CanaCode Lifestyles

Canada's Most Comprehensive Customer Segmentation Solution

REAL PEOPLE | REAL DATA | REAL INSIGHTS

Polaris
Market Analytics + Intelligence

CanaCode Lifestyles

Successful marketing programs start with understanding your unique customers: who they are, where they live, what they care about, along with their lifestyle, family structure and spending habits.

CanaCode Lifestyles is a groundbreaking customer segmentation solution developed by Canada's leading data scientists, mathematicians, and market research statisticians. CanaCode offers an unparalleled data fusion of demographic, household spending, consumer lifestyle, attitude, and behavioural databases, empowering marketers with a 360-degree view of their target market's choices, preferences, and shopping patterns.

The two-tier lifestyle segmentation system works at the six-digit postal code level providing a highly detailed and precise picture of today's Canadian consumers.

CanaCode classifies Canada's consumer landscape into 18 distinct lifestyle segments and 110 highly

detailed niche segments packed with powerful insights on consumers' socio-demographics, attitudes, shopping, spending routines, media consumption, online, and leisure activities and much more!

With CanaCode Lifestyles' detailed consumer profiles, marketers can now identify and connect with their customers on a deeper level by anticipating their behaviour, attitudes, and purchase preferences.
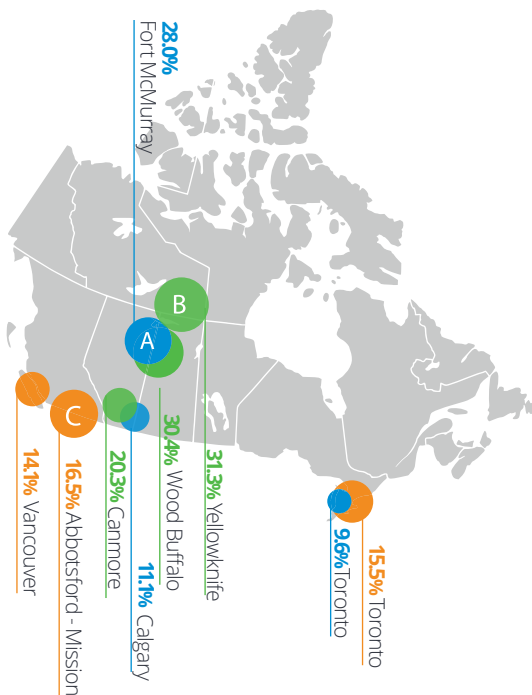
Discover what really drives your customers' lifestyles and spending priorities and then craft a micro-marketing campaign using channels and messaging that truly resonate with each distinct group or customer type.

With powerful consumer segmentation data right at your fingertips, you can reach your best consumers and maximize the ROI on your marketing investment.

Use CanaCode Lifestyles to Power Your Marketing Decisions:

✓ Attract new and powerful niche segments

✓ Position your retail outlets in the right locations

✓ Analyze trade areas and plan for future expansions with confidence

✓ Improve customer engagement and loyalty

✓ Understand media preferences and send the right message to the right customers at the right time

✓ Improve retention with personalized communications and offers

✓ Make smart marketing investment decisions

✓ Identify your ideal customers and learn where to prospect for them

✓ Drive higher return on marketing spend

✓ Conduct market analysis to support important investment or divestment decisions

Keep your brand relevant in a competitive and fragmented marketplace. With CanaCode Lifestyles, you have the consumer profiling and segmentation tools to focus your marketing resources where they can make the biggest impact, and drive real value for your business.

28.0% Fort McMurray

A
B
C

14.1% Vancouver
16.5% Abbotsford - Mission
20.3% Canmore
30.4% Wood Buffalo
11.1% Calgary
31.3% Yellowknife
9.6% Toronto
15.5% Toronto

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

A Affluents
B Elite Professionals
C Ethnic Cruisers

Get a 360-Degree View of Your Customers

Cluster

A Affluents
3.44% of Canadian households

AVERAGE HH INCOME
$ 260 K
Average Home Value
$1,870,031
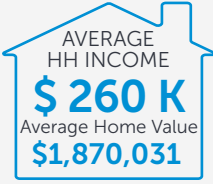
AGE
50-54

VEHICLE
Mercedes GLE Hybrid, Own 3+ cars

FAVOURITE COFFEE SHOP
Starbucks, Second Cup, Tea Stores

FAVOURITE SOCIAL MEDIA
Linkedin & Twitter
*Besides Facebook

ACTIVE IN: Golf, skiing, film festival, hockey, fitness classes
SPEND MONEY ON: Mountain Equipment, Lululemon, Golf fine foods/butchers

PSYCHOGRAPHICS/ HEALTH CONCERNS: Weight control, nutritional content, relaxed social life
INVEST WITH: Trust Co, Broker & Financial Planner

