

South Bruce Peninsula Geofence Project


2024 - Sauble Beach

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

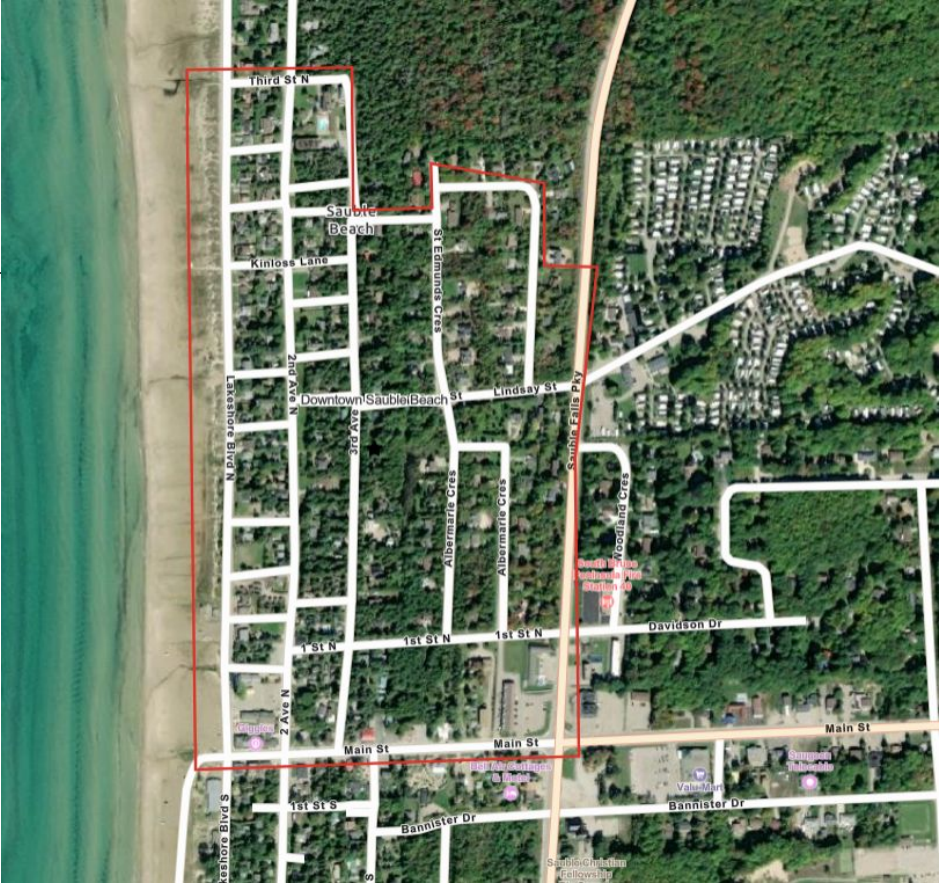
Base Count The number of population or households living in that geography

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

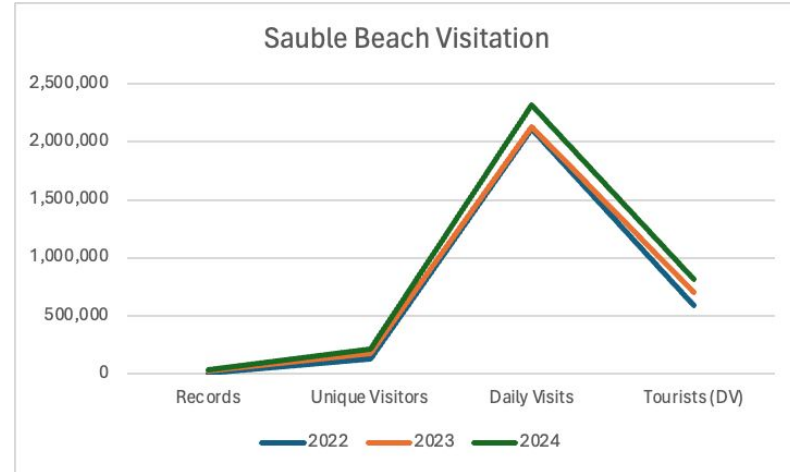
Index (% / Base % * 100) measures whether the presence of customers in a geography is over represented or under represented when compared to the overall average presence of customers in an Area of Interest (average = 100)

Sauble Beach Geofence Map



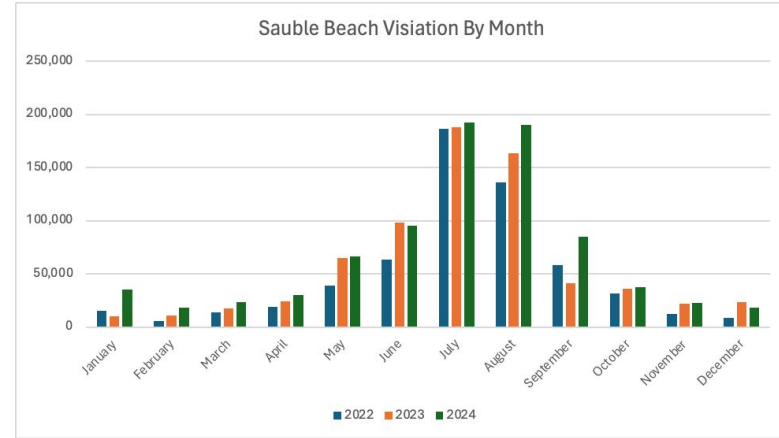
Sauble Beach Data Collected

	2022	2023	2024
Records	8,997	21,113	35,286
Unique Visitors	123,631	177,002	215,870
Daily Visits	2,114,712	2,127,093	2,317,663
Tourists (Daily Visits)	587,531	698,682	814,105



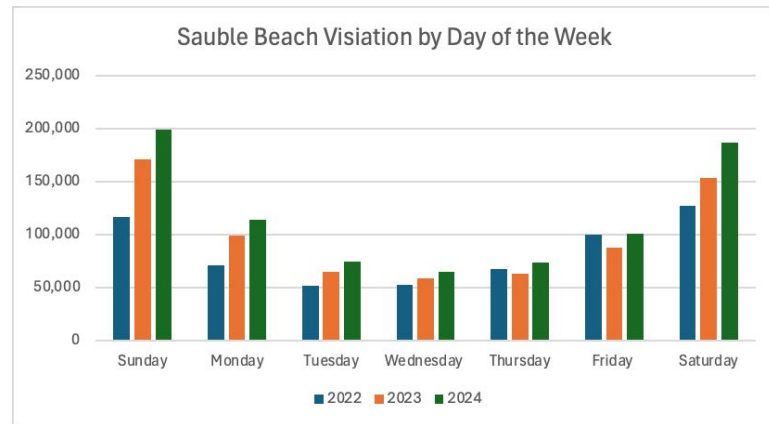
Sauble Beach Monthly Visitation - Total Daily Visits Visitors

	2022	2023	2024
January	15,324	9,857	35,524
February	5,901	10,486	17,927
March	13,641	17,194	23,635
April	18,636	24,404	30,017
May	38,810	64,692	66,205
June	63,173	98,086	94,891
July	186,166	188,240	192,564
August	135,953	163,295	190,011
September	57,938	41,231	84,871
October	31,596	36,279	37,741
November	12,532	21,797	22,493
December	8,861	23,120	18,226



Sauble Beach Daily Visitation by Day of the Week- Total Daily Visits Visitors

	2022	2023	2024
Sunday	116,389	171,465	198,959
Monday	71,262	99,603	113,780
Tuesday	51,921	64,534	74,307
Wednesday	52,780	58,451	64,673
Thursday	67,747	63,434	73,773
Friday	100,066	87,423	101,276
Saturday	127,366	153,772	187,336



Where did people come from?

