RTO8 Fenelon Fall 2019 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

59 Years
Median age of Households maintainer (111)

49.0%
Couples Without Children at Home (130)

62.5%
Visitors were Locals who travelled within 40 Km.

$109,082
Household Income (91)

17.0%
Belong to a Visible Minority group, below Ontario's Average (52)

2 People or less
66.3% of Households have a single or 2 people (111)

17.7%
Born outside of Canada (59)

13.0%
Work in Sales & Service (90)

VISIT'S TOP 10 CITIES

Name	Count	%
Kawartha Lakes, ON (CY)	1,037,216	58.34
Toronto, ON (C)	117,211	6.59
Oshawa, ON (CY)	39,353	2.21
Peterborough, ON (CY)	37,022	2.08
Whitby, ON (T)	33,550	1.89
Minden Hills, ON (TP)	25,368	1.43
Trent Lakes, ON (MU)	24,648	1.39
Georgina, ON (T)	22,705	1.28
Mississauga, ON (CY)	21,881	1.23
Clarington, ON (MU)	20,092	1.13

TOP 10 FORWARD SORTATION AREAS (FSA)

Name	Count	%
K0M (Bobcaygeon, ON)	974,479	55.34
K9V (Lindsay, ON)	96,770	5.50
K0L (Lakefield, ON)	45,774	2.60
K9J (Peterborough, ON)	21,125	1.20
L0E (Sutton West, ON)	17,139	0.97
L0K (Coldwater, ON)	16,171	0.92
L1N (Whitby, ON)	14,561	0.83
L4P (Keswick, ON)	11,665	0.66
L1H (Oshawa, ON)	11,255	0.64
L1G (Oshawa, ON)	10,868	0.62

LEISURE ACTIVITES

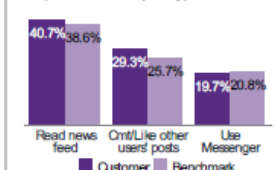
TOP 10 LEISURE ACTIVITES	%
Reading	86.53
Gardening	69.62
Home exercise/home workout	65.41
Swimming	54.92
Fitness walking	53.66
Volunteer work	47.38
Arts/crafts/sewing/knitting	44.64
Bowling	43.68
Camping	42.34
Cycling (mountain/road biking)	42.34

POPULATION BY AGE

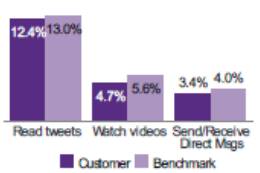
POPULATION BY AGE					
AGE	%	INDEX	AGE	%	INDEX
0 to 4	4.4	90	45 – 49	5.5	90
5 to 9	4.6	91	50 – 54	6.2	96
10 to 14	4.8	90	55 - 59	7.3	105
15 – 19	4.8	88	60 – 64	7.9	118
20 – 24	5.2	78	65 – 69	7.6	133
25 - 29	5.8	79	70 – 74	6.9	147
30 – 34	6.0	82	75 – 79	5.5	159
35 – 39	5.8	84	80 – 84	3.4	149
40 – 44	5.4	84	85+	3.1	133

SOCIAL MEDIA HIGHLIGHTS

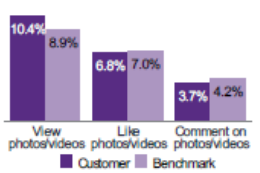
FACEBOOK
80.3% currently use
Index:106
Top Activities (Daily)



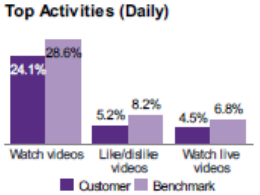
TWITTER
29.4% currently use
Index:100
Top Activities (Daily)



INSTAGRAM
39.9% currently use
Index:100
Top Activities (Daily)



YOUTUBE
67.7% currently use
Index:95
Top Activities (Daily)



RTO8 Fenelon Falls 2019 Data (Based on Visits)

TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA

Rank:	1
Customers:	352,509
Customers %:	21.13
% in Benchmark:	1.72
Index:	1,230

A collection of remote villages mainly in the Atlantic provinces, Backcountry Boomers is about as rural as it gets. These households are mostly **older, empty-nesting couples and those living alone.** Forty percent of maintainers are over 65, most adults are out of the labour force and nearly three-quarters of households contain only one or two people. Incomes are modest, but they're enough for households to own a single-detached house and enjoy **an unpretentious lifestyle**. These Canadians like to **fish, hunt and garden**, for the camaraderie as much as the opportunity to put food on the table. Their hobbies are the old-fashioned variety**: crafts, knitting and collecting coins and stamps.** Despite their remote communities, **they prefer in-store shopping to e-commerce.**

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

1st - #49 Backcountry Boomers		
Name	Count	% Pen
K0M (Bobcaygeon, ON)	24,673	51.19
P0H (Powassan, ON)	16,960	57.87
P0J (New Liskeard, ON)	16,014	93.28
P0M (Chelmsford, ON)	15,955	38.12
P0A (Burks Falls, ON)	11,723	81.59
K0L (Lakefield, ON)	11,230	17.69
K0J (Deep River, ON)	10,887	36.86
K0H (Inverary, ON)	8,198	21.41
P0P (Little Current, ON)	6,072	36.47
P0R (Blind River, ON)	5,936	56.58

Rank:	2
Customers:	344,401
Customers %:	20.65
% in Benchmark:	2.79
Index:	740

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.**

2nd - #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

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TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA

Rank:	3
Customers:	273,963
Customers %:	16.42
% in Benchmark:	0.84
Index:	1,947

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.**

3rd - #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, ON)	2,513	11.34
P0M (Chelmsford, ON)	2,494	5.96

Rank:	4
Customers:	89,689
Customers %:	5.38
% in Benchmark:	4.10
Index:	131

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.**

4th - #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

Rank:	5
Customers:	44,004
Customers %:	2.64
% in Benchmark:	2.35
Index:	112

Boomer Bliss consists of **older couples and families found in suburban neighbourhoods surrounding many large cities.** Nearly two-thirds of maintainers are over 55 years old, and households show an increasing shift towards retirees. With their university and college educations, those still employed hold **white-collar positions.** Their upper-middle-class incomes allow them to own comfortable single-detached houses graced with pools and patios. Many have paid off mortgages and show little interest in leaving their empty nests. They take advantage of their proximity to both city centres and small towns, **enjoying the arts—theatre, art galleries and city parks—and outdoor activities like golfing and boating. Going out may mean dinner at a pub, sports bar or casual family restaurant**.

5th - #09 Boomer Bliss		
Name	Count	% Pen
K7M (Kingston, ON)	12,332	29.82
N7S (Sarnia, ON)	7,161	28.94
L0S (Fonthill, ON)	6,966	13.00
N6K (London, ON)	6,194	20.62
N3R (Brantford, ON)	5,983	19.76
L2N (St Catharines, ON)	5,796	21.58
K9K (Peterborough, ON)	5,538	46.26
N7L (Chatham, ON)	5,534	24.24
L9H (Hamilton, ON)	5,123	18.37
P6A (Sault Ste. Marie)	5,074	16.87