




Downtown Kincardine Geofence Report Consumer Data Analysis

January 1 - September 30, 2024 MobileScapes Mobile Movement
Database

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 Municipality of Kincardine. This report will assist in understanding the visitor profile for the geofenced area in Downtown Kincardine.



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Environics Analytics is currently engaged in a Privacy by Design Certification, demonstrating a proactive, risk-based approach to achieving compliance. EA is SSAE SOC1 and SOC2 and HIPAA compliant - the highest auditable standards for data processing, security and privacy.

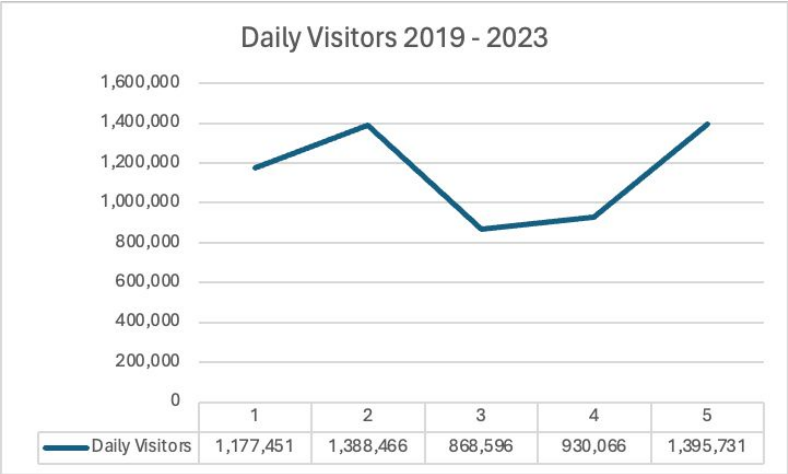
Notes on this project

- Although this is a large report, we recommend that you focus on the following slides:
 - Standard Ranking Areas (where people are coming from)
 - Prizm Profiles (who is visiting including their social group, lifestage group, and urbanity. You can learn more about each Prizm segment at the link below:
<https://environicsanalytics.com/en-ca/data/segmentation/prizm/prizm-highlights>
 - Observations and recommendations. These are some highlights within the data set that RT07 has noticed.
 - The benchmark for the data will be southwestern Ontario so it remains comparable with the previous reports.
 - The next slide indicates how many people entered the Geofenced areas from January 1 - September 30, 2024.

Geofence Data Collected

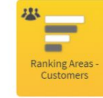
Year	Total Records	Daily Visitors	Unique Visitors
2024*	16,295	1,177,451	74,051
2023	13,371	1,388,466	69,405
2022	12,621	868,596	28,257
2021	8,374	930,066	67,406
2019	13,721	1,395,731	70,022

*Data is from January 1, 2024 to September 30, 2024



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

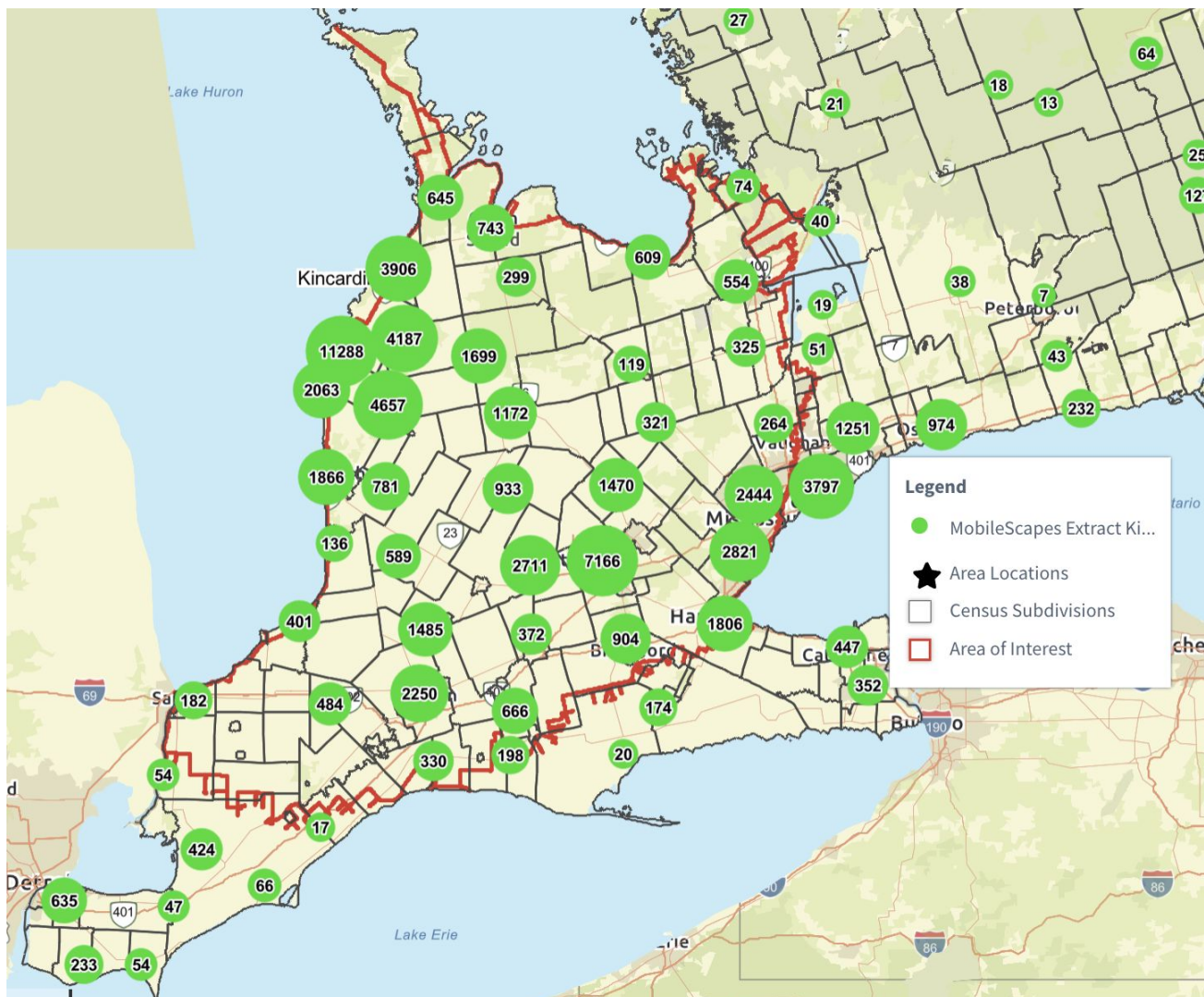
% (Count/Total Count * 100) The percentage of the total customer file living in that geography

