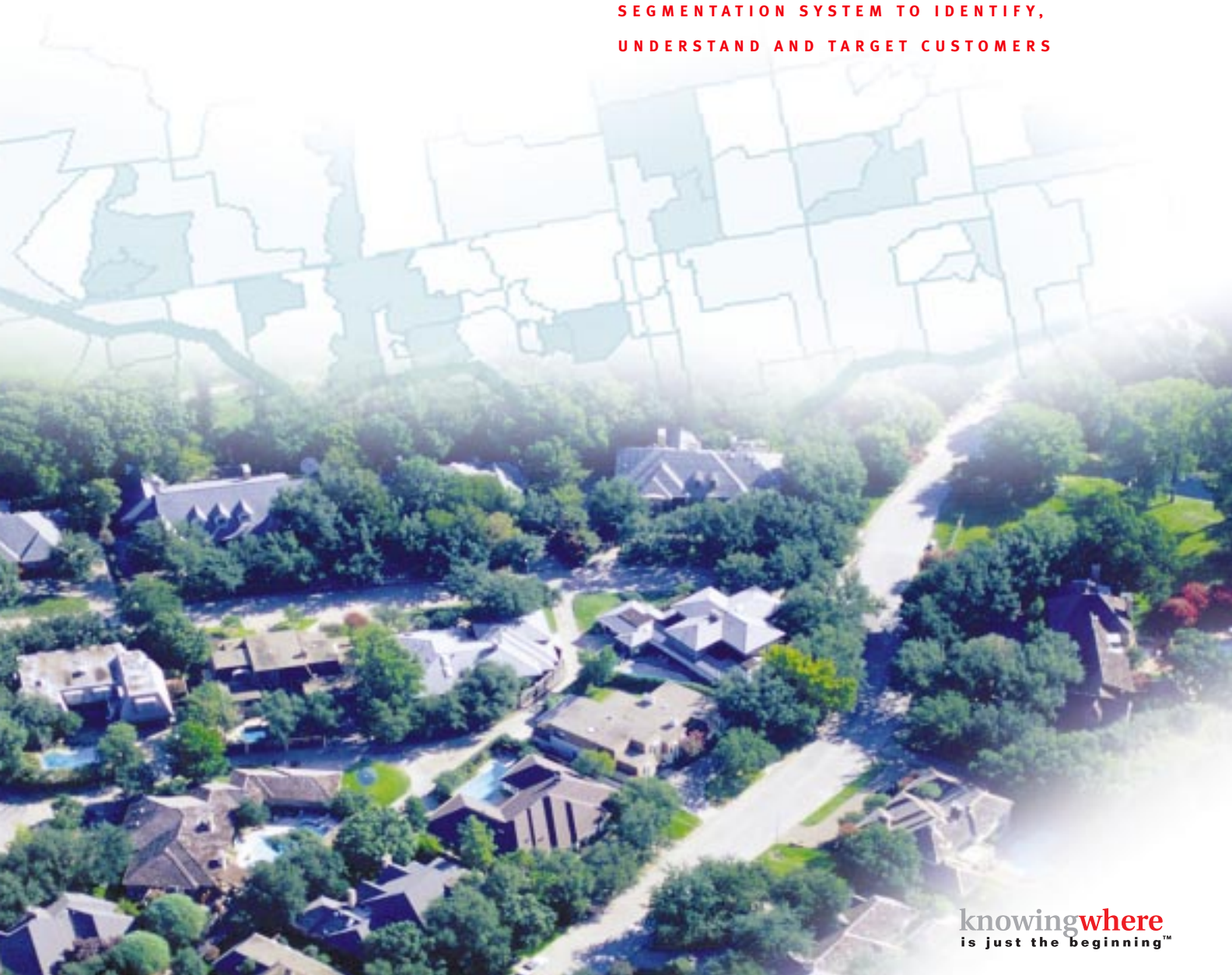




MapInfo®  
*PSYTE*®  
CANADA

THE LEADING NEIGHBOURHOOD  
SEGMENTATION SYSTEM TO IDENTIFY,  
UNDERSTAND AND TARGET CUSTOMERS



knowingwhere  
is just the beginning™

[www.mapinfo.com](http://www.mapinfo.com)



# Who are my target customers? Where can I find them? How can I reach them?

IT'S A WORLDWIDE PHENOMENON THAT PEOPLE WITH SIMILAR

backgrounds, incomes and lifestyles gravitate towards one another. Households within a neighbourhood most often share ethnicity, values, tastes and expectations—but most important, they share patterns of consumer behaviour, such as buying similar products and responding to similar media. Herein lies the power of PSYTE®—the premier tool for analyzing and predicting lifestyle and consumer behaviours at the neighbourhood level.

