attended [Pst Yr] - Attractions/Events - Auto shows	4.43	98,819	5.53	80
Q3300125C1	Attended [Pst Yr] - Attractions/Events - Baby/Kid shows (!)	1.25	27,552	1.54	81
Q3300102C1	Attended [Pst Yr] - Attractions/Events - Boat shows	2.33	35,500	1.99	117
Q3300122C1	Attended [Pst Yr] - Attractions/Events - Book shows	0.68	17,293	0.97	70
Q3300103C1	Attended [Pst Yr] - Attractions/Events - Bridal shows (!)	0.81	18,099	1.01	80
Q3300104C1	Attended [Pst Yr] - Attractions/Events - Cottage shows (!)	1.33	34,373	1.93	69
Q3300105C1	Attended [Pst Yr] - Attractions/Events - Craft shows	3.75	106,612	5.97	63
Q3300126C1	Attended [Pst Yr] - Attractions/Events - Electronics/photo shows (!)	0.78	13,934	0.78	100
Q3300107C1	Attended [Pst Yr] - Attractions/Events - Fan shows	2.80	54,687	3.06	91
Q3300108C1	Attended [Pst Yr] - Attractions/Events - Fitness/golf/ski shows	2.12	26,128	1.46	145
Q3300109C1	Attended [Pst Yr] - Attractions/Events - Food/wine shows	3.43	57,227	3.21	107
Q3300110C1	Attended [Pst Yr] - Attractions/Events - Garden shows	2.26	61,620	3.45	65
Q3300111C1	Attended [Pst Yr] - Attractions/Events - Health and living shows	2.44	40,160	2.25	108
Q3300112C1	Attended [Pst Yr] - Attractions/Events - Home shows	4.04	105,690	5.92	68
Q3300113C1	Attended [Pst Yr] - Attractions/Events - Job fairs	1.36	27,978	1.57	87
Q3300114C1	Attended [Pst Yr] - Attractions/Events - Motorcycle shows	0.50	16,402	0.92	55
Q3300115C1	Attended [Pst Yr] - Attractions/Events - Pet shows	3.21	42,789	2.40	134
Q3300116C1	Attended [Pst Yr] - Attractions/Events - RV shows	0.66	20,839	1.17	56
Q3300119C1	Attended [Pst Yr] - Attractions/Events - Sportsman/outdoor shows	1.64	37,794	2.12	77
Q3300120C1	Attended [Pst Yr] - Attractions/Events - Travel shows	1.52	19,947	1.12	136
Q3300124C1	Attended [Pst Yr] - Attractions/Events - Other shows	4.44	71,702	4.01	111
Q3400103C1	Attended/Visited [Pst Yr] - Attractions/Events - Beer/food/wine festivals	8.77	196,165	10.98	80
Q3400203K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Beer/food/wine festivals - Once a year	3.65	91,908	5.15	71
Q3400203K4	Frequency of Attendance [Pst Yr] - Attractions/Events - Beer/food/wine festivals - 2 times a year or more	5.13	104,257	5.84	88

Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY
Benchmark: Central Counties Tourism RTO6 regional map

		%	Base Count	Base %	Index
F&B					
Q3420203C1	Visited [Pst Yr] - Locations - Restaurant, resto-bar, or pub	80.29	1,443,539	80.84	99
Q3420204C1	Visited [Pst Yr] - Locations - Bar or nightclub	28.22	391,418	21.92	129
Q3420303C1	Visited [Pst Mth] - Locations - Restaurant, resto-bar, or pub	68.15	1,207,062	67.59	101
Q3420304C1	Visited [Pst Mth] - Locations - Bar or nightclub	15.34	202,870	11.36	135
Q3420403C1	Visited [Pst Wk] - Locations - Restaurant, resto-bar, or pub	41.72	730,751	40.92	102
Q3420404C1	Visited [Pst Wk] - Locations - Bar or nightclub	7.31	93,370	5.23	140
Q3420503K1	Frequency of Visiting [Pst Wk] - Locations - Restaurant, resto-bar, or pub - 1 time	18.26	361,556	20.25	90
Q3420503K2	Frequency of Visiting [Pst Wk] - Locations - Restaurant, resto-bar, or pub - 2 times	12.83	198,945	11.14	115
Q3420503K3	Frequency of Visiting [Pst Wk] - Locations - Restaurant, resto-bar, or pub - 3 times	5.95	100,218	5.61	106
