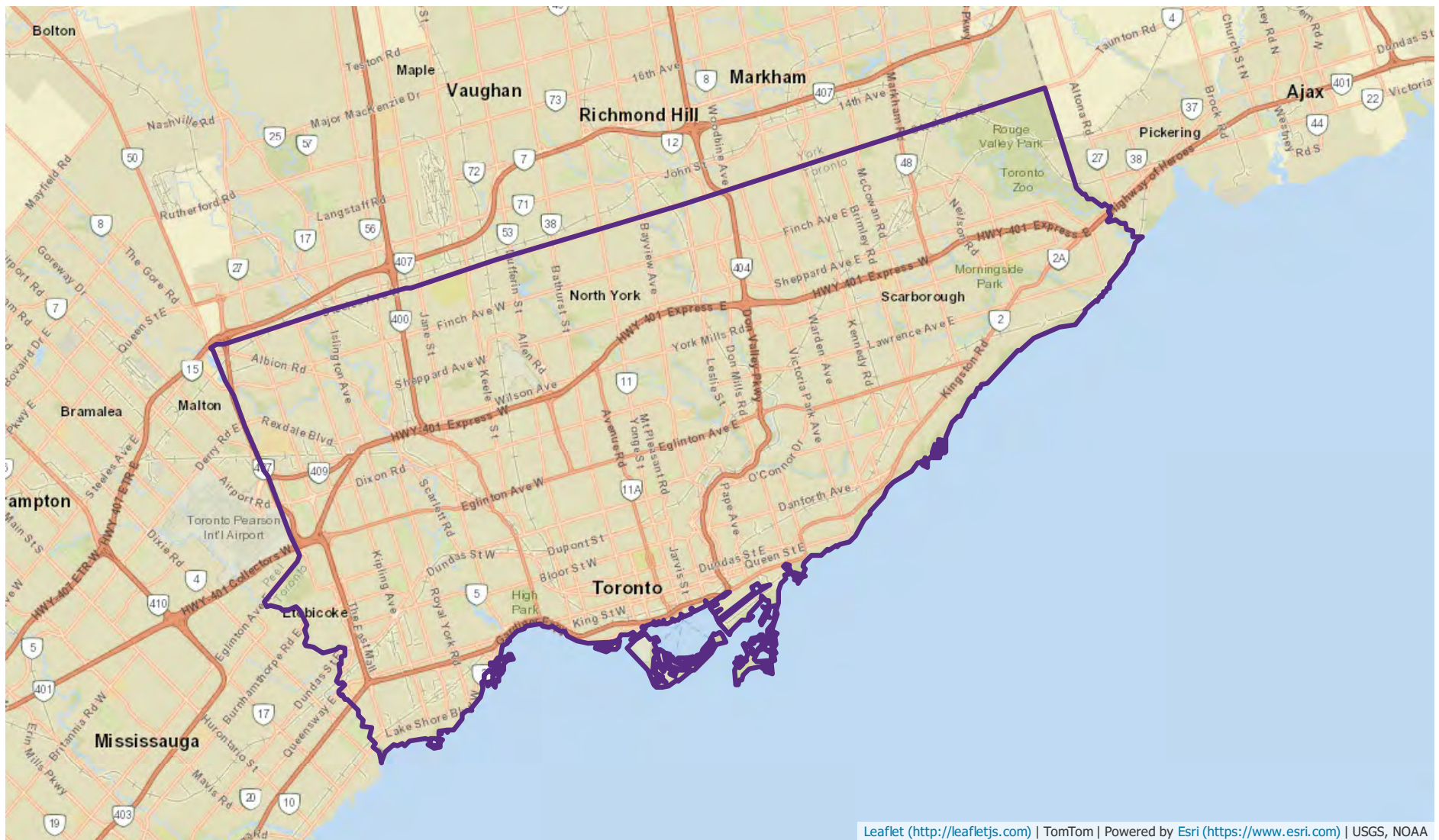


# Demographics | Trade Area Map



Trade Area: Toronto, ON (C)

Population: 2,988,140 | Households: 1,214,623



Leaflet (<http://leafletjs.com>) | TomTom | Powered by Esri (<https://www.esri.com>) | USGS, NOAA

# Demographics | Population & Households



Trade Area: Toronto, ON (C)

## POPULATION

2,988,140

## HOUSEHOLDS

1,214,623

## MEDIAN MAINTAINER AGE

50

Index: 94

## MARITAL STATUS



50.8%

Index: 89

Married/Common-Law

## FAMILY STATUS\*

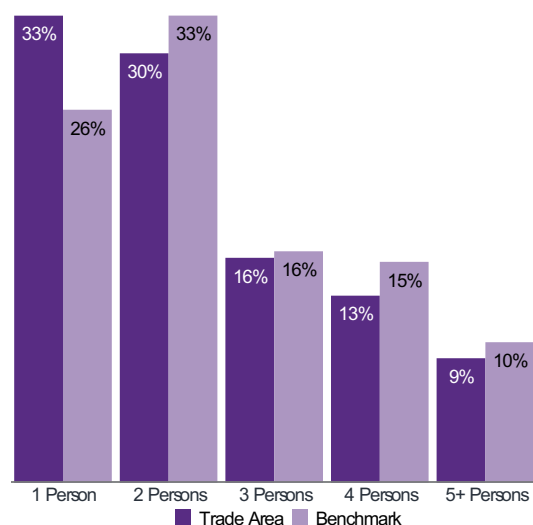


21.1%

Index: 124

Total Lone-Parent Families

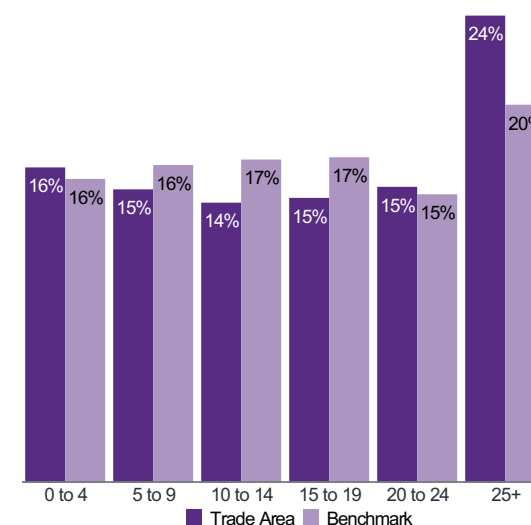
## HOUSEHOLD SIZE



## POPULATION BY AGE

	Count	%	Index
0 to 4	150,481	5.0	99
5 to 9	134,491	4.5	87
10 to 14	128,279	4.3	81
15 to 19	134,070	4.5	82
20 to 24	222,924	7.5	110
25 to 29	252,922	8.5	116
30 to 34	254,886	8.5	123
35 to 39	248,372	8.3	124
40 to 44	216,677	7.3	114
45 to 49	199,157	6.7	103
50 to 54	194,713	6.5	95
55 to 59	200,673	6.7	90
60 to 64	174,624	5.8	90
65 to 69	142,521	4.8	88
70 to 74	113,751	3.8	85
75 to 79	79,440	2.7	86
80 to 84	63,331	2.1	97
85+	76,828	2.6	112

## AGE OF CHILDREN AT HOME



Benchmark: Ontario

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\*Chosen from index ranking with minimum 5% composition

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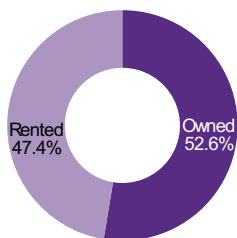
# Demographics | Housing & Income



Trade Area: Toronto, ON (C)

