

2025 Demographic Profile of Cornwall

The following is a Demographic Profile of Cornwall, as compiled by Environics. It was produced in March 2026 and estimates population characteristics for Cornwall for the year 2025.



The area of analysis is the Cornwall Census Subdivision, and the comparison benchmark is the province of Ontario. So, you'll see variable values for Cornwall and often an Index value that indicates how Cornwall is the same/different from the province. An index value of 100 means that Cornwall is at par with the province for a given variable, over 100 means that Cornwall over-indexes for a variable and under means it under indexes.

AREA: CORNWALL, ON (CY)

Report | Source: Demographics | DemoStats

Benchmark: Ontario

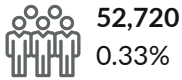
Summary

Cornwall residents are significantly more likely to live alone, with a high concentration of one-person households at 36.4%. Additionally, the Indigenous population is notably over-represented, comprising 5.7% of the area's demographics. Together, these traits highlight a community with unique household structures and a distinct cultural presence.

Generated by AI.

Cornwall, ON (CY)

Population



Households



Ontario

Population



Households



Key Findings

Population

Variable Name	Count	%	Index
Females	26,879	51.0	102
Movers Pst 5 Yrs	19,785	40.6	108

Immigration

Variable Name	Count	%	Index
Immigrant	5,018	9.8	31
Recent Immigration	988	1.9	45
First Generation	7,153	14.0	36
Second Generation	6,716	13.1	62

Diversity

Variable Name	Count	%	Index
Visible Minority	5,734	11.2	30
Indigenous Identity	2,941	5.7	184
Non-Official Single Mother Tongue	4,270	8.3	28
Non-Official Single Home Language	2,212	4.3	27

Education & Work

Variable Name	Count	%	Index
University Degree	3,833	15.3	38
Home as Place of Work	3,026	13.0	71

Households

Variable Name	Count	%	Index
One-Person Hhlds.	8,376	36.4	134
One-Family Hhlds.	13,208	57.4	90

Income

Variable Name	Dollar	Index
Avg Hhd Income	\$84,157	60
Median Hhd Income	\$69,643	68

Index Ranges: ■ 0-64 ■ 65-89 ■ 90-109 ■ 110-149 ■ 150+

Housing

Variable Name	Count	%	Index
Homes Built After 2016	1,405	6.1	50
Owned	12,208	53.1	79
Apartments	7,883	34.3	109
In Condo	789	3.4	22

Index Ranges:  0-64  65-89  90-109  110-149  150+

AREA: CORNWALL, ON (CY)

Report | Source: Demographics | DemoStats, DemoStats Trends
Benchmark: Ontario

AREA:

Population: 52,720

Key Findings

Widowed individuals represent a significantly higher portion of Cornwall's population compared to the Ontario average, alongside elevated representation among cohorts aged 70 and above. Additionally, the community exhibits strong proportions of those living common-law as well as individuals who are divorced or separated. These patterns suggest an older, more diverse household composition with a potential emphasis on non-traditional family structures.

Generated by AI.

Population



2025 - 2030 Pct. Chg. Total Pop



Females

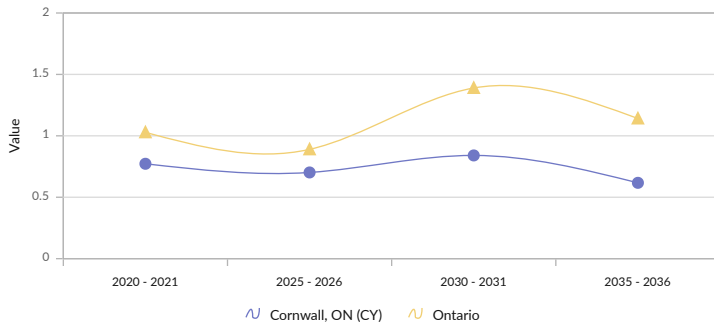


Movers Pst 5 Yrs

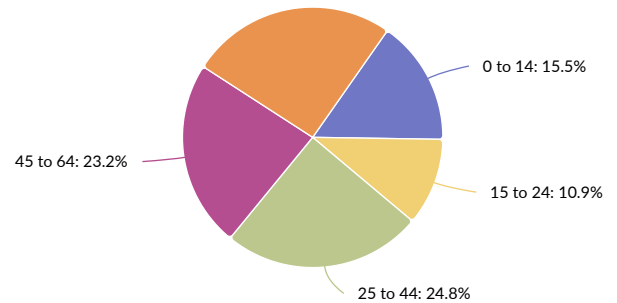


A Closer Look

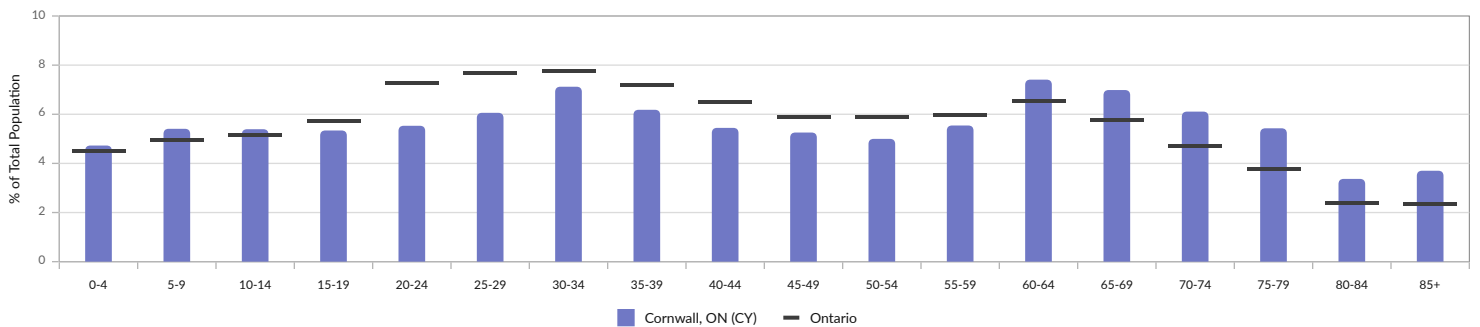
Rate of Population Change



Major Age Groups

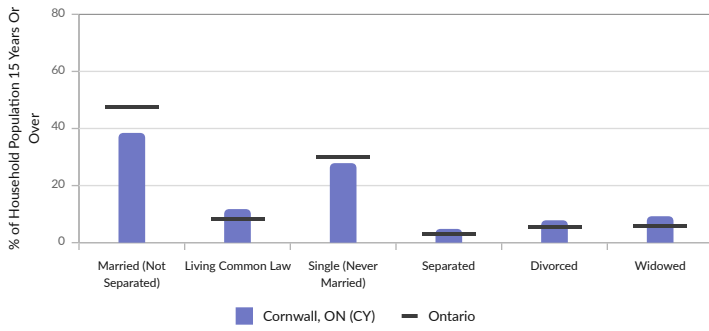


Detailed Age Groups



Index Ranges: 0-64 65-89 90-109 110-149 150+

Marital Status of Population 15+



Index Ranges: 0-64 65-89 90-109 110-149 150+

AREA: CORNWALL, ON (CY)
 Report | Source: Demographics | DemoStats
 Benchmark: Ontario

AREA:
 Immigrant: 5,018
 Non-Permanent Resident: 2,089
 Recent Immigration: 988

Key Findings

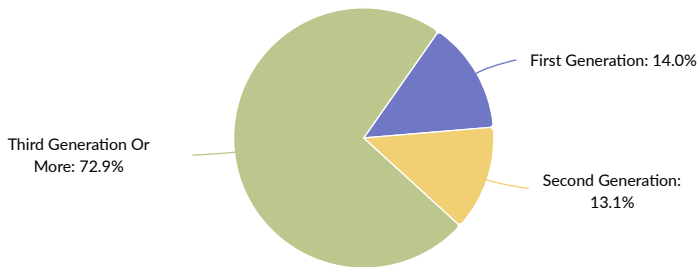
Cornwall, ON, exhibits a significantly higher proportion of non-immigrant residents compared to Ontario overall, alongside an over-representation of third-generation or more residents, reflecting a deeply rooted local population. Recent immigrants in Cornwall show a notable presence from African countries and a concentration of arrivals since 2022, suggesting emerging diversity trends within newer immigration waves. This population profile highlights a community with strong local heritage while gradually incorporating global influences through recent migration.

Generated by AI.

