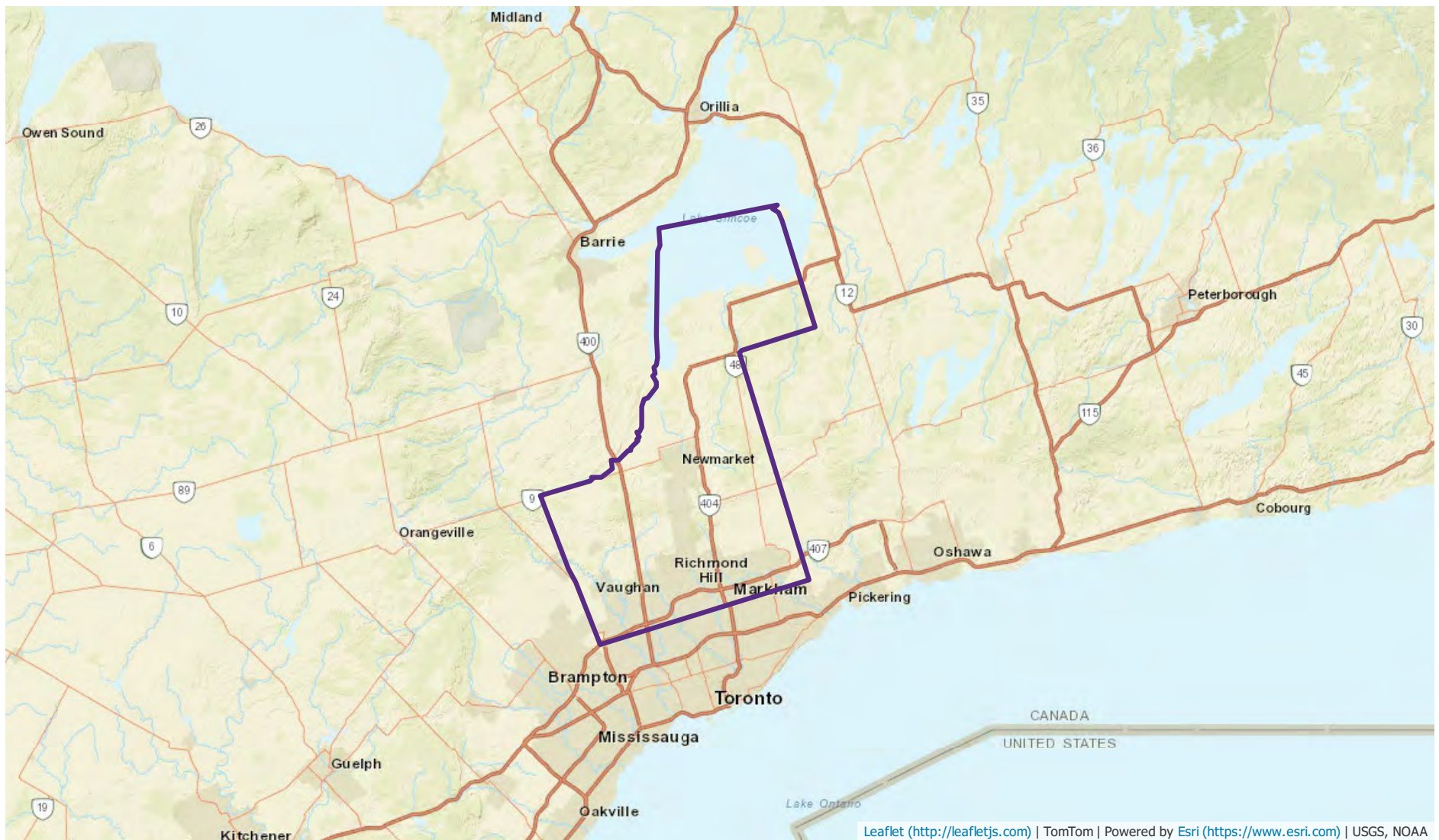# Demographics | Trade Area Map

Trade Area: York, ON (RM)

Population: 1,200,761 | **Households:** 386,015

Demographics | Population & Households

Trade Area: York, ON (RM)

POPULATION
1,200,761

HOUSEHOLDS
386,015

MEDIAN MAINTAINER AGE
54
Index: **101**

MARITAL STATUS
61.9%
Index: **108**
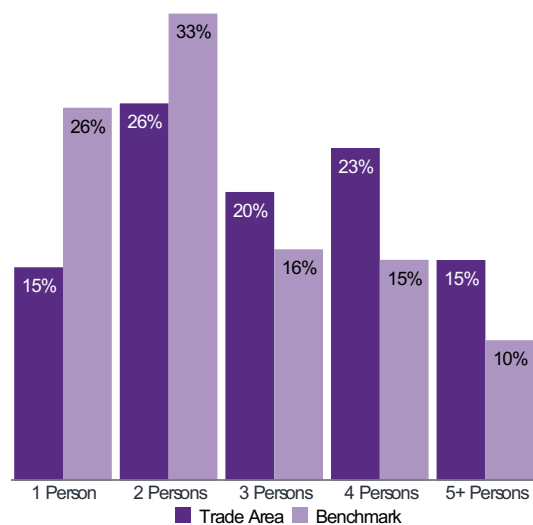
Married/Common-Law

FAMILY STATUS*
57.4%
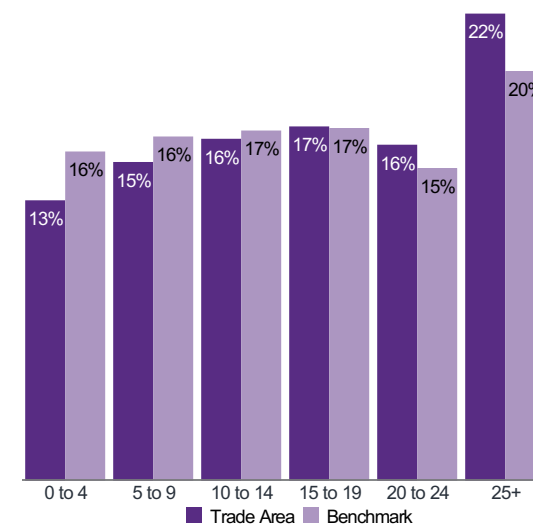Index: **126**

Couples With Children At Home

HOUSEHOLD SIZE

Household Size	Trade Area	Benchmark
1 Person	15%	26%
2 Persons	26%	33%
3 Persons	20%	16%
4 Persons	23%	15%
5+ Persons	15%	10%

POPULATION BY AGE

	Count	%	Index
0 to 4	59,459	5.0	97
5 to 9	66,329	5.5	107
10 to 14	71,738	6.0	112
15 to 19	75,162	6.3	114
20 to 24	80,846	6.7	99
25 to 29	83,248	6.9	95
30 to 34	76,713	6.4	92
35 to 39	74,040	6.2	92
40 to 44	76,475	6.4	100
45 to 49	85,947	7.2	111
50 to 54	90,772	7.6	110
55 to 59	91,186	7.6	102
60 to 64	77,055	6.4	98
65 to 69	62,050	5.2	95
70 to 74	51,472	4.3	95
75 to 79	33,291	2.8	89
80 to 84	23,393	1.9	90
85+	21,585	1.8	78

