

DATA VINTAGE

2020

SURVEY EDITION

2019

SURVEY SAMPLE SIZE

10,592

BASE LEVEL GEOGRAPHY

Postal code

VARIABLES

243

To view the complete list of variables please visit:

environicsanalytics.com/en-ca/variables

WHAT IT IS

PRIZM is linked to Environics SocialValues, the only truly psychographic data built into a segmentation system in Canada. Every year since 1983, scientists at our sister company, Environics Research, have conducted a nationwide survey that measures human motivation and social relations, employing advanced techniques to understand the mindset of Canadians. The resulting SocialValues dataset, based on more than 10K respondents, measures 95 values and 147 attitudes—such as importance of price, attraction to nature and ecological lifestyle—to help users determine the mindset of their customers to better reach and serve them. With the SocialValues dataset, users will understand what matters most to their customers and how it affects the purchases they make—helping businesses and not-for-profits develop communications and merchandising strategies that speak to their customers’ concerns and worldview.

HOW IT'S USED



An automotive company looking to promote a new hybrid vehicle can use SocialValues to identify neighbourhoods within a trade area that are more likely to contain environmentally-conscious consumers.



Telecom companies can distinguish between their “price-sensitive” customers and their “technology minded” customers to more effectively target marketing efforts for their new online services.



A SocialValues-based analysis of a company’s PRIZM target groups can help marketers understand what motivates the purchasing decisions of their different customer groups. These differences in motivation can help users create messaging that resonates with their customers

SAMPLE QUESTIONS IT CAN ANSWER

- Compared to the general population, what are the key Social Values driving decision-making within my target groups?
- What neighbourhoods, within my trade area, exhibit a strong confidence in advertising?
- Where can I find neighbourhoods that place a high value on community involvement?
- Which PRIZM segments score high for both national pride and enthusiasm for new technology?
- How important are brand, price and ethical consumerism when my customers make product/service choices?