

South Bruce Peninsula Geofence Project


2024 - Warton

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 and Wiarton.



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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 RTO7 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 and 40 km - 200 km from Wiarton. This represents 94% of all the daily visits in 2024 in both communities. This separates residents visits and gives a better representation of tourism. The data compiled in this report looks only at visitors



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.

Visitors: The trade areas for each community is 40 km - 200 km from the geofenced area. This represents anyone who lives within that drive distance from Sauble Beach or Warton.

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

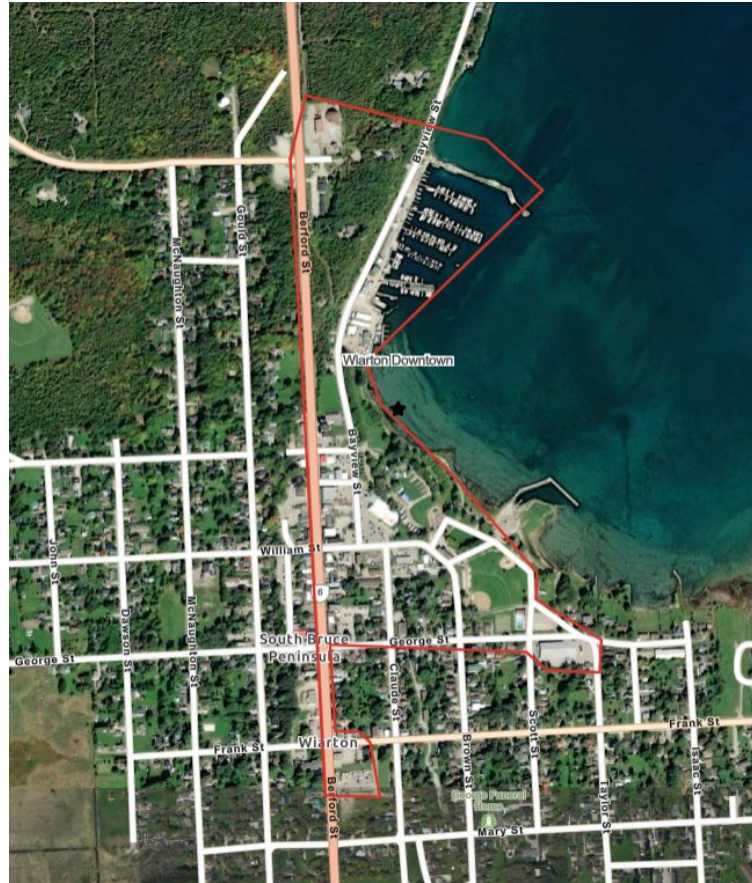
Base Count The number of population or households living in that geography

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

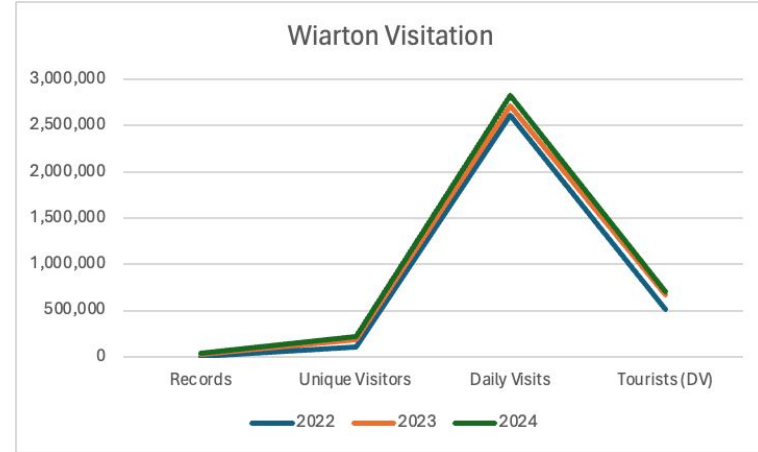
Index (% / Base % * 100) measures whether the presence of customers in a geography is over represented or under represented when compared to the overall average presence of customers in an Area of Interest (average = 100)

Warton Geofence Map



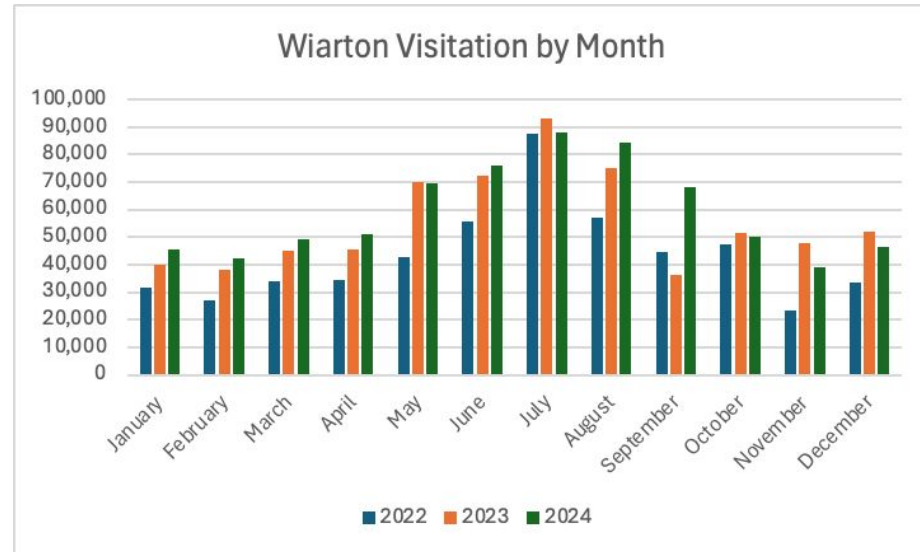
Wiarthon Data Collected

	2022	2023	2024
Records	11,336	24,312	37,329
Unique Visitors	103,374	188,958	221,256
Daily Visits	2,609,717	2,718,549	2,821,850
Tourists (DV)	519,077	667,551	710,291



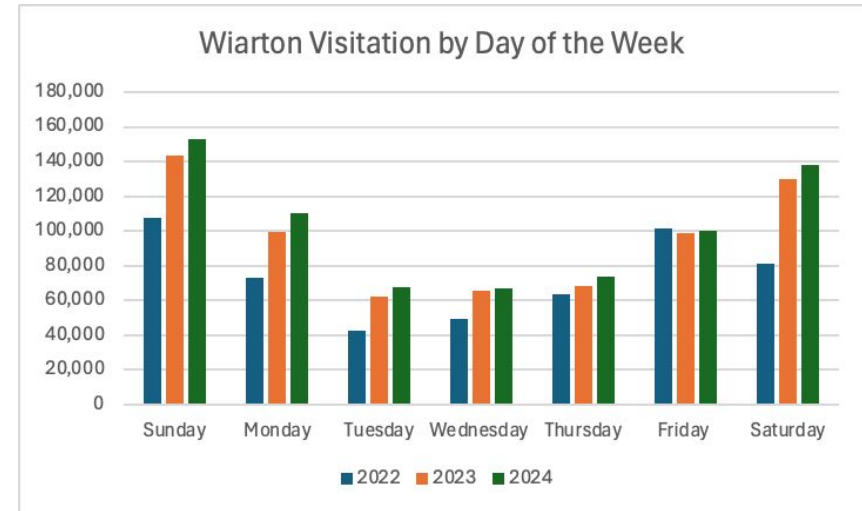
Warton Monthly Visitation - Total Daily Visits Visitors

