



EA CONNECT

19th Annual User Conference

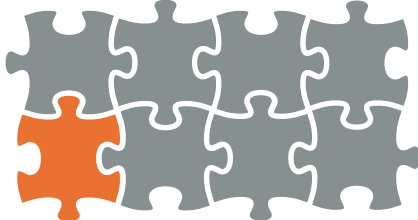
ENVIRONICS
ANALYTICS

ENVISION



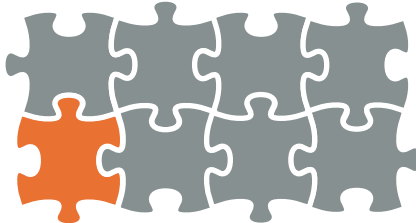
Teresa Sinopoli
Chief Product Officer
Environics Analytics

1st Party Data: What they buy & how much they spend.



Postal Code	City	Dollars	SKU	Loyalty Member
N7M2X7	Chatham	\$ 102.73	TP-4501	Yes
C1A4K6	Charlottetown	\$ 14.40	FJ-1023	Yes
N3C4M5	Guelph	\$ 125.15	PT-4422	Yes
T3J1S7	Calgary	\$ 576.82	FJ-1023	Yes
L2E5K3	St. Catharines	\$ 233.32	TP-4501	Yes
T8N1X6	Edmonton	\$ 576.82	PT-4422	Yes
M1R1V4	Scarborough	\$ 547.98	TP-4501	Yes
N4S7V6	Woodstock	\$ 576.82	TP-4501	Yes
M5A3M2	Toronto	\$ 322.52	TP-4501	Yes
L6R0W1	Brampton	\$ 576.82	TP-4501	Yes
L6T3H6	Brampton	\$ 576.82	FJ-1023	Yes
L5V2N5	Mississauga	\$ 576.82	PT-4422	Yes
L8G5C8	Stoney Creek	\$ 576.82	TP-4501	Yes
T5Y3L8	Edmonton	\$ 391.26	TP-4501	Yes
M1H2G6	Scarborough	\$ 57.68	PT-4422	Yes
E2L2M4	Saint John	\$ 145.12	TP-4501	Yes
J5Y0H8	Repentigny	\$ 160.74	PT-4422	No
M6R2R3	Toronto	\$ 519.14	FJ-1023	Yes
M3C2N2	North York	\$ 576.82	TP-4501	Yes
K2J4T5	Ottawa	\$ 404.28	PT-4422	Yes
B2N3Y7	Truro	\$ 576.82	FJ-1023	No
N2P2Y9	Kitchener	\$ 134.24	TP-4501	No
M6P3V6	Toronto	\$ 28.84	FJ-1023	Yes
N5Y2N7	London	\$ 576.82	TP-4501	Yes
E2M1R5	Saint John	\$ 576.82	PT-4422	Yes
J9J1J5	Ottawa	\$ 576.82	FJ-1023	Yes
R2V2A9	Winnipeg	\$ 576.82	PT-4422	Yes
M3J1P4	Vaughan	\$ 261.76	TP-4501	Yes
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ENVISION puts intelligence at your fingertips.



