

Sauble Beach Geofence Project


2023

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 when developing a tourism strategy 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.vironicsanalytics.com/hc/en-us/articles/360035649152-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.
 - The the data will be presented with a visitor lens. We have created an area that is 40 km - 200 km from Sauble Beach. This represents 94% of all the daily visits in 2023. This separates residents visits and gives a better representation of tourism.
 - The next slide indicates how many people entered the Geofenced areas in 2023.

Geofence Area for Data Collection



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.

Geofence Data Collected

Year	Total Records	Unique Visitors	Daily Visits	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
2022	9,572	90,212	1,346,149	138,823	246,537	121,571	100,844	494,610
2023	19,616	364,986	4,414,762	574,341	529,623	395,406	249,557	1,776,392

Monthly Visitation - Total Daily Visits

Month	2019	2020	2021	2022	2023
January	27,234	26,261	33,599	33,046	122,895
February	34,276	20,352	35,493	31,368	143,036
March	36,083	38,567	46,888	45,581	251,715
April	52,909	41,931	46,615	66,056	436,226
May	99,107	74,026	62,213	175,966	617,448
June	160,251	140,050	181,115	135,704	574,341
July	276,331	244,158	343,021	243,387	529,623
August	298,943	238,556	334,360	116,999	395,406
September	103,378	113,360	132,680	99,325	249,557
October	61,011	73,381	94,235	180,791	378,578
November	32,400	40,007	49,581	106,489	368,334
December	26,743	36,418	51,182	88,921	347,602

Monthly Visitation Graph

Sauble Beach Monthly Visitation



Series	Year	January	February	March	April	May	June	July	August	September	October	November	December
Series1	2019	27,234	34,276	36,083	52,909	99,107	160,251	276,331	296,943	103,378	61,011	32,400	26,743
Series2	2020	26,261	20,352	38,567	41,931	74,026	140,050	244,158	238,556	113,360	73,381	40,007	36,418
Series3	2021	33,599	35,493	46,888	46,615	62,213	181,115	343,021	334,360	132,680	94,235	49,581	51,182
Series4	2022	33,046	31,368	45,581	66,056	175,906	135,704	243,387	116,999	99,325	180,791	106,489	88,921
Series5	2023	122,895	143,036	251,715	436,226	617,448	574,341	529,623	395,406	249,557	378,578	368,334	347,602

MONTH

Visitors Monthly Visitation

2023 Visitors

Total Daily Visits: 1,504,366

Total Unique visits: 156,756

Month	2023
January	19,463
February	36,402
March	82,039
April	163,846
May	231,434
June	225,391
July	196,796
August	121,314
September	64,672
October	120,793
November	121,601
December	120,614

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 Ontario by PRDCSD							
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)

Where did people come from?

Ranking Areas - Standard Geographies | Customers

How to Read



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

Geographic Level: PRDCDSD

Name	Code	Count	%	Base Count	Base %	% Pen	Index
South Bruce Peninsula, ON (T)	3541055	1,084,101	24.56	8,736	0.07	12,409.59	35,932
Toronto, ON (C)	3520005	446,393	10.11	2,611,953	20.43	17.09	49
Georgian Bluffs, ON (TP)	3542053	217,793	4.93	9,197	0.07	2,368.08	6,857
Owen Sound, ON (CY)	3542059	215,231	4.88	20,147	0.16	1,068.30	3,093
Guelph, ON (CY)	3523008	180,745	4.09	127,750	1.00	141.48	410
Kitchener, ON (CY)	3530013	150,651	3.41	230,268	1.80	65.42	189
Saugeen Shores, ON (T)	3541045	132,989	3.01	13,180	0.10	1,009.02	2,922
Cambridge, ON (CY)	3530010	115,768	2.62	121,127	0.95	95.58	277
Mississauga, ON (CY)	3521005	114,808	2.60	656,069	5.13	17.50	51
Hamilton, ON (C)	3525005	108,125	2.45	503,419	3.94	21.48	62
Brampton, ON (CY)	3521010	108,005	2.45	628,117	4.91	17.20	50
Waterloo, ON (CY)	3530016	77,058	1.75	108,104	0.85	71.28	206
London, ON (CY)	3539036	62,729	1.42	371,625	2.91	16.88	49
Burlington, ON (CY)	3524002	58,166	1.32	168,201	1.32	34.58	100
Halton Hills, ON (T)	3524015	52,513	1.19	56,351	0.44	93.19	270
Chatsworth, ON (TP)	3542037	51,997	1.18	5,855	0.05	888.07	2,571
Arran-Elderslie, ON (MU)	3541043	47,810	1.08	6,250	0.05	764.96	2,215
Vaughan, ON (CY)	3519028	41,692	0.94	289,995	2.27	14.38	42
Woodstock, ON (CY)	3532042	41,353	0.94	41,243	0.32	100.27	290
Barrie, ON (CY)	3543042	41,245	0.93	146,039	1.14	28.24	82
Hanover, ON (T)	3542029	39,799	0.90	7,230	0.06	550.48	1,594
Milton, ON (T)	3524009	39,316	0.89	121,615	0.95	32.33	94
Brantford, ON (CY)	3529006	34,408	0.78	89,414	0.70	38.48	111
Ajax, ON (T)	3518005	32,145	0.73	123,664	0.97	25.99	75
Guelph/Eramosa, ON (TP)	3523009	31,415	0.71	12,046	0.09	260.79	755
Oakville, ON (T)	3524001	30,755	0.70	185,815	1.45	16.55	48
Woolwich, ON (TP)	3530035	30,723	0.70	24,299	0.19	126.44	366
Windsor, ON (CY)	3537039	27,934	0.63	197,880	1.55	14.12	41
Northern Bruce Peninsula, ON (MU)	3541069	25,543	0.58	3,961	0.03	644.86	1,867
Centre Wellington, ON (TP)	3523025	24,673	0.56	26,244	0.20	94.01	272
Meaford, ON (MU)	3542047	24,601	0.56	10,502	0.08	234.26	678
St. Catharines, ON (CY)	3526053	24,052	0.55	120,116	0.94	20.02	58
Markham, ON (CY)	3519036	23,663	0.54	312,531	2.44	7.57	22
Brockton, ON (MU)	3541032	22,722	0.52	8,120	0.06	279.83	810
Shelburne, ON (T)	3522021	22,651	0.51	8,289	0.07	273.27	791
Georgina, ON (T)	3519070	22,290	0.51	42,105	0.33	52.94	153

Where did visitors come from?

