



DEMOGRAPHIC SNAPSHOT



48 Years

Median age of
Household maintainer
(91)



54.7%

Couples With Children at
Home (**112**)



75.8%

Visitors were Locals who
travelled within 40 Km.



\$146,484

Household Income
(106)



49.5%

Belong to a Visible
Minority group (102)



3 People +

53.2% of Households have
3 people and more (**119**)



42.2%

Born outside of Canada
(100)



13.7%

Work in Business/
Finance (**111**) & 12.5%
in Sales/Service (97)



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

BM ONTARIO

Name (CITY)	Count	%	Name (FSA)	Count	%
Brock, ON (TP)	799,199	48.57	L0K (Coldwater, ON)	816,568	49.87
Georgina, ON (T)	163,245	9.92	L0E (Sutton West, ON)	171,258	10.46
Kawartha Lakes, ON (CY)	130,771	7.95	K0M (Bobcaygeon, ON)	111,693	6.82
Toronto, ON (C)	89,412	5.43	L3V (Orillia, ON)	41,615	2.54
Ramara, ON (TP)	49,161	2.99	L3Z (Bradford, ON)	36,447	2.23
Bradford West Gwillimbury, ON (T)	37,791	2.30	L9P (Uxbridge, ON)	29,368	1.79
Uxbridge, ON (TP)	34,653	2.11	L0B (Orono, ON)	28,169	1.72
Scugog, ON (TP)	33,489	2.04	L4P (Keswick, ON)	21,478	1.31
Orillia, ON (CY)	29,909	1.82	L4A (Stouffville, ON)	16,196	0.99
Newmarket, ON (T)	20,735	1.26	L3X (Newmarket, ON)	13,424	0.82



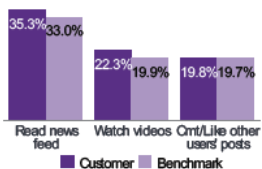
SOCIAL MEDIA HIGHLIGHTS



FACEBOOK

72.6% currently use
Index: 100

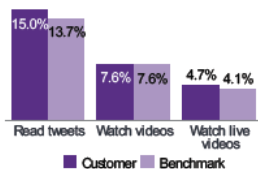
Top Activities (Daily)



TWITTER

31.0% currently use
Index: 110

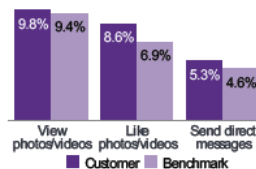
Top Activities (Daily)



INSTAGRAM

48.6% currently use
Index: 108

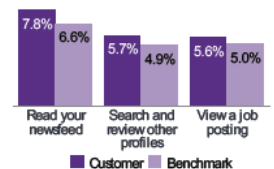
Top Activities (Daily)



LINKEDIN

48.8% currently use
Index: 106

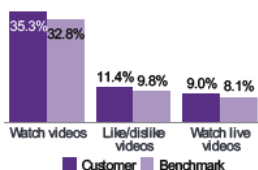
Top Activities (Weekly)



YOUTUBE

74.5% currently use
Index: 102

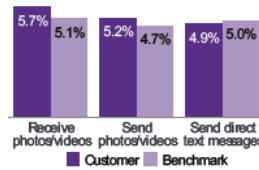
Top Activities (Daily)



SNAPCHAT

12.1% currently use
Index: 105

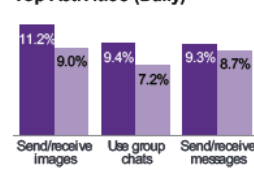
Top Activities (Weekly)



WHATSAPP

64.7% currently use
Index: 108

Top Activities (Daily)





DEMOGRAPHIC SNAPSHOT



51 Years

Median age of
Household maintainer
(97)



51.3%

Couples With Children at
Home (105)



81.5%

Visitors were Locals who
travelled within 40 Km.



\$135,908

Household Income
(98)



40.3%

Belong to a Visible
Minority group (85)



3 People +

52.4% of Households have
3 people and more (117)



32.4%

Born outside of Canada
(78)



13.1%

Work in Sales/ Service
(102) & 11.4% in
Business/Finance (93)



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

BM ONTARIO

Name (CITY)	Count	%	Name (FSA)	Count	%
Brock, ON (TP)	180,561	49.07	L0E (Sutton West, ON)	170,662	46.41
Kawartha Lakes, ON (CY)	91,821	24.95	K0M (Bobcaygeon, ON)	64,866	17.64
Georgina, ON (T)	16,325	4.44	K9V (Lindsay, ON)	26,171	7.12
Peterborough, ON (CY)	6,504	1.77	L0K (Coldwater, ON)	16,002	4.35
London, ON (CY)	6,272	1.70	L0C (Sunderland, ON)	15,043	4.09
Oshawa, ON (CY)	6,120	1.66	N5W (London, ON)	6,028	1.64
Scugog, ON (TP)	6,060	1.65	L0B (Orono, ON)	4,580	1.25
Newmarket, ON (T)	5,067	1.38	L3V (Orillia, ON)	4,290	1.17
Uxbridge, ON (TP)	4,235	1.15	L3Y (Newmarket, ON)	4,233	1.15
Toronto, ON (C)	4,114	1.12	L9P (Uxbridge, ON)	3,689	1.00



