

# Demographic Trends, New PRIZM Segmentation and 2020 Data Update Information



Environics Analytics  
@EnvironicsA

# Today's Presenters



**Sandra James**  
Vice President,  
Data Development

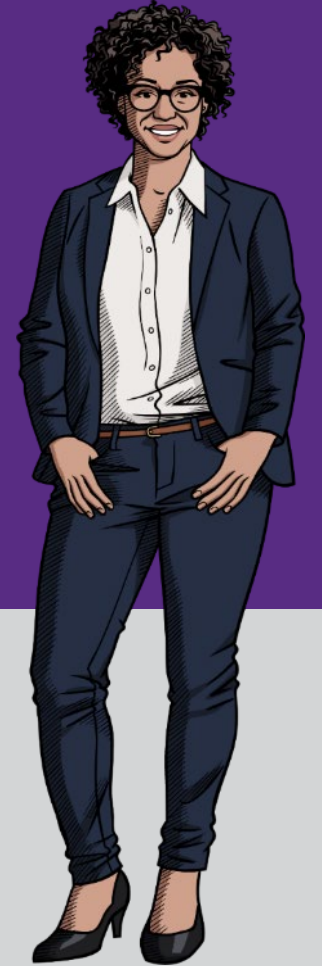


**Danny Heuman**  
Chief Analytics Officer



**Peter Pavlakidis**  
Vice President,  
Data Product Management

# Demographic Trends in Canada



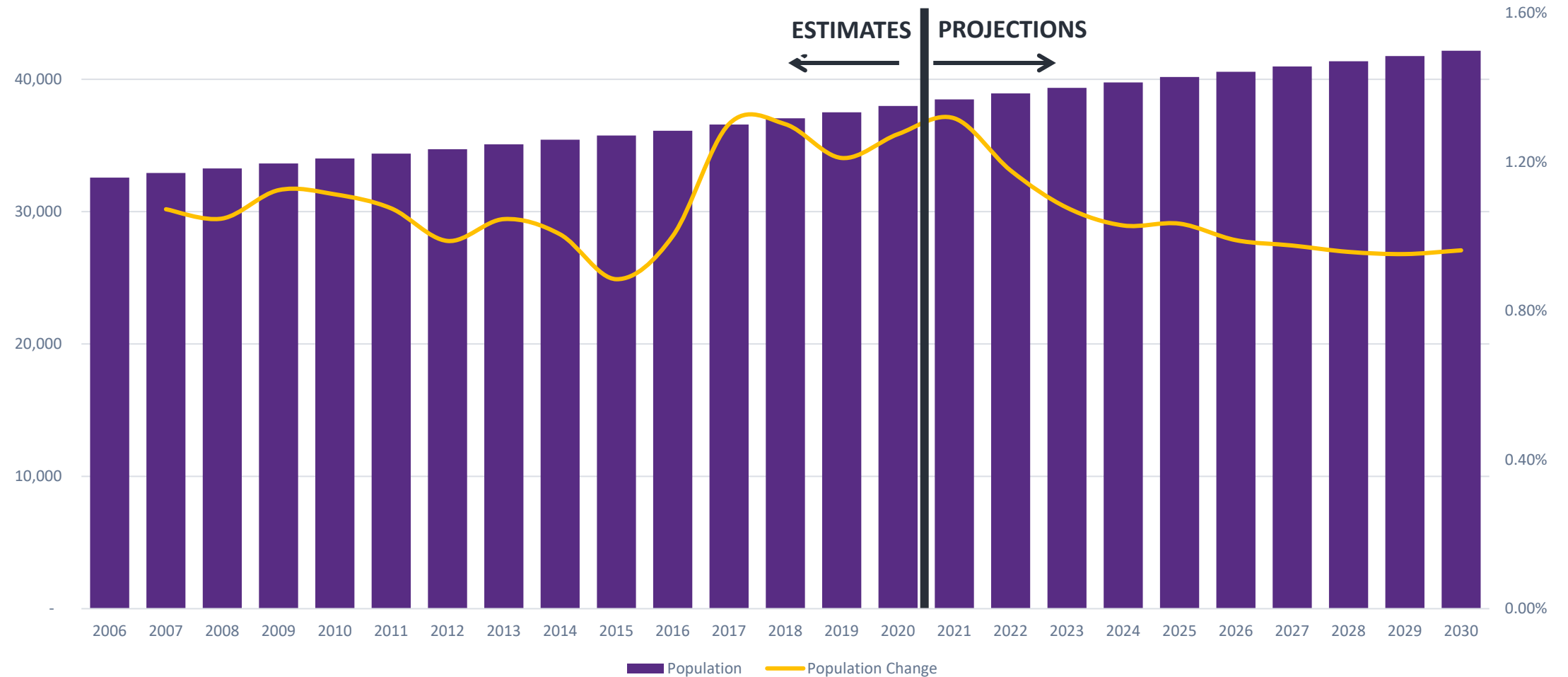
# Demographic Trends Topics

- Population Trends in Canada
- Provincial and Regional Trends
- Mid-Sized Cities
- Millennials and PRIZM
- Economic Outlook

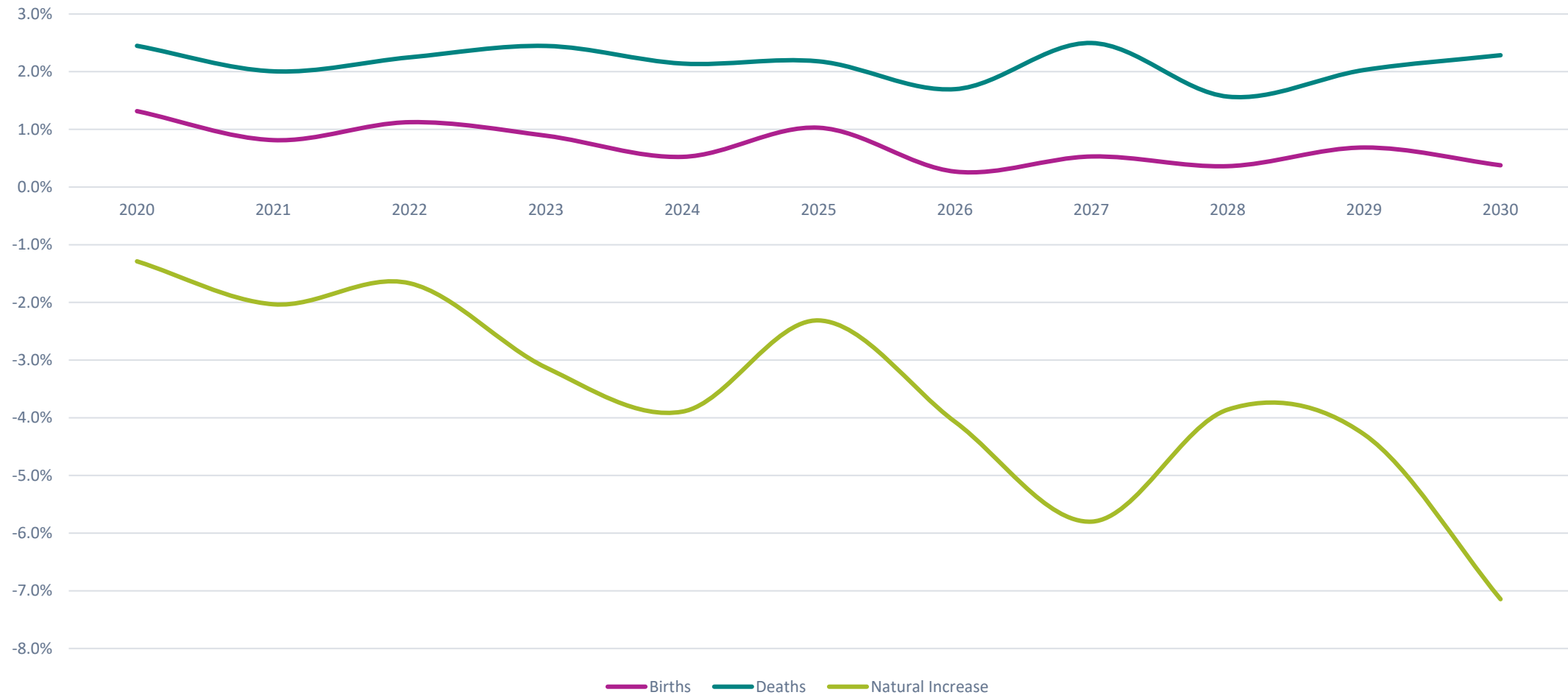


# Population Trends

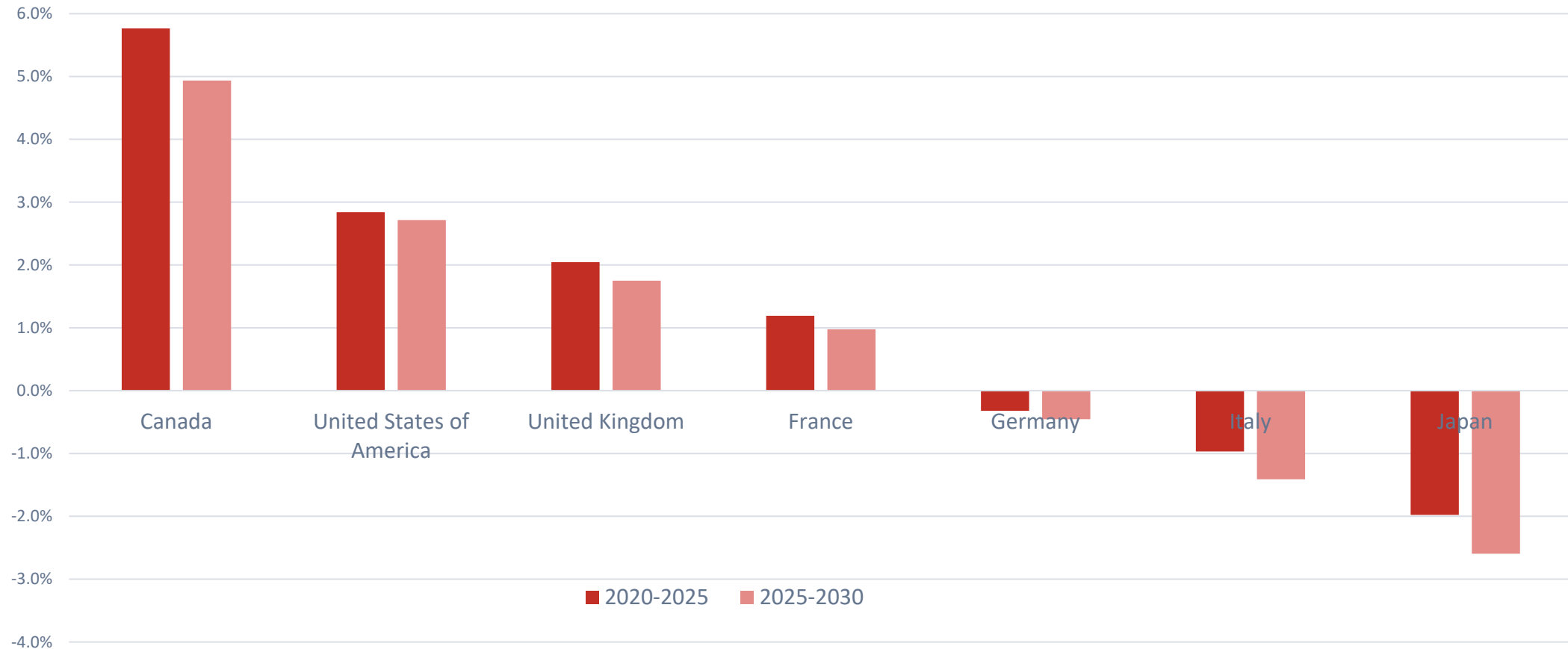
# Population Trends in Canada



# Natural Increase Declining



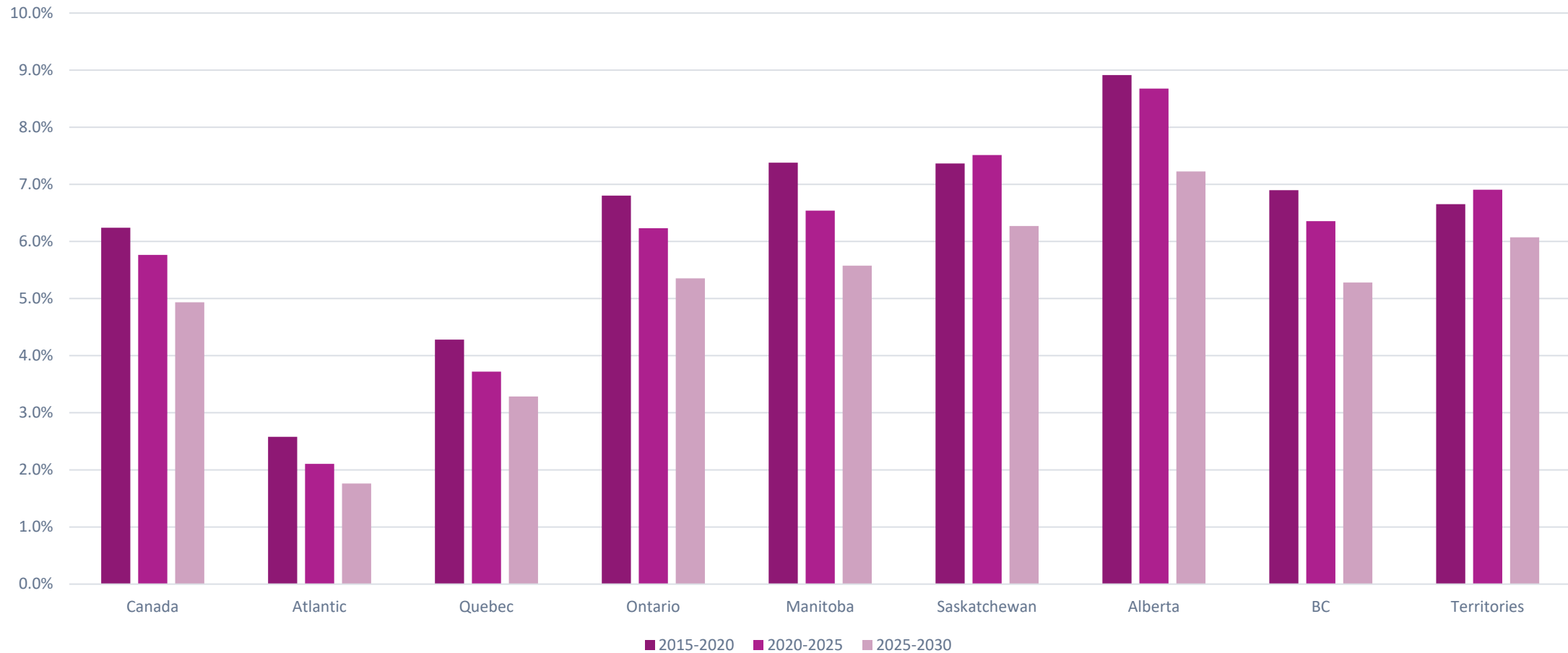
# Canada Fastest Growing G7 Country



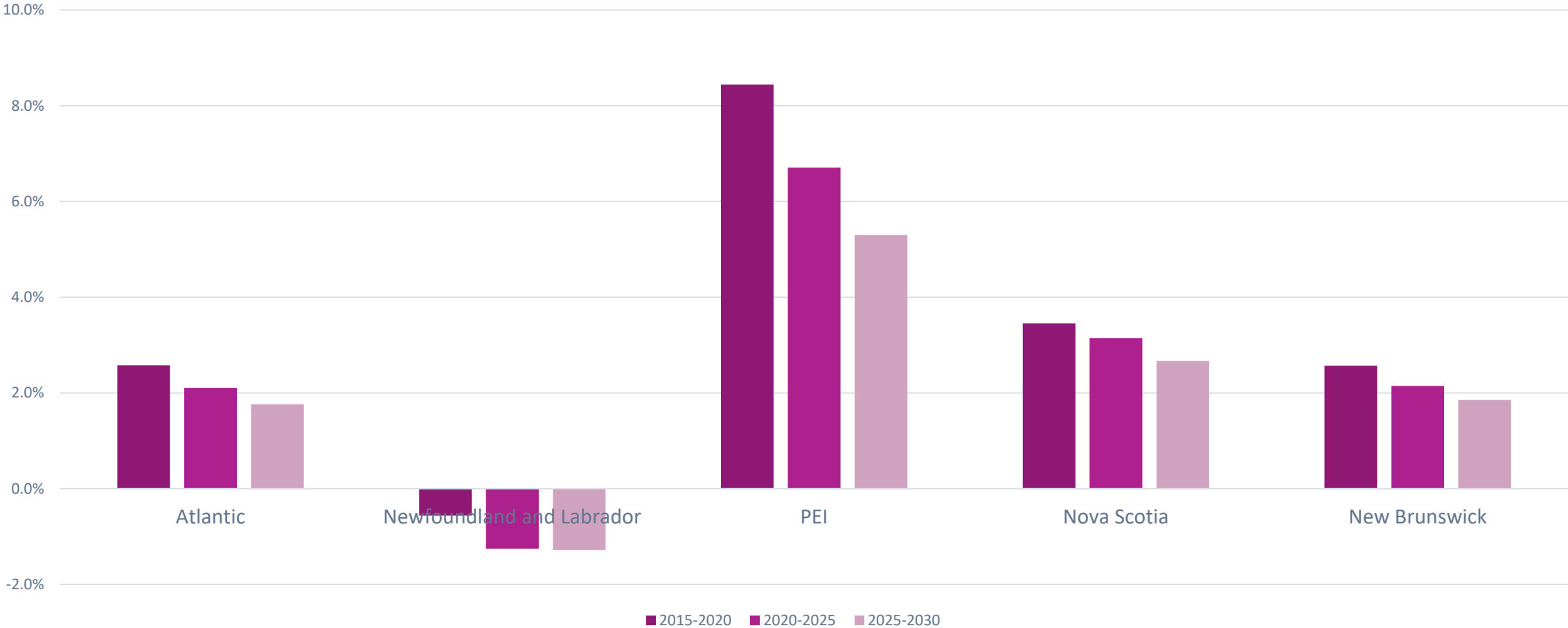
Source: United Nations, Department of Economic and Social Affairs Population Dynamics, 2019

