

RTO7 Prizm Reports

As part of the administration fee, each of RTO7's partners will receive a report using the Environics Analytics software. This information is a very detailed and powerful tool to help you understand more about your customers.

There are 2 ways to use the system:

1. Using postal code data you have for your customers (500 minimum)
2. By creating target groups or using syndicated variables for interests or activities in the EA system.

Under both circumstances, RTO7 staff will contact you to learn more about what kinds of information you are looking for, what questions you have about your customers and how you plan on using the information.

If you are using the information for a marketing partnership with RTO7, we will need your data at least 30 days before your campaign starts.

RTO7 staff will contact you when the report is completed and walk you through the findings.



Sample Data Results

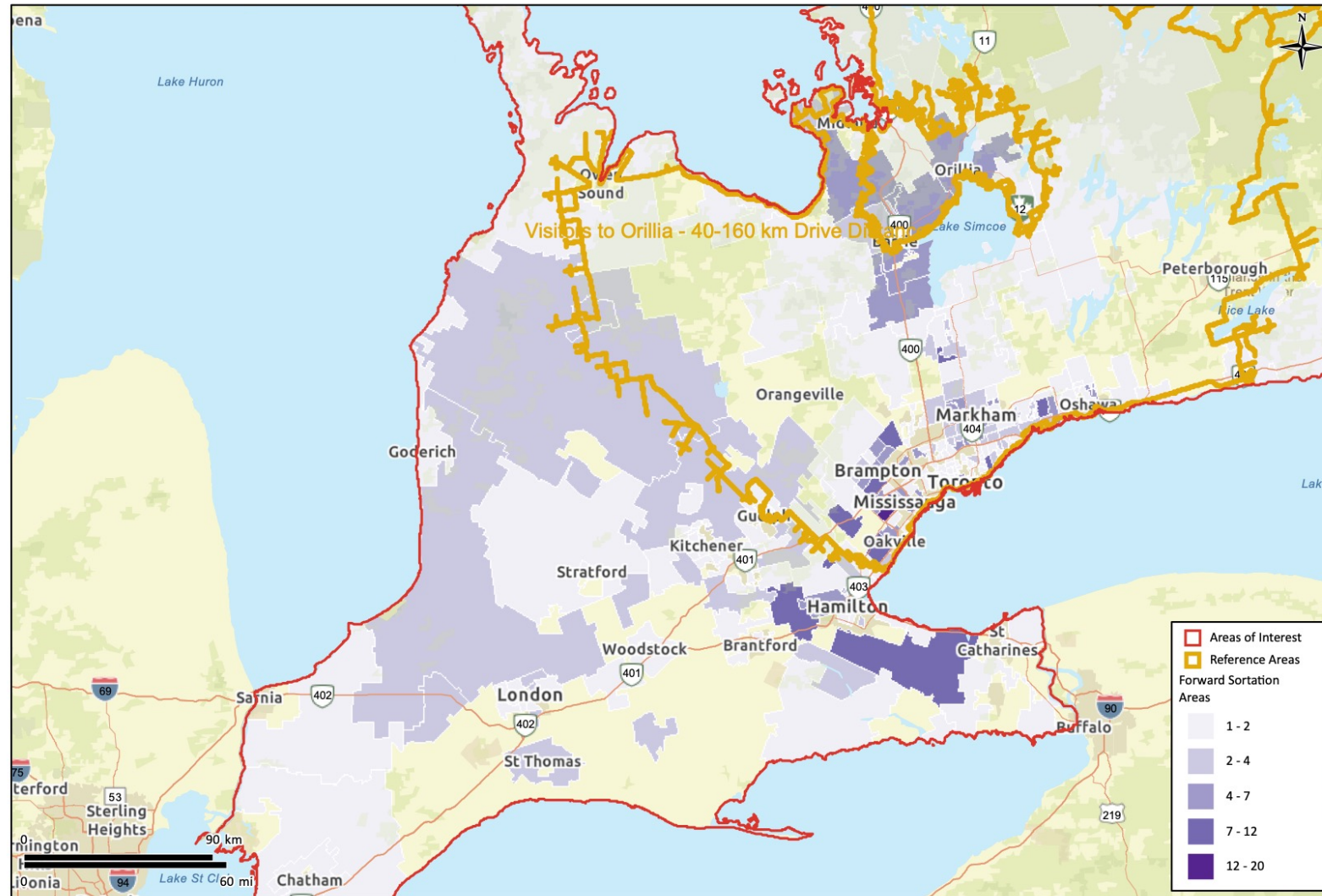
2019

Consumer data provided

Fall Tour Data 2019

- ◇ Data was collected by the partner and provided to RTO7.
- ◇ 654 records were provided. 649 records were geocoded and 625 were PRIZM coded.
- ◇ The records that were not PRIZM coded were unclassified or not coded.
- ◇ A base area of 160km from the main location was used since 87% of participants came from that area
 - ◇ The Trade Area of 40-160km from the main location will be used as the benchmark to compare the customer data to. We have selected to use this as the benchmark area because it will more accurately reveal patterns in the customer data and filters out locals.
 - ◇ The benchmark becomes the denominator in the equation that determines the index. The customer files acts as the numerator.

Sample Record Count Southern Ontario (count)



Variable Description: Sample Record Count | About Page: <https://en.enviroanalytics.ca/Envision/About/1/2019>
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 Additional Sources: Province of Ontario, Esri, HERE, Garmin, FAO, NOAA, USGS, EPA, NPS, NRCAN, Parks Canada, Powered By ESRI
 Disclaimer: Scale bar is for reference only.

What do the numbers mean?

HOW TO READ



Ranking Areas—Customers

Rank Areas based on the presence of your customers. Helps answer the question: Which areas have the highest concentration of my customers?

Ranking Areas—Customers Ontario by PRCD CSD							
Name	Code	Count	%	Base Count	Base %	% Pen	Index
Toronto (ON), C	3520005	2,107	17.02	1,142,715	21.16	0.18	80
Ottawa (ON), CV	3506008	995	8.04	397,426	7.36	0.25	109
Mississauga (ON), CY	3521005	848	6.85	261,449	4.84	0.32	142
Hamilton (ON), C	3525005	751	6.07	223,273	4.13	0.34	147
London (ON), CY	3539036	610	4.93	168,467	3.12	0.36	158
Windsor (ON), CY	3537039	551	4.45	94,471	1.75	0.58	255
Kitchener (ON), CY	3530013	424	3.43	95,900	1.77	0.44	193
Burlington (ON), CY	3524002	414	3.35	75,782	1.40	0.55	238
Greater Sudbury (ON), CV	3553005	408	3.30	73,849	1.37	0.55	241
St. Catharines (ON), CY	3526053	364	2.94	59,567	1.10	0.61	267
Guelph (ON), CY	3523008	338	2.73	52,842	0.98	0.64	279
Waterloo (ON), CY	3530016	335	2.71	41,100	0.76	0.82	356
Barrie (ON), CY	3543042	308	2.49	55,550	1.03	0.55	242
Richmond Hill (ON), T	3519038	303	2.45	67,276	1.25	0.45	197
Kingston (ON), CY	3510010	294	2.38	58,387	1.08	0.50	220
Oshawa (ON), CY	3518013	278	2.25	66,397	1.23	0.42	183
Samia (ON), CY	3538030	236	1.91	33,820	0.63	0.70	305
Peterborough (ON), CY	3515014	220	1.78	36,489	0.68	0.60	263
Markham (ON), T	3519036	193	1.56	104,045	1.93	0.19	81

We focus on the **Count**, the **%** and the **% Pen** columns in this report.

In our example, 2,107 of our customers live in the City of Toronto. This represents 17.02% of all our customers in our selected Area of Interest, which is Ontario.

