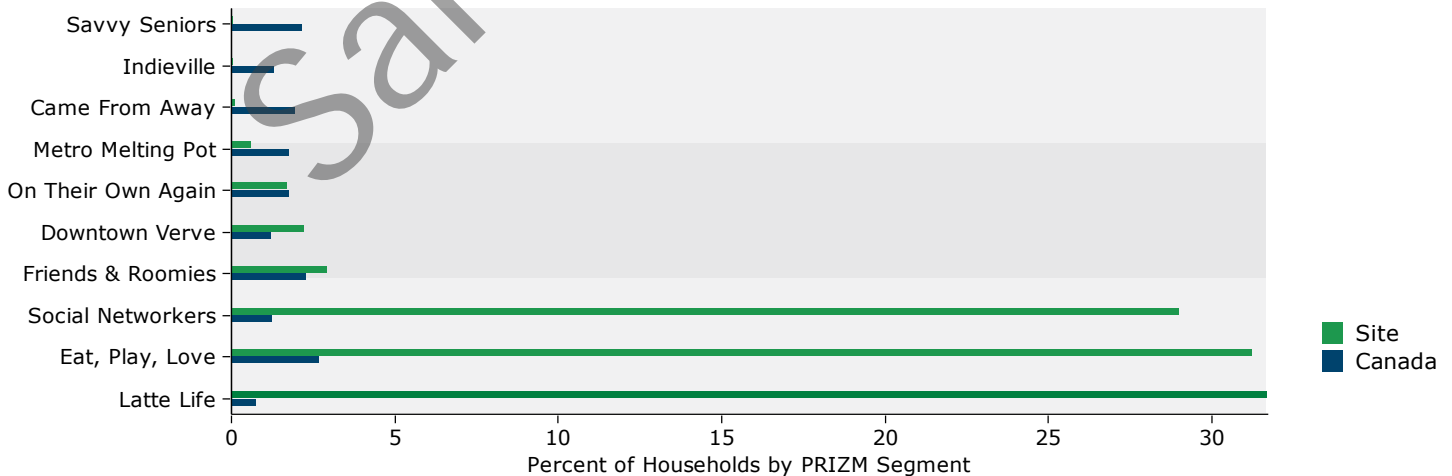


Top Twenty PRIZM Segments

Rank	PRIZM Segment	2022 Households		2022 Canadian Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Latte Life	31.7%	31.7%	0.8%	0.8%	4,066
2	Eat, Play, Love	31.2%	62.9%	2.7%	3.5%	1,164
3	Social Networkers	29.0%	91.9%	1.3%	4.8%	2,234
4	Friends & Roomies	3.0%	94.9%	2.3%	7.1%	129
5	Downtown Verve	2.3%	97.2%	1.2%	8.3%	184
	Subtotal	97.2%		8.3%		
6	On Their Own Again	1.7%	98.9%	1.8%	10.1%	95
7	Metro Melting Pot	0.6%	99.5%	1.8%	11.9%	34
8	Came From Away	0.2%	99.7%	2.0%	13.9%	8
9	Indieville	0.1%	99.8%	1.3%	15.2%	5
10	Savvy Seniors	0.0%	99.8%	2.2%	17.4%	2
	Subtotal	2.6%		9.1%		
11	Suburban Sports	0.0%	99.8%	2.3%	19.7%	1
12	Midtown Movers	0.0%	99.8%	1.1%	20.8%	2
13	Turbo Burbs	0.0%	99.8%	1.2%	22.0%	1
14	Multicultural Corners	0.0%	99.8%	1.8%	23.8%	1
15	Diverse & Determined	0.0%	99.8%	1.7%	25.5%	1
				8.1%		
16	Country Traditions	0.0%	99.8%	2.3%	27.8%	0
17	Just Getting By	0.0%	99.8%	2.4%	30.2%	0
				4.7%		
	Total	100.0%		30.1%		332

