

Environics Analytics
Executive Trade Area Report
Prepared for:

Burlington (CY) (CSD)



June 27, 2011

Confidential

Table Of Contents

Executive Summary	3
Objective	3
Defining the Trade Area	3
Demographic Overview of Trade Area Households	4
Family Formation and Age of Maintainer	4
Marital Status	4
Education and Occupations	4
Average # of Children at Home/Family	5
Household Income	6
Visible Minority	4
Immigration	7
Mother Tongue	7
Visible Minority Penetration Map	8
PRIZM_{C2} Lifestyles & Demographics	9
Trade Area Cluster Summary	9
PRIZM _{C2} Distribution Map	10
One Page Cluster Descriptions	11
Demographic Summary	19

Executive Summary

Objective

The objective of this analysis is to help the Burlington (CY) (CSD) location understand more about its market and customers so that its management can identify opportunities to guide marketing and communication strategies that will help retain and grow customers.

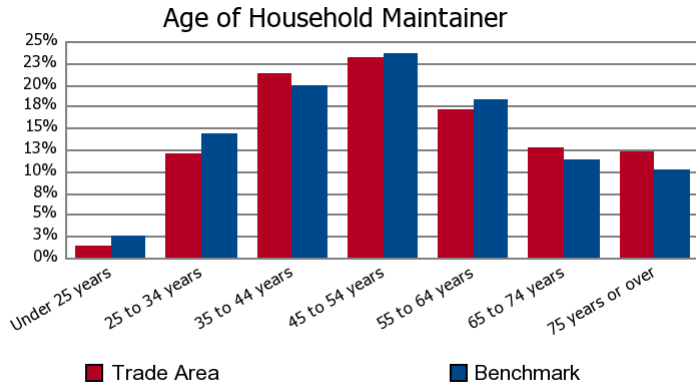
Defining the Trade Area

The Burlington (CY) (CSD) trade area, outlined in red below, was defined by 2006 Census Subdivisions. The trade area was built using the Statistics Canada 2006 Dissemination Areas as building blocks. These are the smallest available census measurement units, containing on average 250 to 400 households each. For this study, Burlington (CY) (CSD)'s trade area is compared to a benchmark; in this case Ontario (PR).



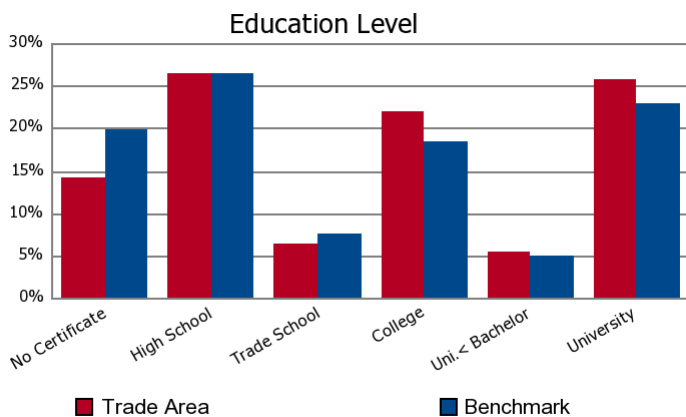
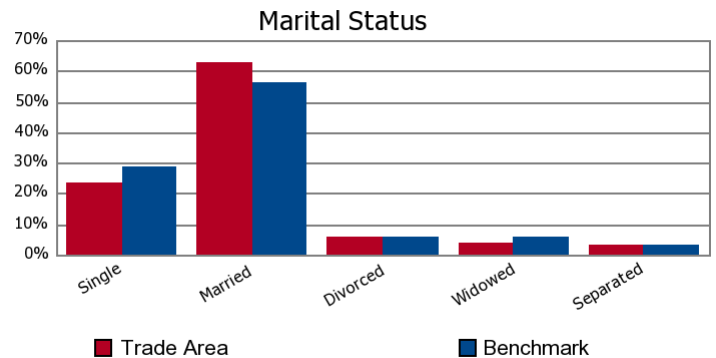
Demographic Overview of Trade Area Households

The Burlington (CY) (CSD) market has a population of 180,604 or 70,407 households. The market accounts for 1.35% of Ontario (PR)'s population and 1.38% of Ontario (PR)'s households.



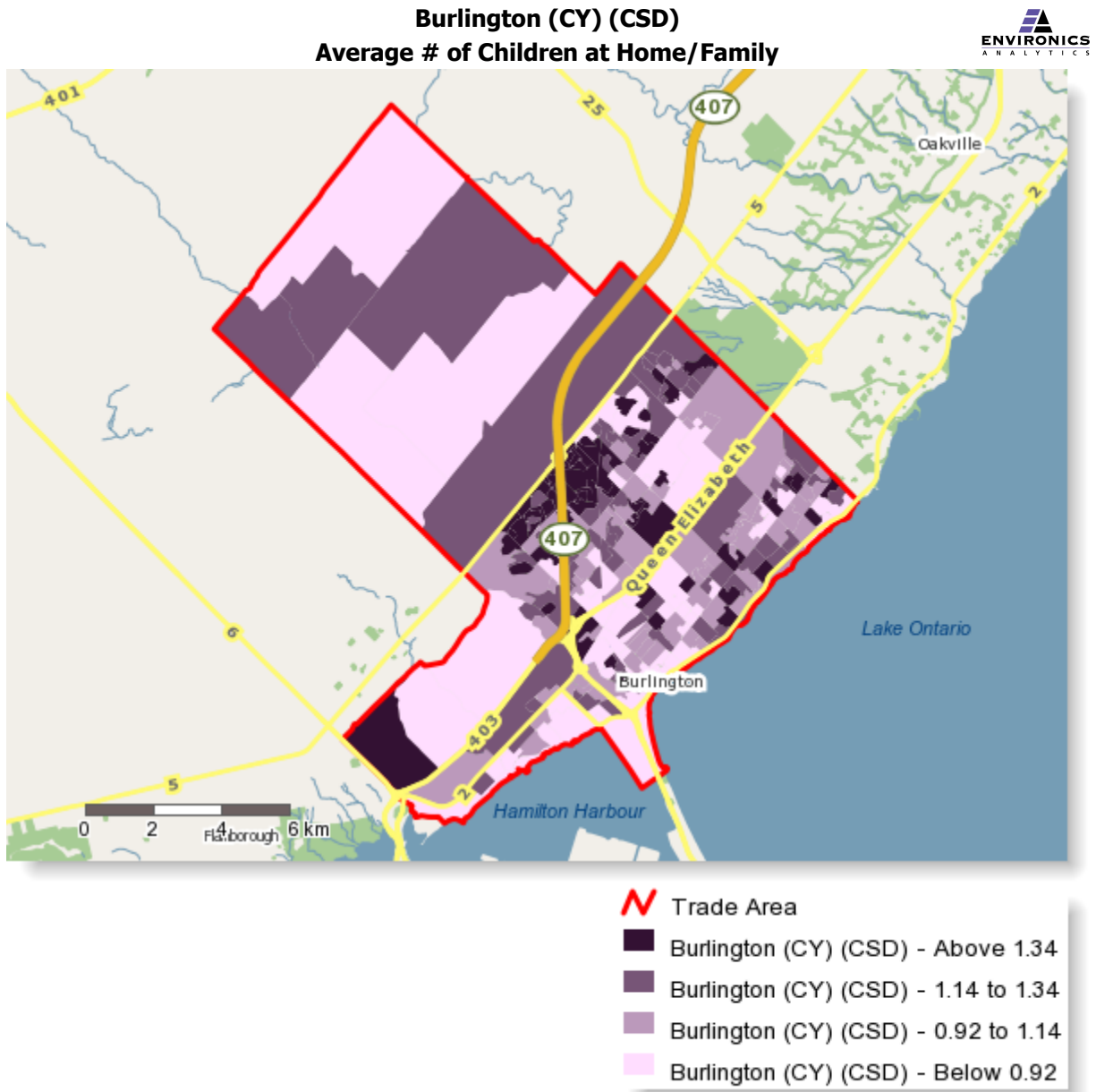
Family Formation and Age of Maintainer: The households within the trade area are predominantly comprised of two people. Houses are typically owned, single-detached homes with 14.8% of the households living in high-rise apartments. Compared to Ontario (PR) in general, there are more households headed by those 75 years or over (12.3%) in the trade area, as evidenced by a high index for this age group.

