

Your Targeting Report

Mailing Campaign Details



07-05-2022

1245988 ONTARIO LTD

Mailing ID 4HEJ5102498318674518

Thank you for taking advantage of our targeting service - a one stop solution designed to help you get the most out of your Smartmail Marketing™ campaigns.

- Anonymous Precision Targeter users will have their reports saved and accessible for 30 days from the day the report has been generated.
- Signed-In Precision Targeter users will have their reports saved and accessible for 13 months from the day the report has been generated.

Inside, find comprehensive insight into your selected trade area, including:

Variables	
Address Attributes	Houses, Apartments and Farms
Number of Mail Pieces	97413
Urban / Rural	All
Estimated Delivery Cost	\$16852.45
Delivery Mode (Route Type)	Letter Carrier (LC), Rural Route (RR), Suburban Service (SS), General Delivery (GD), Lock Box (LB), Call For (CF), Motorized Route (MR), Direct (DR)
Valid for Mailings From	22-06-17 To 22-07-14
Householder Types	Consumer's Choice

Not only does the attached report provide an in-depth look at your chosen trade area, it also harnesses the power of data analytics to help maximize your return on investment (ROI) by providing you with:

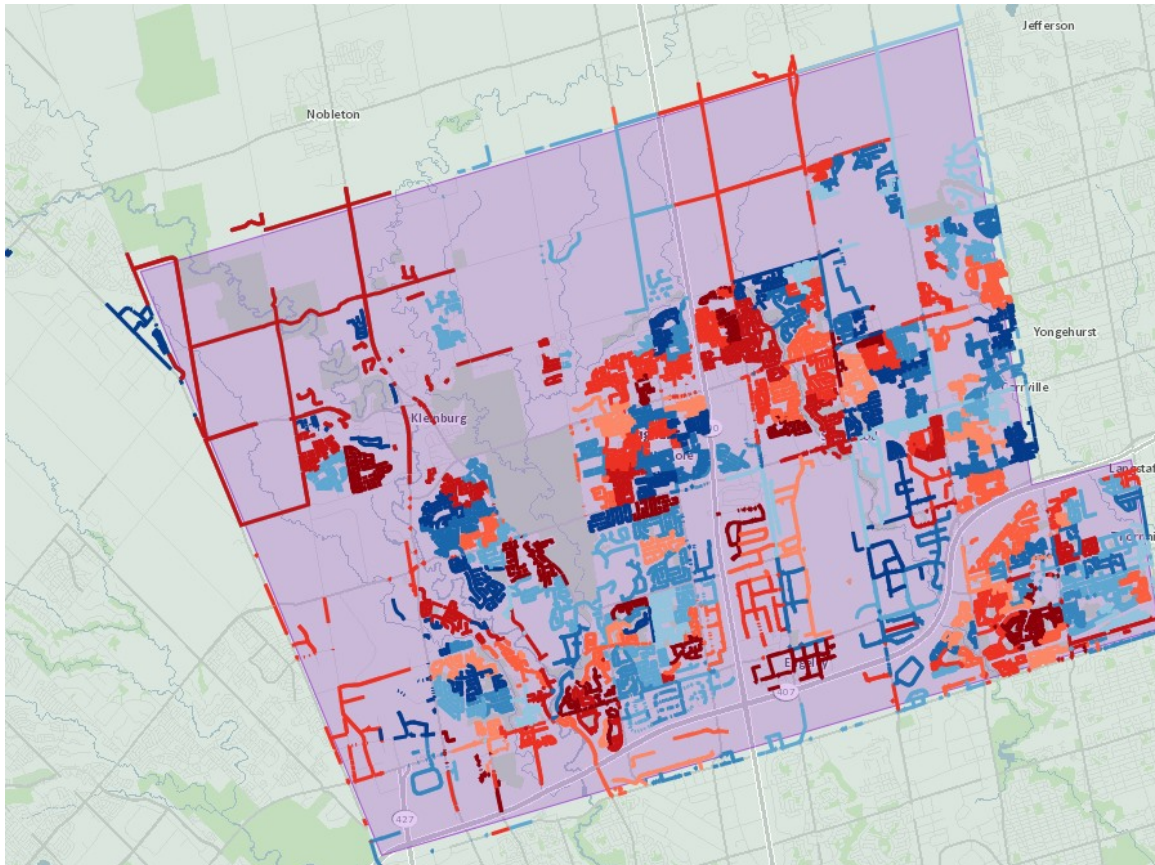
- A Route Ranking report that prioritizes your postal route selections based on your demographic criteria, enabling you to deliver your message to the people most likely to respond;
- A Postal Station Summary report that indicates the facilities responsible for your mailing;
- Maps, Impact Assessment, and many other campaign-enhancing resources.