Population: 2,988,140 | Households: 1,214,623

## TENURE



## STRUCTURE TYPE



Houses

35.5%

Index: 52



Apartments

64.2%

Index: 206

## AGE OF HOUSING\*

59+ Years Old

% Comp: 31.1 Index: 130

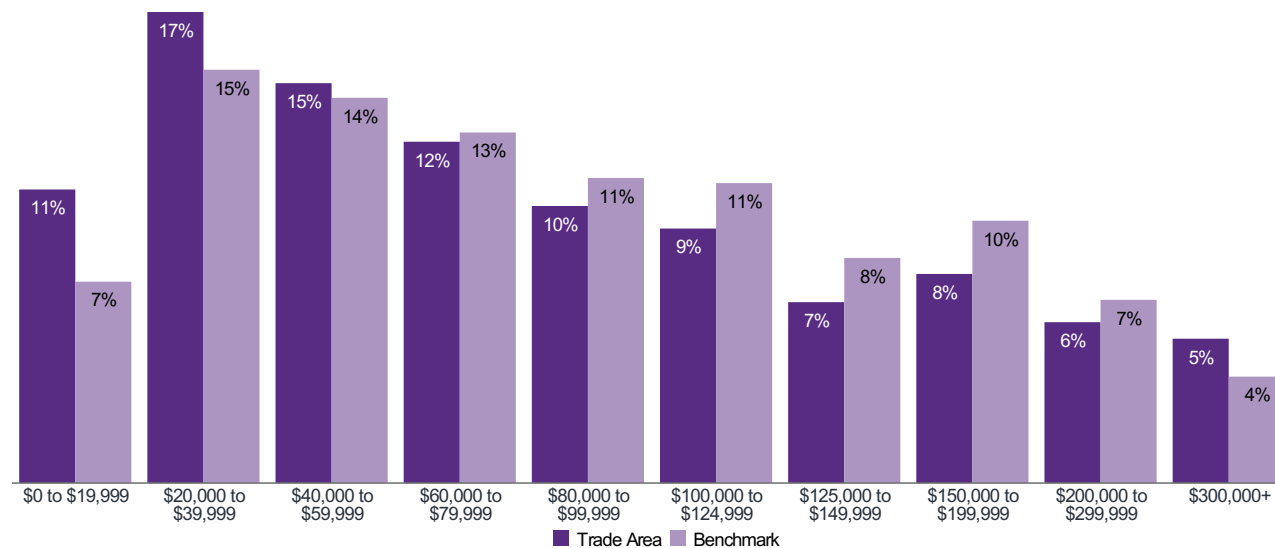
## AVERAGE HOUSEHOLD INCOME



\$114,947

Index: 105

## HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Ontario

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\*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

# Demographics | Education & Employment



Trade Area: Toronto, ON (C)

Population: 2,988,140 | Households: 1,214,623

## EDUCATION



38.9%

Index: 139

University Degree

## LABOUR FORCE PARTICIPATION



65.5%

Index: 106

Participation Rate

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



45.2%

Index: 64

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

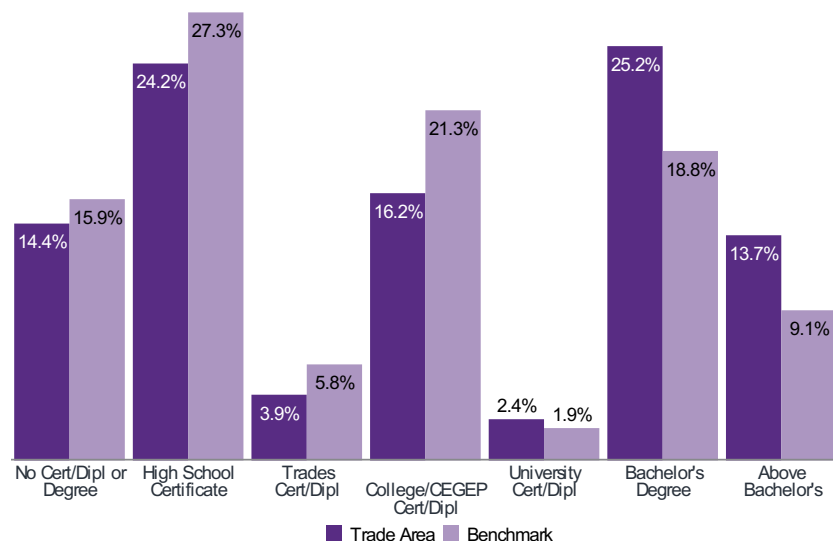


37.4%

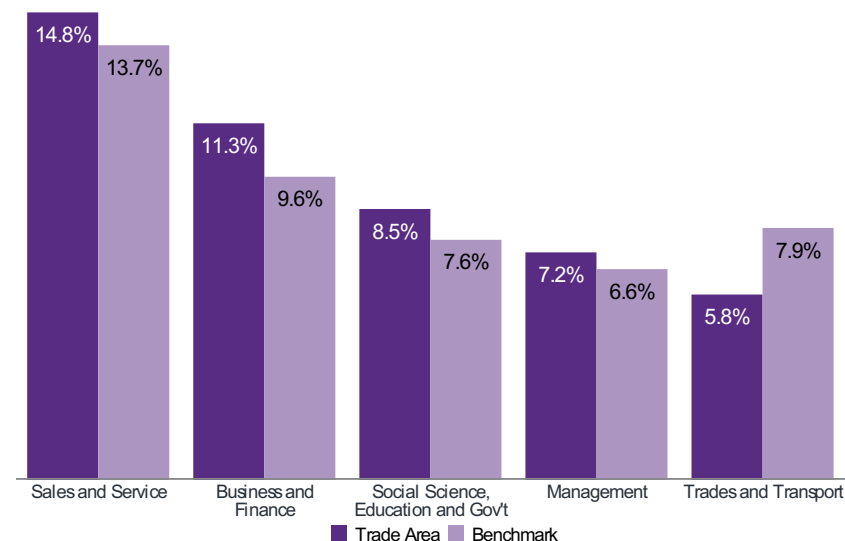
Index: 241

Travel to work by **Public Transit**

## EDUCATIONAL ATTAINMENT



## OCCUPATIONS: TOP 5\*



Benchmark: Ontario

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\*Ranked by percent composition

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



Trade Area: Toronto, ON (C)

