Demographics | Trade Area Map

Trade Area: Vaughan--Woodbridge, ON
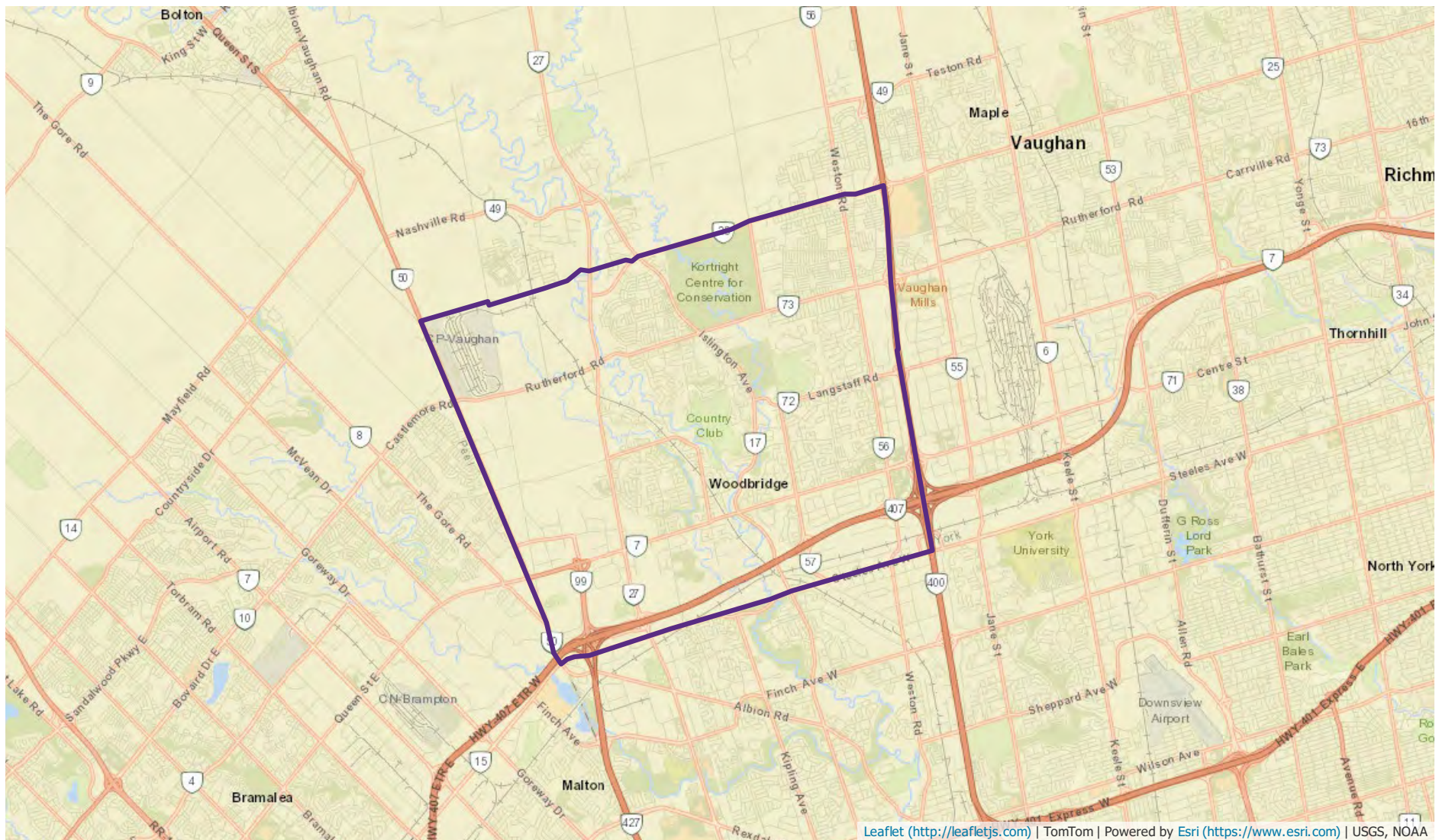
Population: 113,590 | **Households:** 35,242

Demographics | Population & Households

Trade Area: Vaughan--Woodbridge, ON

POPULATION

113,590

HOUSEHOLDS

35,242

MEDIAN MAINTAINER AGE

56

Index: **104**

MARITAL STATUS

61.3%

Index: **107**

Married/Common-Law

FAMILY STATUS*

59.2%

Index: **130**

Couples With Children At Home

HOUSEHOLD SIZE

Household Size	Trade Area	Benchmark
1 Person	12%	26%
2 Persons	25%	33%
3 Persons	19%	16%
4 Persons	26%	15%
5+ Persons	18%	10%
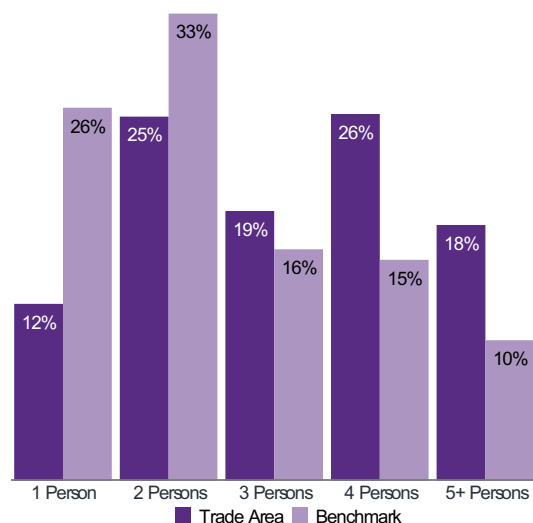
POPULATION BY AGE

	Count	%	Index
0 to 4	4,807	4.2	83
5 to 9	5,921	5.2	101
10 to 14	7,397	6.5	123
15 to 19	7,583	6.7	121
20 to 24	7,832	6.9	102
25 to 29	7,595	6.7	91
30 to 34	6,557	5.8	83
35 to 39	6,283	5.5	83
40 to 44	7,304	6.4	101
45 to 49	8,775	7.7	119
50 to 54	8,632	7.6	111
55 to 59	8,099	7.1	96
60 to 64	6,482	5.7	87
65 to 69	5,920	5.2	96
70 to 74	5,327	4.7	104
75 to 79	3,973	3.5	113
80 to 84	2,813	2.5	114
85+	2,290	2.0	87

AGE OF CHILDREN AT HOME
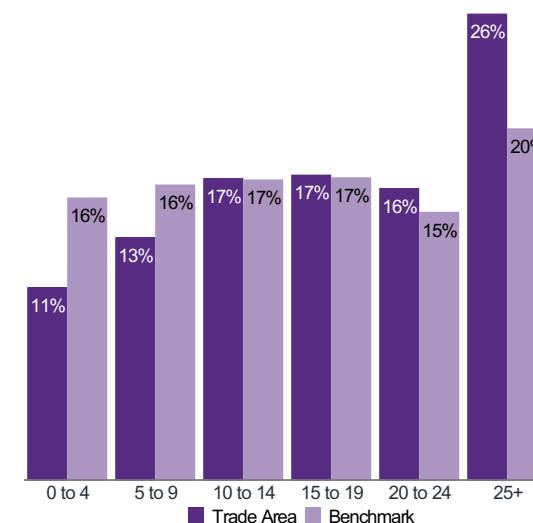
Age	Trade Area	Benchmark
0 to 4	11%	16%
5 to 9	13%	16%
10 to 14	17%	17%
15 to 19	17%	17%
20 to 24	16%	15%
25+	26%	20%