Cluster

B Elite Professionals
7.20% of Canadian households

AVERAGE HH INCOME
$ 165 K
Average Home Value
$1,213,937

AGE
45-49

VEHICLE
Volkswagen Tiguan & BMW X5

FAVOURITE COFFEE SHOP
Second Cup & Starbucks

FAVOURITE SOCIAL MEDIA
Linkedin, Twitter, Instagram
*Besides Facebook

ACTIVE IN: Aerobics, yoga, curling, skiing, golf & soccer
SPEND MONEY ON: The Bay, Costco, Lululemon, Golf Town

PSYCHOGRAPHICS/ HEALTH CONCERNS: Nutritional content, relaxed social life, entertainment
INVEST WITH: Financial Planner & Broker

Cluster

C Ethnic Cruisers
4.37% of Canadian households

AVERAGE HH INCOME
$ 141 K
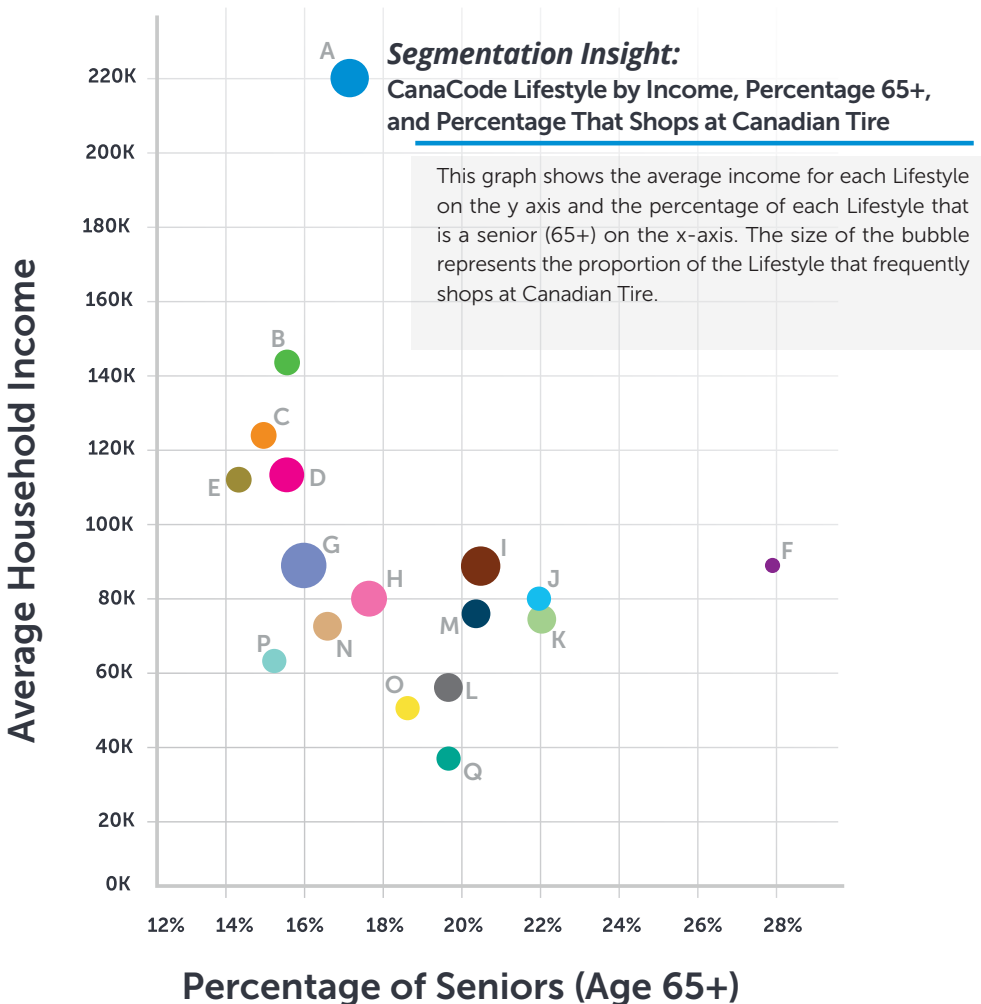Average Home Value
$1,286,625

AGE
40-44

VEHICLE
BMW, Honda Accord Hybrid, Lexus RX 350

FAVOURITE COFFEE SHOP
Second Cup, Starbucks

FAVOURITE SOCIAL MEDIA
Instagram, LinkedIn, Twitter Other Social Media
*Besides Facebook

ACTIVE IN: Basketball, soccer raquet sports, theme/water park
SPEND MONEY ON: The Bay, Amazon, Costo, Sport Chek

PSYCHOGRAPHICS/ HEALTH CONCERNS: Weight conscious, work-life balance
**INVEST WITH:** Banks, Discount Broker & Trust Co.

