

2026 Spring Release Webinar

May 7, 2026



Jan Kestle
President & Founder



Rupen Seoni
Chief Client Officer



Michael McDuffee
VP, Product Management

ENVIRONICS
ANALYTICS

Land Acknowledgement

We acknowledge the land of where our head office resides is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit.

Welcome and Housekeeping

- All participants, other than the speakers, are muted.
- This session is being recorded.
- We will share the recording and presentation afterwards.
- Please use the Q&A panel for questions.

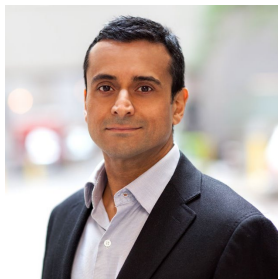
The Opportunity is Now



Jan Kestle
President & Founder

ENVIRONICS
ANALYTICS

2026 Spring Release

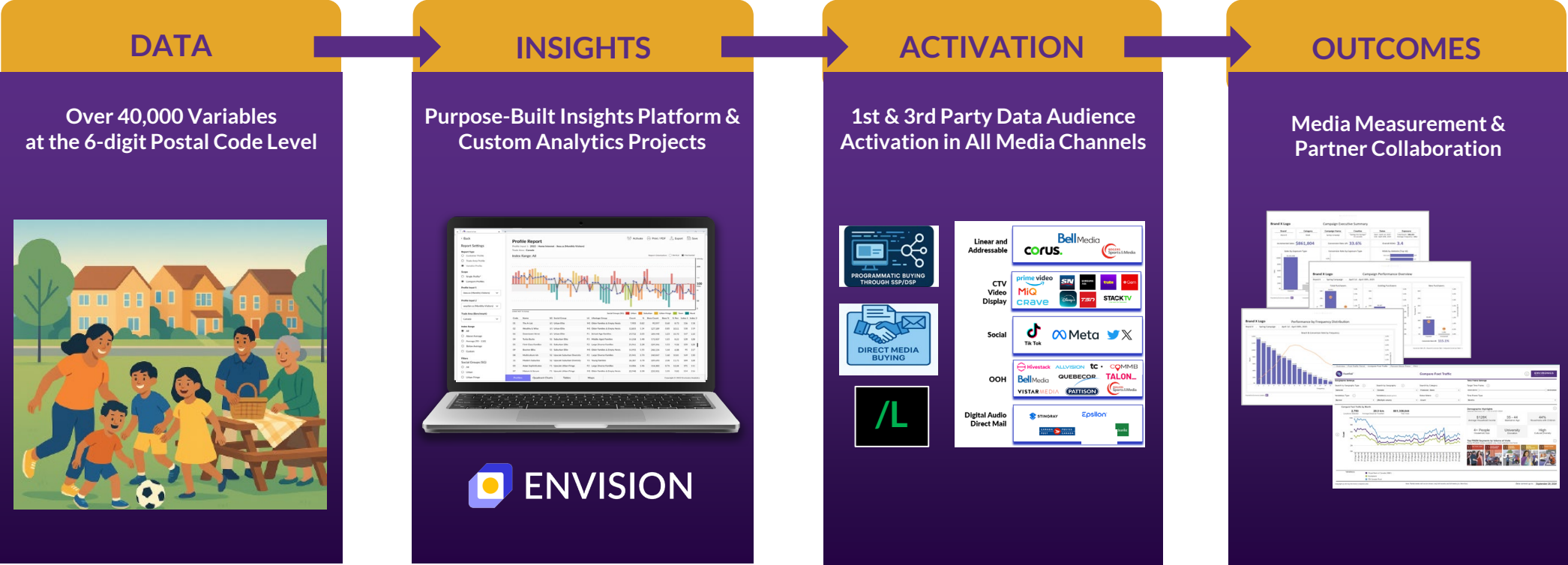


Rupen Seoni
Chief Client Officer

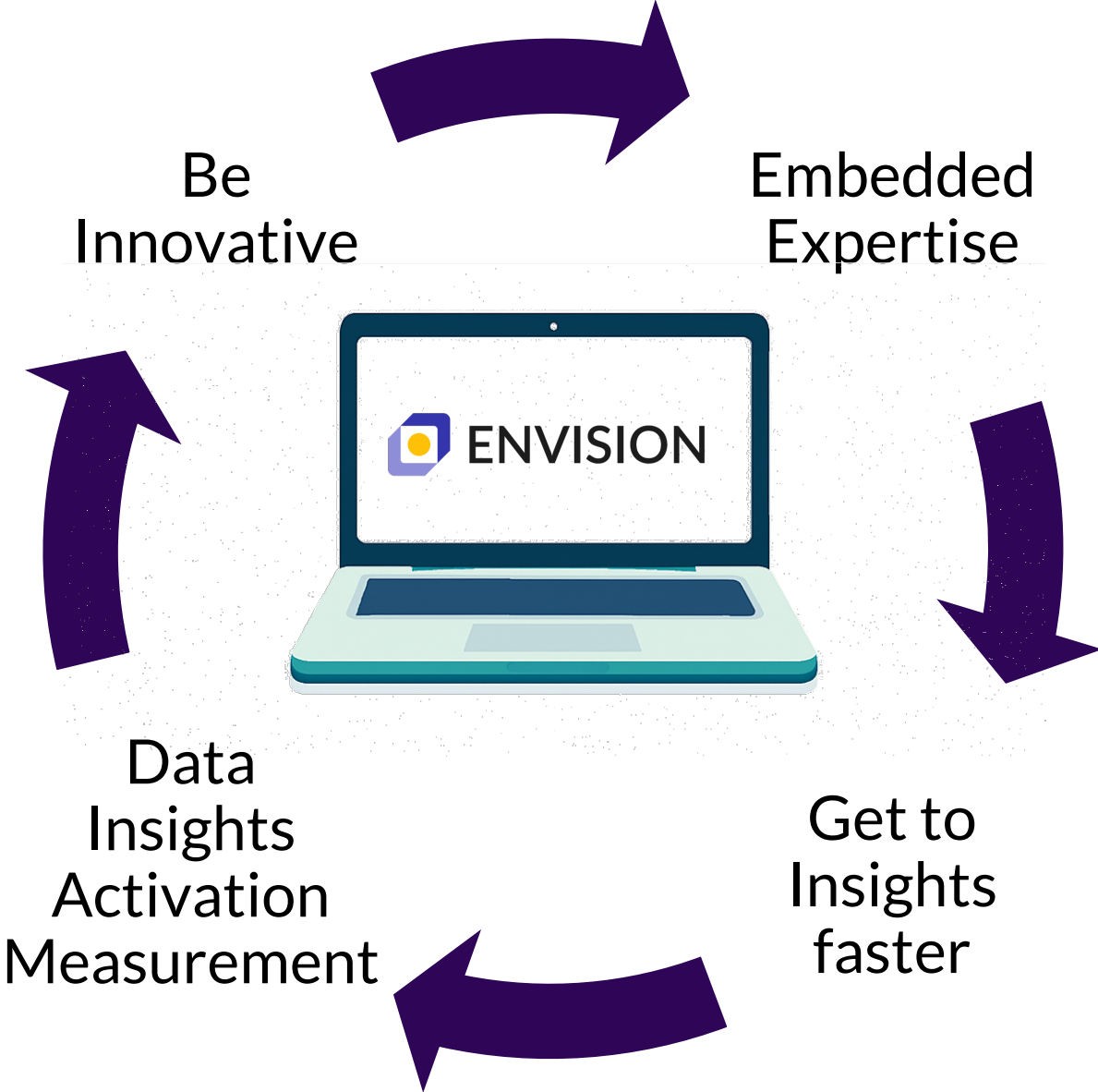


Michael McDuffee
VP, Product Management

Going from Data and Insights to Activation and Outcomes



Guiding Principles of ENVISION



Who Uses It?



