

Sauble Beach Visitation Data


2022

Research Completed for the Town of South Bruce Peninsula
Data obtained through Environics Analytics MobileScapes

Geofence Data Information

The following report was created using data in the Envision business intelligence platform by Environics Analytics. The data points were extracted using the MobileScapes tool.

The purpose of this report is to provide consumer data that will inform decision making when developing a tourism strategy for the Town of South Bruce Peninsula. This report will assist in understanding the visitor profile for the geofenced area in Sauble Beach.



Privacy Compliant Data - EA's MobileScapes Program

MobileScapes is an anonymized, permission-based data service, which uses data collected from location-enabled mobile devices. Users can identify devices observed within a defined area, such as a store, public square, or on a roadway for a given date and time range. The main sources of data are opt-in location-enabled applications on mobile devices and ad exchange platforms. At present, there are approximately 100,000 mobile applications that contribute data to our MobileScapes services. At its most basic level, it provides a unique, persistent, yet anonymous, device ID, along with a date, time and latitude/longitude coordinates for each observation. It is important to note that, while the device ID is part of the source data used for building the MobileScapes product, it is excluded from any end-user delivery.

The common evening and daytime locations are inferred according to where these devices are most frequently observed during the day and at night, over the course of the most recent three month period. To protect user privacy, all observed latitude and longitude coordinates are assigned to the nearest postal code.

<https://community.vironicsanalytics.com/hc/en-us/articles/360035649152-MobileScapes-Canada>



Questions Addressed Through the Data Analysis

1. How many people visited downtown in 2019 - 2022? What is the monthly visitation?
2. Where did people come from?
3. What are the general characteristics of people that visited? Have they changed over the 4 year period?
4. What are your top Prizm segments (customer profiles)?



Geofence Area for Data Collection



Notes on Geofence Data Collected

The next slide indicates how many people entered the Geofenced area in 2019, 2020, 2021, and 2022.

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

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

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

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

Geofence Data Collected

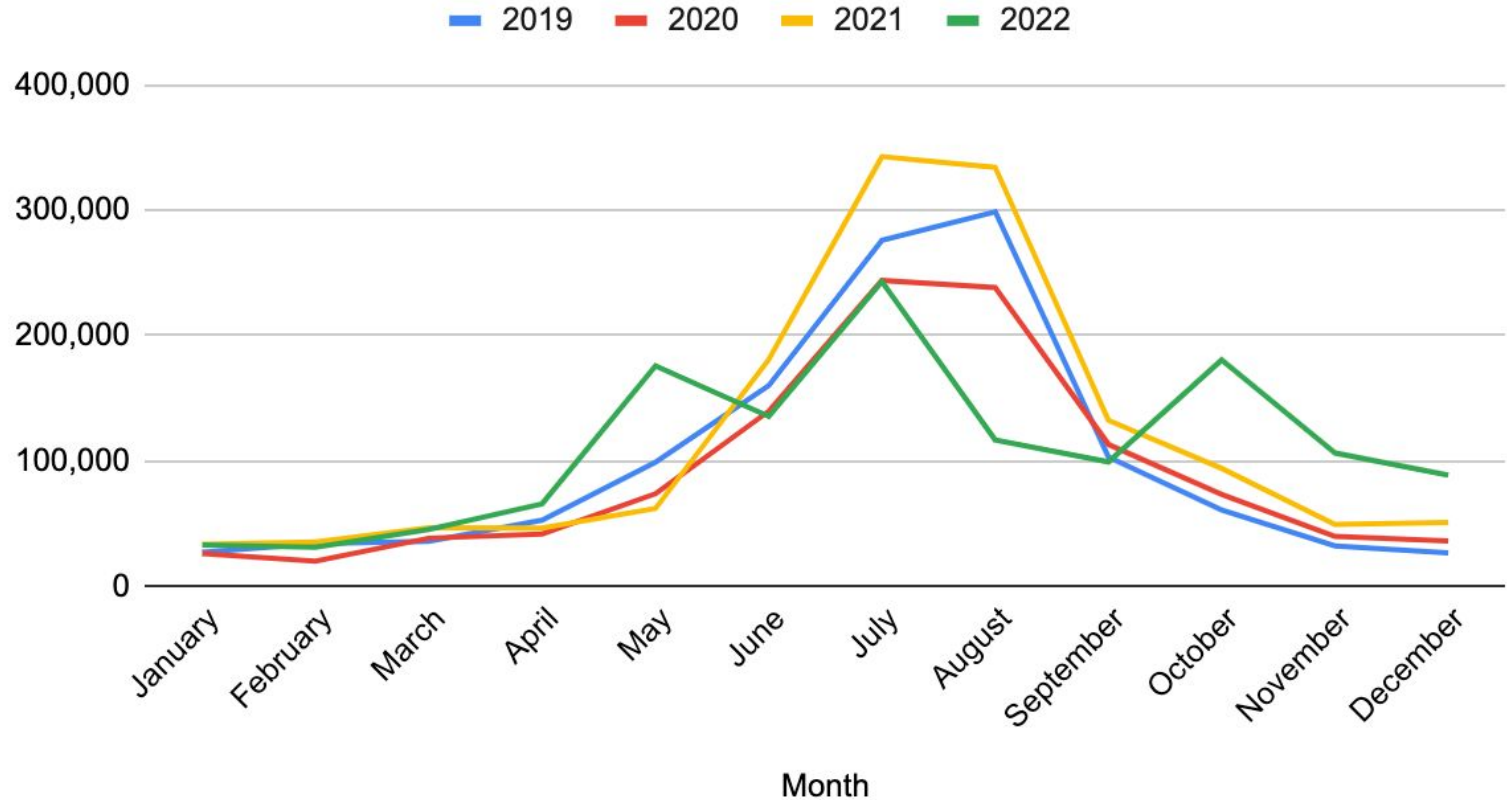
Year	Total Records	Unique Visitors	Daily Visitors	June Visits	July Visits	August Visits	September Visits	Weekend Visitation (full year)
2019	13,061	161,417	1,245,503	166,491	284,627	309,293	105,865	514,098
2020	9,920	158,269	1,109,202	142,683	249,162	244,363	116,563	421,453
2021	7,987	210,616	1,444,616	186,778	353,040	343,456	137,234	541,708
2022	9,572	90,212 (57.2%)	1,346,149 (6.8%)	138,823 (25.6%)	246,537 (30.2%)	121,571 (64.6%)	100,844 (26.5%)	494,610 (8.7%)

