

## **Notice on Data Updates**

We are pleased to announce that all data on Polaris have been updated to the latest vintage, 2018. Please see below for a summary of a few key components of the latest data updates.

### ***1. Geospatial Data***

All consumer demographic, behavioral and psychographic data, as well as our analysis, use 6-digit postal code geographies. Every year, Canada Post introduces new postal codes, for example, new residential areas or a new condominium. At the same time, some postal codes are retired because they are inactive, e.g., a torn down building, a closed factory, the conversion of postal codes into a community mailbox, or the conversion of a rural postal code into an urban one.

In the latest update, there are 3,993 new postal codes and 4,002 retired postal codes. We added the new postal codes and associated demographic and behavioral data in the current updates. We removed the retired postal codes from our database, so demographic and behavioral data are no longer available for those postal codes. For these reasons, customer and POI files, trade areas created by files and on map need to be reloaded to reflect the changes. Otherwise, these may cause a large variation from previous results.

In addition to new and retired postal codes, we refined the geo-codes of many postal codes and adjusted linkages between postal code geographies and Census geographies from Statistics Canada. For example, wherever a new postal code was introduced and populated in the last year, we identified all Dissemination Areas (DA) that geographically overlap with addresses within the postal code and adjusted demographic data of the associated DAs accordingly. Similarly, removing retired postal codes required adjustment of the associated DAs as well. For these reasons, the initial markets you created in the targeting module need to be updated/recreated to reflect changes of postal codes and refinement of geo-coding.

### ***2. Updates of Demographic Data***

In the latest update, we have incorporated all Census 2016 variables. In every Census, Statistics Canada adjusts some definitions or replaces some variables to accommodate users' requests and reflect changes in the economic environment. For example, the income ranges of population and household have been refined in Census 2016, while the classification of education and occupation has been enhanced. We have adapted Statistics Canada's variable changes. On the other hand, some variables have been rarely used in practice and were thus dropped in the latest Census. For example, they dropped the immigrant population from Fiji. We dropped these variables in the current data updates in Polaris as well. For these reasons, please update or recreate your templates of customized reports and scorecards for targeting if any variables become available.

### ***3. Updates of Consumer Behavioral Data***

In the latest update, we incorporated the Numeris Return-To-Sample survey for 2017. Every year there are some modifications in the survey data. For this year there are 450 new variables. For example, purchased after reading newspaper, magazine or accessing internet. On the other hand, 347 old

variables have been removed from the database, for example, consumption of tomato juice. For these reasons, please update or recreate your templates of customized reports and scorecards for targeting if any variables become available.

#### ***4. Impact of Data Updates on Polaris***

The new data reflect changes in population statistics, consumer behaviors and psychographics as well as geospatial variation from last year. It inevitably impacts data and geo-coding of uploaded customer files, POI files and trade areas created by file and by map, templates of customized reports, scorecards and initial markets in the targeting module. We recommend reloading or recreating these files to eliminate potential variations caused by new/removed postal codes and geo-coding refinement.