



CENTRAL COUNTIES TOURISM

Central Counties Tourism Visitor Research Program Data Interpretation Guide

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Central Counties Tourism's Visitor Research Program

Data Interpretation Guide:

Executive Summary

The information in this '*How-To Guide*' serves as a supplement to [Central Counties Tourism's Visitor Research Program reports](#) to help you further your business by better understanding your visitor's demographics, where and how to reach them, the importance of their postal code data, and how to convert the data into actions you should take. Armed with this knowledge about your customers will help you to laser-target your marketing, ensure your products align with your customers, and identify partnership opportunities for future collaboration with other organizations to increase your brand awareness. This is all done by simply collecting the Postal Codes of your customers.

Postal Code collection can be done by selling tickets online (ensuring postal codes are a mandatory field at checkout), through a question on a waiver/reservation, or by asking for the full postal code at the point of sale. There are many businesses who already ask for your postal code (e.g., LCBO, Ikea, grocery stores); it is not violating any personal information, and the customer usually understands that it helps your business with market research to ensure that you are providing excellent service for their needs. For best analysis, ensure that the city or town name for each postal code is also captured.

Through Central Counties Tourism (CCT)'s partnership with Environics Analytics and Destination Canada, we have access to the latest data from Stats Canada, the last census, and over 300,000 variables from 45 databases to help you analyze your customers and use the results to grow your business. This step-by-step guide will breakdown each section of a typical CCT Visitor Research Program report, explain why that section is important, and how to convert the data results into actionable items with video tutorial links.

Understanding the data will help with your marketing, product development, and sponsorship opportunities.

Marketing:

- Validate your primary target market with real tangible data
- Identify secondary markets
- Identify which geographic areas represent high and low percentages of your customers that you should target through your marketing
- Create marketing campaigns by utilizing high ranking keywords/variables
 - include the demo/social/psychographics of your customers in your targeting and content
 - Filter your ad reach by specific geographic region for highest ROI
 - Select the best media outlet channels that resonant higher with your audience and learn how to create ads on their platforms

Product Development:

- Ensure that your products/services align with your customers based on their demo/social/psychographics and vice versa
- If alignment is off, create new products/services or adjust as needed

Sponsorship Opportunities:

- Identify what your customers are interested in and seek out those businesses for possible collaboration
 - There is a good chance that you both share the same target markets, and by cross-promotion, both businesses will increase their brand awareness (e.g., following and tagging each other on social media platforms)
 - They might also be interested in being a sponsor/vendor at your next event/festival, an additional opportunity to promote your business with their audience too with better alignment

Each variable listed in the report correlates to the characteristics of the postal codes collected, their percent representation within the total area, and its index¹ to the benchmark. It is important to use variables that have both a high percentage and index; these are your 'low hanging fruit,' and should be easy to capture. [Section 1](#) explains this in greater detail.

¹Index is how your audience compares to the average of the area being studied, the benchmark. For example, an index of 110 means that there is a 10% higher concentration of that specific variable within your audience than the average. An index of 100 is the average for the area.

Understanding your audience's demographics and behavioural traits are crucial in knowing who/where you should be targeting with tangible and empirical data. [Section 2](#) covers the demographics and behavioural aspects of a report, questions that you should ask, the importance of the different variables, what they mean, and how to use them with examples.

Knowing your audience also means knowing how they consume media, including traditional, digital, and social media. [Section 3](#) reviews your customer's media consumption, outlets that score high or low, frequency of use, top formats, and reasons to follow a brand on social media.

Every postal code and zip code for USA visitors have been geocoded by Environics Analytics into 68 unique Prizm profiles. Each profile represents a specific segment with different characteristics and wants/needs, and as a result of this, should be addressed in a different tone than other profiles. [Section 4](#) dives deep into the Prizm profiles and how each segment differs from the other.

In addition to knowing your customer's characteristics, based on postal code data, it is also possible to rank the geographic areas that frequent your business. Those Forward Sortation Areas (FSA – first three characters of a postal code) with a higher penetration are considered to be your 'superfans,' and should be marketed

to heavily. This includes also correlating top ranking Prizm profiles to their FSAs, and target marketing to those areas through various media outlets. Examples can be seen in [Section 5](#).

Finally, in [Section 6](#) the data comes all together with various applications of the data, examples, and video tutorials links to assist further. Including suggestions for media buys, writing creative ad copy, advertising with digital media, and how to create digital ads (Google and various Social Media ads) with links to tutorials/guides.

By knowing your audience's postal code data, you are able to paint a comprehensive picture of your target market, including their demo/social/psychographics and media consumption. Also, you are able to identify high ranking geographic areas that are filled with your 'superfans' and the characteristics of those residents. Bringing all of this data together allows you to create effective marketing campaigns with the type of media that best matches your audience, and vice versa. This circular pattern will help you create better alignment for your business to market the right message to the right audience (based on geographic and demographic information) through the right channels.

To help you extrapolate the keywords/findings from your own CCT Visitor Research Program report, please see the '[Data Interpretation Checklist](#)' in Appendix A.

If you have any further questions about your report or this guide, please do not hesitate in contacting Tom Guerquin, Research and Development Manager, at tguerquin@centralcounties.ca

Data Interpretation Step-by-Step Guide

CCT's Visitor Research Program reports are designed to allow you to laser target your current and potential visitors using postal code data to help grow your audience. The postal code data connects and aligns to your audience's demographic information. By understanding your audience, you can market to them more effectively, ensure your products/services align with your customers, and discover potential partnership opportunities with other businesses who share the same type of visitors.

The following guide is a breakdown of each section in the report, how to read, understand, and apply the data to help grow your business.

