Beaverton Downtown 2023 Data (Based on Visits, 40-130KM)

CENTRAL COUNTIES TOURISM

Durham Tourism

DEMOGRAPHIC SNAPSHOT

48 Years
Median age of Households maintainer (91)

54.7%
Couples With Children at Home (112)

75.8%
Visitors were Locals who travelled within 40 Km.

$146,484
Household Income (106)

49.5%
Belong to a Visible Minority group (102)

3 People +
53.2% of Households have 3 people and more (119)

42.2%
Born outside of Canada (100)

13.7%
Work in Business/Finance (111) &12.5% in Sales/Service (97)

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

Name (CITY)	Count	%	Name (FSA)	Count	%
Brock, ON (TP)	799,199	48.57	L0K (Coldwater, ON)	816,568	49.87
Georgina, ON (T)	163,245	9.92	L0E (Sutton West, ON)	171,258	10.46
Kawartha Lakes, ON (CY)	130,771	7.95	K0M (Bobcaygeon, ON)	111,693	6.82
Toronto, ON (C)	89,412	5.43	L3V (Orillia, ON)	41,615	2.54
Ramara, ON (TP)	49,161	2.99	L3Z (Bradford, ON)	36,447	2.23
Bradford West Gwillimbury, ON (T)	37,791	2.30	L9P (Uxbridge, ON)	29,368	1.79
Uxbridge, ON (TP)	34,653	2.11	L0B (Orono, ON)	28,169	1.72
Scugog, ON (TP)	33,489	2.04	L4P (Keswick, ON)	21,478	1.31
Orillia, ON (CY)	29,909	1.82	L4A (Stouffville, ON)	16,196	0.99
Newmarket, ON (T)	20,735	1.26	L3X (Newmarket, ON)	13,424	0.82

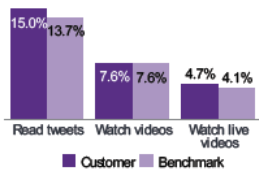## SOCIAL MEDIA HIGHLIGHTS

FACEBOOK
72.6% currently use
Index: 100
Top Activities (Daily)
- Read news feed: 35.3% / 33.0%
- Watch videos: 22.3% / 19.9%
- Cmt/Like other users' posts: 19.8% / 19.7%
(Customer / Benchmark)
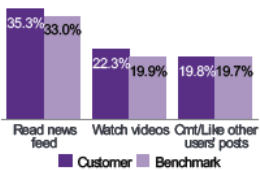
TWITTER
31.0% currently use
Index: 110
Top Activities (Daily)
- Read tweets: 15.0% / 13.7%
- Watch videos: 7.6% / 7.6%
- Watch live videos: 4.7% / 4.1%
(Customer / Benchmark)

INSTAGRAM
48.6% currently use
Index: 108
Top Activities (Daily)
- View photos/videos: 9.8% / 9.4%
- Like photos/videos: 8.6% / 6.9%
- Send direct messages: 5.3% / 4.6%
(Customer / Benchmark)
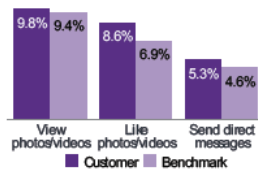
LINKEDIN
48.8% currently use
Index: 106
Top Activities (Weekly)
- Read your newsfeed: 7.8% / 6.6%
- Search and review other profiles: 5.7% / 4.9%
- View a job posting: 5.6% / 5.0%
(Customer / Benchmark)
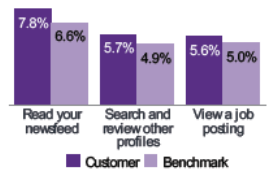
YOUTUBE
74.5% currently use
Index: 102
Top Activities (Daily)
- Watch videos: 35.3% / 32.8%
- Like/dislike videos: 11.4% / 9.8%
- Watch live videos: 9.0% / 8.1%
(Customer / Benchmark)
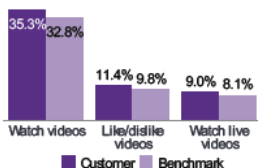
SNAPCHAT
12.1% currently use
Index: 105
Top Activities (Weekly)
- Receive photos/videos: 5.7% / 5.1%
- Send photos/videos: 5.2% / 4.7%
- Send direct text messages: 4.9% / 5.0%
(Customer / Benchmark)
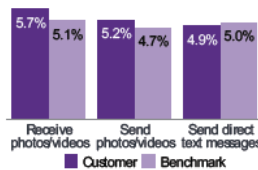
WHATSAPP
64.7% currently use
Index: 108
Top Activities (Daily)
- Send/receive images: 11.2% / 9.0%
- Use group chats: 9.4% / 7.2%
- Send/receive messages: 9.3% / 8.7%
(Customer / Benchmark)

Cannington Downtown 2023 Data (Based on Visits, 40-130KM)

CENTRAL COUNTIES TOURISM

Durham Tourism
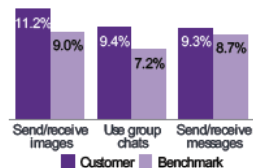
DEMOGRAPHIC SNAPSHOT

51 Years
Median age of Households maintainer (97)

51.3%
Couples With Children at Home (105)

81.5%
Visitors were Locals who travelled within 40 Km.

