

# Audience Insights Packages

Understand your target audience quickly and cost-effectively.

BritOn Solutions Group (BSG) and Consumer Intelligence Group (CiG) have curated pre-defined, high-value audience insights packages – ready to analyze and activate against!

**Insights packages provide actionable, solution-oriented answers to your most important audience questions.**

#### IF YOU WANT TO KNOW...

- Where do my customers live?
- How ethnically diverse are my customers?
- What is the average income of my customers?
- Should I focus on one of my audience groups over others?
- Do I need different marketing strategies for different audience groups?
- ...and more!

#### CHECK OUT SAMPLES OF OUR...

**DEMOGRAPHIC SUMMARY AND PROFILE** ..... page 4

#### IF YOU WANT TO KNOW...

- Do I have more potential with some consumer segments over others?
- What are the differences I can understand to improve my performance in key segments?
- How many more households are there in my target market in each segment? Does this represent an opportunity?
- What lifestyle and value characteristics help me better understand my customers beyond how they interact with my products and services?
- ...and more!

#### CHECK OUT SAMPLES OF OUR...

**intelligentSEGMENTS** ..... page 7

#### IF YOU WANT TO KNOW...

- How does my audience's spending compare to the benchmark?

#### CHECK OUT SAMPLES OF OUR...

**HOUSEHOLD EXPENDITURE REPORT** ..... page 8

#### IF YOU WANT TO SEE...

- The concentration of your customers and potential market opportunity in your file and benchmark on Google Maps with Street View
- Where your customers live, the houses they live in and their surroundings
- What retail outlets are nearby
- ...and more!

#### CHECK OUT SAMPLES OF OUR...

**HEAT MAPS** ..... page 11

# Audience insights packages represent over **45,000** Canadian consumers!



## IF YOU WANT TO KNOW...

- Which retail channels and banners are the best fit for my audience?
- Where do my customers shop?

## CHECK OUT SAMPLES OF OUR...

**SHOPPING HABITS REPORT** ..... page 9

## 16 Major Channels included

INCLUDED IN  
Premier  
Package

- Grocery Stores
- Drug Stores
- Mass Merchandise Stores (General Merchandise, Club, Ecomm)
- Convenience Stores
- Clothing Stores
- Shoe Stores
- Furniture Stores
- Home Improvement Stores
- Electronic Stores
- Office Supply Stores
- Sporting Goods Stores
- Pet/Pet Supply Stores
- Jewelry Stores
- Optical Stores
- Toys/Games/Learning Stores (including Book Stores)

## Another 30+ Subchannels

INCLUDED IN  
Premier  
Package

- Including chains vs. independents and e-commerce (where available)

## Over 160+ Major Banners

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- Broken out across multiple channels:
  - Including Loblaws, Walmart, Sobeys, RCSS, No Frills, FreshCo, Metro, Food Basics, Super C, Costco, Safeway, Save-On-Foods, Atlantic Superstore, IGA, SDM, and more.

## Package Options

Choose the package that best aligns with your needs – or reach out to see how to customize an option that is perfect for you.

	Audience Insights Package Levels		
	Starter	Premier	Activation Plus
Investment	\$3,499.00 CAD (+ HST)	\$4,999.00 CAD (+ HST)	Contact us to learn more!
Demographic Summary	●	●	●
Demographic Profile	●	●	●
intelligentSEGMENTS	●	●	●
Geographic Locator (Heat Maps)	●	●	●
Shopping Habits		●	●
Household Expenditures		●	●
Media Consumption			●
Recreation & Lifestyle Choices			●
Postal Codes (for Direct Mail Media)			●
Digital Device IDs (for Digital Media)			●
Knowledge Session with BSG Team	60 minutes	90 minutes	●

# Demographic Summary and Demographic Profile

There are two components to the demographic profile:

1. a high-level summary of key demographic attributes
2. the detail within the more robust profile