# Provincial and Regional Trends

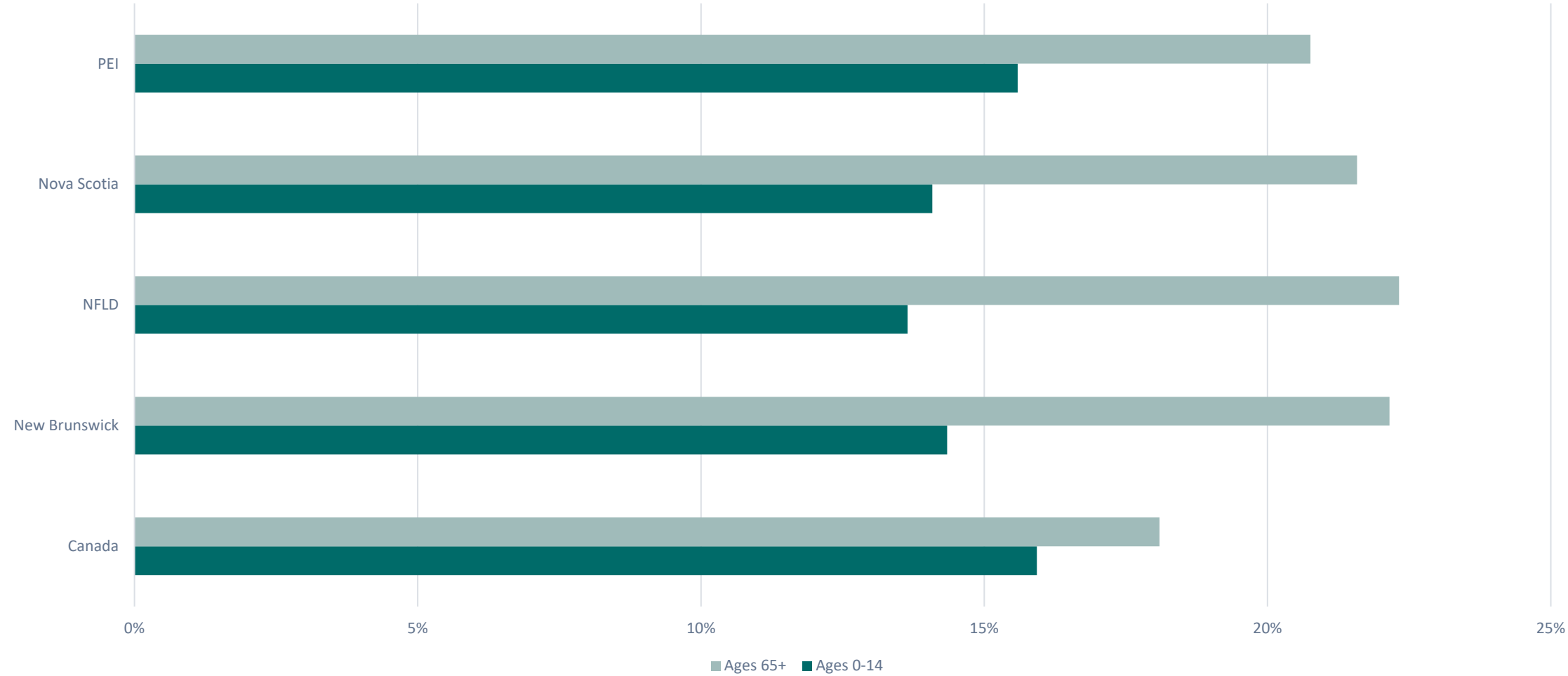
# 5- and 10-Year Population Changes: Provinces



