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# PSYTE®

CANADA

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



You are collecting customer data, but...



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

IT'S A WORLD WIDE 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* 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
- And more
- Activities
- Automobiles owned
- purchased within the past year

### 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 Behaviour 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 Participaction 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 Participaction 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



# How PSYTE is Built

Advanced technology and years of cluster segmentation design experience are what set the *PSYTE* -system apart from other systems. 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	0.17	Elite	45+	Families	University	Executive	Single Detached	Own	English	Low	
	2	0.65	Elite	35-64	Families	University	Executive	Single Detached	Own	English	Medium	
	4	1.80	Upscale	45+	Mixed	University	Executive	Single Detached/Other	Own	English	Low	
	3	1.67	Upscale	35-54	Large Families	University	Executive	Single Detached	Own	English	High	
S1	6	1.54	Upscale	25-44	Large Families	University/College	Executive	Single Detached	Own	English	High	
	7	3.22	Upscale	25-54	Large Families	University	Executive/White Collar	Single Detached	Own	English	High	
	9	0.76	Upscale	35-54	Large Families	University/College	Management	Single Detached/Other	Own	English/Other	High	
S2	5	1.85	Upscale	35-54	Large Families	University/College	White Collar/Management	Single Detached	Own	English	High	
	8	1.39	Upscale	45-64	Families	University/College	Management	Single Detached	Own	English	Low	
	15	1.81	Upper Middle	35-54	Families	University/College	White Collar/Management	Single Detached	Own	English	High	
	16	1.70	Upper Middle	45-64	Families	College/University	Grey/White Collar	Single Detached	Own	English	Low	
S3	10	1.63	Upper Middle	50+	Families	University/College	Management/White Collar	Single Detached	Mixed	English	Low	
	12	1.11	Upper Middle	Mixed	Singles & Couples	University	Executive	Condominium/Apartment	Mixed	English	High	
S4	17	1.51	Upper Middle	50+	Singles & Couples	University	White Collar/Management	Single Detached/Other	Mixed	English	Medium	
	14	3.31	Upper Middle	25-54	Large Families	College	Grey Collar/Management	Single Detached/Other	Own	English	High	
	23	2.85	Middle	<45	Large Families	College/High School	Grey/White Collar	Other/Single Detached	Mixed	English	High	
T1	13	2.68	Upper Middle	35-60	Families	High School/College	Blue Collar/Management/Fam	Single Detached	Own	English	High	
	19	1.05	Upper Middle	30-54	Families	College/High School	Mixed	Single Detached	Own	English	Medium	
	27	4.08	Middle	25-44	Families	College/High School	Grey/White Collar	Single Detached	Own	English	High	
S5	18	3.30	Upper Middle	25-54	Large Families	College/University	Mixed	Single Detached	Own	French	High	
	24	1.17	Middle	<45	Mixed	College	Grey/White Collar	Other	Mixed	French	High	
	30	2.64	Middle	45-64	Mixed	College/High School	Grey/White Collar	Other/Single Detached	Mixed	French	Medium	
	32	2.72	Middle	25-54	Families	High School/College	Blue Collar	Single Detached	Own	French	High	
R1	11	0.49	Upper Middle	<40	Families	College/High School	Natural Resource/Blue/White Collar	Single Detached/Other	Mixed	English	Medium	
	22	1.54	Middle	<45	Mixed	College/High School	Blue Collar/Natural Resource	Single Detached	Mixed	English	Low	
	26	1.91	Middle	45-64	Large Families	High School/College	Blue Collar/Fam	Single Detached	Own	English	Low	
