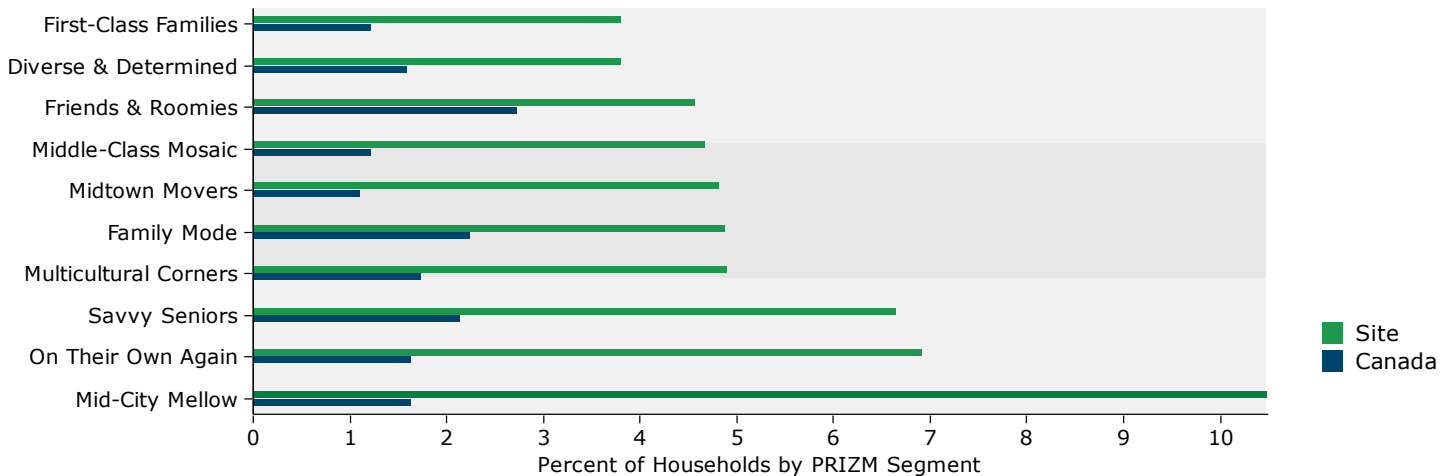


Top Twenty PRIZM Segments

Rank	PRIZM Segment	2020 Households		2020 Canadian Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Mid-City Mellow	10.5%	10.5%	1.6%	1.6%	638
2	On Their Own Again	6.9%	17.4%	1.6%	3.2%	420
3	Savvy Seniors	6.7%	24.1%	2.1%	5.3%	310
4	Multicultural Corners	4.9%	29.0%	1.7%	7.0%	282
5	Family Mode	4.9%	33.9%	2.2%	9.2%	218
	Subtotal	33.9%		9.2%		
6	Midtown Movers	4.8%	38.7%	1.1%	10.3%	434
7	Middle-Class Mosaic	4.7%	43.4%	1.2%	11.5%	382
8	Friends & Roomies	4.6%	48.0%	2.7%	14.2%	167
9	Diverse & Determined	3.8%	51.8%	1.6%	15.8%	239
10	First-Class Families	3.8%	55.6%	1.2%	17.0%	310
	Subtotal	21.7%		7.8%		
11	Boomer Bliss	3.8%	59.4%	1.4%	18.4%	273
12	Multiculture-ish	3.4%	62.8%	1.7%	20.1%	199
13	Kick-Back Country	3.2%	66.0%	1.5%	21.6%	212
14	Social Networkers	3.2%	69.2%	1.5%	23.1%	217
15	Just Getting By	3.0%	72.2%	1.8%	24.9%	166
	Subtotal	16.6%		7.9%		
16	Juggling Acts	2.7%	74.9%	1.9%	26.8%	141
17	Mature & Secure	2.5%	77.4%	1.8%	28.6%	139
18	Value Villagers	2.1%	79.5%	1.5%	30.1%	145
19	Suburban Sports	2.0%	81.5%	2.3%	32.4%	86
20	Silver Flats	2.0%	83.5%	0.8%	33.2%	246
	Subtotal	11.3%		8.3%		
	Total	83.4%		33.5%		249

