



**TALL SHIPS<sup>®</sup>**  **1812 TOUR**  
 PRESENTED BY *Redpath*



Economic Impact Study  
 ONTARIO  
 JUNE 14 - SEPTEMBER 2, 2013





### TALL SHIPS® 1812 Tour Locations

### Date

Brockville TALL SHIPS® 1812 Tour	June 14-16, 2013
Redpath Waterfront Festival Toronto: Official Tour Launch	June 20-23, 2013
TALL SHIPS® Hamilton	June 28-30, 2013
St. Catharines 1812 TALL SHIPS® Visit	June 29-30, 2013
Sails on the St. Marys, Sault Ste. Marie	July 19-21, 2013
TALL SHIPS® 1812 Georgian Bay	August 16-18, 24-25, 2013
Southwestern Ontario: Sails to See	August 30-September 2, 2013

Survey technique	On-site survey
Sample size	1,800 on-site surveys

### Economic modeling

Tourism expenditure inputs	On-site surveys
Operational expenditure inputs	Accounting records
Economic modeling	Ontario TREIM model

*Note: At tour locations where tourism and operational expenditures not available, estimates were extrapolated from similar locations*



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**1. TALL SHIPS 1812® Tour attracted more than 1 million visits**

Many attended multiple days, resulting in estimated 680,000 unique attendees  
Approximately 222,000 attendees resided more than 40km from tour stop sites

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**2. Economic impact of TALL SHIPS® 1812 Tour estimated at \$11.5M**

Impact estimate derived from new event-related spending within regions  
Spending included event operations and spending by non-locals at tour stops

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**3. Tour supported employment and taxes within regions**

New spending related to tour supported equivalent of 216 full-year jobs at tour stops  
Estimated \$5.5M in tax revenue supported by event-related spending



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#### **4. Tour generated thousands of hotel room nights**

Overall, 50% of non-locals stayed overnight while 50% were single-day visitors  
Among all non-locals, the average stay length was 1.0 nights

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#### **5. Local residents spent millions at tour stops**

Local residents spent an estimated \$12.3M while visiting TALL SHIPS® 1812 Tour stops  
While not economic impact, finding demonstrates local support for tour

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#### **6. TALL SHIPS 1812® Tour educated attendees**

Respondents at tour stops asked if they learned something new about the War of 1812  
Overall, 71% indicated they learned something new about the war



## Tour attendance

Total number of visits

1,017,250

**Total unique attendees**

**680,750**

Number of locals (up to 40km)

459,000

Number of non-locals (beyond 40km)

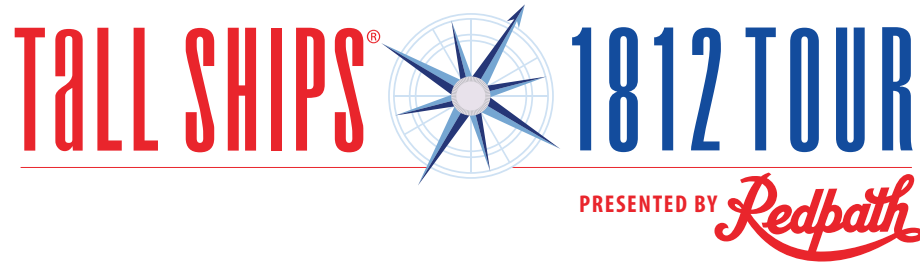
221,750

**Total unique attendees**

**680,750**



# Economic Benefits



Attendance by location	Brockville TALL SHIPS® 1812 Tour	Redpath Waterfront Festival Toronto: Official Tour Launch	TALL SHIPS® Hamilton	St. Catharines 1812 TALL SHIPS® Visit	Sails on the St. Marys, Sault Ste. Marie	TALL SHIPS® 1812 Georgian Bay 1	TALL SHIPS® 1812 Georgian Bay 2	Southwestern Ontario: Sails to See	Total Attendance
Total number of visits	45,000	700,000	85,000	10,000	35,000	47,500	36,500	58,250	1,017,250
Average visits per person	1.5 visits	1.5 visits	1.5 visits	1.5 visits	1.5 visits	1.5 visits	1.4 visits	1.5 visits	---
<b>Total unique attendees</b>	<b>30,000</b>	<b>466,750</b>	<b>56,750</b>	<b>6,750</b>	<b>23,750</b>	<b>31,750</b>	<b>26,250</b>	<b>38,750</b>	<b>680,750</b>
Percentage local (up to 40km)	54%	71%	75%	75%	54%	38%	38%	75%	---
Percentage non-local (beyond 40km)	46%	29%	25%	25%	46%	62%	62%	25%	---
Number of locals (up to 40km)	16,250	331,500	42,500	5,000	12,750	12,000	10,000	29,000	459,000
Number of non-locals (beyond 40km)	13,750	135,250	14,250	1,750	11,000	19,750	16,250	9,750	221,750
<b>Total unique attendees</b>	<b>30,000</b>	<b>466,750</b>	<b>56,750</b>	<b>6,750</b>	<b>23,750</b>	<b>31,750</b>	<b>26,250</b>	<b>38,750</b>	<b>680,750</b>





