

A NEW CROSS-NATIONAL NEIGHBORHOOD SEGMENTATION SYSTEM

Your business doesn't stop at the border, so why does your data? Introducing the first neighborhood segmentation solution that finds the commonalities between people and households on both sides of the US/Canada border.

PANORAMA CanAm

26 GROUPS
99 SEGMENTS



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PANORAMA

CanAm

You can now use one segmentation solution for all of your requirements in the US and Canada lowering your cost and allowing you to seamlessly understand markets and customers no matter where they are.

KEY FEATURES

- 2-tiered segmentation solution with 26 broad lifestyle groups and 99 detailed segments
- Integrates a variety of authoritative data sources
- Hundreds of variables distilled into a usable form
- Privacy compliant
- Covers every household in Canada and US at the Block Group or Dissemination Area
- Updated annually



USE CASES



OPTIMIZING CAMPAIGN PERFORMANCE

You can now send your marketing communications to customers and prospects with similar preferences regardless of whether they live in the US or Canada. Panorama CanAm provides the insights that are critical for marketing teams to identify and target the most valuable customer and prospect segments to maximize marketing ROI.



UNCOVER COMPETITIVE ADVANTAGES

Panorama CanAm provides a common set of descriptors for understanding markets and trade areas across the US and Canada; two sets of data are no longer needed to identify untapped and growing markets. This enables retailers to plan their growth strategies as a full network rather than by individual country.

METHODOLOGY

Panorama CanAm has been built using advanced statistical and geospatial techniques developed and refined by AGS over the past several decades, through experience in building multiple geographic segmentation systems for both the United States and Canada. Creating a truly cross-national system required extensive work to harmonize two very different datasets, including:

- Language and linguistic isolation, since Canada is a bilingual country and the United States, at least officially, unilingual.
- Differences in definition and measurement of key variables, including educational attainment, marital status, and housing types.
- Harmonizing income estimates, which are based on two separate currencies.
- Accounting for differences in the size and definition of small area geographic units (Block Groups in the United States, Dissemination Areas in Canada).

