CanaCode Lifestyles
Canada’s Most Comprehensive Customer Segmentation Solution

REAL PEOPLE | REAL DATA | REAL INSIGHTS

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Successful marketing programs start with understanding your unique customers: who they are, where they live, what they care about, along with their lifestyle, family structure and spending habits.

**CanaCode Lifestyles** is a groundbreaking customer segmentation solution developed by Canada’s leading data scientists, mathematicians and market research statisticians. CanaCode offers an unparalleled data fusion of demographic, household spending, consumer lifestyle, attitude and behavioural databases, empowering marketers with a 360-degree view of their target market’s choices, preferences and shopping patterns.

The two-tier lifestyle segmentation system works at the six-digit postal code level providing a highly detailed and precise picture of today’s Canadian consumers.

CanaCode classifies Canada’s consumer landscape into 18 distinct lifestyle segments and 110 highly detailed niche segments packed with powerful insights on consumers’ socio-demographics, attitudes, shopping, spending routines, media consumption, online and leisure activities and much more!

With CanaCode Lifestyles’ detailed consumer profiles, marketers can now identify and connect with their customers on a deeper level by anticipating their behaviour, attitudes and purchase preferences.

Discover what really drives your customers’ lifestyles and spending priorities and then craft a micro-marketing campaign using channels and messaging that truly resonate with each distinct group or customer type.

With powerful consumer segmentation data right at your fingertips, you can reach your best consumers and maximize the ROI on your marketing investment.

**Use CanaCode Lifestyles to Power Your Marketing Decisions:**

- Attract new and powerful niche segments
- Position your retail outlets in the right locations
- Analyze trade areas and plan for future expansions with confidence
- Improve customer engagement and loyalty
- Understand media preferences and send the right message to the right customers at the right time
- Improve retention with personalized communications and offers
- Make smart marketing investment decisions
- Identify your ideal customers and learn where to prospect for them
- Drive higher return on marketing spend
- Conduct market analysis to support important investment or divestment decisions

Keep your brand relevant in a competitive and fragmented marketplace. With CanaCode Lifestyles, you have the consumer profiling and segmentation tools to focus your marketing resources where they can make the biggest impact, and drive real value for your business.
Get a 360-Degree View of Your Customers

Cluster A: Affluents
- 3.53% of Canadian households
- Average HH Income: $229K
- Average Home Value: $1,713,998
- Age: 50-54
- Vehicle: Mercedes GLE Hybrid, Own 3+ cars
- Social Media: Linked, Twitter
- Coffee Shops: Starbucks, Timothy’s
- Active In: Golf, skiing, film festival
- Spend Money On: Mountain Equipment Co-op, Footlocker, fine foods/butchers
- Psychographics/Health Concerns: Weight control, nutritional content
- Invest With: Trust Co & Broker

Cluster B: Elite Professionals
- 7.65% of Canadian households
- Average HH Income: $144K
- Average Home Value: $1,226,328
- Age: 45-49
- Vehicle: Volkswagen Tiguan & BMW X5
- Social Media: Linkedin, Twitter, Instagram
- Coffee Shops: Second Cup & Starbucks
- Active In: Aerobics, yoga, skiing
- Spend Money On: The Bay, Costco, Lululemon & Golf Town
- Psychographics/Health Concerns: Nutritional content, relaxed social life and entertainment
- Invest With: Trust Co & Broker

Cluster C: Ethnic Cruisers
- 4.41% of Canadian households
- Average HH Income: $123K
- Average Home Value: $1,232,498
- Age: 40-44
- Vehicle: BMW, Honda Accord Hybrid, Lexus RX 350
- Social Media: Instagram, Tumblr, Twitter
- Coffee Shops: Coffee Time
- Active In: Basketball, snowboarding, theme/water park
- Spend Money On: Car stereo, Petro Points, Shoppers Optimum
- Psychographics/Health Concerns: Weight conscious
- Invest With: Banks, Discount Broker

Statistics Canada and Numeris RTS, 2018
Get Insights on Your Customers with CanaCode Lifestyles

Segmentation Insight:
CanaCode Lifestyle by Income, Percentage 65+, and Percentage That Shops at Canadian Tire

This graph shows the average income for each Lifestyle on the y axis and the percentage of each Lifestyle that is a senior (65+) on the x-axis. The size of the bubble represents the proportion of the Lifestyle that frequently shops at Canadian Tire.