# Atlantic: PEI Saw Highest Growth

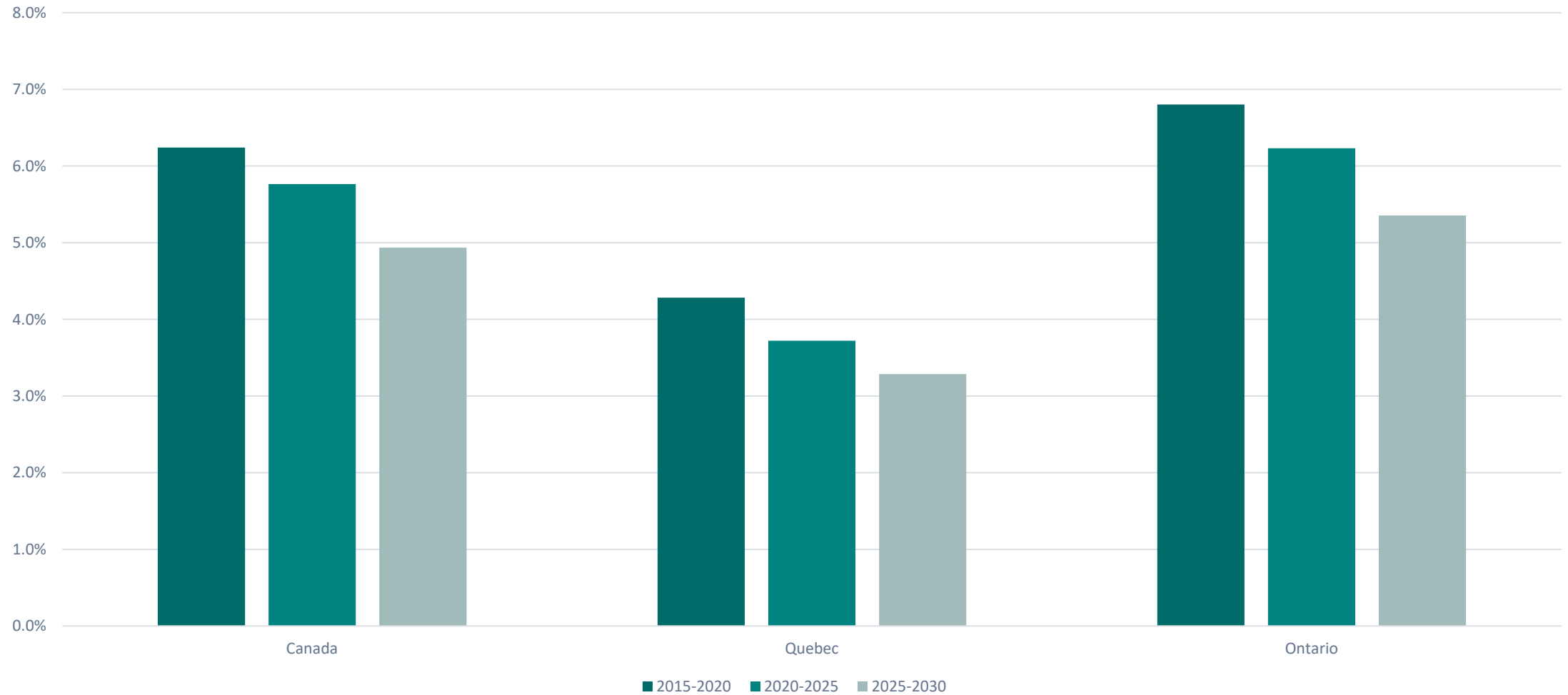


# Atlantic: Older Population

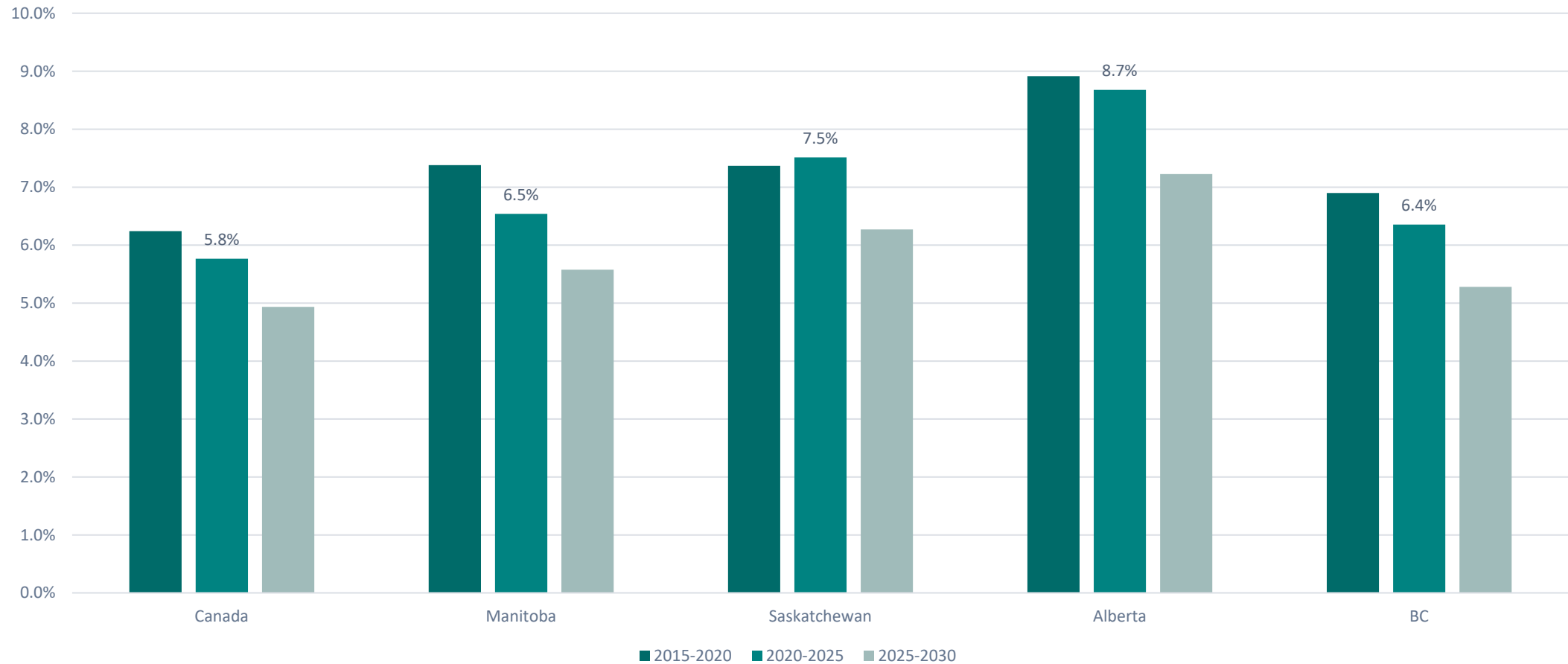




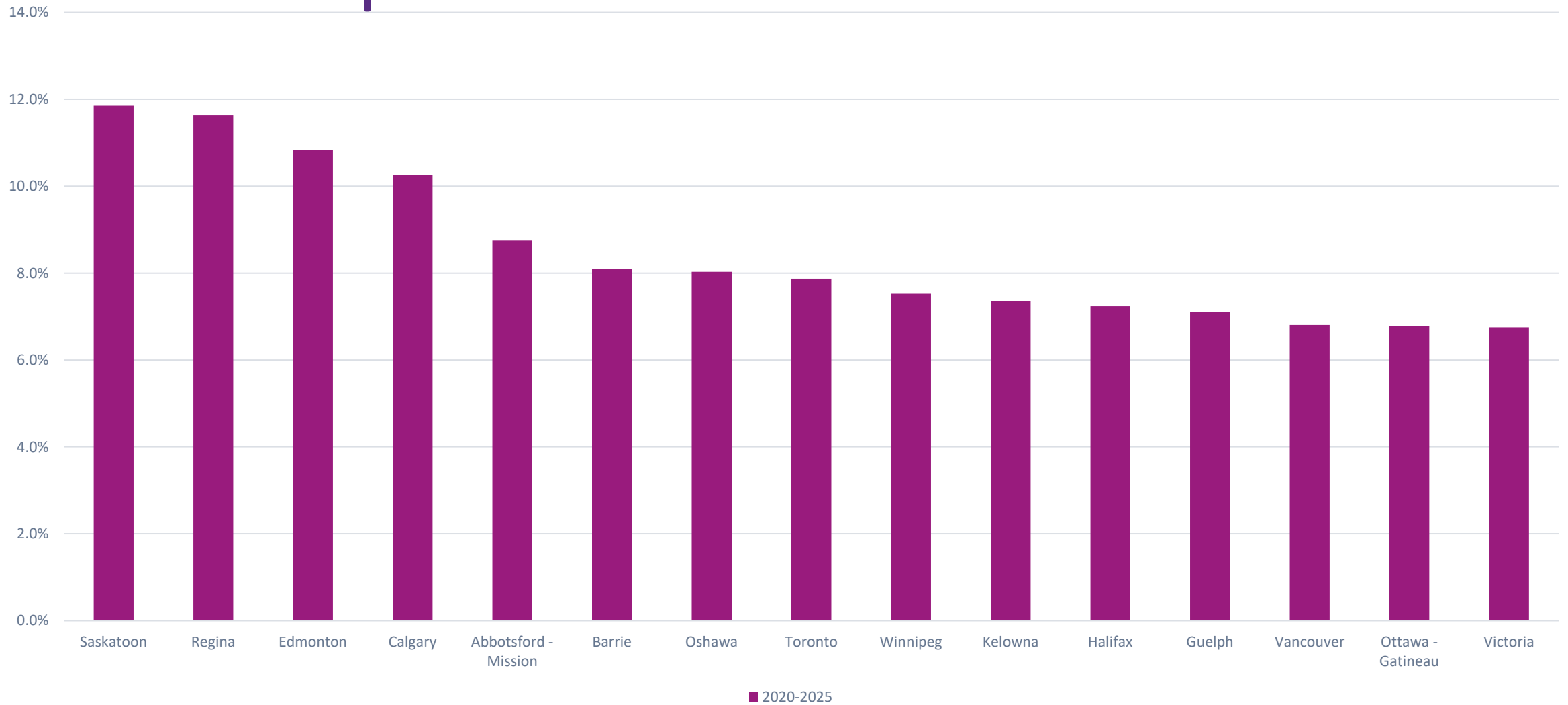
# Central Provinces: Ontario & Quebec



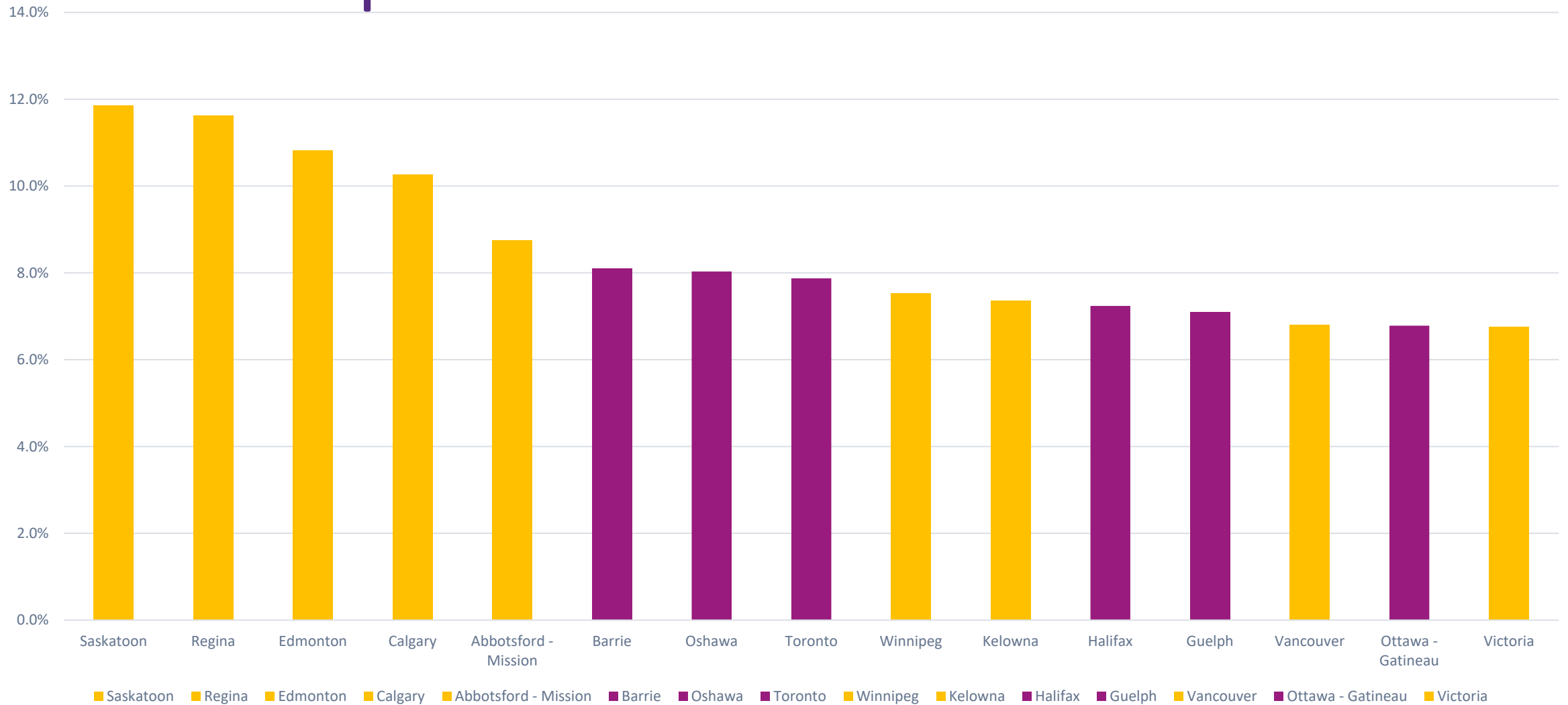
# Western Provinces



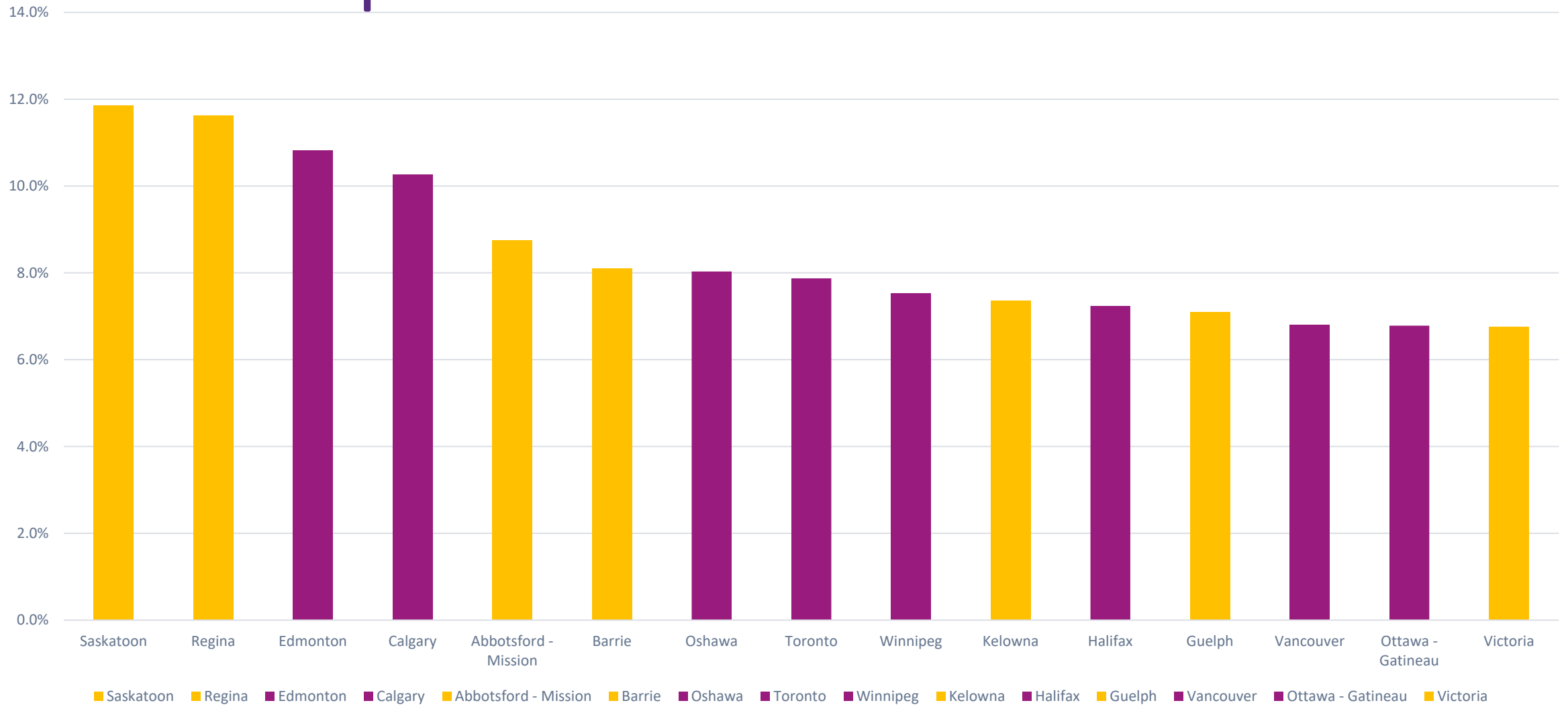
# 5-Year Population Growth: CMAs



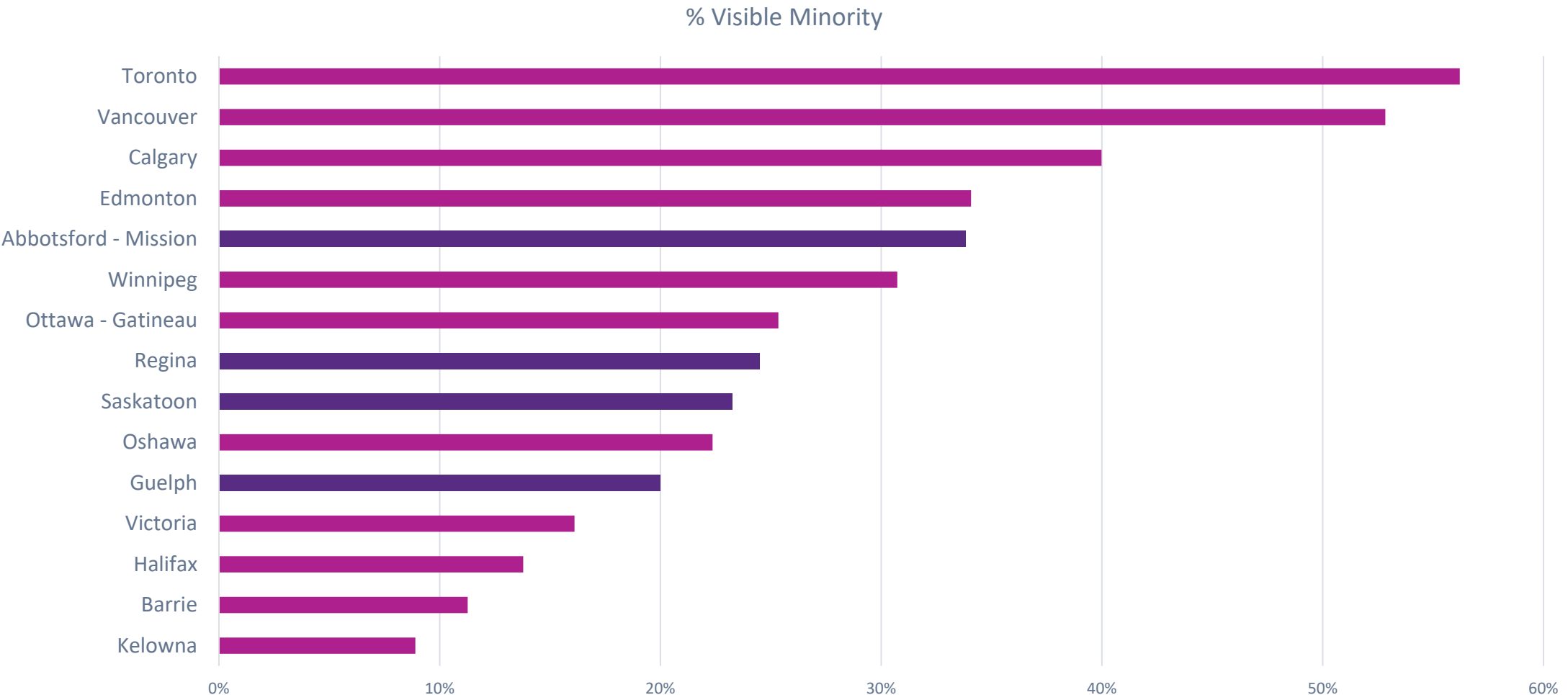
# 5-Year Population Growth: Growth in West



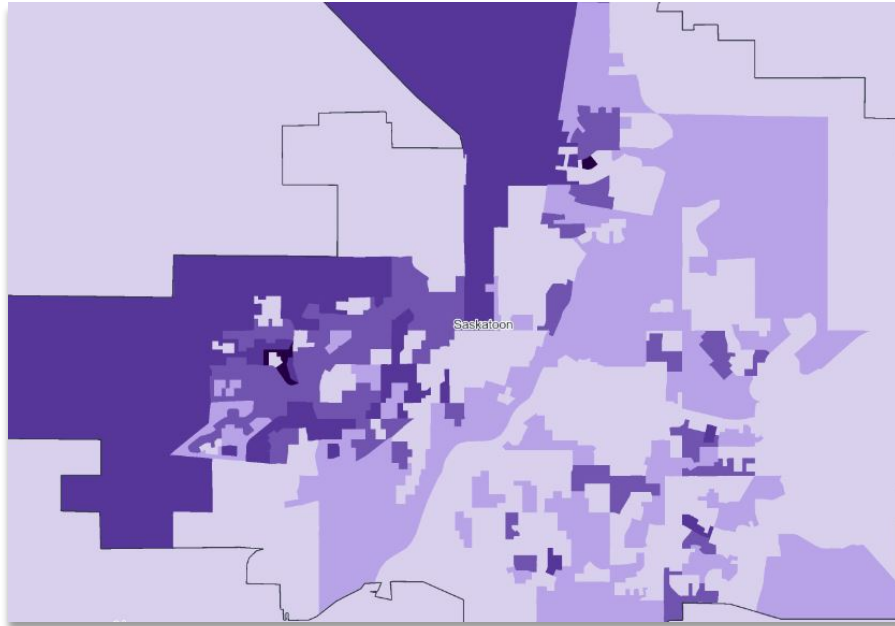
# 5-Year Population Growth: Mid-Sized Cities



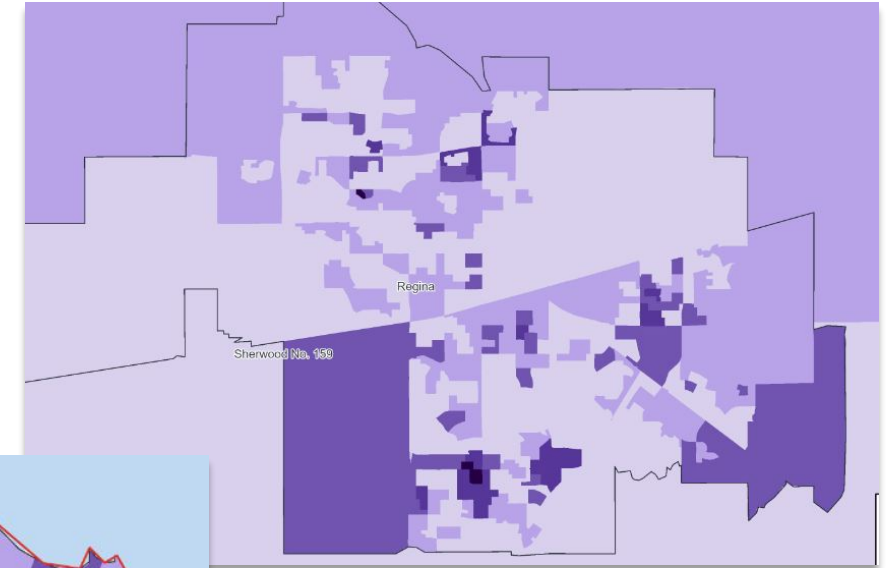
# Visible Minorities in Mid-Sized Cities



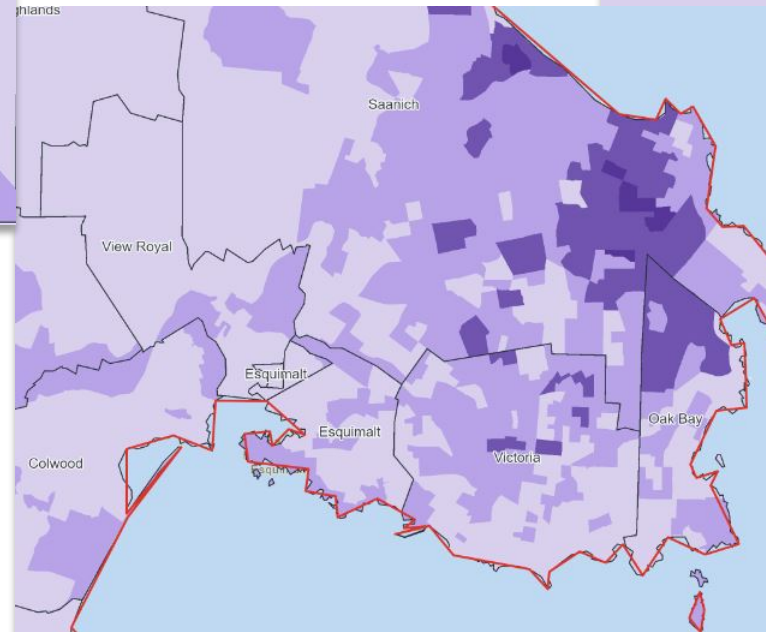
# Diversity in Medium Sized Cities



Filipinos in Saskatoon



South Asians  
in Regina

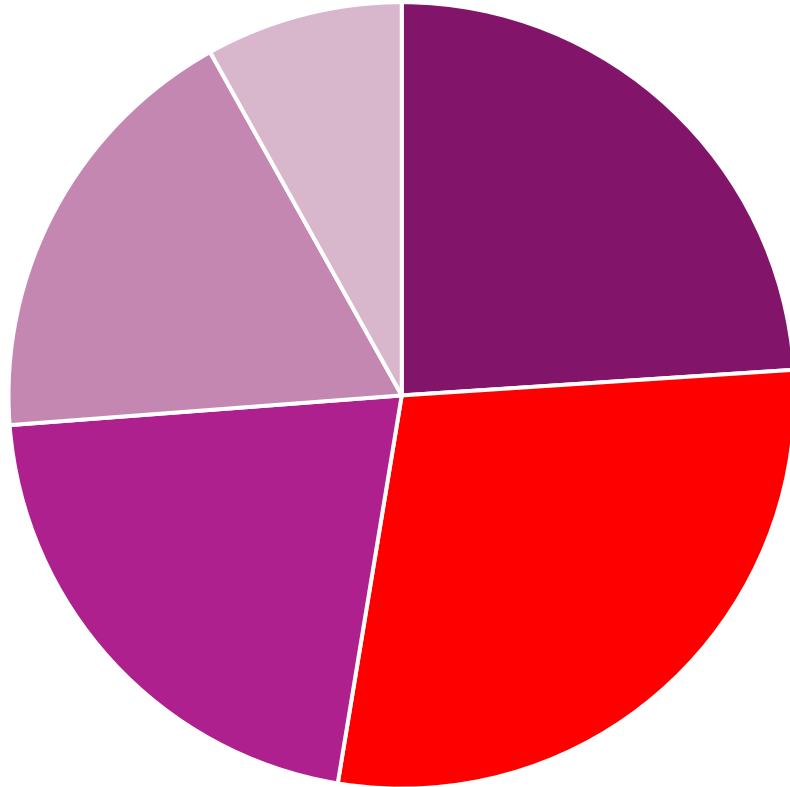


Chinese in  
Victoria

# Millennials and PRIZM



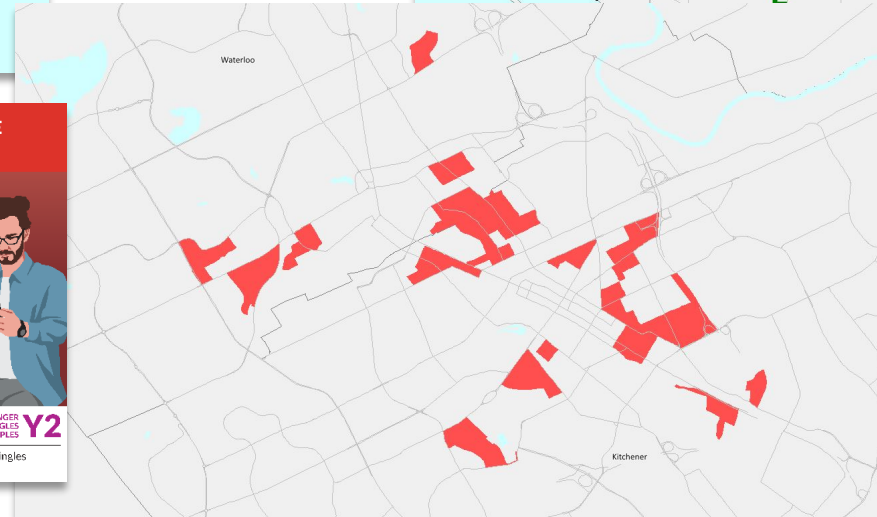
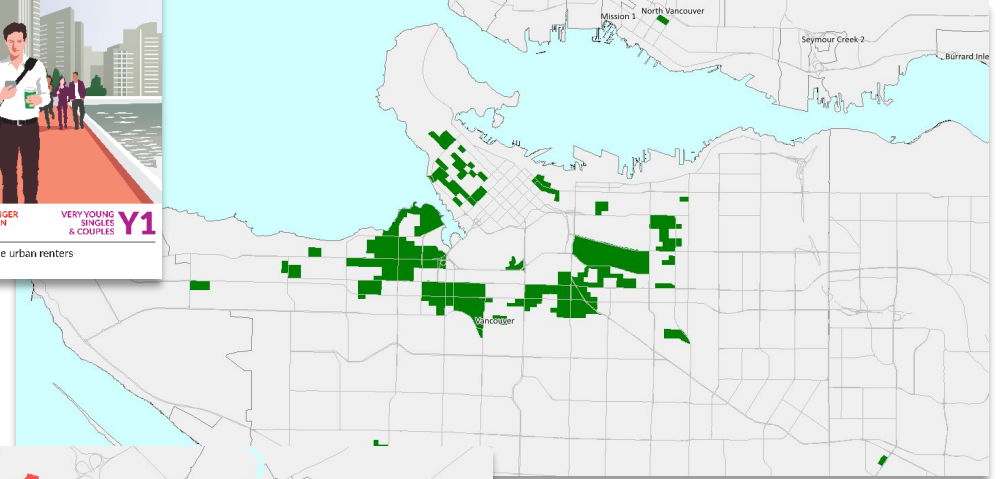
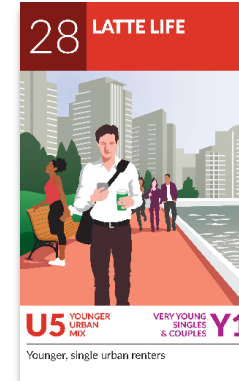
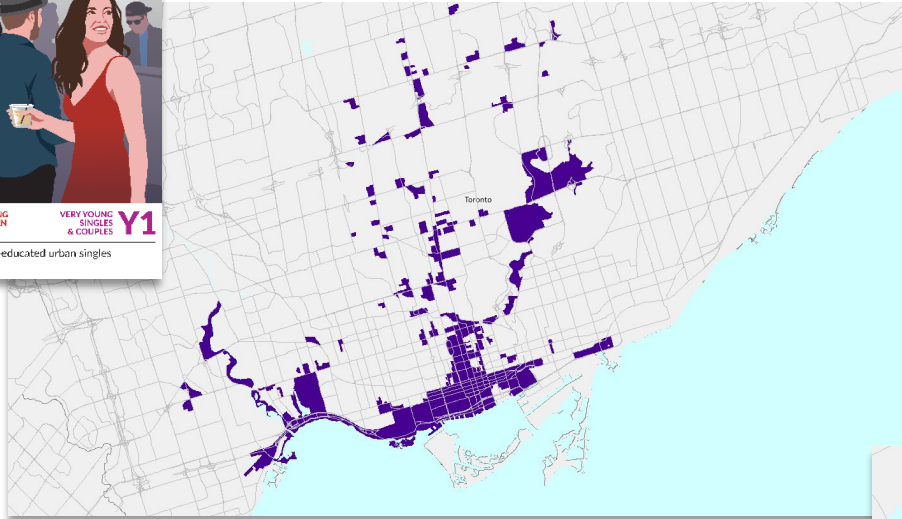
# Millennials