Monthly Visitation

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

Monthly Visitation Graph

2019, 2020, 2021 and 2022



HOW TO READ



Ranking Areas—Customers

Rank Areas based on the presence of your customers. Helps answer the question: Which areas have the highest concentration of my customers?

Ranking Areas—Customers Ontario by PRDCSD							
Name	Code	Count	%	Base Count	Base %	% Pen	Index
Toronto (ON), C	3520005	2,107	17.02	1,142,715	21.16	0.18	80
Ottawa (ON), CV	3506008	995	8.04	397,426	7.36	0.25	109
Mississauga (ON), CY	3521005	848	6.85	261,449	4.84	0.32	142
Hamilton (ON), C	3525005	751	6.07	223,273	4.13	0.34	147
London (ON), CY	3539036	610	4.93	168,467	3.12	0.36	158
Windsor (ON), CY	3537039	551	4.45	94,471	1.75	0.58	255
Kitchener (ON), CY	3530013	424	3.43	95,900	1.77	0.44	193
Burlington (ON), CY	3524002	414	3.35	75,782	1.40	0.55	238
Greater Sudbury (ON), CV	3553005	408	3.30	73,849	1.37	0.55	241
St. Catharines (ON), CY	3526053	364	2.94	59,567	1.10	0.61	267
Guelph (ON), CY	3523008	338	2.73	52,842	0.98	0.64	279
Waterloo (ON), CY	3530016	335	2.71	41,100	0.76	0.82	356
Barrie (ON), CY	3543042	308	2.49	55,550	1.03	0.55	242
Richmond Hill (ON), T	3519038	303	2.45	67,276	1.25	0.45	197
Kingston (ON), CY	3510010	294	2.38	58,387	1.08	0.50	220
Oshawa (ON), CY	3518013	278	2.25	66,397	1.23	0.42	183
Sarnia (ON), CY	3538030	236	1.91	33,820	0.63	0.70	305
Peterborough (ON), CY	3515014	220	1.78	36,489	0.68	0.60	263
Markham (ON), T	3519036	193	1.56	104,045	1.93	0.19	81

We focus on the Count, the % and the % Pen columns in this report.

In our example, 2,107 of our customers live in the City of Toronto. This represents 17.02% of all our customers in our selected Area of Interest, which is Ontario.

There are 1,142,715 households in Toronto. Our 2,107 customers in Toronto represent a market penetration rate of 0.18%. The penetration rate of 0.18% in Toronto is 20% lower (index = 80) than the penetration rate for customers in Ontario overall. We can also say that our customers are 20% under represented in Toronto compared to the average market penetration across Ontario.