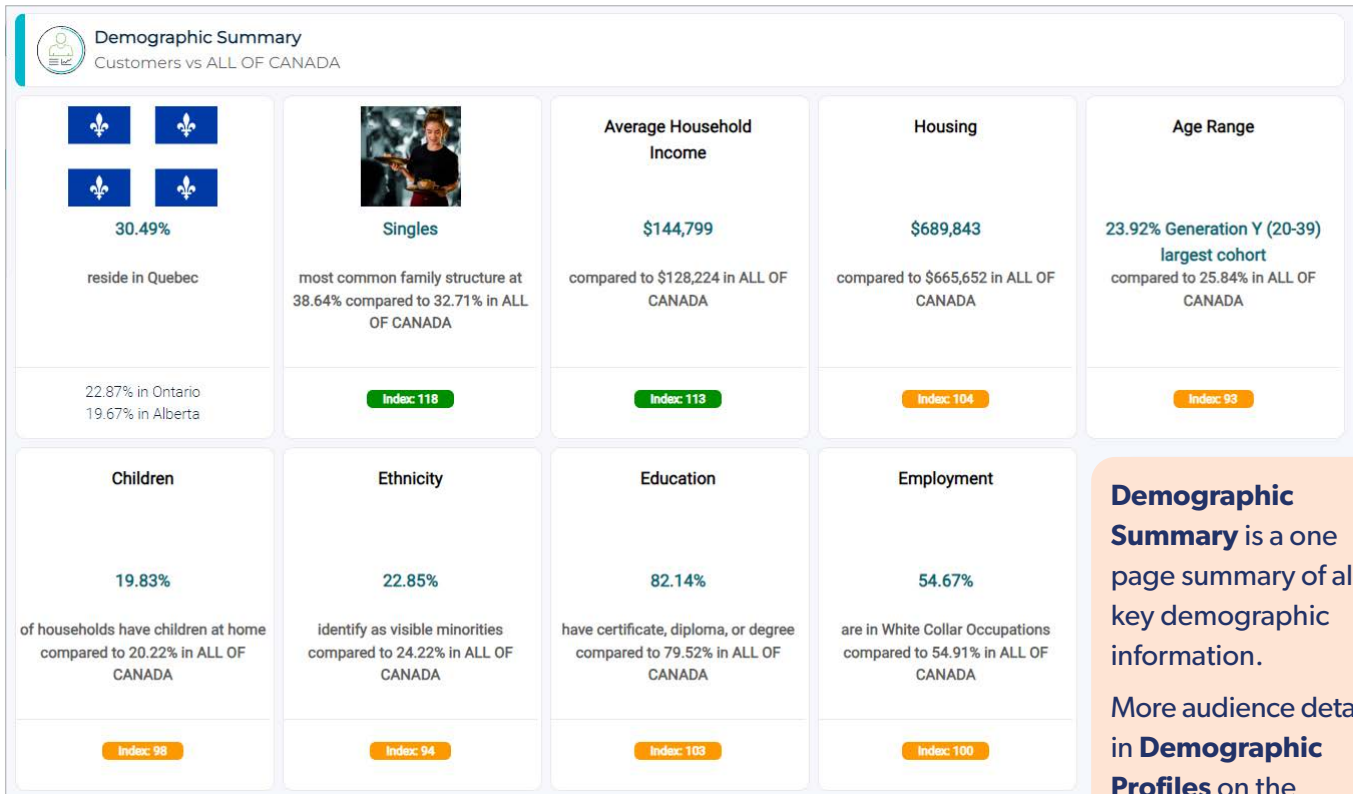
## DEMOGRAPHIC SUMMARY

**INCLUDED IN**  
**Starter Package**  
**Premier Package**

The Demographic Summary is a quick snapshot of your audience across several key demographic factors.

It allows you to understand the key demographic differences within your file and supports a number of marketing decisions such as:

- Are there distinct age, income, ethnicity or family structure within your file?
- Should any of these distinct groups be strategically targeted differently than the others?
- Will the distinct groups within my file require different marketing strategies to reach them and others like them?



