

*Northeastern
Ontario*
CANADA



NeONT DEMOGRAPHIC PROFILE RESEARCH SUMMARY

March 25, 2015



Introduction:

Environics Analytics was commissioned by Northeastern Ontario Tourism (NeONT) and TWG Communications (TWG) to use their suite of databases to identify key segments of the Ontario population most likely to travel to Northeastern Ontario. The determination of demographics is key in providing TWG with insight for the development of a marketing strategy to best meet the immediate, intermediate and longer term plans of Northeastern Ontario.

The project proceed on January 19th, 2015. A full report and findings were presented on March 17, 2015.

Total project budget allocated for research conducted by Environics Analytics: \$15,000 (+ HST)

Background:

TWG recently worked with NeONT on a successful rebrand. Five market pillars have been identified for development and exploitation within the new brand:

- Nature and Outdoors
- Festivals and Attractions
- Motorsports and Touring
- Meetings, Conventions and Sports Events

To ensure a successful and well researched approach to marketing campaigns, NeONT and TWG employed Environics Analytics to gather a solid understanding of:

- Who NeONT's visitors are
- Where visitors are most heavily concentrated
- Where geographic markets of opportunity exist
- How to best connect with potential visitors

Research included:

Data Discovery

Following receipt of postal code data from NeONT, the research included preliminary analysis incorporating:

- Cleaning and geocoding (assigning lat/lon coordinates) the postal codes in the databases
- Identifying outliers in the data
- Summarizing counts by major market to determine geographically where visitors reside
- Creating a geographic footprint using visitor data to be used as a benchmark for the remainder of the study.
- Providing summaries to confirm accuracy of data and alignment to objectives

Profiling

Research created profiles of NeONT's visitors. Profiles were created using various datasets provided as well as existing third party data supplied by the research firm. The following profiles were created:

- Visitor/Inquirer datasets
- Demographic profiles (i.e. family size, household income)
- Numeris behavioural pillars (up to 5 variables) in alignment with the 5 identified pillars

Segmentation

Environics Analytics used profiles to create a “Scorecard” comparing demographic profiles using a side-by-side format. This information identified how profile clusters can be grouped based on NeONT’s visitation and pillar behaviours. The result of this process was the development of “target groups” most relevant to NeONT which can be investigated in future steps.

Environics Analytics hosted a presentation following the assembly of the scorecard to review findings and confirm target groups.

Quality and Locate

Research ranked each market within the benchmark geography by size. This is helpful in evaluating markets in terms of overall size and in identifying those markets that are ripe for development versus those that are over-performing.

Prizm Segmentation Data Segmentation Research

- Lifestage
- Social Group
- Socioeconomic Status

Northeastern Ontario Tourism

- Benchmarks: within RTO13a, outside of RTO13a, GTA
- Total data universe vs. Benchmark
- Each data grouping vs. Benchmark

Numeris Behavioural Drivers

- Business trips by car
- Attended art galleries/museums/science centres
- Golf (participate)
- Camping (participate)
- Fishing/hunting (participate)
- Own a snowmobile/ATV
- Own a motorcycle

Environics Social Values Demostats

- Need for Escape
- Attraction to Nature

Demostats Demographics

- Household maintainer age
- Children at home
- Household income

Research Findings and Tactics

Three segments were identified from the initial findings and were selected to be personified. The provided document reports the demographics, social values, media, and leisure preferences of the three segments, which will help NeONT and TWG target recruitment efforts in markets within Ontario. Based on these findings, our marketing and communications efforts and messaging will be directed to **Upscale Middle-Aged Families, Middle-Aged Exurban Families, Mature Middle-Class Couple** target groups. The outer perimeter of the 416 of the GTA, London and Hamilton are ideal footprints for these audiences to consider and pursue. Included demographic, wealth and linked survey data to help develop target groups that are consistent in terms of lifestyle, digital/online behaviours and financial alignment.

Identification of NeONT target audiences ensures a focused approach by TWG in reaching identified target audiences.

Recommended Target Audience for NeONT

(Please also see chart on Page 13)

Upscale Middle-Aged Families

Demographic Overview

This segment consists of some of the wealthiest households outside of the nations metropolitan sprawl, beyond the suburban but within reasonable commutes of city jobs in Hamilton, Guelph, Ottawa and London. The residents in this group tend to be married middle-aged couples, and families who live in comfortable homes and hold white collar jobs in management, business and the sciences. With their large families of high school-and college aged children these households may not have a lot of disposable income despite having an average household income which is 29% higher than the southern Ontario average. Settled in recently built subdivisions the **Upscale Families** are inextricably linked to their cars which may be the best way to capture their attention.

