PRIZM®
Release Notes

What is it?

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.

Product Vintage
2023

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's New

For the 2023 release of PRIZM we've updated our data inputs to include the latest available data from the 2021 Canadian census where possible, ensuring that users have access to the most current data available. For more information on which census data we are able to include, please refer to page 3 of the PRIZM technical document. In addition to the new census data, PRIZM is now aligned with the updated 2021 census boundaries and classifications, and is available in a 2023 ENVISION workspace. As a result of the 2021 census data, some segments may see some changes in household income in this vintage of PRIZM. For more information on the changes to household income you may be seeing with specific segments, please refer to this note from Statistics Canada which provides background and detail about these changes.

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?

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