\* Data for illustrative purposes

# Demographic Summary and Demographic Profile

## DEMOGRAPHIC PROFILE

**INCLUDED IN**  
Starter Package  
Premier Package



**Demographic Profile**  
Customers vs ALL OF CANADA

### Provinces

Highest percentage (30.49%) resides in Quebec

Province	File (%)	Bmk (%)	Index
Quebec	30.49	25.69	119
Ontario	22.87	36.23	63
Alberta	19.67	11.17	176
British Columbia	9.77	13.13	74
Manitoba	8.50	3.43	248
Nova Scotia	6.45	2.88	224
Saskatchewan	1.32	3.02	44
New Brunswick	0.51	2.24	23
Newfoundland	0.34	1.46	23
Prince Edward Island	0.07	0.45	16

### Family Structure

Singles most common type

Family Structure	File (%)	Bmk (%)	Index
Singles	38.64	32.71	118
Families with children at home	28.74	27.81	103
Couples with no children at home	23.88	28.52	84
Single parent families	8.74	10.96	80

### Average Annual Household Income

\$144,799 average household income compared to \$128,224 in ALL OF CANADA

Income	File (%)	Bmk (%)	Index
200K+	8.62	7.64	113
150K - 200K	13.78	12.34	112
125K - 150K	18.68	17.77	105
100K - 125K	27.97	27.12	103
80K - 100K	25.64	27.88	92
60K - 80K	5.26	6.75	78
50K - 60K	0.35	0.68	52
Below 40K	0.00	0.00	18

### Demographic Profiles include:

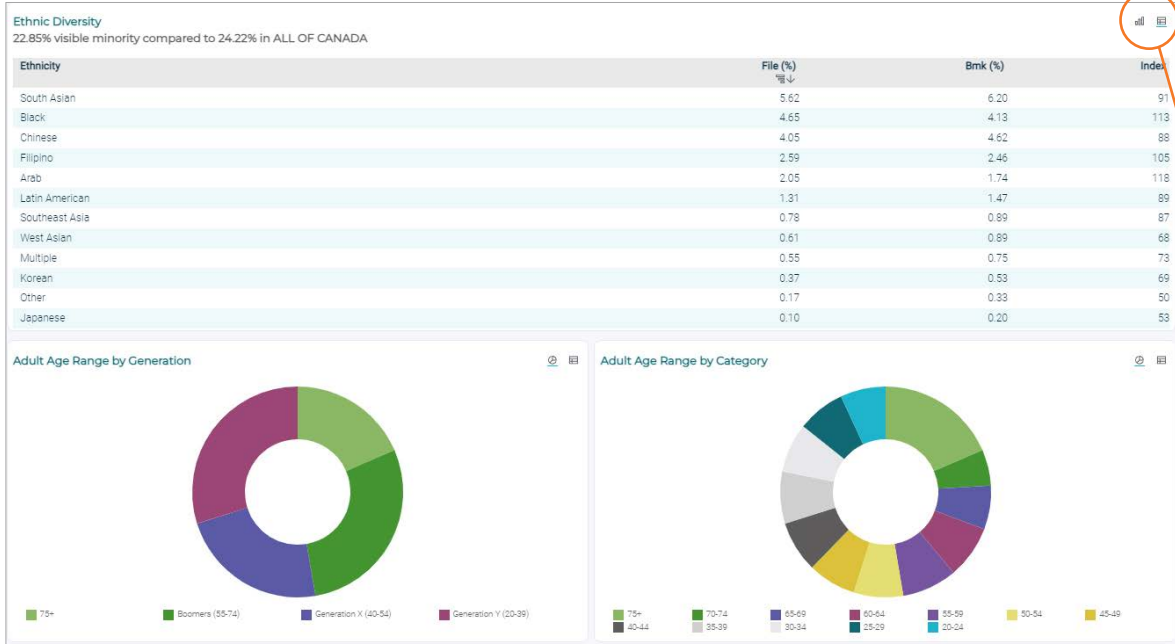
- Provincial Splits
- Family Structure
- Household Income Ranges
- Visible Minority Breakdown
- Age Range by Generation (and adults vs. children)
- Home Ownership
- Type of Dwelling
- Employment by Occupation/ Classification
- Education Level

