PSYTE® HD Legal Information

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Contents

• PSYTE® HD Introduction
• PSYTE® HD Arrangement of Major Groups
  – PSYTE® HD Major Groups Maps
  – PSYTE® HD Cluster Overview
• PSYTE® HD Settlement Spaces Descriptions
• PSYTE® HD Methodology
  – Introduction
  – Data Selection
  – Cluster Methods
  – Cluster Validation
  – Summary & Conclusion
• Contact
PSYTE HD Canada is a powerful geodemographic market segmentation system that classifies Canadian postal codes and Dissemination Areas into lifestyle groups and mutually exclusive neighbourhood types. PSYTE HD Canada is built on a 2011 Canadian Census base in addition to various other third party data inputs combined in a state of the art cluster build environment. The resultant clusters represent the most accurate snapshots of Canadian neighbourhoods available. PSYTE HD Canada is an innovative tool for analyzing markets, gaining market intelligence and insight, and interpreting consumer behaviour across the diverse Canadian marketplace. PSYTE HD Canada is a continuation of the legacy of the PSYTE segmentation system used by thousands of companies across North America to drive successful and profitable target marketing campaigns, market potential and site selection studies.
Group P1
Primary-Metropolitan Affluent
01: Canadian Elite
02: Professional Duet
Cluster Map: Group P1
01- Canadian Elite (P1)

*Canadian Elite* have it all – luxurious homes, fancy cars and the hottest fashions. Everything is within reach. *Canadian Elite* are in the prime of life having achieved substantial wealth based on a lifelong pursuit of career and personal passions. Typically, strong marriages and family ties have gone hand-in-hand with success in the office and respect in the community. Average income is $305K while individual household incomes are distributed into the millions. Empty nests predominate and household maintainer ages index high in the 50’s and 60’s. Ontario is home to most *Canadian Elite* but they are also found in British Columbia, Alberta, and Quebec.

### Geo Distribution

- **East**: 17.4%
- **West**: 0.3%
- **Ontario**: 19.9%
- **Quebec**: 56.1%

### Settlement Spaces

- **Rural Owner**: 0.3%
- **Mixed-Use Residential**: 12.2%
- **Suburban & Exurban Owner**: 1.4%
- **Satellite Commercial Renter**: 3.5%
- **Urban Fringe Residential Owner**: 0.0%
- **Urban Core**: 1.6%
- **Primary Urban Owner**: 49.4%
- **Primary Urban Renter**: 32.0%
- **Satellite Commercial Renter**: 0.0%

### Variable Count

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<tr>
<td>Households</td>
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<tr>
<td>Labour Force Participation (15+)</td>
<td>66.59%</td>
</tr>
<tr>
<td>Average Children Per Household</td>
<td>1.2</td>
</tr>
</tbody>
</table>

### Shopping

- Holt Renfrew
- Nine West
- Harry Rosen
- Zara
- Banana Republic
- The Bay

### Leisure Activities

- Eat at high quality restaurants
- Downhill Skiing
- Participate in Gourmet Cooking
- Attend Professional Baseball Events
- Attend Live Theatre
- Vacation Travel Outside Canada in Past Year - 3+ times
- Vacation Travel to Hawaii
- Travel Outside Canada - Golf Activities

### Media Activity

- Listen to Classical/Fine Arts Radio Stations
- Read National Post
- Read Report on Business Magazine
- Watch Major Tennis TV Event
- Watch CP24
- Watch Major Golf TV Event

### Technology

- Visit Investments Websites Daily
- Access Newspaper Websites by Smartphone/PC/Laptop
- Have 3+ Computers in Household

### Financial

- Hold $1 Million+ in Total Securities and Savings
- Online Trading/Investing Stocks/Bonds
- Use Full Service Broker Non-RRSP/RRSP’s
- Have Private Banking & Financial Services

### Automobile Preference

- High Luxury Import
02- Professional Duets (P1)

Compared to the last version of PSYTE HD, Professional Duets surpassed Flourishing Families in average income. They are urban neighbourhoods of successful, well-educated dual-earner households, though not just "dual income, no kids" (DINK’s). In fact, about 60 percent have at least one child. Success can breed children as well as a decent income, although smaller family sizes are the norm. Mean household income is $206K and most Professional Duets own their home. With the highest index on a university education and advanced degrees, they work in a variety of occupations as managers, professionals, scientists, and public administrators.

**Geo Distribution**

- East: 15.1%
- West: 14.0%
- Ontario: 53.3%
- Quebec: 1.8%
- British Columbia: 15.9%

**Settlement Spaces**

- Urban Core: 44.7%
- Primary Urban Owner: 19.2%
- Urban Fringe Residential Owner: 8.8%
- Satellite Commercial Renter: 3.4%
- Suburban & Exurban Owner: 3.3%
- Mixed-Use Residential: 2.1%
- Rural Owner: 0.0%

**Variable** | **Count**
--- | ---
Population | 336,753
Households | 127,349
Labour Force Participation (15+) | 67.31%
Average Children Per Household | 1.0

**Shopping**
- Talbots
- Ecco
- Holt Renfrew
- Banana Republic
- Mastermind
- Harry Rosen
- Lululemon
- The Bay

**Leisure Activities**
- Attend Foreign Movies
- Attend Pro Tennis Events
- Bought Sporting Good at Mountain Equipment Co-op
- Cross-Country/Downhill Skiing
- Attend the Ballet
- Attend Art Galleries
- Fly Business/Executive Class
- Vacation Travel to Britain/Ireland

**Media Activity**
- Listen to News, Talk, Information, and Sports Radio Stations
- Read Western Living, Globe and Mail, National Post
- Read Report On Business Magazine, Toronto Life
- Read Financial Post Magazine Read enRoute
- Watch The Lang & O’Leary Exchange
- Watch Modern Family
- Watch Tour de France
- Watch Late Night National News

**Technology**
- Visit Investments Websites Daily
- Own Smartphone and Tablet
- Use Tablet/E-Reader for Maps/Directions
- Access Newspaper Websites on Tablet/E-Reader

**Financial**
- Invested Past 2 Yrs in Non-RRSP Common/Preferred Stock
- Hold $500K+ in Total Securities and Savings
- Online Trading/Investing - Stocks/Bonds
- Donated to Alumni
Group P2
Primary-Metropolitan Comfortable

05: Pinnacle View
09: Far Eat to West
11: Urban Bureau
14: Geeks & Tweets
18: Working the Dream
05- Pinnacle View (P2)

Career success doesn't always lead to the economic stratosphere. *Pinnacle View* is the “view from the top” as seen by middle managers, small business owners, and those government functionaries who have done well by most standards. As the kids leave home and the empty nest is on the horizon, the view looks pretty nice. Couples in their 40’s and 50’s, typically with teenagers, populate *Pinnacle View*. Next door is the long-time neighbor who has lived in the community for decades and watched many of families come and go. Most own their single-detached homes in and around older suburban neighbourhoods which affords them a reasonable commute to work. Average income is $117K.

Geo Distribution

<table>
<thead>
<tr>
<th>Variable</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>847,260</td>
</tr>
<tr>
<td>Households</td>
<td>279,890</td>
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<tr>
<td>Labour Force Participation (15+)</td>
<td>68.94%</td>
</tr>
<tr>
<td>Average Children Per Household</td>
<td>1.1</td>
</tr>
</tbody>
</table>

Settlement Spaces

- Rural Owner
- Mixed-Use Residential
- Suburban & Exurban Owner
- Satellite Commercial Renter
- Urban Fringe Residential Owner
- Primary Urban Owner
- Primary Urban Renter
- Urban Core

Leisure Activities
- Attend Pro Soccer Events
- Attend Health/Fitness Clubs
- Participate in Team Sports - Baseball/Softball
- Jogging
- Vacation Travel to France
- Visited Past Year - Wine & Cheese Shows/Exhibitions
- Vacation Travel to Cuba

Media Activity
- Listen to All Sports Radio Station
- Listen to All News Radio Station
- Listen to Urban/Hip Hop/Rap Radio
- Read Toronto Star
- Read Financial Post Magazine
- Read Money Sense
- Read National Post
- Watch CP24
- Watch Rogers Sportsnet - NHL Hockey
- Watch Real Housewives
- Watch George Stroumboulopoulos Tonight

Technology
- Visit Health Websites Daily
- Visit/Read People's Blogs/Forums Weekly
- Visit Investments Websites Daily
- Visit Food/Recipe Websites Daily

Financial
- Have TFSA Account
- Have High Interest Savings Account
- Invested/Have Non-RRSP - RESP

Automobile Preference
- Compact Import
While many immigrants from the Far East have been in Canada for decades, Far East to West neighbourhoods welcome newcomers. Western Canada, particularly British Columbia, is now home to most these diverse communities. This is the top segment for established Chinese neighbourhoods, but other ethnicities also call Far East to West home. Demographically, these are married couples in their 40’s and 50’s with one or two children still living at home. Many households – especially the up and coming single, renters - prefer the cost of living advantages associated with living close, not directly, downtown. More recent arrivals are younger and more likely to be single. They work in finance, technology and insurance. Average income is $109K.

Geo Distribution

<table>
<thead>
<tr>
<th>Geo Distribution</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>East</td>
<td>2.1%</td>
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<tr>
<td>West</td>
<td>43.8%</td>
</tr>
<tr>
<td>Ontario</td>
<td>0.3%</td>
</tr>
<tr>
<td>Quebec</td>
<td>0.1%</td>
</tr>
<tr>
<td>British Columbia</td>
<td>52.8%</td>
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</table>

Settlement Spaces

<table>
<thead>
<tr>
<th>Variable</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>Population</td>
<td>448,618</td>
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<tr>
<td>Households</td>
<td>138,841</td>
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<tr>
<td>Labour Force Participation (15+)</td>
<td>59.90%</td>
</tr>
</tbody>
</table>

Variable | Count
---|---
Population | 448,618
Households | 138,841
Labour Force Participation (15+) | 59.90%
Average Children Per Household | 1.1

Shopping
- The Gap
- Banana Republic
- Lululemon
- The Bay
- Bought Kids Clothes/Shoes at H&M, The Gap, and The Bay

Leisure Activities
- Participate in Badminton
- Attend Art Gallery
- Participate in Yoga/Pilates
- Visited Past Year - PNE Vancouver
- Vacation Travel to China/Hong Kong
- Visited Past Year - Whistler
- Visited Past Year - Metropolis at Metrotown Vancouver

Media Activity
- Listen to Top40/Current Hits Radio Stations
- Read Vancouver Magazine
- Read Western Living
- Read Toronto Star
- Read Financial Post Magazine
- Watch Rogers Sportsnet - Connected
- Watch Top Chef

Technology
- Visit Beauty/Fashion Websites Weekly
- Visit TV Websites Daily
- Visit Games Websites Weekly
- Access Radio/Podcast by Smartphone

Financial
- Have High Interest Savings Account
- Have GIC's
Urban Bureau neighbourhoods are populated by government and technology workers with advanced university degrees who prefer to live both close to work and downtown. These highly educated workers support the local economy and provide a distinct vibrancy to the downtown cores of several major cities in Canada, especially Ottawa. In fact, by owning in the city they invigorate older neighbourhoods as well as newer ones. An average income of $106K is comfortable – especially those singles and couples without children.

