



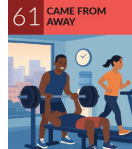


Top 5 segments represent **83.4%** of households in SPOTLIGHT - 5 km

 <p><b>12 EAT, PLAY, LOVE</b></p> <p>Young, multi-ethnic urban singles and couples</p>	<p>Hhlds: 171,850</p> <p>Hhld %: 42.33</p> <p>% in Benchmark: 2.55</p> <p>Index: 1,661</p>	<p>1</p> <p>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.</p>
 <p><b>22 INDIEVILLE</b></p> <p>Young and middle-aged, university-educated, urban singles</p>	<p>Hhlds: 70,288</p> <p>Hhld %: 17.31</p> <p>% in Benchmark: 1.79</p> <p>Index: 966</p>	<p>2</p> <p>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.</p>
 <p><b>47 SOCIAL NETWORKERS</b></p> <p>Young, multi-ethnic diverse university educated urban singles</p>	<p>Hhlds: 39,289</p> <p>Hhld %: 9.68</p> <p>% in Benchmark: 2.14</p> <p>Index: 452</p>	<p>3</p> <p>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.</p>
 <p><b>06 DOWNTOWN VERVE</b></p> <p>Younger and middle-aged, urban, high-income households</p>	<p>Hhlds: 35,699</p> <p>Hhld %: 8.79</p> <p>% in Benchmark: 1.22</p> <p>Index: 721</p>	<p>4</p> <p>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.</p>
 <p><b>61 CAME FROM AWAY</b></p> <p>Multi-ethnic, younger and middle-aged urban singles and families</p>	<p>Hhlds: 21,409</p> <p>Hhld %: 5.27</p> <p>% in Benchmark: 1.62</p> <p>Index: 326</p>	<p>5</p> <p>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.</p>

Benchmark: Canada

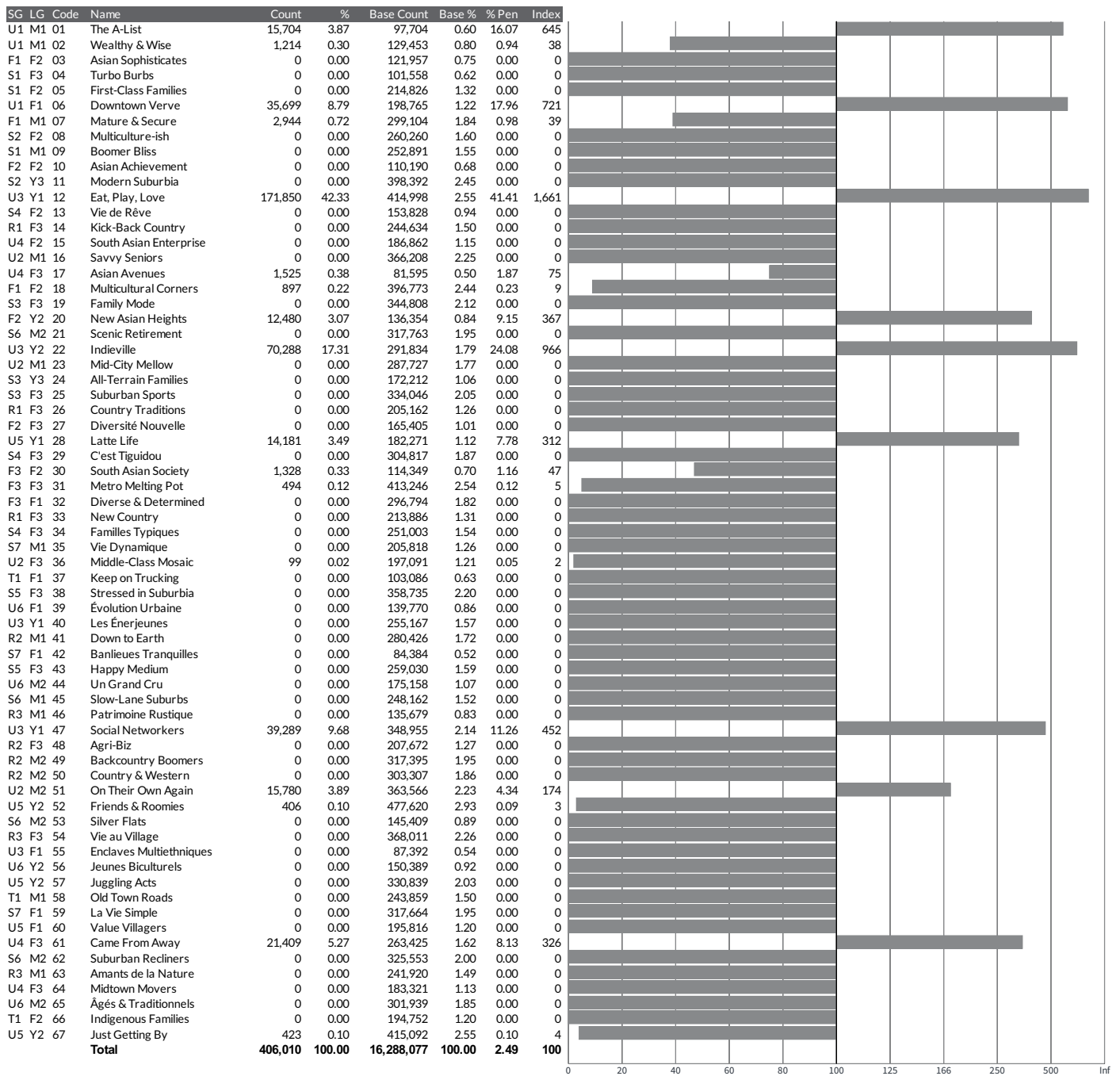
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# PRIZM® Profile | Trade Area

