DATA VINTAGE
2023

SURVEY COLLECTION
2021 Q4 & 2023 Q1

SURVEY SAMPLE SIZE
10,075

BASE LEVEL GEOGRAPHY
Postal Code

VARIABLES
270

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

WHAT IT IS

PRIZM® is linked to Environics SocialValues, the only truly psychographic data built into a segmentation system in Canada. Every year since 1983, scientists at our sister company, Environics Research, have conducted a nationwide survey that measures human motivation and social relations, employing advanced techniques to understand the mindset of Canadians. The resulting SocialValues dataset, based on more than 10K respondents over a rolling 2 year period, measures 95 values and 174 attitudes—such as importance of price, attraction to nature and ecological lifestyle—to help users determine the mindset of their customers to better reach and serve them. With the SocialValues dataset, users will understand what matters most to their customers and how it affects the purchases they make—helping businesses and not-for-profits develop communications and merchandising strategies that speak to their customers' concerns and worldview.

WHAT'S NEW

For the 2023 release of SocialValues we've updated our data inputs to include the latest population counts from the 2021 Canadian Census, ensuring that users have access to the most current data available. In addition to this, SocialValues now utilizes the new 2021 census boundaries and is available in a 2023 ENVISION workspace, ensuring that our data aligns with the latest geographical boundaries and classifications. The 2023 release of SocialValues also includes 8 new Attitude variables, to help users further understand the mindset of their customers.

HOW IT'S USED

An automotive company looking to promote a new hybrid vehicle can use SocialValues to identify neighborhoods within a trade area that are more likely to contain environmentally conscious consumers.

Fitness retailers can identify consumers that value "Effort Towards Health" to more effectively target marketing efforts for their equipment and services.

A SocialValues based analysis of your PRIZM® target groups can help you understand what motivates the purchasing decisions of different customer groups. These differences can help you develop messaging that resonates with your customers.

SAMPLE QUESTIONS IT CAN ANSWER

- Compared to the general population, what are the key social values driving decision-making within my target groups?
- What neighborhoods within my trade area exhibit strong confidence in advertising?
- Where can I find neighborhoods that place a high value on community involvement?
- Which PRIZM segments score high for both ostentatious consumerism and financial security?