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)



*Data is from January 1, 2024 to September 30, 2024

Customers: MobileScapes Extract Kincardine 2024 - Visitors CEL: Visits

Geographic Level: PRDCSD

Name	Code	Count	%	Base Count	Base %	% Pen	Index
Kincardine, ON (MU)	3541024	504,589	50.93	10,400	0.13	4,851.82	40,696
Huron-Kinloss, ON (TP)	3541015	193,668	19.55	6,131	0.07	3,158.82	26,496
Kitchener, ON (CY)	3530013	25,893	2.61	230,268	2.77	11.24	94
Brockton, ON (MU)	3541032	22,919	2.31	8,120	0.10	282.26	2,368
Hamilton, ON (C)	3525005	12,792	1.29	503,419	6.06	2.54	21
South Bruce, ON (MU)	3541004	12,074	1.22	4,780	0.06	252.59	2,119
Hanover, ON (T)	3542029	11,427	1.15	7,230	0.09	158.06	1,326
Guelph, ON (CY)	3523008	10,907	1.10	127,750	1.54	8.54	72
Waterloo, ON (CY)	3530016	10,872	1.10	108,104	1.30	10.06	84
London, ON (CY)	3539036	10,482	1.06	371,625	4.47	2.82	24
Saugeen Shores, ON (T)	3541045	10,461	1.06	13,180	0.16	79.37	666
Mississauga, ON (CY)	3521005	9,241	0.93	656,069	7.89	1.41	12
Cambridge, ON (CY)	3530010	8,261	0.83	121,127	1.46	6.82	57
Arran-Elderslie, ON (MU)	3541043	7,145	0.72	6,250	0.07	114.32	959
Oakville, ON (T)	3524001	6,705	0.68	185,815	2.24	3.61	30
Georgian Bluffs, ON (TP)	3542053	6,302	0.64	9,197	0.11	68.53	575
Ashfield-Colborne-Wawanosh, ON (TP)	3540063	6,138	0.62	4,473	0.05	137.23	1,151
Wellington North, ON (TP)	3523050	5,950	0.60	10,486	0.13	56.75	476
Brampton, ON (CY)	3521010	5,883	0.59	628,117	7.56	0.94	8
St. Marys, ON (T)	3531016	5,137	0.52	6,298	0.08	81.57	684
Milton, ON (T)	3524009	4,728	0.48	121,615	1.46	3.89	33
Thames Centre, ON (MU)	3539027	4,712	0.48	12,985	0.16	36.29	304
West Grey, ON (MU)	3542004	4,521	0.46	11,902	0.14	37.98	319
Owen Sound, ON (CY)	3542059	3,862	0.39	20,147	0.24	19.17	161
North Huron, ON (TP)	3540055	3,623	0.37	4,219	0.05	85.88	720
Stratford, ON (CY)	3531011	3,531	0.36	29,957	0.36	11.79	99
Centre Wellington, ON (TP)	3523025	3,507	0.35	26,244	0.32	13.36	112
Barrie, ON (CY)	3543042	3,378	0.34	146,039	1.76	2.31	19
St. Thomas, ON (CY)	3534021	3,166	0.32	37,173	0.45	8.52	71
Tillsonburg, ON (T)	3532004	2,950	0.30	15,548	0.19	18.97	159
Collingwood, ON (T)	3543031	2,920	0.29	22,381	0.27	13.05	109
North Perth, ON (MU)	3531040	2,785	0.28	11,642	0.14	23.92	201
Wilmot, ON (TP)	3530020	2,764	0.28	19,748	0.24	14.00	117
Newmarket, ON (T)	3519048	2,703	0.27	80,899	0.97	3.34	28
Morris-Turnberry, ON (MU)	3540050	2,646	0.27	2,700	0.03	98.00	822