There are 1,142,715 households in Toronto. Our 2,107 customers in Toronto represent a market penetration rate of 0.18%. The penetration rate of 0.18% in Toronto is 20% lower (index = 80) than the penetration rate for customers in Ontario overall. We can also say that our customers are 20% under represented in Toronto compared to the average market penetration across Ontario.

Index Legend Under 80 110 to 119 120 to 149 Over 150

Code refers to the numbers given to Standard Geographic Areas by Statistics Canada. The smaller the number, the larger the Area. For example, Canada's code is 1. Quebec's code is 24. Montréal Census Metropolitan Area's code is 462. Montréal Census Subdivision's code is 2466023.

Count The number of customers living in that geography

% (Count/Total Count * 100) The percentage of the total customer file living in that geography

Base Count The number of population or households living in that geography

Base % (Base Count/Base Total Count * 100) The percentage of the total population or households in the Area of Interest living in that geography

% Pen (Count/Base Count * 100) measures the count of customers in a geography compared to the Base population or household counts in selected Area of Interest

Index (% / Base % * 100) measures whether the presence of customers in a geography is over represented or under represented when compared to the overall average presence of customers in an Area of Interest (average = 100)

When we look at these charts, we are focused on the count and the index. These numbers help to guide our recommendations.

Ranking Areas - Standard Geographies | Customers



Customers: Sample Data Set: Record Count

Geographic Level: PRCD CSD

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Toronto, ON	3520005	146	33.72	1,214,623	36.83	0.01	92
Mississauga, ON	3521005	75	17.32	261,570	7.93	0.03	218
Brampton, ON	3521010	48	11.09	191,209	5.80	0.03	191
Markham, ON	3519036	25	5.77	111,368	3.38	0.02	171
Richmond Hill, ON	3519038	17	3.93	68,952	2.09	0.02	188
Ajax, ON	3518005	16	3.69	40,676	1.23	0.04	300
Oakville, ON	3524001	15	3.46	71,975	2.18	0.02	159
Newmarket, ON	3519048	12	2.77	30,430	0.92	0.04	300
Milton, ON	3524009	10	2.31	39,774	1.21	0.03	192
Innisfil, ON	3543017	9	2.08	14,707	0.45	0.06	466

Ranking areas 40-160km from Orillia

Demographics | Population & Households



Customers: Sample Data Set: Record Count

MEDIAN MAINTAINER AGE

48

Index: 92

MARITAL STATUS



59.8%

Index: 106

Married/Common-Law

FAMILY STATUS*

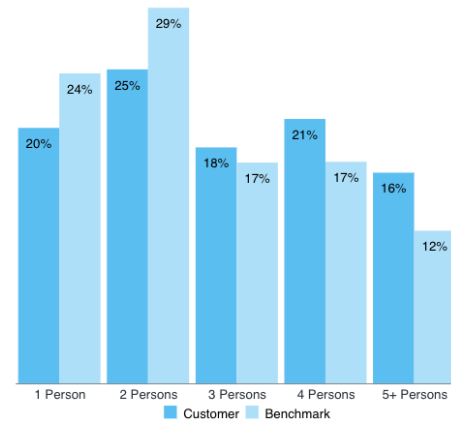


56.1%

Index: 113

Couples With Children At Home

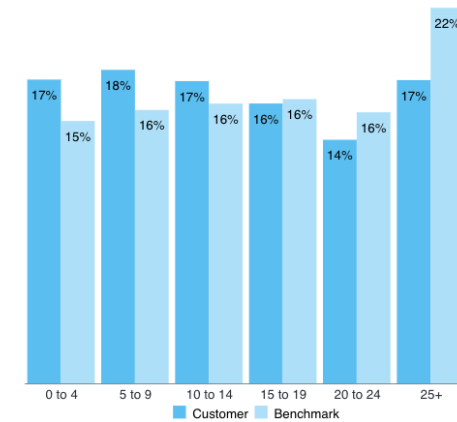
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	%	Index
0 to 4	6.4	124
5 to 9	6.5	125
10 to 14	6.3	118
15 to 19	6.0	108
20 to 24	6.9	98
25 to 29	7.7	101
30 to 34	8.3	113
35 to 39	8.5	117
40 to 44	8.0	117
45 to 49	7.2	106
50 to 54	6.4	92
55 to 59	5.9	82
60 to 64	4.7	78
65 to 69	3.8	76
70 to 74	3.0	74
75 to 79	2.0	72
80 to 84	1.3	66
85+	1.2	59

AGE OF CHILDREN AT HOME



Benchmark: Visitors to Orillia - 40-160 km Drive Distance

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*Chosen from index ranking with minimum 5% composition

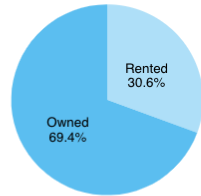
Index Colours: <80 80 - 110 110+

Demographics | Housing & Income



Customers: Sample Data Set: Record Count

TENURE



STRUCTURE TYPE



59.1%
Index: 98

Houses



Apartments

40.6%
Index: 104

AGE OF HOUSING*

3 - 8 Years Old

% Comp: 20.2 Index: 263

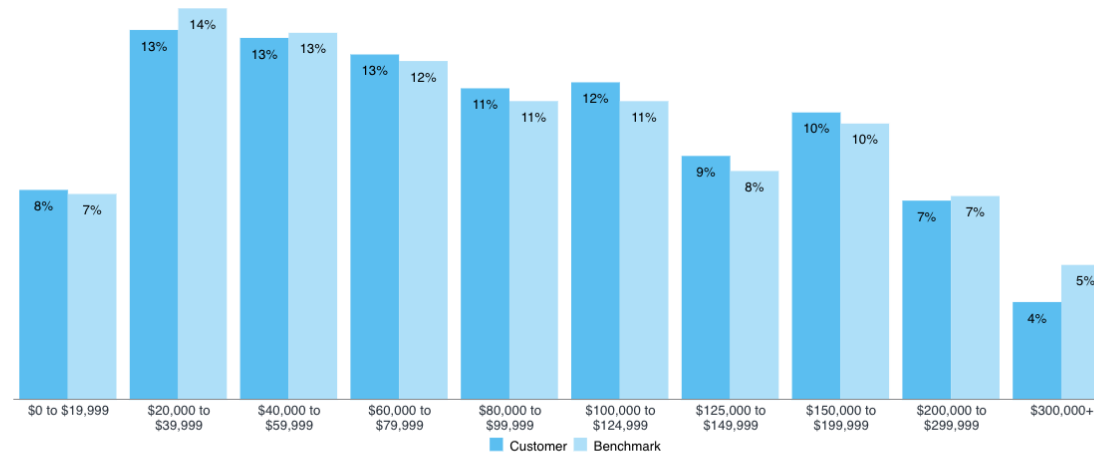
AVERAGE HOUSEHOLD INCOME



\$108,886

Index: 92

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Visitors to Orillia - 40-160 km Drive Distance

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Demographics | Education & Employment



Customers: Sample Data Set: Record Count

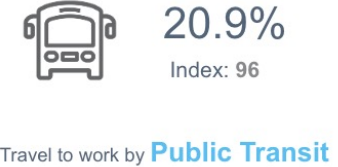
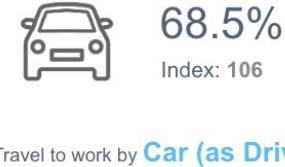
EDUCATION