Do you want to further improve your Smartmail Marketing™? Take advantage of our suite of data and targeting solutions:

Canada Complete Lists	Data Management Services	Analytics
Canada Complete lists provide one of the largest reach in Canada, drawing from Canada Post's mail delivery database of over 13 million residential addresses and close to a million business addresses. With our additional targeting filters, supplement your list by pinpointing specific audiences that best match what your best prospects look like.	With the help of Canada Post's Data Management Services, you can improve your address accuracy, identify movers, and suppress duplicate records. This will ensure clean, current, and accurate mail files - in doing so, you will have less undeliverable mail and an improved ROI.	Our analytics experts will work with you to ensure your consumer data delivers optimal results. For example, we can help identify highest-potential customers and prospects through penetration analysis, location intelligence, segmentation, modeling and profiling.

Questions? Contact your Canada Post Sales Representative or our Commercial Service Network at 1-866-757-5480.

Reaching the right people with the right message is a key driver of campaign success. The map below shows your selected trade area and the routes that make up your coverage. The routes are colour coded according to the penetration of your selected demographic variable(s) to show how closely it matches your ideal prospect.



Your Targeting Report

Route Ranking Report



Below you will find your Route Ranking Report, which provides you with a tabular view of the routes within your trade area ranked according to the value of the selected demographic variable(s). By looking at the "Cumulative Penetration" and the "Cumulative Points of Call" columns, you can easily determine which routes you need to target in order to meet your desired quota.

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FSA	Delivery Mode (Route)	Depot	All Points Of Call	Cumulative Points of Call
L4K	LC0106	CONCORD STN MAIN	1434	1434
L4J	LC0200	THORNHILL LCD MAIN	1070	2504
L4J	SS0409	THORNHILL LCD MAIN	957	3461
L4J	LC0204	THORNHILL LCD MAIN	955	4416
L4J	SS0408	THORNHILL LCD MAIN	920	5336
L4L	LC0013	WOODBIDGE STN MAIN	887	6223
L4K	LC0127	CONCORD STN MAIN	881	7104
L6A	SS0702	MAPLE STN DELIVERY CENTRE	824	7928
L4L	SS0911	WOODBIDGE STN MAIN	822	8750
L4H	SS0947	WOODBIDGE STN MAIN	813	9563
L4J	SS0407	THORNHILL LCD MAIN	806	10369
L4J	SS0405	THORNHILL LCD MAIN	801	11170
L4J	SS0406	THORNHILL LCD MAIN	798	11968
L4L	LC0023	WOODBIDGE STN MAIN	793	12761
L4L	LC0009	WOODBIDGE STN MAIN	786	13547
L4L	SS0908	WOODBIDGE STN MAIN	780	14327
L6A	SS0708	MAPLE STN DELIVERY CENTRE	773	15100
L4H	SS0919	WOODBIDGE STN MAIN	767	15867
L4H	SS0921	WOODBIDGE STN MAIN	756	16623
L4H	SS0946	WOODBIDGE STN MAIN	756	17379
L4J	SS0402	THORNHILL LCD MAIN	755	18134
L6A	SS0735	MAPLE STN DELIVERY CENTRE	755	18889
L4H	SS0915	WOODBIDGE STN MAIN	753	19642
L4H	SS0918	WOODBIDGE STN MAIN	752	20394
L4J	LC0212	THORNHILL LCD MAIN	751	21145
L4J	SS0400	THORNHILL LCD MAIN	748	21893
L4H	SS0942	WOODBIDGE STN MAIN	743	22636
L4J	SS0401	THORNHILL LCD MAIN	739	23375
L4L	SS0906	WOODBIDGE STN MAIN	735	24110
L4L	SS0907	WOODBIDGE STN MAIN	735	24845
L6A	SS0707	MAPLE STN DELIVERY CENTRE	735	25580
L4L	LC0012	WOODBIDGE STN MAIN	734	26314
L4J	LC0214	THORNHILL LCD MAIN	733	27047
L4J	SS0404	THORNHILL LCD MAIN	731	27778
L4H	SS0925	WOODBIDGE STN MAIN	730	28508
L6A	SS0711	MAPLE STN DELIVERY CENTRE	729	29237
L4L	LC0006	WOODBIDGE STN MAIN	728	29965
L6A	SS0709	MAPLE STN DELIVERY CENTRE	724	30689
L4J	SS0403	THORNHILL LCD MAIN	722	31411
L6A	SS0712	MAPLE STN DELIVERY CENTRE	715	32126
L6A	SS0718	MAPLE STN DELIVERY CENTRE	715	32841

