Demographic Trends and Product Updates 2021

By Environics Analytics

ENVIRONICS
ANALYTICS

Today's Presenters

Sandra James
Vice President,
Data Development

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Senior Vice President,
Product Management

Peter Pavlakidis
Vice President,
Data Product Management

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Demographic Trends in Canada

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Agenda

- Population Trends in Canada
- Provincial and Regional Trends
- Cultural Diversity
- Gen X and PRIZM
- Economic Outlook

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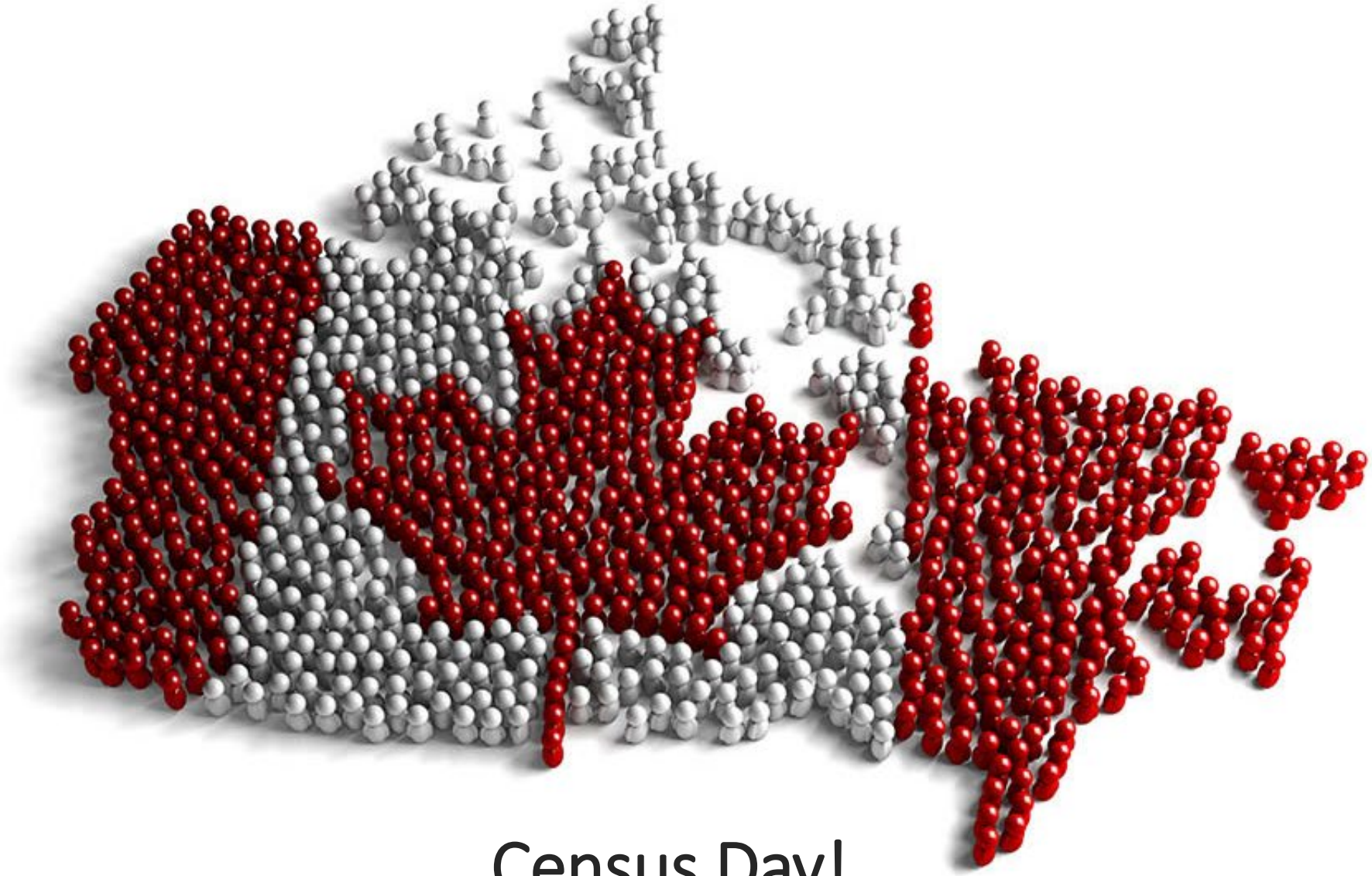
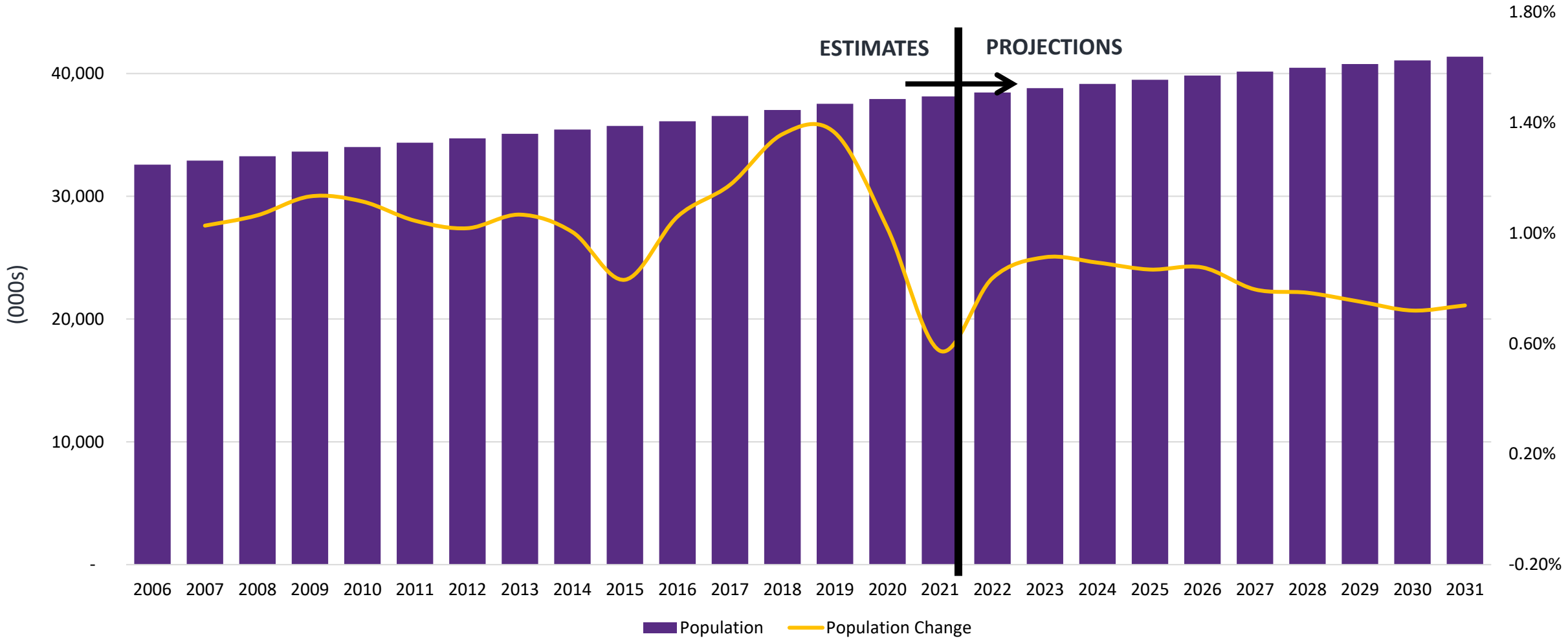


Census Day!

Population Trends

Population Trends in Canada



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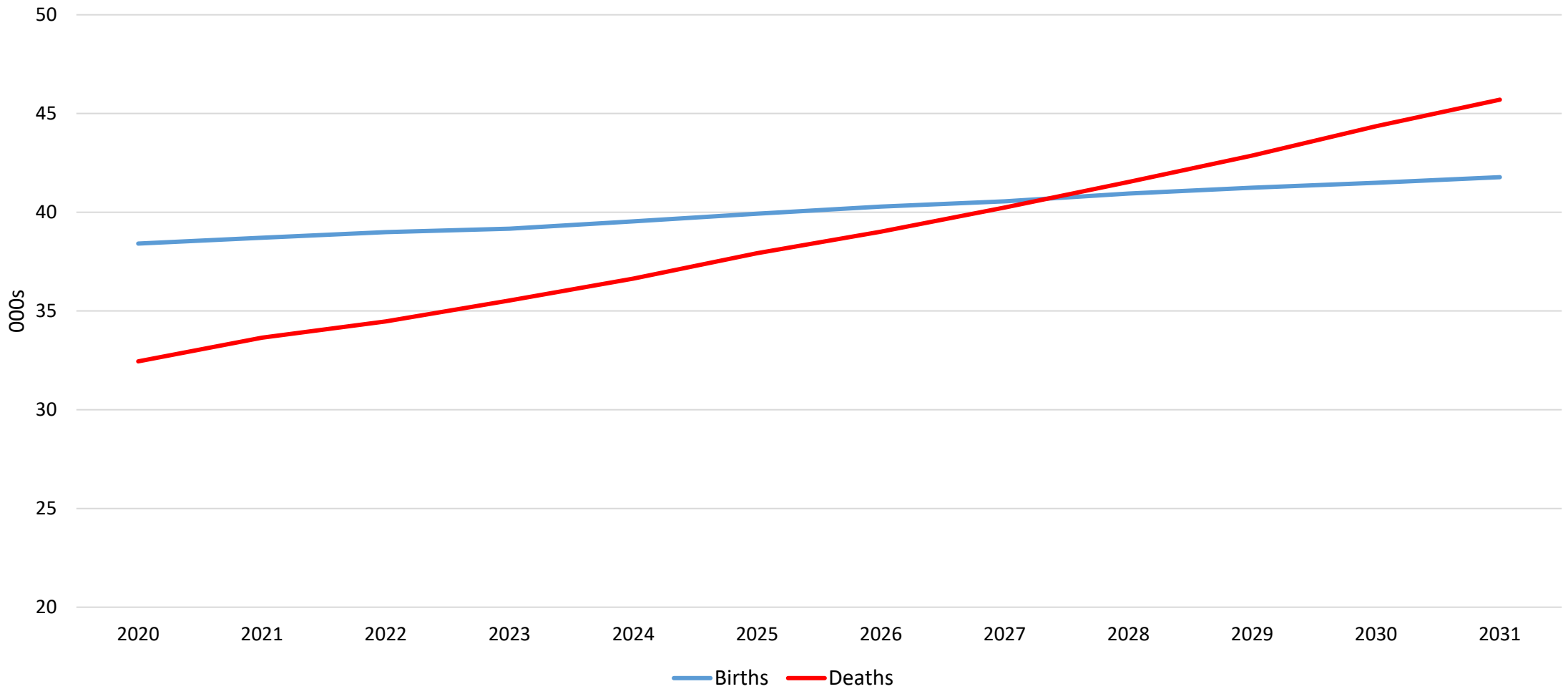
Natural Increase Declining



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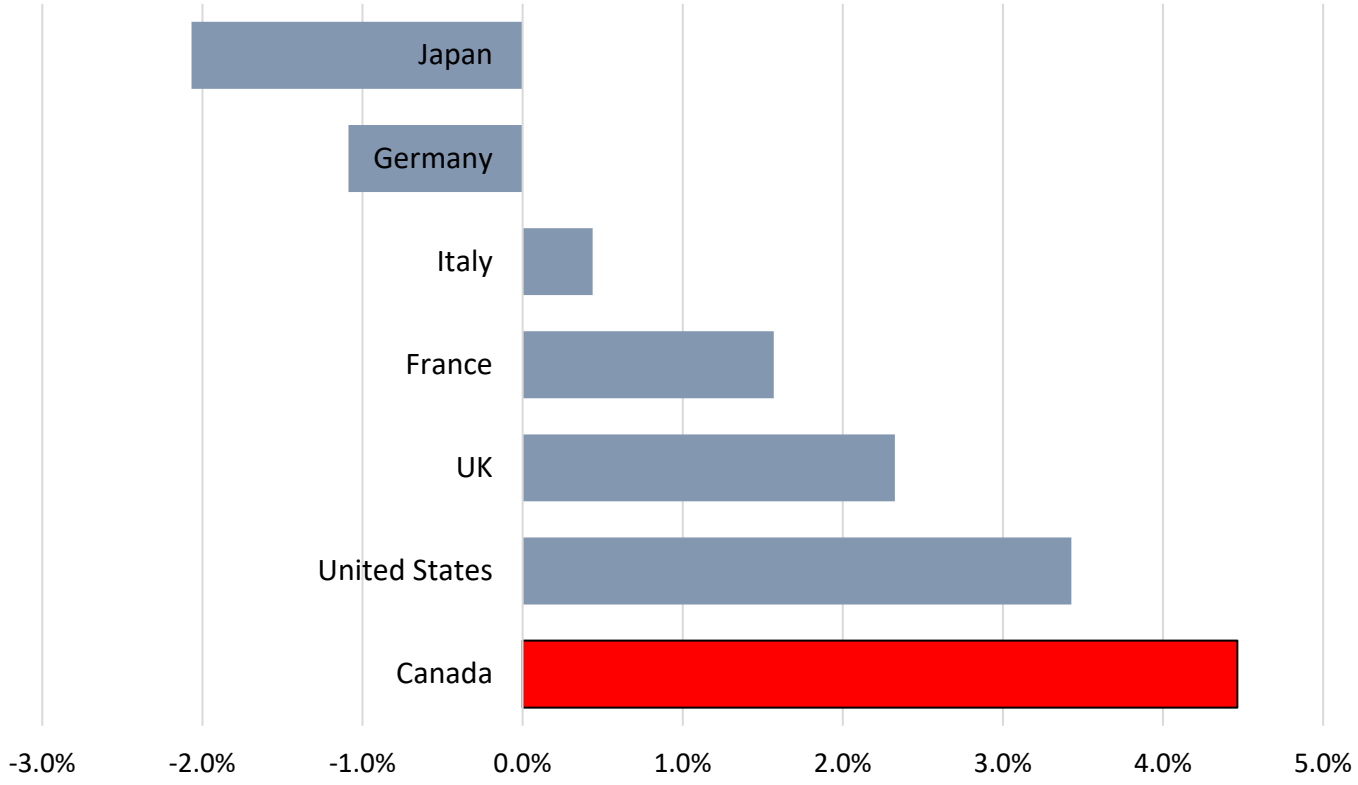
Canada's 5 Year Growth

G7 Countries



G20 Countries

Rank	Country	% Growth
1	Saudi Arabia	8.7%
2	Australia	6.0%
3	India	5.0%
4	Mexico	5.0%
5	**Canada**	**4.5%**
6	Argentina	4.5%
7	Indonesia	3.8%
8	United States	3.4%
9	Turkey	3.2%
10	Brazil	3.1%

Source: U.S. Census Bureau - International Data Base (IDB), December 2020

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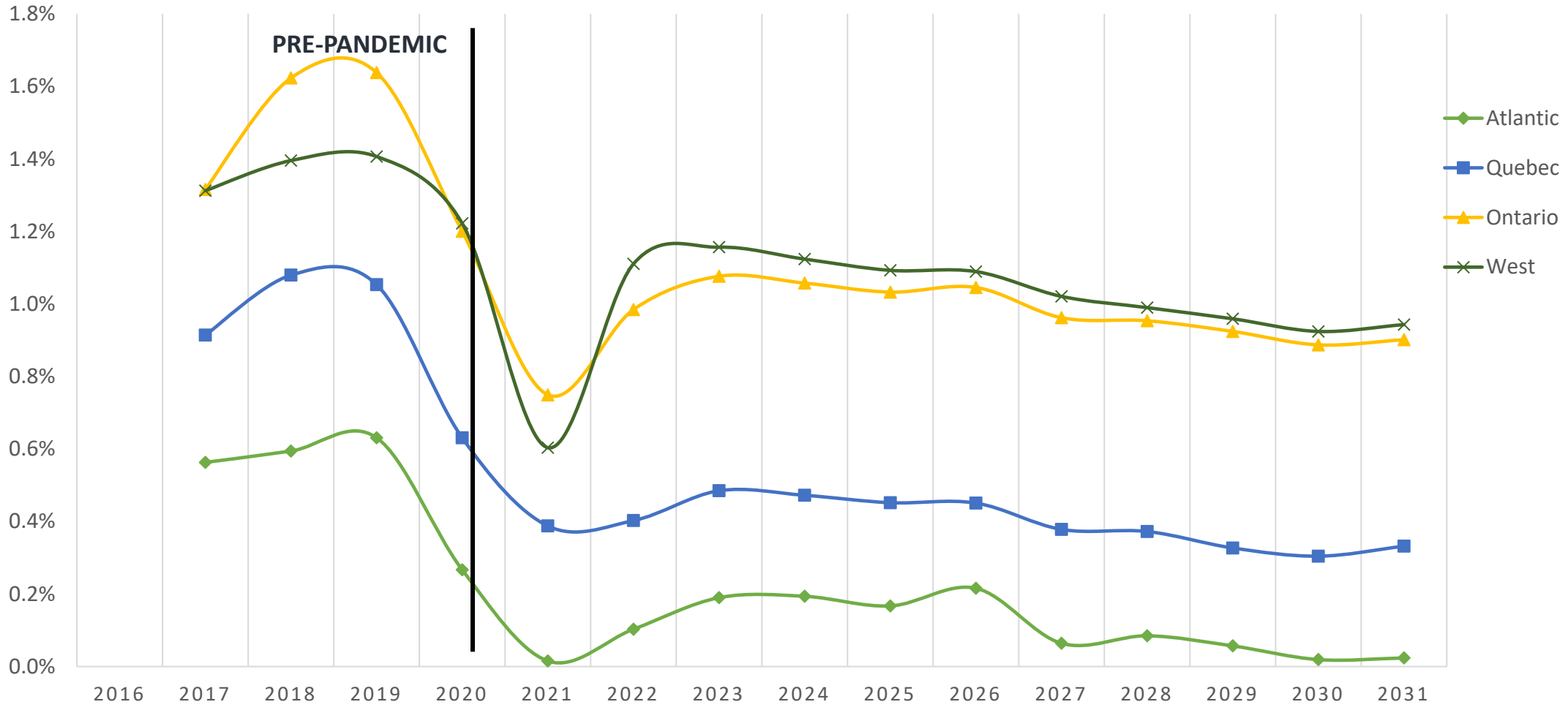
Provincial and Regional Trends

