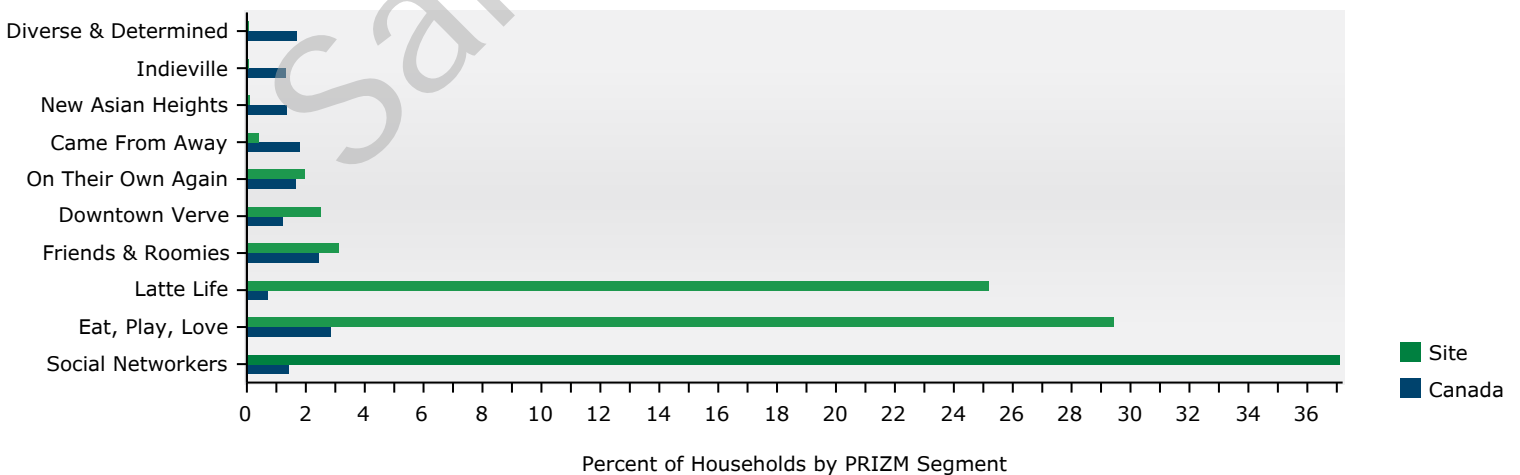


Top Twenty PRIZM Segments

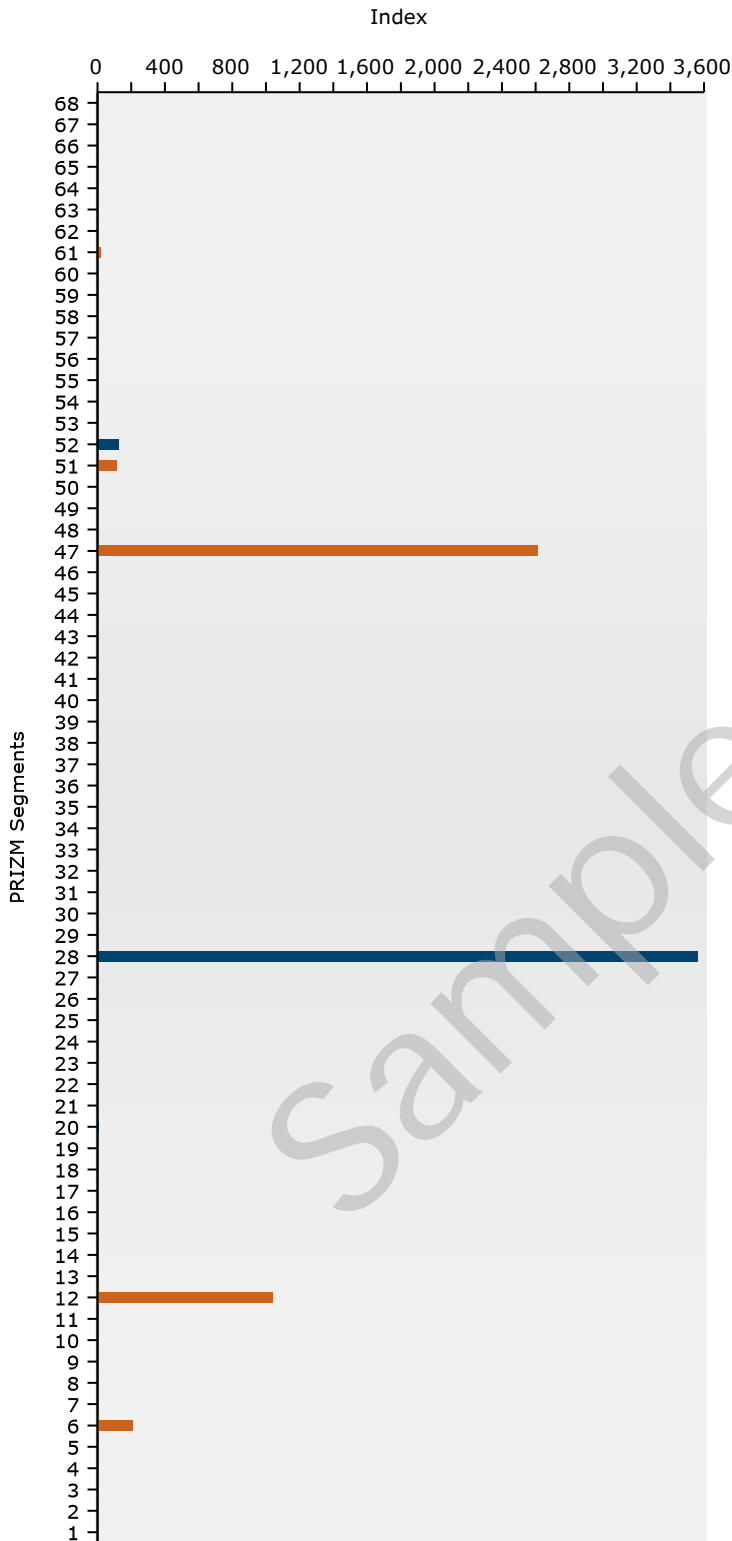
Rank	PRIZM Segment	2024 Households		2024 Canadian Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Social Networkers	37.1%	37.1%	1.4%	1.4%	2,612
2	Eat, Play, Love	29.4%	66.5%	2.8%	4.2%	1,040
3	Latte Life	25.2%	91.7%	0.7%	4.9%	3,566
4	Friends & Roomies	3.1%	94.8%	2.5%	7.4%	127
5	Downtown Verve	2.5%	97.3%	1.2%	8.6%	208
	Subtotal	97.3%		8.6%		
6	On Their Own Again	2.0%	99.3%	1.7%	10.3%	117
7	Came From Away	0.4%	99.7%	1.8%	12.1%	21
8	New Asian Heights	0.1%	99.8%	1.4%	13.5%	8
9	Indieville	0.1%	99.9%	1.3%	14.8%	5
10	Diverse & Determined	0.0%	99.9%	1.7%	16.5%	3
	Subtotal	2.6%		7.9%		
11	Metro Melting Pot	0.0%	99.9%	1.8%	18.3%	2
12	Midtown Movers	0.0%	99.9%	1.0%	19.3%	4
13	Wealthy & Wise	0.0%	99.9%	1.0%	20.3%	2
14	First-Class Families	0.0%	99.9%	1.3%	21.6%	1
15	Savvy Seniors	0.0%	99.9%	2.2%	23.8%	0
				7.3%		
16	Asian Avenues	0.0%	99.9%	0.6%	24.4%	1
				0.6%		
	Total	100.0%		24.4%		410

