CAN Demographics

Owner   Tourism Kingston CS

Controls   POLYGONID contains City of Kingston
& Filters   Year String contains 2024

CANADIAN TOURIST DEMOGRAPHICS

Reach your best tourists with demographic data covering income, age, education, and race.

Year

2024 +0 ⌄

Place Type

Select ⌄

Place Name

City of Kingston +0 ⌄

Demographics

Average Tourist Age	Employment	Education Level

Tourist Age Distribution

Age	%
0 to 9 years	11%
10 to 19 years	10%
20 to 29 years	12%
30 to 39 years	13%
40 to 49 years	13%
50 to 59 years	15%
60 to 69 years	13%
70 to 79 years	8%
80 years and over	5%

Employment

- Employed: 59.4%
- Not in the labour force: 36.4%
- Unemployed: 4.2%

Type of Labor

Grey	White	Blue
26.8%	53.8%	19.4%

Education Level

- University Bachelor and Above: 23%
- Apprenticeship, College, University below Bachelor: 32%
- High School Degree or Equivalent: 26%
- No diploma: 20%

Household Composition

HouseHold Composition

Household Size	Percentage
1 person	29%
2 persons	31%
3 persons	16%
4 persons	15%
5 persons	6%
6 or more persons	3%
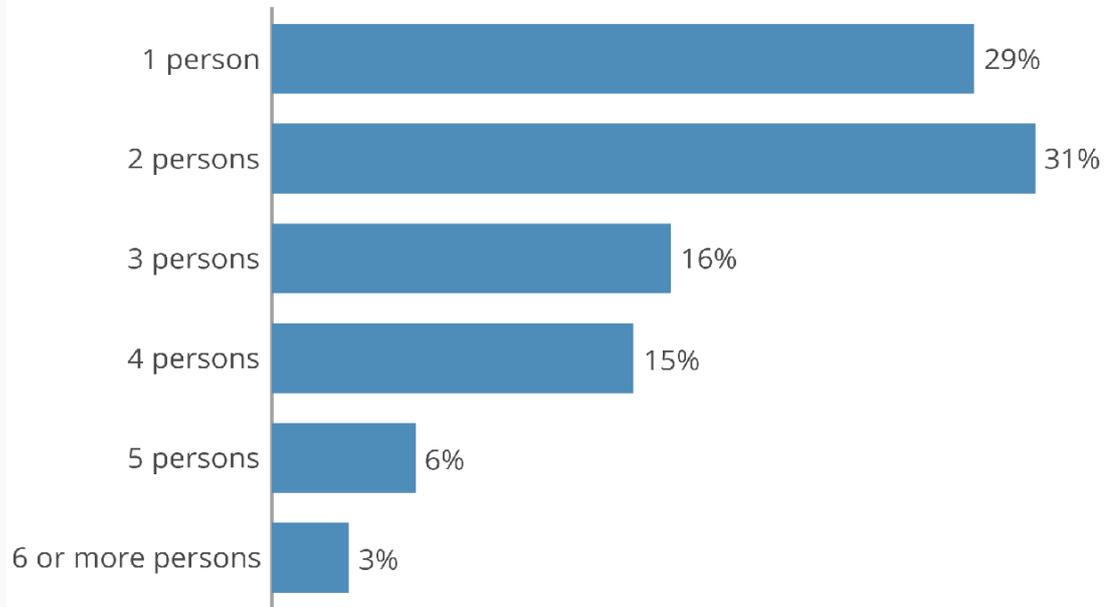
Household Income

