



Visitor Research Program

Analysis of Visitors Who Reside Within York Region

Postal Codes Collected Between 2017 - 2019

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Visitor Research Program Overview

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

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

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

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

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

Tips to read this document:

- Numbers that appear in **RED** font and in **RED boxes** indicate over indexed¹ by > 10
- Numbers that appear in **BLUE** font and in **BLUE boxes** indicate under indexed¹ 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
- **¹Index (%/Base% x 100):** measures if the variable in the target group is underrepresented or over represented when compared to the average of the area being studied, the benchmark. For example, an index of 110 means that there is a 10% higher concentration of that specific variable within your audience than the average. An index of 100 is the average for the area.



Report 1: Executive Report



Demographic Snapshot



49 Years

Median age of Households maintainer (90)



64.1%

Couples with Children at Home (111)



65.3%

Of Visitors travelled within 40 Km



\$141,376

Average Household Income (103)



60.1%

Are Visible Minority Presence (111)



4 People+

48.2% of HHs have 3 or more people at Home (125)



49.9%

Born outside of Canada (104)



14%

Work in Sales & Service (104) & 12.8% in Business/Finance (109)



Top Ten Forward Sortation Areas (FSAs)

Top Ten Cities/Towns

Name	Count
L6A (Vaughan, ON)	122,298
L4H (Woodbridge, ON)	94,594
L4J (Thornhill, ON)	45,665
L4E (Richmond Hill, ON)	43,093
L4C (Richmond Hill, ON)	39,884
L4L (Woodbridge, ON)	35,392
L4G (Aurora, ON)	29,049
L3X (Newmarket, ON)	28,688
L6C (Markham, ON)	23,868
L3T (Thornhill, ON)	21,814

Name	Count
Vaughan, ON (CY)	313,757
Richmond Hill, ON (T)	122,316
Markham, ON (CY)	119,145
Newmarket, ON (T)	41,697
Aurora, ON (T)	29,049
King, ON (TP)	17,978
Whitchurch-Stouffville, ON (T)	17,537
Georgina, ON (T)	13,401
East Gwillimbury, ON (T)	10,880
Toronto, ON (C)	258



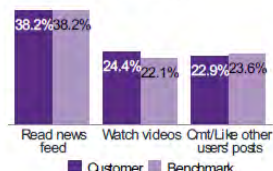
Social Media Highlights



FACEBOOK

78.2% currently use
Index: 103

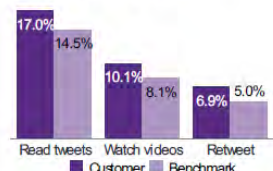
Top Activities (Daily)



TWITTER

38.2% currently use
Index: 116

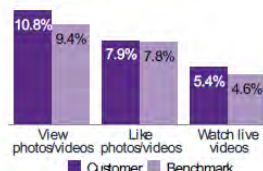
Top Activities (Daily)



INSTAGRAM

46.4% currently use
Index: 109

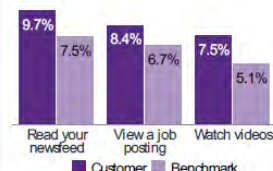
Top Activities (Daily)



LINKEDIN

58.5% currently use
Index: 109

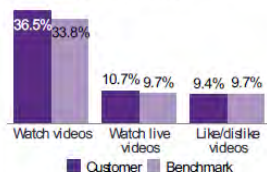
Top Activities (Weekly)



YOUTUBE

76.6% currently use
Index: 103

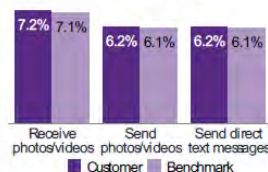
Top Activities (Daily)



SNAPCHAT

14.9% currently use
Index: 109

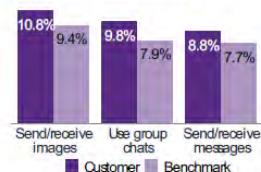
Top Activities (Weekly)



WHATSAPP

68.0% currently use
Index: 112

Top Activities (Daily)



Demographics | Population & Households



Customers: York 2017-2019 All Postal Codes: QTY

MEDIAN MAINTAINER AGE

49

Index: 90

MARITAL STATUS



64.8%

Index: 106

Married/Common-Law

FAMILY STATUS*

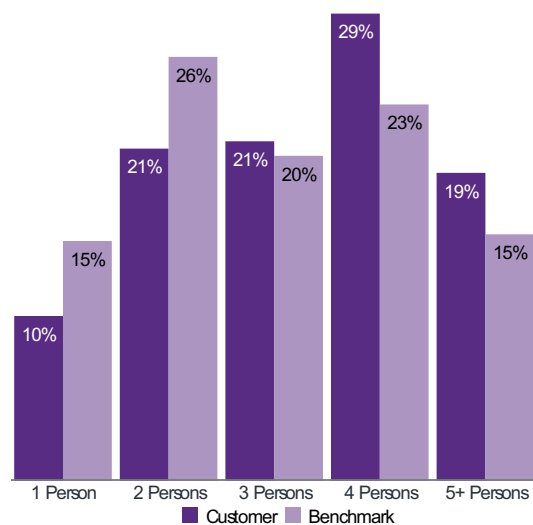


64.1%

Index: 111

Couples With Children At Home

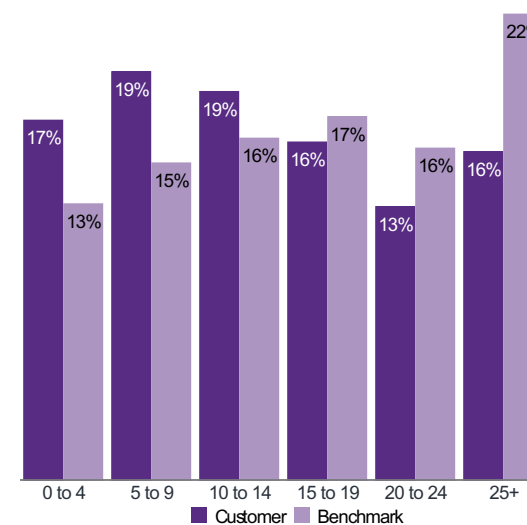
HOUSEHOLD SIZE



POPULATION BY AGE

	%	Index
0 to 4	6.8	139
5 to 9	7.7	140
10 to 14	7.5	126
15 to 19	6.9	104
20 to 24	6.0	92
25 to 29	5.7	87
30 to 34	6.7	104
35 to 39	8.0	130
40 to 44	8.2	131
45 to 49	8.2	114
50 to 54	7.3	96
55 to 59	6.0	79
60 to 64	4.5	70
65 to 69	3.4	66
70 to 74	2.9	68
75 to 79	1.8	66
80 to 84	1.3	62
85+	1.1	56

AGE OF CHILDREN AT HOME



Benchmark: York Region Boundary

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*Chosen from index ranking with minimum 5% composition

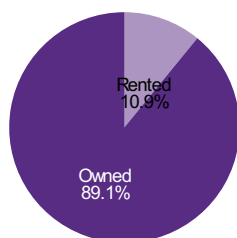
Index Colours:	<80	80 - 110	110+
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Demographics | Housing & Income



Customers: York 2017-2019 All Postal Codes: QTY

TENURE



STRUCTURE TYPE



Houses

90.7%

Index: 110



Apartments

9.3%

Index: 53

AGE OF HOUSING*

10 - 14 Years Old

% Comp: 30.3 Index: 234

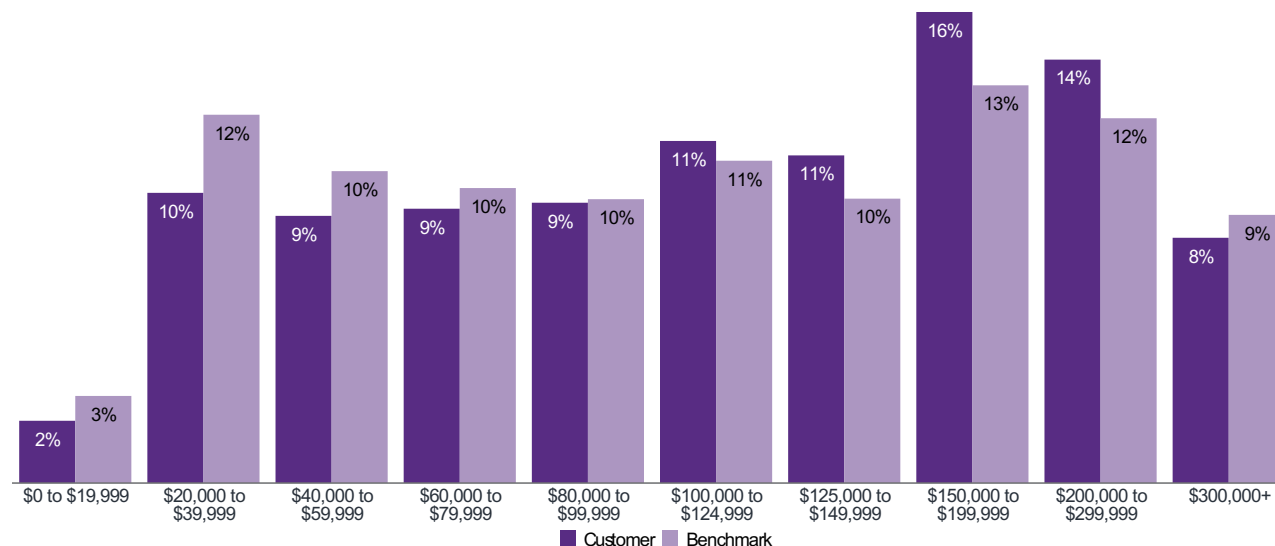
AVERAGE HOUSEHOLD INCOME



\$141,376

Index: 103

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: York Region Boundary

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*Chosen from index ranking with minimum 5% composition

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



Customers: York 2017-2019 All Postal Codes: QTY

EDUCATION



37.9%
Index: 107

University Degree

LABOUR FORCE PARTICIPATION



68.7%
Index: 108

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



77.9%
Index: 102

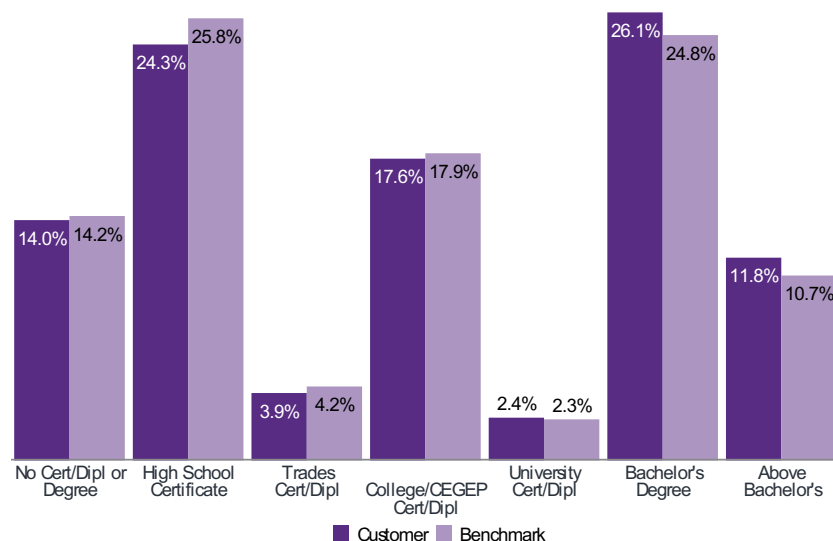
Travel to work by **Car (as Driver)**



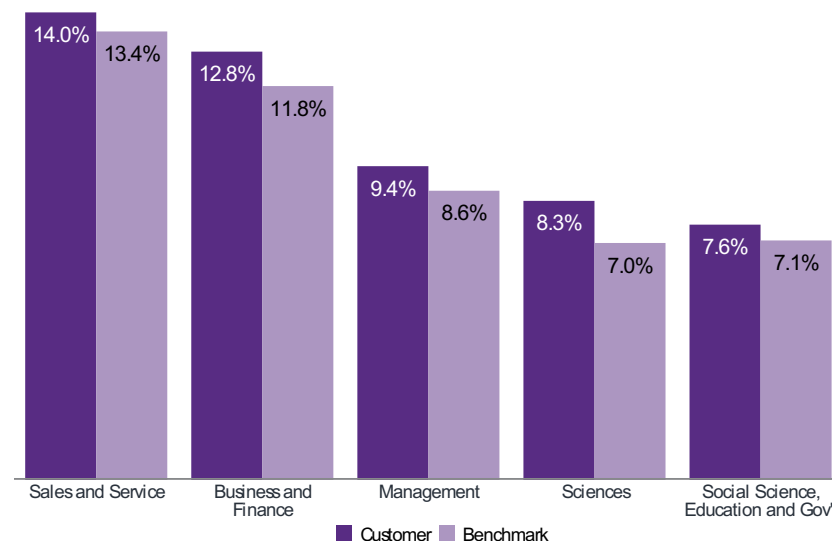
13.2%
Index: 100

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: York Region Boundary

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*Ranked by percent composition

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



Customers: York 2017-2019 All Postal Codes: QTY

VISIBLE MINORITY PRESENCE



60.1%

Index: 111

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



5.3%

Index: 94

No knowledge of English or French

IMMIGRATION



49.9%

Index: 104

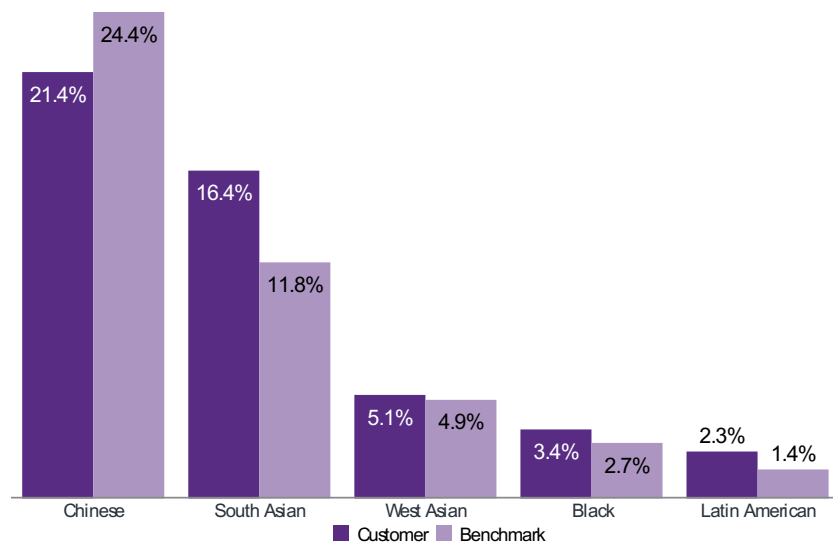
Born outside Canada

PERIOD OF IMMIGRATION*

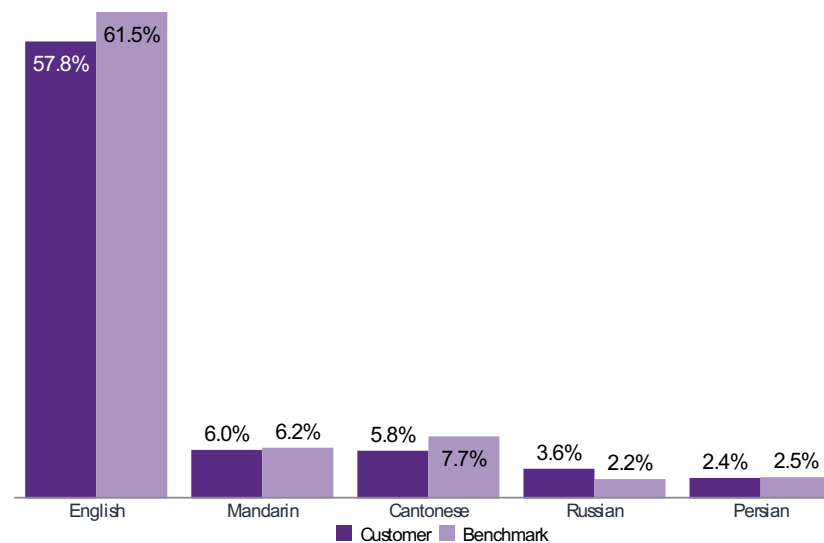
2001 to 2005

% Comp: 7.1 Index: 121

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: York Region Boundary

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

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



Customers: York 2017-2019 All Postal Codes: QTY

HOUSEHOLD CHARACTERISTICS

	%	Base %	Index
Age of Household Maintainer			
15 to 24	0.52	0.74	70
25 to 34	12.34	10.09	122
35 to 44	25.78	17.30	149
45 to 54	27.99	23.78	118
55 to 64	18.70	23.13	81
65 to 74	9.22	14.97	62
75 or Older	5.45	9.98	55
Size of Household			
1 Person	10.17	14.85	69
2 Persons	20.62	26.34	78
3 Persons	21.07	20.17	104
4 Persons	29.04	23.37	124
5 or More Persons	19.11	15.27	125
Household Type			
Total Family Households	88.34	83.02	106
One-Family Households	81.91	77.67	105
Multiple-Family Households	6.44	5.35	120
Non-Family Households	11.66	16.98	69
One-Person Households	10.23	15.02	68
Two-Or-More-Person Households	1.43	1.96	73
Marital Status			
Married Or Living With A Common-Law Partner	64.82	60.98	106
Single (Never Legally Married)	25.42	27.44	93
Separated	2.21	2.34	94
Divorced	3.86	4.52	85
Widowed	3.69	4.72	78
Children at Home			
Percent: Households with Children at Home	67.93	59.44	114
Age of Children at Home			
0 to 4	17.17	13.17	130
5 to 9	19.48	15.13	129
10 to 14	18.54	16.31	114
15 to 19	16.12	17.33	93
20 to 24	13.04	15.83	82
25 and over	15.66	22.23	70

DWELLING CHARACTERISTICS

	%	Base %	Index
Housing Tenure			
Owned	89.10	85.30	104
Rented	10.91	14.69	74
Band Housing	0.00	0.00	0
Housing Type			
Houses	90.67	82.35	110
Single-Detached House	61.66	63.10	98
Semi-Detached House	11.47	6.35	181
Row House	17.55	12.91	136
Apartments	9.29	17.51	53
High-rise (5+ Floors)	5.93	10.37	57
Low-rise (<5 Floors)	1.72	3.25	53
Detached Duplex	1.64	3.89	42
Other Dwelling Types	0.04	0.13	27
Housing Period of Construction			
Before 1961	1.19	5.71	21
1961 - 1980	2.69	13.72	20
1981 - 1990	3.81	18.00	21
1991 - 2000	14.52	18.92	77
2001 - 2005	18.29	14.30	128
2006 - 2010	30.28	12.92	234
2011 - 2016	22.06	10.80	204
After 2016	7.16	5.64	127

