

ENVIRONICS ANALYTICS 2018 DATA RELEASE AND ENVISION5

May 24, 2018

Teresa Sinopoli

Vice President of Product Management

Sandra Albanese

Research Director for Demographic Data

ENVIRONICS
ANALYTICS

TODAY'S PRESENTERS



Teresa Sinopoli

Vice President Product Management

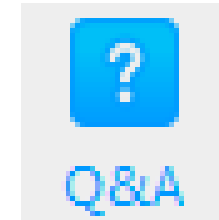


Sandra Albanese

Research Director Demographic Data

HOUSEKEEPING

- Listen-only mode for attendees
- Questions at the end. Use the Webex Q&A Feature in your Interface
- Technical difficulties? 1-866-229-3239
- Presentation deck will be available environicsanalytics.com/webinars



DEMOGRAPHIC UPDATE

Sandra Albanese

2018 CANADIAN DEMOGRAPHIC DATA UPDATE

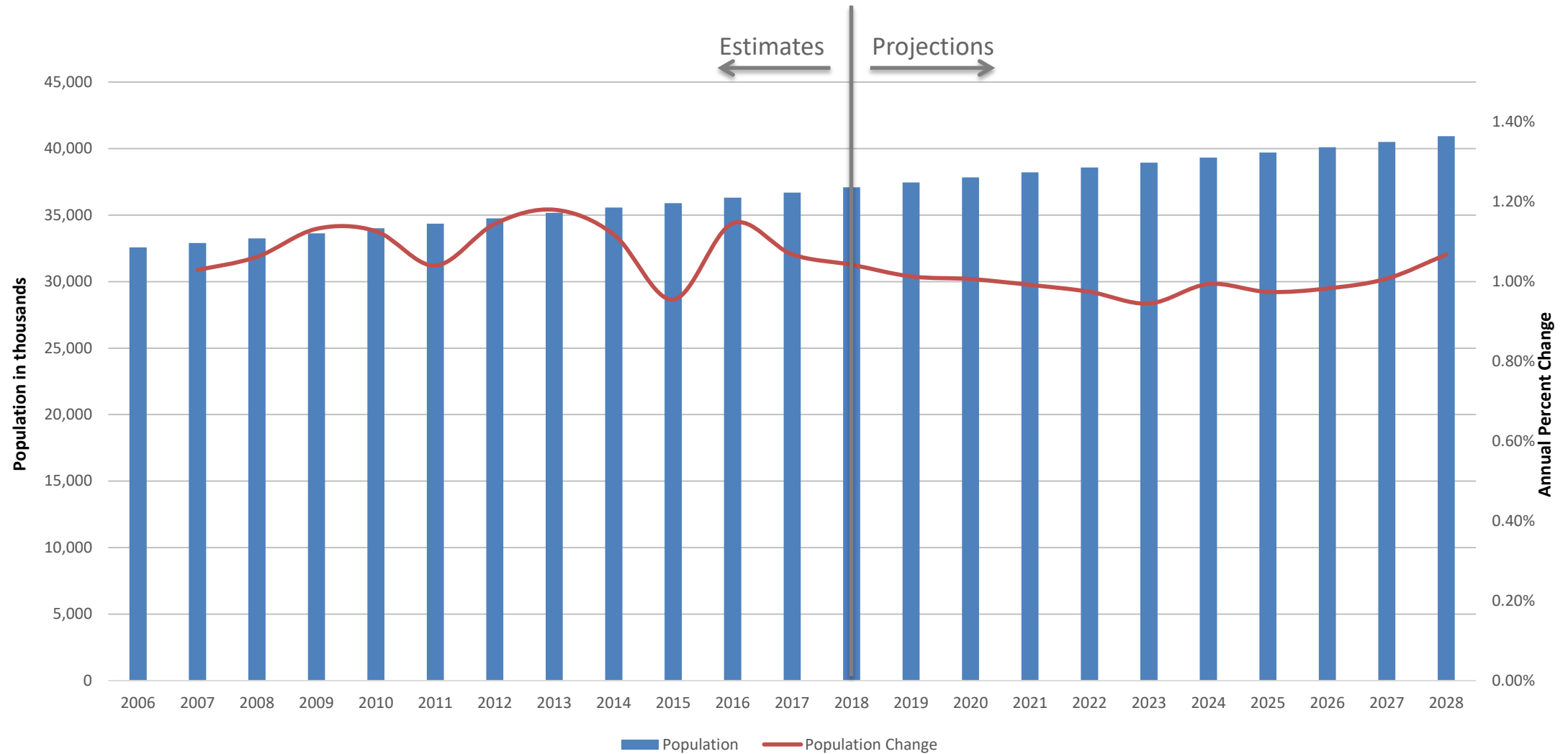
OVERVIEW

- Population trends
- Seniors in Canada
- Economic Outlook
- Cultural Diversity

POPULATION TRENDS

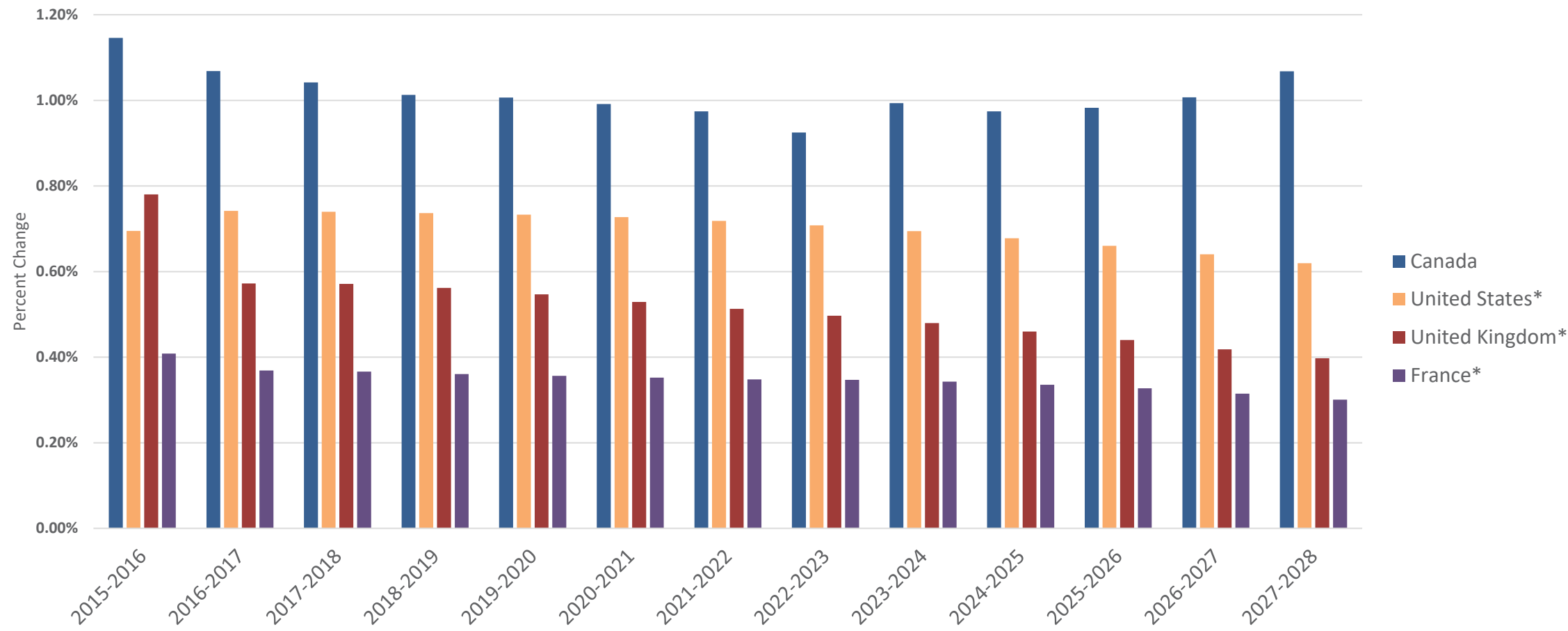
POPULATION CHANGE

GREATER THAN 40 MILLION OVER THE NEXT DECADE



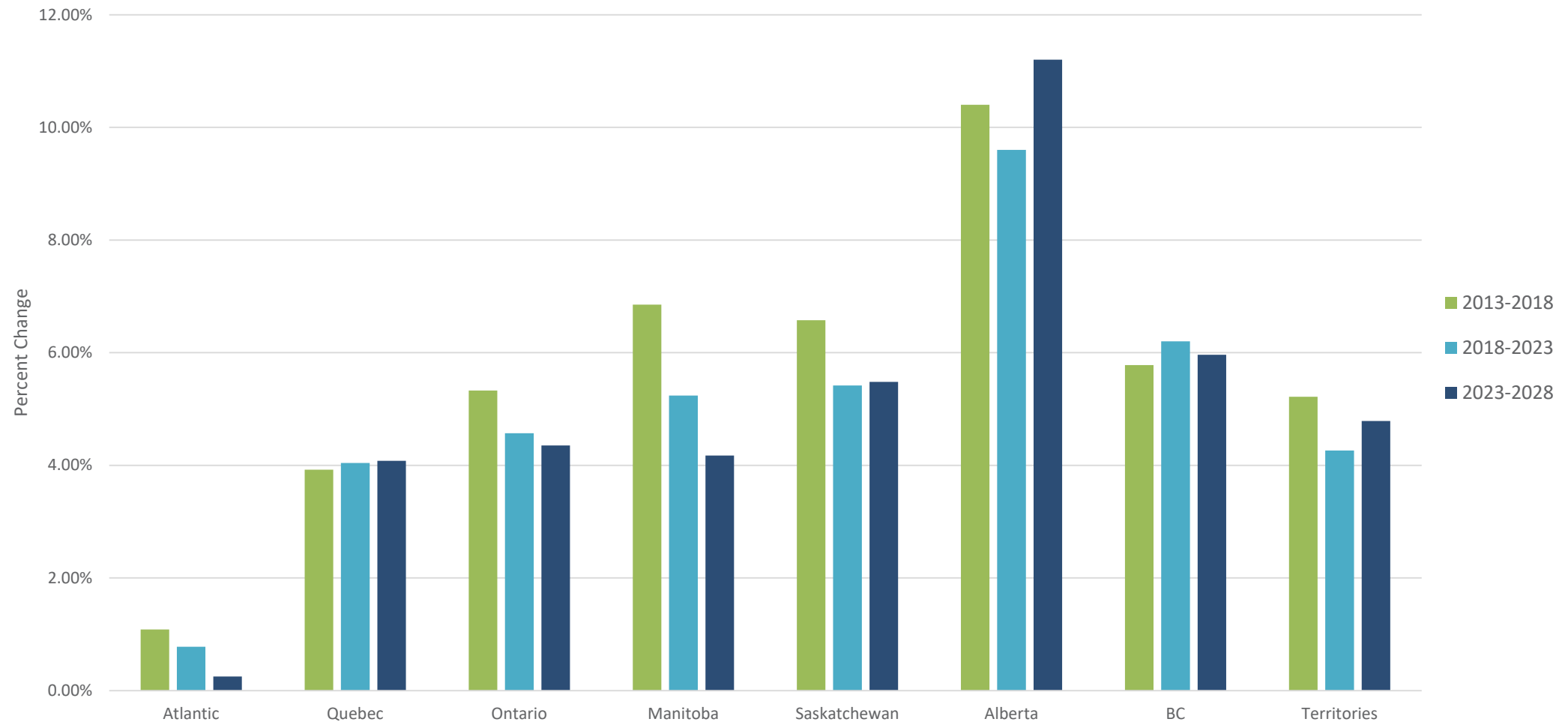
POPULATION CHANGE

FASTEST GROWING AMONG G7 COUNTRIES