1. Percentages and Indexes

The first step is to understand your audience by identifying variables that score both a high percentage and index¹. Variables with a high percentage mean that there is a high representation of that particular variable within your audience. The index reflects if that variable is underrepresented (<100) within your area of study, over-represented (>100), or is the average (=100). A high index is considered your 'low hanging fruit,' as it should be easy to obtain through target marketing. Balancing the importance of the percent and index values can be tricky. For example, if a variable has a high index and low percent, your business might attract that variable easily, but you will receive a low visitation count of that variable. Ideally, you want a strong combination of the two together.

Which % or Index should you use?

Low % with Low Index = No, it will be extremely difficult to attract this variable/visitor.

Low % with High Index = No/Maybe, easy to attract with little effort, but visitation will be limited. Perhaps it is a secondary market, but not main audience.

High % with Low Index = Yes/Maybe, harder to attract with lots of effort, but visitation will be high. Possibly combine this variable with multiple variables.

High % with High Index = Yes, easy to attract with little effort with high visitation. This is the ideal variable/visitor that connects with your target market.

2. Understanding your audience (Demographics & Behavioural)

The following section identifies the demographics and behaviours of your audience, and why those variables matter with possible applications of the data and examples. *Please note: These are examples to illustrate my point, and your results might look different.*

Please reference '[Data Interpretation Checklist](#)' document to follow along as you ask yourself the following questions about your audience:

- a. Marriage status: Are the majority of your audience married/common-law or single?

In the example below, your household audience represents 60.3% that are married or in a common-law relationship (Index 107).

MARITAL STATUS



That means of your customers, 60% of those households are married or common-law, and represents a 7% higher concentration than the average. This data indicates that you should be marketing to those that are married/common-law because it is the majority of your visitor population and 7% more of them share this status versus the average.

- b. Population by age: Which age brackets score a high percentage and index of your audience?

In the example below, the most popular age group within your audience is between 35-39 years of age (Index 125).

	%	Index
25 to 29	7.8	104
30 to 34	8.4	117
35 to 39	8.7	125
40 to 44	7.9	122

There is a 17-25% higher concentration of your audience that are between 30-44 years of age than the average, with a high percentage too. If this was your report, you should be targeting this age demographic as your highest potential visitor.

- c. Family status: Does the majority of your audience have children at home? Yes or No?

FAMILY STATUS*



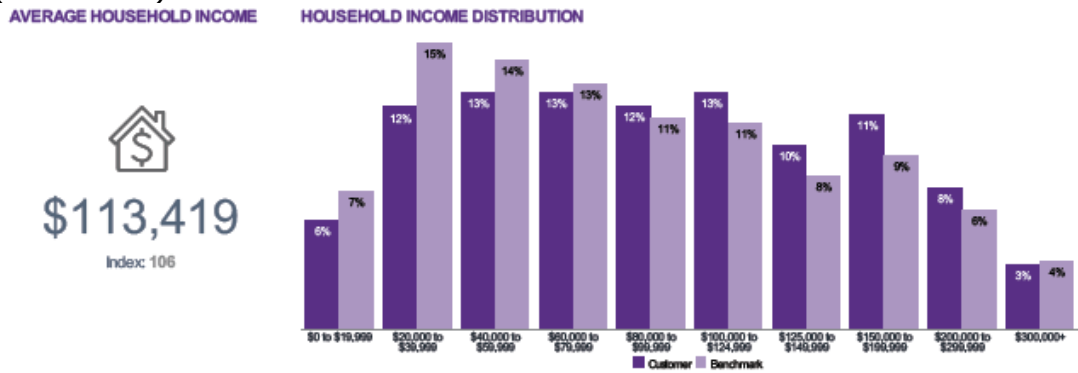
If yes – what are their age range based on a high percentage and index?

	%	Base %	Index
Age of Children at Home			
0 to 4	17.95	15.82	114
5 to 9	18.54	16.43	113

According to this example, 55.4% of your audience are couples with children at home (Index 122); and 36.5% of the children at home are between the ages of 0-9 years old (Index approx. 114). Knowing this statistic, do your products/services appeal to families with children between 0-9 years of age? Do your promotional materials relate to this demographic in your photos? Are you targeting this demographic with your marketing campaigns? If this example aligns with your audience, then the answers above should be yes!

- d. Average Household Income: Is your audience's household income above average, average, or below average?

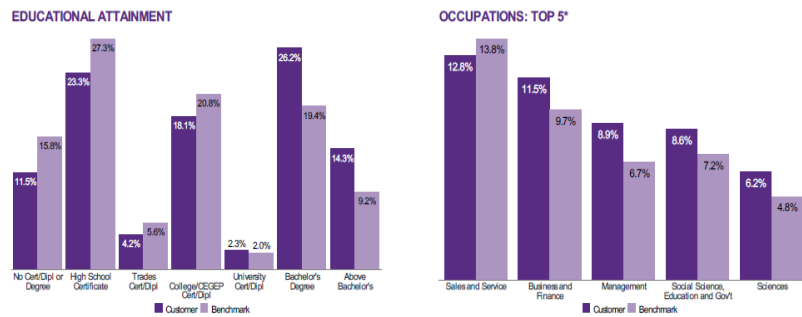
We can see below the average household income of this sample audience is \$113,419 (Index 106), which is 6% above the average for the area (Index 100).



As they are above average, they are affluent with disposable income with an interest in luxurious items, and should be marketed to in that fashion. In your marketing, focus more on the quality of your products and not on the price. Words like 'luxury,' and 'high-quality' would resonate more with this group in your marketing campaigns, and avoid using words like "cheap" and "discounted." If their income is below average, adjust your marketing message to better align with your audience.