### Geo Distribution

- East: 12.7%
- West: 10.2%
- Ontario: 53.6%
- Quebec: 7.4%
- British Columbia: 16.1%

### Settlement Spaces

<table>
<thead>
<tr>
<th>Settlement Type</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Rural Owner</td>
<td>3.2%</td>
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<tr>
<td>Mixed-Use Residential</td>
<td>11.0%</td>
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<tr>
<td>Suburban &amp; Exurban Owner</td>
<td>19.1%</td>
</tr>
<tr>
<td>Satellite Commercial Renter</td>
<td>27.8%</td>
</tr>
<tr>
<td>Urban Fringe Residential Owner</td>
<td>27.8%</td>
</tr>
<tr>
<td>Primary Urban Owner</td>
<td>7.3%</td>
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<tr>
<td>Primary Urban Renter</td>
<td>2.1%</td>
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<tr>
<td>Urban Core</td>
<td>0.0%</td>
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### Variables

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<td>Households</td>
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<td>Labour Force Participation (15+)</td>
<td>68.54%</td>
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<td>Average Children Per Household</td>
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### Shopping

- Roots
- Laura/Laura Petites
- Zara
- Banana Republic
- The Bay

### Leisure Activities

- Attend Art Gallery
- Attend Boating-Canoeing
- Attend Spas
- Attend Music Concerts-Classical
- Vacation Travel to France
- Travel in Canada - Train
- Travel Outside Canada in Past Year - Hiking/Adventure Tour
- Travel Outside Canada in Past Year - Attend Cultural Events

### Media Activity

- Listen to Classical/Fine Arts Radio Station
- Read Vancouver Magazine
- Read Toronto Life
- Read Money Sense
- Read Maclean's
- Read Style at Home
- Watch BBC
- Watch CP24
- Watch CBC News Today
- Watch True Blood
- Watch Anderson

### Technology

- Visit News Websites Daily
- Visit Real Estate Websites Daily

### Financial

- Invested/Have Non-RRSP - Common/Preferred Stock
- Have Mutual Funds - International Equity
- Donated to Environmental Organization
- RRSP - Canada Savings Bonds
What’s a technocrat to do if not maintain bandwidth and live in the city? These singles, couples, and starter families prefer urban and super urban living to life in the ‘burbs and on the highways. This cluster is noticeably younger, educated and upwardly mobile. Some survive without cars as long as the buses, trolleys and subways keep running. Bicycles welcome. Geeks & Tweets rely on their scientific, technical and cultural expertise to land the right job. Their post-graduate degrees and cumulative experience result in average income of $100K.
18- Working the Dream (P2)

*Working the Dream* neighbourhoods encompass multiple immigrant origins typically but not exclusively Asian, with multiple family members contributing to the monthly bills. Thirty-seven percent are in British Columbia. Households live close to — but not center city - downtown. Semi-detached and duplex dwellings pervade. Multigenerational families — resulting in large average household sizes and many children — are commonplace and function as an implicit social support system. More than ten percent of the population is between the age of five and fourteen. Many workers are involved in production and the skilled trades. An average income of $90K is reflective of multiple household members contributing to the bottom line.

### Shopping
- Aritzia
- Old Navy
- Zara
- The Gap
- Aldo
- Bought Kids
- Clothes/Shoes at Babies R Us, H&M, The Gap, and Winners

### Leisure Activities
- Participate in Badminton
- Attend Pro Baseball Events
- Participate in Team Sports - Soccer
- Participate in Team Sports – Basketball
- Visited Past Year - Stanley Park
- Visited Past Year – Eaton Centre
- Visited Past Year - Harbourfront Toronto
- Travel in Canada - British Columbia

### Media Activity
- Listen to Urban/ Hip Hop/Rap Radio Station
- Read Canadian Health & Lifestyle
- Read Today's Parent
- Read FASHION Magazine
- Read ELLE CANADA
- Watch NBA Basketball- Regular Season/Playoffs
- Watch Vampire Diaries
- Watch Evening- Global News Hour
- Watch America's Next Top Model
- Watch Amazing Race

### Technology
- Watched Videos on Smartphone
- Access Games by Tablet/E-Reader
- Online Purchase(s) in Past Year - Cosmetics/Skin Care
- Online Blogging in Past Month with PC/Laptop
- Visit Food/Recipes Website Daily

### Financial
- Have Private Banking - Banking & Financial Services
- Donated to International Relief Life Insurance - Universal Life

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<td>Households</td>
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<td>Average Children Per Household</td>
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Group P3
Primary-Metropolitan Mid-Scale

24: Condo Vibe
28: High Rise Hopes
34: The New East
36: Cultured Views
24- Condo Vibe (P3)

There are condos, and then there are entire condo neighbourhoods teeming with vertical communities. Given the pace of condominium construction in recent years, Condo Vibe is a wave in the physical as well as the cultural sense. A multitude of ethnic origins provides vertical depth to an already multicultural urban landscape. Compatible with their housing type and proximity to the city, Condo Vibe are inhabited by many young singles and newlyweds – and everything in between. Condo Vibe has more renters than owners and absentee ownership is common. Out of the elevators pour a diversity of workers in professional, scientific, and technical jobs as well as the arts, entertainment and, of course, business and industry. Average income is $78K.
28- High Rise Hopes (P3)
The new immigrants and others who rent apartments in high-rise buildings are from diverse – truly diverse – cultural backgrounds including Persian, Korean, Chinese and Russian. Immigration is, by definition, built on hope and that defines High Rise Hopes. Many occupations and industries are represented, although young people starting out in a professional, scientific, or technical occupation can be found in above-average numbers. Toddlers and preschoolers exist while more are singles and couples without children. Most households are in Ontario and British Columbia. Average income is $72K.

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Geo Distribution

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<th>Ontario</th>
<th>Quebec</th>
<th>British Columbia</th>
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</thead>
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<td>0.0%</td>
<td>0.4%</td>
<td>38.9%</td>
<td>4.6%</td>
<td>56.1%</td>
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</table>

Settlement Spaces

<table>
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<tr>
<th>Rural Owner</th>
<th>Mixed-Use Residential</th>
<th>Suburban &amp; Exurban Owner</th>
<th>Satellite Commercial Renter</th>
<th>Urban Fringe Residential Owner</th>
<th>Primary Urban Owner</th>
<th>Primary Urban Renter</th>
<th>Urban Core</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.0%</td>
<td>0.3%</td>
<td>4.6%</td>
<td>5.1%</td>
<td>12.7%</td>
<td>29.6%</td>
<td>28.1%</td>
<td>19.6%</td>
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Media Activity

- Listen to Classical/Fine Arts Radio Station
- Listen to Multicultural Radio Station
- Read Starweek
- Read Toronto Star
- Read Metro Toronto
- Watch Late Night-City News Tonight
- Watch CP24
- Watch TVOntario
- Watch Late Night-Global News Final
- Watch BBC Canada

Technology

- Visit Home Improvement/Decor Websites Weekly
- Visit Investment Websites Daily
- Visit Entertainment (Books Movies Music) Websites Daily

Financial

- Banking and Financial Services - High Interest Savings
- Banking and Financial Services - GICs
- Carry Home/Property Insurance - Condo

Automobile Preference

Luxury SUV Import
34- The New East (P3)

Newer immigrants can face difficulties making ends meet unless they work together to support multi-generational households. The New East has done just that. Most households have three people or less while households of five and six persons are not uncommon. Sixty-three percent of households own their home and thirty percent live in high-rise apartments. The New East is concentrated mostly in Eastern Ontario while their cultural and linguistic origins are from the Asia-Pacific region. The workforce is as diverse as its inhabitants – from manufacturing to insurance. Average income is $70K.
36- Cultured Views (P3)

Older apartment dwellers in urban neighbourhoods populate *Cultured Views*. Their accomplished educational and work experience in the arts as well as business management provides a “cultured” context for conversation and conviviality. More than twenty percent are age 75 or older, and many are widowed or divorced. They generally lease apartments in tall buildings, funded from their average household income of $70K. However, their discretionary spending is likely funded by retirement nest eggs, so they’ve got plenty to talk about – including more frequent doctors’ appointments.
Group P4
Primary-Metropolitan Lower Middle

37: Family Business
39: Québec Multilingue [Multilingual Quebec]
40: Renting for Now
43: Second Shift
Family Business (P4)

Family Business households provide community for relatively new arrivals to Canada from multiple countries of origin around the world. India, Sri Lanka, Pakistan, and the Philippines figure prominently. These multigenerational families have found that working together is the formula for upward mobility. Economic activity ranges from small production facilities to a hundred types of retail outlets. Initially catering to cultural compatriots, overtime, Family Business provides a window of opportunity into the larger community. Many live in multi-unit structures outside the city. Average income is $69K.
Multilingual Quebec is the new and not-so-new immigrant neighbourhoods in Quebec where only 44 percent of the population speaks French at home. Arabic, Spanish, Italian, and Vietnamese are heard in the marketplace. Both French and English emerge as common means of communication. These are diverse urban and urban fringe places where people of all ages, mostly renters, find work in manufacturing, retail trade, health care, and other services. While many singles and couples are found, so too are families as 60 percent of households have children under age 18. Average income is $67K.
40- Renting for Now (P4)

Most apartment dwellers in Renting for Now live in buildings of fewer than five floors in urban and urban fringe areas. Duplexes, walk-ups, and smaller rental buildings are home to Renting for Now, a population of renters. Some households have the resources necessary to contemplate a home purchase in the near future – many do not. Households are a mix of singles and couples - 54 percent have at least one child. As older apartment buildings are more affordable and public transportation is readily available, income is more elastic. Average income is $64K.
Younger, single workers, fresh from university, in fields as diverse as health care, education, the arts, technology, and social services populate Second Shift. In fact, shift work is not uncommon as most are not strict nine-to-fivers. About twenty percent are between the ages of 20 and 30 – perhaps in-migrants from other provinces. For younger cohorts, the cost of living expenses are amenable. Most are renters. Youth pervades; however, ten percent of the population is divorced or separated. Reflective of their diverse age composition and life stage, average income is $61K.
Group P5
Primary-Metropolitan Downsacle

48: High Rise Diversity
49: Ambiance Urbaine [Urban Ambience]
51: Nouveaux Québécois [New Quebec]
52: Urban
53: Tea &
54: Tenants &
56: De Paye en Paye [Paycheck to Paycheck]
48- High Rise Diversity (P5)

With the highest index on high-rise rentals, not just condos, these predominantly Ontario neighbourhoods – situated outside of the urban core but dense enough to be their own city - are home to a great diversity of languages and ethnicities. New arrivals meet old timers and everyone in between. A youthful skew of adults in their 20’s and 30’s means many young families. The playgrounds are abuzz with the delight of youth. This predominance of families with children and differences in income distinguishes High Rise Diversity from High Rise Hopes. Average income is $55K.

