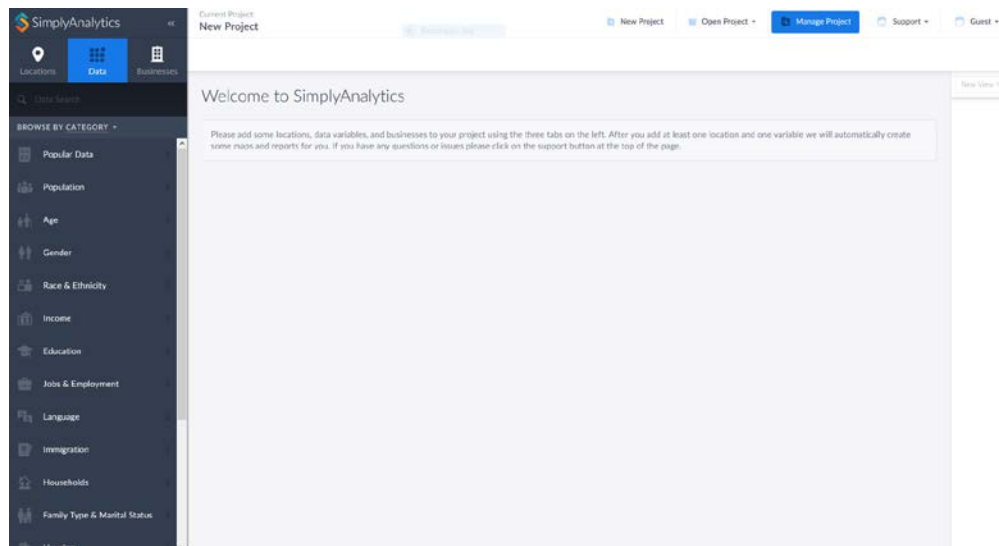


Using PRIZM5 Market Segment Data in SimplyAnalytics

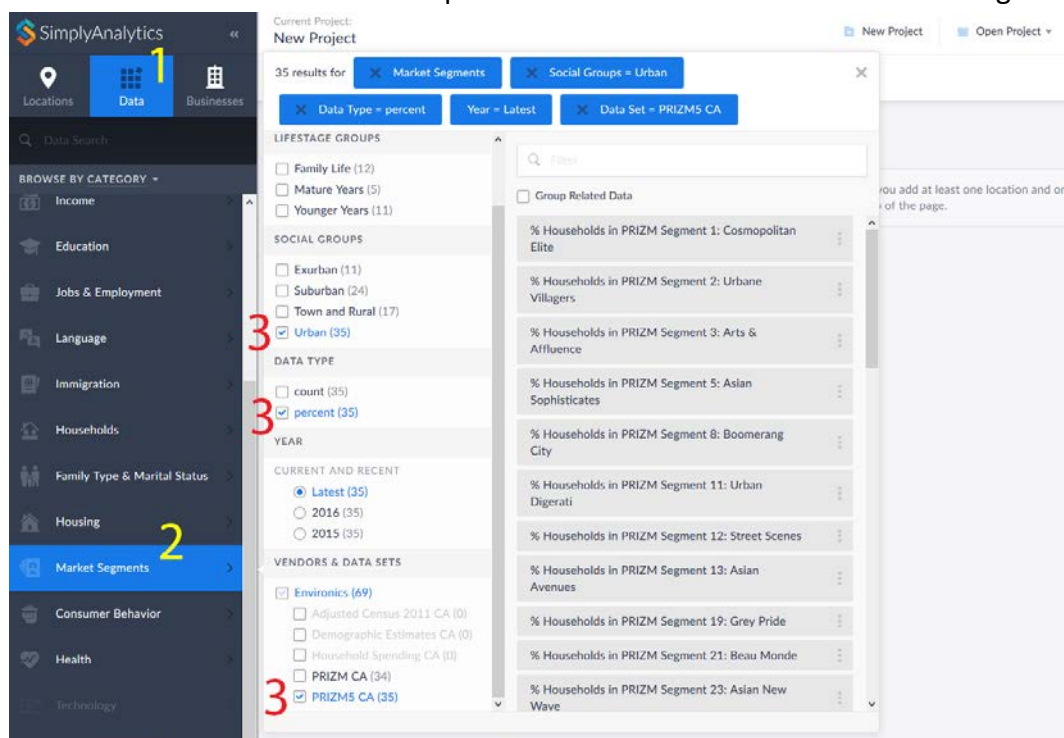
Sample Question: How can I find out what the top PRIZM5 segments are in the City of Vancouver?