Ranking Areas - Standard Geographies | Customers



Customers: MobileScapes Extract Downtown Sauble Beach 2024 - Visitors
 CEL: Visits

Geographic Level: PRCDSCD

Name	Code	Count	%	Base Count	Base %	% Pen	Index
South Bruce Peninsula, ON (T)	3541055	390,023	16.83	8,511	0.06	4,582.58	26,371
Toronto, ON (C)	3520005	276,854	11.95	2,753,529	20.65	10.05	58
Georgian Bluffs, ON (TP)	3542053	116,039	5.01	10,213	0.08	1,136.19	6,538
Guelph, ON (CY)	3523008	112,026	4.83	132,149	0.99	84.77	488
Owen Sound, ON (CY)	3542059	107,847	4.65	18,719	0.14	576.13	3,315
Kitchener, ON (CY)	3530013	89,268	3.85	248,542	1.86	35.92	207
Mississauga, ON (CY)	3521005	72,266	3.12	670,512	5.03	10.78	62
Saugeen 29, ON (IRI)	3541057	67,411	2.91	972	0.01	6,935.33	39,910
Brampton, ON (CY)	3521010	66,785	2.88	636,737	4.77	10.49	60
Cambridge, ON (CY)	3530010	61,310	2.65	130,852	0.98	46.85	270
Hamilton, ON (C)	3525005	60,894	2.63	523,767	3.93	11.63	67
Saugeen Shores, ON (T)	3541045	56,843	2.45	14,743	0.11	385.56	2,219
Waterloo, ON (CY)	3530016	41,424	1.79	124,706	0.94	33.22	191
London, ON (CY)	3539036	40,956	1.77	402,007	3.01	10.19	59
Burlington, ON (CY)	3524002	29,546	1.27	167,475	1.26	17.64	102
Windsor, ON (CY)	3537039	24,040	1.04	216,565	1.62	11.10	64
Milton, ON (T)	3524009	23,643	1.02	119,421	0.90	19.80	114
Brantford, ON (CY)	3529006	21,939	0.95	93,889	0.70	23.37	134
Vaughan, ON (CY)	3519028	21,459	0.93	296,155	2.22	7.25	42
Chatsworth, ON (TP)	3542037	19,933	0.86	6,185	0.05	322.28	1,855
Barrie, ON (CY)	3543042	19,870	0.86	133,351	1.00	14.90	86
Arran-Elderslie, ON (MU)	3541043	19,379	0.84	5,681	0.04	341.13	1,963
Woolwich, ON (TP)	3530035	16,409	0.71	24,480	0.18	67.03	386
Oakville, ON (T)	3524001	16,025	0.69	198,272	1.49	8.08	47
Ottawa, ON (CV)	3506008	14,687	0.63	949,489	7.12	1.55	9
Markham, ON (CY)	3519036	14,427	0.62	308,959	2.32	4.67	27
Collingwood, ON (T)	3543031	13,487	0.58	24,010	0.18	56.17	323
Centre Wellington, ON (TP)	3523025	13,466	0.58	28,343	0.21	47.51	273
Brockton, ON (MU)	3541032	13,379	0.58	8,397	0.06	159.33	917
Woodstock, ON (CY)	3532042	12,972	0.56	42,711	0.32	30.37	175
Georgina, ON (T)	3519070	12,733	0.55	43,437	0.33	29.31	169
St. Catharines, ON (CY)	3526053	12,649	0.55	125,289	0.94	10.10	58
Guelph/Eramosa, ON (TP)	3523009	12,571	0.54	12,765	0.10	98.48	567
Ajax, ON (T)	3518005	12,338	0.53	113,623	0.85	10.86	62
Richmond Hill, ON (T)	3519038	11,970	0.52	187,069	1.40	6.40	37
Norfolk County, ON (CY)	3528052	11,866	0.51	61,054	0.46	19.44	112
Shelburne, ON (T)	3522021	11,346	0.49	7,637	0.06	148.56	855
Hanover, ON (T)	3542029	11,277	0.49	6,945	0.05	162.38	934
Northern Bruce Peninsula, ON (MU)	3541069	10,675	0.46	4,283	0.03	249.24	1,434
Meaford, ON (MU)	3542047	10,308	0.45	10,437	0.08	98.76	568
Halton Hills, ON (T)	3524015	10,114	0.44	56,628	0.42	17.86	103

Where did visitors come from?

