STEPS FOR NAVIGATING TO LCW MAPS



- 1. LOG ON TO CANADA POST'S HOUSEHOLDER COUNT WEB-SITE:
 - Sign on to the internet and go to Canada Post's Web-site address: www.canadapost.ca.
 - Select: English or French
 - Select: For all your Business needs
 - Follow steps in either <u>Method A</u> or <u>Method B</u> as detailed below:

Method A

POSTES

CANADA

CANADA

POST

- Click on the down-arrow in the "Shortcut to..." menu to access the drop-down menu.
- Select: Householder Counts / FSA & LCW maps (from drop-down menu).



Method B (continue from For all your Business needs)

- Select: Online tools (left-hand side of screen)
- Select: Householder Counts (far right-hand side of screen)

2. ACCESS HOUSEHOLDER COUNT INTRO PAGE:

- Select: Householder Counts and Maps (far right-hand side of screen)
- Select: Consumer's Choice or Total Points of Call (from pop-up menu)

Householder Counts and Maps	<u>About Householder</u> <u>Counts</u>	Householder Counts and Maps Close Window
What is it? Canada Post's Householder Counts can help by providing the geographic information that you need to target your audience when using Unaddressed Admail. Who is it for? Businesses and organizations of all sizes can use this information to:	FAQ – Frequently Asked Questions Navigating Householder Counts How To Prepare Your Mailings Useful Contacts Householder Counts and Maps	What Type of Householder Data? Seconsumer's Choice Consumer's Choice data reflect Canadian households wishing to receive unaddressed advertising material. Image: Seconsumer's Choice data reflect all Canadian households wishing to receive unaddressed advertising material. Image: Seconsumer's Choice data reflect all Canadian households wishing to receive unaddressed advertising material. Image: Seconsum of the seconsumo

3. NAVIGATE TO REQUIRED PROVINCE OR TERRITORY:

- Select: U under URBAN COUNTS or R under RURAL COUNTS (depending on area required).

ints and Ma	ps	
ICIAL INDEX		
URBAN COUNTS	RURAL COUNTS	MAPS
0	R	M
0	R	M
U	R	M
0	R	M
	ICIAL IIIDEX URBAN COUNTS	URBAN COUNTS RURAL COUNTS URBAN COUNTS RURAL COUNTS U R U R U R U R

Example: ST. JOHN'S NF.

To access LCW maps for the city of **St. John's**, select the **U** icon to the right of **Newfoundland**.

4. NAVIGATE TO REQUIRED FSA:

- Upon initial entry to the Householder Counts and Maps web page **Delivery Areas** will be displayed in Alphabetical order.

Householder NITRO ◎ PROVINCIAL INDE	Counts and Maps	
CONSUMER'S CHOICE + N	IEWFOUNDLAND + URBAN DELIVERY + INDE	X BY DELIVERY AREA
DELIVERY	DELIVERY	FORWARD SORTATION
AREA	INSTALLATION	AREA (FSA)
<u>ALL</u>	NEWFOUNDLAND	<u>ALL</u>
CARBONEAR	CARBONEAR STN MAIN	<u>A1Y</u>
CONCEPTION BAY SOLITH	MANULEL O OTNI MAINI	
CONCEPTION BAT 300TH	MANUELS STN MAIN	<u>A1W, A1X</u>

- Indexing on Delivery Installation:

To view Delivery Installations in Alphabetical order, click on **DELIVERY INSTALLATION**, located inside the column heading.

DELIVERY	FORWARD SORTATION
INSTALLATION	AREA (FSA)
ation Area (ESA):	↑

- Indexing on Forward Sortation Area (FSA):

To view FSAs in Alphabetical order click on **FORWARD SORTATION AREA (FSA)**, located inside the column heading.

- Once the targeted Delivery Area, Installation or FSA has been located, select the desired FSA link for direct access to the associated <u>LCW</u> Map.

DELIVERY AREA	<u>DELIVERY</u> INSTALLATION	FORWARD SORTATION AREA (FSA)
ALL	NEWFOUNDLAND	ALL
ST. JOHN'S	ST. JOHN'S STN MAIN	<u>A1A</u>
ST. JOHN'S	ST. JOHN'S STN MAIN	<u>A1B</u>
ST. JOHN'S	ST. JOHN'S STN MAIN	<u>A1C</u>
ST. JOHN'S	ST. JOHN'S STN MAIN	ALE

5. DISPLAY LETTER CARRIER WALK (LCW) or FSA MAP:

- Select LCW MAP, located in upper-right corner of web page to open the Letter Carrier Walk map for the area selected, *or*
- Select **FSA MAP**, located in upper-right corner of web page to view the FSA map for the selected area.

FSA: A1A]			0	FSA MAP	8	CW MAP
DELIVERY MODE	SECONDARY INSTALLATION	HOUSES	APT	FARMS	TOTAL RES.	BUS.	TOTAL DIST
LC 0021	ST. JOHN'S MAIN	454	56	0	510	9	519
LC 0022	ST. JOHN'S MAIN	253	379	0	632	4	636
LC 0023	ST. JOHN'S MAIN	115	411	0	526	11	537
LC 0024	ST. JOHN'S MAIN	383	0	0	383	1	384
							<

6. NAVIGATING TO HOUSEHOLDER COUNTS AND FSA MAPS FROM LCW MAPS:

- Click on the **FSA label** in the LCW map header to navigate to *Householder Counts and Maps* for the area selected.



** LCW Maps are also accessible from Householder Counts *and* FSA Map web pages. Please consult FSA MAP NAVIGATION (FAQ section) for instructions on how to access Householder / LCW data through FSA map pages.

(refer to item #5 – " ACCESSING HOUSEHOLDER / LCW INFORMATION FROM AN FSA MAP ")