AGE OF CHILDREN AT HOME

Age	Trade Area	Benchmark
0 to 4	13%	16%
5 to 9	15%	16%
10 to 14	16%	17%
15 to 19	17%	17%
20 to 24	16%	15%
25+	22%	20%

Benchmark: Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: York, ON (RM)

Population: 1,200,761 | **Households:** 386,015

TENURE

Rented 14.6%

Owned 85.4%

STRUCTURE TYPE

82.0%
Houses
Index: **120**
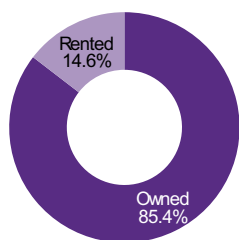
17.9%
Apartments
Index: **57**

AGE OF HOUSING*

14 - 18 Years Old

% Comp: **14.3**   Index: **197**

AVERAGE HOUSEHOLD INCOME

$134,896

Index: **123**

HOUSEHOLD INCOME DISTRIBUTION
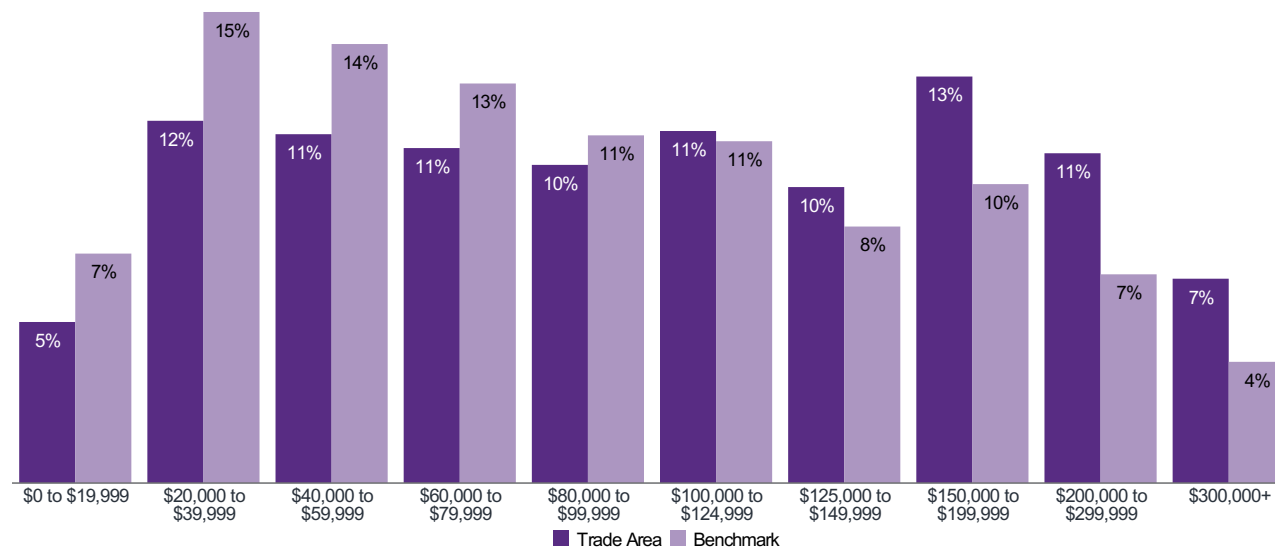
Income Range	Trade Area	Benchmark
$0 to $19,999	5%	7%
$20,000 to $39,999	12%	15%
$40,000 to $59,999	11%	14%
$60,000 to $79,999	11%	13%
$80,000 to $99,999	10%	11%
$100,000 to $124,999	11%	11%
$125,000 to $149,999	10%	8%
$150,000 to $199,999	13%	10%
$200,000 to $299,999	11%	7%
$300,000+	7%	4%

■ Trade Area ■ Benchmark

Benchmark: Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: York, ON (RM)

Population: 1,200,761 | **Households:** 386,015

EDUCATION

35.0%
Index: **125**

University Degree

LABOUR FORCE PARTICIPATION

60.9%
Index: **99**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

77.1%
Index: 109

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

12.7%
Index: 82

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT
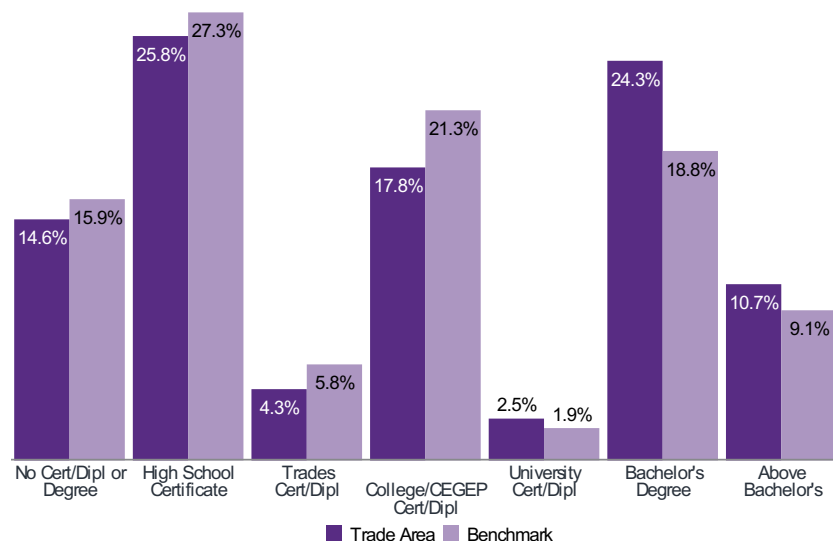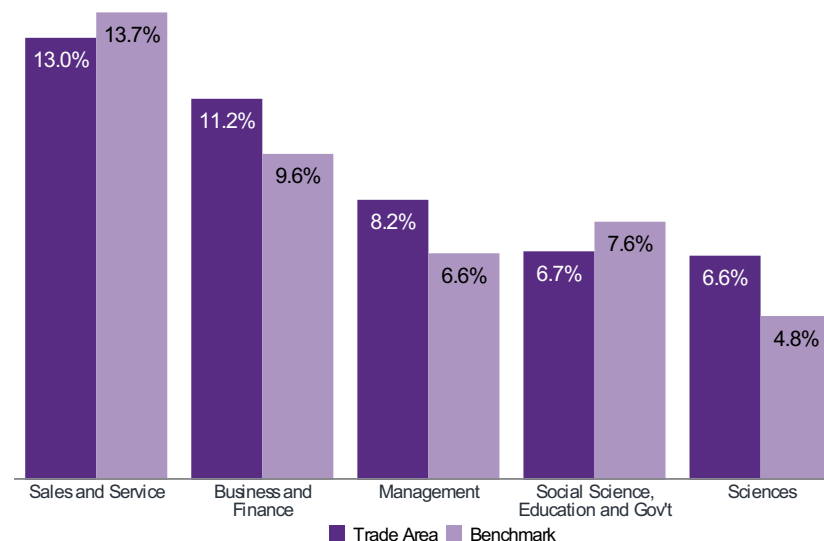
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	14.6%	15.9%
High School Certificate	25.8%	27.3%
Trades Cert/Dipl	4.3%	5.8%
College/CEGEP Cert/Dipl	17.8%	21.3%
University Cert/Dipl	2.5%	1.9%
Bachelor's Degree	24.3%	18.8%
Above Bachelor's	10.7%	9.1%