*Data is from January 1, 2024 to September 30, 2024

Customers: MobileScapes Extract Kincardine 2024 - Visitors CEL: Visits

MEDIAN MAINTAINER AGE

56

Index: 105

MARITAL STATUS



64.0%

Index: 112

Married/Common-Law

FAMILY STATUS*

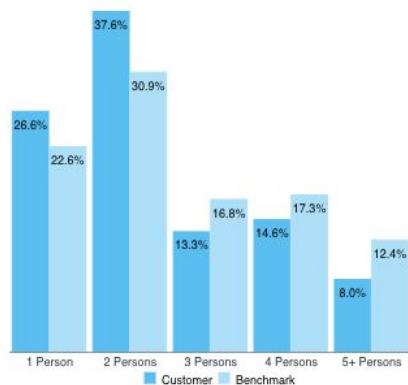


48.6%

Index: 140

Couples Without Children At Home

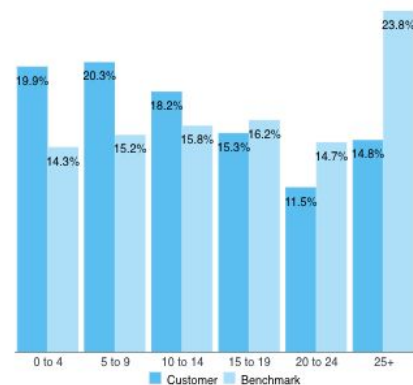
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	%	Index
0 to 4	5.8	114
5 to 9	6.4	118
10 to 14	6.4	113
15 to 19	5.6	93
20 to 24	4.8	71
25 to 29	5.3	70
30 to 34	6.4	86
35 to 39	7.5	109
40 to 44	6.8	104
45 to 49	5.6	91
50 to 54	5.4	86
55 to 59	5.7	88
60 to 64	6.7	104
65 to 69	6.7	124
70 to 74	5.8	136
75 to 79	4.2	126
80 to 84	2.4	110
85+	2.5	117

AGE OF CHILDREN AT HOME



Benchmark: Kincardine_FromGeofence - 200 km

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*Chosen from index ranking with minimum 5% composition.

Index Colours:	<80	80 - 110	110+

*Data is from January 1, 2024 to September 30, 2024

Customers: MobileScapes Extract Kincardine 2024 - Visitors CEL: Visits

TENURE



STRUCTURE TYPE



88.1%

Houses

Index: 119



Apartments

11.3%

Index: 44

AGE OF HOUSING*

3 - 7 Years Old

% Comp: 11.5 Index: 174

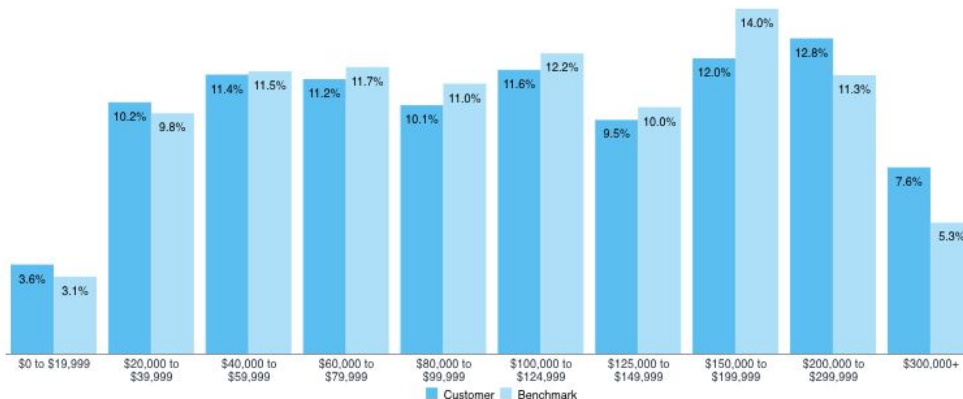
AVERAGE HOUSEHOLD INCOME



\$134,773

Index: 103

HOUSEHOLD INCOME DISTRIBUTION



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Customers: MobileScapes Extract Kincardine 2024 - Visitors CEL: Visits