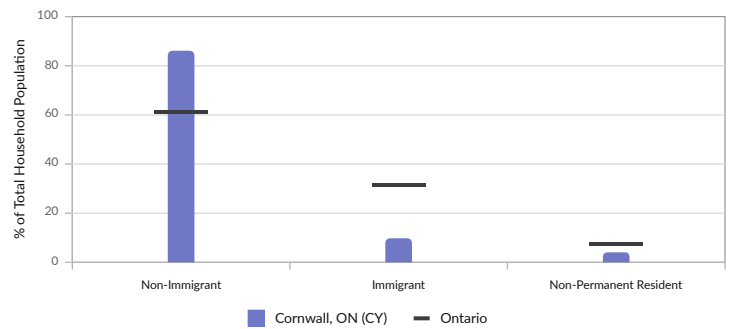


A Closer Look

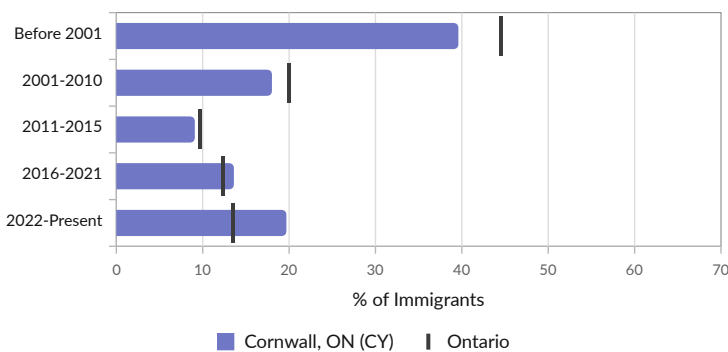
Generation Status



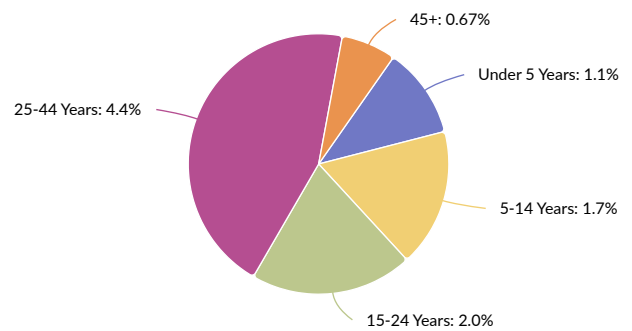
Immigration Status



Period of Immigration



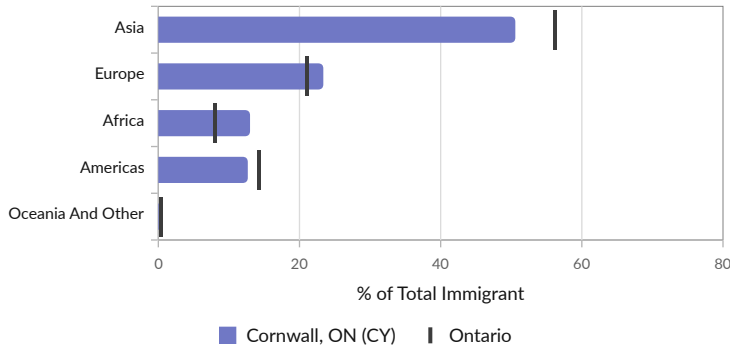
Age at Immigration



Index Ranges: 0-64 65-89 90-109 110-149 150+

Place of Birth of Immigrants by Region

Ranked by %



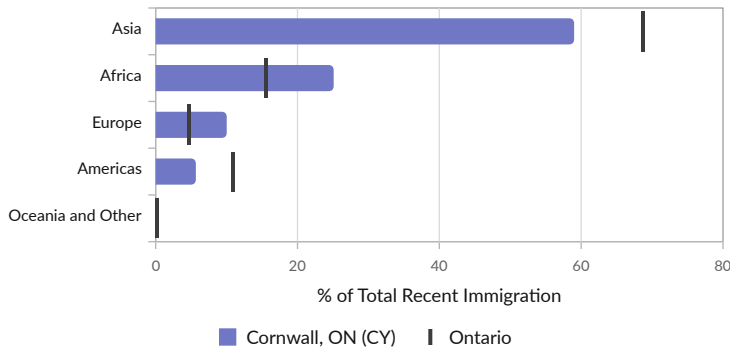
Countries of Birth of Immigrants - Top 5

Ranked by %

Variable Name	Count	%	Index
Pakistan	934	18.6	467
United Kingdom	534	10.6	225
Sri Lanka	492	9.8	391
India	462	9.2	62
United States	284	5.7	233

Place of Birth of Recent Immigrants by Region

Ranked by %



Countries of Birth of Recent Immigrants - Top 5

Ranked by %

Variable Name	Count	%	Index
Pakistan	248	25.1	758
India	178	18.0	53
Sri Lanka	81	8.2	982
Algeria	72	7.3	934
United Kingdom	51	5.2	710

Index Ranges: 0-64 65-89 90-109 110-149 150+

AREA: CORNWALL, ON (CY)
 Report | Source: Demographics | DemoStats
 Benchmark: Ontario

AREA:
 Population: 52,720

Key Findings

Residents of Cornwall, ON, exhibit a strong affiliation with Christianity, accounting for 64.6% of the population, which is significantly higher than the provincial average. Additionally, Indigenous identity is prominently represented, with 5.7% of residents identifying as such, nearly double the rate in Ontario overall. While cultural diversity exists, the region's demographic profile is defined by a high concentration of Christian and Indigenous communities.

Generated by AI.

Visible Minority



Indigenous Identity



Non-Official Single Mother Tongue



Non-Official Single Home Language



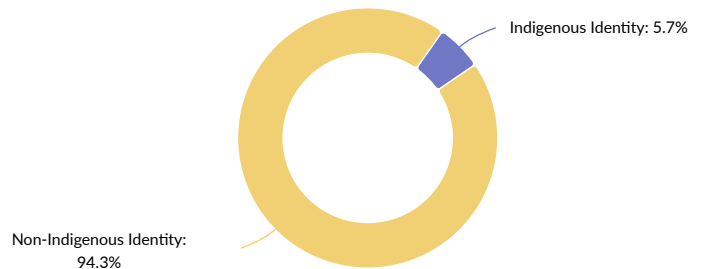
A Closer Look

Visible Minority Groups

Ranked by %

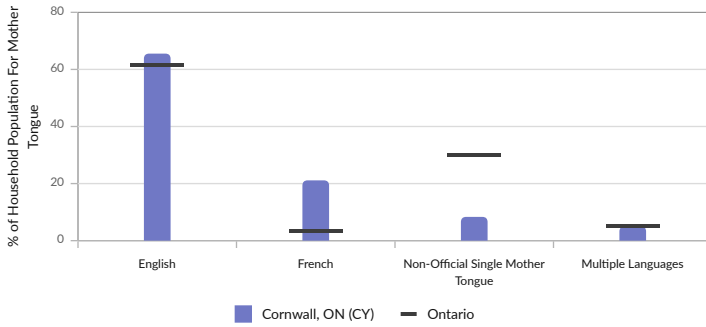
Variable Name	Count	%	Index
South Asian	3,080	6.0	51
Black	915	1.8	32
Filipino	326	0.6	24
Latin American	273	0.5	27
Arab	271	0.5	24
West Asian	216	0.4	24
Southeast Asian	197	0.4	31
Chinese	184	0.4	6
Korean	64	0.1	16
Japanese	58	0.1	50

Indigenous Identity



Index Ranges: 0-64 65-89 90-109 110-149 150+

Mother Tongue

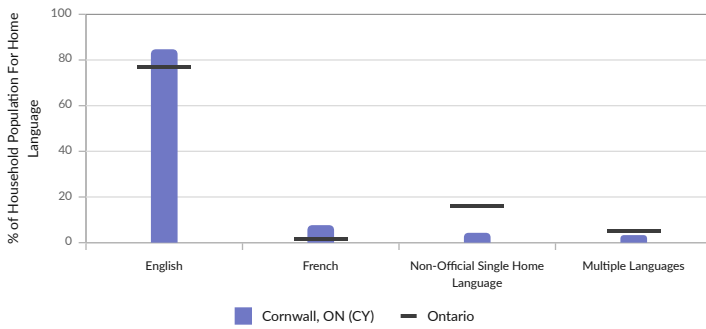


Non-Official Single Mother Tongue - Top 5

Ranked by %

Variable Name	Count	%	Index
Urdu	915	1.8	134
Tamil	517	1.0	105
Punjabi	303	0.6	25
Arabic	254	0.5	27
Spanish	237	0.5	26

Language Spoken Most Often at Home

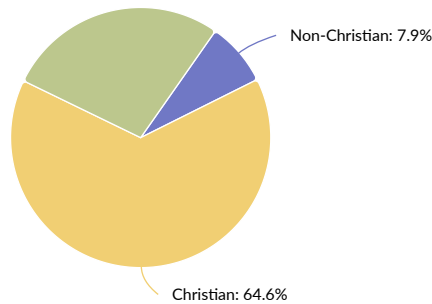


Non-Official Single Language Spoken Most Often at Home - Top 5

Ranked by %

Variable Name	Count	%	Index
Urdu	606	1.2	140
Tamil	348	0.7	100
Punjabi	220	0.4	27
Arabic	134	0.3	29
Spanish	96	0.2	21

Religion Affiliation



Religion Breakout

Variable Name	Count	%	Index
Buddhist	122	0.2	19
Anglican	1,633	3.2	88
Catholic	24,948	48.7	189
United Church	1,331	2.6	65
Hindu	1,032	2.0	47
Jewish	89	0.2	12
Muslim	2,155	4.2	61
Sikh	202	0.4	17
No Religious Affiliation	14,113	27.5	88

Index Ranges: 0-64 65-89 90-109 110-149 150+

AREA: CORNWALL, ON (CY)
 Report | Source: Demographics | DemoStats
 Benchmark: Ontario

AREA:
 Household Population 25-64: 25,110
 Household Population 15+ For Labour Force: 43,082

Key Findings

Education

Residents of Cornwall, ON exhibit a strong prevalence of lower educational attainment, with significantly higher representation among those with no certificate, diploma, or degree, and high school diplomas or equivalents. This trend highlights the areas emphasis on non-university qualifications, shaping its local workforce and economic engagement patterns.

Generated by AI.

Work

Residents of Cornwall, ON, show a strong representation in manufacturing, retail trade, and healthcare industries, with manufacturing standing out significantly. Employment patterns also reveal a notable preference for personal car travel and minimal reliance on public transit, reflecting practical mobility and employment dynamics in the region.

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University Degree



Labour Force Participation Rate



Unemployment Rate

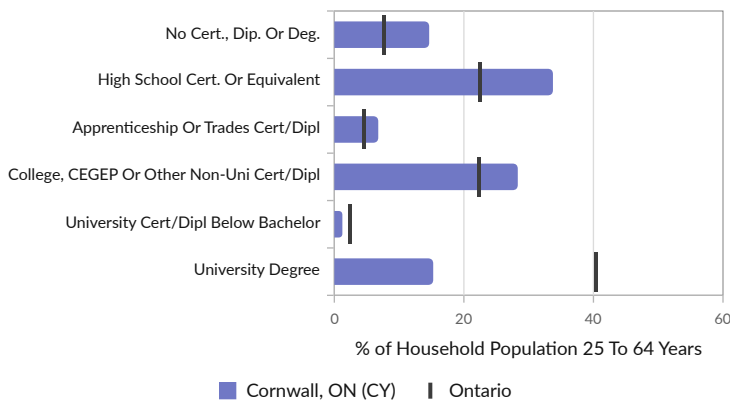


Home as Place of Work

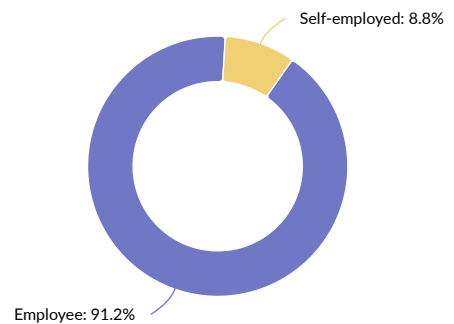


A Closer Look

Educational Attainment of Population 25-64

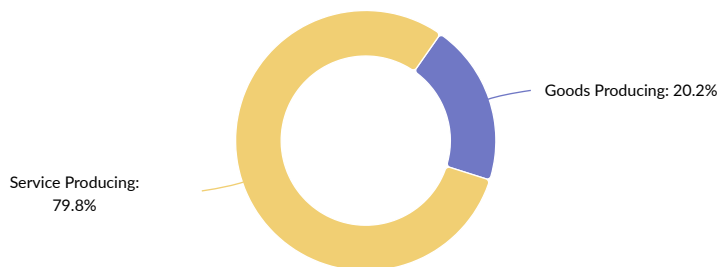


Class of Worker for Labour Force Population



Index Ranges: 0-64 65-89 90-109 110-149 150+

Industry Groups



Industries - Top 8

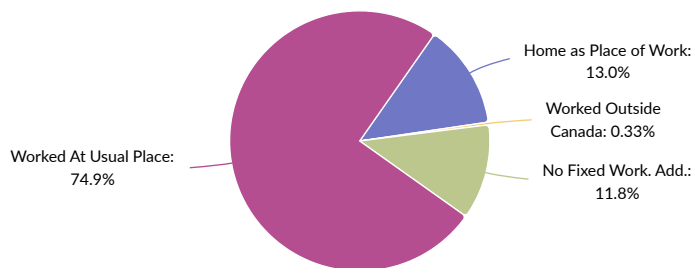
Ranked by %

Variable Name	Count	%	Index
Retail Trade	4,411	17.8	161
Health Care And Social Assistance	3,994	16.1	135
Manufacturing	3,149	12.7	140
Transpo. And Warehousing	2,148	8.7	164
Accommodation And Food Svcs.	1,720	6.9	127
Construction	1,528	6.2	83
Educational Svcs.	1,395	5.6	76
Public Admin.	1,251	5.0	83