Marital Status: 62.6% of the population declare themselves to be married while 23.7% declare themselves to be a single (never married) person.

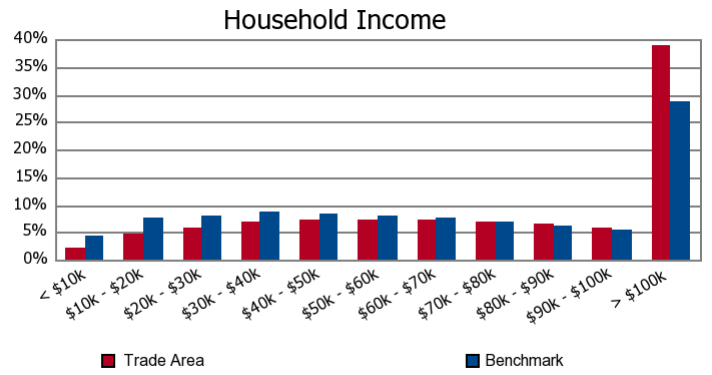


Education and Occupations: 59.4% of the market have post-secondary qualifications, which is above the average for Ontario (PR). The labour force participation rate for the market is 68.95% with occupations in sales and service and in business finance administration being the two most common types of employment.

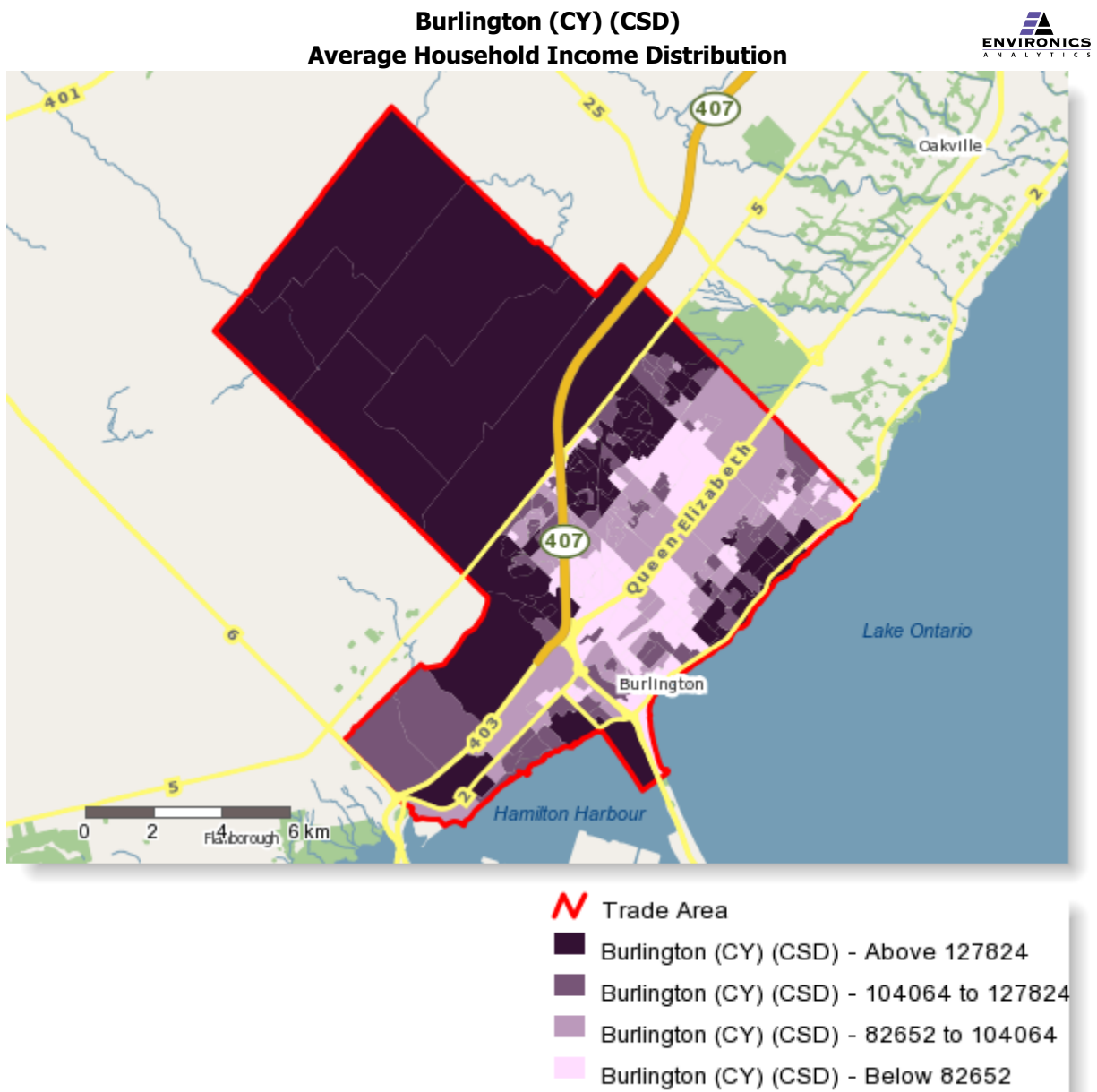
The following map shows areas that have a high average number of children at home per family.