Light television viewers who prefer channels and programs with a focus on local news; Hockey is also very popular – NHL, AHL, OHL - and may represent an opportunity to reach this audience

Light television viewership Prefer CablePulse24. Watching television during primetime is popular 33% of residents report watching hockey on television which tracks the market average

Middle-aged, upscale families with high school and university aged children still at home

Social Group: S1 - Lifestyle Group: F3 SESI Code: 03 - Suburban Gentry

Wealthy, middle-aged suburban families and couples (\$170,960) Ethnic Presence: Medium

The Suburban Gentry segment is a magnet for Canada's up-and-coming business class: a prosperous suburban world of dual-income couples who often have university degrees and large families, typically with teens or university-aged children. Given its high percentage of managers, scientists, artists and government workers, there's a decidedly professional tone to this cluster. Suburban Gentry residents rank near the top for operating a small business, owning business software and taking business trips. These consumers are big spenders who belong to golf clubs, gamble at casinos, go to the theatre and attend pro football, golf and hockey matches. Fitness conscious, they're much more likely than average Canadians to jog, take aerobics classes, and play golf and basketball. Many take pride in their healthy lifestyle, telling researchers, "I feel guilty when I eat 'junk food.'"

NeoNT Pillar of Interest: Festivals and Attractions; Meetings, Conventions and Sports Events

Market: GTA, London, Hamilton, Guelph, Ottawa

Social Group: U1 - Lifestyle Group: F5 - SESI Code: 08 - Money & Brains

Upscale, educated couples and families (\$133,212), Ethnic Presence: Medium

The residents of Money & Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these Canadians are empty-nesters or married couples with university-aged children who live in older, fashionable homes in urban neighbourhoods. With about 40 percent holding university degrees, Money & Brains consumers exhibit cultured sensibilities in the marketplace. They have high rates for going to the theatre, symphony, art galleries and the ballet. At

home, they read lots of books, listen to classical music radio stations and subscribe to business, news and travel magazines. A politically active cluster, residents here rank high for working on community projects, serving as volunteers and writing letters to public officials. They also support a long list of philanthropic causes, exercising their well-developed social conscience with both their time and money.

NeoNT Pillar of Interest: Festivals and Attractions, Meetings, Conventions and Sports Events

Market: GTA, London, Hamilton, Guelph, Ottawa

Social Group: E1 - Lifestyle Group: F3 - SESI Code: 10 - Mr. & Ms. Manager

Upscale, dual-income exurban households (\$128,635) Ethnic Presence: Low

Mr. & Ms. Manager is home to Canada's working couples living in the exurban sprawl beyond the nation's largest cities. The residents of these communities tend to be prosperous executives who like their toys: boats, campers, snowmobiles and impressive collections of sporting equipment. These families and couples enjoy outdoor activities like golf, skiing, power boating and canoeing. They don't mind driving their kids to the zoo, national park or a hockey game as long as they get time to take in a variety of exhibitions, from crafts and gardening to food and wine and investments. And though Mr. & Ms. Manager residents typically commute by car to nearby cities, they enjoy their exurban settings, preferring to go camping over seeing an opera, and driving a pickup truck rather than owning a sedan.

NeoNT Pillar of Interest: Motorsports and Touring, Nature and Outdoors

Market: GTA, London, Hamilton, Guelph, Ottawa

Social Group: E1 - Lifestyle Group: F3 - SESI Code: 12 - God's Country

Upscale, middle-aged exurban couples and families (\$119,831) Ethnic Presence: Low

A collection of upscale exurban communities, God's Country features middle-aged families and couples living in single-family homes built after 1985. The cluster is concentrated in the small towns orbiting southern Ontario's cities, and most residents commute to city jobs while taking advantage of leisure activities beyond the downtown hustle. With more than half of all households filled with children, God's Country scores high for participating in baseball, basketball, hockey and soccer. The adults like to play golf, go canoeing, watch auto races and attend sportsmen, cottage and motorcycle exhibitions. To get to their leisure activities, they tend to drive SUVs and midsize sedans, preferring to buy any nameplate as long as it's made in Canada. Individualistic and somewhat anti-establishment, these Canadians describe themselves as family-oriented, religious and wary of traditional institutions and authority figures.

