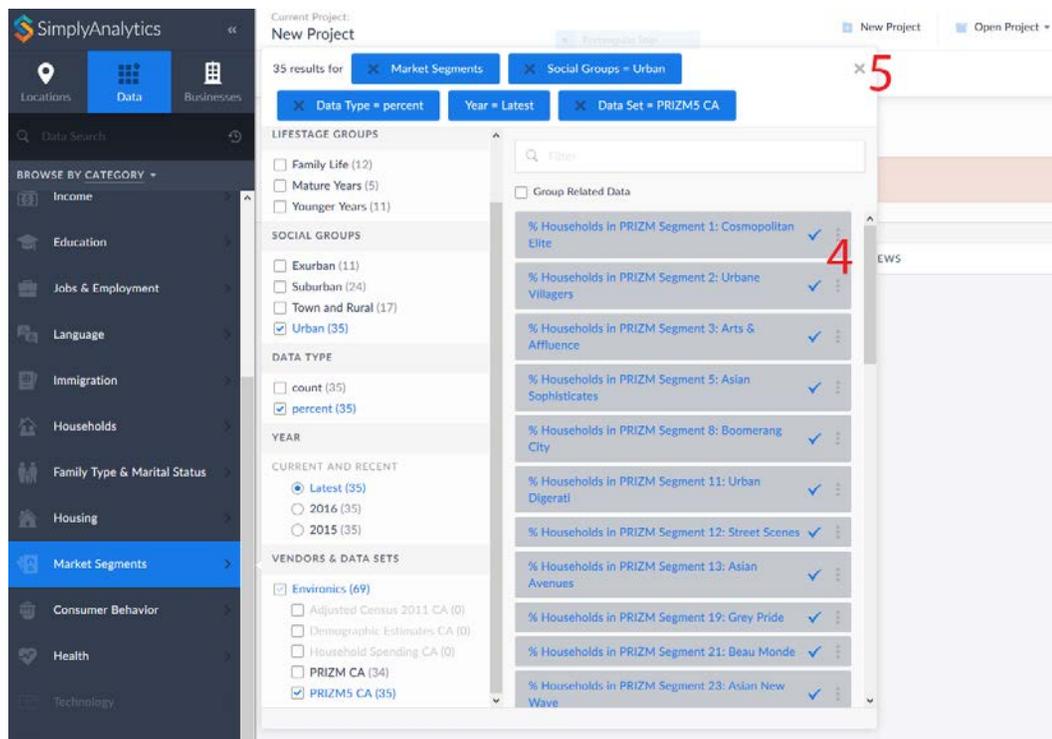
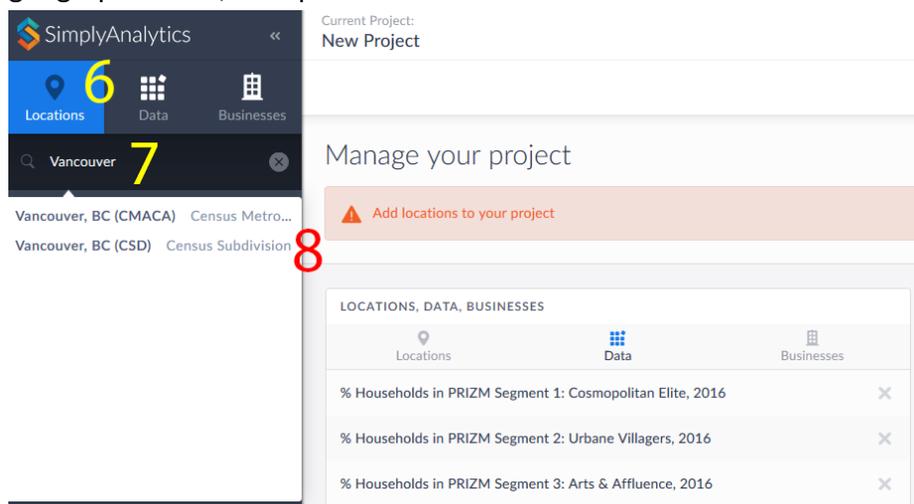