Software to Unlock the Value of Your Data



Home

WORKSPACE

2025 Beta Executive Reports

PROJECT

My Exec Project for QA

Reports

ASSETS

Areas

Customers

Locations

Target Sets

OTHER

Download List

Notifications

Account

Logout

Welcome back,

+ New Report

Help

STARTER TEMPLATES

Favourites (6) All Templates

Who They Are What They Do and Buy Where They Live, Work and Play How to Reach and Engage Them Dashboards

★ SEGMENTATION
PRIZM Profile

Leverage the power of segmentation to identify the top segments in your customer base, area or for a variable

☆ MARKET INSIGHTS
Variable Ranking

Create a list of variables, ranked by target group, customers or within a trade area

★ MARKET INSIGHTS
Area Ranking

Create a list of areas, ranked based on the presence of target groups, customers or variables

☆ EXECUTIVE REPORT
Segmentation

Pinpoint the top PRIZM segments to sharpen your strategy

★ EXECUTIVE REPORT
Demographics

Gain a clear picture of the demographic make up and defining traits

★ EXECUTIVE REPORT
SocialValues

Reveal the attitudes, values and mindsets that shape decisions

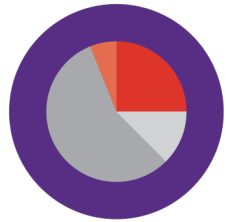
RECENT REPORTS

Report Name	Details	Last Edited	Owner	Status
Media - Numeris - Loyalty TG	Benchmark: Canada Variable: Opticks Powered by Numeris Target Group: Loyalty TG • 18,32,36 Target	05/03/2026		Shared
SocialValues - Loyalty TG	Benchmark: Canada Variable: SocialValues Target Group: Loyalty TG • 18,32,36 Target	05/03/2026		Shared
Demographics - Loyalty TG	Benchmark: Canada Variable: DemoStats, DemoStats Trends Target Group: Loyalty TG • 18,32,36 Target	05/03/2026		Shared
Area Ranking - Loyalty TG	Area: Canada Geographic Level: Census Subdivision Target Group: Multiple target groups selected Variable: PRIZM® LDU Bases • 2025 Total Households	05/03/2026		Shared

[Go to Reports](#)

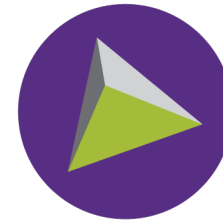
The Power of Our Data

Two of our most-used databases, for good reason



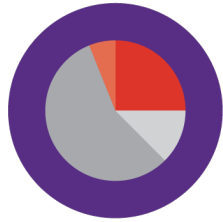
DemoStats

- Consumer demographics you don't have
- Geographic market profiles



PRIZM[®]

- Create targetable segments
- Create 360° view of consumers
- Find lookalikes



DemoStats

AREA: SASKATOON, SK
 Report | Source: Demographics | DemoStats
 Benchmark: Canada

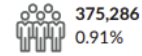
Summary

The population in Saskatoon, SK, shows a significant representation of individuals with Indigenous identity, accounting for 11.46% of the population—over twice the national average. Additionally, 20.27% of households are in condominiums, far exceeding Canadian norms. This highlights a unique cultural and residential composition in Saskatoon, reflecting a blend of heritage and urbanized living preferences.

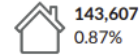
Generated by AI.

Saskatoon, SK

Population



Households



Canada

Population



Households



Key Findings

Population

Variable Name	Count	%	Index
Females	187,130	49.9	99
Movers Pst 5 Yrs	156,038	44.7	114

Immigration

Variable Name	Count	%	Index
Immigrant	91,588	24.9	98
Recent Immigration	38,943	10.6	198
First Generation	103,413	28.1	90
Second Generation	45,648	12.4	76

Diversity

Variable Name	Count	%	Index
Visible Minority	87,913	23.9	82
Indigenous Identity	42,231	11.5	222
Non-Official Single Mother Tongue	74,178	20.1	83
Non-Official Single Home Language	41,818	11.4	86

Education & Work

Variable Name	Count	%	Index
University Degree	81,325	40.3	107
Home as Place of Work	23,521	11.4	60

Households

Variable Name	Count	%	Index
One-Person Hhlds.	40,263	28.0	93
One-Family Hhlds.	91,797	63.9	103

Income

Variable Name	Dollar	Index
Avg Hhd Income	\$136,511	100
Median Hhd Income	\$106,722	107

Housing

Variable Name	Count	%	Index
Homes Built After 2016	24,219	16.9	126
Owned	95,576	66.6	102
Apartments	44,846	31.2	90
In Condo	29,107	20.3	131

Trends

Variable Name	Count	%	Index
Population Change 2026 - 2031	32,249	+8.6%	217
Household Change 2026 - 2031	13,275	+9.2%	217

DemoStats – Why it Matters

Population
Immigration
Diversity
Education & Work
Households
Income
Housing
Trends

2026 Demographics

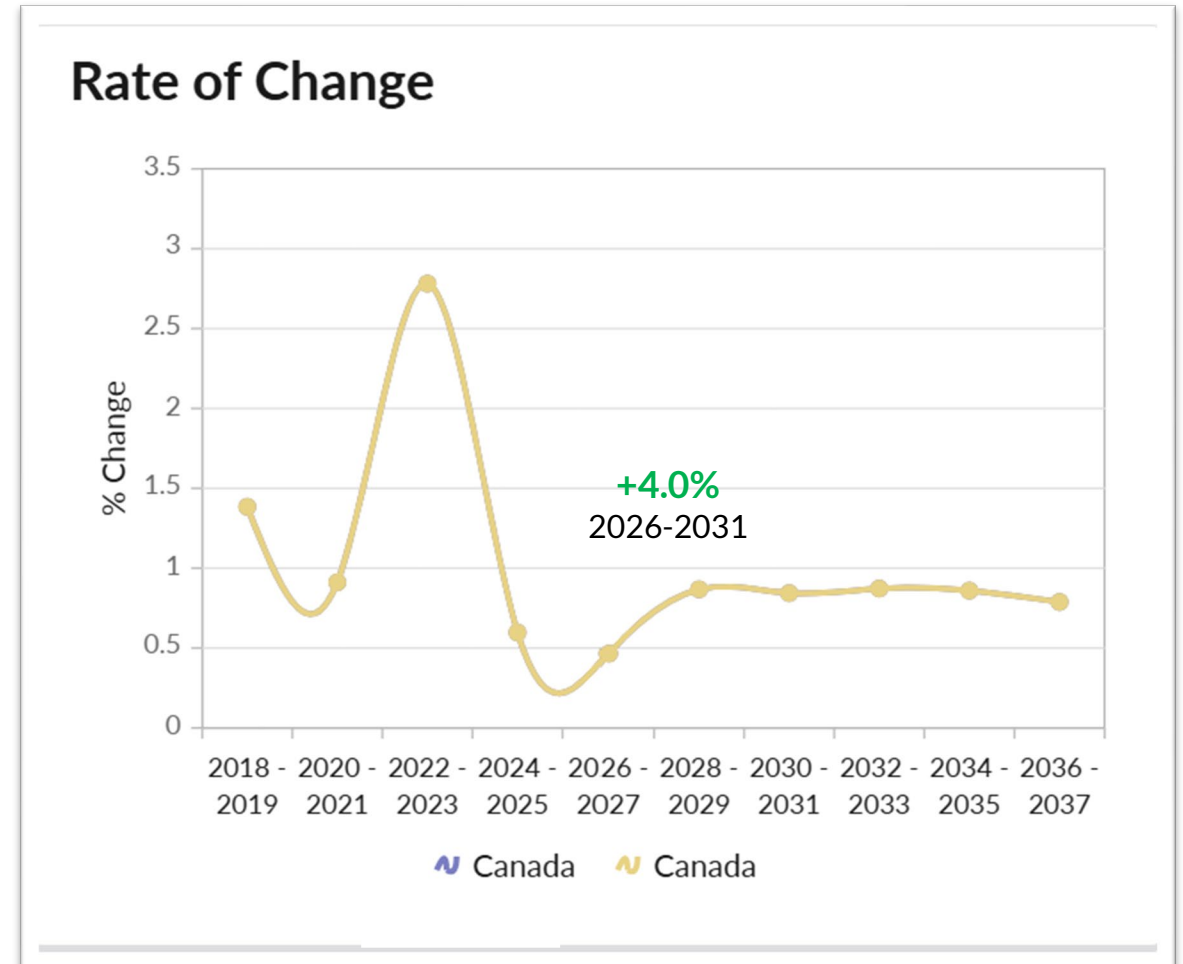
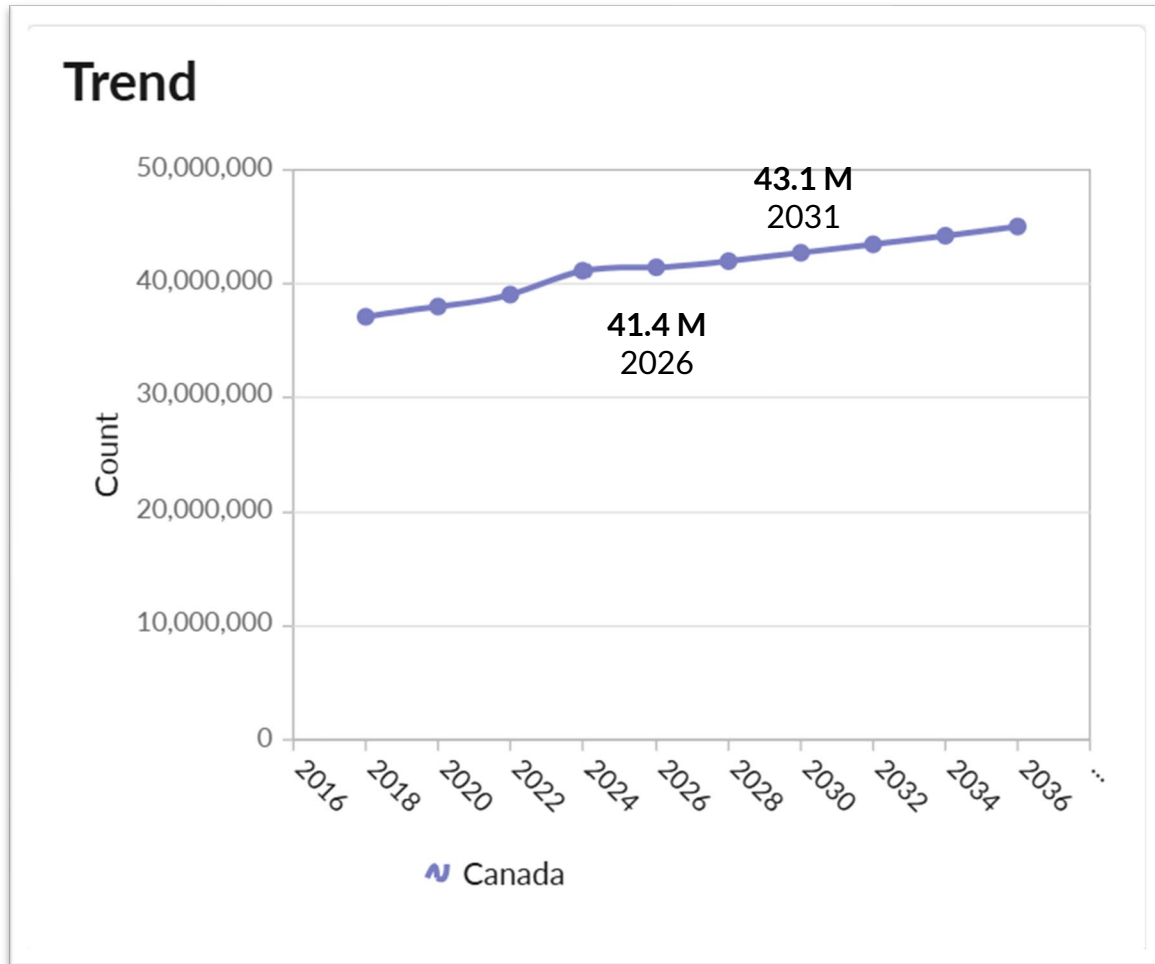
Projections for 10 years

