



# Warton Geofence Report Consumer Data Analysis

2022 MobileScapes Mobile Movement Database

# Data Results

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

(Unique) Visitors: The number of distinct and unique devices that entered the Geofence in the requested time range, regardless of how often they visit. Visitors are represented as an estimated Household Population 15+ weight. They can be thought of as total foot traffic for the Geofence over the time period selected.

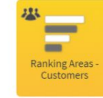
<b>Total Records</b>	<b>Daily Visitors</b>	<b>Unique Visitors</b>
9,039	1,497,549	81,550

- 90.78% of the data points are from within a 180 km radius which is your trade area.
- 65.27% of the data points are from within 40 km which is your local visitation.

Southern Ontario will be used as the benchmark area because it will more accurately reveal patterns in the customer data. The benchmark becomes the denominator in the equation that determines the index. The customer files acts as the numerator.

## 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
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**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)

Name	Code	Count	%	Base Count	Base %	% Pen	Index
South Bruce Peninsula, ON (T)	3541055	551,411	36.12	8,402	0.07	6,562.85	51,591
Georgian Bluffs, ON (TP)	3542053	199,459	13.06	9,117	0.08	2,187.77	17,198
Northern Bruce Peninsula, ON (MU)	3541069	157,306	10.30	3,844	0.03	4,092.24	32,169
Owen Sound, ON (CY)	3542059	87,176	5.71	19,294	0.16	451.83	3,552
Toronto, ON (C)	3520005	52,637	3.45	2,577,758	21.48	2.04	16
Neyaashiinigiing 27, ON (IRI)	3541060	34,413	2.25	485	0.00	7,095.44	55,777
Kitchener, ON (CY)	3530013	24,846	1.63	224,008	1.87	11.09	87
Brockton, ON (MU)	3541032	24,402	1.60	8,072	0.07	302.31	2,376
Meaford, ON (MU)	3542047	23,906	1.57	10,358	0.09	230.80	1,814
Hamilton, ON (C)	3525005	19,991	1.31	491,415	4.09	4.07	32
London, ON (CY)	3539036	17,553	1.15	361,441	3.01	4.86	38
Mississauga, ON (CY)	3521005	16,904	1.11	647,628	5.40	2.61	21
Guelph, ON (CY)	3523008	15,395	1.01	123,321	1.03	12.48	98

Visitation from Toronto, Mississauga and Hamilton account for less than 6% of your total visitation and all index very low (the market penetration is low in that market). For example, you had 52,000 visitors from Toronto and it represents 3.45% of your total visitation. However, there are over 2.5 million households in Toronto which means that you have only penetrated 2% of that market.

Similarly for SWO with Kitchener, London and Guelph representing 3.79% of your total visitation and all indexing very low. They may represent the “Scenic Retirement” Prizm Segment (see final slides).