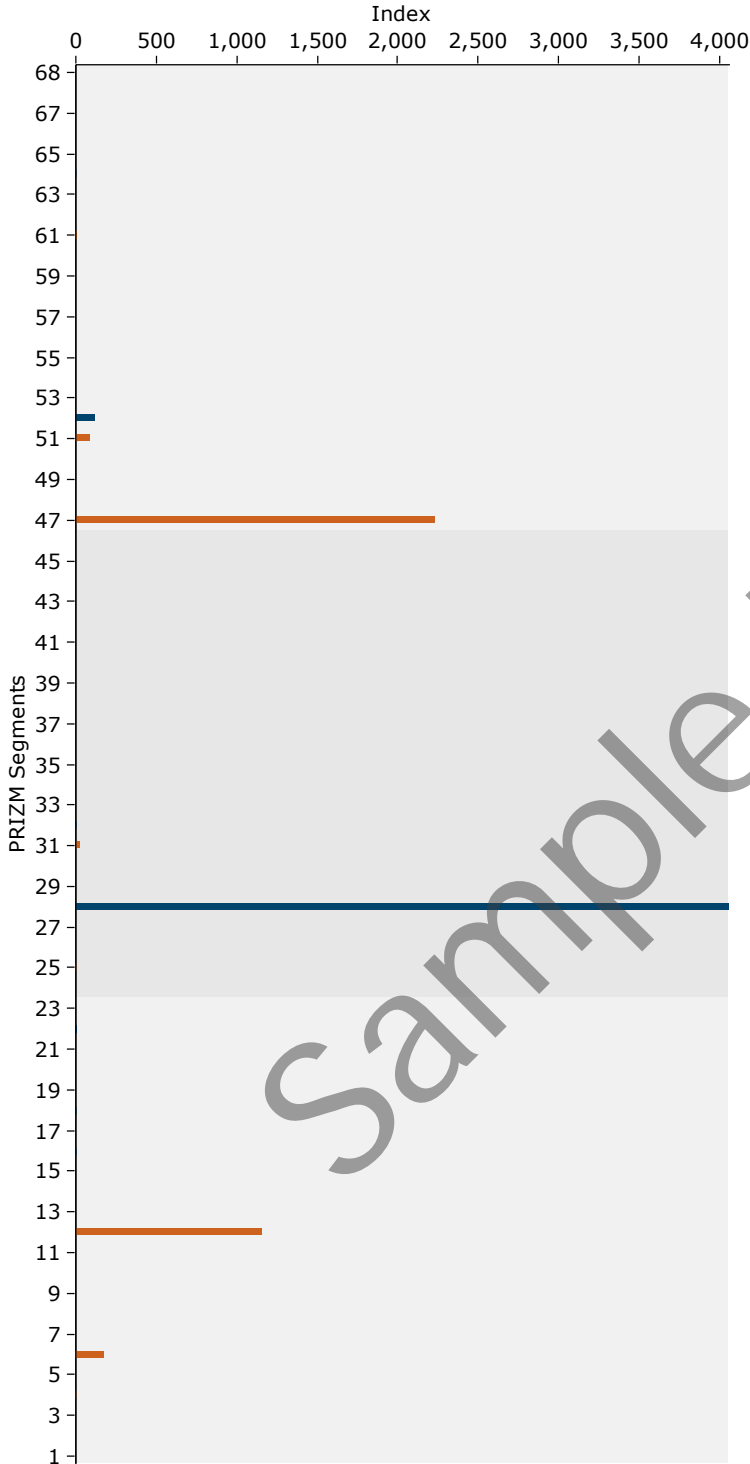
Top Ten PRIZM Segments Site vs. Canada



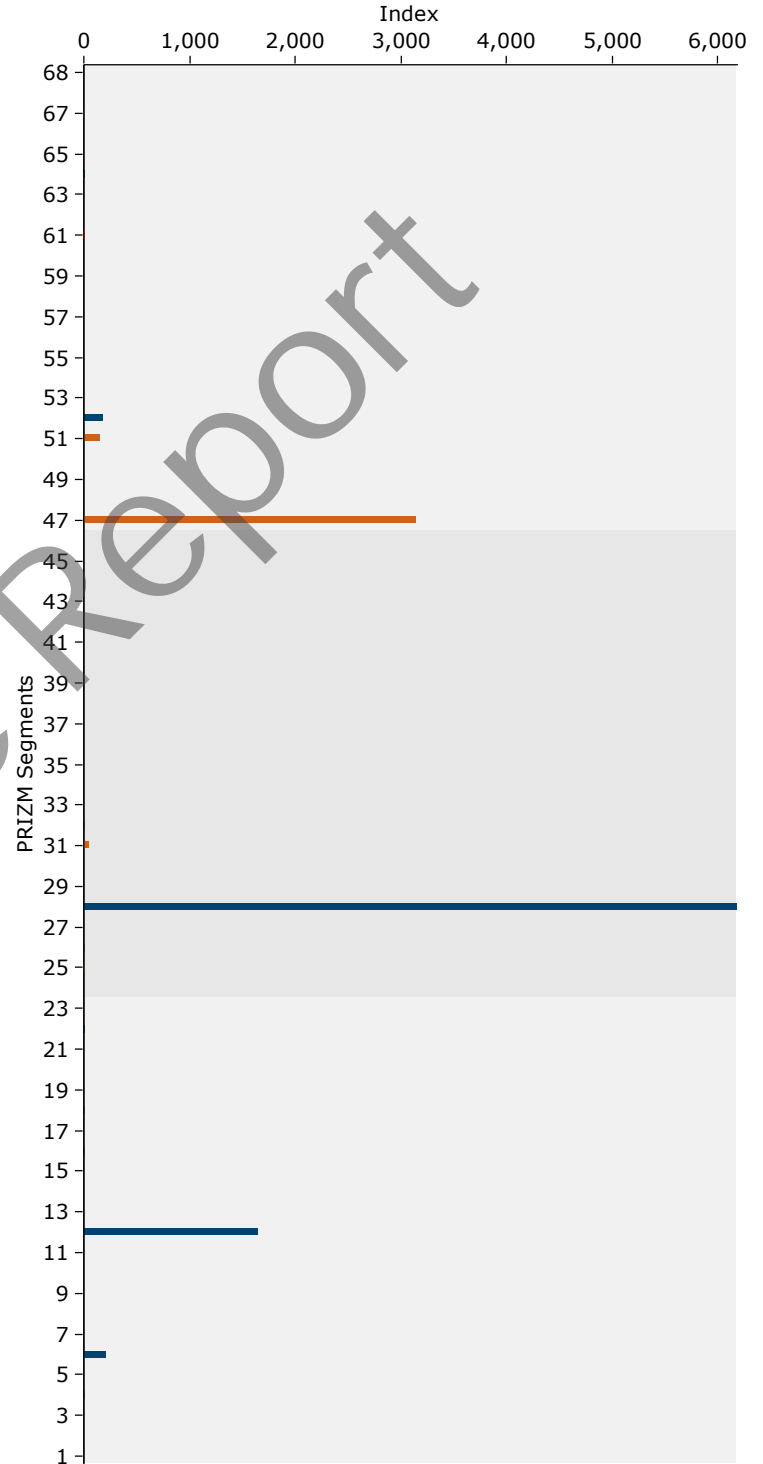
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri

2022 PRIZM Indexes by Households



2022 PRIZM Indexes by Total Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri

PRIZM Social Groups	2022 Households			2022 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	12,188	100.0%		18,077	100.0%	
U1. Urban Elite	277	2.3%	82	477	2.6%	87
The A-List (01)	0	0.0%	0	0	0.0%	0
Wealthy & Wise (02)	0	0.0%	0	0	0.0%	0
Downtown Verve (06)	277	2.3%	184	477	2.6%	218
U2. Urban Older	216	1.8%	24	371	2.1%	29
Savvy Seniors (16)	6	0.0%	2	18	0.1%	5
Mid-City Mellow (23)	0	0.0%	0	0	0.0%	0
Middle-Class Mosaic (36)	0	0.0%	0	1	0.0%	0
On Their Own Again (51)	210	1.7%	95	352	1.9%	162
U3. Young Urban Core	7,355	60.3%	748	10,542	58.3%	943
Eat, Play, Love (12)	3,808	31.2%	1,164	5,340	29.5%	1,666
Indieville (22)	8	0.1%	5	25	0.1%	11
Les Énergieuses (40)	0	0.0%	0	0	0.0%	0
Social Networkers (47)	3,539	29.0%	2,234	5,177	28.6%	3,156
Enclaves Multiethniques (55)	0	0.0%	0	0	0.0%	0
U4. Urban Diversity	23	0.2%	4	63	0.3%	6
South Asian Enterprise (15)	0	0.0%	0	0	0.0%	0
Asian Avenues (17)	0	0.0%	0	0	0.0%	0
Came From Away (61)	20	0.2%	8	46	0.3%	13
Midtown Movers (64)	3	0.0%	2	17	0.1%	8
U5. Younger Urban Mix	4,230	34.7%	409	6,366	35.2%	503
Latte Life (28)	3,867	31.7%	4,066	5,710	31.6%	6,192
Friends & Roomies (52)	362	3.0%	129	654	3.6%	197
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)	1	0.0%	0	2	0.0%	1
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. Upscale Urban Fringe	2	0.0%	0	10	0.1%	1
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)	2	0.0%	1	10	0.1%	2
F2. Diverse Urban Fringe	0	0.0%	0	0	0.0%	0
Asian Achievement (10)	0	0.0%	0	0	0.0%	0
New Asian Heights (20)	0	0.0%	0	0	0.0%	0
Diversité Nouvelle (27)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri

PRIZM Social Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	12,188	100.0%		18,077	100.0%	
F3. Midscale Urban Fringe	78	0.6%	15	231	1.3%	28
South Asian Society (30)	0	0.0%	0	0	0.0%	0
Metro Melting Pot (31)	76	0.6%	34	224	1.2%	57
Diverse & Determined (32)	2	0.0%	1	7	0.0%	3
S1. Suburban Elite	2	0.0%	0	4	0.0%	0
Turbo Burbs (4)	2	0.0%	1	4	0.0%	2
First-Class Families (5)	0	0.0%	0	0	0.0%	0
Boomer Bliss (9)	0	0.0%	0	0	0.0%	0
S2. Upscale 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	4	0.0%	1	11	0.1%	1
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)	4	0.0%	1	11	0.1%	2
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 Tiguidou (29)	0	0.0%	0	0	0.0%	0
Familles Typiques (34)	0	0.0%	0	0	0.0%	0
S5. Class 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 identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri



Prizm Segmentation Area Profile Canada

1 Rue Wellington, Ottawa, Ontario, K1A
 Ring: 1 kilometer radius

Sample Report
 Latitude: 45.42478
 Longitude: -75.69514

PRIZM Social Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	12,188	100.0%		18,077	100.0%	
R1 Upper-Middle Rural	1	0.0%	0	4	0.0%	0
Kick-Back Country (14)	0	0.0%	0	0	0.0%	0
Country Traditions (26)	1	0.0%	0	4	0.0%	1
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 identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri

PRIZM Lifestage Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	12,188	100.0%		18,077	100.0%	
Y1. Very Young Singles & Couples	11,214	92.0%	1,451	16,227	89.8%	2,077
Eat, Play, Love (12)	3,808	31.2%	1,164	5,340	29.5%	1,666
Latte Life (28)	3,867	31.7%	4,066	5,710	31.6%	6,192
Les Énerjeunes (40)	0	0.0%	0	0	0.0%	0
Social Networkers (47)	3,539	29.0%	2,234	5,177	28.6%	3,156
Y2. Younger Singles & Couples	371	3.0%	30	681	3.8%	45
New Asian Heights (20)	0	0.0%	0	0	0.0%	0
Indieville (22)	8	0.1%	5	25	0.1%	11
Friends & Roomies (52)	362	3.0%	129	654	3.6%	197
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)	1	0.0%	0	2	0.0%	1
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	279	2.3%	24	484	2.7%	31
Downtown Verve (6)	277	2.3%	184	477	2.6%	218
Diverse & Determined (32)	2	0.0%	1	7	0.0%	3
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	2	0.0%	0	10	0.1%	0
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
First-Class Families (5)	0	0.0%	0	0	0.0%	0
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)	2	0.0%	1	10	0.1%	2
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 identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri



Prizm Segmentation Area Profile Canada

1 Rue Wellington, Ottawa, Ontario, K1A
 Ring: 1 kilometer radius

Sample Report
 Latitude: 45.42478
 Longitude: -75.69514

PRIZM Lifestage Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	12,188	100.0%		18,077	100.0%	
F3 Middle-Age Families	106	0.9%	3	307	1.7%	5
Turbo Burbs (4)	2	0.0%	1	4	0.0%	2
Kick-Back Country (14)	0	0.0%	0	0	0.0%	0
Asian Avenues (17)	0	0.0%	0	0	0.0%	0
Family Mode (19)	0	0.0%	0	0	0.0%	0
Suburban Sports (25)	4	0.0%	1	11	0.1%	2
Country Traditions (26)	1	0.0%	0	4	0.0%	1
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)	76	0.6%	34	224	1.2%	57
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	1	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)	20	0.2%	8	46	0.3%	13
Midtown Movers (64)	3	0.0%	2	17	0.1%	8
M1. Older Families & Empty Nests	6	0.0%	0	18	0.1%	1
The A-List (1)	0	0.0%	0	0	0.0%	0
Wealthy & Wise (2)	0	0.0%	0	0	0.0%	0
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)	6	0.0%	2	18	0.1%	5
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	210	1.7%	13	352	1.9%	19
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)	210	1.7%	95	352	1.9%	162
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

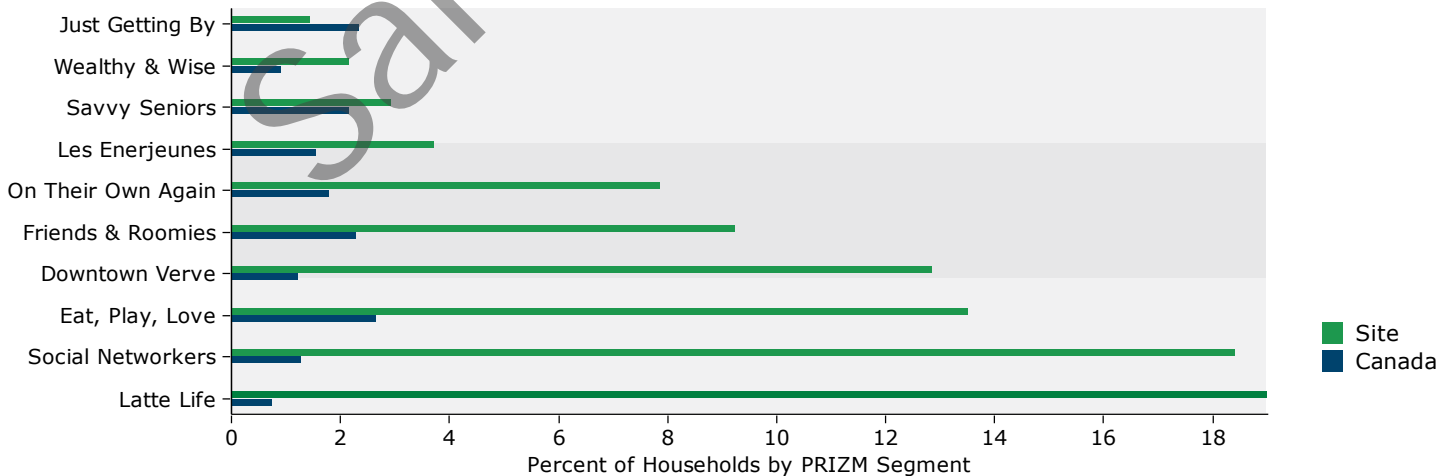
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri

Top Twenty PRIZM Segments

Rank	PRIZM Segment	2022 Households		2022 Canadian Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Latte Life	19.0%	19.0%	0.8%	0.8%	2,437
2	Social Networkers	18.4%	37.4%	1.3%	2.1%	1,419
3	Eat, Play, Love	13.5%	50.9%	2.7%	4.8%	504
4	Downtown Verve	12.9%	63.8%	1.2%	6.0%	1,039
5	Friends & Roomies	9.3%	73.1%	2.3%	8.3%	400
	Subtotal	73.1%		8.3%		
6	On Their Own Again	7.9%	81.0%	1.8%	10.1%	435
7	Les Enerjeunes	3.7%	84.7%	1.6%	11.7%	237
8	Savvy Seniors	3.0%	87.7%	2.2%	13.9%	135
9	Wealthy & Wise	2.2%	89.9%	0.9%	14.8%	233
10	Just Getting By	1.5%	91.4%	2.4%	17.2%	62
	Subtotal	18.3%		8.9%		
11	Came From Away	1.0%	92.4%	2.0%	19.2%	49
12	Midtown Movers	1.0%	93.4%	1.1%	20.3%	92
13	Indieville	1.0%	94.4%	1.3%	21.6%	72
14	Ages & Traditionnels	0.9%	95.3%	2.4%	24.0%	39
15	Mature & Secure	0.8%	96.1%	1.6%	25.6%	50
	Subtotal	4.7%		8.4%		
16	Metro Melting Pot	0.7%	96.8%	1.8%	27.4%	37
17	Silver Flats	0.6%	97.4%	0.8%	28.2%	78
18	Jeunes Biculturels	0.6%	98.0%	1.3%	29.5%	44
19	Evolution Urbaine	0.5%	98.5%	1.0%	30.5%	54
20	The A-List	0.3%	98.8%	0.6%	31.1%	57
	Subtotal	2.7%		5.5%		
	Total	98.7%		31.1%		318

