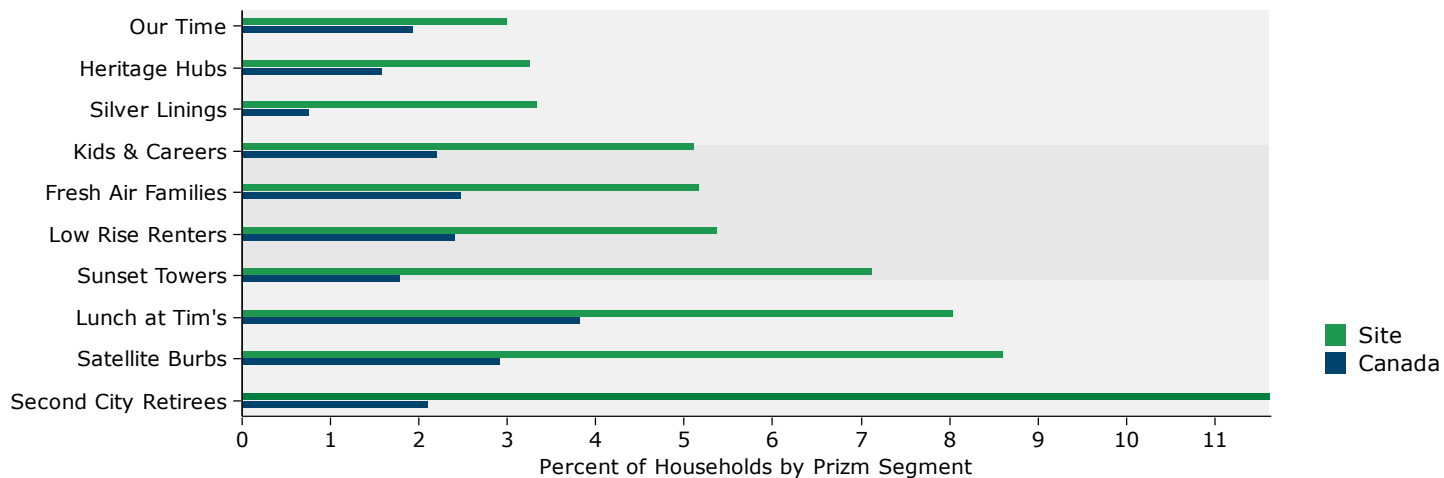


Top Twenty Prizm Segments

Rank	Prizm Segment	2019 Households		2019 Canadian Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Second City Retirees	11.6%	11.6%	2.1%	2.1%	551
2	Satellite Burbs	8.6%	20.2%	2.9%	5.0%	295
3	Lunch at Tim's	8.1%	28.3%	3.8%	8.8%	210
4	Sunset Towers	7.1%	35.4%	1.8%	10.6%	398
5	Low Rise Renters	5.4%	40.8%	2.4%	13.0%	223
	Subtotal	40.8%		13.0%		
6	Fresh Air Families	5.2%	46.0%	2.5%	15.5%	208
7	Kids & Careers	5.1%	51.1%	2.2%	17.7%	232
8	Silver Linings	3.3%	54.4%	0.8%	18.5%	437
9	Heritage Hubs	3.3%	57.7%	1.6%	20.1%	206
10	Our Time	3.0%	60.7%	1.9%	22.0%	155
	Subtotal	19.9%		9.0%		
11	Grey Pride	2.9%	63.6%	0.7%	22.7%	420
12	Metro Multiculturals	2.8%	66.4%	2.0%	24.7%	143
13	Pets & PCs	2.5%	68.9%	3.0%	27.7%	85
14	Suburban Scramble	2.5%	71.4%	1.5%	29.2%	162
15	Boomerang City	2.4%	73.8%	2.2%	31.4%	109
	Subtotal	13.1%		9.4%		
16	Diversity Heights	2.4%	76.2%	1.3%	32.7%	181
17	Urbane Villagers	2.2%	78.4%	0.9%	33.6%	240
18	Management Material	2.2%	80.6%	1.2%	34.8%	184
19	Suburban Success	2.1%	82.7%	0.8%	35.6%	261
20	Young & Connected	1.7%	84.4%	0.9%	36.5%	186
	Subtotal	10.6%		5.1%		
	Total	84.6%		36.7%		231

