

## PRIZM Definitions

**Socioeconomic Status Indicator (SESI):** The individual segment numbers are based on SESI, a composite score which reflects a variety of factors such as average household income, discretionary income, educational attainment levels, value of private dwellings, average net worth and household size. The 67 segments have been ranked from one to 67 on the SESI scale, with one classified as the highest. Because this ranking reflects more than income alone, most of the segments have a SESI score that is different from their average household income ranking.

**Social Groups:** The 67 segments are organized into 20 Social Groups based on socioeconomic status, urbanity, cultural diversity and official language (English or French).

**Lifestage Groups:** The 67 segments are also categorized into 8 Lifestage Groups based on the presence of singles, couples and families. The major groupings divided the 67 segments into Younger Years, Family Life and Mature Years classifications, and then further subdivided them by analyzing the commonality among the segments.

**Thumbnail Demographics and Preferences:** Characteristics and activities mentioned in the profiles reflect high incidence compared to the national average and apply to a significant number of households in the segment. Where more than one category applies, multiple descriptors are listed in order of importance.

### Notes on Demographic Data:

**Age** refers to the age of an individual. The age categories range from youngest to oldest in the following order: Young (relatively significant presence of those in their 20s and 30s), Younger (30s and 40s), Middle-Aged (40s and 50s), Older (50s and 60s) and Mature (70s and older).

**Housing Tenure** specifies whether a household owns or rents the dwelling, and whether the dwelling is Band Housing (on an Indigenous Peoples' Reserve or Settlement). Tenure categories are Own, Rent and Band.

**Education** refers to the highest level of school attended for people 15 years of age and older. Education categories are Grade 9, High School, Trade, College and University.

**Job Type** refers to the occupation of people 15 years of age and older who were employed in the week prior to the Census. The categories are White Collar, Service Sector, Blue Collar and Primary.

**Cultural Diversity Index** is based on a combination of immigration, language spoken at home and visible minority status.

**Official Language** is based on a person's knowledge of or ability to speak English, French, both or a non-official language.

### Notes on Preferences:

**Behavioural** data about the segments are from surveys that have been linked to PRIZM. Sources include: Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

**Social Values** are supplied by Environics Research, based on proprietary surveys, and are examples of widely held attitudes or mindsets among adults in the segment.