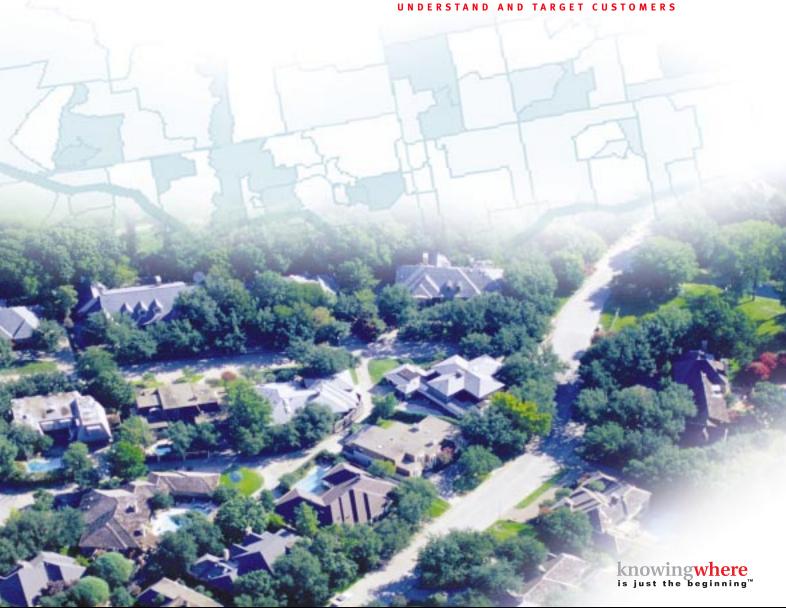


# Mapingo Canada

THE LEADING NEIGHBOURHOOD

SEGMENTATION SYSTEM TO IDENTIFY,

UNDERSTAND AND TARGET CUSTOMERS





## Who are my target customers? Where can I find them? How can I reach them?

#### IT'S A WORLDWIDE PHENOMENON THAT PEOPLE WITH SIMILAR

backgrounds, incomes and lifestyles gravitate towards one another. Households within a neighbourhood most often share ethnicity, values, tastes and expectations—but most important, they share patterns of consumer behaviour, such as buying similar products and responding to similar media. Herein lies the power of PSYTE®—the premier tool for analyzing and predicting lifestyle and consumer behaviours at the neighbourhood level.

*PSYTE*, MapInfo's powerful neighbourhood segmentation system, categorizes every Canadian neighbourhood into one of 60 mutually exclusive neighbourhood types or "clusters." Each cluster is demographically and behaviourally distinct. And each offers a wealth of other information, such as personal lifestyle preferences, buying patterns and motivations.

*PSYTE* will help you make more accurate predictions for the neighbourhood types where prospective customers can be found by providing valuable information such as:

► Media indices

Activities

- ► Financial portfolios
- ► Automobiles owned
- Household products purchased within the past year
- ► And more

#### **Typical Applications:**

- ► PROFILE CUSTOMERS
- ► PROFILE AND PINPOINT TARGET MARKETS
- ► IDENTIFY NEW MARKETS OR UNTAPPED AREAS WITHIN EXISTING MARKETS
- ▶ IDENTIFY CROSS-SELLING OPPORTUNITIES AMONG EXISTING CUSTOMERS
- DETERMINE HIGHEST POTENTIAL SITES FOR RETAIL STORES AND SERVICE CENTERS
- ► CREATE MESSAGES AND IMAGES MOST LIKELY TO TRIGGER RESPONSE
- **▶** DESIGN COST-EFFECTIVE MEDIA PLACEMENT



## PSYTE Outperforms Other Segmentation Systems

### UNMATCHED DEMOGRAPHIC AND BEHAVIOURAL VARIABLES

PSYTE adds a new dimension and precision to the clustering process using more than 250 different variables from a wealth of demographic and behavioural input sources including Census, syndicated media and market data, new vehicle registrations and data on settlement patterns. Comparatively, traditional clustering systems are based on demographics alone and have used at most 60 variables.

#### PRECISE REGIONAL DIFFERENTIATION

PSYTE looks at 80 variables to capture regional differences in what appear to be otherwise demographically and socio-economically identical neighbourhoods. Take the Satellite Suburbs and Participaction Quebec clusters, which share suburban living, large families, identical age profiles and child-centric spending patterns. Upon further investigation, PSYTE highlights the English-speaking Satellite Suburbs, a cluster heavily concentrated in Ontario who favour North American cars and magazines while Participaction Quebec consumers are likely to own Japanese cars and read French media. PSYTE makes regional distinctions that marketers simply cannot afford to ignore.

#### **PSYTE LINKS**

The *PSYTE* system is linked to behavioural data from many of the leading Canadian marketing surveys and opinion polls. Enhanced with this additional data, *PSYTE* enables you to better understand consumer behaviour, preferences and products of choice. For instance, drill down into any *PSYTE* cluster to find what TV programs they watch, which radio stations they listen to and when, what cars you're most likely to see in their driveways and what products you'll find on their kitchen shelves.

