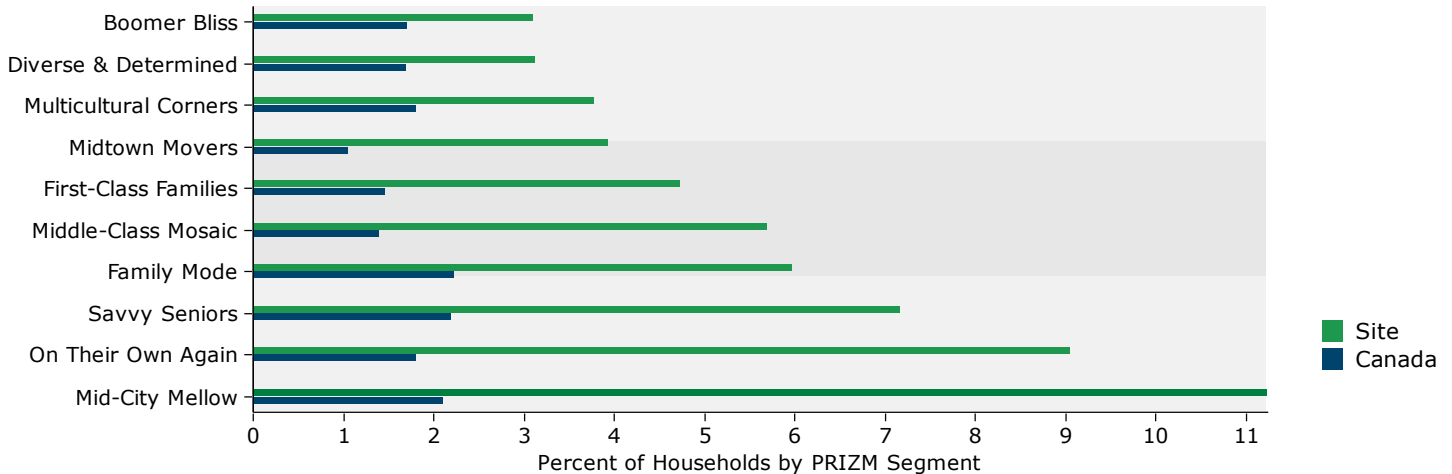


Top Twenty PRIZM Segments

Rank	PRIZM Segment	2022 Households		2022 Canadian Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Mid-City Mellow	11.2%	11.2%	2.1%	2.1%	531
2	On Their Own Again	9.1%	20.3%	1.8%	3.9%	499
3	Savvy Seniors	7.2%	27.5%	2.2%	6.1%	327
4	Family Mode	6.0%	33.5%	2.2%	8.3%	267
5	Middle-Class Mosaic	5.7%	39.2%	1.4%	9.7%	407
	Subtotal	39.2%		9.7%		
6	First-Class Families	4.7%	43.9%	1.5%	11.2%	320
7	Midtown Movers	3.9%	47.8%	1.1%	12.3%	369
8	Multicultural Corners	3.8%	51.6%	1.8%	14.1%	208
9	Diverse & Determined	3.1%	54.7%	1.7%	15.8%	184
10	Boomer Bliss	3.1%	57.8%	1.7%	17.5%	181
	Subtotal	18.6%		7.8%		
11	Multiculture-ish	3.0%	60.8%	1.5%	19.0%	196
12	Value Villagers	3.0%	63.8%	1.6%	20.6%	192
13	Kick-Back Country	2.9%	66.7%	1.3%	21.9%	224
14	Friends & Roomies	2.9%	69.6%	2.3%	24.2%	126
15	Just Getting By	2.7%	72.3%	2.4%	26.6%	115
	Subtotal	14.5%		9.1%		
16	Turbo Burbs	2.5%	74.8%	1.2%	27.8%	214
17	Came From Away	2.4%	77.2%	2.0%	29.8%	119
18	Wealthy & Wise	2.2%	79.4%	0.9%	30.7%	239
19	Mature & Secure	2.2%	81.6%	1.6%	32.3%	143
20	Social Networkers	2.0%	83.6%	1.3%	33.6%	153
	Subtotal	11.3%		7.0%		
	Total	83.7%		33.6%		249

