CanaCode Lifestyles

Canada's Most Comprehensive Customer Segmentation Solution

REAL PEOPLE | REAL DATA | REAL INSIGHTS

Polaris

Market Analytics + Intelligence

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Get a 360-Degree View of Your Customers

CanaCode Lifestyles is a groundbreaking customer segmentation solution developed by

Canada's leading data scientists, mathematicians, statisticians at Manifold Data Mining Inc.

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.

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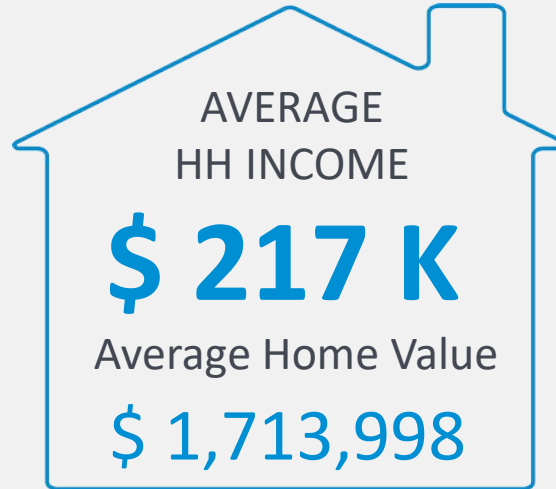# Use CanaCode Lifestyles to Power Your Marketing Decisions

- ✓ 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

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Cluster

A Affluents

3.21% of Canadian households

AVERAGE HH INCOME

$ 217 K

Average Home Value

$ 1,713,998

AGE
50-54

VEHICLE

Mercedes GLE Hybrid, own 3+ cars

FAVOURITE COFFEE SHOP
Starbucks, Timothy's

FAVOURITE SOCIAL MEDIA

Linkedin, Twitter, Google+
*Besides Facebook

ACTIVE IN: Golf, skiing, film festival

SPEND MONEY ON: Mountain Equipment Co-op, Footlocker, fine foods/butchers

PSYCHOGRAPHICS/HEALTH CONCERNS:
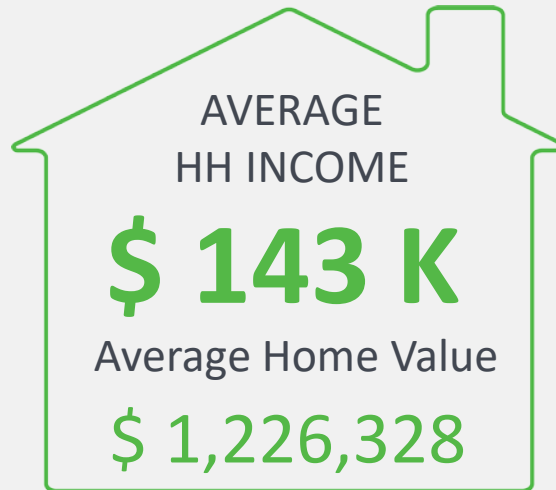Weight control, nutritional content