Higher Geographic Precision

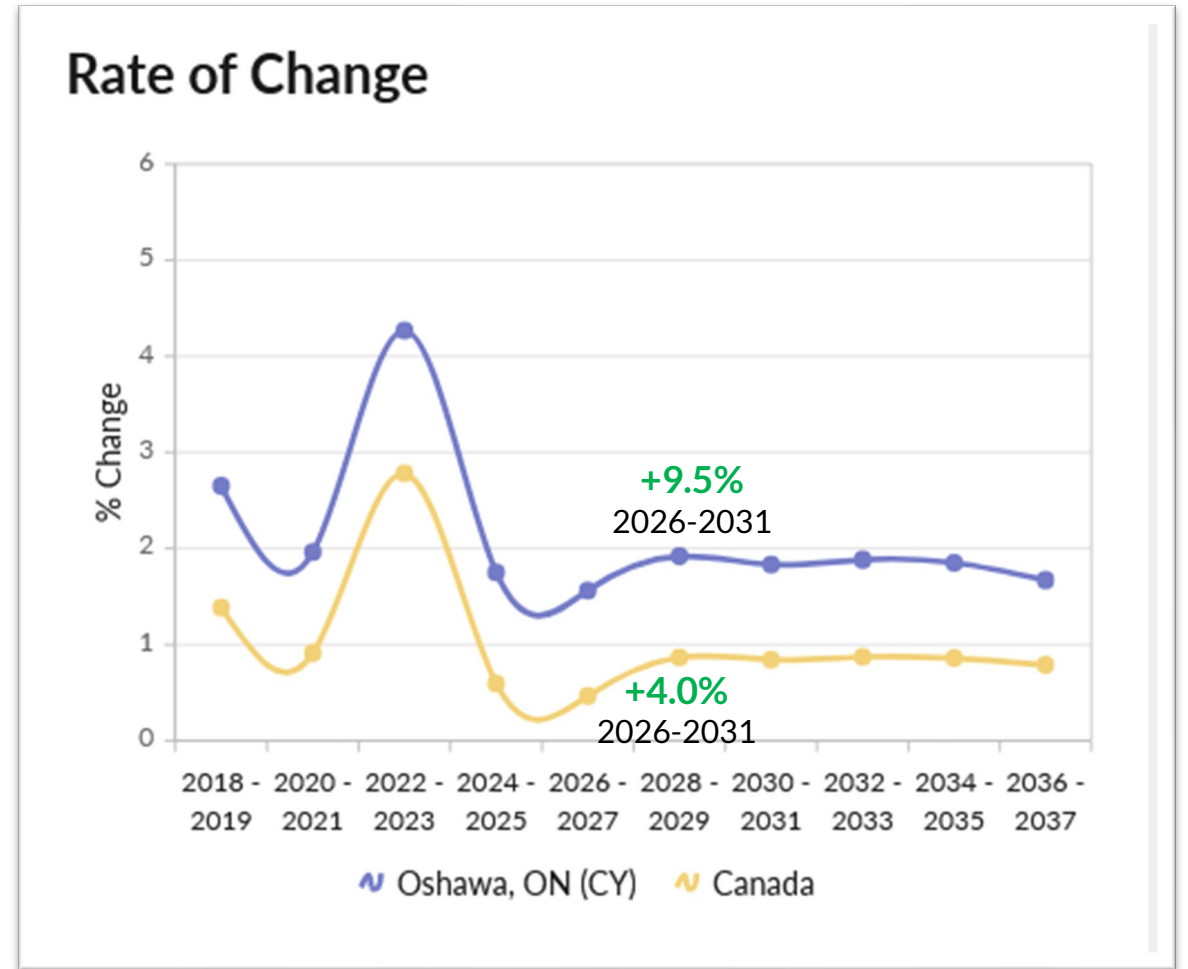
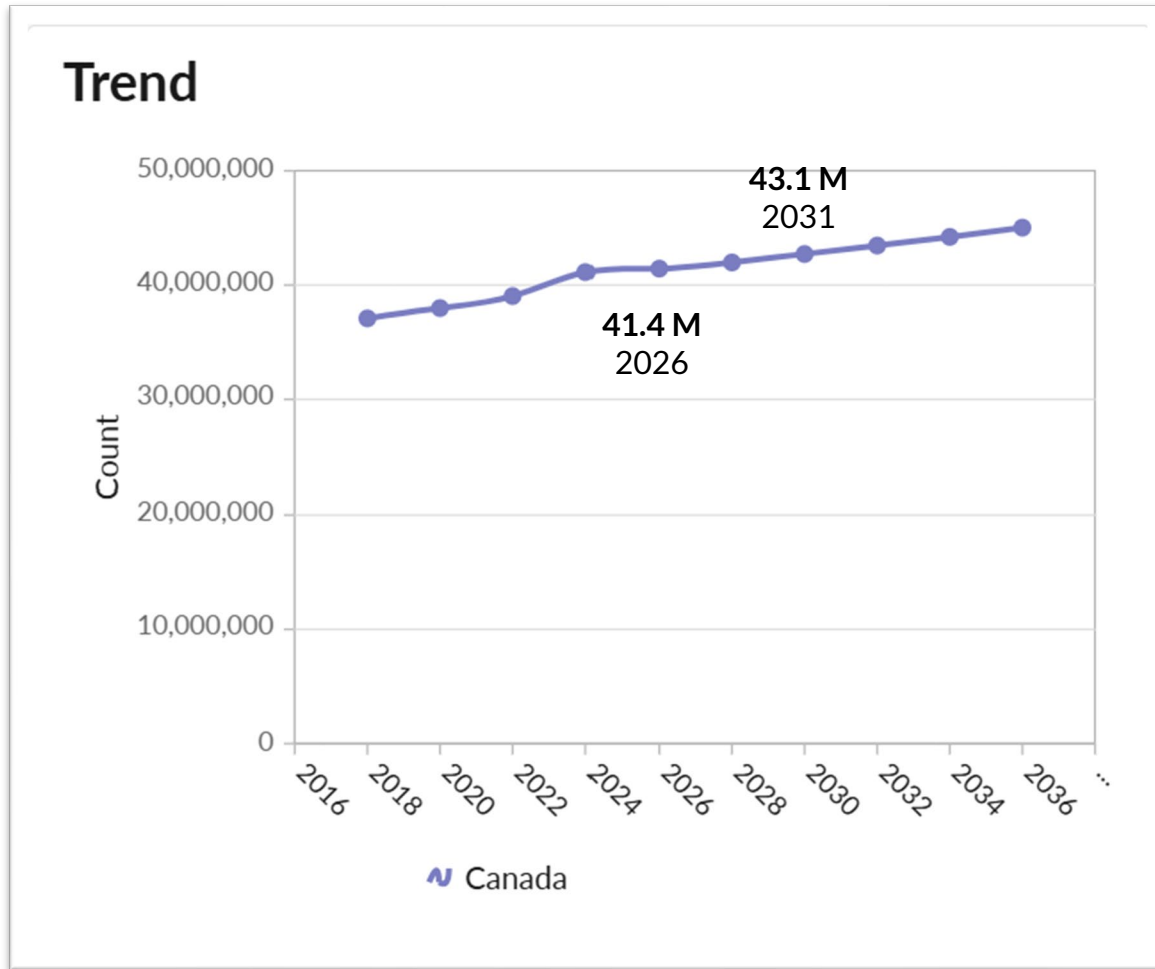
DemoStats – What's New for 2026

