

HOW TO READ

Results - Geocode

Summary of geocoding statistics

Number of records assigned a latitude and longitude using the Unique ePCCF (using postal codes alone) Count of Urban and Rural coded records

What is the ePCCF?

Enhanced Postal Code Conversion File -

Canadian postal codes listed with corresponding latitude, longitude, geographical reference fields and PRIZM segment classification.

Unique ePCCF: Includes urban and rural postal codes and uses the single-indicator geocoding for urban and rural postal codes.

Rural Enhanced ePCCF: Uses the combination of postal code and town/city name to provide a greater degree of precision in locating rural records and results in more accurate assignment of geographic and segmentation data to customer records in rural areas.

GeoStats

File Import Summary

Workspace: CAN 2020
 Date Imported: 6/26/2020 2:25:47 PM
 Total Imported Records: 14

Name of Workspace where customer file was imported.

Geocoding Summary

	Count	%
Total Records:	14	
Not Licensed:	0	0.0
Not Coded:	0	0.0
Geocoded:	14	100.0
Unique ePCCF:	14	100.0
Urban:	0	0.0
Rural:	0	0.0
Rural Enhanced ePCCF:	0	0.0
Business:	0	0.0
Retired:	0	0.0

Number of rows of data in the customer database.

Number of records that fell outside of your licensed Geography.

Number of records for which a postal code match was not found.

Number of records assigned a latitude and longitude.

Number of records assigned a Business flag (B). Canada Post classifies as 100% Business. These records are dropped from all analysis.

Number of records assigned a Retired flag (R). These records are included in the analysis if coded as PRIZM Segment 01 through 67.

Number of records not assigned a Segment code.

Number of records assigned to a classified PRIZM segment.

Number of records assigned an unclassified PRIZM Segment - insufficient data to determine segmentation of postal code.

Segmentation system used to code the customer records.

The Distance Summary represents the distance from the latitude and longitude of the device to the matched postal code.

Segmentation Coding Summary

Total Records:	14	
Not Coded:	0	0.0
PRIZM Coded:	14	100.0
Unclassified:	0	0.0

Segmentation System: PRIZM

Distance Summary

Less than 0.1 km	6	42.9
0.1 to 0.5 km	8	57.1
0.5 to 1 km	0	0.0
1 to 5 km	0	0.0
5 to 10 km	0	0.0
Greater than 10 km	0	0.0

GeoStats