



Port Elgin Beach Geofence Report Consumer Data Analysis

2023 MobileScapes Mobile Movement Database

Geofence Data Information

The following report was created using data in the Envision business intelligence platform by Environics Analytics. The data points were extracted using the MobileScapes tool.

The purpose of this report is to provide consumer data that will inform decision making when developing a tourism strategy for the Saugeen Shores. This report will assist in understanding the visitor profile for the geofenced area.



Privacy Compliant Data - EA's MobileScapes Program

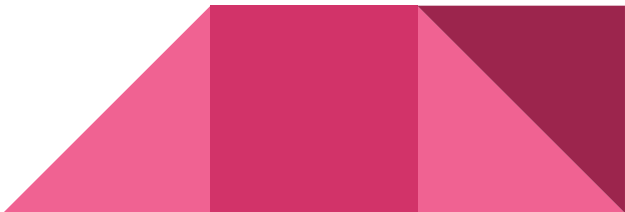
MobileScapes is an anonymized, permission-based data service, which uses data collected from location-enabled mobile devices. Users can identify devices observed within a defined area (geofence) for a given date and time range. The main sources of data are opt-in location-enabled applications on mobile devices and ad exchange platforms. At present, there are approximately 100,000 mobile applications that contribute data to our MobileScapes services. At its most basic level, it provides a unique, persistent, yet anonymous, device ID, along with a date, time and latitude/longitude coordinates for each observation. It is important to note that, while the device ID is part of the source data used for building the MobileScapes product, it is excluded from any end-user delivery.

The common evening and daytime locations are inferred according to where these devices are most frequently observed during the day and at night, over the course of the most recent three month period. To protect user privacy, all observed latitude and longitude coordinates are assigned to the nearest postal code.

<https://community.environicsanalytics.com/hc/en-us/articles/360035649154> MobileScapes-Canada

Notes on this project

- Although this is a large report, we recommend that you focus on the following slides:
 - Standard Ranking Areas (where people are coming from)
 - Prizm Profiles (who is visiting including their social group, lifestage group, and urbanity. You can learn more about each Prizm segment at the link below:
<https://environicsanalytics.com/en-ca/data/segmentation/prizm/prizm-highlights>
 - Observations and recommendations. These are some highlights within the data set that RT07 has noticed.
- We suggest using the MobileScapes Visitor Summary with caution as the benchmark (Canada) can change some of the results such as median age, income, and the top 5 profiles. What is important to consider is the time and days of the week that people are visiting. This can help to identify times where there is excess capacity. These times are great for building new experiences or creating activations.



Notes on Geofence Data Collected

Geofence: A virtual geographic boundary or polygon that represents a particular area of interest used for extracting mobile data. Geofences can be hand-drawn on a map or imported as spatial area polygons.

Total Records: Each record represents a counted device.

Unique Visitors: The number of distinct and unique devices that entered the Geofence in the requested time range, regardless of how often they visit. Visitors are represented as an estimated Household Population 15+ weight. They filter out multiple visitors to give a true indication of the unique Household Population 15+ identified within the Geofence over the time period selected. **Note: Changes observed in the data source for EA, as of July 2022, have impacted the device activity and ping capture rates, affecting the unique visitor estimates. As a result, we can not compare unique visitation numbers year over year.**

Daily Visits: The number of times the device entered the Geofence, regardless of how many visitors make up those visits. If someone entered the geofenced area 100 times, they would be counted 100 times. This could also be considered your total foot traffic.

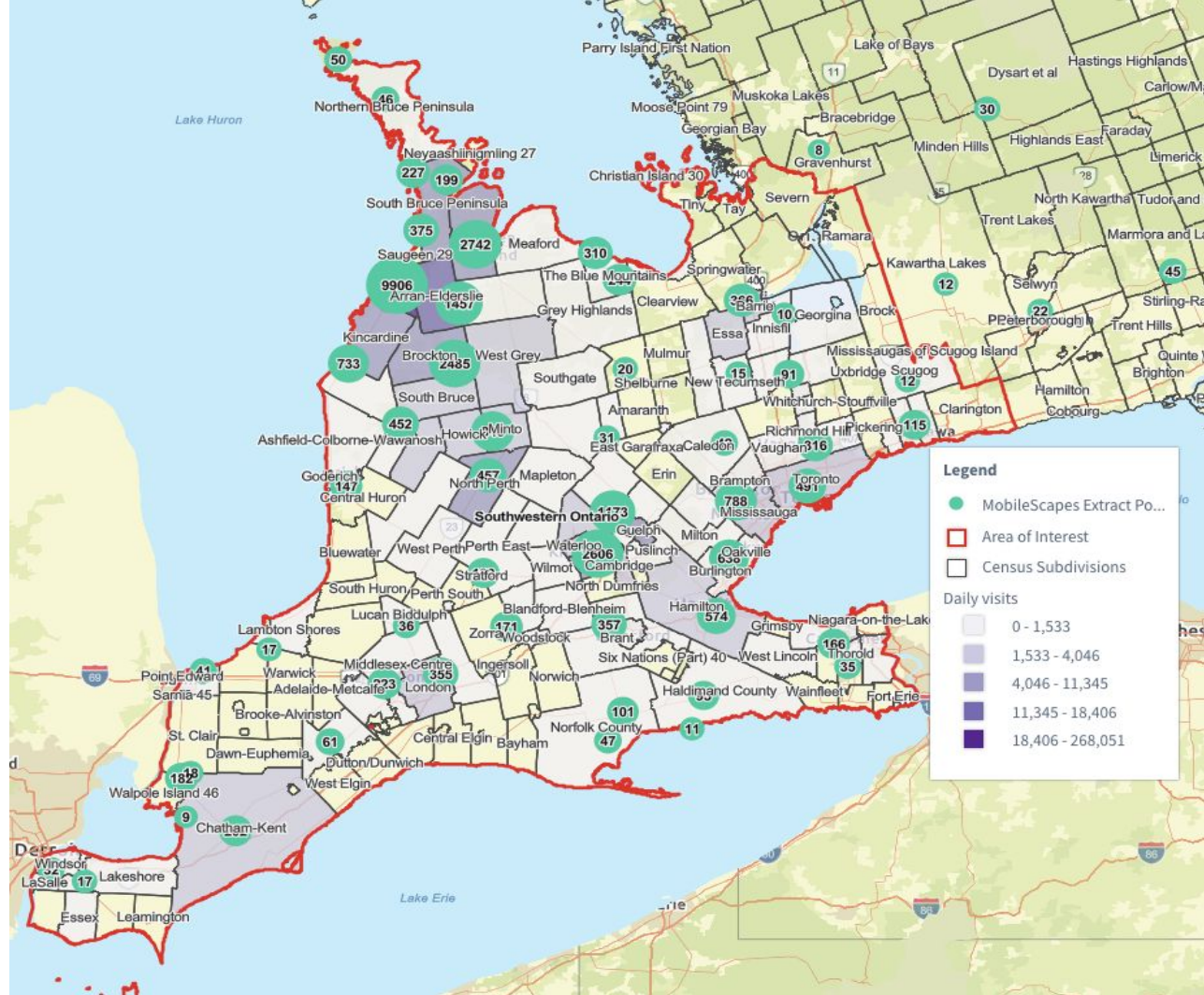
Common Evening Location (CEL): Used to infer the device home location; it is assigned to the closest Postal/ZIP Code.

The next slide indicates how many people entered the Geofenced areas in 2021 and 2022.



Port Elgin Beach Geofence Data Collected

Year	Total Records	Daily Visits	Unique Visitors
2023 total visits	4,627	796,819	70,925
2023 Tourists (40 km - 200 km)	4,627	253,922	34,171



HOW TO READ

Ranking Areas—Customers

Rank Areas based on the presence of your customers. Helps answer the question: Which areas have the highest concentration of my customers?



Name	Code	Count	%	Base Count	Base %	% Pen	Index
Toronto (ON), C	3520005	2,107	17.02	1,142,715	21.16	0.18	80
Ottawa (ON), CV	3506008	995	8.04	397,426	7.36	0.25	109
Mississauga (ON), CY	3521005	848	6.85	261,449	4.84	0.32	142
Hamilton (ON), C	3525005	751	6.07	223,273	4.13	0.34	147
London (ON), CY	3539036	610	4.93	168,467	3.12	0.36	158
Windsor (ON), CY	3537039	551	4.45	94,471	1.75	0.58	255
Kitchener (ON), CY	3530013	424	3.43	95,900	1.77	0.44	193
Burlington (ON), CY	3524002	414	3.35	75,782	1.40	0.55	238
Greater Sudbury (ON), CV	3553005	408	3.30	73,849	1.37	0.55	241
St. Catharines (ON), CY	3526053	364	2.94	59,567	1.10	0.61	267
Guelph (ON), CY	3523008	338	2.73	52,842	0.98	0.64	279
Waterloo (ON), CY	3530016	335	2.71	41,100	0.76	0.82	356
Barrie (ON), CY	3543042	308	2.49	55,550	1.03	0.55	242
Richmond Hill (ON), T	3519038	303	2.45	67,276	1.25	0.45	197
Kingston (ON), CY	3510010	294	2.38	58,387	1.08	0.50	220
Oshawa (ON), CY	3518013	278	2.25	66,397	1.23	0.42	183
Sarnia (ON), CY	3538030	236	1.91	33,820	0.63	0.70	305
Peterborough (ON), CY	3515014	220	1.78	36,489	0.68	0.60	263
Markham (ON), T	3519036	193	1.56	104,045	1.93	0.19	81

We focus on the Count, the % and the % Pen columns in this report.

In our example, 2,107 of our customers live in the City of Toronto. This represents 17.02% of all our customers in our selected Area of Interest, which is Ontario.

There are 1,142,715 households in Toronto. Our 2,107 customers in Toronto represent a market penetration rate of 0.18%. The penetration rate of 0.18% in Toronto is 20% lower (index = 80) than the penetration rate for customers in Ontario overall. We can also say that our customers are 20% under represented in Toronto compared to the average market penetration across Ontario.

Index Legend: Under 80 110 to 119 120 to 149 Over 150

Code refers to the numbers given to Standard Geographic Areas by Statistics Canada. The smaller the number, the larger the Area. For example, Canada's code is 1. Quebec's code is 24. Montréal Census Metropolitan Area's code is 462. Montréal Census Subdivision's code is 2466023.

Count The number of customers living in that geography

% (Count/Total Count * 100) The percentage of the total customer file living in that geography

Base Count The number of population or households living in that geography

Base % (Base Count/Base Total Count * 100) The percentage of the total population or households in the Area of Interest living in that geography

% Pen (Count/Base Count * 100) measures the count of customers in a geography compared to the Base population or household counts in selected Area of Interest

Index (% /Base % *100) measures whether the presence of customers in a geography is over represented or under represented when compared to the overall average presence of customers in an Area of Interest (average = 100)

Ranking Areas - Standard Geographies | Customers

How to Read



Customers: MobileScapes Extract Port Elgin Beach & North Shore Park 2023

Geographic Level: PRCDSCD

- Visitors CEL: Visits

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Saugeen Shores, ON (T)	3541045	402,120	50.47	13,180	0.10	3,050.99	48,945
Guelph, ON (CY)	3523008	36,859	4.63	127,750	1.00	28.85	463
Arran-Elderslie, ON (MU)	3541043	30,948	3.88	6,250	0.05	495.17	7,944
Kitchener, ON (CY)	3530013	28,889	3.63	230,268	1.80	12.55	201
Brockton, ON (MU)	3541032	21,181	2.66	8,120	0.06	260.85	4,185
Toronto, ON (C)	3520005	20,966	2.63	2,611,953	20.43	0.80	13
Hamilton, ON (C)	3525005	20,411	2.56	503,419	3.94	4.05	65
Cambridge, ON (CY)	3530010	18,318	2.30	121,127	0.95	15.12	243
South Bruce Peninsula, ON (T)	3541055	11,201	1.41	8,736	0.07	128.21	2,057
Waterloo, ON (CY)	3530016	10,042	1.26	108,104	0.85	9.29	149
Mississauga, ON (CY)	3521005	9,642	1.21	656,069	5.13	1.47	24
Owen Sound, ON (CY)	3542059	9,328	1.17	20,147	0.16	46.30	743
Georgian Bluffs, ON (TP)	3542053	9,115	1.14	9,197	0.07	99.11	1,590
North Perth, ON (MU)	3531040	8,992	1.13	11,642	0.09	77.24	1,239
Brampton, ON (CY)	3521010	8,592	1.08	628,117	4.91	1.37	22
Kincardine, ON (MU)	3541024	8,534	1.07	10,400	0.08	82.06	1,316
London, ON (CY)	3539036	7,622	0.96	371,625	2.91	2.05	33
Hanover, ON (T)	3542029	6,295	0.79	7,230	0.06	87.07	1,397
Vaughan, ON (CY)	3519028	6,135	0.77	289,995	2.27	2.12	34
Milton, ON (T)	3524009	5,438	0.68	121,615	0.95	4.47	72
Guelph/Eramosa, ON (TP)	3523009	4,869	0.61	12,046	0.09	40.42	648
Burlington, ON (CY)	3524002	4,506	0.56	168,201	1.32	2.68	43
Wellington North, ON (TP)	3523050	3,965	0.50	10,486	0.08	37.81	607
Minto, ON (T)	3523043	3,960	0.50	7,753	0.06	51.07	819
Greater Sudbury / Grand Sudbury, ON (CV)	3553005	3,739	0.47	142,840	1.12	2.62	42
Stratford, ON (CY)	3531011	3,640	0.46	29,957	0.23	12.15	195
Oakville, ON (T)	3524001	3,391	0.43	185,815	1.45	1.82	29
Markham, ON (CY)	3519036	3,252	0.41	312,531	2.44	1.04	17
West Grey, ON (MU)	3542004	3,244	0.41	11,902	0.09	27.25	437
South Bruce, ON (MU)	3541004	3,154	0.40	4,780	0.04	65.98	1,058
Barrie, ON (CY)	3543042	3,151	0.40	146,039	1.14	2.16	35
Huron-Kinloss, ON (TP)	3541015	2,736	0.34	6,131	0.05	44.63	716
Howick, ON (TP)	3540046	2,728	0.34	3,159	0.03	86.35	1,385
Morris-Tumbarry, ON (MU)	3540050	2,471	0.31	2,700	0.02	91.52	1,468
Chatham-Kent, ON (MU)	3536020	2,470	0.31	88,973	0.70	2.78	45
Windsor, ON (CY)	3537039	2,414	0.30	197,880	1.55	1.22	20
Brantford, ON (CY)	3529006	2,230	0.28	89,414	0.70	2.49	40
Wasaga Beach, ON (T)	3543064	2,185	0.27	22,170	0.17	9.86	158
Chatsworth, ON (TP)	3542037	2,076	0.26	5,855	0.05	35.45	569
Haldimand County, ON (CY)	3528018	2,052	0.26	43,036	0.34	4.77	77
Woodstock, ON (CY)	3532042	2,033	0.26	41,243	0.32	4.93	79

Ranking Areas - Standard Geographies | Customers

How to Read



Customers: MobileScapes Extract Port Elgin Beach & North Shore Park 2023

Zoom: 80%

Geographic Level: PRCDSCD

- Visitors CEL: Visits

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Guelph, ON (CY)	3523008	36,859	14.52	127,750	1.65	28.85	882
Kitchener, ON (CY)	3530013	28,889	11.38	230,268	2.97	12.55	384
Brockton, ON (MU)	3541032	21,067	8.30	8,120	0.10	259.44	7,931
Cambridge, ON (CY)	3530010	18,318	7.21	121,127	1.56	15.12	462
Hamilton, ON (C)	3525005	10,590	4.17	503,419	6.49	2.10	64
Waterloo, ON (CY)	3530016	10,042	3.96	108,104	1.39	9.29	284
North Perth, ON (MU)	3531040	8,992	3.54	11,642	0.15	77.24	2,361
Brampton, ON (CY)	3521010	8,592	3.38	628,117	8.09	1.37	42
Owen Sound, ON (CY)	3542059	8,153	3.21	20,147	0.26	40.47	1,237
London, ON (CY)	3539036	7,622	3.00	371,625	4.79	2.05	63
Georgian Bluffs, ON (TP)	3542053	6,423	2.53	9,197	0.12	69.84	2,135
Hanover, ON (T)	3542029	6,295	2.48	7,230	0.09	87.07	2,662
Milton, ON (T)	3524009	5,438	2.14	121,615	1.57	4.47	137
Guelph/Eramosa, ON (TP)	3523009	4,869	1.92	12,046	0.15	40.42	1,236
Mississauga, ON (CY)	3521005	4,274	1.68	656,069	8.45	0.65	20
Wellington North, ON (TP)	3523050	3,965	1.56	10,486	0.14	37.81	1,156
Minto, ON (T)	3523043	3,960	1.56	7,753	0.10	51.07	1,561
Stratford, ON (CY)	3531011	3,640	1.43	29,957	0.39	12.15	371
Vaughan, ON (CY)	3519028	3,333	1.31	289,995	3.74	1.15	35
West Grey, ON (MU)	3542004	3,244	1.28	11,902	0.15	27.25	833
South Bruce, ON (MU)	3541004	3,154	1.24	4,780	0.06	65.98	2,017
Barrie, ON (CY)	3543042	3,151	1.24	146,039	1.88	2.16	66
Burlington, ON (CY)	3524002	2,796	1.10	168,201	2.17	1.66	51
Howick, ON (TP)	3540046	2,728	1.07	3,159	0.04	86.35	2,640
Morris-Turnberry, ON (MU)	3540050	2,471	0.97	2,700	0.04	91.52	2,798
Wasaga Beach, ON (T)	3543064	2,185	0.86	22,170	0.29	9.86	301
Chatsworth, ON (TP)	3542037	2,076	0.82	5,855	0.07	35.45	1,084
Woodstock, ON (CY)	3532042	2,033	0.80	41,243	0.53	4.93	151
Centre Wellington, ON (TP)	3523025	1,978	0.78	26,244	0.34	7.54	230
Woolwich, ON (TP)	3530035	1,700	0.67	24,299	0.31	7.00	214
Essa, ON (TP)	3543021	1,569	0.62	20,282	0.26	7.73	236
Halton Hills, ON (T)	3524015	1,487	0.59	56,351	0.73	2.64	81
Mapleton, ON (TP)	3523033	1,445	0.57	8,440	0.11	17.12	523
Collingwood, ON (T)	3543031	1,391	0.55	22,381	0.29	6.21	190
Huron-Kinloss, ON (TP)	3541015	1,187	0.47	6,131	0.08	19.37	592
Brant, ON (CY)	3529005	1,119	0.44	35,502	0.46	3.15	96
Ashfield-Colborne-Wawanosh, ON (TP)	3540063	1,061	0.42	4,473	0.06	23.72	725
Sarnia, ON (CY)	3538030	1,012	0.40	63,449	0.82	1.60	49
Southgate, ON (TP)	3542005	1,002	0.40	6,461	0.08	15.51	474

Distance Decay | Customers

How to Read



Why is my report blank?

Location: Port Elgin Downtown_FromGeofence

Customers: MobileScapes Extract Port Elgin Beach & North Shore Park 2023 - Visitors CEL: Visits

Units: Kilometres (Radius)

Unit Bands	Absolute Count	Absolute %	Cumulative Count	Cumulative %	Base Absolute Count	Base Cumulative Count	% Pen
0 - 25	438,503	55.03	438,503	55.03	22,848	22,848	1,919.22
25 - 50	69,312	8.70	507,816	63.73	80,399	103,247	86.21
50 - 75	16,377	2.06	524,193	65.79	55,988	159,235	29.25
75 - 100	18,639	2.34	542,832	68.12	94,483	253,718	19.73
100 - 125	19,591	2.46	562,423	70.58	307,756	561,474	6.37
125 - 150	103,289	12.96	665,713	83.55	1,282,824	1,844,298	8.05
150 - 175	62,136	7.80	727,849	91.34	3,904,082	5,748,380	1.59
175 - 200	42,162	5.29	770,012	96.64	3,136,463	8,884,843	1.34
200 - 225	9,214	1.16	779,227	97.79	720,854	9,605,697	1.28
225 - 250	8,577	1.08	787,804	98.87	574,186	10,179,883	1.49
250 - 275	2,522	0.32	790,327	99.19	412,153	10,592,036	0.61
275 - 300	684	0.09	791,011	99.27	166,746	10,758,782	0.41
300 - 325	59	0.01	791,070	99.28	122,420	10,881,202	0.05
325 - 350	349	0.04	791,420	99.32	98,465	10,979,667	0.36
350 - 375	1,562	0.20	792,983	99.52	90,157	11,069,824	1.73
375 - 400	0	0.00	792,983	99.52	168,791	11,238,615	0.00
400 - 425	919	0.12	793,903	99.63	82,073	11,320,688	1.12
425 - 450	0	0.00	793,903	99.63	210,277	11,530,965	0.00
450 - 475	2,081	0.26	795,984	99.90	702,296	12,233,261	0.30
475 - 500	115	0.01	796,099	99.91	189,811	12,423,072	0.06
500 - 525	196	0.02	796,295	99.93	49,103	12,472,175	0.40
525 - 550	158	0.02	796,453	99.95	75,031	12,547,206	0.21
550 - 575	0	0.00	796,453	99.95	27,524	12,574,730	0.00
575 - 600	0	0.00	796,453	99.95	1,815	12,576,545	0.00
600 - 625	0	0.00	796,453	99.95	7,884	12,584,429	0.00
625 - 650	0	0.00	796,453	99.95	2,153	12,586,582	0.00
650 - 675	0	0.00	796,453	99.95	2,203	12,588,785	0.00
675 - 700	0	0.00	796,453	99.95	327	12,589,112	0.00
700 - 725	0	0.00	796,453	99.95	1,508	12,590,620	0.00
725 - 750	0	0.00	796,453	99.95	5,485	12,596,105	0.00
750 - 775	223	0.03	796,677	99.98	102,679	12,698,784	0.22
775 - 800	0	0.00	796,677	99.98	9,784	12,708,568	0.00
800 - 825	141	0.02	796,818	100.00	158	12,708,726	89.36
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Customers: MobileScapes Extract Port Elgin Beach & North Shore Park 2023 - Visitors CEL: Visits

MEDIAN MAINTAINER AGE

49

Index: 93

MARITAL STATUS



60.3%

Index: 105

Married/Common-Law

FAMILY STATUS*

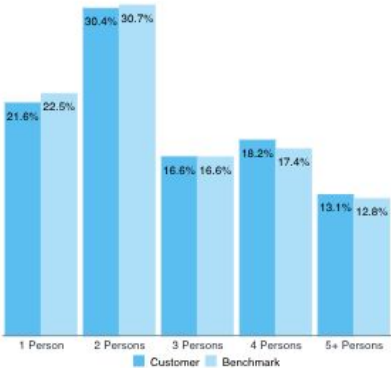


36.1%

Index: 103

Couples Without Children At Home

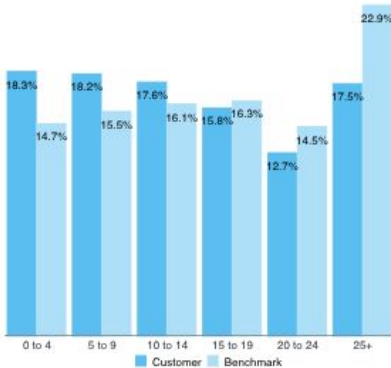
HOUSEHOLD SIZE



POPULATION BY AGE

	%	Index
0 to 4	6.2	119
5 to 9	6.4	117
10 to 14	6.2	109
15 to 19	6.0	101
20 to 24	6.5	94
25 to 29	7.6	97
30 to 34	8.2	107
35 to 39	8.2	116
40 to 44	7.3	111
45 to 49	6.3	102
50 to 54	5.8	94
55 to 59	5.6	88
60 to 64	5.4	86
65 to 69	4.6	89
70 to 74	3.6	86
75 to 79	2.8	86
80 to 84	1.7	85
85+	1.5	78

AGE OF CHILDREN AT HOME



Benchmark: Port Elgin Visitors- 40-200 km

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*Chosen from index ranking with minimum 5% composition.

Index Colours: <80 80 - 110 110+

Demographics | Housing & Income

How to Read



Customers: MobileScapes Extract Port Elgin Beach & North Shore Park 2023 - Visitors CEL: Visits

TENURE



STRUCTURE TYPE



80.5%

Index: 106

Houses



19.2%

Index: 80

Apartments

AGE OF HOUSING*

3 - 7 Years Old

% Comp: 15.4 Index: 210

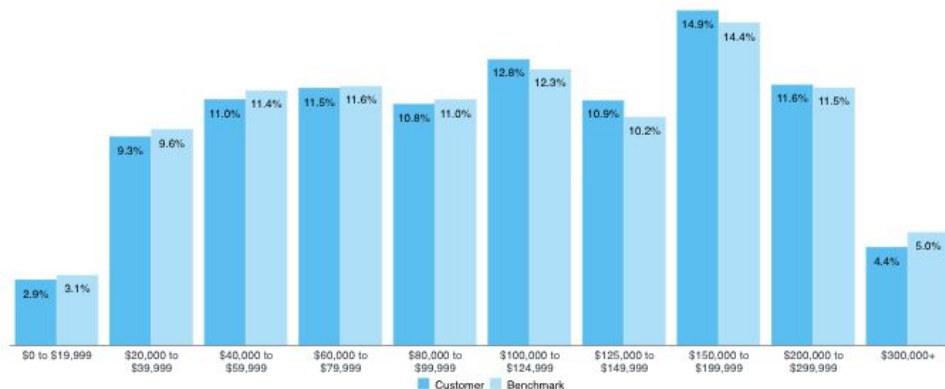
AVERAGE HOUSEHOLD INCOME



\$127,435

Index: 99

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Port Elgin Visitors- 40-200 km

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*Chosen from index ranking with minimum 5% composition.

Index Colours: <80 80 - 110 110+

Customers: MobileScapes Extract Port Elgin Beach & North Shore Park 2023 - Visitors CEL: Visits

EDUCATION



28.0%

Index: 102

University Degree

LABOUR FORCE PARTICIPATION



70.4%

Index: 104

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



49.3%

Index: 109

Travel to work by **Car (as Driver)**

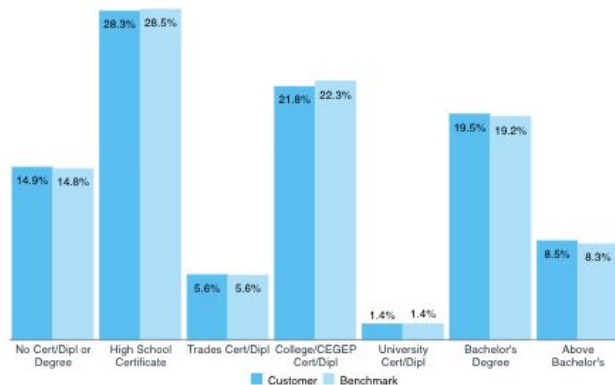


4.2%

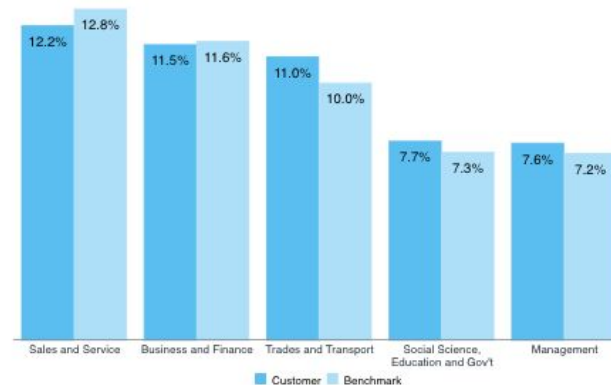
Index: 77

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Port Elgin Visitors- 40-200 km

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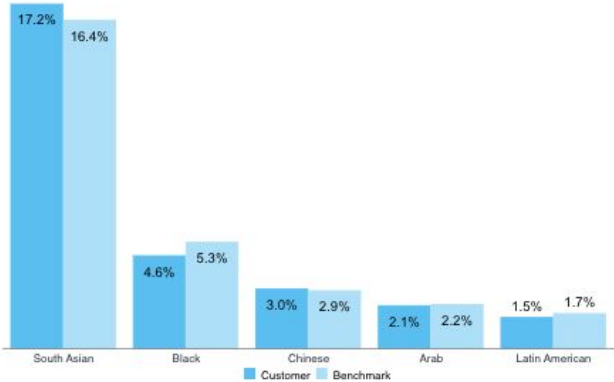
*Ranked by percent composition.

Index Colours:	<80	80 - 110	110+
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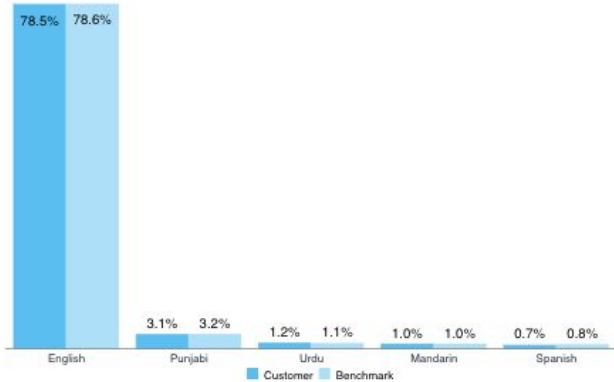
Customers: MobileScapes Extract Port Elgin Beach & North Shore Park 2023 - Visitors CEL: Visits



VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Port Elgin Visitors- 40-200 km

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*Chosen from index ranking with minimum 5% composition.