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**Variable** | **Count**
--- | ---
Population | 559,019
Households | 240,902
Labour Force Participation (15+) | 60.18%
Average Children Per Household | 1.1

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**Shopping**
- Payless Shoe Source
- Hasty Market

**Leisure Activities**
- Attend Pro Baseball Events
- Attend Music Concerts - Classical
- Visited Past Year – Eaton Centre
- Travel in Canada - Ontario
- Visited Past Year - Canada’s Wonderland

**Media Activity**
- Listen to Soft Music/Adult Contemporary Radio Station
- Listen to All News Radio Station
- Read FOOD & DRINK
- Read Canadian Health & Lifestyle
- Read FASHION Magazine
- Watch CP24
- Watch Early Evening-City News @ 6
- Watch Breakfast Television
- Watch Castle
- Watch Property Brothers

**Technology**
- Long Distance Calls - Overseas
- Watched TV Programs on PC/ Laptop
- Access Internet at School/Library

**Financial**
- Carry Home/Property Insurance - Condo
- Banking and Financial Services - High Interest Savings
- Have Mutual Funds - Outside RRSP

**Automobile Preference**
- Compact Import
49- Ambience Urbane (Urban Ambiance) (P5)

These Quebec households are youthful, super urban, and French-speaking. The arts, educational institutions, and government are primary employers. Their cultural tastes, use of technology, and free time - most are single and beginning to think about marriage and family - provide the “ambiance” in Ambience Urbane. Ambience Urbane is both more French and more youthful with fewer new immigrants as compared to the other urban Quebec clusters. Educational attainment at the university and post-graduate level is common. Average income is $53K.
51- Nouveaux Quebequois (New Quebec) (P5)

Compared to previous French language segments, Nouveaux Quebequois are more multicultural and new to Quebec. Not just youthful and French speaking, these densely packed neighbourhoods are populated by many Spanish, Arabic and Romanian speakers. Nouveaux Quebequois has a younger age skew. Most are urban dwellers who rent apartments that are five stories or less. Average income is $52K.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Count</th>
</tr>
</thead>
<tbody>
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<td>Population</td>
<td>429,505</td>
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<tr>
<td>Households</td>
<td>201,583</td>
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<tr>
<td>Labour Force Participation (15+)</td>
<td>62.88%</td>
</tr>
<tr>
<td>Average Children Per Household</td>
<td>0.9</td>
</tr>
</tbody>
</table>

**Leisure Activities**
- Attend Pro Tennis Events
- Attend Pro Soccer Events
- Participate in Team Sports - Soccer
- Downhill Skiing
- Attend Music Concerts-Popular
- Visited Past Year – Festival International de Jazz and Place Des Arts Montréal
- Travel in Canada - Quebec
- Vacation Travel to Cuba
- Vacation Travel to Northeast United States

**Media Activity**
- Listen to Multicultural Radio Station
- Listen to Dance Radio Station
- Read Le Journal de Montréal
- Read Bel Âge magazine
- Read Les Idées de ma Maison
- Read Châtelaine
- Read Coup de Pouce
- Watch Family Guy
- Watch Et que ça saute!
- Watch NCIS Los Angeles
- Watch Les Simpsons
- Watch Belle et Bum!

**Technology**
- Use PC/Laptop - Text Messaging
- Visit Online Games Websites Weekly
- Visit Online TV Websites Weekly
- Visit Online Dating Websites

**Financial**
- Use Caisse populaire Desjardins - Non-RRSP/RRSP’s
- Life Insurance - Whole Life
- Income Tax Return - Prepared by Netfile

**Automobile Preference**
- Compact Import
- Subcompact Import
52- Urban Verve (P5)
Young singles who live and work in the urban cores of Canada’s major metros keep things going – streetwise and businesswise. Cars may not be as necessary as Urban Verve use the transportation infrastructure to get where they need to go. Proceed with caution when you see them on the street – eyes and ears are glued to their internet-enabled phones. Most rent apartments and are employed in the food service and hotel industry. Many nationalities are present including Eastern European and Middle Eastern. Average income is $51K.

Geo Distribution

Settlement Spaces

<table>
<thead>
<tr>
<th>Variable</th>
<th>Count</th>
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<tbody>
<tr>
<td>Population</td>
<td>981,568</td>
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<tr>
<td>Households</td>
<td>484,510</td>
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<td>Labour Force Participation (15+)</td>
<td>63.90%</td>
</tr>
<tr>
<td>Average Children Per Household</td>
<td>0.9</td>
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</tbody>
</table>

Shopping
Zara
Roots
Lululemon

Leisure Activities
Attend Music Concerts-Jazz
Participate in Team Sports - Basketball
Attend Art Gallery
Attend Music Concerts-Classical
Use Metro/Subway/LRT/Sky Train
Business Travel
Visited Past Year – Festival International de Jazz
Visited Past Year - Old Port Montréal
Travel Outside Canada in Past Year - Hiking/Adventure Tour
Visited Past Year - Art Gallery of Ontario

Media Activity
Listen to Classical/Fine Arts Radio Station
Read The Globe and Mail
Read Flare
Read Maclean's
Watch Doc Zone
Watch Mansbridge One On One
Watch The Daily Show
Watch Vampire Diaries
Watch American Dad

Technology
Visit Online Magazine Websites Daily
Visit Online TV Websites Weekly
Visit Career/Job search Websites Weekly
Access Newspaper Websites by Tablet/E-Reader

Financial
Loan/Line of Credit - Student-Government Loan
Banking and Financial Services - Student Package
Non-RRSP Investment - Bank
An older age cohort cluster who enjoy tea, good conversation and their new e-reading device - perhaps a gift from a close friend or relative. Tea & E-Readers replaces Tea & Good Books from the previous version of PSYTE - the good books are present; however, many are often in digital format. These places contain many elderly cohorts. In fact, Tea & E-Readers neighbourhoods are the most elderly cluster. Health and wellness are critical. There are more renters than owners. Average income is $50K while some discretionary spending money will come from savings.
54- Tenants & Twenties (P5)

As often as not, these young folks are new to the city – and autonomy in general. Households make ends meet on an average income of $46K although that’s just the average - some make more and some less. Costs are contained by scouring the internet in search of a good deal on their upcoming lease. While 30 percent of Tenants & Twenties are in Quebec, they are also found in Ontario, British Columbia, and Alberta. They find work where they are needed - typically in the sales and services occupations as well as the accommodation and food services industry.
56- De Paye en Paye (Paycheck to Paycheck) (P5)

Predominantly older age cohort pensioners on fixed income, these Quebec residents have done it all. They made it to age 75 or older and have a story or two to tell. Many have “aged in place” downtown in Quebec’s major cities. With an average annual “paycheck” of $38K they will survive to pass along some of those stories. Managing – and worrying about - finances and doctors’ visits are a weekly occurrence. Most are renters but some are still in the single-detached homes where they started.

Geo Distribution

Settlement Spaces

<table>
<thead>
<tr>
<th>Variable</th>
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<tbody>
<tr>
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<td>Households</td>
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<td>Labour Force Participation (15+)</td>
<td>51.85%</td>
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<td>Average Children Per Household</td>
<td>0.8</td>
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</table>
Group S1
Secondary-Metropolitan & Suburban Affluent

03: Flourishing Families
04: Kids & Comfort
03- Flourishing Families (S1)
Flourishing Families have a very successful socio-economic profile while raising children in a more suburban environment instead of the city. While Canadian Elite and Professional Duets maintain their urban residence, Flourishing Families live in typically newer, single family housing beyond the downtown corridor. Twenty percent are in Alberta. These are married couples with children in school – almost ready for university. They are business managers with advanced educational attainment. Average income is $187K. Household wealth, including home equity, is building nicely. Now, how to keep their ‘tweens’ and ‘teens’ off their mobile devices.

Geo Distribution

Settlement Spaces

<table>
<thead>
<tr>
<th>Variable</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>613,700</td>
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<tr>
<td>Households</td>
<td>203,880</td>
</tr>
<tr>
<td>Labour Force Participation (15+)</td>
<td>66.67%</td>
</tr>
<tr>
<td>Average Children Per Household</td>
<td>1.1</td>
</tr>
</tbody>
</table>

Shopping
- Mastermind
- Harry Rosen
- Ecco
- Town Shoes
- Melanie Lyne

Leisure Activities
- Bought Sporting Goods Equipment at Golf Town
- Eat at High Quality Restaurants
- Participate in Team Sports - Football
- Participate in Golf
- Downhill Skiing
- Attend Pro Baseball Events
- Travel Outside Canada in Past Year
- Travel in Canada - Golf
- Attend Sporting Events

Media Activity
- Read Report On Business Magazine
- Read National Post
- Read Saturday Globe and Mail
- Read Sunday Toronto Star
- Read Financial Post Magazine
- Read enRoute and Cottage Life
- Watch CFL/NFL Football
- Watch Major Tennis/Golf/Soccer Events
- Watch Late Night National News
- Watch Modern Family
- Watch CBC Hockey Night in Canada

Technology
- Access Newspaper Websites by Tablet/E-Reader
- Online Purchase(s) in Past Year - Sports Equipment
- Use Internet News, Sport & Weather
- Several Times a Day
- Own Touch Screen Tablet

Financial
- Donated to Cdn Organization - $5001+
- Online Trading/Investing - RESPs
- Invested/Have Non-RRSP - Common/Preferred Stock
Marriage, family and suburbia are paramount in *Kids & Comfort*. Of course, that requires commuting to the city as well as travel across suburban neighbourhoods to shopping, schooling and hockey practice. These married middle managers and executives generate an average income of $168K. Predominantly homeowners, their wealth profile includes substantial home equity. Those in Alberta may work in the management suites of the oil and gas industry, while those in Ontario are the executives and managers across a variety of businesses and industries. These households are slightly younger than *Flourishing Families* – more than 20 percent are between the ages of five to nineteen. Fiscally and socially comfortable, *Kids & Comfort* see through the glass ceiling.
Group S2
Secondary-Metropolitan & Suburban Comfortable

06: Secure Empty Nesters
07: Fast Lane Families
08: Kids with Space
10: Exurban Professionals
13: Suburban Bureau
15: Pickups & Startups
16: Techies & Teachers
Cluster Map: Group S2

Winnipeg, Manitoba

Fredericton, New Brunswick

Halifax, Nova Scotia

Kitchener, Ontario

Legend:
- Metropolitan & Suburban Comfortable
- Secure Empty
- Fast Lane Families
- Kids with Spaces
- Exurban Professionals
- Suburban Bureau
- Poliquin & Starks
- Techies & Teachers
06- Secure Empty Nesters (S2)

Professionals and business people whose children are grown and gone from their single-detached homes, Secure Empty Nesters can concentrate anew on matters close to home and heart. Nearing peak earning power in health care, education and public administration, households have the wherewithal to enjoy what’s possible with a little extra time and a nest egg cracking with opportunity. Homeowners with an average income of $114K, Secure Empty Nesters can focus on each other and the possibilities that this life stage presents.

Geo Distribution

Settlement Spaces

<table>
<thead>
<tr>
<th>Variable</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>884,407</td>
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<tr>
<td>Households</td>
<td>317,778</td>
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<tr>
<td>Labour Force Participation (15+)</td>
<td>65.62%</td>
</tr>
<tr>
<td>Average Children Per Household</td>
<td>1.0</td>
</tr>
</tbody>
</table>
07- Fast Lane Families (S2)

Young couples in their 30’s and early 40’s with a young child or two newly arrived in the suburbs and to home-ownership. These dual-earner families are the precursors to Kids & Comfort who are more established. Keeping two careers on track, while caring for the new arrivals, puts these young families in the fast lane. With high indexes on professional and managerial occupations, these couples have a high potential for upward social mobility – average income is $113K. Found in newer suburban developments with a predictable commute to work, they have opted to own more living space at the acceptable expense of a fast-lane commute.