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	13.0%	13.7%
Business and Finance	11.2%	9.6%
Management	8.2%	6.6%
Social Science, Education and Gov't	6.7%	7.6%
Sciences	6.6%	4.8%

Benchmark: Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: York, ON (RM)

Population: 1,200,761 | **Households:** 386,015

VISIBLE MINORITY PRESENCE

54.3%
Index: **165**

Belong to a visible minority group

NON-OFFICIAL LANGUAGE

5.7%
Index: **228**

No knowledge of English or French

IMMIGRATION

47.8%
Index: **158**

Born outside Canada

PERIOD OF IMMIGRATION*

2001 to 2005
% Comp: **5.8**   Index: **179**

VISIBLE MINORITY STATUS: TOP 5**

	Trade Area	Benchmark
Chinese	24.4%	6.1%
South Asian	12.0%	10.2%
West Asian	4.8%	1.4%
Black	2.7%	5.4%
Filipino	2.1%	2.2%
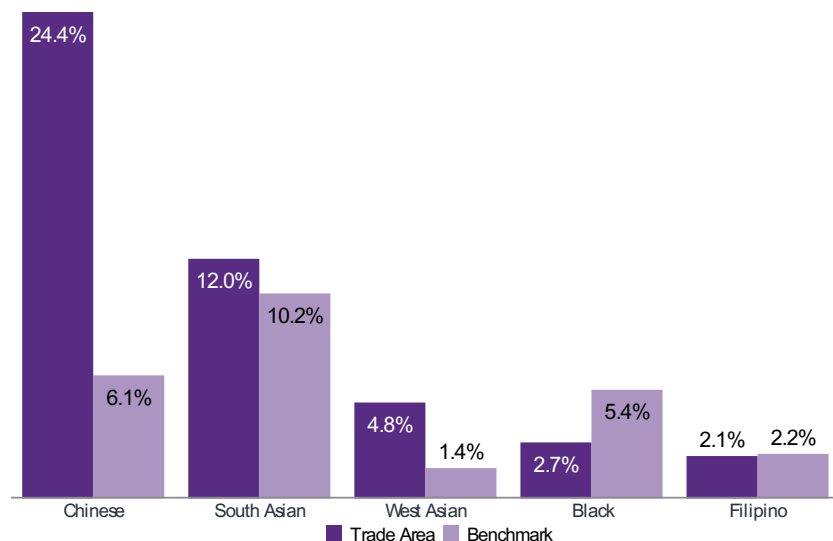
LANGUAGES SPOKEN AT HOME: TOP 5**

	Trade Area	Benchmark
English	61.5%	77.2%
Cantonese	7.6%	1.5%
Mandarin	6.2%	1.7%
Persian	2.4%	0.6%
Russian	2.2%	0.5%
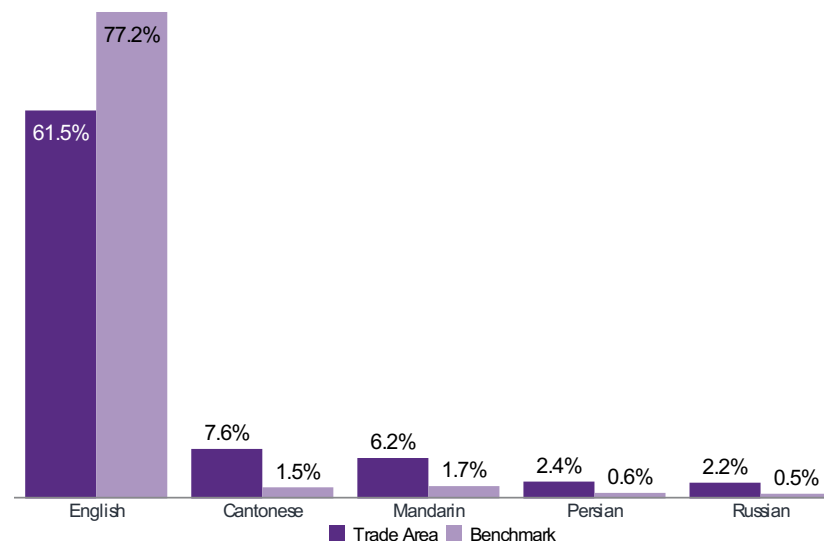
Benchmark: Ontario

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | DemoStats Highlights

CENTRAL COUNTIES TOURISM

HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Basics						
Total Population	1,200,761	100.00	14,483,929	100.00	8.29	100
Total Households	386,015	100.00	5,536,784	100.00	6.97	100
Age of Household Maintainer						
15 to 24	2,916	0.76	138,834	2.51	2.10	30
25 to 34	40,614	10.52	795,062	14.36	5.11	73
35 to 44	68,203	17.67	956,777	17.28	7.13	102
45 to 54	92,054	23.85	1,064,623	19.23	8.65	124
55 to 64	88,295	22.87	1,138,016	20.55	7.76	111
65 to 74	57,014	14.77	822,195	14.85	6.93	99
75 or Older	36,919	9.56	621,277	11.22	5.94	85
Size of Household						
1 Person	57,389	14.87	1,442,973	26.06	3.98	57
2 Persons	101,788	26.37	1,808,714	32.67	5.63	81
3 Persons	77,788	20.15	893,076	16.13	8.71	125
4 Persons	89,688	23.23	852,128	15.39	10.53	151
5 or More Persons	59,362	15.38	539,893	9.75	11.00	158
Household Type						
Total Family Households	320,441	83.01	3,868,336	69.87	8.28	119
One-Family Households	299,294	77.53	3,720,258	67.19	8.04	115
Multiple-Family Households	21,147	5.48	148,078	2.67	14.28	205
Non-Family Households	65,574	16.99	1,668,448	30.13	3.93	56
One-Person Households	57,901	15.00	1,447,997	26.15	4.00	57
Two-Or-More-Person Households	7,673	1.99	220,451	3.98	3.48	50
Marital Status						
Married Or Living With A Common-Law Partner	615,328	61.90	6,872,442	57.19	8.95	108
Single (Never Legally Married)	259,248	26.08	3,320,833	27.63	7.81	94
Separated	23,393	2.35	401,986	3.35	5.82	70
Divorced	46,137	4.64	718,684	5.98	6.42	78
Widowed	49,936	5.02	703,590	5.86	7.10	86
Children at Home						
Percent: Households with Children at Home	–	59.29	–	43.89	–	135
Age of Children at Home						
Total Number Of Children At Home	432,830	100.00	4,484,508	100.00	9.65	100
0 to 4	57,775	13.35	703,366	15.68	8.21	85
5 to 9	65,712	15.18	735,546	16.40	8.93	93
10 to 14	70,520	16.29	748,377	16.69	9.42	98
15 to 19	73,079	16.88	753,717	16.81	9.70	100
20 to 24	69,292	16.01	667,541	14.88	10.38	108
25 and over	96,452	22.28	875,961	19.53	11.01	114

DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Housing Tenure						
Owned	329,762	85.43	3,836,897	69.30	8.59	123
Rented	56,241	14.57	1,689,746	30.52	3.33	48
Band Housing	12	0.00	10,141	0.18	0.12	2
Housing Type						
Houses	316,534	82.00	3,783,163	68.33	8.37	120
Single-Detached House	243,929	63.19	2,967,120	53.59	8.22	118
Semi-Detached House	23,967	6.21	311,462	5.63	7.69	110
Row House	48,638	12.60	504,581	9.11	9.64	138
Apartments	68,984	17.87	1,726,459	31.18	4.00	57
High-rise (5+ Floors)	40,537	10.50	973,481	17.58	4.16	60
Low-rise (<5 Floors)	12,054	3.12	561,065	10.13	2.15	31
Detached Duplex	16,393	4.25	191,913	3.47	8.54	123
Other Dwelling Types	497	0.13	27,162	0.49	1.83	26
Housing Period of Construction						
Before 1961	22,002	5.70	1,323,353	23.90	1.66	24
1961 - 1980	52,541	13.61	1,522,055	27.49	3.45	50
1981 - 1990	72,333	18.74	708,801	12.80	10.20	146
1991 - 2000	73,964	19.16	653,889	11.81	11.31	162
2001 - 2005	55,280	14.32	402,410	7.27	13.74	197
2006 - 2010	50,263	13.02	374,073	6.76	13.44	193
2011 - 2016	41,779	10.82	344,077	6.21	12.14	174
After 2016	17,853	4.63	208,126	3.76	8.58	123

INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
Household Income						
Average Household Income	–	134,896.06	–	109,660.18	–	123
Education						
No Certificate, Diploma Or Degree	145,478	14.63	1,907,032	15.87	7.63	92
High School Certificate Or Equivalent	256,869	25.84	3,279,099	27.29	7.83	95
Apprenticeship Or Trades Cert/Dipl	42,319	4.26	693,412	5.77	6.10	74
College/CEGEP/Non-Uni Cert/Dipl	177,025	17.81	2,560,221	21.30	6.91	84
University Cert/Dipl Below Bachelor	24,426	2.46	225,596	1.88	10.83	131
University Degree	347,925	35.00	3,352,175	27.89	10.38	125
Labour Force						
In The Labour Force (15+)	605,607	60.92	7,411,246	61.67	8.17	99
Labour Force by Occupation						
Management	81,603	8.21	796,916	6.63	10.24	124
Business Finance Administration	111,236	11.19	1,149,419	9.56	9.68	117
Sciences	65,210	6.56	574,567	4.78	11.35	137
Health	32,844	3.30	484,297	4.03	6.78	82
Education, Gov't, Religion, Social	66,491	6.69	908,797	7.56	7.32	88
Art, Culture, Recreation, Sport	18,923	1.90	239,453	1.99	7.90	96
Sales and Service	129,112	12.99	1,651,049	13.74	7.82	95
Trades and Transport	60,517	6.09	953,973	7.94	6.34	77
Natural Resources and Agriculture	6,249	0.63	123,243	1.03	5.07	61
Manufacturing and Utilities	21,494	2.16	371,972	3.10	5.78	70
Commuting						
Car (As Driver)	395,726	77.09	4,481,353	70.42	8.83	109
Car (As Passenger)	33,110	6.45	384,066	6.04	8.62	107
Public Transit	65,206	12.70	986,279	15.50	6.61	82
Walk	12,230	2.38	350,278	5.50	3.49	43
Bicycle	1,881	0.37	88,422	1.39	2.13	26

LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	Count	%	Base Count	Base %	% Pen	Index
Knowledge of Official Language						
English Only	1,044,554	87.67	12,283,143	86.06	8.50	102
French Only	590	0.05	42,199	0.30	1.40	17
English And French	78,816	6.62	1,592,056	11.16	4.95	59
Neither English Nor French	67,555	5.67	355,123	2.49	19.02	228
Immigration Status						
Non-Immigrant Population	603,743	50.67	9,719,863	68.10	6.21	74
Born In Province of Residence	558,858	46.90	8,646,491	60.58	6.46	77
Born Outside Province of Residence	44,885	3.77	1,073,372	7.52	4.18	50
Immigrant Population	569,413	47.79	4,304,631	30.16	13.23	158
Visible Minority Status						
Total Visible Minorities	647,528	54.34	4,691,801	32.87	13.80	165
Chinese	291,148	24.43	873,659	6.12	33.33	399
South Asian	142,933	12.00	1,462,854	10.25	9.77	117
Black	32,658	2.74	769,583	5.39	4.24	51
Filipino	24,486	2.06	308,927	2.16	7.93	95
Latin American	16,076	1.35	231,833	1.62	6.93	83
Southeast Asian	15,495	1.30	149,219	1.04	10.38	124
Arab	15,742	1.32	266,504	1.87	5.91	71
West Asian	56,620	4.75	206,441	1.45	27.43	329
Korean	18,926	1.59	98,969	0.69	19.12	229
Japanese	2,549	0.21	29,754	0.21	8.57	103
Mother Tongue*						
English	550,732	46.22	9,421,389	66.01	5.85	70
French	9,021	0.76	546,960	3.83	1.65	20
Total Non-Official	588,573	49.40	3,903,251	27.35	15.08	181
Cantonese	117,769	9.88	291,735	2.04	40.37	484
Mandarin	98,781	8.29	318,224	2.23	31.04	372
Italian	56,753	4.76	235,172	1.65	24.13	289
Persian	44,781	3.76	141,456	0.99	31.66	379
Russian	41,396	3.47	110,121	0.77	37.59	450
Tamil	23,131	1.94	128,786	0.90	17.96	215
Spanish	15,790	1.32	210,484	1.48	7.50	90
Urdu	15,529	1.30	171,764	1.20	9.04	108
Korean	14,445	1.21	76,419	0.54	18.90	226
Tagalog	14,006	1.18	187,038	1.31	7.49	90

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: York, ON (RM)

Household Population 12+: 1,037,916

RADIO
Listeners: 86.2%
Index: **101**

13 Hours/Week*

Index: **91**

Top Formats**

	Trade Area	Benchmark
Ethnic/Multi-cultural	5%	2%
All News	19%	10%
Mainstream Top 40	33%	22%

TELEVISION
Viewers: 88.1%
Index: **101**

160 Minutes/Day*

Index: **90**

Top Program Types**

	Trade Area	Benchmark
Tennis (when in season)	8%	6%
Late night talk shows	11%	9%
Basketball (when in season)	12%	11%

NEWSPAPER
Readers: 25.4%
Index: **87**

1.0 Hours/Week*

Index: **84**

Top Sections Read**

	Trade Area	Benchmark
Technology	17%	15%
Business	34%	32%
Fashion/lifestyle	24%	23%

MAGAZINE
Readers: 16.1%
Index: **84**

8 Minutes/Day*

Index: **82**

Top Genres**

	Trade Area	Benchmark
Business & finance	6%	4%
Fashion	7%	6%
Sports & recreation	6%	5%

INTERNET
Users: 90.5%
Index: **101**

228 Minutes/Day*

Index: **100**

Top Activities**

	Trade Area	Benchmark
Read or look into online magazines	7%	4%
Access professional sports content	16%	12%
Use ad blocking software	15%	12%

DIRECT/OUTDOOR

14 Min/Day commuting one-way by car*

Index: **114**

Top DM Formats Used**

	Trade Area	Benchmark
Direct email offers	27%	24%
General information from the Internet/websites	34%	32%
Coupons	37%	35%

*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: York, ON (RM)

