



PORT ELGIN FARMERS MARKET

COULTER PARKETTE TO GREEN AND BRICKER LOCATION COMPARISON REPORT

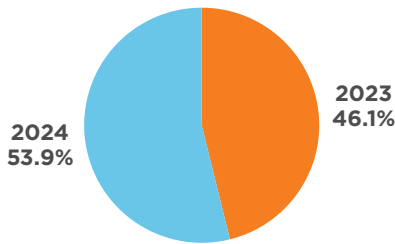
20,000

Approximate number of
visitors in 2024

FROM THE DOWNTOWN PORT ELGIN BIA

The Downtown Port Elgin BIA is proud to sponsor the weekly Summer Farmers' and Artisan Market. Now located at Green and Bricker Streets, the expanded space allows for more vendors, a café and entertainment area, and smoother operations. The data in this report was collected between June 7, 2023 to September 6, 2023, and June 5, 2024 to September 4, 2024, on Wednesdays from 9:00 am to 5:00 pm. This report was developed by the Town of Saugeen Shores using data from the Port Elgin Farmer's Market.

DOWNTOWN STRIP TRAFFIC



Traffic/visitors to the downtown strip of Port Elgin increased 16.7% in 2024 from the previous year.

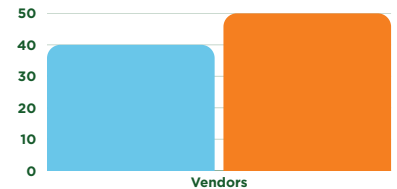
WHERE



Visitors to the Farmer's Market primarily reside in Saugeen Shores, either as a permanent or seasonal resident.

70%
in 2024

VENDORS



The number of registered vendors for the market in 2024 was 20% higher than the previous year.

TOP 3 PERSONA SEGMENTS

Profiles and demographics of the typical visitor to the Port Elgin Farmer's Market.

TURBO BURBS

Turbo Burbs represents an affluent suburban segment, primarily consisting of middle-aged families. While this segment holds mixed occupations, they commonly report household incomes exceeding \$200,000. Residents actively participate in neighbourhood initiatives, sports, and outdoor recreation. With a strong focus on ethical consumerism and ecological consciousness, this segment places importance on aligning their actions with family values and social responsibility. Their well-designed homes and outdoor spaces reflect a love for comfort and community, underscoring a lifestyle rooted in connection, balance, and purposeful living.

FAMILY MODE

Family Mode, found in suburban neighbourhoods, represents comfortable, middle-aged families, blue-collar households with upper-middle incomes. Members of this segment value personal responsibility and maintain a strong sense of control over their financial situation. Their leisure time often involves attending local sporting events, arts festivals, and dining at family-friendly restaurants, reflecting a shared focus on creating meaningful experiences together. With high participation in cultural and sports activities, this segment is grounded in family values, routine, and an active, experience-rich lifestyle.

HAPPY MEDIUM

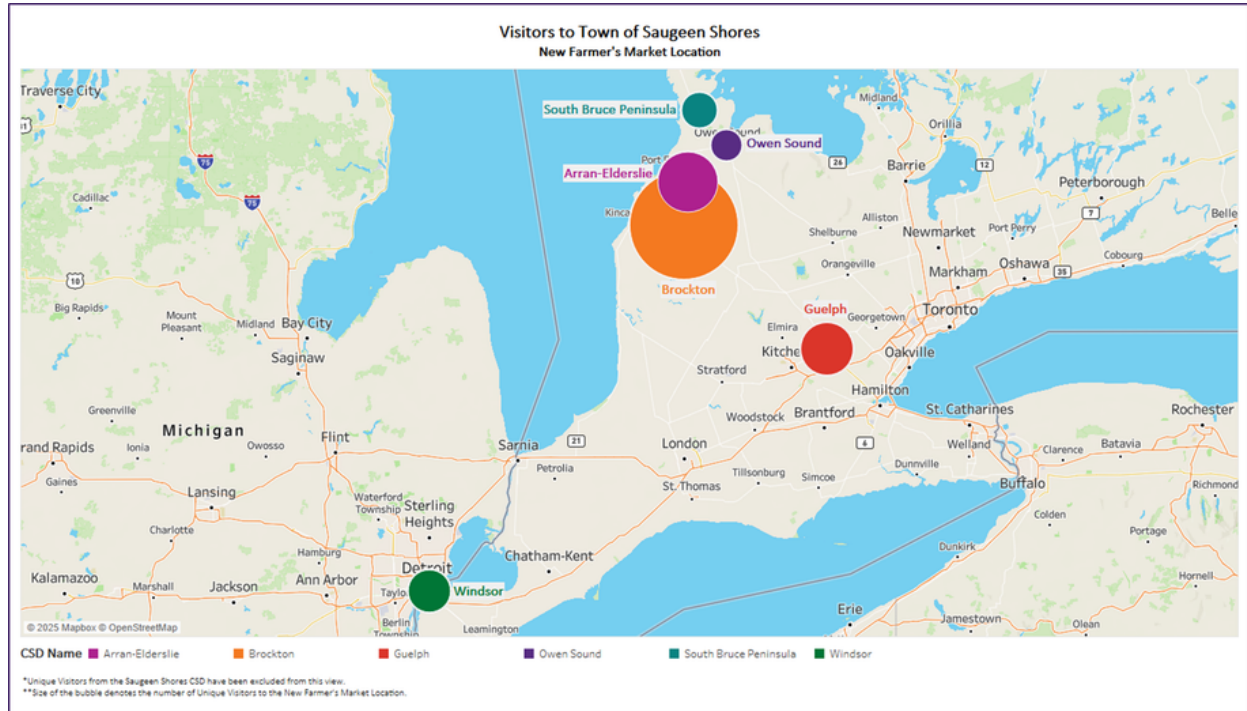
Happy Medium represents suburban families and couples with deep-rooted ties to their communities, primarily in the outer suburbs of large and midsize cities. Household maintainers aged 45 to 75+ often work in blue-collar or service-sector roles. For leisure, they enjoy practical hobbies like gardening and woodworking. Their values emphasize family connections, civic engagement, and ethical living, with a strong tendency to support local and sustainable practices. With a love for outdoor activities and commitment to community life, this segment reflects a lifestyle grounded in responsibility, tradition, and everyday fulfillment.



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FARMER'S MARKET: VISITOR ORIGIN BY UNIQUE VISITOR COUNTS



DOWNTOWN PORT ELGIN BIA: ON VISITOR ORIGIN BY UNIQUE VISITOR COUNTS

