

RTO8 Fenelon Fall 2022 Data (Based on Visits)

DEMOGRAPHIC SNAPSHOT

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



60 Years

Median age of Households maintainer (112)



50.8%

Couples Without Children at Home (135)



76.2%

Visitors were Locals who travelled within 40 Km.



\$105,718

Household Income (89)



13.4%

Belong to a Visible Minority group, below Ontario's Average (41)



2 People or less

68.2% of Households have a single or 2 people (115)



15.4%

Born outside of Canada (52)



12.6%

Work in Sales & Service (88)

VISIT'S TOP 10 CITIES

TOP 10 FORWARD SORTATION AREAS (FSA)

Name	Count	%	Name	Count	%
Kawartha Lakes, ON (CY)	1,420,034	71.80	K0M (Bobcaygeon, ON)	1,277,597	64.91
Toronto, ON (C)	80,082	4.05	K9V (Lindsay, ON)	185,166	9.41
Trent Lakes, ON (MU)	46,801	2.37	K0L (Lakefield, ON)	29,135	1.48
Whitby, ON (T)	34,311	1.74	L0K (Coldwater, ON)	23,941	1.22
Scugog, ON (TP)	31,757	1.61	L1N (Whitby, ON)	19,662	1.00
Peterborough, ON (CY)	29,298	1.48	L9L (Port Perry, ON)	18,919	0.96
Oshawa, ON (CY)	23,056	1.17	K9H (Peterborough, ON)	16,536	0.84
Minden Hills, ON (TP)	19,227	0.97	L0B (Orono, ON)	15,109	0.77
Brock, ON (TP)	17,665	0.89	K9J (Peterborough, ON)	12,094	0.61
Georgina, ON (T)	16,177	0.82	L4P (Keswick, ON)	10,237	0.52

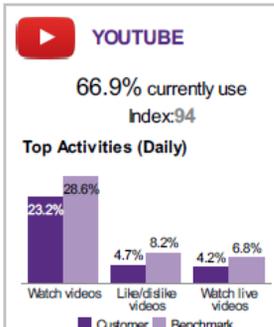
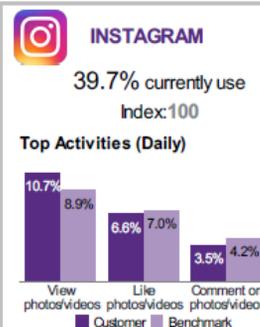
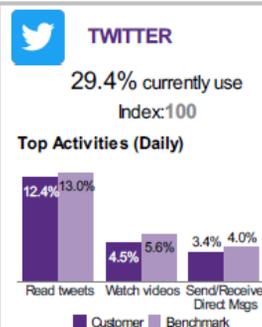
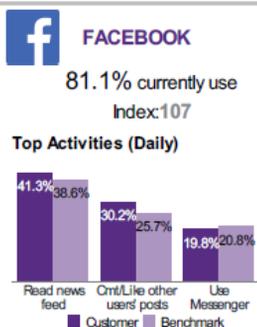
LEISURE ACTIVITIES

POPULATION BY AGE

TOP 10 LEISURE ACTIVITIES	%
Reading	87.19
Gardening	70.79
Home exercise/home workout	65.26
Swimming	55.39
Fitness walking	53.33
Volunteer work	47.95
Arts/crafts/sewing/knitting	45.39
Bowling	43.84
Hiking/backpacking	43.43
Camping	42.58

POPULATION BY AGE					
AGE	%	INDEX	AGE	%	INDEX
0 to 4	4.3	88	45 – 49	5.3	86
5 to 9	4.5	88	50 – 54	6.1	96
10 to 14	4.6	86	55 - 59	7.4	107
15 – 19	4.6	85	60 – 64	8.2	122
20 – 24	5.0	75	65 – 69	7.9	139
25 - 29	5.8	78	70 – 74	7.2	154
30 – 34	6.0	81	75 – 79	5.8	166
35 – 39	5.7	83	80 – 84	3.4	151
40 – 44	5.1	80	85+	3.1	131

SOCIAL MEDIA HIGHLIGHTS





Rank: 1
 Customers: 539,113
 Customers %: 28.19
 % in Benchmark: 2.79
 Index: 1,010

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**.

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

1st - #41 Down to Earth		
Name	Count	% Pen
K0K (Picton, ON)	43,115	41.94
K0L (Lakefield, ON)	36,766	57.93
N0H (Warton, 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



Rank: 2
 Customers: 357,656
 Customers %: 18.70
 % in Benchmark: 1.72
 Index: 1,088

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**.

2nd - #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

TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA



Rank: 3
 Customers: 310,001
 Customers %: 16.21
 % in Benchmark: 0.84
 Index: 1,922

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: 179,878
 Customers %: 9.40
 % in Benchmark: 4.10
 Index: 229

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: 50,615
 Customers %: 2.65
 % in Benchmark: 1.79
 Index: 148

Slow-Lane Suburbs consists of a mix of older singles and couples living in the suburbs of midsize cities. Most maintainers are over 55, and those still in the labour force typically hold **service sector and white-collar jobs**. With their high school and college educations yielding middle incomes, nearly three-quarters of adults own inexpensive single-detached houses. More than three-quarters of residents are third-plus-generation Canadians, and they enjoy **time-honoured outdoor activities like fishing, hunting and camping**. Many have time on their hands to go to **casinos, community theatres and beer, food and wine festivals**. For excitement, **they like attending an auto race or golf event**. A prime market for traditional media, they respond to marketing messages that recognize their frugal habits.

5th - #45 Slow-Lane Suburbs		
Name	Count	% Pen
P7A (Thunder Bay, ON)	9,115	36.92
N4S (Woodstock, ON)	7,224	24.49
K9H (Peterborough, ON)	6,825	25.76
N5A (Stratford, ON)	6,364	22.50
P7E (Thunder Bay, ON)	6,323	35.07
P6B (Sault Ste. Marie, ON)	6,033	30.63
P1B (North Bay, ON)	5,749	19.78
P6C (Sault Ste. Marie, ON)	5,612	32.76
N4K (Owen Sound, ON)	5,432	21.78
K6H (Cornwall, ON)	5,070	18.68