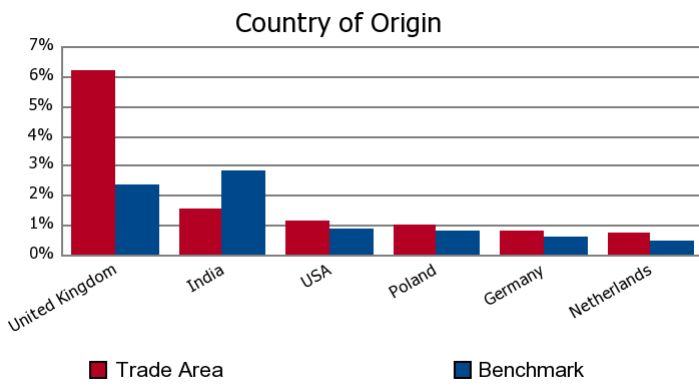
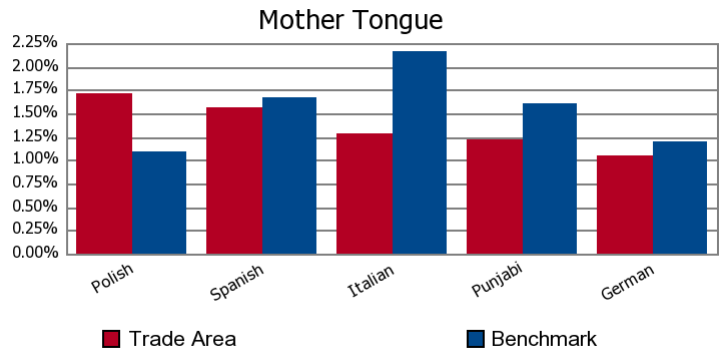
Income: The average household income for the area is \$107,142, which is 21.8% above the Ontario (PR) average.



The map below shows the distribution of average household incomes in the trade area.

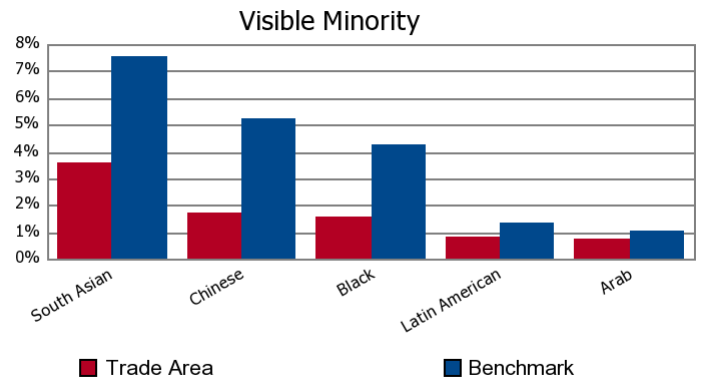


Mother Tongue: Of Canada's official languages, most residents state that their mother tongue, or first language learned, is English (79.7%) while 17.8% claim their mother tongue to be other than English or French. Of these unofficial languages, Polish (1.7%), Spanish (1.6%) and Italian (1.3%) are most often cited as a mother tongue.

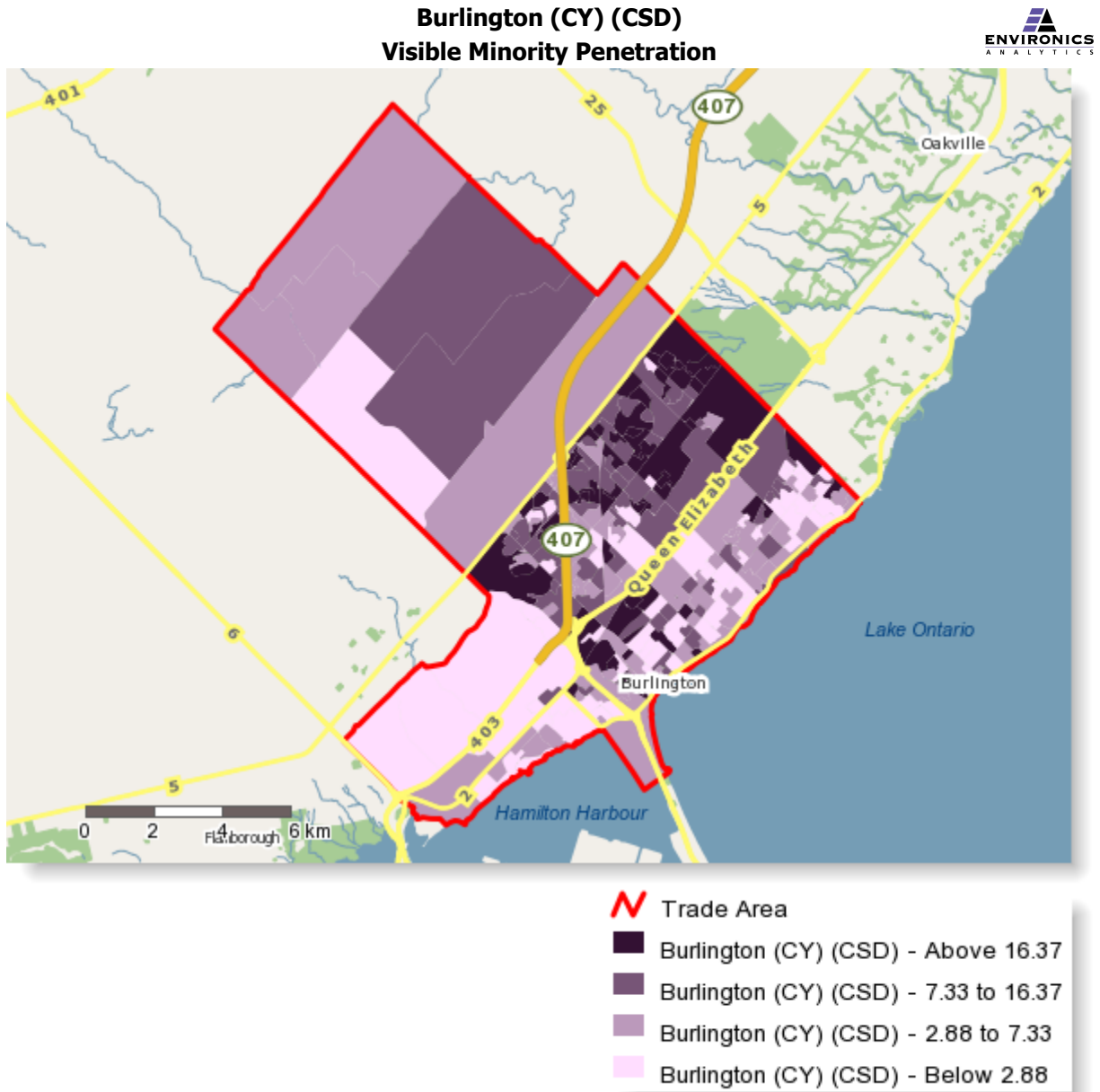


Immigration and Country of Origin: Immigrants make up a total of 23.2% of the trade area, which is low when compared to Ontario (PR). The most common countries of origin are United Kingdom (6.2%), India (1.5%) and USA (1.1%). Of the non-immigrant population, the majority were born in their province of residence (85.63%).