Household Population 12+: 1,037,916

Top Shows & Exhibitions

Auto shows
6.1%
Index: **105**

Home shows
6.1%
Index: **100**

Craft shows
6.1%
Index: **69**

Top Local Attractions & Destinations

Other leisure activities
41.1%
Index: **116**

Film festivals
5.3%
Index: **116**

Theme parks
22.1%
Index: **114**

Zoos/aquariums
24.4%
Index: **104**

Top Professional Sports

Basketball
14.2%
Index: **149**

Soccer
11.0%
Index: **139**

Baseball
28.0%
Index: **113**

Hockey
22.3%
Index: **95**

Top Concert & Theatre Venues

Concerts - Theatres/halls
24.1%
Index: **105**

Concerts - Arenas
34.6%
Index: **104**

Theatre - Other venues
6.7%
Index: **99**

Theatre - Major theatres
24.6%
Index: **98**

Chosen from index ranking with minimum 5% composition

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

Behavioural | Sports & Leisure Overview - Participate

Trade Area: York, ON (RM)

Household Population 12+: 1,037,916

Top Individual Sports
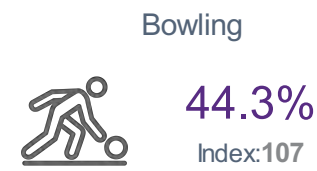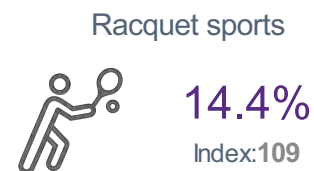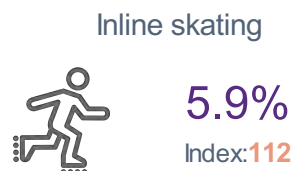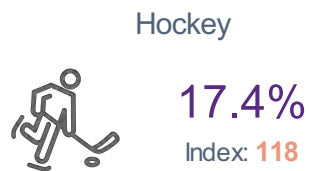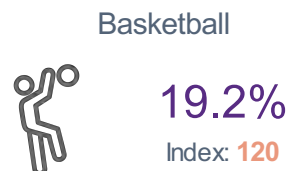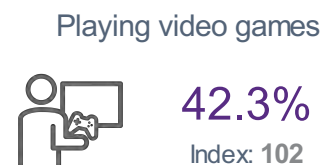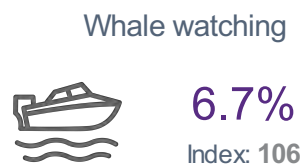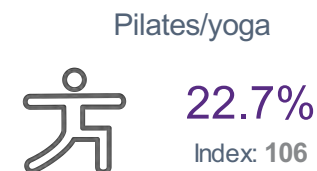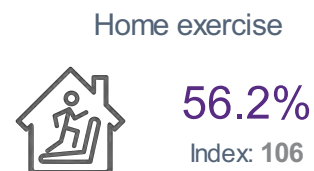
Skiing - downhill	Inline skating	Racquet sports	Bowling
18.6% Index:117	5.9% Index:112	14.4% Index:109	44.3% Index:107

Top Team Sports

Basketball	Hockey	Soccer	Football
19.2% Index: 120	17.4% Index: 118	19.3% Index: 113	9.4% Index: 112

Top Activities

Whale watching	Ice skating	Playing video games	Reading
6.7% Index: 106	31.7% Index: 103	42.3% Index: 102	82.1% Index: 100

Top Fitness

Jogging	Fitness classes	Home exercise	Pilates/yoga
31.0% Index: 115	34.2% Index: 108	56.2% Index: 106	22.7% Index: 106

Benchmark: Ontario

Behavioural | Media Highlights

Trade Area: York, ON (RM)

Household Population 12+: 1,037,916

TELEVISION

	Count	%	% Pen	Index
Viewership				
Heavy	112,601	10.85	5.67	68
Medium/Heavy	174,057	16.77	8.61	103
Medium	187,583	18.07	8.61	103
Medium/Light	206,755	19.92	9.05	109
Light	233,001	22.45	9.63	116
Top Program Types (Watch in Typical Week)*				
Tennis (when in season)	83,825	8.08	11.72	141
Late night talk shows	110,682	10.66	9.57	115
Basketball (when in season)	127,856	12.32	9.49	114
Soccer	99,550	9.59	9.40	113
Sci-Fi/fantasy/comic book shows	138,032	13.30	8.93	107
Cooking programs	253,393	24.41	8.80	106
Morning local news	217,856	20.99	8.80	106
Baseball (when in season)	215,959	20.81	8.55	103
Entertainment news programs	99,097	9.55	8.54	103
Children's programs	75,530	7.28	8.50	102
Reality shows	170,508	16.43	8.44	101
Hockey (when in season)	266,987	25.72	8.31	100
Situation comedies	280,226	27.00	8.36	100
Daytime talk shows	109,715	10.57	8.13	98
CFL football (when in season)	107,242	10.33	8.06	97

RADIO

	Count	%	% Pen	Index
Listenership				
Heavy	180,754	17.41	6.97	84
Medium/Heavy	200,750	19.34	7.77	93
Medium	236,785	22.81	9.81	118
Medium/Light	212,398	20.46	8.34	100
Light	207,229	19.97	8.87	107
Top Formats (Weekly Reach)*				
Ethnic/Multi-cultural	53,066	5.11	18.80	226
All News	194,685	18.76	15.47	186
Mainstream Top 40/CHR	346,981	33.43	12.76	153
Sports	73,183	7.05	11.55	139
Classical/Fine Arts	56,052	5.40	11.36	137
Modern/Alternative Rock	113,408	10.93	9.88	119
Hot Adult Contemporary	183,530	17.68	9.13	110
Classic Hits	195,063	18.79	9.00	108
Multi/Variety/Specialty	84,145	8.11	7.78	94
Adult Contemporary	154,559	14.89	7.59	91
News/Talk	187,161	18.03	6.91	83
Mainstream Rock	61,947	5.97	6.54	79
Not Classified	51,916	5.00	4.68	56
Today's Country	58,460	5.63	3.90	47

NEWSPAPERS

	Count	%	% Pen	Index
Readership - Dailies				
Heavy	49,180	4.74	6.54	79
Medium/Heavy	52,557	5.06	7.20	87
Medium	61,516	5.93	8.77	105
Medium/Light	54,273	5.23	7.42	89
Light	45,898	4.42	6.49	78
Section Read - Dailies*				
Computer/high tech	175,835	16.94	9.20	111
Business & financial	356,901	34.39	8.84	106
Fashion/lifestyle	252,283	24.31	8.79	106
Movie & entertainment	413,851	39.87	8.83	106
Food	347,702	33.50	8.46	102
Travel	330,896	31.88	8.45	102
New homes section	179,863	17.33	8.41	101
Health	370,268	35.67	8.25	99
Sports	305,358	29.42	8.21	99
Automotive	149,554	14.41	8.07	97
Readership - Community Papers				
Heavy	62,544	6.03	5.73	69
Medium/Heavy	68,533	6.60	7.97	96
Medium	65,804	6.34	6.90	83
Medium/Light	76,707	7.39	8.06	97
Light	81,626	7.87	8.46	102