Occupations

Variable Name	Count	%	Index
Management	140	0.6	45
Business Finance Admin.	3,905	15.8	81
Sciences	1,041	4.2	40
Health	2,511	10.2	127
Education, Gov't, Religion, Social	2,540	10.3	81
Art, Culture, Recreation, Sport	366	1.5	45
Sales And Service	6,917	28.0	126
Trades and Transport	4,848	19.6	124
Primary Industries	320	1.3	67
Manufacture And Utilities	2,128	8.6	189

Place of Work for Employed Population



Main Mode of Commuting to Work

Variable Name	Count	%	Index
Car (As Driver)	15,714	77.6	104
Car (As Passenger)	2,163	10.7	145
Public Transit	604	3.0	32
Walk	1,091	5.4	106
Bicycle	202	1.0	105
Other Method	480	2.4	96

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Report | Source: Demographics | DemoStats, DemoStats Trends

Benchmark: Ontario

AREA:

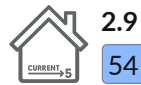
Households: 22,991

Key Findings

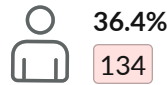
Households



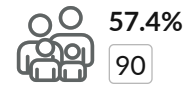
2025 - 2030 Pct. Chg. Total HHlds



One-Person HHlds.

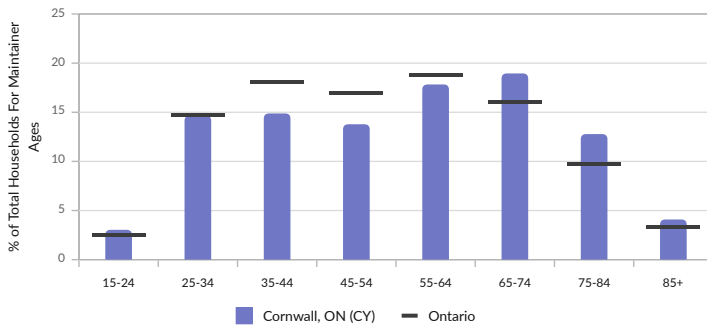


One-Family HHlds.

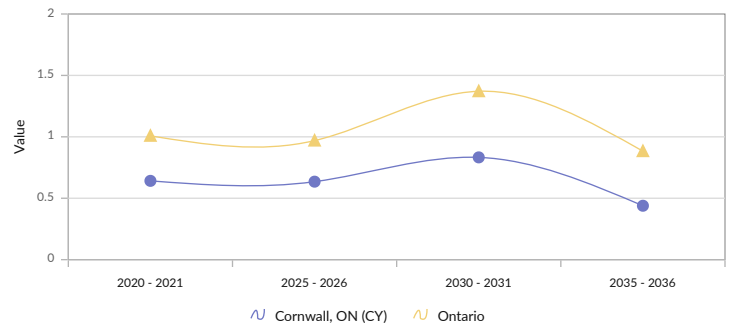


A Closer Look

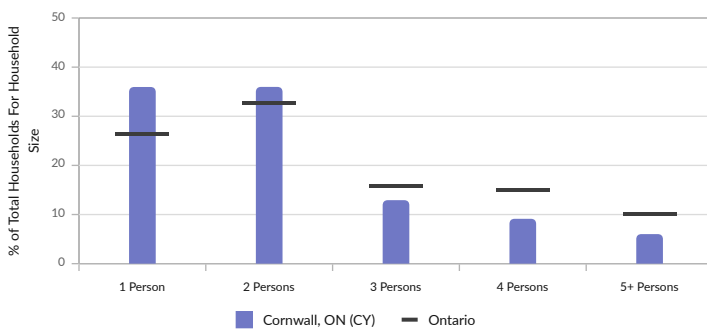
Age Group of Maintainer



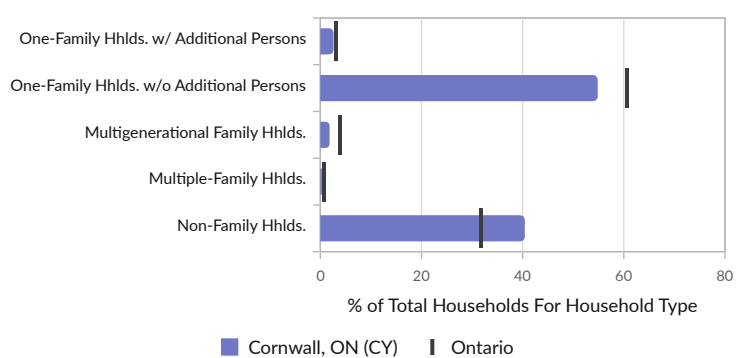
Rate of Household Change



Household Size



Household Type

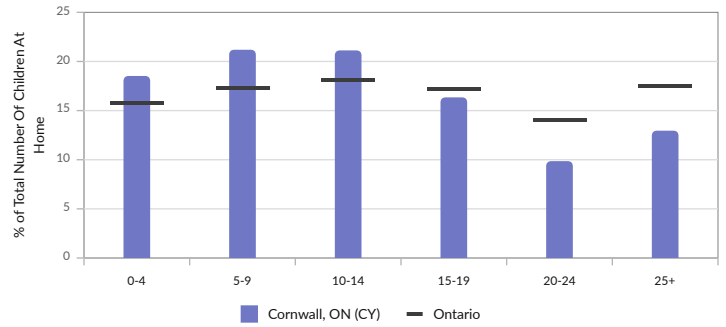


Index Ranges: 0-64 65-89 90-109 110-149 150+

Households by Living Arrangement

Variable Name	Count	%	Index
Non-Family Households	9,293	40.4	127
One-Person Households	8,376	36.4	134
Two-Or-More-Person Households	917	4.0	87
Total Couple Family Households	10,473	76.5	91
Without Children At Home	6,095	44.5	119
With Children At Home	4,378	32.0	69
Total Lone-Parent Family Households	3,225	23.5	144

Age of Children



Index Ranges: 0-64 65-89 90-109 110-149 150+

AREA: CORNWALL, ON (CY)

Report | Source: Demographics | DemoStats, DemoStats Trends

Benchmark: Ontario

AREA:

Households: 22,991

Key Findings

Median Hhd Income



Avg Hhd Income

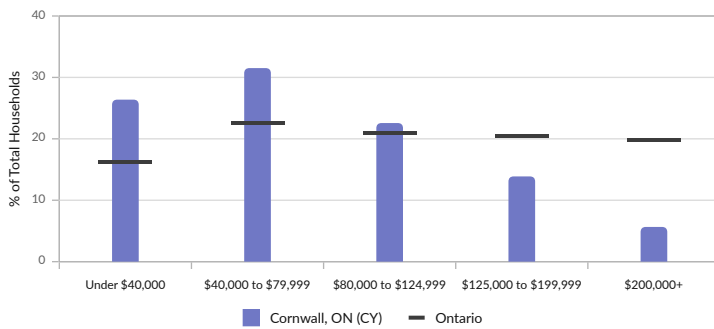


Aggregate Hhd Income

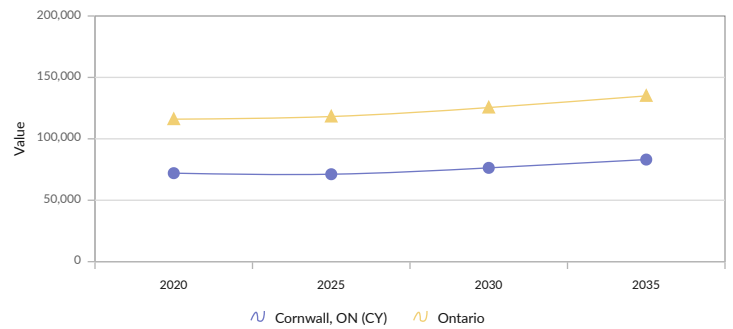


A Closer Look

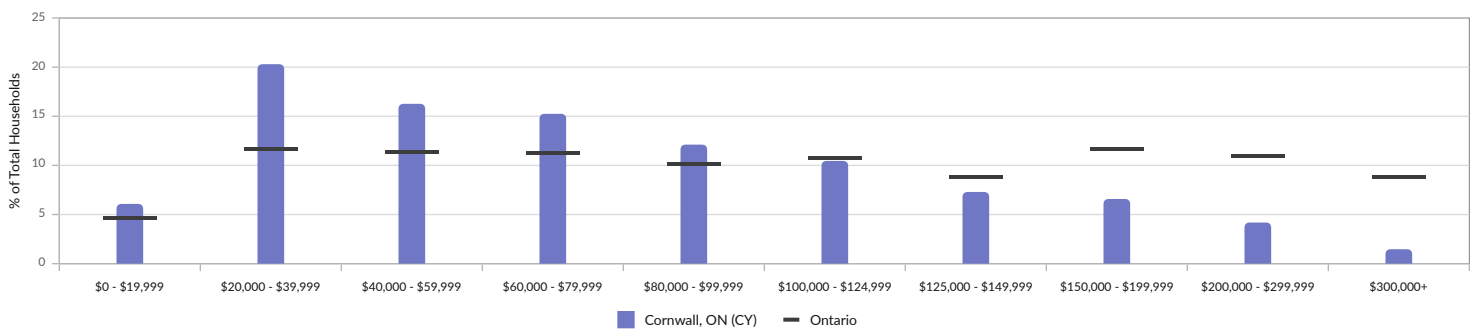
Current Income Distribution - 5 Categories



Growth in Average Household Income (Constant \$)



Current Income Distribution - Detailed Categories



Index Ranges: 0-64 65-89 90-109 110-149 150+

AREA: CORNWALL, ON (CY)
 Report | Source: Demographics | DemoStats
 Benchmark: Ontario

AREA:
 Households: 22,991

Key Findings

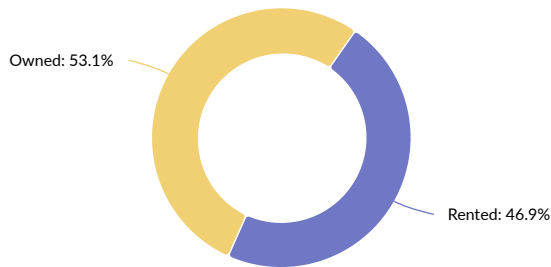
Households in Cornwall, ON have a marked preference for rentals, with 46.9% of residences being rented—significantly higher than the provincial average. Semi-detached homes and apartments in buildings with fewer than five stories are also notably more common in this area, reflecting a diversified housing landscape. These trends suggest a mix of affordability, accessibility, and urban living preferences shaping the community's housing choices.