Geo Distribution

<table>
<thead>
<tr>
<th>Variable</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>965,672</td>
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<tr>
<td>Households</td>
<td>295,329</td>
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<tr>
<td>Labour Force Participation (15+)</td>
<td>73.22%</td>
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<tr>
<td>Average Children Per Household</td>
<td>1.3</td>
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</table>

Settlement Spaces

<table>
<thead>
<tr>
<th>Settlement Spaces</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural Owner</td>
<td>4.6%</td>
</tr>
<tr>
<td>Mixed-Use Residential</td>
<td>1.3%</td>
</tr>
<tr>
<td>Suburban &amp; Exurban Owner</td>
<td>18.2%</td>
</tr>
<tr>
<td>Satellite Commercial Renter</td>
<td>0.1%</td>
</tr>
<tr>
<td>Urban Fringe Residential Owner</td>
<td>0.2%</td>
</tr>
<tr>
<td>Primary Urban Owner</td>
<td>0.0%</td>
</tr>
<tr>
<td>Primary Urban Renter</td>
<td>0.4%</td>
</tr>
<tr>
<td>Urban Core</td>
<td>75.2%</td>
</tr>
</tbody>
</table>

Leisure Activities

- Participate in Team Sports - Football
- Attend Pro Baseball Events
- Participate in Team Sports - Ice Hockey
- Visited Past Year - CN Tower
- Visited Past Year - Canada's Wonderland
- Visited Past Year - Walt Disney World
- Visited Past Year - Harbourfront Toronto

Shopping

- Bought Kids Clothes/Shoes at Roots, Gymboree, and The Children’s Place
- Roots
- Banana Republic
- Footlocker
- Fairweather
- Old Navy

Media Activity

- Listen to All Sports Radio Station
- Listen to Modern Rock/Alternative Rock
- Read The Hockey News Magazine
- Read Financial Post Magazine
- Read FOOD & DRINK
- Read FASHION Magazine
- Read Today's Parent
- Watch CP24
- Watch The Score
- Watch Modern Family
- Watch Rogers Sportsnet - Connected

Technology

- Visit Health Websites Daily
- Internet Banking by Tablet/E-Reader
- Visit Food/Recipe Websites Daily
- Visit Magazine Websites Daily

Financial

- Online Purchasing Investments
- Loan/Line of Credit - Home Equity Line of Credit
- Loan/Line of Credit - Personal Loan - Auto
- Have TFSA Account

Automobile Preference

- Compact Import
08- Kids with Space (S2)

Younger households and families who live in the exurbs – those spaces intertwined and beyond the suburbs. The kids have room to roam, to scale the taller mountains and skate the bigger ponds and lakes. Thirty percent live in Alberta. All this space means these households spend their time and money differently. When they have the time, Mom and Dad may be discussing family finances. With an average income of $110K, some boosted by oil, gas, science and technology managerial and professional employment, these households have what it takes to meet the kids’ needs for the latest and greatest gadgets and equipment.
10- Exurban Professionals (S2)

Doctors, lawyers, university professors, and even health care managers, are not by definition “urban dwellers.” Some, like Exurban Professionals, prefer the exurbs, those newly developed and yet-to-be-developed expanses out beyond the suburbs. Some live in and around the towns and small cities where rural areas are transitioning into a new type of suburbia. As couples in their 50’s and 60’s, they are generally empty nesters ready to enjoy some peace and quiet. These homeowners have an average income of $109K.

Geo Distribution

Settlement Spaces

<table>
<thead>
<tr>
<th>Variable</th>
<th>Count</th>
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<tr>
<td>Households</td>
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<td>Labour Force Participation (15+)</td>
<td>66.18%</td>
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<tr>
<td>Average Children Per Household</td>
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</table>

<table>
<thead>
<tr>
<th>Variable</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural Owner</td>
<td></td>
</tr>
<tr>
<td>Mixed-Use Residential</td>
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</tr>
<tr>
<td>Suburban &amp; Exurban Owner</td>
<td></td>
</tr>
<tr>
<td>Satellite Commercial Renter</td>
<td></td>
</tr>
<tr>
<td>Urban Fringe Residential Owner</td>
<td></td>
</tr>
<tr>
<td>Primary Urban Owner</td>
<td></td>
</tr>
<tr>
<td>Primary Urban Renter</td>
<td></td>
</tr>
<tr>
<td>Urban Core</td>
<td></td>
</tr>
</tbody>
</table>

Shopping
- Soft Moc
- Mark’s Work
- The Shoe Company
- Warehouse
- Eddie Bauer

Leisure Activities
- Attend Pro Football Events
- Visited Past Year - Butchart Gardens
- Victoria
- Visited Past Year - Grouse Mountain
- Visited Past Year - Whistler
- Vacation Travel to Britain/Ireland
- Vacation in Canada - British Columbia

Media Activity
- Listen to All Sports Radio Station
- Read Western Living
- Read Vancouver Magazine
- Read Zoomer Magazine
- Read Cottage Life
- Watch Grey Cup
- Watch Parenthood
- Watch Ron James
- Watch Superbowl

Technology
- Visit Investments Websites Daily

Financial
- Online Trading/Investing - Stocks/Bonds
- Have Mutual Funds - Dividend Funds
- Loan/Line of Credit - Credit Union
- Invested/Have Non-RRSP - Common/Preferred Stock
13- Suburban Bureau (S2)

*Suburban Bureau* is the more suburban counterpart to *Urban Bureau* – government and technology workers starting families and deciding more is better when it comes to space. *Suburban Bureau* households populate new as well as older suburban neighbourhoods with reasonable commutes into the city. Surrounding Ottawa in abundance, these neighbourhoods are also found around Canada’s other major provinces and metropolitan areas including New Brunswick, Nova Scotia and Prince Edward Island. Owning homes and earning over $100K annually, these young couples are laying down roots. With university and college degrees and relatively secure government jobs, they have the potential to become pillars of their communities.

![Geo Distribution](image)

### Geo Distribution
- **East**: 42.5%
- **West**: 17.9%
- **Ontario**: 15.9%
- **Quebec**: 17.0%
- **British Columbia**: 6.7%

### Population
- **Count**: 413,228

### Households
- **Count**: 154,345

### Labour Force Participation (15+)
- **Percentage**: 67.25%

### Average Children Per Household
- **Count**: 0.9

### Settlement Spaces
- **Rural Owner**: 4.6%
- **Secondary Urban Owner**: 17.0%
- **Mixed-Use Residential**: 17.9%
- **Suburban & Exurban Owner**: 22.4%
- **Satellite Commercial Renter**: 24.2%
- **Urban Fringe Residential Owner**: 1.4%
- **Primary Urban Owner**: 0.4%
- **Primary Urban Renter**: 1.4%
- **Urban Core**: 0.1%

### Financial
- **Internet Banking - Investment Information**: 22.4%
- **Have Mutual Funds - Money Market**: 24.2%
- **Have Mutual Funds - Canadian Equity**: 22.4%

### Shopping
- **Mark’s Work Warehouse**: 24.2%
- **Moore’s Media Activity**: 24.2%

### Leisure Activities
- **Attend Pro Football Events**: 24.2%
- **Participate in Woodworking-Building**: 24.2%
- **Participate in Golf**: 24.2%
- **Visited Past Year - Old Quebec City**: 24.2%
- **Travel in Canada - Hunting/Fishing**: 24.2%
- **Travel in Canada - Hiking/Adventure Tours**: 24.2%

### Media Activity
- **Read RICARDO Magazine**: 24.2%
- **Read Outdoor Canada**: 24.2%
- **Read Coup de pouce**: 24.2%
- **Watch Daily - Un souper presque parfait**: 24.2%
- **Watch Le Coupe Grey**: 24.2%
- **Watch Curling**: 24.2%
- **Watch Poker**: 24.2%

### Technology
- **Online Purchase(s) in Past Year - Home Electronics**: 24.2%
- **Visit Sports Websites Daily**: 24.2%
- **Visit Newspaper Websites Weekly**: 24.2%

### Table: Variable vs Count

<table>
<thead>
<tr>
<th>Variable</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>413,228</td>
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<tr>
<td>Households</td>
<td>154,345</td>
</tr>
<tr>
<td>Labour Force Participation (15+)</td>
<td>67.25%</td>
</tr>
<tr>
<td>Average Children Per Household</td>
<td>0.9</td>
</tr>
</tbody>
</table>
15- Pickups & Startups (S2)

A new, more upscale tradesmen segment – **Pickups & Startups** – are pickups with a purpose and that purpose is likely running a mobile, small business servicing private and commercial customers with a variety of skills. The sign on the full-sized pickup flashes the business name, phone number and website. Average incomes are $98K and are dependent upon a steady flow of customers and a strong regional economy. Married couples in their 50’s and 60’s suggest that many households are well-studied. Owning single-detached homes in urban areas and small towns, **Pickups & Startups** are now or will be well-known around town.

### Variable Data

<table>
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<tr>
<td>Labour Force Participation (15+)</td>
<td>66.93%</td>
</tr>
<tr>
<td>Average Children Per Household</td>
<td>1.0</td>
</tr>
</tbody>
</table>

### Geo Distribution

- East: 11.8%
- West: 20.8%
- Ontario: 48.6%
- Quebec: 5.3%
- British Columbia: 13.6%

### Settlement Spaces

- Rural Owner: 31.3%
- Mixed-Use Residential: 12.3%
- Suburban & Exurban Owner: 12.8%
- Satellite Commercial Renter: 4.2%
- Urban Fringe Residential Owner: 0.9%
- Primary Urban Owner: 0.2%
- Primary Urban Renter: 1.3%
- Urban Core: 0.0%

### Shopping
- Canadian Tire
- Mark’s Work Warehouse

### Leisure Activities
- Participate in Woodworking-
  - Stripping/Refinishing/Stain
- Participate in Knitting
- Travel in Canada - Take in Night Life
- Travel in Canada - Car
  - Visited Past Year - Whistler

### Media Activity
- Listen to Soft Music/Adult Contemporary Radio Station
- Read Reader’s Digest
- Read Style at Home
- Watch Canada AM
- Watch CBC News Network/News World (CBCNN)
- Watch Deadliest Catch
- Watch CBC Sports Weekend

### Technology
- Access Newspaper Websites by Smartphone
- Watched Videos on Smartphone
- Internet Banking by Tablet/E-Reader
- Access Social Networking by Tablet/E-Reader

### Financial
- Life Insurance - Insurance Company
- RRSP - Canada Savings Bonds
16- Techies & Teachers (S2)

Some older urban and urban fringe neighbourhoods, especially in Canada's major cities, are seeing a transformation and revitalization as teachers, lawyers, technology workers, and other young singles and couples move into the neighbourhood. This youthful cohort slowly replaces their elderly neighbours, the leading edge of an aging population. Nearly eight in ten households are owners – the homeownership rate is likely driven by affordability versus the more pricey suburbs and new condominiums. Households are busy managing their children and careers. Many have university degrees in science and technology. Average income is $97K.