Customers: MobileScapes Extract Warton BIA 2022 - Visitors CEL: Visits

## MEDIAN MAINTAINER AGE

59

Index:111

## MARITAL STATUS



61.9%

Index:110

Married/Common-Law

## FAMILY STATUS\*

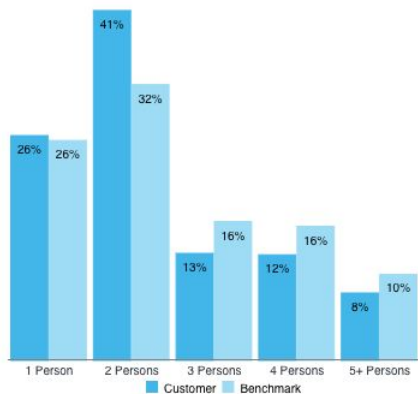


51.2%

Index:138

Couples Without Children At Home

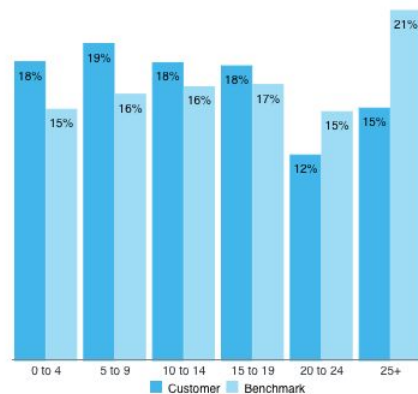
## HOUSEHOLD SIZE



## POPULATION BY AGE

Age Group	%	Index
0 to 4	4.9	100
5 to 9	5.1	100
10 to 14	5.0	94
15 to 19	4.8	87
20 to 24	5.0	74
25 to 29	5.5	74
30 to 34	5.9	79
35 to 39	6.0	86
40 to 44	5.6	87
45 to 49	5.4	87
50 to 54	5.9	92
55 to 59	6.9	100
60 to 64	7.9	120
65 to 69	7.9	142
70 to 74	6.7	147
75 to 79	5.3	154
80 to 84	3.2	142
85+	3.1	132

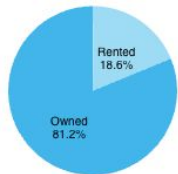
## AGE OF CHILDREN AT HOME



Benchmark:Southern Ontario

Customers: MobileScapes Extract Warton BIA 2022 - Visitors CEL: Visits

## TENURE



## STRUCTURE TYPE



Houses

84.0%

Index:124



Apartments

15.3%

Index:48

## AGE OF HOUSING\*

4 - 9 Years Old

9.4% Index:133

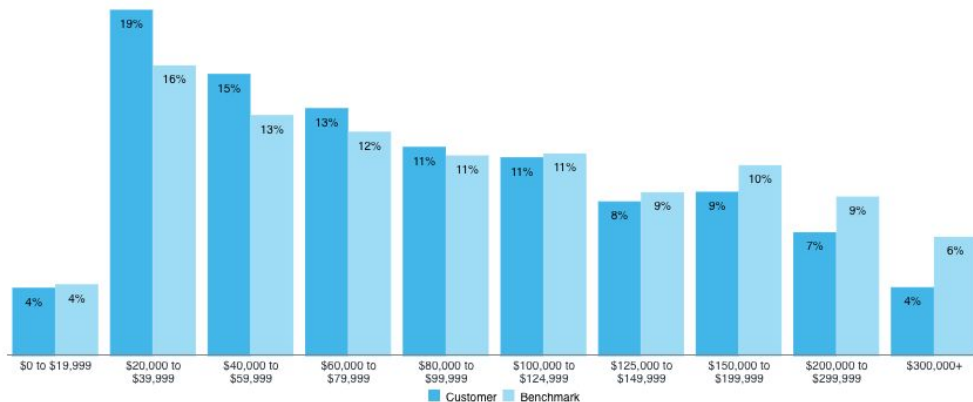
## AVERAGE HOUSEHOLD INCOME



\$101,150

Index:84

## HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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\*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Customers: MobileScapes Extract Warton BIA 2022 - Visitors CEL: Visits

## EDUCATION



21.5%

Index:71

University Degree

## LABOUR FORCE PARTICIPATION



61.7%

Index:94

Participation Rate

## METHOD OF TRAVEL TO WORK: TOP 2\*



40.9%

Index:113

Travel to work by Car (as Driver)