	2022	2023	2024
January	31,507	39,996	45,433
February	26,841	37,943	42,479
March	33,953	45,073	49,287
April	34,545	45,677	51,177
May	42,821	70,153	69,416
June	55,851	72,564	75,921
July	87,820	93,141	88,202
August	56,953	74,989	84,488
September	44,454	36,495	68,319
October	47,401	51,774	50,061
November	23,443	47,681	39,132
December	33,488	52,065	46,376



Warton Daily Visitation by Day of the Week- Total Daily Visits Visitors

	2022	2023	2024
Sunday	107,877	143,324	153,156
Monday	73,377	99,724	110,219
Tuesday	42,341	62,108	67,585
Wednesday	49,383	65,434	66,961
Thursday	63,710	68,605	73,635
Friday	101,264	98,654	100,431
Saturday	81,125	129,701	138,304



Where did people come from?

Ranking Areas - Standard Geographies | Customers

How to Read



Customers: MobileScapes Extract W1arton 2024 - Visitors CEL: Visits

Geographic Level: PRCDSCD

Name	Code	Count	%	Base Count	Base %	% Pen	Index
South Bruce Peninsula, ON (T)	3541055	690,455	24.47	8,511	0.06	8,112.50	38,342
Georgian Bluffs, ON (TP)	3542053	342,626	12.14	10,213	0.08	3,354.81	15,856
Toronto, ON (C)	3520005	205,069	7.27	2,753,529	20.65	7.45	35
Northern Bruce Peninsula, ON (MU)	3541069	186,662	6.62	4,283	0.03	4,358.22	20,598
Owen Sound, ON (CY)	3542059	141,820	5.03	18,719	0.14	757.63	3,581
Hamilton, ON (C)	3525005	65,073	2.31	523,767	3.93	12.42	59
Kitchener, ON (CY)	3530013	63,784	2.26	248,542	1.86	25.66	121
Neyaashinigmiing 27, ON (IRI)	3541060	54,793	1.94	505	0.00	10,850.11	51,281
Mississauga, ON (CY)	3521005	47,978	1.70	670,512	5.03	7.16	34
London, ON (CY)	3539036	47,393	1.68	402,007	3.01	11.79	56
Guelph, ON (CY)	3523008	44,782	1.59	132,149	0.99	33.89	160
Brampton, ON (CY)	3521010	41,020	1.45	636,737	4.77	6.44	30
Waterloo, ON (CY)	3530016	39,678	1.41	124,706	0.94	31.82	150
Woolwich, ON (TP)	3530035	34,257	1.21	24,480	0.18	139.94	681
Hanover, ON (T)	3542029	29,379	1.04	6,945	0.05	423.02	1,999
Wellington North, ON (TP)	3523050	28,540	1.01	10,558	0.08	270.31	1,278
Arran-Elderslie, ON (MU)	3541043	27,111	0.96	5,681	0.04	477.22	2,255
Cambridge, ON (CY)	3530010	25,676	0.91	130,852	0.98	19.62	93
Burlington, ON (CY)	3524002	24,066	0.85	167,475	1.26	14.37	68
Saugeen Shores, ON (T)	3541045	23,155	0.82	14,743	0.11	157.06	742
Halton Hills, ON (T)	3524015	22,496	0.80	56,628	0.42	39.73	188
Chatsworth, ON (TP)	3542037	22,378	0.79	6,185	0.05	361.82	1,710
Oakville, ON (T)	3524001	21,026	0.74	198,272	1.49	10.60	50
Meaford, ON (MU)	3542047	21,009	0.74	10,437	0.08	201.29	951
Barrie, ON (CY)	3543042	20,614	0.73	133,351	1.00	15.46	73
Brantford, ON (CY)	3529006	20,083	0.71	93,889	0.70	21.39	101
Brockton, ON (MU)	3541032	18,910	0.67	8,397	0.06	225.20	1,064
Markham, ON (CY)	3519036	17,300	0.61	308,959	2.32	5.60	26
West Grey, ON (MU)	3542004	17,140	0.61	11,756	0.09	145.80	689
Collingwood, ON (T)	3543031	14,019	0.50	24,010	0.18	58.39	276
Richmond Hill, ON (T)	3519038	13,734	0.49	187,069	1.40	7.34	35
Vaughan, ON (CY)	3519028	13,234	0.47	296,155	2.22	4.47	21
Southgate, ON (TP)	3542005	13,121	0.47	7,822	0.06	167.75	793
Woodstock, ON (CY)	3532042	11,907	0.42	42,711	0.32	27.88	132
Chief's Point No. 28, ON (IRI)	3541056	11,362	0.40	15	0.00	75,749.76	358,020
Milton, ON (T)	3524009	11,230	0.40	119,421	0.90	9.40	44
Pickering, ON (CY)	3518001	11,097	0.39	92,189	0.69	12.04	57
Wilmot, ON (TP)	3530020	11,029	0.39	19,551	0.15	56.41	267
North Huron, ON (TP)	3540055	10,748	0.38	4,595	0.03	233.90	1,105
Greater Sudbury / Grand Sudbury, ON (CV)	3553005	10,542	0.37	152,277	1.14	6.92	33
Windsor, ON (CY)	3537039	10,342	0.37	216,565	1.62	4.78	23

Where did visitors come from?