FSA	Delivery Mode (Route)	Depot	All Points Of Call	Cumulative Points of Call
L4H	SS0914	WOODBRIAGE STN MAIN	714	33555
L4L	LC0022	WOODBRIAGE STN MAIN	714	34269
L4H	SS0927	WOODBRIAGE STN MAIN	712	34981
L4J	LC0217	THORNHILL LCD MAIN	710	35691
L6A	SS0720	MAPLE STN DELIVERY CENTRE	708	36399
L4H	SS0924	WOODBRIAGE STN MAIN	701	37100
L4H	SS0920	WOODBRIAGE STN MAIN	700	37800
L6A	SS0706	MAPLE STN DELIVERY CENTRE	700	38500
L4H	SS0923	WOODBRIAGE STN MAIN	693	39193
L6A	SS0736	MAPLE STN DELIVERY CENTRE	693	39886
L4H	SS0949	WOODBRIAGE STN MAIN	691	40577
L4H	SS0913	WOODBRIAGE STN MAIN	689	41266
L4H	SS0917	WOODBRIAGE STN MAIN	688	41954
L4H	SS0940	WOODBRIAGE STN MAIN	687	42641
L4H	SS0943	WOODBRIAGE STN MAIN	682	43323
L4H	SS0922	WOODBRIAGE STN MAIN	679	44002
L4H	SS0938	WOODBRIAGE STN MAIN	679	44681
L4J	LC0220	THORNHILL LCD MAIN	674	45355
L4L	LC0005	WOODBRIAGE STN MAIN	672	46027
L4H	SS0944	WOODBRIAGE STN MAIN	667	46694
L4H	SS0945	WOODBRIAGE STN MAIN	666	47360
L6A	SS0725	MAPLE STN DELIVERY CENTRE	660	48020
L4H	SS0941	WOODBRIAGE STN MAIN	655	48675
L6A	SS0714	MAPLE STN DELIVERY CENTRE	655	49330
L6A	SS0715	MAPLE STN DELIVERY CENTRE	652	49982
L6A	SS0705	MAPLE STN DELIVERY CENTRE	650	50632
L6A	SS0719	MAPLE STN DELIVERY CENTRE	648	51280
L6A	SS0713	MAPLE STN DELIVERY CENTRE	643	51923
L4J	LC0203	THORNHILL LCD MAIN	641	52564
L6A	SS0723	MAPLE STN DELIVERY CENTRE	641	53205
L4J	LC0221	THORNHILL LCD MAIN	640	53845
L6A	SS0716	MAPLE STN DELIVERY CENTRE	639	54484
L6A	SS0737	MAPLE STN DELIVERY CENTRE	639	55123
L6A	SS0732	MAPLE STN DELIVERY CENTRE	637	55760
L4K	LC0133	CONCORD STN MAIN	635	56395
L4J	LC0202	THORNHILL LCD MAIN	634	57029
L4H	SS0930	WOODBRIAGE STN MAIN	632	57661
L4L	LC0008	WOODBRIAGE STN MAIN	631	58292
L6A	SS0724	MAPLE STN DELIVERY CENTRE	630	58922
L6A	SS0731	MAPLE STN DELIVERY CENTRE	625	59547
L4L	LC0002	WOODBRIAGE STN MAIN	620	60167
L4L	LC0020	WOODBRIAGE STN MAIN	614	60781
L6A	SS0728	MAPLE STN DELIVERY CENTRE	613	61394
L6A	SS0701	MAPLE STN DELIVERY CENTRE	607	62001
L4J	LC0205	THORNHILL LCD MAIN	601	62602
L4L	LC0015	WOODBRIAGE STN MAIN	599	63201
L4H	SS0928	WOODBRIAGE STN MAIN	598	63799
L6A	SS0726	MAPLE STN DELIVERY CENTRE	596	64395
L4J	LC0208	THORNHILL LCD MAIN	593	64988
L4J	LC0213	THORNHILL LCD MAIN	593	65581

