# Using PRIZM5 Market Segment Data in SimplyAnalytics

Sample Question: How can I find out what the top PRIZM5 segments are in the City of Vancouver?

Log into SimplyAnalytics database: https://databases.lib.sfu.ca/record/61255181120003610
NOTE: to save your maps and reports within SimplyAnalytics, you must sign up for an individual user account. However, any user can enter the database as a guest ("sign in as a guest") and export their work. When you first connect to SimplyAnalytics some windows might pop up – just close them, and your screen should look something like this:
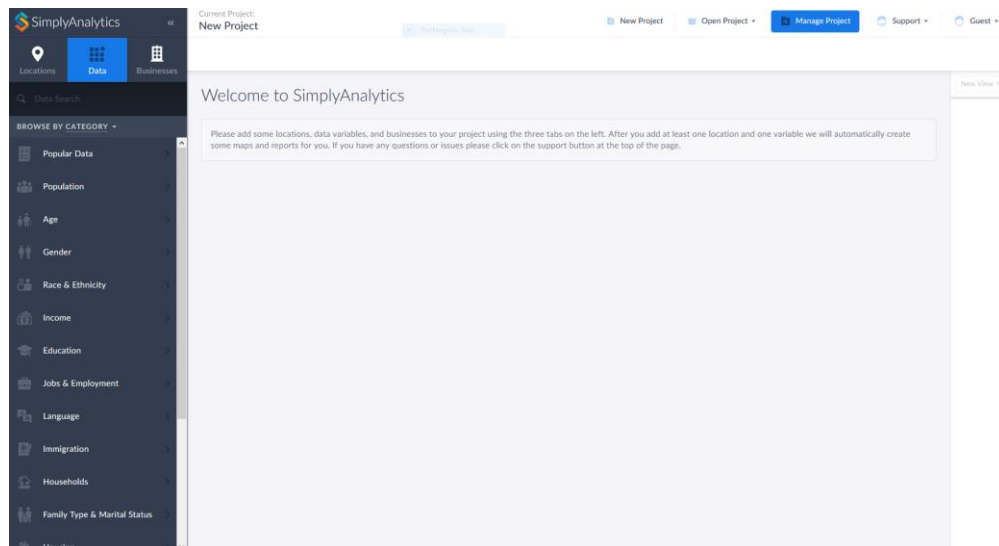