Geo Distribution

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>East</td>
<td>13.9%</td>
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<tr>
<td>West</td>
<td>15.3%</td>
</tr>
<tr>
<td>Ontario</td>
<td>43.8%</td>
</tr>
<tr>
<td>Quebec</td>
<td>20.6%</td>
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Variable Count

<table>
<thead>
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<tbody>
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<td>Population</td>
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<tr>
<td>Households</td>
<td>207,875</td>
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<tr>
<td>Labour Force Participation (15+)</td>
<td>64.57%</td>
</tr>
<tr>
<td>Average Children Per Household</td>
<td>1.0</td>
</tr>
</tbody>
</table>

Settlement Spaces

- Rural Owner: 17.2%
- Mixed-Use Residential: 10.5%
- Suburban & Exurban Owner: 6.5%
- Satellite Commercial Renter: 23.6%
- Urban Fringe Residential Owner: 0.7%
- Primary Urban Owner: 0.4%
- Primary Urban Renter: 1.9%
- Urban Core: 6.4%

Shopping
- Roots
- PharmaPlus/Rexall
- Bought Kids
- Fairweather
- Clothes/Shoes at Roots
- Northern
- Reflections
- Naturalizer

Leisure Activities
- Participate in Coin Collecting
- Travel Outside Canada in Past Year
- Attend Sporting Events
- Vacation Travel to Italy
- Travel in Canada - Skiing/Snowboarding

Media Activity
- Read Western Living
- Read Cottage Life
- Read Zoomer Magazine
- Read Canadian Living
- Read Chatelaine
- Watch CityLine
- Watch Marilyn Denis
- Watch CP24
- Watch Property Brothers

Technology
- Online Purchase(s) in Past Year - Home Furnishings
- Visit Beauty/Fashion Websites Weekly
- Access Games by Tablet/E-Reader

Financial
- Have Mutual Funds - Canadian Equity
- Mortgages - From Bank
Group S3
Secondary-Metropolitan & Suburban Mid-Scale

17: Emerging Families
19: Old Urban Fringe
20: Jeunes Familles [Young Families]
22: Euro Generations
Cluster Map: Group S3
17- Emerging Families (S3)

Families with school-aged children, including many immigrants with the goal of upward mobility, know that success is synonymous with hard work – all hands on deck. A more suburban environment - flush with row houses - provides easy access to schools, jobs, and the amenities necessary for a growing family. These neighbourhoods represent a unique melting pot of Asian and Eastern European immigrant origins with the ambition to succeed. Retail managers and scientific and technical workers are common. These neighborhoods are becoming increasingly desirable. Average income is $90K.
Some neighbourhoods surrounding Canada’s major urban areas – especially Ontario - have not undergone as much change as others. The Old Urban Fringe has seen plenty of immigration but that was decades ago. European traditions run deep. Parents are in their 50’s and 60’s and a few teenagers are itching to leave. First and second generation immigrants - in their 70’s and 80’s – eagerly await the holidays, phone calls and visits from family. Typically, homes are single family detached. The labor force tends to the skilled trades and manufacturing. When they have the chance, parents attempt to instill in their children both a sound work ethic and the importance of education. Average income is $88K.
With more than 95 percent of households in the Province of Quebec, Jeunes Familles neighbourhoods are in the exurban and rural areas surrounding Quebec's major cities and small towns. More than nine in ten speak French. There is a mix of farming activities among the older generations but Jeunes Familles are most likely commuters to urban jobs in health care, scientific, professional, and technical fields. Many families have deep roots in these neighborhoods – both family and friends. Many households likely originated from these places, went to college or took an apprenticeship, and remained to raise their families with ample jobs in the city or surrounding towns. The once parents with school-age children are now empty-nester, grandparents who are regularly sought out to help with the grandchildren. Fourteen percent of the population is age ten or less. Average income is $85K.
22- Euro Generations (S3)

Third and fourth generations – Euro Generations – are the children of the children of immigrants and their children. Euro Generations neighbourhoods are thoroughly Canadian but with strong ties to primarily European cultures, languages, religions and cuisines. Typical households contain married couples with one or two school-age children. Workers contribute to a variety of industries including wholesale trade, retail trade and food services as well as the skilled trades. Households own detached and semi-detached housing. Euro Generations are building on those long-standing traditions to create opportunities for new generations to come. Average income is $81K.

Geo Distribution

Settlement Spaces

<table>
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<td>Average Children Per Household</td>
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Shopping
Le Garage Moore's
The Gap Winners

Leisure Activities
Attend Pro Baseball Events
Vacation Travel to Cuba
Visited Past Year - Air Canada Centre Toronto
Visited Past Year - Metro Zoo
Visited Past Year - Harbourfront Toronto
Visited Past Year - Eaton Centre

Media Activity
Read Starweek
Read FOOD & DRINK
Read Financial Post Magazine
Watch CP24
Watch South Park
Watch Late Night-CityNews Tonight
Watch Come Dine With Me
Watch America's Next Top Model

Technology
Visit Food/Recipes Website Daily
Online Purchase(s) in Past Year - Sports Equipment
Download Music by Tablet/E-Reader

Financial
Have Mutual Funds - International Equity
Have Mutual Funds - Canadian Bond
Group S4
Secondary-Metropolitan & Suburban Lower Middle

21: Cozy Rows
23: Dîner pour Deux [Dinner for Two]
27: Grey Collar Burbs
29: Stores & Stories
31: Essential Services
32: Trucks & Tradesmen
38: Mobile Blues
21- Cozy Rows (S4)

Cozy Rows are family-oriented neighbourhoods with an abundance of cozy semi-detached and row houses in well-planned developments. Nearly 60 percent of households have children. There is a mix of younger families and more elderly household maintainers as those “aging in place” are replaced by the street hockey and skateboard crowd. With a history of service work and the skilled trades, the inhabitants of Cozy Rows are seeing a transition to younger, more technologically savvy families. Most are homeowners building equity or well positioned with a paid-off or nearly paid-off mortgage. Average income is $82K.
These French speaking, empty nesters in Quebec are poised to take advantage of a life stage where more travel and local entertainment is possible. Many are homeowners with a nearly paid-off mortgage. While some have 9-to-5 jobs in business and industry, many work long hours in health care and skilled trades. Retirement is on the horizon. These neighbourhoods are in mostly rural and suburban areas not far from Quebec’s major cities. Married, common-law or otherwise, the future is bright. Average income is $80K. No reservations necessary.
27- Grey Collar Burbs (S4)
Suburban and small town neighbourhoods, many in the Maritimes, where service industry work is the norm are the Grey Collar Burbs. While some commuting is necessary, most Grey Collar Burbs dwellers work locally in schools, hospitals, and administrative service jobs in government and the private sector. A slightly older age population distribution yields a population favoring those aged 45 and older (grey hair not uncommon), fewer young families, and more empty nests than homes bustling with babies. Average income is $74K.

| Geo Distribution |

| Settlement Spaces |

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<table>
<thead>
<tr>
<th>Shopping</th>
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<tbody>
<tr>
<td>Pharmasave</td>
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<tr>
<td>Reitman's Reflections</td>
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<td>Sears Catalogue</td>
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<table>
<thead>
<tr>
<th>Leisure Activities</th>
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<tbody>
<tr>
<td>Participate in Boating - Power Boating</td>
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<tr>
<td>Participate in Team Sports - Curling</td>
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<tr>
<td>Travel in Canada - RV/Camper</td>
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<td>Travel in Canada - Alberta</td>
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<table>
<thead>
<tr>
<th>Media Activity</th>
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<tbody>
<tr>
<td>Listen to Traditional Country</td>
</tr>
<tr>
<td>Read Outdoor Canada</td>
</tr>
<tr>
<td>Read What's Cooking</td>
</tr>
<tr>
<td>Read Canadian Gardening</td>
</tr>
<tr>
<td>Read Reader's Digest</td>
</tr>
<tr>
<td>Watch Wipeout</td>
</tr>
<tr>
<td>Watch Dr. Oz</td>
</tr>
<tr>
<td>Watch Cash Cab</td>
</tr>
<tr>
<td>Watch Heartland</td>
</tr>
<tr>
<td>Watch Canada's Worst Driver</td>
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<table>
<thead>
<tr>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit Auction Websites Daily</td>
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<tr>
<td>Internet Service Provider - Wireless Internet Stick</td>
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</table>

<table>
<thead>
<tr>
<th>Financial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banking and Financial Services - Credit Union</td>
</tr>
</tbody>
</table>
Leisure Activities
Attend Music Concerts-Rock
Attend Music Concerts-Classical
Travel in Canada - Nova Scotia
Shopping
Pharmasave
Mac’s Convenience Stores
Media Activity
Listen to Soft Music/Adult Contemporary
Read Canadian Geographic
Read Chatelaine
Watch The Brier
Watch Wipeout
Watch Survivor
Watch The Doctors
Technology
Visit Newspapers Websites Weekly
Financial
Banking and Financial Services - GICs
Banking and Financial Services - High Interest Savings

Stores & Stories (S4)
Stores & Stories have the highest index for work in retail sales and sales occupations generally. Minding the store, therefore, is their top priority. These households are found in small cities, towns, and exurban areas from the Maritimes to Saskatchewan. Options for travel and family visits are likely on the agenda. Average income is $71K. Make sure to turn the “Closed” sign to “Open” on your way in.

29- Stores & Stories (S4)
Stores & Stories have the highest index for work in retail sales and sales occupations generally. Minding the store, therefore, is their top priority. These households are found in small cities, towns, and exurban areas from the Maritimes to Saskatchewan. Options for travel and family visits are likely on the agenda. Average income is $71K. Make sure to turn the “Closed” sign to “Open” on your way in.

Geo Distribution

Settlement Spaces

Variable | Count
--------- | -------
Population | 391,717
Households | 161,111
Labour Force Participation (15+) | 64.63%
Average Children Per Household | 0.9
Middle income service workers pay the bills by providing Essential Services. With mostly empty nests at home, Essential Services neighbourhoods are found primarily in small, exurban spaces in Quebec, Ontario and other parts of Canada. The age distribution favors those in their 50’s and 60’s. Homes are typically single detached. Tradesmen complement the service workers at the kitchen table. Average income is $71K.
**32- Trucks & Tradesmen (S4)**

*Trucks & Tradesmen* populate neighbourhoods dominated by skilled men and women with trucks. These folks were long, demanding hours with their hands and tools trying to make ends meet. Some households moved upscale – became *Pickups & Startups* - by starting businesses and painting a colorful logo on their pickup or van. Supply and demand market forces have – for now – stagnated wage growth. Average income is $70K.