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

Code refers to the numbers given to Standard Geographic Areas by Statistics Canada. The smaller the number, the larger the Area. For example, Canada's code is 1. Quebec's code is 24. Montréal Census Metropolitan Area's code is 462. Montréal Census Subdivision's code is 2466023.

Count The number of customers living in that geography

% (Count/Total Count * 100) The percentage of the total customer file living in that geography

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

Base % (Base Count/Base Total Count * 100) The percentage of the total population or households in the Area of Interest living in that geography

% Pen (Count/Base Count * 100) measures the count of customers in a geography compared to the Base population or household counts in selected Area of Interest

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

Where did people come from?

Ranking Areas - Standard Geographies | Customers



Customers: MobileScapes Extract 2021 - Visitors CEL: Unique visitors

Geographic Level: PRDCSD

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

2022

Customers: MobileScapes Extract - Visitors CEL: Unique visitors

Geographic Level: PRDCDSD

Name	Code	Count	%	Base Count	Base %	% Pen	Index
South Bruce Peninsula, ON (T)	3541055	8,044	8.92	8,402	0.07	95.74	12,738
Toronto, ON (C)	3520005	7,094	7.87	2,577,758	21.48	0.28	37
Owen Sound, ON (CY)	3542059	5,613	6.22	19,294	0.16	29.09	3,870
Saugeen Shores, ON (T)	3541045	4,293	4.76	12,773	0.11	33.61	4,471
Georgian Bluffs, ON (TP)	3542053	3,762	4.17	9,117	0.08	41.26	5,490
Guelph, ON (CY)	3523008	3,579	3.97	123,321	1.03	2.90	386
Brampton, ON (CY)	3521010	3,023	3.35	606,285	5.05	0.50	66
Kitchener, ON (CY)	3530013	2,771	3.07	224,008	1.87	1.24	165
Cambridge, ON (CY)	3530010	2,689	2.98	117,747	0.98	2.28	304
Mississauga, ON (CY)	3521005	2,679	2.97	647,628	5.40	0.41	55
London, ON (CY)	3539036	2,626	2.91	361,441	3.01	0.73	97
Hamilton, ON (C)	3525005	2,316	2.57	491,415	4.09	0.47	63
Arran-Elderslie, ON (MU)	3541043	1,524	1.69	6,136	0.05	24.84	3,304
Waterloo, ON (CY)	3530016	1,492	1.65	104,616	0.87	1.43	190
Chatsworth, ON (TP)	3542037	1,254	1.39	5,839	0.05	21.47	2,857
Burlington, ON (CY)	3524002	1,230	1.36	167,618	1.40	0.73	98
Oakville, ON (T)	3524001	1,047	1.16	178,952	1.49	0.58	78
Saugeen 29, ON (IRI)	3541057	1,043	1.16	1,020	0.01	102.29	13,610
Northern Bruce Peninsula, ON (MU)	3541069	1,034	1.15	3,844	0.03	26.90	3,579
Brockton, ON (MU)	3541032	1,008	1.12	8,072	0.07	12.49	1,661

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

Toronto and the GTA visitation declined by approximately 75.7% in 2022 (Toronto, Brampton, Mississauga, Oakville, Burlington). Although low indexing cities, Toronto, Brampton, Mississauga, and Hamilton were your top 4 in 2021 and represented over 29% of your total visitation. Visitors from these 4 cities declined in 2022 to just over 16% of total visitation.

Guelph, Kitchener, Cambridge, and Waterloo represent over 11% of visitation in 2022 which is a slight increase from 2021 (9.8% of total visitation). These cities still index high and should continue to be a focus in your marketing efforts.