Provinces: Year Over Year Growth



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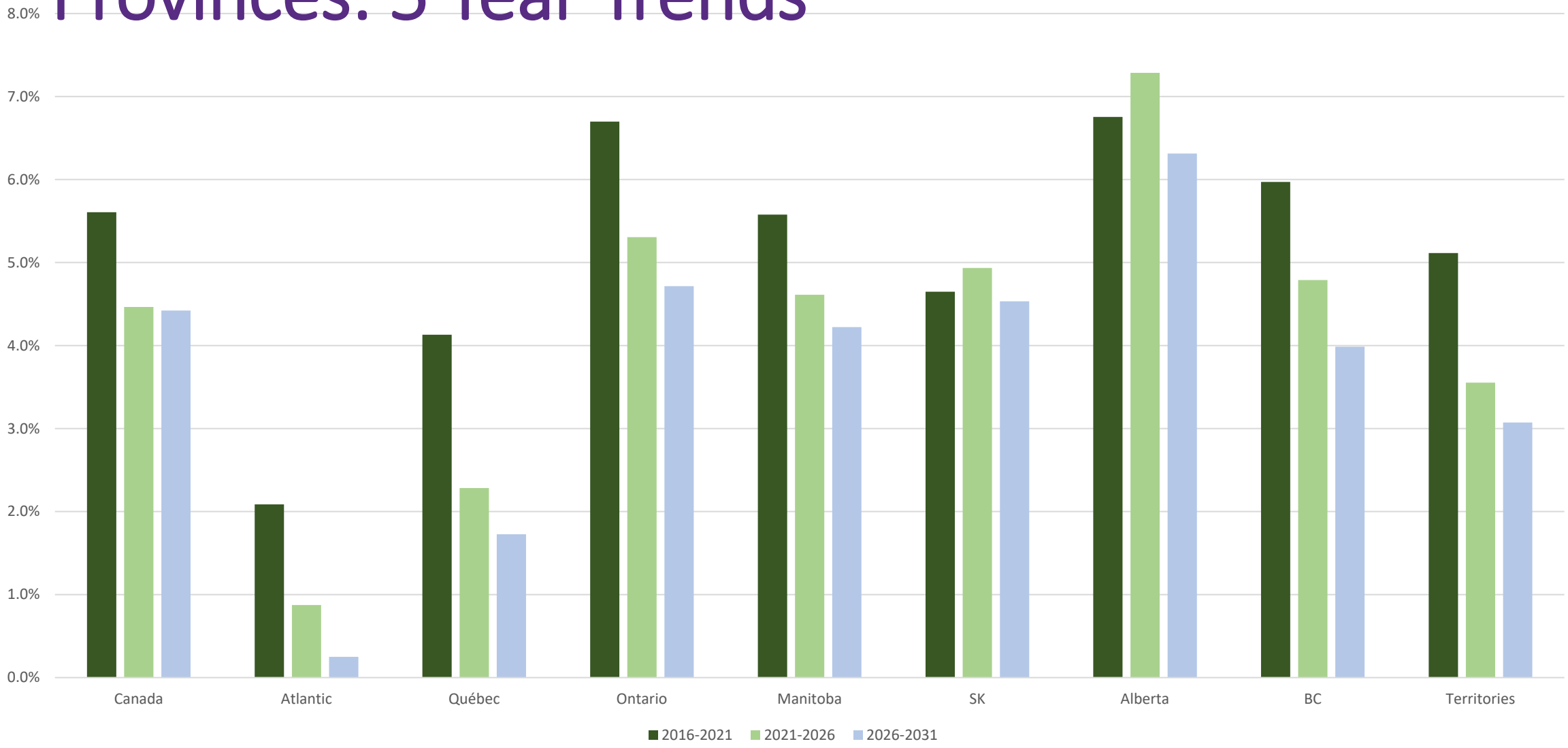
Provinces: 5 Year Trends



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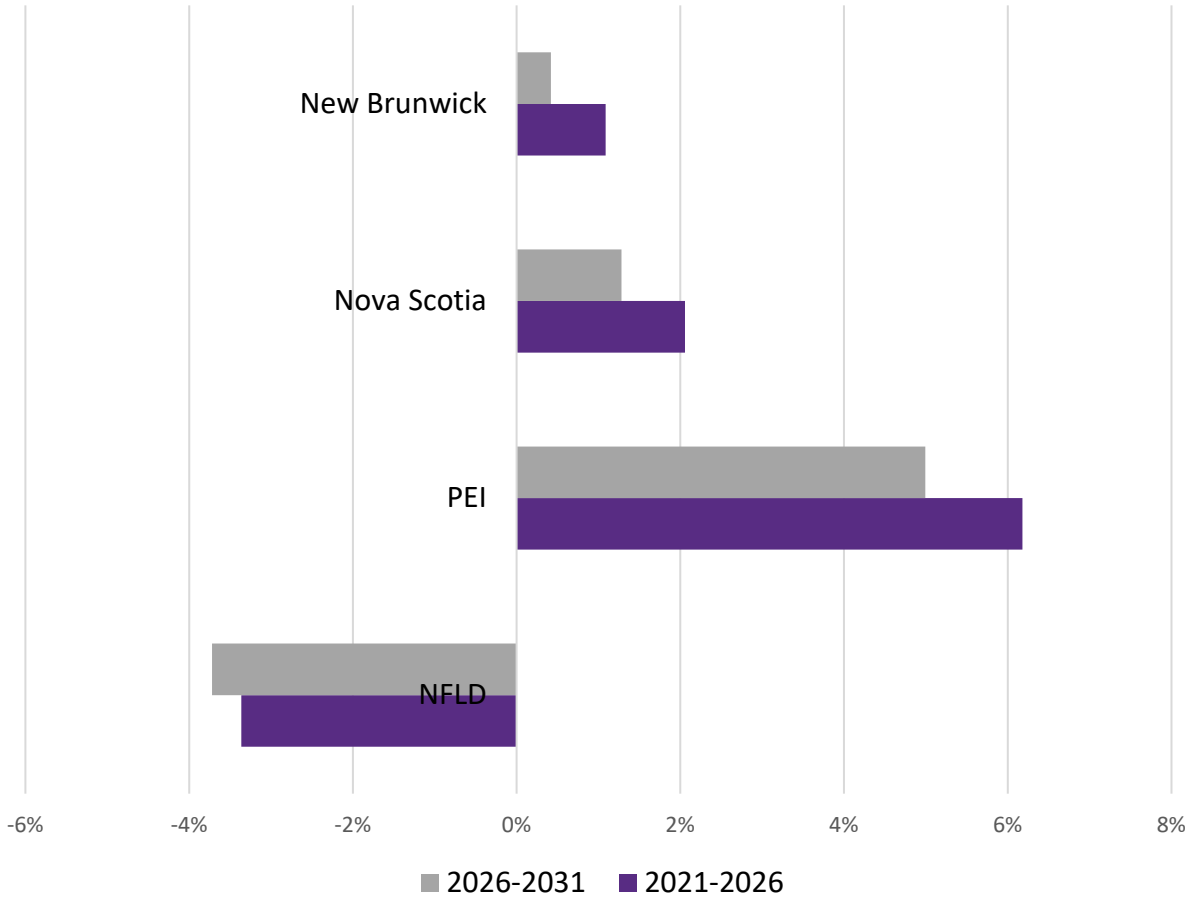
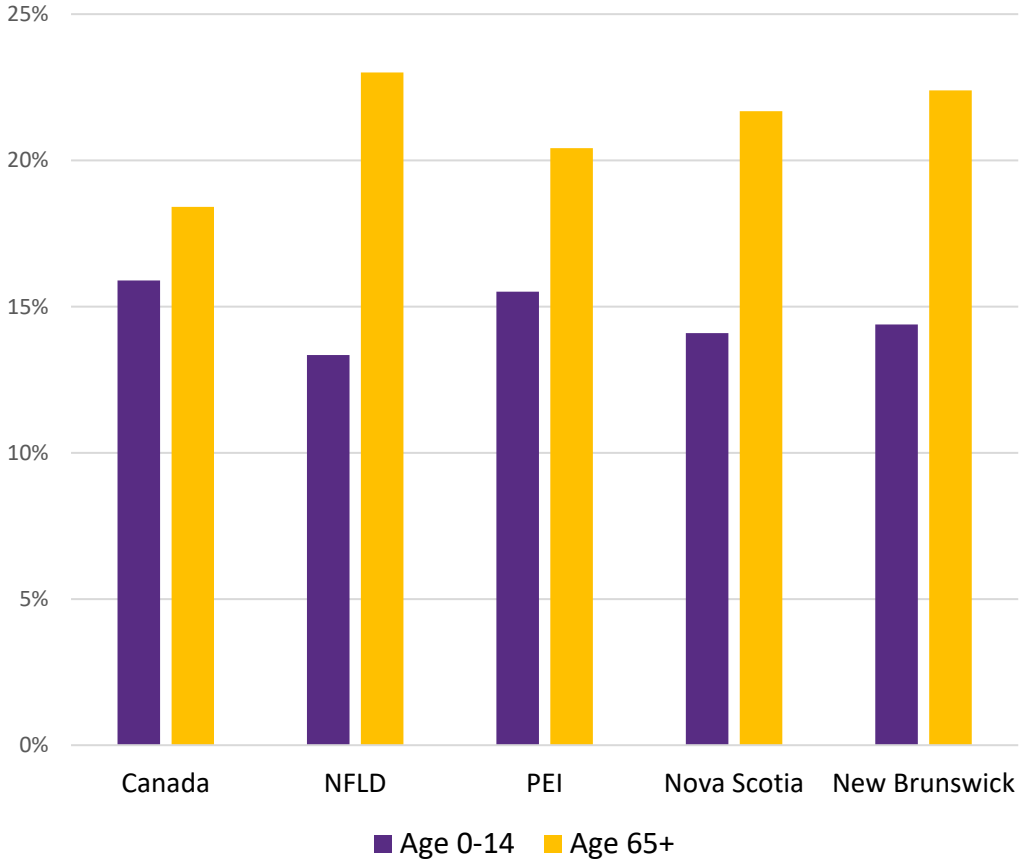
Atlantic Provinces





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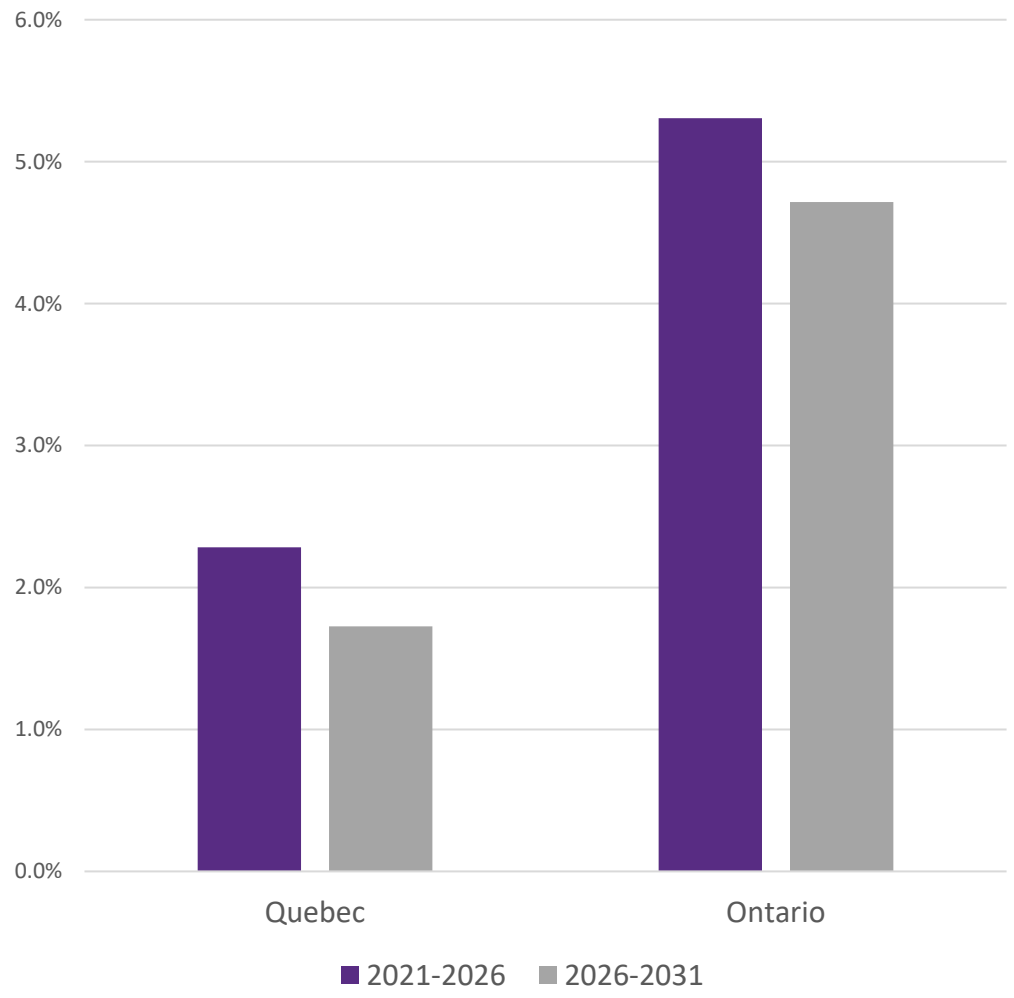
Central Provinces: Ontario & Quebec



	Municipality	2021-2026 % Growth
Ontario	Milton	20.3%
	Brampton	14.1%
	Ajax	10.4%
	Waterloo	7.7%
	Barrie	7.7%
Quebec	Mirabel	9.5%
	Châteauguay	8.1%
	Mascouche	7.9%
	Brossard	7.9%
	Terrebonne	4.4%

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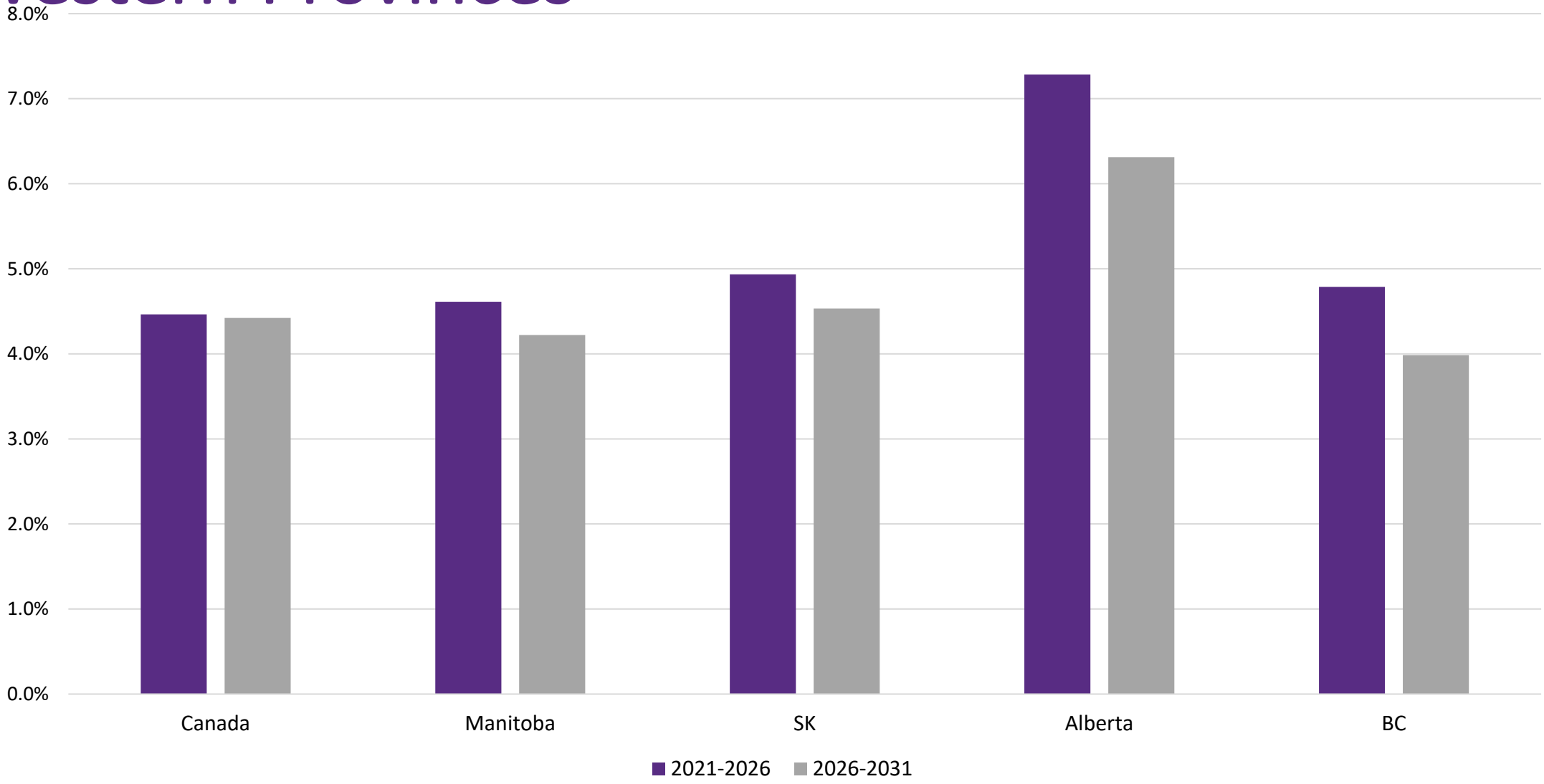
Western Provinces