Generated by AI.



A Closer Look

Housing Tenure

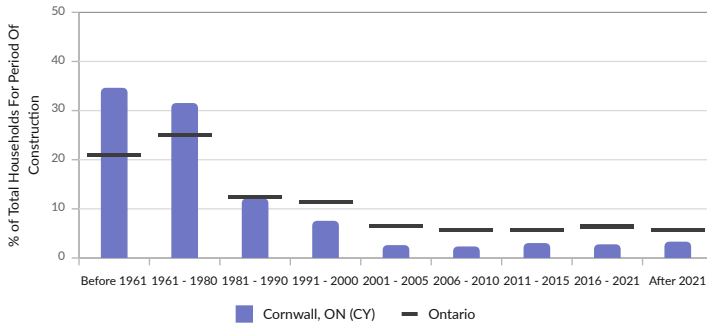


Dwelling Type

Variable Name	Count	%	Index
Houses	14,933	65.0	95
Single-Detached House	11,311	49.2	92
Semi-Detached House	2,366	10.3	187
Row House	1,256	5.5	58
Apartment, Building Low And High Rise	7,883	34.3	109
Apartment, Building That Has Five Or More Story	1,225	5.3	29
Apartment, Building That Has Fewer Than Five Story	4,785	20.8	208
Detached Duplex	1,873	8.1	250

Index Ranges: 0-64 65-89 90-109 110-149 150+

Period of Construction



Condo Status by Tenure

Variable Name	Count	%	Index
In Condo	789	3.4	22
Owned, In condo	376	1.6	17
Rented, In condo	413	1.8	31
Not In Condo	22,202	96.6	115
Owned, Not In Condo	11,832	51.5	89
Rented, Not In Condo	10,370	45.1	170

Index Ranges: 0-64 65-89 90-109 110-149 150+

Report | Source: Segmentation | PRIZM® LDU Bases
 Area: Cornwall, ON (CY)
 Benchmark: Ontario

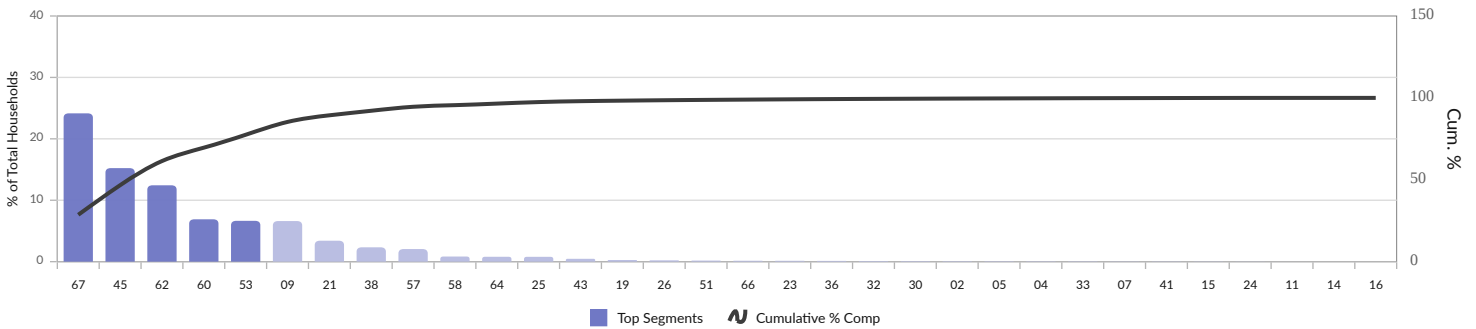
PRIZM Summary

The market in Cornwall, ON, is dominated by lower-income urban and suburban households, reflecting a trend of economic modesty and more settled lifestyles. Segments like Just Getting By and Suburban Recliners represent a concentration of younger, low- to middle-income singles, couples, and families in city or suburban communities, aligning with a working-class demographic with constrained spending power. Older, mature populations, such as those in Slow-Lane Suburbs and Silver Flats, further highlight this trend, with a focus on low- to middle-income couples and singles in suburban areas, suggesting a community with limited financial flexibility but long-term neighborhood stability. Lifestyle preferences likely skew toward budget-conscious behaviors with an emphasis on local community and practical consumption patterns.

Generated by AI.

A Closer Look

Top 5 segments represent 77.5% of Cornwall, ON (CY).



67 JUST GETTING BY
 U5 Younger Urban Mix
 Y2 Younger Singles & Couples
 Younger, low-income city singles and families

Rank: 1 Just Getting By is home to younger, low-income singles and single-parent families located in large cities. In their dense neighbourhoods, more than half are single, divorced or separated, and almost one third are lone-parent families, typically with younger children. Residents tend to have high school or Grade 9 educations and low-income jobs in sales, the services, trades and manufacturing. Most households can afford to rent units in older low-rise apartment buildings or own inexpensive single-detached houses. But surveys show residents seek to improve their prospects by responding to recruitment ads and enrolling at community colleges. Without deep pockets, they engage in lower cost leisure activities like billiards, bowling and ing to parks, craft shows and video arcades.

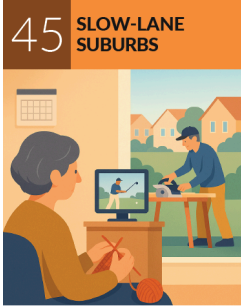
Area: 6,582

Area %: 28.6

% in Benchmark: 2.6

Index: 1,108

Index Ranges: 0-64 65-89 90-109 110-149 150+




45 SLOW-LANE SUBURBS

S6 Older Suburban Older Families & Empty Nests M1

Older, middle-income singles and couples

Rank: 2
Area: 4,151
Area %: 18.1
% in Benchmark: 2.1
Index: 844

Slow-Lane Suburbs consists of a mix of older singles and couples living in the suburbs of midsize cities. Most maintainers are over 55, and those still in the labour force typically hold service sector and white-collar jobs. With their high school and college educations yielding middle incomes, nearly three-quarters of adults own inexpensive single-detached houses. More than three-quarters of residents are third-plus-generation Canadians, and they enjoy time-honoured outdoor activities like fishing, hunting and camping. Many have time on their hands to to casinos, community theatres and beer, food and wine festivals. For excitement, they like attending an auto race or If event. A prime market for traditional media, they respond to marketing messages that recognize their frugal habits.



62 SUBURBAN RECLINERS

S6 Older Suburban Mature Singles & Couples M2

Suburban, lower-middle-income singles and couples

Rank: 3
Area: 3,389
Area %: 14.7
% in Benchmark: 2.9
Index: 505

Suburban Recliners is one of the older segments, a collection of suburban neighbourhoods surrounding smaller and midsize cities, including a number of retirement communities. Households typically contain empty-nesting couples and older singles living alone. While many are retired, those still working have jobs in accommodation and food services. Their low incomes far in their neighbourhoods where single-detached houses and low-rise apartments are inexpensive. These third-plus-generation Canadians are energetic enough to enjoy active leisure pursuits. They like to attend community theatres, craft shows and music festivals. Occasionally, they'll spring for tickets to a figure skating event or auto race. Typically frugal shoppers, they join rewards programs, use digital coupons and frequent bulk food and second-hand clothing stores.




60 VALUE VILLAGERS

U5 Younger Urban Mix School-Age Families F1

Lower-middle-income city dwellers

Rank: 4
Area: 1,880
Area %: 8.2
% in Benchmark: 2.2
Index: 366

Found typically in older, industrial neighbourhoods of midsize cities, these households consist of a mélange of singles, couples, and lone-parent families, maintainers of almost any age and over a third rooming together in non-family households. They hold a range of educations, with over half earning a high-school diploma or less, and nearly a third finishing trade school or college. Their incomes fall well below the national average, which is reflected in their pre-1960s, single-detached houses. Value Villagers, however, relish in their community's simple pleasures, like enjoying nature at their local or provincial parks and embracing their cultural side by attending community theatres and art galleries. Curling is the favourite pastime of these multigenerational Canadians, and when they're not on the rink, find them in front of the TV enjoying the latest bonspiel.



53 SILVER FLATS

S6 Older Suburban Mature Singles & Couples M2

Older, low-income singles and couples

Rank: 5
Area: 1,812
Area %: 7.9
% in Benchmark: 1.7
Index: 467

Silver Flats is the oldest segment, a collection of suburban neighbourhoods found mostly around large and midsize cities. Home to a mix of third- and second-generation Canadians, nearly half the maintainer population is over 65 years old and two-thirds are retired. No other segment has a greater concentration of widows and widowers. While incomes are below national average, many Silver Flats households are financially sound thanks to modest pensions and verment transfers. In their apartments and condos, they take pleasure in quiet pursuits like reading books, making crafts and watching TV. They also like to get out, enjoying walking, visiting gardens, playing bin and attending baseball, football and If events. Price sensitive, many shop at discount supermarkets and dollar stores.

Index Ranges: 0-64 65-89 90-109 110-149 150+

Report | Source: SocialValues | SocialValues
 Area: Cornwall, ON (CY)
 Benchmark: Ontario

Key Findings

Strong Values

Residents of Cornwall, ON show a pronounced openness to diverse social definitions, with high acceptance of flexible family structures and racial integration within families. These inclusive attitudes align with a community marked by progressive social beliefs and shifts toward non-traditional values.

Generated by AI.