CanaCode Lifestyles

<table>
<thead>
<tr>
<th>Lifestyle</th>
<th>% Frequent Shoppers at Canadian Tire</th>
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<tbody>
<tr>
<td>A Affluents</td>
<td>32%</td>
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<tr>
<td>B Elite Professionals</td>
<td>35%</td>
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<tr>
<td>C Ethnic Cruisers</td>
<td>40%</td>
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<tr>
<td>D Nest Builders</td>
<td>45%</td>
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<tr>
<td>E Buy Me a New Home</td>
<td>52%</td>
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<td>F Empty Nesters</td>
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<td>G Joyful Country</td>
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<td>H High Trades</td>
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<td>I Urban Life in Small Towns</td>
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<td>J Up the Ladder</td>
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<td>K Rural Handymen</td>
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<td>L Comfortable Apartment Dwellers</td>
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<tr>
<td>M Singles</td>
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<td>N The New Canadians</td>
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CanaCode Lifestyles

Cluster A: Affluents
- Top Earners & Owners
- Well Established & Urban
- Worldly & Sophisticated
- Average Maintainers’ Age 50
3.53% of Canadian households

Cluster B: Elite Professionals
- Highly Educated
- Techno Savvy
- Urban Families
- Graying Boomers
7.65% of Canadian households

Cluster C: Ethnic Cruisers
- Ethnic & Established
- Highly Traveled
- Family Focused
- Home & Hearth
4.41% of Canadian households

Cluster D: Nest Builders
- Renovators
- White Collar Families
- Little Luxuries
- Home & Garden
6.21% of Canadian households

Cluster E: Buy Me A New Home
- Double Earners
- Young Families
- Home Buyers
- Home & Garden
12.24% of Canadian households

Cluster F: Empty Nesters
- Retirement Age
- Golf & Grandkids
- Slowing Pace of Life
- Travel & Recreation
5.55% of Canadian households

Cluster G: Up the Ladder
- Young Families
- New Suburbanites
- Kids, Dogs & Station Wagons
- Dynamic Careers
15.16% of Canadian households

Cluster H: High Trades
- Skilled Trades
- Secondary Education
- Hardworking
- Family Oriented
6.04% of Canadian households

Cluster I: Urban Life in Small Towns
- Service Industry
- Spend on Basics
- Single Parents
- Home & Community
5.15% of Canadian households

Cluster J: Joyful Country
- Skilled Trades & Services
- Spend On Basics
- Some Post-Secondary
- Outdoory / Crafty / Pickup Trucks
3.06% of Canadian households

Cluster K: Rural Handymen
- Blue Collar
- Larger Common Law Family
- Some Secondary
- Older Homes / Pickup Trucks
3.48% of Canadian households

Cluster L: Comfortable Apartment Dwellers
- Seniors and Singles
- Soft Skills
- Disposable Income
- Mixed Interests
11.81% of Canadian households

Cluster M: Singles
- Older Age
- Primary Industries
- Bus, Metro, Walk
- Renters
- Government Transfer Payments
4.75% of Canadian households

Cluster N: The New Canadians
- Immigrant Strivers
- Gentile Blue-Collar
- Bus, Metro, Walk
- Young Families
2.92% of Canadian households

Cluster O: Renters
- Seniors + Couples
- Public Sector / Arts
- New Canadians
- Want to Own
3.07% of Canadian households

Cluster P: One Parent Families
- Low Disposable Income
- Blue Collar / Sales
- Junior Education
- Young Families
1.92% of Canadian households

Cluster Q: Thrifty
- Seniors / Single Parent
- Blue Collar Renters
- Public Transit Users
- Little Disposable Income
3.02% of Canadian households

Cluster R: Business
- Pure business or commercial postal codes without residents or new postal codes without data.

A Holistic View of Consumers
CanaCode Lifestyles is a state of the art customer segmentation system, classified at the six-digit postal code level. It is engineered using an advanced data fusion of more than 10,000 variables.

The two-tier segmentation solution consists of a primary tier of 18 broad lifestyle segments used for high level sociodemographic overviews of consumer lifestyles. CanaCode also includes a subset of 110 distinct detailed niches that go even further, revealing intricate patterns in consumer lifestyles and behaviours for each niche. It’s designed from the ground up to increase accuracy of predictive models.

Extraordinary Market Insights
CanaCode Lifestyles’ clustering algorithms integrate a variety of authoritative data sources for richily detailed insights into consumer lifestyles and buying patterns.

Our input data sources include:
- SuperDemographics: Current year estimates of population statistics including age, dwelling, household, family, education, immigration, ethnicity and religion.
- Household Spending Patterns: Estimated household annual spending including, food, clothing, shelter, transportation, health care, personal care, financial services and insurance.
- Estimates and Projections: Current year population and income estimates, and projections of population by age group, household and family, in 5- and 10-year.
- Business Patterns: Current year estimates of number of business establishments, such as supermarkets, department stores and pharmacies.
- Geographic Patterns: Urban/rural indicators, proximity to parks, shopping malls, pharmacies, community centers and schools.
- Consumer Purchase Behaviors, Product Usage, Lifestyle and Psychographic Patterns: Consumer food and beverage consumption, leisure activities, psychographic patterns, restaurant visits, shopping patterns, travel patterns purchasing, spending and loyalty patterns, telecom usage, financial patterns and much more.

CanaCode Lifestyles are available as flat file data or through our easy-to-use online solution. Polarisintelligence.com.
For more information on the 18 Canacode Lifestyles and 110 Niches visit us at: Polarisintelligence.com/canaocode
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