FSA	Delivery Mode (Route)	Depot	All Points Of Call	Cumulative Points of Call
L4J	LC0207	THORNHILL LCD MAIN	588	66169
L4J	LC0216	THORNHILL LCD MAIN	588	66757
L4K	LC0137	CONCORD STN MAIN	588	67345
L4H	SS0937	WOODBIDGE STN MAIN	588	67933
L4H	SS0929	WOODBIDGE STN MAIN	583	68516
L4J	LC0209	THORNHILL LCD MAIN	582	69098
L4J	LC0218	THORNHILL LCD MAIN	578	69676
L0J	RR0002	KLEINBURG PO	576	70252
L4L	LC0011	WOODBIDGE STN MAIN	569	70821
L4J	LC0210	THORNHILL LCD MAIN	565	71386
L6A	SS0730	MAPLE STN DELIVERY CENTRE	562	71948
L6A	SS0710	MAPLE STN DELIVERY CENTRE	553	72501
L4L	LC0019	WOODBIDGE STN MAIN	552	73053
L4K	LC0104	CONCORD STN MAIN	551	73604
L4J	SS0410	THORNHILL LCD MAIN	548	74152
L4L	LC0018	WOODBIDGE STN MAIN	546	74698
L4L	LC0016	WOODBIDGE STN MAIN	545	75243
L6A	SS0703	MAPLE STN DELIVERY CENTRE	540	75783
L4K	LC0102	CONCORD STN MAIN	539	76322
L4J	LC0224	THORNHILL LCD MAIN	526	76848
L4H	SS0939	WOODBIDGE STN MAIN	526	77374
L6A	SS0734	MAPLE STN DELIVERY CENTRE	525	77899
L6A	SS0721	MAPLE STN DELIVERY CENTRE	521	78420
L4J	LC0211	THORNHILL LCD MAIN	514	78934
L4J	LC0219	THORNHILL LCD MAIN	514	79448
L4H	SS0948	WOODBIDGE STN MAIN	511	79959
L6A	SS0722	MAPLE STN DELIVERY CENTRE	511	80470
L4J	LC0215	THORNHILL LCD MAIN	507	80977
L6A	SS0704	MAPLE STN DELIVERY CENTRE	506	81483
L6A	SS0733	MAPLE STN DELIVERY CENTRE	504	81987
L4L	LC0024	WOODBIDGE STN MAIN	503	82490
L6A	SS0717	MAPLE STN DELIVERY CENTRE	500	82990
L4L	SS0905	WOODBIDGE STN MAIN	495	83485
L0J	LB0001	KLEINBURG PO	494	83979
L6A	SS0727	MAPLE STN DELIVERY CENTRE	487	84466
L4L	LC0004	WOODBIDGE STN MAIN	477	84943
L4L	LC0021	WOODBIDGE STN MAIN	468	85411
L4J	LC0223	THORNHILL LCD MAIN	467	85878
L4J	LC0225	THORNHILL LCD MAIN	467	86345
L4L	SS0932	WOODBIDGE STN MAIN	458	86803
L4J	LC0206	THORNHILL LCD MAIN	444	87247
L4L	LC0027	WOODBIDGE STN MAIN	435	87682
L4K	LC0117	CONCORD STN MAIN	434	88116
L4J	LC0201	THORNHILL LCD MAIN	429	88545
L4J	LC0222	THORNHILL LCD MAIN	428	88973
L4H	SS0926	WOODBIDGE STN MAIN	395	89368
L4L	SS0910	WOODBIDGE STN MAIN	391	89759
L4K	LC0125	CONCORD STN MAIN	356	90115
L4L	LC0026	WOODBIDGE STN MAIN	352	90467
L4L	LC0007	WOODBIDGE STN MAIN	333	90800