## Tour economic impact

### Initial expenditures

*Spending by non-local attendees*

**\$17.2M**

*Event operations*

**\$14.2M**

**\$3.0M**

### GDP

*Direct*

**\$11.5M**

*Indirect*

**\$7.4M**

*Induced*

**\$2.1M**

**\$2.0M**

### Employment supported

**216**

### Taxes generated

*Federal*

**\$5.5M**

*Provincial*

**\$3.1M**

*Municipal*

**\$2.4M**

**\$0.0M**

# Economic Benefits

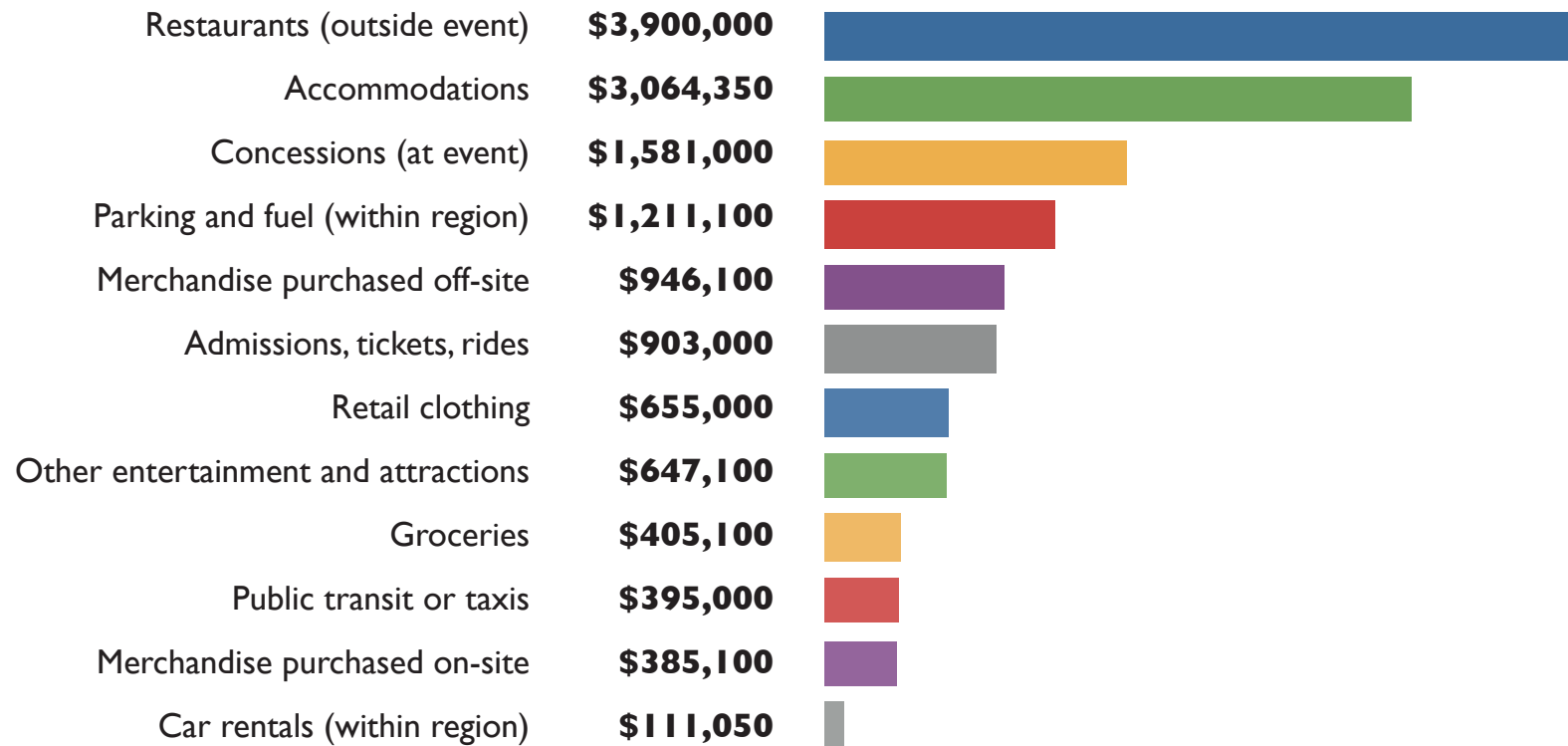


Economic impact by location	Brockville TALL SHIPS® 1812 Tour <i>Leeds &amp; Grenville United Counties</i>	Redpath Waterfront Festival Toronto: Official Tour Launch <i>Toronto</i>	TALL SHIPS® Hamilton <i>Hamilton</i>	St. Catharines 1812 TALL SHIPS® Visit <i>St. Catharines-Niagara</i>	Sails on the St. Marys, Sault Ste. Marie <i>Algoma</i>	TALL SHIPS® 1812 Georgian Bay 1 <i>Grey County</i>	TALL SHIPS® 1812 Georgian Bay 2 <i>Simcoe County</i>	Southwestern Ontario: Sails to See <i>Windsor</i>	Total
<b>Initial expenditures</b>	<b>\$1.4M</b>	<b>\$10.5M</b>	<b>\$1.3M</b>	<b>\$0.2M</b>	<b>\$1.1M</b>	<b>\$1.0M</b>	<b>\$0.7M</b>	<b>\$1.0M</b>	<b>\$17.2M</b>
Spending by non-local attendees	\$1.3M	\$9.0M	\$0.9M	\$0.1M	\$1.0M	\$0.7M	\$0.6M	\$0.6M	\$14.2M
Event operations	\$0.1M	\$1.5M	\$0.4M	\$0.1M	\$0.1M	\$0.3M	\$0.1M	\$0.4M	\$3.0M
<b>GDP</b>	<b>\$0.9M</b>	<b>\$7.5M</b>	<b>\$0.6M</b>	<b>\$0.1M</b>	<b>\$0.7M</b>	<b>\$0.7M</b>	<b>\$0.5M</b>	<b>\$0.5M</b>	<b>\$11.5M</b>
Direct	\$0.6M	\$4.7M	\$0.4M	\$0.1M	\$0.5M	\$0.5M	\$0.3M	\$0.3M	\$7.4M
Indirect	\$0.2M	\$1.4M	\$0.1M	\$0.0M	\$0.1M	\$0.1M	\$0.1M	\$0.1M	\$2.1M
Induced	\$0.1M	\$1.4M	\$0.1M	\$0.0M	\$0.1M	\$0.1M	\$0.1M	\$0.1M	\$2.0M
<b>Employment supported</b>	<b>18</b>	<b>137</b>	<b>11</b>	<b>2</b>	<b>15</b>	<b>14</b>	<b>9</b>	<b>10</b>	<b>216</b>
<b>Taxes generated</b>	<b>\$0.5M</b>	<b>\$3.6M</b>	<b>\$0.3M</b>	<b>\$0.0M</b>	<b>\$0.4M</b>	<b>\$0.3M</b>	<b>\$0.2M</b>	<b>\$0.2M</b>	<b>\$5.5M</b>
Federal	\$0.3M	\$2.0M	\$0.2M	\$0.0M	\$0.2M	\$0.2M	\$0.1M	\$0.1M	\$3.1M
Provincial	\$0.2M	\$1.6M	\$0.1M	\$0.0M	\$0.2M	\$0.1M	\$0.1M	\$0.1M	\$2.4M
Municipal	\$0.0M	\$0.0M	\$0.0M	\$0.0M	\$0.0M	\$0.0M	\$0.0M	\$0.0M	\$0.0M