- Updated estimates and projections: 2021, 2026, 2029, 2031, 2036
- Improved cohort component model that includes immigration policy changes
- Adjusted period of immigration calculations to align with IRCC
- New and improved reports in ENVISION

DemoStats – Population Growth is Slowing



DemoStats – Population Growth is Slowing

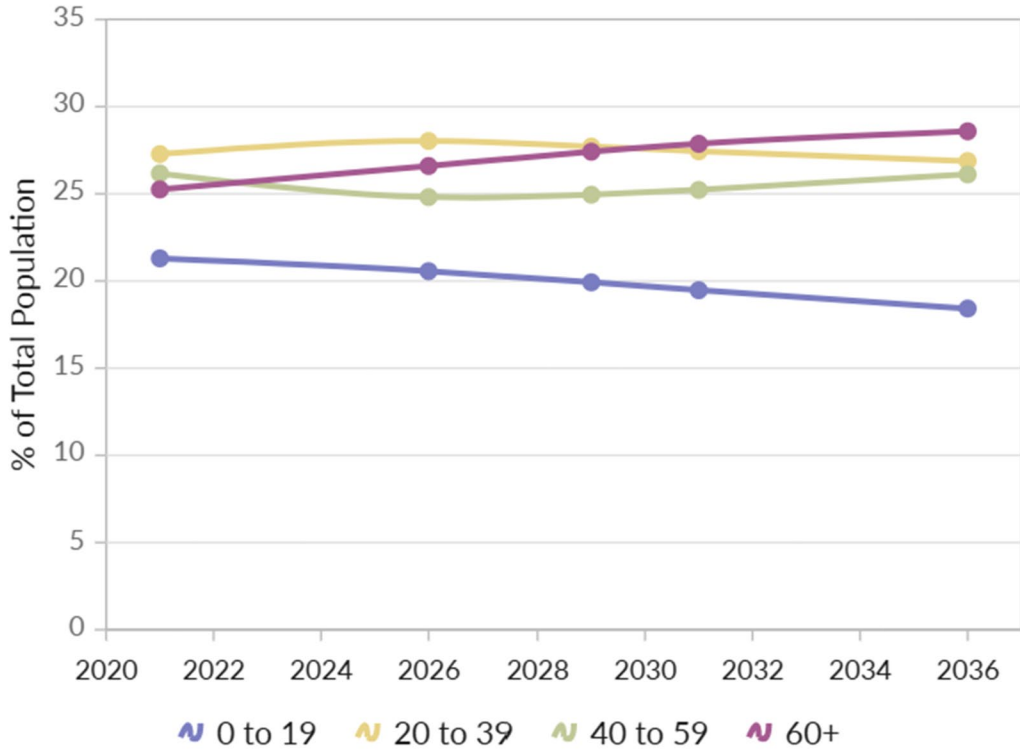


DemoStats – Age Cohorts are Changing

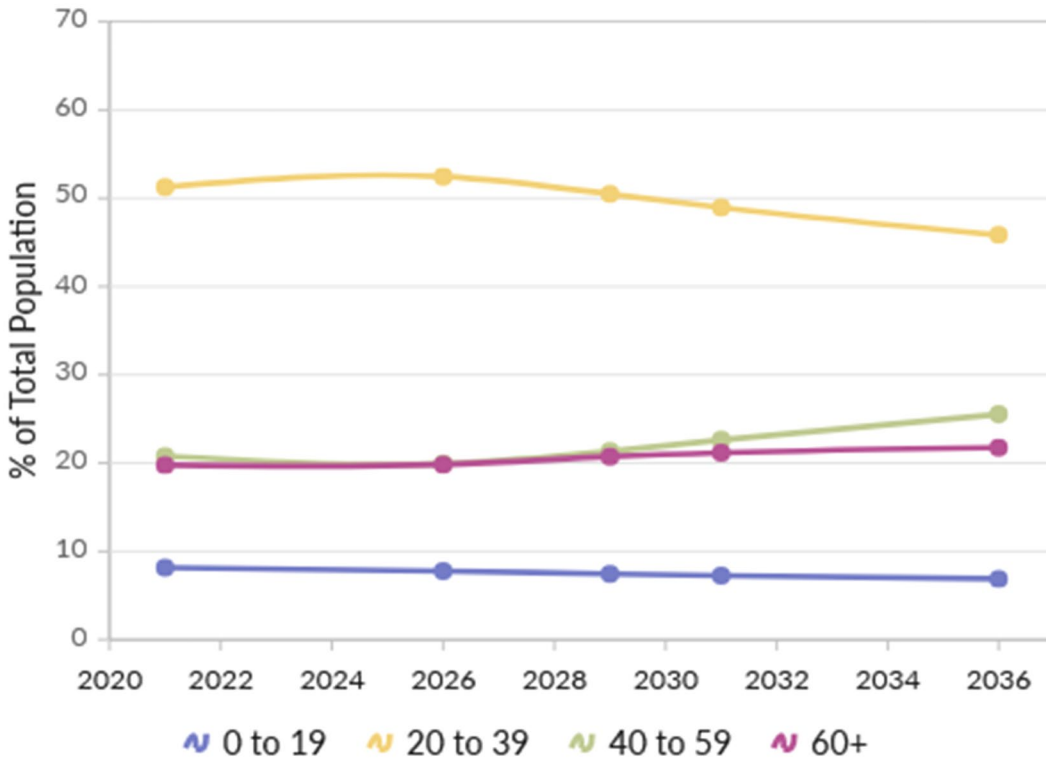
Canada

15 min Walk Time – EA Office

Age Groups by Cohort