Weak Values

Residents of Cornwall, ON (CY) show a notably low inclination towards pursuing novelty in their daily lives, as well as limited interest in ostentatious consumption. These behaviors suggest a population that values stability and traditional preferences over modern trends or status-driven lifestyle choices.

Generated by AI.

A Closer Look - SocialValues Trends

Top 10

Ranked by Index

- 127 Flexible Families: Non-traditional family definitions are legitimate and should be accepted
- 127 Racial Fusion: Ethnic diversity within families is acceptable and enriching
- 127 Utilitarian Consumerism: Practicality and utility are motivators. Aesthetics are less important.
- 118 Financial Concern Regarding the Future: Feeling financially insecure, especially about old age
- 117 Post-Materialist Mindsets: Openness to new social living forms and experiential values
- 116 Brand Apathy: Brand is less important in purchasing decisions
- 116 Technology Anxiety: Technology is intimidating and poses ethical and moral challenges
- 114 Anomie-Aimlessness: Feeling of alienation from society and lack of goals
- 113 Emotional Control: Reason and logic guide life over emotions, feelings and intuition
- 113 Fulfilment Through Work: One's work needs to provide fulfilment and have meaning or social value

Bottom 10

Ranked by Index

- 71 Pursuit of Novelty: New, modern products and experiences motivate
- 73 Ostentatious Consumption: Desire to display affluence to impress others
- 73 Traditional Family: Traditional family definitions should be preserved and protected
- 77 Concern for Appearance: Personal image and appearance are priorities
- 77 Need for Status Recognition: Acknowledgement of personal social standing and respect by others are important
- 77 Patriarchy: Father must be the master in his own house
- 78 Status via Home: Home is an extension of one's image
- 79 Sexism: Support traditional, male-dominated gender roles
- 80 Advertising as Stimulus: Enjoy advertising for its aesthetic value, in its many forms
- 81 Pursuit of Intensity: Emotions, intuition and sensuality satisfy a need to live life intensively

Index Ranges: 0-64 65-89 90-109 110-149 150+

AREA: CORNWALL, ON (CY)

Report | Source: Sports & Leisure | Opticks Powered by Vividata
Benchmark: Ontario

AREA:

Household Population 14+: 43,616

Summary

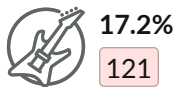
Events & Activities

Ranked by Index, Minimum of 5 %

Residents of Cornwall, ON, show a strong affinity for attending rock music concerts, with participation rates significantly above the provincial average. This trend highlights a vibrant interest in live cultural events, suggesting opportunities to enhance local entertainment offerings.

Generated by AI.

Rock Concert



Pubs/Sports Bars



Sports & Hobbies

Ranked by Index, Minimum of 5 %

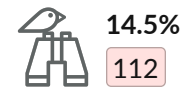
Residents of Cornwall, ON exhibit a higher-than-average participation in swimming as a fitness activity, highlighting a strong inclination toward water-based wellness pursuits. Additionally, engagement in hobbies like bird watching further emphasizes a lifestyle oriented toward outdoor and leisurely activities.

Generated by AI.

Swimming



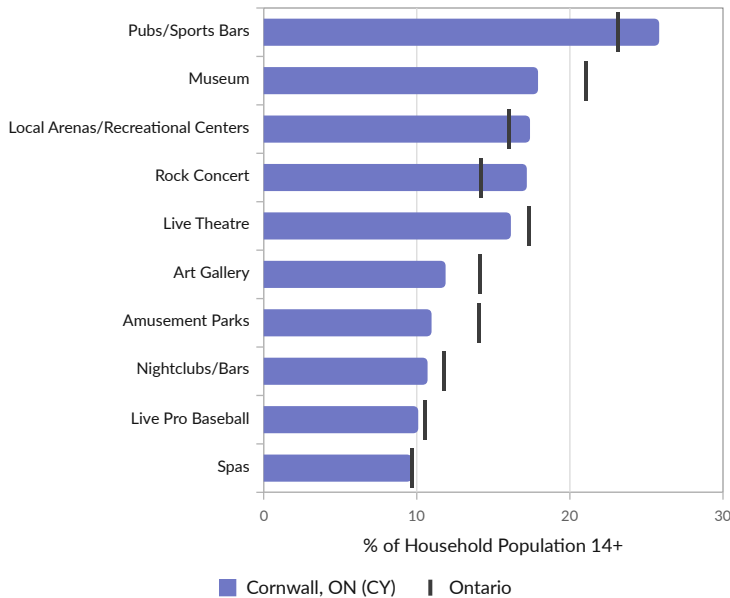
Bird Watching



Key Findings - Top 10

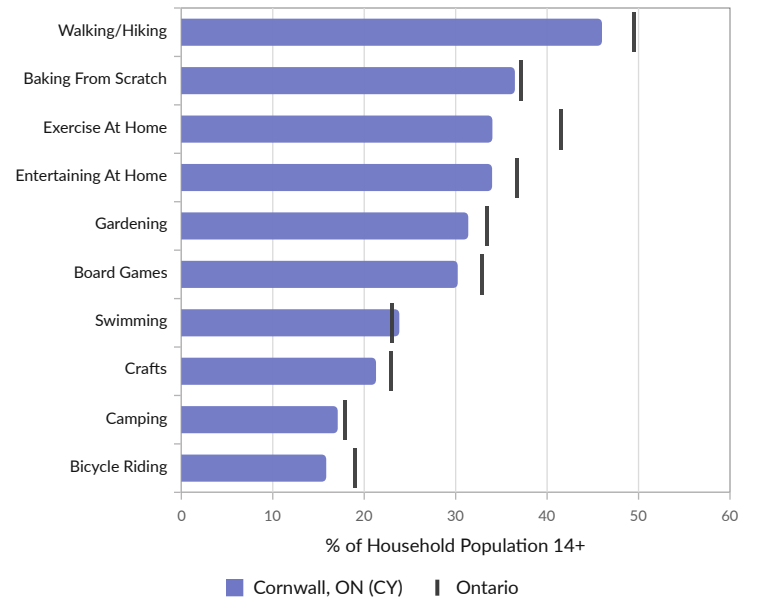
Events & Activities Attended/Visited - Pst Yr

Ranked by %



Sports & Hobbies Participated In - Occas/Reg

Ranked by %



Index Ranges: 0-64 65-89 90-109 110-149 150+

AREA: CORNWALL, ON (CY)

Report | Source: Sports & Leisure | Opticks Powered by Vividata

Benchmark: Ontario

AREA:

Household Population 14+: 43,616

Key Findings

Residents of Cornwall, ON, show a strong inclination towards attending rock music concerts and circuses, significantly surpassing provincial engagement levels for these activities. This trend highlights a preference for high-energy, entertainment-driven experiences within the community. Broader participation in sports, leisure, and social settings suggests a population that values accessible recreation and lively cultural events.

Generated by AI.

A Closer Look - Top Attended / Visited - Pst Yr

Local Attractions

Ranked by %

Variable Name	%	Index
Pubs/Sports Bars	25.8	112
Museum	17.9	85
Local Arenas/Recreational Centers	17.4	108
Art Gallery	11.9	84
Amusement Parks	11.0	78
Zoo/Aquariums	10.9	79
Nightclubs/Bars	10.7	91
Spas	9.7	100
Comedy Festivals	6.4	92
Circus	4.7	129

Concerts & Theatre Venues

Ranked by %

Variable Name	%	Index
Rock Concert	17.2	121
Live Theatre	16.1	93
Pop Concert	9.2	77
Classical Music Concert	4.7	78
Country Concert	4.7	82
Jazz Concert	3.6	92
Opera	2.8	70
Ballet	1.6	58

Index Ranges: 0-64 65-89 90-109 110-149 150+

Live Professional Sports

Ranked by %

Variable Name	%	Index
Live Pro Baseball	10.1	96
Live Pro Hockey	9.5	104
Live Pro Basketball	5.8	91
Live Pro Soccer	4.6	85
Live Pro Horse Racing	3.7	131
Live Pro Football	3.3	66
Live Pro Combat Sports	2.1	101
Live Pro Auto Racing	2.0	106
Live Pro Golf	1.9	73
Live Pro Tennis	1.0	45

Index Ranges:  0-64  65-89  90-109  110-149  150+

AREA: CORNWALL, ON (CY)

Report | Source: Sports & Leisure | Opticks Powered by Vividata

Benchmark: Ontario

AREA:

Household Population 14+: 43,616

Key Findings

Residents of Cornwall, ON exhibit an elevated participation in outdoor and recreation activities, with snowboarding and windsurfing significantly over-represented compared to the provincial average. Gardening and bird watching also stand out as prevalent hobbies, highlighting a strong connection to nature and leisurely pastimes. This community's lifestyle reflects a blend of active outdoor pursuits and serene, home-based hobbies.

Generated by AI.

A Closer Look - Top Participated In - Occas/Reg

Team & Individual Sports

Ranked by %

Variable Name	%	Index
Golf	12.4	96
Bowling	11.7	89
Basketball	8.2	89
Soccer	7.9	81
Tennis	6.9	64
Ice Hockey	5.1	101
Volleyball	3.9	59
Football	3.5	64
Curling	1.3	96
Axe Throwing	1.1	64

Wellness

Ranked by %

Variable Name	%	Index
Walking/Hiking	51.4	104
Exercise At Home	38.0	92
Swimming	26.6	116
Bicycle Riding	17.7	93
Dancing	14.8	81
Jogging	11.7	81
Yoga/Pilates	11.5	95
Aerobics	11.1	79
Ice Skating	8.7	97
Health/Fitness Club	8.1	69

Index Ranges: ■ 0-64 ■ 65-89 ■ 90-109 ■ 110-149 ■ 150+

Outdoor & Recreation

Ranked by %

Variable Name	%	Index
Camping	19.1	107
Fishing	11.4	97
Canoeing	5.6	93
Snowboarding	4.9	148
Downhill Skiing	3.7	80
Power Boating	3.6	102
Cross-Country Skiing	2.6	89
Rowing	2.5	131
Motorcycling	2.3	75
Hunting	2.3	89

Home & Hobby

Ranked by %

Variable Name	%	Index
Baking From Scratch	40.7	110
Entertaining At Home	38.0	104
Gardening	35.1	105
Board Games	33.8	103
Crafts	23.8	104
Gourmet Cooking	17.5	111
Photography	16.7	91
Bird Watching	14.5	112
Sewing/Knitting	11.1	90
Billiards	7.7	86

Index Ranges: ■ 0-64 ■ 65-89 ■ 90-109 ■ 110-149 ■ 150+

AREA: CORNWALL, ON (CY)

Report | Source: Household Expenditure - Trade Area | HouseholdSpend
Benchmark: Ontario

AREA:

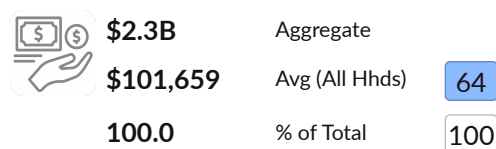
Households: 22,991

Key Findings

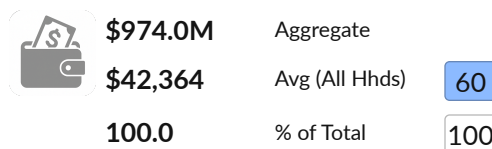
Households in Cornwall, ON, have significantly lower income levels and discretionary income compared to the Ontario benchmark, indicating limited financial flexibility. Spending on taxation, education, and shelter is also notably under-represented, further suggesting constrained economic circumstances. These patterns point to a population with modest financial resources, emphasizing the need for value-based offerings and essential services.

