

Click each PRIZM segment icon to see more information.



01 THE A-LIST
U1 Urban Elite
M1 Older Families & Empty Nests
Very wealthy, cosmopolitan, middle-aged and older families and couples

02 WEALTHY & WISE
U1 Urban Elite
M1 Older Families & Empty Nests
Visually urban, older families and couples

03 ASIAN SOPHISTICATES
F1 High Income Urban Fringe
F2 Large Chinese Families
High income, middle-aged urban fringe families, primarily of Asian descent

04 TURBO BURBS
S1 Suburban Elite
F3 Middle-Age Families
High income, middle-aged, suburban families and couples

05 FIRST-CLASS FAMILIES
S1 Suburban Elite
F2 Large Families
Large, high income, middle-aged, suburban families

06 DOWNTOWN VERVE
U1 Urban Elite
F1 School Age Families
Younger and middle-aged, urban, high income households

07 MATURE & SECURE
F1 High Income Urban Fringe
M1 Older Families & Empty Nests
Older, successful, urban fringe families and couples

08 MULTICULTURE-ISH
S2 High Income Urban Fringe
F2 Large Chinese Families
High income, middle-aged multi-ethnic suburban families

09 BOOMER BLISS
S1 Suburban Elite
M1 Older Families & Empty Nests
Older, financially comfortable, suburban couples and families

10 ASIAN ACHIEVEMENT
F1 High Income Urban Fringe
F2 Large Chinese Families
Financially secure, middle-aged and older, urban fringe families, primarily of Asian descent

11 MODERN SUBURBIA
S2 High Income Urban Fringe
Y3 Young Families
Multi-ethnic, younger and middle-aged suburban families

12 EAT, PLAY, LOVE
U3 Urban Diversity
Y1 Very Young & Couples
Younger, multi-ethnic urban singles and couples

13 VIE DE RÊVE
S4 Upper-Middle Suburban Fringe
F2 Large Diverse Families
High income, suburban Quebec families

14 KICK-BACK COUNTRY
R1 Upper-Middle Rural
F3 Middle-Age Families
Rural, middle-aged and older couples and families

15 SOUTH ASIAN ENTERPRISE
U4 Urban Diversity
F2 Large Diverse Families
Middle-aged, multi-ethnic urban families, primarily of South Asian descent

16 SAVVY SENIORS
U2 Urban Diversity
M1 Older Families & Empty Nests
Middle income, older, urban households

17 ASIAN AVENUES
U3 Urban Diversity
F3 Middle-Age Families
Urban, middle income families and singles, primarily of Asian descent

18 MULTICULTURAL CORNERS
F1 High Income Urban Fringe
F2 Large Diverse Families
Culturally diverse, middle-aged, middle-income urban fringe families

19 FAMILY MODE
S3 Upper-Middle Suburban Fringe
F3 Middle-Age Families
Suburban, financially comfortable, middle-aged families

20 NEW ASIAN HEIGHTS
F2 Chinese Urban Fringe
Y2 Younger Single & Couples
Younger single and couples, with high levels of university degrees, primarily of Asian descent

21 SCENIC RETIREMENT
S6 Older Suburban Fringe
M2 Mature Single & Couples
Older, middle income suburban

22 INDIEVILLE
U3 Urban Diversity
Y2 Young Single & Couples
Younger and middle-aged, university educated, urban singles

23 MID-CITY MELLOW
U2 Urban Diversity
M1 Older Families & Empty Nests
Older, urban, middle income families and couples

24 ALL-TERRAIN FAMILIES
S3 Upper-Middle Suburban Fringe
Y3 Young Families
Younger and middle-aged blue collar suburban families

25 SUBURBAN SPORTS
S5 Upper-Middle Suburban Fringe
F3 Middle-Age Families
Upper middle income, younger and middle-aged suburbanites

26 COUNTRY TRADITIONS
R1 Upper-Middle Rural
F3 Middle-Age Families
Rural, upper middle income couples and families

27 DIVERSITÉ NOUVELLE
F2 Chinese Urban Fringe
F3 Middle-Age Families
Culturally diverse, Quebec, central city dwellers

28 LATTE LIFE
U5 Diverse Urban Mix
Y1 Very Young Single & Couples
Younger, single urban white collar households

29 C'EST TIGUIDOU
S4 Upper-Middle Suburban Fringe
F3 Middle-Age Families
Middle-aged and older Quebec suburban couples and families

30 SOUTH ASIAN SOCIETY
F3 Middle Income Urban Fringe
F2 Large Diverse Families
Younger and middle-aged families, predominantly of South Asian descent

31 METRO MELTING POT
F3 Middle Income Urban Fringe
F3 Middle-Age Families
Culturally diverse, middle income city dwellers

32 DIVERSE & DETERMINED
F3 Middle Income Urban Fringe
F1 School Age Families
Younger and middle-aged multi-ethnic urban fringe households

33 NEW COUNTRY
R1 Upper-Middle Rural
F3 Middle-Age Families
Middle-aged and older rural couples and families

34 FAMILIES TYPIQUES
S4 Upper-Middle Suburban Fringe
F1 School Age Families
School aged, suburban Quebec families and singles

35 VIE DYNAMIQUE
S7 Lower-Middle Suburban Fringe
M2 Mature Single & Couples
Mature middle income Quebec suburbanites

36 MIDDLE-CLASS MOSAIC
U2 Urban Diversity
F3 Middle-Age Families
Diverse, middle income, high school educated urban families

37 KEEP ON TRUCKING
T1 Town Mix
F1 School Age Families
Middle income town homeowners

38 STRESSED IN SUBURBIA
S5 Middle Income Suburban Fringe
F3 Middle-Age Families
Middle income, younger and middle-aged, suburban families

39 ÉVOLUTION URBAINE
U0 Older Urban Diversity
F1 School Age Families
Middle income Quebec urban households and families

40 LES ÉNERGIEUSES
U3 Urban Diversity
Y1 Very Young Single & Couples
Younger, lower income Quebec urban singles

41 DOWN TO EARTH
R2 Lower-Middle Rural
M1 Older Families & Empty Nests
Older, middle income rural couples and families

42 BANLIEUES TRANQUILLES
S7 Lower-Middle Suburban Fringe
F1 School Age Families
Middle-aged and older Quebec suburban couples and families

43 HAPPY MEDIUM
S5 Middle Income Suburban Fringe
M1 Older Families & Empty Nests
Middle-aged and older blue collar suburban couples and families

44 UN GRAND CRU
U6 Urban Diversity
M2 Mature Single & Couples
Older, middle income, urban Quebec households

45 SLOW-LANE SUBURBS
S6 Older Suburban Fringe
M1 Older Families & Empty Nests
Older middle income suburban households and singles

46 PATRIMOINE RUSTIQUE
R3 Rural Fringe
M2 Mature Single & Couples
Rural, older francophone couples and singles

47 SOCIAL NETWORKERS
U3 Urban Diversity
Y1 Very Young Single & Couples
Young, culturally diverse university educated urban singles

48 AGRI-BIZ
R2 Lower-Middle Rural
F3 Middle-Age Families
Middle income, middle-aged and older farmers and blue collar workers

49 BACKCOUNTRY BOOMERS
R2 Lower-Middle Rural
M2 Mature Single & Couples
Rural, middle income older couples and singles

50 COUNTRY & WESTERN
R2 Lower-Middle Rural
M2 Mature Single & Couples
Older, middle income western homeowners in apartment rentals

51 ON THEIR OWN AGAIN
U2 Urban Diversity
M1 Older Families & Empty Nests
Culturally diverse, city seniors in apartment rentals

52 FRIENDS & ROOMIES
U3 Urban Diversity
Y2 Young Single & Couples
Young, culturally diverse singles in urban households

53 SILVER FLATS
S6 Older Suburban Fringe
M2 Mature Single & Couples
Older, lower income suburban singles and couples

54 VIE AU VILLAGE
R3 Rural Fringe
F3 Middle-Age Families
Rural, middle-aged and older Quebecers

55 ENCLAVES MULTICULTIQUES
U3 Urban Diversity
F1 School Age Families
Culturally diverse, low income city singles and families with mixed education

56 JEUNES BICULTURELS
U3 Urban Diversity
Y2 Young Single & Couples
Younger and middle-aged Quebec urban singles

57 JUGGLING ACTS
U5 Urban Diversity
Y2 Young Single & Couples
Younger, low income service sector and blue collar singles

58 OLD TOWN ROADS
T1 Town Mix
M1 Older Families & Empty Nests
Older, middle income town households and singles

59 LA VIE SIMPLE
S7 Lower-Middle Suburban Fringe
F1 School Age Families
Lower middle income Quebec suburban singles and couples

60 VALUE VILLAGERS
U5 Urban Diversity
F1 School Age Families
Lower middle income city dwellers

61 CAME FROM AWAY
U3 Urban Diversity
F3 Middle-Age Families
Multi-ethnic, younger and middle-aged urban singles and families

62 SUBURBAN RECLINERS
S6 Older Suburban Fringe
M2 Mature Single & Couples
Older, lower middle income suburban singles

63 AMANTS DE LA NATURE
R3 Rural Fringe
M2 Mature Single & Couples
Rural, lower middle income rural couples and singles

64 MIDTOWN MOVERS
U4 Urban Diversity
F3 Middle-Age Families
Urban, younger middle income, trade school families and singles

65 ÂGÉS & TRADITIONNELS
U6 Urban Diversity
M1 Older Families & Empty Nests
Older, low income Quebec urban singles

66 INDIGENOUS FAMILIES
T1 Town Mix
F2 Large Diverse Families
Younger, low income First Nations, Inuit and Métis families

67 JUST GETTING BY
U5 Urban Diversity
Y2 Young Single & Couples
Younger, low income city singles



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

01 - The A-List

U1

M1

01 - The A-List

Very wealthy, cosmopolitan, middle-aged and older families and couples
This PRIZM® segment represents 0.7% of Canada's population and 0.6% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



U1 Urban Elite Older Families & Empty Nests M1

Very wealthy, cosmopolitan, middle-aged and older families and couples

The A-List is Canada's wealthiest segment, consisting of well-educated middle-aged and older families and couples. Earning over \$500,000 annually from white-collar occupations, they reside in exclusive neighbourhoods across major urban centres, providing stately homes and quick commutes to their jobs and all the city offers. The A-List places importance on philanthropy, social responsibility, and ecological concerns. In their leisure time, A-List residents enjoy high-culture events like symphonies and theatre and outdoor sports such as skiing and golfing, reflecting a lifestyle that balances sophistication with active living.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

01 - The A-List

U1

M1

01 - The A-List

Very wealthy, cosmopolitan, middle-aged and older families and couples
This PRIZM® segment represents 0.7% of Canada's population and 0.6% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	55 - 64
Household size	4+
Children at home	49.8%
Age of children at home	10+



Education & Occupation

Household income	\$592K
Education	University
Occupation	White Collar
Commute method	Car



Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	30.9%



Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	4.6%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

01 - The A-List

U1

M1

01 - The A-List

Very wealthy, cosmopolitan, middle-aged and older families and couples
This PRIZM® segment represents 0.7% of Canada's population and 0.6% of households.

Overview

Who They Are

How They Think

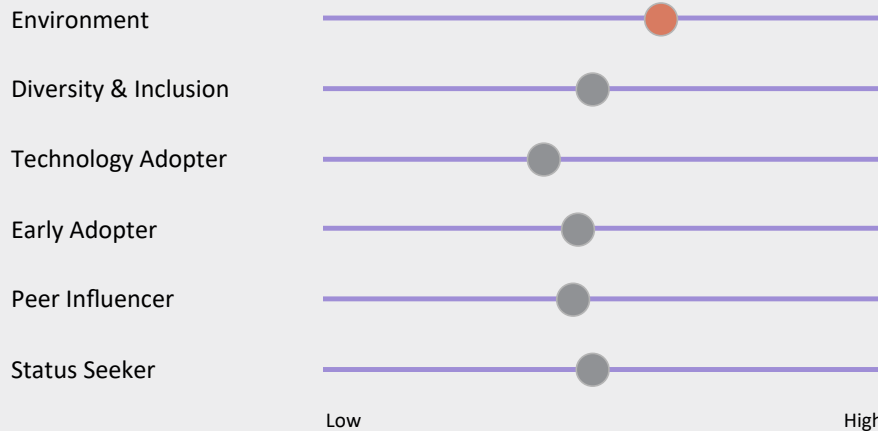
What They Do

How to Reach Them

Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy in bulk for less packaging
2. Pay more for "clean" products
3. Make effort to recycle

Healthy Lifestyle

1. Monitor vitamin intake
2. Monitor cholesterol
3. Minimize health problems



Psychographics

"I prefer people who, whatever happens, do their duty."

"I like being in a large crowd."

"I consider myself to be a member of a religious faith."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

01 - The A-List

U1

M1

01 - The A-List

Very wealthy, cosmopolitan, middle-aged and older families and couples
This PRIZM® segment represents 0.7% of Canada's population and 0.6% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	---------------------	-------------------	----------

Leisure

Leisure Activities

1. Baseball game
2. Football game

Online Gambling

Shopping

Products Purchased

1. Computer software
2. Flowers

Websites Browsed*

1. International news
2. Tech news

Selected Banners*

Financial

Financial Products Held

1. Bonds
2. ETFs

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Coffee/donut shops
2. Greek

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Porsche
2. Land Rover
3. BMW

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

01 - The A-List

U1

M1

01 - The A-List

Very wealthy, cosmopolitan, middle-aged and older families and couples
This PRIZM® segment represents 0.7% of Canada's population and 0.6% of households.

Overview

Who They Are

How They Think

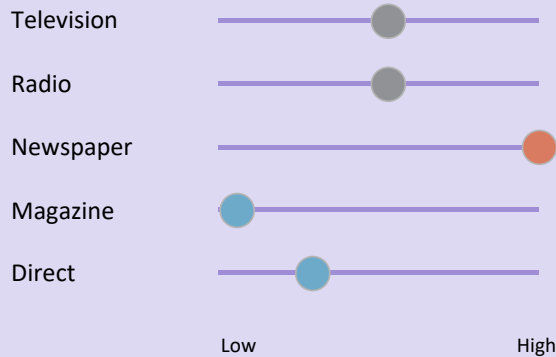
What They Do

How to Reach Them

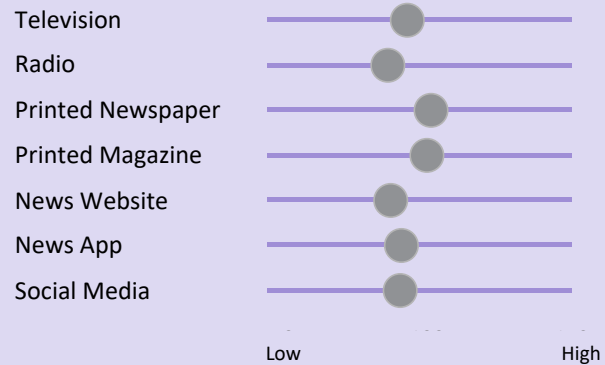
Glossary



Traditional Channels



Trusted Information Sources



Preferred Streaming Services

TV services (e.g. Rogers Ignite/Bell Alt), Crave, Apple TV+

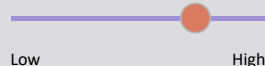


Preferred Social Media

Health and fitness sites, WhatsApp, LinkedIn



Internet Usage



Online Activities

1. Access professional sports
2. Online magazines
3. Restaurant guides

Preferred Categories Browsed in 2024

1. Real estate
2. Careers
3. Sports

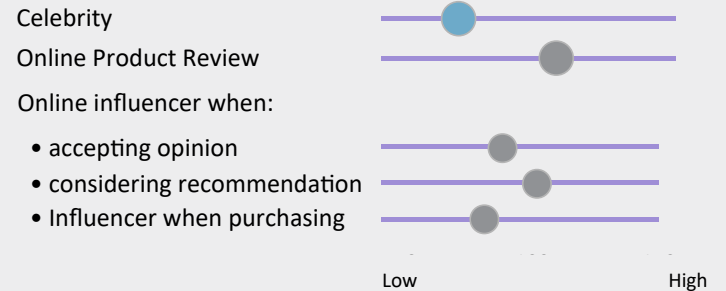
Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."



Influencer Impact

Likely to Be Influenced by:





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

01 - The A-List

U1

M1

01 - The A-List

Very wealthy, cosmopolitan, middle-aged and older families and couples

This PRIZM® segment represents 0.7% of Canada's population and 0.6% of households.

Overview

Who They Are

How They Think

What They Do

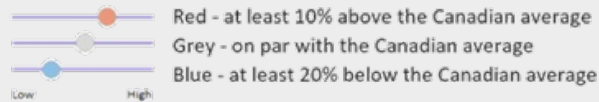
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (**U**), Urban Fringe (**F**), Suburban (**S**), Town (**T**) and Rural (**R**). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (**Y**), Family (**F**) and Mature (**M**). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information, contact us at: <https://environicsanalytics.com/en-ca/contact-us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site** (for database and software information): <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Ltd. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

02 - Wealthy & Wise

U1

M1

02 - Wealthy & Wise

Wealthy, older, urban families and couples

This PRIZM® segment represents 1.1% of Canada's population and 1.0% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Wealthy & Wise represents a segment of older, affluent families and couples who enjoy high living standards and reside in prestigious neighbourhoods across Canada's large cities. With household incomes that significantly exceed the national average, Wealthy & Wise own luxury homes and demonstrate a strong commitment to education, as evidenced by their higher rates of advanced degrees. Their active lifestyles include a variety of cultural and recreational activities, from attending live performances to engaging in fitness pursuits. This segment strongly emphasizes authenticity and environmental stewardship, making them ideal candidates for campaigns that spotlight social impact and meaningful experiences.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

02 - Wealthy & Wise

U1

02 - Wealthy & Wise

Wealthy, older, urban families and couples

This PRIZM® segment represents 1.1% of Canada's population and 1.0% of households.

M1

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	75+
Household size	4+
Children at home	50.3%
Age of children at home	10+



Education & Occupation

Household income	\$284K
Education	University
Occupation	White Collar
Commute method	Car



Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	27.5%



Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	3.7%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

02 - Wealthy & Wise

U1

M1

02 - Wealthy & Wise

Wealthy, older, urban families and couples

This PRIZM® segment represents 1.1% of Canada's population and 1.0% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

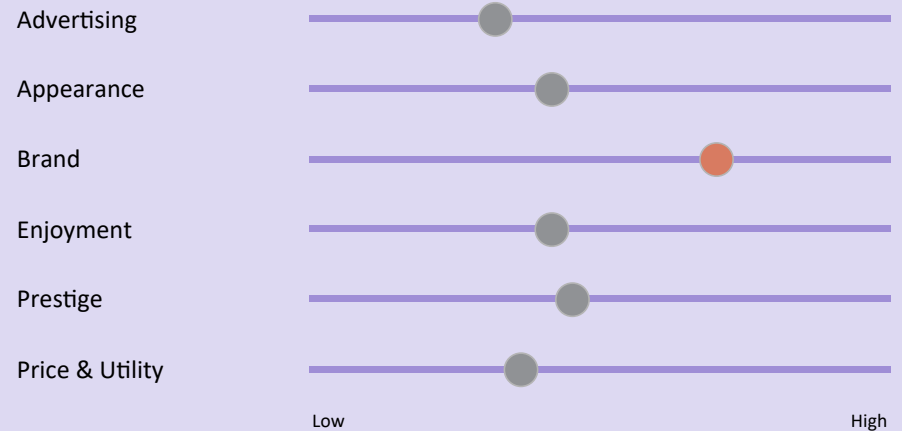
Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Reduce car-related emissions
2. Buy organic
3. Buy Canadian products

Healthy Lifestyle

1. Monitor vitamin intake
2. Live balanced lifestyle
3. Monitor cholesterol



Psychographics

"Often worked as a volunteer for a committee aimed at improving an aspect of life in your neighbourhood or municipality."

"I have made plans for those I love after I die."

"I am willing to pay more for brand-name products."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

02 - Wealthy & Wise

U1

M1

02 - Wealthy & Wise

Wealthy, older, urban families and couples

This PRIZM® segment represents 1.1% of Canada's population and 1.0% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

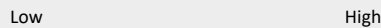


Leisure

Leisure Activities

1. Baseball game
2. Photography

Online Gambling



Shopping

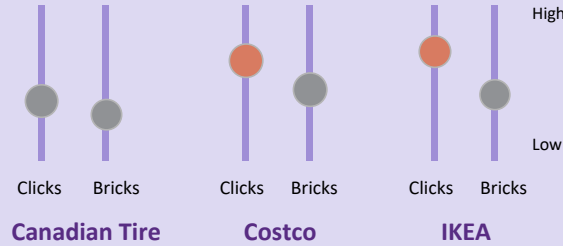
Products Purchased

1. Flowers
2. Computer software

Websites Browsed*

1. International news
2. Tech news

Selected Banners*



Financial

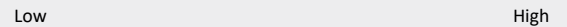
Financial Products Held

1. Bonds
2. RRIF

Mobile Wallet



Online Banking



Food & Drink

Restaurants Visited

1. Coffee/donut shops
2. High-quality restaurant

Online Food Ordering Method



Automotive

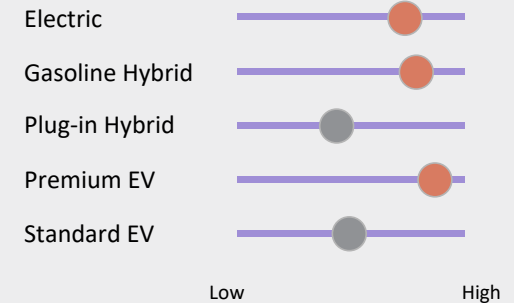
Automobiles Purchased*

1. Porsche
2. Volvo
3. BMW

Electric/Hybrid Vehicle Ownership



Projected EV Purchase Next Year





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

02 - Wealthy & Wise

U1

M1

02 - Wealthy & Wise

Wealthy, older, urban families and couples

This PRIZM® segment represents 1.1% of Canada's population and 1.0% of households.

Overview

Who They Are

How They Think

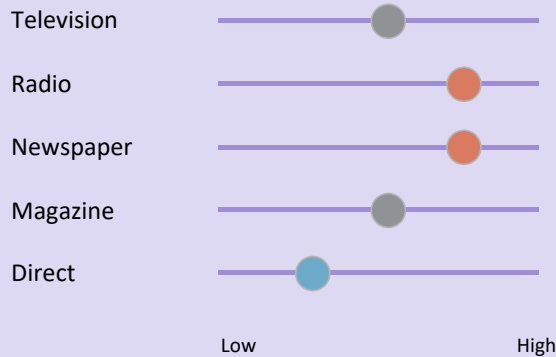
What They Do

How to Reach Them

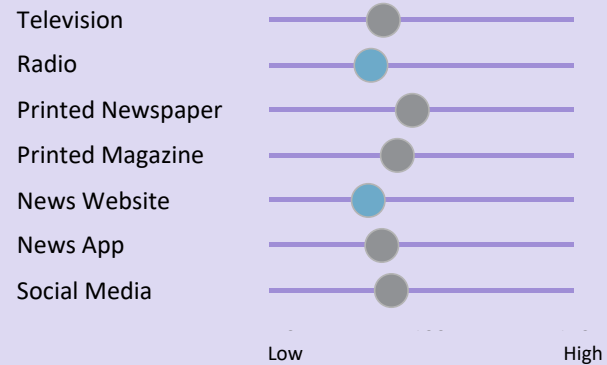
Glossary



Traditional Channels



Trusted Information Sources



Preferred Streaming Services

Apple TV+,
TV services (e.g. Rogers Ignite/Bell Alt),
CBC Gem



Preferred Social Media

WeChat, WhatsApp, Health and fitness sites



Internet Usage



Online Activities

1. Online magazines
2. Restaurant guides
3. Download coupons

Preferred Categories Browsed in 2024

1. Real estate
2. Careers
3. Sports

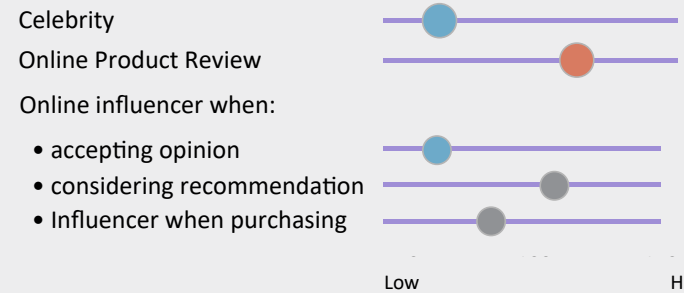
Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."



Influencer Impact

Likely to Be Influenced by:





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

02 - Wealthy & Wise

U1

M1

02 - Wealthy & Wise

Wealthy, older, urban families and couples

This PRIZM® segment represents 1.1% of Canada's population and 1.0% of households.

Overview

Who They Are

How They Think

What They Do

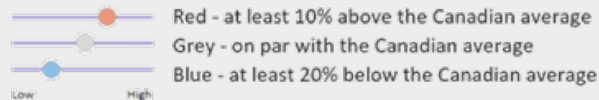
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (**U**), Urban Fringe (**F**), Suburban (**S**), Town (**T**) and Rural (**R**). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (**Y**), Family (**F**) and Mature (**M**). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information, contact us at: <https://environicsanalytics.com/en-ca/contact-us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site** (for database and software information): <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Ltd. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

03 - Asian Sophisticates

F1

F2

03 - Asian Sophisticates

High-income, middle-aged, urban fringe families, primarily of Asian descent

This PRIZM® segment represents 1.0% of Canada's population and 0.8% of households.

Overview

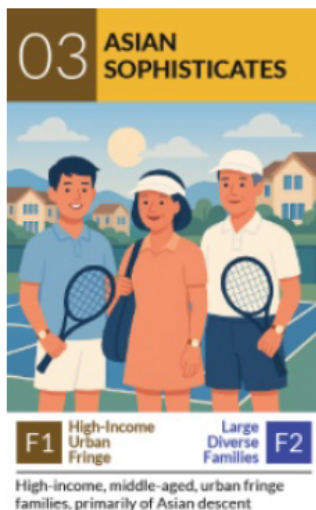
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Asian Sophisticates are affluent, urban, middle-aged families, predominantly of Asian descent and living in cities like Toronto and Vancouver. These large, often multi-generational households emphasize the importance of post-secondary education, instilling this value in their children. A significant proportion speak a non-official language, most commonly Cantonese or Mandarin. They exhibit strong participation rates in sports, cultural events, and community activities, with many belonging to health clubs and attending live performances. This segment places a high value on style, quality, and cultural engagement, reflecting a lifestyle that blends tradition with modern urban experiences.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

03 - Asian Sophisticates

F1

03 - Asian Sophisticates

High-income, middle-aged, urban fringe families, primarily of Asian descent

This PRIZM® segment represents 1.0% of Canada's population and 0.8% of households.

F2

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	45 - 54
Household size	4+
Children at home	61.0%
Age of children at home	15+



Education & Occupation

Household income	\$185K
Education	University
Occupation	White Collar/Service Sector
Commute method	Car



Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	31.0%



Diversity

Diversity	High
Official language	Non-Official
Immigrants to Canada (since 2022)	4.4%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

03 - Asian Sophisticates

F1

F2

03 - Asian Sophisticates

High-income, middle-aged, urban fringe families, primarily of Asian descent

This PRIZM® segment represents 1.0% of Canada's population and 0.8% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy in bulk for less packaging
2. Use alternative energy
3. Pay more for "clean" products

Healthy Lifestyle

1. Consume natural foods
2. Buy organic beverages
3. Eat carefully to keep weight



Psychographics

"I pay extra to personalize products to suit my taste and style."

"I am likely to share shopping deals or product information through shopping websites."

"I participate in sports on a regular basis."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

03 - Asian Sophisticates

F1

F2

03 - Asian Sophisticates

High-income, middle-aged, urban fringe families, primarily of Asian descent
 This PRIZM® segment represents 1.0% of Canada's population and 0.8% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Baseball game
2. Skateboarding

Online Gambling

Shopping

Products Purchased

1. Baby furniture
2. Legal or notary services

Websites Browsed*

1. Ethnic specific
2. Homework/study tips

Selected Banners*

Financial

Financial Products Held

1. RESP
2. Bonds

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Other Asian (Vietnamese, Korean, etc.)
2. High-quality restaurant

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. BMW
2. Lexus
3. Mercedes-Benz

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

03 - Asian Sophisticates

F1

F2

03 - Asian Sophisticates

High-income, middle-aged, urban fringe families, primarily of Asian descent
 This PRIZM® segment represents 1.0% of Canada's population and 0.8% of households.

Overview

Who They Are

How They Think

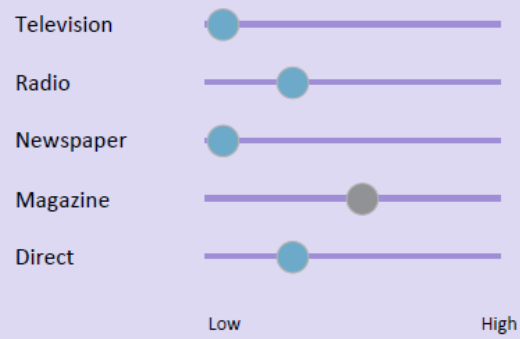
What They Do

How to Reach Them

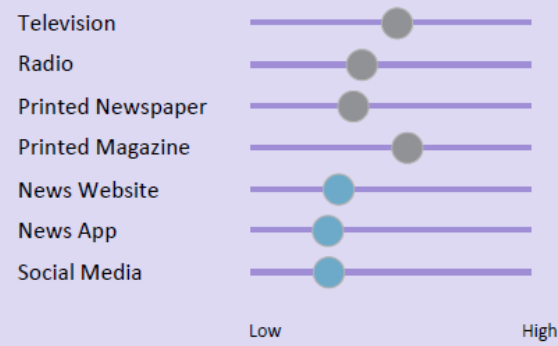
Glossary



Traditional Channels



Trusted Information Sources



Preferred Streaming Services

YouTube, Disney+, Crave

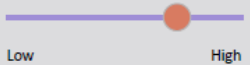


Preferred Social Media

WeChat, WhatsApp, Blogs



Internet Usage



Online Activities

1. Fashion
2. Scan QR codes
3. Download coupons

Preferred Categories Browsed in 2024

1. Society
2. Real estate
3. Automotive

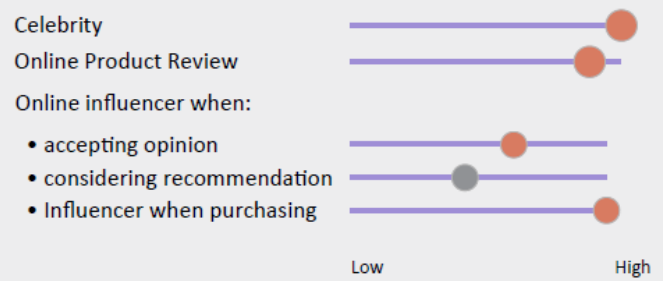
Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."



Influencer Impact

Likely to Be Influenced by:





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

03 - Asian Sophisticates

F1

03 - Asian Sophisticates

High-income, middle-aged, urban fringe families, primarily of Asian descent

This PRIZM® segment represents 1.0% of Canada's population and 0.8% of households.

F2

Overview

Who They Are

How They Think

What They Do

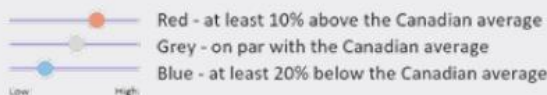
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

04 - Turbo Burbs

S1

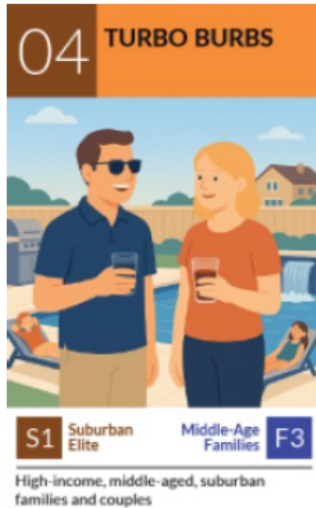
F3

04 - Turbo Burbs

High-income, middle-aged, suburban families and couples

This PRIZM® segment represents 1.2% of Canada's population and 1.0% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Turbo Burbs represents an affluent suburban segment, primarily consisting of middle-aged families. While this segment holds mixed occupations, they commonly report household incomes exceeding \$200,000. Residents actively participate in neighbourhood initiatives, sports, and outdoor recreation. With a strong focus on ethical consumerism and ecological consciousness, this segment places importance on aligning their actions with family values and social responsibility. Their well-designed homes and outdoor spaces reflect a love for comfort and community, underscoring a lifestyle rooted in connection, balance, and purposeful living.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

04 - Turbo Burbs

S1

F3

04 - Turbo Burbs

High-income, middle-aged, suburban families and couples

This PRIZM® segment represents 1.2% of Canada's population and 1.0% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	45 - 54
Household size	4+
Children at home	50.5%
Age of children at home	10-24



Education & Occupation

Household income	\$227K
Education	University/College/High School
Occupation	Mixed
Commute method	Car



Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	33.5%



Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	2.5%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

04 - Turbo Burbs

S1

F3

04 - Turbo Burbs

High-income, middle-aged, suburban families and couples

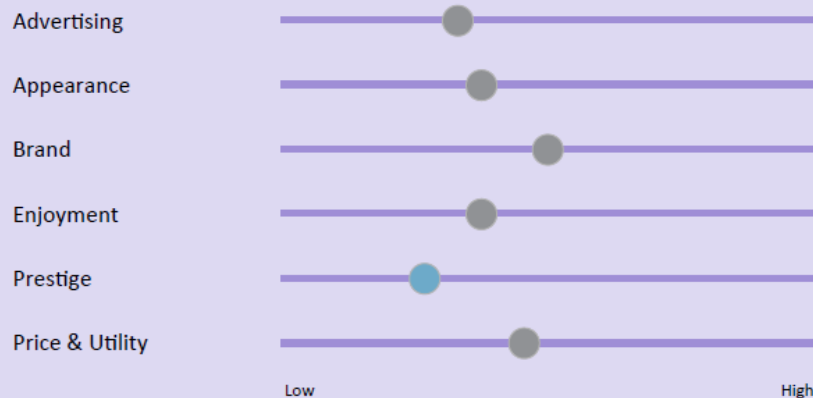
This PRIZM® segment represents 1.2% of Canada's population and 1.0% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Make effort to recycle
2. Buy organic
3. Buy in bulk for less packaging

Healthy Lifestyle

1. Monitor vitamin intake
2. Live balanced lifestyle
3. Minimize health problems

Psychographics

- "I'm willing to pay extra for the quality content of TV or video."
- "I do some form of sport or exercise at least once a week."
- "You should seize opportunities in life when they arise."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

04 - Turbo Burbs

S1

04 - Turbo Burbs

High-income, middle-aged, suburban families and couples

This PRIZM® segment represents 1.2% of Canada's population and 1.0% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	---------------------	-------------------	----------

Leisure

Leisure Activities

- Dinner theatres
- Football game

Online Gambling

Shopping

Products Purchased

- Home exercise equipment
- Computer accessories

Websites Browsed*

- Sports news
- Air travel

Selected Banners*

Financial

Financial Products Held

- RESP
- HELOC

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Bar/pub food
- Casual/family dining

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- GMC
- Ford
- Audi

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

04 - Turbo Burbs

S1

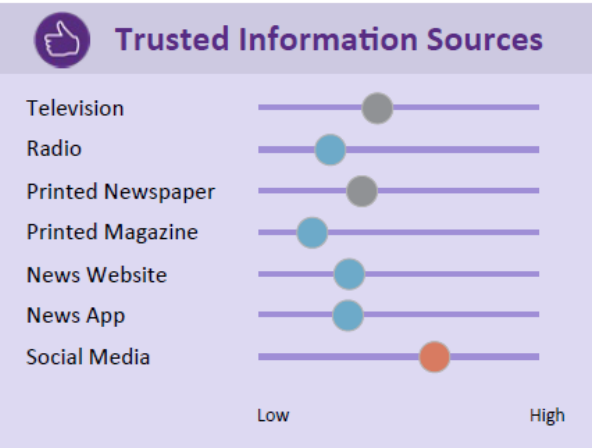
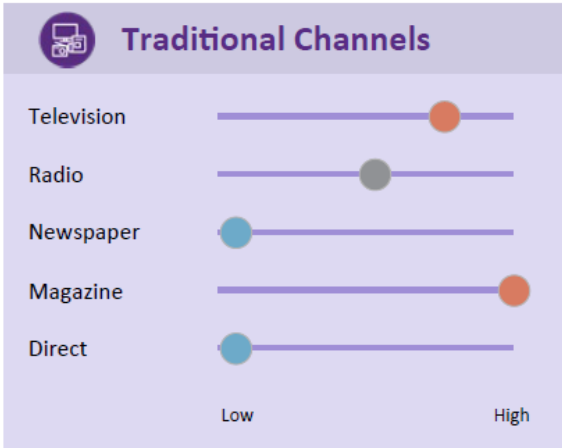
04 - Turbo Burbs

High-income, middle-aged, suburban families and couples

This PRIZM® segment represents 1.2% of Canada's population and 1.0% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Paramount+/CBS All Access, CBC Gem, YouTube Premium

Preferred Social Media

X (formerly Twitter), Pinterest, Audio podcasts

Internet Usage

Online Activities

- Respond to an ad
- Online magazines
- Use phone directory

Preferred Categories Browsed in 2024

- Real estate
- Sports
- Home & garden

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Preference Level
Celebrity	Low
Online Product Review	Low
Online influencer when:	
• accepting opinion	Low
• considering recommendation	Low
• Influencer when purchasing	Low



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

04 - Turbo Burbs

S1

F3

04 - Turbo Burbs

High-income, middle-aged, suburban families and couples

This PRIZM® segment represents 1.2% of Canada's population and 1.0% of households.

Overview

Who They Are

How They Think

What They Do

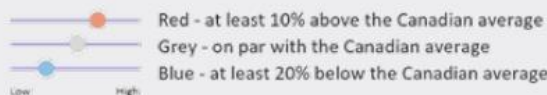
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

05 - First-Class Families

S1

F2

05 - First-Class Families

Large, high-income, middle-aged, suburban families

This PRIZM® segment represents 1.7% of Canada's population and 1.4% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



First-Class Families represent an affluent suburban segment centred in family life. Most live in spacious, single-detached homes, often with four or more family members. With household incomes well over \$200,000, these families are actively involved in a range of recreational activities, especially team sports and local events. Technologically savvy, they value quality, reliability, and experiences that foster togetherness and social connection. Their inclination toward leaving a legacy underscores a strong focus on heritage, long-term planning, and shaping a meaningful future.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

05 - First-Class Families

S1

F2

05 - First-Class Families

Large, high-income, middle-aged, suburban families

This PRIZM® segment represents 1.7% of Canada's population and 1.4% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	55 - 64
Household size	4+
Children at home	59.7%
Age of children at home	10+



Education & Occupation

Household income	\$227K
Education	University/College
Occupation	White Collar/Service Sector
Commute method	Car



Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	27.4%



Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	3.4%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

05 - First-Class Families

S1

F2

05 - First-Class Families

Large, high-income, middle-aged, suburban families

This PRIZM® segment represents 1.7% of Canada's population and 1.4% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy locally
2. Make effort to recycle
3. Pay more for "clean" products

Healthy Lifestyle

1. Monitor vitamin intake
2. Monitor cholesterol
3. Live balanced lifestyle



Psychographics

- "I am willing to pay more for brand-name products."
- "I try to keep abreast of changes in style and fashions."
- "I like being in a large crowd."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

05 - First-Class Families

S1

F2

05 - First-Class Families

Large, high-income, middle-aged, suburban families

This PRIZM® segment represents 1.7% of Canada's population and 1.4% of households.

Overview

Who They Are

How They Think

What They Do

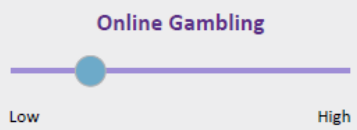
How to Reach Them

Glossary

Leisure

Leisure Activities

1. Football
2. Basketball game



Shopping

Products Purchased

1. Computer software
2. School supplies

Websites Browsed*

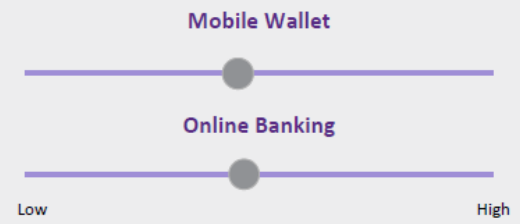
1. International news
2. Sports news



Financial

Financial Products Held

1. RESP
2. HELOC

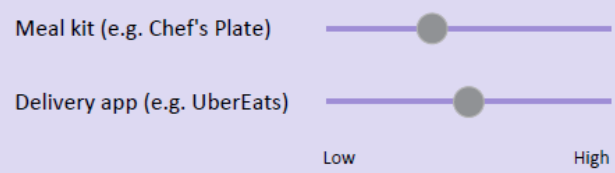


Food & Drink

Restaurants Visited

1. Indian
2. Coffee/donut shops

Online Food Ordering Method

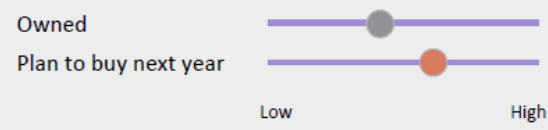


Automotive

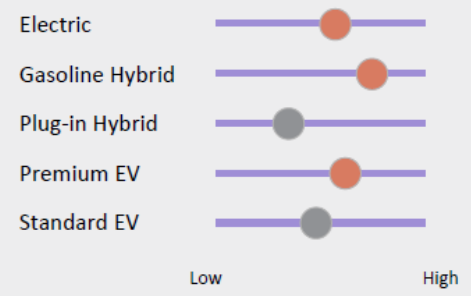
Automobiles Purchased*

1. Audi
2. BMW
3. Lexus

Electric/Hybrid Vehicle Ownership



Projected EV Purchase Next Year





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

05 - First-Class Families

S1

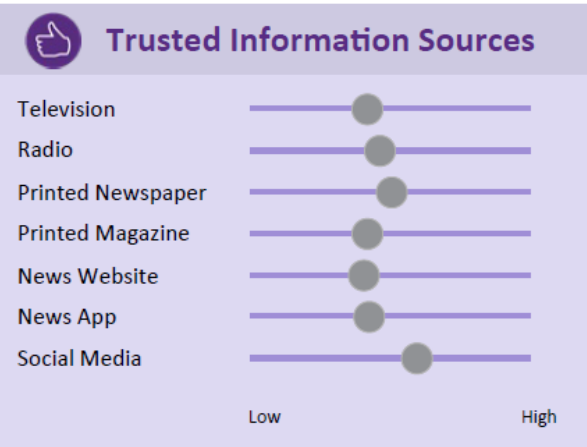
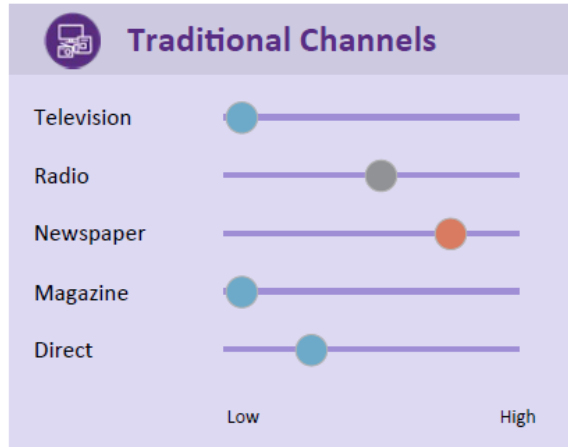
F2

05 - First-Class Families

Large, high-income, middle-aged, suburban families

This PRIZM® segment represents 1.7% of Canada's population and 1.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Crave, TV services (e.g. Rogers Ignite/Bell Alt), Amazon Prime

Preferred Social Media

WhatsApp, LinkedIn, X (formerly Twitter)

Internet Usage

Online Activities

- Subscription-based videos
- Receive store offers
- Download coupons

Preferred Categories Browsed in 2024

- Real estate
- Careers
- Sports

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Influencer Impact

Likely to Be Influenced by:

Category	Low	High
Celebrity	Low	High
Online Product Review	Low	High
Online influencer when:	Low	High
• accepting opinion	Low	High
• considering recommendation	Low	High
• Influencer when purchasing	Low	High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

05 - First-Class Families

S1

F2

05 - First-Class Families

Large, high-income, middle-aged, suburban families

This PRIZM® segment represents 1.7% of Canada's population and 1.4% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

06 - Downtown Verve

U1

06 - Downtown Verve

Younger and middle-aged, urban, high-income households

This PRIZM® segment represents 1.1% of Canada's population and 1.1% of households.

F1

Overview

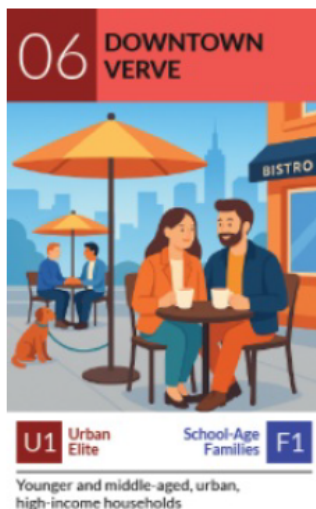
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Downtown Verve captures young to middle-aged urban families, couples, and some singles, predominantly residing in cities like Toronto, Calgary, and Vancouver. Characterized by their educational achievements and high-income levels, this segment effortlessly blends work and play into their everyday lives. Downtown Verve are advocates for ecological lifestyles, ethical consumerism, and culture sampling, making them open to experiences that align with their values. Regularly participating in various recreational activities - from fitness classes to cultural events - they seek meaningful experiences that enhance their sense of community and individualism.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

06 - Downtown Verve

U1

F1

06 - Downtown Verve

Younger and middle-aged, urban, high-income households

This PRIZM® segment represents 1.1% of Canada's population and 1.1% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Household & Family

Maintainer age	35 - 44
Household size	3
Children at home	37.5%
Age of children at home	<20



Education & Occupation

Household income	\$201K
Education	University
Occupation	White Collar
Commute method	Public Transit



Dwellings

Dwelling type	Mixed
Tenure	Own & Rent
Households moved into a new residence in the past year	37.2%



Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	5.7%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

06 - Downtown Verve

U1

F1

06 - Downtown Verve

Younger and middle-aged, urban, high-income households

This PRIZM® segment represents 1.1% of Canada's population and 1.1% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

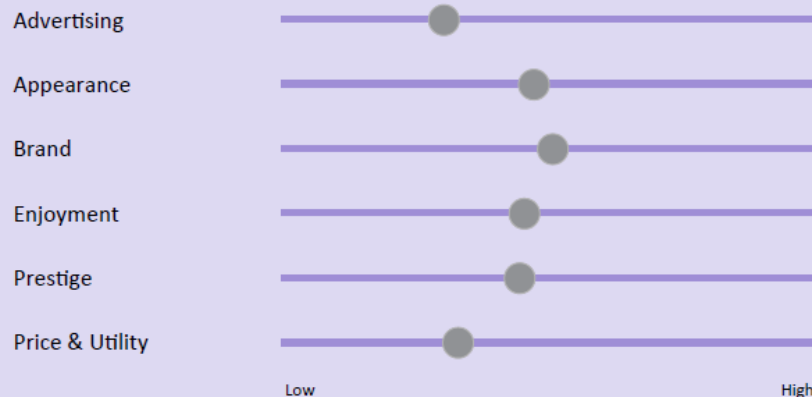
Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Reduce car-related emissions
2. Buy organic
3. Pay more for "clean" products

Healthy Lifestyle

1. Monitor vitamin intake
2. Reduce stress
3. Consume less meat & cow's milk



Psychographics

"I consider myself to be sophisticated."

"Often discussed the problems in your neighbourhood or municipality with people."

"I like to pursue a life of challenge, novelty and change."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

06 - Downtown Verve

U1

F1

06 - Downtown Verve

Younger and middle-aged, urban, high-income households

This PRIZM® segment represents 1.1% of Canada's population and 1.1% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Baseball game
2. Ballet/opera/symphony

Online Gambling

Shopping

Products Purchased

1. Computer software
2. Flowers

Websites Browsed*

1. Tech news
2. International news

Selected Banners*

Financial

Financial Products Held

1. ETFs
2. Bonds

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. High-quality restaurant
2. Food court

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Volvo
2. Audi
3. BMW

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

06 - Downtown Verve

U1

06 - Downtown Verve

Younger and middle-aged, urban, high-income households

This PRIZM® segment represents 1.1% of Canada's population and 1.1% of households.

F1

Overview

Who They Are

How They Think

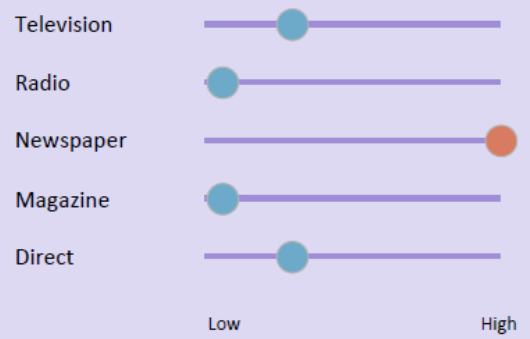
What They Do

How to Reach Them

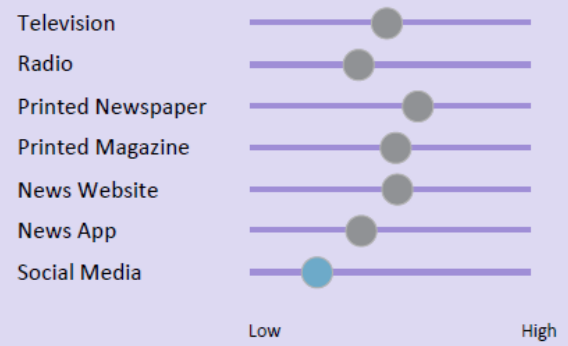
Glossary



Traditional Channels



Trusted Information Sources



Preferred Streaming Services

CBC Gem, Crave, Apple TV+

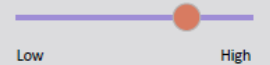


Preferred Social Media

Blogs, Audio podcasts, Health and fitness sites



Internet Usage



Online Activities

1. Fashion
2. Restaurant guides
3. Online magazines

Preferred Categories Browsed in 2024

1. Careers
2. Travel
3. Real estate

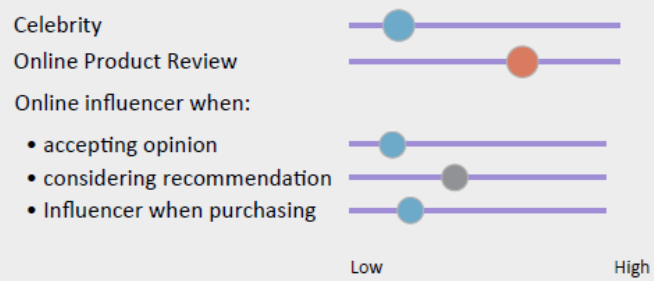
Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."



Influencer Impact

Likely to Be Influenced by:





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

06 - Downtown Verve

U1

F1

06 - Downtown Verve

Younger and middle-aged, urban, high-income households

This PRIZM® segment represents 1.1% of Canada's population and 1.1% of households.

Overview

Who They Are

How They Think

What They Do

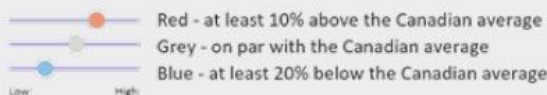
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

07 - Mature & Secure

F1

07 - Mature & Secure

Older, successful, urban fringe families and couples

This PRIZM® segment represents 1.9% of Canada's population and 1.6% of households.

M1

Overview

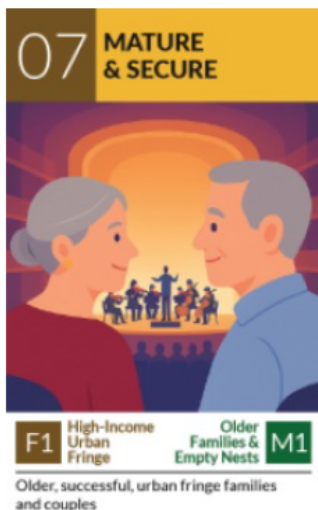
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Mature & Secure consists of affluent, educated older couples and families, primarily located in the urban fringe neighbourhoods of major Canadian cities. Many individuals are over 55, often enjoying successful careers in management and reporting substantial household incomes. This segment values health, wellness, and cultural engagement, frequently participating in fitness activities and attending arts events. The ideals of social responsibility and legacy resonate, reflecting a lifestyle focused on purposeful living, personal growth, and meaningful involvement.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

07 - Mature & Secure

F1

07 - Mature & Secure

Older, successful, urban fringe families and couples

This PRIZM® segment represents 1.9% of Canada's population and 1.6% of households.

M1

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	75+
Household size	4+
Children at home	50.7%
Age of children at home	15+



Education & Occupation

Household income	\$197K
Education	University
Occupation	White Collar/Service Sector
Commute method	Car



Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	28.2%



Diversity

Diversity	Medium
Official language	English
Immigrants to Canada (since 2022)	4.1%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

07 - Mature & Secure

F1

07 - Mature & Secure

Older, successful, urban fringe families and couples

This PRIZM® segment represents 1.9% of Canada's population and 1.6% of households.

M1

Overview

Who They Are

How They Think

What They Do

How to Reach Them

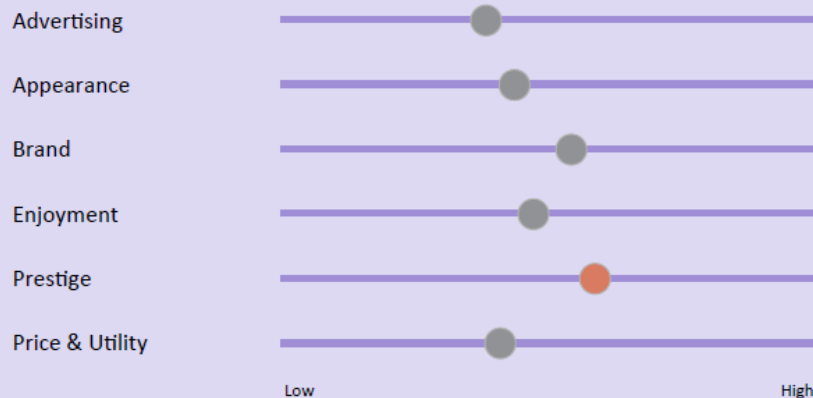
Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Reduce car-related emissions
2. Composting
3. Drive less

Healthy Lifestyle

1. Monitor vitamin intake
2. Monitor cholesterol
3. Reduce stress



Psychographics

- "I pay extra to personalize products to suit my taste and style."
- "My religious beliefs are very important to me."
- "I consider myself to be a member of a religious faith."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

07 - Mature & Secure

F1

M1

07 - Mature & Secure

Older, successful, urban fringe families and couples

This PRIZM® segment represents 1.9% of Canada's population and 1.6% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Martial arts (any)
2. Skateboarding

Online Gambling

Shopping

Products Purchased

1. Cross-border shopping in US
2. Computer software

Websites Browsed*

1. International news
2. Financial news

Selected Banners*

Financial

Financial Products Held

1. RRIF
2. RESP

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Italian
2. High-quality restaurant

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Lexus
2. Audi
3. BMW

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

07 - Mature & Secure

F1

M1

07 - Mature & Secure

Older, successful, urban fringe families and couples

This PRIZM® segment represents 1.9% of Canada's population and 1.6% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Traditional Channels

Channel	Preference Level
Television	High
Radio	Low
Newspaper	High
Magazine	High
Direct	Low

Trusted Information Sources

Source	Preference Level
Television	High
Radio	High
Printed Newspaper	High
Printed Magazine	High
News Website	High
News App	High
Social Media	High

Preferred Streaming Services

Apple TV+, TV services (e.g. Rogers Ignite/Bell Alt), Crave

Preferred Social Media

WeChat, WhatsApp, LinkedIn

Internet Usage

Low High

Online Activities

- Download coupons
- Restaurant guides
- Download videos

Preferred Categories Browsed in 2024

- Real estate
- Careers
- Travel

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Preference Level
Celebrity	Low
Online Product Review	High
Online influencer when:	
• accepting opinion	Low
• considering recommendation	High
• Influencer when purchasing	High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

07 - Mature & Secure

F1

M1

07 - Mature & Secure

Older, successful, urban fringe families and couples

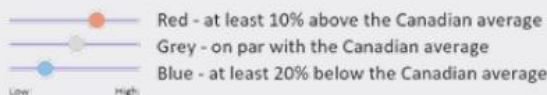
This PRIZM® segment represents 1.9% of Canada's population and 1.6% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

08 - Multiculture-ish

S2

08 - Multiculture-ish

High-income, middle-aged, multi-ethnic suburban families

This PRIZM® segment represents 1.7% of Canada's population and 1.2% of households.

