



DEMOGRAPHIC SNAPSHOT

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



58 Years

Median age of Households maintainer (108)



50.4%

Couples Without Children at Home (134)



77.0%

Visitors were Locals who travelled within 40 Km.



\$102,213

Household Income (86)



13.1%

Belong to a Visible Minority group (40)



2 People or less

66.0% of Households have a single or 2 people (111)



14.4%

Born outside of Canada (48)



12.5%

Work in Sales & Service (87)



VISIT'S TOP 10 CITIES

TOP 10 FORWARD SORTATION AREAS (FSA)

Name (CITY)	Count	%	Name (FSA)	Count	%
Trent Hills, ON (MU)	299,033	36.80	K0L (Lakefield, ON)	367,797	45.54
Peterborough, ON (CY)	61,406	7.56	K0K (Picton, ON)	182,099	22.55
Asphodel-Norwood, ON (TP)	54,483	6.71	K9A (Cobourg, ON)	27,775	3.44
Quinte West, ON (CY)	45,050	5.54	K9H (Peterborough, ON)	27,174	3.36
Selwyn, ON (TP)	33,759	4.16	K9J (Peterborough, ON)	27,117	3.36
Alnwick/Haldimand, ON (TP)	32,586	4.01	K9L (Peterborough, ON)	21,569	2.67
Brighton, ON (MU)	20,425	2.51	K8V (Trenton, ON)	9,985	1.24
Havelock-Belmont-Methuen, ON (TP)	20,009	2.46	L1A (Port Hope, ON)	9,728	1.20
Douro-Dummer, ON (TP)	17,818	2.19	K9K (Peterborough, ON)	9,133	1.13
Toronto, ON (C)	16,624	2.05	L0B (Orono, ON)	6,728	0.83



LEISURE ACTIVITIES

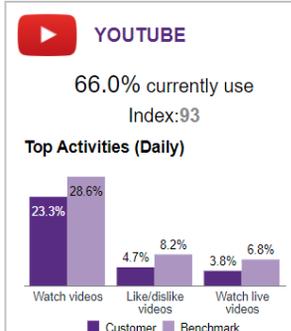
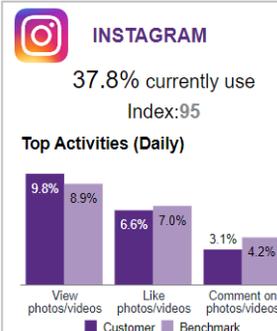
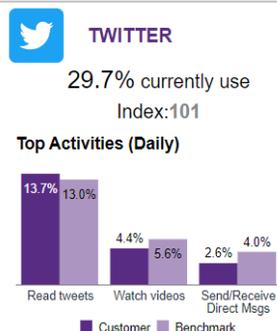
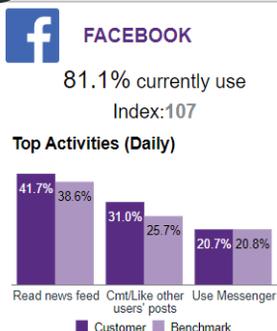
POPULATION BY AGE

TOP 10 LEISURE ACTIVITIES	%
Reading	86.15
Gardening	69.65
Home exercise/home workout	63.71
Swimming	55.18
Fitness walking	52.11
Volunteer work	47.98
Arts/crafts/sewing/knitting	46.12
Bowling	45.33
Hiking/backpacking	44.37
Cycling (mountain/road biking)	43.85

POPULATION BY AGE			POPULATION BY AGE		
AGE	%	INDEX	AGE	%	INDEX
0 to 4	4.5	93	45 - 49	5.6	91
5 to 9	4.8	94	50 - 54	6.0	93
10 to 14	4.9	92	55 - 59	7.2	104
15 - 19	4.9	89	60 - 64	8.2	122
20 - 24	5.1	77	65 - 69	7.6	133
25 - 29	6.2	84	70 - 74	6.6	141
30 - 34	6.3	86	75 - 79	5.0	144
35 - 39	6.1	88	80 - 84	3.0	132
40 - 44	5.6	88	85+	5.6	91



SOCIAL MEDIA HIGHLIGHTS



TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA



Rank: 1
 Customers: 346,111
 Customers %: 43.63
 % in Benchmark: 2.79
 Index: 1,563

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 - #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



Rank: 2
 Customers: 94,511
 Customers %: 11.91
 % in Benchmark: 4.10
 Index: 290

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**.

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 (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

TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA



Rank:	3
Customers:	48,286
Customers %:	6.09
% in Benchmark:	1.99
Index:	306

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**.



Rank:	4
Customers:	45,969
Customers %:	5.79
% in Benchmark:	1.62
Index:	357

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:	5
Customers:	33,606
Customers %:	4.24
% in Benchmark:	1.72
Index:	246

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 - #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)	7,601	34.29
L0M (Angus, ON)	7,554	22.83
N0R (Belle River, ON)	6,179	15.78

4th - #21 Scenic Retirement

Name	Count	% Pen
L0S (Fonthill, ON)	18,392	34.34
K0K (Picton, ON)	11,148	10.84
L9Z (Wasaga Beach)	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

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