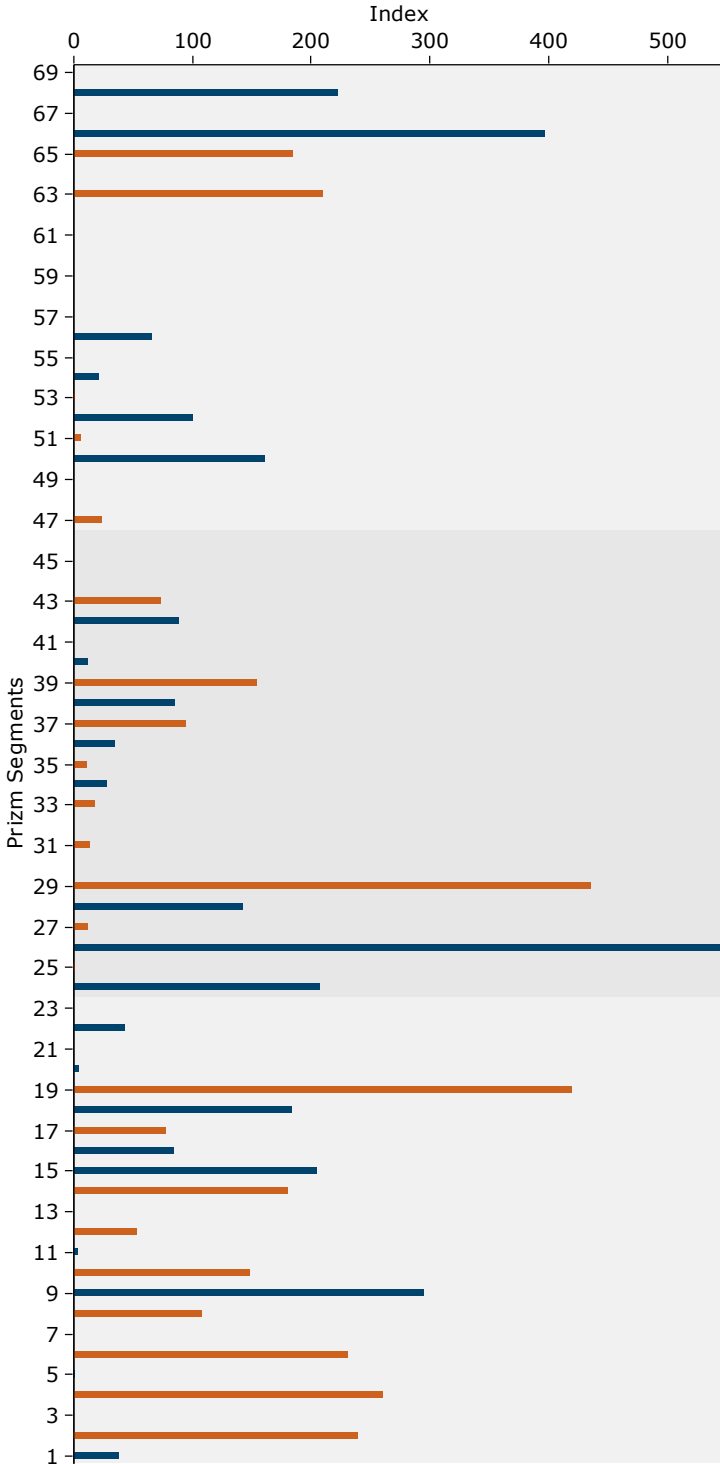
Top Ten Prizm Segments Site vs. Canada



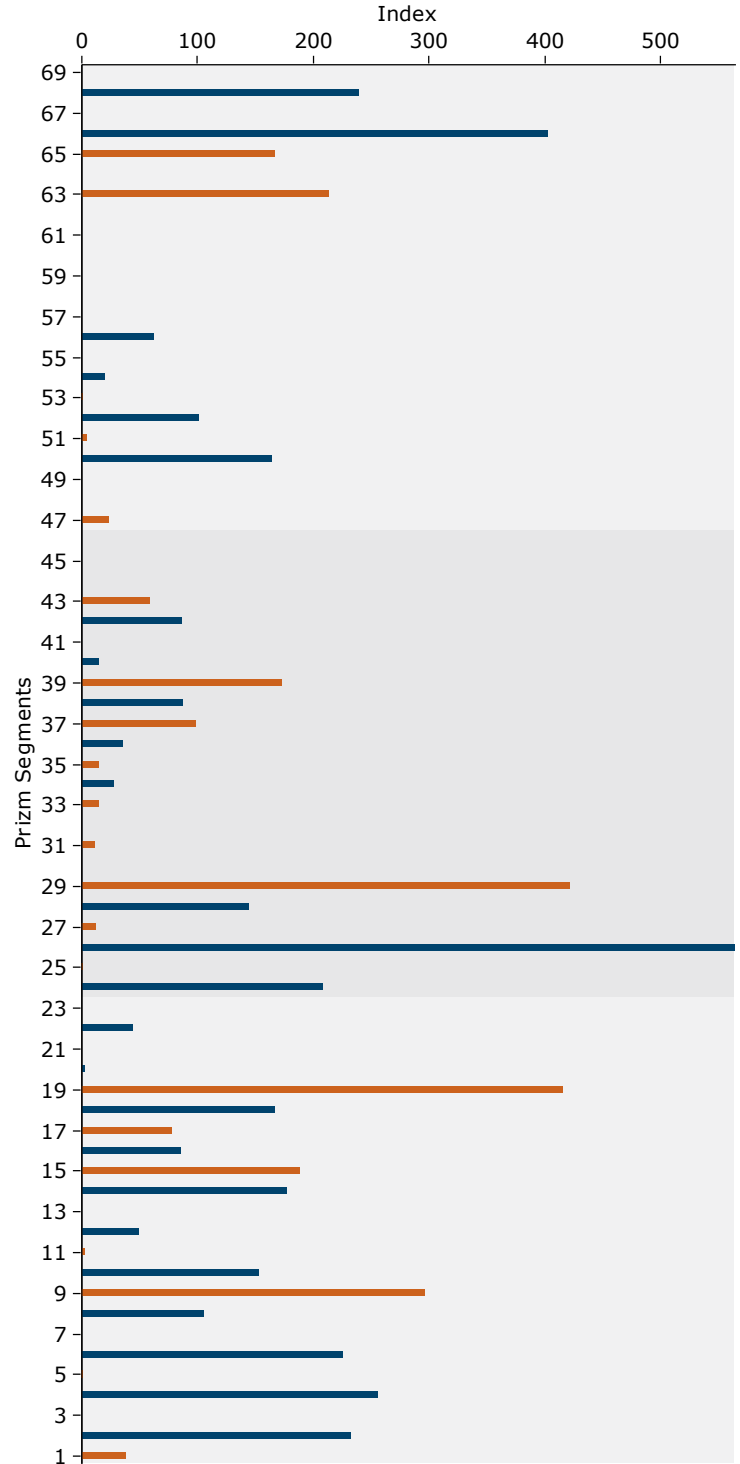
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada,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