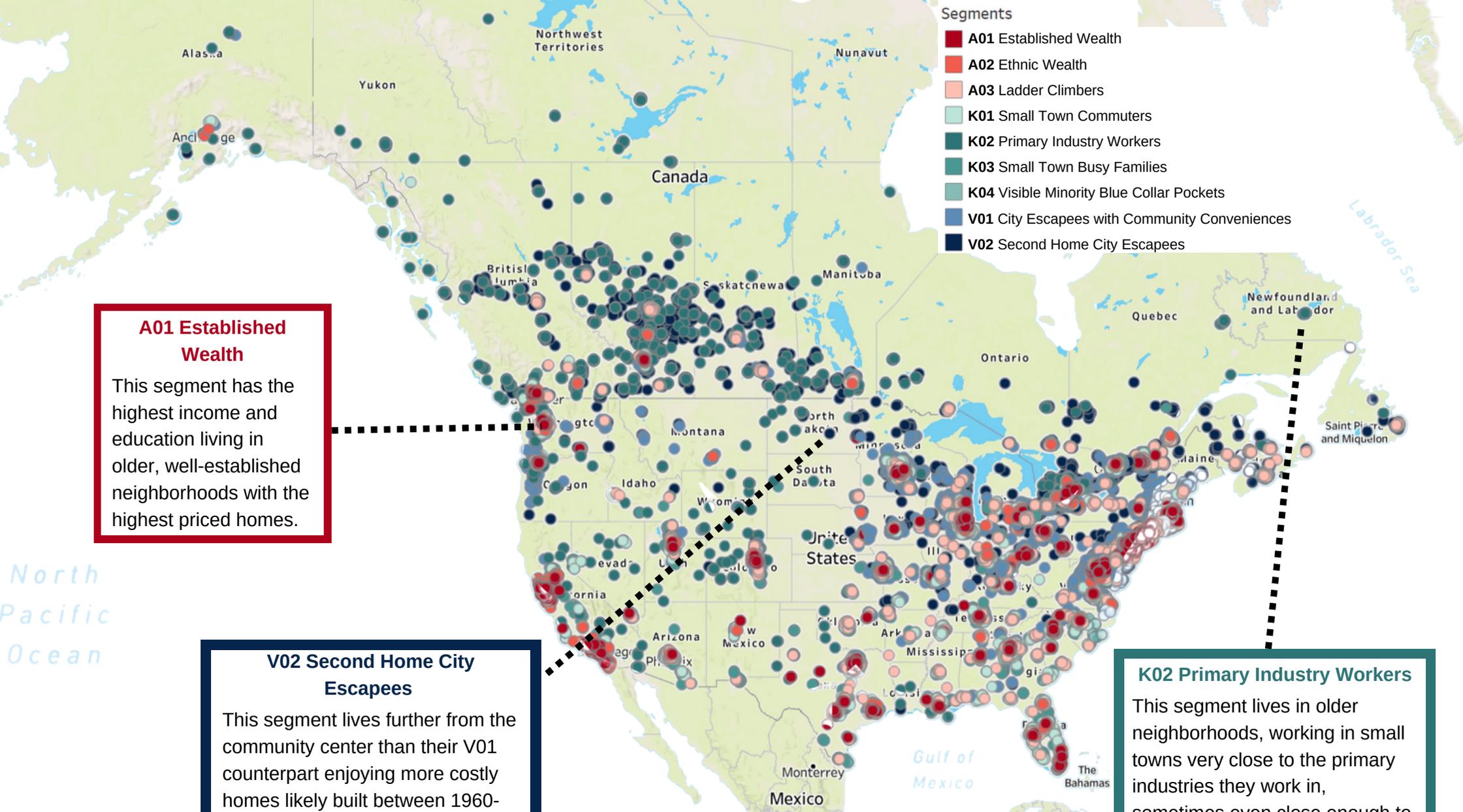
Segments were designed to, as much as possible, have representation on each side of the border. The initial set of segments was expanded to ensure that each segment reflected the nuances of each country. Groups were defined by clustering the segments, subject to rules defined for cross-national representation.

The result is a two-level system which is truly cross-national, with almost all segments represented on each side of the border. This allows users to identify target segments in one country, then apply them to the other.

DEMOGRAPHIC SIMILARITIES

Through the lens of Panorama CanAm, we looked at a few of the major Canadian cities and determined which US cities are the most and the least similar demographically.

Canadian City	Is Most Similar To	Is Least Similar To
<i>Toronto</i>	Seattle	Pittsburgh
<i>Montreal</i>	Los Angeles	Tulsa
<i>Vancouver</i>	Honolulu	Louisville
<i>Calgary</i>	Denver	Buffalo
<i>Edmonton</i>	Hartford	Knoxville



- Segments**
- A01 Established Wealth
 - A02 Ethnic Wealth
 - A03 Ladder Climbers
 - K01 Small Town Commuters
 - K02 Primary Industry Workers
 - K03 Small Town Busy Families
 - K04 Visible Minority Blue Collar Pockets
 - V01 City Escapees with Community Conveniences
 - V02 Second Home City Escapees

A01 Established Wealth

This segment has the highest income and education living in older, well-established neighborhoods with the highest priced homes.

V02 Second Home City Escapees

This segment lives further from the community center than their V01 counterpart enjoying more costly homes likely built between 1960-1980. They are also more likely to have a trade certification and be self-employed or work in agriculture. They are heavy second or vacation home owners in the US.

K02 Primary Industry Workers

This segment lives in older neighborhoods, working in small towns very close to the primary industries they work in, sometimes even close enough to walk to. These industries are agriculture in farming communities and mining and forestry in northern regions including shift work.

SEGMENTATION PREVIEW

[Play with the interactive version of this map by clicking here!](#)