Population: 2,988,140 | Households: 1,214,623

## VISIBLE MINORITY PRESENCE



54.8%

Index: 167

Belong to a visible minority group

## NON-OFFICIAL LANGUAGE



4.8%

Index: 195

No knowledge of English or French

## IMMIGRATION



48.5%

Index: 161

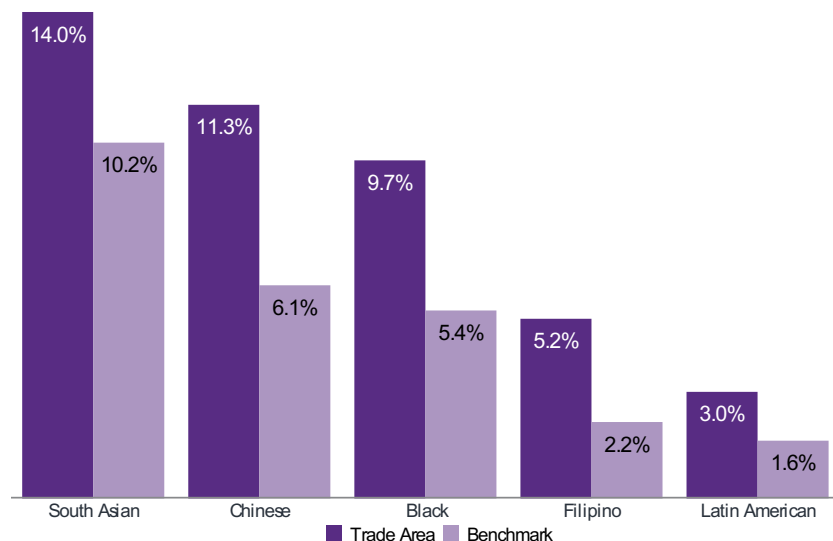
Born outside Canada

## PERIOD OF IMMIGRATION\*

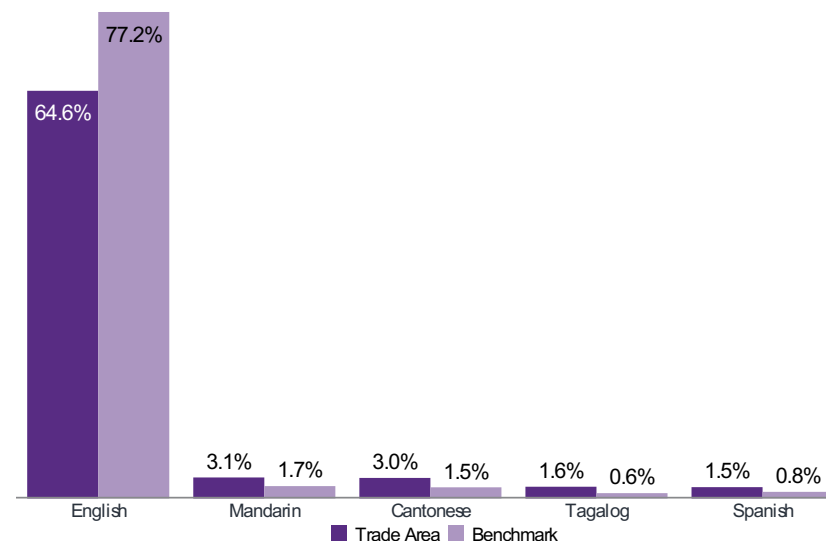
2011 To 2016

% Comp: 6.0 Index: 191

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



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



Benchmark: Ontario

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\*Chosen from index ranking with minimum 5% composition

\*\*Ranked by percent composition

Index Colours: <80 80 - 110 110+



# Demographics | DemoStats Highlights



Trade Area: Toronto, ON (C)

## HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
<b>Basics</b>						
Total Population	2,988,140	100.00	14,483,929	100.00	20.63	100
Total Households	1,214,623	100.00	5,536,784	100.00	21.94	100
<b>Age of Household Maintainer</b>						
15 to 24	40,136	3.30	138,834	2.51	28.91	132
25 to 34	212,449	17.49	795,062	14.36	26.72	122
35 to 44	242,687	19.98	956,777	17.28	25.37	116
45 to 54	223,216	18.38	1,064,623	19.23	20.97	96
55 to 64	218,151	17.96	1,138,016	20.55	19.17	87
65 to 74	150,876	12.42	822,195	14.85	18.35	84
75 or Older	127,108	10.46	621,277	11.22	20.46	93
<b>Size of Household</b>						
1 Person	396,731	32.66	1,442,973	26.06	27.49	125
2 Persons	364,643	30.02	1,808,714	32.67	20.16	92
3 Persons	190,368	15.67	893,076	16.13	21.32	97
4 Persons	158,102	13.02	852,128	15.39	18.55	85
5 or More Persons	104,779	8.63	539,893	9.75	19.41	88
<b>Household Type</b>						
Total Family Households	740,899	61.00	3,868,336	69.87	19.15	87
One-Family Households	708,610	58.34	3,720,258	67.19	19.05	87
Multiple-Family Households	32,289	2.66	148,078	2.67	21.81	99
Non-Family Households	473,724	39.00	1,668,448	30.13	28.39	129
One-Person Households	398,049	32.77	1,447,997	26.15	27.49	125
Two-Or-More-Person Households	75,675	6.23	220,451	3.98	34.33	156
<b>Marital Status</b>						
Married Or Living With A Common-Law Partner	1,287,167	50.80	6,872,442	57.19	18.73	89
Single (Never Legally Married)	853,890	33.70	3,320,833	27.63	25.71	122
Separated	85,858	3.39	401,986	3.35	21.36	101
Divorced	169,775	6.70	718,684	5.98	23.62	112
Widowed	137,145	5.41	703,590	5.86	19.49	92
<b>Children at Home</b>						
Percent: Households with Children at Home	—	39.76	—	43.89	—	91
<b>Age of Children at Home</b>						
Total Number Of Children At Home	867,517	100.00	4,484,508	100.00	19.34	100
0 to 4	141,228	16.28	703,366	15.68	20.08	104
5 to 9	131,353	15.14	735,546	16.40	17.86	92
10 to 14	125,363	14.45	748,377	16.69	16.75	87
15 to 19	127,519	14.70	753,717	16.81	16.92	87
20 to 24	132,493	15.27	667,541	14.88	19.85	103
25 and over	209,561	24.16	875,961	19.53	23.92	124

## DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
<b>Housing Tenure</b>						
Owned	638,843	52.60	3,836,897	69.30	16.65	76
Rented	575,780	47.40	1,689,746	30.52	34.07	155
Band Housing	0	0.00	10,141	0.18	0.00	0
<b>Housing Type</b>						
Houses	431,087	35.49	3,783,163	68.33	11.39	52
Single-Detached House	288,237	23.73	2,967,120	53.59	9.71	44
Semi-Detached House	76,168	6.27	311,462	5.63	24.45	111
Row House	66,682	5.49	504,581	9.11	13.22	60
Apartments	780,162	64.23	1,726,459	31.18	45.19	206
High-rise (5+ Floors)	547,831	45.10	973,481	17.58	56.28	257
Low-rise (<5 Floors)	178,806	14.72	561,065	10.13	31.87	145
Detached Duplex	53,525	4.41	191,913	3.47	27.89	127
Other Dwelling Types	3,374	0.28	27,162	0.49	12.42	57
<b>Housing Period of Construction</b>						
Before 1961	377,156	31.05	1,323,353	23.90	28.50	130
1961 - 1980	368,959	30.38	1,522,055	27.49	24.24	111
1981 - 1990	110,596	9.11	708,801	12.80	15.60	71
1991 - 2000	90,856	7.48	653,889	11.81	13.89	63
2001 - 2005	60,028	4.94	402,410	7.27	14.92	68
2006 - 2010	69,806	5.75	374,073	6.76	18.66	85
2011 - 2016	85,513	7.04	344,077	6.21	24.85	113
After 2016	51,709	4.26	208,126	3.76	24.85	113

## INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
<b>Household Income</b>						
Average Household Income	—	114,947.43	—	109,660.18	—	105
<b>Education</b>						
No Certificate, Diploma Or Degree	364,321	14.38	1,907,032	15.87	19.10	91
High School Certificate Or Equivalent	612,229	24.16	3,279,099	27.29	18.67	89
Apprenticeship Or Trades Cert/Dipl	99,253	3.92	693,412	5.77	14.31	68
College/CEGEP/Non-Uni Cert/Dipl	411,368	16.23	2,560,221	21.30	16.07	76
University Cert/Dipl Below Bachelor	61,302	2.42	225,596	1.88	27.17	129
University Degree	985,362	38.89	3,352,175	27.89	29.39	139
<b>Labour Force</b>						
In The Labour Force (15+)	1,658,464	65.45	7,411,246	61.67	22.38	106
<b>Labour Force by Occupation</b>						
Management	181,502	7.16	796,916	6.63	22.78	108
Business Finance Administration	285,343	11.26	1,149,419	9.56	24.82	118
Sciences	142,714	5.63	574,567	4.78	24.84	118
Health	99,349	3.92	484,297	4.03	20.51	97
Education, Gov't, Religion, Social	216,400	8.54	908,797	7.56	23.81	113
Art, Culture, Recreation, Sport	89,603	3.54	239,453	1.99	37.42	177
Sales and Service	374,553	14.78	1,651,049	13.74	22.69	108
Trades and Transport	147,581	5.82	953,973	7.94	15.47	73
Natural Resources and Agriculture	8,924	0.35	123,243	1.03	7.24	34
Manufacturing and Utilities	67,113	2.65	371,972	3.10	18.04	86
<b>Commuting</b>						
Car (As Driver)	636,855	45.17	4,481,353	70.42	14.21	64
Car (As Passenger)	61,571	4.37	384,066	6.04	16.03	72
Public Transit	527,346	37.40	986,279	15.50	53.47	241
Walk	126,018	8.94	350,278	5.50	35.98	162
Bicycle	40,782	2.89	88,422	1.39	46.12	208

## LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	Count	%	Base Count	Base %	% Pen	Index
<b>Knowledge of Official Language</b>						
English Only	2,532,022	85.94	12,283,143	86.06	20.61	100
French Only	3,075	0.10	42,199	0.30	7.29	35
English And French	268,481	9.11	1,592,757	11.16	16.86	82
Neither English Nor French	142,858	4.85	355,123	2.49	40.23	195
<b>Immigration Status</b>						
Non-Immigrant Population	1,402,794	47.61	9,719,863	68.10	14.43	70
Born In Province of Residence	1,225,962	41.61	8,646,491	60.58	14.18	69
Born Outside Province of Residence	176,832	6.00	1,073,372	7.52	16.47	80
Immigrant Population	1,428,564	48.48	4,304,631	30.16	33.19	161
<b>Visible Minority Status</b>						
Total Visible Minorities	1,614,135	54.78	4,691,801	32.87	34.40	167
Chinese	334,232	11.34	873,659	6.12	38.26	185
South Asian	413,389	14.03	1,462,854	10.25	28.26	137
Black	286,868	9.74	769,583	5.39	37.28	181
Filipino	151,799	5.15	308,927	2.16	49.14	238
Latin American	89,477	3.04	231,833	1.62	38.60	187
Southeast Asian	45,940	1.56	149,219	1.04	30.79	149
Arab	44,488	1.51	266,504	1.87	16.69	81
West Asian	79,473	2.70	206,441	1.45	38.50	186
Korean	46,213	1.57	98,969	0.69	46.69	226
Japanese	12,997	0.44	29,754	0.21	43.68	212
<b>Mother Tongue*</b>						
English	1,508,198	51.19	9,421,389	66.01	16.01	78
French	43,222	1.47	546,960	3.83	7.90	38
Total Non-Official	1,278,718	43.40	3,903,251	27.35	32.76	159
Cantonese	118,164	4.01	291,735	2.04	40.50	196
Mandarin	109,242	3.71	318,224	2.23	34.33	166
Tagalog	97,723	3.32	187,038	1.31	52.25	253
Spanish	81,296	2.76	210,484	1.48	38.62	187
Italian	63,838	2.17	235,172	1.65	27.15	132
Portuguese	62,937	2.14	156,199	1.09	40.29	195
Tamil	58,820	2.00	128,786	0.90	45.67	221
Persian	56,554	1.92	141,456	0.99	39.98	194
Urdu	38,468	1.31	171,764	1.20	22.40	108
Russian	37,997	1.29	110,121	0.77	34.50	167

Benchmark: Ontario

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

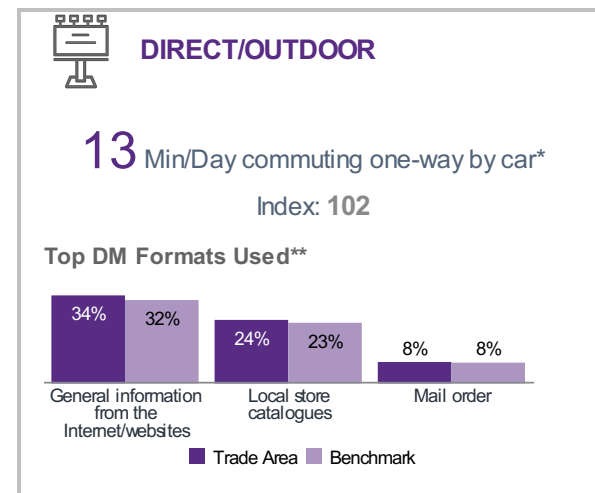
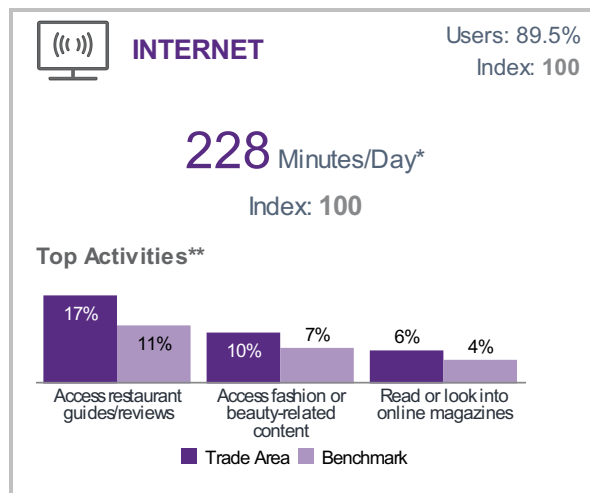
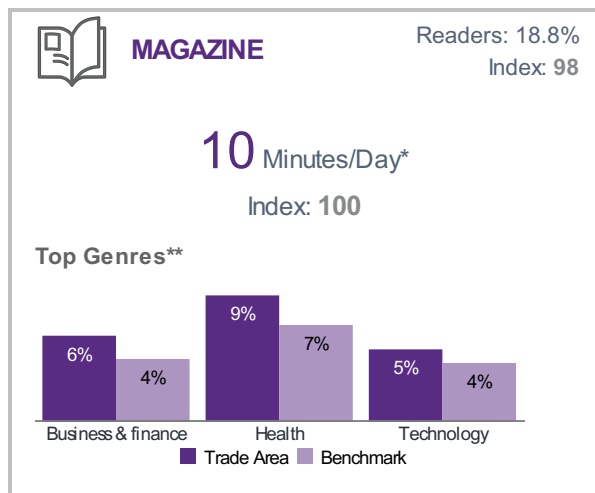
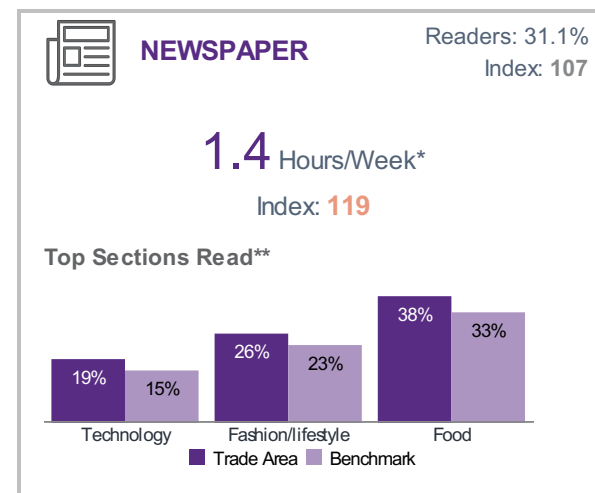
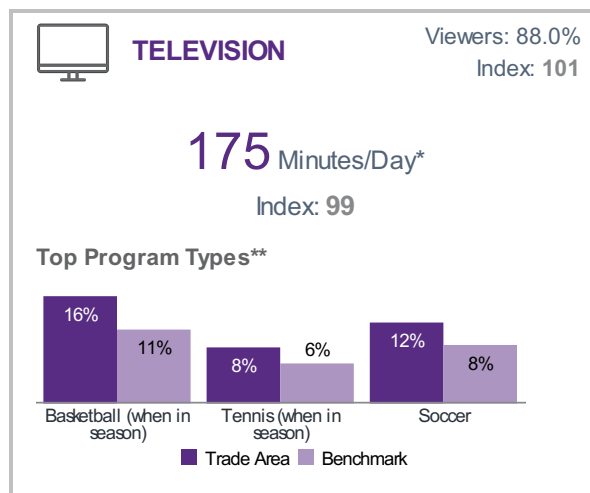
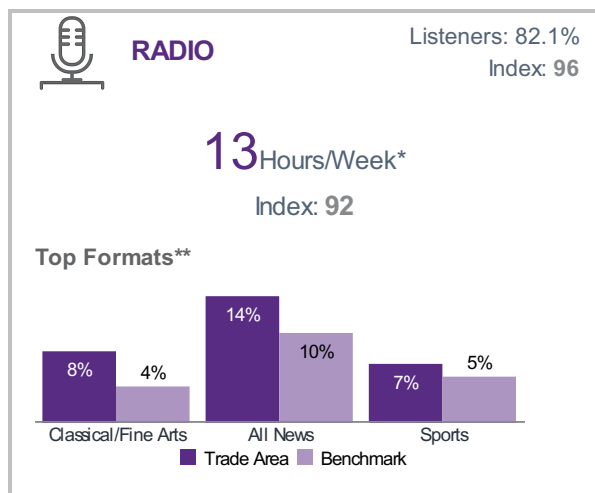
Index Colours:	<80	80 - 110	110+
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# Behavioural | Media Overview



