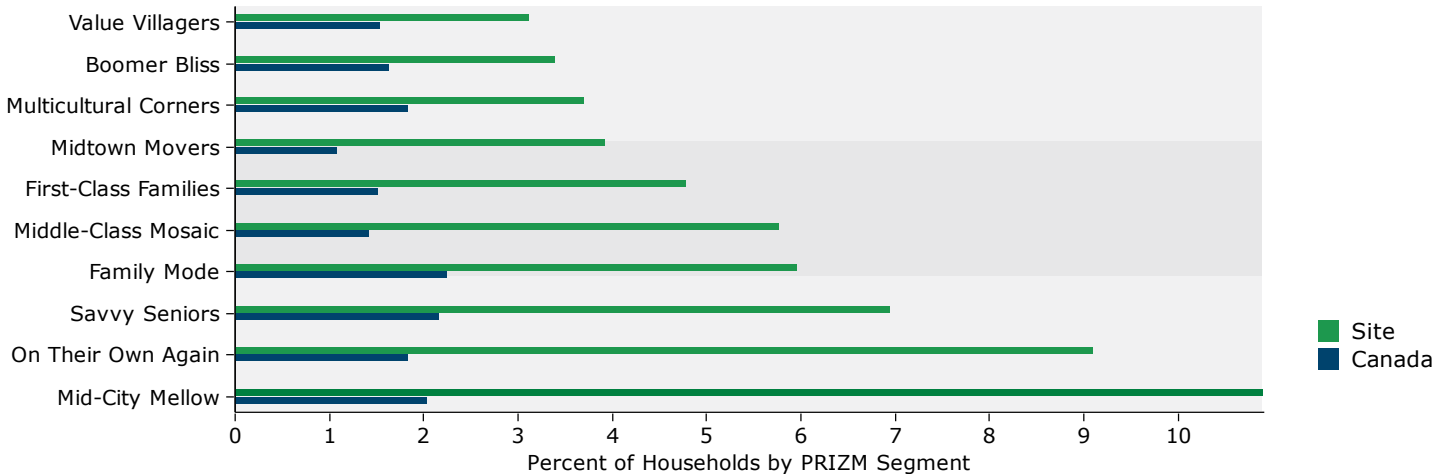


Top Twenty PRIZM Segments

Rank	PRIZM Segment	2021 Households		2021 Canadian Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Mid-City Mellow	10.9%	10.9%	2.0%	2.0%	534
2	On Their Own Again	9.1%	20.0%	1.8%	3.8%	495
3	Savvy Seniors	7.0%	27.0%	2.2%	6.0%	320
4	Family Mode	6.0%	33.0%	2.3%	8.3%	265
5	Middle-Class Mosaic	5.8%	38.8%	1.4%	9.7%	407
Subtotal		38.8%		9.7%		
6	First-Class Families	4.8%	43.6%	1.5%	11.2%	314
7	Midtown Movers	3.9%	47.5%	1.1%	12.3%	364
8	Multicultural Corners	3.7%	51.2%	1.8%	14.1%	201
9	Boomer Bliss	3.4%	54.6%	1.6%	15.7%	208
10	Value Villagers	3.1%	57.7%	1.6%	17.3%	201
Subtotal		18.9%		7.6%		
11	Multiculture-ish	3.1%	60.8%	1.6%	18.9%	195
12	Diverse & Determined	3.1%	63.9%	1.7%	20.6%	181
13	Friends & Roomies	3.0%	66.9%	2.3%	22.9%	129
14	Just Getting By	2.8%	69.7%	2.4%	25.3%	117
15	Kick-Back Country	2.8%	72.5%	1.3%	26.6%	216
Subtotal		14.8%		9.3%		
16	Turbo Burbs	2.6%	75.1%	1.2%	27.8%	223
17	Came From Away	2.4%	77.5%	2.0%	29.8%	115
18	Mature & Secure	2.2%	79.7%	1.6%	31.4%	140
19	Social Networkers	2.0%	81.7%	1.3%	32.7%	152
20	Wealthy & Wise	1.9%	83.6%	0.8%	33.5%	229
Subtotal		11.1%		6.9%		
Total		83.5%		33.6%		249

