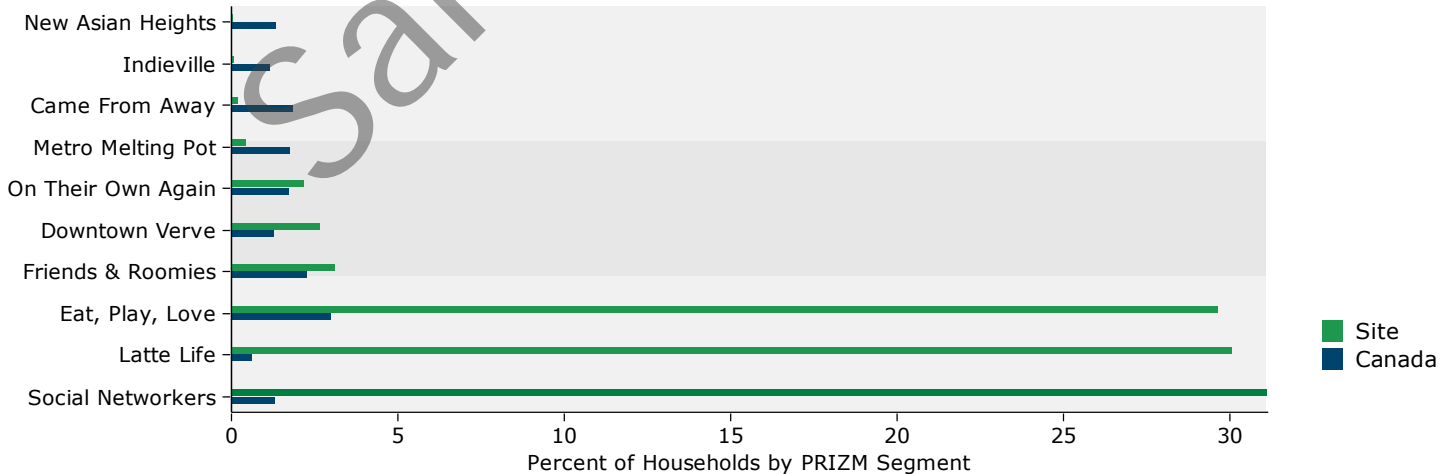


## Top Twenty PRIZM Segments

Rank	PRIZM Segment	2023 Households		2023 Canadian Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Social Networkers	31.2%	31.2%	1.3%	1.3%	2,347
2	Latte Life	30.1%	61.3%	0.7%	2.0%	4,509
3	Eat, Play, Love	29.7%	91.0%	3.1%	5.1%	973
4	Friends & Roomies	3.1%	94.1%	2.3%	7.4%	136
5	Downtown Verve	2.7%	96.8%	1.3%	8.7%	207
	<b>Subtotal</b>	<b>96.8%</b>		<b>8.7%</b>		
6	On Their Own Again	2.2%	99.0%	1.8%	10.5%	127
7	Metro Melting Pot	0.5%	99.5%	1.8%	12.3%	25
8	Came From Away	0.2%	99.7%	1.9%	14.2%	13
9	Indieville	0.1%	99.8%	1.2%	15.4%	8
10	New Asian Heights	0.1%	99.9%	1.4%	16.8%	4
	<b>Subtotal</b>	<b>3.1%</b>		<b>8.1%</b>		
11	Diverse & Determined	0.0%	99.9%	1.7%	18.5%	3
12	Midtown Movers	0.0%	99.9%	1.0%	19.5%	4
13	Asian Achievement	0.0%	99.9%	1.0%	20.5%	2
14	Asian Avenues	0.0%	99.9%	0.6%	21.1%	1
				<b>4.3%</b>		

**Total** **100.0%** **21.0%** **475**

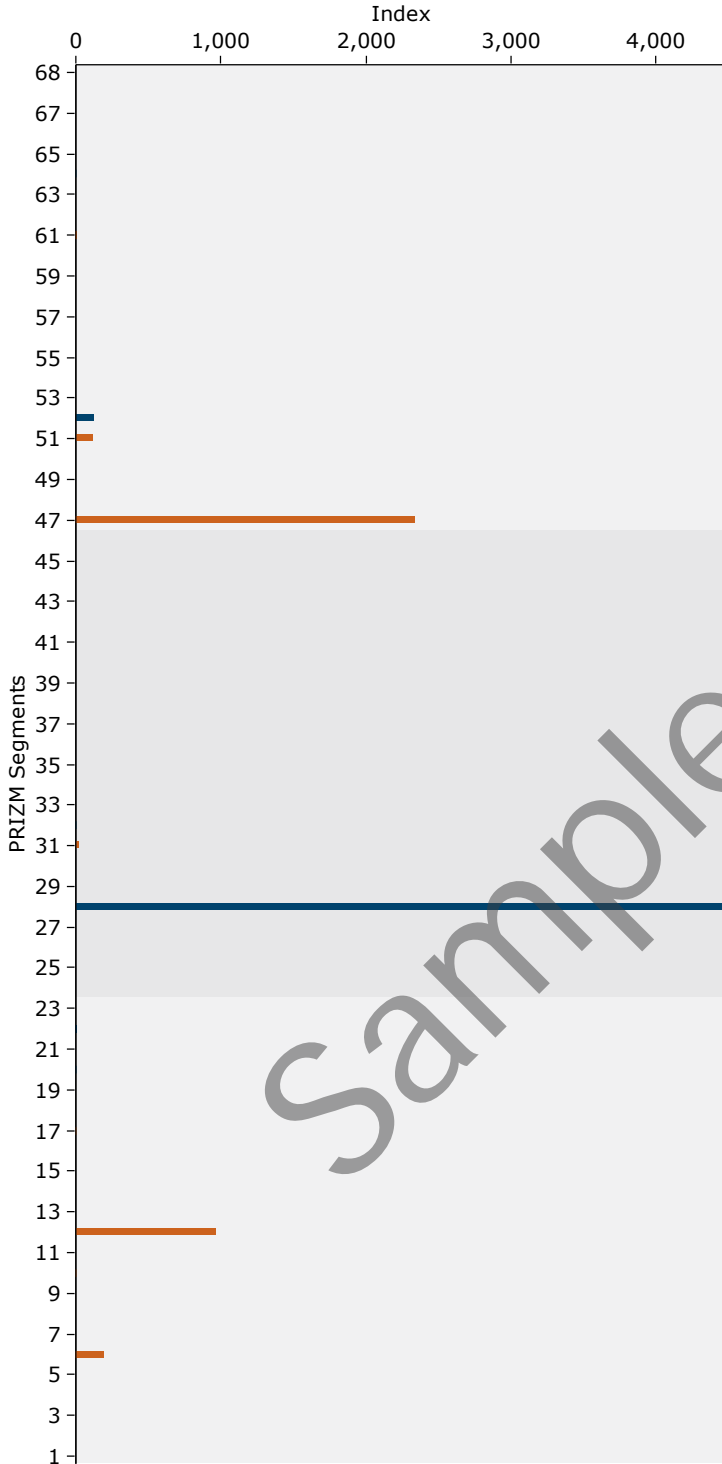
## Top Ten PRIZM Segments Site vs. Canada