INVEST WITH: Trust Co, Broker

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Cluster

B Elite Professionals

6.55% of Canadian households

AVERAGE HH INCOME

$ 143 K

Average Home Value

$ 1,226,328

AGE

45-49

VEHICLE

Volkswagen Tiguan, BMW X5

FAVOURITE COFFEE SHOP

Second Cup, Starbucks

FAVOURITE SOCIAL MEDIA

Linkedin, Twitter, Instagram

*Besides Facebook

ACTIVE IN: Aerobics, yoga, curling, skiing

SPEND MONEY ON: The Bay, Costco, Lululemon Athletica, Golf Town

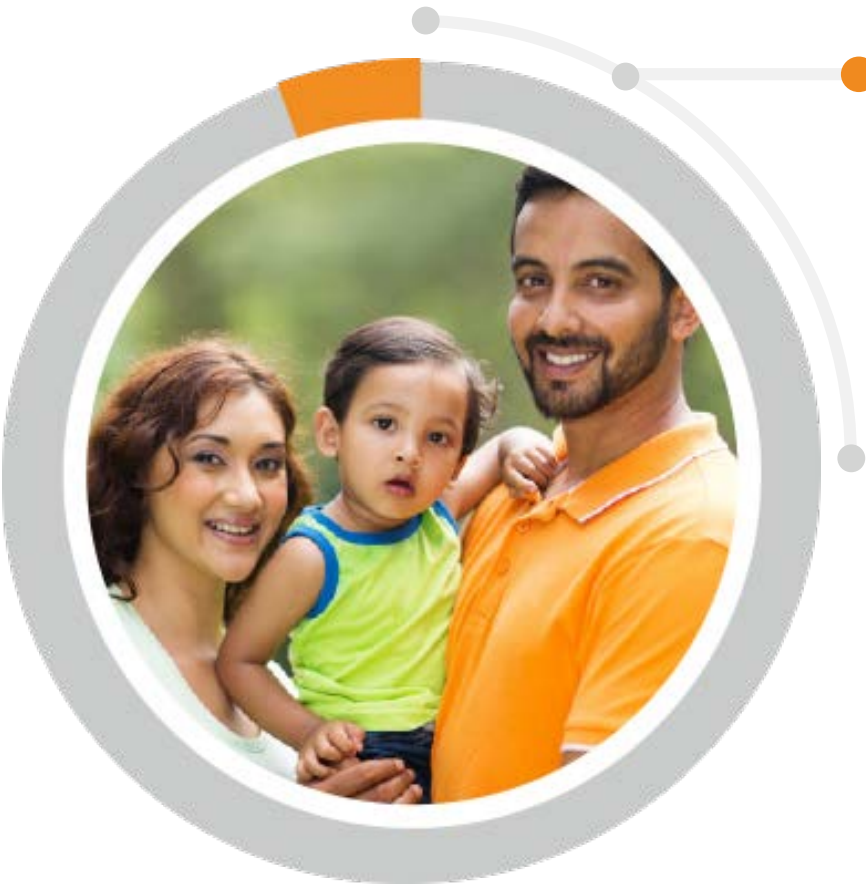**PSYCHOGRAPHICS/HEALTH CONCERNS:** Nutritional content, relaxed social life, entertainment

INVEST WITH: Trust Co, Broker

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Cluster

D Nest Builders

5.79% of Canadian households

AVERAGE HH INCOME

$ 114 K

Average Home Value

$ 623,660

AGE
45-54

VEHICLE
Own 3+ cars, Toyota, Ford, Honda

FAVOURITE COFFEE SHOP
Great Canadian Bagel, Tim Hortons

FAVOURITE SOCIAL MEDIA
Twitter, Instagram, Pinterest
*Besides Facebook

ACTIVE IN: Skateboarding, basketball, camping, adventure sports

SPEND MONEY ON: Play it Again Sports, Golf Town, The Running Room, Safeway

PSYCHOGRAPHICS/HEALTH CONCERNS: Healthy food, like to try new places to eat

INVEST WITH: Trust Co, Financial Planner

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Cluster

E Buy Me a New Home

11.32% of Canadian households

AVERAGE HH INCOME

$ 113 K

Average Home Value

$ 629,598

AGE
35-44

VEHICLE

Toyota, Honda, Ford, Chevrolet

FAVOURITE COFFEE SHOP

Great Canadian Bagel, Dunkin' Donuts

FAVOURITE SOCIAL MEDIA

Instagram, Linkedin, Tumblr
*Besides Facebook

ACTIVE IN: Soccer, snowboarding, downhill skiing, camping, hockey

SPEND MONEY ON: Athletes World, Sporting Life, Costco, online shopping

PSYCHOGRAPHICS/HEALTH CONCERNS: Brand conscious, low calorie food, balancing work and life