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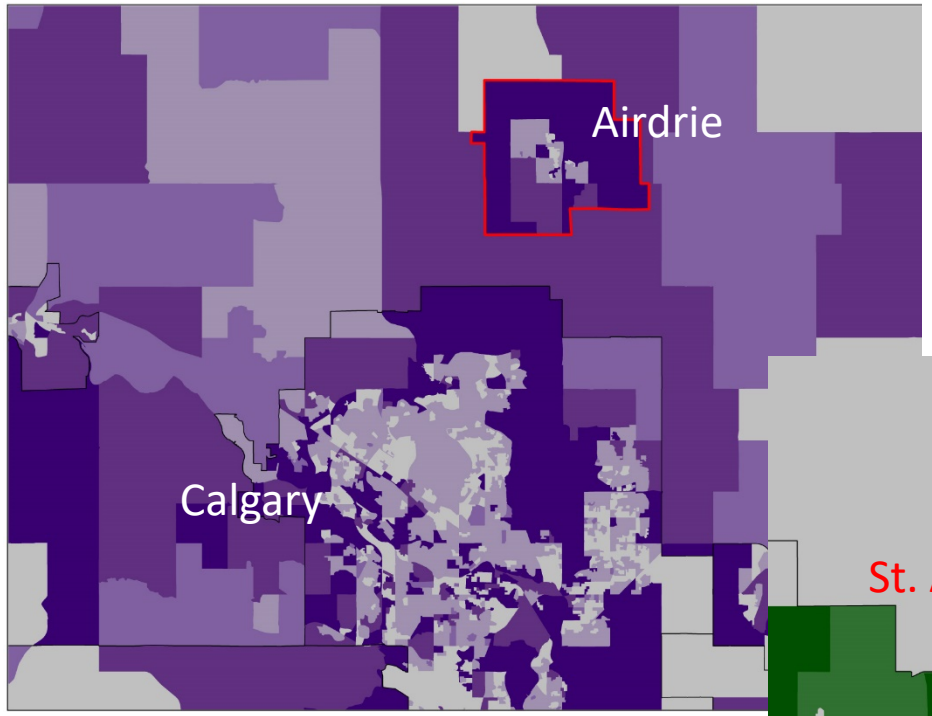
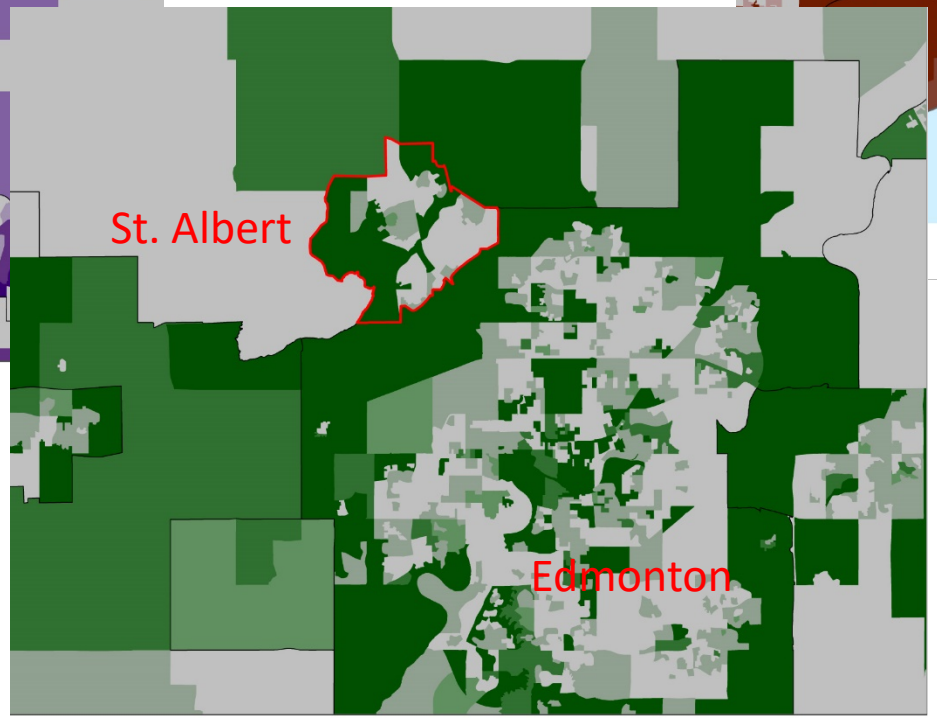
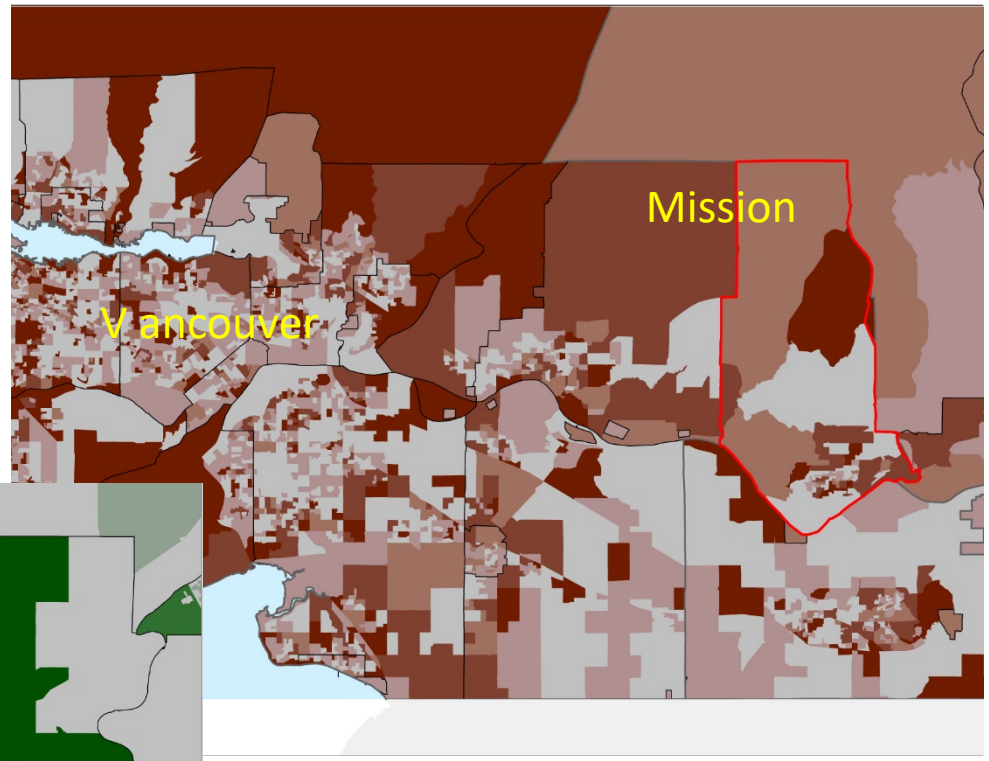
Western Provinces: Growth



12% in Airdrie, AB



9% in St. Albert, AB



8% in Mission, B.C.

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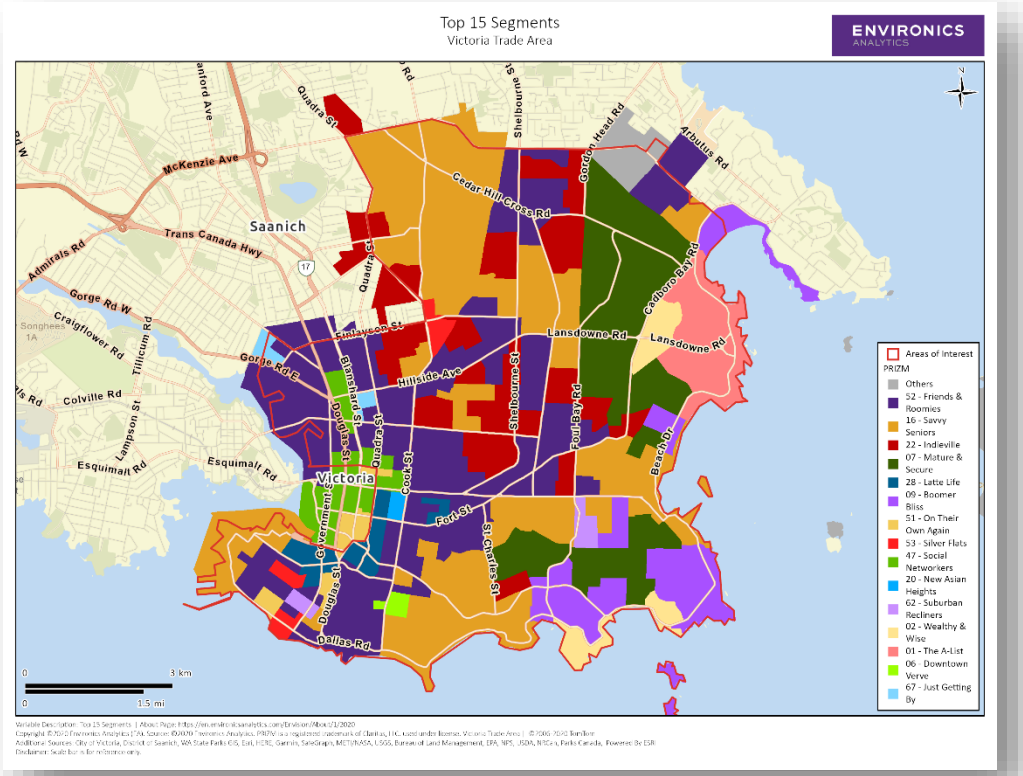
PRIZM

What is it?

- PRIZM® is our pioneering segmentation system that classifies Canada's neighbourhoods into 67 unique lifestyle types
- Built using methodology that integrates latest data from nearly a dozen geographic, demographic, media and psychographic sources
- Provides the foundation for building custom segments that are aligned to your goals and objectives
- Ability to link to over 30,000 behavioural variables to help you better analyze, understand, and find your customers and markets
- Unique assignment at 6-digit postal code level or at dissemination area level



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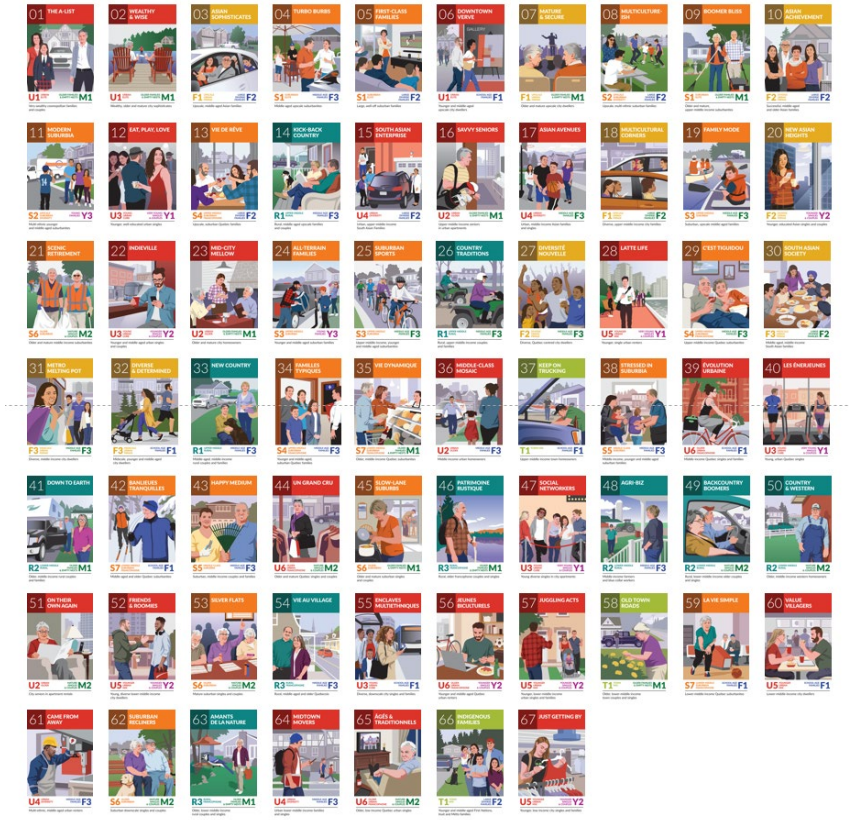
PRIZM Overview

The PRIZM segmentation system classifies Canada's neighbourhoods at a postal code-level into actionable, lifestyle segments.



PRIZM

Look up your segment!
https://prizm.environicsanalytics.com/

PRIZM Captures:

- Aging population
- Increased cultural diversity
- More urban lifestyles; Emerging urban Fringe
- Emergence of Millennial lifestyles
- Evolving household types
- M4W 3H1 — Uniqueness of each 6-digit postal code

- Best in class methodologies and multiple recent data sources combine for a granular view that confirms the big picture from the ground up
- Assigns neighborhoods to a lifestyle segment at a postal code level based on demographics, psychographics, and other behaviors

Source: PRIZM 2021

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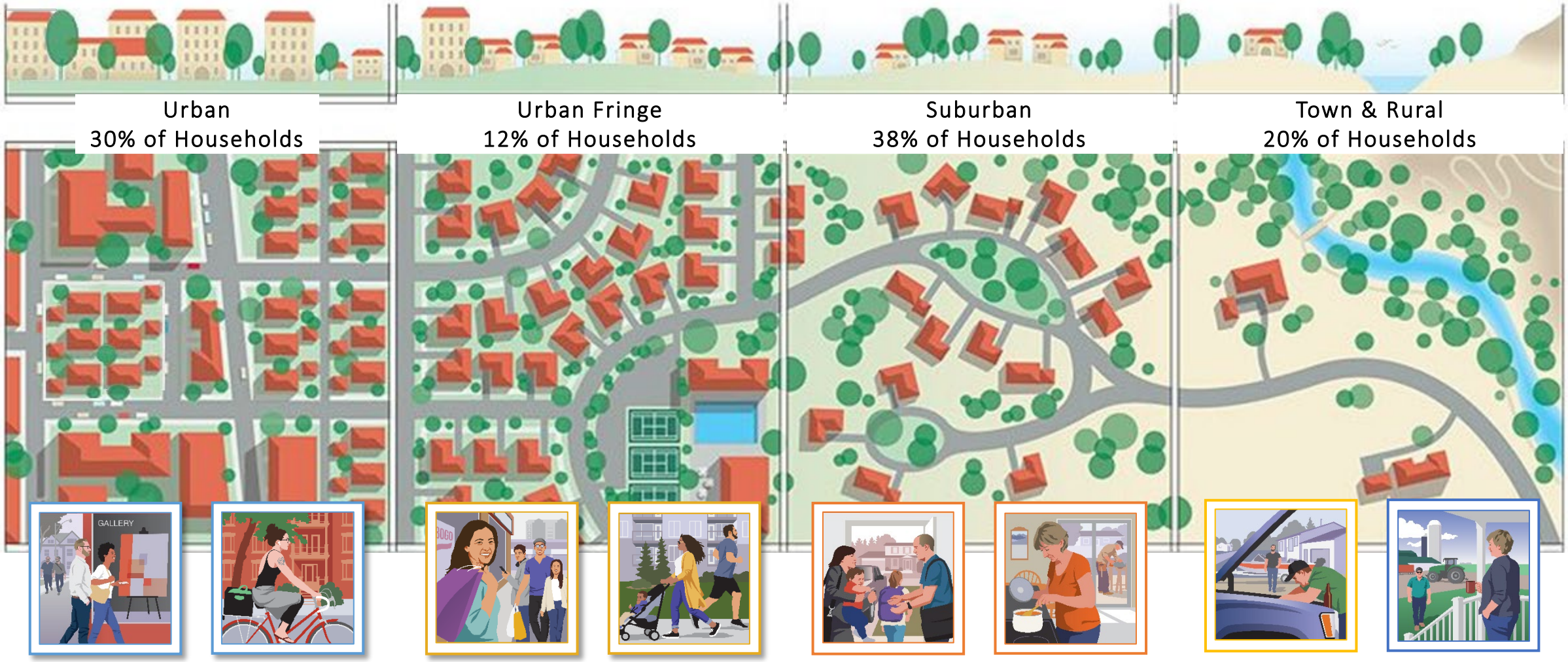
Urbanity



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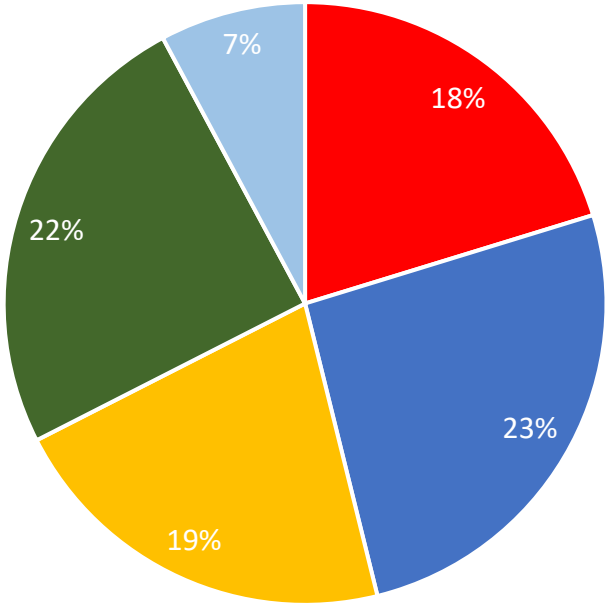
Generation X

Generation X



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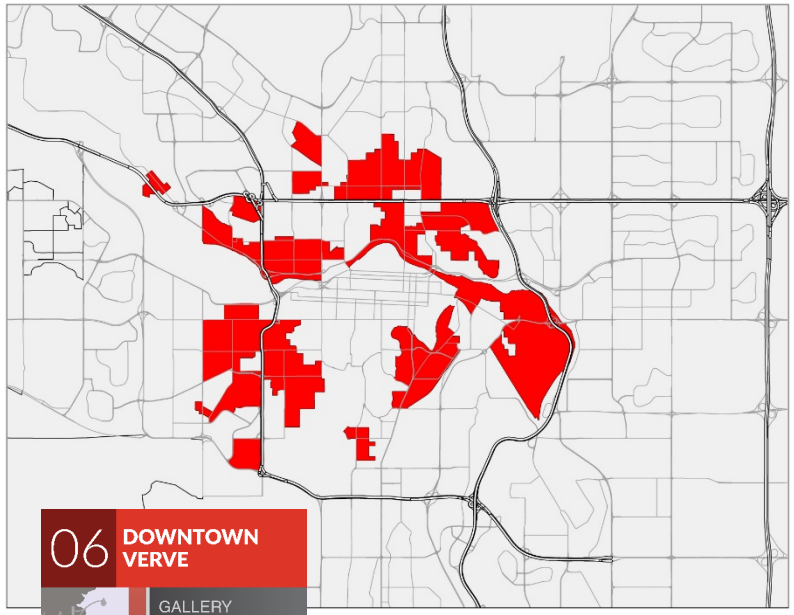
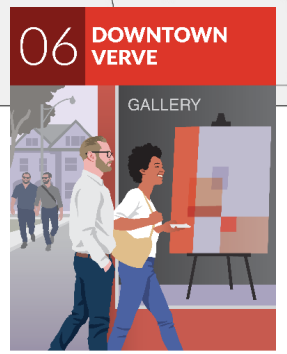
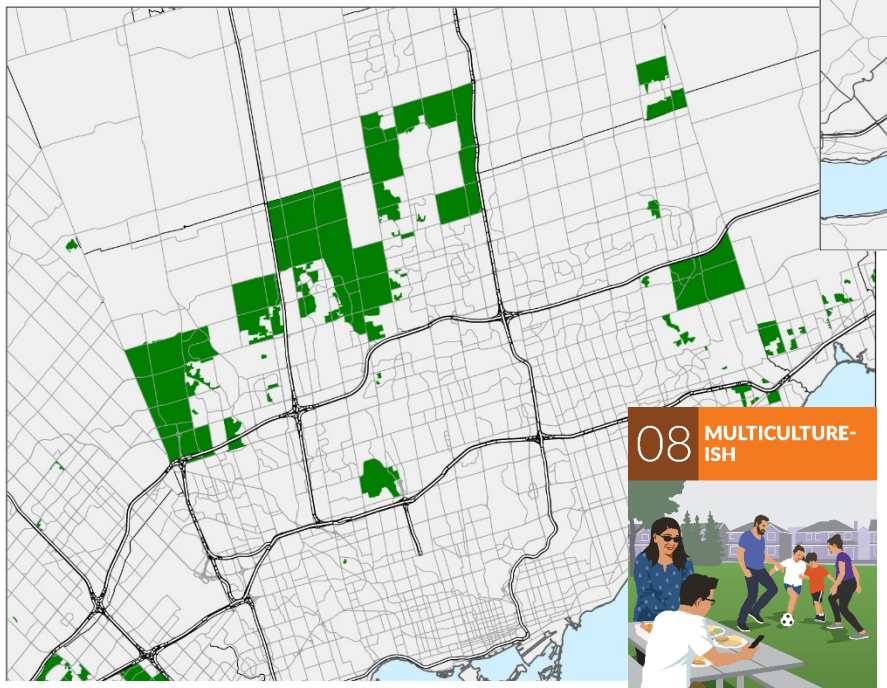
Generation X: PRIZM