Q3420503K4	Frequency of Visiting [Pst Wk] - Locations - Restaurant, resto-bar, or pub - 4 to 6 times	2.30	34,857	1.95	118
Q3420503K5	Frequency of Visiting [Pst Wk] - Locations - Restaurant, resto-bar, or pub - 7 times or more	2.37	35,176	1.97	121
Q3420504K1	Frequency of Visiting [Pst Wk] - Locations - Bar or nightclub - 1 time	3.82	50,621	2.83	135
Q3420504K6	Frequency of Visiting [Pst Wk] - Locations - Bar or nightclub - 2 times or more	3.49	42,749	2.39	146

Ranking Variables | Customers

		%	Base Count	Base %	Index
Alcohol					
Q4500100K1	Drinks [Pst Wk] - Beer - None	68.59	1,247,916	69.88	98
Q4500100K2	Drinks [Pst Wk] - Beer - 1-3	21.14	316,461	17.72	119
Q4500100K3	Drinks [Pst Wk] - Beer - 4-6	5.97	116,744	6.54	91
Q4500100K4	Drinks [Pst Wk] - Beer - 7-9	1.93	44,662	2.50	77
Q4500100K5	Drinks [Pst Wk] - Beer - 10-12	1.19	22,218	1.24	96
Q4500100K6	Drinks [Pst Wk] - Beer - More than 12	1.18	37,720	2.11	56
Q4510300K1	Drinks [Pst Wk] - Beer (outside the home) - None	88.09	1,562,253	87.49	101
Q4510300K2	Drinks [Pst Wk] - Beer (outside the home) - 1-3	9.15	177,632	9.95	92
Q4510300K3	Drinks [Pst Wk] - Beer (outside the home) - 4-6	2.49	36,198	2.03	123
Q4510300K7	Drinks [Pst Wk] - Beer (outside the home) - 7 or more (!)	0.27	9,637	0.54	51
Q4500330K4	Brand Drink [M Oft/Freq] - Beer - Other Canadian microbrewery/craft beer	12.59	248,465	13.91	90
Q4500501C1	Types Drank [Pst Mth] - Beer - Regular priced domestic beer (excl.microbrewery beers)	13.60	262,874	14.72	92
Q4500502C1	Types Drank [Pst Mth] - Beer - Value priced domestic beer (excl. microbrewery beers)	3.46	62,725	3.51	98
Q4500503C1	Types Drank [Pst Mth] - Beer - Light beer	8.19	162,002	9.07	90
Q4500504C1	Types Drank [Pst Mth] - Beer - Microbrewery/craft beer	8.62	186,735	10.46	82
Q4500505C1	Types Drank [Pst Mth] - Beer - Imported beer	13.31	229,317	12.84	104
Q4500507C1	Types Drank [Pst Mth] - Beer - Non-alcoholic beer	1.49	32,896	1.84	81
Q4510129C1	Drank [Pst Mth] - Beverages - Cider	7.97	157,568	8.82	90
Q4510130C1	Drank [Pst Mth] - Beverages - Coolers/pre-mixed drinks	9.32	161,217	9.03	103
Q4510131C1	Drank [Pst Mth] - Beverages - Liqueurs (any)	8.49	126,619	7.09	120
Q4510132C1	Drank [Pst Mth] - Beverages - Gin	4.87	104,637	5.86	83
Q4510133C1	Drank [Pst Mth] - Beverages - Port/sherry	1.44	32,259	1.81	80
Q4510134C1	Drank [Pst Mth] - Beverages - Rum	7.79	144,695	8.10	96
Q4510135C1	Drank [Pst Mth] - Beverages - Tequila	3.97	77,017	4.31	92
Q4510136C1	Drank [Pst Mth] - Beverages - Vodka	13.38	225,817	12.65	106
Q4510137C1	Drank [Pst Mth] - Beverages - Rye/Canadian whisky	9.59	166,907	9.35	103
Q4510138C1	Drank [Pst Mth] - Beverages - Scotch whisky	5.29	100,931	5.65	94
Q4510139C1	Drank [Pst Mth] - Beverages - Other whisky	2.10	44,455	2.49	85
Q4510140C1	Drank [Pst Mth] - Beverages - Red wine (any)	27.66	452,843	25.36	109
Q4510141C1	Drank [Pst Mth] - Beverages - Rosé wine (any)	6.26	107,365	6.01	104
Q4510142C1	Drank [Pst Mth] - Beverages - Sparkling/champagne (any)	4.46	84,776	4.75	94
Q4510143C1	Drank [Pst Mth] - Beverages - White wine (any)	20.90	396,907	22.23	94
Q4510144C1	Drank [Pst Mth] - Beverages - Canadian wine	16.46	300,777	16.84	98
Q4510149C1	Drank [Pst Mth] - Beverages - Other alcoholic beverages (excluding beer)	3.10	70,858	3.97	78