F2

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Multiculture-ish is characterized by high-income, multigenerational households in suburban areas around major Canadian cities. Many residents are immigrants or second-generation Canadians, often from Asian and South Asian backgrounds. These larger families, living in newer homes, enjoy a high standard of living, with household incomes averaging \$200,000. They tend to value family-friendly activities, including visits to theme parks and sports events, as well as more active pursuits such as participating in various sports and fitness routines. This segment's distinctive blend of cultural appreciation and pursuit of status shapes a lifestyle that is both community-oriented and aspirational.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

08 - Multiculture-ish

S2

08 - Multiculture-ish

High-income, middle-aged, multi-ethnic suburban families

This PRIZM® segment represents 1.7% of Canada's population and 1.2% of households.

F2

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	45 - 54
Household size	4+
Children at home	68.5%
Age of children at home	10+



Education & Occupation

Household income	\$194K
Education	University
Occupation	Mixed
Commute method	Car



Dwellings

Dwelling type	Single Detached/Semi/Row
Tenure	Own
Households moved into a new residence in the past year	30.0%



Diversity

Diversity	High
Official language	Non-Official
Immigrants to Canada (since 2022)	4.7%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

08 - Multiculture-ish

S2

08 - Multiculture-ish

High-income, middle-aged, multi-ethnic suburban families

This PRIZM® segment represents 1.7% of Canada's population and 1.2% of households.

F2

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Pay more for "clean" products
2. Buy locally
3. Buy in bulk for less packaging

Healthy Lifestyle

1. Consume natural foods
2. Live balanced lifestyle
3. Buy organic beverages



Psychographics

"I am likely to share shopping deals or product information through shopping websites."

"I pay extra to personalize products to suit my taste and style."

"Technology helps me increase flexibility between work and home."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

08 - Multiculture-ish

S2

08 - Multiculture-ish

High-income, middle-aged, multi-ethnic suburban families

This PRIZM® segment represents 1.7% of Canada's population and 1.2% of households.

F2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Basketball game
- Baseball game

Online Gambling

Shopping

Products Purchased

- Office equipment
- School supplies

Websites Browsed*

- Homework/study tips
- Taxi/ride sharing

Selected Banners*

Canadian Tire Costco IKEA

Financial

Financial Products Held

- RESP
- Mortgage

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Indian
- High-quality restaurant

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- BMW
- Lexus
- Audi

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

08 - Multiculture-ish

S2

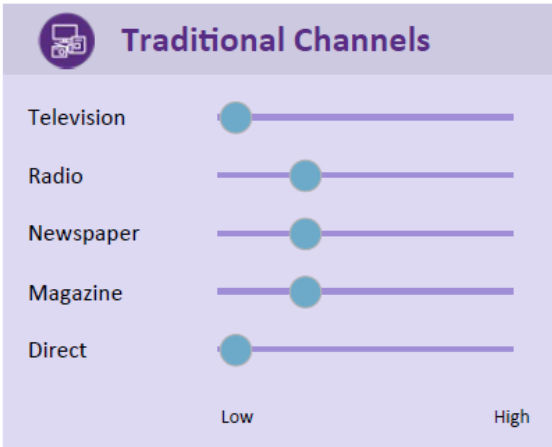
08 - Multiculture-ish

High-income, middle-aged, multi-ethnic suburban families

This PRIZM® segment represents 1.7% of Canada's population and 1.2% of households.

F2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Disney+, TV services (e.g. Rogers Ignite/Bell Alt), YouTube

Preferred Social Media

WeChat, WhatsApp, Reddit

Internet Usage

Online Activities

- Streaming videos
- Fashion
- Download videos

Preferred Categories Browsed in 2024

- Careers
- Real estate
- Style & fashion

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Low	High
Celebrity	Low	High
Online Product Review	Low	High
Online influencer when:		
• accepting opinion	Low	High
• considering recommendation	Low	High
• Influencer when purchasing	Low	High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

08 - Multiculture-ish

S2

08 - Multiculture-ish

High-income, middle-aged, multi-ethnic suburban families

This PRIZM® segment represents 1.7% of Canada's population and 1.2% of households.

F2

Overview

Who They Are

How They Think

What They Do

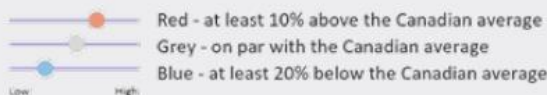
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

09 - Boomer Bliss

S1

M1

09 - Boomer Bliss

Older, financially comfortable, suburban couples and families

This PRIZM® segment represents 2.1% of Canada's population and 2.0% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



S1

Suburban Elite

Older Families & Empty Nests

M1

Older, financially comfortable, suburban couples and families

Boomer Bliss captures a segment of older couples and families living in suburban areas surrounding large cities across Canada. With a significant proportion of retirees and a higher-than-average level of university education, this segment enjoys upper-middle incomes that support ownership of spacious single-detached homes. They actively pursue cultural interests, frequently attending local arts events and participating in outdoor activities. Their lifestyle reflects a desire for social connection and leisure, characterized by personal enrichment, neighbourhood involvement, and a strong appreciation for well-being and balance.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

09 - Boomer Bliss

S1

M1

09 - Boomer Bliss

Older, financially comfortable, suburban couples and families

This PRIZM® segment represents 2.1% of Canada's population and 2.0% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	75+
Household size	3
Children at home	39.4%
Age of children at home	10+



Education & Occupation

Household income	\$163K
Education	University/College
Occupation	White Collar/Service Sector
Commute method	Car



Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	32.7%



Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	2.3%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

09 - Boomer Bliss

S1

M1

09 - Boomer Bliss

Older, financially comfortable, suburban couples and families

This PRIZM® segment represents 2.1% of Canada's population and 2.0% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

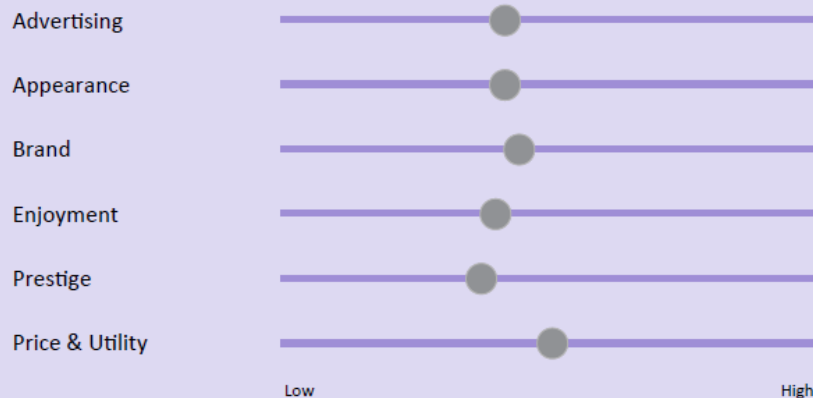
Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy organic
2. Buy locally
3. Make effort to recycle

Healthy Lifestyle

1. Monitor vitamin intake
2. Minimize health problems
3. Live balanced lifestyle



Psychographics

"I am prepared to pay more for brands, products and services that reflect the country or place they come from."

"I am willing to pay more for brand-name products."

"I have made plans for those I love after I die."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

09 - Boomer Bliss

S1

M1

09 - Boomer Bliss

Older, financially comfortable, suburban couples and families

This PRIZM® segment represents 2.1% of Canada's population and 2.0% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Home shows
- Craft shows

Online Gambling

Shopping

Products Purchased

- Gas barbeque
- Power tools

Websites Browsed*

- International news
- Sports news

Selected Banners*

Financial

Financial Products Held

- RRIF
- HELOC

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Bar/pub food
- Burgers

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Subaru
- Ford
- GMC

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

09 - Boomer Bliss

S1

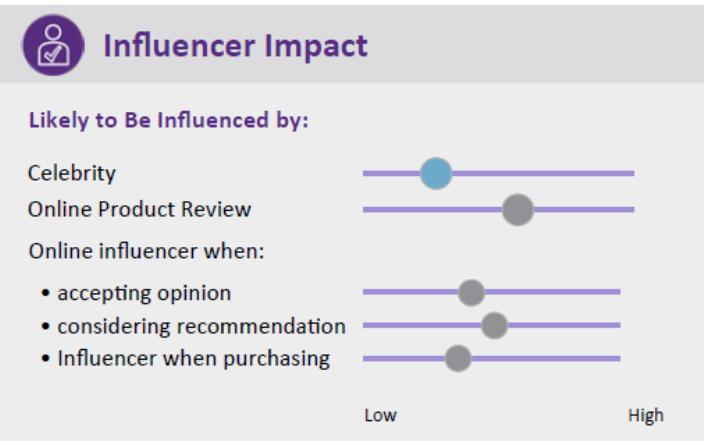
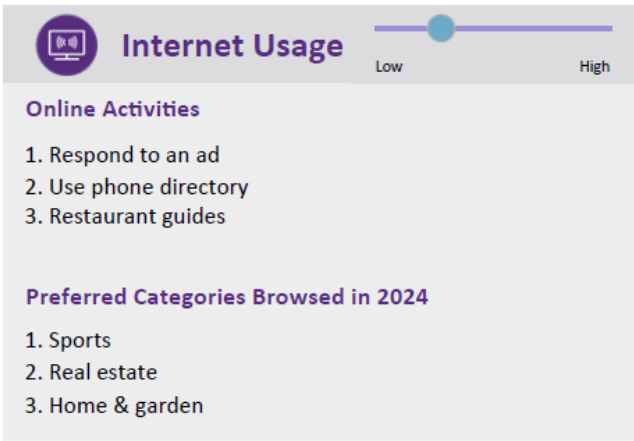
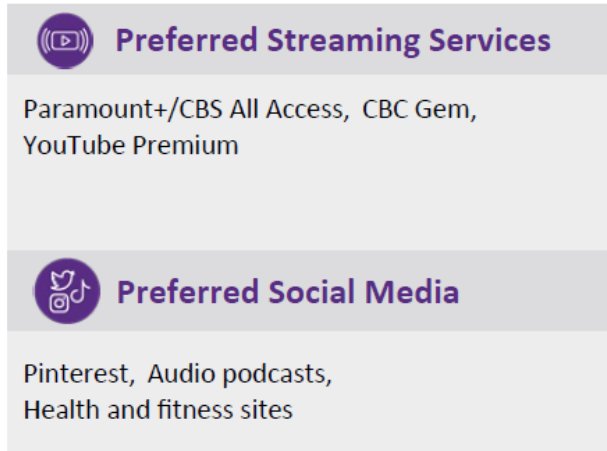
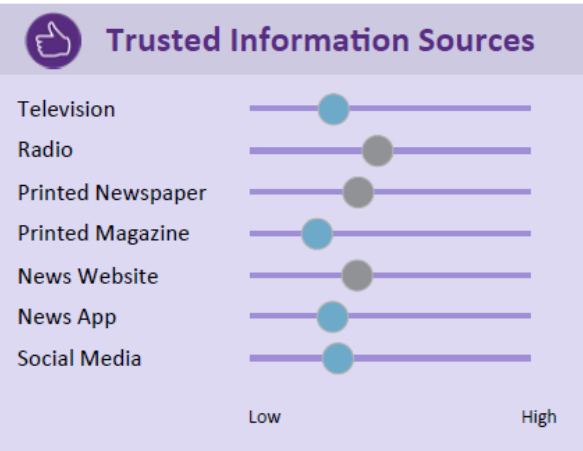
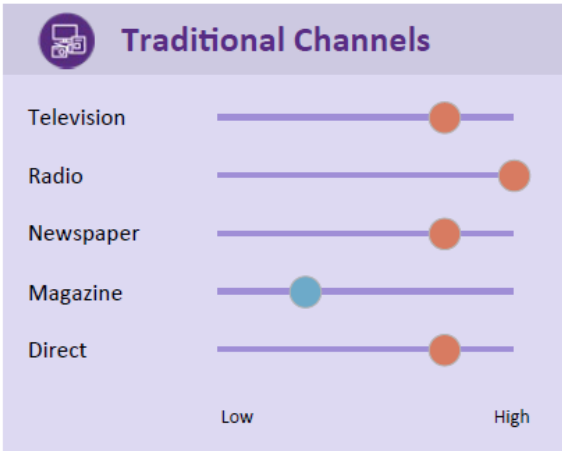
M1

09 - Boomer Bliss

Older, financially comfortable, suburban couples and families

This PRIZM® segment represents 2.1% of Canada's population and 2.0% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

09 - Boomer Bliss

S1

M1

09 - Boomer Bliss

Older, financially comfortable, suburban couples and families

This PRIZM® segment represents 2.1% of Canada's population and 2.0% of households.

Overview

Who They Are

How They Think

What They Do

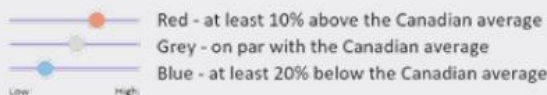
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

10 - Asian Achievement

F2

F2

10 - Asian Achievement

Financially secure, middle-aged and older, urban fringe families, primarily of Asian descent
 This PRIZM® segment represents 1.5% of Canada's population and 1.2% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Asian Achievement represents middle-aged and older families located on the urban fringes of Vancouver and Toronto. This predominantly Asian group includes many foreign-born residents, a large number of whom speak Cantonese or Mandarin at home. With upper-middle incomes supporting their lifestyle, they invest in high-quality goods and participate in social activities, including sports and fitness. Their inclination toward luxury consumption and strong community ties reflects a lifestyle that balances ambition, cultural pride, and social engagement.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

10 - Asian Achievement

F2

10 - Asian Achievement

Financially secure, middle-aged and older, urban fringe families, primarily of Asian descent
 This PRIZM® segment represents 1.5% of Canada's population and 1.2% of households.

F2

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	75+
Household size	4+
Children at home	50.3%
Age of children at home	20+



Education & Occupation

Household income	\$143K
Education	University/High School
Occupation	Mixed
Commute method	Public Transit



Dwellings

Dwelling type	Single Detached/Duplex/Row
Tenure	Own
Households moved into a new residence in the past year	34.3%



Diversity

Diversity	High
Official language	Non-Official
Immigrants to Canada (since 2022)	5.0%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

10 - Asian Achievement

F2

F2

10 - Asian Achievement

Financially secure, middle-aged and older, urban fringe families, primarily of Asian descent
 This PRIZM® segment represents 1.5% of Canada's population and 1.2% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

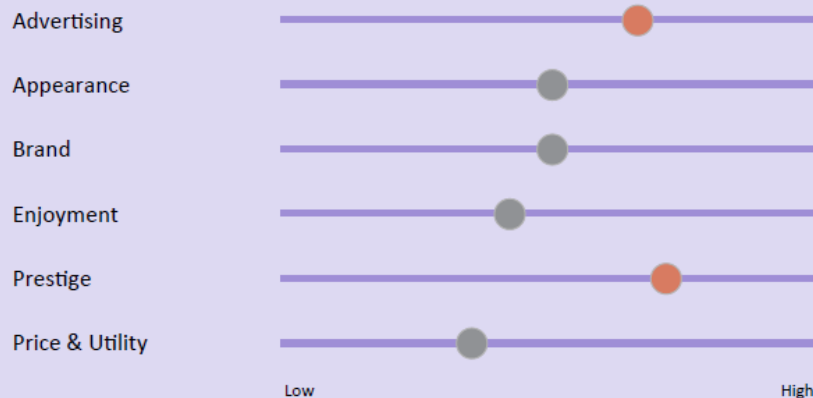
Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy Canadian products
2. Buy in bulk for less packaging
3. Drive less

Healthy Lifestyle

1. Consume natural foods
2. Reduce stress
3. Buy beverages with probiotics



Psychographics

"I am likely to share shopping deals or product information through social media channels."

"I am likely to share shopping deals or product information through shopping websites."

"Out-of-Home or outdoor advertising affects how I see a brand."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

10 - Asian Achievement

F2

F2

10 - Asian Achievement

Financially secure, middle-aged and older, urban fringe families, primarily of Asian descent
 This PRIZM® segment represents 1.5% of Canada's population and 1.2% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Arcades/indoor amusement centres
- Basketball game

Online Gambling

Shopping

Products Purchased

- Legal or notary services
- Personal computer

Websites Browsed*

- Ethnic specific
- Educational institutions

Selected Banners*

Financial

Financial Products Held

- RESP
- Bonds

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- High-quality restaurant
- Other Asian (Vietnamese, Korean, etc.)

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Tesla
- Mercedes-Benz
- Lexus

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*
PRIZM® segment

Step 2: Select an individual segment or a group
10 - Asian Achievement

F2

F2

10 - Asian Achievement

Financially secure, middle-aged and older, urban fringe families, primarily of Asian descent
This PRIZM® segment represents 1.5% of Canada's population and 1.2% of households.

Overview

Who They Are

How They Think

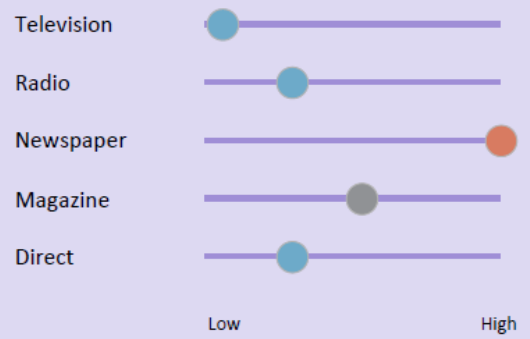
What They Do

How to Reach Them

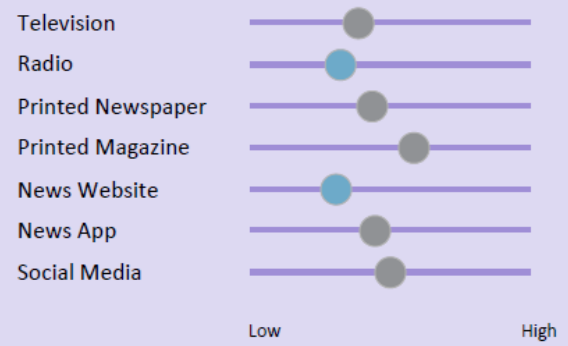
Glossary



Traditional Channels



Trusted Information Sources



Preferred Streaming Services

Apple TV+, YouTube, Facebook videos

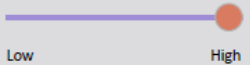


Preferred Social Media

WeChat, WhatsApp, Reddit



Internet Usage



Online Activities

- Travel
- Fashion
- Restaurant guides

Preferred Categories Browsed in 2024

- Society
- Real estate
- Automotive

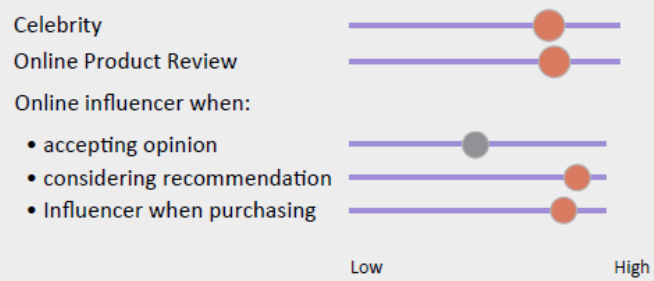
Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."



Influencer Impact

Likely to Be Influenced by:





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

10 - Asian Achievement

F2

F2

10 - Asian Achievement

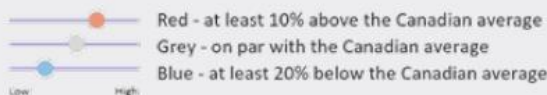
Financially secure, middle-aged and older, urban fringe families, primarily of Asian descent
 This PRIZM® segment represents 1.5% of Canada's population and 1.2% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

11 - Modern Suburbia

S2

11 - Modern Suburbia

Multi-ethnic, younger and middle-aged suburban families

This PRIZM® segment represents 2.9% of Canada's population and 2.3% of households.

Y3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Modern Suburbia is a bustling segment made up of younger and middle-aged diverse families, often first- and second-generation Canadians from Asia and South Asia. Many residents own newly built homes and enjoy upper-middle incomes that support an active and family-focused lifestyle. This segment thrives on family-oriented activities, regularly participating in sports and outings to attractions such as theme parks and zoos. Health and fitness are central priorities, with many belonging to fitness clubs and engaging in recreational sports. Rooted in a rich cultural identity, this segment places strong value on social connection and upward mobility.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

11 - Modern Suburbia

S2

11 - Modern Suburbia

Multi-ethnic, younger and middle-aged suburban families

This PRIZM® segment represents 2.9% of Canada's population and 2.3% of households.

Y3

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	35 - 44
Household size	4+
Children at home	56.6%
Age of children at home	<15



Education & Occupation

Household income	\$155K
Education	University/College
Occupation	Mixed
Commute method	Car



Dwellings

Dwelling type	Single Detached/Row
Tenure	Own
Households moved into a new residence in the past year	58.3%



Diversity

Diversity	High
Official language	Non-Official
Immigrants to Canada (since 2022)	10.8%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

11 - Modern Suburbia

S2

11 - Modern Suburbia

Multi-ethnic, younger and middle-aged suburban families

This PRIZM® segment represents 2.9% of Canada's population and 2.3% of households.

Y3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Pay more for "clean" products
2. Buy in bulk for less packaging
3. Change lifestyle for environment

Healthy Lifestyle

1. Buy organic beverages
2. Monitor vitamin intake
3. Eat vegetarian food



Psychographics

"It is important to me that people admire the things I own."

"It is important to try new products, new places for vacation, or new foods, just for the pleasure of the novelty."

"My phone touches every part of my life - entertainment, organization, communication, work, banking, you name it."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

11 - Modern Suburbia

S2

11 - Modern Suburbia

Multi-ethnic, younger and middle-aged suburban families

This PRIZM® segment represents 2.9% of Canada's population and 2.3% of households.

Y3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Arcades/indoor amusement centres
- Football

Online Gambling

Shopping

Products Purchased

- Golf equipment
- Gas barbeque

Websites Browsed*

- Homework/study tips
- Smart homes

Selected Banners*

Canadian Tire Costco IKEA

Financial

Financial Products Held

- Mortgage
- RESP

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Indian
- Taco

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Tesla
- Lexus
- BMW

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

11 - Modern Suburbia

S2

11 - Modern Suburbia

Multi-ethnic, younger and middle-aged suburban families

This PRIZM® segment represents 2.9% of Canada's population and 2.3% of households.

Y3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Traditional Channels

Channel	Low	High
Television	Low	Low
Radio	Low	Medium
Newspaper	Low	Low
Magazine	Low	Low
Direct	Low	Low

Trusted Information Sources

Source	Low	High
Television	Low	High
Radio	Low	High
Printed Newspaper	Low	Medium
Printed Magazine	Low	Medium
News Website	Low	High
News App	Low	High
Social Media	Low	High

Preferred Streaming Services

Paramount+/CBS All Access, Disney+, TV services (e.g. Rogers Ignite/Bell Alt)

Preferred Social Media

WeChat, Health and fitness sites, Reddit

Internet Usage

Low High

Online Activities

- Streaming videos
- Download videos
- Music via app

Preferred Categories Browsed in 2024

- Careers
- Real estate
- Style & fashion

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Low	High
Celebrity	Low	High
Online Product Review	Low	High
Online influencer when:		
• accepting opinion	Low	High
• considering recommendation	Low	High
• Influencer when purchasing	Low	High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

11 - Modern Suburbia

S2

11 - Modern Suburbia

Multi-ethnic, younger and middle-aged suburban families

This PRIZM® segment represents 2.9% of Canada's population and 2.3% of households.

Y3

Overview

Who They Are

How They Think

What They Do

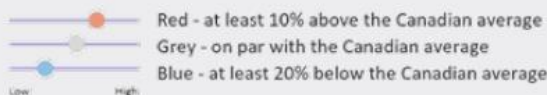
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

12 - Eat, Play, Love

U3

12 - Eat, Play, Love

Younger, multi-ethnic urban singles and couples

This PRIZM® segment represents 1.8% of Canada's population and 2.5% of households.

Y1

Overview

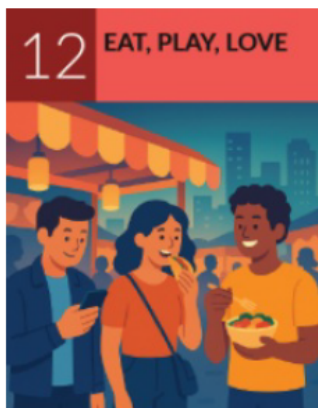
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



12 EAT, PLAY, LOVE

U3 Young Urban Core

Very Young Singles & Couples

Y1

Younger, multi-ethnic urban singles and couples

Eat, Play, Love represents a dynamic group of young, urban singles and couples concentrated primarily in major Canadian cities like Toronto and Vancouver. Living predominantly in high-rise condos, they are culturally engaged, often attending film festivals, concerts, and sporting events. With a high rate of university graduates and careers in business, science, and the arts, they value authenticity, personal connection, and originality. This segment frequently participates in fitness activities, travels extensively, and promotes sustainability through their consumption patterns. Their openness to new ideas and technologies reflects a forward-thinking mindset and a desire to stay meaningfully connected to the evolving world around them.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

12 - Eat, Play, Love

U3

12 - Eat, Play, Love

Younger, multi-ethnic urban singles and couples

This PRIZM® segment represents 1.8% of Canada's population and 2.5% of households.

Y1

Overview

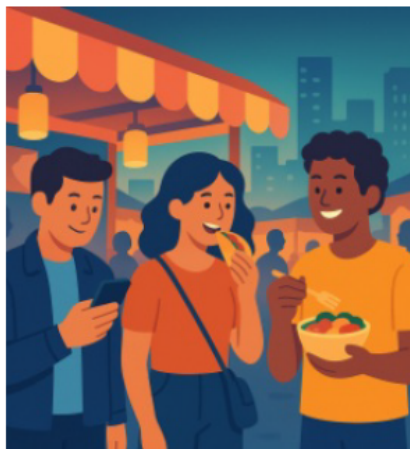
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	25 - 34
Household size	1 - 2
Children at home	15.1%
Age of children at home	<10, 25+



Education & Occupation

Household income	\$140K
Education	University
Occupation	White Collar
Commute method	Walk



Dwellings

Dwelling type	Apt 5+
Tenure	Rent & Own
Households moved into a new residence in the past year	60.7%



Diversity

Diversity	High
Official language	Non-Official
Immigrants to Canada (since 2022)	8.6%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

12 - Eat, Play, Love

U3

Y1

12 - Eat, Play, Love

Younger, multi-ethnic urban singles and couples

This PRIZM® segment represents 1.8% of Canada's population and 2.5% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

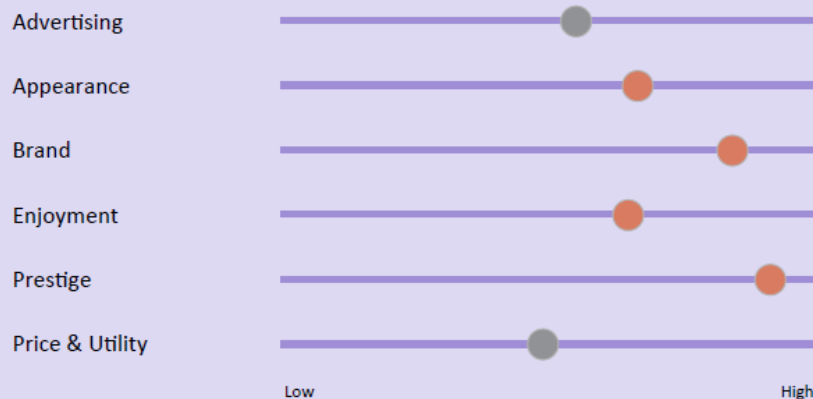
Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Reduce car-related emissions
2. Use alternative energy
3. Pay more for "clean" products

Healthy Lifestyle

1. Eat vegetarian food
2. Buy beverages with probiotics
3. Buy organic beverages



Psychographics

"I like being in a large crowd."

"Technology helps me increase flexibility between work and home."

"I feel comfortable meeting and communicating with people through social media."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

12 - Eat, Play, Love

U3

Y1

12 - Eat, Play, Love

Younger, multi-ethnic urban singles and couples

This PRIZM® segment represents 1.8% of Canada's population and 2.5% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Film festivals
2. Ballet/opera/symphony

Online Gambling

Shopping

Products Purchased

1. Computer software
2. Legal or notary services

Websites Browsed*

1. Taxi/ride sharing
2. Car rental

Selected Banners*

Financial

Financial Products Held

1. ETFs
2. Bonds

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Other Asian (Vietnamese, Korean, etc.)
2. Japanese

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Audi
2. Mercedes-Benz
3. BMW

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

12 - Eat, Play, Love

U3

Y1

12 - Eat, Play, Love

Younger, multi-ethnic urban singles and couples

This PRIZM® segment represents 1.8% of Canada's population and 2.5% of households.

Overview

Who They Are

How They Think

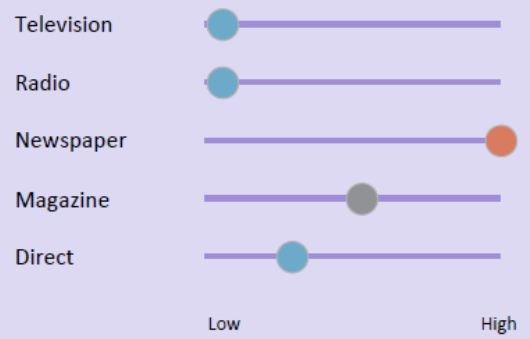
What They Do

How to Reach Them

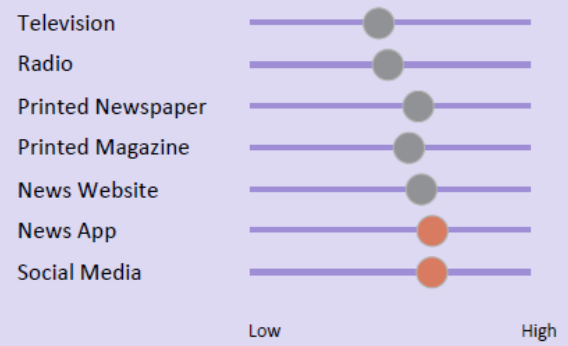
Glossary



Traditional Channels



Trusted Information Sources



Preferred Streaming Services

TV services (e.g. Rogers Ignite/Bell Alt), Crave, Apple TV+

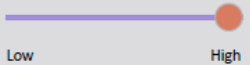


Preferred Social Media

Dating platform (excl. Tinder), Tinder, WeChat



Internet Usage



Online Activities

1. Restaurant guides
2. Fashion
3. Home décor

Preferred Categories Browsed in 2024

1. Careers
2. Travel
3. Automotive

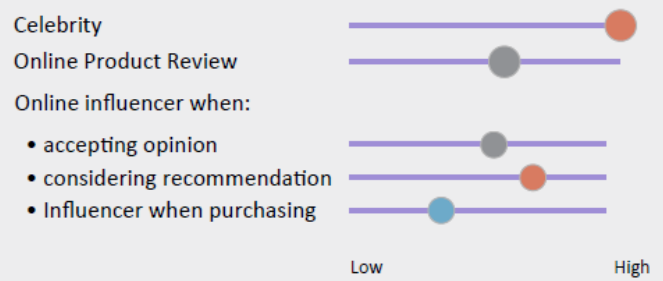
Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."



Influencer Impact

Likely to Be Influenced by:





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

12 - Eat, Play, Love

U3

Y1

12 - Eat, Play, Love

Younger, multi-ethnic urban singles and couples

This PRIZM® segment represents 1.8% of Canada's population and 2.5% of households.

Overview

Who They Are

How They Think

What They Do

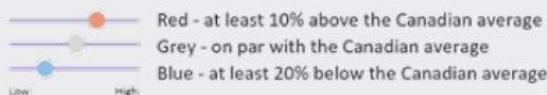
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

13 - Vie de Rêve

S4

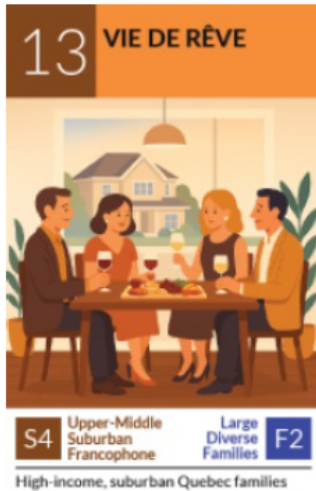
13 - Vie de Rêve

High-income, suburban Quebec families

This PRIZM® segment represents 1.2% of Canada's population and 1.1% of households.

F2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Vie de Rêve segment is composed of high-income, middle-aged families living in established suburban areas around Montreal, Quebec City, and Gatineau. Predominantly francophone, these households enjoy lifestyles marked by high levels of education and substantial financial resources. Family life plays a significant role, with many having children over the age of ten. Residents actively participate in cultural and recreational activities, frequently attending concerts and sporting events. Their refined tastes in food and leisure, combined with a commitment to health and fitness, reflect a lifestyle centred on sophistication, vitality, and connection.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

13 - Vie de Rêve

S4

13 - Vie de Rêve

High-income, suburban Quebec families

This PRIZM® segment represents 1.2% of Canada's population and 1.1% of households.

F2

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	45 - 54
Household size	4+
Children at home	52.0%
Age of children at home	10-24



Education & Occupation

Household income	\$193K
Education	University/College/Trade School
Occupation	White Collar/Service Sector
Commute method	Car



Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	30.9%



Diversity

Diversity	Low
Official language	French
Immigrants to Canada (since 2022)	1.6%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

13 - Vie de Rêve

S4

13 - Vie de Rêve

High-income, suburban Quebec families

This PRIZM® segment represents 1.2% of Canada's population and 1.1% of households.

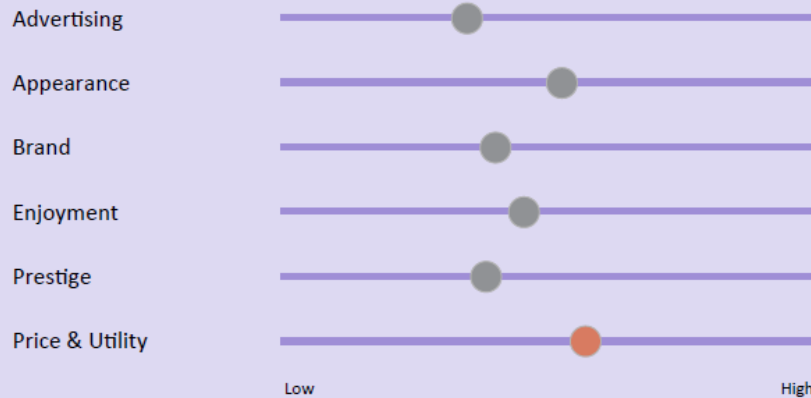
F2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy fuel-efficient cars
2. Reduce car-related emissions
3. Pay more for "clean" products

Healthy Lifestyle

1. Reduce stress
2. Prefer low-calorie food
3. Minimize health problems

Psychographics

"I participate in sports on a regular basis."

"Sports and recreation are important to my family."

"It's important to me to feel respected by my peers."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

13 - Vie de Rêve

S4

13 - Vie de Rêve

High-income, suburban Quebec families

This PRIZM® segment represents 1.2% of Canada's population and 1.1% of households.

F2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Comedy clubs/shows
2. Cross country skiing/snowshoeing

Online Gambling

Shopping

Products Purchased

1. Ski/snowboard equipment
2. Office equipment

Websites Browsed*

1. Navigation
2. Local news

Selected Banners*

Canadian Tire Costco IKEA

Financial

Financial Products Held

1. RESP
2. Mortgage

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. French
2. Bistro-style food

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Tesla
2. Mitsubishi
3. Subaru

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

13 - Vie de Rêve

S4

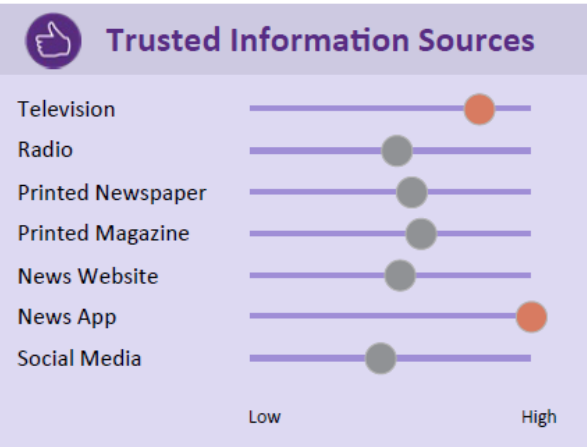
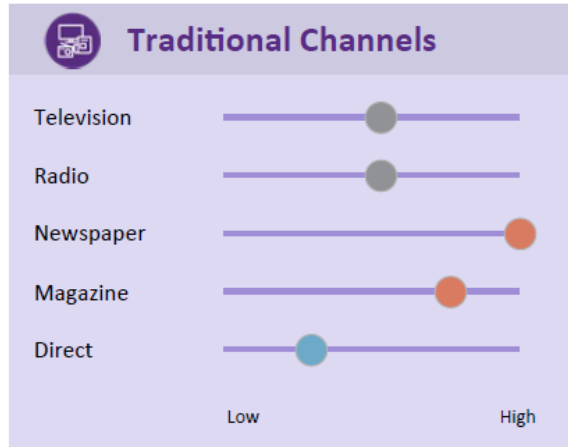
13 - Vie de Rêve

High-income, suburban Quebec families

This PRIZM® segment represents 1.2% of Canada's population and 1.1% of households.

F2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Club illico, Noovo, TVA+

Preferred Social Media

Facebook, LinkedIn, Pinterest

Internet Usage

Online Activities

- Celebrity gossip
- Watch TV
- Music via app

Preferred Categories Browsed in 2024

- Style & fashion
- Travel
- Sports

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Low	High
Celebrity	Low	High
Online Product Review	Low	Low
Online influencer when:		
• accepting opinion	Low	High
• considering recommendation	Low	Low
• Influencer when purchasing	Low	High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

13 - Vie de Rêve

S4

F2

13 - Vie de Rêve

High-income, suburban Quebec families

This PRIZM® segment represents 1.2% of Canada's population and 1.1% of households.

Overview

Who They Are

How They Think

What They Do

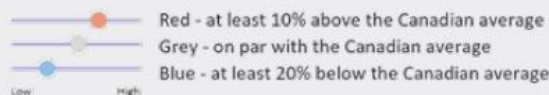
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

14 - Kick-Back Country

R1

F3

14 - Kick-Back Country

Rural, middle-aged and older couples and families

This PRIZM® segment represents 1.6% of Canada's population and 1.4% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



14 KICK-BACK COUNTRY

R1 Upper-Middle Rural Middle-Age Families F3

Rural, middle-aged and older couples and families

Kick-Back Country is a high-income segment of middle-aged and older families found primarily in the rural areas of Ontario and Alberta. Homeownership is remarkably high, with most residents living in spacious single-detached houses. This segment has strong participation in outdoor and local activities, including sports events and adventure sports. Values such as a strong work ethic, national pride, and ecological consciousness are paramount, shaping their preference for quality and sustainability. Their connection to nature plays a central role in how they spend their time and define a fulfilling life.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

14 - Kick-Back Country

R1

F3

14 - Kick-Back Country

Rural, middle-aged and older couples and families

This PRIZM® segment represents 1.6% of Canada's population and 1.4% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	55 - 64
Household size	4+
Children at home	42.3%
Age of children at home	<20



Education & Occupation

Household income	\$163K
Education	Mixed
Occupation	Primary/Blue Collar
Commute method	Car



Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	31.2%



Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	1.4%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

14 - Kick-Back Country

R1

F3

14 - Kick-Back Country

Rural, middle-aged and older couples and families

This PRIZM® segment represents 1.6% of Canada's population and 1.4% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

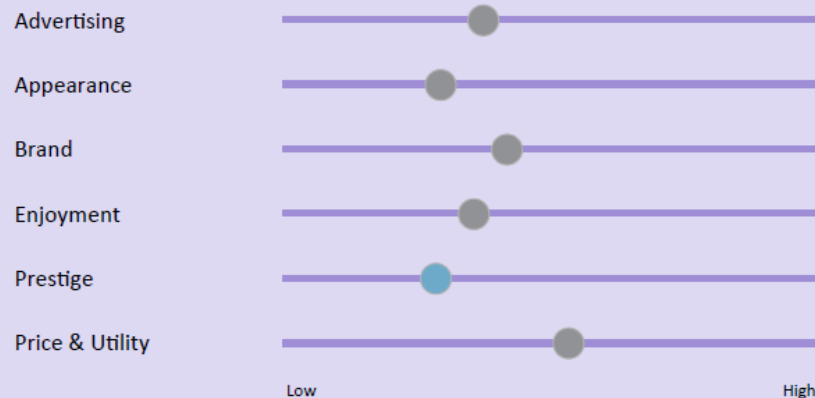
Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy organic
2. Buy locally
3. Use alternative energy

Healthy Lifestyle

1. Monitor vitamin intake
2. Minimize health problems
3. Live balanced lifestyle



Psychographics

"Life in the country is much more satisfying than in the city."

"I am adventurous and "outdoorsy"."

"It is important that the country should hold a strong position in the world."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

14 - Kick-Back Country

R1

F3

14 - Kick-Back Country

Rural, middle-aged and older couples and families

This PRIZM® segment represents 1.6% of Canada's population and 1.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. ATV/snowmobiling
2. Craft shows

Online Gambling

Shopping

Products Purchased

1. Gas barbeque
2. Power tools

Websites Browsed*

1. Sports news
2. Exercise

Selected Banners*

Canadian Tire Costco IKEA

Financial

Financial Products Held

1. HELOC
2. Mortgage

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Bar/pub food
2. Casual/family dining

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. GMC
2. Ram
3. Chevrolet

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*
PRIZM® segment

Step 2: Select an individual segment or a group
14 - Kick-Back Country

R1

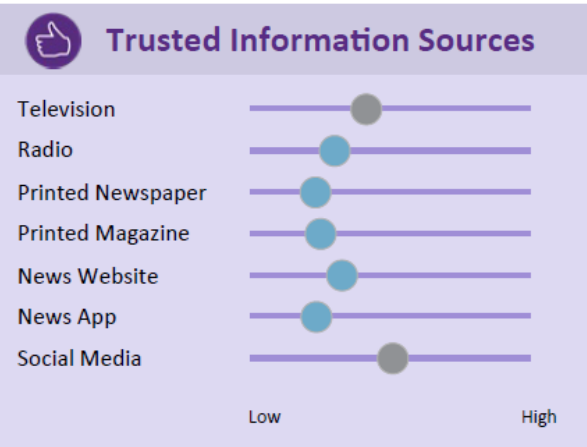
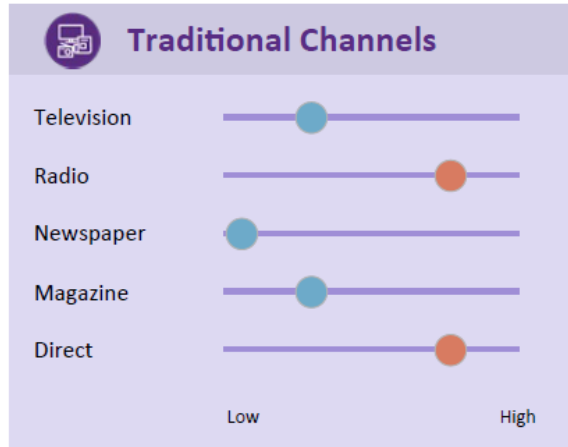
F3

14 - Kick-Back Country

Rural, middle-aged and older couples and families

This PRIZM® segment represents 1.6% of Canada's population and 1.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Paramount+/CBS All Access, CBC Gem, YouTube Premium

Preferred Social Media

Pinterest, Audio podcasts, Facebook

Internet Usage

Online Activities

- Respond to an ad
- Automotive news/content
- Real estate listings

Preferred Categories Browsed in 2024

- Sports
- Real estate
- Home & garden

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Preference Level
Celebrity	Low
Online Product Review	High
Online influencer when:	
• accepting opinion	Low
• considering recommendation	Low
• Influencer when purchasing	Low



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

14 - Kick-Back Country

R1

F3

14 - Kick-Back Country

Rural, middle-aged and older couples and families

This PRIZM® segment represents 1.6% of Canada's population and 1.4% of households.

Overview

Who They Are

How They Think

What They Do

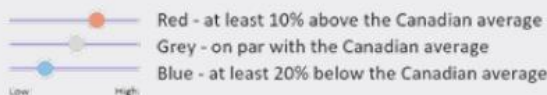
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

15 - South Asian Enterprise

U4

15 - South Asian Enterprise

Middle-aged, multi-ethnic urban families, primarily of South Asian descent

This PRIZM® segment represents 2.7% of Canada's population and 1.7% of households.

F2

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



15 SOUTH ASIAN ENTERPRISE

U4 Urban Diversity Large Diverse Families F2

Middle-aged, multi-ethnic urban families, primarily of South Asian descent

South Asian Enterprise embodies a richly diverse segment primarily residing in urban neighbourhoods within Toronto. Dominated by upper-middle-income households, these large, middle-aged families - many with adult children at home - often own single-detached, semi-detached, or row houses. This segment embraces a strong work ethic, resulting in stable blue-collar and service-sector careers. Active and sociable, they participate in sports such as basketball and tennis, with a strong emphasis on fitness and well-being. Their lifestyle reflects a pursuit of upward mobility, community pride, and meaningful personal achievement.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

15 - South Asian Enterprise

U4

F2

15 - South Asian Enterprise

Middle-aged, multi-ethnic urban families, primarily of South Asian descent

This PRIZM® segment represents 2.7% of Canada's population and 1.7% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family

Maintainer age	45 - 54
Household size	4+
Children at home	65.9%
Age of children at home	15+



Education & Occupation

Household income	\$140K
Education	University/High School/Grade 9
Occupation	Blue Collar/Service Sector
Commute method	Public Transit



Dwellings

Dwelling type	Mixed
Tenure	Own
Households moved into a new residence in the past year	41.1%



Diversity

Diversity	High
Official language	Non-Official
Immigrants to Canada (since 2022)	8.2%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

15 - South Asian Enterprise

U4

F2

15 - South Asian Enterprise

Middle-aged, multi-ethnic urban families, primarily of South Asian descent

This PRIZM® segment represents 2.7% of Canada's population and 1.7% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Use alternative energy
2. Pay more for "clean" products
3. Shop ethically and responsibly

Healthy Lifestyle

1. Monitor cholesterol
2. Eat vegetarian food
3. Monitor vitamin intake

Psychographics

"Out-of-Home or outdoor advertising affects how I see a brand."

"I am likely to share shopping deals or product information through shopping websites."

"I like to experience new emotions every day."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

15 - South Asian Enterprise

U4

F2

15 - South Asian Enterprise

Middle-aged, multi-ethnic urban families, primarily of South Asian descent

This PRIZM® segment represents 2.7% of Canada's population and 1.7% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Tennis game
- Basketball game

Online Gambling

Shopping

Products Purchased

- Hockey equipment
- Camera

Websites Browsed*

- Taxi/ride sharing
- Car rental

Selected Banners*

Brand	Clicks	Bricks
Canadian Tire	High	Low
Costco	High	Low
IKEA	Low	High

Financial

Financial Products Held

- RESP
- Mortgage

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Indian
- High-quality restaurant

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Honda
- Tesla
- Lexus

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

15 - South Asian Enterprise

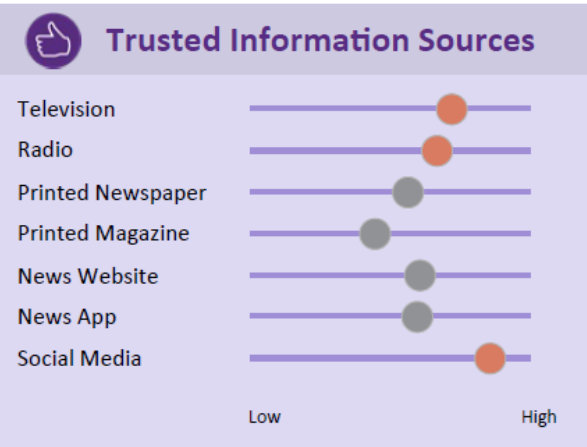
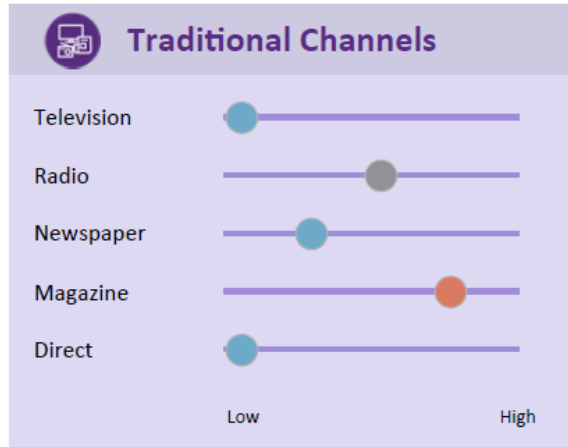
U4

F2

15 - South Asian Enterprise

Middle-aged, multi-ethnic urban families, primarily of South Asian descent
 This PRIZM® segment represents 2.7% of Canada's population and 1.7% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

TV services (e.g. Rogers Ignite/Bell Alt), YouTube, Facebook videos

Preferred Social Media

WeChat, Twitch, WhatsApp

Internet Usage

Low High

Online Activities

1. Receive store offers
2. Online magazines
3. Music via video service

Preferred Categories Browsed in 2024

1. Automotive
2. Style & fashion
3. Careers

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Low	High
Celebrity	Low	High
Online Product Review	Low	Medium
Online influencer when:		
• accepting opinion	Low	High
• considering recommendation	Low	High
• Influencer when purchasing	Low	High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

15 - South Asian Enterprise

U4

F2

15 - South Asian Enterprise

Middle-aged, multi-ethnic urban families, primarily of South Asian descent

This PRIZM® segment represents 2.7% of Canada's population and 1.7% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

16 - Savvy Seniors

U2

M1

16 - Savvy Seniors

Middle-income, older, urban households

This PRIZM® segment represents 2.3% of Canada's population and 2.4% of households.

Overview

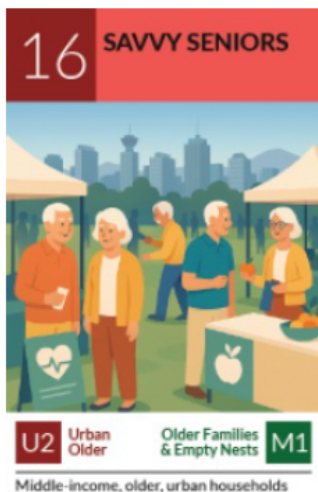
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Savvy Seniors consists of singles, couples, and divorced or widowed individuals living in urban neighbourhoods. These empty-nesters are financially stable and tend to choose easier-to-manage housing, such as condos and row houses. They enjoy an active lifestyle filled with dining out, arts events, and community contributions, reflecting their strong sense of social responsibility. With a notable interest in health, Savvy Seniors embrace modern conveniences to enhance their experiences. Their lifestyle reflects a balance of independence, engagement, and a commitment to living well as they age.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

16 - Savvy Seniors

U2

M1

16 - Savvy Seniors

Middle-income, older, urban households

This PRIZM® segment represents 2.3% of Canada's population and 2.4% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	75+
Household size	1 - 2
Children at home	33.3%
Age of children at home	Mixed



Education & Occupation

Household income	\$138K
Education	University/College
Occupation	White Collar/Service Sector
Commute method	Car



Dwellings

Dwelling type	Mixed
Tenure	Own
Households moved into a new residence in the past year	39.5%



Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	4.4%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

16 - Savvy Seniors

U2

M1

16 - Savvy Seniors

Middle-income, older, urban households

This PRIZM® segment represents 2.3% of Canada's population and 2.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Reduce car-related emissions
2. Buy organic
3. Make effort to recycle

Healthy Lifestyle

1. Monitor vitamin intake
2. Live balanced lifestyle
3. Monitor cholesterol

Psychographics

"Often discussed the problems in your neighbourhood or municipality with people."

"Often offer advice to people who consult me before they shop for certain items."

"I trust my own judgement in picking out my clothes."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

16 - Savvy Seniors

U2

M1

16 - Savvy Seniors

Middle-income, older, urban households

This PRIZM® segment represents 2.3% of Canada's population and 2.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Ballet/opera/symphony
- Martial arts (any)

Online Gambling

Shopping

Products Purchased

- Computer software
- Flowers

Websites Browsed*

- International news
- Tech news

Selected Banners*

Canadian Tire Costco IKEA

Financial

Financial Products Held

- RRIF
- Bonds

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Casual/family dining
- Burgers

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Subaru
- Audi
- BMW

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

16 - Savvy Seniors

U2

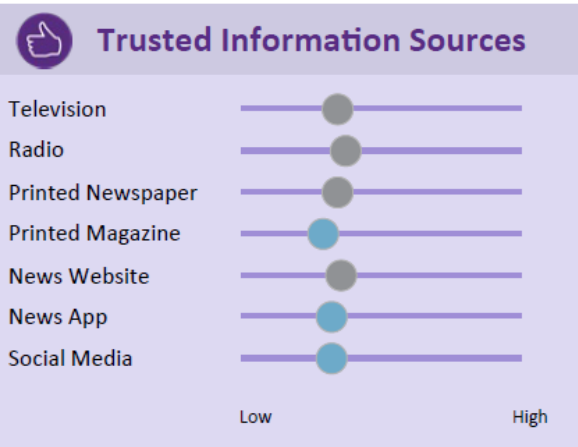
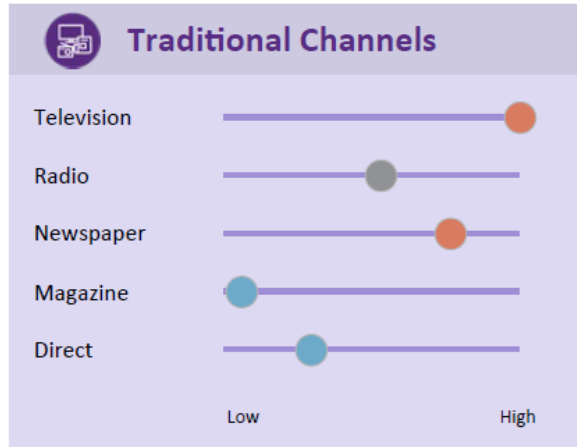
M1

16 - Savvy Seniors

Middle-income, older, urban households

This PRIZM® segment represents 2.3% of Canada's population and 2.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

CBC Gem, Apple TV+, Crave

Preferred Social Media

WhatsApp, Audio podcasts, Blogs

Internet Usage

Low High

Online Activities

1. Restaurant guides
2. Download coupons
3. Access professional sports

Preferred Categories Browsed in 2024

1. Real estate
2. Fitness
3. Careers

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Category	Level
Celebrity	Mid-High
Online Product Review	Mid
Online influencer when:	
• accepting opinion	Mid-Low
• considering recommendation	Mid
• Influencer when purchasing	Mid-Low

Low High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

16 - Savvy Seniors

U2

M1

16 - Savvy Seniors

Middle-income, older, urban households

This PRIZM® segment represents 2.3% of Canada's population and 2.4% of households.