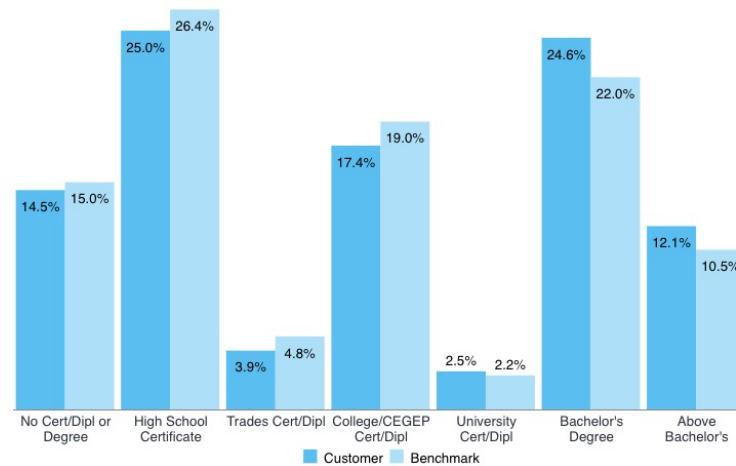
LABOUR FORCE PARTICIPATION



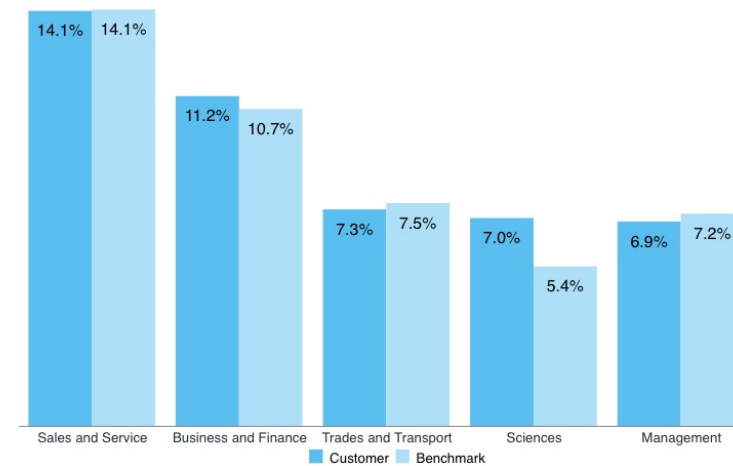
METHOD OF TRAVEL TO WORK: TOP 2*



EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Visitors to Orillia - 40-160 km Drive Distance

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*Ranked by percent composition



Demographics | Diversity



Customers: Sample Data Set: Record Count

VISIBLE MINORITY PRESENCE



72.3%

Index: 147

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



4.9%

Index: 129

No knowledge of English or French

IMMIGRATION



54.3%

Index: 129

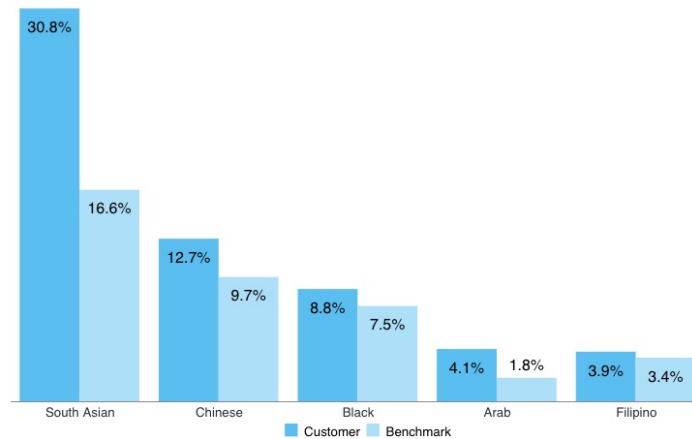
Born outside Canada

PERIOD OF IMMIGRATION*

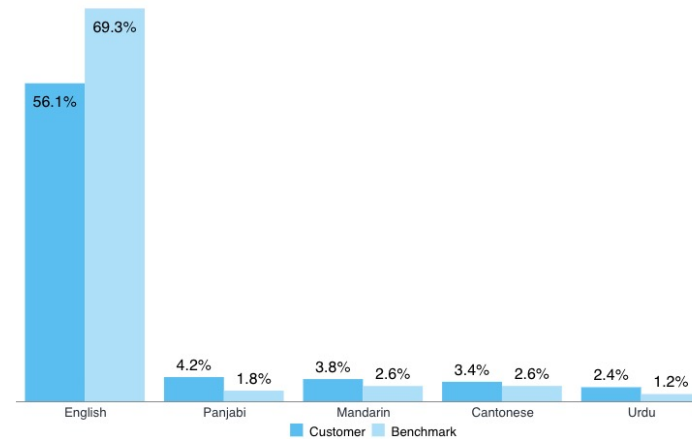
2001 to 2005

% Comp: 7.6 Index: 155

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Visitors to Orillia - 40-160 km Drive Distance

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

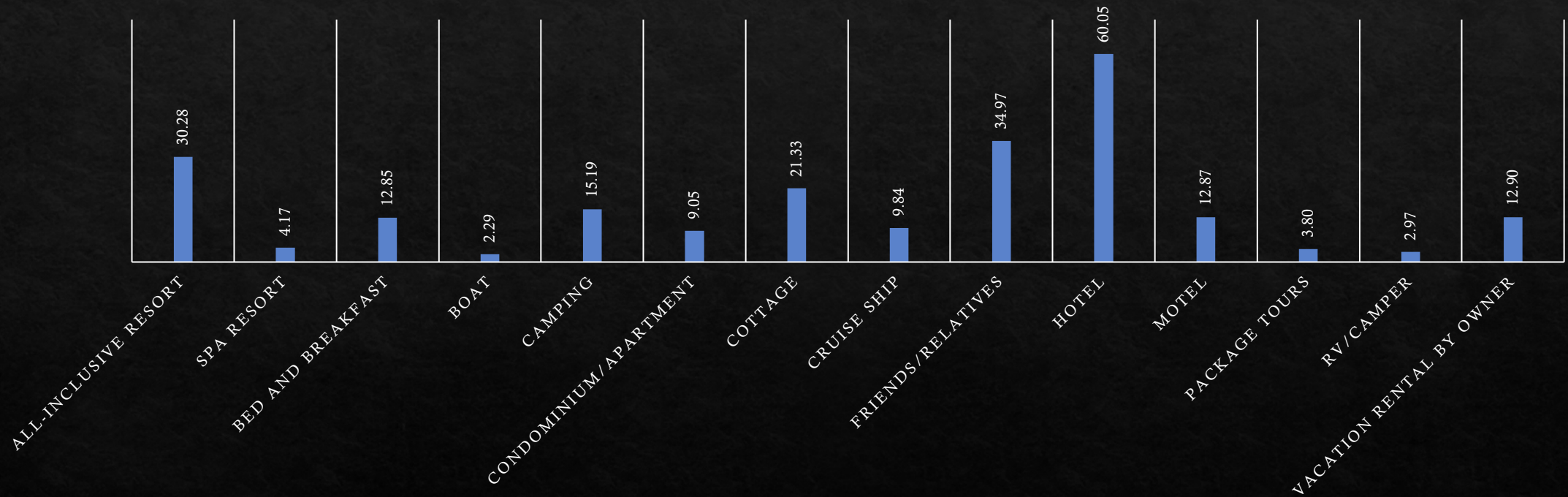
Index Colours: <80 80 - 110 110+

Travel Habits

- ◇ Spent on last vacation - \$1,720.23 index 100
- ◇ Taken [past 3 yrs] – out of town vacations 3-4 - 31% index 106
- ◇ All-inclusive resort, Spa, Hotel, Bed and Breakfast and boat all indexed high as types of accommodation used by these customers in the last three years. The next slide breaks down what types of accommodation have been used by the customers in the dataset over the past 3 years.
 - ◇ *Please note: These are the travel habits of the customers in general*