INVEST WITH: Financial Planner, Discount Broker

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Cluster

F Empty Nesters

5.65% of Canadian households

AVERAGE
HH INCOME
$ 92 K
Average Home Value
$ 586,297

AGE
55-69

VEHICLE
Toyota, Honda,
Ford, Chevrolet

FAVOURITE
COFFEE SHOP
Timothy's, Tim Hortons

FAVOURITE SOCIAL MEDIA
Pinterest, Tumblr,
Internet dating sites/apps

ACTIVE IN: Curling, power boating,
golfing, gardening,
arts/crafts/sewing/knitting

SPEND MONEY ON: Walmart, Foot
Locker, Costco, M&M Meat Shops

PSYCHOGRAPHICS/HEALTH CONCERNS:
Nutritional content, relaxed social life, less
entertainment

INVEST WITH: Trust Co, Broker,
Insurance Co

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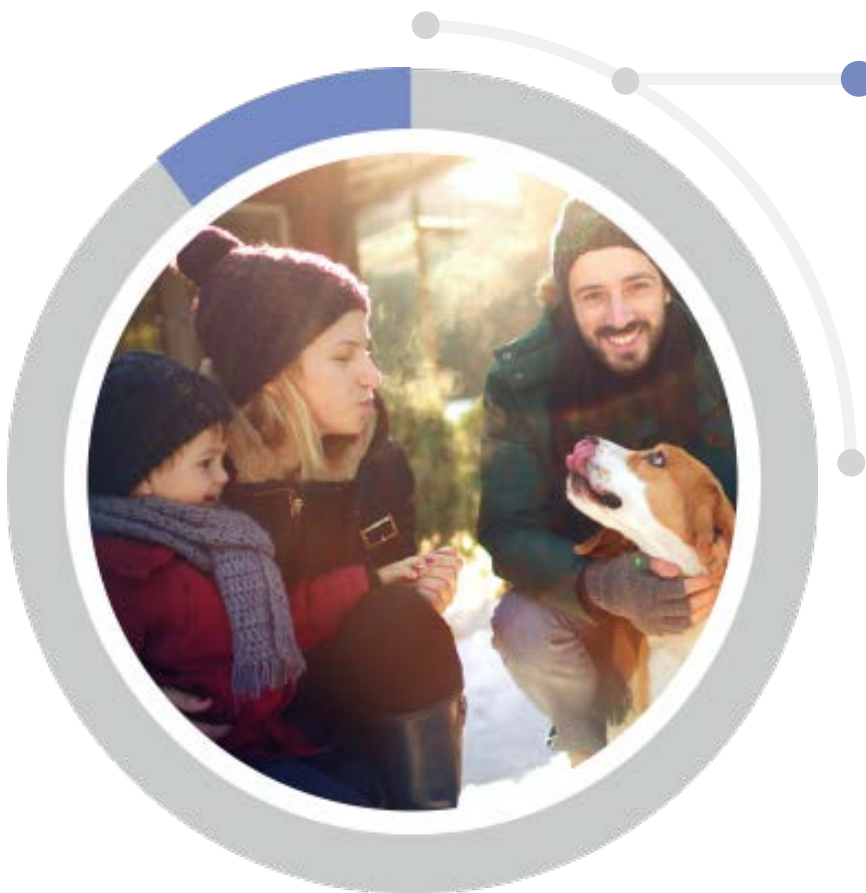
Cluster

G Up the Ladder

16.62% of Canadian households

AVERAGE HH INCOME

$ 90K

Average Home Value

$ 502,163

AGE
35-44

VEHICLE
Toyota, Ford, Chevrolet

FAVOURITE COFFEE SHOP
Tim Hortons, David's Tea

FAVOURITE SOCIAL MEDIA
Internet dating sites/apps, Google+
*Besides Facebook

ACTIVE IN: Snowboarding, ATV/snowmobiling, fishing/hunting, baseball/softball, camping, playing video games

SPEND MONEY ON: Sporting Life, Costco, The Running Room, Provigo, Metro, online shopping