Click on the "Data" icon on the top left and scroll down to select "Market Segments."
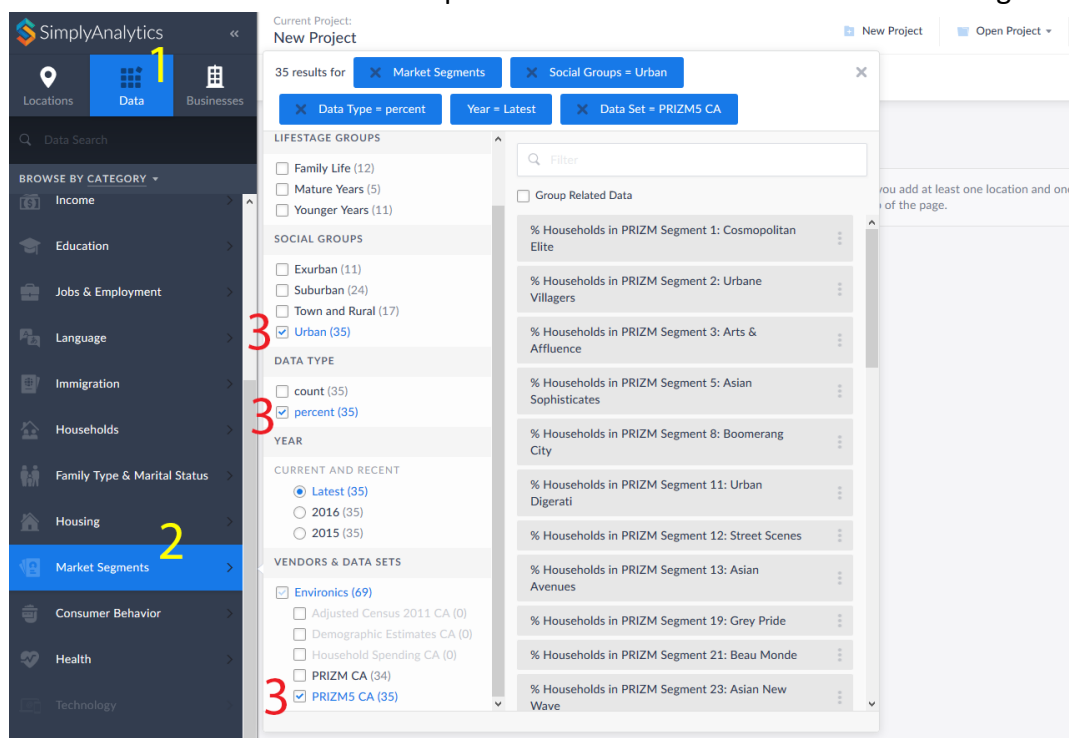
In the frame that shows up, under *Vendors & Data Sets*, choose "PRIZM5 CA" from the list of *Environics* datasets. Since we are interested in the City of Vancouver, select "Urban" under the *Social Groups* category. For this example, let's only use household percentage numbers: select "percent" under the *Data Type* category. You will now see all of the unique lifestyle segments listed, with names like "Cosmopolitan Elite", "Urbane Villagers", and so on. Select all of the variables by clicking each one, and then click to close the variables window.
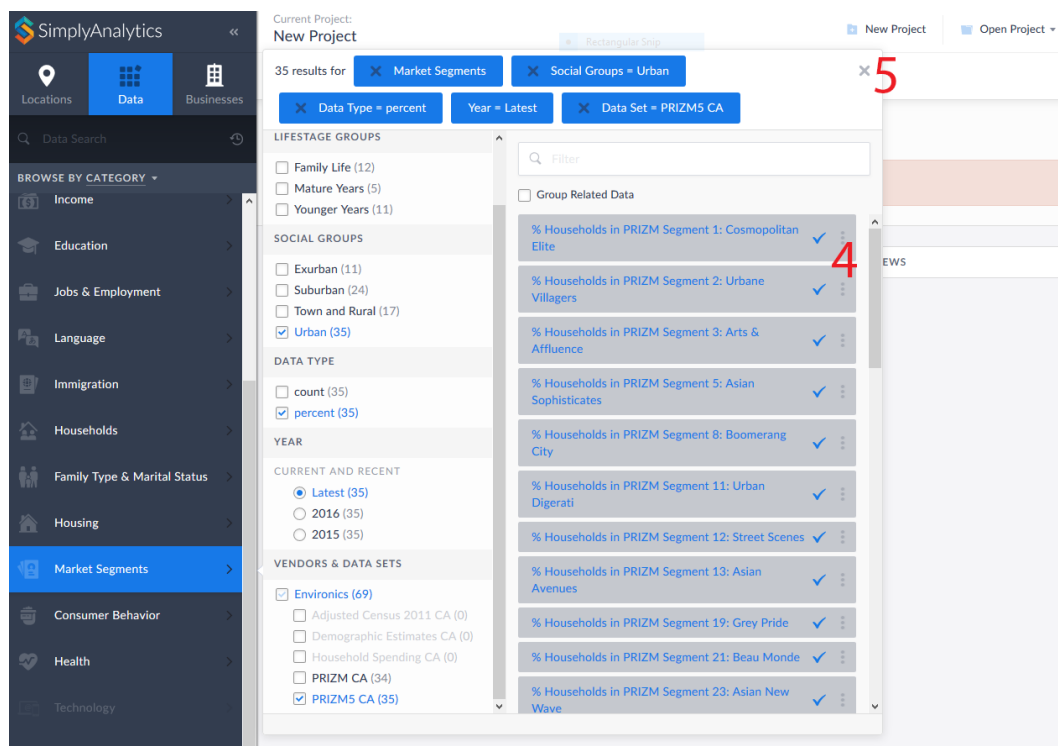
Now you should see a screen to "Manage your project". Click the "Locations" icon on the top left, and type *Vancouver* in the search bar. Select the geographic level for