- e. Education & Employment: Does your audience have a college/university degree? And what are their occupations?

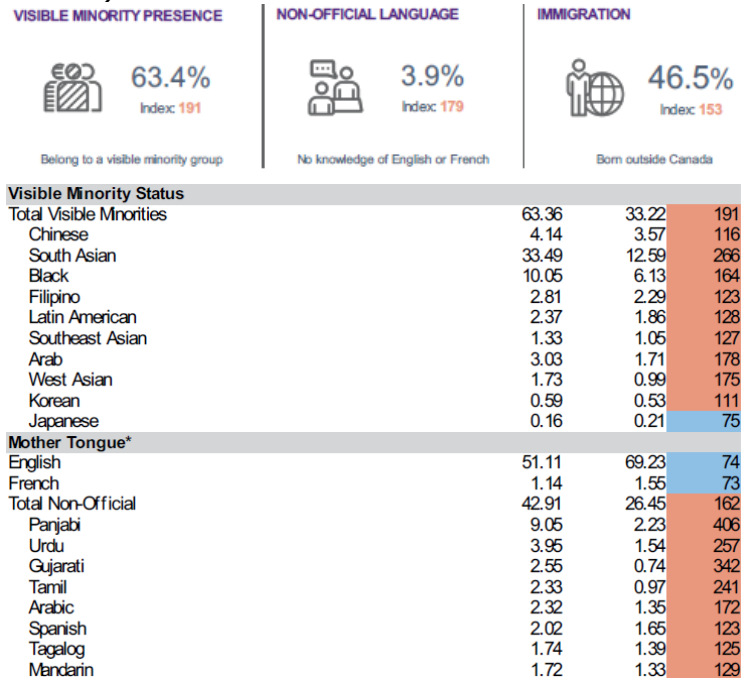
In this example, 40% of your audience have a University degree (Index 142).



This information suggests that your audience are 'white-collar' workers, and should be marketed to in a specific way, different than to 'blue-collar' workers. For example, avoid slang terms and jargon, use professional language and keep the message short, simple and sweet. 'Blue-collar' workers could prefer more informal communication with simple lingo, without talking down to them. Other tips found through Google: [HERE](#)

- f. Visible Minority Presence: What is the percent/index of your audience that belong to a visible minority group?

In this example, 63.4% of your audience belongs to a visible minority group with a very high index (191), and 46.5% were born outside of Canada (Index 153).



This information is particularly valuable with your marketing collateral and imagery that you use to promote your business. Your audience will feel more welcomed and comfortable if they can relate to the pictures that you use and can see themselves doing the activity. By knowing that 43% of your audience's mother tongue is Panjabi, maybe have signage and/or brochures in their language too. Or if your staff speaks different languages, identify which languages they speak on their name tags. If your audience is more comfortable, their visitor experience will be that much greater.

- g. Sports & Leisure: How does your audience spend their free time (either attending or participating)?

For example, the following is a breakdown of some of the activities that your sample audience enjoys during their spare time:

Attending

Top Shows & Exhibitions

Home shows



Top Local Attractions & Destinations

Theme parks



Top Professional Sports

Basketball



Top Concert & Theatre Venues

Concerts - Arenas



vs.

Participating

Top Individual Sports

Snowboarding



Top Team Sports

Basketball



Top Activities

Playing video games



Top Fitness

Jogging



Not only can you use these keywords with your digital marketing to target specific groups of people based on these interests, but also identify businesses and organizations who are in that space for possible sponsorship/partnership opportunities. This example shows that 25% of the households are interested in theme parks (Index 128 – meaning that 28% of your audience are more interested in theme parks than the average population). Perhaps you should approach a theme park to be a sponsor/vendor at your next event and have them promote your event through their media channels (e.g., tagging your business in a Facebook post), as you both share the same markets. This will increase awareness of your business/organization to their markets and vice versa.

- h. Psychographics (Social Values): How does your audience think? These social values help you understand the mindset of your audience with suggestions on how to engage them, and develop communication and merchandising strategies with the best messaging. This information will help you to better reach and serve them, know what matters the most in their motivations and social relations, and how it affects their purchasing decisions.

↑ Strong Values

	Index
Importance of Aesthetics	118
Ostentatious Consumption	118
Pursuit of Novelty	118
Need for Status Recognition	117
Status via Home	115
Joy of Consumption	114
Confidence in Advertising	113
Advertising as Stimulus	113
Anomie-Aimlessness	113
Attraction For Crowds	113

↓ Weak Values

	Index
Fulfillment Through Work	83
Attraction to Nature	85
Utilitarian Consumerism	85
Brand Apathy	87
Ecological Concern	88
Personal Control	89
Cultural Assimilation	90
Emotional Control	90
Flexible Families	90
Aversion to Complexity	90

In this example, the Strongest Social Value for this group is: 'Importance of Aesthetics,' 'Ostentatious Consumption', and 'Pursuit of Novelty;' the weakest is 'Fulfillment Through Work.'

- Importance of Aesthetics: Tendency to base purchase decisions on aesthetic rather than utilitarian considerations. Measures the attention given to the beauty of objects and products purchased. People strong on this construct often buy products purely for their appearance. Aesthetic, in this case, is a form of personal expression. (Index 118)
- Ostentatious Consumption: Desire to impress others and express one's social standing through the display of objects that symbolize affluence. (Index 118)
- Pursuit of Novelty: Active desire to discover new "modern" products, services and experiences, and to integrate them into the routine of daily life. People who are strong on this construct want to experience something new every day. (Index 118)
- Fulfillment Through Work: A need to invest one's professional life with meaning and to find personal fulfillment through one's work. Also, a need to feel that one's work is useful to others and has some social value. (Index 83)

By knowing this, you can determine that your audience really cares about the appearance of your products (it will influence their decision to purchase), a desire to impress others (they want products that increase their social status), a want to experience or buy something new (try the latest and greatest products/experiences), and a desire to escape work (they do not get fulfillment through work). If you are a brewery and these were your social values, you can use this to craft a marketing message like this: "Escape your 9-5 job, and try our newest premium brand of IPA beers. Not only is it in an aesthetic pleasing bottle, but the taste is rich and smooth, it will definitely elevate your social status."