PSYCHOGRAPHICS/HEALTH CONCERNS:
Busy social life and entertainment, friends' opinion is important

INVEST WITH: Mutual Fund, Credit Union

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Cluster

H High Trades

6.98% of Canadian households

AVERAGE HH INCOME
$ 82 K
Average Home Value
$ 586,858

AGE
30-39

VEHICLE
Toyota, Ford, Chevrolet, Honda, Hyundai

FAVOURITE COFFEE SHOP
Independent coffee shops, Country Style

FAVOURITE SOCIAL MEDIA
Google+, Twitter, Linkedin

ACTIVE IN: Adventure sports, inline skating, ATV/snowmobiling, baseball/softball

SPEND MONEY ON: Athletes World, Lululemon Athletica, Safeway, No Frills

PSYCHOGRAPHICS/HEALTH CONCERNS:
More vegetables, entertainment, concern about online security

INVEST WITH: Credit Union, Insurance Co

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Urban Life in Small Towns.

I

4.09% of Canadian households

AVERAGE HH INCOME
$ 87 K
Average Home Value
$ 438,285

AGE
55-59

VEHICLE
Ford, Chevrolet, Toyota, Dodge, Honda, own 3+ cars, like SUVs & Pick-up trucks

FAVOURITE COFFEE SHOP
Great Canadian Bagel, Tim Hortons

FAVOURITE SOCIAL MEDIA
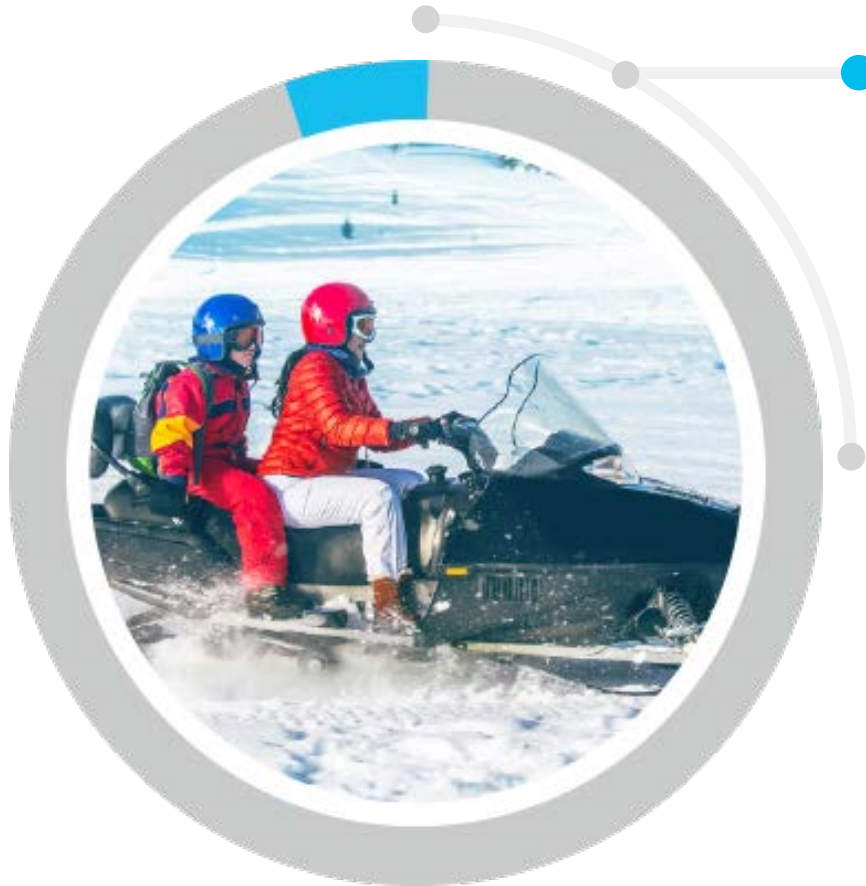Pinterest, Twitter, Google+