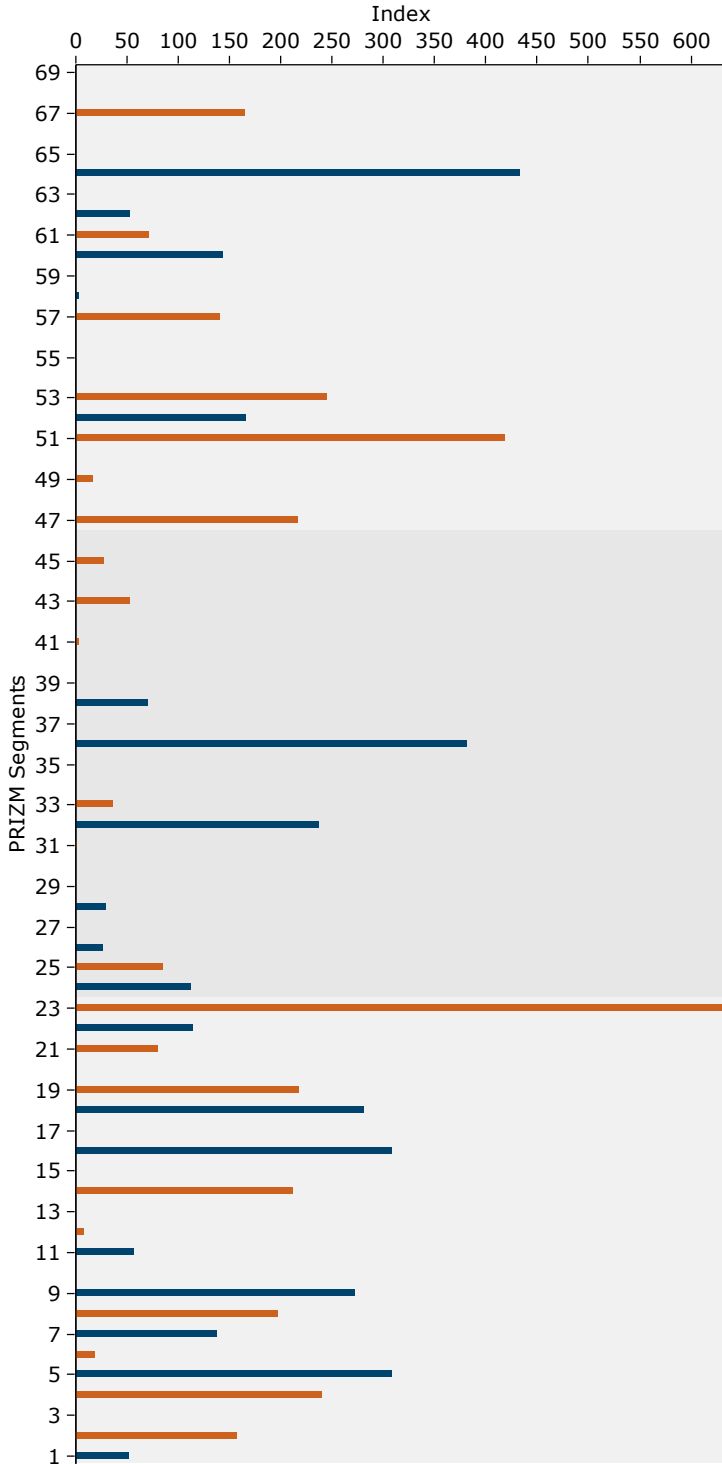
Top Ten PRIZM Segments Site vs. Canada



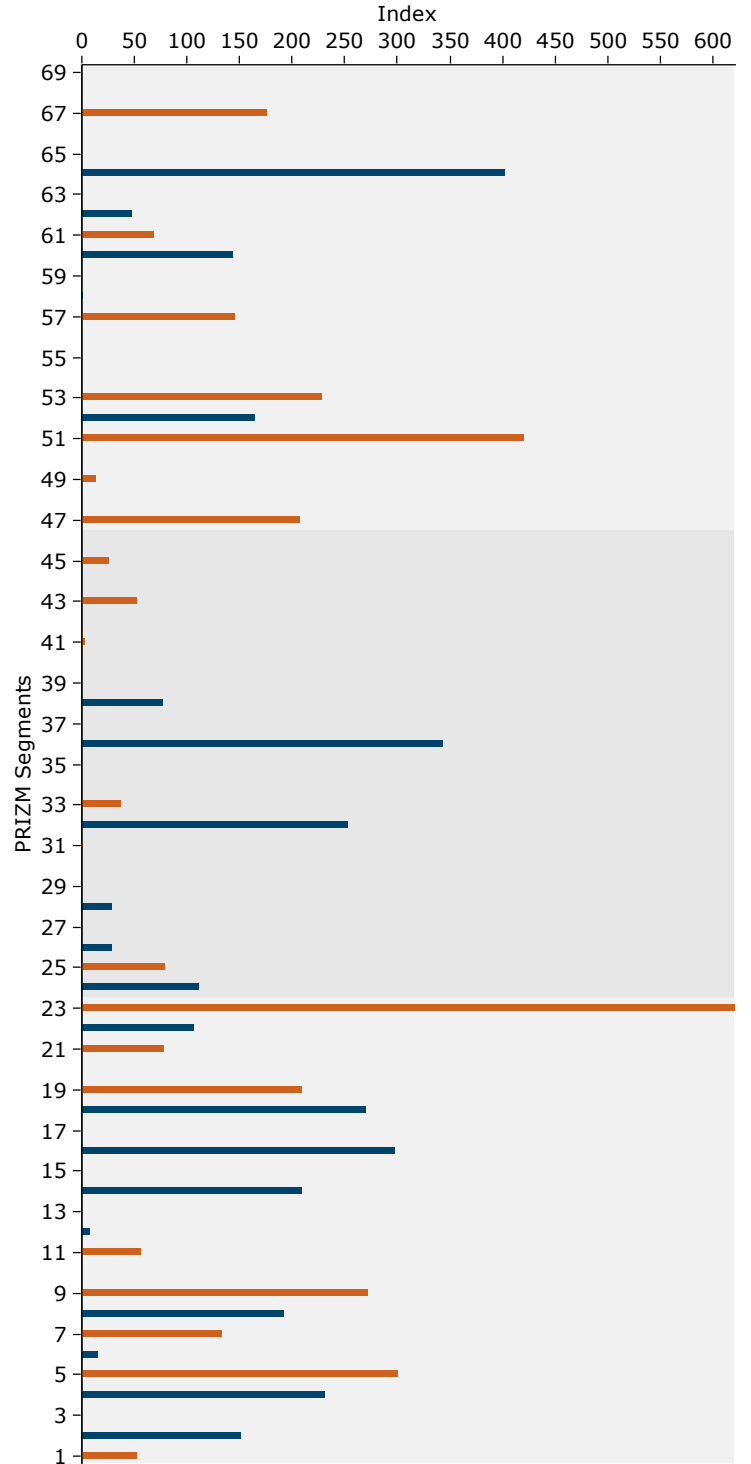
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Source: Esri

2020 PRIZM Indexes by Households



2020 PRIZM Indexes by Total Population



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Source: Esri

PRIZM Social Groups	2020 Households			2020 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	312,700	100.0%		790,706	100.0%	
U1. Urban Elite	5,644	1.8%	71	15,530	2.0%	72
The A-List (01)	976	0.3%	52	2,924	0.4%	53
Wealthy & Wise (02)	3,927	1.3%	159	11,189	1.4%	152
Downtown Verve (06)	741	0.2%	20	1,417	0.2%	16
U2. Urban Older	89,911	28.8%	432	209,180	26.5%	424
Savvy Seniors (16)	20,800	6.7%	310	44,700	5.7%	298
Mid-City Mellow (23)	32,820	10.5%	638	87,714	11.1%	622
Middle-Class Mosaic (36)	14,657	4.7%	382	38,761	4.9%	344
On Their Own Again (51)	21,634	6.9%	420	38,005	4.8%	421
U3. Young Urban Core	16,483	5.3%	61	30,995	3.9%	57
Eat, Play, Love (12)	708	0.2%	9	1,116	0.1%	8
Indieville (22)	5,900	1.9%	115	12,921	1.6%	107
Les Énerjeunes (40)	0	0.0%	0	0	0.0%	0
Social Networkers (47)	9,875	3.2%	217	16,958	2.1%	208
Enclaves Multiethniques (55)	0	0.0%	0	0	0.0%	0
U4. Urban Diversity	19,410	6.2%	128	49,341	6.2%	105
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)	4,305	1.4%	73	10,676	1.4%	69
Midtown Movers (64)	15,105	4.8%	434	38,665	4.9%	403
U5. Younger Urban Mix	39,558	12.7%	143	88,567	11.2%	148
Latte Life (28)	866	0.3%	30	1,384	0.2%	29
Friends & Roomies (52)	14,300	4.6%	167	30,168	3.8%	166
Juggling Acts (57)	8,294	2.7%	141	20,491	2.6%	146
Value Villagers (60)	6,687	2.1%	145	15,759	2.0%	145
Just Getting By (67)	9,411	3.0%	166	20,765	2.6%	177
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	23,265	7.4%	175	68,310	8.6%	167
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
Mature & Secure (7)	7,899	2.5%	139	22,475	2.8%	134
Multicultural Corners (18)	15,366	4.9%	282	45,835	5.8%	271
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