Ranking Areas - Standard Geographies | Customers

How to Read

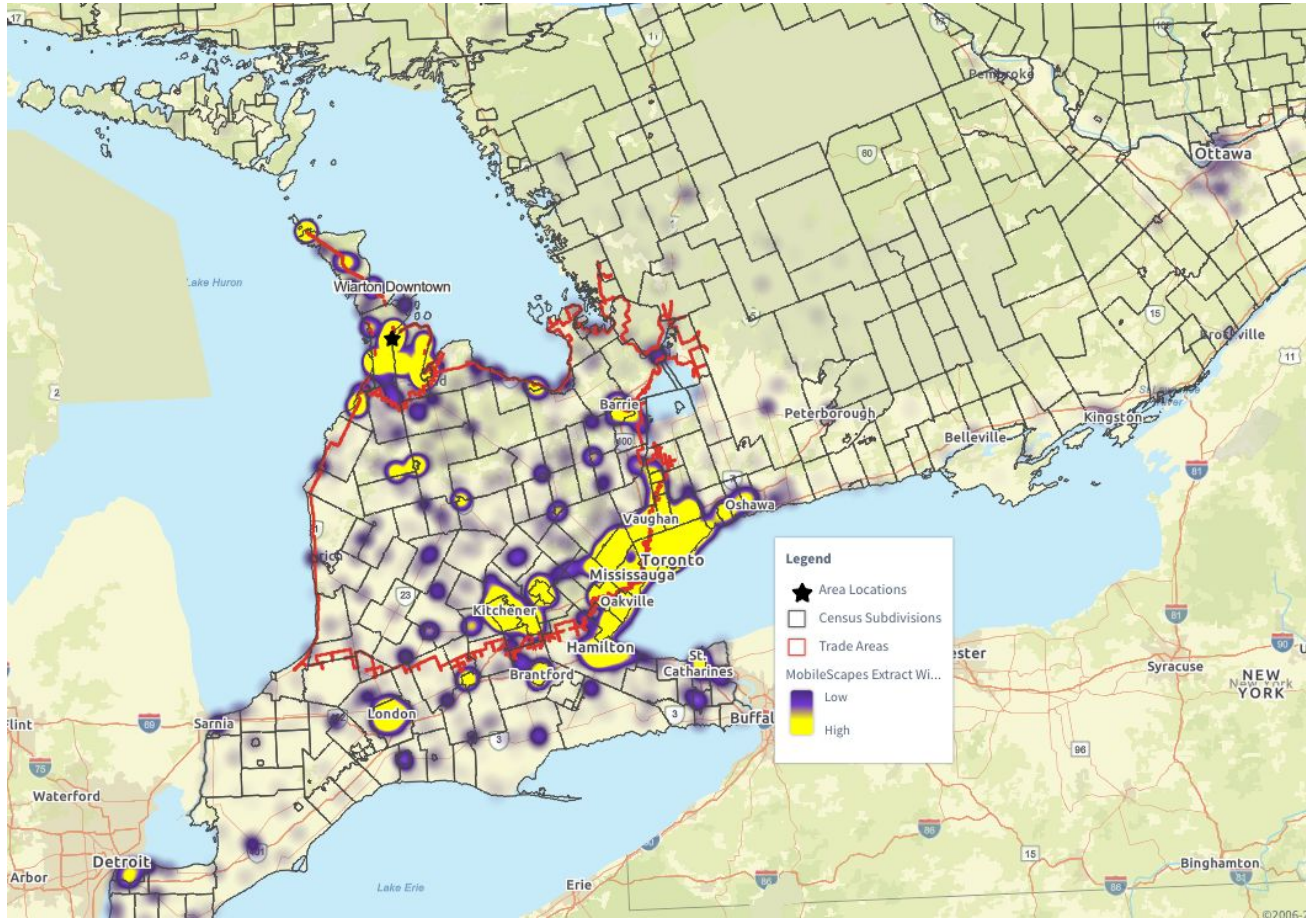


Customers: MobileScapes Extract Wiarion 2024 - Visitors CEL: Visits

Geographic Level: PRDCDSD

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Kitchener, ON (CY)	3530013	63,784	8.98	248,542	3.19	25.66	282
Guelph, ON (CY)	3523008	44,782	6.30	132,149	1.70	33.89	372
Brampton, ON (CY)	3521010	41,020	5.78	636,737	8.17	6.44	71
Waterloo, ON (CY)	3530016	39,678	5.59	124,706	1.60	31.82	349
Mississauga, ON (CY)	3521005	35,740	5.03	670,512	8.60	5.33	59
Woolwich, ON (TP)	3530035	34,257	4.82	24,480	0.31	139.94	1,536
Hanover, ON (T)	3542029	29,379	4.14	6,945	0.09	423.02	4,643
Wellington North, ON (TP)	3523050	28,540	4.02	10,558	0.14	270.31	2,967
Cambridge, ON (CY)	3530010	25,437	3.58	130,852	1.68	19.44	213
Halton Hills, ON (T)	3524015	22,496	3.17	56,628	0.73	39.73	436
Barrie, ON (CY)	3543042	20,413	2.87	133,351	1.71	15.31	168
Chatsworth, ON (TP)	3542037	20,106	2.83	6,185	0.08	325.08	3,568
Brockton, ON (MU)	3541032	18,910	2.66	8,397	0.11	225.20	2,472
West Grey, ON (MU)	3542004	17,140	2.41	11,756	0.15	145.80	1,600
Saugeen Shores, ON (T)	3541045	15,932	2.24	14,743	0.19	108.06	1,186
Southgate, ON (TP)	3542005	13,121	1.85	7,822	0.10	167.75	1,841
Arran-Elderslie, ON (MU)	3541043	12,685	1.79	5,681	0.07	223.29	2,451
Collingwood, ON (T)	3543031	12,666	1.78	24,010	0.31	52.75	579
Wilmot, ON (TP)	3530020	11,029	1.55	19,551	0.25	56.41	619
North Huron, ON (TP)	3540055	10,748	1.51	4,595	0.06	233.90	2,567
Milton, ON (T)	3524009	10,140	1.43	119,421	1.53	8.49	93
New Tecumseth, ON (T)	3543007	9,331	1.31	43,179	0.55	21.61	237
Meaford, ON (MU)	3542047	8,867	1.25	10,437	0.13	84.96	933
Toronto, ON (C)	3520005	8,681	1.22	2,753,529	35.32	0.32	3
Minto, ON (T)	3523043	8,319	1.17	7,733	0.10	107.58	1,181
Northern Bruce Peninsula, ON (MU)	3541069	8,016	1.13	4,283	0.06	187.16	2,054
Mapleton, ON (TP)	3523033	7,759	1.09	8,606	0.11	90.15	990
Orangeville, ON (T)	3522014	7,179	1.01	25,938	0.33	27.68	304
Vaughan, ON (CY)	3519028	6,973	0.98	296,155	3.80	2.35	26
Stratford, ON (CY)	3531011	6,445	0.91	30,006	0.39	21.48	236
Perth East, ON (TP)	3531030	6,267	0.88	10,118	0.13	61.94	680
Shelburne, ON (T)	3522021	6,222	0.88	7,637	0.10	81.48	894
Centre Wellington, ON (TP)	3523025	5,594	0.79	28,343	0.36	19.74	217
Erin, ON (T)	3523017	5,053	0.71	11,037	0.14	45.78	503
North Perth, ON (MU)	3531040	4,619	0.65	14,010	0.18	32.97	362
St. Marys, ON (T)	3531016	4,390	0.62	6,929	0.09	63.36	696
The Blue Mountains, ON (T)	3542045	4,106	0.58	10,324	0.13	39.77	437
Wellesley, ON (TP)	3530027	3,830	0.54	9,608	0.12	39.86	438
Grey Highlands, ON (MU)	3542015	3,567	0.50	9,104	0.12	39.18	430