Overview

Who They Are

How They Think

What They Do

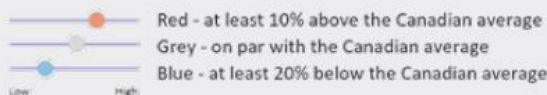
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

17 - Asian Avenues

U4

F3

17 - Asian Avenues

Urban, middle-income families and singles, primarily of Asian descent

This PRIZM® segment represents 0.7% of Canada's population and 0.6% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Asian Avenues represents a dynamic and culturally rich segment found in cities like Vancouver. Primarily composed of middle-income families and singles, this segment includes a significant population of Asian immigrants. Adults have varied educational backgrounds, resulting in a mix of white-collar and service-sector jobs. They often reside in single-detached homes or low-rise apartments, with a mix of renters and homeowners. This segment demonstrates strong engagement in both arts and sports, blending an energetic social life with deep cultural roots. Their lifestyle reflects resilience, cultural pride, and a strong sense of belonging.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

17 - Asian Avenues

U4

F3

17 - Asian Avenues

Urban, middle-income families and singles, primarily of Asian descent

This PRIZM® segment represents 0.7% of Canada's population and 0.6% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Household & Family

Maintainer age	25 - 34
Household size	4+
Children at home	43.3%
Age of children at home	20+

Education & Occupation

Household income	\$129K
Education	University/High School/Grade 9
Occupation	White Collar/Service Sector
Commute method	Public Transit

Dwellings

Dwelling type	Duplex/Single Detached/Low Rise Apt
Tenure	Own & Rent
Households moved into a new residence in the past year	37.5%

Diversity

Diversity	High
Official language	Non-Official
Immigrants to Canada (since 2022)	3.7%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

17 - Asian Avenues

U4

17 - Asian Avenues

Urban, middle-income families and singles, primarily of Asian descent

This PRIZM® segment represents 0.7% of Canada's population and 0.6% of households.

F3

Overview

Who They Are

How They Think

What They Do

How to Reach Them

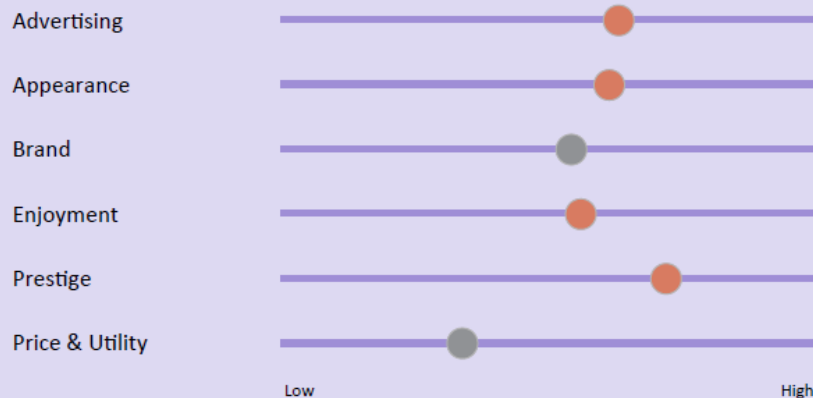
Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy organic
2. Reduce car-related emissions
3. Composting

Healthy Lifestyle

1. Reduce stress
2. Consume natural foods
3. Live balanced lifestyle



Psychographics

"Out-of-Home or outdoor advertising affects how I see a brand."

"I am likely to share shopping deals or product information through shopping websites."

"I am likely to share shopping deals or product information through social media channels."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

17 - Asian Avenues

U4

17 - Asian Avenues

Urban, middle-income families and singles, primarily of Asian descent
 This PRIZM® segment represents 0.7% of Canada's population and 0.6% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Soccer game
- Arcades/indoor amusement centres

Online Gambling

Shopping

Products Purchased

- Musical instrument
- Legal or notary services

Websites Browsed*

- Ethnic specific
- Educational institutions

Selected Banners*

Financial

Financial Products Held

- RESP
- Bonds

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Food court
- Chinese

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Tesla
- Mercedes-Benz
- Lexus

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

17 - Asian Avenues

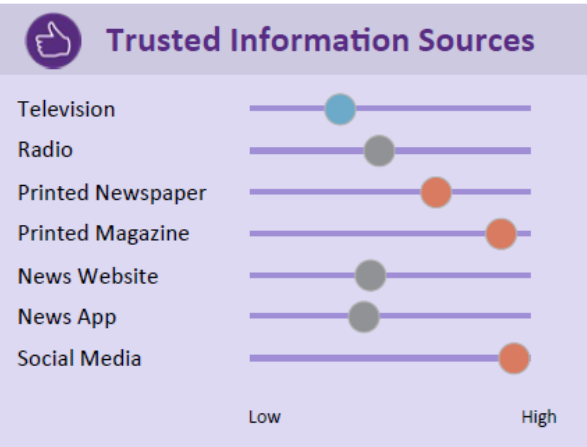
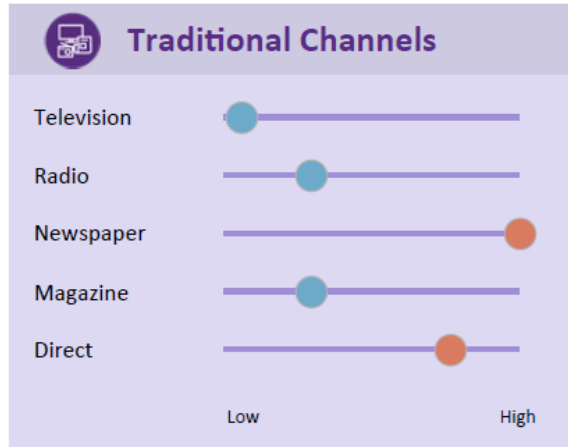
U4

17 - Asian Avenues

Urban, middle-income families and singles, primarily of Asian descent
 This PRIZM® segment represents 0.7% of Canada's population and 0.6% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Tubi, YouTube Premium, CBC Gem

Preferred Social Media

WeChat, WhatsApp, Reddit

Internet Usage

Low High

Online Activities

1. Enter contests
2. Use ad blocking software
3. Download videos

Preferred Categories Browsed in 2024

1. Society
2. Automotive
3. Careers

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Category	Preference Level (Low to High)
Celebrity	High
Online Product Review	Mid
Online influencer when:	
• accepting opinion	Mid
• considering recommendation	High
• Influencer when purchasing	High

Low High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

17 - Asian Avenues

U4

17 - Asian Avenues

Urban, middle-income families and singles, primarily of Asian descent

This PRIZM® segment represents 0.7% of Canada's population and 0.6% of households.

F3

Overview

Who They Are

How They Think

What They Do

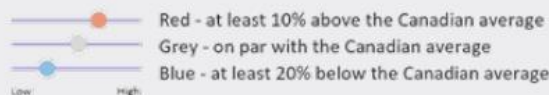
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

18 - Multicultural Corners

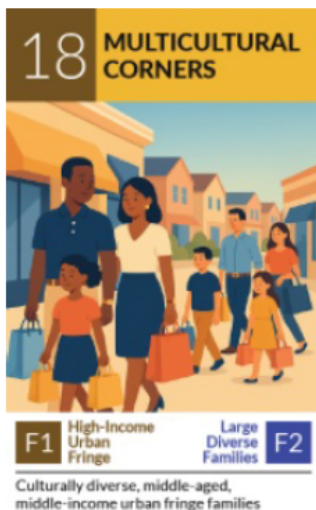
F1

18 - Multicultural Corners

Culturally diverse, middle-aged, middle-income urban fringe families
 This PRIZM® segment represents 2.5% of Canada's population and 2.1% of households.

F2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Multi-Cultural Corners consists of culturally diverse neighbourhoods where a significant proportion of residents are foreign-born and belong to various visible minority groups, including South Asian and Black communities. Many households include older children and multigenerational families. This segment enjoys an active lifestyle, regularly participating in sports and local cultural events. Households typically earn upper-middle incomes, supporting a comfortable lifestyle centered around family, tradition, and community connection. Their everyday choices are shaped by a desire to maintain cultural roots while thriving in a modern Canadian context.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

18 - Multicultural Corners

F1

18 - Multicultural Corners

Culturally diverse, middle-aged, middle-income urban fringe families

This PRIZM® segment represents 2.5% of Canada's population and 2.1% of households.

F2

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	45 - 54
Household size	4+
Children at home	56.2%
Age of children at home	15+



Education & Occupation

Household income	\$157K
Education	University/College
Occupation	Mixed
Commute method	Car



Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	30.0%



Diversity

Diversity	High
Official language	Non-Official
Immigrants to Canada (since 2022)	5.3%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

18 - Multicultural Corners

F1

18 - Multicultural Corners

Culturally diverse, middle-aged, middle-income urban fringe families

This PRIZM® segment represents 2.5% of Canada's population and 2.1% of households.

F2

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Reduce car-related emissions
2. Buy in bulk for less packaging
3. Shop ethically and responsibly

Healthy Lifestyle

1. Reduce stress
2. Live balanced lifestyle
3. Consume natural foods



Psychographics

"It is important to try new products, new places for vacation, or new foods, just for the pleasure of the novelty."

"It is very likely that, if a product is widely advertised, it will be a good product."

"It is important to look good."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

18 - Multicultural Corners

F1

18 - Multicultural Corners

Culturally diverse, middle-aged, middle-income urban fringe families
 This PRIZM® segment represents 2.5% of Canada's population and 2.1% of households.

F2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Basketball game
- Soccer

Online Gambling

Shopping

Products Purchased

- School supplies
- Major appliances

Websites Browsed*

- Taxi/ride sharing
- Car rental

Selected Banners*

Financial

Financial Products Held

- RESP
- HELOC

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Italian
- High-quality restaurant

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Lexus
- Audi
- BMW

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

18 - Multicultural Corners

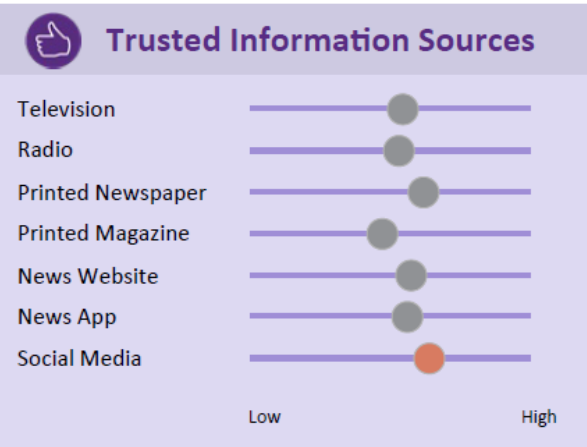
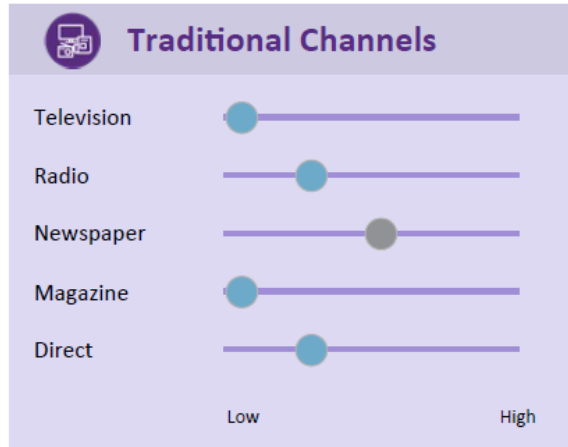
F1

18 - Multicultural Corners

Culturally diverse, middle-aged, middle-income urban fringe families
 This PRIZM® segment represents 2.5% of Canada's population and 2.1% of households.

F2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

TV services (e.g. Rogers Ignite/Bell Alt), Disney+, YouTube

Preferred Social Media

WeChat, WhatsApp, LinkedIn

Internet Usage

Low to High

Online Activities

- Fashion
- Download videos
- Scan QR codes

Preferred Categories Browsed in 2024

- Careers
- Automotive
- Real estate

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low to High

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Usage Level (Low to High)
Celebrity	Mid-High
Online Product Review	Mid-High
Online influencer when:	
• accepting opinion	Mid
• considering recommendation	Mid-High
• Influencer when purchasing	Low-Mid

Low to High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

18 - Multicultural Corners

F1

F2

18 - Multicultural Corners

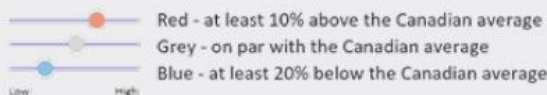
Culturally diverse, middle-aged, middle-income urban fringe families
 This PRIZM® segment represents 2.5% of Canada's population and 2.1% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

19 - Family Mode

S3

F3

19 - Family Mode

Suburban, financially comfortable, middle-aged families

This PRIZM® segment represents 2.5% of Canada's population and 2.0% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Family Mode, found in suburban neighbourhoods, represents comfortable, blue-collar households with upper-middle incomes. These large, middle-aged families typically live in owned single-detached homes. Members of this segment value personal responsibility and maintain a strong sense of control over their financial situation. Their leisure time often involves attending local sporting events, arts festivals, and dining at family-friendly restaurants, reflecting a shared focus on creating meaningful experiences together. With high participation in cultural and sports activities, this segment is grounded in family values, routine, and an active, experience-rich lifestyle.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

19 - Family Mode

S3

19 - Family Mode

Suburban, financially comfortable, middle-aged families

This PRIZM® segment represents 2.5% of Canada's population and 2.0% of households.

F3

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	45 - 54
Household size	4+
Children at home	55.4%
Age of children at home	<20



Education & Occupation

Household income	\$170K
Education	College/High School
Occupation	Service Sector/Blue Collar
Commute method	Car



Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	36.3%



Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	3.2%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

19 - Family Mode

S3

19 - Family Mode

Suburban, financially comfortable, middle-aged families

This PRIZM® segment represents 2.5% of Canada's population and 2.0% of households.

F3

Overview

Who They Are

How They Think

What They Do

How to Reach Them

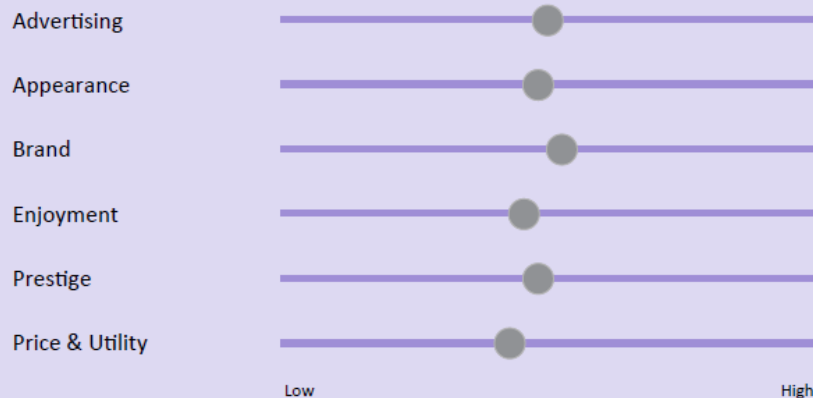
Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Make effort to recycle
2. Shop ethically and responsibly
3. Change lifestyle for environment

Healthy Lifestyle

1. Monitor vitamin intake
2. Exercise more often
3. Consume natural foods



Psychographics

- "I'm willing to pay extra for the quality content of TV or video."
- "I like being in a large crowd."
- "I do some form of sport or exercise at least once a week."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

19 - Family Mode

S3

19 - Family Mode

Suburban, financially comfortable, middle-aged families

This PRIZM® segment represents 2.5% of Canada's population and 2.0% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Football
2. Craft shows

Online Gambling

Shopping

Products Purchased

1. Cross-border shopping in US
2. School supplies

Websites Browsed*

1. Smart homes
2. Sports news

Selected Banners*

Brand	Clicks	Bricks
Canadian Tire	High	Low
Costco	High	High
IKEA	Low	Low

Financial

Financial Products Held

1. Mortgage
2. RESP

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Bar/pub food
2. Italian

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. GMC
2. Jeep
3. Ford

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

19 - Family Mode

S3

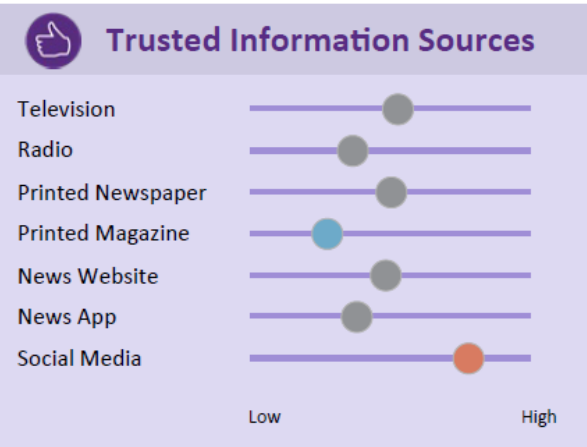
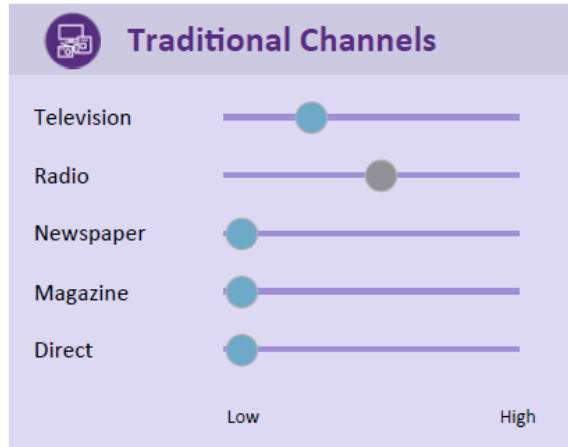
19 - Family Mode

Suburban, financially comfortable, middle-aged families

This PRIZM® segment represents 2.5% of Canada's population and 2.0% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

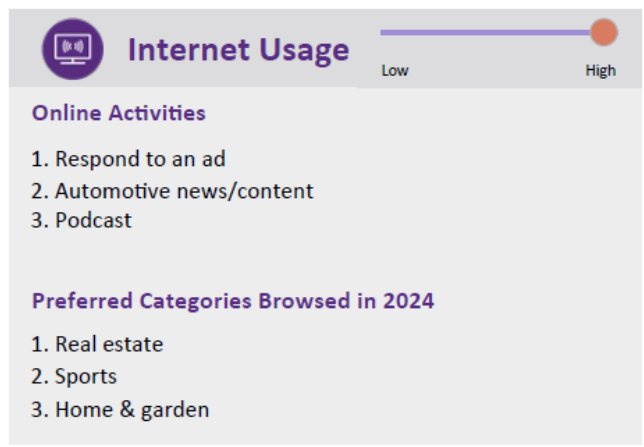


Preferred Streaming Services

Paramount+/CBS All Access, TV services (e.g. Rogers Ignite/Bell Alt), CBC Gem

Preferred Social Media

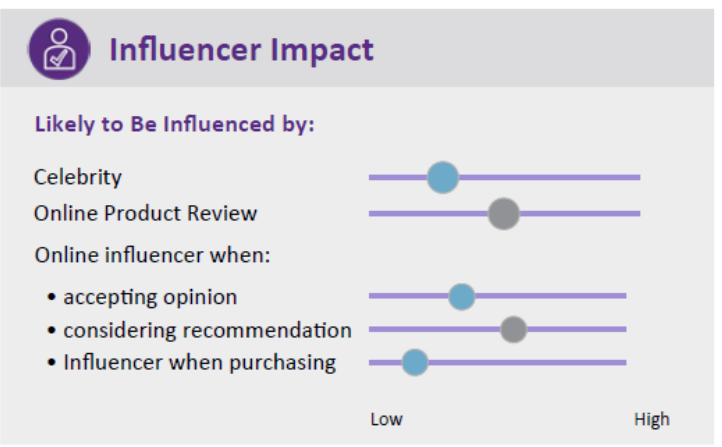
Pinterest, X (formerly Twitter), Reddit



Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

19 - Family Mode

S3

19 - Family Mode

Suburban, financially comfortable, middle-aged families

This PRIZM® segment represents 2.5% of Canada's population and 2.0% of households.

F3

Overview

Who They Are

How They Think

What They Do

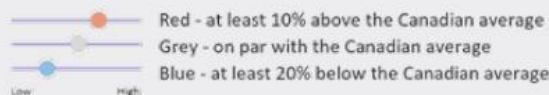
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

20 - New Asian Heights

F2

Y2

20 - New Asian Heights

Younger singles and couples, with high levels of university degrees, primarily of Asian descent.. This PRIZM® segment represents 1.2% of Canada's population and 1.5% of households.

Overview

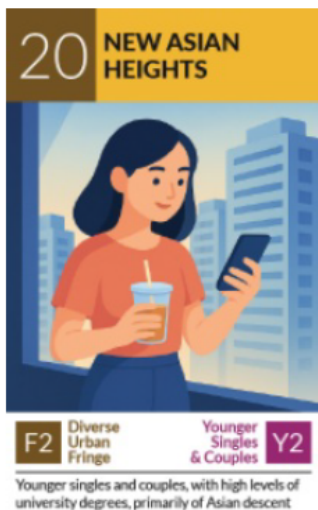
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



New Asian Heights is a lively and diverse segment composed primarily of younger, educated singles and couples living on the urban fringes of Vancouver and Toronto. This segment includes a significant proportion of first-generation immigrants from East Asia who maintain a strong connection to their cultural roots. They are mostly condo dwellers, earning lower-middle incomes as they begin their careers. This group prioritizes spending on meaningful experiences, from tech-friendly activities to food festivals and live performances. With a keen interest in ethical consumption and social causes, they are motivated by opportunities that allow them to connect with others while staying true to their values.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

20 - New Asian Heights

F2

Y2

20 - New Asian Heights

Younger singles and couples, with high levels of university degrees, primarily of Asian descent. This PRIZM® segment represents 1.2% of Canada's population and 1.5% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	25 - 34
Household size	1 - 2
Children at home	26.6%
Age of children at home	<10, 20+



Education & Occupation

Household income	\$98K
Education	University
Occupation	White Collar/Service Sector
Commute method	Public Transit



Dwellings

Dwelling type	Apt 5+
Tenure	Own & Rent
Households moved into a new residence in the past year	61.2%



Diversity

Diversity	High
Official language	Non-Official
Immigrants to Canada (since 2022)	8.5%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

20 - New Asian Heights

F2

Y2

20 - New Asian Heights

Younger singles and couples, with high levels of university degrees, primarily of Asian descent. This PRIZM® segment represents 1.2% of Canada's population and 1.5% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

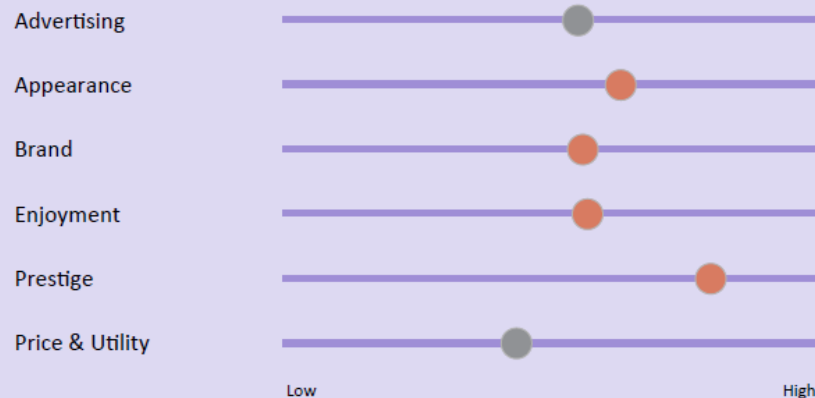
Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Reduce car-related emissions
2. Buy Canadian products
3. Buy organic

Healthy Lifestyle

1. Eat vegetarian food
2. Consume natural foods
3. Buy organic beverages



Psychographics

"I pay extra to personalize products to suit my taste and style."

"I am likely to share shopping deals or product information through shopping websites."

"I am likely to share shopping deals or product information through social media channels."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

20 - New Asian Heights

F2

Y2

20 - New Asian Heights

Younger singles and couples, with high levels of university degrees, primarily of Asian descent. This PRIZM® segment represents 1.2% of Canada's population and 1.5% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Film festivals
2. Ballet/opera/symphony

Online Gambling

Shopping

Products Purchased

1. Computer software
2. Computer accessories

Websites Browsed*

1. Ethnic specific
2. Educational institutions

Selected Banners*

Canadian Tire Costco IKEA

Financial

Financial Products Held

1. TFSA
2. ETFs

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Food court
2. High-quality restaurant

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. BMW
2. Lexus
3. Mercedes-Benz

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

20 - New Asian Heights

F2

Y2

20 - New Asian Heights

Younger singles and couples, with high levels of university degrees, primarily of Asian descent. This PRIZM® segment represents 1.2% of Canada's population and 1.5% of households.

Overview

Who They Are

How They Think

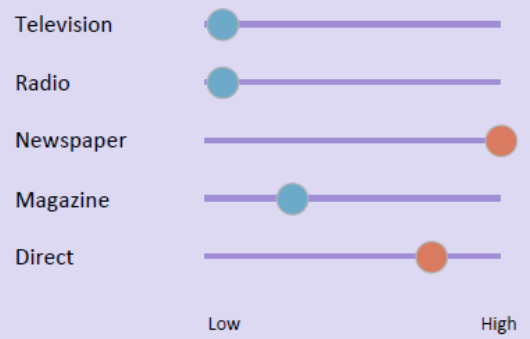
What They Do

How to Reach Them

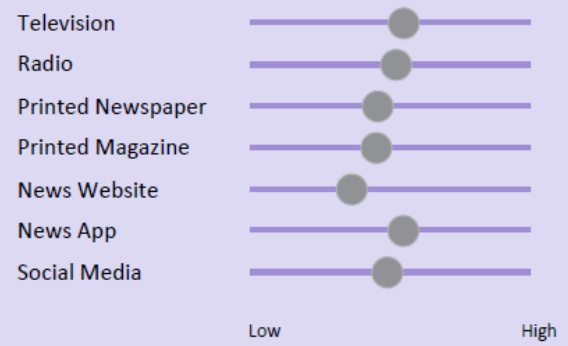
Glossary



Traditional Channels



Trusted Information Sources



Preferred Streaming Services

Disney+, TV services (e.g. Rogers Ignite/Bell Alt), Crave

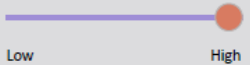


Preferred Social Media

WeChat, Dating platform (excl. Tinder), WhatsApp



Internet Usage



Online Activities

1. Fashion
2. Travel
3. Restaurant guides

Preferred Categories Browsed in 2024

1. Society
2. Careers
3. Automotive

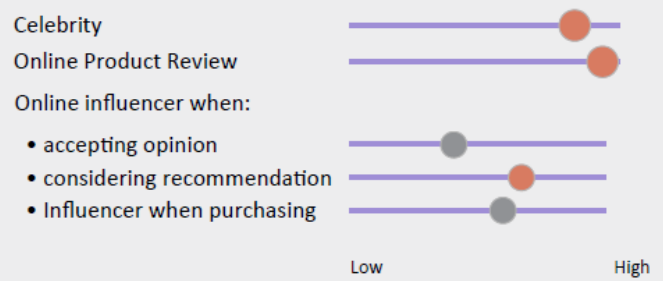
Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."



Influencer Impact

Likely to Be Influenced by:





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

20 - New Asian Heights

F2

Y2

20 - New Asian Heights

Younger singles and couples, with high levels of university degrees, primarily of Asian descent. This PRIZM® segment represents 1.2% of Canada's population and 1.5% of households.

Overview

Who They Are

How They Think

What They Do

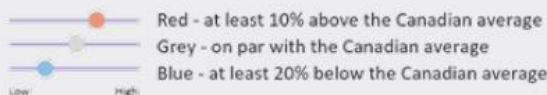
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

21 - Scenic Retirement

S6

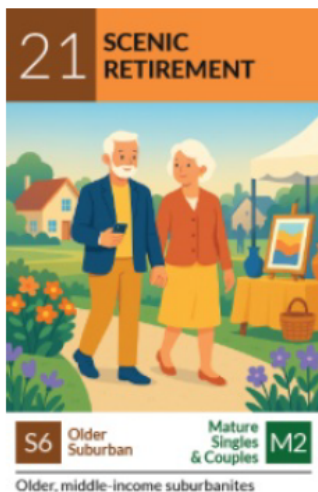
M2

21 - Scenic Retirement

Older, middle-income suburbanites

This PRIZM® segment represents 1.7% of Canada's population and 1.8% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Scenic Retirement consists of older couples and singles over the age of 75, typically found in suburban areas of smaller Canadian cities. On average, they earn household incomes above \$120,000, often from pensions and other income sources. This segment has a strong inclination toward maintaining a healthy lifestyle and actively participates in leisure activities such as gardening and curling. With many living independently and without children at home, they seek meaningful local experiences and value autonomy and national pride. While they embrace technology to simplify daily tasks and stay connected, they continue to prefer face-to-face interaction when building connections and maintaining social ties.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

21 - Scenic Retirement

S6

M2

21 - Scenic Retirement

Older, middle-income suburbanites

This PRIZM® segment represents 1.7% of Canada's population and 1.8% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	75+
Household size	1 - 2
Children at home	29.5%
Age of children at home	Mixed



Education & Occupation

Household income	\$129K
Education	College/High School/Trade
Occupation	Mixed
Commute method	Car



Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	38.8%



Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	1.9%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

21 - Scenic Retirement

S6

M2

21 - Scenic Retirement

Older, middle-income suburbanites

This PRIZM® segment represents 1.7% of Canada's population and 1.8% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

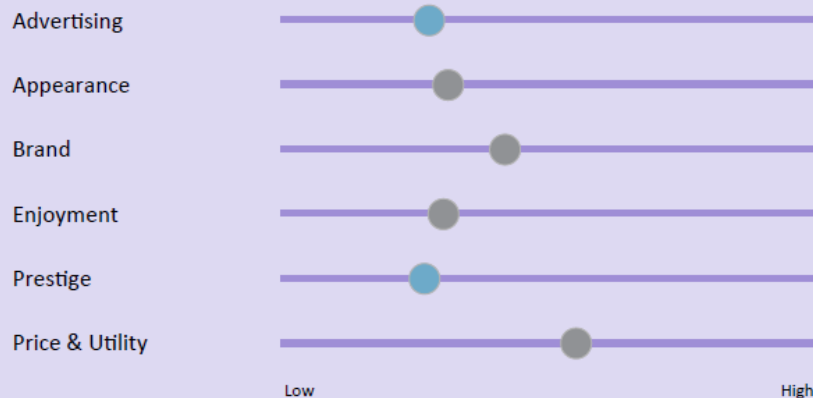
Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy organic
2. Make effort to recycle
3. Use eco-friendly products

Healthy Lifestyle

1. Consume natural foods
2. Monitor vitamin intake
3. Minimize health problems



Psychographics

"I have made plans for those I love after I die."

"Life in the country is much more satisfying than in the city."

"I wait until technology becomes cheaper before considering a purchase."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

21 - Scenic Retirement

S6

M2

21 - Scenic Retirement

Older, middle-income suburbanites

This PRIZM® segment represents 1.7% of Canada's population and 1.8% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Home shows
- Curling

Online Gambling

Shopping

Products Purchased

- Gas barbeque
- Major appliances

Websites Browsed*

- International news
- National news

Selected Banners*

Financial

Financial Products Held

- RRIF
- HELOC

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Bar/pub food
- Casual/family dining

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- GMC
- Ford
- Chevrolet

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

21 - Scenic Retirement

S6

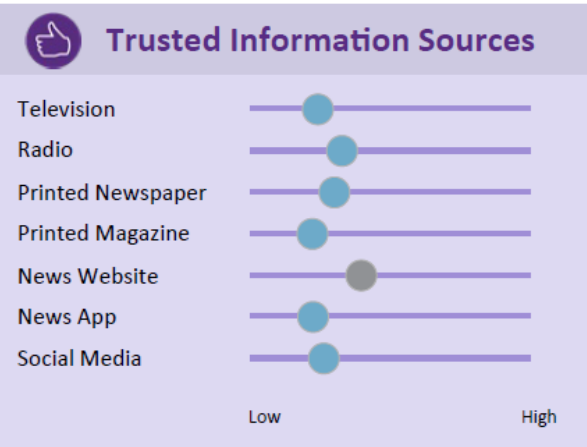
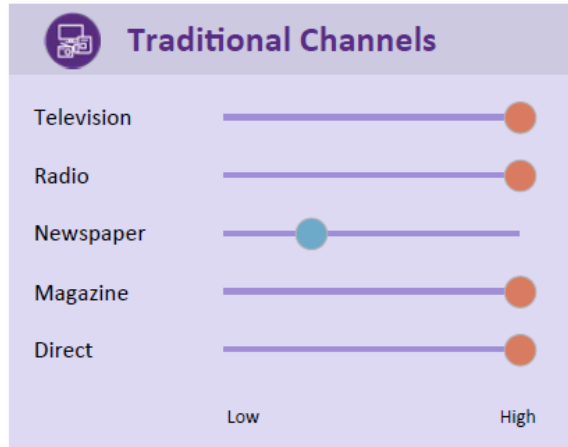
M2

21 - Scenic Retirement

Older, middle-income suburbanites

This PRIZM® segment represents 1.7% of Canada's population and 1.8% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Paramount+/CBS All Access, YouTube Premium, CBC Gem

Preferred Social Media

Pinterest, Facebook, Health and fitness sites

Internet Usage

Online Activities

- Respond to an ad
- Download coupons
- Real estate listings

Preferred Categories Browsed in 2024

- Real estate
- Home & garden
- Sports

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Level
Celebrity	Low
Online Product Review	Low
Online influencer when:	
• accepting opinion	Low
• considering recommendation	Low
• Influencer when purchasing	Low



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

21 - Scenic Retirement

S6

M2

21 - Scenic Retirement

Older, middle-income suburbanites

This PRIZM® segment represents 1.7% of Canada's population and 1.8% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

22 - Indieville

U3

Y2

22 - Indieville

Younger and middle-aged, university-educated, urban singles

This PRIZM® segment represents 1.4% of Canada's population and 1.4% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



U3 Young Urban Core
 Younger Singles & Couples Y2

Younger and middle-aged,
 university-educated, urban singles

Indieville is a culturally rich urban segment, primarily situated in major cities across the country. It is home to young and middle-aged singles, many of whom are first- or second-generation Canadians. Many in this segment have a high level of educational attainment, particularly in creative and professional fields. Housing typically includes older low-rise apartments and duplexes, fostering a communal living environment. Residents embrace active lifestyles, often favouring fitness activities like yoga and Pilates, and engage in arts and culture events such as concerts and film festivals. Their passion for fashion, music, and cultural exploration is complemented by a practical approach to spending, reflecting a lifestyle that values creativity, self-expression, and conscious living.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

22 - Indieville

U3

Y2

22 - Indieville

Younger and middle-aged, university-educated, urban singles

This PRIZM® segment represents 1.4% of Canada's population and 1.4% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	25 - 34
Household size	3
Children at home	34.7%
Age of children at home	Mixed



Education & Occupation

Household income	\$134K
Education	University
Occupation	White Collar/Service Sector
Commute method	Public Transit



Dwellings

Dwelling type	Low Rise Apt/Duplex/Semi
Tenure	Own & Rent
Households moved into a new residence in the past year	41.7%



Diversity

Diversity	Medium
Official language	English
Immigrants to Canada (since 2022)	5.7%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

22 - Indieville

U3

Y2

22 - Indieville

Younger and middle-aged, university-educated, urban singles

This PRIZM® segment represents 1.4% of Canada's population and 1.4% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Reduce car-related emissions
2. Use alternative energy
3. Pay more for "clean" products

Healthy Lifestyle

1. Consume natural foods
2. Consume less meat & cow's milk
3. Buy organic beverages



Psychographics

"I'm willing to pay extra for the quality content of TV or video."

"I like to pursue a life of challenge, novelty and change."

"I am well informed about social media."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

22 - Indieville

U3

Y2

22 - Indieville

Younger and middle-aged, university-educated, urban singles

This PRIZM® segment represents 1.4% of Canada's population and 1.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Dancing/night clubs
- Skateboarding

Online Gambling

Shopping

Products Purchased

- Computer software
- Office equipment

Websites Browsed*

- Taxi/ride sharing
- Car rental

Selected Banners*

Financial

Financial Products Held

- ETFs
- TFSA

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Bistro-style food
- Indian

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Audi
- Subaru
- Volkswagen

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

22 - Indieville

U3

Y2

22 - Indieville

Younger and middle-aged, university-educated, urban singles

This PRIZM® segment represents 1.4% of Canada's population and 1.4% of households.

Overview

Who They Are

How They Think

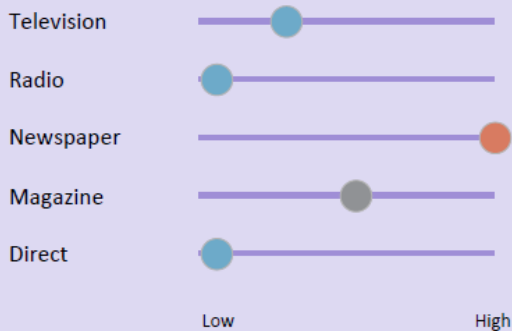
What They Do

How to Reach Them

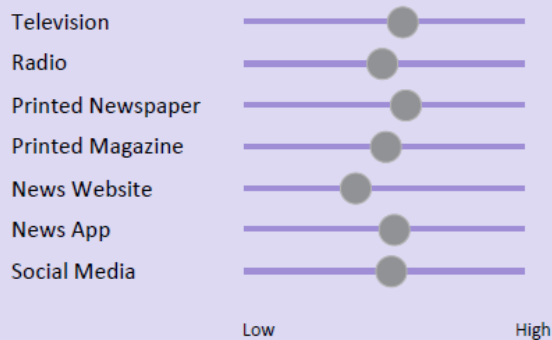
Glossary



Traditional Channels



Trusted Information Sources



Preferred Streaming Services

Paramount+/CBS All Access, Crave, CBC Gem

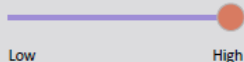


Preferred Social Media

Reddit, Blogs, Audio podcasts



Internet Usage



Online Activities

1. Fashion
2. Online magazines
3. Download music

Preferred Categories Browsed in 2024

1. Careers
2. Travel
3. Automotive

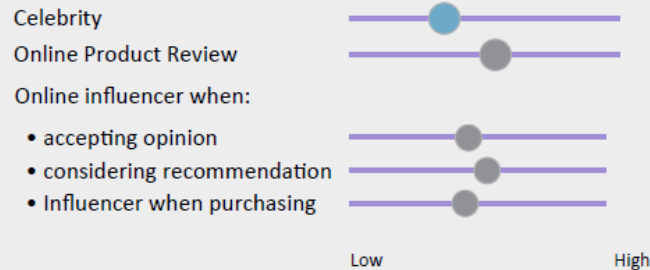
Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."



Influencer Impact

Likely to Be Influenced by:





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

22 - Indieville

U3

Y2

22 - Indieville

Younger and middle-aged, university-educated, urban singles

This PRIZM® segment represents 1.4% of Canada's population and 1.4% of households.

Overview

Who They Are

How They Think

What They Do

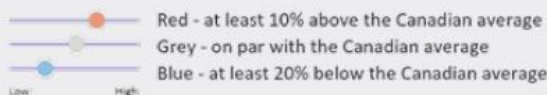
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

23 - Mid-City Mellow

U2

M1

23 - Mid-City Mellow

Older, urban, middle-income families and couples

This PRIZM® segment represents 2.4% of Canada's population and 2.2% of households.

Overview

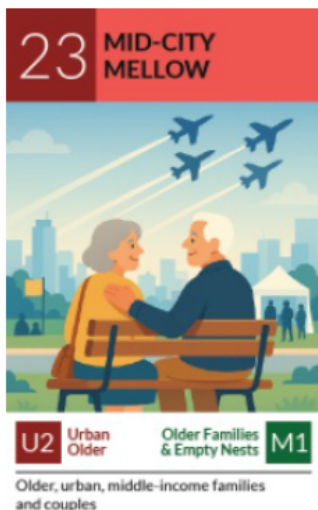
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Mid-City Mellow is a segment composed mainly of long-term residents, including older couples and middle-aged families, found in city neighbourhoods. They earn stable, mid-level incomes and typically live in single-detached homes, enjoying comfortable lifestyles supported by moderate discretionary spending. Residents often seek opportunities to be active in their communities and are drawn to nearby theatre and sporting events. This segment shows a strong appreciation for community traditions and local engagement, reflecting a steady, grounded lifestyle shaped by familiarity, routine, and cultural connection.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

23 - Mid-City Mellow

U2

M1

23 - Mid-City Mellow

Older, urban, middle-income families and couples

This PRIZM® segment represents 2.4% of Canada's population and 2.2% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	75+
Household size	3
Children at home	45.7%
Age of children at home	15+



Education & Occupation

Household income	\$139K
Education	College/High School
Occupation	Mixed
Commute method	Car



Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	28.9%



Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	2.9%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

23 - Mid-City Mellow

U2

M1

23 - Mid-City Mellow

Older, urban, middle-income families and couples

This PRIZM® segment represents 2.4% of Canada's population and 2.2% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

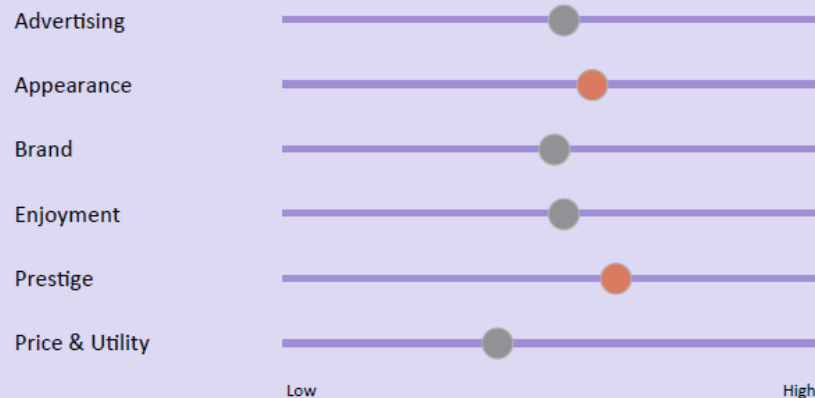
Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy locally
2. Make effort to recycle
3. Buy in bulk for less packaging

Healthy Lifestyle

1. Monitor vitamin intake
2. Introduce balanced diet
3. Minimize health problems



Psychographics

"It is important to look good."

"I have my favourite brand and I normally stick to it."

"It is important to me to regularly get away from all responsibilities and burdens."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

23 - Mid-City Mellow

U2

M1

23 - Mid-City Mellow

Older, urban, middle-income families and couples

This PRIZM® segment represents 2.4% of Canada's population and 2.2% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Football game
2. Sporting events

Online Gambling

Shopping

Products Purchased

1. Cross-border shopping in US
2. Printing of digital photos

Websites Browsed*

1. Sports news
2. Exercise

Selected Banners*

Canadian Tire Costco IKEA

Financial

Financial Products Held

1. RRIF
2. HELOC

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Italian
2. Taco

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Jeep
2. Honda
3. Subaru

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

23 - Mid-City Mellow

U2

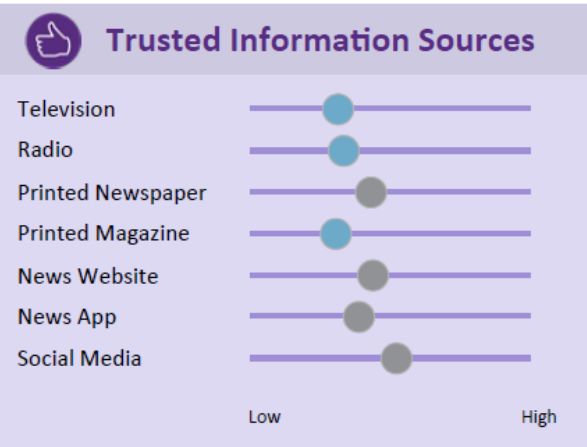
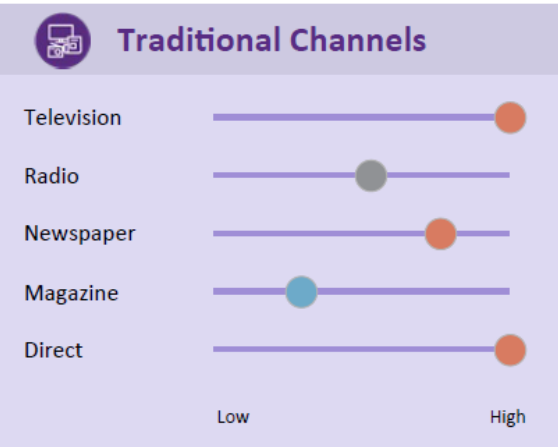
M1

23 - Mid-City Mellow

Older, urban, middle-income families and couples

This PRIZM® segment represents 2.4% of Canada's population and 2.2% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Paramount+/CBS All Access, Apple TV+, Crave

Preferred Social Media

Pinterest, X (formerly Twitter), WhatsApp



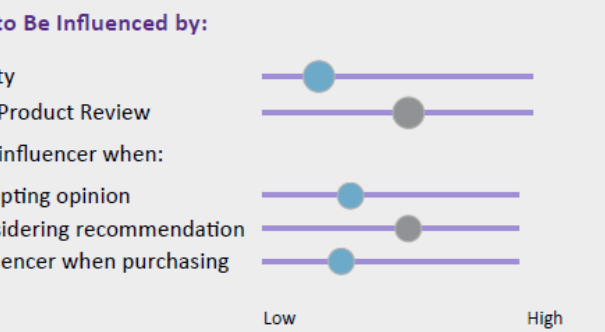
- #### Online Activities
1. Online magazines
 2. Click on ad
 3. Access professional sports

Preferred Categories Browsed in 2024

1. Sports
2. Real estate
3. Home & garden



Influencer Impact





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

23 - Mid-City Mellow

U2

M1

23 - Mid-City Mellow

Older, urban, middle-income families and couples

This PRIZM® segment represents 2.4% of Canada's population and 2.2% of households.

Overview

Who They Are

How They Think

What They Do

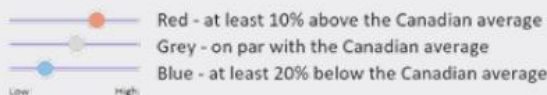
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

24 - All-Terrain Families

S3

24 - All-Terrain Families

Younger and middle-aged blue collar suburban families

This PRIZM® segment represents 1.1% of Canada's population and 0.9% of households.

Y3

Overview

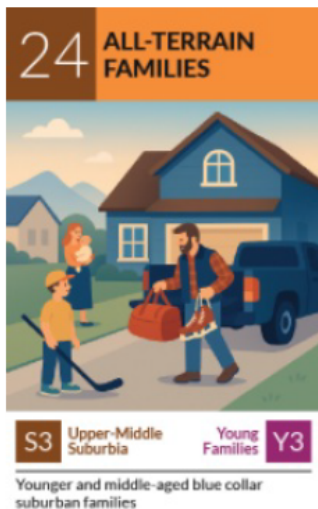
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



All-Terrain Families represent an active and engaged segment primarily located in Alberta, characterized by their busy lifestyles. Predominantly younger to middle-aged parents with children of all ages, they live in modern homes built within the last decade and earn upper-middle incomes through blue-collar and service jobs. These families balance work and leisure, engaging in outdoor activities like fishing and camping, as well as attending local sports events and cultural attractions. Their commitment to nurturing a vibrant family life - combined with values such as financial security, national pride, and civic engagement - shapes a lifestyle based on connection and tradition.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

24 - All-Terrain Families

S3

Y3

24 - All-Terrain Families

Younger and middle-aged blue collar suburban families

This PRIZM® segment represents 1.1% of Canada's population and 0.9% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family	
Maintainer age	35 - 44
Household size	4+
Children at home	53.9%
Age of children at home	<20

Education & Occupation	
Household income	\$161K
Education	College/Trade School/High School
Occupation	Service Sector/Blue Collar
Commute method	Car

Dwellings	
Dwelling type	Single Detached/Semi/Row
Tenure	Own
Households moved into a new residence in the past year	47.7%

Diversity	
Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	3.8%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

24 - All-Terrain Families

S3

24 - All-Terrain Families

Younger and middle-aged blue collar suburban families

This PRIZM® segment represents 1.1% of Canada's population and 0.9% of households.

Y3

Overview

Who They Are

How They Think

What They Do

How to Reach Them

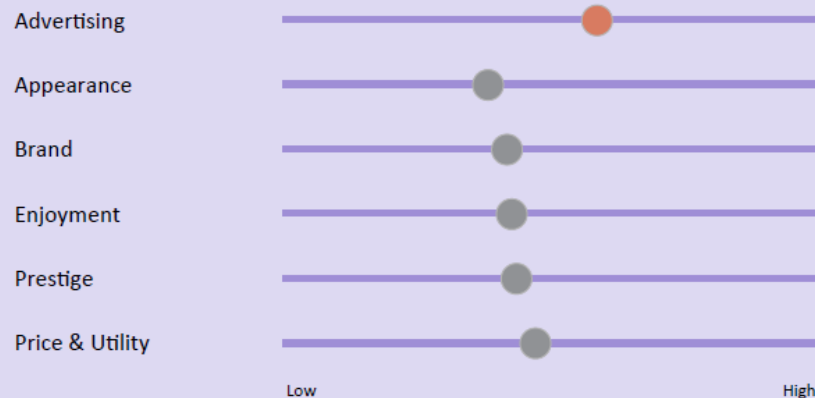
Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Use alternative energy
2. Buy organic
3. Buy in bulk for less packaging

Healthy Lifestyle

1. Eat vegetarian food
2. Reduce stress
3. Monitor vitamin intake



Psychographics

"I participate in sports on a regular basis."

"I am willing to sacrifice my time with my family in order to get ahead."

"I like to pursue a life of challenge, novelty and change."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

24 - All-Terrain Families

S3

Y3

24 - All-Terrain Families

Younger and middle-aged blue collar suburban families

This PRIZM® segment represents 1.1% of Canada's population and 0.9% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Dinner theatres
- Football game

Online Gambling

Shopping

Products Purchased

- School supplies
- Video game system

Websites Browsed*

- Air travel
- Smart homes

Selected Banners*

Canadian Tire Costco IKEA

Financial

Financial Products Held

- Mortgage
- RESP

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Ice cream
- Indian

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- GMC
- Ram
- Ford

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

24 - All-Terrain Families

S3

Y3

24 - All-Terrain Families

Younger and middle-aged blue collar suburban families

This PRIZM® segment represents 1.1% of Canada's population and 0.9% of households.

Overview

Who They Are

How They Think

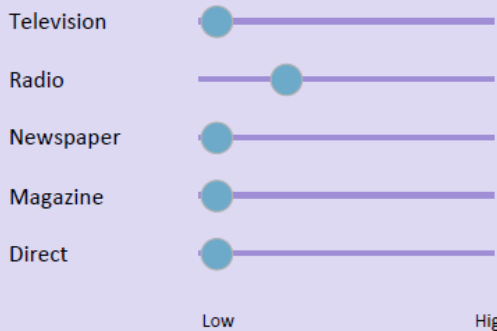
What They Do

How to Reach Them

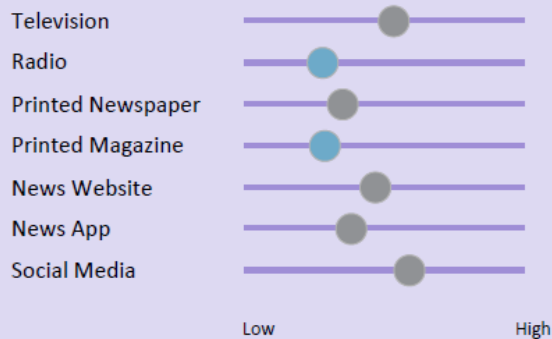
Glossary



Traditional Channels



Trusted Information Sources



Preferred Streaming Services

Paramount+/CBS All Access, Disney+, YouTube Premium



Preferred Social Media

Snapchat, X (formerly Twitter), Reddit



Internet Usage



Online Activities

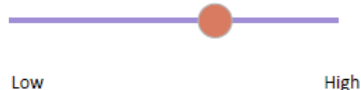
1. Download music
2. Respond to an ad
3. Streaming MVs

Preferred Categories Browsed in 2024

1. Sports
2. Real estate
3. Fitness

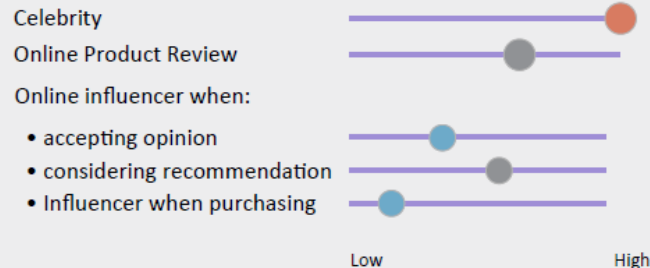
Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."



Influencer Impact

Likely to Be Influenced by:





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

24 - All-Terrain Families

S3

24 - All-Terrain Families

Younger and middle-aged blue collar suburban families

This PRIZM® segment represents 1.1% of Canada's population and 0.9% of households.

Y3

Overview

Who They Are

How They Think

What They Do

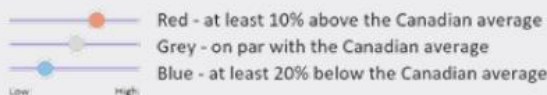
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

25 - Suburban Sports

S3

25 - Suburban Sports

Upper-middle income, younger and middle-aged suburbanites

This PRIZM® segment represents 2.5% of Canada's population and 2.3% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Suburban Sports Enthusiasts represent a dynamic segment of younger and middle-aged families, predominantly residing in suburban single-detached homes across Canada. With a mix of educational backgrounds - many focused on trade schools - residents often work in service or blue-collar occupations, earning upper-middle incomes. This group frequently participates in sports like hockey and enjoys a range of outdoor hobbies, blending an active lifestyle with activities that suit all members of the family. They value stability and traditional norms, often showing resistance to rapid technological change. Their lifestyle is grounded in routine, hands-on engagement, and a strong commitment to family and local life.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

25 - Suburban Sports

S3

25 - Suburban Sports

Upper-middle income, younger and middle-aged suburbanites

This PRIZM® segment represents 2.5% of Canada's population and 2.3% of households.