Ranking Areas - Standard Geographies | Customers

How to Read



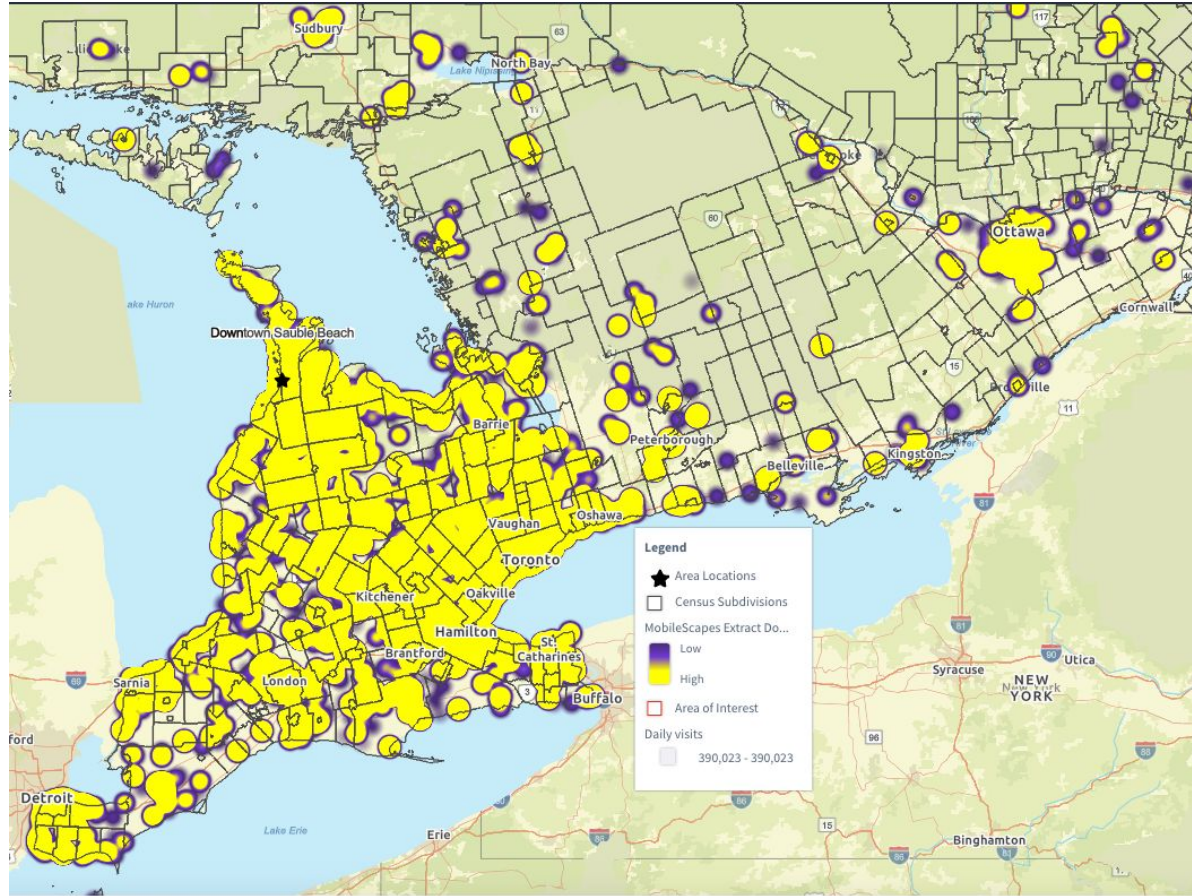
Customers: MobileScapes Extract Downtown Sauble Beach 2024 - Visitors

Geographic Level: PRCDSCSD

CEL: Visits

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Guelph, ON (CY)	3523008	112,026	13.76	132,149	1.68	84.77	820
Kitchener, ON (CY)	3530013	89,268	10.96	248,542	3.16	35.92	347
Brampton, ON (CY)	3521010	66,785	8.20	636,737	8.09	10.49	101
Mississauga, ON (CY)	3521005	62,674	7.70	670,512	8.52	9.35	90
Cambridge, ON (CY)	3530010	61,310	7.53	130,852	1.66	46.85	453
Waterloo, ON (CY)	3530016	41,424	5.09	124,706	1.58	33.22	321
Toronto, ON (C)	3520005	26,822	3.29	2,753,529	34.98	0.97	9
Milton, ON (T)	3524009	23,263	2.86	119,421	1.52	19.48	188
Barrie, ON (CY)	3543042	19,457	2.39	133,351	1.69	14.59	141
Vaughan, ON (CY)	3519028	16,674	2.05	296,155	3.76	5.63	54
Chatsworth, ON (TP)	3542037	16,665	2.05	6,185	0.08	269.44	2,606
Woolwich, ON (TP)	3530035	16,409	2.02	24,480	0.31	67.03	648
Centre Wellington, ON (TP)	3523025	13,466	1.65	28,343	0.36	47.51	459
Brockton, ON (MU)	3541032	13,379	1.64	8,397	0.11	159.33	1,541
Collingwood, ON (T)	3543031	13,069	1.60	24,010	0.30	54.43	526
Guelph/Eramosa, ON (TP)	3523009	12,571	1.54	12,765	0.16	98.48	952
Shelburne, ON (T)	3522021	11,346	1.39	7,637	0.10	148.56	1,437
Hanover, ON (T)	3542029	11,277	1.39	6,945	0.09	162.38	1,570
Halton Hills, ON (T)	3524015	10,114	1.24	56,628	0.72	17.86	173
Arran-Elderslie, ON (MU)	3541043	8,873	1.09	5,681	0.07	156.19	1,510
Caledon, ON (T)	3521024	8,630	1.06	75,585	0.96	11.42	110
West Grey, ON (MU)	3542004	8,077	0.99	11,756	0.15	68.71	664
Wellington North, ON (TP)	3523050	7,747	0.95	10,558	0.13	73.38	710
Huron East, ON (MU)	3540040	6,414	0.79	8,159	0.10	78.61	760
Aurora, ON (T)	3519046	5,685	0.70	58,200	0.74	9.77	94
Minto, ON (T)	3523043	5,396	0.66	7,733	0.10	69.78	675
Wellesley, ON (TP)	3530027	5,344	0.66	9,608	0.12	55.62	538
Meaford, ON (MU)	3542047	5,148	0.63	10,437	0.13	49.33	477
Bradford West Gwillimbury, ON (T)	3543014	4,929	0.60	39,663	0.50	12.43	120
North Dumfries, ON (TP)	3530004	4,874	0.60	9,839	0.13	49.54	479
East Garafraxa, ON (TP)	3522001	4,656	0.57	2,600	0.03	179.09	1,732
Midland, ON (T)	3543074	4,573	0.56	16,470	0.21	27.77	269
Zorra, ON (TP)	3532027	4,505	0.55	7,437	0.09	60.58	586
Mono, ON (T)	3522012	4,469	0.55	8,795	0.11	50.82	491
Kincardine, ON (MU)	3541024	4,443	0.55	10,779	0.14	41.22	399
East Gwillimbury, ON (T)	3519054	4,424	0.54	37,178	0.47	11.90	115
Newmarket, ON (T)	3519048	4,257	0.52	79,297	1.01	5.37	52
Stratford, ON (CY)	3531011	4,238	0.52	30,006	0.38	14.12	137
Puslinch, ON (TP)	3523001	4,107	0.50	7,568	0.10	54.27	525
Wilmot, ON (TP)	3530020	3,967	0.49	19,551	0.25	20.29	196
Orangeville, ON (T)	3522014	3,470	0.43	25,938	0.33	13.38	129

Location of Visitors 2024



Customers: MobileScapes Extract Downtown Sauble Beach 2024 - Visitors CEL: Visits