EDUCATION



University Degree

LABOUR FORCE PARTICIPATION



Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

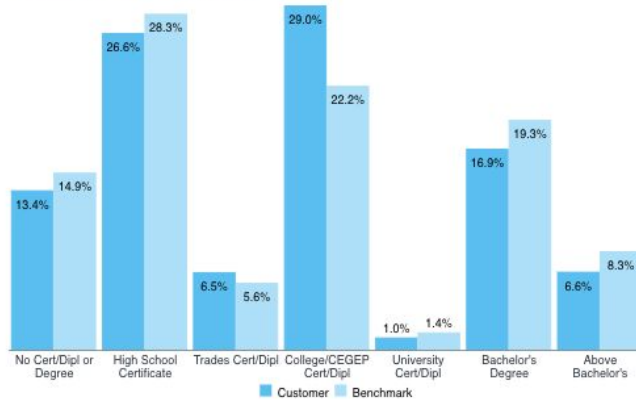


Travel to work by **Car (as Driver)**

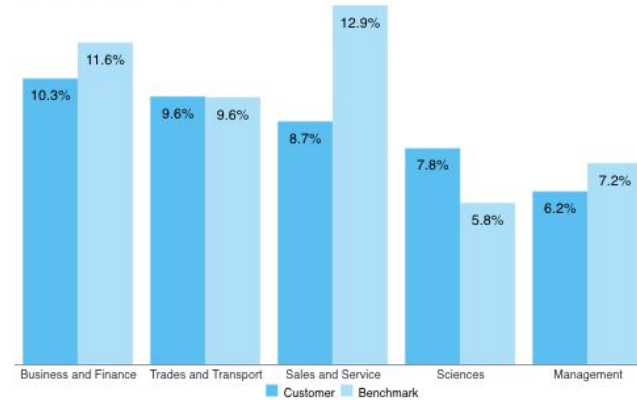


Travel to work by **Car (as Passenger)**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



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*Ranked by percent composition.



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Customers: MobileScapes Extract Kincardine 2024 - Visitors CEL: Visits

INDIGENOUS IDENTITY



Index: 143

VISIBLE MINORITY PRESENCE



14.3%

Index: 41

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



0.8%

Index: 35

No knowledge of English or French

IMMIGRATION



15.3%

Index: 48

Born outside Canada

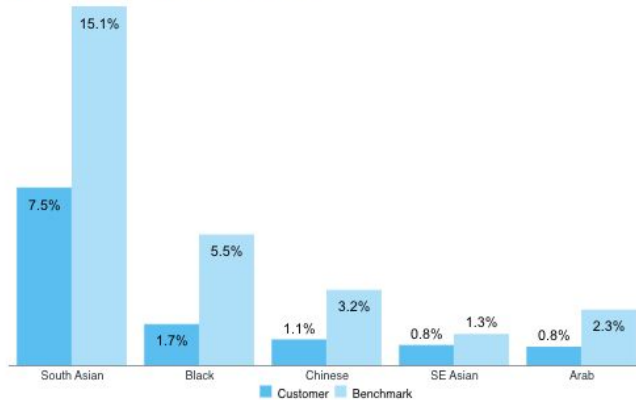
PERIOD OF IMMIGRATION*

2017 To Present

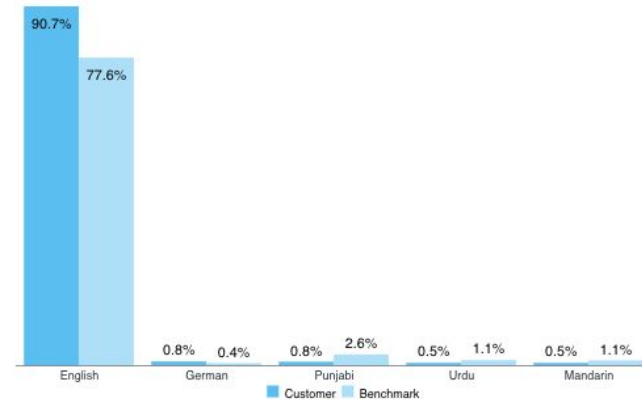
5.1%

Index: 61

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Kincardine_FromGeofence - 200 km

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Index Colours: <80 80 - 110 110+

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Customers: MobileScapes Extract Kincardine 2024 - Visitors CEL

Strong Values

	Index
Attraction to Nature	132
Utilitarian Consumerism	115
Emotional Control	114
Aversion to Complexity	114
Cultural Assimilation	112
Discriminating Consumerism	108
Confidence in Small Business	107
Obedience to Authority	107
Racial Fusion	107
Skepticism Towards Advertising	107

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.

Aversion to Complexity

Tendency to find it difficult to adapt to the uncertainties of modern life, and to feel threatened by the changes and complexities of society today. A desire to avoid this complexity as a learning experience and a source of opportunity.

Weak Values

	Index
Attraction For Crowds	78
Ostentatious Consumption	79
Need for Status Recognition	81
Status via Home	82
Enthusiasm for Technology	83
Equal Relationship with Youth	83
Pursuit of Intensity	83
Pursuit of Novelty	83
Advertising as Stimulus	84
Active Government	85

Descriptions | Top 3 Weak Values

Attraction For Crowds

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

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".

