Sauble Beach Geofence Project

2019 - 2021
Research Completed for the Town of South Bruce Peninsula

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 for the Town of South Bruce Peninsula. This report will assist in understanding the visitor profile for the geofenced area in Sauble Beach.

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, such as a store, public square, or on a roadway 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/360035649152-MobileScapes-Canada

Questions Addressed Through the Data Analysis

1. How many people visited downtown in 2019 - 2021? What is the monthly visitation?
2. Where did people come from?
3. What are the general characteristics of people that visited in 2019 to 2021?
4. Total number of visitors in July/August for each year? And where did they come from?
5. What are the general characteristics of visitors in July/August for each year?
6. What is the weekend visitation on weekends for each year?
7. What are your top Prizm segments (customer profiles)?
8. Where should you focus your marketing efforts in future years?

Geofence Area for Data Collection

Notes on Geofence Data Collected

The next slide indicates how many people entered the Geofenced area in 2019, 2020, and 2021.

(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 can be thought of as total foot traffic for the Geofence over the time period selected.

(Daily) Visits: The number of times the device entered the Geofence, no matter how many visitors make up those visits. Visits are represented as an estimated Household Population 15+ weight. They filter out multiple visits to give a true indication of the unique Household Population 15+ identified within the Geofence over the time period selected.

July/August visits: The number of times a device entered the Geofence, no matter how many visitors make up those visits in July or August.

Weekend Visits: The number of times a device entered the Geofence, no matter how many visitors make up those visits in July or August.

As is shown in the data, and as expected, the number of visits declined from 2019 to 2020. It did however rebound in 2021 and visitation increased over 2019. July and August are the busiest months, and although June and September have seen increases year over year, they are still very much shoulder months.

Geofence Data Collected

Year	Total Records	Unique Visitors	Daily Visitors	June Visits	July Visits	August Visits	September Visits	Weekend Visitation (full year)
2019	13,061	161,417	1,245,503	166,491	284,627	309,293	105,865	514,098
2020	9,920	158,269	1,109,202	142,683	249,162	244,363	116,563	421,453
2021	7,987	210,616	1,444,616	186,778	353,040	343,456	137,234	541,708

Monthly Visitation

Month	2019	2020	2021
January	27,234	26,261	33,599
February	34,276	20,352	35,493
March	36,083	38,567	46,888
April	52,909	41,931	46,615
May	99,107	74,026	62,213
June	160,251	140,050	181,115
July	276,331	244,158	343,021
August	298,943	238,556	334,360
September	103,378	113,360	132,680
October	61,011	73,381	94,235
November	32,400	40,007	49,581
December	26,743	36,418	51,182

Monthly Visitation Graph

2019, 2020 and 2021
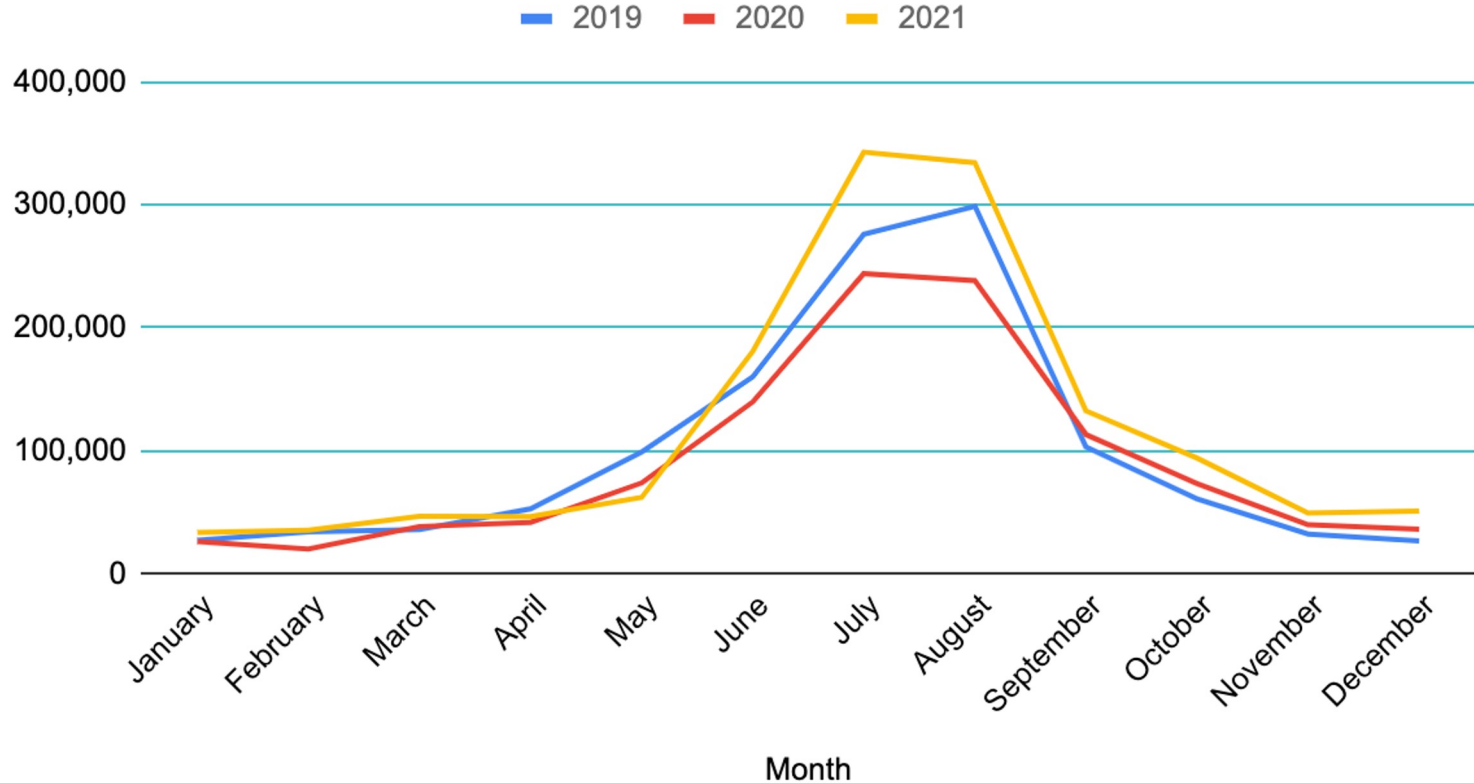
HOW TO READ

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?

Ranking Areas - Customers

Ranking Areas—Customers
Ontario by PRCDCSD

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
Oakville (ON), T							

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

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.

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)

Where did people come from?

Ranking Areas - Standard Geographies | Customers

Bruce Grey Simcoe

Customers: MobileScapes Extract 2019 - Visitors CEL: Unique visitors   **Geographic Level:** PRCDCSD

2019

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Toronto, ON (C)	3520005	18,568	11.50	2,577,758	21.48	0.72	54
Brampton, ON (CY)	3521010	13,488	8.36	606,285	5.05	2.22	165
Mississauga, ON (CY)	3521005	7,700	4.77	647,628	5.40	1.19	88
Hamilton, ON (C)	3525005	7,323	4.54	491,415	4.09	1.49	111
Kitchener, ON (CY)	3530013	7,061	4.37	224,008	1.87	3.15	234
Owen Sound, ON (CY)	3542059	6,150	3.81	19,294	0.16	31.87	2,370
South Bruce Peninsula, ON (T)	3541055	5,929	3.67	8,402	0.07	70.56	5,246
London, ON (CY)	3539036	4,098	2.54	361,441	3.01	1.13	84
Guelph, ON (CY)	3523008	3,983	2.47	123,321	1.03	3.23	240
Saugeen Shores, ON (T)	3541045	3,734	2.31	12,773	0.11	29.23	2,174
Georgian Bluffs, ON (TP)	3542053	3,619	2.24	9,117	0.08	39.69	2,951
Cambridge, ON (CY)	3530010	3,430	2.13	117,747	0.98	2.91	217
Waterloo, ON (CY)	3530016	2,984	1.85	104,616	0.87	2.85	212
Burlington, ON (CY)	3524002	2,544	1.58	167,618	1.40	1.52	113
Milton, ON (T)	3524009	2,326	1.44	114,956	0.96	2.02	150

Customers: MobileScapes Extract 2020 - Visitors CEL: Unique visitors   **Geographic Level:** PRCDCSD

2020

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Toronto, ON (C)	3520005	20,203	12.77	2,577,758	21.48	0.78	59
Brampton, ON (CY)	3521010	8,826	5.58	606,285	5.05	1.46	110
Mississauga, ON (CY)	3521005	8,712	5.50	647,628	5.40	1.35	102
Kitchener, ON (CY)	3530013	6,671	4.21	224,008	1.87	2.98	226
South Bruce Peninsula, ON (T)	3541055	6,230	3.94	8,402	0.07	74.14	5,622
Hamilton, ON (C)	3525005	5,552	3.51	491,415	4.09	1.13	86
Owen Sound, ON (CY)	3542059	5,249	3.32	19,294	0.16	27.21	2,063
London, ON (CY)	3539036	5,155	3.26	361,441	3.01	1.43	108
Saugeen Shores, ON (T)	3541045	4,661	2.94	12,773	0.11	36.49	2,767
Guelph, ON (CY)	3523008	4,313	2.73	123,321	1.03	3.50	265
Cambridge, ON (CY)	3530010	4,290	2.71	117,747	0.98	3.64	276
Georgian Bluffs, ON (TP)	3542053	3,949	2.50	9,117	0.08	43.32	3,285
Waterloo, ON (CY)	3530016	3,145	1.99	104,616	0.87	3.01	228
Burlington, ON (CY)	3524002	2,794	1.77	167,618	1.40	1.67	126
Vaughan, ON (CY)	3519028	2,611	1.65	273,966	2.28	0.95	72
Windsor, ON (CY)	3537039	2,383	1.51	197,250	1.64	1.21	92
Markham, ON (CY)	3519036	2,170	1.37	299,470	2.50	0.72	55
Milton, ON (T)	3524009	1,997	1.26	114,956	0.96	1.74	132

