



## 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 (110)



### 49.1%

Couples Without Children at Home (131)



### 76.6%

Visitors were Locals who travelled within 40 Km.



### \$94,558

Household Income (79)



### 12.7%

Belong to a Visible Minority group, below Ontario's Average (39)



### 2 People or less

67.2% of Households have a single or 2 people (114)



### 14.2%

Born outside of Canada (48)



### 11.9%

Work in Sales & Service (83)



## VISIT'S TOP 10 CITIES

## TOP 10 FORWARD SORTATION AREAS (FSA)

Name	Count	%	Name	Count	%
Trent Hills, ON (MU)	942,321	48.70	K0L (Lakefield, ON)	887,284	46.40
Quinte West, ON (CY)	101,123	5.23	K0K (Picton, ON)	550,228	28.78
Havelock-Belmont-Methuen, ON (TP)	87,183	4.51	K9J (Peterborough, ON)	39,698	2.08
Peterborough, ON (CY)	74,507	3.85	K8N (Belleville, ON)	33,782	1.77
Stirling-Rawdon, ON (TP)	73,870	3.82	K8V (Trenton, ON)	31,234	1.63
Toronto, ON (C)	55,738	2.88	K9H (Peterborough, ON)	22,118	1.16
Belleville, ON (CY)	49,439	2.56	K9A (Cobourg, ON)	22,097	1.16
Marmora and Lake, ON (MU)	46,834	2.42	K8P (Belleville, ON)	15,889	0.83
Asphodel-Norwood, ON (TP)	40,089	2.07	K9L (Peterborough, ON)	12,353	0.65
Cramahe, ON (TP)	32,445	1.68	L1C (Bowmanville, ON)	11,794	0.62



## LEISURE ACTIVITIES

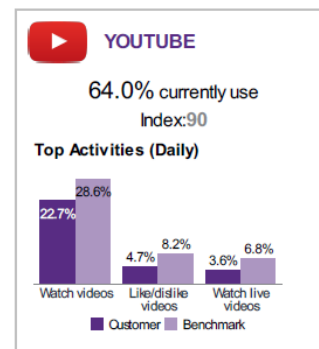
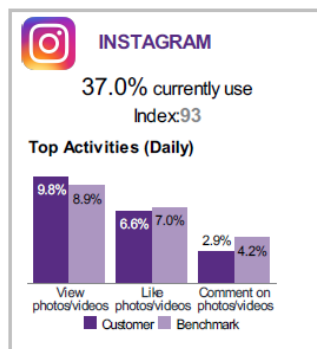
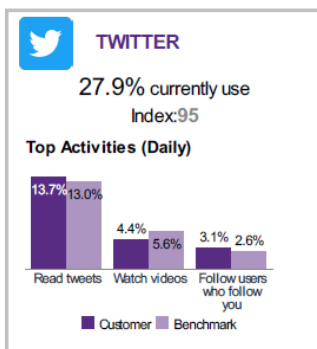
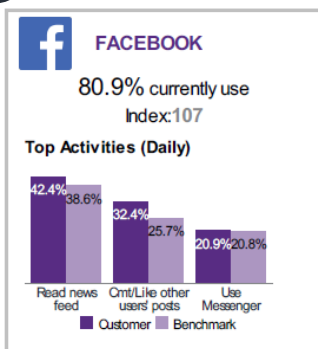
## POPULATION BY AGE

TOP 10 LEISURE ACTIVITIES	%
Reading	86.33
Gardening	70.50
Home exercise/home workout	65.25
Swimming	56.50
Fitness walking	52.69
Volunteer work	48.93
Arts/crafts/sewing/knitting	45.97
Bowling	44.93
Hiking/backpacking	43.80
Cycling (mountain/road biking)	43.79