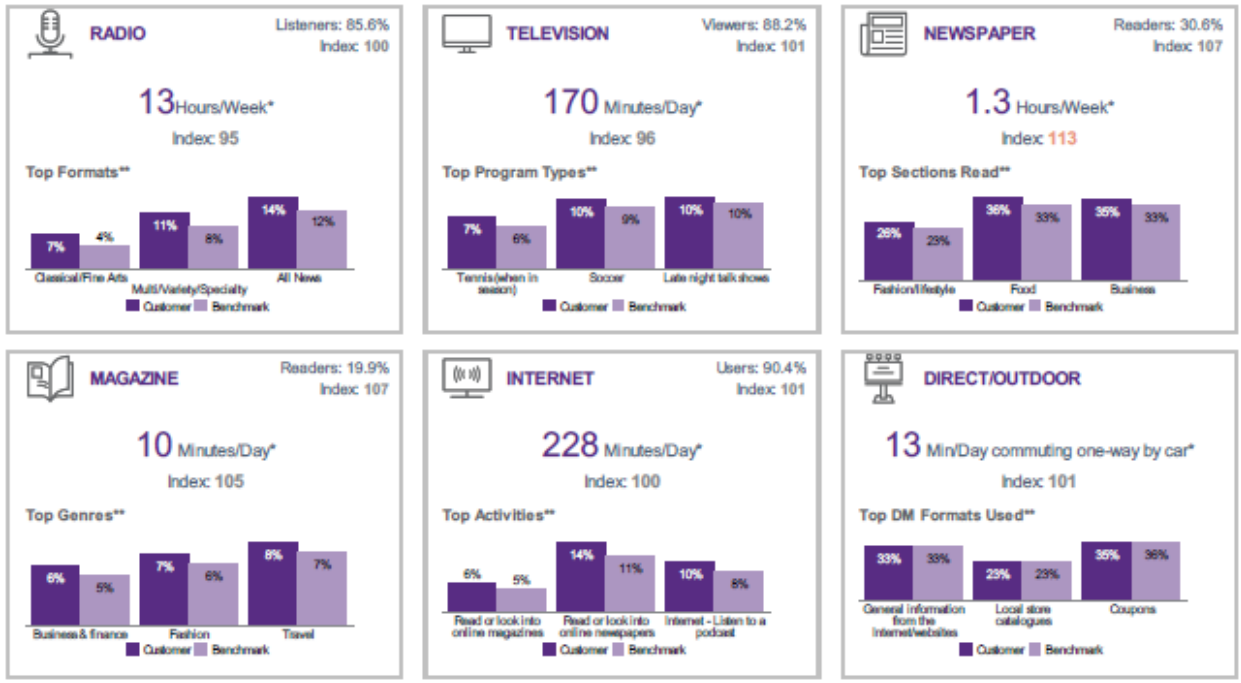
A glossary of all Social Values can be found [HERE](#).

3. Media Consumption (traditional, digital, and social media)

At this step, you should have a solid understanding of your audience based on their demographic and psychographic properties, and some ideas of keywords/messaging to target the right markets. This section identifies how your audience consumes media, and how to target them through the best channels effectively.

a. Traditional Media Overview: How is your audience consuming various forms of media and their frequency?

In the example below, 30.6% (Index 107) of households read the newspaper 1.3 hours/week (Index 113). Their top sections to read are Food, Business, and Fashion/lifestyle. Magazine also score high with 20% (Index 107) of readership for this audience; reading 10 min/day (Index 105). Top genres are Travel, Fashion, and Business. And 90.4% (Index 101) of households use the Internet daily for 3 hours and 48 minutes (Index 100), an average daily use for the region.



This information will help you prioritize which media channels you should use for advertising because this is how your audience consumes media. For this sample audience, your business should strongly consider ads/editorials in newspapers and magazines, and make sure it has a solid online presence to boost your brand awareness.

b. Media Highlights: What is their level of media consumption (light – heavy), and their interest?

Radio, for example, has a Medium/Light – Medium level of listenership (42.8%/Index 108), and a high percentage/index that listen to Mainstream Top 40 hits (35.3%/Index 164).