Q4510230K1	Frequency of Drinking [Pst Mth] - Beverages - Liqueurs (any) - Once a month	2.99	60,035	3.36	89
Q4510230K2	Frequency of Drinking [Pst Mth] - Beverages - Liqueurs (any) - 2-3 times a month	5.00	55,332	3.10	161
Q4510230K3	Frequency of Drinking [Pst Mth] - Beverages - Liqueurs (any) - Once a week or more (!)	0.45	11,064	0.62	73
Q4510231K1	Frequency of Drinking [Pst Mth] - Beverages - Gin - Once a month	1.98	46,974	2.63	75
Q4510231K2	Frequency of Drinking [Pst Mth] - Beverages - Gin - 2-3 times a month	2.34	41,865	2.34	100
Q4510231K3	Frequency of Drinking [Pst Mth] - Beverages - Gin - Once a week or more	0.55	15,798	0.89	62
Q4510232K1	Frequency of Drinking [Pst Mth] - Beverages - Port/sherry - Once a month	0.49	15,471	0.87	56
Q4510232K4	Frequency of Drinking [Pst Mth] - Beverages - Port/sherry - 2-3 times a month or more	0.78	14,439	0.81	96
Q4510233K1	Frequency of Drinking [Pst Mth] - Beverages - Rum - Once a month	3.78	54,835	3.07	123
Q4510233K2	Frequency of Drinking [Pst Mth] - Beverages - Rum - 2-3 times a month	2.34	57,041	3.19	73
Q4510233K3	Frequency of Drinking [Pst Mth] - Beverages - Rum - Once a week or more	1.67	32,819	1.84	91
Q4510234K1	Frequency of Drinking [Pst Mth] - Beverages - Tequila - Once a month	3.02	51,528	2.89	104
Q4510234K4	Frequency of Drinking [Pst Mth] - Beverages - Tequila - 2-3 times a month or more	0.96	25,490	1.43	67
Q4510235K1	Frequency of Drinking [Pst Mth] - Beverages - Vodka - Once a month	7.04	106,836	5.98	118
Q4510235K2	Frequency of Drinking [Pst Mth] - Beverages - Vodka - 2-3 times a month	5.76	95,240	5.33	108
Q4510235K3	Frequency of Drinking [Pst Mth] - Beverages - Vodka - Once a week or more	0.58	23,741	1.33	44
Q4510236K1	Frequency of Drinking [Pst Mth] - Beverages - Rye/Canadian whisky - Once a month	2.47	56,910	3.19	78
Q4510236K2	Frequency of Drinking [Pst Mth] - Beverages - Rye/Canadian whisky - 2-3 times a month	5.00	70,799	3.96	126
Q4510236K3	Frequency of Drinking [Pst Mth] - Beverages - Rye/Canadian whisky - Once a week or more	2.10	38,746	2.17	97
Q4510237K1	Frequency of Drinking [Pst Mth] - Beverages - Scotch whisky - Once a month	1.69	32,900	1.84	92
Q4510237K2	Frequency of Drinking [Pst Mth] - Beverages - Scotch whisky - 2-3 times a month	2.81	48,872	2.74	103
Q4510237K3	Frequency of Drinking [Pst Mth] - Beverages - Scotch whisky - Once a week or more	0.78	18,548	1.04	75
Q4510238K1	Frequency of Drinking [Pst Mth] - Beverages - Other whisky - Once a month	0.83	18,465	1.03	80
Q4510238K2	Frequency of Drinking [Pst Mth] - Beverages - Other whisky - 2-3 times a month	0.58	11,974	0.67	86
Q4510238K3	Frequency of Drinking [Pst Mth] - Beverages - Other whisky - Once a week or more (!)	0.70	14,017	0.79	89
Q4510239K1	Frequency of Drinking [Pst Mth] - Beverages - Red wine (any) - Once a month	8.39	109,480	6.13	137
Q4510239K2	Frequency of Drinking [Pst Mth] - Beverages - Red wine (any) - 2-3 times a month	11.59	191,873	10.74	108
Q4510239K3	Frequency of Drinking [Pst Mth] - Beverages - Red wine (any) - Once a week or more	7.68	151,490	8.48	91
Q4510240K1	Frequency of Drinking [Pst Mth] - Beverages - Rosé wine (any) - Once a month	3.43	56,956	3.19	107
Q4510240K2	Frequency of Drinking [Pst Mth] - Beverages - Rosé wine (any) - 2-3 times a month	2.24	37,863	2.13	105