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STARTER TEMPLATES

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Segmentation: PRIZM Profile

Executive Report: Demographics

Executive Report: Segmentation

Executive Report: SocialValues

Executive Report: WealthScapes

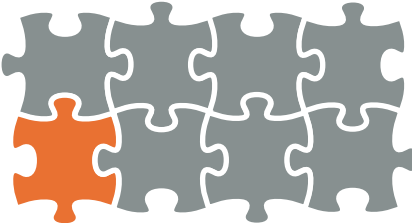
Target Group Builder

Recents

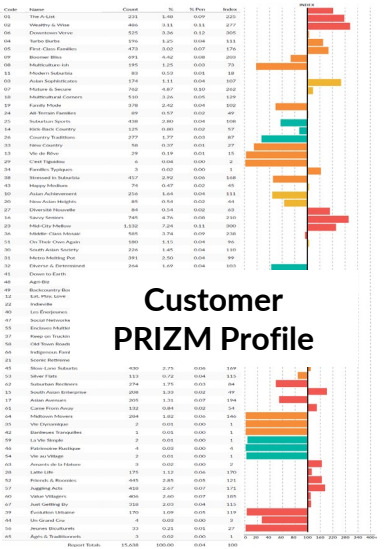
Report Name	Last Edited	Dataset	Created By	Status
Comprehensive Blair & Andrew PRIZM® Lifestyle Profile Analysis for Greater Toronto Area Demographics	08/19/2025	PRIZM®	BR	Shared
London Population Demographics Overview and Community Characteristics Study	08/18/2025	DemoStats	BR	Private
Orillia Population Analysis Report	08/18/2025	WealthScapes	BR	Shared
Comprehensive Markham Population Study with Economic and Social Indicators Assessment	08/18/2025	MobileScapes	BR	Private
Guelph Population Insights	08/18/2025	ClickScapes	BR	Shared

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PRIZM is the 'lingua franca' of marketing in Canada.



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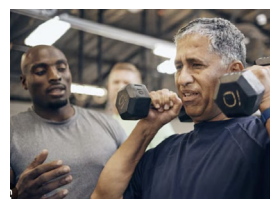


PRIZM® Profile - NexFit Members								NexFit Free Trial Quitters				NexFit 1+ Year Quitters			
Customer File: NexFit Members								Customer File: NexFit Free Trial Quitters				Customer File: NexFit 1+ Year Quitters			
Benchmark: Canada								Benchmark: Canada				Benchmark: Canada			
Variable: PRIZM® LDU Bases • 2025 Total Population								Variable: PRIZM® LDU Bases • 2025 Total Population				Variable: PRIZM® LDU Bases • 2025 Total Population			
SG	LG	Code	Name	Count	%	% Pen	Index	Count	%	% Pen	Index	Count	%	% Pen	Index
U1	M1	01	The A-List	231	1.48	0.09	225	26	1.24	0.01	189	10	1.78	0.00	271
U1	M1	02	Wealthy & Wise	486	3.11	0.11	277	45	2.15	0.01	192	22	3.91	0.00	349
U1	F1	06	Downtown Verve	525	3.36	0.12	305	443	21.17	0.10	1,922	114	20.25	0.03	1,838
S1	F3	04	Turbo Burbs	196	1.25	0.04	111	1	0.05	0.00	4	3	0.53	0.00	47
S1	F2	05	First-Class Families	473	3.02	0.07	176	25	1.19	0.00	70	14	2.49	0.00	145
S1	M1	09	Boomer Bliss	691	4.42	0.08	203	25	1.19	0.00	55	14	2.49	0.00	114
S2	F2	08	Multiculture-ish	195	1.25	0.03	73	3	0.14	0.00	8	6	1.07	0.00	62
S2	Y3	11	Modern Suburbia	83	0.53	0.01	18	3	0.14	0.00	5	3	0.53	0.00	19
F1	F2	03	Asian Sophisticates	174	1.11	0.04	107	37	1.77	0.01	170	12	2.13	0.00	205
F1	M1	07	Mature & Secure	762						0.01	211	16	2.84	0.00	153
F1	F2	18	Multicultural Corners	510						0.00	34	13	2.31	0.00	91
S3	F3	19	Family Mode	378	2.42	0.04	102	3	0.14	0.00	10	7	1.24	0.00	52
S3	Y3	24	All-Terrain Families	89	0.57	0.02	49	2	0.10	0.00	8	2	0.36	0.00	30
S3	F3	25	Suburban Sports	438	2.80	0.04	108	3	0.14	0.00	6	8	1.42	0.00	55
R1	F3	14	Kick-Back Country	125	0.80	0.02	57	0	0.00	0.00	0	1	0.18	0.00	13
R1	F3	26	Country Traditions	277	1.77	0.03	87	0	0.00	0.00	0	6	1.07	0.00	52
R1	F3	33	New Country	58	0.37	0.01	27	0	0.00	0.00	0	0	0.00	0.00	0
S4	F2	13	Viva la Révo	29	0.19	0.01	45	0	0.00	0.00	0	0	0.00	0.00	0
All Totals				15,638	100.00	0.04	100	2,093	100.00	0.01	100	563	100.00	0.00	100

