



DEMOGRAPHIC SNAPSHOT



55 Years

Median age of Households maintainer (102)



43.1%

Couples Without Children at Home (**136**)



21.4%

Of Visits were from Tourists who travelled 40KM+ and 78.6% were Locals (within 40 KM).



\$117,569

Household Income (**78**)



9.8%

Belong to a Visible Minority group (**24**)



2 People or less

60.6% of Households have single or couples (**126**)



9.5%

Born outside of Canada (**36**)



14.3%

Work in Trades/Transport (**128**) & 12.1% in Sales/Service (**80**)



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

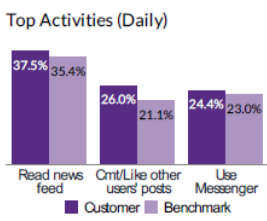
Name (CITY)	Count	%	Name (FSA)	Count	%
Brock, ON (TP)	190,548	53.01	L0E (Sutton West, ON)	147,946	41.16
Kawartha Lakes, ON (CY)	76,820	21.37	K0M (Haliburton, ON)	61,532	17.12
Toronto, ON (C)	20,492	5.70	L0C (Sunderland, ON)	28,788	8.01
Georgina, ON (T)	10,199	2.84	L0K (Coldwater, ON)	26,030	7.24
Peterborough, ON (CY)	9,260	2.58	K9V (Lindsay, ON)	13,349	3.71
Oshawa, ON (CY)	6,425	1.79	M5A (Toronto, ON)	10,745	2.99
Selwyn, ON (TP)	4,308	1.20	K9H (Peterborough, ON)	7,742	2.15
Newmarket, ON (T)	2,921	0.81	K0L (Bancroft, ON)	5,912	1.65
Tay, ON (TP)	2,766	0.77	L3V (Orillia, ON)	2,981	0.83
Clarington, ON (MU)	2,342	0.65	L3Y (Newmarket, ON)	2,145	0.60



SOCIAL MEDIA HIGHLIGHTS

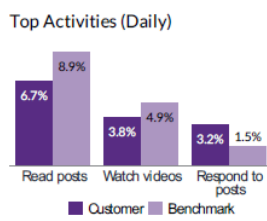
FACEBOOK

77.1% currently use
Index: 99



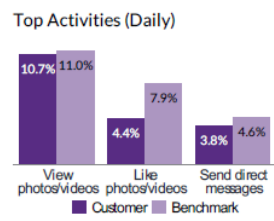
X

12.5% currently use
Index: 55



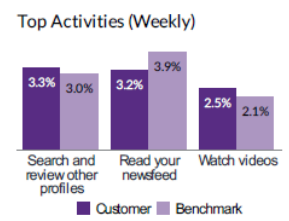
INSTAGRAM

35.0% currently use
Index: 82



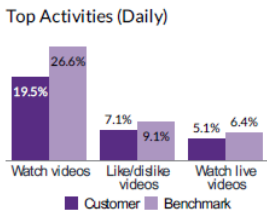
LINKEDIN

29.5% currently use
Index: 75



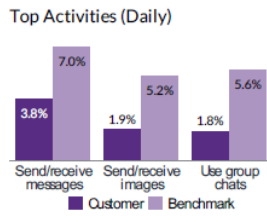
YOUTUBE

61.0% currently use
Index: 88



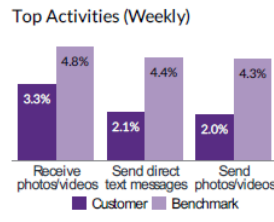
WHATSAPP

40.0% currently use
Index: 82



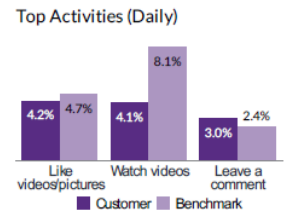
SNAPCHAT

6.2% currently use
Index: 57



TIKTOK

9.6% currently use
Index: 71



Beaverton Downtown 2025 Geo-Fence Data (Based on Visits: BM Durham Region)



DEMOGRAPHIC SNAPSHOT



59 Years

Median age of Households maintainer (**110**)



42.7%

Couples Without Children at Home (**135**)



26.8%

Of Visits were from Tourists who travelled 40KM+ and 73.2% were Locals (within 40 KM).



\$119,254

Household Income (**79**)



19.6%

Belong to a Visible Minority group (**49**)



2 People or less

60.1% of Households have single or couples (**123**)



13.4%

Born outside of Canada (**51**)



16.9%

Work in Trades/Transport (**152**) & 12.2% in Sales/Service (**81**)

