

CanaCode Lifestyles

Canada's Most Comprehensive
Customer Segmentation Solution

REAL PEOPLE | REAL DATA | REAL INSIGHTS

2019 Edition

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CanaCode Lifestyles

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.

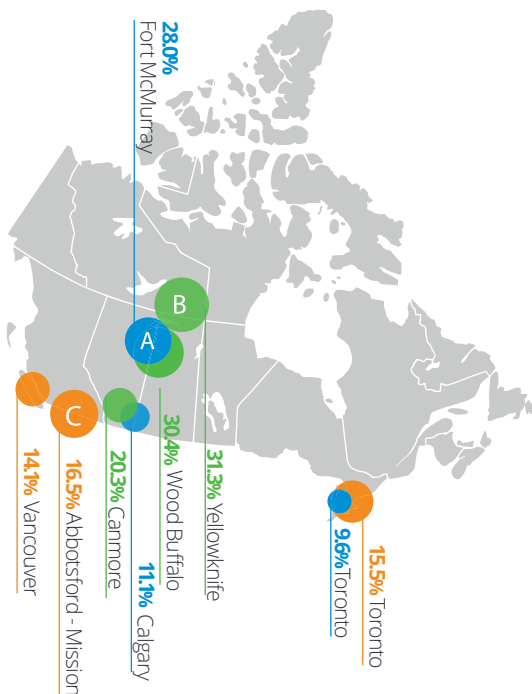
Discover what really drives your customers' lifestyles and spending priorities and then craft a micro-marketing campaign using channels and messaging that truly resonate with each distinct group or customer type.

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.



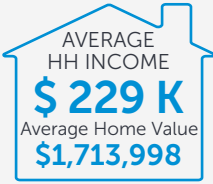
Canadian cities with high percentage of A, B or C CanaCode Lifestyles

- A Affluents
- B Elite Professionals
- C Ethnic Cruisers

Get a 360-Degree View of Your Customers

Cluster

A Affluents 3.53% of Canadian households



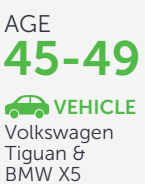
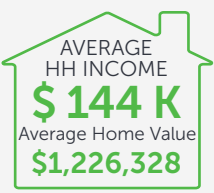
FAVOURITE COFFEE SHOP
Starbucks & Timothy's
FAVOURITE SOCIAL MEDIA
Linkedin, Twitter
*Besides Facebook

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



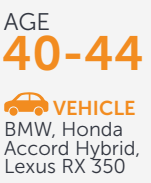
FAVOURITE COFFEE SHOP
Second Cup & Starbucks
FAVOURITE SOCIAL MEDIA
Linkedin, Twitter, Instagram
*Besides Facebook