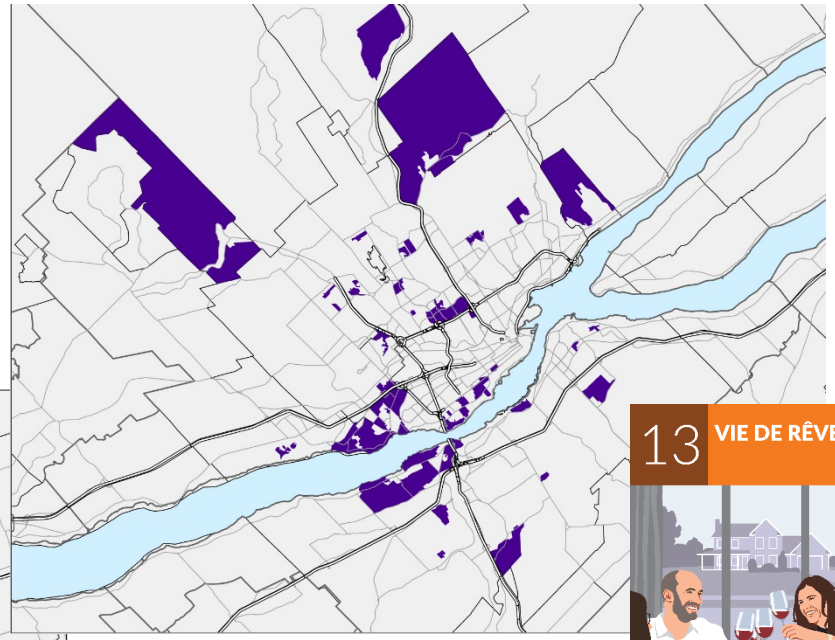
U1 URBAN ÉLITE SCHOOL-AGE FAMILIES F1

Younger and middle-aged upscale city dwellers



S2 UPSCALE SUBURBAN DIVERSITY LARGE DIVERSE FAMILIES F2

Upscale, multi-ethnic suburban families



S4 UPPER-MIDDLE SUBURBAN FRANCOPHONE LARGE DIVERSE FAMILIES F2

Upscale, suburban Quebec families

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Canada's Generation X: PRIZM

INCOME	$ 170,830	$ 157,740	$ 175,149
DWELLING TYPE	Single Detached/Low Rise Apt/Semi	Single Detached	Single Detached
EDUCATION	University	University	University/College/Trade School
LEISURE	Camping/Boating Art Galleries/Museums Restaurants/Bars	Golfing/Fitness Classes Video Gaming Golfing	Camping/Cross-country skiing Music Concerts Home entertaining
COVID-19	Pharmacies for Vaccine	Family Doctor for Vaccine	Belief of Vaccine Effectiveness

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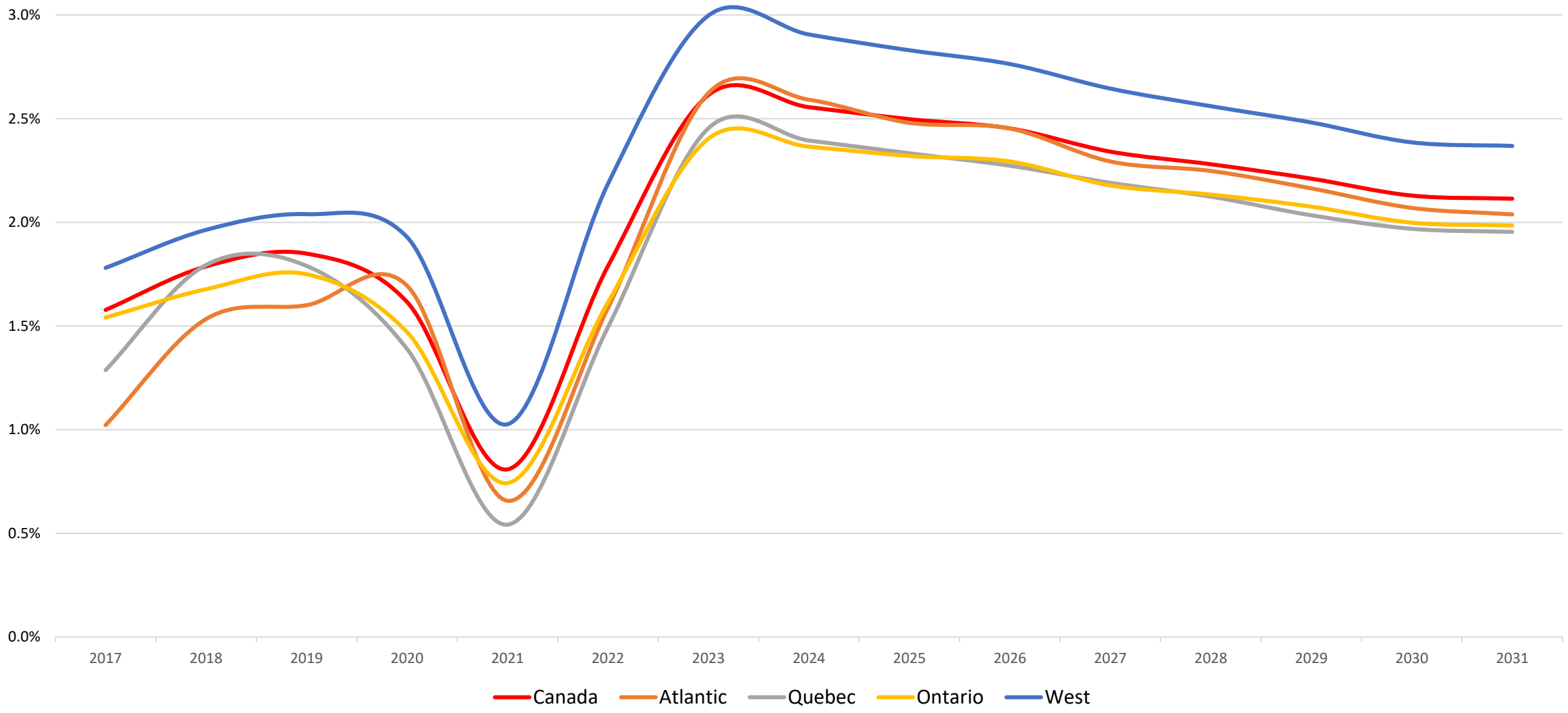
Cultural Diversity

Immigrants: Year Over Year Growth



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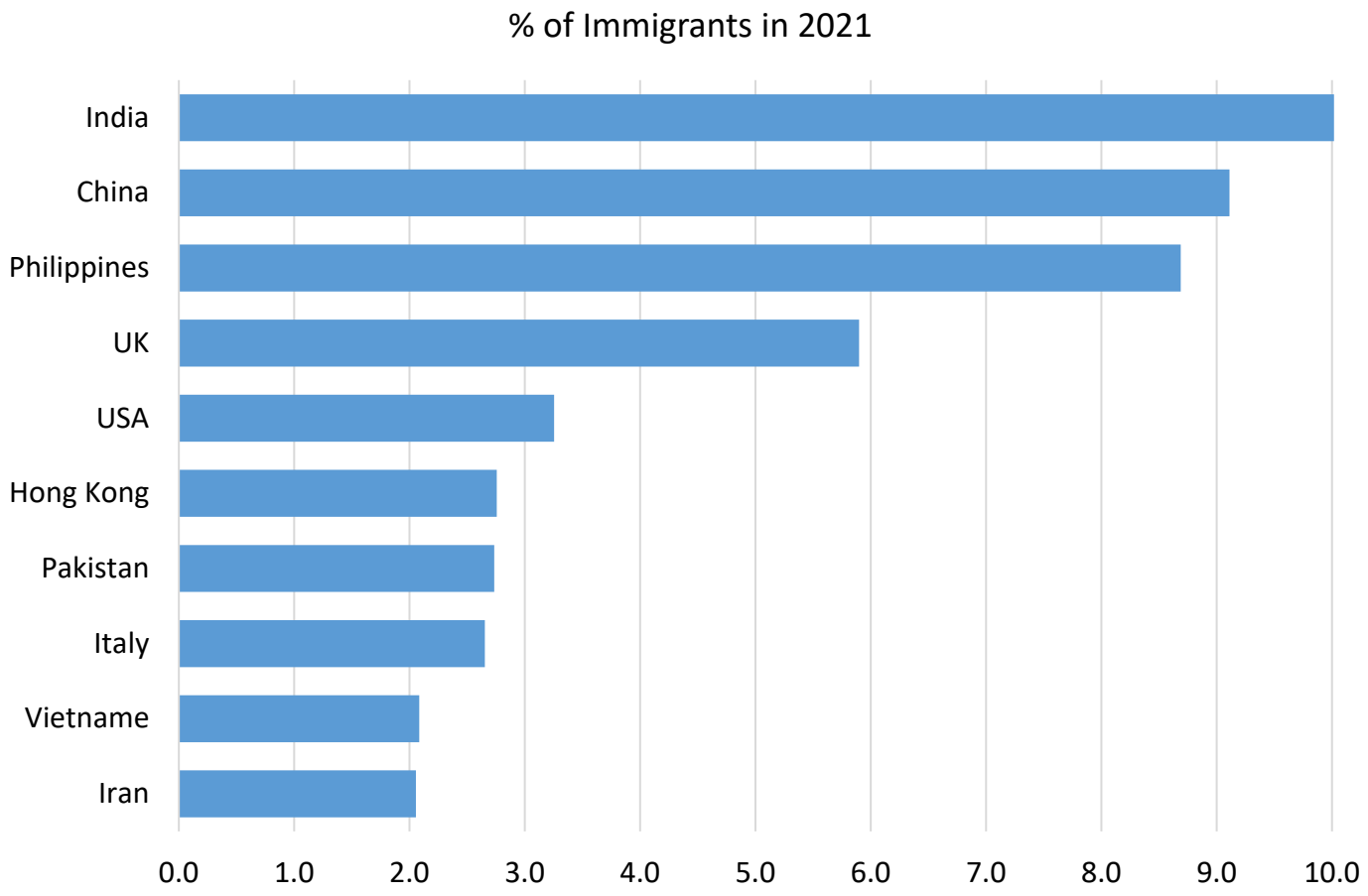
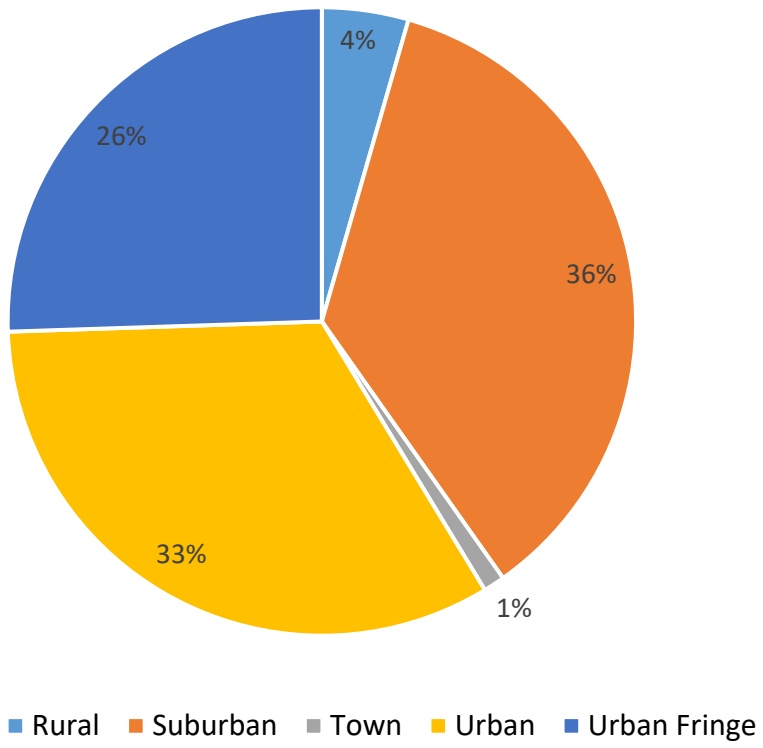
Immigrants In Canada





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Immigrants: Regional Variation

CMA	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Toronto	India (13%)	China (10%)	Philippines (8%)	Pakistan (5%)	Hong Kong (4%)
Montreal	Haiti (8%)	Algeria (6%)	Morocco (6%)	France (6%)	China (5%)
Vancouver	China (20%)	India (14%)	Philippines (11%)	Hong Kong (7%)	UK (5%)
Calgary	Philippines (15%)	India (13%)	China (9%)	UK (6%)	Pakistan (4%)
Edmonton	Philippines (16%)	India (14%)	China (7%)	UK (5%)	Vietnam (3%)
Ottawa	China (8%)	UK (6%)	Lebanon (5%)	India (5%)	Philippines (4%)

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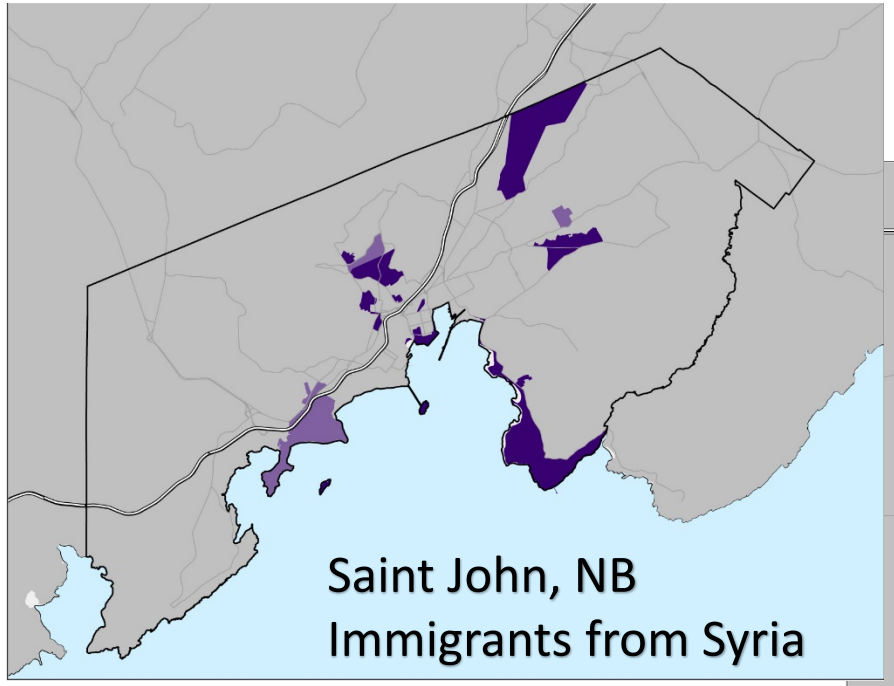