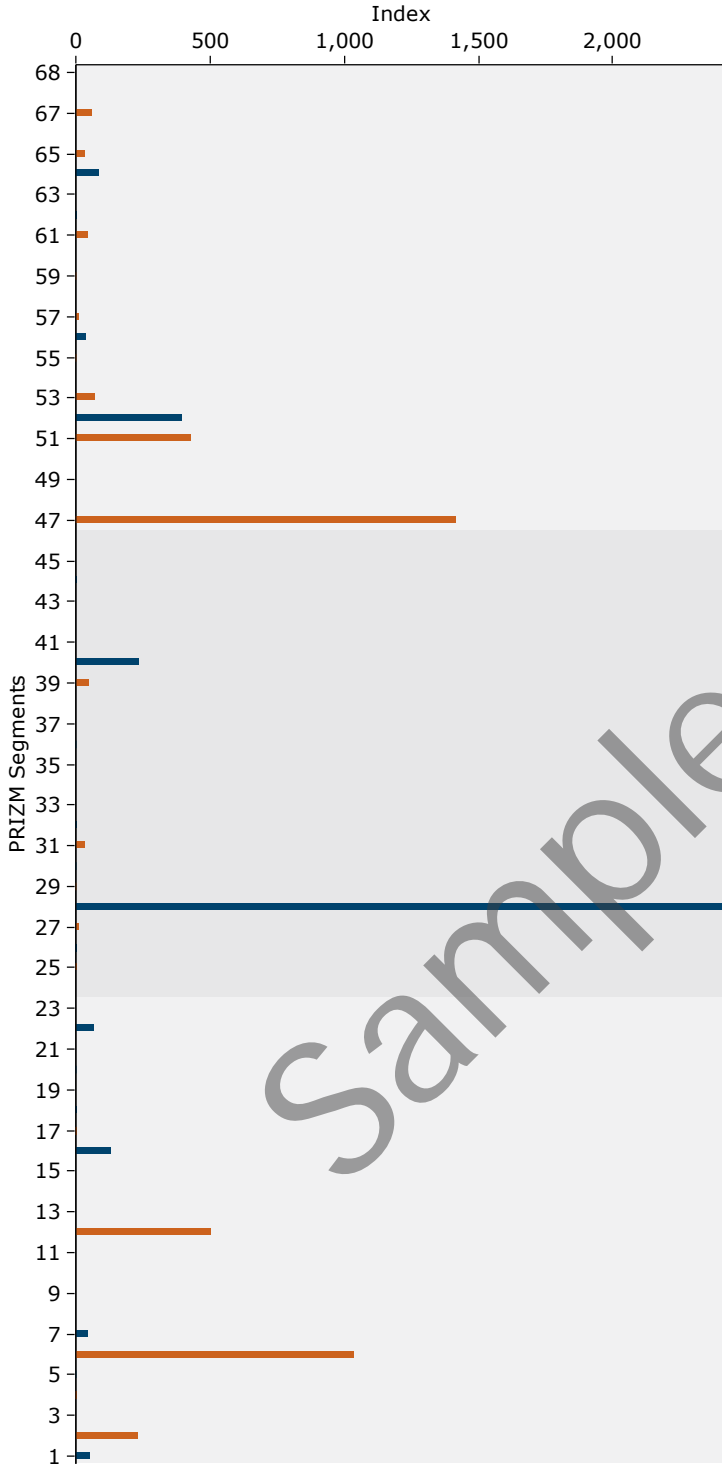
Top Ten PRIZM Segments Site vs. Canada



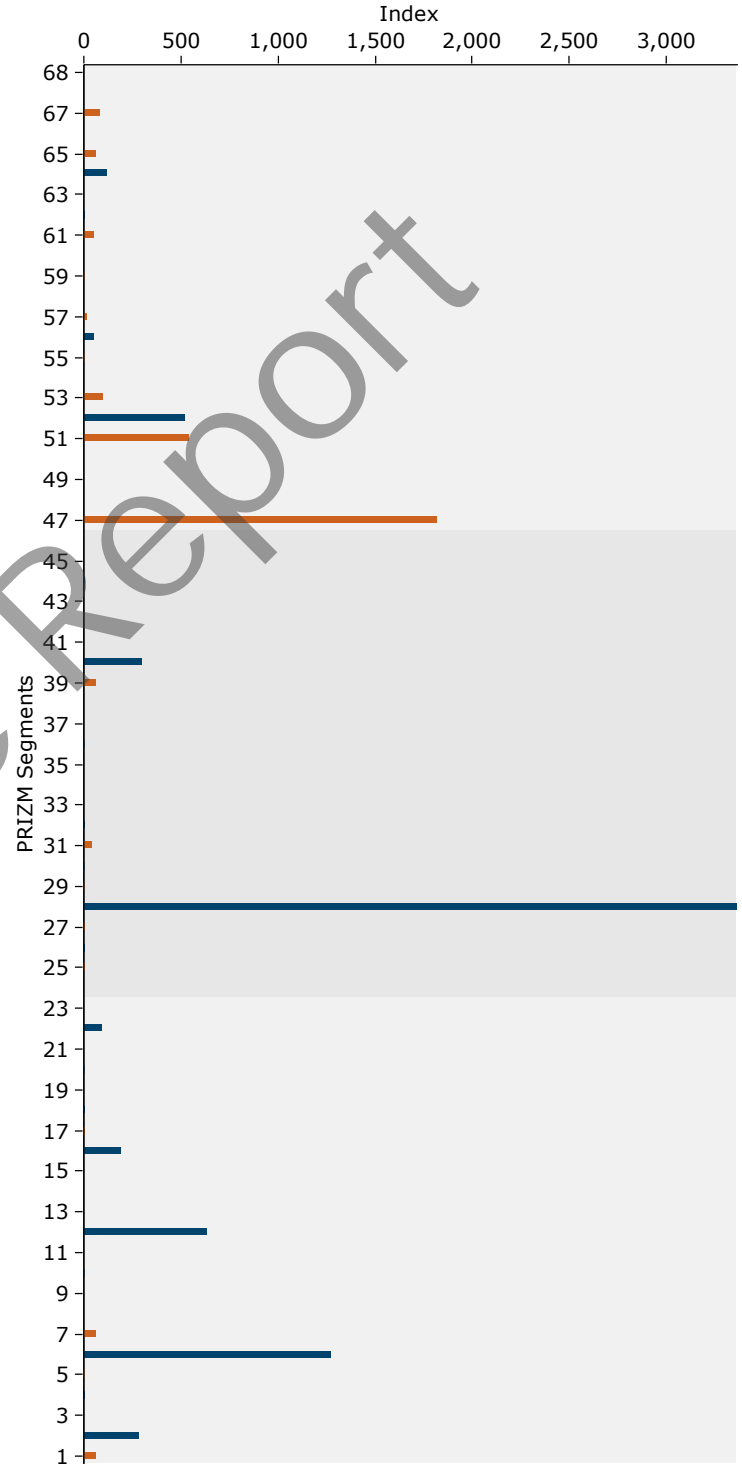
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri

2022 PRIZM Indexes by Households



2022 PRIZM Indexes by Total Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri

PRIZM Social Groups	2022 Households			2022 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	68,375	100.0%		120,562	100.0%	
U1. Urban Elite	10,521	15.4%	555	23,078	19.1%	628
The A-List (01)	233	0.3%	57	606	0.5%	68
Wealthy & Wise (02)	1,492	2.2%	233	3,831	3.2%	289
Downtown Verve (06)	8,796	12.9%	1,039	18,641	15.5%	1,277
U2. Urban Older	7,426	10.9%	144	12,571	10.4%	147
Savvy Seniors (16)	2,020	3.0%	135	4,625	3.8%	196
Mid-City Mellow (23)	2	0.0%	0	9	0.0%	0
Middle-Class Mosaic (36)	9	0.0%	1	38	0.0%	2
On Their Own Again (51)	5,395	7.9%	435	7,899	6.6%	544
U3. Young Urban Core	25,070	36.7%	454	39,228	32.5%	526
Eat, Play, Love (12)	9,249	13.5%	504	13,620	11.3%	637
Indieville (22)	653	1.0%	72	1,483	1.2%	99
Les Énerjeunes (40)	2,554	3.7%	237	4,119	3.4%	302
Social Networkers (47)	12,608	18.4%	1,419	19,986	16.6%	1,827
Enclaves Multiethniques (55)	6	0.0%	1	20	0.0%	1
U4. Urban Diversity	1,360	2.0%	39	3,250	2.7%	44
South Asian Enterprise (15)	0	0.0%	0	0	0.0%	0
Asian Avenues (17)	14	0.0%	4	41	0.0%	5
Came From Away (61)	677	1.0%	49	1,426	1.2%	61
Midtown Movers (64)	669	1.0%	92	1,783	1.5%	125
U5. Younger Urban Mix	20,466	29.9%	353	34,554	28.7%	409
Latte Life (28)	13,005	19.0%	2,437	20,713	17.2%	3,368
Friends & Roomies (52)	6,327	9.3%	400	11,715	9.7%	530
Juggling Acts (57)	133	0.2%	13	286	0.2%	17
Value Villagers (60)	1	0.0%	0	4	0.0%	0
Just Getting By (67)	1,000	1.5%	62	1,836	1.5%	83
U6. Older Urban Francophone	1,455	2.1%	38	2,742	2.3%	100
Évolution Urbaine (39)	376	0.5%	54	728	0.6%	68
Un Grand Cru (44)	46	0.1%	8	89	0.1%	11
Jeunes Biculturels (56)	402	0.6%	44	732	0.6%	57
Âgés & Traditionnels (65)	631	0.9%	39	1,193	1.0%	63
F1. Upscale Urban Fringe	629	0.9%	22	1,749	1.5%	28
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
Mature & Secure (7)	532	0.8%	50	1,425	1.2%	64
Multicultural Corners (18)	97	0.1%	8	324	0.3%	12
F2. Diverse Urban Fringe	141	0.2%	5	358	0.3%	7
Asian Achievement (10)	1	0.0%	0	9	0.0%	1
New Asian Heights (20)	18	0.0%	2	42	0.0%	3
Diversité Nouvelle (27)	122	0.2%	12	307	0.3%	16