Trade Area: Toronto, ON (C)

Household Population 12+: 2,608,253



Benchmark: Ontario

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\*Consumption values based to Household Population 12+

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

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



Trade Area: Toronto, ON (C)

Household Population 12+: 2,608,253

## Top Shows & Exhibitions

Food/wine shows



5.1%

Index: 136

Auto shows



6.8%

Index: 117

Home shows



5.9%

Index: 98

Craft shows



6.9%

Index: 79

## Top Local Attractions & Destinations

Film festivals



7.8%

Index: 173

Ballet/opera/symphony



12.1%

Index: 131

Other leisure activities



44.8%

Index: 126

Historical sites



32.7%

Index: 118

## Top Professional Sports

Basketball



12.8%

Index: 134

Horse racing



5.5%

Index: 124

Baseball



28.9%

Index: 117

Soccer



9.0%

Index: 114

## Top Concert & Theatre Venues

Theatre - Other venues



8.2%

Index: 122

Concerts - Theatres/halls



25.8%

Index: 113

Concerts - Night clubs/bars



16.0%

Index: 111

Theatre - Major theatres



26.9%

Index: 107

Benchmark: Ontario

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\*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+



# Behavioural | Sports & Leisure Overview - Participate



Trade Area: Toronto, ON (C)

Household Population 12+: 2,608,253

## Top Individual Sports

Snowboarding



6.8%  
Index: 124

Marathon



5.1%  
Index: 121

Inline skating



5.9%  
Index: 113

Racquet sports



14.5%  
Index: 109

## Top Team Sports

Basketball



18.7%  
Index: 117

Hockey



16.2%  
Index: 110

Football



9.0%  
Index: 107

Baseball/softball



19.0%  
Index: 104

## Top Activities

Playing video games



42.9%  
Index: 104

Whale watching



6.6%  
Index: 104

Photography



33.1%  
Index: 103

Reading



83.8%  
Index: 102

## Top Fitness

Health club activity



32.3%  
Index: 109

Jogging



29.2%  
Index: 108

Home exercise



56.3%  
Index: 106

Pilates/yoga



22.9%  
Index: 106

Benchmark: Ontario

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Trade Area: Toronto, ON (C)

Household Population 12+: 2,608,253

## TELEVISION

	Count	%	% Pen	Index
<b>Viewership</b>				
Heavy	381,554	14.63	19.21	92
Medium/Heavy	412,828	15.83	20.42	98
Medium	473,698	18.16	21.74	104
Medium/Light	499,798	19.16	21.89	105
Light	528,109	20.25	21.84	104
<b>Top Program Types (Watch in Typical Week)*</b>				
Basketball (when in season)	411,780	15.79	30.57	146
Tennis (when in season)	212,108	8.13	29.66	142
Soccer	309,072	11.85	29.17	140
Late night talk shows	295,246	11.32	25.52	122
Cartoons	288,256	11.05	23.75	114
Morning local news	570,327	21.87	23.05	110
Baseball (when in season)	574,025	22.01	22.71	109
Sci-Fi/fantasy/comic book shows	348,942	13.38	22.58	108
Figure skating	146,630	5.62	22.29	107
Variety/award specials	270,670	10.38	22.32	107
Cooking programs	638,667	24.49	22.17	106
Other programs	413,078	15.84	22.16	106
Documentaries	701,470	26.89	21.73	104
Game shows	363,189	13.93	21.46	103
Primetime serial dramas	797,461	30.57	21.32	102

## RADIO

	Count	%	% Pen	Index
<b>Listenership</b>				
Heavy	487,723	18.70	18.80	90
Medium/Heavy	498,798	19.12	19.31	92
Medium	445,651	17.09	18.46	88
Medium/Light	563,012	21.59	22.10	106
Light	613,069	23.50	26.25	126
<b>Top Formats (Weekly Reach)*</b>				
Classical/Fine Arts	208,248	7.98	42.20	202
All News	372,857	14.29	29.64	142
Sports	170,666	6.54	26.94	129
Modern/Alternative Rock	306,970	11.77	26.74	128
Mainstream Top 40/CHR	657,400	25.20	24.17	116
News/Talk	641,600	24.60	23.68	113
Multi/Variety/Specialty	252,362	9.68	23.33	112
Classic Hits	487,672	18.70	22.49	108
Adult Contemporary	385,642	14.79	18.93	91
Hot Adult Contemporary	319,680	12.26	15.90	76
Not Classified	141,850	5.44	12.78	61

## NEWSPAPERS

	Count	%	% Pen	Index
<b>Readership - Dailies</b>				
Heavy	193,590	7.42	25.73	123
Medium/Heavy	184,278	7.07	25.24	121
Medium	156,732	6.01	22.34	107
Medium/Light	162,271	6.22	22.18	106
Light	115,228	4.42	16.29	78
<b>Section Read - Dailies*</b>				
Computer/high tech	489,043	18.75	25.60	122
Fashion/lifestyle	690,738	26.48	24.06	115
Food	986,413	37.82	24.01	115
Business & financial	946,239	36.28	23.44	112
Travel	900,108	34.51	23.00	110
Health	1,020,742	39.13	22.75	109
International news/world section	1,453,439	55.73	22.54	108
Editorials	905,308	34.71	22.36	107
Movie & entertainment	1,052,223	40.34	22.46	107
New homes section	480,313	18.41	22.46	107
<b>Readership - Community Papers</b>				
Heavy	165,159	6.33	15.13	72
Medium/Heavy	152,317	5.84	17.71	85
Medium	160,576	6.16	16.83	81
Medium/Light	200,073	7.67	21.02	101
Light	174,143	6.68	18.04	86

## INTERNET

	Count	%	% Pen	Index
<b>Usage</b>				
Heavy	510,938	19.59	20.63	99
Medium/Heavy	510,027	19.55	21.22	101
Medium	494,562	18.96	21.81	104
Medium/Light	430,964	16.52	20.52	98
Light	386,940	14.84	20.18	97
<b>Online Social Networks (Used in Past Month)</b>				
LinkedIn	513,370	19.68	26.95	129
Tumblr	86,873	3.33	24.60	118
Video/photo sharing	46,109	1.77	24.72	118
Twitter	454,087	17.41	22.82	109
Instagram	744,293	28.54	22.13	106
YouTube	1,167,714	44.77	22.22	106
Online/Internet dating sites	70,173	2.69	21.86	105
Google+	591,881	22.69	21.13	101
Facebook	1,394,652	53.47	20.82	100
Snapchat	391,034	14.99	20.80	99
Pinterest	375,309	14.39	19.11	91
<b>Top Activities (Past Week)</b>				
Access restaurant guides/reviews	445,363	17.07	32.03	153
Access fashion or beauty-related content	253,757	9.73	30.33	145
Read or look into online magazines	161,799	6.20	29.85	143
Listen to a podcast	291,342	11.17	28.43	136
Download music/MP3 files (free or paid)	431,255	16.53	28.08	134
Access a TV station's website	198,276	7.60	28.07	134
Consult consumer reviews	631,051	24.19	27.70	132
Read or look into online newspapers	377,893	14.49	27.51	132
Download any video content (free or paid)	362,925	13.91	26.68	128
Access travel content	299,668	11.50	26.78	128
Receive store offers by SMS	165,358	6.34	26.22	125
Share/refer/link friends to a website or an article	602,943	23.12	25.88	124
Listen to Internet-only music service (e.g. Spotify)	424,818	16.29	25.82	123
Click on an Internet advertisement	296,165	11.36	25.71	123
Access a radio station's website	253,944	9.74	25.74	123