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Source: Esri



Prizm Segmentation Area Profile Canada

Hamilton
Hamilton (537)
Geography: Census Metropolitan Area

Prepared by Esri

PRIZM Social Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	312,700	100.0%		790,706	100.0%	
F3. Midscale Urban Fringe	12,164	3.9%	88	31,177	3.9%	79
South Asian Society (30)	0	0.0%	0	0	0.0%	0
Metro Melting Pot (31)	224	0.1%	3	528	0.1%	2
Diverse & Determined (32)	11,940	3.8%	239	30,649	3.9%	255
S1. Suburban Elite	29,773	9.5%	279	86,742	11.0%	275
Turbo Burbs (4)	5,955	1.9%	241	17,730	2.2%	232
First-Class Families (5)	11,920	3.8%	310	37,925	4.8%	302
Boomer Bliss (9)	11,898	3.8%	273	31,087	3.9%	273
S2. Upscale Suburban Diversity	14,263	4.6%	120	48,787	6.2%	122
Multiculture-ish (8)	10,495	3.4%	199	36,724	4.6%	194
Modern Suburbia (11)	3,768	1.2%	57	12,063	1.5%	57
S3. Middle Suburbia	25,998	8.3%	142	74,577	9.4%	139
Family Mode (19)	15,274	4.9%	218	45,192	5.7%	211
All-Terrain Families (24)	4,439	1.4%	113	13,070	1.7%	112
Suburban Sports (25)	6,285	2.0%	86	16,315	2.1%	80
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	6,166	2.0%	63	17,215	2.2%	66
Stressed in Suburbia (38)	3,570	1.1%	71	10,755	1.4%	78
Happy Medium (43)	2,596	0.8%	54	6,460	0.8%	53
S6. Older Suburban	15,010	4.8%	83	28,269	3.6%	74
Scenic Retirement (21)	4,087	1.3%	81	9,170	1.2%	79
Slow-Lane Suburbs (45)	1,122	0.4%	29	2,334	0.3%	27
Silver Flats (53)	6,228	2.0%	246	10,446	1.3%	229
Suburban Recliners (62)	3,573	1.1%	54	6,319	0.8%	49
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	145	0.0%	2	318	0.0%	1
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Old Town Roads (58)	145	0.0%	4	318	0.0%	3
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	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	312,700	100.0%		790,706	100.0%	
R1 Upper-Middle Rural	13,165	4.2%	92	38,041	4.8%	94
Kick-Back Country (14)	10,051	3.2%	212	29,200	3.7%	210
Country Traditions (26)	1,481	0.5%	28	4,250	0.5%	29
New Country (33)	1,633	0.5%	38	4,591	0.6%	38
R2. Middle Rural	1,745	0.6%	7	3,657	0.5%	6
Down to Earth (41)	332	0.1%	4	852	0.1%	4
Agri-Biz (48)	0	0.0%	0	0	0.0%	0
Backcountry Boomers (49)	1,413	0.5%	17	2,805	0.4%	15
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