Customers: MobileScapes Extract - Visitors CEL 2022: Visits

MEDIAN MAINTAINER AGE

56

Index:105

MARITAL STATUS



62.0%

Index:110

Married/Common-Law

FAMILY STATUS*

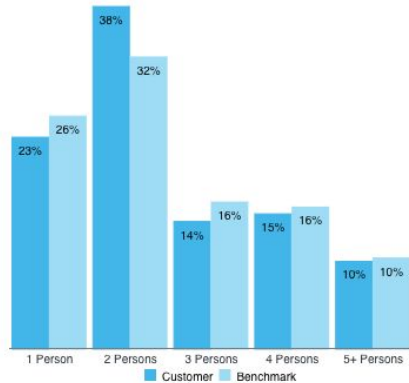


45.0%

Index:122

Couples Without Children At Home

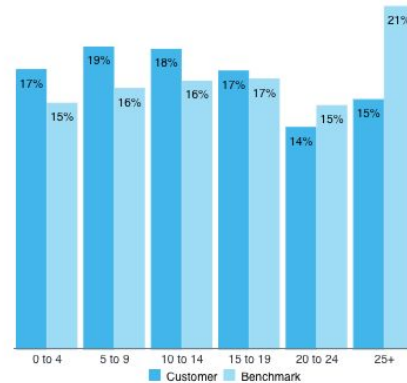
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	%	Index
0 to 4	5.4	111
5 to 9	5.7	111
10 to 14	5.7	107
15 to 19	5.5	100
20 to 24	5.6	84
25 to 29	6.0	81
30 to 34	6.4	86
35 to 39	6.5	93
40 to 44	6.2	97
45 to 49	5.9	96
50 to 54	6.0	94
55 to 59	6.6	95
60 to 64	7.0	106
65 to 69	6.7	119
70 to 74	5.5	121
75 to 79	4.2	123
80 to 84	2.6	116
85+	2.5	107

AGE OF CHILDREN AT HOME



Benchmark:Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Customers: MobileScapes Extract - Visitors CEL 2022: Visits

TENURE



STRUCTURE TYPE



84.1%
Index: **125**

Houses



Apartments

15.4%
Index: **48**

AGE OF HOUSING*

4 - 9 Years Old

11.0% Index: **156**

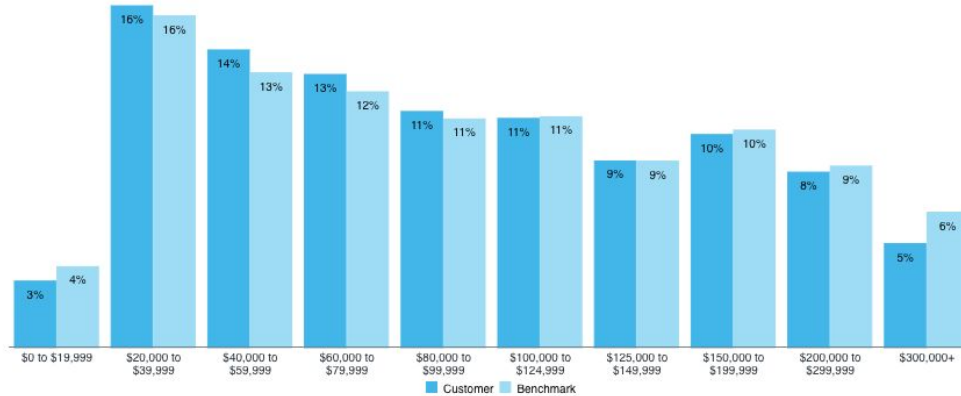
AVERAGE HOUSEHOLD INCOME



\$111,024

Index: **92**

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 - Visitors CEL 2022: Visits

EDUCATION



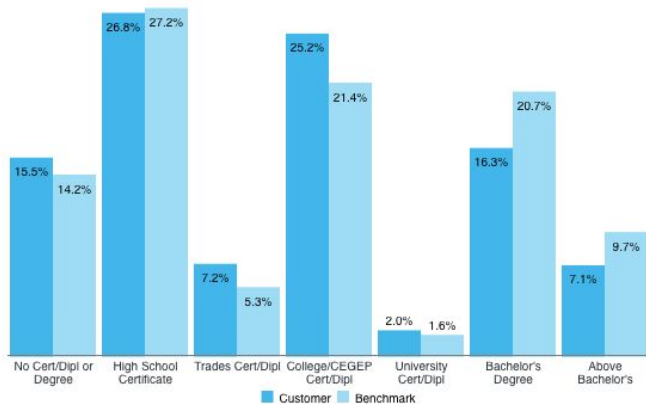
LABOUR FORCE PARTICIPATION



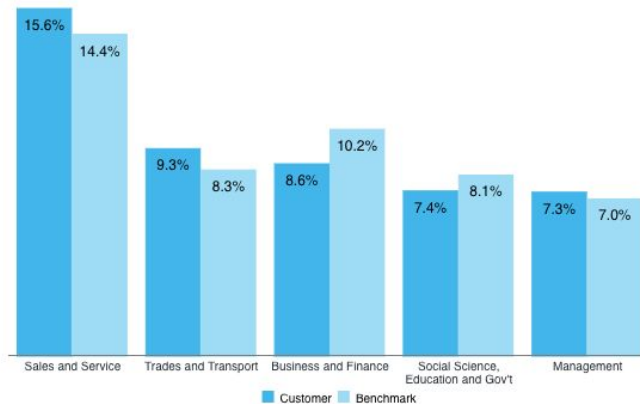
METHOD OF TRAVEL TO WORK: TOP 2*



EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark:Southern Ontario

*Ranked by percent composition

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Customers: MobileScapes Extract - Visitors CEL 2022: Visits