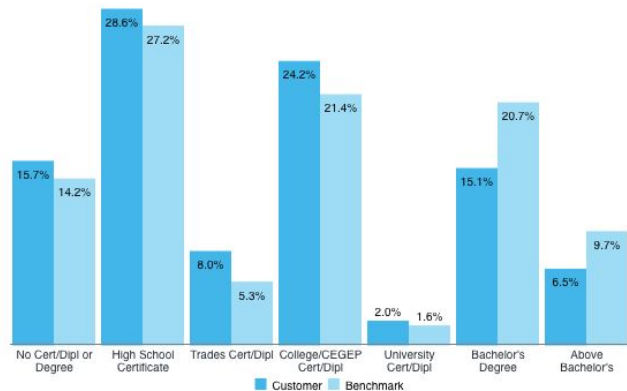


3.1%

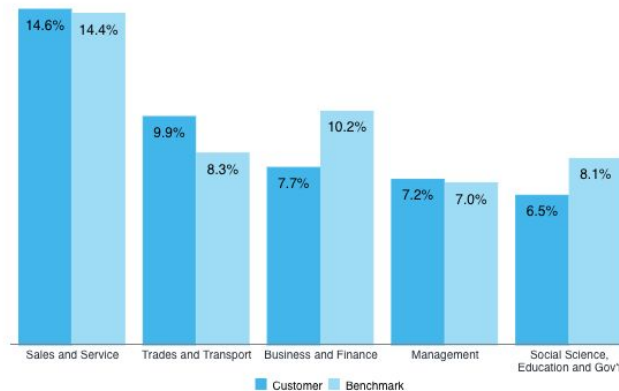
Index:99

Travel to work by Car (as Passenger)

## EDUCATIONAL ATTAINMENT



## OCCUPATIONS: TOP 5\*



Benchmark:Southern Ontario

\*Ranked by percent composition

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Index Colours: <80 80 - 110 110+

Customers: MobileScapes Extract Wiarton BIA 2022 - Visitors CEL: Visits

## ABORIGINAL IDENTITY



4.5%

Index: 226

## VISIBLE MINORITY PRESENCE



15.5%

Index: 45

Belong to a visible minority group

## NON-OFFICIAL LANGUAGE



1.1%

Index: 42

No knowledge of English or French

## IMMIGRATION



16.6%

Index: 53

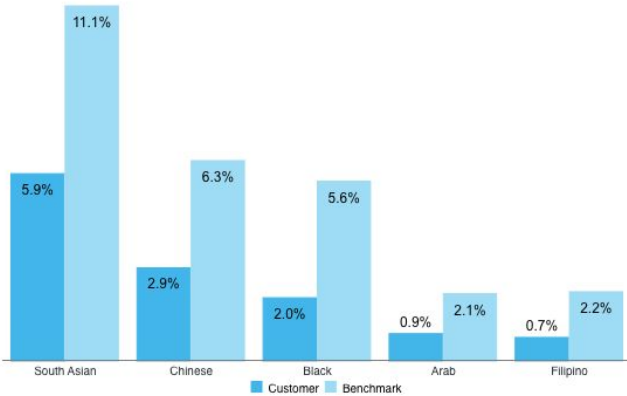
Born outside Canada

## PERIOD OF IMMIGRATION\*

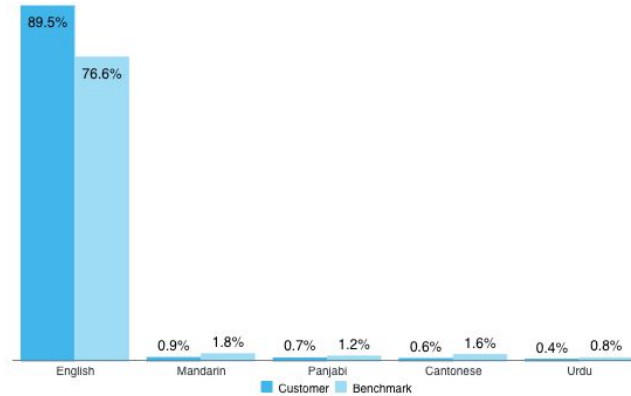
Before 2001

8.5% Index: 54

## VISIBLE MINORITY STATUS: TOP 5\*\*



## LANGUAGES SPOKEN AT HOME: TOP 5\*\*



Benchmark: Southern Ontario

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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 Warton BIA 2022 - Visitors CEL



## Strong Values

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Utilitarian Consumerism	139
Fulfilment Through Work	118
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Equal Relationship with Youth	77
Pursuit of Originality	78



## Descriptions | Top 3 Strong Values

### Attraction to Nature

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

### Utilitarian Consumerism

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

### 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.



## Descriptions | Top 3 Weak Values

### Pursuit of Novelty

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

### Status via Home

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

### Active Government

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

# Behavioural - Numeris | Restaurant Types (A)



Customers: MobileScapes Extract Warton BIA 2022 - Visitors CEL: Visits



## TOP RESTAURANT FOOD TYPES (Ordered Pst Yr)

### Ranked by Volume

Pizza restaurants	59.7%	Index:100
Asian restaurants	48.9%	Index:99
Sub/sandwich restaurants	43.6%	Index:108