Location of Visitors 2024



Customers: MobileScapes Extract Wiaraton 2024 - Visitors CEL: Visits

MEDIAN MAINTAINER AGE

50

Index: 95

MARITAL STATUS



60.1%

Index: 105

Married/Common-Law

FAMILY STATUS*

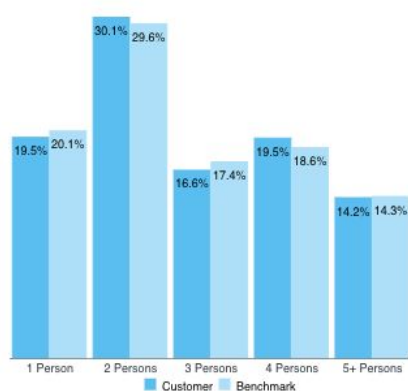


35.0%

Index: 104

Couples Without Children At Home

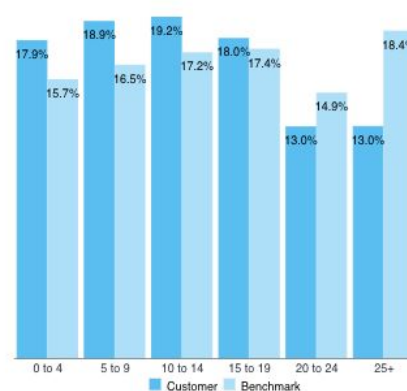
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	%	Index
0 to 4	5.7	115
5 to 9	6.1	116
10 to 14	6.1	112
15 to 19	6.3	105
20 to 24	7.7	95
25 to 29	7.9	93
30 to 34	8.0	102
35 to 39	7.6	109
40 to 44	7.0	109
45 to 49	6.1	104
50 to 54	5.8	97
55 to 59	5.4	89
60 to 64	5.4	88
65 to 69	4.7	91
70 to 74	3.7	91
75 to 79	2.9	92
80 to 84	1.8	90
85+	1.7	88

AGE OF CHILDREN AT HOME



Benchmark: Visitors to Wiaraton Downtown_FromGeofence - 40-200 km

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*Chosen from index ranking with minimum 5% composition.

Index Colours:	<80	80 - 110	110+

Customers: MobileScapes Extract Wiaraton 2024 - Visitors CEL: Visits

TENURE



STRUCTURE TYPE



Houses

81.6%

Index: 108



Apartments

18.1%

Index: 74

AGE OF HOUSING*

3 - 8 Years Old

% Comp: 13.9 Index: 195

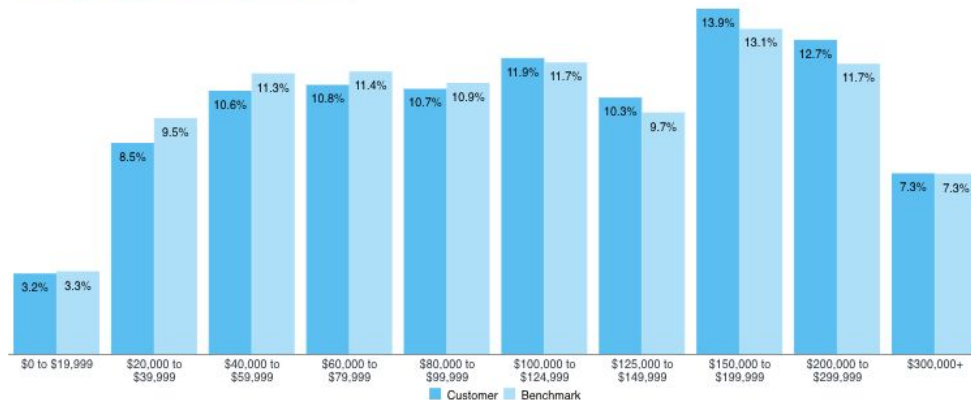
AVERAGE HOUSEHOLD INCOME



\$136,581

Index: 101

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Visitors to Wiaraton Downtown_FromGeofence - 40-200 km

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*Chosen from index ranking with minimum 5% composition.

Index Colours: <80 80 - 110 110+

Customers: MobileScapes Extract Warton 2024 - Visitors CEL: Visits

EDUCATION



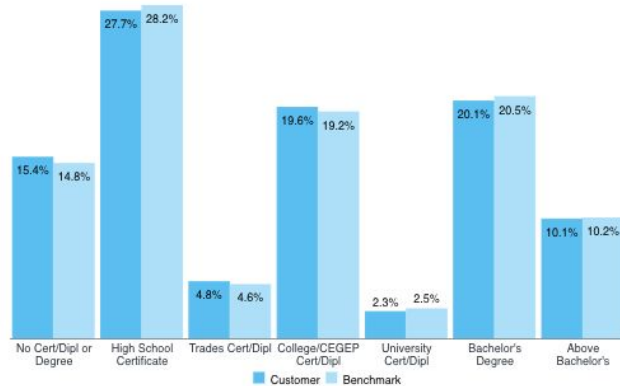
LABOUR FORCE PARTICIPATION



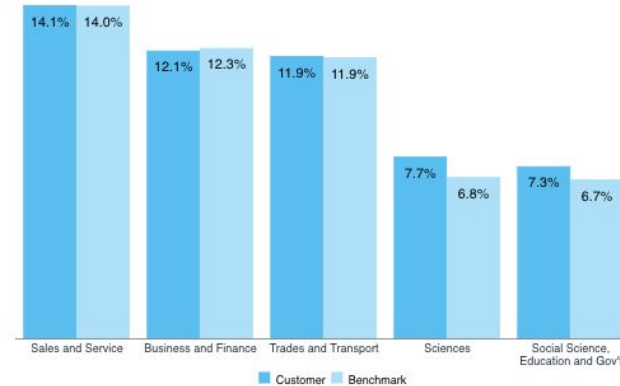
METHOD OF TRAVEL TO WORK: TOP 2*



EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Visitors to Warton Downtown_FromGeofence - 40-200 km

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*Ranked by percent composition.

Index Colours: <80 80 - 110 110+

Customers: MobileScapes Extract Wiarion 2024 - Visitors CEL: Visits

INDIGENOUS IDENTITY



VISIBLE MINORITY PRESENCE



Belong to a visible minority group

NON-OFFICIAL LANGUAGE



No knowledge of English or French

IMMIGRATION

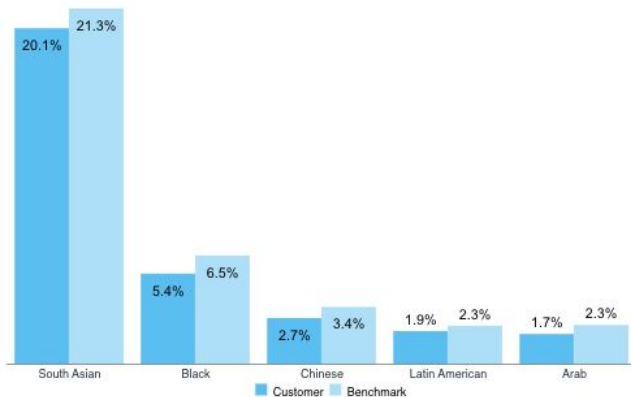


Born outside Canada

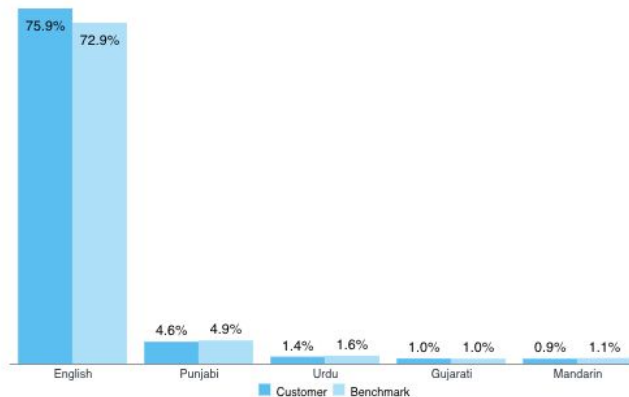
PERIOD OF IMMIGRATION*



VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Visitors to Wiarion Downtown_FromGeofence - 40-200 km

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*Chosen from index ranking with minimum 5% composition.