Generated by AI.

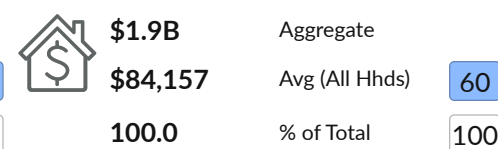
Total expenditure



Household Discretionary Income

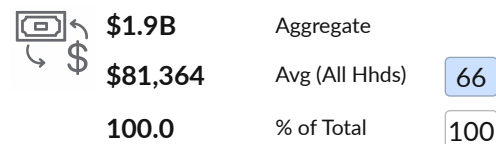


Household Income



Current Consumption and Financial Transfers by Category

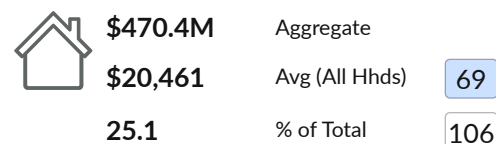
Total current consumption and financial transfers



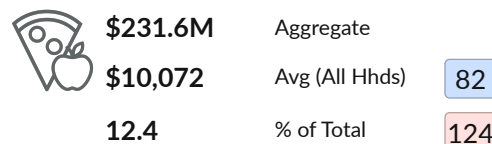
Residents of Cornwall, ON exhibit significantly lower spending on current consumption and financial transfers compared to the provincial average in Ontario. This suggests a more constrained financial environment or prioritization of alternative economic activities. Understanding this unique expenditure pattern is crucial for tailoring financial products or services that meet local needs effectively.

Generated by AI.

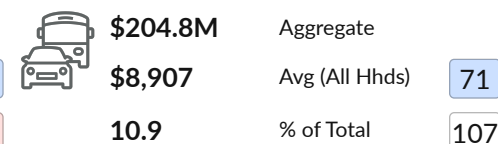
Shelter



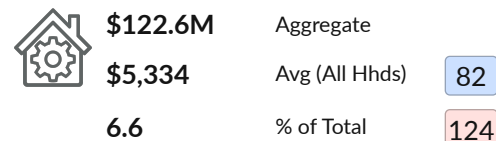
Food



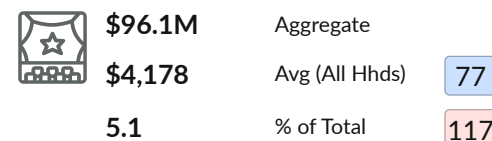
Transportation



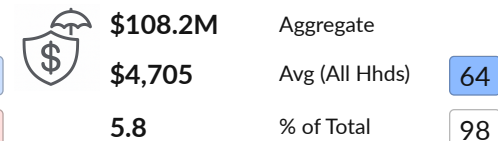
Household Operations



Recreation

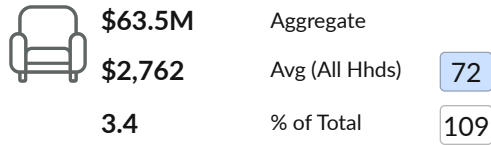


Insurance and Finances

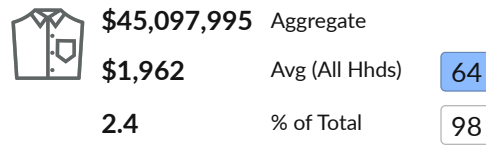


Index Ranges: ■ 0-64 ■ 65-89 ■ 90-109 ■ 110-149 ■ 150+

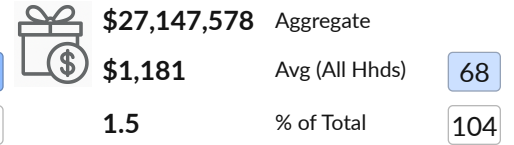
Household Furnishings



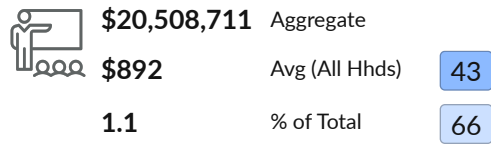
Clothing



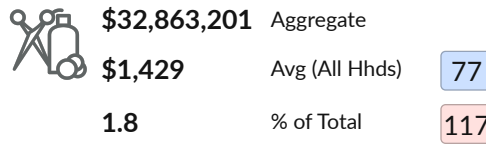
Charity and Gifts of Money



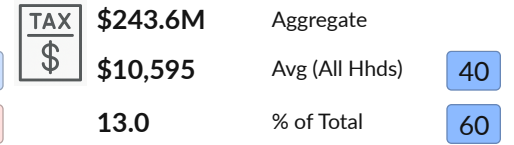
Education



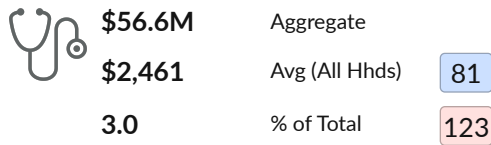
Personal Care



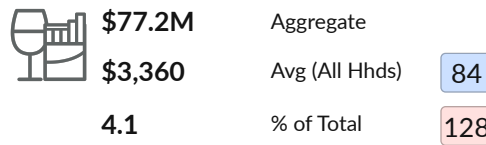
Income Taxes



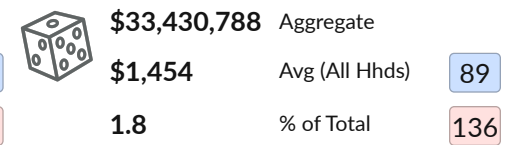
Health Care



Tobacco, Alcohol and Cannabis

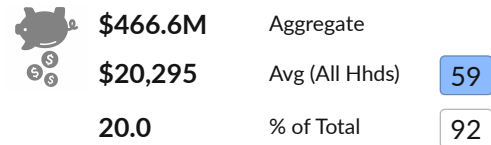


Games of Chance

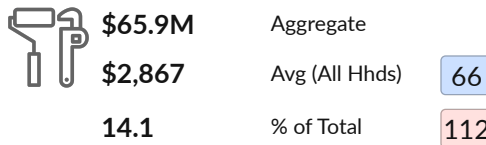


Non-Current Consumption by Category

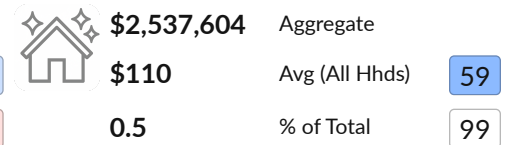
Total Non Current Consumption



Owned Principal Residence Improvements and Renovations



Secondary Residences Improvements and Renovations



Index Ranges: 0-64 65-89 90-109 110-149 150+

AREA: CORNWALL, ON (CY)

Report | Source: Food Expenditure | FoodSpend
Benchmark: Ontario

AREA:

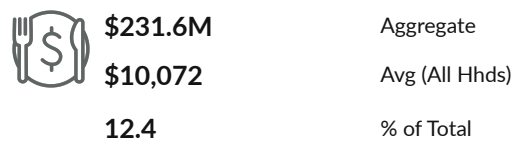
Households: 22,991

Key Findings

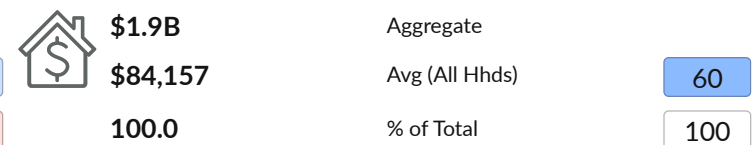
Consumers in Cornwall, ON (CY) display significantly lower household incomes compared to the Ontario benchmark, coupled with notably reduced expenditures on food purchased from restaurants. These patterns suggest a more cost-conscious population with spending habits focused on necessities and value-driven consumption.

Generated by AI.

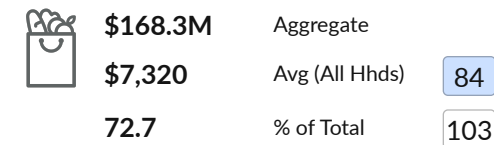
Food Expenditure



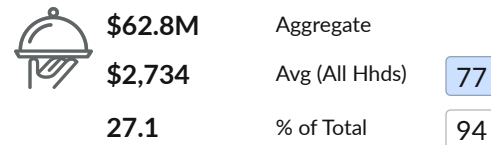
Household Income



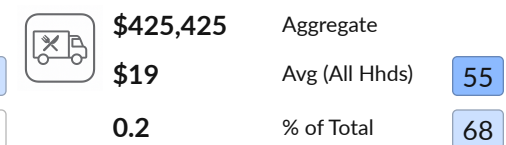
Food Purchased from Stores



Food Purchased from Restaurants

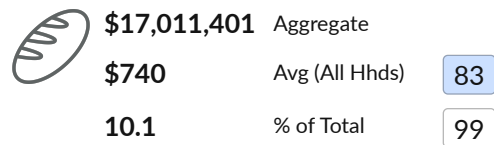


Ready-to-cook Meal Delivery

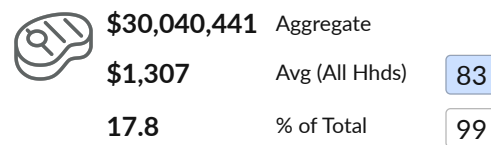


Food Purchased from Stores - By Category

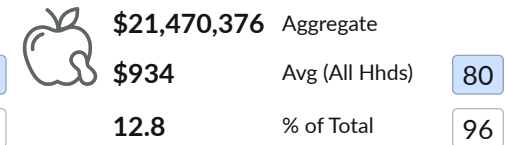
Bakery



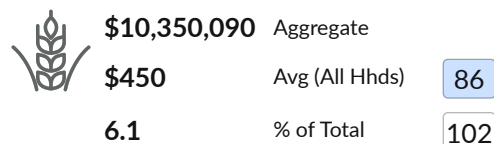
Meat



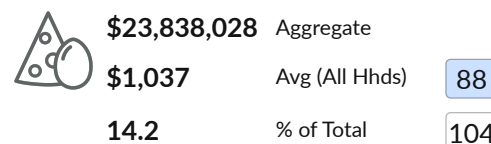
Fruit and Nuts



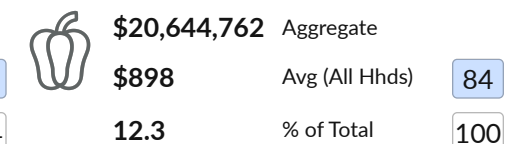
Cereal and Grains



Dairy and Eggs



Vegetables



Index Ranges: ■ 0-64 ■ 65-89 ■ 90-109 ■ 110-149 ■ 150+

Non-alcoholic Beverages and Other Food



\$40,673,422 Aggregate

\$1,769 Avg (All Hhds)