■ Gen Z ■ Millenials ■ Gen X ■ Boomers ■ Silent Generation



# Canada's Millennials: PRIZM



# Canada's Millennials: PRIZM



INCOMES

\$124,418

DWELLING TYPE

Apartments

EDUCATION

University

LEISURE

Gourmet Cooking  
Yoga/Pilates  
Jazz Concerts

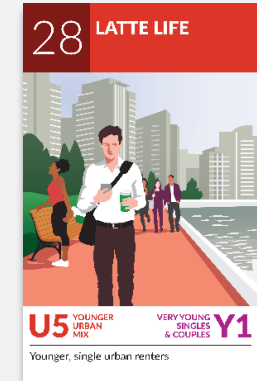


\$109,922

Low Rise Apt/Semi/Duplex

University

Bird Watching  
Ice Skating  
Live Theatre



\$91,040

Apartments

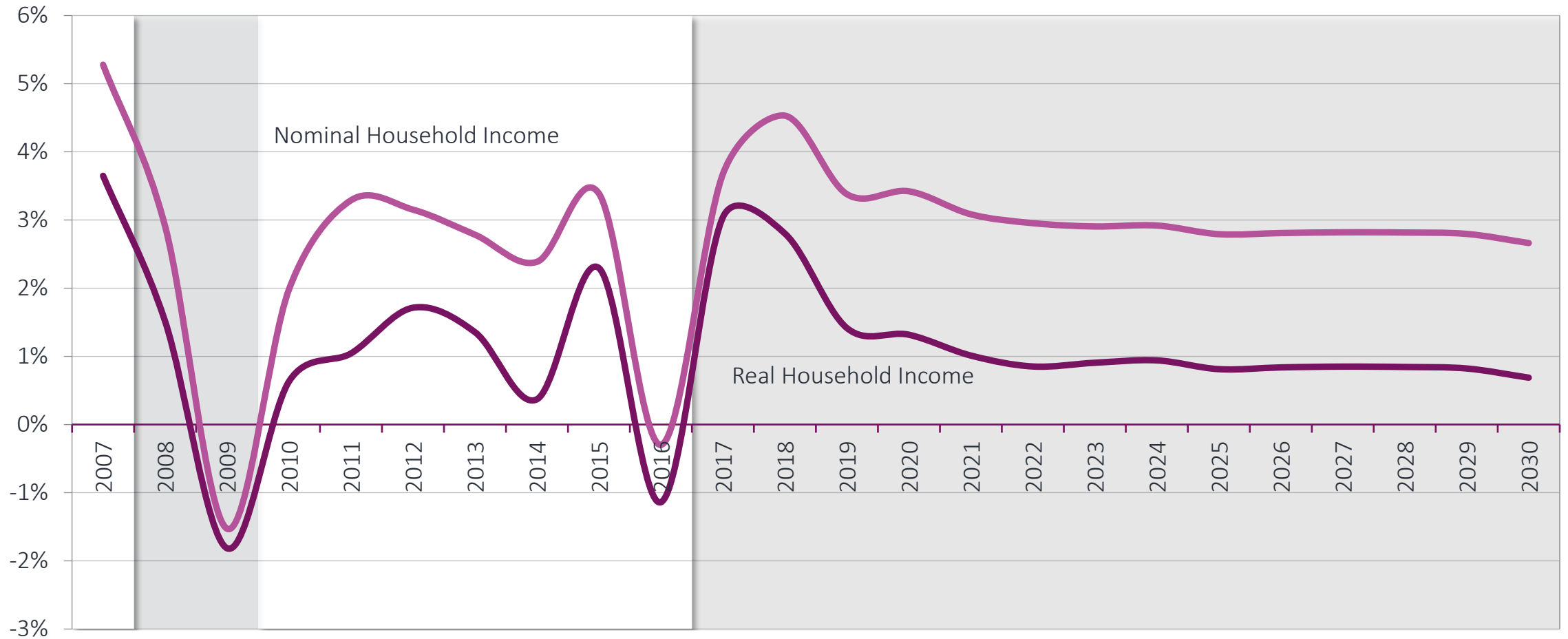
University

Health Clubs  
Gourmet Cooking  
Hockey Games

The image features a large, stylized red maple leaf centered on a dark red background. Overlaid on the leaf is a white line graph that starts at the bottom left, moves up, then down, and finally up again towards the top right, ending in an arrowhead. The background is filled with faint, semi-transparent financial candlestick charts in various colors (blue, red, green, black).

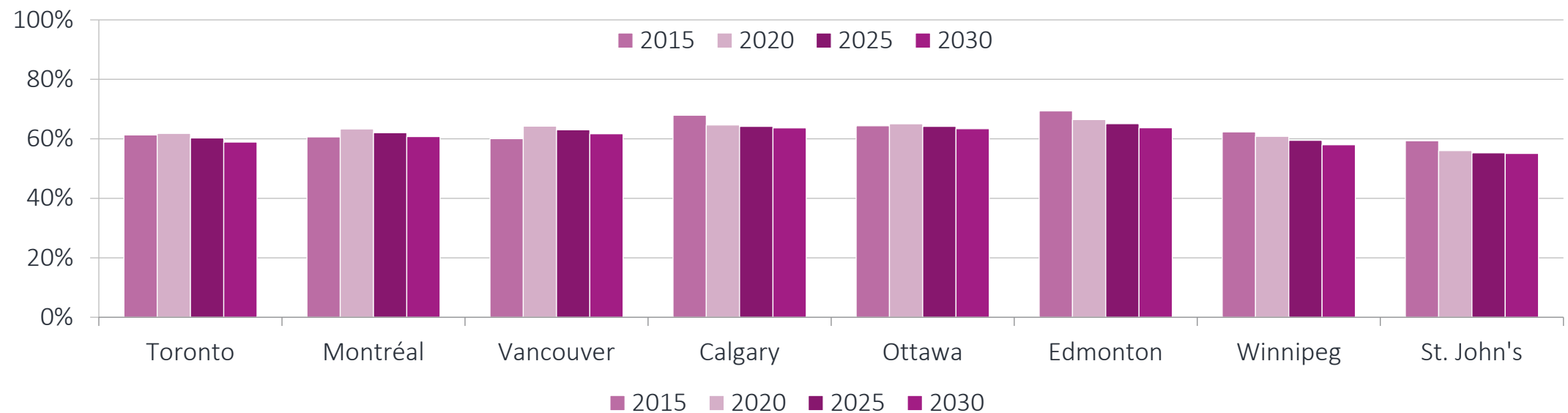
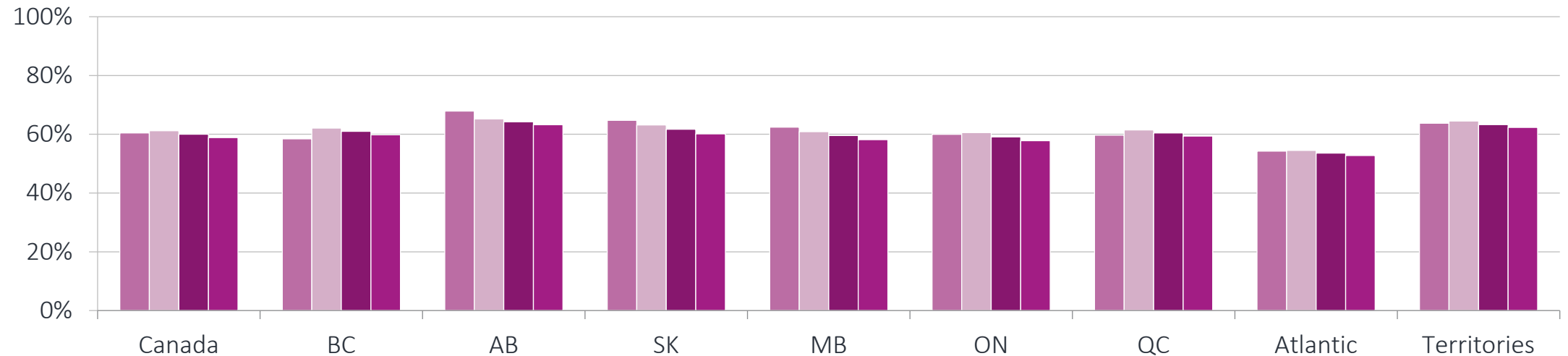
# Canada's Economy

# National Household Income Trends

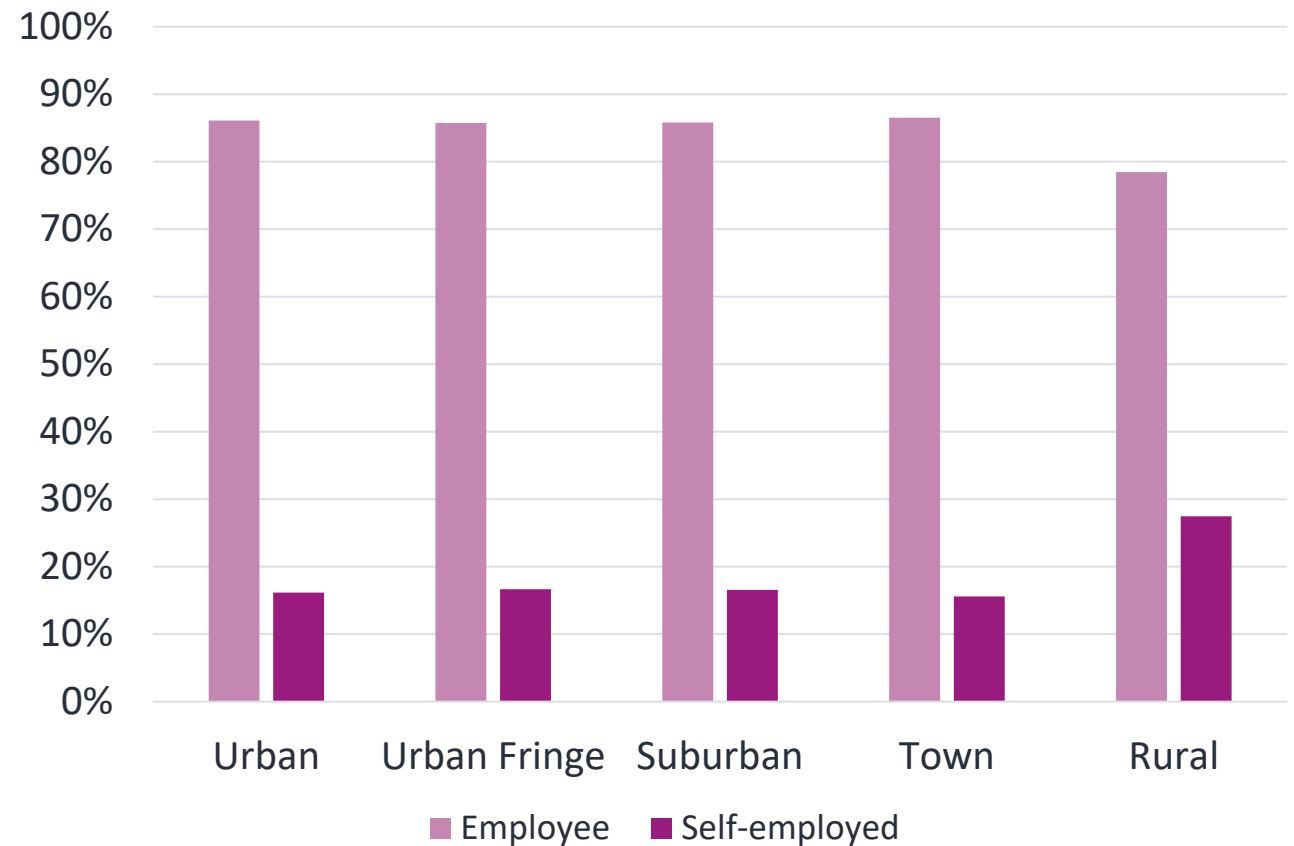
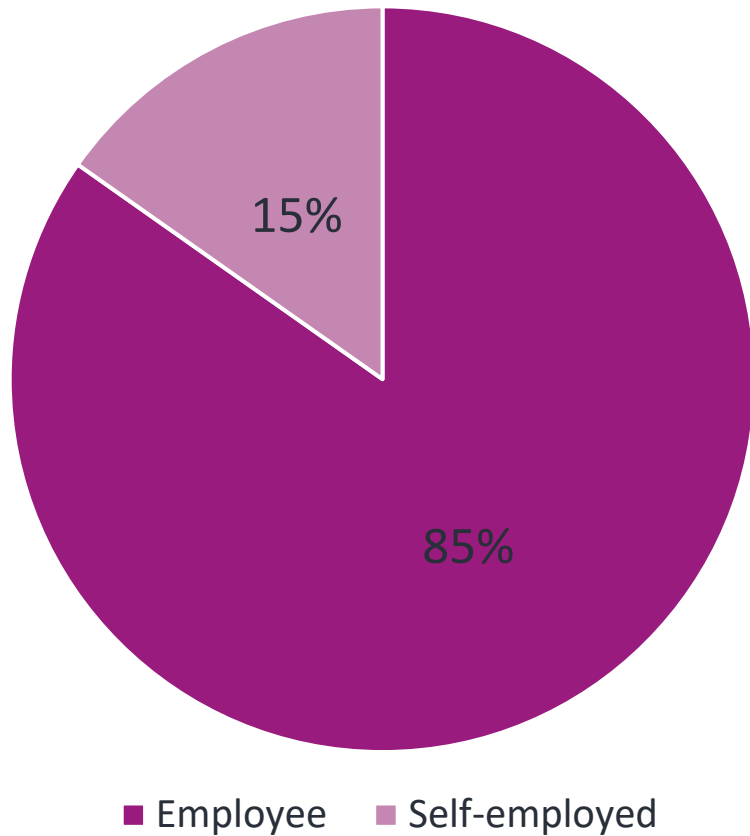




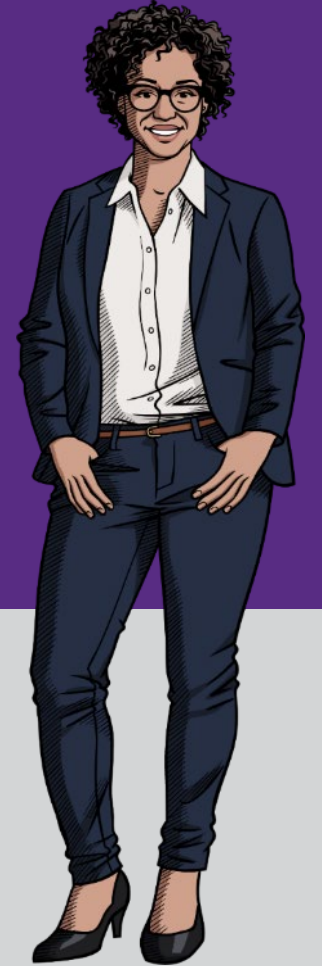
# 5-Year Employment Changes



# Class of Worker 2020 Highlights

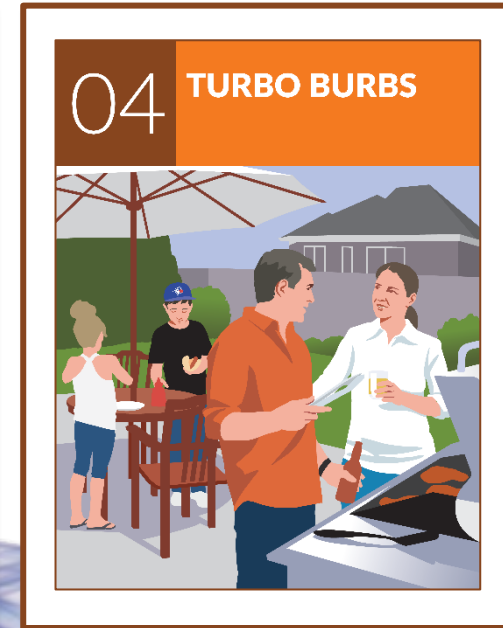
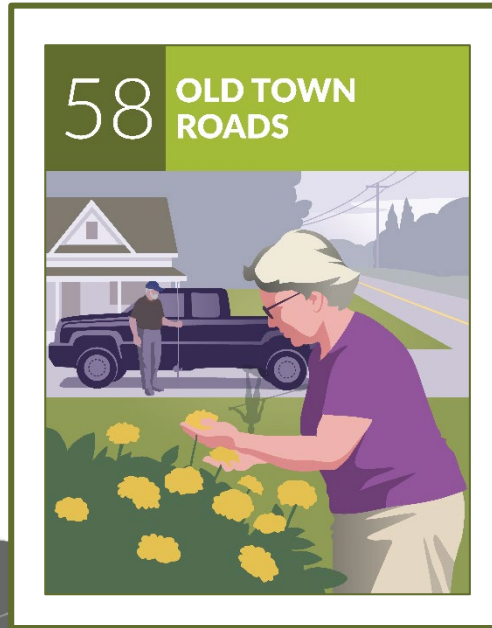
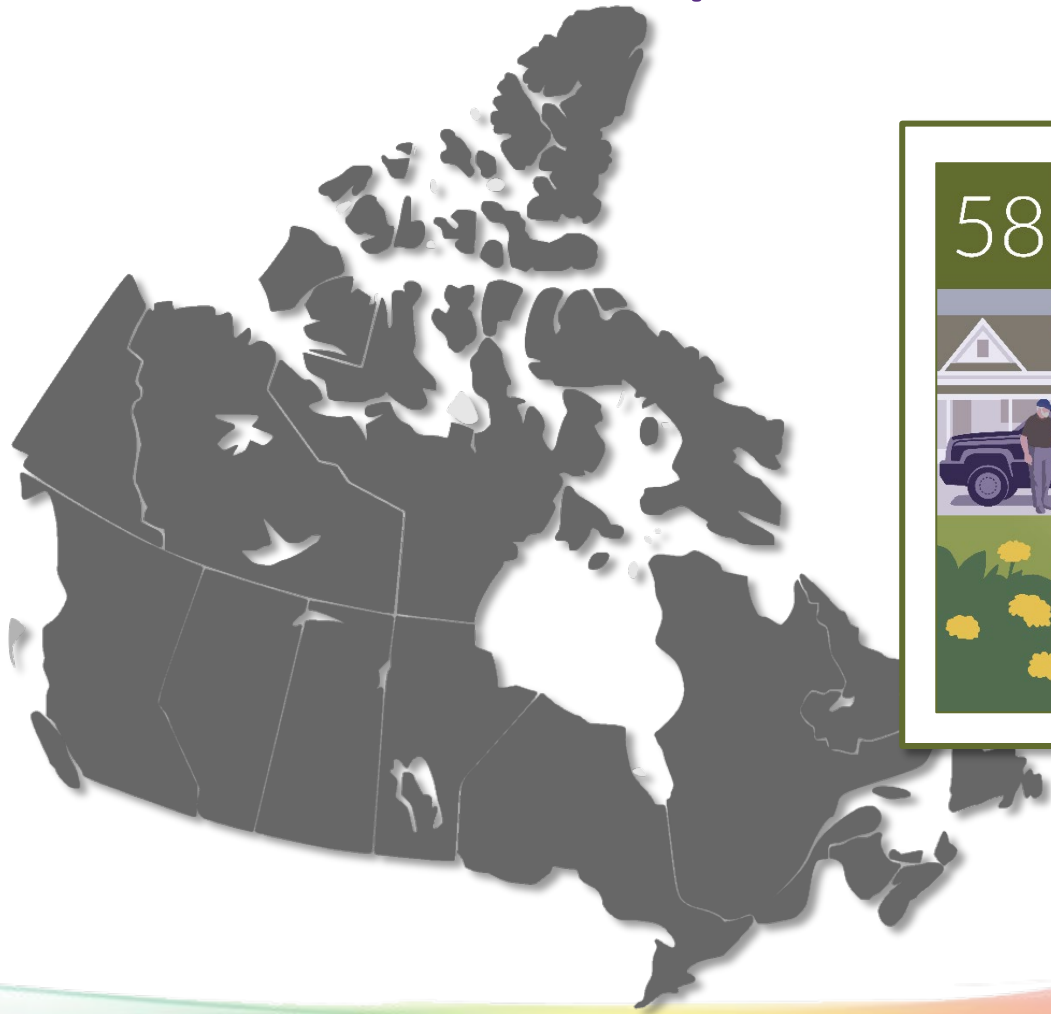


