

Canadian Segmentation Data

2015 Update

Release Notes

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Summary

Pitney Bowes presents *New* *PSYTE HD Canada*, *PSYTE HD Financial* and *Settlement Spaces Canada* segmentation products based on Census/National Household Survey 2011 and other third party data.

PSYTE HD Canada is a powerful geodemographic market segmentation system that classifies Canadian postal codes and Dissemination Areas into 56 unique lifestyle groups and mutually exclusive neighbourhood types. *PSYTE HD Financial* leverages the research of PSYTE HD clusters and refocuses the building of its 15 clusters from being primarily geo-demographic to chiefly socio-economic in nature. *PSYTE HD Canada* and *PSYTE HD Financial* both continue the legacy of the PSYTE segmentation systems used by companies across North America to drive successful and profitable target marketing campaigns, market potential and site selection studies.

New to the Pitney Bowes suite of segmentation products is *Settlement Spaces Canada* – an innovative segmentation system which classifies Canadian Dissemination Areas into 8 neighbourhood types. Settlement Space segments encapsulate the diverse geographic, economic and social characteristics across Canadian neighbourhoods. Settlement Space typology takes into account not only population density and a rural-to-urban continuum but also incorporates commuting patterns, housing tenure, building type and dwelling size amongst other relevant variables.

All segmentation systems have been built on an updated demographic and socioeconomic base in addition to various other third party data inputs combined in a state of the art cluster build environment. The resultant cluster systems represent the most accurate snapshots of Canadian neighbourhoods available. Pitney Bowes' suite of PSYTE segmentation systems is an effective tool set for analysing customer data and potential markets, gaining market intelligence and insight, and interpreting consumer behaviour across the diverse Canadian marketplace.

Key Benefits

PSYTE HD Canada // PSYTE HD Financial

- Provides organisations with detailed insights into the composition of their current and potential customers.
- Helps organisations drive successful and profitable target marketing campaigns, market potential and site selection studies.
- Aids organisations in understanding of who their customers are, what their customers purchase and what their customers like to do.
- Provides a multidimensional framework that allows analysts to capture the complexity of Canadian consumer culture without having to manipulate literally hundreds of census variables, enabling analysts to locate their prime markets “on the ground”.
- Through a partnership with Callcredit Information Group, PSYTE HD is linked with Callcredit's CAMEO International customer segmentation system. This powerful, strategic linkage allows businesses to determine like markets across countries – bi-directionally and remove many barriers to market entry.

Settlement Spaces Canada

- Provides organizations with an actionable and data-driven understanding of how Canadians live.
- Provides a unique dimension and focus to customer and market analyses with an emphasis on housing – an important social and economic component of population consumption.
- Helps users efficiently understand, differentiate, compare and visualize the dynamic nature of human settlements and composition across markets and trade areas in Canada – without having to manage and manipulate hundreds of census variables.
- Aids organizations interested in understanding and analyzing how human settlement impacts customers, organizational operations and processes.

Product Layers

Postal Code (FSALDU) Level Cluster Assignments

Postal Code to cluster match-up files contain postal codes with their respective cluster codes, Standard Geographic Codes, Delivery Mode Type, and Latitude/Longitude based on the Canada Postal Points File version 2014.09.

In previous versions of PSYTE HD, a 6-digit Postal Code (FSALDU) received the same cluster assignment as its representative DA. Census data are not published by Statistics Canada at the FSALDU unit of analysis. To improve the accuracy of PSYTE HD cluster assignments for FSALDUs, a cluster reassignment process was employed to more effectively differentiate FSALDU cluster assignments whose geodemographic characteristics were statistically different than their parent DAs. The FSALDU cluster assignment model was developed using multivariate statistical techniques based on household level data – aggregated to the 6-digit Postal Code.

Dissemination Area Level Cluster Assignments

Dissemination Area to cluster match-up files contain the Census 2011 Dissemination Areas with their respective cluster codes, estimated number of households, population, adult population, adult male population, and adult female population.

Household summaries by clusters for the following levels of geography are available in the Benchmark Files:

- Canada
- Province
- Census Metropolitan Area/Census Agglomeration
- Census Division
- Census Subdivision
- Forward Sortation Area

Cluster Description Files

Names and descriptions of the cluster codes.

Coverage Area

Coverage area options: Canada, Region, Province