\* Data for illustrative purposes

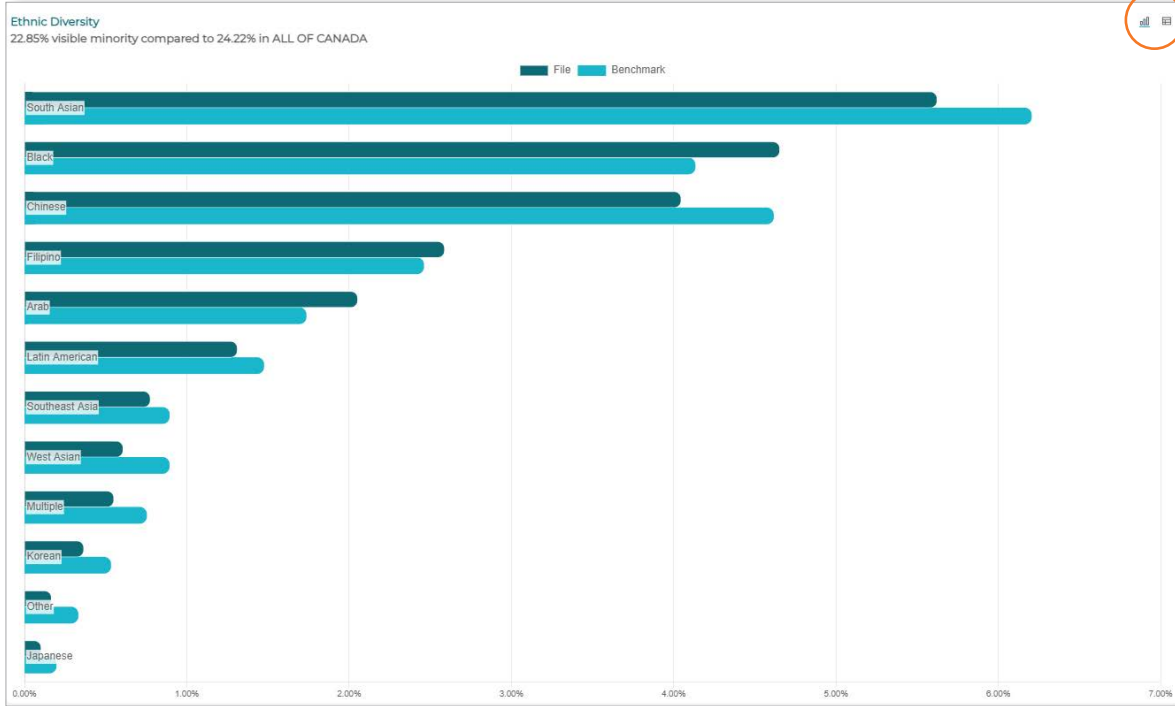
# Demographic Summary and Demographic Profile

## DEMOGRAPHIC PROFILE, *continued*

**INCLUDED IN**  
Starter Package  
Premier Package



Toggle between table and graph data formats.



\* Data for illustrative purposes




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# intelligentSEGMENTS

Built from CiG’s proprietary postal code level demographic and socio-economic data, intelligentSEGMENTS classifies Canadian postal codes into 94 distinct consumer segments that help marketers better understand their customers and markets across many combined dimensions.

The segmentation module answers:

- Do I have more potential with some consumer segments over others?
- What are the differences I can understand to improve my performance in key segments?
- How many more households are there in my target market in each segment?
- Does this represent an opportunity?
- What other characteristics do these segments have that help me better understand my customers beyond how they interact with my products and services?

Segment	File (%)	Bmk (%)	Index	HH (File)
 N2 - Small Town Engine	4.45	5.17	86	182
 K3 - Coffee in Suburbia	4.15	3.34	124	170
HH in ALL OF CANADA		HH in Canada (%)	Avg HH Income (\$)	Avg HH Net Worth (\$)
537,412		3.34	124,656	620,911
<b>K3 - Coffee in Suburbia</b>				
This group consists of secure blue collar families and empty nesters living in modest homes in suburbia and the small towns surrounding the Calgary, Edmonton and Toronto CMAs. While roughly 62% of Canadians make going to coffee shops a part of their regular routine, this group is the highest at 68%. They're the 'grab and go' type, but when they want to sit down to eat, they choose to dine at family-style restaurants like Swiss Chalet. They're a no frills crowd, which can be seen in their shopping habits: Mark's for clothing, and Wal-Mart for everything else. You'll hear classic hits, classic rock, and a little country music on this group's preferred radio stations.				
 I2 - Sun Seekers	3.88	2.07	187	159