Log into SimplyAnalytics database: <http://cufts2.lib.sfu.ca/CRDB4/BVAS/resource/10920>

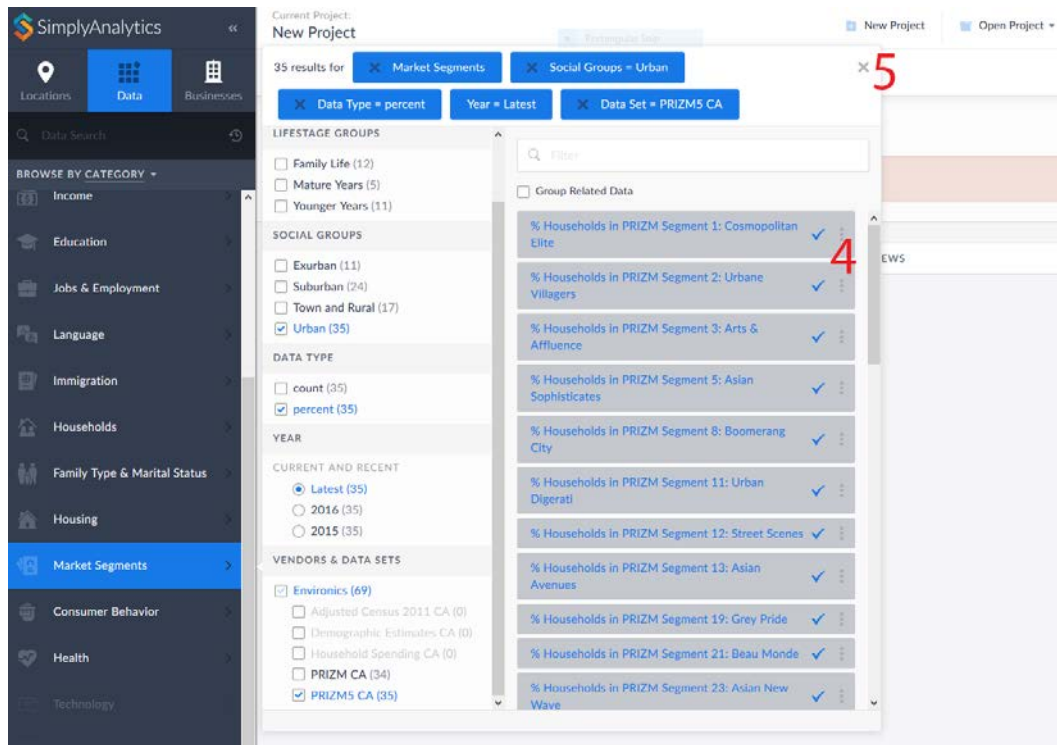
NOTE: to save your maps and reports within SimplyAnalytics, you must sign up for an individual user account. However, any user can enter the database as a guest (“sign in as a guest”) and export their work. When you first connect to SimplyAnalytics some windows might pop up – just close them, and your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



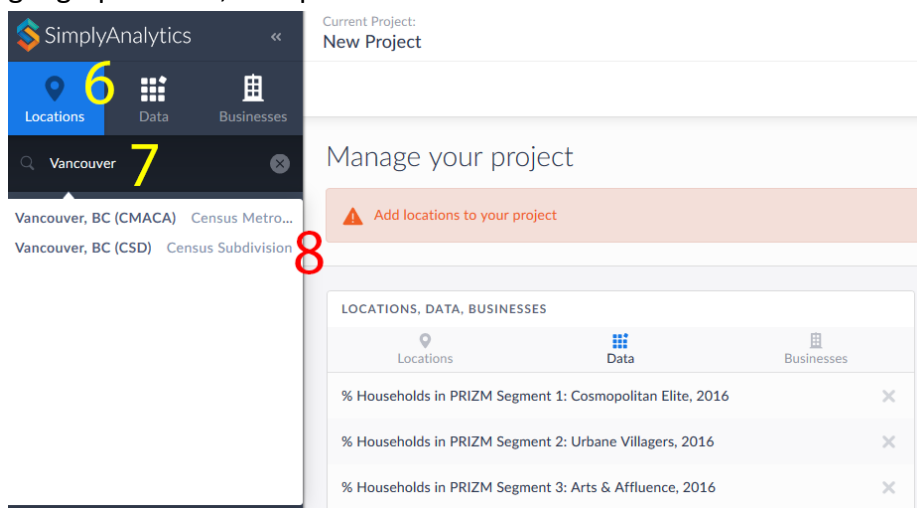
Click on the “Data” icon on the top left and scroll down to select “Market Segments.”