Benchmark: Ontario

Chosen from index ranking with minimum 5% composition

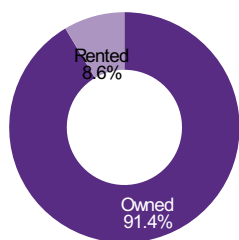| Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Vaughan--Woodbridge, ON

Population: 113,590 | **Households:** 35,242

TENURE

Rented 8.6%

Owned 91.4%

STRUCTURE TYPE

88.4%
Houses
Index: **129**

11.6%
Apartments
Index: **37**

AGE OF HOUSING*

14 - 18 Years Old

% Comp: **20.1** Index: **276**

AVERAGE HOUSEHOLD INCOME

$141,957

Index: **129**

HOUSEHOLD INCOME DISTRIBUTION
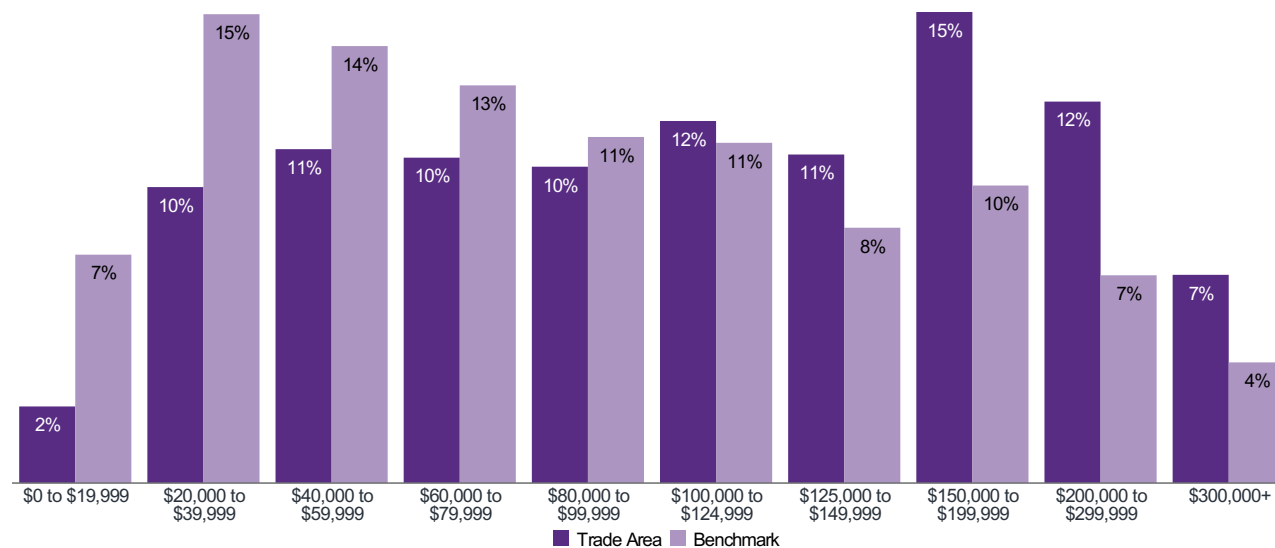
Income Range	Trade Area	Benchmark
$0 to $19,999	2%	7%
$20,000 to $39,999	10%	15%
$40,000 to $59,999	11%	14%
$60,000 to $79,999	10%	13%
$80,000 to $99,999	10%	11%
$100,000 to $124,999	12%	11%
$125,000 to $149,999	11%	8%
$150,000 to $199,999	15%	10%
$200,000 to $299,999	12%	7%
$300,000+	7%	4%

■ Trade Area ■ Benchmark

Benchmark: Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: Vaughan--Woodbridge, ON

Population: 113,590 | **Households:** 35,242

EDUCATION

25.6%
Index: **92**

University Degree

LABOUR FORCE PARTICIPATION

60.3%
Index: **98**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

82.4%
Index: **117**

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

8.4%
Index: **54**

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT

Category	Trade Area	Benchmark
No Cert/Dipl or Degree	22.0%	15.9%
High School Certificate	26.5%	27.3%
Trades Cert/Dipl	6.1%	5.8%
College/CEGEP Cert/Dipl	17.8%	21.3%
University Cert/Dipl	2.1%	1.9%
Bachelor's Degree	18.7%	18.8%
Above Bachelor's	6.9%	9.1%

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	13.9%	13.7%
Business and Finance	11.1%	9.6%
Trades and Transport	8.5%	7.9%
Management	7.9%	6.6%
Social Science, Education and Gov't	7.0%	7.6%

Benchmark: Ontario

Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Vaughan--Woodbridge, ON

Population: 113,590 | **Households:** 35,242

VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
34.4% Index: **105**	**4.4%** Index: **176**	**43.6%** Index: **145**	**Before 2001** % Comp: **29.1** Index: **187**
Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

	South Asian	Chinese	Latin American	SE Asian	Black
Trade Area	11.9%	3.8%	3.1%	3.1%	2.9%
Benchmark	10.2%	6.1%	1.6%	1.0%	5.4%

■ Trade Area   ■ Benchmark
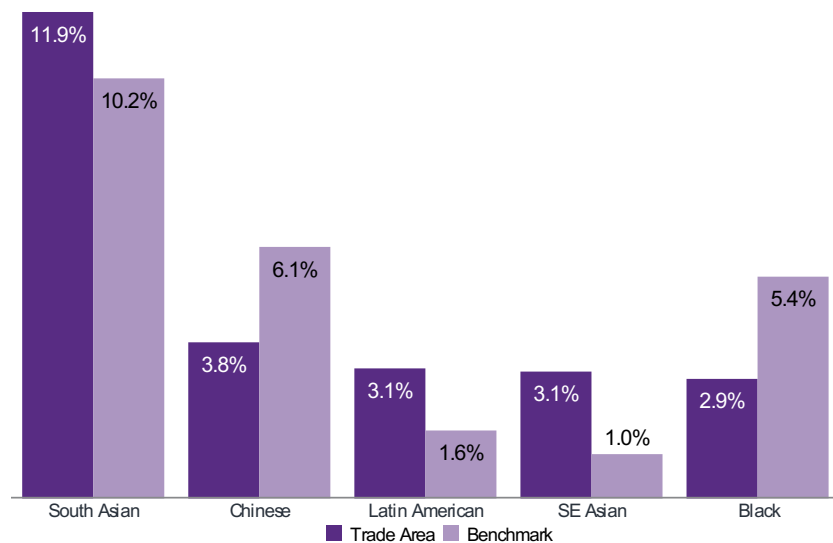
LANGUAGES SPOKEN AT HOME: TOP 5**
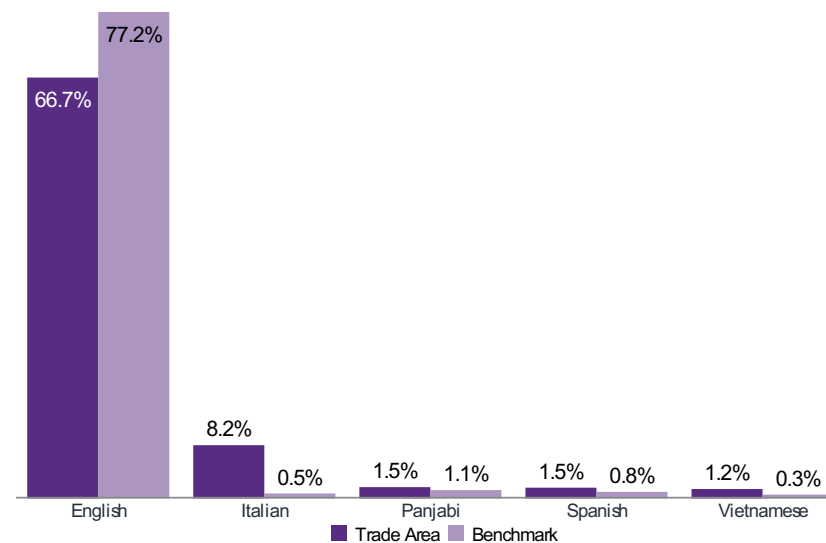
	English	Italian	Panjabi	Spanish	Vietnamese
Trade Area	66.7%	8.2%	1.5%	1.5%	1.2%
Benchmark	77.2%	0.5%	1.1%	0.8%	0.3%