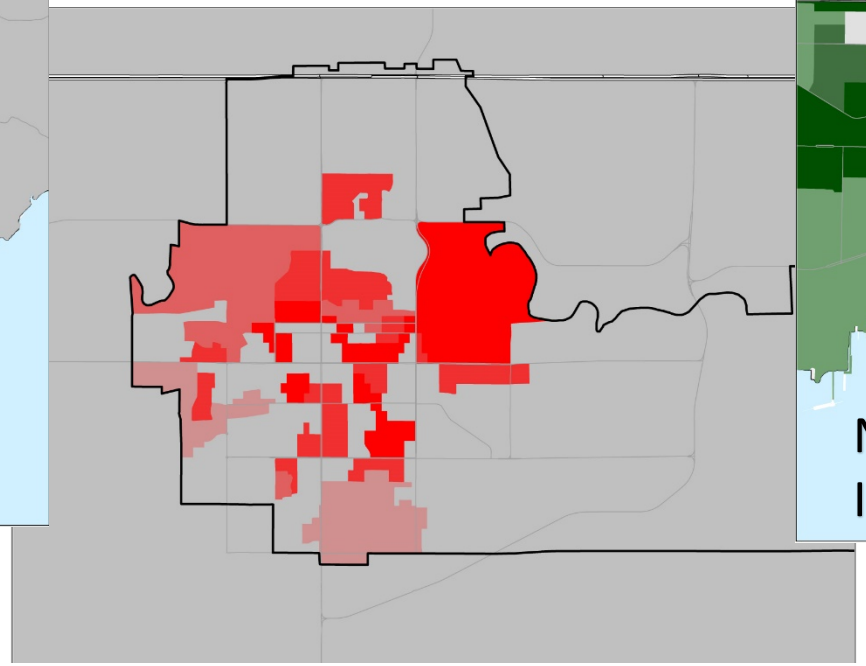

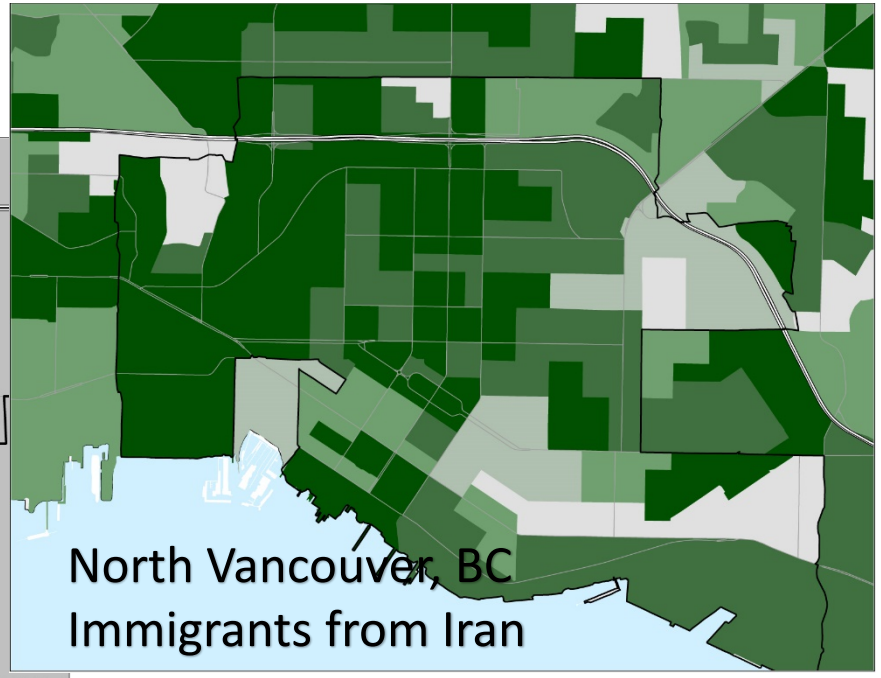

Immigrants by Country of Birth

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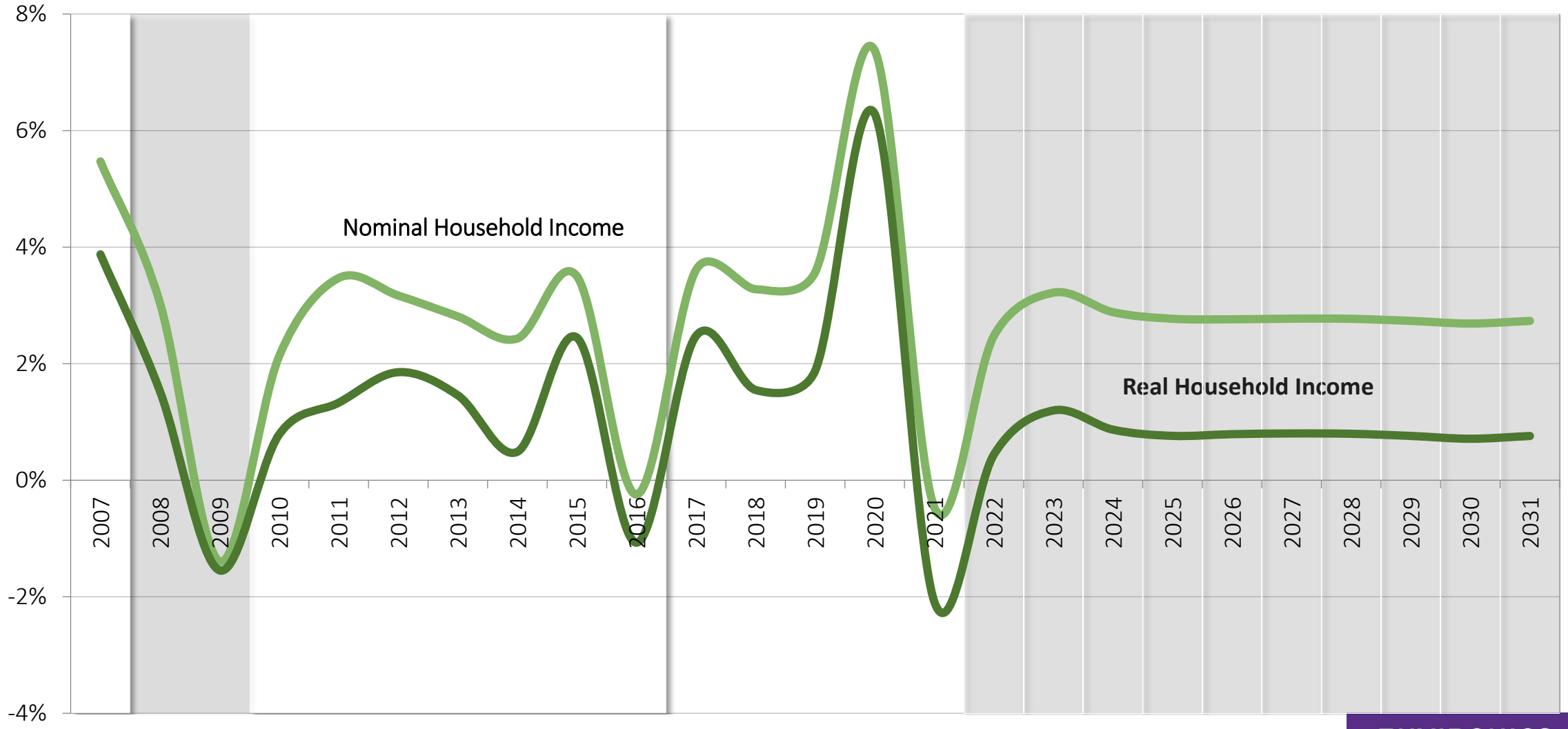
Canada's Economy

National Household Income Trends



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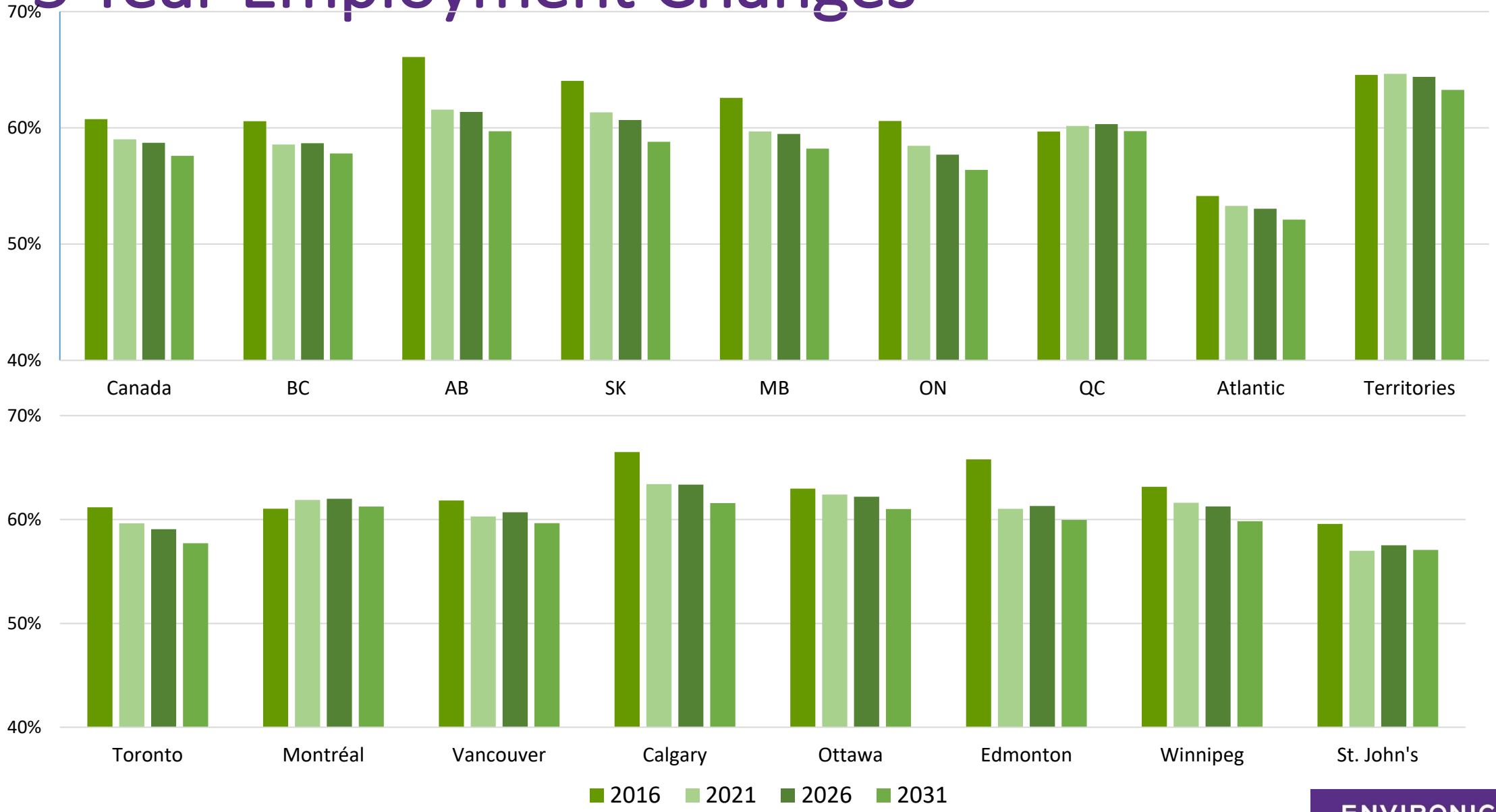
5 Year Employment Changes



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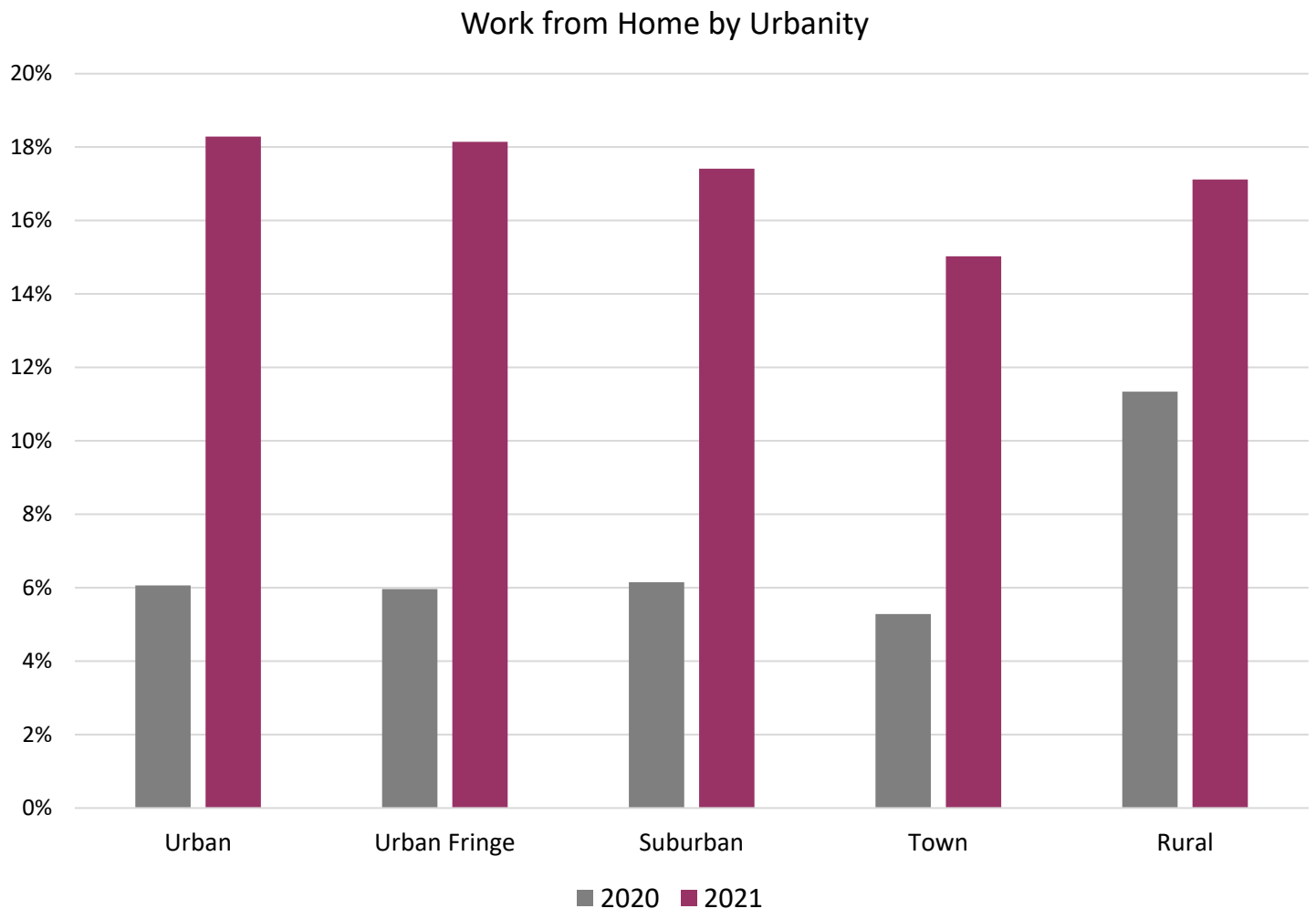
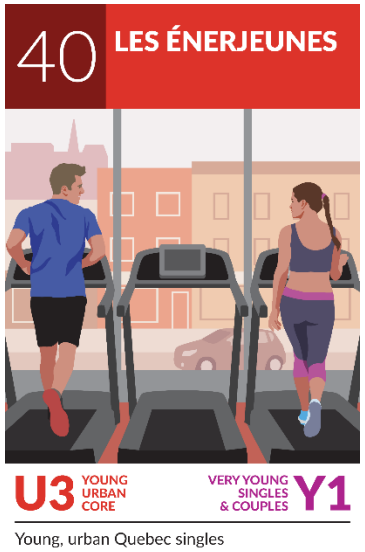
Place of Work: Work from Home





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Important Updates to Our Canadian Products

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2021 Year-to-Date Product Updates

Demographic

- DemoStats
- DaytimePop
- AccultuRates

Segmentation

- PRIZM
- PRIZM QC
- DELTA

Behavioural

- Opticks *powered by Vividata*
- New — Opticks *powered by Vividata (Gender)*
- Opticks *powered by Numeris*
- Opticks Social *powered by AskingCanadians™*
- Opticks Mobile *powered by AskingCanadians™*
- Opticks eShopper *powered by AskingCanadians™*
- VisitorView

Psychographic

- SocialValues

Health

- Rebuilt — CommunityHealth
- New — VaccineInsights

Mobile Analytics

- MobileScapes *Out & About*

Geographic & Locational

- Enhanced PCCF
- Streets & Boundaries
- Points of Interest
- Spectra Trade Areas
- ShoppingCentres
- TrafficCounts
- ChainLocations

New or rebuilt

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2021 Year-to-Date Product Updates

Demographic

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New or rebuilt

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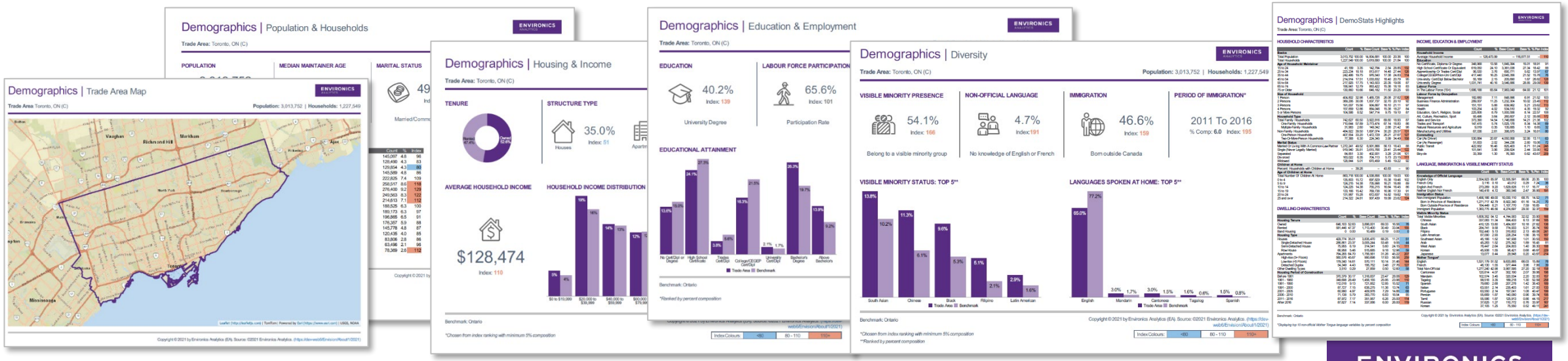
DemoStats

- Important Trends due to the COVID-19 Pandemic:
  - Decline in population growth due to the slow-down in immigration
  - Employment and unemployment rates impacted labour force, occupation and place of work variables
- Current-year estimates for 763 variables and projections for 497 variables (H5, P3, P5, P10)
- Also, DemoStats Trends provides single year estimates from 2006-2021 & 2022-2041 for:
  - Household, population, aggregate and average household income variables as counts and annual % change



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PRIZM

- PRIZM was rebuilt and upgraded in 2020. These 67 segment names remain.
- PRIZM assignments to the postal code or dissemination area may change to reflect the latest ePCCF, updates to demographics and updates to other data inputs.
  - We update the PRIZM Handbook and QRGs so that descriptions are based on updated products
- Quick Reference Guide now includes two new categories:

Post-Covid most look forward to shopping	Weekly Commuting Movement January 2021 vs January 2020
Very-High	Very Active
High	Active
Average	Moderately Active
Low	Lightly Active
Very-Low	Sedentary

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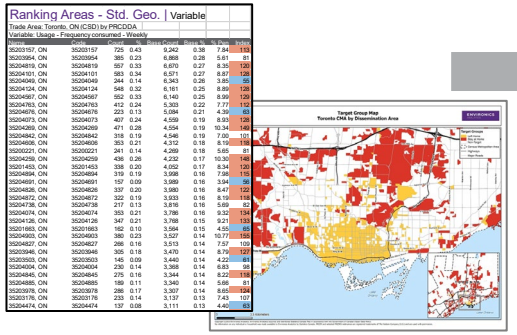
End-to-End Targeting from Strategy to Activation

TOOLS



Device ID	Score
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00000000-00000000-01234567-89ABCDEF	2
01234567-89ABCDEF-01234567-89ABCDEF	3
.	.
.	.
.	.
00000000-00000000-00000000-89ABCDEF	1,203,999

Highly relevant experiences deployed consistently across all channels based on the customers' and prospects' channel preferences

Location
Outdoor placement, in-branch, in-store, digital assets & geo-fencing

Mass Media
Media buying, placement, branding

Digital
Online, social media and mobile experiences

One-to-One Communications
Leads & triggers are designed & deployed 1:1 via direct mail, email and telemarketing channels

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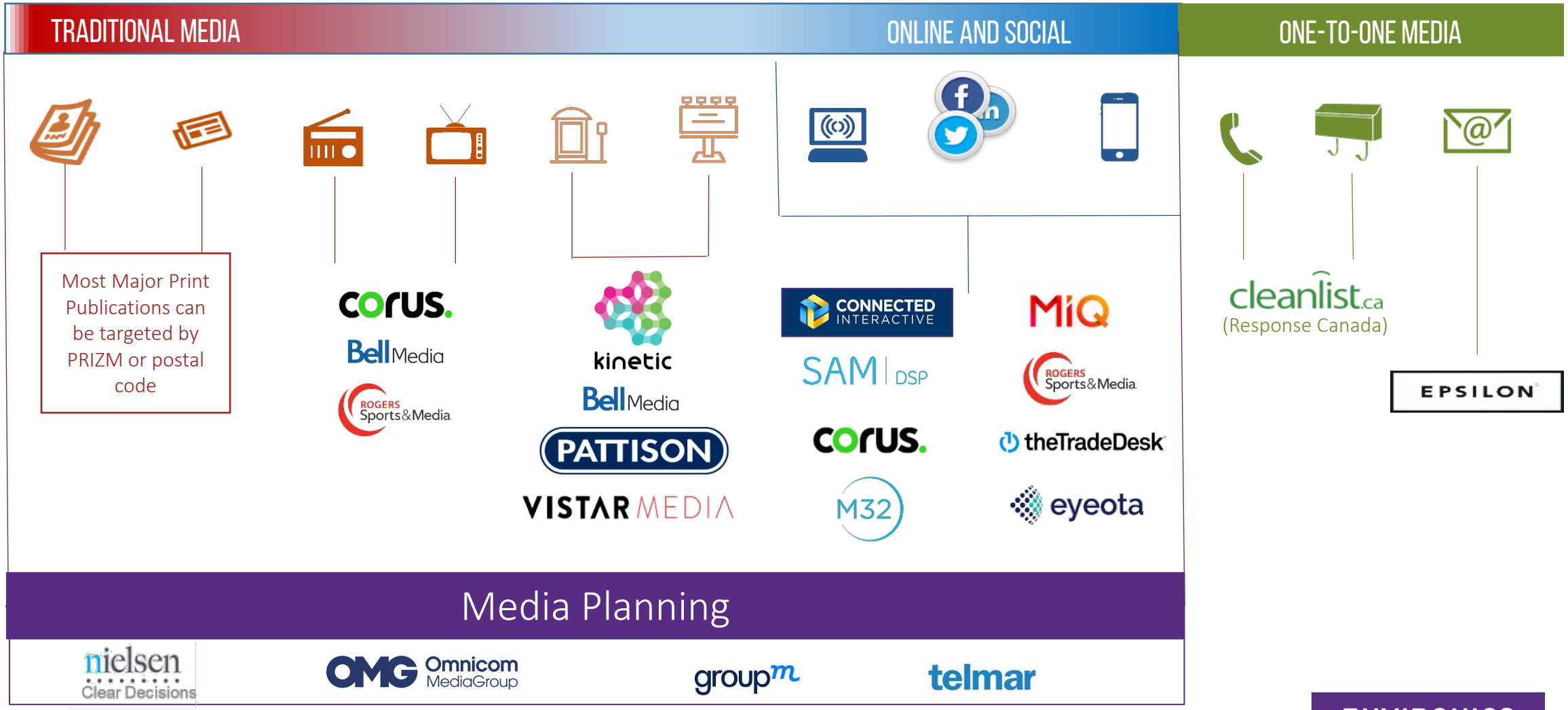
How We Help Activate: Partners and Platforms



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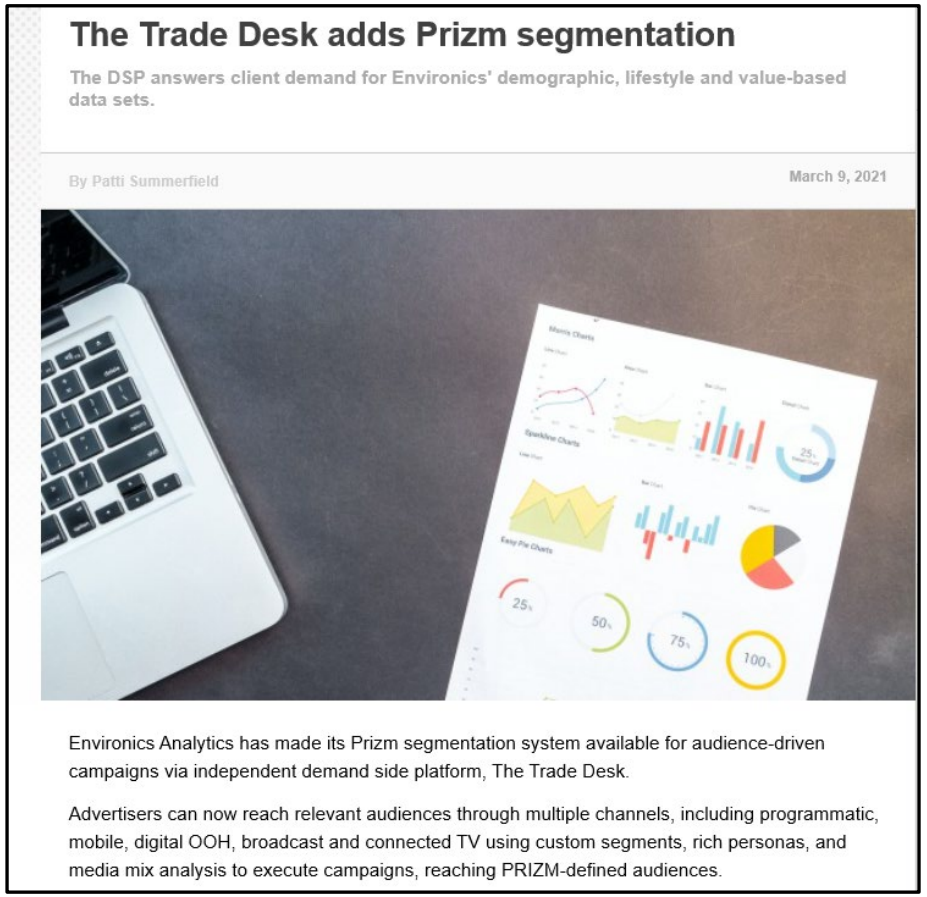
The Trade Desk

- PRIZM now available for audience-driven campaigns
- Advertisers can reach relevant audiences through multiple channels using custom segments, rich personas and media mix analysis through PRIZM:
  - Programmatic
  - Mobile
  - Digital OOH
  - Broadcast & connected TV

- With PRIZM get access to over 30,000 data points
- The Bell acquisition will allow us to expand the demographic, media, financial, and behavioural offering through new products and additional variable content



The Trade Desk adds Prizm segmentation

The DSP answers client demand for Environics' demographic, lifestyle and value-based data sets.

By Patti Summerfield

March 9, 2021

Environics Analytics has made its Prizm segmentation system available for audience-driven campaigns via independent demand side platform, The Trade Desk.

Advertisers can now reach relevant audiences through multiple channels, including programmatic, mobile, digital OOH, broadcast and connected TV using custom segments, rich personas, and media mix analysis to execute campaigns, reaching PRIZM-defined audiences.

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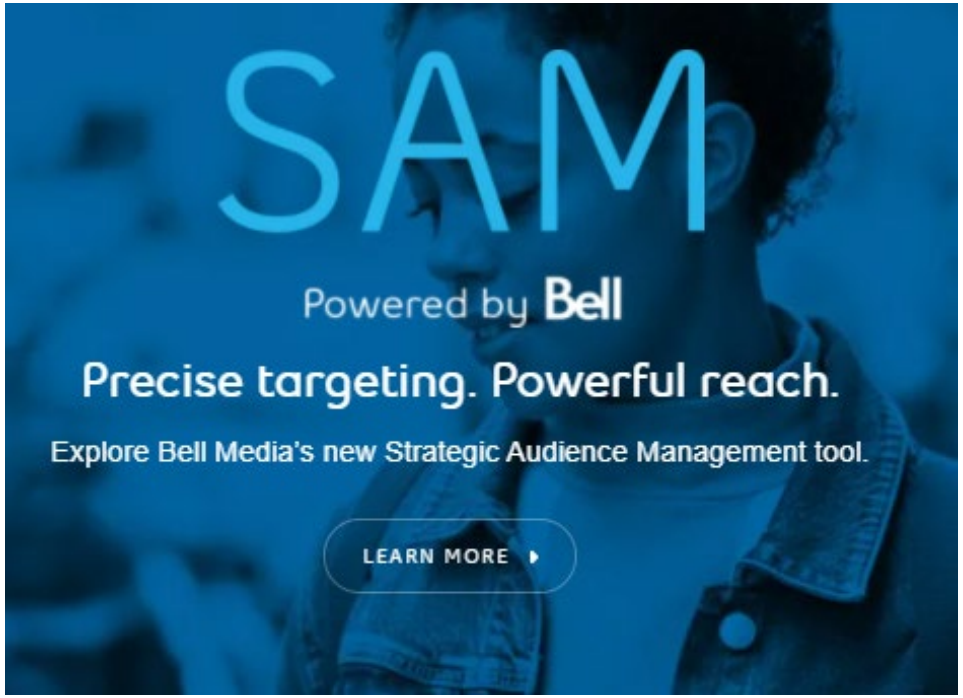
Bell Media's SAM DSP

- New product powered by AdTech company Xandr to deliver proprietary omni-channel demand-side platform (DSP) for advertisers and agencies
- Easily plan, run and measure scaled, targeted campaigns using premium inventory over multiple platforms and channels, now including digital
- Integrated with SAM platform for end-to-end ad buying across broadcast, digital and OOH – 'one stop'
- Under Bell's license to use EA data for commercialization, all key EA variables will be available for Audience creation for TV and digital by end of June



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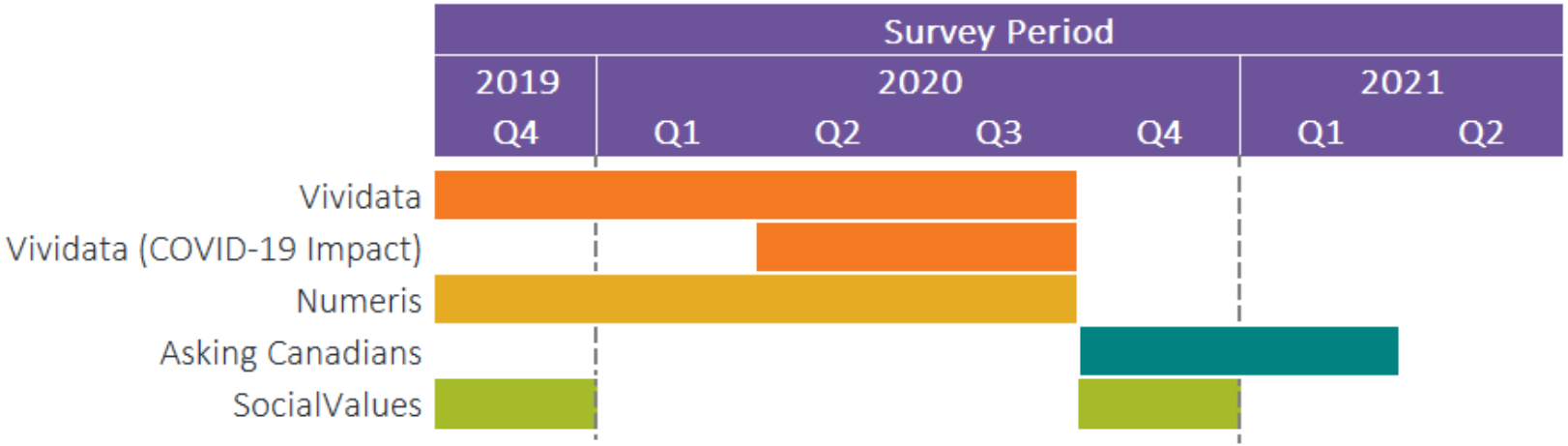
2021 Survey Coverage by Supplier

- Survey collection periods will influence how much of the pandemic is captured within our data



- Other considerations:
  - Regional difference do exist
  - Variables that describe how we consume products are more likely to be impacted by COVID-19 than variables on likes and dislikes. Although, we may see some preferences change as a result of the pandemic

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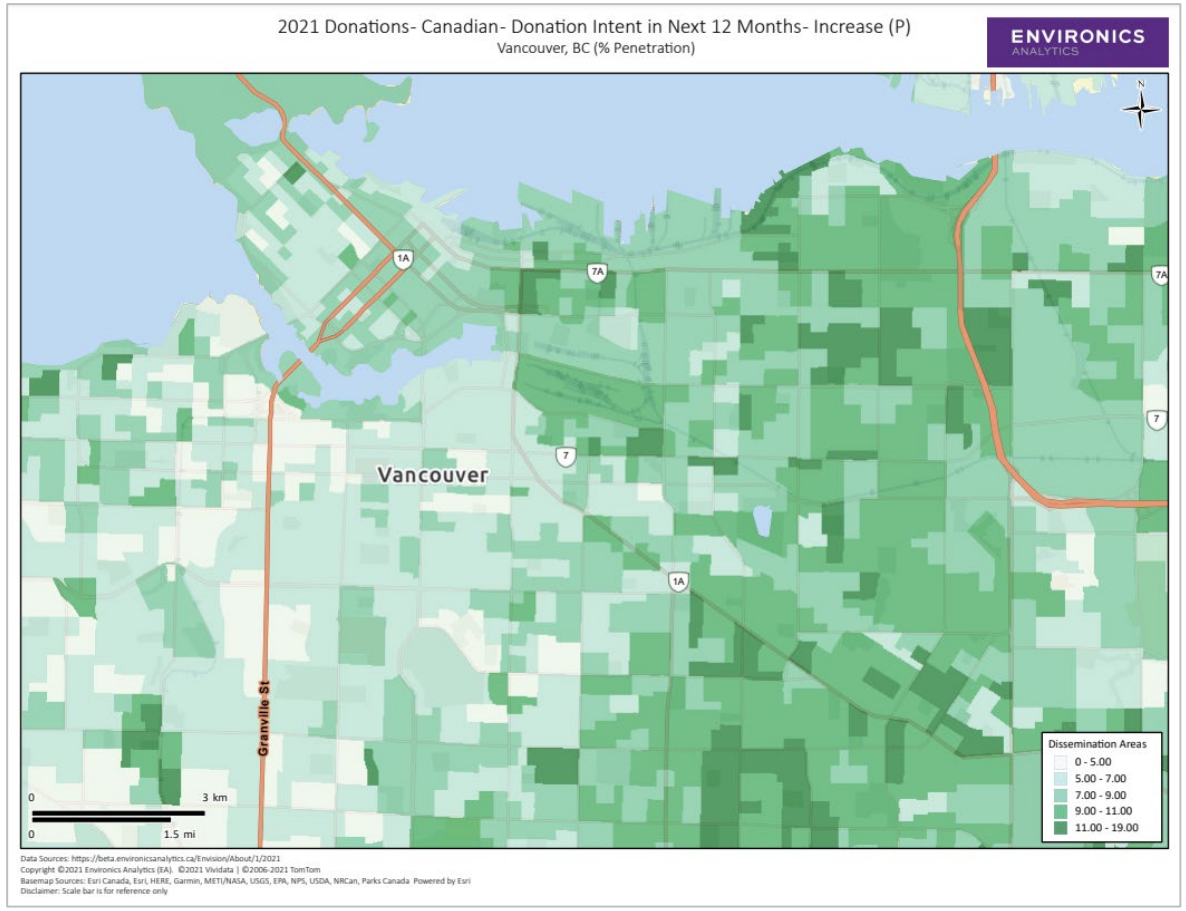
Opticks Powered by Vividata



- 5,143 variables in 2021
- Over 500 new variables including:

vs.

104 Shop In-Store/Online

10 Ad Blockers Reasons Used

Meal Kits & Food Delivery Services

Donation Frequency and Intent

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Opticks Powered by Vividata (Gender)

- 8,387 variables in 2021 with ~1000 new variables
- Answer two important questions by using two different bases: Which gender is most likely to display a certain behaviour and what female or male segments score highest
- Custom tools are available in ENVISION to leverage these different bases

Ranking Variables | Trade Area

Trade Area: Vancouver, BC (CY)
Benchmark: Canada

		Count	%	Base Count	Base %	% Pen	Index
41 - Media - Internet - Activities							
V9121_M	Shop In-Store/Online - Automotive Services/Supplier/Products [Pst Mth] - In-Store/ In Person (P)	158,794	25.87	8,468,141	26.66	1.88	97
V9121_F	Shop In-Store/Online - Automotive Services/Supplier/Products [Pst Mth] - In-Store/ In Person (P)	115,085	18.75	7,027,686	22.12	1.64	85
V9119_M	Shop In-Store/Online - Automotive Services/Supplier/Products [Pst Mth] - Online (P)	40,998	6.68	1,742,962	5.49	2.35	122
V9119_F	Shop In-Store/Online - Automotive Services/Supplier/Products [Pst Mth] - Online (P)	11,944	1.95	643,557	2.03	1.86	96
V9019_M	Shop In-Store/Online - Books [Pst Mth] - In-Store/ In Person (P)	106,511	17.35	4,648,740	14.63	2.29	119
V9019_F	Shop In-Store/Online - Books [Pst Mth] - In-Store/ In Person (P)	114,226	18.61	5,700,589	17.94	2.00	104
V9020_M	Shop In-Store/Online - Books [Pst Mth] - Online (P)	127,790	20.82	4,951,852	15.59	2.58	134
V9020_F	Shop In-Store/Online - Books [Pst Mth] - Online (P)	139,578	22.74	6,524,044	20.54	2.14	111
V9021_M	Shop In-Store/Online - Building/Home Improvement Items [Pst Mth] - In-Store/ In Person (P)	170,991	27.86	8,575,840	27.00	1.99	103
V9021_F	Shop In-Store/Online - Building/Home Improvement Items [Pst Mth] - In-Store/ In Person (P)	121,832	19.85	7,074,620	22.27	1.72	89
V9022_M	Shop In-Store/Online - Building/Home Improvement Items [Pst Mth] - Online (P)	46,666	7.60	2,302,475	7.25	2.03	105
V9022_F	Shop In-Store/Online - Building/Home Improvement Items [Pst Mth] - Online (P)	25,021	4.08	1,433,396	4.51	1.75	90
V9023_M	Shop In-Store/Online - Children's Clothing/Shoes [Pst Mth] - In-Store/ In Person (P)	59,667	9.72	3,643,555	11.47	1.64	85
V9023_F	Shop In-Store/Online - Children's Clothing/Shoes [Pst Mth] - In-Store/ In Person (P)	73,945	12.05	5,051,879	15.90	1.46	76
V9024_M	Shop In-Store/Online - Children's Clothing/Shoes [Pst Mth] - Online (P)	45,698	7.45	2,504,495	7.88	1.82	94
V9024_F	Shop In-Store/Online - Children's Clothing/Shoes [Pst Mth] - Online (P)	48,516	7.91	2,837,062	8.93	1.71	89
V9025_M	Shop In-Store/Online - Cosmetics/Skin Care [Pst Mth] - In-Store/ In Person (P)	106,979	17.43	4,770,532	15.02	2.24	116
V9025_F	Shop In-Store/Online - Cosmetics/Skin Care [Pst Mth] - In-Store/ In Person (P)	206,344	33.62	9,718,614	30.59	2.12	110
V9026_M	Shop In-Store/Online - Cosmetics/Skin Care [Pst Mth] - Online (P)	54,362	8.86	1,818,333	5.72	2.99	155
V9026_F	Shop In-Store/Online - Cosmetics/Skin Care [Pst Mth] - Online (P)	115,533	18.82	4,608,643	14.51	2.51	130

Opticks Powered by Vividata (Gender) | Trade Area

Ottawa - Gatineau, ON/QC vs Canada

	Count	% (Total)	% (Gender)	Base Count	Base % (Total)	Base % (Gender)	Index (Total)	Index (Gender)
52 - Psychographics								
environmentally-friendly things if they save you money - Disagree (P)	155,358	12.65	25.70	3,879,602	12.21	24.61	104	104
ing environmentally-friendly things if they save you money - Disagree (P)	192,938	15.71	30.94	4,655,793	14.66	29.09	107	106
help consumers to be environmentally responsible - Disagree (P) (!)	12,634	1.03	2.09	431,802	1.36	2.74	76	76
uld help consumers to be environmentally responsible - Disagree (P) (^)	10,402	0.85	1.67	198,285	0.62	1.24	136	135
to recycle - Disagree (P) (!)	8,757	0.71	1.45	280,924	0.88	1.78	81	81
uty to recycle - Disagree (P) (^)	5,901	0.48	0.95	147,148	0.46	0.92	104	103
ot man-made- it's a natural occurrence - Disagree (P)	255,091	20.77	42.19	5,958,044	18.75	37.80	111	112
is not man-made- it's a natural occurrence - Disagree (P)	254,162	20.70	40.76	6,221,920	19.59	38.88	106	105
nuch emphasis on conservation - Disagree (P)	198,412	16.16	32.82	4,469,021	14.07	28.35	115	116
o much emphasis on conservation - Disagree (P)	211,481	17.22	33.92	5,025,421	15.82	31.40	109	108
lk to avoid over packaging - Disagree (P)	57,914	4.72	9.58	1,340,671	4.22	8.50	112	113
bulk to avoid over packaging - Disagree (P)	31,152	2.54	5.00	912,576	2.87	5.70	88	88
opportunities to earn supplemental income beyond my regular job - Agree (P)	55,072	4.48	9.11	1,484,037	4.67	9.41	96	97
or opportunities to earn supplemental income beyond my regular job - Agree (P)	58,161	4.74	9.33	1,516,894	4.77	9.48	99	98
ging money - Agree (P)	86,883	7.07	14.37	2,245,681	7.07	14.25	100	101
naging money - Agree (P)	100,136	8.15	16.06	2,470,785	7.78	15.44	105	104
than a saver - Agree (P)	35,109	2.86	5.81	893,572	2.81	5.67	102	102
er than a saver - Agree (P)	32,742	2.67	5.25	887,823	2.79	5.55	95	95
buy the sort of things I couldn't normally afford - Agree (P)	27,848	2.27	4.61	586,633	1.85	3.72	123	124
an buy the sort of things I couldn't normally afford - Agree (P)	29,328	2.39	4.70	709,950	2.23	4.44	107	106
refully than I used to - Agree (P)	106,005	8.63	17.53	3,051,329	9.61	19.36	90	91
carefully than I used to - Agree (P)	117,663	9.58	18.87	3,233,629	10.18	20.21	94	93