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri

PRIZM Social Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	68,375	100.0%		120,562	100.0%	
F3. Midscale Urban Fringe	554	0.8%	20	1,488	1.2%	27
South Asian Society (30)	5	0.0%	1	14	0.0%	1
Metro Melting Pot (31)	456	0.7%	37	1,261	1.0%	48
Diverse & Determined (32)	93	0.1%	8	213	0.2%	11
S1. Suburban Elite	47	0.1%	2	141	0.1%	2
Turbo Burbs (4)	35	0.1%	4	97	0.1%	6
First-Class Families (5)	10	0.0%	1	42	0.0%	2
Boomer Bliss (9)	2	0.0%	0	2	0.0%	0
S2. Upscale Suburban Diversity	2	0.0%	0	11	0.0%	0
Multiculture-ish (8)	1	0.0%	0	5	0.0%	0
Modern Suburbia (11)	1	0.0%	0	6	0.0%	0
S3. Middle Suburbia	169	0.2%	4	422	0.4%	5
Family Mode (19)	2	0.0%	0	10	0.0%	0
All-Terrain Families (24)	0	0.0%	0	0	0.0%	0
Suburban Sports (25)	167	0.2%	11	412	0.3%	13
S4. Middle Suburban Francophone	15	0.0%	0	48	0.0%	1
Vie de Rêve (13)	0	0.0%	0	0	0.0%	0
C'est Tiguidou (29)	15	0.0%	1	48	0.0%	1
Familles Typiques (34)	0	0.0%	0	0	0.0%	0
S5. Class Suburbia	1	0.0%	0	5	0.0%	0
Stressed in Suburbia (38)	1	0.0%	0	5	0.0%	0
Happy Medium (43)	0	0.0%	0	0	0.0%	0
S6. Older Suburban	457	0.7%	13	737	0.6%	14
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)	420	0.6%	78	663	0.5%	105
Suburban Recliners (62)	37	0.1%	3	74	0.1%	5
S7. Middle Suburban Francophone	19	0.0%	1	47	0	1
Vie Dynamique (35)	1	0.0%	0	2	0.0%	0
Banlieues Tranquilles (42)	0	0.0%	0	0	0.0%	0
La Vie Simple (59)	18	0.0%	2	45	0.0%	3
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 identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri



Prizm Segmentation Area Profile Canada

1 Rue Wellington, Ottawa, Ontario, K1A
 Ring: 3 kilometer radius

Sample Report
 Latitude: 45.42478
 Longitude: -75.69514

PRIZM Social Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	68,375	100.0%		120,562	100.0%	
R1 Upper-Middle Rural	43	0.1%	1	132	0.1%	2
Kick-Back Country (14)	0	0.0%	0	0	0.0%	0
Country Traditions (26)	43	0.1%	3	132	0.1%	4
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 identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri

PRIZM Lifestage Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	68,375	100.0%		120,562	100.0%	
Y1. Very Young Singles & Couples	37,416	54.7%	863	58,438	48.5%	1,122
Eat, Play, Love (12)	9,249	13.5%	504	13,620	11.3%	637
Latte Life (28)	13,005	19.0%	2,437	20,713	17.2%	3,368
Les Énerjeunes (40)	2,554	3.7%	237	4,119	3.4%	302
Social Networkers (47)	12,608	18.4%	1,419	19,986	16.6%	1,827
Y2. Younger Singles & Couples	8,533	12.5%	123	16,094	13.3%	159
New Asian Heights (20)	18	0.0%	2	42	0.0%	3
Indieville (22)	653	1.0%	72	1,483	1.2%	99
Friends & Roomies (52)	6,327	9.3%	400	11,715	9.7%	530
Jeunes Biculturels (56)	402	0.6%	44	732	0.6%	57
Juggling Acts (57)	133	0.2%	13	286	0.2%	17
Just Getting By (67)	1,000	1.5%	62	1,836	1.5%	83
Y3. Young Families	1	0.0%	0	6	0.0%	0
Modern Suburbia (11)	1	0.0%	0	6	0.0%	0
All-Terrain Families (24)	0	0.0%	0	0	0.0%	0
F1. School-Age Families	9,290	13.6%	145	19,651	16.3%	190
Downtown Verve (6)	8,796	12.9%	1,039	18,641	15.5%	1,277
Diverse & Determined (32)	93	0.1%	8	213	0.2%	11
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Évolution Urbaine (39)	376	0.5%	54	728	0.6%	68
Banlieues Tranquilles (42)	0	0.0%	0	0	0.0%	0
Enclaves Multiethniques (55)	6	0.0%	1	20	0.0%	1
La Vie Simple (59)	18	0.0%	2	45	0.0%	3
Value Villagers (60)	1	0.0%	0	4	0.0%	0
F2. Large Diverse Families	114	0.2%	1	394	0.3%	2
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
First-Class Families (5)	10	0.0%	1	42	0.0%	2
Multiculture-ish (8)	1	0.0%	0	5	0.0%	0
Asian Achievement (10)	1	0.0%	0	9	0.0%	1
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)	97	0.1%	8	324	0.3%	12
South Asian Society (30)	5	0.0%	1	14	0.0%	1
Indigenous Families (66)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri



Prizm Segmentation Area Profile Canada

1 Rue Wellington, Ottawa, Ontario, K1A
 Ring: 3 kilometer radius

Sample Report
 Latitude: 45.42478
 Longitude: -75.69514

PRIZM Lifestage Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	68,375	100.0%		120,562	100.0%	
F3 Middle-Age Families	2,210	3.2%	11	5,560	4.6%	15
Turbo Burbs (4)	35	0.1%	4	97	0.1%	6
Kick-Back Country (14)	0	0.0%	0	0	0.0%	0
Asian Avenues (17)	14	0.0%	4	41	0.0%	5
Family Mode (19)	2	0.0%	0	10	0.0%	0
Suburban Sports (25)	167	0.2%	11	412	0.3%	13
Country Traditions (26)	43	0.1%	3	132	0.1%	4
Diversité Nouvelle (27)	122	0.2%	12	307	0.3%	16
C'est Tiguïdou (29)	15	0.0%	1	48	0.0%	1
Metro Melting Pot (31)	456	0.7%	37	1,261	1.0%	48
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)	9	0.0%	1	38	0.0%	2
Stressed in Suburbia (38)	1	0.0%	0	5	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)	677	1.0%	49	1,426	1.2%	61
Midtown Movers (64)	669	1.0%	92	1,783	1.5%	125
M1. Older Families & Empty Nests	4,282	6.3%	35	10,500	8.7%	49
The A-List (1)	233	0.3%	57	606	0.5%	68
Wealthy & Wise (2)	1,492	2.2%	233	3,831	3.2%	289
Mature & Secure (7)	532	0.8%	50	1,425	1.2%	64
Boomer Bliss (9)	2	0.0%	0	2	0.0%	0
Savvy Seniors (16)	2,020	3.0%	135	4,625	3.8%	196
Mid-City Mellow (23)	2	0.0%	0	9	0.0%	0
Vie Dynamique (35)	1	0.0%	0	2	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	6,529	9.5%	74	9,918	8.2%	79
Scenic Retirement (21)	0	0.0%	0	0	0.0%	0
Un Grand Cru (44)	46	0.1%	8	89	0.1%	11
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)	5,395	7.9%	435	7,899	6.6%	544
Silver Flats (53)	420	0.6%	78	663	0.5%	105
Suburban Recliners (62)	37	0.1%	3	74	0.1%	5
Âgés & Traditionnels (65)	631	0.9%	39	1,193	1.0%	63