**Ranked by percent composition.

Index Colours:	<80	80 - 110	110+
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Customers: MobileScapes Extract Port Elgin Beach & North Shore Park 2023 - Visitors CEL



Strong Values

	Index
Financial Security	104
Attraction to Nature	104
Utilitarian Consumerism	104
Confidence in Advertising	103
Confidence in Small Business	103
Emotional Control	103
Importance of Price	103
North American Dream	103
Patriarchy	103
Personal Optimism	103



Weak Values

	Index
Effort Toward Health	95
Concern for Appearance	96
Fear of Violence	96
Fulfillment Through Work	96
National Pride	96
Personal Challenge	96
Primacy of Environmental Protection	96
Consumptivity	97
Adaptability to Complexity	97
Rejection of Inequality	97



Descriptions | Top 3 Strong Values

Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

Financial Security

A feeling of security and optimism about one's financial future. A sense of being personally responsible for and in control of one's financial situation.

Utilitarian Consumerism

Tendency to base purchase decisions on utilitarian rather than aesthetic considerations. Measures the attention given to utility of objects and products purchased. People strong on this construct seldom buy products purely for their appearance. Lack of a need to engage in personal expression through aesthetic means.



Descriptions | Top 3 Weak Values

Effort Toward Health

The commitment to focus on diet, exercise and healthy living in order to feel better and have a healthy, wholesome lifestyle. A willingness to transform one's lifestyle through exercise and radical changes to diet.

Concern for Appearance

Placing a great deal of importance on appearing "attractive", and being concerned about the image projected by one's appearance. People who are strong on this construct are image-driven.

Fear of Violence

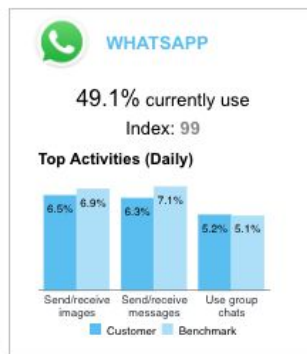
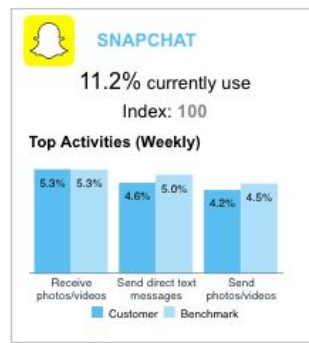
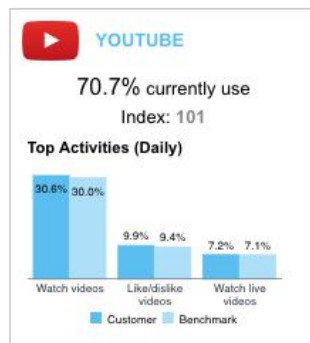
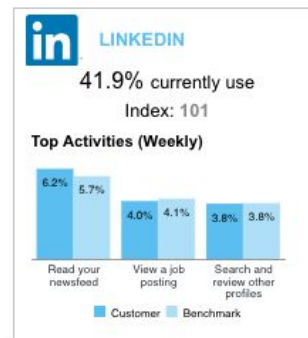
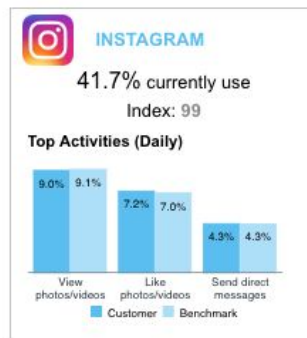
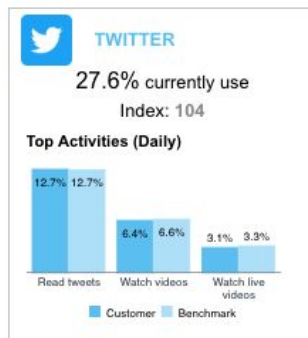
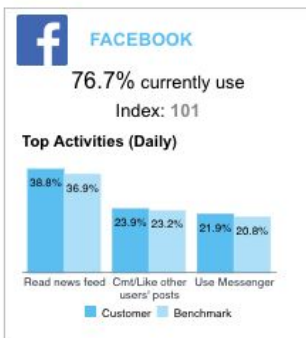
Fear of violence occurring in today's society. Feeling insecure about personal safety. Feeling vulnerable to attack in the city or in one's neighborhood, especially at night. Tendency to believe that one must be on constant alert against unpredictable, gratuitous violence.

Benchmark: Port Elgin Visitors- 40-200 km

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Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Port Elgin Beach & North Shore Park 2023 - Visitors CEL:
Visits



Benchmark: Port Elgin Visitors- 40-200 km

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(!)Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+

Customer: MobileScapes Extract Port Elgin Beach & North Shore Park 2023 - Visitors CEL:
Visits

FRIENDS IN ALL SM NETWORKS



39.3%

Index: 100

0-49 friends

FREQUENCY OF USE (DAILY)



54.8%

Index: 103

Facebook

BRAND INTERACTION



29.2%

Index: 103

Like brand on Facebook

NO. OF BRANDS INTERACTED

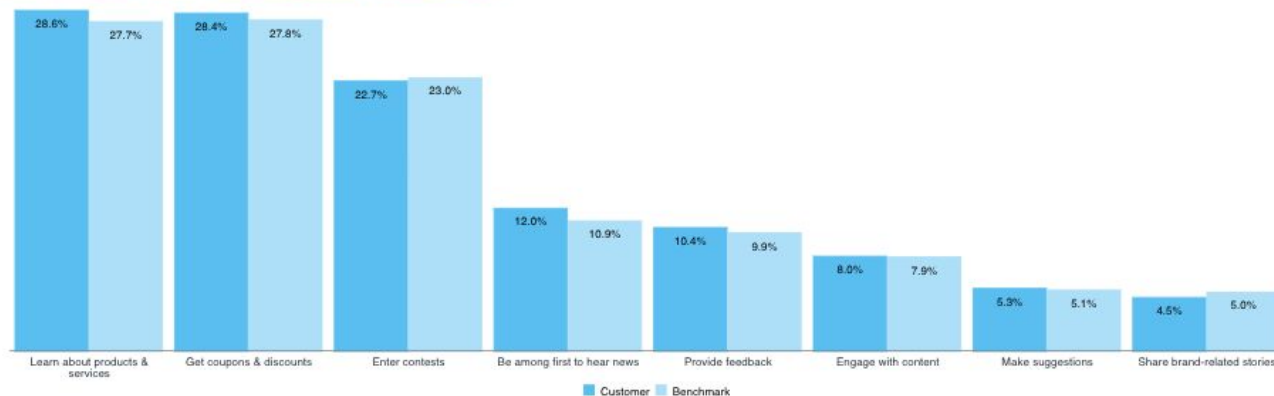


30.6%

Index: 102

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Port Elgin Visitors- 40-200 km

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Chosen and ranked by percent composition.

Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Port Elgin Beach & North Shore Park 2023 - Visitors CEL:
Visits

SOCIAL MEDIA PURCHASES - SEEK SUGGESTIONS/RECOMMENDATIONS WHEN CONSIDERING: (Top 4)



9.0%

Index: 101

Vacation, travel-related



6.8%

Index: 93

Entertainment-related (i.e. movies)



6.2%

Index: 94

Big-ticket (i.e. appliances)

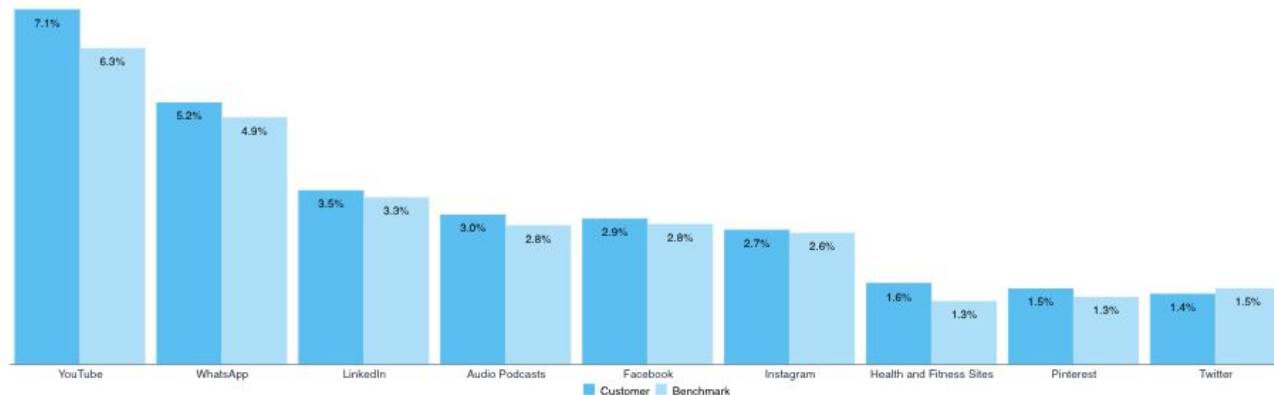


5.8%

Index: 97

Banking, credit cards

USAGE EXPECTATIONS (Increase in the next yr)



Benchmark: Port Elgin Visitors- 40-200 km

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Chosen and ranked by percent composition.

Note: N/A values are displayed if variables do not meet criteria.

(!)Indicates variables with low sample size. Please analyze with discretion.

Index Colours:

<80

80 - 110

110+

Customer: MobileScapes Extract Port Elgin Beach & North Shore Park 2023 - Visitors CEL: Visits



DESCRIBES ME*...

Use SM to stay connected with personal contacts

% Comp **40.4** Index **101**



I AM OPEN TO RECEIVING RELEVANT MARKETING MESSAGES THROUGH SOCIAL MEDIA CHANNELS

% Comp **18.6** Index **101**



I WOULD BE MORE INCLINED TO PARTICIPATE IN SM IF I KNEW MY PERSONAL INFORMATION WOULD NOT BE OWNED/SHARED BY COMPANY

% Comp **66.2** Index **101**



I AM VERY COMFORTABLE SHARING MY PERSONAL INFORMATION WITH SOCIAL MEDIA SITES

% Comp **8.5** Index **102**



SOCIAL MEDIA COMPANIES SHOULD NOT BE ALLOWED TO OWN OR SHARE MY PERSONAL INFORMATION

% Comp **80.0** Index **99**



SHARING MY PERSONAL INFO WITH FRIENDS/ACQUAINT. IN SM ENVIRONMENTS DOES NOT CONCERN ME

% Comp **19.5** Index **100**

Benchmark: Port Elgin Visitors- 40-200 km

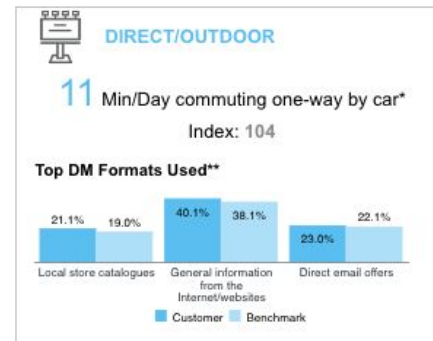
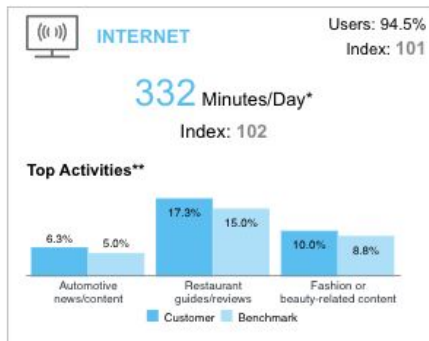
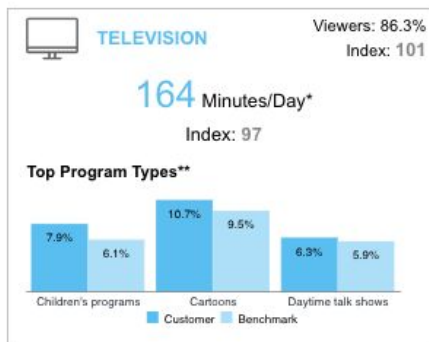
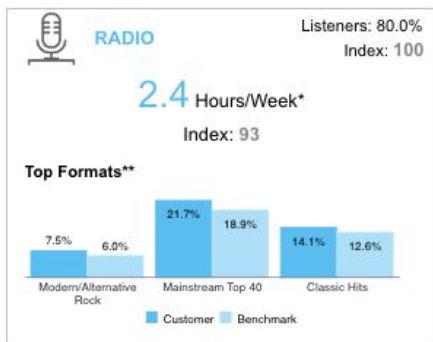
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*Chosen and ranked by percent composition with a minimum of 5%.

Index Colours: <80 80 - 110 110+

Customer: MobileScapes Extract Port Elgin Beach & North Shore Park 2023

- Visitors CEL: Visits



Benchmark: Port Elgin Visitors- 40-200 km

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*Consumption values based to Household Population 12+.

**Chosen from index ranking with minimum 5% composition.

Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Port Elgin Beach & North Shore Park 2023
- Visitors CEL: Visits

Top Shows & Exhibitions*



Top Local Attractions & Destinations**



Top Professional Sports**



Top Concert & Theatre Venues**



Benchmark: Port Elgin Visitors- 40-200 km

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*Chosen from index ranking.

**Chosen from index ranking with minimum 5% composition.

(!) Represents low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+

Customer: MobileScapes Extract Port Elgin Beach & North Shore Park 2023

- Visitors CEL: Visits

Top Individual Sports

Inline skating



5.8%

Index: 109

Snowboarding



5.1%

Index: 107

Billiards/pool



23.7%

Index: 105

Bowling



36.2%

Index: 105

Top Team Sports

Curling



6.3%

Index: 110

Hockey



12.9%

Index: 108

Basketball



17.4%

Index: 107

Soccer



15.0%

Index: 105

Top Activities

Power boating/Jet skiing



9.5%

Index: 110

ATV/snowmobiling



10.5%

Index: 106

Camping



41.5%

Index: 106

Playing video games



44.7%

Index: 104

Top Fitness

Fitness walking



54.9%

Index: 104

Fitness classes



26.0%

Index: 103

Health club activity



24.1%

Index: 102

Hiking/backpacking



41.0%

Index: 101

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*Chosen from index ranking with minimum 5% composition.

Index Colours: <80 80 - 110 110+

Customer: MobileScapes Extract Port Elgin Beach & North Shore Park 2023

- Visitors CEL: Visits

 TOP RESTAURANT FOOD TYPES <i>Ordered, Past year</i>		 TOP RESTAURANT SERVICE TYPES <i>Ordered, Past year</i>	
Ranked by Volume		Ranked by Volume	
Pizza restaurants	60.4% Index: 103	Casual/family dining restaurants	51.1% Index: 106
Asian restaurants	49.9% Index: 103	Formal dine-in restaurants	35.1% Index: 104
Sub/sandwich restaurants	39.8% Index: 104	Fast casual restaurants	35.1% Index: 104
Ranked by Index		Ranked by Index	
Mexican/Burrito-style restaurants	32.7% Index: 107	Casual/family dining restaurants	51.1% Index: 106
Other ethnic restaurants	33.6% Index: 107	Sports bars	21.1% Index: 106
Ice cream/frozen yogurt restaurants	37.4% Index: 106	Fast casual restaurants	35.1% Index: 104
 TOP FOOD ORDERING METHODS <i>Ordered, Past year</i>			
Ranked by Volume		Ranked by Index	
Take Out	70.3% Index: 102	Home Delivery	31.5% Index: 106
Drive Through	47.5% Index: 106	Drive Through	47.5% Index: 106
Eat In Restaurant	45.3% Index: 104	Online food delivery service	20.7% Index: 105

Benchmark: Port Elgin Visitors- 40-200 km

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Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Port Elgin Beach & North Shore Park 2023

- Visitors CEL: Visits

 TOP RESTAURANTS <i>Visited/Ordered, Past Year</i>			 TOP FAST FOOD RESTAURANTS <i>Visited/Ordered, Past Month</i>		
Ranked by Volume		Ranked by Index	Ranked by Volume		Ranked by Index
Swiss Chalet	33.5% Index: 102	Kelsey's	McDonald's	47.7% Index: 104	Taco Time
Other casual/family restaurants	26.6% Index: 103	Earls	Other fast food restaurants	30.1% Index: 108	Mr. Sub
The Keg	16.1% Index: 104	St-Hubert BBQ	Subway	25.2% Index: 106	Quiznos Classic Subs
 TOP COFFEE/DONUT SHOPS <i>Visited/Ordered Past Month</i>					
Ranked by Volume		Ranked by Index	Ranked by Volume		Ranked by Index
Tim Hortons	61.7% Index: 100	Starbucks	28.8% Index: 110	McCafé/McDonald's	30.5% Index: 102
McCafé/McDonald's	30.5% Index: 102	Tea stores	2.0% Index: 101		
Starbucks	28.8% Index: 110				

Benchmark: Port Elgin Visitors- 40-200 km

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Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+
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Definitions from “How to Read” on following slide

SG (Social Group): Each segment is assigned to one Social Group (SG) based on consider the urban-rural context, home language (English, French and non-official), affluence, family status, age of maintainer and ethnicity.

LG (Lifestage Group): The Lifestage Groups (LG) categorize household composition according to the presence of singles, couples and families.

Code: The individual segment numbers are based on SESI, a composite segment ranking score which reflects various factors such as average household income, discretionary income, educational attainment levels, the value of private dwellings, average net worth and household size. The 67 segments have been ranked from one to 67 on the SESI scale, with one being the highest. Because this ranking reflects more than income alone, most of the segments have a SESI score that is different from their average household income ranking.

Count: The number of people or households in the selected input that fit into the consumer segment.

%: The percentage of the population, households or segments in the input that exhibit the behaviour.

Base Count: The number of people or households in the benchmark who exhibit that behavior.

Base %: The percentage of the population or households in the Benchmark that exhibit that characteristic.

% Pen: Of all people or households who exhibit that behavior in the base area, % Pen is the proportion that are found in the customer input, trade area or target group.

Index: Measures if the households or population in the segment are more or less likely to exhibit a behavior when compared to the benchmark. An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.

Top 5 segments represent **30.1%** of customers in Port Elgin Visitors- 40-200 km



Rank: 1
 Customers: 24,737
 Customers %: 9.74
 % in Benchmark: 1.49
 Index: 652

A quintessential portrait of Middle Canada, Happy Medium consists of couples and families living in the outer suburbs of large and midsize cities. The segment contains a mix of middle-income households of varied ages (maintainers range from 45 to over 75), educations (mostly high school or college) and family types (couples and families). Many households in this segment have deep roots: three-quarters of residents are third-plus-generation Canadians. Residents typically hold blue-collar or service sector jobs, and most own an older, single-detached house. With their unpretentious lifestyles, they enjoy home-based pursuits like woodworking, gardening and sewing, and outdoor activities such as canoeing, rowing and snowmobiling. To stretch their budgets, many shop at second-hand clothing and discount grocery stores.



Rank: 2
 Customers: 13,720
 Customers %: 5.40
 % in Benchmark: 5.82
 Index: 93

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 5. These middle-aged adults have used their mostly high school and college educations to land a variety of blue-collar jobs. Their upper-middle incomes allow them to purchase single-detached houses and fill their garages with skiing, golfing and hockey equipment plus motorcycles, boats and camping trailers. A vacation means packing up the camper and hitting the road for one of Canada's parks.



Rank: 3
 Customers: 13,527
 Customers %: 5.33
 % in Benchmark: 3.49
 Index: 153

Found mostly in Alberta and Ontario, New Country is one of the wealthiest rural segments, with nearly two-thirds of residents working in well-paying agricultural and blue-collar occupations. Forty percent of the maintainers are between 45 and 64 years old, and nearly 45 percent of households have children, typically of all ages. Most own comfortable, single-family homes, and often fill their driveways with power boats, ATVs and snowmobiles. Their daily routine is not unlike the one their grandparents enjoyed. For leisure, New Country members like to go hunting, fishing and camping, or they'll stay home and do gardening or crafts. Known for their deep roots in the community, three-quarters of residents are third-plus-generation Canadians; fewer than one in ten is foreign-born.



Rank: 4
 Customers: 12,382
 Customers %: 4.88
 % in Benchmark: 3.99
 Index: 122

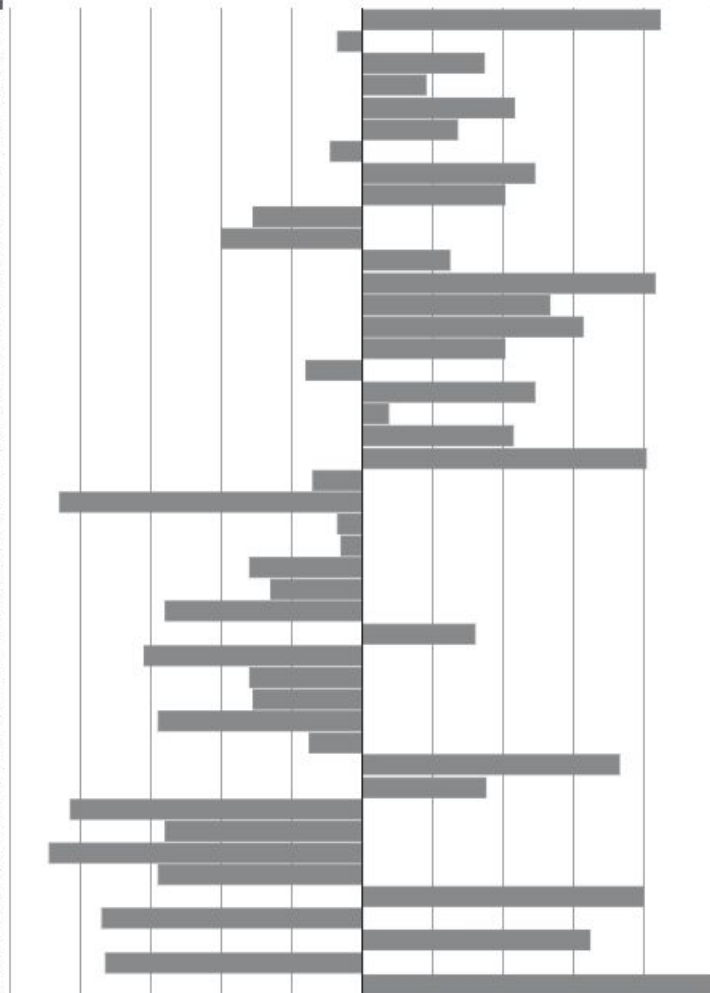
The wealthiest rural lifestyle, Kick-Back Country consists of middle-aged families and older couples living in rustic areas near large and medium-size cities. The maintainers tend to be between 45 and 64 years old, their children from 10 to 24. Despite mixed educations, they earn impressive incomes from jobs in mining, construction, trades and transportation. Almost 90 percent of households own a home, typically a spacious, single-detached house. Here, beyond the urban sprawl, driveways often contain compact SUVs and large pickups for commuting to work, hauling boats and campers, and travelling to the city for shopping. They aren't too remote for big-city nightlife, but they also like staying home to watch TV sports and listen to country music radio stations.



Rank: 5
 Customers: 11,973
 Customers %: 4.71
 % in Benchmark: 2.68
 Index: 176

An aging lifestyle, Savvy Seniors is home to older singles, couples and divorced or widowed individuals found mostly in cities throughout Ontario, British Columbia and Alberta. Many are financially comfortable, enjoying middle-incomes and owning easy-to-maintain singles, rows, apartments and condos. With nearly 40 percent of the maintainers over 65 years old, many are empty-nesters; any children at home are typically in their twenties. These residents have the time, money and agility for travel, golf and fitness activities. Fond of cultural activities, residents regularly go to art galleries, the opera, theatre and local exhibits and fairs. And they believe in the value Community Involvement, engaging in social issues and political campaigns, and giving to a wide range of charities.

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
S5	F3	43	Happy Medium	24,737	9.74	58,156	1.49	0.43	652
S3	F3	19	Family Mode	13,720	5.40	226,496	5.82	0.06	93
R1	F3	33	New Country	13,527	5.33	135,992	3.49	0.10	153
R1	F3	14	Kick-Back Country	12,382	4.88	155,471	3.99	0.08	122
U2	M1	16	Savvy Seniors	11,973	4.71	104,500	2.68	0.11	176
S5	F3	38	Stressed in Suburbia	11,334	4.46	126,612	3.25	0.09	137
U2	M1	23	Mid-City Mellow	10,893	4.29	183,156	4.70	0.06	91
U5	F1	60	Value Villagers	10,569	4.16	82,600	2.12	0.13	196
U5	Y2	67	Just Getting By	9,925	3.91	90,514	2.33	0.11	168
S2	Y3	11	Modern Suburbia	8,525	3.36	188,195	4.83	0.05	69
S2	F2	08	Multiculture-ish	8,198	3.23	209,495	5.38	0.04	60
U5	Y2	57	Juggling Acts	7,810	3.08	90,311	2.32	0.09	133
R2	F3	48	Agri-Biz	7,472	2.94	19,240	0.49	0.39	595
S6	M2	62	Suburban Recliners	7,406	2.92	53,176	1.37	0.14	214
R2	M1	41	Down to Earth	7,229	2.85	41,331	1.06	0.17	268
S6	M1	45	Slow-Lane Suburbs	6,718	2.65	61,424	1.58	0.11	168
S1	F2	05	First-Class Families	6,708	2.64	122,901	3.16	0.05	84
S6	M2	21	Scenic Retirement	6,335	2.50	49,607	1.27	0.13	196
S3	F3	25	Suburban Sports	6,245	2.46	88,380	2.27	0.07	108
U3	Y1	47	Social Networkers	5,649	2.23	49,476	1.27	0.11	175
T1	M1	58	Old Town Roads	5,494	2.16	16,295	0.42	0.34	517
F1	F2	18	Multicultural Corners	4,930	1.94	87,672	2.25	0.06	86
U4	F2	15	South Asian Enterprise	4,873	1.92	530,985	13.64	0.01	14
U5	Y2	52	Friends & Roomies	4,414	1.74	72,612	1.86	0.06	93
F3	F1	32	Diverse & Determined	4,149	1.63	67,349	1.73	0.06	94
S1	M1	09	Boomer Bliss	3,897	1.53	88,238	2.27	0.04	68
U2	F3	36	Middle-Class Mosaic	3,387	1.33	69,911	1.79	0.05	74
R1	F3	26	Country Traditions	2,624	1.03	91,671	2.35	0.03	44
F2	Y2	20	New Asian Heights	2,606	1.03	27,211	0.70	0.10	147
S1	F3	04	Turbo Burbs	2,332	0.92	94,848	2.44	0.02	38
U4	F3	64	Midtown Movers	2,275	0.90	51,511	1.32	0.04	68
U1	M1	02	Wealthy & Wise	2,122	0.83	47,157	1.21	0.04	69
U4	F3	61	Came From Away	1,591	0.63	57,887	1.49	0.03	42
U3	Y2	22	Indieville	1,504	0.59	27,014	0.69	0.06	85
R2	M2	49	Backcountry Boomers	1,411	0.56	5,838	0.15	0.24	371
U1	M1	01	The A-List	1,370	0.54	13,629	0.35	0.10	154
U2	M2	51	On Their Own Again	1,156	0.46	103,164	2.65	0.01	17
S3	Y3	24	All-Terrain Families	1,065	0.42	36,880	0.95	0.03	44
F3	F3	31	Metro Melting Pot	911	0.36	128,028	3.29	0.01	11
S6	M2	53	Silver Flats	861	0.34	31,252	0.80	0.03	42
U5	Y1	28	Latte Life	827	0.33	2,551	0.07	0.32	497
F1	M1	07	Mature & Secure	814	0.32	48,779	1.25	0.02	26
U1	F1	06	Downtown Verve	738	0.29	4,005	0.10	0.18	283
F3	F2	30	South Asian Society	721	0.28	40,212	1.03	0.02	27
R2	M2	50	Country & Western	495	0.20	9	0.00	56.85	87,177



Observations

- Based on the information in the distance decay, the benchmark for the report will be 40 km - 200 km from Port Elgin Beach.
- 55% are within Saugeen Shores and Arran-Elderslie. Guelph and Kitchener residents with about 9% of total visitation. Both of these areas indexed high. Cambridge and Waterloo visitors also index high. Although Toronto and Hamilton have more visits to the beach, they index low therefore any advertising campaign to these areas should be target.
- Households with incomes between \$100k - \$299K over index.
- Diversity is average amongst visitors however number of people who have immigrated to Canada since 2017 does over index.
- Values are relatively flat when compared to the benchmark. People feel financial secure, are attracted to nature and have confidence in small business.
- Use of social media platforms mirrors the benchmark. Facebook and YouTube are the most popular channels followed by Instagram. Almost 50% of people are also currently using WhatsApp.
- Visitors are using social media to learn about new products at a rate slightly higher than the benchmark. Contests and coupons would also appeal to this group.
- Use of YouTube and WhatsApp are the fastest growing social channels. 9% are looking for travel related information. This is average compared to the benchmark.
- This group is very conservative when it comes to sharing personal information.
- The internet is the most consumed medium at 95% using the internet for 332 minutes per day on average, followed by television (86% watch for 164 minutes a day). These visitors enjoy looking at Restaurant guides/reviews. Magazines and newspapers are not ideal channels to reach this market.

Observations

- Visitors enjoy concerts, attending food/wine shows as well as craft and home shows. They attend theme parks and other leisure activities more than the benchmark.
- Walking/backpacking and camping are very popular activities. Playing video games and bowling are also popular.
- Pizza, Asian and Sub/Sandwich style restaurants are the most popular by style and all index slightly high. Most people prefer Casual/family dining restaurants or formal and fast casual restaurants.
- 30% of visitors are in these 5 segments. Older families are a great target group. They are spread out geographically but are mostly middle income earners. Many will have older children living at home.



Recommendations

- Focus on digital marketing to families with children over the age of 10 in Southwestern Ontario. Include diverse families within the images. Activities on the beach would be ideal - volleyball, picnic, or lawn games would show that there is lots of activities to do.
- Include images of the lake, showcase the small business using families.
- Think about advertising packages available with the local hotels for stay and play golf package, packages with tickets to local concerts or packages for weekends with larger events like the gran fondo or the rotary shore run.
- Although Financial Security is a high value, this group still looks for value in their purchases.
- Include information on the trails, including the access to MacGregor Point and proximity to the Bruce Trail.