POPULATION BY AGE					
AGE	%	INDEX	AGE	%	INDEX
0 to 4	4.4	90	45 – 49	5.5	90
5 to 9	4.7	93	50 – 54	6.2	97
10 to 14	4.9	92	55 - 59	7.6	109
15 – 19	4.9	89	60 – 64	8.5	126
20 – 24	5.1	76	65 – 69	7.8	136
25 - 29	5.5	74	70 – 74	6.8	145
30 – 34	5.7	78	75 – 79	5.2	149
35 – 39	5.7	82	80 – 84	3.2	142
40 – 44	5.4	84	85+	3.1	131



## SOCIAL MEDIA HIGHLIGHTS



 TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA



Rank: 1  
 Customers: 634,981  
 Customers %: 33.75  
 % in Benchmark: 2.79  
 Index: 1,209

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: 243,252  
 Customers %: 12.93  
 % in Benchmark: 4.10  
 Index: 315

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.**

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

## TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA



Rank: 3  
Customers: 206,302  
Customers %: 10.96  
% in Benchmark: 1.99  
Index: 552

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**.

3rd - #43 Happy Medium		
Name	Count	% Pen
L0S (Fonthill, ON)	12,922	24.12
N0N (Petrolia, ON)	10,794	30.92
<b>P0M (Chelmsford, ON)</b>	10,484	25.05
L0K (Coldwater, ON)	9,456	27.76
N0A (Port Dover, ON)	9,186	32.13
<b>K0A (Almonte, ON)</b>	8,112	8.80
<b>L0L (Oro, ON)</b>	7,701	20.98
L9Z (Wasaga Beach, ON)	7,601	34.29
<b>L0M (Angus, ON)</b>	7,554	22.83
<b>N0R (Belle River, ON)</b>	6,179	15.78



Rank: 4  
Customers: 157,235  
Customers %: 8.36  
% in Benchmark: 1.72  
Index: 486

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**.

4th - #49 Backcountry Boomers		
Name	Count	% Pen
<b>K0M (Bobcaygeon, ON)</b>	24,673	51.19
P0H (Powassan, ON)	16,960	57.87
P0J (New Liskeard, ON)	16,014	93.28
<b>P0M (Chelmsford, ON)</b>	15,955	38.12
P0A (Burks Falls, ON)	11,723	81.59
<b>K0L (Lakefield, ON)</b>	11,230	17.69
<b>K0J (Deep River, ON)</b>	10,887	36.86
<b>K0H (Inverary, ON)</b>	8,198	21.41
P0P (Little Current, ON)	6,072	36.47
P0R (Blind River, ON)	5,936	56.58



Rank: 5  
Customers: 140,311  
Customers %: 7.46  
% in Benchmark: 1.44  
Index: 517

Suburban Recliners is one of the older segments, a collection of suburban neighbourhoods surrounding smaller and midsize cities, including a number of retirement communities. Households typically contain **empty-nesting couples and older singles living alone**. While many are retired, those still working have jobs in accommodation and food services. Their low incomes go far in their neighbourhoods where single-detached houses and low-rise apartments are inexpensive. These third-plus-generation Canadians are energetic enough to **enjoy active leisure pursuits**. They like **to attend community theatres, craft shows and music festivals**. Occasionally, **they'll spring for tickets to a figure skating event or auto race**. Typically **frugal shoppers, they join rewards programs, use digital coupons and frequent bulk food and second-hand clothing stores**.

5th - #62 Suburban Recliners		
Name	Count	% Pen
P5A (Elliot Lake, ON)	4,347	47.25
L3V (Orillia, ON)	3,437	8.16
K9A (Cobourg, ON)	3,028	13.07
K6V (Brockville, ON)	2,936	11.63
N0G (Mount Forest, ON)	2,865	4.03
N7G (Strathroy, ON)	2,620	16.12
N4K (Owen Sound, ON)	2,572	10.31
N5A (Stratford, ON)	2,568	9.08
L9Y (Collingwood, ON)	2,531	9.65
K9H (Peterborough, ON)	2,515	9.49