Top Ten PRIZM Segments Site vs. Canada

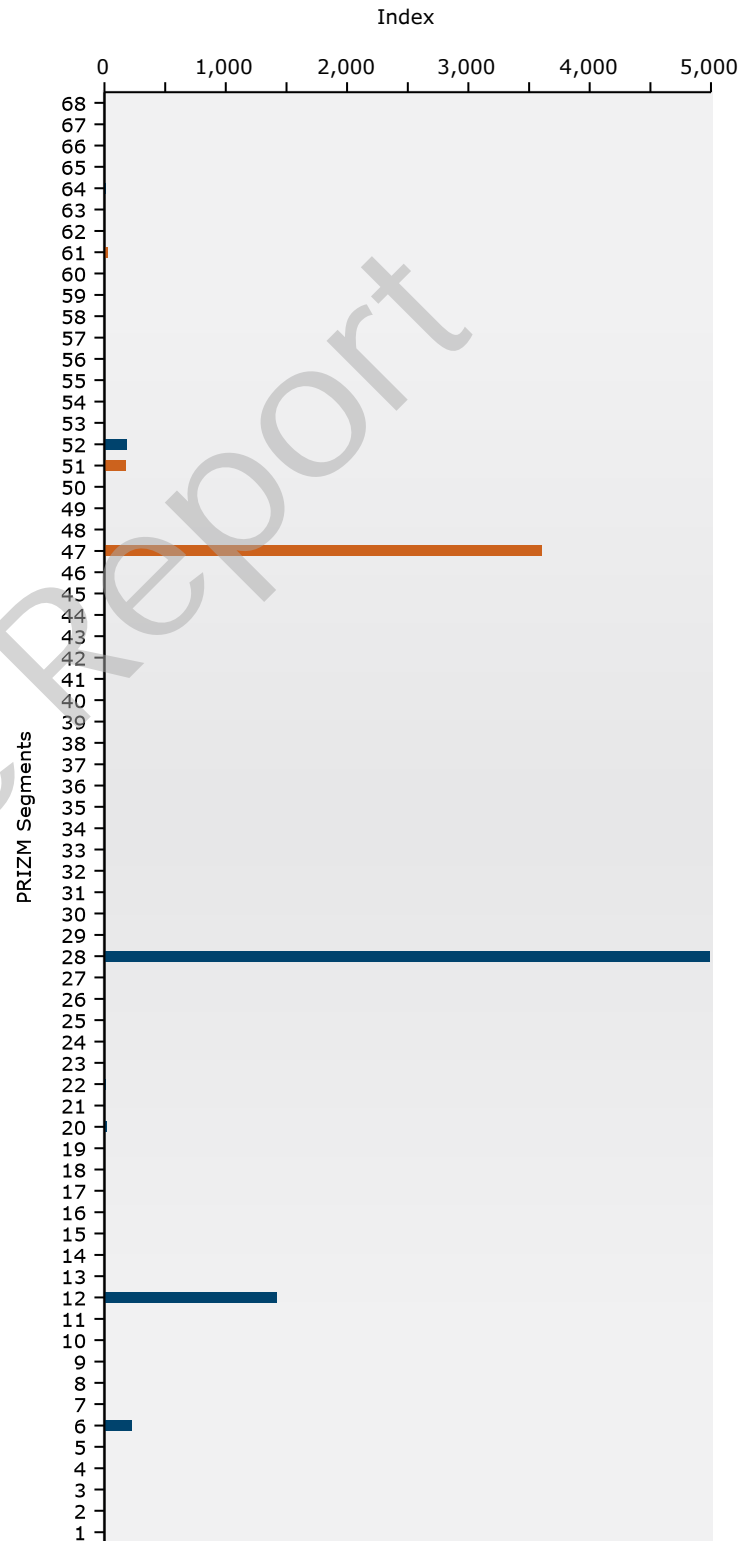


Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

2024 PRIZM Indexes by Households



2024 PRIZM Indexes by Total Population



Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

PRIZM Social Groups	2024 Households			2024 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	13,349	100.0%		20,335	100.0%	
U1. Urban Elite	337	2.5%	91	562	2.8%	91
The A-List (01)	0	0.0%	0	0	0.0%	0
Wealthy & Wise (02)	2	0.0%	2	9	0.0%	4
Downtown Verve (06)	335	2.5%	208	553	2.7%	228
U2. Urban Older	262	2.0%	26	434	2.1%	30
Savvy Seniors (16)	1	0.0%	0	4	0.0%	1
Mid-City Mellow (23)	0	0.0%	0	0	0.0%	0
Middle-Class Mosaic (36)	0	0.0%	0	0	0.0%	0
On Their Own Again (51)	261	2.0%	117	430	2.1%	180
U3. Young Urban Core	8,889	66.6%	819	13,323	65.5%	1,043
Eat, Play, Love (12)	3,930	29.4%	1,040	5,661	27.8%	1,425
Indieville (22)	8	0.1%	5	30	0.1%	12
Les Énergieux (40)	0	0.0%	0	0	0.0%	0
Social Networkers (47)	4,951	37.1%	2,612	7,632	37.5%	3,608
Enclaves Multiethniques (55)	0	0.0%	0	0	0.0%	0
U4. Urban Diversity	57	0.4%	8	136	0.7%	10
South Asian Enterprise (15)	0	0.0%	0	0	0.0%	0
Asian Avenues (17)	1	0.0%	1	7	0.0%	5
Came From Away (61)	51	0.4%	21	106	0.5%	30
Midtown Movers (64)	5	0.0%	4	23	0.1%	10
U5. Younger Urban Mix	3,778	28.3%	334	5,800	28.5%	398
Latte Life (28)	3,363	25.2%	3,566	5,061	24.9%	4,993
Friends & Roomies (52)	415	3.1%	127	739	3.6%	182
Juggling Acts (57)	0	0.0%	0	0	0.0%	0
Value Villagers (60)	0	0.0%	0	0	0.0%	0
Just Getting By (67)	0	0.0%	0	0	0.0%	0
U6. Older Urban Francophone	0	0.0%	0	0	0.0%	0
Évolution Urbaine (39)	0	0.0%	0	0	0.0%	0
Un Grand Cru (44)	0	0.0%	0	0	0.0%	0
Jeunes Biculturels (56)	0	0.0%	0	0	0.0%	0
Âgés & Traditionnels (65)	0	0.0%	0	0	0.0%	0
F1. High-Income Urban Fringe	0	0.0%	0	0	0.0%	0
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
Mature & Secure (7)	0	0.0%	0	0	0.0%	0
Multicultural Corners (18)	0	0.0%	0	0	0.0%	0
F2. Diverse Urban Fringe	14	0.1%	3	40	0.2%	5
Asian Achievement (10)	0	0.0%	0	0	0.0%	0
New Asian Heights (20)	14	0.1%	8	40	0.2%	18
Diversité Nouvelle (27)	0	0.0%	0	0	0.0%	0

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

PRIZM Social Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	13,349	100.0%		20,335	100.0%	
F3. Middle-Income Urban Fringe	11	0.1%	2	36	0.2%	4
South Asian Society (30)	0	0.0%	0	0	0.0%	0
Metro Melting Pot (31)	5	0.0%	2	23	0.1%	5
Diverse & Determined (32)	6	0.0%	3	13	0.1%	4
S1. Suburban Elite	1	0.0%	0	6	0.0%	1
Turbo Burbs (4)	0	0.0%	0	0	0.0%	0
First-Class Families (5)	1	0.0%	1	6	0.0%	2
Boomer Bliss (9)	0	0.0%	0	0	0.0%	0
S2. High-Income Suburban Diversity	0	0.0%	0	0	0.0%	0
Multiculture-ish (8)	0	0.0%	0	0	0.0%	0
Modern Suburbia (11)	0	0.0%	0	0	0.0%	0
S3. Middle Suburbia	0	0.0%	0	0	0.0%	0
Family Mode (19)	0	0.0%	0	0	0.0%	0
All-Terrain Families (24)	0	0.0%	0	0	0.0%	0
Suburban Sports (25)	0	0.0%	0	0	0.0%	0
S4. Middle Suburban Francophone	0	0.0%	0	0	0.0%	0
Vie de Rêve (13)	0	0.0%	0	0	0.0%	0
C'est Tiguïdou (29)	0	0.0%	0	0	0.0%	0
Familles Typiques (34)	0	0.0%	0	0	0.0%	0
S5. Middle-Income Suburbia	0	0.0%	0	0	0.0%	0
Stressed in Suburbia (38)	0	0.0%	0	0	0.0%	0
Happy Medium (43)	0	0.0%	0	0	0.0%	0
S6. Older Suburban	0	0.0%	0	0	0.0%	0
Scenic Retirement (21)	0	0.0%	0	0	0.0%	0
Slow-Lane Suburbs (45)	0	0.0%	0	0	0.0%	0
Silver Flats (53)	0	0.0%	0	0	0.0%	0
Suburban Recliners (62)	0	0.0%	0	0	0.0%	0
S7. Middle Suburban Francophone	0	0.0%	0	0	0.0%	0
Vie Dynamique (35)	0	0.0%	0	0	0.0%	0
Banlieues Tranquilles (42)	0	0.0%	0	0	0.0%	0
La Vie Simple (59)	0	0.0%	0	0	0.0%	0
T1. Town Mix	0	0.0%	0	0	0.0%	0
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Old Town Roads (58)	0	0.0%	0	0	0.0%	0
Indigenous Families (66)	0	0.0%	0	0	0.0%	0

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

PRIZM Social Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	13,349	100.0%		20,335	100.0%	
R1 Upper-Middle Rural	0	0.0%	0	0	0.0%	0
Kick-Back Country (14)	0	0.0%	0	0	0.0%	0
Country Traditions (26)	0	0.0%	0	0	0.0%	0
New Country (33)	0	0.0%	0	0	0.0%	0
R2. Middle Rural	0	0.0%	0	0	0.0%	0
Down to Earth (41)	0	0.0%	0	0	0.0%	0
Agri-Biz (48)	0	0.0%	0	0	0.0%	0
Backcountry Boomers (49)	0	0.0%	0	0	0.0%	0
Country & Western (50)	0	0.0%	0	0	0.0%	0
R3. Rural Francophone	0	0.0%	0	0	0.0%	0
Patrimoine Rustique (46)	0	0.0%	0	0	0.0%	0
Vie au Village (54)	0	0.0%	0	0	0.0%	0
Amants de la Nature (63)	0	0.0%	0	0	0.0%	0