Port Elgin Downtown Geofence Report Consumer Data Analysis

2023 MobileScapes Mobile Movement Database

Geofence Data Information

The following report was created using data in the Envision business intelligence platform by Environics Analytics. The data points were extracted using the MobileScapes tool.

The purpose of this report is to provide consumer data that will inform decision making when developing a tourism strategy for the Saugeen Shores. This report will assist in understanding the visitor profile for the geofenced area.



Privacy Compliant Data - EA's MobileScapes Program

MobileScapes is an anonymized, permission-based data service, which uses data collected from location-enabled mobile devices. Users can identify devices observed within a defined area (geofence) for a given date and time range. The main sources of data are opt-in location-enabled applications on mobile devices and ad exchange platforms. At present, there are approximately 100,000 mobile applications that contribute data to our MobileScapes services. At its most basic level, it provides a unique, persistent, yet anonymous, device ID, along with a date, time and latitude/longitude coordinates for each observation. It is important to note that, while the device ID is part of the source data used for building the MobileScapes product, it is excluded from any end-user delivery.

The common evening and daytime locations are inferred according to where these devices are most frequently observed during the day and at night, over the course of the most recent three month period. To protect user privacy, all observed latitude and longitude coordinates are assigned to the nearest postal code.

<https://community.environicsanalytics.com/hc/en-us/articles/360035649154> MobileScapes-Canada

Notes on this project

- Although this is a large report, we recommend that you focus on the following slides:
 - Standard Ranking Areas (where people are coming from)
 - Prizm Profiles (who is visiting including their social group, lifestage group, and urbanity. You can learn more about each Prizm segment at the link below:
<https://environicsanalytics.com/en-ca/data/segmentation/prizm/prizm-highlights>
 - Observations and recommendations. These are some highlights within the data set that RT07 has noticed.
- We suggest using the MobileScapes Visitor Summary with caution as the benchmark (Canada) can change some of the results such as median age, income, and the top 5 profiles. What is important to consider is the time and days of the week that people are visiting. This can help to identify times where there is excess capacity. These times are great for building new experiences or creating activations.



Notes on Geofence Data Collected

Geofence: A virtual geographic boundary or polygon that represents a particular area of interest used for extracting mobile data. Geofences can be hand-drawn on a map or imported as spatial area polygons.

Total Records: Each record represents a counted device.

Unique Visitors: The number of distinct and unique devices that entered the Geofence in the requested time range, regardless of how often they visit. Visitors are represented as an estimated Household Population 15+ weight. They filter out multiple visitors to give a true indication of the unique Household Population 15+ identified within the Geofence over the time period selected. **Note: Changes observed in the data source for EA, as of July 2022, have impacted the device activity and ping capture rates, affecting the unique visitor estimates. As a result, we can not compare unique visitation numbers year over year.**

Daily Visits: The number of times the device entered the Geofence, regardless of how many visitors make up those visits. If someone entered the geofenced area 100 times, they would be counted 100 times. This could also be considered your total foot traffic.

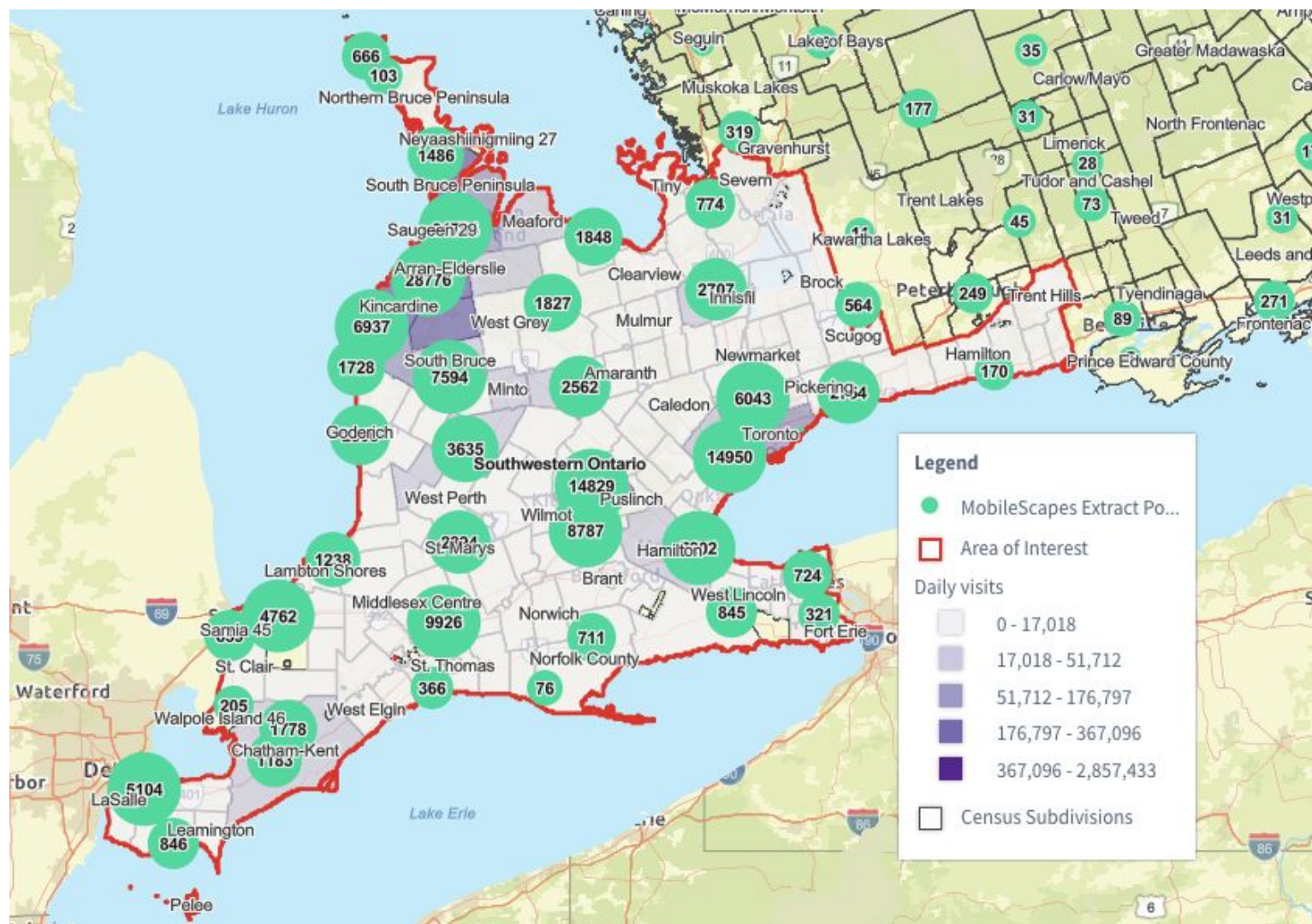
Common Evening Location (CEL): Used to infer the device home location; it is assigned to the closest Postal/ZIP Code.

The next slide indicates how many people entered the Geofenced areas in 2021 and 2022.



Port Elgin Downtown Geofence Data Collected

Year	Total Records	Daily Visits	Unique Visitors
2023 total visits	32,267	5,683,681	185,868
2023 Tourists (40 km - 200 km)	32,267	1,306,260	93,447



HOW TO READ

Ranking Areas—Customers

Rank Areas based on the presence of your customers. Helps answer the question: Which areas have the highest concentration of my customers?



Name	Code	Count	%	Base Count	Base %	% Pen	Index
Toronto (ON), C	3520005	2,107	17.02	1,142,715	21.16	0.18	80
Ottawa (ON), CV	3506008	995	8.04	397,426	7.36	0.25	109
Mississauga (ON), CY	3521005	848	6.85	261,449	4.84	0.32	142
Hamilton (ON), C	3525005	751	6.07	223,273	4.13	0.34	147
London (ON), CY	3539036	610	4.93	168,467	3.12	0.36	158
Windsor (ON), CY	3537039	551	4.45	94,471	1.75	0.58	255
Kitchener (ON), CY	3530013	424	3.43	95,900	1.77	0.44	193
Burlington (ON), CY	3524002	414	3.35	75,782	1.40	0.55	238
Greater Sudbury (ON), CV	3553005	408	3.30	73,849	1.37	0.55	241
St. Catharines (ON), CY	3526053	364	2.94	59,567	1.10	0.61	267
Guelph (ON), CY	3523008	338	2.73	52,842	0.98	0.64	279
Waterloo (ON), CY	3530016	335	2.71	41,100	0.76	0.82	356
Barrie (ON), CY	3543042	308	2.49	55,550	1.03	0.55	242
Richmond Hill (ON), T	3519038	303	2.45	67,276	1.25	0.45	197
Kingston (ON), CY	3510010	294	2.38	58,387	1.08	0.50	220
Oshawa (ON), CY	3518013	278	2.25	66,397	1.23	0.42	183
Sarnia (ON), CY	3538030	236	1.91	33,820	0.63	0.70	305
Peterborough (ON), CY	3515014	220	1.78	36,489	0.68	0.60	263
Markham (ON), T	3519036	193	1.56	104,045	1.93	0.19	81

We focus on the Count, the % and the % Pen columns in this report.

In our example, 2,107 of our customers live in the City of Toronto. This represents 17.02% of all our customers in our selected Area of Interest, which is Ontario.

There are 1,142,715 households in Toronto. Our 2,107 customers in Toronto represent a market penetration rate of 0.18%. The penetration rate of 0.18% in Toronto is 20% lower (index = 80) than the penetration rate for customers in Ontario overall. We can also say that our customers are 20% under represented in Toronto compared to the average market penetration across Ontario.

Index Legend Under 80 110 to 119 120 to 149 Over 150

Code refers to the numbers given to Standard Geographic Areas by Statistics Canada. The smaller the number, the larger the Area. For example, Canada's code is 1. Quebec's code is 24. Montréal Census Metropolitan Area's code is 462. Montréal Census Subdivision's code is 2466023.

Count The number of customers living in that geography

% (Count/Total Count * 100) The percentage of the total customer file living in that geography

Base Count The number of population or households living in that geography

Base % (Base Count/Base Total Count * 100) The percentage of the total population or households in the Area of Interest living in that geography

% Pen (Count/Base Count * 100) measures the count of customers in a geography compared to the Base population or household counts in selected Area of Interest

Index (% /Base % *100) measures whether the presence of customers in a geography is over represented or under represented when compared to the overall average presence of customers in an Area of Interest (average = 100)

Customers: MobileScapes Extract Port Elgin Downtown 2023 - Visitors CEL:

Geographic Level: PRDCDSD

Visits

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Saugeen Shores, ON (T)	3541045	2,857,433	50.27	13,180	0.10	21,680.07	48,759
Arran-Elderslie, ON (MU)	3541043	367,096	6.46	6,250	0.05	5,873.53	13,210
South Bruce Peninsula, ON (T)	3541055	294,879	5.19	8,736	0.07	3,375.44	7,591
Kincardine, ON (MU)	3541024	268,481	4.72	10,400	0.08	2,581.55	5,806
Brockton, ON (MU)	3541032	220,474	3.88	8,120	0.06	2,715.20	6,107
Georgian Bluffs, ON (TP)	3542053	176,797	3.11	9,197	0.07	1,922.33	4,323
Owen Sound, ON (CY)	3542059	125,306	2.21	20,147	0.16	621.96	1,399
Huron-Kinloss, ON (TP)	3541015	76,543	1.35	6,131	0.05	1,248.46	2,808
Guelph, ON (CY)	3523008	75,426	1.33	127,750	1.00	59.04	133
Kitchener, ON (CY)	3530013	74,201	1.31	230,268	1.80	32.22	72
Toronto, ON (C)	3520005	71,038	1.25	2,611,953	20.43	2.72	6
London, ON (CY)	3539036	51,712	0.91	371,625	2.91	13.92	31
Hamilton, ON (C)	3525005	45,251	0.80	503,419	3.94	8.99	20
Mississauga, ON (CY)	3521005	43,568	0.77	656,069	5.13	6.64	15
Cambridge, ON (CY)	3530010	40,987	0.72	121,127	0.95	33.84	76
Minto, ON (T)	3523043	40,048	0.70	7,753	0.06	516.55	1,162
Chatsworth, ON (TP)	3542037	38,966	0.69	5,855	0.05	665.51	1,497
Waterloo, ON (CY)	3530016	38,914	0.69	108,104	0.85	36.00	81
South Bruce, ON (MU)	3541004	37,706	0.66	4,780	0.04	788.83	1,774
Hanover, ON (T)	3542029	34,208	0.60	7,230	0.06	473.14	1,064
North Perth, ON (MU)	3531040	32,169	0.57	11,642	0.09	276.32	621
Sarnia, ON (CY)	3538030	28,462	0.50	63,449	0.50	44.86	101
Brampton, ON (CY)	3521010	26,491	0.47	628,117	4.91	4.22	9
Huron East, ON (MU)	3540040	24,837	0.44	8,216	0.06	302.30	680
Essa, ON (TP)	3543021	21,946	0.39	20,282	0.16	108.21	243
Chatham-Kent, ON (MU)	3536020	21,709	0.38	88,973	0.70	24.40	55
Goderich, ON (T)	3540028	21,575	0.38	7,287	0.06	296.07	666
Windsor, ON (CY)	3537039	20,866	0.37	197,880	1.55	10.54	24
Wellington North, ON (TP)	3523050	19,732	0.35	10,486	0.08	188.17	423
Meaford, ON (MU)	3542047	18,152	0.32	10,502	0.08	172.84	389
Northern Bruce Peninsula, ON (MU)	3541069	17,018	0.30	3,961	0.03	429.63	966
Oakville, ON (T)	3524001	16,060	0.28	185,815	1.45	8.64	19
Barrie, ON (CY)	3543042	15,861	0.28	146,039	1.14	10.86	24
West Grey, ON (MU)	3542004	15,786	0.28	11,902	0.09	132.63	298

Ranking Areas - Standard Geographies | Customers

How to Read



Customers: MobileScapes Extract Port Elgin Downtown 2023 - Visitors CEL:

Geographic Level: PRDCDSD

Visits

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Brockton, ON (MU)	3541032	167,024	12.79	8,120	0.10	2,056.95	12,224
Owen Sound, ON (CY)	3542059	122,155	9.35	20,147	0.26	606.32	3,603
Guelph, ON (CY)	3523008	75,426	5.77	127,750	1.65	59.04	351
Kitchener, ON (CY)	3530013	74,201	5.68	230,268	2.97	32.22	191
South Bruce Peninsula, ON (T)	3541055	60,946	4.67	8,736	0.11	697.64	4,146
Georgian Bluffs, ON (TP)	3542053	53,710	4.11	9,197	0.12	584.00	3,470
London, ON (CY)	3539036	51,163	3.92	371,625	4.79	13.77	82
Cambridge, ON (CY)	3530010	40,987	3.14	121,127	1.56	33.84	201
Minto, ON (T)	3523043	40,048	3.07	7,753	0.10	516.55	3,070
Chatsworth, ON (TP)	3542037	38,966	2.98	5,855	0.07	665.51	3,955
Waterloo, ON (CY)	3530016	38,914	2.98	108,104	1.39	36.00	214
South Bruce, ON (MU)	3541004	37,706	2.89	4,780	0.06	788.83	4,688
Hanover, ON (T)	3542029	34,208	2.62	7,230	0.09	473.14	2,812
North Perth, ON (MU)	3531040	32,169	2.46	11,642	0.15	276.32	1,642
Brampton, ON (CY)	3521010	26,491	2.03	628,117	8.09	4.22	25
Huron East, ON (MU)	3540040	24,837	1.90	8,216	0.11	302.30	1,796
Huron-Kinloss, ON (TP)	3541015	23,838	1.82	6,131	0.08	388.80	2,311
Hamilton, ON (C)	3525005	22,748	1.74	503,419	6.49	4.52	27
Essa, ON (TP)	3543021	21,946	1.68	20,282	0.26	108.21	643
Wellington North, ON (TP)	3523050	19,732	1.51	10,486	0.14	188.17	1,118
Kincairdine, ON (MU)	3541024	19,281	1.48	10,400	0.13	185.40	1,102
West Grey, ON (MU)	3542004	15,786	1.21	11,902	0.15	132.63	788
Southgate, ON (TP)	3542005	14,014	1.07	6,461	0.08	216.90	1,289
Mississauga, ON (CY)	3521005	12,274	0.94	656,069	8.45	1.87	11
Barrie, ON (CY)	3543042	12,215	0.94	146,039	1.88	8.36	50
Ashfield-Colborne-Wawanosh, ON (TP)	3540063	11,044	0.84	4,473	0.06	246.89	1,467
Milton, ON (T)	3524009	10,909	0.83	121,615	1.57	8.97	53
Burlington, ON (CY)	3524002	10,748	0.82	168,201	2.17	6.39	38
Meaford, ON (MU)	3542047	9,933	0.76	10,502	0.14	94.58	562
The Blue Mountains, ON (T)	3542045	9,505	0.73	7,871	0.10	120.76	718
Centre Wellington, ON (TP)	3523025	9,119	0.70	26,244	0.34	34.75	206
Oakville, ON (T)	3524001	8,772	0.67	185,815	2.39	4.72	28
Woodstock, ON (CY)	3532042	8,073	0.62	41,243	0.53	19.57	116
Grand Valley, ON (T)	3522010	8,015	0.61	2,862	0.04	280.07	1,664
Halton Hills, ON (T)	3524015	7,194	0.55	56,351	0.73	12.77	76

Location: Port Elgin Downtown_FromGeofence

Customers: MobileScapes Extract Port Elgin Downtown 2023 - Visitors CEL: Visits

Units: Kilometres (Radius)

Unit Bands	Absolute Count	Absolute %	Cumulative Count	Cumulative %	Base Absolute Count	Base Cumulative Count	% Pen
0 - 25	3,455,824	60.80	3,455,824	60.80	22,848	22,848	15,125.28
25 - 50	1,035,392	18.22	4,491,217	79.02	80,399	103,247	1,287.82
50 - 75	118,111	2.08	4,609,328	81.10	55,988	159,235	210.96
75 - 100	146,531	2.58	4,755,860	83.68	94,483	253,718	155.09
100 - 125	74,408	1.31	4,830,268	84.98	307,756	561,474	24.18
125 - 150	283,521	4.99	5,113,790	89.97	1,282,824	1,844,298	22.10
150 - 175	256,480	4.51	5,370,270	94.49	3,904,082	5,748,380	6.57
175 - 200	169,446	2.98	5,539,717	97.47	3,136,463	8,884,843	5.40
200 - 225	38,800	0.68	5,578,517	98.15	720,854	9,605,697	5.38
225 - 250	35,582	0.63	5,614,100	98.78	574,186	10,179,883	6.20
250 - 275	30,404	0.53	5,644,504	99.31	412,153	10,592,036	7.38
275 - 300	10,946	0.19	5,655,451	99.50	166,746	10,758,782	6.56
300 - 325	2,258	0.04	5,657,709	99.54	122,420	10,881,202	1.85
325 - 350	325	0.01	5,658,035	99.55	98,465	10,979,667	0.33
350 - 375	1,334	0.02	5,659,369	99.57	90,157	11,069,824	1.48
375 - 400	4,131	0.07	5,663,500	99.64	168,791	11,238,615	2.45
400 - 425	2,148	0.04	5,665,648	99.68	82,073	11,320,688	2.62
425 - 450	4,768	0.08	5,670,417	99.77	210,277	11,530,965	2.27
450 - 475	8,232	0.14	5,678,649	99.91	702,296	12,233,261	1.17
475 - 500	1,258	0.02	5,679,908	99.93	189,811	12,423,072	0.66
500 - 525	1,551	0.03	5,681,459	99.96	49,103	12,472,175	3.16
525 - 550	464	0.01	5,681,924	99.97	75,031	12,547,206	0.62

Customers: MobileScapes Extract Port Elgin Downtown 2023 - Visitors CEL: Visits

MEDIAN MAINTAINER AGE

53

Index: 100

MARITAL STATUS



60.7%

Index: 106

Married/Common-Law

FAMILY STATUS*

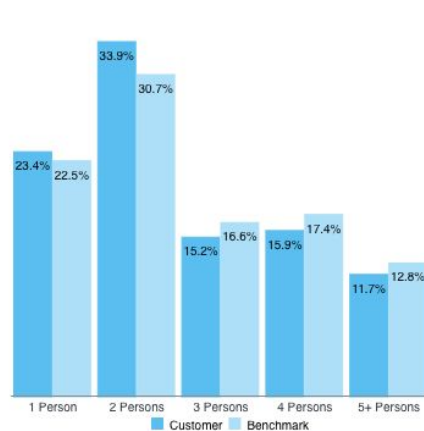


40.5%

Index: 115

Couples Without Children At Home

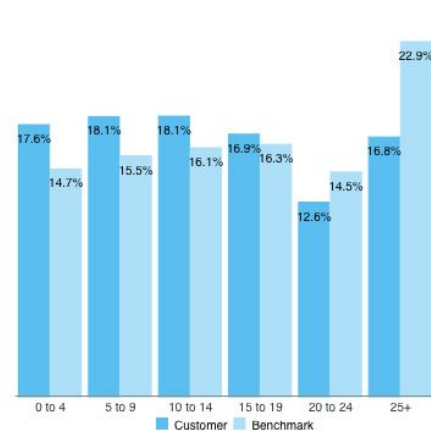
HOUSEHOLD SIZE



POPULATION BY AGE

	%	Index
0 to 4	5.7	110
5 to 9	6.2	113
10 to 14	6.2	108
15 to 19	6.0	100
20 to 24	6.1	89
25 to 29	7.0	89
30 to 34	7.2	94
35 to 39	7.3	103
40 to 44	6.8	103
45 to 49	5.9	96
50 to 54	5.8	94
55 to 59	5.9	92
60 to 64	6.2	99
65 to 69	5.5	106
70 to 74	4.6	108
75 to 79	3.5	109
80 to 84	2.2	107
85+	2.0	102

AGE OF CHILDREN AT HOME



Benchmark: Port Elgin Visitors- 40-200 km

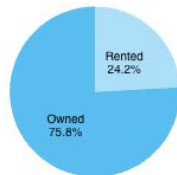
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*Chosen from index ranking with minimum 5% composition.

Index Colours: <80 80 - 110 110+

Customers: MobileScapes Extract Port Elgin Downtown 2023 - Visitors CEL: Visits

TENURE



STRUCTURE TYPE



Houses

82.9%

Index: 110



Apartments

16.6%

Index: 69

AGE OF HOUSING*

3 - 7 Years Old

% Comp: 11.6 Index: 157

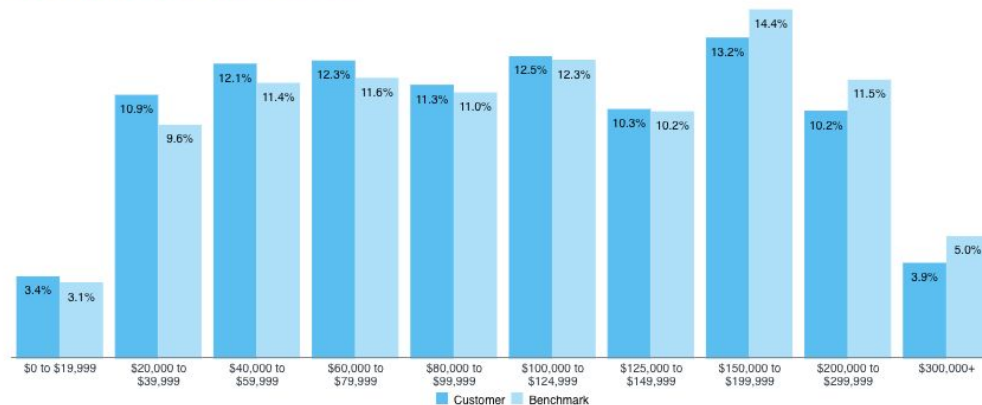
AVERAGE HOUSEHOLD INCOME



\$120,103

Index: 93

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Port Elgin Visitors- 40-200 km

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*Chosen from index ranking with minimum 5% composition.

Index Colours: <80 80 - 110 110+

Customers: MobileScapes Extract Port Elgin Downtown 2023 - Visitors CEL: Visits

EDUCATION



23.3%

Index: 85

University Degree

LABOUR FORCE PARTICIPATION



67.7%

Index: 100

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



49.5%

Index: 109

Travel to work by **Car (as Driver)**

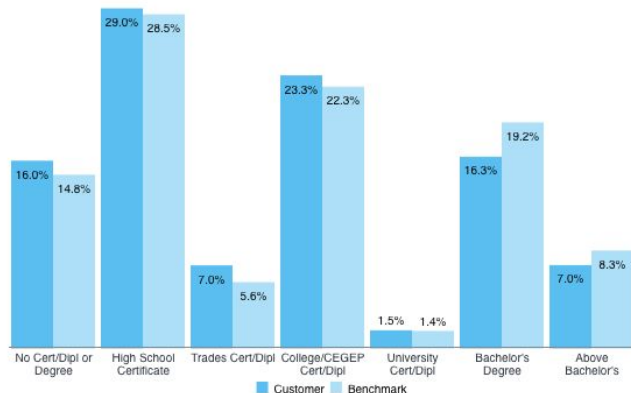


3.9%

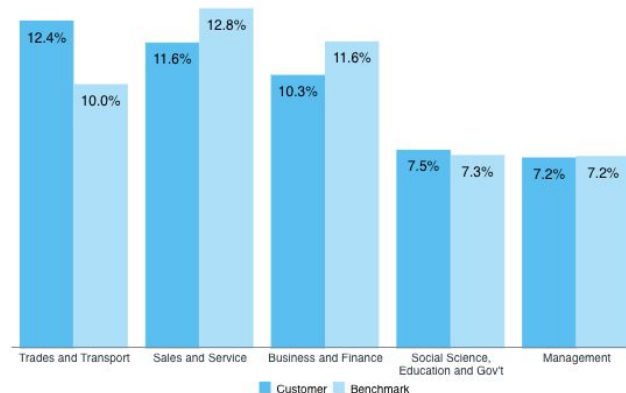
Index: 102

Travel to work by **Car (as Passenger)**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Port Elgin Visitors- 40-200 km

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*Ranked by percent composition.

Index Colours: <80 80 - 110 110+

Customers: MobileScapes Extract Port Elgin Downtown 2023 - Visitors CEL: Visits

INDIGENOUS IDENTITY



2.1%

Index: 116

VISIBLE MINORITY PRESENCE



22.5%

Index: 65

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



1.5%

Index: 68

No knowledge of English or French

IMMIGRATION



20.3%

Index: 66

Born outside Canada

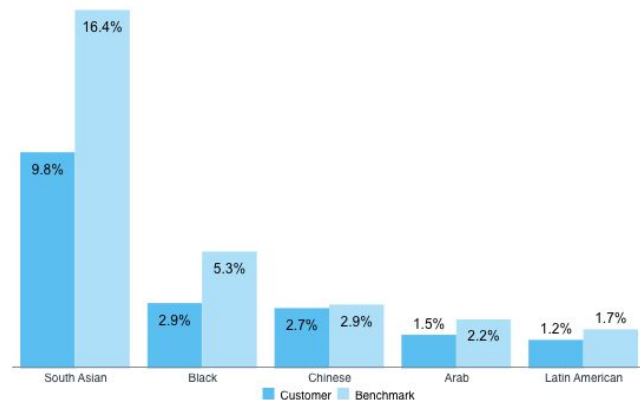
PERIOD OF IMMIGRATION*

2017 To Present

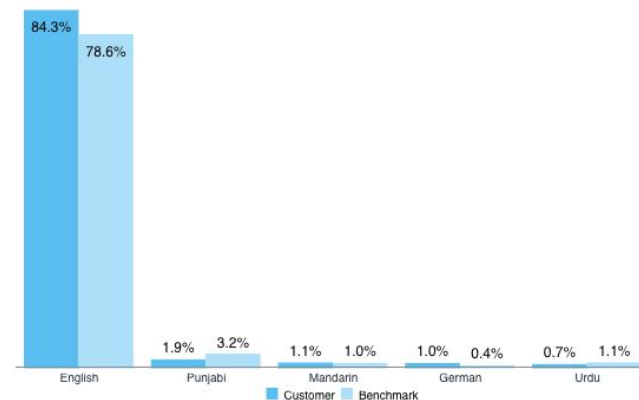
7.4%

Index: 85

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Port Elgin Visitors- 40-200 km

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*Chosen from index ranking with minimum 5% composition.

**Ranked by percent composition.

Index Colours:	<80	80 - 110	110+
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Customers: MobileScapes Extract Port Elgin Downtown 2023 - Visitors CEL



Strong Values

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Descriptions | Top 3 Strong Values

Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

Emotional Control

Desire to live in a cool and controlled way. Also, a tendency to be guided less by one's emotions, feelings and intuition than by reason and logic. No great tendency to explore emotion-based experiences.

Utilitarian Consumerism

Tendency to base purchase decisions on utilitarian rather than aesthetic considerations. Measures the attention given to utility of objects and products purchased. People strong on this construct seldom buy products purely for their appearance. Lack of a need to engage in personal expression through aesthetic means.



Weak Values

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Descriptions | Top 3 Weak Values

Pursuit of Novelty

Active desire to discover new "modern" products, services and experiences, and to integrate them into the routine of daily life. People who are strong on this construct want to experience something new every day.