PSYTE, MapInfo's powerful neighbourhood segmentation system, categorizes every Canadian neighbourhood into one of 60 mutually exclusive neighbourhood types or "clusters." Each cluster is demographically and behaviourally distinct. And each offers a wealth of other information, such as personal lifestyle preferences, buying patterns and motivations.

PSYTE will help you make more accurate predictions for the neighbourhood types where prospective customers can be found by providing valuable information such as:

- ▶ *Media indices*
- ▶ *Financial portfolios*
- ▶ *Household products purchased within the past year*
- ▶ *And more*
- ▶ *Activities*
- ▶ *Automobiles owned*

## Typical Applications:

- ▶ PROFILE CUSTOMERS
- ▶ PROFILE AND PINPOINT TARGET MARKETS
- ▶ IDENTIFY NEW MARKETS OR UNTAPPED AREAS WITHIN EXISTING MARKETS
- ▶ IDENTIFY CROSS-SELLING OPPORTUNITIES AMONG EXISTING CUSTOMERS
- ▶ DETERMINE HIGHEST POTENTIAL SITES FOR RETAIL STORES AND SERVICE CENTERS
- ▶ CREATE MESSAGES AND IMAGES MOST LIKELY TO TRIGGER RESPONSE
- ▶ DESIGN COST-EFFECTIVE MEDIA PLACEMENT



# PSYTE Outperforms Other Segmentation Systems

## UNMATCHED DEMOGRAPHIC AND BEHAVIOURAL VARIABLES

*PSYTE* adds a new dimension and precision to the clustering process using more than 250 different variables from a wealth of demographic and behavioural input sources including Census, syndicated media and market data, new vehicle registrations and data on settlement patterns. Comparatively, traditional clustering systems are based on demographics alone and have used at most 60 variables.

## PRECISE REGIONAL DIFFERENTIATION

*PSYTE* looks at 80 variables to capture regional differences in what appear to be otherwise demographically and socio-economically identical neighbourhoods. Take the Satellite Suburbs and Participation Quebec clusters, which share suburban living, large families, identical age profiles and child-centric spending patterns. Upon further investigation, *PSYTE* highlights the English-speaking Satellite Suburbs, a cluster heavily concentrated in Ontario who favour North American cars and magazines while Participation Quebec consumers are likely to own Japanese cars and read French media. *PSYTE* makes regional distinctions that marketers simply cannot afford to ignore.

## PSYTE LINKS

The *PSYTE* system is linked to behavioural data from many of the leading Canadian marketing surveys and opinion polls. Enhanced with this additional data, *PSYTE* enables you to better understand consumer behaviour, preferences and products of choice. For instance, drill down into any *PSYTE* cluster to find what TV programs they watch, which radio stations they listen to and when, what cars you're most likely to see in their driveways and what products you'll find on their kitchen shelves.

*PSYTE* includes data from top consumer surveys and polls:

- ACNEILSEN HOMESCAN
- AUTOPSYTE
- BUREAU OF BROADCAST MEASUREMENT (BBM)
- CONSUMER SPENDING POTENTIAL
- EQUIFAX
- HOUSEHOLD FACILITIES AND EQUIPMENT
- MARKET FACTS HOUSEHOLD FLOW OF FUNDS
- NADBANK
- PRINT MEASUREMENT BUREAU (PMB)
- TRANSUNION

*“Few companies in the world know more about geodemographic segmentation than MapInfo. For years, its powerful PSYTE cluster segmentation system has been widely used to craft innovative marketing campaigns for corporate and nonprofit clients alike. Whether consumers are classified Brie & Chablis, Satellite Suburbs or Agrarian Blues, PSYTE can accurately pinpoint where they live, how they live and how to push their hot buttons to get them to respond to a targeted message.”*

—MICHAEL J. WEISS, JOURNALIST, MARKETING ANALYST AND AUTHOR OF “THE CLUSTERED WORLD”



# How PSYTE Is Built

Advanced technology and years of cluster segmentation design experience are what set the *PSYTE* system apart from other systems. The rigorous process employed by MapInfo allows hundreds of possible cluster solutions to be generated based on different combinations of weights and variables. As a result, *PSYTE* meets and exceeds the essential criteria for a superior neighbourhood segmentation system.