MEDIAN MAINTAINER AGE

49

Index: 92

MARITAL STATUS



60.0%

Index: 105

Married/Common-Law

FAMILY STATUS*

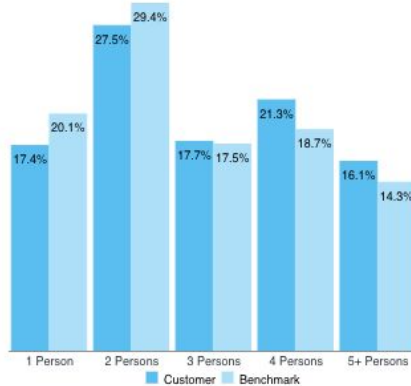


53.6%

Index: 108

Couples With Children At Home

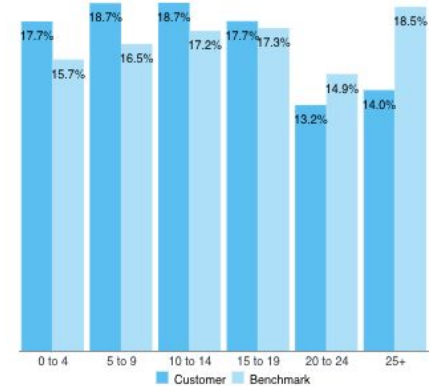
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	%	Index
0 to 4	5.9	117
5 to 9	6.2	118
10 to 14	6.2	113
15 to 19	6.5	106
20 to 24	8.1	101
25 to 29	8.3	99
30 to 34	8.5	108
35 to 39	8.1	115
40 to 44	7.3	112
45 to 49	6.3	106
50 to 54	5.8	97
55 to 59	5.3	87
60 to 64	5.0	81
65 to 69	4.1	81
70 to 74	3.3	80
75 to 79	2.5	78
80 to 84	1.5	75
85+	1.3	70

AGE OF CHILDREN AT HOME



Benchmark: Visitors to Downtown Sauble Beach_FromGeofence - 40-200 km

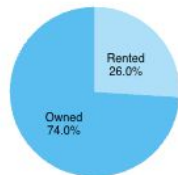
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*Chosen from index ranking with minimum 5% composition.

Index Colours:	<80	80 - 110	110+

Customers: MobileScapes Extract Downtown Sauble Beach 2024 - Visitors CEL: Visits

TENURE



STRUCTURE TYPE



Houses

79.0%

Index: 106



Apartments

20.8%

Index: 83

AGE OF HOUSING*

3 - 8 Years Old

% Comp: 18.2 Index: 252

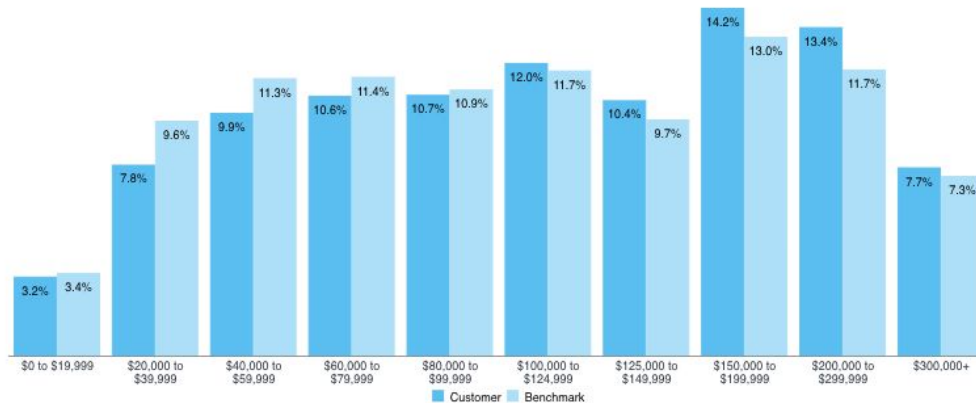
AVERAGE HOUSEHOLD INCOME



\$141,355

Index: 104

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Visitors to Downtown Sauble Beach_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 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)**

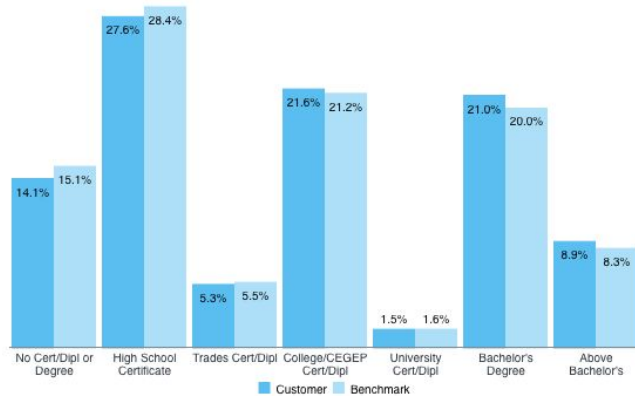


5.2%

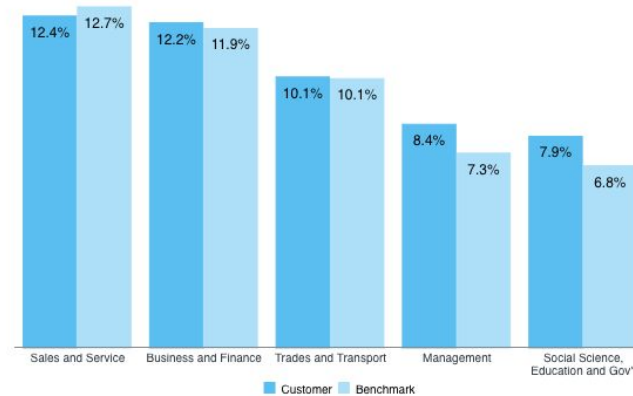
Index: 78

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

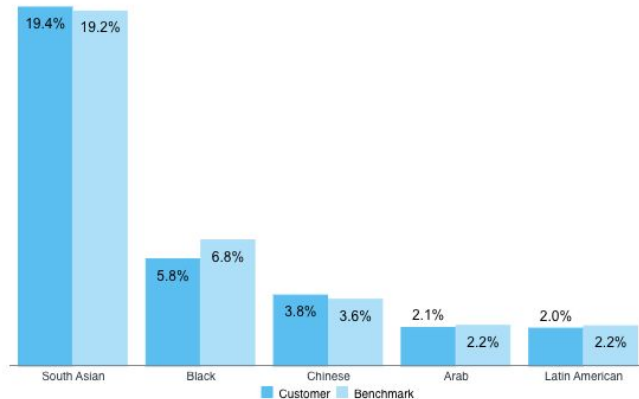


Born outside Canada

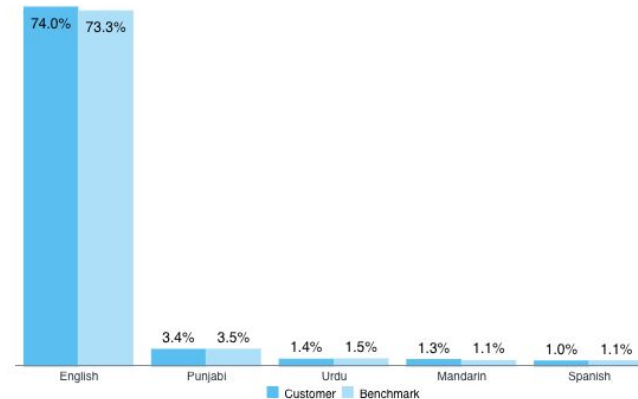
PERIOD OF IMMIGRATION*



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 Downtown Sauble Beach 2024 - Visitors CEL



Strong Values

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Descriptions | Top 3 Strong Values

Ostentatious Consumption

Desire to impress others and express one's social standing through the display of objects that symbolize affluence.

