

PRIZM® QC

Release Notes

What is it?

PRIZM® QC captures the unique qualities of Quebec lifestyles. As an extension of our PRIZM segmentation system, PRIZM® QC is designed to assist companies in 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 behaviours, and settlement patterns. The 57 segments are divided into 15 unique social groups and include a mix of Francophone and Anglophone types. 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 due to an ever-changing urban landscape. A new urban classification was also 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 by urban sprawl. For more information on the methodology, refer to the PRIZM Technical Document.

Sample questions it can answer

- Who are my best customers in Quebec?
- Which PRIZM® QC segments are found within my trade area?
- How are the PRIZM® QC profiles of my best customers different from the rest 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?

Data Vintage

2024

Base Level Geography

Postal Code

* Dissemination Area Level geoprofiles and licenses are available by request

Segments

57

*To view the complete list of variables please visit:
environicsanalytics.com/en-ca/variables

How is it 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 them 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.