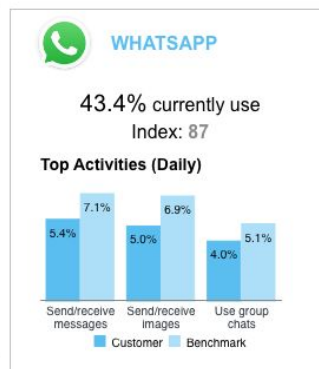
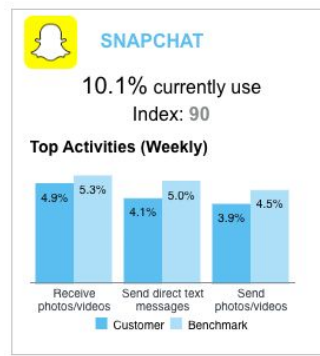
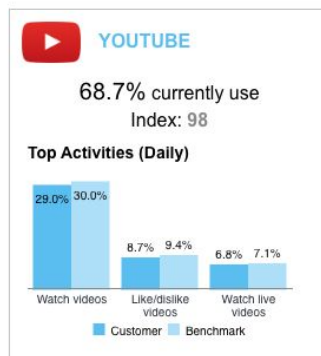
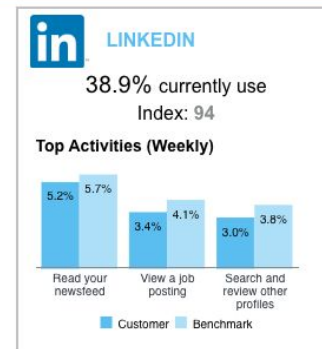
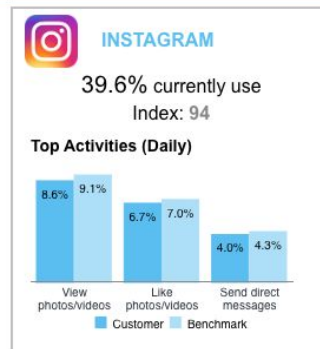
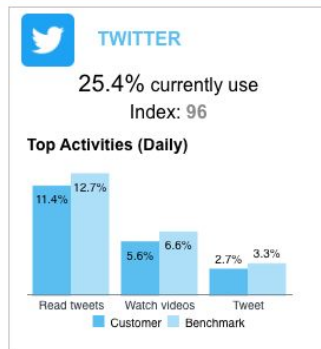
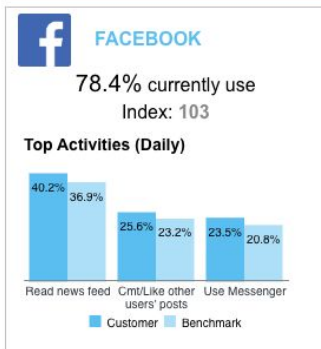
Attraction For Crowds

Enjoyment of being in large crowds as a means of deindividuation and connection-seeking.

Enthusiasm for Technology

Favourable bias toward technology. Tendency to be fascinated with the possibilities offered by modern technology; to believe that technology is the best tool for facing today's world, one that helps us adapt and respond to the demands of daily life. People who are strong on this construct have great confidence that science and technology can better their lives.

Customer: MobileScapes Extract Port Elgin Downtown 2023 - Visitors CEL: Visits



Benchmark: Port Elgin Visitors- 40-200 km

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Chosen and ranked by percent composition.

(!)Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+

Customer: MobileScapes Extract Port Elgin Downtown 2023 - Visitors CEL: Visits

FRIENDS IN ALL SM NETWORKS



40.5%

Index: 103

0-49 friends

FREQUENCY OF USE (DAILY)



57.2%

Index: 108

Facebook

BRAND INTERACTION



28.8%

Index: 102

Like brand on Facebook

NO. OF BRANDS INTERACTED

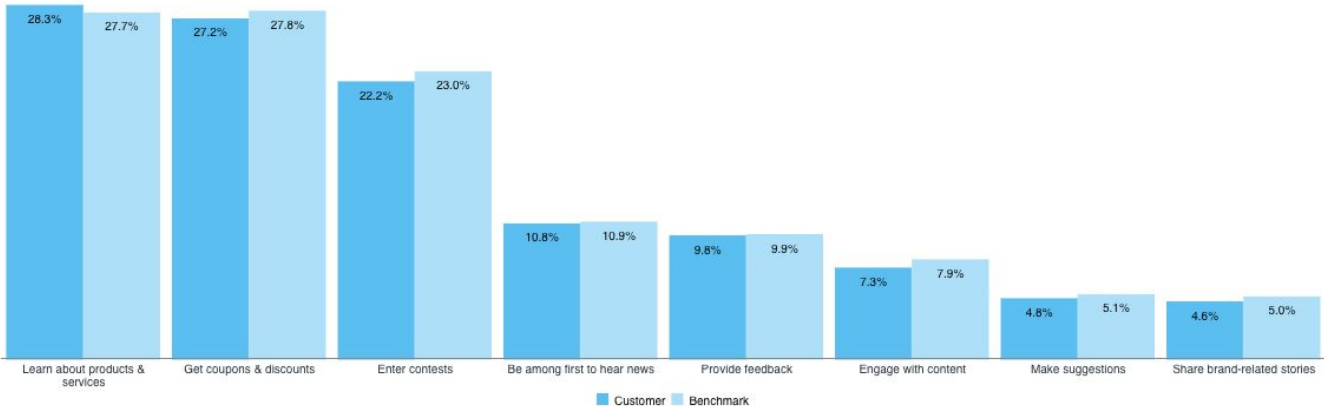


30.8%

Index: 102

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Port Elgin Visitors- 40-200 km

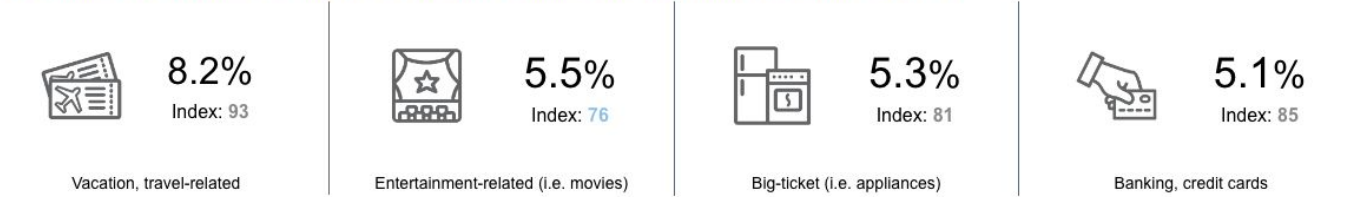
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Chosen and ranked by percent composition.

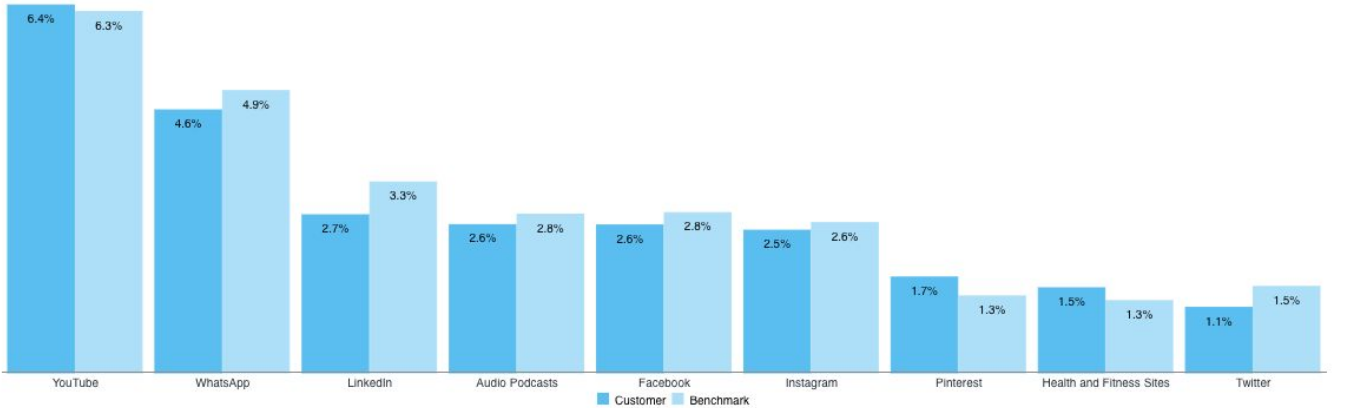
Index Colours: <80 80 - 110 110+

Customer: MobileScapes Extract Port Elgin Downtown 2023 - Visitors CEL: Visits

SOCIAL MEDIA PURCHASES - SEEK SUGGESTIONS/RECOMMENDATIONS WHEN CONSIDERING: (Top 4)



USAGE EXPECTATIONS (Increase in the next yr)



Benchmark: Port Elgin Visitors- 40-200 km

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Chosen and ranked by percent composition.
Note: N/A values are displayed if variables do not meet criteria.
(!)Indicates variables with low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Port Elgin Downtown 2023 - Visitors CEL: Visits



DESCRIBES ME*...

Use SM to stay connected with personal contacts

% Comp **39.7** Index **99**



I AM OPEN TO RECEIVING RELEVANT MARKETING MESSAGES THROUGH SOCIAL MEDIA CHANNELS

% Comp **16.7** Index **90**



I WOULD BE MORE INCLINED TO PARTICIPATE IN SM IF I KNEW MY PERSONAL INFORMATION WOULD NOT BE OWNED/SHARED BY COMPANY

% Comp **67.9** Index **104**



I AM VERY COMFORTABLE SHARING MY PERSONAL INFORMATION WITH SOCIAL MEDIA SITES

% Comp **7.1** Index **86**



SOCIAL MEDIA COMPANIES SHOULD NOT BE ALLOWED TO OWN OR SHARE MY PERSONAL INFORMATION

% Comp **82.1** Index **102**



SHARING MY PERSONAL INFO WITH FRIENDS/ACQUAINT. IN SM ENVIRONMENTS DOES NOT CONCERN ME

% Comp **19.2** Index **99**

Benchmark: Port Elgin Visitors- 40-200 km

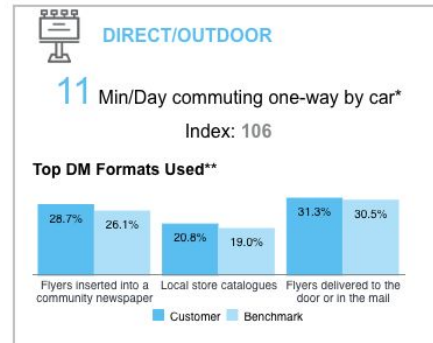
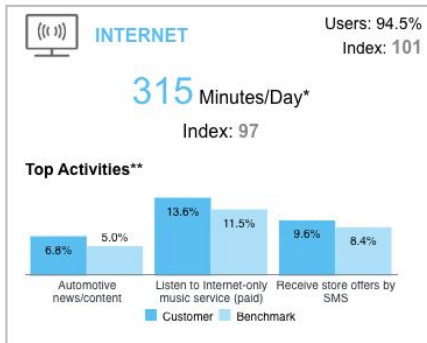
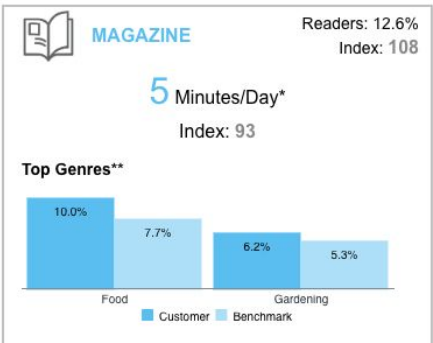
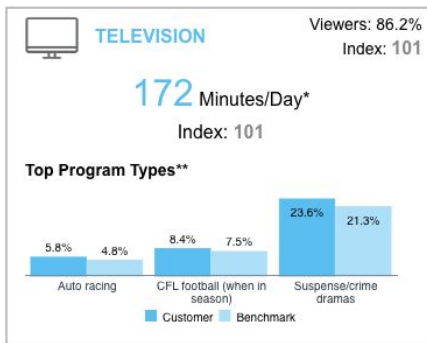
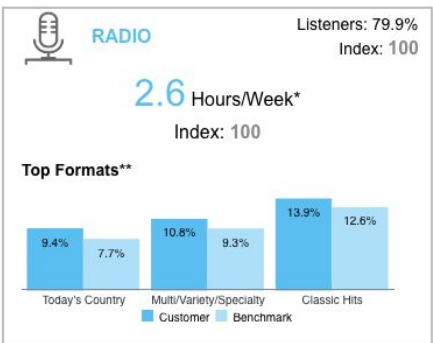
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*Chosen and ranked by percent composition with a minimum of 5%.

Index Colours:

<80	80 - 110	110+
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Customer: MobileScapes Extract Port Elgin Downtown 2023 - Visitors CEL:
Visits



Benchmark: Port Elgin Visitors- 40-200 km

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*Consumption values based to Household Population 12+.

**Chosen from index ranking with minimum 5% composition.

Index Colours: <80 80 - 110 110+

Customer: MobileScapes Extract Port Elgin Downtown 2023 - Visitors CEL:
Visits

Top Shows & Exhibitions*



Top Local Attractions & Destinations**



Top Professional Sports**



Top Concert & Theatre Venues**



Benchmark: Port Elgin Visitors- 40-200 km

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*Chosen from index ranking.

**Chosen from index ranking with minimum 5% composition.

(!) Represents low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Port Elgin Downtown 2023 - Visitors CEL:
Visits

Top Individual Sports



Top Team Sports



Top Activities



Top Fitness



Behavioural - Numeris | Restaurant Types (A)

How to Read



Customer: MobileScapes Extract Port Elgin Downtown 2023 - Visitors CEL:
Visits

 TOP RESTAURANT FOOD TYPES <i>Ordered, Past year</i>		 TOP RESTAURANT SERVICE TYPES <i>Ordered, Past year</i>	
Ranked by Volume		Ranked by Volume	
Pizza restaurants	61.1% Index: 104	Casual/family dining restaurants	52.6% Index: 109
Asian restaurants	49.0% Index: 101	Pub restaurants	36.4% Index: 109
Sub/sandwich restaurants	42.4% Index: 111	Formal dine-in restaurants	34.9% Index: 103
Ranked by Index		Ranked by Index	
Sub/sandwich restaurants	42.4% Index: 111	Casual/family dining restaurants	52.6% Index: 109
Ice cream/frozen yogurt restaurants	38.2% Index: 108	Pub restaurants	36.4% Index: 109
Italian restaurants	29.4% Index: 104	Sports bars	20.9% Index: 105
 TOP FOOD ORDERING METHODS <i>Ordered, Past year</i>			
Ranked by Volume		Ranked by Index	
Take Out	70.9% Index: 103	Drive Through	47.6% Index: 106
Drive Through	47.6% Index: 106	Eat In Restaurant	45.5% Index: 105
Eat In Restaurant	45.5% Index: 105	Take Out	70.9% Index: 103

Benchmark: Port Elgin Visitors- 40-200 km

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(!) Represents variables with low sample size. Please analyze with discretion.

Benchmark used for Index calculations.

Index Colours:

<80

80 - 110

110+

Behavioural - Numeris | Restaurant Types (B)

How to Read



Customer: MobileScapes Extract Port Elgin Downtown 2023 - Visitors CEL:
Visits

 TOP RESTAURANTS <i>Visited/Ordered, Past Year</i>			 TOP FAST FOOD RESTAURANTS <i>Visited/Ordered, Past Month</i>		
Ranked by Volume		Ranked by Index	Ranked by Volume		Ranked by Index
Swiss Chalet	32.6% Index: 100	St-Hubert BBQ	McDonald's	47.5% Index: 104	Taco Time
Other casual/family restaurants	27.0% Index: 105	Kelsey's	Other fast food restaurants	28.8% Index: 103	Arby's
The Keg	16.5% Index: 107	East Side Mario's	Wendy's	24.5% Index: 114	Mr. Sub
 TOP COFFEE/DONUT SHOPS <i>Visited/Ordered Past Month</i>					
Ranked by Volume		Ranked by Index			
Tim Hortons	61.9% Index: 100	Tim Hortons	61.9%	Index: 100	
McCafé/McDonald's	29.6% Index: 99	McCafé/McDonald's	29.6%	Index: 99	
Starbucks	24.7% Index: 94	Starbucks	24.7%	Index: 94	

Benchmark: Port Elgin Visitors- 40-200 km

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(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Index Colours: <80 80 - 110 110+

Definitions from “How to Read” on following slide

SG (Social Group): Each segment is assigned to one Social Group (SG) based on consider the urban-rural context, home language (English, French and non-official), affluence, family status, age of maintainer and ethnicity.

LG (Lifestage Group): The Lifestage Groups (LG) categorize household composition according to the presence of singles, couples and families.

Code: The individual segment numbers are based on SESI, a composite segment ranking score which reflects various factors such as average household income, discretionary income, educational attainment levels, the value of private dwellings, average net worth and household size. The 67 segments have been ranked from one to 67 on the SESI scale, with one being the highest. Because this ranking reflects more than income alone, most of the segments have a SESI score that is different from their average household income ranking.

Count: The number of people or households in the selected input that fit into the consumer segment.

%: The percentage of the population, households or segments in the input that exhibit the behaviour.

Base Count: The number of people or households in the benchmark who exhibit that behavior.

Base %: The percentage of the population or households in the Benchmark that exhibit that characteristic.

% Pen: Of all people or households who exhibit that behavior in the base area, % Pen is the proportion that are found in the customer input, trade area or target group.

Index: Measures if the households or population in the segment are more or less likely to exhibit a behavior when compared to the benchmark. An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.

Top 5 segments represent **40.9%** of customers in Port Elgin Visitors- 40-200 km



Rank: 1
 Customers: 171,205
 Customers %: 13.11
 % in Benchmark: 1.49
 Index: 878

A quintessential portrait of Middle Canada, Happy Medium consists of couples and families living in the outer suburbs of large and midsize cities. The segment contains a mix of middle-income households of varied ages (maintainers range from 45 to over 75), educations (mostly high school or college) and family types (couples and families). Many households in this segment have deep roots: three-quarters of residents are third-plus-generation Canadians. Residents typically hold blue-collar or service sector jobs, and most own an older, single-detached house. With their unpretentious lifestyles, they enjoy home-based pursuits like woodworking, gardening and sewing, and outdoor activities such as canoeing, rowing and snowmobiling. To stretch their budgets, many shop at second-hand clothing and discount grocery stores.



Rank: 2
 Customers: 160,495
 Customers %: 12.29
 % in Benchmark: 3.49
 Index: 352

Found mostly in Alberta and Ontario, New Country is one of the wealthiest rural segments, with nearly two-thirds of residents working in well-paying agricultural and blue-collar occupations. Forty percent of the maintainers are between 45 and 64 years old, and nearly 45 percent of households have children, typically of all ages. Most own comfortable, single-family homes, and often fill their driveways with power boats, ATVs and snowmobiles. Their daily routine is not unlike the one their grandparents enjoyed. For leisure, New Country members like to go hunting, fishing and camping, or they'll stay home and do gardening or crafts. Known for their deep roots in the community, three-quarters of residents are third-plus-generation Canadians; fewer than one in ten is foreign-born.



Rank: 3
 Customers: 71,571
 Customers %: 5.48
 % in Benchmark: 0.49
 Index: 1,109

Scattered across the Prairies and a few farming communities in Ontario and British Columbia, Agri-Biz is one of Canada's most rustic lifestyles. No other segment has a higher proportion of farmers—nearly one-fifth its labour force—and few have more home-based businesses. Nearly 60 percent of maintainers are between 45 and 75, and most adults have high school or trade school educations. Thanks to dual wage-earners among these couples and families, households earn middle incomes and own single-detached houses. As in other rural segments, residents enjoy traditional country pursuits like baking, sewing and crafting, as well as fishing, hunting and boating. They also take pride in their purpose-driven vehicles: RVs, snowmobiles and ATVs. Civic minded, they often volunteer and donate to charities.



Rank: 4
 Customers: 66,774
 Customers %: 5.11
 % in Benchmark: 0.15
 Index: 3,409

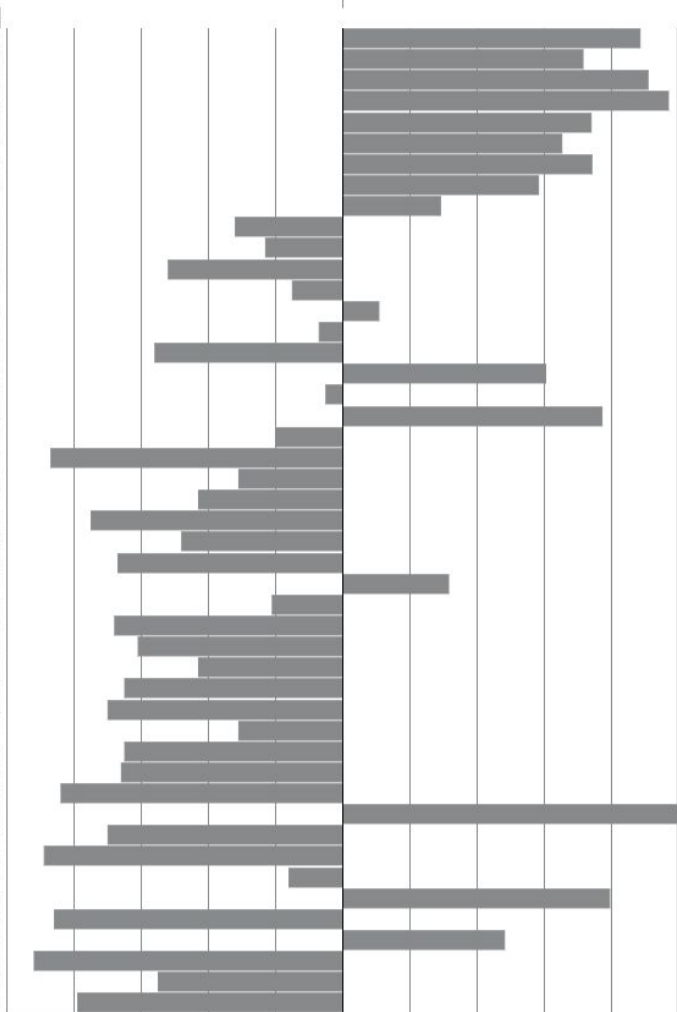
A collection of remote villages mainly in the Atlantic provinces, Backcountry Boomers is about as rural as it gets. These households are mostly older, empty-nesting couples and those living alone. Forty percent of maintainers are over 65, most adults are out of the labour force and nearly three-quarters of households contain only one or two people. Incomes are modest, but they're enough for households to own a single-detached house and enjoy an unpretentious lifestyle. These Canadians like to fish, hunt and garden, for the camaraderie as much as the opportunity to put food on the table. Their hobbies are the old-fashioned variety: crafts, knitting and collecting coins and stamps. Despite their remote communities, they prefer in-store shopping to e-commerce.



Rank: 5
 Customers: 64,026
 Customers %: 4.90
 % in Benchmark: 1.27
 Index: 385

Scenic Retirement exemplifies one of Canada's dominant demographic trends, the aging population. With more than two-thirds of household maintainers over 55 years old, the segment features older married couples and singles living in the suburban neighbourhoods of smaller cities. Most members own single-detached houses and though only half are still in the labour force, incomes are above \$100,000 from a mix of sectors. These households stay active by playing golf, fitness, walking and gardening. A night out may mean a trip to a casino or community theatre. And with most residents born well before the advent of the Internet, this segment is a bastion of traditional media.

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
S5	F3	43	Happy Medium	171,205	13.11	58,156	1.49	2.94	878
R1	F3	33	New Country	160,495	12.29	135,992	3.49	1.18	352
R2	F3	48	Agri-Biz	71,571	5.48	19,240	0.49	3.72	1,109
R2	M2	49	Backcountry Boomers	66,774	5.11	5,838	0.15	11.44	3,409
S6	M2	21	Scenic Retirement	64,026	4.90	49,607	1.27	1.29	385
S6	M1	45	Slow-Lane Suburbs	59,343	4.54	61,424	1.58	0.97	288
R2	M1	41	Down to Earth	53,738	4.11	41,331	1.06	1.30	388
S6	M2	62	Suburban Recliners	42,889	3.28	53,176	1.37	0.81	240
S3	F3	25	Suburban Sports	41,849	3.20	88,380	2.27	0.47	141
U2	M1	23	Mid-City Mellow	41,776	3.20	183,156	4.70	0.23	68
R1	F3	14	Kick-Back Country	39,955	3.06	155,471	3.99	0.26	77
S3	F3	19	Family Mode	36,129	2.77	226,496	5.82	0.16	48
S5	F3	38	Stressed in Suburbia	36,071	2.76	126,612	3.25	0.28	85
U5	Y2	67	Just Getting By	33,912	2.60	90,514	2.33	0.37	112
U5	Y2	57	Juggling Acts	28,320	2.17	90,311	2.32	0.31	93
S2	Y3	11	Modern Suburbia	28,042	2.15	188,195	4.83	0.15	44
S6	M2	53	Silver Flats	26,494	2.03	31,252	0.80	0.85	253
U5	F1	60	Value Villagers	26,327	2.02	82,600	2.12	0.32	95
T1	M1	58	Old Town Roads	24,028	1.84	16,295	0.42	1.47	440
S1	M1	09	Boomer Bliss	23,600	1.81	88,238	2.27	0.27	80
U4	F2	15	South Asian Enterprise	22,415	1.72	530,985	13.64	0.04	13
R1	F3	26	Country Traditions	21,091	1.61	91,671	2.35	0.23	69
U2	M1	16	Savvy Seniors	20,019	1.53	104,500	2.68	0.19	57
S2	F2	08	Multiculture-ish	17,372	1.33	209,495	5.38	0.08	25
S1	F3	04	Turbo Burbs	16,582	1.27	94,848	2.44	0.17	52
S1	F2	05	First-Class Families	13,774	1.05	122,901	3.16	0.11	33
F2	Y2	20	New Asian Heights	13,342	1.02	27,211	0.70	0.49	146
S3	Y3	24	All-Terrain Families	9,795	0.75	36,880	0.95	0.27	79
F1	F2	18	Multicultural Corners	9,299	0.71	87,672	2.25	0.11	32
U2	F3	36	Middle-Class Mosaic	9,190	0.70	69,911	1.79	0.13	39
U1	M1	02	Wealthy & Wise	8,970	0.69	47,157	1.21	0.19	57
F3	F1	32	Diverse & Determined	8,000	0.61	67,349	1.73	0.12	35
U5	Y2	52	Friends & Roomies	7,208	0.55	72,612	1.86	0.10	30
U3	Y2	22	Indieville	6,224	0.48	27,014	0.69	0.23	69
U4	F3	64	Midtown Movers	6,070	0.47	51,511	1.32	0.12	35
U3	Y1	47	Social Networkers	5,634	0.43	49,476	1.27	0.11	34
U2	M2	51	On Their Own Again	5,547	0.42	103,164	2.65	0.05	16
R2	M2	50	Country & Western	5,058	0.39	9	0.00	580.43	173,014
F1	M1	07	Mature & Secure	4,990	0.38	48,779	1.25	0.10	30
F3	F3	31	Metro Melting Pot	4,538	0.35	128,028	3.29	0.04	11
U1	M1	01	The A-List	3,863	0.30	13,629	0.35	0.28	84
U3	Y1	12	Eat, Play, Love	3,516	0.27	2,145	0.06	1.64	489
U4	F3	61	Came From Away	2,810	0.21	57,887	1.49	0.05	14
U1	F1	06	Downtown Verve	2,587	0.20	4,005	0.10	0.65	193
F3	F2	30	South Asian Society	1,070	0.08	40,212	1.03	0.03	8
U5	Y1	28	Latte Life	389	0.03	2,551	0.07	0.15	45
F1	F2	03	Asian Sophisticates	363	0.03	5,262	0.14	0.07	21



Observations

- Based on the information in the distance decay, the majority of visitors come from no farther than 200km. In order to measure tourism, the benchmark for the report will be 40 km - 200 km from Port Elgin Beach.
- 77% of visitation to Downtown Port Elgin came from residents in Grey Bruce. Visits from Guelph residents indexed high and Waterloo residents were average, but visits from other cities in Southwestern Ontario indexed low.
- When looking at daily visits of visitors (40-200 km from Port Elgin), Bruce and Grey County communities index high, as do Guelph, Kitchener, Cambridge and Waterloo. London indexes average compared to the benchmark
- 79% of visitors live within 50km of Port Elgin. 97% of visitors live with 200 km of Port Elgin. 40 - 200 km will be used as the benchmark for all reports.
- The average household maintainer is 53, matching the benchmark. 40% are 2 person households and single person households also slightly over indexes. Kids under 14 also over index. They likely have parents between 35-44.
- Visitors household income is slightly less than the benchmark. They over index as homeowners.
- Visitors index slightly higher for education in the trades, from college or high school. They index quite high for having a job in trades and transport. The number of people in the labour force matches the benchmark.
- The Diversity index is quite low, however they do over index for people with Indigenous identity. Please note, this is will not be people who live at Saugeen First Nation.
- Visitors are attracted to Nature. They are more conservative in nature (*Emotional control and utilitarian consumerism, duty, obedience to authority*). Their weak values are relatively flat but they don't love change (*Pursuit of novelty, enthusiasm for technology*).