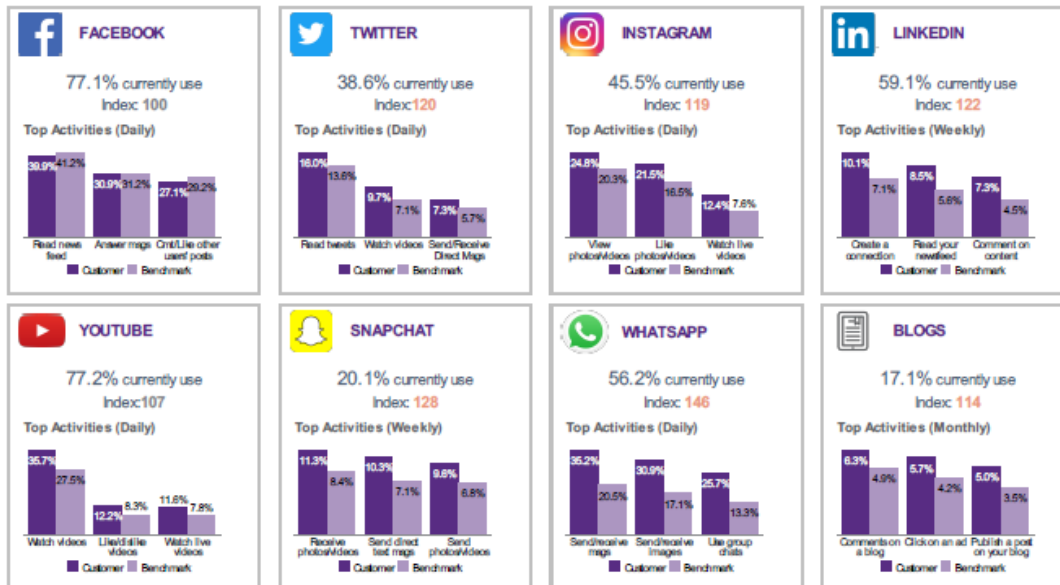
RADIO

	%	Base %	Index
Listenership			
Heavy	17.62	20.58	86
Medium/Heavy	20.73	20.89	99
Medium	21.05	18.91	111
Medium/Light	21.71	20.74	105
Light	18.88	18.87	100
Top Formats (Weekly Reach)*			
Ethnic/Multi-cultural	7.75	2.33	333
All News	18.08	10.20	177
Mainstream Top 40/CHR	35.27	21.50	164
Sports	6.30	5.06	124

If you decide to advertise your business through radio, the data shows that over one third of your radio listeners prefer Mainstream Top 40 stations (Index 164). You have a 64% higher chance of reaching your target market than the average listener. Access the media kits for [radio](#) and [print](#) that could apply to your business.

c. Social Media Activities: Which Social Media channels are used the most and how are they being used?

The following example shows which Social Media channels your audience uses by percentage and index:

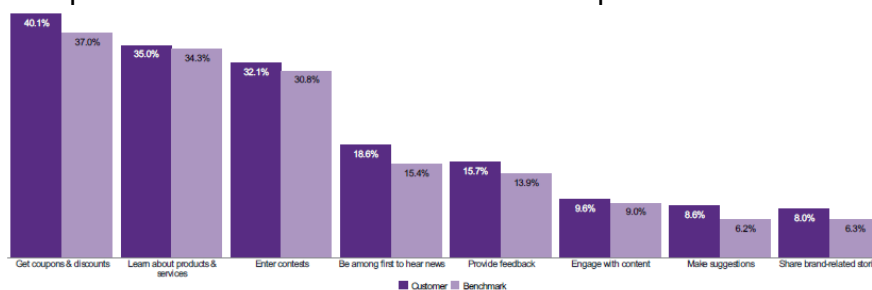


Twitter, Instagram, and LinkedIn have high indexes*; however, Facebook and YouTube have higher percentages. This is an example of how both high percentages and indexes matter. Over three-quarters of your audience use Facebook and YouTube, but within your group, there is a higher concentration of Twitter, Instagram, and LinkedIn users than the average. This means that you should probably use all five of these Social Media channels. However, your messaging via Twitter, Instagram, and LinkedIn could resonate higher with your audience.

*WhatsApp and Snapchat are high too; however, these channels are not often used for advertising and might not be as effective as the other channels.

d. Social Media Usage: What are the reasons your audience should follow your brand through Social Media?

In this example, the top reasons to follow a brand within your audience are to 'Get coupons & discounts' and 'Learn about products and services.'



This data lets you know what your audience is interested in and what they expect to receive by following your social media channels. Are you providing them with what they expect? Are you posting coupons, information about your products/business, or opportunities to enter contests? Based on their interest, you can use this information to create social media posts and that should convert into click traffic to your website to learn more about your business.

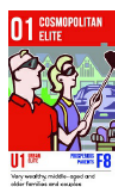
4. Segmentation of your audience (Prizm Profile)

- a. Introduction: In addition to knowing all of this information, Environics Analytics has created 68 unique Prizm Profiles to match every residential postal code. A profile gives you a more rounded understanding of what that postal code looks like, their demo/psychographics, and so much more; based on data from Stats Canada, the last census, and over 300,000 variables from 45 databases.

Please note: It is important to also collect the city or town name with each postal code, because rural postal codes with a "0" in the FSA might be associated with multiple Prizm profiles and need a full postal code and city/town name for accurate segmentation.

- b. Definitions and Example: Here is an example of the top three Prizm profiles for a sample business with a 250km radius:

Top 5 segments represent **35.7%** of customers in a 250 km Radius



Rank: 1
 Customers: 580
 Customers %: 8.49
 % in Benchmark: 1.24
 Index: 683

Canada's wealthiest lifestyle has changed little over the years. Cosmopolitan Elite remains a haven for both new-money entrepreneurs and heirs to old-money fortunes. With household incomes more than five times the national average, this segment is concentrated in a handful of exclusive neighbourhoods—like Toronto's Bridle Path, Montreal's Westmount, Calgary's Elbow Park and Vancouver's Granville. Here, affluent, middle-aged families and older couples live in million-dollar homes, drive luxury imports and send their kids to private schools. Most live within an easy commute to their executive jobs in management, finance and the sciences, as well as to downtown arts and entertainment venues; they're big supporters of the opera, ballet, symphony and theatre. As the most educated of lifestyle types—more than half the populace hold university degrees—members of Cosmopolitan Elite broaden their horizons by travelling internationally, especially to Asia, the United Kingdom and Europe. But they also express Concern for Appearance among their strongest Social Values, and many enjoy spa resorts, skiing vacations and luxury cruises.