# New PRIZM Segmentation System

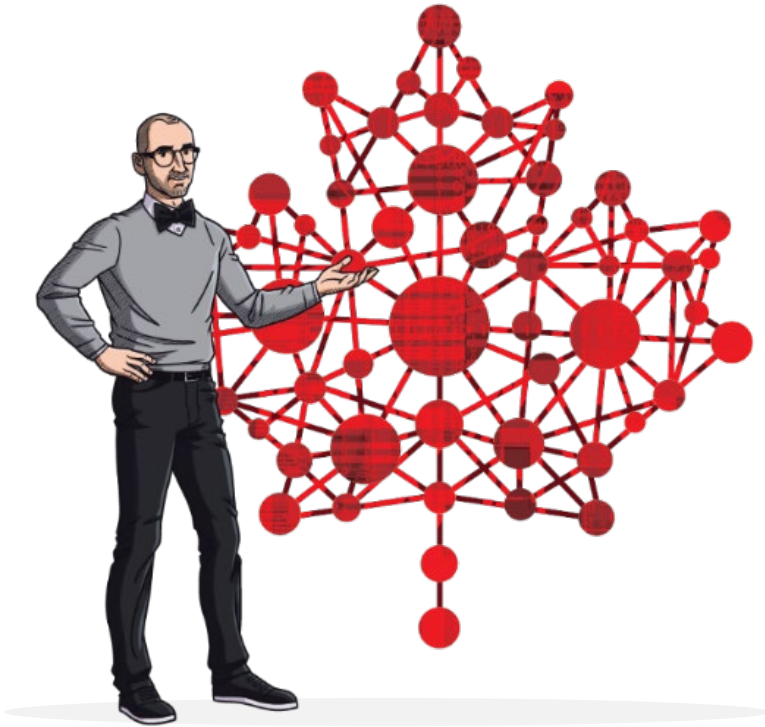




# A Fresh Perspective



# Why a Rebuild for 2020?



Canada continues to change and evolve  
*Significant changes in neighbourhoods  
generally require updating every 10 years*

# PRIZM at a Glance



PRIZM

67

Unique Segments

14

Francophone Segments

19

Diverse Segments

750,000+

Postal Codes in Canada

Socio Economic Status  
Indicator (SESI)

07

MATURE  
& SECURE

Segment Name



Segment Picture

Social Group

F1

UPSCALE  
URBAN  
FRINGE

OLDER FAMILIES  
& EMPTY NESTS

M1

Lifestage Group

Older and mature upscale city dwellers

ENVIRONICS  
ANALYTICS

# Some Questions It Helps Answer

Which PRIZM segments are found within my trade area?

What are the best channels to reach different subsets of consumers or citizens?

Who are my best customers? Where do I have new and emerging opportunities?

How has the PRIZM profile of my customers changed pre versus post-COVID-19?



# Getting it Right: Building PRIZM from the ground up

# Great Data Make a Great System



DEMOGRAPHIC



PSYCHOGRAPHIC



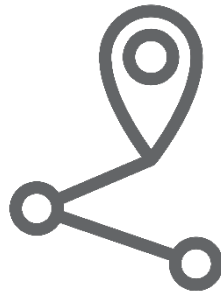
SHOPPING



LEISURE



FINANCIAL



GEOGRAPHIC

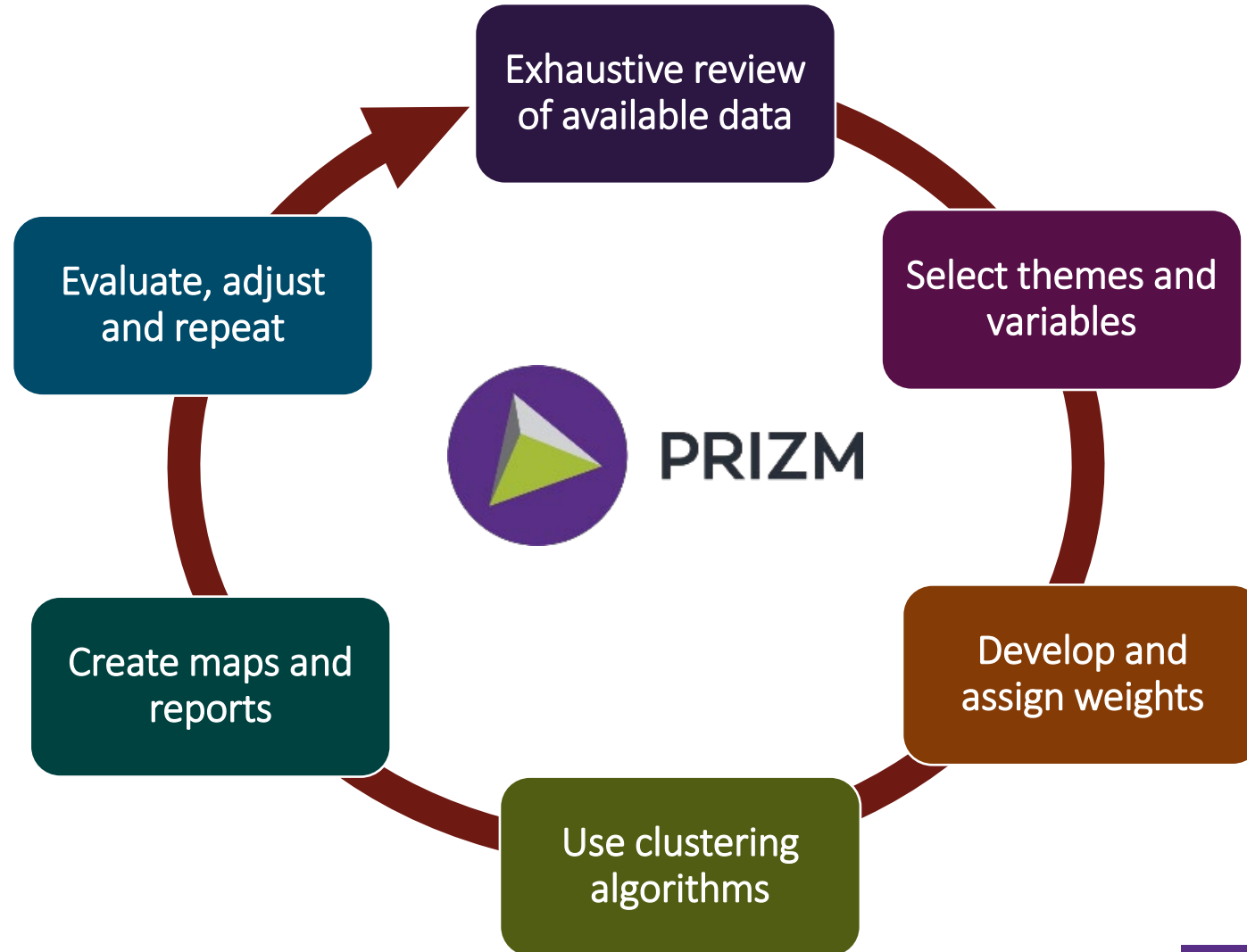


MEDIA



MOTIVATORS

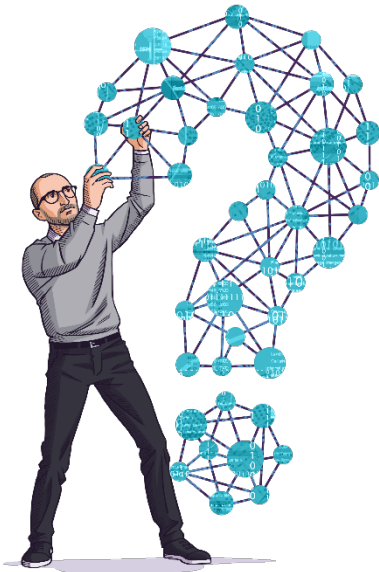
# Rigorous Development Methodology



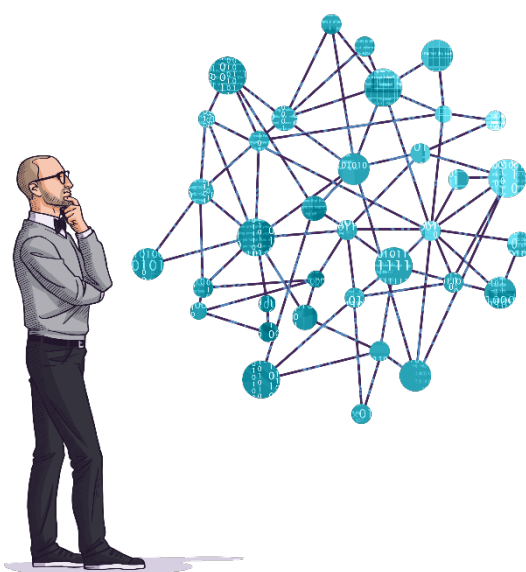
# Achieving the Best Solution



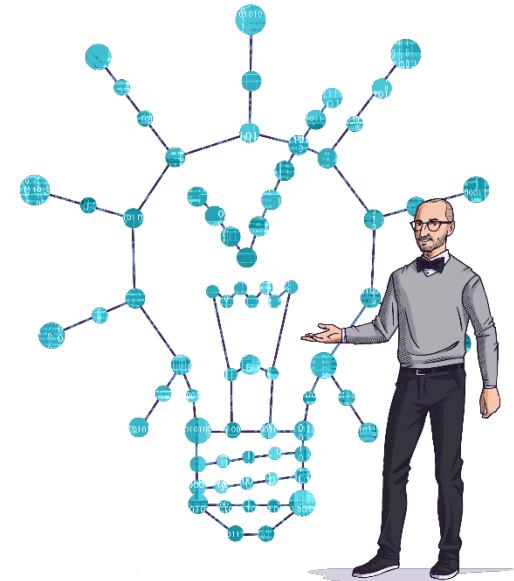
Choosing data and  
assigning weights



K-medians clustering  
algorithm



Run algorithm thousands  
of times





# Bringing Segments to Life: The Narrative

## 11 MODERN SUBURBIA

Multi-ethnic younger and middle-aged suburbanites

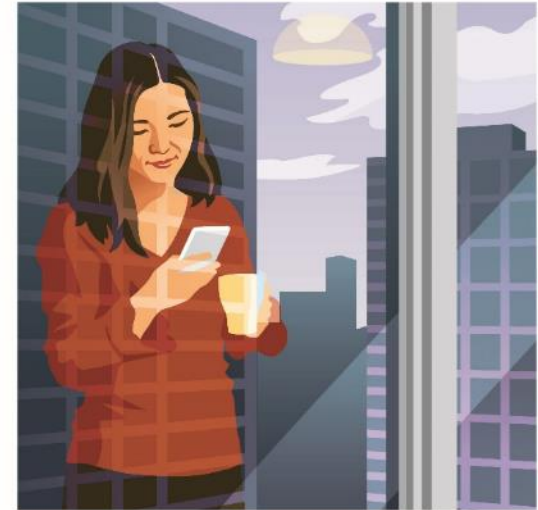
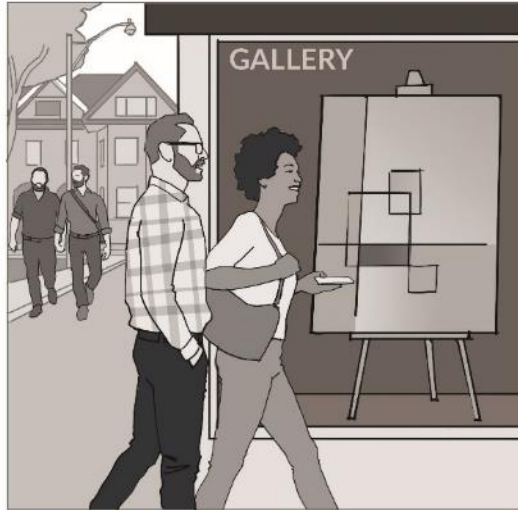
### WHO THEY ARE

With one of the highest percentages of suburban households, Modern Suburbia is a magnet for younger and middle-aged, diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia who arrived in their 20s and 30s and have recently moved to new suburbs near large cities like Toronto, Edmonton, Calgary, Ottawa and Vancouver. More than half the population identify as visible minorities: More than twice the national average identify as Asian, and more than three times the average identify as South Asian. With their university and college educations, they earn upper-middle-class incomes from a wide range of jobs that afford them new single-family, semi-detached or row houses. And few segments are more mobile: the number of residents who have moved in the last five years is nearly 70 percent above average. Modern Suburbia members have crafted active lifestyles for their relatively large families and participate in many team sports, including basketball and hockey. For a splurge, they head to kid-friendly venues such as amusement parks, zoos and aquariums, admitting that *Attraction for Crowds* is among their strongest values.

# Bringing Segments to Life: The Imagery



Middle-aged/older Asian couple and their 25 year old daughter standing in front of duplex.



# New Segments Have Emerged



67 PRIZM segments with new names and snapshots



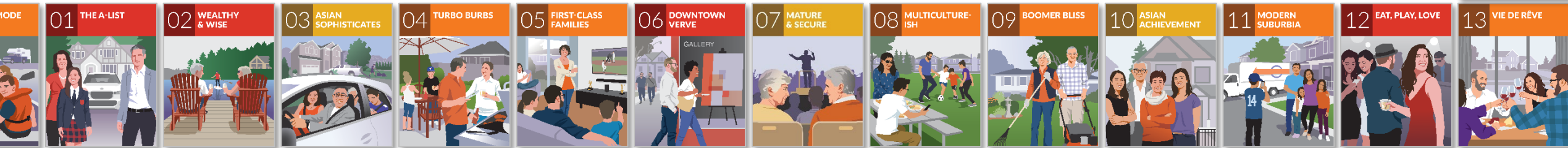
Easily identified francophone populations



Continued identification of ethnic diversity



Increased urban intensification, new Urban Fringe





# Francophone Segments



14 unique lifestyle groups



Predominantly found in Quebec, these French speaking segments span socioeconomic status' and are found in all urbanity types





## Diverse Segments



19 unique lifestyle groups



Exclusively found in and around city centres, these segments are highly culturally diverse representing the continued growth of a multicultural Canada

03 ASIAN  
SOPHISTICATES



17 ASIAN AVENUES



30 SOUTH ASIAN  
SOCIETY



55 ENCLAVES  
MULTIETHNIQUES



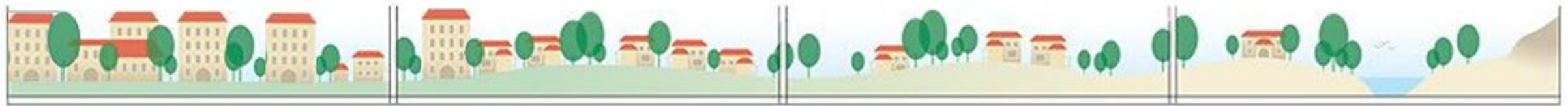
## Same Name Segments



4 unique lifestyle groups persisted from the previous PRIZM system



# Urbanity

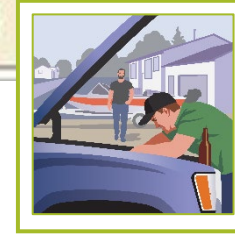
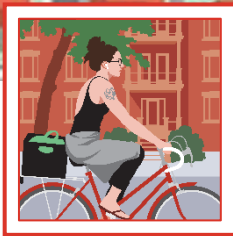
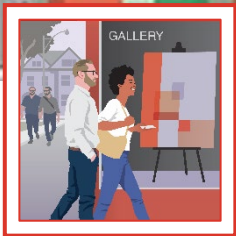


Urban

Urban Fringe

Suburban

Town & Rural





## The Urban Fringe



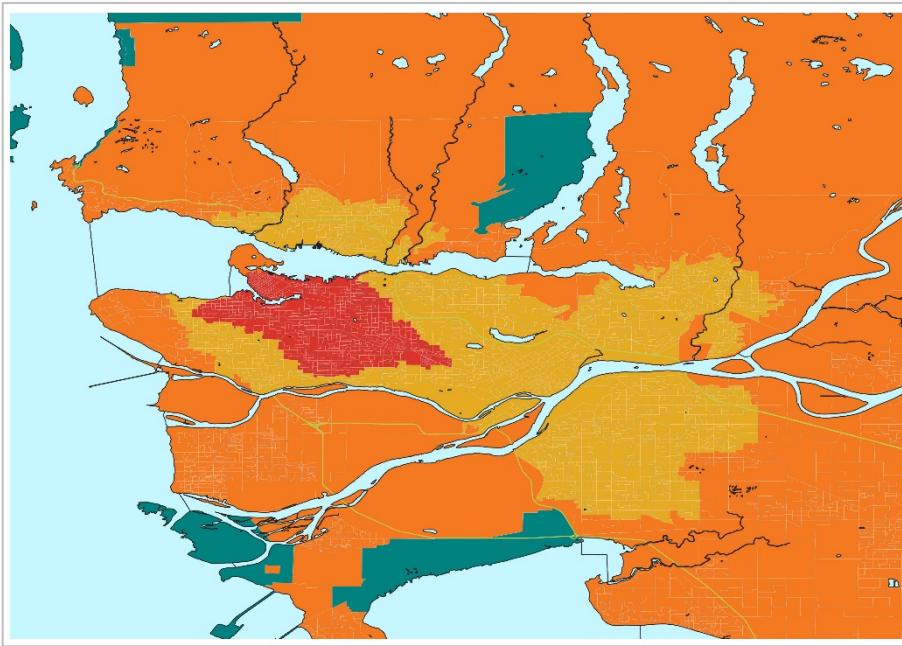
Suburban areas 30 years ago that are now much more urban as a result of intensification