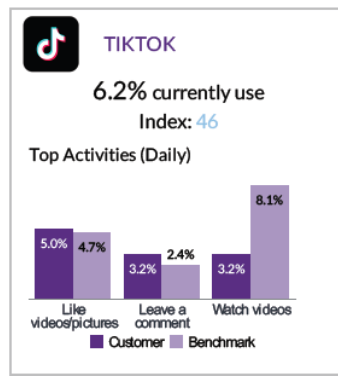
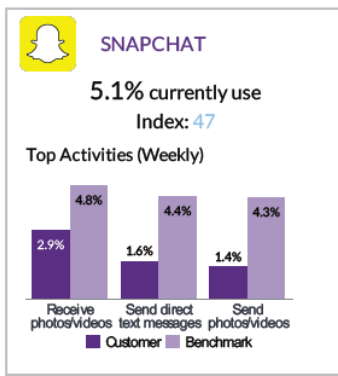
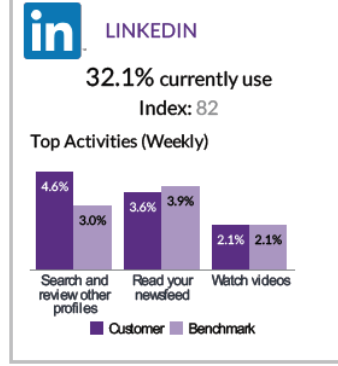
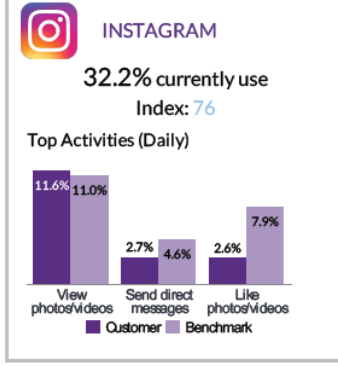
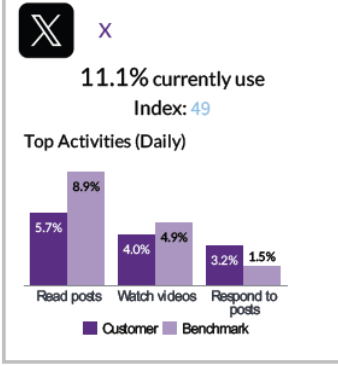
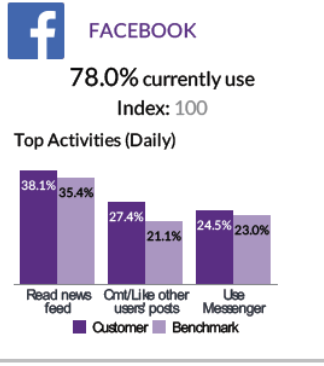


VISITOR'S TOP TEN CITY/FORWARD SORTATION AREAS (FSA)

Name (CITY)	Count	%	Name (FSA)	Count	%
Brock, ON (TP)	652,777	48.08	L0K (Coldwater, ON)	639,354	47.09
Kawartha Lakes, ON (CY)	137,643	10.14	K0M (Haliburton, ON)	127,247	9.37
Georgina, ON (T)	117,903	8.68	L0E (Sutton West, ON)	120,506	8.88
Toronto, ON (C)	77,568	5.71	L9L (Port Perry, ON)	35,555	2.62
Scugog, ON (TP)	37,528	2.76	L3V (Orillia, ON)	34,377	2.53
Ramara, ON (TP)	31,390	2.31	L0C (Sunderland, ON)	32,155	2.37
Bradford West Gwillimbury, ON (T)	30,283	2.23	L3Z (Bradford, ON)	29,441	2.17
Orillia, ON (CY)	27,104	2.00	L9P (Uxbridge, ON)	16,590	1.22
Uxbridge, ON (TP)	18,739	1.38	K9H (Peterborough, ON)	14,760	1.09
Oshawa, ON (CY)	18,452	1.36	L4P (Keswick, ON)	14,186	1.04



SOCIAL MEDIA HIGHLIGHTS



Sunderland Downtown 2025 Geo-Fence Data (Based on Visits: BM Durham Region)



DEMOGRAPHIC SNAPSHOT



54 Years

Median age of Households maintainer (100)



36.1%

Couples Without Children at Home (**114**)



34.9%

Of Visits were from Tourists who travelled 40KM+ and 65.1% were Locals (within 40 KM).



\$154,204

Household Income (102)



20.0%

Belong to a Visible Minority group (**50**)



2 People or less

50.1% of Households have single or couples (102)



14.0%

Born outside of Canada (**53**)



15.7%

Work in Sales/ Service (104) & 13.3% in Trades/Transport (**119**)



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

Name (CITY)	Count	%	Name (FSA)	Count	%
Brock, ON (TP)	269,079	34.49	L0C (Sunderland, ON)	227,409	29.15
Kawartha Lakes, ON (CY)	125,681	16.11	K0M (Haliburton, ON)	88,410	11.33
Toronto, ON (C)	53,913	6.91	L0E (Sutton West, ON)	48,257	6.18
Georgina, ON (T)	37,071	4.75	L0K (Coldwater, ON)	42,318	5.42
Uxbridge, ON (TP)	34,587	4.43	K9V (Lindsay, ON)	39,045	5.00
Whitby, ON (T)	33,863	4.34	L9P (Uxbridge, ON)	30,118	3.86
Scugog, ON (TP)	20,354	2.61	L9L (Port Perry, ON)	11,406	1.46
Pickering, ON (CY)	19,692	2.52	L1M (Whitby, ON)	11,006	1.41
Oshawa, ON (CY)	18,778	2.41	L1N (Whitby, ON)	10,461	1.34
Ajax, ON (T)	15,108	1.94	K9H (Peterborough, ON)	10,256	1.31



SOCIAL MEDIA HIGHLIGHTS