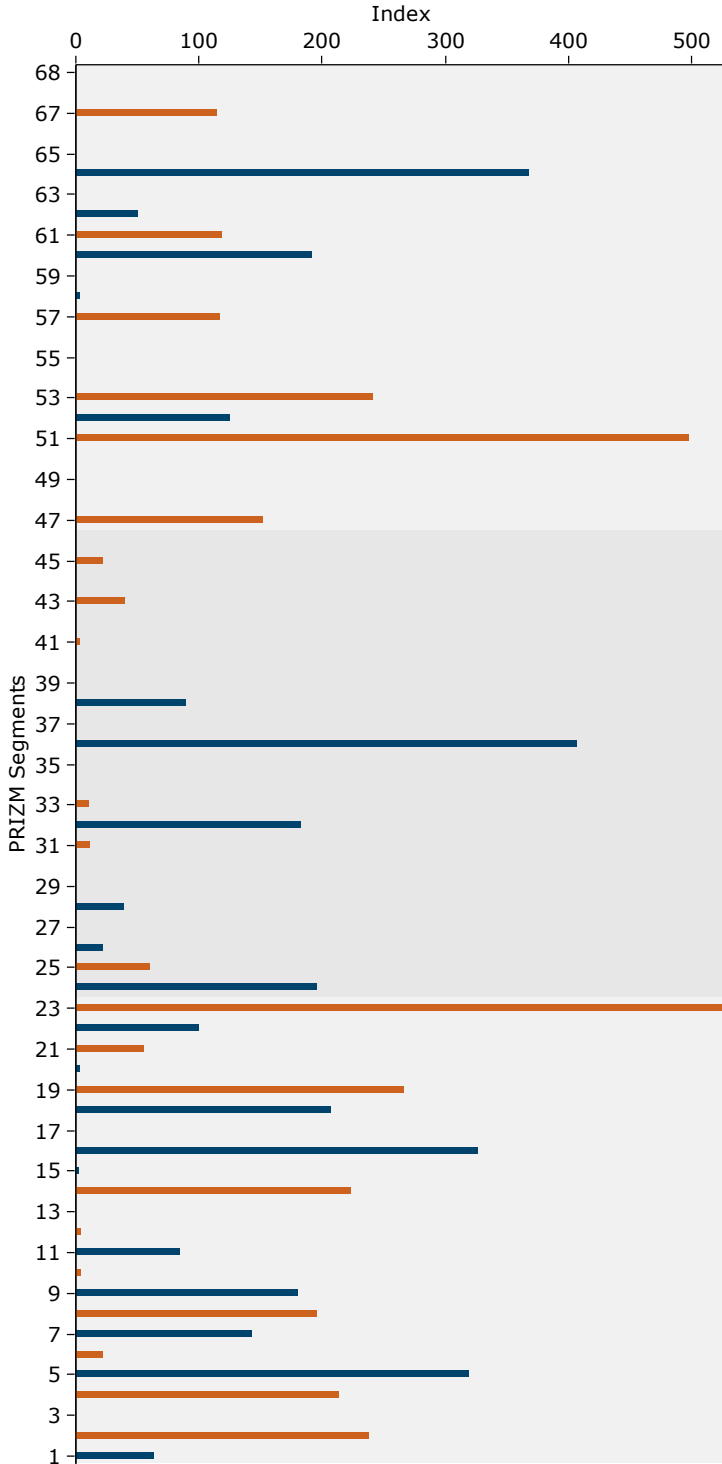
Top Ten PRIZM Segments Site vs. Canada



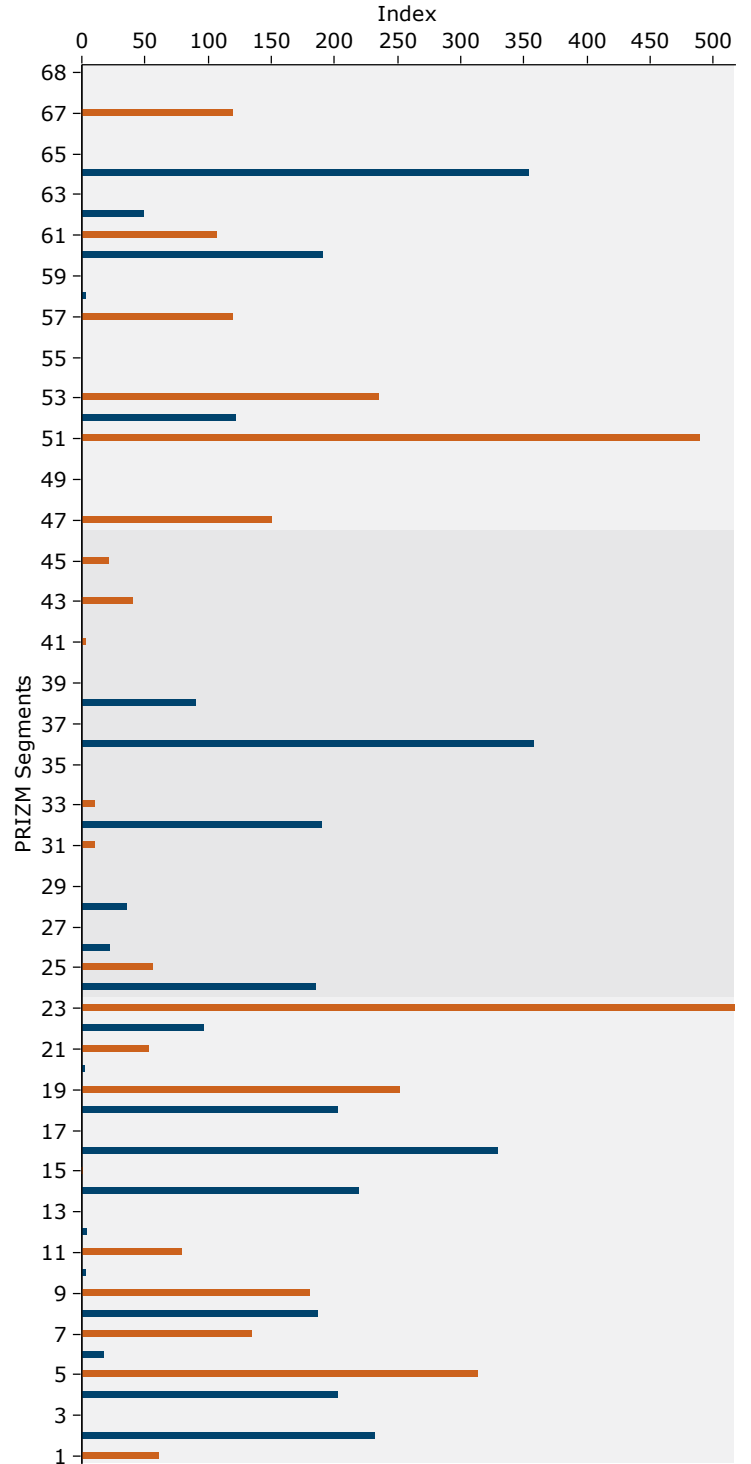
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Source: Esri

2022 PRIZM Indexes by Households



2022 PRIZM Indexes by Total Population



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Source: Esri

PRIZM Social Groups	2022 Households			2022 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	317,684	100.0%		812,008	100.0%	
U1. Urban Elite	9,230	2.9%	105	26,252	3.2%	106
The A-List (01)	1,220	0.4%	64	3,702	0.5%	62
Wealthy & Wise (02)	7,095	2.2%	239	20,802	2.6%	233
Downtown Verve (06)	915	0.3%	23	1,748	0.2%	18
U2. Urban Older	105,382	33.2%	441	245,457	30.2%	426
Savvy Seniors (16)	22,787	7.2%	327	52,550	6.5%	330
Mid-City Mellow (23)	35,712	11.2%	531	98,286	12.1%	518
Middle-Class Mosaic (36)	18,103	5.7%	407	46,555	5.7%	359
On Their Own Again (51)	28,780	9.1%	499	48,066	5.9%	491
U3. Young Urban Core	11,002	3.5%	43	21,474	2.6%	43
Eat, Play, Love (12)	412	0.1%	5	679	0.1%	5
Indieville (22)	4,256	1.3%	101	9,697	1.2%	97
Les Énerjeunes (40)	0	0.0%	0	0	0.0%	0