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

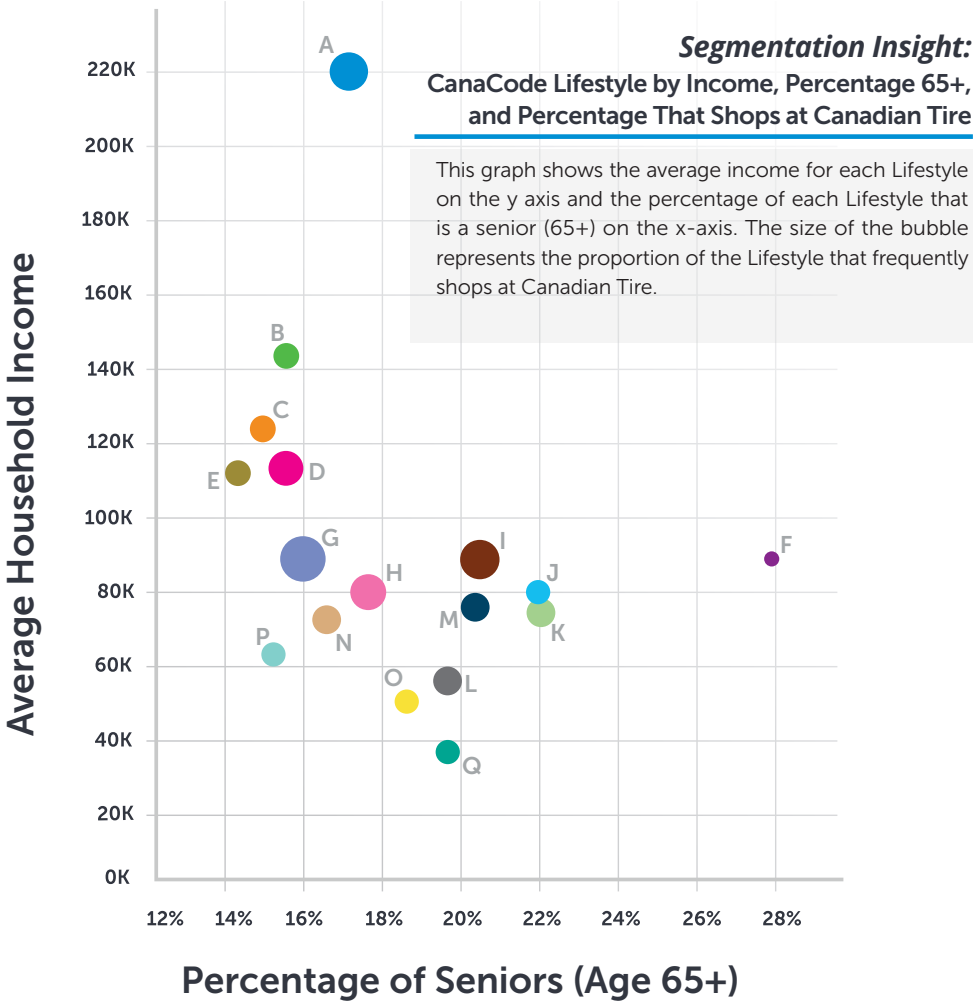


FAVOURITE COFFEE SHOP
Coffee Time
FAVOURITE SOCIAL MEDIA
Instagram, Tumblr, Twitter
*Besides Facebook

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

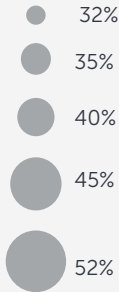
Get Insights on Your Customers with CanaCode Lifestyles



CanaCode Lifestyles

- | | | |
|------------------------------|------------------------------|---|
| A Affluents | B Elite Professionals | C Ethnic Cruisers |
| D Nest Builders | E Buy Me a New Home | F Empty Nesters |
| G Up the Ladder | H High Trades | I Urban Life in Small Towns |
| J Joyful Country | K Rural Handymen | L Comfortable Apartment Dwellers |
| M Singles | N The New Canadians | O Renters |
| P One Parent Families | Q Thrifty | |

% Frequent Shoppers at Canadian Tire



CanaCode Lifestyles



Cluster A

4 Niches

Affluents

- Top Earners & Owners
- Well Established & Urban
- Worldly & Sophisticated
- Average Maintainers' Age 50

3.53% of Canadian households



Cluster B

6 Niches

Elite Professionals

- Highly Educated
- Techno Savvy
- Urban Families
- Graying Boomers

7.65% of Canadian households



Cluster C

5 Niches

Ethnic Cruisers

- Ethnic & Established
- Highly Travelled
- Family Focused
- Home & Hearth

4.41% of Canadian households



Cluster D

6 Niches

Nest Builders

- Renovators
- White Collar Families
- Little Luxuries
- Home & Garden

6.21% of Canadian households



Cluster E

9 Niches

Buy Me a New Home

- Double Earners
- Young Families
- Home Buyers
- Home & Garden

12.24% of Canadian households



Cluster F

8 Niches

Empty Nesters

- Retirement Age
- Golf & Grandkids
- Slowing Pace of Life
- Travel & Recreation

5.58% of Canadian households



Cluster G

11 Niches

Up the Ladder

- Young Families
- New Suburbanites
- Kids, Dogs & Station Wagons
- Dynamic Careers

15.16% of Canadian households



Cluster H

3 Niches

High Trades

- Skilled Trades
- Secondary Education
- Hardworking
- Family Oriented

6.04% of Canadian households



Cluster I

7 Niches

Urban Life in Small Towns

- Service Industry
- Spend on Basics
- Single Parents
- Home & Community

5.15% of Canadian households



Cluster J

2 Niches

Joyful Country

- Skilled Trades & Services
- Spend On Basics
- Some Post-Secondary
- Outdoorsy / Crafty / Pickup Trucks

3.06% of Canadian households



Cluster K

1 Niche

Rural Handymen

- Blue Collar
- Larger Common Law Family
- Some Secondary
- Older Homes / Pickup Trucks

3.48% of Canadian households



Cluster L

13 Niches

Comfortable Apartment Dwellers

- Seniors and Singles
- Soft Skills
- Disposable Income
- Mixed Interests

11.81% of Canadian households



Cluster M

9 Niches

Singles

- Older Age
- Primary Industries
- Bus, Metro, Walk
- Renters
- Government Transfer Payments

4.75% of Canadian households



Cluster N

5 Niches

The New Canadians

- Immigrant Strivers
- Genteel Blue-Collar
- Bus, Metro, Walk
- Young Families

2.92% of Canadian households



Cluster O

7 Niches

Renters

- Singles + Couples
- Public Sector / Arts
- New Canadians
- Want to Own

3.07% of Canadian households



Cluster P

4 Niches

One Parent Families

- Low Disposable Income
- Blue Collar / Sales
- Junior Education
- Young Families

1.92% of Canadian households



Cluster Q

9 Niches

Thrifty

- Seniors / Single Parent
- Blue Collar Renters
- Public Transit Users
- Little Disposable Income

3.02% of Canadian households



Cluster R

1 Niche

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 socio-demographic 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 richly 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 Behavioral, 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.



2018 STATS

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/canacode

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