Ranking Areas - Standard Geographies | Customers

Customers: MobileScapes Extract 2021 - Visitors CEL: Unique visitors

Geographic Level: PRCDCSD

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Toronto, ON (C)	3520005	28,539	13.55	2,577,758	21.48	1.11	63
Brampton, ON (CY)	3521010	14,230	6.76	606,285	5.05	2.35	134
Mississauga, ON (CY)	3521005	11,443	5.43	647,628	5.40	1.77	101
Hamilton, ON (C)	3525005	7,824	3.71	491,415	4.09	1.59	91
Kitchener, ON (CY)	3530013	7,661	3.64	224,008	1.87	3.42	195
South Bruce Peninsula, ON (T)	3541055	5,966	2.83	8,402	0.07	71.01	4,046
London, ON (CY)	3539036	5,786	2.75	361,441	3.01	1.60	91
Owen Sound, ON (CY)	3542059	5,474	2.60	19,294	0.16	28.37	1,617
Guelph, ON (CY)	3523008	5,294	2.51	123,321	1.03	4.29	245
Saugeen Shores, ON (T)	3541045	4,298	2.04	12,773	0.11	33.65	1,917
Oakville, ON (T)	3524001	4,070	1.93	178,952	1.49	2.27	130
Cambridge, ON (CY)	3530010	3,943	1.87	117,747	0.98	3.35	191
Waterloo, ON (CY)	3530016	3,877	1.84	104,616	0.87	3.71	211
Georgian Bluffs, ON (TP)	3542053	3,843	1.82	9,117	0.08	42.15	2,402
Burlington, ON (CY)	3524002	3,826	1.82	167,618	1.40	2.28	130
Vaughan, ON (CY)	3519028	3,730	1.77	273,966	2.28	1.36	78
Milton, ON (T)	3524009	2,993	1.42	114,956	0.96	2.60	148

Observations: There is definitely a large local representation in this data. When thinking about your visitor profile, you will have both a local and a distance audience perspective, and marketing campaigns may look very different for each.

Although Toronto indexes low, the count continues to grow year over year. Look more closely at specific FSAs to see if there are particular neighbourhoods who index high. When looking at the year, Brampton, Mississauga, Hamilton, Kitchener, London, and Guelph all index high. There is an opportunity to grow all these audiences.

Where did people come in 2021?

Name	Code	Count	%	Base Count	Base %	% Pen	Index
South Bruce Peninsula, ON (T)	3541055	45,284	12.83	8,402	0.07	538.97	18,322
Toronto, ON (C)	3520005	40,405	11.45	2,577,758	21.48	1.57	53
Guelph, ON (CY)	3523008	16,823	4.76	123,321	1.03	13.64	464
Kitchener, ON (CY)	3530013	13,769	3.90	224,008	1.87	6.15	209
Hamilton, ON (C)	3525005	12,891	3.65	491,415	4.09	2.62	89
Owen Sound, ON (CY)	3542059	12,116	3.43	19,294	0.16	62.80	2,135
Georgian Bluffs, ON (TP)	3542053	11,799	3.34	9,117	0.08	129.42	4,399
Mississauga, ON (CY)	3521005	11,723	3.32	647,628	5.40	1.81	62
Waterloo, ON (CY)	3530016	11,075	3.14	104,616	0.87	10.59	360
Cambridge, ON (CY)	3530010	10,413	2.95	117,747	0.98	8.84	301
Brampton, ON (CY)	3521010	8,198	2.32	606,285	5.05	1.35	46
London, ON (CY)	3539036	7,622	2.16	361,441	3.01	2.11	72
Burlington, ON (CY)	3524002	7,070	2.00	167,618	1.40	4.22	143

Name	Code	Count	%	Base Count	Base %	% Pen	Index
South Bruce Peninsula, ON (T)	3541055	38,009	11.07	8,402	0.07	452.38	15,807
Toronto, ON (C)	3520005	32,891	9.58	2,577,758	21.48	1.28	45
Kitchener, ON (CY)	3530013	18,116	5.28	224,008	1.87	8.09	283
Owen Sound, ON (CY)	3542059	17,290	5.03	19,294	0.16	89.61	3,131
Guelph, ON (CY)	3523008	15,427	4.49	123,321	1.03	12.51	437
Mississauga, ON (CY)	3521005	13,237	3.85	647,628	5.40	2.04	71
Brampton, ON (CY)	3521010	13,093	3.81	606,285	5.05	2.16	75
Hamilton, ON (C)	3525005	10,645	3.10	491,415	4.09	2.17	76
Georgian Bluffs, ON (TP)	3542053	9,808	2.86	9,117	0.08	107.58	3,759
Waterloo, ON (CY)	3530016	9,648	2.81	104,616	0.87	9.22	322
London, ON (CY)	3539036	9,543	2.78	361,441	3.01	2.64	92
Cambridge, ON (CY)	3530010	7,622	2.22	117,747	0.98	6.47	226

Shoulder Month Visitation 2021

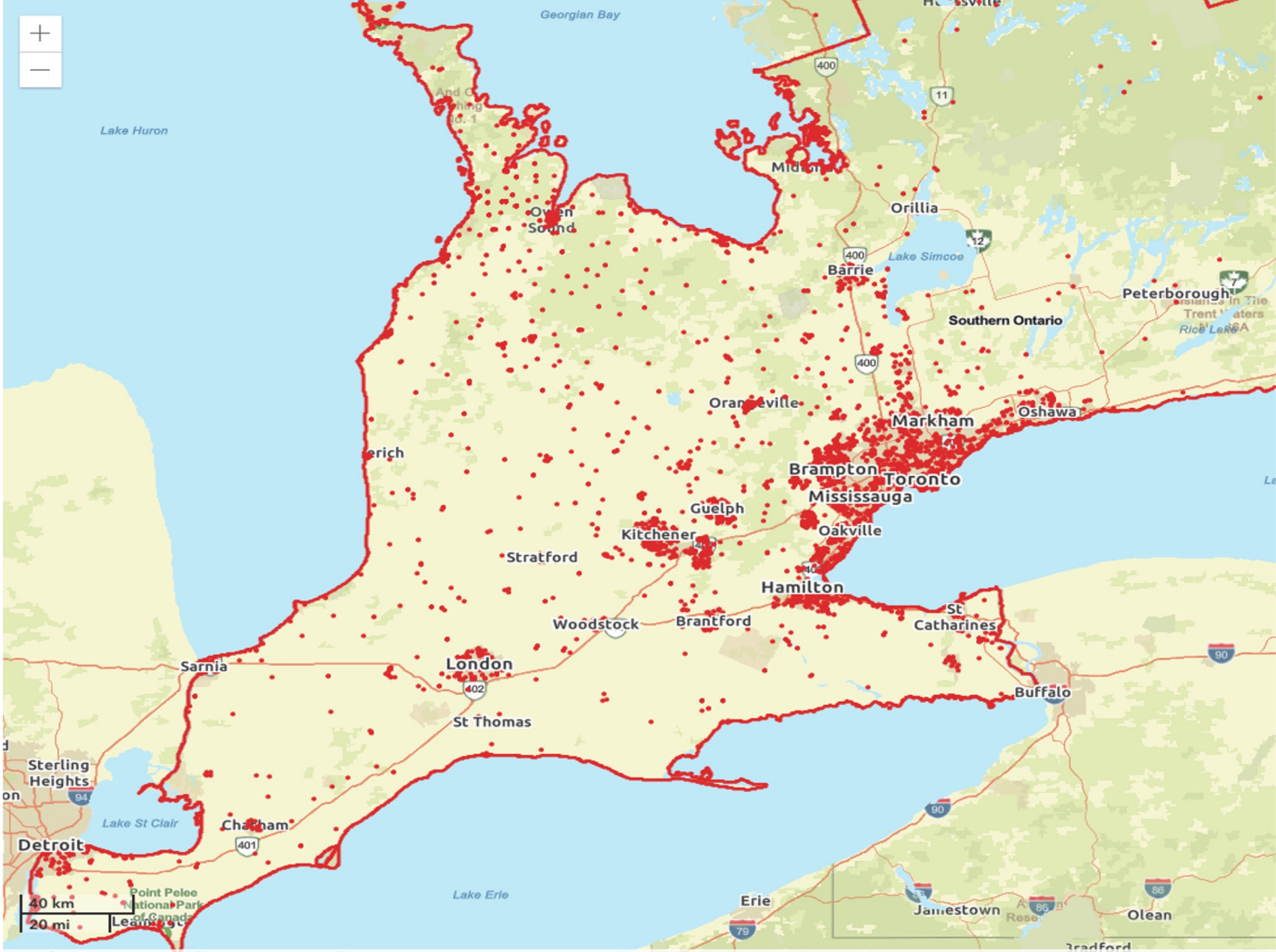**Customers:** MobileScapes Extract 2021 - Visitors CEL: June   **Geographic Level:** PRCDCSD