Observations

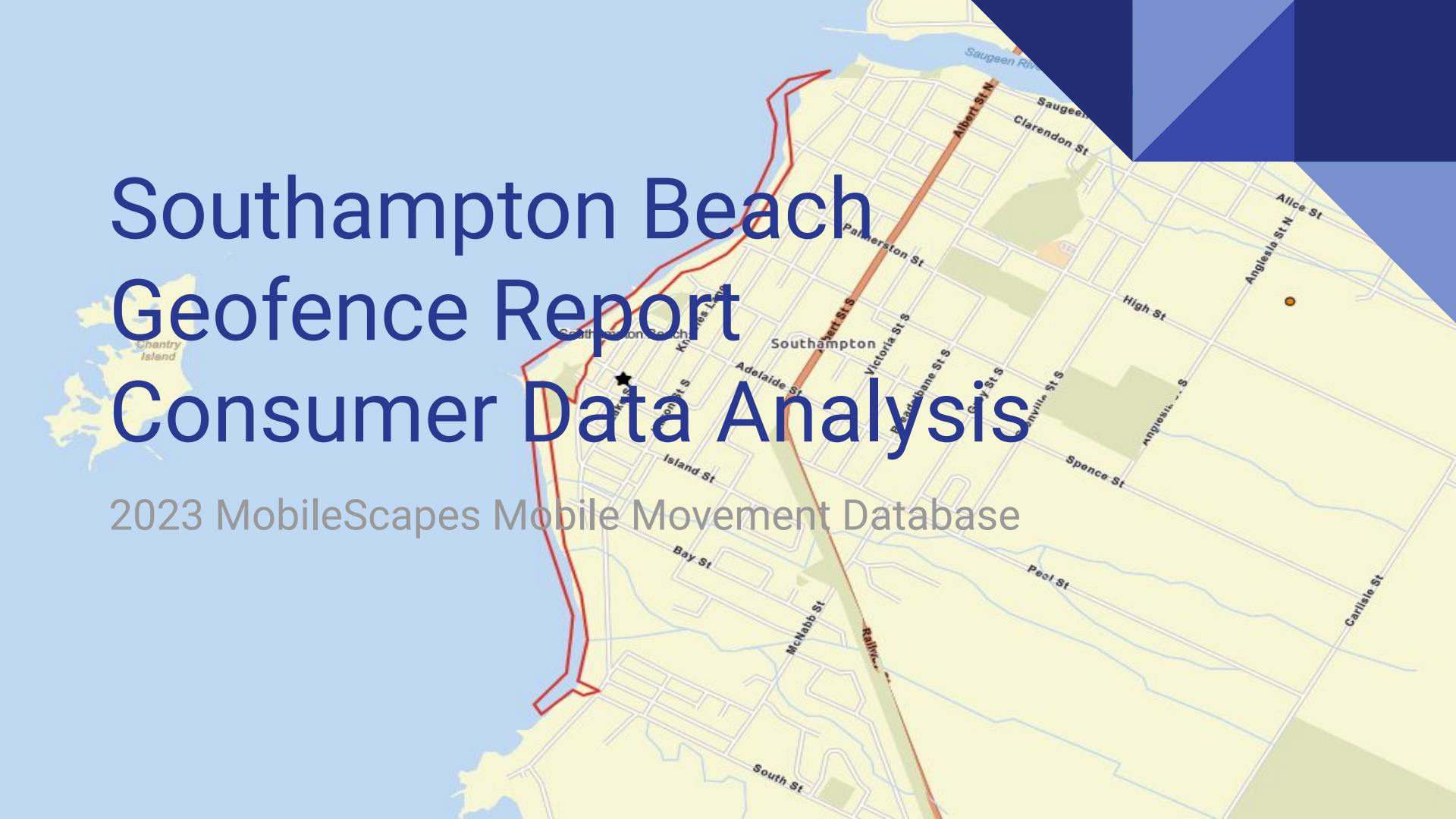
- Use of social media platforms mirrors the benchmark. Facebook and YouTube are the most popular channels followed by Instagram.
- Visitors are using social media to learn about new products at a rate slightly higher than the benchmark.
- Use of YouTube is growing the fastest. 8% are looking for travel related information. This is average compared to the benchmark.
- This group is very conservative when it comes to sharing personal information.
- The internet is the most consumed medium at 95% using the internet for 315 minutes per day on average, followed by television (86% watch for 172 minutes a day). These visitors enjoy internet only music stations. If looking to advertise on the radio, try Classic hits stations.
- Visitors enjoy visiting city parks and gardens, restaurants and large concerts. Carnivals/fairs would also be a desired activity.
- Walking/backpacking and camping are very popular activities. They also enjoy canoeing/kayaking, gardening, golf and swimming.
- Pizza, Asian and Sub/Sandwich style restaurants are the most popular by style. Most people prefer Casual/family dining restaurants or formal and fast casual restaurants.
- 41% of visitors are in these 5 segments. Older families and mature couples and singles are a great target group. They generally located in downscale suburban areas or the rural areas. These are all mid-scale socio-economic groups.



Recommendations

- Residents in Grey and Bruce Counties are coming to Downtown Port Elgin likely to shop.
- Focus on showcasing the amenities they would need in daily life.
- Campaigns to rural areas in Bruce, Grey, Huron and even northern parts Wellington and Perth Counties would be good targets.
- Digital campaigns will off the best investment.
- Include pictures of older couples and singles in your ads. Focus on proximity to nature, make sure there aren't a lot of crowds. Feature activities like hiking, the cycling trails through the butterfly gardens or along walking along the shoreline. Paddling along the Saugeen would also be great.



A map of the Southamptton Beach area, showing a red geofence boundary. A blue star marker is located near the beach. The map includes various streets such as Albert St N, Clarendon St, Palmerston St, Victoria St S, Adelaide St, Island St, Bay St, McInnis St, South St, High St, Spence St, Peel St, and Carlisle St. The Saugeen River is visible at the top right, and Chantry Island is at the bottom left. The text "Southamptton Beach" is also visible on the map.

Southampton Beach Geofence Report Consumer Data Analysis

2023 MobileScapes Mobile Movement Database

Geofence Data Information

The following report was created using data in the Envision business intelligence platform by Environics Analytics. The data points were extracted using the MobileScapes tool.

The purpose of this report is to provide consumer data that will inform decision making when developing a tourism strategy for the Saugeen Shores. This report will assist in understanding the visitor profile for the geofenced area.



Privacy Compliant Data - EA's MobileScapes Program

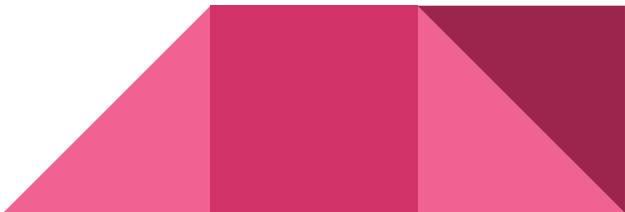
MobileScapes is an anonymized, permission-based data service, which uses data collected from location-enabled mobile devices. Users can identify devices observed within a defined area (geofence) for a given date and time range. The main sources of data are opt-in location-enabled applications on mobile devices and ad exchange platforms. At present, there are approximately 100,000 mobile applications that contribute data to our MobileScapes services. At its most basic level, it provides a unique, persistent, yet anonymous, device ID, along with a date, time and latitude/longitude coordinates for each observation. It is important to note that, while the device ID is part of the source data used for building the MobileScapes product, it is excluded from any end-user delivery.

The common evening and daytime locations are inferred according to where these devices are most frequently observed during the day and at night, over the course of the most recent three month period. To protect user privacy, all observed latitude and longitude coordinates are assigned to the nearest postal code.

<https://community.environicsanalytics.com/hc/en-us/articles/360035649154> MobileScapes-Canada

Notes on this project

- Although this is a large report, we recommend that you focus on the following slides:
 - Standard Ranking Areas (where people are coming from)
 - Prizm Profiles (who is visiting including their social group, lifestage group, and urbanity. You can learn more about each Prizm segment at the link below:
<https://environicsanalytics.com/en-ca/data/segmentation/prizm/prizm-highlights>
 - Observations and recommendations. These are some highlights within the data set that RT07 has noticed.
- We suggest using the MobileScapes Visitor Summary with caution as the benchmark (Canada) can change some of the results such as median age, income, and the top 5 profiles. What is important to consider is the time and days of the week that people are visiting. This can help to identify times where there is excess capacity. These times are great for building new experiences or creating activations.



Notes on Geofence Data Collected

Geofence: A virtual geographic boundary or polygon that represents a particular area of interest used for extracting mobile data. Geofences can be hand-drawn on a map or imported as spatial area polygons.

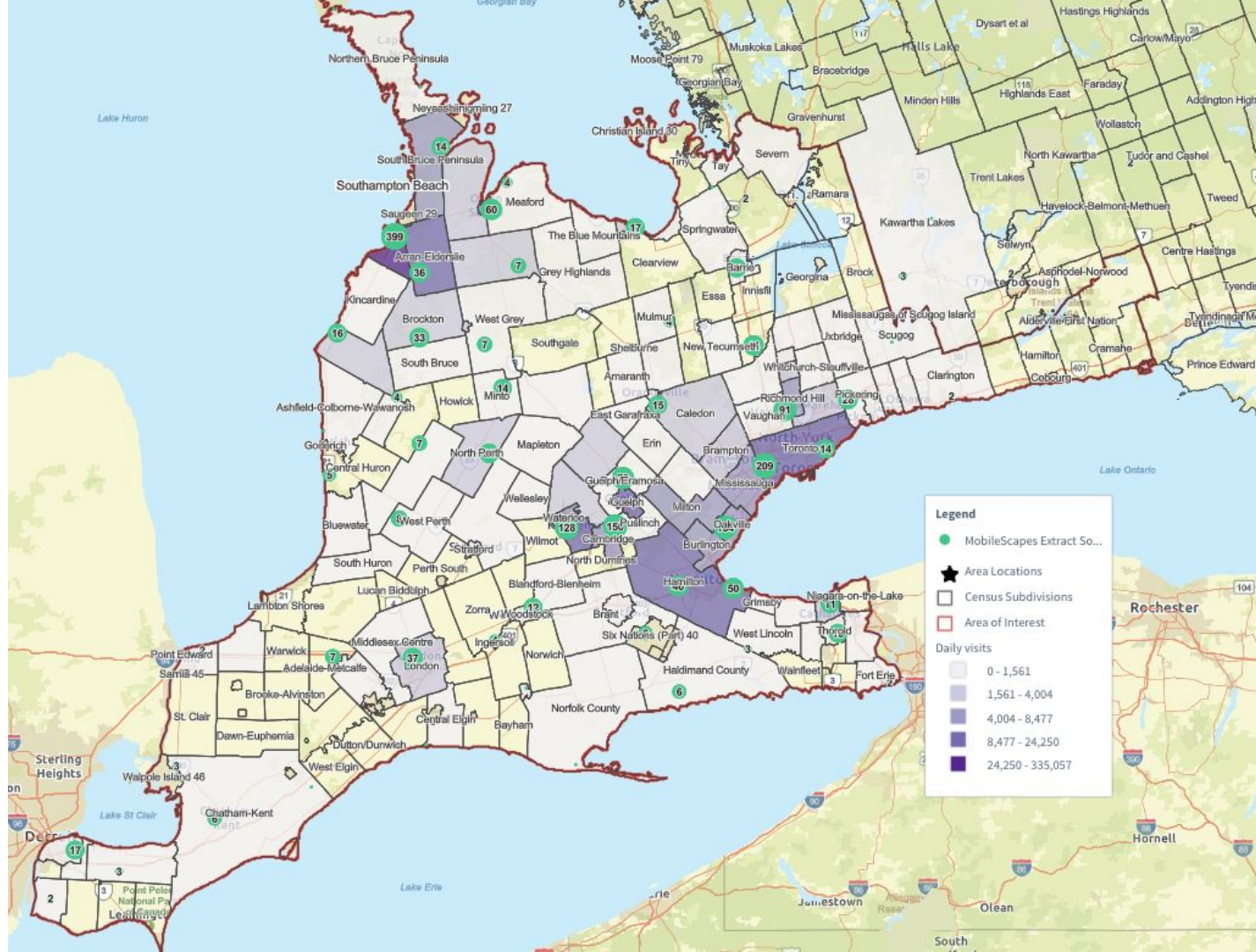
Total Records: Each record represents a counted device.

Unique Visitors: The number of distinct and unique devices that entered the Geofence in the requested time range, regardless of how often they visit. Visitors are represented as an estimated Household Population 15+ weight. They filter out multiple visitors to give a true indication of the unique Household Population 15+ identified within the Geofence over the time period selected. **Note: Changes observed in the data source for EA, as of July 2022, have impacted the device activity and ping capture rates, affecting the unique visitor estimates. As a result, we can not compare unique visitation numbers year over year.**

Daily Visits: The number of times the device entered the Geofence, regardless of how many visitors make up those visits. If someone entered the geofenced area 100 times, they would be counted 100 times. This could also be considered your total foot traffic.

Common Evening Location (CEL): Used to infer the device home location; it is assigned to the closest Postal/ZIP Code.

The next slide indicates how many people entered the Geofenced areas in 2021 and 2022.



Notes on Geofence Data Collected

Geofence: A virtual geographic boundary or polygon that represents a particular area of interest used for extracting mobile data. Geofences can be hand-drawn on a map or imported as spatial area polygons.

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Unique Visitors: The number of distinct and unique devices that entered the Geofence in the requested time range, regardless of how often they visit. Visitors are represented as an estimated Household Population 15+ weight. They filter out multiple visitors to give a true indication of the unique Household Population 15+ identified within the Geofence over the time period selected.

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Common Evening Location (CEL): Used to infer the device home location; it is assigned to the closest Postal/ZIP Code.

The next slide indicates how many people entered the Geofenced areas in 2023.

Southampton Geofence Data Collected

Year	Total Records	Daily Visits	Unique Visitors
2023 total visits	3,546	390,134	48,387
2023 Tourists (40 km - 200 km)	3,546	122,960	22,371

HOW TO READ

Ranking Areas—Customers

Rank Areas based on the presence of your customers. Helps answer the question: Which areas have the highest concentration of my customers?



Name	Code	Count	%	Base Count	Base %	% Pen	Index
Toronto (ON), C	3520005	2,107	17.02	1,142,715	21.16	0.18	80
Ottawa (ON), CV	3506008	995	8.04	397,426	7.36	0.25	109
Mississauga (ON), CY	3521005	848	6.85	261,449	4.84	0.32	142
Hamilton (ON), C	3525005	751	6.07	223,273	4.13	0.34	147
London (ON), CY	3539036	610	4.93	168,467	3.12	0.36	158
Windsor (ON), CY	3537039	551	4.45	94,471	1.75	0.58	255
Kitchener (ON), CY	3530013	424	3.43	95,900	1.77	0.44	193
Burlington (ON), CY	3524002	414	3.35	75,782	1.40	0.55	238
Greater Sudbury (ON), CV	3553005	408	3.30	73,849	1.37	0.55	241
St. Catharines (ON), CY	3526053	364	2.94	59,567	1.10	0.61	267
Guelph (ON), CY	3523008	338	2.73	52,842	0.98	0.64	279
Waterloo (ON), CY	3530016	335	2.71	41,100	0.76	0.82	356
Barrie (ON), CY	3543042	308	2.49	55,550	1.03	0.55	242
Richmond Hill (ON), T	3519038	303	2.45	67,276	1.25	0.45	197
Kingston (ON), CY	3510010	294	2.38	58,387	1.08	0.50	220
Oshawa (ON), CY	3518013	278	2.25	66,397	1.23	0.42	183
Sarnia (ON), CY	3538030	236	1.91	33,820	0.63	0.70	305
Peterborough (ON), CY	3515014	220	1.78	36,489	0.68	0.60	263
Markham (ON), T	3519036	193	1.56	104,045	1.93	0.19	81

We focus on the Count, the % and the % Pen columns in this report.

In our example, 2,107 of our customers live in the City of Toronto. This represents 17.02% of all our customers in our selected Area of Interest, which is Ontario.

There are 1,142,715 households in Toronto. Our 2,107 customers in Toronto represent a market penetration rate of 0.18%. The penetration rate of 0.18% in Toronto is 20% lower (index = 80) than the penetration rate for customers in Ontario overall. We can also say that our customers are 20% under represented in Toronto compared to the average market penetration across Ontario.

Index Legend: Under 80 110 to 119 120 to 149 Over 150

Code refers to the numbers given to Standard Geographic Areas by Statistics Canada. The smaller the number, the larger the Area. For example, Canada's code is 1. Quebec's code is 24. Montréal Census Metropolitan Area's code is 462. Montréal Census Subdivision's code is 2466023.

Count The number of customers living in that geography

% (Count/Total Count * 100) The percentage of the total customer file living in that geography

Base Count The number of population or households living in that geography

Base % (Base Count/Base Total Count * 100) The percentage of the total population or households in the Area of Interest living in that geography

% Pen (Count/Base Count * 100) measures the count of customers in a geography compared to the Base population or household counts in selected Area of Interest

Index (% /Base % *100) measures whether the presence of customers in a geography is over represented or under represented when compared to the overall average presence of customers in an Area of Interest (average = 100)

Ranking Areas - Standard Geographies | Customers



Customers: MobileScapes Extract Southampton Beach 2023 - Visitors CEL:

Geographic Level: PRDCSD

Visits

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Saugeen Shores, ON (T)	3541045	167,529	42.94	13,180	0.10	1,271.08	41,647
Toronto, ON (C)	3520005	24,250	6.22	2,611,953	20.43	0.93	30
Kitchener, ON (CY)	3530013	17,492	4.48	230,268	1.80	7.60	249
Arran-Elderslie, ON (MU)	3541043	13,417	3.44	6,250	0.05	214.67	7,034
Hamilton, ON (C)	3525005	13,024	3.34	503,419	3.94	2.59	85
Guelph, ON (CY)	3523008	13,000	3.33	127,750	1.00	10.18	333
Cambridge, ON (CY)	3530010	8,477	2.17	121,127	0.95	7.00	229
Mississauga, ON (CY)	3521005	8,291	2.13	656,069	5.13	1.26	41
Richmond Hill, ON (T)	3519038	7,552	1.94	200,861	1.57	3.76	123
South Bruce Peninsula, ON (T)	3541055	6,129	1.57	8,736	0.07	70.16	2,299
Milton, ON (T)	3524009	6,061	1.55	121,615	0.95	4.98	163
Burlington, ON (CY)	3524002	5,616	1.44	168,201	1.32	3.34	109
Waterloo, ON (CY)	3530016	5,559	1.43	108,104	0.85	5.14	169
Owen Sound, ON (CY)	3542059	5,450	1.40	20,147	0.16	27.05	886
Oakville, ON (T)	3524001	5,388	1.38	185,815	1.45	2.90	95
London, ON (CY)	3539036	4,004	1.03	371,625	2.91	1.08	35
Huron-Kinloss, ON (TP)	3541015	3,962	1.01	6,131	0.05	64.62	2,117
Brockton, ON (MU)	3541032	3,667	0.94	8,120	0.06	45.16	1,480
Markham, ON (CY)	3519036	3,121	0.80	312,531	2.44	1.00	33
Centre Wellington, ON (TP)	3523025	2,965	0.76	26,244	0.20	11.30	370
Brampton, ON (CY)	3521010	2,943	0.75	628,117	4.91	0.47	15
North Perth, ON (MU)	3531040	2,846	0.73	11,642	0.09	24.44	801
Georgian Bluffs, ON (TP)	3542053	2,811	0.72	9,197	0.07	30.56	1,001
Chatsworth, ON (TP)	3542037	2,791	0.71	5,855	0.05	47.67	1,562
Ottawa, ON (CV)	3506008	2,693	0.69	912,538	7.14	0.30	10
Woolwich, ON (TP)	3530035	2,378	0.61	24,299	0.19	9.79	321
St. Catharines, ON (CY)	3526053	2,125	0.55	120,116	0.94	1.77	58
Aurora, ON (T)	3519046	1,947	0.50	53,423	0.42	3.65	119
Caledon, ON (T)	3521024	1,881	0.48	71,253	0.56	2.64	87
Collingwood, ON (T)	3543031	1,714	0.44	22,381	0.17	7.66	251
Hanover, ON (T)	3542029	1,689	0.43	7,230	0.06	23.37	766
Guelph/Eramosa, ON (TP)	3523009	1,561	0.40	12,046	0.09	12.96	425
Vaughan, ON (CY)	3519028	1,547	0.40	289,995	2.27	0.53	17
Meaford, ON (MU)	3542047	1,414	0.36	10,502	0.08	13.47	441
Newmarket, ON (T)	3519048	1,409	0.36	80,899	0.63	1.74	57
Halton Hills, ON (T)	3524015	1,398	0.36	56,351	0.44	2.48	81
Lincoln, ON (T)	3526057	1,356	0.35	23,087	0.18	5.87	192
New Tecumseth, ON (T)	3543007	1,349	0.35	34,422	0.27	3.92	128
Haldimand County, ON (CY)	3528018	1,296	0.33	43,036	0.34	3.01	99
Chatham-Kent, ON (MU)	3536020	1,293	0.33	88,973	0.70	1.45	48
Barrie, ON (CY)	3543042	1,207	0.31	146,039	1.14	0.83	27
Peterborough, ON (CY)	3515014	1,134	0.29	75,782	0.59	1.50	49
East Gwillimbury, ON (T)	3519054	1,131	0.29	22,749	0.18	4.97	163
Brant, ON (CY)	3529005	1,116	0.29	35,502	0.28	3.14	103
Pelham, ON (T)	3526028	1,084	0.28	15,523	0.12	6.98	229
Mulmur, ON (TP)	3522016	1,071	0.27	3,101	0.02	34.53	1,131

Ranking Areas - Standard Geographies | Customers

How to Read



Customers: MobileScapes Extract Southampton Beach 2023 - Visitors CEL:

Geographic Level: PRCDSD

Visits

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Kitchener, ON (CY)	3530013	17,492	14.23	230,268	2.92	7.60	487
Guelph, ON (CY)	3523008	13,000	10.57	127,750	1.62	10.18	653
Cambridge, ON (CY)	3530010	8,477	6.89	121,127	1.54	7.00	449
Hamilton, ON (C)	3525005	8,254	6.71	503,419	6.38	1.64	105
Milton, ON (T)	3524009	6,061	4.93	121,615	1.54	4.98	320
Waterloo, ON (CY)	3530016	5,559	4.52	108,104	1.37	5.14	330
Mississauga, ON (CY)	3521005	4,545	3.70	656,069	8.32	0.69	44
Burlington, ON (CY)	3524002	3,825	3.11	168,201	2.13	2.27	146
Brockton, ON (MU)	3541032	3,667	2.98	8,120	0.10	45.16	2,897
London, ON (CY)	3539036	3,583	2.91	371,625	4.71	0.96	62
Centre Wellington, ON (TP)	3523025	2,965	2.41	26,244	0.33	11.30	725
Brampton, ON (CY)	3521010	2,943	2.39	628,117	7.96	0.47	30
North Perth, ON (MU)	3531040	2,846	2.31	11,642	0.15	24.44	1,568
Chatsworth, ON (TP)	3542037	2,791	2.27	5,855	0.07	47.67	3,057
Huron-Kinloss, ON (TP)	3541015	2,472	2.01	6,131	0.08	40.31	2,586
Woolwich, ON (TP)	3530035	2,378	1.93	24,299	0.31	9.79	628
Caledon, ON (T)	3521024	1,881	1.53	71,253	0.90	2.64	169
Arran-Elderslie, ON (MU)	3541043	1,798	1.46	6,250	0.08	28.76	1,845
Collingwood, ON (T)	3543031	1,714	1.39	22,381	0.28	7.66	491
Hanover, ON (T)	3542029	1,689	1.37	7,230	0.09	23.37	1,499
Guelph/Eramosa, ON (TP)	3523009	1,561	1.27	12,046	0.15	12.96	831
Newmarket, ON (T)	3519048	1,409	1.15	80,899	1.03	1.74	112
Halton Hills, ON (T)	3524015	1,398	1.14	56,351	0.71	2.48	159
New Tecumseth, ON (T)	3543007	1,349	1.10	34,422	0.44	3.92	251
Barrie, ON (CY)	3543042	1,207	0.98	146,039	1.85	0.83	53
East Gwillimbury, ON (T)	3519054	1,131	0.92	22,749	0.29	4.97	319
Brant, ON (CY)	3529005	1,116	0.91	35,502	0.45	3.14	202
Mulmur, ON (TP)	3522016	1,071	0.87	3,101	0.04	34.53	2,215
Meaford, ON (MU)	3542047	1,036	0.84	10,502	0.13	9.86	633
King, ON (TP)	3519049	920	0.75	23,480	0.30	3.92	251
Woodstock, ON (CY)	3532042	897	0.73	41,243	0.52	2.17	139
South Bruce Peninsula, ON (T)	3541055	866	0.70	8,736	0.11	9.91	636
Huron East, ON (MU)	3540040	831	0.68	8,216	0.10	10.11	649
Wellington North, ON (TP)	3523050	737	0.60	10,486	0.13	7.03	451
Vaughan, ON (CY)	3519028	717	0.58	289,995	3.68	0.25	16
Wellesley, ON (TP)	3530027	711	0.58	9,864	0.13	7.21	462
Toronto, ON (C)	3520005	705	0.57	2,611,953	33.12	0.03	2
Wasaga Beach, ON (T)	3543064	702	0.57	22,170	0.28	3.17	203
Brantford, ON (CY)	3529006	633	0.52	89,414	1.13	0.71	45
Strathroy-Caradoc, ON (MU)	3539015	633	0.52	19,636	0.25	3.22	207
Grey Highlands, ON (MU)	3542015	625	0.51	9,082	0.12	6.88	442
North Huron, ON (TP)	3540055	502	0.41	4,219	0.05	11.91	764
Ingersoll, ON (T)	3532018	497	0.40	12,284	0.16	4.05	260
West Perth, ON (MU)	3531025	487	0.40	7,499	0.10	6.50	417
Kincardine, ON (MU)	3541024	470	0.38	10,400	0.13	4.52	290
Bluewater, ON (MU)	3540010	387	0.32	7,150	0.09	5.42	347
East Garafraxa, ON (TP)	3522001	326	0.27	2,183	0.03	14.91	957
Puslinch, ON (TP)	3523001	297	0.24	7,014	0.09	4.23	272
Minto, ON (T)	3523043	294	0.24	7,753	0.10	3.79	243
The Blue Mountains, ON (T)	3542045	255	0.21	7,871	0.10	3.24	208

Distance Decay | Customers

How to Read



Why is my report blank?

Location: Southampton Beach_FromGeofence

Customers: MobileScapes Extract Southampton Beach 2023 - Visitors CEL: Visits

Units: Kilometres (Radius)

Unit Bands	Absolute Count	Absolute %	Cumulative Count	Cumulative %	Base Absolute Count	Base Cumulative Count	% Pen
0 - 25	178,597	45.78	178,597	45.78	23,360	23,360	764.54
25 - 50	30,149	7.73	208,747	53.51	75,207	98,567	40.09
50 - 75	2,505	0.64	211,253	54.15	52,684	151,251	4.76
75 - 100	6,311	1.62	217,565	55.77	93,923	245,174	6.72
100 - 125	8,238	2.11	225,803	57.88	238,558	483,732	3.45
125 - 150	51,926	13.31	277,730	71.19	1,099,656	1,583,388	4.72
150 - 175	48,053	12.32	325,783	83.51	3,595,404	5,178,792	1.34
175 - 200	48,176	12.35	373,960	95.85	3,635,229	8,814,021	1.33
200 - 225	5,300	1.36	379,261	97.21	764,451	9,578,472	0.69
225 - 250	5,704	1.46	384,966	98.68	603,158	10,181,630	0.95
250 - 275	1,145	0.29	386,111	98.97	307,069	10,488,699	0.37
275 - 300	608	0.16	386,720	99.12	267,005	10,755,704	0.23
300 - 325	135	0.03	386,856	99.16	154,142	10,909,846	0.09
325 - 350	197	0.05	387,053	99.21	72,246	10,982,092	0.27
350 - 375	96	0.02	387,149	99.23	94,111	11,076,203	0.10
375 - 400	0	0.00	387,149	99.23	165,603	11,241,806	0.00
400 - 425	0	0.00	387,149	99.23	92,643	11,334,449	0.00
425 - 450	2,462	0.63	389,612	99.87	230,037	11,564,486	1.07
450 - 475	113	0.03	389,725	99.90	680,235	12,244,721	0.02
475 - 500	230	0.06	389,956	99.95	188,545	12,433,266	0.12
500 - 525	0	0.00	389,956	99.95	42,194	12,475,460	0.00
525 - 550	178	0.05	390,134	100.00	75,044	12,550,504	0.24

Customers: MobileScapes Extract Southampton Beach 2023 - Visitors CEL: Visits

MEDIAN MAINTAINER AGE

49

Index: 93

MARITAL STATUS



62.0%

Index: 108

Married/Common-Law

FAMILY STATUS*

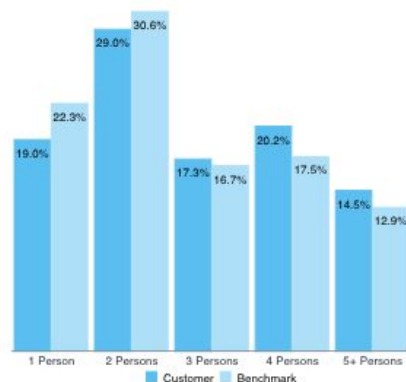


52.6%

Index: 107

Couples With Children At Home

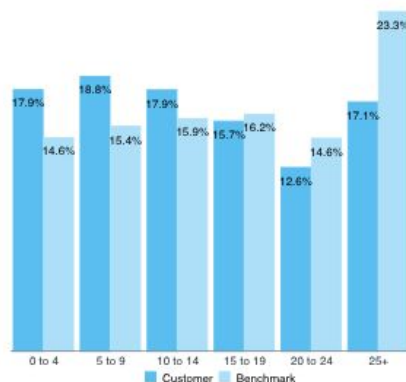
HOUSEHOLD SIZE



POPULATION BY AGE

	%	Index
0 to 4	6.2	120
5 to 9	6.7	123
10 to 14	6.6	116
15 to 19	6.2	104
20 to 24	6.2	90
25 to 29	7.1	90
30 to 34	8.1	105
35 to 39	8.3	118
40 to 44	7.8	118
45 to 49	6.6	108
50 to 54	5.9	95
55 to 59	5.5	85
60 to 64	5.1	81
65 to 69	4.4	84
70 to 74	3.5	83
75 to 79	2.6	82
80 to 84	1.7	84
85+	1.5	79

AGE OF CHILDREN AT HOME



Benchmark: Southampton Visitors

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*Chosen from index ranking with minimum 5% composition.

