




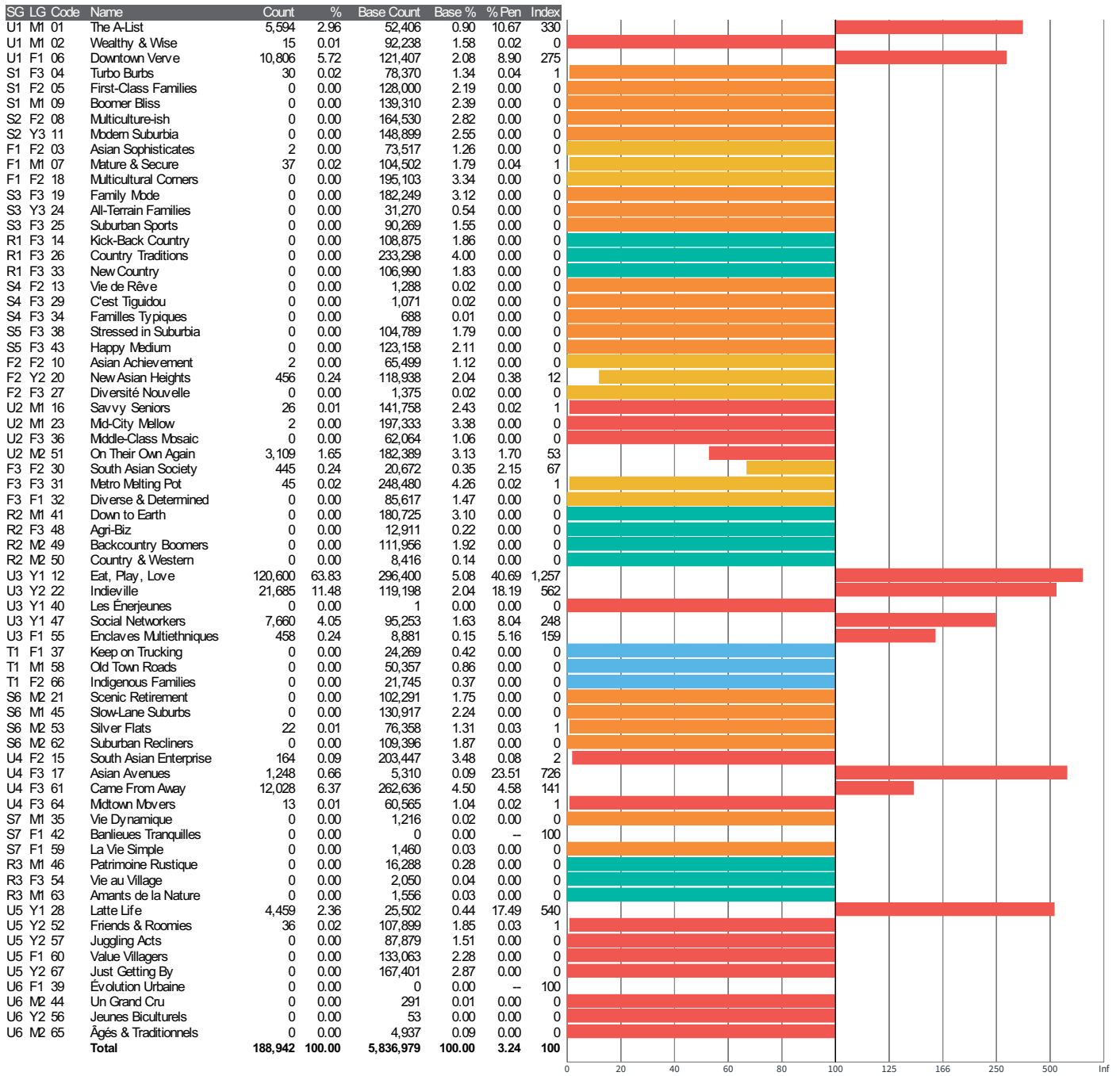


Top 5 segments represent **91.4%** of households in SPOTLIGHT - 3 km

 <p><b>12</b> EAT, PLAY, LOVE</p> <p>Young Urban Singles with high levels of university degrees</p>	<p>Rank: 1 Hhlds: 120,600 Hhld %: 63.83 % in Benchmark: 5.08 Index: 1,257</p>	<p>Eat, Play, Love earned its name for its younger, mobile singles who patronize ethnic restaurants, participate in numerous sports and support the value Sexual Permissiveness. Concentrated in the urban core of Toronto, Montreal and Vancouver, almost 90 percent of residents live in high-rise apartment and condo buildings. It also has the highest percent of members holding a university degree. Many have upper-middle wages for their age, typically from white-collar jobs in business, science, education and management. Young and unencumbered, they travel widely and enjoy urban nightlife, going dancing and bar-hopping, hitting concerts and attending food and wine shows. Fitness buffs, they score high for exercising at home, yoga and pilates, as well as buying organic fruit and vegetables.</p>
 <p><b>22</b> INDIEVILLE</p> <p>Younger and middle-aged urban singles and couples</p>	<p>Rank: 2 Hhlds: 21,685 Hhld %: 11.48 % in Benchmark: 2.04 Index: 562</p>	<p>Indieville is a classic urban hodgepodge, a mix of younger and middle-aged maintainers, singles and couples, and first- and second-generation Canadians. Drawn to the vibrant, urban core of the nation's big cities, most residents live in Toronto. This is a group with nearly 40 percent being university educated. Their average incomes—mostly from white-collar and service sector jobs—indicate that they're on the lower rungs of the career ladder. Residents here typically live in older, low-rise apartments, duplexes and semi-detached dwellings. Most have active social lives, going to nightclubs, pop concerts and art galleries. With fitness a priority, they enjoy swimming, yoga and pilates. Tech-savvy, they like to shop online for books, music, fashion and groceries.</p>
 <p><b>61</b> CAME FROM AWAY</p> <p>Multi-ethnic, middle-aged urban renters</p>	<p>Rank: 3 Hhlds: 12,028 Hhld %: 6.37 % in Benchmark: 4.50 Index: 141</p>	<p>Once home to young immigrants, Came From Away communities are showing their middle age. The highest concentration of residents are between 25 and 44 years old. Nearly 60 percent of the segment's residents are foreign-born, and almost 40 percent speak a non-official language at home. Members generally