Name	Code	Count	%	Base Count	Base %	% Pen	Index
South Bruce Peninsula, ON (T)	3541055	38,115	20.41	8,402	0.07	453.64	29,147
Toronto, ON (C)	3520005	19,779	10.59	2,577,758	21.48	0.77	49
Georgian Bluffs, ON (TP)	3542053	11,145	5.97	9,117	0.08	122.24	7,854
Guelph, ON (CY)	3523008	8,152	4.37	123,321	1.03	6.61	425
Saugeen 29, ON (IRI)	3541057	6,974	3.73	1,020	0.01	683.72	43,930
Owen Sound, ON (CY)	3542059	6,739	3.61	19,294	0.16	34.93	2,244
Brampton, ON (CY)	3521010	6,402	3.43	606,285	5.05	1.06	68
Kitchener, ON (CY)	3530013	6,313	3.38	224,008	1.87	2.82	181
Chatsworth, ON (TP)	3542037	5,337	2.86	5,839	0.05	91.40	5,872
Guelph/Eramosa, ON (TP)	3523009	4,527	2.42	12,032	0.10	37.63	2,418
Mississauga, ON (CY)	3521005	4,405	2.36	647,628	5.40	0.68	44
Waterloo, ON (CY)	3530016	3,770	2.02	104,616	0.87	3.60	232

Customers: MobileScapes Extract 2021 - Visitors CEL: September   **Geographic Level:** PRCDCSD

Name	Code	Count	%	Base Count	Base %	% Pen	Index
South Bruce Peninsula, ON (T)	3541055	24,652	17.96	8,402	0.07	293.40	25,658
Toronto, ON (C)	3520005	10,400	7.58	2,577,758	21.48	0.40	35
Owen Sound, ON (CY)	3542059	7,521	5.48	19,294	0.16	38.98	3,409
Kitchener, ON (CY)	3530013	6,796	4.95	224,008	1.87	3.03	265
Georgian Bluffs, ON (TP)	3542053	5,042	3.67	9,117	0.08	55.30	4,836
Guelph, ON (CY)	3523008	4,786	3.49	123,321	1.03	3.88	339
Brampton, ON (CY)	3521010	4,317	3.15	606,285	5.05	0.71	62
Hamilton, ON (C)	3525005	4,094	2.98	491,415	4.09	0.83	73
London, ON (CY)	3539036	3,688	2.69	361,441	3.01	1.02	89
Saugeen Shores, ON (T)	3541045	3,231	2.35	12,773	0.11	25.30	2,212
Cambridge, ON (CY)	3530010	3,102	2.26	117,747	0.98	2.63	230
Mississauga, ON (CY)	3521005	2,847	2.08	647,628	5.40	0.44	38

Location of Visitors 2021

Weekend Visitors 2021

Name	Code	Count	%	Base Count	Base %	% Pen	Index
South Bruce Peninsula, ON (T)	3541055	82,640	15.26	8,402	0.07	983.57	21,790
Toronto, ON (C)	3520005	57,510	10.62	2,577,758	21.48	2.23	49
Kitchener, ON (CY)	3530013	24,876	4.59	224,008	1.87	11.10	246
Owen Sound, ON (CY)	3542059	22,198	4.10	19,294	0.16	115.05	2,549
Brampton, ON (CY)	3521010	20,017	3.69	606,285	5.05	3.30	73
Guelph, ON (CY)	3523008	19,901	3.67	123,321	1.03	16.14	358
Georgian Bluffs, ON (TP)	3542053	19,487	3.60	9,117	0.08	213.74	4,735
Mississauga, ON (CY)	3521005	16,113	2.97	647,628	5.40	2.49	55
Saugeen 29, ON (IRI)	3541057	14,325	2.64	1,020	0.01	1,404.37	31,113
Waterloo, ON (CY)	3530016	13,269	2.45	104,616	0.87	12.68	281
Hamilton, ON (C)	3525005	13,054	2.41	491,415	4.09	2.66	59
Saugeen Shores, ON (T)	3541045	12,918	2.38	12,773	0.11	101.14	2,241
Cambridge, ON (CY)	3530010	12,469	2.30	117,747	0.98	10.59	235
London, ON (CY)	3539036	12,268	2.27	361,441	3.01	3.39	75

Customers: MobileScapes Extract 2021 - Visitors CEL: July   **Geographic Level:** PRCDCSD

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Laval, QC (V)	2465005	2,057	12.67	361,425	5.10	0.57	248
Montréal, QC (V)	2466023	1,898	11.69	1,488,181	21.00	0.13	56
Saint-Ambroise, QC (MÉ)	2494255	1,767	10.88	3,249	0.05	54.38	23,727
Québec, QC (V)	2423027	1,281	7.89	458,114	6.46	0.28	122
Brossard, QC (V)	2458007	901	5.55	80,137	1.13	1.12	490
Sainte-Marie, QC (V)	2426030	896	5.52	11,165	0.16	8.03	3,503
Saint-Lazare, QC (V)	2471105	852	5.24	17,896	0.25	4.76	2,077
Sherbrooke, QC (V)	2443027	796	4.90	141,628	2.00	0.56	245
Saint-Eustache, QC (V)	2472005	779	4.79	36,842	0.52	2.11	922
Sainte-Julie, QC (V)	2459010	685	4.22	25,262	0.36	2.71	1,184
Saint-Raphaël, QC (MÉ)	2419082	545	3.35	1,791	0.03	30.41	13,268
Longueuil, QC (V)	2458227	501	3.08	206,721	2.92	0.24	106
Saint-Jean-sur-Richelieu, QC (V)	2456083	465	2.86	81,897	1.16	0.57	248
Saint-Amable, QC (MÉ)	2459015	389	2.40	10,842	0.15	3.59	1,566
Dollard-Des Ormeaux, QC (V)	2466142	353	2.18	44,719	0.63	0.79	345

Customers: MobileScapes Extract 2021 - Visitors CEL: August   **Geographic Level:** PRCDCSD

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Montréal, QC (V)	2466023	2,274	21.85	1,488,181	21.00	0.15	104
Laval, QC (V)	2465005	1,793	17.22	361,425	5.10	0.50	338
Gatineau, QC (V)	2481017	1,099	10.56	240,194	3.39	0.46	311
Mascouche, QC (V)	2464015	810	7.78	43,272	0.61	1.87	1,274
Saint-Jean-sur-Richelieu, QC (V)	2456083	704	6.77	81,897	1.16	0.86	586
Québec, QC (V)	2423027	631	6.07	458,114	6.46	0.14	94
Longueuil, QC (V)	2458227	506	4.86	206,721	2.92	0.24	166
Saint-Félix-de-Kingsey, QC (MÉ)	2449005	289	2.78	1,119	0.02	25.86	17,604
Brossard, QC (V)	2458007	279	2.68	80,137	1.13	0.35	237
Salaberry-de-Valleyfield, QC (V)	2470052	242	2.32	34,517	0.49	0.70	476
Blainville, QC (V)	2473015	219	2.10	49,568	0.70	0.44	301

What are the characteristics of people visiting?

Upon analysis of 2019, 2020 and 2021, it was determined that the visitors coming to Sauble Beach were consistent over the 3 years. The remainder of this report is the Executive Dashboards for 2021. This will show the demographics, psychographic profiles, media consumption, purchasing behavior, and how they like to spend their leisure time.

It will also provide the top 5 Prizm Segments (customer profiles) of the visitors to Sauble Beach. The first set of Prizm segments show the profile of the daily visitors, and the second set shows the profile of the visitors in the months of July and August, followed by the weekend visitors. Upon further analysis, the visitation in July, August did not vary from the annual or weekend visitation. The data is very consistent.