Index Colours: <80 80 - 110 110+

Customers: MobileScapes Extract Southampton Beach 2023 - Visitors CEL: Visits

TENURE



STRUCTURE TYPE



82.2%

Index: 110



17.4%

Index: 71

AGE OF HOUSING*

8 - 12 Years Old

% Comp: 15.1 Index: 238

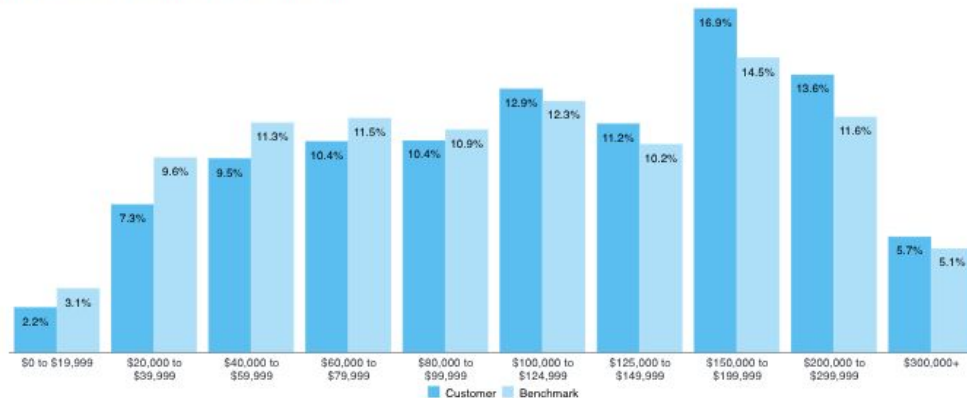
AVERAGE HOUSEHOLD INCOME



\$139,762

Index: 108

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southampton Visitors

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*Chosen from index ranking with minimum 5% composition.

Index Colours: <80 80 - 110 110+

Customers: MobileScapes Extract Southampton Beach 2023 - Visitors CEL: Visits

EDUCATION



31.3%

Index: 113

University Degree

LABOUR FORCE PARTICIPATION



71.4%

Index: 105

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



50.8%

Index: 113

Travel to work by Car (as Driver)

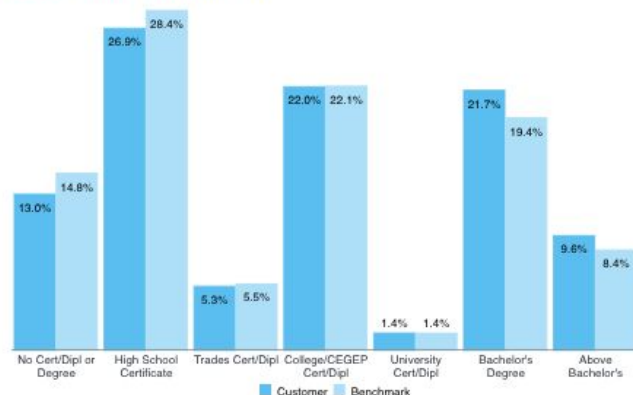


4.3%

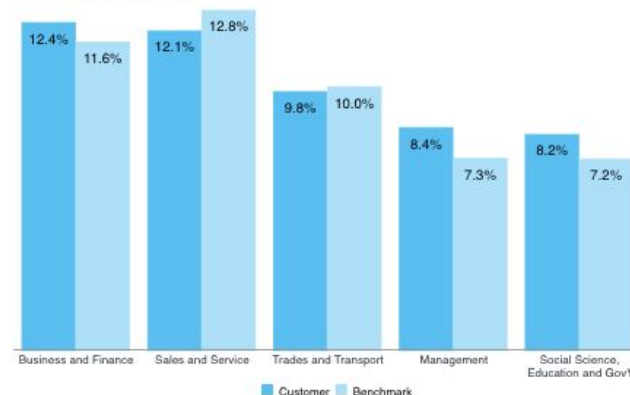
Index: 77

Travel to work by Public Transit

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southampton Visitors

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*Ranked by percent composition.

Index Colours:	<80	80 - 110	110+
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Customers: MobileScapes Extract Southampton Beach 2023 - Visitors CEL: Visits

INDIGENOUS IDENTITY



1.4%

Index: **77**

VISIBLE MINORITY PRESENCE



38.9%

Index: **108**

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



2.3%

Index: **100**

No knowledge of English or French

IMMIGRATION



32.7%

Index: **102**

Born outside Canada

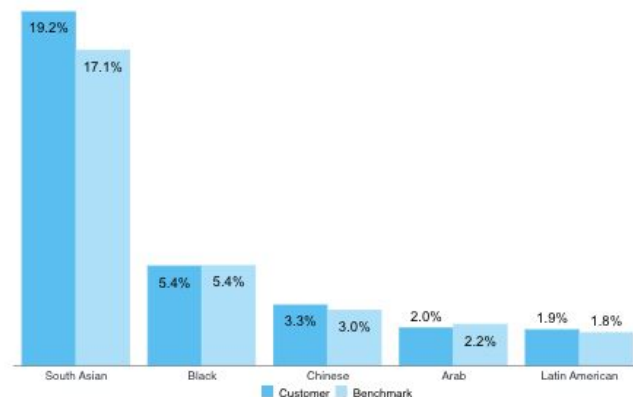
PERIOD OF IMMIGRATION*

2017 To Present

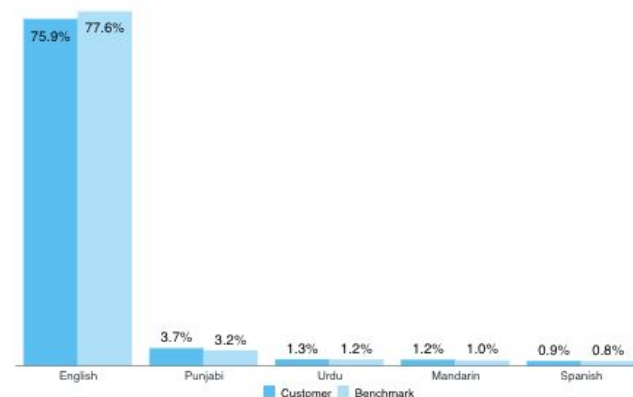
13.5%

Index: **152**

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southampton Visitors

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*Chosen from index ranking with minimum 5% composition.

**Ranked by percent composition.

Index Colours:	<80	80 - 110	110+
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Customers: MobileScapes Extract Southampton Beach 2023 - Visitors CEL



Strong Values

	Index
North American Dream	106
Personal Control	106
Emotional Control	105
Personal Optimism	105
Culture Sampling	104
Financial Security	104
Confidence in Advertising	103
Enthusiasm for Technology	103
Need for Status Recognition	103
Ostentatious Consumption	103



Descriptions | Top 3 Strong Values

North American Dream

The belief that, like the United States, Canada is a "land of opportunity" and that anyone can make it, and make it big, if they try hard enough (i.e., the "American Dream"). The belief that even in middle age, one can start anew, launching new initiatives or changing one's way of life.

Personal Control

Striving to organize and control the direction of one's future, even when it feels that there are forces beyond one's immediate control preventing it. Belief in one's basic ability to effect change and control one's life.

Emotional Control

Desire to live in a cool and controlled way. Also, a tendency to be guided less by one's emotions, feelings and intuition than by reason and logic. No great tendency to explore emotion-based experiences.



Weak Values

	Index
Fulfilment Through Work	89
Interest in the Unexplained	91
Fear of Violence	92
Pursuit of Intensity	92
Technology Anxiety	92
Global Consciousness	93
Brand Apathy	94
Cultural Assimilation	94
Fatalism	94
Rejection of Inequality	94



Descriptions | Top 3 Weak Values

Fulfilment Through Work

A need to invest one's professional life with meaning and to find personal fulfillment through one's work. Also, a need to feel that one's work is useful to others and has some social value.

Interest in the Unexplained

Tendency to reject the assumption that all valid knowledge must be logical, rational or scientific in favour of an acceptance of beliefs or phenomena that remain mysterious or unexplained by modern science.

Fear of Violence

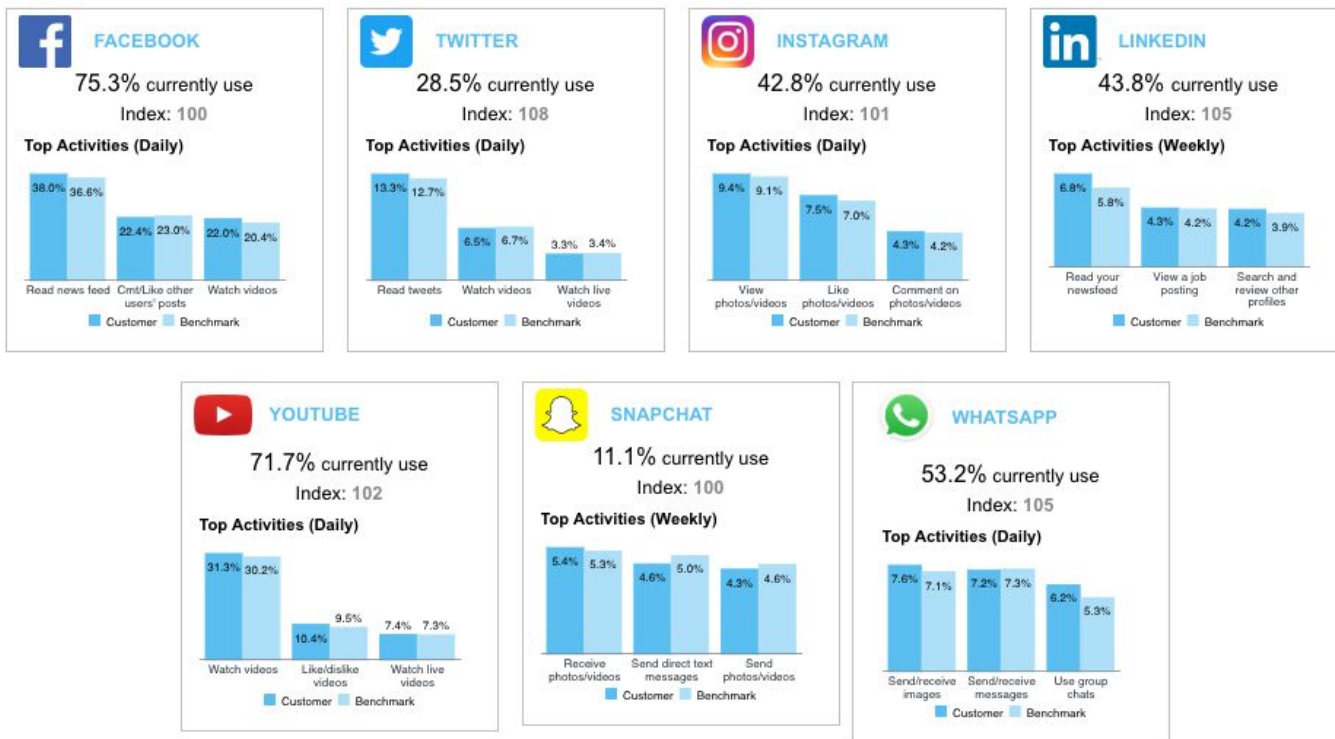
Fear of violence occurring in today's society. Feeling insecure about personal safety. Feeling vulnerable to attack in the city or in one's neighborhood, especially at night. Tendency to believe that one must be on constant alert against unpredictable, gratuitous violence.

Benchmark: Southampton Visitors

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Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Southampton Beach 2023 - Visitors CEL: Visits



Benchmark: Southampton Visitors

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(!)Indicates variables with low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Southampton Beach 2023 - Visitors CEL: Visits

FRIENDS IN ALL SM NETWORKS



38.6%

Index: 99

0-49 friends

FREQUENCY OF USE (DAILY)



53.0%

Index: 101

Facebook

BRAND INTERACTION



29.0%

Index: 103

Like brand on Facebook

NO. OF BRANDS INTERACTED

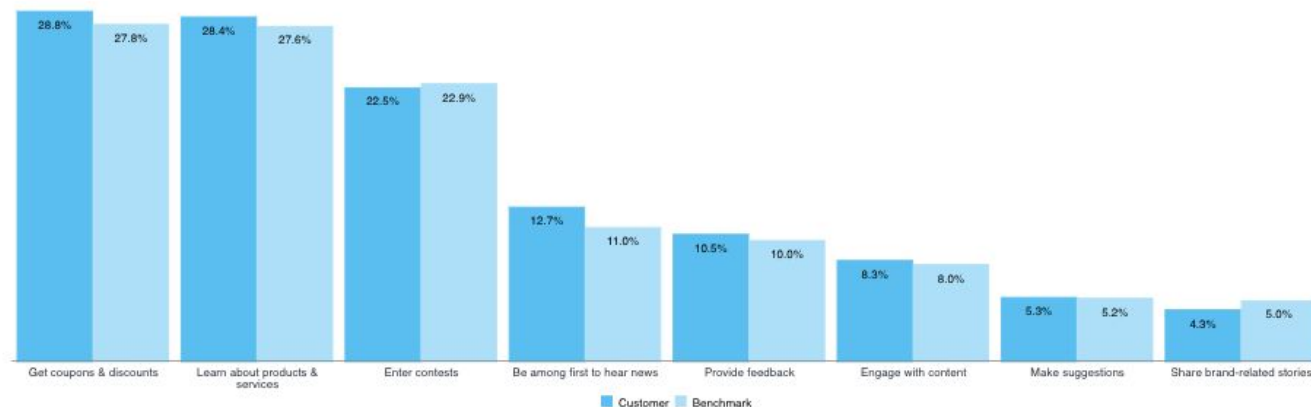


30.4%

Index: 101

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southampton Visitors

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Chosen and ranked by percent composition.

Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Southampton Beach 2023 - Visitors CEL: Visits

SOCIAL MEDIA PURCHASES - SEEK SUGGESTIONS/RECOMMENDATIONS WHEN CONSIDERING: (Top 4)



9.2%

Index: 102

Vacation, travel-related



7.0%

Index: 94

Entertainment-related (i.e. movies)



6.3%

Index: 94

Big-ticket (i.e. appliances)

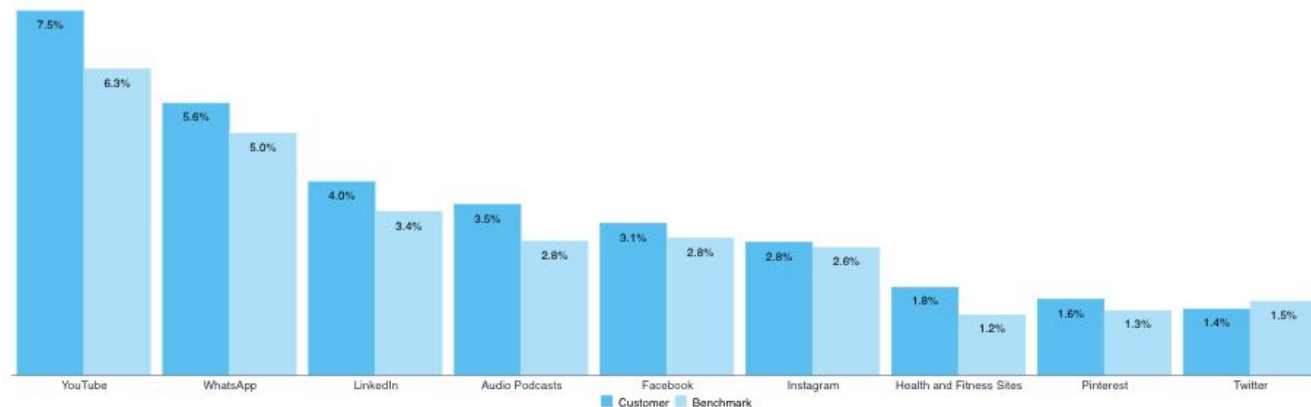


6.1%

Index: 100

Fashion-related

USAGE EXPECTATIONS (Increase in the next yr)



Benchmark: Southampton Visitors

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Chosen and ranked by percent composition.

Note: N/A values are displayed if variables do not meet criteria.

(!)Indicates variables with low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Southampton Beach 2023 - Visitors CEL: Visits



DESCRIBES ME*...

Use SM to stay connected with personal contacts

% Comp **40.0** Index **100**



I AM OPEN TO RECEIVING RELEVANT MARKETING MESSAGES THROUGH SOCIAL MEDIA CHANNELS

% Comp **20.1** Index **108**



I WOULD BE MORE INCLINED TO PARTICIPATE IN SM IF I KNEW MY PERSONAL INFORMATION WOULD NOT BE OWNED/SHARED BY COMPANY

% Comp **64.7** Index **99**



I AM VERY COMFORTABLE SHARING MY PERSONAL INFORMATION WITH SOCIAL MEDIA SITES

% Comp **8.6** Index **101**



SOCIAL MEDIA COMPANIES SHOULD NOT BE ALLOWED TO OWN OR SHARE MY PERSONAL INFORMATION

% Comp **78.2** Index **97**



SHARING MY PERSONAL INFO WITH FRIENDS/ACQUAINT. IN SM ENVIRONMENTS DOES NOT CONCERN ME

% Comp **19.1** Index **98**

Benchmark: Southampton Visitors

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*Chosen and ranked by percent composition with a minimum of 5%.

Index Colours:

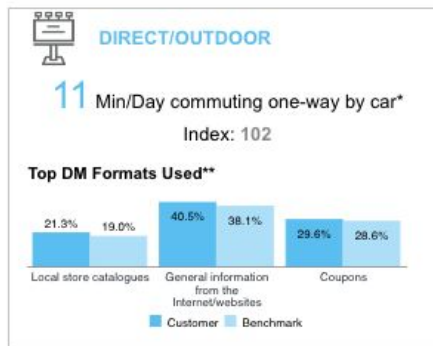
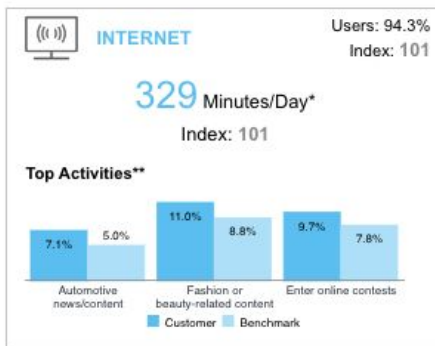
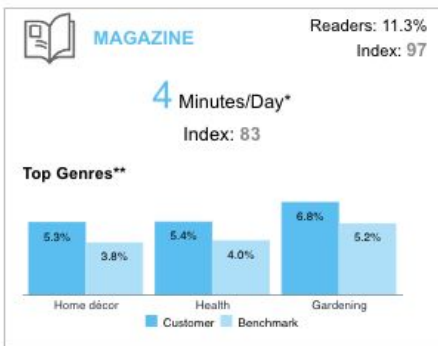
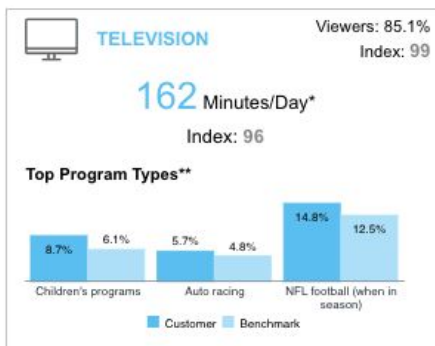
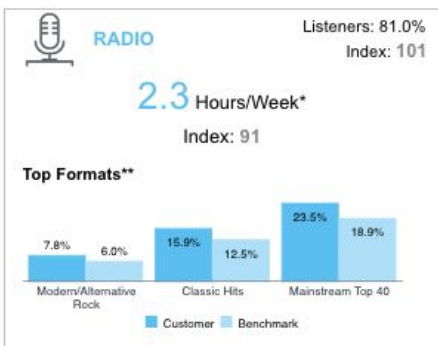
<80

80 - 110

110+

Customer: MobileScapes Extract Southampton Beach 2023 - Visitors CEL:

Visits



Benchmark: Southampton Visitors

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*Consumption values based to Household Population 12+.

**Chosen from index ranking with minimum 5% composition.

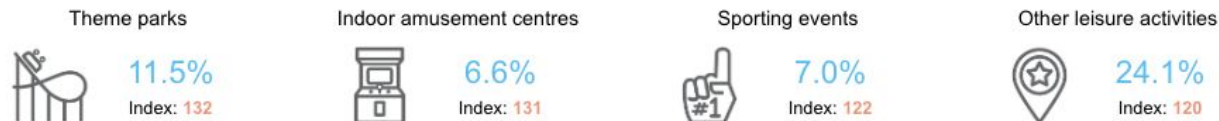
Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Southampton Beach 2023 - Visitors CEL:
Visits

Top Shows & Exhibitions*



Top Local Attractions & Destinations**



Top Professional Sports**



Top Concert & Theatre Venues**



Benchmark: Southampton Visitors

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*Chosen from index ranking.

**Chosen from index ranking with minimum 5% composition.

(!) Represents low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+

Customer: MobileScapes Extract Southampton Beach 2023 - Visitors CEL:

Visits

Top Individual Sports



Top Team Sports



Top Activities



Top Fitness

**Benchmark:** Southampton Visitors

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*Chosen from index ranking with minimum 5% composition.

Index Colours:  <80  80 - 110  110+

Customer: MobileScapes Extract Southampton Beach 2023 - Visitors CEL:
Visits

 TOP RESTAURANT FOOD TYPES Ordered, Past year				 TOP RESTAURANT SERVICE TYPES Ordered, Past year				
Ranked by Volume		Ranked by Index		Ranked by Volume		Ranked by Index		
Pizza restaurants	59.9%	Index: 102	Italian restaurants	30.3%	Index: 108	Casual/family dining restaurants	52.3%	Index: 109
Asian restaurants	49.9%	Index: 103	Sub/sandwich restaurants	41.0%	Index: 108	Fast casual restaurants	36.9%	Index: 109
Sub/sandwich restaurants	41.0%	Index: 108	Other ethnic restaurants	34.2%	Index: 108	Formal dine-in restaurants	35.0%	Index: 103
 TOP FOOD ORDERING METHODS Ordered, Past year								
Ranked by Volume		Ranked by Index						
Take Out	70.3%	Index: 102	Home Delivery	32.7%	Index: 109			
Drive Through	48.0%	Index: 108	Drive Through	48.0%	Index: 108			
Eat In Restaurant	45.1%	Index: 104	Eat In Restaurant	45.1%	Index: 104			

Benchmark: Southampton Visitors

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(!) Represents variables with low sample size. Please analyze with discretion.

Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Southampton Beach 2023 - Visitors CEL:

Visits

 TOP RESTAURANTS Visited/Ordered, Past Year				 TOP FAST FOOD RESTAURANTS Visited/Ordered, Past Month			
Ranked by Volume		Ranked by Index		Ranked by Volume		Ranked by Index	
Swiss Chalet	34.5% Index: 105	Earls	3.7% Index: 157	McDonald's	49.7% Index: 109	Mr. Sub	8.6% Index: 161
Other casual/family restaurants	25.8% Index: 100	Kelsey's	16.2% Index: 140	Other fast food restaurants	30.4% Index: 109	Taco Time	16.2% Index: 143
The Keg	16.5% Index: 107	East Side Mario's	12.3% Index: 115	Subway	25.5% Index: 109	Arby's	4.2% Index: 133

 TOP COFFEE/DONUT SHOPS Visited/Ordered Past Month			
Ranked by Volume		Ranked by Index	
Tim Hortons	62.3% Index: 101	Tea stores	2.5% Index: 125
McCafé/McDonald's	31.7% Index: 105	Starbucks	31.5% Index: 119
Starbucks	31.5% Index: 119	McCafé/McDonald's	31.7% Index: 105

Benchmark: Southampton Visitors

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(!) Represents variables with low sample size. Please analyze with discretion.

Benchmark used for Index calculations.

Index Colours: <80 80 - 110 110+

Definitions from “How to Read” on following slide

SG (Social Group): Each segment is assigned to one Social Group (SG) based on consider the urban-rural context, home language (English, French and non-official), affluence, family status, age of maintainer and ethnicity.

LG (Lifestage Group): The Lifestage Groups (LG) categorize household composition according to the presence of singles, couples and families.

Code: The individual segment numbers are based on SESI, a composite segment ranking score which reflects various factors such as average household income, discretionary income, educational attainment levels, the value of private dwellings, average net worth and household size. The 67 segments have been ranked from one to 67 on the SESI scale, with one being the highest. Because this ranking reflects more than income alone, most of the segments have a SESI score that is different from their average household income ranking.

Count: The number of people or households in the selected input that fit into the consumer segment.

%: The percentage of the population, households or segments in the input that exhibit the behaviour.

Base Count: The number of people or households in the benchmark who exhibit that behavior.

Base %: The percentage of the population or households in the Benchmark that exhibit that characteristic.

% Pen: Of all people or households who exhibit that behavior in the base area, % Pen is the proportion that are found in the customer input, trade area or target group.

Index: Measures if the households or population in the segment are more or less likely to exhibit a behavior when compared to the benchmark. An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.

Top 5 segments represent **29.3%** of customers in Southampton Visitors



Rank: 1
 Customers: 8,554
 Customers %: 6.96
 % in Benchmark: 2.43
 Index: 287

The wealthiest suburban segment, Turbo Burbs is a haven for middle-aged families enjoying the fruits of their labour. Found in the outer-ring subdivisions of large cities, the segment mostly contains families with children between the ages of 10 and 25. Nearly 70 percent of households live in recently built houses, often graced with gardens and decks. The adults have parlayed mixed educations into high-paying jobs in finance, education and government. Many spend a lot of time in their cars to commute to work and chauffeur their teenage children to after-school activities. While these families live well, participating in outdoor sports and travelling extensively, they also give back to the community, volunteering their time and donating freely to charities.



Rank: 2
 Customers: 7,277
 Customers %: 5.92
 % in Benchmark: 4.47
 Index: 132

The upper-middle-class members of Mid-City Mellow lead a comfortable life. Over 90 percent of members own single-detached houses, typically in well-established city neighbourhoods with gardens. While most maintainers are over 55, these third-plus-generation Canadians include both older couples aging in place and middle-aged families raising older children. Many adults have high school or college educations, and those still in the labour force earn solid paycheques from a mix of white collar and service sector jobs. They have the time and discretionary cash to attend theatre productions and play hockey, baseball as well as play and watch football games. Media traditionalists, they like watching all manner of TV sports and receiving direct mail, particularly coupon booklets, catalogues and flyers inserted in the community paper.



Rank: 3
 Customers: 7,191
 Customers %: 5.85
 % in Benchmark: 3.45
 Index: 170

Found mostly in Alberta and Ontario, New Country is one of the wealthiest rural segments, with nearly two-thirds of residents working in well-paying agricultural and blue-collar occupations. Forty percent of the maintainers are between 45 and 64 years old, and nearly 45 percent of households have children, typically of all ages. Most own comfortable, single-family homes, and often fill their driveways with power boats, ATVs and snowmobiles. Their daily routine is not unlike the one their grandparents enjoyed. For leisure, New Country members like to go hunting, fishing and camping, or they'll stay home and do gardening or crafts. Known for their deep roots in the community, three-quarters of residents are third-plus-generation Canadians; fewer than one in ten is foreign-born.



Rank: 4
 Customers: 6,907
 Customers %: 5.62
 % in Benchmark: 5.68
 Index: 99

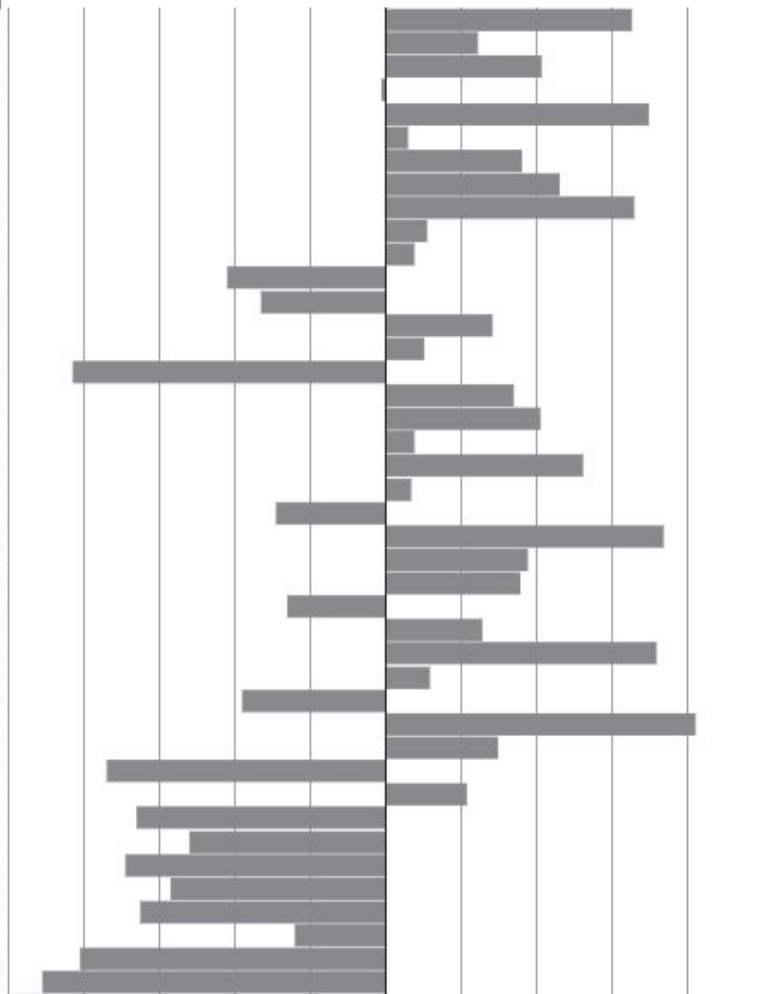
Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 5. These middle-aged adults have used their mostly high school and college educations to land a variety of blue-collar jobs. Their upper-middle incomes allow them to purchase single-detached houses and fill their garages with skiing, golfing and hockey equipment plus motorcycles, boats and camping trailers. A vacation means packing up the camper and hitting the road for one of Canada's parks.



Rank: 5
 Customers: 6,138
 Customers %: 4.99
 % in Benchmark: 1.52
 Index: 329

A quintessential portrait of Middle Canada, Happy Medium consists of couples and families living in the outer suburbs of large and midsize cities. The segment contains a mix of middle-income households of varied ages (maintainers range from 45 to over 75), educations (mostly high school or college) and family types (couples and families). Many households in this segment have deep roots: three-quarters of residents are third-plus-generation Canadians. Residents typically hold blue-collar or service sector jobs, and most own an older, single-detached house. With their unpretentious lifestyles, they enjoy home-based pursuits like woodworking, gardening and sewing, and outdoor activities such as canoeing, rowing and snowmobiling. To stretch their budgets, many shop at second-hand clothing and discount grocery stores.

