RTO8 Brighton 2022 Data
(Based on Visits)

CENTRAL COUNTIES TOURISM

DEMOGRAPHIC SNAPSHOT

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

61 Years — Median age of Households maintainer (113)

55.0% — Couples Without Children at Home (146)

87.4% — Visitors were Locals who travelled within 40 Km.

$98,318 — Household Income (82)

7.8% — Belong to a Visible Minority group, below Ontario's Average (24)

2 People or less — 69.3% of Households have a single or 2 people (116)

12.9% — Born outside of Canada (43)

11.5% — Work in Sales & Service (80)

VISIT'S TOP 10 CITIES

Name	Count	%
Brighton, ON (MU)	731,692	45.91
Cramahe, ON (TP)	301,731	18.93
Quinte West, ON (CY)	206,341	12.95
Belleville, ON (CY)	49,962	3.13
Prince Edward County, ON (CY)	45,364	2.85
Toronto, ON (C)	24,579	1.54
Alnwick/Haldimand, ON (TP)	19,537	1.23
Stirling-Rawdon, ON (TP)	16,231	1.02
Tweed, ON (MU)	15,389	0.97
Cobourg, ON (T)	15,104	0.95

TOP 10 FORWARD SORTATION AREAS (FSA)

Name	Count	%
K0K (Picton, ON)	1,255,872	79.82
K8V (Trenton, ON)	82,891	5.27
K8N (Belleville, ON)	38,661	2.46
K9A (Cobourg, ON)	28,169	1.79
K8P (Belleville, ON)	23,638	1.50
K0L (Lakefield, ON)	11,662	0.74
L1A (Port Hope, ON)	4,955	0.32
K0H (Inverary, ON)	4,877	0.31
K9J (Peterborough, ON)	4,530	0.29
L1E (Bowmanville, ON)	3,875	0.25

LEISURE ACTIVITES

TOP 10 LEISURE ACTIVITES	%
Reading	86.27
Gardening	71.20
Home exercise/home workout	63.28
Swimming	55.43
Fitness walking	49.77
Volunteer work	49.64
Bowling	48.43
Arts/crafts/sewing/knitting	48.01
Hiking/backpacking	47.15
Camping	44.08

POPULATION BY AGE

AGE	%	INDEX	AGE	%	INDEX
0 to 4	4.3	88	45 – 49	5.3	86
5 to 9	4.6	90	50 – 54	6.0	93
10 to 14	4.8	89	55 - 59	7.4	107
15 – 19	4.8	87	60 – 64	8.1	121
20 – 24	4.8	72	65 – 69	7.9	139
25 - 29	4.9	67	70 – 74	7.7	165
30 – 34	5.2	71	75 – 79	6.5	186
35 – 39	5.3	77	80 – 84	4.1	180
40 – 44	5.0	79	85+	3.4	145

SOCIAL MEDIA HIGHLIGHTS

FACEBOOK
83.3% currently use
Index: 110
Top Activities (Daily)

Activity	Customer	Benchmark
Read news feed	42.7%	38.6%
Cmt/Like other users' posts	32.2%	25.7%
Use Messenger	19.2%	20.8%
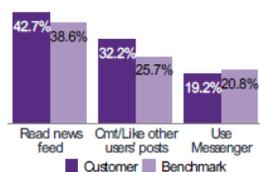
TWITTER
29.1% currently use
Index: 99
Top Activities (Daily)

Activity	Customer	Benchmark
Read tweets	13.9%	13.0%
Watch videos	3.6%	5.6%
Retweet	3.1%	3.0%
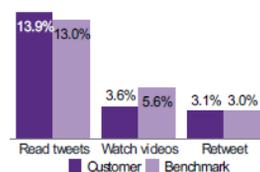
INSTAGRAM
36.7% currently use
Index: 92
Top Activities (Daily)