F3

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	35 - 44
Household size	4+
Children at home	44.6%
Age of children at home	<20



Education & Occupation

Household income	\$147K
Education	College/Trade School/High School
Occupation	Service Sector/Blue Collar
Commute method	Car



Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	38.6%



Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	2.9%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

25 - Suburban Sports

S3

25 - Suburban Sports

Upper-middle income, younger and middle-aged suburbanites

This PRIZM® segment represents 2.5% of Canada's population and 2.3% of households.

F3

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy organic
2. Buy locally
3. Composting

Healthy Lifestyle

1. Monitor vitamin intake
2. Reduce stress
3. Live balanced lifestyle



Psychographics

"I'm willing to pay extra for the quality content of TV or video."

"I have my favourite brand and I normally stick to it."

"It is important to me to regularly get away from all responsibilities and burdens."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

25 - Suburban Sports

S3

25 - Suburban Sports

Upper-middle income, younger and middle-aged suburbanites

This PRIZM® segment represents 2.5% of Canada's population and 2.3% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Snowboarding
- Curling

Online Gambling

Shopping

Products Purchased

- Camping equipment
- Legal or notary services

Websites Browsed*

- Sports news
- Exercise

Selected Banners*

Brand	Clicks	Bricks
Canadian Tire	High	High
Costco	High	Medium
IKEA	Medium	Low

Financial

Financial Products Held

- Mortgage
- HELOC

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Bar/pub food
- Japanese

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Ram
- Ford
- GMC

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

25 - Suburban Sports

S3

25 - Suburban Sports

Upper-middle income, younger and middle-aged suburbanites

This PRIZM® segment represents 2.5% of Canada's population and 2.3% of households.

F3

Overview

Who They Are

How They Think

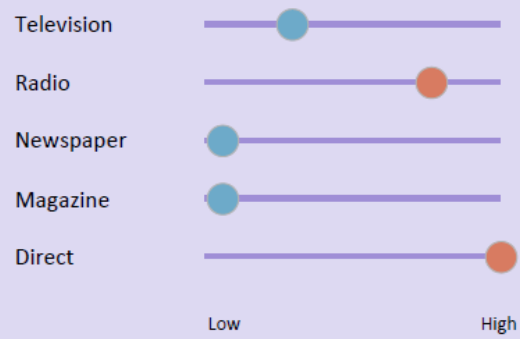
What They Do

How to Reach Them

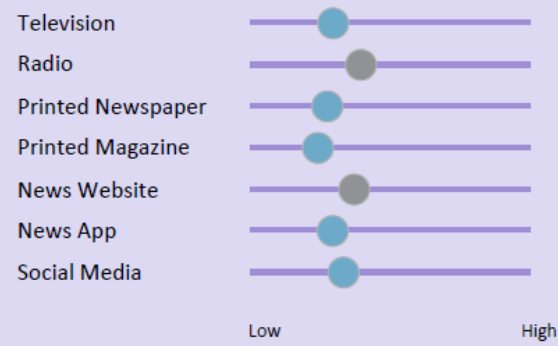
Glossary



Traditional Channels



Trusted Information Sources



Preferred Streaming Services

Paramount+/CBS All Access, YouTube Premium, CBC Gem

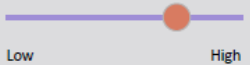


Preferred Social Media

Pinterest, Facebook, Snapchat



Internet Usage



Online Activities

1. Respond to an ad
2. Automotive news/content
3. Take pictures/video

Preferred Categories Browsed in 2024

1. Sports
2. Home & garden
3. Fitness

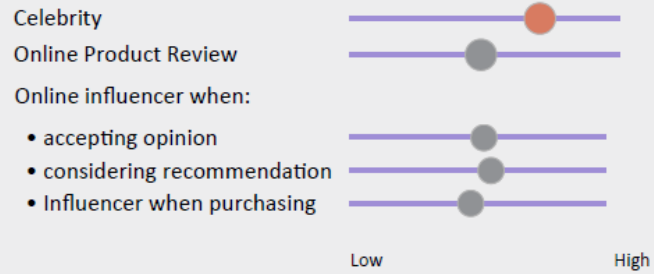
Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."



Influencer Impact

Likely to Be Influenced by:





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

25 - Suburban Sports

S3

25 - Suburban Sports

Upper-middle income, younger and middle-aged suburbanites

This PRIZM® segment represents 2.5% of Canada's population and 2.3% of households.

F3

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

26 - Country Traditions

R1

26 - Country Traditions

Rural, upper-middle-income couples and families

This PRIZM® segment represents 2.4% of Canada's population and 2.2% of households.

F3

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



R1 Upper-Middle Rural Middle-Age Families F3

Rural, upper-middle-income couples and families

Country Traditions represents an upper-middle-income, rural segment concentrated in small communities across eastern Canada. This segment is predominantly composed of middle-aged and older couples and families, many of whom own their single-detached homes. They have a strong affinity for traditional pastimes such as gardening, boating, and camping, and they often participate in local community events. Members of this segment prioritize family values and exhibit some financial caution, reflecting a concern for future stability. Their way of life is grounded in practicality, heritage, and an appreciation for meaningful experiences rooted in tradition and simplicity.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

26 - Country Traditions

R1

26 - Country Traditions

Rural, upper-middle-income couples and families

This PRIZM® segment represents 2.4% of Canada's population and 2.2% of households.

F3

Overview

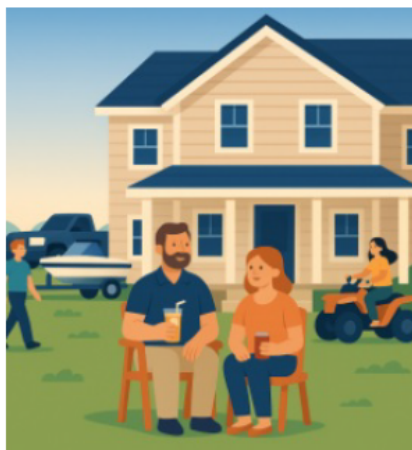
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	55 - 64
Household size	4+
Children at home	42.2%
Age of children at home	Mixed



Education & Occupation

Household income	\$150K
Education	College/Trade School/High School
Occupation	Service Sector/Blue Collar
Commute method	Car



Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	31.6%



Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	1.4%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

26 - Country Traditions

R1

F3

26 - Country Traditions

Rural, upper-middle-income couples and families

This PRIZM® segment represents 2.4% of Canada's population and 2.2% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

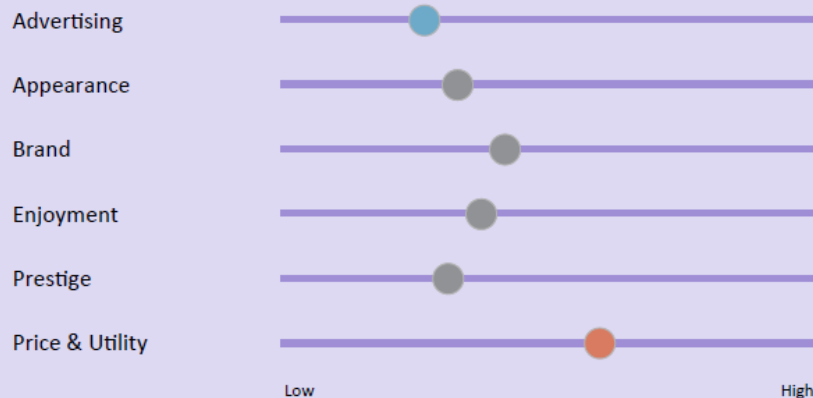
Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy organic
2. Buy locally
3. Make effort to recycle

Healthy Lifestyle

1. Consume natural foods
2. Monitor vitamin intake
3. Minimize health problems



Psychographics

- "Life in the country is much more satisfying than in the city."
- "I am adventurous and "outdoorsy"."
- "I have my favourite brand and I normally stick to it."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

26 - Country Traditions

R1

F3

26 - Country Traditions

Rural, upper-middle-income couples and families

This PRIZM® segment represents 2.4% of Canada's population and 2.2% of households.

Overview

Who They Are

How They Think

What They Do

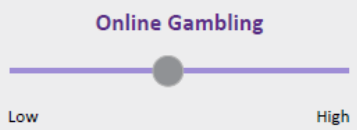
How to Reach Them

Glossary

Leisure

Leisure Activities

1. ATV/snowmobiling
2. Craft shows



Shopping

Products Purchased

1. Gas barbeque
2. Power tools

Websites Browsed*

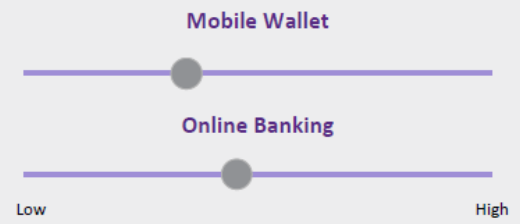
1. Sports news
2. Exercise



Financial

Financial Products Held

1. HELOC
2. Mortgage

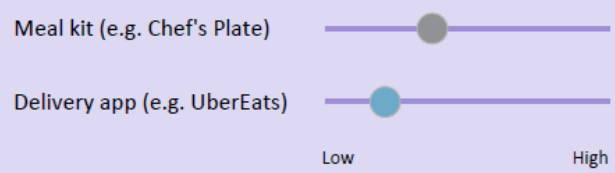


Food & Drink

Restaurants Visited

1. Bar/pub food
2. American

Online Food Ordering Method



Automotive

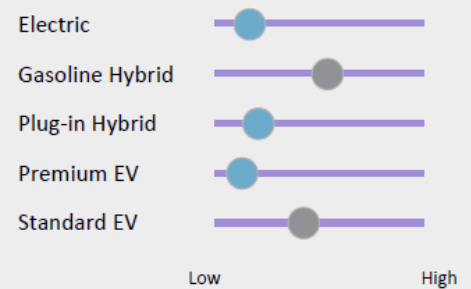
Automobiles Purchased*

1. GMC
2. Chevrolet
3. Ram

Electric/Hybrid Vehicle Ownership



Projected EV Purchase Next Year





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

26 - Country Traditions

R1

F3

26 - Country Traditions

Rural, upper-middle-income couples and families

This PRIZM® segment represents 2.4% of Canada's population and 2.2% of households.

Overview

Who They Are

How They Think

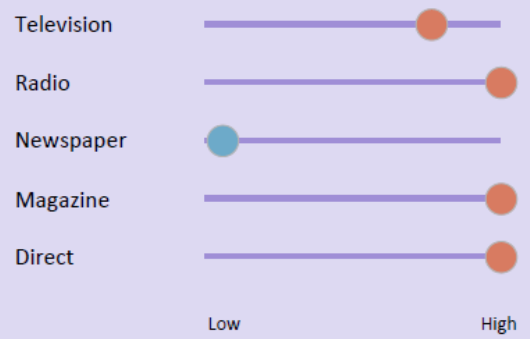
What They Do

How to Reach Them

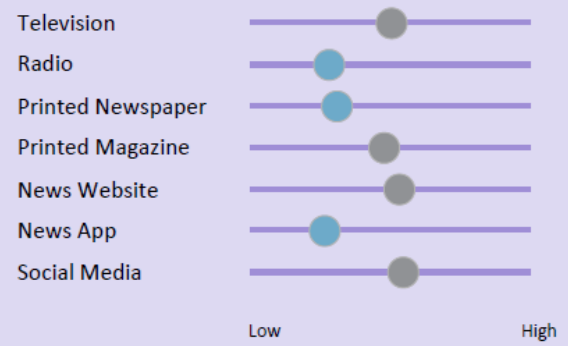
Glossary



Traditional Channels



Trusted Information Sources



Preferred Streaming Services

Paramount+/CBS All Access, CBC Gem, YouTube Premium

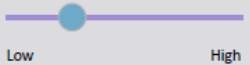


Preferred Social Media

Pinterest, Facebook, Audio podcasts



Internet Usage



Online Activities

1. Download coupons
2. Real estate listings
3. Respond to an ad

Preferred Categories Browsed in 2024

1. Home & garden
2. Sports
3. Real estate

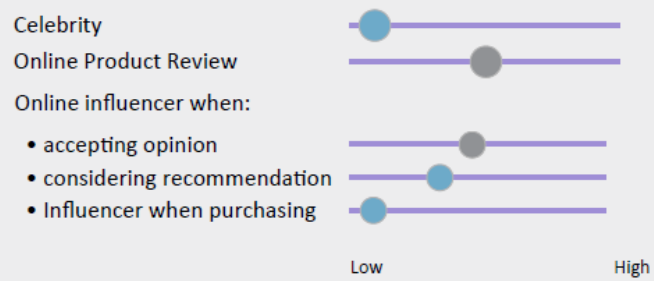
Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."



Influencer Impact

Likely to Be Influenced by:





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

26 - Country Traditions

R1

F3

26 - Country Traditions

Rural, upper-middle-income couples and families

This PRIZM® segment represents 2.4% of Canada's population and 2.2% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

27 - Diversité Nouvelle

F2

F3

27 - Diversité Nouvelle

Culturally diverse, Quebec-centred city dwellers

This PRIZM® segment represents 0.9% of Canada's population and 0.8% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



F2

Diverse Urban Fringe

Middle-Age Families

F3

Culturally diverse, Quebec-centred city dwellers

Diversité Nouvelle is found in multicultural neighbourhoods of Montreal, representing rich diversity and vibrant urban lifestyles. Residents are largely bilingual and speak a combination of French, English, and other languages. They enjoy comfortable living supported by stable incomes from white-collar and service-sector jobs. With a significant presence of families with children at home, this segment values education and community engagement, often participating in events such as concerts and comedy shows. They emphasize personal expression and ecological awareness, while tending to avoid unnecessary complexity in their routines. Their dynamic lifestyle reflects a balance of cultural pride, social consciousness, and a desire for accessible, meaningful experiences.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

27 - Diversité Nouvelle

F2

F3

27 - Diversité Nouvelle

Culturally diverse, Quebec-centred city dwellers

This PRIZM® segment represents 0.9% of Canada's population and 0.8% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	45 - 54
Household size	4+
Children at home	44.9%
Age of children at home	Mixed



Education & Occupation

Household income	\$143K
Education	University/College/Trade School
Occupation	White Collar/Service Sector
Commute method	Public Transit



Dwellings

Dwelling type	Single Detached/Low Rise Apt/Semi
Tenure	Own
Households moved into a new residence in the past year	36.9%



Diversity

Diversity	Medium
Official language	Non-Official
Immigrants to Canada (since 2022)	3.8%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

27 - Diversité Nouvelle

F2

F3

27 - Diversité Nouvelle

Culturally diverse, Quebec-centred city dwellers

This PRIZM® segment represents 0.9% of Canada's population and 0.8% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

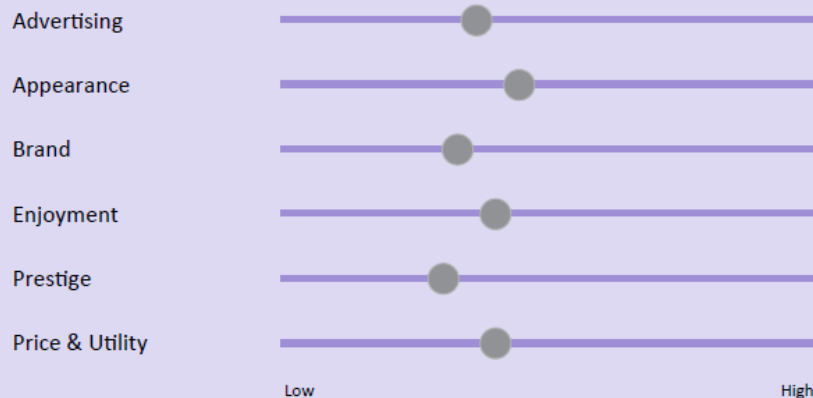
Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Reduce car-related emissions
2. Buy Canadian products
3. Buy fuel-efficient cars

Healthy Lifestyle

1. Buy organic beverages
2. Buy beverages with probiotics
3. Consume less meat & cow's milk



Psychographics

"I am particularly interested in the arts."

"I participate in sports on a regular basis."

"It's important to me to feel respected by my peers."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

27 - Diversité Nouvelle

F2

F3

27 - Diversité Nouvelle

Culturally diverse, Quebec-centred city dwellers

This PRIZM® segment represents 0.9% of Canada's population and 0.8% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Book shows
2. Comedy clubs/shows

Online Gambling

Shopping

Products Purchased

1. Office equipment
2. Tires

Websites Browsed*

1. Navigation
2. Car rental

Selected Banners*

Financial

Financial Products Held

1. Mortgage
2. RRSP

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. French
2. Bistro-style food

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Tesla
2. Mitsubishi
3. Mercedes-Benz

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

27 - Diversité Nouvelle

F2

F3

27 - Diversité Nouvelle

Culturally diverse, Quebec-centred city dwellers

This PRIZM® segment represents 0.9% of Canada's population and 0.8% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Traditional Channels

Channel	Low	High
Television	Low	Low
Radio	Low	Low
Newspaper	Low	High
Magazine	Low	Low
Direct	Low	Low

Trusted Information Sources

Source	Low	High
Television	Low	High
Radio	Low	High
Printed Newspaper	Low	High
Printed Magazine	Low	High
News Website	Low	High
News App	Low	High
Social Media	Low	High

Preferred Streaming Services

Club illico, Noovo, ICI TOU.TV Extra

Preferred Social Media

Health and fitness sites, LinkedIn, Facebook

Internet Usage

Low High

Online Activities

- Celebrity gossip
- TV website
- Radio

Preferred Categories Browsed in 2024

- Style & fashion
- Careers
- Travel

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Low	High
Celebrity	Low	High
Online Product Review	Low	Low
Online influencer when:		
• accepting opinion	Low	Low
• considering recommendation	Low	Low
• Influencer when purchasing	Low	High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

27 - Diversité Nouvelle

F2

F3

27 - Diversité Nouvelle

Culturally diverse, Quebec-centred city dwellers

This PRIZM® segment represents 0.9% of Canada's population and 0.8% of households.

Overview

Who They Are

How They Think

What They Do

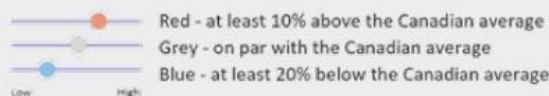
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

28 - Latte Life

U5

Y1

28 - Latte Life

Younger, single urban white-collar households

This PRIZM® segment represents 0.7% of Canada's population and 0.8% of households.

Overview

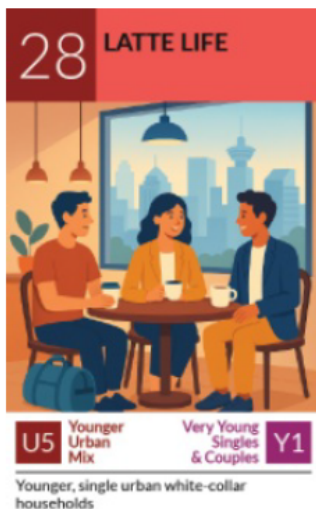
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Latte Life represents a diverse segment of young adults, often aged 25 to 34, who are predominantly found in major Canadian cities like Vancouver and Montreal. With a high tendency to rent, they often reside in low-rise apartments, reflecting their mobility as they begin their careers and build their lives. This segment places a strong emphasis on health and fitness while regularly engaging in nightlife and events such as music and film festivals. While they enjoy indulging in dining out and exploring what their cities have to offer, they also prioritize sustainability and wellness. Their lifestyle reflects a blend of urban energy, cultural curiosity, and mindful living.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

28 - Latte Life

U5

Y1

28 - Latte Life

Younger, single urban white-collar households

This PRIZM® segment represents 0.7% of Canada's population and 0.8% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	25 - 34
Household size	1 - 2
Children at home	21.9%
Age of children at home	Mixed



Education & Occupation

Household income	\$115K
Education	University
Occupation	White Collar/Service Sector
Commute method	Walk



Dwellings

Dwelling type	Low Rise Apt
Tenure	Rent
Households moved into a new residence in the past year	52.2%



Diversity

Diversity	Medium
Official language	English
Immigrants to Canada (since 2022)	4.5%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

28 - Latte Life

U5

Y1

28 - Latte Life

Younger, single urban white-collar households

This PRIZM® segment represents 0.7% of Canada's population and 0.8% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

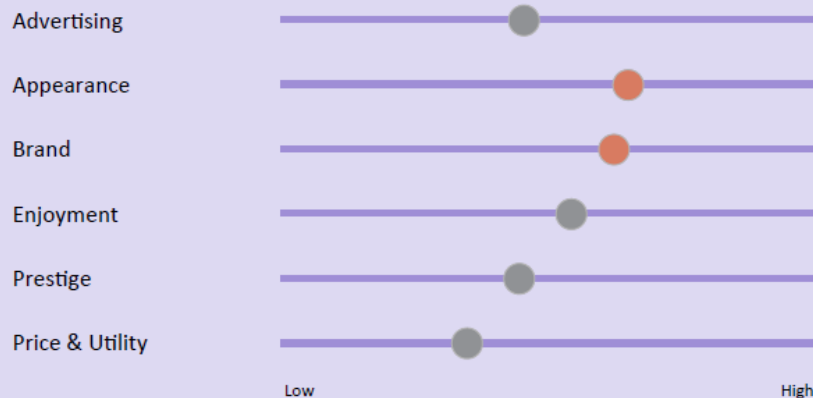
Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Pay more for "clean" products
2. Reduce car-related emissions
3. Drive less

Healthy Lifestyle

1. Buy organic beverages
2. Introduce balanced diet
3. Consume less meat & cow's milk



Psychographics

"I like to pursue a life of challenge, novelty and change."

"It is important to try new products, new places for vacation, or new foods, just for the pleasure of the novelty."

"Feel that I am more a citizen of the world than a citizen of my country."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

28 - Latte Life

U5

Y1

28 - Latte Life

Younger, single urban white-collar households

This PRIZM® segment represents 0.7% of Canada's population and 0.8% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Film festivals
2. Music festivals

Online Gambling

Shopping

Products Purchased

1. Camping equipment
2. Computer software

Websites Browsed*

1. Educational institutions
2. Tech news

Selected Banners*

Financial

Financial Products Held

1. ETFs
2. TFSA

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Bar/pub food
2. French

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Audi
2. Tesla
3. BMW

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

28 - Latte Life

U5

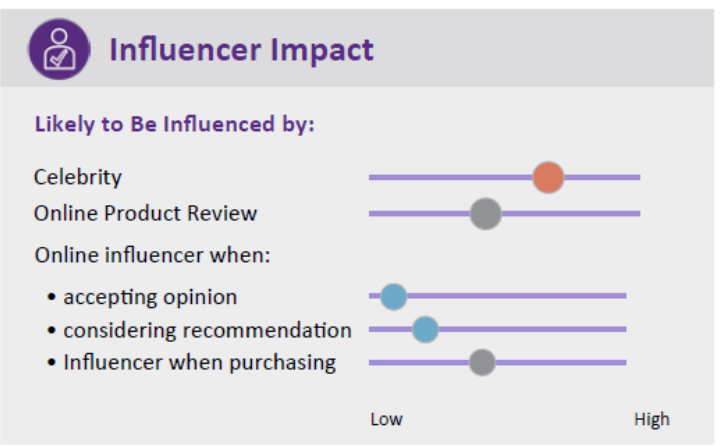
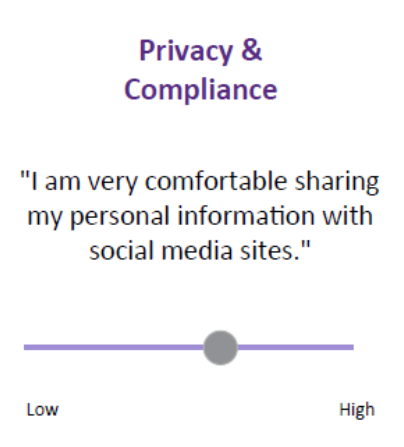
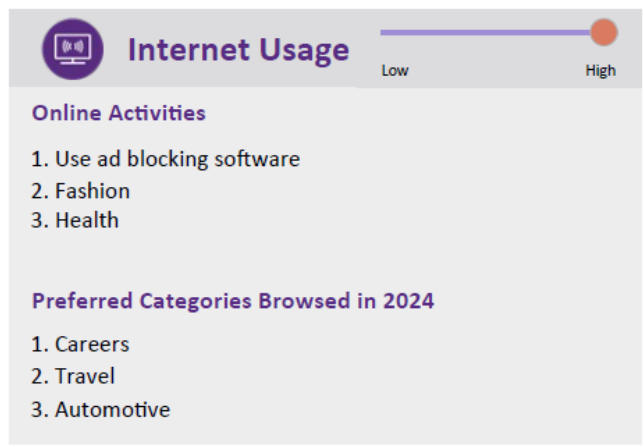
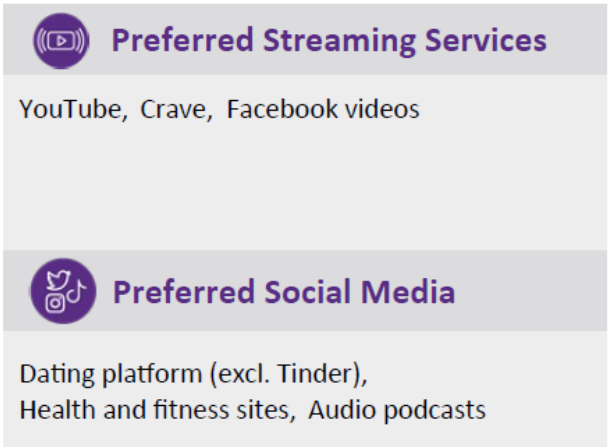
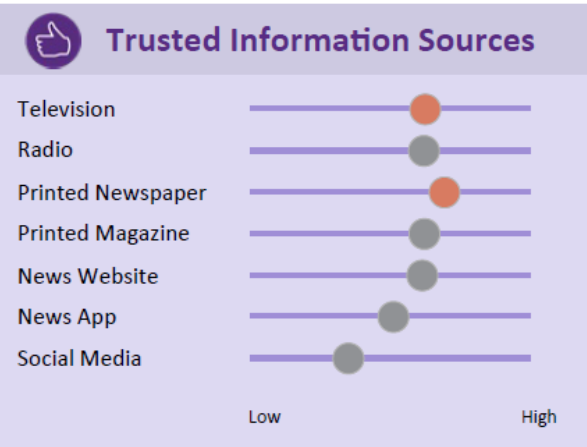
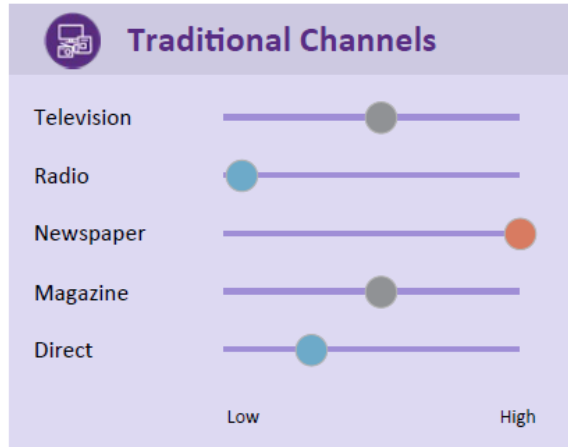
Y1

28 - Latte Life

Younger, single urban white-collar households

This PRIZM® segment represents 0.7% of Canada's population and 0.8% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

28 - Latte Life

U5

Y1

28 - Latte Life

Younger, single urban white-collar households

This PRIZM® segment represents 0.7% of Canada's population and 0.8% of households.

Overview

Who They Are

How They Think

What They Do

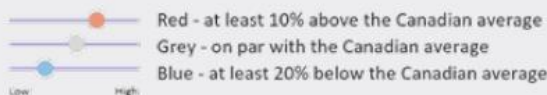
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment "behaves" compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

29 - C'est Tiguidou

S4

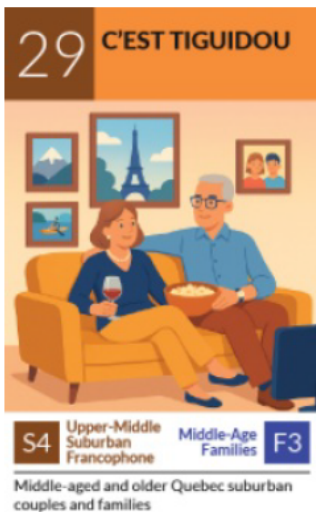
29 - C'est Tiguidou

Middle-aged and older Quebec suburban couples and families

This PRIZM® segment represents 2.4% of Canada's population and 2.4% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



C'est Tiguidou encapsulates a lively, middle-income, middle-aged francophone segment living in suburban Quebec. Known for their strong family ties, these families and couples are engaged in a variety of occupations, resulting in comfortable household incomes. They show a strong inclination toward outdoor sports like cycling and cross-country skiing, as well as cultural activities such as book fairs and comedy shows, reinforcing their active and socially engaged lifestyle. This segment values spontaneity, enjoyment of everyday experiences, and meaningful work, reflecting a grounded, joy-filled approach to life centred in community and personal fulfillment.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

29 - C'est Tiguidou

S4

29 - C'est Tiguidou

Middle-aged and older Quebec suburban couples and families

This PRIZM® segment represents 2.4% of Canada's population and 2.4% of households.

F3

Overview

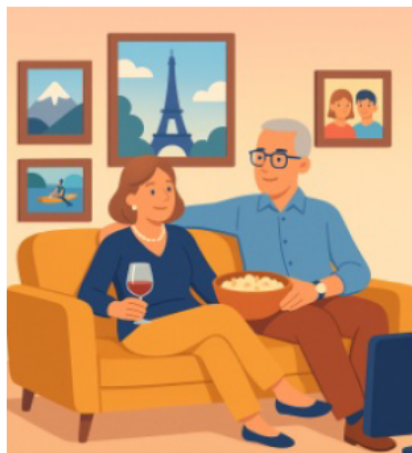
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	65 -74
Household size	3
Children at home	41.5%
Age of children at home	<20



Education & Occupation

Household income	\$134K
Education	Trade School/College
Occupation	Mixed
Commute method	Car



Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	28.5%



Diversity

Diversity	Low
Official language	French
Immigrants to Canada (since 2022)	1.1%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

29 - C'est Tiguidou

S4

29 - C'est Tiguidou

Middle-aged and older Quebec suburban couples and families

This PRIZM® segment represents 2.4% of Canada's population and 2.4% of households.

F3

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy Canadian products
2. Buy fuel-efficient cars
3. Change lifestyle for environment

Healthy Lifestyle

1. Prefer low-calorie food
2. Consume less meat & cow's milk
3. Introduce balanced diet

Psychographics

"I would prefer to do work that is exciting, but does not pay very well."

"It is important to be thoroughly familiar with what I think of as my region, its history, its customs and its traditions."

"I try to keep abreast of changes in style and fashions."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

29 - C'est Tiguidou

S4

29 - C'est Tiguidou

Middle-aged and older Quebec suburban couples and families

This PRIZM® segment represents 2.4% of Canada's population and 2.4% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	---------------------	-------------------	----------

Leisure

Leisure Activities

1. Book shows
2. Comedy clubs/shows

Online Gambling

Shopping

Products Purchased

1. Video game system
2. Home décor

Websites Browsed*

1. Navigation
2. Cooking

Selected Banners*

Financial

Financial Products Held

1. HELOC
2. Mortgage

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. French
2. Thai

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Mitsubishi
2. Kia
3. Hyundai

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

29 - C'est Tiguidou

S4

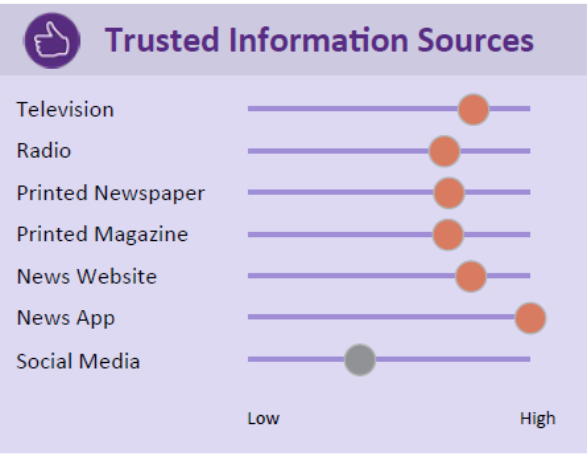
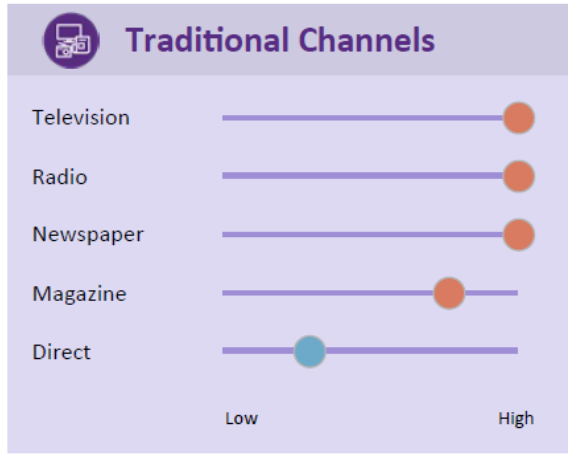
29 - C'est Tiguidou

Middle-aged and older Quebec suburban couples and families

This PRIZM® segment represents 2.4% of Canada's population and 2.4% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	--------------------------	----------



Preferred Streaming Services

Club illico, Noovo, TVA+

Preferred Social Media

Facebook, Pinterest, YouTube

Internet Usage

Online Activities

- Celebrity gossip
- Watch TV
- TV website

Preferred Categories Browsed in 2024

- Science
- Home & garden
- Sports

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Influencer Impact

Likely to Be Influenced by:

Celebrity	High
Online Product Review	Medium
Online influencer when:	
• accepting opinion	High
• considering recommendation	Medium
• Influencer when purchasing	High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

29 - C'est Tiguidou

S4

29 - C'est Tiguidou

Middle-aged and older Quebec suburban couples and families

This PRIZM® segment represents 2.4% of Canada's population and 2.4% of households.

F3

Overview

Who They Are

How They Think

What They Do

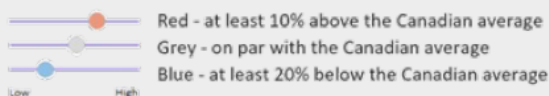
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

30 - South Asian Society

F3

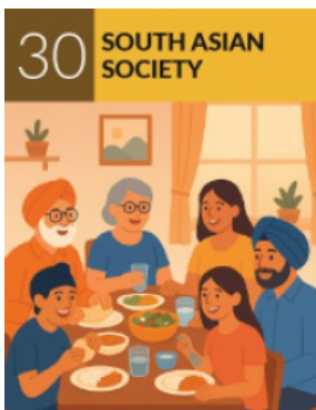
30 - South Asian Society

Younger and middle-aged families, predominantly of South Asian descent

This PRIZM® segment represents 1.3% of Canada's population and 0.9% of households.

F2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



30 SOUTH ASIAN SOCIETY

F3 Middle-Income Urban Fringe Large Diverse Families F2

Younger and middle-aged families, predominantly of South Asian descent

South Asian Society is a segment predominantly composed of first- and second-generation Sikh, Hindu, and Muslim families living in the urban fringe areas surrounding Canada’s cities. These large, middle-income households often include multiple generations under one roof, typically with middle-aged parents and children of all ages. With a inclination towards diverse leisure pursuits - such as attending sports events, visiting local attractions, and participating in community gatherings - they embody a vibrant lifestyle centered on connection and shared experiences. Their daily lives reflect a strong commitment to family, cultural heritage, and active community involvement.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

30 - South Asian Society

F3

30 - South Asian Society

Younger and middle-aged families, predominantly of South Asian descent

This PRIZM® segment represents 1.3% of Canada's population and 0.9% of households.

F2

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	25 - 34
Household size	4+
Children at home	52.2%
Age of children at home	15+

Education & Occupation

Household income	\$117K
Education	High School/Grade 9
Occupation	Blue Collar/Service Sector
Commute method	Public Transit

Dwellings

Dwelling type	Duplex/Low Rise Apt/Single Detached
Tenure	Own & Rent
Households moved into a new residence in the past year	46.3%

Diversity

Diversity	High
Official language	Non-Official
Immigrants to Canada (since 2022)	3.9%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

30 - South Asian Society

F3

30 - South Asian Society

Younger and middle-aged families, predominantly of South Asian descent

This PRIZM® segment represents 1.3% of Canada's population and 0.9% of households.

F2

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy Canadian products
2. Buy in bulk for less packaging
3. Use alternative energy

Healthy Lifestyle

1. Monitor vitamin intake
2. Reduce stress
3. Eat vegetarian food

Psychographics

"Out-of-Home or outdoor advertising affects how I see a brand."

"I am likely to share shopping deals or product information through shopping websites."

"I'm willing to pay extra for the quality content of TV or video."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

30 - South Asian Society

F3

30 - South Asian Society

Younger and middle-aged families, predominantly of South Asian descent

This PRIZM® segment represents 1.3% of Canada's population and 0.9% of households.

F2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Food/wine shows
- Skateboarding

Online Gambling

Shopping

Products Purchased

- Musical instrument
- Home exercise equipment

Websites Browsed*

- Food delivery
- Educational institutions

Selected Banners*

Financial

Financial Products Held

- RESP
- Personal loans

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Food court
- Indian

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Tesla
- Dodge
- Honda

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

30 - South Asian Society

F3

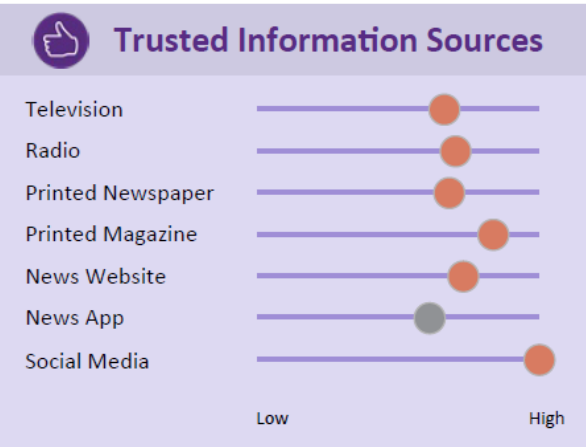
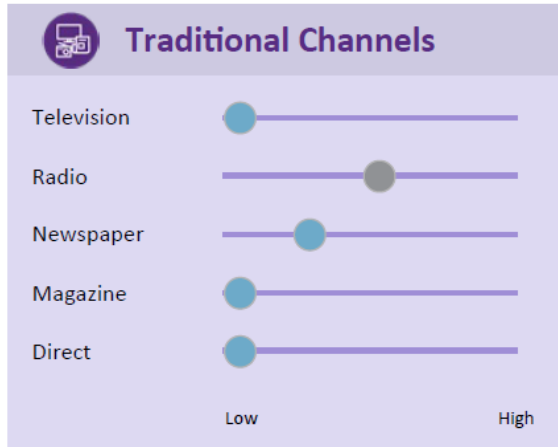
30 - South Asian Society

Younger and middle-aged families, predominantly of South Asian descent

This PRIZM® segment represents 1.3% of Canada's population and 0.9% of households.

F2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Paramount+/CBS All Access, YouTube Premium, Facebook videos

Preferred Social Media

WeChat, Tinder, Dating platform (excl. Tinder)

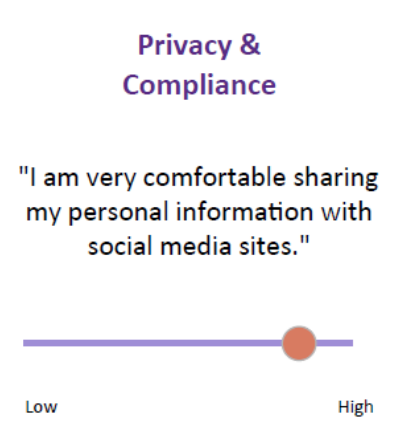
Internet Usage

Online Activities

1. Radio website
2. Restaurant guides
3. Online magazines

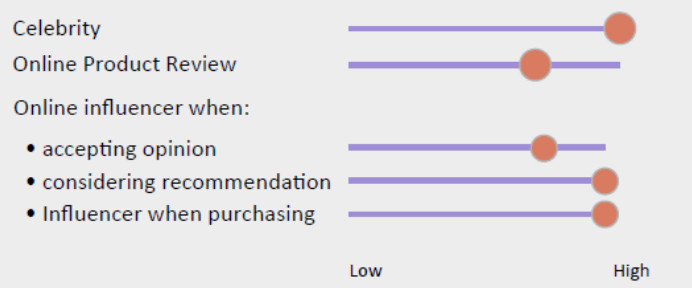
Preferred Categories Browsed in 2024

1. Automotive
2. Style & fashion
3. Travel



Influencer Impact

Likely to Be Influenced by:





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

30 - South Asian Society

F3

30 - South Asian Society

Younger and middle-aged families, predominantly of South Asian descent

This PRIZM® segment represents 1.3% of Canada's population and 0.9% of households.

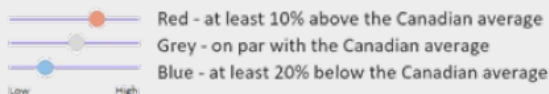
F2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

31 - Metro Melting Pot

F3

F3

31 - Metro Melting Pot

Culturally diverse, middle-income city dwellers

This PRIZM® segment represents 2.5% of Canada's population and 2.1% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Metro Melting Pot is a culturally rich segment primarily found in Toronto, composed largely of middle-aged and older immigrant families living in a mix of owned and rented homes. This group is further defined by a high proportion of residents who speak a non-official language. With household incomes around the national average, these families - including couples and lone parents - actively participate in local activities and invest in their children’s experiences through outings to theme parks and professional sporting events. Their strong appreciation for multiculturalism, paired with a practical embrace of technology, reflects a lifestyle shaped by adaptability, family focus, and cultural diversity.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

31 - Metro Melting Pot

F3

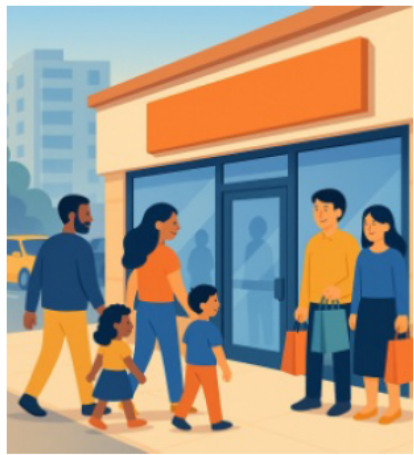
F3

31 - Metro Melting Pot

Culturally diverse, middle-income city dwellers

This PRIZM® segment represents 2.5% of Canada's population and 2.1% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family

Maintainer age	55 - 64
Household size	4+
Children at home	51.1%
Age of children at home	15+

Education & Occupation

Household income	\$117K
Education	University/High School/Grade 9
Occupation	Mixed
Commute method	Public Transit

Dwellings

Dwelling type	Mixed
Tenure	Own & Rent
Households moved into a new residence in the past year	34.8%

Diversity

Diversity	High
Official language	Non-Official
Immigrants to Canada (since 2022)	6.8%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

31 - Metro Melting Pot

F3

31 - Metro Melting Pot

Culturally diverse, middle-income city dwellers

This PRIZM® segment represents 2.5% of Canada's population and 2.1% of households.

F3

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy in bulk for less packaging
2. Use alternative energy
3. Reduce car-related emissions

Healthy Lifestyle

1. Consume natural foods
2. Buy organic beverages
3. Eat vegetarian food

Psychographics

"I like being in a large crowd."

"It is very likely that, if a product is widely advertised, it will be a good product."

"I am likely to share shopping deals or product information through shopping websites."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

31 - Metro Melting Pot

F3

F3

31 - Metro Melting Pot

Culturally diverse, middle-income city dwellers

This PRIZM® segment represents 2.5% of Canada's population and 2.1% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	---------------------	-------------------	----------

Leisure

Leisure Activities

- Basketball game
- Baseball game

Online Gambling

Shopping

Products Purchased

- Home exercise equipment
- Major appliances

Websites Browsed*

- Taxi/ride sharing
- Car rental

Selected Banners*

Brand	Clicks	Bricks
Canadian Tire	Low	Low
Costco	Low	High
IKEA	High	Low

Financial

Financial Products Held

- RESP
- Mortgage

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Food court
- High-quality restaurant

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Lexus
- Honda
- Audi

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*
PRIZM® segment

Step 2: Select an individual segment or a group
31 - Metro Melting Pot

F3

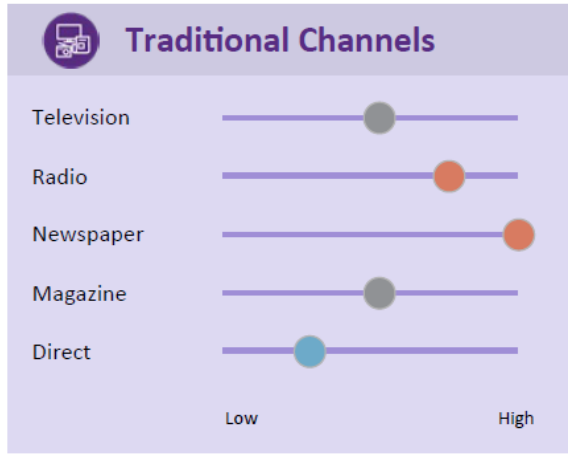
F3

31 - Metro Melting Pot

Culturally diverse, middle-income city dwellers

This PRIZM® segment represents 2.5% of Canada's population and 2.1% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

TV services (e.g. Rogers Ignite/Bell Alt), Apple TV+, CBC Gem

Preferred Social Media

WeChat, WhatsApp, Blogs

Internet Usage

Online Activities

- Fashion
- Enter contests
- Scan QR codes

Preferred Categories Browsed in 2024

- Automotive
- Careers
- Travel

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Influencer Impact

Likely to Be Influenced by:



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

31 - Metro Melting Pot

F3

F3

31 - Metro Melting Pot

Culturally diverse, middle-income city dwellers

This PRIZM® segment represents 2.5% of Canada's population and 2.1% of households.

Overview

Who They Are

How They Think

What They Do

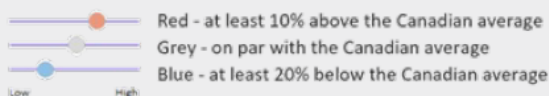
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

32 - Diverse & Determined

F3

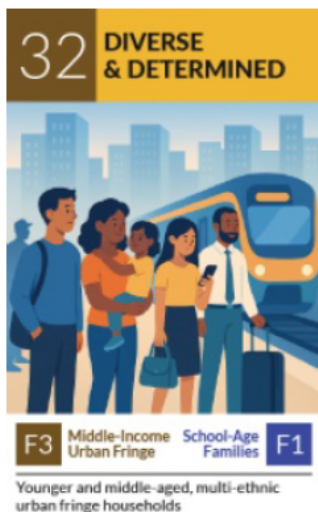
32 - Diverse & Determined

Younger and middle-aged, multi-ethnic urban fringe households

This PRIZM® segment represents 1.6% of Canada's population and 1.7% of households.

F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Diverse & Determined represents a multicultural segment living on the urban outskirts of major Canadian cities. It includes a mix of younger singles and middle-aged families, many of whom live in multigenerational or lone-parent households. A large percentage of residents identify as visible minorities, and many speak more than one language. This segment combines a strong educational background with mid-level incomes. Housing trends favour low-rise options, such as row houses, apartments, and condos. They value cultural diversity and personal creativity, while also being mindful of affordability in their day-to-day choices. Their leisure time often involves attending sports events, music festivals, and community celebrations, reflecting a vibrant lifestyle grounded in inclusivity and local connection.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

32 - Diverse & Determined

F3

32 - Diverse & Determined

Younger and middle-aged, multi-ethnic urban fringe households

This PRIZM® segment represents 1.6% of Canada's population and 1.7% of households.

F1

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	35 - 44
Household size	3
Children at home	39.5%
Age of children at home	Mixed



Education & Occupation

Household income	\$114K
Education	University/College/High School
Occupation	White Collar/Service Sector
Commute method	Public Transit



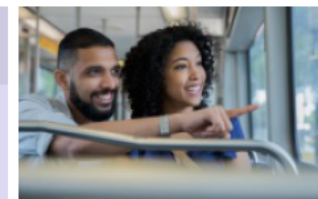
Dwellings

Dwelling type	Row/Low Rise Apt
Tenure	Own & Rent
Households moved into a new residence in the past year	45.9%



Diversity

Diversity	High
Official language	Non-Official
Immigrants to Canada (since 2022)	6.5%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

32 - Diverse & Determined

F3

32 - Diverse & Determined

Younger and middle-aged, multi-ethnic urban fringe households

This PRIZM® segment represents 1.6% of Canada's population and 1.7% of households.

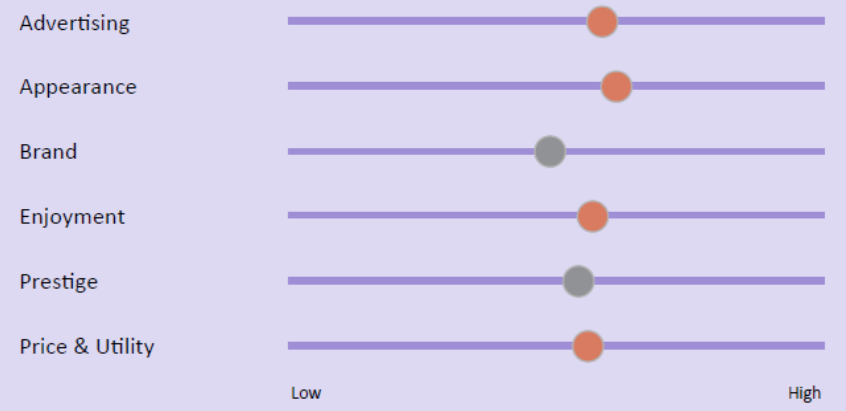
F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy in bulk for less packaging
2. Shop ethically and responsibly
3. Drive less

Healthy Lifestyle

1. Monitor vitamin intake
2. Eat vegetarian food
3. Exercise more often

Psychographics

"Out-of-Home or outdoor advertising affects how I see a brand."

"It is important to look good."

"It is very likely that, if a product is widely advertised, it will be a good product."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

32 - Diverse & Determined

F3

32 - Diverse & Determined

Younger and middle-aged, multi-ethnic urban fringe households

This PRIZM® segment represents 1.6% of Canada's population and 1.7% of households.

F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Ballet/opera/symphony
- Martial arts (any)

Online Gambling

Shopping

Products Purchased

- Camping equipment
- Computer software

Websites Browsed*

- Taxi/ride sharing
- Car rental

Selected Banners*

Financial

Financial Products Held

- Mortgage
- Personal loans

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Food court
- Bar/pub food

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Tesla
- Mazda
- Mitsubishi

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

32 - Diverse & Determined

F3

32 - Diverse & Determined

Younger and middle-aged, multi-ethnic urban fringe households

This PRIZM® segment represents 1.6% of Canada's population and 1.7% of households.

F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Traditional Channels

Television	High
Radio	Low
Newspaper	High
Magazine	Medium
Direct	Low

Trusted Information Sources

Television	Medium
Radio	Medium
Printed Newspaper	Medium
Printed Magazine	Medium
News Website	Medium
News App	Medium
Social Media	High

Preferred Streaming Services

YouTube Premium, Crave, YouTube

Preferred Social Media

WeChat, WhatsApp, Reddit

Internet Usage

Low High

Online Activities

- Download videos
- Consumer reviews
- Restaurant guides

Preferred Categories Browsed in 2024

- Careers
- Automotive
- Fitness

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Celebrity	Medium
Online Product Review	Medium
Online influencer when:	
• accepting opinion	Medium
• considering recommendation	High
• Influencer when purchasing	High

Low High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

32 - Diverse & Determined

F3

32 - Diverse & Determined

Younger and middle-aged, multi-ethnic urban fringe households

This PRIZM® segment represents 1.6% of Canada's population and 1.7% of households.

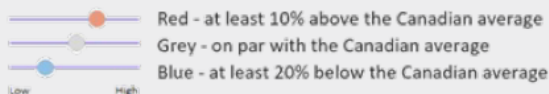
F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

33 - New Country

R1

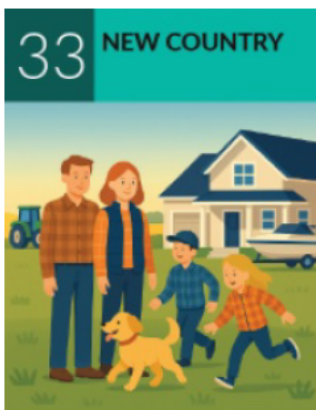
33 - New Country

Middle-aged and older rural couples and families

This PRIZM® segment represents 1.6% of Canada's population and 1.5% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



R1 Upper-Middle Rural Middle-Age Families F3

Middle-aged and older rural couples and families

New Country is a prominent rural segment mainly found in Alberta and Ontario. Characterized by strong family ties, many households consist of larger families with children. Known for their roots in their neighbourhoods, many residents are third-plus generation Canadians. This segment has high levels of homeownership, typically in spacious properties, and actively engages in outdoor activities such as fishing and camping, reinforcing their close connection to nature. Residents demonstrate a strong work ethic and are often employed in agriculture and blue-collar occupations. While they uphold traditional values, they also place importance on legacy and long-term stability for their families and communities. Their lifestyle reflects practicality, resilience, and a deep sense of place.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

33 - New Country

R1

33 - New Country

Middle-aged and older rural couples and families

This PRIZM® segment represents 1.6% of Canada's population and 1.5% of households.

F3

Overview

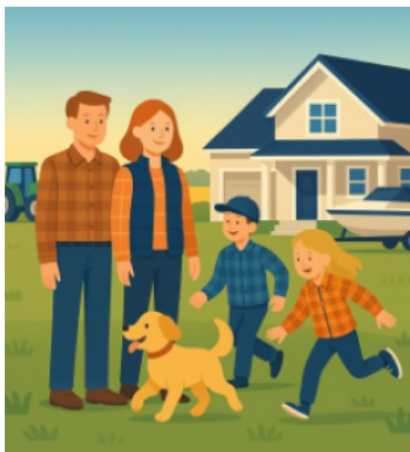
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	65 -74
Household size	4+
Children at home	40.4%
Age of children at home	<20



Education & Occupation

Household income	\$124K
Education	Mixed
Occupation	Primary/Blue Collar
Commute method	Car



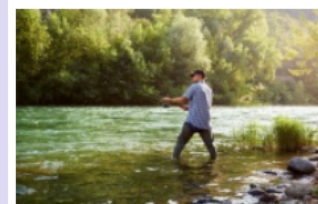
Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	30.5%



Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	1.0%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

33 - New Country

R1

F3

33 - New Country

Middle-aged and older rural couples and families

This PRIZM® segment represents 1.6% of Canada's population and 1.5% of households.