Age Groups by Cohort

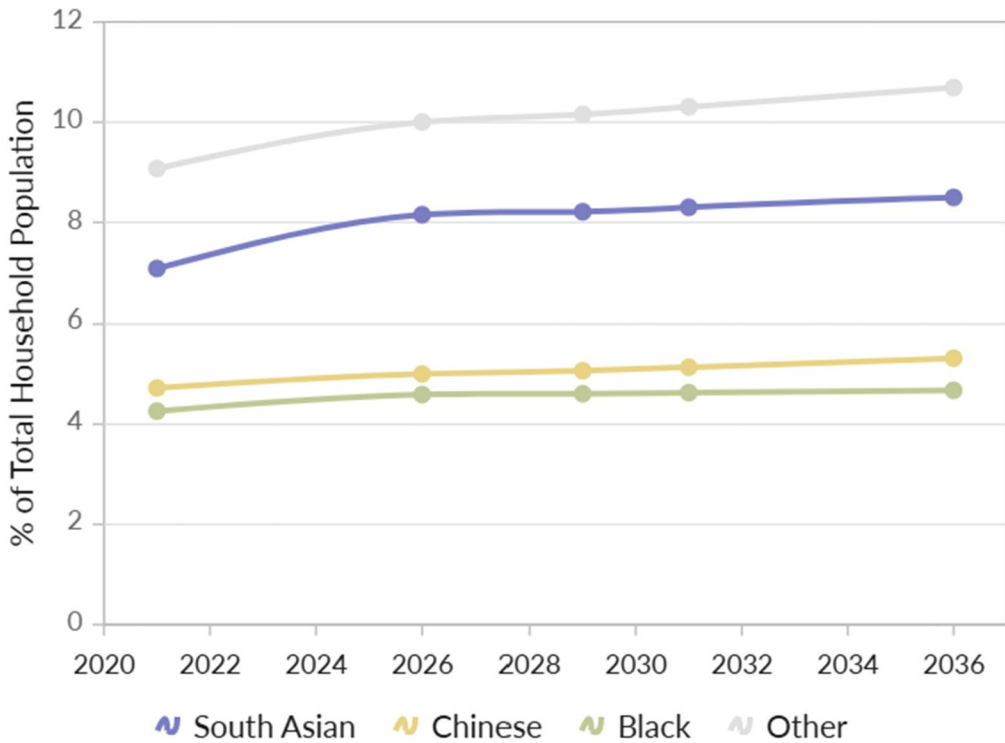


DemoStats – Visible Minorities

Canada

Visible Minority - Top 3

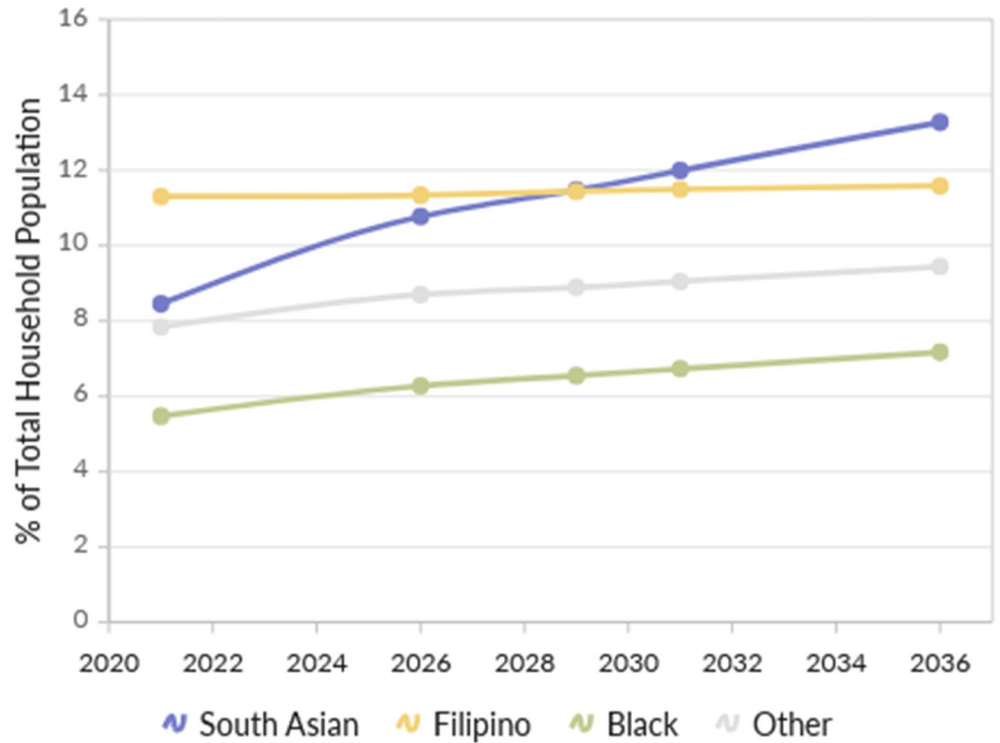
Ranked by %



Winnipeg

Visible Minority - Top 3

Ranked by %



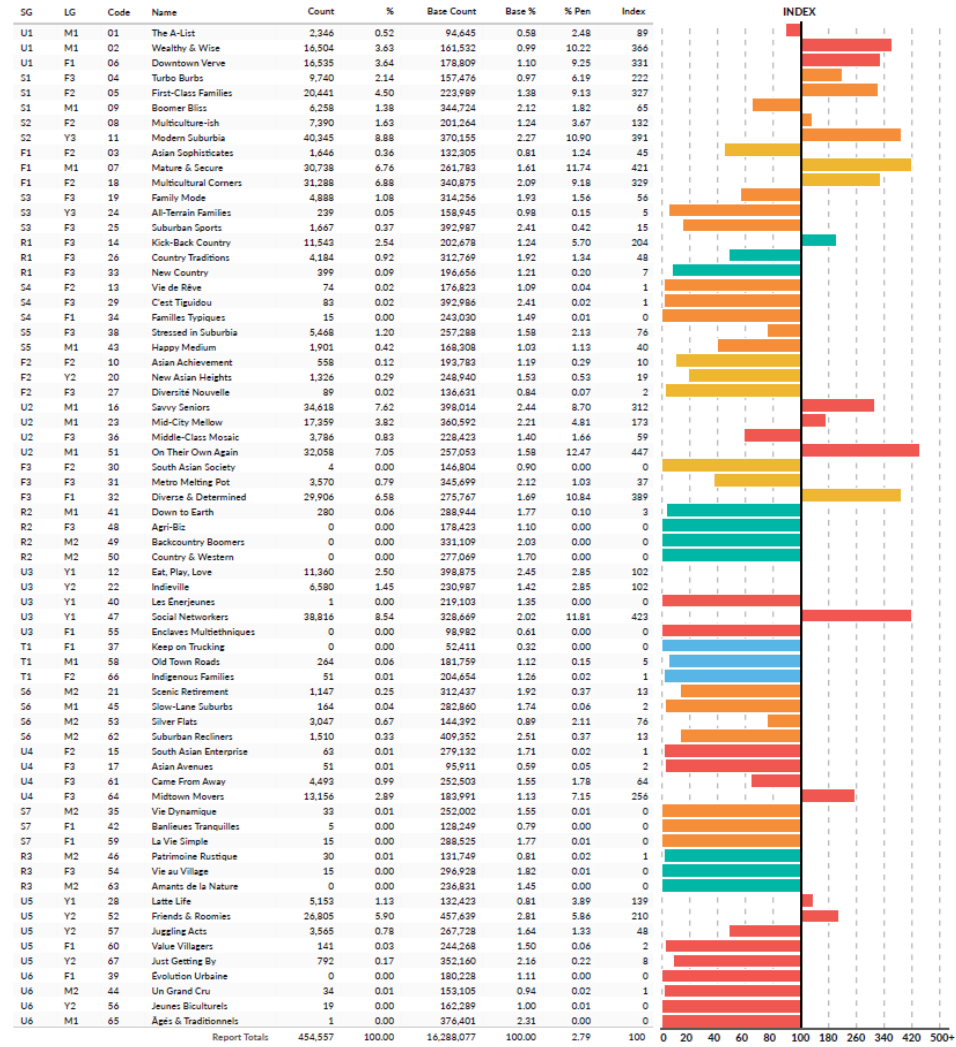


PRIZM®

PRIZM® Profile | Area

Apr 14, 2026 - 09:26 AM

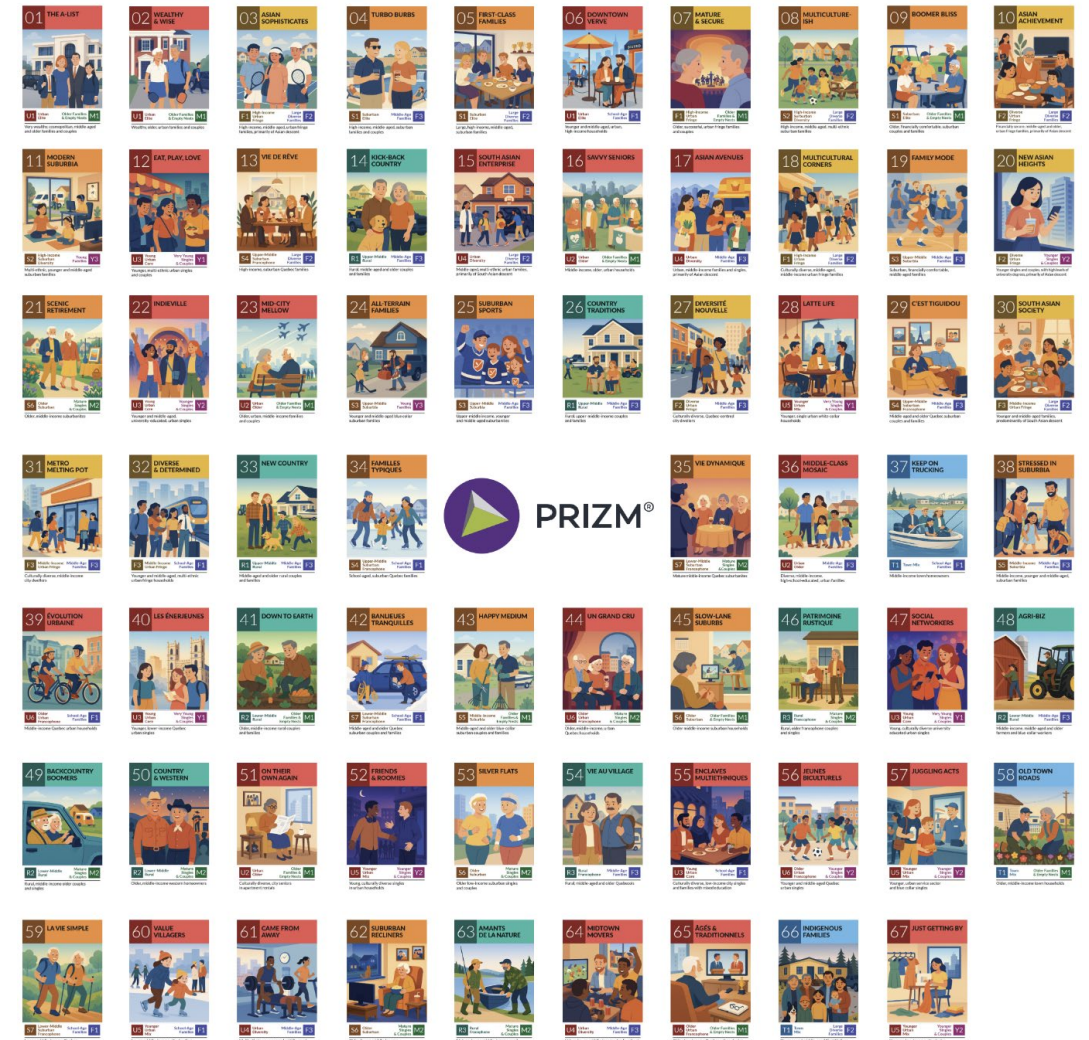
PRIZM® Profile - Area
 Area: Ottawa, ON (CV)
 Benchmark: Canada
 Variable: PRIZM® LDU Bases • 2025 Total Households