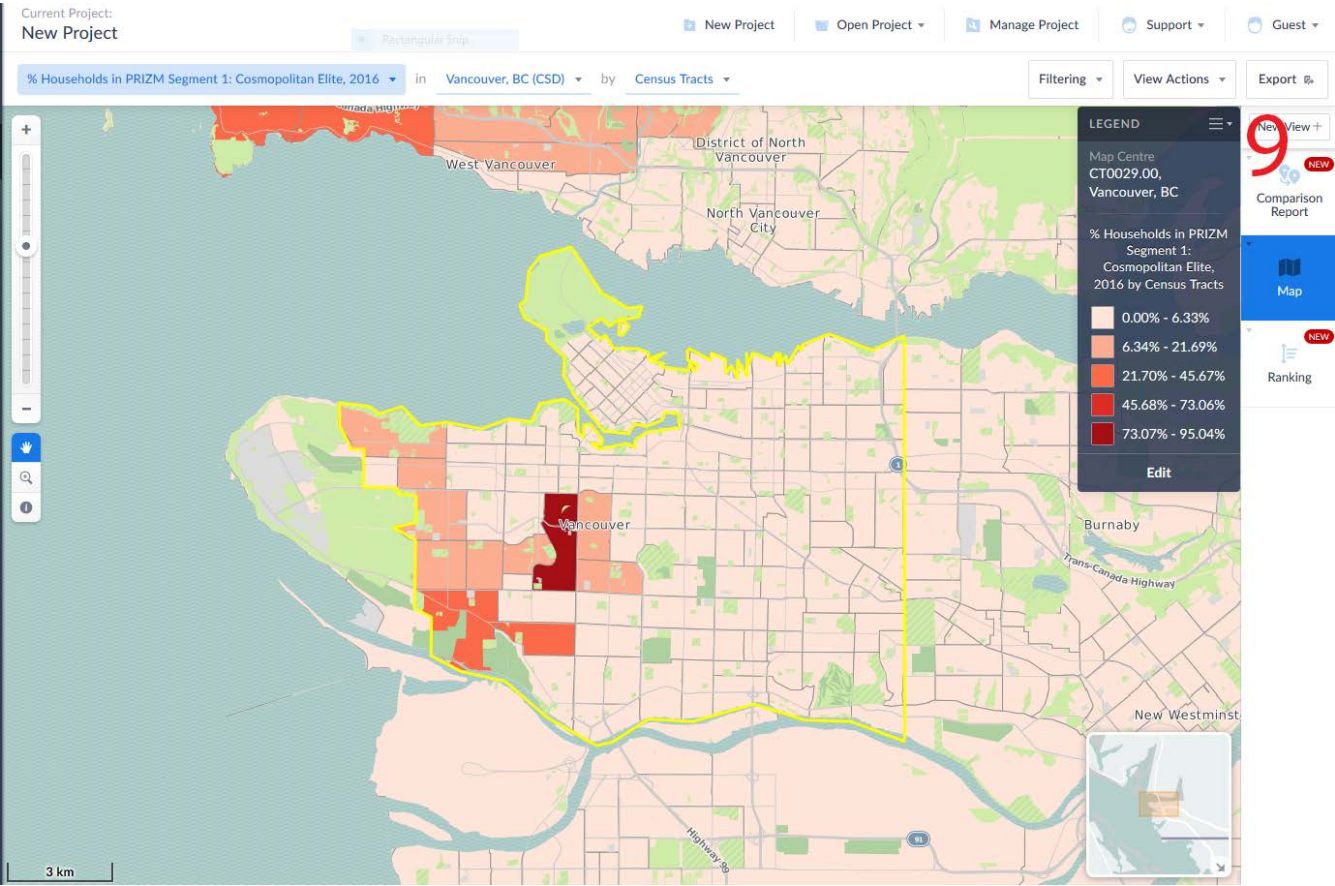
In the frame that shows up, under *Vendors & Data Sets*, choose “PRIZM5 CA” from the list of *Environics* datasets. Since we are interested in the City of Vancouver, select “Urban” under the *Social Groups* category. For this example, let’s only use household percentage numbers: select “percent” under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

The screenshot shows the SimplyAnalytics interface with a table of PRIZM5 market segments for Vancouver, BC (CSD). The table has two columns: the segment name and the percentage of households. A context menu is open over the table header, showing options to sort the data. The largest market segment is Urban Young at 38.69%.

Vancouver, BC (CSD)	
% 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

«

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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%

✕

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

Add to Favorites

View Metadata

Hide Data Variable from this Report

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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 12: Urban Digerati, 2016

Variable Metadata

Data SetPRIZM5 CA

CategoriesMarket Segments

TaggedSocial Groups: Urban

Data SourceThe 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:

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