Overview

Who They Are

How They Think

What They Do

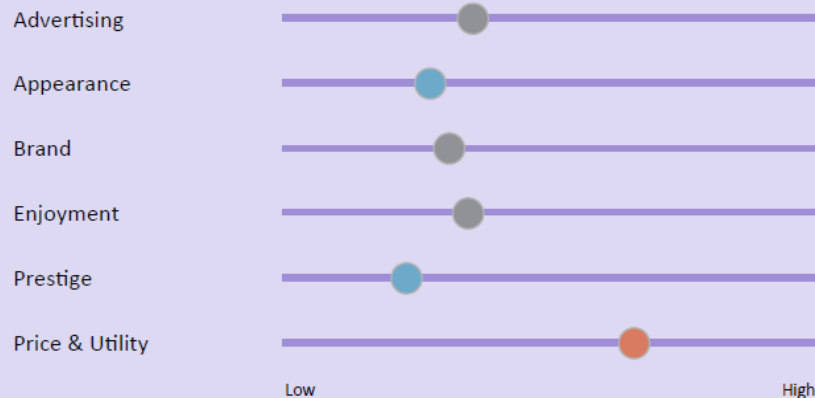
How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy locally
2. Buy organic
3. Change lifestyle for environment

Healthy Lifestyle

1. Minimize health problems
2. Avoid sweeteners in beverages
3. Live balanced lifestyle

Psychographics

"Life in the country is much more satisfying than in the city."

"I have made plans for those I love after I die."

"It is important that the country should hold a strong position in the world."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

33 - New Country

R1

F3

33 - New Country

Middle-aged and older rural couples and families

This PRIZM® segment represents 1.6% of Canada's population and 1.5% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. ATV/snowmobiling
2. Curling

Online Gambling

Shopping

Products Purchased

1. Gas barbeque
2. Power tools

Websites Browsed*

1. Auctions & marketplaces
2. Sports news

Selected Banners*

Financial

Financial Products Held

1. HELOC
2. Mortgage

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Sandwiches
2. Bar/pub food

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Ram
2. GMC
3. Chevrolet

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

33 - New Country

R1

F3

33 - New Country

Middle-aged and older rural couples and families

This PRIZM® segment represents 1.6% of Canada's population and 1.5% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Traditional Channels

Channel	Preference Level
Television	Low
Radio	High
Newspaper	Low
Magazine	Low
Direct	High

Trusted Information Sources

Source	Preference Level
Television	High
Radio	High
Printed Newspaper	High
Printed Magazine	High
News Website	High
News App	High
Social Media	High

Preferred Streaming Services

YouTube Premium, CBC Gem, Amazon Prime

Preferred Social Media

Pinterest, Facebook, Blogs

Internet Usage

Low High

Online Activities

- Streaming videos
- Take pictures/video
- Radio website

Preferred Categories Browsed in 2024

- Technology
- Arts & entertainment
- Home & garden

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Preference Level
Celebrity	Low
Online Product Review	Low
Online influencer when:	
• accepting opinion	Low
• considering recommendation	Low
• Influencer when purchasing	Low



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

33 - New Country

R1

33 - New Country

Middle-aged and older rural couples and families

This PRIZM® segment represents 1.6% of Canada's population and 1.5% of households.

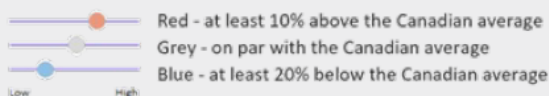
F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

34 - Familles Typiques

S4

F1

34 - Familles Typiques

School-aged, suburban Quebec families

This PRIZM® segment represents 1.5% of Canada's population and 1.5% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Familles Typiques is a dynamic segment of younger and middle-aged families primarily situated in Quebec’s cities, where over 90% speak French as their main language. These households, often in common-law partnerships, value their family-oriented lifestyle and benefit from living in areas where housing prices are significantly lower than those in other major Canadian cities. They are active participants in outdoor sports and local cultural events, frequently skiing, hiking, and dining out. Their everyday choices reflect a careful balance between enjoying quality experiences and maintaining financial practicality, supporting a lifestyle rooted in family, culture, and outdoor activity.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

34 - Familles Typiques

S4

F1

34 - Familles Typiques

School-aged, suburban Quebec families

This PRIZM® segment represents 1.5% of Canada's population and 1.5% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family

Maintainer age	35 - 44
Household size	3
Children at home	44.7%
Age of children at home	<20

Education & Occupation

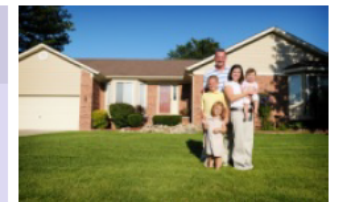
Household income	\$126K
Education	Trade School/College/Grade 9
Occupation	Service Sector/Blue Collar
Commute method	Car

Dwellings

Dwelling type	Mixed
Tenure	Own
Households moved into a new residence in the past year	40.6%

Diversity

Diversity	Low
Official language	French
Immigrants to Canada (since 2022)	1.3%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

34 - Familles Typiques

S4

34 - Familles Typiques

School-aged, suburban Quebec families

This PRIZM® segment represents 1.5% of Canada's population and 1.5% of households.

F1

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy Canadian products
2. Buy fuel-efficient cars
3. Shop ethically and responsibly

Healthy Lifestyle

1. Buy beverages with probiotics
2. Prefer low-calorie food
3. Consume less meat & cow's milk

Psychographics

- "I participate in sports on a regular basis."
- "I try to keep abreast of changes in style and fashions."
- "Sports and recreation are important to my family."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

34 - Familles Typiques

S4

34 - Familles Typiques

School-aged, suburban Quebec families

This PRIZM® segment represents 1.5% of Canada's population and 1.5% of households.

F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	---------------------	-------------------	----------

Leisure

Leisure Activities

1. Inline skating
2. Comedy clubs/shows

Online Gambling

Shopping

Products Purchased

1. Ski/snowboard equipment
2. Home décor

Websites Browsed*

1. Navigation
2. Cooking

Selected Banners*

Canadian Tire Costco IKEA

Financial

Financial Products Held

1. Mortgage
2. HELOC

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Thai
2. French

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Kia
2. Mitsubishi
3. Hyundai

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

34 - Familles Typiques

S4

F1

34 - Familles Typiques

School-aged, suburban Quebec families

This PRIZM® segment represents 1.5% of Canada's population and 1.5% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Traditional Channels

Channel	Low	High
Television	Low	Low
Radio	Low	High
Newspaper	Low	High
Magazine	Low	Medium
Direct	Low	High

Trusted Information Sources

Source	Low	High
Television	Low	High
Radio	Low	High
Printed Newspaper	Low	High
Printed Magazine	Low	High
News Website	Low	Medium
News App	Low	High
Social Media	Low	High

Preferred Streaming Services

Noovo, ICI TOU.TV Extra, Club illico

Preferred Social Media

Facebook, TikTok, Pinterest

Internet Usage

Low High

Online Activities

- Radio
- Celebrity gossip
- Watch TV

Preferred Categories Browsed in 2024

- Science
- Style & fashion
- Sports

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Low	High
Celebrity	Low	High
Online Product Review	Low	Medium
Online influencer when:		
• accepting opinion	Low	High
• considering recommendation	Low	Medium
• Influencer when purchasing	Low	High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

34 - Familles Typiques

S4

F1

34 - Familles Typiques

School-aged, suburban Quebec families

This PRIZM® segment represents 1.5% of Canada's population and 1.5% of households.

Overview

Who They Are

How They Think

What They Do

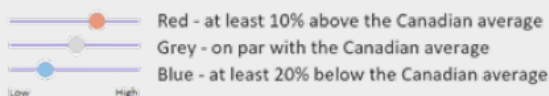
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

35 - Vie Dynamique

S7

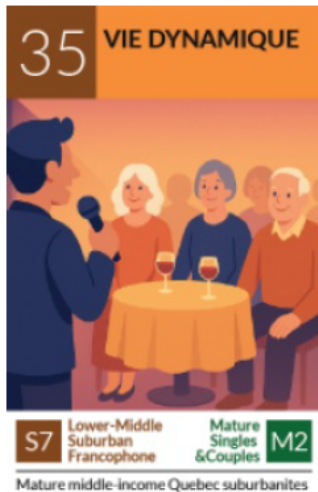
35 - Vie Dynamique

Mature middle-income Quebec suburbanites

This PRIZM® segment represents 1.3% of Canada's population and 1.5% of households.

M2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Vie Dynamique consists predominantly of older, French-speaking suburbanites in Quebec. These families and couples work across a balanced mix of service-sector, blue-collar, and white-collar occupations. Although their incomes are around the national average, their purchasing power is enhanced by the relatively affordable cost of living, resulting in high rates of homeownership. They often attend outdoor concerts and cultural events and share a collective interest in personal fulfilment through meaningful work. This segment also values close family ties and spontaneous social interactions. In their free time, members can be found cross-country skiing, horseshoeing, cycling, and ice skating.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

35 - Vie Dynamique

S7

35 - Vie Dynamique

Mature middle-income Quebec suburbanites

This PRIZM® segment represents 1.3% of Canada's population and 1.5% of households.

M2

Overview

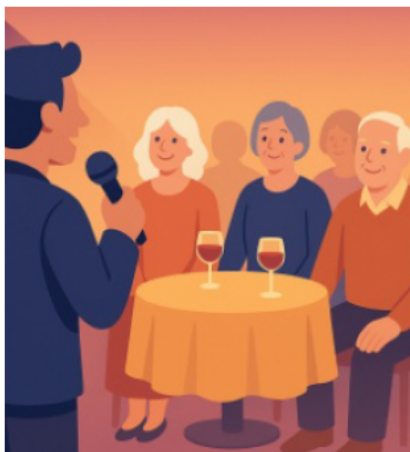
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	75+
Household size	1 - 2
Children at home	31.0%
Age of children at home	<20



Education & Occupation

Household income	\$109K
Education	Trade School/College/Grade 9
Occupation	Mixed
Commute method	Car



Dwellings

Dwelling type	Mixed
Tenure	Own
Households moved into a new residence in the past year	36.1%



Diversity

Diversity	Low
Official language	French
Immigrants to Canada (since 2022)	1.3%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

35 - Vie Dynamique

S7

35 - Vie Dynamique

Mature middle-income Quebec suburbanites

This PRIZM® segment represents 1.3% of Canada's population and 1.5% of households.

M2

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy fuel-efficient cars
2. Change lifestyle for environment
3. Pay more for "clean" products

Healthy Lifestyle

1. Consume less meat & cow's milk
2. Buy beverages with probiotics
3. Prefer low-calorie food

Psychographics

- "Out-of-Home or outdoor advertising affects how I see a brand."
- "I would prefer to do work that is exciting, but does not pay very well."
- "I try to keep abreast of changes in style and fashions."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

35 - Vie Dynamique

S7

35 - Vie Dynamique

Mature middle-income Quebec suburbanites

This PRIZM® segment represents 1.3% of Canada's population and 1.5% of households.

M2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Book shows
2. Cross country skiing/snowshoeing

Online Gambling

Shopping

Products Purchased

1. Home décor
2. Tires

Websites Browsed*

1. Cooking
2. Navigation

Selected Banners*

Financial

Financial Products Held

1. RRIF
2. GICs & term deposits

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Thai
2. French

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Mitsubishi
2. Kia
3. Hyundai

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

35 - Vie Dynamique

S7

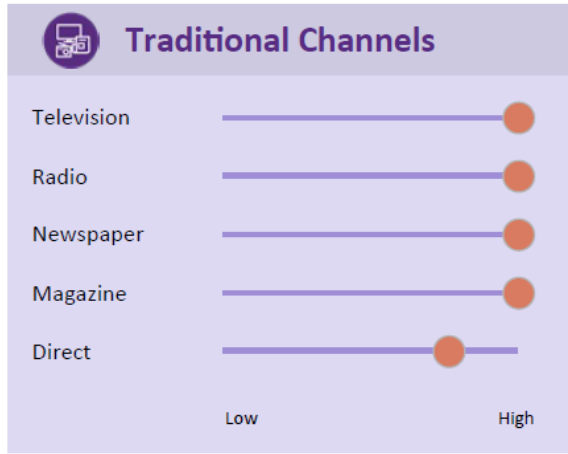
M2

35 - Vie Dynamique

Mature middle-income Quebec suburbanites

This PRIZM® segment represents 1.3% of Canada's population and 1.5% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Noovo, Club illico, ICI TOU.TV

Preferred Social Media

Facebook, TikTok, Pinterest

Internet Usage

Low to High

Online Activities

- Watch TV
- Celebrity gossip
- TV website

Preferred Categories Browsed in 2024

- Science
- Business
- Hobbies & interests

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low to High

Influencer Impact

Likely to Be Influenced by:

Celebrity	Mid
Online Product Review	Mid-High
Online influencer when:	
• accepting opinion	High
• considering recommendation	Mid
• Influencer when purchasing	High

Low to High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

35 - Vie Dynamique

S7

35 - Vie Dynamique

Mature middle-income Quebec suburbanites

M2

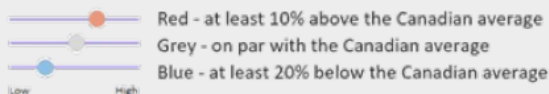
This PRIZM® segment represents 1.3% of Canada's population and 1.5% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

36 - Middle-Class Mosaic

U2

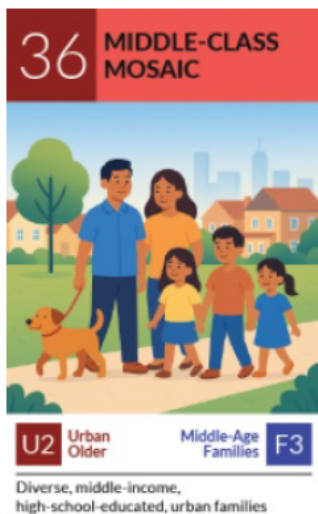
F3

36 - Middle-Class Mosaic

Diverse, middle-income, high-school-educated, urban families

This PRIZM® segment represents 1.6% of Canada's population and 1.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Middle-Class Mosaic is a diverse blend of middle-income families living in established urban neighbourhoods. The group includes a mix of couples, lone-parent families, and larger households, with a presence of both first- and second-generation Canadians. High school and college-educated residents earn moderate incomes through blue-collar and service sector jobs. Focused on family-oriented activities, they enjoy local entertainment such as theatres and community sports events, while remaining mindful of budget-friendly options. Their emphasis on healthy living, cultural inclusion, and community participation reflects a grounded lifestyle centered on resilience, routine, and shared experiences.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

36 - Middle-Class Mosaic

U2

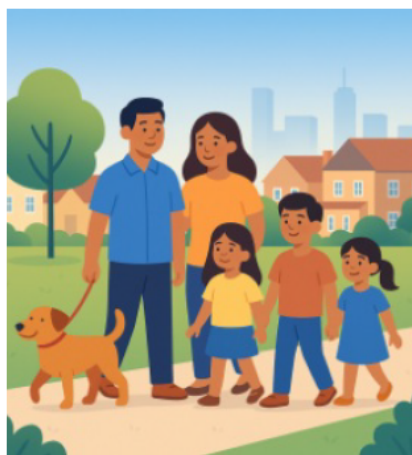
F3

36 - Middle-Class Mosaic

Diverse, middle-income, high-school-educated, urban families

This PRIZM® segment represents 1.6% of Canada's population and 1.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family	
Maintainer age	35 - 44
Household size	4+
Children at home	46.4%
Age of children at home	Mixed

Education & Occupation	
Household income	\$111K
Education	High School/College/Grade 9
Occupation	Blue Collar/Service Sector
Commute method	Car

Dwellings	
Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	36.3%

Diversity	
Diversity	Medium
Official language	English
Immigrants to Canada (since 2022)	4.8%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

36 - Middle-Class Mosaic

U2

F3

36 - Middle-Class Mosaic

Diverse, middle-income, high-school-educated, urban families

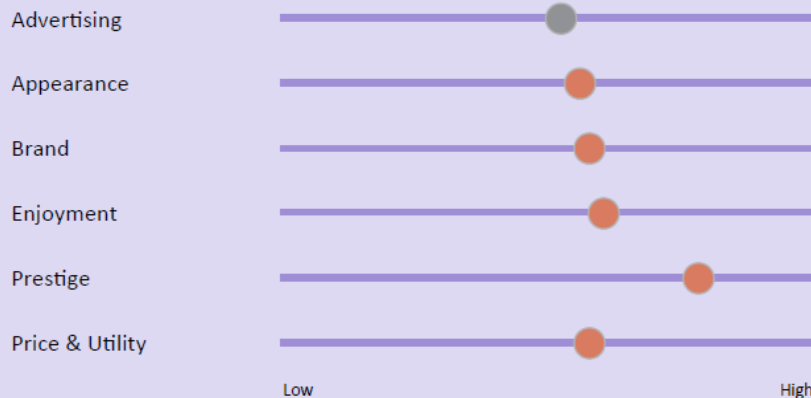
This PRIZM® segment represents 1.6% of Canada's population and 1.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Use alternative energy
2. Make effort to recycle
3. Drive less

Healthy Lifestyle

1. Reduce stress
2. Introduce balanced diet
3. Monitor vitamin intake

Psychographics

"It is important to try new products, new places for vacation, or new foods, just for the pleasure of the novelty."

"It is important that the country should hold a strong position in the world."

"Often discussed the problems in your neighbourhood or municipality with people."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

36 - Middle-Class Mosaic

U2

F3

36 - Middle-Class Mosaic

Diverse, middle-income, high-school-educated, urban families

This PRIZM® segment represents 1.6% of Canada's population and 1.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Football game
2. Sporting events

Online Gambling

Shopping

Products Purchased

1. Party supplies, costumes
2. Purchase of gift cards

Websites Browsed*

1. Food delivery
2. Car rental

Selected Banners*

Financial

Financial Products Held

1. Mortgage
2. HELOC

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Taco
2. Convenience store

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Ram
2. Jeep
3. Honda

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*
PRIZM® segment

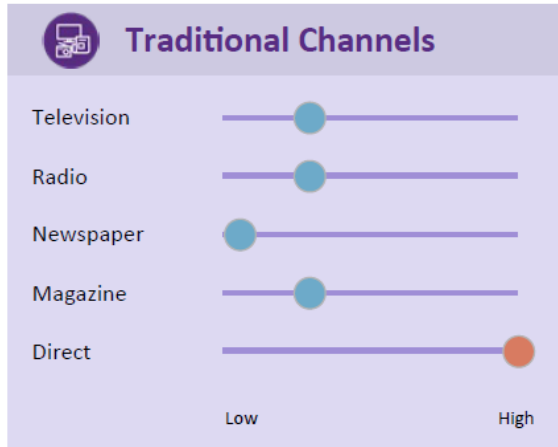
Step 2: Select an individual segment or a group
36 - Middle-Class Mosaic

U2
F3

36 - Middle-Class Mosaic

Diverse, middle-income, high-school-educated, urban families
This PRIZM® segment represents 1.6% of Canada's population and 1.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

YouTube Premium, Crave, TV services (e.g. Rogers Ignite/Bell Alt)

Preferred Social Media

WeChat, Snapchat, Blogs

Internet Usage

Low High

Online Activities

- Download videos
- Access professional sports
- Use apps

Preferred Categories Browsed in 2024

- Food & drink
- Fitness
- Automotive

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Preference Level (Low to High)
Celebrity	Low to Mid
Online Product Review	Mid to High
Online influencer when:	
• accepting opinion	Mid
• considering recommendation	Mid to High
• Influencer when purchasing	Low to Mid



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

36 - Middle-Class Mosaic

U2

F3

36 - Middle-Class Mosaic

Diverse, middle-income, high-school-educated, urban families

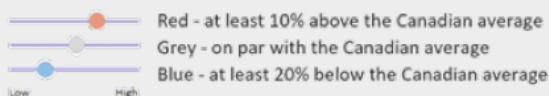
This PRIZM® segment represents 1.6% of Canada's population and 1.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

37 - Keep on Trucking

T1

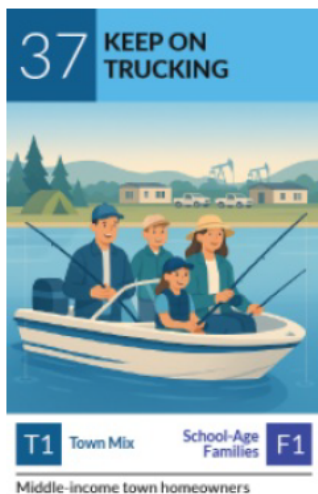
37 - Keep on Trucking

Middle-income town homeowners

This PRIZM® segment represents 0.3% of Canada's population and 0.3% of households.

F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Keep on Trucking is Canada’s most prosperous town segment, with residents living in various remote communities. Comprised of families and couples frequently employed in mining or the oil and gas industries, they earn upper-middle incomes and typically reside in older, affordable homes. This segment includes a high proportion of people of Indigenous origin - around 20 percent - and features a blend of longtime residents and newcomers drawn by employment opportunities in nearby industries. In their free time, residents enjoy outdoor recreational activities such as boating and camping, along with cherished hobbies like crafts and baking. Their strong family values and connection to nature reflect a lifestyle centred in resilience, self-sufficiency, and cultural pride.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

37 - Keep on Trucking

T1

37 - Keep on Trucking

Middle-income town homeowners

This PRIZM® segment represents 0.3% of Canada's population and 0.3% of households.

F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family	
Maintainer age	65 -74
Household size	1 - 2
Children at home	36.9%
Age of children at home	<20

Education & Occupation	
Household income	\$124K
Education	Mixed
Occupation	Primary/Service Sector
Commute method	Walk

Dwellings	
Dwelling type	Single Detached/Moveable
Tenure	Own & Rent
Households moved into a new residence in the past year	36.9%

Diversity	
Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	2.3%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

37 - Keep on Trucking

T1

37 - Keep on Trucking

Middle-income town homeowners

F1

This PRIZM® segment represents 0.3% of Canada's population and 0.3% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	-----------------------	--------------	-------------------	----------

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy Canadian products
2. Buy locally
3. Make effort to recycle

Healthy Lifestyle

1. Consume natural foods
2. Introduce balanced diet
3. Live balanced lifestyle

Psychographics

"Life in the country is much more satisfying than in the city."

"I believe teach children to spend wisely and choose their purchases carefully."

"Small businesses generally try to strike a fair balance between profits and the public interest."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

37 - Keep on Trucking

T1

F1

37 - Keep on Trucking

Middle-income town homeowners

This PRIZM® segment represents 0.3% of Canada's population and 0.3% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. ATV/snowmobiling
2. Fishing/hunting

Online Gambling

Shopping

Products Purchased

1. School supplies
2. Tires

Websites Browsed*

1. Insurance
2. Investing

Selected Banners*

Brand	Clicks	Bricks
Canadian Tire	Low	High
Costco	Low	Low
IKEA	Low	Low

Financial

Financial Products Held

1. Personal loans
2. Chequing & savings

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Bistro-style food
2. American

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Ram
2. Buick
3. Ford

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

37 - Keep on Trucking

T1

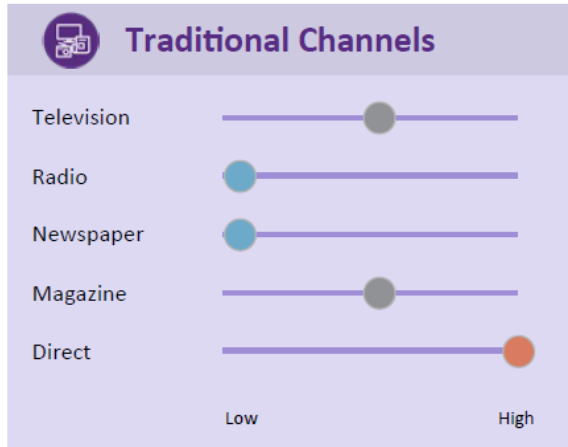
F1

37 - Keep on Trucking

Middle-income town homeowners

This PRIZM® segment represents 0.3% of Canada's population and 0.3% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Apple TV+, CBC Gem, Amazon Prime

Preferred Social Media

Facebook, Blogs, Pinterest

Internet Usage

Low High

Online Activities

1. Send/receive messages
2. Click on ad
3. Use email

Preferred Categories Browsed in 2024

1. Technology
2. Arts & entertainment
3. Science

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Low	High
Celebrity	Low	High
Online Product Review	Low	High
Online influencer when:	Low	High
• accepting opinion	Low	High
• considering recommendation	Low	High
• Influencer when purchasing	Low	High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

37 - Keep on Trucking

T1

37 - Keep on Trucking

Middle-income town homeowners

This PRIZM® segment represents 0.3% of Canada's population and 0.3% of households.

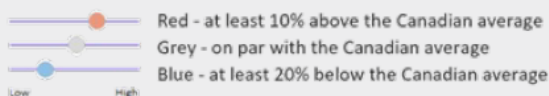
F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

38 - Stressed in Suburbia

S5

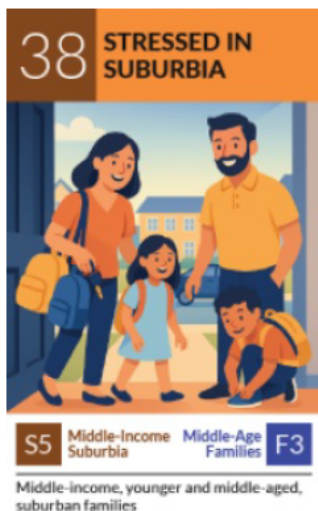
38 - Stressed in Suburbia

Middle-income, younger and middle-aged, suburban families

This PRIZM® segment represents 1.6% of Canada's population and 1.5% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Stressed in Suburbia embodies the essence of busy, working families residing in suburban settings across Canada. This segment primarily consists of couples, families with children, and single-parent households, with many household maintainers between the ages of 35 and 44. Homeownership is high, often in semi-detached or row houses, as residents work to establish a stable lifestyle. College and high school educations have been leveraged into jobs that earn middle incomes. Residents gravitate toward family-oriented and community-focused activities, such as attending local sports events and cultural performances, while also remaining conscious of financial stability. Their engagement in DIY home projects reflects both practicality and a desire for personal comfort, supporting a lifestyle focused on balance, security, and self-sufficiency.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

38 - Stressed in Suburbia

S5

38 - Stressed in Suburbia

Middle-income, younger and middle-aged, suburban families

This PRIZM® segment represents 1.6% of Canada's population and 1.5% of households.

F3

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	35 - 44
Household size	3
Children at home	46.6%
Age of children at home	<25



Education & Occupation

Household income	\$124K
Education	College/High School
Occupation	Service Sector/Blue Collar
Commute method	Car



Dwellings

Dwelling type	Single Detached/Semi/Row
Tenure	Own
Households moved into a new residence in the past year	42.5%



Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	4.3%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

38 - Stressed in Suburbia

S5

38 - Stressed in Suburbia

Middle-income, younger and middle-aged, suburban families

This PRIZM® segment represents 1.6% of Canada's population and 1.5% of households.

F3

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy organic
2. Buy Canadian products
3. Use alternative energy

Healthy Lifestyle

1. Monitor vitamin intake
2. Eat vegetarian food
3. Introduce balanced diet

Psychographics

"I like to share my opinions about products and services by posting reviews online."

"It is important to me to regularly get away from all responsibilities and burdens."

"I trust my own judgement in picking out my clothes."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

38 - Stressed in Suburbia

S5

38 - Stressed in Suburbia

Middle-income, younger and middle-aged, suburban families

This PRIZM® segment represents 1.6% of Canada's population and 1.5% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Sporting events
- Martial arts (any)

Online Gambling

Shopping

Products Purchased

- Video game system
- School supplies

Websites Browsed*

- Food delivery
- Exercise

Selected Banners*

Canadian Tire Costco IKEA

Financial

Financial Products Held

- Mortgage
- RESP

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Bar/pub food
- Convenience store

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Honda
- Ram
- Jeep

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*
PRIZM® segment

Step 2: Select an individual segment or a group
38 - Stressed in Suburbia

S5

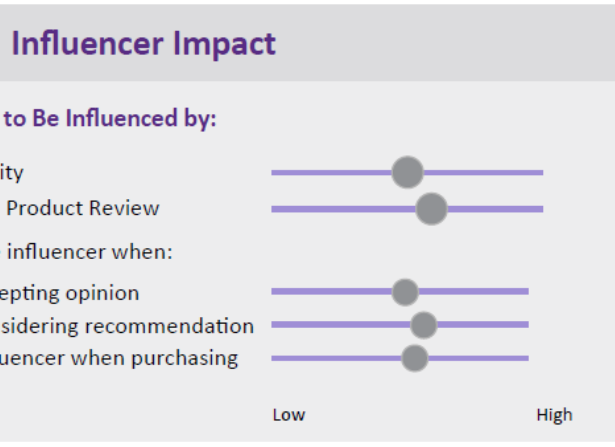
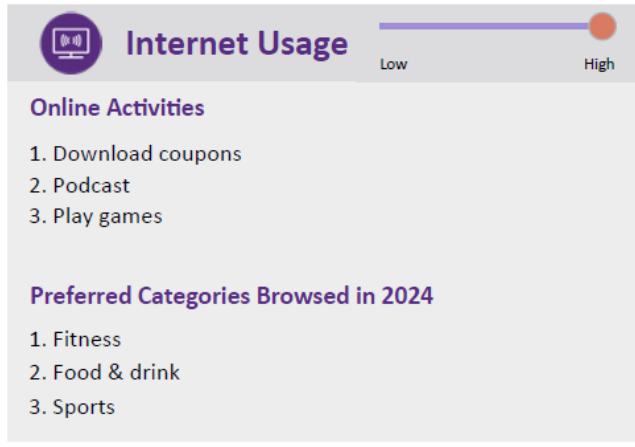
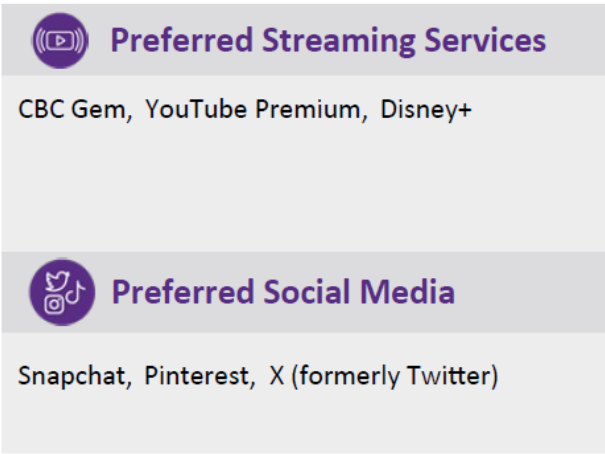
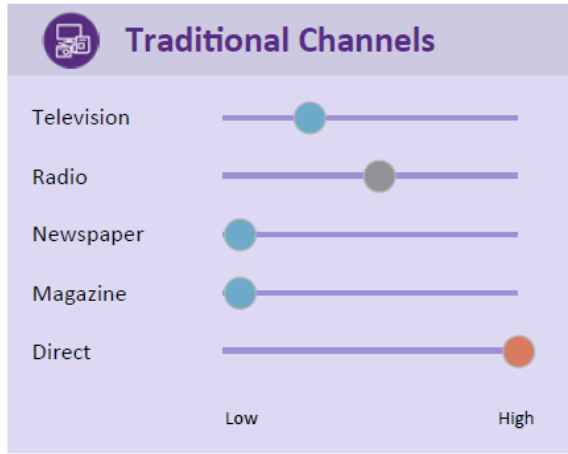
38 - Stressed in Suburbia

Middle-income, younger and middle-aged, suburban families

This PRIZM® segment represents 1.6% of Canada's population and 1.5% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	--------------------------	----------





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

38 - Stressed in Suburbia

S5

38 - Stressed in Suburbia

Middle-income, younger and middle-aged, suburban families

This PRIZM® segment represents 1.6% of Canada's population and 1.5% of households.

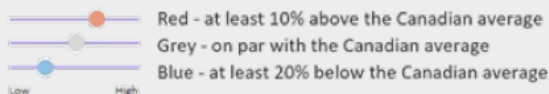
F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

39 - Évolution Urbaine

U6

F1

39 - Évolution Urbaine

Middle-income Quebec urban households

This PRIZM® segment represents 0.9% of Canada's population and 1.1% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



U6 Older Urban Francophone School-Age Families F1

Middle-income Quebec urban households

Évolution Urbaine is a lively segment found in urban Montreal, consisting of a mix of singles, couples, and families who value close access to city amenities. These predominantly French-speaking residents typically live in condos or rent in low-rise apartments and duplexes, where their middle incomes stretch to support an active, urban lifestyle. Public transit is a common mode of commuting to a wide range of jobs, reflecting their diverse educational backgrounds. They actively participate in both sporting and cultural activities, enjoying hiking, skiing, and nearby entertainment such as comedy clubs and music festivals. Eco-conscious and socially aware, this segment embraces local life and sustainability in their day-to-day choices.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

39 - Évolution Urbaine

U6

F1

39 - Évolution Urbaine

Middle-income Quebec urban households

This PRIZM® segment represents 0.9% of Canada's population and 1.1% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Household & Family

Maintainer age	25 - 34
Household size	1 - 2
Children at home	30.5%
Age of children at home	<15

Education & Occupation

Household income	\$106K
Education	University/Trade School
Occupation	White Collar/Service Sector
Commute method	Public Transit

Dwellings

Dwelling type	Apartment/Duplex
Tenure	Rent & Own
Households moved into a new residence in the past year	46.4%

Diversity

Diversity	Low
Official language	French
Immigrants to Canada (since 2022)	4.6%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

39 - Évolution Urbaine

U6

F1

39 - Évolution Urbaine

Middle-income Quebec urban households

This PRIZM® segment represents 0.9% of Canada's population and 1.1% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy Canadian products
2. Buy fuel-efficient cars
3. Pay more for "clean" products

Healthy Lifestyle

1. Prefer low-calorie food
2. Reduce stress
3. Buy organic beverages

Psychographics

"I participate in sports on a regular basis."

"It is important to be thoroughly familiar with what I think of as my region, its history, its customs and its traditions."

"Sports and recreation are important to my family."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

39 - Évolution Urbaine

U6

F1

39 - Évolution Urbaine

Middle-income Quebec urban households

This PRIZM® segment represents 0.9% of Canada's population and 1.1% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Tennis game
- Comedy clubs/shows

Online Gambling

Shopping

Products Purchased

- Office equipment
- Bed or mattress

Websites Browsed*

- Car rental
- Taxi/ride sharing

Selected Banners*

Financial

Financial Products Held

- RRIF
- Other secured lines of credit

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- French
- Greek

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Kia
- Mitsubishi
- Subaru

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

39 - Évolution Urbaine

U6

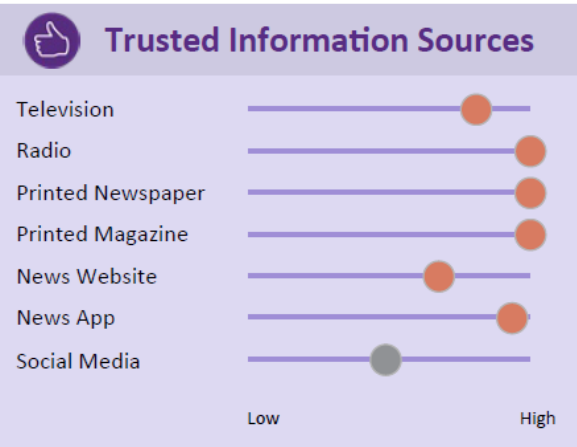
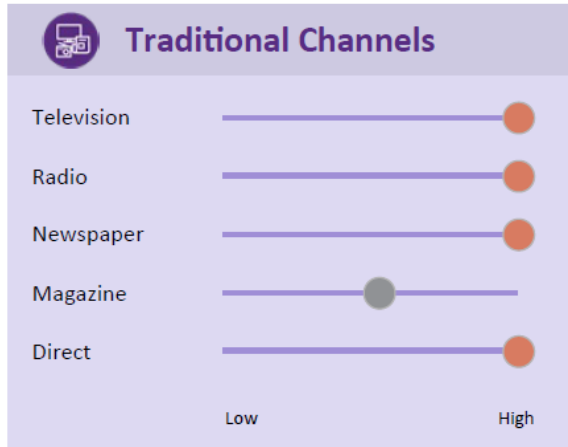
F1

39 - Évolution Urbaine

Middle-income Quebec urban households

This PRIZM® segment represents 0.9% of Canada's population and 1.1% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

ICI TOU.TV Extra, TVA+, Club illico

Preferred Social Media

LinkedIn, Audio podcasts, Facebook

Internet Usage

Low High

Online Activities

1. TV website
2. Celebrity gossip
3. Radio website

Preferred Categories Browsed in 2024

1. Travel
2. Careers
3. Automotive

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Low	High
Celebrity	Low	High
Online Product Review	Low	High

Online influencer when:

- accepting opinion
- considering recommendation
- Influencer when purchasing

Low High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

39 - Évolution Urbaine

U6

F1

39 - Évolution Urbaine

Middle-income Quebec urban households

This PRIZM® segment represents 0.9% of Canada's population and 1.1% of households.

Overview

Who They Are

How They Think

What They Do

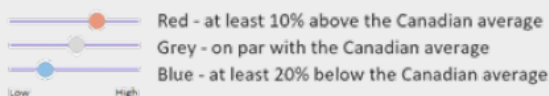
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

40 - Les Énergieunes

U3

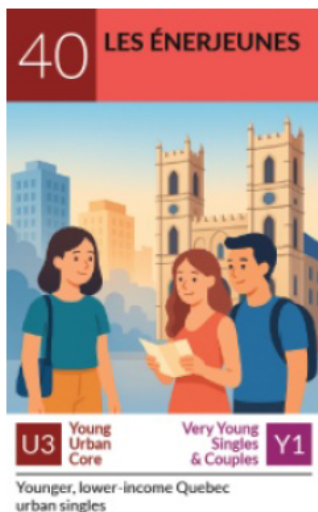
Y1

40 - Les Énergieunes

Younger, lower-income Quebec urban singles

This PRIZM® segment represents 1.0% of Canada's population and 1.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Les Énergieunes consists of dynamic singles and couples concentrated in Quebec’s urban centres, especially Montreal and Quebec City. With a third of householders under 35 and without children, this segment enjoys a lively lifestyle characterized by arts, culture, outdoor activities, fitness, and urban nightlife. High bilingualism and a predominance of creative occupations set this group apart. Despite holding university degrees, many residents work in lower-wage jobs that support apartment rentals. They prioritize experiences over possessions, actively engaging with local entertainment and fostering a strong sense of community. Their values reflect a commitment to social responsibility, environmental awareness, and creative expression in both personal and public life.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

40 - Les Énerjeunes

U3

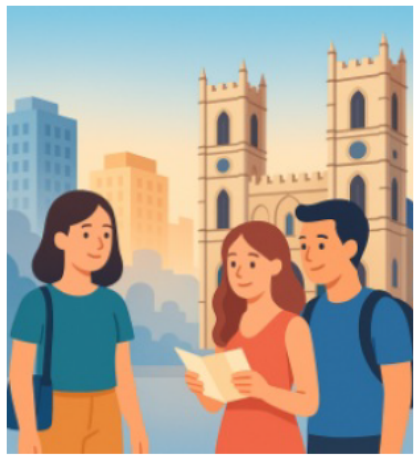
40 - Les Énerjeunes

Younger, lower-income Quebec urban singles

This PRIZM® segment represents 1.0% of Canada's population and 1.4% of households.

Y1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------

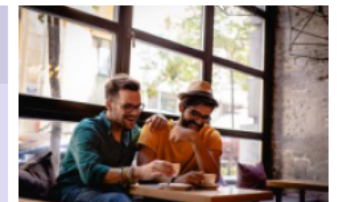


Household & Family	
Maintainer age	25 - 34
Household size	1 - 2
Children at home	19.3%
Age of children at home	<15

Education & Occupation	
Household income	\$91K
Education	University/Trade School
Occupation	White Collar
Commute method	Public Transit

Dwellings	
Dwelling type	Low Rise Apt/Duplex
Tenure	Rent
Households moved into a new residence in the past year	55.3%

Diversity	
Diversity	Low
Official language	French
Immigrants to Canada (since 2022)	3.8%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

40 - Les Énerjeunes

U3

Y1

40 - Les Énerjeunes

Younger, lower-income Quebec urban singles

This PRIZM® segment represents 1.0% of Canada's population and 1.4% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy fuel-efficient cars
2. Drive less
3. Reduce car-related emissions

Healthy Lifestyle

1. Consume natural foods
2. Introduce balanced diet
3. Buy organic beverages

Psychographics

- "I would prefer to do work that is exciting, but does not pay very well."
- "Sports and recreation are important to my family."
- "I participate in sports on a regular basis."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

40 - Les Énerjeunes

U3

Y1

40 - Les Énerjeunes

Younger, lower-income Quebec urban singles

This PRIZM® segment represents 1.0% of Canada's population and 1.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Book shows
2. Tennis game

Online Gambling

Shopping

Products Purchased

1. Camping equipment
2. Office equipment

Websites Browsed*

1. Taxi/ride sharing
2. Car rental

Selected Banners*

Financial

Financial Products Held

1. Other secured lines of credit
2. TFSA

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. French
2. Convenience store

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Mitsubishi
2. Audi
3. Kia

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

40 - Les Énerjeunes

U3

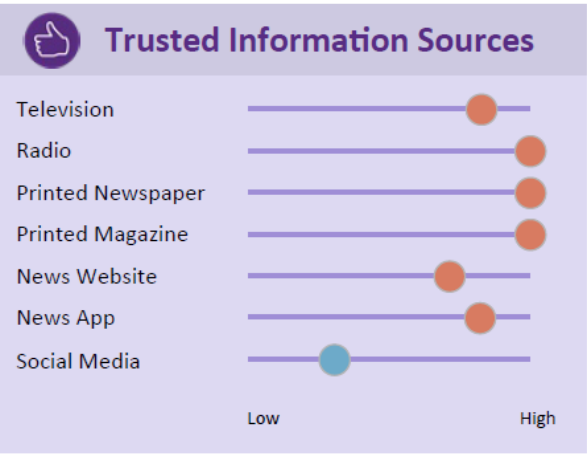
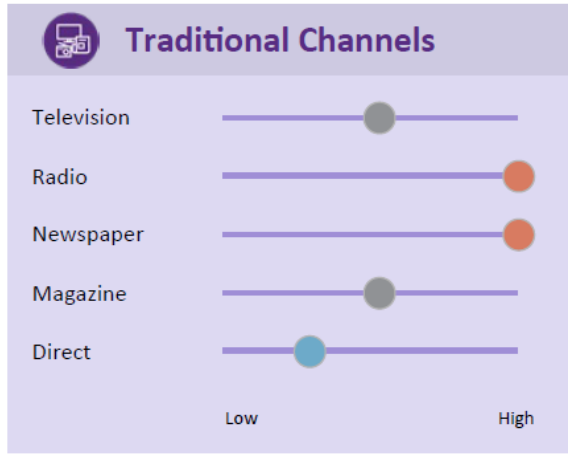
Y1

40 - Les Énerjeunes

Younger, lower-income Quebec urban singles

This PRIZM® segment represents 1.0% of Canada's population and 1.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Club illico, Noovo, ICI TOU.TV

Preferred Social Media

Tinder, Dating platform (excl. Tinder), Audio podcasts

Internet Usage

Online Activities

- Celebrity gossip
- Automotive news/content
- TV website

Preferred Categories Browsed in 2024

- Travel
- Careers
- Technology

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Low	High
Celebrity	High	High
Online Product Review	Medium	Medium
Online influencer when:		
• accepting opinion	Medium	Medium
• considering recommendation	Low	Low
• Influencer when purchasing	High	High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

40 - Les Énerjeunes

U3

Y1

40 - Les Énerjeunes

Younger, lower-income Quebec urban singles

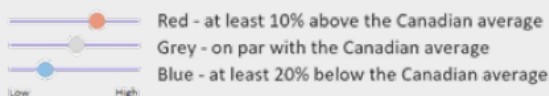
This PRIZM® segment represents 1.0% of Canada's population and 1.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

41 - Down to Earth

R2

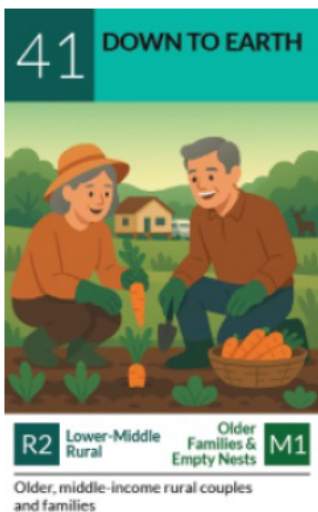
41 - Down to Earth

Older, middle-income rural couples and families

This PRIZM® segment represents 2.1% of Canada's population and 2.1% of households.

M1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Down to Earth, one of Canada’s largest segments, represents older couples and families residing in rural areas across the country. With a high rate of homeownership and a preference for single-detached homes, these households emphasize stability and tradition. Incomes are primarily earned from blue-collar and service-sector jobs, supporting a comfortable yet practical lifestyle. Residents maintain strong connections to nature and actively participate in outdoor activities. Their leisure time is often spent close to home, enjoying gardening, fishing, hunting, and snowmobiling. This segment embodies a grounded lifestyle defined by self-reliance, community ties, and an appreciation for the outdoors.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

41 - Down to Earth

R2

41 - Down to Earth

Older, middle-income rural couples and families

This PRIZM® segment represents 2.1% of Canada's population and 2.1% of households.

M1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family

Maintainer age	65 -74
Household size	1 - 2
Children at home	34.4%
Age of children at home	<20

Education & Occupation

Household income	\$113K
Education	Mixed
Occupation	Blue Collar/Service Sector
Commute method	Car

Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	31.5%

Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	1.6%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

41 - Down to Earth

R2

41 - Down to Earth

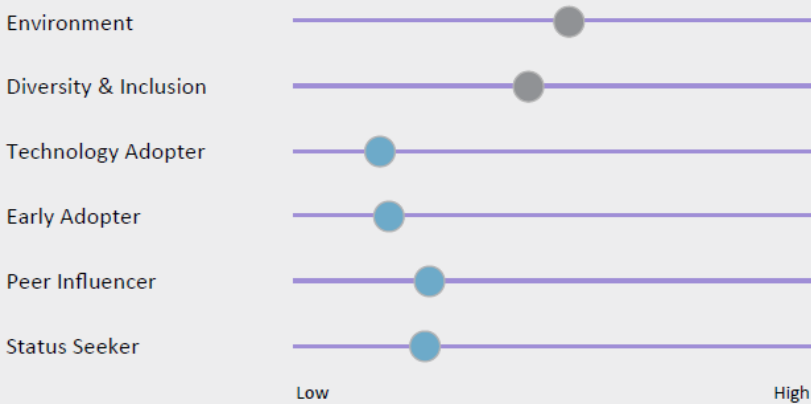
Older, middle-income rural couples and families

This PRIZM® segment represents 2.1% of Canada's population and 2.1% of households.

M1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy organic
2. Use alternative energy
3. Buy locally

Healthy Lifestyle

1. Monitor vitamin intake
2. Minimize health problems
3. Consume natural foods

Psychographics

- "Life in the country is much more satisfying than in the city."
- "I trust my own judgement in picking out my clothes."
- "It is important that the country should hold a strong position in the world."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

41 - Down to Earth

R2

M1

41 - Down to Earth

Older, middle-income rural couples and families

This PRIZM® segment represents 2.1% of Canada's population and 2.1% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. ATV/snowmobiling
2. Auto shows

Online Gambling

Shopping

Products Purchased

1. Fireplace
2. Gas barbeque

Websites Browsed*

1. Auctions & marketplaces
2. National news

Selected Banners*

Financial

Financial Products Held

1. HELOC
2. RRIF

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Sandwiches
2. Bar/pub food

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. GMC
2. Ram
3. Ford

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*
PRIZM® segment

Step 2: Select an individual segment or a group
41 - Down to Earth

R2

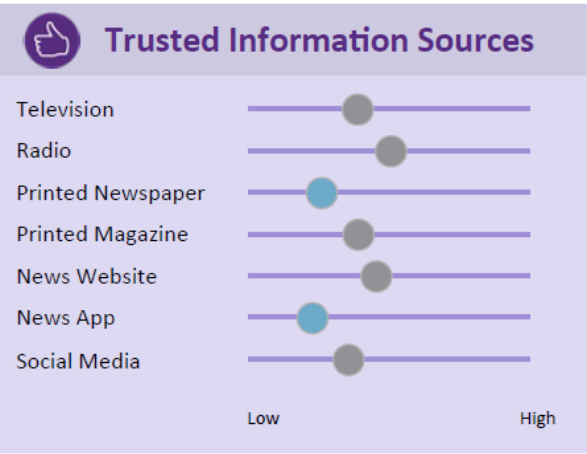
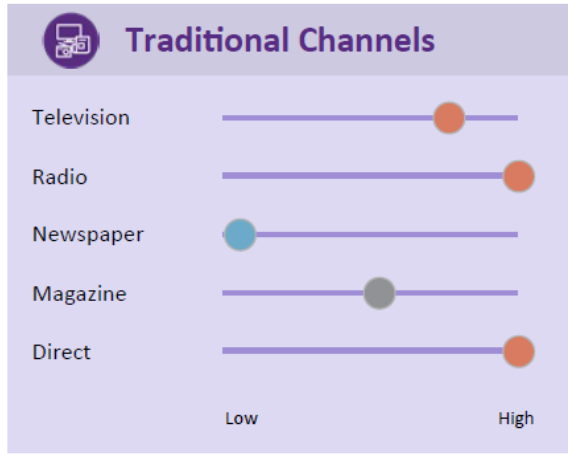
M1

41 - Down to Earth

Older, middle-income rural couples and families

This PRIZM® segment represents 2.1% of Canada's population and 2.1% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Paramount+/CBS All Access, YouTube Premium, CBC Gem

Preferred Social Media

Pinterest, Facebook, Snapchat

Internet Usage

Low High

Online Activities

- Download coupons
- Real estate listings
- Respond to an ad

Preferred Categories Browsed in 2024

- Science
- Home & garden
- Technology

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Preference Level
Celebrity	Low
Online Product Review	Medium
Online influencer when:	
• accepting opinion	Medium
• considering recommendation	Medium
• Influencer when purchasing	Low

Low High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

41 - Down to Earth

R2

41 - Down to Earth

Older, middle-income rural couples and families

This PRIZM® segment represents 2.1% of Canada's population and 2.1% of households.

M1

Overview

Who They Are

How They Think

What They Do

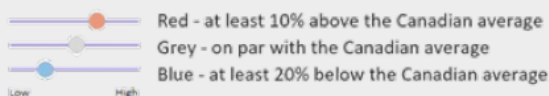
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

42 - Banlieues Tranquilles

S7

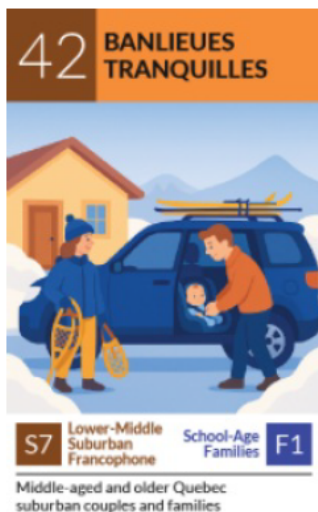
42 - Banlieues Tranquilles

Middle-aged and older Quebec suburban couples and families

This PRIZM® segment represents 1.0% of Canada's population and 1.0% of households.

F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Banlieues Tranquilles is a middle-income francophone segment made up of suburban residents living on the outskirts of Quebec's cities. Residents primarily communicate in French and have a high proportion of third-generation Canadians. These neighbourhoods are a mix of couples and families with children, with common-law partnerships being especially prevalent. Their varied educational backgrounds have led to employment in blue-collar and skilled trades occupations. This segment enjoys a lifestyle that emphasizes outdoor activities like hiking and skiing, as well as attending local events such as concerts and comedy shows. Their strong ties to nature and cultural heritage contribute to a grounded and socially connected way of life.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

42 - Banlieues Tranquilles

S7

42 - Banlieues Tranquilles

Middle-aged and older Quebec suburban couples and families

This PRIZM® segment represents 1.0% of Canada's population and 1.0% of households.

F1

Overview

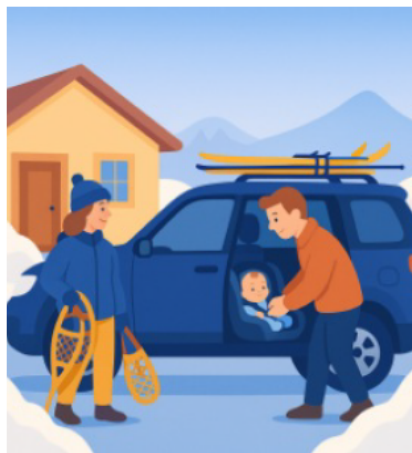
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	65 -74
Household size	1 - 2
Children at home	37.8%
Age of children at home	<15

Education & Occupation

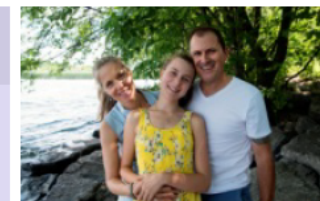
Household income	\$114K
Education	Trade School/College/Grade 9
Occupation	Blue Collar/Service Sector
Commute method	Car

Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	31.0%

Diversity

Diversity	Low
Official language	French
Immigrants to Canada (since 2022)	0.6%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

42 - Banlieues Tranquilles

S7

42 - Banlieues Tranquilles

Middle-aged and older Quebec suburban couples and families

This PRIZM® segment represents 1.0% of Canada's population and 1.0% of households.

F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy Canadian products
2. Buy fuel-efficient cars
3. Use alternative energy

Healthy Lifestyle

1. Prefer low-calorie food
2. Consume less meat & cow's milk
3. Reduce stress

Psychographics

- "I would prefer to do work that is exciting, but does not pay very well."
- "What one feels is more important than reason and logic."
- "Life in the country is much more satisfying than in the city."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

42 - Banlieues Tranquilles

S7

42 - Banlieues Tranquilles

Middle-aged and older Quebec suburban couples and families

This PRIZM® segment represents 1.0% of Canada's population and 1.0% of households.

F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Book shows
2. Comedy clubs/shows

Online Gambling

Shopping

Products Purchased

1. Tires
2. Home décor

Websites Browsed*

1. Cooking
2. Navigation

Selected Banners*

Financial

Financial Products Held

1. Mortgage
2. HELOC

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Thai
2. American

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Mitsubishi
2. Kia
3. Chevrolet

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year



Step 1: Select a Category*
PRIZM® segment

Step 2: Select an individual segment or a group
42 - Banlieues Tranquilles

S7

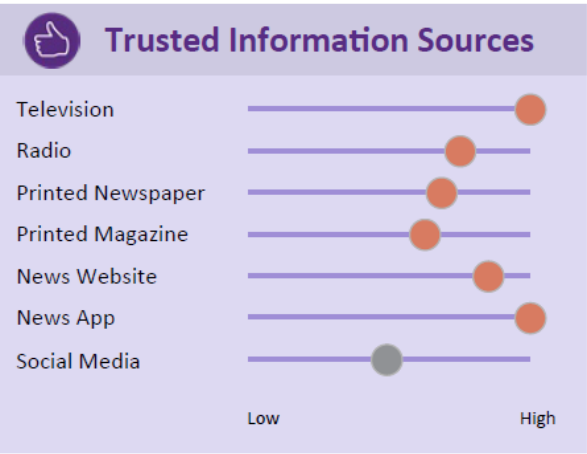
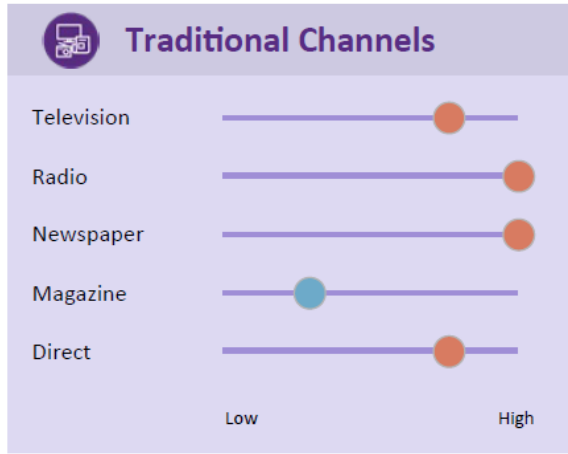
42 - Banlieues Tranquilles

Middle-aged and older Quebec suburban couples and families

This PRIZM® segment represents 1.0% of Canada's population and 1.0% of households.

