

DATA VINTAGE

2018

BASE LEVEL GEOGRAPHY

Postal code

VARIABLES

10

To view the complete list of variables please visit:

environicsanalytics.com/en-ca/variables

WHAT IT IS

DaytimePop is our authoritative estimate of the population that's reachable in any geographic area during daytime hours. The database, which consists of 10 variables, provides a breakdown of populations at home and at work, as opposed to census data that captures only an area's nighttime population. DaytimePop is critical for strategic planners, marketers and executives to understand the daytime demand, customer traffic and population in trade areas. All the DaytimePop counts are based on our DemoStats and Businesses databases, as well as other reliable sources.

WHAT'S NEW

With this product update we are migrating to the geographic framework used for the 2016 Census. This significant adjustment is required to reflect actual changes on the ground and ensures that our clients are working with the best estimates available.

HOW IT'S USED



Restaurants use DaytimePop to determine potential daytime demand for each of their locations, helping them make more informed staffing and menu planning decisions.



Banks use DaytimePop to analyze their customers to determine which of their branches have high at-work or high at-home populations during regular business hours. This information helps bank marketers and branch managers introduce more targeted services and identify branches that would benefit from more ATMs.



Health care providers servicing stay-at-home seniors use DaytimePop and our PRIZM5 segmentation system to locate areas with a high concentration of those aged 65 and over who are at home during regular working hours. PRIZM5 data helps providers communicate with those seniors more effectively.

SAMPLE QUESTIONS IT CAN ANSWER

- What percentage of my trade area population remains at home during working hours?
- How many people in my trade areas are at work during regular business hours?
- Does my trade area have a higher or lower daytime population compared to my base market?
- Where are areas with a high concentration of seniors (65 years and older)?
- Which sites or trade areas in a market have the highest daytime demand potential?