



DEMOGRAPHIC SNAPSHOT

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



59 Years

Median age of Households maintainer (111)



53.0%

Couples Without Children at Home (141)



81.1%

Visitors were Locals who travelled within 40 Km.



\$101,333

Household Income (85)



9.4%

Belong to a Visible Minority group, below Ontario's Average (29)



2 People or less

68.2% of Households have a single or 2 people (114)



14.9%

Born outside of Canada (46)



11.8%

Work in Sales & Service (82)



VISIT'S TOP 10 CITIES

TOP 10 FORWARD SORTATION AREAS (FSA)

Name	Count	%
Brighton, ON (MU)	865,145	40.62
Quinte West, ON (CY)	354,702	16.65
Cramahe, ON (TP)	268,091	12.59
Belleville, ON (CY)	70,261	3.30
Toronto, ON (C)	50,717	2.38
Prince Edward County, ON (CY)	50,439	2.37
Trent Hills, ON (MU)	41,612	1.95
Cobourg, ON (T)	41,199	1.93
Alnwick/Haldimand, ON (TP)	35,097	1.65
Kingston, ON (CY)	21,857	1.03

Name	Count	%
K0K (Picton, ON)	1,453,166	69.80
K8V (Trenton, ON)	155,754	7.48
K9A (Cobourg, ON)	51,103	2.46
K8N (Belleville, ON)	43,546	2.09
K0L (Lakefield, ON)	32,550	1.56
K8P (Belleville, ON)	31,456	1.51
L1A (Port Hope, ON)	13,621	0.65
K7M (Kingston, ON)	12,265	0.59
K7R (Napanee, ON)	7,443	0.36
L1J (Oshawa, ON)	7,378	0.35



LEISURE ACTIVITIES

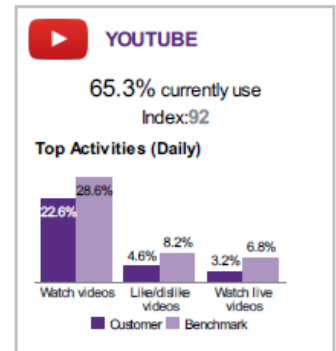
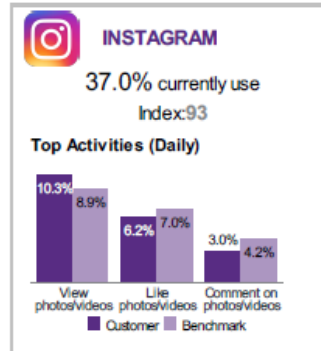
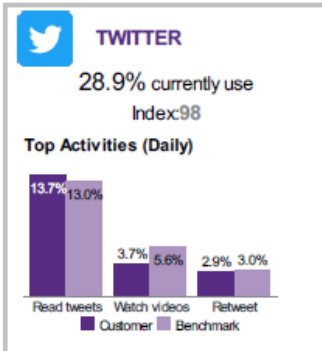
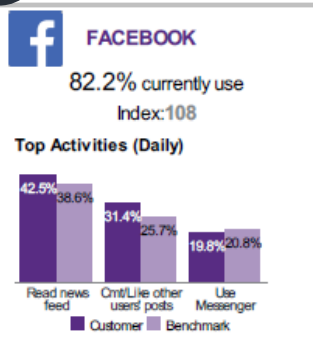
POPULATION BY AGE

TOP 10 LEISURE ACTIVITIES	%
Reading	85.78
Gardening	70.34
Home exercise/home workout	63.59
Swimming	55.11
Fitness walking	50.71
Volunteer work	48.92
Arts/crafts/sewing/knitting	47.57
Bowling	47.26
Hiking/backpacking	45.71
Camping	43.81

POPULATION BY AGE					
AGE	%	INDEX	AGE	%	INDEX
0 to 4	4.3	88	45 - 49	5.5	90
5 to 9	4.6	90	50 - 54	6.2	97
10 to 14	4.8	89	55 - 59	7.5	108
15 - 19	4.8	89	60 - 64	8.0	120
20 - 24	5.0	75	65 - 69	7.7	134
25 - 29	5.2	71	70 - 74	7.2	154
30 - 34	5.6	76	75 - 79	5.8	168
35 - 39	5.6	81	80 - 84	3.7	164
40 - 44	5.3	82	85+	3.3	140



SOCIAL MEDIA HIGHLIGHTS



 TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA



Rank: 1
 Customers: 496,298
 Customers %: 24.50
 % in Benchmark: 2.79
 Index: 878

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

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**.