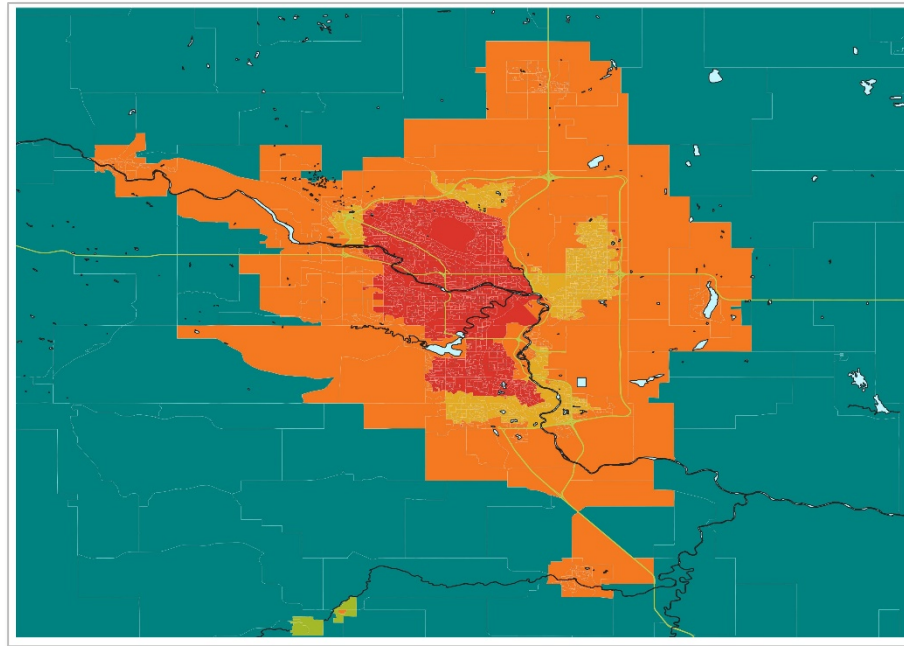
Urban Fringe households, once consisting of large families, have shrunk, as children have left home, and empty-nesting couples have aged in place



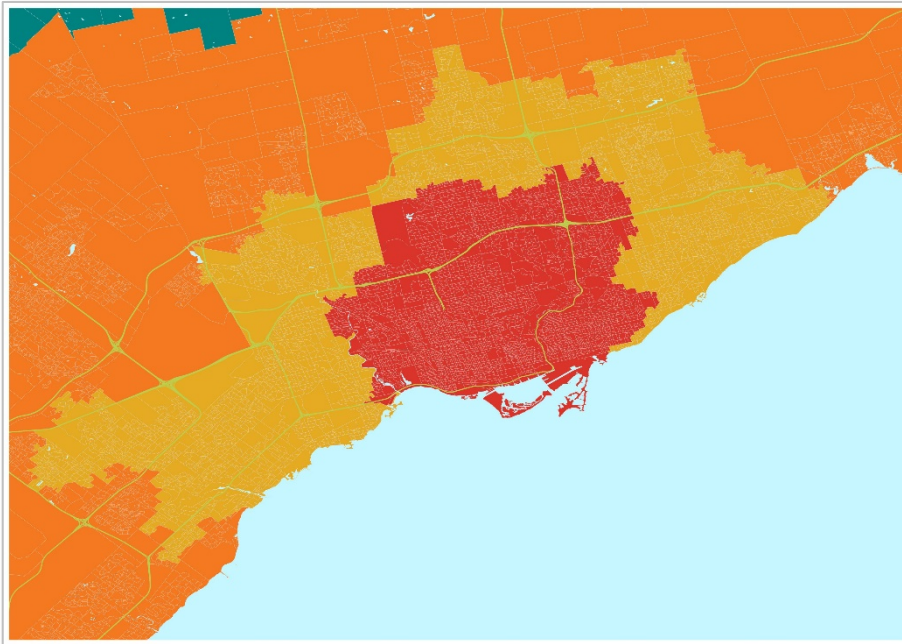
Vancouver



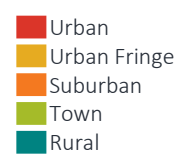
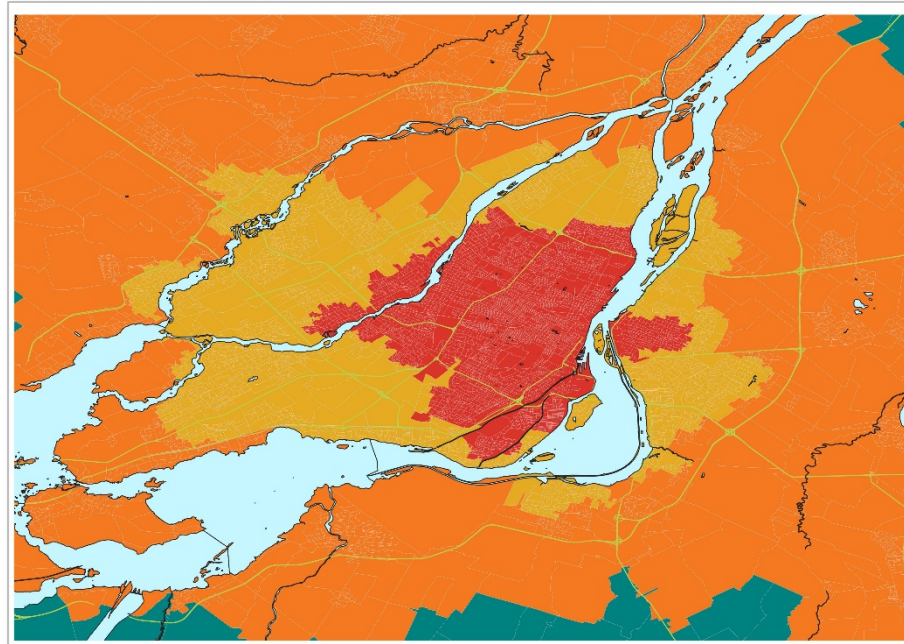
Calgary



Toronto



Montréal



# Social Group and Lifestage

## Urban

U1 - Urban Elite

U2 - Urban Older

U3 - Young Urban Core

U4 - Urban Diversity

U5 - Younger Urban Mix

U6 - Older Urban Francophone

## Younger Years

Y1 - Very Young Singles & Couples

Y2 - Younger Singles & Couples

Y3 - Young Families

## Urban Fringe

F1 - Upscale Urban Fringe

F2 - Diverse Urban Fringe

F3 - Midscale Urban Fringe

## Family Life

F1 - School-Age Families

F2 - Large Diverse Families

F3 - Middle-Age Families

## Suburban

S1 - Suburban Elite

S2 - Upscale Suburban Diversity

S3 - Upper-Middle Suburbia

S4 - Upper-Middle Suburban Francophone

S5 - Middle-Class Suburbia

S7 - Lower-Middle Suburban Francophone

S6 - Older Suburban

## Mature Years

M1 - Older Families & Empty Nests

M2 - Mature Singles & Couples

## Town

T1 - Town Mix

## Rural

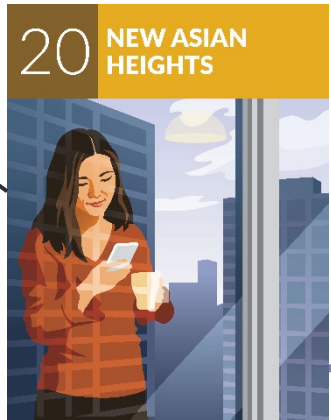
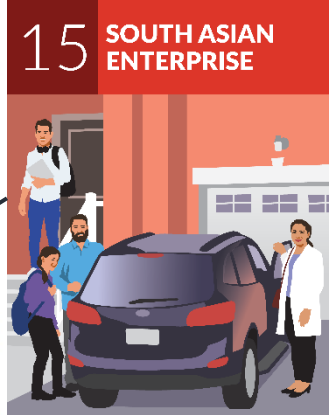
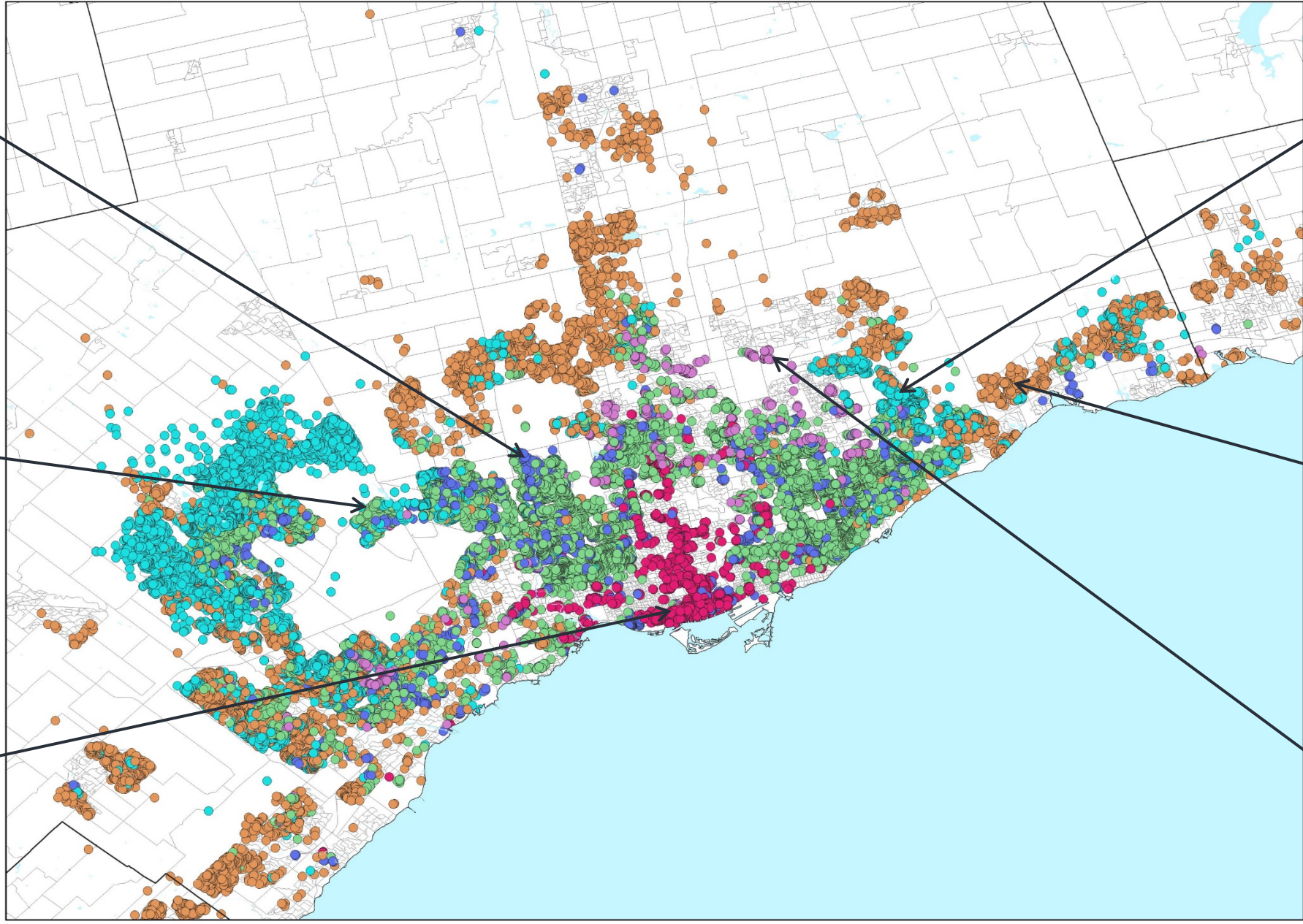
R1 - Upper-Middle Rural