Many PRIZM Profiles

Index Ranges: 0-64 65-89 90-109 110-149 150

3 Target Audiences



Very wealthy, cosmopolitan, middle-aged and older families and couples

27.3% of Customers



Younger, multi-ethnic urban singles and couples

37.8% of Customers



Older, financially comfortable, suburban couples and families

19.3% of Customers

Urban Young



U1 Urban Elite
Younger and middle-aged, urban, high-income households



U3 Young Urban Core
Younger, multi-ethnic urban singles and couples

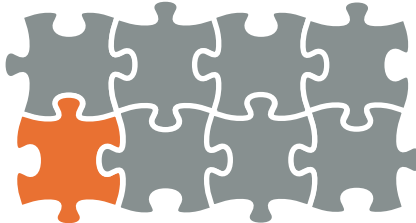


U3 Young Urban Core
Younger and middle-aged, university-educated, urban singles



U5 Young Urban Mix
Younger, single urban white-collar households

Discover who they are.



The Urban Young audience exhibit a pronounced international composition, with a high prevalence of first-generation immigrants (65%) and visible minorities (54%), alongside significant use of non-official languages at home. The majority live in urban condo settings (83%) or apartments (96%), with recent construction gaining traction. This highly educated group, with 71% holding advanced degrees, reflects a dynamic, globally connected, and metropolitan lifestyle.

Key Findings

Population			
Variable Name	Count	%	Index
Females	400,614	50.34	101
Movers Pst 5 Yrs	463,395	61.17	156

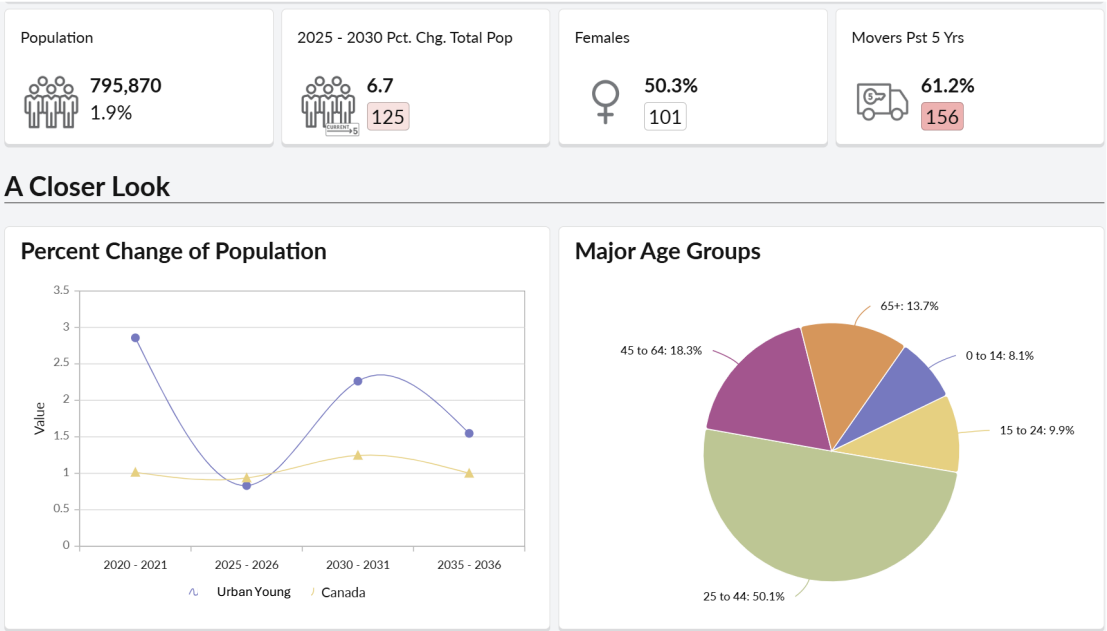
Immigration			
Variable Name	Count	%	Index
Immigrant	343,443	43.86	175
Recent Immigration	68,717	8.78	227
First Generation	510,736	65.22	206
Second Generation	136,589	17.44	103

