

BruceGreySimcoe Sample Data Report

The following information profiles the tourist to BruceGreySimcoe. This information has been compiled from a number of datasets. This report is intended to illustrate what would be provided to partners who provide postal code data to RT07. **The information shown in the report is NOT intended to be actioned it is a sample only of what a report with sufficient source data contains. Sufficient source data is a minimum 500 postal codes.**

In total, 97,062 records (postal codes) were imported, 91,497 were geocoded and 88,913 were Prizm5 coded. It is important to note, that the information in the reports are based on the neighbourhoods of the tourists, not necessarily the tourists specifically.

Please note: Within the information below, the first number will be Count within your data set (**15,860**, 18.6%, 81) the second number is percentage of the data (15,860, **18.6%**, 81) and the third number is the index (15,860, 18.6%, **81**). The index is the number that is used to compare your data to a baseline/benchmark. 100 is average compared to the baseline/benchmark. Below 80 is considered low and above 110 is considered high. The benchmark is determined by using the distance decay and seeing how far away the majority of people are coming from.

Benchmark: Southern Ontario

Where are People Coming From?

Top Cities

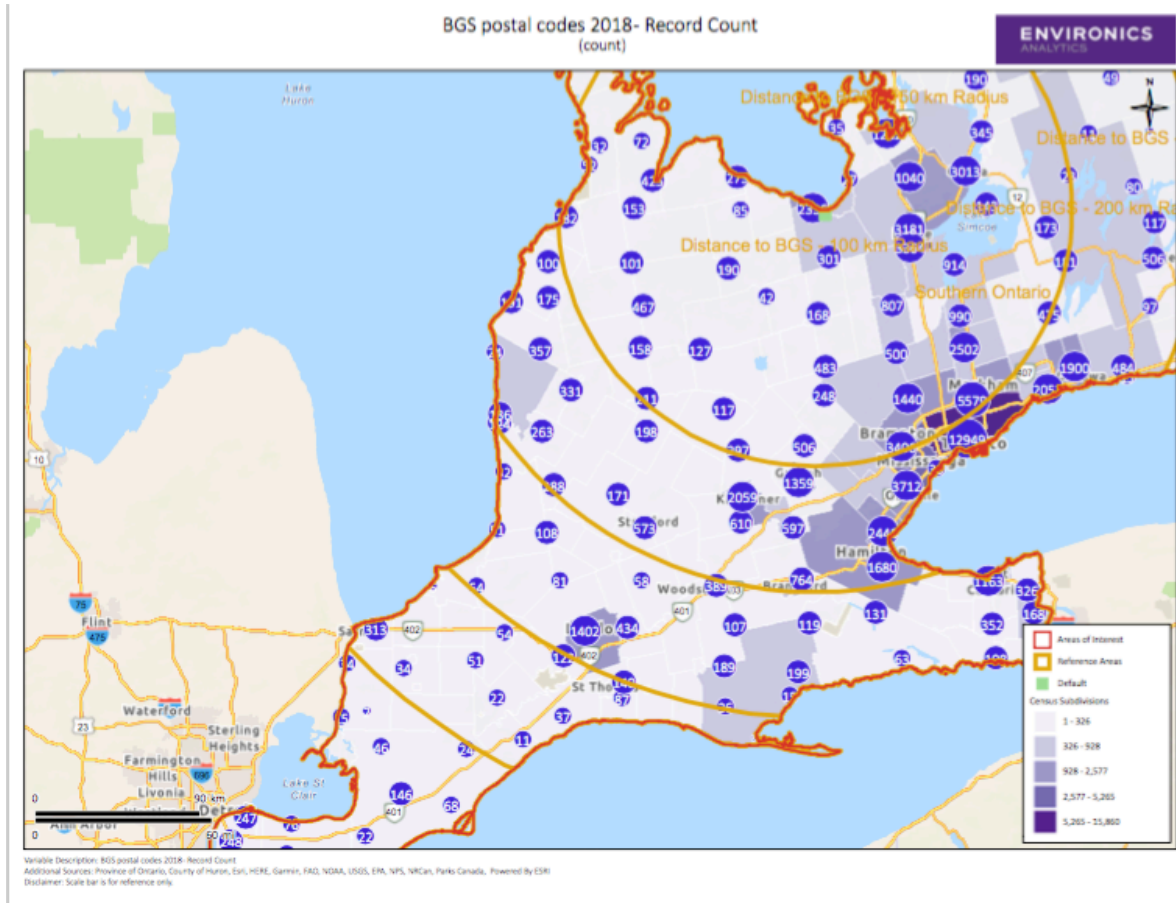
(Count, %data, Index)