*PSYTE* includes data from top consumer surveys and polls:

- ACNEILSEN HOMESCAN
- **■** AUTOPSYTE
- BUREAU OF BROADCAST MEASUREMENT (BBM)
- **CONSUMER SPENDING POTENTIAL**
- **■** EQUIFAX
- HOUSEHOLD FACILITIES AND EQUIPMENT
- MARKET FACTS HOUSEHOLD FLOW OF FUNDS
- NADBANK
- PRINT MEASUREMENT BUREAU (PMB)
- **■** TRANSUNION

-MICHAEL J. WEISS, JOURNALIST, MARKETING ANALYST AND AUTHOR OF "THE CLUSTERED WORLD"

Few companies in the world know more about geodemographic segmentation than MapInfo.

For years, its powerful PSYTE cluster segmentation system has been widely used to craft innovative marketing campaigns for corporate and nonprofit clients alike. Whether consumers are classified Brie & Chablis, Satellite Suburbs or Agrarian Blues, PSYTE can accurately pinpoint where they live, how they live and how to push their hot buttons to get them to respond to a targeted message.



### How PSYTE Is Built

Advanced technology and years of cluster segmentation design experience are what set the *PSYTE* system apart from other systems. The rigorous process employed by MapInfo allows hundreds of possible cluster solutions to be generated based on different combinations of weights and variables. As a result, *PSYTE* meets and exceeds the essential criteria for a superior neighbourhood segmentation system.

#### **OPTIMAL UNIT OF GEOGRAPHY**

The optimal geographic unit for a segmentation system is the smallest unit for which the largest statistically reliable Census sample is available and for which socioeconomic and demographic data is published. Too large an area and your data is not refined...too small and it's statistically questionable. The basic geographic unit used by *PSYTE* is called an Enumeration Area (EA) which represents over 49,000 non-duplicated geographic units. These EA's continue to be the smallest level for valid and accurate data from reputable sources.

#### SET OF VARIABLES

Neighbourhood segmentation systems work best when they incorporate both demographic *and* behavioural variables from many sources. Using more than 250 demographic and behavioural variables, *PSYTE* captures significant patterns and lifestyles generally overlooked by other systems. And *PSYTE* compensates for duplicate variables so there is no inflation in weightings.

#### WEIGHT OF VARIABLES

The appropriate influence or weight of variables is a key element in the discriminating power of *PSYTE*. The delicate balance of variables and weights considered in the system is paramount to the ultimate definition and differentiation of Canadian neighbourhoods.

#### DISTANCE BETWEEN CLUSTERS

While the households within a cluster achieve maximum similarities across a wide range of geodemographic and behavioural characteristics, the variations between the 60 clusters are also maximized to ensure optimum differentiation and discrimination.

#### A FIVE-DIMENSIONAL PERSPECTIVE

In addition to the insight provided by the system's behavioural data, *PSYTE* cluster geodemographics reveal five descriptive dimensions. These key indicators—which enable the placement of the clusters in relation to one another—are:

- **LEVEL OF URBANITY**
- **POPULATION DENSITY**
- **■** HOUSEHOLD INCOME
- **SIZE OF CLUSTER**
- **■** HOUSEHOLD TYPE



## Cluster Living— Offering New Techniques and New Information

PSYTE offers many fascinating examples of clusters that could not have been identified using old techniques and simple Census data. Neighbourhoods exist that are not easily captured through simple demographic criteria. Take for example the following two clusters which highlight lifestyle and behavioural preferences which clearly set them apart.

#### Cluster 04, Urban Gentry

Canada's Urban Gentries are affluent, well educated, and tend to be mature singles, couples, or small families. Saab 900 is the favoured car of this crowd that drinks scotch and sparkling water—not necessarily together. Big on culture, Urban Gentries can be found living in million-dollar mansions squeezed on modest-sized lots near downtown cores where art galleries, theaters and fine restaurants await their dependable patronage.

#### Cluster 34, Pick-Ups and Dirt Bikes

The preferred dwelling of the Pick-ups and Dirt Bikes crowd is a farm with several dogs, a few all-terrain vehicles, and a satellite dish. These consumers spend their disposable income, which is less than Canada's average, on hunting, snowmobiling and vacationing in an RV. They like to fix their own car which is more likely than not to be, what else, a pick-up.



