

DEMOGRAPHIC SNAPSHOT

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



VISIT'S TOP 10 CITIES

TOP 10 FORWARD SORTATION AREAS (FSA)

Name	Count	%
Kawartha Lakes, ON (CY)	1,219,045	46.85
Peterborough, ON (CY)	382,991	14.72
Selwyn, ON (TP)	87,855	3.38
Cavan Monaghan, ON (TP)	52,970	2.04
Toronto, ON (C)	48,222	1.85
Oshawa, ON (CY)	41,406	1.59
Georgina, ON (T)	34,033	1.31
Clarington, ON (MU)	28,757	1.10
Otonabee-South Monaghan, ON	28,223	1.08
Scugog, ON (TP)	28,044	1.08

Name	Count	%
KOL (Lakefield, ON)	686,266	26.71
K9V (Lindsay, ON)	400,426	15.59
K0M (Bobcaygeon, ON)	218,249	8.49
K9J (Peterborough, ON)	211,504	8.23
K9H (Peterborough, ON)	119,976	4.67
L0A (Millbrook, ON)	98,033	3.82
K9K (Peterborough, ON)	72,863	2.84
K0K (Picton, ON)	54,521	2.12
K9L (Peterborough, ON)	37,293	1.45
L0B (Orono, ON)	33,724	1.31

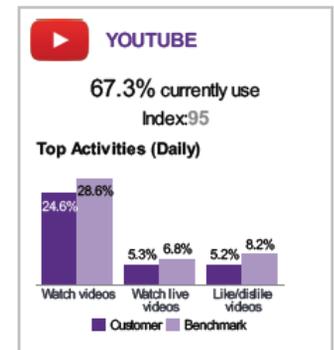
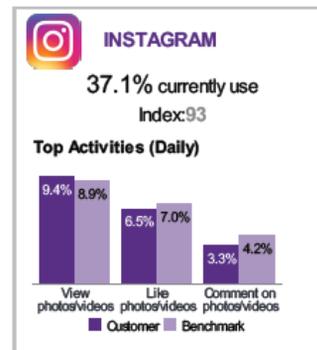
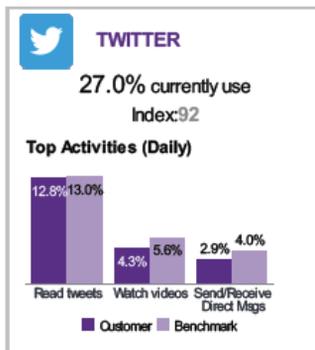
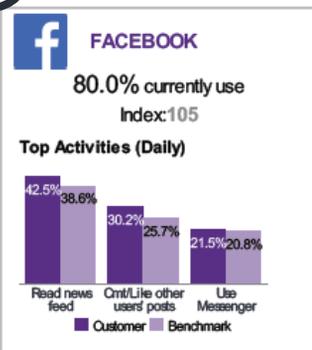
LEISURE ACTIVITIES

POPULATION BY AGE

TOP 10 LEISURE ACTIVITES	%
Reading	84.46
Gardening	68.96
Home exercise/home workout	63.48
Swimming	53.88
Fitness walking	52.17
Volunteer work	48.01
Arts/crafts/sewing/knitting	44.38
Bowling	43.48
Cycling (mountain/road biking)	42.97
Playing video games	42.15

POPULATION BY AGE					
AGE	%	INDEX	AGE	%	INDEX
0 to 4	4.9	101	45 – 49	5.8	94
5 to 9	5.3	104	50 – 54	6.2	98
10 to 14	5.3	100	55 - 59	7.2	104
15 – 19	5.1	94	60 – 64	7.5	112
20 – 24	5.5	83	65 – 69	6.8	119
25 - 29	6.3	86	70 – 74	5.8	124
30 – 34	6.4	87	75 – 79	4.5	128
35 – 39	6.3	91	80 – 84	2.7	119
40 – 44	5.8	90	85+	2.6	112

SOCIAL MEDIA HIGHLIGHTS



 TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA



Rank: 1
 Customers: 784,291
 Customers %: 32.03
 % in Benchmark: 4.10
 Index: 781

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

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**.

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 (Kemptonville, 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



Rank: 2
 Customers: 301,114
 Customers %: 12.30
 % in Benchmark: 2.79
 Index: 441

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
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 (Kemptonville, ON)	9,341	26.40

TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA



Rank: 3
Customers: 142,540
Customers %: 5.82
% in Benchmark: 2.35
Index: 247

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: 141,764
Customers %: 5.79
% in Benchmark: 1.79
Index: 324

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: 128,286
Customers %: 5.24
% in Benchmark: 1.72
Index: 305

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**.

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 - #49 Backcountry Boomers

Name	Count	% Pen
K0M (Bobcaygeon, ON)	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
K0L (Lakefield, ON)	11,230	17.69
K0J (Deep River, ON)	10,887	36.86
K0H (Inverary, ON)	8,198	21.41
P0P (Little Current, ON)	6,072	36.47
P0R (Blind River, ON)	5,936	56.58