Executive Dashboard 2021

Demographics | Population & Households

Bruce Grey Simcoe

Customers: MobileScapes Extract 2021 - Visitors CEL

MEDIAN MAINTAINER AGE

53

Index:99

MARITAL STATUS

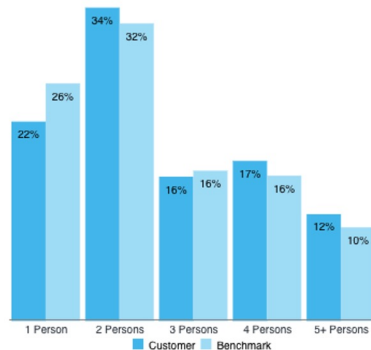**61.4%**

Index:109

Married/Common-Law

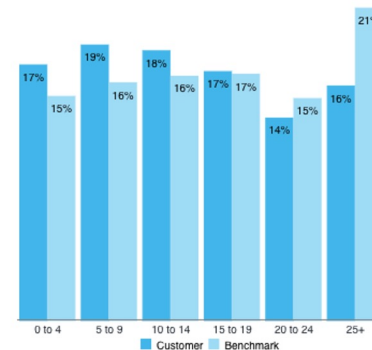### FAMILY STATUS*

39.4%

Index:107

Couples Without Children At Home

HOUSEHOLD SIZE

	Customer	Benchmark
1 Person	22%	26%
2 Persons	34%	32%
3 Persons	16%	16%
4 Persons	17%	16%
5+ Persons	12%	10%

POPULATION BY AGE

	%	Index
0 to 4	5.7	118
5 to 9	6.0	118
10 to 14	6.0	113
15 to 19	5.8	105
20 to 24	6.1	91
25 to 29	6.5	88
30 to 34	7.0	94
35 to 39	7.1	102
40 to 44	6.8	105
45 to 49	6.3	101
50 to 54	6.1	95
55 to 59	6.3	91
60 to 64	6.3	95
65 to 69	5.7	102
70 to 74	4.7	101
75 to 79	3.5	102
80 to 84	2.2	97
85+	2.1	89

AGE OF CHILDREN AT HOME

	Customer	Benchmark
0 to 4	17%	15%
5 to 9	19%	16%
10 to 14	18%	16%
15 to 19	17%	17%
20 to 24	14%	15%
25+	16%	21%

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Customers: MobileScapes Extract 2021 - Visitors CEL

Bruce Grey Simcoe

TENURE

Rented 20.3%

Owned 79.4%

STRUCTURE TYPE

82.1%
Index:122
Houses

17.6%
Index:55
Apartments
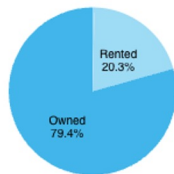
AGE OF HOUSING*

4 - 9 Years Old

13.9%   Index:198

AVERAGE HOUSEHOLD INCOME

$117,609

Index:97

HOUSEHOLD INCOME DISTRIBUTION
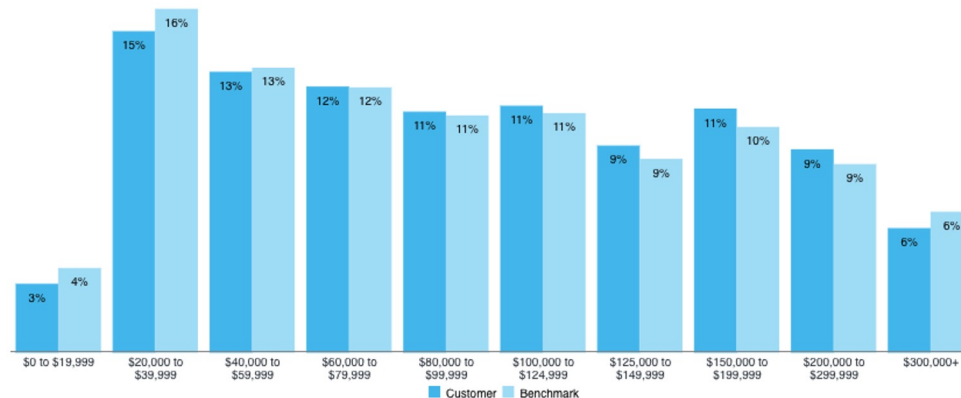
Income Range	Customer	Benchmark
$0 to $19,999	3%	4%
$20,000 to $39,999	15%	16%
$40,000 to $59,999	13%	13%
$60,000 to $79,999	12%	12%
$80,000 to $99,999	11%	11%
$100,000 to $124,999	11%	11%
$125,000 to $149,999	9%	9%
$150,000 to $199,999	11%	10%
$200,000 to $299,999	9%	9%
$300,000+	6%	6%

■ Customer ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Customers: MobileScapes Extract 2021 - Visitors CEL

EDUCATION

27.0%
Index:89

University Degree

LABOUR FORCE PARTICIPATION

66.7%
Index:102

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

42.0%
Index:116

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

4.5%
Index:57

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT

Category	Customer	Benchmark
No Cert/Dipl or Degree	14.8%	14.2%
High School Certificate	26.6%	27.2%
Trades Cert/Dipl	6.4%	5.3%
College/CEGEP Cert/Dipl	23.4%	21.4%
University Cert/Dipl	1.9%	1.6%
Bachelor's Degree	18.7%	20.7%
Above Bachelor's	8.3%	9.7%

■ Customer ■ Benchmark

OCCUPATIONS: TOP 5*

Occupation	Customer	Benchmark
Sales and Service	15.1%	14.4%
Business and Finance	9.5%	10.2%
Trades and Transport	9.2%	8.3%
Social Science, Education and Gov't	7.8%	8.1%
Management	7.6%	7.0%

■ Customer ■ Benchmark

Benchmark: Southern Ontario

Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Customers: MobileScapes Extract 2021 - Visitors CEL

Bruce Grey Simcoe

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
5.2%	30.8%	1.9%	27.4%	2017 To Present
Index:257	Index:89	Index:75	Index:87	7.7% Index:130
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

- South Asian: 13.0% (Customer), 11.1% (Benchmark)
- Black: 4.2% (Customer), 5.6% (Benchmark)
- Chinese: 4.1% (Customer), 6.3% (Benchmark)
- Arab: 1.8% (Customer), 2.1% (Benchmark)
- Latin American: 1.4% (Customer), 1.7% (Benchmark)

■ Customer ■ Benchmark
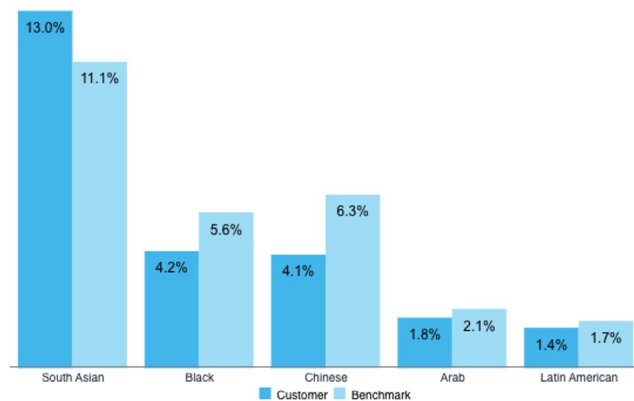
LANGUAGES SPOKEN AT HOME: TOP 5**

- English: 80.3% (Customer), 76.6% (Benchmark)
- Panjabi: 1.9% (Customer), 1.2% (Benchmark)
- Mandarin: 1.3% (Customer), 1.8% (Benchmark)
- Urdu: 0.9% (Customer), 0.8% (Benchmark)
- Cantonese: 0.7% (Customer), 1.6% (Benchmark)

■ Customer ■ Benchmark
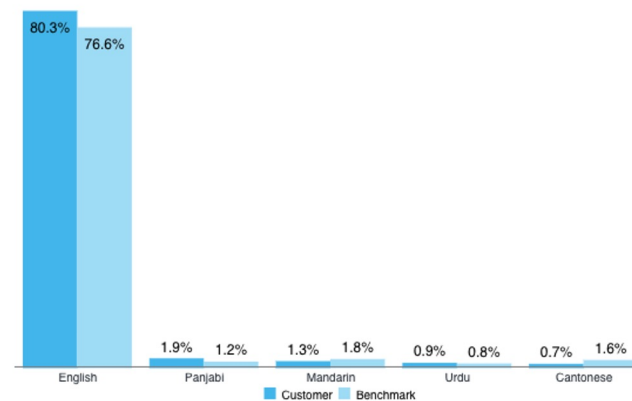
Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing and Transport

Customers: MobileScapes Extract 2021 - Visitors CEL

TENURE

Rent 20.3%

Own 79.4%

STRUCTURE TYPE

82.1%
Index: 122
Houses

17.6%
Index: 55
Apartments
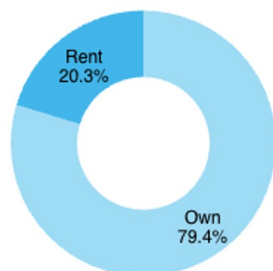
AGE OF HOUSING*

Built Between 2011 And 2016

% Comp: 13.9 | Index: 198

METHOD OF TRAVEL TO WORK

42.0%
Index: 116
Car (As Driver)

4.5%
Index: 57
Public Transit

3.3%
Index: 107
Car (As Passenger)

2.0%
Index: 77
Walk

0.4%
Index: 62
Bicycle

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

| Index Colours: | <80 | 80 - 110 | 110+ |

Psychographics | SocialValues Overview

Customers: MobileScapes Extract 2021 - Visitors CEL

⬆ Strong Values

	Index
Attraction to Nature	116
Utilitarian Consumerism	115
Primacy of the Family	108
Cultural Assimilation	106
Emotional Control	106
Brand Apathy	105
Obedience to Authority	104
Skepticism Towards Advertising	103
Confidence in Small Business	102
Importance of Price	102

⬇ Weak Values

	Index
Active Government	84
Pursuit of Novelty	86
Status via Home	88
Equal Relationship with Youth	89
Advertising as Stimulus	89
Consumptivity	90
Culture Sampling	90
Joy of Consumption	90
Ostentatious Consumption	90
Consumption Evangelism	91

☆ 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.

Primacy of the Family

Centrality of family; making personal sacrifices and providing for one's family over all else.

