



## DEMOGRAPHIC SNAPSHOT

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



### 58 Years

Median age of Households maintainer (108)



### 46.7%

Couples Without Children at Home (124)



### 50.9%

Visitors were Locals who travelled within 40 Km.



### \$113,718

Household Income (95)



### 23.0%

Belong to a Visible Minority group, below Ontario's Average (70)



### 2 People or less

63.6% of Households have a single or 2 people (107)



### 22.4%

Born outside of Canada (75)



### 13.1%

Work in Sales & Service (91)



## VISIT'S TOP 10 CITIES

## TOP 10 FORWARD SORTATION AREAS (FSA)

Name	Count	%
Kawartha Lakes, ON (CY)	501,922	44.41
Toronto, ON (C)	99,973	8.85
Minden Hills, ON (TP)	69,190	6.12
Oshawa, ON (CY)	26,222	2.32
Markham, ON (CY)	25,767	2.28
Clarington, ON (MU)	23,953	2.12
Whitby, ON (T)	21,853	1.93
Newmarket, ON (T)	19,281	1.71
Dysart et al, ON (MU)	17,094	1.51
Georgina, ON (T)	16,446	1.46

Name	Count	%
K0M (Bobcaygeon, ON)	529,779	47.18
K9V (Lindsay, ON)	64,426	5.74
K0L (Lakefield, ON)	15,965	1.42
L3P (Markham, ON)	12,893	1.15
L1C (Bowmanville, ON)	12,312	1.10
L0K (Coldwater, ON)	11,833	1.05
K9J (Peterborough, ON)	11,832	1.05
L3Y (Newmarket, ON)	11,428	1.02
L4P (Keswick, ON)	10,158	0.91
L1J (Oshawa, ON)	9,977	0.89



## LEISURE ACTIVITIES

## POPULATION BY AGE

TOP 10 LEISURE ACTIVITIES	%
Reading	84.83
Gardening	67.12
Home exercise/home workout	65.39
Swimming	55.03
Fitness walking	54.85
Volunteer work	45.98
Arts/crafts/sewing/knitting	44.12
Playing video games	43.26
Bowling	43.08
Cycling (mountain/road biking)	42.55

POPULATION BY AGE					
AGE	%	INDEX	AGE	%	INDEX
0 to 4	4.5	93	45 - 49	5.8	94
5 to 9	4.8	94	50 - 54	6.3	98
10 to 14	4.9	92	55 - 59	7.3	105
15 - 19	4.9	89	60 - 64	7.8	117
20 - 24	5.3	80	65 - 69	7.3	128
25 - 29	6.1	83	70 - 74	6.3	134
30 - 34	6.5	88	75 - 79	4.8	138
35 - 39	6.3	91	80 - 84	2.9	127
40 - 44	5.8	90	85+	2.6	112



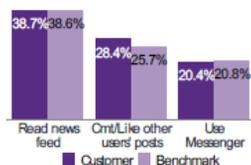
## SOCIAL MEDIA HIGHLIGHTS



### FACEBOOK

78.7% currently use  
Index:104

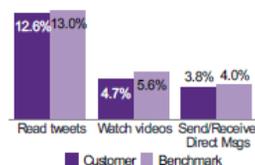
#### Top Activities (Daily)



### TWITTER

30.0% currently use  
Index:102

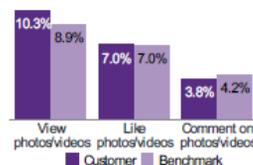
#### Top Activities (Daily)



### INSTAGRAM

41.3% currently use  
Index:103

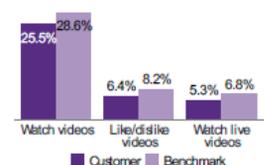
#### Top Activities (Daily)



### YOUTUBE

68.4% currently use  
Index:96

#### Top Activities (Daily)





## TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA



Rank: 1  
 Customers: 380,897  
 Customers %: 34.95  
 % in Benchmark: 1.72  
 Index: 2,034

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**.

