

# Palmer Park Skating Rink 2023/2024 (Based on Visits)



## DEMOGRAPHIC SNAPSHOT



**48 Years**  
Median age of Households maintainer (90)



**36.0%**  
Couples Without Children at Home (103)



**60.9%**  
Visitors were Locals who travelled within 40 Km.



**\$126,744**  
Household Income (94)



**58.0%**  
Belong to a Visible Minority group (**128**)



**2 People or less**  
60.8% of Households have a single or 2 people (108)



**48.6%**  
Born outside of Canada (**118**)



**13.3%**  
Work in Business/ Finance (**110**) & 12.9% in Sales/Service (99)



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

Name (CITY)	Count	%	Name (FSA)	Count	%
Scugog, ON (TP)	26,800	20.86	L9L (Port Perry, ON)	15,155	11.87
Toronto, ON (C)	22,504	17.51	L0B (Orono, ON)	7,077	5.54
Whitby, ON (T)	11,587	9.02	L0C (Sunderland, ON)	5,236	4.10
Oshawa, ON (CY)	10,439	8.12	L1C (Bowmanville, ON)	4,815	3.77
Clarington, ON (MU)	7,957	6.19	K0M (Bobcaygeon, ON)	4,792	3.75
Markham, ON (CY)	6,552	5.10	L1R (Whitby, ON)	4,202	3.29
Kawartha Lakes, ON (CY)	5,807	4.52	L1M (Whitby, ON)	3,815	2.99
Richmond Hill, ON (T)	5,163	4.02	L1K (Oshawa, ON)	3,547	2.78
Ajax, ON (T)	3,629	2.82	L4B (Richmond Hill, ON)	3,303	2.59
Vaughan, ON (CY)	2,581	2.01	L1N (Whitby, ON)	2,922	2.29



## SOCIAL MEDIA HIGHLIGHTS

**FACEBOOK**  
71.4% currently use  
Index: 98

**Top Activities (Daily)**

Read news feed	33.6%	33.2%
Watch videos	21.7%	19.8%
Cmt/Like other users' posts	18.1%	20.1%

Customer Benchmark

**TWITTER**  
30.1% currently use  
Index: 107

**Top Activities (Daily)**

Read tweets	14.9%	13.7%
Watch videos	8.1%	7.4%
Watch live videos	4.9%	4.1%

Customer Benchmark

**INSTAGRAM**  
49.3% currently use  
Index: 110

**Top Activities (Daily)**

View photos/videos	9.6%	9.4%
Like photos/videos	7.9%	6.9%
Send direct messages	5.3%	4.6%

Customer Benchmark

**LINKEDIN**  
50.4% currently use  
Index: 110

**Top Activities (Weekly)**

Read your newsfeed	7.9%	6.6%
View a job posting	6.4%	4.9%
Search and review other profiles	5.7%	4.8%

Customer Benchmark

**YOUTUBE**  
74.8% currently use  
Index: 103

**Top Activities (Daily)**

Watch videos	38.1%	32.4%
Like/dislike videos	10.7%	9.8%
Watch live videos	9.2%	8.1%

Customer Benchmark

**SNAPCHAT**  
12.0% currently use  
Index: 105

**Top Activities (Weekly)**

Receive photos/videos	5.3%	5.1%
Send direct text messages	5.1%	5.0%
Send photos/videos	5.0%	4.7%

Customer Benchmark

**WHATSAPP**  
67.3% currently use  
Index: 115

**Top Activities (Daily)**

Send/receive images	11.3%	8.6%
Send/receive messages	10.1%	8.4%
Use group chats	9.7%	6.9%

Customer Benchmark