Sample Report

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

PRIZM Lifestage Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	13,349	100.0%		20,335	100.0%	
Y1. Very Young Singles & Couples	12,244	91.7%	1,413	18,354	90.3%	1,974
Eat, Play, Love (12)	3,930	29.4%	1,040	5,661	27.8%	1,425
Latte Life (28)	3,363	25.2%	3,566	5,061	24.9%	4,993
Les Énerjeunes (40)	0	0.0%	0	0	0.0%	0
Social Networkers (47)	4,951	37.1%	2,612	7,632	37.5%	3,608
Y2. Younger Singles & Couples	437	3.3%	32	809	4.0%	47
New Asian Heights (20)	14	0.1%	8	40	0.2%	18
Indieville (22)	8	0.1%	5	30	0.1%	12
Friends & Roomies (52)	415	3.1%	127	739	3.6%	182
Jeunes Biculturels (56)	0	0.0%	0	0	0.0%	0
Juggling Acts (57)	0	0.0%	0	0	0.0%	0
Just Getting By (67)	0	0.0%	0	0	0.0%	0
Y3. Young Families	0	0.0%	0	0	0.0%	0
Modern Suburbia (11)	0	0.0%	0	0	0.0%	0
All-Terrain Families (24)	0	0.0%	0	0	0.0%	0
F1. School-Age Families	341	2.6%	28	566	2.8%	34
Downtown Verve (6)	335	2.5%	208	553	2.7%	228
Diverse & Determined (32)	6	0.0%	3	13	0.1%	4
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Évolution Urbaine (39)	0	0.0%	0	0	0.0%	0
Banlieues Tranquilles (42)	0	0.0%	0	0	0.0%	0
Enclaves Multiethniques (55)	0	0.0%	0	0	0.0%	0
La Vie Simple (59)	0	0.0%	0	0	0.0%	0
Value Villagers (60)	0	0.0%	0	0	0.0%	0
F2. Large Diverse Families	1	0.0%	0	6	0.0%	0
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
First-Class Families (5)	1	0.0%	1	6	0.0%	2
Multiculture-ish (8)	0	0.0%	0	0	0.0%	0
Asian Achievement (10)	0	0.0%	0	0	0.0%	0
Vie de Rêve (13)	0	0.0%	0	0	0.0%	0
South Asian Enterprise (15)	0	0.0%	0	0	0.0%	0
Multicultural Corners (18)	0	0.0%	0	0	0.0%	0
South Asian Society (30)	0	0.0%	0	0	0.0%	0
Indigenous Families (66)	0	0.0%	0	0	0.0%	0

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

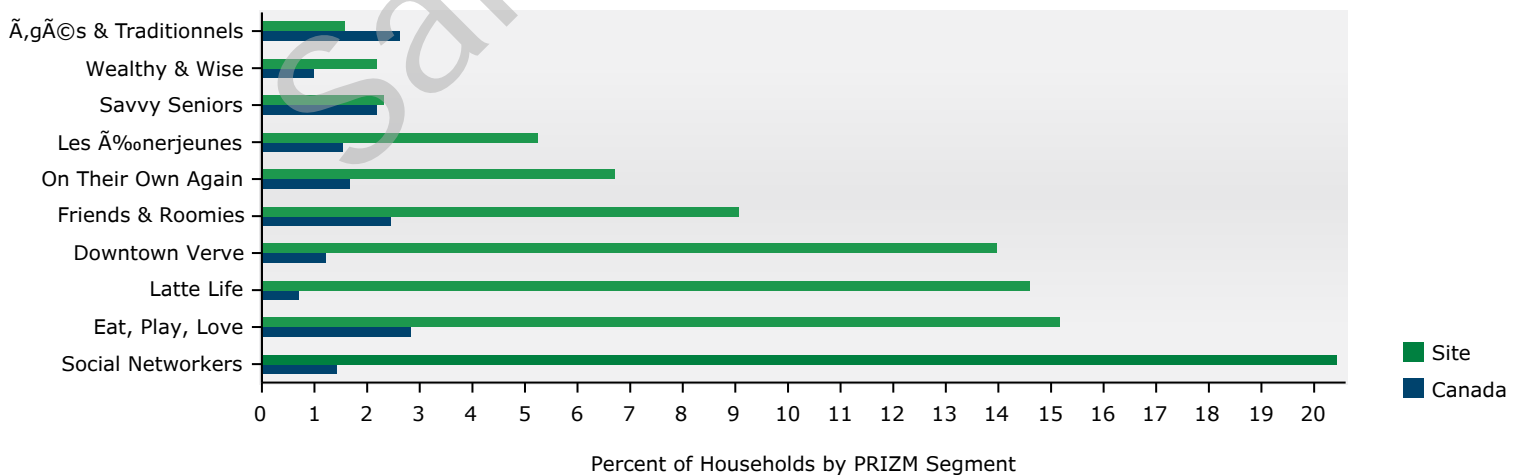
PRIZM Lifestage Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	13,349	100.0%		20,335	100.0%	
F3 Middle-Age Families	62	0.5%	2	159	0.8%	3
Turbo Burbs (4)	0	0.0%	0	0	0.0%	0
Kick-Back Country (14)	0	0.0%	0	0	0.0%	0
Asian Avenues (17)	1	0.0%	1	7	0.0%	5
Family Mode (19)	0	0.0%	0	0	0.0%	0
Suburban Sports (25)	0	0.0%	0	0	0.0%	0
Country Traditions (26)	0	0.0%	0	0	0.0%	0
Diversité Nouvelle (27)	0	0.0%	0	0	0.0%	0
C'est Tiguidou (29)	0	0.0%	0	0	0.0%	0
Metro Melting Pot (31)	5	0.0%	2	23	0.1%	5
New Country (33)	0	0.0%	0	0	0.0%	0
Familles Typiques (34)	0	0.0%	0	0	0.0%	0
Middle-Class Mosaic (36)	0	0.0%	0	0	0.0%	0
Stressed in Suburbia (38)	0	0.0%	0	0	0.0%	0
Happy Medium (43)	0	0.0%	0	0	0.0%	0
Agri-Biz (48)	0	0.0%	0	0	0.0%	0
Vie au Village (54)	0	0.0%	0	0	0.0%	0
Came From Away (61)	51	0.4%	21	106	0.5%	30
Midtown Movers (64)	5	0.0%	4	23	0.1%	10
M1. Older Families & Empty Nests	3	0.0%	0	13	0.1%	0
The A-List (1)	0	0.0%	0	0	0.0%	0
Wealthy & Wise (2)	2	0.0%	2	9	0.0%	4
Mature & Secure (7)	0	0.0%	0	0	0.0%	0
Boomer Bliss (9)	0	0.0%	0	0	0.0%	0
Savvy Seniors (16)	1	0.0%	0	4	0.0%	1
Mid-City Mellow (23)	0	0.0%	0	0	0.0%	0
Vie Dynamique (35)	0	0.0%	0	0	0.0%	0
Down to Earth (41)	0	0.0%	0	0	0.0%	0
Slow-Lane Suburbs (45)	0	0.0%	0	0	0.0%	0
Patrimoine Rustique (46)	0	0.0%	0	0	0.0%	0
Old Town Roads (58)	0	0.0%	0	0	0.0%	0
Amants de la Nature (63)	0	0.0%	0	0	0.0%	0
M2. Mature Singles & Couples	261	2.0%	15	430	2.1%	20
Scenic Retirement (21)	0	0.0%	0	0	0.0%	0
Un Grand Cru (44)	0	0.0%	0	0	0.0%	0
Backcountry Boomers (49)	0	0.0%	0	0	0.0%	0
Country & Western (50)	0	0.0%	0	0	0.0%	0
On Their Own Again (51)	261	2.0%	117	430	2.1%	180
Silver Flats (53)	0	0.0%	0	0	0.0%	0
Suburban Recliners (62)	0	0.0%	0	0	0.0%	0
Âgés & Traditionnels (65)	0	0.0%	0	0	0.0%	0