Ranking Areas - Standard Geographies | Customers

How to Read

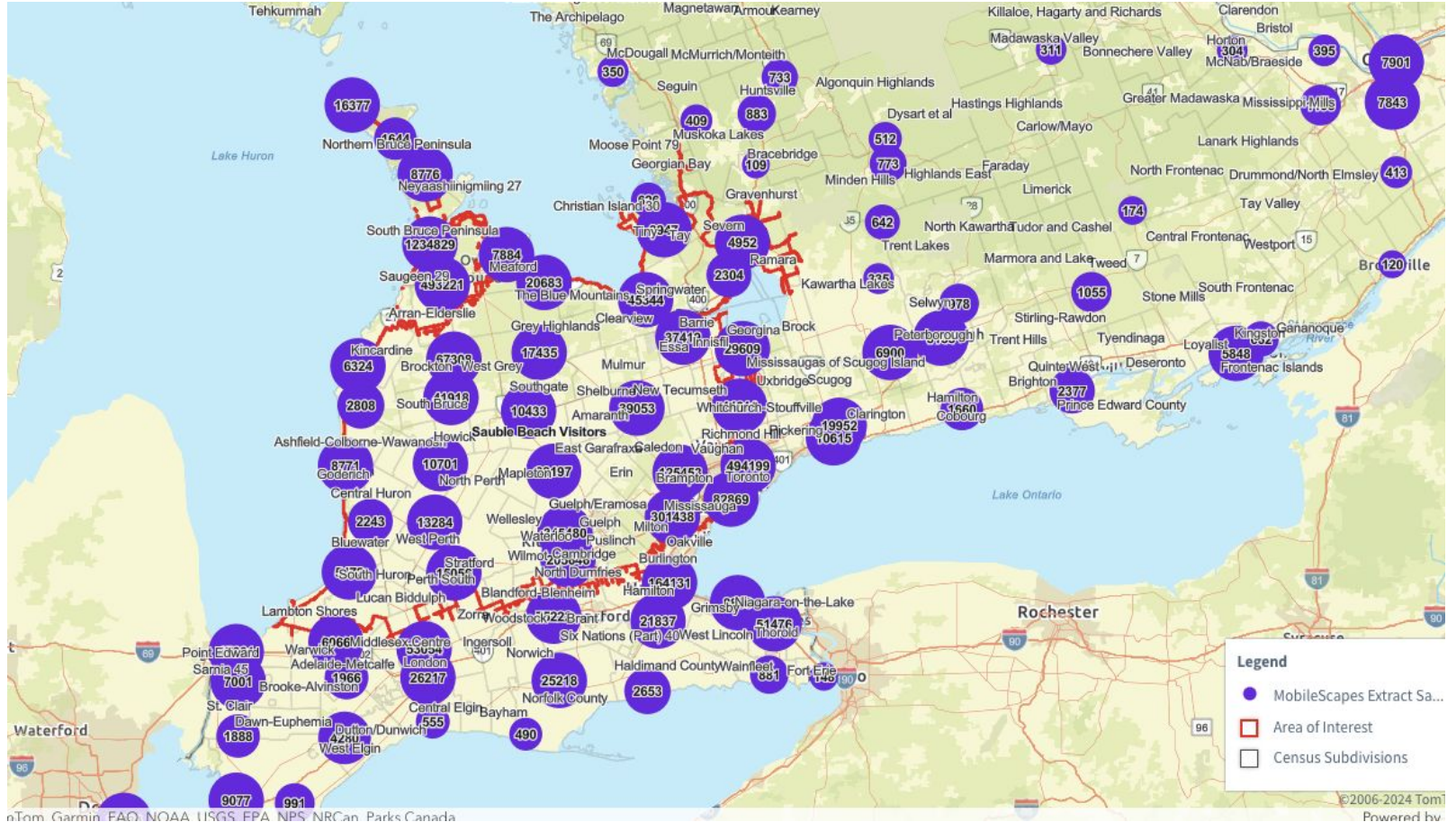


Customers: MobileScapes Extract Sauble Beach 2023 - Visitors CEL: Visits

Geographic Level: PRDCSD

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Guelph, ON (CY)	3523008	180,745	12.02	127,750	1.69	141.48	712
Kitchener, ON (CY)	3530013	150,651	10.01	230,268	3.04	65.42	329
Cambridge, ON (CY)	3530010	115,768	7.70	121,127	1.60	95.58	481
Brampton, ON (CY)	3521010	108,005	7.18	628,117	8.30	17.20	87
Mississauga, ON (CY)	3521005	99,060	6.58	656,069	8.67	15.10	76
Waterloo, ON (CY)	3530016	77,058	5.12	108,104	1.43	71.28	359
Toronto, ON (C)	3520005	64,429	4.28	2,611,953	34.51	2.47	12
Halton Hills, ON (T)	3524015	52,513	3.49	56,351	0.74	93.19	469
Chatsworth, ON (TP)	3542037	51,997	3.46	5,855	0.08	888.07	4,468
Barrie, ON (CY)	3543042	39,864	2.65	146,039	1.93	27.30	137
Hanover, ON (T)	3542029	39,799	2.65	7,230	0.10	550.48	2,770
Milton, ON (T)	3524009	38,757	2.58	121,615	1.61	31.87	160
Vaughan, ON (CY)	3519028	33,809	2.25	289,995	3.83	11.66	59
Guelph/Eramosa, ON (TP)	3523009	31,415	2.09	12,046	0.16	260.79	1,312
Woolwich, ON (TP)	3530035	30,723	2.04	24,299	0.32	126.44	636
Centre Wellington, ON (TP)	3523025	24,673	1.64	26,244	0.35	94.01	473
Brockton, ON (MU)	3541032	22,722	1.51	8,120	0.11	279.83	1,408
Shelburne, ON (T)	3522021	22,651	1.51	8,289	0.11	273.27	1,375
Collingwood, ON (T)	3543031	21,651	1.44	22,381	0.30	96.74	487
Caledon, ON (T)	3521024	17,286	1.15	71,253	0.94	24.26	122
Arran-Elderslie, ON (MU)	3541043	15,142	1.01	6,250	0.08	242.28	1,219
Minto, ON (T)	3523043	14,987	1.00	7,753	0.10	193.31	973
Wellesley, ON (TP)	3530027	11,576	0.77	9,864	0.13	117.35	590
Wellington North, ON (TP)	3523050	10,949	0.73	10,486	0.14	104.41	525
South Bruce, ON (MU)	3541004	10,209	0.68	4,780	0.06	213.58	1,075
Bradford West Gwillimbury, ON (T)	3543014	9,917	0.66	35,985	0.47	27.56	139
Southgate, ON (TP)	3542005	9,906	0.66	6,461	0.09	153.32	771
Huron East, ON (MU)	3540040	9,661	0.64	8,216	0.11	117.59	592
Aurora, ON (T)	3519046	9,346	0.62	53,423	0.71	17.49	88
Newmarket, ON (T)	3519048	8,172	0.54	80,899	1.07	10.10	51