Activity	Customer	Benchmark
View photos/videos	10.6%	8.9%
Like photos/videos	6.0%	7.0%
Comment on photos/videos	2.9%	4.2%
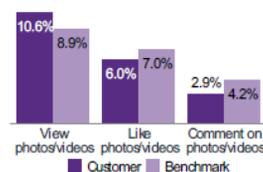
YOUTUBE
64.3% currently use
Index: 90
Top Activities (Daily)

Activity	Customer	Benchmark
Watch videos	21.8%	28.6%
Like/dislike videos	4.1%	8.2%
Watch live videos	2.6%	6.8%

41 DOWN TO EARTH
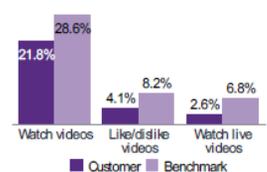
Rank:	1
Customers:	401,099
Customers %:	25.70
% in Benchmark:	2.79
Index	921

R2   M1

Older middle-income rural couples and families

Repeating FSAs	
COUNT = # of Prizm segments per FSA	
%PEN = % of Prizm segments penetration per FSA	

The largest PRIZM segment with nearly 400,000 households, Down to Earth consists of **older couples and families found in rural communities across the country**. Eight out of ten adults are homeowners, typically owning single-detached homes. The majority of maintainers are over 55 years old. And most households earn average incomes from **a mix of blue-collar and service sector jobs.** With more than 80 percent of households third-plus-generation Canadians, they share a tradition-bound lifestyle: many spend **their leisure time close to home and nature, enjoying sewing, knitting, bird-watching and snowmobiling.** Their yards often have a small collection of trucks, cars, boats, ATVs and RVs. Not surprisingly, these older folks have **traditional media patterns,** favouring **TV sports**, **country music radio, gardening magazines and community newspapers.**

1st - #41 Down to Earth		
Name	Count	% Pen
K0K (Picton, ON)	43,115	41.94
K0L (Lakefield, ON)	36,766	57.93
N0H (Wiarton, ON)	21,297	43.98
K0J (Deep River, ON)	18,005	60.96
K0M (Bobcaygeon, ON)	15,285	31.71
K0C (Alexandria, ON)	13,574	30.13
K0E (Prescott, ON)	13,110	37.89
N0P (Blenheim, ON)	10,003	24.41
N0L (Dorchester, ON)	9,524	21.49
K0G (Kemptville, ON)	9,341	26.40

43 HAPPY MEDIUM

Rank:	2
Customers:	345,114
Customers %:	22.12
% in Benchmark:	1.99
Index	1,113

S5   F3

Suburban middle-income couples and families

A quintessential portrait of Middle Canada, Happy Medium consists of **couples and families living in the outer suburbs of large and midsize cities.** The segment contains a mix of middle-income households of varied ages (maintainers range from 45 to over 75), educations (mostly high school or college) and family types (couples and families). Many households in this segment have deep roots: three-quarters of residents are third-plus-generation Canadians. Residents typically **hold blue-collar or service sector jobs**, and most own an older, single-detached house. With their unpretentious lifestyles, they enjoy home-based pursuits like **woodworking, gardening and sewing, and outdoor activities such as canoeing, rowing and snowmobiling. To stretch their budgets, many shop at second-hand clothing and discount grocery stores.**

2nd - #43 Happy Medium		
Name	Count	% Pen
L0S (Fonthill, ON)	12,922	24.12
N0N (Petrolia, ON)	10,794	30.92
P0M (Chelmsford, ON)	10,484	25.05
L0K (Coldwater, ON)	9,456	27.76
N0A (Port Dover, ON)	9,186	32.13
K0A (Almonte, ON)	8,112	8.80
L0L (Oro, ON)	7,701	20.98
L9Z (Wasaga Beach, ON)	7,601	34.29
L0M (Angus, ON)	7,554	22.83
N0R (Belle River, ON)	6,179	15.78