## DIRECT

	Count	%	% Pen	Index
<b>Used in Shopping</b>				
General information from the Internet/websites	889,832	34.12	22.10	106
Local store catalogues	637,643	24.45	21.92	105
Mail order	204,099	7.83	21.66	104
Direct email offers	649,672	24.91	21.43	102
Coupons	932,229	35.74	21.18	101
Online flyers	926,064	35.51	20.64	99
Yellow Pages (print or online)	116,408	4.46	19.88	95
Flyers inserted into a daily newspaper	529,292	20.29	19.44	93
Flyers delivered to the door or in the mail	1,077,758	41.32	19.25	92
Flyers inserted into a community newspaper	949,365	36.40	19.04	91
<b>Opinion of Flyers to Door/By Mail</b>				
Somewhat unfavourable	550,139	21.09	22.07	106
Very unfavourable	611,354	23.44	21.56	103
Somewhat favourable	911,937	34.96	20.83	100
Very favourable	534,823	20.50	19.31	92

## MAGAZINES

	Count	%	% Pen	Index
<b>Readership</b>				
Heavy	101,088	3.88	21.60	103
Medium/Heavy	109,627	4.20	23.63	113
Medium	81,125	3.11	17.54	84
Medium/Light	102,038	3.91	20.84	100
Light	95,593	3.67	18.99	91
<b>Top Magazine Types*</b>				
Business & finance	161,477	6.19	28.93	138
Health/fitness	238,518	9.14	27.44	131
Computer, science & technology	135,395	5.19	25.93	124
News & current affairs	264,262	10.13	26.01	124
Fashion	179,502	6.88	25.03	120
Food & beverage	341,776	13.10	23.30	111
Travel & tourism	192,331	7.37	22.53	108
Entertainment/celebrity	223,963	8.59	21.07	101
Gardening & homes	202,976	7.78	20.72	99
Women's	143,261	5.49	19.05	91
Home décor	135,004	5.18	18.36	88

Benchmark: Ontario

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\*Chosen from index ranking with minimum 5% composition

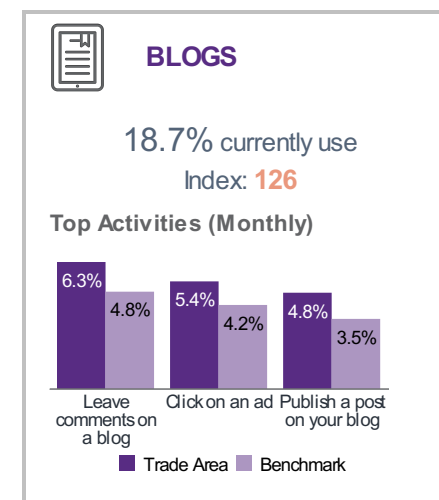
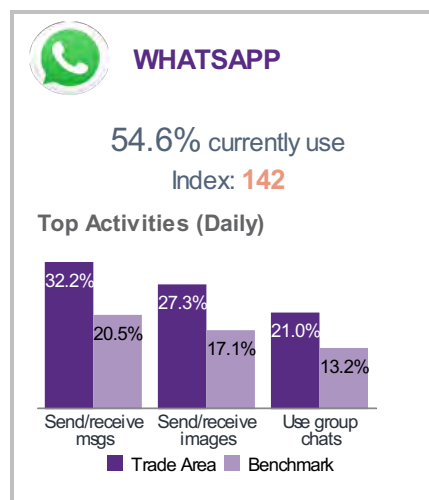
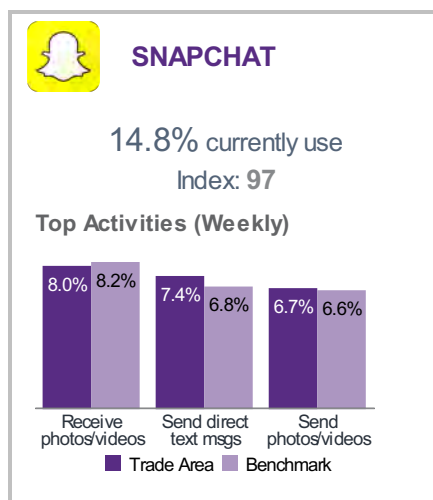
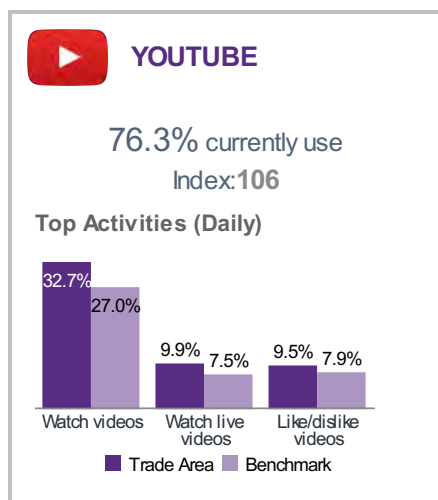
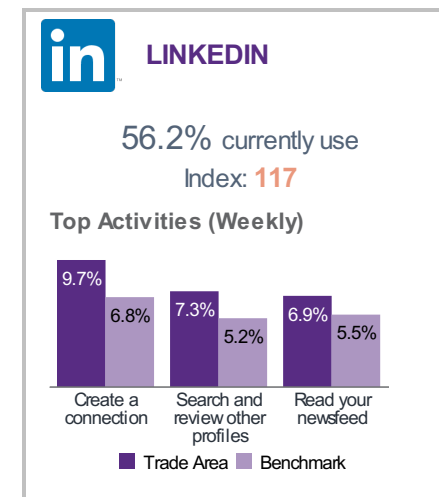
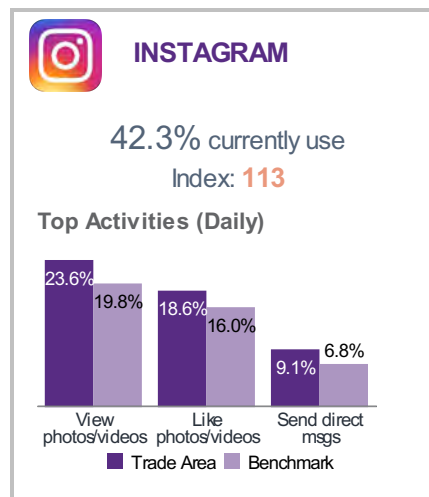
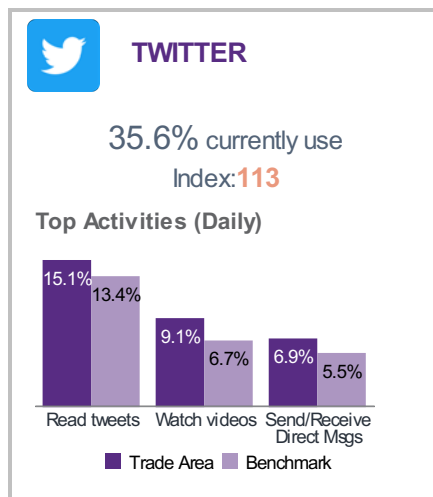
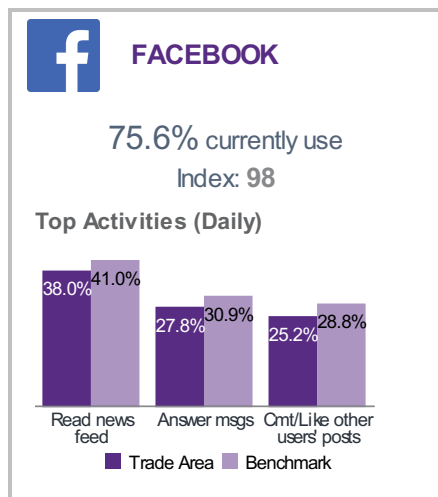
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# Opticks Social | Social Media Activities



Trade Area: Toronto, ON (C)

Household Population 18+: 2,459,163



Benchmark: Ontario

Chosen and ranked by percent composition

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

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Index Colours: <80 80 - 110 110+

# Opticks Social | Social Media Usage



Trade Area: Toronto, ON (C)