Location of Visitors 2023



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

MEDIAN MAINTAINER AGE

50

Index: 94

MARITAL STATUS



60.8%

Index: 106

Married/Common-Law

FAMILY STATUS*

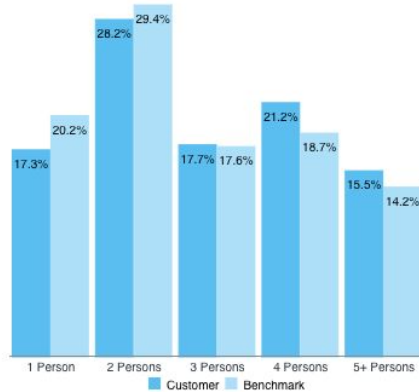


54.3%

Index: 107

Couples With Children At Home

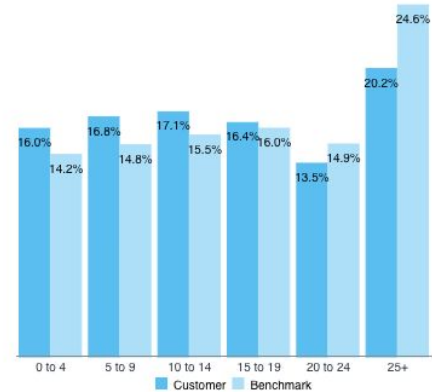
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	%	Index
0 to 4	5.9	113
5 to 9	6.2	115
10 to 14	6.5	114
15 to 19	6.5	108
20 to 24	6.7	97
25 to 29	7.5	96
30 to 34	7.7	102
35 to 39	7.7	109
40 to 44	7.3	110
45 to 49	6.8	109
50 to 54	6.4	101
55 to 59	5.9	90
60 to 64	5.3	85
65 to 69	4.4	86
70 to 74	3.5	86
75 to 79	2.6	84
80 to 84	1.6	80
85+	1.4	74

AGE OF CHILDREN AT HOME



Benchmark: Sauble Beach Visitors

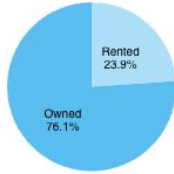
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*Chosen from index ranking with minimum 5% composition.

Index Colours: <80 80 - 110 110+

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

TENURE



STRUCTURE TYPE



Houses

81.1%

Index: 110



Apartments

18.6%

Index: 72

AGE OF HOUSING*

3 - 7 Years Old

% Comp: 15.3 Index: 213

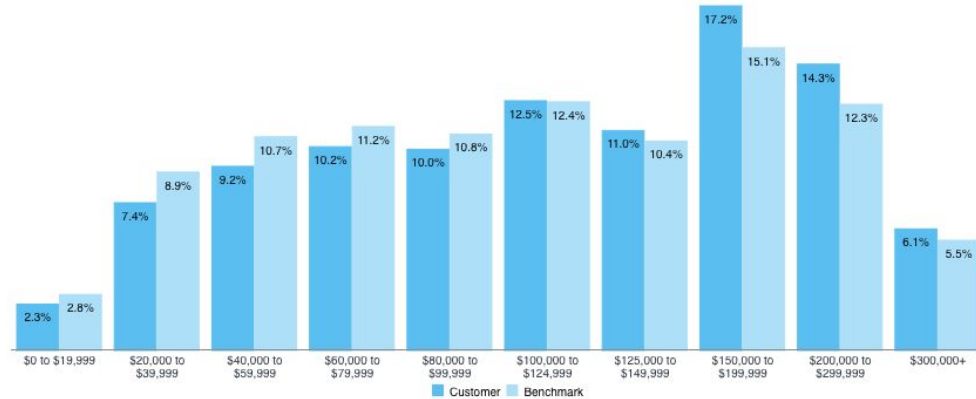
AVERAGE HOUSEHOLD INCOME



\$143,041

Index: 106

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Sauble Beach Visitors

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*Chosen from index ranking with minimum 5% composition.

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

EDUCATION



29.9%
Index: 106

University Degree

LABOUR FORCE PARTICIPATION



70.6%
Index: 104

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



48.6%
Index: 110

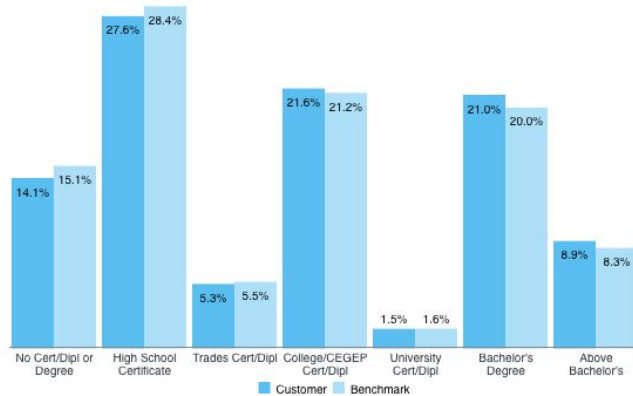
Travel to work by **Car (as Driver)**



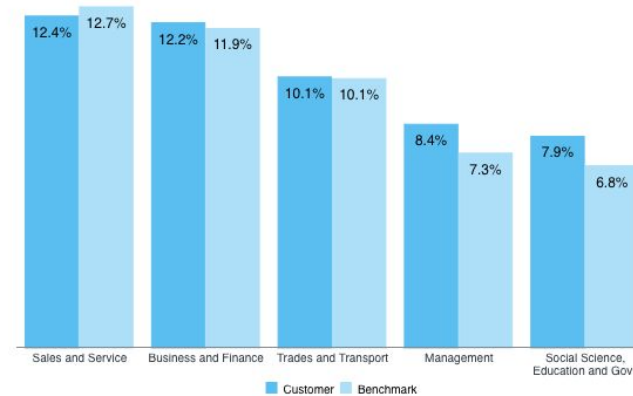
5.2%
Index: 78

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Sauble Beach Visitors

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*Ranked by percent composition.