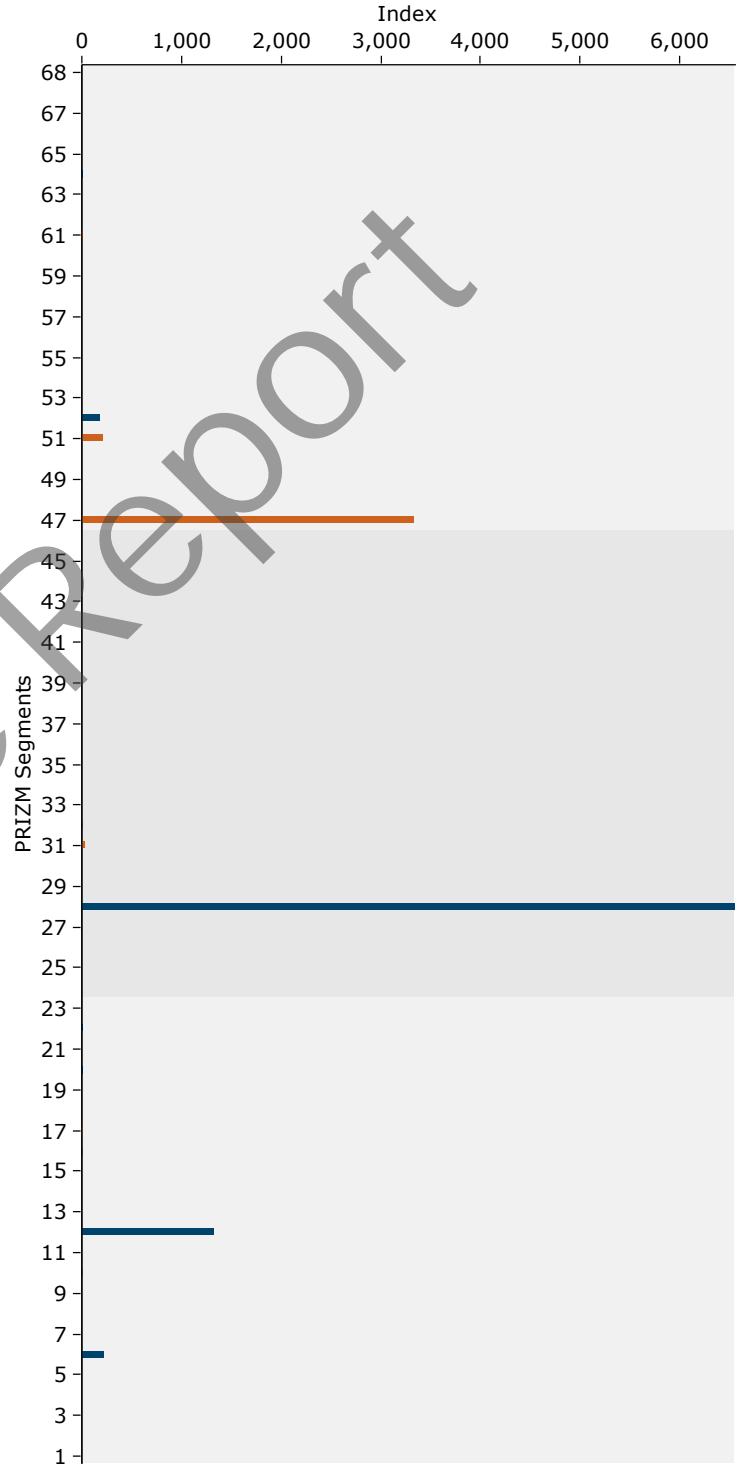
**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in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

**Source:** Esri

### 2023 PRIZM Indexes by Households



### 2023 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	2023 Households			2023 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	12,873	100.0%		19,340	100.0%	
<b>U1. Urban Elite</b>	<b>348</b>	<b>2.7%</b>	<b>93</b>	<b>583</b>	<b>3.0%</b>	<b>95</b>
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)	348	2.7%	207	583	3.0%	236
<b>U2. Urban Older</b>	<b>286</b>	<b>2.2%</b>	<b>30</b>	<b>514</b>	<b>2.7%</b>	<b>37</b>
Savvy Seniors (16)	0	0.0%	0	2	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)	286	2.2%	127	512	2.6%	217
<b>U3. Young Urban Core</b>	<b>7,849</b>	<b>61.0%</b>	<b>730</b>	<b>11,535</b>	<b>59.6%</b>	<b>934</b>
Eat, Play, Love (12)	3,824	29.7%	973	5,321	27.5%	1,331
Indieville (22)	13	0.1%	8	59	0.3%	27
Les Énergieuses (40)	0	0.0%	0	0	0.0%	0
Social Networkers (47)	4,012	31.2%	2,347	6,155	31.8%	3,343
Enclaves Multiethniques (55)	0	0.0%	0	0	0.0%	0
<b>U4. Urban Diversity</b>	<b>38</b>	<b>0.3%</b>	<b>6</b>	<b>100</b>	<b>0.5%</b>	<b>8</b>
South Asian Enterprise (15)	0	0.0%	0	0	0.0%	0
Asian Avenues (17)	1	0.0%	1	4	0.0%	3
Came From Away (61)	32	0.2%	13	75	0.4%	21
Midtown Movers (64)	5	0.0%	4	21	0.1%	10
<b>U5. Younger Urban Mix</b>	<b>4,280</b>	<b>33.2%</b>	<b>400</b>	<b>6,398</b>	<b>33.1%</b>	<b>475</b>
Latte Life (28)	3,876	30.1%	4,509	5,692	29.4%	6,563
Friends & Roomies (52)	404	3.1%	136	706	3.7%	198
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
<b>U6. Older Urban Francophone</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>F1. Upscale Urban Fringe</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>F2. Diverse Urban Fringe</b>	<b>9</b>	<b>0.1%</b>	<b>2</b>	<b>28</b>	<b>0.1%</b>	<b>3</b>
Asian Achievement (10)	2	0.0%	2	10	0.1%	4
New Asian Heights (20)	7	0.1%	4	18	0.1%	8
Diversité Nouvelle (27)	0	0.0%	0	0	0.0%	0

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**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	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	12,873	100.0%		19,340	100.0%	
<b>F3. Midscale Urban Fringe</b>	<b>64</b>	<b>0.5%</b>	<b>12</b>	<b>182</b>	<b>0.9%</b>	<b>20</b>
South Asian Society (30)	0	0.0%	0	0	0.0%	0
Metro Melting Pot (31)	58	0.5%	25	167	0.9%	40
Diverse & Determined (32)	6	0.0%	3	15	0.1%	5
<b>S1. Suburban Elite</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Turbo Burbs (4)	0	0.0%	0	0	0.0%	0
First-Class Families (5)	0	0.0%	0	0	0.0%	0
Boomer Bliss (9)	0	0.0%	0	0	0.0%	0
<b>S2. Upscale Suburban Diversity</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Multiculture-ish (8)	0	0.0%	0	0	0.0%	0
Modern Suburbia (11)	0	0.0%	0	0	0.0%	0
<b>S3. Middle Suburbia</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>S4. Middle Suburban Francophone</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>S5. Class Suburbia</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Stressed in Suburbia (38)	0	0.0%	0	0	0.0%	0
Happy Medium (43)	0	0.0%	0	0	0.0%	0
<b>S6. Older Suburban</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>S7. Middle Suburban Francophone</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>T1. Town Mix</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	12,873	100.0%		19,340	100.0%	
<b>R1 Upper-Middle Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>R2. Middle Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>R3. Rural Francophone</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	12,873	100.0%		19,340	100.0%	
<b>Y1. Very Young Singles &amp; Couples</b>	<b>11,712</b>	<b>91.0%</b>	<b>1,376</b>	<b>17,168</b>	<b>88.8%</b>	<b>1,938</b>
Eat, Play, Love (12)	3,824	29.7%	973	5,321	27.5%	1,331
Latte Life (28)	3,876	30.1%	4,509	5,692	29.4%	6,563
Les Énerjeunes (40)	0	0.0%	0	0	0.0%	0
Social Networkers (47)	4,012	31.2%	2,347	6,155	31.8%	3,343
<b>Y2. Younger Singles &amp; Couples</b>	<b>424</b>	<b>3.3%</b>	<b>33</b>	<b>783</b>	<b>4.0%</b>	<b>49</b>
New Asian Heights (20)	7	0.1%	4	18	0.1%	8
Indieville (22)	13	0.1%	8	59	0.3%	27
Friends & Roomies (52)	404	3.1%	136	706	3.7%	198
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
<b>Y3. Young Families</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
Modern Suburbia (11)	0	0.0%	0	0	0.0%	0
All-Terrain Families (24)	0	0.0%	0	0	0.0%	0
<b>F1. School-Age Families</b>	<b>354</b>	<b>2.7%</b>	<b>30</b>	<b>598</b>	<b>3.1%</b>	<b>36</b>
Downtown Verve (6)	348	2.7%	207	583	3.0%	236
Diverse & Determined (32)	6	0.0%	3	15	0.1%	5
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
<b>F2. Large Diverse Families</b>	<b>2</b>	<b>0.0%</b>	<b>0</b>	<b>10</b>	<b>0.1%</b>	<b>0</b>
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)	2	0.0%	2	10	0.1%	4
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

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**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	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	12,873	100.0%		19,340	100.0%	
<b>F3 Middle-Age Families</b>	<b>96</b>	<b>0.7%</b>	<b>3</b>	<b>267</b>	<b>1.4%</b>	<b>4</b>
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	4	0.0%	3
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 Tiguïdou (29)	0	0.0%	0	0	0.0%	0
Metro Melting Pot (31)	58	0.5%	25	167	0.9%	40
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)	32	0.2%	13	75	0.4%	21
Midtown Movers (64)	5	0.0%	4	21	0.1%	10
<b>M1. Older Families &amp; Empty Nests</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>2</b>	<b>0.0%</b>	<b>0</b>
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)	0	0.0%	0	2	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
<b>M2. Mature Singles &amp; Couples</b>	<b>286</b>	<b>2.2%</b>	<b>17</b>	<b>512</b>	<b>2.6%</b>	<b>25</b>
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)	286	2.2%	127	512	2.6%	217
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