Need for Status Recognition

Desire to be held in esteem and respect by others, and to express one's social standing or aspired status, through a display of fine manners, good taste, style or "chic".

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.



Weak Values

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Descriptions | Top 3 Weak Values

Flexible Families

Willingness to accept non-traditional definitions of "family", such as common law and same-sex marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. The belief that society should be open to new definitions of what constitutes a "family".

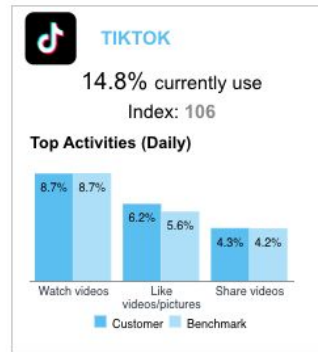
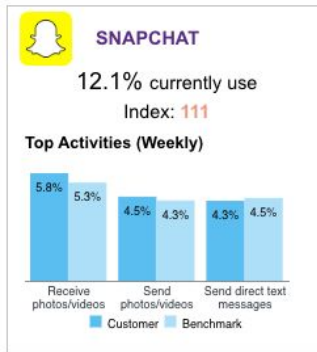
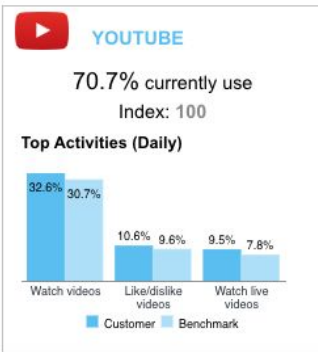
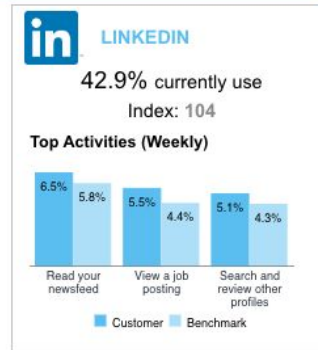
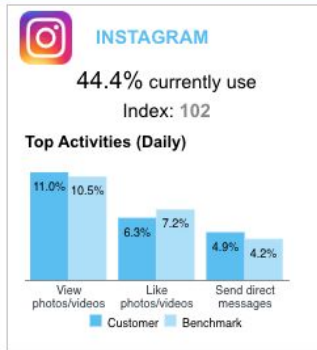
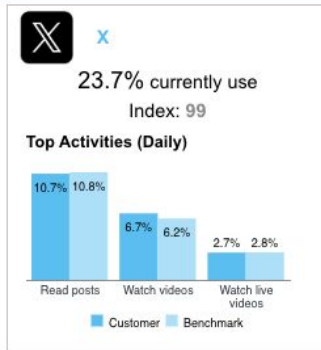
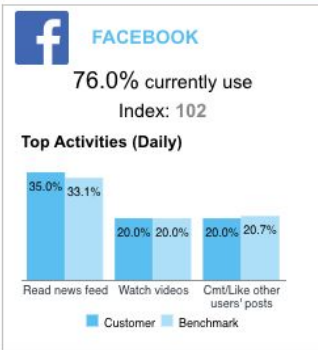
Brand Apathy

Giving little weight to the brand name of a product or service; a tendency to favour no brands in particular over others and being unwilling to pay a price premium for a brand.

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.

Customer: MobileScapes Extract Downtown Sauble Beach 2024 - Visitors CEL: Visits



Benchmark: Visitors to Downtown Sauble Beach_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 Downtown Sauble Beach 2024 - Visitors CEL: Visits

FRIENDS IN ALL SM NETWORKS



0-49 friends

FREQUENCY OF USE (DAILY)



Facebook

BRAND INTERACTION



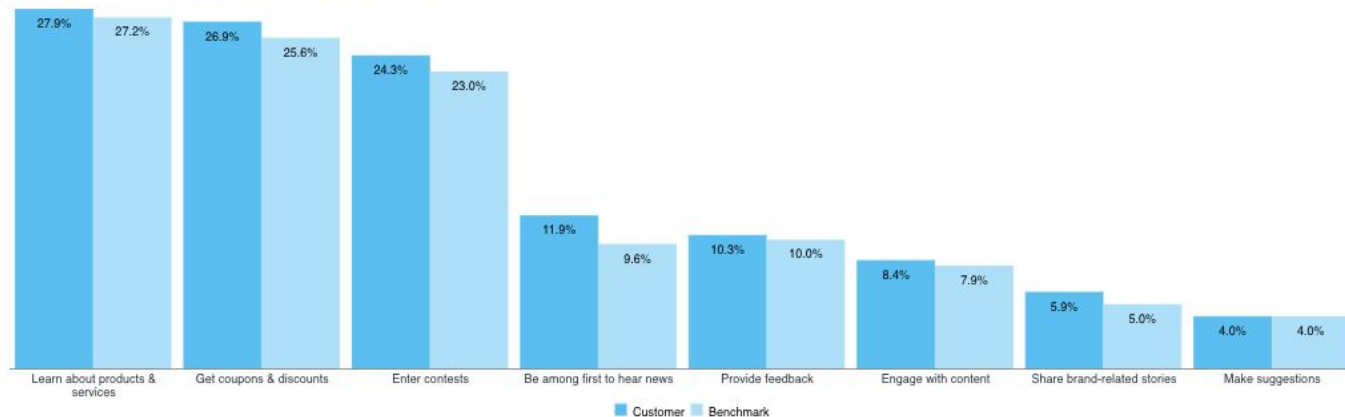
Like brand on Facebook

NO. OF BRANDS INTERACTED



2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Visitors to Downtown Sauble Beach_FromGeofence - 40-200 km

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Chosen and ranked by percent composition.

