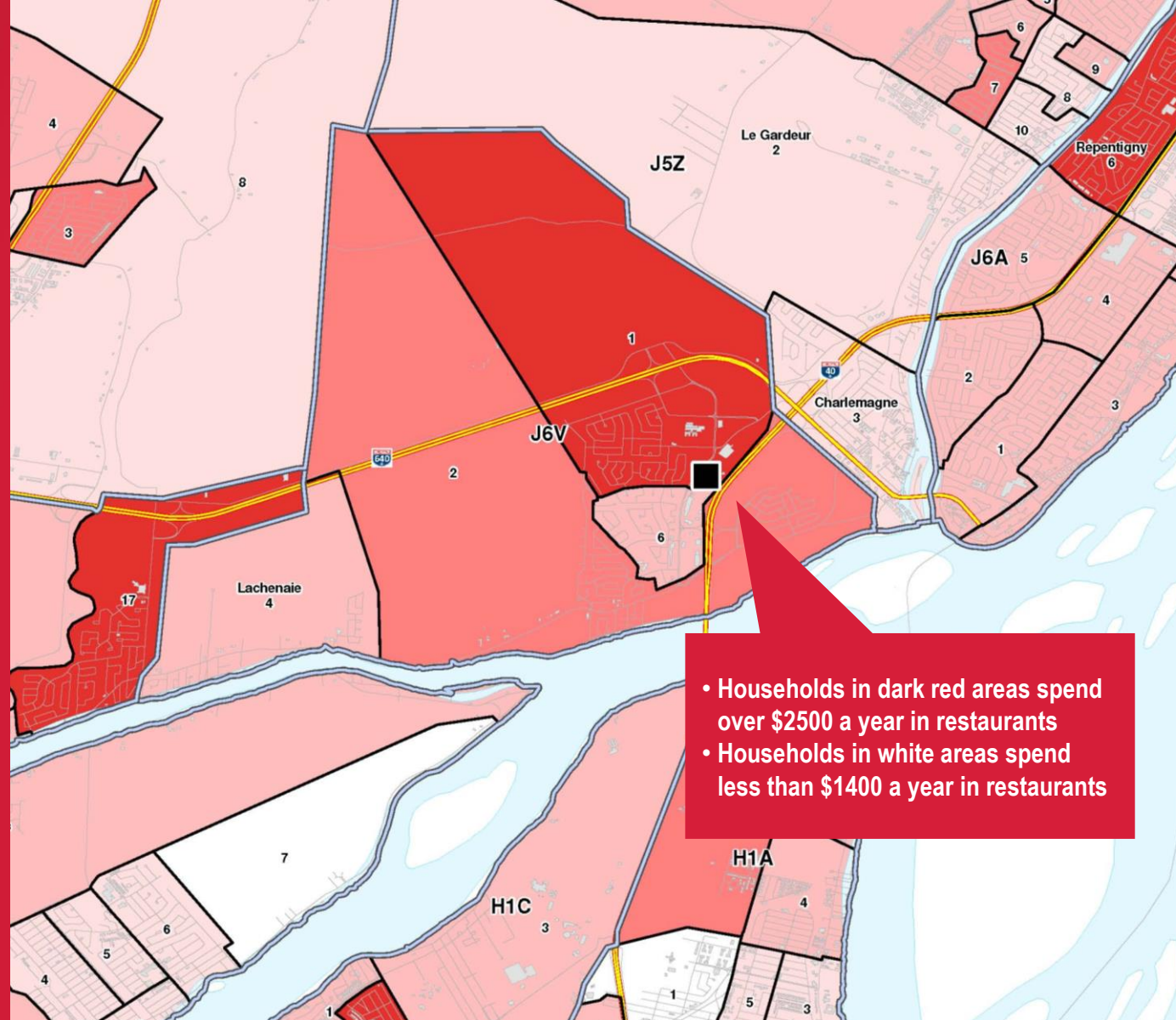


SOCIO-DEMOGRAPHIC / PMB /
CONSUMER SPENDING
TARGETING
ANALYSIS



Establish socio-demographic and psychographic characteristics that influence how a sales area performs to then identify neighbouring areas where these same characteristics are found.

TARGETING ANALYSIS

THIS TYPE OF ANALYSIS PROVIDES INFORMATION ON THE CHARACTERISTICS OF CONSUMERS IN SPECIFIC AREAS BY USING:

Over 1600 socio-demographic variables found in the Statistics Canada Census, such as **age, gender, occupation, average annual income and size of household.**

Nearly 280 variables linked to consumer spending habits, including **food, clothing and hobbies.**

Nearly 5500 Vividata* variables that can be **combined in a variety of ways:**

- Prefers light margarine
- Buys premium cat food
- Watches the *À la di Stasio* TV program
- Enjoys spending time outside and likes outdoor activities

*Access only to Vividata's member companies.



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