☆ Descriptions | Top 3 Weak Values

Active Government

Tendency to believe that government efficaciously performs socially beneficial functions. A desire for more government involvement in resolving social issues.
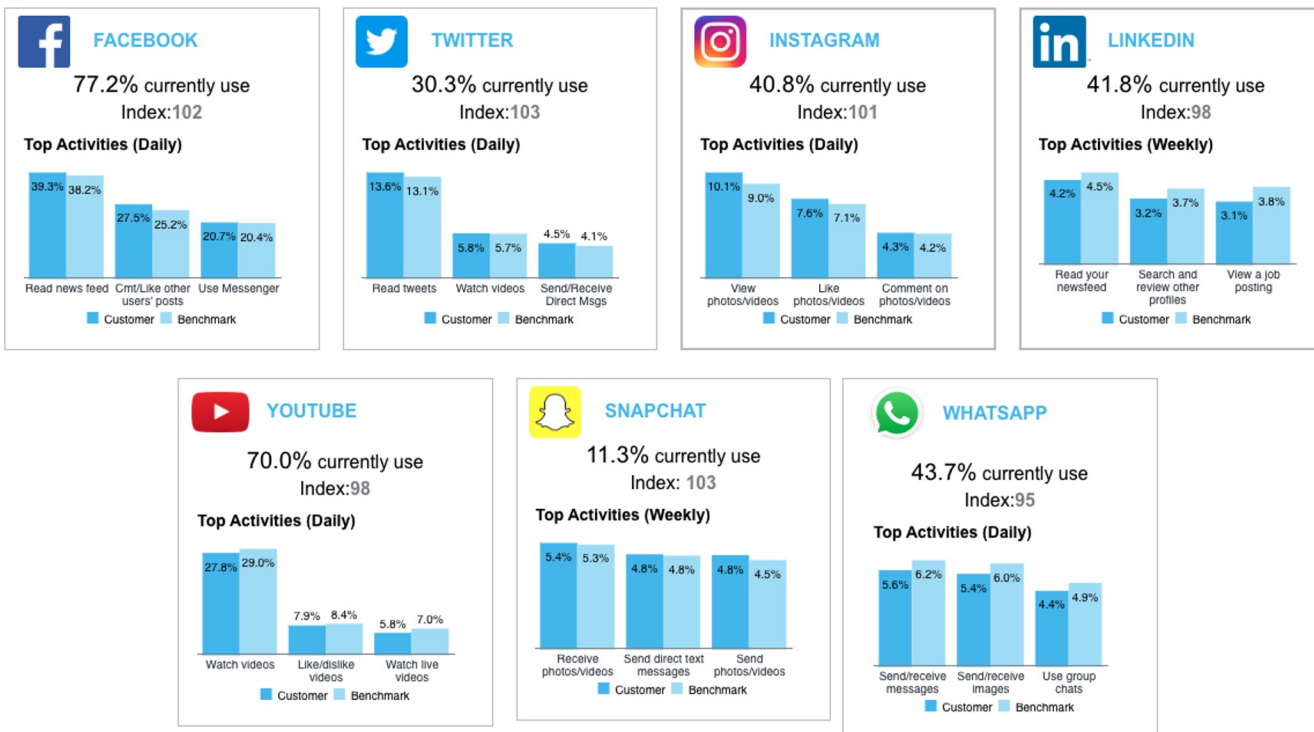
Pursuit of Novelty

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.

Status via Home

Feeling a strong sense that one's home represents an extension of one's image. People strongest on this construct make great efforts to decorate and equip their homes in a manner that will impress others, and pay particular attention to the way they entertain in the home.

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Activities

Customer: MobileScapes Extract 2021 - Visitors CEL: Visits

FACEBOOK
77.2% currently use
Index: **102**

Top Activities (Daily)

- Read news feed: 39.3% / 38.2%
- Cmt/Like other users' posts: 27.5% / 25.2%
- Use Messenger: 20.7% / 20.4%

■ Customer ■ Benchmark

TWITTER
30.3% currently use
Index: **103**

Top Activities (Daily)

- Read tweets: 13.6% / 13.1%
- Watch videos: 5.8% / 5.7%
- Send/Receive Direct Msgs: 4.5% / 4.1%

■ Customer ■ Benchmark

INSTAGRAM
40.8% currently use
Index: **101**

Top Activities (Daily)

- View photos/videos: 10.1% / 9.0%
- Like photos/videos: 7.6% / 7.1%
- Comment on photos/videos: 4.3% / 4.2%

■ Customer ■ Benchmark

LINKEDIN
41.8% currently use
Index: **98**

Top Activities (Weekly)

- Read your newsfeed: 4.2% / 4.5%
- Search and review other profiles: 3.2% / 3.7%
- View a job posting: 3.1% / 3.8%

■ Customer ■ Benchmark

YOUTUBE
70.0% currently use
Index: **98**

Top Activities (Daily)

- Watch videos: 27.8% / 29.0%
- Like/dislike videos: 7.9% / 8.4%
- Watch live videos: 5.8% / 7.0%

■ Customer ■ Benchmark

SNAPCHAT
11.3% currently use
Index: **103**

Top Activities (Weekly)

- Receive photos/videos: 5.4% / 5.3%
- Send direct text messages: 4.8% / 4.8%
- Send photos/videos: 4.8% / 4.5%

■ Customer ■ Benchmark

WHATSAPP
43.7% currently use
Index: **95**

Top Activities (Daily)

- Send/receive messages: 5.6% / 6.2%
- Send/receive images: 5.4% / 6.0%
- Use group chats: 4.4% / 4.9%

■ Customer ■ Benchmark

Benchmark: Southern Ontario

Chosen and ranked by percent composition.

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

Index Colours: | <80 | 80 - 110 | 110+

Opticks Social | Social Media Usage

Customer: MobileScapes Extract 2021 - Visitors CEL: Visits

Bruce Grey Simcoe

FRIENDS IN ALL SM NETWORKS

37.3%
Index:97

0-49 friends

FREQUENCY OF USE (DAILY)

55.8%
Index:105

Facebook

BRAND INTERACTION

30.2%
Index:102

Like brand on Facebook

NO. OF BRANDS INTERACTED

29.8%
Index:103

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
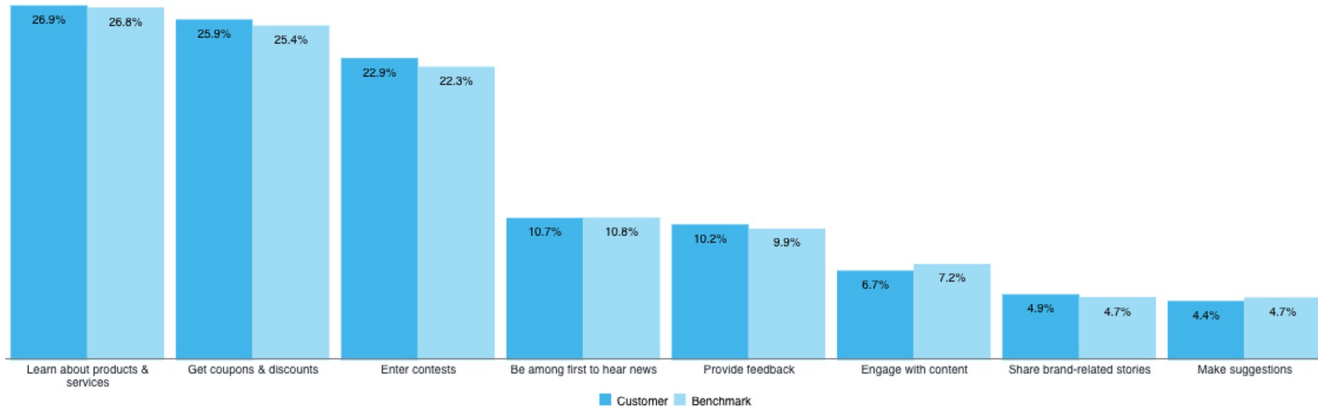
Reason	Customer	Benchmark
Learn about products & services	26.9%	26.8%
Get coupons & discounts	25.9%	25.4%
Enter contests	22.9%	22.3%
Be among first to hear news	10.7%	10.8%
Provide feedback	10.2%	9.9%
Engage with content	6.7%	7.2%
Share brand-related stories	4.9%	4.7%
Make suggestions	4.4%	4.7%

■ Customer ■ Benchmark

Benchmark: Southern Ontario

Chosen and ranked by percent composition.

