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 a 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.

Data Vintage
2024

Base Level Geography
Postal Code

* Dissemination Area Level geoprofiles and licenses are available by request

Segments
67

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

How it's used

Retailers can 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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