



Choose from the following criteria to ensure your Personalized Mail™ campaign list targets your best prospects.

- [General selects](#)
- [Demographics](#)
- [E-commerce](#)
- [PRIZM5](#)

- [PRIZM QC](#)
- [Interest](#)
- [Credit score](#)

- [Automotive](#)
- [Ethnicity](#)
- [Gender](#)

Categories	Sub-categories	Details
General selects	Telephone numbers	
	Residential mail volume	Number of mail pieces received within 30 days
		1-4 mail pieces
		5-9 mail pieces
		10-14 mail pieces
		15-19 mail pieces
		20-39 mail pieces
	Residential # of recipients	40+ mail pieces
		1-2 recipients
		3-5 recipients
	6+ recipients	
Parcel lock box		
French language indicator	French speaking postal codes	
Demographics	Age	Age 0 to 4
		Age 5 to 9
		Age 10 to 14
		Age 15 to 19
		Age 20 to 24
		Age 25 to 29
		Age 30 to 34
		Age 35 to 39
		Age 40 to 44 years
		Age 45 to 49 years
		Age 50 to 54 years
		Age 55 to 59 years
		Age 60 to 64 years
		Age 65 to 69 years
		Age 70 to 74 years
		Age 75 to 79 years
	Age 80 to 84 years	
	Age 85 years or older	
	Total children at home by age	Children at home: 0 to 4
		Children at home: 5 to 9
		Children at home: 10 to 14
		Children at home: 15 to 19
		Children at home: 20 to 24
		Children at home: 25 years or more
	Education	No certificate, diploma or degree
		High school diploma or equivalent
		Trades certificate or diploma (other than apprenticeship)
		Apprenticeship or trades certificate or diploma
		College, CEGEP or other non-university certificate or diploma
		University



Employment status	Employed
	Unemployed
	Not in the labour force
Family size	1 person
	2 people
	3 people
	4 people
	5 people
Dwelling type	Single-detached house
	Apartment, building that has five or more storeys
	Movable dwelling
	Semi-detached house
	Row house
	Apartment, duplex
	Apartment, building that has fewer than five storeys
	Other single-attached house
Marital status	Single (never legally married)
	Married (and not separated)
	Separated
	Divorced
	Widowed
	Living common-law
Tenure	Owner
	Renter
	Band housing
Period of construction	Period of construction: before 1960
	Period of construction: 1961 to 1980
	Period of construction: 1981 to 1990
	Period of construction: 1991 to 2000
	Period of construction: 2001 to 2005
	Period of construction: 2006 to 2011
	Period of construction: after 2011
Home value	Value of dwelling: Under \$100,000
	Value of dwelling: \$100,000 to \$149,999
	Value of dwelling: \$150,000 to \$199,999
	Value of dwelling: \$200,000 to \$249,999
	Value of dwelling: \$250,000 to \$299,999
	Value of dwelling: \$300,000 to \$349,999
	Value of dwelling: \$350,000 to \$399,999
	Value of dwelling: \$400,000 to \$499,999
	Value of dwelling: \$500,000 to \$749,999
	Value of dwelling: \$750,000 to \$999,999
	Value of dwelling: \$1,000,000 or more
Income	\$0 to \$9,999
	\$10,000 to \$19,999
	\$20,000 to \$29,999
	\$30,000 to \$39,999
	\$40,000 to \$49,999
	\$50,000 to \$59,999
	\$60,000 to \$69,999



	Income	\$70,000 to \$79,999
		\$80,000 to \$89,999
		\$90,000 to \$99,999
		\$100,000 to \$124,999
		\$125,000 to \$149,999
		\$150,000 to \$174,999
		\$175,000 to \$199,999
		\$200,000 to \$249,999
		\$250,000 or over
	Total population by age	Median age of total population
	Household structure	Total couple families
		Without children at home
		With children at home
		1 child
		2 children
		3 or more children
		Married couple families
		Without children at home
		With children at home
		1 child
		2 children
		3 or more children
		Common-law couple families
		Without children at home
		With children at home
		1 child
		2 children
		3 or more children
		Total lone-parent families
		1 child
		2 children
		3 or more children
		Female parent families
		1 child
	2 children	
	3 or more children	
	Male parent families	
	1 child	
	2 children	
	3 or more children	
	Number of family persons	
Occupation type	In the labour force for occupation	
	Occupation not applicable	
	Management	
	Business finance administration	
	Occupations in sciences	
	Occupations in health	
	Occupations in social science, education, government, religion	
	Occupations in art,culture,recreation,sport	
	Occupations in sales and service	