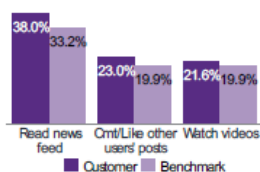
SOCIAL MEDIA HIGHLIGHTS



FACEBOOK

75.8% currently use
Index: 104

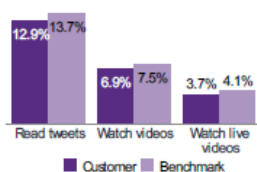
Top Activities (Daily)



TWITTER

27.7% currently use
Index: 99

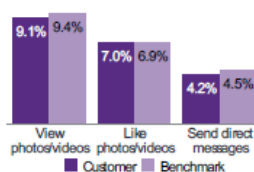
Top Activities (Daily)



INSTAGRAM

42.7% currently use
Index: 96

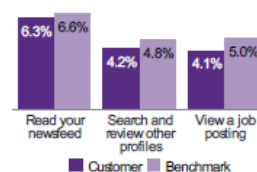
Top Activities (Daily)



LINKEDIN

42.1% currently use
Index: 92

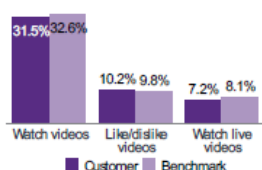
Top Activities (Weekly)



YOUTUBE

71.5% currently use
Index: 98

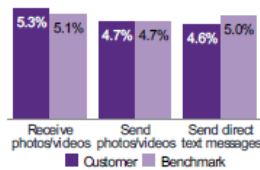
Top Activities (Daily)



SNAPCHAT

11.3% currently use
Index: 98

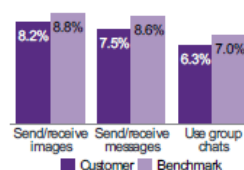
Top Activities (Weekly)



WHATSAPP

53.8% currently use
Index: 91

Top Activities (Daily)





DEMOGRAPHIC SNAPSHOT



53 Years

Median age of
Households maintainer
(99)



50.3%

Couples With Children at
Home (105)



65.8%

Visitors were Locals who
travelled within 40 Km.



\$134,594

Household Income
(99)



46.8%

Belong to a Visible
Minority group (102)



3 People +

49.6% of Households have
3 people and more (**114**)



37.7%

Born outside of Canada
(93)



13.5%

Work in Sales/ Service
(104) & 11.9% in
Business/Finance (98)



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

BM ONTARIO

Name (CITY)	Count	%	Name (FSA)	Count	%
Brock, ON (TP)	282,279	27.48	L0C (Sunderland, ON)	228,414	22.38
Kawartha Lakes, ON (CY)	171,992	16.74	K0M (Bobcaygeon, ON)	91,992	9.01
Uxbridge, ON (TP)	83,413	8.12	K9V (Lindsay, ON)	79,808	7.82
Toronto, ON (C)	62,998	6.13	L9P (Uxbridge, ON)	78,249	7.67
Scugog, ON (TP)	58,036	5.65	L0E (Sutton West, ON)	65,948	6.46
Whitby, ON (T)	45,130	4.39	L0K (Coldwater, ON)	49,289	4.83
Georgina, ON (T)	34,819	3.39	L0B (Orono, ON)	29,884	2.93
Oshawa, ON (CY)	28,143	2.74	L9L (Port Perry, ON)	17,645	1.73
Ajax, ON (T)	25,269	2.46	L1M (Whitby, ON)	14,996	1.47
Pickering, ON (CY)	24,974	2.43	L1N (Whitby, ON)	13,922	1.36



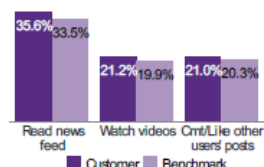
SOCIAL MEDIA HIGHLIGHTS



FACEBOOK

74.3% currently use
Index: 102

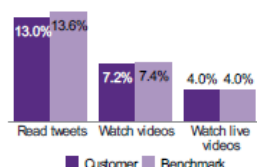
Top Activities (Daily)



TWITTER

27.6% currently use
Index: 99

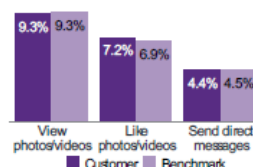
Top Activities (Daily)



INSTAGRAM

43.6% currently use
Index: 98

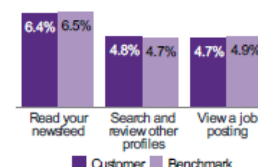
Top Activities (Daily)



LINKEDIN

44.2% currently use
Index: 98

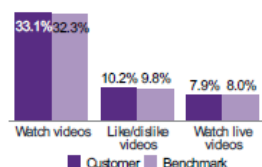
Top Activities (Weekly)



YOUTUBE

72.1% currently use
Index: 100

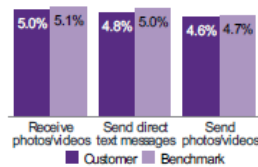
Top Activities (Daily)



SNAPCHAT

11.3% currently use
Index: 99

Top Activities (Weekly)



WHATSAPP

56.8% currently use
Index: 98

Top Activities (Daily)