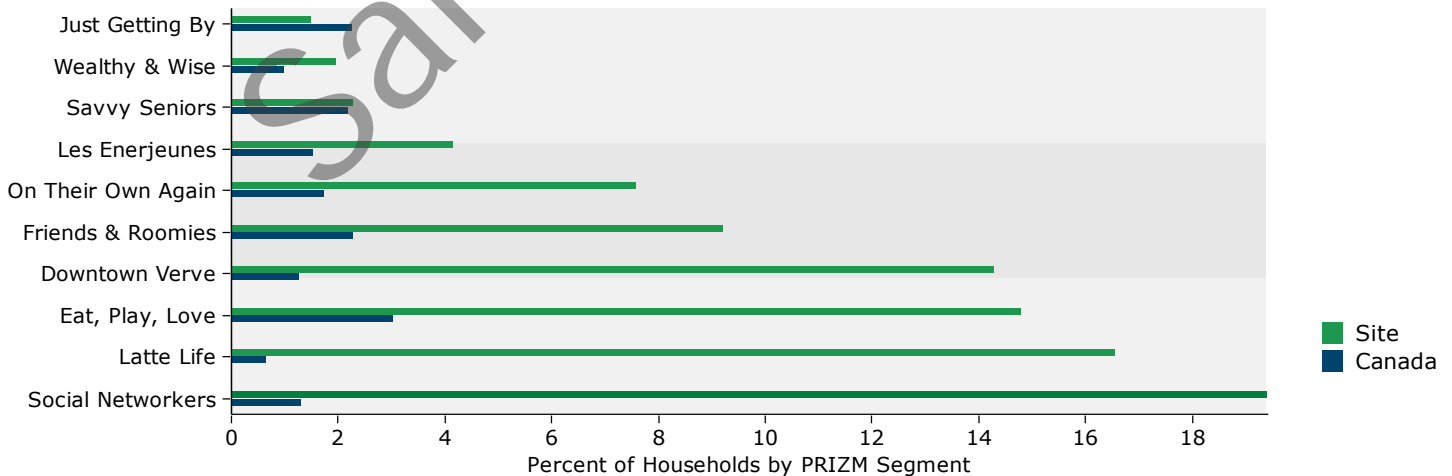
**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in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

**Source:** Esri

## Top Twenty PRIZM Segments

Rank	PRIZM Segment	2023 Households		2023 Canadian Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Social Networkers	19.4%	19.4%	1.3%	1.3%	1,463
2	Latte Life	16.6%	36.0%	0.7%	2.0%	2,483
3	Eat, Play, Love	14.8%	50.8%	3.1%	5.1%	486
4	Downtown Verve	14.3%	65.1%	1.3%	6.4%	1,097
5	Friends & Roomies	9.2%	74.3%	2.3%	8.7%	400
	<b>Subtotal</b>	<b>74.3%</b>		<b>8.7%</b>		
6	On Their Own Again	7.6%	81.9%	1.8%	10.5%	433
7	Les Enerjeunes	4.2%	86.1%	1.6%	12.1%	267
8	Savvy Seniors	2.3%	88.4%	2.2%	14.3%	104
9	Wealthy & Wise	2.0%	90.4%	1.0%	15.3%	198
10	Just Getting By	1.5%	91.9%	2.3%	17.6%	67
	<b>Subtotal</b>	<b>17.6%</b>		<b>8.9%</b>		
11	Ages & Traditionnels	1.4%	93.3%	2.6%	20.2%	53
12	Indieville	0.9%	94.2%	1.2%	21.4%	75
13	Came From Away	0.9%	95.1%	1.9%	23.3%	46
14	Midtown Movers	0.8%	95.9%	1.0%	24.3%	76
15	Silver Flats	0.8%	96.7%	0.7%	25.0%	105
	<b>Subtotal</b>	<b>4.8%</b>		<b>7.4%</b>		
16	The A-List	0.6%	97.3%	0.6%	25.6%	99
17	Mature & Secure	0.5%	97.8%	1.3%	26.9%	37
18	Evolution Urbaine	0.5%	98.3%	1.1%	28.0%	43
19	Metro Melting Pot	0.4%	98.7%	1.8%	29.8%	22
20	Jeunes Biculturels	0.3%	99.0%	1.3%	31.1%	24
	<b>Subtotal</b>	<b>2.3%</b>		<b>6.1%</b>		
	<b>Total</b>	<b>99.0%</b>		<b>31.1%</b>		<b>319</b>