HouseHold Income

Scale: 0.0% — 5.0% — 10.0% — 15.0%

Income Range	Percentage
Under $10,000	4.6%
$10,000 to $19,999	8.0%
$20,000 to $29,999	7.6%
$30,000 to $39,999	8.5%
$40,000 to $49,999	8.7%
$50,000 to $59,999	9.0%
$60,000 to $79,999	12.5%
$80,000 to $99,999	11.4%
$100,000 to $124,999	10.3%
$125,000 to $149,999	7.3%
$150,000 to $199,999	6.8%
$200,000 and over	5.4%
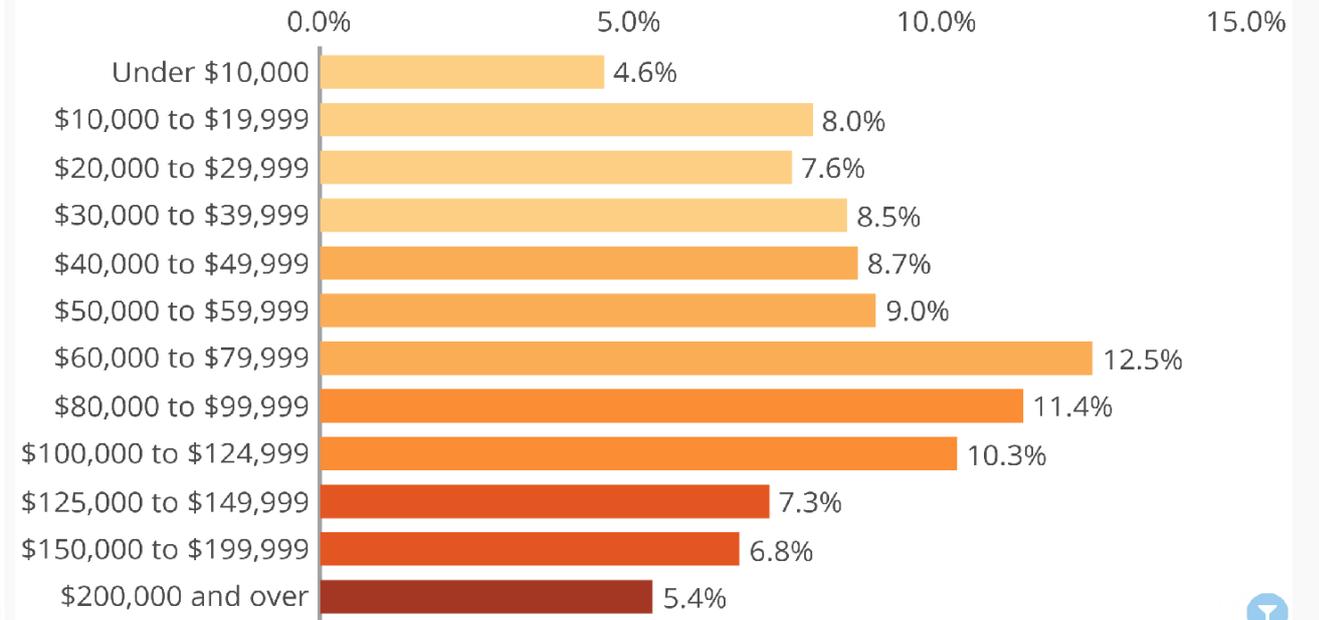
Media Consumption Behavior

Traditional Media Usage

Media Usage

Media	Heavy	Medium	Light	No Usage
Travel Magazine	10.6%	16.1%		71.0%
TV	35.7%	30.7%	26.5%	7.1%
Radio	38.1%	31.4%	30.4%	
NewsPaper	16.5%	14.4%	11.7%	57.4%