ACTIVE IN: ATV/snowmobiling, power boating, fishing/hunting, camping, curling

SPEND MONEY ON: Walmart, Play it Again Sports, Co-op, No Frills

PSYCHOGRAPHICS/HEALTH CONCERNS: Buy on impulse, entertaining more at home, busy social life

INVEST WITH: Mutual Fund, Credit Union

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J Joyful Country

3.68% of Canadian households

AVERAGE HH INCOME
$ 82 K
Average Home Value
$ 366,784

AGE
55-64

VEHICLE
Chevrolet, Ford, Toyota, Dodge, Hyundai, own 3+ cars, like SUVs & Pick-up trucks

FAVOURITE COFFEE SHOP
Great Canadian Bagel, Dunkin' Donuts

FAVOURITE SOCIAL MEDIA
Pinterest, Internet dating sites/apps, Google+

ACTIVE IN: ATV/snowmobiling, fishing, hunting, hockey, cross country skiing

PSYCHOGRAPHICS/HEALTH CONCERNS: Like to cook, buy high-tech gadgets, less social life

SPEND MONEY ON: Costco, online shopping, No Frills, MAXI, IGA/Foodland

INVEST WITH: Credit Union

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Market Analytics + Intelligence
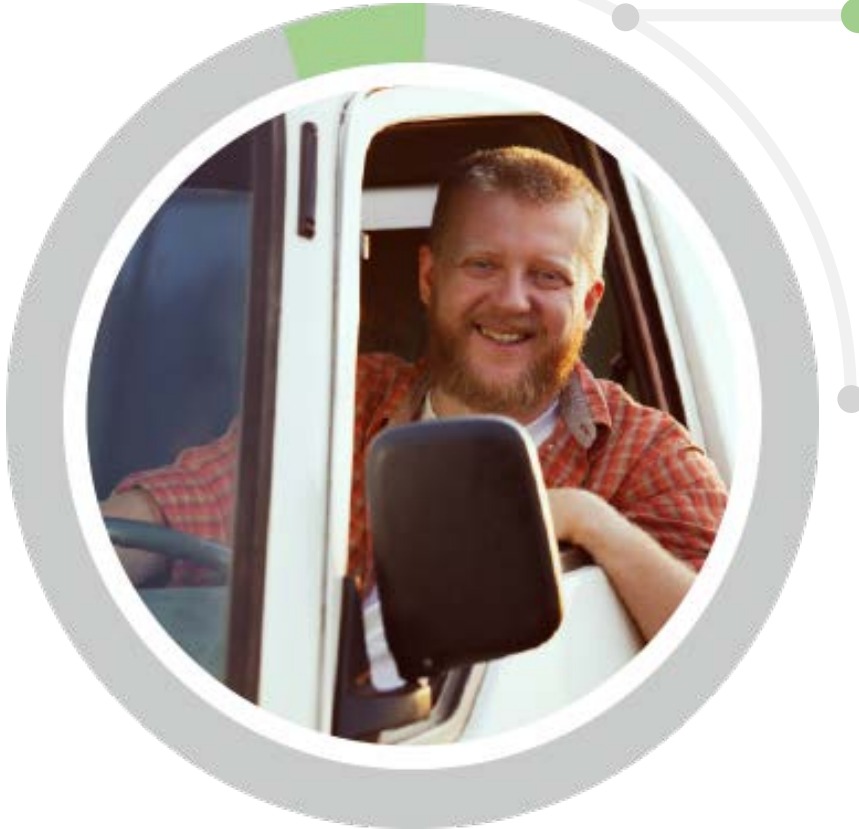
Cluster

K Rural Handymen

3.64% of Canadian households

AVERAGE HH INCOME

$ 75 K

Average Home Value

$ 282,100

AGE

55-64

VEHICLE
Chevrolet, Ford, Toyota, Dodge, Hyundai, own 3+ cars, like SUVs & Pick-up trucks