Rank: 2
 Customers: 573
 Customers %: 8.39
 % in Benchmark: 1.64
 Index: 511

Educated, wealthy and overwhelmingly urban, Arts & Affluence stands apart from the large number of city lifestyles. Concentrated in only two cities—Toronto and Montreal—this segment consists of a mix of larger families and older couples and singles in neighbourhoods such as Forest Hill and Casa Loma in Toronto and Côte-Saint-Luc in Montreal. Many of these areas contain first- and second-generation Canadian Jews—the segment is nearly a third Jewish—who live in elegant condos, semi-detached houses and high-rise apartments. Exhibiting a cultured sensibility, they have high rates for attending nearly every form of art and performance: opera, ballet, symphony, art galleries, film festivals and museums. With lofty incomes topping \$180,000, Arts & Affluence members have achieved success through a mix of education (more than half hold a university degree) and professional achievement (typically in management, education, the arts and sciences). These metro households are well travelled, frequently flying to various sunny destinations, major cities in the northeastern U.S., Europe and Israel. But they are also fiscally conservative and invest in bonds, GICs and mutual funds all at high rates.



Rank: 3
 Customers: 475
 Customers %: 6.96
 % in Benchmark: 4.72
 Index: 147

One of the wealthiest exurban lifestyles, Satellite Burbs features a mix of middle-aged families and older couples living in satellite communities across Canada. Many residents have settled here for the relaxed pace of outer-ring subdivisions, with their wooded tracts and spacious homes built between 1980 and 2005. Despite their mixed educational achievement—one-quarter have university degrees, another quarter have high school diplomas—the households average impressive incomes of more than \$140,000 from a wide variety of jobs. Members take advantage of their location between city centres and rural settings, enjoying both the arts and the great outdoors. Their idea of entertainment is going to a community theatre, music concert or theme park. For vacations, they're more likely than average Canadians to go camping, boating and snowboarding. But they're not entirely into roughing it: their exurban dream homes are outfitted with hot tubs and gas barbecues on their patios, and impressive HDTVs with surround sound systems in their family rooms.

Each Prizm profile has its own unique description and is classified by its social (urban, suburban, exurban, town, and rural) and life-stage (youth, families, and mature) groups. They are influenced by the postal codes' urbanity, affluence, age, ethnicity, family size, language, age of house maintainer, and dwelling type. The more information you know about each profile, the more specific you can get with your target marketing by identifying keywords and characteristics to help with your marketing and product development.

The first profile in the example, Cosmopolitan Elite, belongs to the social group classified as Urban Elite (U1), in the life stage group of Prosperous Parents (F8), and is defined as very wealthy, middle-aged and older families/couples.

U1 (Urban Elite) – “The most affluent Canadian households belong to Urban Elite, the social group that ranks at the top of several demographic measures: income, home value and educational achievement. With their university degrees and positions as executives and professionals, these middle-aged and older residents tend to live in fashionable homes in big-city neighbourhoods and close-in suburbs. Befitting their high incomes, Urban Elite members are enthusiastic consumers of expensive clothes, luxury cars, investment products and international travel. Many are culture buffs who attend plays, ballets, operas and concerts all at significant rates. They’re also enthusiastic about technology, committed to a healthy lifestyle, involved in their communities and frequent financial contributors to a variety of causes.”

F8 (Prosperous Parents) – “The Prosperous Parents group consists mainly of older couples and families with teens and adult-age children. Concentrated in and around larger cities, the wealthy members of these five segments live in single-family homes built since 1980. More than half graduated from a college or university, and most now hold highly paid white-collar and service sector positions. With their incomes more than twice the national average, the residents of this group can afford lifestyles filled with entertainment, sports and travel. These Canadians have high rates for attending professional sporting events, including baseball, football, hockey and golf. Their fitness routines include going to health clubs, golfing and taking Pilates and fitness classes at the gym—maybe geared toward the upscale athlete. As consumers, they tend to patronize formal restaurants, jewellery stores, technology chains and premium auto retailers. And to finance their lifestyle, they invest heavily in stocks, mutual funds and real estate. They also tend to give back to the community and have high rates for donating to cultural, alumni, educational and religious groups.”

More detailed information about Prizm profiles can be found [HERE](#).

5. Forward Sortation Areas (Ranking Areas)

a. Ranking Area – Customer: By collecting postal codes, you are able to find out which Forward Sortation Areas (FSAs) rank higher within your area of study, which are over/under indexed, and the ones that are the most common.

From the ‘Ranking Area – Customer’ report, you receive the following information:

Name	Count	%	Base Count	Base %	% Pen	Index
L6C (Markham, ON)	315	4.62	16,552	0.11	1.90	4,159
L4A (Stouffville, ON)	253	3.71	16,357	0.11	1.55	3,380
L4G (Aurora, ON)	235	3.44	20,542	0.14	1.14	2,500
L4E (Richmond Hill, ON)	227	3.33	16,101	0.11	1.41	3,081

The business in this example received the largest amount of postal codes from FSA L6C in Markham (Count 315), the highest percentage of total FSAs (4.62%), and a very high index of 4,159. Therefore, L6C is the most common/highest ranked FSA and over indexed within your audience. This business should market heavily to L6C for current and potential visitors.

- Count: the number of your target group
- % (Count/Total x 100): % of the target group that exhibits that variable/location
- Base Count: number of households found in the market for the given variable
- Base % (Base Count/Total x 100): % composition of the benchmark (referred to as the base)
- Penetration Rate (% pen) (Count/Base Count x 100): describes the % of the target group that exhibit that characteristic or behaviour in the overall total. A key metric to look at when assessing the segment composition of your geography
- Index (%/Base% x 100): measures if the variable in the target group is underrepresented or over represented when compared to the total area

b. Ranking Areas – Target Group: Once you know your top Prizm profiles, it is possible to discover and rank FSAs that score the highest with your profiles.