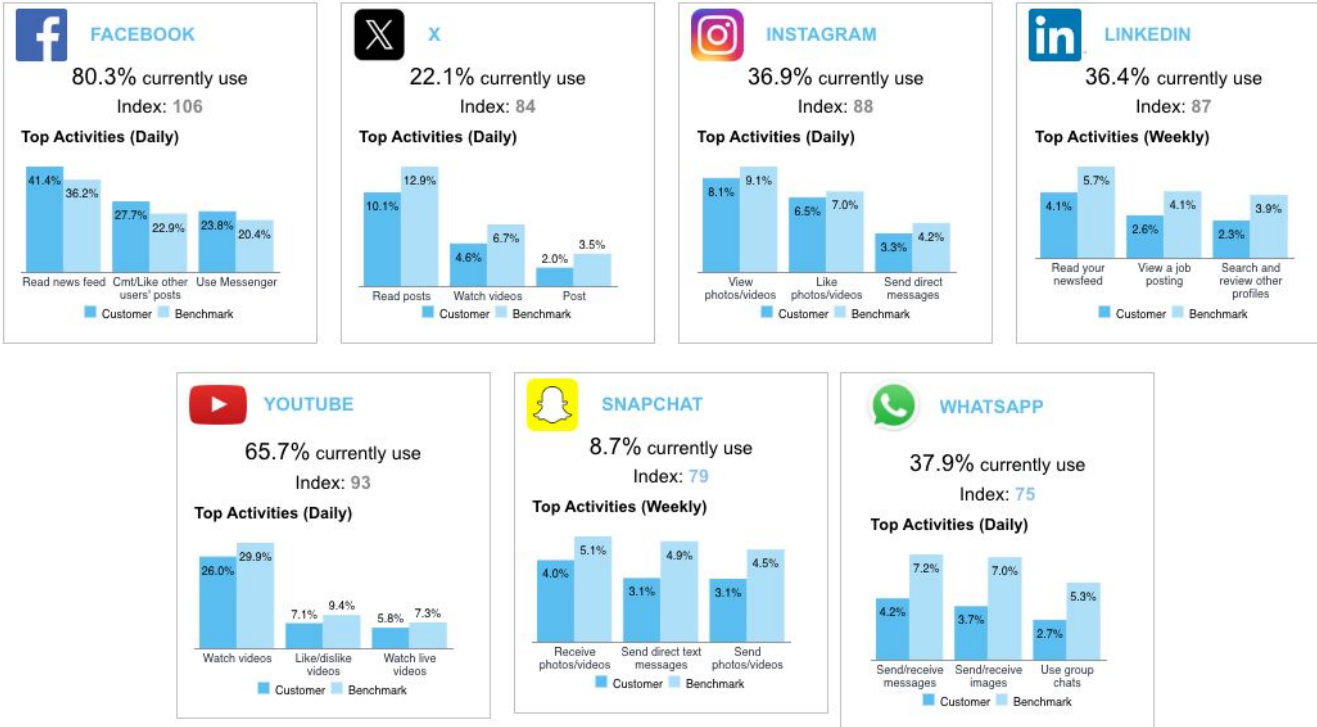
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Index Colours:	<80	80 - 110	110+
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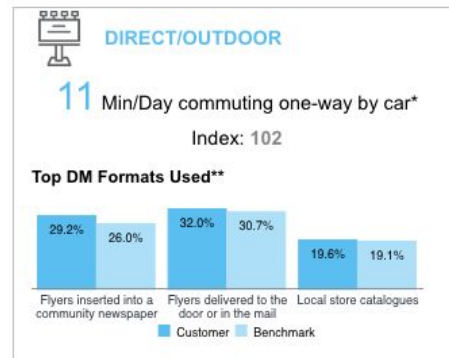
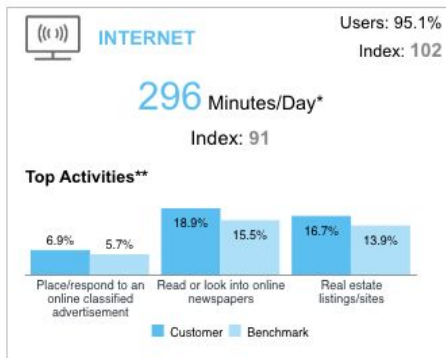
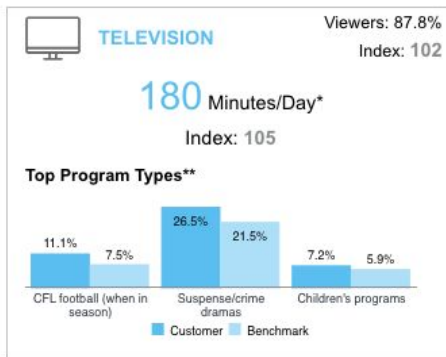
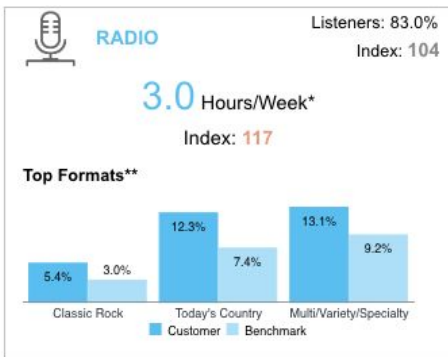
Chosen and ranked by percent composition.

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



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Customer: MobileScapes Extract Kincardine 2024 - Visitors CEL: Visits



Benchmark: Kincardine_FromGeofence - 200 km

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*Consumption values based to Household Population 12+.