Social Networkers (47)	6,333	2.0%	153	11,092	1.4%	151
Enclaves Multiethniques (55)	1	0.0%	0	6	0.0%	0
U4. Urban Diversity	20,226	6.4%	124	51,250	6.3%	102
South Asian Enterprise (15)	123	0.0%	3	435	0.1%	2
Asian Avenues (17)	6	0.0%	0	22	0.0%	0
Came From Away (61)	7,571	2.4%	119	16,750	2.1%	107
Midtown Movers (64)	12,526	3.9%	369	34,043	4.2%	355
U5. Younger Urban Mix	33,792	10.6%	125	74,021	9.1%	130
Latte Life (28)	971	0.3%	39	1,523	0.2%	37
Friends & Roomies (52)	9,231	2.9%	126	18,320	2.3%	123
Juggling Acts (57)	5,447	1.7%	117	13,535	1.7%	121
Value Villagers (60)	9,535	3.0%	192	22,539	2.8%	192
Just Getting By (67)	8,608	2.7%	115	18,104	2.2%	121
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	19,111	6.0%	147	57,732	7.1%	140
Asian Sophisticates (3)	3	0.0%	0	7	0.0%	0
Mature & Secure (7)	7,078	2.2%	143	20,556	2.5%	136
Multicultural Corners (18)	12,030	3.8%	208	37,169	4.6%	204
F2. Diverse Urban Fringe	337	0.1%	3	765	0.1%	2
Asian Achievement (10)	188	0.1%	5	483	0.1%	4
New Asian Heights (20)	149	0.0%	4	282	0.0%	3
Diversité Nouvelle (27)	0	0.0%	0	0	0.0%	0