Urban Gentry (540,000 HH)



Pick-Ups and Dirt Bikes (561,000 HH)

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52 Quebec Rural Blues 2.52 Low 50+ Famillies Grade 9 Blue Collar/Natural Resource Single Debteched Own French Low 55+ Singles & Couples High Schrool/-Grade 9 Blue-Gey Collar/Tarm Single Debteched Own English Ded 15-   52 Euro Quebec Walkups 1.74 Lower Middle Mixed Mixed Grade 9 High Schrool Grade 9 Blue-Gey Collar/Tarm Single Debteched Own English Ded 15-   53 Quebec Town Eldes 2.66 Low <30 & 55+ Mixed - Grade 9 High Schrool Grey Collar Other Rent French University of Collar Other Single Debteched Mixed French Med 15-   54 Aging Quebec Usbaniles 0.27 Low <30 & 60+ Singles - Grade 9 High Schrool Grey Wilhie Collar Other/Npartment Rent French Med 15-   55 Quebecs New Urban Mixed 2.15 Low <35 & 60+ Mixed - Grade 9 High Schrool Grey Wilhie Collar Other/Apartment Rent French Med 15-   56 Aged Persioners 1.11 Low <30 & 60+ Singles - Grade 9 High Schrool Grey Collar Single Debteched/Other Mixed English Low 15-   58 Aged Persioners 1.11 Low <30 & 60+ Singles - Grade 9 High Schrool Grey Collar Other Single Debteched/Other Mixed English Low 15-   59 Big City Stress 1.06 Low <35 & Mixed High Schrool Grey Collar Other/Apartment Rent English Med English Ded Collar Other/Apartment Rent English Med English Low 15-   50 Aged Persioners 1.11 Low - 25 Mixed High Schrool Grey Collar Other Apartment/Other Rent English Med English Low 15-   59 Big City Stress 1.06 Low - 25 Mixed High Schrool Grey Collar Other/Apartment Rent English Med Debt Mixed High Schrool Grey Collar Other Other/Apartment Rent English Med Debt Mixed High Schrool Grey Collar Other Other/Apartment Rent English Debt Debt Mixed High Schrool Grey Collar Other Other/Apartment Rent English Debt Debt Mixed Collar Other Other/Apartment Rent English Debt Debt Mixed Collar Other Other/Apartment Rent English Debt Debt Mixed Collar Other Other Debt Mixed Collar Other Other Other Debt Mixed Collar Other		49	Down, Down East	0.74	Lower Middle	Mixed	Large Families	High School/ <grade 9<="" td=""><td></td><td>Single Detached</td><td>Own</td><td>English</td><td>Decline</td></grade>		Single Detached	Own	English	Decline	
55 Old Canadian Rustlics 0,96 Low 65+ Singles & Couples High School/-Grade 9 Blue/Grey Collar/Farm Single Detached Own English Ded 1,54 Euro Quabec: 0,94 Lower Middle Mixed Mixed Grade 9High School Blue/Grey Collar Other Rent French/Other Low 45 Old Quabec Walkups 1,74 Lower Middle <30 & 55+ Mixed Grade 9High School Whelf-Grey Collar Other Rent French Low 53 Quabec from Eides 2,66 Low <30 & 55+ Mixed Grade 9High School Grey Collar Other/Single Detached Mixed French Med 54 Aging Quabec tibraniles 0,27 Low <30 & 60+ Singles Grade 9High School Grey While Collar Other/Apartment Rent French Med 57 Quabecs New Uthan Mixed 2,36 & 60+ Mixed Grade 9High School Grey While Collar Other/Apartment Rent French Low 1,54 Aging Quabec Uthan Mixed 2,36 & 60+ Mixed High School Grey Collar Single Detached/Other Mixed English Low 58 Aged Persioners 1,11 Low <30 & 60+ Singles Grade 9High School Grey Collar Single Detached/Other Mixed English Low 58 Aged Persioners 1,11 Low <30 & 60+ Singles Grade 9High School Grey Collar Other/Apartment Rent French Low Mixed English Low 58 Aged Persioners 1,11 Low <30 & 60+ Singles Grade 9High School Grey Collar Other Mixed English Med Grey Collar Single Detached/Other Mixed English Med Grey Collar Other/Apartment Rent English Med High School/Grade 9 Rey Collar/Uthemployed/ Other/Apartment Rent English Med High School Collar Other/Apartment Rent English Med High School/Grade 9 Rey Collar/Uthemployed/ Other/Apartment Rent English Decline Collar												English	Low	
15   42   Euro Quebec   0.94   Lover Middle   Mixed   Mixed   Mixed   -Grade 9/High School   Blue/Grey Collar   Other   Rent   French/Other   Lover Middle   -6.0							Families				Own			
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57 Quebecs New Urban Mossic 2.15 Low < .35 & 60+ Mixed Grade 9 High School Grey Collar Other Rent French Low 16 48 Struggling Downtowns 2.90 Lower Middle < .35 & 65+ Mixed High School Grey/Blue Collar Single Detached/Other Mixed English Low 58 Aged Persioners 1.11 Low < .30 & 60+ Singles - Grade 9 High School Grey Collar Apartment/Other Rent English Med 59 Big City Stress 1.06 Low < .35 Mixed High School/-Grade 9 Grey Collar/Interproperat/ Other/Apartment Rent English/Other Decl													Medium	
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