Source: Esri

2019 Prizm Indexes by Households



2019 Prizm Indexes by Total Population



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Source: Esri

PRIZM Social Groups	2019 Households			2019 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	315,444	100.0%		792,120	100.0%	
U1. Urban Elite	15,507	4.9%	109	43,790	5.5%	108
Cosmopolitan Elite (01)	765	0.2%	39	2,275	0.3%	39
Urbane Villagers (02)	7,079	2.2%	240	20,950	2.6%	233
Arts and Affluence (03)	6	0.0%	0	16	0.0%	0
Boomerang City (08)	7,657	2.4%	109	20,549	2.6%	106
S1. Suburban Elite	27,870	8.8%	184	82,039	10.4%	187
Suburban Success (04)	6,590	2.1%	261	18,168	2.3%	256
Kids & Careers (06)	16,145	5.1%	232	52,265	6.6%	227
Nouveaux Riches (07)	0	0.0%	0	0	0.0%	0
Emptying Nests (10)	5,135	1.6%	149	11,606	1.5%	154
E1. Exurban Elite	31,395	10.0%	216	88,132	11.1%	215
Satellite Burbs (09)	27,190	8.6%	295	76,123	9.6%	297
Exurban Wonderland (17)	4,205	1.3%	79	12,009	1.5%	78
S2. Suburban Younger	27,559	8.7%	120	75,391	9.5%	116
Pets and PCs (16)	8,042	2.5%	85	25,557	3.2%	86
Management Material (18)	7,042	2.2%	184	16,327	2.1%	168
Trucks and Trades (37)	4,686	1.5%	95	13,187	1.7%	99
Suburban Scramble (50)	7,789	2.5%	162	20,320	2.6%	165
S3. Suburban Upscale Diverse	22,195	7.0%	118	68,641	8.7%	107
Diversity Heights (14)	7,578	2.4%	181	24,414	3.1%	178
Heritage Hubs (15)	10,314	3.3%	206	31,499	4.0%	189
South Asian Achievers (20)	106	0.0%	5	335	0.0%	3
South Asian Society (25)	57	0.0%	2	221	0.0%	2
Home Sweet Rows (42)	4,140	1.3%	90	12,172	1.5%	87
U2. Urban Upscale Diverse	9,534	3.0%	53	27,358	3.5%	49
Asian Sophisticates (05)	45	0.0%	1	114	0.0%	1
Asian Avenues (13)	0	0.0%	0	0	0.0%	0
Diverse City (27)	568	0.2%	13	1,798	0.2%	13
Metro Multiculturals (28)	8,921	2.8%	143	25,446	3.2%	145
E2. Exurban Middle-Aged	18,163	5.8%	111	50,922	6.4%	116
Fresh Air Families (24)	16,351	5.2%	208	45,937	5.8%	209
Exurban Homesteadersv (36)	1,727	0.5%	36	4,799	0.6%	37
Outdoor Originals (53)	85	0.0%	2	186	0.0%	2
U3. Urban Young	6,767	2.1%	41	13,310	1.7%	41
Urban Digerati (11)	242	0.1%	4	406	0.1%	3
Street Scenes (12)	3,091	1.0%	54	7,150	0.9%	50
Grads & Pads (38)	3,434	1.1%	86	5,754	0.7%	89

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Source: Esri

PRIZM Social Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	315,444	100.0%		792,120	100.0%	
S4. Suburban Older	49,409	15.7%	246	130,502	16.5%	254
Aging in Suburbia (22)	3,207	1.0%	44	9,248	1.2%	45
Second City Retirees (26)	36,715	11.6%	551	97,455	12.3%	565
Our Time (39)	9,487	3.0%	155	23,799	3.0%	174
R1. Rural Midscale	1,207	0.4%	12	3,860	0.5%	15
Country Acres (35)	515	0.2%	12	1,655	0.2%	16
Wide Open Spaces (40)	692	0.2%	13	2,205	0.3%	15
E3. Exurban Francophone	0	0.0%	0	0	0.0%	0
La Vie est Belle (30)	0	0.0%	0	0	0.0%	0
Mini Van and Vin Rouge (32)	0	0.0%	0	0	0.0%	0
Vieille École (41)	0	0.0%	0	0	0.0%	0
T1. Town Mix	3,006	1.0%	17	7,403	0.9%	16
Traditional Town Living (47)	990	0.3%	25	2,637	0.3%	24
Aging and Active (51)	298	0.1%	7	661	0.1%	6
Serenity Springs (54)	1,718	0.5%	22	4,105	0.5%	21
First Nations Families (57)	0	0.0%	0	0	0.0%	0
R2. Rural Downscale	672	0.2%	9	1,296	0.2%	8
Heartland Retirees (33)	672	0.2%	18	1,296	0.2%	16
Rustic Roads (58)	0	0.0%	0	0	0.0%	0
U4 Urban Younger Diverse	5,079	1.6%	31	9,446	1.2%	29
Asian New Wave (23)	0	0.0%	0	0	0.0%	0
New World Symphony (31)	817	0.3%	14	1,318	0.2%	12
Rooms with a View (34)	1,070	0.3%	29	1,687	0.2%	29
Newcomers Rising (43)	3,192	1.0%	74	6,441	0.8%	60
U5. Urban Older	42,274	13.4%	284	64,489	8.1%	257
Grey Pride (19)	9,209	2.9%	420	13,932	1.8%	417
Beau Monde (21)	0	0.0%	0	0	0.0%	0
Silver Linings (29)	10,543	3.3%	437	15,844	2.0%	422
Les Seniors (61)	0	0.0%	0	0	0.0%	0
Sunset Towers (66)	22,522	7.1%	398	34,713	4.4%	404
R3 Rural/Town Francophone	0	0.0%	0	0	0.0%	0
Jeunes d'Esprit (45)	0	0.0%	0	0	0.0%	0
Villes Tranquilles (46)	0	0.0%	0	0	0.0%	0
La Vie Bucolique (55)	0	0.0%	0	0	0.0%	0
Terre à Terre (62)	0	0.0%	0	0	0.0%	0
Fête au Village (64)	0	0.0%	0	0	0.0%	0
S5 Suburban Francophone	0	0.0%	0	0	0.0%	0
Variété Suburbaine (48)	0	0.0%	0	0	0.0%	0
Locataires en Banlieues (59)	0	0.0%	0	0	0.0%	0
Bons Vivants (60)	0	0.0%	0	0	0.0%	0