FAVOURITE COFFEE SHOP
Tim Hortons, Independent Coffee Shops

FAVOURITE SOCIAL MEDIA
Google+, Internet dating sites/apps, Pinterest

ACTIVE IN: ATV/snowmobiling, fishing/hunting, camping

SPEND MONEY ON: Costco, Sporting Life, online shopping, Co-op, IGA/Foodland

PSYCHOGRAPHICS/ HEALTH CONCERNS: Busy social life, try to balance work and life, concern about retirement

INVEST WITH: Credit Union

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Market Analytics + Intelligence

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Cluster

L Comfortable Apartment Dwellers

11.24% of Canadian households

AVERAGE HH INCOME

$ 55K

Average Home Value

$ 358,503

AGE
25-34

VEHICLE
Toyota, Honda, Ford, no car or just 1 car

FAVOURITE COFFEE SHOP
Dunkin' Donuts, David's Tea

FAVOURITE SOCIAL MEDIA
Internet dating sites/apps, Google+
*Besides Facebook

ACTIVE IN: Bowling, inline skating, marathon or similar event, playing video games

SPEND MONEY ON: Sporting Life, Lululemon Athletica, Walmart, Provigo, Metro

PSYCHOGRAPHICS/HEALTH CONCERNS: Vegetables and light foods, fashion and new place to eat, value personal appearance

INVEST WITH: Trust Co & Insurance Co

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Cluster

M Singles

5.18% of Canadian households

AVERAGE HH INCOME
$ 75K
Average Home Value
$ 370,842

AGE
65+

VEHICLE
Toyota, Ford, Honda

FAVOURITE COFFEE SHOP
Great Canadian Bagel, Dunkin' Donuts

FAVOURITE SOCIAL MEDIA
Internet dating sites/apps, Google+
*Besides Facebook

ACTIVE IN: Hiking/backpacking, cross country skiing, jogging

SPEND MONEY ON: Sporting Life, online shopping, Provigo, IGA/Foodland

PSYCHOGRAPHICS/HEALTH CONCERNS: Low calorie food, try new products, lead busy social life

INVEST WITH: Credit Union, Insurance Co

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Cluster

N The New Canadians

3.19% of Canadian households

AVERAGE
HH INCOME

$ 72K

Average Home Value

$ 469,406

AGE

25-44

VEHICLE

Toyota, Ford, Chevrolet, Honda, no car or just 1 old compact car

FAVOURITE COFFEE SHOP

Dunkin' Donuts and Tim Hortons

FAVOURITE SOCIAL MEDIA

Internet dating sites/apps, Tumblr, Instagram

ACTIVE IN: Skateboarding, billiards/pool, fishing/hunting

SPEND MONEY ON: Champs, independent athletic wear stores, Walmart, Safeway, independent grocery stores

PSYCHOGRAPHICS/HEALTH CONCERNS: Healthy food, like to try new places to eat, entertain at home

INVEST WITH: Little investment

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Market Analytics + Intelligence

Cluster

O Renters

3.39% of Canadian households

AVERAGE HH INCOME

$ 51K

Average Home Value

$ 366,498

AGE

25-44

VEHICLE

Toyota, Honda Ford, Chevrolet, no car or just 1 compact car

FAVOURITE COFFEE SHOP

Dunkin' Donuts, David's Tea

FAVOURITE SOCIAL MEDIA

Internet dating sites/apps, Twitter

*Besides Facebook

ACTIVE IN: Inline skating, snowboarding, canoeing/kayaking and baseball/softball

SPEND MONEY ON: Champs, Walmart, Provigo, No Frills, MAXI

PSYCHOGRAPHICS/HEALTH CONCERNS: Weight control and vegetarianism, try new places to eat, lead busy social life