FSA	Delivery Mode (Route)	Depot	All Points Of Call	Cumulative Points of Call
L6A	SS0729	MAPLE STN DELIVERY CENTRE	331	91131
L4L	LC0014	WOODBIDGE STN MAIN	325	91456
L4L	LC0010	WOODBIDGE STN MAIN	316	91772
L4L	LC0025	WOODBIDGE STN MAIN	312	92084
L4K	LC0119	CONCORD STN MAIN	306	92390
L4L	LC0017	WOODBIDGE STN MAIN	305	92695
L4H	SS0916	WOODBIDGE STN MAIN	297	92992
L7E	SS0906	CALEDON STN MAIN	254	93246
L4H	SS0931	WOODBIDGE STN MAIN	252	93498
L4K	LC0121	CONCORD STN MAIN	241	93739
L4L	SS0904	WOODBIDGE STN MAIN	240	93979
L4K	LC0123	CONCORD STN MAIN	237	94216
L4H	SS0934	WOODBIDGE STN MAIN	236	94452
L3L	SS0916	WOODBIDGE STN MAIN	229	94681
L0J	RR0001	KLEINBURG PO	227	94908
L4H	SS0936	WOODBIDGE STN MAIN	224	95132
L4L	SS0909	WOODBIDGE STN MAIN	221	95353
L6A	SS0738	MAPLE STN DELIVERY CENTRE	212	95565
L4K	LC0101	CONCORD STN MAIN	210	95775
L4K	LC0107	CONCORD STN MAIN	203	95978
L4J	LC0226	THORNHILL LCD MAIN	181	96159
L4K	LC0105	CONCORD STN MAIN	164	96323
L4K	LC0103	CONCORD STN MAIN	129	96452
L4K	LC0109	CONCORD STN MAIN	127	96579
L4L	SS0933	WOODBIDGE STN MAIN	120	96699
L4L	SS0939	WOODBIDGE STN MAIN	111	96810
L4L	LC0003	WOODBIDGE STN MAIN	100	96910
L4J	LC0228	THORNHILL LCD MAIN	90	97000
L3L	SS0931	WOODBIDGE STN MAIN	85	97085
L4H	SS0912	WOODBIDGE STN MAIN	64	97149
L4L	SS0938	WOODBIDGE STN MAIN	57	97206
L4H	SS0935	WOODBIDGE STN MAIN	54	97260
L6A	LB0001	MAPLE RPO JANE/MAJOR MAC	25	97285
L4K	LB0001	CONCORD RPO CARRVILLE	20	97305
L4L	LB0001	WOODBIDGE RPO PINE VALLEY	20	97325
L4J	LB0001	THORNHILL RPO NEW WESTMINSTER	17	97342
L4J	LB0001	THORNHILL PO PROMENADE	14	97356
L6A	LB0002	MAPLE PO MAIN	10	97366
L4H	LB0001	WOODBIDGE RPO RUTHERFORD	8	97374
L4K	LC0111	CONCORD STN MAIN	7	97381
L4K	LC0135	CONCORD STN MAIN	6	97387
L4L	LB0001	WOODBIDGE RPO MARTINGROVE	6	97393
L4K	LB0001	CONCORD RPO VARIETY	5	97398
L6A	LB0005	MAPLE PO MAIN	5	97403
L6A	LB0003	MAPLE PO MAIN	3	97406
L4K	LB0001	CONCORD RPO GLEN SHEILDS	2	97408
L6A	LB0004	MAPLE PO MAIN	2	97410
L4K	GD0001	CONCORD STN MAIN	1	97411
L4K	SS0202	CONCORD STN MAIN	1	97412
L4L	SS0912	WOODBIDGE STN MAIN	1	97413