live in high-rise apartments in Toronto and a few other large cities; many households contain singles or lone-parent families. While their educational achievement is wide-ranging, most residents hold low-income jobs. Even with tight budgets, many adults enjoy the varied entertainment options of cities—nightclubs, jazz concerts and billiards halls—while families head for theme parks, aquariums and zoos. Heavy Internet users, they're rarely without their mobile phones for shopping and social media.</p>
 <p><b>06</b> DOWNTOWN VERVE</p> <p>Younger and middle-aged, high-income city dwellers</p>	<p>Rank: 4 Hhlds: 10,806 Hhld %: 5.72 % in Benchmark: 2.08 Index: 275</p>	<p>Concentrated in a handful of Canada's largest cities, Downtown Verve attracts a mix of younger and middle-aged singles, couples and families who prefer downtown living. One of the groups with the highest post-secondary educational attainment, these first- and second-generation Canadians typically work in high-paying management and white-collar positions. Many own or rent fashionable duplexes, row and semi-detached houses, and commute to work by public transit, biking or walking. With their above-average incomes, their spending power appears even greater because of the significant proportion of singles and childless couples. They enjoy patronizing their local neighbourhood's bars, restaurants, cinemas and theatres. Many also maintain a healthy lifestyle, eating organic food, taking fitness classes and playing racquet sports.</p>
 <p><b>47</b> SOCIAL NETWORKERS</p> <p>Young, culturally diverse singles in city apartments</p>	<p>Rank: 5 Hhlds: 7,660 Hhld %: 4.05 % in Benchmark: 1.63 Index: 248</p>	<p>The youngest of all the segments, Social Networkers is a transient world of culturally diverse singles living in older city apartments. With two-thirds of residents unattached, it is also the most single. In these crowded neighbourhoods found in two dozen large cities, more than 45 percent of maintainers are under 35 years old. More than 90 percent live in apartments—typically high-rise buildings. These twenty somethings are ethnically diverse, have mixed educations and earn moderate incomes from entry-level jobs. They take advantage of their lively urban streets to frequent bars, dance clubs, cinemas and art galleries. Many treat exercise as a religion, working out at fitness clubs or joining pick-up sports games. For media, these on-the-go twentysomethings rely on their mobile phones.</p>