Social Groups (SG): Urban Suburban Urban Fringe Town Rural

PRIZM - Overview

- 67 lifestyle segments – every postal code assigned
- Updated assignments based on latest multidimensional data
- Build & personify relevant consumer segments
- Find lookalikes in your database
- Score the best geographic locations to find them
- Reach them in media



PRIZM® Profile - Area
 Area: Ottawa, ON (CV)
 Benchmark: Canada
 Variable: PRIZM® LDU Bases • 2025 Total Households

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
U1	M1	01	The A-List	2,346	0.52	94,645	0.58	2.48	89
U1	M1	02	Wealthy & Wise	16,504	3.63	161,532	0.99	10.22	366
U1	F1	06	Downtown Verve	16,535	3.64	178,809	1.10	9.25	331
F3	04	Turbo Burbs	9,740	2.14	157,476	0.97	6.19	222	
F1	F2	05	First-Class Families	20,441	4.50	223,989	1.38	9.13	327
S1	M1	09	Boomer Bliss	6,258	1.38	344,724	2.12	1.82	65
S2	F2	08	Multicultural-ish	7,390	1.63	201,264	1.24	3.67	132
S2	Y3	11	Modern Suburbia	40,345	8.88	370,155	2.27	10.90	391
F1	F2	03	Asian Sophisticates	1,646	0.36	132,305	0.81	1.24	45
F1	M1	07	Mature & Secure	30,738	6.76	261,783	1.61	11.74	421
F1	F2	18	Multicultural Corners	31,288	6.88	340,875	2.09	9.18	329
S3	F3	19	Family Mode	4,888	1.08	314,256	1.93	1.56	56
S3	Y3	24	All-Terrain Families	239	0.05	158,945	0.98	0.15	5
S3	F3	25	Suburban Sports	1,667	0.37	392,987	2.41	0.42	15
R1	F3	14	Kick-Back Country	11,543	2.54	202,678	1.24	5.70	204
R1	F3	26	Country Traditions	4,184	0.92	312,769	1.92	1.34	48
R1	F3	93	New Country	399	0.09	196,656	1.21	0.20	7
S4	F2	13	Vie de Réve	74	0.02	176,823	1.09	0.04	1
S4	F3	29	C'est Tipidou	83	0.02	392,986	2.41	0.02	1
S4	F1	94	Familles Typiques	15	0.00	243,030	1.49	0.01	0
S5	F3	38	Stressed in Suburbia	5,468	1.20	257,288	1.58	2.13	76
S5	M1	43	Happy Medium	1,901	0.42	168,308	1.03	1.19	40
F2	F2	10	Asian Achievement	558	0.12	193,783	1.19	0.29	10
F2	Y2	20	New Asian Heights	1,226	0.29	248,940	1.53	0.53	19
F2	F3	27	Diversité Nouvelle	89	0.02	136,631	0.84	0.07	2
U2	M1	16	Savvy Seniors	34,618	7.62	398,014	2.44	8.70	312
U2	M1	23	Mid-City Mellow	17,359	3.82	260,592	2.21	4.81	173
U2	F3	36	Middle-Class Mosaic	3,786	0.83	228,423	1.40	1.66	59
U2	M1	51	On Their Own Again	32,058	7.05	257,053	1.58	12.47	447
F3	F2	30	South Asian Society	4	0.00	146,804	0.90	0.00	0
F3	F3	31	Metro Melting Pot	3,570	0.79	345,699	2.12	1.03	37
F3	F1	32	Diverse & Determined	29,906	6.58	275,767	1.69	10.84	389
R2	M1	41	Down to Earth	280	0.06	288,944	1.77	0.10	3
R2	F1	48	Agri-Biz	0	0.00	178,423	1.10	0.00	0
R2	M2	49	Backcountry Boomers	0	0.00	331,109	2.03	0.00	0
R2	M2	50	Country & Western	0	0.00	277,049	1.70	0.00	0
U3	Y1	12	Eat, Play, Love	11,360	2.50	398,875	2.45	2.85	102
U3	Y2	22	Indieville	6,580	1.45	230,987	1.42	2.85	102
U3	Y1	40	Les Énergieuses	1	0.00	219,103	1.35	0.00	0
U3	Y1	47	Social Networkers	38,816	8.54	328,669	2.02	11.81	423
U3	F1	55	Enclaves Multiculturelles	0	0.00	98,982	0.61	0.00	0
T1	F1	37	Keep on Trucking	0	0.00	52,411	0.32	0.00	0
T1	M1	58	Old Town Roads	264	0.06	181,759	1.12	0.15	5
T1	F2	66	Indigenous Families	51	0.01	204,654	1.26	0.02	1
S6	M2	21	Scenic Retirement	1,147	0.25	312,437	1.92	0.37	13
S6	M1	45	Slow-Lane Suburbs	164	0.04	282,860	1.74	0.06	2
S6	M2	53	Silver Flats	3,047	0.67	144,392	0.89	2.11	76
S6	M2	62	Suburban Recliners	1,510	0.33	409,352	2.51	0.37	13
U4	F2	15	South Asian Enterprise	63	0.01	279,132	1.71	0.02	1
U4	F3	17	Asian Avenues	51	0.01	95,911	0.59	0.05	2
U4	F3	61	Came From Away	4,493	0.99	252,503	1.55	1.78	64
U4	F3	64	Midtown Movers	13,156	2.89	183,991	1.13	7.15	256
S7	M2	35	Vie Dynamique	39	0.01	252,002	1.55	0.01	0
S7	F1	42	Barrières Tranquilles	5	0.00	128,249	0.79	0.00	0
S7	F1	59	La Vie Simple	15	0.00	288,525	1.77	0.01	0
R3	M2	46	Patrimoine Rustique	30	0.01	131,749	0.81	0.02	1
R3	F3	54	Vie au Village	15	0.00	296,928	1.82	0.01	0
R3	M2	63	Amants de la Nature	0	0.00	236,831	1.45	0.00	0
U5	Y1	28	Latte Life	5,153	1.13	122,423	0.81	3.89	139
U5	Y2	52	Friends & Roomies	26,805	5.90	457,639	2.81	5.86	210
U5	Y2	57	Juggling Acts	3,565	0.78	267,728	1.64	1.33	48
U5	F1	60	Value Villagers	141	0.03	244,268	1.50	0.06	2
U5	Y2	67	Just Getting By	792	0.17	352,160	2.16	0.22	8
U6	F1	39	Evolution Urbaine	0	0.00	180,228	1.11	0.00	0
U6	M2	44	Un Grand Cru	34	0.01	153,105	0.94	0.02	1
U6	Y2	56	Jeunes Biculturels	19	0.00	162,289	1.00	0.01	0
U6	M1	65	Agés & Traditionnels	1	0.00	376,401	2.31	0.00	0
Report Totals				454,557	100.00	16,288,077	100.00	2.79	100

Social Groups (SG): Urban Suburban Urban Fringe Town Rural

Best Customers

02 WEALTHY & WISE

U1 Urban Elite Older Families & Empty Nests M1

Wealthy, older, urban families and couples

04 TURBO BURBS

S1 Suburban Elite Middle-Age Families F3

High-income, middle-aged, suburban families and couples

05 FIRST-CLASS FAMILIES

S1 Suburban Elite Large Diverse Families F2

Large, high-income, middle-aged, suburban families

06 DOWNTOWN VERVE

U1 Urban Elite School-Age Families F1

Younger and middle-aged, urban, high-income households

11 MODERN SUBURBIA

S2 High-Income Suburban Diversity Young Families Y3

Multi-ethnic, younger and middle-aged suburban families

New PRIZM Segment Explorer

ENVIRONICS
ANALYTICS

Contact Us

See Canada Through a Whole New PRIZM®

With Powerful Consumer Insights

PRIZM segments capture up-to-date demographics, lifestyles, consumer behaviours and settlement patterns of neighbourhoods. Each segment has its own unique profile.