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Source: Esri

PRIZM Social Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	315,444	100.0%		792,120	100.0%	
U6 Urban Downscale	54,807	17.4%	177	125,541	15.8%	185
Striving Startups (52)	4,374	1.4%	101	8,356	1.1%	102
Single City Jazz (56)	2,756	0.9%	67	4,824	0.6%	63
Lunch at Tim's (63)	25,394	8.1%	210	61,779	7.8%	214
Young and Connected (65)	5,297	1.7%	186	11,970	1.5%	168
Low-Rise Renters (68)	16,986	5.4%	223	38,612	4.9%	240
U7 Urban Francophone	0	0.0%	0	0	0.0%	0
Jeunes et Actifs (44)	0	0.0%	0	0	0.0%	0
Enclaves Multiethniques (49)	0	0.0%	0	0	0.0%	0
Survivre en Ville (67)	0	0.0%	0	0	0.0%	0

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Source: Esri

PRIZM Lifestage Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	315,444	100.0%		792,120	100.0%	
Y1. Singles Scene	7,502	2.4%	26	12,671	1.6%	25
Urban Digerati (11)	242	0.1%	4	406	0.1%	3
Rooms with a View (34)	1,070	0.3%	29	1,687	0.2%	29
Grads and Pads (38)	3,434	1.1%	86	5,754	0.7%	89
Jeunes et Actifs (44)	0	0.0%	0	0	0.0%	0
Single City Jazz (56)	2,756	0.9%	67	4,824	0.6%	63
Survivre en Ville (67)	0	0.0%	0	0	0.0%	0
Y2. Starter Nests	37,537	11.9%	110	86,408	10.9%	113
Street Scenes (12)	3,091	1.0%	54	7,150	0.9%	50
Enclaves Multiethniques (49)	0	0.0%	0	0	0.0%	0
Suburban Scramble (50)	7,789	2.5%	162	20,320	2.6%	165
Striving Startups (52)	4,374	1.4%	101	8,356	1.1%	102
Locataires en Banlieues (59)	0	0.0%	0	0	0.0%	0
Young and Connected (65)	5,297	1.7%	186	11,970	1.5%	168
Low-Rise Renters (68)	16,986	5.4%	223	38,612	4.9%	240
F1. Young Diverse Families	19,199	6.1%	74	49,978	6.3%	70
Pets and PCs (16)	8,042	2.5%	85	25,557	3.2%	86
Management Material (18)	7,042	2.2%	184	16,327	2.1%	168
South Asian Achievers (20)	106	0.0%	5	335	0.0%	3
New World Symphony (31)	817	0.3%	14	1,318	0.2%	12
Newcomers Rising (43)	3,192	1.0%	74	6,441	0.8%	60
F2. Growing Families	8,891	2.8%	46	25,196	3.2%	46
Exurban Wonderland (17)	4,205	1.3%	79	12,009	1.5%	78
Mini Van and Vin Rouge (32)	0	0.0%	0	0	0.0%	0
Trucks and Trades (37)	4,686	1.5%	95	13,187	1.7%	99
First Nations Families (57)	0	0.0%	0	0	0.0%	0
F3. Older Parents, Younger	27,357	8.7%	107	79,641	10.1%	114
Heritage Hubs (15)	10,314	3.3%	206	31,499	4.0%	189
Fresh Air Families (24)	16,351	5.2%	208	45,937	5.8%	209
Wide Open Spaces (40)	692	0.2%	13	2,205	0.3%	15
Villes Tranquilles (46)	0	0.0%	0	0	0.0%	0
Variété Suburbaine (48)	0	0.0%	0	0	0.0%	0
F4. Families with Tweens	1,373	0.4%	8	3,484	0.4%	8
Traditional Town Living (47)	990	0.3%	25	2,637	0.3%	24
Aging and Active (51)	298	0.1%	7	661	0.1%	6
Outdoor Originals (53)	85	0.0%	2	186	0.0%	2
La Vie Bucolique (55)	0	0.0%	0	0	0.0%	0