NeoNT Pillar of Interest: Nature and Outdoors

Market: GTA, London, Hamilton, Guelph, Ottawa

Social Group: S4 - Lifestyle Group: F3 - SESI Code: 14 - Upward Bound

Upper-middle-class, middle-aged suburban families (\$103,786) Ethnic Presence: Medium

Upper-middle-class homeowners with older children—that's the brief on Upward Bound, an enviable lifestyle of large families and couples across Canada. With almost equal numbers of university and high school graduates, this cluster is home to white-collar and service workers in business, management and sales. These child-filled households like to spend their leisure time getting exercise; jogging, skiing, aerobics and playing baseball are all popular. The middle-aged adults enjoy going out to community theatres, casinos, sporting events and rock concerts. Their homes, most built between 1960 and 1990,

are less decorator showcases than messy teenage hangouts filled with computers and high-tech electronics. Nevertheless, these parents would rather spend a quiet evening at home than go out to a party. In Upward Bound, residents like to control as much of their life as possible—even if it just means controlling their TV remotes.

NeoNT Pillar of Interest: Festivals and Attractions

Market: GTA, Hamilton, Cambridge and Kitchener

Middle-Aged Exurban Families

Demographic Overview

The Midscale Families segment consists of middle-aged families with children living in low-density satellite communities close to major cities in southern Ontario such as Hamilton, Cambridge, Chatham-Kent and Kitchener. In these households middle-aged parents have college or trades certificates and work at a mix of blue-collar and service sector jobs, and live in single- and semi-detached homes built after 1970. Their household income tracks the market average and families in this segment are more likely to contain 4 or more people. Their larger families combined with their income may result in less disposable income. Promoting cost saving measures such as bursaries or scholarships may attract members of this segment.

Sports and Leisure Highlights

60% Enjoy Swimming, 48% Enjoy Camping, 8% Attend Auto Shows, 17% Enjoy snowmobiling

Social Group: E2 - Lifestyle Group: F2 - SESI Code: 22 - Blue-Collar Comfort

Middle-aged, upper-middle-class blue collar families (\$91,643) Ethnic Presence: Medium

Found across southern Ontario, Blue-Collar Comfort features large families with middle-aged parents who work at skilled blue-collar and service sector jobs. These high school- and college-educated Canadians have secured well-paying positions that allow them to pursue upper-middle-class lifestyles. With their school-aged children, these households have high rates for swimming, playing baseball, going to theme parks and attending pet, RV and motorcycle shows. Around their older single, semi-detached and row houses, relaxation means nothing more taxing than tuning in to TV sports, sitcoms or reality shows. Blue-Collar Comfort consumers have enough money in their jeans to travel—the cluster includes a high percentage of snowbirds—but many of these wage earners are content to go only as far as the local casual dining restaurant for a night out.

NeoNT Pillar of Interest: Motorsports and Touring, Nature and Outdoors, Festivals and Attractions

Market: GTA, Hamilton, Cambridge and Kitchener

Social Group: E2 - Lifestyle Group: F2 - SESI Code: 23 - Fast-Track Families

Upper-middle-class exurban families (\$97,0360) Ethnic Presence: Low

Widely dispersed across Canada, Fast-Track Families features a mix of families and couples living in upper-middle-class exurban communities. Most of the adults are middle-aged, married homeowners who work in a variety of business and service occupations. Typically located in areas with many outdoor

amenities, these households enjoy an array of activities, from fishing, hiking and camping to golf, hockey and baseball. But they are also close enough to big cities to enjoy entertainment like community theatres, pop concerts and pro sporting events. In their homes, most built since 1980, the presence of children can be seen in the popularity of radio-controlled toys, action figures, pets, computers and video game systems. But having fun is not just for the kids, as the adults consciously strive to leave their work behind by gambling at casinos and enjoying adventure sports like scuba diving and paintball.