Visible Minority: At 10.9% the trade area has a much lower level of visible minorities than Ontario (PR). The most common visible minorities are South Asian and Chinese, making up 3.6% and 1.7% of the trade area, respectively.





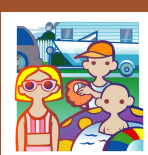


The following is a penetration map that thematically illustrates areas that have a high concentration of visible minorities. The areas in dark purple show the most concentrated areas.



PRIZM_{C2} Lifestyles & Demographics

Using PRIZM C2 we have determined that the top 8 clusters in the trade area represent 82.06% of the market's households. These clusters have been thematically mapped and are shown on the next page. Below are the top 8 clusters in your trade area, ranked by count and accompanied by the most relevant statistics used to determine their ranking.

<p>11 Pets & PCs</p>  <p>S1 Suburban Elite</p>	<p>Rank: 1</p> <p>HHId Count: 11,658</p> <p>HHId %: 16.56%</p> <p>% in Benchmark: 7.13%</p> <p>Index: 232</p>	<p>38 Grey Pride</p>  <p>S4 Suburban Midscale</p>	<p>Rank: 2</p> <p>HHId Count: 11,609</p> <p>HHId %: 16.49%</p> <p>% in Benchmark: 3.79%</p> <p>Index: 435</p>
<p>07 Winner's Circle</p>  <p>E1 Exurban Elite</p>	<p>Rank: 3</p> <p>HHId Count: 10,150</p> <p>HHId %: 14.42%</p> <p>% in Benchmark: 4.84%</p> <p>Index: 298</p>	<p>08 Money & Brains</p>  <p>U1 Urban Elite</p>	<p>Rank: 4</p> <p>HHId Count: 6,830</p> <p>HHId %: 9.70%</p> <p>% in Benchmark: 2.55%</p> <p>Index: 381</p>
<p>29 Suburban Rows</p>  <p>S2 Suburban Upscale Ethnic</p>	<p>Rank: 5</p> <p>HHId Count: 5,643</p> <p>HHId %: 8.01%</p> <p>% in Benchmark: 3.85%</p> <p>Index: 208</p>	<p>12 God's Country</p>  <p>E1 Exurban Elite</p>	<p>Rank: 6</p> <p>HHId Count: 4,112</p> <p>HHId %: 5.84%</p> <p>% in Benchmark: 3.75%</p> <p>Index: 156</p>
<p>28 Startups & Seniors</p>  <p>U4 Urban Mix</p>	<p>Rank: 7</p> <p>HHId Count: 3,915</p> <p>HHId %: 5.56%</p> <p>% in Benchmark: 2.16%</p> <p>Index: 258</p>	<p>22 Blue-Collar Comfort</p>  <p>E2 Exurban Midscale</p>	<p>Rank: 8</p> <p>HHId Count: 3,859</p> <p>HHId %: 5.48%</p> <p>% in Benchmark: 4.00%</p> <p>Index: 137</p>

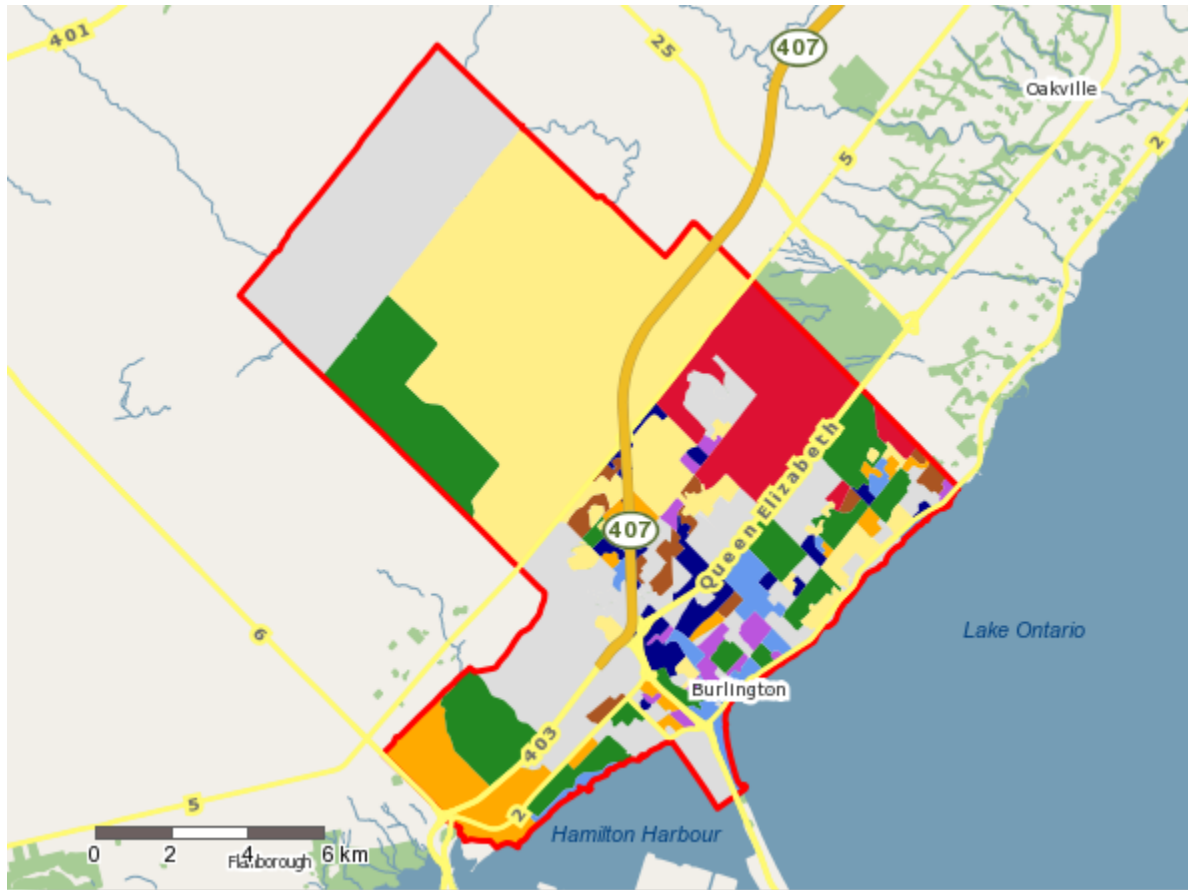
Following the map on the next page you will find a complete description of each of these 8 clusters, detailing both demographic and lifestyle characteristics. These descriptions will provide insightful information about how to best reach your customers in these clusters.

Note: The cluster colours shown here are meant to facilitate interpretation of the map on the following page, and are in no way related to the social group or lifestage colours seen in the PRIZM C2 marketer's handbook.

The following map shows where the most predominant lifestyle types (clusters) exist in the trade area.



