



AMICI CAMPING CHARITY

GET TO KNOW OUR STAKEHOLDERS

Amici Camping Charity fosters personal growth and life-long skills in children with financial need through multi-year access to the unique environment of camp. Throughout our 50 years, thousands of donor and volunteer stakeholders have helped Amici campers grow into leaders. Here is a bit more about our audience, how they live, and what they care about.

ALL DONORS



Have a median average income of **\$123,613** with 67% earning \$100,000 per year or more



30% are considered to be of the 'Arts and Affluence' or 'Cosmopolitan Elite' crowd. Living along the Bridlepath, Casa Loma and Forest Hill areas, they favour fine foods, the arts, private banking and midsize premium vehicles



Enjoy leisure activities like the theatre and listening to radio talk shows



Have an average disposable household income of **\$92,000**

EVENT PARTICIPANTS



Have a median average income of **\$121,088** with 67% earning \$100,000 per year or more



18% of Canoe Heads participants are considered to be 'Urban Digerati', living in Toronto's urban core and highrises, they eat organic food, live socially progressive lifestyles, date online and prefer compact, sporty vehicles



Enjoy leisure activities like food and wine shows, music concerts and reading fashion magazines



Have an average disposable household income of **\$98,000**



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18% OF CANOE HEADS REGISTRANTS

12% OF AMICI'S OVERALL DONORS



11 URBAN DIGERATI

Younger, well-educated city singles

Population: 497,448 (1.39% of Canada)

Households: 268,465 (1.84% of Canada)

Average Household Income: \$102,524

House Tenure: Rent & Own

Education: University

Occupation: White Collar

Cultural Diversity Index: High

Sample Social Value:

Sexual Permissiveness

Shopping

online home purchases,
online beauty and cosmetics, Gap,
Danier Leather

Financial

discount brokers, stocks, high
interest savings accounts

Dining

organic food, premium
ice cream, espresso, fine
food stores

Automotive

Volkswagon, Mazda
compact sporty vehicles, imported
over domestic brands

*Study conducted for Amici by Environics Analytics, Sponsored by Cathy Mann & Associates, Spring 2016. The 'Urban Digerati' group accounts for 18% of Canoe Heads Registrants and 12% of Amici's Overall Donor Base. 'Urban Digerati' is one of 68 demographic groups identified across Canada.



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17% OF CANOE HEADS REGISTRANTS

15% OF AMICI'S OVERALL DONORS



03 ARTS & AFFLUENCE

Wealthy, established urban families and couples

Population: 291,630 (0.81% of Canada)

Households: 114,695 (0.78% of Canada)

Average Household Income: \$168,820

House Tenure: Own & Rent

Education: University

Occupation: White Collar

Cultural Diversity Index: Medium

Sample Social Value:
Pursuit of Originality

Shopping

online beauty and cosmetics, Harry Rosen, MEC, Hudson's Bay

Financial

private banking, GICs, mutual funds, Canada savings bonds

Dining

veal, European wine, fine food stores

Automotive

Lexus, Infinity
midsize premium vehicles, 2012
latest vehicle acquired

*Study conducted for Amici by Environics Analytics Sponsored by Cathy Mann & Associates, Spring 2016. 'Arts and Affluence' group accounts for 17% of Canoe Heads Registrants and 15% of Amici's Overall Donor Base. 'Arts and Affluence' is one of 68 demographic groups identified across Canada.



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15% OF CANOE HEADS REGISTRANTS

14% OF AMICI'S OVERALL DONORS



01 COSMOPOLITAN ELITE

Very wealthy, middle-aged and older families and couples

Population: 209,714 (0.58% of Canada)

Households: 72,430 (0.50% of Canada)

Average Household Income: \$469,882

House Tenure: Own

Education: University

Occupation: White Collar

Cultural Diversity Index: Medium

Sample Social Value:
Emotional Control

Shopping

online travel, books,
Apple, Holt Renfrew

Financial

private banking, stocks, online trading,
vacation properties

Dining

lamb, organic dairy, white wine,
diet colas

Automotive

Mercedes, BMW
midsize premium vehicles, hybrid
vehicles

*Study conducted for Amici by Environics Analytics, Sponsored by Cathy Mann & Associates Spring 2016. 'Cosmopolitan Elite' group accounts for 15% of Canoe Heads Registrants and 14% of Amici's Overall Donor Base. 'Cosmopolitan Elite' is one of 68 demographic groups identified across Canada.