

DELTA RELEASE NOTES

DATA VINTAGE

2021

BASE LEVEL GEOGRAPHY

Postal code

SEGMENTS

150

To view the complete list of variables please visit:

environicsanalytics.com/en-ca/variables

WHAT IT IS

DELTA is a distinct segmentation system consisting of 150 segments at the postal code level that is based on key dimensions such as age, income, education, marital status and dwelling type. While PRIZM was developed for 67 lifestyle types, DELTA classifies every postal code as one of 150 segments to provide finer analysis of the lifestyles and values of Canadians. The system was developed to help marketers reach today's consumers in an era of new online, mobile and digital advertising channels. With organizations striving to find high-value customers with the best segmentation tools, DELTA provides more choices to differentiate customers for profiling and modelling applications.

The DELTA segmentation was completely rebuilt in 2020 using the 2016 census and National Household Survey (NHS). This rebuild incorporates significant shifts in the urban landscape and many demographic themes. As the urban landscape changes, it has forced the disappearance of the exurban classification, and created a new urban classification was created, the urban fringe. The urban fringe appears in major cities and it is a classification that falls between urban and suburban. This classification captures once-suburban areas that, over the last 30 years, have been swallowed up urban sprawl. For more information on the methodology, refer to the PRIZM Technical Document.

HOW IT'S USED



Marketers can use DELTA when analyzing different trade areas to determine the best media mix and messages to reach their target audiences.



Insurance companies can link DELTA to their CRM data to create more robust consumer segment profiles and identify their most profitable segments. These insights can help users develop effective strategies for prospecting and attracting new clients.



Media companies can create more defined target groups using DELTA segments to help locate areas with high-value customers and provide guidance for more targeted delivery of digital advertising.

SAMPLE QUESTIONS IT CAN ANSWER

- What is the DELTA segment composition of my customers?
- Which DELTA segments are found within my trade area?
- What are the differences between the DELTA profiles of my best customers and all of my customers?
- How can I use my target groups to find new customers?
- Which segments have the best response rates to my mail campaigns?