

# PRIZM RELEASE NOTES

## DATA VINTAGE

2021

## 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](https://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 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 67 segments that capture current demographics, lifestyles, consumer behaviour and settlement patterns in Canada. PRIZM highlights key demographic trends with more older Canadians and an emergence of retirement communities, more older children living at home, a growth in high-rise neighbourhoods and condo dwellers, and fewer francophones.

PRIZM reflects Canada's cultural diversity, with 14 francophone segments, and another 16 segments with large number of members who speak a non-official language. Together the segments help decision-makers understand what consumers are buying, doing and thinking, and anticipate their marketplace behaviour.

As a part of the 2020 rebuild, the algorithms used to create PRIZM forced a major change in urban classifications. The exurban classification has disappeared as a result of a changing urban landscape. As well, a new urban classification was created, the urban fringe. The urban fringe appears in major cities and it is a classification that falls between urban and suburban. This classification captures once-suburban areas that, over the last 30 years, have been swallowed up urban sprawl. For more information on the methodology, 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?