Legend: ■ Heavy ■ Medium ■ Light ■ No Usage
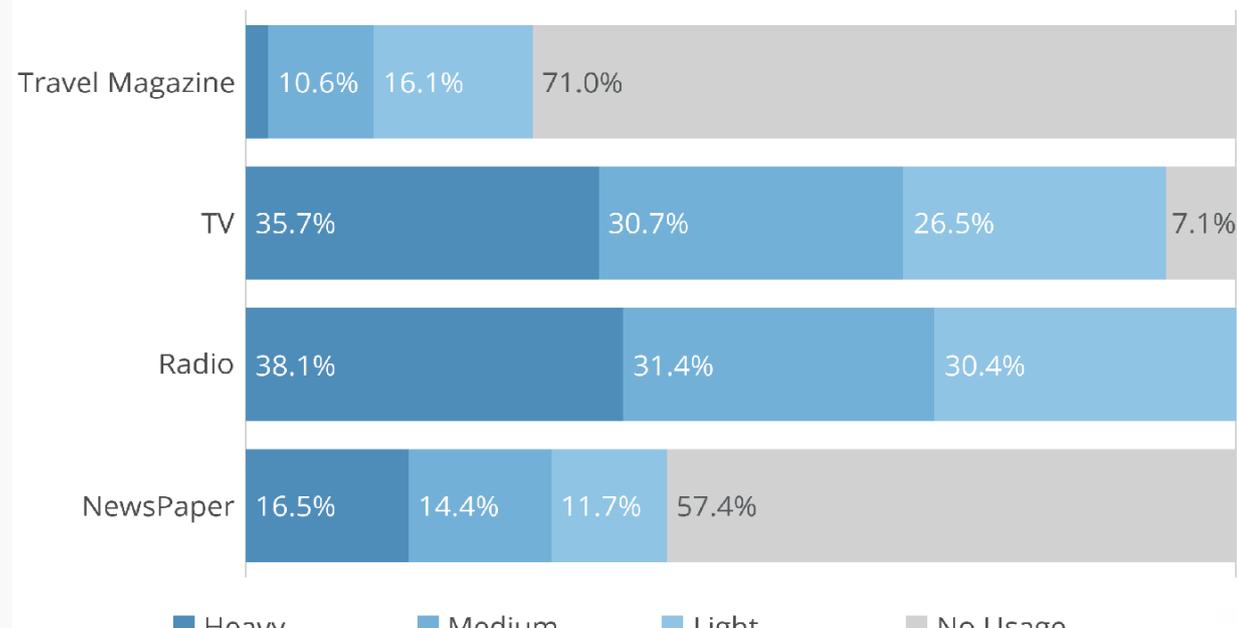
Social Media Usage

Social Networks

| Social Network	Percentage
Facebook	51%
LinkedIn	13%
Twitter	13%
Instagram	12%
Other	4%
Online/Internet dating sites/apps	2%
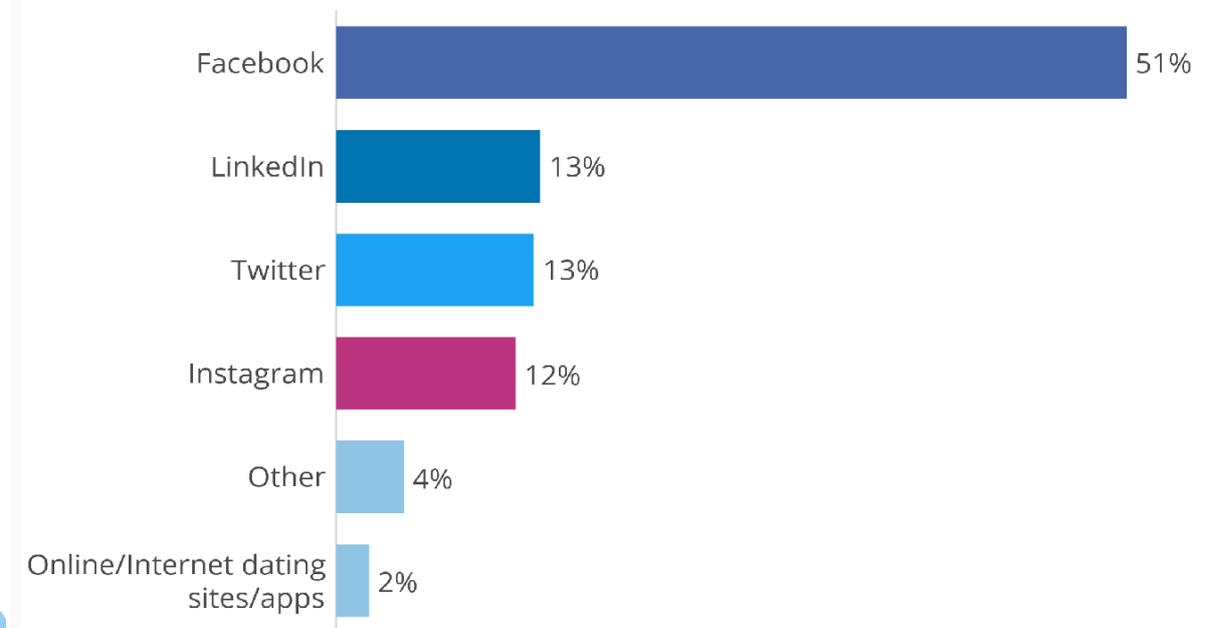
Travel Purchase Behavior