Index Colours: <80 80 - 110 110+

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

INDIGENOUS IDENTITY



VISIBLE MINORITY PRESENCE



Belong to a visible minority group

NON-OFFICIAL LANGUAGE



No knowledge of English or French

IMMIGRATION

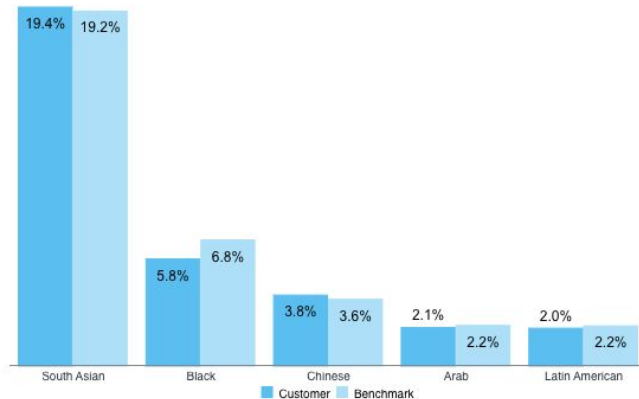


Born outside Canada

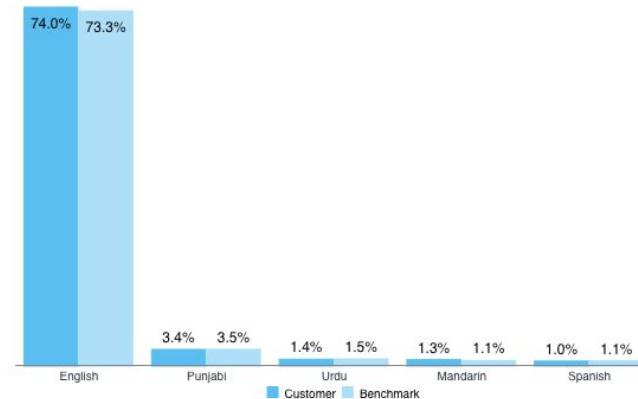
PERIOD OF IMMIGRATION*



VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Sauble Beach 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 Sauble Beach 2023 - Visitors CEL



Strong Values

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Confidence in Advertising	101
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Descriptions | Top 3 Strong Values

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.

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.



Weak Values

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Descriptions | Top 3 Weak Values

Fatalism

The feeling that there are forces beyond one's immediate control preventing one from being in control, and being resigned to not being able to organize and control the direction of one's life or future. Lack of belief in one's basic ability to effect change and control one's life.

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.

Active Government

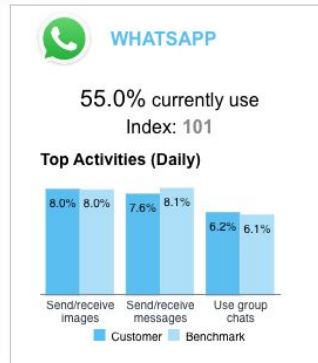
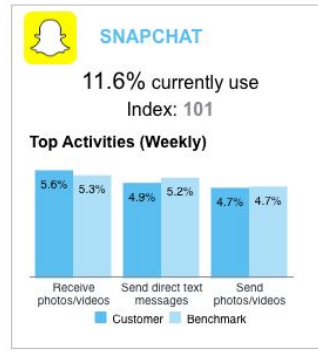
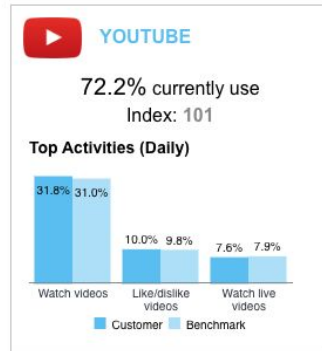
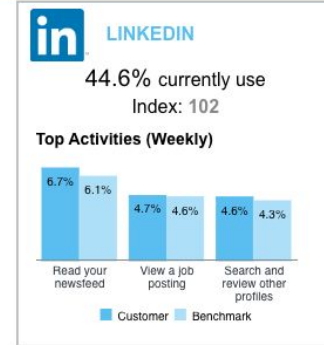
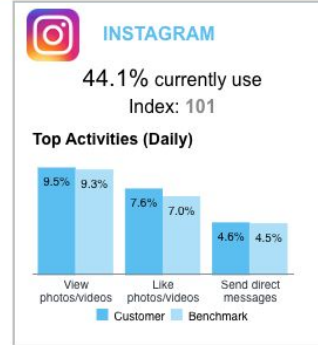
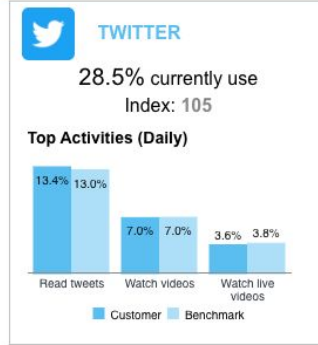
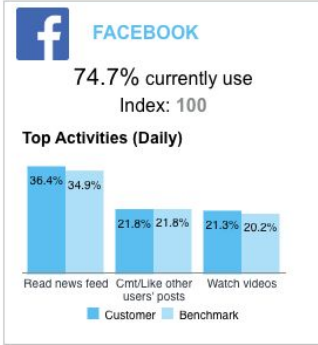
Tendency to believe that government efficaciously performs socially beneficial functions. A desire for more government involvement in resolving social issues.