24.2 % of Total

86

103

Seafood



\$4,269,569 Aggregate

\$186 Avg (All Hhds)

2.5 % of Total

69

69

82

Index Ranges: ■ 0-64 ■ 65-89 ■ 90-109 ■ 110-149 ■ 150+

AREA: CORNWALL, ON (CY)

Report | Source: Media | Opticks Powered by Numeris
Benchmark: Ontario

AREA:

Household Population 12+: 44,757

Summary

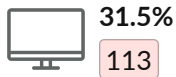
Residents of Cornwall, ON (CY) exhibit a strong affinity for traditional media, with notably high engagement in sports-related television programs, such as CFL football, and heavy radio usage, particularly for classic country and rock genres. Additionally, they show a marked preference for printed daily newspapers, with a significant over-representation among light newspaper readers. These preferences illustrate the populations inclination towards accessible, community-oriented, and traditional media sources.

Generated by AI.

TV Viewership

Ranked by %

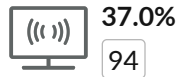
Light



Internet Usage

Ranked by %

Heavy



Radio Listenership

Ranked by %

Heavy



Newspaper Readership

Ranked by %

Daily Newspaper - Light



Magazine Readership

Ranked by %

Heavy



Opinion of Direct Mail

Ranked by %

Somewhat favourable



Key Findings - Top 5

TV Program Types - Pst Mth

Ranked by %, Minimum of 5 %

Variable Name	%	Benchmark %	Index
Movies	43.4	41.5	105
Evening local news	24.9	28.0	89
Primetime serial dramas	22.9	20.2	113
Documentaries	22.4	22.7	98
Hockey	21.9	20.7	106

Social Media Platform - Pst Wk

Ranked by %, Minimum of 5 %

Variable Name	%	Benchmark %	Index
Facebook	43.8	43.1	102
YouTube videos/channels	37.4	42.3	88
Instagram	29.9	33.3	90
WhatsApp	17.1	25.4	67
X/Twitter	15.1	15.4	98

Index Ranges: 0-64 65-89 90-109 110-149 150+

Music Genres

Ranked by %, Minimum of 5 %

Variable Name	%	Benchmark %	Index
AOR/Mainstream Rock	17.13	13.27	129
Hot Adult Contemporary	17.07	11.50	148
Classic Hits	14.85	12.88	115
Today's Country	13.63	9.55	143
Adult Contemporary	11.51	13.75	84

Newspaper Sections

Ranked by %, Minimum of 5 %

Variable Name	%	Benchmark %	Index
Local & regional news	50.4	51.0	99
National news	45.6	48.7	94
International news/world section	45.6	46.7	98
Sports	28.8	23.3	124
Health	28.2	27.7	102

Magazine Type

Ranked by %, Minimum of 5 %

Variable Name	%	Benchmark %	Index
Food & beverage	6.1	7.2	85
Travel & tourism	5.2	4.8	110
Other magazine types	5.0	5.9	86

Direct Mail Formats

Ranked by %, Minimum of 5 %

Variable Name	%	Benchmark %	Index
Apps/online flyers	41.9	40.9	102
General info from Internet/websites	36.0	35.4	102
Flyers delivered to door/mail	27.7	30.1	92
Coupons	23.6	30.5	77
Direct email offers	23.2	24.5	95

Out-of-Home Ads Seen - Pst Wk

Ranked by %, Minimum of 5 %

Variable Name	%	Benchmark %	Index
Billboards	26.6	29.8	89
On bus exteriors	16.8	22.6	74
Digital billboards	15.1	17.1	88
On street furniture	11.4	13.5	84
On transit shelters	10.9	15.4	71

Index Ranges: 0-64 65-89 90-109 110-149 150+

AREA: CORNWALL, ON (CY)

Report | Source: Media | Opticks Powered by Numeris

Benchmark: Ontario

AREA:

Household Population 12+: 44,757

Summary

Deep Dive

TV Viewership

Variable Name	%	Benchmark %	Index
Light	31.5	27.8	113
Medium	26.7	27.2	98
Heavy	26.7	26.7	100

Time Spent Watching TV - Mins

Variable Name	Value	Benchmark	Index
Weekday - Avg Day (Min)	162.2	166.3	98
Saturday - Avg Day (Min)	161.7	155.2	104
Sunday - Avg Day (Min)	161.7	153.3	106

TV Program Types Watched - Pst Mth

Minimum of 5 %

Variable Name	%	Benchmark %	Index
Baseball	13.8	14.3	96
Basketball	5.9	7.2	82
Cartoons	8.7	7.6	115
CFL football	9.1	7.3	125
Children's programs	5.0	3.8	130
Contest shows	8.5	9.1	93
Cooking programs	13.0	15.6	84
Daytime soap/serial dramas	5.8	4.7	123
Documentaries	22.4	22.7	98
Evening local news	24.9	28.0	89
Game shows	10.5	12.2	86
Golf	8.0	6.3	128
Hockey	21.9	20.7	106
Home reno/deco shows	16.5	18.5	89
Late night talk shows	5.4	8.7	62
Morning local news	9.5	13.1	73
Movies	43.4	41.5	105
News/current affairs	18.2	23.1	79
NFL football	13.2	11.4	116
Primetime serial dramas	22.9	20.2	113
Reality shows	12.8	13.3	97
Sci-Fi/fantasy/comic book shows	10.7	11.9	91
Situation comedies	18.1	17.9	101
Soccer	5.9	6.2	94
Suspense/crime dramas	20.7	21.3	97
Variety/award specials	5.5	5.7	96

Index Ranges: ■ 0-64 ■ 65-89 ■ 90-109 ■ 110-149 ■ 150+

Platforms Used - Avg Wk

Minimum of 5 %

Variable Name	%	Benchmark %	Index
Regular TV services	45.5	48.4	94
Amazon Prime	42.1	40.8	103
Apple TV+	10.0	10.3	97
Crave	18.4	18.6	99
Disney+	28.6	26.2	109
Internet-based TV services	10.9	9.3	117
Netflix	53.5	51.5	104
Paramount+/CBS All Access	7.3	5.2	140
YouTube Premium	7.5	5.7	131
CBC Gem	10.3	8.4	122
Facebook videos	14.5	13.8	105
YouTube	39.4	44.5	89
YouTube (non-paid)	20.5	21.6	95

Index Ranges: ■ 0-64 ■ 65-89 ■ 90-109 ■ 110-149 ■ 150+

AREA: CORNWALL, ON (CY)

Report | Source: Media | Opticks Powered by Numeris

Benchmark: Ontario

AREA:

Household Population 12+: 44,757

Summary

Residents of Cornwall, ON, show a notable over-representation in the use of online dating sites and apps, with 3.7% participating weekly, exceeding the provincial average. Additionally, interest in professional sports content is above average, with 13.9% accessing related content online weekly. These trends suggest a population that is both socially active in virtual spaces and engaged with dynamic entertainment experiences.

Generated by AI.

Deep Dive

Internet Usage

Variable Name	%	Benchmark %	Index
Light	27.3	24.8	110
Medium	28.4	29.5	96
Heavy	37.0	39.4	94

Hours Spent Online - Mins

Variable Name	Value	Benchmark	Index
Weekday (Min)	1,720.1	1,773.5	97
Weekend (Min)	582.3	603.3	97

Discovery & Engagement - Internet Activities - Pst Mth

Variable Name	%	Benchmark %	Index
Internet search - busin, services, prod	48.2	49.0	98
Click on an Internet ad	18.4	17.4	105

Consideration & Research - Internet Activities - Pst Mth

Variable Name	%	Benchmark %	Index
Compare prod/prices	32.6	34.5	95
Research prod/services	31.6	33.1	95
Consult consumer reviews	21.8	23.4	93

Purchase & Consideration - Internet Activities - Pst Mth

Variable Name	%	Benchmark %	Index
Purchase products or services	32.5	32.7	100
Scan mobile tagging barcode/QR	16.1	15.4	105
Receive store offers by SMS	14.1	13.9	102
Download/redeem coupon	8.6	10.5	82
Enter online contests	5.6	8.5	66

Loyalty & Advocacy - Internet Activities - Pst Mth

Variable Name	%	Benchmark %	Index
Share website/article w/ friends	23.32	23.48	99

Index Ranges: 0-64 65-89 90-109 110-149 150+

Social Media Platform Used - Pst Wk

Minimum of 5 %

Variable Name	%	Benchmark %	Index
Facebook	43.8	43.1	102
Instagram	29.9	33.3	90
LinkedIn	14.5	16.9	86
Pinterest	7.2	9.0	79
Reddit	9.6	12.5	77
Snapchat	8.9	9.5	93
TikTok	11.5	13.5	85
X/Twitter	15.1	15.4	98
WhatsApp	17.1	25.4	67
YouTube videos/channels	37.4	42.3	88

Content Types Accessed - Pst Mth

Variable Name	%	Benchmark %	Index
Food/recipes content	27.1	28.5	95
Health-related content	17.5	18.7	94
Restaurant guides/reviews	16.1	17.9	90
Real estate listings/sites	14.3	14.7	98
Professional sports content	13.9	12.5	111
Travel content	13.1	12.6	104
Home decor-related content	9.1	8.6	106
Celebrity gossip content	6.5	7.5	87
Fashion or beauty-related content	5.3	8.2	64
Automotive news/content	3.6	5.0	72