Get Insights on Your Customers with CanaCode Lifestyles

Segmentation Insight:
CanaCode Lifestyle by Income, Percentage 65+, and Percentage That Shops at Canadian Tire

This graph shows the average income for each Lifestyle on the y axis and the percentage of each Lifestyle that is a senior (65+) on the x-axis. The size of the bubble represents the proportion of the Lifestyle that frequently shops at Canadian Tire.

Average Household Income (y-axis): 0K, 20K, 40K, 60K, 80K, 100K, 120K, 140K, 160K, 180K, 200K, 220K

Percentage of Seniors (Age 65+) (x-axis): 12%, 14%, 16%, 18%, 20%, 22%, 24%, 26%, 28%

Data points: A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q

CanaCode Lifestyles

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

% Frequent Shoppers at Canadian Tire

- 32%
- 35%
- 40%
- 45%
- 52%
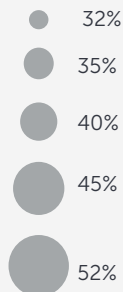
CanaCode Lifestyles

Cluster A
4 Niches

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

3.44% of Canadian households

Cluster B
6 Niches

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

7.20% of Canadian households

Cluster C
5 Niches

Ethnic Cruisers
- Ethnic & Established
- Highly Travelled
- Family Focused
- Home & Health

4.37% of Canadian households

Cluster D
6 Niches

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

6.19% of Canadian households

Cluster E
9 Niches

Buy Me a New Home
- Double Earners
- Young Families
- Home Buyers
- Home & Garden

11.00% of Canadian households

Cluster F
8 Niches

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

4.08% of Canadian households

Cluster G
11 Niches

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

14.26% of Canadian households

Cluster H
3 Niches

High Trades
- Skilled Trades
- Secondary Education
- Hardworking
- Family Oriented

4.93% of Canadian households

Cluster I
7 Niches

Urban Life in Small Towns
- Service Industry
- Spend on Basics
- Single Parents
- Home & Community

7.81% of Canadian households

Cluster J
2 Niches

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

5.98% of Canadian households

Cluster K
1 Niche

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

4.49% of Canadian households

Cluster L
13 Niches

Comfortable Apartment Dwellers
- Seniors and Singles
- Soft Skills
- Disposable Income
- Mixed Interests

11.29% of Canadian households

Cluster M
9 Niches

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

4.18% of Canadian households

Cluster N
5 Niches

The New Canadians
- Immigrant Strivers
- Refined Blue-Collar
- Bus, Metro, Walk
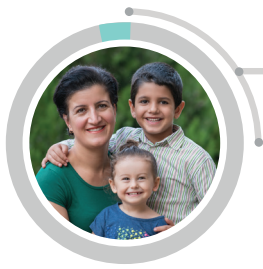- Young Families

2.73% of Canadian households

Cluster O
7 Niches

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

3.13% of Canadian households

Cluster P
4 Niches

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

1.65% of Canadian households

Cluster **Q**

9 Niches

Thrifty

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

3.27% of Canadian households

Cluster **R**

1 Niche

Business

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

A Holistic View of Consumers

CanaCode Lifestyles is a state of the art customer segmentation system, classified at the six-digit postal code level. It is engineered using an advanced data fusion of more than 10,000 variables.

The two-tier segmentation solution consists of a primary tier of 18 broad lifestyle segments used for high level socio-demographic overviews of consumer lifestyles. CanaCode also includes a subset of 110 distinct detailed niches that go even further, revealing intricate patterns in consumer lifestyles and behaviours for each niche. It's designed from the ground up to increase accuracy of predictive models.

Extraordinary Market Insights

CanaCode Lifestyles' clustering algorithms integrate a variety of authoritative data sources for richly detailed insights into consumer lifestyles and buying patterns.

Our input data sources include:

- **SuperDemographics:** Current year estimates of population statistics including age, dwelling, household, family, education, immigration, ethnicity, and religion.

- **Household Spending Patterns:** Estimated household annual spending including, food, clothing, shelter, transportation, health care, personal care, financial services, and insurance.

- **Estimates and Projections:** Current year population and income estimates, and projections of population by age group, household and family, in 5- and 10- year.

- **Business Patterns:** Current year estimates of number of business establishments, such as supermarkets, department stores, and pharmacies.

- **Geographic Patterns:** Urban/rural indicators, proximity to parks, shopping malls, pharmacies, community centers, and schools.

- **Consumer Purchase Behavioral, Product Usage, Lifestyle and Psychographic Patterns:** Consumer food and beverage consumption, leisure activities, psychographic patterns, restaurant visits, shopping patterns, travel patterns purchasing, spending and loyalty patterns, telecom usage, financial patterns, and much more.

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2022 STATS