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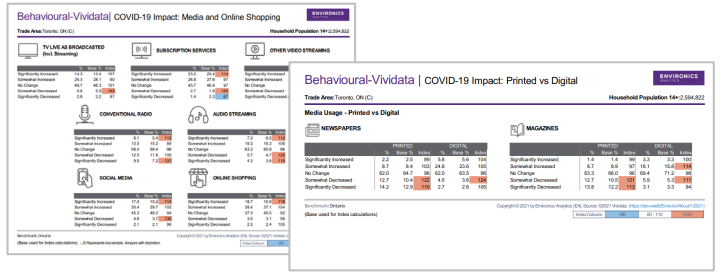
Vividata – COVID-19 Impact
(COMING SOON)



- 51 new survey questions
  - 196 variables for Vividata
  - 392 variables for Vividata (Gender)
- 4 categories:
  - Activities Look Forward To Do
  - Statements
  - Trust The Sources of Information
  - Usual Consumption

COVID-19 Impact Categories	Types of questions
Activities Look Forward To Do	Attending: events, festivals, concerts, sports events
	Children going back to school
	Dating
	Getting back to old habits
	Going back to work
	Going to a salon, restaurant/bar, gym, movies
	Having physical contact with family and friends
	Group activities, partying
	Shopping in-store
	Travelling
	Using Public Transit
Statements	Concerned about the sanitation and hygiene in stores
	I don't people are taking COVID-19 seriously enough
	I feel safe shopping in-store
	I think the economy will be strong by the end of the year
	I will continue to mostly shop online even though stores are open
	I'm worried about my mental health due to social distancing
Trust The Sources of Information	News, Radio TV
	Social Media
	Government
	HealthCare Professional
	Friends and family
Usual Consumption	Print or digital media (newspapers and magazines)
	Radio vs. audio streaming
	TV vs. subcription services
	social media

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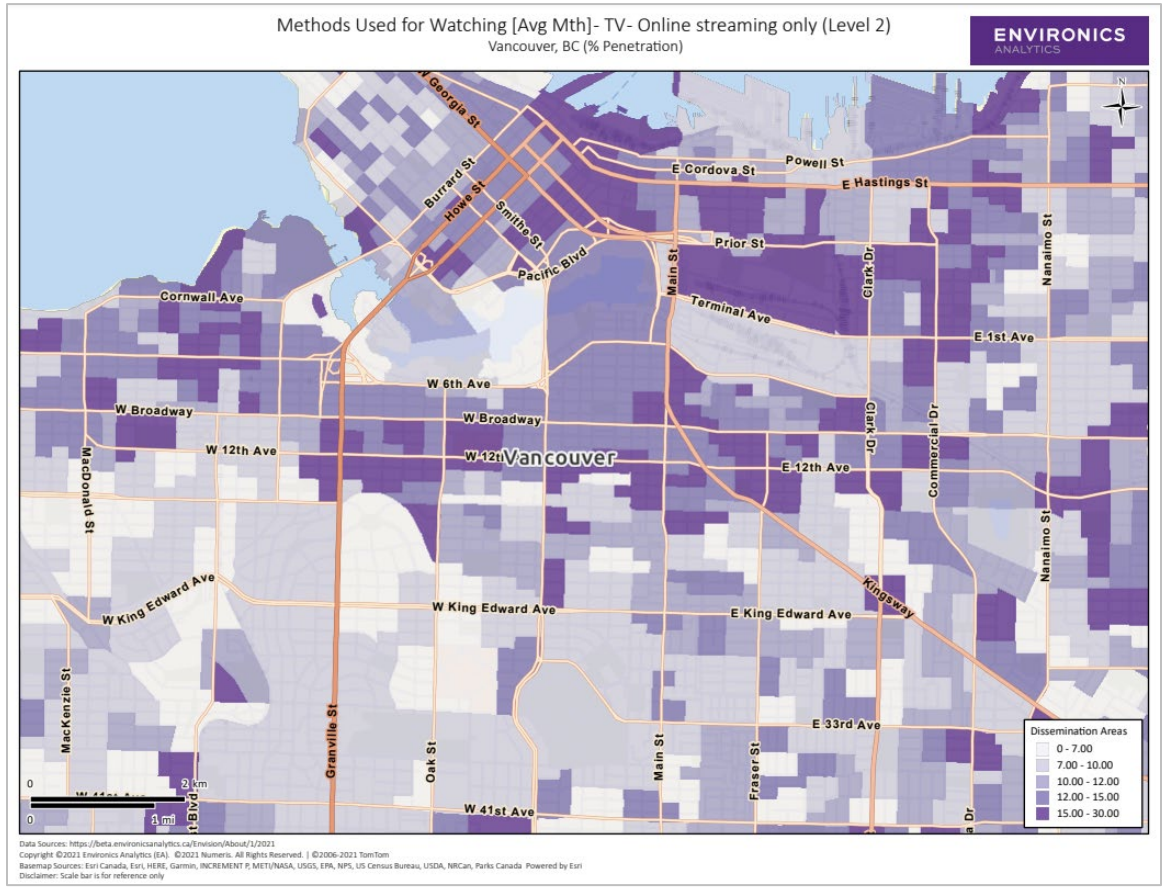
Opticks Powered by Numeris*



- Over 4,400 variables
- New variables on the methods used for watching content: Cable, satellite, antenna vs. online streaming
- Additional variables for digital channels i.e., Cooking Channel

*Based on the Numeris RTS survey data

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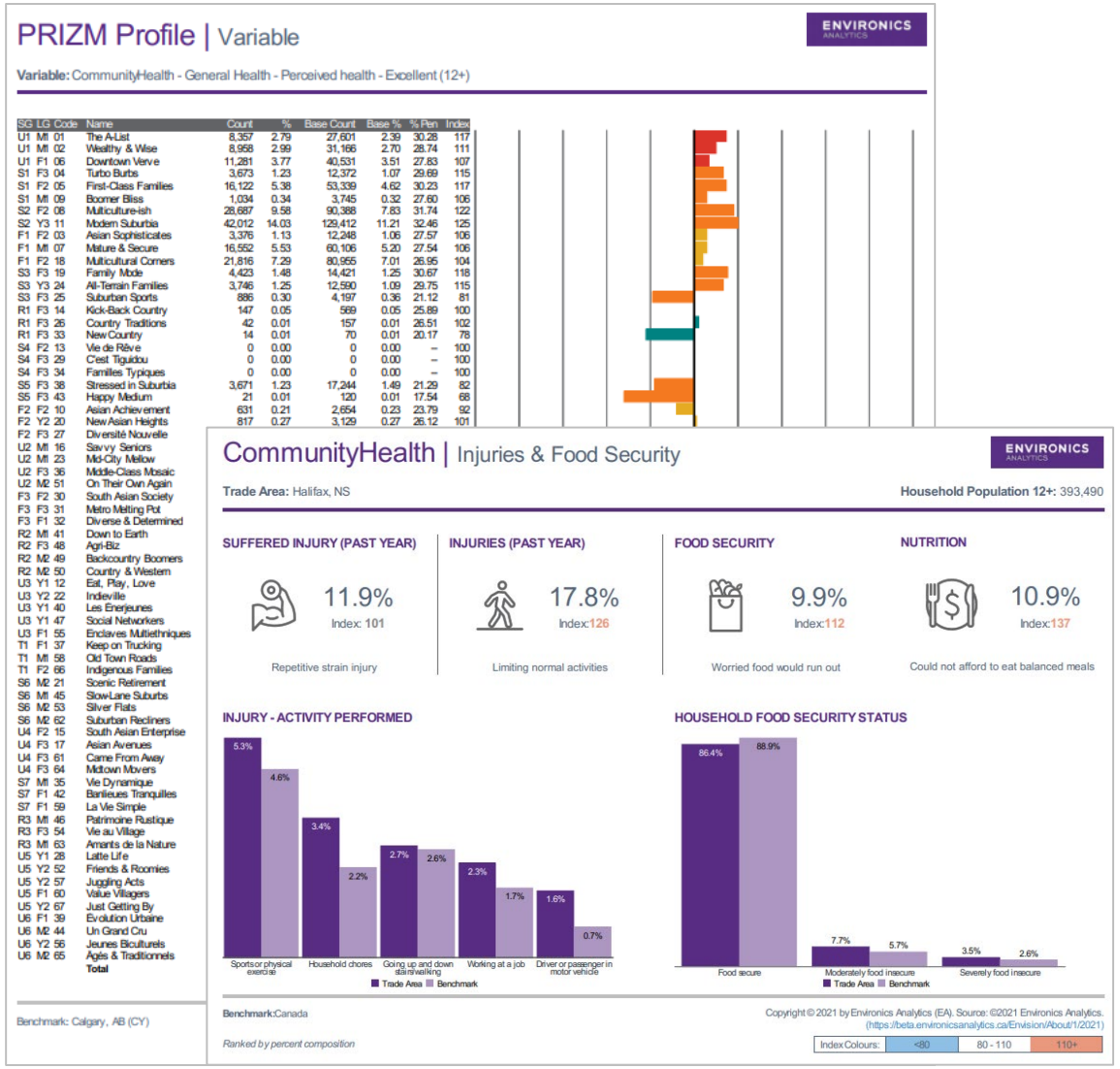
CommunityHealth



- 491 variables in 2021
- Rebuilt using the redesigned Canadian Community Health Survey (CCHS) and includes new categories such as:

Physical Activity Levels for Youth

Maternal Experiences

Injuries (types, location, causes)

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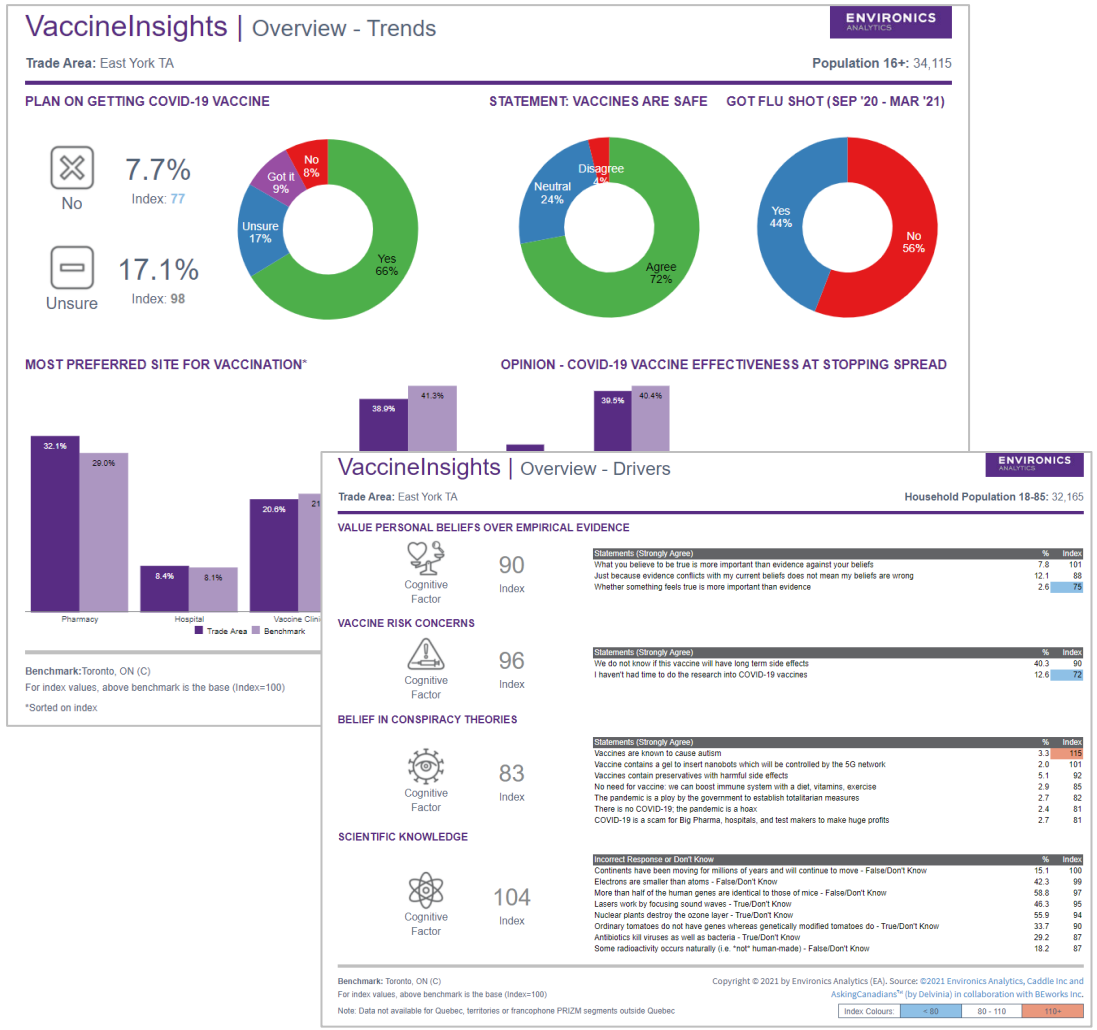
VaccineInsights



- 67 variables
- Who plans to get COVID-19 vaccine, their confidence levels and the possible reasons that may influence them
- 2 Data Sources: Caddle & BEworks in collaboration with Asking Canadians
- Government can use it with PRIZM to understand where to execute awareness campaigns & to inform the public
- Pharmaceutical retail chains can use it to understand relative vaccination demand within their catchment areas

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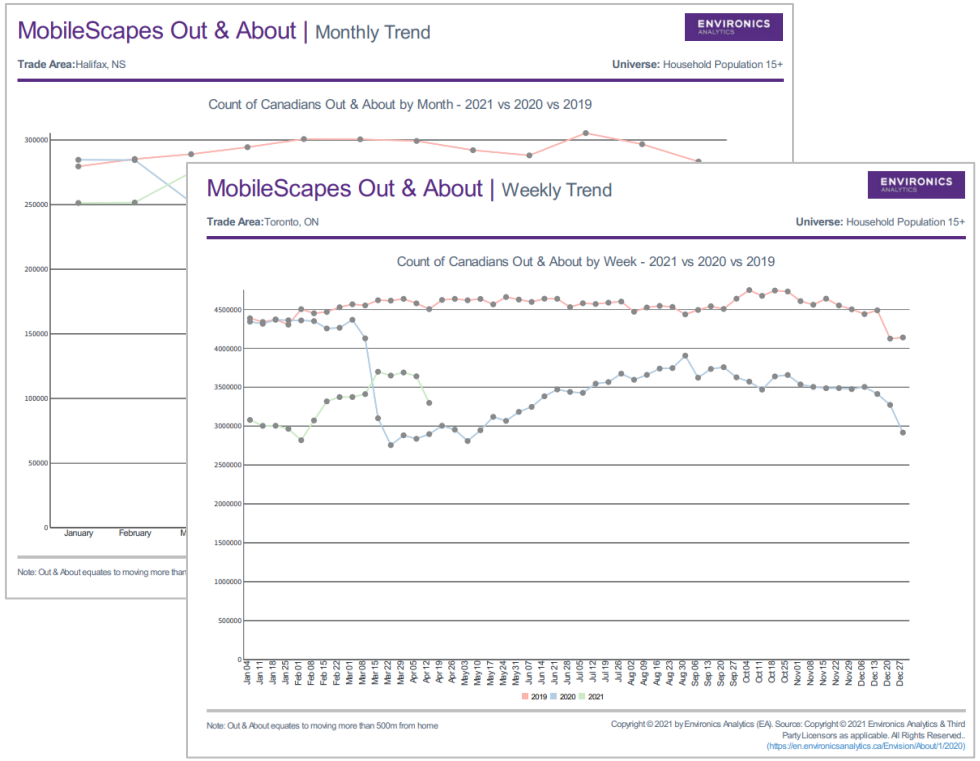
MobileScapes Out & About

- MobileScapes Out & About identifies movement of populations at the neighbourhood level
- These data are accessed through ENVISION through a series of purpose-built reports which are designed to allow users the ability to define which time periods and trade areas to compare giving them greater flexibility in generating trending reports



MobileScapes Out & About | PRIZM Trend

Variable: Out & About
Benchmark: Barrie, ON

				2021 - January - Total Month				2020 - January - Total Month					
SG	LG	Code	Name	Count	%	% Pen	Index	Count	%	% Pen	Index	Absolute Change	% Change
U1	M1	01	The A-List	283	0.26	56.98	95	420	0.29	88.14	110	-137	-33
U1	M1	02	Wealthy & Wise	264	0.24	73.89	123	277	0.19	78.65	98	-13	-5
U1	F1												
S1	F3												
S1	F2												
S1	M1												
S2	F2												
S2	Y3												
F1	F2												
F1	M1												
F1	F2												
S3	F3												
S3	Y3												
S3	F3												
R1	F3												
R1	F3												
R1	F3												

MobileScapes Out & About | Activity Trend

ENVIRONICS ANALYTICS

Trade Area: Saskatoon, SK

	2021 - February - Total Month		2020 - February - Total Month			
	Count	%	Count	%	Absolute Change	% Change
2021 - February - Total Month						
Out & About	173,734	64.70	206,157	77.50	-32,423	-16
2021 - February - Total Month - Dayparts						
12:00 AM to 6:00 AM	20,576	7.66	38,398	14.44	-17,822	-46
6:00 AM to 9:00 AM	62,774	23.38	88,346	33.21	-25,572	-29
9:00 AM to 12:00 PM	91,793	34.19	126,754	47.65	-34,961	-28
12:00 PM to 3:00 PM	114,984	42.82	146,673	55.14	-31,689	-22
3:00 PM to 6:00 PM	110,221	41.05	147,101	55.30	-36,880	-25
6:00 PM to 9:00 PM	75,128	27.98	110,065	41.38	-34,937	-32
9:00 PM to 12:00 AM	37,755	14.06	66,920	25.16	-29,165	-44
9:00 AM to 5:00 PM (Business Hours)	145,371	54.14	183,247	68.89	-37,876	-21
2021 - February - Total Month - Metrics						
Furthest range of movement (KM)	2,074,952	11.94	2,657,449	12.89	-582,497	-22
Time spent away from home (Minutes)	33,431,005	192.43	55,349,753	268.48	-21,918,748	-40
2021 - February - Total Month - Purpose						
Commuted	61,404	22.87	85,219	32.04	-23,815	-28
Visited a park/green space	19,219	7.16	35,059	13.18	-15,840	-45
Visited a commercial location	97,556	36.33	136,809	51.43	-39,253	-29
Used Heavy Rail transit	3,426	1.28	6,757	2.54	-3,331	-49

