



## CENTRAL COUNTIES MARKET RESEARCH PROGRAM

### UNDERSTANDING YOUR CUSTOMER

Central Counties Tourism will be using Environics Analytics' vast wealth of market data on demographics, media preferences, leisure, travel behaviour, and psychographics to understand more about the visitors to our region and the customers that visit your business.

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#### How can your business benefit from Market Research?

Understanding your customer helps you make informed decisions on your product offerings and how you can market effectively to your ideal guest.

#### How do I take advantage of the Market Research Program?

Collect your customer postal codes and the city/town they live in.

#### Why should I collect and provide postal codes on my customers?

- **Find out where your visitors/guests/customers are coming from**
  - A postal code is a geographic identifier – with only the postal code, Central Counties Tourism will be able to tell you where your customers are coming from, how far they are driving, and what cities contain the most people in your target audience. Including the city/town in your data increases accuracy.
  
- **Learn who they are**
  - Environics Analytics has modelled data for every postal code in Canada. What this means is by providing your postal codes you can learn more about who your customers are, what recreational activities interest them, what type of food and drink they are interested in, where hotspots of people interested in your product may be, and even how they like to receive information about your product.
  
- **See how you align with the region's demographics**
  - After providing data, Central Counties Tourism will be able to provide you with a deeper understanding of your customers and valuable information about them that can be used to improve marketing ROI, identify partnerships, and grow your business.



### How can I collect Postal Codes?

Postal codes can be captured through a variety of measures. To get a good data representation, we recommend capturing at least 1000 postal codes for an accurate profile of your customers and also including the city/town.

Potential Collection Methods:

- At Point of Sale
- Visitor Intercepts
- Contests
- Surveys
- Your Website registration list

### Are the postal codes I submit for the Market Research Program privacy-friendly?

Only the postal code and city name (if available) is required to conduct their analysis. No personally identifiable information like names or addresses is necessary.

### Is there a cost for me to participate in the Market Research Program?

Yes, to cover the cost of compiling the research for you, Central Counties will be charging a fee of \$99 (plus HST) for this service.

### What is the format that I will receive my research data?

Central Counties will provide an easy to read template summarizing the research data.

### How do I start?

Contact your region field manager for more information about the Market Research Program.

Headwaters: Tamara Stefek [tstefek@centralcounties.ca](mailto:tstefek@centralcounties.ca)

York: Sandra Quiteria [squiteria@centralcounties.ca](mailto:squiteria@centralcounties.ca)

Durham: Eleanor Cooke [ecook@centralcounties.ca](mailto:ecook@centralcounties.ca)