## Top Ten PRIZM Segments Site vs. Canada

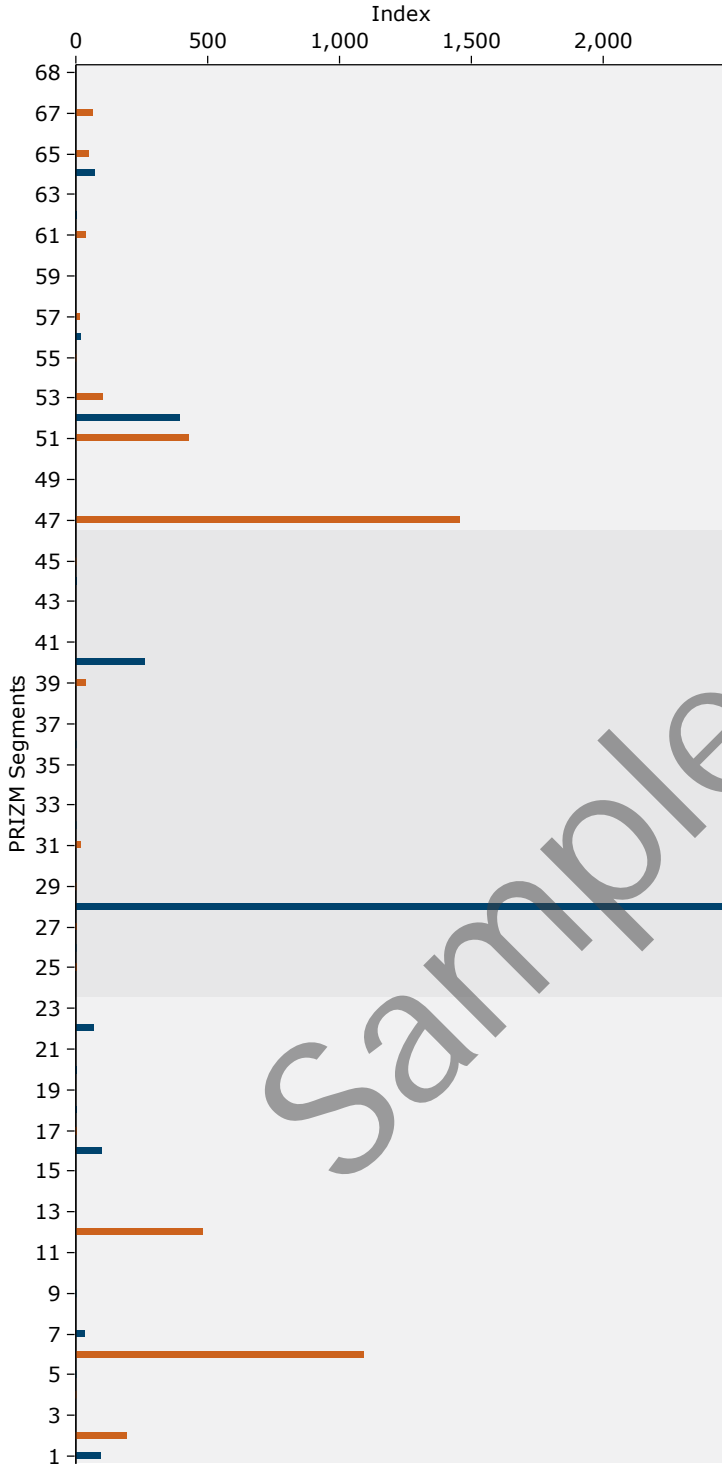


**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in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

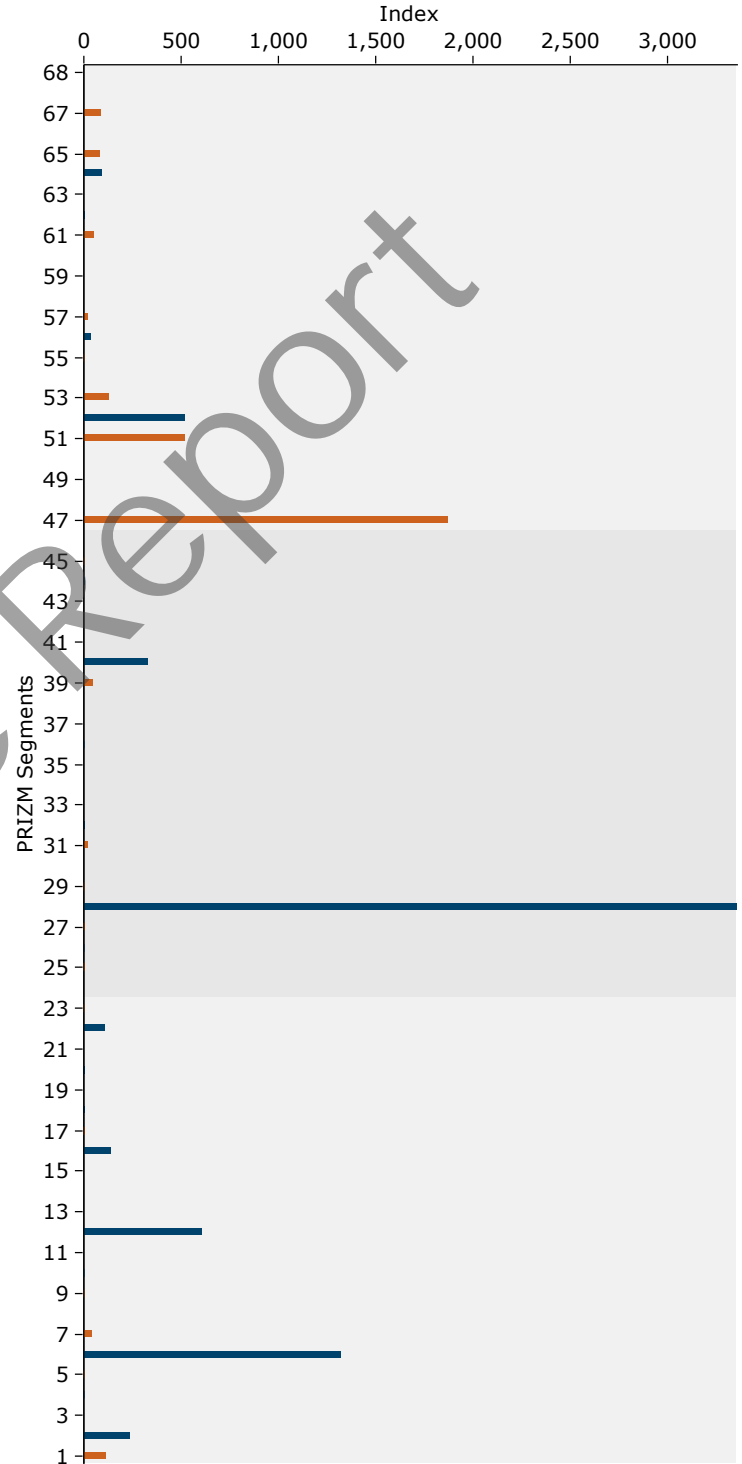
**Source:** Esri



### 2023 PRIZM Indexes by Households



### 2023 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	2023 Households			2023 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	72,384	100.0%		126,665	100.0%	
<b>U1. Urban Elite</b>	<b>12,228</b>	<b>16.9%</b>	<b>584</b>	<b>26,224</b>	<b>20.7%</b>	<b>653</b>
The A-List (01)	415	0.6%	99	1,064	0.8%	120
Wealthy & Wise (02)	1,446	2.0%	198	3,669	2.9%	242
Downtown Verve (06)	10,367	14.3%	1,097	21,491	17.0%	1,327
<b>U2. Urban Older</b>	<b>7,180</b>	<b>9.9%</b>	<b>132</b>	<b>11,858</b>	<b>9.4%</b>	<b>130</b>
Savvy Seniors (16)	1,662	2.3%	104	3,635	2.9%	145
Mid-City Mellow (23)	7	0.0%	0	34	0.0%	1
Middle-Class Mosaic (36)	10	0.0%	1	39	0.0%	2
On Their Own Again (51)	5,501	7.6%	433	8,150	6.4%	528
<b>U3. Young Urban Core</b>	<b>28,471</b>	<b>39.3%</b>	<b>471</b>	<b>44,931</b>	<b>35.5%</b>	<b>556</b>
Eat, Play, Love (12)	10,735	14.8%	486	16,040	12.7%	613
Indieville (22)	654	0.9%	75	1,570	1.2%	111
Les Énerjeunes (40)	3,014	4.2%	267	4,718	3.7%	335
Social Networkers (47)	14,062	19.4%	1,463	22,584	17.8%	1,873
Enclaves Multiethniques (55)	6	0.0%	1	19	0.0%	1
<b>U4. Urban Diversity</b>	<b>1,218</b>	<b>1.7%</b>	<b>33</b>	<b>2,893</b>	<b>2.3%</b>	<b>37</b>
South Asian Enterprise (15)	1	0.0%	0	5	0.0%	0
Asian Avenues (17)	24	0.0%	6	72	0.1%	8
Came From Away (61)	621	0.9%	46	1,400	1.1%	60
Midtown Movers (64)	572	0.8%	76	1,416	1.1%	99
<b>U5. Younger Urban Mix</b>	<b>19,995</b>	<b>27.6%</b>	<b>333</b>	<b>33,853</b>	<b>26.7%</b>	<b>384</b>
Latte Life (28)	12,004	16.6%	2,483	19,089	15.1%	3,361
Friends & Roomies (52)	6,686	9.2%	400	12,229	9.7%	523
Juggling Acts (57)	202	0.3%	19	458	0.4%	26
Value Villagers (60)	1	0.0%	0	4	0.0%	0
Just Getting By (67)	1,102	1.5%	67	2,073	1.6%	90
<b>U6. Older Urban Francophone</b>	<b>1,598</b>	<b>2.2%</b>	<b>38</b>	<b>3,093</b>	<b>2.4%</b>	<b>100</b>
Évolution Urbaine (39)	336	0.5%	43	649	0.5%	55
Un Grand Cru (44)	31	0.0%	5	56	0.0%	7
Jeunes Biculturels (56)	225	0.3%	24	483	0.4%	37
Âgés & Traditionnels (65)	1,006	1.4%	53	1,905	1.5%	86
<b>F1. Upscale Urban Fringe</b>	<b>475</b>	<b>0.7%</b>	<b>17</b>	<b>1,248</b>	<b>1.0%</b>	<b>21</b>
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
Mature & Secure (7)	358	0.5%	37	908	0.7%	45
Multicultural Corners (18)	117	0.2%	9	340	0.3%	12
<b>F2. Diverse Urban Fringe</b>	<b>166</b>	<b>0.2%</b>	<b>6</b>	<b>432</b>	<b>0.3%</b>	<b>8</b>
Asian Achievement (10)	3	0.0%	0	14	0.0%	1
New Asian Heights (20)	35	0.0%	4	97	0.1%	7
Diversité Nouvelle (27)	128	0.2%	11	321	0.3%	15