Q4510240K3	Frequency of Drinking [Pst Mth] - Beverages - Rosé wine (any) - Once a week or more	0.59	12,424	0.70	85
Q4510241K1	Frequency of Drinking [Pst Mth] - Beverages - Sparkling/champagne (any) - Once a month	2.30	42,412	2.38	97
Q4510241K2	Frequency of Drinking [Pst Mth] - Beverages - Sparkling/champagne (any) - 2-3 times a month	1.68	32,238	1.80	93
Q4510241K3	Frequency of Drinking [Pst Mth] - Beverages - Sparkling/champagne (any) - Once a week or more (!)	0.48	10,125	0.57	85
Q4510242K1	Frequency of Drinking [Pst Mth] - Beverages - White wine (any) - Once a month	7.31	121,785	6.82	107
Q4510242K2	Frequency of Drinking [Pst Mth] - Beverages - White wine (any) - 2-3 times a month	8.36	166,342	9.31	90
Q4510242K3	Frequency of Drinking [Pst Mth] - Beverages - White wine (any) - Once a week or more	5.23	108,780	6.09	86
Q4510243K1	Frequency of Drinking [Pst Mth] - Beverages - Canadian wine - Once a month	4.70	92,451	5.18	91
Q4510243K2	Frequency of Drinking [Pst Mth] - Beverages - Canadian wine - 2-3 times a month	6.38	117,268	6.57	97
Q4510243K3	Frequency of Drinking [Pst Mth] - Beverages - Canadian wine - Once a week or more	5.38	91,058	5.10	106

		%	Base Count	Base %	Index
Psychographics					
Q5400101I1	Statements - 'New and improved' on packages is just an advertising gimmick - Agree	69.62	1,222,724	68.47	102
Q5400102I1	Statements - I buy the latest high-tech gadgets before most people I know - Agree	12.01	179,126	10.03	120
Q5400103I1	Statements - Premium priced brands are generally worth the extra money - Agree	35.45	583,076	32.65	109
Q5400104I1	Statements - I offer recommendations of products/services to other people - Agree	61.64	1,030,394	57.70	107
Q5400105I1	Statements - Advertising is an important source of information to me - Agree	29.31	536,743	30.06	98
Q5400106I1	Statements - I am very concerned about the nutritional content of food products I buy - Agree	67.64	1,227,300	68.73	98
Q5400107I1	Statements - I prefer low-calorie or "light" foods and drinks - Agree	25.93	541,764	30.34	85
Q5400109I1	Statements - I like to try new and different products - Agree	52.57	942,751	52.79	100
Q5400110I1	Statements - If I see something interesting in a store, I will usually buy it on impulse - Agree	22.94	387,730	21.71	106
Q5400111I1	Statements - I tend to pass up my favourite brand if something else is on sale - Agree	34.74	628,866	35.22	99
Q5400112I1	Statements - If one of my usual brands is on special, I will buy extra - Agree	68.61	1,274,823	71.39	96
Q5400113I1	Statements - It's important to buy products from socially-responsible/environmentally-friendly companies - Agree	59.41	1,025,794	57.44	103
Q5400114I1	Statements - Once I find a brand I like, I stick with it - Agree	73.33	1,315,398	73.66	100
Q5400115I1	Statements - No-name products are as good as nationally advertised brands - Agree	44.99	883,796	49.49	91
Q5400116I1	Statements - I am willing to pay more for eco-friendly products - Agree	30.48	597,498	33.46	91
Q5400117I1	Statements - When I make a purchase, I often spend more than I thought I would - Agree	35.93	610,677	34.20	105
Q5400118I1	Statements - I am willing to pay a little extra to save time shopping - Agree	42.96	675,823	37.85	114
Q5400119I1	Statements - To me, shopping is a chore rather than a pleasure - Agree	42.45	725,617	40.63	104