Diversity			
Variable Name	Count	%	Index
Visible Minority	424,574	54.22	188
Indigenous Identity	8,755	1.12	22
Non-Official Single Mother Tongue	343,140	43.82	184
Non-Official Single Home Language	168,601	21.53	164

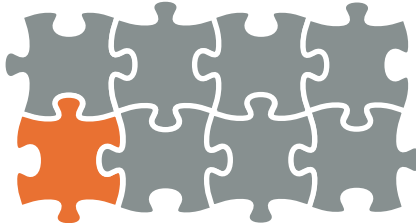
Education & Work			
Variable Name	Count	%	Index
University Degree	380,787	70.55	193
Home as Place of Work	130,287	25.76	141

Households			
Variable Name	Count	%	Index
One-Person Hhlds.	207,339	49.96	166
One-Family Hhlds.	173,326	41.77	67

Income		
Variable Name	Value	Index
Average Hhld. Income	132,053	103
Median Hhld. Income	96,208	101
Aggregate Hhld. Income	54,801,785,8...	103



Discover why customers make choices.



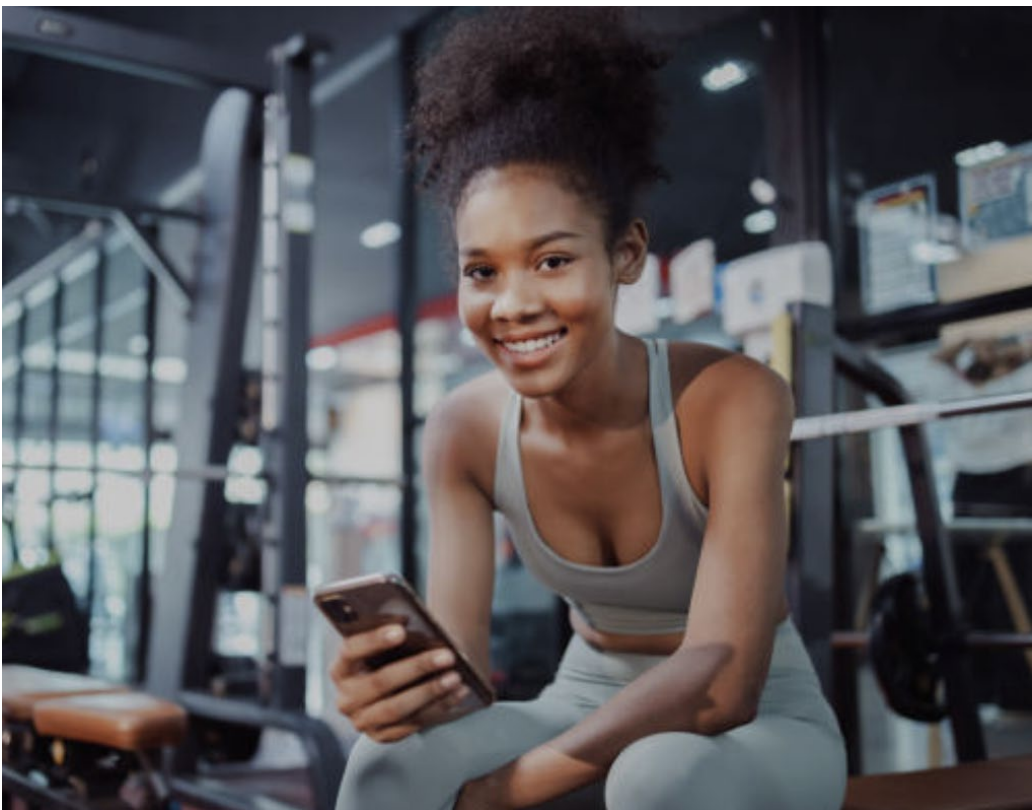
Key Findings

The Urban Young audience exhibit a pronounced inclination toward authenticity, with a strong preference for brands that convey genuine stories and cultural depth. They are highly influential within their social networks, often serving as advocates for brands and products through their enthusiasm and detailed knowledge. Additionally, this group places significant value on expressing social status through style, taste, and symbolic possessions. Together, these traits highlight an audience driven by meaningful connections to brands and their social impact.

A Closer Look - Consumer Values

167	Brand Genuineness: Brand's story, principles and culture make it more compelling	134	Importance of Brand: Trustworthiness of brands influences purchasing habits
159	Consumption Evangelism: Influence and lead peers around adoption of brands, products and services	108	Importance of Price: Price is a primary driver in purchasing
