

# Who is your market?

A statistical snapshot just for qL advertisers



## New people

If they're new, they don't know about your business or service

- Powell River's 21,496-person population jumped by about 5% during COVID.
- About 1,100 new people move to town each year (replacing those who die or move away).
- That means, in the past five years, at least 5,430 new people have moved to town.
- Many of those are telecommuting professionals, 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

Seniors are the biggest demographic, with the most money

- There are 6,000 "young seniors," between 55 and 70 – one third of Powell River's population falls into this category.
- In total, seniors aged 55 and up represent nearly half the population.

### 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 elders – it's time to take this demographic juggernaut seriously.



## Children and youth

Grandparents are investing in their grandchildren

- There are about 3,500 locals from birth to age 19.
- 750 are preschool aged.
- 1,350 are elementary-school aged.
- 1,350 are teenagers.
- Couples raising children earn nearly \$100,000 on average.

### Analysis

Money is stretched for most but not all families. We believe that the same 1,000 Powell River children and youth are involved in everything: choirs, hockey, martial arts and dance – and 2,500 are not.

The reason is financial: the high "average" incomes mask how widely pay-cheques 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

### Older homes require significant services

- Overwhelmingly (7,770 households), locals live in single-detached houses – which means at least some yardwork, as well as other regular maintenance.
- One quarter of homes are rented.
- Three quarters are owned.
- Most homes are older. 7,000 homes were built before 1990.
- 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.

### Strategy

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



## Incomes

### Tell potential customers what your prices are up front

- About a quarter of households have incomes over \$100,000.
- Just 5% are over \$150,000.
- The median household income in this region is \$64,000.
- Earnings peak for most people between 35 and 45 year old.

### Analysis

In the past, the majority of local families had substantial discretionary income, thanks to a vibrant resource sector. That has changed and diversified dramatically. There are many more potential customers who earn modestly, than in the high income category. And, due to soaring home prices and inflation, even higher earning households can be squeezed for discretionary cash.

### Strategy

Tell customers what your prices are up front; don't make them guess. Almost everyone who lives here is price-sensitive in 2025. High-earners are also the region'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

### Many visitors come here because they know someone

- 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 travelers come with children.
- Travelers 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 – and it's old info. Assume the numbers are higher now.)*

### Analysis

Millions of tourism dollars are spent here 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; qL is distributed on BC Ferries. Market to locals – they're hosting more than 40,000 summer visitors. And, they highly influence what visitors do and how they spend when they're here.

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