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: 397,520
 Customers %: 19.62
 % in Benchmark: 4.10
 Index: 478

2nd - #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 (Kemptville, 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

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.**

TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA



Rank: 3
 Customers: 333,231
 Customers %: 16.45
 % in Benchmark: 1.99
 Index: 828

A quintessential portrait of Middle Canada, Happy Medium consists of **couples and families living in the outer suburbs of large and midsize cities**. The segment contains a mix of middle-income households of varied ages (maintainers range from 45 to over 75), educations (mostly high school or college) and family types (couples and families). Many households in this segment have deep roots: three-quarters of residents are third-plus-generation Canadians. Residents typically **hold blue-collar or service sector jobs**, and most own an older, single-detached house. With their unpretentious lifestyles, they enjoy home-based pursuits like **woodworking, gardening and sewing, and outdoor activities such as canoeing, rowing and snowmobiling**. To stretch their budgets, many shop at **second-hand clothing and discount grocery stores**.



Rank: 4
 Customers: 215,266
 Customers %: 10.63
 % in Benchmark: 1.62
 Index: 655

Scenic Retirement exemplifies one of Canada's dominant demographic trends, the aging population. With more than two-thirds of household maintainers over 55 years old, the segment features **older married couples and singles living in the suburban neighbourhoods of smaller cities**. Most members own single-detached houses and though only half are still in the labour force, incomes are above \$100,000 from a mix of sectors. These households stay active by **playing golf, fitness, walking and gardening**. A night out may mean a trip to a **casino or community theatre**. And with most residents born well before the advent of the Internet, this segment is **a bastion of traditional media**.



Rank: 5
 Customers: 148,911
 Customers %: 7.35
 % in Benchmark: 0.84
 Index: 871

Older folks gravitate to Old Town Roads, a collection of small towns across Canada where more than a third of maintainers are over 65. Unlike more comfortable retirement communities, these rustic towns are home to **lower-mid income empty-nesting couples, separated and widowed individuals**. Most own older, inexpensive, single-detached homes, though a significant percentage live in a mobile home. Those still working earn lower-middle incomes from **blue-collar and agricultural jobs**. These third-plus-generation Canadians enjoy **time-honoured leisure pursuits like fishing, hunting and gardening**; they **also attend craft shows and auto racing events**. As for media, they're **mostly traditionalists, enjoying sports on TV and classic rock and country music on the radio**.

3rd - #43 Happy Medium

Name	Count	% Pen
L0S (Fonthill, ON)	12,922	24.12
N0N (Petrolia, ON)	10,794	30.92
P0M (Chelmsford, ON)	10,484	25.05
L0K (Coldwater, ON)	9,456	27.76
N0A (Port Dover, ON)	9,186	32.13
K0A (Almonte, ON)	8,112	8.80
L0L (Oro, ON)	7,701	20.98
L9Z (Wasaga Beach, ON)	7,601	34.29
L0M (Angus, ON)	7,554	22.83
N0R (Belle River, ON)	6,179	15.78

4th - #21 Scenic Retirement

Name	Count	% Pen
L0S (Fonthill, ON)	18,392	34.34
K0K (Picton, ON)	11,148	10.84
L9Z (Wasaga Beach)	7,643	34.48
N0M (Clinton, ON)	6,407	10.74
N0A (Port Dover, ON)	5,665	19.81
N0H (Warton, ON)	5,215	10.77
K0H (Inverary, ON)	4,723	12.33
K7H (Perth, ON)	4,453	31.39
L0R (Binbrook, ON)	4,446	7.88
K9A (Cobourg, ON)	4,184	18.06

5th - #58 Old Town Roads

Name	Count	% Pen
N0P (Blenheim, ON)	9,351	22.82
K0E (Prescott, ON)	6,623	19.14
K0K (Picton, ON)	6,061	5.90
L0E (Sutton West, ON)	5,516	29.14
K0C (Alexandria, ON)	5,455	12.11
N0E (Waterford, ON)	2,999	9.54
N0M (Clinton, ON)	2,876	4.82
N0N (Petrolia, ON)	2,767	7.93
L9Z (Wasaga Beach, ON)	2,513	11.34
P0M (Chelmsford, ON)	2,494	5.96