



## DEMOGRAPHIC SNAPSHOT



**51 Years**

Median age of Households maintainer (970)



**38.6%**

Couples Without Children at Home (107)



**88.4%**

Visitors were Locals who travelled within 40 Km.



**\$127,737**

Household Income (95)



**36.7%**

Belong to a Visible Minority group (94)



**2 People or less**

59.2% of Households have a single or 2 people (102)



**34.3%**

Born outside of Canada (93)



**12.7%**

Work in Sales/ Service (97) & 12.3% in Business/Finance (103)



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

## BM ONTARIO

Name (CITY)	Count	%	Name (FSA)	Count	%
Uxbridge, ON (TP)	1,431,889	55.27	L9P (Uxbridge, ON)	1,318,540	51.00
Scugog, ON (TP)	185,774	7.17	L0C (Sunderland, ON)	181,925	7.04
Kawartha Lakes, ON (CY)	126,037	4.87	L9L (Port Perry, ON)	114,635	4.43
Toronto, ON (C)	102,485	3.96	L0E (Sutton West, ON)	98,628	3.81
Brock, ON (TP)	88,960	3.43	L4A (Stouffville, ON)	67,893	2.63
Whitchurch-Stouffville, ON (T)	67,326	2.60	K0M (Bobcaygeon, ON)	66,969	2.59
Clarington, ON (MU)	64,164	2.48	K9V (Lindsay, ON)	47,260	1.83
Oshawa, ON (CY)	62,517	2.41	L0G (Tottenham, ON)	36,752	1.42
Pickering, ON (CY)	51,551	1.99	L1C (Bowmanville, ON)	35,981	1.39
Georgina, ON (T)	51,497	1.99	K0L (Lakefield, ON)	29,027	1.12



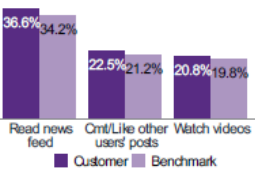
## SOCIAL MEDIA HIGHLIGHTS



### FACEBOOK

74.9% currently use  
Index: 102

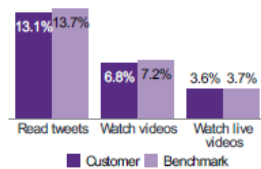
#### Top Activities (Daily)



### TWITTER

27.4% currently use  
Index: 99

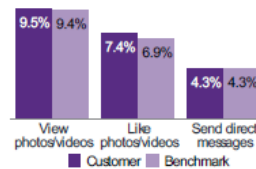
#### Top Activities (Daily)



### INSTAGRAM

44.5% currently use  
Index: 101

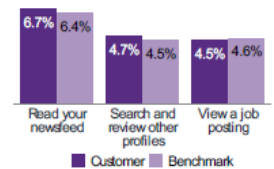
#### Top Activities (Daily)



### LINKEDIN

43.7% currently use  
Index: 98

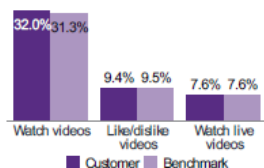
#### Top Activities (Weekly)



### YOUTUBE

71.7% currently use  
Index: 100

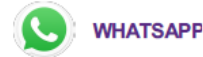
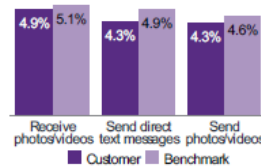
#### Top Activities (Daily)



### SNAPCHAT

10.8% currently use  
Index: 96

#### Top Activities (Weekly)



### WHATSAPP

53.8% currently use  
Index: 98

#### Top Activities (Daily)