**Ranked by percent composition.

Index Colours: <80 80 - 110 110+

Customers: MobileScapes Extract Wiarton 2024 - Visitors CEL



Strong Values

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Descriptions | Top 3 Strong Values

Attraction to Nature

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

Confidence in Small Business

Tendency to assume that small businesses are generally fair and ethical in their practices, committed to providing quality goods, and working in the public interest.

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.



Weak Values

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Descriptions | Top 3 Weak Values

Advertising as Stimulus

Tendency to enjoy viewing advertising for its aesthetic properties; to enjoy advertising in a wide range of venues, from magazines to television to outdoor signs and billboards.

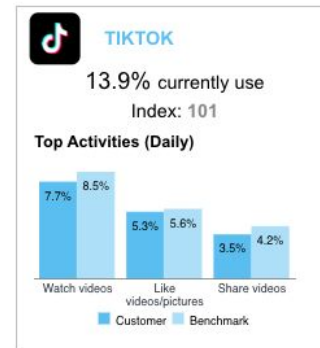
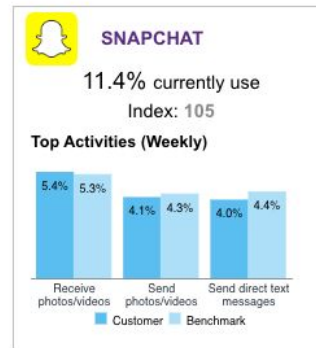
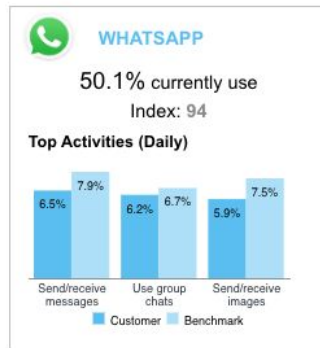
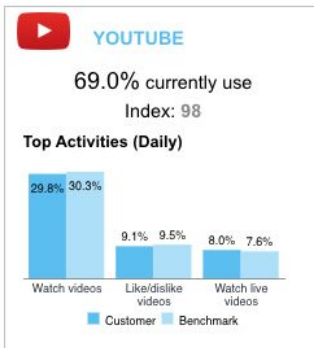
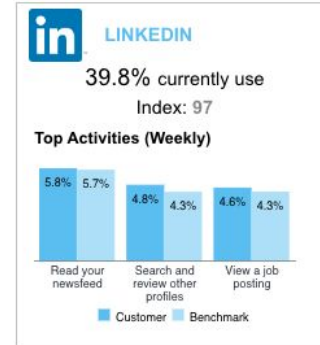
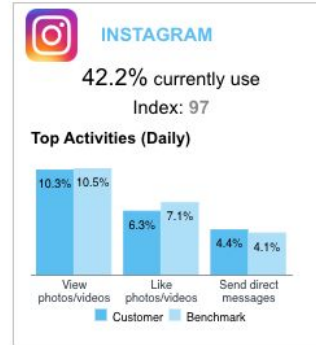
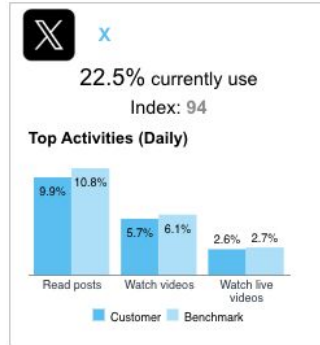
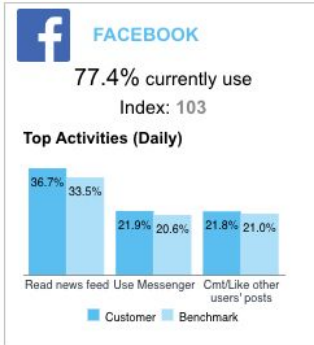
Attraction For Crowds

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

Sexism

Belief in traditional, male-dominated views on the division of gender roles – that men are naturally superior to women. These views carry into economic issues such as the belief that, when both partners are working, the husband should be the main bread-winner.

Customer: MobileScapes Extract Warton 2024 - Visitors CEL: Visits



Benchmark: Visitors to Warton Downtown_FromGeofence - 40-200 km

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Chosen and ranked by percent composition.

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

Index Colours: <80 80 - 110 110+

Customer: MobileScapes Extract Wiarton 2024 - Visitors CEL: Visits

FRIENDS IN ALL SM NETWORKS



37.1%
Index: 99

0-49 friends

FREQUENCY OF USE (DAILY)



54.8%
Index: 105

Facebook

BRAND INTERACTION



29.6%
Index: 106

Like brand on Facebook

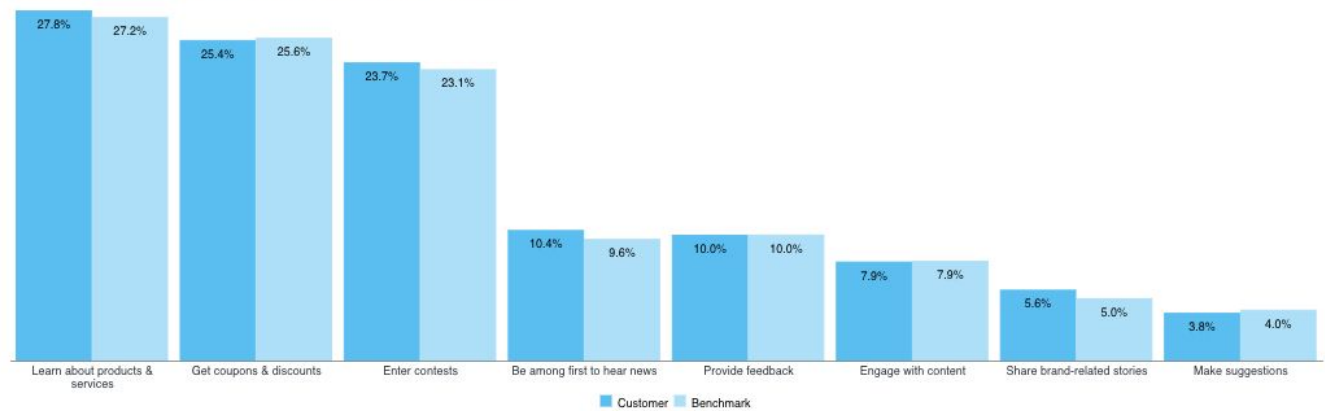
NO. OF BRANDS INTERACTED



29.6%
Index: 102

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Visitors to Wiarton Downtown_FromGeofence - 40-200 km

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Chosen and ranked by percent composition.

Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Wiaraton 2024 - Visitors CEL: Visits

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



9.5%
Index: 99

Vacation, travel-related



8.5%
Index: 106

Entertainment-related (i.e. movies)



8.4%
Index: 115

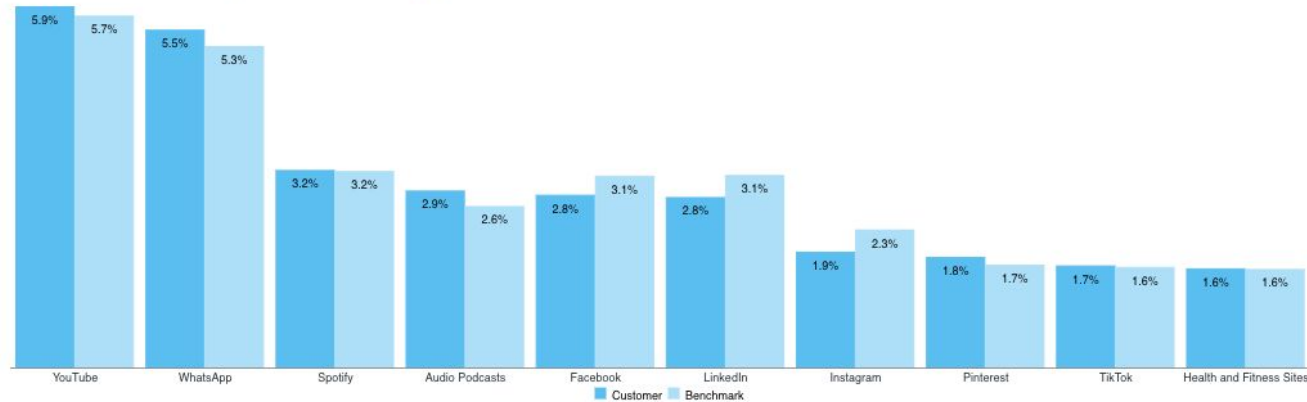
Health-related



7.7%
Index: 99

Banking, credit cards

USAGE EXPECTATIONS* (Increase in the next yr)



Benchmark: Visitors to Wiaraton Downtown_FromGeofence - 40-200 km

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Chosen and ranked by percent composition.

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

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

* Displays top 10 based on % comp.

Index Colours: <80 80 - 110 110+

Customer: MobileScapes Extract Wiarton 2024 - Visitors CEL: Visits



DESCRIBES ME*...

I tend to ignore marketing and ads. from financial institutions when I'm in a SM environment

% Comp **68.9** Index **100**



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

% Comp **58.2** Index **102**



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

% Comp **78.5** Index **101**



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

% Comp **18.8** Index **102**



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

% Comp **9.7** Index **99**



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

% Comp **18.2** Index **96**

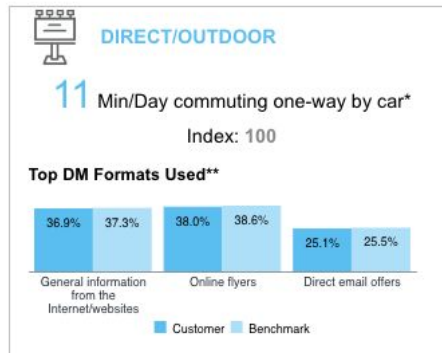
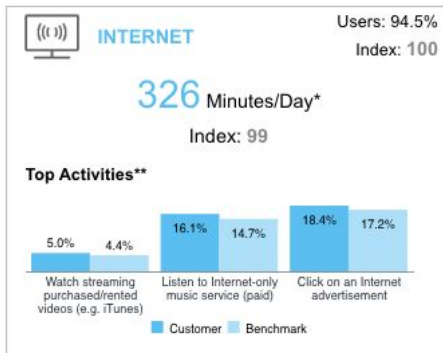
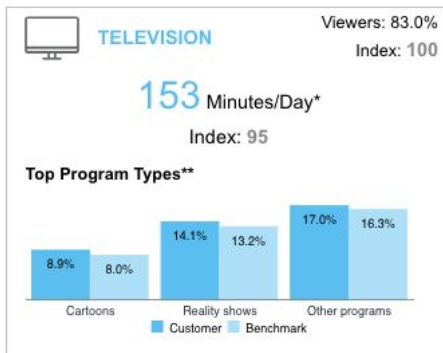
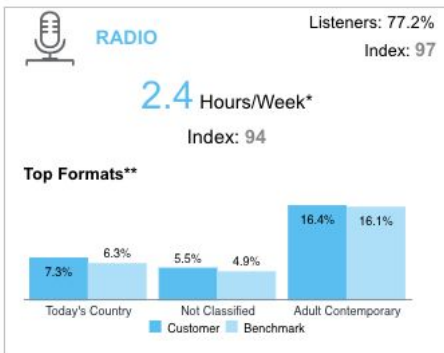
Benchmark: Visitors to Wiarton Downtown_FromGeofence - 40-200 km

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

Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Wiaraton 2024 - Visitors CEL: Visits



Benchmark: Visitors to Wiaraton Downtown_FromGeofence - 40-200 km

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

Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Wiaraton 2024 - Visitors CEL: Visits

Top Shows & Exhibitions*



Top Local Attractions & Destinations**



Top Professional Sports**



Top Concert & Theatre Venues**



Benchmark: Visitors to Wiaraton Downtown_FromGeofence - 40-200 km

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*Chosen from index ranking.

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

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

Index Colours: <80 80 - 110 110+

Customer: MobileScapes Extract Wiaraton 2024 - Visitors CEL: Visits

Top Individual Sports



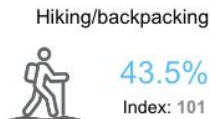
Top Team Sports



Top Activities



Top Fitness






Benchmark: Visitors to Wiaraton Downtown_FromGeofence - 40-200 km

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*Chosen from index ranking with minimum 5% composition.