## Spending estimates by non-locals



**Total spending by non-locals \$14,203,900**

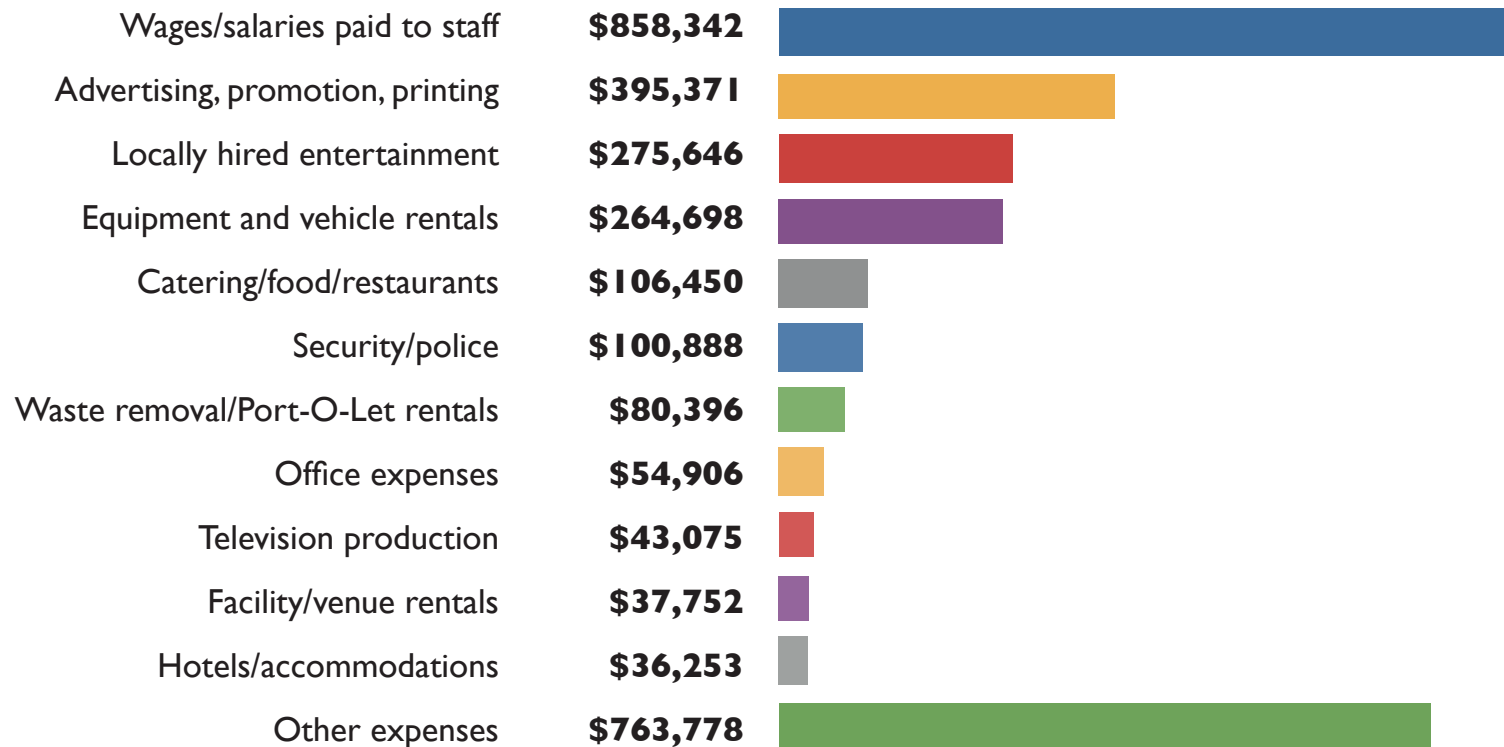
# Economic Benefits



Spending estimates by non-locals	Brockville TALL SHIPS® 1812 Tour	Redpath Waterfront Festival Toronto: Official Tour Launch	TALL SHIPS® Hamilton	St. Catharines 1812 TALL SHIPS® Visit	Sails on the St. Marys, Sault Ste. Marie	TALL SHIPS® 1812 Georgian Bay 1	TALL SHIPS® 1812 Georgian Bay 2	Southwestern Ontario: Sails to See	Total
Restaurants (outside event)	\$260,000	\$2,710,000	\$103,000	\$12,000	\$206,000	\$295,000	\$244,000	\$70,000	<b>\$3,900,000</b>
Accommodations	\$357,000	\$2,355,000	\$38,000	\$5,000	\$283,000	\$200	\$150	\$26,000	<b>\$3,064,350</b>
Concessions (at event)	\$121,000	\$880,000	\$128,000	\$15,000	\$96,000	\$139,000	\$115,000	\$87,000	<b>\$1,581,000</b>
Parking and fuel (within region)	\$166,000	\$715,000	\$110,000	\$13,000	\$132,000	\$50	\$50	\$75,000	<b>\$1,211,100</b>
Merchandise purchased off-site	\$24,000	\$525,000	\$210,000	\$25,000	\$19,000	\$50	\$50	\$143,000	<b>\$946,100</b>
Admissions, tickets, rides	\$135,000	\$0	\$111,000	\$13,000	\$107,000	\$253,000	\$209,000	\$75,000	<b>\$903,000</b>
Retail clothing	\$67,000	\$355,000	\$100,000	\$12,000	\$53,000	\$0	\$0	\$68,000	<b>\$655,000</b>
Other entertainment and attractions	\$64,000	\$485,000	\$26,000	\$3,000	\$51,000	\$50	\$50	\$18,000	<b>\$647,100</b>
Groceries	\$72,000	\$200,000	\$42,000	\$5,000	\$57,000	\$50	\$50	\$29,000	<b>\$405,100</b>
Public transit or taxis	\$4,000	\$375,000	\$7,000	\$1,000	\$3,000	\$0	\$0	\$5,000	<b>\$395,000</b>
Merchandise purchased on-site	\$34,000	\$270,000	\$30,000	\$4,000	\$27,000	\$50	\$50	\$20,000	<b>\$385,100</b>
Car rentals (within region)	\$13,000	\$85,000	\$2,000	\$0	\$10,000	\$50	\$0	\$1,000	<b>\$111,050</b>
<b>Total spending by non-locals</b>	<b>\$1,317,000</b>	<b>\$8,955,000</b>	<b>\$907,000</b>	<b>\$108,000</b>	<b>\$1,044,000</b>	<b>\$687,500</b>	<b>\$568,400</b>	<b>\$617,000</b>	<b>\$14,203,900</b>



