HOW TO READ

◉ ENVISION

PRIZM Profile—Variable (Variable Benchmark)

The PRIZM segment composition comparing an entire variable to a base variable, of which it is a subset.

Note: It is recommended to only use two variables that are comparable i.e., where one is a subset of the other (as seen here) rather than two variables that are completely unrelated.

(x) Profile - Variable

PRIZM Profile | Variable vs Variable

ENVIRONICS ANALYTICS

Variable: Life Insurance - $ Face Value - $100,000-$249,999 (P)
**Base Variable:** 2021 Life Insurance - Have - Yes (P)

The **Variable** used for analysis, indicated at the top of the report, along with the **Base Variable** used for the analysis.

The bar chart represents Index values with the centre line representing an Index of 100. Target Segments are usually identified by selecting segments with significant percentages and high Indices.

The colours are associated with the Social Group. When observing the output, the bar colours can also be changed to represent Lifestage Group.

Social Group ⌄ ▼

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
U1	M1	01	The A-List	5,046	0.86	13,951	0.61	36.17	141
U1	M1	02	Wealthy & Wise	3,399	0.58	10,034	0.44	33.87	132
U1	F1	06	Downtown Verve	7,660	1.31	25,703	1.13	29.80	116
S1	F3	04	Turbo Burbs	1,358	0.23	4,224	0.18	32.15	125
S1	F2	05	First-Class Families	5,370	0.92	15,920	0.70	33.73	131
S1	M1	09	Boomer Bliss	228	0.04	713	0.03	31.99	125
S2	F2	08	Multiculture-ish	3,716	0.64	13,159	0.58	28.24	110
S2	Y3	11	Modern Suburbia	2,301	0.39	8,591	0.38	26.79	104
F1	F2	03	Asian Sophisticates	796	0.14	3,107	0.14	25.63	100
F1	M1	07	Mature & Secure	11,166	1.91	35,213	1.55	31.71	124
F1	F2	18	Multicultural Corners	1,192	0.20	4,386	0.19	27.17	106
S3	F3	19	Family Mode	527	0.09	1,846	0.08	28.56	111
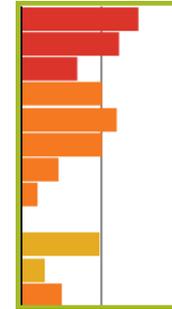
SG: Each segment is assigned to one Social Group (SG) based on the urban-rural context, home language (English, French and non-official), affluence, family status, age of maintainer and ethnicity. The SG's are: Urban (U), Urban Fringe (F), Suburban (S), Town (T), or Rural (R).

LG: The Lifestage Groups (LG) categorize household composition according to the presence of singles, couples and families. The LG's are Young (Y), Family (F), and Mature (M).

Code: An integer assigned to each segment.

Name: The name of the PRIZM segment.

Count: The number of people or households in the segment who exhibit that behavior.

%: (Count / Total Count * 100) The weighted proportion of the population or households in each segment that exhibits that behavior.

Base Count: (Base Count / Base Total Count * 100) The number of people or households in the benchmark who exhibit that behavior.

Base %: The percentage of the population or households in the benchmark that exhibit that behavior.

% Pen: (Count / Base Count * 100) Of all people or households who exhibit that behavior in the base area, **% Pen** is the proportion that are found in the Trade Area.

Index: (% / Base % * 100) Measures if the households or population in the segment are more or less likely to exhibit a behavior when compared to the benchmark. An Index of 100 is average. Indices above 100 are above average or over-represented. Indices below 100 are below average or under-represented.