INTERNET

	Count	%	% Pen	Index
Usage				
Heavy	204,360	19.69	8.25	99
Medium/Heavy	207,497	19.99	8.63	104
Medium	201,390	19.40	8.88	107
Medium/Light	177,680	17.12	8.46	102
Light	148,298	14.29	7.73	93
Online Social Networks (Used in Past Month)				
Tumblr	36,082	3.48	10.22	123
LinkedIn	181,432	17.48	9.52	114
Instagram	314,651	30.32	9.36	112
Twitter	182,245	17.56	9.16	110
Snapchat	165,547	15.95	8.81	106
YouTube	464,164	44.72	8.83	106
Online/Internet dating sites	28,072	2.71	8.74	105
Google+	222,463	21.43	7.94	95
Facebook	523,606	50.45	7.82	94
Pinterest	152,051	14.65	7.74	93
Video/photo sharing	14,370	1.39	7.70	93
Top Activities (Past Week)				
Read or look into online magazines	69,355	6.68	12.79	154
Access professional sports content	163,404	15.74	10.51	126
Use ad blocking software	157,483	15.17	10.32	124
Consult consumer reviews	235,856	22.72	10.35	124
Receive store offers by SMS	64,326	6.20	10.20	123
Download music/MP3 files (free or paid)	155,273	14.96	10.11	122
Watch free streaming music videos	304,854	29.37	10.14	122
Download any video content (free or paid)	135,906	13.09	9.99	120
Enter online contests	55,830	5.38	9.93	119
Access travel content	110,676	10.66	9.88	119
Share/refer/link friends to a website or an article	229,280	22.09	9.84	118
Purchase products or services	237,173	22.85	9.81	118
Access restaurant guides/reviews	137,043	13.20	9.86	118
Read or look into online newspapers	135,159	13.02	9.84	118
Listen to a podcast	99,981	9.63	9.76	117

DIRECT

	Count	%	% Pen	Index
Used in Shopping				
Direct email offers	282,851	27.25	9.33	112
General information from the Internet/websites	355,522	34.25	8.83	106
Online flyers	386,409	37.23	8.61	104
Coupons	381,732	36.78	8.67	104
Flyers inserted into a community newspaper	398,552	38.40	7.99	96
Local store catalogues	231,889	22.34	7.97	96
Flyers inserted into a daily newspaper	214,971	20.71	7.90	95
Flyers delivered to the door or in the mail	427,501	41.19	7.64	92
Mail order	69,309	6.68	7.35	88
Yellow Pages (print or online)	30,486	2.94	5.21	63
Opinion of Flyers to Door/By Mail				
Very unfavourable	250,350	24.12	8.83	106
Somewhat favourable	377,150	36.34	8.62	104
Somewhat unfavourable	202,796	19.54	8.14	98
Very favourable	207,620	20.00	7.50	90

MAGAZINES

	Count	%	% Pen	Index
Readership				
Heavy	34,926	3.37	7.46	90
Medium/Heavy	31,408	3.03	6.77	81
Medium	27,141	2.62	5.87	71
Medium/Light	36,992	3.56	7.56	91
Light	36,991	3.56	7.35	88
Top Magazine Types*				
Business & finance	57,484	5.54	10.30	124
Fashion	70,461	6.79	9.83	118
Sports & recreation	62,231	6.00	9.44	113
Travel & tourism	73,014	7.04	8.55	103
Women's	63,854	6.15	8.49	102
Entertainment/celebrity	85,702	8.26	8.06	97
Health/fitness	70,222	6.77	8.08	97
News & current affairs	77,701	7.49	7.65	92
Food & beverage	106,862	10.30	7.29	88
Home décor	53,702	5.17	7.30	88
Gardening & homes	68,121	6.56	6.95	84

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

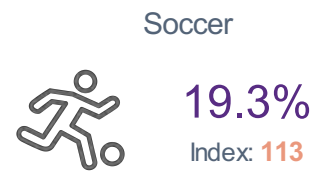# Opticks Social | Social Media Activities

Central Counties Tourism

Trade Area: York, ON (RM)

Household Population 18+: 950,001

FACEBOOK
75.3% currently use
Index: 97

Top Activities (Daily)

	Trade Area	Benchmark
Read news feed	36.3%	41.0%
Answer msgs	26.1%	30.9%
Cmt/Like other users' posts	22.5%	28.8%

TWITTER
33.2% currently use
Index:105

Top Activities (Daily)

	Trade Area	Benchmark
Read tweets	14.0%	13.4%
Watch videos	6.9%	6.7%
Send/Receive Direct Msgs	5.6%	5.5%

INSTAGRAM
40.7% currently use
Index: 108

Top Activities (Daily)

	Trade Area	Benchmark
View photos/videos	21.2%	19.8%
Like photos/videos	17.2%	16.0%
Comment on photos/videos	9.0%	7.7%

LINKEDIN
55.5% currently use
Index: 115

Top Activities (Weekly)

	Trade Area	Benchmark
Create a connection	8.9%	6.8%
Read your newsfeed	7.5%	5.5%
Search and review other profiles	7.3%	5.2%

YOUTUBE
74.6% currently use
Index:104

Top Activities (Daily)

	Trade Area	Benchmark
Watch videos	30.6%	27.0%
Watch live videos	8.5%	7.5%
Like/dislike videos	8.4%	7.9%

SNAPCHAT
16.3% currently use
Index: 106

Top Activities (Weekly)

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

WHATSAPP
54.0% currently use
Index: 140

Top Activities (Daily)

	Trade Area	Benchmark
Send/receive msgs	32.4%	20.5%
Send/receive images	28.0%	17.1%
Use group chats	22.1%	13.2%

BLOGS
16.4% currently use
Index: 110

Top Activities (Monthly)

	Trade Area	Benchmark
Leave comments on a blog	5.5%	4.8%
Click on an ad	5.0%	4.2%
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: York, ON (RM)

Household Population 18+: 950,001

FRIENDS IN ALL SM NETWORKS

32.8%

Index: **94**

0-49 friends

FREQUENCY OF USE (DAILY)

