



DEMOGRAPHIC SNAPSHOT

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



61 Years

Median age of Households maintainer (114)



53.2%

Couples Without Children at Home (141)



63.5%

Visitors were Locals who travelled within 40 Km.



\$119,641

Household Income (100)



19.4%

Belong to a Visible Minority group, below Ontario's Average (59)



2 People or less

65.5% of Households have a single or 2 people (109)



21.4%

Born outside of Canada (72)



12.0%

Work in Sales & Service (83)



VISIT'S TOP 10 CITIES

Name	Count	%
Kawartha Lakes, ON (CY)	386,664	47.65
Trent Lakes, ON (MU)	86,635	10.68
Toronto, ON (C)	51,075	6.29
Peterborough, ON (CY)	29,248	3.60
Oshawa, ON (CY)	22,582	2.78
Whitby, ON (T)	14,321	1.76
Selwyn, ON (TP)	12,259	1.51
Vaughan, ON (CY)	11,925	1.47
Mississauga, ON (CY)	9,619	1.19
Hamilton, ON (C)	8,647	1.07

TOP 10 FORWARD SORTATION AREAS (FSA)

Name	Count	%
K0M (Bobcaygeon, ON)	420,751	52.26
K9V (Lindsay, ON)	43,144	5.36
K0L (Lakefield, ON)	30,167	3.75
K9H (Peterborough, ON)	21,238	2.64
L1K (Oshawa, ON)	9,440	1.17
K9J (Peterborough, ON)	7,411	0.92
L4J (Thornhill, ON)	6,639	0.82
L1N (Whitby, ON)	6,274	0.78
L1V (Pickering, ON)	5,203	0.65
K0K (Picton, ON)	5,029	0.63



LEISURE ACTIVITIES

TOP 10 LEISURE ACTIVITIES	%
Reading	85.25
Gardening	70.43
Home exercise/home workout	65.20
Fitness walking	56.56
Swimming	52.38
Volunteer work	47.68
Cycling (mountain/road biking)	43.30
Bowling	43.06
Camping	42.84
Arts/crafts/sewing/knitting	42.83

POPULATION BY AGE

POPULATION BY AGE			POPULATION BY AGE		
AGE	%	INDEX	AGE	%	INDEX
0 to 4	4.4	91	45 – 49	5.3	86
5 to 9	4.7	93	50 – 54	5.6	88
10 to 14	4.8	90	55 - 59	6.6	95
15 – 19	4.6	84	60 – 64	7.7	115
20 – 24	4.8	73	65 – 69	8.1	141
25 - 29	5.3	72	70 – 74	7.8	167
30 – 34	5.5	75	75 – 79	6.4	185
35 – 39	5.7	82	80 – 84	3.9	173
40 – 44	5.4	84	85+	3.4	147



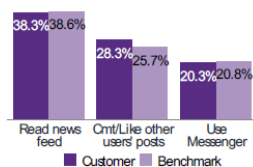
SOCIAL MEDIA HIGHLIGHTS



FACEBOOK

78.6% currently use
Index:104

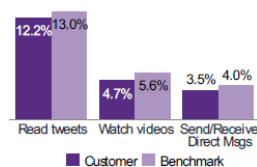
Top Activities (Daily)



TWITTER

28.6% currently use
Index:97

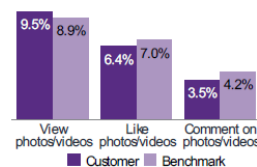
Top Activities (Daily)



INSTAGRAM

39.6% currently use
Index:99

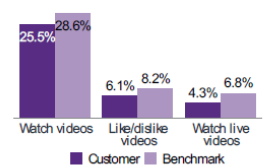
Top Activities (Daily)



YOUTUBE

67.6% currently use
Index:95

Top Activities (Daily)





Rank: 1
 Customers: 264,590
 Customers %: 36.39
 % in Benchmark: 2.79
 Index: 1,304

The largest PRIZM segment with nearly 400,000 households, Down to Earth consists of **older couples and families found in rural communities across the country**. Eight out of ten adults are homeowners, typically owning single-detached homes. The majority of maintainers are over 55 years old. And most households earn average incomes from **a mix of blue-collar and service sector jobs**. With more than 80 percent of households third-plus-generation Canadians, they share a tradition-bound lifestyle: many spend **their leisure time close to home and nature, enjoying sewing, knitting, bird-watching and snowmobiling**. Their yards often have a small collection of trucks, cars, boats, ATVs and RVs. Not surprisingly, these older folks have **traditional media patterns**, favouring **TV sports, country music radio, gardening magazines and community newspapers**.