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

Top Twenty PRIZM Segments

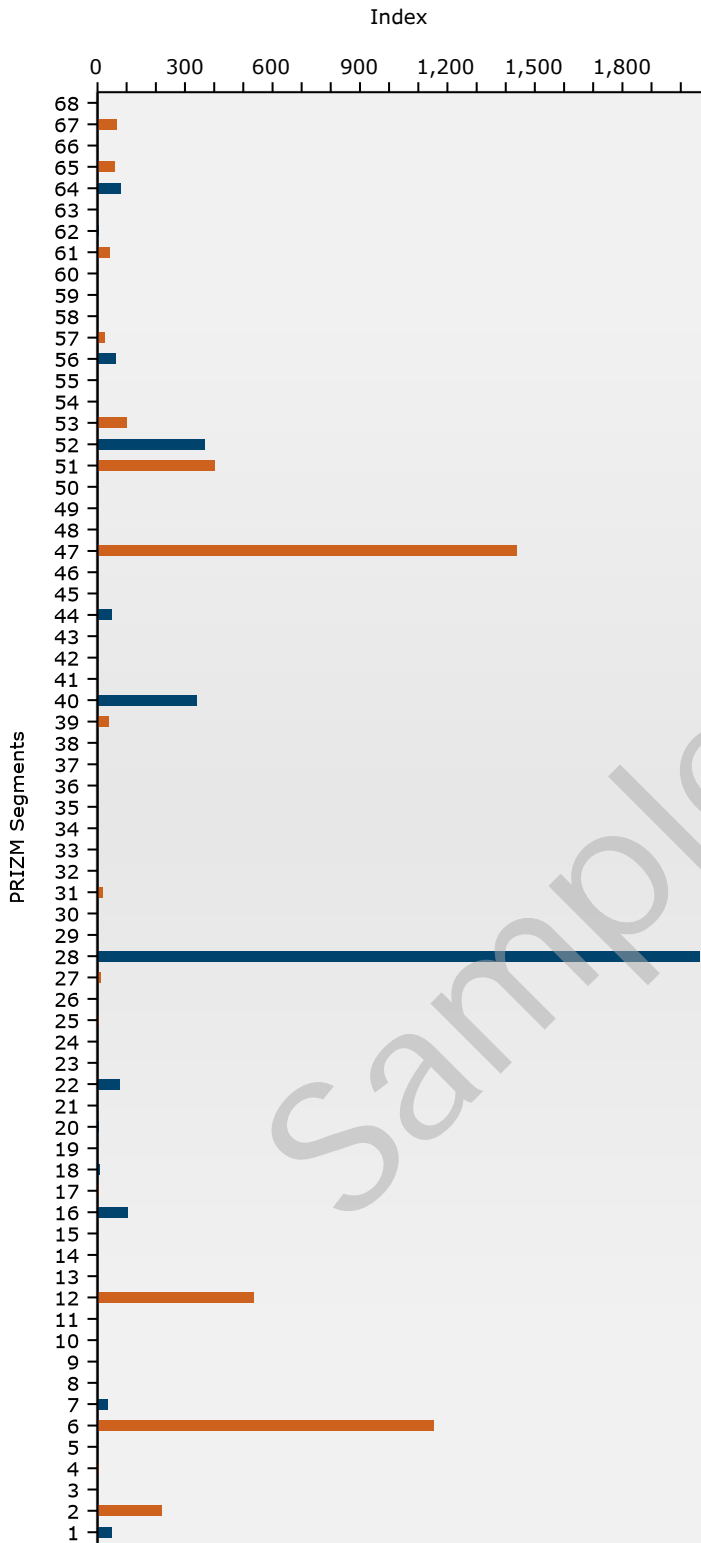
Rank	PRIZM Segment	2024 Households		2024 Canadian Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Social Networkers	20.4%	20.4%	1.4%	1.4%	1,438
2	Eat, Play, Love	15.2%	35.6%	2.8%	4.2%	536
3	Latte Life	14.6%	50.2%	0.7%	4.9%	2,066
4	Downtown Verve	14.0%	64.2%	1.2%	6.1%	1,155
5	Friends & Roomies	9.1%	73.3%	2.5%	8.6%	369
	Subtotal	73.3%		8.6%		
6	On Their Own Again	6.7%	80.0%	1.7%	10.3%	402
7	Les Ânerjeunes	5.2%	85.2%	1.5%	11.8%	342
8	Savvy Seniors	2.3%	87.5%	2.2%	14.0%	106
9	Wealthy & Wise	2.2%	89.7%	1.0%	15.0%	221
10	ÃgÃs & Traditionnels	1.6%	91.3%	2.6%	17.6%	60
	Subtotal	18.0%		9.0%		
11	Just Getting By	1.5%	92.8%	2.3%	19.9%	65
12	Indieville	1.0%	93.8%	1.3%	21.2%	77
13	Jeunes Biculturels	0.8%	94.6%	1.3%	22.5%	62
14	Midtown Movers	0.8%	95.4%	1.0%	23.5%	79
15	Came From Away	0.8%	96.2%	1.8%	25.3%	43
	Subtotal	4.9%		7.7%		
16	Silver Flats	0.7%	96.9%	0.7%	26.0%	102
17	Mature & Secure	0.5%	97.4%	1.4%	27.4%	37
18	Ãvolution Urbaine	0.5%	97.9%	1.2%	28.6%	40
19	Un Grand Cru	0.4%	98.3%	0.8%	29.4%	51
20	Juggling Acts	0.4%	98.7%	1.5%	30.9%	25
	Subtotal	2.5%		5.6%		
	Total	98.5%		30.9%		319