CENTRAL COUNTIES TOURISM

TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA

26 COUNTRY TRADITIONS

Rank:	3
Customers:	269,036
Customers %:	17.24
% in Benchmark:	4.10
Index	420

R1 MIDDLE-AGED F3

Rural, upper middle income couples and families

The second most affluent rural segment, Country Traditions is a collection of small communities scattered across the eastern half of Canada. In this segment, **middle-aged, and older couples and families work at blue-collar and service sector jobs.** Most own a recently built, single-detached house, along with a large pickup for backcountry driving. With half the maintainers over 55, these third-plus-generation Canadians enjoy old-fashioned pursuits like **gardening, boating, fishing, camping and swimming.** Self-reliant, they like to work with their hands, doing ambitious remodeling projects as well as traditional home crafts. With their teenage children, they make a strong market for toys, pets and sporting goods; **a big splurge is attending a professional baseball or basketball game. Vacations often involve a cottage stay.**

3rd - #26 Country Traditions		
Name	Count	% Pen
K0A (Almonte, ON)	39,239	42.57
K0K (Picton, ON)	31,116	30.27
N0R (Belle River, ON)	21,319	54.43
K0C (Alexandria, ON)	19,372	43.00
K0G (Kemptville, ON)	18,158	51.32
L0L (Oro, ON)	15,381	41.89
K0H (Inverary, ON)	13,788	36.01
K0E (Prescott, ON)	13,204	38.16
L0M (Angus, ON)	12,344	37.31
N0L (Dorchester, ON)	11,593	26.16

21 SCENIC RETIREMENT

Rank:	4
Customers:	202,869
Customers %:	13.00
% in Benchmark:	1.62
Index	802

S6 M2

Older middle income suburbanites

Scenic Retirement exemplifies one of Canada's dominant demographic trends, the aging population. With more than two-thirds of household maintainers over 55 years old, the segment features **older married couples and singles living in the suburban neighbourhoods of smaller cities.** Most members own single-detached houses and though only half are still in the labour force, incomes are above $100,000 from a mix of sectors. These households stay active by **playing golf, fitness, walking and gardening.** A night out may mean a trip to **a casino or community theatre.** And with most residents born well before the advent of the Internet, this segment is **a bastion of traditional media.**

4th - #21 Scenic Retirement		
Name	Count	% Pen
L0S (Fonthill, ON)	18,392	34.34
K0K (Picton, ON)	11,148	10.84
L9Z (Wasaga Beach)	7,643	34.48
N0M (Clinton, ON)	6,407	10.74
N0A (Port Dover, ON)	5,665	19.81
N0H (Wiarton, ON)	5,215	10.77
K0H (Inverary, ON)	4,723	12.33
K7H (Perth, ON)	4,453	31.39
L0R (Binbrook, ON)	4,446	7.88
K9A (Cobourg, ON)	4,184	18.06

58 OLD TOWN ROADS

Rank:	5
Customers:	123,752
Customers %:	7.93
% in Benchmark:	0.84
Index	940

T1 M1

Older lower middle income town couples and singles

Older folks gravitate to Old Town Roads, a collection of small towns across Canada where more than a third of maintainers are over 65. Unlike more comfortable retirement communities, these rustic towns are home to **lower-mid income empty-nesting couples, separated and widowed individuals.** Most own older, inexpensive, single-detached homes, though a significant percentage live in a mobile home. Those still working earn lower-middle incomes from **blue-collar and agricultural jobs.** These third-plus-generation Canadians enjoy **time-honoured leisure pursuits like fishing, hunting and gardening;** they **also attend craft shows and auto racing events.** As for media, they're **mostly traditionalists, enjoying sports on TV and classic rock and country music on the radio.**

5th - #58 Old Town Roads		
Name	Count	% Pen
N0P (Blenheim, ON)	9,351	22.82
K0E (Prescott, ON)	6,623	19.14
K0K (Picton, ON)	6,061	5.90
L0E (Sutton West, ON)	5,516	29.14
K0C (Alexandria, ON)	5,455	12.11
N0E (Waterford, ON)	2,999	9.54
N0M (Clinton, ON)	2,876	4.82
N0N (Petrolia, ON)	2,767	7.93
L9Z (Wasaga Beach)	2,513	11.34
P0M (Chelmsford, ON)	2,494	5.96