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**Source:** Esri

PRIZM Social Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	72,384	100.0%		126,665	100.0%	
<b>F3. Midscale Urban Fringe</b>	<b>317</b>	<b>0.4%</b>	<b>11</b>	<b>848</b>	<b>0.7%</b>	<b>15</b>
South Asian Society (30)	0	0.0%	0	0	0.0%	0
Metro Melting Pot (31)	290	0.4%	22	778	0.6%	29
Diverse & Determined (32)	27	0.0%	2	70	0.1%	4
<b>S1. Suburban Elite</b>	<b>25</b>	<b>0.0%</b>	<b>1</b>	<b>78</b>	<b>0.1%</b>	<b>1</b>
Turbo Burbs (4)	8	0.0%	1	25	0.0%	2
First-Class Families (5)	8	0.0%	1	28	0.0%	1
Boomer Bliss (9)	9	0.0%	1	25	0.0%	1
<b>S2. Upscale Suburban Diversity</b>	<b>3</b>	<b>0.0%</b>	<b>0</b>	<b>14</b>	<b>0.0%</b>	<b>0</b>
Multiculture-ish (8)	2	0.0%	0	7	0.0%	0
Modern Suburbia (11)	1	0.0%	0	7	0.0%	0
<b>S3. Middle Suburbia</b>	<b>50</b>	<b>0.1%</b>	<b>1</b>	<b>126</b>	<b>0.1%</b>	<b>2</b>
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)	50	0.1%	3	126	0.1%	4
<b>S4. Middle Suburban Francophone</b>	<b>19</b>	<b>0.0%</b>	<b>0</b>	<b>60</b>	<b>0.0%</b>	<b>1</b>
Vie de Rêve (13)	2	0.0%	0	8	0.0%	0
C'est Tiguidou (29)	16	0.0%	1	49	0.0%	1
Familles Typiques (34)	1	0.0%	0	3	0.0%	0
<b>S5. Class Suburbia</b>	<b>1</b>	<b>0.0%</b>	<b>0</b>	<b>6</b>	<b>0.0%</b>	<b>0</b>
Stressed in Suburbia (38)	1	0.0%	0	5	0.0%	0
Happy Medium (43)	0	0.0%	0	1	0.0%	0
<b>S6. Older Suburban</b>	<b>623</b>	<b>0.9%</b>	<b>16</b>	<b>965</b>	<b>0.8%</b>	<b>16</b>
Scenic Retirement (21)	0	0.0%	0	0	0.0%	0
Slow-Lane Suburbs (45)	7	0.0%	1	14	0.0%	1
Silver Flats (53)	569	0.8%	105	864	0.7%	133
Suburban Recliners (62)	47	0.1%	4	87	0.1%	5
<b>S7. Middle Suburban Francophone</b>	<b>5</b>	<b>0.0%</b>	<b>0</b>	<b>11</b>	<b>0</b>	<b>0</b>
Vie Dynamique (35)	2	0.0%	0	5	0.0%	0
Banlieues Tranquilles (42)	0	0.0%	0	0	0.0%	0
La Vie Simple (59)	3	0.0%	0	6	0.0%	0
<b>T1. Town Mix</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	72,384	100.0%		126,665	100.0%	
<b>R1 Upper-Middle Rural</b>	<b>9</b>	<b>0.0%</b>	<b>0</b>	<b>26</b>	<b>0.0%</b>	<b>0</b>
Kick-Back Country (14)	0	0.0%	0	0	0.0%	0
Country Traditions (26)	9	0.0%	1	26	0.0%	1
New Country (33)	0	0.0%	0	0	0.0%	0
<b>R2. Middle Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>R3. Rural Francophone</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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

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**Source:** Esri

PRIZM Lifestage Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	72,384	100.0%		126,665	100.0%	
<b>Y1. Very Young Singles &amp; Couples</b>	<b>39,815</b>	<b>55.0%</b>	<b>832</b>	<b>62,431</b>	<b>49.3%</b>	<b>1,076</b>
Eat, Play, Love (12)	10,735	14.8%	486	16,040	12.7%	613
Latte Life (28)	12,004	16.6%	2,483	19,089	15.1%	3,361
Les Énerjeunes (40)	3,014	4.2%	267	4,718	3.7%	335
Social Networkers (47)	14,062	19.4%	1,463	22,584	17.8%	1,873
<b>Y2. Younger Singles &amp; Couples</b>	<b>8,904</b>	<b>12.3%</b>	<b>124</b>	<b>16,910</b>	<b>13.4%</b>	<b>161</b>
New Asian Heights (20)	35	0.0%	4	97	0.1%	7
Indieville (22)	654	0.9%	75	1,570	1.2%	111
Friends & Roomies (52)	6,686	9.2%	400	12,229	9.7%	523
Jeunes Biculturels (56)	225	0.3%	24	483	0.4%	37
Juggling Acts (57)	202	0.3%	19	458	0.4%	26
Just Getting By (67)	1,102	1.5%	67	2,073	1.6%	90
<b>Y3. Young Families</b>	<b>1</b>	<b>0.0%</b>	<b>0</b>	<b>7</b>	<b>0.0%</b>	<b>0</b>
Modern Suburbia (11)	1	0.0%	0	7	0.0%	0
All-Terrain Families (24)	0	0.0%	0	0	0.0%	0
<b>F1. School-Age Families</b>	<b>10,740</b>	<b>14.8%</b>	<b>160</b>	<b>22,239</b>	<b>17.6%</b>	<b>206</b>
Downtown Verve (6)	10,367	14.3%	1,097	21,491	17.0%	1,327
Diverse & Determined (32)	27	0.0%	2	70	0.1%	4
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Évolution Urbaine (39)	336	0.5%	43	649	0.5%	55
Banlieues Tranquilles (42)	0	0.0%	0	0	0.0%	0
Enclaves Multiethniques (55)	6	0.0%	1	19	0.0%	1
La Vie Simple (59)	3	0.0%	0	6	0.0%	0
Value Villagers (60)	1	0.0%	0	4	0.0%	0
<b>F2. Large Diverse Families</b>	<b>133</b>	<b>0.2%</b>	<b>2</b>	<b>402</b>	<b>0.3%</b>	<b>2</b>
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
First-Class Families (5)	8	0.0%	1	28	0.0%	1
Multiculture-ish (8)	2	0.0%	0	7	0.0%	0
Asian Achievement (10)	3	0.0%	0	14	0.0%	1
Vie de Rêve (13)	2	0.0%	0	8	0.0%	0
South Asian Enterprise (15)	1	0.0%	0	5	0.0%	0
Multicultural Corners (18)	117	0.2%	9	340	0.3%	12
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: 3 kilometer radius

Sample Report  
 Latitude: 45.42478  
 Longitude: -75.69514

PRIZM Lifestage Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	72,384	100.0%		126,665	100.0%	
<b>F3 Middle-Age Families</b>	<b>1,730</b>	<b>2.4%</b>	<b>8</b>	<b>4,261</b>	<b>3.4%</b>	<b>11</b>
Turbo Burbs (4)	8	0.0%	1	25	0.0%	2
Kick-Back Country (14)	0	0.0%	0	0	0.0%	0
Asian Avenues (17)	24	0.0%	6	72	0.1%	8
Family Mode (19)	0	0.0%	0	0	0.0%	0
Suburban Sports (25)	50	0.1%	3	126	0.1%	4
Country Traditions (26)	9	0.0%	1	26	0.0%	1
Diversité Nouvelle (27)	128	0.2%	11	321	0.3%	15
C'est Tiguïdou (29)	16	0.0%	1	49	0.0%	1
Metro Melting Pot (31)	290	0.4%	22	778	0.6%	29
New Country (33)	0	0.0%	0	0	0.0%	0
Familles Typiques (34)	1	0.0%	0	3	0.0%	0
Middle-Class Mosaic (36)	10	0.0%	1	39	0.0%	2
Stressed in Suburbia (38)	1	0.0%	0	5	0.0%	0
Happy Medium (43)	0	0.0%	0	1	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)	621	0.9%	46	1,400	1.1%	60
Midtown Movers (64)	572	0.8%	76	1,416	1.1%	99
<b>M1. Older Families &amp; Empty Nests</b>	<b>3,906</b>	<b>5.4%</b>	<b>29</b>	<b>9,354</b>	<b>7.4%</b>	<b>40</b>
The A-List (1)	415	0.6%	99	1,064	0.8%	120
Wealthy & Wise (2)	1,446	2.0%	198	3,669	2.9%	242
Mature & Secure (7)	358	0.5%	37	908	0.7%	45
Boomer Bliss (9)	9	0.0%	1	25	0.0%	1
Savvy Seniors (16)	1,662	2.3%	104	3,635	2.9%	145
Mid-City Mellow (23)	7	0.0%	0	34	0.0%	1
Vie Dynamique (35)	2	0.0%	0	5	0.0%	0
Down to Earth (41)	0	0.0%	0	0	0.0%	0
Slow-Lane Suburbs (45)	7	0.0%	1	14	0.0%	1
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
<b>M2. Mature Singles &amp; Couples</b>	<b>7,154</b>	<b>9.9%</b>	<b>76</b>	<b>11,062</b>	<b>8.7%</b>	<b>84</b>
Scenic Retirement (21)	0	0.0%	0	0	0.0%	0
Un Grand Cru (44)	31	0.0%	5	56	0.0%	7
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)	5,501	7.6%	433	8,150	6.4%	528
Silver Flats (53)	569	0.8%	105	864	0.7%	133
Suburban Recliners (62)	47	0.1%	4	87	0.1%	5
Âgés & Traditionnels (65)	1,006	1.4%	53	1,905	1.5%	86