Top Ten PRIZM Segments Site vs. Canada

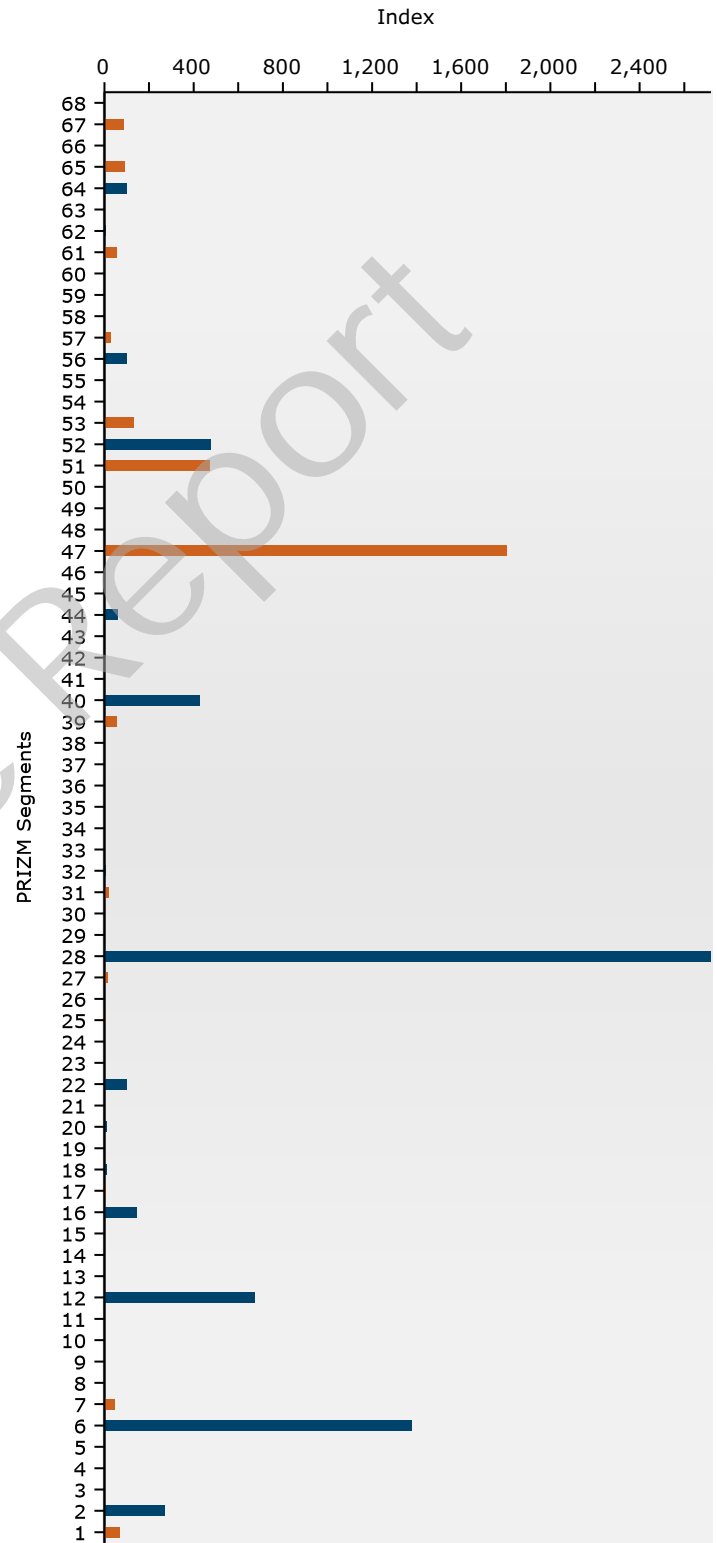


Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

2024 PRIZM Indexes by Households



2024 PRIZM Indexes by Total Population



Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

PRIZM Social Groups	2024 Households			2024 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	74,032	100.0%		131,403	100.0%	
U1. Urban Elite	12,164	16.4%	593	26,401	20.1%	665
The A-List (01)	212	0.3%	50	585	0.4%	67
Wealthy & Wise (02)	1,616	2.2%	221	4,123	3.1%	270
Downtown Verve (06)	10,336	14.0%	1,155	21,693	16.5%	1,381
U2. Urban Older	6,697	9.0%	121	11,078	8.4%	117
Savvy Seniors (16)	1,711	2.3%	106	3,713	2.8%	144
Mid-City Mellow (23)	5	0.0%	0	17	0.0%	1
Middle-Class Mosaic (36)	19	0.0%	2	76	0.1%	4
On Their Own Again (51)	4,962	6.7%	402	7,272	5.5%	471
U3. Young Urban Core	30,982	41.8%	515	49,766	37.9%	603
Eat, Play, Love (12)	11,225	15.2%	536	17,313	13.2%	675
Indieville (22)	753	1.0%	77	1,689	1.3%	102
Les Énerjeunes (40)	3,883	5.2%	342	6,090	4.6%	429
Social Networkers (47)	15,121	20.4%	1,438	24,674	18.8%	1,805
Enclaves Multiethniques (55)	0	0.0%	0	0	0.0%	0
U4. Urban Diversity	1,167	1.6%	30	2,770	2.1%	32
South Asian Enterprise (15)	0	0.0%	0	0	0.0%	0
Asian Avenues (17)	18	0.0%	4	58	0.0%	6
Came From Away (61)	563	0.8%	43	1,240	0.9%	54
Midtown Movers (64)	586	0.8%	79	1,472	1.1%	102
U5. Younger Urban Mix	18,871	25.5%	301	32,912	25.0%	349
Latte Life (28)	10,804	14.6%	2,066	17,805	13.5%	2,719
Friends & Roomies (52)	6,702	9.1%	369	12,513	9.5%	477
Juggling Acts (57)	269	0.4%	25	554	0.4%	30
Value Villagers (60)	1	0.0%	0	3	0.0%	0
Just Getting By (67)	1,095	1.5%	65	2,037	1.6%	85
U6. Older Urban Francophone	2,410	3.3%	55	4,642	3.5%	81
Évolution Urbaine (39)	348	0.5%	40	698	0.5%	55
Un Grand Cru (44)	316	0.4%	51	526	0.4%	62
Jeunes Biculturels (56)	589	0.8%	62	1,288	1.0%	100
Âgés & Traditionnels (65)	1,157	1.6%	60	2,130	1.6%	93
F1. High-Income Urban Fringe	489	0.7%	17	1,280	1.0%	20
Asian Sophisticates (3)	7	0.0%	1	17	0.0%	1
Mature & Secure (7)	382	0.5%	37	979	0.7%	45
Multicultural Corners (18)	100	0.1%	7	284	0.2%	9
F2. Diverse Urban Fringe	144	0.2%	5	363	0.3%	7
Asian Achievement (10)	1	0.0%	0	4	0.0%	0
New Asian Heights (20)	52	0.1%	5	124	0.1%	9
Diversité Nouvelle (27)	91	0.1%	10	235	0.2%	14

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

PRIZM Social Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	74,032	100.0%		131,403	100.0%	
F3. Middle-Income Urban Fringe	272	0.4%	9	637	0.5%	10
South Asian Society (30)	0	0.0%	0	0	0.0%	0
Metro Melting Pot (31)	230	0.3%	17	524	0.4%	18
Diverse & Determined (32)	42	0.1%	3	113	0.1%	6
S1. Suburban Elite	38	0.1%	1	100	0.1%	2
Turbo Burbs (4)	24	0.0%	4	54	0.0%	4
First-Class Families (5)	8	0.0%	1	31	0.0%	1
Boomer Bliss (9)	6	0.0%	0	15	0.0%	1
S2. High-Income Suburban Diversity	11	0.0%	0	29	0.0%	0
Multiculture-ish (8)	3	0.0%	0	10	0.0%	0
Modern Suburbia (11)	8	0.0%	0	19	0.0%	0
S3. Middle Suburbia	96	0.1%	2	223	0.2%	3
Family Mode (19)	0	0.0%	0	0	0.0%	0
All-Terrain Families (24)	3	0.0%	0	6	0.0%	0
Suburban Sports (25)	93	0.1%	6	217	0.2%	7
S4. Middle Suburban Francophone	38	0.1%	1	101	0.1%	1
Vie de Rêve (13)	0	0.0%	0	0	0.0%	0
C'est Tiguidou (29)	38	0.1%	2	101	0.1%	3
Familles Typiques (34)	0	0.0%	0	0	0.0%	0
S5. Middle-Income Suburbia	4	0.0%	0	16	0.0%	0
Stressed in Suburbia (38)	3	0.0%	0	8	0.0%	0
Happy Medium (43)	1	0.0%	0	8	0.0%	1
S6. Older Suburban	606	0.8%	14	973	0.7%	15
Scenic Retirement (21)	0	0.0%	0	0	0.0%	0
Slow-Lane Suburbs (45)	0	0.0%	0	1	0.0%	0
Silver Flats (53)	538	0.7%	102	836	0.6%	132
Suburban Recliners (62)	68	0.1%	5	136	0.1%	8
S7. Middle Suburban Francophone	20	0.0%	1	36	0	1
Vie Dynamique (35)	8	0.0%	1	15	0.0%	1
Banlieues Tranquilles (42)	0	0.0%	0	0	0.0%	0
La Vie Simple (59)	12	0.0%	1	21	0.0%	2
T1. Town Mix	0	0.0%	0	0	0.0%	0
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Old Town Roads (58)	0	0.0%	0	0	0.0%	0
Indigenous Families (66)	0	0.0%	0	0	0.0%	0

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

PRIZM Social Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	74,032	100.0%		131,403	100.0%	
R1 Upper-Middle Rural	24	0.0%	1	75	0.1%	1
Kick-Back Country (14)	1	0.0%	0	4	0.0%	0
Country Traditions (26)	23	0.0%	1	71	0.1%	2
New Country (33)	0	0.0%	0	0	0.0%	0
R2. Middle Rural	0	0.0%	0	0	0.0%	0
Down to Earth (41)	0	0.0%	0	0	0.0%	0
Agri-Biz (48)	0	0.0%	0	0	0.0%	0
Backcountry Boomers (49)	0	0.0%	0	0	0.0%	0
Country & Western (50)	0	0.0%	0	0	0.0%	0
R3. Rural Francophone	0	0.0%	0	0	0.0%	0
Patrimoine Rustique (46)	0	0.0%	0	0	0.0%	0
Vie au Village (54)	0	0.0%	0	0	0.0%	0
Amants de la Nature (63)	0	0.0%	0	0	0.0%	0

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

PRIZM Lifestage Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	74,032	100.0%		131,403	100.0%	
Y1. Very Young Singles & Couples	41,033	55.4%	854	65,882	50.1%	1,097
Eat, Play, Love (12)	11,225	15.2%	536	17,313	13.2%	675
Latte Life (28)	10,804	14.6%	2,066	17,805	13.5%	2,719
Les Énerjeunes (40)	3,883	5.2%	342	6,090	4.6%	429
Social Networkers (47)	15,121	20.4%	1,438	24,674	18.8%	1,805
Y2. Younger Singles & Couples	9,460	12.8%	126	18,205	13.9%	162
New Asian Heights (20)	52	0.1%	5	124	0.1%	9
Indieville (22)	753	1.0%	77	1,689	1.3%	102
Friends & Roomies (52)	6,702	9.1%	369	12,513	9.5%	477
Jeunes Biculturels (56)	589	0.8%	62	1,288	1.0%	100
Juggling Acts (57)	269	0.4%	25	554	0.4%	30
Just Getting By (67)	1,095	1.5%	65	2,037	1.6%	85
Y3. Young Families	11	0.0%	0	25	0.0%	0
Modern Suburbia (11)	8	0.0%	0	19	0.0%	0
All-Terrain Families (24)	3	0.0%	0	6	0.0%	0
F1. School-Age Families	10,739	14.5%	161	22,528	17.1%	210
Downtown Verve (6)	10,336	14.0%	1,155	21,693	16.5%	1,381
Diverse & Determined (32)	42	0.1%	3	113	0.1%	6
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Évolution Urbaine (39)	348	0.5%	40	698	0.5%	55
Banlieues Tranquilles (42)	0	0.0%	0	0	0.0%	0
Enclaves Multiethniques (55)	0	0.0%	0	0	0.0%	0
La Vie Simple (59)	12	0.0%	1	21	0.0%	2
Value Villagers (60)	1	0.0%	0	3	0.0%	0
F2. Large Diverse Families	119	0.2%	1	346	0.3%	2
Asian Sophisticates (3)	7	0.0%	1	17	0.0%	1
First-Class Families (5)	8	0.0%	1	31	0.0%	1
Multiculture-ish (8)	3	0.0%	0	10	0.0%	0
Asian Achievement (10)	1	0.0%	0	4	0.0%	0
Vie de Rêve (13)	0	0.0%	0	0	0.0%	0
South Asian Enterprise (15)	0	0.0%	0	0	0.0%	0
Multicultural Corners (18)	100	0.1%	7	284	0.2%	9
South Asian Society (30)	0	0.0%	0	0	0.0%	0
Indigenous Families (66)	0	0.0%	0	0	0.0%	0