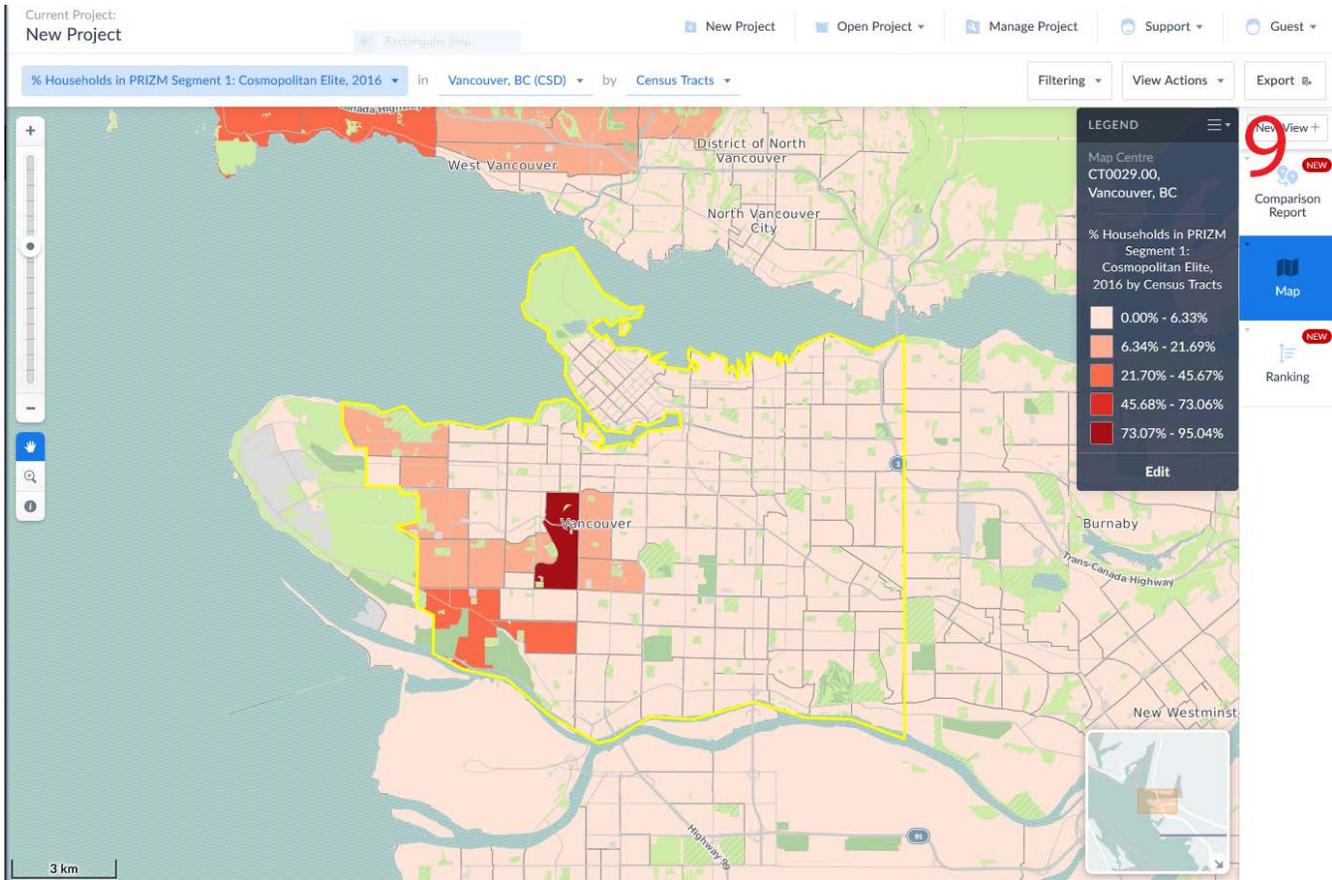
In the frame that shows up, under *Vendors & Data Sets*, choose “PRIZM5 CA” from the list of *Environics* datasets. Since we are interested in the City of Vancouver, select “Urban” under the *Social Groups* category. For this example, let’s only use household percentage numbers: select “percent” under 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.

Segment	% Households
% Households in PRIZM Segment U3: Urban Young, 2016	38.69%
% Households in PRIZM Segment U2: Urban Upscale Diverse, 2016	32.10%
% Households in PRIZM Segment 13: Asian Avenues, 2016	25.68%
% Households in PRIZM Segment 11: Urban Digerati, 2016	23.61%
% Households in PRIZM Segment U4: Urban Younger Diverse, 2016	13.30%
% Households in PRIZM Segment 38: Grads & Pads, 2016	11.03%

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

SimplyAnalytics

Current Project: New Project

Locations Data Businesses

Location Search

CUSTOM LOCATIONS Show

Vancouver, BC (CSD)

- % Households in PRIZM Segment U3: Urban Young, 2016
- % Households in PRIZM Segment U2: Urban Upscale Diverse, 2016**
- % Households in PRIZM Segment 13: Asian Avenues, 2016
- % Households in PRIZM Segment 11: Urban Digerati, 2016

23.61%

View Metadata 12

Click to view the available data sheets.