## OPTIMAL UNIT OF GEOGRAPHY

The optimal geographic unit for a segmentation system is the smallest unit for which the largest statistically reliable Census sample is available and for which socioeconomic and demographic data is published. Too large an area and your data is not refined...too small and it's statistically questionable. The basic geographic unit used by *PSYTE* is called an Enumeration Area (EA) which represents over 49,000 non-duplicated geographic units. These EA's continue to be the smallest level for valid and accurate data from reputable sources.

## SET OF VARIABLES

Neighbourhood segmentation systems work best when they incorporate both demographic *and* behavioural variables from many sources. Using more than 250 demographic and behavioural variables, *PSYTE* captures significant patterns and lifestyles generally overlooked by other systems. And *PSYTE* compensates for duplicate variables so there is no inflation in weightings.

## WEIGHT OF VARIABLES

The appropriate influence or weight of variables is a key element in the discriminating power of *PSYTE*. The delicate balance of variables and weights considered in the system is paramount to the ultimate definition and differentiation of Canadian neighbourhoods.

## DISTANCE BETWEEN CLUSTERS

While the households within a cluster achieve maximum similarities across a wide range of geodemographic and behavioural characteristics, the variations between the 60 clusters are also maximized to ensure optimum differentiation and discrimination.

## A FIVE-DIMENSIONAL PERSPECTIVE

In addition to the insight provided by the system's behavioural data, *PSYTE* cluster geodemographics reveal five descriptive dimensions. These key indicators—which enable the placement of the clusters in relation to one another—are:

- LEVEL OF URBANITY
- POPULATION DENSITY
- HOUSEHOLD INCOME
- SIZE OF CLUSTER
- HOUSEHOLD TYPE





## Cluster Living— Offering New Techniques and New Information

*PSYTE* offers many fascinating examples of clusters that could not have been identified using old techniques and simple Census data. Neighbourhoods exist that are not easily captured through simple demographic criteria. Take for example the following two clusters which highlight lifestyle and behavioural preferences which clearly set them apart.

### *Cluster 04, Urban Gentry*

Canada's Urban Gentries are affluent, well educated, and tend to be mature singles, couples, or small families. Saab 900 is the favoured car of this crowd that drinks scotch and sparkling water—not necessarily together. Big on culture, Urban Gentries can be found living in million-dollar mansions squeezed on modest-sized lots near downtown cores where art galleries, theaters and fine restaurants await their dependable patronage.

### *Cluster 34, Pick-Ups and Dirt Bikes*

The preferred dwelling of the Pick-ups and Dirt Bikes crowd is a farm with several dogs, a few all-terrain vehicles, and a satellite dish. These consumers spend their disposable income, which is less than Canada's average, on hunting, snowmobiling and vacationing in an RV. They like to fix their own car which is more likely than not to be, what else, a pick-up.



*Urban Gentry (540,000 HH)*



*Pick-Ups and Dirt Bikes (561,000 HH)*

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**PSYTE CANADA CLUSTER DEMOGRAPHICS**