Online Activities - Yesterday

Variable Name	%	Benchmark %	Index
Internet search (business, services, products)	63.7	62.4	102
Access content	51.7	58.7	88
Participate in a social network	62.3	61.2	102
Shop for products/services	40.3	39.1	103
Listen to audio	36.7	36.9	99
Watch a video	59.7	61.8	97
Other activities online	42.3	44.5	95

Index Ranges: ■ 0-64 ■ 65-89 ■ 90-109 ■ 110-149 ■ 150+

AREA: CORNWALL, ON (CY)

Report | Source: Media | Opticks Powered by Numeris

Benchmark: Ontario

AREA:

Household Population 12+: 44,757

Summary

Deep Dive

Radio Listenership

Variable Name	%	Benchmark %	Index
Light	27.7	33.8	82
Medium	33.2	34.4	96
Heavy	39.2	31.8	123

Time Spent Listening to Radio - Hrs

Variable Name	Value	Benchmark	Index
Weekly (Hrs)	3.1	2.6	119

Platforms Streamed - Pst Wk

Minimum of 5 %

Variable Name	%	Benchmark %	Index
Amazon Prime Music	8.0	9.5	84
iHeartRadio	6.8	7.3	93
SiriusXM	10.8	7.7	139
AM/FM radio station's app or website	7.3	8.0	92
Apple Music (service)	9.1	9.8	93
CBC Listen	7.6	6.5	117
Spotify (free w/ads)	12.5	12.3	101
Spotify (sub w/o ads)	23.2	23.5	98
YouTube for music videos	28.9	28.3	102
YouTube Music free w/ ads	12.2	14.4	85
YouTube Music sub w/o ads	5.8	3.7	157

Radio Programs Listened - Regularly

Minimum of 5 %

Variable Name	%	Benchmark %	Index
Community info	9.9	8.7	113
General interest talk/phone in shows	13.1	13.6	96
Music	48.9	57.1	86
News	34.0	34.6	98
Traffic reports	12.9	18.6	69
Weather	22.4	23.2	96

Music Genres Listened - Weekly

Minimum of 5 %

Variable Name	%	Benchmark %	Index
Adult Contemporary	11.5	13.7	84
AOR/Mainstream Rock	17.1	13.3	129
Mainstream Top 40	10.2	16.5	62
Classic Hits	14.8	12.9	115
Hot Adult Contemporary	17.1	11.5	148

Actions Taken After Hearing Radio Ad - Later Same Week

Variable Name	%	Benchmark %	Index
Visited a store after hearing commercial	9.6	9.3	104
Did an online search after hearing commercial	12.4	12.1	102
Told someone about commercial heard	9.3	9.0	102
Made a purchase after hearing commercial	5.1	6.1	83
Visited a store/business after hearing discussion	12.4	9.2	135
Attended an event after hearing discussion	9.6	7.1	136

Index Ranges: ■ 0-64 ■ 65-89 ■ 90-109 ■ 110-149 ■ 150+

Listen to Radio While... - Occas/Freq

Variable Name	%	Benchmark %	Index
Doing house/yardwork	34.0	38.0	89
Exercising/working out	25.5	26.2	97
Getting ready for school/work/function	29.3	30.5	96
Relaxing at home	37.5	38.8	97
Travelling to/from work/school	60.3	57.3	105
Travelling to grocery store/run errands	64.8	66.0	98
Waking up/radio alarm	23.2	22.7	102
Working or school (any location)	26.1	23.1	113

Index Ranges:  0-64  65-89  90-109  110-149  150+

AREA: CORNWALL, ON (CY)

Report | Source: Media | Opticks Powered by Numeris

Benchmark: Ontario

AREA:

Household Population 12+: 44,757

Summary

Deep Dive

Newspaper Readership

Variable Name	%	Benchmark %	Index
Daily Newspaper - Light	9.2	6.8	134
Daily Newspaper - Medium	6.8	7.2	95
Daily Newspaper - Heavy	3.4	5.7	60
Community Newspaper - Light	7.2	7.3	98
Community Newspaper - Medium	8.9	7.4	120
Community Newspaper - Heavy	4.7	7.0	67
Read online newspaper (Pst Wk)	17.0	17.1	100

Magazine Readership

Variable Name	%	Benchmark %	Index
Light	2.8	3.9	72
Medium	2.8	4.1	67
Heavy	3.3	3.6	91
Read online magazine (Pst Wk)	8.3	8.5	97

Time Spent Reading Magazines - Mins

Variable Name	Value	Benchmark	Index
Read Mag. Avg Day (Min)	4.9	5.9	83

Magazine Type Read - Usually

Minimum of 5 %

Variable Name	%	Benchmark %	Index
Food & beverage	6.1	7.2	85
Travel & tourism	5.2	4.8	110

Index Ranges: ■ 0-64 ■ 65-89 ■ 90-109 ■ 110-149 ■ 150+

Newspaper Sections Read - Frequently

Minimum of 5 %

Variable Name	%	Benchmark %	Index
Automotive	12.1	11.4	106
Business & financial	26.2	28.1	93
Classified ads (excl. real estate)	11.5	9.8	117
Computer/high tech	12.9	14.4	90
Editorials	27.4	29.3	93
Fashion/lifestyle	14.3	18.7	76
Food	25.0	24.8	101
Health	28.2	27.7	102
International news/world section	45.6	46.7	98
Local & regional news	50.4	51.0	99
Movie & entertainment	25.5	28.2	90
National news	45.6	48.7	94
New homes section	11.1	12.3	90
Real estate listings	10.4	13.8	75
Sports	28.8	23.3	124
Travel	17.4	22.0	79

Index Ranges: 0-64 65-89 90-109 110-149 150+

AREA: CORNWALL, ON (CY)

Report | Source: Media | Opticks Powered by Numeris

Benchmark: Ontario

AREA:

Household Population 12+: 44,757

Summary

Deep Dive

Perception of Direct Mail

Variable Name	%	Benchmark %	Index
Very favourable	15.3	14.7	104
Somewhat favourable	32.7	33.4	98
Somewhat unfavourable	23.8	22.9	104
Very unfavourable	28.2	28.9	98

Direct Mail Format Preferences

Variable Name	%	Benchmark %	Index
Apps/online flyers	41.9	40.9	102
Coupons	23.6	30.5	77
Direct email offers	23.2	24.5	95
Flyers delivered to door/mail	27.7	30.1	92
Insert in a community newspaper	16.7	18.5	90
Inserts in a daily newspaper	12.0	13.0	92
General info from Internet/websites	36.0	35.4	102
Local store catalogues	14.5	16.2	90
Mail order	5.6	6.7	84

Time Spent Commuting - Mins

Variable Name	Value	Benchmark	Index
Driving to Work (Min)	9.7	11.4	85
Commuting by Transit (Min)	4.5	6.7	67

Out-of-Home Ads Seen - Pst Wk

Minimum of 5 %

Variable Name	%	Benchmark %	Index
Billboards	26.6	29.8	89
On bus exteriors	16.8	22.6	74
Digital billboards	15.1	17.1	88
On street furniture	11.4	13.5	84
On transit shelters	10.9	15.4	71
Inside shopping malls	10.0	13.0	77
Inside public washrooms	6.3	8.5	75
Inside buses	6.2	8.5	73

Index Ranges: ■ 0-64 ■ 65-89 ■ 90-109 ■ 110-149 ■ 150+

AREA: CORNWALL, ON (CY)

Report | Source: Wealth - Area | WealthScapes

Benchmark: Ontario

AREA:

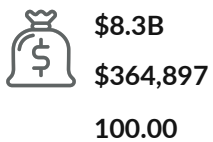
Households: 22,873

Net Worth Profile

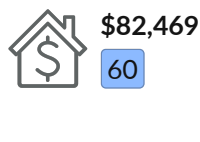
Residents of Cornwall, ON exhibit significantly lower net worth, asset holdings, and debt balances compared to the provincial averages in Ontario. This suggests a less wealth-accumulated community with a more conservative financial profile. Such characteristics may indicate limited engagement with high-value financial products or investment opportunities. The regions economic landscape likely reflects a focus on essential expenditures over discretionary or investment-driven spending. Understanding these financial constraints is key to tailoring services and products that align with the communitys priorities and capabilities.

Generated by AI.

Net Worth



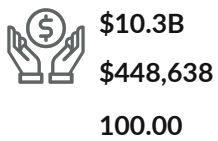
Avg Hhd Income



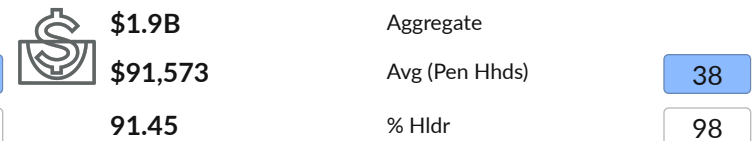
Avg Hhd Disposable Income



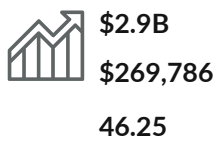
Total Assets



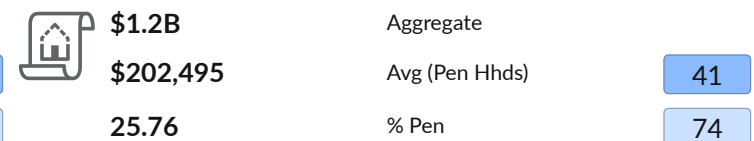
Total Debt



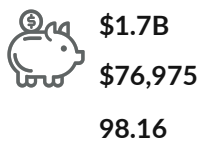
Investments



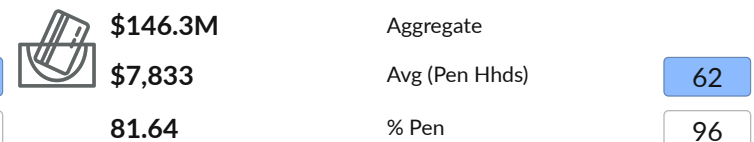
Mortgages



Savings




Credit Cards



Index Ranges: 0-64 65-89 90-109 110-149 150+

Real Estate

 **\$5.2B**
\$404,709
56.42

Aggregate
 Avg (Pen HHds)
 % Pen

41
81


Personal Loans

 **\$386.7M**
\$43,892
38.52

Aggregate
 Avg (Pen HHds)
 % Pen

99
95

Employer Pension Plans

 **\$3.0B**
\$276,380
48.13

Aggregate
 Avg (Pen HHds)
 % Pen

79
98

Lines of Credit

 **\$189.3M**
\$21,759
38.04

Aggregate
 Avg (Pen HHds)
 % Pen

39
87

Index Ranges: 0-64 65-89 90-109 110-149 150+