Household Population 18+: 2,459,163

## FRIENDS IN ALL SM NETWORKS



31.2%

Index: 89

0-49 friends

## FREQUENCY OF USE (DAILY)



53.5%

Index: 93

Facebook

## BRAND INTERACTION



36.7%

Index: 93

Like brand on Facebook

## NO. OF BRANDS INTERACTED

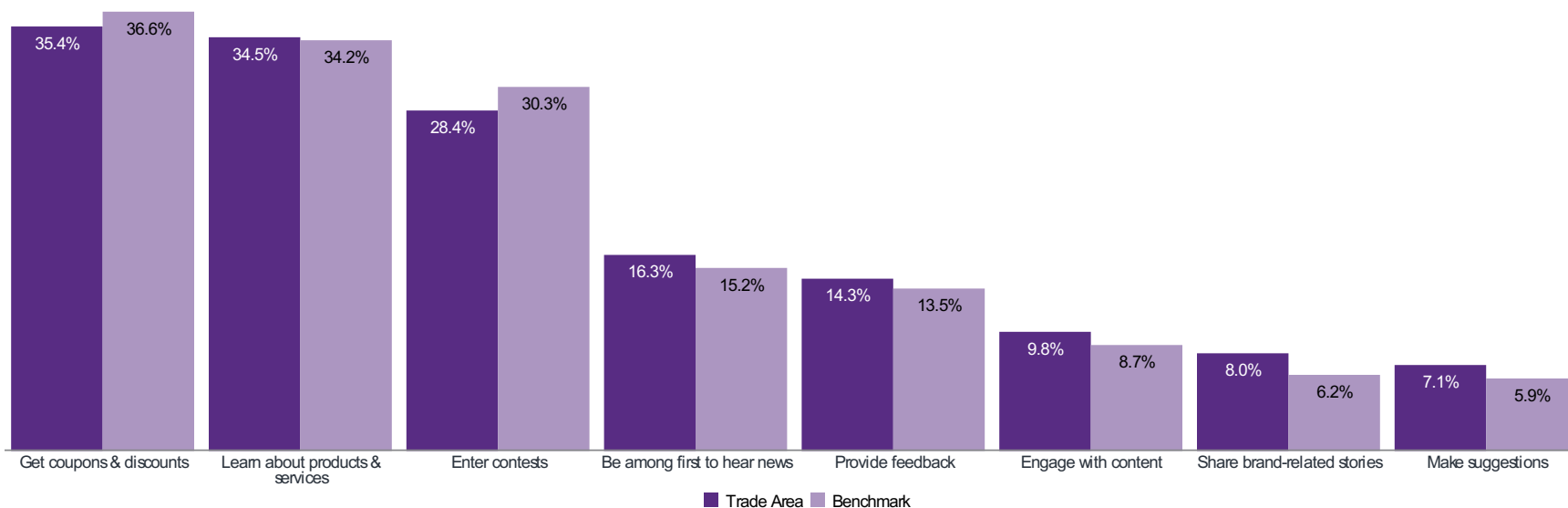


32.7%

Index: 98

2-5 brands

## REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Ontario

Chosen and ranked by percent composition

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Index Colours: <80 80 - 110 110+

# Opticks Social | Purchases and Future Usage



Trade Area: Toronto, ON (C)

Household Population 18+: 2,459,163

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



15.9%

Index: 136

Vacation, travel-related



12.1%

Index: 136

Entertainment-related (i.e. movies)



11.1%

Index: 127

Big-ticket (i.e. appliances)

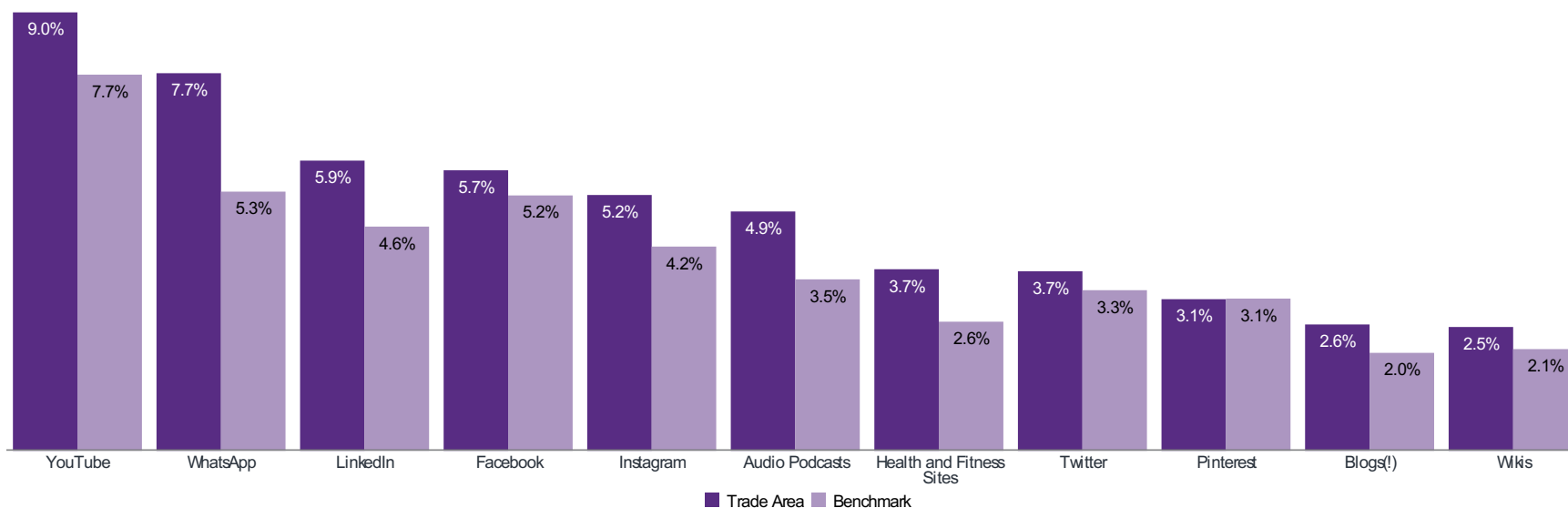


10.2%

Index: 150

Banking, credit cards

## USAGE EXPECTATIONS (Increase in the next yr)



Benchmark: Ontario

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Chosen and ranked by percent composition

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

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

Index Colours: <80 80 - 110 110+

# Opticks Social | Social Media Attitudes



Trade Area: Toronto, ON (C)



## DESCRIBES ME\*...

*Use SM to stay connected with personal contacts*

% Comp **47.3** Index **103**



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

% Comp **27.8** Index **106**



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

% Comp **69.4** Index **94**



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

% Comp **12.1** Index **116**



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

% Comp **79.6** Index **94**



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

% Comp **24.0** Index **104**

Benchmark: Ontario

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

Index Colours: 

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## Top 5 segments represent **53.4%** of households in Toronto, ON (C)



Rank: 1  
Hhlds: 178,959  
Hhld %: 14.73  
% in Benchmark: 3.41  
Index: **433**

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



Rank: 2  
Hhlds: 157,626  
Hhld %: 12.98  
% in Benchmark: 3.48  
Index: **373**

For nearly a half-century, Diverse City has been a haven for up-and-coming immigrants from Europe, Asia and Central America. Concentrated in Toronto and nearby cities, these neighbourhoods are mixed by more than their cultural diversity: the households include couples and families, the ages of maintainers range from 35 to over 75, and the housing stock includes row houses, semis and duplexes. Half the populace is foreign born and a third speak a language other than English or French at home. Lately, gentrification has started to creep into these areas with the arrival of residents working in the arts and culture, and surveys indicate these residents of downtown neighbourhoods have high rates for going to bars and nightclubs, zoos and film festivals. Members of Diverse City stay fit by playing tennis, basketball and soccer. And typical weekend diversions include visits to amusement parks, cottage shows, tennis matches and soccer games. Surrounded by vibrant commercial districts, these consumers frequent a wide range of stores including Marshalls, Lowe's, Roots, Zara and Fairweather.