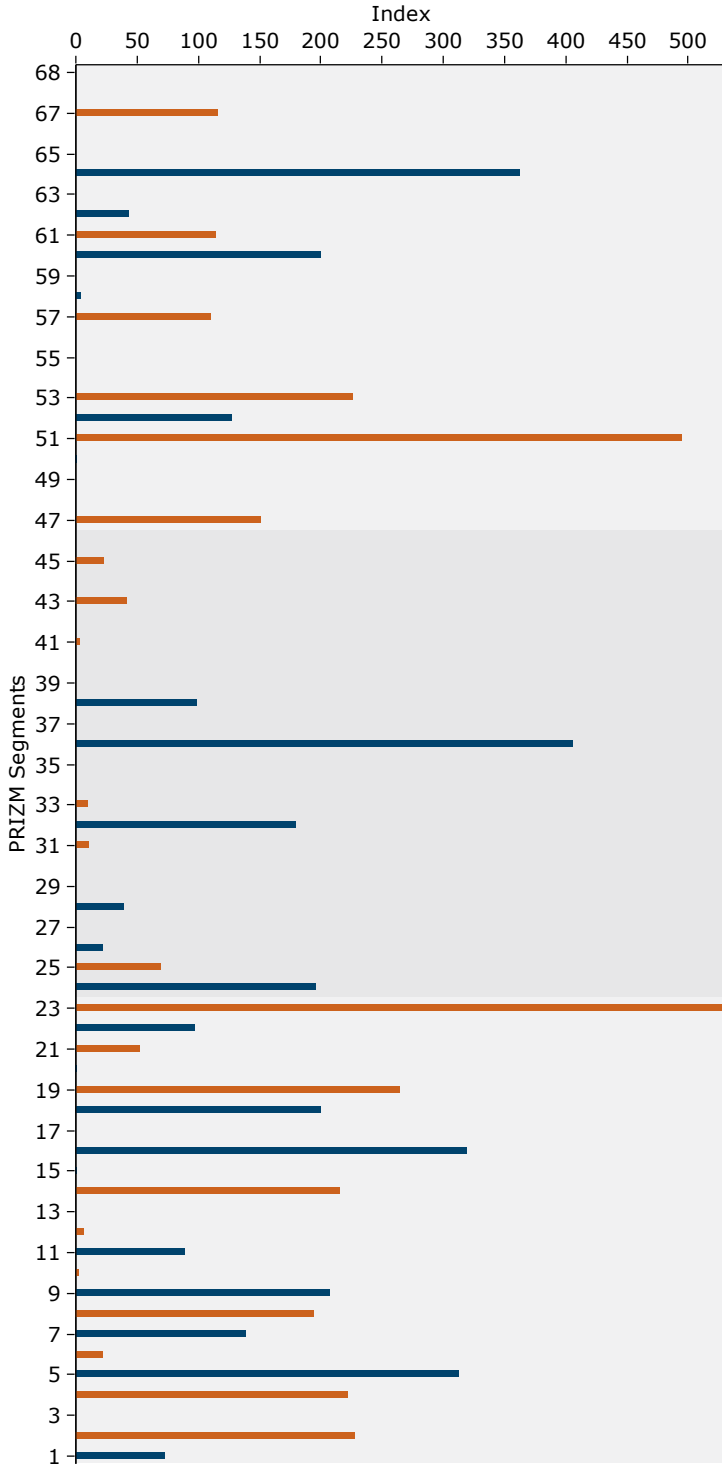
Top Ten PRIZM Segments Site vs. Canada



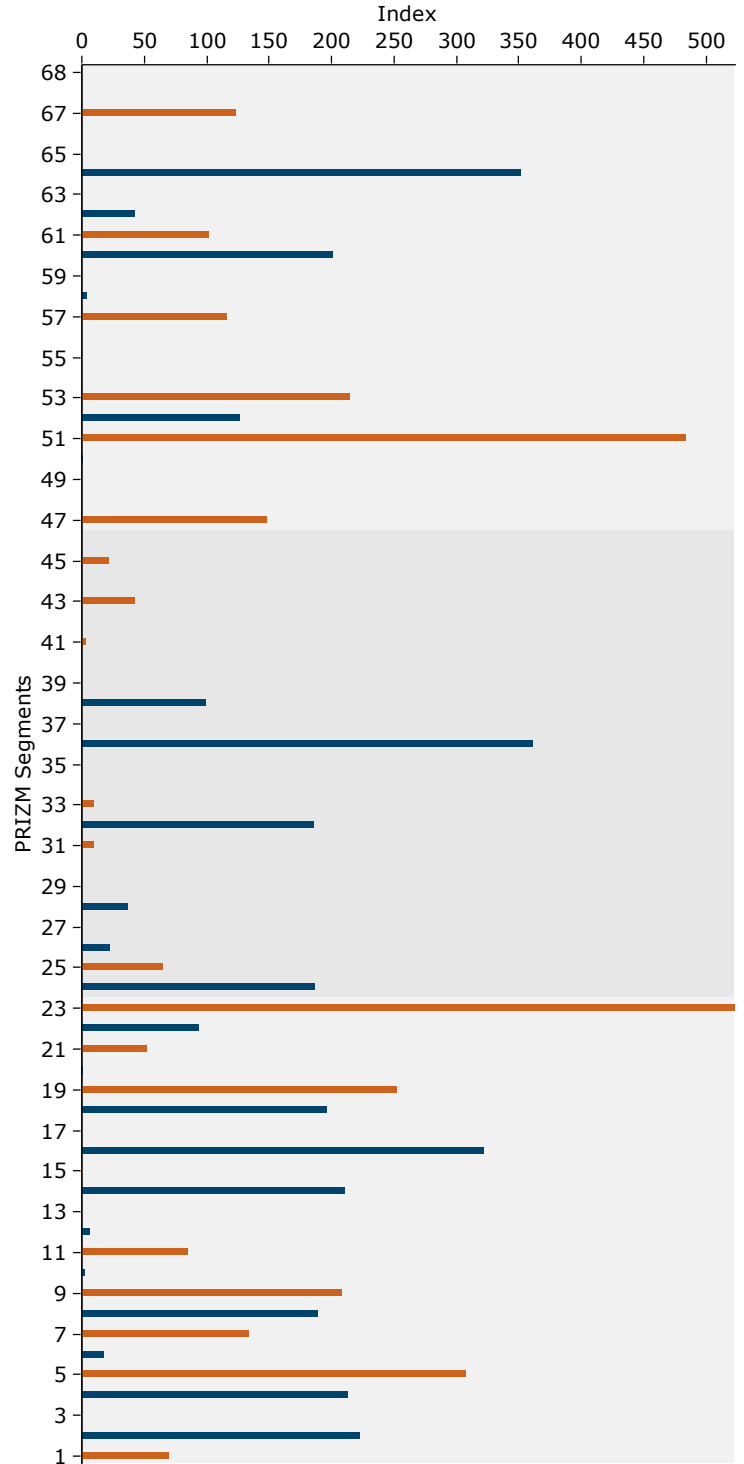
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada,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