FSA	Delivery Mode (Route)	Depot	All Points Of Call	Cumulative Points of Call
L4H	LB0001	WOODBIDGE RPO VELLORE	0	97413
L4K	DR0000	CONCORD STN MAIN	0	97413
L4K	LB0001	CONCORD STN MAIN	0	97413
L4K	LC0113	CONCORD STN MAIN	0	97413
L4K	LC0115	CONCORD STN MAIN	0	97413
L4K	LC0129	CONCORD STN MAIN	0	97413
L4K	LC0131	CONCORD STN MAIN	0	97413
L4K	SS0201	CONCORD STN MAIN	0	97413
L4K	SS0203	CONCORD STN MAIN	0	97413
L4K	SS0204	CONCORD STN MAIN	0	97413
L4L	DR0000	WOODBIDGE STN MAIN	0	97413
L4L	LC0001	WOODBIDGE STN MAIN	0	97413
L4L	SS0901	WOODBIDGE STN MAIN	0	97413
L4L	SS0902	WOODBIDGE STN MAIN	0	97413
L4L	SS0903	WOODBIDGE STN MAIN	0	97413
L4L	SS0935	WOODBIDGE STN MAIN	0	97413
L6A	LB0001	MAPLE PO MAIN	0	97413
L6A	LB0001	MAPLE RPO SOUTHBROOK	0	97413

Your Targeting Report

Postal Station Summary

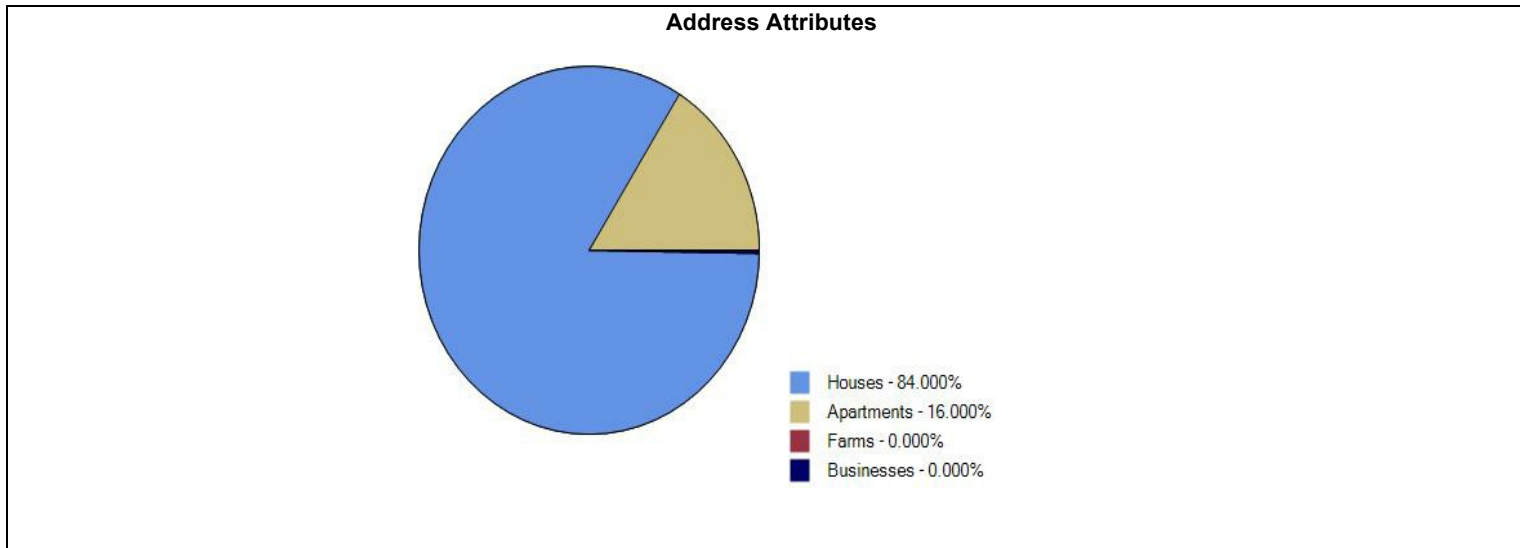


To avoid transportation charges, you may want to deposit your Neighbourhood Mail™ directly at each postal station responsible for your mailing. The table below provides you with a list of post offices where you need to induct your mailing, and how many pieces must be deposited at each location.