Travel Habits of the Customers in the Dataset

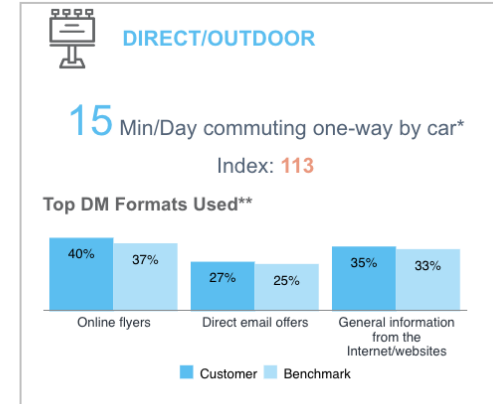
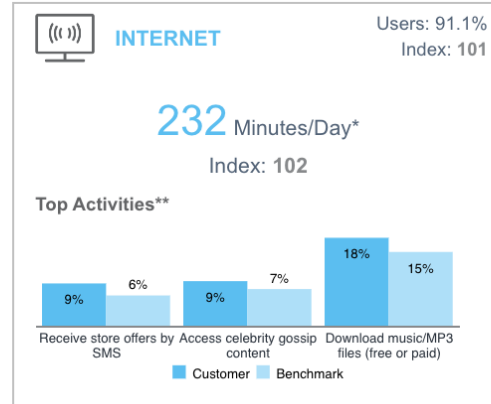
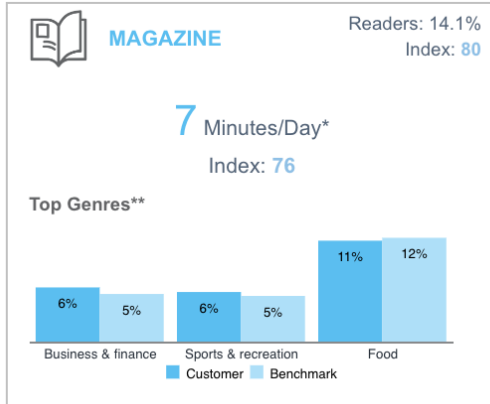
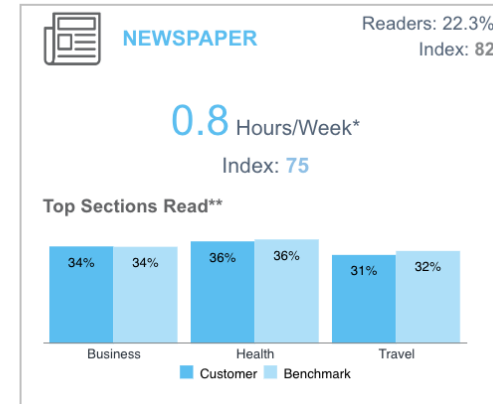
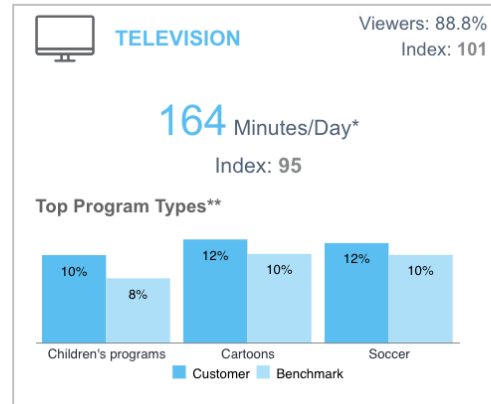
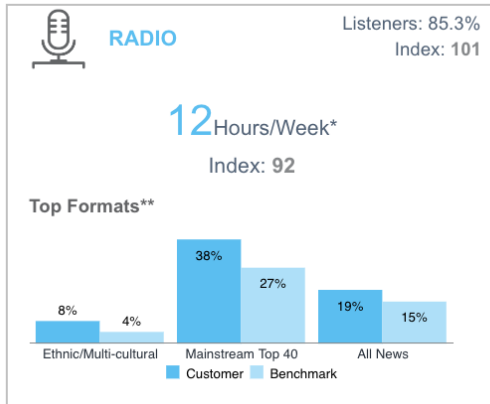
VACATION ACCOMMODATION USED IN THE LAST 3 YEARS



Behavioural | Media Overview



Customers: Sample Data Set: Record Count



Benchmark: Visitors to Orillia - 40-160 km Drive Distance

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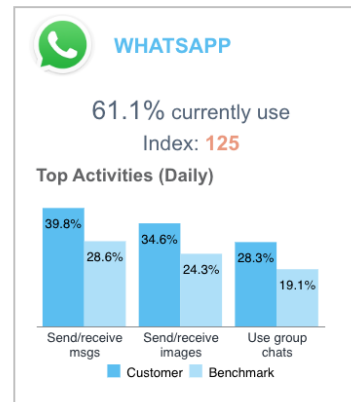
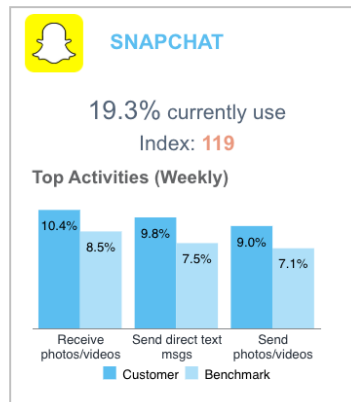
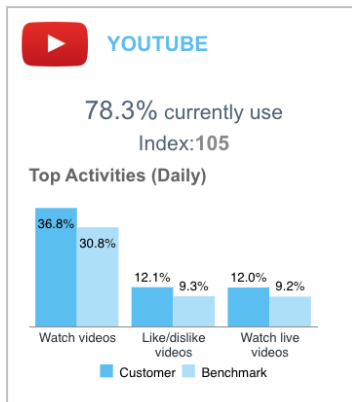
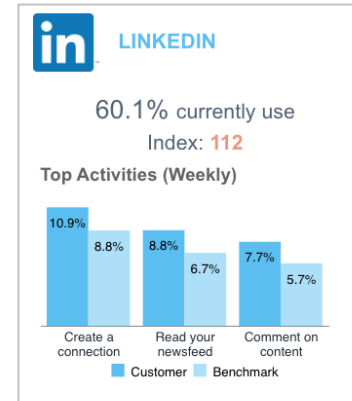
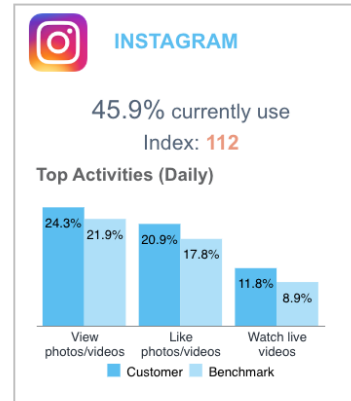
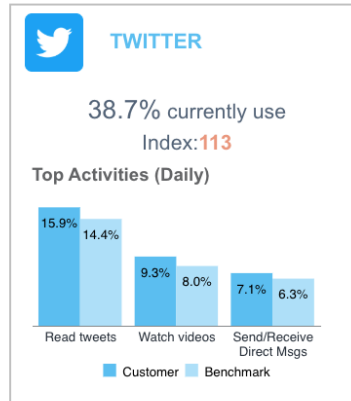
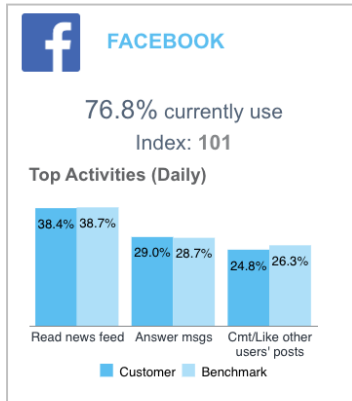
*Consumption values based to Household Population 12+
**Chosen from index ranking with minimum 5% composition



Opticks Social | Social Media Activities



Customers: Sample Data Set: Record Count



Benchmark: Visitors to Orillia - 40-160 km Drive Distance

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Chosen and ranked by percent composition
(!)Indicates variables with low sample size. Please analyze with discretion

Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Usage



Customers: Sample Data Set: Record Count

FRIENDS IN ALL SM NETWORKS



27.3%
Index: 83

0-49 friends

FREQUENCY OF USE (DAILY)