Index Colours: <80 80 - 110 110+

Customer: MobileScapes Extract Wiarion 2024 - 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		Ranked by Volume		Ranked by Index	
Pizza restaurants	66.1% Index: 103	Ice cream/frozen yogurt restaurants	45.8% Index: 109	Casual/family dining restaurants	61.8% Index: 103	Casual/family dining restaurants	61.8% Index: 103
Asian restaurants	56.3% Index: 104	Steakhouse	35.5% Index: 105	Food courts	46.6% Index: 100	Other types of restaurants	19.3% Index: 102
Sub/sandwich restaurants	46.8% Index: 104	Asian restaurants	56.3% Index: 104	Formal dine-in restaurants	45.7% Index: 99	Pub restaurants	43.2% Index: 101
 TOP FOOD ORDERING METHODS <i>Ordered, Past year</i>		Ranked by Volume		Ranked by Index			
Take Out	67.4% Index: 102	Online meal kit	4.8% Index: 113	Home Delivery	28.5% Index: 104		
Eat In Restaurant	58.7% Index: 103	Eat In Restaurant	58.7% Index: 103				
Drive Through	45.1% Index: 102						




Benchmark: Visitors to Wiarion Downtown_FromGeofence - 40-200 km

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

Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Wiaraton 2024 - 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	38.1%	Index: 100	St-Hubert BBQ	2.6%	Index: 113
Other casual/family restaurants	29.2%	Index: 100	East Side Mario's	18.6%	Index: 112
The Keg	21.6%	Index: 100	Boston Pizza	20.7%	Index: 111
			 TOP COFFEE/DONUT SHOPS <i>Visited/Ordered Past Month</i>		
Ranked by Volume		Ranked by Index	Ranked by Volume		Ranked by Index
Tim Hortons	63.3%	Index: 102	Starbucks	27.3%	Index: 104
McCafé/McDonald's	29.2%	Index: 102	McCafé/McDonald's	29.2%	Index: 102
Starbucks	27.3%	Index: 104	Tim Hortons	63.3%	Index: 102

Benchmark: Visitors to Wiaraton Downtown_FromGeofence - 40-200 km

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

Index Colours:	<80	80 - 110	110+
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Top 5 segments represent **36.3%** of customers in Visitors to Warton Downtown_FromGeofence - 40-200 km



Rank: 1
 Customers: 96,623
 Customers %: 13.60
 % in Benchmark: 3.81
 Index: 357

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: 2
 Customers: 52,378
 Customers %: 7.37
 % in Benchmark: 5.52
 Index: 134

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



Rank: 3
Customers: 40,868
Customers %: 5.75
% in Benchmark: 17.90
Index: 32

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: 4
Customers: 35,199
Customers %: 4.96
% in Benchmark: 3.67
Index: 135

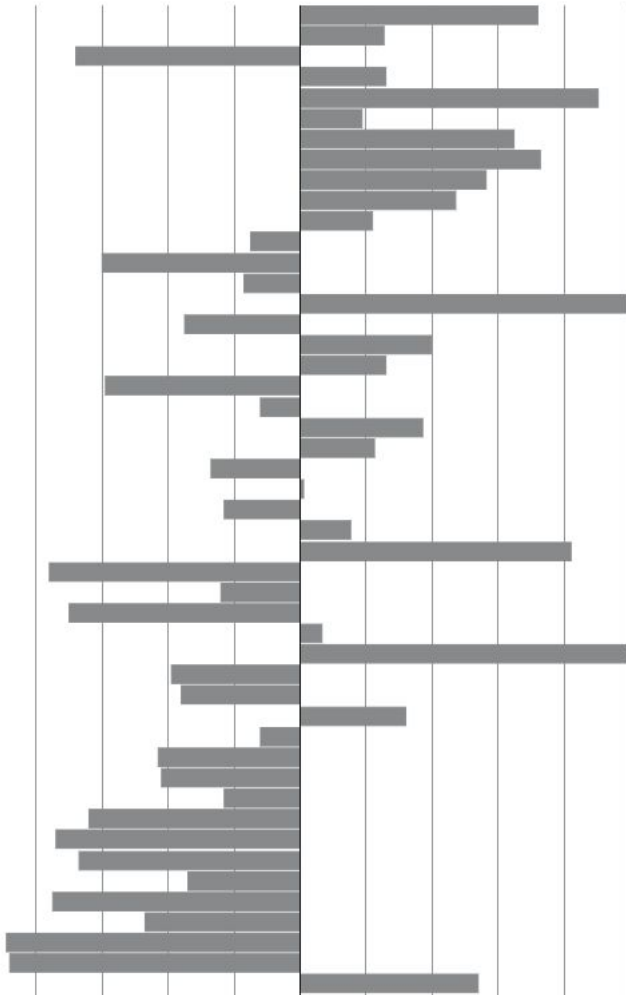
The upper-middle-class members of Mid-City Mellow lead a comfortable life. Over 90 percent of members own single-detached houses, typically in well-established city neighbourhoods with gardens. While most maintainers are over 55, these third-plus-generation Canadians include both older couples aging 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: 28,996
Customers %: 4.64
% in Benchmark: 0.45
Index: 1,031

Older folks gravitate to Old Town Roads, a collection of small towns across Canada where more than a third of maintainers are over 65. Unlike more comfortable retirement communities, these rustic towns are home to lower-middle-income empty-nesting couples, separated and widowed individuals. Most own older, inexpensive, single-detached homes, though a significant percentage live in a mobile home. Those still working earn lower-middle incomes from blue-collar and agricultural jobs. These third-plus-generation Canadians enjoy time-honoured leisure pursuits like fishing, hunting and gardening; they also attend craft shows and auto racing events. As for media, they're mostly traditionalists, enjoying sports on TV and classic rock and country music on the radio.