1. Toronto (15,860, 18.6%, 81)
2. Barrie (5,265, 6.2%, 582)
3. Mississauga (3,282, 3.9%, 77)
4. Hamilton (2,577, 3.0%, 70)
5. Orillia (2,253, 2.7%, 971)

Southern Ontario Benchmark –from Collingwood

85.2% of customers are from within 150km

83.21% of customers are from within 2.5 hours (150 minutes)



Who are your Customers?

BGS tourists can be found in 59 of the 68 different Prizm Segments. 31.4% (26,703) of the customers come from the following 5 segments:

- 09, E1, F8 – Satellite Burbs (7,178, 8.4%, 185)
- 06, S1, F8 – Kids & Careers (5,565, 6.5%, 169)
- 24, E2, F3 – Fresh Air Families (5,465, 6.4%, 164)
- 26, S4, M1– Second City Retirees (4,522, 5.3%, 127),
- 35, R1, F5 – Country Acres (3,973, 4.7%, 168)

Southern Ontario (Count, % Base, Index) Count 85,151

Demographic Profile

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Customers: BGS postal codes 2018: Record Count

MEDIAN MAINTAINER AGE

51

Index: 96

MARITAL STATUS



59.9%

Index: 105

Married/Common-Law

FAMILY STATUS*

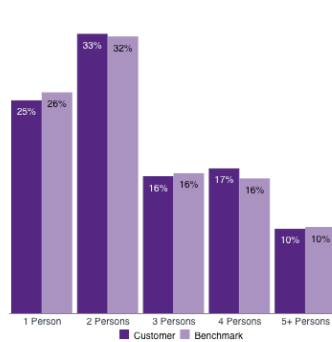


48.0%

Index: 104

Couples With Children At Home

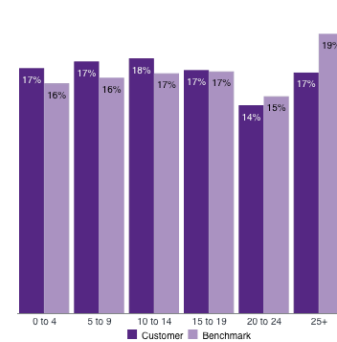
HOUSEHOLD SIZE



POPULATION BY AGE

	%	Index
0 to 4	5.6	105
5 to 9	5.6	106
10 to 14	5.6	105
15 to 19	5.5	100
20 to 24	6.5	96
25 to 29	7.4	101
30 to 34	7.4	107
35 to 39	7.2	108
40 to 44	6.9	107
45 to 49	6.9	104
50 to 54	7.1	98
55 to 59	6.9	94
60 to 64	5.9	92
65 to 69	4.9	93
70 to 74	4.0	94
75 to 79	2.8	93
80 to 84	1.9	90
85+	2.0	86

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

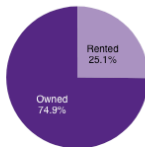
Index Colours: <80 80 - 110 110+

Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Customers: BGS postal codes 2018: Record Count