## Operational spending



**Total operational expenditures \$3,017,556**

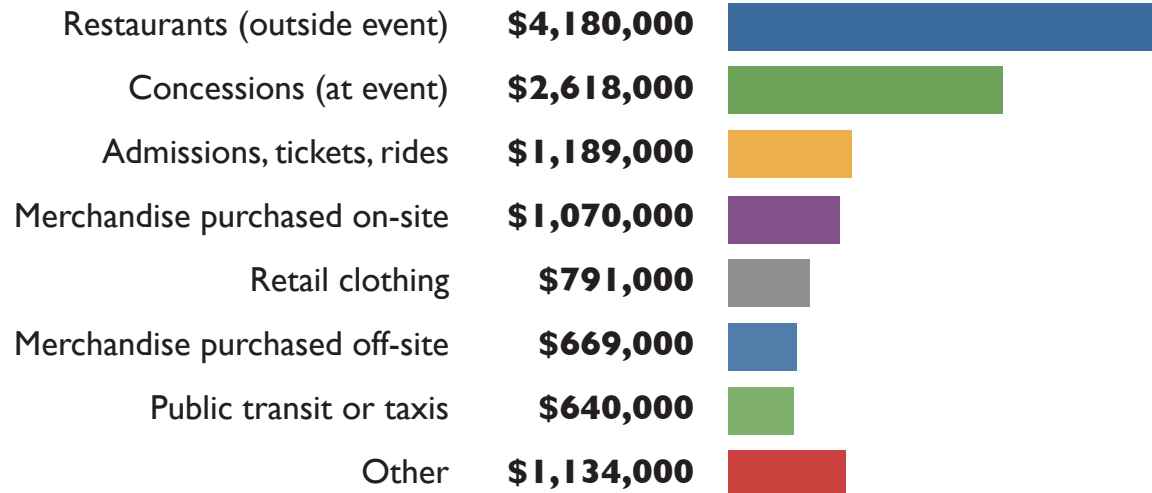
# Economic Benefits



Operational spending	Brockville TALL SHIPS® 1812 Tour	Redpath Waterfront Festival Toronto: Official Tour Launch	TALL SHIPS® Hamilton	St. Catharines 1812 TALL SHIPS® Visit	Sails on the St. Marys, Sault Ste. Marie	TALL SHIPS® 1812 Georgian Bay 1	TALL SHIPS® 1812 Georgian Bay 2	Southwestern Ontario: Sails to See	Total
Wages/salaries paid to staff	\$32,000	\$542,500	\$47,097	\$12,750	\$31,500	\$106,163	\$31,254	\$55,078	<b>\$858,342</b>
Advertising, promotion, printing	\$16,000	\$197,052	\$34,725	\$2,800	\$15,685	\$45,209	\$12,150	\$71,750	<b>\$395,371</b>
Locally hired entertainment	\$16,000	\$57,050	\$34,218	\$2,500	\$15,950	\$25,463	\$27,465	\$97,000	<b>\$275,646</b>
Equipment and vehicle rentals	\$2,000	\$87,249	\$19,097	\$600	\$1,813	\$19,740	\$9,729	\$124,470	<b>\$264,698</b>
Catering/food/restaurants	\$14,000	\$24,876	\$17,861	\$3,600	\$13,662	\$12,586	\$6,450	\$13,415	<b>\$106,450</b>
Security/police	\$6,000	\$31,849	\$17,608	\$3,500	\$5,819	\$17,226	\$12,216	\$6,670	<b>\$100,888</b>
Waste removal/Port-O-Let rentals	\$2,000	\$34,166	\$21,714	\$1,800	\$2,060	\$12,652	\$4,004	\$2,000	<b>\$80,396</b>
Office expenses	\$5,000	\$29,332	\$7,354	\$3,100	\$4,870	\$2,000	\$1,050	\$2,200	<b>\$54,906</b>
Television production	\$3,000	\$2,500	\$5,000	\$20,000	\$2,825	\$0	\$9,750	\$0	<b>\$43,075</b>
Facility/venue rentals	\$3,000	\$4,529	\$14,995	\$0	\$3,000	\$5,183	\$0	\$7,045	<b>\$37,752</b>
Hotels/accommodations	\$9,000	\$3,658	\$3,552	\$500	\$9,418	\$5,265	\$1,500	\$3,360	<b>\$36,253</b>
Other expenses	\$9,000	\$511,115	\$194,459	\$0	\$9,040	\$23,519	\$9,825	\$6,820	<b>\$763,778</b>
<b>Total operational expenditures</b>	<b>\$117,000</b>	<b>\$1,525,876</b>	<b>\$417,682</b>	<b>\$51,150</b>	<b>\$115,642</b>	<b>\$275,006</b>	<b>\$125,393</b>	<b>\$389,808</b>	<b>\$3,017,556</b>



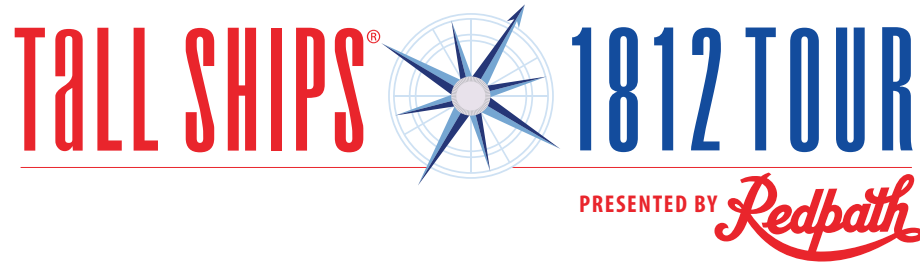
## Spending by locals (NOT economic impact)



**Total spending by locals \$12,291,000**



# Economic Benefits

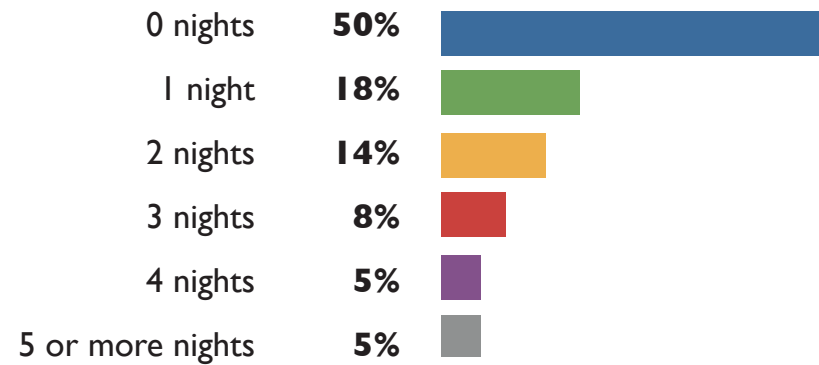


Spending by locals (NOT economic impact)	Brockville TALL SHIPS® 1812 Tour	Redpath Waterfront Festival Toronto: Official Tour Launch	TALL SHIPS® Hamilton	St. Catharines 1812 TALL SHIPS® Visit	Sails on the St. Marys, Sault Ste. Marie	TALL SHIPS® 1812 Georgian Bay 1	TALL SHIPS® 1812 Georgian Bay 2	Southwestern Ontario: Sails to See	Total
Restaurants (outside event)	\$52,000	\$3,530,000	\$186,000	\$22,000	\$41,000	\$122,000	\$101,000	\$126,000	<b>\$4,180,000</b>
Concessions (at event)	\$92,000	\$1,635,000	\$389,000	\$47,000	\$73,000	\$64,000	\$53,000	\$265,000	<b>\$2,618,000</b>
Admissions, tickets, rides	\$134,000	\$0	\$353,000	\$42,000	\$106,000	\$172,000	\$142,000	\$240,000	<b>\$1,189,000</b>
Merchandise purchased on-site	\$34,000	\$785,000	\$78,000	\$9,000	\$27,000	\$46,000	\$38,000	\$53,000	<b>\$1,070,000</b>
Retail clothing	\$13,000	\$500,000	\$123,000	\$15,000	\$10,000	\$25,000	\$21,000	\$84,000	<b>\$791,000</b>
Merchandise purchased off-site	\$16,000	\$540,000	\$22,000	\$3,000	\$13,000	\$33,000	\$27,000	\$15,000	<b>\$669,000</b>
Public transit or taxis	\$10,000	\$485,000	\$76,000	\$9,000	\$8,000	\$0	\$0	\$52,000	<b>\$640,000</b>
Other	\$9,000	\$840,000	\$130,000	\$16,000	\$7,000	\$24,000	\$20,000	\$88,000	<b>\$1,134,000</b>
<b>Total spending by locals</b>	<b>\$360,000</b>	<b>\$8,315,000</b>	<b>\$1,357,000</b>	<b>\$163,000</b>	<b>\$285,000</b>	<b>\$486,000</b>	<b>\$402,000</b>	<b>\$923,000</b>	<b>\$12,291,000</b>

