RTO8 Port Hope 2021 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

58 Years
Median age of Households maintainer (109)

48.0%
Couples Without Children at Home (128)

77.2%
Visitors were Locals who travelled within 40 Km.

$116,016
Household Income (97)

19.8%
Belong to a Visible Minority group, below Ontario's Average (60)

2 People or less
64.4% of Households have a single or 2 people (108)

20.7%
Born outside of Canada (69)

13.4%
Work in Sales & Service (93)

VISIT'S TOP 10 CITIES

Name	Count	%
Port Hope, ON (MU)	455,453	36.36
Cobourg, ON (T)	206,942	16.52
Hamilton, ON (TP)	134,117	10.71
Clarington, ON (MU)	95,823	7.65
Toronto, ON (C)	53,830	4.30
Alnwick/Haldimand, ON (TP)	38,765	3.09
Oshawa, ON (CY)	28,644	2.29
Peterborough, ON (CY)	27,916	2.23
Whitby, ON (T)	18,823	1.50
Trent Hills, ON (MU)	18,473	1.48

TOP 10 FORWARD SORTATION AREAS (FSA)

Name	Count	%
L1A (Port Hope, ON)	446,799	36.26
K9A (Cobourg, ON)	287,385	23.32
K0K (Picton, ON)	95,638	7.76
K0L (Lakefield, ON)	51,773	4.20
L1C (Bowmanville, ON)	50,540	4.10
L1B (Bowmanville, ON)	30,706	2.49
L0A (Millbrook, ON)	22,332	1.81
K9J (Peterborough, ON)	12,722	1.03
L1G (Oshawa, ON)	12,699	1.03
K9H (Peterborough, ON)	11,216	0.91

LEISURE ACTIVITES

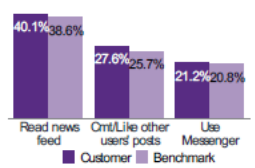
TOP 10 LEISURE ACTIVITES	%
Reading	84.96
Gardening	69.02
Home exercise/home workout	63.59
Fitness walking	55.27
Swimming	52.64
Volunteer work	46.90
Arts/crafts/sewing/knitting	44.41
Camping	43.17
Bowling	42.54
Cycling (mountain/road biking)	42.52

POPULATION BY AGE

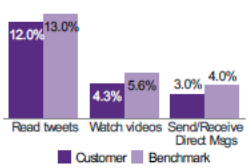
POPULATION BY AGE					
AGE	%	INDEX	AGE	%	INDEX
0 to 4	4.6	94	45 – 49	5.6	91
5 to 9	4.8	95	50 – 54	5.9	92
10 to 14	5.0	93	55 - 59	6.8	97
15 – 19	5.0	91	60 – 64	7.4	110
20 – 24	5.3	80	65 – 69	7.0	123
25 - 29	5.8	79	70 – 74	6.7	144
30 – 34	6.2	85	75 – 79	5.5	158
35 – 39	6.1	89	80 – 84	3.4	152
40 – 44	5.7	90	85+	3.1	132

SOCIAL MEDIA HIGHLIGHTS

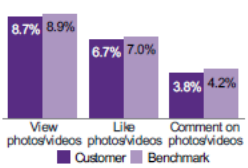
FACEBOOK
78.4% currently use
Index:103
Top Activities (Daily)



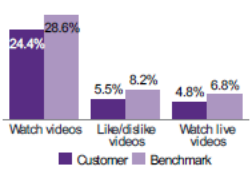
TWITTER
26.8% currently use
Index:91
Top Activities (Daily)



INSTAGRAM
36.3% currently use
Index:91
Top Activities (Daily)



YOUTUBE
68.8% currently use
Index:97
Top Activities (Daily)



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TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA

Rank:	1
Customers:	182,285
Customers %:	15.37
% in Benchmark:	1.62
Index	948

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**

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

1st - #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 (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

Rank:	2
Customers:	154,348
Customers %:	13.02
% in Benchmark:	4.10
Index	317

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.**

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

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TOP 5 PRIZM SEGMENTS WITH CORRESPONDING TOP 10 FSA

Rank:	3
Customers:	107,990
Customers %:	9.11
% in Benchmark:	2.35
Index	387

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.**

3rd - #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

Rank:	4
Customers:	82,032
Customers %:	6.92
% in Benchmark:	1.79
Index	387

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 o 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:	80,087
Customers %:	6.75
% in Benchmark:	1.99
Index	340

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 from45 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.**

5th - #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