Central Counties Tourism

Visitor DNA

March 4, 2019

Before we begin, please download the PRIZM5 app on your smartphones

PRIZM5

Visitor DNA

How well do you know your visitors?

Can you answer the following questions about your visitors?

- What are your visitors average age?
- How diverse are your visitors?
- Do they prefer Facebook, Instagram, or LinkedIn?
- What are their most important social values?
- What is their average household size?

- What is their average income?
- How far are they traveling to you?

CENTRAL COUNTIES TOURISM

Here's what we know about CCT's customer

Based on approximately 100,000 postal codes that were collected within the entire region:

- What are your visitors average age?   49.8 years old
- How diverse are your visitors?   High diversity, 44% are visible minorities
- Do they prefer Facebook, Instagram, or LinkedIn? Facebook 58.8%; Instagram 26.4%; LinkedIn 18.9%
- What are their most important social values?   Pursuit of Novelty
- What is their average household size?   53.7% of households have 3+ people & 35% of households have children aged under 9 years
- What is their average income? $126,288
- How far are they traveling to you?   59.29% travel within 40km & 40.71% outside of a 40km range

CENTRAL COUNTIES TOURISM

THIS IS THE POWER OF A POSTAL CODE!
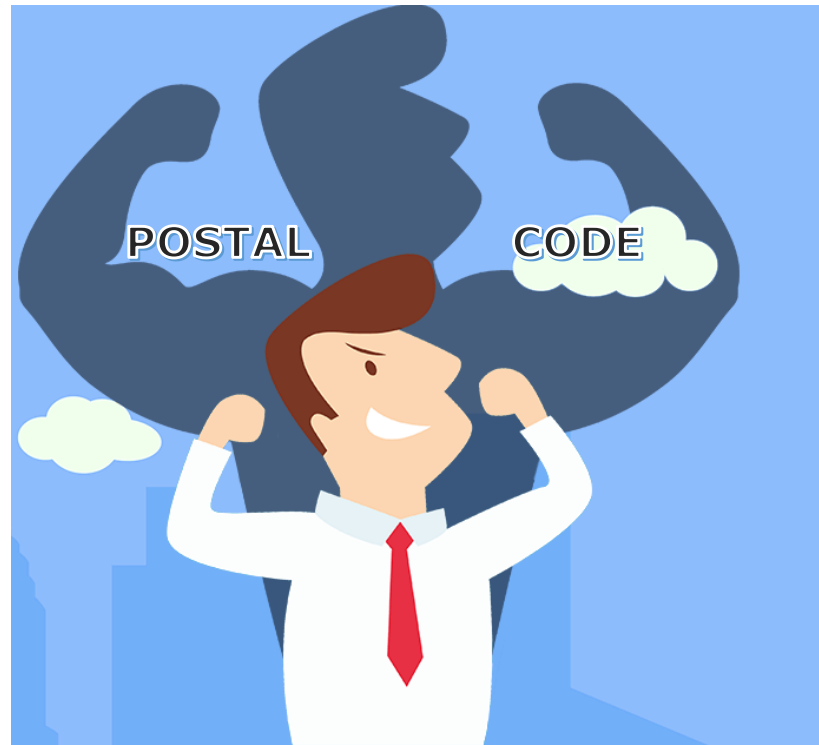
Value of Postal Code Data

Find out where your visitors/guests/customers coming from

Learn who they are

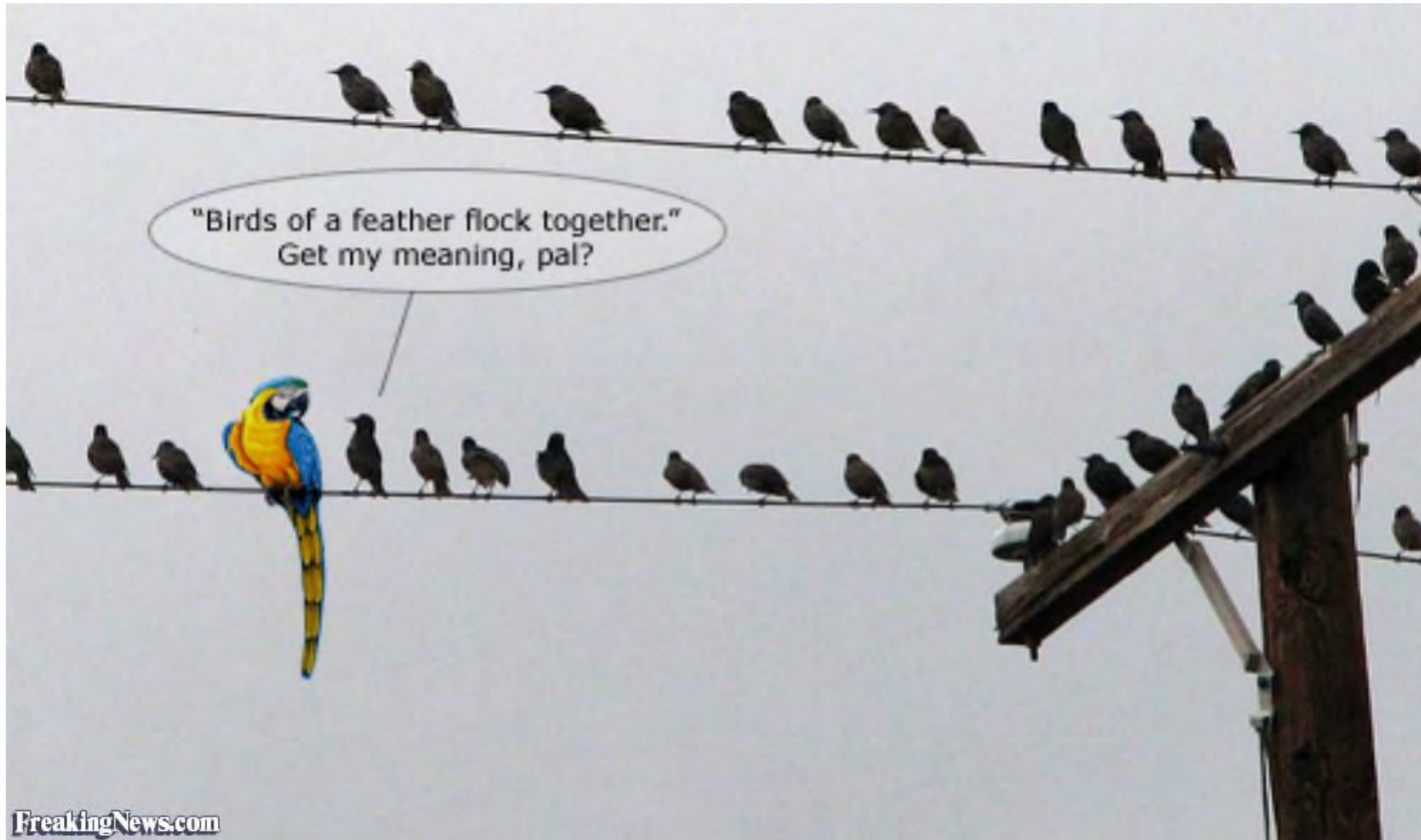See how your customers align with the region's demographics

Privacy-friendly

An opportunity for custom analysis

CENTRAL COUNTIES TOURISM

Birds of a feather flock together...