Popular Travel Destinations

Out-of-town vacations past 3 years:

0	1-2	2-4	5 or more
19.8%	26.3%	28.5%	25.4%
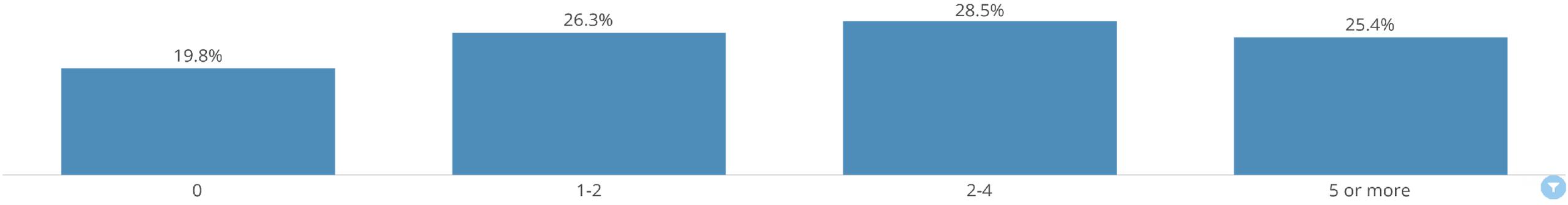
Vacation in the World past 3 years

- Europe: 25%
- Middle East & Asia: 8%
- Oceania: 1%
- Central/South America: 12%
- Caribbean
- Other Countries: 5%
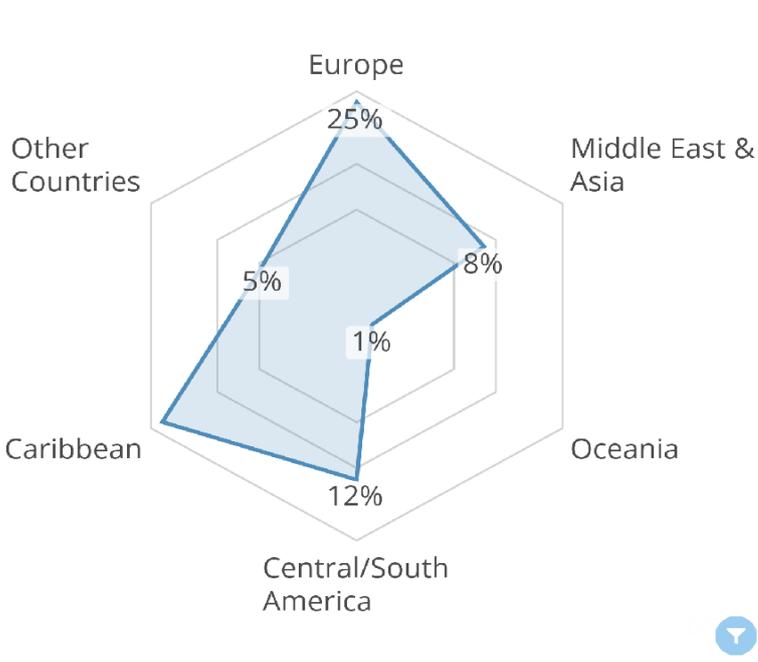
### Vacation in the CANADA past 3 years

