

DATA VINTAGE

2019

BASE LEVEL GEOGRAPHY

Postal code*

*Dissemination area level GeoProfiles and licences are available by request.

SEGMENTS

58

To view the complete list of variables please visit:
environicsanalytics.com/en-cq/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 28 urban, 15 suburban, six exurban, six rural and three town 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 16 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 58 segments that capture Quebec's current demographics, lifestyles, consumer behaviour and settlement patterns. The 58 segments are divided into 18 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.

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?