ABORIGINAL IDENTITY



VISIBLE MINORITY PRESENCE



Belong to a visible minority group

NON-OFFICIAL LANGUAGE



No knowledge of English or French

IMMIGRATION

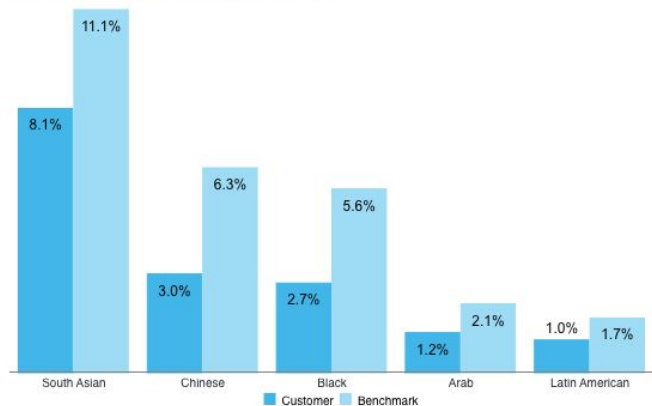


Born outside Canada

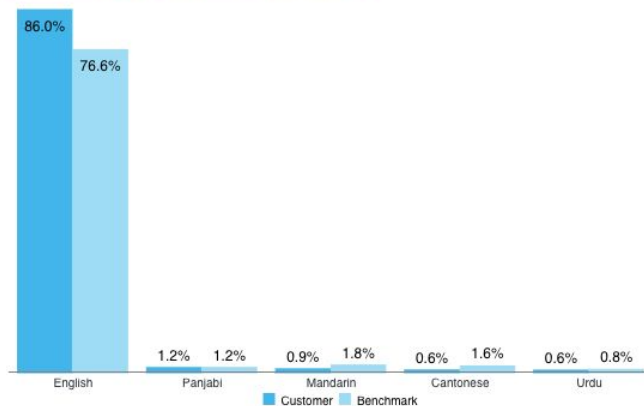
PERIOD OF IMMIGRATION*



VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

**Rounded to nearest percentage

Index Colours: <80 80 - 110 110+

Customers: MobileScapes Extract - Visitors CEL 2022



Strong Values

	Index
Attraction to Nature	129
Utilitarian Consumerism	127
Brand Apathy	111
Cultural Assimilation	110
Emotional Control	110
Obedience to Authority	110
Primacy of the Family	110
Skepticism Towards Advertising	110
Fulfillment Through Work	109
Confidence in Small Business	104



Weak Values

	Index
Pursuit of Novelty	75
Active Government	77
Status via Home	77
Advertising as Stimulus	79
Consumption Evangelism	81
Ostentatious Consumption	81
Equal Relationship with Youth	82
Attraction For Crowds	82
Culture Sampling	83
Confidence in Big Business	84



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.

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.



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.

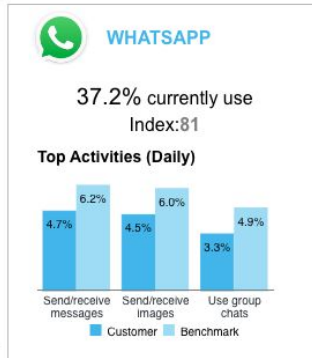
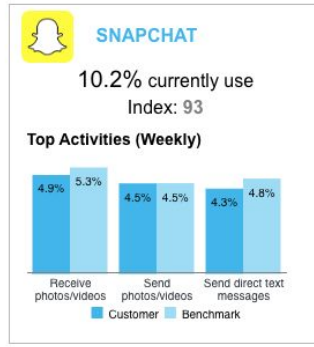
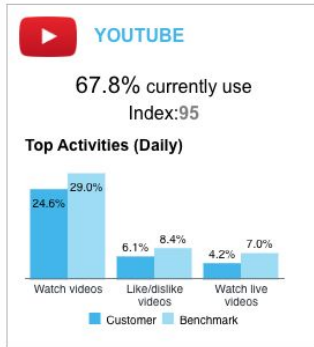
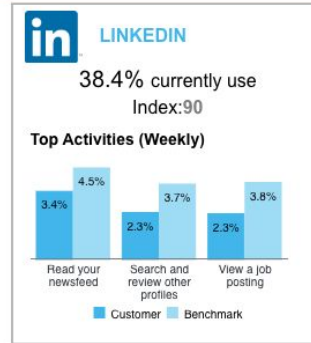
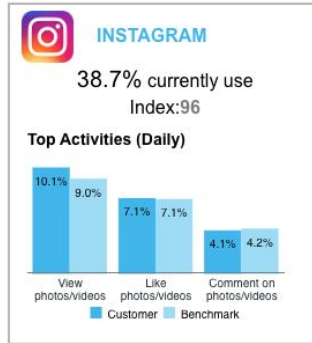
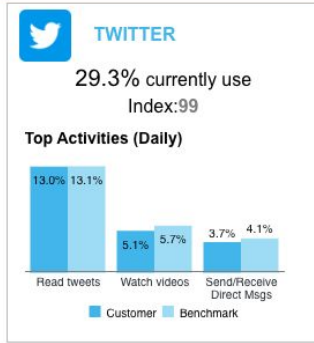
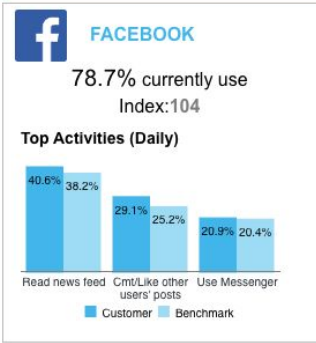
Active Government