52.0%

Index: **90**

Facebook

BRAND INTERACTION

36.1%

Index: **92**

Like brand on Facebook

NO. OF BRANDS INTERACTED

35.1%

Index: **105**

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
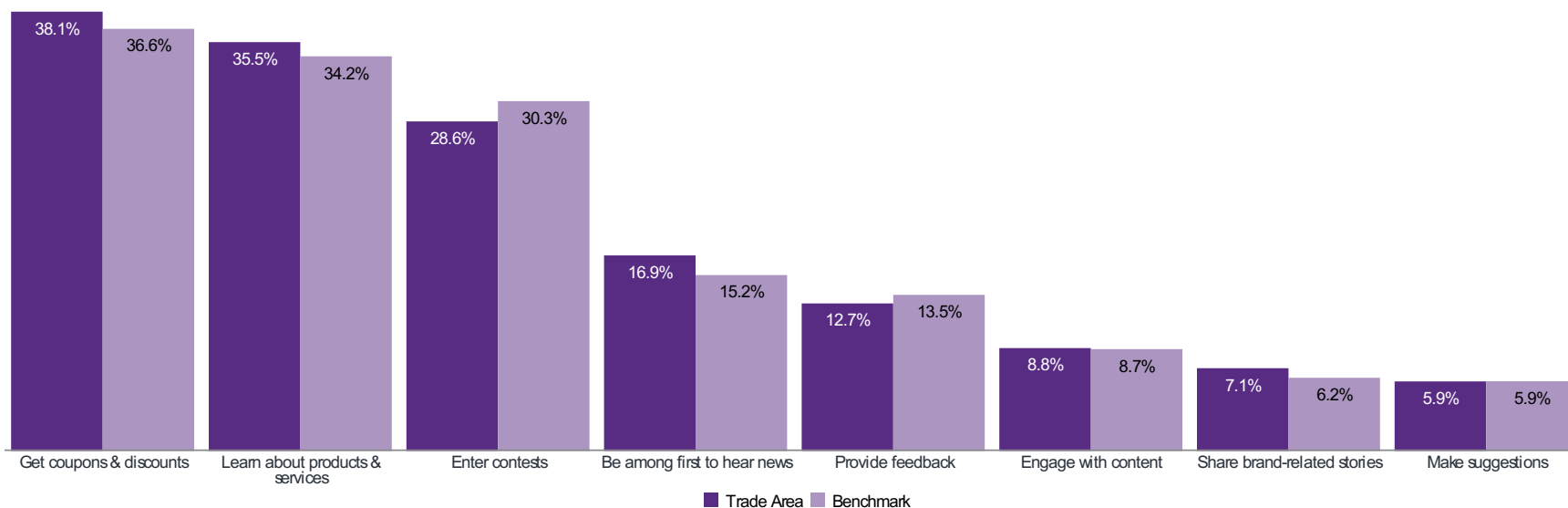
Reason	Trade Area	Benchmark
Get coupons & discounts	38.1%	36.6%
Learn about products & services	35.5%	34.2%
Enter contests	28.6%	30.3%
Be among first to hear news	16.9%	15.2%
Provide feedback	12.7%	13.5%
Engage with content	8.8%	8.7%
Share brand-related stories	7.1%	6.2%
Make suggestions	5.9%	5.9%

■ 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: York, ON (RM)

Household Population 18+: 950,001

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

13.9% Index: **119**	**9.8%** Index: **112**	**9.7%** Index: **109**	**9.4%** Index: **120**
Vacation, travel-related	Big-ticket (i.e. appliances)	Entertainment-related (i.e. movies)	Car, auto-related

USAGE EXPECTATIONS (Increase in the next yr)
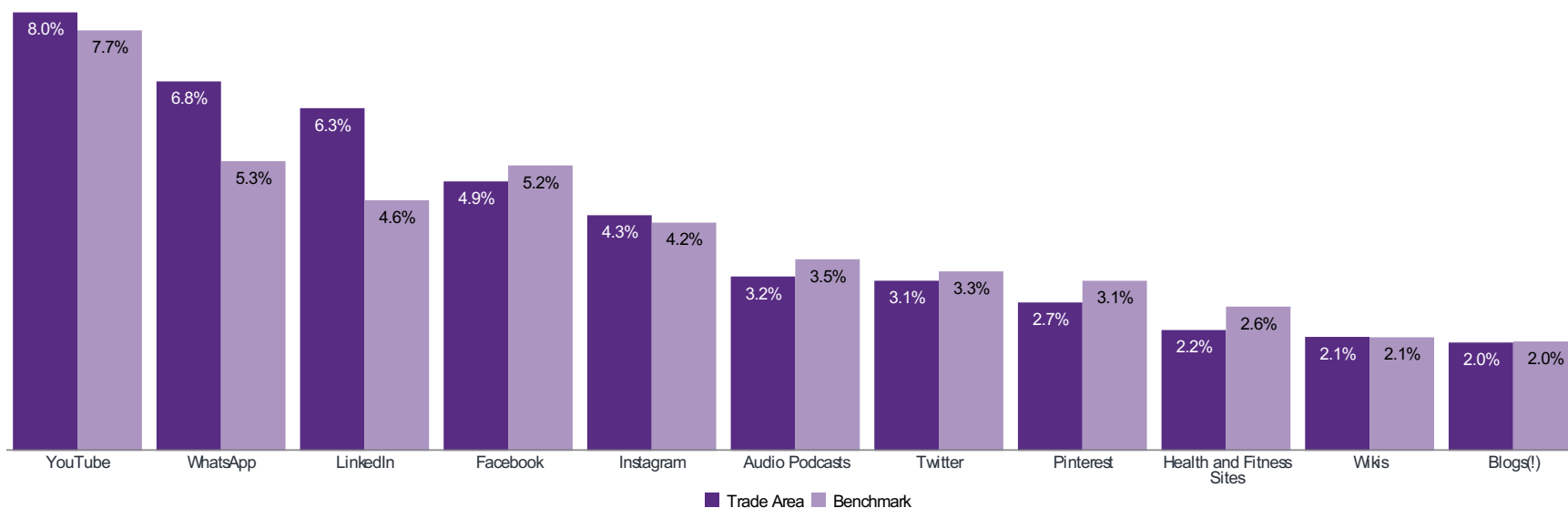
Platform	Trade Area	Benchmark
YouTube	8.0%	7.7%
WhatsApp	6.8%	5.3%
LinkedIn	6.3%	4.6%
Facebook	4.9%	5.2%
Instagram	4.3%	4.2%
Audio Podcasts	3.2%	3.5%
Twitter	3.1%	3.3%
Pinterest	2.7%	3.1%
Health and Fitness Sites	2.2%	2.6%
Wikis	2.1%	2.1%
Blogs(!)	2.0%	2.0%

■ 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

Trade Area: York, ON (RM)

DESCRIBES ME*...

Use SM to stay connected with personal contacts

% Comp **44.2**   Index **96**

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

% Comp **27.7**   Index **105**

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

% Comp **71.7**   Index **98**

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

% Comp **10.8**   Index **104**

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

% Comp **81.3**   Index **96**

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 **53.4%** of households in York, ON (RM)

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05 ASIAN SOPHISTICATES

Rank:	1
Hhlds:	63,197
Hhld %:	16.37
% in Benchmark:	1.97
Index	832

The most affluent of the Asian-dominated lifestyles, Asian Sophisticates is home to educated, middle-aged and older families, about half of whom are Asian. More than a third of the residents came to Canada in the 1980s and 1990s, and many now live in comfortable suburban communities like Toronto's Bayview Village, Mississauga and Richmond Hill, as well as Vancouver's Arbutus Ridge. With four times the average number of multi-generational families, Asian Sophisticates is filled with teenage and twentysomething children. And with their upscale incomes averaging more than $135,000, Asian Sophisticates households enjoy active lifestyles. They travel abroad, frequent popular music concerts and film festivals, and like to play soccer and racquet sports. In addition, these mostly university-educated consumers are determined to see their children succeed academically: they score high for signing their kids up for private schools, activity camps and Kumon Math and Reading Centres.

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16 PETS & PCS

Rank:	2
Hhlds:	43,298
Hhld %:	11.22
% in Benchmark:	3.19
Index	352

One of the largest lifestyles in Canada, Pets & PCs is a haven for younger families with pre-school children in the new suburbs surrounding larger cities. Half of the children in this segment are under the age of 10, and most of the maintainers are under 45. Pets & PCs has a strong presence of immigrants from South Asia, China and the Caribbean. Few segments have more new housing, and most residents have settled into a mix of single-detached, semi-detached and row house developments. With upscale incomes, segment members have crafted an active, child-centred lifestyle. These families participate in many team sports, including baseball, basketball, hockey and soccer, and they shuttle kids and gear to games in minivans and SUVs. On weekends, they head to kid-friendly destinations such as zoos, aquariums and amusement parks. They fill their homes with an array of computers and electronic gear, including video game systems and tablets, to occupy their children while the moms and dads grab the occasional date night to go out to a movie or enjoy dinner at a fine restaurant.