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Source: Esri

PRIZM Lifestage Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	312,700	100.0%		790,706	100.0%	
Y1. Very Young Singles & Couples	11,449	3.7%	55	19,458	2.5%	53
Eat, Play, Love (12)	708	0.2%	9	1,116	0.1%	8
Latte Life (28)	866	0.3%	30	1,384	0.2%	29
Les Énerjeunes (40)	0	0.0%	0	0	0.0%	0
Social Networkers (47)	9,875	3.2%	217	16,958	2.1%	208
Y2. Younger Singles & Couples	37,905	12.1%	115	84,345	10.7%	117
New Asian Heights (20)	0	0.0%	0	0	0.0%	0
Indieville (22)	5,900	1.9%	115	12,921	1.6%	107
Friends & Roomies (52)	14,300	4.6%	167	30,168	3.8%	166
Jeunes Biculturels (56)	0	0.0%	0	0	0.0%	0
Juggling Acts (57)	8,294	2.7%	141	20,491	2.6%	146
Just Getting By (67)	9,411	3.0%	166	20,765	2.6%	177
Y3. Young Families	8,207	2.6%	78	25,133	3.2%	77
Modern Suburbia (11)	3,768	1.2%	57	12,063	1.5%	57
All-Terrain Families (24)	4,439	1.4%	113	13,070	1.7%	112
F1. School-Age Families	19,368	6.2%	63	47,825	6.0%	67
Downtown Verve (6)	741	0.2%	20	1,417	0.2%	16
Diverse & Determined (32)	11,940	3.8%	239	30,649	3.9%	255
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)	6,687	2.1%	145	15,759	2.0%	145
F2. Large Diverse Families	37,781	12.1%	121	120,484	15.2%	112
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
First-Class Families (5)	11,920	3.8%	310	37,925	4.8%	302
Multiculture-ish (8)	10,495	3.4%	199	36,724	4.6%	194
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)	15,366	4.9%	282	45,835	5.8%	271
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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PRIZM Lifestage Groups	2020 Households			2020 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	312,700	100.0%		790,706	100.0%	
F3 Middle-Age Families	81,136	25.9%	90	223,123	28.2%	90
Turbo Burbs (4)	5,955	1.9%	241	17,730	2.2%	232
Kick-Back Country (14)	10,051	3.2%	212	29,200	3.7%	210
Asian Avenues (17)	0	0.0%	0	0	0.0%	0
Family Mode (19)	15,274	4.9%	218	45,192	5.7%	211
Suburban Sports (25)	6,285	2.0%	86	16,315	2.1%	80
Country Traditions (26)	1,481	0.5%	28	4,250	0.5%	29
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Metro Melting Pot (31)	224	0.1%	3	528	0.1%	2
New Country (33)	1,633	0.5%	38	4,591	0.6%	38
Familles Typiques (34)	0	0.0%	0	0	0.0%	0
Middle-Class Mosaic (36)	14,657	4.7%	382	38,761	4.9%	344
Stressed in Suburbia (38)	3,570	1.1%	71	10,755	1.4%	78
Happy Medium (43)	2,596	0.8%	54	6,460	0.8%	53
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)	4,305	1.4%	73	10,676	1.4%	69
Midtown Movers (64)	15,105	4.8%	434	38,665	4.9%	403
M1. Older Families & Empty Nests	79,919	25.6%	147	203,593	25.7%	151
The A-List (1)	976	0.3%	52	2,924	0.4%	53
Wealthy & Wise (2)	3,927	1.3%	159	11,189	1.4%	152
Mature & Secure (7)	7,899	2.5%	139	22,475	2.8%	134
Boomer Bliss (9)	11,898	3.8%	273	31,087	3.9%	273
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Slow-Lane Suburbs (45)	1,122	0.4%	29	2,334	0.3%	27
Patrimoine Rustique (46)	0	0.0%	0	0	0.0%	0
Old Town Roads (58)	145	0.0%	4	318	0.0%	3
Amants de la Nature (63)	0	0.0%	0	0	0.0%	0
M2. Mature Singles & Couples	36,935	11.8%	88	66,745	8.4%	78
Scenic Retirement (21)	4,087	1.3%	81	9,170	1.2%	79
Un Grand Cru (44)	0	0.0%	0	0	0.0%	0
Backcountry Boomers (49)	1,413	0.5%	17	2,805	0.4%	15
Country & Western (50)	0	0.0%	0	0	0.0%	0
On Their Own Again (51)	21,634	6.9%	420	38,005	4.8%	421
Silver Flats (53)	6,228	2.0%	246	10,446	1.3%	229
Suburban Recliners (62)	3,573	1.1%	54	6,319	0.8%	49
Âgés & Traditionnels (65)	0	0.0%	0	0	0.0%	0

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