Vancouver, BC (CSD)

% Households in PRIZM Segment U3: Urban Young, 2016

% Households in PRIZM Segment U2: Urban Upscale Diverse, 2016

% Households in PRIZM Segment 13: Asian Avenues, 2016

% Households in PRIZM Segment 11: Urban Digerati, 2016

% Households in PRIZM Segment U4: Urban Younger Diverse, 2016

% Households in PRIZM Segment 38: Grads & Pads, 2016

% Households in PRIZM Segment 34: Rooms with a View, 2016

% Households in PRIZM Segment 5: Asian Sophisticates, 2016

% Households in PRIZM Segment 16: Urban Millennials, 2016

% Households in PRIZM Segment 12: Urban Young Professionals, 2016

% Households in PRIZM Segment 14: Urban Young Professionals, 2016

% Households in PRIZM Segment 15: Urban Young Professionals, 2016

% Households in PRIZM Segment 17: Urban Young Professionals, 2016

% Households in PRIZM Segment 18: Urban Young Professionals, 2016

% Households in PRIZM Segment 19: Urban Young Professionals, 2016

% Households in PRIZM Segment 20: Urban Young Professionals, 2016

% Households in PRIZM Segment 21: Urban Young Professionals, 2016

% Households in PRIZM Segment 22: Urban Young Professionals, 2016

% Households in PRIZM Segment 23: Urban Young Professionals, 2016

% Households in PRIZM Segment 24: Urban Young Professionals, 2016

% Households in PRIZM Segment 25: Urban Young Professionals, 2016

% Households in PRIZM Segment 26: Urban Young Professionals, 2016

% Households in PRIZM Segment 27: Urban Young Professionals, 2016

% Households in PRIZM Segment 28: Urban Young Professionals, 2016

% Households in PRIZM Segment 29: Urban Young Professionals, 2016

% Households in PRIZM Segment 30: Urban Young Professionals, 2016

% Households in PRIZM Segment 31: Urban Young Professionals, 2016

% Households in PRIZM Segment 32: Urban Young Professionals, 2016

% Households in PRIZM Segment 33: Urban Young Professionals, 2016

% Households in PRIZM Segment 35: Urban Young Professionals, 2016

% Households in PRIZM Segment 36: Urban Young Professionals, 2016

% Households in PRIZM Segment 37: Urban Young Professionals, 2016

% Households in PRIZM Segment 39: Urban Young Professionals, 2016

% Households in PRIZM Segment 40: Urban Young Professionals, 2016

% Households in PRIZM Segment 41: Urban Young Professionals, 2016

% Households in PRIZM Segment 42: Urban Young Professionals, 2016

% Households in PRIZM Segment 43: Urban Young Professionals, 2016

% Households in PRIZM Segment 44: Urban Young Professionals, 2016

% Households in PRIZM Segment 45: Urban Young Professionals, 2016

% Households in PRIZM Segment 46: Urban Young Professionals, 2016

% Households in PRIZM Segment 47: Urban Young Professionals, 2016

% Households in PRIZM Segment 48: Urban Young Professionals, 2016

% Households in PRIZM Segment 49: Urban Young Professionals, 2016

% Households in PRIZM Segment 50: Urban Young Professionals, 2016

% Households in PRIZM Segment 51: Urban Young Professionals, 2016

% Households in PRIZM Segment 52: Urban Young Professionals, 2016

% Households in PRIZM Segment 53: Urban Young Professionals, 2016

% Households in PRIZM Segment 54: Urban Young Professionals, 2016

% Households in PRIZM Segment 55: Urban Young Professionals, 2016

% Households in PRIZM Segment 56: Urban Young Professionals, 2016

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% Households in PRIZM Segment 58: Urban Young Professionals, 2016

% Households in PRIZM Segment 59: Urban Young Professionals, 2016

% Households in PRIZM Segment 60: Urban Young Professionals, 2016

% Households in PRIZM Segment 61: Urban Young Professionals, 2016

% Households in PRIZM Segment 62: Urban Young Professionals, 2016

% Households in PRIZM Segment 63: Urban Young Professionals, 2016

% Households in PRIZM Segment 64: Urban Young Professionals, 2016

% Households in PRIZM Segment 65: Urban Young Professionals, 2016

% Households in PRIZM Segment 66: Urban Young Professionals, 2016

% Households in PRIZM Segment 67: Urban Young Professionals, 2016

% Households in PRIZM Segment 68: Urban Young Professionals, 2016

Variable Metadata

Data Set: PRIZM5 CA

Categories: Market Segments

Tagged: Social Groups: Urban

Data Source: The all-new PRIZM5 consists of 68 segments that capture current demographics, lifestyles, consumer behaviour and settlement patterns in Canada. The lifestyle types include 14 Baby Boomer segments and almost as many dominated by Millennials—each one with its own unique profile. PRIZM5 reflects Canada's cultural diversity, with 16 francophone segments, another 16 culturally diverse segments and one with a significant presence of francophones and diverse groups. Together, the segments help you understand what customers are buying, doing and thinking. From target marketing and trade area analysis to merchandising and media planning, PRIZM5 helps you determine the best way to reach your customers with the right products, media and messages.

Data Sheets: 13