NeoNT Pillar of Interest: Fishing and Hunting, Nature and Outdoors, Festivals and Attractions

Market: GTA, Hamilton, Cambridge and Kitchener

Social Group: E2 - Lifestyle Group: F2 - SESI Code: 30 - Exurban Crossroads

Younger, middle-class exurban families (\$84,526) Ethnic Presence: Low

The Exurban Crossroads cluster is distinctive in its ordinariness: younger, middle-class households with lots of children, living in small cities and satellite towns. The educational levels here range from high school to community college. And most residents have parlayed well-paying blue-collar and service sector jobs into average incomes and outdoorsy lifestyles. Exurban Crossroads households enjoy camping, boating, skiing and visiting national and provincial parks. The adults here have active social lives, with high rates for going to bars, nightclubs, rock concerts and dinner theatres. At home, these families like to make crafts, play video games and listen to music. Their conservative social values are typical of smaller cities and towns: they're pro-Canadian, skeptical towards big business and unconcerned about status recognition.

NeoNT Pillar of Interest: Nature and Outdoors, Fishing and Hunting

Market: GTA, Hamilton, Cambridge and Kitchener

Social Group: E2 - Lifestyle Group: F2 - SESI Code: 41 - White Picket Fences

Young, middle-income exurban families (\$76,524) Ethnic Presence: Low

White Picket Fences is a collection of one-time farm hamlets rapidly evolving into bedroom suburbs filled with young, working-class families. Half the adults are under 44, about a quarter of households are headed by single parents and a majority of children are toddlers and pre-teens. With their high school educations and wide range of jobs, these residents tend to have busy, youthful lifestyles. The adults like to spend time outdoors playing golf, fishing, mountain biking, snowboarding and watching football games. Their children enjoy playing baseball and basketball, visiting video arcades and going to zoos and aquariums. These young families are a strong market for an array of leisure products, and they have high rates for buying PCs, video game systems, ATVs, motorcycles, campers and RESPs. But to maintain their active lifestyle, they use credit liberally, taking out auto loans, using a range of credit cards and carrying a personal line of credit.

NeoNT Pillar of Interest: Nature and Outdoors, Motorsports and Touring

Market: GTA, Hamilton, Cambridge and Kitchener

Mature Middle-Class Couple Audience

Demographic Overview

This segment tends to be found living in older established Ontario neighbourhoods such as Chatham-Kent, Kawartha Lakes, Hamilton, St. Catharines and London which contain a mix of mature couples, families and retirees living in older single- detached homes which they own. This segment contain older household maintainers who have turned their apprenticeship and trades certificates into blue-collar occupations with middle-class incomes. Residents in this segment are more likely to report English as their mother tongue, with 81% reporting that they were born in Ontario compared to southern Ontario average of 74%. In this segment cars are the primary source of transportation, and may be a great way to capture their attention.

This segment has very traditional tastes when it comes to their media preferences. They consider themselves heavy television viewers, moderate readers of the dailies and the radio is very popular. This segment prefers community newspapers which they read frequently and may represent the best opportunity to capture their attention. Their internet usage tends to be average, on the other hand direct mail is a very popular media channel. Residents in this segment are more likely to use coupons and flyers they receive in the mail. Direct mail pieces may be a good way to reach this segment. If budget permits, consider features on channels similar to the Outdoor Living Network, and the Business News Network.

Residents in this segment prefer to spend their leisure time engaging in activities such as swimming, football, and skiing. They also participate in snowmobiling at above average rates. At night members of the **Older Strong for All** segment likes visit movie theatres or the drive-in. When given the opportunity members of this segment will attend live auto racing which is consistent with their other media habits (preference for the auto section and automotive magazines). Reasonably active individuals who would prefer to watch than participate.

18% Participate in snowmobiling, 40% Buy Lotto 6/49 tickets

Internet & Direct

- Facebook is a popular media channel.
- Residents in this segment use Pinterest at slightly above average rates.
- All hold favourable views toward direct mail. They are more likely to use direct mail pieces found in community and daily newspapers and those sent in the mail.

Social Group: S4 - Lifestyle Group: M1 - SESI Code: 19 - Rods & Wheels

Older, upper-middle-class couples and families (\$97,402) Ethnic Presence: Low

There's a proud, self-reliant streak in Rods & Wheels, a cluster of older, upper-middle-class households that are increasingly empty- nesting. Concentrated in the small towns of Ontario, most residents live in older homes with average values. They've parlayed their varied educations into a mix of occupations and comfortable, outdoorsy lifestyles. Many spend their free time canoeing, power boating, fishing, hunting, gardening, swimming and playing golf, and they enjoy going to exhibitions that feature RVs, boats, food, travel, crafts and gardens. Rods & Wheels residents may not be into the latest fashion or the newest technology, but they understand engines, filling their garages with snowmobiles, ATVs, vans and pickup trucks—often made by domestic manufacturers. As their cluster name implies, residents are big fans of both water and motor sports.