114	Discriminating Consumerism: Defensive against consumerism; make information-based, factual decisions	145	Need for Status Recognition: Acknowledgement of personal social standing and respect by others are important
102	Ecological Lifestyle: Environmental concerns are integrated in purchase decisions	161	Ostentatious Consumption: Desire to display affluence to impress others
87	Ethical Consumerism: Perceived ethics of a company influences purchase decisions	99	Utilitarian Consumerism: Practicality and utility are motivators. Aesthetics are less important.

Discover what they do.



Key Findings

Events & Activities Summary

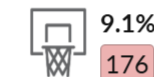
Ranked by Index, Minimum of 5% Comp

The Urban Young audience are highly engaged with cultural activities, particularly film festivals, demonstrating an affinity for niche and artistic experiences. This behavior highlights their preference for unique, immersive events that align with a lifestyle centered on exploration and enrichment.

Film festivals



Live Pro Basketball

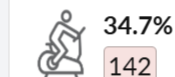


Sports & Hobbies Summary

Ranked by Index, Minimum of 5% Comp

The Urban Young audience are highly engaged in health club activities such as weight training, showcasing a strong dedication to wellness and physical fitness. Their active lifestyle highlights a preference for dynamic and community-oriented recreational pursuits.

Health club activity



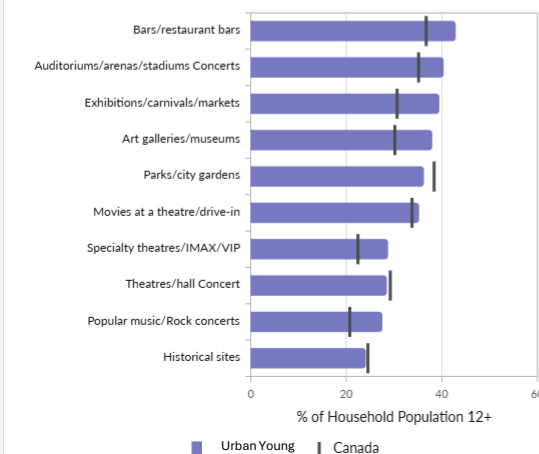
Inline skating



A Closer Look

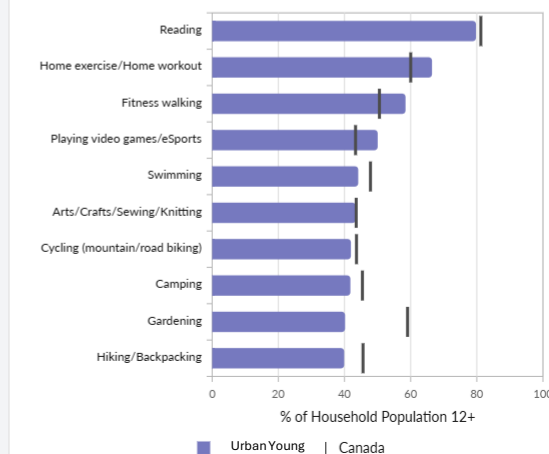
Top 10 Events & Activities Attended/Visited Pst Yr