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Source: Esri

PRIZM Social Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	317,684	100.0%		812,008	100.0%	
F3. Midscale Urban Fringe	10,644	3.4%	81	25,888	3.2%	69
South Asian Society (30)	4	0.0%	0	19	0.0%	0
Metro Melting Pot (31)	696	0.2%	12	1,931	0.2%	11
Diverse & Determined (32)	9,944	3.1%	184	23,938	2.9%	191
S1. Suburban Elite	32,820	10.3%	237	98,176	12.1%	238
Turbo Burbs (4)	7,904	2.5%	214	23,369	2.9%	204
First-Class Families (5)	15,059	4.7%	320	48,895	6.0%	314
Boomer Bliss (9)	9,857	3.1%	181	25,912	3.2%	181
S2. Upscale Suburban Diversity	15,182	4.8%	132	50,845	6.3%	130
Multiculture-ish (8)	9,609	3.0%	196	33,745	4.2%	188
Modern Suburbia (11)	5,573	1.8%	85	17,100	2.1%	80
S3. Middle Suburbia	29,518	9.3%	169	85,849	10.6%	164
Family Mode (19)	18,985	6.0%	267	56,574	7.0%	252
All-Terrain Families (24)	6,093	1.9%	196	17,380	2.1%	187
Suburban Sports (25)	4,440	1.4%	61	11,895	1.5%	57
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. Class Suburbia	6,132	1.9%	70	17,105	2.1%	72
Stressed in Suburbia (38)	4,664	1.5%	90	13,241	1.6%	91
Happy Medium (43)	1,468	0.5%	41	3,864	0.5%	42
S6. Older Suburban	12,331	3.9%	73	23,235	2.9%	65
Scenic Retirement (21)	2,563	0.8%	56	5,746	0.7%	54
Slow-Lane Suburbs (45)	1,035	0.3%	23	2,266	0.3%	22
Silver Flats (53)	6,076	1.9%	242	10,012	1.2%	236
Suburban Recliners (62)	2,657	0.8%	51	5,211	0.6%	50
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	129	0.0%	2	300	0.0%	1
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Old Town Roads (58)	129	0.0%	4	300	0.0%	4
Indigenous Families (66)	0	0.0%	0	0	0.0%	0

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Source: Esri



Prizm Segmentation Area Profile Canada

Hamilton
 Hamilton (537)
 Geography: Census Metropolitan Area

Prepared by Esri

PRIZM Social Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	317,684	100.0%		812,008	100.0%	
R1 Upper-Middle Rural	11,467	3.6%	73	32,725	4.0%	73
Kick-Back Country (14)	9,291	2.9%	224	26,665	3.3%	220
Country Traditions (26)	1,679	0.5%	23	4,627	0.6%	23
New Country (33)	497	0.2%	11	1,433	0.2%	11
R2. Middle Rural	381	0.1%	2	934	0.1%	2
Down to Earth (41)	362	0.1%	4	887	0.1%	4
Agri-Biz (48)	0	0.0%	0	0	0.0%	0
Backcountry Boomers (49)	5	0.0%	0	14	0.0%	0
Country & Western (50)	14	0.0%	0	33	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

