





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)



49.8%
Couples Without Children at Home (133)




74.3%
Visitors were Locals who travelled within 40 Km.




\$114,745
Household Income (96)




15.7%
Belong to a Visible Minority group, below Ontario's Average (48)



2 People or less
67.0% of Households have a single or 2 people (113)



18.6%
Born outside of Canada (62)



12.8%
Work in Sales & Service (89)



VISIT'S TOP 10 CITIES

TOP 10 FORWARD SORTATION AREAS (FSA)

Name	Count	%
Cobourg, ON (T)	1,196,727	41.20
Hamilton, ON (TP)	385,439	13.27
Port Hope, ON (MU)	191,106	6.58
Alnwick/Haldimand, ON (TP)	164,435	5.66
Toronto, ON (C)	105,279	3.63
Cramahe, ON (TP)	98,988	3.41
Clarington, ON (MU)	76,359	2.63
Peterborough, ON (CY)	70,010	2.41
Oshawa, ON (CY)	64,238	2.21
Quinte West, ON (CY)	47,730	1.64

Name	Count	%
K9A (Cobourg, ON)	1,477,570	51.63
K0K (Picton, ON)	429,863	15.02
L1A (Port Hope, ON)	183,944	6.43
K0L (Lakefield, ON)	78,837	2.75
K9J (Peterborough, ON)	34,716	1.21
L1C (Bowmanville, ON)	34,680	1.21
K8V (Trenton, ON)	27,223	0.95
L0A (Millbrook, ON)	20,425	0.71
L1G (Oshawa, ON)	18,880	0.66
L1B (Bowmanville, ON)	18,689	0.65



LEISURE ACTIVITES


POPULATION BY AGE

TOP 10 LEISURE ACTIVITES	%
Reading	85.40
Gardening	70.23
Home exercise/home workout	62.92
Fitness walking	55.20
Swimming	52.38
Volunteer work	48.37
Arts/crafts/sewing/knitting	45.08
Camping	43.02
Cycling (mountain/road biking)	41.71
Bowling	41.63

POPULATION BY AGE					
AGE	%	INDEX	AGE	%	INDEX
0 to 4	4.3	89	45 – 49	5.5	90
5 to 9	4.7	92	50 – 54	5.8	92
10 to 14	4.9	92	55 - 59	6.8	98
15 – 19	5.0	91	60 – 64	7.5	112
20 – 24	5.2	78	65 – 69	7.3	128
25 - 29	5.5	74	70 – 74	7.0	150
30 – 34	5.7	78	75 – 79	5.9	170
35 – 39	5.7	83	80 – 84	3.9	171
40 – 44	5.4	85	85+	3.8	164




SOCIAL MEDIA HIGHLIGHTS



FACEBOOK
79.2% currently use
Index:104

Top Activities (Daily)


Read news feed	40.6%	38.6%
Com/Like other users' posts	27.9%	25.7%
Use Messenger	20.6%	20.8%



TWITTER
26.5% currently use
Index:90

Top Activities (Daily)


Read tweets	12.0%	13.0%
Watch videos	4.1%	5.6%
Send/Receive Direct Msgs	2.7%	4.0%



INSTAGRAM
35.2% currently use
Index:88

Top Activities (Daily)

View photos/videos	8.3%	8.9%
Like photos/videos	6.5%	7.0%
Comment on photos/videos	3.4%	4.2%



YOUTUBE
68.2% currently use
Index:96

Top Activities (Daily)

Watch videos	23.7%	28.6%
Like/dislike videos	5.1%	8.2%
Watch live videos	4.5%	6.8%



Rank: 1
 Customers: 398,486
 Customers %: 14.61
 % in Benchmark: 1.62
 Index: 901

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: 2
 Customers: 344,861
 Customers %: 12.64
 % in Benchmark: 4.10
 Index: 308

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**.

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

1st - #21 Scenic Retirement		
Name	Count	% Pen
L0S (Fonthill, ON)	18,392	34.34
K0K (Picton, ON)	11,148	10.84
L9Z (Wasaga Beach, ON)	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

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: 307,835
Customers %: 11.29
% in Benchmark: 2.35
Index: 480

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: 236,680
Customers %: 8.68
% in Benchmark: 1.79
Index: 486

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.



Rank: 5
Customers: 192,664
Customers %: 7.06
% in Benchmark: 1.44
Index: 489

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

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 - #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

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