INCOME, EDUCATION & EMPLOYMENT

	%	Base %	Index
Household Income			
Average Household Income	141,375.53	137,223.61	103
Education			
No Certificate, Diploma Or Degree	13.98	14.22	98
High School Certificate Or Equivalent	24.27	25.80	94
Apprenticeship Or Trades Cert/Dipl	3.85	4.24	91
College/CEGEP/Non-Uni Cert/Dipl	17.58	17.89	98
University Cert/Dipl Below Bachelor	2.41	2.31	104
University Degree	37.92	35.55	107
Labour Force			
In The Labour Force (15+)	68.67	63.86	108
Labour Force by Occupation			
Management	9.35	8.62	109
Business Finance Administration	12.79	11.76	109
Sciences	8.31	7.05	118
Health	3.66	3.48	105
Education, Gov't, Religion, Social	7.60	7.13	107
Art, Culture, Recreation, Sport	1.79	2.01	89
Sales and Service	13.97	13.39	104
Trades and Transport	6.99	6.35	110
Natural Resources and Agriculture	0.47	0.66	70
Manufacturing and Utilities	2.51	2.19	115
Commuting			
Car (As Driver)	77.85	76.66	102
Car (As Passenger)	6.03	6.34	95
Public Transit	13.18	13.17	100
Walk	1.82	2.51	72
Bicycle	0.26	0.40	67

LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	%	Base %	Index
Knowledge of Official Language			
English Only	88.09	87.63	101
French Only	0.05	0.05	98
English And French	6.53	6.68	98
Neither English Nor French	5.32	5.64	94
Immigration Status			
Non-Immigrant Population	47.55	49.41	96
Born In Province of Residence	44.97	45.73	98
Born Outside Province of Residence	2.58	3.68	70
Immigrant Population	49.89	48.07	104
Visible Minority Status			
Total Visible Minorities	60.12	54.22	111
Chinese	21.39	24.42	88
South Asian	16.43	11.81	139
Black	3.39	2.71	125
Filipino	2.16	1.96	111
Latin American	2.28	1.38	166
Southeast Asian	2.21	1.31	169
Arab	2.26	1.39	163
West Asian	5.13	4.88	105
Korean	1.64	1.57	104
Japanese	0.13	0.21	60
Mother Tongue*			
English	40.22	45.75	88
French	0.64	0.77	83
Total Non-Official	54.78	49.85	110
Mandarin	8.16	8.46	96
Cantonese	7.68	9.81	78
Russian	5.57	3.55	157
Italian	4.86	4.83	101
Persian	3.91	3.97	98
Urdu	2.59	1.32	196
Tamil	2.26	1.82	124
Spanish	1.93	1.36	142
Arabic	1.46	1.04	140
Vietnamese	1.26	0.61	206

Benchmark: York Region Boundary

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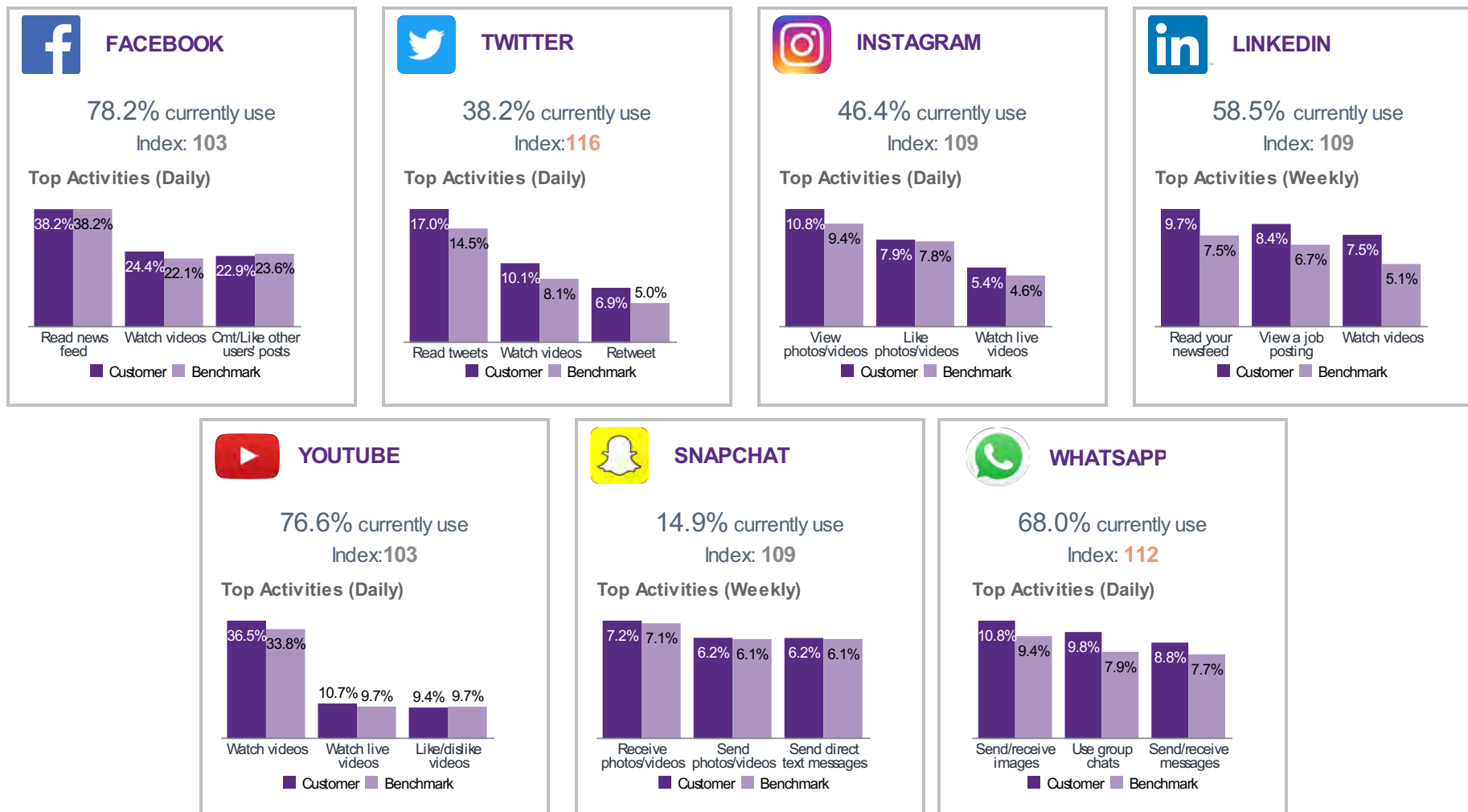
*Displaying top 10 non-official Mother Tongue language variables by percent composition

Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities



Customer: York 2017-2019 All Postal Codes: QTY



Benchmark: York Region Boundary

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Chosen and ranked by percent composition

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

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



Customer: York 2017-2019 All Postal Codes: QTY

FRIENDS IN ALL SM NETWORKS



24.6%

Index:78

0-49 friends

FREQUENCY OF USE (DAILY)



52.8%

Index:101

Facebook

BRAND INTERACTION



39.7%

Index:112

Like brand on Facebook

NO. OF BRANDS INTERACTED

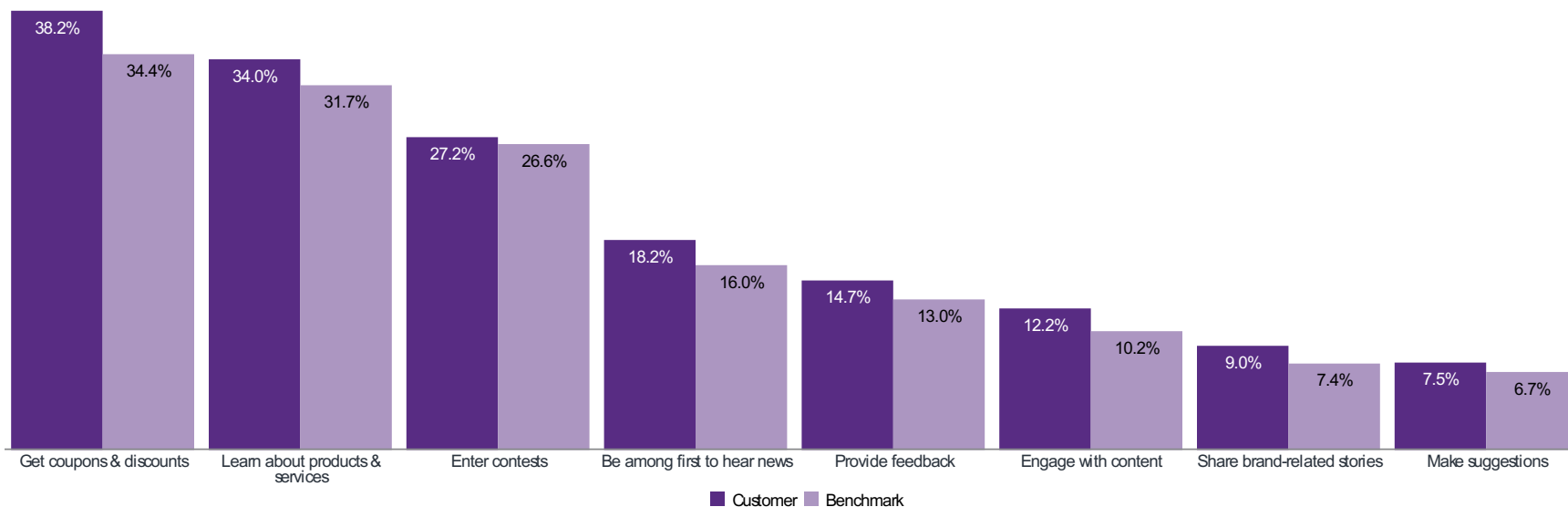


36.5%

Index:107

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: York Region Boundary

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Chosen and ranked by percent composition

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



Customer: York 2017-2019 All Postal Codes: QTY

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



15.5%

Index: 110

Vacation, travel-related



11.3%

Index: 117

Car, auto-related



10.4%

Index: 116

Entertainment-related (i.e. movies)

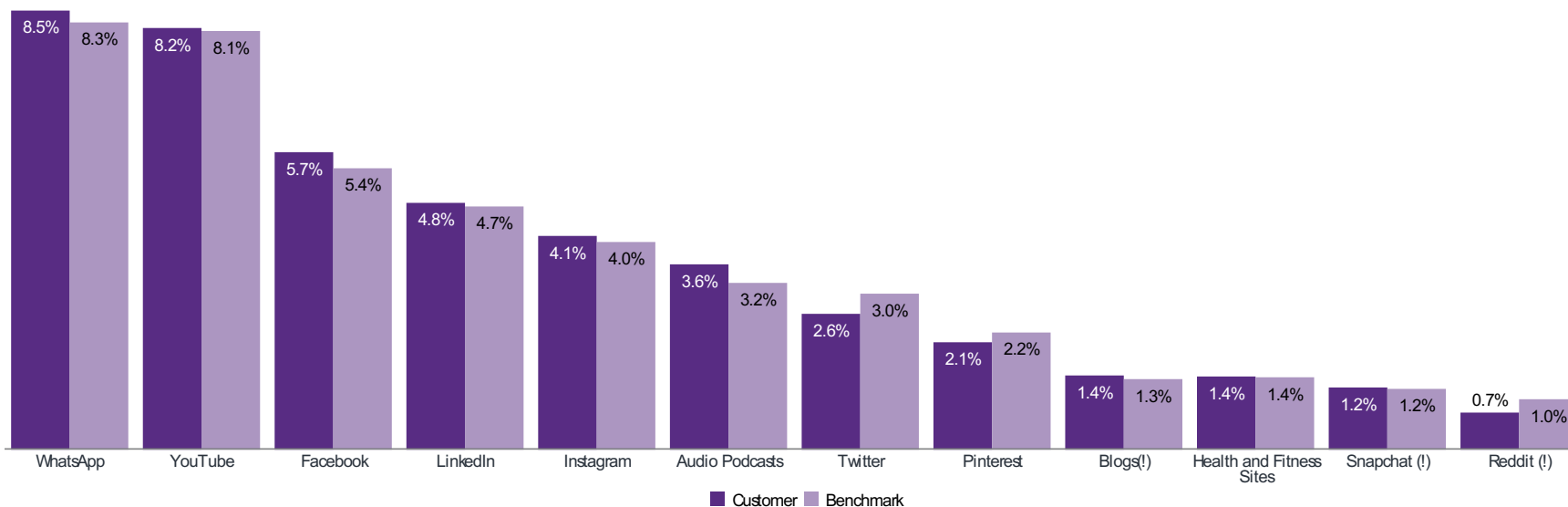


10.1%

Index: 107

Big-ticket (i.e. appliances)

USAGE EXPECTATIONS (Increase in the next yr)



Benchmark: York Region Boundary

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Chosen and ranked by percent composition

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

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

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



Customer: York 2017-2019 All Postal Codes: QTY



DESCRIBES ME*...

Use SM to stay connected with personal contacts

% Comp **49.3** Index **108**



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

% Comp **24.8** Index **99**



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

% Comp **66.4** Index **99**



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

% Comp **10.7** Index **104**



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

% Comp **76.3** Index **97**



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

% Comp **22.6** Index **101**

Benchmark: York Region Boundary

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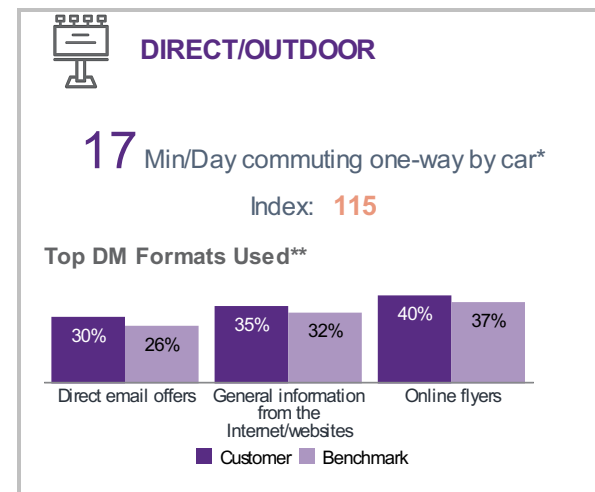
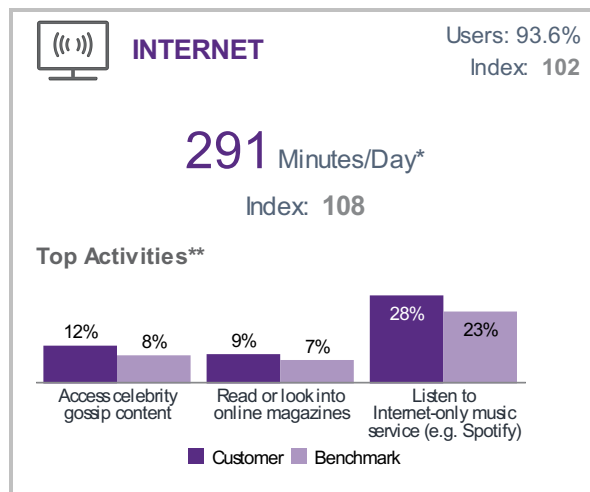
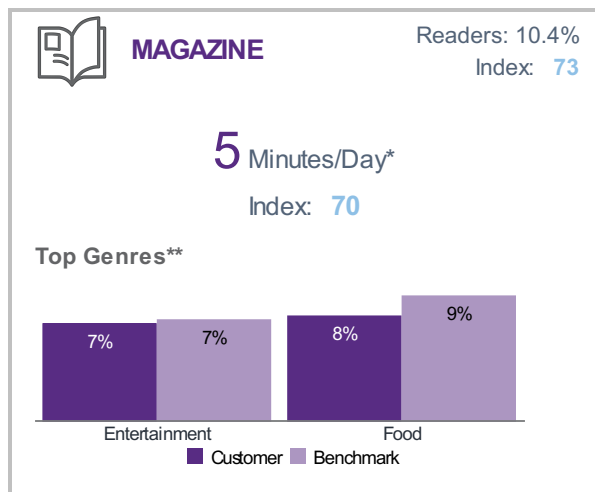
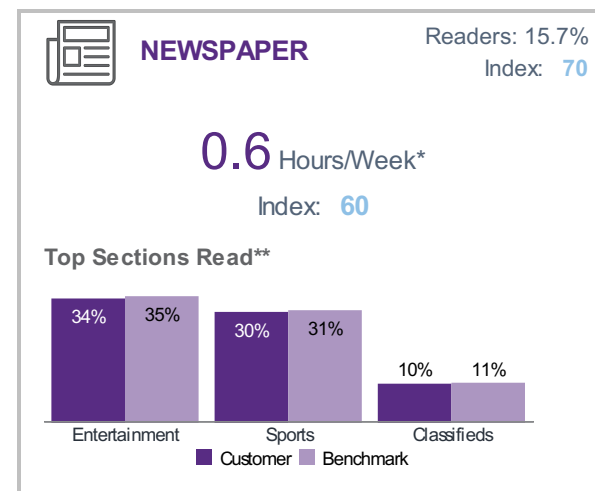
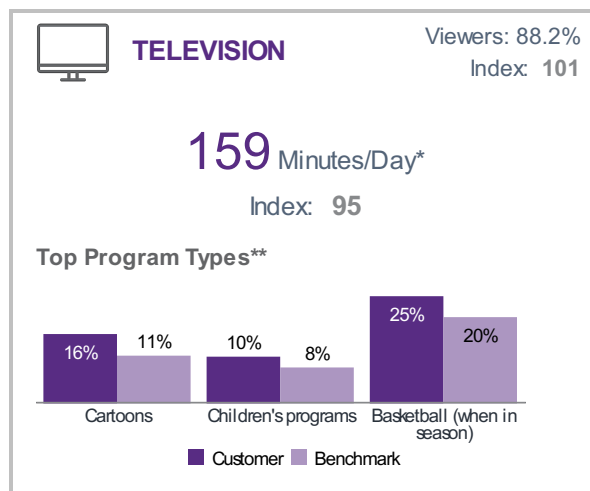
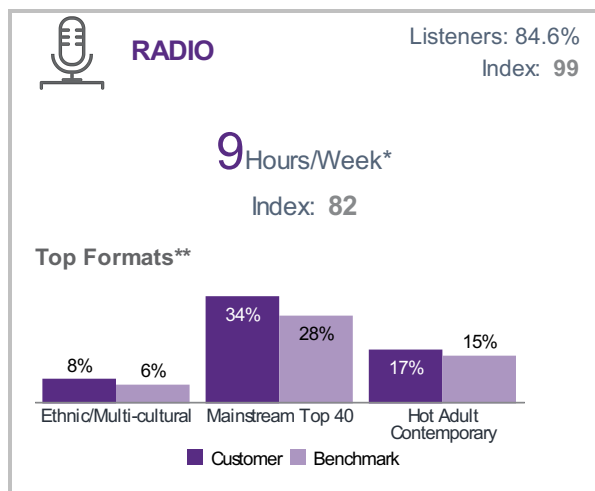
*Chosen and ranked by percent composition with a minimum of 5%

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



Customers: York 2017-2019 All Postal Codes: QTY



Benchmark: York Region Boundary

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*Consumption values based to Household Population 12+

**Chosen from index ranking with minimum 5% composition

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

TELEVISION

	%	Base %	Index
Viewership			
Heavy	8.71	12.21	71
Medium/Heavy	14.62	15.85	92
Medium	16.58	17.50	95
Medium/Light	24.63	20.61	120
Light	23.62	21.09	112
Top Program Types (Watch in Typical Week)*			
Cartoons	15.74	10.72	147
Children's programs	10.48	7.98	131
Basketball (when in season)	24.53	19.66	125
Soccer	11.09	8.84	125
Game shows	16.81	15.78	107
Hockey (when in season)	24.32	22.92	106
Baseball (when in season)	16.46	16.28	101
Morning local news	17.68	17.46	101
Movies	46.77	46.18	101
Contest shows	14.27	14.20	100
Home renovation/decoration shows	23.20	23.31	100
Cooking programs	20.74	20.92	99
News/current affairs	25.11	25.40	99
Situation comedies	24.63	24.81	99
Sci-Fi/fantasy/comic book shows	13.31	13.55	98