Burlington (CY) (CSD) PRIZM_{C2} Distribution



-  Trade Area
-  Cluster - 11: Pets & PCs
-  Cluster - 38: Grey Pride
-  Cluster - 07: Winner's Circle
-  Cluster - 08: Money & Brains
-  Cluster - 29: Suburban Rows
-  Cluster - 12: God's Country
-  Cluster - 28: Startups & Seniors
-  Cluster - 22: Blue-Collar Comfort
-  Other Clusters

11 - Pets & PCs

Large, upscale suburban families

Population	2,040,079 (6.03% of Canada)
Households	668,671 (4.95% of Canada)
Average Household Income	\$118,545
Housing Tenure	Homeowners
Education	University/College
Occupation	Mixed
Ethnic Presence	Medium
Sample Social Value	Enthusiasm for Technology



Younger multi-ethnic families with pre-school children have turned Pets & PCs into the largest lifestyle type in Canada. Scattered around the nation's larger cities, the group contains an increasing number of immigrants from South Asia, China and Europe. Few segments have a greater concentration of new housing, and many of the residents have settled into single-home and row house subdivisions. With their upscale incomes, they have crafted an active, child-centred lifestyle. They participate in a number of team sports, including baseball, basketball, hockey and soccer, shuttling kids and gear to games in minivans and SUVs. On weekends, they head to kid-friendly destinations such as zoos, theme parks and aquariums. They fill their homes with an array of computers and electronic gear, telling researchers that they enjoy buying new products "just for the sheer joy of the novelty."

With nearly one-fifth of residents having moved in the last year, Pets & PCs is one of the most mobile of Canadian lifestyles. These on-the-go households are only moderate consumers of most media and are often too busy to read a newspaper or magazine. They will sit in front of a TV to watch sports and reality programs, and they're increasingly turning to the Internet for a variety of activities: gaming, banking, visiting beauty sites and researching products. But when it comes to culture, you won't find Pets & PCs residents at an art gallery or a ballet performance. A big night out is going to a movie, skating rink or dinner theatre—with or without the kids.

How They Live

Leisure

theme parks
 football
 board games
 health clubs
 air travel within Canada

Shopping

computer software
 HDTVs
 taco restaurants
 Roots
 The Gap

Media

Glow
Today's Parent
 "Desperate Housewives"
 multicultural radio
 online shopping

Food/Drink

prepared infant formula
 organic fruit
 pizza shells
 toaster products
 domestic beer

Financial

\$250,000-\$500,000 in securities and savings
 mutual funds
 children's banking services
 RESPs
 donations to the Heart and Stroke Foundation

Automotive

SUVs
 full-size cars
 \$40,000-\$50,000 on latest vehicle
 Ford
 Honda

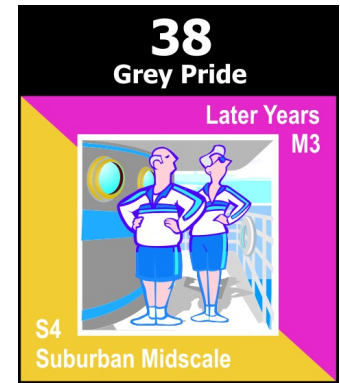
Attitudes

"The man should be the head of the family"
 "If I see something interesting in a store, I will usually buy it on impulse"
 "I enjoy dressing for formal occasions"
 "It's important to try new products, new vacation places and new foods--just for the pleasure of the novelty"
 "I often reward myself by having a snack"

38 - Grey Pride

Lower-middle-class, suburban apartment-dwelling seniors

Population	623,242 (1.84% of Canada)
Households	322,065 (2.39% of Canada)
Average Household Income	\$65,516
Housing Tenure	Homeowners & Renters
Education	Mixed
Occupation	Service Sector & White Collar
Ethnic Presence	Medium
Sample Social Value	Global Ecological Awareness



One of the oldest lifestyle types in Canada, Grey Pride is filled with over-60 singles, couples, widows and widowers living in urban- and suburban-fringe apartments. Getting by on comfortable fixed incomes, these residents maintain a relaxed lifestyle, cooking and doing crafts at home, and socializing with friends at the community theatre, ballet, racetrack or art gallery. The chief entertainment for many is television—many own home theatre systems—and residents are big fans of talk shows, news, hockey matches and figure skating. Concerned about their advancing years—one in four are over 75—this cluster's residents score high for buying prescription drugs, having a will and protecting the environment for future generations. Frequent donors to alumni and political groups, they worry that humankind is heading toward major upheavals and they look to these organizations for leadership in a changing world.

Widely scattered around smaller cities throughout Canada, Grey Pride residents have average educations and typically live in condos and apartment complexes built in the 1970s and 1980s. Those who are still working have white-collar and service jobs. Those who have retired, however, are by no means confined to their rocking chairs. Grey Pride residents travel often, taking cruises, bus tours and rental cars on trips to the U.K., Alaska and the southern U.S. They also make a strong market for a variety of exhibitions, including those devoted to boats, RVs, travel and health. Although Grey Pride residents tend to be fans of traditional media—they like to read *The Globe and Mail* and the *National Post*—they're increasingly enthusiastic about the Internet. These households score high for reading blogs, listening to online radio stations and making online donations.

How They Live

Leisure

ballets/operas/symphonies
community theatres
horse races
fitness walking
bus tours

Shopping

home theatre systems
boats
gourmet food stores
Talbots
Holt Renfrew

Media

The Globe and Mail
Chatelaine
W Network
classical radio
online auctions

Food/Drink

fresh pasta
salsa
rolled oats
milk
Canadian wine

Financial

\$100,000-\$250,000 in securities and savings
will/estate planning
mutual funds
travel insurance
donations to alumni groups

Automotive

sedans
full-size cars
lease new vehicles
Chrysler
Ford

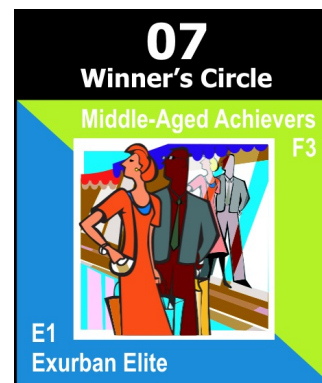
Attitudes

"No-name products are as good as nationally advertised brands"
"I am more of a spender than a saver"
"I like to work on community projects"
"Society should regard people of the same sex who live together the same as a married couple"
"My personal care is a real chore to me"

07 - Winner's Circle

Well-off, middle-aged exurban families

Population	861,288 (2.54% of Canada)
Households	265,069 (1.96% of Canada)
Average Household Income	\$131,395
Housing Tenure	Homeowners
Education	Mixed
Occupation	White Collar & Service Sector
Ethnic Presence	Medium
Sample Social Value	Importance of Brand



The wealthiest exurban lifestyle, Winner's Circle is known for its sprawling families—47 percent of households have four or more people—living in satellite cities within a driving commute of a handful of metro areas. Most residents lead flourishing lifestyles, living in homes built since 1980 and surrounded by recreational parks, ball fields, golf courses and malls filled with big-box stores. With average household incomes around \$131,000, residents of Winner's Circle can afford HDTVs in their family rooms, sport utility vehicles in their garages and lots of consumer electronics in their kids' bedrooms. Although money is still an issue—these financially well-off families express concern about saving enough for the future—many tend to have ostentatious inclinations and don't mind spending freely to look youthful and attractive.