CCT is working with Environics Analytics to aggregate postal codes into one comprehensive report that is our Visitor Research Program.

Through Environics Analytics, we have access to the following data:

Over 30,000 Data Variables

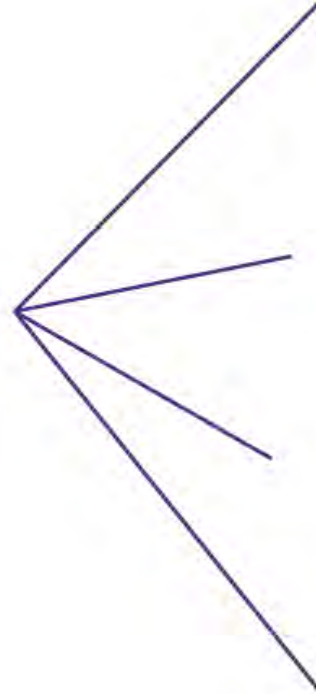Demographic Behavioural Psychographic

Segmentation Financial LocationWare

CENTRAL COUNTIES TOURISM

ENVISION5

PRIZM5 (Segmentation)

DemoStats (Demographic)

Opticks (Behavioural)
Powered by Numeris

SocialValues (Psychographic)

CENTRAL COUNTIES TOURISM

The Goal: 360° View of the customer

Demographics
- $97K Income
- University Degree
- White Collar

Media Preferences
- Internet
- TV
- Cooking Shows

Digital Behaviour
- iPhone
- Instagram
- eNewsletter

Attitudes
- Pursuit of Novelty
- Saving on Principle
- Status Recognition

Lifestyle
- Yoga
- Travel
- Public Transit

Financial Behaviour
- TD Bank
- Mobile Banking
- Stocks

CENTRAL COUNTIES TOURISM
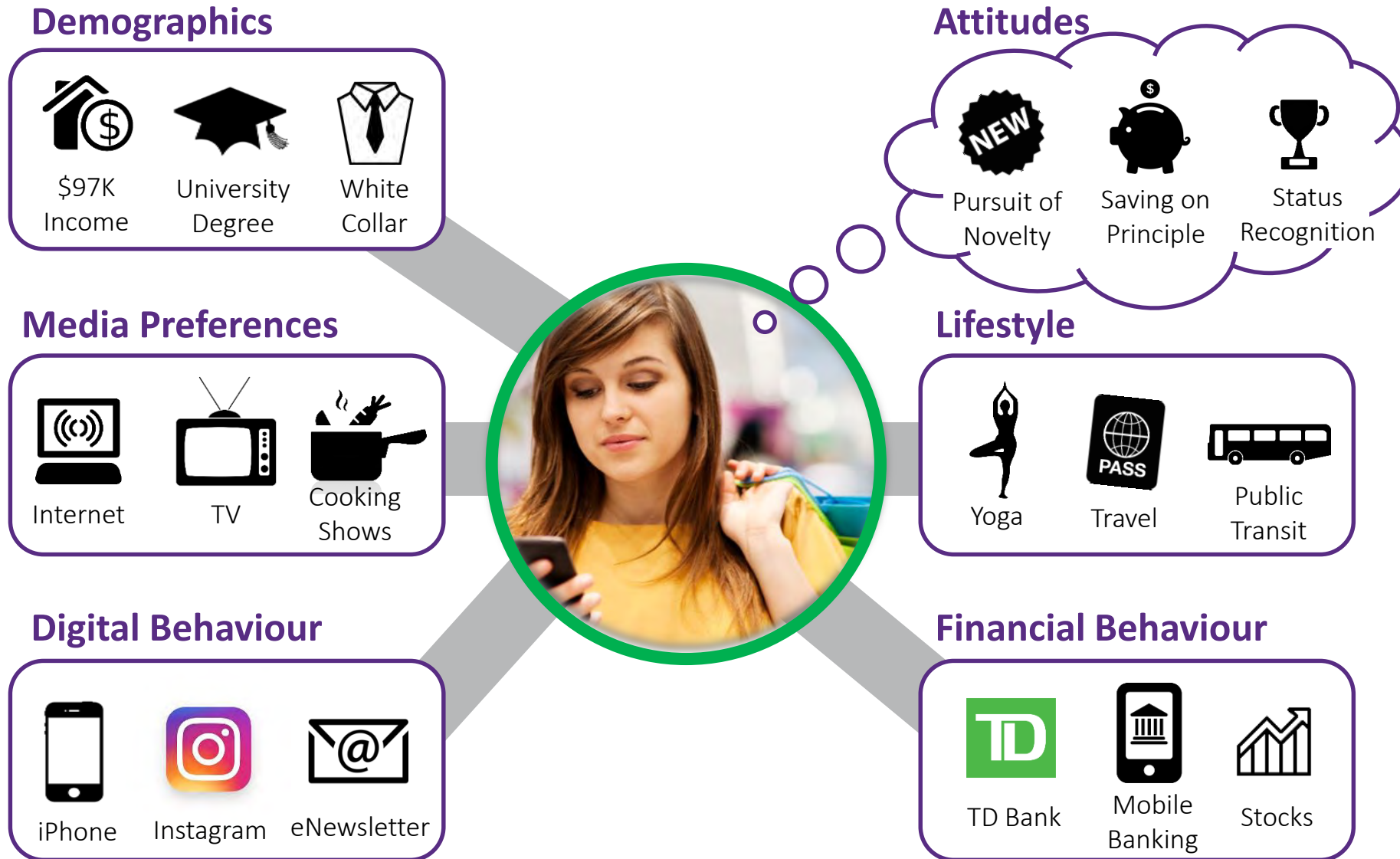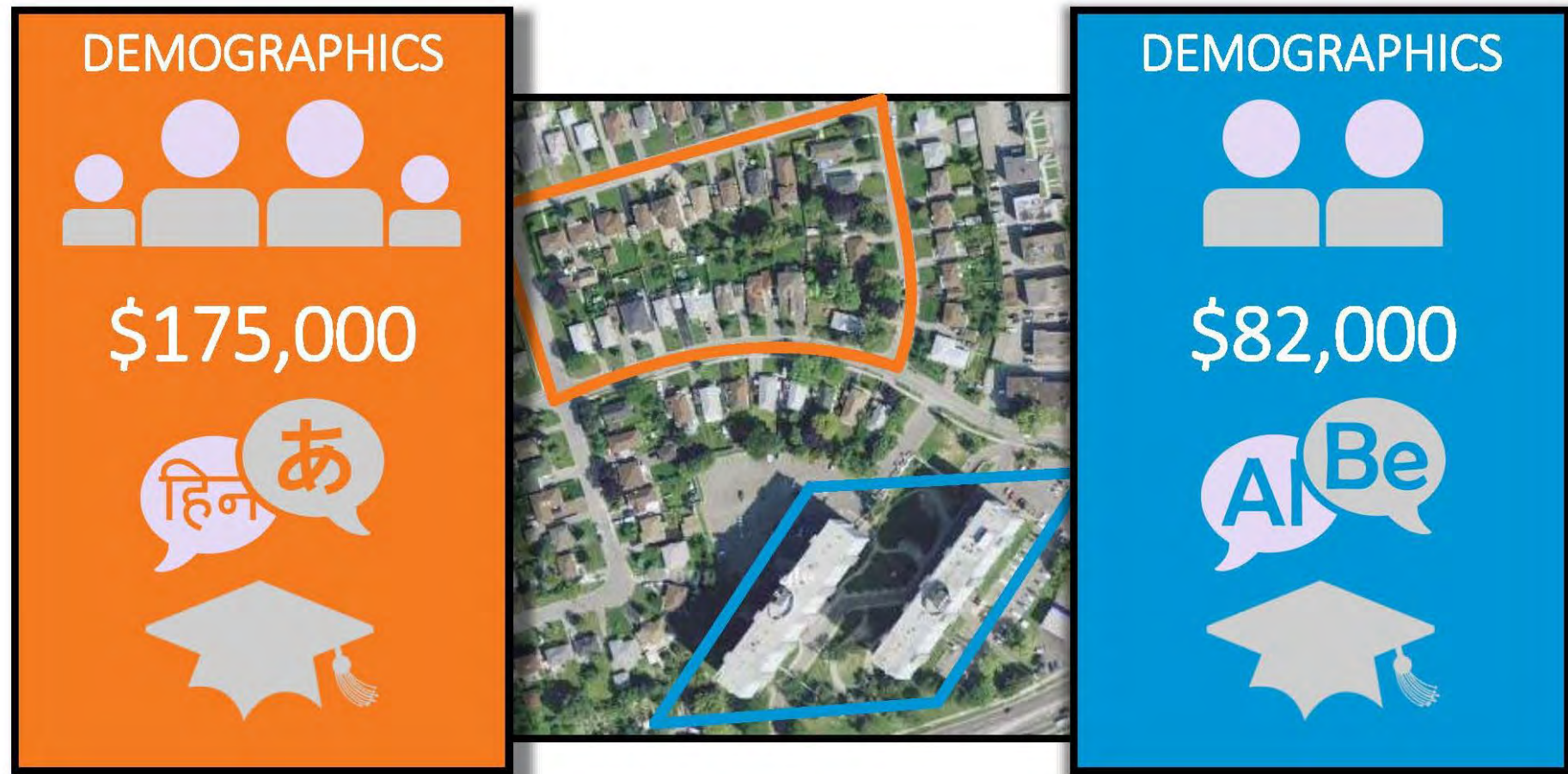
Geo-Demography