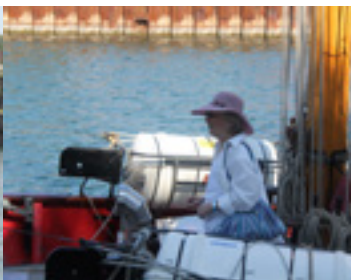




## Overnight stays (among non-locals)



**Average nights stayed 1.0**



# Economic Benefits



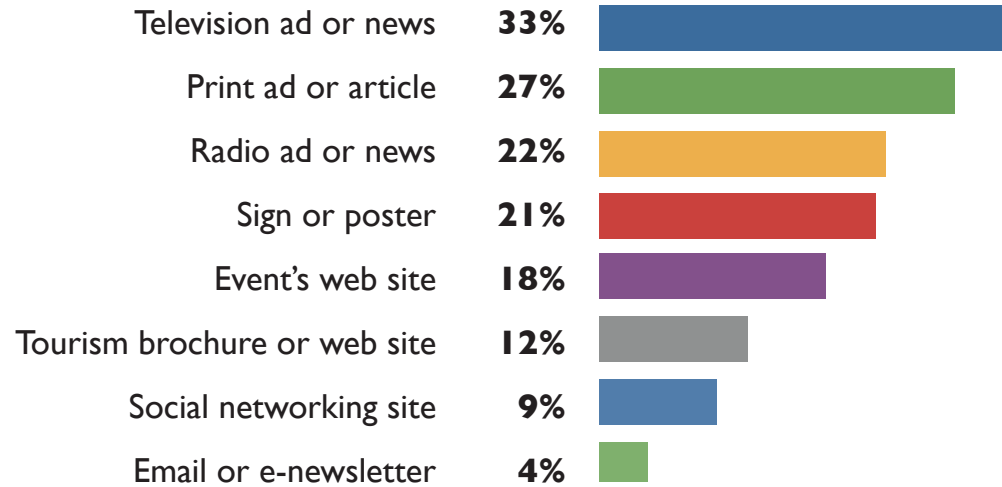
Overnight stays (among non-locals)	Brockville TALL SHIPS® 1812 Tour	Redpath Waterfront Festival Toronto: Official Tour Launch	TALL SHIPS® Hamilton	St. Catharines 1812 TALL SHIPS® Visit	Sails on the St. Marys, Sault Ste. Marie	TALL SHIPS® 1812 Georgian Bay 1	TALL SHIPS® 1812 Georgian Bay 2	Southwestern Ontario: Sails to See	Total
0 nights	45%	44%	77%	77%	45%	17%	17%	77%	50%
1 night	32%	20%	8%	8%	32%	17%	17%	8%	18%
2 nights	17%	22%	6%	6%	17%	17%	17%	6%	14%
3 nights	4%	7%	6%	6%	4%	17%	17%	6%	8%
4 nights	2%	3%	1%	1%	2%	16%	16%	1%	5%
5 or more nights	0%	4%	2%	2%	0%	16%	16%	2%	5%
Average nights stayed	1.0	1.3	0.5	0.5	1.0	1.4	1.4	0.5	1.0

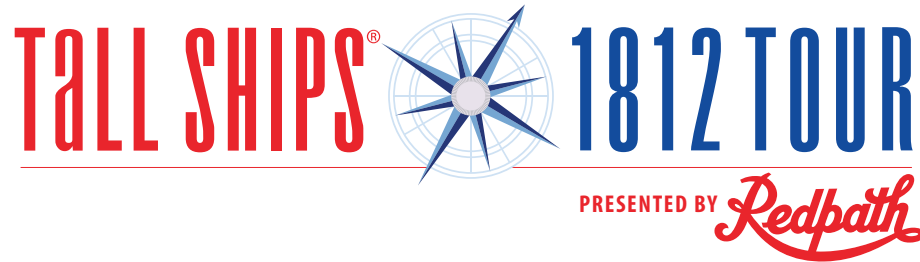






## Sources of event information (Past 30 days)





Sources of event information (Past 30 days)	Brockville TALL SHIPS® 1812 Tour	Redpath Waterfront Festival Toronto: Official Tour Launch	TALL SHIPS® Hamilton	St. Catharines 1812 TALL SHIPS® Visit	Sails on the St. Marys, Sault Ste. Marie	TALL SHIPS® 1812 Georgian Bay I	TALL SHIPS® 1812 Georgian Bay 2	Southwestern Ontario: Sails to See	Average
Television ad or news	59%	21%	25%	25%	59%	23%	23%	25%	33%
Print ad or article	31%	64%	21%	21%	31%	15%	15%	21%	27%
Radio ad or news	33%	33%	14%	14%	33%	18%	18%	14%	22%
Sign or poster	30%	55%	10%	10%	30%	13%	13%	10%	21%
Event's web site	23%	26%	12%	12%	23%	16%	16%	12%	18%
Tourism brochure or web site	17%	15%	9%	9%	17%	8%	8%	9%	12%
Social networking site	13%	19%	6%	6%	13%	5%	5%	6%	9%
Email or e-newsletter	7%	n/a	3%	3%	7%	2%	2%	3%	4%