	Occupation type	Occupations in trades,transport,operators
		Occupations unique to primary industries
		Occupations unique to manufacture and utilities
	Mode of transportation to work	Travel to work by car as driver
		Travel to work by car as passenger
		Travel to work by public transit
		Travel to work by walking
Travel to work by bicycle		
Travel to work by other method		
E-commerce	E-commerce	All
	Fashion	This can include clothing, jewellery, shoes, specialty (e.g. swim wear, athletic, lingerie)
	Health & Beauty	This can include drug, cosmetics, fitness, wellness, and health/nutrition stores
	Consumer electronics	
	Books / Music / Videos	
	Mass merchants	Businesses that sell a variety of products (e.g. HBC, Walmart)
	Home and housewares	
	Sporting goods	
	Office supplies	
PRIZM5	1 - Cosmopolitan elite	Very wealthy, middle-aged and older families and couples
	2 - Urbane villagers	Wealthy, middle-aged and older city sophisticates
	3 - Arts & affluence	Wealthy, established urban families and couples
	4 - Suburban success	Wealthy, middle-aged and older homeowners
	5 - Asian sophisticates	Upscale, urban Asian families
	6 - Kids & careers	Large, well-off, middle-aged suburban families
	7 - Nouveaux riches	Well-off, suburban Quebec families and couples
	8 - Boomerang city	Upscale, multi-generational urban households
	9 - Satellite burbs	Older, upscale exurban couples and families
	10 - Emptying nests	Older, upper-middle-income suburban couples
	11 - Urban digerati	Younger, well-educated city singles
	12 - Street scenes	Younger, upper-middle-income singles and families
	13 - Asian avenues	Successful, middle-aged and older Asian families
	14 - Diversity heights	Diverse, middle-aged and older suburban families
	15 - Heritage hubs	Middle-aged, diverse suburban families
	16 - Pets & PCs	Younger, upscale suburban families
	17 - Exurban wonderland	Middle-aged, upscale exurban families
	18 - Management material	Younger, upper-middle-income suburbanites
	19 - Grey pride	Middle-income seniors in urban apartments
	20 - South asian achievers	Suburban, upper-middle-income South Asian families
	21 - Beau monde	Older, middle-income Quebec city dwellers
	22 - Aging in suburbia	Older, upper-middle-income suburban couples and families
	23 - Asian new wave	Younger, well-educated Asian singles and families
	24 - Fresh air families	Middle-aged, middle-income exurbanites
	25 - South Asian society	Middle-aged, middle-income South Asian families
	26 - Second city retirees	Older and mature, middle-income homeowners
	27 - Diverse city	Middle-income, diverse city dwellers
	28 - Metro multiculturalals	Diverse, middle-aged and older households
	29 - Silver linings	Urban seniors in high-rise apartments
	30 - La vie est belle	Middle-aged, middle-income Quebec families and couples
	31 - New world symphony	Diverse, lower-middle-income city dwellers