54.3%
Index: 99

Facebook

BRAND INTERACTION



39.5%
Index: 104

Like brand on Facebook

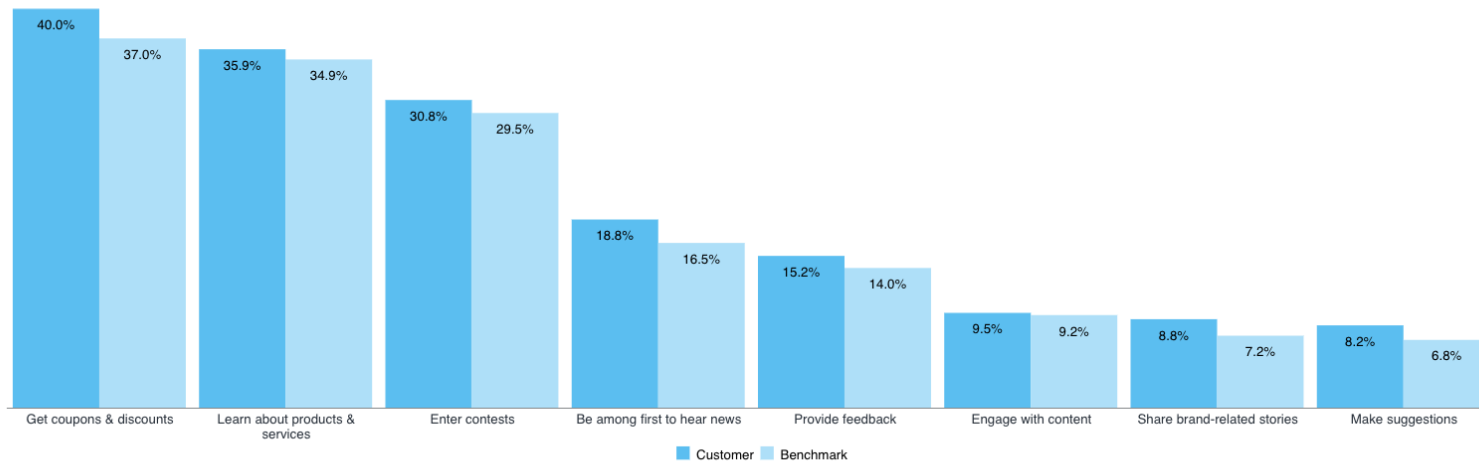
NO. OF BRANDS INTERACTED



35.3%
Index: 105

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Visitors to Orillia - 40-160 km Drive Distance

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Chosen and ranked by percent composition

Index Colours: <80 80 - 110 110+

Opticks Social | Purchases and Future Usage



Customers: Sample Data Set: Record Count

SOCIAL MEDIA PURCHASES - SEEK SUGGESTIONS/RECOMMENDATIONS WHEN CONSIDERING: (Top 4)



17.7%
Index: 124

Vacation, travel-related



13.3%
Index: 124

Entertainment-related (i.e. movies)



13.3%
Index: 128

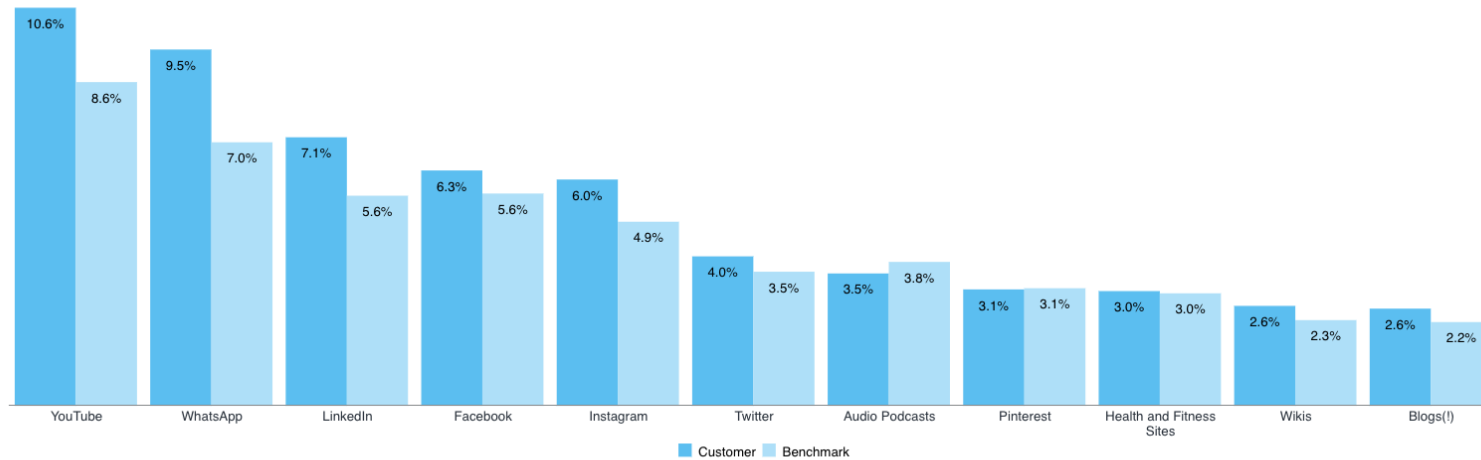
Big-ticket (i.e. appliances)



12.5%
Index: 131

Car, auto-related

USAGE EXPECTATIONS (Increase in the next yr)



Benchmark: Visitors to Orillia - 40-160 km Drive Distance

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Chosen and ranked by percent composition

Note: N/A values are displayed if variables do not meet criteria

(!)Indicates variables with low sample size. Please analyze with discretion

Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Attitudes



Customers: Sample Data Set: Record Count



DESCRIBES ME* ...

Use SM to stay connected with personal contacts

% Comp **49.1** Index **106**



I AM OPEN TO RECEIVING RELEVANT MARKETING MESSAGES THROUGH SOCIAL MEDIA CHANNELS

% Comp **29.7** Index **108**



I WOULD BE MORE INCLINED TO PARTICIPATE IN SM IF I KNEW MY PERSONAL INFORMATION WOULD NOT BE OWNED/SHARED BY COMPANY

% Comp **72.3** Index **100**



I AM VERY COMFORTABLE SHARING MY PERSONAL INFORMATION WITH SOCIAL MEDIA SITES

% Comp **12.9** Index **114**



SOCIAL MEDIA COMPANIES SHOULD NOT BE ALLOWED TO OWN OR SHARE MY PERSONAL INFORMATION

% Comp **80.7** Index **98**



SHARING MY PERSONAL INFORMATION WITH FRIENDS/ACQUAINTANCES IN SM ENVIRONMENTS DOES NOT CONCERN ME

% Comp **23.6** Index **100**

Benchmark: Visitors to Orillia - 40-160 km Drive Distance

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*Chosen and ranked by percent composition with a minimum of 5%

Index Colours:

<80	80 - 110	110+
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Psychographics | SocialValues Overview



Customers: Sample Data Set: Record Count



Strong Values

	Index
Anomie-Aimlessness	114
Need for Status Recognition	113
Pursuit of Novelty	113
Religiosity	113
Fatalism	112
Joy of Consumption	112
Confidence in Advertising	111
Importance of Aesthetics	111
Ostentatious Consumption	111
Advertising as Stimulus	110



Descriptions | Top 3 Strong Values

Anomie-Aimlessness

The feeling of having no goals in life. Experiencing a void of meaning with respect to life in general. A feeling of alienation from society, having the impression of being cut off from what's happening.

Need for Status Recognition

Desire to be held in esteem and respect by others, and to express one's social standing or aspired status, through a display of fine manners, good taste, style or "chic".

Pursuit of Novelty

Active desire to discover new "modern" products, services and experiences, and to integrate them into the routine of daily life. People who are strong on this construct want to experience something new every day.