	34	1.87	Middle	35-64	Families	High School	Blue Collar/Natural Resource/Fam	Single Detached	Own	English	Decline	
	37	1.08	Lower Middle	35+	Families	High School/Grade 9	Blue Collar/Fam	Single Detached	Own	French	Low	
	38	0.68	Lower Middle	45+	Large Families	High School	Fam	Single Detached	Own	English	Decline	
U2	21	1.30	Middle	45-64	Large Families	<Grade 9	Low Grey Collar	Other/Single Detached	Mixed	English/Other	Medium	
	25	1.41	Middle	Mixed	Families	Mixed	Grey Collar	Other/Single Detached	Mixed	English/Other	Medium	
U3	41	1.39	Lower Middle	<40	Mixed	Mixed	Mixed	Apartment	Rent	English/Other	Low	
	28	3.45	Middle	50+	Singles & Couples	College/High School	Mixed	Single Detached/Other	Own	English	Low	
	33	1.27	Middle	60+	Singles & Couples	Mixed	Retired/Management	Apartment	Rent	English	High	
U4	20	1.72	Upper Middle	<35	Singles	University	Management/White Collar	Other/Apartment	Mixed	English	Medium	
	29	1.98	Middle	<35	Mixed	College/University	White/Grey Collar	Other/Apartment	Rent	English	Medium	
	36	1.60	Lower Middle	<35	Singles	University	White Collar/Executive	Apartment/Other	Rent	English	High	
	40	1.81	Lower Middle	<35	Singles	University	White/Grey Collar	Other/Apartment	Rent	English	Medium	
	51	1.89	Low	<35	Singles	College/University	Grey Collar	Apartment/Other	Rent	English	High	
55	1.07	Low	Mixed	Singles	University	Grey/White Collar	Other/Apartment	Rent	French/English/Other	Medium		
T2	31	2.61	Middle	50+	Singles & Couples	College/High School	Mixed/Single	Detached	Own	English	High	
	35	0.81	Lower Middle	<40	Families	High School/College	Grey Collar	Other	Rent	English	Medium	
	39	2.16	Lower Middle	<25 & 65+	Singles & Couples	College/High School	Grey Collar	Other/Single Detached	Mixed	English	Medium	
	44	0.79	Lower Middle	<30 & 65+	Mixed	High School/College	Grey Collar	Other/Single Detached	Mixed	English	Low	
R2	45	2.03	Lower Middle	<25 & 65+	Singles & Couples	High School	Grey Collar	Single Detached/Other	Mixed	English	Medium	
	43	0.22	Lower Middle	50+ Large	Families	<Grade 9	Fam/Blue Collar	Single Detached	Own	English/French	Decline	
	47	2.35	Lower Middle	55+	Families	High School/Grade 9	Blue Collar/Natural Resource/Fam	Single Detached	Own	English	Low	
	49	0.74	Lower Middle	Mixed	Large Families	High School/Grade 9	Blue Collar/Unemployed/Natural Resource	Single Detached	Own	English	Decline	
	50	1.49	Lower Middle	45+	Large Families	High School/Grade 9	Blue Collar/Fam/White Collar	Single Detached/Band	Own	English	Low	
	52	2.52	Low	50+	Families	<Grade 9	Blue Collar/Natural Resource	Single Detached	Own	French	Low	
	55	0.95	Low	65+	Singles & Couples	High School/Grade 9	Blue/Grey Collar/Fam	Single Detached	Own	English	Decline	
	U5	42	0.94	Lower Middle	Mixed	Mixed	<Grade 9/High School	Blue/Grey Collar	Other	Rent	French/Other	Low
		45	1.74	Lower Middle	<30 & 55+	Mixed	<Grade 9/High School	White/Grey Collar	Other	Rent	French	Low
		53	2.65	Low	<30 & 55+	Mixed	<Grade 9/High School	Grey Collar	Other/Single Detached	Mixed	French	Medium
54		0.27	Low	<30 & 60+	Singles	<Grade 9/High School	Grey/White Collar	Other/Apartment	Rent	French	Medium	
57		2.15	Low	<35 & 60+	Mixed	<Grade 9/High School	Grey Collar	Other	Rent	French	Low	
U6	48	2.90	Lower Middle	<35 & 65+	Mixed	High School	Grey/Blue Collar	Single Detached/Other	Mixed	English	Low	
	58	1.11	Low	<30 & 60+	Singles	<Grade 9/High School	Grey Collar	Apartment/Other	Rent	English	Medium	
	59	1.05	Low	<35	Mixed	High School/Grade 9	Grey Collar/Unemployed/Blue Collar	Other/Apartment	Rent	English/Other	Decline	
60	0.48	Low	65+	Singles	<Grade 9	Retired	Apartment	Rent	English	High		

