

# PRIZM QC RELEASE NOTES

## DATA VINTAGE

2021

## BASE LEVEL GEOGRAPHY

Postal code

Dissemination area level geoprofiles and licences are available by request.

PRIZM QC is available for the province of Quebec

## SEGMENTS

57

To view the complete list of variables please visit: [environicsanalytics.com/en-ca/variables](https://environicsanalytics.com/en-ca/variables)

## WHAT IT IS

PRIZM QC captures the unique qualities of Quebec lifestyles. As an extension of our PRIZM segmentation system, PRIZM QC is designed to assist companies improve their understanding the Quebec marketplace. Like the national PRIZM system, PRIZM QC categorizes segments by urbanity, with 22 urban, four urban fringe, 22 suburban and nine rural segments. These segments have been optimized for Quebec and have been individually named and imaged. The social groups have also been customized to Quebec and differ from the national system due to the complex nature of Quebec's society. The francophone PRIZM QC segments roll up to the 14 PRIZM Quebec segments so that users with national customer files, as well as large numbers of customers in Quebec, can get the best of both worlds.

PRIZM QC consists of 57 segments that capture Quebec's current demographics, lifestyles, consumer behaviour and settlement patterns. The 57 segments are divided into 15 unique social groups and include a mix of Francophone and Anglophone types. Together, the segments help decision-

makers understand what Quebec consumers are buying, doing and thinking so they can anticipate their marketplace behaviour.

As a part of the 2020 rebuild, the algorithms used to create PRIZM QC forced a major change in urban classifications. The exurban classification has disappeared as a result of a changing urban landscape. As well, a new urban classification was created, the urban fringe. The urban fringe appears in major cities and it is a classification that falls between urban and suburban. This classification captures once-suburban areas that, over the last 30 years, have been swallowed up urban sprawl. For more information on the methodology, refer to the PRIZM Technical Document.

## HOW IT'S USED



Retailers are able to identify underserved markets in Quebec for potential expansion as well as locate areas where operations should be combined or curtailed.



Banks and insurance companies can link PRIZM QC to their client data and identify their most profitable segments to help develop products, services and messages that retain clients and attract new ones.



Utilizing target groups, fundraisers and not-for-profit organizations can leverage PRIZM QC to focus on those potential donors who are likely to have the highest response rates to their direct marketing campaigns.

## SAMPLE QUESTIONS IT CAN ANSWER

- Who are my best customers in Quebec?
- Which PRIZM QC segments are found within my trade area?
- What are the differences between the PRIZM QC profiles of my best customers and all of my customers?
- How can I use my target groups to find new customers?
- Which PRIZM QC segments have the best response rates to my mail campaigns?