- N.W.T./Nunavut/Yukon: 1%
- Newfoundland and Labrador: 4%
- Prince Edward Island: 5%
- New Brunswick
- Nova Scotia: 9%
- Quebec: 30%
- Ontario: 82%
- Manitoba: 2%
- Saskatchewan: 2%
- Alberta: 16%
- British Columbia: 19%
- 3%
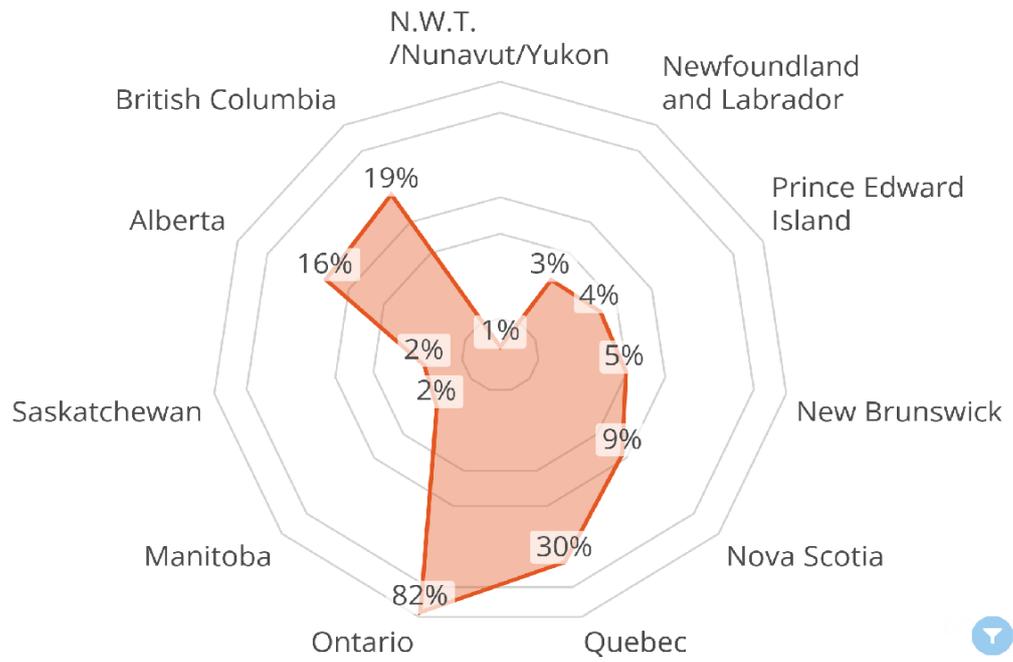
Vacation in the US past 3 years

- Alaska: 3%
- Northeast U.S.: 1%
- Southern U.S.: 23%
- Midwest U.S.: 4%
- Western U.S.: 16%
- Hawai
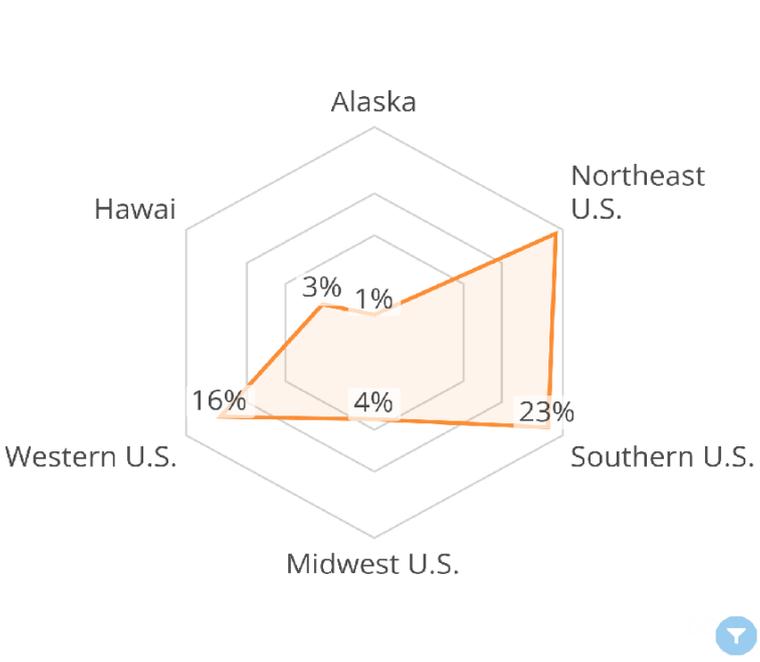
Spent personally on last vacation

Under $500	28.7%
$500 - $999	19.2%
$1,000 - $1,999	19.6%
$2,000 - $2,999	14.5%
$3,000 - $3,999	6.4%
$4,000 or more	11.8%
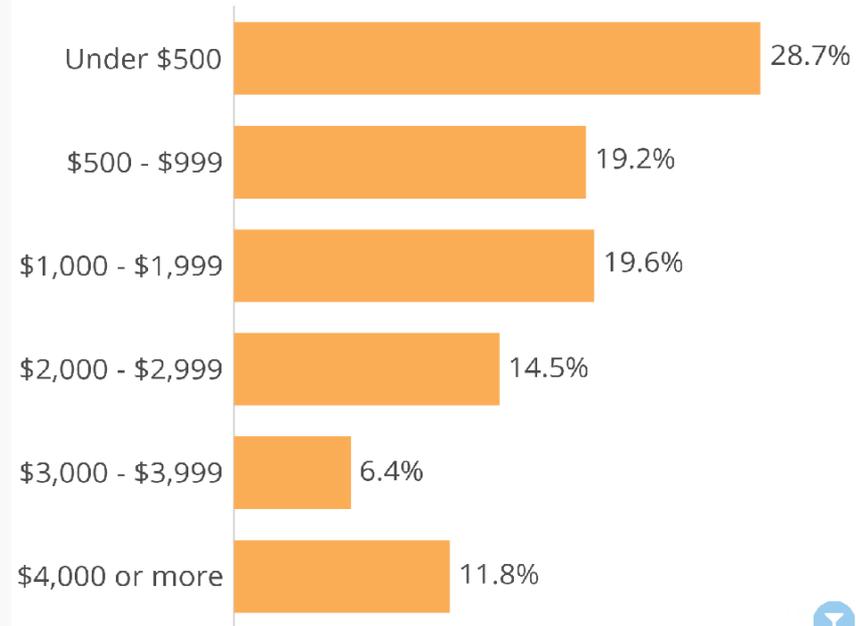
Booked Vacation Through

Hotel directly	29.7%
Airline directly	25.4%
On-line travel agency (e.g. Travelocity.com/Expedia...	20.7%
Full service travel agent	19.4%
Airline/hotel website (e.g. aircanada.com)	16.8%
Other services	11.5%
Package tour	9.6%
Discount/last minute agency (e.g. Flight Centre)	7.2%

Flew Past Year with

Air Canada (any)	29.5%
West Jet	17.9%
Air Transat	6.8%
United Airlines	5.5%
Other airlines	5.0%
Other European airlines	4.9%
Other charter airlines (e...	4.9%
Delta Airlines	4.0%
Porter Airlines	3.8%
American Airlines	3.8%
Other American airlines	3.3%
Asian airlines (e.g. Kore...	1.9%
British Airways	1.6%
Air France	1.5%
Other Canadian airlines	1.3%