### Ranked by Index

Seafood/Fish & Chips restaurants	32.8%	Index:132
Sub/sandwich restaurants	43.6%	Index:108
Steakhouse	21.9%	Index:102



## TOP RESTAURANT SERVICE TYPES (Ordered Pst Yr)

### Ranked by Volume

Casual/family dining restaurants	41.4%	Index:96
Fast casual restaurants	30.4%	Index:84
Pub restaurants	27.9%	Index:90

### Ranked by Index

Other types of restaurants	21.8%	Index:127
Casual/family dining restaurants	41.4%	Index:96
Formal dine-in restaurants	27.0%	Index:96



## TOP FOOD ORDERING METHODS (Ordered Pst Mth)

### Ranked by Volume

Take Out	67.6%	Index: 98
Drive Through	44.5%	Index:106
Home Delivery	23.5%	Index:79

### Ranked by Index

Online meal kit	8.6%	Index:127
Drive Through	44.5%	Index:106
Take Out	67.6%	Index: 98

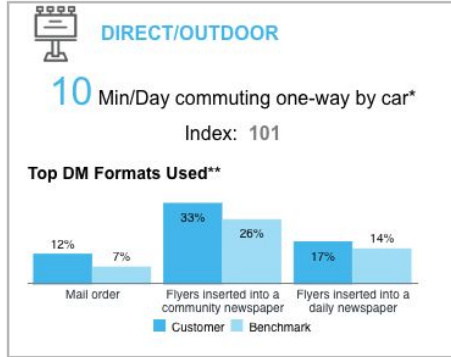
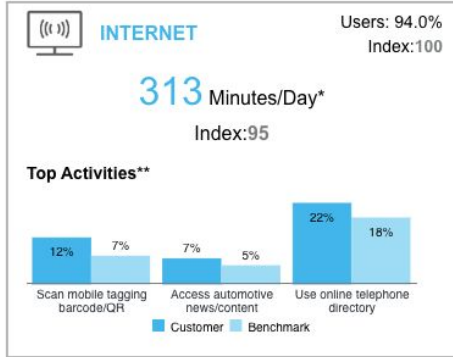
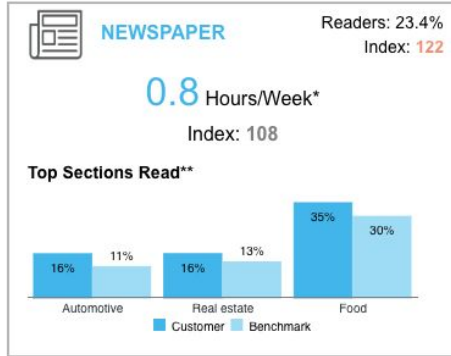
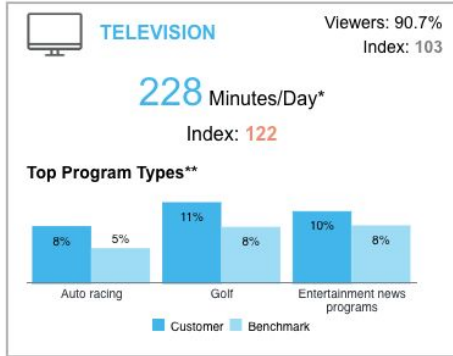
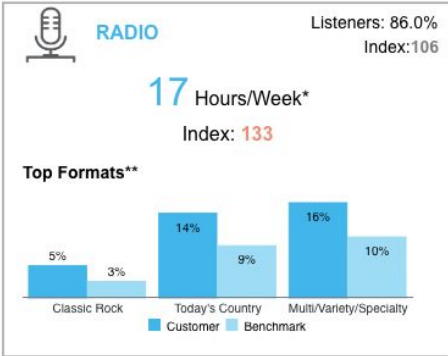
Benchmark: Southern Ontario