Our partners at CiG are geodemographic experts and have consolidated Canadians into 94 intelligentSEGMENTS. Some features of intelligentSEGMENTS:

- They are based on a mix of age, income, ethnicity, life stage, lifestyle, geography, values, etc.
- We can sort on the largest groups and on the groups with the highest index
- They provide us with a view to how large each group is, where they live and some details on how they live
- We can put these groups on the map using the geographic locator (heat maps)

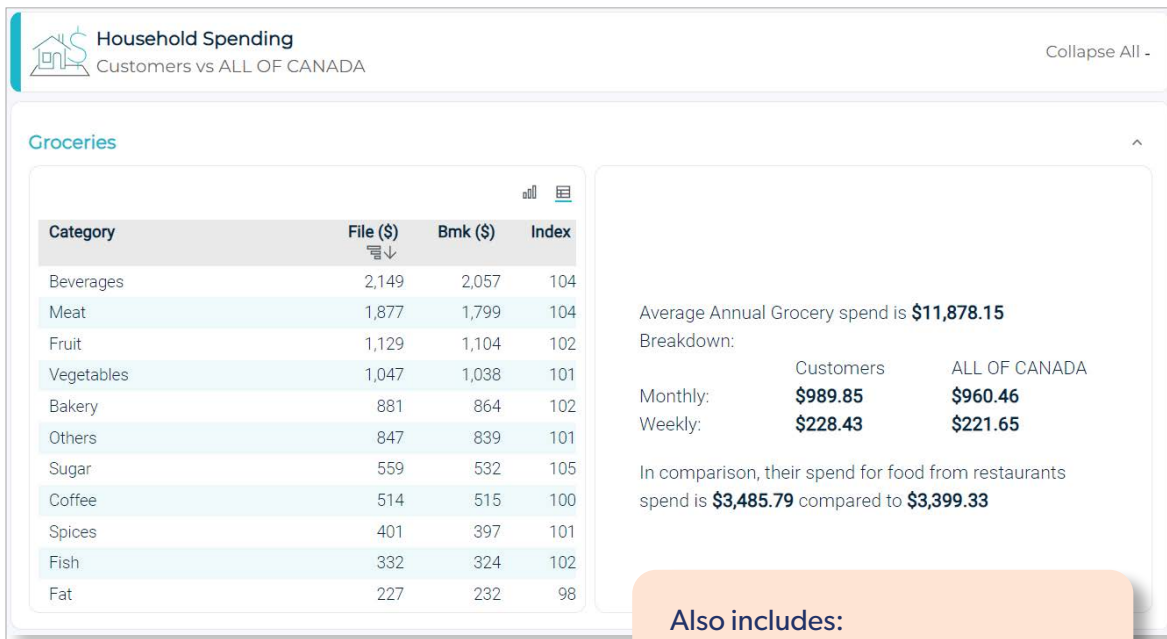
\* Data for illustrative purposes

# Household Expenditure Report

The Household Expenditure Report provides a detailed breakdown of common expenditure categories such as groceries (overall and across multiple major product groupings), health and personal care, apparel, alcohol and others. This module provides a clear understanding of your audience’s spending as compared to the benchmark you selected.

The segmentation module answers:

- How valuable of a shopper is my audience?
- What category groupings does my audience invest in?
- How does this compare to the average Canadian household?
- How does this look for other important categories?