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

1st - #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
P0M (Chelmsford, ON)	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: 2  
 Customers: 158,306  
 Customers %: 14.53  
 % in Benchmark: 2.79  
 Index: 521

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**.

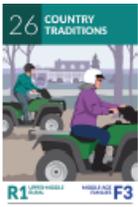
2nd - #41 Down to Earth		
Name	Count	% Pen
<b>K0K (Picton, ON)</b>	43,115	41.94
<b>K0L (Lakefield, ON)</b>	36,766	57.93
N0H (Warton, ON)	21,297	43.98
<b>K0J (Deep River, ON)</b>	18,005	60.96
<b>K0M (Bobcaygeon, ON)</b>	15,285	31.71
<b>K0C (Alexandria, ON)</b>	13,574	30.13
<b>K0E (Prescott, ON)</b>	13,110	37.89
N0P (Blenheim, ON)	10,003	24.41
<b>N0L (Dorchester, ON)</b>	9,524	21.49
<b>K0G (Kemptville, ON)</b>	9,341	26.40

## TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA



Rank: 3  
Customers: 40,566  
Customers %: 3.72  
% in Benchmark: 2.35  
Index: 158

Boomer Bliss consists of **older couples and families found in suburban neighbourhoods surrounding many large cities**. Nearly two-thirds of maintainers are over 55 years old, and households show an increasing shift towards retirees. With their university and college educations, those still employed hold **white-collar positions**. Their upper-middle-class incomes allow them to own comfortable single-detached houses graced with pools and patios. Many have paid off mortgages and show little interest in leaving their empty nests. They take advantage of their proximity to both city centres and small towns, **enjoying the arts—theatre, art galleries and city parks—and outdoor activities like golfing and boating**. Going out may mean dinner at a pub, sports bar or casual family restaurant.



Rank: 4  
Customers: 39,028  
Customers %: 3.58  
% in Benchmark: 4.10  
Index: 87

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.



Rank: 5  
Customers: 29,667  
Customers %: 2.72  
% in Benchmark: 3.09  
Index: 88

A comfortable suburban lifestyle, First-Class Families features sprawling families—more than 40 percent of households contain **four or more people living in close-in suburbs**. In these established neighbourhoods, **the parents are middle-aged, the children are between the ages of 10-24 and nearly 90 percent of households live in pricey, single-detached houses**. With their university educations, the adults hold **white-collar jobs in management, education and government**, and earn incomes more than 60 percent above the national average. One quarter of households contain second generation Canadians, many reporting **Italian, Polish, Greek or Mandarin as their mother tongue**. These active families **enjoy many team sports as both participants and spectators**. Many reserve weekends to shop, dine out, visit a theme park or relax in their hot tubs.

### 3rd - #09 Boomer Bliss

Name	Count	% Pen
K7M (Kingston, ON)	12,332	29.82
N7S (Sarnia, ON)	7,161	28.94
L0S (Fonthill, ON)	6,966	13.00
N6K (London, ON)	6,194	20.62
N3R (Brantford, ON)	5,983	19.76
L2N (St Catharines, ON)	5,796	21.58
K9K (Peterborough, ON)	5,538	46.26
N7L (Chatham, ON)	5,534	24.24
L9H (Hamilton, ON)	5,123	18.37
P6A (Sault Ste. Marie, ON)	5,074	16.87

### 4th - #26 Country Traditions

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

### 5th - #05 First-Class Families

Name	Count	% Pen
L4G (Aurora, ON)	10,777	20.28
L1V (Pickering, ON)	10,728	23.08
L3X (Newmarket, ON)	10,708	25.78
L6H (Oakville, ON)	10,605	16.69
L1R (Whitby, ON)	10,510	27.45
L6M (Oakville, ON)	10,460	17.21
L7M (Burlington, ON)	8,767	20.62
K4A (Ottawa, ON)	8,279	15.20
K2J (Ottawa, ON)	7,466	10.53
N2K (Kitchener, ON)	6,741	27.04