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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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Customers: MobileScapes Extract Warton BIA 2022 - Visitors CEL: Visits



Benchmark: Southern Ontario

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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+

Customers: MobileScapes Extract Warton BIA 2022 - Visitors CEL: Visits

## Top Shows & Exhibitions\*

### RV shows



1.2%

Index:306

### Home shows



4.0%

Index:202

### Garden shows



1.2%

Index:151

### Fan shows



1.4%

Index:127

## Top Local Attractions & Destinations\*\*

### Historical sites



13.6%

Index:117

### Parks/city gardens



27.4%

Index:108

### National or provincial park



16.6%

Index:108

### Zoos/aquariums



10.0%

Index:102

## Top Professional Sports\*\*

### Hockey



11.2%

Index:119

## Top Concert & Theatre Venues\*\*

### Theatre - Major theatres



9.7%

Index:104

### Concerts - Arenas



11.1%

Index:90

### Concerts - Theatres/halls



6.0%

Index:81

Benchmark: Southern Ontario

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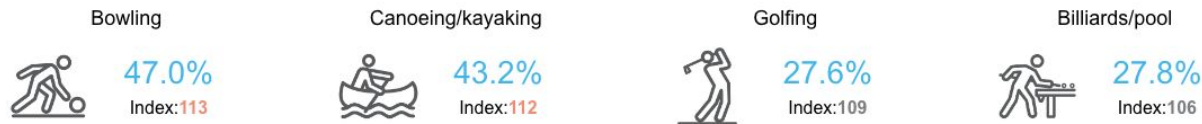
\*Chosen from index ranking.

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

Index Colours: <80 80 - 110 110+

Customers: MobileScapes Extract Warton BIA 2022 - Visitors CEL: Visits

## Top Individual Sports



## Top Team Sports



## Top Activities



## Top Fitness



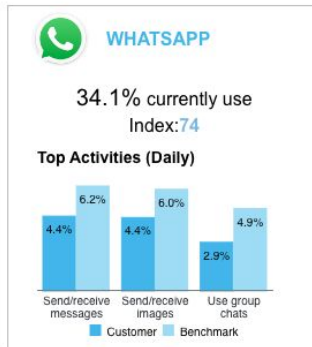
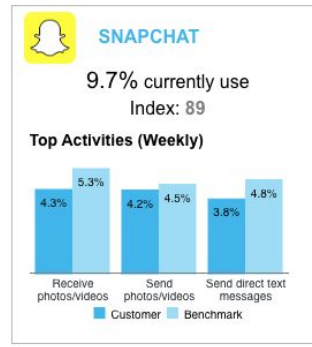
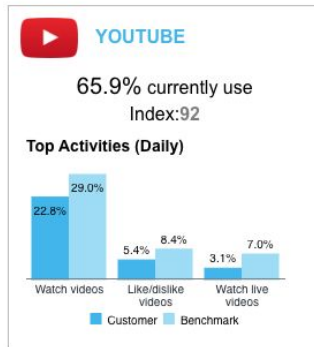
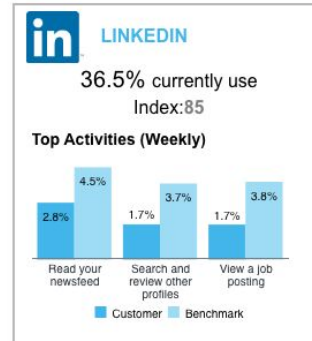
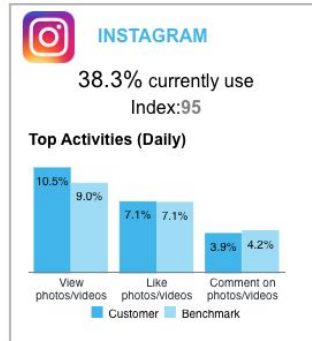
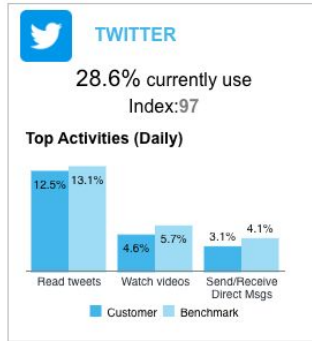
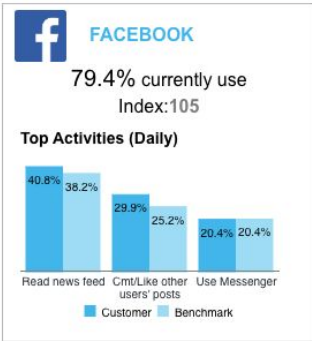
Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+