Q5400121I1	Statements - I worry about not having enough money to retire - Agree	38.25	728,781	40.81	94
Q5400122I1	Statements - I prefer to postpone a purchase than buy on credit - Agree	46.76	874,133	48.95	96
Q5400123I1	Statements - I like to try new places to eat - Agree	58.60	1,012,187	56.68	103
Q5400124I1	Statements - I lead a fairly busy social life - Agree	28.29	483,333	27.07	105
Q5400125I1	Statements - I do more entertaining at home now than ever before - Agree	23.33	390,867	21.89	107
Q5400126I1	Statements - I try to keep abreast of changes in style and fashions - Agree	20.11	361,806	20.26	99
Q5400127I1	Statements - I take care of money matters and bill paying in our household - Agree	50.97	960,710	53.80	95
Q5400128I1	Statements - I compare grocery prices at different stores - Agree	47.83	888,605	49.76	96
Q5400129I1	Statements - I value companies who give back to the community - Agree	62.08	1,119,258	62.68	99
Q5400130I1	Statements - I would like to eat healthy foods more often - Agree	77.07	1,372,712	76.87	100
Q5400132I1	Statements - I have tried a product/service based on a personal recommendation - Agree	72.57	1,292,315	72.37	100
Q5400133I1	Statements - I enjoy being extravagant/indulgent - Agree	22.06	323,124	18.09	122
Q5400134I1	Statements - I consider myself to be sophisticated - Agree	30.35	507,617	28.43	107
Q5400135I1	Statements - I prepare a grocery list before doing my shopping - Agree	61.29	1,116,601	62.53	98
Q5400136I1	Statements - I like to cook - Agree	55.51	955,639	53.52	104
Q5400137I1	Statements - I am interested in learning about different cultures - Agree	61.81	1,046,607	58.61	105
Q5400138I1	Statements - I would rather spend a quiet evening at home than go out to a party - Agree	70.71	1,243,149	69.62	102
Q5400139I1	Statements - Family life and having children are most important to me - Agree	60.87	1,130,957	63.33	96
Q5400140I1	Statements - Television is my primary source of entertainment - Agree	48.32	887,475	49.70	97
Q5400141I1	Statements - My home is kept very neat and clean - Agree	61.04	1,033,955	57.90	105
Q5400142I1	Statements - I consider myself to be informed on current events or issues - Agree	62.73	1,110,563	62.19	101
Q5400143I1	Statements - I generally achieve what I set out to do - Agree	69.37	1,218,404	68.23	102
Q5400144I1	Statements - An important part of my life and activities is dressing smartly - Agree	38.09	632,337	35.41	108
Q5400145I1	Statements - I have difficulty trying to balance my work and family/personal life - Agree	30.60	417,795	23.40	131
Q5400146I1	Statements - I am more independent than most people - Agree	56.14	1,017,328	56.97	99
Q5400147I1	Statements - I am careful of what I eat in order to keep my weight under control - Agree	45.25	796,932	44.63	101
Q5400148I1	Statements - My friends' opinions are an important source of information for me - Agree	42.73	792,082	44.36	96
Q5400149I1	Statements - I place a lot of importance on personal appearance - Agree	40.49	747,452	41.86	97
Q5400150I1	Statements - I am concerned about the issues of online security/identity theft - Agree	67.22	1,245,535	69.75	96
Q5400151I1	Statements - It is important to monitor what children watch/listen to/access via media - Agree	72.90	1,326,717	74.30	98