Ranked by Value



Top 10 Sports & Hobbies Occas/Reg Participated In

Ranked by Value



Discover how to reach & engage them.



The Urban Young audience show a pronounced affinity for specialized radio programs, particularly Modern/Alternative Rock, with strong engagement far exceeding the area average. They also exhibit elevated attention to out-of-home advertising, notably on transit shelters and subway/metro platforms, highlighting their active presence in urban environments. This group's media consumption reflects both a taste for niche cultural content and dynamic metropolitan lifestyles.

Deep Dive

TV Viewership

Ranked by Value

Variable Name	% Benchmar...	Index
Medium	28.06	27.60 102
Light	26.99	27.52 98
Heavy	23.43	27.02 87

Time Spent Watching TV - Minutes

Ranked by Value

Variable Name	% Benchmar...	Index
Watch TV Weekday - Avg Day (Min)	152.15	168.06 91
Watch TV Sunday - Avg Day (Min)	142.29	153.37 93
Watch TV Saturday - Avg Day (Min)	139.05	154.87 90

Platforms Used - Avg Wk

Ranked by Value, Minimum of 5% Comp

Variable Name	% Benchmar...	Index
Netflix	50.40	49.94 101
Regular TV services	47.37	49.85 95
YouTube	47.04	42.87 110
Amazon Prime	38.13	36.07 106
Disney+	26.18	26.14 100
YouTube (non-paid)	21.96	20.71 106
Crave	21.76	16.04 136
Facebook videos	12.04	12.57 96
Apple TV+	11.65	9.15 127
CBC Gem	9.01	7.82 115
YouTube Premium	7.17	5.56 129
Internet-based TV services	6.52	7.14 91

Inside shopping malls	25.92	13.23 196
On transit shelters	24.13	13.41 180
Inside subway/metro cars	20.97	5.51 380