Index Colours:	<80	80 - 110	110+

Opticks Social | Purchases and Future Usage

Customer: MobileScapes Extract 2021 - Visitors CEL: Visits

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

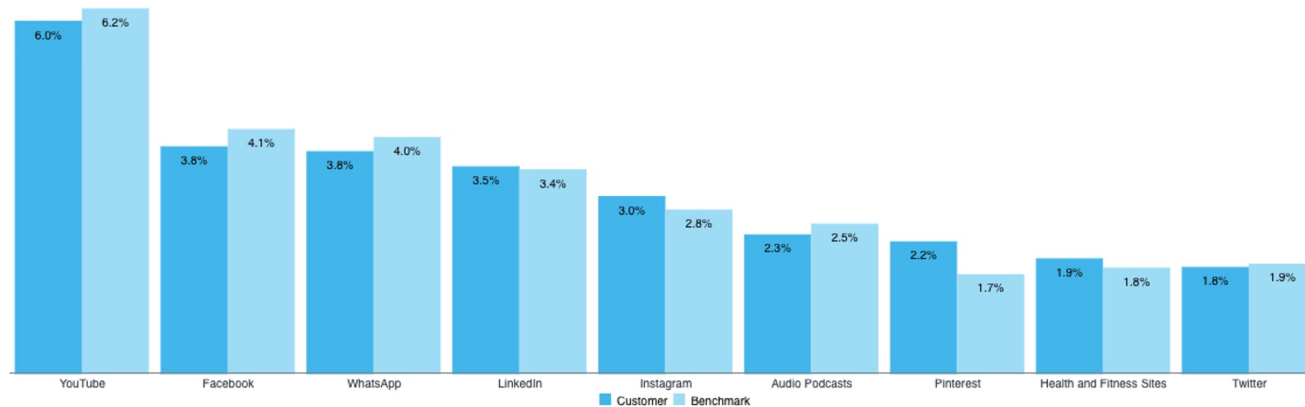| 7.9% Index:96 Vacation, travel-related	6.4% Index:105 Big-ticket (i.e. appliances)	5.9% Index:97 Banking, credit cards	5.9% Index:91 Entertainment-related (i.e. movies)

USAGE EXPECTATIONS (Increase in the next yr)

	YouTube	Facebook	WhatsApp	LinkedIn	Instagram	Audio Podcasts	Pinterest	Health and Fitness Sites	Twitter
Customer	6.0%	3.8%	3.8%	3.5%	3.0%	2.3%	2.2%	1.9%	1.8%
Benchmark	6.2%	4.1%	4.0%	3.4%	2.8%	2.5%	1.7%	1.8%	1.9%

■ Customer ■ Benchmark

Benchmark: Southern Ontario

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+

Opticks Social | Social Media Attitudes

Customer: MobileScapes Extract 2021 - Visitors CEL: Visits

DESCRIBES ME*...

Use SM to stay connected with family

% Comp 44.8   **Index** 105

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

% Comp 19.6   **Index** 104

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

% Comp 68.1   **Index** 103

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

% Comp 9.0   **Index** 104

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

% Comp 83.2   **Index** 101

SHARING MY PERSONAL INFO WITH FRIENDS/ACQUAINT. IN SM ENVIRONMENTS DOES NOT CONCERN ME
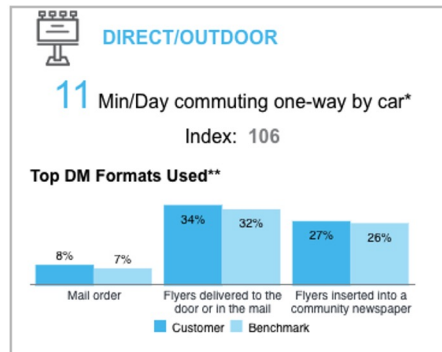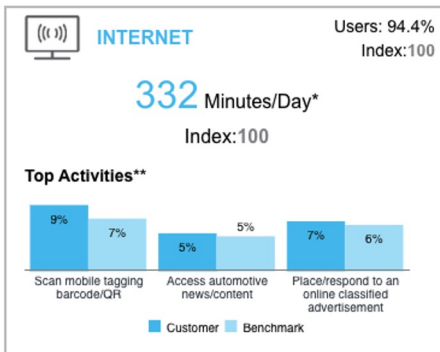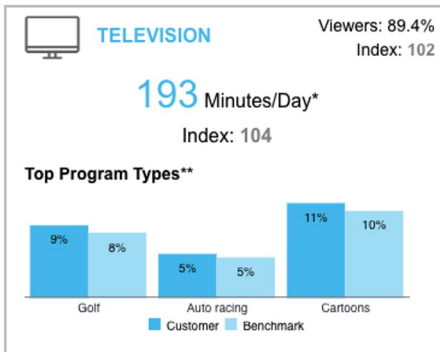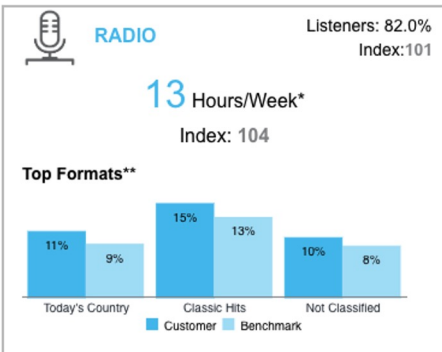
% Comp 20.3   **Index** 103

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | Media Overview

Bruce Grey Simcoe

Customers: MobileScapes Extract 2021 - Visitors CEL: Visits

RADIO
Listeners: 82.0%
Index: 101

13 Hours/Week*

Index: 104

Top Formats**

Today's Country	Classic Hits	Not Classified
11% / 9%	15% / 13%	10% / 8%

Customer ▪ Benchmark

TELEVISION
Viewers: 89.4%
Index: 102

193 Minutes/Day*

Index: 104

Top Program Types**

Golf	Auto racing	Cartoons
9% / 8%	5% / 5%	11% / 10%

Customer ▪ Benchmark

NEWSPAPER
Readers: 18.6%
Index: 97

0.7 Hours/Week*

Index: 90

Top Sections Read**

Automotive	Real estate	Food
13% / 11%	14% / 13%	31% / 30%

Customer ▪ Benchmark

MAGAZINE
Readers: 8.9%
Index: 82

5 Minutes/Day*

Index: 82

Top Genres**

News	Food
6% / 7%	6% / 6%

Customer ▪ Benchmark

INTERNET
Users: 94.4%
Index: 100

332 Minutes/Day*

Index: 100

Top Activities**

Scan mobile tagging barcode/QR	Access automotive news/content	Place/respond to an online classified advertisement
9% / 7%	5% / 5%	7% / 6%

Customer ▪ Benchmark

DIRECT/OUTDOOR

11 Min/Day commuting one-way by car*

Index: 106

Top DM Formats Used**

Mail order	Flyers delivered to the door or in the mail	Flyers inserted into a community newspaper
8% / 7%	34% / 32%	27% / 26%

Customer ▪ Benchmark

Benchmark: Southern Ontario

Consumption values based to Household Population 12+.

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

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | Sports & Leisure Overview - Attend

Customers: MobileScapes Extract 2021 - Visitors CEL: Visits

Top Shows & Exhibitions*

RV shows	Home shows	Fan shows	Garden shows
0.7%	3.2%	1.1%	0.8%
Index:169	Index:162	Index:105	Index:103

Top Local Attractions & Destinations**

Zoos/aquariums	Art galleries/museums	Carnivals/fairs	Historical sites
11.0%	15.3%	10.5%	11.9%
Index:112	Index:105	Index:105	Index:102

Top Professional Sports**

Hockey	Baseball
10.0%	5.1%
Index:106	Index:82

Top Concert & Theatre Venues**

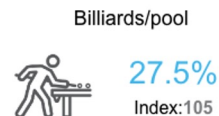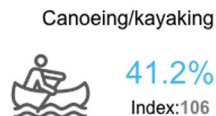| Concerts - Arenas	Theatre - Major theatres	Concerts - Theatres/halls
12.7%	9.2%	6.3%
Index:103	Index:99	Index:85

Benchmark: Southern Ontario

*Chosen from index ranking.

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

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | Sports & Leisure Overview - Participate

Customers: MobileScapes Extract 2021 - Visitors CEL: Visits

Top Individual Sports
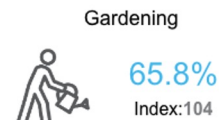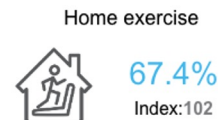
Bowling	Canoeing/kayaking	Billiards/pool	Skiing - downhill
44.8%	41.2%	27.5%	18.0%
Index:108	Index:106	Index:105	Index:105

Top Team Sports

Baseball/softball	Curling	Basketball	Soccer
21.5%	7.0%	21.7%	17.5%
Index:118	Index:106	Index:105	Index:100

Top Activities

Camping	Fishing/hunting	Gardening	Volunteer work
43.6%	23.1%	65.8%	44.7%
Index:106	Index:105	Index:104	Index:104

Top Fitness

Hiking/backpacking	Fitness classes	Pilates/yoga	Home exercise
39.4%	33.7%	26.6%	67.4%
Index:104	Index:103	Index:103	Index:102

Benchmark:Southern Ontario

Chosen from index ranking with minimum 5% composition.