Customer: MobileScapes Extract Warton BIA 2022 - Visitors CEL: Visits



Benchmark: Southern Ontario

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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+

Top 5 segments represent **67.1%** of customers in Southern Ontario



Rank: 1  
Customers: 571,517  
Customers %: 38.16  
% in Benchmark: 2.00  
Index: 1,907

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: 164,485  
Customers %: 10.98  
% in Benchmark: 0.83  
Index: 1,319

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



Rank: 3  
 Customers: 141,442  
 Customers %: 9.45  
 % in Benchmark: 2.25  
 Index: 420

The largest PRIZM segment with nearly 400,000 households, Down to Earth consists of older couples and families found in rural communities across the country. Eight out of ten adults are homeowners, typically owning single-detached homes. The majority of maintainers are over 55 years old. And most households earn average incomes from a mix of blue-collar and service sector jobs. With more than 80 percent of households third-plus-generation Canadians, they share a tradition-bound lifestyle: many spend their leisure time close to home and nature, enjoying sewing, knitting, bird-watching and snowmobiling. Their yards often have a small collection of trucks, cars, boats, ATVs and RVs. Not surprisingly, these older folks have traditional media patterns, favouring TV sports, country music radio, gardening magazines and community newspapers.



Rank: 4  
 Customers: 64,759  
 Customers %: 4.32  
 % in Benchmark: 3.90  
 Index: 111

The second most affluent rural segment, Country Traditions is a collection of small communities scattered across the eastern half of Canada. In this segment, middle-aged, and older couples and families work at blue-collar and service sector jobs. Most own a recently built, single-detached house, along with a large pickup for backcountry driving. With half the maintainers over 55, these third-plus-generation Canadians enjoy old-fashioned pursuits like gardening, boating, fishing, camping and swimming. Self-reliant, they like to work with their hands, doing ambitious remodeling projects as well as traditional home crafts. With their teenage children, they make a strong market for toys, pets and sporting goods; a big splurge is attending a professional baseball or basketball game. Vacations often involve a cottage stay.



Rank: 5  
 Customers: 62,403  
 Customers %: 4.17  
 % in Benchmark: 1.68  
 Index: 248

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

Index Colours:	<80	80 - 110	110+
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**Customers:** MobileScapes Extract Wiarton BIA 2022 - Visitors CEL: Visits

**Total Customers:** 1,497,549

None ▼ ⌵

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
R1	F3	33	New Country	571,517	38.16	233,429	2.00	2.45	1,907
R2	M2	49	Backcountry Boomers	164,485	10.98	97,130	0.83	1.69	1,319
T1	F2	66	Indigenous Families	3,521	0.23	5,977	0.05	0.59	459
T1	M1	58	Old Town Roads	51,495	3.44	93,227	0.80	0.55	430
R2	M1	41	Down to Earth	141,442	9.45	262,262	2.25	0.54	420
R2	M2	50	Country & Western	2,632	0.18	6,338	0.05	0.42	323
R2	F3	48	Agri-Biz	19,295	1.29	53,915	0.46	0.36	279
S6	M2	21	Scenic Retirement	62,403	4.17	195,703	1.68	0.32	248
S6	M1	45	Slow-Lane Suburbs	40,397	2.70	158,663	1.36	0.25	198
S1	M1	09	Boomer Bliss	47,356	3.16	256,098	2.20	0.18	144
T1	F1	37	Keep on Trucking	627	0.04	4,080	0.04	0.15	120
R1	F3	26	Country Traditions	64,759	4.32	454,389	3.90	0.14	111

