

DATA VINTAGE

2020

BASE LEVEL GEOGRAPHY

Postal code*

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

SEGMENTS

67

To view the complete list of variables please visit:
environicsanalytics.com/en-ca/variables

WHAT IT IS

PRIZM is the latest release of our pioneering segmentation system that classifies Canada's neighbourhoods into 67 unique lifestyle types. Continuing with the methodology that integrates geographic, demographic and psychographic data, PRIZM incorporates the latest authoritative data from nearly a dozen privacy-compliant demographic, marketing and media sources to help you better analyze and understand your customers and markets.

PRIZM consists of 67 segments that capture current demographics, lifestyles, consumer behaviour and settlement patterns in Canada. PRIZM highlights key demographic trends like an aging population and an increase in retirement communities, the higher incidence of older children living at home, growth in high-rise neighbourhoods and condo dwellers, and fewer francophones segments.

PRIZM also reflects Canada's cultural diversity, with 14 francophone segments, 17 segments with a large number of members who speak a non-official language and two segments with a significant presence of both francophone and immigrant neighbourhoods in and around Montreal. Together the segments help decision-makers understand what consumers are buying, doing and thinking, and anticipate their marketplace behaviour.

WHAT'S NEW

This year's PRIZM segmentation system is not an annual update, but a complete rebuild. Segmentation systems normally undergo a major change after 10 years—the time it takes for new neighbourhood formation. However, we saw significant shifts in many demographic themes between the 2011 Census and National Household Survey (NHS), and the latest 2016 Census.

The methodology that had produced 68 segments for the previous PRIZM released in 2014 based on the 2011 Census & NHS, has now produced 67 segments to best represent Canadian households with the new PRIZM. The same algorithms also resulted in a major change in the urban-rural continuum. The exurban classification has disappeared as a result of a changing Canadian landscape. In addition, a new urbanity classification, the urban fringe, emerged. The urban fringe appears in major cities and falls between urban and suburban areas. This category captures once-suburban areas that, over the last 30 years, have evolved because of urban sprawl.

The new PRIZM segmentation system also has fewer lifestage groups—8 groups in all— compared to 14 groups from the previous year. The new groupings better represent families, splitting them into three sets based on the age of children: the very young, tweens, teens and twenty-somethings.

For more information on the methodology to create PRIZM, refer to the PRIZM Technical Document.

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?