Index Colours:	<80	80 - 110	110+

Behavioural - Numeris | Restaurant Types (A)

Customers: MobileScapes Extract 2021 - Visitors CEL: Visits

TOP RESTAURANT FOOD TYPES (Ordered Pst Yr)

Ranked by Volume		**Ranked by Index**	
Pizza restaurants		Seafood/Fish & Chips restaurants	
62.4%	Index:105	27.4%	Index:110
Asian restaurants		Pizza restaurants	
50.5%	Index:102	62.4%	Index:105
Sub/sandwich restaurants		Sub/sandwich restaurants	
42.3%	Index:105	42.3%	Index:105

TOP RESTAURANT SERVICE TYPES (Ordered Pst Yr)

Ranked by Volume		**Ranked by Index**	
Casual/family dining restaurants		Formal dine-in restaurants	
43.3%	Index:101	28.6%	Index:102
Fast casual restaurants		Other types of restaurants	
36.8%	Index:101	17.5%	Index:102
Pub restaurants		Casual/family dining restaurants	
30.1%	Index:97	43.3%	Index:101

TOP FOOD ORDERING METHODS (Ordered Pst Mth)

Ranked by Volume		**Ranked by Index**	
Take Out		Online meal kit	
69.6%	Index: 101	7.5%	Index:110
Drive Through		Drive Through	
45.2%	Index:107	45.2%	Index:107
Home Delivery		Take Out	
27.0%	Index:91	69.6%	Index: 101

Benchmark: Southern Ontario

(!) 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)

Bruce Grey Simcoe

Customers: MobileScapes Extract 2021 - Visitors CEL: Visits

TOP RESTAURANTS (Visited/Ordered Pst Yr)

Ranked by Volume

Swiss Chalet
34.7%   Index:100

Other casual/family restaurants
30.8%   Index:111

The Keg
16.9%   Index:105

Ranked by Index

Kelsey's
12.7%   Index:117

Other casual/family restaurants
30.8% Index:111

The Keg
16.9%   Index:105

TOP FAST FOOD RESTAURANTS (Visited/Ordered Pst Mth)

Ranked by Volume

McDonald's
45.6% Index:101

Other fast food restaurants
27.1%   Index:100

Subway
27.0 %   Index:109

Ranked by Index

Subway
23.8%   Index:109

A&W
21.9% Index:108

Mr. Sub
5.8%   Index: 106

TOP COFFEE/DONUT SHOPS (Visited/Ordered Pst Mth)

Ranked by Volume

Tim Hortons
56.5%   Index:101

McCafé/McDonald's
26.3%   Index:98

Starbucks
24.4%   Index:104

Ranked by Index

Second Cup
4.7%   Index:123

Starbucks
24.4%   Index:104

Other coffee/donut stores
7.2% Index:102

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

Benchmark used for Index calculations.

| Index Colours: | <80 | 80 - 110 | 110+ |

Customers: MobileScapes Extract 2021 - Visitors CEL: Visits

Total Customers: 1,410,982

Top 5 segments represent **42.1%** of customers in Southern Ontario

33 NEW COUNTRY

Rank:	1
Customers:	321,438
Customers %:	22.78
% in Benchmark:	2.00
Index:	1,138

R1 UPPER MIDDLE RURAL **F3** MIDDLE-AGE FAMILIES
Middle-aged, middle-income rural couples and families

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 jobs in agriculture, mining, natural industries and other blue-collar occupations. Scoring high for self-employment, a significant percentage of residents work as farmers and independent contractors in related industries. Their six-figure incomes provide comfortable, single-detached houses and enviable lifestyles. Forty percent of the maintainers are between 45 and 64 years old, and nearly 45 percent of households have children, typically of all ages. Like generations of rural households before them, New Country members are known for their deep roots in the community. Three-quarters of residents are third-plus-generation Canadians; fewer than one in ten are foreign-born. In these rural settings, people get attached to their pickups and drive them for decades. For leisure, they like to go hunting, fishing and boating, or they'll stay home and do some gardening. With their traditional views on politics and religion, they support family values and oppose government involvement in people's private lives; they score very low on Active Government.

41 DOWN TO EARTH

Rank:	2
Customers:	92,039
Customers %:	6.52
% in Benchmark:	2.25
Index:	290

R2 LOWER MIDDLE RURAL **M1** OLDER FAMILIES & EMPTY NESTS
Older, middle-income rural couples and families

The largest PRIZM segment with nearly 400,000 households, Down to Earth consists of older couples and families found in rural communities across the country. Eight out of ten adults are homeowners, typically living in modest, single-detached homes built before 1990. The majority of maintainers are over 55 years old. Most Down to Earth households earn average incomes from a mix of blue-collar in agriculture, construction and the trades. And while the most common family type is empty-nesting couples, more than a third of households contain couples with kids of all ages. What these rural folks share is a tradition-bound lifestyle: more than 80 percent of households are third-plus-generation Canadians and a significant percentage start their day with early-morning chores. As in other rural communities, Down to Earth residents spend their leisure time close to home and nature, enjoying sewing, knitting, bird-watching and snowmobiling. Their yards often have a small collection of trucks, cars, boats, ATVs and RVs; status is expressed in the size of their pickup. And many are strong on the value of Fulfillment Through Work, believing that one's work should be useful to others.

19 FAMILY MODE

S3 UPPER MIDDLE SUBURBAN MIDDLE-AGE FAMILIES F3
Suburban, upscale middle-aged families

Rank:	3
Customers:	77,728
Customers %:	5.51
% in Benchmark:	3.70
Index:	149

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 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and utilities. Thanks to dual-income households, their upscale incomes allow them to purchase single-detached houses valued at nearly $450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment, as well as trailers and boats. Family Mode members make an Effort Toward Health, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating.

45 SLOW-LANE SUBURBS

S6 OLDER SUBURBAN OLDER FAMILIES & EMPTY NESTS M1
Older and mature suburban singles and couples

Rank:	4
Customers:	54,217
Customers %:	3.84
% in Benchmark:	1.36
Index:	282

Slow-Lane Suburbs consists of a mix of older and mature singles and couples living in the suburbs of midsize cities like Thunder Bay, Cape Breton, St. John's and Sault Ste. Marie. Most maintainers are over 55, and those still in the labour force typically hold service sector and white-collar jobs in health, food services, sales or retail. With their high school and college educations yielding middle incomes, nearly three-quarters of adults are owners of relatively inexpensive homes. Many are aging in place in a single, semi or duplex in an older neighbourhood. In Slow-Lane Suburbs, two-thirds of households consist of only one or two people. Content in their established communities, more than three-quarters of residents are third-plus-generation Canadians, and they enjoy time-honoured outdoor activities like fishing, hunting and camping. And many have time on their hands to travel to Atlantic Canada and snowbird destinations in Florida. For excitement, they like attending an auto race or golf event. Marketers can reach them with a message that aligns with their belief in Saving on Principle, emphasizing products and services for the frugal minded.

23 MID-CITY MELLOW

U2 URBAN SUBUR OLDER FAMILIES & EMPTY NESTS M1
Older and mature city homeowners

|	
Rank:	5
Customers:	49,216
Customers %:	3.49
% in Benchmark:	3.80
Index:	92

Mid-City Mellow epitomizes a traditional view of the Canadian Dream: owning a home in an attractive setting while building a comfortable nest egg. In this segment, nearly 90 percent of members own single-detached houses, which typically were built between 1960 and 1990. These older and mature households enjoy upper-middle incomes and well-established neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Mid-City Mellow is a mixed group, a collection of both older couples and middle-aged families raising older children. Few segments have a lower five-year mobility rate. Most households contain third-plus-generation Canadians, though there's an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, Portugese, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of white collar, blue collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy sporting events such as horse racing, hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours as they believe that other cultures have a great deal to teach us (Culture Sampling).

PRIZM® Profile | Customers

Customers: MobileScapes Extract 2021 - Visitors CEL: Visits   **Total Customers:** 1,410,982

Bruce Grey Simcoe

| None | ▼ |

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
R1	F3	33	New Country	321,438	22.78	233,429	2.00	137.70	1,138
R2	M1	41	Down to Earth	92,039	6.52	262,262	2.25	35.09	290
S3	F3	19	Family Mode	77,728	5.51	432,020	3.70	17.99	149
S6	M1	45	Slow-Lane Suburbs	54,217	3.84	158,663	1.36	34.17	282
U2	M1	23	Mid-City Mellow	49,216	3.49	443,384	3.80	11.10	92
T1	F2	66	Indigenous Families	44,321	3.14	5,977	0.05	741.52	6,130
S2	F2	08	Multiculture-ish	41,984	2.98	482,558	4.14	8.70	72
S1	M1	09	Boomer Bliss	39,231	2.78	256,098	2.20	15.32	127
S1	F2	05	First-Class Families	38,187	2.71	380,588	3.26	10.03	83
R2	F3	48	Agri-Biz	37,166	2.63	53,915	0.46	68.93	570
R2	M2	49	Backcountry Boomers	36,700	2.60	97,130	0.83	37.78	312
U1	F1	06	Downtown Verve	30,943	2.19	232,156	1.99	13.33	110
F3	F3	31	Metro Melting Pot	30,561	2.17	605,691	5.19	5.05	42
R1	F3	26	Country Traditions	30,069	2.13	454,389	3.90	6.62	55
S3	F3	25	Suburban Sports	29,413	2.08	185,235	1.59	15.88	131
U5	F1	60	Value Villagers	28,998	2.06	214,207	1.84	13.54	112
R1	F3	14	Kick-Back Country	28,608	2.03	241,723	2.07	11.84	98
F1	F2	18	Multicultural Corners	28,379	2.01	491,125	4.21	5.78	48
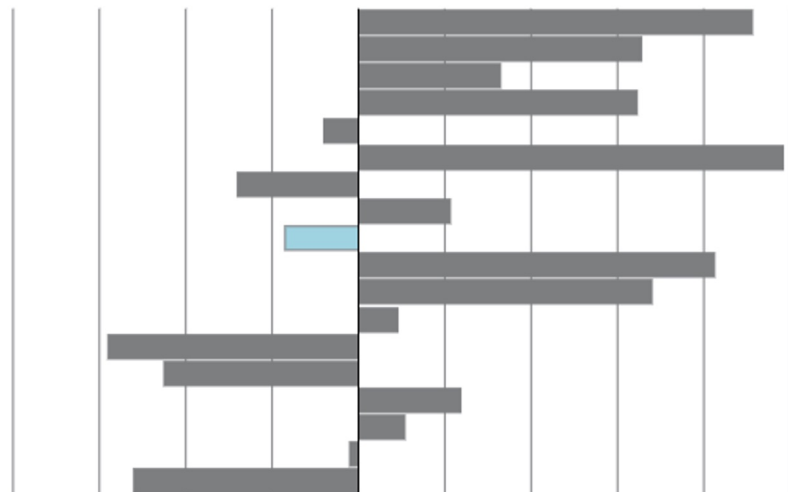
None