■ Trade Area   ■ Benchmark

Benchmark: Ontario

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | DemoStats Highlights

Trade Area: Vaughan–Woodbridge, ON

Central Counties Tourism

HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Basics						
Total Population	113,590	100.00	14,483,929	100.00	0.78	100
Total Households	35,242	100.00	5,536,784	100.00	0.64	100
Age of Household Maintainer						
15 to 24	85	0.24	138,834	2.51	0.06	10
25 to 34	2,511	7.13	795,062	14.36	0.32	50
35 to 44	5,722	16.24	956,777	17.28	0.60	94
45 to 54	8,837	25.07	1,064,623	19.23	0.83	130
55 to 64	7,418	21.05	1,138,016	20.55	0.65	102
65 to 74	5,946	16.87	822,195	14.85	0.72	114
75 or Older	4,723	13.40	621,277	11.22	0.76	119
Size of Household						
1 Person	4,335	12.30	1,442,973	26.06	0.30	47
2 Persons	8,965	25.44	1,808,714	32.67	0.50	78
3 Persons	6,630	18.81	893,076	16.13	0.74	117
4 Persons	9,027	25.61	852,128	15.39	1.06	166
5 or More Persons	6,285	17.83	539,893	9.75	1.16	183
Household Type						
Total Family Households	30,403	86.27	3,868,336	69.87	0.79	123
One-Family Households	28,380	80.53	3,720,258	67.19	0.76	120
Multiple-Family Households	2,023	5.74	148,078	2.67	1.37	215
Non-Family Households	4,839	13.73	1,668,448	30.13	0.29	46
One-Person Households	4,409	12.51	1,447,997	26.15	0.30	48
Two-Or-More-Person Households	430	1.22	220,451	3.98	0.20	31
Marital Status						
Married Or Living With A Common-Law Partner	58,051	61.29	6,872,442	57.19	0.84	107
Single (Never Legally Married)	25,669	27.10	3,320,833	27.63	0.77	98
Separated	2,118	2.24	401,986	3.35	0.53	67
Divorced	3,319	3.50	718,684	5.98	0.46	59
Widowed	5,552	5.86	703,590	5.86	0.79	100
Children at Home						
Percent: Households with Children at Home	--	62.70	--	43.89	--	143
Age of Children at Home						
Total Number Of Children At Home	43,623	100.00	4,484,508	100.00	0.97	100
0 to 4	4,663	10.69	703,366	15.68	0.66	68
5 to 9	5,877	13.47	735,546	16.40	0.80	82
10 to 14	7,311	16.76	748,377	16.69	0.98	100
15 to 19	7,396	16.95	753,717	16.81	0.98	101
20 to 24	7,070	16.21	667,541	14.88	1.06	109
25 and over	11,306	25.92	875,961	19.53	1.29	133

DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Housing Tenure						
Owned	32,224	91.44	3,836,897	69.30	0.84	132
Rented	3,018	8.56	1,689,746	30.52	0.18	28
Band Housing	0	0.00	10,141	0.18	0.00	0
Housing Type						
Houses	31,158	88.41	3,783,163	68.33	0.82	129
Single-Detached House	24,714	70.13	2,967,120	53.59	0.83	131
Semi-Detached House	3,557	10.09	311,462	5.63	1.14	179
Row House	2,887	8.19	504,581	9.11	0.57	90
Apartments	4,076	11.57	1,726,459	31.18	0.24	37
High-rise (5+ Floors)	2,069	5.87	973,481	17.58	0.21	33
Low-rise (<5 Floors)	794	2.25	561,065	10.13	0.14	22
Detached Duplex	1,213	3.44	191,913	3.47	0.63	99
Other Dwelling Types	8	0.02	27,162	0.49	0.03	5
Housing Period of Construction						
Before 1961	535	1.52	1,323,353	23.90	0.04	6
1961 - 1980	2,994	8.50	1,522,055	27.49	0.20	31
1981 - 1990	7,893	22.40	708,801	12.80	1.11	175
1991 - 2000	9,191	26.08	653,889	11.81	1.41	221
2001 - 2005	7,073	20.07	402,410	7.27	1.76	276
2006 - 2010	3,801	10.79	374,073	6.76	1.02	160
2011 - 2016	1,935	5.49	344,077	6.21	0.56	88
After 2016	1,820	5.16	208,126	3.76	0.87	137

INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
Household Income						
Average Household Income	--	141,957.47	--	109,660.18	--	129
Education						
No Certificate, Diploma Or Degree	20,806	21.97	1,907,032	15.87	1.09	138
High School Certificate Or Equivalent	25,099	26.50	3,279,099	27.29	0.77	97
Apprenticeship Or Trades Cert/Dipl	5,747	6.07	693,412	5.77	0.83	105
College/CEGEP/Non-Uni Cert/Dipl	16,832	17.77	2,560,221	21.30	0.66	83
University Cert/Dipl Below Bachelor	1,949	2.06	225,596	1.88	0.86	110
University Degree	24,276	25.63	3,352,175	27.89	0.72	92
Labour Force						
In The Labour Force (15+)	57,132	60.32	7,411,246	61.67	0.77	98
Labour Force by Occupation						
Management	7,500	7.92	796,916	6.63	0.94	119
Business Finance Administration	10,532	11.12	1,149,419	9.56	0.92	116
Sciences	4,259	4.50	574,567	4.78	0.74	94
Health	2,066	2.18	484,297	4.03	0.43	54
Education, Gov't, Religion, Social	6,584	6.95	908,797	7.56	0.72	92
Art, Culture, Recreation, Sport	1,381	1.46	239,453	1.99	0.58	73
Sales and Service	13,148	13.88	1,651,049	13.74	0.80	101
Trades and Transport	8,023	8.47	953,973	7.94	0.84	107
Natural Resources and Agriculture	386	0.41	123,243	1.03	0.31	40
Manufacturing and Utilities	2,405	2.54	371,972	3.10	0.65	82
Commuting						
Car (As Driver)	41,942	82.39	4,481,353	70.42	0.94	117
Car (As Passenger)	3,434	6.75	384,066	6.04	0.89	112
Public Transit	4,253	8.35	986,279	15.50	0.43	54
Walk	676	1.33	350,278	5.50	0.19	24
Bicycle	144	0.28	88,422	1.39	0.16	20

LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	Count	%	Base Count	Base %	% Pen	Index
Knowledge of Official Language						
English Only	102,262	90.64	12,283,143	86.06	0.83	105
French Only	47	0.04	42,199	0.30	0.11	14
English And French	5,574	4.94	1,592,757	11.16	0.35	44
Neither English Nor French	4,946	4.38	355,123	2.49	1.39	176
Immigration Status						
Non-Immigrant Population	62,787	55.65	9,719,863	68.10	0.65	82
Born In Province of Residence	60,837	53.92	8,646,491	60.58	0.70	89
Born Outside Province of Residence	1,950	1.73	1,073,372	7.52	0.18	23
Immigrant Population	49,188	43.59	4,304,631	30.16	1.14	145
Visible Minority Status						
Total Visible Minorities	38,849	34.43	4,691,801	32.87	0.83	105
Chinese	4,270	3.78	873,659	6.12	0.49	62
South Asian	13,398	11.88	1,462,854	10.25	0.92	116
Black	3,259	2.89	769,583	5.39	0.42	54
Filipino	1,735	1.54	308,927	2.16	0.56	71
Latin American	3,548	3.15	231,833	1.62	1.53	194
Southeast Asian	3,460	3.07	149,219	1.04	2.32	293
Arab	2,199	1.95	266,504	1.87	0.83	104
West Asian	3,054	2.71	206,441	1.45	1.48	187
Korean	926	0.82	98,969	0.69	0.94	118
Japanese	85	0.07	29,754	0.21	0.29	36
Mother Tongue*						
English	50,251	44.54	9,421,389	66.01	0.53	67
French	488	0.43	546,960	3.83	0.09	11
Total Non-Official	57,239	50.73	3,903,251	27.35	1.47	186
Italian	25,328	22.45	235,172	1.65	10.77	1,362
Spanish	3,394	3.01	210,484	1.48	1.61	204
Panjabi	2,902	2.57	224,978	1.58	1.29	163
Vietnamese	2,139	1.90	75,406	0.53	2.84	359
Portuguese	2,025	1.79	156,199	1.09	1.30	164
Russian	1,747	1.55	110,121	0.77	1.59	201
Mandarin	1,729	1.53	318,224	2.23	0.54	69
Persian	1,674	1.48	141,456	0.99	1.18	150
Arabic	1,381	1.22	207,067	1.45	0.67	84
Cantonese	1,306	1.16	291,735	2.04	0.45	57

Benchmark: Ontario

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

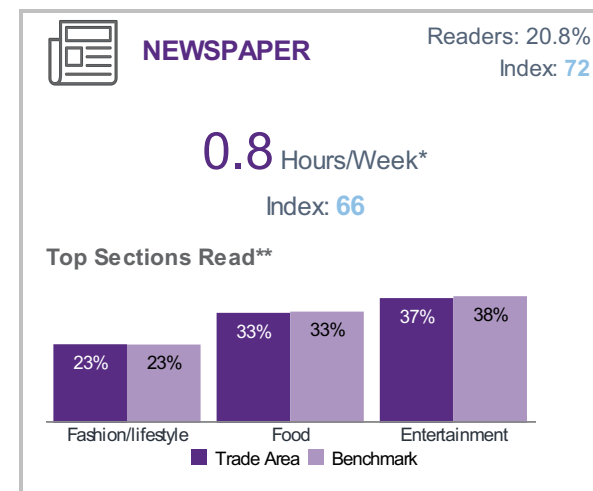| Index Colours:	<80	80 - 110	110+

Behavioural | Media Overview

Trade Area: Vaughan--Woodbridge, ON

Household Population 12+: 99,237

RADIO

Listeners: 85.7%
Index: **100**

13 Hours/Week*

Index: **91**

Top Formats**

	Ethnic/Multi-cultural	Mainstream Top 40	Sports
Trade Area	8%	41%	8%
Benchmark	2%	22%	5%

■ Trade Area ■ Benchmark

TELEVISION

Viewers: 88.9%
Index: **102**

164 Minutes/Day*

Index: **92**

Top Program Types**

	Basketball (when in season)	Late night talk shows	Tennis (when in season)
Trade Area	15%	12%	6%
Benchmark	11%	9%	6%

■ Trade Area ■ Benchmark

NEWSPAPER

Readers: 20.8%
Index: **72**

0.8 Hours/Week*

Index: **66**

Top Sections Read**

	Fashion/lifestyle	Food	Entertainment
Trade Area	23%	33%	37%
Benchmark	23%	33%	38%

■ Trade Area ■ Benchmark

MAGAZINE

Readers: 12.3%
Index: **64**

5 Minutes/Day*

Index: **53**

Top Genres**

	Technology	Women's	Fashion
Trade Area	6%	6%	6%
Benchmark	4%	6%	6%

■ Trade Area ■ Benchmark

INTERNET

Users: 91.6%
Index: **102**

246 Minutes/Day*

Index: **108**

Top Activities**

	Receive store offers by SMS	Read or look into online magazines	Access fashion or beauty-related content
Trade Area	8%	7%	10%
Benchmark	5%	4%	7%

■ Trade Area ■ Benchmark

DIRECT/OUTDOOR

14 Min/Day commuting one-way by car*

Index: **114**

Top DM Formats Used**

	General information from the Internet/websites	Online flyers	Direct email offers
Trade Area	36%	39%	27%
Benchmark	32%	36%	24%

■ Trade Area ■ Benchmark

Benchmark: Ontario

*Consumption values based to Household Population 12+

**Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Behavioural | Sports & Leisure Overview - Attend

Trade Area: Vaughan--Woodbridge, ON

Household Population 12+: 99,237

Top Shows & Exhibitions

Auto shows	Home shows	Craft shows
6.6%	5.4%	5.4%
Index: 114	Index: 89	Index: 62

Top Local Attractions & Destinations

Theme parks	Zoos/aquariums	Other leisure activities	Indoor amusement centres
25.7%	26.8%	40.0%	10.9%
Index: 133	Index: 115	Index: 113	Index: 110

Top Professional Sports

Basketball	Soccer	Baseball	Hockey
15.8%	12.1%	29.6%	26.0%
Index: 165	Index: 154	Index: 120	Index: 112

Top Concert & Theatre Venues

Theatre - Major theatres	Concerts - Theatres/halls	Concerts - Arenas	Concerts - Casinos
25.5%	22.6%	32.0%	14.3%
Index: 102	Index: 98	Index: 97	Index: 97

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Behavioural | Sports & Leisure Overview - Participate

Trade Area: Vaughan--Woodbridge, ON

Household Population 12+: 99,237

Top Individual Sports
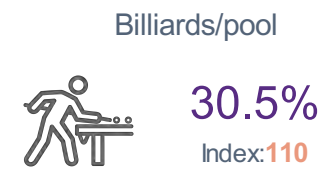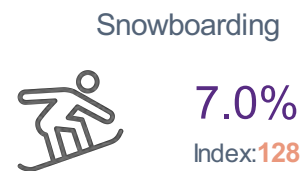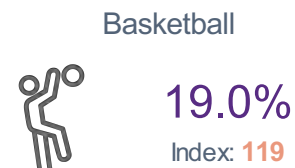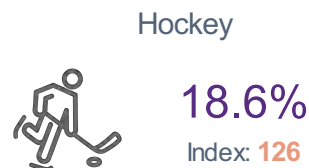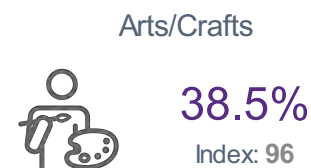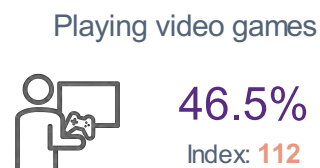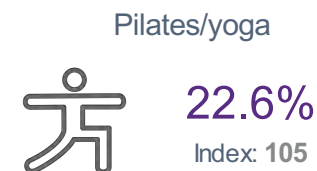
Skateboarding	Inline skating	Snowboarding	Billiards/pool
6.1%	6.9%	7.0%	30.5%
Index: 182	Index: 131	Index: 128	Index: 110