**Also includes:**

- Health and Personal Care
- Apparel
- Alcohol
- and Others

\* Data for illustrative purposes



# Shopping Habits Report

Grocery Store				
<b>Drug Stores</b>	<b>Dept Stores</b>	<b>Big Box Warehouse Stores</b>	<b>REAL CANADIAN SUPERSTORE</b>	<b>Walmart</b>
48.96%	43.78%	39.68%	32.00%	28.10%
vs 49.32% Index: 99	vs 44.05% Index: 99	vs 35.90% Index: 111	vs 28.86% Index: 111	vs 26.63% Index: 106
<b>metro</b>	<b>Sobeys</b>	<b>Discount Grocery Stores</b>	<b>IGA</b>	<b>SAFeway</b>
24.69%	24.31%	23.53%	22.59%	21.11%
vs 26.96% Index: 92	vs 21.26% Index: 114	vs 20.01% Index: 118	vs 19.71% Index: 115	vs 15.42% Index: 137
<b>save on foods</b>	<b>Fine Food Stores/Butcher Shops</b>	<b>CO-OP</b>	<b>maxi</b>	<b>Loblaws</b>
17.37%	14.76%	14.14%	13.87%	13.59%
vs 16.15% Index: 108	vs 12.88% Index: 115	vs 10.05% Index: 141	vs 10.38% Index: 134	vs 18.04% Index: 75
<b>Other Grocery Stores</b>	<b>Super C</b>	<b>AIR+T&amp;T</b>	<b>Other Discount Grocery Stores</b>	<b>Other Fine Food Stores/Butcher Shops</b>
13.41%	12.75%	12.65%	11.30%	10.94%
vs 16.24% Index: 83	vs 9.19% Index: 139	vs 9.65% Index: 131	vs 9.40% Index: 120	vs 8.39% Index: 130

Loblaws				Sobeys			
Store	File (%)	Bmk (%)	Index	Store	File (%)	Bmk (%)	Index
Real Canadian/Atlantic Superstore	32.00	28.86	111	Sobeys	24.31	21.26	114
Maxi	13.87	10.38	134	IGA Food Land	22.59	19.71	115
Loblaws	13.59	18.04	75	Safeway	21.11	15.42	137
T&T Supermarket	12.65	9.65	131	Farm Boy	10.13	10.31	98
Provigo	8.49	6.26	136	Longos	7.83	10.85	72
Your independent Grocer	8.30	7.40	112	FreshCo	6.57	7.78	84
Wholesale Club	7.68	4.32	178	Rachelle-Béry	6.29	4.80	131
Independent City Market	6.48	8.71	74	Thrifty Foods	0.60	1.05	57
No Frills	6.13	9.11	67				
Fortinos	5.58	7.58	74				
Loblaws City Market	0.90	1.02	89				

Metro				Pattison Food Group			
Store	File (%)	Bmk (%)	Index	Store	File (%)	Bmk (%)	Index
Metro	24.69	26.96	92	Save-On-Foods	17.37	16.15	108
Super C	12.75	9.19	139	Buy-Low Foods	1.72	2.43	71
Food Basics	5.18	7.60	68	Choices Markets	1.34	1.88	71
				Urban Fare	0.06	0.12	48

\* Data for illustrative purposes

# Shopping Habits Report

Drug Store				
 <b>56.32%</b> vs 59.35% Index: 98	Grocery stores (any) <b>34.55%</b> vs 34.74% Index: 99	Big box / warehouse stores (any) <b>26.71%</b> vs 25.00% Index: 107	 <b>18.58%</b> vs 14.48% Index: 128	 <b>13.49%</b> vs 13.24% Index: 102
 <b>10.36%</b> vs 11.99% Index: 86	 <b>9.28%</b> vs 6.59% Index: 141	Real Canadian Superstore <b>8.29%</b> vs 4.79% Index: 178	 <b>8.07%</b> vs 6.17% Index: 131	 <b>7.90%</b> vs 4.16% Index: 190
 <b>7.38%</b> vs 5.40% Index: 137	Other Drug stores <b>6.84%</b> vs 7.32% Index: 93	Natural Health Product Stores <b>6.01%</b> vs 6.39% Index: 94	 <b>4.55%</b> vs 3.58% Index: 127	 <b>3.41%</b> vs 1.45% Index: 236
 <b>3.37%</b> vs 4.57% Index: 74	Department Store Pharmacy <b>2.75%</b> vs 3.99% Index: 69	 <b>2.09%</b> vs 2.92% Index: 72	 <b>2.06%</b> vs 2.82% Index: 73	 <b>1.79%</b> vs 1.35% Index: 152