RADIO

	%	Base %	Index
Listenership			
Heavy	9.44	13.91	68
Medium/Heavy	20.16	21.53	94
Medium	22.16	21.60	103
Medium/Light	25.22	21.32	118
Light	23.03	21.65	106
Top Formats (Weekly Reach)*			
Ethnic/Multi-cultural	7.52	5.58	135
Mainstream Top 40/CHR	34.37	28.05	123
Hot Adult Contemporary	17.00	15.02	113
Sports	7.40	6.72	110
Modern/Alternative Rock	8.59	8.99	95
All News	15.22	16.45	93
News/Talk	18.62	20.02	93
Adult Contemporary	14.18	16.17	88
Mainstream Rock	9.79	11.59	84
Classic Hits	10.43	13.06	80
Multi/Variety/Specialty	5.89	7.49	79

NEWSPAPERS

	%	Base %	Index
Readership - Dailies			
Heavy	2.99	4.89	61
Medium/Heavy	2.46	4.28	57
Medium	2.94	4.76	62
Medium/Light	3.44	4.11	84
Light	3.90	4.56	85
Section Read - Dailies*			
Movie & entertainment	34.09	34.73	98
Sports	30.36	30.83	98
Classified ads (excl. real estate)	10.38	10.65	97
Health	31.64	32.68	97
New homes section	13.88	14.96	93
Local & regional news	49.37	54.39	91
Food	27.59	30.72	90
International news/world section	43.59	48.51	90
Fashion/lifestyle	18.06	20.48	88
National news	42.16	48.23	87
Readership - Community Papers			
Heavy	5.38	7.13	75
Medium/Heavy	4.52	5.98	76
Medium	7.42	7.38	101
Medium/Light	4.35	5.50	79
Light	8.77	7.37	119

INTERNET

	%	Base %	Index
Usage			
Heavy	29.64	27.08	109
Medium/Heavy	21.23	20.14	105
Medium	17.32	16.58	104
Medium/Light	13.55	14.13	96
Light	11.83	13.82	86
Online Social Networks (Used in Past Month)			
Snapchat	15.44	14.11	109
Instagram	33.11	30.66	108
Twitter	15.97	15.29	104
YouTube	41.88	40.19	104
LinkedIn	15.06	14.69	103
Facebook	46.49	47.35	98
Pinterest	11.34	11.77	96
Video/photo sharing	1.49	1.90	78
Tumblr	1.24	1.64	76
Online/Internet dating sites	1.01	1.53	66
Top Activities (Past Week)			
Access celebrity gossip content	11.59	8.49	137
Read or look into online magazines	8.87	6.99	127
Listen to Internet-only music service (e.g. Spotify)	27.70	22.53	123
Listen to a radio broadcast via streaming audio	11.82	9.80	121
Access a TV station's website	9.64	8.18	118
Share/refer/link friends to a website or an article	25.88	22.12	117
Access professional sports content	20.04	17.08	117
Watch free streaming music videos	36.34	31.67	115
Download music/MP3 files (free or paid)	17.57	15.49	113
Consult consumer reviews	27.48	24.30	113
Download/print/redeem discount coupon	12.19	10.92	112
Participate in an online social network	61.20	55.32	111
Access travel content	14.18	12.73	111
Enter online contests	7.08	6.41	110
Play/download online games	29.39	26.76	110

DIRECT

	%	Base %	Index
Used in Shopping			
Direct email offers	30.42	26.24	116
General information from the Internet/websites	35.49	32.40	110
Online flyers	40.47	37.33	108
Local store catalogues	21.03	20.62	102
Mail order	5.51	5.75	96
Flyers inserted into a community newspaper	30.33	32.01	95
Coupons	28.71	31.15	92
Flyers delivered to the door or in the mail	29.07	34.90	83
Flyers inserted into a daily newspaper	11.93	17.04	70
Opinion of Flyers to Door/By Mail			
Very unfavourable	29.40	26.14	112
Somewhat favourable	38.97	38.63	101
Somewhat unfavourable	17.69	18.61	95
Very favourable	13.94	16.61	84

MAGAZINES

	%	Base %	Index
Readership			
Heavy	2.44	2.92	84
Medium/Heavy	2.09	3.14	66
Medium	1.33	2.58	52
Medium/Light	3.24	3.46	94
Light	1.35	2.14	63
Top Magazine Types*			
Entertainment/celebrity	6.99	7.27	96
Food & beverage	7.54	8.99	84

Benchmark: York Region Boundary

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*Chosen from index ranking with minimum 5% composition

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



Customers: York 2017-2019 All Postal Codes: QTY

Top Local Attractions & Destinations

Theme parks



28.4%

Index: 127

Dancing/night clubs



10.0%

Index: 125

Indoor amusement centres



13.3%

Index: 118

Zoos/aquariums



27.4%

Index: 114

Top Professional Sports

Horse racing



7.2%

Index: 145

Basketball



18.6%

Index: 140

Hockey



24.9%

Index: 121

Soccer



9.9%

Index: 114

Top Concert & Theatre Venues

Concerts - Night clubs/bars



15.3%

Index: 113

Theatre - Major theatres



29.0%

Index: 104

Concerts - Casinos



13.9%

Index: 100

Concerts - Arenas



33.2%

Index: 99

Benchmark: York Region Boundary

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*Chosen from index ranking with minimum 5% composition

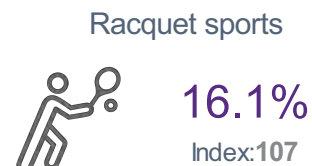
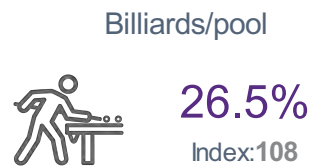
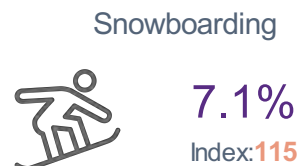
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Behavioural | Sports & Leisure Overview - Participate

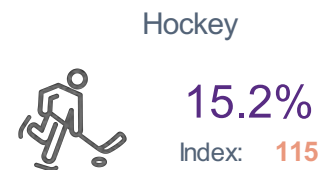
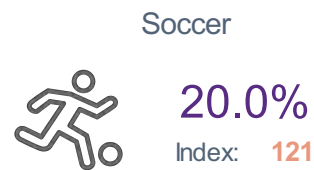


Customers: York 2017-2019 All Postal Codes: QTY

Top Individual Sports



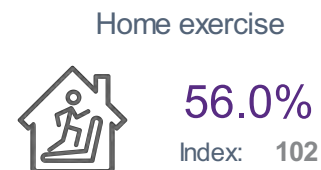
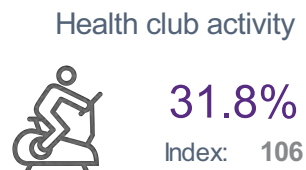
Top Team Sports



Top Activities



Top Fitness



Benchmark: York Region Boundary

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Customers: York 2017-2019 All Postal Codes: QTY



Strong Values

	Index
Confidence in Advertising	115
Anomie-Aimlessness	114
Enthusiasm for Technology	113
Work Ethic	113
Racial Fusion	111
Technology Anxiety	111
Just Deserts	110
Personal Optimism	110
Primacy of the Family	110
Attraction For Crowds	110



Descriptions | Top 3 Strong Values

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.

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.

Enthusiasm for Technology

Favourable bias toward technology. Tendency to be fascinated with the possibilities offered by modern technology; to believe that technology is the best tool for facing today's world, one that helps us adapt and respond to the demands of daily life. People who are strong on this construct have great confidence that science and technology can better their lives.



Weak Values

	Index
Fulfilment Through Work	84
Ecological Concern	90
Rejection of Orderliness	92
Personal Control	93
Ethical Consumerism	95
Primacy of Environmental Protection	95
Saving on Principle	95
Attraction to Nature	95
Adaptability to Complexity	96
Skepticism Towards Advertising	96



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.






Ecological Concern

A tendency to believe that today's environmental problems are a result of industrial and personal disregard for the environment. People strong on this construct feel that environmental destruction is unacceptable and reject the notion that job protection or economic advancement should be allowed at the expense of environmental protection. They also reject the idea that any one person is too small to make a contribution to this project

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.

Top 5 segments represent **64.1%** of customers in York Region Boundary

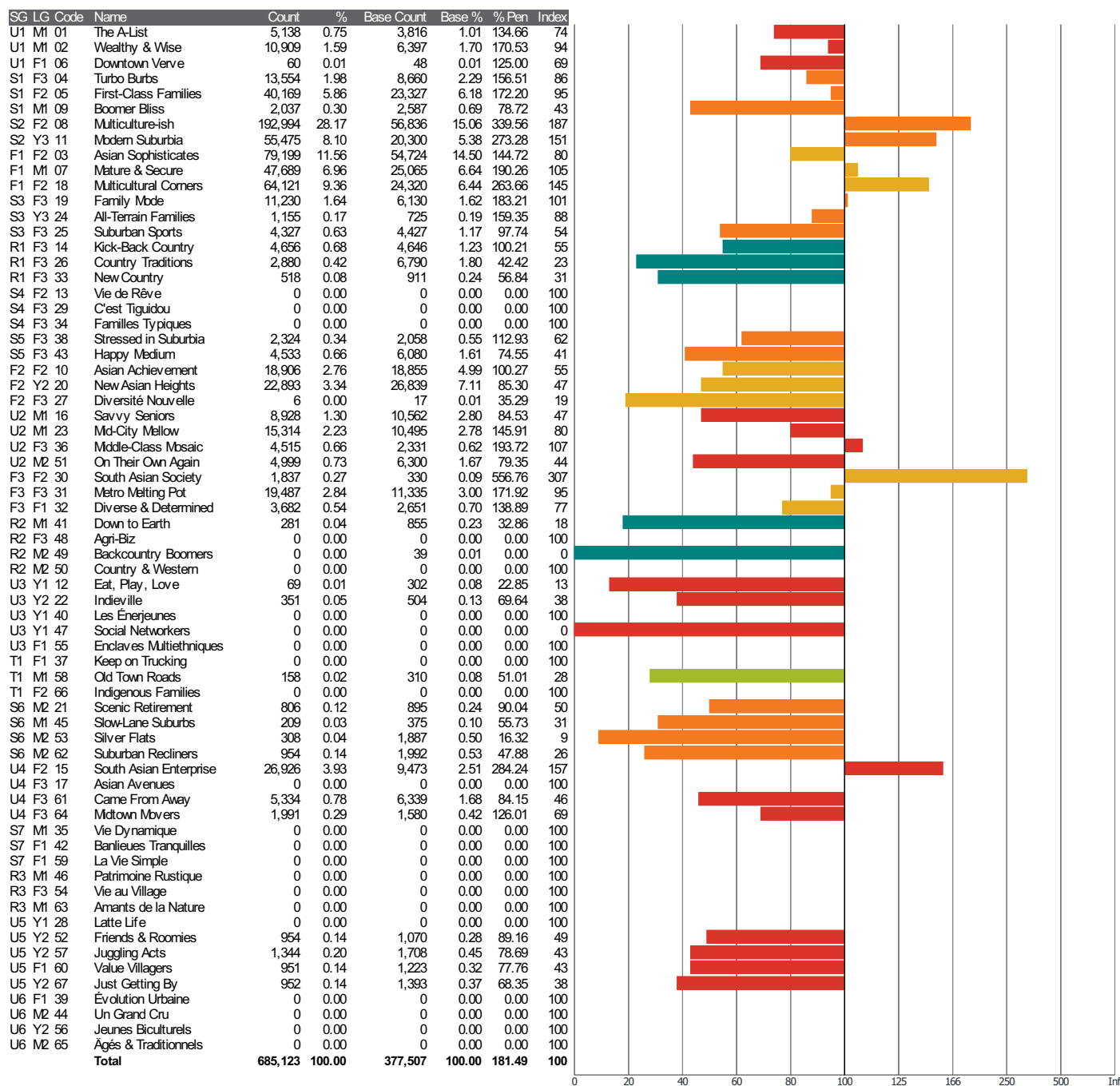
	<p>Rank: 1 Customers: 192,994 Customers %: 28.17 % in Benchmark: 15.06 Index: 187</p>	<p>One of the wealthier suburban lifestyles, Multiculture-ish is an ethnically diverse segment of middle-aged Asian and South Asian households. Located in and around major cities like Toronto, Calgary and Edmonton, 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.</p>
	<p>Rank: 2 Customers: 79,199 Customers %: 11.56 % in Benchmark: 14.50 Index: 80</p>	<p>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.</p>
	<p>Rank: 3 Customers: 64,121 Customers %: 9.36 % in Benchmark: 6.44 Index: 145</p>	<p>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.</p>
	<p>Rank: 4 Customers: 55,475 Customers %: 8.10 % in Benchmark: 5.38 Index: 151</p>	<p>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.</p>
	<p>Rank: 5 Customers: 47,689 Customers %: 6.96 % in Benchmark: 6.64 Index: 105</p>	<p>Emblematic of Canadian's aging society, Mature & Secure consists of older and mature couples and families aging in place in urban fringe neighbourhoods. More than half the maintainers are over 55 years old. About 80 percent of this segment's households are found in Canada's largest markets: Toronto, Montreal, Vancouver, Calgary, Ottawa and Edmonton. Many contain first- and second-generation Canadians, the immigrants having arrived between 1990 and 2010. And one in eight residents is Jewish, the highest percentage among all segments and more than 11 times the national average. Well educated with university degrees, those still in the workforce earn upscale incomes from management and white-collar positions in business, finance, science and education. Longtime homeowners, they live in stylish houses and duplexes built between 1960 and 1990 and valued at over \$800,000. With a high level of financial security, Mature & Secure residents tend to own investments, real estate and imported luxury cars. Yet they also express a desire to provide a secure future for their children and grandchildren (Legacy).</p>

PRIZM Profile | Customers



Customers: York 2017-2019 All Postal Codes: QTY

Total Customers: 685,123



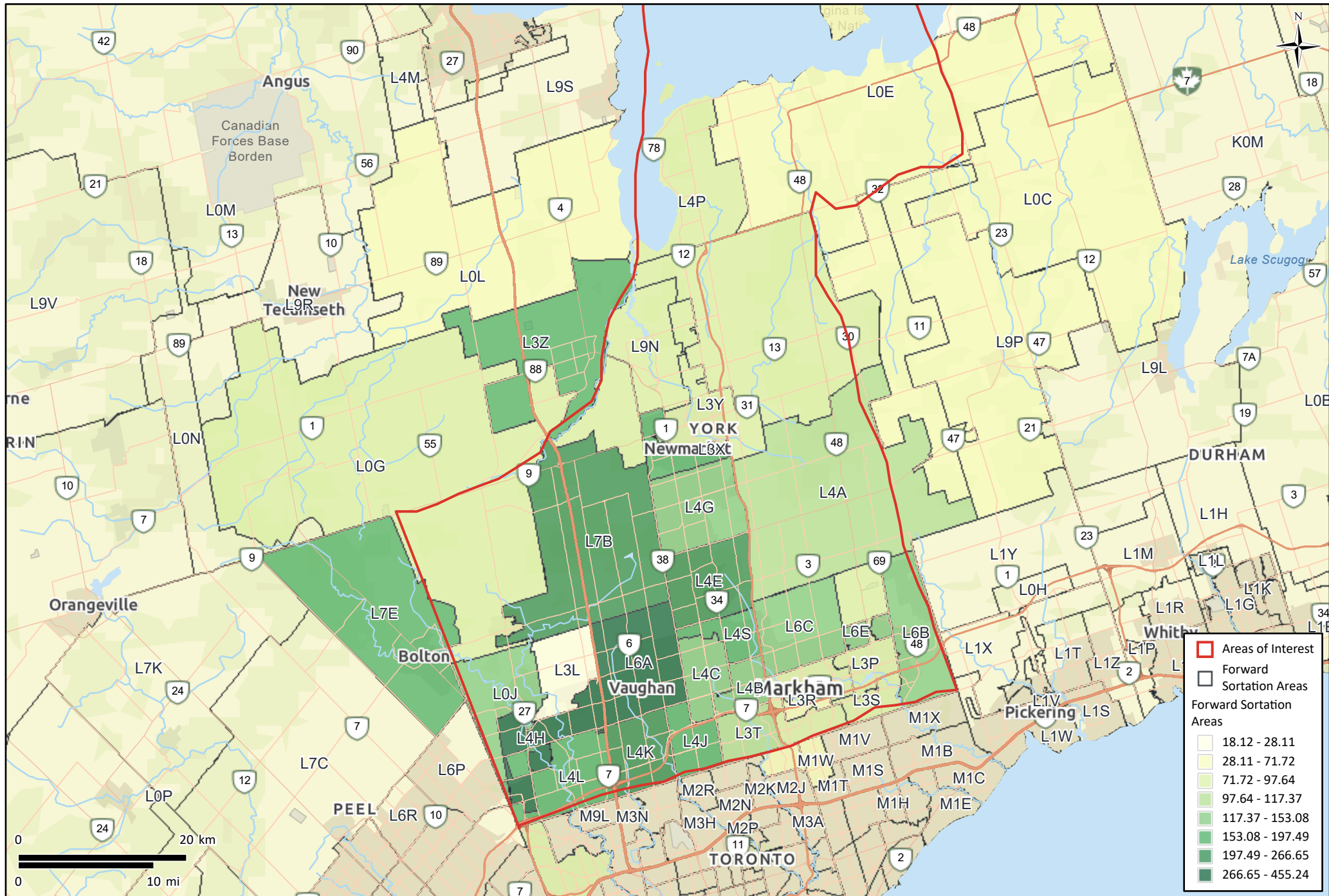
Benchmark: York Region Boundary

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Report 2: Ranking Standard Areas (FSA)

