

Category	Sub-Category	Values
Demographics		
	Age	35-54, 55-64
	Income	\$80k-\$125k, >\$125k
	Gender	Female, Male
	Relationship Status	Married, Partnered, Single
	Children	1 Child, 2+ Children, No Children
	Residence Type	Owned Apartment/Condo, Owned House
Interests		
	Lifestyles	Business Visionaries
Search & In-Market		
	Search	<p>Business Banking, , Business Financing, , Commercial Lending, Commercial Loans, Marketing strategies for small businesses, , Small business bookkeeping</p> <p>Business expansion, grow my business, start a business, entrepreneur, self-employed, start-up, franchise, register a business, lease</p>
	In-Market	<p>Advertising & Marketing Services, , Business & Productivity Software, Business Education, Business Financial Services, Business Loans, , Business Services, , Commercial Properties (For Rent), Commercial Properties (For Sale), Payroll Services</p>

		Entrepreneur, outdoor, tourism, work-life balance, hiking, boating
Occupation		
	Role	Business Owner
	Work Sector	Private
	Industry	Food Industry, Hospitality Industry, Printing, Publishing, Retail, Small Business
	Position	Small Business Owner

Geo Type	Geographic Areas/Locations
City	Hamilton, ON
City	Toronto, ON
City	Mississauga, ON
City	Brampton
City	Markham
City	Burlington, ON
City	Vaughn
City	Halton Hills, ON
City	Niagara-on-the-Lake, ON
City	St. Catharines, ON
City	Lincoln, ON
City	Grimsby, ON