Index Colours: <80 80 - 110 110+

Customer: MobileScapes Extract Downtown Sauble Beach 2024 - Visitors CEL: Visits

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



10.9%

Index: 114

Vacation, travel-related



10.3%

Index: 129

Entertainment-related (i.e. movies)



10.1%

Index: 138

Health-related

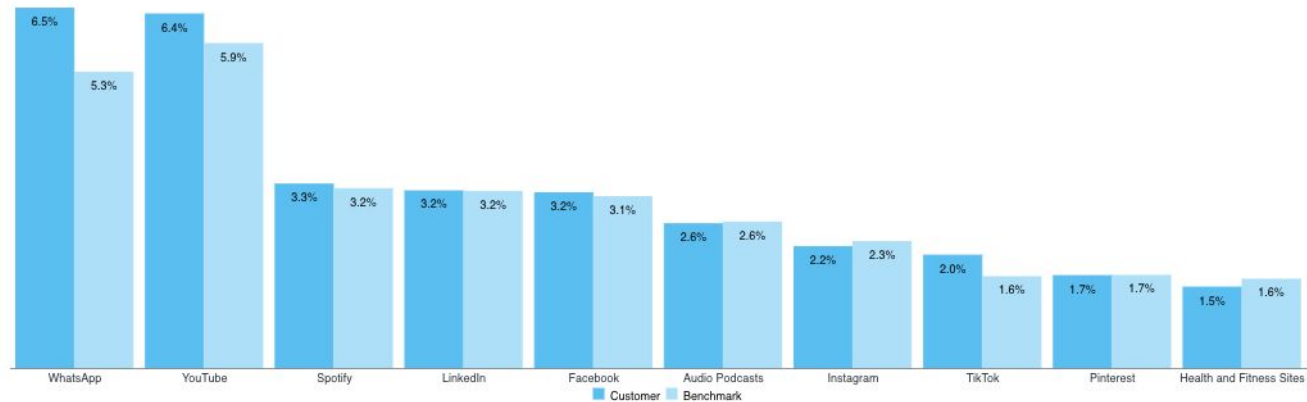


9.4%

Index: 120

Banking, credit cards

USAGE EXPECTATIONS* (Increase in the next yr)



Benchmark: Visitors to Downtown Sauble Beach_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+
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Customer: MobileScapes Extract Downtown Sauble Beach 2024 - Visitors CEL: Visits



DESCRIBES ME*...

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

% Comp **66.0** Index **96**



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

% Comp **20.0** Index **108**



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

% Comp **54.8** Index **97**



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

% Comp **10.9** Index **111**



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

% Comp **74.8** Index **97**



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

% Comp **18.8** Index **99**

Benchmark: Visitors to Downtown Sauble Beach_FromGeofence - 40-200 km

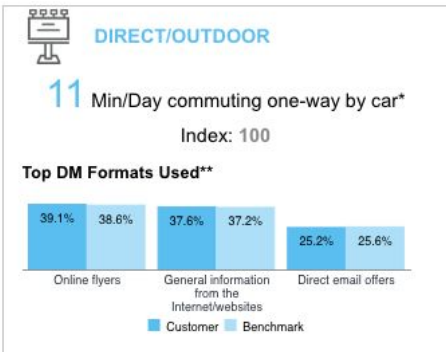
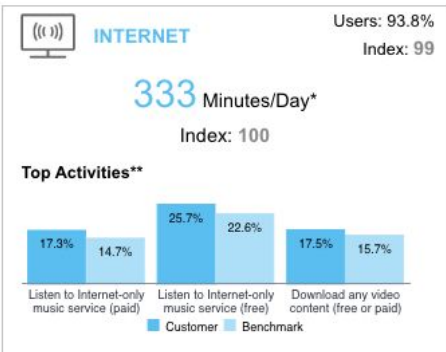
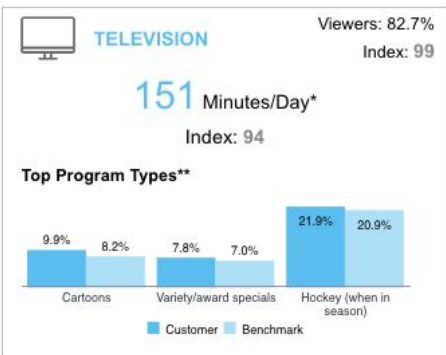
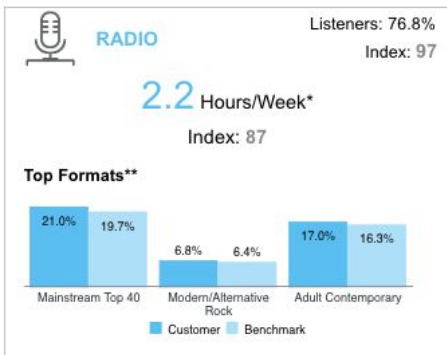
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*Chosen and ranked by percent composition with a minimum of 5%.

Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Downtown Sauble Beach 2024 - Visitors

CEL: Visits



Benchmark: Visitors to Downtown Sauble Beach_FromGeofence - 40-200 km

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*Consumption values based to Household Population 12+.

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



Customer: MobileScapes Extract Downtown Sauble Beach 2024 - Visitors
CEL: Visits

Top Shows & Exhibitions*



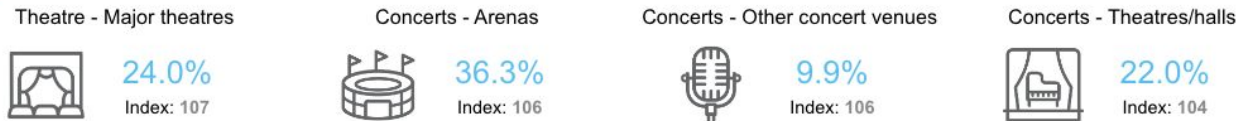
Top Local Attractions & Destinations**



Top Professional Sports**



Top Concert & Theatre Venues**



Benchmark: Visitors to Downtown Sauble Beach_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+
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Customer: MobileScapes Extract Downtown Sauble Beach 2024 - Visitors

CEL: Visits

Top Individual Sports



Top Team Sports



Top Activities



Top Fitness



Behavioural - Numeris | Restaurant Types (A)

How to Read



Customer: MobileScapes Extract Downtown Sauble Beach 2024 - Visitors
CEL: Visits



TOP RESTAURANT FOOD TYPES

Ordered, Past year

Ranked by Volume

Pizza restaurants	65.7%	Index: 102
Asian restaurants	57.2%	Index: 105
Ice cream/frozen yogurt restaurants	47.1%	Index: 112

Ranked by Index

Ice cream/frozen yogurt restaurants	47.1%	Index: 112
Steakhouse	36.4%	Index: 108
Mexican/Burrito-style restaurants	41.8%	Index: 107



TOP RESTAURANT SERVICE TYPES

Ordered, Past year

Ranked by Volume

Casual/family dining restaurants	60.9%	Index: 102
Food courts	48.1%	Index: 103
Formal dine-in restaurants	45.6%	Index: 99