We can then assign lifestyles to neighbourhoods
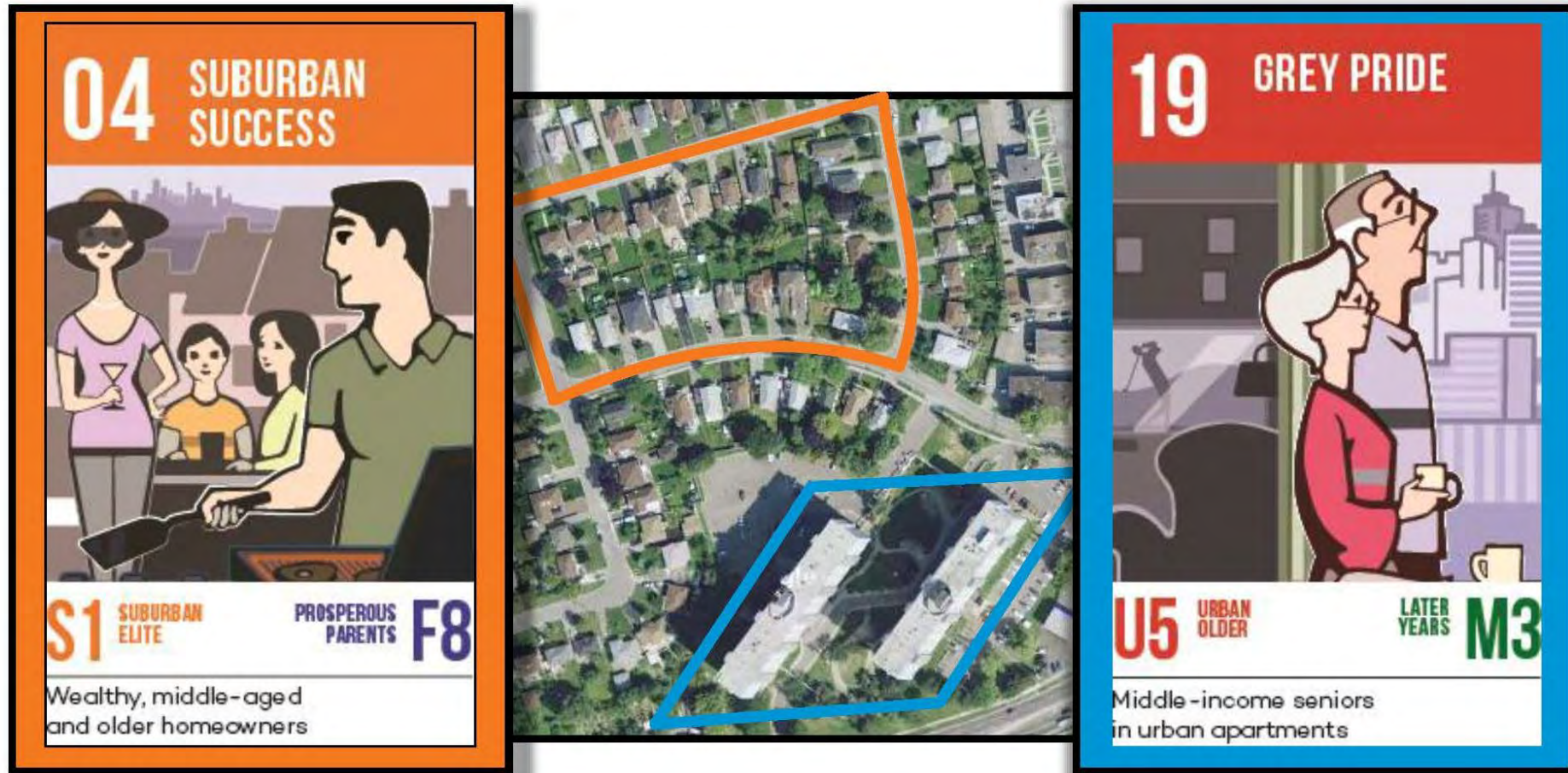
…And find these lifestyles all over Canada

With Prizm5's 68 Unique Profiles

We can learn the following:

11 URBAN DIGERATI

U3 URBAN YOUNG   SINGLES SCENE Y1

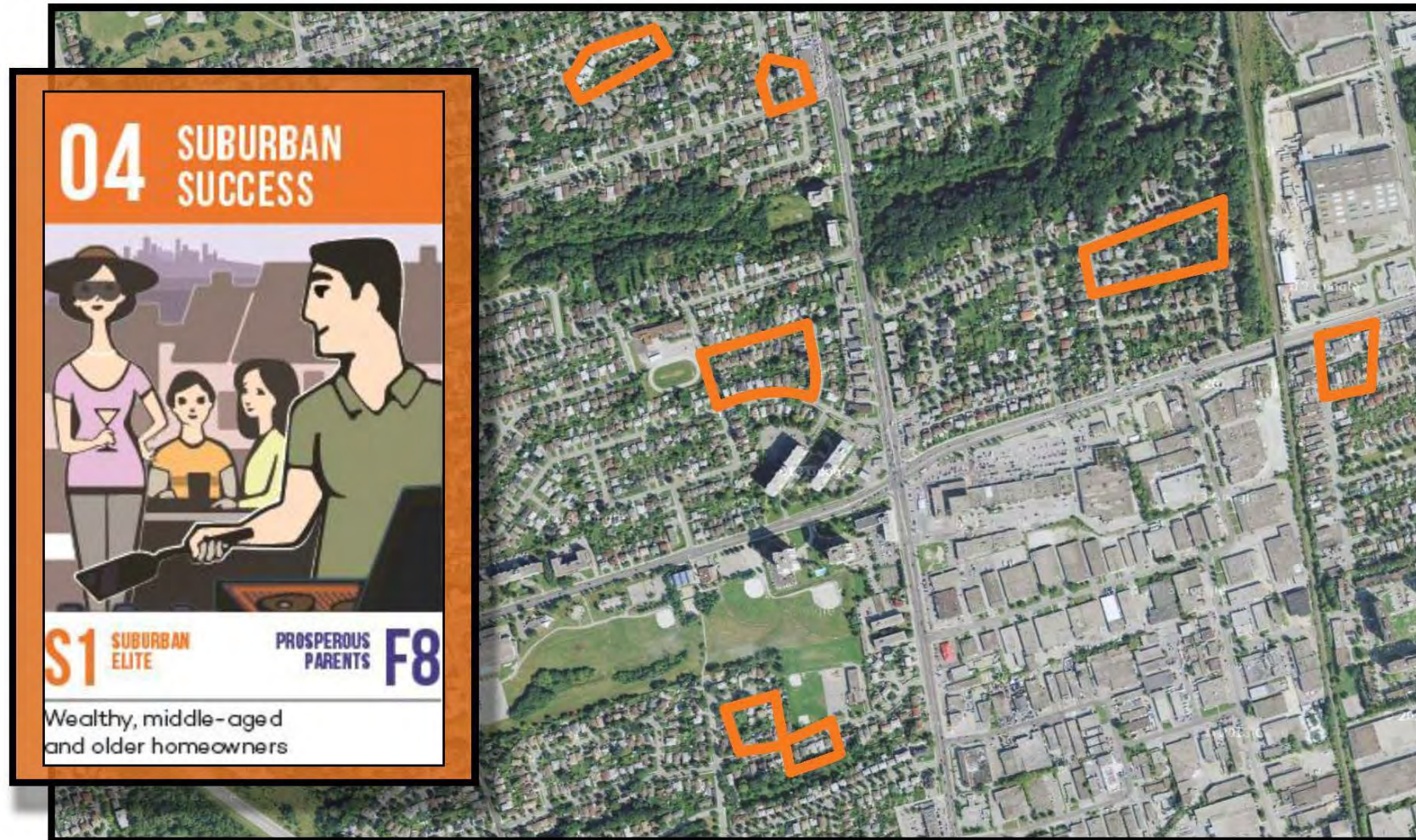Younger, well-educated city singles

Demographics

- ☑ Age – 25 to 34
- ☐ 1 person households
- ☑ Non-family household
- ☑ Use public transit
- ☑ University degree
- ☑ Management occupation
- ☑ Single (never married)
- ☑ English mother tongue
- ☑ Apartment

Retail Behaviour (Past Year)

- ☑ Sporting Life
- ☐ Mastermind
- ☑ Loblaws
- ☑ Holt Renfrew
- ☑ Talbots
- ☑ Sunglass Hut
- ☑ Black's
- ☑ Town Shoes
- ☑ Pharma Plus
- ☐ Lenscrafters
- ☐ SoftMoc
- ☑ Nine West
- ☑ Apple
- ☐ Pier 1 Imports

Sports and Leisure

- ☐ Opera
- ☑ Museums
- ☑ Art Galleries
- ☑ Live Theatre
- ☑ Foreign Movies
- ☑ Nightclubs/bars
- ☑ Pop Music Concerts
- ☑ Attend Pro Basketball
- ☑ Attend Pro Baseball
- ☑ Health/Fitness Club
- ☑ Downhill Skiing
- ☐ Canoeing
- ☑ Yoga/Pilates
- ☑ Tennis

Media Preferences

- ☑ Medium-Light Radio Listener
- ☑ Rock
- ☑ News/Talk/Information/Sports
- ☑ Oldies
- ☑ Light TV Viewer
- ☑ Sitcoms
- ☑ News/Current Affairs
- ☐ Heavy Reader of Daily Newspaper
- ☑ Finance/Business
- ☑ Real Estate/Homes
- ☑ Medium-Light Magazine
- ☑ News and Current Affairs
- ☑ Heavy Internet Use
- ☑ Buy Books Online

CENTRAL COUNTIES TOURISM

How To Collect Postal Codes:

- At Point of Sale/ E-commerce
- Intercepts
- Contests
- Surveys
- Partners

Visitor Research Program

Prepared for: CCT Stakeholders

Data: 98,065 Postal Codes

Date: March 4th, 2019

RTO 6 Visitor Profile 2018

Central Counties Tourism

Demographic Snapshot

14,279,818 Total Population of Ontario

5,497,466 Total Households (HH) in Ontario

49.8 Years Median age of HHs maintainer (94)

Young Families 35.6% of HHs have children aged under 9 (110)

3+ Persons 53.7% of HHs have 3+ persons (130)

White Collar 39.8% of HHs work in white collar occupations (114)

$126,288 Average Household Income (119)

High Diversity 44% are visible minorities (146)

Key Social Values

Strong Values			Weak Values
Pursuit of Novelty	112	87	Fulfilment Through Work
Importance of Brand	110	89	Utilitarian Consumerism
Consumption Evangelism	110	90	Brand Apathy
Adaptability to Complexity	110	91	Rejection of Inequality
Confidence in Advertising	110	92	Discriminating Consumerism
Advertising as Stimulus	110	92	Cultural Assimilation

See Social Values glossary for full definitions

Attraction for Crowds 107

Attraction to Nature 89

Cultural Sampling 103

Ecological Lifestyle 99

Media Habits

Social media usage
% who currently use

- Facebook 58.8% (104)
- G+ 23.9% (93)
- Instagram 26.4% (108)
- LinkedIn 18.9% (117)
- Pinterest 17.9% (100)
- Twitter 20.7% (116)

Time Spent Online
Hours spend on an average day

- Target Group / Benchmark
- Zero: 6.4 / 9.3
- <1 hour: 6.3 / 7.7
- 1 to 2: 11.2 / 12.8
- 2 to 3: 13.1 / 12.8
- 3 to 4: 12.6 / 12.0
- 4+ hours: 50.5 / 45.5

Websites Visited
% who visited, Past month

Website	%	INDEX
Maps	57.81	105
Social network	55.92	104
Banking	53.44	102
News sites	45.61	107
Research products	41.05	102
Food/recipes	36.74	110
Product or service	29.99	105
Streaming TV	29.82	107
Health	27.6	113
Online newspaper	24.43	107

Direct & Outdoor
% of population

- 35.5% Use flyers delivered to the door by mail (104)
- 43.7% Use online flyers (95)
- 22.2% Use local store catalogue (90)
- 46.4% Noticed billboards (98)
- 13.1% Use Public Transit (88)
- 82% Drive to work (106)