Repeating FSAs
COUNT = # of Prizm segments per FSA
%PEN = % of Prizm segments penetration per FSA

1st - #41 Down to Earth		
Name	Count	% Pen
K0K (Picton, ON)	43,115	41.94
K0L (Lakefield, ON)	36,766	57.93
N0H (Warton, ON)	21,297	43.98
K0J (Deep River, ON)	18,005	60.96
K0M (Bobcaygeon, ON)	15,285	31.71
K0C (Alexandria, ON)	13,574	30.13
K0E (Prescott, ON)	13,110	37.89
N0P (Blenheim, ON)	10,003	24.41
N0L (Dorchester, ON)	9,524	21.49
K0G (Kemptville, ON)	9,341	26.40



Rank: 2
 Customers: 89,163
 Customers %: 12.26
 % in Benchmark: 1.72
 Index: 714

A collection of remote villages mainly in the Atlantic provinces, Backcountry Boomers is about as rural as it gets. These households are mostly **older, empty-nesting couples and those living alone**. Forty percent of maintainers are over 65, most adults are out of the labour force and nearly three-quarters of households contain only one or two people. Incomes are modest, but they're enough for households to own a single-detached house and enjoy **an unpretentious lifestyle**. These Canadians like to **fish, hunt and garden**, for the camaraderie as much as the opportunity to put food on the table. Their hobbies are the old-fashioned variety: **crafts, knitting and collecting coins and stamps**. Despite their remote communities, **they prefer in-store shopping to e-commerce**.

2nd - #49 Backcountry Boomers		
Name	Count	% Pen
K0M (Bobcaygeon, ON)	24,673	51.19
P0H (Powassan, ON)	16,960	57.87
P0J (New Liskeard, ON)	16,014	93.28
P0M (Chelmsford, ON)	15,955	38.12
P0A (Burks Falls, ON)	11,723	81.59
K0L (Lakefield, ON)	11,230	17.69
K0J (Deep River, ON)	10,887	36.86
K0H (Inverary, ON)	8,198	21.41
P0P (Little Current, ON)	6,072	36.47
P0R (Blind River, ON)	5,936	56.58

TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA



Rank: 3
 Customers: 52,045
 Customers %: 7.16
 % in Benchmark: 4.10
 Index: 175

The second most affluent rural segment, Country Traditions is a collection of small communities scattered across the eastern half of Canada. In this segment, **middle-aged, and older couples and families work at blue-collar and service sector jobs**. Most own a recently built, single-detached house, along with a large pickup for backcountry driving. With half the maintainers over 55, these third-plus-generation Canadians enjoy old-fashioned pursuits like **gardening, boating, fishing, camping and swimming**. Self-reliant, they like to work with their hands, doing ambitious remodeling projects as well as traditional home crafts. With their teenage children, they make a strong market for toys, pets and sporting goods; **a big splurge is attending a professional baseball or basketball game. Vacations often involve a cottage stay.**

3rd - #26 Country Traditions		
Name	Count	% Pen
K0A (Almonte, ON)	39,239	42.57
K0K (Picton, ON)	31,116	30.27
N0R (Belle River, ON)	21,319	54.43
K0C (Alexandria, ON)	19,372	43.00
K0G (Kemptonville, ON)	18,158	51.32
L0L (Oro, ON)	15,381	41.89
K0H (Inverary, ON)	13,788	36.01
K0E (Prescott, ON)	13,204	38.16
L0M (Angus, ON)	12,344	37.31
N0L (Dorchester, ON)	11,593	26.16



Rank: 4
 Customers: 30,405
 Customers %: 4.18
 % in Benchmark: 1.79
 Index: 234

Slow-Lane Suburbs consists **of a mix of older singles and couples living in the suburbs of midsize cities**. Most maintainers are over 55, and those still in the labour force typically hold **service sector and white-collar jobs**. With their high school and college educations yielding middle incomes, nearly three-quarters of adults own inexpensive single-detached houses. More than three-quarters of residents are third-plus-generation Canadians, and they enjoy **time-honoured outdoor activities like fishing, hunting and camping**. Many have time on their hands to go **to casinos, community theatres and beer, food and wine festivals**. For excitement, **they like attending an auto race or golf event. A prime market for traditional media**, they respond to marketing messages that recognize their frugal habits.

4th - #45 Slow-Lane Suburbs		
Name	Count	% Pen
P7A (Thunder Bay, ON)	9,115	36.92
N4S (Woodstock, ON)	7,224	24.49
K9H (Peterborough, ON)	6,825	25.76
N5A (Stratford, ON)	6,364	22.50
P7E (Thunder Bay, ON)	6,323	35.07
P6B (Sault Ste. Marie, ON)	6,033	30.63
P1B (North Bay, ON)	5,749	19.78
P6C (Sault Ste. Marie, ON)	5,612	32.76
N4K (Owen Sound, ON)	5,432	21.78
K6H (Cornwall, ON)	5,070	18.68



Rank: 5
 Customers: 22,106
 Customers %: 3.04
 % in Benchmark: 3.54
 Index: 86

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers **between 35 and 54, and children over the age of 5**. These middle-aged adults have used their mostly high school and college educations to land a variety of **blue-collar jobs**. Their upper-middle incomes allow them to purchase single-detached houses and fill their garages with **skiing, golfing and hockey equipment plus motorcycles, boats and camping trailers**. A vacation means **packing up the camper and hitting the road for one of Canada's parks**.

5th - #19 Family Mode		
Name	Count	% Pen
L4N (Barrie, ON)	28,423	28.61
L0R (Binbrook, ON)	19,345	34.27
L1C (Bowmanville, ON)	15,607	35.24
L7E (Bolton, ON)	13,366	41.11
L1E (Bowmanville, ON)	12,866	50.32
L1K (Oshawa, ON)	11,582	31.53
N0B (Elora, ON)	11,206	14.78
L1M (Whitby, ON)	11,040	56.79
L9W (Orangeville, ON)	10,687	25.52
L0G (Tottenham, ON)	10,356	27.26