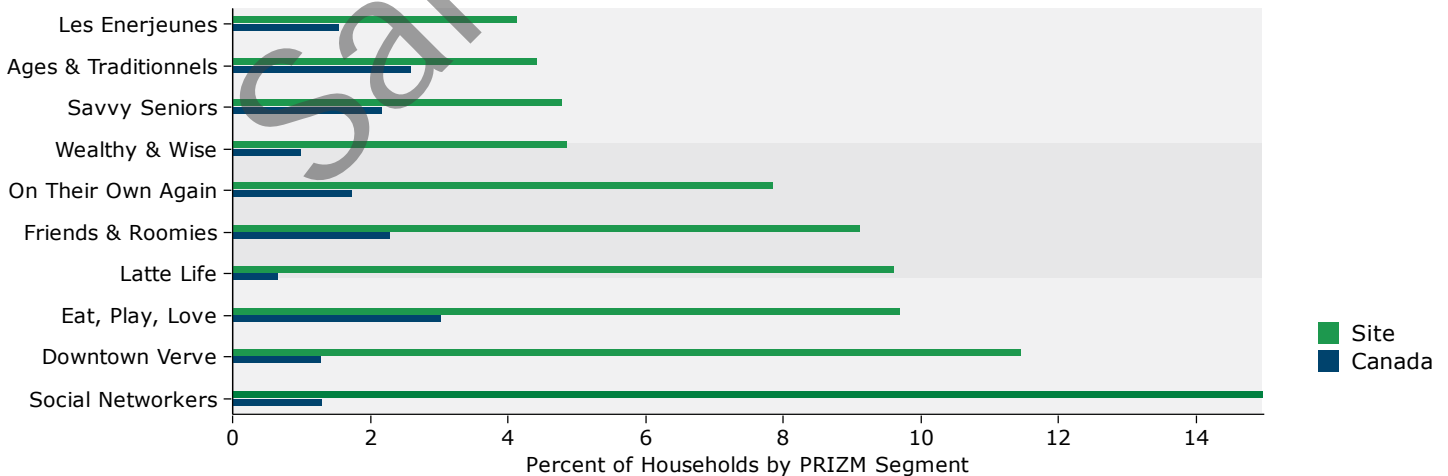
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**Source:** Esri

## Top Twenty PRIZM Segments

Rank	PRIZM Segment	2023 Households		2023 Canadian Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Social Networkers	15.0%	15.0%	1.3%	1.3%	1,129
2	Downtown Verve	11.5%	26.5%	1.3%	2.6%	879
3	Eat, Play, Love	9.7%	36.2%	3.1%	5.7%	318
4	Latte Life	9.6%	45.8%	0.7%	6.4%	1,442
5	Friends & Roomies	9.1%	54.9%	2.3%	8.7%	395
	<b>Subtotal</b>	<b>54.9%</b>		<b>8.7%</b>		
6	On Their Own Again	7.9%	62.8%	1.8%	10.5%	448
7	Wealthy & Wise	4.9%	67.7%	1.0%	11.5%	484
8	Savvy Seniors	4.8%	72.5%	2.2%	13.7%	218
9	Ages & Traditionnels	4.4%	76.9%	2.6%	16.3%	171
10	Les Enerjeunes	4.1%	81.0%	1.6%	17.9%	265
	<b>Subtotal</b>	<b>26.1%</b>		<b>9.2%</b>		
11	Midtown Movers	2.5%	83.5%	1.0%	18.9%	239
12	Just Getting By	2.0%	85.5%	2.3%	21.2%	89
13	Evolution Urbaine	1.6%	87.1%	1.1%	22.3%	149
14	Indieville	1.4%	88.5%	1.2%	23.5%	120
15	The A-List	1.2%	89.7%	0.6%	24.1%	213
	<b>Subtotal</b>	<b>8.7%</b>		<b>6.2%</b>		
16	C'est Tiguidou	1.1%	90.8%	2.6%	26.7%	40
17	Came From Away	1.0%	91.8%	1.9%	28.6%	51
18	Jeunes Biculturals	0.9%	92.7%	1.3%	29.9%	71
19	Un Grand Cru	0.9%	93.6%	0.8%	30.7%	112
20	Diverse & Determined	0.8%	94.4%	1.7%	32.4%	49
	<b>Subtotal</b>	<b>4.7%</b>		<b>8.3%</b>		
	<b>Total</b>	<b>94.5%</b>		<b>32.3%</b>		<b>293</b>

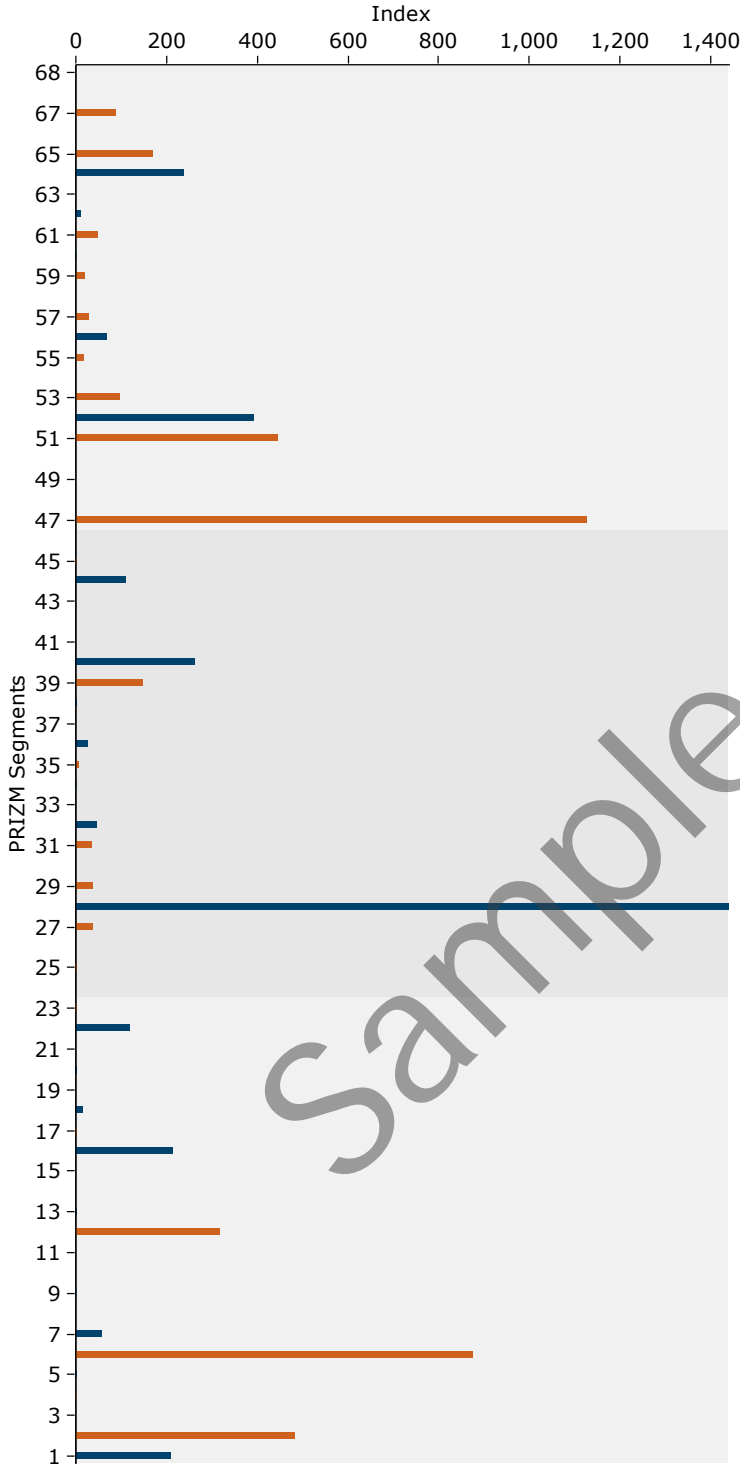
## Top Ten PRIZM Segments Site vs. Canada