Group	Cluster	Name	% of Can.HH	Income Level	Age Group	HH Type	Education	Occupation	Housing Type	Housing Tenure	Dominant Language	Projected 5 Year Growth
U1	1	Canadian Establishment	0.17	Elite	45+	Families	University	Executive	Single Detached	Own	English	Low
	2	The Affluentials	0.65	Elite	35-64	Families	University	Executive	Single Detached	Own	English	Medium
4	Urban Gentry	1.80	Upscale	45+	Mixed	University	Executive	Single Detached/Other	Own	English	Low	
	3	Suburban Executives	1.67	Upscale	35-54	Large Families	University	Executive	Single Detached	Own	English	High
S1	6	Mortgaged in Suburbia	1.54	Upscale	25-44	Large Families	University/College	Executive	Single Detached	Own	English	High
	7	Techocrats & Bureaucrats	3.22	Upscale	25-54	Large Families	University	Executive/White Collar	Single Detached	Own	English	High
9	Asian Heights	0.76	Upscale	35-54	Large Families	University/College	Management	Single Detached/Other	Own	English/Other	High	
	5	Boomers & Teens	1.85	Upscale	35-54	Large Families	University/College	White Collar/Management	Single Detached	Own	English	High
S2	8	Stable Suburban Families	1.39	Upscale	45-64	Families	University/College	Management	Single Detached	Own	English	Low
	15	Small City Elite	1.81	Upper Middle	35-54	Families	University/College	White Collar/Management	Single Detached	Own	English	High
16	Old Bungalow Burbs	1.70	Upper Middle	45-64	Families	College/University	Grey/White Collar	Single Detached	Own	English	Low	
	10	Suburban Nesters	1.63	Upper Middle	50+	Families	University/College	Management/White Collar	Single Detached	Mixed	English	Low
S3	12	Brie & Chablis	1.11	Upper Middle	Mixed	Singles & Couples	University	Executive	Condominium/Apartment	Mixed	English	High
	17	Aging Executives	1.51	Upper Middle	50+	Singles & Couples	University	White Collar/Management	Single Detached/Other	Mixed	English	Medium
S4	14	Satellite Suburbs	3.31	Upper Middle	25-54	Large Families	College	Grey Collar/Management	Single Detached/Other	Own	English	High
	23	Kindergarten Boom	2.85	Middle	<45	Large Families	College/High School	Grey/White Collar	Other/Single Detached	Mixed	English	High
T1	13	Blue Collar Winners	2.68	Upper Middle	35-60	Families	High School/College	Blue Collar/Management/Farm	Single Detached	Own	English	High
	19	Town Boomers	1.06	Upper Middle	30-54	Families	College/High School	Mixed	Single Detached	Own	English	Medium
27	Old Towns' New Fringe	4.03	Middle	25-44	Families	College/High School	Grey/White Collar	Single Detached	Own	English	High	
	18	Participation Quebec	3.30	Upper Middle	25-54	Large Families	College/University	Mixed	Single Detached	Own	French	High
S5	24	New Quebec Rows	1.17	Middle	<45	Mixed	College	Grey/White Collar	Other	Mixed	French	High
	30	Quebec Melange	2.64	Middle	45-64	Mixed	College/High School	Grey/White Collar	Other/Single Detached	Mixed	French	Medium
32	Traditional French Can. Families	2.72	Middle	25-54	Families	High School/College	Blue Collar	Single Detached	Own	French	High	
	R1	11	Northern Lights	0.49	Upper Middle	<40	Families	College/High School	Natural Resource/Blue/White Collar	Single Detached/Other	Mixed	English
22	The New Frontier	1.54	Middle	<45	Mixed	College/High School	Blue Collar/Natural Resource	Single Detached	Mixed	English	Low	
	26	Rustic Prosperity	1.91	Middle	45-64	Large Families	High School/College	Blue Collar/Farm	Single Detached	Own	English	Low
34	Pick-ups & Dirt Bikes	1.87	Middle	35-64	Families	High School	Blue Collar/Natural Resource/Farm	Single Detached	Own	English	Decline	
	37	Quebec's Heartland	1.03	Lower Middle	35+	Families	High School/<Grade 9	Blue Collar/Farm	Single Detached	Own	French	Low
38	The Grain Belt	0.68	Lower Middle	45+	Large Families	High School	Farm	Single Detached	Own	English	Decline	