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

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



TOP RESTAURANT FOOD TYPES

Ordered, Past year

Ranked by Volume

Pizza restaurants	61.5%	Index: 105
Asian restaurants	48.9%	Index: 102
Sub/sandwich restaurants	40.9%	Index: 108

Ranked by Index

Ice cream/frozen yogurt restaurants	38.9%	Index: 111
Sub/sandwich restaurants	40.9%	Index: 108
Breakfast style restaurant	34.6%	Index: 105



TOP RESTAURANT SERVICE TYPES

Ordered, Past year

Ranked by Volume

Casual/family dining restaurants	53.4%	Index: 112
Pub restaurants	36.2%	Index: 109
Formal dine-in restaurants	35.8%	Index: 105

Ranked by Index

Casual/family dining restaurants	53.4%	Index: 112
Pub restaurants	36.2%	Index: 109
Formal dine-in restaurants	35.8%	Index: 105



TOP FOOD ORDERING METHODS

Ordered, Past year

Ranked by Volume

Take Out	68.5%	Index: 100
Drive Through	46.8%	Index: 106
Eat In Restaurant	44.4%	Index: 103

Ranked by Index

Drive Through	46.8%	Index: 106
Eat In Restaurant	44.4%	Index: 103
Take Out	68.5%	Index: 100

Benchmark: Kincardine_FromGeofence - 200 km

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Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+
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Customer: MobileScapes Extract Kincardine 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	
Swiss Chalet	32.5% Index: 99	St-Hubert BBQ	2.4% Index: 150
Other casual/family restaurants	25.5% Index: 99	East Side Mario's	13.0% Index: 123
The Keg	17.7% Index: 115	The Keg	17.7% Index: 115
		 TOP COFFEE/DONUT SHOPS <i>Visited/Ordered Past Month</i>	
		Ranked by Volume	
		Tim Hortons	61.1% Index: 99
		McCafé/McDonald's	28.8% Index: 97
		Starbucks	21.5% Index: 82
		Ranked by Index	
		Tim Hortons	61.1% Index: 99
		McCafé/McDonald's	28.8% Index: 97
		Second Cup	3.0% Index: 86

Benchmark: Kincardine_FromGeofence - 200 km

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 Benchmark used for Index calculations.

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

Top Shows & Exhibitions*



Top Local Attractions & Destinations**



Top Professional Sports**

N/A
N/A%
Index: N/A

Top Concert & Theatre Venues**



Benchmark: Kincardine_FromGeofence - 200 km

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*Chosen from index ranking.

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

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Index Colours:	<80	80 - 110	110+
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*Data is from January 1, 2024 to September 30, 2024

Customer: MobileScapes Extract Kincardine 2024 - Visitors CEL: Visits

Top Individual Sports

Skiing - cross country



18.1%
Index: 124

Adventure sports



11.4%
Index: 118

Golfing



26.4%
Index: 114

Skiing - downhill



16.2%
Index: 109

Top Team Sports

Curling



7.9%
Index: 143

Hockey



11.9%
Index: 99

Baseball/softball



12.5%
Index: 95

Football



6.1%
Index: 81

Top Activities

Whale watching



5.4%
Index: 137

ATV/snowmobiling



13.4%
Index: 136

Fishing/hunting



23.6%
Index: 118

Gardening



66.1%
Index: 114

Top Fitness

Fitness walking



58.0%
Index: 109

Hiking/backpacking



41.9%
Index: 104

Health club activity



23.0%
Index: 98

Home exercise



61.6%
Index: 97

Benchmark: Kincardine_FromGeofence - 200 km

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Index Colours: <80 80 - 110 110+

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Top 5 segments represent **47.8%** of customers in Kincardine_FromGeofence - 200 km



Rank: 1
 Customers: 105,514
 Customers %: 10.65
 % in Benchmark: 5.03
 Index: 212

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



Rank: 2
 Customers: 95,609
 Customers %: 9.65
 % in Benchmark: 3.36
 Index: 287

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: 95,584
 Customers %: 9.65
 % in Benchmark: 2.01
 Index: 479

Widely dispersed across Canada, Suburban Sports is one of the larger segments, a suburban refuge for younger and middle-aged families. Eight in ten households own a home, typically a singled-detached house or a duplex. The households are nearly evenly divided between couples and families, and maintainers range from 35 to 64, and children are of all ages. Most adults have completed high school or college and hold service sector and blue-collar jobs that provide solid, upper-middle-class incomes. No doubt, the presence of children affects the popularity of sports like baseball, basketball and swimming. Additionally, the adults like to bowl, golf and do pilates. Many enjoy watching sports, rooting for their favourite pro hockey, soccer and football teams.



Rank: 4
 Customers: 92,737
 Customers %: 9.36
 % in Benchmark: 0.15
 Index: 6,154