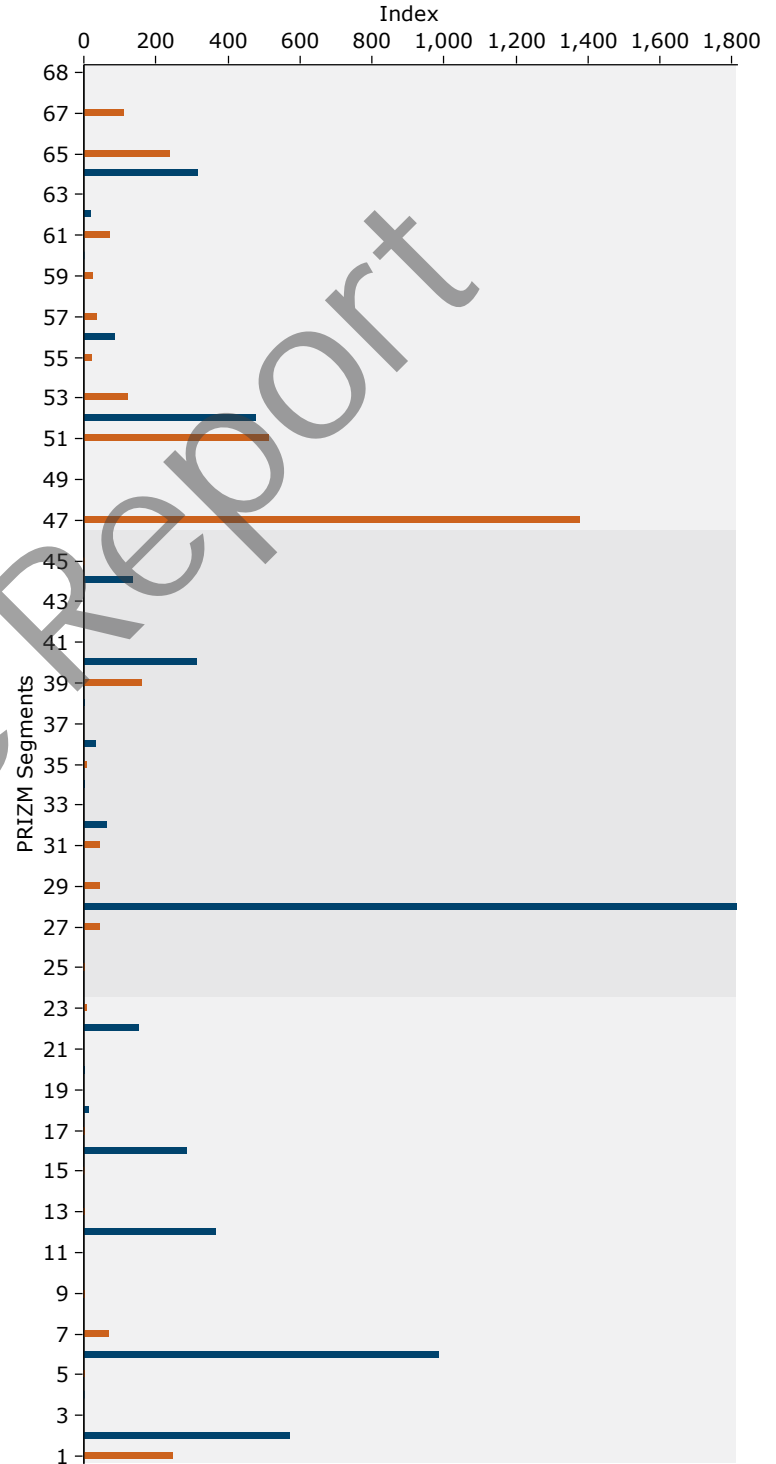
**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in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

**Source:** Esri

### 2023 PRIZM Indexes by Households



### 2023 PRIZM Indexes by Total Population



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**Source:** Esri



PRIZM Social Groups	2023 Households			2023 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	127,360	100.0%		240,062	100.0%	
<b>U1. Urban Elite</b>	<b>22,405</b>	<b>17.6%</b>	<b>608</b>	<b>50,995</b>	<b>21.2%</b>	<b>670</b>
The A-List (01)	1,570	1.2%	213	4,177	1.7%	249
Wealthy & Wise (02)	6,218	4.9%	484	16,489	6.9%	575
Downtown Verve (06)	14,617	11.5%	879	30,329	12.6%	988
<b>U2. Urban Older</b>	<b>16,831</b>	<b>13.2%</b>	<b>176</b>	<b>30,529</b>	<b>12.7%</b>	<b>177</b>
Savvy Seniors (16)	6,116	4.8%	218	13,670	5.7%	288
Mid-City Mellow (23)	188	0.1%	7	505	0.2%	9
Middle-Class Mosaic (36)	506	0.4%	29	1,310	0.5%	35
On Their Own Again (51)	10,021	7.9%	448	15,044	6.3%	514
<b>U3. Young Urban Core</b>	<b>38,872</b>	<b>30.5%</b>	<b>366</b>	<b>63,164</b>	<b>26.3%</b>	<b>412</b>
Eat, Play, Love (12)	12,365	9.7%	318	18,386	7.7%	371
Indieville (22)	1,829	1.4%	120	4,153	1.7%	155
Les Énerjeunes (40)	5,273	4.1%	265	8,434	3.5%	316
Social Networkers (47)	19,098	15.0%	1,129	31,499	13.1%	1,378
Enclaves Multiethniques (55)	307	0.2%	20	692	0.3%	25
<b>U4. Urban Diversity</b>	<b>4,405</b>	<b>3.5%</b>	<b>68</b>	<b>12,176</b>	<b>5.1%</b>	<b>81</b>
South Asian Enterprise (15)	9	0.0%	0	34	0.0%	1
Asian Avenues (17)	24	0.0%	3	72	0.0%	4
Came From Away (61)	1,222	1.0%	51	3,342	1.4%	76
Midtown Movers (64)	3,150	2.5%	239	8,728	3.6%	321
<b>U5. Younger Urban Mix</b>	<b>27,079</b>	<b>21.3%</b>	<b>256</b>	<b>47,147</b>	<b>19.6%</b>	<b>282</b>
Latte Life (28)	12,262	9.6%	1,442	19,550	8.1%	1,816
Friends & Roomies (52)	11,636	9.1%	395	21,255	8.9%	480
Juggling Acts (57)	578	0.5%	31	1,306	0.5%	39
Value Villagers (60)	11	0.0%	1	27	0.0%	1
Just Getting By (67)	2,592	2.0%	89	5,009	2.1%	114
<b>U6. Older Urban Francophone</b>	<b>10,017</b>	<b>7.9%</b>	<b>136</b>	<b>17,970</b>	<b>7.5%</b>	<b>100</b>
Évolution Urbaine (39)	2,058	1.6%	149	3,695	1.5%	164
Un Grand Cru (44)	1,122	0.9%	112	2,012	0.8%	137
Jeunes Biculturels (56)	1,172	0.9%	71	2,153	0.9%	88
Âgés & Traditionnels (65)	5,665	4.4%	171	10,110	4.2%	241
<b>F1. Upscale Urban Fringe</b>	<b>1,379</b>	<b>1.1%</b>	<b>29</b>	<b>3,677</b>	<b>1.5%</b>	<b>33</b>
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
Mature & Secure (7)	1,024	0.8%	60	2,675	1.1%	70
Multicultural Corners (18)	355	0.3%	16	1,002	0.4%	19
<b>F2. Diverse Urban Fringe</b>	<b>881</b>	<b>0.7%</b>	<b>17</b>	<b>2,040</b>	<b>0.8%</b>	<b>20</b>
Asian Achievement (10)	3	0.0%	0	14	0.0%	0
New Asian Heights (20)	53	0.0%	3	139	0.1%	5
Diversité Nouvelle (27)	825	0.6%	40	1,887	0.8%	45