INVEST WITH: Little investment

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Cluster

P One Parent Families

2.11% of Canadian households
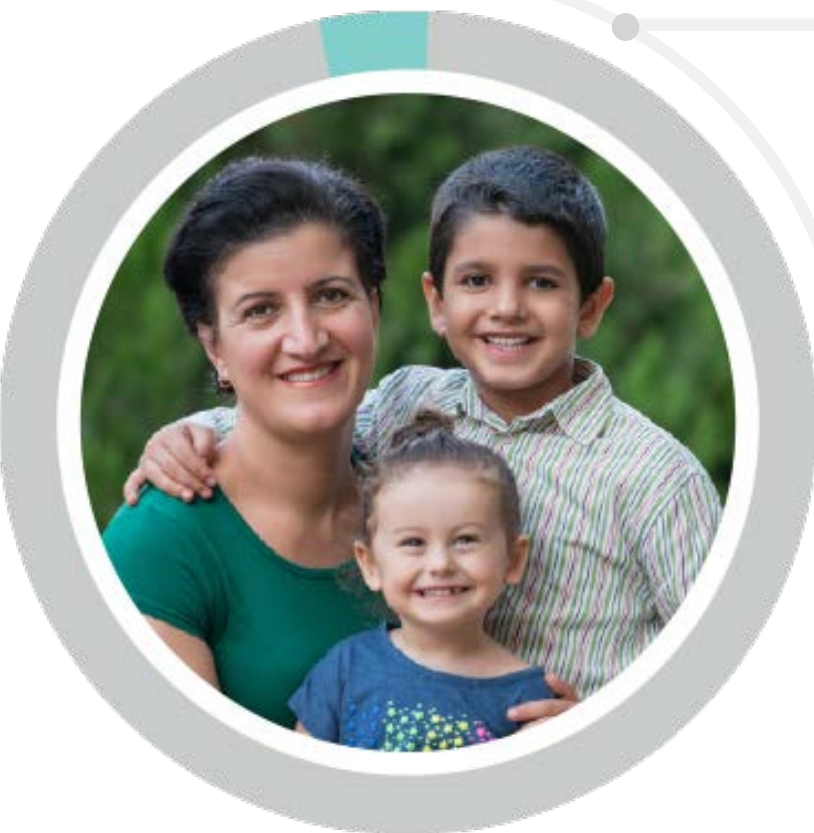
AVERAGE HH INCOME
$ 62K
Average Home Value
$ 373,796

AGE
25-34

VEHICLE
Toyota, Ford, Chevrolet, Honda, no car or just 1 compact car

FAVOURITE COFFEE SHOP
Dunkin' Donuts, Tim Hortons

FAVOURITE SOCIAL MEDIA
Google+, Twitter
*Besides Facebook

ACTIVE IN: Inline skating, billiards/pool and baseball/softball

SPEND MONEY ON: Sporting Life, Champs, Provigo, Walmart, drug stores

PSYCHOGRAPHICS/HEALTH CONCERNS: Would like to eat healthy food, try new products, spend more than should, concerned about retirement, lead busy social life, dress smartly

INVEST WITH: Credit Union, Insurance Co

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Q Thrifty

3.49 % of Canadian households

AVERAGE HH INCOME
$ 36K
Average Home Value
$ 312,204

AGE
25-34 and 65+

VEHICLE
Toyota, Ford, Chevrolet, Hyundai, no car or just 1 compact car

FAVOURITE COFFEE SHOP
David's Tea, Country Style

FAVOURITE SOCIAL MEDIA
Twitter, Tumblr
*Besides Facebook

ACTIVE IN: Billiards/pool, football and basketball

SPEND MONEY ON: Sporting Life, Walmart, No Frills, independent grocery stores

PSYCHOGRAPHICS/HEALTH CONCERNS: Would like to eat healthy food, try new products, spend more than should, concerned about retirement, entertain more at home, difficulty balancing work and life