From target marketing and trade area analysis to merchandising and media activation, PRIZM helps marketers connect to each Canadian with the right message using the right platform.

Discover which of 67 unique lifestyle types make up a neighbourhood.

Search by postal code or community area

e.g., M5V 3L9 or K0A 1E0

SEARCH

Enter a postal code to search. Rural postal codes (e.g. K0A) can be searched using the first 3 characters. Urban postal codes require the full 6 characters.

APPLY FILTERS Reset All

PRIZM Lookup – Canada

67 Segments • 16,502,146 Households (100.0% of Total) • 41,135,584 Population (100.0% of Total)

Export PDF CSV

Low/High by Segment Number

01 THE A-LIST

U1 Urban Elite Older Families & Empty Nests M1

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

02 WEALTHY & WISE

U1 Urban Elite Older Families & Empty Nests M1

Wealthy, older, urban families and couples

03 ASIAN SOPHISTICATES

F1 High-Income Urban Fringe Large Diverse Families F2

High-income, middle-aged, urban fringe families, primarily of Asian descent

04 TURBO BURBS

S1 Suburban Elite Middle-Age Families F3

High-income, middle-aged, suburban families and couples



Look up your postal code

360° View of Target Consumers

Best Customers

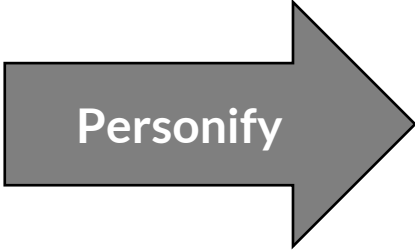
02 WEALTHY & WISE
U1 Urban Elite, Older Families & Empty Nests, M1
Wealthy, older, urban families and couples

04 TURBO BURBS
S1 Suburban Elite, Middle-Age Families, F3
High-income, middle-aged, suburban families and couples

05 FIRST-CLASS FAMILIES
S1 Suburban Elite, Large Diverse Families, F2
Large, high-income, middle-aged, suburban families

06 DOWNTOWN VERVE
U1 Urban Elite, School-Age Families, F1
Younger and middle-aged, urban, high-income households

11 MODERN SUBURBIA
S2 High-Income Suburban Diversity, Young Families, Y3
Multi-ethnic, younger and middle-aged suburban families



Actionable Target Segments

Best Customers

02 WEALTHY & WISE
U1 Urban Elite, M1 Older Families & Empty Nests
Wealthy, older, urban families and couples

04 TURBO BURBS
S1 Suburban Elite, F3 Middle-Age Families
High-income, middle-aged, suburban families and couples

05 FIRST-CLASS FAMILIES
S1 Suburban Elite, F2 Large Diverse Families
Large, high-income, middle-aged, suburban families

06 DOWNTOWN VERVE
U1 Urban Elite, F1 School-Age Families
Younger and middle-aged, urban, high-income households

11 MODERN SUBURBIA
S2 High-Income Suburban Diversity, Y3 Young Families
Multi-ethnic, younger and middle-aged suburban families

Find Best Prospects



Target Best Locations



Activate Your Targets in Digital Media

Best Customers

02 WEALTHY & WISE
 U1 Urban Elite, Older Families & Empty Nests, M1
 Wealthy, older, urban families and couples

04 TURBO BURBS
 S1 Suburban Elite, Middle-Age Families, F3
 High-income, middle-aged, suburban families and couples

05 FIRST-CLASS FAMILIES
 S1 Suburban Elite, Large Diverse Families, F2
 Large, high-income, middle-aged, suburban families

06 DOWNTOWN VERVE
 U1 Urban Elite, School-Age Families, F1
 Younger and middle-aged, urban, high-income households

11 MODERN SUBURBIA
 S2 High-Income Suburban Diversity, Young Families, Y3
 Multi-ethnic, younger and middle-aged suburban families



Programmatic | PRIZM



New MobileScapes

< Home

Active Geofences

All Selected Geofences

Canadian Tire at RioCan
Leaside Centre - 825...

Canadian Tire at
Centerpoint Mall - 6310...

Canadian Tire - 2681
Danforth Ave, Toronto....

7 geofences

Edit List

Date Range

Last Week Last Month YTD

Apr 26, 2025 → Apr 26, 2026

Day of Week

Full Week Weekdays Weekends

Sun Mon Tue Wed Thu Fri Sat

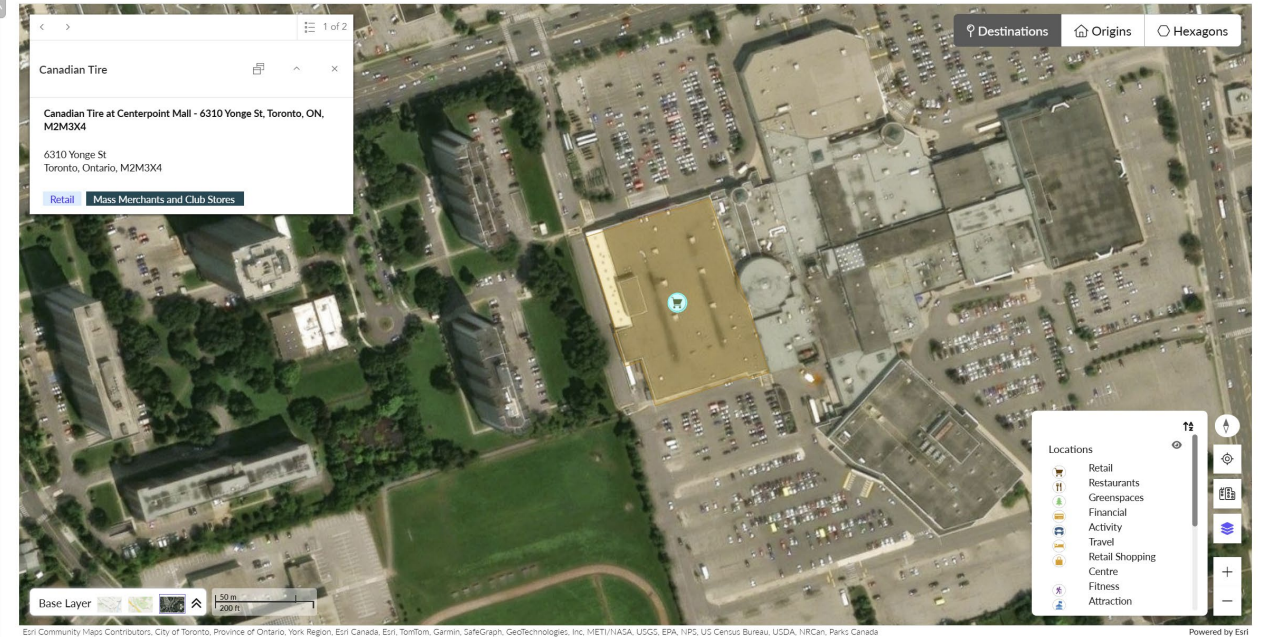
Time of Day

All Day (12:00 AM - 11:59 PM)

Duration

Over 60 minutes

Target Group



Map View

Copyright © 2026 Environics Analytics

MobileScapes - What Is It?

- Comprehensive mobile movement database powered by cellular network data.
- Modelled by an expert team of spatial data scientists.
- Data are de-identified, normalized, aggregated and/or anonymized.
- Accurate and representative movement profiles of the Canadian population.
- Transforms signals into metrics that help researchers understand patterns at the location level.
- Estimates the volume, time and duration of visits to 130,000+ locations.
- Links visit data to EA consumer information so those visiting are described not just counted.

Questions It Can Answer

Who is visiting our locations, and what PRIZM lifestyle segments do they belong to?

How does traffic trend week over week and year over year?

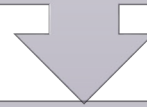
Where are my current audiences coming from?

How does my PRIZM profile of visits compare to my competitor's?

The Evolution of MobileScapes

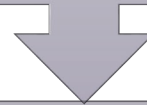
MobileScapes 1.0 (2018-2020)

Unweighted App data from a single provider



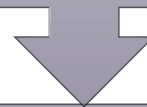
MobileScapes 2.x (2020-2024)

Weighted App data from multiple providers



MobileScapes 3.x (2024-2026)

Weighted App data with integrated cell network data for improved results



New MobileScapes (2026)

The Next Generation product built on Cell Network Data with advanced modelling techniques

A *New* MobileScapes Experience – Better Data. Clearer Insights.

We moved from a GPS-app-based model to cellular network data for greater stability and broader coverage.

New MobileScapes – Cellular Network–Powered

- Always-on coverage – no app download required
- Advanced volume-estimation modelling separates signal from noise, delivering stable month-to-month and year-over-year trendlines
- Dedicated signal-quality correction automatically handles infrastructure changes that previously caused data gaps
- Data anomalies reduced – the smoothest, most reliable trending data MobileScapes has ever produced
- Privacy by Design (ISO 31700) certified – All data de-identified before it reaches EA

Built for Stability. Cellular network data provides a consistently large, always-on sample – eliminating the supplier-driven volatility and delivering the smoothest, most reliable trending data to date.