Winner's Circle members can point to more drive than education as the engine of their success. Only 26 percent have a university degree—relatively low for such an upscale cluster. But in these households concentrated around Toronto, the busy moms and dads have enough disposable income from their white-collar and service jobs to pursue a wide range of activities. They enjoy going to theme parks, boat shows, baseball games and video arcades. Lots of kids means lots of sports, and Winner's Circle households have high rates for playing soccer, baseball, basketball and football. And when they come in from the games, they like to watch sitcoms, hockey and cooking shows on TV. To broaden their horizons, parents take their families on plenty of trips outside of Canada—typically to Florida, the Caribbean and Europe.

How They Live

Leisure

video arcades
 theme parks
 boat shows
 basketball
 all-inclusive resorts

Shopping

golf equipment
 digital cameras
 frozen food store
 Danier Leather
 Banana Republic

Media

Financial Post Magazine
Toronto Life
 Rogers Sportsnet
 adult contemporary radio
 book travel accommodation online

Food/Drink

frozen pizza
 fruit punch
 cookie mixes
 energy drinks
 imported beer

Financial

\$5,000-\$10,000 on home improvements
 mutual funds
 RESPs
 gas station quick-pay cards
 donations to cultural groups

Automotive

crossover vehicles
 midsize cars
 \$15,000-\$20,000 on latest vehicle
 Volvo
 Buick

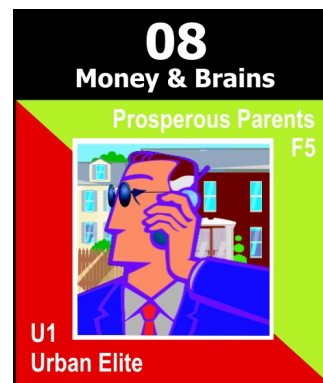
Attitudes

"It is important to me to regularly get away from all responsibilities and burdens"
 "Most new products are worth a try"
 "When shopping for clothes, I generally look for designer labels"
 "Governments do more harm than good"
 "I hope that in my lifetime science will develop methods to keep our bodies looking young"

08 - Money and Brains

Upscale, educated couples and families

Population	608,798 (1.8% of Canada)
Households	234,694 (1.74% of Canada)
Average Household Income	\$122,357
Housing Tenure	Homeowners
Education	University
Occupation	White Collar
Ethnic Presence	Medium
Sample Social Value	Community Involvement



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 and suburban neighbourhoods. With nearly 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.

Money & Brains is one of the top clusters for buying financial products. These savvy Canadians invest in virtually every kind of mutual fund available. But these households are also home to a significant proportion of young adults living with their parents, and surveys reveal the popularity of a number of youth-oriented activities—from skiing and doing aerobics to patronizing nightclubs and rock concerts. But all ages enjoy going to health clubs, basketball games and community theatres. To reach Money & Brains consumers, marketers typically place ads in business and travel publications, during TV golf shows and in the programs of music festivals. The residents of Money & Brains like to cultivate both mind and body.

How They Live

Leisure

theatres
historical sites
tennis
aerobics
travel to the U.K.

Shopping

MP3 players
books
bulk food stores
Eddie Bauer
Talbots

Media

The Globe and Mail
Food & Drink
TV sports
classical/fine arts radio
purchase books online

Food/Drink

fish and seafood
skimmed milk
corn chips
whole coffee beans
Australian wine

Financial

mutual funds
stocks
private banking package
travel insurance
donations to political groups

Automotive

SUVs
compact premium cars
\$30,000-\$40,000 on latest vehicle
Subaru
BMW

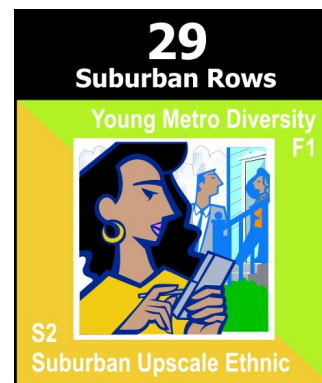
Attitudes

"I am better informed about nutrition than the average person"
"I have taken steps to ensure I have sufficient income for retirement"
"I often buy things just because they are beautiful, whether or not they are practical"
"I would never buy products from a company that tested their products on animals"
"I try to avoid eating pre-packaged foods"

29 - Suburban Rows

Younger, thriving immigrant families

Population	886,681 (2.62% of Canada)
Households	330,307 (2.45% of Canada)
Average Household Income	\$78,890
Housing Tenure	Homeowners & Renters
Education	University/College/High School
Occupation	Service Sector & White Collar
Ethnic Presence	High
Sample Social Value	<i>Need for Escape</i>



Scattered across the provinces, Suburban Rows is composed of younger, middle-class immigrant families living in suburban and urban row houses. More than a third of cluster residents are classified visible minorities: black, South Asian and a mix of Chinese and other nationalities. Despite many having university and college educations, these newcomers mostly work in service sector jobs, earn average incomes and have low-key lifestyles. They have high rates for playing basketball, soccer, jogging and swimming. And a big date is taking the kids to a zoo, aquarium, carnival or video arcade. They like to shop at mall outlets, where they can acquire the latest consumer electronics, including computers, MP3 players and smartphones. Admitting that they rarely go to gourmet supermarkets or fancy restaurants, the parents of these growing families say that they don't need a lot of money to enjoy life.

As consumers, Suburban Rows residents present a mixed portrait. They're regular travellers—to Asia, Central America and the Western U.S.—but these penny-pinchers usually book on discount websites, fly economy class and stay with friends or relatives. Their typical row and semi-detached houses are modestly priced, as are their vans and hatchbacks parked out front. At home, these Canadians have selective media tastes, watching relatively little TV and reading few newspapers and magazines, but listening to a variety of radio stations; jazz and ethnic multicultural programs are especially popular. Where they excel is their Internet usage, going online to play games, read online newspapers, search for jobs and download music. Clearly, the web satisfies one of their key Social Values: a *Need for Escape*.

