

DEMOGRAPHIC SNAPSHOT

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



57 Years

Median age of Households maintainer (106)



43.5%

Couples Without Children at Home (**116**)



78.4%

Visitors were Locals who travelled within 40 Km.



\$103,581

Household Income (87)



11.3%

Belong to a Visible Minority group, below Ontario's Average (**34**)



2 People or less

62.1% of Households have a single or 2 people (104)



11.8%

Born outside of Canada (**40**)



12.5%

Work in Sales & Service (87)

VISIT'S TOP 10 CITIES

TOP 10 FORWARD SORTATION AREAS (FSA)

Name	Count	%
Kawartha Lakes, ON (CY)	893,134	51.90
Peterborough, ON (CY)	287,456	16.70
Selwyn, ON (TP)	75,412	4.38
Cavan Monaghan, ON (TP)	34,199	1.99
Toronto, ON (C)	30,062	1.75
Brock, ON (TP)	21,672	1.26
Trent Lakes, ON (MU)	21,295	1.24
Oshawa, ON (CY)	20,140	1.17
Scugog, ON (TP)	18,224	1.06
Otonabee-South Monaghan, ON	15,212	0.88

Name	Count	%
K0L (Lakefield, ON)	540,818	31.66
K9V (Lindsay, ON)	273,487	16.01
K0M (Bobcaygeon, ON)	154,568	9.05
K9J (Peterborough, ON)	148,347	8.69
K9H (Peterborough, ON)	137,677	8.06
L0A (Millbrook, ON)	50,466	2.96
K9K (Peterborough, ON)	38,582	2.26
K9L (Peterborough, ON)	19,327	1.13
K0K (Picton, ON)	18,109	1.06
L0K (Coldwater, ON)	16,890	0.99

LEISURE ACTIVITIES

POPULATION BY AGE

TOP 10 LEISURE ACTIVITIES	%
Reading	84.25
Gardening	69.60
Home exercise/home workout	62.72
Swimming	54.04
Fitness walking	51.28
Volunteer work	48.32
Arts/crafts/sewing/knitting	44.45
Bowling	43.40
Cycling (mountain/road biking)	42.74
Playing video games	41.84

POPULATION BY AGE					
AGE	%	INDEX	AGE	%	INDEX
0 to 4	5.0	103	45 – 49	5.7	92
5 to 9	5.4	106	50 – 54	6.2	97
10 to 14	5.4	101	55 - 59	7.2	104
15 – 19	5.2	94	60 – 64	7.6	113
20 – 24	5.5	83	65 – 69	6.9	120
25 - 29	6.2	84	70 – 74	5.9	125
30 – 34	6.2	85	75 – 79	4.5	129
35 – 39	6.2	89	80 – 84	2.7	120
40 – 44	5.7	88	85+	2.8	118

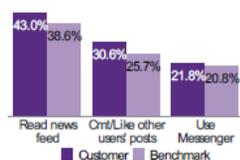
SOCIAL MEDIA HIGHLIGHTS



FACEBOOK

80.3% currently use
Index:106

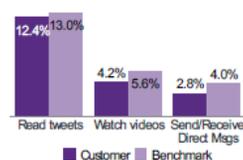
Top Activities (Daily)



TWITTER

26.3% currently use
Index:90

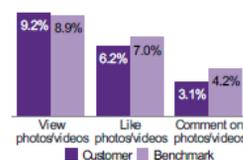
Top Activities (Daily)



INSTAGRAM

36.4% currently use
Index:91

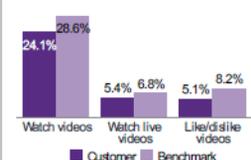
Top Activities (Daily)



YOUTUBE

66.5% currently use
Index:94

Top Activities (Daily)



TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA



Rank: 1
 Customers: 630,229
 Customers %: 37.42
 % in Benchmark: 4.10
 Index: 912

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 - #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: 179,921
 Customers %: 10.68
 % in Benchmark: 2.79
 Index: 383

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: 112,947
Customers %: 6.71
% in Benchmark: 2.35
Index: 285

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.

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



Rank: 4
Customers: 106,398
Customers %: 6.32
% in Benchmark: 2.24
Index: 282

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**.

4th - #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



Rank: 5
Customers: 84,525
Customers %: 5.02
% in Benchmark: 1.99
Index: 253

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**.

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