NeoNT Pillar of Interest: Motorsports and Touring, Nature and Outdoors

Market: Norfolk County, Hamilton, Kawartha Lakes, and Orillia

Social Group: S4 - Lifestyle Group: M3 - SESI Code: 24 - Nearly Empty Nests

Older suburban couples and families Upper-Middle (\$92,238) Ethnic Presence: Low

Nearly Empty Nests is a haven for married couples over 55 years old whose older children either still live at home or have already flown the coop. Concentrated in several dozen towns, small cities and second-tier metros of English Canada, these residents on the cusp of retirement have achieved midscale incomes from years of working at white-collar and service sector jobs. With discretionary cash from their emptying households, they engage in a wide range of leisure pursuits. They have high rates for going to casinos, dinner theatres and film festivals, and many are fond of attending expos for gardening, crafts, boats and pets. For exercise, they enjoy golf, baseball, curling, gardening and aerobics. They have enough money to travel across Europe, but they make sure their investments are sufficiently funded for the future. Many are price-sensitive consumers with a fondness for bulk food stores, loyalty programs and coupons.

NeoNT Pillar of Interest: Festivals and Attractions

Market: Norfolk County, Hamilton, Kawartha Lakes, and Orillia

Social Group: T1 - Lifestyle Group: M1 - SESI Code: 39 - Ontario Originals

Older, lower-middle-class couples and families (\$74,908) Ethnic Presence: Low

Concentrated in Canada's most populous province, Ontario Originals is a collection of older couples and families aging gracefully in small towns and mid-sized cities. Many of these empty-nesting households come from humble origins, and more than half never went beyond high school. But well-paying jobs and pensions in blue-collar and service professions provide them with comfortable lifestyles, and they spend their leisure time boating, swimming, gardening and going to casinos, horse races and baseball games. They have the disposable income to fill their backyards with a pool, hot tub and patio furniture. With their conservative views, these older Canadians tend to watch news and nature shows, listen to country and oldies radio stations, and express patriotic sentiments.

NeoNT Pillar of Interest: Nature and Outdoors, Festivals and Attractions

Market: Norfolk County, Hamilton, Kawartha Lakes, and Orillia

Social Group: T1 - Lifestyle Group: M3 - SESI Code: 40 - Heartlanders

Older and mature, working-class town couples (\$69,833) Ethnic Presence: Low

Widely scattered in towns across Canada, Heartlanders consists of working-class couples and retirees living in unpretentious houses and mobile homes. The aging householders—two-thirds of maintainers are over 55 years old—tend to have high school and trade school diplomas, and hold blue-collar, service sector or agricultural jobs, if they haven't already retired. Their rustic lifestyle—residents enjoy camping, gardening and boating—has changed little in a century, except for the addition of multiple motorized vehicles. Their properties are often cluttered with pickups, power boats, RVs and snowmobiles. The members of this segment like to gather at farmers' markets and pub restaurants to hash out the latest news, and their opinions are typically right-of-centre: they're staunch supporters of the national government and against premarital sex.

NeoNT Pillar of Interest: Nature and Outdoors, Motorsports and Touring, Fishing and Hunting

Market: Norfolk County, Hamilton, Kawartha Lakes, and Orillia

Social Group: S4 - Lifestyle Group: M1 - SESI Code: 43 - Simple Pleasures

Mature, lower-middle class suburban homeowners (\$72,647) Ethnic Presence: Low

With nearly a third of household maintainers over 65 years old, Simple Pleasures is a quietly aging cluster, a collection of lower- middle-class singles, couples and families living in small towns across English Canada. Many residents are high school-educated empty-nesters, and those still working tend to be employed in service sector jobs. But these communities still have a number of Baby Boom residents—more than half of the households have kids—and Simple Pleasures is known for its family-centred lifestyle. Households enjoy outdoor leisure activities like fishing, gardening, bird watching and golf. On weekends, they'll go to a casino, park, or show on any number of topics: skiing, RVs and health are favourites. Given its small-town setting and aging adults, Simple Pleasures fosters traditional values. Stressing the importance of religion and family values, residents believe society is governed by forces beyond an individual's control.

NeoNT Pillar of Interest: Fishing and Hunting, Nature and Outdoors

Market: Norfolk County, Hamilton, Kawartha Lakes, and Orillia.