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Source: Esri

PRIZM Lifestage Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	315,444	100.0%		792,120	100.0%	
F5 Midlife Families	30,849	9.8%	100	77,497	9.8%	98
Arts and Affluence (03)	6	0.0%	0	16	0.0%	0
Aging in Suburbia (22)	3,207	1.0%	44	9,248	1.2%	45
Country Acres (35)	515	0.2%	12	1,655	0.2%	16
Exurban Homesteaders (36)	1,727	0.5%	36	4,799	0.6%	37
Lunch at Tim's (63)	25,394	8.1%	0	61,779	7.8%	214
F6 Midlife Quebec Families	0	0.0%	0	0	0.0%	0
Nouveaux Riches (07)	0	0.0%	0	0	0.0%	0
Beau Monde (21)	0	0.0%	0	0	0.0%	0
La Vie est Belle (30)	0	0.0%	0	0	0.0%	0
Vieille École (41)	0	0.0%	0	0	0.0%	0
Jeunes d'Esprit (45)	0	0.0%	0	0	0.0%	0
Terre à Terre (62)	0	0.0%	0	0	0.0%	0
F7 Midlife Diverse Families	4,197	1.3%	43	12,393	1.6%	43
Asian New Wave (23)	0	0.0%	0	0	0.0%	0
South Asian Society (25)	57	0.0%	2	221	0.0%	2
Home Sweet Rows (42)	4,140	1.3%	90	12,172	1.5%	87
F8 Prosperous Parents	57,769	18.3%	245	169,781	21.4%	241
Cosmopolitan Elite (01)	765	0.2%	39	2,275	0.3%	39
Urbane Villagers (02)	7,079	2.2%	240	20,950	2.6%	233
Suburban Success (04)	6,590	2.1%	261	18,168	2.3%	256
Kids and Careers (06)	16,145	5.1%	232	52,265	6.6%	227
Satellite Burbs (09)	27,190	8.6%	295	76,123	9.6%	297
F9 Older Families	15,848	5.0%	69	46,875	5.9%	66
Asian Sophisticates (05)	45	0.0%	1	114	0.0%	1
Boomerang City (08)	7,657	2.4%	109	20,549	2.6%	106
Asian Avenues (13)	0	0.0%	0	0	0.0%	0
Diversity Heights (14)	7,578	2.4%	181	24,414	3.1%	178
Diverse City (27)	568	0.2%	13	1,798	0.2%	13
M1 Nearly Retired	60,258	19.1%	268	158,306	20.0%	282
Emptying Nests (10)	5,135	1.6%	149	11,606	1.5%	154
Second City Retirees (26)	36,715	11.6%	551	97,455	12.3%	565
Metro Multiculturals (28)	8,921	2.8%	143	25,446	3.2%	145
Our Time (39)	9,487	3.0%	155	23,799	3.0%	174
M2 Country Seniors	672	0.2%	7	1,296	0.2%	6
Heartland Retirees (33)	672	0.2%	18	1,296	0.2%	16
Rustic Roads (58)	0	0.0%	0	0	0.0%	0
Fête au Village (64)	0	0.0%	0	0	0.0%	0
M3 Later Years	43,992	13.9%	176	68,594	8.7%	142
Grey Pride (19)	9,209	2.9%	420	13,932	1.8%	417
Silver Linings (29)	10,543	3.3%	437	15,844	2.0%	422
Serenity Springs (54)	1,718	0.5%	22	4,105	0.5%	21
Bons Vivants (60)	0	0.0%	0	0	0.0%	0
Les Seniors (61)	0	0.0%	0	0	0.0%	0
Sunset Towers (66)	22,522	7.1%	398	34,713	4.4%	404

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