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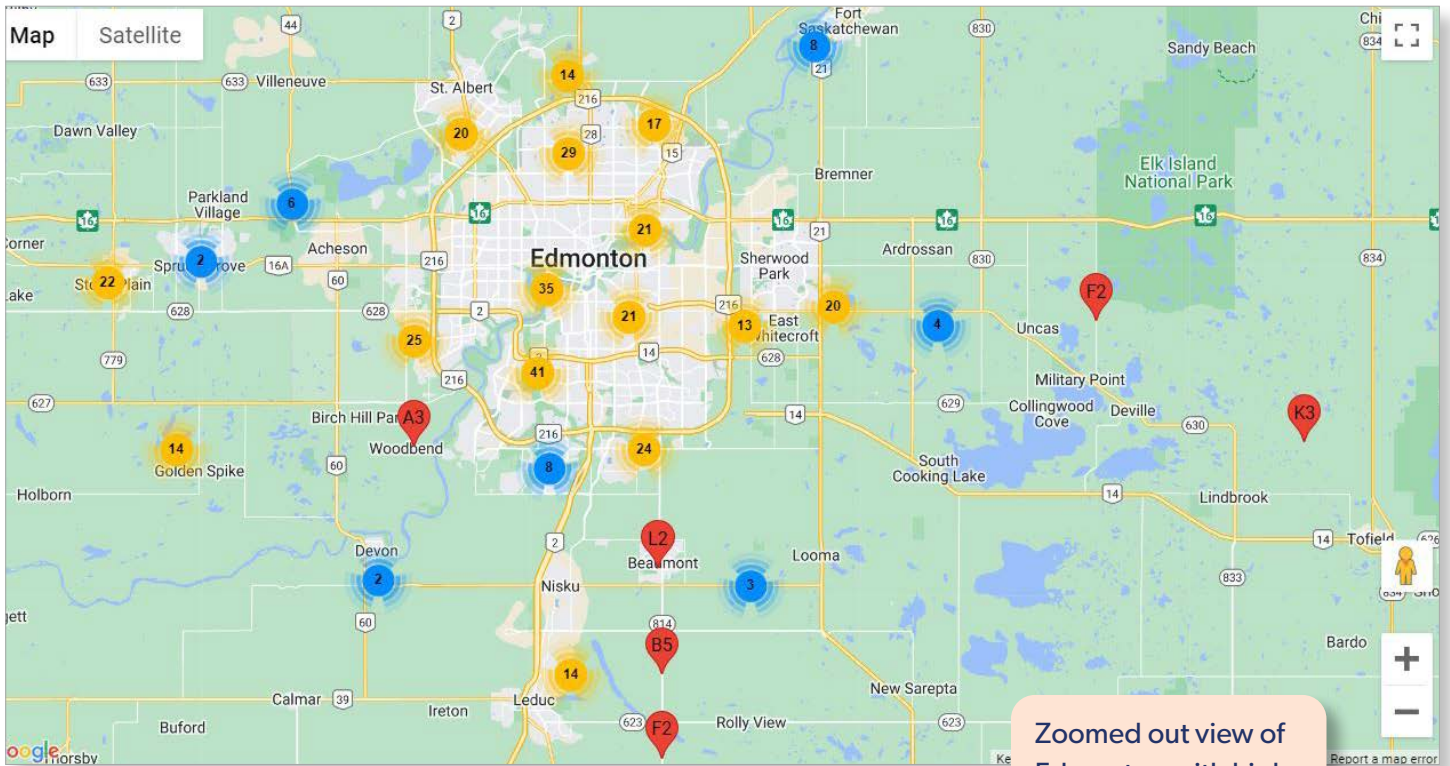
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## Heat Maps

Heat Maps allow you to visualize the concentration of your customers and potential market opportunity in your file and benchmark on Google Maps with Street View. This allows you to see where your customers live, see the houses they live in, and understand their surroundings.

