CENTRAL COUNTIES TOURISM

Beaverton Downtown 2024 Geo-Fence Data (Based on Visits: BM Durham Region)

DEMOGRAPHIC SNAPSHOT

59 Years
Median age of Households maintainer (110)

42.9%
Couples Without Children at Home (134)

27.3%
Of Visits were from Tourists who travelled 40KM+ and 72.7% were Locals (within 40 KM).

$113,694
Household Income (80)

17.8%
Belong to a Visible Minority group (46)

2 People or less
61.8% of Households have a single or 2 people (127)

14.0%
Born outside of Canada (49)

14.7%
Work in Trades/ Transport (138)

VISITOR'S TOP TEN CITY/FORWARD SORTATION AREAS (FSA)

Name (CITY)	Count	%	Name (FSA)	Count	%
Brock, ON (TP)	679,693	48.51	L0K (Coldwater, ON)	698,791	50.20
Kawartha Lakes, ON (CY)	117,047	8.35	L0E (Sutton West, ON)	113,218	8.13
Toronto, ON (C)	88,314	6.30	K0M (Bobcaygeon, ON)	105,697	7.59
Georgina, ON (T)	85,404	6.09	L3V (Orillia, ON)	35,646	2.56
Ramara, ON (TP)	64,636	4.61	L3Z (Bradford, ON)	33,461	2.40
Bradford West Gwillimbury, ON (T)	36,112	2.58	L9P (Uxbridge, ON)	26,432	1.90
Uxbridge, ON (TP)	31,818	2.27	L9L (Port Perry, ON)	21,965	1.58
Orillia, ON (CY)	28,118	2.01	L4P (Keswick, ON)	15,195	1.09
Scugog, ON (TP)	23,893	1.71	K9H (Peterborough, ON)	13,021	0.94
Markham, ON (CY)	21,315	1.52	L0G (Tottenham, ON)	10,038	0.72

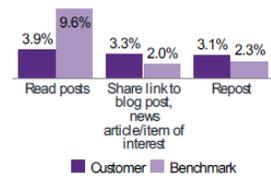## SOCIAL MEDIA HIGHLIGHTS

FACEBOOK
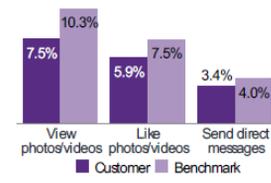82.3% currently use
Index: 105
Top Activities (Daily)
- Read news feed: Customer 40.5%, Benchmark 36.8%
- Use Messenger: Customer 29.2%, Benchmark 22.6%
- Cmt/Like other users' posts: Customer 26.7%, Benchmark 23.5%
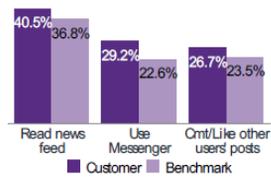
X
12.2% currently use
Index: 51
Top Activities (Daily)
- Read posts: Customer 3.9%, Benchmark 9.6%
- Share link to blog post, news article/item of interest: Customer 3.3%, Benchmark 2.0%
- Repost: Customer 3.1%, Benchmark 2.3%

INSTAGRAM
32.9% currently use
Index: 79
Top Activities (Daily)
- View photos/videos: Customer 7.5%, Benchmark 10.3%
- Like photos/videos: Customer 5.9%, Benchmark 7.5%
- Send direct messages: Customer 3.4%, Benchmark 4.0%

LINKEDIN
30.0% currently use
Index: 75
Top Activities (Weekly)
- Read your newsfeed: Customer 5.1%, Benchmark 5.2%
- Search and review other profiles: Customer 2.5%, Benchmark 4.2%
- View a job posting: Customer 0.9%, Benchmark 4.0%
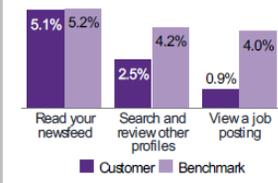
YOUTUBE
62.6% currently use
Index: 91
Top Activities (Daily)
- Watch videos: Customer 18.1%, Benchmark 27.1%
- Share videos: Customer 3.5%, Benchmark 3.5%
- Click on an ad: Customer 2.9%, Benchmark 2.8%
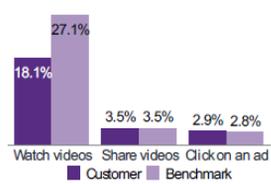
WHATSAPP
35.3% currently use
Index: 75
Top Activities (Daily)
- Send/receive messages: Customer 5.2%, Benchmark 7.3%
- Send/receive images: Customer 3.9%, Benchmark 6.4%
- Use group chats: Customer 2.5%, Benchmark 5.3%
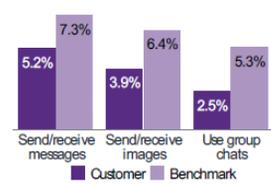
SNAPCHAT
9.4% currently use
Index: 89
Top Activities (Weekly)
- Receive photos/videos: Customer 5.0%, Benchmark 5.3%
- Send direct text messages: Customer 4.5%, Benchmark 4.0%
- Send photos/videos: Customer 3.4%, Benchmark 4.4%
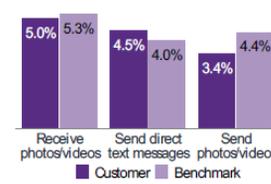
TIKTOK
9.1% currently use
Index: 64
Top Activities (Daily)
- Like videos/pictures: Customer 3.8%, Benchmark 4.6%
- Watch videos: Customer 3.8%, Benchmark 7.2%
- Post videos/pictures: Customer 2.9%, Benchmark 1.9%