Top Media formats
% of population

Newspaper Sections	%	Index
Read occasionally or frequently		
Local news	55.1	94
National news	50.7	95
World news	49.9	95
Movie & entertainment	38.6	100
Health	34.3	99

Magazines	%	Index
Read past month		
CAA Magazine	12.1	94
Canadian Living	8.3	88
Maclean's	7.3	101
Cineplex Magazine	6.6	114
Food & Drink	6.3	88

Radio Programs	%	Index
Weekly reach		
Top 40	32.1	136
News/Talk	20.2	89
Hot Adult Contemporary	18.1	99
Adult Contemporary	17.3	98
All News	13.6	146

All data indexed against the Ontario average; colours represent at least 10% above/below the benchmark

RTO 6 Visitor Profile 2018

Leisure Activities and Attractions
Opticks Numeris 2018

Festivals And Events
% Visited or attended, Past year

8.6% — Music Festival (99)
11.2% — Food, Beer or Wine Festival (97)
32.5% — Carnival or Fair (95)

3.1% — Food and Wine Show (105)
1.1% — RV Show (78)
0.9% — Travel Show (82)

29.4% — Parks or Gardens (89)
27.0% — National or Provincial Park (103)
23.0% — Historical Sites (98)

Top Sports and Leisure Activities
% Attended or visited, Past year

Activity	%	Index
Attend movies: theatre, drive-in	38.4	104
Visit bars, restaurant	37.5	103
Visit exhibitions/carnivals/fairs/markets	32.5	95
Visit art galleries, museums, science centres	32.0	104
Visit parks/city gardens	29.4	89
Attend specialty movie theatres, IMAX	28.0	103
Attend specialty movie theatres, IMAX	28.0	103
Visit national or provincial parks	27.0	103
Attend professional baseball game	26.6	115
Visit historical sites	23.0	98

30.8% — Hiking or Backpacking (99)
39.9% — Cycling: Mountain or Road (103)
15.7% — Downhill Skiing (107)

15.4% — Cross Country Skiing (92)
24.1% — Golfing (101)
10.3% — Adventure Sports (110)

20.4% — Casino within Province (95)
22.1% — Theme Park or Water Park (117)
2.7% — Auto Racing (82)

Culinary
% of population

37.6% — Ice cream or frozen yogurt restaurant (107) past year
44.6% — Formal dining restaurant (103) past year
24.2% — Shop local & farmer's markets (95) past month
15.0% — Drink Canadian wine (91) past month
14.4% — Drink microbrew & craft beer (99) past month
22.9% — Purchase organic fruits and vegetables (102) last week
8.8% — Purchase organic meats (117) last week

Accommodation preferences
Opticks Numeris 2018
% of population who used, Past 3 years

13.1% — Bed & Breakfast (108)
16.5% — Camping (100)
22.2% — Cottage (99)
9.4% — Vacation Rental (97)
4.7% — Spa Resort (134)
56.7% — Hotel (106)
4.1% — RV or Camper (96)

All data indexed against the Ontario average; colours represent at least 10% above/below the benchmark

Page 2

Demographic Highlights

Customers: ALL postal codes : Record Count

HOUSEHOLD CHARACTERISTICS

Basics			%	Base %	Index
	100.00	100.00	100
	100.00	100.00	100
Age of Household Maintainer					
15 to 24	1.57	2.52	62	1.57	2.52	62
25 to 34	14.88	14.24	105	14.88	14.24	105
35 to 44	22.22	17.26	129	22.22	17.26	129
45 to 54	23.23	19.92	117	23.23	19.92	117
55 to 74				18.55	20.45	91
				11.55	14.55	79
75 or Older				8.00	11.05	72
Size of Household						
1 Person				18.63	26.03	72
2 Persons				27.70	32.69	85
3 Persons				18.12	16.15	112
4 Persons				21.29	15.40	138
5 or More Persons				14.27	9.73	147
Household Type						
Total Family Households				78.42	69.95	112
One-Family Households				73.71	67.28	110
Multiple-Family Households				4.71	2.67	176
Non-Family Households				21.58	30.05	72
One-Person Households				18.68	26.09	72
				2.90	3.96	73
Marital Status						
Married Or Living With A Common-Law Partner	62.01	57.24	108	62.01	57.24	108
Single (Never Legally Married)	25.91	27.62	94	25.91	27.62	94
				2.74	3.37	81
Divorced				4.81	6.02	80
Widowed				4.53	5.75	79
Children at Home						
Percent: Households with Children at Home				54.23	43.98	123
Age of Children at Home						
Total Number Of Children At Home				100.00	100.00	100
0 to 4				17.58	16.05	110
5 to 9				18.03	16.42	110
10 to 14				17.69	16.69	106
15 to 19				16.30	16.82	97
20 to 24				13.98	14.88	94
25 and Over				16.42	19.14	86

DWELLING CHARACTERISTICS

	%	Base %	Index
Housing Tenure			
Owned	79.13	69.42	114
Rented	20.87	30.39	69
Band Housing	0.01	0.19	3
Housing Type			
Houses	76.17	68.49	111
Single-Detached House	56.12	53.82	104
Semi-Detached House	7.73	5.62	138
Row House	12.32	9.05	136
Apartments	23.63	31.02	76
High-rise (5+ Floors)	16.27	17.46	93
Low-rise (<5 Floors)	5.05	10.11	50
Detached Duplex	2.31	3.45	67
Other Dwelling Types	0.20	0.49	40
Housing Period of Construction			
Before 1961	10.25	24.26	42
1961 - 1980	14.87	27.66	54
1981 - 1990	9.38	13.11	72
1991 - 2000	12.82	11.89	108
2001 - 2005	13.29	7.41	179
2006 - 2010	17.44	6.88	253
2011 - 2016	18.37	6.28	293
After 2016	3.58	2.52	142

INCOME, EDUCATION & EMPLOYMENT

	%	Base %	Index
Household Income			
Average Household Income			
Education			
No Certificate, Diploma Or Degree	15.25	17.52	87
High School Certificate Or Equivalent			
Apprenticeship Or Trades Cert/Dipl			
College/CEGEP/Non-University Cert/D			
University Cert/Dipl Below Bachelor			
University Degree			
Labour Force			
In The Labour Force (15+)			
Labour Force by Occupation			
Management			
Business, Finance, Administration			
Sciences			
Health			
Social Science, Education, Government			
Art, Culture, Recreation, Sport			
Sales and Service	14.43	14.36	101
Trades, Transport, Operators	7.69	7.84	98
Natural Resources and Agriculture	0.63	0.94	67
Manufacturing and Utilities			
Commuting			
Car (As Driver)			
Car (As Passenger)			
Public Transit			
Walk			
Bicycle			

IMMIGRATION, VISIBLE MINORITY

	%	Base %	Index
Knowledge of Official Language			
English Only			
French Only			
English And French			
Neither English Nor French			
Immigration Status			
Non-Immigrant Population			
Non-Immigrant: Born in province of res			
Non-Immigrant: Born outside province o			
Immigrant Population			
Visible Minority Status			
Total Visible Minorities			
Chinese			
South Asian			
Black			
Filipino			
Latin American			
Southeast Asian			
Arab			
West Asian			
Korean			
Japanese			
Mother Tongue*			
English			
French			
Total Non-Official			
Panjabi			
Cantonese			
Chinese N.O.S			
Italian			
Persian			
Mandarin			
Urdu			
Russian			
Spanish	1.66	1.48	112
Tagalog	1.53	1.32	116