Suggested Media Recommendations For NeONT Audience:

Target Group Middle Aged Families

Market: Ontario

Radio

- Top Formats - Highest Penetration: - News/Talk 640,180 (Weekly Reach) 28.94% (Penetration)
- Top Formats: - High Index: Modern/Alternative Rock 251,507 (Weekly Reach)
- High Index: AOR/Mainstream Rock 259,222 (Weekly Reach)
- Moderate radio listenership
 - Music, weather and traffic reports are popular programs More likely to listen to the radio during the morning commute
 - Residents in this segment prefer **community information** programs
 - More likely to listen to stations with radio contests

Television

- Program Type - High Penetration: - Movies, News/Current Affairs
- Program Types: - Situation Comedies 35% (Penetration)
- CBC Newsworld, CP 24, The Weather Network is popular, Comedies, crime dramas are popular programs. Comedies and movies are popular programs to watch on television. Residents show slightly above average rates for watching sports such as: Figure Skating, Baseball, MMA, Auto Racing and Golf.
 - 7:00PM -11:00PM

Magazine:

- Readership Type - High Penetration - Food & beverage 373,648 (Count) 16.89 (% Pen.)
- News & current affairs 356,579 (Count) 16.12 (% Pen.)
- Readership - High Index - Travel & Tourism 263,480 (Count) 11.91 (% Pen.)

Newspapers

- Readership - Dailies - Heavy 326,555 (Count)
- Readership - Community Papers - Medium 412,261 (Count)

Internet

- Usage: - Heavy 674,456 (Count)
- Activities - High Penetration (Monthly)
- Send or receive web-based email (e.g. Gmail, Hotmail, Yahoo Mail etc)
 - Do banking / pay bills online
 - Use maps/directions service (e.g. Google maps) Access weather information
 - Participate in an online social network (e.g. Facebook, MySpace)
- Online Social Networks:
- Facebook 1,168,437 (Count)
 - Google+ 554,652 (Count)
 - Twitter 307,934 (Count)

Direct

- Used in Shopping:
- Flyers Delivered to the Door or in the Mail 1,064,805 (Count)
 - Coupons and flyers delivered to the door or by mail are very popular with members of this segment.
 - Facebook is a popular media channel. Residents in this segment use Pinterest at slightly above average rates.

** Numeris RTS Media Highlights – Target Group Target Group: Middle-Aged Families
Market: Ontario (PR)*

** Source: Environics Analytics PRIZMC2, Numeris RTS Canada, Fall 2013*

Recommended Target Audience for NeONT	Household Income	Suggested Markets within Ontario	N & A	F & H	M & T	MC & SE	F & A
Upscale Middle-Aged Families							
Suburban Gentry	\$170,960	GTA, London, Hamilton, Guelph, Ottawa					
Money & Brains	\$133,212	GTA, London, Hamilton, Guelph, Ottawa					
Mr. & Ms. Manager	\$128,635	GTA, London, Hamilton, Guelph, Ottawa					
God's Country	\$119,831	GTA, Hamilton, Cambridge and Kitchener					
Upward Bound	\$103,786	GTA, Hamilton, Cambridge and Kitchener					
Middle-Aged Exurban Families							
Blue-Collar Comfort	\$91,643	GTA, Hamilton, Cambridge and Kitchener					
Fast-Track Families	\$97,0360	GTA, Hamilton, Cambridge and Kitchener					
Exurban Crossroads	\$84,526	GTA, Hamilton, Cambridge and Kitchener					
White Picket Fences	\$76,524	GTA, Hamilton, Cambridge and Kitchener					
Mature Middle-Class Couple Audience							
Rods & Wheels	\$97,402	GTA, Norfolk County, Hamilton, Kawartha Lakes, and Orillia					
Nearly Empty Nests	\$92,238	GTA, Norfolk County, Hamilton, Kawartha Lakes, and Orillia					

Recommended Target Audience for NeONT	Household Income	Suggested Markets within Ontario	N & A	F & H	M & T	M C & S E	F & A
Ontario Originals	\$74,908	GTA, Norfolk County, Hamilton, Kawartha Lakes, and Orillia					
Heartlanders	\$69,833	GTA, Norfolk County, Hamilton, Kawartha Lakes, and Orillia					
Simple Pleasures	\$72,647	GTA, Norfolk County, Hamilton, Kawartha Lakes, and Orillia					