Top Team Sports

Hockey	Soccer	Basketball	Baseball/softball
18.6%	21.5%	19.0%	20.1%
Index: 126	Index: 126	Index: 119	Index: 110

Top Activities

Playing video games	Ice skating	Volunteer work	Arts/Crafts
46.5%	32.2%	45.2%	38.5%
Index: 112	Index: 105	Index: 97	Index: 96

Top Fitness

Health club activity	Fitness classes	Jogging	Pilates/yoga
33.6%	34.4%	29.1%	22.6%
Index: 114	Index: 108	Index: 108	Index: 105

Benchmark: Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Behavioural | Media Highlights

CENTRAL COUNTIES TOURISM

Household Population 12+: 99,237

TELEVISION

	Count	%	% Pen	Index
Viewership				
Heavy	10,652	10.73	0.54	67
Medium/Heavy	16,712	16.84	0.83	104
Medium	17,941	18.08	0.82	104
Medium/Light	18,960	19.11	0.83	104
Light	23,967	24.15	0.99	125
Top Program Types (Watch in Typical Week)*				
Basketball (when in season)	14,553	14.66	1.08	136
Late night talk shows	11,689	11.78	1.01	127
Tennis (when in season)	6,193	6.24	0.87	109
Movies	48,968	49.34	0.86	108
Soccer	9,130	9.20	0.86	108
Entertainment news programs	9,757	9.83	0.84	106
Daytime talk shows	11,229	11.32	0.83	105
Morning local news	20,683	20.84	0.84	105
Cooking programs	23,640	23.82	0.82	103
Reality shows	16,483	16.61	0.82	103
Hockey (when in season)	25,753	25.95	0.80	101
Home renovation/decoration shows	26,812	27.02	0.81	101
Sci-Fi/fantasy/comic book shows	12,344	12.44	0.80	100
CFL football (when in season)	10,341	10.42	0.78	98
NFL football (when in season)	12,177	12.27	0.78	98

RADIO

	Count	%	% Pen	Index
Listenership				
Heavy	16,912	17.04	0.65	82
Medium/Heavy	18,141	18.28	0.70	88
Medium	24,520	24.71	1.02	128
Medium/Light	20,909	21.07	0.82	103
Light	18,755	18.90	0.80	101
Top Formats (Weekly Reach)*				
Ethnic/Multi-cultural	7,700	7.76	2.73	343
Mainstream Top 40/CHR	40,307	40.62	1.48	186
Sports	8,373	8.44	1.32	166
All News	15,361	15.48	1.22	153
Classical/Fine Arts	5,081	5.12	1.03	129
Hot Adult Contemporary	20,460	20.62	1.02	128
Modern/Alternative Rock	11,450	11.54	1.00	125
Classic Hits	19,407	19.56	0.90	113
Adult Contemporary	11,591	11.68	0.57	72
Mainstream Rock	5,411	5.45	0.57	72
News/Talk	15,246	15.36	0.56	71
Multi/Variety/Specialty	5,511	5.55	0.51	64
Not Classified	5,063	5.10	0.46	57

NEWSPAPERS

	Count	%	% Pen	Index
Readership - Dailies				
Heavy	3,825	3.85	0.51	64
Medium/Heavy	3,868	3.90	0.53	67
Medium	3,770	3.80	0.54	68
Medium/Light	4,910	4.95	0.67	84
Light	4,262	4.29	0.60	76
Section Read - Dailies*				
Fashion/lifestyle	22,922	23.10	0.80	100
Food	32,309	32.56	0.79	99
Movie & entertainment	36,712	36.99	0.78	98
Sports	29,127	29.35	0.78	98
Computer/high tech	14,558	14.67	0.76	96
Health	33,529	33.79	0.75	94
Business & financial	29,756	29.98	0.74	93
National news	50,198	50.58	0.74	92
Local & regional news	52,963	53.37	0.72	90
New homes section	15,359	15.48	0.72	90
Readership - Community Papers				
Heavy	5,360	5.40	0.49	62
Medium/Heavy	4,420	4.45	0.51	65
Medium	6,596	6.65	0.69	87
Medium/Light	4,524	4.56	0.48	60
Light	7,792	7.85	0.81	101

INTERNET

	Count	%	% Pen	Index
Usage				
Heavy	22,668	22.84	0.92	115
Medium/Heavy	21,891	22.06	0.91	114
Medium	17,344	17.48	0.76	96
Medium/Light	16,200	16.32	0.77	97
Light	12,837	12.94	0.67	84
Online Social Networks (Used in Past Month)				
Snapchat	20,556	20.71	1.09	137
Instagram	36,405	36.69	1.08	136
Online/Internet dating sites	3,391	3.42	1.06	133
Video/photo sharing	1,860	1.87	1.00	125
Twitter	18,328	18.47	0.92	116
YouTube	45,274	45.62	0.86	108
LinkedIn	16,196	16.32	0.85	107
Tumblr	2,849	2.87	0.81	101
Google+	21,287	21.45	0.76	96
Facebook	50,296	50.68	0.75	94
Pinterest	14,028	14.14	0.71	90
Top Activities (Past Week)				
Receive store offers by SMS	7,941	8.00	1.26	158
Read or look into online magazines	6,691	6.74	1.23	155
Access fashion or beauty-related content	10,196	10.27	1.22	153
Listen to a radio broadcast via streaming audio	8,277	8.34	1.19	149
Consult consumer reviews	26,321	26.52	1.16	145
Watch free streaming music videos	32,704	32.96	1.09	137
Access a TV station's website	7,622	7.68	1.08	136
Access professional sports content	16,471	16.60	1.06	133
Access restaurant guides/reviews	14,606	14.72	1.05	132
Watch a TV broadcast via streaming video	7,842	7.90	1.01	127
Download music/MP3 files (free or paid)	15,416	15.54	1.00	126
Compare products/prices while shopping	31,898	32.14	1.01	126
Access a radio station's website	9,550	9.62	0.97	122
Use ad blocking software	14,588	14.70	0.96	120
Watch a subscription-based video service (e.g. Netflix)	32,162	32.41	0.94	118

DIRECT

	Count	%	% Pen	Index
Used in Shopping				
General information from the Internet/websites	35,696	35.97	0.89	111
Online flyers	38,735	39.03	0.86	109
Direct email offers	26,348	26.55	0.87	109
Local store catalogues	24,590	24.78	0.85	106
Mail order	7,668	7.73	0.81	102
Coupons	35,386	35.66	0.80	101
Flyers inserted into a community newspaper	39,521	39.83	0.79	100
Flyers delivered to the door or in the mail	41,076	41.39	0.73	92
Flyers inserted into a daily newspaper	18,682	18.83	0.69	86
Yellow Pages (print or online)	1,863	1.88	0.32	40
Opinion of Flyers to Door/By Mail				
Very unfavourable	25,846	26.05	0.91	115
Somewhat favourable	33,999	34.26	0.78	98
Very favourable	21,240	21.40	0.77	96
Somewhat unfavourable	18,152	18.29	0.73	92

MAGAZINES

	Count	%	% Pen	Index
Readership				
Heavy	2,144	2.16	0.46	58
Medium/Heavy	1,360	1.37	0.29	37
Medium	2,533	2.55	0.55	69
Medium/Light	2,712	2.73	0.55	70
Light	3,499	3.53	0.70	87
Top Magazine Types*				
Computer, science & technology	5,899	5.95	1.13	142
Women's	6,362	6.41	0.85	106
Fashion	5,924	5.97	0.83	104
Entertainment/celebrity	8,073	8.13	0.76	95
Sports & recreation	4,964	5.00	0.75	95
Travel & tourism	6,346	6.39	0.74	93
Food & beverage	10,428	10.51	0.71	89
News & current affairs	6,465	6.51	0.64	80
Gardening & homes	5,522	5.57	0.56	71

