

RT08 Port Hope 2019 Data (Based on Visits)

DEMOGRAPHIC SNAPSHOT

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



58 Years

Median age of Households maintainer (109)



48.9%

Couples Without Children at Home (**130**)



74.6%

Visitors were Locals who travelled within 40 Km.



\$113,956

Household Income (95)



16.5%

Belong to a Visible Minority group, below Ontario's Average (**50**)



2 People or less

66.6% of Households have a single or 2 people (**113**)



18.8%

Born outside of Canada (**63**)



13.4%

Work in Sales & Service (93)

VISIT'S TOP 10 CITIES

TOP 10 FORWARD SORTATION AREAS (FSA)

Name	Count	%
Port Hope, ON (MU)	802,640	40.73
Cobourg, ON (T)	250,035	12.69
Hamilton, ON (TP)	216,144	10.97
Clarington, ON (MU)	96,010	4.87
Toronto, ON (C)	80,950	4.11
Oshawa, ON (CY)	52,978	2.69
Peterborough, ON (CY)	42,241	2.14
Alnwick/Haldimand, ON (TP)	41,954	2.13
Whitby, ON (T)	40,147	2.04
Quinte West, ON (CY)	23,708	1.20

Name	Count	%
L1A (Port Hope, ON)	782,406	40.36
K9A (Cobourg, ON)	405,515	20.92
K0K (Picton, ON)	116,524	6.01
K0L (Lakefield, ON)	70,470	3.63
L1C (Bowmanville, ON)	49,226	2.54
L0A (Millbrook, ON)	44,134	2.28
L1B (Bowmanville, ON)	20,216	1.04
K9J (Peterborough, ON)	18,392	0.95
L1G (Oshawa, ON)	15,751	0.81
L1N (Whitby, ON)	15,598	0.81

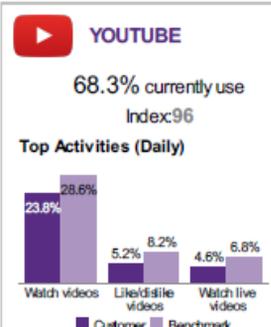
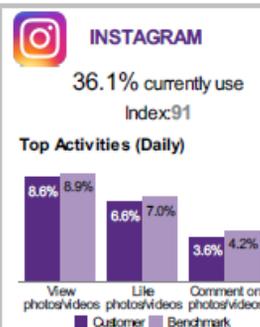
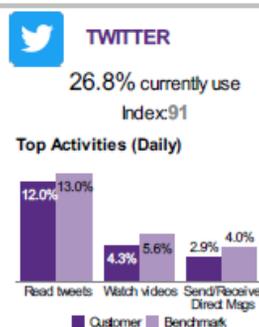
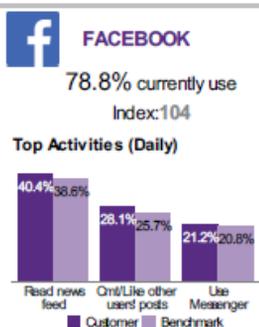
LEISURE ACTIVITIES

POPULATION BY AGE

TOP 10 LEISURE ACTIVITIES	%
Reading	85.40
Gardening	69.56
Home exercise/home workout	63.15
Fitness walking	55.69
Swimming	53.08
Volunteer work	47.43
Arts/crafts/sewing/knitting	45.15
Camping	42.90
Cycling (mountain/road biking)	42.49
Bowling	41.70

POPULATION BY AGE					
AGE	%	INDEX	AGE	%	INDEX
0 to 4	4.2	86	45 - 49	5.7	92
5 to 9	4.5	89	50 - 54	6.0	95
10 to 14	4.8	90	55 - 59	7.0	101
15 - 19	4.9	90	60 - 64	7.6	113
20 - 24	5.3	80	65 - 69	7.3	128
25 - 29	5.8	79	70 - 74	6.9	148
30 - 34	6.0	83	75 - 79	5.6	160
35 - 39	6.0	87	80 - 84	3.5	153
40 - 44	5.6	88	85+	3.2	139

SOCIAL MEDIA HIGHLIGHTS





Rank: 1
 Customers: 213,603
 Customers %: 11.64
 % in Benchmark: 2.35
 Index: 495

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.



Rank: 2
 Customers: 197,072
 Customers %: 10.74
 % in Benchmark: 4.10
 Index: 262

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.

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

1st - #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, ON)	5,074	16.87

2nd - #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

TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA



Rank: 3
Customers: 194,340
Customers %: 10.59
% in Benchmark: 1.62
Index: 653

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**.

3rd - #21 Scenic Retirement		
Name	Count	% Pen
L0S (Fonthill, ON)	18,392	34.34
K0K (Picton, ON)	11,148	10.84
L9Z (Wasaga Beach, ON)	7,643	34.48
N0M (Clinton, ON)	6,407	10.74
N0A (Port Dover, ON)	5,665	19.81
N0H (Warton, 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



Rank: 4
Customers: 152,285
Customers %: 8.30
% in Benchmark: 1.79
Index: 464

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.

4th - #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



Rank: 5
Customers: 124,575
Customers %: 6.79
% in Benchmark: 2.79
Index: 243

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**.

5th - #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