INVEST WITH: Credit Union

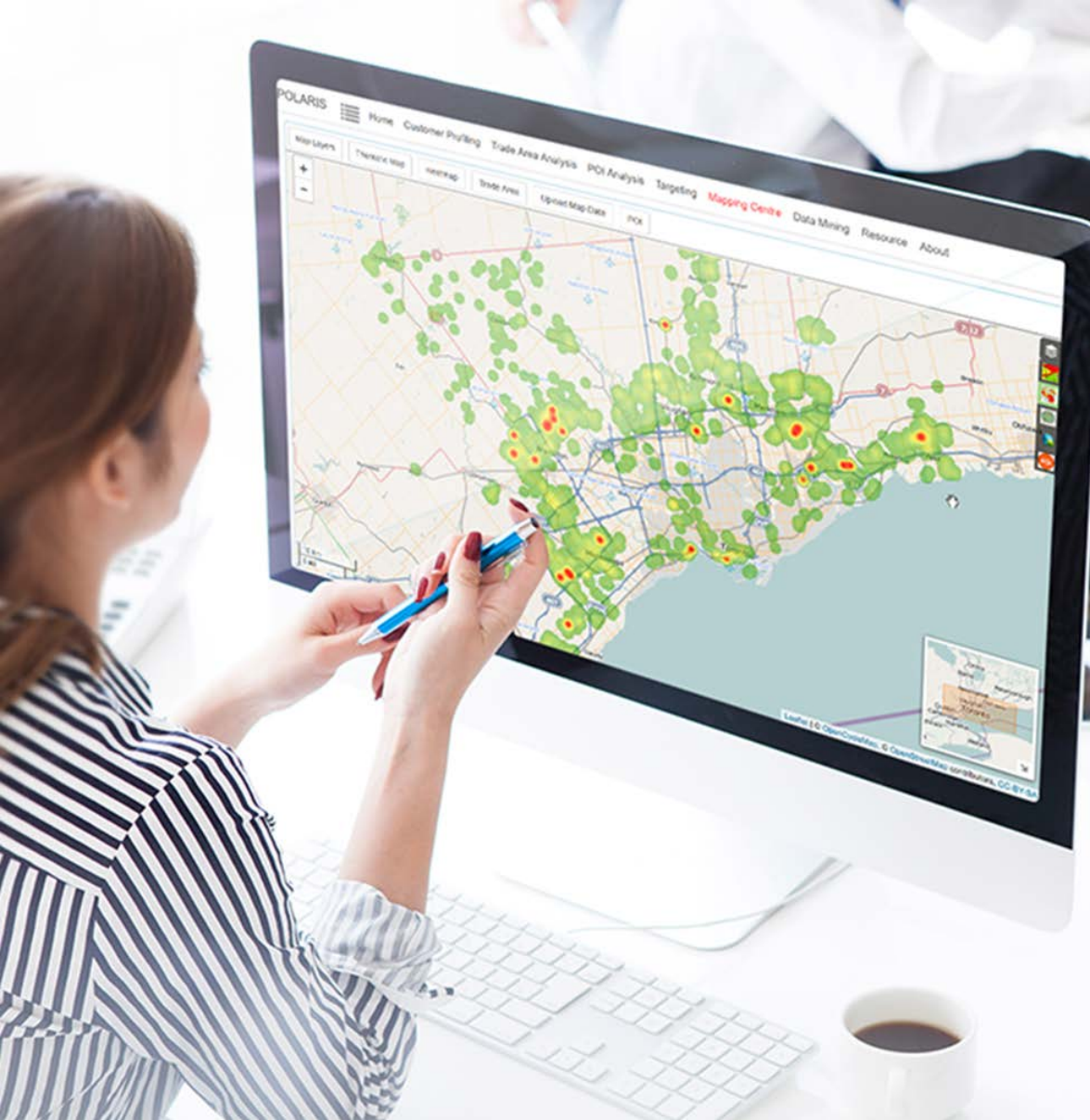Polaris
Market Analytics + Intelligence

Cluster

R Business

3.49 % of Canadian households

Pure business or commercial postal codes without residents or new postal codes without data.

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Market Analytics + Intelligence

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Thank you

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

PolarisIntelligence.com/canacode

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