Trade Area: SPOTLIGHT - 3 km

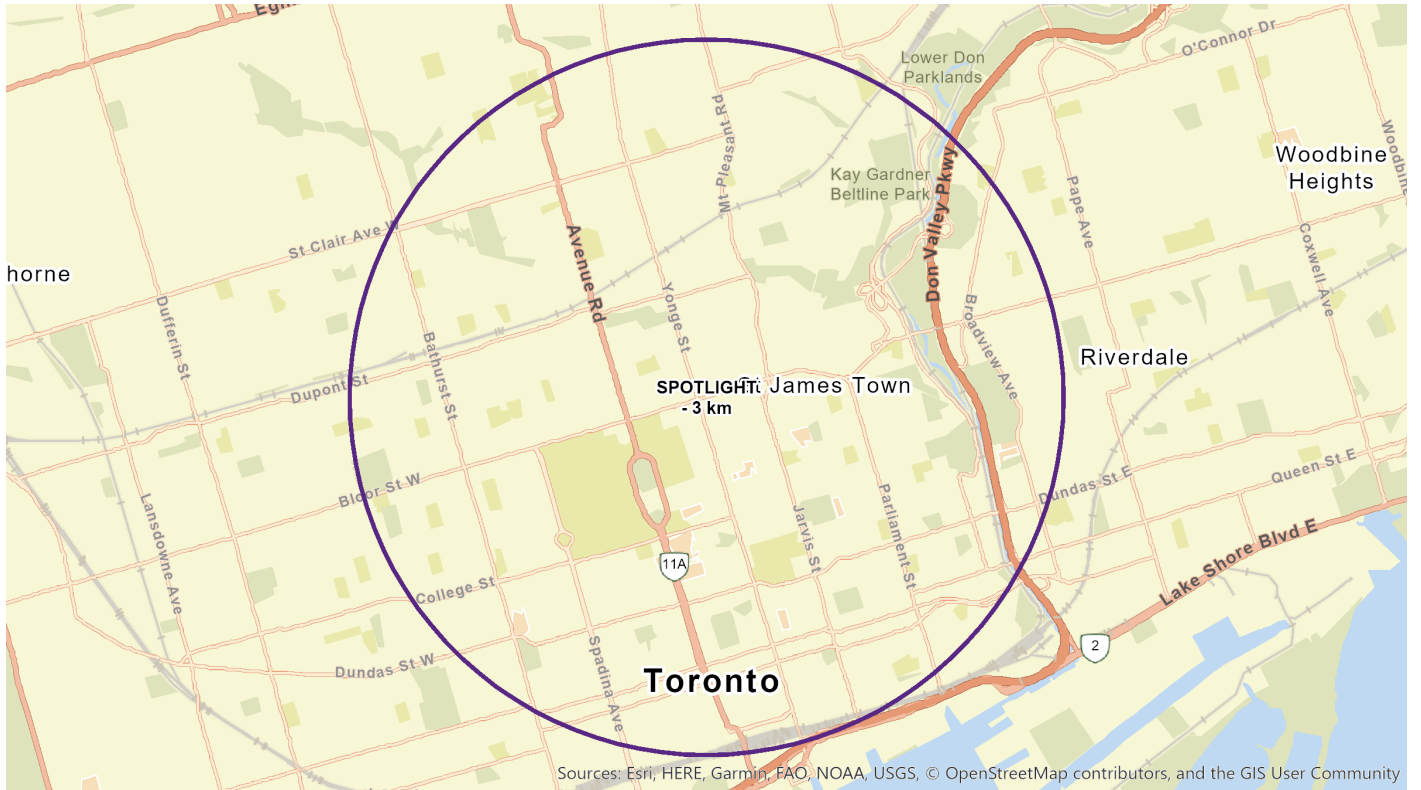
Base Variable: Total Households



Benchmark: Ontario

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Trade Area: SPOTLIGHT - 3 km



Benchmark: Ontario

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# Report Details

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**Name:** Segmentation - Top 5 & Distribution  
**Date / Time:** 8/3/2023 11:07:31 AM  
**Workspace:** CAN 2023 - PRIZM Postal Code  
**Workspace Vintage:** 2023

## Trade Area

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Name	Level	Geographies
SPOTLIGHT - 3 km		N/A

## Benchmark

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Name	Level	Geographies
Ontario	Province	Ontario

## DataSource

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## Segmentation System

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