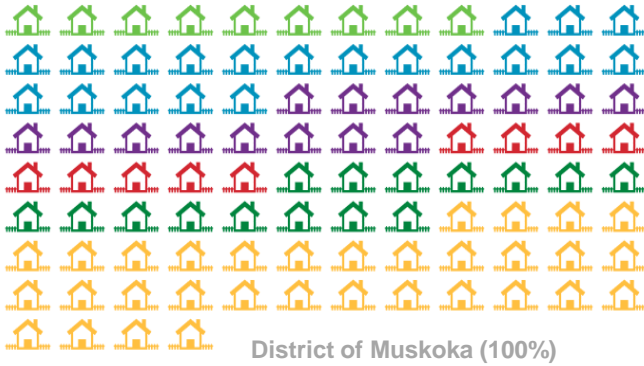




Population

**22,879** Muskoka Second Homes  
**3.58** people per Second Home household  
**81,907** estimated seasonal residents  
**57%** of Muskoka's total population

Location



District of Muskoka (100%)

- Bracebridge (9.29%)
- Georgian Bay (19.88%)
- Gravenhurst (14.73%)
- Huntsville (9.48%)
- Lake of Bays (15.07%)
- Muskoka Lakes (31.54%)

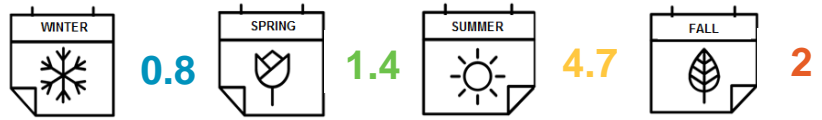
**Second Home Household Characteristics**

**89%** live permanently in Ontario  
**64%** live permanently in the Golden Horseshoe  
**48%** of household members are >55 years of age  
**22%** of household members are <25 years of age



**Second Home Use**

Average Annual Second Home Use by Second Home Households: **8.9 weeks / year**



Average Seasonal Second Home Use (weeks / year)

**3.99** average guests hosted per Second Home visit  
**28.2** average visitor nights per Second Home per year  
**7.3 %** of households rent their Second Homes

Annual Economic Impacts

Average household spending on common items  
**\$6,738**  
**+**  
 Average household spending on major items  
**\$11,690**



Total spending  
**\$18,428**

Second Home Households  
**22,879**

Total Annual Economic Impact  
**\$421 million**



**Health Services**

Does health care service availability limit the time spent at your Second Home?

**NO 89% YES 11%**

Preferred Health Services Improvements

**33%** More walk-in clinics/hours  **27%** More specialist services


**59%** of Second Home households access emergency services in Muskoka

**Waste Management**

If curbside waste collection is provided, does your household use the service?

**YES 78% NO 22%**

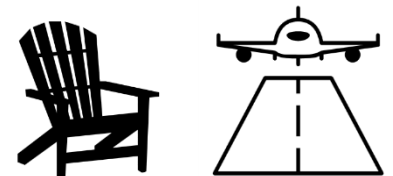
Preferred Waste Management Improvements

**53%** Free large item disposal **48%** Curbside large item collection   
**40%** More frequent hazardous waste collection days

**Muskoka Airport**

Would your visitors or household members use commercial airline services if offered at the Muskoka Airport?

**YES 9% MAYBE 32% NO 59%**



For more information or to view the full Second Home Study, visit: [www.muskoka.on.ca/2ndhomestudy](http://www.muskoka.on.ca/2ndhomestudy)