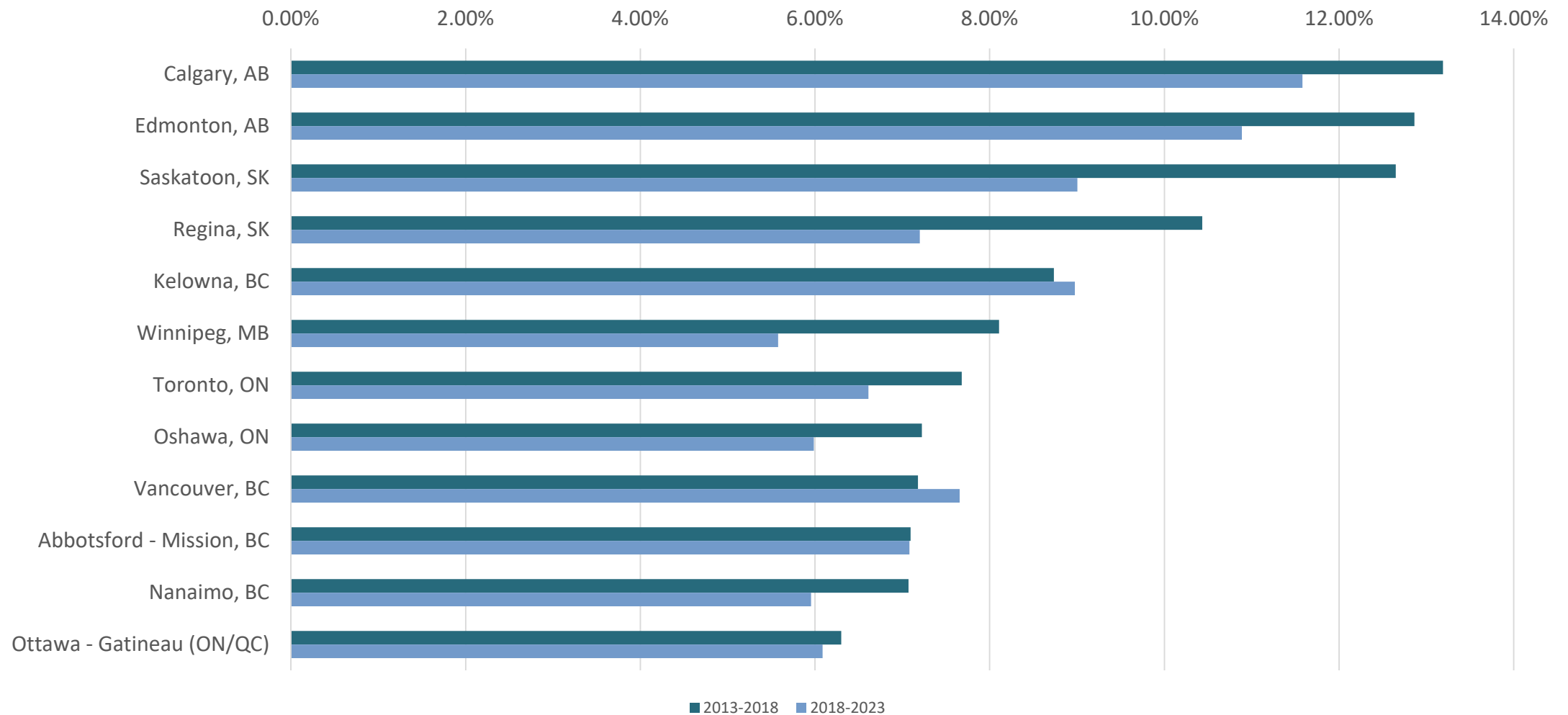
POPULATION CHANGE

GROWTH BY REGION



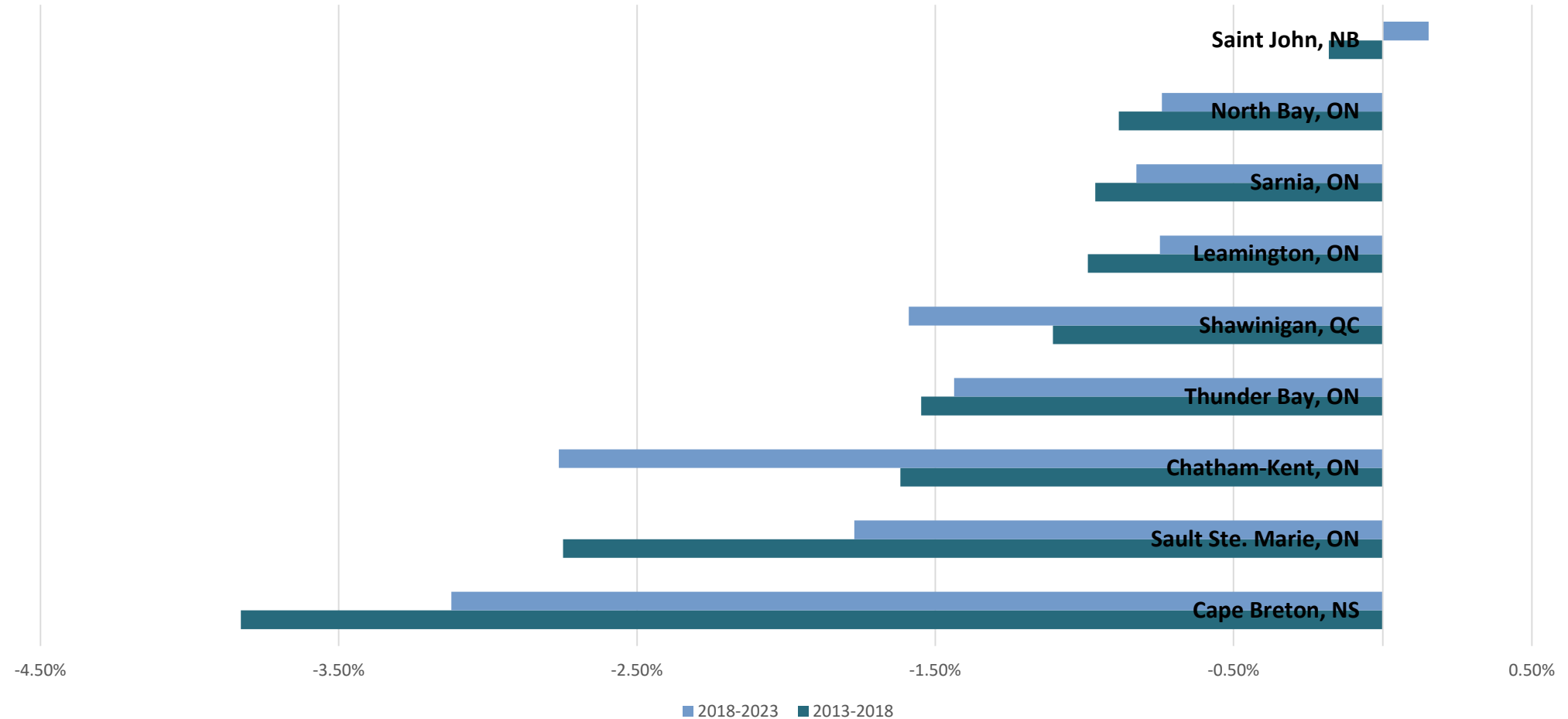
POPULATION CHANGE

CENSUS METROPOLITAN AREAS: TOP GROWERS



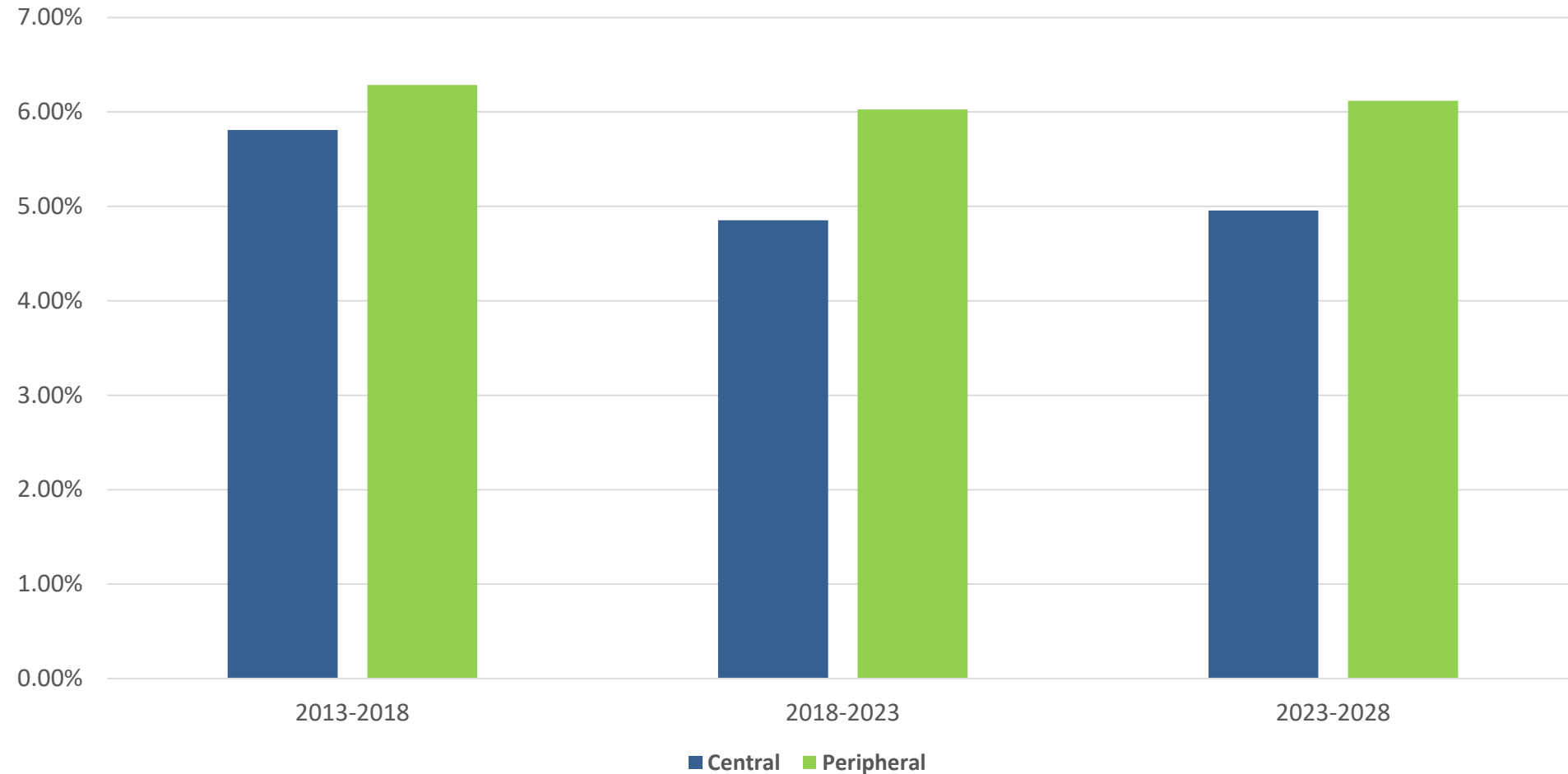
POPULATION CHANGE

CENSUS METROPOLITAN AREAS: DECLINERS



POPULATION GROWTH

URBAN SPREAD CONTINUES



POPULATION GROWTH

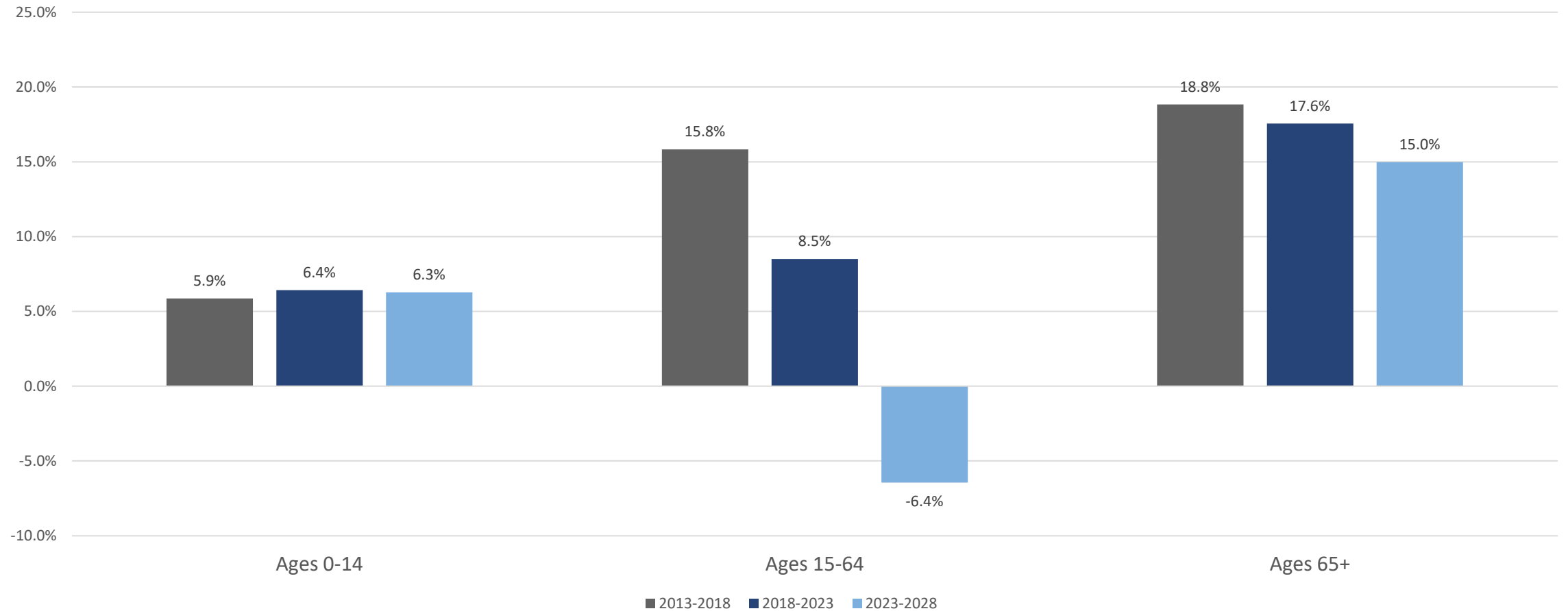
URBAN SPREAD CONTINUES

Census Subdivision	CMA where CSD is located	% Change 2013-2018	% Change 2018-2023	% Change 2023-2028
Canada		5.63%	5.75%	5.74%
Warman	Saskatoon, SK	36.71%	11.22%	10.63%
Cochrane	Calgary, AB	31.53%	14.01%	14.52%
Airdrie	Calgary, AB	29.95%	12.94%	14.40%
Chestermere	Calgary, AB	24.14%	12.92%	14.17%
Sainte-Brigitte-de-Laval	Québec, QC	23.64%	21.67%	17.94%
Spruce Grove	Edmonton, AB	22.92%	11.27%	12.65%
Milton	Toronto, ON	22.44%	13.01%	11.25%
Beaumont	Edmonton, AB	22.33%	12.56%	12.87%
Martensville	Saskatoon, SK	21.62%	9.09%	10.08%
Fort Saskatchewan	Edmonton, AB	21.14%	11.66%	12.67%
Mirabel	Montréal, QC	20.55%	18.62%	18.94%