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Source: Esri

PRIZM Lifestage Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	317,684	100.0%		812,008	100.0%	
Y1. Very Young Singles & Couples	7,716	2.4%	38	13,294	1.6%	38
Eat, Play, Love (12)	412	0.1%	5	679	0.1%	5
Latte Life (28)	971	0.3%	39	1,523	0.2%	37
Les Énerjeunes (40)	0	0.0%	0	0	0.0%	0
Social Networkers (47)	6,333	2.0%	153	11,092	1.4%	151
Y2. Younger Singles & Couples	27,691	8.7%	86	59,938	7.4%	88
New Asian Heights (20)	149	0.0%	4	282	0.0%	3
Indieville (22)	4,256	1.3%	101	9,697	1.2%	97
Friends & Roomies (52)	9,231	2.9%	126	18,320	2.3%	123
Jeunes Biculturels (56)	0	0.0%	0	0	0.0%	0
Juggling Acts (57)	5,447	1.7%	117	13,535	1.7%	121
Just Getting By (67)	8,608	2.7%	115	18,104	2.2%	121
Y3. Young Families	11,666	3.7%	121	34,480	4.2%	113
Modern Suburbia (11)	5,573	1.8%	85	17,100	2.1%	80
All-Terrain Families (24)	6,093	1.9%	196	17,380	2.1%	187
F1. School-Age Families	20,395	6.4%	69	48,231	5.9%	69
Downtown Verve (6)	915	0.3%	23	1,748	0.2%	18
Diverse & Determined (32)	9,944	3.1%	184	23,938	2.9%	191
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)	1	0.0%	0	6	0.0%	0
La Vie Simple (59)	0	0.0%	0	0	0.0%	0
Value Villagers (60)	9,535	3.0%	192	22,539	2.8%	192
F2. Large Diverse Families	37,016	11.7%	104	120,753	14.9%	99
Asian Sophisticates (3)	3	0.0%	0	7	0.0%	0
First-Class Families (5)	15,059	4.7%	320	48,895	6.0%	314
Multiculture-ish (8)	9,609	3.0%	196	33,745	4.2%	188
Asian Achievement (10)	188	0.1%	5	483	0.1%	4
Vie de Rêve (13)	0	0.0%	0	0	0.0%	0
South Asian Enterprise (15)	123	0.0%	3	435	0.1%	2
Multicultural Corners (18)	12,030	3.8%	208	37,169	4.6%	204
South Asian Society (30)	4	0.0%	0	19	0.0%	0
Indigenous Families (66)	0	0.0%	0	0	0.0%	0

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PRIZM Lifestage Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	317,684	100.0%		812,008	100.0%	
F3 Middle-Age Families	87,830	27.6%	95	240,969	29.7%	94
Turbo Burbs (4)	7,904	2.5%	214	23,369	2.9%	204
Kick-Back Country (14)	9,291	2.9%	224	26,665	3.3%	220
Asian Avenues (17)	6	0.0%	0	22	0.0%	0
Family Mode (19)	18,985	6.0%	267	56,574	7.0%	252
Suburban Sports (25)	4,440	1.4%	61	11,895	1.5%	57
Country Traditions (26)	1,679	0.5%	23	4,627	0.6%	23
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)	696	0.2%	12	1,931	0.2%	11
New Country (33)	497	0.2%	11	1,433	0.2%	11
Familles Typiques (34)	0	0.0%	0	0	0.0%	0
Middle-Class Mosaic (36)	18,103	5.7%	407	46,555	5.7%	359
Stressed in Suburbia (38)	4,664	1.5%	90	13,241	1.6%	91
Happy Medium (43)	1,468	0.5%	41	3,864	0.5%	42
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)	7,571	2.4%	119	16,750	2.1%	107
Midtown Movers (64)	12,526	3.9%	369	34,043	4.2%	355
M1. Older Families & Empty Nests	85,275	26.8%	149	225,261	27.7%	155
The A-List (1)	1,220	0.4%	64	3,702	0.5%	62
Wealthy & Wise (2)	7,095	2.2%	239	20,802	2.6%	233
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Patrimoine Rustique (46)	0	0.0%	0	0	0.0%	0
Old Town Roads (58)	129	0.0%	4	300	0.0%	4
Amants de la Nature (63)	0	0.0%	0	0	0.0%	0
M2. Mature Singles & Couples	40,095	12.6%	98	69,082	8.5%	82
Scenic Retirement (21)	2,563	0.8%	56	5,746	0.7%	54
Un Grand Cru (44)	0	0.0%	0	0	0.0%	0
Backcountry Boomers (49)	5	0.0%	0	14	0.0%	0
Country & Western (50)	14	0.0%	0	33	0.0%	0
On Their Own Again (51)	28,780	9.1%	499	48,066	5.9%	491
Silver Flats (53)	6,076	1.9%	242	10,012	1.2%	236
Suburban Recliners (62)	2,657	0.8%	51	5,211	0.6%	50
Âgés & Traditionnels (65)	0	0.0%	0	0	0.0%	0

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