In the above Prizm profile example, the Cosmopolitan Elite profile has been identified as the most popular for this audience, you are able to locate more of them by running a 'Ranking Areas – Target Group' report:

				1 Cosmopolitan Elite			
Name	Code	Base Count	Base %	Count	%	% Pen	Index
M4N (Toronto, ON)	M4N	5,210	0.09	3,389	5.96	65.05	6,337
M5M (Toronto, ON)	M5M	11,339	0.20	5,171	9.09	45.60	4,433
M8X (Etobicoke, ON)	M8X	4,693	0.09	2,121	3.73	45.21	4,386
M4W (Toronto, ON)	M4W	6,236	0.11	2,698	4.74	43.27	4,196
M2P (Toronto, ON)	M2P	3,333	0.06	1,422	2.50	42.67	4,167

The Forward Sortation Area (FSA) M4N in Toronto, Ontario has 5,210 households, and 3,389 of them are segmented as Cosmopolitan Elite with a 65% penetration and an Index of 6,337. If Cosmopolitan Elite is one of your main profiles, you should definitely market to those households living in the M4N area with messaging that closely represents that profile's characteristics. Remember, each profile is unique, and should have specific messaging to better target that particular Prizm profile.

6. Bringing it all together (Application of data)

By answering the questions above, knowing your Prizm profiles, and which FSAs are the best to market to, you are able to identify and effectively reach your target market based on empirical data. These are the characteristics of your audience who are an over representation of your average benchmark. In other words, these variables combined together to identify your

'superfans' from a specific area. Armed with this information you can laser target your current and potential visitors using the right channels to help grow your audience, all from the postal codes that you collect from your visitors.

- a. Identify FSAs: Use FSA data to isolate your key market areas ([section 5](#)). This information is crucial when deciding which geographic areas you should target market to, both through traditional (e.g., newspapers) and digital media (e.g., Google ad words and social media channels). On most ad platforms, you can target a specific location/FSA when creating an ad. Targeting specific FSAs that align with your data, will resonate higher with your audience, be more effective with your marketing spend, and increase your return on investment.
- b. Identify keywords/terms from each section, high count/index FSAs and Prizm profiles, and populate the top variables in the reference '[Data Interpretation Checklist](#)' document. This Checklist will be your toolbox as you build marketing campaigns, develop/adjust products/services, and identify partnership opportunities based on empirical data. This data will help you with your media buys, direct your creative and copywriting, and boost your presence with targeted postal codes.
- c. Media Buys: [Sections 3A/3B](#), these reports display an overview of the target audience's top media behaviours and provide direction to which medium to use (print, digital, etc.). The percentage and index should both be high and above the average (Index >100). Then match those high-ranking variables to the corresponding media kits to ensure alignment. Access the media kits here: [Radio](#) and [Print](#). If in doubt, please contact the media outlet directly.
- d. Writing creative ad copy: After deciding which medium to use, the Social Values report, [Section 2H](#), will help with writing creative ad copy that aligns with your audience's mindset. Suggestions that can guide your creative decisions, the tone in communications, and what aspects of your business to highlight in the media pieces. Similar to the example of marketing to blue-collar vs. white-collar, each group likes to be addressed in a different tone.
- e. Advertising with digital media: Use high ranking percentages and indexes of keywords/terms/variables, especially FSAs, when creating digital ads. This includes creating Google Adwords, Facebook and other social media ads, and other online ads. A few examples are listed below, and each platform allows you to target your ad in specific locations, including FSAs!
- f. Creating ads with various media outlets: By understanding your data, identifying keywords/variables, which media channels to use, and which

geographic area to focus on; you should apply this knowledge in creating ads to target the right market and grow your business.

- g. Google Ads: If Internet usage amongst your audience is high (high percent and/or index), advertising with Google is a great bet (Google is the most popular search engine). Google Adwords is Google's online advertising program, which allows you to create digital ad campaigns to reach your audience and operates on a Pay-Per-Click (PPC) advertising platform, you pay only when a visitor clicks on your ad. Your ad campaigns should include variables that score a high percent and/or index (e.g., audience demographics, hobbies, FSA location, ..., etc.). Using your data effectively will laser target your ads to the right markets and optimize your ROI.

Below are a few links to help you get started with Google Adwords: [CLICK HERE](#)

Google Adwords YouTube channel [CLICK HERE](#)

Google Adwords targeting locations video [CLICK HERE](#)

Useful tutorial videos with step by step instruction

Video 1: [CLICK HERE](#) Video 2: [CLICK HERE](#)

- h. Social Media Ads: Focus on social media channels that score high in either percent and/or index. When creating ads, be sure to target the variables that you identified on your '[Data Interpretation Checklist](#)' document, especially selecting locations/FSA with high penetration (high percent and index). These tips will laser target your ideal audience or 'superfans.'

[Facebook ads](#)

Hootsuite's [Guide to Facebook ads](#) (Hootsuite is a tool to manage all of your social media channels in one place, and also a great resource filled with webinars, blogs, guides,...)

Useful tutorial videos

Video 1: [CLICK HERE](#) Video 2: [CLICK HERE](#)

Video 3: [CLICK HERE](#) Video 4: [CLICK HERE](#)

[Instagram ads](#) (please note, Instagram is owned and managed through Facebook ads manager)

Hootsuite's [Guide to using Instagram ads](#)

Useful tutorial video

Video 1: [CLICK HERE](#)

[Twitter ads](#) & [Geography targeting](#)

Hootsuite's [How to use Twitter Ads](#) blog

Useful tutorial videos

Video 1: [CLICK HERE](#)

Hopefully, this guide has helped you to better understand your audience, help with your marketing/product development, identify possible sponsorship opportunities, where to find your 'superfans,' and connect it together through the right channels

to further your business. This guide should have also stressed the importance of collecting postal codes with your business and how Central Counties Tourism can help you increase your visitor base and ROI with empirical data.