ENVIRONICS  
ANALYTICS

Trade Area: SPOTLIGHT - 5 km

Base Variable: Total Households



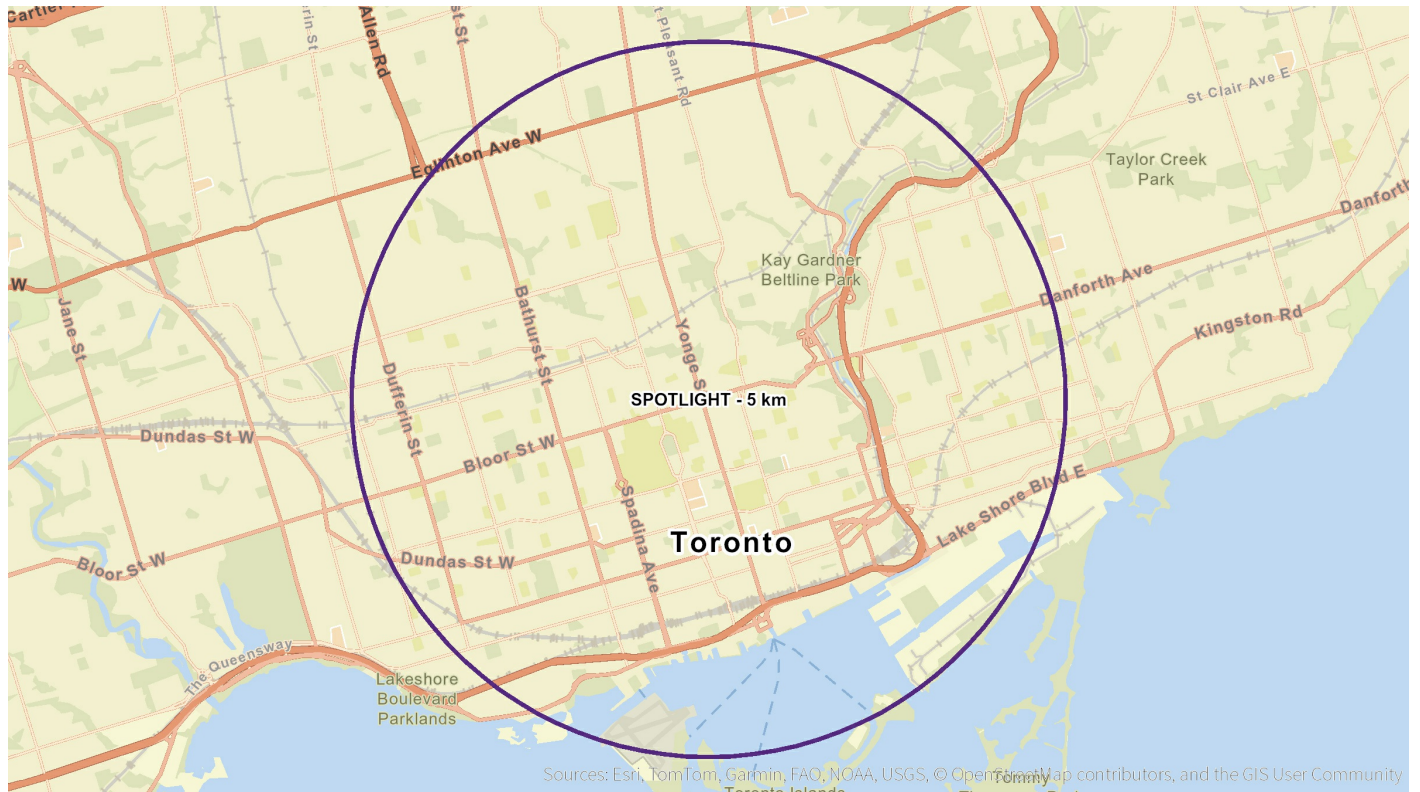
Benchmark: Canada

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# PRIZM® Profile | Trade Area Map

ENVIRONICS  
ANALYTICS

Trade Area: SPOTLIGHT - 5 km



Benchmark: Canada

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# Report Details

**Name:** Segmentation - Top 5 & Distribution  
**Date / Time:** 5/29/2025 1:36:33 PM  
**Workspace Vintage:** 2025

Trade Area		
Name	Level	Geographies
SPOTLIGHT - 5 km		N/A

Benchmark		
Name	Level	Geographies
Canada	Canada	Canada

DataSource		
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Segmentation System		
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