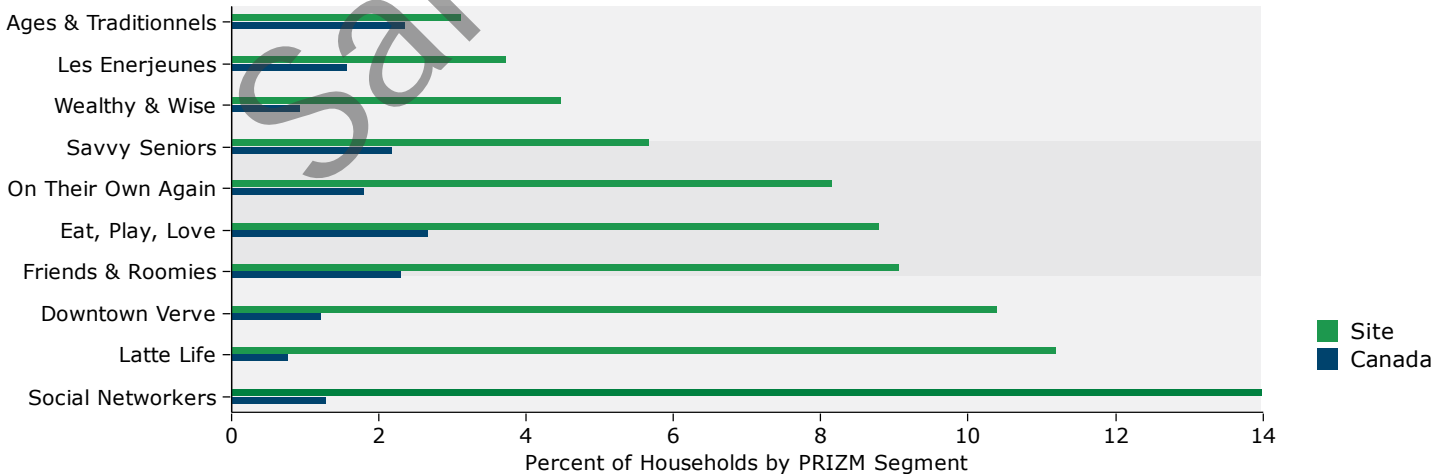
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri

Top Twenty PRIZM Segments

Rank	PRIZM Segment	2022 Households		2022 Canadian Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Social Networkers	14.0%	14.0%	1.3%	1.3%	1,078
2	Latte Life	11.2%	25.2%	0.8%	2.1%	1,436
3	Downtown Verve	10.4%	35.6%	1.2%	3.3%	841
4	Friends & Roomies	9.1%	44.7%	2.3%	5.6%	393
5	Eat, Play, Love	8.8%	53.5%	2.7%	8.3%	328
	Subtotal	53.5%		8.3%		
6	On Their Own Again	8.2%	61.7%	1.8%	10.1%	450
7	Savvy Seniors	5.7%	67.4%	2.2%	12.3%	259
8	Wealthy & Wise	4.5%	71.9%	0.9%	13.2%	480
9	Les Enerjeunes	3.7%	75.6%	1.6%	14.8%	236
10	Ages & Traditionnels	3.1%	78.7%	2.4%	17.2%	133
	Subtotal	25.2%		8.9%		
11	Midtown Movers	2.6%	81.3%	1.1%	18.3%	243
12	Just Getting By	2.0%	83.3%	2.4%	20.7%	83
13	Mature & Secure	1.8%	85.1%	1.6%	22.3%	117
14	Jeunes Biculturels	1.8%	86.9%	1.3%	23.6%	135
15	Evolution Urbaine	1.7%	88.6%	1.0%	24.6%	162
	Subtotal	9.9%		7.4%		
16	Indieville	1.6%	90.2%	1.3%	25.9%	125
17	Un Grand Cru	1.2%	91.4%	0.9%	26.8%	139
18	C'est Tiguidou	1.1%	92.5%	2.6%	29.4%	41
19	Came From Away	1.1%	93.6%	2.0%	31.4%	53
20	Diverse & Determined	0.8%	94.4%	1.7%	33.1%	50
	Subtotal	5.8%		8.5%		
	Total	94.4%		33.0%		286

