

PRIZM SPECTRA RELEASE NOTES

DATA VINTAGE

2019

BASE LEVEL GEOGRAPHY

Dissemination area

UPDATE FREQUENCY

Annually

VARIABLES

68 Segments

6 urbanity/diversity groups

5 lifestage groups

WHAT IT IS

PRIZM Spectra was developed for the consumer packaged goods industry to highlight five key lifestages and six urbanity/diversity groups. Based on PRIZM, this segmentation system classifies Canada's neighbourhoods into 68 unique lifestyle types. Built with geographic, demographic, behavioural and psychographic data, PRIZM Spectra incorporates the latest authoritative data from nearly a dozen demographic, marketing and media sources to help you analyze and understand your shoppers, customers and markets.

The system's five lifestages are "Younger Singles and Couples," "Startup Families," "Established Families," "Older Couples and Singles," and "Mature Couples and Singles." Urbanity/diversity groups are Exurban, Suburban, Suburban Diverse, Town & Rural, Urban, and Urban Diverse.

PRIZM Spectra reflects Canada's cultural diversity, with 16 francophone segments, another 16 representing large numbers of immigrants, visible minorities or members who speak a non-official language at home, plus one segment with a significant presence of both francophones and diverse groups. Together the segments help decision makers understand what consumers are buying, doing and thinking to anticipate their marketplace behaviour.

HOW IT'S USED



To find new retail locations based on where PRIZM Spectra target groups are present during working hours.



Grow your brand by finding the PRIZM Spectra segments that present the greatest opportunities.



Develop advertising strategies to reach your best segments in a different trade area.

SAMPLE QUESTIONS IT CAN ANSWER

- What types of consumers are buying my products? How can I grow my brand with these consumers?
- How are the PRIZM Spectra profiles of my customers different from my competitors?
- Which segments have the best response rates to my marketing campaigns?
- Who are my best shoppers? Where can I find potential store locations with a similar PRIZM profile?