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

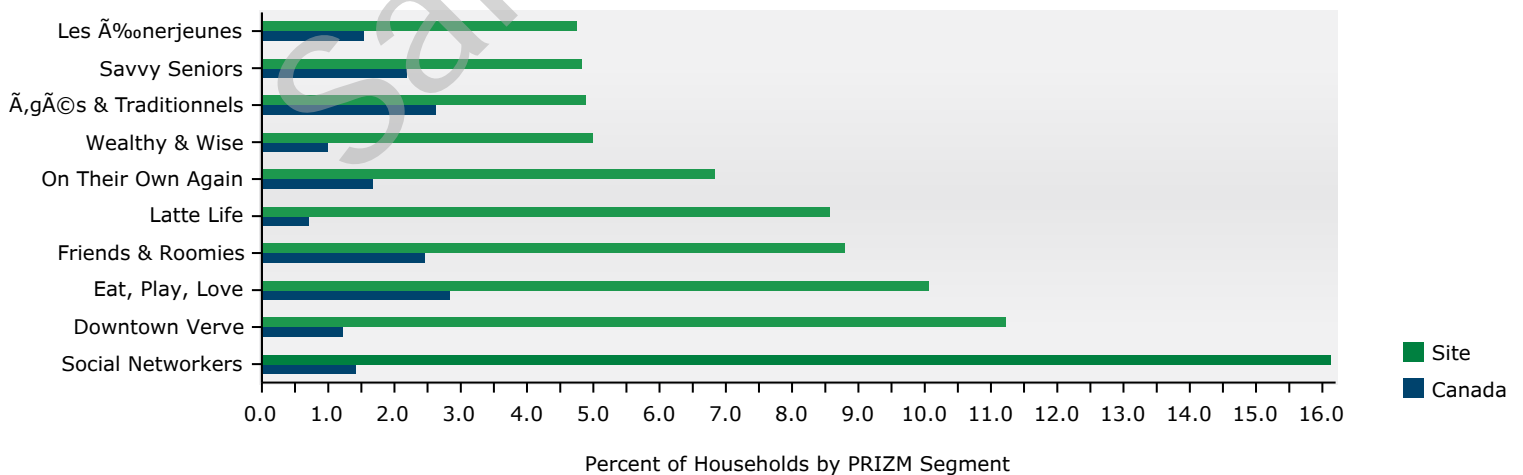
PRIZM Lifestage Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	74,032	100.0%		131,403	100.0%	
F3 Middle-Age Families	1,690	2.3%	8	4,068	3.1%	10
Turbo Burbs (4)	24	0.0%	4	54	0.0%	4
Kick-Back Country (14)	1	0.0%	0	4	0.0%	0
Asian Avenues (17)	18	0.0%	4	58	0.0%	6
Family Mode (19)	0	0.0%	0	0	0.0%	0
Suburban Sports (25)	93	0.1%	6	217	0.2%	7
Country Traditions (26)	23	0.0%	1	71	0.1%	2
Diversité Nouvelle (27)	91	0.1%	10	235	0.2%	14
C'est Tiguidou (29)	38	0.1%	2	101	0.1%	3
Metro Melting Pot (31)	230	0.3%	17	524	0.4%	18
New Country (33)	0	0.0%	0	0	0.0%	0
Familles Typiques (34)	0	0.0%	0	0	0.0%	0
Middle-Class Mosaic (36)	19	0.0%	2	76	0.1%	4
Stressed in Suburbia (38)	3	0.0%	0	8	0.0%	0
Happy Medium (43)	1	0.0%	0	8	0.0%	1
Agri-Biz (48)	0	0.0%	0	0	0.0%	0
Vie au Village (54)	0	0.0%	0	0	0.0%	0
Came From Away (61)	563	0.8%	43	1,240	0.9%	54
Midtown Movers (64)	586	0.8%	79	1,472	1.1%	102
M1. Older Families & Empty Nests	3,940	5.3%	28	9,448	7.2%	38
The A-List (1)	212	0.3%	50	585	0.4%	67
Wealthy & Wise (2)	1,616	2.2%	221	4,123	3.1%	270
Mature & Secure (7)	382	0.5%	37	979	0.7%	45
Boomer Bliss (9)	6	0.0%	0	15	0.0%	1
Savvy Seniors (16)	1,711	2.3%	106	3,713	2.8%	144
Mid-City Mellow (23)	5	0.0%	0	17	0.0%	1
Vie Dynamique (35)	8	0.0%	1	15	0.0%	1
Down to Earth (41)	0	0.0%	0	0	0.0%	0
Slow-Lane Suburbs (45)	0	0.0%	0	1	0.0%	0
Patrimoine Rustique (46)	0	0.0%	0	0	0.0%	0
Old Town Roads (58)	0	0.0%	0	0	0.0%	0
Amants de la Nature (63)	0	0.0%	0	0	0.0%	0
M2. Mature Singles & Couples	7,041	9.5%	73	10,900	8.3%	79
Scenic Retirement (21)	0	0.0%	0	0	0.0%	0
Un Grand Cru (44)	316	0.4%	51	526	0.4%	62
Backcountry Boomers (49)	0	0.0%	0	0	0.0%	0
Country & Western (50)	0	0.0%	0	0	0.0%	0
On Their Own Again (51)	4,962	6.7%	402	7,272	5.5%	471
Silver Flats (53)	538	0.7%	102	836	0.6%	132
Suburban Recliners (62)	68	0.1%	5	136	0.1%	8
Âgés & Traditionnels (65)	1,157	1.6%	60	2,130	1.6%	93

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

Top Twenty PRIZM Segments

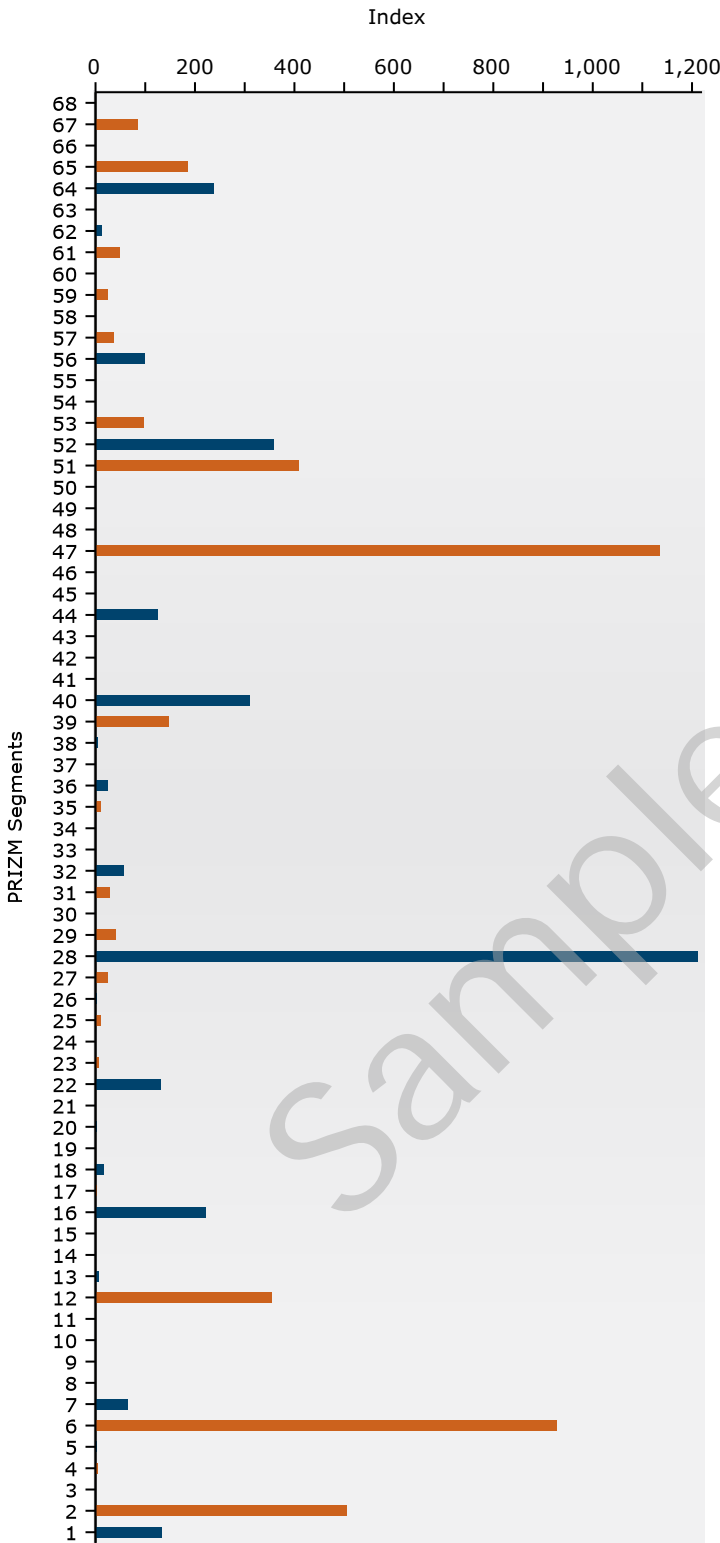
Rank	PRIZM Segment	2024 Households		2024 Canadian Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Social Networkers	16.1%	16.1%	1.4%	1.4%	1,135
2	Downtown Verve	11.2%	27.3%	1.2%	2.6%	929
3	Eat, Play, Love	10.1%	37.4%	2.8%	5.4%	355
4	Friends & Roomies	8.8%	46.2%	2.5%	7.9%	359
5	Latte Life	8.6%	54.8%	0.7%	8.6%	1,212
	Subtotal	54.8%		8.6%		
6	On Their Own Again	6.8%	61.6%	1.7%	10.3%	410
7	Wealthy & Wise	5.0%	66.6%	1.0%	11.3%	505
8	ÃgÃ©s & Traditionnels	4.9%	71.5%	2.6%	13.9%	186
9	Savvy Seniors	4.8%	76.3%	2.2%	16.1%	222
10	Les Ãnerjeunes	4.8%	81.1%	1.5%	17.6%	310
	Subtotal	26.3%		9.0%		
11	Midtown Movers	2.4%	83.5%	1.0%	18.6%	238
12	Just Getting By	1.9%	85.4%	2.3%	20.9%	85
13	Ãvolution Urbaine	1.7%	87.1%	1.2%	22.1%	147
14	Indieville	1.7%	88.8%	1.3%	23.4%	131
15	Jeunes Biculturels	1.3%	90.1%	1.3%	24.7%	99
	Subtotal	9.0%		7.1%		
16	C'est Tigidou	1.1%	91.2%	2.6%	27.3%	41
17	Un Grand Cru	1.1%	92.3%	0.8%	28.1%	126
18	Diverse & Determined	1.0%	93.3%	1.7%	29.8%	58
19	Mature & Secure	0.9%	94.2%	1.4%	31.2%	65
20	Came From Away	0.9%	95.1%	1.8%	33.0%	50
	Subtotal	5.0%		8.3%		
	Total	95.0%		33.0%		288