Ranked by Index

Food courts	48.1%	Index: 103
Casual/family dining restaurants	60.9%	Index: 102
Fast casual restaurants	42.7%	Index: 101



TOP FOOD ORDERING METHODS

Ordered, Past year

Ranked by Volume

Take Out	69.0%	Index: 105
Eat In Restaurant	56.8%	Index: 100
Drive Through	45.4%	Index: 102

Ranked by Index

Online meal kit	5.6%	Index: 134
Home Delivery	30.8%	Index: 113
Online food delivery service	18.9%	Index: 107

Benchmark: Visitors to Downtown Sauble Beach_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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Behavioural - Numeris | Restaurant Types (B)

How to Read



Customer: MobileScapes Extract Downtown Sauble Beach 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	39.1% Index: 103	Earls	5.3% Index: 127	McDonald's	53.3% Index: 109	Taco Time	0.7% Index: 123
Other casual/family restaurants	28.0% Index: 95	Boston Pizza	21.7% Index: 118	Other fast food restaurants	28.9% Index: 97	KFC	21.7% Index: 121
Boston Pizza	21.7% Index: 118	Kelsey's	18.0% Index: 113	Subway	27.2% Index: 105	Harvey's	19.2% Index: 117
 TOP COFFEE/DONUT SHOPS <i>Visited/Ordered Past Month</i>		Ranked by Volume		Ranked by Index			
Tim Hortons	63.0% Index: 101	Starbucks	29.3% Index: 111				
McCafé/McDonald's	30.2% Index: 105	McCafé/McDonald's	30.2% Index: 105				
Starbucks	29.3% Index: 111	Tim Hortons	63.0% Index: 101				

Benchmark: Visitors to Downtown Sauble Beach_FromGeofence - 40-200 km

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 Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+
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Top 5 segments represent **34.5%** of customers in Visitors to Downtown Sauble Beach_FromGeofence - 40-200 km



Rank:	1
Customers:	70,109
Customers %:	8.61
% in Benchmark:	16.81
Index:	51

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:	2
Customers:	65,895
Customers %:	8.09
% in Benchmark:	3.67
Index:	220

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



Rank: 3
Customers: 52,115
Customers %: 6.40
% in Benchmark: 3.45
Index: 186

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: 4
Customers: 51,867
Customers %: 6.37
% in Benchmark: 5.11
Index: 125

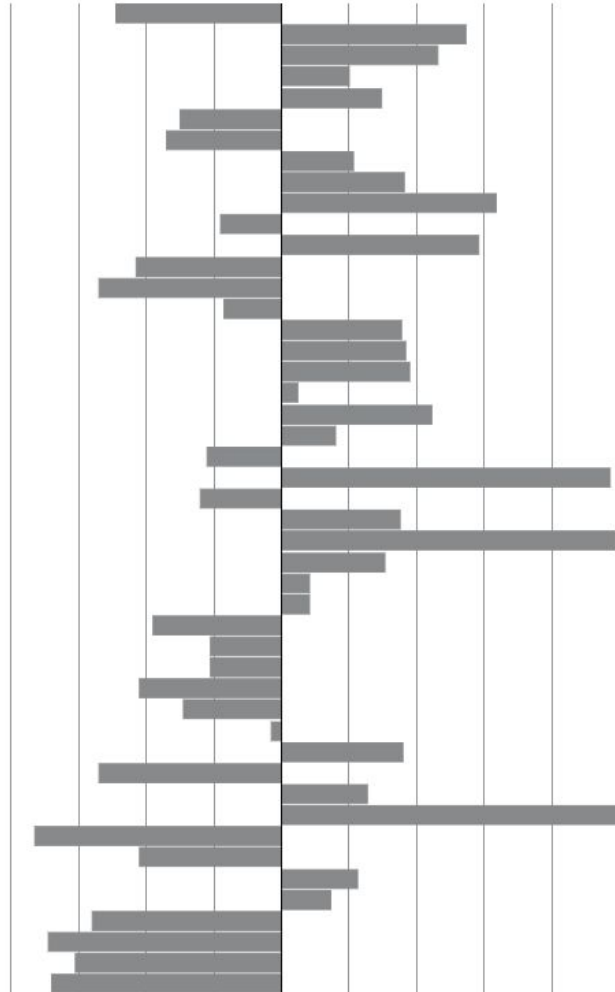
Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54,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



Rank: 5
Customers: 41,024
Customers %: 5.04
% in Benchmark: 3.55
Index: 142

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

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pan	Index
U4	F2	15	South Asian Enterprise	70,109	8.61	620,912	16.81	0.11	51
R1	F3	33	New Country	65,895	8.09	135,647	3.67	0.49	220
U2	M1	23	Mid-City Mellow	52,115	6.40	127,306	3.45	0.41	186
S3	F3	19	Family Mode	51,867	6.37	188,847	5.11	0.27	125
R1	F3	14	Kick-Back Country	41,024	5.04	131,027	3.55	0.31	142
S2	F2	08	Multiculture-ish	39,319	4.83	255,480	6.92	0.15	70
F1	F2	18	Multicultural Corners	29,122	3.58	200,534	5.43	0.15	66
S5	F3	38	Stressed in Suburbia	27,927	3.43	99,618	2.70	0.28	127
S3	F3	25	Suburban Sports	26,165	3.21	75,429	2.04	0.35	157
S6	M1	45	Slow-Lane Suburbs	25,352	3.11	41,918	1.14	0.60	274
S2	Y3	11	Modern Suburbia	24,692	3.03	136,480	3.69	0.18	82
S1	M1	09	Boomer Bliss	24,328	2.99	46,006	1.25	0.53	240
U4	F3	61	Came From Away	22,938	2.82	183,214	4.96	0.13	57
F3	F3	31	Metro Melting Pot	22,600	2.78	222,270	6.02	0.10	46
S1	F2	05	First-Class Families	21,183	2.60	116,194	3.15	0.18	83
S5	F3	43	Happy Medium	19,835	2.44	58,239	1.58	0.34	155
U5	Y2	57	Juggling Acts	18,622	2.29	53,358	1.44	0.35	158
S6	M2	21	Scenic Retirement	17,279	2.12	48,807	1.32	0.35	161
U2	M1	16	Savvy Seniors	16,483	2.02	71,332	1.93	0.23	105
U5	F1	60	Value Villagers	15,100	1.85	37,979	1.03	0.40	180
U5	Y2	52	Friends & Roomies	14,002	1.72	53,342	1.44	0.26	119
S1	F3	04	Turbo Burbs	13,006	1.60	75,216	2.04	0.17	78
U1	F1	06	Downtown Verve	12,815	1.57	1,614	0.04	7.94	3,603
R1	F3	26	Country Traditions	12,286	1.51	73,382	1.99	0.17	76
S3	Y3	24	All-Terrain Families	11,881	1.46	34,900	0.94	0.34	154
R2	F3	48	Agri-Biz	11,442	1.41	647	0.02	17.70	8,030
R2	M1	41	Down to Earth	11,178	1.37	35,336	0.96	0.32	144
U1	M1	02	Wealthy & Wise	10,301	1.26	42,856	1.16	0.24	109
S6	M2	62	Suburban Recliners	10,278	1.26	42,680	1.16	0.24	109
U2	M2	51	On Their Own Again	8,176	1.00	60,014	1.63	0.14	62
U5	Y2	67	Just Getting By	7,508	0.92	43,285	1.17	0.17	79
F1	M1	07	Mature & Secure	7,155	0.88	41,043	1.11	0.17	79
F3	F1	32	Diverse & Determined	6,630	0.81	51,689	1.40	0.13	58
F2	Y2	20	New Asian Heights	6,447	0.79	41,438	1.12	0.16	71
U4	F3	64	Midtown Movers	6,368	0.78	29,662	0.80	0.21	97
T1	M1	58	Old Town Roads	5,562	0.68	16,225	0.44	0.34	156
U2	F3	36	Middle-Class Mosaic	4,374	0.54	42,987	1.16	0.10	46
U3	Y2	22	Indieville	4,328	0.53	14,691	0.40	0.29	134
R2	M2	50	Country & Western	3,995	0.49	21	0.00	188.69	85,623
F3	F2	30	South Asian Society	3,262	0.40	54,404	1.47	0.06	27
U3	Y1	47	Social Networkers	2,914	0.36	22,823	0.62	0.13	58
R2	M2	49	Backcountry Boomers	2,525	0.31	8,852	0.24	0.29	129
F1	F2	03	Asian Sophisticates	1,750	0.21	6,809	0.18	0.26	117
U1	M1	01	The A-List	1,679	0.21	17,161	0.47	0.10	44
S6	M2	53	Silver Flats	1,354	0.17	19,811	0.54	0.07	31
U3	Y1	12	Eat, Play, Love	595	0.07	6,877	0.19	0.09	39
F2	F2	10	Asian Achievement	337	0.04	4,823	0.13	0.07	32



