



DEMOGRAPHIC SNAPSHOT



51 Years

Median age of Households maintainer (96)



37.1%

Couples Without Children at Home (105)



80.3%

Visitors were Locals who travelled within 40 Km.



\$123,720

Household Income (92)



49.3%

Belong to a Visible Minority group (114)



2 People or less

59.5% of Households have a single or 2 people (104)



42.6%

Born outside of Canada (107)



13.3%

Work in Sales/ Service (102) & 12.3% in Business/Finance (102)



VISITOR'S TOP TEN CITY/FORWARD SORTATION AREAS (FSA)

BM ONTARIO

Name (CITY)	Count	%	Name (FSA)	Count	%
Scugog, ON (TP)	1,321,303	45.10	L9L (Port Perry, ON)	944,407	32.37
Kawartha Lakes, ON (CY)	246,876	8.43	L0B (Orono, ON)	219,508	7.52
Oshawa, ON (CY)	217,223	7.41	L0C (Sunderland, ON)	204,087	7.00
Toronto, ON (C)	177,620	6.06	K0M (Bobcaygeon, ON)	129,238	4.43
Whitby, ON (T)	158,088	5.40	L1C (Bowmanville, ON)	91,123	3.12
Clarington, ON (MU)	126,120	4.30	L9P (Uxbridge, ON)	88,843	3.04
Uxbridge, ON (TP)	96,100	3.28	K9V (Lindsay, ON)	88,824	3.04
Ajax, ON (T)	86,209	2.94	L1G (Oshawa, ON)	78,170	2.68
Markham, ON (CY)	62,990	2.15	L1S (Ajax, ON)	59,309	2.03
Brock, ON (TP)	46,432	1.58	L1M (Whitby, ON)	59,289	2.03



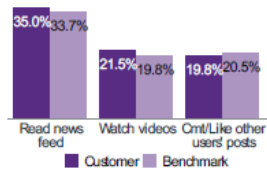
SOCIAL MEDIA HIGHLIGHTS



FACEBOOK

73.3% currently use
Index: 100

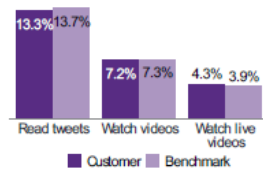
Top Activities (Daily)



TWITTER

28.0% currently use
Index: 101

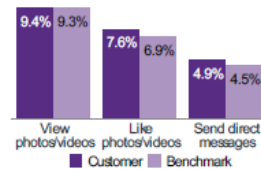
Top Activities (Daily)



INSTAGRAM

46.1% currently use
Index: 104

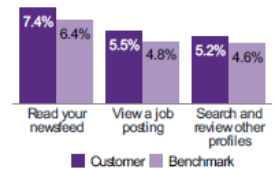
Top Activities (Daily)



LINKEDIN

47.0% currently use
Index: 104

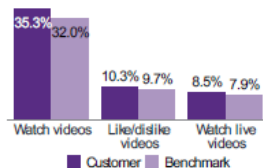
Top Activities (Weekly)



YOUTUBE

72.6% currently use
Index: 100

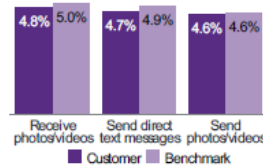
Top Activities (Daily)



SNAPCHAT

11.2% currently use
Index: 99

Top Activities (Weekly)



WHATSAPP

60.9% currently use
Index: 107

Top Activities (Daily)