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



Ranking Areas - Std. Geo. | Customers

Customer: York 2017-2019 All Postal Codes: QTY

Name	Code	Count	%	Base Count	Base %	% Pen	Index
L6A (Vaughan, ON)	L6A	122,298	17.83	26,865	5.36	455.23	333
L4H (Woodbridge, ON)	L4H	94,594	13.79	21,293	4.25	444.25	325
L4J (Thornhill, ON)	L4J	45,665	6.66	27,913	5.57	163.60	120
L4E (Richmond Hill, ON)	L4E	43,093	6.28	16,161	3.22	266.65	195
L4C (Richmond Hill, ON)	L4C	39,884	5.81	27,167	5.42	146.81	107
L4L (Woodbridge, ON)	L4L	35,392	5.16	19,530	3.89	181.22	132
L4G (Aurora, ON)	L4G	29,049	4.23	21,145	4.22	137.38	100
L3X (Newmarket, ON)	L3X	28,688	4.18	14,526	2.90	197.49	144
L6C (Markham, ON)	L6C	23,868	3.48	16,697	3.33	142.95	104
L3T (Thornhill, ON)	L3T	21,814	3.18	20,815	4.15	104.80	77
L4S (Richmond Hill, ON)	L4S	20,839	3.04	11,360	2.27	183.44	134
L4B (Richmond Hill, ON)	L4B	18,650	2.72	14,031	2.80	132.92	97
L4A (Stouffville, ON)	L4A	17,474	2.55	16,773	3.34	104.18	76
L3R (Markham, ON)	L3R	17,437	2.54	21,323	4.25	81.78	60
L3Y (Newmarket, ON)	L3Y	16,870	2.46	17,565	3.50	96.04	70
L6E (Markham, ON)	L6E	16,208	2.36	10,944	2.18	148.10	108
L6B (Markham, ON)	L6B	14,641	2.13	9,564	1.91	153.08	112
L7B (King City, ON)	L7B	13,447	1.96	5,191	1.03	259.04	189
L4K (Concord, ON)	L4K	12,872	1.88	5,272	1.05	244.16	178
L3P (Markham, ON)	L3P	12,855	1.87	13,166	2.63	97.64	71
L3S (Markham, ON)	L3S	10,555	1.54	14,963	2.98	70.54	52
L4P (Keswick, ON)	L4P	10,063	1.47	11,227	2.24	89.63	66
L0G (Tottenham, ON)	L0G	8,144	1.19	14,645	2.92	55.61	41
L9N (East Gwillimbury, ON)	L9N	3,404	0.50	3,555	0.71	95.75	70
L0E (Sutton West, ON)	L0E	3,338	0.49	8,452	1.69	39.49	29
L0J (Kleinburg, ON)	L0J	2,726	0.40	2,031	0.41	134.22	98
L6G (Markham, ON)	L6G	1,767	0.26	3,881	0.77	45.53	33
M2H (Willowdale, ON)	M2H	258	0.04	9,391	1.87	2.75	2
L7E (Bolton, ON)	L7E	67	0.01	11,778	2.35	0.57	0
L3L (Woodbridge, ON)	L3L	60	0.01	331	0.07	18.13	13
L3Z (Bradford, ON)	L3Z	53	0.01	12,455	2.48	0.43	0



Report 3: Distance Decay

Distance Decay for 2017 - 2019

Region	% Local Visitors (within 40 KM)	% Rest of Ontario	% Other Provinces	% US Visitors
Durham Visitor	57.12%	41.12%	1.12%	0.64%
York Visitor	65.29%	27.84%	2.08%	4.79%
Headwaters Visitor	66.97%	32.22%	0.57%	0.24%
RTO 6 Visitor	65.19%	28.08%	2.05%	4.68%



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

Ranking Areas - Std. Geo. | Target Group

Benchmark: York Region Boundary

Ranking Areas - Std. Geo. Target Group				FSAs that also appear in the Data provided																			
Benchmark: York Region Boundary				Over Indexed by >10								Under Indexed by <10											
				08 Multiculture-ish				03 Asian Sophisticates				18 Multicultural Corners				11 Modern Suburbia				07 Mature & Secure			
Name	Code	Base Count	Base %	Count	%	% Pen	Index	Count	%	% Pen	Index	Count	%	% Pen	Index	Count	%	% Pen	Index	Count	%	% Pen	Index
L6C (Markham, ON)	L6C	16,697	3.33	11	0.02	0.07	1	10,441	18.20	62.53	547	2	0.01	0.01	0	14	0.06	0.08	2	5	0.02	0.03	1
L4S (Richmond Hill, ON)	L4S	11,360	2.27	681	1.18	5.99	52	8,712	15.19	76.69	671	468	1.68	4.12	74	0	0.00	0.00	0	3	0.01	0.03	1
L3R (Markham, ON)	L3R	21,323	4.25	0	0.00	0.00	0	8,049	14.03	37.75	330	5	0.02	0.02	0	0	0.00	0.00	0	85	0.33	0.40	8
L4B (Richmond Hill, ON)	L4B	14,031	2.80	0	0.00	0.00	0	7,051	12.29	50.25	439	2	0.01	0.01	0	0	0.00	0.00	0	72	0.28	0.51	10
L3P (Markham, ON)	L3P	13,166	2.63	211	0.37	1.60	14	4,334	7.56	32.92	288	238	0.85	1.81	33	1	0.00	0.00	0	3,318	13.01	25.20	496
L4C (Richmond Hill, ON)	L4C	27,167	5.42	1,490	2.59	5.49	48	4,233	7.38	15.58	136	1,853	6.65	6.82	123	0	0.00	0.00	0	1,802	7.06	6.63	130
L6E (Markham, ON)	L6E	10,943	2.18	2,128	3.70	19.45	170	4,086	7.12	37.34	326	215	0.77	1.96	35	1,135	4.95	10.37	227	7	0.03	0.06	1
L3T (Thornhill, ON)	L3T	20,815	4.15	13	0.02	0.06	1	3,736	6.51	17.95	157	777	2.79	3.73	67	0	0.00	0.00	0	2,544	9.97	12.22	240
L4E (Richmond Hill, ON)	L4E	16,161	3.22	9,826	17.10	60.80	531	2,249	3.92	13.92	122	393	1.41	2.43	44	1,389	6.06	8.59	188	466	1.83	2.88	57
M2H (Willowdale, ON)	M2H	9,391	1.87	0	0.00	0.00	0	1,500	2.61	15.97	140	14	0.05	0.15	3	0	0.00	0.00	0	7	0.03	0.07	1
M1W (Scarborough, ON)	M1W	16,920	3.37	6	0.01	0.04	0	1,051	1.83	6.21	54	594	2.13	3.51	63	0	0.00	0.00	0	246	0.96	1.45	29
L3S (Markham, ON)	L3S	14,963	2.98	1,416	2.46	9.47	83	914	1.59	6.11	53	75	0.27	0.50	9	1	0.00	0.01	0	51	0.20	0.34	7
L4J (Thornhill, ON)	L4J	27,912	5.57	2,742	4.77	9.82	86	524	0.91	1.88	16	1,474	5.29	5.28	95	65	0.28	0.23	5	12,421	48.69	44.50	875
L4A (Stouffville, ON)	L4A	16,773	3.34	2,144	3.73	12.78	112	223	0.39	1.33	12	12	0.04	0.07	1	4,556	19.87	27.16	594	167	0.65	0.99	20
L6G (Markham, ON)	L6G	3,881	0.77	0	0.00	0.00	0	90	0.16	2.32	20	0	0.00	0.00	0	0	0.00	0.00	0	9	0.04	0.23	5
L3X (Newmarket, ON)	L3X	14,527	2.90	3,785	6.58	26.05	227	69	0.12	0.48	4	3,902	14.00	26.86	483	1,404	6.12	9.66	211	107	0.42	0.73	14
L6A (Vaughan, ON)	L6A	26,866	5.36	13,120	22.83	48.83	426	62	0.11	0.23	2	4,143	14.86	15.42	277	357	1.56	1.33	29	1,585	6.21	5.90	116
L4G (Aurora, ON)	L4G	21,145	4.22	2,113	3.68	9.99	87	19	0.03	0.09	1	3,002	10.77	14.20	255	2,391	10.43	11.31	247	393	1.54	1.86	37
L6B (Markham, ON)	L6B	9,564	1.91	3,260	5.67	34.08	297	9	0.02	0.10	1	475	1.70	4.97	89	3,851	16.80	40.27	881	455	1.78	4.75	93
L4K (Concord, ON)	L4K	5,272	1.05	1,471	2.56	27.90	243	4	0.01	0.08	1	2,114	7.58	40.10	722	5	0.02	0.09	2	92	0.36	1.75	34
L3Y (Newmarket, ON)	L3Y	17,565	3.50	80	0.14	0.45	4	2	0.00	0.01	0	752	2.70	4.28	77	1	0.00	0.01	0	174	0.68	0.99	20
L0C (Sunderland, ON)	L0C	3,362	0.67	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	1.69	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
L0G (Tottenham, ON)	L0G	14,645	2.92	73	0.13	0.50	4	0	0.00	0.00	0	0	0.00	0.00	0	1	0.01	0.01	0	0	0.00	0.00	0
L0J (Kleinburg, ON)	L0J	2,031	0.41	207	0.36	10.19	89	0	0.00	0.00	0	27	0.10	1.31	24	406	1.77	20.01	438	0	0.00	0.00	0
L0K (Coldwater, ON)	L0K	15,089	3.01	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
L0L (Oro, ON)	L0L	15,078	3.01	1	0.00	0.01	0	0	0.00	0.00	0	5	0.02	0.03	1	22	0.10	0.15	3	0	0.00	0.00	0
L3L (Woodbridge, ON)	L3L	331	0.07	96	0.17	29.10	255	0	0.00	0.00	0	3	0.01	0.91	17	8	0.04	2.54	56	0	0.00	0.00	0
L3Z (Bradford, ON)	L3Z	12,455	2.48	1	0.00	0.01	0	0	0.00	0.00	0	15	0.06	0.12	2	2,258	9.85	18.13	397	0	0.00	0.00	0
L4H (Woodbridge, ON)	L4H	21,293	4.25	10,830	18.84	50.86	444	0	0.00	0.00	0	2,189	7.85	10.28	185	4,247	18.52	19.95	436	3	0.01	0.01	0
L4L (Woodbridge, ON)	L4L	19,530	3.89	1,413	2.46	7.24	63	0	0.00	0.00	0	2,686	9.64	13.75	247	8	0.04	0.04	1	1,386	5.43	7.10	140
L4P (Keswick, ON)	L4P	11,227	2.24	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	396	1.73	3.53	77	0	0.00	0.00	0
L7B (King City, ON)	L7B	5,191	1.03	320	0.56	6.17	54	0	0.00	0.00	0	0	0.00	0.00	0	192	0.84	3.70	81	101	0.40	1.95	38
L7E (Bolton, ON)	L7E	11,778	2.35	7	0.01	0.06	1	0	0.00	0.00	0	206	0.74	1.75	31	0	0.00	0.00	0	10	0.04	0.09	2
L9N (East Gwillimbury, ON)	L9N	3,555	0.71	0	0.00	0.00	0	0	0.00	0.00	0	0	0.00	0.00	0	217	0.95	6.11	134	0	0.00	0.00	0
L9P (Uxbridge, ON)	L9P	6,519	1.30	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
M9W (Etobicoke, ON)	M9W	14,541	2.90	32	0.06	0.22	2	0	0.00	0.00	0	2,234	8.02	15.36	276	0	0.00	0.00	0	1	0.00	0.01	0



Report 5: Top 5 Prizm Profiles



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*).

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

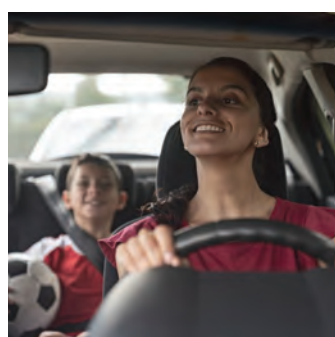
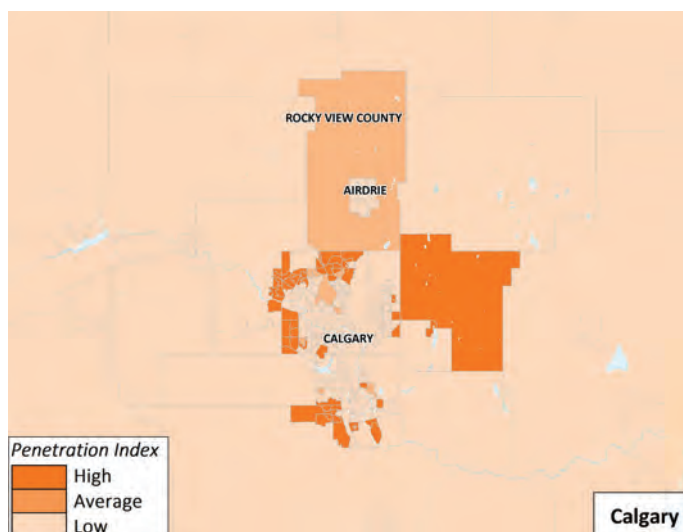
Cultural Diversity Index:

High

Sample Social Value:

Penchant for Risk

Where They Live



How They Live



LEISURE

jogging
action/adventure movies
pubs/sports bars
gourmet cooking



TRADITIONAL MEDIA

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



FOOD/DRINK

frozen pasta
bagels
instant breakfast shakes
steakhouse restaurants



AUTOMOTIVE

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



MOBILE

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



SHOPPING

The Gap
H&M
gardening tools
Amazon.ca



INTERNET

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



FINANCIAL

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



SOCIAL

Instagram
Snapchat
LinkedIn
Reddit



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"

	Segment	Canada	Index*
Population	%	%	
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

	Segment	Canada	Index*
Households	%	%	
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



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 Involvement* 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*).

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

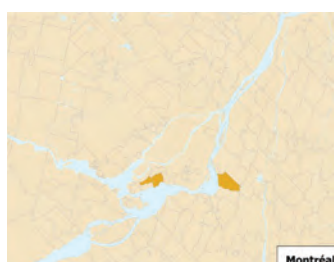
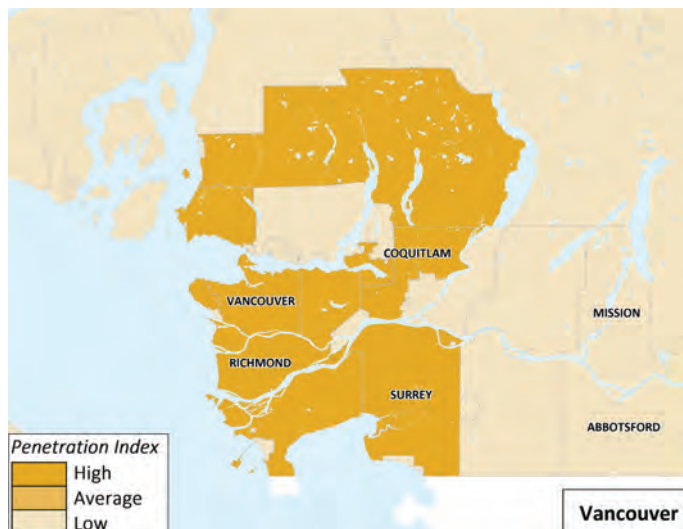
Cultural Diversity Index:

High

Sample Social Value:

Status via Home

Where They Live



How They Live



LEISURE

yoga/Pilates
racquet sports
classical music concerts
casinos



TRADITIONAL MEDIA

CP24
jazz radio
technology/science
magazines
The Globe and Mail



FOOD/DRINK

organic meat
nuts
herbal tea
Japanese restaurants



AUTOMOTIVE

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



MOBILE

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



SHOPPING

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



INTERNET

investment sites
shopping online
purchase sports equipment
watch free streaming videos



FINANCIAL

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



SOCIAL

Reddit
WhatsApp
YouTube
Instagram



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 "

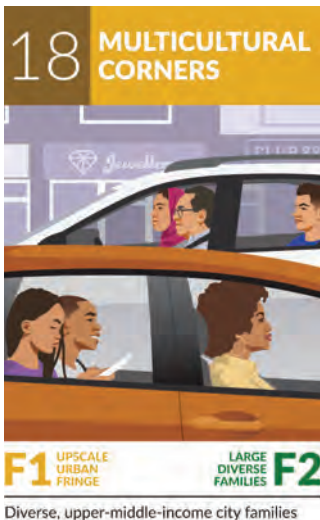
"I prefer to shop online for convenience"



	Segment	Canada	Index*
Population	%	%	
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

	Segment	Canada	Index*
Households	%	%	
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



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*).

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

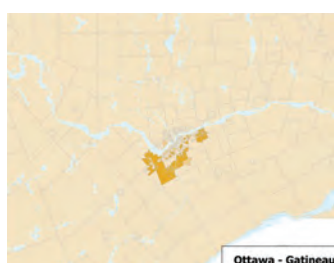
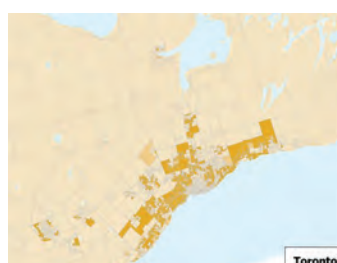
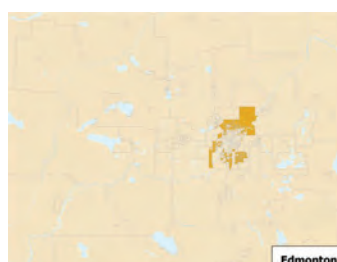
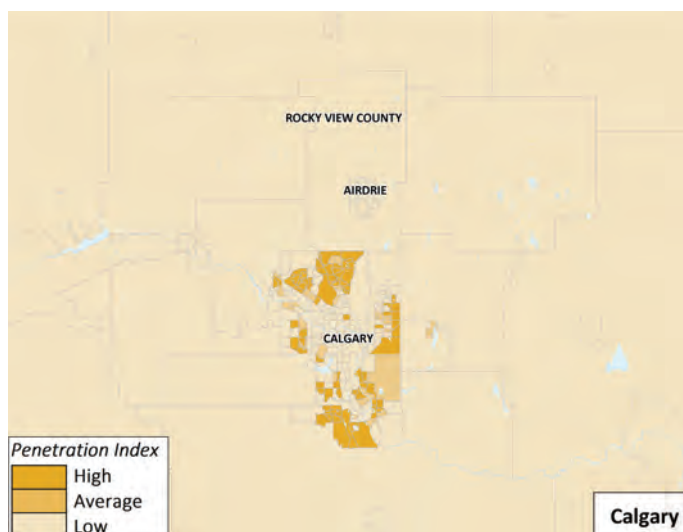
Cultural Diversity Index:

High

Sample Social Value:

Religiosity

Where They Live



How They Live



LEISURE

aerobics
baseball
amusement parks
pro basketball games



TRADITIONAL MEDIA

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



FOOD/DRINK

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



AUTOMOTIVE

imported compact SUVs
three vehicles
Costco automotive products
2019 model year



MOBILE

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



SHOPPING

Mark's
Winners
Shoppers Drug Mart
Mastermind



INTERNET

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



FINANCIAL

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



SOCIAL

LinkedIn
Snapchat
Twitter
Instagram



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"

	Segment	Canada	Index*
Population	%	%	
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

	Segment	Canada	Index*
Households	%	%	
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



*index of 100 is average



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*).