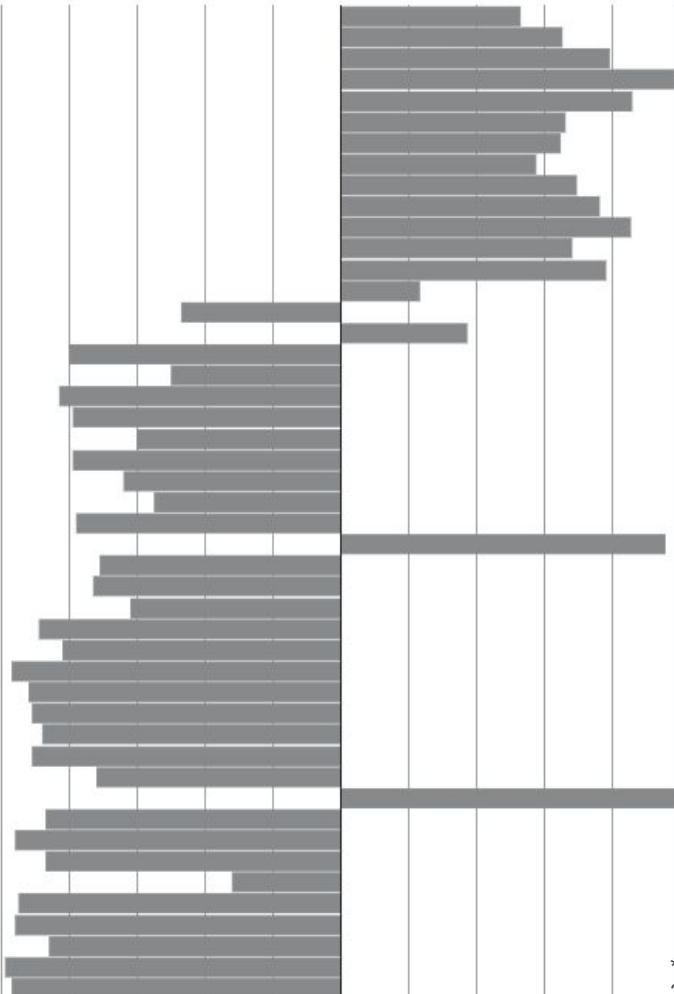
A collection of remote villages mainly in the Atlantic provinces, Backcountry Boomers is about as rural as it gets. These households are mostly older, empty-nesting couples and those living alone. Forty percent of maintainers are over 65, most adults are out of the labour force and nearly three-quarters 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: 5
 Customers: 84,195
 Customers %: 8.50
 % in Benchmark: 1.21
 Index: 704

Suburban Recliners is one of the older segments, a collection of suburban neighbourhoods surrounding smaller and midsize cities, including a number of retirement communities. Households typically contain empty-nesting couples and older singles living alone. While many are retired, those still working have jobs in accommodation and food services. Their low incomes go far in their neighbourhoods where single-detached houses and low-rise apartments are inexpensive. These third-plus-generation Canadians are energetic enough to enjoy active leisure pursuits. They like to attend community theatres, craft shows and music festivals. Occasionally, they'll spring for tickets to a figure skating event or auto race. Typically frugal shoppers, they join rewards programs, use digital coupons and frequent bulk food and second-hand clothing stores.

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pan	Index
S3	F3	19	Family Mode	105,514	10.65	254,550	5.03	0.41	212
R1	F3	33	New Country	95,609	9.65	170,201	3.36	0.56	287
S3	F3	25	Suburban Sports	95,584	9.65	101,998	2.01	0.94	479
R2	M2	49	Backcountry Boomers	92,737	9.36	7,703	0.15	12.04	6,154
S6	M2	62	Suburban Recliners	84,195	8.50	61,172	1.21	1.38	704
S1	M1	09	Boomer Bliss	62,658	6.32	108,686	2.15	0.58	295
S1	F3	04	Turbo Burbs	57,709	5.83	104,209	2.06	0.55	283
R1	F3	26	Country Traditions	48,851	4.93	106,199	2.10	0.46	235
S6	M1	45	Slow-Lane Suburbs	47,200	4.76	73,765	1.46	0.64	327
S6	M2	21	Scenic Retirement	46,357	4.68	56,462	1.11	0.82	420
R2	F3	48	Agri-Biz	27,919	2.82	20,862	0.41	1.34	684
S3	Y3	24	All-Terrain Families	24,005	2.42	39,262	0.78	0.61	313
T1	M1	58	Old Town Roads	22,099	2.23	24,782	0.49	0.89	456
S5	F3	43	Happy Medium	18,619	1.88	73,251	1.45	0.25	130
R1	F3	14	Kick-Back Country	17,615	1.78	169,370	3.34	0.10	53
R2	M1	41	Down to Earth	17,285	1.75	55,524	1.10	0.31	159
U2	M1	23	Mid-City Mellow	10,180	1.03	256,025	5.05	0.04	20
U5	Y2	57	Juggling Acts	9,604	0.97	97,303	1.92	0.10	50
S2	F2	08	Multiculture-ish	9,309	0.94	281,540	5.56	0.03	17
S2	Y3	11	Modern Suburbia	8,229	0.83	200,509	3.96	0.04	21
U5	Y2	67	Just Getting By	8,056	0.81	104,101	2.06	0.08	40
S1	F2	05	First-Class Families	7,448	0.75	180,016	3.55	0.04	21
U5	F1	60	Value Villagers	7,330	0.74	105,326	2.08	0.07	36
U5	Y2	52	Friends & Roomies	7,307	0.74	83,150	1.64	0.09	45
U2	M1	16	Savvy Seniors	6,254	0.63	146,824	2.90	0.04	22
T1	F1	37	Keep on Trucking	5,949	0.60	1,342	0.03	4.43	2,267
U2	F3	36	Middle-Class Mosaic	5,522	0.56	97,860	1.93	0.06	29
U1	M1	02	Wealthy & Wise	5,304	0.54	100,465	1.98	0.05	27
U4	F3	64	Midtown Movers	5,000	0.51	67,934	1.34	0.07	38
F1	F2	18	Multicultural Corners	4,704	0.47	221,439	4.37	0.02	11
S5	F3	38	Stressed in Suburbia	4,633	0.47	135,112	2.67	0.03	18
U4	F2	15	South Asian Enterprise	3,793	0.38	559,899	11.05	0.01	3
F3	F3	31	Metro Melting Pot	3,662	0.37	228,975	4.52	0.02	8
U2	M2	51	On Their Own Again	2,347	0.24	140,589	2.78	0.02	9
F1	M1	07	Mature & Secure	1,907	0.19	79,347	1.57	0.02	12
F3	F1	32	Diverse & Determined	1,620	0.16	91,571	1.81	0.02	9
U3	Y2	22	Indieville	1,552	0.16	28,202	0.56	0.06	28
R2	M2	50	Country & Western	1,360	0.14	65	0.00	20.95	10,711
U3	Y1	47	Social Networkers	1,268	0.13	51,780	1.02	0.02	13
U4	F3	61	Came From Away	1,262	0.13	174,451	3.44	0.01	4
U1	M1	01	The A-List	1,142	0.12	43,495	0.86	0.03	13
F1	F2	03	Asian Sophisticates	948	0.10	7,133	0.14	0.13	68
S6	M2	53	Silver Flats	487	0.05	45,754	0.90	0.01	5
F2	Y2	20	New Asian Heights	377	0.04	47,740	0.94	0.01	4
U3	Y1	12	Eat, Play, Love	103	0.01	3,889	0.08	0.03	14
F3	F2	30	South Asian Society	72	0.01	41,829	0.83	0.00	1
F2	F2	10	Asian Achievement	33	0.00	5,533	0.11	0.01	3