Ritchot	Winnipeg, MB	19.75%	13.64%	10.63%
Sainte-Catherine-de-la-Jacques-Cartier	Québec, QC	19.04%	18.89%	17.13%
Saint-Colomban	Montréal, QC	18.85%	13.96%	12.20%
Leduc	Edmonton, AB	18.50%	11.60%	12.62%
King	Toronto, ON	18.39%	10.28%	10.31%
Bradford West Gwillimbury	Toronto, ON	18.27%	7.09%	6.03%
Saint-Lin--Laurentides	Montréal, QC	18.08%	12.67%	10.79%
Whitchurch-Stouffville	Toronto, ON	17.89%	10.39%	10.21%
Greater Vancouver A	Vancouver, BC	17.60%	9.81%	8.98%

SENIORS IN CANADA

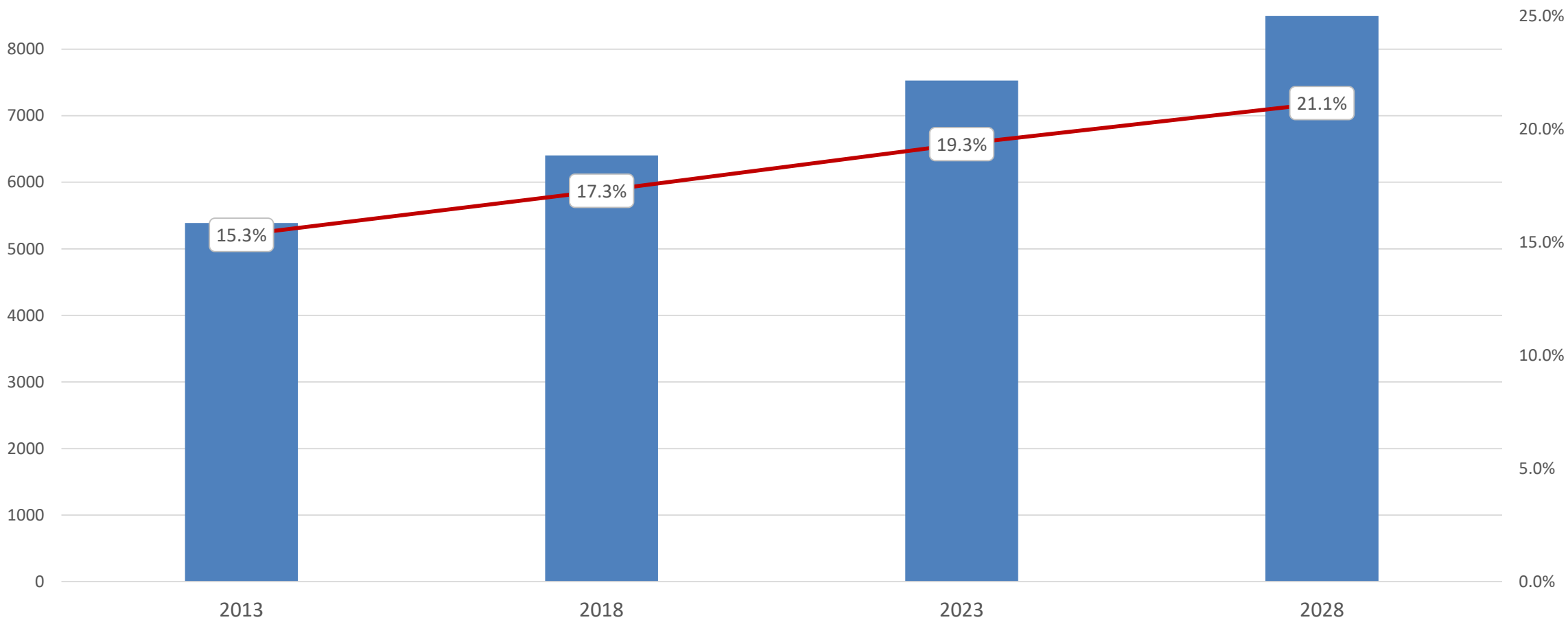
POPULATION GROWTH

SENIORS GROWTH



POPULATION GROWTH

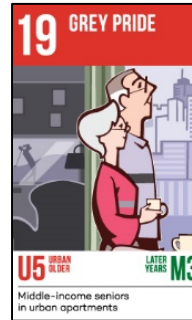
SENIORS GROWTH



THE AGING POPULATION

SENIORS IN CANADA: 17% OF POPULATION

TOP PRIZM5 SEGMENTS



AVERAGE HOUSEHOLD INCOMES

\$92,551

\$49,226

\$46,214

DWELLING TYPE

Apartments

EDUCATION

Mixed & Grade 9/High School/Trade

CULTURAL DIVERSITY

Low

LEISURE

Garden and Health and Living Shows
Ballet/Opera/Symphony
Member of a Golf Club

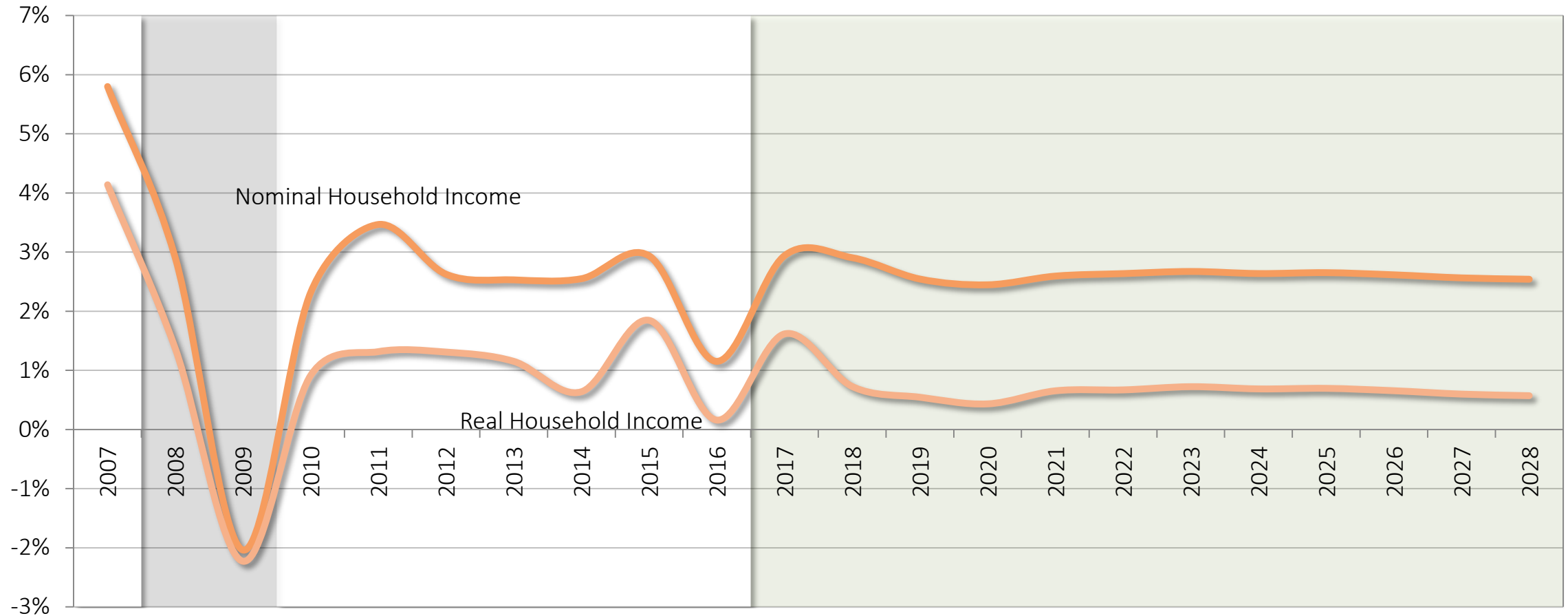
Garden Shows
Ballet/Opera/Symphony
Casinos