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Activities

Central Counties Tourism

Trade Area: Vaughan--Woodbridge, ON

Household Population 18+: 90,254

FACEBOOK

72.1% currently use

Index: 93

Top Activities (Daily)

Activity	Trade Area	Benchmark
Read news feed	33.0%	41.0%
Answer msgs	25.5%	30.9%
Cmt/Like other users' posts	22.2%	28.8%

TWITTER

37.3% currently use

Index: 118

Top Activities (Daily)

Activity	Trade Area	Benchmark
Read tweets	15.6%	13.4%
Watch videos	9.2%	6.7%
Send/Receive Direct Msgs	6.6%	5.5%

INSTAGRAM

43.7% currently use

Index: 116

Top Activities (Daily)

Activity	Trade Area	Benchmark
View photos/videos	23.3%	19.8%
Like photos/videos	19.4%	16.0%
Comment on photos/videos	11.7%	7.7%

LINKEDIN

56.3% currently use

Index: 117

Top Activities (Weekly)

Activity	Trade Area	Benchmark
Create a connection	9.6%	6.8%
Read your newsfeed	8.7%	5.5%
Search and review other profiles	8.6%	5.2%

YOUTUBE

72.8% currently use

Index: 102

Top Activities (Daily)

Activity	Trade Area	Benchmark
Watch videos	30.1%	27.0%
Watch live videos	9.8%	7.5%
Like/dislike videos	9.7%	7.9%

SNAPCHAT

17.6% currently use

Index: 115

Top Activities (Weekly)

Activity	Trade Area	Benchmark
Receive photos/videos	8.2%	8.2%
Send direct text msgs	7.2%	6.8%
Send photos/videos	6.9%	6.6%

WHATSAPP

51.5% currently use

Index: 134

Top Activities (Daily)

Activity	Trade Area	Benchmark
Send/receive msgs	28.1%	20.5%
Send/receive images	23.5%	17.1%
Use group chats	19.7%	13.2%

BLOGS

16.8% currently use

Index: 112

Top Activities (Monthly)

Activity	Trade Area	Benchmark
Click on an ad	5.9%	4.2%
Leave comments on a blog	5.6%	4.8%
Publish a post on your blog	4.2%	3.5%

Benchmark: Ontario

Chosen and ranked by percent composition

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Usage

Trade Area: Vaughan--Woodbridge, ON

Household Population 18+: 90,254

FRIENDS IN ALL SM NETWORKS

33.4%

Index: **96**

0-49 friends

FREQUENCY OF USE (DAILY)

48.1%

Index: **83**

Facebook

BRAND INTERACTION

37.1%

Index: **94**

Like brand on Facebook

NO. OF BRANDS INTERACTED

33.1%

Index: **99**

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
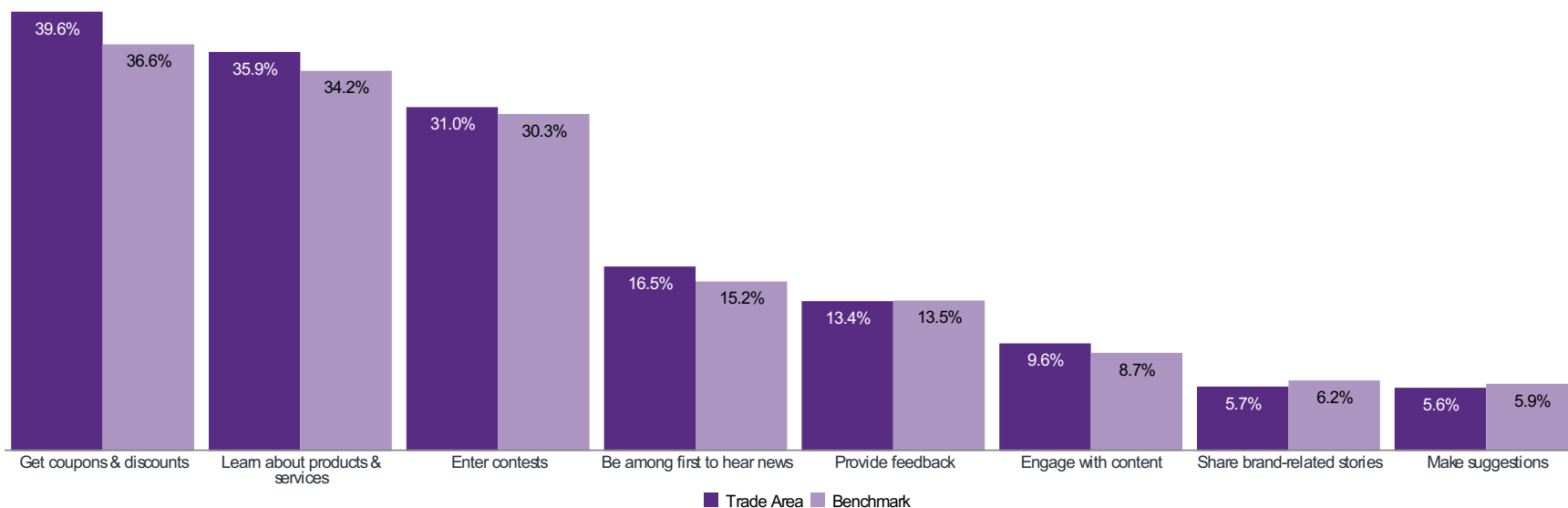
Reason	Trade Area	Benchmark
Get coupons & discounts	39.6%	36.6%
Learn about products & services	35.9%	34.2%
Enter contests	31.0%	30.3%
Be among first to hear news	16.5%	15.2%
Provide feedback	13.4%	13.5%
Engage with content	9.6%	8.7%
Share brand-related stories	5.7%	6.2%
Make suggestions	5.6%	5.9%

■ Trade Area ■ Benchmark

Benchmark: Ontario

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

Opticks Social | Purchases and Future Usage

Trade Area: Vaughan--Woodbridge, ON

Household Population 18+: 90,254

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

11.8%	10.7%	8.4%	8.3%
Index: **100**	Index: **121**	Index: **107**	Index: **95**
Vacation, travel-related	Entertainment-related (i.e. movies)	Car, auto-related	Big-ticket (i.e. appliances)