---

**Leisure Activities**
- Participate Boating - Power Boating
- Travel Outside Canada in Past Year - Florida
- Hotels & Motels - Luxury
- Travel in Canada - Car

**Media Activity**
- Read Automotive Newspaper
- Read Outdoor Canada
- Read Reader's Digest
- Read FOOD & DRINK
- Watch American Pickers
- Watch Cash Cab
- Watch Two and a Half Men
- Watch CSI
- Watch Mike Holmes

**Technology**
- Visit Automotive Websites Daily

**Financial**
- Loan/Line of Credit - Personal Loan - Auto
- Banking and Financial Services - Credit Union

**Automobile Preference**
- Large Pickup Domestic

---

**Geo Distribution**

- East: 14.7%
- West: 13.0%
- Ontario: 49.2%
- Quebec: 15.1%
- British Columbia: 8.1%

**Settlement Spaces**

- Rural Owner: 0.0%
- Mixed-Use Residential: 0.1%
- Suburban & Exurban Owner: 5.4%
- Satellite Commercial Renter: 6.6%
- Urban Fringe Residential Owner: 4.6%
- Urban Core: 24.3%
- Primary Urban Owner: 29.6%
- Primary Urban Renter: 29.3%

---

**Variable** | **Count**
--- | ---
Population | 389,747
Households | 157,844
Labour Force Participation (15+) | 64.29%
Average Children Per Household | 0.9
38- Mobile Blues (S4)

Found across Canada in more rural areas, small towns and the area between suburbs, Mobile Blues generate the highest index for moveable housing. Working in a variety of manual and mobile trades including trucking and warehousing, and oil and gas extraction, their neighbourhoods are mostly single detached while more than twelve percent live in mobile homes. Household sizes range from one to many as half of Mobile Blues households have children. Average income is $69K.
Group S5
Secondary-Metropolitan Downs cance

41: Town & Country
42: Ontario Blues
45: Nouveaux Ruraux [New Rural Dwellers]
47: Cross-Town Hustle
55: Survival Skills
Cluster Map: Group S5

St. John's, Newfoundland

Cape Breton, Nova Scotia
**Leisure Activities**
- Participate in Fishing
- Participate in Snowmobiling
- Attend Music Concerts - Country
- Travel in Canada - Newfoundland
- Travel in Canada - Nova Scotia

**Media Activity**
- Listen to Traditional Country Radio Station
- Read Ontario OUT OF DOORS
- Read Our Canada
- Read Canadian Gardening
- Read Outdoor Canada
- Watch Ron James
- Watch American Pickers
- Watch The Doctors
- Watch Ice Road Truckers

**Technology**
- Online Purchase(s) in Past Year - Home Furnishings
- Visit Online Classifieds Websites Daily

**Financial**
- Internet Banking - Interest Rates Information
- Loan/Line of Credit - Personal Line of Credit
- Credit Cards - Pay Minimum Amount

---

**41- Town & Country (S5)**

_Town & Country_ dwellers can typically view the town from one side of their owned property and an expanse of countryside on the other. They nestle on the fringes of small towns and secondary cities and, consequently, may have the best of both worlds – enough space for kids to explore and proximity to shopping. A mix of household types brings young families in contact with older adults. These are neighbourhoods in transition as young workers and their families replace retirees in their well-maintained homes. A modest average household income of $63K in _Town & Country_ may, however, obscure a diversity of wealth as the older segment has accumulated a lifetime of savings while the younger cohort is just starting out.

---

**Geo Distribution**

- East: 18.7%
- West: 16.7%
- Ontario: 50.6%
- Quebec: 13.4%
- British Columbia: 0.6%

**Settlement Spaces**

- Rural Owner: 58.5%
- Mixed-Use Residential: 20.8%
- Suburban & Exurban Owner: 11.0%
- Satellite Commercial Renter: 5.7%
- Urban Fringe Residential Owner: 2.6%
- Primary Urban Owner: 1.3%
- Primary Urban Renter: 0.1%
- Urban Core: 0.0%

---

**Variable** | **Count**
--- | ---
Population | 861,974
Households | 376,261
Labour Force Participation (15+) | 56.04%
Average Children Per Household | 0.8
42- Ontario Blues (S5)

Blue collar Ontario provides the skilled workers for the factories of the Province. Perhaps largely unionized, these English-speaking shift workers keep their families fed and children healthy, taking advantage of the amenities of their suburban environment. About half of Ontario Blues, however, do not have children under age 18 present in the home. Ontario Blues are the number one ranked cluster for a high school only education. Average income is $61K.

<table>
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<td>Households</td>
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<tr>
<td>Average Children Per Household</td>
<td>0.9</td>
</tr>
</tbody>
</table>

Geo Distribution

- East: 1.4%
- West: 6.6%
- Ontario: 5.7%
- Quebec: 13.0%
- British Columbia: 73.4%

Settlement Spaces

- Rural Owner: 3.9%
- Mixed-Use Residential: 12.2%
- Suburban & Exurban Owner: 24.7%
- Satellite Commercial Renter: 2.8%
- Urban Fringe Residential Owner: 5.8%
- Urban Core: 0.6%
- Primary Urban Owner: 0.2%

Variable Count Population 452,089 Households 195,116 Labour Force Participation (15+) 61.70% Average Children Per Household 0.9

Shopping
- Mac's Convenience
- Mark's Work Warehouse
- Walmart

Leisure Activities
- Attend Pro Baseball Events
- Travel in Canada - Ontario
- Visited Past Year - Canada's Wonderland

Media Activity
- Listen to Top 40/Current Hits Radio Station
- Listen to News/Talk/Information/Sports Radio Station
- Read Ontario OUT OF DOORS
- Read FOOD & DRINK
- Read What's Cooking
- Read Canadian Health & Lifestyle
- Read Reader's Digest
- Watch Family Guy
- Watch CP24
- Watch Young & Restless
- Watch Mike Holmes

Technology
- Visit Games Websites Weekly
- Access Social Networking
- Own Prepaid (Pay As You Go) Cell Phone/Smartphone

Financial
- Life Insurance - Term Life
- Donated to Heart & Stroke Foundation

Automobile Preference
- Compact Domestic
45- Nouveaux Ruraux (New Rural Dwellers) (S5)

A French speaking, Quebec cluster located in small towns and villages close to the Province’s major cities, inhabited by a distinct mix of young families and older residents. More a suburban transformation of rural Quebec than a “back-to-the-land” movement, these neighbourhoods bring together young commuters and their families with the more seasoned rural inhabitants. Incomes average a modest $57K in part due to a predominance of young workers starting careers in the trades, as apprentices, or in health care.

Leisure Activities
Cross-Country Skiing
Participate in In Line Skating
Participate in Hunting
Visited Past Year – Botanical Gardens
Montréal
Travel in Canada - Quebec
Visited Past Year - Old Québec City
Visited Past Year - Museum Of Fine Arts
Montréal

Shopping
L’Équipeur
Couche-Tard
Jean Coutu
L’Aubainerie
Yellow

Media Activity
Listen to Retro (80’s)
Read Bel Âge magazine
Read Coup de Pouce
Read Clin d’œil
Read ELLE QUÉBEC
Watch Destinées
Watch Jobs de bras
Watch Les Simpson
Watch Salut Bonjour

Technology
Access Clip Mobile Coupon Website by PC/Laptop

Financial
Use Caisse populaire Desjardins - Non-RRSP/RRSP’s
Life Insurance - Whole Life
Life Insurance - Personal Life
Income Tax Return - Prepared by Netfile

Automobile Preference
Compact Import
Subcompact Import

Geo Distribution

Settlement Spaces

Variable | Count
--- | ---
Population | 756,625
Households | 353,315
Labour Force Participation (15+) | 57.98%
Average Children Per Household | 0.7

Rural Owner
Mixed-Use Residential
Suburban & Exurban Owner
Satellite Commercial Renter
Urban Fringe Residential Owner
Primary Urban Owner
Primary Urban Renter
Urban Core

East  West  Ontario  Québec  British Columbia

0.0% 0.5% 1.8% 2.3% 95.4%
47- Cross-Town Hustle (S5)

While subways can move oceans of suburbanites into the downtown cores of Canada’s major metros, those in many old row-house neighbourhoods are stuck with trollies, streetcars, buses, and other means to get from home to work and back. Cross-Town Hustle – with a myriad of row-houses – are populated by salesmen, restaurant and hotel service workers and a myriad of other urban jobs where a challenging local commute may be necessary. A mix of age groups brings young families – busy changing diapers and packing lunches – together with older retirees. Average income is $56K.
55- Survival Skills (S5)

Several clusters are populated by tradesmen and tradeswomen with skills. Survival Skills have more street smarts than trade-school smarts. Most work in sales and service. This is a diverse age cohort cluster where experience meets youth. This cluster indexes high on city-newbies as well as established urbanites that are widowed or divorced. Most households reside outside of the city core. Average income is $41K.

Geo Distribution

Settlement Spaces

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<td>Average Children Per Household</td>
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</table>

- Shopping
  - Walmart

- Leisure Activities
  - Bingo/Video Lottery Terminal

- Media Activity
  - Listen to New Country Radio Station
  - Listen to Retro (80's) Radio Station
  - Listen to Oldies (50's/60's/70's) Radio Station
  - Listen to Top 40/Current Hits Radio Station
  - Read People
  - Read What’s Cooking
  - Read Canadian Living
  - Read Reader's Digest
  - Watch Family Guy
  - Watch Canada's Worst Driver
  - Watch Canada AM
  - Watch Dr. Phil
  - Watch Simpsons

- Technology
  - Own Prepaid (Pay As You Go) Cell Phone/Smartphone
  - Visit Games Websites Daily

- Financial
  - Total Securities and Savings - None

- Automobile Preference
  - Small Pickup Import
Group T1
Rural & Other Comfortable

12: Primary Pursuits
25: Hinterland Hearts
26: Framers & Farmers
30: Prairie Home
33: Barns & Barnacles
35: Rods & Rifles
12- Primary Pursuits (T1)

When primary sector workers - especially those in the oil fields of Alberta - pursue the thrills and spills of raising a family, you have Primary Pursuits. Favoring Alberta but also found in Ontario, British Columbia, and Saskatchewan, these exurban and rural places can be challenging for young families with children. Some “neighbourhoods” are barely permanent, indexing high on moveable dwellings. Primary Pursuits also contain farm families with less discretionary income than Kids with Space. Some Primary Pursuits kids, therefore, are more likely helping out around the farm than snowboarding the backcountry. Average income is $103K.
25- Hinterland Hearts (T1)

Canada’s prairie heartland is home to many small towns and rural areas where farming and traditional values are priority. Fifteen percent of households are in Saskatchewan and ten percent are in Manitoba. The inhabitants of these places rely on each other and especially on their core demographic: middle-aged wives and mothers, some of whom work outside jobs in health care and social services while they continue to manage the homestead. Most are still married, although many have become widowed over the years. An aging-in-place population has already and will continue to present social and economic challenges to these communities. Average income is $76K.

Geo Distribution

Settlement Spaces

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<td>Average Children Per Household</td>
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Shopping
- Pharmasave
- Northern
- Reflections
- Sears Catalogue
- Mark’s Work
- Warehouse

Leisure Activities
- Participate in Archery
- Participate in Music Concerts- Country
- Participate in Hunting
- Travel in Canada - Saskatchewan
- Visited Past Year - West Edmonton Mall
- Travel in Canada - Alberta
- Travel in Canada - Manitoba
- Travel in Canada - RV/Camper

Media Activity
- Listen to New Country Radio Station
- Read Our Canada
- Read Canadian Gardening
- Read Westworld/Going Places
- Read Outdoor Canada
- Watch Heartland
- Watch Ron James
- Watch Hawaii Five-O
- Watch Marilyn Denis

Technology
- Visit Automotive Websites Weekly
- Use Computer Several Times a Week

Financial
- Banking and Financial Services - Credit Union
- Invested/Have Non-RRSP - Credit Union

Automobile Preference
- Large Pickup Domestic
26- Framers & Farmers (T1)

Framers & Farmers are found in small towns and rural areas, many in the Maritimes, where they put their hands to good use building and rebuilding. Many residents are employed in the construction industry. Even in the Maritimes, however, these hardy folk are more likely working on land than at sea. Most are married – many with children - and live in single-family homes. Average income is $74K.