Fewer Anomalies

Smother trends and more reliable visit counts at every location

130K+ geofences

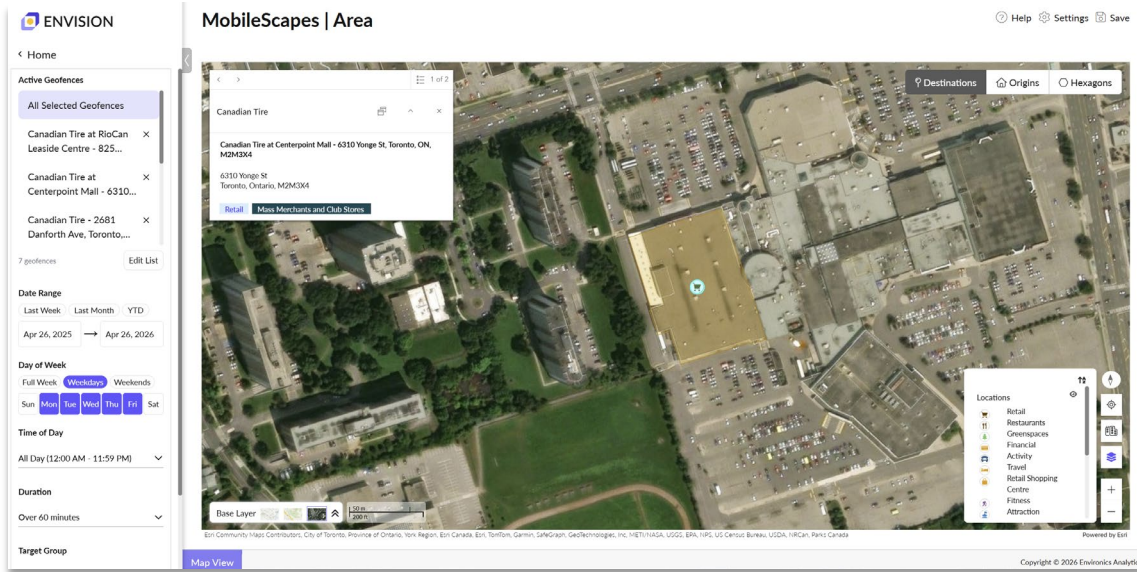
Curated points of interest across every province and territory

Weekly updates

Consistent refresh cycle with 3 years of historical data

Quality First: A small number of locations are temporarily suppressed where visit estimates don't yet meet our quality bar. These will be released as models continue to improve.

New MobileScapes - Available Features



Pre-aggregated data to EA geofences



ENVISION map-centric UI



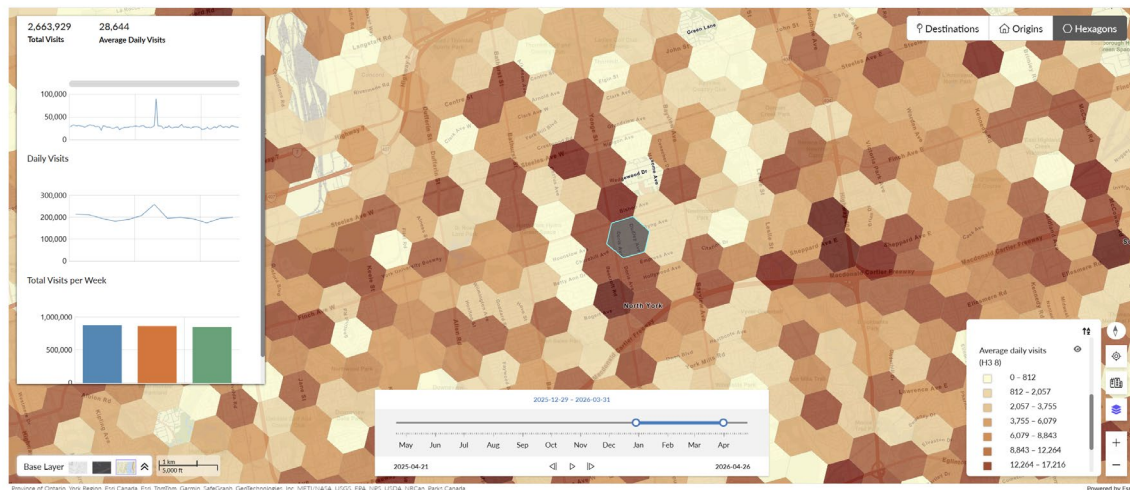
Map Pop-up with Location Attributes



Postal Code extract file ("Customer File")



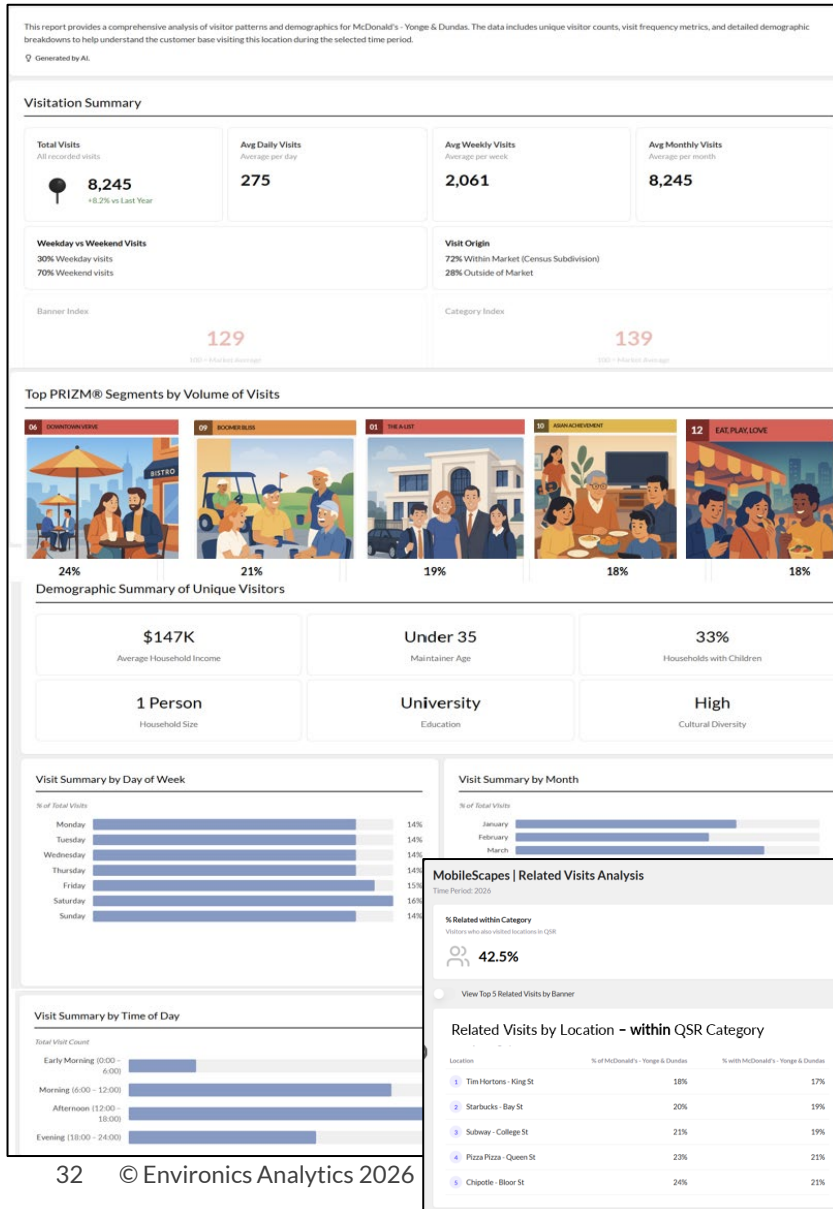
Hex Surface for CMAs



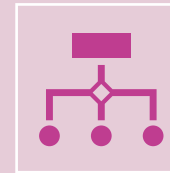
New MobileScapes - What questions can I answer?

1. How much foot traffic does a specific location or geofence receive?
2. What is the overall level of foot traffic within the surrounding trade area?
3. Which neighbourhoods are driving visits to my location?
4. What are the PRIZM profiles of visitors to my location or my competitors?
5. Export a postal code list of estimated visits to use elsewhere in ENVISION

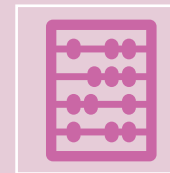
New MobileScapes - What is coming next in Q2?



Summary Report with top PRIZM and Demographics



Related Visits Report



FootFall Dashboard (embedded in ENVISION)



Demo

Thank You

www.environicsanalytics.com