USAGE EXPECTATIONS (Increase in the next yr)
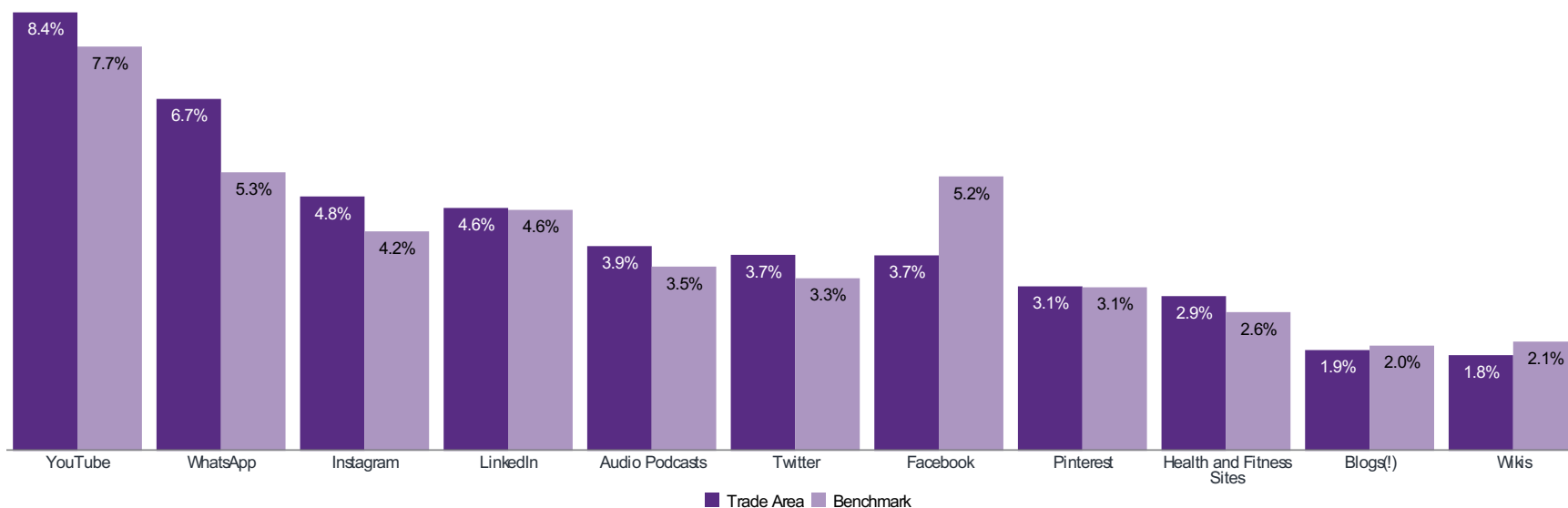
Bar chart — Trade Area vs Benchmark:

	Trade Area	Benchmark
YouTube	8.4%	7.7%
WhatsApp	6.7%	5.3%
Instagram	4.8%	4.2%
LinkedIn	4.6%	4.6%
Audio Podcasts	3.9%	3.5%
Twitter	3.7%	3.3%
Facebook	3.7%	5.2%
Pinterest	3.1%	3.1%
Health and Fitness Sites	2.9%	2.6%
Blogs(!)	1.9%	2.0%
Wikis	1.8%	2.1%

■ Trade Area   ■ Benchmark

Benchmark: Ontario

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

Central Counties Tourism

DESCRIBES ME*...

Use SM to stay connected with personal contacts

% Comp **41.5**   Index **90**

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

% Comp **29.8**   Index **113**

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

% Comp **74.8**   Index **102**

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

% Comp **11.4**   Index **109**

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

% Comp **83.0**   Index **98**

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

% Comp **22.6**   Index **98**

Benchmark: Ontario

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

Index Colours:	<80	80 - 110	110+

Top 5 segments represent 73.1% of households in Vaughan--Woodbridge, ON

15 HERITAGE HUBS
S3 F3
Middle-aged, diverse suburban families

Rank:	1
Hhlds:	8,829
Hhld %:	25.05
% in Benchmark:	3.13
Index	799

The young families who moved into starter homes a decade ago are growing up. In Heritage Hubs, these now middle-aged families have crafted comfortable lifestyles—often thanks to dual incomes—in suburban communities slowly being absorbed by the urban sprawl. Nearly 85 percent of residents live in houses built since 1990, and while the housing stock is mixed, almost a quarter live in row houses—about four times the national average. Reflecting the increasing diversity of the nation's suburbs, more than 40 percent of households contain immigrants, though no one cultural group dominates. Family-filled Heritage Hubs scores high for participating in basketball, swimming and bowling. On weekends, families head to theme parks, zoos and aquariums. With their international roots, families here are seasoned travellers, often visiting China, Florida and Jamaica. To save money, vacations are frequently booked with discount online travel services at all-inclusive resorts.

28 METRO MULTICULTURALS
U2 M1
Diverse, middle-aged and older households

Rank:	2
Hhlds:	5,533
Hhld %:	15.70
% in Benchmark:	2.32
Index	676

The name Metro Multiculturals reflects this urban segment's high concentration of pre-1990 immigrants from a number of countries in Europe and the Middle East. Found in neighbourhoods across cities like Toronto and Montreal, these households typically contain a mix of middle-aged families and older couples enjoying a middle-income lifestyle. With over half living in Montreal, they inhabit a multi-lingual world where one-fifth speak a non-official language at home, and another fifth are francophones. Over half of households contain married couples, a stark contrast to typical francophone segments where common-law relationships are more prevalent. What unites these multicultural households are average incomes earned from a mix of education and jobs in transportation and wholesale trade. Metro Multiculturals members tend to own their single-detached homes—typically built between 1961 and 1980—where they have plenty of room for their older children. These active families hold memberships to fitness clubs and buy clothes at Sports Experts and Golf Town. Reflecting their diversity, they are likely to attend historical sites, comedy clubs, tennis matches and basketball games.

06 KIDS & CAREERS
S1 F8
Large, well-off, middle-aged suburban families

Rank:	3
Hhlds:	5,077
Hhld %:	14.41
% in Benchmark:	3.42
Index	421

One of the wealthiest suburban lifestyles, Kids & Careers is known for its sprawling families—more than 40 percent include four or more people—living in the nation's second-tier cities. Parents are middle-aged, children are between 10 and 25 years old, and 85 percent live in single-family homes—typically spacious affairs built after 1980. And more than a quarter of households contain immigrants who have achieved success and moved to the suburbs. With average incomes around $170,000, residents lead flourishing lifestyles, belonging to golf and fitness clubs, shopping at upscale malls and big-box stores and attending pro sporting events. Few segments score higher for team sports as both participants and spectators, with Kids & Careers households exhibiting high rates for playing ice hockey, soccer, football and basketball. When they want to catch a game on TV, they relax in family rooms outfitted with HDTVs, personal video recorders, tablet computers and gaming devices. Still in the asset accumulation phase of their financial lives, these families score high for investing in stocks and mutual funds, and many do their investing with discount brokers.

14 DIVERSITY HEIGHTS
S3 F9
Diverse, middle-aged and older suburban families

Rank:	4
Hhlds:	4,863
Hhld %:	13.80
% in Benchmark:	1.53
Index	903

Unlike the wave of immigrants who came to Canada in the postwar years, the members of Diversity Heights tend to be Baby Boomers and Gen-Xers who emigrated between 1960 and 1990. Today these older, culturally diverse families—about 40 percent are foreign-born, typically from China, India, Italy and the Philippines—have moved beyond gateway neighbourhoods into comfortable inner-ring suburbs. In these multi-lingual neighbourhoods, nearly nine out of ten households own their homes, and more than two-thirds of these are single-family dwellings; about 5 percent are multi-family households. With its high concentration of older children—one-third are over 20—this segment scores high for outdoor activities like soccer, baseball, tennis and football. Many also frequent nightclubs, amusement parks, aquariums and hockey games. And in these neighbourhoods where one of the stronger values is Traditional Family, shoppers frequent family-oriented businesses: bowling alleys, video arcades and ski resorts, for an afternoon of snowboarding.

27 DIVERSE CITY
U2 F9
Middle-income, diverse city dwellers

Rank:	5
Hhlds:	1,445
Hhld %:	4.10
% in Benchmark:	3.48
Index	118

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.