Source: Esri

2021 PRIZM Indexes by Households



2021 PRIZM Indexes by Total Population



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Source: Esri

PRIZM Social Groups	2021 Households			2021 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	315,679	100.0%		799,225	100.0%	
U1. Urban Elite	8,416	2.7%	100	23,740	3.0%	101
The A-List (01)	1,398	0.4%	73	4,214	0.5%	71
Wealthy & Wise (02)	6,110	1.9%	229	17,826	2.2%	224
Downtown Verve (06)	908	0.3%	23	1,700	0.2%	18
U2. Urban Older	103,415	32.8%	438	237,614	29.7%	424
Savvy Seniors (16)	21,947	7.0%	320	50,186	6.3%	323
Mid-City Mellow (23)	34,453	10.9%	534	93,991	11.8%	524
Middle-Class Mosaic (36)	18,259	5.8%	407	46,548	5.8%	362
On Their Own Again (51)	28,756	9.1%	495	46,889	5.9%	485
U3. Young Urban Core	10,937	3.5%	43	21,271	2.7%	42
Eat, Play, Love (12)	593	0.2%	7	961	0.1%	7
Indieville (22)	4,176	1.3%	98	9,585	1.2%	94
Les Énerjeunes (40)	0	0.0%	0	0	0.0%	0
Social Networkers (47)	6,168	2.0%	152	10,725	1.3%	149
Enclaves Multiethniques (55)	0	0.0%	0	0	0.0%	0
U4. Urban Diversity	19,938	6.3%	122	49,947	6.2%	101
South Asian Enterprise (15)	87	0.0%	2	308	0.0%	2
Asian Avenues (17)	4	0.0%	0	11	0.0%	0
Came From Away (61)	7,433	2.4%	115	16,091	2.0%	103
Midtown Movers (64)	12,414	3.9%	364	33,537	4.2%	353
U5. Younger Urban Mix	34,260	10.9%	128	74,498	9.3%	133
Latte Life (28)	986	0.3%	40	1,544	0.2%	38
Friends & Roomies (52)	9,456	3.0%	129	18,573	2.3%	127
Juggling Acts (57)	5,049	1.6%	111	12,600	1.6%	117
Value Villagers (60)	9,865	3.1%	201	23,248	2.9%	202
Just Getting By (67)	8,904	2.8%	117	18,533	2.3%	124
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	18,572	5.9%	141	55,585	7.0%	135
Asian Sophisticates (3)	2	0.0%	0	8	0.0%	0
Mature & Secure (7)	6,864	2.2%	140	19,806	2.5%	134
Multicultural Corners (18)	11,706	3.7%	201	35,771	4.5%	197
F2. Diverse Urban Fringe	184	0.1%	2	407	0.1%	1
Asian Achievement (10)	113	0.0%	3	285	0.0%	3
New Asian Heights (20)	71	0.0%	2	122	0.0%	1
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	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	315,679	100.0%		799,225	100.0%	
F3. Midscale Urban Fringe	10,357	3.3%	79	24,827	3.1%	67
South Asian Society (30)	0	0.0%	0	0	0.0%	0
Metro Melting Pot (31)	623	0.2%	11	1,776	0.2%	10
Diverse & Determined (32)	9,734	3.1%	181	23,051	2.9%	187
S1. Suburban Elite	33,984	10.8%	249	100,363	12.6%	249
Turbo Burbs (4)	8,121	2.6%	223	23,836	3.0%	214
First-Class Families (5)	15,107	4.8%	314	48,457	6.1%	309
Boomer Bliss (9)	10,756	3.4%	208	28,070	3.5%	209
S2. Upscale Suburban Diversity	15,705	5.0%	136	52,077	6.5%	134
Multiculture-ish (8)	9,837	3.1%	195	34,285	4.3%	190
Modern Suburbia (11)	5,868	1.9%	90	17,792	2.2%	86
S3. Middle Suburbia	29,986	9.5%	172	86,246	10.8%	167
Family Mode (19)	18,841	6.0%	265	55,706	7.0%	253
All-Terrain Families (24)	6,047	1.9%	196	17,023	2.1%	188
Suburban Sports (25)	5,098	1.6%	70	13,517	1.7%	66
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	6,983	2.2%	75	19,309	2.4%	78
Stressed in Suburbia (38)	5,304	1.7%	99	14,989	1.9%	101
Happy Medium (43)	1,679	0.5%	43	4,320	0.5%	43
S6. Older Suburban	11,565	3.7%	70	21,532	2.7%	62
Scenic Retirement (21)	2,480	0.8%	53	5,633	0.7%	53
Slow-Lane Suburbs (45)	1,017	0.3%	24	2,242	0.3%	23
Silver Flats (53)	5,817	1.8%	227	9,288	1.2%	215
Suburban Recliners (62)	2,251	0.7%	44	4,369	0.5%	43
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	149	0.0%	2	353	0.0%	2
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Old Town Roads (58)	149	0.0%	5	353	0.0%	5
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	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	315,679	100.0%		799,225	100.0%	
R1 Upper-Middle Rural	10,829	3.4%	69	30,542	3.8%	70
Kick-Back Country (14)	8,720	2.8%	216	24,682	3.1%	211