$135,908
Household Income (98)

40.3%
Belong to a Visible Minority group (85)

3 People +
52.4% of Households have 3 people and more (117)

32.4%
Born outside of Canada (78)

13.1%
Work in Sales/ Service (102) &11.4% in Business/Finance (93)

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

Name (CITY)	Count	%	Name (FSA)	Count	%
Brock, ON (TP)	180,561	49.07	L0E (Sutton West, ON)	170,662	46.41
Kawartha Lakes, ON (CY)	91,821	24.95	K0M (Bobcaygeon, ON)	64,866	17.64
Georgina, ON (T)	16,325	4.44	K9V (Lindsay, ON)	26,171	7.12
Peterborough, ON (CY)	6,504	1.77	L0K (Coldwater, ON)	16,002	4.35
London, ON (CY)	6,272	1.70	L0C (Sunderland, ON)	15,043	4.09
Oshawa, ON (CY)	6,120	1.66	N5W (London, ON)	6,028	1.64
Scugog, ON (TP)	6,060	1.65	L0B (Orono, ON)	4,580	1.25
Newmarket, ON (T)	5,067	1.38	L3V (Orillia, ON)	4,290	1.17
Uxbridge, ON (TP)	4,235	1.15	L3Y (Newmarket, ON)	4,233	1.15
Toronto, ON (C)	4,114	1.12	L9P (Uxbridge, ON)	3,689	1.00

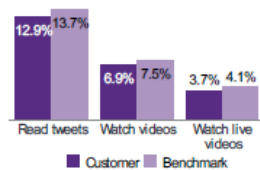## SOCIAL MEDIA HIGHLIGHTS

FACEBOOK
75.8% currently use
Index: 104
Top Activities (Daily)
- Read news feed: 38.0% Customer, 33.2% Benchmark
- Cmt/Like other users' posts: 23.0% Customer, 19.9% Benchmark
- Watch videos: 21.6% Customer, 19.9% Benchmark
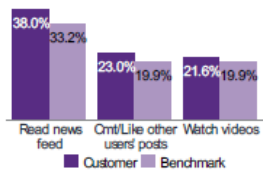
TWITTER
27.7% currently use
Index: 99
Top Activities (Daily)
- Read tweets: 12.9% Customer, 13.7% Benchmark
- Watch videos: 6.9% Customer, 7.5% Benchmark
- Watch live videos: 3.7% Customer, 4.1% Benchmark

INSTAGRAM
42.7% currently use
Index: 96
Top Activities (Daily)
- View photos/videos: 9.1% Customer, 9.4% Benchmark
- Like photos/videos: 7.0% Customer, 6.9% Benchmark
- Send direct messages: 4.2% Customer, 4.5% Benchmark
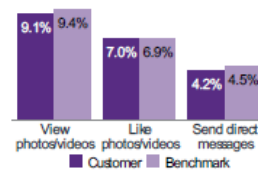
LINKEDIN
42.1% currently use
Index: 92
Top Activities (Weekly)
- Read your newsfeed: 6.3% Customer, 6.6% Benchmark
- Search and review other profiles: 4.2% Customer, 4.8% Benchmark
- View a job posting: 4.1% Customer, 5.0% Benchmark
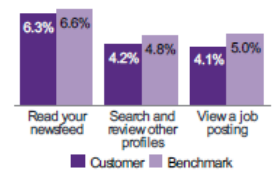
YOUTUBE
71.5% currently use
Index: 98
Top Activities (Daily)
- Watch videos: 31.5% Customer, 32.6% Benchmark
- Like/dislike videos: 10.2% Customer, 9.8% Benchmark
- Watch live videos: 7.2% Customer, 8.1% Benchmark