Top Ten PRIZM Segments Site vs. Canada

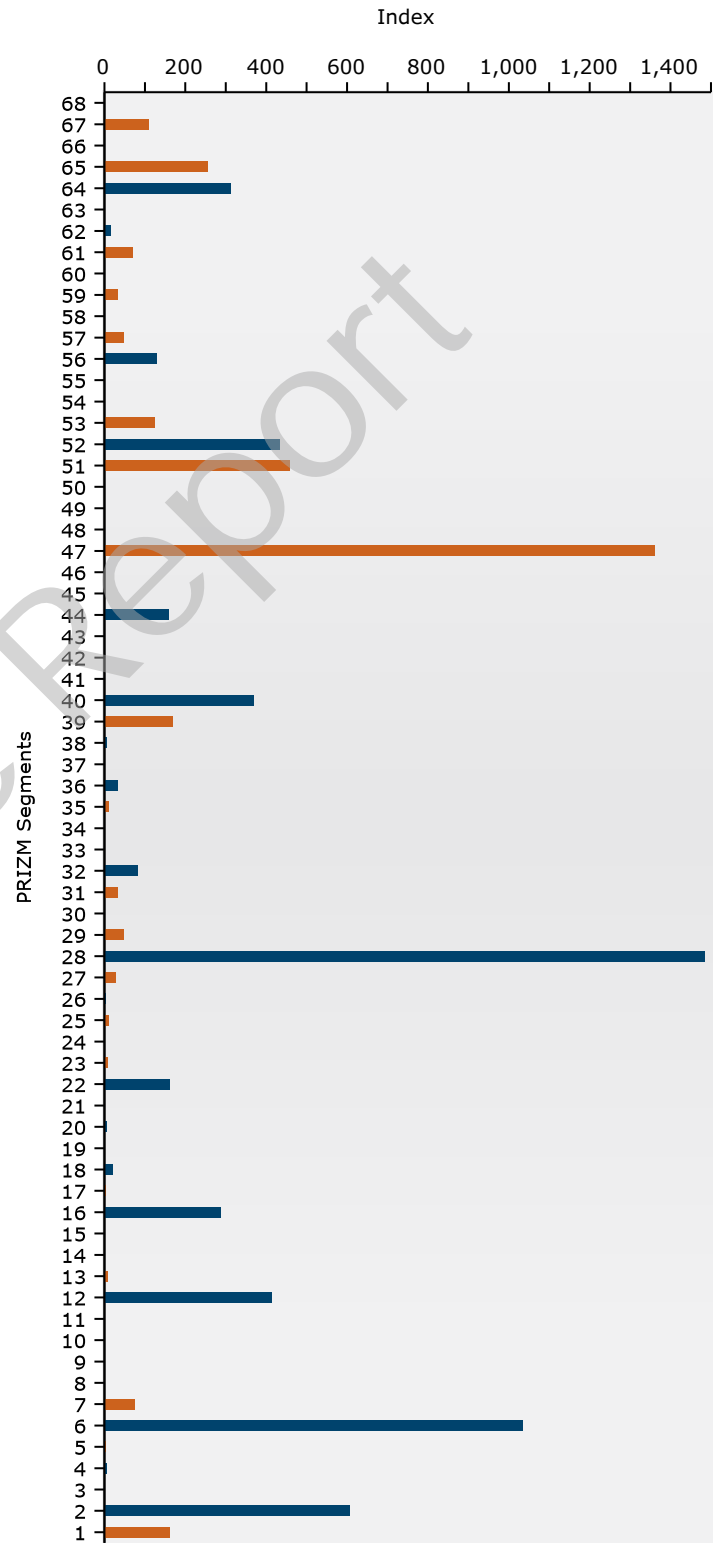


Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

2024 PRIZM Indexes by Households



2024 PRIZM Indexes by Total Population



Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

PRIZM Social Groups	2024 Households			2024 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	129,554	100.0%		247,583	100.0%	
U1. Urban Elite	22,014	17.0%	613	50,768	20.5%	678
The A-List (01)	997	0.8%	134	2,677	1.1%	162
Wealthy & Wise (02)	6,472	5.0%	505	17,421	7.0%	606
Downtown Verve (06)	14,545	11.2%	929	30,670	12.4%	1,036
U2. Urban Older	15,772	12.2%	163	29,228	11.8%	164
Savvy Seniors (16)	6,256	4.8%	222	14,068	5.7%	289
Mid-City Mellow (23)	199	0.2%	7	520	0.2%	8
Middle-Class Mosaic (36)	471	0.4%	26	1,313	0.5%	34
On Their Own Again (51)	8,846	6.8%	410	13,327	5.4%	458
U3. Young Urban Core	42,295	32.6%	402	70,016	28.3%	450
Eat, Play, Love (12)	13,023	10.1%	355	19,999	8.1%	414
Indieville (22)	2,227	1.7%	131	5,069	2.0%	163
Les Énerjeunes (40)	6,158	4.8%	310	9,878	4.0%	369
Social Networkers (47)	20,887	16.1%	1,135	35,070	14.2%	1,362
Enclaves Multiethniques (55)	0	0.0%	0	0	0.0%	0
U4. Urban Diversity	4,286	3.3%	63	11,649	4.7%	72
South Asian Enterprise (15)	3	0.0%	0	15	0.0%	0
Asian Avenues (17)	20	0.0%	3	66	0.0%	4
Came From Away (61)	1,162	0.9%	50	3,053	1.2%	70
Midtown Movers (64)	3,101	2.4%	238	8,515	3.4%	313
U5. Younger Urban Mix	25,746	19.9%	235	46,397	18.7%	261
Latte Life (28)	11,093	8.6%	1,212	18,309	7.4%	1,484
Friends & Roomies (52)	11,393	8.8%	359	21,476	8.7%	434
Juggling Acts (57)	735	0.6%	38	1,627	0.7%	47
Value Villagers (60)	11	0.0%	1	28	0.0%	1
Just Getting By (67)	2,514	1.9%	85	4,957	2.0%	109
U6. Older Urban Francophone	11,562	8.9%	151	20,915	8.4%	194
Évolution Urbaine (39)	2,233	1.7%	147	4,067	1.6%	169
Un Grand Cru (44)	1,374	1.1%	126	2,551	1.0%	159
Jeunes Biculturels (56)	1,635	1.3%	99	3,183	1.3%	131
Âgés & Traditionnels (65)	6,320	4.9%	186	11,114	4.5%	257
F1. High-Income Urban Fringe	1,567	1.2%	31	4,228	1.7%	35
Asian Sophisticates (3)	7	0.0%	1	17	0.0%	1
Mature & Secure (7)	1,166	0.9%	65	3,078	1.2%	76
Multicultural Corners (18)	394	0.3%	16	1,133	0.5%	20
F2. Diverse Urban Fringe	440	0.3%	9	1,051	0.4%	11
Asian Achievement (10)	1	0.0%	0	4	0.0%	0
New Asian Heights (20)	52	0.0%	3	124	0.1%	5
Diversité Nouvelle (27)	387	0.3%	24	923	0.4%	29