Benchmark: Sauble Beach Visitors

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



Benchmark: Sauble Beach 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+

Behavioural - Numeris | Digital - Social Network Usage

How to Read



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

USED ONLINE SOCIAL NETWORKS

Past week

	%	Base %	Index
Facebook	42.26	41.63	101
Instagram	31.61	30.62	103
LinkedIn	15.01	15.19	99
Pinterest	12.18	11.05	110
Reddit	9.94	9.44	105
Snapchat	12.37	11.44	108
TikTok	14.07	13.64	103
Twitter	16.17	16.07	101
WhatsApp	24.73	25.92	95
Online/Internet dating sites	2.38	2.61	91
YouTube videos/channels	40.42	40.23	100

Benchmark: Sauble Beach Visitors

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

FRIENDS IN ALL SM NETWORKS



0-49 friends

FREQUENCY OF USE (DAILY)



Facebook

BRAND INTERACTION



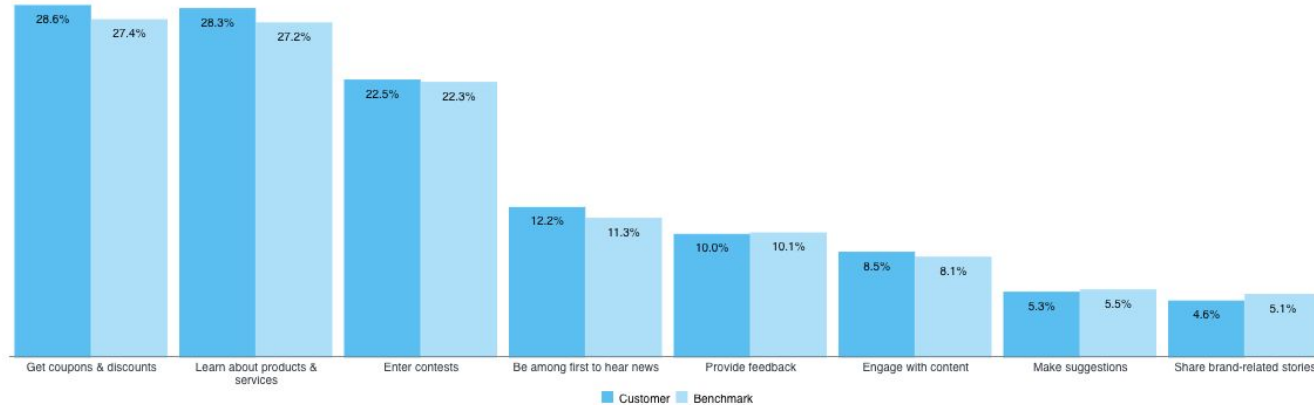
Like brand on Facebook

NO. OF BRANDS INTERACTED



2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Sauble Beach Visitors

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Chosen and ranked by percent composition.

Index Colours: <80 80 - 110 110+

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

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



9.6%

Index: 100

Vacation, travel-related



7.6%

Index: 94

Entertainment-related (i.e. movies)



7.0%

Index: 94

Big-ticket (i.e. appliances)

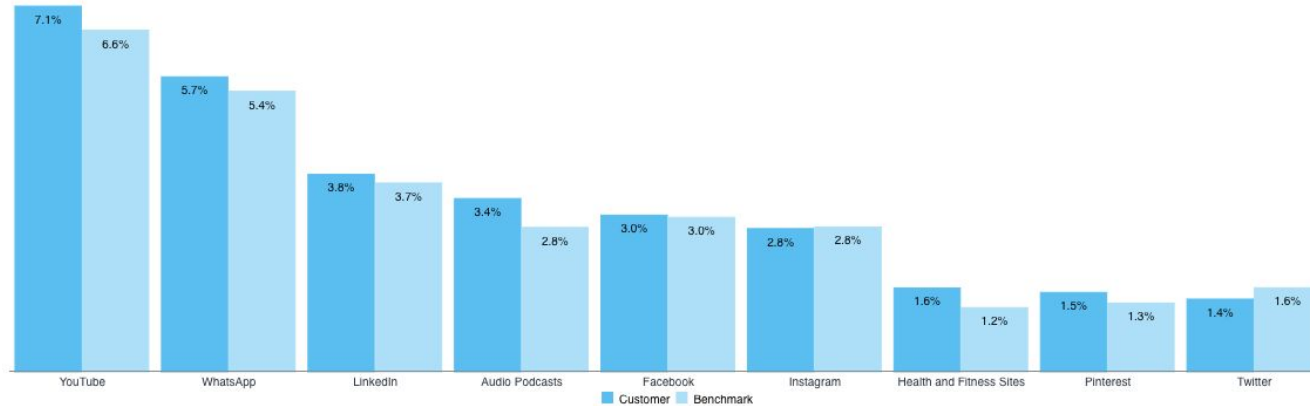


6.6%

Index: 96

Banking, credit cards

USAGE EXPECTATIONS (Increase in the next yr)



Benchmark: Sauble Beach 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+

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



DESCRIBES ME*...