Craft and Pet Shows
Tennis Events
Play Bingo

ECONOMIC OUTLOOK

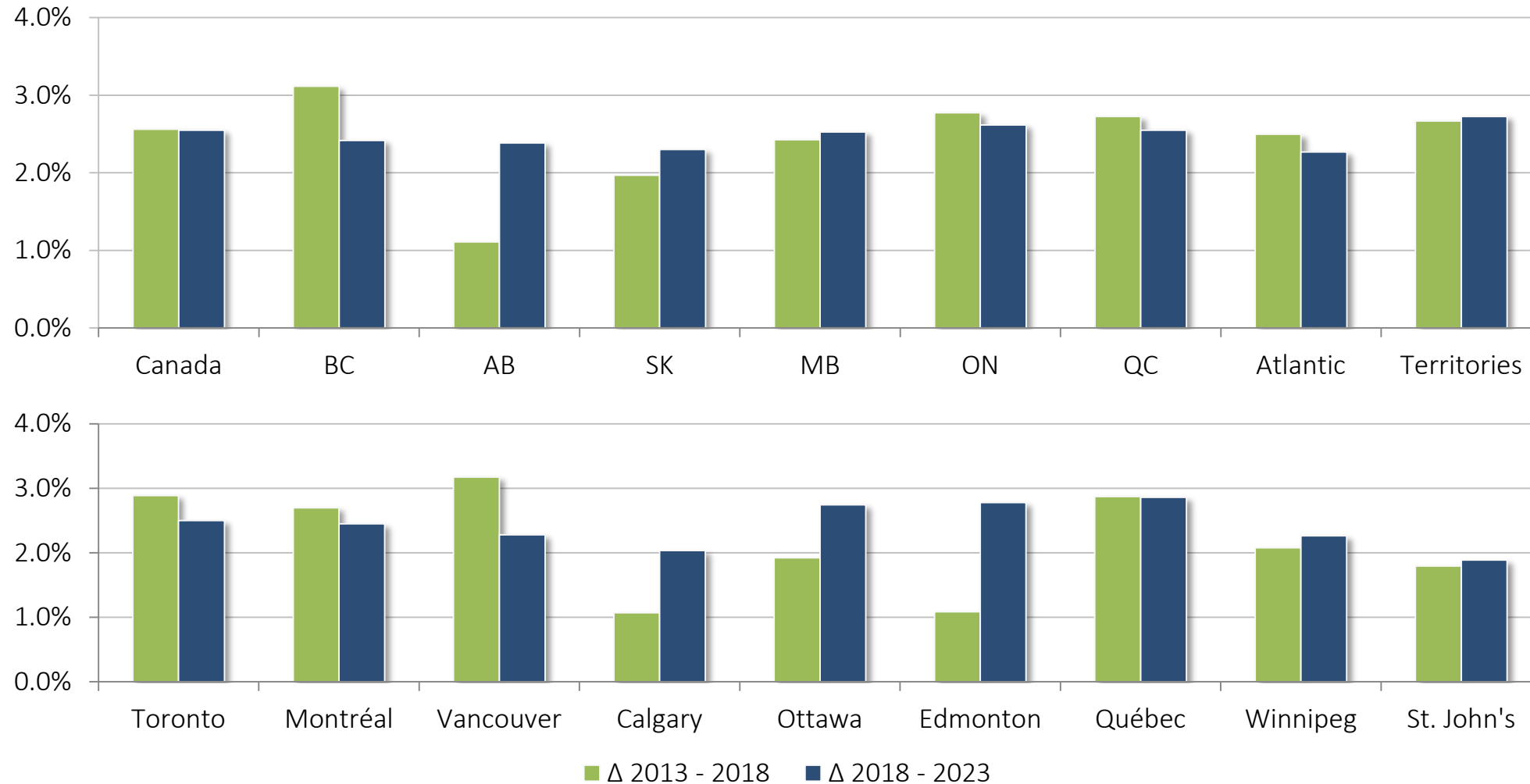
ECONOMIC OUTLOOK

NATIONAL HOUSEHOLD INCOME TRENDS



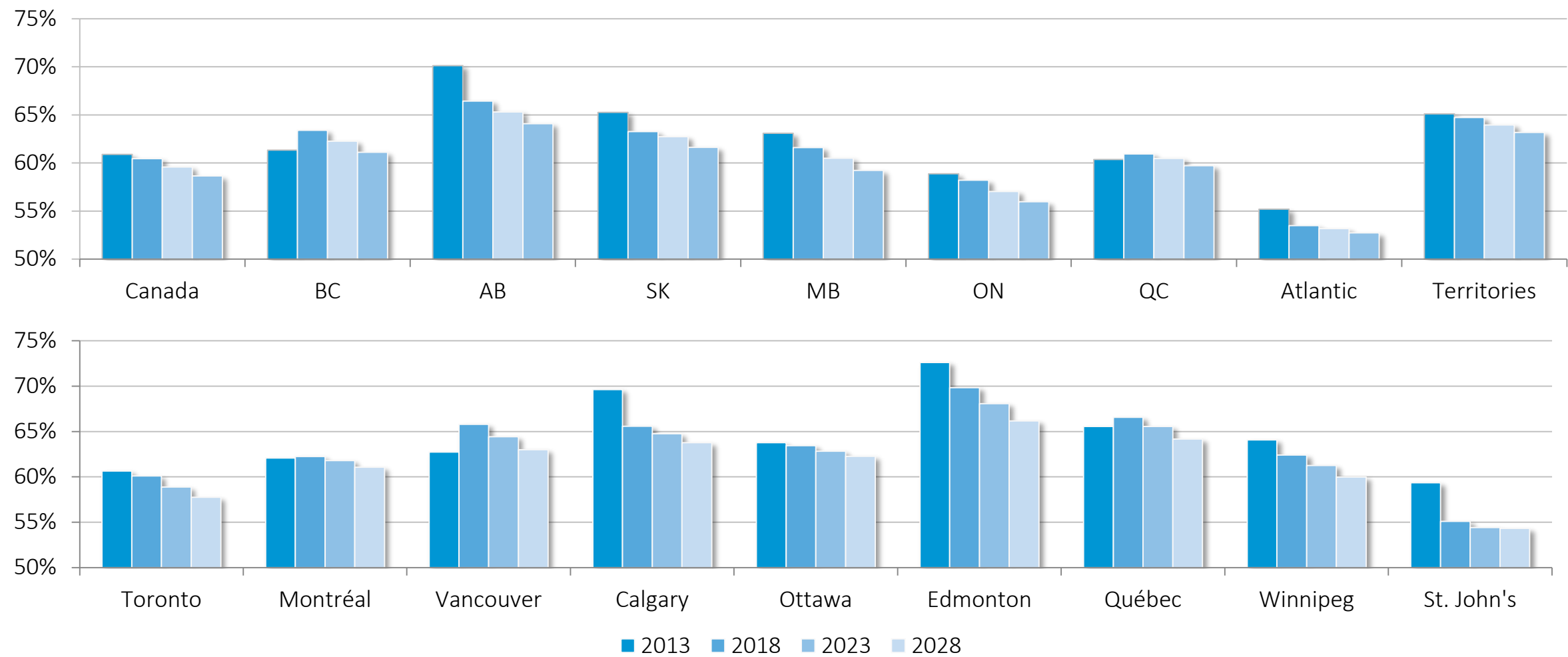
5-YEAR INCOME CHANGES

ANNUALIZED GROWTH RATE OF NOMINAL INCOME PER HOUSEHOLD (POP 19+)