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
R1	F3	33	New Country	49,362	14.39	233,429	2.00	21.15	719
S3	F3	19	Family Mode	22,523	6.57	432,020	3.70	5.21	177
S2	F2	08	Multiculture-ish	16,613	4.84	482,558	4.14	3.44	117
U2	M1	23	Mid-City Mellow	14,830	4.32	443,384	3.80	3.34	114
R2	M1	41	Down to Earth	14,721	4.29	262,262	2.25	5.61	191
S6	M1	45	Slow-Lane Suburbs	12,772	3.72	158,663	1.36	8.05	274
U1	M1	02	Wealthy & Wise	10,681	3.11	199,131	1.71	5.36	182
S3	F3	25	Suburban Sports	9,957	2.90	185,235	1.59	5.38	183
S1	F2	05	First-Class Families	9,927	2.89	380,588	3.26	2.61	89
F1	F2	18	Multicultural Corners	9,719	2.83	491,125	4.21	1.98	67
R1	F3	14	Kick-Back Country	9,399	2.74	241,723	2.07	3.89	132
F3	F3	31	Metro Melting Pot	8,797	2.56	605,691	5.19	1.45	49
R1	F3	26	Country Traditions	8,388	2.44	454,389	3.90	1.85	63
U1	F1	06	Downtown Verve	8,161	2.38	232,156	1.99	3.52	120
U4	F2	15	South Asian Enterprise	7,938	2.31	610,857	5.24	1.30	44
S1	M1	09	Boomer Bliss	7,815	2.28	256,098	2.20	3.05	104
U5	F1	60	Value Villagers	7,811	2.28	214,207	1.84	3.65	124
S5	F3	38	Stressed in Suburbia	7,763	2.26	231,326	1.98	3.36	114
S6	M2	21	Scenic Retirement	7,216	2.10	195,703	1.68	3.69	125
R2	F3	48	Agri-Biz	7,066	2.06	53,915	0.46	13.11	446

PRIZM® Profile | Customers

Customers: MobileScapes Extract 2021 - Visitors CEL: August

Bruce Grey Simcoe

Total Customers: 334,360

None

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
R1	F3	33	New Country	42,830	12.81	233,429	2.00	18.35	640
S3	F3	19	Family Mode	25,214	7.54	432,020	3.70	5.84	204
U2	M1	23	Mid-City Mellow	15,686	4.69	443,384	3.80	3.54	123
R2	M1	41	Down to Earth	13,162	3.94	262,262	2.25	5.02	175
S1	F2	05	First-Class Families	12,969	3.88	380,588	3.26	3.41	119
S6	M1	45	Slow-Lane Suburbs	12,421	3.71	158,663	1.36	7.83	273
S1	M1	09	Boomer Bliss	12,394	3.71	256,098	2.20	4.84	169
S2	F2	08	Multiculture-ish	12,345	3.69	482,558	4.14	2.56	89
F1	F2	18	Multicultural Corners	10,535	3.15	491,125	4.21	2.15	75
S5	F3	38	Stressed in Suburbia	9,517	2.85	231,326	1.98	4.11	144
U1	M1	02	Wealthy & Wise	9,365	2.80	199,131	1.71	4.70	164
F3	F3	31	Metro Melting Pot	9,286	2.78	605,691	5.19	1.53	53
U4	F2	15	South Asian Enterprise	9,156	2.74	610,857	5.24	1.50	52
R1	F3	26	Country Traditions	8,834	2.64	454,389	3.90	1.94	68
S3	F3	25	Suburban Sports	8,582	2.57	185,235	1.59	4.63	162
S2	Y3	11	Modern Suburbia	8,345	2.50	306,769	2.63	2.72	95
R2	F3	48	Agri-Biz	7,793	2.33	53,915	0.46	14.45	504
U1	F1	06	Downtown Verve	7,390	2.21	232,156	1.99	3.18	111
R1	F3	14	Kick-Back Country	6,808	2.04	241,723	2.07	2.82	98
U5	F1	60	Value Villagers	6,601	1.97	214,207	1.84	3.08	107
R2	M2	49	Backcountry Boomers	6,061	1.81	97,130	0.83	6.24	218
S1	F3	04	Turbo Burbs	5,814	1.74	173,676	1.49	3.35	117

PRIZM® Profile | Customers
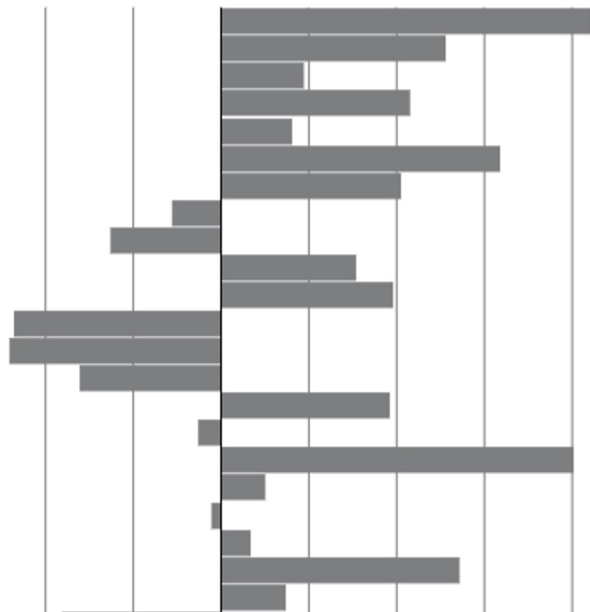
Customers: MobileScapes Extract 2021 - Visitors CEL: Weekend

None

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
R1	F3	33	New Country	91,762	17.36	233,429	2.00	39.31	868
S3	F3	19	Family Mode	29,710	5.62	432,020	3.70	6.88	152
R2	M1	41	Down to Earth	28,225	5.34	262,262	2.25	10.76	238
U2	M1	23	Mid-City Mellow	20,247	3.83	443,384	3.80	4.57	101
S2	F2	08	Multiculture-ish	19,675	3.72	482,558	4.14	4.08	90
R2	F3	48	Agri-Biz	17,744	3.36	53,915	0.46	32.91	726
S1	M1	09	Boomer Bliss	17,553	3.32	256,098	2.20	6.85	151
S6	M1	45	Slow-Lane Suburbs	17,148	3.25	158,663	1.36	10.81	239
F3	F3	31	Metro Melting Pot	15,947	3.02	605,691	5.19	2.63	58
S1	F2	05	First-Class Families	15,617	2.96	380,588	3.26	4.10	91
U4	F2	15	South Asian Enterprise	14,846	2.81	610,857	5.24	2.43	54
T1	F2	66	Indigenous Families	14,325	2.71	5,977	0.05	239.66	5,290
U1	F1	06	Downtown Verve	12,995	2.46	232,156	1.99	5.60	124
U5	F1	60	Value Villagers	12,708	2.40	214,207	1.84	5.93	131
R1	F3	14	Kick-Back Country	12,384	2.34	241,723	2.07	5.12	113
R2	M2	49	Backcountry Boomers	11,692	2.21	97,130	0.83	12.04	266
F1	F2	18	Multicultural Corners	11,428	2.16	491,125	4.21	2.33	51
S5	F3	38	Stressed in Suburbia	11,375	2.15	231,326	1.98	4.92	109
S3	F3	25	Suburban Sports	10,962	2.07	185,235	1.59	5.92	131

Recommendations

❖ Focus on rural visitors - New Country, Down to Earth AND Family Mode which is suburban.

❖ Look for people in Southwestern Ontario and specific FSAs in Toronto, Brampton, Mississauga. There are large number of people coming from these areas but because they index low, it is important to create a more targeted campaign to reach them.

❖ Target ads towards people 35+. These may be families with children at home but there is also a large group of mature couples that visit.

❖ Visitors like the outdoors like camping, canoeing/kayaking and fishing. Promote your proximity to hiking trails.

❖ Use language like 'outdoors', 'in nature', 'small businesses' in your advertising.

❖ Stick to advertising online. Visitors spend 332 minutes online daily. Facebook and Instagram are the top social media channels. Start to fill your feeds with images outside or with small businesses. You might also want to consider attending the Cottage Life or Outdoor Adventure Show. Partnering with some of the local campgrounds and outdoor activity providers like Jack n' Jills Surf shop or Fish the Bruce could attract people to your booth.

❖ From an economic development perspective, start to recruit more guiding companies to rent boats on the Sauble River or yoga on the beach.