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
R1	F3	33	New Country	96,623	13.60	130,045	3.81	0.74	357
S3	F3	19	Family Mode	52,378	7.37	188,271	5.52	0.28	134
U4	F2	15	South Asian Enterprise	40,868	5.75	610,905	17.90	0.07	32
U2	M1	23	Mid-City Mellow	35,199	4.96	125,283	3.67	0.28	135
T1	M1	58	Old Town Roads	32,996	4.64	15,377	0.45	2.15	1,031
R1	F3	14	Kick-Back Country	32,496	4.58	126,538	3.71	0.26	123
S1	M1	09	Boomer Bliss	27,184	3.83	45,918	1.34	0.59	284
R2	M1	41	Down to Earth	26,949	3.79	35,269	1.03	0.76	367
S6	M2	21	Scenic Retirement	22,539	3.17	47,383	1.39	0.48	229
S5	F3	43	Happy Medium	22,175	3.12	56,426	1.65	0.39	189
S3	F3	25	Suburban Sports	20,201	2.84	75,596	2.21	0.27	128
S1	F2	05	First-Class Families	19,288	2.71	109,114	3.20	0.18	85
S2	F2	08	Multiculture-ish	18,099	2.55	218,125	6.39	0.08	40
S5	F3	38	Stressed in Suburbia	17,096	2.41	99,533	2.92	0.17	83
R2	F3	48	Agri-Biz	15,826	2.23	647	0.02	24.48	11,762
S2	Y3	11	Modern Suburbia	14,977	2.11	110,632	3.24	0.14	65
S6	M1	45	Slow-Lane Suburbs	14,372	2.02	41,699	1.22	0.34	166
U5	Y2	52	Friends & Roomies	14,195	2.00	50,666	1.48	0.28	135
F1	F2	18	Multicultural Corners	13,809	1.94	160,056	4.69	0.09	41
R1	F3	26	Country Traditions	12,975	1.83	70,879	2.08	0.18	88
U5	F1	60	Value Villagers	12,378	1.74	37,302	1.09	0.33	159
U5	Y2	67	Just Getting By	11,531	1.62	43,048	1.26	0.27	129
S1	F3	04	Turbo Burbs	11,341	1.60	74,777	2.19	0.15	73
U5	Y2	57	Juggling Acts	11,154	1.57	53,240	1.56	0.21	101
U2	M1	16	Savvy Seniors	10,880	1.53	68,061	1.99	0.16	77
S6	M2	62	Suburban Recliners	10,482	1.48	42,639	1.25	0.25	118
R2	M2	49	Backcountry Boomers	10,276	1.45	8,853	0.26	1.16	558
F3	F3	31	Metro Melting Pot	9,231	1.30	182,329	5.34	0.05	24
U2	M2	51	On Their Own Again	8,801	1.24	55,762	1.63	0.16	76
U4	F3	61	Came From Away	7,927	1.12	126,467	3.71	0.06	30
S3	Y3	24	All-Terrain Families	7,769	1.09	34,755	1.02	0.22	107
R2	M2	50	Country & Western	7,276	1.02	21	0.00	343.65	165,130
F3	F1	32	Diverse & Determined	6,394	0.90	50,438	1.48	0.13	61
F1	M1	07	Mature & Secure	4,462	0.63	33,635	0.98	0.13	64
U3	Y2	22	Indieville	4,455	0.63	14,538	0.43	0.31	147
U3	Y1	47	Social Networkers	4,010	0.56	21,915	0.64	0.18	88
U1	M1	02	Wealthy & Wise	3,677	0.52	31,183	0.91	0.12	57
U4	F3	64	Midtown Movers	3,429	0.48	28,532	0.84	0.12	58
S6	M2	53	Silver Flats	3,133	0.44	19,457	0.57	0.16	77
U2	F3	36	Middle-Class Mosaic	3,099	0.44	41,004	1.20	0.08	36
F3	F2	30	South Asian Society	2,904	0.41	54,239	1.59	0.05	26
F2	Y2	20	New Asian Heights	2,731	0.38	39,912	1.17	0.07	33
U1	M1	01	The A-List	1,936	0.27	14,015	0.41	0.14	66
F1	F2	03	Asian Sophisticates	333	0.05	6,384	0.19	0.05	25
U1	F1	06	Downtown Verve	172	0.02	1,558	0.05	0.11	53
U3	Y1	12	Eat, Play, Love	121	0.02	5,171	0.15	0.02	11
F2	F2	10	Asian Achievement	111	0.02	4,586	0.13	0.02	12
U5	Y1	28	Latte Life	35	0.01	78	0.00	0.45	217



Observations

- Looking at the general pattern of visitation, July and August are the busiest months but visitation in Wiarton has less of a peak than Sauble Beach. July 2024 was softer than 2023 but August was stronger. Visitation in May, June and September is also strong. October, November and December were stronger in 2023 than 2024 but only by a small margin.
- When looking at visitation by day of week over the course of the year, the weekends plus Monday and Friday are the strongest day for visitation. This tracks with the data from Sauble Beach. Tuesday, Wednesday and Thursday are much slower, however, 2024 was slightly stronger mid-week than 2022 and 2023. Friday was flat compared to each of the previous 2 years.
- When looking at all visits from Ontario, 50% of all visitation is local - South Bruce Peninsula, Georgian Bluffs, Northern Bruce Peninsula, Owen Sound and Neyaashiinigmiing. Toronto and Hamilton are the highest visitation outside of Grey Bruce but both cities index low.
- When looking at visitors who come from within the trade area (40 km - 200 km from Wiarton), Kitchener, Guelph, Waterloo and Cambridge make up 24% of total visitors. A portion of Toronto is outside of the trade area, so only part of the visitors from Toronto were captured. Although Brampton and Mississauga have high visit counts, both areas index low.
- Most visitors are married with children under 19 living at home. Households with more than 4 people index high as do 2 person households. The average household maintainer is 50 but people between 30-49 index high average.
- Visitor's household income matches the benchmark but households who have income between \$100K - \$299K over index. Most visitors live in a home they own.
- All of the education and employment statistics match the benchmark. $\frac{1}{3}$ have university degrees, $\frac{2}{3}$ are in the labour force and 40% drive to work.
- With respect to diversity, 39% identify as belonging to a visible minority group. This is low average compared to the benchmark. Indigenous identity of visitors is on par with the trade area. 80% speak english at home.

Observations

- Values are flat when compared to the benchmark as not one value is very high or low. It's encouraging to see that Confidence in Small Business and Attraction to Nature top the list. Visitors are Skeptical towards Advertising but do index slightly high for ecological concern. On the weak side, Attraction for Crowds, need for Status Recognition, Status via Home, Consumption Evangelism and Consumptivity are all low.
- All use of social media channels matches the benchmark. Facebook and YouTube followed by Instagram are the most popular. Sending direct messages indexes high for Instagram and Facebook.
- Learning about products and services, getting coupons and entering contests are the most popular uses.
- Growth on any channel over the next year is moderate. YouTube and WhatsApp are the fastest growing but Spotify and Audio Podcasts are also set to increase at or above the benchmark.
- Privacy is valued by those in the data set.
- 94% of visitors are on the internet for 326 minutes daily. They listen to internet only music and click on ads more than others in the benchmark. There is low readership of magazines and newspapers. Use of radio and television is a low average as well but consumption of those channels is 77% and 83% respectively.
- Carnivals/fairs was the top leisure activity attended in 2024. Specialty movie theatres was another popular activity. Professional Baseball and Hockey were other popular entertainment options.
- Home Exercise, Fitness Walking, Hiking/Backpacking and Camping are the top 4 activities that 2024 visitors participated in.
- Pizza restaurants and Casual/family dining restaurants are the most popular choices by volume. All of the restaurant choices all index on the higher end of the average when compared to the benchmark.
- Chicken restaurants (Swiss Chalet and St. Hubert BBQ) popular chain choices. Casual restaurants like East Side Marios and Boston Pizza are also popular choices. Tim Hortons is the highest ranked coffee chain by volume.
- The top 5 segments are a mix midlife families (F3), diverse families (F2) and emptying nests (M1). They also come from a mix of rural, town, cities and suburbs. With the exception of Old Town Roads, visitors from the top 5 profiles are middle class. Although South Asian Enterprise is has the 3rd most visitors, it indexes low.

Recommendations

- Build on product offerings in the shoulder seasons. Spring and Fall are fairly strong, but there is still room to grow. Consider opportunities to encourage winter visitation. With visitors love of skiing and snowboarding, they show an openness to winter activities.
- Continue to focus marketing efforts on families in the Kitchener/Waterloo/Guelph areas, including some of the more rural communities.
- Leverage the natural assets that surround Warton: the Bruce Trail, access to water, camping opportunities and even golf.
- Use the internet as the main channel to reach visitors. Internet radio and advertising on podcasts might be a great addition to social media advertising.
- Ensure there is lots of engagement on Facebook and Instagram. Post regularly and encourage followers to comment, like and share.
- Although brand names isn't a high priority for visitors, when sharing about businesses in the downtown, include information about all the essential items that are available.
- In any images, include models who represent midlife families or couples (40+). If including families, focus on kids 10+.