Q5400152I1	Statements - I make an effort to buy local produce/products - Agree	59.01	1,061,653	59.45	99
Q5400153I1	Statements - Vegetarianism is a healthy option - Agree	29.98	539,709	30.22	99
Q5400154I1	Statements - Free-trial/product samples can influence my purchase decisions - Agree	45.06	789,165	44.19	102
Q5400155I1	Statements - I am more of a spender than a saver - Agree	21.84	431,744	24.18	90
Q5400160I1	Statements - Staying connected via social media is very important to me - Agree	37.07	583,623	32.68	113
Q5400157I1	Statements - Online streaming services do not replace radio - Agree	47.36	825,958	46.25	102
Q5400158I1	Statements - Radio feels more personal than other media - Agree	42.08	771,459	43.20	97
Q5400156I1	Statements - I have had or would consider cosmetic procedures/surgery - Agree	15.57	236,231	13.23	118
Q5400161I1	Statements - I consider it important to vote in elections - Agree	80.96	1,452,334	81.33	100
Q5400162I1	Statements - I prefer to shop at retail store location for the customer experience - Agree	54.57	986,956	55.27	99
Q5400163I1	Statements - I prefer to shop online for convenience - Agree	39.15	596,698	33.41	117
Q5400164I1	Statements - I am adventurous/"outdoorsy" - Agree	42.92	686,425	38.44	112
Q5400165I1	Statements - I am concerned about people getting high and driving - Agree	77.18	1,393,643	78.04	99
Q5400166I1	Statements - When I shop online I prefer to support Canadian retailers - Agree	53.01	978,710	54.81	97

Ranking Variables | Customers

Social Values Glossary

Social Values		%	Base Count	Base %	Index
SV00001	Acceptance of Violence	31.24	483,068	28.27	110
SV00002	Active Government	23.83	373,767	21.87	109
SV00003	Adaptability to Complexity	24.44	427,138	25.00	98
SV00004	Advertising as Stimulus	31.94	488,580	28.59	112
SV00005	Anomie-Aimlessness	33.97	494,325	28.93	117
SV00006	Attraction For Crowds	34.86	518,753	30.36	115
SV00007	Attraction to Nature	15.05	304,554	17.82	84
SV00008	Aversion to Complexity	24.44	408,872	23.93	102
SV00009	Brand Apathy	19.69	354,553	20.75	95
SV00010	Brand Genuineness	27.61	442,897	25.92	107
SV00011	Buying on Impulse	25.83	450,282	26.35	98
SV00012	Community Involvement	25.09	418,594	24.50	102
SV00013	Concern for Appearance	28.35	472,360	27.64	103
SV00014	Confidence in Advertising	33.40	492,228	28.81	116
SV00015	Confidence in Big Business	32.63	497,625	29.12	112
SV00016	Confidence in Small Business	23.04	410,349	24.02	96
SV00017	Consumption Evangelism	34.77	527,205	30.85	113
SV00018	Consumptivity	27.73	442,061	25.87	107
SV00019	Cultural Assimilation	21.59	383,431	22.44	96
SV00020	Culture Sampling	27.14	447,955	26.22	104
SV00021	Discriminating Consumerism	23.35	380,880	22.29	105
SV00022	Duty	25.75	416,063	24.35	106
SV00023	Ecological Concern	17.63	336,063	19.67	90
SV00024	Ecological Fatalism	31.66	489,758	28.66	110
SV00025	Ecological Lifestyle	23.54	383,021	22.42	105
SV00026	Effort Toward Health	24.17	407,127	23.83	101
SV00027	Emotional Control	24.15	408,373	23.90	101
SV00028	Enthusiasm for Technology	30.13	448,209	26.23	115
SV00029	Equal Relationship with Youth	27.22	442,585	25.90	105
SV00030	Ethical Consumerism	20.43	377,392	22.09	92
SV00031	Fatalism	30.19	466,010	27.27	111