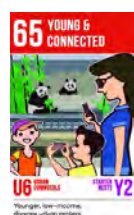
Rank: 3  
Hhlds: 143,771  
Hhld %: 11.84  
% in Benchmark: 3.46  
Index: **342**

Concentrated in Ontario's older city neighbourhoods, Newcomers Rising is a segment of younger, recent immigrants—as it has been for a decade. Nearly 60 percent of the residents are foreign born, and they continue to arrive from an array of countries in South Asia, Latin America and the Middle East. About 7 percent are Filipino, the highest concentration in the nation. Many of these immigrants—a mix of singles, families and lone-parent households—arrived after 2006 and now live in high-rise apartments. Despite their above-average rates of university education—a growing trend among new immigrants—these young workers earn only downscale incomes from entry-level jobs. Still, they spend freely on leisure-intensive lifestyles, with high rates for going to bars, nightclubs and jazz and classical concerts. They tend to be fans of professional tennis and basketball, and they enjoy participating in low-cost team sports like soccer and volleyball.



Rank: 4  
Hhlds: 87,030  
Hhld %: 7.17  
% in Benchmark: 1.66  
Index: **432**

Young, culturally diverse immigrants remain at the heart of Rooms with a View, a segment of urban high-rise dwellers concentrated in Toronto and Montreal that has changed little over the last decade. Often found near university campuses, these young singles tend to be recent graduates and students still taking classes. More than 40 percent identify themselves as visible minorities and nearly a quarter speak a variety of non-official languages. Despite over half of adults having university degrees—typical of the higher education levels of the Millennial generation—these newcomers mostly earn downscale salaries from entry-level white-collar and service sector jobs. However, with few family financial obligations, many have plenty of disposable income to lead vibrant lives. In their downtown neighbourhoods, they go to nightclubs, jazz concerts and film festivals. They like to keep fit by going for an occasional run, playing soccer and taking Pilates and yoga classes. And these unattached Canadians—nearly two-thirds are single, divorced or separated—view their communities as singles scenes and meet markets: they have high rates for using online dating sites.



Rank: 5  
Hhlds: 80,663  
Hhld %: 6.64  
% in Benchmark: 2.23  
Index: **298**

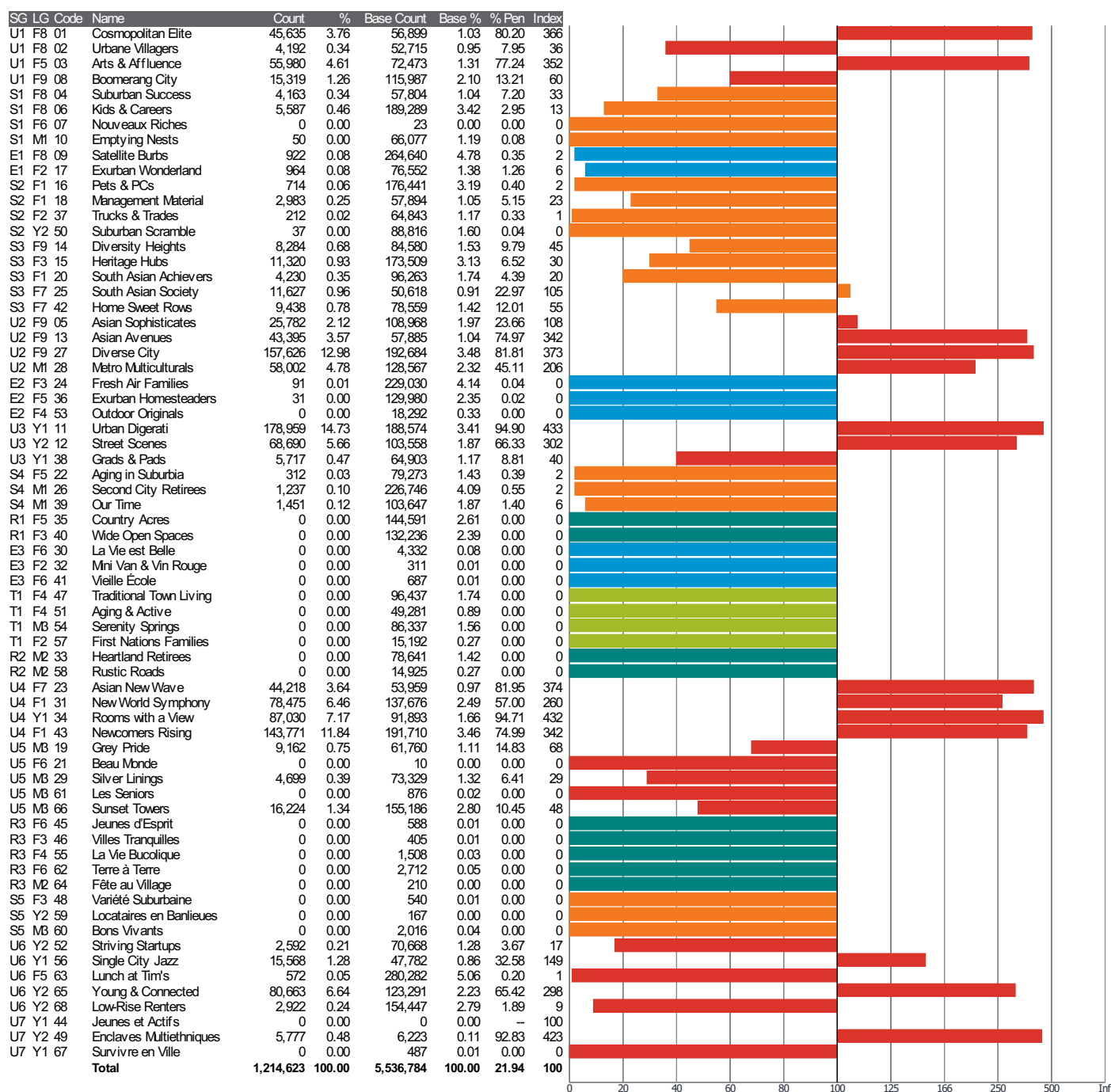
With a population that's two-thirds visible minority and almost 30 percent speaking a non-official language at home, the tech-savvy members of Young & Connected encompass a wide mix of cultural backgrounds. Younger immigrants from Latin America, the Middle East and Asia have all made their way to these inner-city neighbourhoods mostly in Toronto and other big cities. Their low incomes, modest educations and uncertain jobs create significant challenges for the segment's households, 35 percent of whom are lone-parent families—among the highest in the nation. But despite tight budgets, research shows that Young & Connected members have high rates for going out for tacos and ice cream, attending rock concerts and frequenting basketball games. With their children, they visit amusement parks, ice skating rinks and museums. And for a night out, they take in the latest comedy or science fiction flick on the silver screen with their family or friends.

# PRIZM Profile | Trade Area



Trade Area: Toronto, ON (C)

Base Variable: Total Households



Benchmark: Ontario

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# Psychographics | SocialValues Overview



Trade Area: Toronto, ON (C)



## Strong Values

Values	Index
Equal Relationship with Youth	123
Sexual Permissiveness	120
Pursuit of Novelty	119
Enthusiasm for Technology	117
Global Consciousness	117
Rejection of Authority	117
Pursuit of Intensity	116
Active Government	115
Consumptivity	115
Culture Sampling	115



## Descriptions | Top 3 Strong Values

### Equal Relationship with Youth

Breaking down traditional hierarchical and patriarchal relationships by giving the youth equal freedoms as those of adults. Discipline, as that issued by adults over young people, is therefore replaced by freedom and increased individualism.

### Sexual Permissiveness

A tendency to be sexually permissive regarding oneself and others. Fidelity within marriage or between partners and the prohibition of premarital sex are of little importance for people scoring high on this construct.

### Pursuit of Novelty

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



## Weak Values

Values	Index
Attraction to Nature	76
Cultural Assimilation	80
Emotional Control	84
Confidence in Small Business	86
Utilitarian Consumerism	86
Obedience to Authority	88
Parochialism	88
Aversion to Complexity	89
Primacy of the Family	89
Duty	90



## Descriptions | Top 3 Weak Values

### Attraction to Nature

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

### Cultural Assimilation

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

### Emotional Control

Desire to live in a cool and controlled way. Also, a tendency to be guided less by one's emotions, feelings and intuition than by reason and logic. No great tendency to explore emotion-based experiences.

Benchmark: Ontario

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Index Colours:	<80	80 - 110	110+
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