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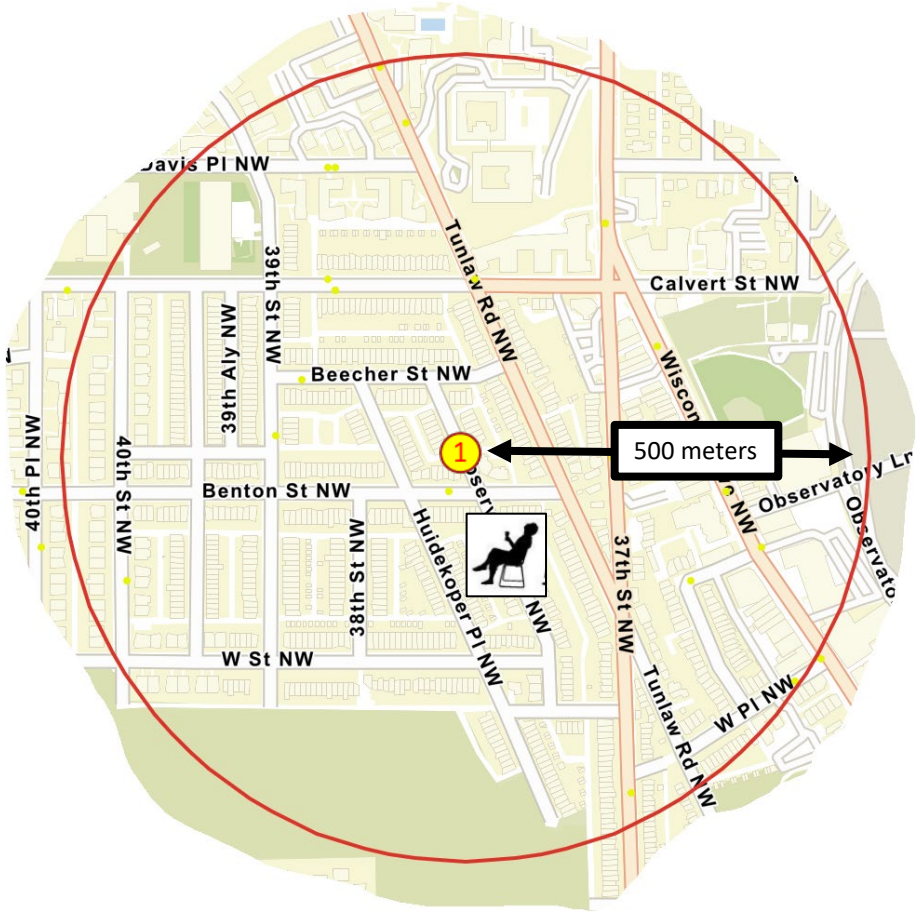
MobileScapes Out & About



What we did

We identified movement from inferred home location for every device in our universe and have inferred this at the neighborhood level for every DA in Canada. Projected to Population 15+.

Business logic

Devices < 500 meters = staying home

Devices > 500 meters = on the move

What is it?

Can identify how active the residents of a trade area are, when compared to last year.

How is it used?

Our clients are identifying how active or dormant their trade areas are based on human movement data. When are people leaving their homes? Does this explain why foot traffic is down during lunch time? How far are people traveling from their homes? How much time do they spend outside their homes compared to last year? When out, are people shopping? Going to work?

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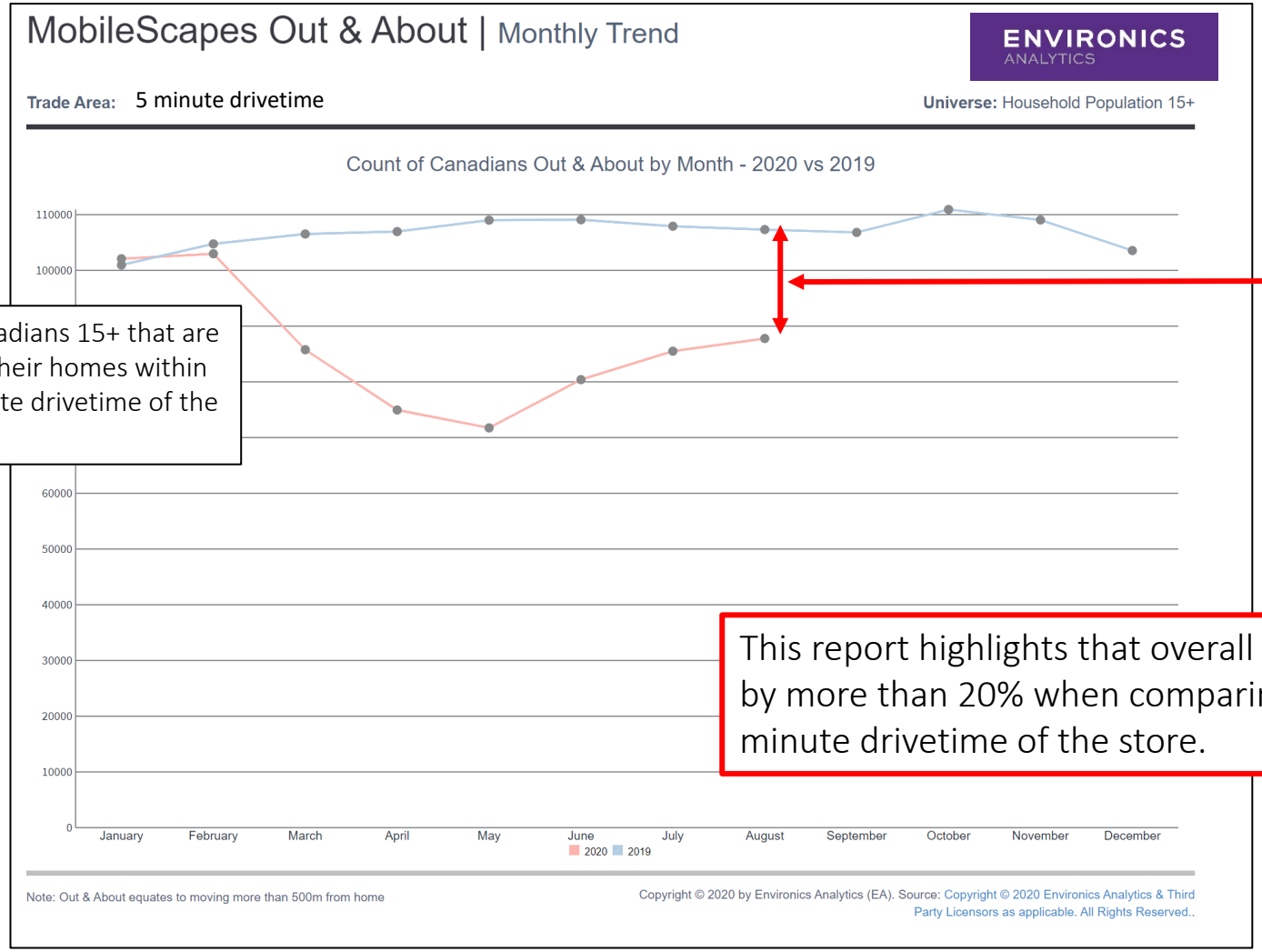
MobileScapes Out & About Report Details



# of Canadians 15+ that are leaving their homes within a 5 minute drivetime of the store

Gap highlights difference
In activity around this store and may explain poor performance

This report highlights that overall human movement traffic is down by more than 20% when comparing # of people aged 15+ within a 5 minute drivetime of the store.

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MobileScapes Out & About Report Details

MobileScapes Out & About | Activity Trend

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Trade Area: 5 minute drivetime

	2020 - August - Total Month		2019 - August - Total Month			
	Count	%	Count	%	Absolute Change	% Change
2020 - August - Total Month						
Out & About	105,347	70.02	127,480	86.32	-22,133	-17
2020 - August - Total Month - Dayparts						
12:00 AM to 6:00 AM	13,219	8.79	22,094	14.96	-8,875	-40
6:00 AM to 9:00 AM	30,723	20.42	51,633	34.96	-20,910	-40
9:00 AM to 12:00 PM	52,990	35.22	83,488	56.53	-30,498	-37
12:00 PM to 3:00 PM	36,198	24.06	95,588	64.73	-59,390	-62
3:00 PM to 6:00 PM	71,680	47.64	97,260	65.86	-25,580	-26
6:00 PM to 9:00 PM	63,898	42.47	83,765	56.72	-19,867	-24
9:00 PM to 12:00 AM	22,555	14.99	50,518	34.21	-27,963	-55
9:00 AM to 5:00 PM (Business Hours)	86,660	57.60	116,797	79.09	-30,137	-26
2020 - August - Total Month - Metrics						
Furthest distance from home (KM)	1,029,801	9.78	2,191,499	17.19	-1,161,698	-53
Time spent away from home (Minutes)	15,898,348	150.91	39,740,501	311.74	-23,842,153	-60
2020 - August - Total Month - Purpose						
Commuted	16,725	11.12	27,480	18.61	-10,755	-39
Visited a park/green space	21,628	14.38	39,010	26.41	-17,382	-45
Visited a commercial location	71,888	47.78	110,348	74.72	-38,460	-35
Used Heavy Rail transit	1,555	1.03	7,541	5.11	-5,986	-79

NOTE: Count and % values for "Furthest distance from home (KM)" and "Time spent away from home (Minutes)" variables are aggregate and average values respectively.

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# of Canadians 15+ that are leaving their homes within a 5 minute drivetime of the store

This report highlights that overall human movement traffic is down by more than 17% when comparing # of people aged 15+ within a 5 minute drivetime of the store.

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Upcoming Product Updates

July Release

- HouseholdSpend
- FoodSpend
- Rebuild — Homescan® Profiles
- Rebuild — ShopperChoice
- Businesses
- BusinessProfiles
- CrimeStats
- Neighbourhood View™
- Rebuild — WealthScapes
- WealthScapes Lite
- AgeByIncome
- WealthTransfer
- Rebuild — MoneyMatters *powered by Canadian Financial Monitor*
- Financial Institutions
- New — Opticks Automotive *powered by Experian*
- Rebuild — CannabisInsights *powered by Vividata*

October Release

- LiquidAssets
- WealthCare
- WealthTrends
- WealthScapes *Fundraiser*
- WealthScapes *Daytime*
- Financial Vulnerability Index
- Social Vulnerability Index
- Frailty Index
- ClickSpend™ *powered by J.C. Williams Group*
- GreenLiving
- GivingBack
- CommunityLife

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2020 Products Updated More Frequently

Twice a Year	Quarterly	Monthly	Weekly	Daily
TrafficCounts	Spectra Trade Areas	VisitorView	MobileScapes *Out & About*	MobileScapes *Plus*
Enhanced PCCF	ChainLocations			MobileScapes *ENVISION*

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New Products &
What is on the Horizon

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New Products

- MobileScapes geofence update
- MobileScapes Plus release
- ENVISION Cross shop functionality (coming soon)
- ClickScapes (coming soon)

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Geofence update – new additions!

110,000

Completed to Date

Next release scheduled for August 2021

VERSION 1:

1. RETAIL – GROCERY
2. RETAIL – DRUG
3. RETAIL - MASS MERCHANTS AND WHOLESALE CLUB
4. GREENSPACES (6 TYPES)
5. ACTIVITY - GOLF
6. RETAIL SHOPPING CENTRES (7 TYPES)

VERSION 2:

7. RETAIL – AUTO DEALERSHIPS
8. HEALTHCARE – HOSPITALS

VERSION 3:

9. FINANCIAL INSTITUTION - CREDIT UNIONS
10. FINANCIAL INSTITUTION –BANKS
11. RESTAURANTS -COFFEE AND DONUT SHOP
12. RESTAURANTS –PIZZA
13. RESTAURANTS - QUICK SERVICE
14. RESTAURANTS - SIT-DOWN DINING
15. RESTAURANTS - SPECIALTY ITEMS
16. RETAIL - CLOTHING
17. RETAIL - SHOES
18. RETAIL - FURNITURE AND HOME
19. RETAIL - ELECTRONICS
20. RETAIL - HARDWARE
21. RETAIL - TOYS
22. RETAIL - SPORTING GOODS
23. RETAIL - OFFICE SUPPLIES AND STATIONERY
24. RETAIL - COSMETICS
25. RETAIL - JEWELRY AND ACCESSORIES
26. TRAVEL – AIRPORTS

VERSION 4:

27. GYMS - BIG BOX FITNESS
28. RETAIL - CANNABIS
29. RETAIL - ALCOHOL

VERSION 5:

32. RETAIL - CONVENIENCE
33. RETAIL – FUEL AND CONVENIENCE
34. RETAIL – FUEL

VERSION 6:

35. ACTIVITY – CONVENTION CENTRES
36. ACTIVITY – PUBLIC RECREATION AND COMMUNITY FACILITIES
37. ACTIVITY – PUBLIC LIBRARIES
38. TRAVEL – HOTELS
40. ATTRACTION – ENTERTAINMENT PARKS
41. ATTRACTION – WILDLIFE ATTRACTIONS
42. ATTRACTION – LARGE GATHERING VENUES
45. ATTRACTION – MUSEUMS AND GALLERIES

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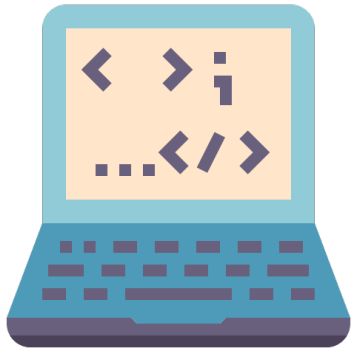
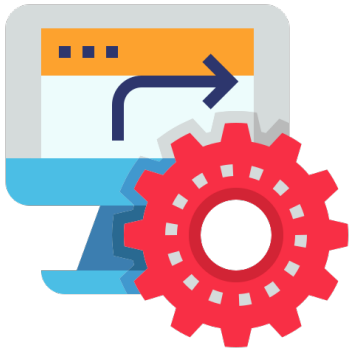
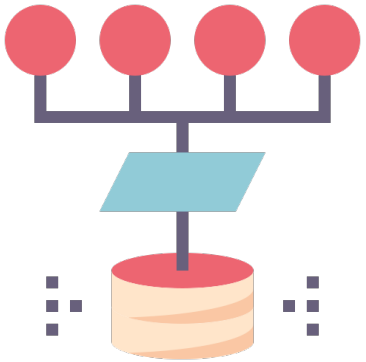
MobileScapes Plus API Benefits Customers Who:



Have technical resources at their disposal



Want to automate frequent extract requests



Want to integrate extracts into data stores or pipelines

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MobileScapes Cross-Shop

"Loyal" = Visitors only observed in one brand's geofence.

"Non-Loyal" = Visitors observed in multiple brand geofences.

2019 Visitors	Porsche	BMW	Mercedes	Audi	Total Loyal Visitors	Total Non-Loyal Visitors	Total Visitors
Porsche	116,827	95,944	75,585	85,473	116,827	158,059	274,886
% of Visitors	42.50%	34.90% 1	27.50%	31.09%	42.50%	57.50%	100.00%
BMW	96,159	531,867	244,334	226,792	531,867	396,729	928,596
% of Visitors	10.36%	57.28%	26.31%	24.42%	57.28% 2	42.72%	100.00%
Mercedes	75,914	242,488	259,472	206,340	259,472	358,764	618,236
% of Visitors	12.28%	39.22%	41.97%	33.38%	41.97%	58.03%	100.00%
Audi	86,230	226,527	206,866	246,944	246,944	352,054	598,999
% of Visitors	14.40%	37.82%	34.54%	41.23%	41.23%	58.77%	100.00%

1 Among these competitors, BMW is Porsche's strongest competition in Toronto, with 35% of Porsche visitors also visiting a BMW location.

2 At 57%, BMW has the highest loyalty of the 4 brands.

Note: % of visitors may not sum up to 100% since non-exclusive visitors can be observed in more than one of the cross-shop geofences

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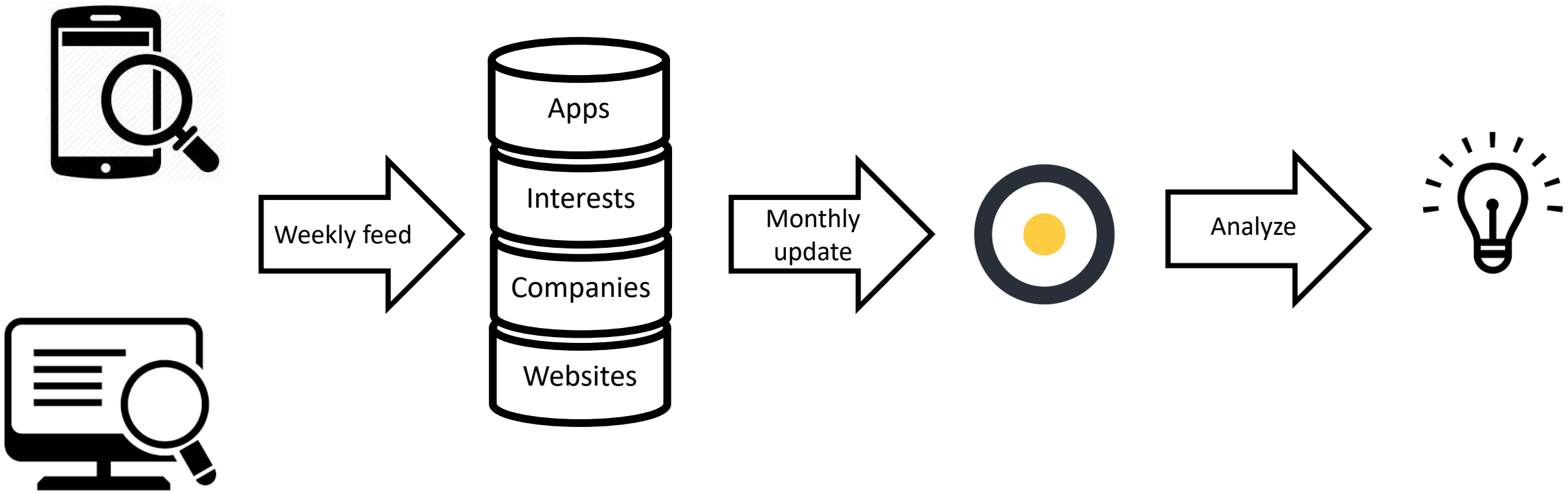
ClickScapes – What is it?

Browsing history

Database

Platform

Answers



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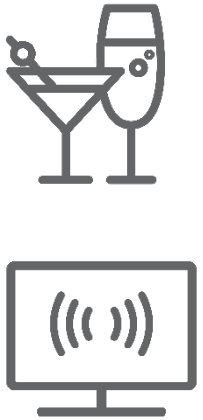
ClickScapes – Client Use Cases

WHO	WHERE	HOW 
See if campaigns increased traffic to your website	Identify web trends	Look at the competition

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Questions?

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