Use SM to stay connected with personal contacts

% Comp **40.2** Index **100**



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

% Comp **19.6** Index **103**



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

% Comp **65.4** Index **101**



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

% Comp **9.0** Index **98**



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

% Comp **79.1** Index **99**



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

% Comp **19.6** Index **102**

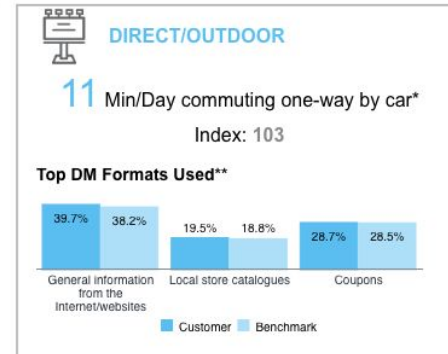
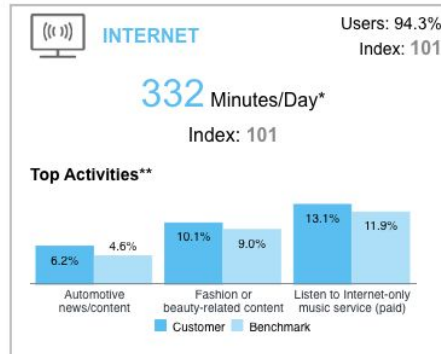
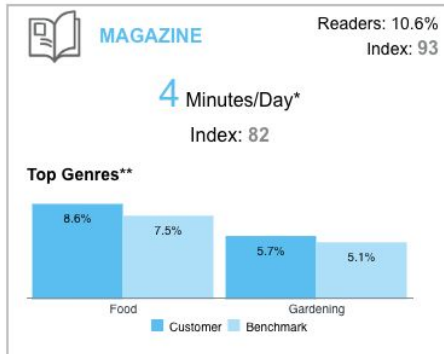
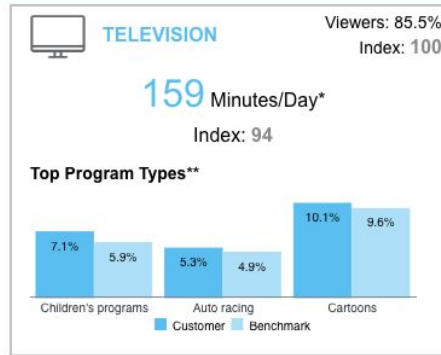
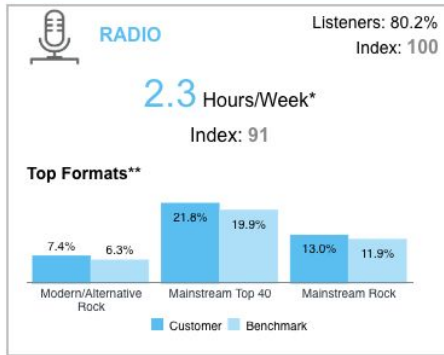
Benchmark: Sauble Beach Visitors

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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 Sauble Beach 2023 - Visitors CEL: Visits



Benchmark: Sauble Beach Visitors

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*Consumption values based to Household Population 12+.
**Chosen from index ranking with minimum 5% composition.

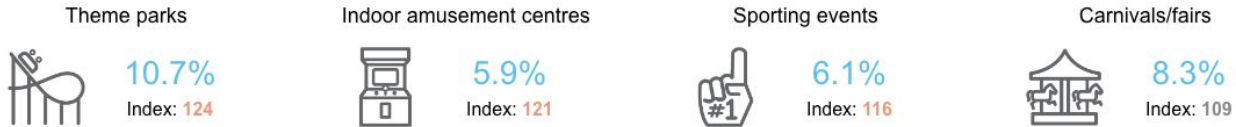
Index Colours:	<80	80 - 110	110+

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

Top Shows & Exhibitions*



Top Local Attractions & Destinations**



Top Professional Sports**



Top Concert & Theatre Venues**



Benchmark: Sauble Beach 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.



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

Top Individual Sports

Cycling (mountain/road biking)



42.4%

Index: 104

Canoeing/kayaking



36.9%

Index: 103

Golfing



23.5%

Index: 102

Swimming



54.4%

Index: 102

Top Team Sports

Curling



6.3%

Index: 113

Hockey



13.0%

Index: 110

Basketball



18.3%

Index: 107

Baseball/softball



13.6%

Index: 102

Top Activities

Power boating/Jet skiing



9.4%

Index: 113

ATV/snowmobiling



10.0%

Index: 107

Camping



39.4%

Index: 105

Ice skating



32.8%

Index: 105

Top Fitness

Jogging



23.3%

Index: 104

Pilates/yoga



23.7%

Index: 102

Fitness classes



26.1%

Index: 101




Fitness walking



53.2%

Index: 101

Customer: MobileScapes Extract Sauble Beach 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 Index	
Pizza restaurants	59.9% Index: 102	Ice cream/frozen yogurt restaurants	36.7% Index: 107
Asian restaurants	49.7% Index: 104	Italian restaurants	30.5% Index: 107
Sub/sandwich restaurants	38.5% Index: 106	Mexican/Burrito-style restaurants	31.8% Index: 106
		 TOP FOOD ORDERING METHODS <i>Ordered, Past year</i>	
Ranked by Volume		Ranked by Index	
Take Out	69.9% Index: 102	Eat In Restaurant	44.2% Index: 105
Drive Through	46.0% Index: 105	Drive Through	46.0% Index: 105
Eat In Restaurant	44.2% Index: 105	Home Delivery	32.1% Index: 103




Benchmark: Sauble Beach 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 Sauble Beach 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	33.3% Index: 101	Kelsey's	13.6% Index: 125	McDonald's	48.4% Index: 105	Mr. Sub	6.6% Index: 124
Other casual/family restaurants	25.4% Index: 101	St-Hubert BBQ	1.8% Index: 123	Other fast food restaurants	29.0% Index: 106	Arby's	1.8% Index: 122
The Keg	16.3% Index: 106	Earls	2.8% Index: 113	Subway	24.7% Index: 110	Quiznos Classic Subs	1.3% Index: 119
 TOP COFFEE/DONUT SHOPS <i>Visited/Ordered Past Month</i>							
Ranked by Volume		Ranked by Index		Ranked by Volume		Ranked by Index	
Tim Hortons	62.2% Index: 99	Starbucks	30.8% Index: 113	Starbucks	30.8% Index: 113	Starbucks	30.8% Index: 113
McCafé/McDonald's	31.3% Index: 104	Tea stores	2.2% Index: 110	Tea stores	2.2% Index: 110	Tea stores	2.2% Index: 110
Starbucks	30.8% Index: 113	McCafé/McDonald's	31.3% Index: 104	McCafé/McDonald's	31.3% Index: 104	McCafé/McDonald's	31.3% Index: 104

Benchmark: Sauble Beach Visitors

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Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+
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Top 5 segments represent **31.2%** of customers in Sauble Beach Visitors



Rank:	1
Customers:	115,078
Customers %:	7.65
% in Benchmark:	5.14
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 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:	2
Customers:	99,265
Customers %:	6.60
% in Benchmark:	15.37
Index:	43

Reflecting Canada's increasing cultural diversity, South Asian Enterprise is an urban crossroads. 60 percent of the populace are immigrants and half the members identify as visible minorities from South Asia. The segment contains upper-middle-class families living in a mix of new singles, semis and row houses in the Greater Toronto Area. Few segments have larger households: nearly 60 percent contain four or more people. One in seven is multi-family, with a significant presence of adult children. These first- and second-generation Canadians have parlayed mixed educations into well-paying blue-collar and service sector jobs. They enjoy swimming, baseball and racquet sports, as well as visiting theme parks and video arcades. Many represent a prime market for casual clothing, mobile phones and online courses.