	HOUSES	APARTMENTS	FARMS	BUSINESSES	TOTAL POINTS OF CALL
KLEINBURG PO10504 ISLINGTON AVE KLEINBURG ON L0J 1C0					
TOTAL	1164	128	5	0	1297
THORNHILL LCD MAIN707 CREDITSTONE RD CONCORD ON L3T 2C0					
TOTAL	17420	7168	0	0	24588
WOODBIDGE RPO VELLORERPO-3737 MAJOR MACKENZIE DR WOODBRIDGE ON L4H 0A0					
TOTAL	0	0	0	0	0
WOODBIDGE RPO RUTHERFORD5100 RUTHERFORD RD WOODBRIDGE ON L4H 2J0					
TOTAL	8	0	0	0	8
THORNHILL RPO NEW WESTMINSTER1-8000 BATHURST ST THORNHILL ON L4J 0B0					
TOTAL	15	2	0	0	17
THORNHILL PO PROMENADERPO-1 PROMENADE CIR THORNHILL ON L4J 4P0					
TOTAL	10	3	1	0	14
CONCORD RPO CARRVILLEPO-9200 DUFFERIN ST CONCORD ON L4K 0C0					
TOTAL	20	0	0	0	20
CONCORD STN MAIN707 CREDITSTONE RD CONCORD ON L4K 1A0					
TOTAL	4145	2905	0	0	7050
CONCORD RPO VARIETY8-7777 KEELE ST CONCORD ON L4K 1Y0					
TOTAL	5	0	0	0	5
CONCORD RPO GLEN SHEILDS80 GLEN SHEILDS AVE CONCORD ON L4K 2B0					
TOTAL	2	0	0	0	2
WOODBIDGE STN MAIN707 CREDITSTONE RD CONCORD ON L4L 1A0					
TOTAL	36828	3896	5	0	40729
WOODBIDGE RPO MARTINGROVERPO-5694 HIGHWAY 7 WOODBRIDGE ON L4L 1B0					
TOTAL	6	0	0	0	6
WOODBIDGE RPO PINE VALLEYRPO-7700 PINE VALLEY DR WOODBRIDGE ON L4L 2X0					
TOTAL	20	0	0	0	20
MAPLE PO MAINRETAIL-9926 KEELE ST MAPLE ON L6A 1A0					
GRAND TOTAL	81580	15822	11	0	97413

	HOUSES	APARTMENTS	FARMS	BUSINESSES	TOTAL POINTS OF CALL
TOTAL	20	0	0	0	20
MAPLE RPO JANE/MAJOR MAC2943 MAJOR MACKENZIE DR MAPLE ON L6A 3N0					
TOTAL	25	0	0	0	25
MAPLE STN DELIVERY CENTRE707 CREDITSTONE RD CONCORD ON L6A 4G0					
TOTAL	21700	1658	0	0	23358
MAPLE RPO SOUTHBROOK9980 DUFFERIN ST MAPLE ON L6A 4K0					
TOTAL	0	0	0	0	0
CALEDON STN MAIN5-171 VAN KIRK DR BRAMPTON ON L7A 1A0					
TOTAL	192	62	0	0	254
GRAND TOTAL	81580	15822	11	0	97413

Below, you will find some insights to your trade area. The provided charts give a simple visual representation of some key characteristics of your target area in order to help you better understand the dynamics of your market.



This chart provides you with a breakdown of various delivery points within your trade area, based on your selected address attributes.

The majority of your area is characterized by:
Houses

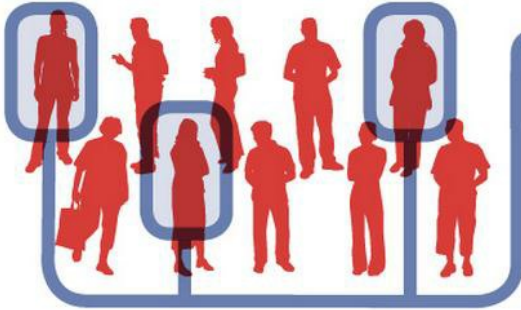
Did you know...

We can help you discover and harvest untapped market potential? We do so by generating a list of additional high value routes, typically located just outside your selected trade area, that meet or exceed your targeting criteria. To take advantage of this offering, simply accept our high value walk suggestions within the online application or request this feature when having an analysis run by our team of geospatial analysts.

Your Targeting Report

Powerful Data & Targeting

Looking for more ways to harvest the campaign-boosting powers of data and analytics? We have options...