	U2	21	Europa	1.30	Middle	45-64	Large Families	<Grade 9	Blue/Grey Collar	Other/Single Detached	Mixed	English/Other
25	Asian Mosaic	1.41	Middle	Mixed	Families	Mixed	Grey Collar	Other/Single Detached	Mixed	English/Other	Medium	
	41	High Rise Melting Pot	1.39	Lower Middle	<40	Mixed	Mixed	Apartment	Rent	English/Other	Low	
U3	28	Conservative Homebodies	3.45	Middle	50+	Singles & Couples	College/High School	Mixed	Single Detached/Other	Own	English	Low
	33	High Rise Sunsets	1.27	Middle	60+	Singles & Couples	Mixed	Retired/Management	Apartment	Rent	English	High
U4	20	Young Urban Professionals	1.72	Upper Middle	<35	Singles	University	Management/White Collar	Other/Apartment	Mixed	English	Medium
	29	Young Urban Mix	1.98	Middle	<35	Mixed	College/University	White/Grey Collar	Other/Apartment	Rent	English	Medium
36	Young Urban Intelligentsia	1.60	Lower Middle	<35	Singles	University	White Collar/Executive	Apartment/Other	Rent	English	High	
	40	University Enclaves	1.81	Lower Middle	<35	Singles	University	White/Grey Collar	Other/Apartment	Rent	English	Medium
51	Young City Singles	1.89	Low	<35	Singles	College/University	Grey Collar	Apartment/Other	Rent	English	High	
	56	Urban Bohemia	1.07	Low	Mixed	Singles	University	Grey/White Collar	Other/Apartment	Rent	French/English/Other	Medium
T2	31	Old Leafy Towns	2.61	Middle	50+	Singles & Couples	College/High School	Mixed Single	Detached	Own	English	High
	35	Town Renters	0.81	Lower Middle	<40	Families	High School/College	Grey Collar	Other	Rent	English	Medium
39	Nesters & Young Homesteaders	2.16	Lower Middle	<25 & 65+	Singles & Couples	College/High School	Grey Collar	Other/Single Detached	Mixed	English	Medium	
	44	Young Grey Collar	0.79	Lower Middle	<30 & 65+	Mixed	High School/College	Grey Collar	Other/Single Detached	Mixed	English	Low
46	Quiet Towns	2.03	Lower Middle	<25 & 65+	Singles & Couples	High School	Grey Collar	Single Detached/Other	Mixed	English	Medium	
	R2	43	Agrarian Blues	0.22	Lower Middle	50+ Large	Families	<Grade 9	Farm/Blue Collar	Single Detached	Own	English/French
47	Rod & Rifle	2.36	Lower Middle	55+	Families	High School/<Grade 9	Blue Collar/Natural Resource/Farm	Single Detached	Own	English	Low	
	49	Down, Down East	0.74	Lower Middle	Mixed	Large Families	High School/<Grade 9	Blue Collar/Unemployed/Natural Resource	Single Detached	Own	English	Decline
50	Big Country Families	1.49	Lower Middle	45+	Large Families	High School/<Grade 9	Blue Collar/Farm/White Collar	Single Detached/Band	Own	English	Low	
	52	Quebec Rural Blues	2.52	Low	50+	Families	<Grade 9	Blue Collar/Natural Resource	Single Detached	Own	French	Low
55	Old Canadian Rustics	0.96	Low	65+	Singles & Couples	High School/<Grade 9	Blue/Grey Collar/Farm	Single Detached	Own	English	Decline	
	U5	42	Euro Quebec	0.94	Lower Middle	Mixed	Mixed	<Grade 9/High School	Blue/Grey Collar	Other	Rent	French/Other
45	Old Quebec Walkups	1.74	Lower Middle	<30 & 55+	Mixed	<Grade 9/High School	White/Grey Collar	Other	Rent	French	Low	
	53	Quebec Town Elders	2.66	Low	<30 & 55+	Mixed	<Grade 9/High School	Grey Collar	Other/Single Detached	Mixed	French	Medium
54	Aging Quebec Urbanites	0.27	Low	<30 & 60+	Singles	<Grade 9/High School	Grey/White Collar	Other/Apartment	Rent	French	Medium	
	57	Quebec's New Urban Mosaic	2.15	Low	<35 & 60+	Mixed	<Grade 9/High School	Grey Collar	Other	Rent	French	Low
U6	48	Struggling Downtowns	2.90	Lower Middle	<35 & 65+	Mixed	High School	Grey/Blue Collar	Single Detached/Other	Mixed	English	Low
	58	Aged Pensioners	1.11	Low	<30 & 60+	Singles	<Grade 9/High School	Grey Collar	Apartment/Other	Rent	English	Medium
59	Big City Stress	1.06	Low	<35	Mixed	High School/<Grade 9	Grey Collar/Unemployed/Blue Collar	Other/Apartment	Rent	English/Other	Decline	
	60	Old Grey Towers	0.48	Low	65+	Singles	<Grade 9	Retired	Apartment	Rent	English	High