Weak Values

	Index
Ecological Concern	86
Flexible Families	86
Brand Apathy	87
Personal Control	87
Fulfillment Through Work	88
Primacy of Environmental Protection	89
Utilitarian Consumerism	90
Rejection of Inequality	91
Rejection of Orderliness	91
Skepticism Towards Advertising	92



Descriptions | Top 3 Weak Values

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

Flexible Families

Willingness to accept non-traditional definitions of "family", such as common law and same-sex marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. The belief that society should be open to new definitions of what constitutes a "family".

Brand Apathy

Giving little weight to the brand name of a product or service; a tendency to favour no brands in particular over others and being unwilling to pay a price premium for a brand.

Benchmark: Visitors to Orillia - 40-160 km Drive Distance

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Index Colours:	<80	80 - 110	110+
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Behavioural | Sports & Leisure Overview - Attend



Customers: Sample Data Set: Record Count

Top Shows & Exhibitions



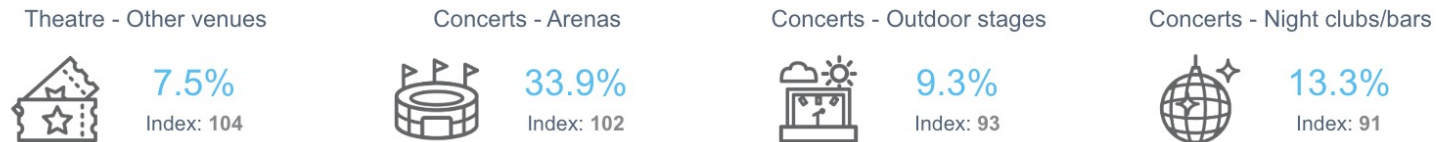
Top Local Attractions & Destinations



Top Professional Sports



Top Concert & Theatre Venues



Benchmark: Visitors to Orillia - 40-160 km Drive Distance

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*Chosen from index ranking with minimum 5% composition



Behavioural | Sports & Leisure Overview - Participate



Customers: Sample Data Set: Record Count

Top Individual Sports



Top Team Sports



Top Activities



Top Fitness



Benchmark: Visitors to Orillia - 40-160 km Drive Distance

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*Chosen from index ranking with minimum 5% composition





Rank:	1
Customers:	38
Customers %:	8.78
% in Benchmark:	3.93
Index:	224

The most affluent of the Asian-dominated lifestyles, Asian Sophisticates is home to educated, middle-aged and older families, about half of whom are Asian. More than a third of the residents came to Canada in the 1980s and 1990s, and many now live in comfortable suburban communities like Toronto's Bayview Village, Mississauga and Richmond Hill, as well as Vancouver's Arbutus Ridge. With four times the average number of multi-generational families, Asian Sophisticates is filled with teenage and twentysomething children. And with their upscale incomes averaging more than \$135,000, Asian Sophisticates households enjoy active lifestyles. They travel abroad, frequent popular music concerts and film festivals, and like to play soccer and racquet sports. In addition, these mostly university-educated consumers are determined to see their children succeed academically: they score high for signing their kids up for private schools, activity camps and Kumon Math and Reading Centres.

PrizmProfile Top Segments



Rank:	2
Customers:	38
Customers %:	8.78
% in Benchmark:	6.70
Index:	131

Concentrated in Ontario's older city neighbourhoods, Newcomers Rising is a segment of younger, recent immigrants—as it has been for a decade. Nearly 60 percent of the residents are foreign born, and they continue to arrive from an array of countries in South Asia, Latin America and the Middle East. About 7 percent are Filipino, the highest concentration in the nation. Many of these immigrants—a mix of singles, families and lone-parent households—arrived after 2006 and now live in high-rise apartments. Despite their above-average rates of university education—a growing trend among new immigrants—these young workers earn only downscale incomes from entry-level jobs. Still, they spend freely on leisure-intensive lifestyles, with high rates for going to bars, nightclubs and jazz and classical concerts. They tend to be fans of professional tennis and basketball, and they enjoy participating in low-cost team sports like soccer and volleyball.

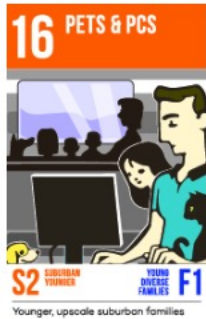
PrizmProfile Top Segments



Rank:	3
Customers:	34
Customers %:	7.85
% in Benchmark:	3.48
Index:	225

Reflecting the increasing diversity of Canada's visible minority population, South Asian Achievers has emerged as a fast-growing segment of family-filled households in new suburban neighbourhoods. The most affluent of the South Asian segments, it also has one of the highest concentrations of family households, at more than 90 percent. Many tend to cluster together in cultural enclaves, particularly in the greater Toronto area. These middle-aged, relatively recent immigrants—about 60 percent are foreign-born—are characterized by mixed educations, skilled blue-collar and service sector jobs, upper-middle incomes and child-centred lifestyles. In neighbourhoods filled with single-detached, semis and row houses, active families enjoy outdoor sports like basketball, baseball and soccer, as well as visits to amusement parks, movies and electronics shows. Still making their way in Canadian popular culture, these residents have a high rate for going to a university with plans for bettering their lives.

PrizmProfile Top Segments



Rank:	4
Customers:	30
Customers %:	6.93
% in Benchmark:	4.17
Index:	166

One of the largest lifestyles in Canada, Pets & PCs is a haven for younger families with pre-school children in the new suburbs surrounding larger cities. Half of the children in this segment are under the age of 10, and most of the maintainers are under 45. Pets & PCs has a strong presence of immigrants from South Asia, China and the Caribbean. Few segments have more new housing, and most residents have settled into a mix of single-detached, semi-detached and row house developments. With upscale incomes, segment members have crafted an active, child-centred lifestyle. These families participate in many team sports, including baseball, basketball, hockey and soccer, and they shuttle kids and gear to games in minivans and SUVs. On weekends, they head to kid-friendly destinations such as zoos, aquariums and amusement parks. They fill their homes with an array of computers and electronic gear, including video game systems and tablets, to occupy their children while the moms and dads grab the occasional date night to go out to a movie or enjoy dinner at a fine restaurant.

PrizmProfile Top Segments



Rank:	5
Customers:	29
Customers %:	6.70
% in Benchmark:	4.33
Index:	155

The young families who moved into starter homes a decade ago are growing up. In Heritage Hubs, these now middle-aged families have crafted comfortable lifestyles—often thanks to dual incomes—in suburban communities slowly being absorbed by the urban sprawl. Nearly 85 percent of residents live in houses built since 1990, and while the housing stock is mixed, almost a quarter live in row houses—about four times the national average. Reflecting the increasing diversity of the nation’s suburbs, more than 40 percent of households contain immigrants, though no one cultural group dominates. Family-filled Heritage Hubs scores high for participating in basketball, swimming and bowling. On weekends, families head to theme parks, zoos and aquariums. With their international roots, families here are seasoned travellers, often visiting China, Florida and Jamaica. To save money, vacations are frequently booked with discount online travel services at all-inclusive resorts.

PrizmProfiles Top Segments

Observations about the dataset

- ◆ There is very little local participation. When looking at the Southern Ontario Standard Area ranking, only Barrie ranked in the top 10 census sub-divisions.
- ◆ Many of the suburban areas in the GTA index high.
- ◆ When looking at the data through the EQ filter, it is clear that this market is classified at Free Spirits. https://www.destinationcanada.com/sites/default/files/archive/2013-01-01/Tools_ExplorerQuotient_Profiles_2015_EN.pdf pg. 26.
- ◆ The market is highly diverse unlike many of the other datasets provided by the partner and 30% are South Asian.
- ◆ This is very much a family market with kids under 14 living at home.