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

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.

Customer: MobileScapes Extract - Visitors CEL 2022: 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+
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Customer: MobileScapes Extract - Visitors CEL 2022: Visits

FRIENDS IN ALL SM NETWORKS



0-49 friends

FREQUENCY OF USE (DAILY)



Facebook

BRAND INTERACTION



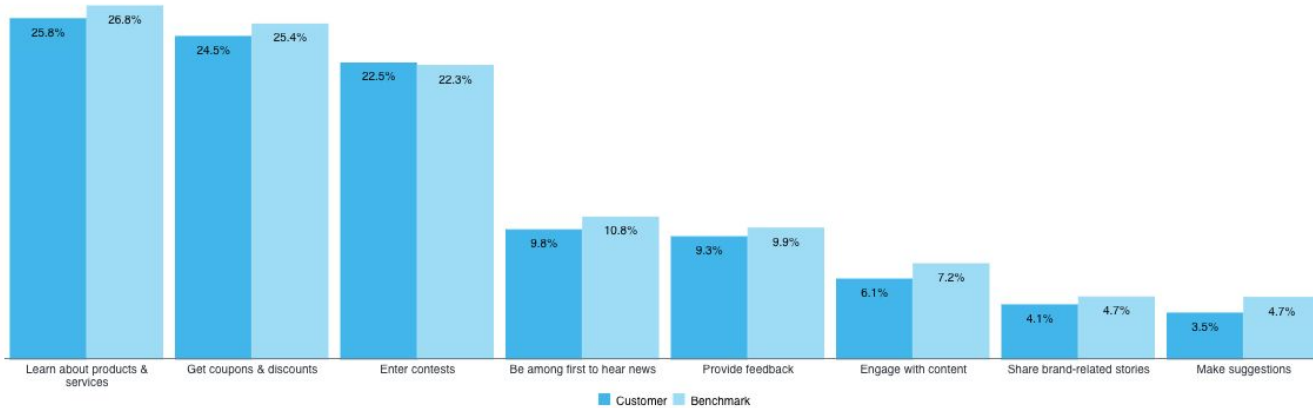
Like brand on Facebook

NO. OF BRANDS INTERACTED



2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition.

Index Colours: <80 80 - 110 110+

Behavioural - Numeris | Restaurant Types (A)



Customers: MobileScapes Extract - Visitors CEL 2022: Visits



TOP RESTAURANT FOOD TYPES (Ordered Pst Yr)

Ranked by Volume		Ranked by Index	
Pizza restaurants	61.9% Index:104	Seafood/Fish & Chips restaurants	29.7% Index:120
Asian restaurants	49.9% Index:100	Sub/sandwich restaurants	42.6% Index:106
Sub/sandwich restaurants	42.6% Index:106	Pizza restaurants	61.9% Index:104



TOP RESTAURANT SERVICE TYPES (Ordered Pst Yr)

Ranked by Volume		Ranked by Index	
Casual/family dining restaurants	42.7% Index:99	Other types of restaurants	19.4% Index:113
Fast casual restaurants	33.9% Index:93	Formal dine-in restaurants	28.2% Index:100
Pub restaurants	29.3% Index:95	Casual/family dining restaurants	42.7% Index:99



TOP FOOD ORDERING METHODS (Ordered Pst Mth)