## Redpath Waterfront Festival Toronto: Official Tour Launch

### Sponsor recall

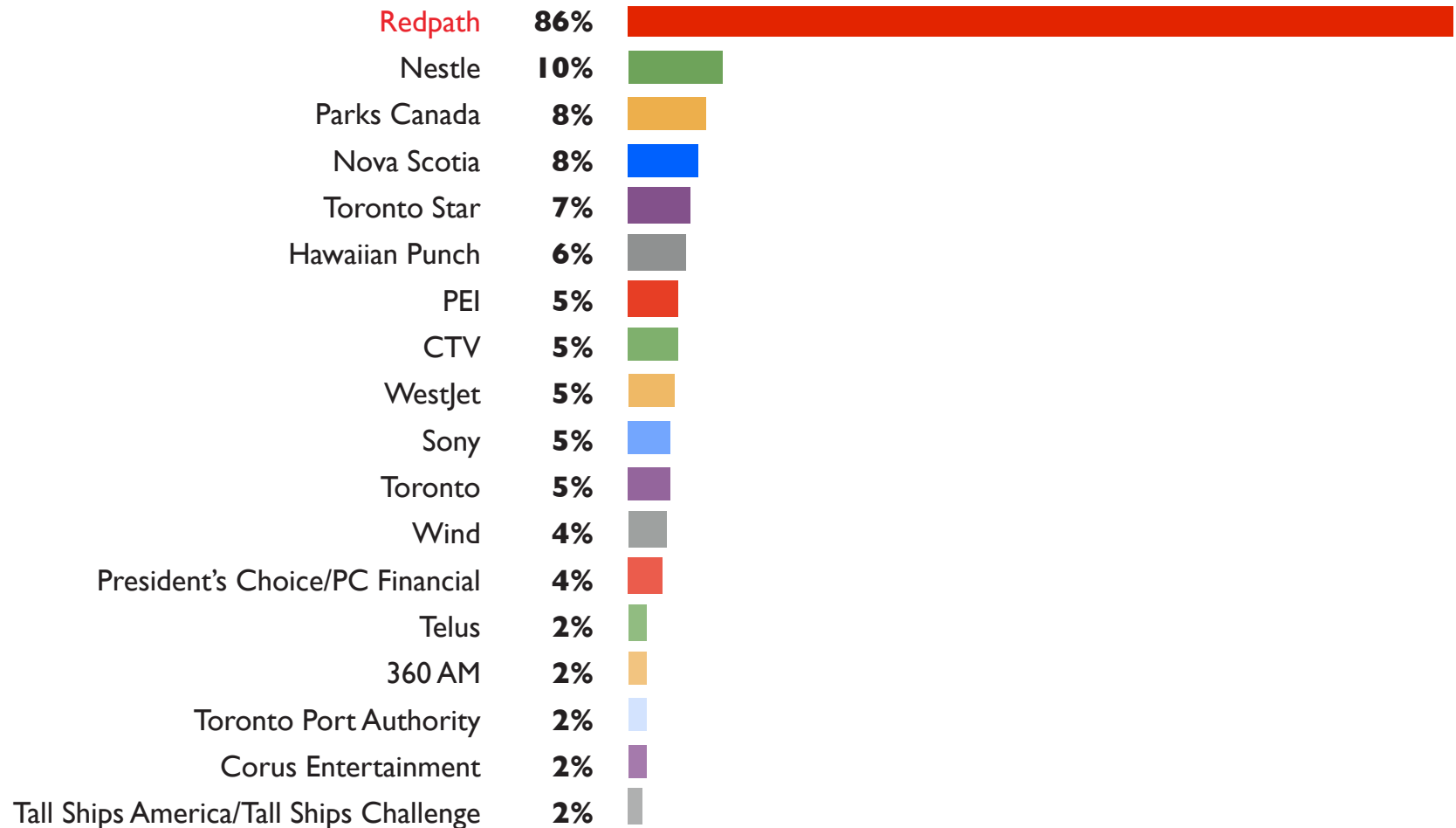
Could name at least one sponsor **61%**

Could not name any sponsors **39%**



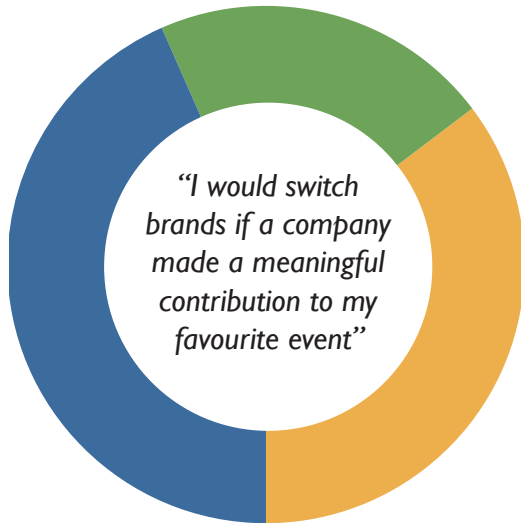


## Redpath Waterfront Festival Toronto: Official Tour Launch (unaided sponsor recall among those who could name sponsors)

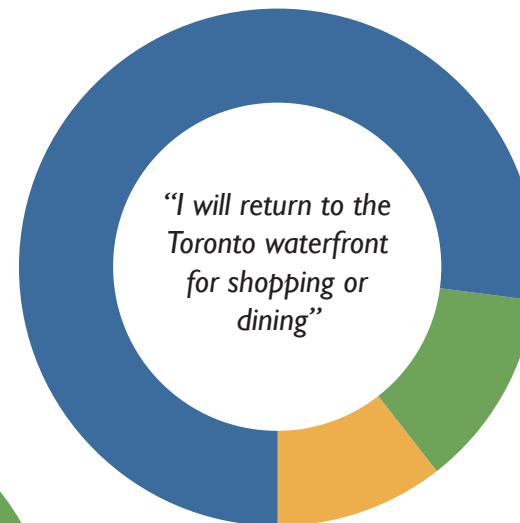




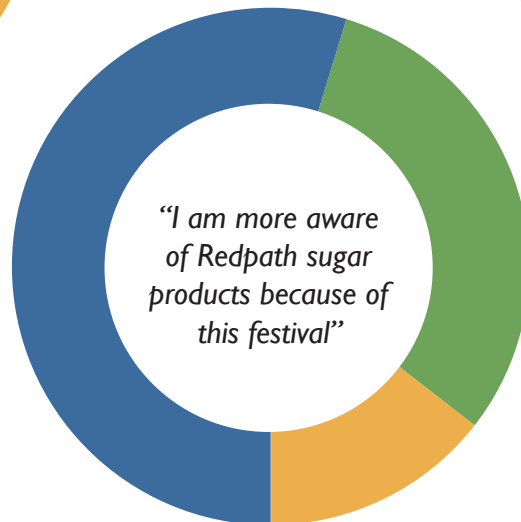
## Statements about event and sponsors (at Official Tour Launch)



agree 43% disagree 21% not sure 35%



agree 77% disagree 12% not sure 11%



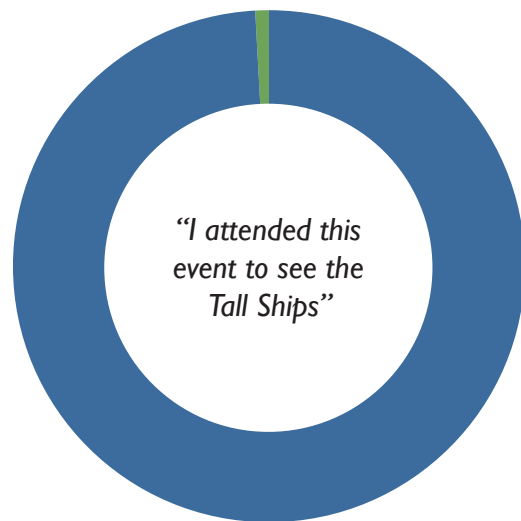
agree 55% disagree 31% not sure 14%



agree 41% disagree 35% not sure 24%



## Statements about event and sponsors (at Tour Stops)



agree 99%  
disagree 1%  
not sure 0%



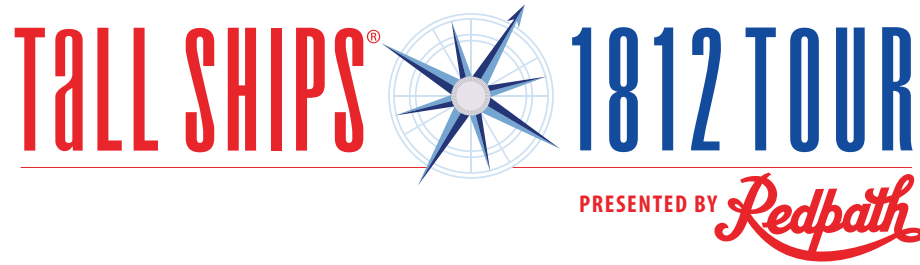
agree 51%  
disagree 21%  
not sure 28%



agree 71%  
disagree 11%  
not sure 18%



# Sponsorship



Statements about event and sponsors (at Tour Stops)		Brockville TALL SHIPS® 1812 Tour	TALL SHIPS® Hamilton	St. Catharines 1812 TALL SHIPS® Visit	Sails on the St. Marys, Sault Ste. Marie	TALL SHIPS® 1812 Georgian Bay 1	TALL SHIPS® 1812 Georgian Bay 2	Southwestern Ontario: Sails to See	Average
"I attended this event to see the Tall Ships"	agree	100%	98%	98%	100%	99%	99%	98%	99%
	disagree	0%	2%	2%	0%	0%	0%	2%	1%
	not sure	0%	0%	0%	0%	1%	1%	0%	0%
"I attended this event to see the 'Wharf' 1812 interactive experience"	agree	63%	46%	46%	63%	47%	47%	46%	51%
	disagree	12%	30%	30%	12%	17%	17%	30%	21%
	not sure	25%	24%	24%	25%	36%	36%	24%	28%
"I learned something new about the War of 1812 at this event"	agree	84%	62%	62%	84%	71%	71%	62%	71%
	disagree	4%	18%	18%	4%	9%	9%	18%	11%
	not sure	12%	20%	20%	12%	20%	20%	20%	18%