F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	--------------------------	----------



Preferred Streaming Services

TVA+, Noovo, Club illico

Preferred Social Media

Facebook, TikTok, Pinterest

Internet Usage

Online Activities

- Celebrity gossip
- Travel
- TV website

Preferred Categories Browsed in 2024

- Science
- Technology
- Hobbies & interests

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Influencer Impact

Likely to Be Influenced by:

Category	Level
Celebrity	High
Online Product Review	High
Online influencer when:	
• accepting opinion	High
• considering recommendation	Medium
• Influencer when purchasing	High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

42 - Banlieues Tranquilles

S7

42 - Banlieues Tranquilles

Middle-aged and older Quebec suburban couples and families

This PRIZM® segment represents 1.0% of Canada's population and 1.0% of households.

F1

Overview

Who They Are

How They Think

What They Do

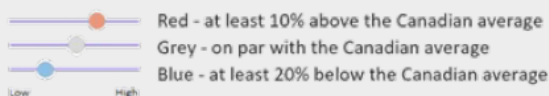
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

43 - Happy Medium

S5

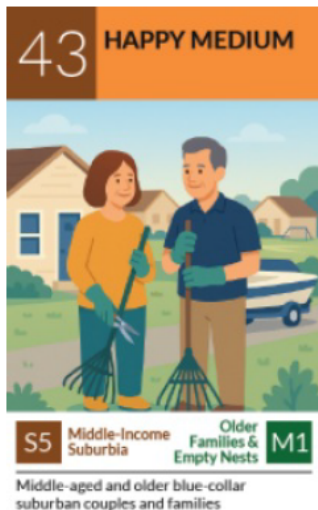
43 - Happy Medium

Middle-aged and older blue-collar suburban couples and families

This PRIZM® segment represents 1.1% of Canada's population and 1.1% of households.

M1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Happy Medium represents suburban families and couples with deep-rooted ties to their communities, primarily in the outer suburbs of large and midsize cities. A large majority are third-generation Canadians living in older, owned, single-detached homes. Household maintainers aged 45 to 75+ often work in blue-collar or service-sector roles, having parlayed their high school or college educations into stable, middle-income careers. For leisure, they enjoy practical hobbies like gardening and woodworking. Their values emphasize family connections, civic engagement, and ethical living, with a strong tendency to support local and sustainable practices. With a love for outdoor activities and commitment to community life, this segment reflects a lifestyle grounded in responsibility, tradition, and everyday fulfillment.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

43 - Happy Medium

S5

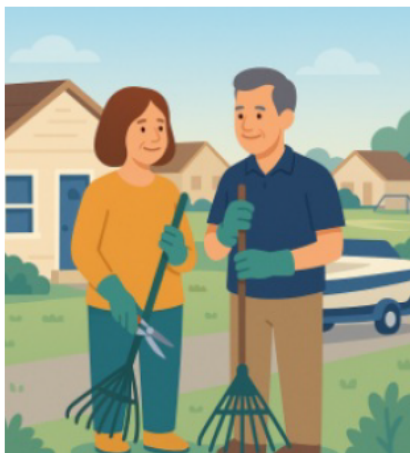
43 - Happy Medium

Middle-aged and older blue-collar suburban couples and families

This PRIZM® segment represents 1.1% of Canada's population and 1.1% of households.

M1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Household & Family	
Maintainer age	65 -74
Household size	3
Children at home	39.3%
Age of children at home	Mixed

Education & Occupation	
Household income	\$126K
Education	Mixed
Occupation	Blue Collar/Service Sector
Commute method	Car

Dwellings	
Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	33.4%

Diversity	
Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	1.3%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

43 - Happy Medium

S5

43 - Happy Medium

Middle-aged and older blue-collar suburban couples and families

This PRIZM® segment represents 1.1% of Canada's population and 1.1% of households.

M1

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy organic
2. Buy locally
3. Change lifestyle for environment

Healthy Lifestyle

1. Monitor vitamin intake
2. Avoid sweeteners in beverages
3. Minimize health problems

Psychographics

- "Life in the country is much more satisfying than in the city."
- "I wait until technology becomes cheaper before considering a purchase."
- "It is important that the country should hold a strong position in the world."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

43 - Happy Medium

S5

43 - Happy Medium

Middle-aged and older blue-collar suburban couples and families

This PRIZM® segment represents 1.1% of Canada's population and 1.1% of households.

M1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. ATV/snowmobiling
2. Fishing/hunting

Online Gambling

Shopping

Products Purchased

1. Gas barbeque
2. Power tools

Websites Browsed*

1. Sports news
2. Auctions & marketplaces

Selected Banners*

Financial

Financial Products Held

1. HELOC
2. Mortgage

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Bar/pub food
2. Sandwiches

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. GMC
2. Chevrolet
3. Ram

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

43 - Happy Medium

S5

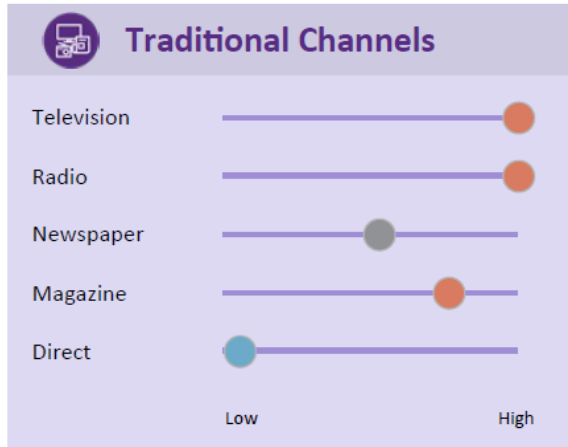
43 - Happy Medium

Middle-aged and older blue-collar suburban couples and families

This PRIZM® segment represents 1.1% of Canada's population and 1.1% of households.

M1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	--------------------------	----------



Preferred Streaming Services

Paramount+/CBS All Access, CBC Gem, YouTube Premium

Preferred Social Media

Pinterest, Facebook, Snapchat



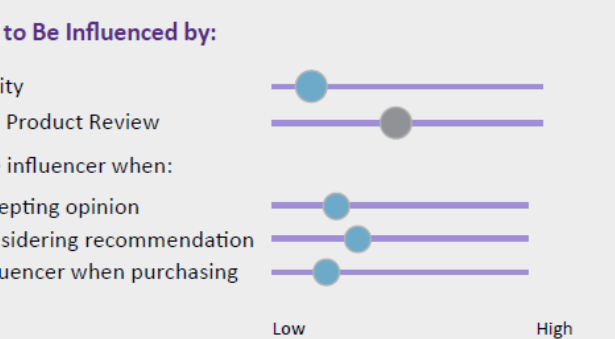
- #### Online Activities
1. Access professional sports
 2. Automotive news/content
 3. Download coupons

- #### Preferred Categories Browsed in 2024
1. Home & garden
 2. Sports
 3. Real estate

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Influencer Impact





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

43 - Happy Medium

S5

43 - Happy Medium

Middle-aged and older blue-collar suburban couples and families

This PRIZM® segment represents 1.1% of Canada's population and 1.1% of households.

M1

Overview

Who They Are

How They Think

What They Do

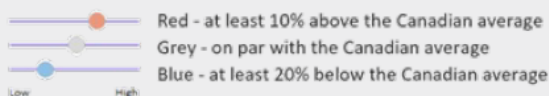
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

44 - Un Grand Cru

U6

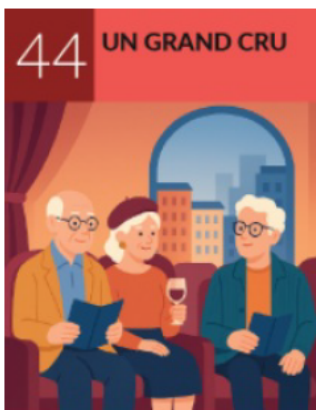
M2

44 - Un Grand Cru

Older, middle-income, urban Quebec households

This PRIZM® segment represents 0.8% of Canada's population and 0.9% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



44 UN GRAND CRU

U6 Older Urban Francophone M2 Mature Singles & Couples

Older, middle-income, urban Quebec households

Un Grand Cru is composed primarily of older francophone singles and couples living in Quebec’s largest cities, particularly Montreal and Quebec City. Many household maintainers are over 75 years old and prefer housing such as condos and apartments, which offer convenience and accessibility. Most households consist of one or two people, which helps their incomes stretch further than those of larger families or residents in higher-cost regions of Canada. This group enjoys shopping at a mix of local boutiques and major retailers, and their evenings often include outings to venues such as jazz clubs or comedy shows. They value personal fulfilment and lead lifestyles shaped by simplicity, sustainability, and a strong connection to local culture.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

44 - Un Grand Cru

U6

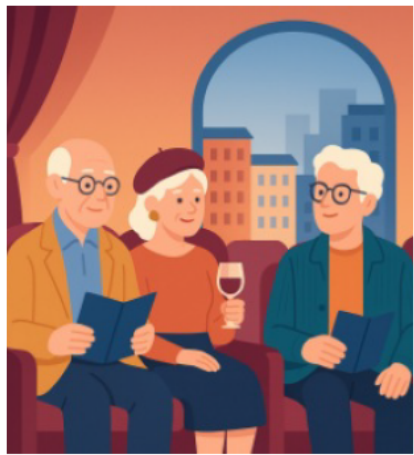
M2

44 - Un Grand Cru

Older, middle-income, urban Quebec households

This PRIZM® segment represents 0.8% of Canada's population and 0.9% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Household & Family

Maintainer age	75+
Household size	1 - 2
Children at home	28.1%
Age of children at home	<25

Education & Occupation

Household income	\$104K
Education	Trade School/College/Grade 9
Occupation	Mixed
Commute method	Car

Dwellings

Dwelling type	Low Rise Apt/Single Detached
Tenure	Own & Rent
Households moved into a new residence in the past year	45.1%

Diversity

Diversity	Low
Official language	French
Immigrants to Canada (since 2022)	2.4%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

44 - Un Grand Cru

U6

M2

44 - Un Grand Cru

Older, middle-income, urban Quebec households

This PRIZM® segment represents 0.8% of Canada's population and 0.9% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy fuel-efficient cars
2. Pay more for "clean" products
3. Shop ethically and responsibly

Healthy Lifestyle

1. Buy organic beverages
2. Consume less meat & cow's milk
3. Prefer low-calorie food

Psychographics

"I would prefer to do work that is exciting, but does not pay very well."

"I try to keep abreast of changes in style and fashions."

"I participate in sports on a regular basis."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

44 - Un Grand Cru

U6

M2

44 - Un Grand Cru

Older, middle-income, urban Quebec households

This PRIZM® segment represents 0.8% of Canada's population and 0.9% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Comedy clubs/shows
- Cross country skiing/snowshoeing

Online Gambling

Shopping

Products Purchased

- Office equipment
- Home décor

Websites Browsed*

- Navigation
- Cooking

Selected Banners*

Financial

Financial Products Held

- RRIF
- TFSA

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- French
- Bistro-style food

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Kia
- Hyundai
- Mitsubishi

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

44 - Un Grand Cru

U6

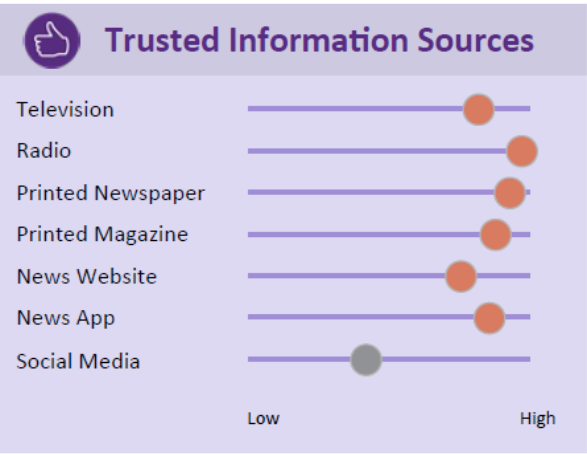
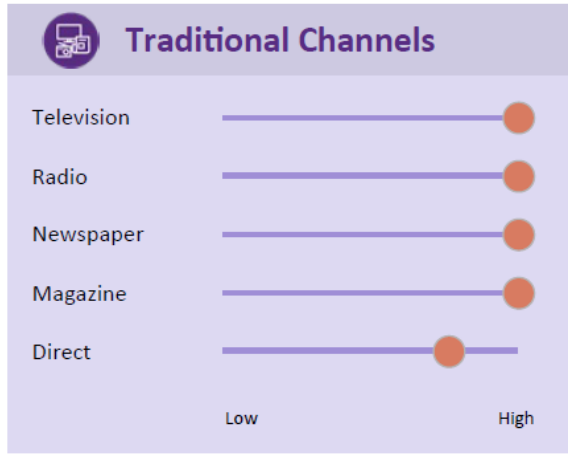
M2

44 - Un Grand Cru

Older, middle-income, urban Quebec households

This PRIZM® segment represents 0.8% of Canada's population and 0.9% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Club illico, ICI TOU.TV, Noovo

Preferred Social Media

Facebook, Pinterest, YouTube

Internet Usage

Online Activities

- Celebrity gossip
- TV website
- Online newspapers

Preferred Categories Browsed in 2024

- Science
- Travel
- Business

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Low	High
Celebrity	Low	High
Online Product Review	Low	High

Online influencer when:

- accepting opinion
- considering recommendation
- Influencer when purchasing



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

44 - Un Grand Cru

U6

44 - Un Grand Cru

Older, middle-income, urban Quebec households

This PRIZM® segment represents 0.8% of Canada's population and 0.9% of households.

M2

Overview

Who They Are

How They Think

What They Do

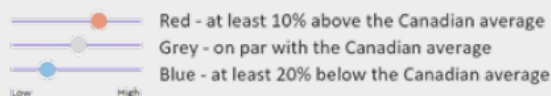
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

45 - Slow-Lane Suburbs

S6

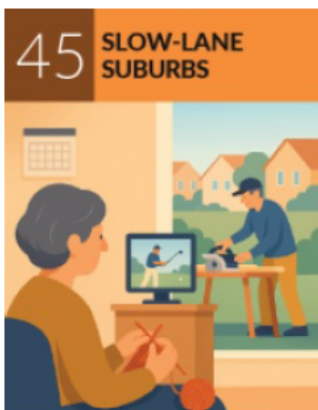
M1

45 - Slow-Lane Suburbs

Older middle-income suburban households

This PRIZM® segment represents 1.6% of Canada's population and 1.7% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



S6 Older Suburban Older Families & Empty Nests M1

Older middle-income suburban households

Slow Lane Suburbs consists of older singles and couples, primarily over the age of 55, residing in mid-sized cities. This segment enjoys a quiet lifestyle, often owning affordable single-detached homes, many inhabited by third-plus-generation Canadians. With high school or college educations leading to steady, middle-income careers, they tend to run tight households while remaining active through outdoor recreation and local events such as food festivals. Their consumer habits lean toward frugality, yet they continue to value quality and social responsibility. Defined by deep roots and a sense of continuity, this segment embraces a lifestyle shaped by simplicity, familiarity, and meaningful everyday moments.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

45 - Slow-Lane Suburbs

S6

45 - Slow-Lane Suburbs

Older middle-income suburban households

This PRIZM® segment represents 1.6% of Canada's population and 1.7% of households.

M1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family

Maintainer age	75+
Household size	1 - 2
Children at home	35.9%
Age of children at home	Mixed

Education & Occupation

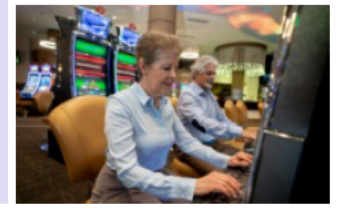
Household income	\$109K
Education	Mixed
Occupation	Service Sector/Blue Collar
Commute method	Car

Dwellings

Dwelling type	Single Detached/Low Rise Apt/Duplex
Tenure	Own
Households moved into a new residence in the past year	39.1%

Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	2.4%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

45 - Slow-Lane Suburbs

S6

M1

45 - Slow-Lane Suburbs

Older middle-income suburban households

This PRIZM® segment represents 1.6% of Canada's population and 1.7% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy organic
2. Use alternative energy
3. Buy locally

Healthy Lifestyle

1. Monitor vitamin intake
2. Consume less meat & cow's milk
3. Minimize health problems

Psychographics

"I like to share my opinions about products and services by posting reviews online."

"I'm willing to pay extra for the quality content of TV or video."

"I have made plans for those I love after I die."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

45 - Slow-Lane Suburbs

S6

M1

45 - Slow-Lane Suburbs

Older middle-income suburban households

This PRIZM® segment represents 1.6% of Canada's population and 1.7% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	---------------------	-------------------	----------

Leisure

Leisure Activities

1. Curling
2. Craft shows

Online Gambling

Shopping

Products Purchased

1. Gas barbeque
2. Legal or notary services

Websites Browsed*

1. Exercise
2. Sports news

Selected Banners*

Canadian Tire Costco IKEA

Financial

Financial Products Held

1. RRIF
2. HELOC

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Bar/pub food
2. Pizza

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Nissan
2. Ram
3. Ford

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

45 - Slow-Lane Suburbs

S6

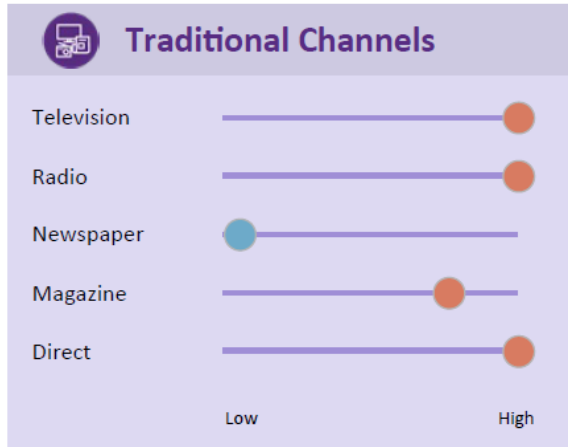
M1

45 - Slow-Lane Suburbs

Older middle-income suburban households

This PRIZM® segment represents 1.6% of Canada's population and 1.7% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	--------------------------	----------



Preferred Streaming Services

Tubi, Paramount+/CBS All Access, CBC Gem

Preferred Social Media

Snapchat, Pinterest, Facebook

Internet Usage

Low High

Online Activities

- Respond to an ad
- Use phone directory
- Restaurant guides

Preferred Categories Browsed in 2024

- Home & garden
- Fitness
- Sports

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Category	Level
Celebrity	Medium
Online Product Review	Medium
Online influencer when:	
• accepting opinion	Medium
• considering recommendation	Medium
• Influencer when purchasing	Medium

Low High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

45 - Slow-Lane Suburbs

S6

M1

45 - Slow-Lane Suburbs

Older middle-income suburban households

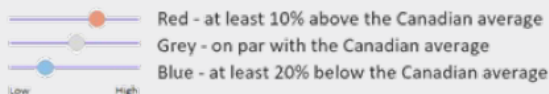
This PRIZM® segment represents 1.6% of Canada's population and 1.7% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

46 - Patrimoine Rustique

R3

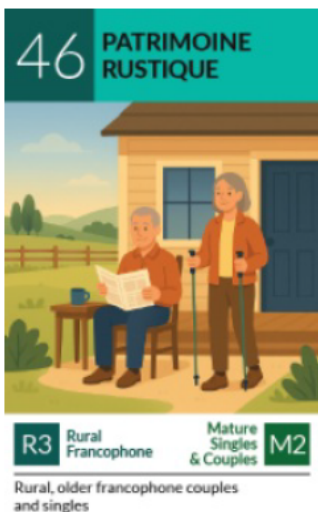
46 - Patrimoine Rustique

Rural, older francophone couples and singles

This PRIZM® segment represents 0.7% of Canada's population and 0.9% of households.

M2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Patrimoine Rustique represents a segment of older French-speaking households predominantly found in rural Quebec, New Brunswick, and Ontario. This group is composed mainly of long-term residents with a strong sense of heritage, including many third-generation Canadians. Their lifestyle is rooted in nature-oriented activities such as hiking, fishing, and skiing, and they enjoy relaxing by watching or listening to traditional media like local TV and radio stations. Moderate household incomes are drawn from sectors such as manufacturing and the trades, or from savings and pensions accumulated over their working years. Their connection to nature, cultural traditions, and local community defines a lifestyle centered on simplicity, familiarity, and enduring values.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

46 - Patrimoine Rustique

R3

46 - Patrimoine Rustique

Rural, older francophone couples and singles

This PRIZM® segment represents 0.7% of Canada's population and 0.9% of households.

M2

Overview

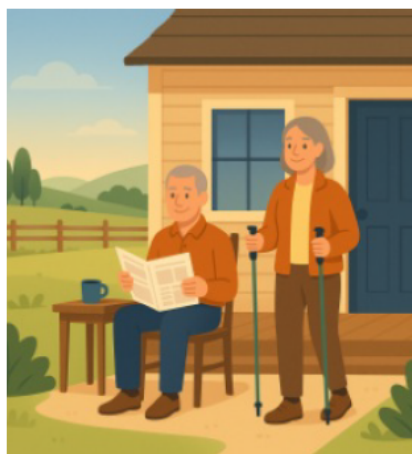
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	65 -74
Household size	1 - 2
Children at home	28.3%
Age of children at home	<20



Education & Occupation

Household income	\$108K
Education	Trade School/High School/College
Occupation	Blue Collar/Service Sector
Commute method	Car



Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	33.2%



Diversity

Diversity	Low
Official language	French
Immigrants to Canada (since 2022)	0.8%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

46 - Patrimoine Rustique

R3

46 - Patrimoine Rustique

Rural, older francophone couples and singles

This PRIZM® segment represents 0.7% of Canada's population and 0.9% of households.

M2

Overview

Who They Are

How They Think

What They Do

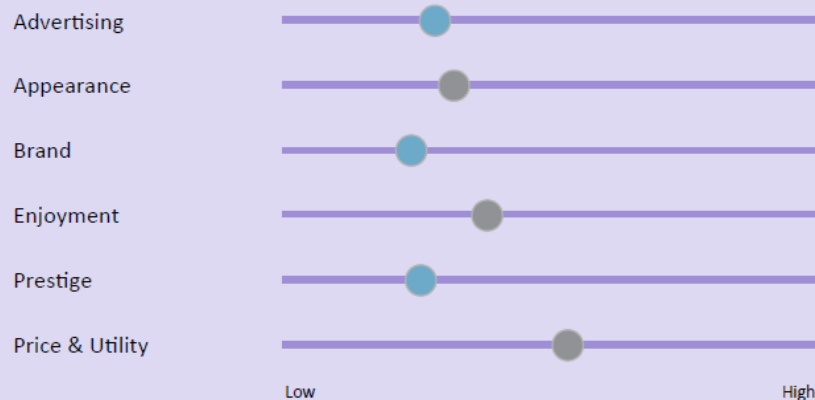
How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy Canadian products
2. Shop ethically and responsibly
3. Change lifestyle for environment

Healthy Lifestyle

1. Buy beverages with probiotics
2. Prefer low-calorie food
3. Reduce stress

Psychographics

- "I would prefer to do work that is exciting, but does not pay very well."
- "What one feels is more important than reason and logic."
- "I try to keep abreast of changes in style and fashions."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

46 - Patrimoine Rustique

R3

46 - Patrimoine Rustique

Rural, older francophone couples and singles

This PRIZM® segment represents 0.7% of Canada's population and 0.9% of households.

M2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Book shows
2. Power boating/Jet skiing

Online Gambling

Shopping

Products Purchased

1. Baby furniture
2. Gas barbeque

Websites Browsed*

1. Cooking
2. Weather

Selected Banners*

Brand	Clicks	Bricks
Canadian Tire	Low	High
Costco	Low	Low
IKEA	Low	Low

Financial

Financial Products Held

1. RRIF
2. HELOC

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. American
2. Quick service/fast food

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Mitsubishi
2. Subaru
3. Chevrolet

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Vehicle Type	Low	High
Electric	Low	High
Gasoline Hybrid	Low	High
Plug-in Hybrid	Low	High
Premium EV	Low	High
Standard EV	Low	High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

46 - Patrimoine Rustique

R3

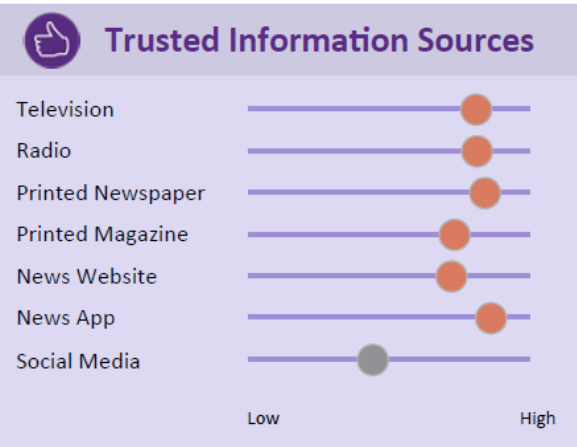
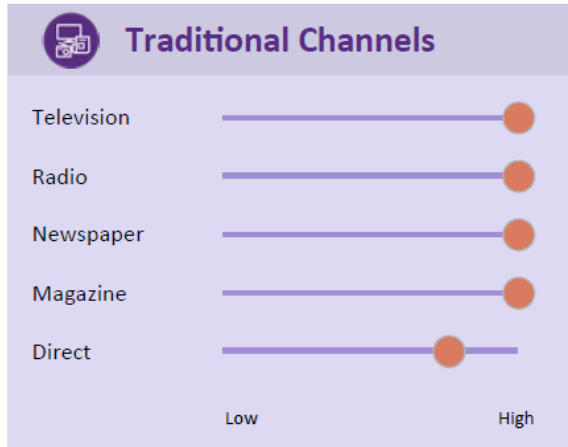
M2

46 - Patrimoine Rustique

Rural, older francophone couples and singles

This PRIZM® segment represents 0.7% of Canada's population and 0.9% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

ICI TOU.TV, ICI TOU.TV Extra, TVA+

Preferred Social Media

Facebook, TikTok, Pinterest

Internet Usage

Low High

Online Activities

1. TV website
2. Radio website
3. Watch TV

Preferred Categories Browsed in 2024

1. Technology
2. Science
3. Arts & entertainment

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Celebrity	High
Online Product Review	Medium
Online influencer when:	
• accepting opinion	High
• considering recommendation	Medium
• Influencer when purchasing	High

Low High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

46 - Patrimoine Rustique

R3

M2

46 - Patrimoine Rustique

Rural, older francophone couples and singles

This PRIZM® segment represents 0.7% of Canada's population and 0.9% of households.

Overview

Who They Are

How They Think

What They Do

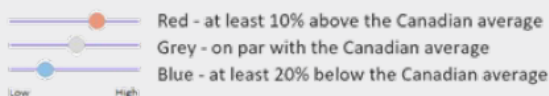
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

47 - Social Networkers

U3

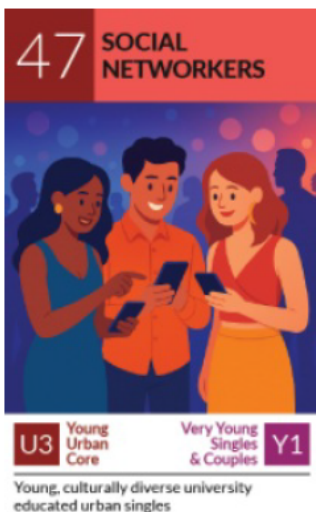
Y1

47 - Social Networkers

Young, culturally diverse university educated urban singles

This PRIZM® segment represents 1.5% of Canada's population and 2.0% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Social Networkers represent some of Canada’s youngest households, predominantly living in larger urban centres. Reflecting a rich tapestry of cultures and backgrounds, residents tend to have mixed levels of education and often rent in high-rise apartments. With a large proportion of singles and many under the age of 25, they are known for their vibrant social lives, frequenting bars, nightclubs, and cultural events, while also maintaining a commitment to fitness and health through regular participation in gyms and recreational sports. They value ethical consumption and are guided by strong social and cultural beliefs, showing a clear inclination toward multiculturalism and personal expression. Despite earning moderate incomes from entry-level jobs, this segment maintains an engaged, optimistic outlook and a lifestyle fueled by connection, identity, and self-discovery.



Step 1: Select a Category*
PRIZM® segment

Step 2: Select an individual segment or a group
47 - Social Networkers

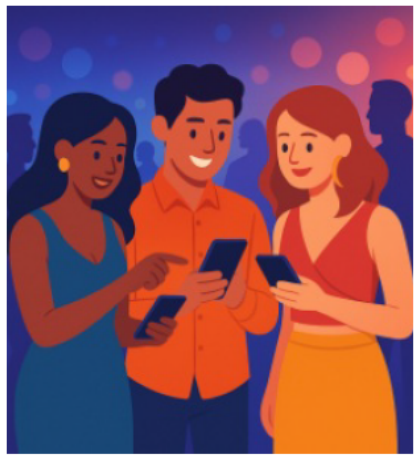
U3

Y1

47 - Social Networkers

Young, culturally diverse university educated urban singles
This PRIZM® segment represents 1.5% of Canada's population and 2.0% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family

Maintainer age	24 or Less
Household size	1 - 2
Children at home	18.7%
Age of children at home	<10, 20+

Education & Occupation

Household income	\$87K
Education	University
Occupation	White Collar/Service Sector
Commute method	Walk

Dwellings

Dwelling type	Apartments
Tenure	Rent
Households moved into a new residence in the past year	62.0%

Diversity

Diversity	Medium
Official language	Non-Official
Immigrants to Canada (since 2022)	6.5%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

47 - Social Networkers

U3

Y1

47 - Social Networkers

Young, culturally diverse university educated urban singles

This PRIZM® segment represents 1.5% of Canada's population and 2.0% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Reduce car-related emissions
2. Pay more for "clean" products
3. Drive less

Healthy Lifestyle

1. Eat vegetarian food
2. Buy organic beverages
3. Reduce stress

Psychographics

- "I am willing to sacrifice my time with my family in order to get ahead."
- "Out-of-Home or outdoor advertising affects how I see a brand."
- "I like to pursue a life of challenge, novelty and change."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

47 - Social Networkers

U3

Y1

47 - Social Networkers

Young, culturally diverse university educated urban singles

This PRIZM® segment represents 1.5% of Canada's population and 2.0% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Dancing/night clubs
- Music festivals

Online Gambling

Shopping

Products Purchased

- Computer software
- Television

Websites Browsed*

- Taxi/ride sharing
- Car rental

Selected Banners*

Financial

Financial Products Held

- Personal loans
- Chequing & savings

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Other Asian (Vietnamese, Korean, etc.)
- Bistro-style food

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Mazda
- Mercedes-Benz
- BMW

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

47 - Social Networkers

U3

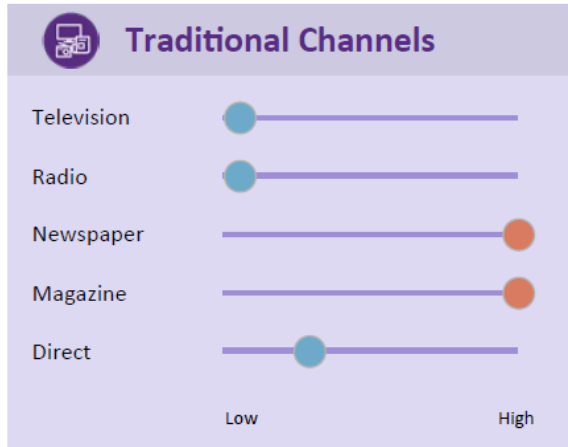
Y1

47 - Social Networkers

Young, culturally diverse university educated urban singles

This PRIZM® segment represents 1.5% of Canada's population and 2.0% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

YouTube Premium, Tubi, Facebook videos

Preferred Social Media

Twitch, Dating platform (excl. Tinder), Reddit

Internet Usage

Online Activities

- Streaming videos
- Use ad blocking software
- Podcast

Preferred Categories Browsed in 2024

- Careers
- Automotive
- Travel

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Level
Celebrity	High
Online Product Review	Medium
Online influencer when:	
• accepting opinion	Medium
• considering recommendation	Medium
• Influencer when purchasing	Medium



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

47 - Social Networkers

U3

Y1

47 - Social Networkers

Young, culturally diverse university educated urban singles

This PRIZM® segment represents 1.5% of Canada's population and 2.0% of households.

Overview

Who They Are

How They Think

What They Do

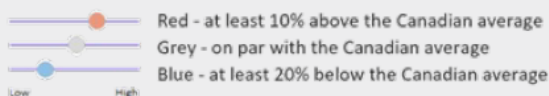
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

48 - Agri-Biz

R2

48 - Agri-Biz

Middle-income, middle-aged and older farmers and blue-collar workers

This PRIZM® segment represents 0.9% of Canada's population and 0.8% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



R2 Lower-Middle Rural Middle-Age Families F3

Middle-income, middle-aged and older farmers and blue-collar workers

Agri-Biz represents a rural lifestyle rooted in farming, spanning the Prairies and extending into select communities in Ontario and British Columbia. Living in detached homes, these middle-aged and older adults typically have high school or trades-based educations and earn middle incomes through work in agricultural industries. They prioritize functionality over luxury, focusing on essential purchases. Activities like fishing and hunting are commonplace, and there is a strong tendency toward owning recreational vehicles such as ATVs and RVs for outdoor pursuits. With a preference for ethical consumption and a degree of skepticism toward advertising, this segment values authenticity and practicality in everyday life, favouring straightforward choices that align with their rural, self-reliant lifestyle.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

48 - Agri-Biz

R2

F3

48 - Agri-Biz

Middle-income, middle-aged and older farmers and blue-collar workers

This PRIZM® segment represents 0.9% of Canada's population and 0.8% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------

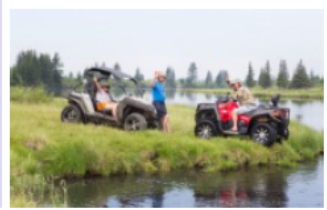


Household & Family	
Maintainer age	65 -74
Household size	4+
Children at home	38.4%
Age of children at home	<20

Education & Occupation	
Household income	\$105K
Education	Mixed
Occupation	Primary/Blue Collar
Commute method	Car

Dwellings	
Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	31.2%

Diversity	
Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	2.5%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

48 - Agri-Biz

R2

F3

48 - Agri-Biz

Middle-income, middle-aged and older farmers and blue-collar workers

This PRIZM® segment represents 0.9% of Canada's population and 0.8% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy locally
2. Buy organic
3. Shop ethically and responsibly

Healthy Lifestyle

1. Monitor cholesterol
2. Minimize health problems
3. Monitor vitamin intake

Psychographics

"I trust my own judgement in picking out my clothes."

"Life in the country is much more satisfying than in the city."

"Premium priced brands are generally worth the extra money."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

48 - Agri-Biz

R2

48 - Agri-Biz

Middle-income, middle-aged and older farmers and blue-collar workers

This PRIZM® segment represents 0.9% of Canada's population and 0.8% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Football game
2. Curling

Online Gambling

Shopping

Products Purchased

1. Camping equipment
2. Tires

Websites Browsed*

1. Auctions & marketplaces
2. Investing

Selected Banners*

Financial

Financial Products Held

1. Mortgage
2. HELOC

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Convenience store
2. Bar/pub food

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. GMC
2. Ram
3. Ford

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

48 - Agri-Biz

R2

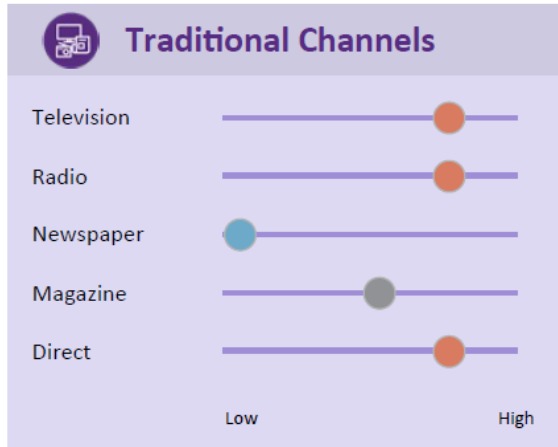
F3

48 - Agri-Biz

Middle-income, middle-aged and older farmers and blue-collar workers

This PRIZM® segment represents 0.9% of Canada's population and 0.8% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Tubi, Amazon Prime, Apple TV+

Preferred Social Media

Pinterest, Snapchat, TikTok

Internet Usage

Online Activities

- Respond to an ad
- Use email
- Podcast

Preferred Categories Browsed in 2024

- Technology
- Arts & entertainment
- Science

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Preference Level
Celebrity	High
Online Product Review	Medium
Online influencer when:	
• accepting opinion	High
• considering recommendation	High
• Influencer when purchasing	High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

48 - Agri-Biz

R2

48 - Agri-Biz

Middle-income, middle-aged and older farmers and blue-collar workers

This PRIZM® segment represents 0.9% of Canada's population and 0.8% of households.

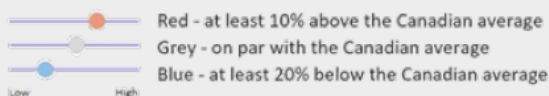
F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

49 - Backcountry Boomers

R2

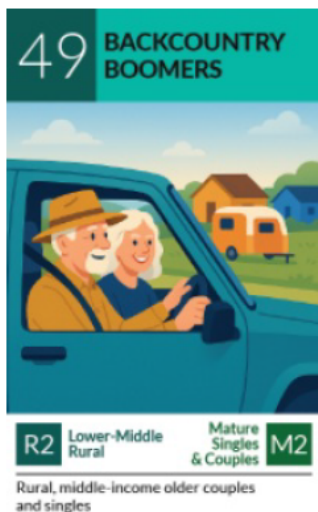
49 - Backcountry Boomers

Rural, middle-income older couples and singles

This PRIZM® segment represents 2.0% of Canada's population and 2.2% of households.

M2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Backcountry Boomers represents a distinct group of older and mature adults, often over the age of 75, primarily residing in remote areas of Canada’s Atlantic region. These households are typically made up of empty-nesting couples and individuals living in single-detached homes within tight-knit communities. Their lifestyle values revolve around simplicity, a connection to nature, and self-reliance. Favourite pastimes include fishing, gardening, and spending afternoons with friends at the local recreation centre. This segment embodies a way of life centred in routine, community bonds, and an enduring appreciation for nature and quiet living.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

49 - Backcountry Boomers

R2

49 - Backcountry Boomers

Rural, middle-income older couples and singles

This PRIZM® segment represents 2.0% of Canada's population and 2.2% of households.

M2

Overview

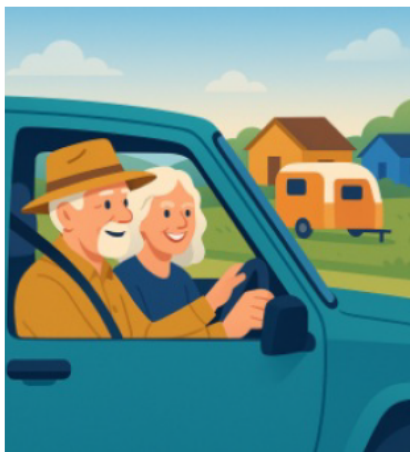
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	65 -74
Household size	1 - 2
Children at home	28.4%
Age of children at home	Mixed



Education & Occupation

Household income	\$103K
Education	Mixed
Occupation	Primary/Blue Collar
Commute method	Car



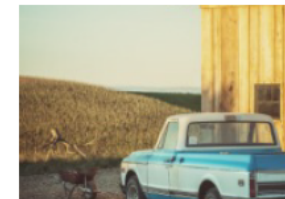
Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	30.6%



Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	1.3%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

49 - Backcountry Boomers

R2

49 - Backcountry Boomers

Rural, middle-income older couples and singles

This PRIZM® segment represents 2.0% of Canada's population and 2.2% of households.

M2

Overview

Who They Are

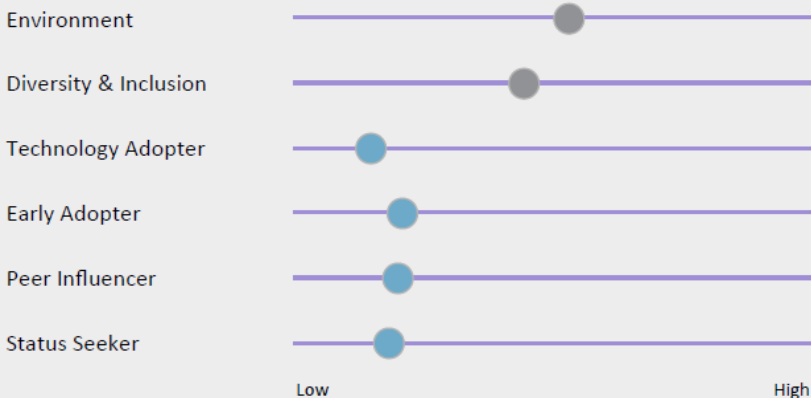
How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Use alternative energy
2. Buy organic
3. Make effort to recycle

Healthy Lifestyle

1. Minimize health problems
2. Consume natural foods
3. Live balanced lifestyle

Psychographics

- "I do more entertaining at home now than ever before."
- "Life in the country is much more satisfying than in the city."
- "I trust my own judgement in picking out my clothes."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

49 - Backcountry Boomers

R2

49 - Backcountry Boomers

Rural, middle-income older couples and singles

This PRIZM® segment represents 2.0% of Canada's population and 2.2% of households.

M2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Craft shows
- Whale watching

Online Gambling

Shopping

Products Purchased

- Fireplace
- Gas barbeque

Websites Browsed*

- Weather
- Social media

Selected Banners*

Financial

Financial Products Held

- RRIF
- HELOC

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Sandwiches
- Pizza

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- GMC
- Chevrolet
- Ford

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*
PRIZM® segment

Step 2: Select an individual segment or a group
49 - Backcountry Boomers

R2

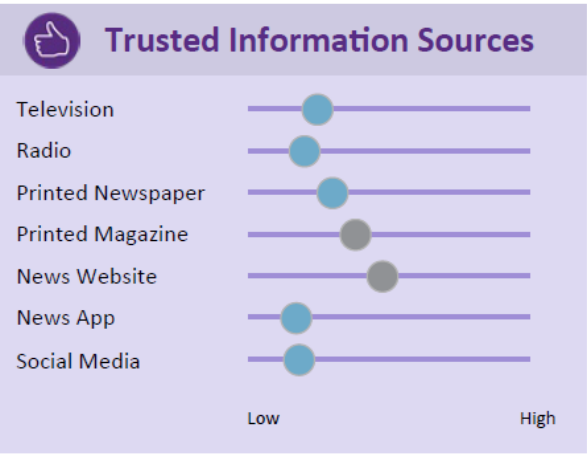
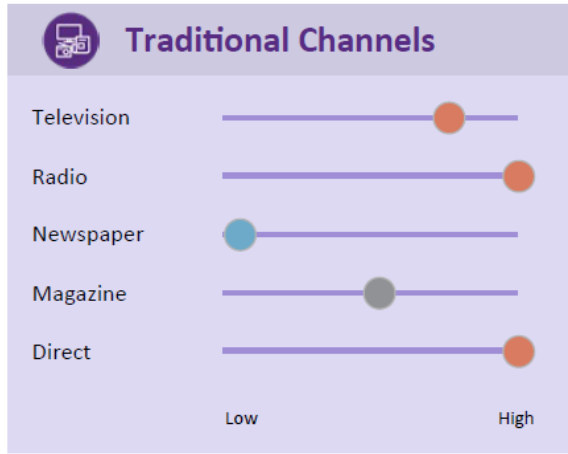
M2

49 - Backcountry Boomers

Rural, middle-income older couples and singles

This PRIZM® segment represents 2.0% of Canada's population and 2.2% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Global TV App, Tubi, Facebook videos

Preferred Social Media

Pinterest, Facebook, TikTok

Internet Usage

Low to High

Online Activities

- Download coupons
- Home décor
- TV website

Preferred Categories Browsed in 2024

- Technology
- Arts & entertainment
- Science

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low to High

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Preference Level
Celebrity	Low
Online Product Review	Medium
Online influencer when:	
• accepting opinion	Low
• considering recommendation	Low-Medium
• Influencer when purchasing	Low

Low to High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

49 - Backcountry Boomers

R2

49 - Backcountry Boomers

Rural, middle-income older couples and singles

This PRIZM® segment represents 2.0% of Canada's population and 2.2% of households.

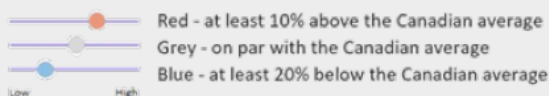
M2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

PRIZM®

Step 1: Select a Category*
PRIZM® segment

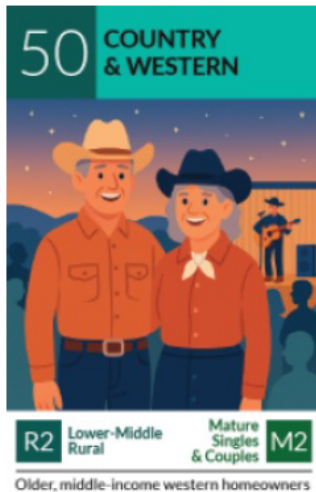
Step 2: Select an individual segment or a group
50 - Country & Western

50 - Country & Western
Older, middle-income western homeowners
This PRIZM® segment represents 1.5% of Canada's population and 1.5% of households.

R2

M2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Country & Western includes a mix of older middle-income singles and empty-nesters, primarily residing in single-detached homes. Found in rural areas near smaller towns, this segment values self-reliance and leads an active lifestyle rooted in outdoor activities and home improvement projects. They can often be found at local country music concerts or watching professional hockey. With a strong tendency to attend local events and engage in volunteer work, they actively seek genuine social connections. Their financial consciousness supports a lifestyle focused on practicality, personal fulfillment, and an appreciation for community-based living.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

50 - Country & Western

R2

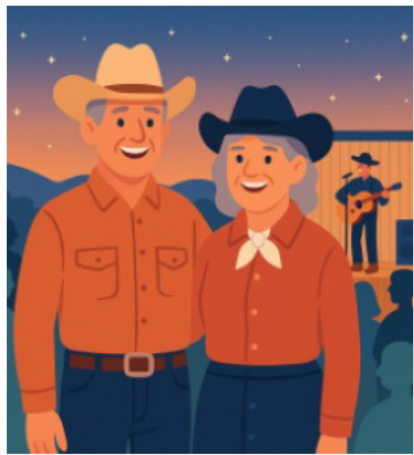
50 - Country & Western

Older, middle-income western homeowners

This PRIZM® segment represents 1.5% of Canada's population and 1.5% of households.

M2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family

Maintainer age	65 -74
Household size	1 - 2
Children at home	34.0%
Age of children at home	<20

Education & Occupation

Household income	\$115K
Education	Mixed
Occupation	Primary/Blue Collar
Commute method	Car

Dwellings

Dwelling type	Single Detached/Moveable
Tenure	Own
Households moved into a new residence in the past year	35.0%

Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	1.9%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

50 - Country & Western

R2

50 - Country & Western

Older, middle-income western homeowners

This PRIZM® segment represents 1.5% of Canada's population and 1.5% of households.

M2

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy locally
2. Buy fuel-efficient cars
3. Make effort to recycle

Healthy Lifestyle

1. Monitor vitamin intake
2. Minimize health problems
3. Monitor cholesterol

Psychographics

- "I like to share my opinions about products and services by posting reviews online."
- "Out-of-Home or outdoor advertising affects how I see a brand."
- "Life in the country is much more satisfying than in the city."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

50 - Country & Western

R2

M2

50 - Country & Western

Older, middle-income western homeowners

This PRIZM® segment represents 1.5% of Canada's population and 1.5% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Curling
2. Dinner theatres

Online Gambling

Shopping

Products Purchased

1. Legal or notary services
2. Gas barbeque

Websites Browsed*

1. Financial planning
2. Investing

Selected Banners*

Brand	Clicks	Bricks
Canadian Tire	Low	High
Costco	Low	Low
IKEA	Low	Low

Financial

Financial Products Held

1. HELOC
2. Secured lines of credit

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Bar/pub food
2. Seafood

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Ram
2. GMC
3. Ford

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

50 - Country & Western

R2

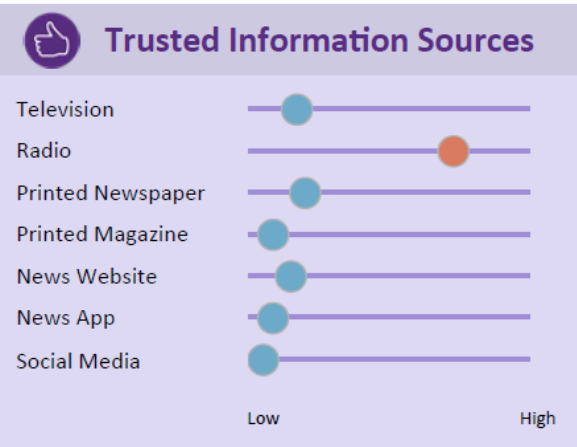
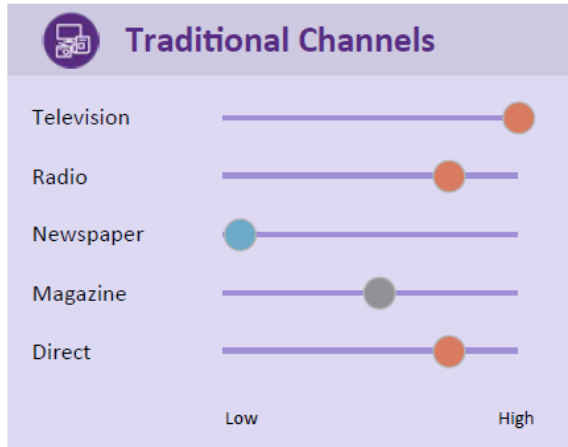
M2

50 - Country & Western

Older, middle-income western homeowners

This PRIZM® segment represents 1.5% of Canada's population and 1.5% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Tubi, Paramount+/CBS All Access, CBC Gem

Preferred Social Media

Pinterest, Facebook, Blogs

Internet Usage

Low High

Online Activities

- Respond to an ad
- Radio website
- Radio

Preferred Categories Browsed in 2024

- Technology
- Arts & entertainment
- Hobbies & interests

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Preference Level
Celebrity	High
Online Product Review	Medium
Online influencer when:	
• accepting opinion	Medium-High
• considering recommendation	Medium
• Influencer when purchasing	Low



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

50 - Country & Western

R2

50 - Country & Western

Older, middle-income western homeowners

This PRIZM® segment represents 1.5% of Canada's population and 1.5% of households.

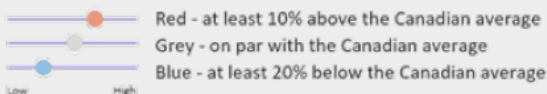
M2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

51 - On Their Own Again

U2

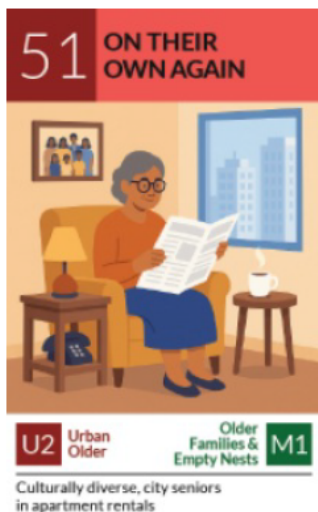
M1

51 - On Their Own Again

Culturally diverse, city seniors in apartment rentals

This PRIZM® segment represents 1.2% of Canada's population and 1.6% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



On Their Own Again consists of older singles living in high-rise rental apartments in urban centres such as London, Ottawa, and Hamilton. Many residents are aged 65 or older and live independently due to life changes such as the loss of a partner or divorce. This segment includes many newcomers from diverse cultural backgrounds, primarily from Asia and the U.K., contributing to a rich and varied neighbourhood dynamic. Residents often express concerns about their financial future, leading to a cautious approach to spending. Leisure activities are typically solitary and low-cost, focused on reading and media consumption, with some engagement in health and wellness routines. They strive to balance modest purchases for their homes and hobbies with a strong emphasis on financial prudence and long-term security.



Step 1: Select a Category*
PRIZM® segment

Step 2: Select an individual segment or a group
51 - On Their Own Again

U2

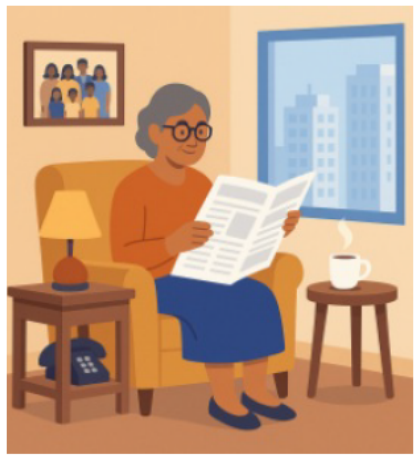
M1

51 - On Their Own Again

Culturally diverse, city seniors in apartment rentals

This PRIZM® segment represents 1.2% of Canada's population and 1.6% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family

Maintainer age	75+
Household size	1 - 2
Children at home	24.9%
Age of children at home	<10, 20+

Education & Occupation

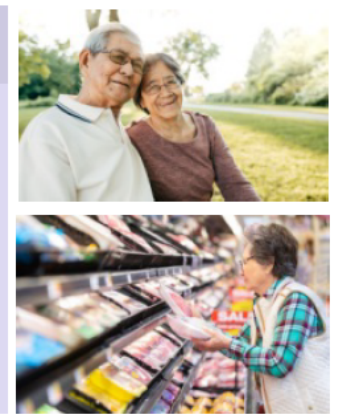
Household income	\$85K
Education	Mixed
Occupation	White Collar/Service Sector
Commute method	Public Transit

Dwellings

Dwelling type	Apt 5+
Tenure	Rent
Households moved into a new residence in the past year	50.1%

Diversity

Diversity	Medium
Official language	Non-Official
Immigrants to Canada (since 2022)	6.0%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

51 - On Their Own Again

U2

M1

51 - On Their Own Again

Culturally diverse, city seniors in apartment rentals

This PRIZM® segment represents 1.2% of Canada's population and 1.6% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Shop ethically and responsibly
2. Drive less
3. Use eco-friendly products

Healthy Lifestyle

1. Eat vegetarian food
2. Consume natural foods
3. Introduce balanced diet

Psychographics

"I like to share my opinions about products and services by posting reviews online."

"Out-of-Home or outdoor advertising affects how I see a brand."

