

DEMOGRAPHIC SNAPSHOT

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



VISIT'S TOP 10 CITIES

Name	Count	%
Kawartha Lakes, ON (CY)	2,338,321	82.89
Peterborough, ON (CY)	74,936	2.66
Scugog, ON (TP)	42,648	1.51
Toronto, ON (C)	41,883	1.49
Cavan Monaghan, ON (TP)	27,384	0.97
Oshawa, ON (CY)	26,255	0.93
Clarington, ON (MU)	25,683	0.91
Whitby, ON (T)	20,267	0.72
Brock, ON (TP)	19,754	0.70
Selwyn, ON (TP)	19,220	0.68

TOP 10 FORWARD SORTATION AREAS (FSA)

Name	Count	%
K9V (Lindsay, ON)	1,722,165	61.31
K0M (Bobcaygeon, ON)	536,364	19.09
K0L (Lakefield, ON)	108,025	3.85
L0A (Millbrook, ON)	47,270	1.68
K9H (Peterborough, ON)	46,326	1.65
L0B (Orono, ON)	41,497	1.48
K9J (Peterborough, ON)	24,113	0.86
L0C (Sunderland, ON)	10,492	0.37
L1C (Bowmanville, ON)	10,029	0.36
K9K (Peterborough, ON)	9,689	0.34

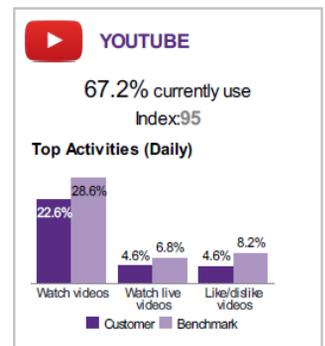
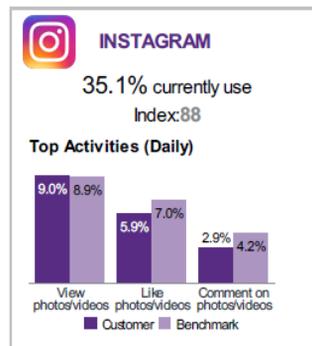
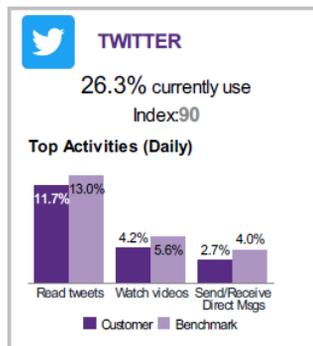
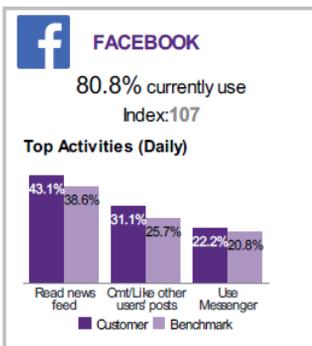
LEISURE ACTIVITIES

TOP 10 LEISURE ACTIVITIES	%
Reading	84.92
Gardening	71.45
Home exercise/home workout	62.33
Swimming	53.32
Fitness walking	53.14
Volunteer work	48.62
Arts/crafts/sewing/knitting	45.81
Camping	42.80
Bowling	42.73
Cycling (mountain/road biking)	41.54

POPULATION BY AGE

POPULATION BY AGE			POPULATION BY AGE		
AGE	%	INDEX	AGE	%	INDEX
0 to 4	4.7	96	45 – 49	5.5	89
5 to 9	4.9	96	50 – 54	6.1	95
10 to 14	4.8	91	55 - 59	7.4	106
15 – 19	4.8	88	60 – 64	7.9	118
20 – 24	5.1	77	65 – 69	7.4	129
25 - 29	5.9	80	70 – 74	6.5	140
30 – 34	6.0	81	75 – 79	5.2	150
35 – 39	5.9	85	80 – 84	3.3	144
40 – 44	5.3	83	85+	3.4	146

SOCIAL MEDIA HIGHLIGHTS





Rank: 1
Customers: 436,052
Customers %: 15.89
% in Benchmark: 4.10
Index: 387

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: 2
Customers: 360,445
Customers %: 13.13
% in Benchmark: 2.79
Index: 471

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**.

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

1st - #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

2nd - #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

TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA



Rank: 3
Customers: 318,476
Customers %: 11.61
% in Benchmark: 2.24
Index: 518

Just Getting By is home to younger, low-income singles and single-parent families located in large cities. In their dense neighbourhoods, more than half are **single, divorced or separated, and almost one third are lone-parent families, typically with younger children**. Residents tend to have high school or Grade 9 educations and **low-income jobs in sales, the services, trades and manufacturing**. Most households can afford to rent units in older low-rise apartment buildings or own inexpensive single-detached houses. But surveys show residents seek to improve their prospects by responding to recruitment ads and enrolling at community colleges. Without deep pockets, they engage in **lower cost leisure activities like billiards, bowling and going to parks, craft shows and video arcades**.



Rank: 4
Customers: 256,859
Customers %: 9.36
% in Benchmark: 1.79
Index: 524

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: 228,712
Customers %: 8.33
% in Benchmark: 1.99
Index: 420

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 - #67 Just Getting By

Name	Count	% Pen
P3C (Sudbury, ON)	6,921	45.92
K7K (Kingston, ON)	6,403	21.59
K6H (Cornwall, ON)	6,157	22.68
N9A (Windsor, ON)	5,616	24.61
L4N (Barrie, ON)	5,577	5.61
K9H (Peterborough, ON)	5,540	20.91
L8L (Hamilton, ON)	5,445	19.65
N3S (Brantford, ON)	5,239	22.38
N7T (Sarnia, ON)	5,154	21.83
P1B (North Bay, ON)	5,113	17.59

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 - #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