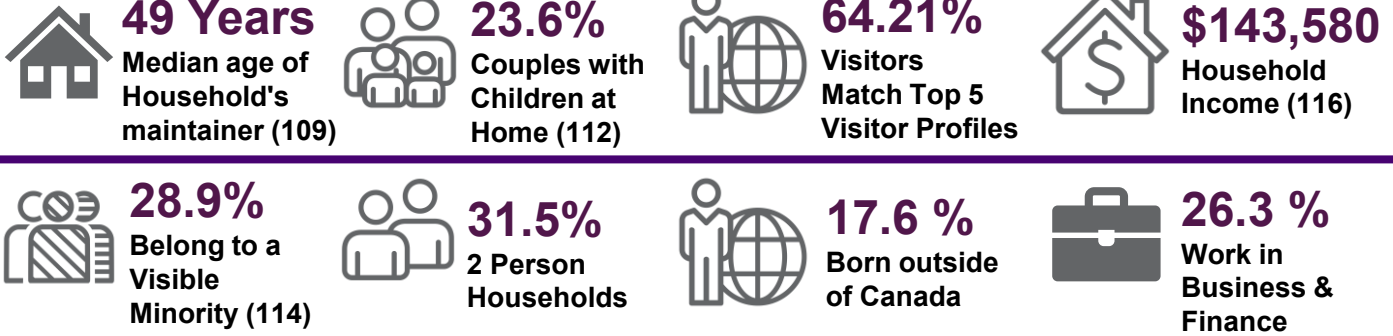


# Sample Visitor Profiling Report

## Daytrip Mobility Data

Benchmark: Visitors who live 40+ KM away



## Where Your Visitors Come From

### Top 10 Communities Where Your Visitors Live

Name	Count	%
Oshawa	3,157	34.3
Pickering	2,135	23.1
Ajax	1,114	12.2
Vaughn	826	8.9
Richmond Hill	584	6.29
Whitby	520	5.6
Newmarket	455	4.9
Bowmanville	417	4.5
Markham	175	3.37
BelleVille	157	3.04

### Top 10 Forward Sortation Areas Includes All Communities within the FSA

FSA Codes	Count	%
L0B	820	26
L1E	556	10.79
L1N	489	9.43
L1T	354	7.75
L1S	285	5.6
L4C	238	4.3
L5N	233	4.5
L1H	176	3.49
L6C	175	3.37
KOK	168	3.21

**DID YOU KNOW**

34% of Visitors Come From Oshawa

26% of Visitors have a L0B Postal Code (FSA)

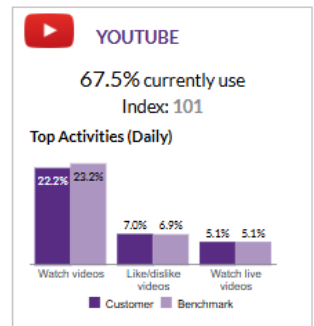
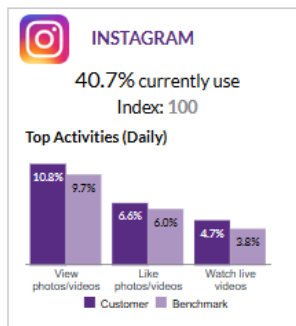
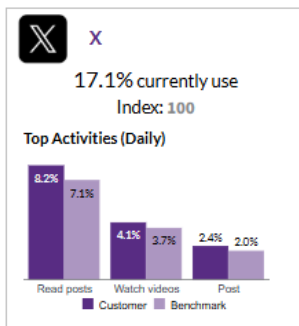
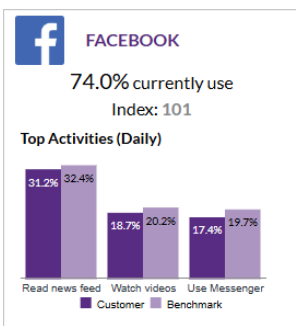
### Visitor Profile Interests

Activity	%
Art galleries/museums/science centres	36.32
Exhibitions/carnivals/fairs/markets	54.59
Local Attractions - Historical sites	21.15
Local Attractions - Parks/city gardens	29.11
National or provincial park	37.18

### Visitor Profile Age Demographics

Age	%	Index	Age	%	Index	Age	%	Index
0 to 4	3.9	125	30 to 34	6.5	96	60 to 64	6.2	100
5 to 9	4.6	117	35 to 39	7.8	106	65 to 69	5.3	103
10 to 14	4.7	109	40 to 44	7.3	110	70 to 74	4.4	97
15 to 19	5	101	45 to 49	10.3	113	75 to 79	3.2	88
20 to 24	5.4	90	50 to 54	5.9	99	80 to 84	1.9	85
25 to 29	6.9	88	55 to 59	5.8	96	85+	1.8	9

### Social Channels Your Visitor Profiles Use





## HOW TO READ

This section outlines your top 5 Visitor Profiles and where to find more visitors who match your Visitor Profiles