Leisure Activities
- Participate in Music Concerts - Country
- Participate in Hunting
- Travel in Canada - Newfoundland
- Travel in Canada - RV/Camper
- Vacation Travel to Florida

Media Activity
- Listen to Traditional Country
- Listen to New Country
- Read Reader's Digest
- Read Outdoor Canada
- Read Canadian Gardening
- Read What's Cooking
- Watch Ice Road Truckers
- Watch Mansbridge One On One
- Watch Heartland
- Watch Early Evening - CBC NEWS@5

Financial
- Have Mutual Funds - Canadian Equity
- Loan/Line of Credit - Personal Loan-Auto

Automobile Preference
- Large Pickup Domestic

Geo Distribution

Settlement Spaces

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<td>Average Children Per Household</td>
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</table>
30- Prairie Home (T1)

With the highest index for making a living in the primary industries – farming, forestry, fishing, and hunting – Prairie Home neighbourhoods are the breadbasket rural areas of Canada. Passing their livelihood to the next generation is a perennial issue for Prairie Home, even as many young adults from these rural places hit the highway and head to the city. Long hours and hard work are the norm for these older, married and empty-nest single-family homeowner households. Twenty-five percent are in Saskatchewan. Average income is $71K.

Geo Distribution

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Settlement Spaces

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<th>Count</th>
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<tr>
<td>Mixed-Use Residential</td>
<td>5.3%</td>
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<tr>
<td>Suburban &amp; Exurban Owner</td>
<td>1.7%</td>
</tr>
<tr>
<td>Satellite Commercial Renter</td>
<td>0.4%</td>
</tr>
<tr>
<td>Urban Fringe Residential Owner</td>
<td>0.2%</td>
</tr>
<tr>
<td>Primary Urban Owner</td>
<td>0.0%</td>
</tr>
<tr>
<td>Primary Urban Renter</td>
<td>0.0%</td>
</tr>
<tr>
<td>Urban Core</td>
<td>0.0%</td>
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Technology

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Financial

<table>
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<tr>
<td>Banking and Financial Services - GICs</td>
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<tr>
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Automobile Preference

<table>
<thead>
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<th>Variable</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Pickup Domestic</td>
<td></td>
</tr>
</tbody>
</table>
33- Barns & Barnacles (T1)

The small towns and rural areas of Canada’s coastal provinces are populated with long-time farmers, fishermen, and their families. Twenty percent of Barns & Barnacles are in the Maritimes and the rest are in British Columbia, Ontario, and Quebec. These English-speaking neighbourhoods of single detached homes support each other and the rest of Canada with a continuous flow of seafood and farm produce. Their older age skew attests to their stamina and ability to survive while the younger children are both learning the ropes - possibly seeking detachment. While some of their friends and family followed the oil to Alberta, Barns & Barnacles stayed home. Average income is $70K – life is good when yields are bountiful and demand is high.

Geo Distribution

<table>
<thead>
<tr>
<th>East</th>
<th>West</th>
<th>Ontario</th>
<th>Quebec</th>
<th>British Columbia</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.7%</td>
<td>26.3%</td>
<td>24.5%</td>
<td>10.3%</td>
<td></td>
</tr>
</tbody>
</table>

Settlement Spaces

<table>
<thead>
<tr>
<th>Settlement Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural Owner</td>
</tr>
<tr>
<td>Mixed-Use Residential</td>
</tr>
<tr>
<td>Suburban &amp; Exurban Owner</td>
</tr>
<tr>
<td>Satellite Commercial Renter</td>
</tr>
<tr>
<td>Urban Fringe Residential Owner</td>
</tr>
<tr>
<td>Primary Urban Owner</td>
</tr>
<tr>
<td>Primary Urban Renter</td>
</tr>
<tr>
<td>Urban Core</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Variable</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>699,075</td>
</tr>
<tr>
<td>Households</td>
<td>258,404</td>
</tr>
<tr>
<td>Labour Force Participation (15+)</td>
<td>63.27%</td>
</tr>
<tr>
<td>Average Children Per Household</td>
<td>1.0</td>
</tr>
</tbody>
</table>

Shopping
- Pharmasave
- Mark’s Work
- Warehouse
- Canadian Tire
- Sears
- Walmart

Leisure Activities
- Participate in Knitting
- Participate in Sports - Fishing
- Participate in Crafts
- Travel in Canada - Hunting/Fishing

Media Activity
- Listen to New Country Radio Station
- Read Canadian Gardening
- Read Outdoor Canada
- Read Maclean’s
- Read CANADIAN HOUSE & HOME
- Read Reader’s Digest
- Watch The Voice
- Watch Dr. Phil
- Watch The Doctors
- Watch American Pickers

Technology
- Internet - Never Access the Internet

Financial
- Banking and Financial Services - Credit Union
- Donated to Diabetes Association

Automobile Preference
- Large Pickup Domestic
### 35- Rods & Rifles (T1)

With an older age skew and more retirees – about one-fourth of household maintainers are between the age of 70 and 74 - compared to *Prairie Home*, *Rods & Rifles* have more time to hunt, fish, portage and enjoy life in rural Canada. Doctors’ visits are becoming more frequent and given their rural setting, doctor appointment logistics are becoming increasingly complicated. More than one-third reside in British Columbia. Mostly married with empty nests, *Rods & Rifles* can hone their skills in more enjoyable ways than just making a living. For residents that are not retired, construction and transportation work fill the void. Many have modest nest eggs while bird watching is a favorite pastime. Average income is $70K.

### Geo Distribution

- **East**: 35.3%
- **West**: 7.3%
- **Ontario**: 5.9%
- **Quebec**: 37.9%
- **British Columbia**: 13.6%

### Settlement Spaces

- **Urban Core**: 66.8%
- **Primary Urban Renter**: 23.3%
- **Satellite Commercial Renter**: 8.9%
- **Urban Fringe Residential Owner**: 0.3%
- **Suburban & Exurban Owner**: 0.3%
- **Mixed-Use Residential**: 0.3%
- **Urban Fringe Residential Owner**: 0.0%
- **Primary Urban Owner**: 0.0%
- **Rural Owner**: 0.0%

### Variable | Count
--- | ---
Population | 629,829
Households | 287,332
Labour Force Participation (15+) | 46.08%
Average Children Per Household | 0.5

### Shopping
- Guardian Drug
- Pharmasave
- Northern
- Reflections
- Sears Catalogue

### Leisure Activities
- Participate in Snowmobiling
- Participate in Sports - Fishing
- Participate in Knitting
- Travel in Canada - British Columbia
- Travel in Canada - RV/Camper
- Travel Outside Canada in Past Year - California

### Media Activity
- Listen to New Country Radio Station
- Read Cottage Life
- Read *BRITISH COLUMBIA MAGAZINE*
- Read Canadian Gardening
- Read Canadian Health & Lifestyle
- Read Reader's Digest
- Watch *Heartland*
- Watch *Young & Restless*
- Watch *The Good Wife*
- Watch *American Pickers*
- Watch *Early Evening-GLOBAL National*

### Technology
- Visit Food/Recipe Websites Daily
- Long Distance Calls
- Own Prepaid (Pay As You Go) Cell Phone/Smartphone

### Financial
- Banking and Financial Services - Credit Union
- Banking and Financial Services - Senior's Package
Group T2
Rural & Other Downscale

44: Hard Hats & Safety Boots
46: Campagne Québécoise [Quebec Countryside]
50: North Country Habitats
44- Hard Hats and Safety Boots (T2)
Men and women, now in their 30’s and 40’s, who took up a trade or went into factory work in lieu of higher education, populate Hard Hats and Safety Boots. Most are married homeowners with a child or two. Skilled-worker families primarily in Quebec and Ontario, Hard Hats and Safety Boots are the manufacturing backbone of the Province. The work and wages are steady. Average income is $59K.

Geo Distribution

Settlement Spaces

<table>
<thead>
<tr>
<th>Variable</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>395,471</td>
</tr>
<tr>
<td>Households</td>
<td>169,423</td>
</tr>
<tr>
<td>Labour Force Participation (15+)</td>
<td>63.62%</td>
</tr>
<tr>
<td>Average Children Per Household</td>
<td>0.9</td>
</tr>
</tbody>
</table>

Shopping
- Couche-Tard
- Sears

Leisure Activities
- Participate in Bowling
- Travel in Canada - Quebec
- Shopping
- Couche-Tard
- Sears

Media Activity
- Listen to Traditionnal Country Radio Station
- Read Sélection du Reader's Digest
- Read Le Journal de Montréal
- Watch Fidèles au poste
- Watch On connaît la chanson
- Watch Les Enfants de la télé

Technology
- Visit Online Classifieds Websites

Financial
- Life Insurance - Whole Life
Across the vast expanse of Campagne Québécois are communities of farmers and foresters. They survive on the traditional trades and skills appropriate to the terrain. However, some areas of rural Quebec and New Brunswick are favored by small factories and power generation facilities. These provide decent jobs for some. But unlike North Country Habitats, younger generations of Campagne Québécois have left, leaving many of these places with a rapidly aging population. The skills and languages will likely survive with some effort but more is needed to develop the economy and attract potential migrants. If that happens, more young adults may stay. Average income is $57K.
50- North Country Habitats (T2)

There are many community and neighbourhood niches in Canada’s North Country including aboriginal communities, forestry outposts, farms, and fishing villages. Primary sector occupations dominate and provide the sustenance needed to survive. High cost areas contrast with low cost-of-living areas. People of all ages survive North Country Habitats, but young singles, families and a multitude of babies and school age children provide much of the socio-economic energy. Large household sizes are normal. Average income is $53K.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>417,700</td>
</tr>
<tr>
<td>Households</td>
<td>113,400</td>
</tr>
<tr>
<td>Labour Force Participation (15+)</td>
<td>47.66%</td>
</tr>
<tr>
<td>Average Children Per Household</td>
<td>1.4</td>
</tr>
</tbody>
</table>
Settlement Spaces Descriptions

Urban Core Areas
Primary Urban Renter Areas
Primary Urban Owner Areas
Urban Fringe Residential Owner Areas
Satellite Commercial Renter Areas
Suburban & Exurban Owner Areas
Mixed-Use Residential Areas
Rural Owner Areas
Urban Core Areas

Urban Core Areas are the downtown hearts and high density areas found primarily in Canada’s three largest cities: Toronto, Montreal, and Vancouver. They contain some of the newest and tallest modern buildings as well as many historic structures and original architecture. On average, 60 percent of households are renters, 84 percent of dwellings are within multi-unit structures and 70 percent of occupied-dwellings have four rooms or fewer. Nearly 70 percent of workers get to work without a car – access to and use of public transportation, walking and biking are paramount. Living in the Urban Core is elite - representing 5 percent of Canadian households. This segment ranks the highest on the ratio of daytime-working population (in-commuters) to daytime-home population (those who live and work locally) indicative of known downtown, urban and commercial activity.
Primary Urban Renter Areas