The Heat Map shows the concentration of postal codes in a customer file. Concentrations of customers appear as coloured clusters on the map with a count in the center. As you zoom in the clusters will split and distribute across the map where your target customers live.

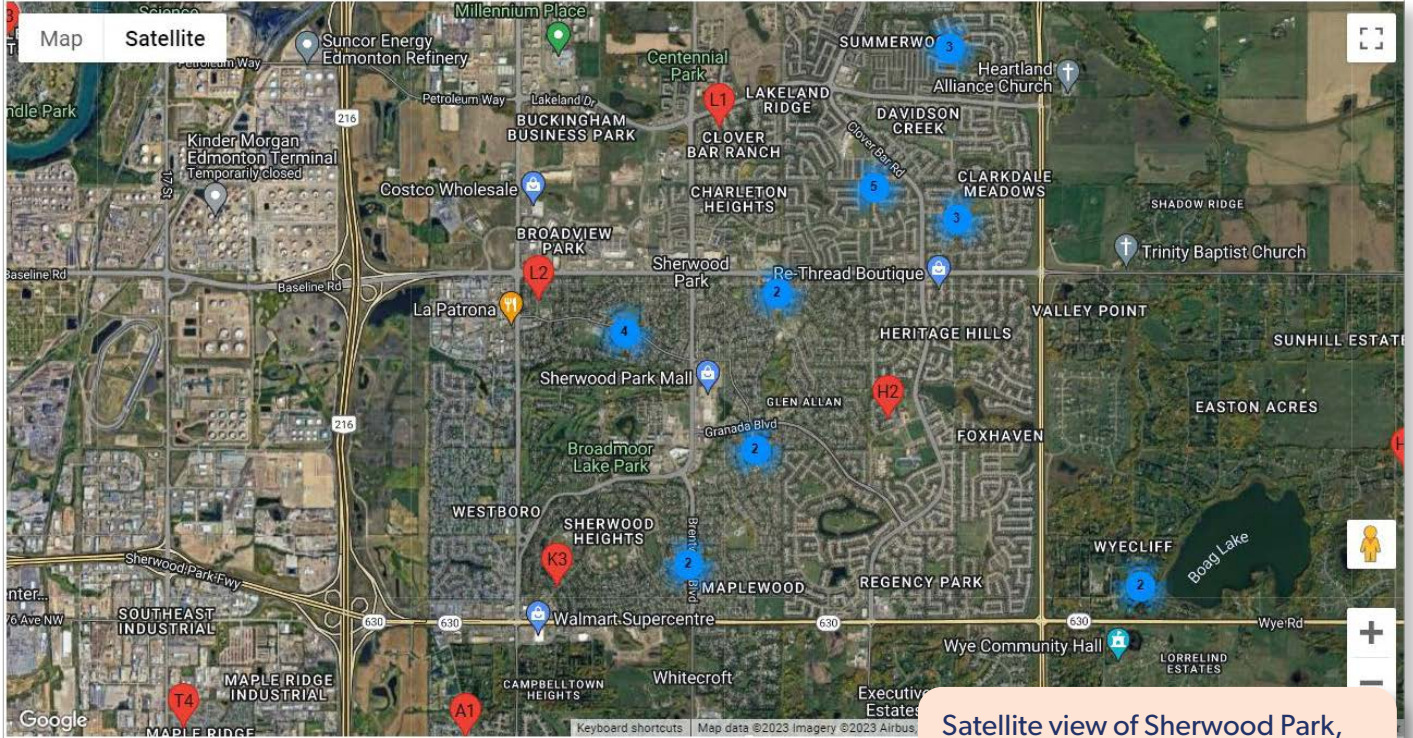


Zoomed out view of Edmonton with high potential consumers highlighted on the ground.

\* Data for illustrative purposes

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**Premier Package**

# Heat Maps



Satellite view of Sherwood Park, Alberta  
High potential groups visible relative to major retailers (WM, Costco and RCSS)

RETURN TO  
**[britonsg.com/insightpackage](https://britonsg.com/insightpackage)**  
to learn more!

\* Data for illustrative purposes