Best Bet Markets (40-160km from Orillia)

Ranking Areas - Standard Geographies | Target Group

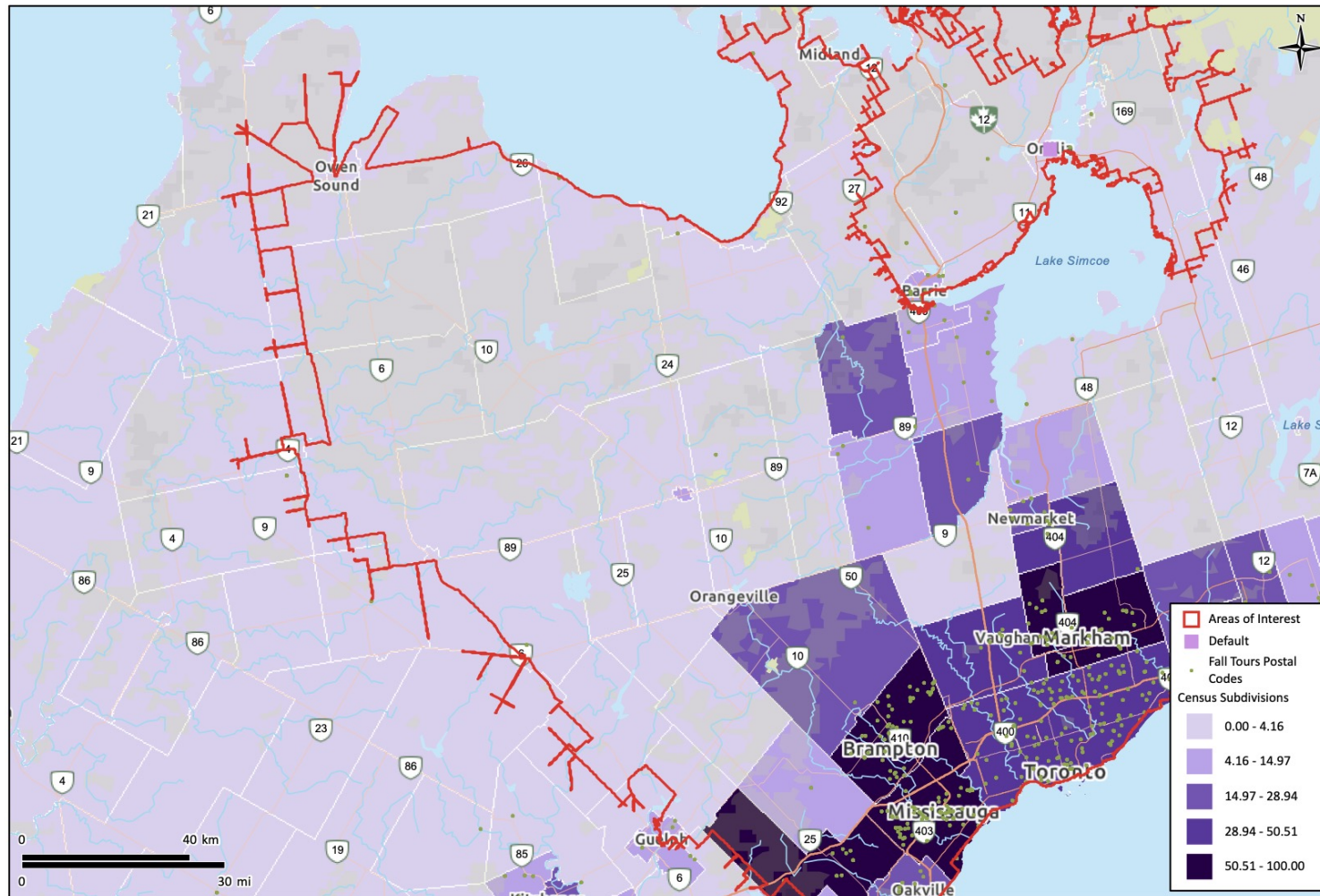


Target Group: Best Best (05, 15, 16, 20, 43)

Geographic Level: PRDCSD

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Toronto, ON	3520005	185,817	28.52	1,214,623	36.83	15.30	77
Mississauga, ON	3521005	98,011	15.04	261,570	7.93	37.47	190
Brampton, ON	3521010	92,987	14.27	191,209	5.80	48.63	246
Markham, ON	3519036	58,896	9.04	111,368	3.38	52.88	268
Vaughan, ON	3519028	37,657	5.78	102,273	3.10	36.82	186
Richmond Hill, ON	3519038	35,431	5.44	68,952	2.09	51.39	260
Milton, ON	3524009	24,633	3.78	39,774	1.21	61.93	314
Oakville, ON	3524001	19,060	2.92	71,975	2.18	26.48	134
Ajax, ON	3518005	13,643	2.09	40,676	1.23	33.54	170
Hamilton, ON	3525005	11,638	1.79	228,224	6.92	5.10	26

Best Best, Secondary- Census Subdivisions
 Visitors to Orillia- 40-160 km Drive Distance (% Penetration)



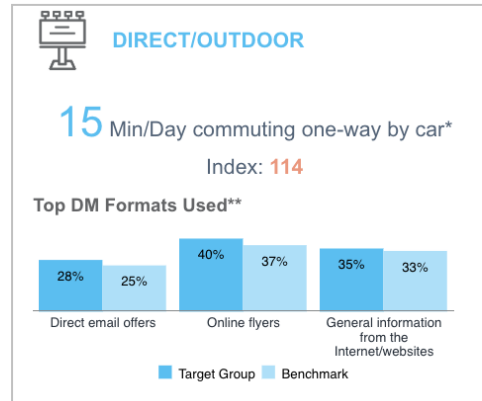
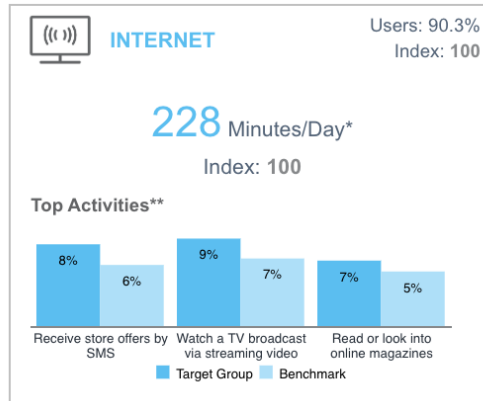
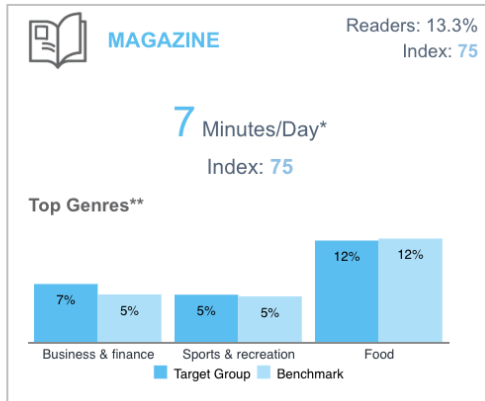
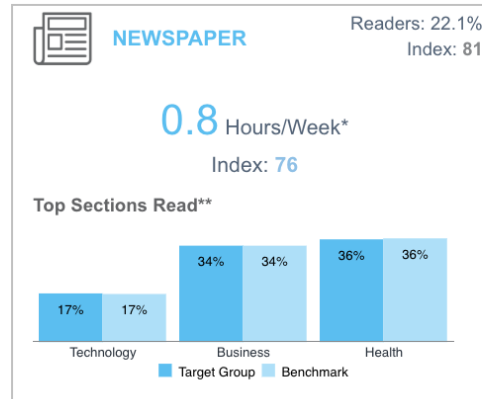
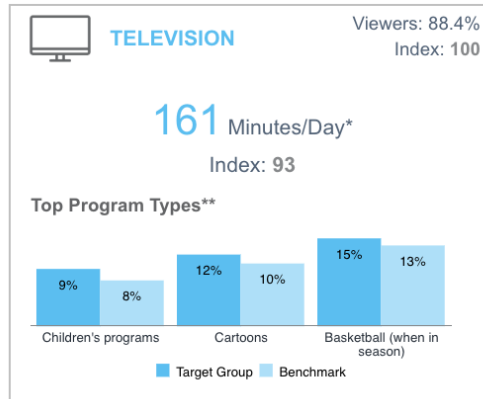
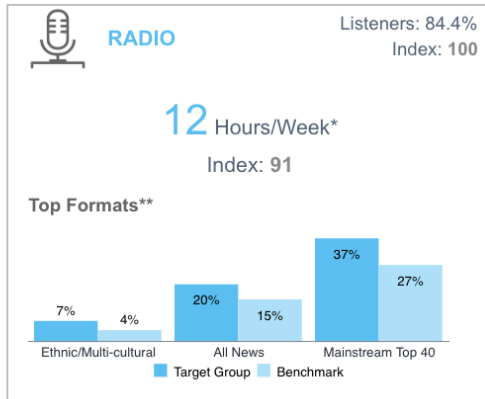
Variable Description: Best Best:05,15,16,20,43; Secondary:23,31,42,65; - Census Subdivisions; Normalization Variable is Total Household | About Page: <https://en.environicsanalytics.ca/Envision/About/1/2019>
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 Additional Sources: Province of Ontario, Esri, HERE, Garmin, FAO, METI/NASA, USGS, EPA, NPS, NRCAN, Parks Canada, Powered by ESRI
 Disclaimer: Scale bar is for reference only.

