

DATA VINTAGE

2022

BASE LEVEL GEOGRAPHY

Dissemination area

VARIABLES

18—ENVISION

22— Flat File

SEGMENTS

12

To view the complete list of variables please visit:

environicsanalytics.com/en-ca/variables

WHAT IT IS

AccultuRates is designed to help organizations find effective ways to connect with cultural groups, by determining the acculturation levels within Canada's two largest visible minority groups: Chinese and South Asian populations. Because all visible minority Chinese and South Asian households are not uniform, it is important for marketers to identify language preferences, the drivers of purchase decisions and the degree of affinity with Canada versus their homeland in order to understand the diversity within the diversity. AccultuRates classifies the Chinese and South Asian populations into six segments of acculturation based on demographic data such as age, language spoken at home and period of immigration. Every dissemination area (DA) with a significant percentage of the Chinese or South Asian population has been assigned an AccultuRates segment. Of Canada's visible minority Chinese, AccultuRates classifies 99.1 percent of the household population in 35 percent of all DAs, representing 4.8 percent of the nation's total population. For the South Asian population, the system classifies 37 percent of all DAs, representing 99.6 percent of all visible minority South Asians—7 percent of the total Canadian household population. In addition, the segments of both groups have been characterized with select variables so users can gain a detailed understanding of their purchase behaviour, lifestyle activities and media preferences.

HOW IT'S USED



Because every Canadian neighbourhood with a significant Chinese or South Asian presence has received an AccultuRates classification, users can better understand the level of acculturation for specific communities in a trade area and how it affects their lifestyles, spending patterns and language use.



Whether you are marketing to all consumers of a cultural group, only those households who have recently arrived in Canada or those who have been here for years, AccultuRates can help shape your marketing campaigns to reach these important segments effectively with the right message, language and offer.



With AccultuRates segments linked to PRIZM®, users can also develop insights into the lifestyles, purchase patterns, media preferences and social values of their Chinese and South Asian customers. With AccultuRates, organizations and businesses can make more informed decisions about how to engage their culturally diverse customers and prospects.

SAMPLE QUESTIONS IT CAN ANSWER

- How acculturated is the Chinese population in my trade areas?
- Where can I find less acculturated, recent South Asian immigrants?
- Within my trade area, how can I map out the distribution of South Asian acculturation?
- What is the cultural composition of my store/branch trade areas and how should that impact my staffing?