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

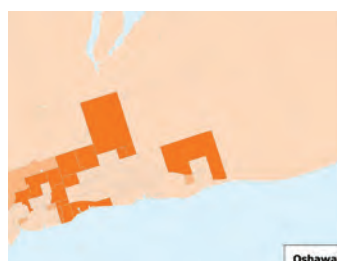
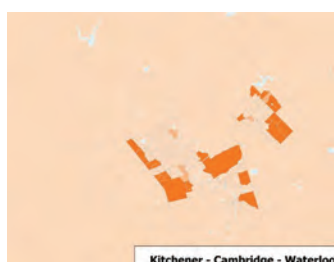
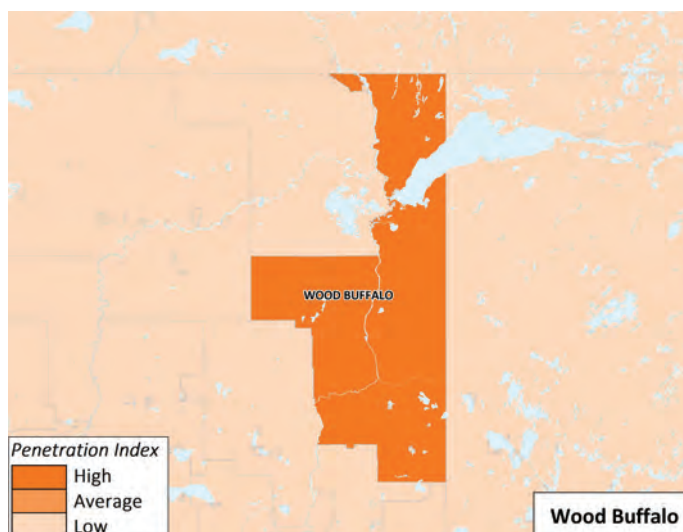
Cultural Diversity Index:

High

Sample Social Value:

Importance of
Aesthetics

Where They Live



How They Live



LEISURE

camping
bowling
amusement parks
beach/resort package tours



TRADITIONAL MEDIA

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



FOOD/DRINK

gluten-free products
herbal tea
Sobeys
sub/sandwich restaurants



AUTOMOTIVE

intermediate SUVs
Honda
\$30,000-\$49,999 spent on vehicle
2017-2019 model years



MOBILE

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



SHOPPING

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



INTERNET

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



FINANCIAL

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



SOCIAL

Twitter
Snapchat
WhatsApp
Reddit



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"



	Segment	Canada	Index*
Population	%	%	
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

	Segment	Canada	Index*
Households	%	%	
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

*Index of 100 is average



Older and mature upscale city dwellers

Who They Are

Emblematic of Canadian's aging society, Mature & Secure consists of older and mature couples and families aging in place in urban fringe neighbourhoods. More than half the maintainers are over 55 years old. About 80 percent of this segment's households are found in Canada's largest markets: Toronto, Montreal, Vancouver, Calgary, Ottawa and Edmonton. Many contain first- and second-generation Canadians, the immigrants having arrived between 1990 and 2010. And one in eight residents is Jewish, the highest percentage among all segments and more than 11 times the national average. Well educated with university degrees, those still in the workforce earn upscale incomes from management and white-collar positions in business, finance, science and education. Longtime homeowners, they live in stylish houses and duplexes built between 1960 and 1990 and valued at over \$800,000. With a high level of financial security, Mature & Secure residents tend to own investments, real estate and imported luxury cars. Yet they also express a desire to provide a secure future for their children and grandchildren (*Legacy*).

The educated and upscale adults of Mature & Secure exhibit worldly sensibilities. They're well travelled, often touring Europe, Asia and North America via car, plane and cruise ship. Their worldliness even shows in their preferred auto: typically a premium midsize car costing at least \$30,000 and made by a European or Japanese manufacturer. And they have the time and money to spend their evenings attending a variety of cultural events—theatre, ballet, opera, classical music concerts and art galleries. Mindful of their health—they're a prime market for organic dairy and meat—they have above-average rates for taking yoga and fitness classes at nearby health clubs and avoiding fast food. And while their days playing high-impact sports may be over, they like to watch professional hockey, golf and tennis matches. These Canadians read an assortment of mainstream magazines—including *Canadian Living* and *People*—and they page through nearly every section of national daily newspapers. But they're comfortable with digital media, too, and especially like using tablets to read books, clip coupons, download apps and purchase everything from home furnishings to concert and theatre tickets.

How They Think

Mature & Secure is an engaged and centred group that accepts a wide range of social views among its members. While some support progressive definitions of the family unit (*Equal Relationship with Youth*), others tend to have more conservative notions influenced by their faith (*Traditional Families, Religiosity*). What they share is a firm belief that hard work will bring success (*North American Dream*) and a commitment to improving their local neighbourhood and city (*Community Involvement*). Having come of age at a time when keeping up with the Joneses was a prevalent aspiration, these Canadians still want to be respected by others for their fine manners, chic style and well-appointed home decorated with objects that convey affluence (*Need for Status Recognition, Status via Home, Ostentatious Consumption*). In the marketplace, they satisfy their desire to feel different from others by purchasing cutting-edge products, preferring brand-name goods from larger companies (*Pursuit of Originality, Importance of Brand, Confidence in Big Business*). And they appreciate marketing efforts that appeal to their *National Pride*, believing that buying products made in Canada strengthens the country's position in the world.

Population:

700,003
(1.84% of Canada)

Households:

231,570
(1.55% of Canada)

Average Household Income:

\$165,530

Average Household Net Worth:

\$1,494,174

House Tenure:

Own

Education:

University

Occupation:

White Collar

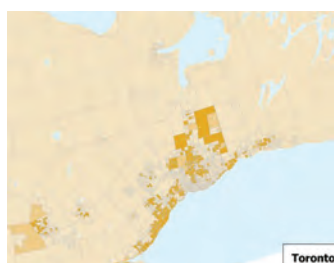
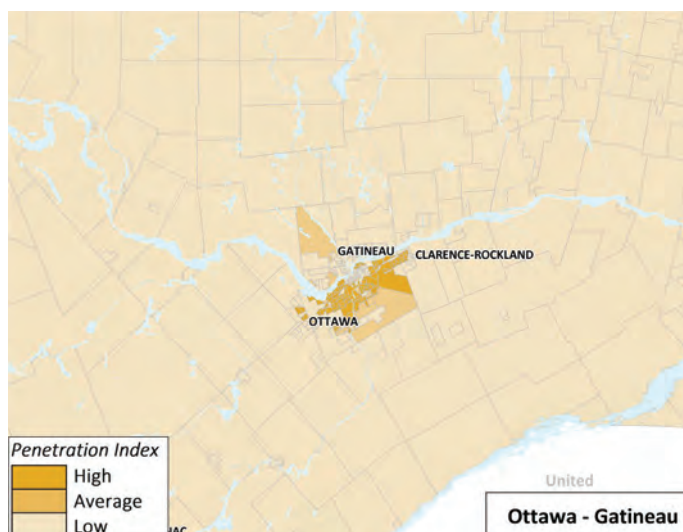
Cultural Diversity Index:

Medium

Sample Social Value:

Community Involvement

Where They Live



How They Live



LEISURE

entertaining at home
ballet/opera/symphony
gardening
cruises



TRADITIONAL MEDIA

Food Network
TV golf
classic hits radio
Canadian Living



FOOD/DRINK

specialty breads
premium coffee/tea
Canadian wine
Italian restaurants



AUTOMOTIVE

luxury imports
plan to spend \$40,000 on
vehicle
Toyota
2015 model year



MOBILE

mapping services on phone
Apple tablets
video phone calls on tablet
display tickets on phone



SHOPPING

Hudson's Bay
Lowe's
home health care stores
Aeroplan



INTERNET

access restaurant reviews
listen to podcasts
clip mobile coupons
purchase books online



FINANCIAL

RRSPs
travel insurance
will/estate planning
full-service investment
brokers



SOCIAL

LinkedIn
WeChat
WhatsApp
blogs



HEALTH

Use private plan insurance for
prescription medications

ATTITUDES

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

"I feel that people get what they deserve"

"I consider myself to be sophisticated"

"It is acceptable that an industrial society such as ours produces a certain level of pollution"



	Segment	Canada	Index*
Population	%	%	
Age			
Under 5	4.3	5.1	84
5 to 14	10.6	10.8	98
15 to 24	13.5	11.9	113
25 to 44	22.3	27.2	82
45 to 64	29.0	26.9	108
65 to 74	11.9	10.4	114
75 to 84	6.1	5.4	113
85+	2.4	2.3	102
Home Language			
English	83.6	67.4	124
French	3.0	20.1	15
Non-Official	13.4	12.4	108
Immigration			
Immigrant Population	30.4	23.0	132
Before 2001	59.5	47.6	125
2001 to 2005	9.5	10.5	90
2006 to 2010	8.8	12.0	73
2011 to 2016	8.1	13.8	58
2017 to present	14.2	16.0	88
Visible Minority			
Visible Minority Presence	27.3	25.8	106
Marital Status			
Single	26.8	29.0	92
Married or Common Law	62.7	56.9	110
Wid/Div/Sep	10.6	14.1	75
Mode of Transport			
Car	78.9	78.5	101
Public Transit	14.6	13.0	112
Class of Worker			
Employed	60.0	61.2	98
Occupation			
Agriculture	0.3	1.5	18
White Collar	29.6	22.3	133
Grey Collar	22.6	25.2	89
Blue Collar	10.2	16.2	63
Education			
No High School	9.4	16.5	57
High School	22.8	26.6	86
Trade School	4.4	9.2	47
College	17.2	20.0	86
Some University	2.3	2.3	100
University	44.0	25.38	173
Income			
Avg Hhd Income	\$165,530	\$104,603	158

	Segment	Canada	Index*
Households	%	%	
Maintainer Age			
Under 25	1.0	3.0	32
25 to 34	6.7	14.6	46
35 to 44	14.3	17.6	81
45 to 54	19.3	18.1	107
55 to 64	23.8	20.3	118
65 to 74	19.5	15.5	125
75+	15.4	11.0	140
Size			
1 person	14.1	28.3	50
2 people	33.4	34.3	97
3 people	18.7	15.2	123
4+ people	33.8	22.2	152
Family Status			
Non-Family	17.3	32.6	53
Couples with Kids	43.8	29.4	149
Couples, no Kids	30.4	27.2	112
Lone-Parent Family	8.5	10.8	79
Age of Children			
Kids under 5	12.5	16.8	74
5 to 9	15.1	17.9	85
10 to 14	16.7	17.6	95
15 to 19	18.7	17.5	107
20 to 24	16.8	13.4	125
25+	20.2	16.7	121
Dwellings			
Tenure			
Own	90.4	67.7	134
Rent	9.6	31.9	30
Band Housing	0.0	0.4	0
Period of Construction			
Before 1960	22.3	20.7	108
1961 to 1980	36.6	28.7	127
1981 to 1990	18.5	12.9	143
1991 to 2000	10.2	12.1	84
2001 to 2005	3.8	6.4	59
2006 to 2010	2.9	7.2	40
2011 to 2016	2.3	6.7	35
2017 to present	3.5	5.3	66
Type			
Single-detached	80.8	52.8	153
Semi-detached	3.6	5.0	71
Row	5.0	6.6	76
Duplex	6.6	5.7	115
Lowrise (<5 Stories)	2.4	18.1	13
Highrise (5+ Stories)	1.5	10.2	15
Mobile	0.0	1.3	4

*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: York Region Boundary

	%	Base Count	Base %	Index
Internet Use				
Q891330C01 Terciles - Internet - Light	21.58	241,580	23.55	92
Q891330C02 Terciles - Internet - Medium	27.77	272,583	26.57	105
Q891330C03 Terciles - Internet - Heavy	44.22	427,163	41.64	106
Q891300C01 Hours Spent [Avg Day] - All Week - Internet - Less than 1 hour	5.09	68,519	6.68	76
Q891300C02 Hours Spent [Avg Day] - All Week - Internet - 1 to 2 hours	11.26	114,036	11.12	101
Q891300C03 Hours Spent [Avg Day] - All Week - Internet - 2.01 to 3 hours	9.15	107,066	10.44	88
Q891300C04 Hours Spent [Avg Day] - All Week - Internet - 3.01 to 4 hours	12.23	125,063	12.19	100
Q891300C05 Hours Spent [Avg Day] - All Week - Internet - More than 4 hours	55.84	526,642	51.34	109
Q892610C01 Hours Spent [Avg Day] - Weekday - Internet - Less than 1 hour	2.96	33,577	3.27	91
Q892610C02 Hours Spent [Avg Day] - Weekday - Internet - 1 to 2 hours	12.56	133,281	12.99	97
Q892610C03 Hours Spent [Avg Day] - Weekday - Internet - 2.01 to 3 hours	6.70	105,625	10.30	65
Q892610C04 Hours Spent [Avg Day] - Weekday - Internet - 3.01 to 4 hours	11.38	116,131	11.32	101
Q892610C05 Hours Spent [Avg Day] - Weekday - Internet - More than 4 hours	59.02	542,733	52.91	112
Q892630C01 Hours Spent [Avg Day] - Weekend - Internet - Less than 1 hour	2.71	36,579	3.57	76
Q892630C02 Hours Spent [Avg Day] - Weekend - Internet - 1 to 2 hours	21.94	191,658	18.68	117
Q892630C03 Hours Spent [Avg Day] - Weekend - Internet - 2.01 to 3 hours	11.12	126,257	12.31	90
Q892630C04 Hours Spent [Avg Day] - Weekend - Internet - 3.01 to 4 hours	13.28	131,031	12.77	104
Q892630C05 Hours Spent [Avg Day] - Weekend - Internet - More than 4 hours	41.45	419,834	40.92	101
Q4110401I0 Weekday Browsing - Internet - 6am - 9am - 1+	42.29	405,765	39.55	107
Q4110402I0 Weekday Browsing - Internet - 9am - noon - 1+	58.05	600,309	58.52	99
Q4110403I0 Weekday Browsing - Internet - Noon - 5pm - 1+	67.46	673,895	65.69	103
Q4110404I0 Weekday Browsing - Internet - 5pm - 7pm - 1+	60.91	580,678	56.60	108
Q4110405I0 Weekday Browsing - Internet - 7pm - 11pm - 1+	76.35	733,008	71.45	107
Q4110406I0 Weekday Browsing - Internet - 11pm - 2am - 1+	24.30	225,417	21.97	111
Q4110407I0 Weekday Browsing - Internet - 2am - 6am - 1+	3.05	41,928	4.09	75
Q4110501I0 Weekend Browsing - Internet - 6am - 9am - 1+	19.76	207,235	20.20	98
Q4110502I0 Weekend Browsing - Internet - 9am - noon - 1+	52.35	525,046	51.18	102
Q4110503I0 Weekend Browsing - Internet - Noon - 5pm - 1+	62.46	634,994	61.90	101
Q4110504I0 Weekend Browsing - Internet - 5pm - 7pm - 1+	53.66	542,570	52.89	101
Q4110505I0 Weekend Browsing - Internet - 7pm - 11pm - 1+	61.05	617,905	60.23	101
Q4110506I0 Weekend Browsing - Internet - 11pm - 2am - 1+	20.38	199,924	19.49	105
Q4110507I0 Weekend Browsing - Internet - 2am - 6am - 1+	2.45	37,242	3.63	68
Q4450103C5 Actively Avoid Advertising [Occas/Freq] - Internet - Web browsing	77.47	765,126	74.58	104
Q4450108C5 Actively Avoid Advertising [Occas/Freq] - Internet - Social media	74.41	720,208	70.20	106
Q2510507K1 Watch [Avg Wk] - Media service - YouTube - 1-59 minutes	13.98	127,505	12.43	112
Q2510507K2 Watch [Avg Wk] - Media service - YouTube - 1-2 hours	13.51	125,557	12.24	110
Q2510507K3 Watch [Avg Wk] - Media service - YouTube - 3 hours or more	20.73	208,903	20.36	102
Q4111001C2 Online Activity [Yest] - Internet search - business, services, products	59.64	586,817	57.20	104
Q4111002C2 Online Activity [Yest] - Access content (e.g. news, sports, entertainment, etc.)	60.68	553,472	53.95	112
Q4111003C2 Online Activity [Yest] - Participate in a social network	59.27	579,165	56.46	105
Q4111004C2 Online Activity [Yest] - Shop for products/services	30.55	317,900	30.99	99
Q4111005C2 Online Activity [Yest] - Listen to audio (e.g. podcast, radio streaming broadcast)	31.44	267,556	26.08	121
Q4111006C2 Online Activity [Yest] - Watch a video (e.g. TV streaming broadcast, Netflix, YouTube)	59.11	536,286	52.28	113
Q4100901C1 Used Online Social Networks [Pst Wk] - Internet - Facebook	46.49	485,706	47.35	98
Q4100903C1 Used Online Social Networks [Pst Wk] - Internet - Instagram	33.10	314,520	30.66	108
Q4100904C1 Used Online Social Networks [Pst Wk] - Internet - LinkedIn	15.06	150,666	14.69	103
Q4100905C1 Used Online Social Networks [Pst Wk] - Internet - Pinterest	11.34	120,744	11.77	96
Q4100907C1 Used Online Social Networks [Pst Wk] - Internet - Twitter	15.97	156,869	15.29	104
Q4100909C1 Used Online Social Networks [Pst Wk] - Internet - Video/photo sharing	1.49	19,532	1.90	78
Q4100911C1 Used Online Social Networks [Pst Wk] - Internet - YouTube videos/channels	41.88	412,340	40.19	104
Q4110602C1 Activity [Pst Wk] - Internet - Listen to a podcast	13.44	126,998	12.38	109
Q4110603C1 Activity [Pst Wk] - Internet - Listen to a radio broadcast via streaming audio	11.82	100,532	9.80	121
Q4110612C1 Activity [Pst Wk] - Internet - Participate in an online social network	61.19	567,515	55.32	111
Q4110613C1 Activity [Pst Wk] - Internet - Share/refer/link friends to a website or an article	25.87	226,919	22.12	117
Q4110614C1 Activity [Pst Wk] - Internet - Click on an Internet advertisement	12.76	142,467	13.89	92
Q4110615C1 Activity [Pst Wk] - Internet - Enter online contests	7.08	65,739	6.41	110
Q4110616C1 Activity [Pst Wk] - Internet - Internet search - business, services, products	40.62	443,563	43.24	94
Q4110626C1 Activity [Pst Wk] - Internet - Compare products/prices while shopping	37.82	351,221	34.24	110
Q4110627C1 Activity [Pst Wk] - Internet - Consult consumer reviews	27.48	249,335	24.30	113
Q4110629C1 Activity [Pst Wk] - Internet - Download/print/redeem discount coupon	12.19	112,005	10.92	112
Q4110630C1 Activity [Pst Wk] - Internet - Purchase group deal (e.g. Groupon)	4.18	39,565	3.86	108
Q4110631C1 Activity [Pst Wk] - Internet - Purchase products or services	23.39	237,415	23.14	101
Q4110632C1 Activity [Pst Wk] - Internet - Receive store offers by SMS	6.88	66,572	6.49	106
Q4110633C1 Activity [Pst Wk] - Internet - Research products/services	31.58	302,554	29.49	107
Q4110634C1 Activity [Pst Wk] - Internet - Scan mobile tagging barcode/QR	3.93	54,404	5.30	74
Q4110641C1 Activity [Pst Wk] - Internet - Access food/recipes content	28.98	290,880	28.35	102
Q4110646C1 Activity [Pst Wk] - Internet - Access restaurant guides/reviews	12.52	145,808	14.21	88
Q4110647C1 Activity [Pst Wk] - Internet - Access travel content	14.17	130,634	12.73	111
Q4110648C1 Activity [Pst Wk] - Internet - Read or look into online magazines	8.86	71,715	6.99	127
Q4110649C1 Activity [Pst Wk] - Internet - Read or look into online newspapers	13.11	139,319	13.58	96

Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: York Region Boundary

		%	Base Count	Base %	Index
Social Media					
S6B_1C1	Actions taken using SM - Like brand on Facebook - Yes	39.69	331,288	35.36	112
S6B_2C2	Actions taken using SM - Follow brand on Twitter - Yes	14.77	112,844	12.04	123
S6B_3C3	Actions taken using SM - Subscribe to brand email newsletter - Yes	22.97	197,836	21.12	109
S6B_4C4	Actions taken using SM - Subscribe to brand channel on YouTube - Yes	18.76	159,326	17.01	110
S6B_6C6	Actions taken using SM - Register or join an exclusive online community of consumers who also like the brand - Yes	12.00	100,433	10.72	112
S6B_8C8	Actions taken using SM - Follow brand on Instagram - Yes	19.91	159,682	17.05	117
S6D_1C1	Reasons chosen to follow brands through SM - To get coupons and discounts	38.21	322,439	34.42	111
S6D_2C2	Reasons chosen to follow brands through SM - To enter contests	27.18	248,908	26.57	102
S6D_3C3	Reasons chosen to follow brands through SM - To be among the first to hear brand news	18.20	149,912	16.00	114
S6D_4C4	Reasons chosen to follow brands through SM - To provide feedback to the brand about their products or services	14.66	121,872	13.01	113
S6D_5C5	Reasons chosen to follow brands through SM - To make suggestions to the brand for new products or services	7.50	62,544	6.68	112
S6D_6C6	Reasons chosen to follow brands through SM - To share brand-related stories with other consumers	8.96	69,444	7.41	121
S6D_8C8	Reasons chosen to follow brands through SM - To learn about a brand's products and services	33.97	297,054	31.71	107
S6D_9C9	Reasons chosen to follow brands through SM - To engage with content	12.22	95,910	10.24	119
S6F_1C1	Reason to unlike/unsubscribe from a brand - Too many messages	35.54	316,729	33.81	105
S6F_2C2	Reason to unlike/unsubscribe from a brand - Not enough value	21.78	194,195	20.73	105
S6F_3C3	Reason to unlike/unsubscribe from a brand - Stopped purchasing products from brand	11.70	105,098	11.22	104
S4A_7C1	Facebook - Like or become a fan of a page created by a brand, company or organization - Never	26.13	264,398	28.22	93
S4A_7C2	Facebook - Like or become a fan of a page created by a brand, company or organization - About once per month	22.14	198,330	21.17	105
S4A_7C3	Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per month	13.21	111,014	11.85	111
S4A_7C4	Facebook - Like or become a fan of a page created by a brand, company or organization - A few times per week	10.13	82,840	8.84	115
S4A_7C56	Facebook - Like or become a fan of a page created by a brand, company or organization - About once per day or more	6.55	54,678	5.84	112
S4A_12C1	Facebook - Click on an ad - Never	30.79	308,702	32.95	93
S4A_12C2	Facebook - Click on an ad - About once per month	18.99	164,389	17.55	108
S4A_12C3	Facebook - Click on an ad - A few times per month	13.11	106,756	11.39	115
S4A_12C4	Facebook - Click on an ad - A few times per week	9.64	80,776	8.62	112
S4A_12C56	Facebook - Click on an ad - About once per day or more	5.63	50,635	5.41	104
S4B_3C1	Twitter - Share a link to a blog post , news article or item of interest - Never	14.42	130,081	13.88	104
S4B_3C2	Twitter - Share a link to a blog post , news article or item of interest - About once per month	8.40	64,810	6.92	121
S4B_3C3	Twitter - Share a link to a blog post , news article or item of interest - A few times per month	5.52	40,757	4.35	127
S4B_3C4	Twitter - Share a link to a blog post , news article or item of interest - A few times per week	4.32	37,205	3.97	109
S4B_3C56	Twitter - Share a link to a blog post , news article or item of interest - About once per day or more	5.54	36,337	3.88	143
S4B_11C1	Twitter - Click on an ad - Never	19.57	173,699	18.54	106
S4B_11C2	Twitter - Click on an ad - About once per month	7.73	54,623	5.83	133
S4B_11C3	Twitter - Click on an ad - A few times per month	4.44	30,430	3.25	137
S4B_11C4	Twitter - Click on an ad - A few times per week	3.27	25,466	2.72	120
S4B_11C56	Twitter - Click on an ad - About once per day or more (!)	3.19	24,972	2.67	120
S4M_7C1	Instagram - View a brand's page - Never	16.78	155,287	16.58	101
S4M_7C2	Instagram - View a brand's page - About once per month	9.40	82,925	8.85	106
S4M_7C3	Instagram - View a brand's page - A few times per month	8.27	62,316	6.65	124
S4M_7C4	Instagram - View a brand's page - A few times per week	6.49	49,645	5.30	123
S4M_7C5	Instagram - View a brand's page - Once per day	3.03	28,032	2.99	101
S4M_7C6	Instagram - View a brand's page - Several times per day (!)	2.46	21,186	2.26	109
S4M_8C1	Instagram - Click on ads - Never	22.16	208,612	22.27	100
S4M_8C2	Instagram - Click on ads - About once per month	8.79	69,346	7.40	119
S4M_8C3	Instagram - Click on ads - A few times per month	5.49	42,054	4.49	122
S4M_8C4	Instagram - Click on ads - A few times per week	6.58	46,197	4.93	133
S4M_8C5	Instagram - Click on ads - Once per day (!)	2.05	18,987	2.03	101
S4M_8C6	Instagram - Click on ads - Several times per day (!)	1.36	14,194	1.51	89
S4D_9C1	YouTube - Click on an ad - Never	44.90	423,767	45.23	99
S4D_9C2	YouTube - Click on an ad - About once per month	15.48	125,460	13.39	116
S4D_9C3	YouTube - Click on an ad - A few times per month	7.18	64,198	6.85	105
S4D_9C4	YouTube - Click on an ad - A few times per week	4.34	41,524	4.43	98
S4D_9C56	YouTube - Click on an ad - About once per day or more	4.75	42,657	4.55	104
S2_12C1	Freq. Participate - Rate or review products online - Never	22.65	242,062	25.84	88
S2_12C2	Freq. Participate - Rate or review products online - A few times per year	25.10	247,571	26.43	95
S2_12C3	Freq. Participate - Rate or review products online - About once per month	17.80	143,324	15.30	116
S2_12C4	Freq. Participate - Rate or review products online - A few times per month	18.91	170,707	18.22	104
S2_12C5	Freq. Participate - Rate or review products online - A few times per week	11.73	102,195	10.91	107
S2_12C6	Freq. Participate - Rate or review products online - About every day	3.80	30,984	3.31	115

Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: York Region Boundary

		%	Base Count	Base %	Index
Local Attractions					
Q3000101C1	Attended/Visited [Pst Yr] - Local Attractions - Art galleries/museums/science centres	28.20	303,465	29.58	95
Q3000102C1	Attended/Visited [Pst Yr] - Local Attractions - Exhibitions/carnivals/fairs/markets	28.90	284,902	27.77	104
Q3000103C1	Attended/Visited [Pst Yr] - Local Attractions - Historical sites	29.65	299,649	29.21	102
Q3000104C1	Attended/Visited [Pst Yr] - Local Attractions - Parks/city gardens	27.73	279,672	27.26	102
Q3400110C1	Attended/Visited [Pst Yr] - Local Attractions - National or provincial park	19.26	198,318	19.33	100
Q3000105C1	Attended/Visited [Pst Yr] - Local Attractions - Specialty movie theatres/IMAX	26.83	264,438	25.78	104
Q3000106C1	Attended/Visited [Pst Yr] - Local Attractions - Sporting events/racing events/air shows	11.42	128,333	12.51	91
Q3000107C1	Attended/Visited [Pst Yr] - Local Attractions - Video arcades/indoor amusement centres	13.25	115,622	11.27	118
Q3000108C1	Attended/Visited [Pst Yr] - Local Attractions - Theme parks/waterparks/water slides	28.43	230,041	22.42	127
Q3000109C1	Attended/Visited [Pst Yr] - Local Attractions - Zoos/aquariums/farms/drive-through animal parks	27.41	246,505	24.03	114
Q3000110C1	Attended/Visited [Pst Yr] - Local Attractions - Other leisure activities/attractions	38.91	372,791	36.34	107
Q3000201K1	Frequency of Visiting [Pst Yr] - Local Attractions - Art galleries/museums/science centres - Once a year	21.18	211,360	20.60	103
Q3000201K2	Frequency of Visiting [Pst Yr] - Local Attractions - Art galleries/museums/science centres - 2-6 times a year	5.04	77,940	7.60	66
Q3000201K3	Frequency of Visiting [Pst Yr] - Local Attractions - Art galleries/museums/science centres - 7 times a year or more	1.97	14,165	1.38	143
Q3000202K1	Frequency of Visiting [Pst Yr] - Local Attractions - Exhibitions/carnivals/fairs/markets - Once a year	22.71	212,981	20.76	109
Q3000202K2	Frequency of Visiting [Pst Yr] - Local Attractions - Exhibitions/carnivals/fairs/markets - 2-6 times a year	5.88	65,322	6.37	92
Q3000202K3	Frequency of Visiting [Pst Yr] - Local Attractions - Exhibitions/carnivals/fairs/markets - 7 times a year or more	0.32	6,600	0.64	50
Q3000203K1	Frequency of Visiting [Pst Yr] - Local Attractions - Historical sites - Once a year	19.77	183,746	17.91	110
Q3000203K2	Frequency of Visiting [Pst Yr] - Local Attractions - Historical sites - 2-6 times a year	8.54	103,566	10.10	85
Q3000203K3	Frequency of Visiting [Pst Yr] - Local Attractions - Historical sites - 7 times a year or more	1.34	12,337	1.20	111
Q3000204K1	Frequency of Visiting [Pst Yr] - Local Attractions - Parks/city gardens - Once a year	8.06	78,742	7.68	105
Q3000204K2	Frequency of Visiting [Pst Yr] - Local Attractions - Parks/city gardens - 2-6 times a year	14.34	144,082	14.04	102
Q3000204K3	Frequency of Visiting [Pst Yr] - Local Attractions - Parks/city gardens - 7 times a year or more	5.33	56,849	5.54	96
Q3000205K1	Frequency of Visiting [Pst Yr] - Local Attractions - National or provincial parks - Once a year	6.07	72,105	7.03	86
Q3000205K2	Frequency of Visiting [Pst Yr] - Local Attractions - National or provincial parks - 2-6 times a year	11.77	109,448	10.67	110
Q3000205K3	Frequency of Visiting [Pst Yr] - Local Attractions - National or provincial parks - 7 times a year or more	1.42	16,765	1.63	87
Q3000206K1	Frequency of Visiting [Pst Yr] - Local Attractions - Specialty movie theatres/IMAX/VIP - Once a year	5.89	60,464	5.89	100
Q3000206K2	Frequency of Visiting [Pst Yr] - Local Attractions - Specialty movie theatres/IMAX/VIP - 2-6 times a year	19.32	178,952	17.44	111
Q3000206K3	Frequency of Visiting [Pst Yr] - Local Attractions - Specialty movie theatres/IMAX/VIP - 7 times a year or more	1.62	25,022	2.44	66
Q3000207K1	Frequency of Visiting [Pst Yr] - Local Attractions - Sporting events/racing events/air shows - Once a year	3.46	45,932	4.48	77
Q3000207K2	Frequency of Visiting [Pst Yr] - Local Attractions - Sporting events/racing events/air shows - 2-6 times a year	4.92	62,944	6.14	80
Q3000207K3	Frequency of Visiting [Pst Yr] - Local Attractions - Sporting events/racing events/air shows - 7 times a year or more	3.04	19,457	1.90	160
Q3000208K1	Frequency of Visiting [Pst Yr] - Local Attractions - Video arcades/indoor amusement centres - Once a year	6.68	57,667	5.62	119
Q3000208K4	Frequency of Visiting [Pst Yr] - Local Attractions - Video arcades/indoor amusement centres - 2 times a year or more	6.57	57,955	5.65	116
Q3000209K1	Frequency of Visiting [Pst Yr] - Local Attractions - Theme parks/waterparks/water slides - Once a year	15.85	141,924	13.84	115
Q3000209K4	Frequency of Visiting [Pst Yr] - Local Attractions - Theme parks/waterparks/water slides - 2 times a year or more	12.58	88,118	8.59	146
Q3000210K1	Frequency of Visiting [Pst Yr] - Local Attractions - Zoos/aquariums/farms/drive-through animal parks - Once a year	22.75	194,852	18.99	120
Q3000210K4	Frequency of Visiting [Pst Yr] - Local Attractions - Zoos/aquariums/farms/drive-through animal parks - 2 times a year or more	4.67	51,653	5.04	93
Q3200102C1	Attended/Visited [Pst Yr] - Theatre - Community theatres	4.38	63,625	6.20	71
Q3200202K1	Frequency of Attendance [Pst Yr] - Theatre - Community theatres - Once a year	2.95	37,631	3.67	80
Q3200202K4	Frequency of Attendance [Pst Yr] - Theatre - Community theatres - 2 times a year or more	1.43	25,994	2.53	56

Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: York Region Boundary

		%	Base Count	Base %	Index
Activities/Events					
Q3400101C1	Attended/Visited [Pst Yr] - Attractions/Events - Ballet/opera/symphony	8.17	86,916	8.47	96
Q3400102C1	Attended/Visited [Pst Yr] - Attractions/Events - Bars/restaurant bars	40.21	375,827	36.63	110
Q3400104C1	Attended/Visited [Pst Yr] - Attractions/Events - Comedy clubs/shows	9.18	85,303	8.31	110
Q3400105C1	Attended/Visited [Pst Yr] - Attractions/Events - Dancing/night clubs	10.05	82,634	8.05	125
Q3400106C1	Attended/Visited [Pst Yr] - Attractions/Events - Dinner theatres	1.23	22,655	2.21	56
Q3400107C1	Attended/Visited [Pst Yr] - Attractions/Events - Film festivals	4.06	41,308	4.03	101
Q3400108C1	Attended/Visited [Pst Yr] - Attractions/Events - Music festivals	5.91	53,801	5.24	113
Q3400111C1	Attended/Visited [Pst Yr] - Attractions/Events - Popular music/rock concerts	17.66	182,435	17.78	99
Q3400201K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Ballet/opera/symphony - Once a year	4.04	39,344	3.83	105
Q3400201K2	Frequency of Attendance [Pst Yr] - Attractions/Events - Ballet/opera/symphony - 2-6 times a year	3.61	40,150	3.91	92
Q3400201K3	Frequency of Attendance [Pst Yr] - Attractions/Events - Ballet/opera/symphony - 7 times a year or more	0.52	7,422	0.72	72
Q3400202K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Bars/restaurant bars - Once a year	3.10	28,679	2.80	111
Q3400202K2	Frequency of Attendance [Pst Yr] - Attractions/Events - Bars/restaurant bars - 2-6 times a year	21.50	202,601	19.75	109
Q3400202K3	Frequency of Attendance [Pst Yr] - Attractions/Events - Bars/restaurant bars - 7 times a year or more	15.61	144,547	14.09	111
Q3400204K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Comedy clubs/shows - Once a year	6.33	57,220	5.58	113
Q3400204K4	Frequency of Attendance [Pst Yr] - Attractions/Events - Comedy clubs/shows - 2 times a year or more	2.85	28,038	2.73	104
Q3400205K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Dancing/night clubs - Once a year	3.71	25,025	2.44	152
Q3400205K2	Frequency of Attendance [Pst Yr] - Attractions/Events - Dancing/night clubs - 2-6 times a year	4.84	40,877	3.98	122
Q3400205K3	Frequency of Attendance [Pst Yr] - Attractions/Events - Dancing/night clubs - 7 times a year or more	1.49	16,733	1.63	91
Q3400206K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Dinner theatres - Once a year	0.96	16,686	1.63	59
Q3400206K4	Frequency of Attendance [Pst Yr] - Attractions/Events - Dinner theatres - 2 times a year or more	0.27	5,969	0.58	47
Q3400207K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Film festivals - Once a year	2.72	26,807	2.61	104
Q3400207K4	Frequency of Attendance [Pst Yr] - Attractions/Events - Film festivals - 2 times a year or more	1.34	14,502	1.41	95
Q3400208K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Music festivals - Once a year	3.32	30,437	2.97	112
Q3400208K4	Frequency of Attendance [Pst Yr] - Attractions/Events - Music festivals - 2 times a year or more	2.59	23,363	2.28	114
Q3400209K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Movies at a theatre/drive-in - Once a year	6.55	58,836	5.74	114
Q3400209K2	Frequency of Attendance [Pst Yr] - Attractions/Events - Movies at a theatre/drive-in - 2-6 times a year	26.63	260,598	25.40	105
Q3400209K3	Frequency of Attendance [Pst Yr] - Attractions/Events - Movies at a theatre/drive-in - 7 times a year or more	8.22	82,426	8.04	102
Q3400210K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Popular music/rock concerts - Once a year	7.43	74,409	7.25	102
Q3400210K2	Frequency of Attendance [Pst Yr] - Attractions/Events - Popular music/rock concerts - 2-6 times a year	7.64	84,842	8.27	92
Q3400210K3	Frequency of Attendance [Pst Yr] - Attractions/Events - Popular music/rock concerts - 7 times a year or more	2.59	23,184	2.26	115

Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: York Region Boundary

		%	Base Count	Base %	Index
Participating in Sports & Activities					
Q350010112	Frequency of Participation [Occas/Reg] - Adventure sports	9.33	106,940	10.42	89
Q350010212	Frequency of Participation [Occas/Reg] - Arts/crafts/sewing/knitting	37.02	400,639	39.05	95
Q350010312	Frequency of Participation [Occas/Reg] - ATV/snowmobiling	10.85	102,306	9.97	109
Q350010412	Frequency of Participation [Occas/Reg] - Baseball/softball	24.38	200,769	19.57	125
Q350010512	Frequency of Participation [Occas/Reg] - Basketball	18.31	180,780	17.62	104
Q350010612	Frequency of Participation [Occas/Reg] - Billiards/pool	26.52	252,568	24.62	108
Q350010712	Frequency of Participation [Occas/Reg] - Bowling	45.96	445,250	43.40	106
Q350010812	Frequency of Participation [Occas/Reg] - Camping	43.94	408,457	39.82	110
Q350010912	Frequency of Participation [Occas/Reg] - Canoeing/kayaking	34.12	354,043	34.51	99
Q350011312	Frequency of Participation [Occas/Reg] - Skiing - cross country / Snowshoeing	12.78	143,433	13.98	91
Q350011012	Frequency of Participation [Occas/Reg] - Curling	6.45	62,259	6.07	106
Q350011112	Frequency of Participation [Occas/Reg] - Cycling (mountain/road biking)	38.06	384,226	37.45	102
Q350011212	Frequency of Participation [Occas/Reg] - Fishing/hunting	23.57	220,947	21.54	109
Q350011312	Frequency of Participation [Occas/Reg] - Fitness classes	33.10	344,170	33.55	99
Q350011412	Frequency of Participation [Occas/Reg] - Fitness walking	47.79	488,652	47.63	100
Q350011512	Frequency of Participation [Occas/Reg] - Football	9.23	81,849	7.98	116
Q350011612	Frequency of Participation [Occas/Reg] - Gardening	54.64	564,802	55.06	99
Q350011712	Frequency of Participation [Occas/Reg] - Golfing	23.56	234,735	22.88	103
Q350011812	Frequency of Participation [Occas/Reg] - Health club activity	31.80	308,844	30.11	106
Q350011912	Frequency of Participation [Occas/Reg] - Hiking/backpacking	35.86	347,141	33.84	106
Q350012012	Frequency of Participation [Occas/Reg] - Hockey	15.21	135,382	13.20	115
Q350012112	Frequency of Participation [Occas/Reg] - Home exercise/home workout	56.00	563,359	54.91	102
Q350012212	Frequency of Participation [Occas/Reg] - Ice skating	33.68	318,171	31.02	109
Q350012312	Frequency of Participation [Occas/Reg] - Inline skating	5.39	52,335	5.10	106
Q350012412	Frequency of Participation [Occas/Reg] - Jogging	29.64	289,520	28.22	105
Q350012512	Frequency of Participation [Occas/Reg] - Marathon or similar event	4.25	42,180	4.11	103
Q350012612	Frequency of Participation [Occas/Reg] - Martial arts (any)	4.43	39,844	3.88	114
Q350013912	Frequency of Participation [Occas/Reg] - Photography	32.73	351,491	34.26	96
Q350012712	Frequency of Participation [Occas/Reg] - Pilates/yoga	19.11	213,410	20.80	92
Q350012812	Frequency of Participation [Occas/Reg] - Playing video games	48.12	445,528	43.43	111
Q350012912	Frequency of Participation [Occas/Reg] - Power boating/Jet skiing	7.28	82,921	8.08	90
Q350013012	Frequency of Participation [Occas/Reg] - Racquet sports	16.08	153,467	14.96	107
Q350013112	Frequency of Participation [Occas/Reg] - Reading	81.51	844,347	82.31	99
Q350013212	Frequency of Participation [Occas/Reg] - Skateboarding	3.51	36,446	3.55	99
Q350013412	Frequency of Participation [Occas/Reg] - Skiing - downhill	18.41	194,249	18.93	97
Q350013512	Frequency of Participation [Occas/Reg] - Snowboarding	7.14	63,813	6.22	115
Q350013612	Frequency of Participation [Occas/Reg] - Soccer	19.99	169,084	16.48	121
Q350013712	Frequency of Participation [Occas/Reg] - Swimming	56.93	582,528	56.78	100
Q350013812	Frequency of Participation [Occas/Reg] - Volunteer work	47.57	483,787	47.16	101
Q350014012	Frequency of Participation [Occas/Reg] - Whale watching	3.04	49,274	4.80	63

Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: York Region Boundary

		%	Base Count	Base %	Index
Attended Sports					
Q3500201K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Auto racing	3.06	33,946	3.31	92
Q3500202K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Baseball	20.16	211,872	20.65	98
Q3500203K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Basketball	18.58	135,918	13.25	140
Q3500204K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Boxing (!)	1.14	11,236	1.09	104
Q3500205K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Figure skating	1.06	19,121	1.86	57
Q3500206K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Football	6.47	62,892	6.13	106
Q3500207K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Golf	1.57	19,552	1.91	82
Q3500208K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Hockey	24.91	210,673	20.54	121
Q3500209K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Horse racing	7.16	50,802	4.95	145
Q3500210K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Lacrosse	1.30	16,426	1.60	81
Q3500211K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Soccer	9.89	88,756	8.65	114
Q3500212K2	Attended/Visited [Pst Yr] - Live Professional Sports Events - Tennis	3.45	27,238	2.65	130

Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: York Region Boundary

		%	Base Count	Base %	Index
Travel - Vacation/Business					
Q4900501C1	Used [Pst 3 Yrs] - Vacation Accommodations - All-inclusive resort	31.53	284,709	27.75	114
Q4900502C1	Used [Pst 3 Yrs] - Vacation Accommodations - Spa resort	4.70	39,621	3.86	122
Q4900503C1	Used [Pst 3 Yrs] - Vacation Accommodations - Bed and breakfast	13.08	132,832	12.95	101
Q4900504C1	Used [Pst 3 Yrs] - Vacation Accommodations - Boat	1.31	16,385	1.60	82
Q4900505C1	Used [Pst 3 Yrs] - Vacation Accommodations - Camping	14.64	129,834	12.66	116
Q4900506C1	Used [Pst 3 Yrs] - Vacation Accommodations - Condominium/apartment	13.35	114,810	11.19	119
Q4900507C1	Used [Pst 3 Yrs] - Vacation Accommodations - Cottage	20.81	210,262	20.50	102
Q4900508C1	Used [Pst 3 Yrs] - Vacation Accommodations - Cruise ship	9.50	100,351	9.78	97
Q4900509C1	Used [Pst 3 Yrs] - Vacation Accommodations - Friends/relatives	35.17	358,248	34.92	101
Q4900510C1	Used [Pst 3 Yrs] - Vacation Accommodations - Hotel	58.52	573,242	55.88	105
Q4900511C1	Used [Pst 3 Yrs] - Vacation Accommodations - Motel	9.12	123,629	12.05	76
Q4900512C1	Used [Pst 3 Yrs] - Vacation Accommodations - Package tours	2.28	40,174	3.92	58
Q4900513C1	Used [Pst 3 Yrs] - Vacation Accommodations - RV/camper	4.77	40,336	3.93	121
Q4900514C1	Used [Pst 3 Yrs] - Vacation Accommodations - Vacation rental by owner	15.39	166,046	16.19	95
Q490060C01	Spent Last Vacation - Vacation Spending - Under \$500	29.02	283,170	27.60	105
Q490060C02	Spent Last Vacation - Vacation Spending - \$500 - \$999	14.90	152,892	14.90	100
Q490060C03	Spent Last Vacation - Vacation Spending - \$1,000 - \$1,999	27.84	246,191	24.00	116
Q490060C04	Spent Last Vacation - Vacation Spending - \$2,000 - \$2,999	9.55	128,747	12.55	76
Q490060C05	Spent Last Vacation - Vacation Spending - \$3,000 - \$3,999	5.96	70,405	6.86	87
Q490060C06	Spent Last Vacation - Vacation Spending - \$4,000 or more	12.73	144,464	14.08	90
Q4900701K2	Used [Pst 3 Yrs] - Vacation Planning - Book through an airline directly	43.06	417,214	40.67	106
Q4900702K2	Used [Pst 3 Yrs] - Vacation Planning - Book through a hotel directly	35.15	356,191	34.72	101
Q4900703K2	Used [Pst 3 Yrs] - Vacation Planning - Book through a full service travel agent	28.36	266,194	25.95	109
Q4900704K2	Used [Pst 3 Yrs] - Vacation Planning - Book through a discount/last minute agency	13.66	126,963	12.38	110
Q4900705K2	Used [Pst 3 Yrs] - Vacation Planning - Book a package tour	14.03	151,886	14.81	95
Q4900706K2	Used [Pst 3 Yrs] - Vacation Planning - Book through an on-line travel agency	41.91	396,537	38.65	108
Q4900707K2	Used [Pst 3 Yrs] - Vacation Planning - Book through airline/hotel website	28.25	278,733	27.17	104
Q4900708K2	Used [Pst 3 Yrs] - Vacation Planning - Other services	16.88	157,791	15.38	110
Q4910212C1	Visited [Pst Yr] - Online Travel Services - Booking.com	23.38	251,289	24.50	95
Q4910202C1	Visited [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca	44.58	416,938	40.64	110
Q4910203C1	Visited [Pst Yr] - Online Travel Services - Hotels.com	19.59	201,718	19.66	100
Q4910204C1	Visited [Pst Yr] - Online Travel Services - itravel2000.com	10.70	93,745	9.14	117
Q4910205C1	Visited [Pst Yr] - Online Travel Services - Redtag.ca	8.37	90,590	8.83	95
Q4910206C1	Visited [Pst Yr] - Online Travel Services - Sunwing.ca	20.46	172,683	16.83	122
Q4910207C1	Visited [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.ca	16.71	152,636	14.88	112
Q4910211C1	Visited [Pst Yr] - Online Travel Services - Trivago.ca	19.32	205,523	20.03	96
Q4910208C1	Visited [Pst Yr] - Online Travel Services - Other discount travel sites	9.98	102,783	10.02	100
Q4910209C1	Visited [Pst Yr] - Online Travel Services - Airline websites	30.26	306,104	29.84	101
Q4910210C1	Visited [Pst Yr] - Online Travel Services - Other online travel sites	14.43	148,743	14.50	100
Q4910301C1	Booked With [Pst Yr] - Online Travel Services - Booking.com	4.36	55,464	5.41	81
Q4910302C1	Booked With [Pst Yr] - Online Travel Services - Expedia.com/Expedia.ca	15.67	157,944	15.40	102
Q4910303C1	Booked With [Pst Yr] - Online Travel Services - Hotels.com	2.67	38,712	3.77	71
Q4910313C1	Booked With [Pst Yr] - Online Travel Services - Redtag.ca/itravel.com (!)	1.21	17,871	1.74	69
Q4910307C1	Booked With [Pst Yr] - Online Travel Services - Travelocity.com/Travelocity.ca	1.25	14,327	1.40	89
Q4910312C1	Booked With [Pst Yr] - Online Travel Services - Trivago.ca	1.78	22,143	2.16	83
Q4910311C1	Booked With [Pst Yr] - Online Travel Services - Other discount travel sites	1.63	16,412	1.60	102
Q4910309C1	Booked With [Pst Yr] - Online Travel Services - Airline websites	8.50	93,935	9.16	93
Q4910310C1	Booked With [Pst Yr] - Online Travel Services - Other online travel sites	2.89	37,891	3.69	78
Q492090C01	Taken [Pst 3 Yrs] - Out-of-town vacations - 0	18.34	197,578	19.26	95
Q492090C02	Taken [Pst 3 Yrs] - Out-of-town vacations - 1-2	24.84	267,386	26.06	95
Q492090C03	Taken [Pst 3 Yrs] - Out-of-town vacations - 3-4	33.31	319,725	31.17	107
Q492090C04	Taken [Pst 3 Yrs] - Out-of-town vacations - 5 or more	23.51	241,180	23.51	100
Q5300901K2	Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips	8.89	88,910	8.67	103
Q5300901K3	Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips	3.10	24,705	2.41	129
Q5300901K4	Frequency of Trips by Air [Pst Yr] - Business Trips (160+ KMs one way) - More than 6 trips	1.79	15,954	1.55	115
Q5300903K2	Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 1-2 trips	7.55	82,892	8.08	93
Q5300903K3	Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - 3-6 trips	1.82	30,262	2.95	62
Q5300903K4	Frequency of Trips by Car [Pst Yr] - Business Trips (160+ KMs one way) - More than 6 trips	7.13	54,722	5.33	134
Q5301000K1	Nights Away [Pst Yr] - Business Trips - None	55.68	525,661	51.24	109
Q5301000K2	Nights Away [Pst Yr] - Business Trips - 1 to 5 nights	9.65	87,281	8.51	113
Q5301000K3	Nights Away [Pst Yr] - Business Trips - 6 to 10 nights	1.23	19,208	1.87	65
Q5301000K7	Nights Away [Pst Yr] - Business Trips - 11 to 21 nights	6.08	46,141	4.50	135
Q5301000K6	Nights Away [Pst Yr] - Business Trips - More than 21 nights	3.02	29,216	2.85	106

Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: York Region Boundary

		%	Base Count	Base %	Index
Consumer Shows					
Q3300101C1	Attended [Pst Yr] - Attractions/Events - Auto shows	4.14	52,950	5.16	80
Q3300125C1	Attended [Pst Yr] - Attractions/Events - Baby/Kid shows (!)	1.24	17,002	1.66	75
Q3300102C1	Attended [Pst Yr] - Attractions/Events - Boat shows	2.33	19,492	1.90	123
Q3300122C1	Attended [Pst Yr] - Attractions/Events - Book shows	0.63	9,586	0.93	67
Q3300103C1	Attended [Pst Yr] - Attractions/Events - Bridal shows (!)	0.72	8,995	0.88	82
Q3300104C1	Attended [Pst Yr] - Attractions/Events - Cottage shows (!)	1.25	18,163	1.77	70
Q3300105C1	Attended [Pst Yr] - Attractions/Events - Craft shows	3.43	53,645	5.23	66
Q3300126C1	Attended [Pst Yr] - Attractions/Events - Electronics/photo shows (!)	0.77	8,533	0.83	93
Q3300107C1	Attended [Pst Yr] - Attractions/Events - Fan shows	2.76	33,917	3.31	84
Q3300108C1	Attended [Pst Yr] - Attractions/Events - Fitness/golf/ski shows	2.15	13,757	1.34	160
Q3300109C1	Attended [Pst Yr] - Attractions/Events - Food/wine shows	3.47	32,810	3.20	108
Q3300110C1	Attended [Pst Yr] - Attractions/Events - Garden shows	2.08	31,305	3.05	68
Q3300111C1	Attended [Pst Yr] - Attractions/Events - Health and living shows	2.26	21,380	2.08	108
Q3300112C1	Attended [Pst Yr] - Attractions/Events - Home shows	3.84	53,709	5.24	73
Q3300113C1	Attended [Pst Yr] - Attractions/Events - Job fairs	1.21	12,724	1.24	98
Q3300114C1	Attended [Pst Yr] - Attractions/Events - Motorcycle shows	0.37	6,884	0.67	55
Q3300115C1	Attended [Pst Yr] - Attractions/Events - Pet shows	3.30	25,391	2.48	133
Q3300116C1	Attended [Pst Yr] - Attractions/Events - RV shows	0.54	8,066	0.79	69
Q3300119C1	Attended [Pst Yr] - Attractions/Events - Sportsman/outdoor shows	1.48	16,929	1.65	90
Q3300120C1	Attended [Pst Yr] - Attractions/Events - Travel shows	1.52	10,220	1.00	152
Q3300124C1	Attended [Pst Yr] - Attractions/Events - Other shows	4.47	39,442	3.85	116
Q3400103C1	Attended/Visited [Pst Yr] - Attractions/Events - Beer/food/wine festivals	8.39	106,587	10.39	81
Q3400203K1	Frequency of Attendance [Pst Yr] - Attractions/Events - Beer/food/wine festivals - Once a year	3.30	45,555	4.44	74
Q3400203K4	Frequency of Attendance [Pst Yr] - Attractions/Events - Beer/food/wine festivals - 2 times a year or more	5.09	61,033	5.95	86

Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: York Region Boundary

		%	Base Count	Base %	Index
F&B					
Q3420203C1	Visited [Pst Yr] - Locations - Restaurant, resto-bar, or pub	80.19	823,821	80.31	100
Q3420204C1	Visited [Pst Yr] - Locations - Bar or nightclub	29.12	241,989	23.59	123
Q3420303C1	Visited [Pst Mth] - Locations - Restaurant, resto-bar, or pub	68.06	689,142	67.18	101
Q3420304C1	Visited [Pst Mth] - Locations - Bar or nightclub	15.99	125,490	12.23	131
Q3420403C1	Visited [Pst Wk] - Locations - Restaurant, resto-bar, or pub	41.72	419,092	40.85	102
Q3420404C1	Visited [Pst Wk] - Locations - Bar or nightclub	7.61	57,766	5.63	135
Q3420503K1	Frequency of Visiting [Pst Wk] - Locations - Restaurant, resto-bar, or pub - 1 time	17.77	199,855	19.48	91
Q3420503K2	Frequency of Visiting [Pst Wk] - Locations - Restaurant, resto-bar, or pub - 2 times	13.20	117,966	11.50	115
Q3420503K3	Frequency of Visiting [Pst Wk] - Locations - Restaurant, resto-bar, or pub - 3 times	5.85	55,473	5.41	108
Q3420503K4	Frequency of Visiting [Pst Wk] - Locations - Restaurant, resto-bar, or pub - 4 to 6 times	2.43	23,541	2.29	106
Q3420503K5	Frequency of Visiting [Pst Wk] - Locations - Restaurant, resto-bar, or pub - 7 times or more	2.48	22,256	2.17	114
Q3420504K1	Frequency of Visiting [Pst Wk] - Locations - Bar or nightclub - 1 time	3.99	30,462	2.97	135
Q3420504K6	Frequency of Visiting [Pst Wk] - Locations - Bar or nightclub - 2 times or more	3.61	27,305	2.66	136

Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: York Region Boundary

		%	Base Count	Base %	Index
Alcohol					
Q4500100K1	Drinks [Pst Wk] - Beer - None	68.62	724,469	70.62	97
Q4500100K2	Drinks [Pst Wk] - Beer - 1-3	21.50	183,147	17.85	120
Q4500100K3	Drinks [Pst Wk] - Beer - 4-6	5.67	61,709	6.01	94
Q4500100K4	Drinks [Pst Wk] - Beer - 7-9	1.90	27,184	2.65	72
Q4500100K5	Drinks [Pst Wk] - Beer - 10-12	1.22	12,097	1.18	103
Q4500100K6	Drinks [Pst Wk] - Beer - More than 12	1.09	17,262	1.68	65
Q4510300K1	Drinks [Pst Wk] - Beer (outside the home) - None	88.55	911,594	88.86	100
Q4510300K2	Drinks [Pst Wk] - Beer (outside the home) - 1-3	8.74	91,759	8.95	98
Q4510300K3	Drinks [Pst Wk] - Beer (outside the home) - 4-6	2.47	19,232	1.88	132
Q4510300K7	Drinks [Pst Wk] - Beer (outside the home) - 7 or more (!)	0.24	3,284	0.32	74
Q4500330K4	Brand Drink [M Of/Freq] - Beer - Other Canadian microbrewery/craft beer	12.41	139,160	13.56	91
Q4500501C1	Types Drank [Pst Mth] - Beer - Regular priced domestic beer (excl.microbrewery beers)	13.28	135,635	13.22	100
Q4500502C1	Types Drank [Pst Mth] - Beer - Value priced domestic beer (excl. microbrewery beers)	3.43	31,512	3.07	112
Q4500503C1	Types Drank [Pst Mth] - Beer - Light beer	8.10	85,571	8.34	97
Q4500504C1	Types Drank [Pst Mth] - Beer - Microbrewery/craft beer	8.45	100,992	9.85	86
Q4500505C1	Types Drank [Pst Mth] - Beer - Imported beer	13.07	124,181	12.11	108
Q4500507C1	Types Drank [Pst Mth] - Beer - Non-alcoholic beer	1.50	18,437	1.80	84
Q4510129C1	Drank [Pst Mth] - Beverages - Cider	7.88	85,890	8.37	94
Q4510130C1	Drank [Pst Mth] - Beverages - Coolers/pre-mixed drinks	9.41	92,315	9.00	105
Q4510131C1	Drank [Pst Mth] - Beverages - Liqueurs (any)	8.69	75,558	7.37	118
Q4510132C1	Drank [Pst Mth] - Beverages - Gin	4.72	57,040	5.56	85
Q4510133C1	Drank [Pst Mth] - Beverages - Port/sherry	1.30	18,601	1.81	72
Q4510134C1	Drank [Pst Mth] - Beverages - Rum	7.70	78,466	7.65	101
Q4510135C1	Drank [Pst Mth] - Beverages - Tequila	3.96	44,575	4.34	91
Q4510136C1	Drank [Pst Mth] - Beverages - Vodka	13.30	125,501	12.23	109
Q4510137C1	Drank [Pst Mth] - Beverages - Rye/Canadian whisky	9.41	88,328	8.61	109
Q4510138C1	Drank [Pst Mth] - Beverages - Scotch whisky	5.11	55,947	5.45	94
Q4510139C1	Drank [Pst Mth] - Beverages - Other whisky	2.02	25,813	2.52	80
Q4510140C1	Drank [Pst Mth] - Beverages - Red wine (any)	27.65	260,236	25.37	109
Q4510141C1	Drank [Pst Mth] - Beverages - Rosé wine (any)	6.22	63,417	6.18	101
Q4510142C1	Drank [Pst Mth] - Beverages - Sparkling/champagne (any)	4.47	51,781	5.05	89
Q4510143C1	Drank [Pst Mth] - Beverages - White wine (any)	20.94	230,099	22.43	93
Q4510144C1	Drank [Pst Mth] - Beverages - Canadian wine	16.41	172,064	16.77	98
Q4510149C1	Drank [Pst Mth] - Beverages - Other alcoholic beverages (excluding beer)	3.10	42,701	4.16	74
Q4510230K1	Frequency of Drinking [Pst Mth] - Beverages - Liqueurs (any) - Once a month	2.98	34,094	3.32	90
Q4510230K2	Frequency of Drinking [Pst Mth] - Beverages - Liqueurs (any) - 2-3 times a month	5.22	35,481	3.46	151
Q4510230K3	Frequency of Drinking [Pst Mth] - Beverages - Liqueurs (any) - Once a week or more (!)	0.43	5,865	0.57	76
Q4510231K1	Frequency of Drinking [Pst Mth] - Beverages - Gin - Once a month	1.93	27,333	2.66	73
Q4510231K2	Frequency of Drinking [Pst Mth] - Beverages - Gin - 2-3 times a month	2.35	22,382	2.18	108
Q4510231K3	Frequency of Drinking [Pst Mth] - Beverages - Gin - Once a week or more	0.44	7,325	0.71	62
Q4510232K1	Frequency of Drinking [Pst Mth] - Beverages - Port/sherry - Once a month	0.43	8,688	0.85	51
Q4510232K4	Frequency of Drinking [Pst Mth] - Beverages - Port/sherry - 2-3 times a month or more	0.68	7,590	0.74	92
Q4510233K1	Frequency of Drinking [Pst Mth] - Beverages - Rum - Once a month	3.78	30,298	2.95	128
Q4510233K2	Frequency of Drinking [Pst Mth] - Beverages - Rum - 2-3 times a month	2.27	31,171	3.04	75
Q4510233K3	Frequency of Drinking [Pst Mth] - Beverages - Rum - Once a week or more	1.65	16,998	1.66	99
Q4510234K1	Frequency of Drinking [Pst Mth] - Beverages - Tequila - Once a month	3.04	31,029	3.02	100
Q4510234K4	Frequency of Drinking [Pst Mth] - Beverages - Tequila - 2-3 times a month or more	0.92	13,546	1.32	70
Q4510235K1	Frequency of Drinking [Pst Mth] - Beverages - Vodka - Once a month	7.10	62,847	6.13	116
Q4510235K2	Frequency of Drinking [Pst Mth] - Beverages - Vodka - 2-3 times a month	5.71	52,911	5.16	111
Q4510235K3	Frequency of Drinking [Pst Mth] - Beverages - Vodka - Once a week or more	0.49	9,743	0.95	52
Q4510236K1	Frequency of Drinking [Pst Mth] - Beverages - Rye/Canadian whisky - Once a month	2.36	30,542	2.98	79
Q4510236K2	Frequency of Drinking [Pst Mth] - Beverages - Rye/Canadian whisky - 2-3 times a month	4.90	37,073	3.61	136
Q4510236K3	Frequency of Drinking [Pst Mth] - Beverages - Rye/Canadian whisky - Once a week or more	2.13	20,349	1.98	107
Q4510237K1	Frequency of Drinking [Pst Mth] - Beverages - Scotch whisky - Once a month	1.63	16,798	1.64	99
Q4510237K2	Frequency of Drinking [Pst Mth] - Beverages - Scotch whisky - 2-3 times a month	2.73	27,462	2.68	102
Q4510237K3	Frequency of Drinking [Pst Mth] - Beverages - Scotch whisky - Once a week or more	0.75	11,195	1.09	69
Q4510238K1	Frequency of Drinking [Pst Mth] - Beverages - Other whisky - Once a month	0.77	10,013	0.98	79
Q4510238K2	Frequency of Drinking [Pst Mth] - Beverages - Other whisky - 2-3 times a month	0.55	7,113	0.69	79
Q4510238K3	Frequency of Drinking [Pst Mth] - Beverages - Other whisky - Once a week or more (!)	0.70	8,686	0.85	83
Q4510239K1	Frequency of Drinking [Pst Mth] - Beverages - Red wine (any) - Once a month	8.55	65,366	6.37	134
Q4510239K2	Frequency of Drinking [Pst Mth] - Beverages - Red wine (any) - 2-3 times a month	11.75	113,831	11.10	106
Q4510239K3	Frequency of Drinking [Pst Mth] - Beverages - Red wine (any) - Once a week or more	7.35	81,040	7.90	93
Q4510240K1	Frequency of Drinking [Pst Mth] - Beverages - Rosé wine (any) - Once a month	3.50	34,966	3.41	103
Q4510240K2	Frequency of Drinking [Pst Mth] - Beverages - Rosé wine (any) - 2-3 times a month	2.25	22,380	2.18	103
Q4510240K3	Frequency of Drinking [Pst Mth] - Beverages - Rosé wine (any) - Once a week or more	0.48	6,072	0.59	80
Q4510241K1	Frequency of Drinking [Pst Mth] - Beverages - Sparkling/champagne (any) - Once a month	2.29	25,351	2.47	93
Q4510241K2	Frequency of Drinking [Pst Mth] - Beverages - Sparkling/champagne (any) - 2-3 times a month	1.72	20,508	2.00	86
Q4510241K3	Frequency of Drinking [Pst Mth] - Beverages - Sparkling/champagne (any) - Once a week or more (!)	0.46	5,921	0.58	80
Q4510242K1	Frequency of Drinking [Pst Mth] - Beverages - White wine (any) - Once a month	7.49	70,550	6.88	109
Q4510242K2	Frequency of Drinking [Pst Mth] - Beverages - White wine (any) - 2-3 times a month	8.30	98,978	9.65	86
Q4510242K3	Frequency of Drinking [Pst Mth] - Beverages - White wine (any) - Once a week or more	5.15	60,570	5.90	87
Q4510243K1	Frequency of Drinking [Pst Mth] - Beverages - Canadian wine - Once a month	4.79	56,668	5.52	87
Q4510243K2	Frequency of Drinking [Pst Mth] - Beverages - Canadian wine - 2-3 times a month	6.16	63,645	6.20	99
Q4510243K3	Frequency of Drinking [Pst Mth] - Beverages - Canadian wine - Once a week or more	5.47	51,750	5.04	108

Ranking Variables | Customers

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: York Region Boundary

		%	Base Count	Base %	Index
Psychographics					
Q54001011	Statements - 'New and improved' on packages is just an advertising gimmick - Agree	69.87	710,230	69.23	101
Q54001021	Statements - I buy the latest high-tech gadgets before most people I know - Agree	12.29	109,748	10.70	115
Q54001031	Statements - Premium priced brands are generally worth the extra money - Agree	35.80	347,545	33.88	106
Q54001041	Statements - I offer recommendations of products/services to other people - Agree	62.24	594,047	57.91	107
Q54001051	Statements - Advertising is an important source of information to me - Agree	29.42	311,598	30.37	97
Q54001061	Statements - I am very concerned about the nutritional content of food products I buy - Agree	67.58	712,133	69.42	97
Q54001071	Statements - I prefer low-calorie or "light" foods and drinks - Agree	25.35	303,586	29.59	86
Q54001091	Statements - I like to try new and different products - Agree	52.33	541,931	52.83	99
Q54001101	Statements - If I see something interesting in a store, I will usually buy it on impulse - Agree	23.18	235,621	22.97	101
Q54001111	Statements - I tend to pass up my favourite brand if something else is on sale - Agree	34.82	369,298	36.00	97
Q54001121	Statements - If one of my usual brands is on special, I will buy extra - Agree	68.25	722,085	70.39	97
Q54001131	Statements - It's important to buy products from socially-responsible/environmentally-friendly companies - Agree	59.81	599,424	58.43	102
Q54001141	Statements - Once I find a brand I like, I stick with it - Agree	73.17	753,207	73.42	100
Q54001151	Statements - No-name products are as good as nationally advertised brands - Agree	44.49	504,206	49.15	91
Q54001161	Statements - I am willing to pay more for eco-friendly products - Agree	30.03	338,449	32.99	91
Q54001171	Statements - When I make a purchase, I often spend more than I thought I would - Agree	36.17	354,031	34.51	105
Q54001181	Statements - I am willing to pay a little extra to save time shopping - Agree	43.70	408,628	39.83	110
Q54001191	Statements - To me, shopping is a chore rather than a pleasure - Agree	42.87	421,937	41.13	104
Q54001211	Statements - I worry about not having enough money to retire - Agree	37.87	407,883	39.76	95
Q54001221	Statements - I prefer to postpone a purchase than buy on credit - Agree	46.75	497,417	48.49	96
Q54001231	Statements - I like to try new places to eat - Agree	58.94	592,820	57.79	102
Q54001241	Statements - I lead a fairly busy social life - Agree	28.52	286,279	27.91	102
Q54001251	Statements - I do more entertaining at home now than ever before - Agree	23.48	238,979	23.30	101
Q54001261	Statements - I try to keep abreast of changes in style and fashions - Agree	20.36	221,151	21.56	94
Q54001271	Statements - I take care of money matters and bill paying in our household - Agree	50.57	543,004	52.93	96
Q54001281	Statements - I compare grocery prices at different stores - Agree	47.63	506,757	49.40	96
Q54001291	Statements - I value companies who give back to the community - Agree	62.13	639,751	62.36	100
Q54001301	Statements - I would like to eat healthy foods more often - Agree	77.30	795,439	77.54	100
Q54001321	Statements - I have tried a product/service based on a personal recommendation - Agree	72.63	740,549	72.19	101
Q54001331	Statements - I enjoy being extravagant/indulgent - Agree	22.44	191,974	18.71	120
Q54001341	Statements - I consider myself to be sophisticated - Agree	30.55	306,802	29.91	102
Q54001351	Statements - I prepare a grocery list before doing my shopping - Agree	61.21	638,120	62.20	98
Q54001361	Statements - I like to cook - Agree	55.76	543,478	52.98	105
Q54001371	Statements - I am interested in learning about different cultures - Agree	62.01	618,576	60.30	103
Q54001381	Statements - I would rather spend a quiet evening at home than go out to a party - Agree	70.65	714,706	69.67	101
Q54001391	Statements - Family life and having children are most important to me - Agree	60.65	647,235	63.09	96
Q54001401	Statements - Television is my primary source of entertainment - Agree	48.15	494,562	48.21	100
Q54001411	Statements - My home is kept very neat and clean - Agree	61.26	591,027	57.61	106
Q54001421	Statements - I consider myself to be informed on current events or issues - Agree	63.08	640,259	62.41	101
Q54001431	Statements - I generally achieve what I set out to do - Agree	69.18	683,283	66.61	104
Q54001441	Statements - An important part of my life and activities is dressing smartly - Agree	38.21	374,970	36.55	105
Q54001451	Statements - I have difficulty trying to balance my work and family/personal life - Agree	31.39	249,179	24.29	129
Q54001461	Statements - I am more independent than most people - Agree	56.01	584,536	56.98	98
Q54001471	Statements - I am careful of what I eat in order to keep my weight under control - Agree	45.37	473,151	46.12	98
Q54001481	Statements - My friends' opinions are an important source of information for me - Agree	42.52	457,357	44.58	95
Q54001491	Statements - I place a lot of importance on personal appearance - Agree	40.36	426,096	41.53	97
Q54001501	Statements - I am concerned about the issues of online security/identity theft - Agree	67.26	718,373	70.03	96
Q54001511	Statements - It is important to monitor what children watch/listen to/access via media - Agree	72.81	762,226	74.30	98
Q54001521	Statements - I make an effort to buy local produce/products - Agree	58.89	598,936	58.38	101
Q54001531	Statements - Vegetarianism is a healthy option - Agree	29.74	310,647	30.28	98
Q54001541	Statements - Free-trial/product samples can influence my purchase decisions - Agree	45.17	461,358	44.97	100
Q54001551	Statements - I am more of a spender than a saver - Agree	21.35	235,310	22.94	93
Q54001601	Statements - Staying connected via social media is very important to me - Agree	37.90	356,245	34.73	109
Q54001571	Statements - Online streaming services do not replace radio - Agree	47.69	480,239	46.81	102
Q54001581	Statements - Radio feels more personal than other media - Agree	41.89	443,253	43.21	97
Q54001561	Statements - I have had or would consider cosmetic procedures/surgery - Agree	15.76	135,747	13.23	119
Q54001611	Statements - I consider it important to vote in elections - Agree	81.25	842,979	82.17	99
Q54001621	Statements - I prefer to shop at retail store location for the customer experience - Agree	54.66	572,701	55.83	98
Q54001631	Statements - I prefer to shop online for convenience - Agree	39.65	366,372	35.71	111
Q54001641	Statements - I am adventurous/"outdoorsy" - Agree	43.65	403,898	39.37	111
Q54001651	Statements - I am concerned about people getting high and driving - Agree	77.35	816,741	79.61	97
Q54001661	Statements - When I shop online I prefer to support Canadian retailers - Agree	52.60	555,632	54.16	97

Ranking Variables | Customers

Social Values Glossary

Customer: RTO6 2017-2019 All Postal Codes: QTY

Benchmark: York Region Boundary

		%	Base Count	Base %	Index
Social Values					
SV00001	Acceptance of Violence	31.60	285,500	29.08	109
SV00002	Active Government	23.98	215,940	21.99	109
SV00003	Adaptability to Complexity	24.49	251,377	25.60	96
SV00004	Advertising as Stimulus	32.51	298,427	30.39	107
SV00005	Anomie-Aimlessness	34.52	297,490	30.30	114
SV00006	Attraction For Crowds	35.36	317,085	32.30	109
SV00007	Attraction to Nature	14.45	148,713	15.15	95
SV00008	Aversion to Complexity	24.53	228,043	23.23	106
SV00009	Brand Apathy	19.48	190,710	19.42	100
SV00010	Brand Genuineess	28.02	273,962	27.90	100
SV00011	Buying on Impulse	25.70	255,397	26.01	99
SV00012	Community Involvement	25.32	249,616	25.42	100
SV00013	Concern for Appearance	28.32	272,634	27.77	102
SV00014	Confidence in Advertising	33.60	287,131	29.24	115
SV00015	Confidence in Big Business	33.20	309,807	31.55	105
SV00016	Confidence in Small Business	22.56	210,489	21.44	105
SV00017	Consumption Evangelism	35.20	320,700	32.66	108
SV00018	Consumptivity	27.82	254,567	25.93	107
SV00019	Cultural Assimilation	21.14	199,200	20.29	104
SV00020	Culture Sampling	27.17	256,887	26.16	104
SV00021	Discriminating Consumerism	23.26	208,706	21.26	109
SV00022	Duty	26.00	240,449	24.49	106
SV00023	Ecological Concern	17.58	191,385	19.49	90
SV00024	Ecological Fatalism	31.94	292,266	29.77	107
SV00025	Ecological Lifestyle	23.58	217,916	22.20	106
SV00026	Effort Toward Health	24.13	233,422	23.77	102
SV00027	Emotional Control	24.17	230,143	23.44	103
SV00028	Enthusiasm for Technology	30.55	266,095	27.10	113
SV00029	Equal Relationship with Youth	27.52	265,228	27.01	102
SV00030	Ethical Consumerism	20.10	207,184	21.10	95
SV00031	Fatalism	30.71	282,265	28.75	107
SV00032	Fear of Violence	25.47	256,688	26.14	97
SV00033	Financial Concern Regarding the Future	23.10	229,947	23.42	99
SV00034	Financial Security	23.86	234,835	23.92	100
SV00035	Flexible Families	19.85	200,896	20.46	97
SV00036	Fulfilment Through Work	13.16	154,481	15.73	84
SV00037	Global Consciousness	23.87	232,924	23.72	101
SV00038	Importance of Aesthetics	30.89	289,011	29.44	105
SV00039	Importance of Brand	29.52	275,538	28.06	105
SV00040	Importance of Price	24.08	217,377	22.14	109
SV00041	Importance of Spontaneity	20.13	191,280	19.48	103
SV00042	Interest in the Unexplained	25.43	238,990	24.34	104
SV00043	Introspection & Empathy	26.02	247,883	25.25	103
SV00044	Intuition & Impulse	25.04	241,683	24.61	102
SV00045	Joy of Consumption	29.95	272,151	27.72	108
SV00046	Just Deserts	28.37	253,180	25.79	110
SV00047	Legacy	30.16	288,521	29.39	103
SV00049	Multiculturalism	29.11	270,334	27.53	106
SV00050	National Pride	26.01	243,444	24.80	105
SV00051	Need for Escape	24.67	243,372	24.79	100
SV00052	Need for Status Recognition	31.57	301,127	30.67	103
SV00053	North American Dream	26.93	249,207	25.38	106
SV00054	Obedience to Authority	24.27	224,169	22.83	106
SV00055	Ostentatious Consumption	36.54	339,133	34.54	106
SV00056	Parochialism	25.90	238,280	24.27	107
SV00057	Patriarchy	31.20	289,893	29.53	106
SV00058	Penchant for Risk	33.22	306,571	31.22	106
SV00059	Personal Challenge	22.15	223,423	22.76	97
SV00060	Personal Control	18.59	196,554	20.02	93
SV00061	Personal Creativity	24.22	223,233	22.74	107
SV00062	Personal Expression	28.21	261,229	26.61	106
SV00063	Personal Optimism	32.56	290,517	29.59	110
SV00273	Primacy of Environmental Protection	20.39	211,698	21.56	95
SV00064	Primacy of the Family	28.29	252,041	25.67	110
SV00065	Propriety	27.78	276,970	28.21	98
SV00066	Pursuit of Intensity	27.19	260,956	26.58	102
SV00067	Pursuit of Novelty	31.79	292,904	29.83	107
SV00068	Pursuit of Originality	26.81	252,183	25.68	104
SV00069	Racial Fusion	25.47	225,716	22.99	111
SV00070	Rejection of Authority	22.98	228,127	23.23	99
SV00272	Rejection of Inequality	20.83	197,137	20.08	104
SV00072	Rejection of Orderliness	18.45	196,662	20.03	92
SV00073	Religion a la Carte	24.15	226,297	23.05	105
SV00074	Religiosity	33.18	314,916	32.07	103
SV00075	Saving on Principle	28.00	289,421	29.48	95
SV00076	Search for Roots	22.03	219,917	22.40	98
SV00077	Sensualism	25.10	245,894	25.04	100
SV00078	Sexism	28.18	269,478	27.45	103
SV00079	Sexual Permissiveness	24.02	229,873	23.41	103
SV00080	Skepticism Toward Small Business	26.04	262,446	26.73	97
SV00081	Skepticism Towards Advertising	19.08	195,099	19.87	96
SV00271	Social Darwinism	31.91	298,623	30.41	105
SV00083	Social Intimacy	24.34	242,371	24.68	99
SV00084	Social Learning	21.64	212,636	21.66	100
SV00085	Social Responsibility	22.87	213,006	21.70	105
SV00086	Spiritual Quest	27.24	254,396	25.91	105
SV00087	Status via Home	39.03	354,558	36.11	108
SV00088	Technology Anxiety	27.07	238,432	24.28	111
SV00089	Time Stress	26.72	270,301	27.53	97
SV00090	Traditional Family	34.39	322,129	32.81	105
SV00091	Utilitarian Consumerism	21.22	207,509	21.14	100
SV00092	Vitality	23.53	234,337	23.87	99
SV00093	Voluntary Simplicity	24.36	223,299	22.74	107
SV00094	Work Ethic	28.80	250,055	25.47	113
SV00095	Xenophobia	27.07	250,231	25.49	106