TENURE



STRUCTURE TYPE



Houses

70.4%

Index: 104



Apartments

29.3%

Index: 92

AGE OF HOUSING*

2 - 7 Years Old

% Comp: 13.6 Index: 209

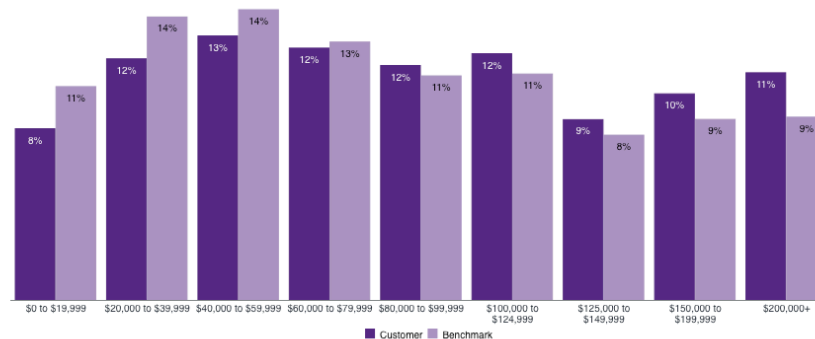
AVERAGE HOUSEHOLD INCOME



\$123,302

Index: 114

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Demographics | Diversity

Customers: BGS postal codes 2018: Record Count

ENVIRONICS
ANALYTICS

VISIBLE MINORITY PRESENCE



26.4%
Index: 83

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



1.9%
Index: 73

No knowledge of English or French

IMMIGRATION



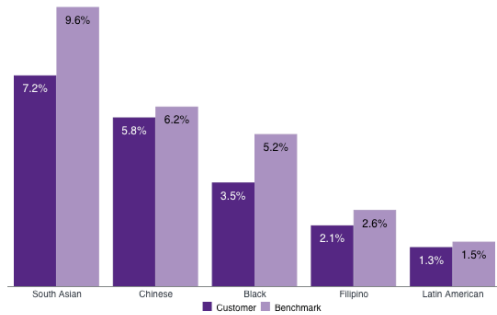
29.3%
Index: 92

Identify as immigrants

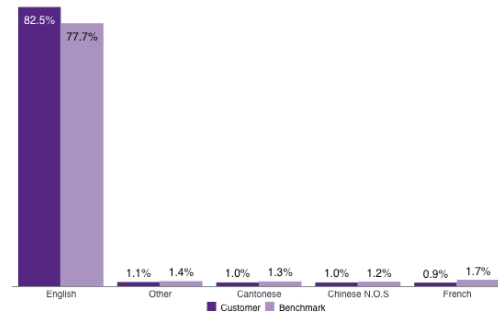
PERIOD OF IMMIGRATION*

Before 2001
% Comp: 16.1 Index: 87

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

Customers: BGS postal codes 2018: Record Count

ENVIRONICS
ANALYTICS

EDUCATION



32.9%
Index: 114

University Degree

LABOUR FORCE PARTICIPATION



65.9%
Index: 106

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



73.0%
Index: 103

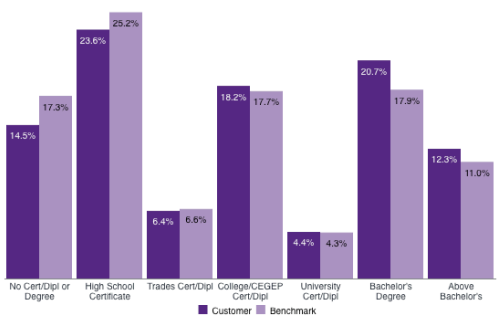
Travel to work by **Car (as Driver)**



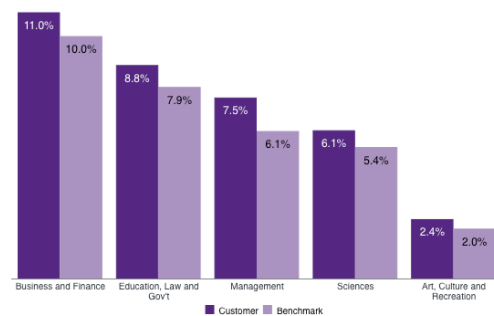
13.2%
Index: 85

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southern Ontario

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*Ranked by percent composition