R2 - Lower-Middle Rural

R3 - Rural Francophone



# Toronto





# Montréal

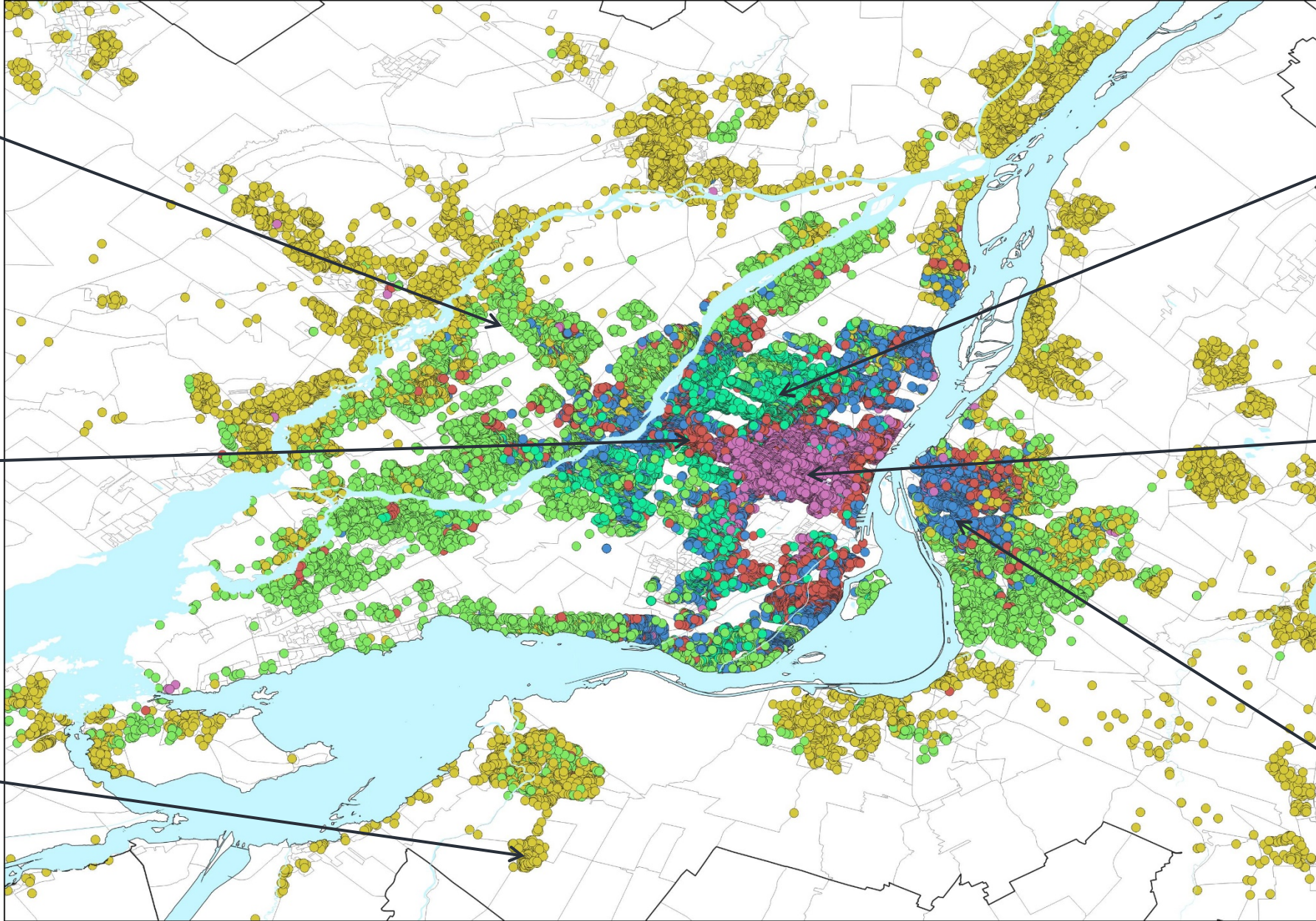
27 DIVERSITÉ NOUVELLE



56 JEUNES BICULTURELS



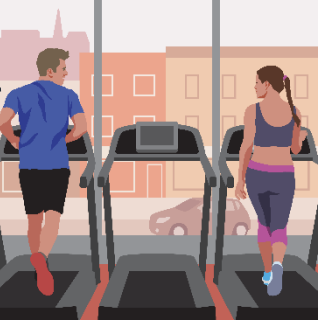
29 C'EST TIGUIDOU



55 ENCLAVES MULTIETHNIQUES



40 LES ÉNERJEUNES



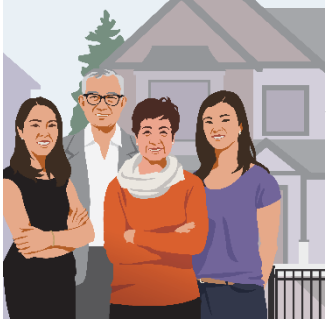
39 ÉVOLUTION URBAINE





# Vancouver

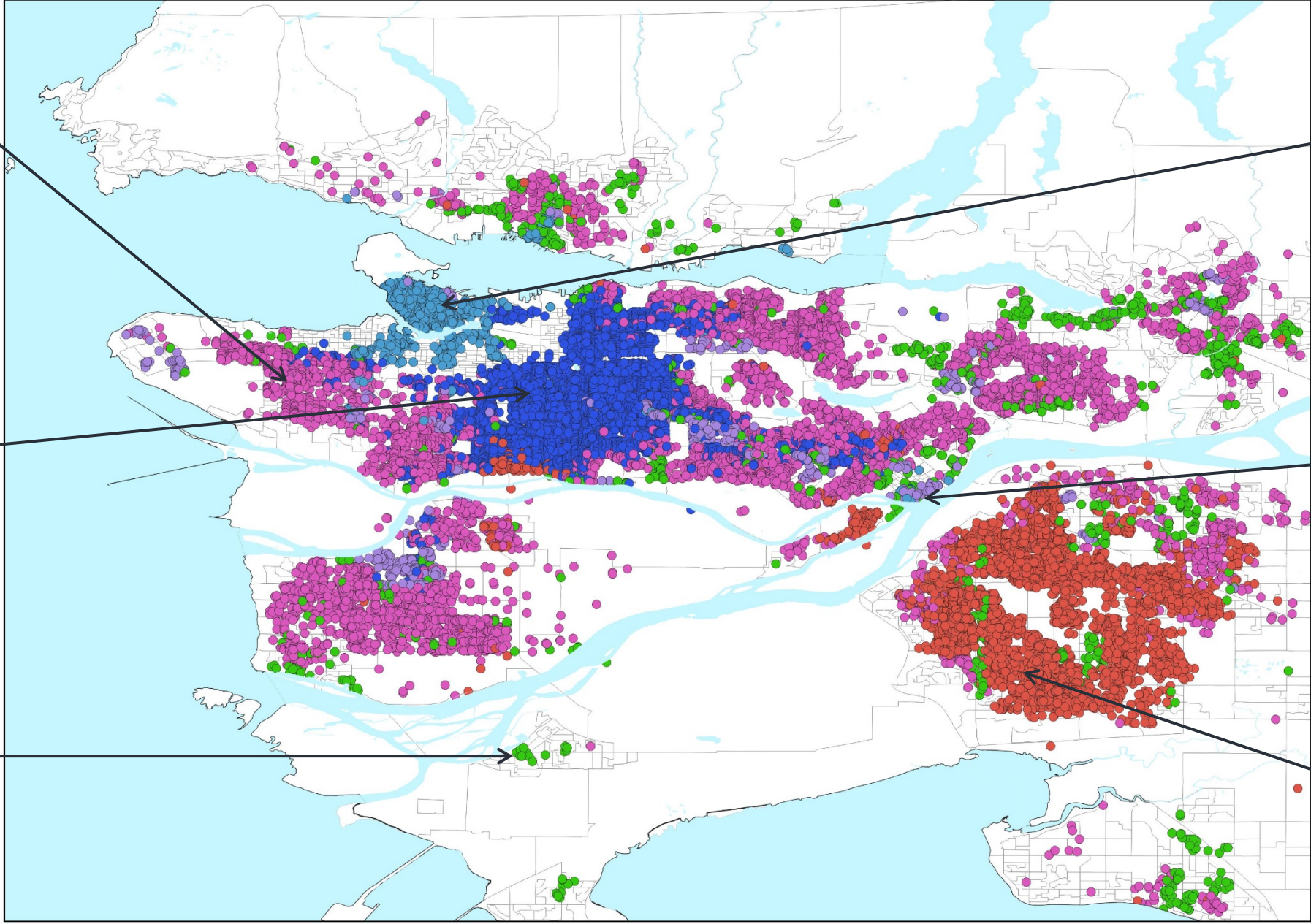
10 ASIAN  
ACHIEVEMENT



17 ASIAN AVENUES



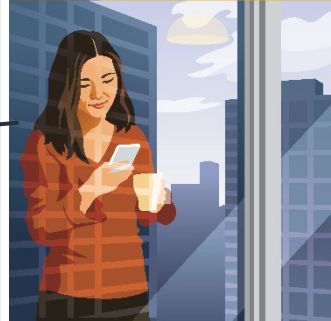
32 DIVERSE  
& DETERMINED



12 EAT, PLAY, LOVE



20 NEW ASIAN  
HEIGHTS



30 SOUTH ASIAN  
SOCIETY





# Calgary

11 MODERN  
SUBURBIA



36 MIDDLE-CLASS  
MOSAIC



08 MULTICULTURE-  
ISH



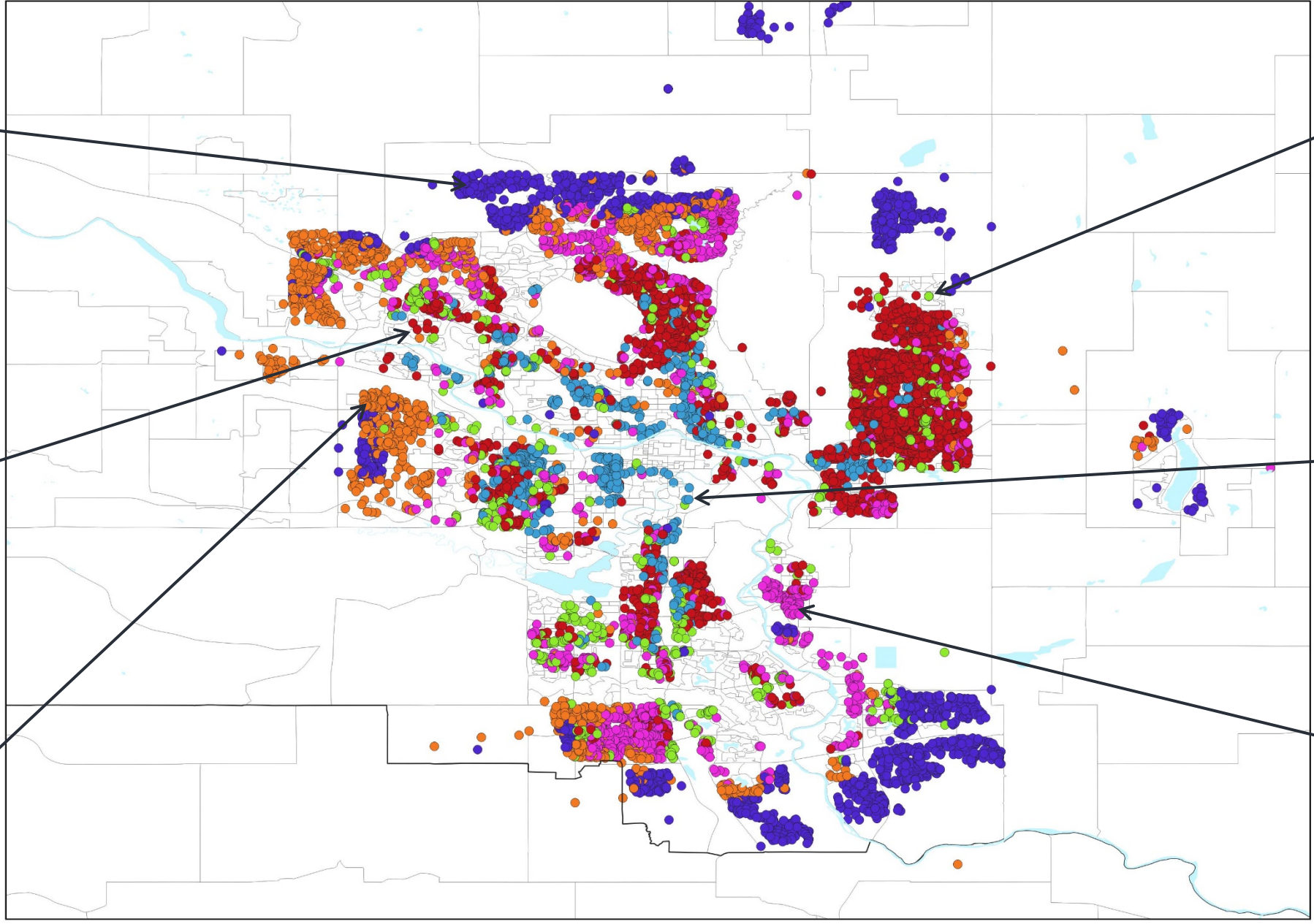
32 DIVERSE  
& DETERMINED



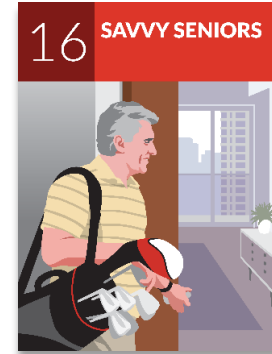
52 FRIENDS  
& ROOMIES



18 MULTICULTURAL  
CORNERS



# Similar, Yet Different



Urbanity	Suburban	Urban	Urban
Income	140 k	116 k	112 k
Age	60+	65+	60+
Marital Status	Couples/Families	Singles/Couples	Families/Couples
Dwelling Structure	Single Detached	Mixed	Single Detached
Education	University/College	University/College/HS	College/HS
Mother Tongue	English 95%	English 87%	English 90%
	Non-Official 4%	Non-Official 9%	Non-Official 9%

# Similar, Yet Different

	9 Boomer Bliss	16 Savvy Seniors	23 Mid-City Mellow
Top 5 Cities	London, ON	Ottawa, ON	Winnipeg, MB
CSDs	Kingston, ON	Calgary, AB	Hamilton, ON
	Nanaimo, BC	Winnipeg, MB	Calgary, AB
	Halifax, NS	Edmonton, AB	Edmonton, AB
	Ottawa, ON	London, ON	Ottawa, ON

	9 Boomer Bliss	16 Savvy Seniors	23 Mid-City Mellow
Top 5 Social Values	Effort Toward Health	Culture Sampling	Culture Sampling
	Emotional Control	Emotional Control	Personal Control
	Racial Fusion	Effort Toward Health	Financial Security
	Social Responsibility	Vitality	Confidence in Small Business
Environics Research	Utilitarian Consumerism	Legacy	Rejection of Inequality



# Similar, Yet Different

	9 Boomer Bliss	16 Savvy Seniors	23 Mid-City Mellow
Online Purchases	Automotive	Vacation / travel	Automotive
Spent \$250+ (12 months)	Vacation / travel	Home & Garden	Pets and pet goods
	Event tickets	Insurance products	Event tickets
	Government services	Media	Vacation / travel
AskingCanadians eShopper	Sporting goods	Health products/services	Sporting goods

	9 Boomer Bliss	16 Savvy Seniors	23 Mid-City Mellow
Social Media Usage	Pinterest	Health and Fitness Sites	Pinterest
Have Account	Health and Fitness Sites	Blogs	Health and Fitness Sites
	Twitter	Flickr	LinkedIn
	Blogs	LinkedIn	Reddit
AskingCanadians Social	Facebook	WhatsApp	Twitter

# Similar, Yet Different

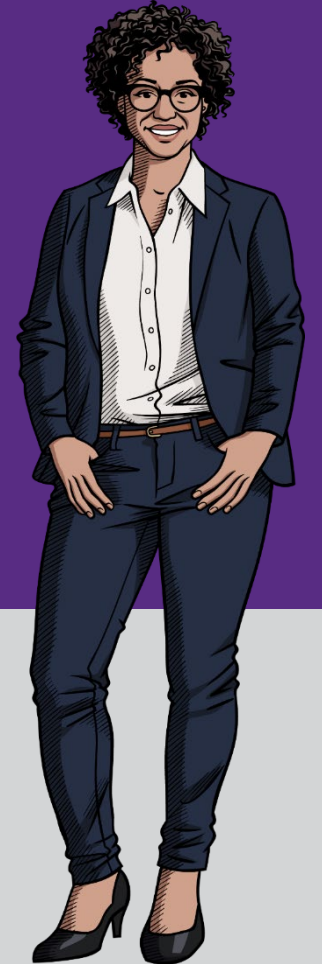
	9 Boomer Bliss	16 Savvy Seniors	23 Mid-City Mellow
Read Magazine	Canadian House and Home	Zoomer Magazine	Our Canada
Print or Digital (month)	Zoomer Magazine	Woman's Day	Zoomer Magazine
	Maclean's	Hello! Canada	Canadian Living
	Report On Business Magazine	Good Housekeeping	Hello! Canada
Opticks Powered by Numeris	Canadian Living	Chatelaine	Good Housekeeping
	9 Boomer Bliss	16 Savvy Seniors	23 Mid-City Mellow
TV Viewership	Movies	Movies	Movies
% Participation (Avg Week)	Evening local news	Evening local news	Evening local news
	News/current affairs	News/current affairs	Primetime serial dramas
	Hockey	Primetime serial dramas	Hockey
Opticks Powered by Numeris	Home renovation /decoration shows	Documentaries	News/current affairs

# Similar, Yet Different

	9 Boomer Bliss	16 Savvy Seniors	23 Mid-City Mellow
Vehicle Driven	Mercedes-Benz	Volvo	Buick
Most Often	Buick	Lexus	Acura
	BMW	BMW	Chevrolet
	Acura	Subaru	Chrysler
Opticks Powered by Numeris	GMC	Audi	GMC

	9 Boomer Bliss	16 Savvy Seniors	23 Mid-City Mellow
Restaurants	Bar/Pub Food	Indian	Other Ethnic (Mexican, Spanish, etc.)
Visits by Type [Pst Mth]	Japanese	Japanese	Taco
	Seafood	Bar/Pub Food	Chinese
	Indian	Greek	Bar/Pub Food
Opticks Powered by Vividata	Greek	Other Asian (Vietnamese, Korean, etc.)	Steakhouse

# Important Updates to Our Canadian Databases



# 2020 Year-to-Date Product Updates



DemoStats



DaytimePop



AccultuRates



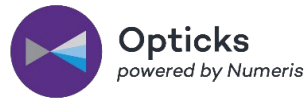
PRIZM



PRIZM QC



DELTA



Opticks  
*powered by Numeris*



Opticks  
*powered by Vividata*



Opticks Social  
*powered by AskingCanadians™*



Opticks Mobile  
*powered by AskingCanadians™*



Opticks eShopper  
*powered by AskingCanadians™*



ShopperChoice



SocialValues



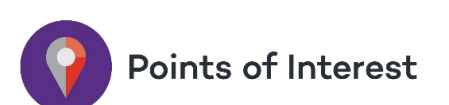
CommunityHealth



Enhanced PCCF



Streets & Boundaries



Points of Interest



ShoppingCentres



TrafficCounts



ChainLocations



WealthCare

NEW

NEW

New or rebuilt

ENVIRONICS  
ANALYTICS

# 2020 Year-to-Date Product Updates



DemoStats



DaytimePop



AccultuRates



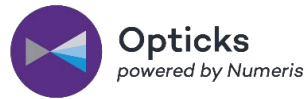
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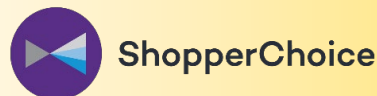
Opticks Social  
*powered by AskingCanadians™*



Opticks Mobile  
*powered by AskingCanadians™*



Opticks eShopper  
*powered by AskingCanadians™*



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WealthCare

NEW

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New or rebuilt

# WealthCare

- Provides **80 variables** on an overall indicator of financial health and wellness by age
  - 18-34, 35-54, 55-64 and 65+
- The overall score is comprised of four components
  1. **Leverage**: Evaluates whether your customers have a balanced relationship between assets and debt
  2. **Spending**: Determines the likelihood of your customers living within their means
  3. **Planning**: Assesses whether households are making their financial future a priority
  4. **Financial Acumen**: Analyzes the degree households self-invest, seek advice or hold a diversity of

## Ranking Variables | Target Group

Benchmark: Ontario

	Suburban Families			Young Professional		
	Score	Base Score	Index	Score	Base Score	Index
<b>Household Population 18+</b>						
Spending Average Score	490	446	110	355	446	80
<b>Household Population 18-34</b>						
Spending Average Score	491	432	114	331	432	77
<b>Household Population 35-54</b>						
Spending Average Score	477	435	110	369	435	85
<b>Household Population 55-64</b>						
Spending Average Score	500	460	109	379	460	82
<b>Household Population 65+</b>						
Spending Average Score	499	472	106	401	472	85

## HOW IT'S USED



Align resources and programs to the financial needs of the community and Identify profitable strategies by differentiating your service offerings from your competition.



Arm your advisors and coaches with tools to engage customers proactively with advice and programs to improve their financial wellness and put them at ease.



Integrate with other data analytical tools to evaluate financial health and wellness through the lens of segmentation, geography and other behaviours.

# ShopperChoice

- 1,215 behavioural product with 1215 incidence and consumption variables
- 43 different categories,
- Available in ENVISION and as a data file



Eating Out



Eating at Home



Healthy Food Choices



Online Shopping



Private Label



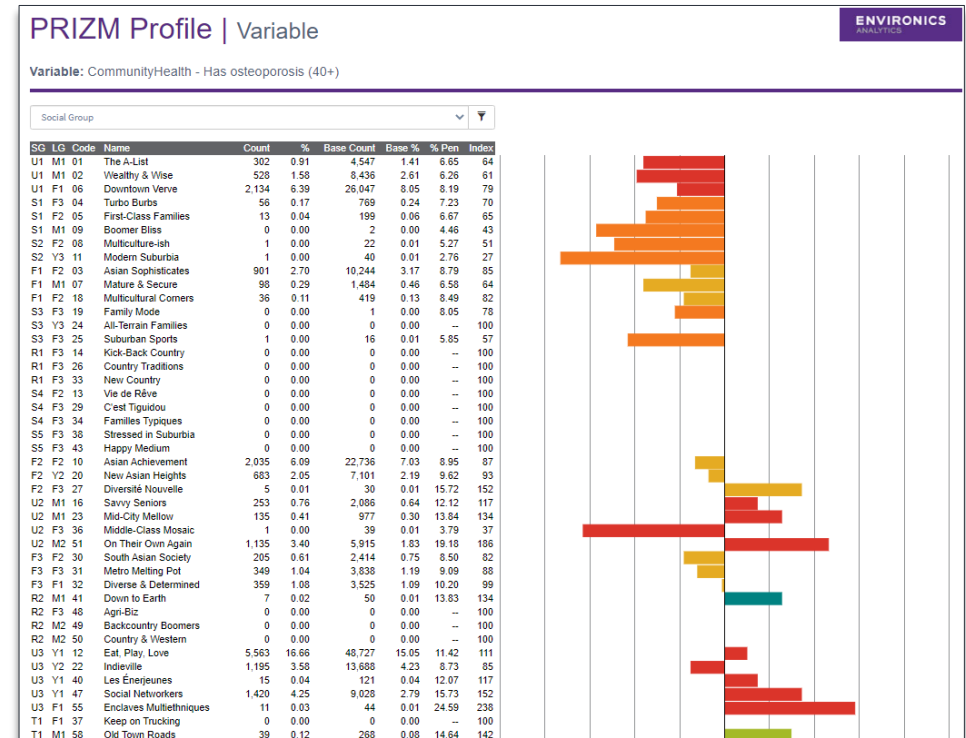
Psychographics



# CommunityHealth

- Completely redesigned Canadian Community Health Survey (CCHS)
- 10 different bases to improve accuracy, for example:
  - Osteoporosis is based to household population aged 40+
- 471 variables, 16 categories

Categories	Count of Variables
Alcohol and Drugs	28
Body Mass Index	15
Chronic Conditions	37
Contacts with Health Professionals	53
Flu Shots	22
Food Consumption and Choices	17
General Health	34
Geography	2
Health Care Services	24
Health Insurance	12
Mental Health	23
Patient Experiences	50
Physical Activities	21
Primary Health Care	46
Sexual Health	25
Smoking	54