All data indexed against Benchmark's average; colours represent at least 10% above/below the benchmark
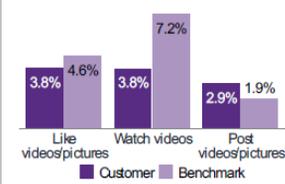
Cannington Downtown 2024 Geo-Fence Data
(Based on Visits: BM Durham Region)

CENTRAL COUNTIES TOURISM

DEMOGRAPHIC SNAPSHOT

56 Years
Median age of Households maintainer (104)

41.2%
Couples Without Children at Home (129)

20.9%
Of Visits were from Tourists who travelled 40KM+ and 79.1% were Locals (within 40 KM).

$117,911
Household Income (83)

11.2%
Belong to a Visible Minority group (29)

2 People or less
57.5% of Households have a single or 2 people (120)

10.3%
Born outside of Canada (36)

14.1%
Work in Trades/ Transport (133)

VISITOR'S TOP TEN CITY/FORWARD SORTATION AREAS (FSA)

Name (CITY)	Count	%	Name (FSA)	Count	%
Brock, ON (TP)	168,597	45.29	L0E (Sutton West, ON)	146,172	39.41
Kawartha Lakes, ON (CY)	98,695	26.51	K0M (Bobcaygeon, ON)	82,245	22.17
Georgina, ON (T)	18,256	4.90	L0K (Coldwater, ON)	28,723	7.74
Toronto, ON (C)	11,059	2.97	L0C (Sunderland, ON)	17,226	4.64
Peterborough, ON (CY)	6,823	1.83	K9V (Lindsay, ON)	15,285	4.12
Oshawa, ON (CY)	6,617	1.78	K9H (Peterborough, ON)	5,311	1.43
Newmarket, ON (T)	5,325	1.43	L3Y (Newmarket, ON)	4,486	1.21
Tay, ON (TP)	4,650	1.25	L3V (Orillia, ON)	4,224	1.14
Uxbridge, ON (TP)	4,107	1.10	L9P (Uxbridge, ON)	3,358	0.91
Orillia, ON (CY)	3,460	0.93	L4P (Keswick, ON)	2,854	0.77

SOCIAL MEDIA HIGHLIGHTS

FACEBOOK
82.7% currently use
Index: 105
Top Activities (Daily)
- Read news feed: Customer 41.1%, Benchmark 36.8%
- Use Messenger: Customer 30.1%, Benchmark 22.6%
- Cmt/Like other users' posts: Customer 27.5%, Benchmark 23.5%

X
15.1% currently use
Index: 64
Top Activities (Daily)
- Read posts: Customer 5.3%, Benchmark 9.6%
- Watch videos: Customer 3.2%, Benchmark 5.2%
- Share link to blog post, news article/item of interest: Customer 3.1%, Benchmark 2.0%

INSTAGRAM
35.8% currently use
Index: 86
Top Activities (Daily)
- View photos/videos: Customer 9.9%, Benchmark 10.3%
- Like photos/videos: Customer 6.9%, Benchmark 7.5%
- Send direct messages: Customer 3.7%, Benchmark 4.0%

LINKEDIN
32.3% currently use
Index: 81
Top Activities (Weekly)
- Read your newsfeed: Customer 5.4%, Benchmark 5.2%
- Search and review other profiles: Customer 3.7%, Benchmark 4.2%
- View a job posting: Customer 2.2%, Benchmark 4.0%

YOUTUBE
67.1% currently use
Index: 98
Top Activities (Daily)
- Watch videos: Customer 22.0%, Benchmark 27.1%
- Watch live videos: Customer 4.3%, Benchmark 6.1%
- Like/dislike videos: Customer 3.5%, Benchmark 8.2%

WHATSAPP
37.8% currently use
Index: 80
Top Activities (Daily)
- Send/receive messages: Customer 5.1%, Benchmark 7.3%
- Send/receive images: Customer 4.1%, Benchmark 6.4%
- Use group chats: Customer 2.7%, Benchmark 5.3%