	%	Base %	Index
Household Income			
Average Household Income	126,288.46	106,524.04	119
Labour Force by Occupation			
Management	7.59	5.99	127
Business, Finance, Administration	11.41	9.92	115
Sciences	6.95	5.25	132
Health	3.67	3.84	96
Social Science, Education, Government, Religion	8.20	7.95	103
Art, Culture, Recreation, Sport	2.02	1.99	101
Sales and Service	14.43	14.36	101
Visible Minority Status			
Total Visible Minorities	43.97	30.08	146
Chinese	10.23	5.80	177
South Asian	14.68	9.01	163
Black	5.24	4.92	106
Filipino	2.97	2.45	121
Latin American	1.60	1.43	112
Southeast Asian	1.32	1.01	131
Arab	1.77	1.60	111
West Asian	2.22	1.19	187
Korean	1.04	0.68	153
Japanese	0.26	0.23	115
Mother Tongue*			
English	58.80	67.18	88
French	1.34	3.93	34
Total Non-Official	36.82	26.61	138
Panjabi	3.17	1.64	194
Cantonese	2.81	1.46	193
Chinese N.O.S	2.48	1.49	166
Italian	2.46	1.70	144
Persian	2.07	1.05	197
Mandarin	2.02	1.07	188
Urdu	1.93	1.17	165
Russian	1.70	0.76	223
Spanish	1.66	1.48	112
Tagalog	1.53	1.32	116

Media Highlights

TELEVISION

Viewership	%	Base %	Index
Heavy	13.27	17.70	75
Medium/Heavy	17.00	18.37	93
Medium	17.82	16.95	105
Medium/Light	18.77	17.27	109
Light	22.49	19.25	117
Top Program Types (Watch in Typical Week)			
Cartoons	13.66	11.28	121
Soccer	10.42	8.89	117
Tennis (when in season)	8.21	7.16	115

Top Formats (Weekly Reach)	%	Base %	Index
Ethnic/Multi-cultural	4.81	2.24	215
All News	13.63	9.32	146
Mainstream Top 40/CHR	32.13	23.70	136
Sports	7.85	6.63	118
Modern/Alternative Rock	9.81	8.75	112
Classical/Fine Arts	3.85	3.61	107
Hot Adult Contemporary	18.14	18.36	99
Adult Contemporary	17.25	17.69	98
Classic Hits	13.39	14.62	92
Adult Standards	1.91	2.15	89
News/Talk	20.22	22.79	89
AOR/Mainstream Rock	7.57	8.86	85
Multi/Variety/Specialty	7.56	9.11	83

INTERNET

Usage	%	Base %	Index
Heavy	23.27	21.74	107
Medium/Heavy	22.52	19.23	117
Medium	18.32	17.57	104
Medium/Light	16.58	17.11	97
Light	12.88	15.09	85
Online Social Networks (Used in Past Month)			
Dating sites	3.78	3.13	121
LinkedIn	18.89	16.16	117
Twitter	20.73	17.88	116
Tumblr	5.51	4.77	115
Video/photo sharing	3.13	2.88	109
Instagram	26.35	24.49	108
YouTube	52.66	49.70	106
Facebook	58.80	56.60	104
Snapchat	15.32	14.96	102
Pinterest	17.89	17.84	100
Google+	23.88	25.59	93
Top Activities (Participated in Past Month)			
Purchase group deal	5.14	4.26	121
Download music/MP3 files (free or paid)	22.71	18.94	120
Access a TV station's website	12.17	10.40	117
Enter online contests	11.13	9.54	117
Download/print discount coupon	15.04	13.24	114
Listen to Internet-only music service	21.11	18.48	114
Access fashion or beauty-related content	12.21	10.79	113
Access health-related content	27.60	24.47	113
Access home furnishings/decor-related content	16.10	14.22	113
Use ad blocking software	15.75	14.09	112
Access professional sports content	18.85	16.92	111
Watch a TV broadcast via streaming video	21.25	19.07	111
Access food/recipes content	36.74	33.31	110
Download any video content	13.71	12.46	110
Access celebrity gossip content	11.67	10.73	109

Distance Decay

Region	% Local Visitors	% Rest of Ontario	% Out of Province
Average Durham Visitor	66.64%	31.12%	2.24%
Average York Visitor	66.70%	28.03%	5.27%
Average Headwaters Visitor	66.51%	29.29%	4.19%
Average Central Counties Visitor	66.62%	29.48%	3.90%

CENTRAL COUNTIES TOURISM

CCT's 94,049 Postal Codes with Prizm5's 68 Unique Profiles

PRIZM5 Profile | Customers

CENTRAL COUNTIES TOURISM

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
U1	F8	01	Cosmopolitan Elite	1,821	1.94	149,548	1.05	1.22	184
U1	F8	02	Urbane Villagers	2,105	2.24	168,259	1.19	1.24	188
U1	F5	03	Arts & Affluence	2,054	2.18	211,493	1.49	0.97	146
U1	F9	08	Boomerang City	1,768	1.88	322,109	2.27	0.55	83
S1	F8	04	Suburban Success	987	1.05	158,847	1.12	0.62	94
S1	**F8**	**06**	**Kids & Careers**	**7,384**	**7.85**	**651,250**	**4.59**	**1.13**	**171**
S1	F6	07	Nouveaux Riches	0	0.00	142	0.00	0.00	0
S1	MI	10	Emptying Nests	651	0.69	142,213	1.00	0.46	69
E1	**F8**	**09**	**Satellite Burbs**	**11,125**	**11.83**	**686,055**	**4.84**	**1.62**	**245**
E1	F2	17	Exurban Wonderland	1,982	2.11	235,981	1.66	0.84	127
S2	F1	16	Pets & PCs	5,130	5.46	598,686	4.22	0.86	129
S2	F1	19	Management Material	593	0.63	141,516	1.00	0.42	63
S2	F2	37	Trucks & Trades	1,281	1.36	177,720	1.25	0.72	109
S2	Y2	50	Suburban Scramble	1,499	1.59	224,670	1.58	0.67	101
S3	F9	14	Diversity Heights	2,128	2.26	263,932	1.86	0.81	121
S3	F3	15	Heritage Hubs	4,371	4.65	564,693	3.98	0.77	117
S3	F1	20	South Asian Achievers	2,750	2.92	400,698	2.83	0.69	104
S3	F7	25	South Asian Society	1,216	1.29	181,867	1.28	0.67	101
S3	F7	42	Home Sweet Rows	948	1.01	219,177	1.54	0.43	65
U2	F9	05	Asian Sophisticates	3,865	4.11	376,465	2.65	1.03	155
U2	F9	13	Asian Avenues	1,089	1.14	193,116	1.36	0.55	83
U2	F9	27	Diverse City	3,519	3.74	588,546	4.15	0.60	90
U2	MI	28	Metro Multiculturals	3,009	3.20	361,128	2.55	0.83	126
E2	**F3**	**24**	**Fresh Air Families**	**5,536**	**5.89**	**630,141**	**4.44**	**0.88**	**133**
E2	F5	36	Exurban Homesteaders	1,779	1.89	273,307	1.93	0.65	98
U7	Y2	49	Enclaves Multiethniques	48	0.05	13,906	0.10	0.31	47
U7	Y1	67	Survivre en Ville	0	0.00	1,008	0.01	0.00	0
			Total	94,049	100.00	14,185,121	99.99	0.66	100