"It is important that the country should hold a strong position in the world."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

51 - On Their Own Again

U2

M1

51 - On Their Own Again

Culturally diverse, city seniors in apartment rentals

This PRIZM® segment represents 1.2% of Canada's population and 1.6% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Adventure sports
- Dancing/night clubs

Online Gambling

Shopping

Products Purchased

- Television
- Bath and bedding

Websites Browsed*

- Car rental
- Taxi/ride sharing

Selected Banners*

Brand	Clicks	Bricks
Canadian Tire	Low	Low
Costco	Low	Low
IKEA	Low	High

Financial

Financial Products Held

- RRIF
- Chequing & savings

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Other Asian (Vietnamese, Korean, etc.)
- Greek

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Audi
- Honda
- Mazda

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Vehicle Type	Low	High
Electric	Low	Low
Gasoline Hybrid	Low	Low
Plug-in Hybrid	Low	Low
Premium EV	Low	Low
Standard EV	Low	Low



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

51 - On Their Own Again

U2

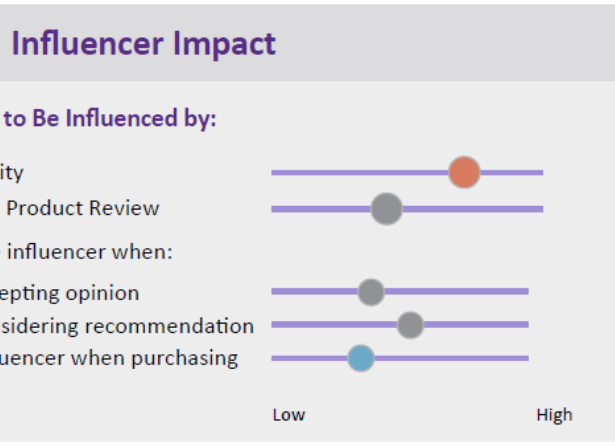
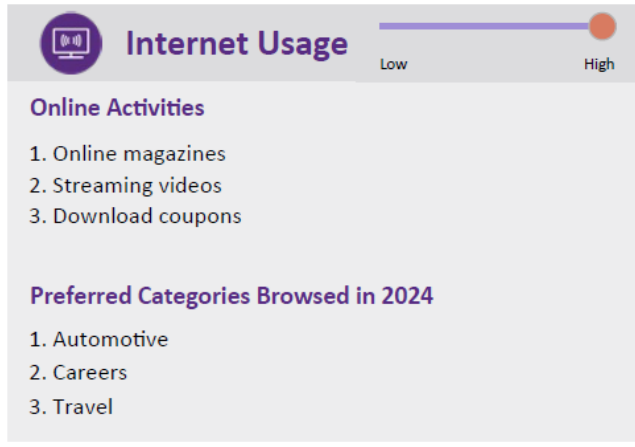
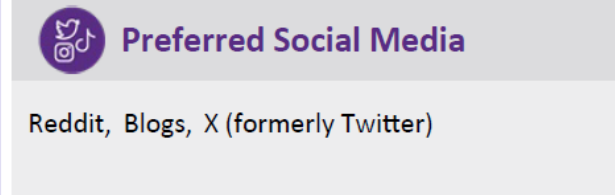
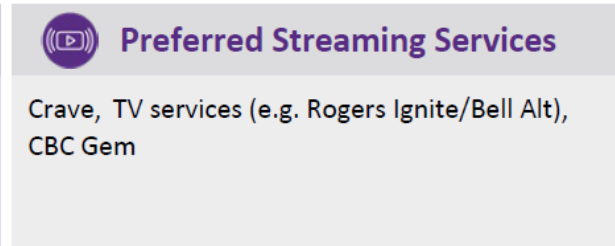
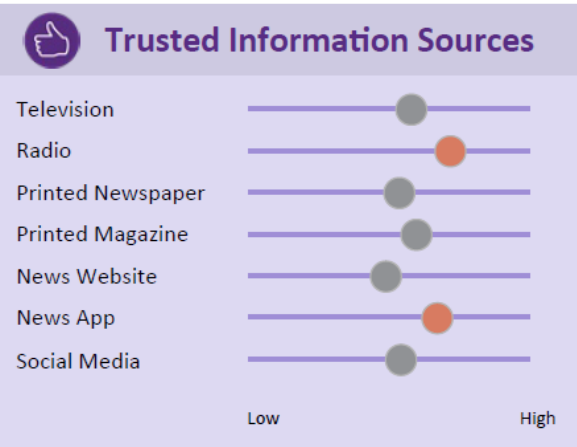
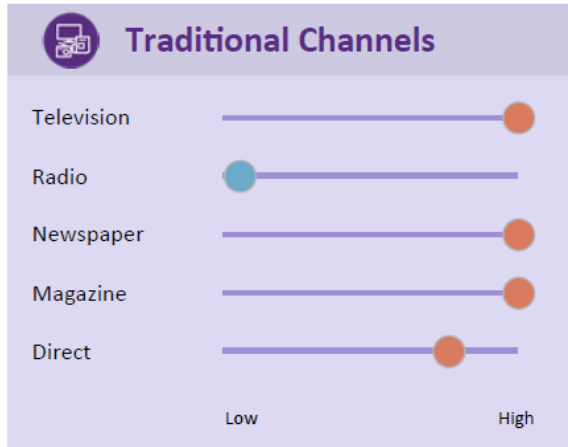
M1

51 - On Their Own Again

Culturally diverse, city seniors in apartment rentals

This PRIZM® segment represents 1.2% of Canada's population and 1.6% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

51 - On Their Own Again

U2

M1

51 - On Their Own Again

Culturally diverse, city seniors in apartment rentals

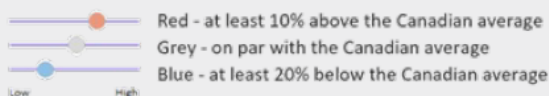
This PRIZM® segment represents 1.2% of Canada's population and 1.6% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

52 - Friends & Roomies

U5

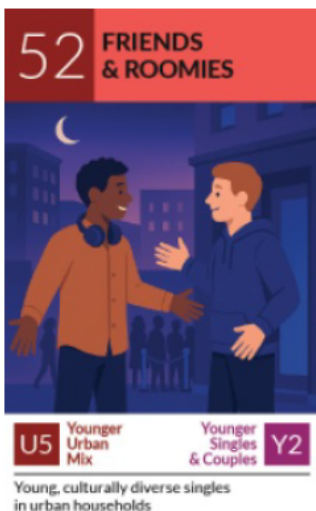
Y2

52 - Friends & Roomies

Young, culturally diverse singles in urban households

This PRIZM® segment represents 2.4% of Canada's population and 2.8% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Friends & Roomies is a diverse segment composed primarily of younger singles, many of whom are first-generation Canadians living in urban centres. Educational backgrounds vary, and residents work across a range of service sector and white-collar jobs. Financially, this segment tends to earn lower-middle incomes, with many choosing rental living in low-rise apartments. They exhibit a strong affinity for social and cultural engagement, frequently attending music and film festivals as well as sporting events. These young experience-seekers are highly social, often spending time at bars, dance clubs, health clubs, and other affordable entertainment venues. Their lifestyles reflect a desire for connection, self-expression, and meaningful experiences grounded in values of diversity, inclusion, and sustainability.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

52 - Friends & Roomies

U5

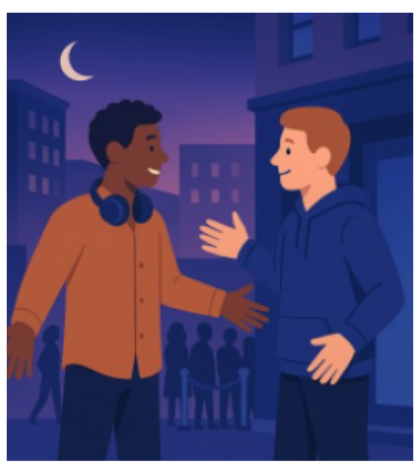
Y2

52 - Friends & Roomies

Young, culturally diverse singles in urban households

This PRIZM® segment represents 2.4% of Canada's population and 2.8% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family

Maintainer age	25 - 34
Household size	1 - 2
Children at home	31.0%
Age of children at home	Mixed

Education & Occupation

Household income	\$85K
Education	University/High School/Grade 9
Occupation	Mixed
Commute method	Public Transit

Dwellings

Dwelling type	Apartments
Tenure	Rent
Households moved into a new residence in the past year	54.7%

Diversity

Diversity	High
Official language	Non-Official
Immigrants to Canada (since 2022)	6.1%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

52 - Friends & Roomies

U5

Y2

52 - Friends & Roomies

Young, culturally diverse singles in urban households

This PRIZM® segment represents 2.4% of Canada's population and 2.8% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy Canadian products
2. Reduce car-related emissions
3. Change lifestyle for environment

Healthy Lifestyle

1. Buy beverages with probiotics
2. Buy organic beverages
3. Eat vegetarian food

Psychographics

"I like to share my opinions about products and services by posting reviews online."

"I like to pursue a life of challenge, novelty and change."

"Out-of-Home or outdoor advertising affects how I see a brand."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

52 - Friends & Roomies

U5

Y2

52 - Friends & Roomies

Young, culturally diverse singles in urban households

This PRIZM® segment represents 2.4% of Canada's population and 2.8% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Dancing/night clubs
- Music festivals

Online Gambling

Shopping

Products Purchased

- Video game system
- Bed or mattress

Websites Browsed*

- Food delivery
- Taxi/ride sharing

Selected Banners*

Brand	Clicks	Bricks
Canadian Tire	Low	Low
Costco	Low	High
IKEA	Low	High

Financial

Financial Products Held

- Personal loans
- Chequing & savings

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- French
- Convenience store

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Mitsubishi
- Honda
- Kia

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric	Low	High
Gasoline Hybrid	Low	High
Plug-in Hybrid	Low	High
Premium EV	Low	High
Standard EV	Low	High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

52 - Friends & Roomies

U5

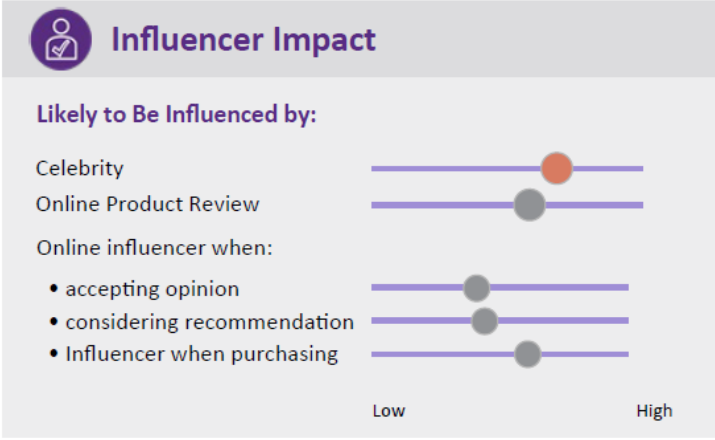
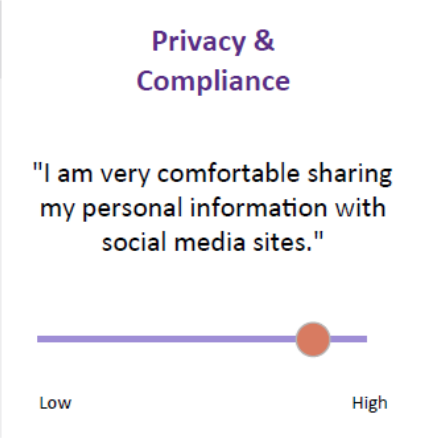
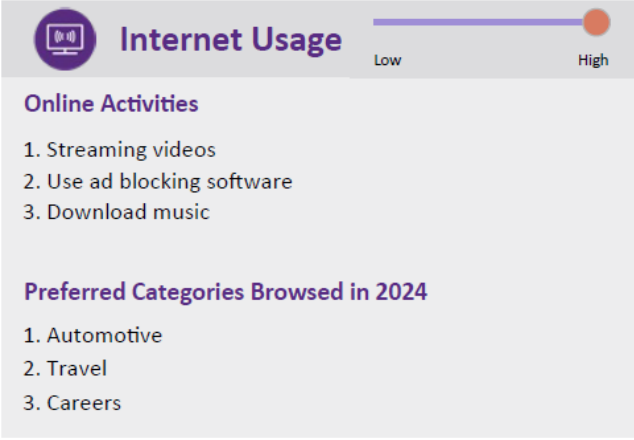
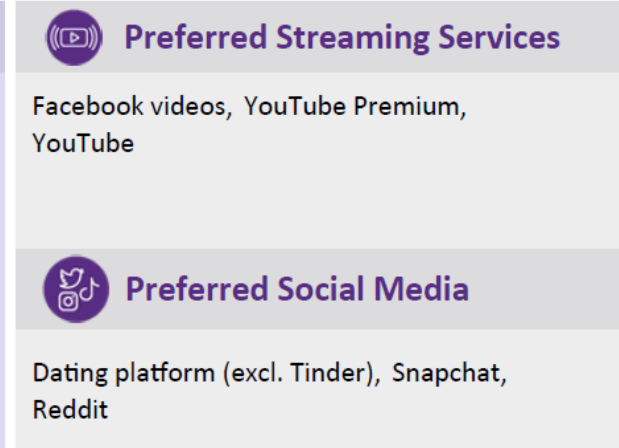
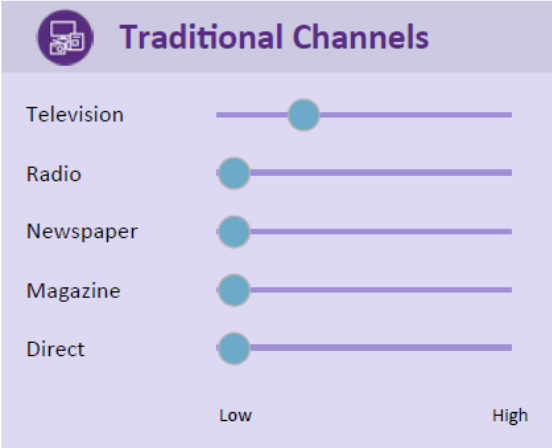
Y2

52 - Friends & Roomies

Young, culturally diverse singles in urban households

This PRIZM® segment represents 2.4% of Canada's population and 2.8% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

52 - Friends & Roomies

U5

Y2

52 - Friends & Roomies

Young, culturally diverse singles in urban households

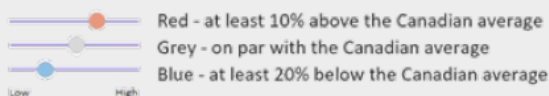
This PRIZM® segment represents 2.4% of Canada's population and 2.8% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

53 - Silver Flats

S6

53 - Silver Flats

Older low-income suburban singles and couples

This PRIZM® segment represents 0.6% of Canada's population and 0.9% of households.

M2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Silver Flats primarily consists of retirees, with a high proportion of residents over the age of 75. Many live in low-rise apartments and represent a budget-conscious group aiming to make the most of modest incomes, often drawn from pensions and government transfers. Preferring a balance of social and solitary activities, they enjoy affordable leisure pursuits such as reading, crafting, and attending local cultural events. Indoors, they often spend time watching their favourite TV shows or connecting with friends. Their focus on legacy planning and ecological responsibility reflects a thoughtful group deeply rooted in community values, simplicity, and long-term thinking.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

53 - Silver Flats

S6

53 - Silver Flats

Older low-income suburban singles and couples

This PRIZM® segment represents 0.6% of Canada's population and 0.9% of households.

M2

Overview

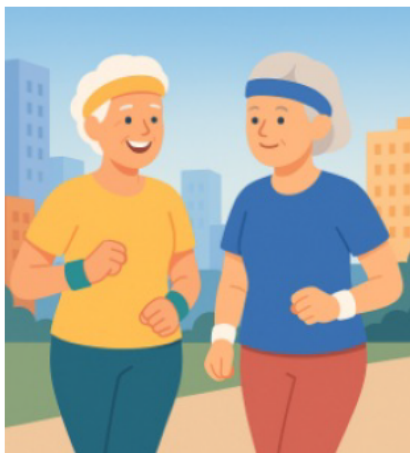
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	75+
Household size	1 - 2
Children at home	19.2%
Age of children at home	Mixed



Education & Occupation

Household income	\$82K
Education	High School/College/Grade 9
Occupation	Mixed
Commute method	Car



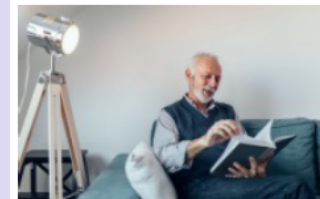
Dwellings

Dwelling type	Apartments
Tenure	Rent
Households moved into a new residence in the past year	45.4%



Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	3.4%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

53 - Silver Flats

S6

53 - Silver Flats

Older low-income suburban singles and couples

This PRIZM® segment represents 0.6% of Canada's population and 0.9% of households.

M2

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Reduce car-related emissions
2. Use eco-friendly products
3. Use alternative energy

Healthy Lifestyle

1. Consume natural foods
2. Live balanced lifestyle
3. Avoid sweeteners in beverages

Psychographics

"It is important that the country should hold a strong position in the world."

"When I shop online I prefer to support Canadian retailers."

"I trust my own judgement in picking out my clothes."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

53 - Silver Flats

S6

53 - Silver Flats

Older low-income suburban singles and couples

This PRIZM® segment represents 0.6% of Canada's population and 0.9% of households.

M2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Film festivals
2. Fitness walking

Online Gambling

Shopping

Products Purchased

1. Personal computer
2. Bed or mattress

Websites Browsed*

1. International news
2. National news

Selected Banners*

Financial

Financial Products Held

1. RRIF
2. Chequing & savings

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Casual/family dining
2. Sandwiches

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Jeep
2. Chevrolet
3. Ford

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

53 - Silver Flats

S6

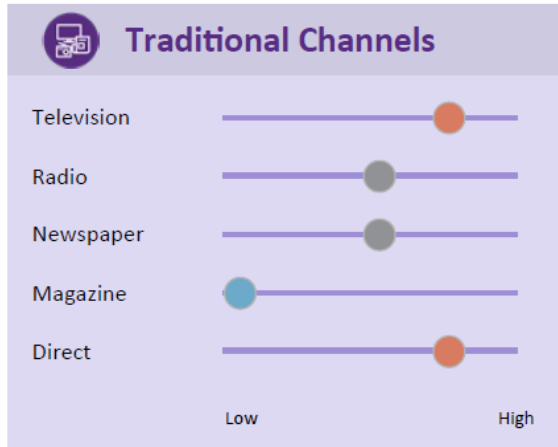
53 - Silver Flats

Older low-income suburban singles and couples

This PRIZM® segment represents 0.6% of Canada's population and 0.9% of households.

M2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Tubi, Crave, YouTube Premium

Preferred Social Media

YouTube, Facebook, Reddit

Internet Usage

Online Activities

- Click on ad
- Travel
- Online magazines

Preferred Categories Browsed in 2024

- Technology
- Arts & entertainment
- Shopping

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Influencer Impact

Likely to Be Influenced by:

Category	Low	High
Celebrity	Low	High
Online Product Review	Low	High
Online influencer when:	Low	High
• accepting opinion	Low	High
• considering recommendation	Low	High
• Influencer when purchasing	Low	High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

53 - Silver Flats

S6

53 - Silver Flats

Older low-income suburban singles and couples

This PRIZM® segment represents 0.6% of Canada's population and 0.9% of households.

M2

Overview

Who They Are

How They Think

What They Do

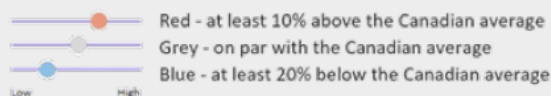
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

54 - Vie au Village

R3

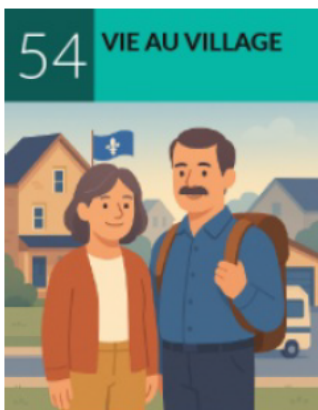
54 - Vie au Village

Rural, middle-aged and older Quebecois

This PRIZM® segment represents 1.9% of Canada's population and 2.1% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



R3 Rural Francophone Middle-Age Families F3

Rural, middle-aged and older Quebecois

Vie au Village neighbourhoods are characterized by a strong Francophone cultural identity and a blue-collar lifestyle. These rural households, often living in owner-occupied detached homes, include a mix of couples and families, both married and common-law, many with children at home. Residents of this segment engage in outdoor activities like skiing and fishing, reflecting their active lifestyle. High school and college educations support modest incomes earned through trade and service sector jobs. Their interests reflect a deep appreciation for nature and family life, with traditional media remaining a primary source of entertainment. This lifestyle is grounded in practicality, community ties, and values of sustainability and social responsibility.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

54 - Vie au Village

R3

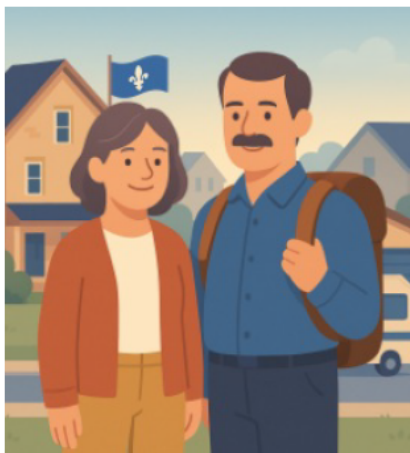
54 - Vie au Village

Rural, middle-aged and older Quebecois

This PRIZM® segment represents 1.9% of Canada's population and 2.1% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family	
Maintainer age	65 -74
Household size	1 - 2
Children at home	33.9%
Age of children at home	<15

Education & Occupation	
Household income	\$99K
Education	Trade School/Grade 9
Occupation	Mixed
Commute method	Car

Dwellings	
Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	31.3%

Diversity	
Diversity	Low
Official language	French
Immigrants to Canada (since 2022)	0.5%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

54 - Vie au Village

R3

F3

54 - Vie au Village

Rural, middle-aged and older Quebecois

This PRIZM® segment represents 1.9% of Canada's population and 2.1% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy Canadian products
2. Buy fuel-efficient cars
3. Change lifestyle for environment

Healthy Lifestyle

1. Prefer low-calorie food
2. Consume less meat & cow's milk
3. Reduce stress

Psychographics

- "I would prefer to do work that is exciting, but does not pay very well."
- "I try to keep abreast of changes in style and fashions."
- "What one feels is more important than reason and logic."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

54 - Vie au Village

R3

54 - Vie au Village

Rural, middle-aged and older Quebecois

This PRIZM® segment represents 1.9% of Canada's population and 2.1% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Book shows
2. Comedy clubs/shows

Online Gambling

Shopping

Products Purchased

1. Baby furniture
2. Video game system

Websites Browsed*

1. Cooking
2. Weather

Selected Banners*

Financial

Financial Products Held

1. Mortgage
2. HELOC

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. American
2. Food court

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Mitsubishi
2. Kia
3. Chevrolet

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

54 - Vie au Village

R3

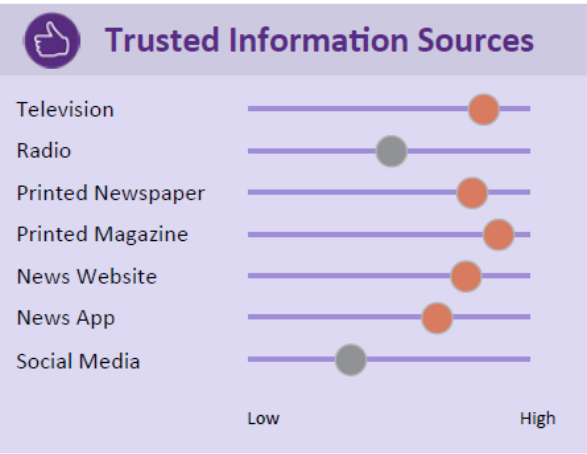
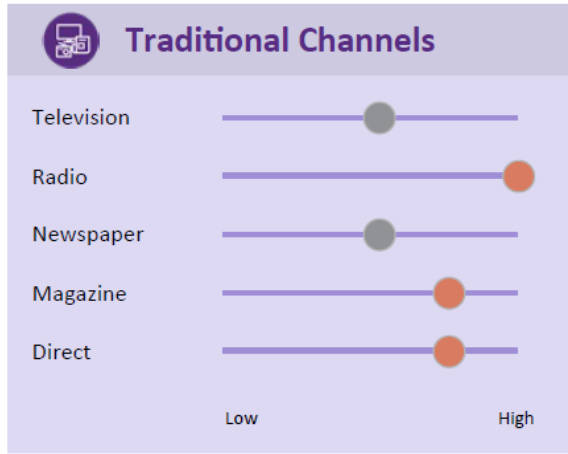
54 - Vie au Village

Rural, middle-aged and older Quebecois

This PRIZM® segment represents 1.9% of Canada's population and 2.1% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	--------------------------	----------



Preferred Streaming Services

ICI TOU.TV, TVA+, Club illico

Preferred Social Media

Facebook, TikTok, Pinterest

Internet Usage

Low High

Online Activities

- TV website
- Celebrity gossip
- Travel

Preferred Categories Browsed in 2024

- Science
- Technology
- Arts & entertainment

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Low	High
Celebrity	Low	High
Online Product Review	Low	Low
Online influencer when:		
• accepting opinion	Low	High
• considering recommendation	Low	High
• Influencer when purchasing	Low	High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

54 - Vie au Village

R3

54 - Vie au Village

Rural, middle-aged and older Quebecois

This PRIZM® segment represents 1.9% of Canada's population and 2.1% of households.

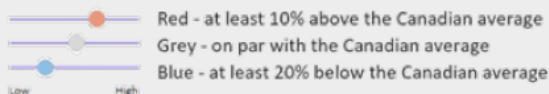
F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

55 - Enclaves Multiethniques

U3

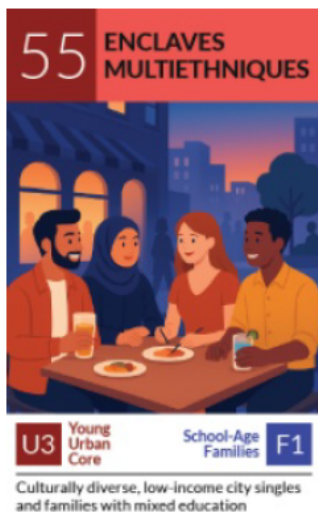
55 - Enclaves Multiethniques

Culturally diverse, low-income city singles and families with mixed education

This PRIZM® segment represents 0.5% of Canada's population and 0.6% of households.

F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Enclaves Multiethniques, home to both younger and middle-aged residents, is a haven for immigrants and francophones, concentrated in older urban-core neighbourhoods of Montreal. More than half of the residents are foreign-born. While over 40 percent speak French at home, nearly as many speak a non-official language such as Arabic or Spanish. Residents tend to rent apartments and work in service-sector jobs, typically earning below-average incomes. This segment demonstrates a strong desire for community and connection, actively participating in local cultural events, outdoor activities, and educational programs. Their cultural identity shapes everyday choices and social engagement, reflecting a lifestyle centred in resilience, diversity, and collective belonging.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

55 - Enclaves Multiethniques

U3

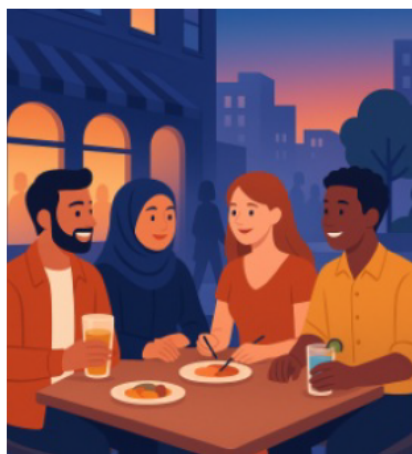
55 - Enclaves Multiethniques

Culturally diverse, low-income city singles and families with mixed education

This PRIZM® segment represents 0.5% of Canada's population and 0.6% of households.

F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family	
Maintainer age	25 - 34
Household size	1 - 2
Children at home	30.4%
Age of children at home	<15

Education & Occupation	
Household income	\$79K
Education	University/High School/Grade 9
Occupation	White Collar/Service Sector
Commute method	Public Transit

Dwellings	
Dwelling type	Apartment/Duplex
Tenure	Rent
Households moved into a new residence in the past year	51.3%

Diversity	
Diversity	High
Official language	Non-Official
Immigrants to Canada (since 2022)	5.5%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

55 - Enclaves Multiethnics

U3

55 - Enclaves Multiethnics

Culturally diverse, low-income city singles and families with mixed education

This PRIZM® segment represents 0.5% of Canada's population and 0.6% of households.

F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy Canadian products
2. Reduce car-related emissions
3. Buy fuel-efficient cars

Healthy Lifestyle

1. Buy organic beverages
2. Introduce balanced diet
3. Buy beverages with probiotics

Psychographics

"I participate in sports on a regular basis."

"Sports and recreation are important to my family."

"Feel that I am more a citizen of the world than a citizen of my country."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

55 - Enclaves Multiethniques

U3

55 - Enclaves Multiethniques

Culturally diverse, low-income city singles and families with mixed education

This PRIZM® segment represents 0.5% of Canada's population and 0.6% of households.

F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	---------------------	-------------------	----------

Leisure

Leisure Activities

- Historical sites
- Music festivals

Online Gambling

Shopping

Products Purchased

- Video game system
- Musical instrument

Websites Browsed*

- Car rental
- Taxi/ride sharing

Selected Banners*

Financial

Financial Products Held

- Chequing & savings
- Personal loans

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- French
- Greek

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Mitsubishi
- Kia
- Hyundai

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

55 - Enclaves Multiethniques

U3

F1

55 - Enclaves Multiethniques

Culturally diverse, low-income city singles and families with mixed education

This PRIZM® segment represents 0.5% of Canada's population and 0.6% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Traditional Channels

Channel	Low	High
Television	Low	High
Radio	Low	High
Newspaper	Low	High
Magazine	Low	High
Direct	Low	High

Trusted Information Sources

Source	Low	High
Television	Low	High
Radio	Low	High
Printed Newspaper	Low	High
Printed Magazine	Low	High
News Website	Low	High
News App	Low	High
Social Media	Low	High

Preferred Streaming Services

ICI TOU.TV Extra, Club illico, TVA+

Preferred Social Media

Dating platform (excl. Tinder), Health and fitness sites, TikTok

Internet Usage

Low High

Online Activities

- Celebrity gossip
- TV website
- Automotive news/content

Preferred Categories Browsed in 2024

- Travel
- Careers
- Automotive

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Low	High
Celebrity	Low	High
Online Product Review	Low	High
Online influencer when:	Low	High
• accepting opinion	Low	High
• considering recommendation	Low	High
• Influencer when purchasing	Low	High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

55 - Enclaves Multiethniques

U3

55 - Enclaves Multiethniques

Culturally diverse, low-income city singles and families with mixed education

This PRIZM® segment represents 0.5% of Canada's population and 0.6% of households.

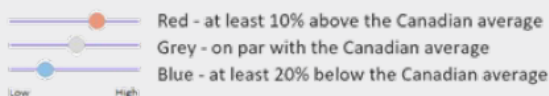
F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

56 - Jeunes Biculturels

U6

Y2

56 - Jeunes Biculturels

Younger and middle-aged Quebec urban singles

This PRIZM® segment represents 0.8% of Canada's population and 1.0% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Jeunes Biculturels is a lively segment that forms part of Montreal’s multicultural fabric, home to younger singles living in francophone neighbourhoods. These diverse young adults - many under 35 - earn lower-middle incomes from service sector and white-collar jobs. Most residents rent low-rise apartments and engage in recreational activities like soccer and cycling, often balancing financial stability with social engagement in their careers. Their preference for meaningful, low-cost leisure options, along with a strong pattern of civic involvement, reflects a lifestyle centered on connection, participation, and cultural pride.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

56 - Jeunes Biculturels

U6

Y2

56 - Jeunes Biculturels

Younger and middle-aged Quebec urban singles

This PRIZM® segment represents 0.8% of Canada's population and 1.0% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family

Maintainer age	25 - 34
Household size	1 - 2
Children at home	27.5%
Age of children at home	<15

Education & Occupation

Household income	\$86K
Education	University/High School/Grade 9
Occupation	White Collar/Service Sector
Commute method	Public Transit

Dwellings

Dwelling type	Apartment/Duplex
Tenure	Rent
Households moved into a new residence in the past year	54.8%

Diversity

Diversity	Medium
Official language	French
Immigrants to Canada (since 2022)	4.5%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

56 - Jeunes Biculturels

U6

Y2

56 - Jeunes Biculturels

Younger and middle-aged Quebec urban singles

This PRIZM® segment represents 0.8% of Canada's population and 1.0% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy Canadian products
2. Reduce car-related emissions
3. Buy fuel-efficient cars

Healthy Lifestyle

1. Buy organic beverages
2. Reduce stress
3. Exercise more often

Psychographics

- "Sports and recreation are important to my family."
- "I participate in sports on a regular basis."
- "I pay extra to personalize products to suit my taste and style."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

56 - Jeunes Biculturels

U6

Y2

56 - Jeunes Biculturels

Younger and middle-aged Quebec urban singles

This PRIZM® segment represents 0.8% of Canada's population and 1.0% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Comedy clubs/shows
- Music festivals

Online Gambling

Shopping

Products Purchased

- Camera
- Video game system

Websites Browsed*

- Car rental
- Taxi/ride sharing

Selected Banners*

Financial

Financial Products Held

- Personal loans
- Other secured lines of credit

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- French
- Bistro-style food

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Mitsubishi
- Kia
- Hyundai

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

56 - Jeunes Biculturels

U6

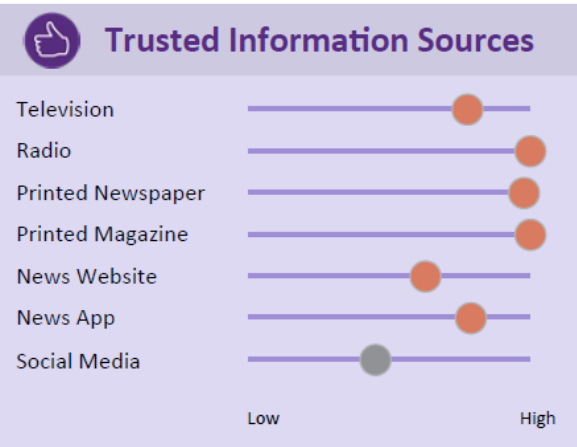
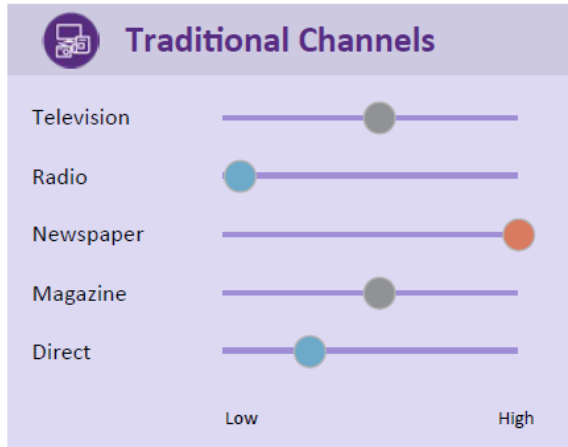
Y2

56 - Jeunes Biculturels

Younger and middle-aged Quebec urban singles

This PRIZM® segment represents 0.8% of Canada's population and 1.0% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

ICI TOU.TV Extra, Club illico, ICI TOU.TV

Preferred Social Media

Dating platform (excl. Tinder), Health and fitness sites, TikTok

Internet Usage

Low High

Online Activities

1. TV website
2. Celebrity gossip
3. Automotive news/content

Preferred Categories Browsed in 2024

1. Travel
2. Careers
3. Automotive

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Category	Level
Celebrity	High
Online Product Review	Low
Online influencer when:	
• accepting opinion	Low
• considering recommendation	Low
• Influencer when purchasing	High

Low High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

56 - Jeunes Biculturels

U6

Y2

56 - Jeunes Biculturels

Younger and middle-aged Quebec urban singles

This PRIZM® segment represents 0.8% of Canada's population and 1.0% of households.

Overview

Who They Are

How They Think

What They Do

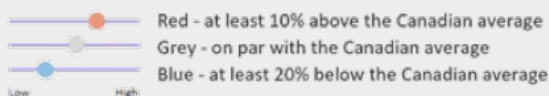
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

57 - Juggling Acts

U5

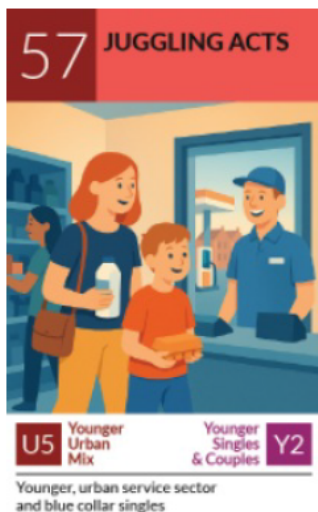
Y2

57 - Juggling Acts

Younger, urban service sector and blue collar singles

This PRIZM® segment represents 1.5% of Canada's population and 1.6% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Juggling Acts is characterized by a vibrant blend of young singles, couples, and families, particularly in small- and medium-sized cities such as London and Kitchener-Cambridge. This segment includes many renters living in row houses and low-rise apartments, typically earning middle incomes from service and blue-collar jobs. Their weekend activities are often family-focused, with a strong inclination toward outdoor adventures, neighbourhood festivals, and local fairs. They value authenticity and seek meaningful experiences that align with their practical outlook, family priorities, and desire for connection.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

57 - Juggling Acts

U5

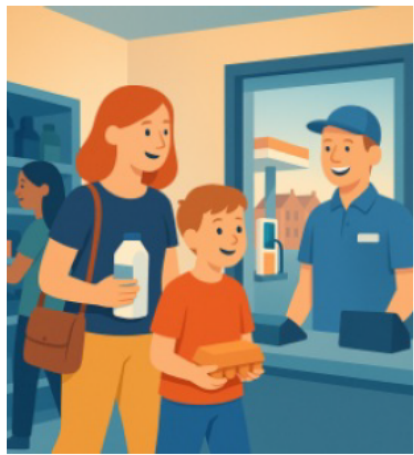
57 - Juggling Acts

Younger, urban service sector and blue collar singles

This PRIZM® segment represents 1.5% of Canada's population and 1.6% of households.

Y2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family	
Maintainer age	25 - 34
Household size	1 - 2
Children at home	35.5%
Age of children at home	Mixed

Education & Occupation	
Household income	\$103K
Education	High School/College
Occupation	Service Sector/Blue Collar
Commute method	Car

Dwellings	
Dwelling type	Mixed
Tenure	Rent & Own
Households moved into a new residence in the past year	51.5%

Diversity	
Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	4.5%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

57 - Juggling Acts

U5

Y2

57 - Juggling Acts

Younger, urban service sector and blue collar singles

This PRIZM® segment represents 1.5% of Canada's population and 1.6% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy Canadian products
2. Buy organic
3. Drive less

Healthy Lifestyle

1. Eat vegetarian food
2. Monitor vitamin intake
3. Consume less meat & cow's milk

Psychographics

"I like to share my opinions about products and services by posting reviews online."

"I worry about not having enough money to retire."

"Out-of-Home or outdoor advertising affects how I see a brand."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

57 - Juggling Acts

U5

Y2

57 - Juggling Acts

Younger, urban service sector and blue collar singles

This PRIZM® segment represents 1.5% of Canada's population and 1.6% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Martial arts (any)
2. Craft shows

Online Gambling

Shopping

Products Purchased

1. Computer software
2. Bicycle/bicycle equipment

Websites Browsed*

1. Food delivery
2. AI and ML

Selected Banners*

Financial

Financial Products Held

1. Personal loans
2. Other secured lines of credit

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Bar/pub food
2. Convenience store

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Ram
2. Ford
3. Kia

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

57 - Juggling Acts

U5

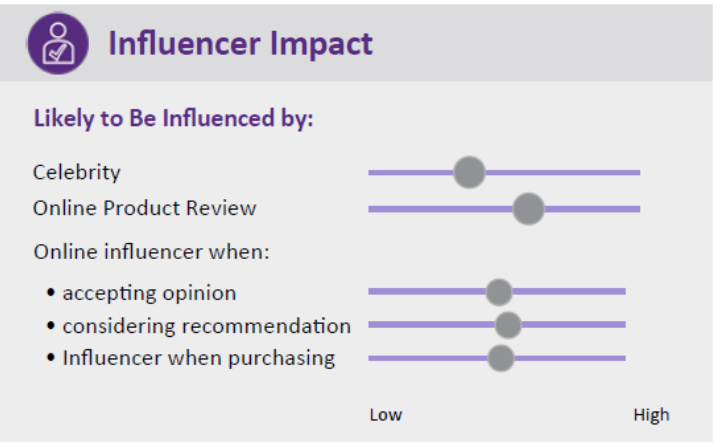
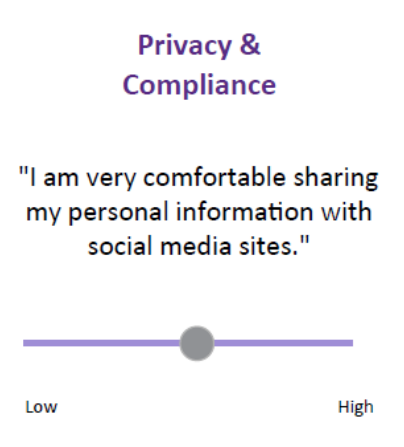
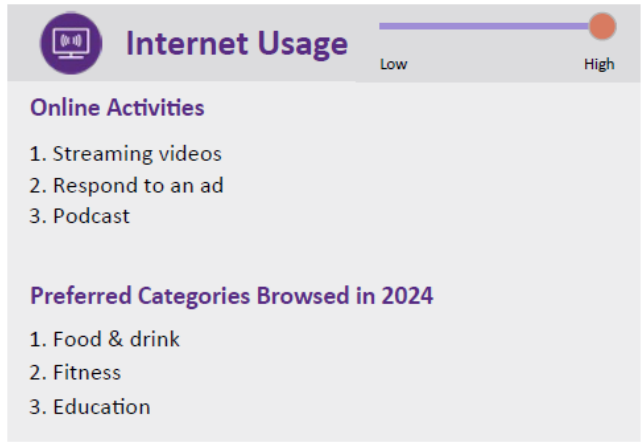
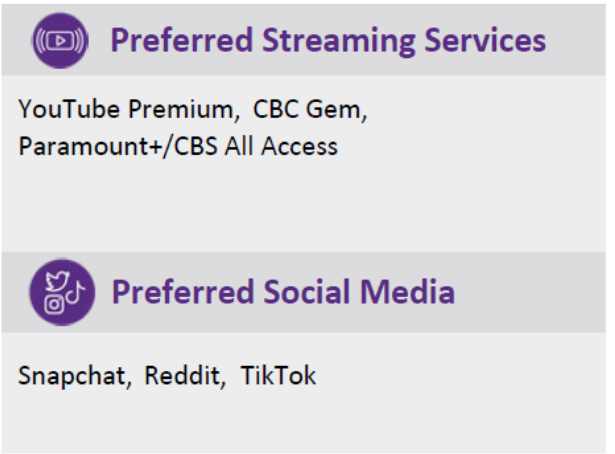
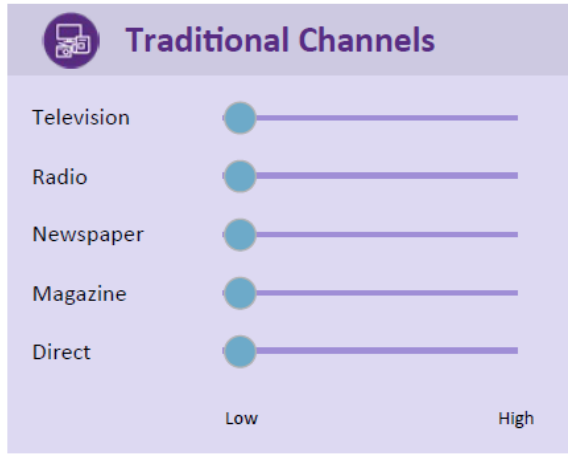
Y2

57 - Juggling Acts

Younger, urban service sector and blue collar singles

This PRIZM® segment represents 1.5% of Canada's population and 1.6% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

57 - Juggling Acts

U5

Y2

57 - Juggling Acts

Younger, urban service sector and blue collar singles

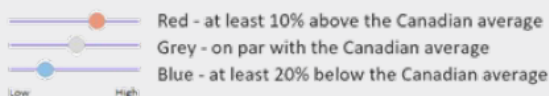
This PRIZM® segment represents 1.5% of Canada's population and 1.6% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

58 - Old Town Roads

T1

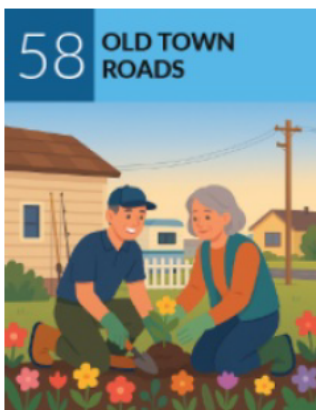
58 - Old Town Roads

Older, middle-income town households

This PRIZM® segment represents 1.0% of Canada's population and 1.0% of households.

M1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



T1 Town Mix Older Families & Empty Nests M1

Older, middle-income town households

Old Town Roads is a segment of older couples and individuals living in Canada’s quaint small towns. Many are empty-nesters or widowed, predominantly residing in older single-detached homes, and earning middle incomes through blue-collar or agricultural work. These residents prioritize financial security as they approach or enter retirement. They enjoy time-honoured pastimes like fishing and gardening and have a strong appreciation for local events and music festivals. Traditional media remains central to their entertainment, with TV sports and classic rock or country music on the radio being favourites. Their lifestyle is defined by simplicity, familiarity, and strong ties to tradition.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

58 - Old Town Roads

T1

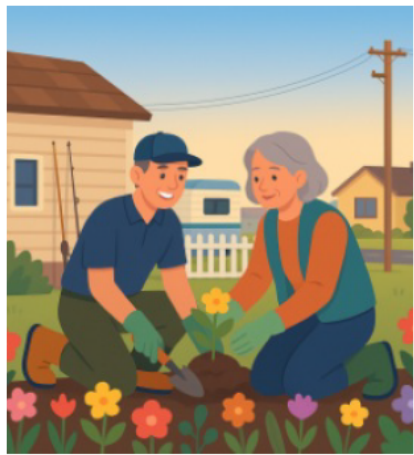
M1

58 - Old Town Roads

Older, middle-income town households

This PRIZM® segment represents 1.0% of Canada's population and 1.0% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family

Maintainer age	75+
Household size	1 - 2
Children at home	34.1%
Age of children at home	Mixed

Education & Occupation

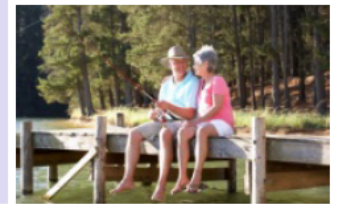
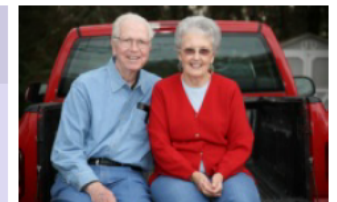
Household income	\$102K
Education	Mixed
Occupation	Service Sector/Blue Collar
Commute method	Car

Dwellings

Dwelling type	Single Detached/Moveable
Tenure	Own
Households moved into a new residence in the past year	34.8%

Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	1.6%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

58 - Old Town Roads

T1

M1

58 - Old Town Roads

Older, middle-income town households

This PRIZM® segment represents 1.0% of Canada's population and 1.0% of households.

Overview

Who They Are

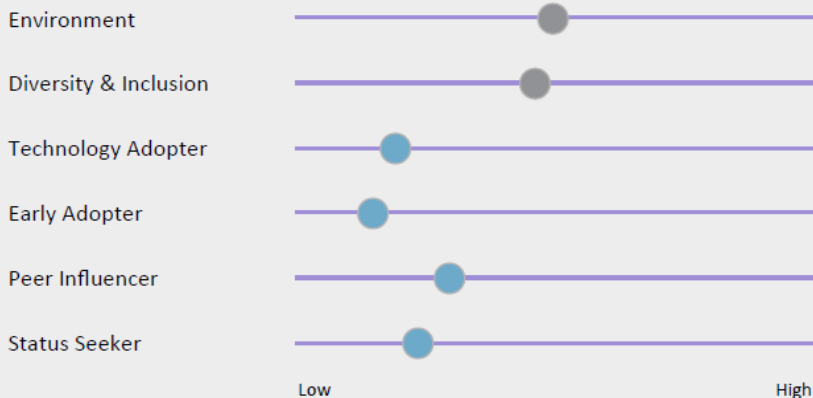
How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Use alternative energy
2. Buy organic
3. Buy locally

Healthy Lifestyle

1. Avoid sweeteners in beverages
2. Consume less meat & cow's milk
3. Monitor vitamin intake

Psychographics

"Life in the country is much more satisfying than in the city."

"I like to share my opinions about products and services by posting reviews online."

"I do more entertaining at home now than ever before."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

58 - Old Town Roads

T1

M1

58 - Old Town Roads

Older, middle-income town households

This PRIZM® segment represents 1.0% of Canada's population and 1.0% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Craft shows
- Auto shows

Online Gambling

Shopping

Products Purchased

- Fireplace
- Musical instrument

Websites Browsed*

- National news
- Weather

Selected Banners*

Brand	Clicks	Bricks
Canadian Tire	Low	High
Costco	Low	Low
IKEA	Low	Low

Financial

Financial Products Held

- RRIF
- HELOC

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Sandwiches
- American

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Ford
- Ram
- GMC

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Vehicle Type	Low	High
Electric	Low	High
Gasoline Hybrid	Low	High
Plug-in Hybrid	Low	High
Premium EV	Low	High
Standard EV	Low	High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

58 - Old Town Roads

T1

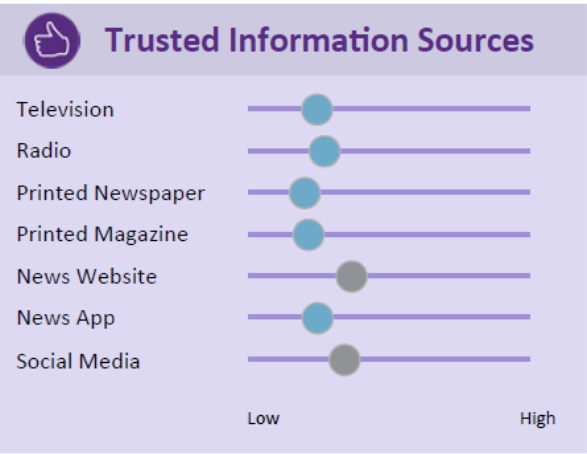
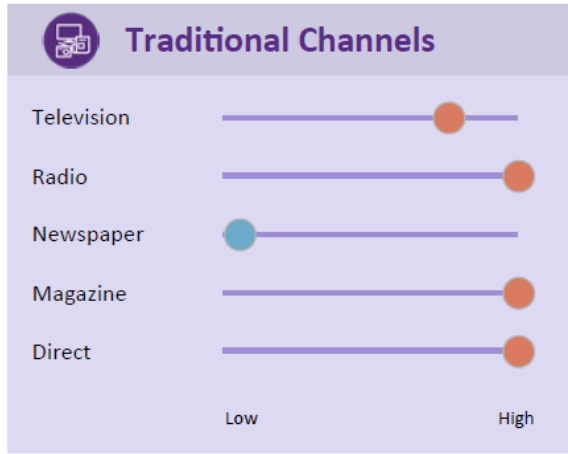
M1

58 - Old Town Roads

Older, middle-income town households

This PRIZM® segment represents 1.0% of Canada's population and 1.0% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Tubi, Paramount+/CBS All Access, CBC Gem

Preferred Social Media

Pinterest, Facebook, Snapchat

Internet Usage

Low High

Online Activities

- Streaming videos
- Download coupons
- Respond to an ad

Preferred Categories Browsed in 2024

- Science
- Home & garden
- Technology

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Low	High
Celebrity	Low	High
Online Product Review	Low	High
Online influencer when:	Low	High
• accepting opinion	Low	High
• considering recommendation	Low	High
• Influencer when purchasing	Low	High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

58 - Old Town Roads

T1

M1

58 - Old Town Roads

Older, middle-income town households

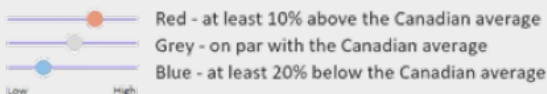
This PRIZM® segment represents 1.0% of Canada's population and 1.0% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

59 - La Vie Simple

S7

59 - La Vie Simple

Lower-middle-income Quebec suburban singles and couples

F1

This PRIZM® segment represents 1.2% of Canada's population and 1.5% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



La Vie Simple consists of older francophone couples and singles, including divorced and widowed individuals, living in the established suburbs surrounding Quebec's large and mid-sized cities. Residents earn lower-middle incomes from jobs in sales, services, and the trades, allowing them to afford modest homes or reasonably priced rentals. They prioritize meaningful social connections, often gathering with friends for neighbourhood events and outdoor activities such as hiking and skiing. This segment shows a strong inclination toward finding fulfilment in their work and values social responsibility, while maintaining a careful, selective approach to technology. Their lifestyle reflects a quiet balance of community, simplicity, and purpose.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

59 - La Vie Simple

S7

59 - La Vie Simple

Lower-middle-income Quebec suburban singles and couples

This PRIZM® segment represents 1.2% of Canada's population and 1.5% of households.

F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------

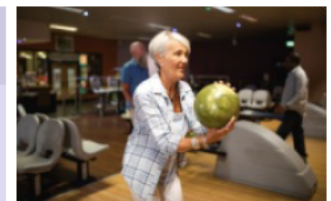


Household & Family	
Maintainer age	65 -74
Household size	1 - 2
Children at home	29.5%
Age of children at home	<20

Education & Occupation	
Household income	\$90K
Education	Trade School/Grade 9
Occupation	Service Sector/Blue Collar
Commute method	Car

Dwellings	
Dwelling type	Low Rise Apt/Single Detached/Duplex
Tenure	Rent & Own
Households moved into a new residence in the past year	43.1%

Diversity	
Diversity	Low
Official language	French
Immigrants to Canada (since 2022)	1.2%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

59 - La Vie Simple

S7

59 - La Vie Simple

Lower-middle-income Quebec suburban singles and couples

This PRIZM® segment represents 1.2% of Canada's population and 1.5% of households.

F1

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy fuel-efficient cars
2. Buy locally
3. Use eco-friendly products

Healthy Lifestyle

1. Buy beverages with probiotics
2. Prefer low-calorie food
3. Consume less meat & cow's milk

Psychographics

- "I would prefer to do work that is exciting, but does not pay very well."
- "I participate in sports on a regular basis."
- "What one feels is more important than reason and logic."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

59 - La Vie Simple

S7

59 - La Vie Simple

Lower-middle-income Quebec suburban singles and couples

This PRIZM® segment represents 1.2% of Canada's population and 1.5% of households.

