

Who is your market?

A statistical snapshot just for PRL advertisers



New people

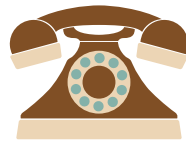
- Powell River's population has been nearly static for at least 20 years
- However, about 600 new people move to town each year (replacing those who die or move away)
- That means, in the past five years, 3,000 new people have moved to town.
- Many of those are young retirees or semi-retired, from urban areas.
- Some are young families with kids.

Analysis

If they're new, they don't know about your business. And if they're newly retired from the city, they have money to spend at your business. This group is the number one reason why marketing is critical to your business growth.

Strategy

Tell them about what you can do for them! They don't already know that you exist, or what you can do, or how to find you.



Seniors

- There are 6,000 "young seniors," between 55 and 70 – one third of Powell River's population falls into this category. (Nationally, this demographic represents 20 percent of the population; here, it's much higher.)
- Seniors are the least-likely demographic to be considered "low-income," at just 10 percent.
- In total, seniors aged 55 and up represent nearly half the population, at 9,500.

Analysis

This is the group most likely to have some discretionary income: mortgages are paid off, kids are launched, and pensions and investments are still rolling in. But generationally, the war generation is unlikely to spend money frivolously. Baby boomers – the youngest seniors – are looking for experiences and value. Health, fitness, nutrition, safety and security, family and independence are top concerns.

Strategy

There's a general tendency to market to young people. But if your business is not currently capturing Powell River's elders - it's time to take this demographic juggernaut seriously.



Children and youth

- There are about 4,000 locals under 19 years old
- 750 are preschool aged
- 900 are elementary-school aged
- 1,400 are teenagers
- About one quarter of young people are being raised by single parents
- Couples raising children earn nearly \$100,000 on average
- Single parents make an average of \$41,000

Analysis

Money is stretched for most families. We believe that the same 1,000 Powell River children and youth are involved in everything: choirs, hockey, martial arts and dance – and 3,000 are not.

The reason is financial: the high "average" incomes mask how widely paycheques and expenses actually vary from family to family; about one quarter of young people are being raised in homes that are considered "low income," and many more are in homes where the discretionary income is nil.

Strategy

To reach the 3,000 young people not currently involved, market to their grandparents and other relatives – and be cost-conscious. For wealthier families, appeal to their sense of investment in their children's future.



Homes

- Overwhelmingly (7,000 households), locals live in single-detached houses – which means at least some yardwork, as well as other regular maintenance
- 2,000 households are apartments and mobile homes
- One quarter of homes are rented
- Three quarters are owned
- Most homes are older. 6,000 homes were built before 1990; just over 2,000 have been built since then
- 900 homes are in need of major repair.
- About half of locals have a mortgage
- Renters spend more on rent than owners do on mortgages

Analysis

In an aging population, house maintenance, yardwork, renovations, cleaning, and other services are growing. Landlords are also potential clients. One in 10 homes is not getting the repairs they need – likely because the homeowners feel they can't afford the services.

Strategy

Simply let locals know what you offer, how much it costs and what financing options are available.



Powell River's highest discretionary incomes

- Mill and forestry workers
- Texada mine workers
- Fly-in resource workers
- Telecommuting workers
- Trades people
- Government professionals (teachers, RCMP, doctors, planners, administrators, librarians, firefighters, etc)
- Established businesspeople
- Professionals (lawyers, dentists, engineers, pilots)
- Inheritances – especially among baby boomers
- Spouses of all of the above

Analysis

In the past, the majority of Powell River families had substantial discretionary income, thanks to a vibrant resource sector. That has changed dramatically, and now local incomes are substantially below the provincial average.

Strategy

These high-earners are also Powell River's busiest people. They will spend on convenience and quality. So make spending money with you easy for them - and invest in getting their attention.



Visitors

- June to September are the busiest months for vehicle traffic passing through the region.
- About 130,000 people come during those four months (though not all stay overnight)
- One quarter of travellers come with children
- Travellers to the Sunshine Coast took on average seven leisure trips per year
- The vast majority are from BC and the rest of Canada
- One third of visitors are staying with locals who are friends or relatives
- Half of visitors have household incomes above \$100,000

(All information from Destination BC)

Analysis

Millions of tourism dollars are spent in Powell River each year, by wealthy, older, frequent travellers – many of whom have friends or relatives here. The vast majority arrive by ferry.

Strategy

Reach them before they arrive; *PRL* is distributed on BC Ferries. Market to locals – they're hosting more than 40,000 summer visitors.

Call today to reach your market
with *Powell River Living*.

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