CCT's #1 Profile: Satellite Burbs

09 SATELLITE BURBS

E1 · F8

Older, upscale exurban couples and families

POPULATION:
1,036,439
(2.86% of Canada)

HOUSEHOLDS:
371,388
(2.56% of Canada)

AVERAGE
HOUSEHOLD INCOME:
$143,173

HOUSE TENURE:
Own

EDUCATION:
Mixed

OCCUPATION:
Mixed

CULTURAL DIVERSITY
INDEX:
Low

SAMPLE SOCIAL
VALUE:
Religion a la Carte

OLDER, UPSCALE EXURBAN COUPLES AND FAMILIES

WHO THEY ARE

One of the wealthiest exurban lifestyles, Satellite Burbs features a mix of middle-aged families and older couples living in satellite communities across Canada. Many residents have settled here for the relaxed pace of outer-ring subdivisions, with their wooded tracts and spacious homes built between 1960 and 2005. Despite their mixed educational achievement—one-quarter have university degrees, another quarter have high school diplomas—the households average impressive incomes of more than $140,000 from a wide variety of jobs. Members take advantage of their location between city centres and rural settings, enjoying both the arts and the great outdoors. Their idea of entertainment is going to a community theatre, music concert or theme park. For vacations, they're more likely than average Canadians to go camping, boating and snowboarding. But they're not entirely into roughing it: their exurban dream homes are outfitted with hot tubs and gas barbecues on their patios, and impressive HDTVs with surround sound systems in their family rooms.

Traditional in their outlook, Satellite Burbs members score high for values such as Saving on Principle and Primacy of the Family. And these older, upscale parents and couples want to preserve their nest eggs, often working with a full-service financial planner for investment advice and will and estate planning. With more than 90 percent owning their homes, they take pride in doing their own maintenance, and many spend weekends prowling the aisles of Lowe's, Home Hardware and Lee Valley Tools. Online they forego celebrity gossip for more utilitarian activities—downloading coupons, listening to podcasts and accessing home décor content. When they're done, they sink into a favourite easy chair to enjoy traditional media. They like watching TV sports, listening to news/talk radio and reading hobby, home décor, business and financial magazines.

HOW THEY THINK

The members of Satellite Burbs are comfortable financially and in their environment. No segment ranks higher for believing in the North American Dream, and that's partly due to the many in this segment who find meaning and value in their work (*Fulfillment Through Work*). Although they prefer to spend time with tight-knit groups, (*Social Intimacy*) members consider themselves to be citizens of the world (*Global Consciousness*). A family-centric group (*Primacy of the Family*), they believe in *Duty* to others before themselves and hope to leave a *Legacy*. Many are active members of their religious community (*Religiosity*) but others construct their own spiritual approach (*Religion à la Carte*). These residents take matters into their own hands (*Personal Control*) and are comfortable with the disorder and uncertainties of modern life (*Rejection of Orderliness*). With their enthusiasm for purchasing products and services (*Consumptivity*), they like to recommend their favourite brands among their peers (*Consumption Evangelism*) and seek to influence businesses and marketers.

PRIZM5

WHERE THEY LIVE

Penetration Index
High
Average
Low

Guelph

HOW THEY LIVE

LEISURE
baseball
power boating
community theatre
cottage shows

TRADITIONAL MEDIA
TV sitcoms
The Movie Network
gardening and home
magazines
community newspapers

FOOD/DRINK
low-carbohydrate food
granola bars
East Side Mario's
Canadian whisky

AUTOMOTIVE
Ford/Lincoln
Chrysler/Dodge/Jeep
minivans
domestic sport vehicles

SHOPPING
Mark's Work Wearhouse
Lee Valley Tools
factory outlet stores
gas barbecues

DIGITAL MEDIA
download print coupons
real estate websites
Pinterest
purchase books online

FINANCIAL
mutual funds
private banking
travel insurance
department store credit cards

ATTITUDES
"Life in the country is more satisfying than in the city"

"It's important to have a home as well equipped and furnished as that of other people I know"

"It's not really a problem for me that life is becoming more and more complex"

"It is important for children to receive a religious upbringing"

CCT's 94,049 Postal Codes with Prizm5's Life stages

Prosperous Parents

Where to find them?

Ranking Areas - Std. Geo. | Target Group		FSAs that also appear in data provided		Over Indexed by >10		Under Indexed by <10

Customer: ALL postal codes: Record Count				Group 1: Satellite Burbs, Urbane Villagers, Cosmopolotan Elite				Group 3: Fresh Air Families, Pets & PCs, Exurban Wonderland			
Benchmark: Ontario				Group 2: Kids & Careers, Asian Sophisticates, Arts & Affluence				Group 4: Metro Multiculturals, Diversity Heights			