# Additional Variables in DemoStats

- Class of worker theme, including:
  - Employee and self-employed
- 763 current estimate variables

### Ranking Variables | Trade Area

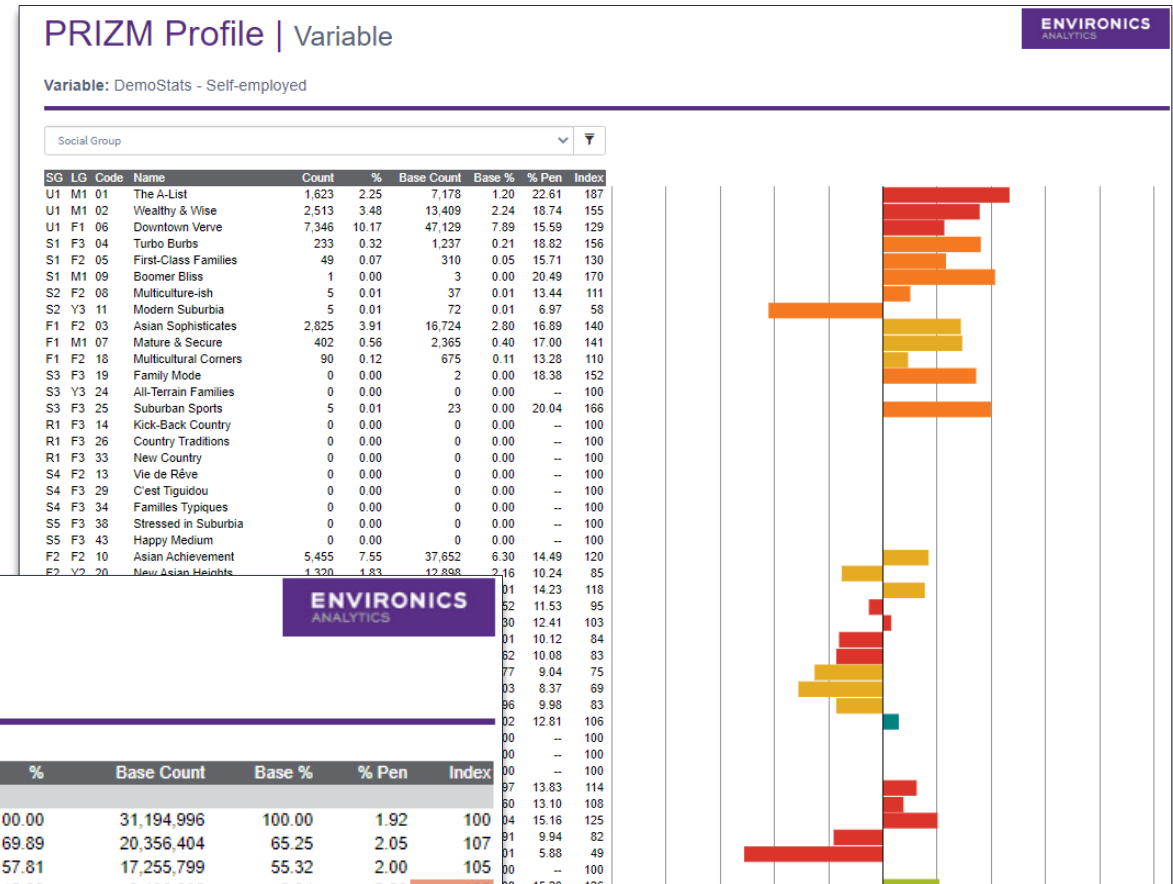
Trade Area: Vancouver, BC (CY)

	Count	%	Base Count	Base %	% Pen	Index
<b>Household Population 15 Years or Over by Class of Worker</b>						
ECYCWHP	Household Population 15 Years Or Over For Class of Worker	597,529	100.00	31,194,996	100.00	1.92
ECYCW	In the Labour Force For Class of Worker	417,624	69.89	20,356,404	65.25	2.05
ECYCWEMP	Employee	345,407	57.81	17,255,799	55.32	2.00
ECYCWPEI	Self-employed	72,217	12.09	3,100,605	9.94	2.33

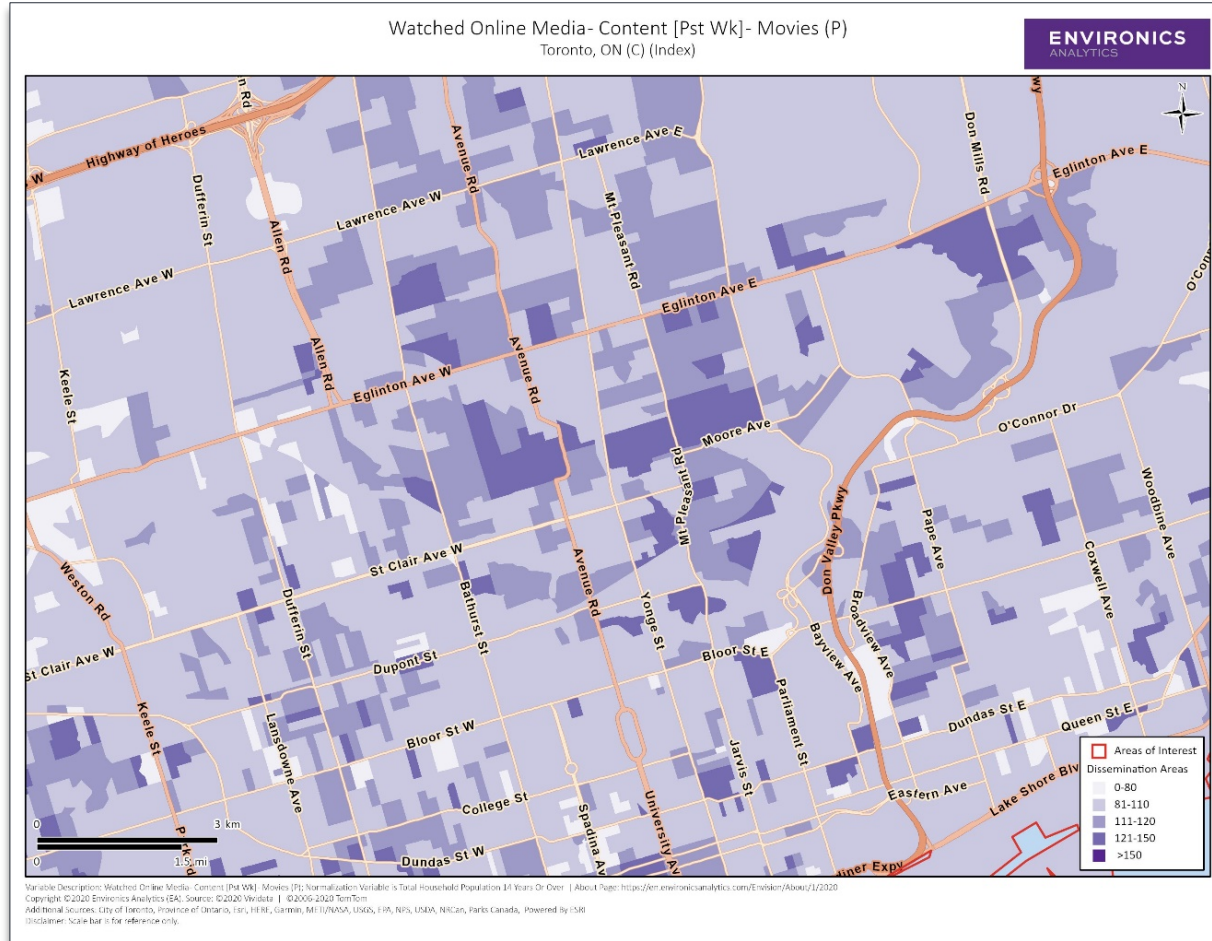
Benchmark: Canada

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Index Colours: <80 80 - 110 110+



# Opticks Powered by Vividata



5,090 total variables

1030 new variables, including:



## 252 Internet Usage

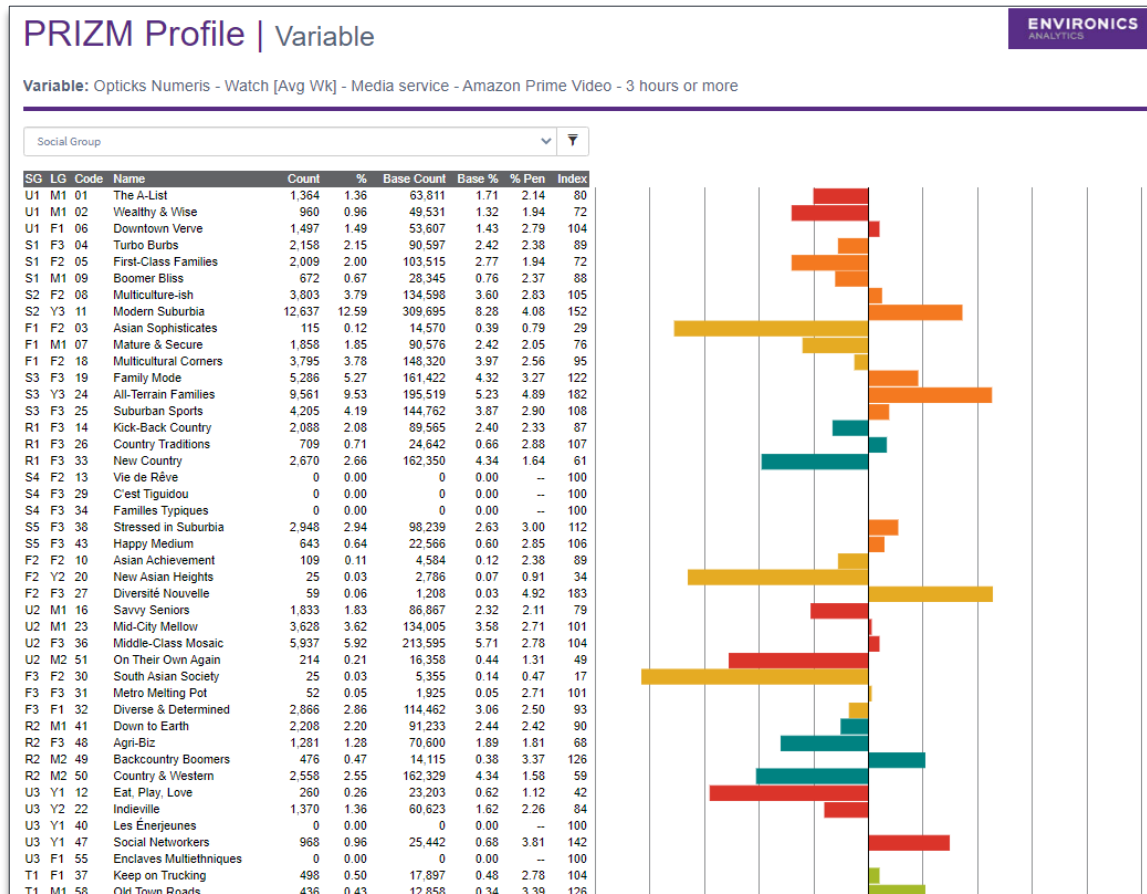


336 Travel



## 420 Psychographic

# Opticks Powered by Numeris

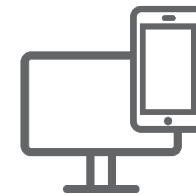


4,506 total variables

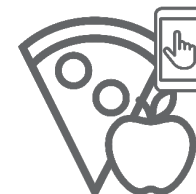
102 new variables, including:



36 New Automotive Product



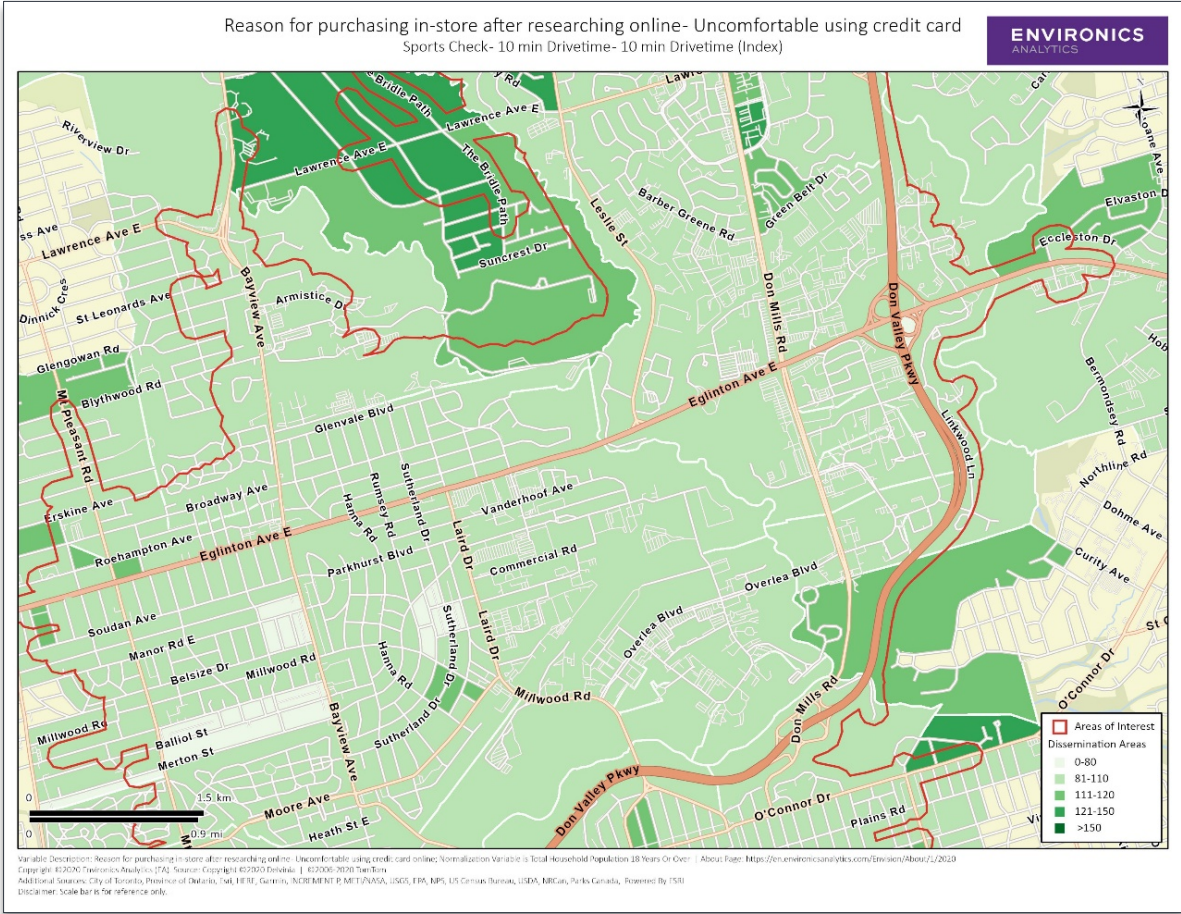
19 New Media Internet Usage (Internet: Based TV Services, Amazon Prime and Tou.tv)



Online Food Delivery Service (Uber Eats) & Online Meal Kits (GoodFood, Chefs Plate)

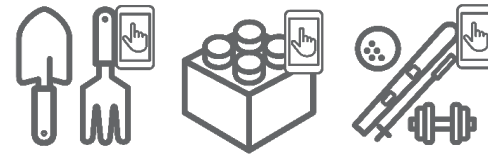


# Opticks eShopper powered by Asking Canadian



1,304 total variables

163 new variables, including:



## Online Product Purchase (75 new variables)








## Online Product Research (48 new variables)











Online Usage  
(33 new variables)

# Upcoming Product Updates

## July Release

-  HouseholdSpend
-  FoodSpend
-  WealthScapes
-  WealthScapes Lite
-  AgeByIncome
-  MoneyMatters  
powered by Canadian Financial Monitor
-  Neighbourhood View™

New or rebuilt

-  WealthTransfer
-  Opticks Automotive  
powered by IHS Markit™
-  Homescan® Profiles
-  VisitorView
-  CrimeStats
-  Financial Institutions
-  Businesses
-  BusinessProfiles

## October Release

-  LiquidAssets
-  WealthScapes Fundraiser
-  WealthScapes Daytime
-  ClickSpend™  
powered by J.C. Williams Group
-  GivingBack
-  GreenLiving
-  CommunityLife
-  CannabisInsights  
powered by Vividata

# 2020 Products Updated More Frequently

## Twice a Year



TrafficCounts



Enhanced PCCF

## Quarterly



Spectra Trade Areas



ChainLocations

## Monthly (Starting July 2020)



VisitorView

# 2020 Products in Research and Development

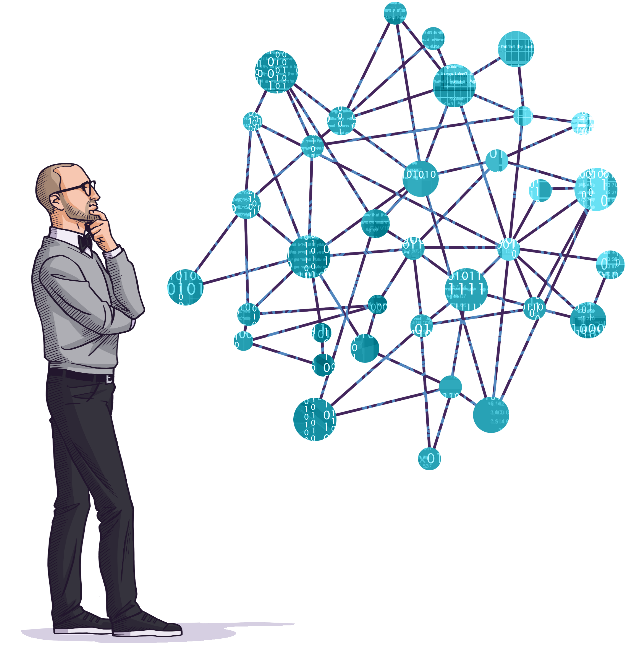
**Vulnerability Indices\*** – June  
- Financial, Frailty and Social

**Out-and-About\*** – June

**Geofence\*** – release date TBD

**Generations Report\*** – release date TBD

**Opticks Gender Powered by Vividata\*** – release date TBD



\*Names are not final yet



# Questions?



## Environics Analytics

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[Community.environicsanalytics.com](https://community.environicsanalytics.com)



@EnvironicsA