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06 KIDS & CAREERS

Rank:	3
Hhlds:	41,715
Hhld %:	10.81
% in Benchmark:	3.42
Index	316

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.

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15 HERITAGE HUBS

Rank:	4
Hhlds:	40,253
Hhld %:	10.43
% in Benchmark:	3.13
Index	333

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.

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31 NEW WORLD SYMPHONY

Rank:	5
Hhlds:	17,615
Hhld %:	4.56
% in Benchmark:	2.49
Index	184

New World Symphony is one of the most culturally diverse of Canada's lifestyles. In this segment, 49 different languages are spoken at home at rates that are more than twice the national average for each language. Often the first neighbourhood for new immigrants, this segment reflects Canada's increasing diversity and urbanization in recent years. More than 40 percent of segment members are foreign born, drawn to city neighbourhoods that are diverse beyond their diversity. New World Symphony consists of singles and couples, old and young, condo owners and apartment renters; half live in high-rise buildings. No one's particularly wealthy, but residents manage to live decently by stretching their lower-middle incomes. They have high rates for listening to classical and jazz music, attending basketball and baseball games, and frequenting live theatre and art galleries. Befitting the wide range in ages, this segment makes a strong market for health club memberships and Pilates, as well as collecting stamps, home shows and senior citizen's magazines. But nearly everyone goes to the local movie theatres, often enjoying film festivals as well.

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
U1	F8	01	Cosmopolitan Elite	1,674	0.43	56,899	1.03	2.94	42
U1	F8	02	Urbane Villagers	8,116	2.10	52,715	0.95	15.40	221
U1	F5	03	Arts & Affluence	15,365	3.98	72,473	1.31	21.20	304
U1	F9	08	Boomerang City	7,427	1.92	115,987	2.10	6.40	92
S1	F8	04	Suburban Success	4,124	1.07	57,804	1.04	7.13	102
S1	F8	06	Kids & Careers	41,715	10.81	189,289	3.42	22.04	316
S1	F6	07	Nouveaux Riches	0	0.00	23	0.00	0.00	0
S1	M1	10	Emptying Nests	2,390	0.62	66,077	1.19	3.62	52
E1	F8	09	Satellite Burbs	15,284	3.96	264,640	4.78	5.78	83
E1	F2	17	Exurban Wonderland	3,115	0.81	76,552	1.38	4.07	58
S2	F1	16	Pets & PCs	43,298	11.22	176,441	3.19	24.54	352
S2	F1	18	Management Material	2,778	0.72	57,894	1.05	4.80	69
S2	F2	37	Trucks & Trades	1,298	0.34	64,843	1.17	2.00	29
S2	Y2	50	Suburban Scramble	1,658	0.43	88,816	1.60	1.87	27
S3	F9	14	Diversity Heights	15,868	4.11	84,580	1.53	18.76	269
S3	F3	15	Heritage Hubs	40,253	10.43	173,509	3.13	23.20	333
S3	F1	20	South Asian Achievers	5,553	1.44	96,263	1.74	5.77	83
S3	F7	25	South Asian Society	4,574	1.19	50,618	0.91	9.04	130
S3	F7	42	Home Sweet Rows	1,357	0.35	78,559	1.42	1.73	25
U2	F9	05	Asian Sophisticates	63,197	16.37	108,968	1.97	58.00	832
U2	F9	13	Asian Avenues	14,310	3.71	57,885	1.04	24.72	355
U2	F9	27	Diverse City	4,276	1.11	192,684	3.48	2.22	32
U2	M1	28	Metro Multiculturals	12,484	3.23	128,567	2.32	9.71	139
E2	F3	24	Fresh Air Families	7,792	2.02	229,030	4.14	3.40	49
E2	F5	36	Exurban Homesteaders	4,912	1.27	129,980	2.35	3.78	54
E2	F4	53	Outdoor Originals	81	0.02	18,292	0.33	0.44	6
U3	Y1	11	Urban Digerati	9	0.00	188,574	3.41	0.00	0
U3	Y2	12	Street Scenes	169	0.04	103,558	1.87	0.16	2
U3	Y1	38	Grads & Pads	0	0.00	64,903	1.17	0.00	0
S4	F5	22	Aging in Suburbia	1,732	0.45	79,273	1.43	2.18	31
S4	M1	26	Second City Retirees	2,444	0.63	226,746	4.09	1.08	15
S4	M1	39	Our Time	4,486	1.16	103,647	1.87	4.33	62
R1	F5	35	Country Acres	3,717	0.96	144,591	2.61	2.57	37
R1	F3	40	Wide Open Spaces	686	0.18	132,236	2.39	0.52	7
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	302	0.08	96,437	1.74	0.31	4
T1	F4	51	Aging & Active	613	0.16	49,281	0.89	1.24	18
T1	M3	54	Serenity Springs	1,442	0.37	86,337	1.56	1.67	24
T1	F2	57	First Nations Families	0	0.00	15,192	0.27	0.00	0
R2	M2	33	Heartland Retirees	1,048	0.27	78,641	1.42	1.33	19
R2	M2	58	Rustic Roads	0	0.00	14,925	0.27	0.00	0
U4	F7	23	Asian New Wave	9,557	2.48	53,959	0.97	17.71	254
U4	F1	31	New World Symphony	17,615	4.56	137,676	2.49	12.79	184
U4	Y1	34	Rooms with a View	0	0.00	91,893	1.66	0.00	0
U4	F1	43	Newcomers Rising	1,841	0.48	191,710	3.46	0.96	14
U5	M3	19	Grey Pride	6,355	1.65	61,760	1.11	10.29	148
U5	F6	21	Beau Monde	0	0.00	10	0.00	0.00	0
U5	M3	29	Silver Linings	1,003	0.26	73,329	1.32	1.37	20
U5	M3	61	Les Seniors	0	0.00	876	0.02	0.00	0
U5	M3	66	Sunset Towers	1,754	0.45	155,186	2.80	1.13	16
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	1,088	0.28	70,668	1.28	1.54	22
U6	Y1	56	Single City Jazz	636	0.17	47,782	0.86	1.33	19
U6	F5	63	Lunch at Tim's	4,393	1.14	280,282	5.06	1.57	22
U6	Y2	65	Young & Connected	705	0.18	123,291	2.23	0.57	8
U6	Y2	68	Low-Rise Renters	1,521	0.39	154,447	2.79	0.98	14
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	**386,015**	**100.00**	**5,536,784**	**100.00**	**6.97**	**100**

0   20   40   60   80   100   125   166   250   500   Inf

Benchmark: Ontario

Psychographics | SocialValues Overview

Trade Area: York, ON (RM)

⬆ Strong Values

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✩ Descriptions | Top 3 Strong Values

Status via Home

Feeling a strong sense that one's home represents an extension of one's image. People strongest on this construct make great efforts to decorate and equip their homes in a manner that will impress others, and pay particular attention to the way they entertain in the home.

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.

Ostentatious Consumption

Desire to impress others and express one's social standing through the display of objects that symbolize affluence.

✩ 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.

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.

Confidence in Small Business

Tendency to assume that small businesses are generally fair and ethical in their practices, committed to providing quality goods, and working in the public interest.

Benchmark: Ontario

Index Colours:	<80	80 - 110	110+