DATA VINTAGE
2020

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 their trade areas. All the DaytimePop counts are based on our DemoStats and Businesses databases, as well as other reliable sources.

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 PRIZM segmentation system to locate areas with a high concentration of those aged 65 and over who are at home during regular working hours. PRIZM 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?