Behavioural | Media Overview



Target Group: Best Best (05, 15, 16, 20, 43)

Household Population 12+: 1,705,651



Benchmark: Visitors to Orillia - 40-160 km Drive Distance

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

Index Colours:

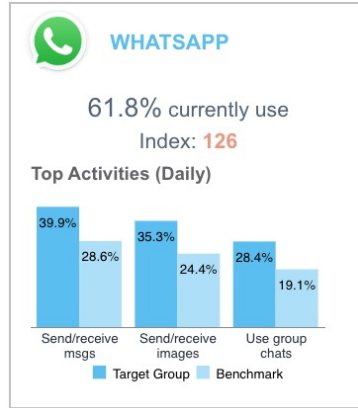
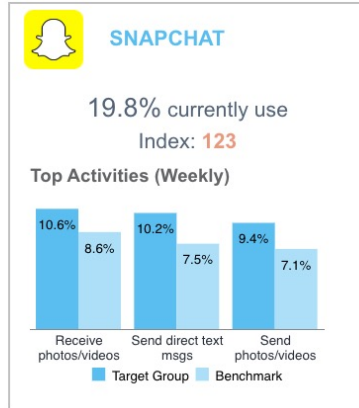
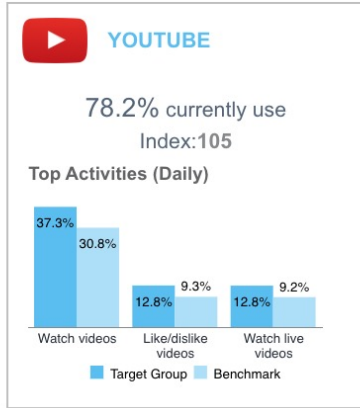
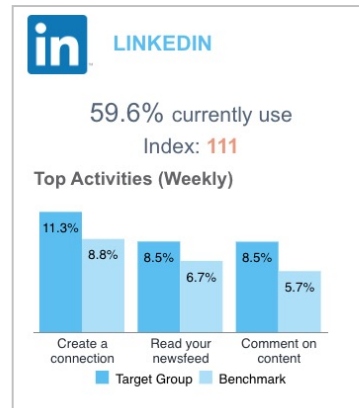
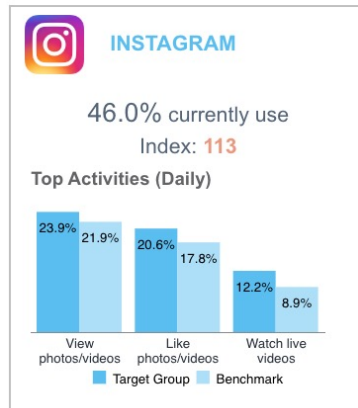
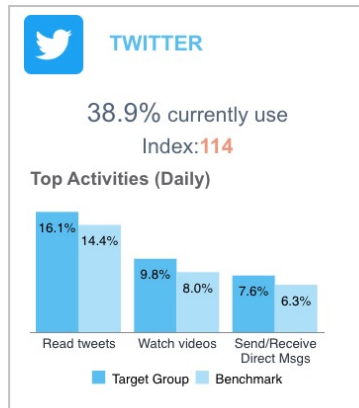
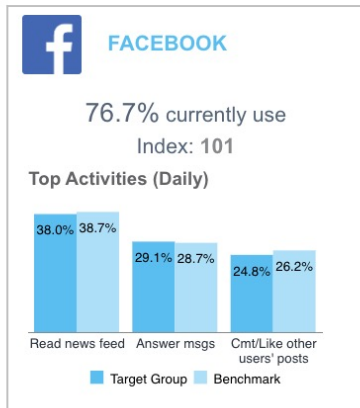
<80	80 - 110	110+
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Opticks Social | Social Media Activities



Target Group : Best Best (05, 15, 16, 20, 43)

Household Population 18+: 1,547,781



Benchmark: Visitors to Orillia - 40-160 km Drive Distance

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Chosen and ranked by percent composition
(!)Indicates variables with low sample size. Please analyze with discretion



Psychographics | SocialValues Overview



Target Group: Best Best (05, 15, 16, 20, 43)



Strong Values

Values	Index
Fatalism	117
Ostentatious Consumption	117
Joy of Consumption	116
Status via Home	116
Anomie-Aimlessness	115
Confidence in Advertising	115
Religiosity	115
Pursuit of Novelty	114
Patriarchy	113
Advertising as Stimulus	112



Descriptions | Top 3 Strong Values

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.

Ostentatious Consumption

Desire to impress others and express one's social standing through the display of objects that symbolize affluence.

Joy of Consumption

Intense gratification through the purchase of consumer goods (rather than basic necessities). Enjoying consumption for the pleasure of consumption. People who are strong on this construct are often more excited by the act of buying than by the use of the products they buy.



Weak Values

Values	Index
Personal Control	78
Flexible Families	81
Fulfilment Through Work	86
Utilitarian Consumerism	86
Brand Apathy	88
Ecological Concern	88
Attraction to Nature	89
Primacy of Environmental Protection	89
Skepticism Towards Advertising	90
Cultural Assimilation	91



Descriptions | Top 3 Weak 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.

Flexible Families

Willingness to accept non-traditional definitions of "family", such as common law and same-sex marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. The belief that society should be open to new definitions of what constitutes a "family".

Fulfilment Through Work

A need to invest one's professional life with meaning and to find personal fulfillment through one's work. Also, a need to feel that one's work is useful to others and has some social value.

Benchmark: Visitors to Orillia - 40-160 km Drive Distance

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Index Colours:	<80	80 - 110	110+
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Partners Questions with Respect to the Dataset

- ◇ Are there similar audiences in another geographic areas?
- ◇ What are the ideal social media channels to reach my target market?
- ◇ Are there any other marketing tactics that might work well for my target audience?

Please note: the question listed above are only a small sample of the types of questions that this report can answer.

Recommendation for 2020

- ◆ Although you were looking for look alike markets outside the GTA, the majority of the best bet segments for this activity are located in that area. Mississauga, Brampton, Markham and Vaughan have a lot of households and index high as potential visitors.
- ◆ Facebook and YouTube are ideal channels to connect to people. The high use of YouTube indicates they like video content, so that would be ideal creative. Consumption also indexes high in the psychographic profile so shopping displaying items that indicate status would appeal to them.
- ◆ This group also is favourable to direct mail, so mailing brochures to select FSAs could be a good tactic as well.