Within and around Urban Core Areas are the primarily residential apartment and condominium developments of Primary Urban Renter Areas. These areas feature brand new buildings as well as more vintage apartment complexes. More than 75 percent of households rent and 82 percent of households live in multi-unit structures such as apartments and condominiums. Nearly 70 percent of households have four rooms or fewer. Basic consumer needs are met among the many shops at street level. Mass transit systems and a generally walkable pedestrian infrastructure permit commuting to downtown employment without a vehicle. Half use a car to get to work. Primary Urban Renter Areas represent 8 percent of Canadian households.
Primary Urban Owner Areas

Out from the Urban Core Areas but not far from the Primary Urban Renter Areas are the Primary Urban Owner Areas, neighbourhoods that have the look and feel of actual neighbourhoods. Single detached homes, garages, shade trees and sidewalks predominate while a local library branch may complete the picture. About 56 percent of homes are classified as single family, townhouses, row houses or duplexes. In some cases, newer communities of condominium owner-dwellers have emerged and created vertical versions of Primary Urban Owner Areas. That trend has brought down living space averages while more than 60 percent of homes have five or more rooms. Owner-occupancy is 65 percent overall which likely reflects some rental tenants in the condominium areas. More than 70 percent drive to work. Primary Urban Owner Areas represent 9 percent of Canadian households.
Urban Fringe Residential Owner Areas

Urban Fringe Residential Owner Areas are located between the established residential areas of Primary Urban Owner Areas and the suburban focal points beyond the city. Population density is slightly lower than in Primary Urban Owner Areas. More than 90 percent of households are owners and more than 40 percent of homes were built after 1980. Smaller homes, duplexes and row houses are not uncommon; however, more than 90 percent of homes have five or more rooms reflecting the need for more space than the downtown areas permit. Pockets of commercial activity in Urban Fringe Residential Owner Areas have sprouted to meet the consumer needs of local residents. Mass transit options likely exist while three in four get to work with a car. This segment ranks last on the ratio of daytime-working population to daytime-home population reflective of an out-commuting, single-family home lifestyle. Urban Fringe Residential Owner Areas represent 8 percent of Canadian households.
Satellite Commercial Renter Areas

Within and around suburban areas, both old and new, are regional malls, commercial and business hubs that attract local customers, commuters, and consumers from the city and suburbs. Inhabited by majority renters (73 percent) in multi-unit dwellings, Satellite Commercial Renter Areas provide goods and services within a region or micro-region as well as along transportation corridors. Satellite Commercial Renter Areas, representing 12 percent of Canadian households, are typically close to suburban residential developments, smaller cities and towns but are typically not in the central business centers of those places. In that sense they area “satellites” to the larger urban area as well as the local suburban cores. Fifty-seven percent of dwellings are five rooms or less. Public transportation exists – as do many employers – while 81 percent use a car to get to work. This segment ranks second in the ratio of daytime-working population to daytime-home population. Residents here are used to a steady influx of traffic during the morning rush-hour.
Suburban & Exurban Owner Areas

Traditional “suburbia” has probably morphed the most into a complex settlement space. Towns that used to function as suburbs, especially around Canada’s largest metropolitan areas, have blended with new developments and taken on a new character. Suburban residential and commercial developments are nestled next to each other. Representing 25 percent of Canadian households, Suburban & Exurban Owner Areas is the most dominant segment in terms of total households – reflective of how most Canadians currently live.

The territory beyond the suburbs offers a mix of traditional rural-agriculture spaces and a newer “development” ambiance. This is exurbia, a land in transition. Nearly everyone is a homeowner with ample space (94 percent owner occupied and 94 percent with 5 or more rooms). With 56 percent of homes built since 1980, Suburban & Exurban Owner Areas have a newer feel, but older town centers provide hints of history. Ninety-three percent of residents drive to work and most probably get in the car when they need fresh bread and milk. Newer dwellings were most likely built to provide families affordable homeownership opportunities conducive with their family oriented lifestyle.
**Mixed-Use Residential Areas**

Interspersed between Suburban & Exurban Owner Areas and Rural Areas are Mixed-Use Residential Areas where a combination of residential, commercial, and even industrial activities may occur. These areas are typically not part of an expanding urban or suburban fringe. Instead, they represent the smaller, less dense areas situated around transportation corridors and crossroads (land, sea, or air) where people come to live, work, or both. Nearly 66 percent own their homes which are typically single family, townhouses and row houses and duplexes (77 percent). More than ninety percent drive to work. This segment – interspersed with physical points of interest and local amenities – ranks third on the ratio of daytime-working population to daytime-home population. Mixed-Use Residential Areas represent 16 percent of Canadian households.
Rural Owner Areas

Rural life is a distinct Canadian lifestyle. Representing 17 percent of Canadian households, Rural Owner Areas encompass everything from agricultural towns, to smaller villages, to aboriginal settlements, and out to the pristine wilderness. Rural Owner Areas households are owner occupied (90 percent) and single family (90 percent). Economic activity in these areas typically involves the key primary industries to keep food on the table: farming, fishing, forestry. An array of mining activities is also present. Cars are the primary mode of transportation – for everything.
PSYTE® HD Methodology

Introduction
Data Selection
Cluster Methods
Cluster Validation
Summary & Conclusion
PSYTE® HD Methodology Introduction

Pitney Bowes presents PSYTE HD, an accurate, data-driven geodemographic segmentation system for Canada. PSYTE HD is developed to empower users with the ability to quickly and effectively identify, understand and target the unique characteristics of customers, custom trade areas, markets and neighbourhoods. PSYTE HD categorizes the demographic, economic, geographic and household characteristics of Canadian society into 56 clusters and 12 Major Groups. PSYTE HD is developed for all Census 2011 Dissemination Areas (56,000 DAs) and refined at the 6-digit Postal Code unit of analysis (approximately 850,000 postal codes). DAs are the smallest area for which robust census data is published - a de facto neighbourhood base. Each postal code is associated with one representative DA. A postal code may contain a different cluster assignment than its parent DA.
PSYTE® HD Data Selection

PSYTE HD was developed using input data from Statistics Canada’s 2011 Census and National Household Survey, a national self-reported household survey, IHS Automotive vehicle data and Pitney Bowes annual demographic data products.

The Canadian Census is conducted every five years and Census 2011 was very different than Census 2006. The 2011 Census questionnaire consisted of the same eight questions that appeared on the 2006 Census short-form questionnaire with two additional questions on language. Unlike the 2006 Census, Statistics Canada did not use a mandatory long-form questionnaire. Instead, Statistics Canada used a voluntary National Household Survey. The National Household Survey (NHS) began within four weeks of the May 2011 Census and collected social and economic information such as immigration, citizenship, ethnic origin, visible minorities, education, and income. The national NHS response rate was about 69 percent. Pitney Bowes data development team used a robust, geographically consistent approach to mitigate missing data and statistically unreliable Census and NHS data. Additionally, Pitney Bowes purchased the Profile Series NHS data at the DA level from Statistics Canada which was not made available publically.

The Canadian self-reported household survey used in the development of PSYTE HD, is based on a national level household mail and internet survey conducted continuously that asks respondents about various household, social and fiscal dynamics including demographics, hobbies, internet behaviour and financial habits and characteristics. This data contains approximately 2.5 million anonymized household records. Household level data - aggregated to the postal code unit of analysis – was used to help differentiate household consumption, behaviours, patterns and preferences across DAs.

IHS Automotive data (IHS; Total Vehicles in Operation and New Vehicle Registration) is a vehicle registration database that contains information on the types of vehicles that Canadians drive and the types of automobiles that Canadians have purchased in the last calendar year.

Statistics Canada, a large Canadian household level survey data set and IHS data complement one another in that each data source contains a unique set of characteristics and variables that, when combined, form a strong database that serves as the baseline for PSYTE HD development. The 2011 Census and NHS, Canadian self-reported household level data, IHS Automotive, and Pitney Bowes data are combined, standardized and analyzed to determine the key variables that describe and differentiate Canadian society. Key variables include, but are not limited to, life-stage variables such as age and marital status, housing variables such as dwelling type, tenure and shelter costs and socio-economic variables such as income, wealth and home value. Variables were combined, manipulated and weighted – where appropriate - to optimize cluster formation.
PSYTE® HD Cluster Methods

Geodemographic segmentation systems are developed with quantitative and qualitative methods and techniques. The exploratory data analysis, data-mining and data-reduction process involved computing and analyzing principal components analysis (PCA), correlation analysis, and factor analysis. Before clusters are created, the input data are partitioned from the vantage of how to identify the key drivers and metrics of differentiation, or the comprehensive set of variables that explain the most variance in Canadian society. This allows for clusters which are mutually exclusive and distinct. This data discovery process was undertaken by an expert team of demographers, economists, statisticians, geographers and data strategy consultants with extensive Census data and geodemographic segmentation systems development experience spanning over a century.

The core quantitative techniques employed were k-means and Wards hierarchical cluster analysis. First, the data was grouped into atoms, or mini-clusters, using k-means cluster analysis. Next, the atoms were agglomerated, or combined, into clusters using Wards hierarchical clustering.

Pitney Bowes used a big data, iterative approach to identify the optimal solution - conditional on the available input data. From atoms to clusters, Pitney Bowes simulated hundreds of cluster solutions and evaluated each solution individually using data-mining and mathematical techniques such as logistic regression, cubic clustering criterion and combinatorics. Spatially, each solution was thematically mapped and geo-statistics were analyzed to understand the spatial pattern of each solution. Each solution was analyzed across the Canadian geographical spectrum from Province to Census Subdivisions (CSD).

The final cluster solution minimized within-cluster variance and maximized between-cluster variance. Qualitative techniques were used throughout the development process to understand why and how various cluster simulations differed from one another, to determine which set of clusters were most practical in terms of socio-demographics – accounting most importantly for end-user use cases - and to determine the most optimal solution.

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.

PSYTE HD combines proven, rigorous quantitative methods and experience-driven qualitative methods that optimize the interconnectivity of Canadian demographics, location, lifestyle, and household consumption.
PSYTE® HD Cluster Validation

The primary use cases for PSYTE HD include customer profiling, site selection, physical and digital marketing, identifying untapped and underutilized markets and helping to determine customer potential and site-selection. Validating a geodemographic cluster solution is the most important part of the geodemographic cluster solution development process. When a set of clusters are finalized, the solution must be tested and benchmarked using the same type of data that customers use with PSYTE HD. A precise geodemographic segmentation system will accurately depict and discriminate the input data that it is compared to. In developing PSYTE HD, Pitney Bowes data development team profiled customer data against PSYTE HD clusters. This data- and statistically-intensive process both help to identify and solidify the final product and prove that PSYTE HD is an accurate geodemographic segmentation
Pitney Bowes continues its well-established and well-respected geodemographic systems development excellence with the updated version of PSYTE HD, drawn from current demographics and consumer behaviours. PSYTE HD is a 56 cluster solution with one unclassified cluster - mostly due to low household and population counts. Compared to the previous version of PSYTE HD – based on the 2006 Census – 13 clusters have retained their names and general characteristics. PSYTE HD names, descriptions and data accurately portray current ground truth. PSYTE HD’s 56 clusters, 8 Settlement Spaces and 12 Major Groups provide users the total solution for understanding the core dynamics of the Canadian household population. The precise, proven, and robust quantitative and qualitative methodology used to create PSYTE HD resulted in a reliable, accurate and identifiable geodemographic segmentation system that increases business decision making capacity by providing actionable, realistic market intelligence.
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