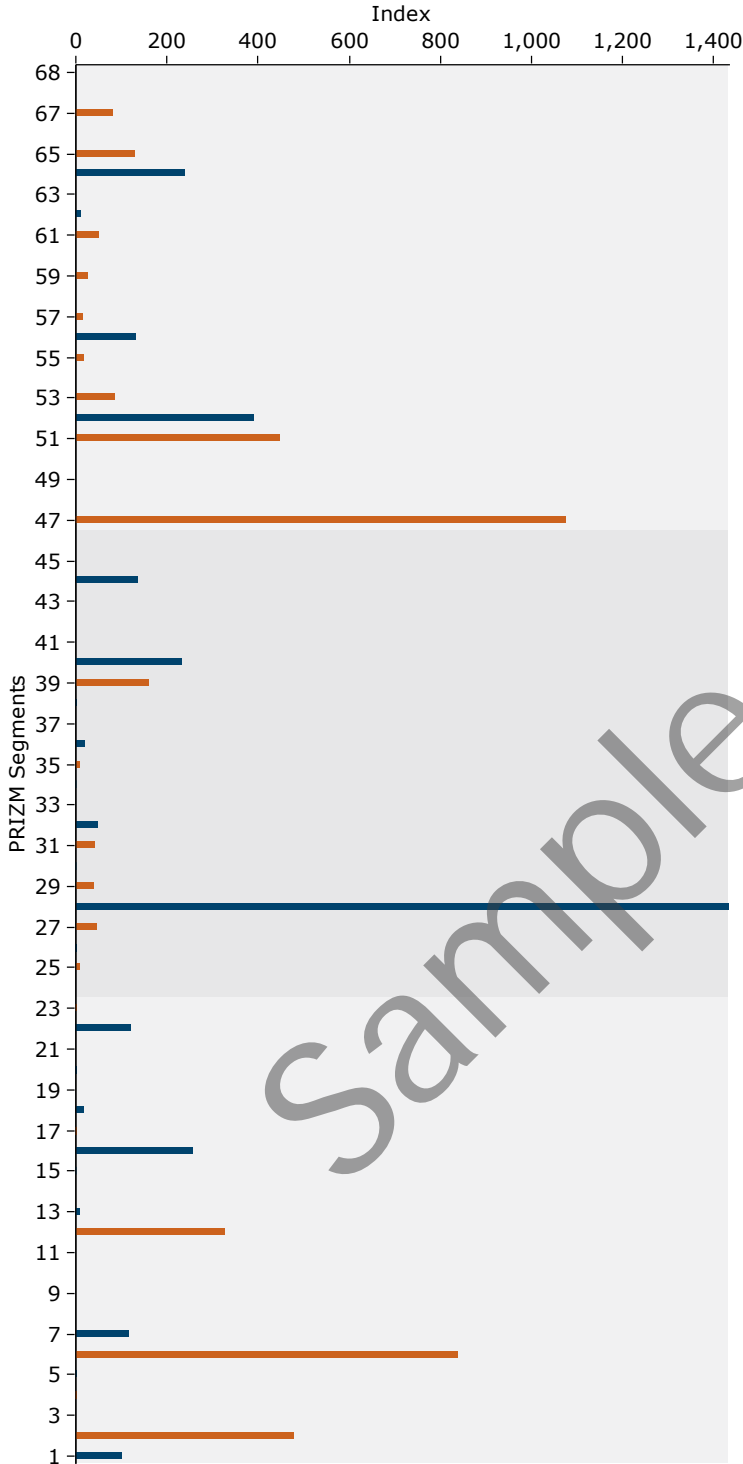
Top Ten PRIZM Segments Site vs. Canada



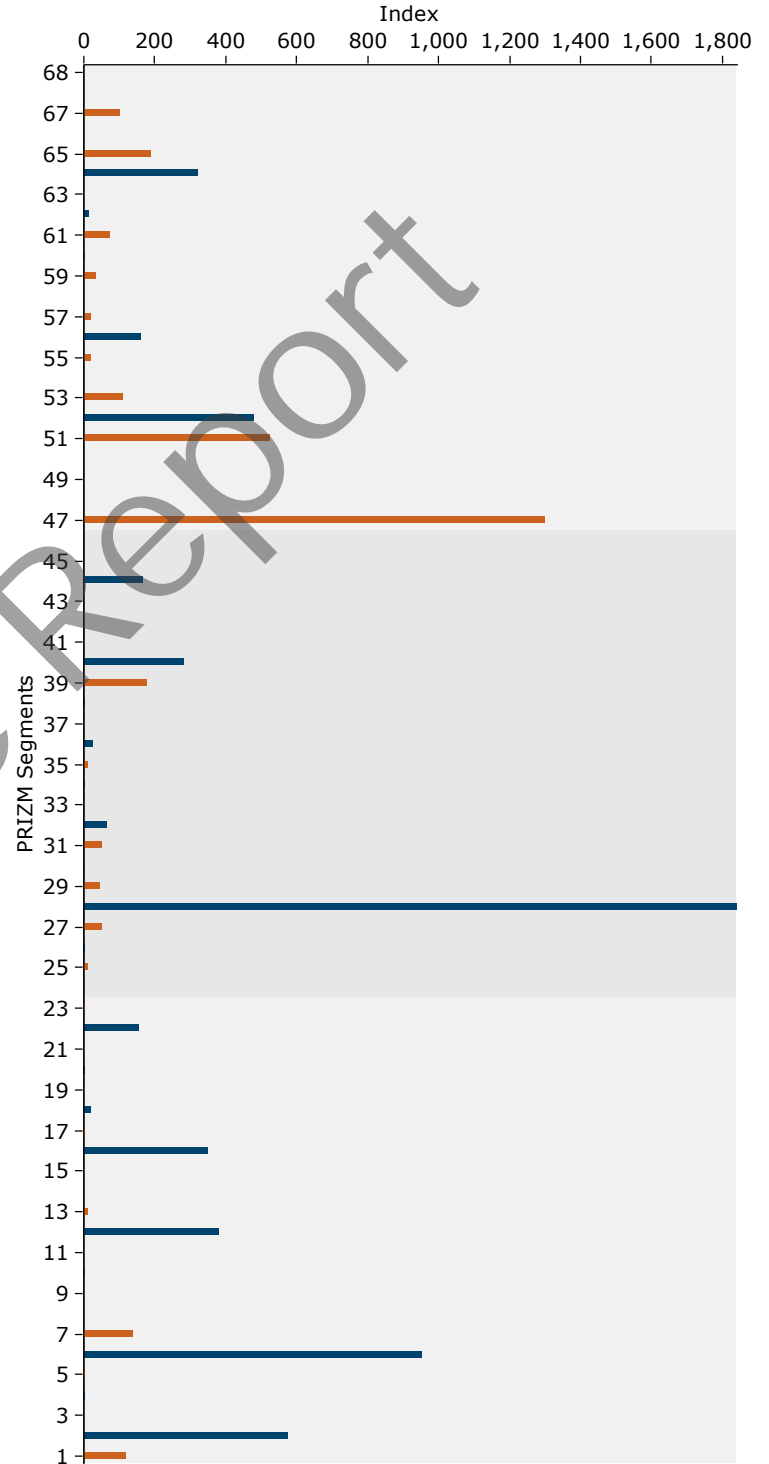
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri

2022 PRIZM Indexes by Households



2022 PRIZM Indexes by Total Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri

PRIZM Social Groups	2022 Households			2022 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	120,314	100.0%		229,213	100.0%	
U1. Urban Elite	18,667	15.5%	559	43,221	18.9%	619
The A-List (01)	742	0.6%	103	2,095	0.9%	124
Wealthy & Wise (02)	5,397	4.5%	480	14,549	6.3%	578
Downtown Verve (06)	12,528	10.4%	841	26,577	11.6%	958
U2. Urban Older	17,187	14.3%	190	31,755	13.9%	195
Savvy Seniors (16)	6,846	5.7%	259	15,846	6.9%	353
Mid-City Mellow (23)	130	0.1%	5	323	0.1%	6
Middle-Class Mosaic (36)	387	0.3%	23	1,068	0.5%	29
On Their Own Again (51)	9,824	8.2%	450	14,518	6.3%	526
U3. Young Urban Core	34,221	28.4%	353	55,145	24.1%	389
Eat, Play, Love (12)	10,606	8.8%	328	15,577	6.8%	383
Indieville (22)	1,983	1.6%	125	4,494	2.0%	158
Les Énerjeunes (40)	4,488	3.7%	236	7,357	3.2%	284
Social Networkers (47)	16,852	14.0%	1,078	27,119	11.8%	1,304
Enclaves Multiethniques (55)	292	0.2%	20	598	0.3%	23
U4. Urban Diversity	4,410	3.7%	71	12,183	5.3%	86
South Asian Enterprise (15)	12	0.0%	1	46	0.0%	1
Asian Avenues (17)	14	0.0%	2	41	0.0%	3
Came From Away (61)	1,267	1.1%	53	3,350	1.5%	76
Midtown Movers (64)	3,117	2.6%	243	8,746	3.8%	323
U5. Younger Urban Mix	27,088	22.5%	265	46,979	20.5%	293
Latte Life (28)	13,486	11.2%	1,436	21,561	9.4%	1,844
Friends & Roomies (52)	10,921	9.1%	393	20,240	8.8%	482
Juggling Acts (57)	316	0.3%	18	705	0.3%	22
Value Villagers (60)	9	0.0%	0	25	0.0%	1
Just Getting By (67)	2,356	2.0%	83	4,448	1.9%	105
U6. Older Urban Francophone	9,348	7.8%	140	17,060	7.4%	100
Évolution Urbaine (39)	2,001	1.7%	162	3,646	1.6%	180
Un Grand Cru (44)	1,427	1.2%	139	2,638	1.2%	171
Jeunes Biculturels (56)	2,154	1.8%	135	3,972	1.7%	164
Âgés & Traditionnels (65)	3,766	3.1%	133	6,804	3.0%	190
F1. Upscale Urban Fringe	2,608	2.2%	53	7,161	3.1%	61
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
Mature & Secure (7)	2,201	1.8%	117	5,988	2.6%	141
Multicultural Corners (18)	407	0.3%	19	1,173	0.5%	23
F2. Diverse Urban Fringe	880	0.7%	19	2,022	0.9%	22
Asian Achievement (10)	6	0.0%	0	24	0.0%	1
New Asian Heights (20)	27	0.0%	2	62	0.0%	3
Diversité Nouvelle (27)	847	0.7%	49	1,936	0.8%	53