5-YEAR EMPLOYMENT CHANGES

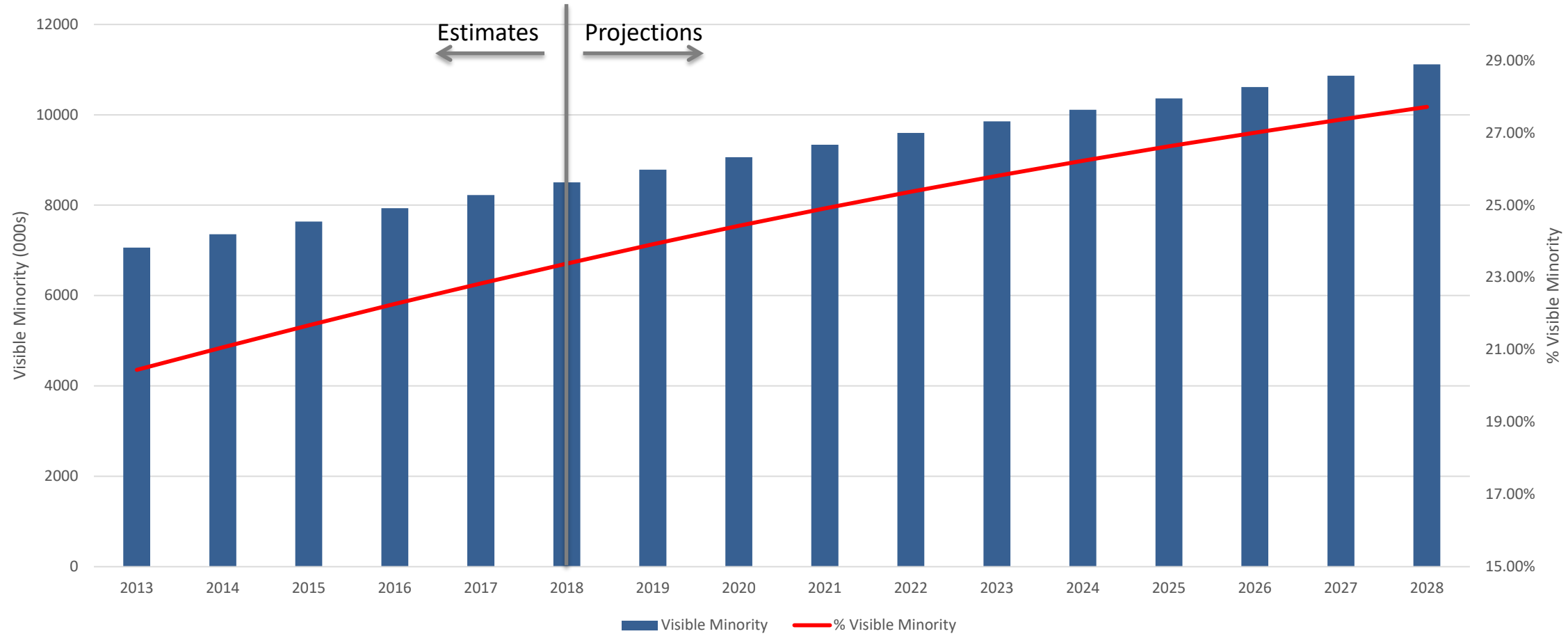
EMPLOYMENT RATE



CULTURAL DIVERSITY

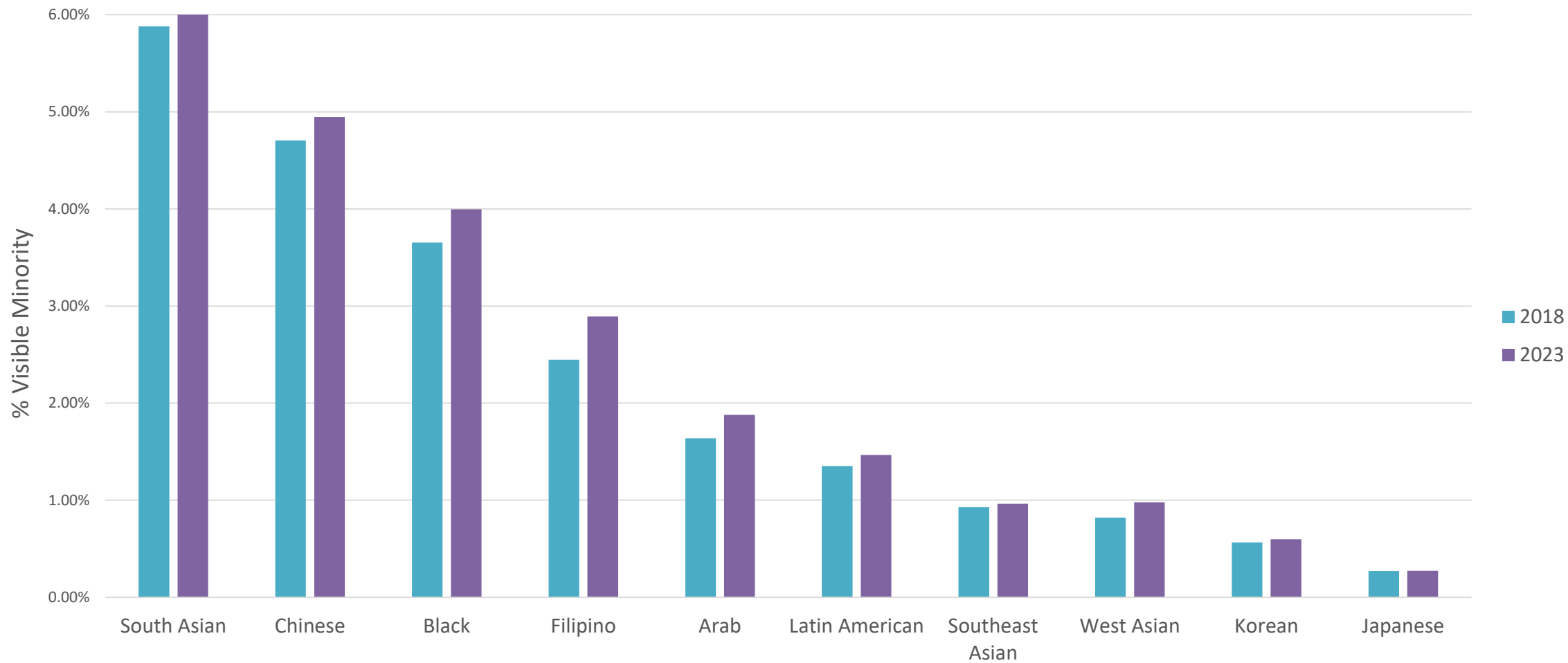
CULTURAL DIVERSITY

VISIBLE MINORITY IN CANADA



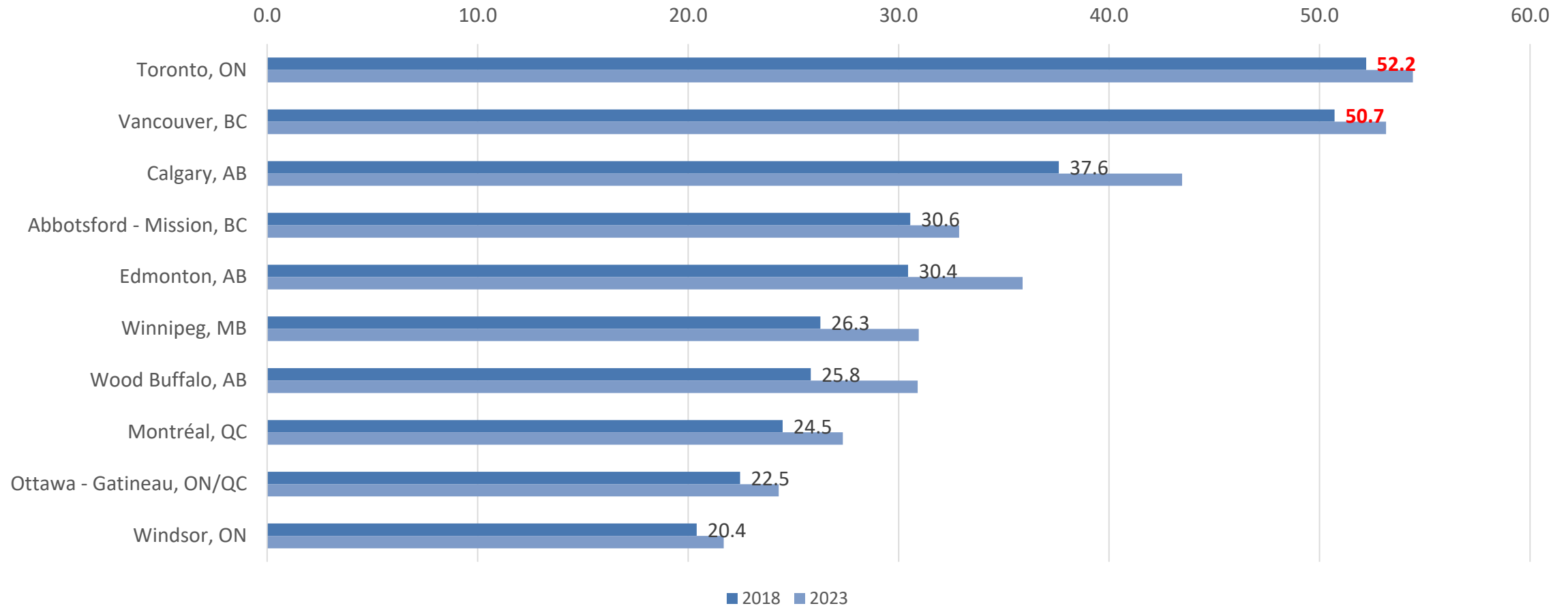
CULTURAL DIVERSITY

VISIBLE MINORITY GROUPS IN CANADA



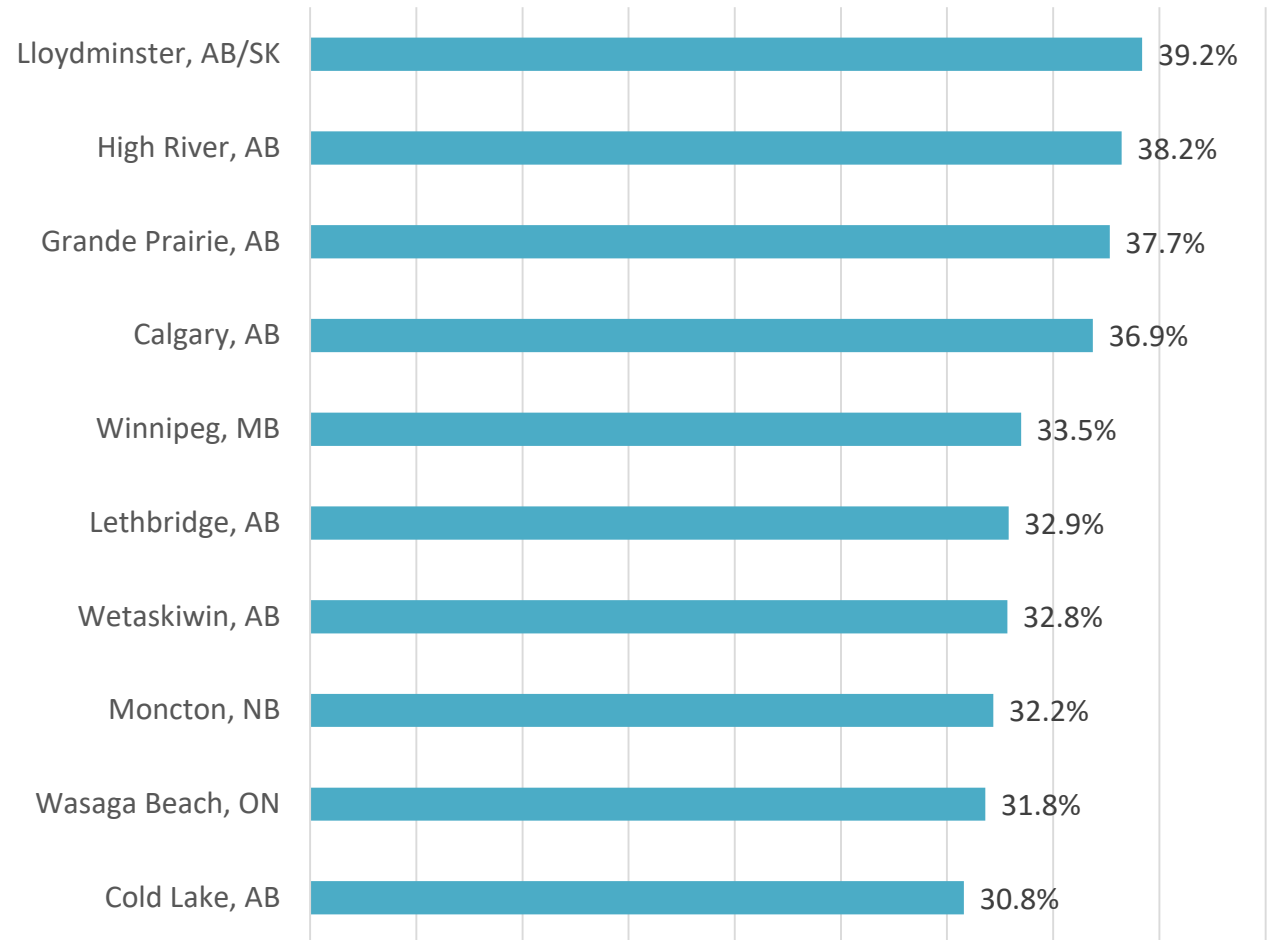
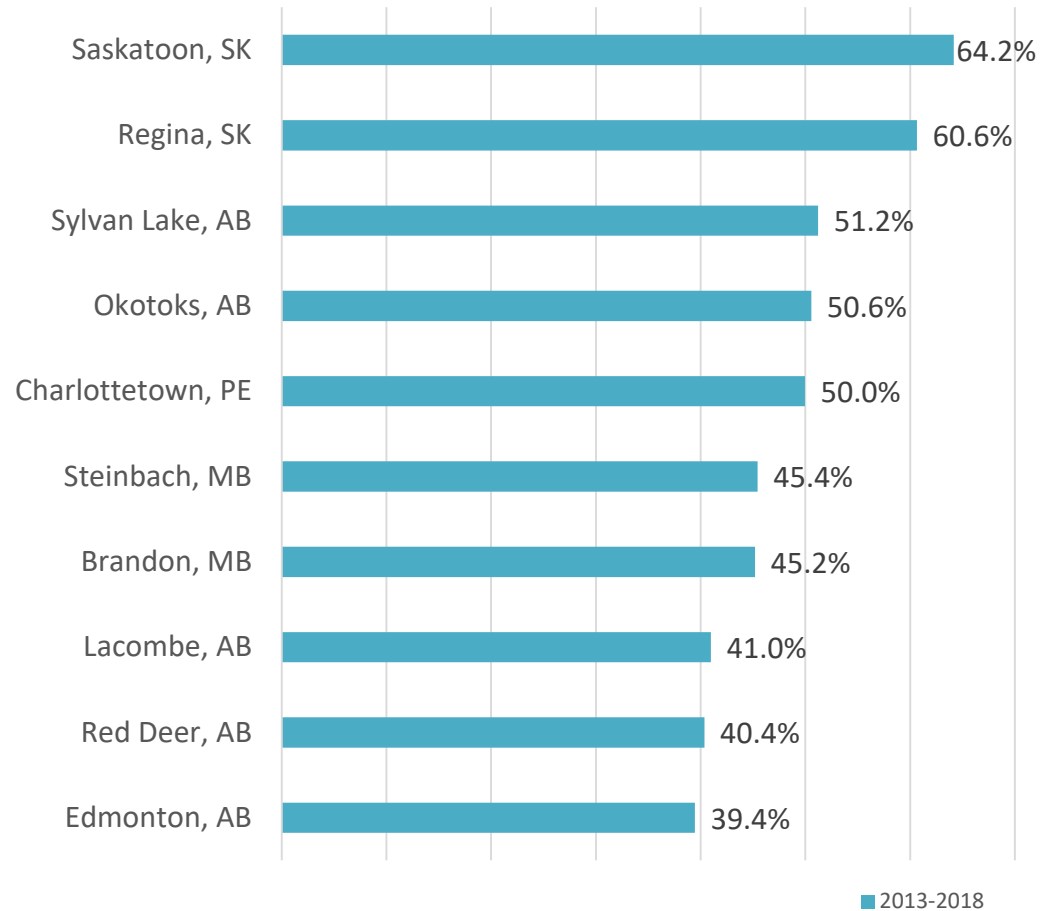
CULTURAL DIVERSITY

VISIBLE MINORITY POPULATION IN CMAS: A MAJORITY



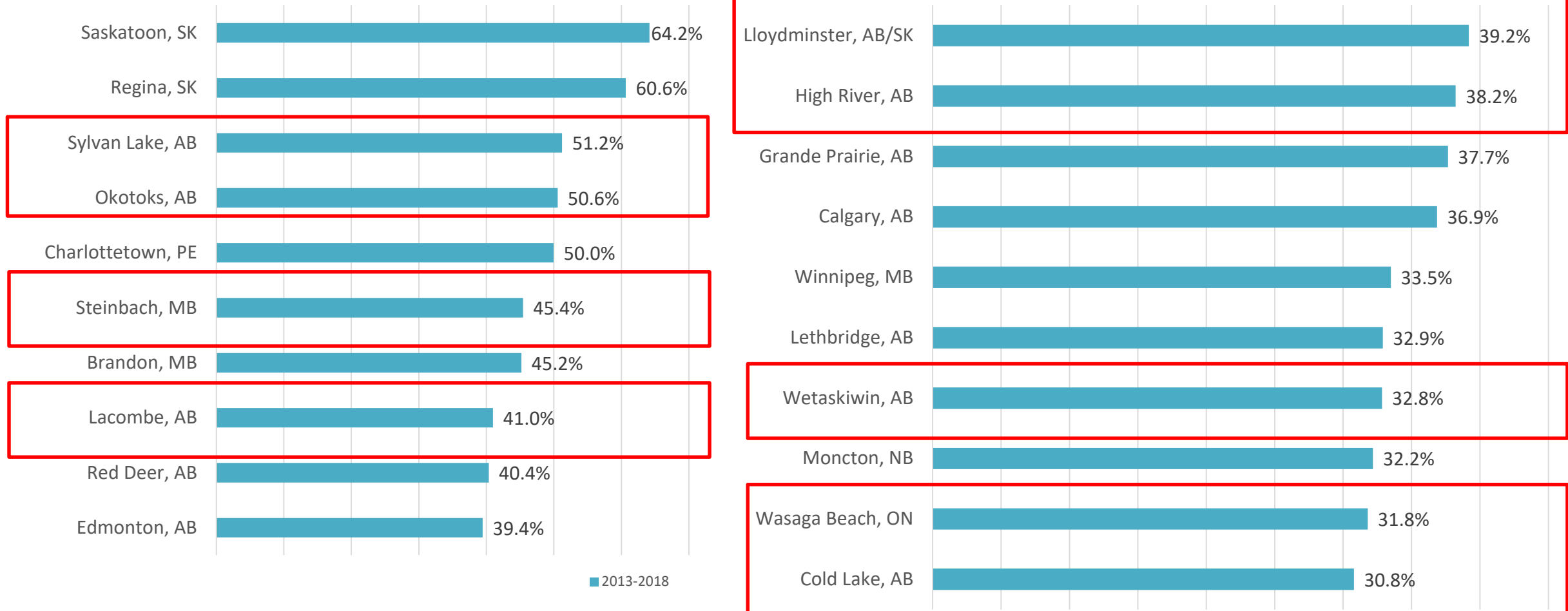
CULTURAL DIVERSITY

VISIBLE MINORITY POPULATION: GROWTH IN SMALLER CITIES



CULTURAL DIVERSITY

VISIBLE MINORITY POPULATION: GROWTH IN SMALLER CITIES



CULTURAL DIVERSITY

VISIBLE MINORITY GROUPS: DIVERSITY IN CITIES

CMA	Visible Minority Group	% of CMA Population
Montréal, QC	Black	7.45%
	Arab	5.79%
	Latin American	3.05%
Toronto, ON	South Asian	17.07%
	Chinese	10.81%
	Black	7.81%
Vancouver, BC	Chinese	19.75%
	South Asian	12.42%
	Filipino	5.78%

CMA	Visible Minority Group	% of CMA Population
Edmonton, AB	South Asian	8.09%
	Filipino	5.25%
	Chinese	4.95%
Brandon, MB	Latin American	6.52%
	Chinese	4.98%
	Black	1.48%
Windsor, ON	Arab	5.78%
	Black	4.13%
	South Asian	3.27%