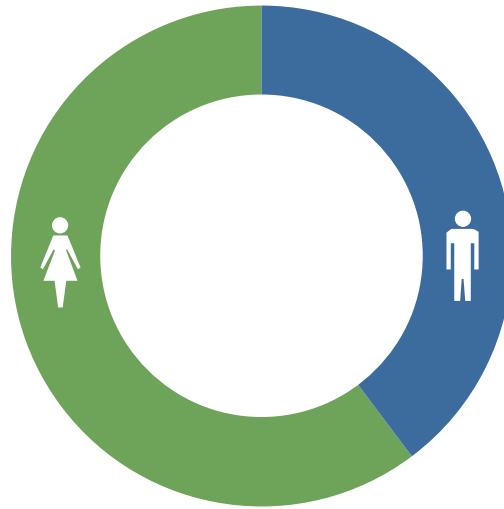
# Demographics



## Gender

Male **40%**

Female **60%**



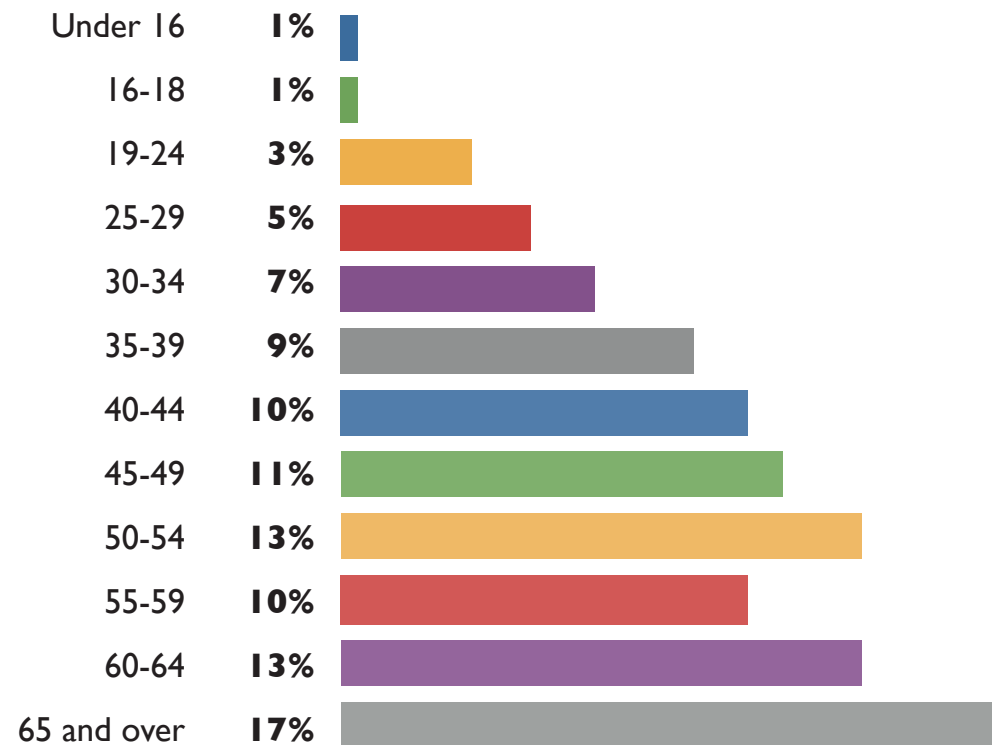
Gender	Brockville TALL SHIPS® 1812 Tour	Redpath Waterfront Festival Toronto: Official Tour Launch	TALL SHIPS® Hamilton	St. Catharines 1812 TALL SHIPS® Visit	Sails on the St. Marys, Sault Ste. Marie	TALL SHIPS® 1812 Georgian Bay 1	TALL SHIPS® 1812 Georgian Bay 2	Southwestern Ontario: Sails to See	Average
Male	42%	<b>48%</b>	36%	36%	42%	39%	39%	36%	<b>40%</b>
Female	58%	52%	<b>64%</b>	<b>64%</b>	58%	61%	61%	<b>64%</b>	<b>60%</b>



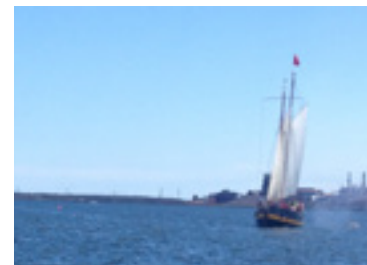




## Age categories



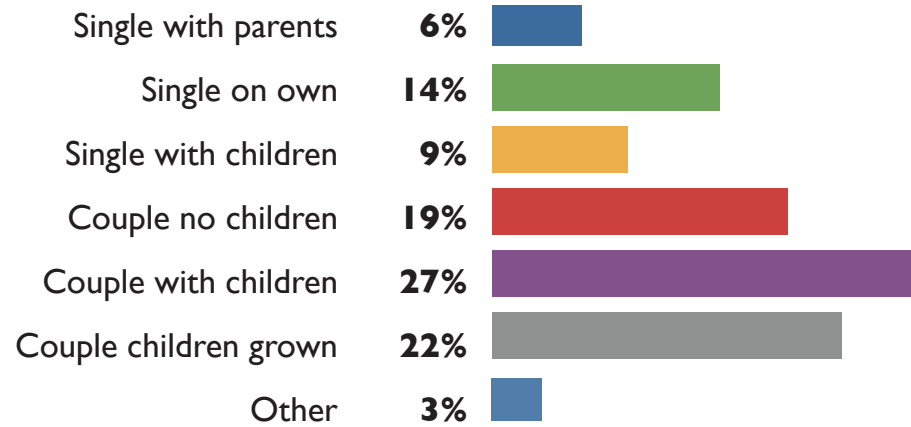
# Demographics



Age categories	Brockville TALL SHIPS® 1812 Tour	Redpath Waterfront Festival Toronto: Official Tour Launch	TALL SHIPS® Hamilton	St. Catharines 1812 TALL SHIPS® Visit	Sails on the St. Marys, Sault Ste. Marie	TALL SHIPS® 1812 Georgian Bay 1	TALL SHIPS® 1812 Georgian Bay 2	Southwestern Ontario: Sails to See	Average
Under 16	2%	0%	0%	0%	2%	0%	0%	0%	1%
16-18	1%	2%	0%	0%	1%	1%	1%	0%	1%
19-24	5%	10%	1%	1%	5%	2%	2%	1%	3%
25-29	6%	12%	3%	3%	6%	3%	3%	3%	5%
30-34	4%	14%	6%	6%	4%	6%	6%	6%	7%
35-39	10%	11%	9%	9%	10%	7%	7%	9%	9%
40-44	12%	12%	11%	11%	12%	7%	7%	11%	10%
45-49	9%	9%	13%	13%	9%	12%	12%	13%	11%
50-54	12%	11%	15%	15%	12%	13%	13%	15%	13%
55-59	8%	7%	10%	10%	8%	13%	13%	10%	10%
60-64	12%	6%	16%	16%	12%	14%	14%	16%	13%
65 and over	19%	6%	16%	16%	19%	22%	22%	16%	17%