	32 - Mini van & Vin rouge	Younger and middle-aged Quebec homeowners
	33 - Heartland retirees	Rural, older and mature lower-middle-income couples
	34 - Rooms with a view	Young, diverse singles in urban high-rises
	35 - Country acres	Middle-aged and older rural couples and families
	36 - Exurban homesteaders	Exurban, middle-aged and middle-income homeowners
	37 - Trucks & trades	Younger and middle-aged, upper-middle-income families
	38 - Grads & pads	Young, single urban renters
	39 - Our time	Older and mature, lower-middle-income suburbanites
	40 - Wide open spaces	Middle-aged, middle-income farmers and blue-collar workers
	41 - Vieille école	Middle-aged and older Quebec exurbanites
	42 - Home sweet rows	Diverse, middle-aged, middle-income suburbanites
	43 - Newcomers rising	Younger, downscale city immigrants
	44 - Jeunes et actifs	Younger, urban downscale Quebec singles
	45 - Jeunes d'esprit	Older, downscale rural couples
	46 - Villes tranquilles	Middle-aged, rural Quebec couples and families
	47 - Traditional town living	Middle-aged and older middle-income homeowners
	48 - Variété suburbaine	Lower-middle-income Quebec suburbanites
	49 - Enclaves multiethniques	Diverse, low-income, younger city dwellers
	50 - Suburban scramble	Young, lower-middle-income suburbanites
	51 - Aging & active	Older and mature, lower-middle-income town households
	52 - Striving startups	Younger, urban lower-middle-income singles and families
	53 - Outdoor originals	Middle-aged and older, lower-middle-income exurbanites
	54 - Serenity springs	Mature, lower-middle-income town singles and couples
	55 - La vie bucolique	Rural, middle-aged and older couples and families
	56 - Single city jazz	Younger, diverse city singles in apartments
	57 - First Nations families	Younger, lower-middle-income aboriginal families
	58 - Rustic roads	Rural, downscale older couples
	59 - Locataires en banlieues	Younger, downscale suburban renters
	60 - Bons vivants	Older, downscale suburban singles and couples
	61 - Les seniors	Urban, low-income Quebec seniors
	62 - Terre à terre	Downscale, middle-aged and older rural households
	63 - Lunch at Tim's	Urban, downscale singles and families
	64 - Fête au village	Rural, downscale Quebec seniors
	65 - Young & connected	Younger, low-income, diverse urban renters
	66 - Sunset towers	Low-income seniors in urban apartments
	67 - Survivre en ville	Younger, low-income Quebec urban renters
	69 - Low-rise renters	Young, low-income city singles and families
PRIZM QC	PRIZM QC	Characteristics of Quebec lifestyles
Interest	Charitable donors	Animal welfare
		Children
		Environment or wildlife
		Health
		Religious
		# of donors > 2
	Mail order buyers	Any mail order purchase
		Books
		Clothing
		Cosmetics
		Gifts
	Magazines	



	Mail order buyers	# of mail orders > 2
	Internet users	Book vacations online
		Invest or trade online
		Online banking
		Purchase products online
		Read news online
		Research products online
	Services	Has satellite TV or digital cable
		Owns internet service
		Owns cellphone
	Hobby	Bird watching
		Education, career courses or self-improvement
		Theatre or performing arts
	Home & leisure	Cooking gourmet
		Cooking low-fat
		Crafts
		Gardening
		Home improvements or repair
		Woodworking
	Sport	Baseball
		Fishing
		Golf
		Hockey
		Hunting
		Snow-skiing
		# of sports > 2
		Nutrition and diet
	To eat a vegetarian diet	
	To eat more natural/organic foods	
	To include vitamins/minerals	
	To include calcium	
	To include pre-or-probiotics	
	To increase fibre	
	To lose weight	
	To reduce cholesterol	
	Common ailments	Allergy, sinus or nasal
		Arthritis
		High cholesterol
		Respiratory
	Pet owners	Cat
		Dog
Avid readers		
Reading preferences	Best-selling fiction	
	Bible or devotional	
	Business or financial	
	Cooking or culinary	
	Fashion	



	Reading preferences	History
		Interior decorating
		Medical or health
		Natural health remedies
		Science fiction
		Sports
		World news or politics
	Travel preferences	All-inclusive
		Cruises
		Theme parks
	Travel reason	Personal
		Business
	Travel destinations	Canada
		International
		USA
	Travel frequency	Never
		1-3 times/year
		4 plus times/year
	Credit card spend	\$100-499/month
		\$500 plus /month
		< \$99/month
	Credit cards features	Added insurance
		Cash back
		High credit limit
		No fee or low interest
		Travel rewards
	Credit card payment patterns	Always or usually pay full balance
	Investment	Heavy debt
		Pay minimum or more
		Owns life insurance
		Owns mutual funds
		Owns RRSP
		Owns stocks
		Owns mutual funds, stocks or RRSP
	Loyalty card holders	Aeroplan or Air Miles
Optimum		
Petro-Points		
Sears or Hudson's Bay		
# of cards > 2		
Occupation	Full-time homemaker	
	Management	
	Self-employed or home business	
	Retired	
	Sales or marketing	
	Tradesman or laborer	
	Government	
	Professional or technical services	
Credit score	Low	(< 650)
	Medium	(650-750)
	High	(> 750)