SNAPCHAT
11.3% currently use
Index: 98
Top Activities (Weekly)
- Receive photos/videos: 5.3% Customer, 5.1% Benchmark
- Send photos/videos: 4.7% Customer, 4.7% Benchmark
- Send direct text messages: 4.6% Customer, 5.0% Benchmark
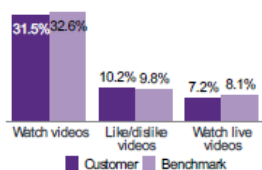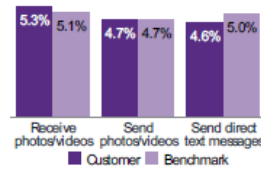
WHATSAPP
53.8% currently use
Index: 91
Top Activities (Daily)
- Send/receive images: 8.2% Customer, 8.8% Benchmark
- Send/receive messages: 7.5% Customer, 8.6% Benchmark
- Use group chats: 6.3% Customer, 7.0% Benchmark

All data indexed against Benchmark 40-130KM average; colours represent at least 10% above/below the benchmark

Sunderland Downtown 2023 Data
(Based on Visits, 40-130KM)
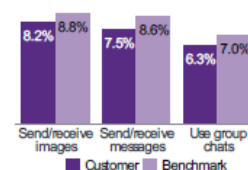
DEMOGRAPHIC SNAPSHOT

53 Years
Median age of Households maintainer (99)

50.3%
Couples With Children at Home (105)

65.8%
Visitors were Locals who travelled within 40 Km.

$134,594
Household Income (99)

46.8%
Belong to a Visible Minority group (102)

3 People +
49.6% of Households have 3 people and more (**114**)

37.7%
Born outside of Canada (93)

13.5%
Work in Sales/ Service (104) &11.9% in Business/Finance (98)

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

Name (CITY)	Count	%	Name (FSA)	Count	%
Brock, ON (TP)	282,279	27.48	L0C (Sunderland, ON)	228,414	22.38
Kawartha Lakes, ON (CY)	171,992	16.74	K0M (Bobcaygeon, ON)	91,992	9.01
Uxbridge, ON (TP)	83,413	8.12	K9V (Lindsay, ON)	79,808	7.82
Toronto, ON (C)	62,998	6.13	L9P (Uxbridge, ON)	78,249	7.67
Scugog, ON (TP)	58,036	5.65	L0E (Sutton West, ON)	65,948	6.46
Whitby, ON (T)	45,130	4.39	L0K (Coldwater, ON)	49,289	4.83
Georgina, ON (T)	34,819	3.39	L0B (Orono, ON)	29,884	2.93
Oshawa, ON (CY)	28,143	2.74	L9L (Port Perry, ON)	17,645	1.73
Ajax, ON (T)	25,269	2.46	L1M (Whitby, ON)	14,996	1.47
Pickering, ON (CY)	24,974	2.43	L1N (Whitby, ON)	13,922	1.36

SOCIAL MEDIA HIGHLIGHTS

FACEBOOK
74.3% currently use
Index: 102
Top Activities (Daily)
- Read news feed: 35.6% / 33.5%
- Watch videos: 21.2% / 19.9%
- Cmt/Like other users' posts: 21.0% / 20.3%
- Customer / Benchmark

TWITTER
27.6% currently use
Index: 99
Top Activities (Daily)
- Read tweets: 13.0% / 13.6%
- Watch videos: 7.2% / 7.4%
- Watch live videos: 4.0% / 4.0%
- Customer / Benchmark

INSTAGRAM
43.6% currently use
Index: 98
Top Activities (Daily)
- View photos/videos: 9.3% / 9.3%
- Like photos/videos: 7.2% / 6.9%
- Send direct messages: 4.4% / 4.5%
- Customer / Benchmark

LINKEDIN
44.2% currently use
Index: 98
Top Activities (Weekly)
- Read your newsfeed: 6.4% / 6.5%
- Search and review other profiles: 4.8% / 4.7%
- View a job posting: 4.7% / 4.9%
- Customer / Benchmark

YOUTUBE
72.1% currently use
Index: 100
Top Activities (Daily)
- Watch videos: 33.1% / 32.3%
- Like/dislike videos: 10.2% / 9.8%
- Watch live videos: 7.9% / 8.0%
- Customer / Benchmark

SNAPCHAT
11.3% currently use
Index: 99
Top Activities (Weekly)
- Receive photos/videos: 5.0% / 5.1%
- Send direct text messages: 4.8% / 5.0%
- Send photos/videos: 4.6% / 4.7%
- Customer / Benchmark

WHATSAPP
56.8% currently use
Index: 98
Top Activities (Daily)
- Send/receive images: 8.8% / 8.6%
- Send/receive messages: 8.0% / 8.4%
- Use group chats: 6.9% / 6.8%
- Customer / Benchmark