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**Source:** Esri

PRIZM Social Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	127,360	100.0%		240,062	100.0%	
<b>F3. Midscale Urban Fringe</b>	<b>1,908</b>	<b>1.5%</b>	<b>36</b>	<b>4,857</b>	<b>2.0%</b>	<b>44</b>
South Asian Society (30)	0	0.0%	0	0	0.0%	0
Metro Melting Pot (31)	852	0.7%	37	2,306	1.0%	45
Diverse & Determined (32)	1,056	0.8%	49	2,551	1.1%	69
<b>S1. Suburban Elite</b>	<b>124</b>	<b>0.1%</b>	<b>2</b>	<b>376</b>	<b>0.2%</b>	<b>3</b>
Turbo Burbs (4)	12	0.0%	1	39	0.0%	1
First-Class Families (5)	85	0.1%	5	257	0.1%	6
Boomer Bliss (9)	27	0.0%	1	80	0.0%	2
<b>S2. Upscale Suburban Diversity</b>	<b>11</b>	<b>0.0%</b>	<b>0</b>	<b>49</b>	<b>0.0%</b>	<b>0</b>
Multiculture-ish (8)	6	0.0%	0	20	0.0%	0
Modern Suburbia (11)	5	0.0%	0	29	0.0%	0
<b>S3. Middle Suburbia</b>	<b>74</b>	<b>0.1%</b>	<b>1</b>	<b>191</b>	<b>0.1%</b>	<b>1</b>
Family Mode (19)	7	0.0%	0	21	0.0%	0
All-Terrain Families (24)	0	0.0%	0	0	0.0%	0
Suburban Sports (25)	67	0.1%	2	170	0.1%	3
<b>S4. Middle Suburban Francophone</b>	<b>1,462</b>	<b>1.1%</b>	<b>21</b>	<b>3,402</b>	<b>1.4%</b>	<b>25</b>
Vie de Rêve (13)	90	0.1%	7	242	0.1%	8
C'est Tiguidou (29)	1,344	1.1%	40	3,098	1.3%	47
Familles Typiques (34)	28	0.0%	1	62	0.0%	2
<b>S5. Class Suburbia</b>	<b>99</b>	<b>0.1%</b>	<b>3</b>	<b>253</b>	<b>0.1%</b>	<b>4</b>
Stressed in Suburbia (38)	95	0.1%	5	246	0.1%	6
Happy Medium (43)	4	0.0%	0	7	0.0%	0
<b>S6. Older Suburban</b>	<b>1,296</b>	<b>1.0%</b>	<b>19</b>	<b>2,249</b>	<b>0.9%</b>	<b>20</b>
Scenic Retirement (21)	0	0.0%	0	0	0.0%	0
Slow-Lane Suburbs (45)	18	0.0%	1	40	0.0%	1
Silver Flats (53)	953	0.7%	100	1,556	0.6%	126
Suburban Recliners (62)	325	0.3%	15	653	0.3%	21
<b>S7. Middle Suburban Francophone</b>	<b>508</b>	<b>0.4%</b>	<b>12</b>	<b>958</b>	<b>0</b>	<b>14</b>
Vie Dynamique (35)	141	0.1%	8	293	0.1%	11
Banlieues Tranquilles (42)	0	0.0%	0	0	0.0%	0
La Vie Simple (59)	367	0.3%	23	665	0.3%	28
<b>T1. Town Mix</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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

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**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	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	127,360	100.0%		240,062	100.0%	
<b>R1 Upper-Middle Rural</b>	<b>9</b>	<b>0.0%</b>	<b>0</b>	<b>26</b>	<b>0.0%</b>	<b>0</b>
Kick-Back Country (14)	0	0.0%	0	0	0.0%	0
Country Traditions (26)	9	0.0%	0	26	0.0%	0
New Country (33)	0	0.0%	0	0	0.0%	0
<b>R2. Middle Rural</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>R3. Rural Francophone</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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

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**Source:** Esri

PRIZM Lifestage Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	127,360	100.0%		240,062	100.0%	
<b>Y1. Very Young Singles &amp; Couples</b>	<b>48,998</b>	<b>38.5%</b>	<b>582</b>	<b>77,869</b>	<b>32.4%</b>	<b>708</b>
Eat, Play, Love (12)	12,365	9.7%	318	18,386	7.7%	371
Latte Life (28)	12,262	9.6%	1,442	19,550	8.1%	1,816
Les Énerjeunes (40)	5,273	4.1%	265	8,434	3.5%	316
Social Networkers (47)	19,098	15.0%	1,129	31,499	13.1%	1,378
<b>Y2. Younger Singles &amp; Couples</b>	<b>17,860</b>	<b>14.0%</b>	<b>141</b>	<b>34,015</b>	<b>14.2%</b>	<b>171</b>
New Asian Heights (20)	53	0.0%	3	139	0.1%	5
Indieville (22)	1,829	1.4%	120	4,153	1.7%	155
Friends & Roomies (52)	11,636	9.1%	395	21,255	8.9%	480
Jeunes Biculturels (56)	1,172	0.9%	71	2,153	0.9%	88
Juggling Acts (57)	578	0.5%	31	1,306	0.5%	39
Just Getting By (67)	2,592	2.0%	89	5,009	2.1%	114
<b>Y3. Young Families</b>	<b>5</b>	<b>0.0%</b>	<b>0</b>	<b>29</b>	<b>0.0%</b>	<b>0</b>
Modern Suburbia (11)	5	0.0%	0	29	0.0%	0
All-Terrain Families (24)	0	0.0%	0	0	0.0%	0
<b>F1. School-Age Families</b>	<b>18,416</b>	<b>14.5%</b>	<b>156</b>	<b>37,959</b>	<b>15.8%</b>	<b>186</b>
Downtown Verve (6)	14,617	11.5%	879	30,329	12.6%	988
Diverse & Determined (32)	1,056	0.8%	49	2,551	1.1%	69
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Évolution Urbaine (39)	2,058	1.6%	149	3,695	1.5%	164
Banlieues Tranquilles (42)	0	0.0%	0	0	0.0%	0
Enclaves Multiethniques (55)	307	0.2%	20	692	0.3%	25
La Vie Simple (59)	367	0.3%	23	665	0.3%	28
Value Villagers (60)	11	0.0%	1	27	0.0%	1
<b>F2. Large Diverse Families</b>	<b>548</b>	<b>0.4%</b>	<b>4</b>	<b>1,569</b>	<b>0.7%</b>	<b>5</b>
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
First-Class Families (5)	85	0.1%	5	257	0.1%	6
Multiculture-ish (8)	6	0.0%	0	20	0.0%	0
Asian Achievement (10)	3	0.0%	0	14	0.0%	0
Vie de Rêve (13)	90	0.1%	7	242	0.1%	8
South Asian Enterprise (15)	9	0.0%	0	34	0.0%	1
Multicultural Corners (18)	355	0.3%	16	1,002	0.4%	19
South Asian Society (30)	0	0.0%	0	0	0.0%	0
Indigenous Families (66)	0	0.0%	0	0	0.0%	0

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**Source:** Esri

PRIZM Lifestage Groups	2023 Households			2023 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	127,360	100.0%		240,062	100.0%	
<b>F3 Middle-Age Families</b>	<b>8,145</b>	<b>6.4%</b>	<b>22</b>	<b>21,314</b>	<b>8.9%</b>	<b>28</b>
Turbo Burbs (4)	12	0.0%	1	39	0.0%	1
Kick-Back Country (14)	0	0.0%	0	0	0.0%	0
Asian Avenues (17)	24	0.0%	3	72	0.0%	4
Family Mode (19)	7	0.0%	0	21	0.0%	0
Suburban Sports (25)	67	0.1%	2	170	0.1%	3
Country Traditions (26)	9	0.0%	0	26	0.0%	0
Diversité Nouvelle (27)	825	0.6%	40	1,887	0.8%	45
C'est Tiguïdou (29)	1,344	1.1%	40	3,098	1.3%	47
Metro Melting Pot (31)	852	0.7%	37	2,306	1.0%	45
New Country (33)	0	0.0%	0	0	0.0%	0
Familles Typiques (34)	28	0.0%	1	62	0.0%	2
Middle-Class Mosaic (36)	506	0.4%	29	1,310	0.5%	35
Stressed in Suburbia (38)	95	0.1%	5	246	0.1%	6
Happy Medium (43)	4	0.0%	0	7	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)	1,222	1.0%	51	3,342	1.4%	76
Midtown Movers (64)	3,150	2.5%	239	8,728	3.6%	321
<b>M1. Older Families &amp; Empty Nests</b>	<b>15,302</b>	<b>12.0%</b>	<b>65</b>	<b>37,929</b>	<b>15.8%</b>	<b>86</b>
The A-List (1)	1,570	1.2%	213	4,177	1.7%	249
Wealthy & Wise (2)	6,218	4.9%	484	16,489	6.9%	575
Mature & Secure (7)	1,024	0.8%	60	2,675	1.1%	70
Boomer Bliss (9)	27	0.0%	1	80	0.0%	2
Savvy Seniors (16)	6,116	4.8%	218	13,670	5.7%	288
Mid-City Mellow (23)	188	0.1%	7	505	0.2%	9
Vie Dynamique (35)	141	0.1%	8	293	0.1%	11
Down to Earth (41)	0	0.0%	0	0	0.0%	0
Slow-Lane Suburbs (45)	18	0.0%	1	40	0.0%	1
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
<b>M2. Mature Singles &amp; Couples</b>	<b>18,086</b>	<b>14.2%</b>	<b>110</b>	<b>29,375</b>	<b>12.2%</b>	<b>118</b>
Scenic Retirement (21)	0	0.0%	0	0	0.0%	0
Un Grand Cru (44)	1,122	0.9%	112	2,012	0.8%	137
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)	10,021	7.9%	448	15,044	6.3%	514
Silver Flats (53)	953	0.7%	100	1,556	0.6%	126
Suburban Recliners (62)	325	0.3%	15	653	0.3%	21
Âgés & Traditionnels (65)	5,665	4.4%	171	10,110	4.2%	241

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