**Highlighted FSAs** show postal code areas where your current visitors match the identified Visitor Profiles

**Unhighlighted FSAs** show areas with opportunity to attract more visitors who fit the Visitor Profile.

**Count** = Number of households in each FSA that belong to the identified Visitor Profile.

**% PEN (Penetration)** = Share of total households in each FSA that fall within the identified Visitor Profiles.



Rank: 1  
 Customers: 4,160  
 Customers %: 22.96  
 Index: 706

**Family Mode**, found in suburban neighbourhoods, **represents comfortable, blue-collar households with upper-middle incomes**. These large, **middle-aged families** typically live in owned single-detached homes. Members of this segment value personal responsibility and maintain a strong sense of control over their financial situation. Their **leisure time often involves attending local sporting events, arts festivals, and dining at family-friendly restaurants**, reflecting a shared focus on creating meaningful experiences together. With **high participation in cultural and sports activities**, this segment is grounded in family values, routine, and an active, experience-rich lifestyle

Family Mode		
FSA	Count	% Pen
LOB	12,586	33.59
L1J	5,569	21.54
L4M	3,994	15.21
L1K	2,328	15.45
L1W	1,679	22.36
L1H	1,560	9.55
L3V	1,199	5.22
K2L	1,147	14.81
L63	1,166	5.79
L1N	868	4.22



Rank: 2  
 Customers: 2,880  
 Customers %: 15.64  
 Index: 336

**All-Terrain Families** represent an active and engaged segment primarily located in Alberta, characterized by their busy lifestyles. **Predominantly younger to middle-aged parents with children of all ages**, they live in modern homes built within the last decade **and earn upper-middle incomes through blue-collar and service jobs**. These families balance work and leisure, **engaging in outdoor activities like fishing and camping, as well as attending local sports events and cultural attractions**. Their commitment to nurturing a vibrant family life - **combined with values such as financial security, national pride, and civic engagement** - shapes a lifestyle based on connection and tradition.

All-Terrain Families		
FSA	Count	% Pen
K0K	15,580	30.65
K0L	8,894	25.22
L0A	5,425	92.34
K0M	3,220	11.99
LOB	2,177	36.51
K9J	1,709	8.47
K9A	1,289	10.04
L1A	983	13.76
K9V	743	5.65
K9L	440	12.59



Rank: 3  
 Customers: 960  
 Customers %: 12.78  
 Index: 238

**Turbo Burbs** represents an affluent suburban segment, primarily consisting of middle-aged families. While this segment holds mixed occupations, they commonly report household incomes exceeding \$200,000. Residents actively participate in neighbourhood initiatives, sports, and outdoor recreation. With a strong focus on ethical consumerism and ecological consciousness, this segment places importance on aligning their actions with family values and social responsibility. Their well-designed homes and outdoor spaces reflect a love for comfort and community, underscoring a lifestyle rooted in connection, balance, and purposeful living.

Turbo Burbs		
FSA	Count	% Pen
LOB	5,652	17.01
M9C	5,269	28.11
M9B	5,075	30.69
L4W	4,045	54.29
L1N	3,996	25.87
M9R	3,898	28.95
L1H	3,831	13.96
M9P	3,562	45.81
M8Z	3,533	36.43
K2M	3,194	30.81



Rank: 4  
 Customers: 789  
 Customers %: 9.57  
 Index: 183

**Mid-City Mellow** is a segment composed mainly of long-term residents, including older couples and middle-aged families, found in city neighbourhoods. They earn stable, mid-level incomes and typically live in single-detached homes, enjoying comfortable lifestyles supported by moderate discretionary spending. Residents often seek opportunities to be active in their communities and are drawn to nearby theatre and sporting events. This segment shows a strong appreciation for community traditions and local engagement, reflecting a steady, grounded lifestyle shaped by familiarity, routine, and cultural connection.

Mid-City Mellow		
FSA	Count	% Pen
K9J	2,810	13.92
K9K	2,448	42.71
K9A	1,772	13.8
K9V	1,607	12.23
K9H	1,140	7.69
L1A	956	13.39
K9L	813	23.25
K0K	798	0.22
LOB	652	0.87
L0A	593	0.12



Rank: 5  
 Customers: 670  
 Customers %: 7.53  
 Index: 156

**Modern Suburbia** is a bustling segment made up of younger and middle-aged diverse families, often first- and second-generation Canadians from Asia and South Asia. Many residents own newly built homes and enjoy upper-middle incomes that support an active and family-focused lifestyle. This segment thrives on family-oriented activities, regularly participating in sports and outings to attractions such as theme parks and zoos. Health and fitness are central priorities, with many belonging to fitness clubs and engaging in recreational sports. Rooted in a rich cultural identity, this segment places strong value on social connection and upward mobility.

Modern Suburbia		
FSA	Count	% Pen
L4H	5,512	78.18
L6A	5,109	52.84
L5N	3,049	36.57
L4E	2,803	57.59
L9T	1,588	22.6
L1T	1,513	39.93
L4A	934	32.97
L5M	927	15.32
L6M	650	16.53
L1Z	556	41.53