Rank: 3
 Customers: 94,411
 Customers %: 6.28
 % in Benchmark: 3.20
 Index: 196

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: 80,498
 Customers %: 5.35
 % in Benchmark: 3.32
 Index: 161

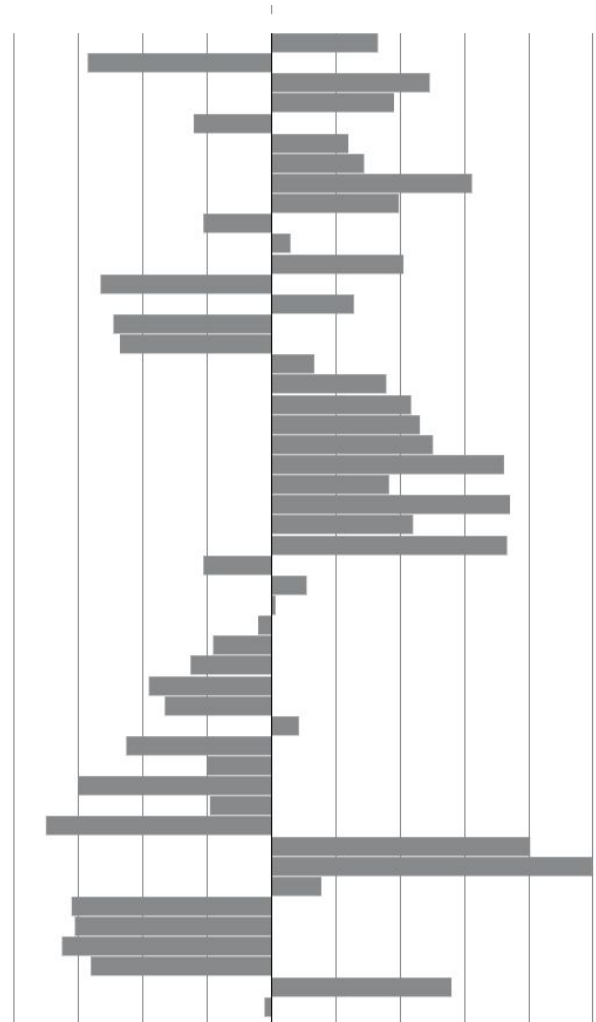
The upper-middle-class members of Mid-City Mellow lead a comfortable life. Over 90 percent of members own single-detached houses, typically in well-established city neighbourhoods with gardens. While most maintainers are over 55, these third-plus-generation Canadians include both older couples aging 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: 5
 Customers: 80,320
 Customers %: 5.34
 % in Benchmark: 6.99
 Index: 76

One of the wealthier suburban lifestyles, Multiculture-ish is an ethnically diverse segment with a high presence of middle-aged Asian and South Asian households. Located in and around major cities, more than 40 percent of residents are immigrants, and the rest are typically second-generation Canadians who've settled in houses built since 1990. Multiculture-ish households tend to be large, and the significant presence of children influences their preference for family-friendly outings to theme parks, zoos and aquariums. Having completed university and college educations, the adults enjoy high incomes—earned from jobs in management, business and science—and energetic lifestyles. Many like to jog, swim or play golf, while their kids participate in formal sports programs. At home, they accumulate multiple pets, TV sets and phones.

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
S3	F3	19	Family Mode	115,078	7.65	186,986	5.14	0.62	149
U4	F2	15	South Asian Enterprise	99,265	6.60	559,280	15.37	0.18	43
R1	F3	33	New Country	94,411	6.28	116,542	3.20	0.81	196
U2	M1	23	Mid-City Mellow	80,498	5.35	120,739	3.32	0.67	161
S2	F2	08	Multiculture-ish	80,320	5.34	254,157	6.99	0.32	76
R1	F3	14	Kick-Back Country	67,425	4.48	124,285	3.42	0.54	131
S5	F3	38	Stressed in Suburbia	57,067	3.79	98,856	2.72	0.58	140
S5	F3	43	Happy Medium	56,502	3.76	51,685	1.42	1.09	264
S3	F3	25	Suburban Sports	51,209	3.40	75,113	2.06	0.68	165
S2	Y3	11	Modern Suburbia	50,449	3.35	154,717	4.25	0.33	79
S1	F2	05	First-Class Families	49,879	3.32	113,832	3.13	0.44	106
U2	M1	16	Savvy Seniors	49,291	3.28	70,578	1.94	0.70	169
F3	F3	31	Metro Melting Pot	48,685	3.24	250,089	6.87	0.19	47
S1	F3	04	Turbo Burbs	47,090	3.13	84,732	2.33	0.56	134
F1	F2	18	Multicultural Corners	42,888	2.85	203,948	5.61	0.21	51
U4	F3	61	Came From Away	42,399	2.82	194,333	5.34	0.22	53
R1	F3	26	Country Traditions	34,707	2.31	72,944	2.00	0.48	115
U5	Y2	57	Juggling Acts	34,576	2.30	53,890	1.48	0.64	155
S1	M1	09	Boomer Bliss	31,738	2.11	43,650	1.20	0.73	176
S6	M1	45	Slow-Lane Suburbs	27,887	1.85	36,490	1.00	0.76	185
R2	M1	41	Down to Earth	27,813	1.85	33,577	0.92	0.83	200
R2	F3	48	Agri-Biz	27,357	1.82	18,478	0.51	1.48	358
U5	F1	60	Value Villagers	24,918	1.66	38,324	1.05	0.65	157
T1	M1	58	Old Town Roads	23,471	1.56	14,766	0.41	1.59	384
S3	Y3	24	All-Terrain Families	22,799	1.51	30,969	0.85	0.74	178
U3	Y2	22	Indieville	21,619	1.44	14,098	0.39	1.53	371
U2	M2	51	On Their Own Again	19,086	1.27	58,120	1.60	0.33	79
F1	M1	07	Mature & Secure	18,121	1.21	39,263	1.08	0.46	112
S6	M2	62	Suburban Recliners	16,882	1.12	40,340	1.11	0.42	101
S6	M2	21	Scenic Retirement	16,458	1.09	41,674	1.15	0.39	96
U1	M1	02	Wealthy & Wise	16,362	1.09	48,031	1.32	0.34	82
U5	Y2	52	Friends & Roomies	15,608	1.04	50,264	1.38	0.31	75
F2	Y2	20	New Asian Heights	12,058	0.80	47,392	1.30	0.25	62
U5	Y2	67	Just Getting By	11,832	0.79	43,004	1.18	0.28	67
U1	M1	01	The A-List	9,869	0.66	21,894	0.60	0.45	109
U2	F3	36	Middle-Class Mosaic	9,815	0.65	43,359	1.19	0.23	55
U4	F3	64	Midtown Movers	9,747	0.65	29,549	0.81	0.33	80
F3	F1	32	Diverse & Determined	8,235	0.55	49,777	1.37	0.17	40
U3	Y1	47	Social Networkers	5,832	0.39	17,326	0.48	0.34	81
F3	F2	30	South Asian Society	5,226	0.35	41,708	1.15	0.13	30
U1	F1	06	Downtown Verve	5,104	0.34	2,441	0.07	2.09	506
R2	M2	50	Country & Western	4,199	0.28	50	0.00	83.39	20,169
R2	M2	49	Backcountry Boomers	3,770	0.25	7,709	0.21	0.49	118
S6	M2	53	Silver Flats	3,041	0.20	19,148	0.53	0.16	38
U3	Y1	12	Eat, Play, Love	969	0.06	5,956	0.16	0.16	39
F1	F2	03	Asian Sophisticates	924	0.06	6,321	0.17	0.15	35
F2	F2	10	Asian Achievement	913	0.06	4,974	0.14	0.18	44
U3	F1	55	Enclaves Multiethniques	622	0.04	666	0.02	0.93	226
U5	Y1	28	Latte Life	352	0.02	871	0.02	0.40	98
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Observations