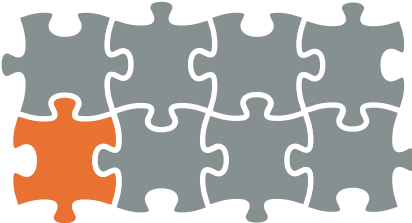
TV Program Types Watched - Pst Mth

Ranked by Value, Minimum of 5% Comp

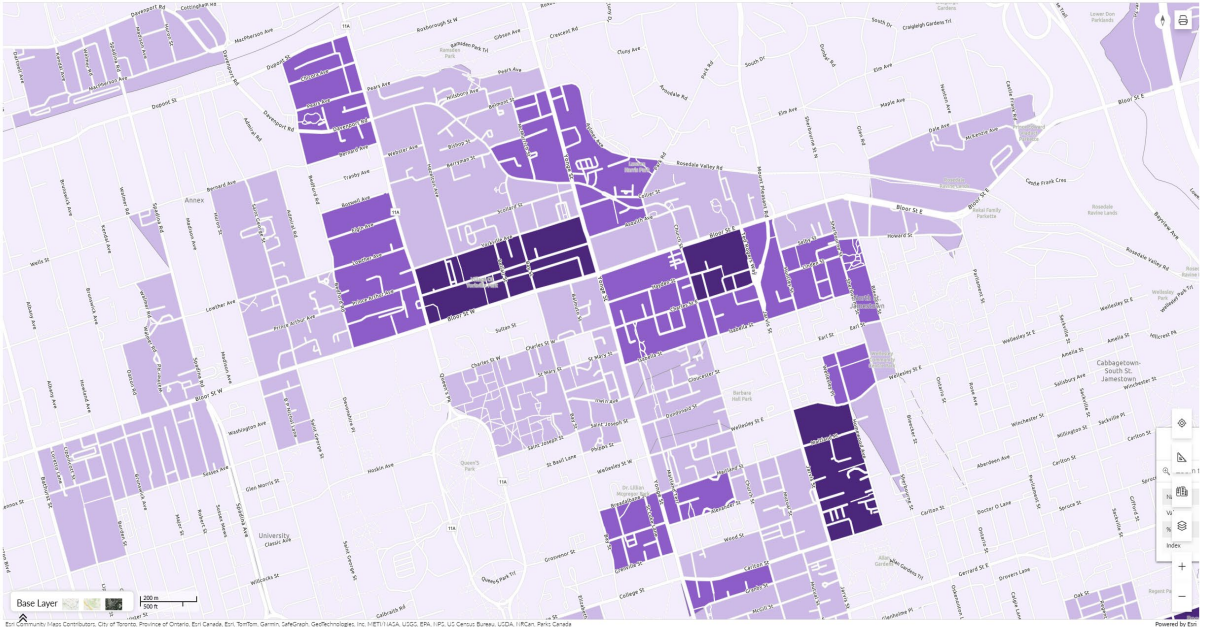
Variable Name	% Benchmar...	Index
Movies	36.54	41.51 88
Evening local news	27.87	28.91 96
Documentaries	24.24	22.37 108
News/current affairs	23.52	23.59 100
Suspense/crime dramas	21.30	22.65 94
Hockey	19.86	22.53 88
Primetime serial dramas	19.08	21.00 91
Situation comedies	17.07	17.44 98
Home reno/deco shows	16.92	18.93 89
Cooking programs	16.56	15.82 105
Reality shows	14.86	15.09 98
Sci-Fi/fantasy/comic book shows	13.22	12.46 106
Morning local news	12.36	13.48 92
Baseball	12.14	12.40 98
Game shows	11.63	12.24 95
Late night talk shows	10.60	8.13 130
Contest shows	9.47	9.11 104
NFL football	9.40	11.19 84
Cartoons	9.05	7.86 115
Basketball	7.73	5.76 134
CFL football	7.32	10.23 72
Entert. news programs	7.27	5.77 126
Soccer	7.06	6.00 118
Variety/award specials	6.46	5.51 117
Tennis	5.95	4.83 123
Golf	5.80	6.51 89
Auto racing	5.48	4.38 125
Curling (when in season)	5.41	6.62 82

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Discover where you can find more of them.



Name	Count	%	% Pen	Index
M6P (Toronto, ON)	4,301	1.75	21.26	110
M2N (Willowdale, ON)	4,187	1.70	11.13	57
M5G (Toronto, ON)	3,811	1.55	54.20	280
M6S (Toronto, ON)	3,653	1.48	23.72	122
M4W (Toronto, ON)	3,449	1.40	50.20	259
M5P (Toronto, ON)	3,416	1.39	38.09	197
M4T (Toronto, ON)	3,383	1.37	52.62	272
M4M (Toronto, ON)	3,116	1.26	26.13	135
M6H (Toronto, ON)	3,028	1.23	14.66	76
M8Y (Etobicoke, ON)	2,651	1.08	20.01	103
M5C (Toronto, ON)	2,199	0.89	99.95	516
M5H (Toronto, ON)	2,094	0.85	99.05	512
M4B (Toronto, ON)	2,042	0.83	28.50	447



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[Show All Templates](#)

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Let's add a short sentence here that describes what each template does and when to use it.

Edited 02/10/2023

Executive Report: Demographics

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Executive Report: Segmentation

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Executive Report: SocialValues

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Edited 02/10/2023

Executive Report: WealthScapes

Let's add a short sentence here that describes what each template does and when to use it.