Country Traditions (26)	1,641	0.5%	23	4,564	0.6%	24
New Country (33)	468	0.1%	10	1,296	0.2%	10
R2. Middle Rural	399	0.1%	2	914	0.1%	2
Down to Earth (41)	364	0.1%	4	833	0.1%	4
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)	35	0.0%	1	81	0.0%	1
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	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	315,679	100.0%		799,225	100.0%	
Y1. Very Young Singles & Couples	7,747	2.5%	39	13,230	1.7%	38
Eat, Play, Love (12)	593	0.2%	7	961	0.1%	7
Latte Life (28)	986	0.3%	40	1,544	0.2%	38
Les Énerjeunes (40)	0	0.0%	0	0	0.0%	0
Social Networkers (47)	6,168	2.0%	152	10,725	1.3%	149
Y2. Younger Singles & Couples	27,656	8.8%	86	59,413	7.4%	88
New Asian Heights (20)	71	0.0%	2	122	0.0%	1
Indieville (22)	4,176	1.3%	98	9,585	1.2%	94
Friends & Roomies (52)	9,456	3.0%	129	18,573	2.3%	127
Jeunes Biculturels (56)	0	0.0%	0	0	0.0%	0
Juggling Acts (57)	5,049	1.6%	111	12,600	1.6%	117
Just Getting By (67)	8,904	2.8%	117	18,533	2.3%	124
Y3. Young Families	11,915	3.8%	124	34,815	4.4%	117
Modern Suburbia (11)	5,868	1.9%	90	17,792	2.2%	86
All-Terrain Families (24)	6,047	1.9%	196	17,023	2.1%	188
F1. School-Age Families	20,507	6.5%	69	47,999	6.0%	69
Downtown Verve (6)	908	0.3%	23	1,700	0.2%	18
Diverse & Determined (32)	9,734	3.1%	181	23,051	2.9%	187
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)	9,865	3.1%	201	23,248	2.9%	202
F2. Large Diverse Families	36,852	11.7%	104	119,114	14.9%	99
Asian Sophisticates (3)	2	0.0%	0	8	0.0%	0
First-Class Families (5)	15,107	4.8%	314	48,457	6.1%	309
Multiculture-ish (8)	9,837	3.1%	195	34,285	4.3%	190
Asian Achievement (10)	113	0.0%	3	285	0.0%	3
Vie de Rêve (13)	0	0.0%	0	0	0.0%	0
South Asian Enterprise (15)	87	0.0%	2	308	0.0%	2
Multicultural Corners (18)	11,706	3.7%	201	35,771	4.5%	197
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	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	315,679	100.0%		799,225	100.0%	
F3 Middle-Age Families	88,605	28.1%	96	240,873	30.1%	95
Turbo Burbs (4)	8,121	2.6%	223	23,836	3.0%	214
Kick-Back Country (14)	8,720	2.8%	216	24,682	3.1%	211
Asian Avenues (17)	4	0.0%	0	11	0.0%	0
Family Mode (19)	18,841	6.0%	265	55,706	7.0%	253
Suburban Sports (25)	5,098	1.6%	70	13,517	1.7%	66
Country Traditions (26)	1,641	0.5%	23	4,564	0.6%	24
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)	623	0.2%	11	1,776	0.2%	10
New Country (33)	468	0.1%	10	1,296	0.2%	10
Familles Typiques (34)	0	0.0%	0	0	0.0%	0
Middle-Class Mosaic (36)	18,259	5.8%	407	46,548	5.8%	362
Stressed in Suburbia (38)	5,304	1.7%	99	14,989	1.9%	101
Happy Medium (43)	1,679	0.5%	43	4,320	0.5%	43
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)	7,433	2.4%	115	16,091	2.0%	103
Midtown Movers (64)	12,414	3.9%	364	33,537	4.2%	353
M1. Older Families & Empty Nests	83,058	26.3%	150	217,521	27.2%	156
The A-List (1)	1,398	0.4%	73	4,214	0.5%	71
Wealthy & Wise (2)	6,110	1.9%	229	17,826	2.2%	224
Mature & Secure (7)	6,864	2.2%	140	19,806	2.5%	134
Boomer Bliss (9)	10,756	3.4%	208	28,070	3.5%	209
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Down to Earth (41)	364	0.1%	4	833	0.1%	4
Slow-Lane Suburbs (45)	1,017	0.3%	24	2,242	0.3%	23
Patrimoine Rustique (46)	0	0.0%	0	0	0.0%	0
Old Town Roads (58)	149	0.0%	5	353	0.0%	5
Amants de la Nature (63)	0	0.0%	0	0	0.0%	0
M2. Mature Singles & Couples	39,339	12.5%	95	66,260	8.3%	79
Scenic Retirement (21)	2,480	0.8%	53	5,633	0.7%	53
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)	35	0.0%	1	81	0.0%	1
On Their Own Again (51)	28,756	9.1%	495	46,889	5.9%	485
Silver Flats (53)	5,817	1.8%	227	9,288	1.2%	215
Suburban Recliners (62)	2,251	0.7%	44	4,369	0.5%	43
Âgés & Traditionnels (65)	0	0.0%	0	0	0.0%	0

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