It's time to be more direct. Reach more prospects with Canada Complete lists from Canada Post

Canada's best list just got even better. Our lists provide one of the largest reach in Canada, drawing from our mail delivery database of over 13 million residential addresses and close to a million business addresses. By customizing your mail with a name and/or an address you can provide an instant boost to open rates and responses. With our additional targeting filters, supplement your list by pinpointing specific audiences based on geographic, demographic, and lifestyle criteria that best match what your best prospects look like.

Why choose Canada Complete?

- We have more addresses than anyone else and with the best market penetration in the country
- Gain access to the most complete list that can provide nationwide access to apartments and suite numbers
- Validated addresses that you know are deliverable - save money by reducing returned mail
- Exclude existing customers by suppressing addresses you already have - only pay for the records you need
- Canada's best list for accessing Canadian New Movers - a segment that spends \$11B annually
- Enhance your list with a range of unique and exclusive targeting filters to reach your best audience

Ensure your mailing list is valid

Is bad address data hindering your campaign performance? Thanks to our **Smart Data Cleaner**, it doesn't have to. This easy-to-use online tool lets you clean and update your customer and prospect mailing lists. Not sure if your list needs a scrub? Get a free diagnostic first.

Reach people by name and boost response

Neighbourhood Mail™ is a powerful and effective marketing solution. To take your targeting to a whole new level use Canada Post Personalized Mail™, and reach Canadians by name and address at their place of residence or work. Studies have shown that 87% of Canadians are likely to read mail that is addressed to them personally, and that Personalized Mail™ garners three times as much attention as Neighbourhood Mail™.

Turn your customer data into actionable insight with our Advanced Analytics Services

Data is the fuel that drives campaign performance, but it can sometimes be a challenge to analyze and take action on it. That's where our dedicated team of analytics experts comes in. Through **penetration analysis, location intelligence, segmentation, modeling and profiling** they can help enhance your response potential by identifying your highest potential prospects.

Want to learn more about our powerful Data & Targeting Solutions?

Visit our website: www.canadapost.ca/datatargetingsolutions

email us at: data.targetingsolutions@canadapost.ca

If you wish to speak with one of our Data and Targeting specialists, call us at **1-877-281-4137**

1. **Address Attributes:** Describes the types of buildings present in your trade area, whether they are houses, apartments, farms, and/or businesses.
2. **All Points of Call:** The total number of physical locations (points of call) receiving your mailing on a given letter carrier's route, which can be houses, apartments, farms and/or businesses based on your selection criteria.
3. **Average Value:** The average value (%) of the chosen Statistics Canada demographic variables that can be associated with the letter carrier's route, which provides you with insight into your recipients.
4. **Cumulative Penetration:** The cumulative percentage of penetration associated with the letter carrier's routes based on the selected demographic variables.
5. **Cumulative Points of Call:** The cumulative point of call count associated with the letter carrier's routes, which has been calculated by adding the previous Delivery Mode rows in the report.
6. **Delivery Mode:** The area served by a letter carrier.
7. **Depot:** A postal facility established for the processing and delivery of mail. Example: Etobicoke, Ontario.
8. **Forward Sortation Area (FSA):** The first three characters (alpha-numeric-alpha) of a Postal Code ^{OM}, which represent a geographic area. Example: M9W
9. **Postal Station Summary:** This report indicates which postal stations are responsible for your targeted routes. The count of each point of call type (houses, apartments, farms, and/or businesses) is displayed for each depot. The total point of call count, listed at the end of the report, denotes the number of houses, apartments, farms, and/or businesses associated with each postal station.
10. **Route ID:** This represents the identifier assigned to each letter carrier's route. Its primary use is for the coordination of the mail delivery.
11. **Target Variables:** A report can have a minimum of one to a maximum of three Statistics Canada demographic variables selected. These variables are displayed in the value columns as a percentage (%) that can be associated with that entire Delivery Mode.
12. **Total Points of Call:** The total number of houses, apartments, farms, and/or businesses (based on your selection) associated with the depot in your Postal Station Summary. This number indicates how many pieces are required for each depot.
13. **Total:** This row represents the sum of each dwelling type (houses, apartments, farms, and/or businesses) within a depot.
14. **Valid for Mailings From:** Due to monthly route restructures, the results found within this report are valid between these dates. Mailing outside of these dates could cause delivery problems or pose a risk of non-delivery.