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

PRIZM Social Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	129,554	100.0%		247,583	100.0%	
F3. Middle-Income Urban Fringe	2,011	1.6%	36	5,133	2.1%	42
South Asian Society (30)	5	0.0%	1	21	0.0%	1
Metro Melting Pot (31)	724	0.6%	30	1,845	0.7%	34
Diverse & Determined (32)	1,282	1.0%	58	3,267	1.3%	84
S1. Suburban Elite	132	0.1%	3	352	0.1%	3
Turbo Burbs (4)	57	0.0%	5	123	0.0%	5
First-Class Families (5)	51	0.0%	3	151	0.1%	4
Boomer Bliss (9)	24	0.0%	1	78	0.0%	2
S2. High-Income Suburban Diversity	19	0.0%	0	56	0.0%	0
Multiculture-ish (8)	9	0.0%	0	31	0.0%	1
Modern Suburbia (11)	10	0.0%	0	25	0.0%	0
S3. Middle Suburbia	298	0.2%	4	741	0.3%	5
Family Mode (19)	7	0.0%	0	17	0.0%	0
All-Terrain Families (24)	3	0.0%	0	6	0.0%	0
Suburban Sports (25)	288	0.2%	10	718	0.3%	11
S4. Middle Suburban Francophone	1,480	1.1%	22	3,416	1.4%	25
Vie de Rêve (13)	89	0.1%	7	230	0.1%	8
C'est Tiguidou (29)	1,387	1.1%	41	3,178	1.3%	48
Familles Typiques (34)	4	0.0%	0	8	0.0%	0
S5. Middle-Income Suburbia	87	0.1%	3	236	0.1%	3
Stressed in Suburbia (38)	83	0.1%	4	222	0.1%	5
Happy Medium (43)	4	0.0%	0	14	0.0%	0
S6. Older Suburban	1,186	0.9%	16	2,081	0.8%	17
Scenic Retirement (21)	0	0.0%	0	0	0.0%	0
Slow-Lane Suburbs (45)	3	0.0%	0	6	0.0%	0
Silver Flats (53)	900	0.7%	97	1,491	0.6%	125
Suburban Recliners (62)	283	0.2%	13	584	0.2%	17
S7. Middle Suburban Francophone	591	0.5%	14	1,139	0	16
Vie Dynamique (35)	169	0.1%	10	354	0.1%	12
Banlieues Tranquilles (42)	0	0.0%	0	0	0.0%	0
La Vie Simple (59)	422	0.3%	26	785	0.3%	32
T1. Town Mix	0	0.0%	0	0	0.0%	0
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Old Town Roads (58)	0	0.0%	0	0	0.0%	0
Indigenous Families (66)	0	0.0%	0	0	0.0%	0

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

PRIZM Social Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	129,554	100.0%		247,583	100.0%	
R1 Upper-Middle Rural	67	0.1%	1	174	0.1%	1
Kick-Back Country (14)	1	0.0%	0	4	0.0%	0
Country Traditions (26)	66	0.1%	2	170	0.1%	3
New Country (33)	0	0.0%	0	0	0.0%	0
R2. Middle Rural	0	0.0%	0	0	0.0%	0
Down to Earth (41)	0	0.0%	0	0	0.0%	0
Agri-Biz (48)	0	0.0%	0	0	0.0%	0
Backcountry Boomers (49)	0	0.0%	0	0	0.0%	0
Country & Western (50)	0	0.0%	0	0	0.0%	0
R3. Rural Francophone	0	0.0%	0	0	0.0%	0
Patrimoine Rustique (46)	0	0.0%	0	0	0.0%	0
Vie au Village (54)	0	0.0%	0	0	0.0%	0
Amants de la Nature (63)	0	0.0%	0	0	0.0%	0

Sample Report

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

PRIZM Lifestage Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	129,554	100.0%		247,583	100.0%	
Y1. Very Young Singles & Couples	51,161	39.5%	608	83,256	33.6%	736
Eat, Play, Love (12)	13,023	10.1%	355	19,999	8.1%	414
Latte Life (28)	11,093	8.6%	1,212	18,309	7.4%	1,484
Les Énerjeunes (40)	6,158	4.8%	310	9,878	4.0%	369
Social Networkers (47)	20,887	16.1%	1,135	35,070	14.2%	1,362
Y2. Younger Singles & Couples	18,556	14.3%	141	36,436	14.7%	172
New Asian Heights (20)	52	0.0%	3	124	0.1%	5
Indieville (22)	2,227	1.7%	131	5,069	2.0%	163
Friends & Roomies (52)	11,393	8.8%	359	21,476	8.7%	434
Jeunes Biculturels (56)	1,635	1.3%	99	3,183	1.3%	131
Juggling Acts (57)	735	0.6%	38	1,627	0.7%	47
Just Getting By (67)	2,514	1.9%	85	4,957	2.0%	109
Y3. Young Families	13	0.0%	0	31	0.0%	0
Modern Suburbia (11)	10	0.0%	0	25	0.0%	0
All-Terrain Families (24)	3	0.0%	0	6	0.0%	0
F1. School-Age Families	18,493	14.3%	159	38,817	15.7%	192
Downtown Verve (6)	14,545	11.2%	929	30,670	12.4%	1,036
Diverse & Determined (32)	1,282	1.0%	58	3,267	1.3%	84
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Évolution Urbaine (39)	2,233	1.7%	147	4,067	1.6%	169
Banlieues Tranquilles (42)	0	0.0%	0	0	0.0%	0
Enclaves Multiethniques (55)	0	0.0%	0	0	0.0%	0
La Vie Simple (59)	422	0.3%	26	785	0.3%	32
Value Villagers (60)	11	0.0%	1	28	0.0%	1
F2. Large Diverse Families	559	0.4%	4	1,602	0.6%	4
Asian Sophisticates (3)	7	0.0%	1	17	0.0%	1
First-Class Families (5)	51	0.0%	3	151	0.1%	4
Multiculture-ish (8)	9	0.0%	0	31	0.0%	1
Asian Achievement (10)	1	0.0%	0	4	0.0%	0
Vie de Rêve (13)	89	0.1%	7	230	0.1%	8
South Asian Enterprise (15)	3	0.0%	0	15	0.0%	0
Multicultural Corners (18)	394	0.3%	16	1,133	0.5%	20
South Asian Society (30)	5	0.0%	1	21	0.0%	1
Indigenous Families (66)	0	0.0%	0	0	0.0%	0

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

PRIZM Lifestage Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	129,554	100.0%		247,583	100.0%	
F3 Middle-Age Families	7,762	6.0%	21	20,169	8.1%	27
Turbo Burbs (4)	57	0.0%	5	123	0.0%	5
Kick-Back Country (14)	1	0.0%	0	4	0.0%	0
Asian Avenues (17)	20	0.0%	3	66	0.0%	4
Family Mode (19)	7	0.0%	0	17	0.0%	0
Suburban Sports (25)	288	0.2%	10	718	0.3%	11
Country Traditions (26)	66	0.1%	2	170	0.1%	3
Diversité Nouvelle (27)	387	0.3%	24	923	0.4%	29
C'est Tiguidou (29)	1,387	1.1%	41	3,178	1.3%	48
Metro Melting Pot (31)	724	0.6%	30	1,845	0.7%	34
New Country (33)	0	0.0%	0	0	0.0%	0
Familles Typiques (34)	4	0.0%	0	8	0.0%	0
Middle-Class Mosaic (36)	471	0.4%	26	1,313	0.5%	34
Stressed in Suburbia (38)	83	0.1%	4	222	0.1%	5
Happy Medium (43)	4	0.0%	0	14	0.0%	0
Agri-Biz (48)	0	0.0%	0	0	0.0%	0
Vie au Village (54)	0	0.0%	0	0	0.0%	0
Came From Away (61)	1,162	0.9%	50	3,053	1.2%	70
Midtown Movers (64)	3,101	2.4%	238	8,515	3.4%	313
M1. Older Families & Empty Nests	15,286	11.8%	62	38,202	15.4%	82
The A-List (1)	997	0.8%	134	2,677	1.1%	162
Wealthy & Wise (2)	6,472	5.0%	505	17,421	7.0%	606
Mature & Secure (7)	1,166	0.9%	65	3,078	1.2%	76
Boomer Bliss (9)	24	0.0%	1	78	0.0%	2
Savvy Seniors (16)	6,256	4.8%	222	14,068	5.7%	289
Mid-City Mellow (23)	199	0.2%	7	520	0.2%	8
Vie Dynamique (35)	169	0.1%	10	354	0.1%	12
Down to Earth (41)	0	0.0%	0	0	0.0%	0
Slow-Lane Suburbs (45)	3	0.0%	0	6	0.0%	0
Patrimoine Rustique (46)	0	0.0%	0	0	0.0%	0
Old Town Roads (58)	0	0.0%	0	0	0.0%	0
Amants de la Nature (63)	0	0.0%	0	0	0.0%	0
M2. Mature Singles & Couples	17,723	13.7%	105	29,067	11.7%	111
Scenic Retirement (21)	0	0.0%	0	0	0.0%	0
Un Grand Cru (44)	1,374	1.1%	126	2,551	1.0%	159
Backcountry Boomers (49)	0	0.0%	0	0	0.0%	0
Country & Western (50)	0	0.0%	0	0	0.0%	0
On Their Own Again (51)	8,846	6.8%	410	13,327	5.4%	458
Silver Flats (53)	900	0.7%	97	1,491	0.6%	125
Suburban Recliners (62)	283	0.2%	13	584	0.2%	17
Âgés & Traditionnels (65)	6,320	4.9%	186	11,114	4.5%	257

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes 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 Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.