## Current living situation

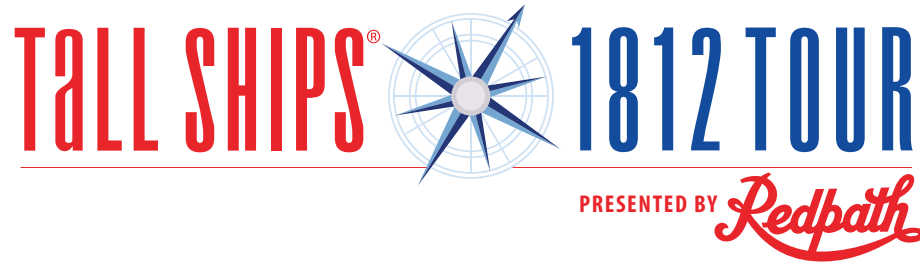


# Demographics

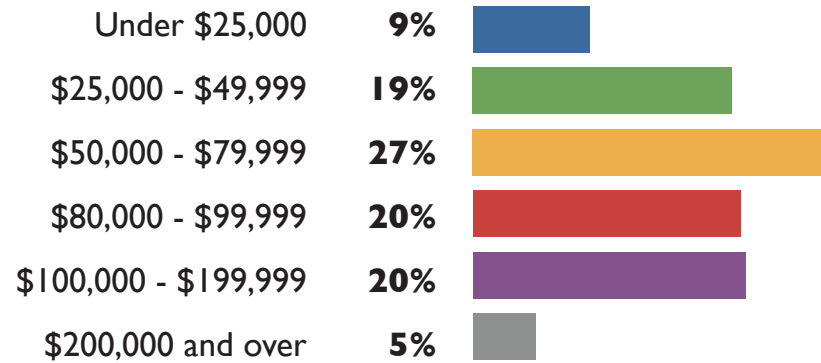


Current living situation	Brockville TALL SHIPS® 1812 Tour	Redpath Waterfront Festival Toronto: Official Tour Launch	TALL SHIPS® Hamilton	St. Catharines 1812 TALL SHIPS® Visit	Sails on the St. Marys, Sault Ste. Marie	TALL SHIPS® 1812 Georgian Bay 1	TALL SHIPS® 1812 Georgian Bay 2	Southwestern Ontario: Sails to See	Average
Single with parents	10%	7%	3%	3%	10%	5%	5%	3%	6%
Single on own	15%	23%	14%	14%	15%	10%	10%	14%	14%
Single with children	19%	7%	4%	4%	19%	6%	6%	4%	9%
Couple no children	12%	21%	18%	18%	12%	25%	25%	18%	19%
Couple with children	23%	27%	32%	32%	23%	25%	25%	32%	27%
Couple children grown	17%	13%	25%	25%	17%	27%	27%	25%	22%
Other	4%	2%	4%	4%	4%	2%	2%	4%	3%

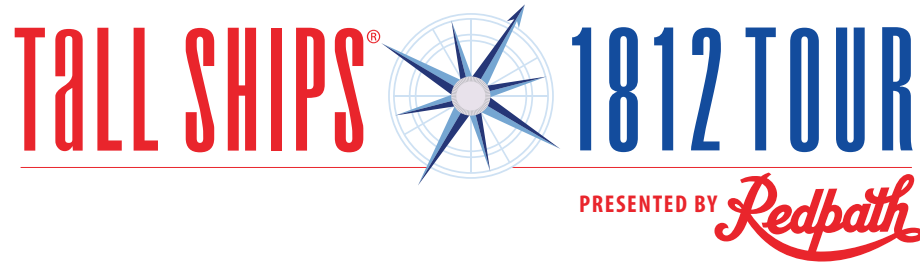




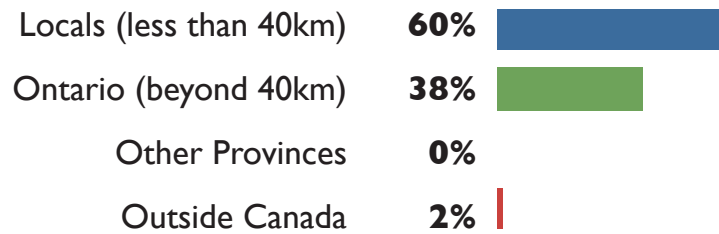
## Household income (before taxes)



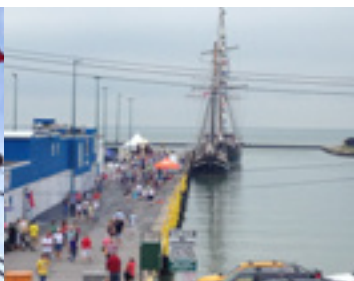
Household income (before taxes)	Brockville TALL SHIPS® 1812 Tour	Redpath Waterfront Festival Toronto: Official Tour Launch	TALL SHIPS® Hamilton	St. Catharines 1812 TALL SHIPS® Visit	Sails on the St. Marys, Sault Ste. Marie	TALL SHIPS® 1812 Georgian Bay 1	TALL SHIPS® 1812 Georgian Bay 2	Southwestern Ontario: Sails to See	Average
Under \$25,000	14%	13%	7%	7%	14%	4%	4%	7%	9%
\$25,000 - \$49,999	21%	18%	22%	22%	21%	14%	14%	22%	19%
\$50,000 - \$79,999	26%	22%	29%	29%	26%	28%	28%	29%	27%
\$80,000 - \$99,999	14%	14%	21%	21%	14%	27%	27%	21%	20%
\$100,000 - \$199,999	23%	21%	17%	17%	23%	22%	22%	17%	20%
\$200,000 and over	2%	12%	4%	4%	2%	5%	5%	4%	5%



## Place of Residence

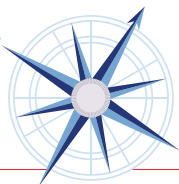


Place of Residence	Brockville TALL SHIPS® 1812 Tour	Redpath Waterfront Festival Toronto: Official Tour Launch	TALL SHIPS® Hamilton	St. Catharines 1812 TALL SHIPS® Visit	Sails on the St. Marys, Sault Ste. Marie	TALL SHIPS® 1812 Georgian Bay I	TALL SHIPS® 1812 Georgian Bay 2	Southwestern Ontario: Sails to See	Average
Locals (less than 40km)	54%	71%	75%	75%	54%	38%	38%	75%	<b>60%</b>
Ontario (beyond 40km)	42%	24%	24%	24%	42%	60%	60%	24%	<b>38%</b>
Other Provinces	0%	1%	0%	0%	0%	1%	1%	0%	<b>0%</b>
Outside Canada	4%	4%	1%	1%	4%	1%	1%	1%	<b>2%</b>





# TALL SHIPS®



# 1812 TOUR

PRESENTED BY *Redpath*



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