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
S1	F3	04	Turbo Burbs	8,554	6.96	93,621	2.43	0.09	287
U2	M1	23	Mid-City Mellow	7,277	5.92	172,589	4.47	0.04	132
R1	F3	33	New Country	7,191	5.85	133,082	3.45	0.05	170
S3	F3	19	Family Mode	6,907	5.62	219,355	5.68	0.03	99
S5	F3	43	Happy Medium	6,138	4.99	58,513	1.52	0.10	329
R1	F3	14	Kick-Back Country	5,147	4.19	152,290	3.95	0.03	106
U2	M1	16	Savvy Seniors	4,981	4.05	100,254	2.60	0.05	156
S1	M1	09	Boomer Bliss	4,801	3.90	81,387	2.11	0.06	185
S6	M2	21	Scenic Retirement	4,577	3.72	49,175	1.27	0.09	292
S5	F3	38	Stressed in Suburbia	4,187	3.40	117,631	3.05	0.04	112
S1	F2	05	First-Class Families	4,158	3.38	121,266	3.14	0.03	108
S2	F2	08	Multiculture-ish	3,926	3.19	213,271	5.53	0.02	58
S2	Y3	11	Modern Suburbia	3,906	3.18	182,025	4.72	0.02	67
U5	Y2	57	Juggling Acts	3,871	3.15	87,512	2.27	0.04	139
S3	F3	25	Suburban Sports	3,061	2.49	86,419	2.24	0.04	111
U4	F2	15	South Asian Enterprise	3,037	2.47	546,177	14.15	0.01	17
F3	F1	32	Diverse & Determined	2,940	2.39	61,154	1.58	0.05	151
S6	M2	62	Suburban Recliners	2,727	2.22	50,597	1.31	0.05	169
U5	F1	60	Value Villagers	2,560	2.08	74,230	1.92	0.03	108
R2	M1	41	Down to Earth	2,538	2.06	38,121	0.99	0.07	209
U5	Y2	52	Friends & Roomies	2,415	1.96	70,616	1.83	0.03	107
F1	F2	18	Multicultural Corners	2,374	1.93	105,129	2.73	0.02	71
R2	F3	48	Agri-Biz	2,310	1.88	19,162	0.50	0.12	378
U1	M1	02	Wealthy & Wise	2,290	1.86	44,769	1.16	0.05	160
F1	M1	07	Mature & Secure	2,243	1.82	45,501	1.18	0.05	155
R1	F3	26	Country Traditions	2,093	1.70	88,302	2.29	0.02	74
U4	F3	64	Midtown Movers	2,012	1.64	47,086	1.22	0.04	134
T1	M1	58	Old Town Roads	1,811	1.47	16,113	0.42	0.11	353
U3	Y1	47	Social Networkers	1,787	1.45	49,621	1.29	0.04	113
U5	Y2	67	Just Getting By	1,702	1.38	85,595	2.22	0.02	62
R2	M2	49	Backcountry Boomers	1,356	1.10	7,646	0.20	0.18	557
S6	M2	53	Silver Flats	1,315	1.07	29,114	0.76	0.05	142
F3	F3	31	Metro Melting Pot	1,179	0.96	141,579	3.67	0.01	26
U3	Y2	22	Indieville	1,086	0.88	26,788	0.69	0.04	127
U2	M2	51	On Their Own Again	990	0.81	91,444	2.37	0.01	34
S6	M1	45	Slow-Lane Suburbs	853	0.69	55,288	1.43	0.02	48
U4	F3	61	Came From Away	769	0.63	77,691	2.01	0.01	31
F2	Y2	20	New Asian Heights	627	0.51	45,598	1.18	0.01	43
S3	Y3	24	All-Terrain Families	409	0.33	36,288	0.94	0.01	35
U1	M1	01	The A-List	380	0.31	15,756	0.41	0.02	76
U2	F3	36	Middle-Class Mosaic	359	0.29	59,692	1.55	0.01	19
F3	F2	30	South Asian Society	117	0.10	40,650	1.05	0.00	9

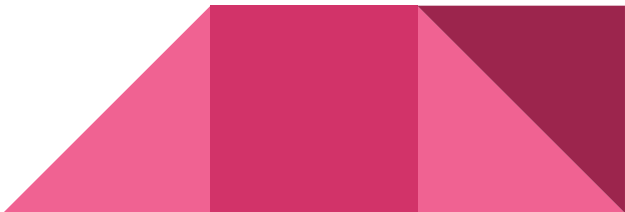


Observations

- Just under $\frac{1}{3}$ of visitors to the Southampton beach in 2023 were tourists.
- Not surprisingly, 48% are within Saugeen Shores, South Bruce Peninsula and Arran Elderslie. Cities like Kitchener, Guelph and Cambridge all index high and represent about 10% daily visits. Although slightly more than 24k visits came from Toronto, it indexes low meaning it will be challenging to find the people who are interested in coming here.
- The Distance Decay tells you how far people are travelling to come to Southampton Beach. 46% live within 25km. 96% of visitors live within 200km of Southampton. We will use 200km as the trade area for visitors. The report will use an area of 40 km-200 km so we can look only at visitors. Toronto was outside of 200km so is not included in the benchmark.
- The average household maintainer is 49. This is slightly lower benchmark of 40-200 km trade area. 53% of households are families with children at home. There is a strong presence of kids under 19 and parents between 30-44.
- Visitors have a slightly higher than average household income. Households with incomes between \$100k+ over index.
- Visitors with bachelor's degrees and above slightly over index. The number of people in the labour force is slightly higher than the benchmark. People who have careers in social sciences, government and education as well as management over index. 51% of people drive to work.
- There is a slightly higher than average diversity among visitors and the number of people who have immigrated to Canada since 2017 does over index. South Asian is the dominant ethnicity.
- Values are relatively flat, however, the strong values lean towards people controlling their own futures and working hard towards success (*North American dream, Personal control, Personal Optimism*). They are open to technology and have confidence in advertising.

Observations

- Their use of social media channels mirrors the benchmark. Facebook and YouTube are the most popular channels. They are comfortable using WhatsApp, Instagram and LinkedIn.
- Visitors are using social media to get coupons and discounts as well as learn about new products at a rate slightly higher than the benchmark.
- Use of YouTube and WhatsApp are the fastest growing social channels. 9.2% are looking for travel related information which is about average.
- Be cautious when asking for personal information on social media platforms.
- The internet is the most consumed medium at 94% using the internet for 329 minutes per day on average, followed by television (85% watch for 162 minutes a day). These visitors enjoy looking at automotive news,content, fashion/beauty contests and entering contests. Radio listenership is average compared to the benchmark and Mainstream or Classic Hits are popular genres. Use of magazines or newspapers is very low.
- Professional hockey, larger concerts and sporting events as well as theme parks are popular venues that visitors have attended in the past year.
- Canoeing, fitness walking, basketball and camping are the most popular activities.
- Pizza, Asian and sandwich shops are the restaurant types. Visitors prefer casual/family dining best.
- 29% of visitors are in these 5 segments. Older families and mature folks from a variety of different geographic areas come. Turbo Burbs is the most affluent segment while all others are mid-scale.



Recommendations

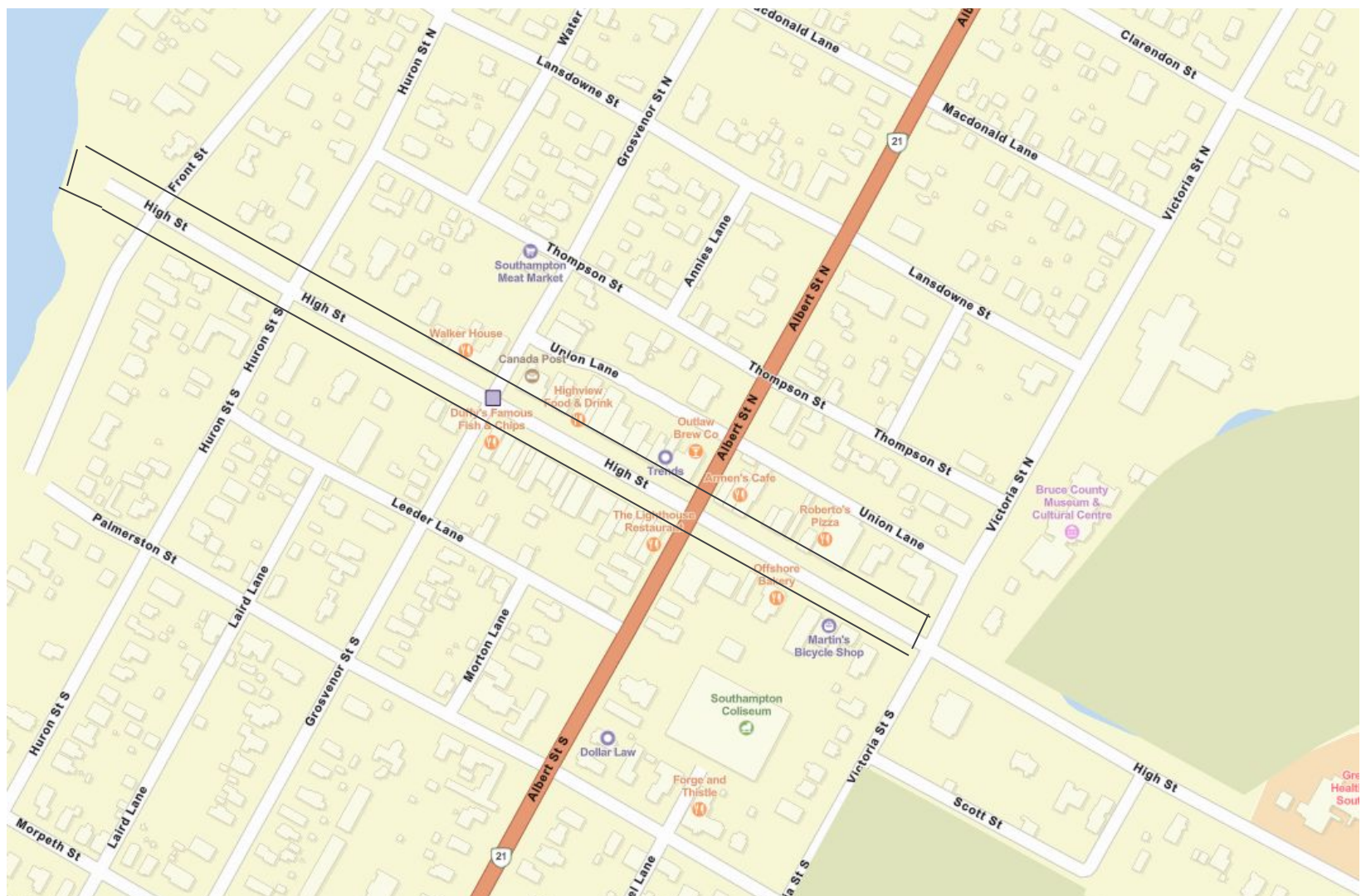
- Create advertising campaigns in Southwestern Ontario focusing on Kitchener, Waterloo, Guelph and Cambridge. The rural areas surrounding those cities would also be great places to advertise.
- Include families in your advertising with kids of all ages. Ensure there are mixed races and ethnicities.
- Encourage local residents to invite their friends and families to come and visit.
- Create opportunities for cooperative advertising with businesses in Port Elgin. Focus on showing branding name clothing as status is important to visitors.
- Use digital channels as the main focus or any campaign. Social media is used frequently as well.
- Show off activities at the beach like volleyball, lawn games and the concert series.
- Also include opportunities to showcase paddling down the Saugeen River or camping. Hiking on the trails - rail trail, Beiner Bush trails and MacGregor Point trails will be popular with visitors.
- Don't be afraid to include technology in advertising or product development. Use of WhatsApp or other direct messaging tools, or QR codes would not intimidate the visitors who are coming.





Downtown Southampton Geofence Report Consumer Data Analysis

2023 MobileScapes Mobile Movement Database



Notes on Geofence Data Collected

Geofence: A virtual geographic boundary or polygon that represents a particular area of interest used for extracting mobile data. Geofences can be hand-drawn on a map or imported as spatial area polygons.

Total Records: Each record represents a counted device.

Unique Visitors: The number of distinct and unique devices that entered the Geofence in the requested time range, regardless of how often they visit. Visitors are represented as an estimated Household Population 15+ weight. They filter out multiple visitors to give a true indication of the unique Household Population 15+ identified within the Geofence over the time period selected.

Daily Visits: The number of times the device entered the Geofence, regardless of how many visitors make up those visits. If someone entered the geofenced area 100 times, they would be counted 100 times. This could also be considered your total foot traffic.

Common Evening Location (CEL): Used to infer the device home location; it is assigned to the closest Postal/ZIP Code.

The next slide indicates how many people entered the Geofenced areas in 2023.

Southampton Geofence Data Collected

Year	Total Records	Daily Visits	Unique Visitors
2023 total visits	3,546	847,028	77,579
2023 Tourists (40 km - 200 km)	3,546	238,966	35,926

HOW TO READ

Ranking Areas—Customers

Rank Areas based on the presence of your customers. Helps answer the question: Which areas have the highest concentration of my customers?



Name	Code	Count	%	Base Count	Base %	% Pen	Index
Toronto (ON), C	3520005	2,107	17.02	1,142,715	21.16	0.18	80
Ottawa (ON), CV	3506008	995	8.04	397,426	7.36	0.25	109
Mississauga (ON), CY	3521005	848	6.85	261,449	4.84	0.32	142
Hamilton (ON), C	3525005	751	6.07	223,273	4.13	0.34	147
London (ON), CY	3539036	610	4.93	168,467	3.12	0.36	158
Windsor (ON), CY	3537039	551	4.45	94,471	1.75	0.58	255
Kitchener (ON), CY	3530013	424	3.43	95,900	1.77	0.44	193
Burlington (ON), CY	3524002	414	3.35	75,782	1.40	0.55	238
Greater Sudbury (ON), CV	3553005	408	3.30	73,849	1.37	0.55	241
St. Catharines (ON), CY	3526053	364	2.94	59,567	1.10	0.61	267
Guelph (ON), CY	3523008	338	2.73	52,842	0.98	0.64	279
Waterloo (ON), CY	3530016	335	2.71	41,100	0.76	0.82	356
Barrie (ON), CY	3543042	308	2.49	55,550	1.03	0.55	242
Richmond Hill (ON), T	3519038	303	2.45	67,276	1.25	0.45	197
Kingston (ON), CY	3510010	294	2.38	58,387	1.08	0.50	220
Oshawa (ON), CY	3518013	278	2.25	66,397	1.23	0.42	183
Sarnia (ON), CY	3538030	236	1.91	33,820	0.63	0.70	305
Peterborough (ON), CY	3515014	220	1.78	36,489	0.68	0.60	263
Markham (ON), T	3519036	193	1.56	104,045	1.93	0.19	81

We focus on the Count, the % and the % Pen columns in this report.

In our example, 2,107 of our customers live in the City of Toronto. This represents 17.02% of all our customers in our selected Area of Interest, which is Ontario.

There are 1,142,715 households in Toronto. Our 2,107 customers in Toronto represent a market penetration rate of 0.18%. The penetration rate of 0.18% in Toronto is 20% lower (index = 80) than the penetration rate for customers in Ontario overall. We can also say that our customers are 20% under represented in Toronto compared to the average market penetration across Ontario.

Index Legend Under 80 110 to 119 120 to 149 Over 150

Code refers to the numbers given to Standard Geographic Areas by Statistics Canada. The smaller the number, the larger the Area. For example, Canada's code is 1. Quebec's code is 24. Montréal Census Metropolitan Area's code is 462. Montréal Census Subdivision's code is 2466023.

Count The number of customers living in that geography

% (Count/Total Count * 100) The percentage of the total customer file living in that geography

Base Count The number of population or households living in that geography

Base % (Base Count/Base Total Count * 100) The percentage of the total population or households in the Area of Interest living in that geography

% Pen (Count/Base Count * 100) measures the count of customers in a geography compared to the Base population or household counts in selected Area of Interest

Index (% /Base % *100) measures whether the presence of customers in a geography is over represented or under represented when compared to the overall average presence of customers in an Area of Interest (average = 100)

Customers: MobileScapes Extract Southampton Downtown 2023 - Visitors

Geographic Level: PRCDSCD

CEL: Visits

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Saugeen Shores, ON (T)	3541045	401,964	46.93	13,180	0.10	3,049.80	45,514
South Bruce Peninsula, ON (T)	3541055	62,470	7.29	8,736	0.07	715.08	10,672
Arran-Elderslie, ON (MU)	3541043	31,944	3.73	6,250	0.05	511.10	7,627
Toronto, ON (C)	3520005	30,808	3.60	2,611,953	20.43	1.18	18
Kitchener, ON (CY)	3530013	21,197	2.48	230,268	1.80	9.21	137
Guelph, ON (CY)	3523008	19,978	2.33	127,750	1.00	15.64	233
Owen Sound, ON (CY)	3542059	19,557	2.28	20,147	0.16	97.07	1,449
Kincardine, ON (MU)	3541024	18,559	2.17	10,400	0.08	178.45	2,663
Brockton, ON (MU)	3541032	17,320	2.02	8,120	0.06	213.30	3,183
Hanover, ON (T)	3542029	15,559	1.82	7,230	0.06	215.20	3,212
Hamilton, ON (C)	3525005	13,379	1.56	503,419	3.94	2.66	40
Waterloo, ON (CY)	3530016	11,670	1.36	108,104	0.85	10.79	161
North Perth, ON (MU)	3531040	10,173	1.19	11,642	0.09	87.38	1,304
Cambridge, ON (CY)	3530010	9,920	1.16	121,127	0.95	8.19	122
Georgian Bluffs, ON (TP)	3542053	9,631	1.12	9,197	0.07	104.72	1,563
Chatsworth, ON (TP)	3542037	8,992	1.05	5,855	0.05	153.58	2,292
Mississauga, ON (CY)	3521005	8,459	0.99	656,069	5.13	1.29	19
London, ON (CY)	3539036	8,060	0.94	371,625	2.91	2.17	32
Burlington, ON (CY)	3524002	7,158	0.84	168,201	1.32	4.26	64
Brampton, ON (CY)	3521010	6,845	0.80	628,117	4.91	1.09	16
Oakville, ON (T)	3524001	6,506	0.76	185,815	1.45	3.50	52
Meaford, ON (MU)	3542047	5,770	0.67	10,502	0.08	54.94	820
Woolwich, ON (TP)	3530035	5,682	0.66	24,299	0.19	23.38	349
Southgate, ON (TP)	3542005	5,663	0.66	6,461	0.05	87.65	1,308
South Bruce, ON (MU)	3541004	5,002	0.58	4,780	0.04	104.64	1,562
Minto, ON (T)	3523043	4,976	0.58	7,753	0.06	64.19	958
Milton, ON (T)	3524009	4,694	0.55	121,615	0.95	3.86	58
Ottawa, ON (CV)	3506008	3,675	0.43	912,538	7.14	0.40	6
Huron-Kinloss, ON (TP)	3541015	3,585	0.42	6,131	0.05	58.48	873
Markham, ON (CY)	3519036	3,044	0.35	312,531	2.44	0.97	15
Centre Wellington, ON (TP)	3523025	2,692	0.31	26,244	0.20	10.26	153
Barrie, ON (CY)	3543042	2,500	0.29	146,039	1.14	1.71	26
Newmarket, ON (T)	3519048	2,354	0.28	80,899	0.63	2.91	43
Windsor, ON (CY)	3537039	2,346	0.27	197,880	1.55	1.19	18
Woodstock, ON (CY)	3532042	2,183	0.26	41,243	0.32	5.29	79
Puslinch, ON (TP)	3523001	2,150	0.25	7,014	0.06	30.66	458
St. Catharines, ON (CY)	3526053	2,145	0.25	120,116	0.94	1.79	27
Caledon, ON (T)	3521024	2,096	0.24	71,253	0.56	2.94	44
Guelph/Eramosa, ON (TP)	3523009	1,962	0.23	12,046	0.09	16.29	243

Distance Decay | Customers

[How to Read](#)[Why is my report blank?](#)

Location: Southampton Downtown_FromGeofence

Customers: MobileScapes Extract Southampton Downtown 2023 - Visitors CEL: Visits

Units: Kilometres (Radius)

Unit Bands	Absolute Count	Absolute %	Cumulative Count	Cumulative %	Base Absolute Count	Base Cumulative Count	% Pen
0 - 25	472,661	55.80	472,661	55.80	23,792	23,792	1,986.64
25 - 50	119,915	14.16	592,577	69.96	74,036	97,828	161.97
50 - 75	15,546	1.84	608,123	71.79	53,198	151,026	29.22
75 - 100	22,354	2.64	630,478	74.43	93,509	244,535	23.91
100 - 125	10,010	1.18	640,489	75.62	244,681	489,216	4.09
125 - 150	79,886	9.43	720,376	85.05	1,091,203	1,580,419	7.32
150 - 175	58,127	6.86	778,503	91.91	3,602,491	5,182,910	1.61
175 - 200	54,804	6.47	833,308	98.38	3,532,722	8,715,632	1.55
200 - 225	6,488	0.77	839,797	99.15	624,342	9,339,974	1.04
225 - 250	3,816	0.45	843,614	99.60	350,513	9,690,487	1.09
250 - 275	1,005	0.12	844,619	99.72	208,560	9,899,047	0.48
275 - 300	2,409	0.28	847,028	100.00	252,857	10,151,904	0.95
300 - 325	0	0.00	847,028	100.00	8,553	10,160,457	0.00
325 - 350	0	0.00	847,028	100.00	0	10,160,457	0.00

Area of Interest: Southwestern Ontario

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Customers: MobileScapes Extract Southampton Downtown 2023 - Visitors CEL: Visits

MEDIAN MAINTAINER AGE

52

Index: 99

MARITAL STATUS



61.8%

Index: 107

Married/Common-Law

FAMILY STATUS*

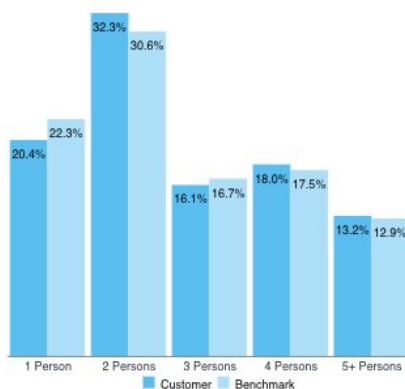


38.0%

Index: 109

Couples Without Children At Home

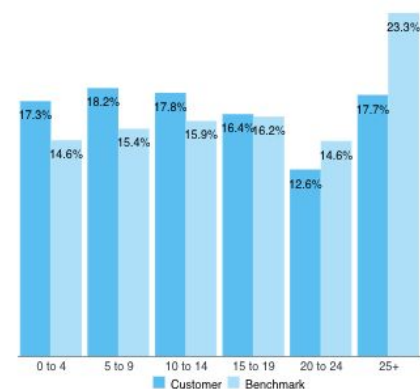
HOUSEHOLD SIZE



POPULATION BY AGE

	%	Index
0 to 4	5.8	113
5 to 9	6.3	116
10 to 14	6.4	113
15 to 19	6.1	103
20 to 24	6.1	88
25 to 29	6.8	86
30 to 34	7.3	95
35 to 39	7.6	107
40 to 44	7.3	110
45 to 49	6.3	102
50 to 54	5.8	94
55 to 59	5.8	90
60 to 64	5.9	93
65 to 69	5.2	99
70 to 74	4.3	102
75 to 79	3.3	102
80 to 84	2.0	99
85+	1.8	96

AGE OF CHILDREN AT HOME



Benchmark: Southampton Visitors

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*Chosen from index ranking with minimum 5% composition.

Index Colours: <80 80 - 110 110+

Customers: MobileScapes Extract Southampton Downtown 2023 - Visitors CEL: Visits

TENURE



STRUCTURE TYPE



Houses

85.6%

Index: 114



Apartments

14.0%

Index: 57

AGE OF HOUSING*

3 - 7 Years Old

% Comp: 13.8 Index: 188

AVERAGE HOUSEHOLD INCOME



\$131,178

Index: 101

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southampton Visitors

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*Chosen from index ranking with minimum 5% composition.

Index Colours: <80 80 - 110 110+

Customers: MobileScapes Extract Southampton Downtown 2023 - Visitors CEL: Visits

EDUCATION



26.7%

Index: 96

University Degree

LABOUR FORCE PARTICIPATION



69.0%

Index: 102

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



50.3%

Index: 112

Travel to work by Car (as Driver)

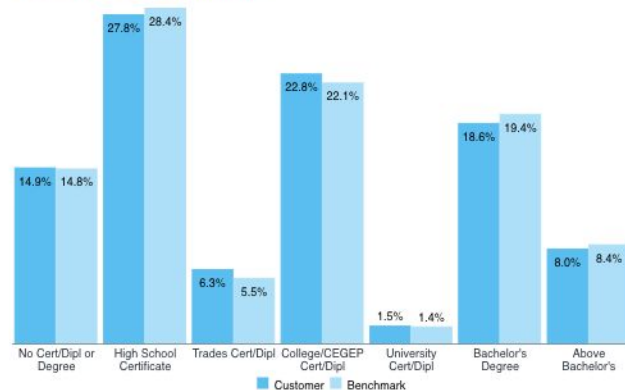


3.6%

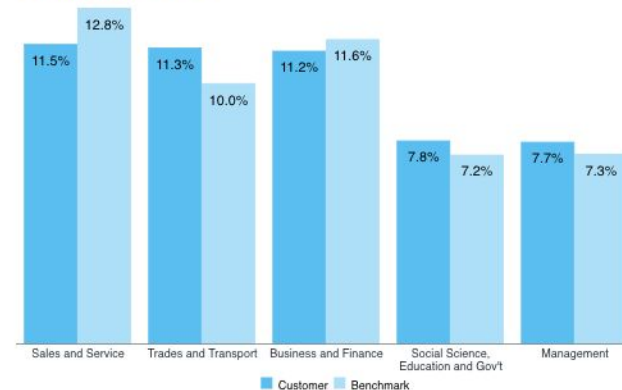
Index: 93

Travel to work by Car (as Passenger)

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southampton Visitors

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*Ranked by percent composition.

Index Colours: <80 80 - 110 110+

Customers: MobileScapes Extract Southampton Downtown 2023 - Visitors CEL: Visits

INDIGENOUS IDENTITY



1.7%

Index: 98

VISIBLE MINORITY PRESENCE



29.8%

Index: 83

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



1.9%

Index: 81

No knowledge of
English or French

IMMIGRATION



25.6%

Index: 80

Born outside Canada

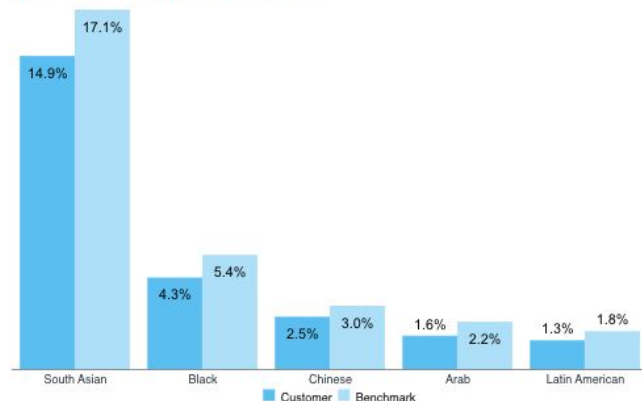
PERIOD OF IMMIGRATION*

2017 To Present

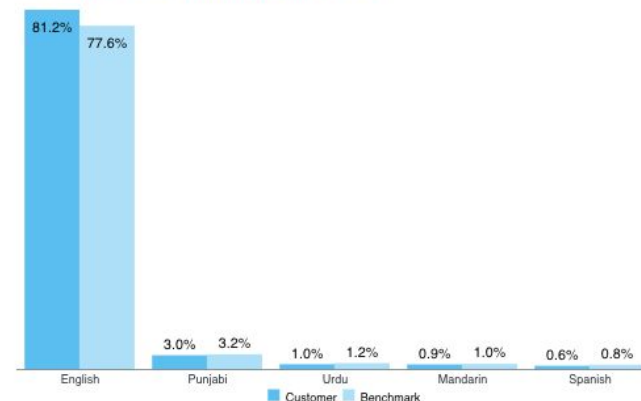
9.9%

Index: 111

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southampton Visitors

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*Chosen from index ranking with minimum 5% composition.

**Ranked by percent composition.

Index Colours:	<80	80 - 110	110+
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Customers: MobileScapes Extract Southampton Downtown 2023 - Visitors CEL



Strong Values

	Index
Attraction to Nature	114
Utilitarian Consumerism	110
Emotional Control	107
Confidence in Small Business	106
Financial Security	105
Aversion to Complexity	104
Duty	103
North American Dream	103
Work Ethic	103
Brand Apathy	102



Descriptions | Top 3 Strong Values

Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

Utilitarian Consumerism

Tendency to base purchase decisions on utilitarian rather than aesthetic considerations. Measures the attention given to utility of objects and products purchased. People strong on this construct seldom buy products purely for their appearance. Lack of a need to engage in personal expression through aesthetic means.

Emotional Control

Desire to live in a cool and controlled way. Also, a tendency to be guided less by one's emotions, feelings and intuition than by reason and logic. No great tendency to explore emotion-based experiences.



Weak Values

	Index
Attraction For Crowds	90
Pursuit of Intensity	91
Pursuit of Novelty	92
Sexism	92
Consumption Evangelism	93
Consumptivity	93
Enthusiasm for Technology	93
Introspection & Empathy	93
Advertising as Stimulus	93
Buying on Impulse	94



Descriptions | Top 3 Weak Values

Attraction For Crowds

Enjoyment of being in large crowds as a means of deindividuation and connection-seeking.