- The number of records nearly tripled in 2023. There was a 42% increase in the number of unique visitors in 2023 from 2021. Visitation was strongest in June followed by July, then August and September. Shoulder season visitation grew substantially. The total daily visits grew by 3.1M from 2022 to 2023. With such a big increase in traffic, especially in the shoulder seasons, we will confirm that there was no change in the data sources. It should also be noted that with the intersection of Main St. and Southampton Parkway being included in the geofence, anyone who has drove through this area will be captured.
- May was the busiest month of the year. The shoulder season - May/June was stronger than July and August. The shoulder season is growing! We are unable to determine if this increase in visitation is people coming to vacation at the Beach or if it's people driving to another destination.
- When looking at all of Ontario, the majority of visits, 38% of visitors came from South Bruce Peninsula and surrounding areas. Toronto is second highest ranked percentage, but indexes low.
- When looking only at visitors, the majority came from Guelph, Kitchener, Cambridge, Brampton and Waterloo. These all index high and are ideal markets to target. Although Mississauga and Toronto also home to a number of visitors, these cities index low, meaning people in these locations will be harder to locate. When looking at all of Ontario, Toronto has the second highest number of daily visits, however the trade area does not stretch all the way into the city, which not include the entire urban area.
- Most visitors are married with children under 19 living at home. Households with more than 3 people index high. There is a slight increase in the number of families from 2022 to 2023.
- Visitors have a slightly higher income than the average. They index high in all categories over \$125K annually. This is higher than 2022. They own their home and many are in newer builds.
- Most are still active in the labour market. They drive to work to jobs in Sale/Service, Business/Finance and trades/transport.
- The diversity of visitors matches that of the benchmark, however rank high for visitors who have immigrated to Canada since 2017. 74% speak english at home. People of South Asian descent represent the majority of diverse people. This is also an increase over 2022 numbers, however Aboriginal identity saw a decrease from 2022 to 2023.

Observations

- Values are flat when compared to the benchmark. Among the strong values, Attraction to Nature, and Confidence in Advertising, and the Importance of Spontaneity are interesting. These are a change from 2022. Visitors are still less interested in material goods and more interested in connecting to nature.
- Use of Social media channels is also close to the benchmark. Facebook and YouTube are the most used channels followed by LinkedIn and Instagram. They are interested in scrolling on the news feeds and commenting on videos. This is consistent year over year.
- Social media is used to collect coupons and discounts, Learn about products or services as well as entering contests.
- YouTube is the channel expected to increase the most in use over the next year. 9.6% of people would be interested in purchasing travel related products on social channels.
- Privacy is valued by this group of visitors.
- 94% of visitors are on the internet for 332 minutes daily. There is low readership of magazines and newspapers. Use of radio and television is a low average as well. Media consumption is consistent from 2022.
- Large concerts is the most popular activity attend in the last year. Visitors also enjoy theme parks, carnival/Fairs and professional hockey.
- Swimming, walking, camping, cycling and canoeing/kayaking are among the activities that people enjoy the most. The activities that visitors participated in the most, reflect the activities found in Sauble Beach more closely than in 2022.
- Pizza and family dining restaurants are the most popular choices for restaurant goers. 70% enjoy take out.
- Family segments - F2/F3 plus emptying nests are the lifestage groups that enjoy Sauble Beach. Most are in mid-scale suburban and urban neighbourhoods. 6% of visitors are from upscale rural areas. Although there are 2 multi-cultural groups in the top 5, both of these index low. All 5 of these segments middle class. These are a significant switch from 2023. It is a more urban/suburban family audience than rural mature audience from 2022.

Recommendations

- Focus marketing efforts on families in the Kitchener/Waterloo/Guelph areas, including some of the more rural communities.
- Positioning Sauble's geographic attributes including the long sand beach, access to trails for hiking and cycling will attract people. Sauble isn't ready to be positioned as a shopping destination yet.
- Feature images of camping, swimming and paddling on the water.
- Larger concerts and events could be ways to keep people there longer.
- Visitors who are coming will have faith in advertising, so start to build the Discover South Bruce Peninsula brand.
- Include people of different diversities, family sizes and makeup but embracing Canadiana.
- Spontaneous visits are important to these visitors, so expect day-trips. Think about ways to keep visitors here overnight.
- Visitation is growing in the shoulder seasons. Continue to work with businesses to stay open later into the season and open a bit earlier in the Spring. The winter is the slowest time of year.