*Data is from January 1, 2024 to September 30, 2024

Observations

- Although we only have data for the first 9 months of the year, there was an increase in daily visits. July and August have seen the most visits and March had the lowest visitation.
- The top 2 places where people live hasn't changed. There is a big increase in the number of visits from Kitchener. There was a big drop off of visitors from Saugeen Shores and Toronto. Most of the other area's remain unchanged.
- There is no significant change the household make up of visitors, or the makeup of their families from 2023.
- The household income of visitors remained stable compared to 2023. About 3% more people own houses compared to 2023 but the age of their houses remains the same.
- There was a slight decrease in the number of people with university educations but it actually indexes slightly higher. All other variables remain stable compared to 2023.
- The Diversity index is mostly unchanged from 2023, however the period of immigration reporting changed from before 2001 in the 2023 report to 2017 to present.
- profiles. The top 5 represent 47.8% opposed to 44.4% in 2023. Family Mode and Suburban sports have switched positions in the first 9 months of 2024 vs. all of 2023. But there was no change to the overall composition of the top 5 segments.
- Activities that people participated in have changed slightly. Downhill skiing has replaced Cycling when looking at these activities by index and Football indexed higher than soccer.

Observations

- There were few changes to the social values. Racial Fusion did rank high in 2024 but not in 2023. The majority of the weak values have remained consistent.
- The use of social media channels remains unchanged from 2023.
- The moderate decline in consumption of radio, television and newspaper continued. Magazines, Internet and outdoor/direct marketing are unchanged.
- Restaurants that people visit remain fairly consistent. We saw that Breakfast style restaurants indexed higher than Pizza restaurants in 2024 compared to 2023 and Formal dine-in restaurants have indexed higher than sports pubs. Take out and Eat in restaurant indexes have flipped as well.
- Chain restaurant visits are also consistent. The index for people visiting the Keg is higher in 2024 than 2023 knocking off Montanas. Everything else remained unchanged.
- The leisure activities that visitors attended over the last year have remained consistent. The percentage of use might have fluctuated by a portion of a percentage from 2023 to 2024 but are really unchanged. We did see a slight shift in the prizm profiles. The top 5 represent 47.8% opposed to 44.4% in 2023. Family Mode and Suburban sports have switched positions in the first 9 months of 2024 vs. all of 2023. But there was no change to the overall composition of the top 5 segments.
- Activities that people participated in have changed slightly. Downhill skiing has replaced Cycling when looking at these activities by index and Football indexed higher than soccer.

Recommendations

By just looking at the first 9 months of 2024 and comparing it to data from the full 12 months from 2019 - 2023, Kincardine downtown is on track to meet and perhaps exceed visitation from 2019.

There has been a slight change in the location of visitors, for example, there has been a drop off in visitation from Saugeen Shores and Toronto but a large increase in visitation from Kitchener.

Keep investing in the course that you're on. The target market is steady so work to sustain that market. Work to grow the Boomer Bliss and Turbo Burbs segments which are affluent suburban homes as well as Country Traditions which is an affluent rural segment. These 3 groups represent about 320k households and based on current visitation, they are already enjoying the offering Kincardine has.