SV00032	Fear of Violence	25.45	449,302	26.30	97
SV00033	Financial Concern Regarding the Future	23.18	412,989	24.17	96
SV00034	Financial Security	24.02	417,130	24.41	98
SV00035	Flexible Families	20.24	372,921	21.82	93
SV00036	Fulfilment Through Work	13.47	286,871	16.79	80
SV00037	Global Consciousness	23.71	394,564	23.09	103
SV00038	Importance of Aesthetics	30.73	489,611	28.65	107
SV00039	Importance of Brand	29.19	464,039	27.16	107
SV00040	Importance of Price	24.29	405,495	23.73	102
SV00041	Importance of Spontaneity	20.23	350,279	20.50	99
SV00042	Interest in the Unexplained	25.31	418,318	24.48	103
SV00043	Introspection & Empathy	25.85	431,972	25.28	102
SV00044	Intuition & Impulse	25.08	419,859	24.57	102
SV00045	Joy of Consumption	29.57	457,253	26.76	111
SV00046	Just Deserts	28.27	439,293	25.71	110
SV00047	Legacy	29.82	477,311	27.93	107
SV00049	Multiculturalism	28.85	459,012	26.86	107
SV00050	National Pride	26.19	441,425	25.83	101
SV00051	Need for Escape	25.13	452,021	26.45	95
SV00052	Need for Status Recognition	31.25	490,338	28.70	109
SV00053	North American Dream	27.04	443,111	25.93	104
SV00054	Obedience to Authority	24.45	418,209	24.48	100
SV00055	Ostentatious Consumption	36.09	547,179	32.02	113
SV00056	Parochialism	25.85	431,073	25.23	102
SV00057	Patriarchy	30.85	484,653	28.36	109
SV00058	Penchant for Risk	32.99	518,288	30.33	109
SV00059	Personal Challenge	22.39	407,803	23.87	94
SV00060	Personal Control	19.02	370,531	21.68	88
SV00061	Personal Creativity	24.15	394,736	23.10	105
SV00062	Personal Expression	28.11	449,596	26.31	107
SV00063	Personal Optimism	32.67	517,943	30.31	108
SV00273	Primacy of Environmental Protection	20.44	377,578	22.10	92
SV00064	Primacy of the Family	28.34	454,445	26.60	107
SV00065	Propriety	27.62	466,167	27.28	101
SV00066	Pursuit of Intensity	27.05	439,713	25.73	105
SV00067	Pursuit of Novelty	31.47	484,398	28.35	111
SV00068	Pursuit of Originality	27.03	450,835	26.38	102
SV00069	Racial Fusion	25.75	426,633	24.97	103
SV00070	Rejection of Authority	22.91	397,848	23.28	98
SV00272	Rejection of Inequality	20.77	352,552	20.63	101
SV00071	Rejection of Orderliness	18.77	367,542	21.51	87
SV00073	Religion a la Carte	24.05	392,636	22.98	105
SV00074	Religiosity	33.04	533,011	31.19	106
SV00075	Saving on Principle	27.89	492,590	28.83	97
SV00076	Search for Roots	21.91	383,732	22.46	98
SV00077	Sensualism	24.91	420,614	24.62	101
SV00078	Sexism	28.02	445,266	26.06	108
SV00079	Sexual Permissiveness	23.96	397,314	23.25	103
SV00080	Skepticism Toward Small Business	25.83	433,014	25.34	102
SV00081	Skepticism Towards Advertising	19.35	356,007	20.84	93
SV00271	Social Darwinism	31.75	502,582	29.41	108
SV00083	Social Intimacy	24.38	427,604	25.02	97
SV00084	Social Learning	21.78	381,798	22.34	97
SV00085	Social Responsibility	22.86	379,347	22.20	103
SV00086	Spiritual Quest	27.29	450,742	26.38	103
SV00087	Status via Home	38.49	572,464	33.50	115
SV00088	Technology Anxiety	27.03	435,678	25.50	106
SV00089	Time Stress	26.88	474,032	27.74	97
SV00090	Traditional Family	34.00	534,586	31.29	109
SV00091	Utilitarian Consumerism	21.21	373,864	21.88	97
SV00092	Vitality	23.52	408,289	23.89	98
SV00093	Voluntary Simplicity	24.57	412,141	24.12	102
SV00094	Work Ethic	28.71	452,363	26.47	108
SV00095	Xenophobia	27.04	444,711	26.03	104