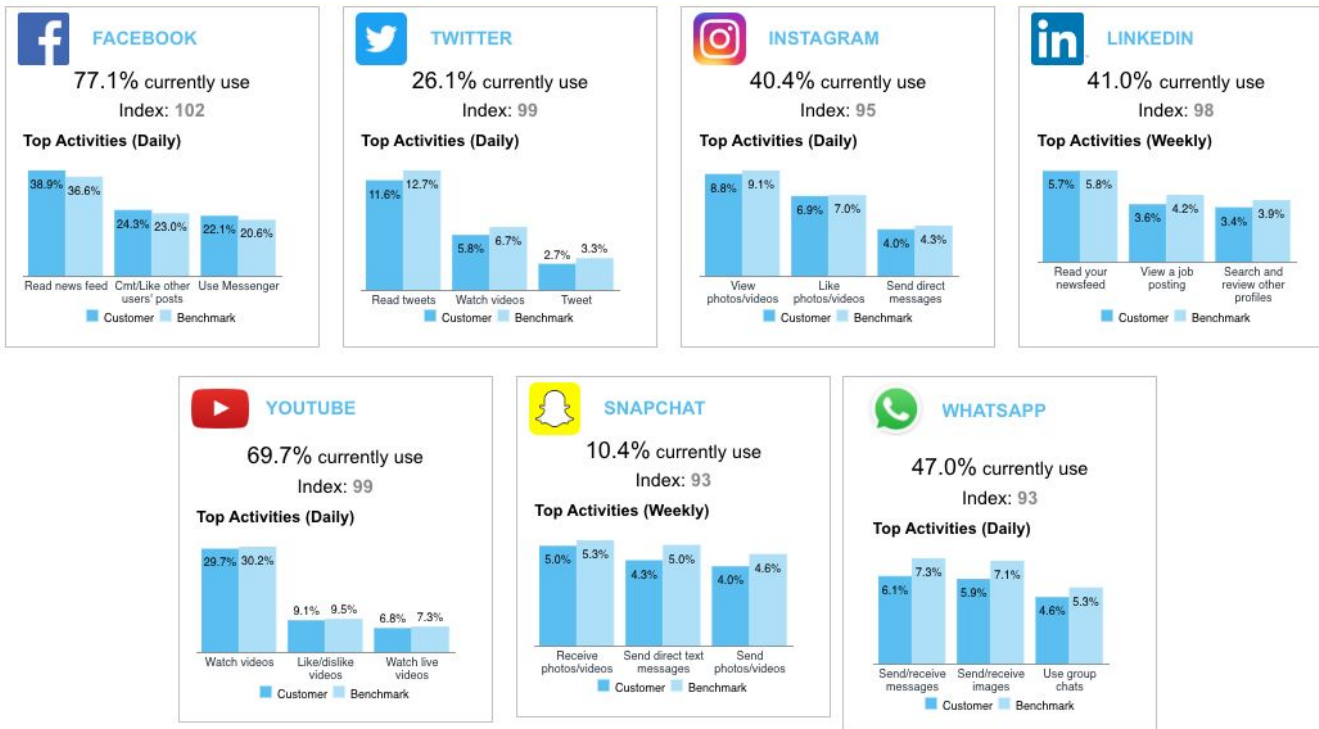
Pursuit of Intensity

Desire to live intensely. Also, a tendency to be guided less by reason and logic than by one's emotions, feelings and intuition. A need to constantly experience new sensations.

Pursuit of Novelty

Active desire to discover new "modern" products, services and experiences, and to integrate them into the routine of daily life. People who are strong on this construct want to experience something new every day.

Customer: MobileScapes Extract Southampton Downtown 2023 - Visitors CEL: Visits



Benchmark: Southampton Visitors

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Chosen and ranked by percent composition.

(!)Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+

Customer: MobileScapes Extract Southampton Downtown 2023 - Visitors CEL: Visits

FRIENDS IN ALL SM NETWORKS



0-49 friends

FREQUENCY OF USE (DAILY)



Facebook

BRAND INTERACTION



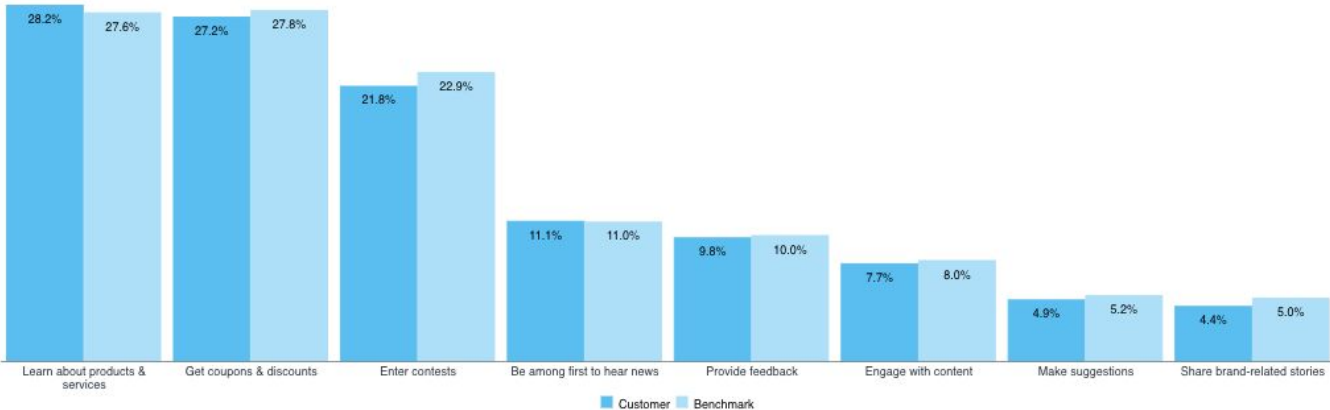
Like brand on Facebook

NO. OF BRANDS INTERACTED



2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southampton Visitors

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Chosen and ranked by percent composition.

Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Southampton Downtown 2023 - Visitors CEL: Visits

SOCIAL MEDIA PURCHASES - SEEK SUGGESTIONS/RECOMMENDATIONS WHEN CONSIDERING: (Top 4)



8.4%

Index: 93

Vacation, travel-related



5.7%

Index: 77

Entertainment-related (i.e. movies)



5.6%

Index: 84

Big-ticket (i.e. appliances)

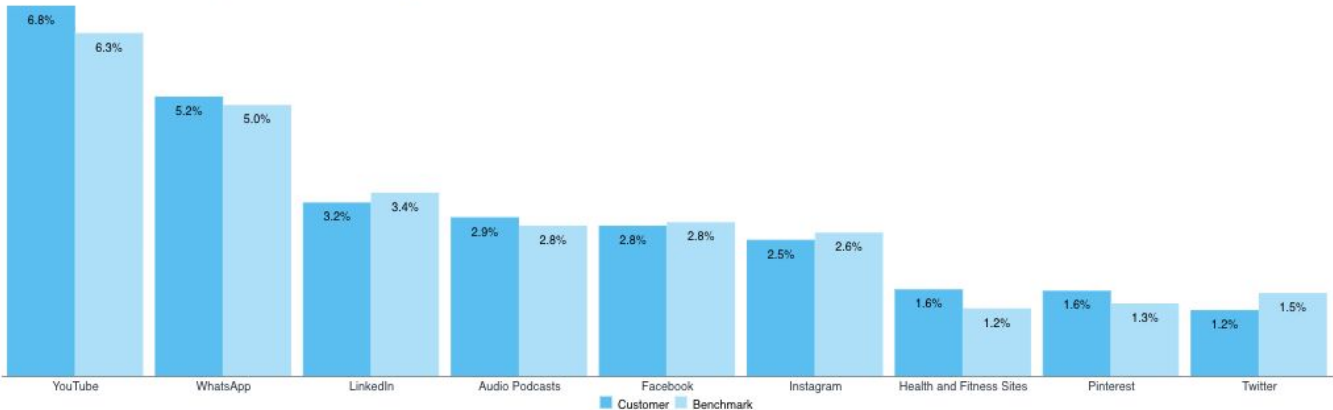


5.3%

Index: 85

Banking, credit cards

USAGE EXPECTATIONS (Increase in the next yr)



Benchmark: Southampton Visitors

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Chosen and ranked by percent composition.

Note: N/A values are displayed if variables do not meet criteria.

(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Southampton Downtown 2023 - Visitors CEL: Visits



DESCRIBES ME*...

Use SM to stay connected with personal contacts

% Comp **39.6** Index **99**



I AM OPEN TO RECEIVING RELEVANT MARKETING MESSAGES THROUGH SOCIAL MEDIA CHANNELS

% Comp **17.7** Index **95**



I WOULD BE MORE INCLINED TO PARTICIPATE IN SM IF I KNEW MY PERSONAL INFORMATION WOULD NOT BE OWNED/SHARED BY COMPANY

% Comp **67.2** Index **103**



I AM VERY COMFORTABLE SHARING MY PERSONAL INFORMATION WITH SOCIAL MEDIA SITES

% Comp **7.5** Index **89**



SOCIAL MEDIA COMPANIES SHOULD NOT BE ALLOWED TO OWN OR SHARE MY PERSONAL INFORMATION

% Comp **81.2** Index **101**



SHARING MY PERSONAL INFO WITH FRIENDS/ACQUAINT. IN SM ENVIRONMENTS DOES NOT CONCERN ME

% Comp **19.3** Index **99**

Benchmark: Southampton Visitors

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*Chosen and ranked by percent composition with a minimum of 5%.

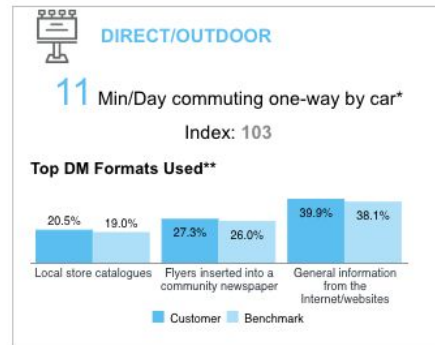
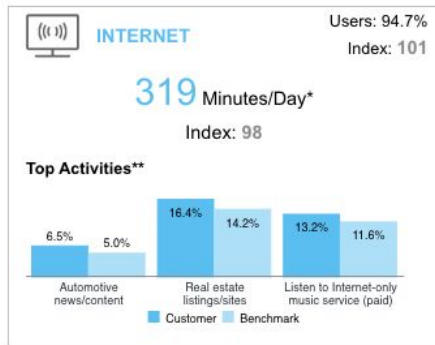
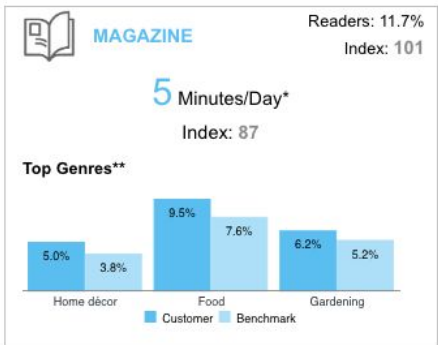
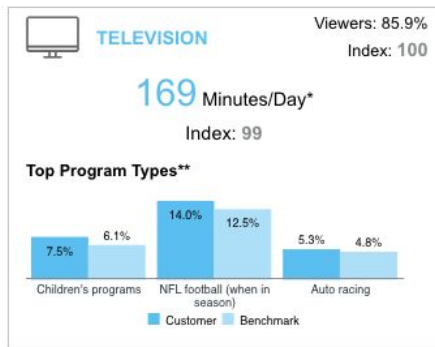
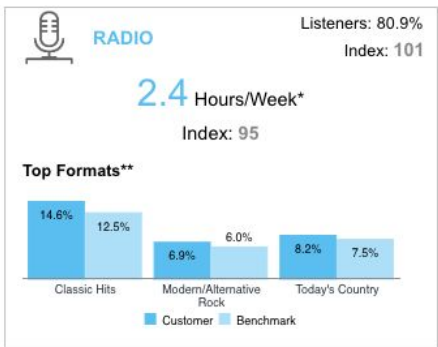
Index Colours:

<80

80 - 110

110+

Customer: MobileScapes Extract Southampton Downtown 2023 - Visitors
CEL: Visits



Benchmark: Southampton Visitors

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*Consumption values based to Household Population 12+.

**Chosen from index ranking with minimum 5% composition.

Index Colours: <80 80 - 110 110+

Customer: MobileScapes Extract Southampton Downtown 2023 - Visitors
CEL: Visits

Top Shows & Exhibitions*



Top Local Attractions & Destinations**



Top Professional Sports**



Top Concert & Theatre Venues**



Benchmark: Southampton Visitors

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*Chosen from index ranking.

**Chosen from index ranking with minimum 5% composition.

(!) Represents low sample size. Please analyze with discretion.

Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Southampton Downtown 2023 - Visitors

CEL: Visits

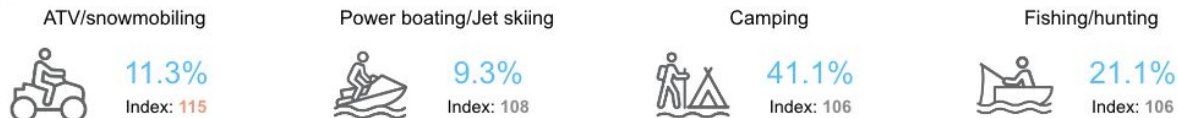
Top Individual Sports



Top Team Sports



Top Activities



Top Fitness



Benchmark: Southampton Visitors

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*Chosen from index ranking with minimum 5% composition.

Index Colours:

<80

80 - 110

110+

Behavioural - Numeris | In-Store Apparel & Jewellery Retailers

How to Read



Customer: MobileScapes Extract Southampton Downtown 2023 - Visitors

CEL: Visits



TOP CLOTHING STORES

Shopped, Past year

Ranked by Volume

Winners

33.5% Index: 102

Marks Work Wearhouse

27.1% Index: 109

Department stores

19.1% Index: 107

Ranked by Index

Moores

3.4% Index: 121

Jean stores

3.7% Index: 120

Aritzia

7.0% Index: 119



TOP FOOTWEAR STORES

Shopped, Past year

Ranked by Volume

Sports stores

20.3% Index: 110

Department stores

14.8% Index: 111

The Shoe Company

13.3% Index: 116

Ranked by Index

Little Burgundy (!)

1.4% Index: 158

Call It Spring/Boutique Spring

5.0% Index: 128

The Shoe Company

13.3% Index: 116



TOP SPORTING GOOD/ATHLETIC STORES

Shopped, Past year

Ranked by Volume

Sport Chek

29.6% Index: 99

Big box/warehouse stores

14.0% Index: 108

Other

9.2% Index: 106

Ranked by Index

Sports Experts

1.8% Index: 199

Atmosphere

1.4% Index: 154

Foot Locker

8.6% Index: 111



TOP JEWELLERY STORES

Shopped, Past year

Ranked by Volume

Department stores

5.5% Index: 113

Big box/warehouse stores

4.9% Index: 106

Peoples

4.1% Index: 112

Ranked by Index

Department stores

5.5% Index: 113

Peoples

4.1% Index: 112

Big box/warehouse stores

4.9% Index: 106

Benchmark: Southampton Visitors

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(!) Represents variables with low sample size. Please analyze with discretion.

Benchmark used for Index calculations.

Index Colours:

<80

80 - 110

110+

Behavioural - Numeris | Restaurant Types (A)

How to Read



Customer: MobileScapes Extract Southampton Downtown 2023 - Visitors

CEL: Visits



TOP RESTAURANT FOOD TYPES

Ordered, Past year

Ranked by Volume

Pizza restaurants	60.5%	Index: 103
Asian restaurants	49.4%	Index: 102
Sub/sandwich restaurants	41.6%	Index: 110

Ranked by Index

Sub/sandwich restaurants	41.6%	Index: 110
Steakhouse	26.0%	Index: 106
Ice cream/frozen yogurt restaurants	37.1%	Index: 105



TOP RESTAURANT SERVICE TYPES

Ordered, Past year

Ranked by Volume

Casual/family dining restaurants	51.8%	Index: 108
Formal dine-in restaurants	35.2%	Index: 104
Pub restaurants	35.2%	Index: 106

Ranked by Index

Casual/family dining restaurants	51.8%	Index: 108
Pub restaurants	35.2%	Index: 106
Sports bars	21.1%	Index: 106



TOP FOOD ORDERING METHODS

Ordered, Past year

Ranked by Volume

Take Out	69.9%	Index: 102
Drive Through	48.0%	Index: 108
Eat In Restaurant	44.8%	Index: 104

Ranked by Index

Drive Through	48.0%	Index: 108
Eat In Restaurant	44.8%	Index: 104
Take Out	69.9%	Index: 102

Benchmark: Southampton Visitors

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Benchmark used for Index calculations.

Index Colours:

<80

80 - 110

110+

Behavioural - Numeris | Restaurant Types (B)

How to Read



Customer: MobileScapes Extract Southampton Downtown 2023 - Visitors

CEL: Visits



TOP RESTAURANTS *Visited/Ordered, Past Year*

Ranked by Volume

Swiss Chalet	33.9%	Index: 103
Other casual/family restaurants	26.5%	Index: 103
The Keg	16.3%	Index: 106

Ranked by Index

Kelsey's	14.4%	Index: 125
St-Hubert BBQ	2.1%	Index: 125
Earls	2.9%	Index: 122



TOP FAST FOOD RESTAURANTS *Visited/Ordered, Past Month*

Ranked by Volume

McDonald's	48.5%	Index: 106
Other fast food restaurants	28.8%	Index: 103
Subway	25.0%	Index: 107

Ranked by Index

Taco Time	0.2%	Index: 125
Mr. Sub	2.1%	Index: 124
Arby's	3.8%	Index: 121



TOP COFFEE/DONUT SHOPS *Visited/Ordered Past Month*

Ranked by Volume

Tim Hortons	62.3%	Index: 101
McCafé/McDonald's	30.4%	Index: 101
Starbucks	28.0%	Index: 106

Ranked by Index

Starbucks	28.0%	Index: 106
McCafé/McDonald's	30.4%	Index: 101
Tim Hortons	62.3%	Index: 101

Benchmark: Southampton Visitors

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(!) Represents variables with low sample size. Please analyze with discretion.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+
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Definitions from “How to Read” on following slide

SG (Social Group): Each segment is assigned to one Social Group (SG) based on consider the urban-rural context, home language (English, French and non-official), affluence, family status, age of maintainer and ethnicity.

LG (Lifestage Group): The Lifestage Groups (LG) categorize household composition according to the presence of singles, couples and families.

Code: The individual segment numbers are based on SESI, a composite segment ranking score which reflects various factors such as average household income, discretionary income, educational attainment levels, the value of private dwellings, average net worth and household size. The 67 segments have been ranked from one to 67 on the SESI scale, with one being the highest. Because this ranking reflects more than income alone, most of the segments have a SESI score that is different from their average household income ranking.

Count: The number of people or households in the selected input that fit into the consumer segment.

%: The percentage of the population, households or segments in the input that exhibit the behaviour.

Base Count: The number of people or households in the benchmark who exhibit that behavior.

Base %: The percentage of the population or households in the Benchmark that exhibit that characteristic.

% Pen: Of all people or households who exhibit that behavior in the base area, % Pen is the proportion that are found in the customer input, trade area or target group.

Index: Measures if the households or population in the segment are more or less likely to exhibit a behavior when compared to the benchmark. An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.

Top 5 segments represent **37.3%** of customers in Southampton Visitors



Rank:	1
Customers:	26,890
Customers %:	11.25
% in Benchmark:	1.52
Index:	742

A quintessential portrait of Middle Canada, Happy Medium consists of couples and families living in the outer suburbs of large and midsize cities. The segment contains a mix of middle-income households of varied ages (maintainers range from 45 to over 75), educations (mostly high school or college) and family types (couples and families). Many households in this segment have deep roots: three-quarters of residents are third-plus-generation Canadians. Residents typically hold blue-collar or service sector jobs, and most own an older, single-detached house. With their unpretentious lifestyles, they enjoy home-based pursuits like woodworking, gardening and sewing, and outdoor activities such as canoeing, rowing and snowmobiling. To stretch their budgets, many shop at second-hand clothing and discount grocery stores.



Rank:	2
Customers:	25,177
Customers %:	10.54
% in Benchmark:	3.45
Index:	305

Found mostly in Alberta and Ontario, New Country is one of the wealthiest rural segments, with nearly two-thirds of residents working in well-paying agricultural and blue-collar occupations. Forty percent of the maintainers are between 45 and 64 years old, and nearly 45 percent of households have children, typically of all ages. Most own comfortable, single-family homes, and often fill their driveways with power boats, ATVs and snowmobiles. Their daily routine is not unlike the one their grandparents enjoyed. For leisure, New Country members like to go hunting, fishing and camping, or they'll stay home and do gardening or crafts. Known for their deep roots in the community, three-quarters of residents are third-plus-generation Canadians; fewer than one in ten is foreign-born.



Rank:	3
Customers:	14,917
Customers %:	6.24
% in Benchmark:	5.68
Index:	110

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 5. These middle-aged adults have used their mostly high school and college educations to land a variety of blue-collar jobs. Their upper-middle incomes allow them to purchase single-detached houses and fill their garages with skiing, golfing and hockey equipment plus motorcycles, boats and camping trailers. A vacation means packing up the camper and hitting the road for one of Canada's parks.



Rank:	4
Customers:	11,385
Customers %:	4.76
% in Benchmark:	1.27
Index:	374

Scenic Retirement exemplifies one of Canada's dominant demographic trends, the aging population. With more than two-thirds of household maintainers over 55 years old, the segment features older married couples and singles living in the suburban neighbourhoods of smaller cities. Most members own single-detached houses and though only half are still in the labour force, incomes are above \$100,000 from a mix of sectors. These households stay active by playing golf, fitness, walking and gardening. A night out may mean a trip to a casino or community theatre. And with most residents born well before the advent of the Internet, this segment is a bastion of traditional media.



Rank:	5
Customers:	10,695
Customers %:	4.48
% in Benchmark:	0.20
Index:	2,259

A collection of remote villages mainly in the Atlantic provinces, Backcountry Boomers is about as rural as it gets. These households are mostly older, empty-nesting couples and those living alone. Forty percent of maintainers are over 65, most adults are out of the labour force and nearly three-quarters of households contain only one or two people. Incomes are modest, but they're enough for households to own a single-detached house and enjoy an unpretentious lifestyle. These Canadians like to fish, hunt and garden, for the camaraderie as much as the opportunity to put food on the table. Their hobbies are the old-fashioned variety: crafts, knitting and collecting coins and stamps. Despite their remote communities, they prefer in-store shopping to e-commerce.

Sig	Lg	Code	Name	Count	%	Base Count	Base %	% Pen	Index
S5	F3	43	Happy Medium	26,890	11.25	58,513	1.52	0.46	742
R1	F3	33	New Country	25,177	10.54	133,082	3.45	0.19	305
S3	F3	19	Family Mode	14,917	6.24	219,355	5.68	0.07	110
S6	M2	21	Scenic Retirement	11,385	4.76	49,175	1.27	0.23	374
R2	M2	49	Backcountry Boomers	10,695	4.48	7,646	0.20	1.40	2,259
U2	M1	23	Mid-City Mellow	10,239	4.29	172,589	4.47	0.06	96
R1	F3	14	Kick-Back Country	9,144	3.83	152,290	3.95	0.06	97
S6	M2	62	Suburban Recliners	8,033	3.36	50,597	1.31	0.16	256
R2	F3	48	Agri-Biz	8,002	3.35	19,162	0.50	0.42	674
U2	M1	16	Savvy Seniors	6,980	2.92	100,254	2.60	0.07	112
U4	F2	15	South Asian Enterprise	6,750	2.83	546,177	14.15	0.01	20
S6	M1	45	Slow-Lane Suburbs	6,477	2.71	55,288	1.43	0.12	189
S1	F3	04	Turbo Burbs	6,415	2.69	93,621	2.43	0.07	111
S3	F3	25	Suburban Sports	6,117	2.56	86,419	2.24	0.07	114
S1	F2	05	First-Class Families	5,943	2.49	121,266	3.14	0.05	79
U5	F1	60	Value Villagers	5,867	2.46	74,230	1.92	0.08	128
S1	M1	09	Boomer Bliss	5,609	2.35	81,387	2.11	0.07	111
U5	Y2	57	Juggling Acts	5,526	2.31	87,512	2.27	0.06	102
S2	F2	08	Multiculture-ish	5,515	2.31	213,271	5.53	0.03	42
R2	M1	41	Down to Earth	5,256	2.20	38,121	0.99	0.14	223
S5	F3	38	Stressed in Suburbia	4,463	1.87	117,631	3.05	0.04	61
R1	F3	26	Country Traditions	3,897	1.63	88,302	2.29	0.04	71
U5	Y2	67	Just Getting By	3,263	1.36	85,595	2.22	0.04	62
S2	Y3	11	Modern Suburbia	3,200	1.34	182,025	4.72	0.02	28
U1	M1	02	Wealthy & Wise	2,951	1.24	44,769	1.16	0.07	106
U2	F3	36	Middle-Class Mosaic	2,747	1.15	59,692	1.55	0.05	74
U4	F3	64	Midtown Movers	2,658	1.11	47,086	1.22	0.06	91
S6	M2	53	Silver Flats	2,585	1.08	29,114	0.76	0.09	143
F3	F1	32	Diverse & Determined	2,254	0.94	61,154	1.58	0.04	60
U3	Y2	22	Indieville	2,240	0.94	26,788	0.69	0.08	135
F1	F2	18	Multicultural Corners	2,148	0.90	105,129	2.73	0.02	33
U3	Y1	47	Social Networks	1,904	0.80	49,621	1.29	0.04	62
T1	M1	58	Old Town Roads	1,807	0.76	16,113	0.42	0.11	181
U1	M1	01	The A-List	1,748	0.73	15,756	0.41	0.11	179
F1	M1	07	Mature & Secure	1,746	0.73	45,501	1.18	0.04	62
U2	F2	20	New Asian Heights	1,703	0.71	45,598	1.18	0.04	60
U2	M2	51	On Their Own Again	1,398	0.58	91,444	2.37	0.02	25
F3	F3	31	Metro Melting Pot	1,138	0.48	141,579	3.67	0.01	13
S3	Y3	24	All-Terrain Families	1,035	0.43	36,288	0.94	0.03	46
U4	F3	61	Came From Away	841	0.35	77,691	2.01	0.01	17
U5	Y2	52	Friends & Roomies	839	0.35	70,616	1.83	0.01	19
T1	F1	37	Keep on Trucking	506	0.21	1,346	0.04	0.38	607
F3	F2	30	South Asian Society	409	0.17	40,650	1.05	0.01	16
U5	Y1	28	Latte Life	228	0.10	2,551	0.07	0.09	144
R2	M2	50	Country & Western	202	0.09	50	0.00	4.02	6,493
U1	F1	06	Downtown Verve	120	0.05	3,968	0.10	0.03	4

Observations

- 98% of people who visited Southampton in 2023 live within a 200km drive.
- Cities like Kitchener, Guelph and Waterloo all index high. These are ideal areas to target. Although nearly 31k visits came from Toronto, it indexes low meaning it will be challenging to find the people who are interested in coming here.
- The average household maintainer is 52. This is about the same benchmark the 40-200km trade area. Although 38% are 2 person households, there is a strong family market with parents between 30-50 with kids under 14.
- 37% of visitors are in these 5 segments. Older families and mature folks from the suburbs and rural ontario are the key target groups.
- Visitors match the benchmark average household income however, households with incomes between \$100k - \$299K over index. This indicates that there is some disposable income they can spend on travel.
- Many visitors have college educations and or a trade. People who have careers in social sciences, government and education as well as management over index. The majority of people drive to work.
- Visitors are strongly attracted to nature. Showcasing Town's location on the shores of Lake Huron, beautiful sunsets and small town charm would be ideal to show in advertising. It's encouraging to see that confidence in small business is a high value as many of the businesses in Southampton are such. Stay away from showing crowds as this is a low value.
- Facebook is the social platform most used by visitor but Instagram and YouTube are used at the same rate as the benchmark. Messenger and WhatsApp are good ways to share direct messaging with visitors as well. This is a good way to answer direct questions people have about their visit.
- The internet is the most consumed medium, followed by television. These visitors enjoy looking at real estate listings and listening to internet only music providers. They listen to the radio at the same rate as others but enjoy classic hits, modern/alternative rock and country music best.
- Visitors enjoy concerts, attending food/wine shows as well as craft and home shows. They attend bars and restaurants as well as carnivals/fairs more than the benchmark.
- Swimming, paddling, walking/hiking and camping are very popular activities. Golf also ranks as a popular past time.

Recommendations

- Keep advertising efforts focused in Kitchener-Waterloo and Guelph regions. It will be challenging to find visitors who live within the GTA. If you do choose to advertise there, make sure it's very specific and targeted.
- Focus on 2 main targets groups - Midlife Suburban families and mature singles and couples. This can benefit Saugeen Shores as it can help to spread out visitation throughout the year. Mature audiences have more flexibility when they travel, so think about developing campaigns that will attract them in the shoulder seasons, whereas summer is a great market for families.
- Use images with families in them for that demo and mature couples for the other target. These do not need to be diverse people since there is low diversity within visitors.
- Due to the number of people who drive to work, a campaign using Out of Home (billboard) advertising could be effective.
- Include lots of images of the natural beauty of the area including the lake in the background as you showcase the shops on High St for instance.
- Social media is a great channel to integrate into your advertising strategy. YouTube is predicted to grow the most in use over the next year, so don't forget about including content like YouTube shorts. Radio stations could also work if picking stations that play rock or country music.
- Be sure to include information on the bars and restaurants in Downtown Southampton. These are attractive to your current audience.
- Visitors are active! Think about creating itineraries that include the best things to do in Southampton like paddling, swimming at the beach and the walkability of the community.