Name	Code	Base Count	Base %	Group 1 (09,02,01)				Group 2 (06,05,03)				Group 3 (24,16,17)				Group 4 (28,14)			
				Count	%	% Pen	Index	Count	%	% Pen	Index	Count	%	% Pen	Index	Count	%	% Pen	Index
L0G (Tottenham, ON)	L0G	15,202	0.28	10,739	3.04	70.64	1,096	90	0.02	0.59	8	2,405	0.49	15.82	175	4	0.00	0.03	1
N0B (Elora, ON)	N0B	29,608	0.54	10,643	3.01	35.95	558	3	0.00	0.01	0	3,550	0.72	11.99	133	5	0.00	0.02	1
K0A (Almonte, ON)	K0A	38,914	0.71	10,294	2.91	26.45	411	37	0.01	0.10	1	17,795	3.60	45.73	508	16	0.01	0.04	1
L7G (Georgetown, ON)	L7G	16,793	0.30	5,679	1.61	33.82	527	3,029	0.78	18.04	257	2,481	0.50	14.77	165	60	0.03	0.36	10
L0R (Binbrook, ON)	L0R	26,474	0.48	5,531	1.56	20.89	324	30	0.01	0.11	2	6,894	1.40	26.04	289	20	0.01	0.08	2
M5M (Toronto, ON)	M5M	11,221	0.20	4,760	1.35	42.42	660	3,215	0.83	28.65	408	9	0.00	0.08	1	54	0.03	0.48	13
N0L (Dorchester, ON)	N0L	19,118	0.35	4,126	1.17	21.58	335	0	0.00	0.00	0	289	0.06	1.51	17	0	0.00	0.00	0
L7E (Bolton, ON)	L7E	12,018	0.22	4,034	1.14	33.57	521	1,753	0.45	14.59	207	1,821	0.37	15.15	168	582	0.28	4.84	129
L9H (Hamilton, ON)	L9H	13,195	0.24	4,023	1.14	30.49	474	731	0.19	5.54	79	535	0.11	4.06	45	23	0.01	0.17	5
L0S (Fonthill, ON)	L0S	22,667	0.41	3,926	1.11	17.32	269	0	0.00	0.00	0	109	0.02	0.48	5	0	0.00	0.00	0
M9A (Etobicoke, ON)	M9A	16,036	0.29	3,721	1.05	23.21	360	61	0.02	0.38	5	31	0.01	0.19	2	1,316	0.64	8.20	219
L4A (Stouffville, ON)	L4A	16,422	0.30	3,632	1.03	22.12	343	1,277	0.33	7.78	110	6,997	1.42	42.60	473	210	0.10	1.28	34
N0N (Petrolia, ON)	N0N	16,689	0.30	3,611	1.02	21.64	336	0	0.00	0.00	0	462	0.09	2.77	31	0	0.00	0.00	0
L9P (Uxbridge, ON)	L9P	6,520	0.12	3,605	1.02	55.29	856	169	0.04	2.59	37	950	0.19	14.56	161	0	0.00	0.00	0
L6J (Oakville, ON)	L6J	8,938	0.16	3,540	1.00	39.61	614	1,845	0.48	20.64	293	14	0.00	0.16	2	190	0.09	2.13	56
L4G (Aurora, ON)	L4G	20,437	0.37	3,501	0.99	17.13	266	3,934	1.02	19.25	274	4,163	0.84	20.37	226	174	0.09	0.85	23
L9G (Hamilton, ON)	L9G	8,687	0.16	3,492	0.99	40.19	625	1,394	0.36	16.04	228	436	0.09	5.02	56	16	0.01	0.18	5
M4N (Toronto, ON)	M4N	5,130	0.09	3,299	0.93	64.31	1,003	983	0.25	19.16	273	0	0.00	0.00	0	3	0.00	0.06	1
L3M (Grimsby, ON)	L3M	10,447	0.19	3,273	0.93	31.33	487	136	0.04	1.30	18	2,445	0.49	23.40	261	0	0.00	0.00	0
N6K (London, ON)	N6K	12,897	0.23	3,211	0.91	24.90	386	2,107	0.55	16.34	232	716	0.14	5.55	62	56	0.03	0.43	11
L9W (Orangeville, ON)	L9W	17,010	0.31	3,193	0.90	18.77	292	261	0.07	1.54	22	4,962	1.00	29.17	325	0	0.00	0.00	0
K2S (Ottawa, ON)	K2S	11,889	0.22	3,138	0.89	26.40	411	3,021	0.78	25.41	362	3,461	0.70	29.11	324	56	0.03	0.47	13
N8N (Windsor, ON)	N8N	10,168	0.18	3,081	0.87	30.30	471	650	0.17	6.40	91	879	0.18	8.65	96	105	0.05	1.03	28
L7B (King City, ON)	L7B	4,997	0.09	2,955	0.84	59.13	919	794	0.20	15.89	225	349	0.07	6.99	78	139	0.07	2.78	75
N0M (Clinton, ON)	N0M	26,606	0.48	2,789	0.79	10.48	163	0	0.00	0.00	0	162	0.03	0.61	7	0	0.00	0.00	0
K4M (Manotick, ON)	K4M	4,273	0.08	2,760	0.78	64.60	1,001	447	0.12	10.46	149	525	0.11	12.30	136	2	0.00	0.04	1
L7C (Caledon, ON)	L7C	8,455	0.15	2,739	0.78	32.39	503	1,102	0.28	13.03	185	2,534	0.51	29.97	333	444	0.22	5.25	140
L9L (Port Perry, ON)	L9L	6,079	0.11	2,718	0.77	44.71	693	0	0.00	0.00	0	446	0.09	7.33	81	0	0.00	0.00	0

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Modern Marketing Success Hinges on Data

"The aim of **marketing** is to know and understand the customer so well the product or service fits him and sells itself."

- Peter Drucker

I ♥ Data

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Three Key applications:

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Three Key applications:

Marketing:

1) Validate your target market

2) Identify your secondary markets

3) Find other markets with FSAs

4) Create marketing campaigns with key words

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Product Development:

1) Do your products match your target market/visitors?

2) Does your branding & imagery align with their values/diversity?

3) Create new products or adjust as needed

Collaboration:

1) **Identify businesses that share your visitors' interests**

2) Partner with them for cross promotions

3) Build a larger audience at your next event

4) Sponsorship

Summary:

CUSTOM SEGMENTATION

- Leverage your customer data and EA market data
- Understand your visitors/guests/customers
- Find more people like them

RESEARCH INTEGRATION

- Elevate your primary research with actionable data

MARKET ANALYSIS

- Report on 30,000+ variables on demographic, lifestyle, travel, leisure, and spend in your markets
- Understand the market penetration of your customers

IDENTIFY PARTNERS

- Get detail on popular, businesses to use as sponsors to your attraction or event.
- Back up your sponsorship proposal with real data and insights

MARKETING & MEDIA

- Inform your media buying strategy
- Get more ROI out of your direct mail campaigns
- Use insights for digital media strategy

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Next Step - Application of Data:

- **Don't be overwhelmed by the data**

- Identify key words

- Align those key words with your desired target markets

- Choose the channels that fit your markets

- Request media kits from those channels

- Confirm alignment

- **If you don't know, ask Google/YouTube**

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Marketing Example:

- Based on key words that are heavily represented and indexed high, create marketing campaigns via various channels that rank high (i.e., Facebook & Radio)

- Buy a Facebook ad and target young Chinese families with kids aged under 9, who earn $100K+ and work in the business/finance/administration field

- Include the following words:

'New'	'Adventure Sports'	'Toronto Blue Jays' & 'Baseball'
'Theme/Amusement/Water Park'	'Golf'	'Spa Resort'
'Formal Dining'	'Organic'	

  & Other words that describe your products & services

- **Measure your campaign's performance: take advantage of analytics tools available to you**

Product Development Example:

- Do you have the right product/experience for your target market? Adjust if needed

- Understand and apply their top Social Values to your business:

  - Your visitors are interested in new products/experiences (Pursuit of Novelty);

  - They are willing to pay more for premium brands (Importance of Brand);

  - Visitors = your ambassadors/influencers (Consumption Evangelism);

  - **If something happens, it's okay (Adaptability to Complexity);**

  - They will believe your ads and are open to them (Confidence in Advertising & Advertising as Stimulus)

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Sponsorship Example:

- Hard tangible data can be used for writing and winning grants/RFP bids

- Identify key interests and pursue businesses that align with your business to:

  - Increase product awareness (2 audiences > 1 audience)

  - Cross promotions

  - Possible sponsor/vendor at your next event

  - Increase revenue $$$

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Testimonials:

"The research is very helpful as it provides more information than just analyzing postal codes alone. Prior to this program, we would analyze where purchasers were coming from to help us better target our geo marketing, but that was the most we could get from it. With Environics, we are able to drill down further, and obtain much more specific consumer data (age, ethnicity, # of children in home, favoured media etc). This information helps us adjust our marketing efforts and also provides insight into potential emerging markets that we can **capture with the right marketing mix."**

Testimonials: (continued)

"**The biggest opportunity for us would be some help identifying priority** opportunity cities based on Prism5 clusters and distance to us. I would also be curious to dig in on our penetration within certain clusters in particular geographies. For instance, we understand our penetration in a given market like Markham, however we may be over-indexed in a certain cluster and under-indexed in a high opportunity cluster. This could potentially be a red flag as the **demographics shift in that area if we aren't keeping up.** And, for a given cluster **that isn't in our top 3 but represents a big opportunity, what media and benefits at a more granular level would appeal to them.**"

Now You Can See Why Collecting Research & Postal Codes Is

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For Your Time Today!