Automotive	Make	Acura
		Audi
		BMW
		Buick
		Cadillac
		Chevrolet
		Chevy Truck
		Chrysler
		Chrysler Truck
		Dodge
		Dodge Truck
		Ford
		Ford Truck
		GMC Truck
		Honda
		Hyundai
		Infiniti
		Jeep
		Kia
		Lexus
		Mazda
		Mercedes
		Mitsubishi
		Nissan
	Oldsmobile	
	Others	
	Pontiac	
	Saturn	
	Subaru	
	Suzuki	
	Toyota	
	Volkswagen	
	Volvo	
	Type	Compact
		Compact SUV
		Full size
		High luxury
		Intermediate
		Intermediate SUV
		Large pickup
		Large SUV
		Large van
		Luxury
		Luxury sport
		Luxury SUV
		Medium luxury
		Small pickup
		Small van
		Sport
		Subcompact



	Year	1981	
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		Parent brand	AM General
			Aston Martin
			Avanti
BMW			
Chrysler			
Eagle			
Fiat			
Fisker			
Ford			
Freightliner			
GMC/Chevrolet			
Honda			
Hyundai			
Jaguar/Tata			
Lotus			



	Parent brand	Mazda
		McLaren
		Mercedes
		Mitsubishi
		Morgan
		NEVS
		Nissan
		Others
		Peugeot
		Subaru
		Tesla
		Toyota
		Volkswagen
		Volvo
	Yugo	
	Country of origin	American
		British
		French
		German
		Italian
		Japanese
		Korean
Others		
Russian		
South Korea		
Swedish		
Swiss		
Ethnicity (descriptions are for reference only and cannot be used to target at this level)	Black / African origin	Rwandan
		Djiboutian
		Mauritanian
		Senegalese
		Malawian
		Sudanese
		Black / African Origin
		Kenyan
		Nigerian (Nigeria)
		Ghanaian
		Zambian
		Congolese
		Central African (Central African Republic)
		Togolese
		Swazi
		Zulu
		Xhosa
		Basotho
		South African
		Liberian
Comoran		
Beninese		
Burkinabe (Burkina Faso)		
Nigerien (Niger)		



	Black / African origin	Ashanti
		Swahili
		Haitian
		Malian
		Jamaican
		Hausa
		Congolese (DRC)
		Mozambican (Mozambique)
		Ivorian (Ivory Coast)
		Ethiopian
		Ugandan
		Batswana (Botswana)
		Cameroonian
		Zimbabwean
		Namibian
		Burundi
		Tanzanian
		Gambian
		Somali
		Chadian
	Gabonese	
	Angolan	
	Igbo	
	Yoruba	
	Sotho (Lesotho)	
	Malagasy (Madagascar)	
	Sierra Leonean	
	Guinean (Guinea-Bissau)	
	Equatorial Guinean	
	Southeast Asian	Indonesian
		Burmese (Myanmar)
		Thai
		Malay
		Laotian
		Khmer
		Filipino
		Papua New Guinean
	South Asian	Afghan
		Pakistani
		Bangladeshi
		Indian
		Sri Lankan
Other Asian		
Hindu		
Telugu		
Nepalese		
Tibetan		
Bhutanese		
Central Asian	Georgian	
	Armenian	



	Central Asian	Azerbaijani
		Kazakh
		Mongolian
		Uzbek
		Turkmen
		Tajik
		Kirghiz
		Chechen
	Mediterranean	Italian
		Portuguese
		Greek
	Aboriginal / First Nation	Aboriginal / First Nation
		Aleut
		Inuit
	Scandinavian	Danish
		Swedish
		Norwegian
		Icelandic
	Polynesian	Samoan
		Tongan
		Fijian
		Pili
		Hawaiian
	Middle Eastern	Kurdish
		Persian
		Arab
		Saudi
		Iraqi
		Libyan
		Egyptian
		Moroccan
		Bahraini
		Qatari
		Algerian
		Tunisian
		Kuwaiti
		Yemeni
	Syrian	
	Jewish	Jewish
		Hebrew
	Western European	English
		Scottish
Dutch		
Belgian		
German		
Austrian		
Irish		
Welsh		
French		
Swiss		



	Western European	Turkish
		Manx
		Basque
	Eastern European	Finnish
		Hungarian
		Czech
		Slovak
		Polish
		Estonian
		Latvian
		Lithuanian
		Ukrainian
		Byelorussian
		Russian
		Moldovan
		Bulgarian
		Romanian
		Albanian
	Slovenian	
	Croatian	
Serbian		
Bosniak		
Macedonian		
East Asian	Chinese	
	Korean	
	Japanese	
	Vietnamese	
	Guyanese	
	Surinamese	
Hispanic	Hispanic	
Gender	Male	
	Female	