SNAPCHAT
8.6% currently use
Index: 81
Top Activities (Weekly)
- Receive photos/videos: Customer 4.6%, Benchmark 5.3%
- Send direct text messages: Customer 3.5%, Benchmark 4.0%
- Send photos/videos: Customer 3.3%, Benchmark 4.4%

TIKTOK
11.3% currently use
Index: 79
Top Activities (Daily)
- Watch videos: Customer 6.6%, Benchmark 7.2%
- Like videos/pictures: Customer 3.1%, Benchmark 4.6%
- Post videos/pictures: Customer 1.6%, Benchmark 1.9%

All data indexed against Benchmark's average; colours represent at least 10% above/below the benchmark

Sunderland Downtown 2024 Geo-Fence Data (Based on Visits: BM Durham Region)

DEMOGRAPHIC SNAPSHOT

55 Years — Median age of Households maintainer (102)

36.4% — Couples Without Children at Home (114)

35.3% — Of Visits were from Tourists who travelled 40KM+ and 64.7% were Locals (within 40 KM).

$142,572 — Household Income (100)

18.4% — Belong to a Visible Minority group (47)

2 People or less — 51.3% of Households have a single or 2 people (105)

14.9% — Born outside of Canada (52)

14.6% — Work in Sales/ Service (102)

VISITOR'S TOP TEN CITY/FORWARD SORTATION AREAS (FSA)

Name (CITY)	Count	%	Name (FSA)	Count	%
Brock, ON (TP)	232,878	30.57	L0C (Sunderland, ON)	191,906	25.45
Kawartha Lakes, ON (CY)	109,729	14.40	K0M (Bobcaygeon, ON)	76,071	10.09
Uxbridge, ON (TP)	69,811	9.16	L9P (Uxbridge, ON)	67,249	8.92
Toronto, ON (C)	58,274	7.65	L0E (Sutton West, ON)	45,462	6.03
Whitby, ON (T)	29,269	3.84	L0K (Coldwater, ON)	37,575	4.98
Georgina, ON (T)	25,474	3.34	K9V (Lindsay, ON)	35,997	4.77
Scugog, ON (TP)	18,726	2.46	L3V (Orillia, ON)	10,260	1.36
Oshawa, ON (CY)	17,669	2.32	L1M (Whitby, ON)	9,644	1.28
Pickering, ON (CY)	14,721	1.93	L1N (Whitby, ON)	9,290	1.23
Ajax, ON (T)	14,679	1.93	L9L (Port Perry, ON)	8,628	1.14

SOCIAL MEDIA HIGHLIGHTS

FACEBOOK
80.4% currently use
Index: 103
Top Activities (Daily)
- Read news feed: 38.1% / 36.8%
- Cmt/Like other users' posts: 26.2% / 23.5%
- Use Messenger: 25.8% / 22.6%
(Customer / Benchmark)

X
20.5% currently use
Index: 86
Top Activities (Daily)
- Read posts: 8.2% / 9.6%
- Watch videos: 4.3% / 5.2%
- Share link to blog post, news article/item of interest: 2.9% / 2.0%
(Customer / Benchmark)

INSTAGRAM
43.7% currently use
Index: 105
Top Activities (Daily)
- View photos/videos: 10.9% / 10.3%
- Like photos/videos: 8.6% / 7.5%
- Send direct messages: 4.0% / 4.0%
(Customer / Benchmark)

LINKEDIN
36.8% currently use
Index: 92
Top Activities (Weekly)
- Search and review other profiles: 4.6% / 4.2%
- Read your newsfeed: 4.5% / 5.2%
- View a job posting: 2.7% / 4.0%
(Customer / Benchmark)

YOUTUBE
67.6% currently use
Index: 98
Top Activities (Daily)
- Watch videos: 25.5% / 27.1%
- Like/dislike videos: 5.7% / 8.2%
- Watch live videos: 4.3% / 6.1%
(Customer / Benchmark)

WHATSAPP
42.2% currently use
Index: 89
Top Activities (Daily)
- Send/receive messages: 5.0% / 7.3%
- Send/receive images: 4.6% / 6.4%
- Use group chats: 3.6% / 5.3%
(Customer / Benchmark)

SNAPCHAT
10.5% currently use
Index: 100
Top Activities (Weekly)
- Receive photos/videos: 5.8% / 5.3%
- Send photos/videos: 5.2% / 4.4%
- Send direct text messages: 3.4% / 4.0%
(Customer / Benchmark)

TIKTOK
13.1% currently use
Index: 93
Top Activities (Daily)
- Watch videos: 6.4% / 7.2%
- Like videos/pictures: 2.8% / 4.6%
- Share videos: 1.7% / 3.3%
(Customer / Benchmark)

All data indexed against Benchmark's average; colours represent at least 10% above/below the benchmark