CULTURAL DIVERSITY

VISIBLE MINORITY GROUPS: DIVERSITY IN CITIES

CMA	Visible Minority Group	% of CMA Population
Montréal, QC	Black	7.45%
	Arab	5.79%
	Latin American	3.05%
Toronto, ON	South Asian	17.07%
	Chinese	10.81%
	Black	7.81%
Vancouver, BC	Chinese	19.75%
	South Asian	12.42%
	Filipino	5.78%

CMA	Visible Minority Group	% of CMA Population
Edmonton, AB	South Asian	8.09%
	Filipino	5.25%
	Chinese	4.95%
Brandon, MB	Latin American	6.52%
	Chinese	4.98%
	Black	1.48%
Windsor, ON	Arab	5.78%
	Black	4.13%
	South Asian	3.27%

SUMMARY

KEY TAKE-AWAYS

- Canada's population estimate for 2018 is 37.1 million
- Canada will continue to grow close to 41 million by 2028
- Population growth strong in west vs east
- Seniors expected to outnumber children as aging population grows
- Seniors are diverse group
- Steady growth in the Canadian economy
- Visible Minorities more widespread across Canada

PRODUCT UPDATE AND ENVISION5 DEMO

Teresa Sinopoli

2018 DATA UPDATE – MARCH/APRIL

DEMOGRAPHICS & SEGMENTATION

Demographics

- CensusPlus 2016
- DemoStats
- DaytimePop

Segmentation

- PRIZM5

PSYCHOGRAPHICS & BEHAVIOURAL

Psychographic

- SocialValues

Behavioural

- Opticks Numeris
- Opticks Vividata
- Opticks Social
- Opticks eShopper
- Opticks Mobile

BUSINESS & LOCATION

Location

- Businesses
- ShoppingCentres
- Points of Interest

Geographic

- Enhanced Postal Code Conversion File
- Streets & Boundaries

NEW 2016 GEOGRAPHY

ALL ENVIRONICS ANALYTICS 2018 DATA PRODUCTS MIGRATING TO 2016 GEOGRAPHIC FRAMEWORK

What does this mean

- With this product update we will be migrating to the geographic framework used for the 2016 Census. This significant adjustment is required to reflect actual changes on the ground to ensure you are working with the best estimates available. All of our Canadian product updates will reflect the new geography.

What's new

- New Levels of Standard Geography;
 - Aggregated Dissemination Area (PRCDADA)
 - Regions (REG)

Description	Geography Abbreviation	Geography Count	CODE Digits	Code Example
National	CAN	1	2	01
Provinces / Territories	PR	13	2	35
Census Divisions	PRCD	293	4	5919
Census Subdivisions	PRCDCSD	5,162	7	4816001
Census Metropolitan / Census Agglomeration Areas	CMACA	157	3	105
Census Tracts	CMACT	5,721	10	8250035.02
Aggregate Dissemination Area	PRCDADA	5,386	8	35020169
Dissemination Areas	PRCDDA	56,590	8	47020169
Federal Electoral Districts (2013 Representation Order)	PRFED13	338	5	24059
Forward Sortation Areas (TomTom Q4 2017)	FSAQ417	1,648	3	B1E
FSALDU (Postal Codes)	FSALDU	846,132	6	E1A0A6
Regions	REG	6	1	1

DEMOGRAPHIC AND SEGMENTATION

DEMOGRAPHIC

CENSUSPLUS 2016: DEMOGRAPHIC VARIABLES MARKETERS RELY ON FROM THE 2016 CENSUS

What it is

- 2016 Census data, enhanced by our modellers to fill in missing data and correct for the effects of random rounding and suppression while maintaining a close relationship to the original Statistic Canada Census.

What's new

- New details on Children by Age
 - 5 year age cohorts similar to DemoStats
- New Dwellings by Condo Status
 - Condominium/Not Condominium
- More Language details
 - Home Language
 - Mother Tongue

Release One

- Pop by Age and Sex
- Household Population by Age and Sex
- Household Maintainers by Age
- Dwellings by Structural Type
- Dwellings by Tenure
- Dwellings by Period of Construction
- Household Size
- Marital Status
- Households by Type
- Families by Family Structure
- Children at Home by Age
- Household Income (Distributions)

DEMOSTATS: AUTHORITATIVE TODAY AND 3, 5 & 10 YEARS INTO THE FUTURE

- Current-year estimates for 760 demographic variables
- Projections for 483 of those variables for 3, 5 and 10 years into the future

- Migrating to 2016 Census geographic framework

- 3 new structural age variables
- ENVISION Highlights Reports: % of Households with Children

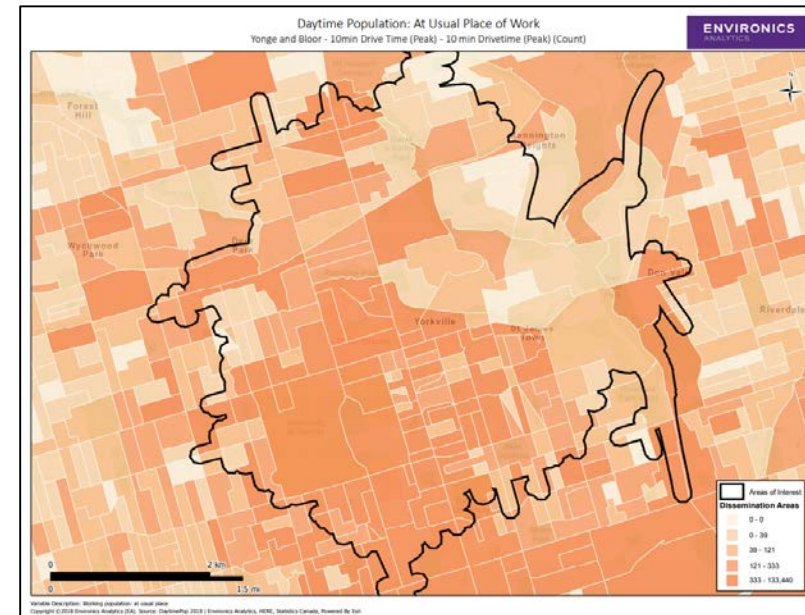
DEMOGRAPHIC

DAYTIMEPOP: CALCULATES CUSTOMERS DURING DAYTIME TO DETERMINE DEMAND AND REACH

What it is

- Estimate of the population that's reachable in any geographic area during daytime hours
- Consists of 10 variables
- Provides a breakdown of populations at home and at work.

Ranking Variables Trade Area						
Trade Area: Yonge and Bloor - 10min Drive Time (Peak) - 10 min Drivetime (Peak)						
		Count	%	Base Count	Base %	% Pen Index
Daytime Population						
ECYTOTPOPD	Total Household Population	158,106	100.00	14,072,270	100.00	1.12 100
ECYDAYPOP	Total Daytime Population	281,971	100.00	14,159,160	100.00	1.99 100
ECYHOMPOP	Total Daytime Population at Home	70,531	25.01	7,198,863	50.84	0.98 49
ECYHOM014	Total Daytime Population at Home Aged 0-14	12,682	4.50	2,264,494	15.99	0.56 28
ECYHOM1564	Total Daytime Population at Home Aged 15-64	38,919	13.80	2,919,426	20.62	1.33 67
ECYHOM65P	Total Daytime Population at Home Aged 65 and Over	18,930	6.71	2,014,943	14.23	0.94 47
ECYWORKPOP	Total Daytime Population at Work	211,440	74.99	6,960,297	49.16	3.04 153
ECYWKPU5P	Total Daytime Population at Work at Usual Place	180,987	64.19	5,684,478	40.15	3.18 160
ECYWKPMOB	Total Daytime Population at Work Mobile	22,338	7.92	816,115	5.76	2.74 137
ECYWKPHOM	Total Daytime Population at Work at Home	8,115	2.88	459,704	3.25	1.77 89
Benchmark: Ontario						
Copyright © 2018 by Environics Analytics (EA). Source: DaytimePop 2018.						
Index Colours:		<80		80 - 110		110+



SEGMENTATION






PRIZM5: CANADA'S MOST POPULAR SEGMENTATION SYSTEM

What it is

- Segmentation system that classifies Canada's neighbourhoods into 68 unique lifestyle types—down to the postal code level.

What's new

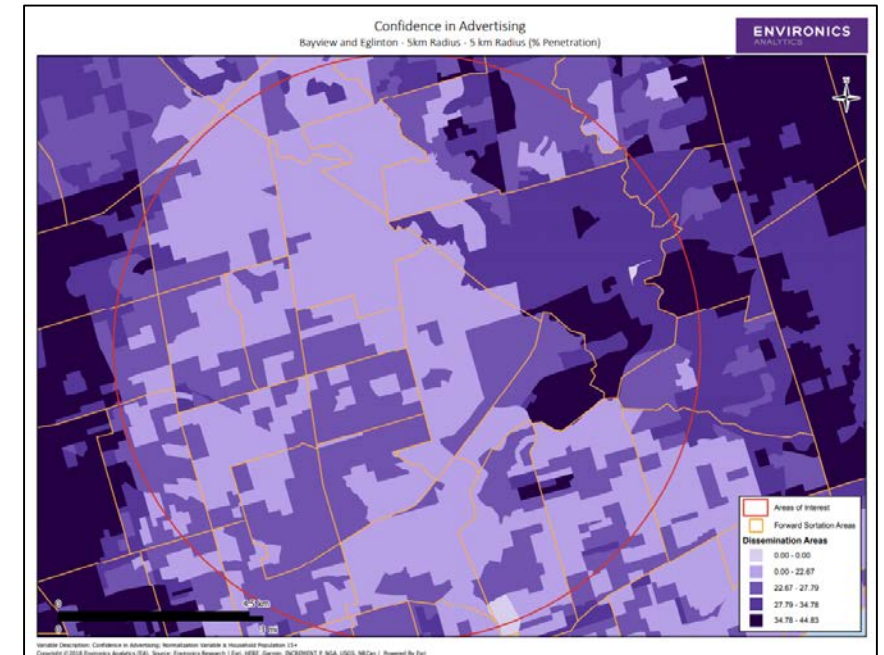
- Quick reference segment details have changed
- About 21% of postal codes changed PRIZM5 assignments