How They Live

Leisure

amusement parks
soccer
baseball
swimming
travel to Mexico

Shopping

MP3 players
building sets
frozen food stores
Old Navy
H&M

Media

The Globe and Mail
Elle Canada
"Grammy Awards"
jazz radio
online job search

Food/Drink

canned luncheon meat
vegetarian products
toaster products
sports energy drinks
Canadian wine

Financial

less than \$5,000 in securities and savings
RESPs
student banking services
group life insurance
debit cards

Automotive

coupes/hatchbacks
compact premium cars
own 1 vehicle
Ford
Jeep/Eagle

Attitudes

"It's acceptable to use physical force to get something you really want"
"It is one of my goals in life that, when I die, I leave as much money as I can to others"
"My personal care routine is a real chore to me"
"To preserve people's jobs in this country, we must accept higher degrees of pollution in the future"
"I often reward myself by having a snack"

12 - God's Country

Upscale, middle-aged exurban couples and families

Population	619,554 (1.83% of Canada)
Households	212,338 (1.57% of Canada)
Average Household Income	\$115,377
Housing Tenure	Homeowners
Education	Mixed
Occupation	Mixed
Ethnic Presence	Medium
Sample Social Value	Religiosity



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 horse races and attend sportsmen, cottage and motorcycle exhibitions. To get to their leisure activities, they tend to drive SUVs and trucks, 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.

The residents of God's Country straddle two worlds: close enough to the city for their work but far enough away to raise their children amid the small-town comforts of large yards, decent schools and sprawling sports facilities. Many of these middle-aged adults have only completed high school or college, but they've managed to turn average educations into impressive dual incomes totalling more than \$115,000 a year. And while all manner of entertainment electronics may be present at home, families here still use dial-up access and have little interest in new media. These households tend to subscribe to newspapers and magazines covering gardening and home, travel and entertainment. Receptive to many forms of direct marketing, they prefer to get catalogues over flyers inserted into newspapers.

How They Live

Leisure

golf
boat shows
horse races
hockey
cruises

Shopping

video cameras
children's books
frozen food stores
Sam's Club
Old Navy

Media

The Globe and Mail
Reader's Digest
A&E
golden oldies radio
online newspapers

Food/Drink

cold cuts
frozen vegetables
potato chips
frozen main courses
Canadian wine

Financial

\$100,000-\$250,000 in securities and savings
bonds
electronic banking services
travel insurance
donations to Cancer Society

Automotive

compact CUVs
midsize cars
\$20,000-\$30,000 on latest vehicle
Jeep/Eagle
Ford

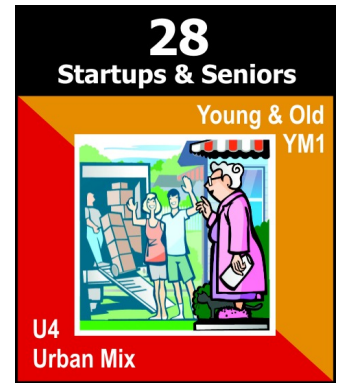
Attitudes

"I am a homebody"
"I dont really need a lot of money to live the kind of life I enjoy"
"Most new products are worth a try"
"The world is heading for disaster: within the next 10 to 20 years there will be a major upheaval"
"Low-carbohydrate diets are not really healthy"

28 - Startups & Seniors

Midscale mix of young and mature singles and couples

Population	504,428 (1.49% of Canada)
Households	227,164 (1.68% of Canada)
Average Household Income	\$77,130
Housing Tenure	Homeowners & Renters
Education	University/College/High School
Occupation	Service Sector & White Collar
Ethnic Presence	Low
Sample Social Value	Reprioritizing of Money



Startups & Seniors is a prime example of two lifestyles thriving side by side: a mix of very young and old households, singles and widowers, newly married couples and empty-nesting retirees. Found in older city and suburban neighbourhoods filled with duplexes and low-rise apartments, this bi-modal population has a split marketplace personality. Startups & Seniors households have high rates for going to bars, rock concerts and job fairs as well as enjoying gardening, retirement magazines and crafts projects. But residents share relatively high educational levels—45 percent have gone to college or a university—which result in average incomes, a fondness for the arts and a healthy skepticism towards leaders of government or culture. They show little interest in keeping up with fashion trends and wish society would reduce its preoccupation with money.

Unlike other lifestyles with high proportions of young people, Startups & Seniors scores relatively low for many aerobic sports due to the elderly influence. However, cluster residents do enjoy being spectators at baseball, football, basketball and horse racing events. And they're particularly fond of attending a number of shows and exhibitions—whether for boats, cottages, gardening or pets. The generation gap notwithstanding, Startups & Seniors residents enjoy a variety of media. They read national newspapers, subscribe to news and sports magazines and go online to visit sports and newspaper sites. However, this is probably the only lifestyle in Canada where residents have high rates for listening to both alternative rock and golden oldies radio stations.

How They Live

Leisure

movies
dancing/nightclubs
craft shows
football
travel to Dominican Republic

Shopping

jewellery
books
pet supply stores
Dynamite
RW & Co.

Media

Toronto Star
The Hockey News Magazine
"Medium"
classic hits radio
travel sites

Food/Drink

vegetarian products
organic foods
lattés
gin
Alexander Keith's Pale Ale

Financial

personal overdraft protection
GICs
telephone banking
debt consolidation services
senior banking services

Automotive

SUVs
midsize cars
\$25,000-\$30,000 on latest vehicle
Toyota
Chevrolet

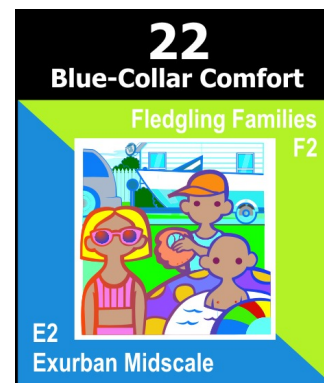
Attitudes

"I feel very lonely"
"If you want quality generally have to buy branded products"
"I try to keep abreast of changes in style and fashions"
"I think that young people should be taught to question authority"
"I feel guilty when I eat junk food"

22 - Blue-Collar Comfort

Middle-aged, upper-middle-class blue-collar families

Population	593,383 (1.75% of Canada)
Households	206,685 (1.53% of Canada)
Average Household Income	\$88,242
Housing Tenure	Homeowners
Education	High School/College
Occupation	Service Sector & Blue Collar
Ethnic Presence	Medium
Sample Social Value	Adaptability to Complexity in Life



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—the average income is more than \$88,000—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 book, food 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.

Slightly less affluent than in the past, Blue-Collar Comfort residents tend to live in moderately priced housing that allows them to stretch their incomes. They have higher than average rates for owning video game consoles, MP3 players and computer equipment. Befitting their jobs in manufacturing and the trades, Blue-Collar Comfort residents gravitate to sports for relaxation—whether it's taking their motorcycles out on back trails, buying their kids toy racing sets or watching basketball, soccer or hockey on television. Adaptable to the uncertainties of modern life, they've managed to thrive despite the changes in society and the workplace.

