

## DATA VINTAGE

2019

## BASE LEVEL GEOGRAPHY

Postal code\*

\*Dissemination area level geoprofiles and licences are available by request.

## SEGMENTS

68

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

## WHAT IT IS

PRIZM is the latest release of our pioneering segmentation system that classifies Canada's neighbourhoods into 68 unique lifestyle types. Continuing with methodology that integrates geographic, demographic and psychographic data, PRIZM incorporates the latest authoritative data from nearly a dozen demographic, marketing and media sources to help you better analyze and understand your customers and markets.

PRIZM consists of 68 segments that capture current demographics, lifestyles, consumer behaviour and settlement patterns in Canada. Highlighting key demographic trends like an aging population, increasing cultural diversity, more urban lifestyles and a new baby boom, these 68 lifestyle types include 14 boomer segments and almost as many dominated by millennials—each with its own unique profile.

PRIZM reflects Canada's cultural diversity. It includes 16 francophone segments, 16 segments with large numbers of immigrants, visible minorities or members who speak a non-official language at home and one with a significant presence of Francophones and diverse groups.

Together the segments help decision-makers understand what consumers are buying, doing and thinking, so they can anticipate their marketplace behaviour.

## HOW IT'S USED



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



Banks and insurance companies can link PRIZM 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 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?
- Which PRIZM segments are found within my trade area?
- How are the PRIZM profiles of my best customers different from the rest of my customers?
- How can I use my target groups to find new customers?
- Which segments have the best response rates to my mail campaigns?