PRIZM5 Profile Top Segments			ENVIRONICS ANALYTICS
Trade Area: Mississauga, ON (CY)			Households: 264,065
Top 5 segments represent 52.0% of households in Mississauga, ON (CY)			
	Rank: Hhlds: Hhld %: % in Benchmark: Index:	1 36,110 13.68 3.12 438	The young families who moved into starter homes a decade ago are growing up. In Heritage Hubs, these now middle-aged families have crafted comfortable lifestyles—often thanks to dual incomes—in suburban communities slowly being absorbed by the urban sprawl. Nearly 85 percent of residents live in houses built since 1990, and while the housing stock is mixed, almost a quarter live in row houses—about four times the national average. Reflecting the increasing diversity of the nation's suburbs, more than 40 percent of households contain immigrants, though no one cultural group dominates. Family-filled Heritage Hubs scores high for participating in basketball, swimming and bowling. On weekends, families head to theme parks, zoos and aquariums. With their international roots, families here are seasoned travellers, often visiting China, Florida and Jamaica. To save money, vacations are frequently booked with discount online travel services at all-inclusive resorts.
	Rank: Hhlds: Hhld %: % in Benchmark: Index:	2 30,902 11.70 3.59 326	Concentrated in Ontario's older city neighbourhoods, Newcomers Rising is a segment of younger, recent immigrants—as it has been for a decade. Nearly 60 percent of the residents are foreign born, and they continue to arrive from an array of countries in South Asia, Latin America and the Middle East. About 7 percent are Filipino, the highest concentration in the nation. Many of these immigrants—a mix of singles, families and lone-parent households—arrived after 2006 and now live in high-rise apartments. Despite their above-average rates of university education—a growing trend among new immigrants—these young workers earn only downside incomes from entry-level jobs. Still, they spend freely on leisure-intensive lifestyles, with high rates for going to bars, nightclubs and jazz and classical concerts. They tend to be fans of professional tennis and basketball, and they enjoy participating in low-cost team sports like soccer and volleyball.
	Rank: Hhlds: Hhld %: % in Benchmark: Index:	3 28,002 10.60 2.45 433	New World Symphony is one of the most culturally diverse of Canada's lifestyles. In this segment, 49 different languages are spoken at home at rates that are more than twice the national average for each language. Often the first neighbourhood for new immigrants, this segment reflects Canada's increasing diversity and urbanization in recent years. More than 40 percent of segment members are foreign born, drawn to city neighbourhoods that are diverse beyond their diversity. New World Symphony consists of singles and couples, old and young, condo owners and apartment renters; half live in high-rise buildings. No one's particularly wealthy, but residents manage to live decently by stretching their lower-middle incomes. They have high rates for listening to classical and jazz music, attending basketball and baseball games, and frequenting live theatre and art galleries. Befitting the wide range in ages, this segment makes a strong market for health club memberships and Pilates, as well as collecting stamps, home shows and senior citizen's magazines. But nearly everyone goes to the local movie theatres, often enjoying film festivals as well.
	Rank: Hhlds: Hhld %: % in Benchmark: Index:	4 21,457 8.13 3.50 232	For nearly a half-century, Diverse City has been a haven for up-and-coming immigrants from Europe, Asia and Central America. Concentrated in Toronto and nearby cities, these neighbourhoods are mixed by more than their cultural diversity: the households include couples and families, the ages of maintainers range from 35 to over 75, and the housing stock includes row houses, semis and duplexes. Half the populace is foreign born and a third speak a language other than English or French at home. Lately, gentrification has started to creep into these areas with the arrival of residents working in the arts and culture, and surveys indicate these residents of downtown neighbourhoods have high rates for going to bars and nightclubs, zoos and film festivals. Members of Diverse City stay fit by playing tennis, basketball and soccer. And typical weekend diversions include visits to amusement parks, cottage shows, tennis matches and soccer games. Surrounded by vibrant commercial districts, these consumers frequent a wide range of stores including Marshalls, Lowe's, Rona's, Zoro and Fairweather.
	Rank: Hhlds: Hhld %: % in Benchmark: Index:	5 20,909 7.92 2.01 394	The most affluent of the Asian-dominated lifestyles, Asian Sophisticates is home to educated, middle-aged and older families, about half of whom are Asian. More than a third of the residents came to Canada in the 1980s and 1990s, and many now live in comfortable suburban communities like Toronto's Bayview Village, Mississauga and Richmond Hill, as well as Vancouver's Arbutus Ridge. With four times the average number of multi-generational families, Asian Sophisticates is filled with teenage and twenty-something children. And with their upscale incomes averaging more than \$135,000, Asian Sophisticates households enjoy active lifestyles. They travel abroad, frequent popular music concerts and film festivals, and like to play soccer and racquet sports. In addition, these mostly university-educated consumers are determined to see their children succeed academically: they score high for signing their kids up for private schools, activity camps and Kumon Math and Reading Centres.
Base: Ontario			Copyright © 2018 by Environics Analytics (EA). Source: PRIZM5, PRIZM5 2018 - FSALDU. PRIZM is a registered trademark of Claritas, LLC.

PSYCHOGRAPHIC AND OPTICKS

SOCIAL VALUES: SURVEYING THE CANADIAN MINDSET ANNUALLY SINCE 1983

- Measures human motivation and social relations
- 243 variables encompassing 95 values/trends and 147 attitudes
- Postal code, DA and above



OPTICKS

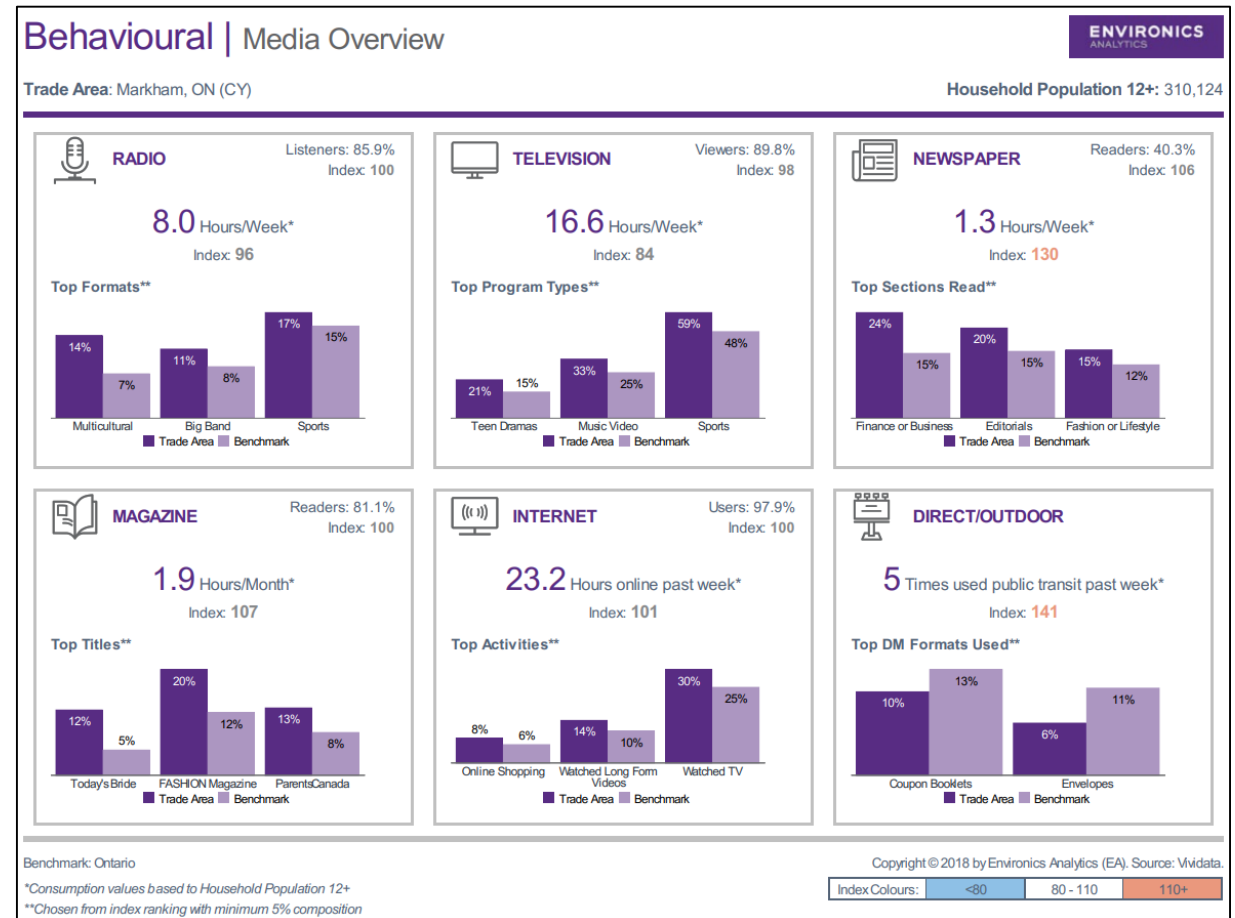
VIVIDATA: DETAILS TRADITIONAL AND NEW MEDIA USAGE—AND MORE

What it is

- Canada's leading syndicated study for single-source data on print readership, non-print media exposure, product usage and lifestyles
- 4,557 variables
- Postal code, DA and above

What's New

- Over 450 new variables across the Psychographics, Restaurants, Shopping, Internet Usage, Travel and Charitable Giving categories
- New consumption variables available across Sports & Leisure, Magazine and Newspapers



OPTICKS

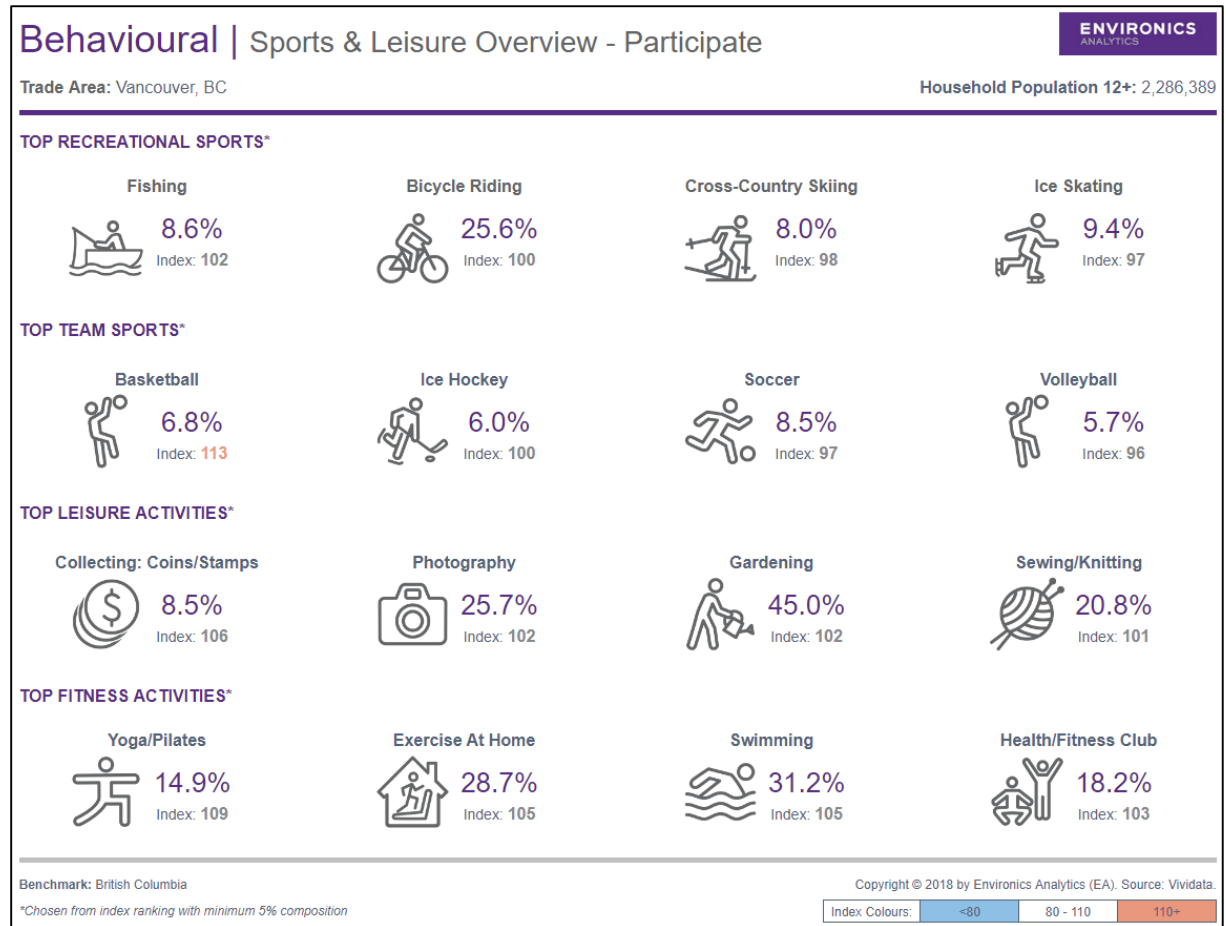
NUMERIS: AUTHORITATIVE DATA ON LIFESTYLE AND MEDIA PREFERENCES

What it is

- Numeris: Leading supplier of radio and television audience ratings services to the Canadian broadcast advertising industry
- Numeris RTS (Return to Sample): National survey on product consumption, leisure activities, retail behaviour and media habits
- 4,306 variables
- Postal Code, DA and above

What's New

- 1200 new variables across the Magazines, Internet Usage, Restaurants, Shopping, Travel, Housing and Automotive categories
- New consumption variables available