Ranked by Volume		Ranked by Index	
Take Out	68.5% Index: 99	Online meal kit	8.3% Index:122
Drive Through	44.7% Index:106	Drive Through	44.7% Index:106
Home Delivery	25.1% Index:85	Take Out	68.5% Index: 99

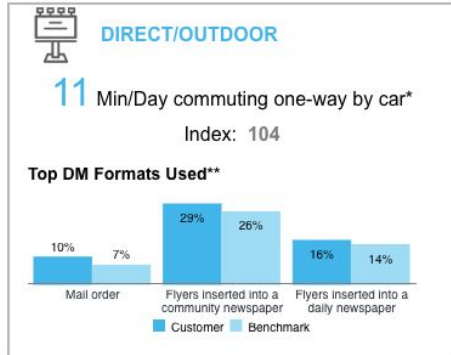
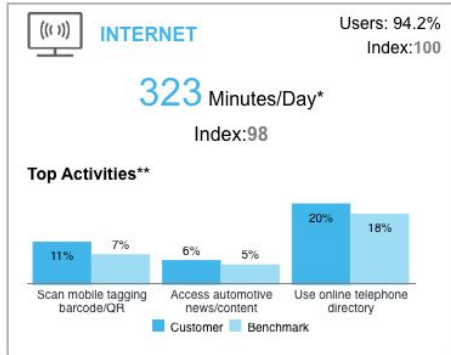
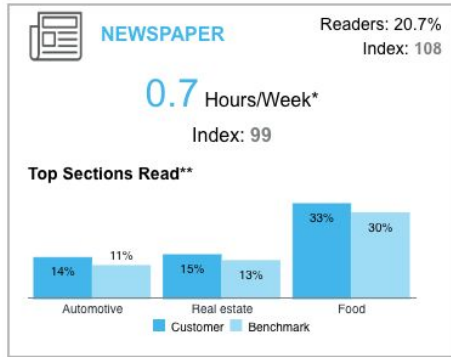
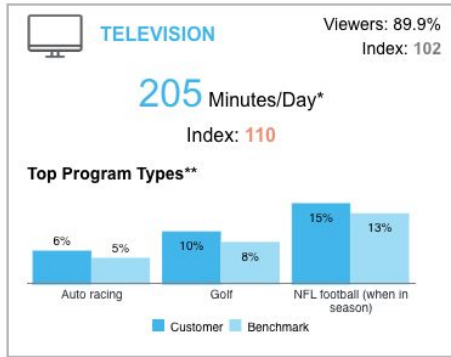
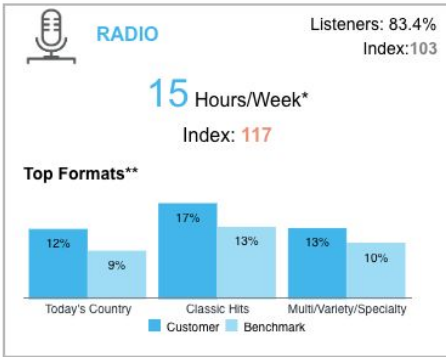
Benchmark: Southern Ontario

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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 - Visitors CEL 2022: Visits



Benchmark: Southern Ontario

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* Consumption values based to Household Population 12+.

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



Customers: MobileScapes Extract - Visitors CEL 2022: Visits

Top Shows & Exhibitions*

RV shows



0.8%
Index:213

Home shows



3.6%
Index:184

Fan shows



1.2%
Index:108

Garden shows



0.8%
Index:106

Top Local Attractions & Destinations**

Historical sites



12.5%
Index:107

Carnivals/fairs



10.7%
Index:106

Zoos/aquariums



10.3%
Index:105

Art galleries/museums



15.1%
Index:104

Top Professional Sports**

Hockey



10.2%
Index:109

Top Concert & Theatre Venues**

Theatre - Major theatres



9.5%
Index:101

Concerts - Arenas



11.8%
Index:96

Concerts - Theatres/halls



6.5%
Index:87

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 - Visitors CEL 2022: Visits

Top Individual Sports

Skiing - cross country



19.6%

Index:110

Bowling



45.6%

Index:110

Canoeing/kayaking



41.9%

Index:108

Billiards/pool



27.7%

Index:106

Top Team Sports

Baseball/softball



23.4%

Index:129

Curling



6.6%

Index:101

Basketball



19.9%

Index:97

Football



8.1%

Index:97

Top Activities

Fishing/hunting



24.8%

Index:112

Gardening



68.6%

Index:109

Power boating/Jet skiing



10.9%

Index:108

Volunteer work



46.5%

Index:108

Top Fitness

Hiking/backpacking



41.0%

Index:109

Fitness classes



33.8%

Index:103

Home exercise



66.2%

Index:100

Fitness walking



54.7%

Index:99

Benchmark: Southern Ontario

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* Chosen from index ranking with minimum 5% composition.