Trade Area: Vaughan–Woodbridge, ON   **Base Variable:** Total Households

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
U1	F8	01	Cosmopolitan Elite	80	0.23	56,899	1.03	0.14	22
U1	F8	02	Urbane Villagers	1,081	3.07	52,715	0.95	2.05	322
U1	F5	03	Arts & Affluence	0	0.00	72,473	1.31	0.00	0
U1	F9	08	Boomerang City	773	2.19	115,987	2.10	0.67	105
S1	F8	04	Suburban Success	335	0.95	57,804	1.04	0.58	91
S1	F8	06	Kids & Careers	5,077	14.41	189,289	3.42	2.68	421
S1	F6	07	Nouveaux Riches	0	0.00	23	0.00	0.00	0
S1	M1	10	Emptying Nests	34	0.10	66,077	1.19	0.05	8
E1	F8	09	Satellite Burbs	431	1.22	264,640	4.78	0.16	26
E1	F2	17	Exurban Wonderland	662	1.88	76,552	1.38	0.86	136
S2	F1	16	Pets & PCs	1,439	4.08	176,441	3.19	0.82	128
S2	F1	18	Management Material	268	0.76	57,894	1.05	0.46	73
S2	F2	37	Trucks & Trades	383	1.09	64,843	1.17	0.59	93
S2	Y2	50	Suburban Scramble	51	0.14	88,816	1.60	0.06	9
S3	F9	14	Diversity Heights	4,863	13.80	84,580	1.53	5.75	903
S3	F3	15	Heritage Hubs	8,829	25.05	173,509	3.13	5.09	799
S3	F1	20	South Asian Achievers	412	1.17	96,263	1.74	0.43	67
S3	F7	25	South Asian Society	285	0.81	50,618	0.91	0.56	88
S3	F7	42	Home Sweet Rows	36	0.10	78,559	1.42	0.05	7
U2	F9	05	Asian Sophisticates	401	1.14	108,968	1.97	0.37	58
U2	F9	13	Asian Avenues	0	0.00	57,885	1.04	0.00	0
U2	F9	27	Diverse City	1,445	4.10	192,684	3.48	0.75	118
U2	M1	28	Metro Multiculturals	5,533	15.70	128,567	2.32	4.30	676
E2	F3	24	Fresh Air Families	446	1.27	229,030	4.14	0.19	31
E2	F5	36	Exurban Homesteaders	0	0.00	129,980	2.35	0.00	0
E2	F4	53	Outdoor Originals	0	0.00	18,292	0.33	0.00	0
U3	Y1	11	Urban Digerati	0	0.00	188,874	3.41	0.00	0
U3	Y2	12	Street Scenes	0	0.00	103,558	1.87	0.00	0
U3	Y1	38	Grads & Pads	0	0.00	64,903	1.17	0.00	0
S4	F5	22	Aging in Suburbia	20	0.06	79,273	1.43	0.03	4
S4	M1	26	Second City Retirees	180	0.51	226,746	4.09	0.08	12
S4	M1	39	Our Time	147	0.42	103,647	1.87	0.14	22
R1	F5	35	Country Acres	0	0.00	144,591	2.61	0.00	0
R1	F3	40	Wide Open Spaces	0	0.00	132,236	2.39	0.00	0
E3	F6	30	La Vie est Belle	0	0.00	4,332	0.08	0.00	0
E3	F2	32	Mini Van & Vin Rouge	0	0.00	311	0.01	0.00	0
E3	F6	41	Vieille École	0	0.00	687	0.01	0.00	0
T1	F4	47	Traditional Town Living	0	0.00	96,437	1.74	0.00	0
T1	F4	51	Aging & Active	9	0.03	49,281	0.89	0.02	3
T1	M3	54	Serenity Springs	0	0.00	86,337	1.56	0.00	0
T1	F2	57	First Nations Families	0	0.00	15,192	0.27	0.00	0
R2	M2	33	Heartland Retirees	0	0.00	78,641	1.42	0.00	0
R2	M2	58	Rustic Roads	0	0.00	14,925	0.27	0.00	0
U4	F7	23	Asian New Wave	0	0.00	53,959	0.97	0.00	0
U4	F1	31	New World Symphony	971	2.75	137,676	2.49	0.71	111
U4	Y1	34	Rooms with a View	0	0.00	91,893	1.66	0.00	0
U4	F1	43	Newcomers Rising	24	0.07	191,710	3.46	0.01	2
U5	M3	19	Grey Pride	958	2.72	61,760	1.11	1.55	244
U5	F6	21	Beau Monde	0	0.00	10	0.00	0.00	0
U5	M3	29	Silver Linings	0	0.00	73,329	1.32	0.00	0
U5	M3	61	Les Seniors	0	0.00	876	0.02	0.00	0
U5	M3	66	Sunset Towers	69	0.20	155,186	2.80	0.04	7
R3	F6	45	Jeunes d'Esprit	0	0.00	588	0.01	0.00	0
R3	F3	46	Villes Tranquilles	0	0.00	405	0.01	0.00	0
R3	F4	55	La Vie Bucolique	0	0.00	1,508	0.03	0.00	0
R3	F6	62	Terre à Terre	0	0.00	2,712	0.05	0.00	0
R3	M2	64	Fête au Village	0	0.00	210	0.00	0.00	0
S5	F3	48	Variété Suburbaine	0	0.00	540	0.01	0.00	0
S5	Y2	59	Locataires en Banlieues	0	0.00	167	0.00	0.00	0
S5	M3	60	Bons Vivants	0	0.00	2,016	0.04	0.00	0
U6	Y2	52	Striving Startups	0	0.00	70,668	1.28	0.00	0
U6	Y1	56	Single City Jazz	0	0.00	47,782	0.86	0.00	0
U6	F5	63	Lunch at Tim's	0	0.00	280,282	5.06	0.00	0
U6	Y2	65	Young & Connected	0	0.00	123,291	2.23	0.00	0
U6	Y2	68	Low-Rise Renters	0	0.00	154,447	2.79	0.00	0
U7	Y1	44	Jeunes et Actifs	0	0.00	0	0.00	--	100
U7	Y2	49	Enclaves Multiethniques	0	0.00	6,223	0.11	0.00	0
U7	Y1	67	Survivre en Ville	0	0.00	487	0.01	0.00	0
			Total	**35,242**	**100.00**	**5,536,784**	**100.00**	**0.64**	**100**

Benchmark: Ontario

Psychographics | SocialValues Overview

Central Counties Tourism

Trade Area: Vaughan--Woodbridge, ON

⬆ Strong Values

Values	Index
Attraction For Crowds	114
Pursuit of Novelty	114
Sexual Permissiveness	113
Importance of Brand	111
Anomie-Aimlessness	110
Concern for Appearance	110
Need for Status Recognition	110
Social Darwinism	109
Skepticism Toward Small Business	108
Adaptability to Complexity	107

⬇ Weak Values

Values	Index
Community Involvement	84
Ethical Consumerism	85
Brand Apathy	87
Personal Control	88
Attraction to Nature	89
Financial Concern Regarding the Future	89
National Pride	89
Ecological Concern	90
Duty	91
Personal Creativity	91

☆ Descriptions | Top 3 Strong Values

Attraction For Crowds

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

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.

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.

☆ Descriptions | Top 3 Weak Values

Community Involvement

Measure of the interest in what's happening in one's neighborhood, city, town, or region. Reflected in activities ranging from reading the weekly community newspaper to socio-political involvement in community organizations.

Ethical Consumerism

Willingness to base consumer decisions on the perceived ethics of the company making the product (e.g., whether management treats employees fairly, co-operates with governments that do not meet ethical standards, or uses testing methods that involve mistreatment of animals). Desire to see companies be good corporate citizens in terms of these new social concerns.

Brand Apathy

Giving little weight to the brand name of a product or service; a tendency to favour no brands in particular over others and being unwilling to pay a price premium for a brand.

Index Colours:	<80	80 - 110	110+