OPTICKS

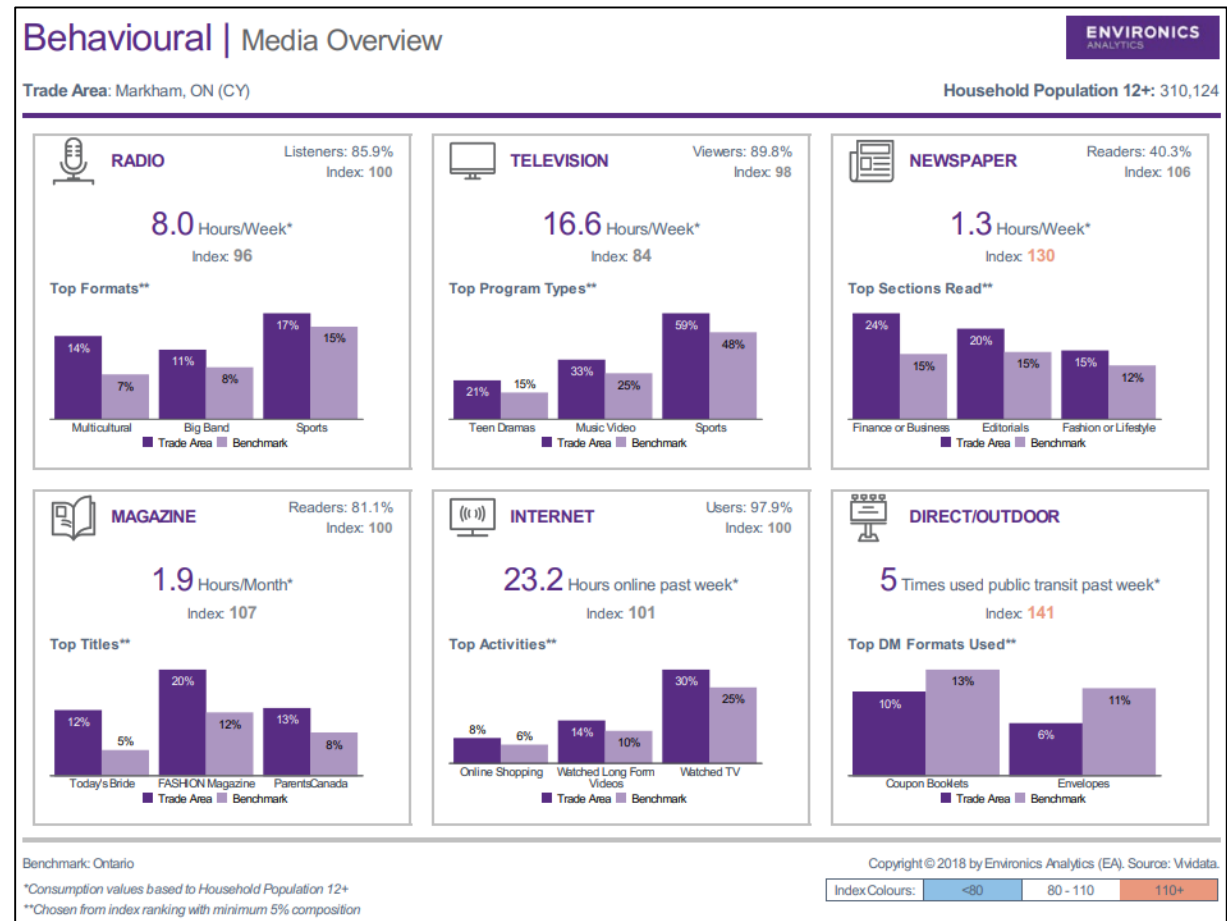
ASKINGCANADIANS™: OFFERS INSIGHTS INTO CANADIANS' ONLINE, SOCIAL AND MOBILE BEHAVIOUR

What it is

- AskingCanadians™ eShopper: 1,138 variables covering wide range of online shopping behaviour—from product research to purchase preferences
- AskingCanadians™ Mobile: 1,023 variables on mobile ownership, usage of devices, features and consumer attitudes
- AskingCanadians™ Social Media: 755 variables detailing social media behaviour for all segments of Canadian society

What's New

- All eShopper, Social and Mobile 2018 variables are brand new



BUSINESS AND LOCATION

BUSINESS

BUSINESSPROFILES: DETAILS THE COMPETITIVE LANDSCAPE FOR EFFECTIVE BUSINESS STRATEGIES

What it is

- Based on infoCanada data
- BusinessProfiles: 127 variables covering over 1.1 million Canadian businesses by NAICS code, SIC, employee size range and sales volumes

What's New

- Now uses NAICS as reporting metric

ENVIRONICS ANALYTICS						
Trade Area: Guelph, ON						
	Count	%	Base Count	Base %	% Plan	Index
11 - AGRICULTURE, FORESTRY, FISHING AND HUNTING	32	0.05	511	0.21	0.25	3.35
21 - MINING, QUARRYING, AND OIL AND GAS EXTRACTION	1	0.00	494	0.20	0.21	10
22 - UTILITIES	8	0.01	132	0.05	0.05	235
23 - CONSTRUCTION	398	8.06	16,198	6.74	2.46	120
31 - MANUFACTURING	32	0.05	2,321	0.97	1.30	67
32 - MANUFACTURING	50	1.01	3,227	1.34	1.55	75
33 - MANUFACTURING	203	4.11	8,705	3.62	2.30	118
42 - WHOLESALE TRADE	363	5.27	13,689	5.70	1.90	92
44 - RETAIL TRADE	502	10.17	28,379	11.81	1.77	86
45 - RETAIL TRADE	190	3.85	9,117	3.79	2.08	101
48 - TRANSPORTATION AND WAREHOUSING	74	1.50	4,252	1.79	1.72	84
49 - TRANSPORTATION AND WAREHOUSING	11	0.22	636	0.26	1.73	64
51 - INFORMATION	75	1.52	4,522	1.88	1.66	81
52 - FINANCE AND INSURANCE	205	5.77	13,656	5.68	2.09	102
53 - REAL ESTATE AND RENTAL AND LEASING	190	3.24	8,929	3.72	1.79	87
54 - PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES	541	10.96	24,806	10.33	2.18	106
55 - MANAGEMENT OF COMPANIES AND ENTERPRISES	6	0.12	137	0.06	4.38	23
56 - ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES	149	3.02	8,717	3.63	1.71	83
61 - EDUCATIONAL SERVICES	161	3.26	7,101	2.96	2.27	110
62 - HEALTH CARE AND SOCIAL ASSISTANCE	642	13.00	27,940	11.63	2.30	112
71 - ARTS, ENTERTAINMENT, AND RECREATION	75	1.56	4,084	1.70	1.91	93
72 - ACCOMMODATION AND FOOD SERVICES	346	7.01	18,350	7.64	1.89	92
81 - OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)	604	12.23	28,505	11.87	2.12	103
92 - PUBLIC ADMINISTRATION	98	1.99	2,228	0.93	4.40	214
99 - UNASSIGNED	31	0.63	3,577	1.49	0.87	42

Benchmark: Ontario

Copyright © 2018 by Environics Analytics (EA). Source: Copyright © 2018 by Environics Analytics (EA). Source: infoCanada.

ENVIRONICS ANALYTICS						
Trade Area: Guelph, ON						
BUSINESSES BY EMPLOYEE SIZE						
	Count	%	Base Count	Base %	% Plan	Index
EMP1: Number of Businesses - Employee Size Not Stated	102	2.07	6,667	2.78	1.53	74
EMP2: Number of Businesses - 1-4 Employees	2,598	52.62	128,842	53.63	2.02	98
EMP3: Number of Businesses - 5-19 Employees	1,648	33.38	77,440	32.23	2.13	104
EMP4: Number of Businesses - 20-99 Employees	469	9.50	22,375	9.31	2.10	102
EMP5: Number of Businesses - 100-499 Employees	101	2.05	4,470	1.86	2.26	110
EMP6: Number of Businesses - 500+ Employees	19	0.38	449	0.19	4.23	208
BUSINESSES BY SALES VOLUME						
	Count	%	Base Count	Base %	% Plan	Index
SAL1: Number of Businesses - Sales Not Stated	731	14.81	33,849	14.09	2.16	105
SAL2: Number of Businesses - Sales < \$1 million	2,666	54.00	132,750	55.26	2.01	98
SAL3: Number of Businesses - \$1 million - 4.9 million	1,158	23.46	56,118	23.36	2.06	100
SAL4: Number of Businesses - \$5 million - 19.9 million	249	5.04	12,783	5.32	1.95	95
SAL5: Number of Businesses - \$20 million - 99.9 million	112	2.27	4,156	1.73	2.68	131
SAL6: Number of Businesses - \$100+ million	21	0.43	587	0.24	3.56	174
BUSINESSES BY INDUSTRY						
	Count	%	Base Count	Base %	% Plan	Index
INDUSTRY01: Agricultural & Natural Resources	41	0.83	1,127	0.47	3.64	177
INDUSTRY02: Construction	398	8.06	16,198	6.74	2.46	120
INDUSTRY03: Manufacturing	285	5.77	14,253	5.93	2.00	97
INDUSTRY04: Wholesale Trade	260	5.27	13,689	5.70	1.90	92
INDUSTRY05: Retail Trade	692	14.02	37,496	15.61	1.85	90
INDUSTRY06: Transportation And Warehousing	85	1.72	4,928	2.05	1.72	84
INDUSTRY07: Information	75	1.52	4,522	1.88	1.66	81
INDUSTRY08: Finance, Insurance and Real Estate	445	9.01	22,585	9.40	1.97	96
INDUSTRY09: Professional, Scientific and Technical Services	541	10.96	24,806	10.33	2.18	106
INDUSTRY10: Management	6	0.12	137	0.06	4.38	23
INDUSTRY11: Administrative and Support and Waste Management	149	3.02	8,717	3.63	1.71	83
INDUSTRY12: Educational, Health and Social Services	803	16.26	35,041	14.59	2.29	112
INDUSTRY13: Arts, Entertainment and Recreation	75	1.56	4,084	1.70	1.91	93
INDUSTRY14: Accommodation and Food Services	346	7.01	18,350	7.64	1.89	92
INDUSTRY15: Other Services (Except Public Administration)	604	12.23	28,505	11.87	2.12	103
INDUSTRY16: Public Administration	98	1.99	2,228	0.93	4.40	214
INDUSTRY17: Unassigned	31	0.63	3,577	1.49	0.87	42

Benchmark: Ontario

Copyright © 2018 by Environics Analytics (EA). Source: Copyright © 2018 by Environics Analytics (EA). Source: infoCanada.

LOCATION

VALUABLE DATA FOR EVALUATING COMPETITIVE LANDSCAPE AND SPECIFIC SECTORS

What it is

This suite of data products features geocoded location files from infoCanada, EnsembleIQ, and TomTom.

BUSINESSES

infoCanada
1.1 million records

POINTS OF INTEREST

TomTom
1.3 million records

SHOPPING CENTRES

EnsembleIQ
3,194 records (+70 from 2017)

GEOGRAPHIC

LOCATION LOCATION LOCATION

ENHANCED POSTAL CODE CONVERSION FILE

884,215 records (+900 from 2017)

STREETS & BOUNDARIES

TomTom Streets

2016 Boundaries

2018 UPCOMING DATA UPDATES

May 31st

Segmentation

- PRIZM5 QC
- DELTA5

Health

- CommunityHealth

Financial

- AgeByIncome
- MoneyMatters

Demographic

- AccultuRates

June 29th

Behavioural

- Spectra - Homescan®
- Opticks Automotive
- CommunityLife
- GreenLiving
- GivingBack

Segmentation

- PRIZM5 Spectra

Location

- Spectra – Trade Areas
- TrafficCounts

Financial

- WealthScapes
- WealthScapes Lite
- HouseholdSpend
- FoodSpend
- Neighbourhood View™

Demographic

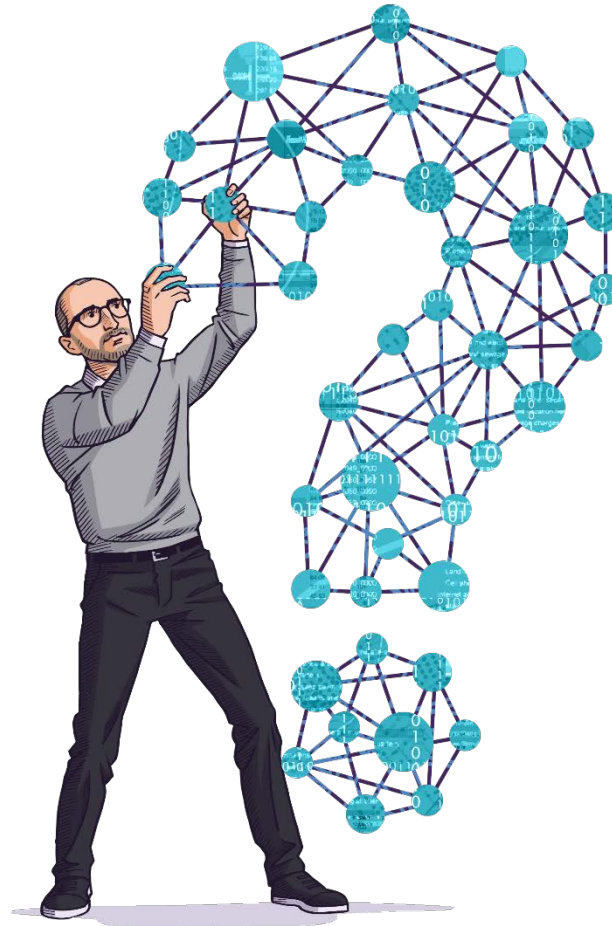
- CrimeStats

September 30th

Financial

- WealthScapes Daytime
- WealthScapes Fundraiser
- LiquidAssets

QUESTIONS?



THANK YOU

Teresa Sinopoli

Vice President of Product Management

Sandra Albanese

Research Director for Demographic Data



@EnvironicsA

ENVIRONICS
ANALYTICS