which you'd like to identify top PRIZM5 segments. For this example, select "Vancouver, BC (CSD)" as our census subdivision. When you click this geographic level, a map is created.
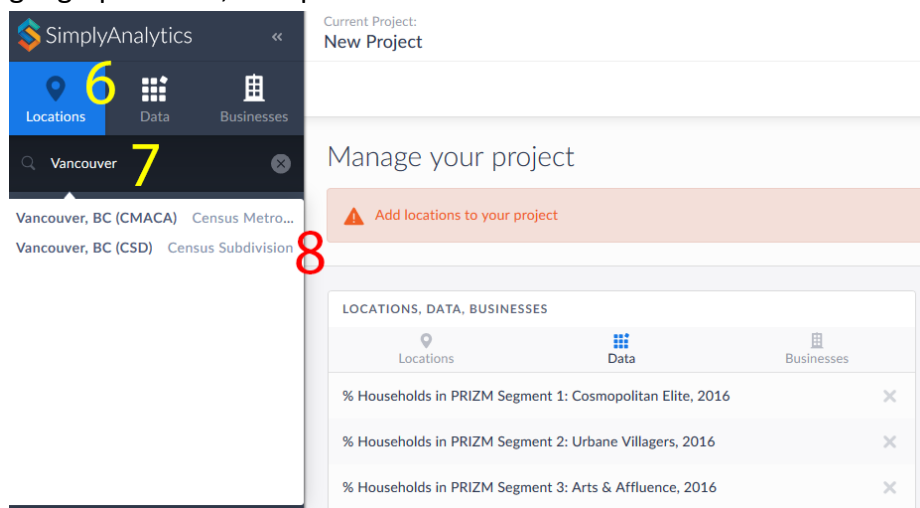
Identifying the largest PRIZM5 segments in the City of Vancouver may be easier in a list than on a map. To make a list, choose the "Comparison Report" icon on the right of the map.
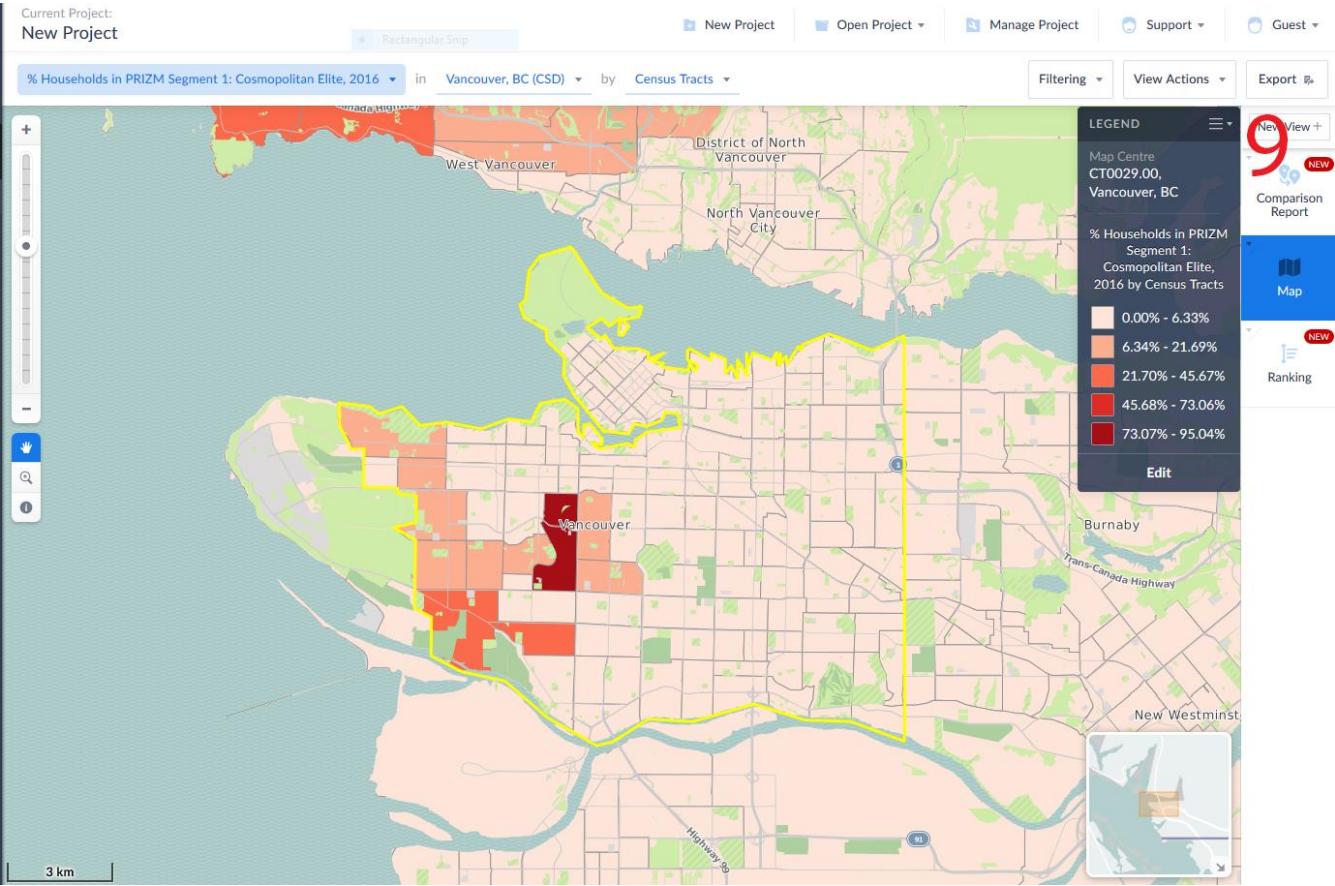
A list of the PRIZM5 market segments is created, and you can click the title *Vancouver, BC (CSD)* of the column and select "Sort, largest to smallest". The largest market segment (by %) in Vancouver is the *Urban Young*, and then the *Urban Upscale Diverse*, and so on.

What do these segments mean? To view a detailed description of any segment, click its name, and select "View Metadata" from the Action Menu.

Click to view the available data sheets.