Edited 02/10/2023

Target Group Builder

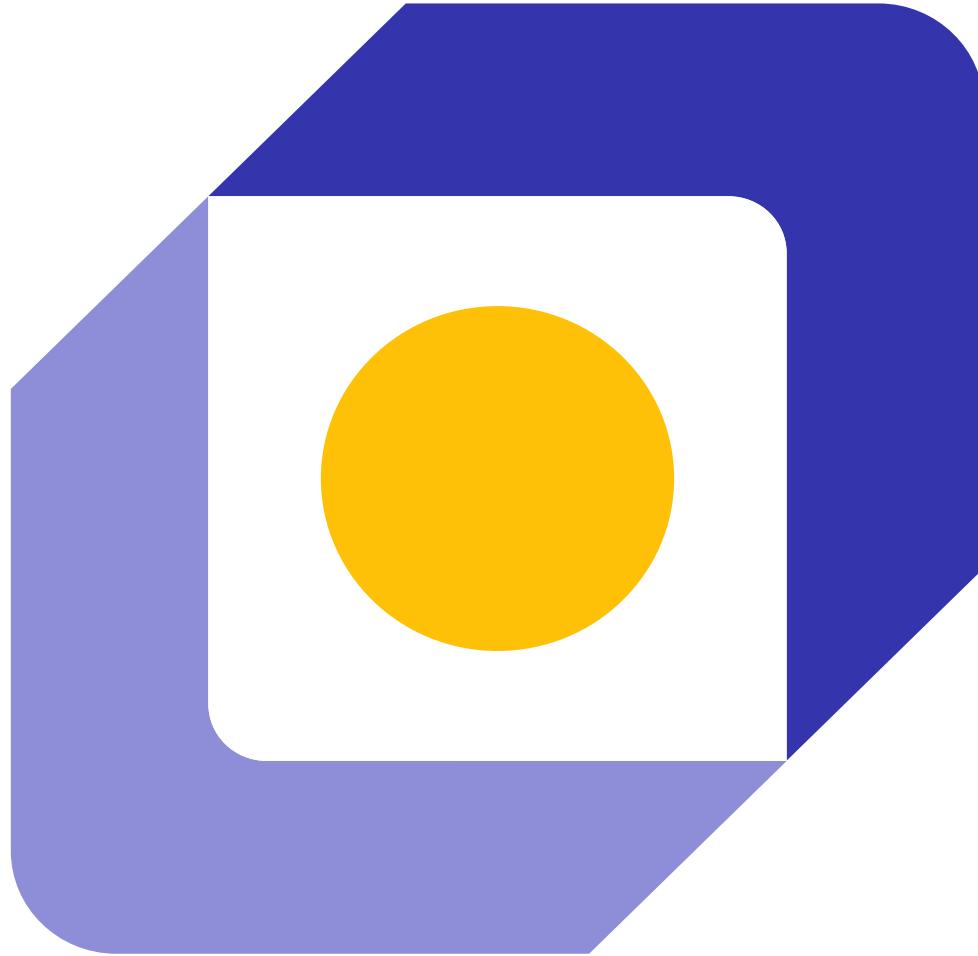
Let's add a short sentence here that describes what each template does and when to use it.

Edited 02/10/2023

Recents

Report Name	Last Edited	Dataset	Created By	Status
Comprehensive Blair & Andrew PRIZM® Lifestyle Profile Analysis for Greater Toronto Area Demographics	08/19/2025	PRIZM®		Shared
London Population Demographics Overview and Community Characteristics Study	08/18/2025	DemoStats		Private
Orillia Population Analysis Report	08/18/2025	WealthScapes		Shared
Comprehensive Markham Population Study with Economic and Social Indicators Assessment	08/18/2025	MobileScapes		Private
Guelph Population Insights	08/18/2025	ClickScapes		Shared

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