Index Colours: <80 80 - 110 110+

Social Values

Psychographics | SocialValues Overview

ENVIRONICS
ANALYTICS

Customers: BGS postal codes 2018: Record Count



Strong Values

	Index
Personal Control	106
Effort Toward Health	105
Ecological Concern	103
Emotional Control	103
Flexible Families	103
Need for Escape	103
North American Dream	103
Rejection of Orderliness	103
Sexual Permissiveness	103
Adaptability to Complexity	102



Weak Values

	Index
Confidence in Advertising	95
Fatalism	95
Multiculturalism	95
Ethical Consumerism	96
Fear of Violence	96
Fulfillment Through Work	96
Joy of Consumption	96
Advertising as Stimulus	96
Anomie-Aimlessness	96
Aversion to Complexity	96



Descriptions | Top 3 Strong Values

Personal Control

Striving to organize and control the direction of one's future, even when it feels that there are forces beyond one's immediate control preventing it. Belief in one's basic ability to effect change and control one's life.

Effort Toward Health

The commitment to focus on diet, exercise and healthy living in order to feel better and have a healthy, wholesome lifestyle. A willingness to transform one's lifestyle through exercise and radical changes to diet.

Ecological Concern

A tendency to believe that today's environmental problems are a result of industrial and personal disregard for the environment. People strong on this construct feel that environmental destruction is unacceptable and reject the notion that job protection or economic advancement should be allowed at the expense of environmental protection. They also reject the idea that any one person is too small to make a contribution to this project



Descriptions | Top 3 Weak Values

Confidence in Advertising

Tendency to trust and use advertising as a source of reliable information. Also, a tendency to identify with the fashions and the role models promoted by advertising and the consumer society.

Fatalism

The feeling that there are forces beyond one's immediate control preventing one from being in control, and being resigned to not being able to organize and control the direction of one's life or future. Lack of belief in one's basic ability to effect change and control one's life.

Multiculturalism

Openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to preserve their cultural identities, and that others should seek to learn about them.