Index Colours: <80 80 - 110 110+

Top 5 segments represent **51.2%** of customers in Southern Ontario



Rank: 1
Customers: 385,067
Customers %: 29.09
% in Benchmark: 2.00
Index: 1,454

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: 125,036
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: 3
 Customers: 66,226
 Customers %: 5.00
 % in Benchmark: 0.83
 Index: 601

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: 4
 Customers: 52,063
 Customers %: 3.93
 % in Benchmark: 3.70
 Index: 106

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: 49,441
 Customers %: 3.73
 % in Benchmark: 1.36
 Index: 275

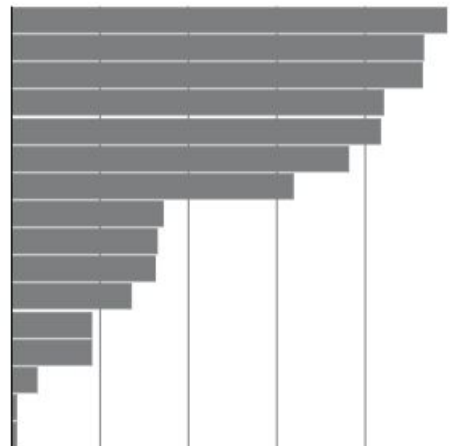
Slow-Lane Suburbs consists of a mix of older singles and couples living in the suburbs of midsize cities. Most maintainers are over 55, and those still in the labour force typically hold service sector and white-collar jobs. With their high school and college educations yielding middle incomes, nearly three-quarters of adults own inexpensive single-detached houses. More than three-quarters of residents are third-plus-generation Canadians, and they enjoy time-honoured outdoor activities like fishing, hunting and camping. Many have time on their hands to go to casinos, community theatres and beer, food and wine festivals. For excitement, they like attending an auto race or golf event. A prime market for traditional media, they respond to marketing messages that recognize their frugal habits.

Customers: MobileScapes Extract - Visitors CEL 2022: Visits

Total Customers: 1,323,632

None ▼ ⌵

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
T1	F2	66	Indigenous Families	41,915	3.17	5,977	0.05	7.01	6,179
R1	F3	33	New Country	385,067	29.09	233,429	2.00	1.65	1,454
R2	M2	50	Country & Western	10,047	0.76	6,338	0.05	1.59	1,397
R2	F3	48	Agri-Biz	38,363	2.90	53,915	0.46	0.71	627
R2	M2	49	Backcountry Boomers	66,226	5.00	97,130	0.83	0.68	601
R2	M1	41	Down to Earth	125,036	9.45	262,262	2.25	0.48	420
S6	M1	45	Slow-Lane Suburbs	49,441	3.73	158,663	1.36	0.31	275
S1	M1	09	Boomer Bliss	44,257	3.34	256,098	2.20	0.17	152
U5	Y2	57	Juggling Acts	25,030	1.89	147,845	1.27	0.17	149
T1	M1	58	Old Town Roads	15,675	1.18	93,227	0.80	0.17	148
T1	F1	37	Keep on Trucking	634	0.05	4,080	0.04	0.16	137
S3	F3	25	Suburban Sports	25,637	1.94	185,235	1.59	0.14	122
S6	M2	62	Suburban Recliners	20,164	1.52	145,070	1.24	0.14	122
S3	F3	19	Family Mode	52,063	3.93	432,020	3.70	0.12	106
S6	M2	21	Scenic Retirement	22,322	1.69	195,703	1.68	0.11	101
S5	F3	43	Happy Medium	25,219	1.91	219,865	1.89	0.11	101



Year over year observations:

Your visitor profile has remained very consistent over the last 2 years with the top 2 Prizm segments unchanged. The visitation is mainly middle-income, older families and mature segments from rural areas. The rural “New Country” group consists of middle-income maintainers between 45 and 64, and nearly 45% have children, typically of all ages. “Down to Earth” consists of rural older couples and families, the majority of maintainers over 55 years old.

The GTA and SWO visitation is from the suburban family group “Family Mode” with maintainers between 35 and 54, and children over the age of 5. This visitation is also from the “Slow-Lane Suburbs” group which is a mix of older singles and couples living in the suburbs of mid-sized cities.

In 2022, the mature, rural “BackCountry Boomers” group has moved into the top 3. One group that was in the top 5 in 2021 that is no longer a high indexing group in 2022 is the urban, mature, and financially comfortable “Mid-City Mellow”.



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

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.