Click on the following link to view our current and past regional reports, view demographic information about our top ranking cities, and to purchase your own [Central Counties Tourism's Visitor Research Program reports](#).

Appendix A: Data Interpretation Checklist:

This Checklist has been created to help you understand your audience and pull key findings from your report. Each section correlates to the '[Data Interpretation Guide](#)' document, and can be accessed through the hyperlinks.

Please note: your top selections should first be based on high percentages. However, a high index also reflects that there is a greater concentration of that group within your audience. A high percentage with a low index means that there is a lot of that group present, but less than the average, and could be harder to reach with your marketing.

A) I understand my audience:

a. Marriage status: Married or Single (Circle) _____% Index_____

b. Age of household maintainer:

Age range (Top 3): _____ _____% Index_____

_____ _____% Index_____

_____ _____% Index_____

c. Family status: Children at home: _____% Index_____

Ages range of children at home (Top 3):

_____ _____% Index_____

_____ _____% Index_____

_____ _____% Index_____

d. Household income: \$_____ Index_____

e. Education & Employment: White collar or Blue collar (Circle)

f. Visible minority presence: _____% Index_____

Visible minority status (Top 3):

_____ _____% Index_____

_____ _____% Index_____

_____ _____% Index_____

Mother Tongue (Top 3):

_____ _____% Index_____

_____ _____% Index_____

_____ _____% Index_____

g. Sports & Leisure: Attending (Top 3-5):

_____ _____% Index_____

_____ _____% Index_____

_____ _____% Index_____

_____ _____% Index_____

_____ _____% Index_____

h. Sports & Leisure: Participating (Top 3-5):

_____ % Index_____
_____ % Index_____
_____ % Index_____
_____ % Index_____
_____ % Index_____

B) I understand their Media Consumption:

a. Traditional Media & Media Highlights

Radio: _____ % Index_____
Hours per week: _____ H/W Index_____
Listenership (Light – Med./Light – Med. – Med./Heavy – Heavy):
(Circle highest % - combine top 2 if needed) _____ % Index_____
Top 3 Formats: _____ % Index_____
_____ % Index_____
_____ % Index_____

Television: _____ % Index_____
Minutes per day: _____ M/D Index_____
Viewership (Light – Med./Light – Med. – Med./Heavy – Heavy):
(Circle highest % or combine top 2 if needed) _____ % Index_____
Top 3 Program Types: _____ % Index_____
_____ % Index_____
_____ % Index_____

Newspaper (Dailies): _____ % Index_____
Hours per week: _____ H/W Index_____
Readership (Light – Med./Light – Med. – Med./Heavy – Heavy):
(Circle highest % or combine top 2 if needed) _____ % Index_____
Top 3 Sections Types: _____ % Index_____
_____ % Index_____
_____ % Index_____

Magazines: _____ % Index_____
Minutes per day: _____ M/D Index_____
Readership (Light – Med./Light – Med. – Med./Heavy – Heavy):
(Circle highest % or combine top 2 if needed) _____ % Index_____
Top 3 Magazine Types: _____ % Index_____
_____ % Index_____
_____ % Index_____

Internet: _____ % Index_____
Minutes per day: _____ M/D Index_____
Usage (Light – Med./Light – Med. – Med./Heavy – Heavy):
(Circle highest % or combine top 2 if needed) _____ % Index_____
Top 5 Online activities: _____ % Index_____
_____ % Index_____

_____	_____ %	Index _____
_____	_____ %	Index _____
_____	_____ %	Index _____

Direct:

Top 5 Used in shopping: _____	_____ %	Index _____
_____	_____ %	Index _____
_____	_____ %	Index _____
_____	_____ %	Index _____
_____	_____ %	Index _____

Minutes per day: _____ M/D Index _____

Viewership (Light – Med./Light – Med. – Med./Heavy – Heavy):
 (Circle highest % or combine top 2 if needed) _____ % Index _____

Top 3 Program Types: _____	_____ %	Index _____
_____	_____ %	Index _____
_____	_____ %	Index _____

b. Social Media Activities:

Top 5 Social networks: _____	_____ %	Index _____
(Daily use) _____	_____ %	Index _____
_____	_____ %	Index _____
_____	_____ %	Index _____
_____	_____ %	Index _____

Top 3 Social Media usage: _____	_____ %	Index _____
_____	_____ %	Index _____
_____	_____ %	Index _____

C) I understand where my audience is coming from & their segmentation: _____

a. Top 10 Forward Sortation Areas (FSAs):

FSA (Town): _____	_____ #	Index _____
FSA (Town): _____	_____ #	Index _____
FSA (Town): _____	_____ #	Index _____
FSA (Town): _____	_____ #	Index _____
FSA (Town): _____	_____ #	Index _____
FSA (Town): _____	_____ #	Index _____
FSA (Town): _____	_____ #	Index _____
FSA (Town): _____	_____ #	Index _____
FSA (Town): _____	_____ #	Index _____
FSA (Town): _____	_____ #	Index _____

b. Top 5 Prizm profiles:

_____	_____ #	_____ %	Index _____
_____	_____ #	_____ %	Index _____
_____	_____ #	_____ %	Index _____
_____	_____ #	_____ %	Index _____
_____	_____ #	_____ %	Index _____