How They Live

Leisure

theme parks
baseball
motorcycle shows
horse races
travel to the Caribbean

Shopping

MP3 players
snowmobiles/ATVs
frozen food stores
Mark's Work Wearhouse
Sam's Club

Media

sports section
People
"Survivor"
golden oldies radio
online magazines

Food/Drink

cold cuts
processed cheese
nutritional bars
frozen waffles
protein drinks

Financial

RESPs
Canada savings bonds
personal lines of credit
auto loans
senior banking services

Automotive

minivans
midsize cars
\$10,000-\$15,000 on latest vehicle
Chevrolet
Dodge

Attitudes

"I like activities which push my mental and physical limits"
"Most new products are worth a try"
"Advertising is an important source of information to me"
"What one feels is more important than reason and logic"
"I probably should drink less alcohol"

2011 Demographic (DEP) Summary Report

Trade Area: Burlington (CY) (CSD)

Benchmark: Ontario (PR)

Variable	Trade Area		Benchmark %	Index	Variable	Trade Area		Benchmark %	Index
	Count	%				Count	%		
Base Variables					Education & Employment				
Total households	70,407		5,104,185	----	Education				
Total population	180,604		13,375,748	----	No certificate, diploma or degree	20,779	14.10%	19.86%	71
Household Characteristics					High school certificate or equivalent	39,120	26.54%	26.41%	100
Age of Household Maintainer					Apprenticeship or trades cert/dipl	9,333	6.33%	7.46%	85
Under 25 years	988	1.40%	2.50%	56	College/CEGEP/non-uni cert/dipl	32,246	21.88%	18.39%	119
25 to 34 years	8,485	12.05%	14.27%	84	University cert/dipl below bachelor's	7,930	5.38%	4.90%	110
35-44 years	14,957	21.24%	19.89%	107	University degree	38,002	25.78%	22.99%	112
45-54 years	16,369	23.25%	23.60%	99	Labour Force				
55-64 years	12,026	17.08%	18.29%	93	In the labour force (15+)	101,633	68.95%	66.61%	104
65-74 years	8,905	12.65%	11.30%	112	Not in the labour force	45,777	31.05%	33.39%	93
75 years or over	8,677	12.32%	10.15%	121	Labour Force by Occupation				
Size of Household					Management	15,429	10.47%	6.87%	152
1 person	17,072	24.25%	25.33%	96	Business Finance Administration	20,142	13.66%	12.28%	111
2 persons	24,367	34.61%	31.73%	109	Sciences	7,187	4.88%	4.65%	105
3 persons	11,403	16.20%	16.60%	98	Health	5,192	3.52%	3.43%	103
4+ persons	17,565	24.95%	26.34%	95	Soc. Sci, Education, Gov't, Religion	8,612	5.84%	5.51%	106
Household Type					Art, Culture, Recreation, Sport	3,050	2.07%	2.02%	102
Family households	50,600	100.00%	100.00%	100	Sales and Service	25,006	16.96%	15.25%	111
Couples with children	24,939	49.29%	51.16%	96	Trades, Transport, Operators	10,606	7.19%	9.11%	79
Couples without children	18,918	37.39%	33.16%	113	Unique to Primary Industries	1,319	0.89%	1.62%	55
Lone-parent	6,743	13.33%	15.68%	85	Unique to Manufacture and Utilities	4,165	2.83%	4.65%	61
1 family households	49,567	70.40%	67.81%	104	Commuting				
Multiple-family households	1,033	1.47%	2.52%	58	Car, truck, van	77,373	87.10%	79.60%	109
Non-family households	19,807	28.13%	29.67%	95	Public Transit	6,971	7.85%	12.92%	61
Marital Status					Walked	3,260	3.67%	5.44%	67
Single (never married)	35,618	23.73%	28.86%	82	Bicycle	651	0.73%	1.11%	66
Married (not separated)	93,897	62.56%	56.19%	111	Household Income				
Widowed	6,297	4.20%	5.68%	74	Average household income	\$107,142		\$87,933	122
Divorced	9,324	6.21%	6.08%	102	Language, Immigration & Ethno-Cultural				
Separated (legally married)	4,945	3.29%	3.19%	103	Immigration Status				
Age of Children At Home					Non-immigrant population	135,924	76.39%	68.94%	111
Under 5 years of age	10,251	17.88%	17.87%	100	Born in province of residence	116,386	85.63%	87.93%	97
5-9 years	11,240	19.61%	18.34%	107	Born outside province of residence	19,538	14.37%	12.07%	119
10-14 years	11,352	19.80%	19.11%	104	Immigrant population	41,280	23.20%	30.17%	77
15 -17 years	7,015	12.24%	12.28%	100	Visible Minority				
18-24 years	11,649	20.32%	20.84%	98	Total visible minority	19,460	10.94%	25.36%	43
25 years and over	5,819	10.15%	11.57%	88	Chinese	3,047	1.71%	5.24%	33
Dwelling Characteristics					South Asian	6,358	3.57%	7.58%	47
Housing Tenure					Black	2,827	1.59%	4.25%	37
Owned	56,224	79.86%	71.60%	112	Filipino	1,116	0.63%	1.86%	34
Rented	14,183	20.14%	28.22%	71	Latin American	1,424	0.80%	1.34%	60
Band housing	0	0.00%	0.18%	0	Southeast Asian	933	0.52%	1.00%	52
Housing Type					Arab	1,342	0.75%	1.07%	71
Houses	53,639	76.18%	69.73%	109	West Asian	574	0.32%	0.92%	35
Semi-detached house	2,867	4.07%	5.72%	71	Korean	746	0.42%	0.66%	63
Single-detached house	37,571	53.36%	55.98%	95	Japanese	385	0.22%	0.23%	92
Row house	13,201	18.75%	8.03%	234	Mother Tongue - Top 12				
Apartments	15,808	22.45%	26.38%	85	English	141,742	79.66%	66.17%	120
Low-rise (<5 floors)	5,399	7.67%	10.51%	73	French	2,988	1.68%	3.84%	44
High-rise (5+ floors)	10,409	14.78%	15.87%	93	Total Non-Official	31,712	17.82%	28.46%	63
Detached duplex	899	1.28%	3.38%	38	Polish	3,050	1.71%	1.08%	158
Movable dwelling	9	0.01%	0.27%	5	Spanish	2,770	1.56%	1.67%	93
Age of Housing					Italian	2,304	1.29%	2.16%	60
Before 1946	2,473	3.51%	13.26%	26	Punjabi	2,158	1.21%	1.61%	75
1946-1960	9,252	13.14%	13.82%	95	German	1,876	1.05%	1.19%	88
1961-1970	10,872	15.44%	12.57%	123	Dutch	1,575	0.89%	0.52%	170
1971-1980	13,497	19.17%	15.77%	122	Arabic	1,350	0.76%	1.00%	76
1981-1985	3,928	5.58%	6.87%	81	Croatian	1,049	0.59%	0.29%	205
1986-1990	6,423	9.12%	8.34%	109	Portuguese	1,021	0.57%	1.19%	48
1991-1995	3,715	5.28%	5.93%	89	Russian	885	0.50%	0.83%	60
1996-2000	6,888	9.78%	6.35%	154	Chinese n.o.s	882	0.50%	1.78%	28
2001-2006	7,646	10.86%	8.49%	128	Ukrainian	789	0.44%	0.38%	117
After 2006	5,713	8.11%	8.61%	94					