Benchmark: Southern Ontario

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SAMPLE

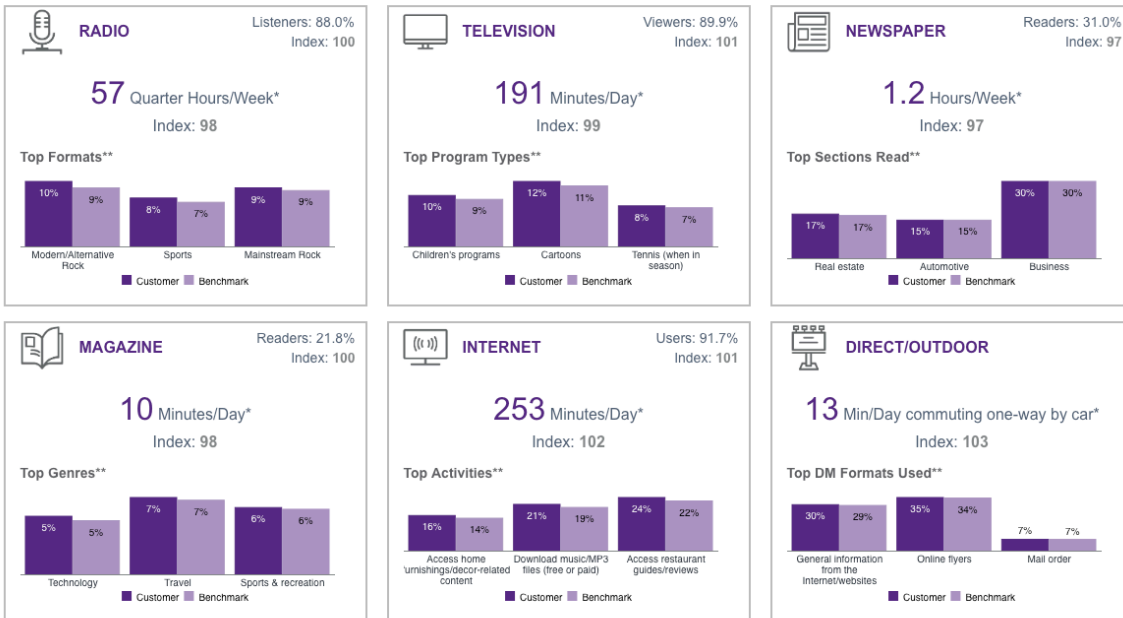
How to Reach your Customers

Media Highlights

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Customers: BGS postal codes 2018: Record Count



Benchmark: Southern Ontario

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*Consumption values based to Household Population 12+
**Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Heavy Internet Usage (22.7%, Index 103)

Social Media (past month)

- Facebook 57.3% 101
- YouTube 50.4% 101
- Instagram 25.4% 103

Top Activities (past month)

- Access health-related content 26.0%, 106
- Read or look into online newspaper 24.1%, 104
- Access restaurant guides/reviews 23.6%, 107
- Access travel content 20.8%, 104

Direct Marketing

- Somewhat favourable to flyers by door or mail 35.0%, 99

Light TV viewers (20.4%, Index 105)

- Home renovation/decoration shows 33.8%, 103
- Situational Comedies 29.5%, 102
- Baseball (when in season) 25.5%, 102
- Reality shows 19.2%, 103

Medium-Heavy Radio Listenership (21.8%, Index 100)

- Mainstream Top 40/CHR 24.5%, 101
- News/Talk 23.2%, 102
- Hot Adult Contemporary 18.5% 101
- Adult Contemporary 16.7%, 95

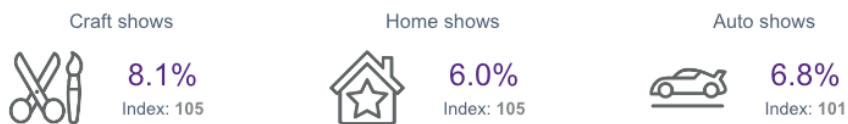
What Activities do they like?

Behavioural | Media Overview

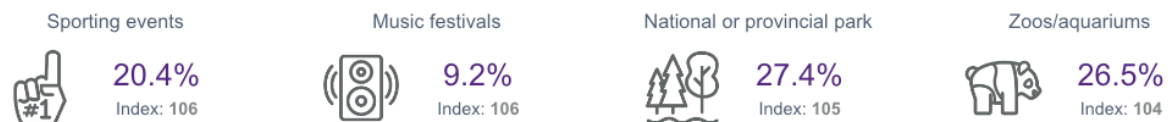
ENVIRONICS
ANALYTICS

Customers: BGS postal codes 2018: Record Count

Top Shows & Exhibitions



Top Local Attractions & Destinations



Top Professional Sports



Top Concert & Theatre Venues



Benchmark: Southern Ontario

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Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Customers: BGS postal codes 2018: Record Count

Top Individual Sports



Top Team Sports



Top Activities



Top Fitness



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

How to Action the Report

As you can see, there is a lot of information that can be pulled from postal code data, and this is just a small sample.

Here are some examples of how to use this information

1. Use this to guide the development of a new advertising campaign
2. Product development ideas can be developed by looking at other interests of your customers
3. Festivals and events have looked for additional sponsorship by looking for other companies that have similar markets
4. Grow your business by looking for similar target segments in different geographies.

RT07 staff will have a conversation with you when the data is sent to find out what questions you would like answered and how you intend to use the information and with the completed report to explain the findings.