F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	---------------------	-------------------	----------

Leisure

Leisure Activities

1. Book shows
2. Cross country skiing/snowshoeing

Online Gambling

Shopping

Products Purchased

1. Office equipment
2. Baby furniture

Websites Browsed*

1. Cooking
2. Games

Selected Banners*

Brand	Clicks	Bricks
Canadian Tire	Low	High
Costco	Low	Low
IKEA	Low	Low

Financial

Financial Products Held

1. RRIF
2. Chequing & savings

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Thai
2. French

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Mitsubishi
2. Kia
3. Hyundai

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

59 - La Vie Simple

S7

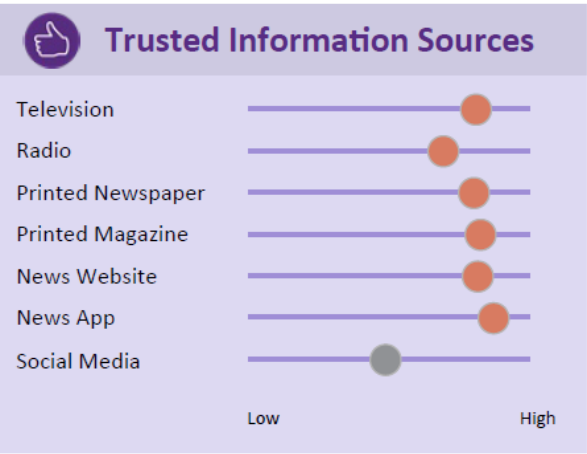
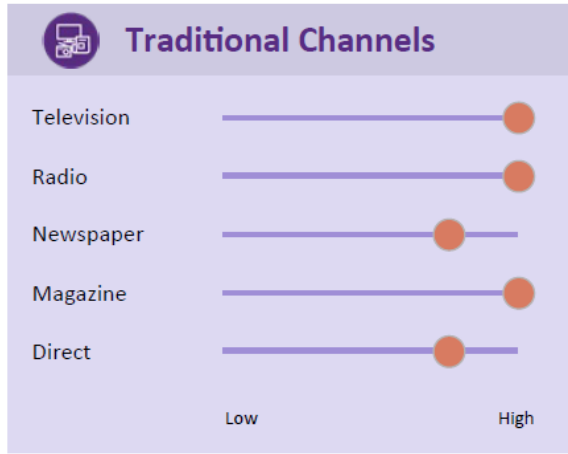
59 - La Vie Simple

Lower-middle-income Quebec suburban singles and couples

This PRIZM® segment represents 1.2% of Canada's population and 1.5% of households.

F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

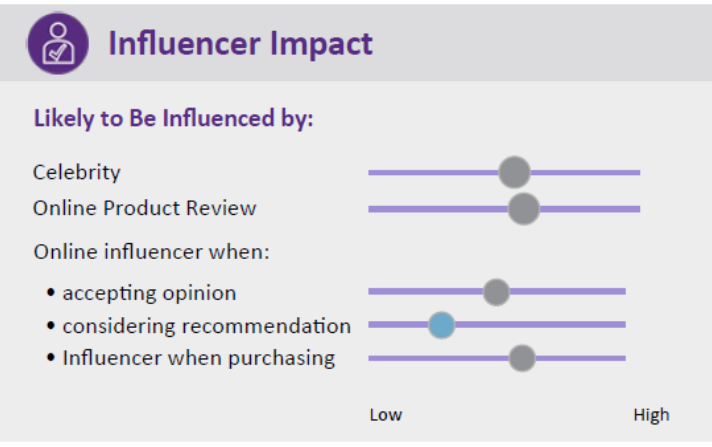
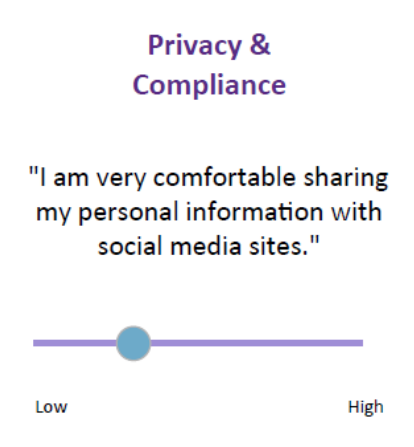
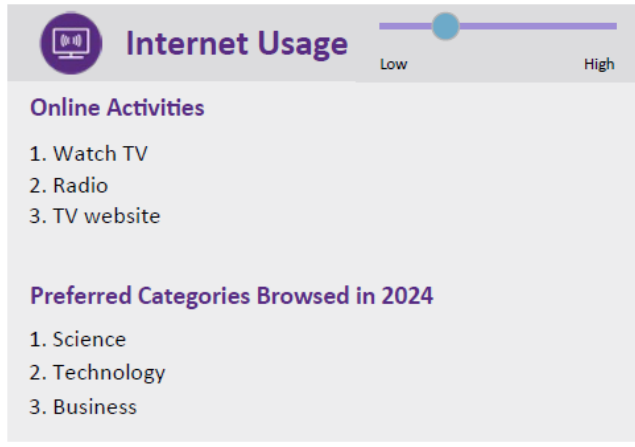


Preferred Streaming Services

ICI TOU.TV, ICI TOU.TV Extra, Noovo

Preferred Social Media

Facebook, TikTok, Pinterest





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

59 - La Vie Simple

S7

59 - La Vie Simple

Lower-middle-income Quebec suburban singles and couples

This PRIZM® segment represents 1.2% of Canada's population and 1.5% of households.

F1

Overview

Who They Are

How They Think

What They Do

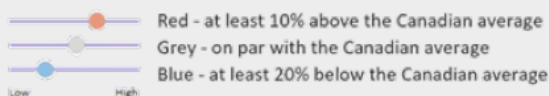
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

60 - Value Villagers

U5

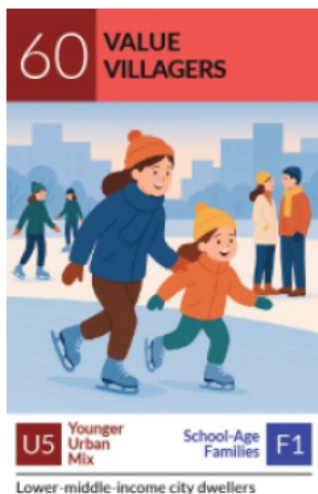
F1

60 - Value Villagers

Lower-middle-income city dwellers

This PRIZM® segment represents 1.4% of Canada's population and 1.5% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Value Villagers represent a distinctive and resourceful segment, primarily located in older neighbourhoods of mid-sized industrial cities. Characterized by a blend of singles, couples, and lone-parent families, they tend to live in homes with a strong local identity. Despite earning lower-middle incomes, many have found ways to live affordably, often sharing rent with roommates. This segment takes pride in their tight-knit communities and enjoys outdoor and cultural activities such as visiting parks, attending local craft shows, and curling. Their focus on emotional balance and civic involvement reflects a lifestyle rooted in resilience, creativity, and community connection.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

60 - Value Villagers

U5

60 - Value Villagers

Lower-middle-income city dwellers

This PRIZM® segment represents 1.4% of Canada's population and 1.5% of households.

F1

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	25 - 34
Household size	1 - 2
Children at home	36.3%
Age of children at home	Mixed



Education & Occupation

Household income	\$96K
Education	Mixed
Occupation	Service Sector/Blue Collar
Commute method	Car



Dwellings

Dwelling type	Single Detached
Tenure	Own & Rent
Households moved into a new residence in the past year	40.5%



Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	2.2%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

60 - Value Villagers

U5

F1

60 - Value Villagers

Lower-middle-income city dwellers

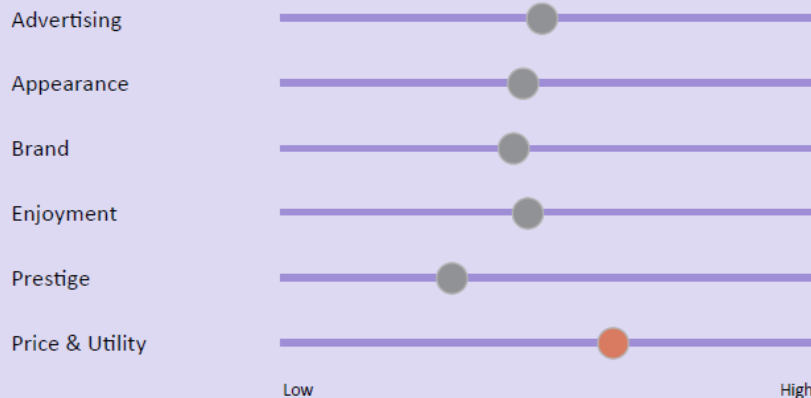
This PRIZM® segment represents 1.4% of Canada's population and 1.5% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy Canadian products
2. Use alternative energy
3. Use eco-friendly products

Healthy Lifestyle

1. Monitor vitamin intake
2. Consume less meat & cow's milk
3. Care about nutritional content

Psychographics

"I like to share my opinions about products and services by posting reviews online."

"It is important that the country should hold a strong position in the world."

"I participate in sports on a regular basis."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

60 - Value Villagers

U5

60 - Value Villagers

Lower-middle-income city dwellers

This PRIZM® segment represents 1.4% of Canada's population and 1.5% of households.

F1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Curling
- Marathon or similar event

Online Gambling

Shopping

Products Purchased

- Home exercise equipment
- Printing of digital photos

Websites Browsed*

- Auctions & marketplaces
- Games

Selected Banners*

Brand	Clicks	Bricks
Canadian Tire	Low	High
Costco	Low	High
IKEA	Low	High

Financial

Financial Products Held

- Mortgage
- Personal loans

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Bar/pub food
- Steakhouse

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Ram
- Jeep
- Ford

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

60 - Value Villagers

U5

F1

60 - Value Villagers

Lower-middle-income city dwellers

This PRIZM® segment represents 1.4% of Canada's population and 1.5% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Traditional Channels

Channel	Low	High
Television	Low	High
Radio	Low	High
Newspaper	Low	High
Magazine	Low	High
Direct	Low	High

Trusted Information Sources

Source	Low	High
Television	Low	High
Radio	Low	High
Printed Newspaper	Low	High
Printed Magazine	Low	High
News Website	Low	High
News App	Low	High
Social Media	Low	High

Preferred Streaming Services

Tubi, Paramount+/CBS All Access, CBC Gem

Preferred Social Media

Snapchat, TikTok, Pinterest

Internet Usage

Low High

Online Activities

1. Access professional sports
2. Podcast
3. Real estate listings

Preferred Categories Browsed in 2024

1. Food & drink
2. Fitness
3. Science

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Low	High
Celebrity	Low	High
Online Product Review	Low	High

Online influencer when:

- accepting opinion
- considering recommendation
- Influencer when purchasing

Low High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

60 - Value Villagers

U5

F1

60 - Value Villagers

Lower-middle-income city dwellers

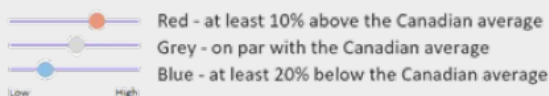
This PRIZM® segment represents 1.4% of Canada's population and 1.5% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

61 - Came From Away

U4

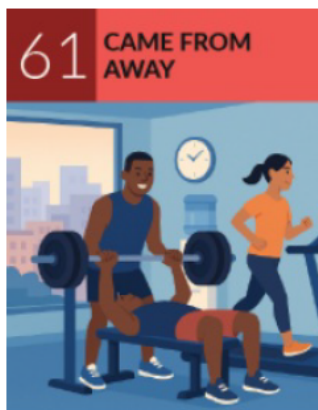
61 - Came From Away

Multi-ethnic, younger and middle-aged urban singles and families

This PRIZM® segment represents 1.6% of Canada's population and 1.6% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



U4 Urban Diversity Middle-Age Families F3

Multi-ethnic, younger and middle-aged urban singles and families

Came From Away encompasses a culturally diverse segment largely situated in Toronto's high-rise neighbourhoods. Most residents are younger or middle-aged, foreign-born, and speak non-official languages. These singles and lone-parent families typically earn low incomes from service-sector jobs and often rent apartments. Their lifestyle leans toward health consciousness, as reflected in their active participation in fitness activities, and they frequently take advantage of affordable local offerings such as sports programs and city attractions. This segment also demonstrates strong digital engagement, frequently using mobile devices to stay connected, share interests, and access information - reflecting a socially connected, resourceful, and city-savvy way of life.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

61 - Came From Away

U4

61 - Came From Away

Multi-ethnic, younger and middle-aged urban singles and families

This PRIZM® segment represents 1.6% of Canada's population and 1.6% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family

Maintainer age	35 - 44
Household size	3
Children at home	45.5%
Age of children at home	15+

Education & Occupation

Household income	\$81K
Education	University/High School/Grade 9
Occupation	Mixed
Commute method	Public Transit

Dwellings

Dwelling type	Apt 5+
Tenure	Rent
Households moved into a new residence in the past year	37.6%

Diversity

Diversity	High
Official language	Non-Official
Immigrants to Canada (since 2022)	9.2%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

61 - Came From Away

U4

61 - Came From Away

Multi-ethnic, younger and middle-aged urban singles and families

This PRIZM® segment represents 1.6% of Canada's population and 1.6% of households.

F3

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Pay more for "clean" products
2. Buy Canadian products
3. Shop ethically and responsibly

Healthy Lifestyle

1. Eat vegetarian food
2. Buy beverages with probiotics
3. Buy organic beverages

Psychographics

"Out-of-Home or outdoor advertising affects how I see a brand."

"It is very likely that, if a product is widely advertised, it will be a good product."

"I am likely to share shopping deals or product information through social media channels."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

61 - Came From Away

U4

F3

61 - Came From Away

Multi-ethnic, younger and middle-aged urban singles and families

This PRIZM® segment represents 1.6% of Canada's population and 1.6% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Basketball game
- Soccer game

Online Gambling

Shopping

Products Purchased

- Party supplies, costumes
- Home exercise equipment

Websites Browsed*

- Taxi/ride sharing
- Car rental

Selected Banners*

Financial

Financial Products Held

- Chequing & savings
- Personal loans

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Food court
- High-quality restaurant

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Honda
- Toyota
- Lexus

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*
PRIZM® segment

Step 2: Select an individual segment or a group
61 - Came From Away

U4

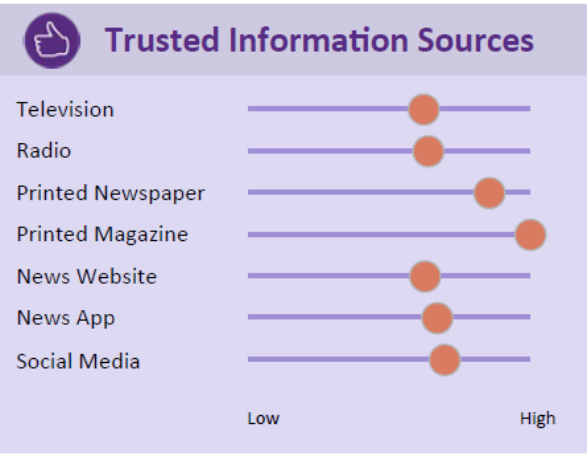
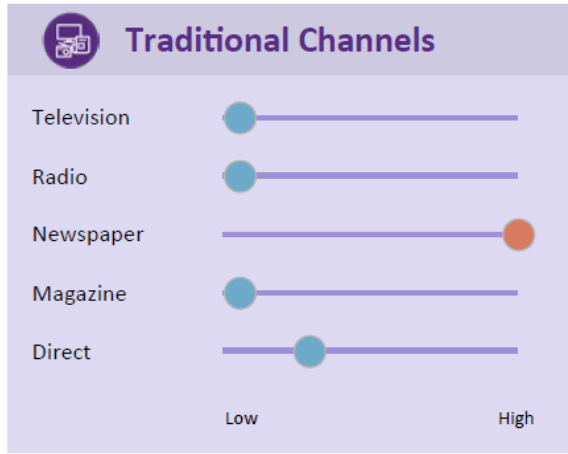
61 - Came From Away

Multi-ethnic, younger and middle-aged urban singles and families

This PRIZM® segment represents 1.6% of Canada's population and 1.6% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

TV services (e.g. Rogers Ignite/Bell Alt), Paramount+/CBS All Access, Apple TV+

Preferred Social Media

Dating platform (excl. Tinder), WeChat, Twitch

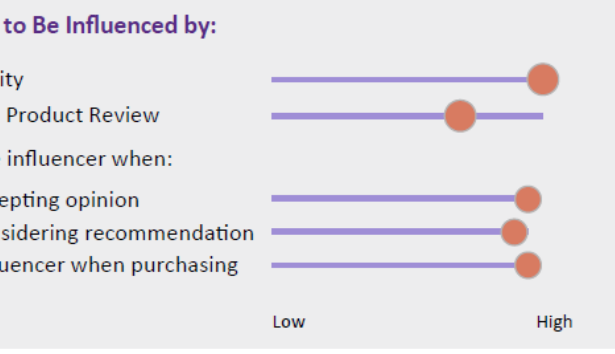


- #### Online Activities
1. Fashion
 2. Online magazines
 3. Receive store offers

- #### Preferred Categories Browsed in 2024
1. Automotive
 2. Travel
 3. Careers



Influencer Impact





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

61 - Came From Away

U4

F3

61 - Came From Away

Multi-ethnic, younger and middle-aged urban singles and families

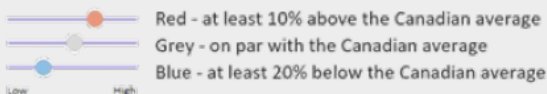
This PRIZM® segment represents 1.6% of Canada's population and 1.6% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

62 - Suburban Recliners

S6

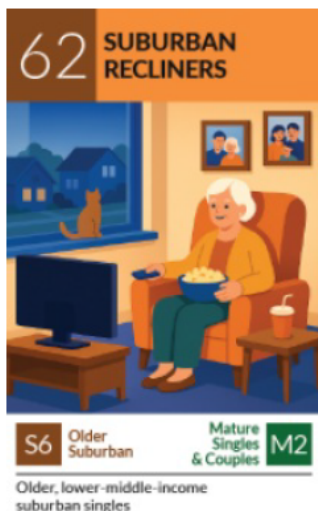
M2

62 - Suburban Recliners

Older, lower-middle-income suburban singles

This PRIZM® segment represents 2.0% of Canada's population and 2.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Suburban Recliners consists primarily of older individuals and couples living in affordable suburban neighbourhoods surrounding smaller and mid-sized cities. Characterized by a large proportion of empty-nesters and seniors earning modest lower-middle incomes, this segment tends to reside in single-detached homes and low-rise apartments, where they value a strong sense of community. These third-plus-generation Canadians enjoy their leisure time by attending local cultural events, theatre, and engaging in outdoor activities. Generally frugal, they make mindful spending decisions and show a strong interest in civic involvement and sustainability. Their lifestyle reflects a desire for connection, continuity, and meaningful engagement within their local communities.



Step 1: Select a Category*
PRIZM® segment

Step 2: Select an individual segment or a group
62 - Suburban Recliners

S6

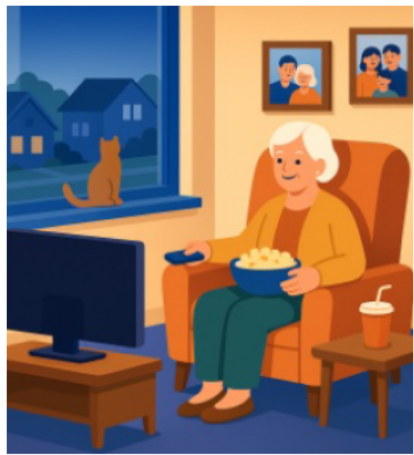
62 - Suburban Recliners

Older, lower-middle-income suburban singles

This PRIZM® segment represents 2.0% of Canada's population and 2.4% of households.

M2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family

Maintainer age	75+
Household size	1 - 2
Children at home	29.8%
Age of children at home	Mixed

Education & Occupation

Household income	\$95K
Education	Mixed
Occupation	Service Sector/Blue Collar
Commute method	Car

Dwellings

Dwelling type	Single Detached/Low Rise Apt
Tenure	Rent & Own
Households moved into a new residence in the past year	43.0%

Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	2.5%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

62 - Suburban Recliners

S6

M2

62 - Suburban Recliners

Older, lower-middle-income suburban singles

This PRIZM® segment represents 2.0% of Canada's population and 2.4% of households.

Overview

Who They Are

How They Think

What They Do

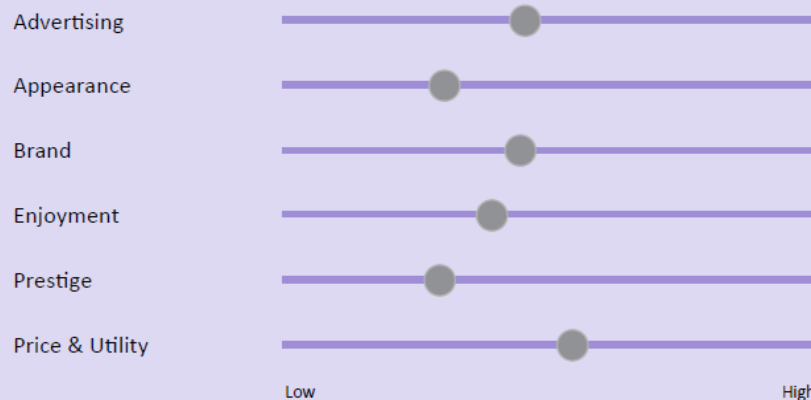
How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy locally
2. Buy Canadian products
3. Use alternative energy

Healthy Lifestyle

1. Monitor vitamin intake
2. Avoid sweeteners in beverages
3. Care about nutritional content

Psychographics

- "I like to share my opinions about products and services by posting reviews online."
- "I have made plans for those I love after I die."
- "I trust my own judgement in picking out my clothes."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

62 - Suburban Recliners

S6

62 - Suburban Recliners

Older, lower-middle-income suburban singles

This PRIZM® segment represents 2.0% of Canada's population and 2.4% of households.

M2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Curling
2. Craft shows

Online Gambling

Shopping

Products Purchased

1. Legal or notary services
2. Video game system

Websites Browsed*

1. Games
2. National news

Selected Banners*

Brand	Clicks	Bricks
Canadian Tire	Low	High
Costco	Low	Low
IKEA	Low	Low

Financial

Financial Products Held

1. RRIF
2. Chequing & savings

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Bar/pub food
2. Convenience store

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Ram
2. Ford
3. Chevrolet

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

62 - Suburban Recliners

S6

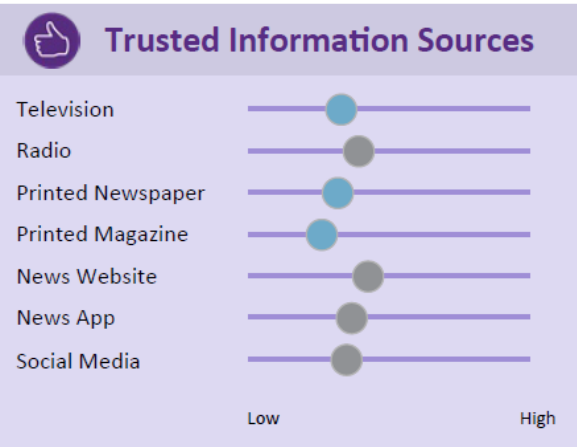
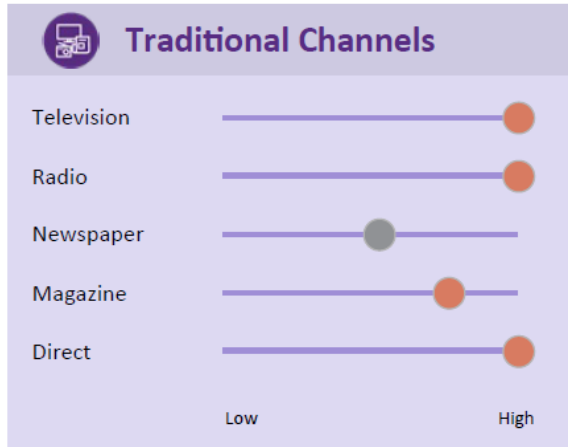
M2

62 - Suburban Recliners

Older, lower-middle-income suburban singles

This PRIZM® segment represents 2.0% of Canada's population and 2.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Tubi, Paramount+/CBS All Access, CBC Gem

Preferred Social Media

Snapchat, Pinterest, Facebook

Internet Usage

Online Activities

- Streaming videos
- Respond to an ad
- Automotive news/content

Preferred Categories Browsed in 2024

- Science
- Technology
- Arts & entertainment

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Level
Celebrity	High
Online Product Review	Low
Online influencer when:	
• accepting opinion	Low
• considering recommendation	Low
• Influencer when purchasing	Low



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

62 - Suburban Recliners

S6

62 - Suburban Recliners

Older, lower-middle-income suburban singles

This PRIZM® segment represents 2.0% of Canada's population and 2.4% of households.

M2

Overview

Who They Are

How They Think

What They Do

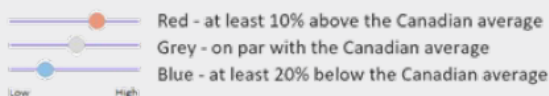
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

63 - Amants de la Nature

R3

63 - Amants de la Nature

Mature, lower-middle-income rural couples and singles

This PRIZM® segment represents 1.2% of Canada's population and 1.4% of households.

M2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



R3 Rural Francophone M2 Mature Singles & Couples

Mature, lower-middle-income rural couples and singles

Amants de la Nature is a rural segment notable as one of only two francophone segments with a significant number of residents living outside Quebec; nearly 15% reside in New Brunswick. These rural communities, largely made up of older couples, typically earn lower-middle incomes, primarily from blue-collar and agricultural work. Their lifestyle emphasizes simplicity and meaningful labour, with strong engagement in outdoor activities such as skiing, snowshoeing, and fishing. Media habits lean toward traditional formats, reflecting a preference for familiar and accessible content. With an affinity for culture, this segment values authenticity, self-sufficiency, and a strong sense of place.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

63 - Amants de la Nature

R3

63 - Amants de la Nature

Mature, lower-middle-income rural couples and singles

This PRIZM® segment represents 1.2% of Canada's population and 1.4% of households.

M2

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	65 -74
Household size	1 - 2
Children at home	28.8%
Age of children at home	Mixed



Education & Occupation

Household income	\$93K
Education	Trade School/Grade 9
Occupation	Primary/Blue Collar
Commute method	Car



Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	28.1%



Diversity

Diversity	Low
Official language	French
Immigrants to Canada (since 2022)	0.5%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

63 - Amants de la Nature

R3

M2

63 - Amants de la Nature

Mature, lower-middle-income rural couples and singles

This PRIZM® segment represents 1.2% of Canada's population and 1.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy fuel-efficient cars
2. Change lifestyle for environment
3. Buy organic

Healthy Lifestyle

1. Buy beverages with probiotics
2. Monitor cholesterol
3. Prefer low-calorie food

Psychographics

- "I try to keep abreast of changes in style and fashions."
- "I would prefer to do work that is exciting, but does not pay very well."
- "What one feels is more important than reason and logic."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

63 - Amants de la Nature

R3

M2

63 - Amants de la Nature

Mature, lower-middle-income rural couples and singles

This PRIZM® segment represents 1.2% of Canada's population and 1.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Book shows
2. Power boating/Jet skiing

Online Gambling

Shopping

Products Purchased

1. Baby furniture
2. Video game system

Websites Browsed*

1. Weather
2. Web search

Selected Banners*

Financial

Financial Products Held

1. HELOC
2. Lines of credit

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Chicken
2. Thai

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Mitsubishi
2. Chevrolet
3. GMC

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

63 - Amants de la Nature

R3

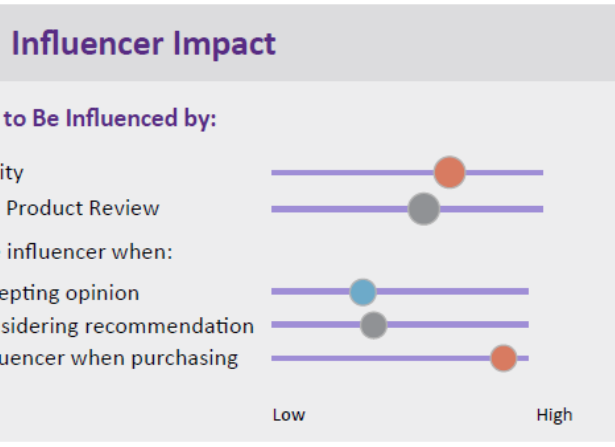
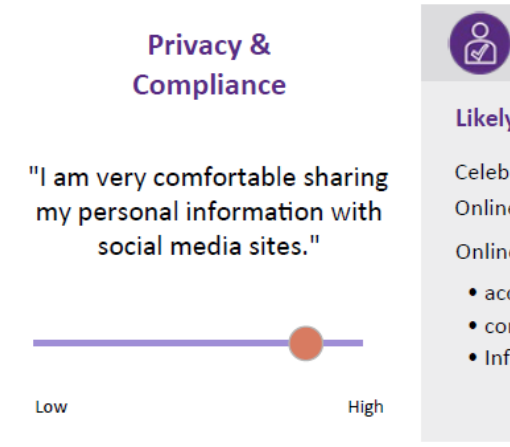
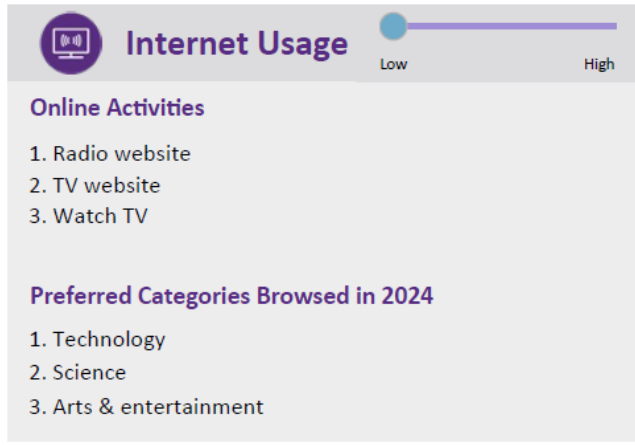
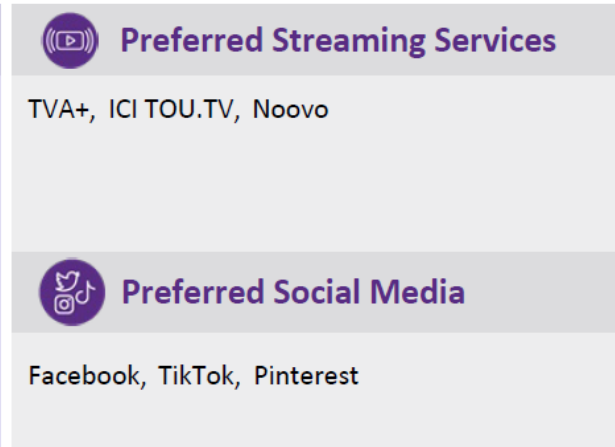
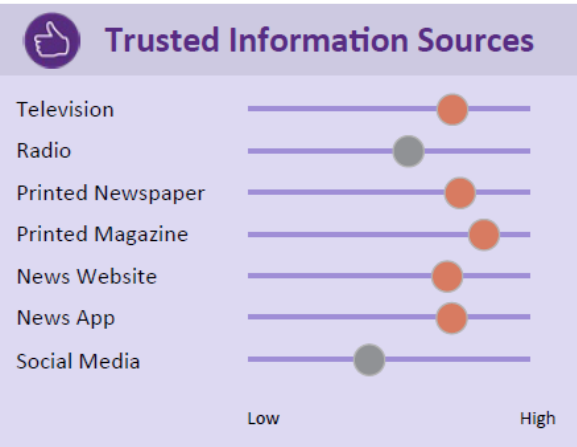
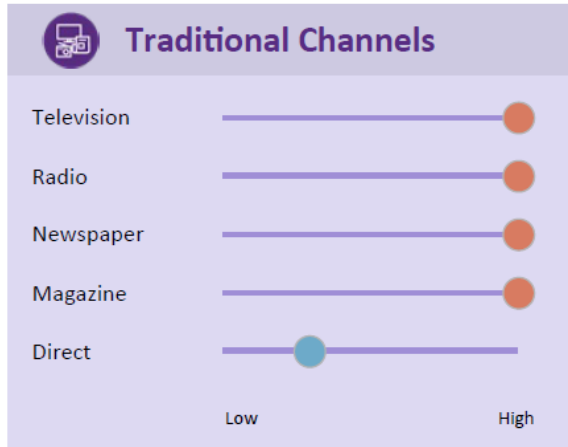
M2

63 - Amants de la Nature

Mature, lower-middle-income rural couples and singles

This PRIZM® segment represents 1.2% of Canada's population and 1.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

63 - Amants de la Nature

R3

M2

63 - Amants de la Nature

Mature, lower-middle-income rural couples and singles

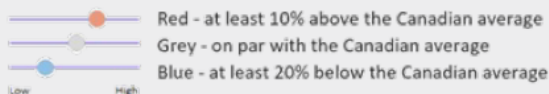
This PRIZM® segment represents 1.2% of Canada's population and 1.4% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

64 - Midtown Movers

U4

64 - Midtown Movers

Urban, lower-middle-income, trade-school families and singles

F3

This PRIZM® segment represents 1.2% of Canada's population and 1.1% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Midtown Movers represents a multicultural mix primarily found in urban centres like Winnipeg, Edmonton, and Hamilton. This segment includes a blend of younger and middle-aged singles and families, including many lone-parent households, with many residents speaking non-official languages at home. With varied educational backgrounds, most work in blue-collar or service sector jobs that support affordable housing and active social lives. You'll often find them out with friends at a local restaurant or nightclub, or with their families at sporting events. Their lifestyle reflects a strong sense of resilience and inclusivity and is shaped by diverse cultural influences.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

64 - Midtown Movers

U4

64 - Midtown Movers

Urban, lower-middle-income, trade-school families and singles

This PRIZM® segment represents 1.2% of Canada's population and 1.1% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family

Maintainer age	25 - 34
Household size	3
Children at home	47.3%
Age of children at home	Mixed

Education & Occupation

Household income	\$88K
Education	High School/Grade 9/College
Occupation	Service Sector/Blue Collar
Commute method	Public Transit

Dwellings

Dwelling type	Single Detached/Row/Low Rise Apt
Tenure	Rent & Own
Households moved into a new residence in the past year	46.0%

Diversity

Diversity	Medium
Official language	Non-Official
Immigrants to Canada (since 2022)	5.8%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

64 - Midtown Movers

U4

64 - Midtown Movers

Urban, lower-middle-income, trade-school families and singles

This PRIZM® segment represents 1.2% of Canada's population and 1.1% of households.

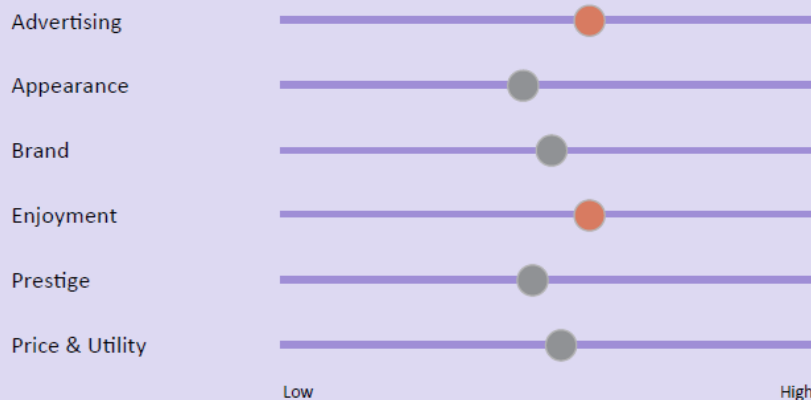
F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	-----------------------	--------------	-------------------	----------

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Use alternative energy
2. Buy organic
3. Buy in bulk for less packaging

Healthy Lifestyle

1. Eat vegetarian food
2. Buy beverages with probiotics
3. Reduce stress

Psychographics

"I am likely to share shopping deals or product information through shopping websites."

"I am likely to share shopping deals or product information through social media channels."

"It is important to be thoroughly familiar with what I think of as my region, its history, its customs and its traditions."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

64 - Midtown Movers

U4

64 - Midtown Movers

Urban, lower-middle-income, trade-school families and singles

This PRIZM® segment represents 1.2% of Canada's population and 1.1% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	---------------------	-------------------	----------

Leisure

Leisure Activities

1. Football game
2. Dinner theatres

Online Gambling

Shopping

Products Purchased

1. Party supplies, costumes
2. Personal computer

Websites Browsed*

1. Food delivery
2. Car rental

Selected Banners*

Financial

Financial Products Held

1. Personal loans
2. Chequing & savings

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. Taco
2. Steakhouse

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Ram
2. Honda
3. Jeep

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*
PRIZM® segment

Step 2: Select an individual segment or a group
64 - Midtown Movers

U4

64 - Midtown Movers

Urban, lower-middle-income, trade-school families and singles

This PRIZM® segment represents 1.2% of Canada's population and 1.1% of households.

F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Traditional Channels

Television	Low
Radio	Low
Newspaper	Low
Magazine	Low
Direct	High

Trusted Information Sources

Television	Medium
Radio	Medium
Printed Newspaper	Medium
Printed Magazine	Medium
News Website	Medium
News App	Medium
Social Media	High

Preferred Streaming Services

Tubi, YouTube Premium, Apple TV+

Preferred Social Media

Twitch, Snapchat, TikTok

Internet Usage

Low High

Online Activities

- Download videos
- Podcast
- Enter contests

Preferred Categories Browsed in 2024

- Automotive
- Food & drink
- Fitness

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact

Likely to Be Influenced by:

Celebrity	Medium
Online Product Review	Medium
Online influencer when:	
• accepting opinion	High
• considering recommendation	Medium
• Influencer when purchasing	High

Low High



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

64 - Midtown Movers

U4

64 - Midtown Movers

Urban, lower-middle-income, trade-school families and singles

This PRIZM® segment represents 1.2% of Canada's population and 1.1% of households.

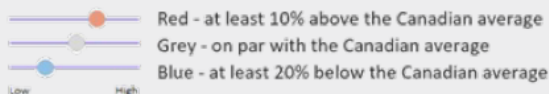
F3

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

65 - Âgés & Traditionnels

U6

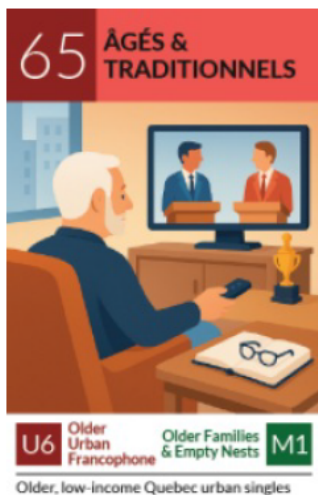
M1

65 - Âgés & Traditionnels

Older, low-income Quebec urban singles

This PRIZM® segment represents 1.6% of Canada's population and 2.3% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Âgés & Traditionnels is home to older, predominantly francophone singles residing in the quiet neighbourhoods of Quebec’s mid-sized cities, such as Trois-Rivières and Sherbrooke. With one of the highest concentrations of retirees, many residents are over the age of 75. A large majority rent older low-rise apartments, reflecting lower-middle household incomes, and many live alone. Despite modest means, they actively participate in local events, cultural experiences, and outdoor activities such as hiking and cross-country skiing - placing strong value on their social lives. This segment also shows a notable interest in civic engagement, including volunteering during elections. Increasingly digital-savvy, they turn to the internet to explore arts, culture, and entertainment. Their lifestyle reflects a blend of tradition, social purpose, and curiosity in later life.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

65 - Âgés & Traditionnels

U6

M1

65 - Âgés & Traditionnels

Older, low-income Quebec urban singles

This PRIZM® segment represents 1.6% of Canada's population and 2.3% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Household & Family

Maintainer age	75+
Household size	1 - 2
Children at home	20.8%
Age of children at home	<20

Education & Occupation

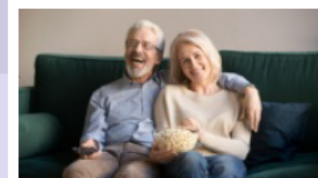
Household income	\$71K
Education	Trade School/High School/Grade 9
Occupation	Service Sector/Blue Collar
Commute method	Car

Dwellings

Dwelling type	Low Rise Apt/Single Detached/Duplex
Tenure	Rent
Households moved into a new residence in the past year	49.6%

Diversity

Diversity	Low
Official language	French
Immigrants to Canada (since 2022)	1.6%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

65 - Âgés & Traditionnels

U6

M1

65 - Âgés & Traditionnels

Older, low-income Quebec urban singles

This PRIZM® segment represents 1.6% of Canada's population and 2.3% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy Canadian products
2. Buy fuel-efficient cars
3. Buy locally

Healthy Lifestyle

1. Buy organic beverages
2. Buy beverages with probiotics
3. Prefer low-calorie food

Psychographics

- "I would prefer to do work that is exciting, but does not pay very well."
- "I am particularly interested in the arts."
- "I would prefer to do work that is in the public interest."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

65 - Âgés & Traditionnels

U6

M1

65 - Âgés & Traditionnels

Older, low-income Quebec urban singles

This PRIZM® segment represents 1.6% of Canada's population and 2.3% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

1. Book shows
2. Film festivals

Online Gambling

Shopping

Products Purchased

1. Home décor
2. Office equipment

Websites Browsed*

1. Games
2. Weather

Selected Banners*

Financial

Financial Products Held

1. RRIF
2. Chequing & savings

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

1. French
2. Thai

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

1. Mitsubishi
2. Kia
3. Hyundai

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

65 - Âgés & Traditionnels

U6

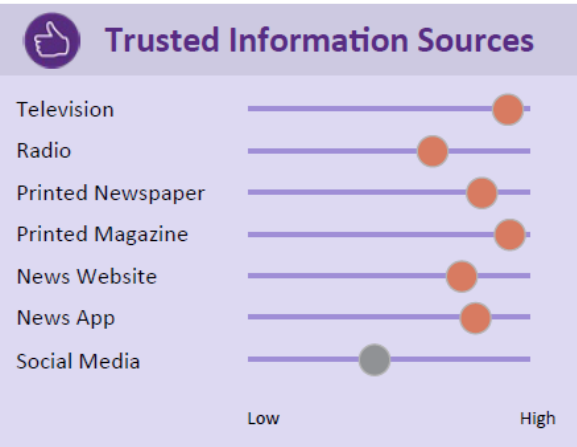
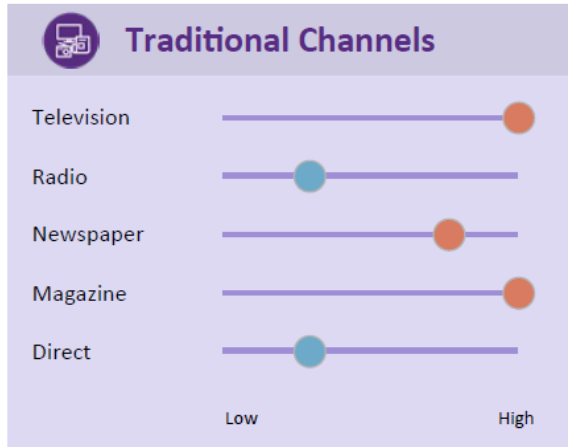
M1

65 - Âgés & Traditionnels

Older, low-income Quebec urban singles

This PRIZM® segment represents 1.6% of Canada's population and 2.3% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

ICI TOU.TV, Club illico, ICI TOU.TV Extra

Preferred Social Media

Facebook, TikTok, YouTube

Internet Usage

Online Activities

1. Watch TV
2. TV website
3. Radio

Preferred Categories Browsed in 2024

1. Science
2. Technology
3. Arts & entertainment

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Influencer Impact

Likely to Be Influenced by:

Influencer Type	Low	High
Celebrity	Low	Medium
Online Product Review	Low	Low

Online influencer when:

- accepting opinion
- considering recommendation
- Influencer when purchasing



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

65 - Âgés & Traditionnels

U6

M1

65 - Âgés & Traditionnels

Older, low-income Quebec urban singles

This PRIZM® segment represents 1.6% of Canada's population and 2.3% of households.

Overview

Who They Are

How They Think

What They Do

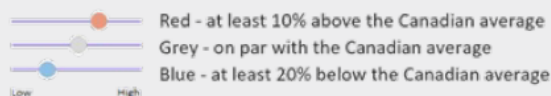
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

66 - Indigenous Families

T1

F2

66 - Indigenous Families

Younger and middle-aged First Nations, Inuit and Métis families

This PRIZM® segment represents 1.3% of Canada's population and 1.1% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



T1 Town Mix Large Diverse Families F2

Younger and middle-aged First Nations, Inuit and Métis families

Indigenous Families are characterized by a high proportion of residents of Indigenous origin. This segment primarily consists of younger and middle-aged family households, often multigenerational and located in remote communities. Many reside in single-detached homes, with more than a quarter living in band housing. With a strong focus on cultural traditions, residents actively participate in community events and value opportunities for authentic connection. While financial challenges exist, the majority are engaged in the workforce and seek meaningful employment. A close bond with nature defines their lifestyle, with outdoor activities playing a central role in both recreation and cultural expression.



Step 1: Select a Category*
PRIZM® segment

Step 2: Select an individual segment or a group
66 - Indigenous Families

T1

66 - Indigenous Families

Younger and middle-aged First Nations, Inuit and Métis families

This PRIZM® segment represents 1.3% of Canada's population and 1.1% of households.

F2

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	---------------------	----------------	--------------	-------------------	----------



Household & Family

Maintainer age	55 - 64
Household size	4+
Children at home	49.9%
Age of children at home	<15

Education & Occupation

Household income	\$100K
Education	Grade 9/High School/College
Occupation	Service Sector/White Collar
Commute method	Walk

Dwellings

Dwelling type	Single Detached
Tenure	Band
Households moved into a new residence in the past year	32.2%

Diversity

Diversity	Low
Official language	Non-Official
Immigrants to Canada (since 2022)	1.3%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

66 - Indigenous Families

T1

F2

66 - Indigenous Families

Younger and middle-aged First Nations, Inuit and Métis families

This PRIZM® segment represents 1.3% of Canada's population and 1.1% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Use alternative energy
2. Shop ethically and responsibly
3. Use eco-friendly products

Healthy Lifestyle

1. Monitor cholesterol
2. Live balanced lifestyle
3. Reduce stress

Psychographics

"Life in the country is much more satisfying than in the city."

"I would prefer to do work that is in the public interest."

"Small businesses generally try to strike a fair balance between profits and the public interest."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

66 - Indigenous Families

T1

F2

66 - Indigenous Families

Younger and middle-aged First Nations, Inuit and Métis families

This PRIZM® segment represents 1.3% of Canada's population and 1.1% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Dinner theatres
- ATV/snowmobiling

Online Gambling

Shopping

Products Purchased

- Party supplies, costumes
- Power tools

Websites Browsed*

- Financial planning
- Insurance

Selected Banners*

Financial

Financial Products Held

- Personal loans
- Chequing & savings

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Other ethnic (Mexican, Spanish. Etc.)
- Greek

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Ram
- GMC
- Chevrolet

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Standard EV



Step 1: Select a Category*
PRIZM® segment

Step 2: Select an individual segment or a group
66 - Indigenous Families

T1

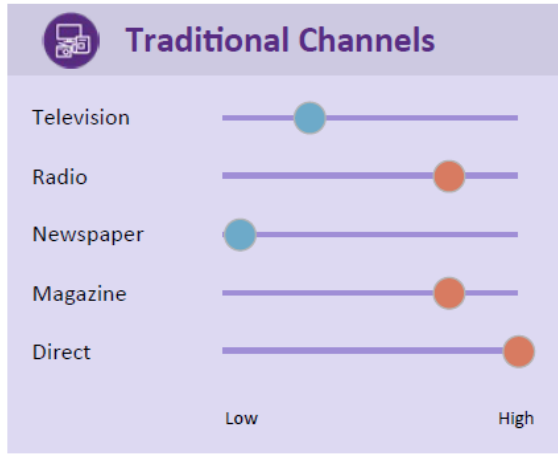
F2

66 - Indigenous Families

Younger and middle-aged First Nations, Inuit and Métis families

This PRIZM® segment represents 1.3% of Canada's population and 1.1% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Disney+, Amazon Prime, YouTube

Preferred Social Media

Pinterest, Snapchat, Facebook

Internet Usage

Online Activities

- Radio
- Radio website
- Download videos

Preferred Categories Browsed in 2024

- Technology
- Arts & entertainment
- Hobbies & interests

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Influencer Impact

Likely to Be Influenced by:

- Celebrity
- Online Product Review
- Online influencer when:
 - accepting opinion
 - considering recommendation
 - Influencer when purchasing



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

66 - Indigenous Families

T1

F2

66 - Indigenous Families

Younger and middle-aged First Nations, Inuit and Métis families

This PRIZM® segment represents 1.3% of Canada's population and 1.1% of households.

Overview

Who They Are

How They Think

What They Do

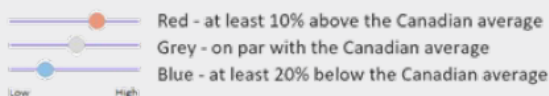
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

67 - Just Getting By

U5

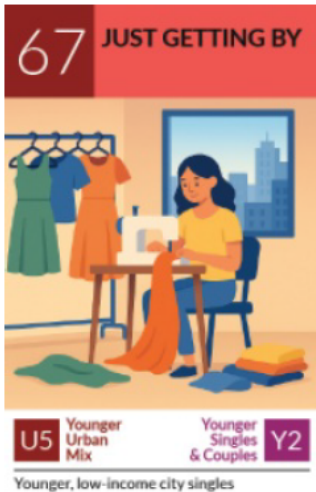
Y2

67 - Just Getting By

Younger, low-income city singles

This PRIZM® segment represents 1.8% of Canada's population and 2.2% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Just Getting By features younger adults and single-parent families living in large urban centres. These high-density neighbourhoods are typically composed of renters in low-rise apartment buildings. With education levels generally not extending beyond high school, residents earn low incomes through jobs in sales, services, trades, or manufacturing. Financial constraints shape their day-to-day lives, leading them to participate in affordable leisure activities such as billiards, bowling, and visiting video arcades. They tend to prioritize shared experiences over material goods and exhibit a strong sense of community and empathy. Despite limited means, this segment is marked by resilience, diverse interests, and aspirations for personal and professional growth.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

67 - Just Getting By

U5

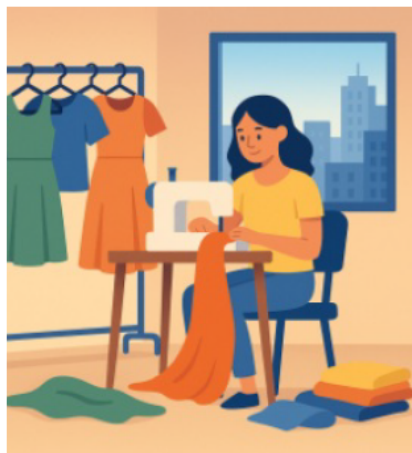
Y2

67 - Just Getting By

Younger, low-income city singles

This PRIZM® segment represents 1.8% of Canada's population and 2.2% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Household & Family	
Maintainer age	25 - 34
Household size	1 - 2
Children at home	29.4%
Age of children at home	<15

Education & Occupation	
Household income	\$75K
Education	High School/Grade 9/College
Occupation	Service Sector/Blue Collar
Commute method	Car

Dwellings	
Dwelling type	Low Rise Apt/Single Detached
Tenure	Rent
Households moved into a new residence in the past year	53.0%

Diversity	
Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	3.4%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

67 - Just Getting By

U5

Y2

67 - Just Getting By

Younger, low-income city singles

This PRIZM® segment represents 1.8% of Canada's population and 2.2% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Reduce car-related emissions
2. Use alternative energy
3. Buy organic

Healthy Lifestyle

1. Buy beverages with probiotics
2. Eat vegetarian food
3. Consume less meat & cow's milk

Psychographics

- "I like to share my opinions about products and services by posting reviews online."
- "Out-of-Home or outdoor advertising affects how I see a brand."
- "I worry about not having enough money to retire."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

67 - Just Getting By

U5

Y2

67 - Just Getting By

Younger, low-income city singles

This PRIZM® segment represents 1.8% of Canada's population and 2.2% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------

Leisure

Leisure Activities

- Craft shows
- Dancing/night clubs

Online Gambling

Shopping

Products Purchased

- Bicycle/bicycle equipment
- Video game system

Websites Browsed*

- Food delivery
- Grocery

Selected Banners*

Financial

Financial Products Held

- Chequing & savings
- Personal loans

Mobile Wallet

Online Banking

Food & Drink

Restaurants Visited

- Bar/pub food
- Convenience store

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Automotive

Automobiles Purchased*

- Ram
- Ford
- Jeep

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

67 - Just Getting By

U5

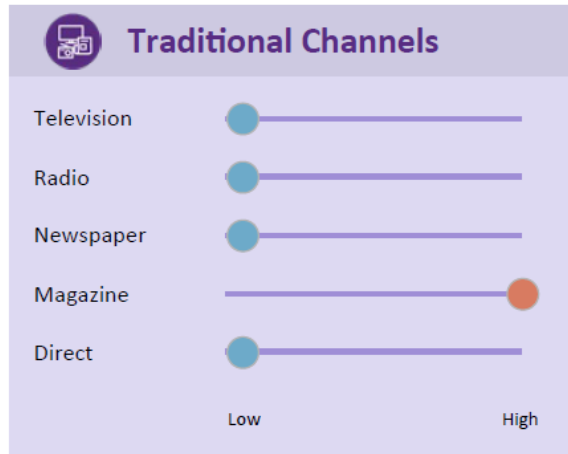
Y2

67 - Just Getting By

Younger, low-income city singles

This PRIZM® segment represents 1.8% of Canada's population and 2.2% of households.

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
----------	--------------	----------------	--------------	-------------------	----------



Preferred Streaming Services

Tubi, YouTube Premium, Paramount+/CBS All Access

Preferred Social Media

Snapchat, TikTok, Reddit



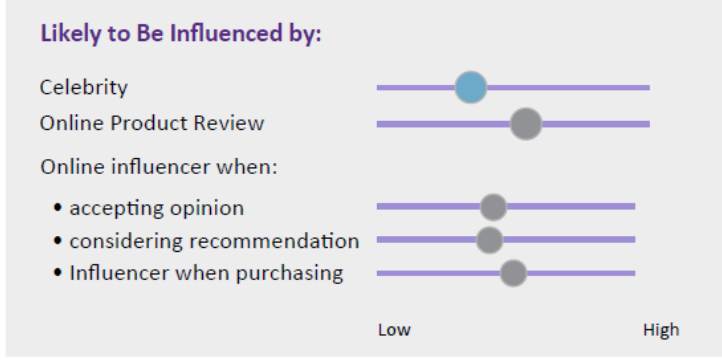
- #### Online Activities
- Streaming videos
 - Podcast
 - Respond to an ad
- #### Preferred Categories Browsed in 2024
- Food & drink
 - Technology
 - Arts & entertainment

Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."

Low High

Influencer Impact





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

67 - Just Getting By

U5

Y2

67 - Just Getting By

Younger, low-income city singles

This PRIZM® segment represents 1.8% of Canada's population and 2.2% of households.

Overview

Who They Are

How They Think

What They Do

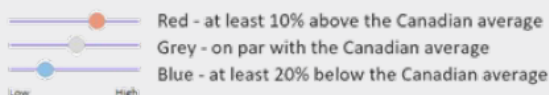
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (U), Urban Fringe (F), Suburban (S), Town (T) and Rural (R). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestage Group divides the PRIZM® segments into Young (Y), Family (F) and Mature (M). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information contact us at: <https://go.environicsanalytics.com/Contact-Us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site (for database and software information):** <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Lt. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS

