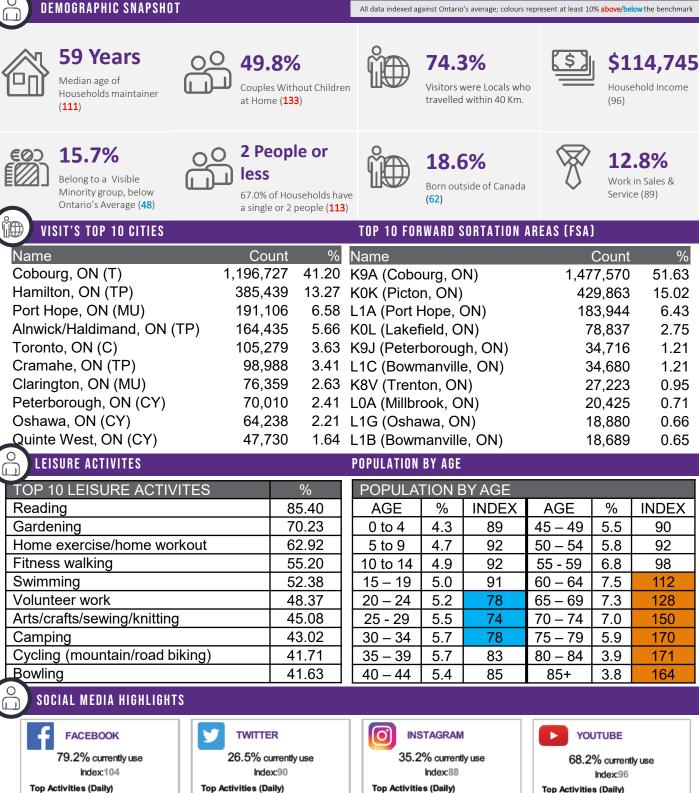
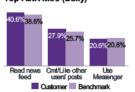
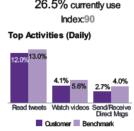


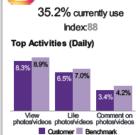
RTO8 Cobourg 2019 Data (Based on Visits)

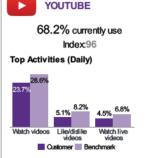
All data indexed against Ontario's average; colours represent at least 10% above/below the benchmark













RTO8 Cobourg 2019 Data (Based on Visits)

TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA



S

R1

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

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 (Wiarton, 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

6 COUNTRY TRADITIONS		
f Arrest 1	Rank:	2
Second St.	Customers:	344,861
	Customers %:	12.64
SIL	% in Benchmark:	4.10
	Index	308
F3		

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 bluecollar 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 oldfashioned 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



RTO8 Cobourg 2019 Data (Based on Visits)

TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA



Rank: 3 Customers: 307.835 Customers %: 11.29 % in Benchmark: 2.35 480 Index

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 parksand outdoor activities like golfing and boating. Going out may mean dinner at a pub, sports bar or casual family restaurant.

45 SUBURIES	
	Rank
	Custo
	Custo
	% in E
	Index
56 M1	

236.680 omers: 8.68 omers %: Benchmark: 1.79 486

4

5

7.06

1.44

489

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-guarters of adults own inexpensive single-detached houses. More than three-quarters of residents are thirdplus-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 o golf event. A prime market for traditional media, they respond to marketing messages that recognize their frugal habits.

62 RECUNTRAN
56
S6 MZ

Rank: Customers: 192,664 Customers %: % in Benchmark: Index

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 thirdplus-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		% 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