Observations

- When looking at all of Ontario, the majority of daily visits, 32% of visitors came from South Bruce Peninsula and surrounding areas (Georgian Bluffs, Owen Sound, Saugeen FN, Saugeen Shores). Toronto is second highest ranked percentage (12%), but indexes low. Guelph, Kitchener, Cambridge, Waterloo make up another 13% of visitors and all index high.
- When looking at visitors who come from within the trade area, Guelph tops the list at 14%. Kitchener, Cambridge and Waterloo continue to be optimal spots to advertise. Brampton and Mississauga now index average, but Toronto has dropped to an index of 9.
- Most visitors are married with children under 19 living at home. Households with more than 3 people index high. These results are consistent with 2023.
- Visitors have a slightly higher income than the benchmark. Income dropped slightly from 2023. Visitors index high in all categories over \$100K annually. They own their home and many are in newer builds.
- There is a slight increase in the number of people with university degrees (34.5% up from 29.9%) however the labour force participation rate decreased from 70.6% in 2023 to 68.8% in 2024. Visitors drive to work to jobs in Sale/Service, Business/Finance and trades/transport. This is consistent with the 2023 data.
- There are some changes to the demographic profile between 2023 and 2024. Those with Indigenous Identity was mostly consistent (drop of .1%) but those with visibly minority presence increased from 40.7% to 51.5% and now indexes high. Those who identify as South Asian still dominate but those who identify as Black and Chinese over index in 2024. The percentage of people who immigrated increased from 34.6% to 39.4%. English remains the dominant language spoken at home.
- Values are flat when compared to the benchmark but there is a shift from 2023 to 2024. Among the strong values, Attraction to Nature, and Confidence in Advertising, and the Importance of Spontaneity were high values in 2023 and now Ostentatious Consumption, Need for Status Recognition and Pursuit of Novelty are the highest values. On the other hand, Fatalism, Active Government (now a high value), and Importance of Aesthetics were low values. Now, the low values are Flexible Families, Brand Apathy and Aversion to complexity.

Observations

- Use of Social media channels is also close to the benchmark. Facebook and YouTube are the most used channels, which is the same as 2023 followed by LinkedIn and Instagram. They are interested in scrolling on the news feeds and commenting on videos. Use of X shows the biggest drop going from 28.5% to 23.7%.
- There is a small increase in brand interaction from 2023 to 2024. Learning about products, and getting coupons and discounts are still the top activities.
- Growth in WhatsApp is predicted to grow a little bit more than YouTube. They are more willing to seek Vacation or Travel related recommendations on social media than previous year. This is also true for entertainment related purchases.
- Privacy continues to be highly valued by those in the data set.
- 94% of visitors are on the internet for 333 minutes daily. There is low readership of magazines and newspapers. Use of radio and television is a low average as well. This is consistent with the 2023 data.
- The popularity of large concerts jumped from 13.1% in 2023 to 36.3% in 2024. Visitors in the 2024 data set like indoor amusement centres, comedy clubs, dance clubs and specialty movie theatres. Attending craft shows also jumped in popularity.
- There are some changes with the sports and leisure activities that people participated in 2024 vs 2023. Home exercise, reading, playing video games and hiking top the list this year. ATVing/Snowmobiling and Ice skating jumped slightly. All of the top individual sports have changed and Football and Soccer replace Curling and Hockey on the top Team sports lists.
- Pizza and family dining restaurants are the most popular choices for restaurant goers which matches 2023 data. Italian restaurants was replaced by Steakhouses in the ranked by index category and Sub/Sandwich shops was replaced by Ice Cream/Frozen Yogurt restaurants in restaurants ranked by volume.
- The biggest change to the top restaurant chain visited is the addition of Boston Pizza. KFC and Harvey's jumped on the fast food list when looking at restaurants ranked by index.

Recommendations

- Continue to focus marketing efforts on families in the Kitchener/Waterloo/Guelph areas, including some of the more rural communities.
- Instead of just focusing on the natural attraction and natural beauty of Sauble Beach, seeing it as a must visit destination will attract the attention of the visitors who attended last year. Use of influencers could be a key piece to supporting this.
- Feature images of hiking, trendy businesses like the June Motel or Haydays restaurants will be attractive to this audience.
- The Sauble Beach Party is a great attraction. Visitors enjoy attending large concerts.
- Visitors who are coming will have faith in advertising, so continue to build the Discover South Bruce Peninsula brand.
- Include people of different diversities, family sizes and makeup but embracing Canadiana.
- 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 but did pick up in 2024.
- Visitation is slowest Tuesday to Thursday, so encourage people to come midweek.