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri

PRIZM Social Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	120,314	100.0%		229,213	100.0%	
F3. Midscale Urban Fringe	2,028	1.7%	41	5,197	2.3%	49
South Asian Society (30)	5	0.0%	1	14	0.0%	1
Metro Melting Pot (31)	1,008	0.8%	46	2,731	1.2%	55
Diverse & Determined (32)	1,015	0.8%	50	2,452	1.1%	69
S1. Suburban Elite	156	0.1%	3	483	0.2%	4
Turbo Burbs (4)	61	0.1%	4	164	0.1%	5
First-Class Families (5)	88	0.1%	5	304	0.1%	7
Boomer Bliss (9)	7	0.0%	0	15	0.0%	0
S2. Upscale Suburban Diversity	8	0.0%	0	29	0.0%	0
Multiculture-ish (8)	6	0.0%	0	19	0.0%	0
Modern Suburbia (11)	2	0.0%	0	10	0.0%	0
S3. Middle Suburbia	309	0.3%	5	748	0.3%	5
Family Mode (19)	3	0.0%	0	12	0.0%	0
All-Terrain Families (24)	0	0.0%	0	0	0.0%	0
Suburban Sports (25)	306	0.3%	11	736	0.3%	13
S4. Middle Suburban Francophone	1,479	1.2%	22	3,520	1.5%	26
Vie de Rêve (13)	165	0.1%	11	437	0.2%	13
C'est Tiguidou (29)	1,285	1.1%	41	3,020	1.3%	48
Familles Typiques (34)	29	0.0%	1	63	0.0%	2
S5. Class Suburbia	108	0.1%	3	267	0.1%	4
Stressed in Suburbia (38)	108	0.1%	6	267	0.1%	7
Happy Medium (43)	0	0.0%	0	0	0.0%	0
S6. Older Suburban	1,085	0.9%	17	1,939	0.8%	19
Scenic Retirement (21)	0	0.0%	0	0	0.0%	0
Slow-Lane Suburbs (45)	5	0.0%	0	14	0.0%	0
Silver Flats (53)	814	0.7%	86	1,357	0.6%	113
Suburban Recliners (62)	266	0.2%	13	568	0.2%	19
S7. Middle Suburban Francophone	640	0.5%	15	1,254	1	18
Vie Dynamique (35)	172	0.1%	11	360	0.2%	14
Banlieues Tranquilles (42)	0	0.0%	0	0	0.0%	0
La Vie Simple (59)	468	0.4%	28	894	0.4%	35
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 identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri



Prizm Segmentation Area Profile Canada

1 Rue Wellington, Ottawa, Ontario, K1A
 Ring: 5 kilometer radius

Sample Report
 Latitude: 45.42478
 Longitude: -75.69514

PRIZM Social Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	120,314	100.0%		229,213	100.0%	
R1 Upper-Middle Rural	89	0.1%	1	241	0.1%	2
Kick-Back Country (14)	0	0.0%	0	0	0.0%	0
Country Traditions (26)	89	0.1%	3	241	0.1%	4
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	5	0.0%	0	11	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)	5	0.0%	0	11	0.0%	0

Sample Report

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri

PRIZM Lifestage Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	120,314	100.0%		229,213	100.0%	
Y1. Very Young Singles & Couples	45,432	37.8%	595	71,614	31.2%	723
Eat, Play, Love (12)	10,606	8.8%	328	15,577	6.8%	383
Latte Life (28)	13,486	11.2%	1,436	21,561	9.4%	1,844
Les Énerjeunes (40)	4,488	3.7%	236	7,357	3.2%	284
Social Networkers (47)	16,852	14.0%	1,078	27,119	11.8%	1,304
Y2. Younger Singles & Couples	17,757	14.8%	146	33,921	14.8%	176
New Asian Heights (20)	27	0.0%	2	62	0.0%	3
Indieville (22)	1,983	1.6%	125	4,494	2.0%	158
Friends & Roomies (52)	10,921	9.1%	393	20,240	8.8%	482
Jeunes Biculturals (56)	2,154	1.8%	135	3,972	1.7%	164
Juggling Acts (57)	316	0.3%	18	705	0.3%	22
Just Getting By (67)	2,356	2.0%	83	4,448	1.9%	105
Y3. Young Families	2	0.0%	0	10	0.0%	0
Modern Suburbia (11)	2	0.0%	0	10	0.0%	0
All-Terrain Families (24)	0	0.0%	0	0	0.0%	0
F1. School-Age Families	16,313	13.6%	145	34,192	14.9%	174
Downtown Verve (6)	12,528	10.4%	841	26,577	11.6%	958
Diverse & Determined (32)	1,015	0.8%	50	2,452	1.1%	69
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Évolution Urbaine (39)	2,001	1.7%	162	3,646	1.6%	180
Banlieues Tranquilles (42)	0	0.0%	0	0	0.0%	0
Enclaves Multiethniques (55)	292	0.2%	20	598	0.3%	23
La Vie Simple (59)	468	0.4%	28	894	0.4%	35
Value Villagers (60)	9	0.0%	0	25	0.0%	1
F2. Large Diverse Families	689	0.6%	5	2,017	0.9%	6
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
First-Class Families (5)	88	0.1%	5	304	0.1%	7
Multiculture-ish (8)	6	0.0%	0	19	0.0%	0
Asian Achievement (10)	6	0.0%	0	24	0.0%	1
Vie de Rêve (13)	165	0.1%	11	437	0.2%	13
South Asian Enterprise (15)	12	0.0%	1	46	0.0%	1
Multicultural Corners (18)	407	0.3%	19	1,173	0.5%	23
South Asian Society (30)	5	0.0%	1	14	0.0%	1
Indigenous Families (66)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri



Prizm Segmentation Area Profile Canada

1 Rue Wellington, Ottawa, Ontario, K1A
 Ring: 5 kilometer radius

Sample Report
 Latitude: 45.42478
 Longitude: -75.69514

PRIZM Lifestage Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	120,314	100.0%		229,213	100.0%	
F3 Middle-Age Families	8,521	7.1%	24	22,375	9.8%	31
Turbo Burbs (4)	61	0.1%	4	164	0.1%	5
Kick-Back Country (14)	0	0.0%	0	0	0.0%	0
Asian Avenues (17)	14	0.0%	2	41	0.0%	3
Family Mode (19)	3	0.0%	0	12	0.0%	0
Suburban Sports (25)	306	0.3%	11	736	0.3%	13
Country Traditions (26)	89	0.1%	3	241	0.1%	4
Diversité Nouvelle (27)	847	0.7%	49	1,936	0.8%	53
C'est Tiguïdou (29)	1,285	1.1%	41	3,020	1.3%	48
Metro Melting Pot (31)	1,008	0.8%	46	2,731	1.2%	55
New Country (33)	0	0.0%	0	0	0.0%	0
Familles Typiques (34)	29	0.0%	1	63	0.0%	2
Middle-Class Mosaic (36)	387	0.3%	23	1,068	0.5%	29
Stressed in Suburbia (38)	108	0.1%	6	267	0.1%	7
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)	1,267	1.1%	53	3,350	1.5%	76
Midtown Movers (64)	3,117	2.6%	243	8,746	3.8%	323
M1. Older Families & Empty Nests	15,505	12.9%	72	39,201	17.1%	95
The A-List (1)	742	0.6%	103	2,095	0.9%	124
Wealthy & Wise (2)	5,397	4.5%	480	14,549	6.3%	578
Mature & Secure (7)	2,201	1.8%	117	5,988	2.6%	141
Boomer Bliss (9)	7	0.0%	0	15	0.0%	0
Savvy Seniors (16)	6,846	5.7%	259	15,846	6.9%	353
Mid-City Mellow (23)	130	0.1%	5	323	0.1%	6
Vie Dynamique (35)	172	0.1%	11	360	0.2%	14
Down to Earth (41)	0	0.0%	0	0	0.0%	0
Slow-Lane Suburbs (45)	5	0.0%	0	14	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)	5	0.0%	0	11	0.0%	0
M2. Mature Singles & Couples	16,097	13.4%	103	25,885	11.3%	109
Scenic Retirement (21)	0	0.0%	0	0	0.0%	0
Un Grand Cru (44)	1,427	1.2%	139	2,638	1.2%	171
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)	9,824	8.2%	450	14,518	6.3%	526
Silver Flats (53)	814	0.7%	86	1,357	0.6%	113
Suburban Recliners (62)	266	0.2%	13	568	0.2%	19
Âgés & Traditionnels (65)	3,766	3.1%	133	6,804	3.0%	190

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri