

ENVIRONICS
ANALYTICS

PRIZM Marketer's Guide 2021

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This PRIZM Marketer's Handbook displays indices for a selection of demographics, product and activity preferences, and attitudes. Each index pertains to a particular selection of variables for a particular time period and benchmark. These indices cannot replace profiling of current data or other customized analysis. Making marketing decisions based solely on these examples can lead to errors. Please ask your Environics Analytics representative for advice regarding the use of these data and the databases from which they were derived.

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About Environics Analytics

Environics Analytics is one of North America's premier marketing and analytical services companies. We help customers turn data and analytics into insight, strategy and results. Established in 2003, we offer the full range of analytical services—from data supplier to strategic consultancy—and provide authoritative reports, software and modelling approaches to solve business challenges. Our team of marketers, modellers and geographers help organizations identify their business problems, develop data-driven solutions and achieve success along every phase of their analytics journey.

Table of Contents

Putting PRIZM to Work	6
PRIZM Segments	8
Descriptions of Segments 1 through 67	9
Data Tables for Segments 1 through 67	144
PRIZM Social Groups	211
Quick Reference Guide	212
Descriptions of Social Groups	214
PRIZM Lifestages	234
Quick Reference Guide	235
Descriptions of Lifestage Groups	237
PRIZM Definitions	245
Methodology to Create PRIZM	246
PRIZM Segments	
01 The A-List	9, 144
02 Wealthy & Wise	11, 145
03 Asian Sophisticates	13, 146
04 Turbo Burbs	15, 147
05 First-Class Families	17, 148
06 Downtown Verve	19, 149
07 Mature & Secure	21, 150
08 Multiculture-ish	23, 151
09 Boomer Bliss	25, 152
10 Asian Achievement	27, 153
11 Modern Suburbia	29, 154
12 Eat, Play, Love	31, 155
13 Vie de Rêve	33, 156
14 Kick-Back Country	35, 157
15 South Asian Enterprise	37, 158
16 Savvy Seniors	39, 159
17 Asian Avenues	41, 160
18 Multicultural Corners	43, 161
19 Family Mode	45, 162
20 New Asian Heights	47, 163
21 Scenic Retirement	49, 164
22 Indieville	51, 165
23 Mid-City Mellow	53, 166



Table of Contents

PRIZM Segments

24 All-Terrain Families	55, 167
25 Suburban Sports	57, 168
26 Country Traditions	59, 169
27 Diversité Nouvelle	61, 170
28 Latte Life	63, 171
29 C'est Tiguidou	65, 172
30 South Asian Society	67, 173
31 Metro Melting Pot	69, 174
32 Diverse & Determined	71, 175
33 New Country	73, 176
34 Familles Typiques	75, 177
35 Vie Dynamique	77, 178
36 Middle-Class Mosaic	79, 179
37 Keep on Trucking	81, 180
38 Stressed in Suburbia	83, 181
39 Évolution Urbaine	85, 182
40 Les Énerjeunes	87, 183
41 Down to Earth	89, 184
42 Banlieues Tranquilles	91, 185
43 Happy Medium	93, 186
44 Un Grand Cru	94, 187
45 Slow-Lane Suburbs	97, 188
46 Patrimoine Rustique	99, 189
47 Social Networkers	101, 190
48 Agri-Biz	103, 191
49 Backcountry Boomers	105, 192
50 Country & Western	107, 193
51 On Their Own Again	109, 194
52 Friends & Roomies	111, 195
53 Silver Flats	113, 196
54 Vie au Village	115, 197
55 Enclaves Multiethniques	117, 198
56 Jeunes Biculturels	119, 199
57 Juggling Acts	121, 200
58 Old Town Roads	123, 201
59 La Vie Simple	125, 202
60 Value Villagers	127, 203
61 Came From Away	129, 204

Table of Contents

PRIZM Segments

62 Suburban Recliners	131, 205
63 Amants de la Nature	133, 206
64 Midtown Movers	135, 207
65 Âgés & Traditionnels	137, 208
66 Indigenous Families	139, 209
67 Just Getting By	141, 210

PRIZM Social Groups

U1 Urban Elite	214
S1 Suburban Elite	215
S2 Upscale Suburban Diversity	216
F1 Upscale Urban Fringe	217
S3 Upper-Middle Suburbia	218
R1 Upper-Middle Rural	219
S4 Upper-Middle Suburban Francophone	220
S5 Middle-Class Suburbia	221
F2 Diverse Urban Fringe	222
U2 Urban Older	223
F3 Midscale Urban Fringe	224
R2 Lower-Middle Rural	225
U3 Young Urban Core	226
T1 Town Mix	227
S6 Older Suburban	228
U4 Urban Diversity	229
S7 Lower-Middle Suburban Francophone	230
R3 Rural Francophone	231
U5 Younger Urban Mix	232
U6 Older Urban Francophone	233

PRIZM Lifestages

Y1 Very Young Singles & Couples	237
Y2 Younger Singles & Couples	238
Y3 Young Families	239
F1 School-Age Families	240
F2 Large Diverse Families	241
F3 Middle-Age Families	242
M1 Older Families & Empty Nests	243
M2 Mature Singles & Couples	244

Putting PRIZM to Work

PRIZM consists of 67 segments that capture current demographics, lifestyles, consumer behaviours and settlement patterns in Canada. The lifestyle types include a dozen Baby Boomer segments and almost as many dominated by Millennials—each with its own unique profile. PRIZM reflects Canada’s demographic diversity, with 14 francophone segments, another 17 culturally diverse segments and two segments containing both a significant presence of francophones and diverse groups. Together, the segments help you understand what customers are buying, doing and thinking. From target marketing and trade area analysis to merchandising and media planning, PRIZM helps you determine the best way to reach your customers with the right products, media and messages.

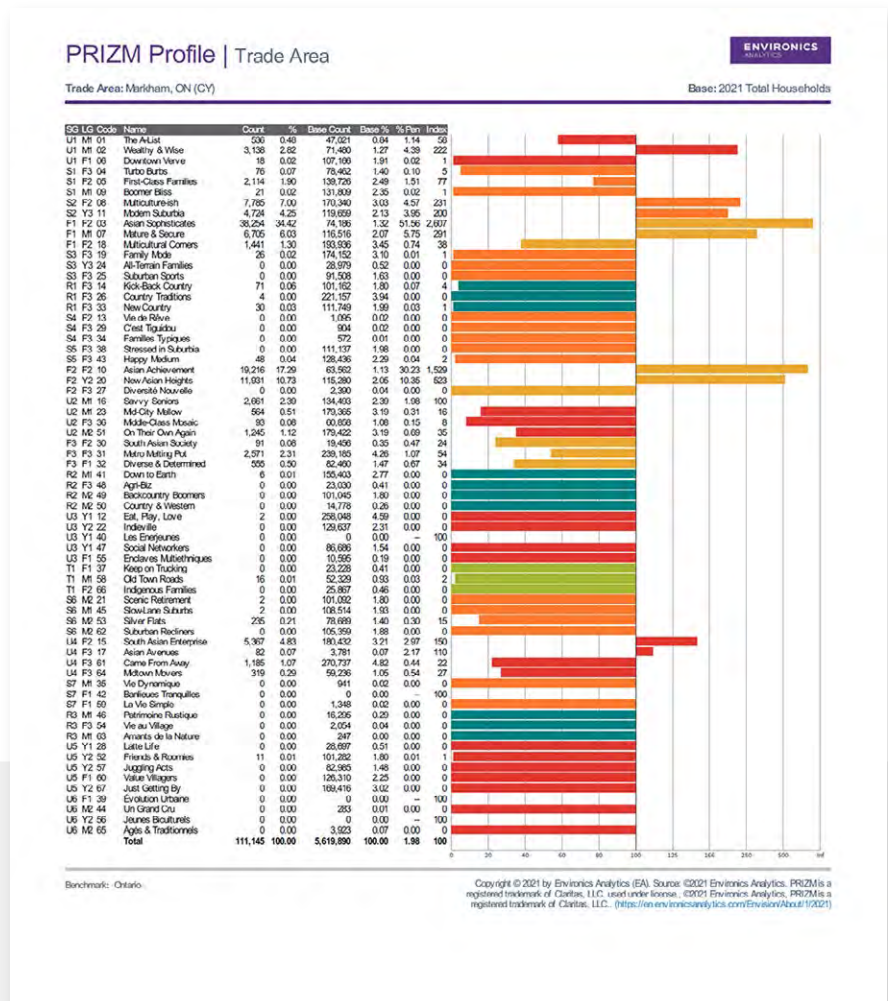
PRIZM provides greater targeting precision by answering key marketing questions

Who are my customers?

With its 67 lifestyle types, Canada’s most comprehensive segmentation system gives you insights into who your customers are, where they live, what they do and how they think. PRIZM links your customer data with neighbourhood demographics, syndicated survey data and marketing research. It reveals what types of consumers are most likely to use your products and services, and it highlights which similar segments represent a target group that can deliver the greatest marketing efficiency and reach. For instance, restaurants use PRIZM to identify their best customer segments and then pinpoint neighbourhoods where more of those segments can be found.

What are they like?

Once you have identified and defined your consumer targets, PRIZM can help you understand consumer behaviour. To make the system even more powerful, we have partnered with key Canadian providers of media and marketing databases, providing more than 30,000 variables that can be linked to PRIZM to help you match your organization’s products and services to those consumers most receptive to them. With this capability, credit unions are able to describe the demographics, lifestyles and social values of their members to better develop new financial products that would meet their needs.



What do they buy?

PRIZM provides important insights into the sales potential within your markets through its ability to predict purchasing preferences across all types of industries. You can zero in on the usage patterns for any type of product, service, brand or category—from a local postal code to the entire nation. In addition, PRIZM can provide valuable information on competitors' market share, helping retailers, for example, to forecast sales, locate new sites and estimate how well their outlets may perform in a market.

Where can I find them?

By linking PRIZM to your customer data, you can identify your most profitable segments and locate areas where you can find similar consumers. This classification process means that you can discover where your current customers or prospects live and then locate more people like them—anywhere in Canada. And through our American partner, you can identify U.S. consumers in a similar way and reach customers on both sides of the border.

How can I reach them?

By profiling your target consumers, PRIZM can help you determine the best way to reach them with the right products, services, media mix and messages. For media planning, PRIZM identifies which magazines and newspapers your target consumers read, the cable and radio shows they like and the mobile and social media platforms they prefer. For direct marketing, you can define selection criteria for targeted mail, email and search advertising. From merchandising and media planning to customer profiling and site analysis, PRIZM offers solutions so you can better engage with your customers.

For instance, to help an oil company grow revenue at its 400+ gas station convenience stores, Environics Analytics created a geo-fence around each site, accessed company sales figures and privacy-friendly mobility data over the prior year, and then segmented the customers using PRIZM—and several PRIZM linked shopper surveys. The information allowed the company to better understand its customers, optimize each store's layout, identify its trade areas and competitors, and develop promotional campaigns that varied according to the time of the day. All of these applications were possible thanks to PRIZM's power to reveal untapped potential among customers and markets anywhere in Canada.





Segment Descriptions



U1 URBAN ELITE

M1 OLDER FAMILIES & EMPTY NESTS

Population:

278,853
(0.73% of Canada)

Households:

90,597
(0.60% of Canada)

Average Household Income

\$574,521

Average Household Net Worth:

\$5,364,693

House Tenure:

Own

Education:

University

Occupation:

White Collar

Cultural Diversity Index:

Low

Sample Social Value:

Personal Control

Who They Are

The A-List is Canada's most affluent segment, an urban sanctuary filled with very wealthy couples and families living in stately homes. With household incomes topping a half-million dollars—more than five times the national average—residents inhabit some of the nation's most exclusive neighbourhoods, such as Toronto's Bridal Path and Rosedale, Calgary's Upper Mount Royal and Elbow Park, and Montreal's Westmount. Here, middle-aged and older maintainers—with children ranging in age from 10 to 25—live in the lap of luxury and within an easy commute to downtown arts and entertainment venues. The adults are university educated—more than half hold bachelor's or graduate degrees—and well compensated from executive positions in business, management, real estate and the arts. Of those in the labour force, one in four is self-employed. Most can easily afford their multi-million-dollar houses, where their garages shelter multiple imported luxury cars. Pillars of the community, The A-List residents are active philanthropists who support local charities of every stripe, and when time permits, serve as volunteers as well. As consumers, they appreciate marketing messages that appeal to their individuality (*Pursuit of Originality*).

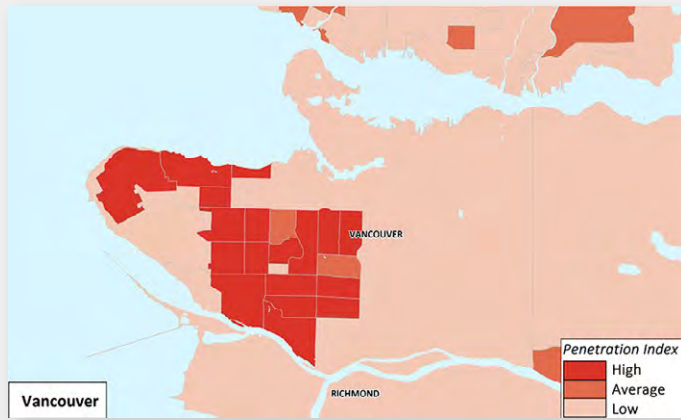
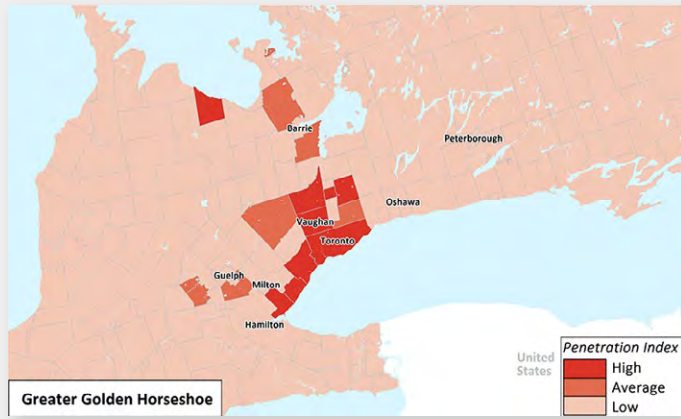
The members of The A-List have it all: high incomes, advanced degrees and sophisticated tastes. They enjoy going to the theatre, opera and classical music concerts. They fill their homes with high-end furniture and original art from local galleries. Many residents are health conscious, some donning fitness trackers when they golf or go running, hiring personal trainers at their health clubs, and purchasing organic meat and gluten-free baked goods from food co-ops. These Canadians love to travel, with high rates for booking stays at hotels, condos and bed and breakfasts in Italy, France and major U.S. cities. Only average Internet users, they're nevertheless tech-savvy, using their computers to consult consumer reviews, listening to podcasts on their mobile phones, storing family photos in the cloud and using paid music apps. A significant percentage have achieved a net worth over five million dollars, often with the help of financial planners and investment brokers, though they frequently make their own trades online. They remain loyal to traditional media and have high rates for perusing daily newspapers and business and home décor magazines while listening to classical and jazz radio stations. Travelling, either within Canada or outside of Canada, is the top item on their to-do list when COVID-19 restrictions are over.

How They Think

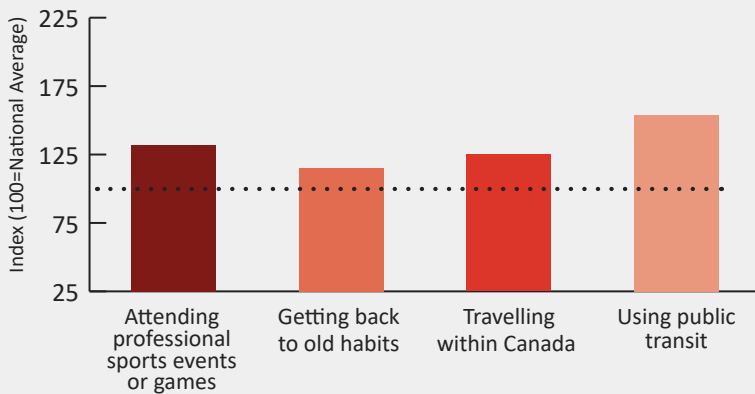
Members of The A-List are strong in the values that typically define successful people. Comfortable with setting challenging goals, adapting to uncertainties and finishing what they start, they're confident they can control events to achieve their goals. (*Personal Challenge, Adaptability to Complexity, Personal Control*). With a strong sense of *Duty*, they feel an obligation to help others and look for ways to contribute to their communities (*Community Involvement*). These households believe that Canada is a land of opportunity for those who work hard (*North American Dream*), but they also recognize that other cultures have a great deal to offer (*Culture Sampling*). They value protecting the environment over growing the economy, look for eco-friendly products and try to follow a healthy lifestyle (*Primacy of Environmental Protection, Ecological Lifestyle, Effort Toward Health*). Despite their obvious wealth, they're keen to impress others with their material possessions and love to share great finds with their peers. (*Ostentatious Consumption, Consumption Evangelism*). In the marketplace, they gravitate towards brands they see as authentic (*Brand Genuineness*), especially in areas of particular interest (*Consumptivity*). But they never forget their interest in leaving a *Legacy*.

01. THE A-LIST

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

- tennis
- downhill skiing
- opera
- art galleries



SHOPPING

- purchase products online
- book stores
- Hudson's Bay
- Holt Renfrew



TRADITIONAL MEDIA

- Golf Channel
- news and current affairs magazines
- classical/fine arts radio
- Report on Business



INTERNET

- travel arrangements online
- online newspapers
- investment sites
- access restaurant guides and reviews



FOOD/DRINK

- formal dine-in restaurants
- organic meat
- gluten-free products
- European wine



FINANCIAL

- stocks/bonds
- online trading
- vacation homes
- donate to hospital foundations



AUTOMOTIVE

- luxury SUVs
- new cars
- \$50,000+ spent on vehicle
- European brands



SOCIAL

- blogs
- LinkedIn
- WhatsApp
- comment on Instagram photos/videos



MOBILE

- iPads
- paid music apps
- display event tickets on mobile phone
- web browsing on tablet



HEALTH

- sleep 6-7 hours per night

ATTITUDES

- "I am less guided by my emotions, feeling or intuition than by reason and logic"*
- "I often buy things just because they are beautiful, whether or not they are practical"*
- "I frequently worked as a volunteer for a committee aimed at improving an aspect of life in my neighbourhood or municipality"*
- "I have made plans for those I love after I die"*





U1 URBAN ELITE

M1 OLDER FAMILIES & EMPTY NESTS

Population:

374,582

(0.98% of Canada)

Households:

127,189

(0.85% of Canada)

Average Household Income

\$264,243

Average Household Net Worth:

\$3,320,482

House Tenure:

Own

Education:

University

Occupation:

White Collar

Cultural Diversity Index:

Low

Sample Social Value:

Culture Sampling

Who They Are

The second wealthiest lifestyle, Wealthy & Wise is home to older and mature families and couples whose incomes are nearly two-and-a-half times the national average. Found in large cities across Canada, these households tend to own expensive single-detached houses in established neighbourhoods; the average dwelling value is about \$1.3 million. Wealthy & Wise is one of the most educated groups—a majority hold a bachelor's or advanced degree—and members earn lofty incomes as managers and white-collar professionals. Many are first- and second-generation Canadians who are attached to their older urban neighbourhoods, having lived at the same address for years. And while most commute to work by car, one in five takes public transit, bikes or walks to work. At home, their leisure activities reflect the presence of older children, most 15+. These families enjoy going to film festivals, the theatre and museums. Able to afford most luxury items, consumers here maintain they're willing to pay more for environmentally friendly products that reflect their *Ecological Lifestyle*.

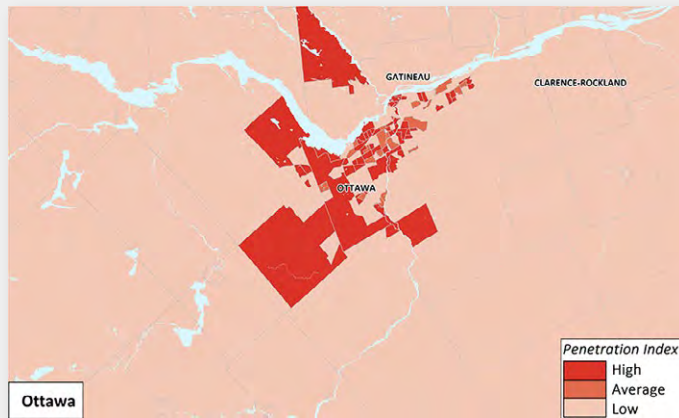
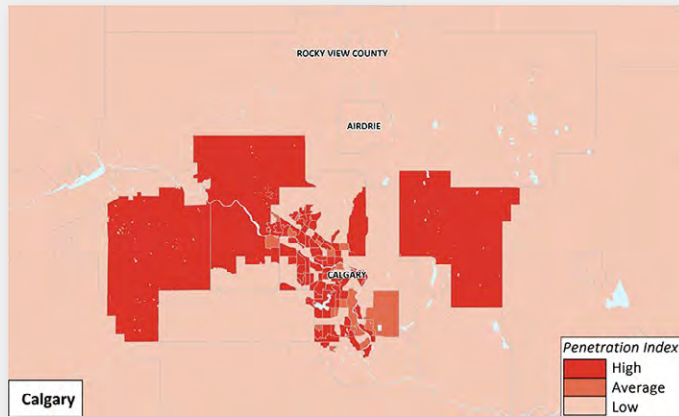
With household maintainers of age 45+, members of Wealthy & Wise are in their peak earning years. They're sophisticated consumers who shop at luxury retailers like Holt Renfrew and Harry Rosen. They're regular spectators at professional sporting events, particularly football, baseball and golf. And some spend upwards of \$50,000 for their imported intermediate SUV with GPS and satellite radio. No summer is complete without a stay at their cottage and regular trips to the U.K., Europe and Mexico are popular; many book specialty packages featuring eco-tourism, resorts and cultural immersion. These older Canadians are media omnivores. They read all sections of newspapers, listen to news-talk and traffic reports on the radio, and subscribe to magazines such as *Report on Business* and *Cottage Life*. But they're also comfortable using new media platforms—mobile phone, computer and tablet—to access news sites and research and purchase products. Having a net worth of more than \$3 million, they're among the top supporters of hospital foundations and environmental organizations and alumni groups, and their level of financial security supports their strong desire to leave behind a *Legacy*. These global explorers look forward to travelling outside of Canada the most in the post-COVID world.

How They Think

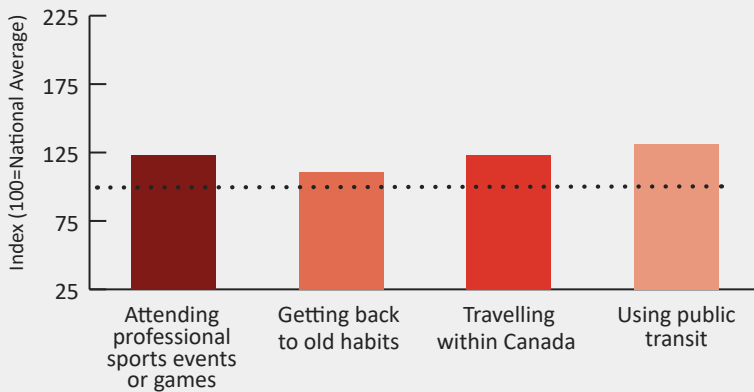
The residents of Wealthy & Wise are affluent but not insular. While they maintain strong connections to their communities and religious institutions (*Community Involvement, Religiosity*), they see themselves as citizens of the world (*Global Consciousness*), seeking to learn from other cultures and incorporating diverse influences into their lives (*Social Learning, Culture Sampling*). They believe protecting the environment is more important than economic considerations (*Primacy of Environmental Protection*), and they try to protect their own health through diet and exercise (*Effort Toward Health*); appearing attractive is very important to these older Canadians (*Concern for Appearance*). Comfortable with the uncertainties of modern life, they firmly believe they can control the direction of their future (*Adaptability to Complexity, Personal Control*). They also see themselves as having more energy and initiative than others (*Vitality*) as they explore rich, new sensory experiences and opportunities to use their intuition, imagination and creative talents (*Sensualism, Personal Creativity*). Wealthy & Wise members prefer well-known brands and they're willing to pay a premium for green products (*Importance of Brand, Ecological Lifestyle*).

02. WEALTHY & WISE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

gardening
cottages
sporting events
theatre



SHOPPING

rewards programs
athletic wear
Apple online and retail stores
Holt Renfrew



TRADITIONAL MEDIA

CTV National News
news/talk radio
Maclean's
newspaper business and finance section



INTERNET

listen to podcasts
music streaming services
purchase theatre tickets online
research products online



FOOD/DRINK

online meal kits
granola/muesli
whole bean coffee
Italian restaurants



FINANCIAL

mutual funds
health insurance
will/estate planning
donate to alumni groups



AUTOMOTIVE

imported luxury vehicles
Nissan/Infiniti
2017-2019 model years
auto clubs



SOCIAL

LinkedIn
Twitter
Reddit
Flickr



MOBILE

web browsing on tablet
email on mobile phone
maps/directions on tablet
free travel apps



HEALTH

consult with an eye specialist

ATTITUDES

"I feel that I am more a citizen of the world than a citizen of my country"

"I consider myself to be sophisticated"

"I am prepared to pay more for products that are a bit different from those one sees all over"

"Compared to other people I know, I feel that I have a lot of energy"





F1 UPSCALE
URBAN
FRINGE

F2 LARGE
DIVERSE
FAMILIES

Population:

387,710

(1.02% of Canada)

Households:

114,383

(0.76% of Canada)

**Average Household
Income**

\$155,652

**Average Household Net
Worth:**

\$1,880,704

House Tenure:

Own

Education:

University

Occupation:

White Collar

Cultural Diversity Index:

High

Sample Social Value:

Traditional Family

Who They Are

The most affluent of the Asian-dominated lifestyles, Asian Sophisticates features well-off and well-educated urban fringe households, more than one third of which came from China, Taiwan or Hong Kong. This segment has a high concentration of residents who speak a non-official language at home, in this case, Mandarin or Cantonese. Many of these households are headed by immigrants who arrived in Canada during the last 30 years. Today they live in well-appointed homes and duplexes valued at more than \$1.2 million, typically in satellite cities such as Toronto's Richmond Hill and Markham, and Vancouver's Surrey and Coquitlam. With many large households and multi-generational families, Asian Sophisticates is filled with teenage and twenty-something children along with their Boomer parents and grandparents. With their university educations, the adults earn impressive incomes as white-collar professionals and managers in business, finance, the arts and, especially, science. Outside of work, these households enjoy active lifestyles, travelling abroad, frequenting concerts and casinos, and getting their exercise from downhill skiing and racquet sports. Believing that their home is an extension of their image (*Status Via Home*), they buy furnishings and decor items from both retail stores and e-commerce sites.

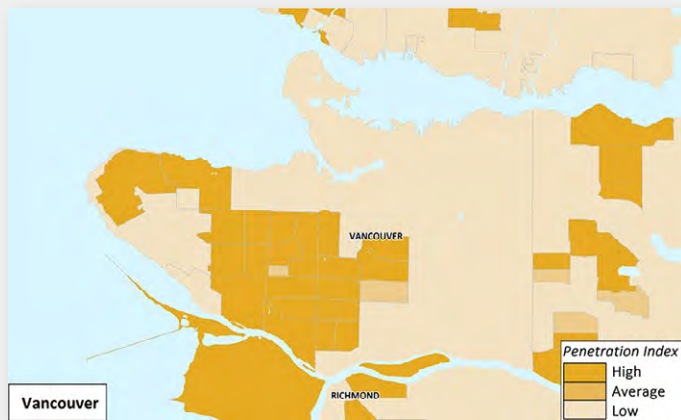
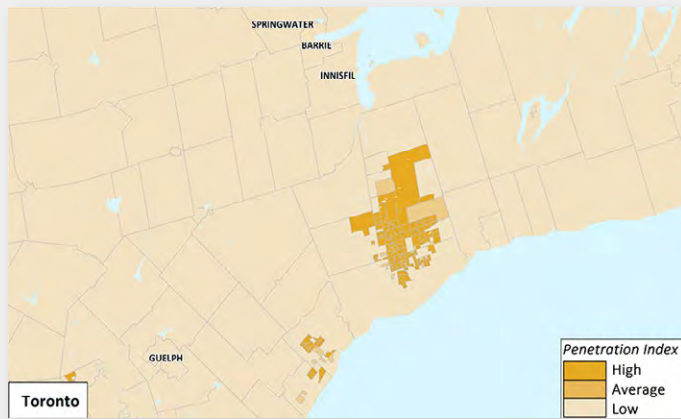
Few segments have exhibited more wanderlust than Asian Sophisticates. In surveys, members rank near the top in a dozen travel categories—from visiting Europe and the Caribbean to booking cruises, buying resort packages and staying at bed and breakfasts. They come home to showplaces outfitted with the latest kitchen appliances, stylish furniture and well-tended landscapes; they have one of the highest rates for using professional gardening services. They prefer high-brow entertainment, often going to a ballet, opera or symphony. With their expressed desire to impress others, they like to be first with wearable tech gadgets like smart watches and fitness trackers. They download virtually every free app—for banking, news, weather and games—at high rates. And though these middle-aged families and children frequent a number of fashion-forward clothing chains—including Holt Renfrew, H&M and Zara—they prefer the convenience of shopping online using their computer, mobile phone or tablet. And they'll use any platform within easy reach to watch movies, read e-books, make investments, access restaurant reviews and, of course, discover their next travel destination. They significantly increased their consumption of audio and video streaming during COVID-19.

How They Think

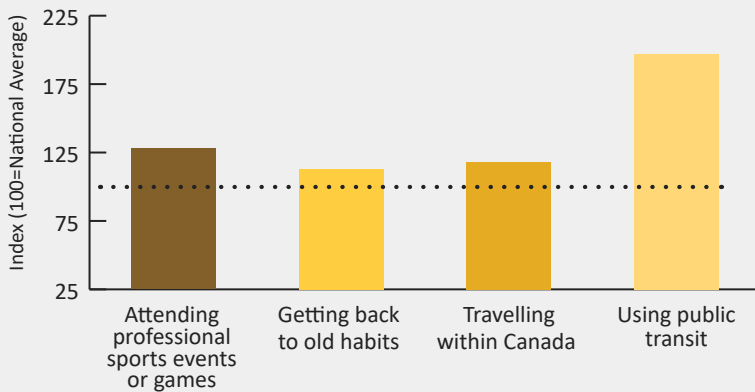
Members of Asian Sophisticates display values of confidence, engagement and materialism, and they rarely feel threatened by the pace of change (*Adaptability to Complexity*). Financially secure, they've achieved an average net worth of nearly two million dollars, which allows them to indulge in the *Ostentatious Consumption* of luxury goods. Many then share their finds with friends (*Consumption Evangelism*) as they strive to impress others with their good taste (*Need for Status Recognition*). These family-oriented members stick to the traditional form of family and have a strong desire to leave a legacy after death (*Traditional Family, Legacy*). They also enjoy mixing with large groups (*Attraction to Crowds*), though they have little interest in incorporating the influences of other cultures into their lives (*low on Culture Sampling*). Strong on *Advertising as Stimulus*, they appreciate well-designed ads and notice them in bus shelters, subway platforms, shopping malls, gas stations and elevators. These sophisticated shoppers value authenticity and are more likely to buy products that provide a deeper brand experience, especially if they're offered in the store or website of a large retailer (*Brand Genuineness, Confidence in Big Business*).

03. ASIAN SOPHISTICATES

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

yoga/Pilates
 racquet sports
 classical music concerts
 casinos



SHOPPING

H&M
 Mountain Equipment Co-op
 camera and finishing stores
 purchase electronics online



TRADITIONAL MEDIA

CP24
 jazz radio
 technology/science magazines
The Globe and Mail



INTERNET

investment sites
 shopping online
 purchase sports equipment
 watch free streaming videos



FOOD/DRINK

organic meat
 nuts
 herbal tea
 Japanese restaurants



FINANCIAL

American Express Gold/Platinum
 stocks
 group life insurance
 full-service investment broker



AUTOMOTIVE

compact premium cars
 \$40,000+ spent on vehicles
 Toyota/Lexus
 2017-2019 model years



SOCIAL

Reddit
 WhatsApp
 YouTube
 Instagram



MOBILE

watch videos on tablet
 read magazines on mobile phone
 access LinkedIn on mobile phone
 free budgeting apps



HEALTH

participate in vigorous
 physical activities

ATTITUDES

"I buy the latest high-tech gadgets before most people I know"

"It is one of my goals in life that, when I die, I leave as much money as I can to others"

"It is important that people admire the things I own"

"I prefer to shop online for convenience"





S1 SUBURBAN
ELITE

F3 MIDDLE-AGE
FAMILIES

Population:

525,265
(1.38% of Canada)

Households:

173,507
(1.15% of Canada)

Average Household Income

\$220,765

Average Household Net Worth:

\$1,673,252

House Tenure:

Own

Education:

University/College/
High School

Occupation:

White Collar/Service
Sector

Cultural Diversity Index:

Low

Sample Social Value:

Civic Apathy

Who They Are

The wealthiest suburban segment, Turbo Burbs is a haven for middle-aged families enjoying the fruits of their labour. Found in the outer-ring subdivisions of a handful of large cities, the segment mostly contains families with children between the ages of 10 and 25. More than 90 percent of households live in recently built single-detached homes, with an average dwelling value of more than \$700,000. The adults have parlayed mixed educations—with significant rates for college and university achievement—into well-paying management, finance, education and government jobs. In their suburban neighbourhoods, many spend a lot of time in their cars, relying on their vehicles to commute to work and chauffeur their teenage children to after-school and athletic activities. While these families live well, participating in all kinds of outdoor sports and travelling extensively, they also give back to the community, volunteering their time and scoring high for donating more than \$5,000 a year to charities. Members of Turbo Burbs care about the development of their community, and are willing to give back to help those less fortunate (*Community Involvement*).

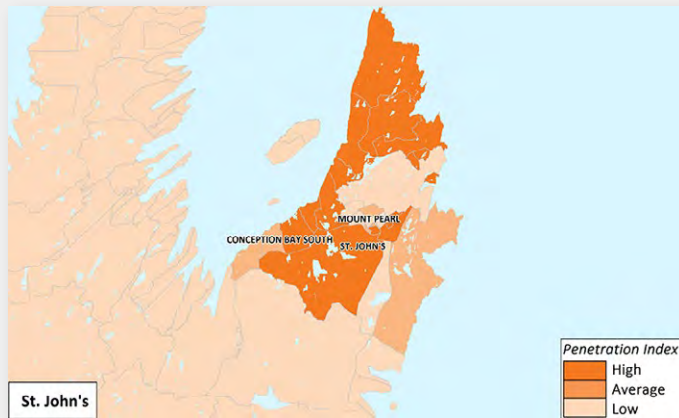
Turbo Burbs presents a portrait of suburban success. These home-centric families spend freely on technology, home décor, gardens and decks; they equip their properties with hot tubs, gas barbecues and patio furniture. But these adults work for it and travel for business at high rates. And while medium-size luxury cars and large SUVs dominate their garages, there's also room in there for boats, camping equipment and lots of exercise and golfing gear. The adults here enjoy going out to bars and restaurants: they're frequent patrons of sports bars, pubs and nearly every casual family restaurant chain in Canada. A weekend date may mean a trip to the theatre, a dramatic movie, country music concert or museum. For a longer vacation, Turbo Burbs families like to explore English Canada, cottage country or almost any state in the U.S. They're not fussy about accommodations and have high rates for staying at all-inclusive resorts, bed and breakfasts, RVs and campgrounds. They can enjoy their on-the-go lifestyle thanks to a financial cushion: a large, diversified portfolio with a net worth of nearly \$1.7 million. Attending sport events tops the to-do list for this segment when the pandemic is over.

How They Think

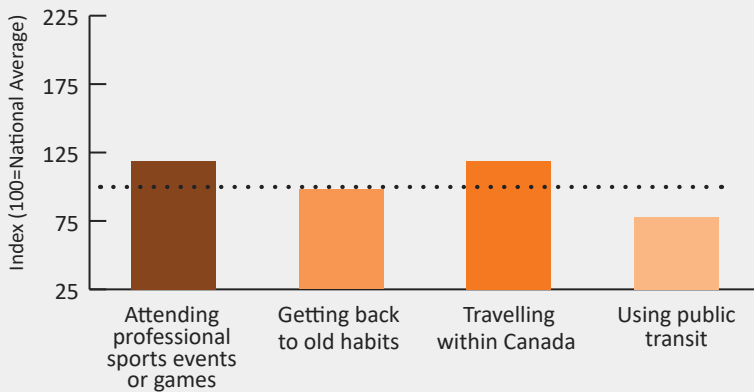
Turbo Burbs residents have been successful in establishing their place in society, as their affluence and lifestyle suggest. They're comfortable setting difficult goals for themselves, controlling the direction of their lives and feeling optimistic about their future (*Personal Challenge, Personal Control, Personal Optimism*). They see Canada as a land of opportunity where anyone who works hard enough can make it (*North American Dream*). Turbo Burbs members hold progressive values, accepting non-traditional definitions of family and giving their children the freedoms of adults (*Flexible Families, Equal Relationship with Youth*). As consumers, many think of themselves as leaders and influencers among their peers (*Consumption Evangelism*), and they prefer products offered by companies that are good corporate citizens (*Ethical Consumerism*). Indeed, they support small businesses because they believe they operate more ethically and produce goods at a better price compared to large companies (*Confidence in Small Business*). They have their favourite brands and are especially drawn to items that demonstrate their individuality (*Importance of Brand, Pursuit of Originality*). Price is not their priority when considering products and services, they tend to shop and buy on impulse (*Low on Importance of Price and Emotional Control*).

04. TURBO BURBS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

health clubs
all-inclusive resorts
national or provincial parks
community theatres



SHOPPING

smart TVs
hot tubs/spas
Lululemon Athletica
craft supply stores



TRADITIONAL MEDIA

Sportsnet
CFL regular season on TV
classic hits radio
travel/tourism magazines



INTERNET

sports sites
clip mobile coupons on computer
smart speakers
video streaming services



FOOD/DRINK

Greek yogurt
organic fruit
Real Canadian Superstore
pubs/sports bars



FINANCIAL

stocks/bonds
RESPs
home equity line of credit
donate to Canadian charities



AUTOMOTIVE

large pickup trucks
domestic brands
2010-2016 model years
\$40,000+ spent on vehicle



SOCIAL

Twitter
Pinterest
LinkedIn
podcasts



MOBILE

e-book readers
maps/map directions on mobile phone
home improvement/décor sites on tablet
play video games on tablet



HEALTH

are satisfied with their job



ATTITUDES

"It is important that the country should hold a strong position in the world"

"I would never buy products from a company if I knew that they tested their products on animals"

"It is important to try new products, new places for vacation or new foods, just for the pleasure of the novelty"

"I have my favourite brand and I normally stick to it"



S1 SUBURBAN
ELITE

F2 LARGE
DIVERSE
FAMILIES

Population:

737,286
(1.93% of Canada)

Households:

229,346
(1.53% of Canada)

**Average Household
Income**

\$190,168

**Average Household Net
Worth:**

\$1,255,009

House Tenure:

Own

Education:

University/College/
High School

Occupation:

White Collar/Service
Sector

Cultural Diversity Index:

Low

Sample Social Value:

Cultural Assimilation

Who They Are

An upscale suburban lifestyle, First-Class Families is characterized by sprawling families—more than 40 percent of households contain four or more people—living in close-in suburbs. More than half the households are located in established neighbourhoods in Toronto, Calgary, Ottawa and Vancouver. In First-Class Families, the parents are middle-aged, the children are 5-24 and nearly 90 percent of households live in pricey, single-family houses. With their solid educations, the adults hold white-collar jobs in management, education and government, and earn incomes that are nearly twice the national average. One quarter of households contain second-generation Canadians; the segment scores high for members for whom Italian, Polish, Greek or Mandarin is their mother tongue. These families enjoy many team sports—baseball, basketball, football, hockey, volleyball—as both participants and spectators. And many families look forward to weekends when they can shop, go out to eat or relax with their tablet to watch Netflix or indulge in e-commerce. Committed to living a healthy and wholesome lifestyle, this group scores high for the value *Effort Toward Health*.

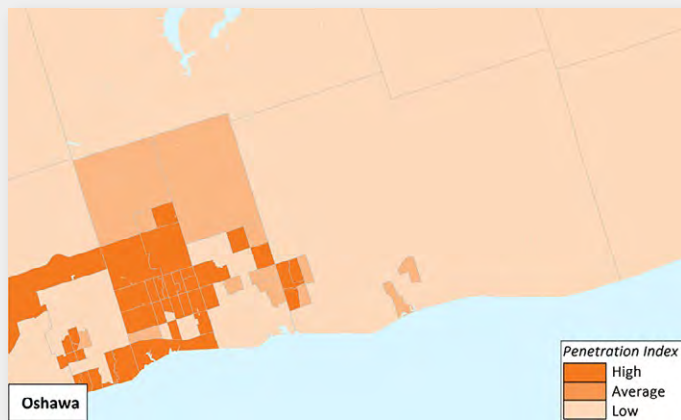
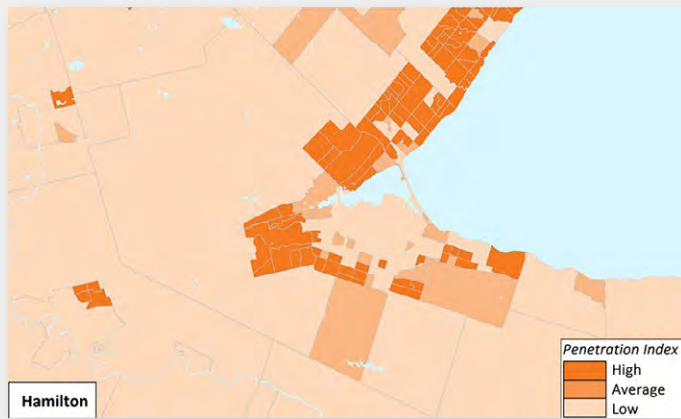
First-Class Families households enjoy the trappings of success. They have the nice house in the suburbs complete with hot tub, home theatre system, landscaped garden and garage filled with boating, golfing and snowboarding equipment. They drive high-end cars equipped with streaming audio and typically own three or more vehicles. The parents spend a lot of their free time chauffeuring their teenage children to athletic activities and stores like Sport Chek and Lululemon Athletica as well as the Gap, Eddie Bauer, Roots and Old Navy. A big splurge in First-Class Families involves a trip to a theme park, waterpark or indoor amusement centre. And everyone relies on tech devices to keep up with their busy schedules—from smartphones and smart watches to voice-activated smart speakers. These time-crunched families routinely skip home-cooked dinners to patronize fast casual restaurants and pizza chains. And as interest in traditional media declines, residents here go online using mobile phones and tablets for a range of activities—from accessing professional sports content and listening to a radio broadcast to researching products and visiting social media sites. Among their favorites: LinkedIn, Twitter, Instagram and Reddit. These family members are most looking forward to being able to attend professional sporting events post-COVID.

How They Think

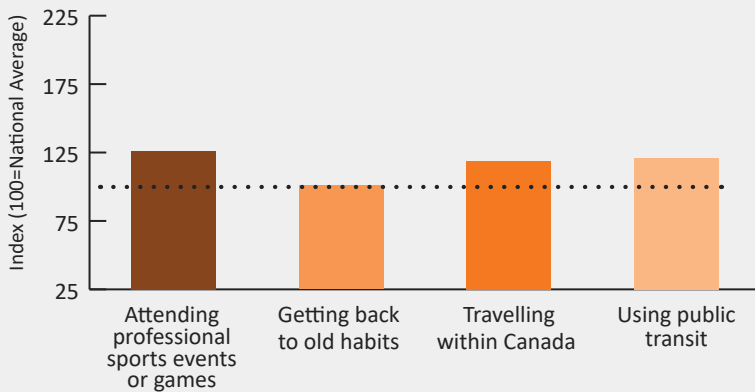
Members of First-Class Families expect new immigrants and ethnic groups to adopt and blend in with the mainstream culture in Canada (*Cultural Assimilation*). With a strong *Work Ethic*, they believe children should be taught to respect others and work hard to get ahead, but they also think young people should have the same freedoms as adults (*Equal Relationship with Youth*). With their *Emotional Control*, they make decisions based on reason and logic rather than feelings and intuition, which helps them accept the uncertainties of modern life (*Adaptability to Complexity*) and exert *Personal Control* over the direction of their future. They refrain from judging others, preferring not to take sides (*Introspection & Empathy*). But they're passionate about protecting the environment and think everyone has a role to play in the effort (*Ecological Concern*). And despite their affluence and creature comforts, it's still important for them to look good (*Concern for Appearance*). As consumers, they tend to be frugal and motivated by future security (*Saving on Principle*).

05. FIRST-CLASS FAMILIES

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

swimming
 family movies
 theme parks/waterparks/
 water slides
 museums



SHOPPING

factory outlet stores
 The Children's Place
 Old Navy
 Home Depot



INTERNET

purchase products or
 services online
 listen to Internet-only
 music service
 watch subscription video service
 purchase sporting event
 tickets online



TRADITIONAL MEDIA

MLB baseball on TV
 CBC News
 modern rock radio
 Style at Home



FOOD/DRINK

\$250+ spent on groceries/week
 sparkling fruit juice
 Starbucks
 fast casual restaurants



FINANCIAL

Canada savings bonds
 RRRSPs
 spent \$5,001+/month
 on credit cards
 group life insurance



AUTOMOTIVE

intermediate SUVs
 European brands
 2010-2016 model years
 three vehicles



SOCIAL

LinkedIn
 Instagram
 WhatsApp
 Reddit



MOBILE

read magazines or newspapers
 on mobile phone
 fitness trackers
 watch movies on tablet
 free weather apps



HEALTH

use herbal supplements
 for joint health

ATTITUDES

"I can't imagine life without the Internet anymore"

"I have already taken steps to ensure that I have sufficient income for my retirement"

"I always keep informed about the latest technological developments"

"I am willing to pay more for brand-name products"





U1 URBAN ELITE

F1 SCHOOL-AGE FAMILIES

Population:

455,149
(1.19% of Canada)

Households:

184,488
(1.23% of Canada)

Average Household Income

\$179,524

Average Household Net Worth:

\$1,331,350

House Tenure:

Own & Rent

Education:

University

Occupation:

White Collar

Cultural Diversity Index:

Low

Sample Social Value:

Rejection of Authority

Who They Are

Downtown Verve is a cultural and intellectual hub. Concentrated in a handful of Canada's largest cities, the segment attracts a mix of younger and middle-aged singles, couples and families who prefer the excitement and convenience of downtown living. One of the most educated groups, many residents are first- and second-generation Canadians employed in well-paying management and white-collar positions. They're happy to own or rent in these older urban neighbourhoods, where they're within a few blocks of banks, theatres and dry cleaners. Although their duplexes, row houses, semi-detached houses and low-rise apartments are aging, the average dwelling value is nearly \$900,000—double the national average. With their upscale incomes, their spending power appears even greater because of the significant proportion of singles and childless couples. Living close to entertainment districts, this group has high rates for going to bars, restaurants and cinemas. They also maintain a healthy lifestyle, eating organic food, taking fitness classes and playing racquet sports. With their strong *Ecological Concern*, they believe that the efforts of one person are never too insignificant when it comes to protecting the environment.

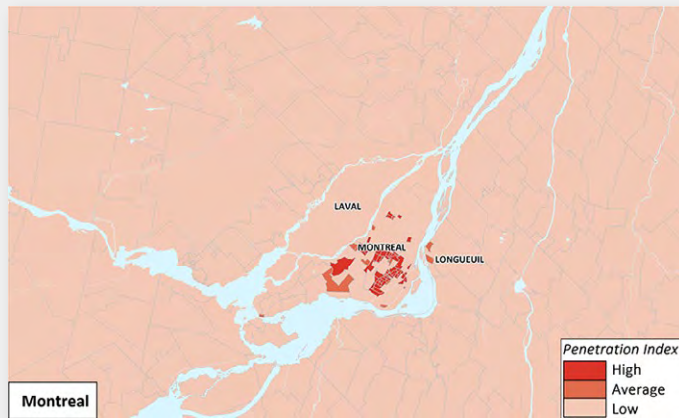
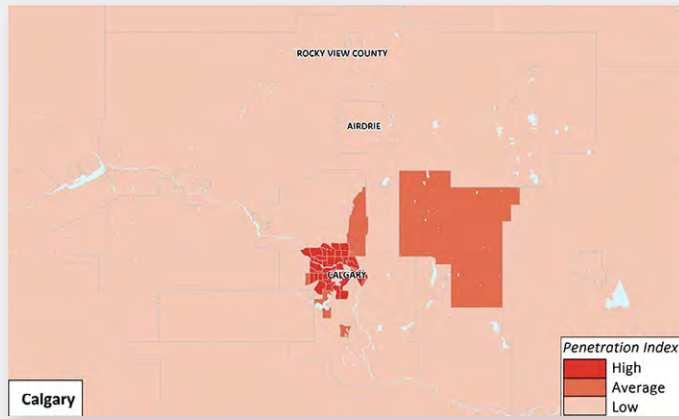
The trend-conscious households in Downtown Verve take advantage of their vibrant city settings. They have high rates for going to art galleries, the theatre, jazz concerts, and film and music festivals. Many participate in team sports like baseball, soccer and volleyball. With almost half walking, biking or taking public transit to work, they often stop by coffee shops on their way to work and meet for dinner at ethnic restaurants afterwards. Diet conscious, they like to shop for organic and natural foods at farmers' markets and health food stores. And they're into decorating their residences with ready-to-assemble modern furniture courtesy of Ikea, Structubes and Pier 1 Imports. In Downtown Verve, residents like to vacation abroad, particularly for ski trips, city tours and eco-tourism. But these younger Canadians are most comfortable online, using their computer, mobile phone or tablet to listen to music, read a newspaper, download a movie, send emails and instant messages and buy tickets to all manner of events. With the street scene central to their lifestyle, they're a strong market for out-of-home advertising in bus shelters, subway platforms and train stations. These urbanites are looking forward to using public transit in a post-COVID world.

How They Think

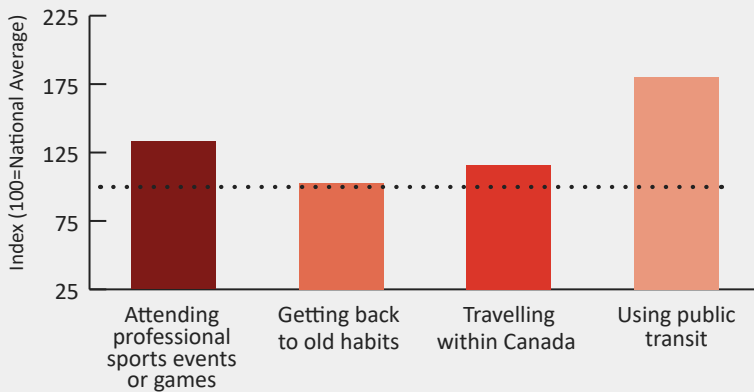
Downtown Verve residents are keen experientialists who thrive in their lively urban world. An independent group, they prefer to go their own way (*Rejection of Authority*) and enjoy taking risks to get the most out of life (*Penchant for Risk*) while distancing themselves from society's standards (*Rejection of Orderliness*). As a younger group, they tend to be tolerant of non-traditional definitions of family (*Flexible Families*) and reject patriarchal relationships in favour of an *Equal Relationship with Youth*. They're also committed to pursuing a healthy and wholesome lifestyle, making a serious *Effort for Health*. These well-educated households are confident in the direction they're going (*Personal Control*), and their *Enthusiasm for Technology* affords them an additional degree of control over their daily routine. Strong on *Global Consciousness* and *Culture Sampling*, these globe-trotting Canadians see themselves as citizens of the world and believe other cultures have a great deal to teach society. As consumers, they distrust advertising as a reliable source of information and take into account the environmental impact of a product or service when making purchase decisions (*Skepticism Towards Advertising, Ecological Lifestyle*).

06. DOWNTOWN VERVE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

fitness classes
music festivals
snowboarding
volunteer work



SHOPPING

natural/health food stores
Banana Republic
Ikea
Chapters/Indigo



TRADITIONAL MEDIA

TV basketball
alternative news magazines
ads on subway platforms
The Globe and Mail



INTERNET

Amazon.ca
newspaper sites
purchase home furnishings online
use apps



FOOD/DRINK

organic vegetables
craft beer
Japanese restaurants
online food delivery



FINANCIAL

mutual funds
mobile wallet
arrange automatic payments online
donate to environmental groups



AUTOMOTIVE

imported compact SUVs
\$25,000-\$29,999 spent on vehicle
Volkswagen
2017-2019 model years



SOCIAL

WhatsApp
Twitter
Reddit
Flickr



MOBILE

fitness bands
read magazines on mobile phone
watch movies on tablet
web browsing on mobile phone



HEALTH

visit a homeopath/naturopath

ATTITUDES

"I would be prepared to pay more for environmentally friendly products"

"I like being in a large crowd"

"It's very important to try new products, new places for vacation or new foods, just for the pleasure of the novelty"

"I always keep informed about the latest technological developments"





F1 UPGRADE
URBAN
FRINGE

M1 OLDER FAMILIES
& EMPTY NESTS

Population:

694,493

(1.82% of Canada)

Households:

233,501

(1.55% of Canada)

**Average Household
Income**

\$170,885

**Average Household Net
Worth:**

\$1,625,071

House Tenure:

Own

Education:

University

Occupation:

White Collar

Cultural Diversity Index:

Medium

Sample Social Value:

Duty

Who They Are

Emblematic of Canadian's aging society, Mature & Secure consists of older and mature couples and families aging in place in urban fringe neighbourhoods. Nearly 60 percent of the maintainers are over 55 years old. About 80 percent of this segment's households are found in Canada's largest markets: Toronto, Montreal, Vancouver, Calgary, Ottawa and Edmonton. Many contain first- and second-generation Canadians, the immigrants having arrived between 1990 and 2010. And one in eight residents is Jewish, the highest percentage among all segments and more than 11 times the national average. Well educated with university degrees, those still in the workforce earn upscale incomes from management and white-collar positions in business, finance, science and education. Longtime homeowners, they live in stylish houses and duplexes built between 1960 and 1990 and valued at over \$800,000. With a high level of *Financial Security*, Mature & Secure residents tend to own investments, real estate and imported luxury cars. Yet they also express a desire to provide a secure future for their children and grandchildren (*Legacy*).

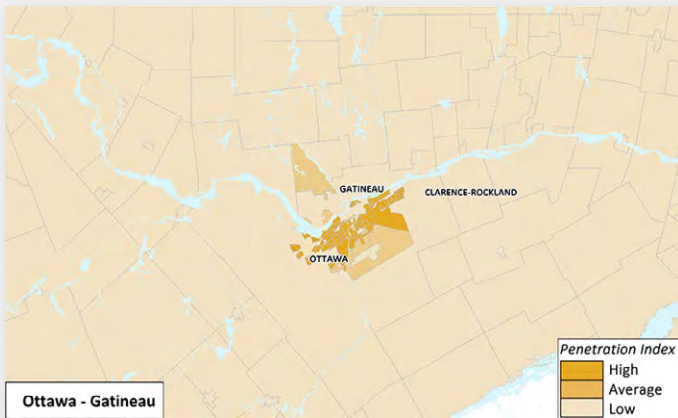
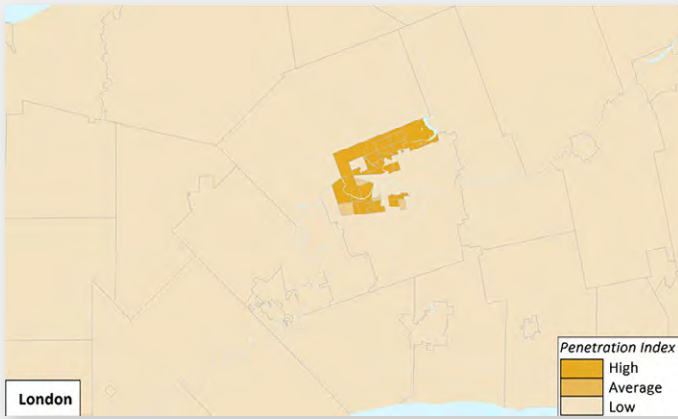
The educated and upscale adults of Mature & Secure exhibit worldly sensibilities. They're well travelled, often touring Europe, Asia and North America via car, plane and cruise ship. Their worldliness even shows in their preferred auto: typically a premium midsize car costing at least \$30,000 and made by a European or Japanese manufacturer. And they have the time and money to spend their evenings attending a variety of cultural events— theatre, ballet, opera, classical music concerts and art galleries. Mindful of their health—they're a prime market for organic dairy and meat—they have above-average rates for taking yoga and fitness classes at nearby health clubs and avoiding fast food. And while their days playing high-impact sports may be over, they like to watch professional hockey, golf and tennis matches. These Canadians read an assortment of mainstream magazines—including *Canadian Living* and *People*—and they page through nearly every section of national daily newspapers. But they're comfortable with digital media, too, and especially like using tablets to read books, clip coupons, download apps and purchase everything from home furnishings to concert and theatre tickets. These worldly explorers are most excited about travelling outside of Canada again post-COVID.

How They Think

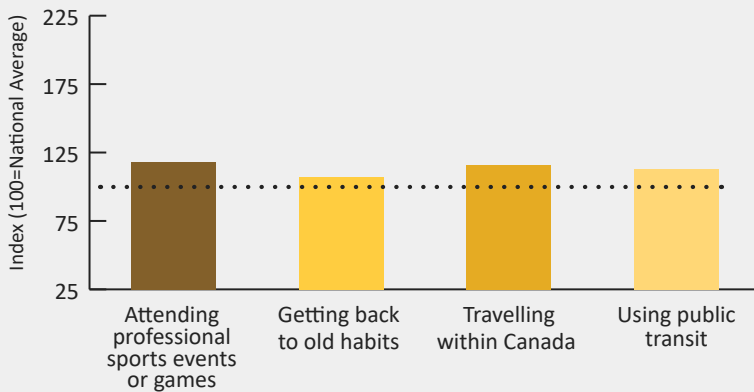
Mature & Secure is an engaged and centred group that accepts a wide range of social views among its members. While some enjoy viewing advertising for its aesthetic properties (*Advertising as Stimulus*), others tend to reject the fashions and the role models promoted by advertising and the consumer society (*Skepticism Towards Advertising*). What they share is a firm belief that hard work will bring success (*North American Dream*) and that one should fulfill their duties and obligations before seeking personal pleasures (*Duty*). Having come of age at a time when keeping up with the Joneses was a prevalent aspiration, these Canadians still want to be respected by others for their fine manners, chic style and well-appointed home decorated with objects that convey affluence (*Need for Status Recognition, Status via Home, Ostentatious Consumption*). In the marketplace, they satisfy their desire to feel different from others by purchasing cutting-edge products, preferring brand-name goods from larger companies (*Brand Genuineness, Confidence in Big Business*). And they appreciate marketing efforts that appeal to their *National Pride*, believing that buying products made in Canada strengthens the country's position in the world.

07. MATURE & SECURE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

entertaining at home
 ballet/opera/symphony
 gardening
 cruises



SHOPPING

Hudson's Bay
 Lowe's
 home health care stores
 Aeroplan



TRADITIONAL MEDIA

Food Network
 TV golf
 classic hits radio
 Canadian Living



INTERNET

access restaurant reviews
 listen to podcasts
 clip mobile coupons
 purchase books online



FOOD/DRINK

specialty breads
 premium coffee/tea
 Canadian wine
 Italian restaurants



FINANCIAL

RRSPs
 travel insurance
 will/estate planning
 full-service investment brokers



AUTOMOTIVE

luxury imports
 plan to spend \$40,000 on vehicle
 Toyota
 2015 model year



SOCIAL

LinkedIn
 WeChat
 WhatsApp
 blogs



MOBILE

GPS/mapping services on
 mobile phone
 Apple tablets
 video phone calls on tablet
 display tickets on mobile phone



HEALTH

use private plan insurance for
 prescription medications

ATTITUDES

"It is important that the country should hold a strong position in the world"

"I feel that people get what they deserve"

"I consider myself to be sophisticated"

"It is acceptable that an industrial society such as ours produces a certain level of pollution"





S2 UPSCALE
SUBURBAN
DIVERSITY

F2 LARGE
DIVERSE
FAMILIES

Population:

845,668
(2.22% of Canada)

Households:

240,047
(1.60% of Canada)

Average Household Income

\$162,311

Average Household Net Worth:

\$908,079

House Tenure:

Own

Education:

University/College

Occupation:

White Collar/Service
Sector

Cultural Diversity Index:

High

Sample Social Value:

Legacy

Who They Are

One of the wealthier suburban lifestyles, Multiculture-ish is an ethnically diverse segment of middle-aged Asian and South Asian households. Located in and around major cities like Toronto, Calgary and Edmonton, many of these neighbourhoods emerged 20 years ago as new suburban subdivisions. Today, they're slowly being overtaken by urban sprawl and infill developments. More than 40 percent of residents are immigrants, and the rest are typically second-generation Canadians who've settled in houses built since 1990. A quarter speak a non-official language, the most common being Mandarin, Cantonese and Punjabi, but residents also disproportionately speak Arabic, Urdu and Russian at home. Multiculture-ish households tend to be large—double the national average for four or more people—and the significant presence of children over the age of 5 influences their preference for family-friendly outings to theme parks, zoos and aquariums. Having completed university and college educations, these adults enjoy upscale incomes—earned from jobs in management, business and the sciences—that are 50 percent higher than the national average and that allow them to exercise *Ostentatious Consumption* by purchasing items that symbolize affluence.

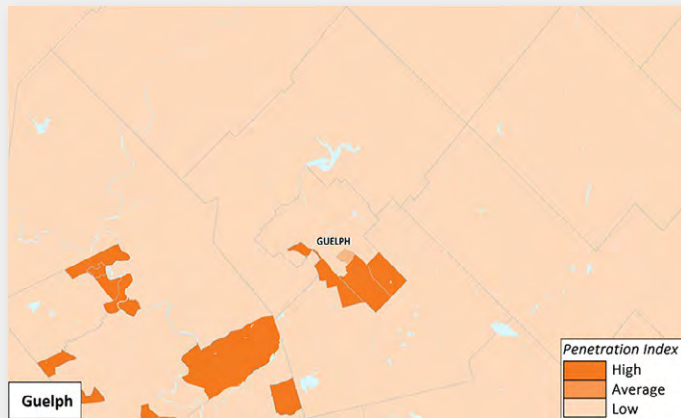
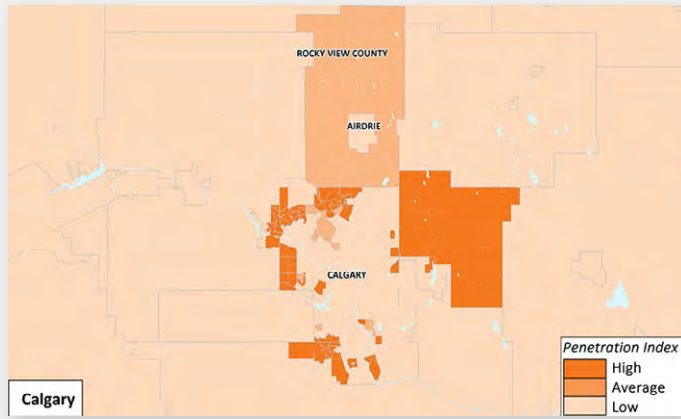
The on-the-go families in Multiculture-ish have too much restless energy to lounge around on their couches. The adults would rather be jogging, golfing or taking fitness classes, and their kids can be found participating in formal sports programs. But the whole family will gather to cheer on their favourite pro baseball, football and hockey teams. Now in their prime earning years, these consumers have high rates for shopping at both full-price retail stores and factory outlets. At home, they accumulate multiple pets and electronics, including cats, dogs, TVs and mobile phones. For Multiculture-ish families, traditional media is so last century; they practically live on their mobile phones and participate in virtually every online activity at a high rate, including gaming, banking, purchasing products, watching TV and posting to social networks such as Instagram, Snapchat and LinkedIn. They even download apps—paid and free—at rates far above average. Marketers should take note that they're also open to receiving promotional messages on their phone. As they observe, "My phone touches every part of my life." During COVID-19, these families binged on streaming videos and watching TV at significantly higher rates than before.

How They Think

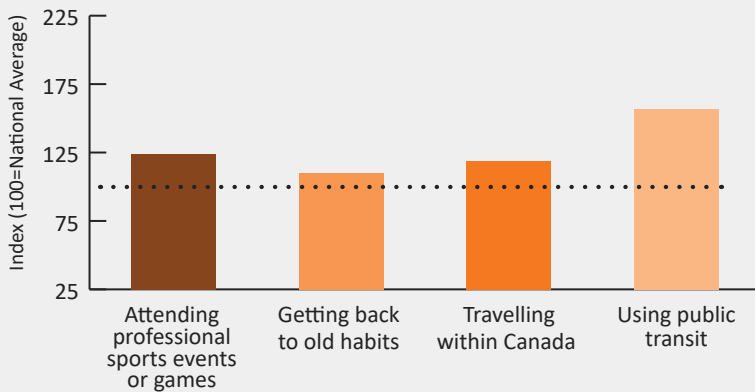
As their name suggests, the new Canadians who make up a sizable portion of Multiculture-ish are proponents of *Multiculturalism*. Coming from a more traditional culture, they tend to put family first, making personal sacrifices and providing for family over all else (*Primacy of the Family*). These immigrants recognize that getting what they want out of life often involves taking risks (*Penchant for Risk*), but they also try to analyze their actions in a dispassionate and analytical way (*Emotional Control*). Hoping to leave a *Legacy*, they believe in fulfilling their *Duty* and achieving greater gains in the future for themselves and their children. But they're also status conscious, making efforts to dress and decorate their homes to impress others (*Need for Status Recognition, Importance of Aesthetics, Status via Home*). In the marketplace, these enthusiastic consumers enjoy their role as influencers among their peer group (*Joy of Consumption, Consumption Evangelism*). They're even fond of advertising, trusting the information ads convey and appreciating their aesthetic qualities, whether in magazines, on TV or on billboards (*Confidence in Advertising, Advertising as Stimulus*).

08. MULTICULTURE-ISH

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

jogging
 action/adventure movies
 pubs/sports bars
 gourmet cooking



SHOPPING

Gap
 H&M
 gardening tools
 Amazon.ca



TRADITIONAL MEDIA

NBA regular season on TV
 Food Network
 Top 40 radio
 technology/science magazines



INTERNET

investment sites
 career/job search sites
 free streaming music videos
 purchase computers online



FOOD/DRINK

frozen pasta
 bagels
 instant breakfast shakes
 steakhouse restaurants



FINANCIAL

RESPs
 group life insurance
 \$500,000+ face value
 life insurance
 donate to educational groups



AUTOMOTIVE

intermediate SUVs
 European brands
 \$30,000-\$49,999 spent on vehicle
 2017-2019 model years



SOCIAL

Instagram
 Snapchat
 LinkedIn
 Reddit



MOBILE

read magazines on mobile phone
 pay bills on mobile phone
 stream music on tablet
 news sites on tablet



HEALTH

purchase contact lenses

ATTITUDES

"It is important to me that people admire the things I own"

"Staying connected via social media is very important to me"

"In order to get what I like, I would be prepared to take great risks in life"

"I feel that I have a great deal of influence on the consumption choices of the people around me"





S1 SUBURBAN
ELITE

M1 OLDER FAMILIES
& EMPTY NESTS

Population:

634,472

(1.66% of Canada)

Households:

246,134

(1.64% of Canada)

**Average Household
Income**

\$145,894

**Average Household Net
Worth:**

\$1,191,686

House Tenure:

Own

Education:

University/College

Occupation:

White Collar

Cultural Diversity Index:

Low

Sample Social Value:

Work Ethic

Who They Are

Boomer Bliss consists of older couples and families found in suburban neighbourhoods throughout the country surrounding large cities like Vancouver, Hamilton, St. Catharines and Victoria. Nearly two-thirds of maintainers are over 55 years old, and households include both retirees and those still in the labour force. With their university and college educations, those still employed hold white-collar positions in management, education, health and government services. Their upper-middle-class incomes—about 35 percent above average—allow them to own comfortable single-detached houses built between 1960 and 2000. Many of the adults are longtime residents who have paid off their mortgages and show little interest in leaving their now-empty nests. Like other suburbanites, they score high for owning an SUV, though in this segment it's more likely to be an imported luxury model. Boomer Bliss members take advantage of their proximity to both city centres and small towns, enjoying the arts—including theatre productions, art galleries and rock and country music concerts—and outdoor activities like golfing and fishing. Financially comfortable, they feel secure in their suburban communities filled with like-minded second- and third-generation Canadians, and they score low for *Penchant for Risk*.

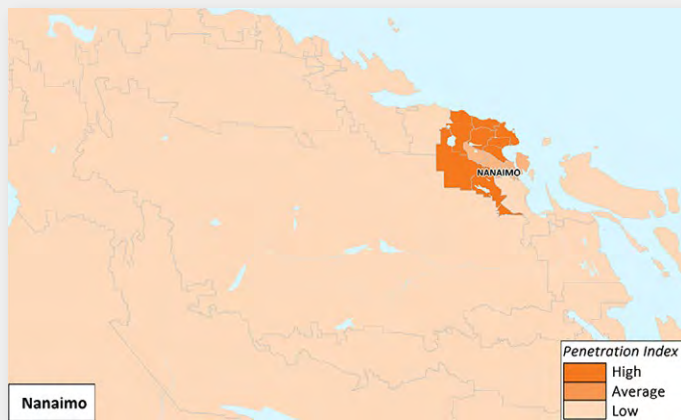
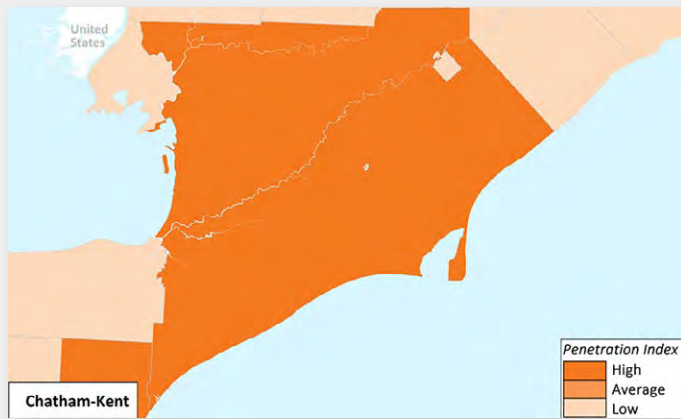
For many Boomer Bliss residents, their home is their castle. But given homeowners' high rates for doing remodeling projects and browsing the aisles of home improvement stores, the older houses in this segment must be in need of updating. Backyards here are graced with swimming pools, stylish patio furniture, gas barbecues, hot tubs and well-kept gardens. In fact, Boomer Bliss members list gardening as one of their favourite forms of exercise. These older Canadians have also cultivated tidy nest eggs, achieving nearly \$1.2 million in assets. Their strong *Work Ethic* helped in building the wealth and their *Financial Security* is boosted with the help of full-service investment brokers and estate planners. Careful spenders, they buy their food at discount grocery stores such as No Frills and Real Canadian Superstore and their clothes at Value Village and second-hand thrift shops. Going out may mean dinner at a pub, sports bar or casual family restaurant where they can drink Canadian wine and beer. While they're more comfortable with traditional media, they like using a tablet for a wide range of applications: sending email, reading e-books, shopping and playing games. Many bookmark favourite sites for news, investments, sports and health. This segment plans to continue to shop online even as physical stores open.

How They Think

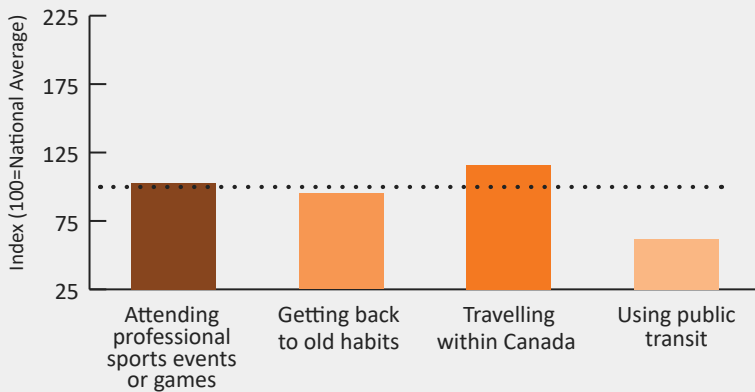
Having worked hard to earn a comfortable lifestyle, the members of Boomer Bliss firmly believe that they can also transform their health and lifestyle through exercise and diet (*Effort Toward Health*). They also feel a strong sense of *Social Responsibility* to help others before caring for their own needs. These community-minded Canadians show strong interest in what's happening in their region and love to give back to their communities when they can (*Community Involvement*). They express a desire to escape the stresses of their everyday routine and occasionally long for living a more sensual and intuitive life (*Need for Escape, Sensualism*). Conservation minded, they believe that today's environmental problems are a result of industrial and personal disregard for the environment (*Ecological Concern*). To do their part, they integrate their environmental concerns when making purchases, opting for green products made by companies they consider to be good corporate citizens, especially small businesses they believe to be fair and ethical (*Confidence in Small Business, Ethical Consumerism*). They value the diversity of Canada, think other ethnic communities and cultures have a lot to learn from and try to incorporate some of these cultural influences into their own lives (*Culture Sampling*).

09. BOOMER BLISS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

gardening
golfing
rock concerts
craft shows



SHOPPING

second-hand stores
No Frills
Home Hardware
gas barbecues



TRADITIONAL MEDIA

TV curling
HGTV
Zoomer Magazine
newspaper editorials



INTERNET

respond to online classified ads
access real estate listings
discount coupons online
purchase travel services online



FOOD/DRINK

specialty breads
organic meat
premium beer
Montana's



FINANCIAL

mutual funds
home equity line of credit
term life insurance
donate \$1,000-\$5,000 to Canadian charities



AUTOMOTIVE

intermediate SUVs
\$30,000-\$49,999 spent on vehicle
two or more vehicles
domestic brands



SOCIAL

YouTube
Pinterest
podcasts
view friends' photos online



MOBILE

fitness trackers
home improvement/
décor sites on tablet
bank on tablet
read e-books on tablet



HEALTH

visit a physiotherapist

ATTITUDES

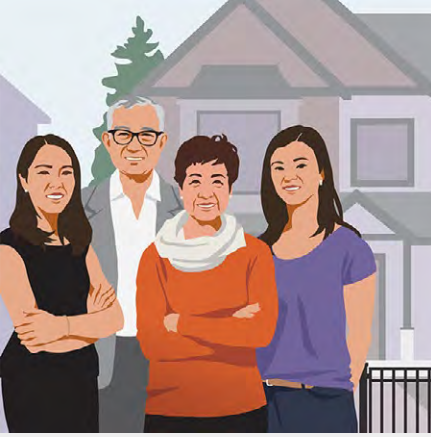
"It's very important that the country should hold a strong position in the world"

"It is important for me to regularly get away from all responsibilities and burdens."

"People should always do their duty, no matter what happens to them."

"I believe I have a personal responsibility to help those worse off than me"





F2 DIVERSE
URBAN
FRINGE

F2 LARGE
DIVERSE
FAMILIES

Population:

524,668
(1.38% of Canada)

Households:

161,005
(1.07% of Canada)

Average Household Income

\$117,224

Average Household Net Worth:

\$1,343,524

House Tenure:

Own & Rent

Education:

University/High School

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

High

Sample Social Value:

Brand Genuineness

Who They Are

With over 60 percent of households foreign-born, Asian Achievement is a predominantly Asian segment consisting of middle-aged and older households typically from China, Taiwan and Hong Kong. Most arrived in Canada during the last 30 years and have settled in the urban fringe areas of two metros: Vancouver and Toronto. Over 45 percent speak a non-official language at home, typically Cantonese or Mandarin. Asian Achievement residents tend to be less acculturated compared to other predominantly Asian segments, patronizing Chinese stores, banks and clubs, and speaking their Chinese mother tongue at home. Households here often consist of multi-generational families; in nearly 30 percent of households, children over the age of 25 still live at home. The adults tend to be moderately educated and hold service sector or white-collar jobs. Despite their upper-middle incomes, Asian Achievement members own pricey single-detached homes, duplexes and row houses. Their average dwelling value is more than \$1 million, partly a function of the high cost of real estate in Vancouver. Further cementing their bi-cultural lifestyle, residents enjoy travelling to China and Hong Kong, excursions that may help alleviate their *Time Stress*.

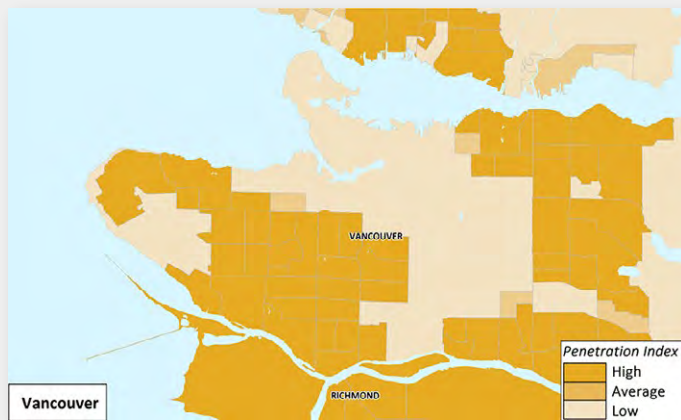
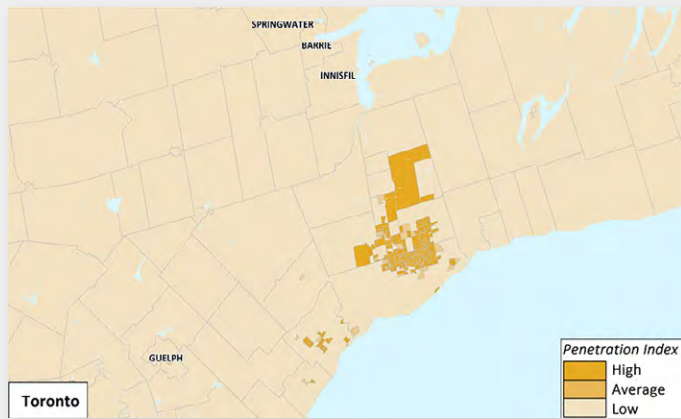
The residents of Asian Achievement are relatively established immigrants who are prospering in their adopted country. They have high rates for owning coin and stamp collections, carrying prestigious credit cards and having three cars, including at least one luxury import costing more than \$50,000. They enjoy a variety of entertainment—community theatre and ballet performances, jazz concerts and casino outings—and they dine at steak, seafood, bistro-style and ethnic restaurants. Enthusiastic about technology, they score high for owning a smart watch, voice-activated smart speaker and AR/VR headsets. They're selective in their traditional media choices—they like watching tennis, soccer and basketball on TV and listening to adult contemporary, Top 40 and multicultural radio stations—but they consume a wide variety of media over the Internet. Online they have high rates for downloading music, watching TV shows, reading e-books and magazines, and listening to podcasts. For many, their mobile phones are instruments of e-commerce used to order meals, bid at auction sites and make travel arrangements. And when they find a good deal, they're likely to share the news on social media. During COVID-19, these families are binge watching streaming videos and listening to streaming audio programs at higher rates.

How They Think

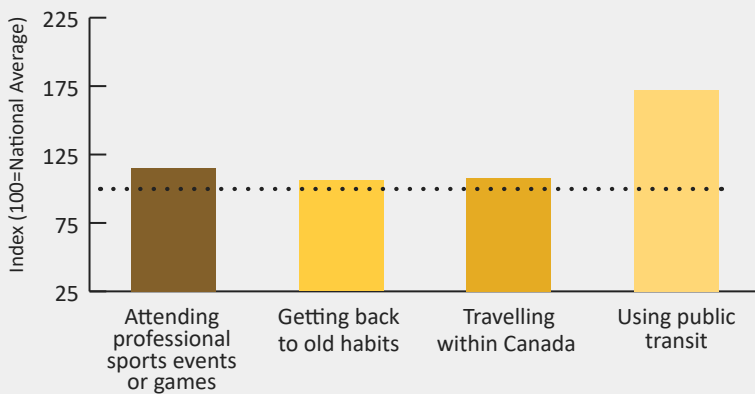
With many new to Canada, the residents of Asian Achievement can feel disconnected from society (*Anomie-Aimlessness*) even while they strive to convey their social standing through their well-appointed homes (*Status via Home*). Like the members of several other culturally diverse segments, their core values stem from their allegiance to conservative family values and conventional gender roles (*Sexism*). But the presence of twenty-something children at home has tempered their views, and they maintain that young people should have the same privileges and responsibilities as adults (*Equal Relationship with Youth*). Asian Achievement leads most segments in *Saving on Principle*, and its typically frugal residents belong to nearly every loyalty rewards program. With many speaking a non-official language, they seek out large gatherings within their communities to connect with similar families (*Attraction for Crowds*). As consumers, they're drawn to products and services from large companies, which they believe best serve the public interest as well as their own (*Confidence in Big Business*). And with their *Confidence in Advertising*, Asian Achievement members are receptive to marketing messages, especially from brands with a compelling story (*Brand Genuineness*).

10. ASIAN ACHIEVEMENT

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

fitness classes
 active in social issues
 city/cultural tour vacation
 classical music concerts



SHOPPING

Hudson's Bay
 factory outlet stores
 Chapters/Indigo
 Amazon.ca



TRADITIONAL MEDIA

TV tennis
 Food Network
 multicultural radio
 National Post



INTERNET

watch TV shows on computer
 use maps/directions service online
 investment sites
 purchase movie tickets online



FOOD/DRINK

organic meat
 walnuts
 Canadian/BC wine
 Asian restaurants



FINANCIAL

ETFs
 credit unions
 guaranteed life insurance
 donate to international groups



AUTOMOTIVE

compact premium vehicles
 streaming audio service in vehicle
 European brands
 2010 or earlier model years



SOCIAL

YouTube
 Instagram
 Flickr
 contribute to chat room/blog/bulletin board



MOBILE

video phone calls on mobile phone
 use camera on mobile phone
 read e-books on tablet
 Huawei phones



HEALTH

wore braces in past year

ATTITUDES

"To preserve jobs in this country, we must accept higher degrees of pollution in the future"

"Teenagers should have the same freedom as adults"

"I buy the latest high-tech gadgets before most people I know"

"I am likely to share shopping deals/product information through social media channels"





S2 UPSCALE
SUBURBAN
DIVERSITY

Y3 YOUNG
FAMILIES

Population:

972,209

(2.55% of Canada)

Households:

309,690

(2.06% of Canada)

Average Household Income

\$141,415

Average Household Net Worth:

\$566,145

House Tenure:

Own

Education:

University/College

Occupation:

Mixed

Cultural Diversity Index:

High

Sample Social Value:

Attraction for Crowds

Who They Are

With one of the highest percentages of suburban households, Modern Suburbia is a magnet for younger and middle-aged, diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia who arrived in their 20s and 30s and have recently moved to new suburbs near large cities like Toronto, Edmonton, Calgary, Ottawa and Vancouver. More than half the population identify as visible minorities: More than twice the national average identify as Asian, and nearly three times the average identify as South Asian. With their university and college educations, they earn upper-middle-class incomes from a wide range of jobs that afford them new single-family, semi-detached or row houses. And few segments are more mobile: the number of residents who have moved in the last five years is nearly 70 percent above average. Modern Suburbia members have crafted active lifestyles for their relatively large families and participate in many team sports, including basketball and hockey. For a splurge, they head to kid-friendly venues such as amusement parks, zoos and aquariums, admitting that *Attraction for Crowds* is among their strongest values.

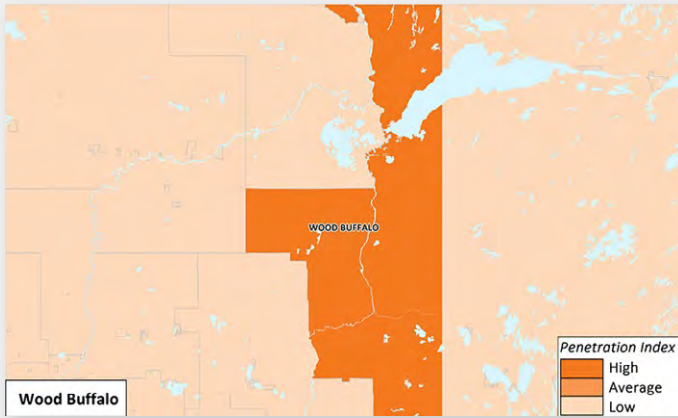
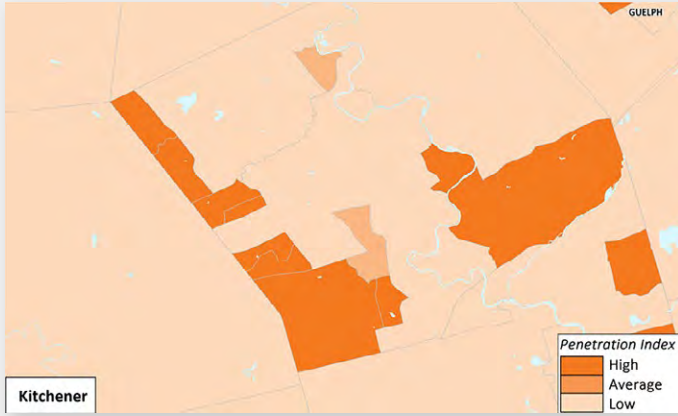
Children are the centre of the Modern Suburbia world. Parents enroll kids in a number of sports, and vacations typically involve package deals to beaches and other family-friendly destinations; more than half travelled outside of Canada last year. A big treat is a family outing to a pizza, burger or taco restaurant. In Modern Suburbia, homes are filled with child-friendly tech products—like tablets and video gaming systems—as well as smart watches, Internet-enabled appliances and fitness bands to help manage their daily routine. Eclectic in their media tastes, these immigrant families have high rates for watching nearly every sport on TV—including cricket and rugby—and reading varied magazines on parenting, technology, business and health. But mostly these connected families like to use their mobile phones to access media and perform various tasks, like banking, streaming music, posting to social networks and downloading coupons; they buy almost every retail category online at high rates. Stating they like to be the first to own new technology, they're receptive to many forms of mobile advertising, including coupons based on their demographics. Video streaming got much more popular for these families during COVID-19.

How They Think

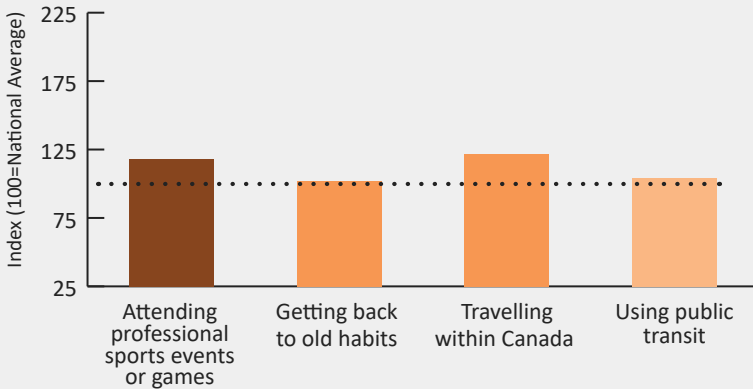
The immigrant families of Modern Suburbia are comfortable in their adopted country and feel optimistic about their future (*Personal Optimism*). They've demonstrated their *Penchant for Risk* in their decision to uproot their family, and they fervently believe that anyone can make it if they work hard enough (*North American Dream*). While these younger families sometimes feel overwhelmed (*Time Stress*), they accept both the good and the bad outcomes of the decisions they've made (*Just Deserts*). They support diverse communities and their desire to preserve their distinctive cultures (*Multiculturalism*), and they seek to incorporate those cultural influences in their lives (*Culture Sampling*). In their neighbourhoods, they demonstrate their social status through their well-maintained homes decorated with objects that convey affluence (*Status via Home, Ostentatious Consumption*). They're eager to discover new products and integrate them into their daily life, but they're also drawn to items simply for their aesthetics rather than their functionality (*Pursuit of Novelty, Importance of Aesthetics*). These consumers especially like to make purchases in their areas of interest (*Consumptivity*), if only to exercise their role as influencer among their peer group (*Consumption Evangelism*).

11. MODERN SUBURBIA

Where They Live



Post-Pandemic, Looking Forward To:



How They Live

LEISURE
 camping
 bowling
 amusement parks
 beach/resort package tours

TRADITIONAL MEDIA
 TV rugby
 top-40 radio
 parenting/babies magazines
 newspaper sports sections

FOOD/DRINK
 gluten-free products
 herbal tea
 Sobey's
 sub/sandwich restaurants

AUTOMOTIVE
 intermediate SUVs
 Honda
 \$30,000-\$49,999 spent on vehicle
 2017-2019 model years

MOBILE
 mobile wallet
 four or more mobile phones
 beauty/fashion sites on tablet
 collect loyalty points on mobile phone

SHOPPING
 Joe Fresh
 Home Depot
 Sport Chek
 compare products/prices while shopping

INTERNET
 access food/recipes content
 download video content
 sports sites
 purchase clothing/footwear online

FINANCIAL
 online trading GICs
 RESPs
 universal life insurance
 spent \$5,000+/month on credit cards

SOCIAL
 Twitter
 Snapchat
 WhatsApp
 Reddit

HEALTH
 use home teeth-whitening products

ATTITUDES

"It is important to me that people admire the things I own"

"I like being in a large crowd"

"The Internet improves the relationships I have with other people"

"I often buy things just because they are beautiful, whether or not they are practical"





U3 YOUNG
URBAN
CORE

Y1 VERY YOUNG
SINGLES
& COUPLES

Population:

668,629
(1.75% of Canada)

Households:

401,632
(2.67% of Canada)

Average Household Income

\$133,022

Average Household Net Worth:

\$951,546

House Tenure:

Rent & Own

Education:

University

Occupation:

White Collar

Cultural Diversity Index:

High

Sample Social Value:

Sexual Permissiveness

Who They Are

Eat, Play, Love earned its name for its younger, mobile singles who patronize ethnic restaurants, participate in numerous sports and support the value *Sexual Permissiveness*. Concentrated in the urban core of Toronto, Montreal and Vancouver, this diverse segment reflects two important demographic trends—increasing urbanization and the growth of high-rise housing. Eat, Play, Love is a vertical world where almost 90 percent of residents live in apartment and condo buildings taller than five stories. It is also the most educated of all the segments: more than 60 percent have a university degree, and almost one in four hold an advanced degree— three times of the national average. With their upper-middle incomes, they're earning good money for their age, typically from white-collar jobs in business, science, education and management. Over 60 percent commute to work by public transit, biking or walking. Young and unencumbered—half of households contain single or divorced individuals—they travel widely and enjoy urban nightlife, going dancing and bar-hopping, hitting jazz concerts and attending food and wine shows. They're also into health and fitness, scoring high for aerobics, yoga and Pilates, as well as buying organic fruit and vegetables.

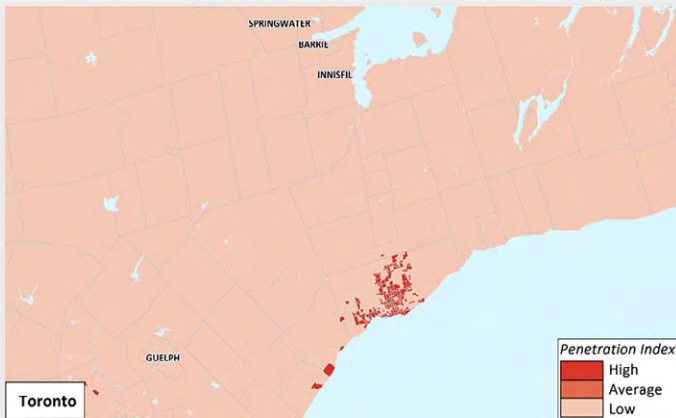
The young adults of Eat, Play, Love pursue experience-intensive lifestyles. They have high rates for enjoying adventure sports and movies, and their idea of boating is windsurfing. They exhibit wide-ranging cultural tastes, going to classical music concerts, nightclubs and comedy movies. And many qualify as foodies given their fondness for gourmet cooking, fine food stores and restaurants that offer Asian and Mexican cuisine. Whether it's cabernet, cognac, tequila or Scotch, this group enjoys having a drink with friends at home or out on the town. When it comes to media, Eat, Play, Love residents tend to be grazers, dipping in and out of TV news during the day and often ending their nights watching late-night talk shows. Internet obsessed, they go online for a wide range of uses: dating, streaming music and TV, playing games and making travel plans. As veterans of social media—particularly Twitter, LinkedIn, Instagram, Reddit and Tinder—they're comfortable sharing personal information online. With their hyperactive nightlife, they also make a prime audience for advertising on buses, taxis, subway platforms and convenience stores. These young Canadians are most looking forward to going to the gym post-COVID.

How They Think

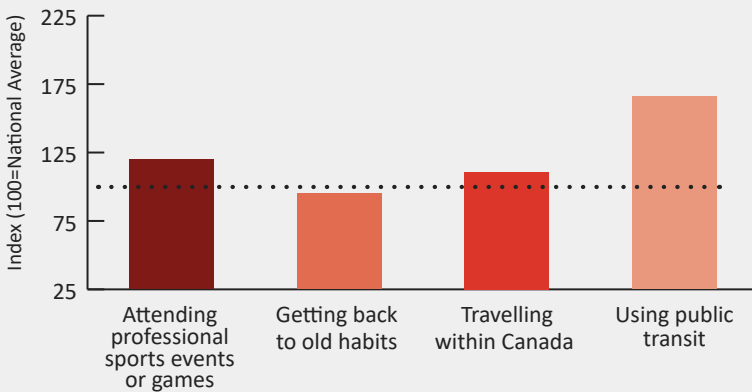
As might be expected of a younger, educated segment, Eat, Play, Love members are broadminded, passionate and footloose, with a progressive view of what constitutes family (*Flexible Families*). They focus on diet, exercise and healthy living (*Effort Toward Health*) and seek out new and exciting experiences to express their individuality (*Pursuit of Novelty, Pursuit of Originality*). Embracing uncertainty and change (*Adaptability to Complexity*), they question rules and authority figures as they forge their own path into the future (*Rejection of Authority, Personal Control*). But they belie the self-centered Millennial stereotype: many are active in social issues and political campaigns (*Community Involvement*), believe that learning from other cultures gives life richness (*Culture Sampling*) and enjoy connecting with large groups (*Attraction for Crowds*). Seeing themselves as citizens of the world (*Global Consciousness*), these diverse singles support the *Primacy of Environmental Protection* over economic growth. As consumers, members of Eat, Play, Love are willing to pay premium prices for environmentally friendly products (*Ecological Lifestyle*) and appreciate established brands (*Importance of Brand*) as well as items that convey affluence and status (*Ostentatious Consumption*). Eager to be thought of as influencers, they often tout their purchases with their peers (*Consumption Evangelism*).

12. EAT, PLAY, LOVE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

dancing
jazz concerts
bars/pubs
active in social issues



TRADITIONAL MEDIA

CP24
TV music awards shows
dance music radio
Elle Canada



FOOD/DRINK

organic fruits and vegetables
energy drinks
coffee/donut shops
online food delivery services



AUTOMOTIVE

imported luxury vehicles
subcompacts
one vehicle
European brands



MOBILE

play video games on mobile phone
own smart watch
read magazines on tablet
career/job search on tablet



SHOPPING

natural/health food stores
Hudson's Bay
La Senza
purchase cosmetics/skin care online



INTERNET

listen to podcasts
access consumer reviews
watch TV programs online
purchase cosmetics/skin care products online



FINANCIAL

stocks
TFSA's
condo home insurance
donate to educational groups



SOCIAL

blogs
Twitter
Instagram
dating platforms



HEALTH

use mouthwash
10+ times per week

ATTITUDES

"I try to keep abreast of changes in style and fashion"

"I like sharing events with the largest number of people"

"It is important to try new products, new places for vacation or new foods, just for the pleasure of the novelty"

"From time to time, I like to do things that are dangerous or forbidden, just for the sake of the risk and the sensation"



S4 UPPER-MIDDLE
SUBURBAN
FRANCOPHONE

F2 LARGE
DIVERSE
FAMILIES

Population:

552,694

(1.45% of Canada)

Households:

185,789

(1.24% of Canada)

Average Household Income

\$185,568

Average Household Net Worth:

\$757,793

House Tenure:

Own

Education:

University/College/
Trade School

Occupation:

White Collar/Service
Sector

Cultural Diversity Index:

Low

Sample Social Value:

Active Government

Who They Are

The most affluent of the francophone segments, Vie de Rêve is a group of middle-aged families concentrated in established suburban neighbourhoods around Montreal, Quebec City and Gatineau, in communities like Laval, Blainville and Boucherville. These children of the Quiet Revolution live in upscale comfort in relatively new single-detached homes, often with backyard pools and family-friendly amenities. Half the households contain families with children, most of whom range from 5 to 24 years old. And like many francophone segments, a quarter of couples are common-law unions—a rate more than twice the national average. Vie de Rêve adults are well-educated—mostly university and trade school educations—and hold well-paying jobs in a variety of fields, such as business, finance, education and public administration. Nearly 60 percent of the population has knowledge of both French and English, and residents enjoy a lively suburban lifestyle—engaging in high-energy outdoor sports, hosting wine-and-whatever parties at home, and donning club-ready fashions for nights at comedy shows and pop music concerts. Admitting a desire to look young, they make an *Effort Toward Health* through diet and aerobic activities like jogging, biking and skiing (downhill and cross-country).

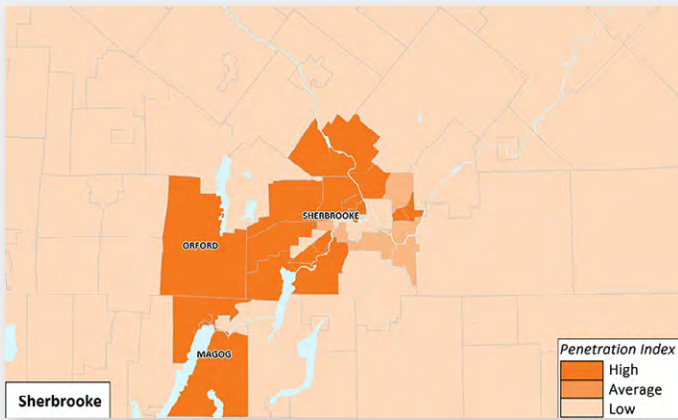
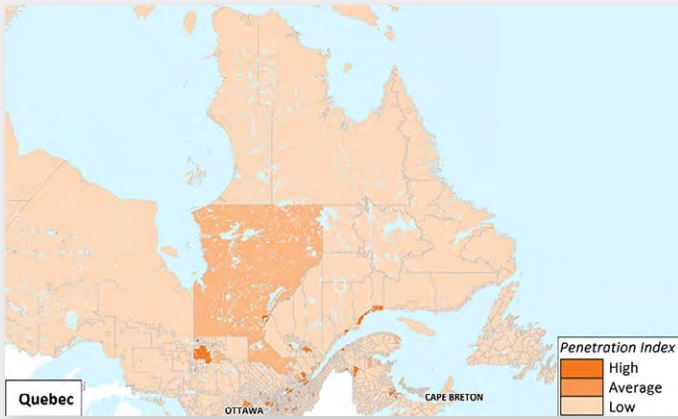
The members of Vie de Rêve like to work hard and play hard. With a net worth of over a million dollars, they can afford taking ski trips, cultural tours and romantic getaways to countries like France, Italy and Cuba. But they also enjoy exploring Quebec, having acquired the gear—skis, bikes, campers and snowmobiles—for outdoor adventures. Whether they're attending a book show or tennis match, these families like to socialize, exhibiting behavioural patterns typical of French-speaking residents at all income levels: They have a fondness for big-box stores, European wine and fine food stores. Compared to other francophone segments, they're more likely to patronize the theatre, health clubs and steakhouses, and watch English-language TV channels like Discovery Science, CBC News and Disney. But these bilingual households also like traditional French-Canadian media, scoring high for TV channels like Canal D and Historia, magazines such as *7 Jours* and *L'Actualité*, and radio stations that play comedy and dance music. Keen for the latest technologies, they own Ultra HD 4K TVs and PVRs at above-average rates. Marketers take note: Vie de Rêve members are also receptive to e-mail offers and digital flyers, especially as they significantly increased their online shopping during COVID-19.

How They Think

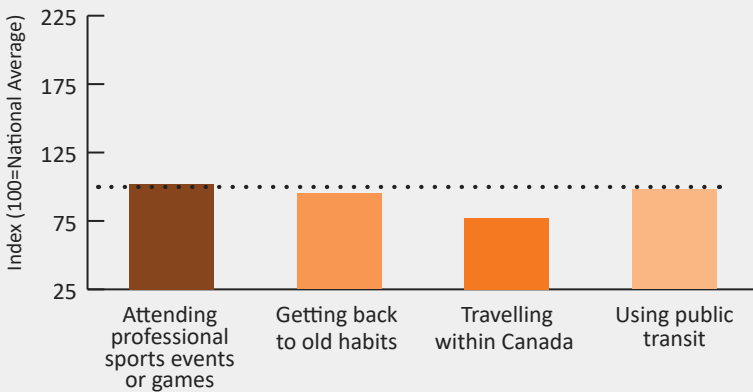
The values of Vie de Rêve members reflect both their affluence and Quebecois heritage. In their *Search for Roots*, they seek to preserve their cultural customs and they're optimistic that they can control the direction of their future (*Personal Control*). They're fascinated by the possibilities science and technology offer (*Enthusiasm for Technology*), and are enthusiastic for purchasing products in areas of their interest (*Consumptivity*). Many in Vie de Rêve prefer work that is personally meaningful and socially valuable (*Fulfillment Through Work*), and have a strong desire to leave a financial and cultural *Legacy*. While they feel they have a responsibility to help the less fortunate (*Social Responsibility*), they also think government should be more involved in handling social issues (*Active Government*). As consumers, they seek products and services that support their desire to live a healthy and green lifestyle (*Ecological Lifestyle*). Ever in search of ways to make life richer, they set challenging goals for themselves (*Personal Challenge*) and enthusiastically embrace unexpected disruptions to their daily routines (*Importance of Spontaneity*).

13. VIE DE RÊVE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

cross-country skiing
pop music concerts
spa resorts
historic sites



SHOPPING

Reitmans
Simons
perfume/cologne
video games



TRADITIONAL MEDIA

TV soaps/serial dramas
Canal D
sports radio
business/financial magazines



INTERNET

access travel content
classifieds sites
review/rate a product
purchase home electronics online



FOOD/DRINK

soft cheese
Cabernet Sauvignon
St-Hubert
fine food stores/butcher shops



FINANCIAL

mortgages
private life insurance
RESPs
Desjardins



AUTOMOTIVE

imported subcompacts
leased new or used cars
Kia
2017-2019 model years



SOCIAL

participate in social media
on tablet
Facebook
1-2 hours/day on social media
view friends' photos online



MOBILE

mobile banking for investing
watch short-form videos on
mobile phone
play games on tablet
access food/recipes content
on tablet



HEALTH

visit an osteopath

ATTITUDES

"I am prepared to pay more for products that elevate my status"

"I like to be immediately informed of new products and services so that I can use them"

"The Internet allows me to stand out and be different"

"It is important to keep young looking"





R1 UPPER-MIDDLE
RURAL

F3 MIDDLE-AGE
FAMILIES

Population:

553,854

(1.45% of Canada)

Households:

192,103

(1.28% of Canada)

Average Household Income

\$149,823

Average Household Net Worth:

\$964,293

House Tenure:

Own

Education:

Mixed

Occupation:

Blue Collar

Cultural Diversity Index:

Low

Sample Social Value:

Effort Toward Health

Who They Are

The wealthiest rural lifestyle, Kick-Back Country is a collection of middle-aged families and older couples living in rustic areas near large and medium-size cities. For some, their communities are a weekend getaway from their busy life in the city. The maintainers tend to be between 45 and 64 years old, and children range in age from 10 to 24. Despite mixed educations—mostly high school and college—residents earn impressive incomes averaging about \$150,000 from well-paying jobs in management as well as mining, construction, trades and transportation. The lower cost of living in their rural areas means nearly nine out of ten households own a home. Many are second- and third-generation Canadians drawn to spacious, single-family houses built beyond the urban sprawl; the average dwelling value is over \$570,000—29 percent above average. Their driveways often contain domestic compact SUVs and large pickups for commuting to work, hauling camping and boating equipment and travelling to the city for shopping. With their conservative social views, these households score high for the value *Traditional Families*.

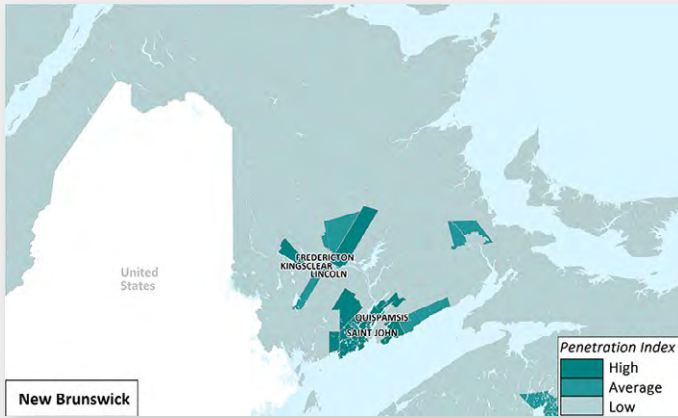
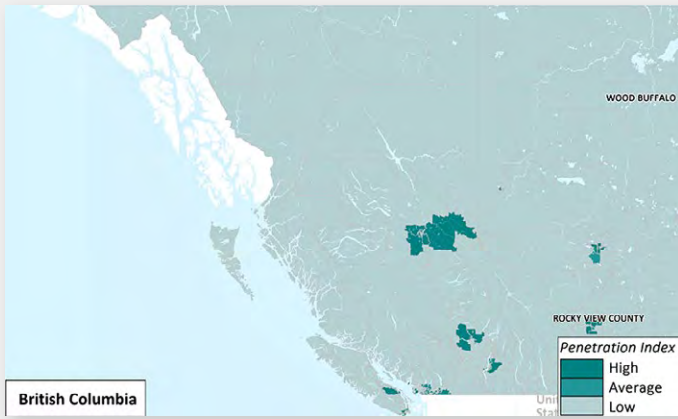
The middle-aged households of Kick-Back Country like their new country lifestyle with their gardens and pets and plenty of fishing and hunting gear to make the most of their rural landscapes. They typically do their own maintenance and spend weekends prowling the aisles of Lowe's, Home Depot and Home Hardware. They're not too remote for big-city nightlife, but they also enjoy going to relatively closer dinner theatres, rock concerts and casinos. And they try to keep up with trends by frequenting exhibitions, particularly craft, home and garden shows. With their solid incomes, they have the means to travel, enjoying cruises and beach resort packages. While not overly enthusiastic about technology, they've embraced tablets and download an array of apps—from banking and weather reports to music and games. But traditional media maintain a hold on Kick-Back Country adults, and when their chores are done, they sink into their easy chairs to watch TV sports, listen to radio stations playing new and traditional country, and read food and gardening magazines. Many subscribe to community newspapers, if only for the flyer inserts. During COVID-19, they are most looking forward to children being able to return to school.

How They Think

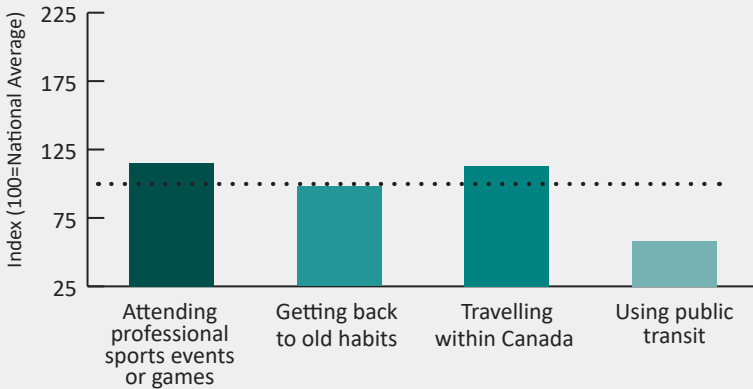
The members of Kick-Back Country appreciate values passed down through generations to help them organize their lives (*Personal Control*). They place great importance on their faith, insist that the father be the head of the house and think people must work hard if they want to get ahead (*Religiosity, Patriarchy, Work Ethic*). In their homogeneous communities, they worry that immigration threatens the purity of the country and believe newcomers should give up their cultural identities (*Xenophobia, Cultural Assimilation*). Many prefer the formal over the casual, dressing and behaving in a respectful manner (*Propriety*) and take an energetic, lively approach to life, feeling they have more energy than others (*Vitality*). With substantial nest eggs, they have lower *Financial Concern Regarding the Future*. This encourages them to enjoy the sheer act of buying things (*Joy of Consumption*) and select items for their aesthetics rather than their utility (*Importance of Aesthetics*). They prefer patronizing small businesses, which they believe are more fair and ethical than large corporations (*Confidence in Small Business*). Like other rural groups, they enjoy being close to the natural world (*Attraction to Nature*) as part of their healthy lifestyle (*Effort Toward Health*).

14. KICK-BACK COUNTRY

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

home shows
ATV/snowmobiling
rock concerts
dinner theatres



SHOPPING

Mark's
Home Depot
craft supply stores
Pet Valu



TRADITIONAL MEDIA

TV DIY programs
HGTV
today's country radio
Cottage Life



INTERNET

home improvement/décor sites
discount coupons on computer
place/respond to classified ads
vacation comparison sites



FOOD/DRINK

treat-size chocolate/candy bars
frozen peas, corn and
cut green beans
regular iced tea
take-out restaurants



FINANCIAL

home equity line of credit
mutual funds
financial planners
donate to educational groups



AUTOMOTIVE

compact SUVs
large light-duty pickup trucks
domestic brands
Ford



SOCIAL

Instagram
online chats
research home and garden by
social media
Pinterest



MOBILE

read e-books on tablet
web browsing on tablet
banking/finance apps
send pictures via mobile phone



HEALTH

visit a chiropractor



ATTITUDES

"To preserve peoples jobs in this country, we must accept higher degrees of pollution in the future"

"Life in the country is much more satisfying than life in the city"

"From time to time, I'd like to do things that are dangerous or forbidden, just for the sake of the risk and the sensation"

"I love to buy consumer goods beyond the basics that my household needs"



U4 URBAN DIVERSITY

F2 LARGE DIVERSE FAMILIES

Population:

881,261
(2.31% of Canada)

Households:

221,110
(1.47% of Canada)

Average Household Income
\$121,550

Average Household Net Worth:
\$665,063

House Tenure:
Own

Education:
University/High School

Occupation:
Blue Collar/
Service Sector

Cultural Diversity Index:
High

Sample Social Value:
Consumption
Evangelism

Who They Are

Reflecting Canada's increasing diversity, South Asian Enterprise is an urban crossroads where nearly 60 percent of the populace are immigrants and one third of the members identify as visible minorities from South Asia. The more affluent of two predominantly South Asian segments, South Asian Enterprise contains upper-middle-class families living in a mix of new singles, semis and duplexes in a handful of urban areas. More than 80 percent reside in the Greater Toronto Area; nearly half live in Brampton alone. Few segments have larger households: nearly 60 percent are home to four or more people. One in seven households is multi-family—an emerging demographic trend—with a significant presence of adult children. The first- and second-generation Canadians of South Asian Enterprise have parlayed mixed educations into well-paying blue-collar and service sector jobs. But their above-average household incomes may result from three or more wage-earners under one roof. Many residents maintain their South Asian culture at home, with over 40 percent speaking a non-official language. These families enjoy swimming, baseball and playing racquet sports, visiting theme parks and frequenting museums. Socially conservative, they support *Traditional Families* and reject alternative arrangements.

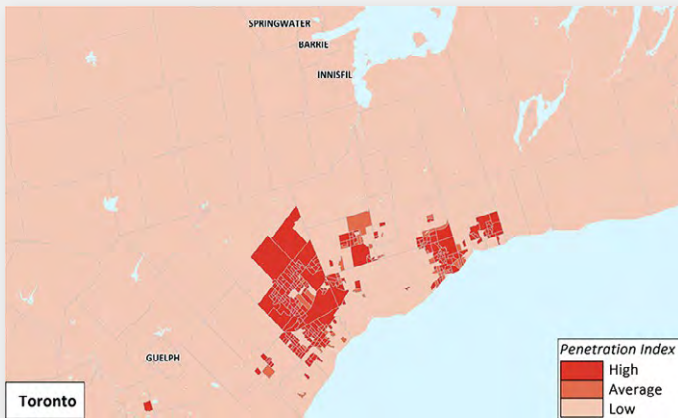
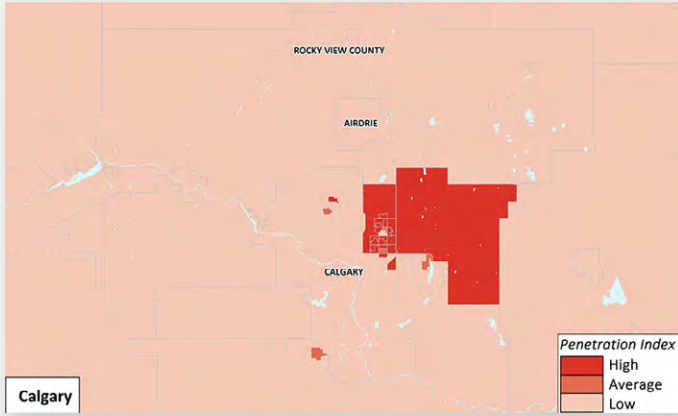
The members of South Asian Enterprise like to entertain at home and stock their kitchens with Ontario wine, regular tea and a wide variety of snacks. During summer vacations, they take their children to nearby attractions like the Royal Ontario Museum, Canada's Wonderland and Niagara Falls, but they also travel internationally to the U.S., U.K. and the Caribbean. With their teen and twenty-something children, they're a prime market for casual clothing chains such as the Gap, Zara and H&M. Still making their way in Canadian society, they have high rates for taking university and online courses to better their lives. The wide age range in these households produces a mixed media profile—high scores for reality shows and DIY programs on TV, and soft music and hip hop and rap on the radio. And in these energetic households, everyone seems to gather around the TV for sports: NBA basketball, European soccer and cricket. In South Asian Enterprise, the Internet is king among younger residents, and the mobile phone the preferred tech device. It's used for both entertainment and convenience—to search job listings, read magazines and pay bills. During COVID-19, these members watched streaming videos and live TV at significantly increased rates.

How They Think

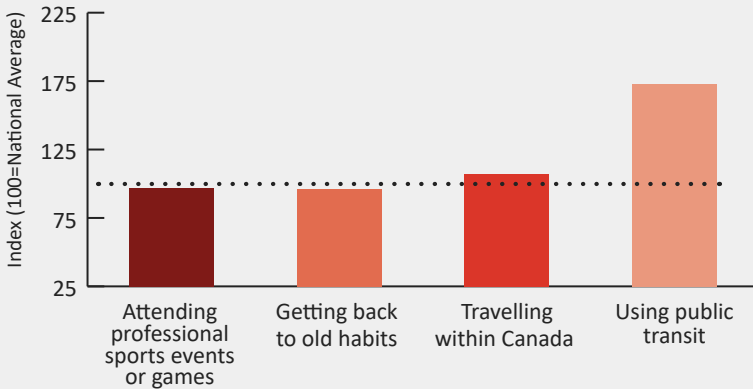
For the traditional members of South Asian Enterprise, making sacrifices for the family and belonging to an organized religion are the touchstones that guide their lives (*Primacy of the Family, Religiosity*). But they're also a passionate group who feel they have more energy and vigor than others (*Vitality*) and even nurture a *Penchant for Risk* to get what they want. Living in culturally diverse enclaves, they're drawn to large events where they can connect with others like themselves (*Attraction for Crowds*). They're eager to earn the respect of others and convey their social status through their good taste, refined manners and well-appointed home (*Need for Status Recognition, Status via Home*). With their tendency for *Ostentatious Consumption* and *Joy of Consumption*, they can be enthusiastic customers for the latest tech toy or luxury good, particularly if it reflects their individuality (*Pursuit of Originality*). But they also care about design when considering product purchases (*Importance of Aesthetics*), and they give weight to favourite brands with authentic stories (*Importance of Brand, Brand Genuineness*). Taking pride in being smart shoppers, they enjoy sharing their finds (*Consumption Evangelism*).

15. SOUTH ASIAN ENTERPRISE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

- tennis
- museums
- theme parks/waterparks/ water slides
- dancing/nightclubs



SHOPPING

- Old Navy
- Zara
- wearable devices
- Groupon



TRADITIONAL MEDIA

- E!
- Discover Channel
- Toronto Star
- multicultural radio



INTERNET

- auction sites
- music streaming
- career/job search sites
- long-form videos on tablet



FOOD/DRINK

- meat snacks
- regular iced tea
- grocery store take-out
- food courts



FINANCIAL

- online trading
- stocks/bonds
- guaranteed life insurance
- donate to environmental groups



AUTOMOTIVE

- Japanese brands
- imported compact SUVs
- 2017-2019 model years
- \$15,000-\$29,999 spent on vehicle



SOCIAL

- WhatsApp
- Twitter
- LinkedIn
- Instagram



MOBILE

- play video games on mobile phone
- listen to radio on mobile phone
- read magazines on tablet
- shopping on tablet



HEALTH

- use allergy eye drops

ATTITUDES

"To preserve jobs in this country, we must accept higher degrees of pollution in the future"

"It is important to me that people admire the things I own"

"My faith is really important to me"

"I want to get to the very top of my career"





U2 URBAN
OLDER

M1 OLDER FAMILIES
& EMPTY NESTS

Population:

736,121
(1.93% of Canada)

Households:

326,825
(2.17% of Canada)

**Average Household
Income**

\$120,453

**Average Household Net
Worth:**

\$840,981

House Tenure:

Own

Education:

University/College/
High School

Occupation:

White Collar/
Service Sector

Cultural Diversity Index:

Low

Sample Social Value:

Vitality

Who They Are

An aging lifestyle, Savvy Seniors is home to older singles, couples and divorced or widowed individuals found mostly in cities throughout Ontario, British Columbia and Alberta. Many of these seniors are financially comfortable: With a mix of high school, college and university educations, they enjoy upper-middle-incomes and homes valued at nearly a half-million dollars. Nearly 40 percent of the maintainers are over 65 years old, and they gravitate to easy-to-maintain high-rise apartment buildings, condos and row houses, typically built between 1980 and 2000. More than half of the households consist of third-plus-generation Canadians, and many are empty-nesters; any children at home are typically in their twenties. About 58 percent of the adults are still in the labour force, holding upper-level positions in the sciences, education, the arts and public administration. Still fit and active, these residents have the time and money for travel, golf and fitness activities. And they still believe in the value of *Community Involvement*, staying active in social issues and political campaigns.

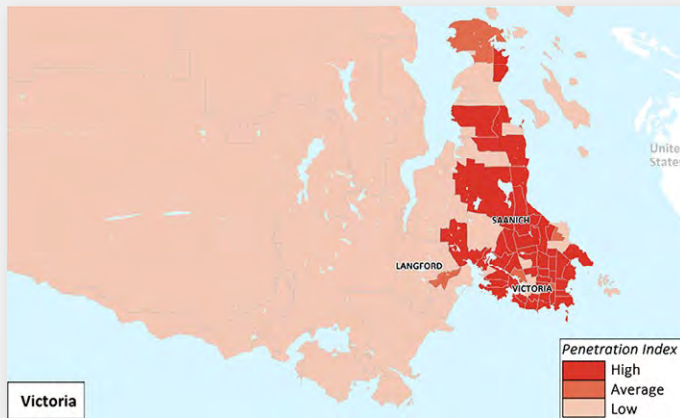
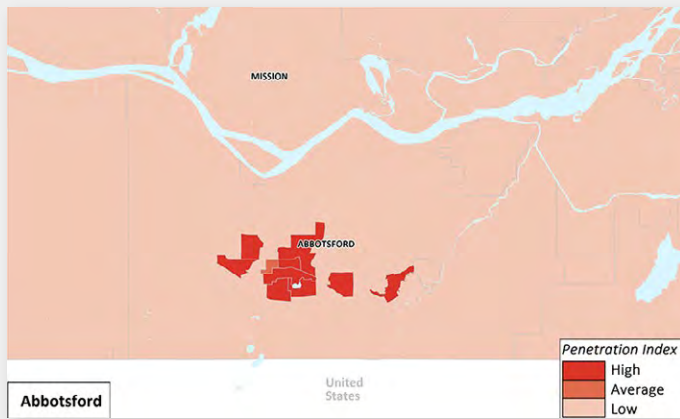
The older members of Savvy Seniors are busy enjoying the good life. Those retired spend their time golfing, sewing, knitting and making crafts. When not taking trips around Canada or Europe, they are undertaking DIY remodeling projects around their home. With a fondness for cultural activities, residents regularly go to art galleries, the opera, theatre and classical music concerts. Financially secure, they have high rates for using the Big Five banks, actively trade stocks online and seek out advice from financial planners and full-service brokers. But they're also big-hearted Canadians who never met a charity they didn't like; whether cultural, environmental religious, or hospital-related—all benefit from their largesse. These older Canadians enjoy traditional media, especially TV news, weather, history programs and sports like curling, figure skating and golf. They tune to golden oldies and classical music on the radio. And they subscribe to most major dailies and a number of mainstream magazines. Many are just becoming comfortable with the Internet and prefer to go online using their computer or tablet rather than a mobile phone. Top of their to do list for the post-COVID world is travelling within Canada.

How They Think

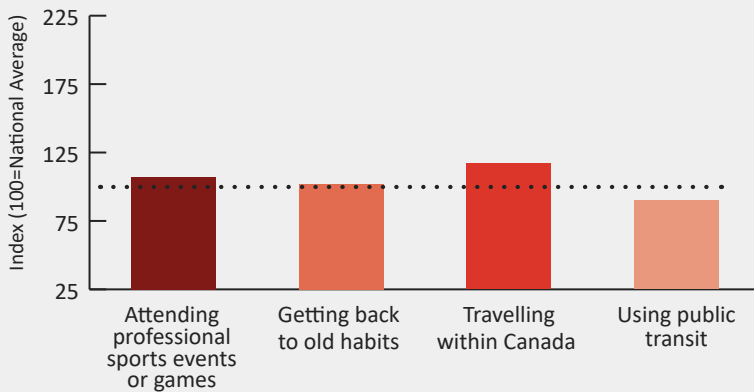
The members of Savvy Seniors are pleased with their country and their accomplishments. They believe Canada should play a strong role in the world (*National Pride*) and that the country offers opportunities for anyone to succeed if they try hard enough (*North American Dream*). Adopting a lively approach to life, many feel they still have more vigor and energy than other people (*Vitality*), and they're comfortable with a less prescribed way of life (*Rejection of Orderliness*). Although they've spent most of their lives in Canada, they still seek to learn from other cultures and incorporate their influences in their daily life (*Culture Sampling*). With their solid incomes, they are happy to pay premium prices for products and services of their interest, especially if those carry a well-known brand name and help them look good and dress in a respectful, appropriate manner (*Importance of Brand, Concern for Appearance, Propriety*). At this stage in their lives, Savvy Seniors have achieved a level of social standing within their community, though they still seek the respect of others by displaying their good taste and fine manners (*Need for Status Recognition*).

16. SAVVY SENIORS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

gardening
golf
cruises
active in social issues



SHOPPING

Hudson's Bay
Shoppers Drug Mart
Chapters/Indigo
natural health products retailers



TRADITIONAL MEDIA

CBC News
The Weather Network
oldies radio
Maclean's



INTERNET

click on Internet advertisements
real estate sites
access restaurant guides/reviews
travel arrangements online



FOOD/DRINK

rolled oats/oatmeal/hot cereal
condensed soup
prepared alcohol mix
high-quality restaurants



FINANCIAL

high-interest savings
financial planners
TFASAs
donate to Canadian charities



AUTOMOTIVE

intermediate imports
Toyota/Lexus
\$15,000-\$29,999 spent on vehicle
GPS/navigation systems



SOCIAL

WhatsApp
LinkedIn
comedy podcasts
blogs



MOBILE

e-book readers
fitness trackers
send/receive email on tablet
research products and services on tablet



HEALTH

take vitamin and mineral supplements

ATTITUDES

"I've often worked as a volunteer for a committee aimed at improving an aspect of life in my neighbourhood or municipality"

"It's very important to me that I watch and take care of my health"

"When I buy a product, the brand is very important to me"

"I have already taken steps to ensure that I have sufficient income for my retirement"





U4 URBAN DIVERSITY

F3 MIDDLE-AGE FAMILIES

Population:

256,143
(0.67% of Canada)

Households:

85,085
(0.57% of Canada)

Average Household Income

\$104,925

Average Household Net Worth:

\$1,015,204

House Tenure:

Own & Rent

Education:

Grade 9/High School/
University

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

High

Sample Social Value:

Ecological Fatalism

Who They Are

With almost 60 percent its residents foreign-born, Asian Avenues has changed little over the last few years. It remains a haven for middle-income Asian singles and families with teenage and older children who've been arriving from China, Hong Kong and the Philippines since the 1990s. Nearly 9 percent are Filipino immigrants, the highest concentration among all segments. Virtually all Asian Avenues households are located in Vancouver and Burnaby, typically living in singles, duplexes and low-rise apartments. Despite average incomes, they own homes valued at more than \$1.3 million, a result of their pricey local real estate market, which also contributes to the significant presence of renters. Reflecting the widespread living-at-home phenomenon, almost 30 percent of households include children over the age of 25—70 percent higher than national average. The adults have mixed educations, which translates to a range of white-collar and service sector jobs. With over 40 percent speaking a non-official language at home, these first- and second-generation Canadians inhabit a bi-cultural world, travelling often to their native country and other destinations throughout the world.

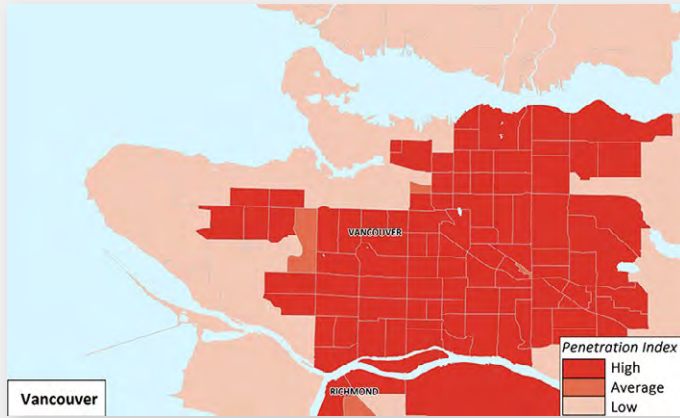
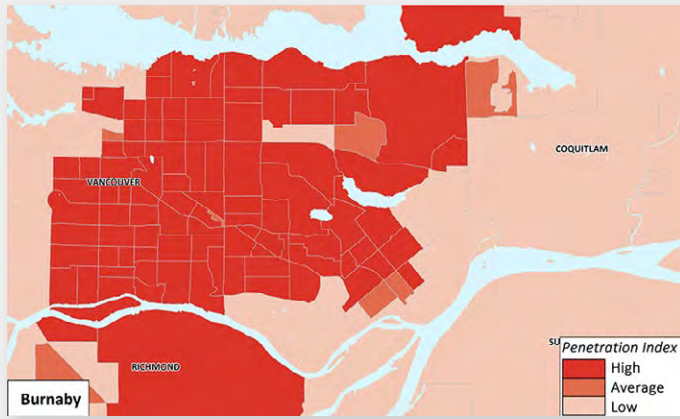
In Asian Avenues, residents never seem to slow down. They participate in the full range of sports—from tennis and basketball, to yoga and snowboarding. They enjoy nightlife with high rates for going to ballets and operas as well as nightclubs and casinos. These households are health conscious and enjoy jogging, taking Pilates classes, eating organic fruits and vegetables, and drinking herbal tea. But the focus for most families is their kids; they spend their weekends going to zoos, fairs and amusement parks, and visiting friends and relatives. Meanwhile, the segment's older children go to rock concerts and sports bars, and sometimes even stay home to blog, play games and check out dating sites using their mobile phones. Excited by advances in technology, Asian Avenues residents like to be the first to check out the latest apps, websites and smart devices—voice-activated speakers, watches and kitchen appliances. Light consumers of traditional media, they rely on their phones for their media fix, streaming music, watching videos, accessing restaurant reviews, reading e-books and downloading digital coupons. Always out and about, they notice advertising in airports, subways stations, malls and elevators. These ethnic families are looking forward to going to the gym post-COVID.

How They Think

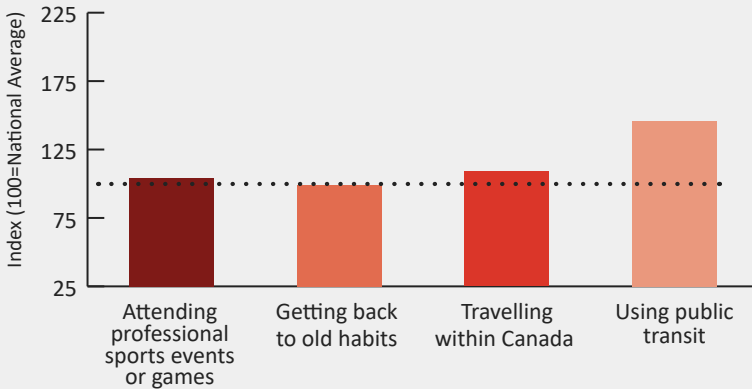
With many of its members new to this country, Asian Avenues feel disconnected with Canadian society and culture (*Anomie/Aimlessness*). They believe the father should be the head of the house and preserve the traditional definition of the nuclear family (*Patriarchy, Traditional Families*). With the daily challenges of work and family, some households are beginning to feel *Time Stress*, and one means of coping is to join large gatherings so they can connect with others (*Attraction for Crowds*). They experience considerable *Joy of Consumption* when shopping for something new, especially if it's the latest technology device or an item in their area of particular interest (*Pursuit of Novelty, Enthusiasm for Technology, Consumptivity*). Seeing themselves as influencers, these consumers enjoy sharing their opinions about their purchases with friends and family (*Consumption Evangelism*). Self-described green consumers, they typically consider the environmental impact of their purchases (*Ecological Lifestyle*) and trust brands offered by large companies (*Confidence in Big Business*), especially if they come with an authentic story (*Brand Genuineness*).

17. ASIAN AVENUES

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

yoga/Pilates
 gourmet cooking
 ballet/opera/symphony
 casinos



SHOPPING

Gap
 H&M
 Real Canadian Superstore
 smart home appliances



TRADITIONAL MEDIA

TV European major league soccer
 Much
 multicultural radio
 ELLE Canada



INTERNET

fashion magazines online
 investment sites
 click on Internet advertisements
 watch long-form videos online



FOOD/DRINK

organic fruits and vegetables
 sparkling fruit drink/juice
 tea stores
 steakhouses



FINANCIAL

term deposits
 RRSPs
 long-term care insurance
 mobile wallet



AUTOMOTIVE

luxury SUVs
 European brands
 \$50,000+ spent on vehicle
 2018 model year



SOCIAL

WeChat
 Reddit
 WhatsApp
 dating platforms



MOBILE

shopping on mobile phone
 music streaming on mobile phone
 read e-books on tablet
 watch free streaming videos on tablet



HEALTH

last visited health professional
 at walk-in clinic

ATTITUDES

"Getting married and having children is the only real definition of a family"

"I buy the latest high-tech gadgets before most people I know"

"It is very likely that, if a product is widely advertised, it will be a good product"

"I have difficulty trying to balance my work and family life"





F1 UPSCALE
URBAN
FRINGE

F2 LARGE
DIVERSE
FAMILIES

Population:

854,193
(2.24% of Canada)

Households:

277,197
(1.84% of Canada)

**Average Household
Income**

\$132,833

**Average Household Net
Worth:**

\$756,315

House Tenure:

Own

Education:

University/College/
High School

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

High

Sample Social Value:

Financial Security

Who They Are

The middle-aged families of Multicultural Corners create an exceptionally diverse portrait. More than a third of households contain foreign-born residents—from the Caribbean, Central America, Europe and Asia—though no one culture dominates. About a fifth of the population speak a non-official language and more than 40 percent identify as visible minorities—including black, Latin American, Arabic and South Asian. Having immigrated to Canada before 2000, these first and second generation Canadians have moved beyond gateway communities to the urban fringe areas of cities like Toronto, Calgary, Ottawa and Edmonton. They've turned their moderate educations into upper-middle-class incomes earned from service sector and white-collar jobs. They typically own single-detached and row houses suitable for their relatively large families with older children; more than a third of households contain four or more people. In these neighbourhoods where one of the stronger values is *Financial Security*, residents have been more mindful of their spending due to the economic uncertainty caused by COVID-19. With that said, in normal times they enjoy travelling and tend to stay at all-inclusive resorts and book cultural trips and eco-tours.

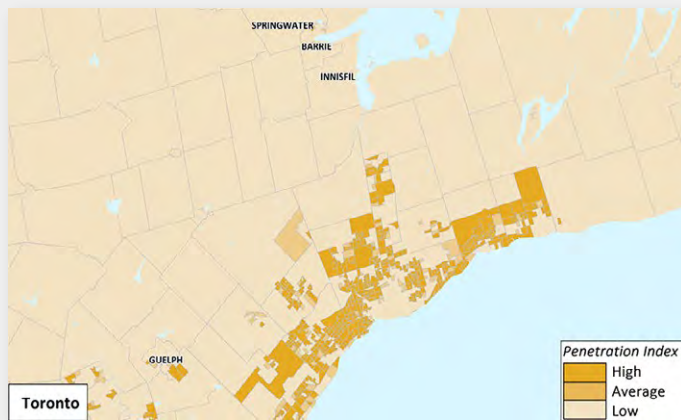
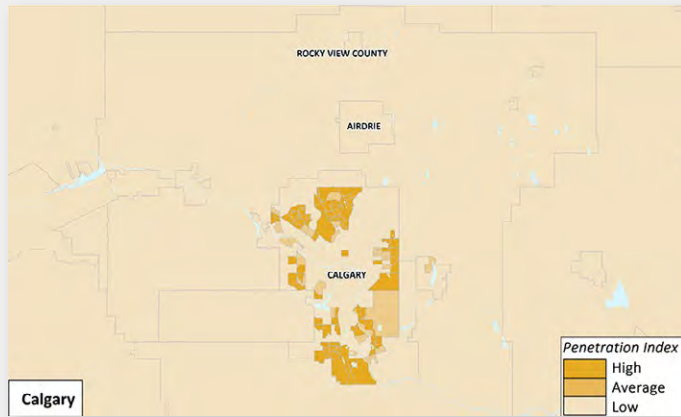
The multi-generational households of Multicultural Corners do many activities as a family. They engage in a lot of aerobic sports—swimming, skiing and tennis—as well as team sports like baseball, basketball and soccer. Finding much enjoyment in maintaining an active lifestyle, this cohort is particularly looking forward to hitting the gym and spending time outdoors post-COVID. Many residents value *Rejection of Authority*—telling researchers, “young people should be taught to question authority”. With their six-figure incomes, Multicultural Corners households have already achieved a level of upper-middle-class comfort. They're big purchasers of youth-oriented goods like toys, games, books and fast fashion from stores such as H&M, Old Navy, the Disney Store and Mastermind. These families like to go out and are a prime market for casual restaurants like Jack Astor's, Montana's and The Keg. As media consumers, Multicultural Corners residents increasingly look to the Internet, often downloading music, streaming TV, accessing news sites and reading restaurant reviews. Mobile phones are their digital platform of choice, and they're receptive to texted marketing messages. They also respond to out-of-home advertising placed in movie theatres, commuter trains, public washrooms and elevators.

How They Think

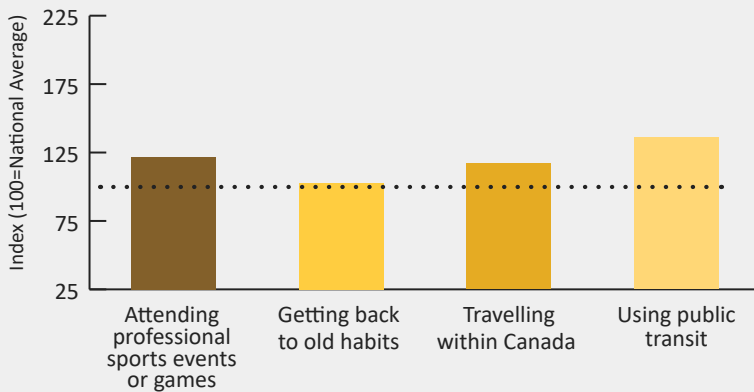
Having moved to Canada for a better life, the immigrant families of Multicultural Corners are striving to improve their lives and willing to defer pleasure to realize that goal (*Work Ethic*). These hard-working households put family first and are conservative in their views towards family structure (*American Dream, Traditional Families*). But they're also willing to set aside traditional moral codes in favour of more informal conventions; they accept that it's not always necessary to play by the rules or obey authority figures (*Rejection of Orderliness, Rejection of Authority*). As active members of their local religious community (*Religiosity*), they like to connect with smaller, close-knit groups in an authentic and sincere manner (*Personal Expression*). But many feel overwhelmed from juggling work and the needs of their large families, causing their *Need for Escape* from everyday responsibilities. As consumers, Multicultural Corners residents enjoy advertising for its aesthetics and look for brands that offer stimulating experiences (*Advertising as a Stimulus*). As a whole, these households have embraced the lives they have chosen and feel they deserve the rewards they enjoy (*Just Deserts*).

18. MULTICULTURAL CORNERS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

aerobics
baseball
amusement parks
pro basketball games



SHOPPING

Mark's
Winners
Shoppers Drug Mart
Mastermind



TRADITIONAL MEDIA

NBA regular season on TV
Food Network
modern rock radio
health/fitness magazines



INTERNET

travel sites
purchase concert tickets online
career/job search online
watch a subscription-based video service



FOOD/DRINK

tortilla wraps
ginger ale
Mexican/burrito-style restaurants
Pizza Pizza



FINANCIAL

gas station quick pay card
mutual funds
term life insurance
donate to hospital foundations



AUTOMOTIVE

imported compact SUVs
three vehicles
Costco automotive products
2019 model year



SOCIAL

LinkedIn
Snapchat
Twitter
Instagram



MOBILE

watch movies on mobile phone
read e-books on mobile phone
listen to radio/podcast on tablet
compare products/prices on mobile phone



HEALTH

use massage therapy services

ATTITUDES

"An extramarital affair from time to time is not that serious"

"Protecting the environment is something that is important to me"

"Financial security is very important to me"

"I believe that young people should be taught to question authority"



S3 UPPER-MIDDLE
SUBURBIA

F3 MIDDLE-AGE
FAMILIES

Population:

1,036,868
(2.72% of Canada)

Households:

338,631
(2.25% of Canada)

**Average Household
Income**

\$145,442

**Average Household Net
Worth:**

\$627,552

House Tenure:

Own

Education:

College/High School

Occupation:

Mixed

Cultural Diversity Index:

Low

Sample Social Value:

Need for Escape

Who They Are

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and utilities. Thanks to dual-income households, their upscale incomes allow them to purchase single-detached houses valued at nearly \$450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment, as well as trailers and boats. Family Mode members make an *Effort Toward Health*, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating.

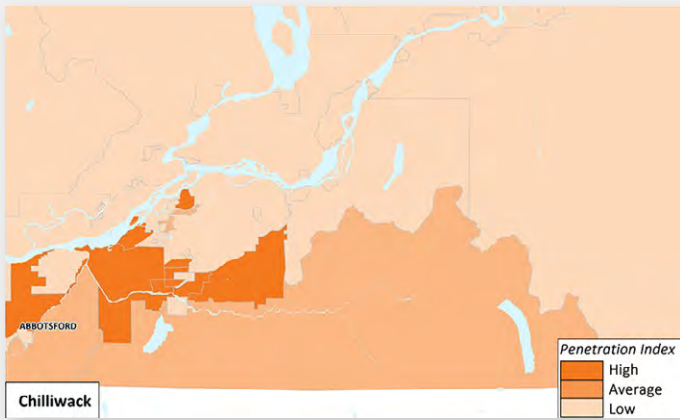
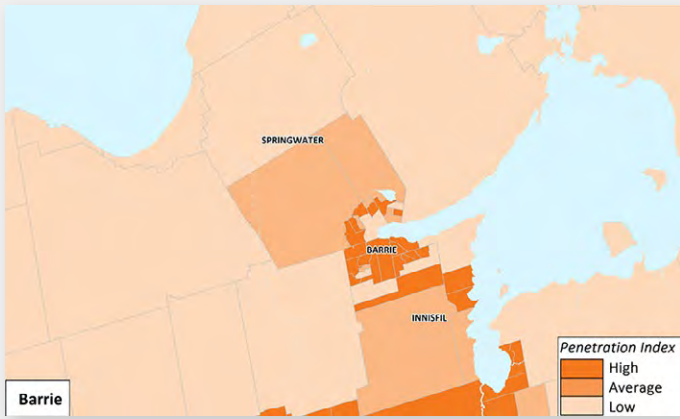
The members of Family Mode straddle two worlds: close enough to downtown for their work but far enough away to enjoy outdoorsy activities. These families like golfing, gardening, camping and power boating. Many residents belong to sports teams and spend their weekends playing basketball, baseball and volleyball. Their idea of a vacation is to pack up the RV or camper and hit the road to one of Canada's parks, relax at a beach or ski resort, or take a cruise. The adults are both financially savvy and philanthropic, supporting various charitable organizations. Many appear too busy for a lot of media. They're only average consumers of traditional media, enjoying the HGTV and E! channels on TV, new and traditional country music on the radio, and magazines like *Today's Parent* and *Style at Home*. Digital media for them is all about shopping, especially for books, groceries, travel deals and theatre tickets. A tough market for advertisers, Family Mode residents have modest rates for responding to direct mail, and they barely notice out-of-home messages or digital screens except on their commutes. These families are most looking forward to being able to attend professional sporting events post-COVID.

How They Think

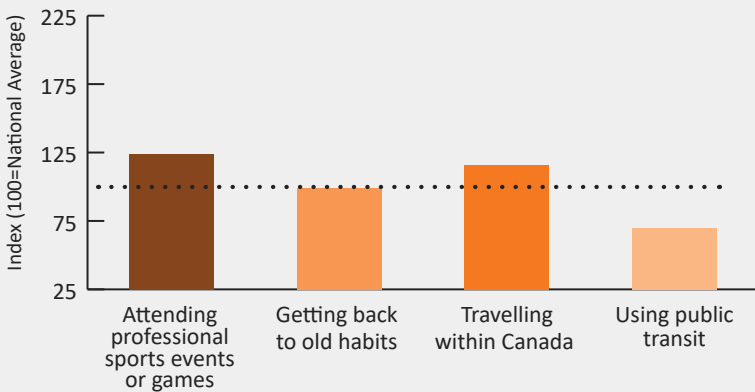
Family Mode residents have worked hard to achieve their upscale status, and they're sticking with the straightforward principles that got them there. They're content to live with a certain amount of chaos in their lives, however, they believe that it is important to regularly get away from those responsibilities and burdens (*Rejection of Order*). These mostly third-generation Canadians are open to diversity, even within their own families, and think that interacting with people from different backgrounds enriches their lives (*Racial Fusion*). They're more likely to define families based on the emotional commitment between people rather than any legal formalities (*Flexible Families*). Many have a strong sense of *National Pride*, believing it to be important that Canada holds a strong position in the world, while putting their obligations to their country ahead of their personal interests. They are also striving to leave a Legacy behind for future generations. They often feel overwhelmed by the stresses of daily life (*Need for Escape*). Strong on *Technology Anxiety*, this segment believes that new technologies are causing more problems than they are solving.

19. FAMILY MODE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

- swimming
- baseball
- amusement parks
- travel by RV/camper



SHOPPING

- Winners
- Old Navy
- Mastermind
- Home Depot



TRADITIONAL MEDIA

- Family Channel
- top 40 radio
- The Hockey News
- Today's Parent



INTERNET

- listen to Internet-only music service online
- discount coupons on computer
- research pets online
- purchase theatre tickets online



FOOD/DRINK

- tortilla wraps
- granola bars
- Pizza Hut
- casual family restaurants



FINANCIAL

- mutual funds
- RESPs
- group life insurance
- spent \$5,000+/month on credit cards



AUTOMOTIVE

- intermediate SUVs
- Ford/Lincoln
- \$30,000-\$49,999 spent on vehicle
- 2013-2015 model years



SOCIAL

- Pinterest
- LinkedIn
- Twitter
- Reddit



MOBILE

- research products or services on mobile phone
- access guides/reviews on tablet
- watch subscription-based video service on tablet
- read magazines on mobile phone



HEALTH

- used topical pain relief 3-5 times in past month

ATTITUDES

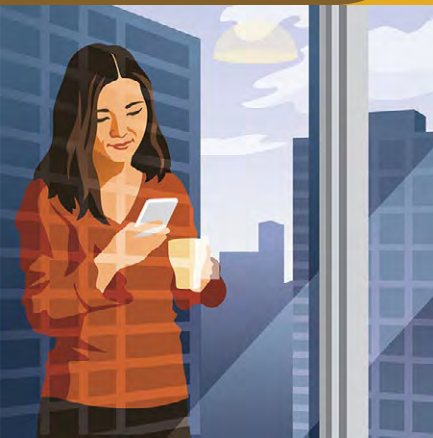
"Violence is a part of life. It's no big deal"

"How my personal information is stored by companies and the government is not very important to me"

"It is important that the country should hold a strong position in the world"

"I prefer people who act like everybody else, without trying to stand out"





F2 DIVERSE
URBAN
FRINGE

Y2 YOUNGER
SINGLES
& COUPLES

Population:

404,136
(1.06% of Canada)

Households:

201,010
(1.34% of Canada)

**Average Household
Income**
\$84,831

**Average Household Net
Worth:**
\$514,388

House Tenure:
Own & Rent

Education:
University

Occupation:
White Collar/
Service Sector

Cultural Diversity Index:
High

Sample Social Value:
Status via Home

Who They Are

One of four predominantly Asian segments, New Asian Heights reflects the emergence of younger, educated singles and couples living in new high-rise buildings in the urban fringe of Toronto and Vancouver. Nearly three-quarters are foreign-born, most having immigrated since 1990. Almost 40 percent speak a non-official language, with high rates for Mandarin and Cantonese. Still early in their careers, these young adults earn relatively modest salaries from jobs in the sciences, arts and culture, and information and technology. But their parents may be helping with their steep housing costs; the average dwelling value is nearly \$500,000. The increasing popularity of condo living among younger Canadians is evident in New Asian Heights, where nearly 90 percent of households are condo owners or renters. And with relatively few raising children, residents here have enough disposable income to enjoy a lively lifestyle close to downtown amenities. These fitness-conscious households score high for practicing yoga, jogging and working out at a health club. Many also lead busy online lives, logging on to websites for dating, finding jobs and connecting with friends. With their openness to diverse cultures, they respond to marketing messages that support *Multiculturalism*.

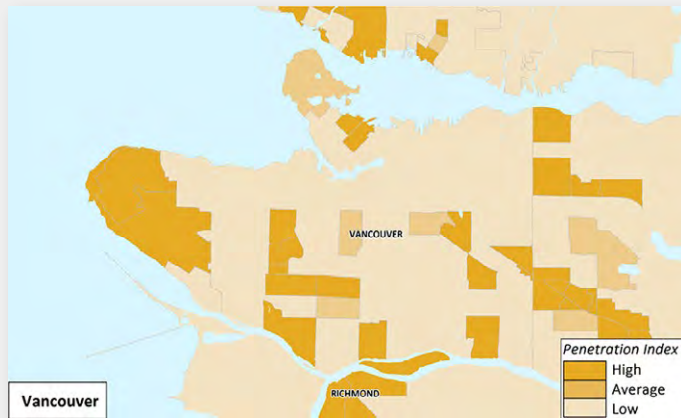
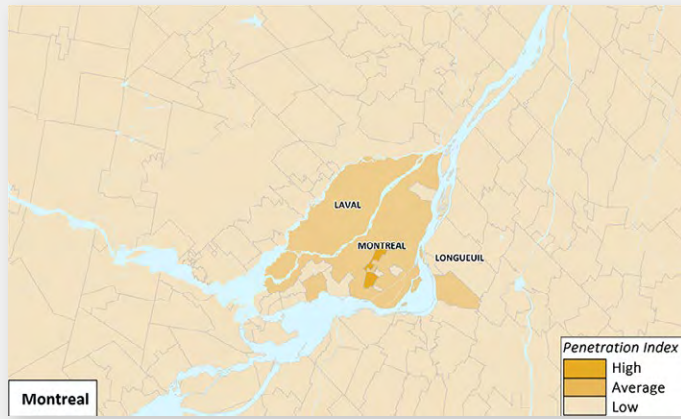
New Asian Heights members enjoy city life, going out to pubs and sports bars, meeting friends at Japanese and Indian restaurants, and attending live music performances—from opera and jazz to rock and country. They like to shop at Zara and splurge on pricey tickets to professional sporting events. Top activities this cohort is looking most forward to doing after the end of COVID-19 is shopping in-store and getting back to the gym. Their modest incomes have not stopped them from travelling to Asia, Europe and the U.S.; on their last vacation, they spent at least \$2,000. Their spendthrift ways leave relatively little for investments and building a nest egg. Typical of younger immigrant segments, New Asian Heights members turn to their mobile phones for most of their media. They access sites to stream music, read e-books, watch TV and read magazines. And few segments are as comfortable using their phones as instruments of e-commerce to acquire clothes, computer gear, books and tickets to plays and movies. With their active lifestyles, these Canadians are responsive to many out-of-home advertising channels—from posters in buses, transit shelters and subways to screens in malls, retail stores and elevators.

How They Think

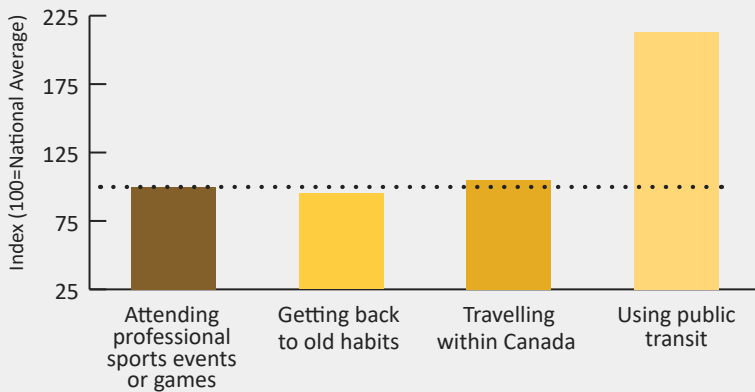
New Asian Heights residents thrive in their fast-paced urban environment (*Adaptability to Complexity*) and feel that one's home is an extension of their image, thus equip their homes in a way that will impress others (*Status via Home*). Socially progressive, they're open-minded about romantic relationships (*Sexual Permissiveness*) and believe that young people should be given the same freedom as adults. Many in this group believe it is important to try new products, vacation spots and foods just for the pleasure of the novelty, and their *Attraction for Crowds* helps them make connections with others while taking part in these new experiences. Having recently established themselves in Canada, the young adults of New Asian Heights like to show off their home and buy products that express their social standing (*Need for Status Recognition*). Their desire to impress others through their purchases can be encouraged with attractive marketing campaigns (*Ostentatious Consumption, Advertising as Stimulus*). These young and hip consumers are ever in *Pursuit of Novelty*, seeking out what's new and what's hot, and they like to apprise others of their favourite products and services (*Consumption Evangelism*). They prefer large, established companies that offer well-known brands (*Skepticism Toward Small Business, Importance of Brand*).

20. NEW ASIAN HEIGHTS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

gourmet cooking
 jogging
 rock concerts
 film festivals



SHOPPING

Banana Republic
 Hudson's Bay
 Lululemon
 Apple (retail store)



TRADITIONAL MEDIA

TV late night talk shows
 MTV Canada
 jazz radio
 tech/science magazines



INTERNET

career/job search sites
 beauty/fashion sites
 music streaming
 online dating



FOOD/DRINK

organic fruits and vegetables
 craft beer
 coffee/donut shops
 Asian restaurants



FINANCIAL

stocks
 investments through bank
 condo home insurance
 TD Canada Trust



AUTOMOTIVE

imported compact SUVs
 imported trucks
 Mazda
 listen to podcast in vehicle



SOCIAL

WhatsApp
 Instagram
 LinkedIn
 Reddit



MOBILE

read newspapers on mobile phone
 watch TV on mobile phone
 click on an Internet ad on mobile phone
 compare products on tablet



HEALTH

use store-bought orthotic insoles

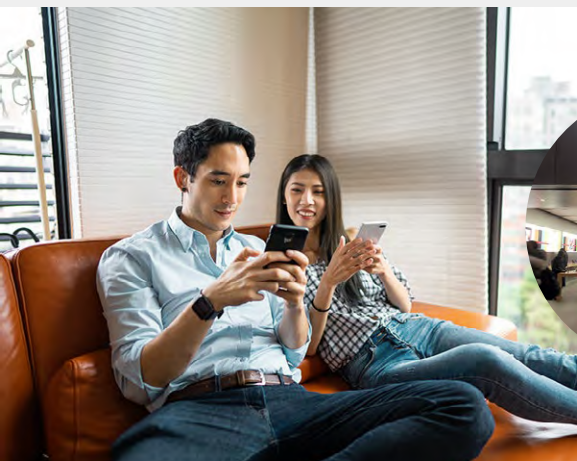
ATTITUDES

"How my personal information is stored by companies and the government is not very important to me"

"It is important to me that people admire the things I own"

"Violence is a part of life. It's no big deal"

"It is acceptable to use physical force to get something you really want"





S6 OLDER
SUBURBAN

M2 MATURE
SINGLES
& COUPLES

Population:

509,174
(1.34% of Canada)

Households:

220,911
(1.47% of Canada)

Average Household Income

\$109,329

Average Household Net Worth:

\$824,732

House Tenure:

Own

Education:

College/High School

Occupation:

Mixed

Cultural Diversity Index:

Low

Sample Social Value:

Duty

Who They Are

Scenic Retirement exemplifies one of Canada's dominant demographic trends: the aging population. Many of this segment's residents live in retirement communities like Niagara-on-the-Lake, Duncan and Parksville. With more than two-thirds of household maintainers over 55 years old, the segment features mature married couples and singles living in the suburban neighbourhoods of smaller cities popular with seniors. Nearly one in ten households contains a widowed individual. Most members live in midscale, single-detached houses—the average dwelling value is \$450,000—but one-quarter own a condo. Though only half are still in the labour force, average household incomes here are more than \$100,000, earned from a variety of blue-collar and service sector jobs as well as pensions and government transfers. These financially comfortable households pursue leisure-intensive lifestyles. They stay physically active by playing golf, fitness walking and gardening. They like to keep up with trends by attending exhibitions covering RVs, crafts and homes. These third-plus generation Canadians are mindful of the future and want to leave a *Legacy*, whether for their families or society.

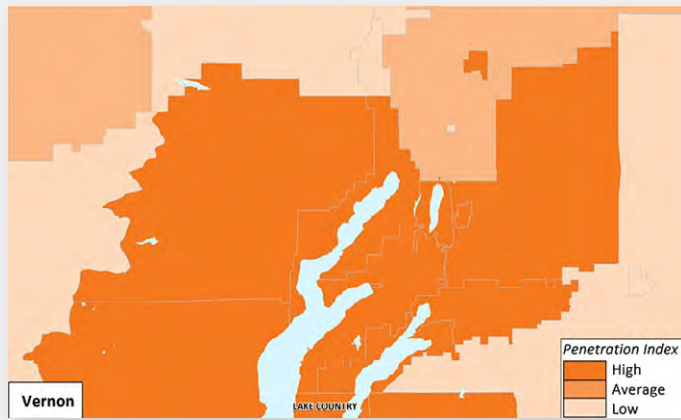
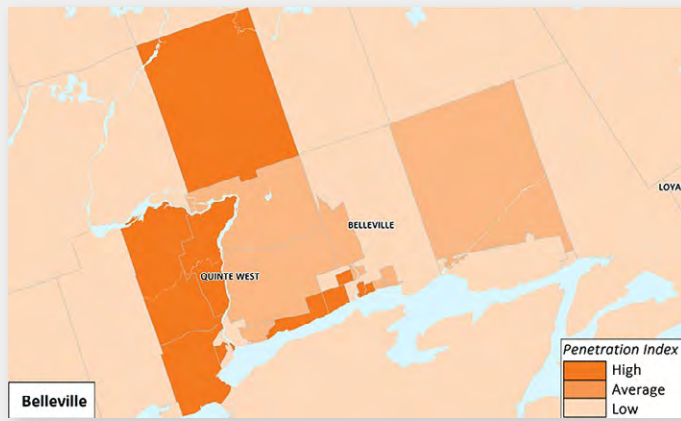
With virtually all members of Scenic Retirement born well before the advent of the Internet, this segment is a bastion of traditional media. Residents like to watch TV news and sports—particularly curling, CFL football and golf—along with programming on MSNBC US, The Comedy Network and Animal Planet. They're big fans of radio, listening to oldies and country music while they engage in home-based hobby crafts. They're mixed on print media however, scoring high for hours spent reading magazines and community newspapers. Admitting *Technological Anxiety*, they're late adopters of mobile phones and tablets for accessing digital media, though they like buying books, browsing Pinterest and making travel arrangements online. Many Scenic Retirement residents understandably prefer the real world over the virtual one: they live close enough to the country to go hunting, boating and camping, and they enjoy travelling to the U.K., the Caribbean and Central and South America. Given the current state of the world, this cohort is most looking forward to travelling within Canada post-COVID. A night out means a trip to a casino, community theatre or live music venue for country, jazz or classical performances. Their idea of a social network is volunteering to help others in their communities, not posting "likes."

How They Think

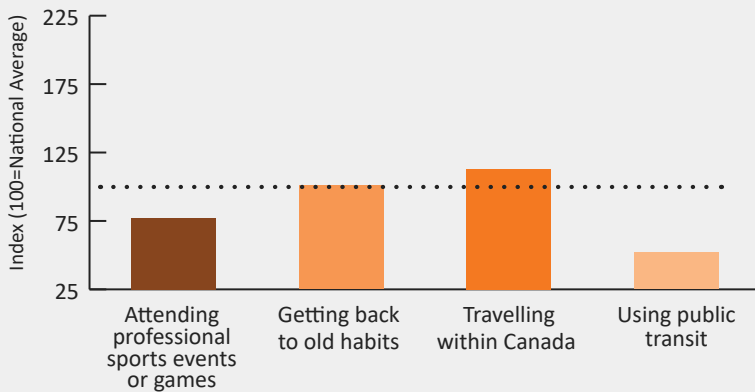
The members of Scenic Retirement may be getting on in years, but that hasn't diminished their interest in their local neighbourhood and city (*Community Involvement*). They are proud of Canada's position in the world and its wealth of opportunities (*National Pride*). These Canadians believe that society has a responsibility to prioritize protecting the environment over economic advancements that could threaten the environment (*Primacy of Environmental Protection*). Additionally, they maintain it's their *Duty* to care for others before themselves and think everyone should play by the rules (*Obedience to Authority*). Guided less by their emotions and feelings than by reason and logic (*Emotional Control*), they find fulfilment through investing in their professional lives and feeling that their work has social value (*Fulfilment Through Work*). This segment tends to base their purchase decisions on utilitarian rather than aesthetic considerations (*Utilitarian Consumerism*), and this behaviour is also reflected in their willingness to base consumer decisions on the perceived ethics of a company and being good corporate citizens (*Ethical Consumerism*). In the marketplace, these consumers are a tough sell for popular brands, given their expressed *Brand Apathy*, low to nonexistent *Joy of Consumption* and insistence on researching products before committing to them (*Discriminating Consumerism*). When they do spend their money, they prefer patronizing small businesses, which they consider more ethical than large corporations (*Confidence in Small Business*).

21. SCENIC RETIREMENT

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

- golf
- art galleries
- community theatres
- national or provincial parks



SHOPPING

- Hudson's Bay
- Northern Reflections
- Lee Valley Tools
- home health care stores



TRADITIONAL MEDIA

- TV curling
- CBC News
- new country radio
- community newspapers



INTERNET

- investment sites
- news sites
- shop home and garden products online
- travel arrangements online



FOOD/DRINK

- yogurt with probiotic culture
- rye/Canadian whisky
- Dairy Queen
- seafood restaurants



FINANCIAL

- GICs
- mutual funds
- senior services bank plans
- RRIFs



AUTOMOTIVE

- pickup trucks
- domestic brands
- three or more vehicles
- 1990-1999 model years



SOCIAL

- Pinterest
- less than 1 hour/day on social media
- access social media through tablet
- 0-49 friends in all social media networks



MOBILE

- fitness trackers
- e-book readers
- listen to radio or podcast on tablet
- email on tablet



HEALTH

- use a hearing aid

ATTITUDES

"Life in the country is more satisfying than life in the city"

"I would prefer to do work that is exciting but does not pay very well"

"I prefer people who, whatever happens, do their duty"

"How my personal information is used by companies and the government is not very important to me"





U3 YOUNG
URBAN
CORE

Y2 YOUNGER
SINGLES
& COUPLES

Population:

484,529

(1.27% of Canada)

Households:

203,562

(1.35% of Canada)

**Average Household
Income**

\$114,359

**Average Household Net
Worth:**

\$611,752

House Tenure:

Own and Rent

Education:

University

Occupation:

White Collar/
Service Sector

Cultural Diversity Index:

Low

Sample Social Value:

Effort Toward Health

Who They Are

Indieville is a classic urban hodgepodge: a mix of younger and middle-aged maintainers, singles and couples, and first- and second-generation Canadians. Drawn to the vibrant, urban core of the nation's big cities, a significant portion of these residents live in Toronto and nearly half are single, divorced or separated. This is a smart group: nearly 40 percent are university educated and members are twice as likely as average Canadians to hold master's degrees. But their average incomes—mostly from white-collar and service sector jobs in the arts, education and science—indicate that they're on the lower rungs of the career ladder. Half of all households are headed by maintainers under 45 years old, and residents typically live in older, low-rise apartments, duplexes and semi-detached dwellings. For many, Indieville is just the latest stop on an upwardly mobile journey; nearly 45 percent have moved in the last five years. Residents have a penchant for the latest technology and enjoy shopping online for books, music, fashion and groceries, all of which is not surprising given their age, education and high scores of *Ostentatious Consumption*.

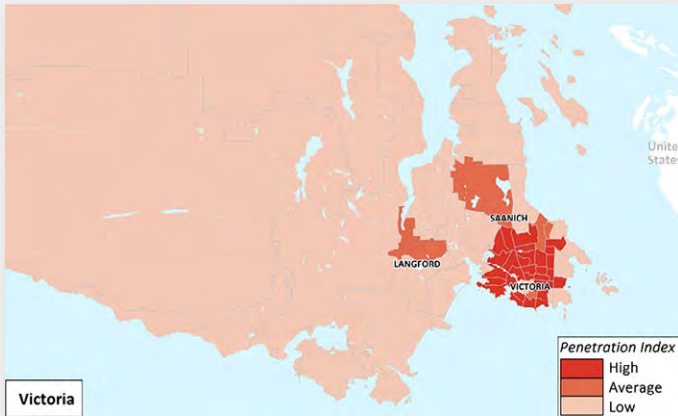
Because so many have yet to start families, Indieville residents can devote their discretionary income to active social lives. They have high rates for going to nightclubs, sports bars, pop concerts and art galleries. Post-COVID this cohort is most looking forward to utilizing public transit and hitting the gym—as health and wellness are a priority. They stay fit through swimming, yoga and Pilates classes. A group that likes affordable designer labels, they shop at stores like Banana Republic, Roots, the Gap and Lululemon Athletica. But Indieville members aren't simply acquisitive materialists, they score high for the value of *Personal Control* and strive to organize the direction of their future, even when it feels like there are forces beyond their control preventing it. As traditional media consumers, their tastes are wide-ranging. They enjoy a steady diet of TV news, sci-fi, reality and comedy shows; their radios are tuned to music stations, be it modern rock, urban hip hop, jazz or classical. They like reading newspapers, especially the tech section. However, these Canadians are joined at the hip to their mobile phones, getting their media fix from the Internet while staying in touch with friends through social network sites and searching for good deals. Immersed in urban life, they're a strong market for advertising placed in buses, taxis, subway stations and bus stops.

How They Think

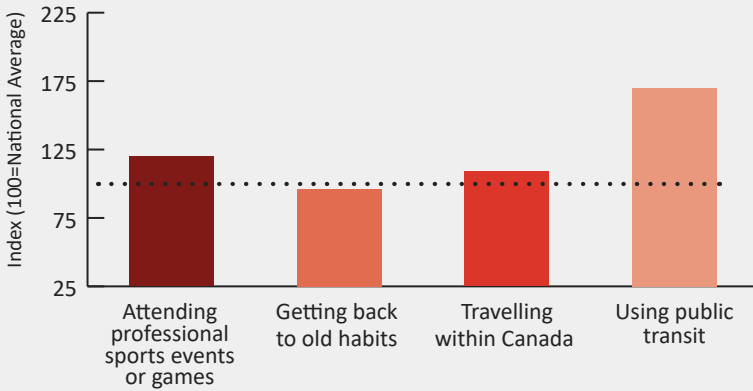
The members of Indieville hold a socially progressive view of the world and family (*Flexible Families*), and they're less inclined to conform to society's rules (*Rejection of Authority*). Self-described citizens of the world, they believe that youth should be treated the same as adults (*Global Consciousness, Equal Relationship with Youth*). With over a quarter of members foreign-born, they support diverse groups in celebrating their unique traditions and seek to learn from other cultures (*Culture Sampling*). Many prefer their occasionally chaotic, unruly city life over a more circumscribed existence, believing they are capable of imposing order in their lives when necessary (*Personal Control*). Their *Ecological Concern* leads them to adopt a greener *Ecological Lifestyle* and place greater emphasis on making healthy choices (*Effort Toward Health*). As consumers, this group scores high for *Personal Creativity*, as they seek activities and products that help them incorporate their imagination daily at work, home and play. They also enjoy buying items that are of particular interest (*Need for Status Recognition*), especially if they're well-designed, brand-name products from ethical companies (*Importance of Aesthetics, Ethical Consumerism*).

22. INDIEVILLE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

art galleries
comedy films
nightclubs/bars
volunteer work



SHOPPING

Lululemon Athletica
Hudson's Bay
Mountain Equipment Co-Op
book store rewards programs



TRADITIONAL MEDIA

CP24
modern rock radio
Maclean's
alternative news magazines



INTERNET

career/job search sites
entertainment sites
music streaming on computer
purchase movie tickets online



FOOD/DRINK

nuts
protein drinks
coffee shops
ethnic restaurants



FINANCIAL

mobile banking apps
mutual funds
online trading
RBC



AUTOMOTIVE

subcompacts
Korean brands
one vehicle
PartSource



SOCIAL

Twitter
LinkedIn
Reddit
dating platforms



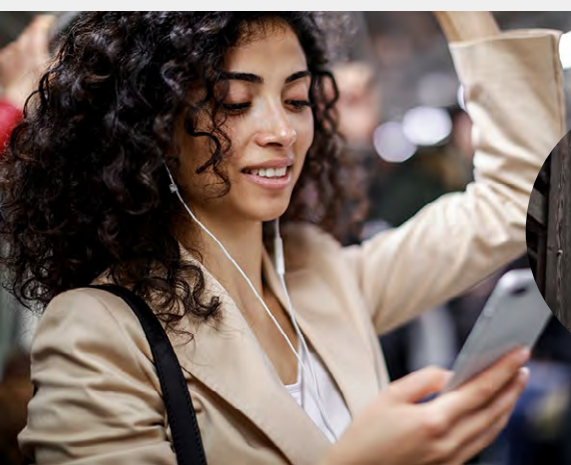
MOBILE

mobile video apps
listen to music on mobile phone
use camera on mobile phone
watch movies on tablet



HEALTH

consulted a dental professional 4-5 times in past year



ATTITUDES

"How my personal information is stored by companies and the government is not very important to me"

"It is important to me that people admire the things I own"

"From time to time I'd like to do things that are dangerous or forbidden, just for the sake of the risk and the sensation"

"I like trying to take advantage of the unforeseen, of opportunities that present themselves"



U2 URBAN
OLDER

M1 OLDER FAMILIES
& EMPTY NESTS

Population:

843,045

(2.21% of Canada)

Households:

307,379

(2.04% of Canada)

**Average Household
Income**

\$115,193

**Average Household Net
Worth:**

\$612,864

House Tenure:

Own

Education:

College/High School

Occupation:

Mixed

Cultural Diversity Index:

Low

Sample Social Value:

Legacy

Who They Are

Mid-City Mellow epitomizes a traditional view of the Canadian Dream: owning a home in an attractive setting while building a comfortable nest egg. In this segment, nearly 90 percent of members own single-detached houses, which typically were built between 1960 and 1990. These older and mature households enjoy upper-middle incomes and well-established neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Mid-City Mellow is a mixed group, a collection of both older couples and middle-aged families raising older children. Few segments have a lower five-year mobility rate. Most households contain third-plus-generation Canadians, though there's an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, Portuguese, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of white collar, blue collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy sporting events such as horse racing, hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours as they believe that other cultures have a great deal to teach us (*Culture Sampling*).

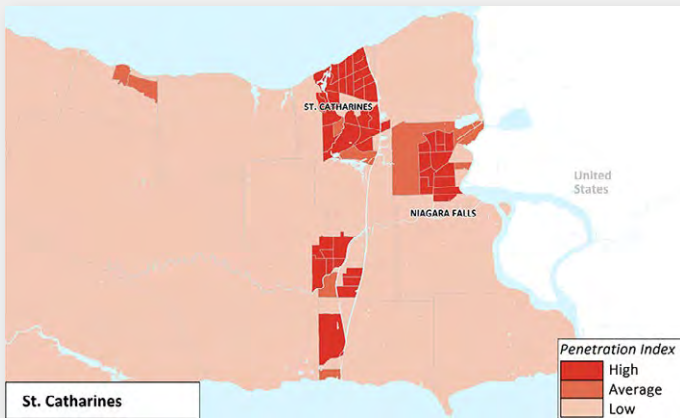
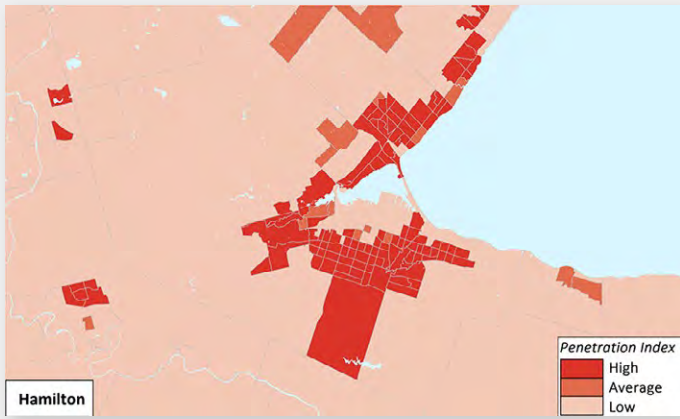
The upper-middle-class members of Mid-City Mellow inhabit a land of pleasant living. Their older homes are graced with well-tended gardens, hot tubs and driveways crowded with midsize cars and SUVs, boats and campers. They have high rates for attending the theatre and concerts featuring rock and country music, and this cohort's families with children explains the popularity of pets, pro hockey and football, as well as casual restaurants like Kelsey's, Swiss Chalet and The Keg. Planning for the future, these adults have invested in a variety of assets and contributed a healthy portion to their RRSP retirement funds. Media traditionalists, they like reading newspapers in print—the editorials and classifieds in particular—and watching all manner of TV sports, especially Major League Baseball, the CFL, pro golf and NASCAR auto racing. As a segment who enjoy their personal leisure time, this cohort is looking forward to driving more post-COVID. They listen to radio mostly during their commutes to work, preferring stations that play oldies, classic rock and new country music. But they're only average Internet users, going online mostly for utilitarian purposes: banking, researching recipes and staying current with their favourite sports teams. They still respond to direct mail, particularly coupon booklets, catalogues and newsletters.

How They Think

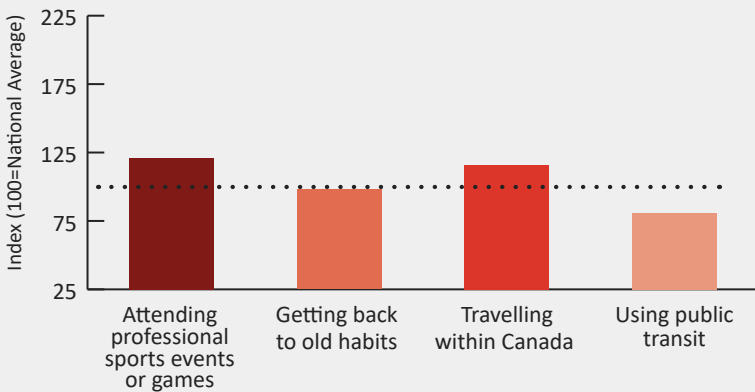
The members of Mid-City Mellow are eager to preserve their *Legacy*—this could be done through a financial, moral, spiritual, or cultural nature. Living in multicultural cities, they've come to appreciate the virtues of other cultures too (*Cultural Sampling*). Their outlook is open-minded, willing to question the status quo (*Rejection of Authority*) and passionate about improving their communities and the lives of those less fortunate (*Community Involvement*). Comfortable with the uncertainties of modern life (*Rejection of Order*), they firmly believe in their ability to effect change and that ultimately people get what they deserve (*Personal Control*). Their decision-making tends to be guided by ecological concerns, with many willing to make economic sacrifices to protect the environment (*Ecological Concern*). When the daily grind gets to be too much, many take a break from overscheduling by booking a casino stay or cruise (*Time Stress*). These upper-middle-class households feel financially comfortable and have an enthusiasm for purchasing products and services in areas of interests such as music and electronics (*Consumptivity*). In the marketplace, Mid-City Mellow members look for brands that are authentic, and convey a compelling story and satisfy their desire to demonstrate their individuality (*Brand Genuineness, Pursuit of Originality*).

23. MID-CITY MELLOW

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

entertaining at home
fitness clubs
community theatres
casino clubs



SHOPPING

Mark's
Pennington's
Loblaws
Rexall/PharmaPlus



TRADITIONAL MEDIA

Movie Time
TV auto racing-IndyCAR
oldies radio
community newspapers



INTERNET

discount coupons on computer
investment sites
access sports content
purchase movie tickets



FOOD/DRINK

pretzels
decaffeinated coffee
buffet restaurants
casual family restaurants



FINANCIAL

RRSPs
will/estate planning
term life insurance
donate to religious groups



AUTOMOTIVE

domestic intermediate SUVs
small vans
Chevrolet/GMC
two vehicles



SOCIAL

YouTube
Pinterest
read Facebook news feed
stay connected with
personal contacts



MOBILE

use apps on tablet
send/receive email on tablet
home improvement/
décor sites on tablet
finance sites on tablet



HEALTH

take vitamin D supplements

ATTITUDES

"Violence is a part of life. It's no big deal"

"I like to experience new emotions every day"

"I believe that young people should be taught to question authority"

"When I buy a brand, product or service, it is very important to me that I get a sense of the place where it was created"





S3 UPPER-MIDDLE
SUBURBIA

Y3 YOUNG
FAMILIES

Population:

427,334
(1.12% of Canada)

Households:

146,713
0.98% of Canada)

Average Household Income

\$137,843

Average Household Net Worth:

\$394,068

House Tenure:

Own

Education:

College/Trade School/
High School

Occupation:

Blue Collar/Service
Sector

Cultural Diversity Index:

Low

Sample Social Value:

Flexible Families

Who They Are

The lure of good jobs in the mining, oil and gas industries fueled the rise of All-Terrain Families, an upper-middle class suburban lifestyle found mostly in Alberta's large and midsize cities like Airdrie, Grand Prairie, Edmonton and Calgary. These younger and middle-aged households are among the nation's most mobile, with 60 percent having moved in the last five years. Nearly two-thirds of the maintainers are under 45 years old, and most of the children in these households are between the ages of 5 and 24. Originally attracted to Alberta's oil boom during the early 2000s, residents have turned moderate educations into well-paying blue- and grey-collar jobs and upper-middle incomes. With three-quarters of the housing built since 2006, residents own a mix of single-detached, semi-detached and row houses valued around \$400,000. In their free time, these family households have high rates for participating in team sports like hockey, baseball and curling. Their idea of weekend entertainment is going to a sports bar, rock concert or food and wine show. Given their high-energy approach to life, it's not surprising they value a healthy diet and regular exercise (*Effort Toward Health*).

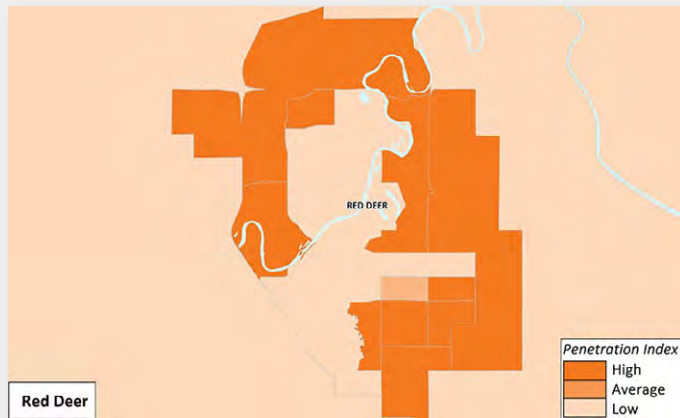
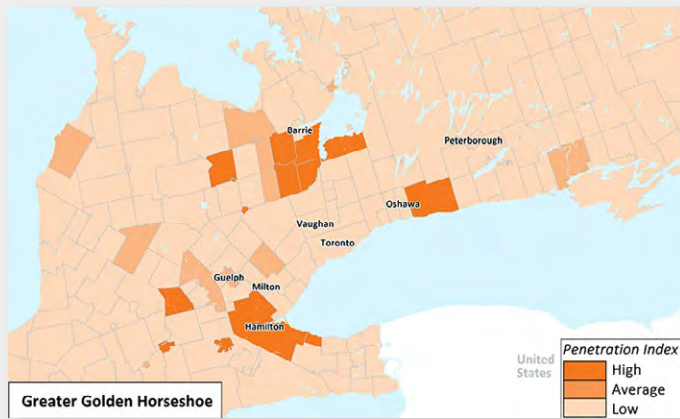
The suburban families of All-Terrain Families have created a child-centred lifestyle. They enroll their kids in lots of sports programs, typically shuttling them around in intermediate SUVs and large trucks. On weekends, they head to kid-friendly destinations like amusement parks, zoos and aquariums, making regular stops at burger joints and coffee shops. Parents in this cohort are looking forward to having their children back in school post-COVID, as it's a daily challenge to carve out me-time to do crafts, take a yoga class or enjoy a dinner date at a favourite steakhouse. Living close to rugged country, these households often own campers, boats and fishing and hunting equipment. As a result they have little interest in most media, too busy to read a newspaper or magazine other than *The Hockey News* or *Live Better* and mostly limiting their TV viewing to sports, reality shows and DIY programs. However, their mobile phones keep them connected to the digital world, where they often access news sites, personal banking applications, search maps and shop for essentials. On the road, these families pay attention to billboard ads.

How They Think

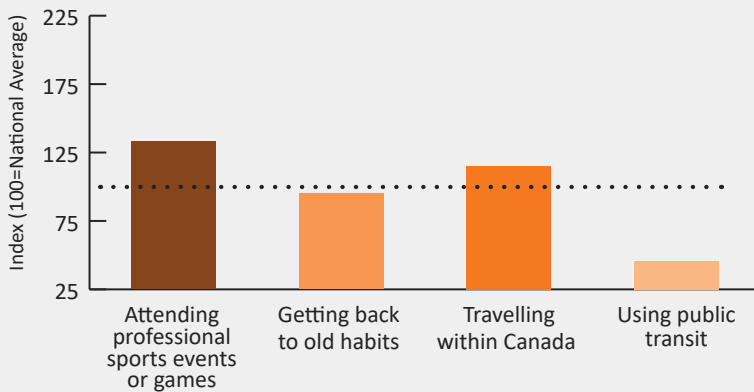
Members of All-Terrain Families are hard-working Canadians who believe people get what they deserve, for good or bad, based on the choices they make (*Just Deserts*). They highly value the idea of taking greater risks in life to get what they like (*Penchant for Risk*), and with many of their jobs in primary industries, they accept today's environmental problems as necessary for job creation and economic advancement (*Ecological Fatalism*). Financially secure and hopeful about the future, they use reason rather than emotion when making decisions (*Financial Security, Personal Optimism, Emotional Control*), but they also believe people need to take risks to succeed (*Penchant for Risk*). Occasionally, isolation and economic downturns lead this group to feelings of alienation as they strive to obtain the 'Canadian Dream', and the overwhelming stresses of their busy lives cause many to feel the *Need for Escape*. Status-conscious, they seek to gain the respect of others through their image and dress (*Concern for Appearance*). Indeed, they describe themselves as enthusiastic consumers who enjoy the thrill of the purchase (*Joy of Consumption*) and don't spend time researching products beforehand (*Buying on Impulse*).

24. ALL-TERRAIN FAMILIES

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

power boating
hockey
dancing/nightclubs
travel by RV/camper



SHOPPING

Walmart
Sport Chek
big-box/warehouse stores
gas station rewards programs



TRADITIONAL MEDIA

TV reality shows
TSN
modern rock radio
Outdoor Canada



INTERNET

home improvement/décor sites
download music/MP3 files online
subscription-based
video streaming
purchase toys/games online



FOOD/DRINK

frozen peas, corn, cut green beans
sports energy drinks
burger restaurants
taco restaurants



FINANCIAL

stocks/bonds
mobile banking
term life insurance
overdraft protection



AUTOMOTIVE

large pickup trucks
compact SUVs
domestic vehicles
2010-2016 model years



SOCIAL

Twitter
Snapchat
LinkedIn
social media on mobile phone



MOBILE

access news on mobile phone
play games on mobile phone
listen to radio on tablet
sports apps



HEALTH

are physically active

ATTITUDES

"Violence is a part of life. It's no big deal"

"To preserve jobs in this country, we must accept higher degrees of pollution in the future"

"How my personal information is used by companies and the government is not very important to me"

"I prefer people who pursue their own happiness above all else"





S3 UPPER-MIDDLE
SUBURBIA

F3 MIDDLE-AGE
FAMILIES

Population:

969,065
(2.54% of Canada)

Households:

345,953
(2.30% of Canada)

Average Household Income

\$127,534

Average Household Net Worth:

\$551,442

House Tenure:

Own

Education:

Mixed

Occupation:

Service Sector/
Blue Collar

Cultural Diversity Index:

Low

Sample Social Value:

Rejection of Order

Who They Are

Widely dispersed across Canada, Suburban Sports is one of the larger segments, a suburban refuge for younger and middle-aged families. Originally built on exurban tracts in the 1960s and 1970s, the subdivisions have evolved into conventional suburbs of small urban areas. Eight in ten households own a home, typically a singled-detached house or a duplex. The households are nearly evenly divided between couples and families, maintainers range from 35 to 64, and children are of all ages. Moderately educated, most adults have completed high school or college and hold service sector and blue-collar jobs in natural resources and the trades; thanks to dual incomes, these households earn solid, upper-middle-class incomes. Suburban Sports scores among the top segments for English-speaking residents, reflecting its third-plus-generation Canadian population of nearly 70 percent. No doubt the presence of children affects the popularity of family-friendly activities like snowboarding, baseball, basketball and swimming. But they also enjoy watching sports, rooting for their favourite pro hockey, soccer and football teams. Not surprising, Suburban Sports members score high for *Need for Escape*, making a conscious effort to escape the stress and responsibilities of every day life once in a while.

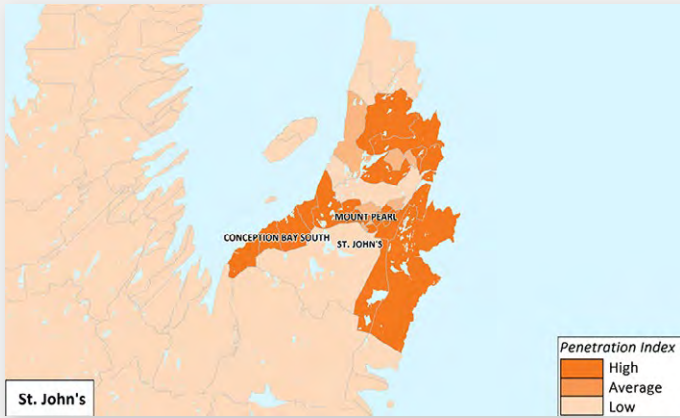
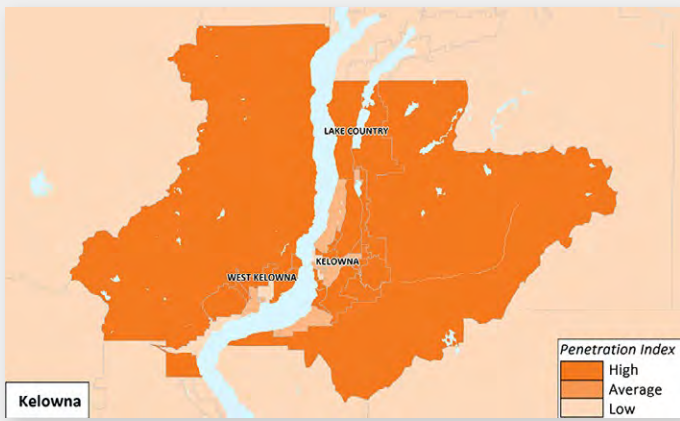
With their solid incomes, Suburban Sports members have the means to enroll their kids in soccer camp while they take a cruise or a sightseeing trip to Mexico. This cohort also enjoys travelling within Canada, especially British Columbia, and this is one of the things they are most looking forward to post-COVID. These households frequent a wide range of cultural activities, from theatre performances to rock and country music concerts. Regular exercise is important in this segment—and not just for kids. The adults like to bowl, golf and take Pilates classes. They're proud of their suburban homes and spend weekends doing landscaping, electrical and plumbing DIY projects before inviting friends over for a glass of wine or Canadian rye whisky around their living room fireplace. They also like to dine out, packing their families into a large domestic pickup or compact SUV and heading to casual family restaurants like Earls, Milestones and Montana's. While not the earliest tech adopters, they have embraced mobile phones and smart devices—TVs, watches and speakers—for entertainment as well as text messaging, responding to classified ads and downloading coupons. Traditional media is still popular however; Suburban Sports residents watch curling and football on TV, listen to classic rock and country music on the radio and read outdoor magazines.

How They Think

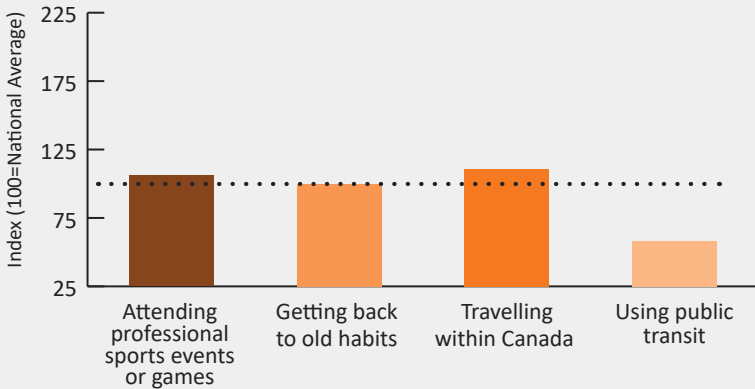
The members of Suburban Sports have relied on their strong *Work Ethic* to achieve upper-middle-class status and now want to instill in their children the principle of deferring pleasure and working hard to realize greater gains in the future. Despite their solid incomes, they still have *Financial Concern Regarding the Future*, especially since they want to leave a *Legacy* for future generations. These households also have a socially progressive streak, believing that other cultural groups should be allowed to preserve their traditions (*Racial Fusion*) and supporting diversity within families (*Flexible Families*). Many define their identity through their *National Pride* and believe that Canada should hold a strong position in the world. But they also care deeply about their local communities and believe that getting involved in the political process can make a difference (*Civic Engagement, Rejection of Authority*). This altruism extends to the marketplace: They tend to make purchase decisions based on the ethics of a company—whether it treats employees fairly, tests its products on animals or participates in corrupt trade practices (*Ethical Consumerism*).

25. SUBURBAN SPORTS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

yoga/Pilates
golf
rock concerts
pubs/sports bars



SHOPPING

Mark's
Moore's
craft supply stores
Wayfair.ca



TRADITIONAL MEDIA

TV NFL football
Discovery Channel
new country music radio
People



INTERNET

classifieds sites
discount coupons on computer
banking/finance apps
travel purchase online



FOOD/DRINK

Greek yogurt
cider
casual family restaurants
Milestones



FINANCIAL

mutual funds
RESPs
guaranteed life insurance
donate to educational groups



AUTOMOTIVE

large pickup trucks
compact SUVs
Buick/Cadillac/Chevrolet/GMC
\$30,000-\$49,999 spent on vehicle



SOCIAL

Snapchat
YouTube
Pinterest
audio podcasts



MOBILE

fitness trackers
place/respond to classified ad on mobile phone
access health content on mobile phone
watch subscription video service on tablet



HEALTH

use cough syrup
6+ times/month

ATTITUDES

"I believe that young people should be taught to question authority"

"Teenagers should have the same freedom as adults"

"The country should hold a strong position in the world"

"Life in the country is much more satisfying than life in the city"





R1 UPPER-MIDDLE
RURAL

F3 MIDDLE-AGE
FAMILIES

Population:

900,620
(2.36% of Canada)

Households:

333,167
(2.22% of Canada)

**Average Household
Income**

\$125,207

**Average Household Net
Worth:**

\$549,947

House Tenure:

Own

Education:

Mixed

Occupation:

Blue Collar/
Service Sector

Cultural Diversity Index:

Low

Sample Social Value:

Attraction to Nature

Who They Are

The second most affluent rural segment, Country Traditions is a collection of small communities scattered across the eastern half of Canada. The mostly middle-aged and older couples and families work at well-paying blue-collar and service sector jobs, earning upper-middle incomes in the low six figures. Most own a home built after 1980—nearly 95 percent live in a single-detached house—and a sturdy, large pickup is a necessity for their backcountry commutes to work. With half the maintainers over 55, Country Traditions households are split between couples and families with children of all ages. Despite their rural settings, only 3 percent work in agriculture—still 30 percent above average—while many more work in fields like construction, health care, social services and public administration. Nevertheless, Country Traditions members have deep roots in the land: nearly 80 percent are third-plus-generation Canadians. And these rural families enjoy old-fashioned pursuits like gardening, boating and swimming. Proclaiming that life in the country is far more satisfying than life in the city, they prefer to identify with their local communities and Canada than as citizens of the world (*National Pride*).

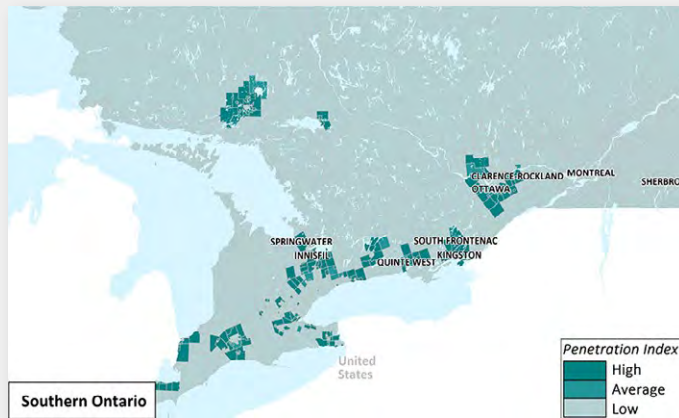
The members of Country Traditions have a self-reliant sensibility. They like to work with their hands, doing ambitious projects like their own remodeling, cabinetry and landscaping as well as traditional home crafts. They fill their garages with the gear needed to enjoy nearby lakes and woodlands: ATVs, power boats and campers, along with fishing and hunting equipment. With their teenage children, they make a strong market for toys, pets and sporting goods; a big splurge is attending a professional baseball or basketball game. While relatively few travel abroad, Country Traditions members do have high rates for touring English Canada and relaxing at their vacation cottage or cabin. Travelling within Canada again is something this cohort is greatly looking forward to post-COVID. These old-fashioned households are traditionalists when it comes to media as well. Residents score high for watching TV networks like DIY, HGTV, History Television and The Weather Network. They listen to traditional and new country music on the radio, and read magazines like *Outdoor Canada* and *Cottage Life* in print. They'll go online to download a coupon, stream music or read an e-book. But they rely on print-based community newspapers for classified ads and real estate listings.

How They Think

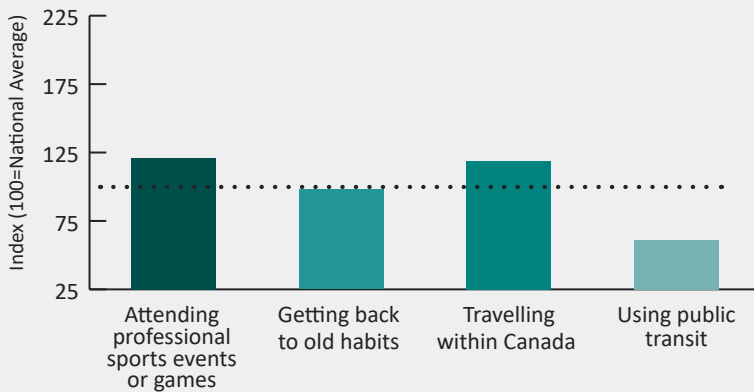
Country Traditions consists of rugged individualists who want Canada to be a strong player in world affairs (*National Pride*). These rural households would prefer to do work that is not particularly interesting but pays well, and hope to leave behind a financial *Legacy* for future generations. They think everyone should respect authority figures and play by the rules, although they strive to exert control over the direction of their own lives as much as possible (*Obedience to Authority, Personal Control*). They also like to keep things simple and make daily decisions based on reason and logic rather than emotions and feelings (*Aversion to Complexity*). Between their work and family commitments, they sometimes express a *Need for Escape*, typically heading outdoors to commune with nature and reenergize (*Attraction to Nature*). As consumers, they tend to make purchases based on function rather than aesthetic considerations, and they prefer to work with small businesses (*Utilitarian Consumerism, Confidence in Small Business*). However, this segment has a tendency to actively adopt defensive stratagems to shield oneself from the artificial needs created by consumer society (*Discriminating Consumerism*).

26. COUNTRY TRADITIONS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

crafts
fishing/hunting
home shows
worked for a political party



SHOPPING

Canadian Tire
Joe Fresh
Giant Tiger
discount grocery store



TRADITIONAL MEDIA

NASCAR on TV
The Weather Network
new and traditional country radio
Our Canada



INTERNET

read e-books/listen to audiobooks
classified sites
online shopping
research real estate



FOOD/DRINK

canned meat
multi-grain cereal
regular tea
coffee/donut shops



FINANCIAL

RRSPs
group life insurance
home equity line of credit
mobile wallet



AUTOMOTIVE

large pickup trucks
midsize SUVs
\$30,000-\$49,999 spent on vehicle
two cars



SOCIAL

Pinterest
Snapchat
Facebook
Twitter



MOBILE

watch movies on tablet
view store flyers on tablet
surf the Internet on tablet
use phone directory on mobile phone



HEALTH

take coenzyme Q10
herbal supplements

ATTITUDES

"Life in the country is more satisfying than life in the city"

"I have enough trouble taking care of myself without worrying about the needs of the poor"

"It is important that the country holds a strong position in the world"

"New technologies are causing more problems than they are solving"



F2 DIVERSE
URBAN
FRINGE

F3 MIDDLE-AGE
FAMILIES

Population:

606,126

(1.59% of Canada)

Households:

219,494

(1.46% of Canada)

Average Household Income

\$115,845

Average Household Net Worth:

\$482,511

House Tenure:

Own

Education:

University/Trade School/
College

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

High

Sample Social Value:

*Confidence in
Big Business*

Who They Are

The emergence of Diversité Nouvelle reflects the increasing popularity of Montreal as a destination for immigrants from all over—Europe, Latin America and Africa—especially French-speaking countries. Concentrated in Montreal's urban fringe cities such as Laval, Longueuil and Brossard, Diversité Nouvelle stands out for its multi-lingual neighbourhoods where more than 55 percent speak French and 20 percent speak a non-official language. Here, maintainers between 35 and 54 own relatively new homes, a mix of single detached homes, semi-detached homes and low-rise apartments. With educations ranging from trade school to advanced degrees, the adults earn upper-middle-class incomes from a variety of service sector and white-collar jobs. What unites them is their relatively large family households, with children of all ages, and their willingness to live in multicultural communities. Over 60 percent have a knowledge of French and English—one of the highest bilingual rates—though French language dominates. Unlike typical francophone segments where common-law unions are prevalent, in Diversité Nouvelle married couples outnumber them by nearly four to one. Their ability to adapt to a new country is aided by their eagerness to experience something new every day (*Pursuit of Novelty*).

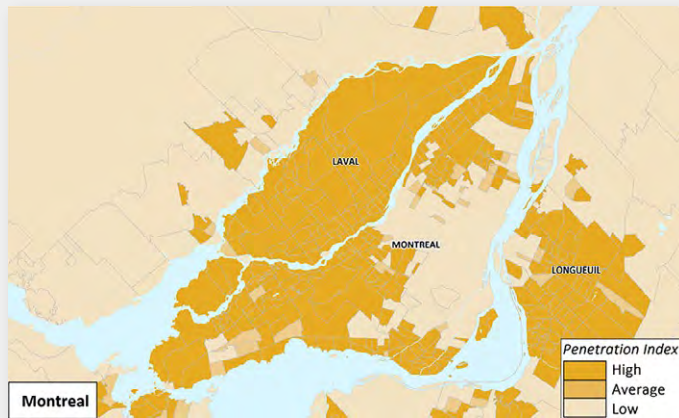
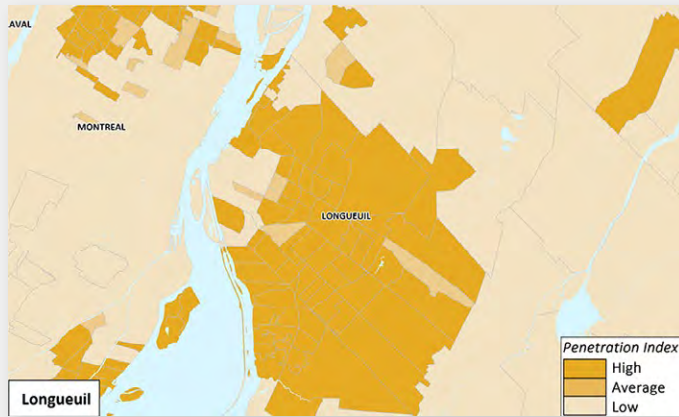
Diversité Nouvelle families enjoy a comfortable, urbane lifestyle. With their comfortable incomes, they can afford an active nightlife, attending a wide range of cultural activities, including ballet, pop music concerts and comedy clubs. Keen for trendy fashion, they patronize stores like Zara, Simons and H&M. Their favourite leisure activities include going to spa resorts, historical sites and music festivals. Many enjoy entertaining at home, and the French influence is apparent in their preferred fare: soft cheese, baguettes and red wine. With over 40 percent of members having attended a university, Diversité Nouvelle is a strong market for traditional media. They read a wide range of magazines as well as the automotive, food and travel sections of newspapers. When they turn on their TV, they watch everything from business news to paranormal programs. Agnostic when it comes to digital devices, they go online to stream music, watch TV, buy electronics and play games. For a getaway, many simply head to their country home or a cottage in Quebec. But they also like to travel to New York and Boston, as well as France, Italy and Cuba. As a highly outgoing segment, the singles in this cohort are most looking forward to dating and going out partying again post-COVID.

How They Think

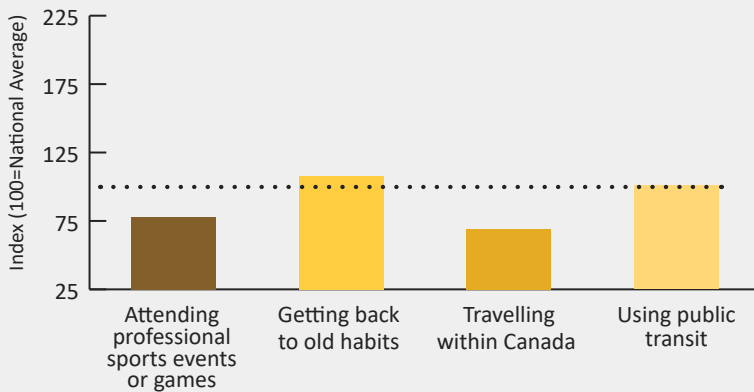
The members of Diversité Nouvelle have a zest for life, embracing the unexpected and guided by emotions and intuition rather than reason and logic (*Importance of Spontaneity, Pursuit of Intensity*). This cohort has a lot of confidence in big business, and believes that the companies that fall under this category generally try to strike a fair balance between profits and public interest. Their *need for Status Recognition* is also expressed through their homes, as they believe that the home is an extension of one's image, thus maintain their homes in a manner that will impress others (*Status via Home*). Their sense of *Financial Security* allows them to indulge their *Joy of Consumption*, buying products for the sake of consumption rather than for their use, even while considering the environmental impacts of those products (*Ecological Concern*). As a younger, educated group, they enjoy sharing their opinions about their purchases with others (*Consumption Evangelism*) and question strategies created by the consumer society before making those purchases (*Discriminating Consumerism*). Somewhat slower than other segments to adopt smart devices, members of Diversité Nouvelle are nevertheless intrigued by the possibilities presented by technological innovation and enjoy being informed about the latest technological developments.

27. DIVERSITÉ NOUVELLE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

skating
 pro soccer games
 pop music concerts
 comedy clubs/shows



SHOPPING

Zara
 Roots
 cosmetics/skin care stores
 home health care stores



TRADITIONAL MEDIA

European soccer on TV
 ICI RDI
 children/teen magazines
 newspaper travel section



INTERNET

food/recipe sites
 consult consumer reviews
 stream radio broadcast
 purchase home electronics online



FOOD/DRINK

soft cheese
 Pinot Noir
 St-Hubert
 breakfast restaurants



FINANCIAL

online trading RRSPs
 mobile investing
 private disability/
 health insurance
 credit unions/caisses populaires



AUTOMOTIVE

subcompacts
 imported compact SUVs
 imported cars
 leased vehicles



SOCIAL

LinkedIn
 Twitter
 Tinder
 share links with friends
 and colleagues



MOBILE

read magazines on mobile phone
 voting, polling, taking surveys on
 mobile phone
 picture/video messaging on tablet
 research products on tablet



HEALTH

use prescription eye drops

ATTITUDES

"I like to experience new emotions every day"

"It is important to me that people admire the things I own"

"As soon as I see an opportunity to try something new, I do it"

"To preserve peoples jobs in this country, we must accept higher degrees of pollution in the future"





U5 YOUNGER
URBAN
MIX

Y1 VERY YOUNG
SINGLES
& COUPLES

Population:

191,417
(0.50% of Canada)

Households:

117,174
(0.78% of Canada)

**Average Household
Income**
\$95,495

**Average Household Net
Worth:**
\$454,249

House Tenure:
Rent

Education:
University

Occupation:
White Collar/
Service Sector

Cultural Diversity Index:
Low

Sample Social Value:
Social Learning

Who They Are

One of the youngest segments, Latte Life is often the first stop for university graduates fresh out of school. Typically located in urban areas like Vancouver, Calgary, Edmonton and Ottawa, the lifestyle has remained relatively stable for the last 15 years. Half the residents are between 25 and 44; nearly 60 percent live alone. Over half have earned a university degree—more than twice the Canadian average—but since they likely hold entry-level jobs in education, the arts, cultural industries and science, most earn average incomes. The steep cost of housing in their neighbourhoods means three-quarters of residents rent newer condos or older low-rise apartments. Like many Millennials, they try to reduce their carbon footprint by walking, biking or taking public transit to work. Latte Life residents aren't interested in putting down roots right now: two-thirds of residents have moved in the last five years. These young adults are nightowls who frequent bars, dance clubs and music festivals. Fitness and status conscious, they spring for memberships in health clubs. With their *Concern for Appearance*, they're a strong market for products and services that make them look good.

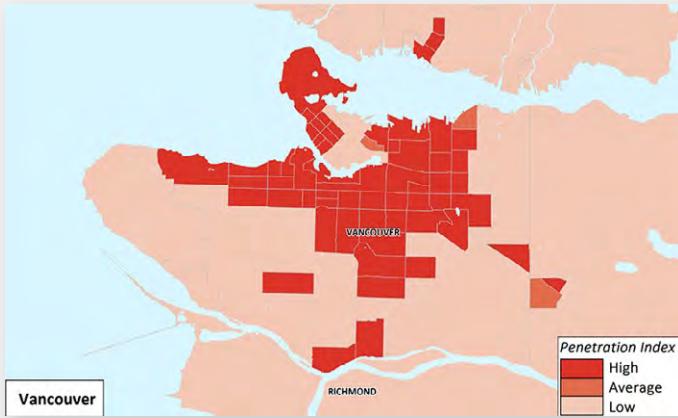
Their incomes may not be high but Latte Life members have the luxury of spending their paycheques solely on themselves. They have high rates for going to the ballet, opera, symphony and art galleries. Many are foodies who enjoy gourmet cooking at home and meeting friends at Thai, Japanese and other Asian restaurants, as well as Starbucks and other coffee shops. These young singles balance their alcohol and cannabis-fueled partying with health-conscious foods, especially organic fruit and veggies. Many like to travel—often to the western provinces and U.S. states—and typically hold down costs by couch surfing with friends and using loyalty program rewards. When travelling locally, they often utilize public transit—an aspect of daily life they look forward to post-COVID. At home, their media inclinations are overwhelmingly digital, and they'll forego traditional cable TV for streaming services like Netflix and Amazon Prime. If they want to listen to a radio station or read a newspaper or magazine, it's typically accessed using their mobile device or computer. Out-of-home advertising might be the best way to reach these out-and-about city dwellers; they notice messages in buses, taxis, subway stations, convenience stores and cinema lobbies.

How They Think

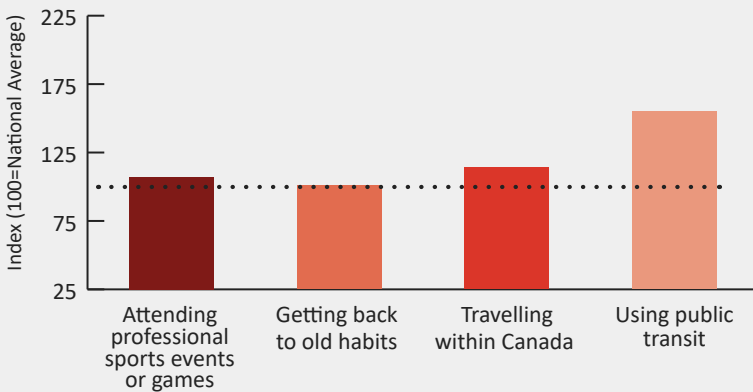
The members of Latte Life are progressive, independent and engaged. Committed to *Community Involvement*, they have high rates for being active on social issues, doing volunteer work and getting involved in political campaigns. Supportive of nontraditional and commitment-free relationships, this segment is strong for *Flexible Families* and *Social Learning*. Being young, they often question rules and make decisions without deferring to a boss, parent or other authority figure (*Rejection of Authority*). In their diverse neighbourhoods, they embrace multi-ethnic groups and enjoy experiencing what other cultures have to offer (*Multiculturalism, Culture Sampling*). In the marketplace, they admit that the very act of shopping excites them (*Importance of Aesthetics*), and they enjoy acquiring products in their areas of particular interest, especially those that highlight their individuality and convey affluence (*Consumptivity, Pursuit of Originality, Ostentatious Consumption*). They also prefer brands that have an authentic story (*Brand Genuineness*) and appreciate products that promote health and well-being (*Effort Toward Health*). With their strong *Confidence in Advertising*, they view advertising as a reliable source of information.

28. LATTE LIFE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

basketball
 gourmet cooking
 pubs/sports bars
 active in social issues



SHOPPING

Gap
 Hudson Bay
 purchase footwear online
 grocery store rewards program



TRADITIONAL MEDIA

MTV Canada
 modern rock radio
 Elle Canada
 newspaper arts and entertainment section



INTERNET

read magazines on computer
 stream music on computer
 use ad blocking software
 purchase cosmetics/skin care online



FOOD/DRINK

organic fruits and vegetables
 craft beer
 Starbucks
 food courts



FINANCIAL

mobile wallet
 mutual funds in RRSPs
 online trading
 donate to cultural groups



AUTOMOTIVE

compact premium vehicles
 European brands
 one car
 Mr. Lube



SOCIAL

WhatsApp
 Instagram
 LinkedIn
 dating platforms



MOBILE

watch YouTube on mobile phone
 surf the Internet on mobile phone
 access health content on tablet
 read e-books/listen to audio books on tablet



HEALTH

take liquid cold remedy

ATTITUDES

"I believe that young people should be taught to question authority"

"In order to get what I like, I'm prepared to take great risks in life"

"I like sharing major events"

"I often buy things just because they are beautiful, whether or not they are practical"





S4 UPPER-MIDDLE
SUBURBAN
FRANCOPHONE

F3 MIDDLE-AGE
FAMILIES

Population:

1,001,831
(2.63% of Canada)

Households:

381,474
(2.54% of Canada)

Average Household Income

\$118,288

Average Household Net Worth:

\$466,579

House Tenure:

Own

Education:

Trade School/College

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

Low

Sample Social Value:

Pursuit of Intensity

Who They Are

C'est Tiguidou is a solidly upper-middle-class francophone segment. Found in the suburban areas of large and small cities across Quebec, it's a lively lifestyle filled with middle-aged and older couples and families living in mostly single-detached houses. Typical of francophone segments, members are more likely to be in common-law relationships. More than 90 percent own their residences, though values for the segment's older houses are a third below the national average. Educations are mixed, with adults more likely to have gone to trade school or college. But the mid-career households in C'est Tiguidou earn six-figure incomes from service sector and white-collar jobs public administration, education, health and manufacturing. The result is more disposable income for these energetic couples and families with older and adult children. Avid fans of outdoor sports, they're more likely than average Canadians to enjoy cycling, cross-country skiing and hockey. With middle-brow cultural tastes, they have above-average rates for going to book shows, theme parks, sci-fi movies and comedy clubs. These Quebecois enthusiastically embrace life's unexpected moments and score high on the value *Intuition and Impulse*.

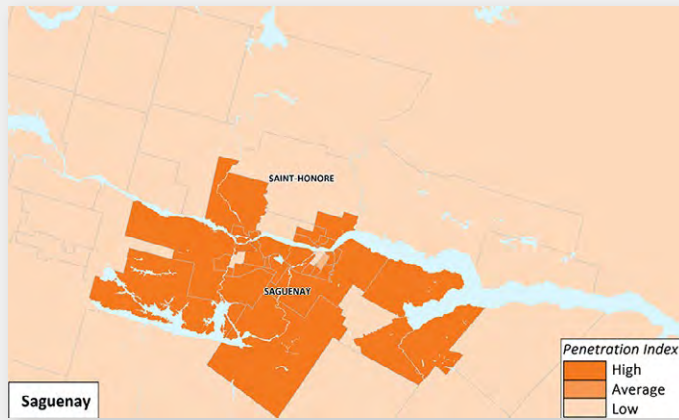
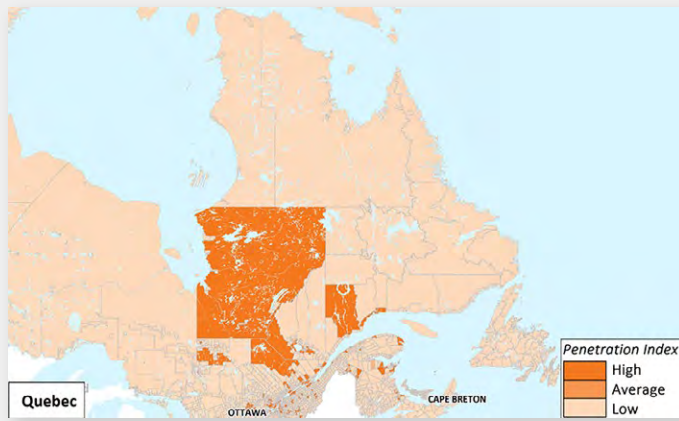
With their above-average incomes and modest mortgages, C'est Tiguidou members enjoy their suburban comfort. They often shop at fine food stores, go out to Thai and French restaurants, and entertain at home with an elegant meal and a glass of pinot noir. This segment is looking forward to getting back to these behaviours and partying post-COVID. These households routinely book beach resorts and culinary tours when they travel to France, Italy, Cuba and other countries in the Caribbean. Unlike other Quebecois, these francophones are more likely to own vacation homes and do their own remodeling and landscaping. These white-collar workers prefer business casual attire, shopping at stores like Reitmans, Simons, RW & Co., and H&M. At home, they have mostly traditional media tastes, watching a lot of TV sports, listening to comedy on the radio and reading both print and digital versions of newspapers as well as French magazines that cover a wide range of topics. Many spend fewer than two hours a day on the Internet, but they will go online to access travel content, watch videos and compare products and prices. When they shop online, they typically buy sports equipment, home electronics and concert tickets.

How They Think

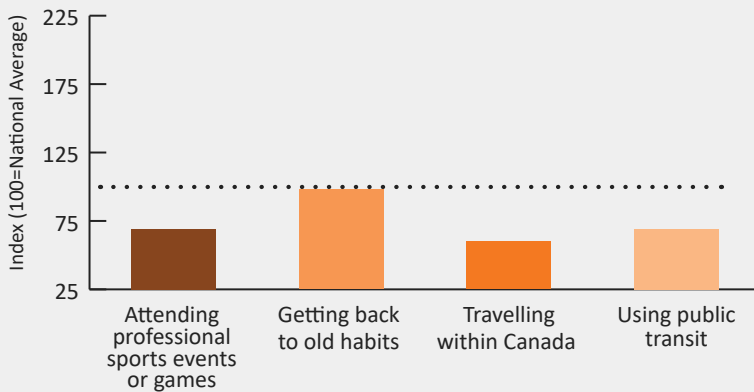
C'est Tiguidou members are driven by tradition and ambition, but they are also attentive to quality-of-life matters. Strongest on *Fulfillment Through Work*, they seek occupations that give meaning to their lives and value to society. When it comes to social issues, they believe that the government has a responsibility to help those less fortunate (*Active Government*). There's a conservative streak to these francophones: They think men are naturally superior to women (*Sexism*) and immigrants should adopt their new country's way of life (*Cultural Assimilation*). Like other third-plus generation Quebecois, they are eager to preserve their traditional heritage and feel more connected to their local area than the world at large (*Parochialism*). This segment's location not far from the countryside allows members to refresh their spirit in the natural world (*Attraction to Nature*). They believe that big business operate fairly between profits and the public interest, however are prepared to pay more for a more environmentally friendly product (*Confidence in Big Business*). In the marketplace, they typically base purchase decisions on utilitarian considerations, giving little weight to brand names (*Utilitarian Consumerism, Brand Apathy*).

29. C'EST TIGUIDOU

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

cycling
theme parks
pop music concerts
book shows



SHOPPING

L'Aubainerie
Reitmans
fine food stores/butcher shops
fashion accessories stores



TRADITIONAL MEDIA

TV nature shows
comedy radio
travel/tourism magazines
newspaper automotive section



INTERNET

classifieds sites
download apps
gambling sites
purchase sports equipment online



FOOD/DRINK

soft cheese
baguettes
French wine
bistro restaurants



FINANCIAL

term deposits
online investing RRSPs
private life insurance
mobile investing



AUTOMOTIVE

imported subcompacts
imported compact SUVs
Japanese brands
2010-2016 model years



SOCIAL

Facebook
share links with friends and colleagues
use social media to maintain work contacts
post videos online



MOBILE

access auto content on mobile phone
banking apps
play games on tablet
read magazines or newspaper on tablet



HEALTH

monitor diet for weight loss/management

ATTITUDES

"It is acceptable to use physical force to get something you really want. The important thing is to get what you want"

"What one feels is more important than reason and logic"

"Racism in Canada is by and large a thing of the past"

"I would prefer to do work that is exciting, but does not pay very well"





F3 MIDSCALE
URBAN
FRINGE

F2 LARGE
DIVERSE
FAMILIES

Population:

344,606
(0.90% of Canada)

Households:

91,975
(0.61% of Canada)

Average Household Income

\$101,026

Average Household Net Worth:

\$517,275

House Tenure:

Own & Rent

Education:

Grade 9/High School

Occupation:

Blue Collar/
Service Sector

Cultural Diversity Index:

High

Sample Social Value:

Traditional Family

Who They Are

Home to the largest concentration of South Asian residents, South Asian Society has changed little over the last decade. It still consists of first and second generation Sikh, Hindu and Muslim families living in places like Surrey, Abbotsford and Brampton. More than 80 percent identify as visible minorities; two-thirds as South Asian. Nearly half speak a non-official language, mostly Punjabi. In their urban fringe neighbourhoods, households often contain large families with middle-aged parents and children of all ages. One in six contains a multi-generational family—highest among all segments. With modest educations, South Asian Society adults hold jobs in transportation, manufacturing, trades and services. Multiple breadwinners under the same roof help boost household incomes to average levels. Residents tend to own or rent a duplex, low-rise apartment or single-detached home. The segment's wide age span results in varied leisure pursuits, with high rates for enjoying zoos, carnivals, markets, football games and outdoor stages. Seeing their homes as extensions of their image, many decorate their residences in a manner intended to impress others (*Status via Home*).

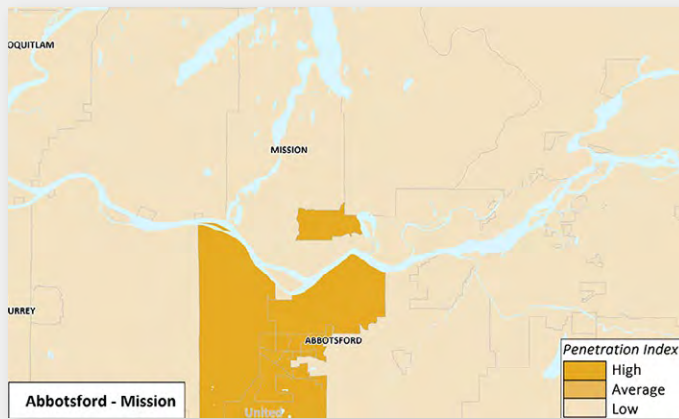
To reach the members of South Asian Society, businesses need to think outside the box—with out-of-home advertising. Eager to discover all their adopted country has to offer, they notice ads and digital screens on buses, subway platforms, retail stores and sports venues, especially baseball and football stadiums. This segment is especially looking forward to going to the gym post-COVID. They enjoy going to sports bars, pop music concerts and casinos, and with their eclectic tastes, dining out in South Asian Society may mean going to an Indian or Asian restaurant, a Greek diner or a Japanese sushi bar. At home, media tastes are also varied. Online, residents like to download music, listen to podcasts, check out job listings and connect with friends; they're addicted to Facebook, YouTube, Instagram, Pinterest and Snapchat. They also use their computers and mobile phones to buy cosmetics, video games and movie tickets. Offline, they watch a lot of TV, including reality shows, international news, cooking programs and sports, particularly their beloved cricket, European soccer and NHL hockey. Indeed, many segment households own three or more TVs, typically a smart TV to go with their smartphone, smart watch and smart home.

How They Think

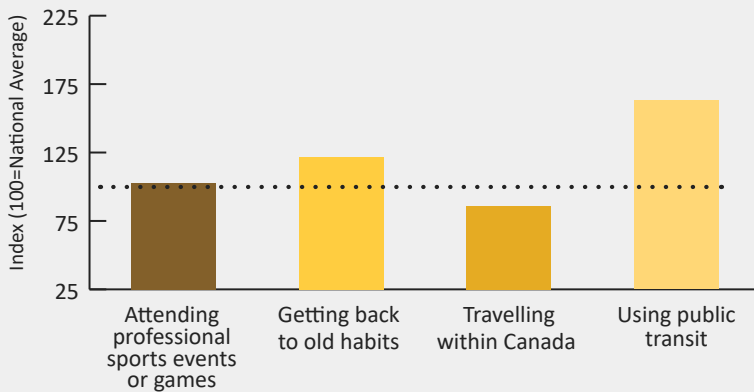
The members of South Asian Society get their core values from faith and tradition, believing firmly in the conventional definition of family and the father's position as the head (*Religiosity, Patriarchy, Traditional Families*). They believe in the *North American Dream* and the idea that, even in middle age, they can start anew and succeed if they work hard enough. They are also proud to be Canadian and grateful for the opportunities Canada has afforded them (*National Pride*). Their immigrant experience may contribute to their willingness to take risks in life and their conviction that they have the power to effect change (*Penchant for Risk, Personal Control*). They're comfortable questioning rules (*Rejection of Authority*) and believe everyone has a *Social Responsibility* to help the less fortunate. In the marketplace, they're enthusiastic consumers and enjoy their role as influencers among their peer group (*Ostentatious Consumption, Consumption Evangelism*). Early adopters, they gravitate to new and cutting-edge products—particularly from well-known brands—that set them apart from others (*Pursuit of Novelty, Pursuit of Originality, Importance of Brand*). To discover these offerings, they are drawn to advertisements that are aesthetically pleasing (*Advertising as Stimulus*).

30. SOUTH ASIAN SOCIETY

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

fitness clubs
 outdoor stages
 carnivals, fairs and markets
 pro football games



SHOPPING

H&M
 Hudson's Bay
 factory outlet stores
 cosmetics/skin care stores



TRADITIONAL MEDIA

HGTV
 OOH ads on subway platforms
 top 40 radio
 newspaper arts and entertainment section



INTERNET

auction sites
 stream movies on Amazon Prime
 watch music videos
 purchase clothing/footwear online



FOOD/DRINK

\$250+ spent on groceries/week
 diet colas
 fruit and vegetable stores
 Indian restaurants



FINANCIAL

mutual funds
 online trading TFSAs
 condo home insurance
 mobile wallet



AUTOMOTIVE

small vans
 imported intermediate cars
 Toyota
 three vehicles



SOCIAL

Twitter
 LinkedIn
 WhatsApp
 Snapchat



MOBILE

surf the Internet on mobile phone
 video phone calls on mobile phone
 career/job search on tablet
 listen to radio/audio content on tablet



HEALTH

very likely to consider laser eye surgery

ATTITUDES

"Violence is a part of life. It's no big deal"

"The father of the family must be the master in his own house"

"How my information is stored and used by the government is not very important to me"

"From time to time, I'd like to do things that are dangerous and forbidden, just for the sake of the risk and the sensation"





F3 MIDSCALE
URBAN
FRINGE

F3 MIDDLE-AGE
FAMILIES

Population:

828,461

(2.17% of Canada)

Households:

275,619

(1.83% of Canada)

Average Household Income

\$100,322

Average Household Net Worth:

\$524,162

House Tenure:

Own & Rent

Education:

University/High School/
Grade 9

Occupation:

Mixed

Cultural Diversity Index:

High

Sample Social Value:

Pursuit of Originality

Who They Are

A segment encompassing long-established immigrant neighbourhoods, Metro Melting Pot has been a haven for upward-climbing newcomers for 25 years. Concentrated in Toronto and nearby Mississauga, more than half of the households contain immigrants; nearly 30 percent speak a non-official language, with Tagalog, Arabic and Spanish joining Portuguese, Italian, Cantonese and Mandarin in recent years. These neighbourhoods are diverse in more ways than cultural roots: Metro Melting Pot contains families and lone-parent households, maintainers range in age from 45 to over 75, and the housing stock is a mix of older single-detached and row houses, semis and apartment buildings. While some contain young children, many households have twenty-something children who are likely contributing to the family income. With educations ranging from grade school to university degrees, adults work at varied jobs in business, services and manufacturing. But the high housing prices—the average dwelling value of over \$525,000—contribute to only an average number of homeowners. Eager to indulge their children, many enjoy going to theme parks, professional sports games and all-inclusive resorts. Seeking to connect with others in their communities, they respond to messages that recognize their *Attraction for Crowds*.

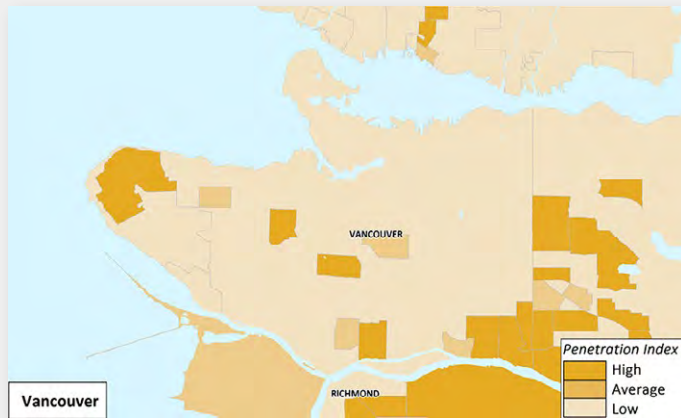
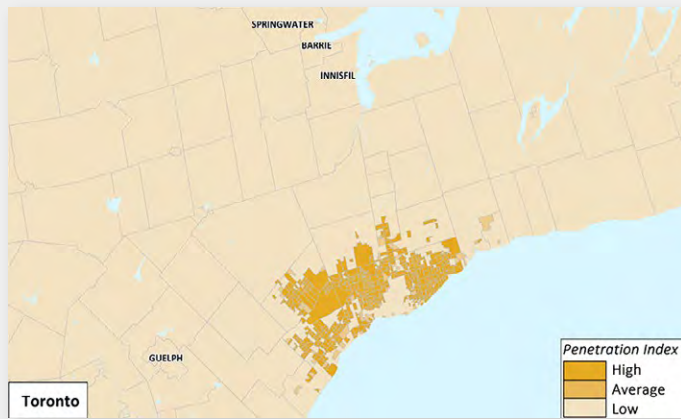
The mix of ages, families and ethnicities in Metro Melting Pot creates a varied lifestyle. The presence of older children results in high rates for athletic activities like basketball, yoga and racquet sports, and the whole family enjoys a trip to a wings-and-skins restaurant like Swiss Chalet, Milestones or Jack Astor's. Fans of designer labels for midscale budgets, they tend to shop at Joe Fresh, Hudson's Bay and H&M. These families also enjoy spending time outdoors, which is one of the activities they are most looking forward to post-COVID. They're more willing to splurge on home electronics like video gaming systems, voice-activated smart speakers, smart security systems and smart home appliances. For many, the Internet is a tool for communication and entertainment. They go online—typically using a computer or mobile phone—for posting in chatrooms, dating, accessing paid entertainment and sharing content with friends. They're otherwise average consumers of traditional media, though they watch a lot of music videos, talk shows and sports on TV, and listen to news and morning radio on their commute to work. In their city neighbourhoods, they pay attention to out-of-home ads on buses, taxis and subway platforms.

How They Think

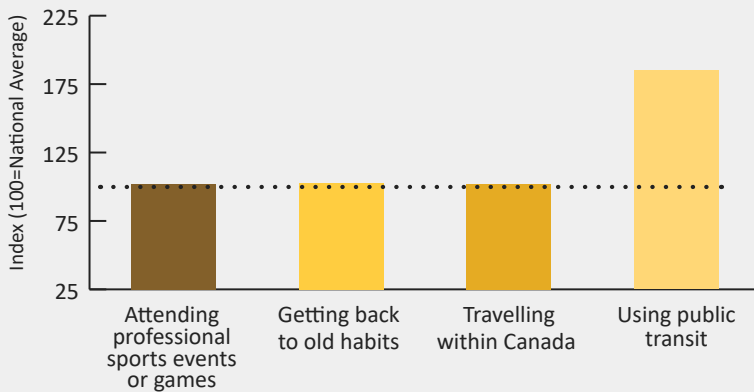
The families of Metro Melting Pot have embraced *Multiculturalism* and believe people from other cultures should retain their cultural identities. With many new to their adopted country, they strive to earn the respect of others (*Need for Status Recognition*) and demonstrate their social status through their acquisitions and stylish homes (*Ostentatious Consumption, Status via Home*). They admit the challenges of daily life lead to *Time Stress*, and they feel that forces beyond their control determine their future (*Fatalism*). To cope, they seek to live life to the fullest (*Pursuit of Intensity*), are willing to take risks to achieve their goals (*Penchant for Risk*) and use physical force to obtain what they really want. As consumers, members of Metro Melting Pot like to feel different from others with products that express their individuality (*Pursuit of Originality*). They appreciate new and well-designed products, particularly if they're from established brands (*Pursuit of Novelty, Importance of Aesthetics, Importance of Brand*). They're enthusiastic about purchases in their areas of interest (*Consumptivity*), sharing the products they prefer with their peer group (*Consumption Evangelism*). Aesthetically pleasing ads typically grab their attention (*Advertising as Stimulus*).

31. METRO MELTING POT

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

soccer
 basketball
 zoos/aquariums/farms/
 animal parks
 film festivals



SHOPPING

Winners
 Hudson's Bay
 Best Buy
 children's clothing stores



TRADITIONAL MEDIA

Sportsnet 360
 dance music radio
 entertainment/celebrity magazines
 newspaper fashion/lifestyle section



INTERNET

beauty/fashion sites
 discount coupons on computer
 career/job search online
 purchase movie tickets online



FOOD/DRINK

chunk/block cheese
 herbal tea
 bulk food stores
 fast casual restaurants



FINANCIAL

GICs
 gas station quick pay card
 online stock trading
 mobile banking



AUTOMOTIVE

imported compacts
 small vans
 Honda
 leased cars



SOCIAL

WhatsApp
 LinkedIn
 Reddit
 dating platforms



MOBILE

video apps
 picture/video messaging on
 mobile phone
 use camera on mobile phone
 watch YouTube videos on tablet



HEALTH

use back pain relievers 6+
 times/month

ATTITUDES

"The father must be the master in his own house"

"Getting married and having children is the only real way of having a family"

"It is important to me that people admire the things I own"

"To spend, to buy myself something new, is one of my greatest pleasures in life"



F3 MIDSCALE
URBAN
FRINGE

F1 SCHOOL-AGE
FAMILIES

Population:

581,301

(1.52% of Canada)

Households:

256,667

(1.71% of Canada)

Average Household Income

\$95,527

Average Household Net Worth:

\$382,199

House Tenure:

Own & Rent

Education:

University/College/
High School

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

High

Sample Social Value:

Ecological Concern

Who They Are

The search for jobs and an affordable lifestyle helped create Diverse & Determined. Found in the urban fringe of big cities like Vancouver, Calgary, Edmonton and Ottawa, this segment contains a mix of younger singles and middle-aged families, including a disproportionate number of lone-parent households. Almost half of these households have moved into the area in the last five years. Over a third of residents identify as a visible minority—typically South Asian, black, Filipino, Arab or Latin American—most having arrived since 2001. Drawn to the less expensive housing and less intense city living, Diverse & Determined residents typically live in low-rise apartments or row houses; nearly two-thirds live in condominiums. With educations ranging from high school to university, the adults here earn midscale incomes from various jobs in manufacturing, remediation services, business and the trades. Almost half the households are without children, meaning many can devote more of their discretionary income to leisure activities. Residents score high for going to casinos, sports bars, nightclubs and sporting events. Strong on the value *Ostentatious Consumption*, they try to impress others by acquiring objects that convey affluence.

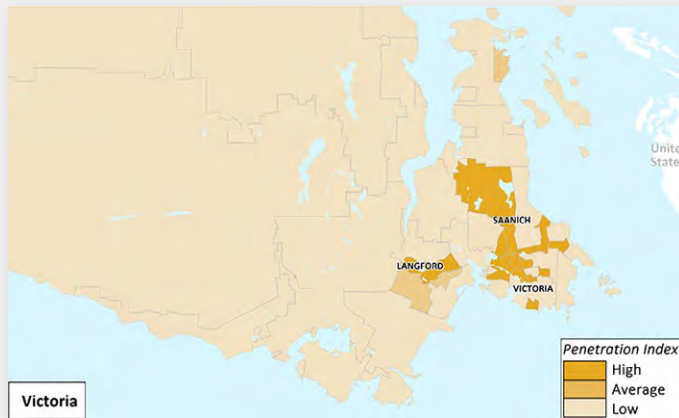
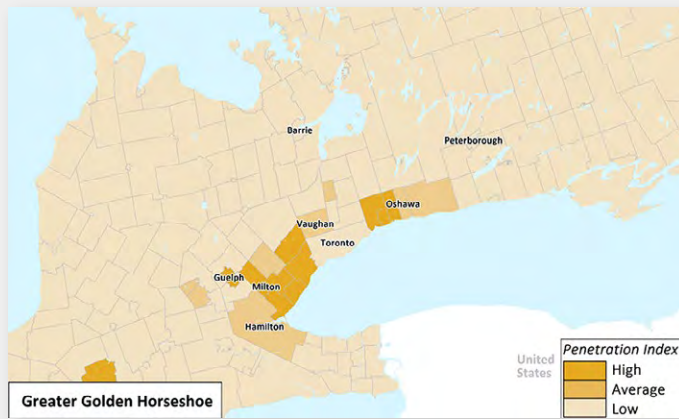
The residents of Diverse & Determined enjoy more vigorous leisure pursuits compared to their downtown cousins. They prefer activities like tennis, Pilates, snowboarding and downhill skiing to more sedate pastimes. Being a particularly active segment, this cohort is looking forward to going to the gym post-COVID. Reflecting members' diverse backgrounds, a night out may involve an opera or art gallery, or a craft beer and happy hour poutine at a fast casual restaurant. Community minded, they donate what they can to educational, cultural and religious organizations and volunteer their time on political campaigns. There's not much money for vacationing beyond an occasional trip to western Canada or the U.S., but they're well travelled in the digital world, using their mobile phone rather than a computer to listen to a podcast, watch TV, search for jobs and redeem discount coupons. These diverse families have relatively high rates for some traditional media, especially religious and gospel programs on the radio and Telelatino and Global News on TV. To get to the urban action, they often use public transit, making this segment a strong market for ads on bus shelters and subway platforms.

How They Think

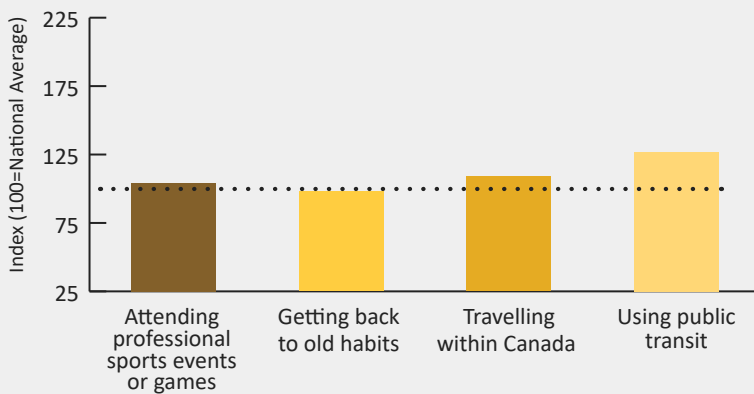
The members of Diverse & Determined believe in taking care of others before themselves and feel there's a great deal to learn from other cultures (*Introspection and Empathy, Social Learning*). Although many in this segment have been feeling that their financial position is less secure than this time last year, they are generally optimistic about their financial future (*Financial Security*) and their ability to leave a *Legacy*. They are greatly fulfilled by their work, however it is important for them to regularly take a break from their responsibilities and burdens (*Fulfillment Through Work, Need for Escape*). Given their diverse backgrounds, many identify as citizens of the world and support the efforts of diverse groups to share their cultural heritage with mainstream society (*Culture Sampling*). While they tend to use reason and logic when making decisions, they appreciate experiences that engage all their senses (*Emotional Control*). As conscientious consumers, they're attracted to products that offer an authentic brand experience and companies known for their ethnical practices (*Brand Genuineness, Ethical Consumerism*). Strong on the *Primacy of Environmental Protection* over economic advancement, many also weigh environmental concerns into their purchasing decisions (*Ecological Lifestyle*).

32. DIVERSE & DETERMINED

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

yoga/Pilates
downhill skiing
dinner theatres
casinos



SHOPPING

Joe Fresh
7-Eleven
London Drugs
craft supply stores



TRADITIONAL MEDIA

European soccer on TV
Telelatino
religious/gospel radio
newspaper arts and entertainment section



INTERNET

beauty/fashion sites
group-buying sites
download/print/redeem coupons
purchase sporting events tickets online



FOOD/DRINK

organic meat
Canadian wine
ethnic restaurants
fast-food restaurants



FINANCIAL

mutual funds
condo home insurance
TD Canada Trust
Sick Children's Hospital Lottery



AUTOMOTIVE

intermediate cars
compacts
imported brands
2008 or older model year



SOCIAL

Reddit
WhatsApp
WeChat
LinkedIn



MOBILE

watch TV shows on mobile phone
listen to radio/podcast on mobile phone
read e-books on mobile phone
online dating on mobile phone



HEALTH

eat/drink diet control
meal replacements

ATTITUDES

"How my personal information is stored and used by the government is not very important to me"

"It is important that the country hold a strong position in the world"

"It is important for me to have a more intense and more spiritual life"

"I am interested in everything that science cannot explain"



R1 UPPER-MIDDLE
RURAL

F3 MIDDLE-AGE
FAMILIES

Population:

615,495
(1.61% of Canada)

Households:

218,590
(1.45% of Canada)

**Average Household
Income**

\$104,556

**Average Household Net
Worth:**

\$608,210

House Tenure:

Own

Education:

Mixed

Occupation:

Primary/Blue Collar

Cultural Diversity Index:

Low

Sample Social Value:

Community Involvement

Who They Are

Found mostly in Alberta and Ontario, New Country is one of the wealthiest rural segments, with nearly two-thirds of residents working in well-paying jobs in agriculture, mining, natural industries and other blue-collar occupations. Scoring high for self-employment, a significant percentage of residents work as farmers and independent contractors in related industries. Their six-figure incomes provide comfortable, single-detached houses and enviable lifestyles. Forty percent of the maintainers are between 45 and 64 years old, and nearly 45 percent of households have children, typically of all ages. Like generations of rural households before them, New Country members are known for their deep roots in the community. Three-quarters of residents are third-plus-generation Canadians; fewer than one in ten are foreign-born. In these rural settings, people get attached to their pickups and drive them for decades. For leisure, they like to go hunting, fishing and boating, or they'll stay home and do some gardening. With their traditional views on politics and religion, they support family values and oppose government involvement in people's private lives; they score very low on *Active Government*.

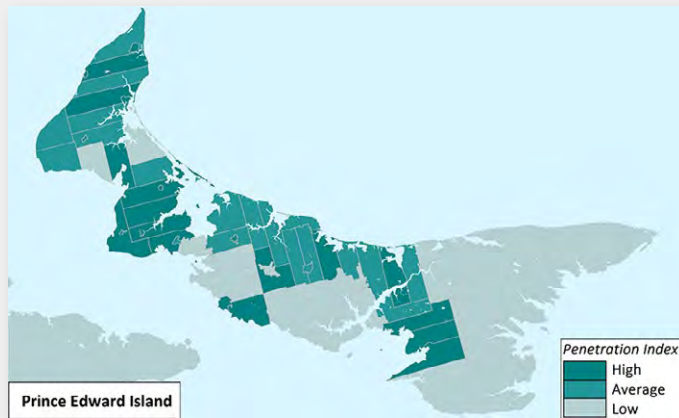
The members of New Country pursue independent lifestyles, and they're proud of it. Their daily routine is not unlike the one their grandparents enjoyed, filled with pets, hobby crafts and DIY home improvement projects. They adorn their driveways and garages with machinery expected of a rural lifestyle: power boats, campers, snowmobiles and ATVs. They fill their grocery carts with processed food they can't produce themselves: condensed soup, frosted cereal, mixed nuts and chips. When they go out to dinner, it's often at a fast-food or casual family restaurant. Their idea of a splurge is driving to the big city for a hockey game, comedy movie, zoo or amusement park. Attending sporting events is the activity that this cohort is most looking forward to post-COVID. Their media preferences are stuck in their grandparents' past, too. New Country residents are big fans of radio, with their music tastes ranging from traditional country to new country. They like watching sports on TV—CFL football and curling rank high—and reading family magazines about what makes Canadians Canadian: *Canadian Living*, *Canadian Geographic* and *Outdoor Canada*. They tend to be only average Internet users, going online for banking, downloading coupons and pinning on Pinterest.

How They Think

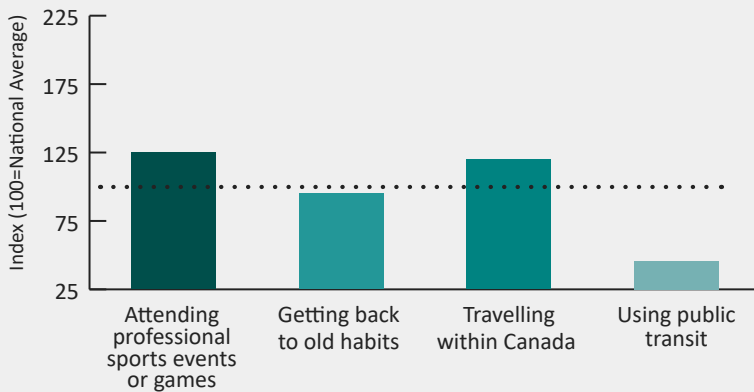
The members of New Country are self-reliant individuals, but they are not reclusive. They have a keen interest in local issues (*Community Involvement*), and they put the needs of others before their own (*Duty*) and enjoy doing volunteer work in their neighbourhood. They tend to be patriotic Canadians who prefer the company of their neighbours to outsiders (*National Pride*, *Parochialism*); many expect immigrants to relinquish their traditions (*Traditional Family*). They express contradictory sentiments in their concern for the natural world: few segments score higher for *Attraction to Nature* and yet residents believe environmental harm is inevitable (*Ecological Fatalism*). Accepting that their rural lifestyle involves a certain degree of disorder (*Rejection of Orderliness*), they're guided more by logic and reason than feelings (*Emotional Control*). As consumers, they care little about the popularity of brands and base their purchase decisions on the price and functionality of products (*Brand Apathy*, *Utilitarian Consumerism*). With a distrust of advertisements, many prefer to buy from small businesses rather than large corporations (*Confidence in Small Business*).

33. NEW COUNTRY

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

- gardening
- fishing
- country music concerts
- volunteer work



SHOPPING

- power boats
- golf equipment
- Lee Valley Tools
- Shoppers Drug Mart



TRADITIONAL MEDIA

- new and traditional country radio
- CMT
- CFL football on TV
- Reader's Digest



INTERNET

- enter online contests
- discount coupons on computer
- use Amazon for research
- purchase clothing/footwear online



FOOD/DRINK

- meat snacks
- domestic beer
- casual family restaurants
- ice cream restaurants



FINANCIAL

- home office
- RRSPs
- financial planners
- guaranteed life insurance



AUTOMOTIVE

- medium/heavy trucks
- large pickup trucks
- domestic brands
- own three or more vehicles



SOCIAL

- Pinterest
- YouTube
- Snapchat
- share links with friends and colleagues



MOBILE

- play games on mobile phone
- shopping on mobile phone
- download music/MP3 files
- banking on mobile phone



HEALTH

- take lutein
- herbal supplements

ATTITUDES

"Life in the country is much more satisfying than life in the city"

"In a household where both partners are working, it is not right for the wife to earn more than the husband"

"It is acceptable that an industrial society such as ours produces a certain degree of pollution"

"It is important for me to have a more intense and more spiritual inner life"



S4 UPPER-MIDDLE
SUBURBAN
FRANCOPHONE

F3 MIDDLE-AGE
FAMILIES

Population:

639,105

(1.68% of Canada)

Households:

244,593

(1.63% of Canada)

Average Household Income

\$112,685

Average Household Net Worth:

\$289,128

House Tenure:

Own

Education:

Trade School/College

Occupation:

Mixed

Cultural Diversity Index:

Low

Sample Social Value:

Active Government

Who They Are

Familles Typiques is a classic francophone segment, a collection of younger and middle-aged, middle-income families with children mostly under the age of 15 who live in suburbs across Quebec. These households are three times more likely than the national average to consist of common-law unions with kids—the highest of all segments. With their mixed educations—including high rates for trade school and college—residents hold a variety of jobs in health, education, manufacturing, public administration, and the trades. Their midrange incomes go far in their communities where residences—a mix of newer singles, semis and low-rise apartments—are valued at 40 percent below average. With the majority commuting to work by car, these adults are early risers for the long drive to city jobs. Fond of outdoor sports, residents spend their free time cycling, skating, playing racquet sports and skiing—both cross-country and downhill. After all that fresh air and exercise, they reward themselves by going out to a French restaurant or kicking back with a glass of chardonnay on their patio. In contemplative moments, they express an *Aversion to Complexity* and feel troubled by the uncertainties of modern life.

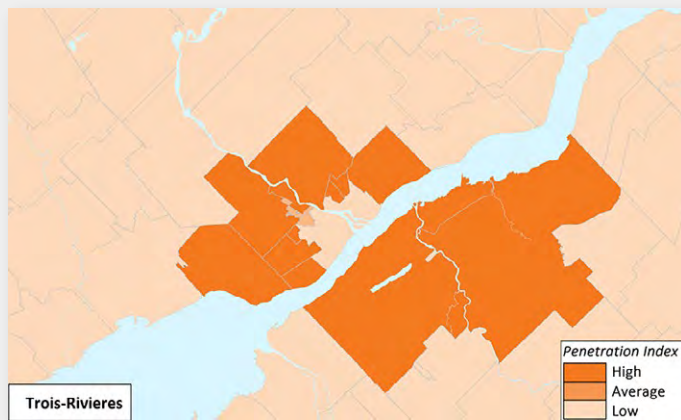
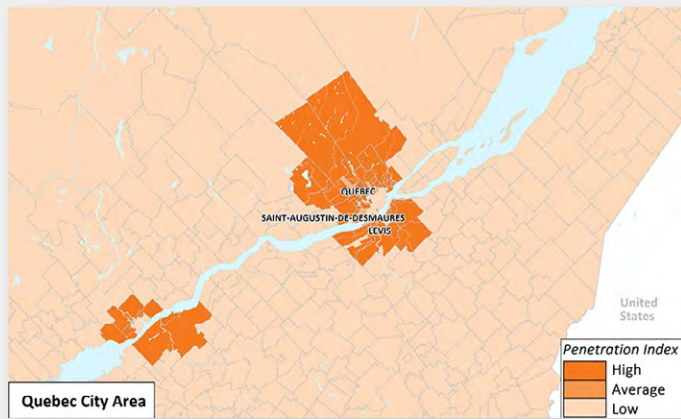
The younger and middle-aged members of Familles Typiques have the basics comfortably covered. While they regularly go to family-friendly movies, pop music concerts and theme parks, their idea of a holiday is a staycation exploring the Quebec countryside using their RVs, ATVs and snowmobiles. Compared to other francophone segments, they are more likely to patronize theme parks, video arcades, zoos and aquariums. They drive compact and subcompact cars, favouring Asian models that cost \$30,000 to \$40,000. To protect their families, they have high rates for owning all kinds of insurance: home, health, disability and life (though the face value rarely tops \$250,000). Familles Typiques members make a somewhat traditional media market. They enjoy TV soaps, standup comedy and sports programs that typically target men, such as mixed martial arts, extreme sports and boxing. This social group enjoys partying and dating and is looking forward to doing so post-COVID. They turn to radio for their big band and dance music fix and to magazines for articles on food, recipes, women's content and parenting. They're only light Internet surfers, typically using their tablets for social networking, watching music videos, comparing products and entering online contests. They tell researchers they don't feel confident using new technology.

How They Think

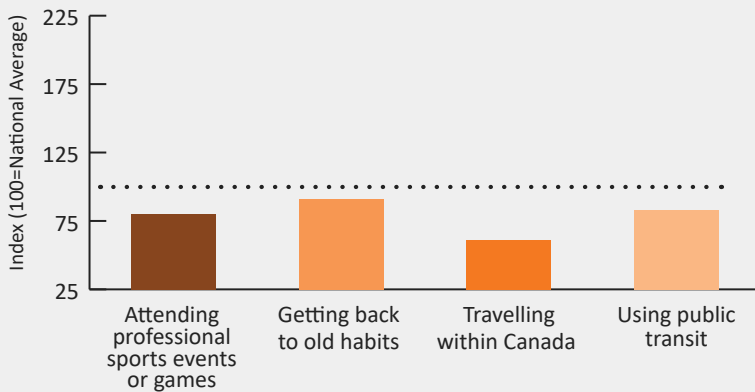
The francophone households in Familles Typiques are passionate about Quebec and express little interest in reaching out to cultures beyond their own (*Parochialism*). They tend to be conservative in their social views, believing in traditional gender roles (*Sexism*), making personal sacrifices for their families (*Primacy of the Family*) and believing that immigrants should relinquish their cultural traditions (*Cultural Assimilation*). They tend to trust large institutions, preferring that government take the lead in handling societal issues (*Active Government*) and dismissing small businesses as unable to provide quality goods and services as well as large companies (*Confidence in Big Business*). This faith in established organizations leads them to believe that people should follow society's rules and not question authority figures (*Obedience to Authority*). These midscale families feel optimistic about their personal financial future (*Financial Security*), and feel that it is acceptable to use force to obtain something you really want. These consumers go shopping for the sheer pleasure of it, but they rarely favour one brand over another (*Joy of Consumption, Brand Apathy*).

34. FAMILLES TYPIQUES

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

downhill and cross-country skiing
theme parks
pop music concerts
comedy clubs/shows



SHOPPING

Simons
Suzy Shier
Jean Coutu
jeans stores



INTERNET

classified sites
comparing products while shopping
watch short-form videos online
purchase sports equipment online



TRADITIONAL MEDIA

TV family dramas
TV extreme sports
dance music radio
automotive/motorcycle magazines



FOOD/DRINK

frozen and dry-packaged pasta
soft cheese
tomato/vegetable juice
low-fat food from supermarket



FINANCIAL

automatic payments online
RSP loan
health insurance
automobile loan



SOCIAL

publish blog, Tumblr or online journal
review/rate a product or service
Facebook
update status on Facebook monthly



AUTOMOTIVE

imported compact SUVs
imported subcompacts
2016-2017 model years
\$15,000-\$29,999 spent on vehicle



MOBILE

discount coupon on mobile phone
read newspaper on tablet
enter contests on mobile phone
shop on tablet



HEALTH

visit an osteopath

ATTITUDES

"What one feels is more important than reason and logic"

"An extramarital affair from time to time is not that serious"

"I would prefer to do work that is exciting but does not pay very well"

"I believe that young people should be taught to obey authority"





S7 LOWER-MIDDLE
SUBURBAN
FRANCOPHONE

M1 OLDER FAMILIES
& EMPTY NESTS

Population:

425,921

(1.12% of Canada)

Households:

188,137

(1.25% of Canada)

**Average Household
Income**

\$95,544

**Average Household Net
Worth:**

\$339,577

House Tenure:

Own

Education:

Mixed

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

Low

Sample Social Value:

Search for Roots

Who They Are

The older, Quebec suburbanites who make up Vie Dynamique may have varied households and backstories, but they're all pursuing a traditional middle-of-the-road lifestyle. In this segment, households can be singles or couples, married or common-law, and hold white-collar, blue-collar or service sector jobs. With their mixed educations—most have completed high school, trade school or college—they work in a variety of industries, including manufacturing and health care; however, over 40 percent are not in the labour force. Their middle incomes are sufficient to own an older, single-family or semi-detached home or low-rise apartment, and drive an inexpensive subcompact, compact or small SUV from a Korean or Japanese carmaker. On the weekend, they like to attend a comedy club, outdoor stage or book show. With more than half of Vie Dynamique maintainers over 55 years old, they dedicate a lot of time to traditional media, especially automotive and gardening magazines, hot adult contemporary radio and TV game shows. But they also enjoy cross-country skiing and bicycling and insist they have more energy and initiative than most people; indeed, they score high for *Vitality*.

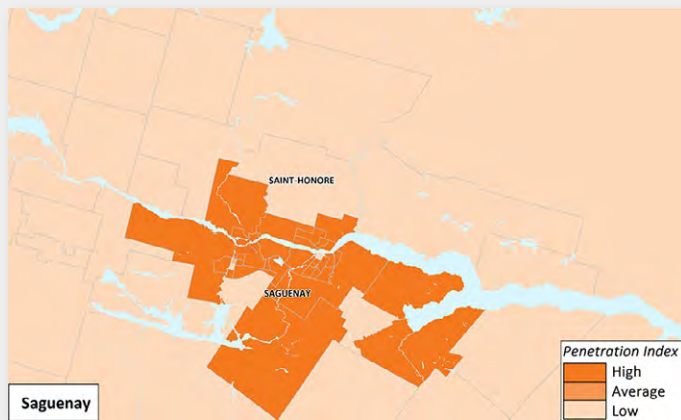
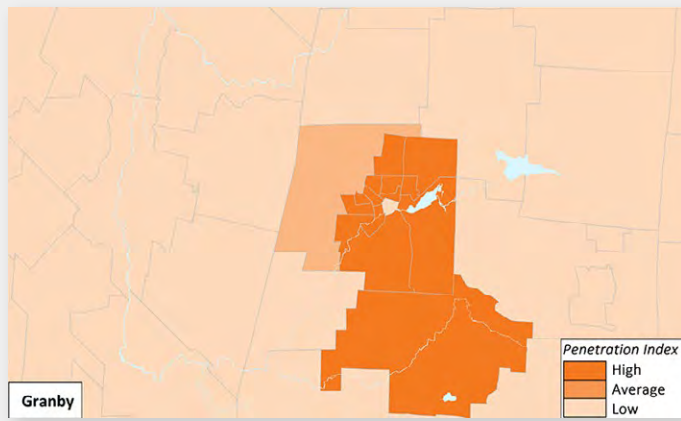
The older residents of Vie Dynamique enjoy life's simple indulgences. They score highest among all segments for patronizing fine food stores, filling their carts with enough mild cheddar cheese, baguettes and baking ingredients for a feast. And they're not stingy when it comes to libations: they favour French and Italian wines, typically starting their repasts with a cab and ending with cognac. Unlike other francophone segments, they're more adventurous in their outdoor leisure, preferring to get their thrills from snowmobiling in the winter and power boating in the summer. Proud homeowners, many invest their time and energy in DIY and remodeling projects, but when they're ready to take a break, they like to watch tennis, NHL hockey and auto racing on TV. They tune in to comedy and retro '80s music on the radio and pick up magazines that cover home décor and travel. Leery of the latest tech trends, they go online for basic activities, such as banking, conducting research and entering contests; many also use tablets to access recipes and automotive content. Since the onset of COVID-19, their video streaming and social media consumption may have decreased. But they still respond to printed direct mail, especially store catalogues and Yellow Pages ads.

How They Think

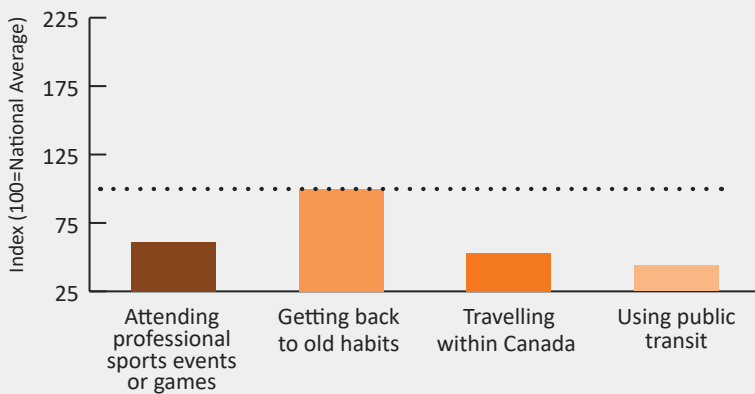
Vie Dynamique members are proud Quebecois who prefer to be around others like themselves and believe diverse groups should abandon their ethnic identities to embrace a Canadian way of life (*Parochialism, Cultural Assimilation*). Feeling threatened by the changes and difficulties of modern life (*Aversion to Complexity*), they tend to hold values grounded in traditional conventions: they put their family first and maintain that men are naturally superior to women (*Primacy of the Family, Sexism*). They want more from their jobs than a paycheque, preferring work that benefits society and provides personal satisfaction (*Fulfillment Through Work*), and they support an *Active Government* that takes the lead in resolving social issues. Vie Dynamique consumers take pleasure in shopping, expressing a *Joy of Consumption* fed by their desire to impress others with items that symbolize affluence (*Ostentatious Consumption*). They also take environmental concerns into their purchasing decisions (*Ecological Lifestyle*). But their *Utilitarian Consumerism* and *Brand Apathy* mean they focus more on functionality and don't get caught up in the latest shiny objects or popular brand names.

35. VIE DYNAMIQUE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

cycling
 power boating
 bingo
 book shows



SHOPPING

Simons
 La Vie en Rose
 Uniprix
 fine food stores/butcher shops



TRADITIONAL MEDIA

TV game shows
 adult contemporary radio
Coup de Pouce
 newspaper automotive section



INTERNET

classified sites
 online gambling
 use online phone directory
 purchase sports equipment online



FOOD/DRINK

baking ingredients
 espresso
 Italian wine
 chicken restaurants



FINANCIAL

RRSPs
 mobile investing
 will/estate planning
 long-term care insurance



AUTOMOTIVE

imported compacts
 imported subcompacts
 Japanese brands
 \$15,000-\$29,999 spent on vehicle



SOCIAL

Facebook
 post videos online
 participate in social network on a tablet
 50-99 friends on social media networks



MOBILE

access celebrity gossip on mobile phone
 research products and services on tablet
 picture/video messaging on tablet
 food/recipe sites on tablet



HEALTH

use muscle/body pain relievers 3-4 times/month

ATTITUDES

"It is important to me that people admire the things I own"

"Immigrants of different races and ethnic groups should set aside their cultural backgrounds and try to blend into the Canadian culture"

"I avoid using the services or products of companies which I consider to have a poor environmental record"

"To spend, to buy myself something new, is for me one of the greatest pleasures in life"





U2 URBAN OLDER

F3 MIDDLE-AGE FAMILIES

Population:

604,836
(1.59% of Canada)

Households:

213,828
(1.42% of Canada)

Average Household Income
\$95,431

Average Household Net Worth:
\$334,169

House Tenure:
Own

Education:
High School/Grade 9/
College

Occupation:
Blue Collar/
Service Sector

Cultural Diversity Index:
High

Sample Social Value:
Technology Anxiety

Who They Are

Reflecting the increasing flow of immigrants beyond Toronto and Vancouver, Middle-Class Mosaic consists of middle-class homeowners and their families living in established neighbourhoods. The segment features a mix of couples, lone-parent households and larger-than-average families with children of all ages; nearly one in five is over 25. Middle-Class Mosaic is also a destination for first- and second-generation Canadians drawn to affordable, older single- and semi-detached houses. More than a third of the population are visible minorities, including Filipinos, South Asians, Arabs and blacks. Moderately educated, residents work at solid blue-collar and service sector jobs in manufacturing, transportation and the trades. And with maintainers ranging in age from 35 to 64, residents are happy with a night out at a dinner theatre, casino or casual family restaurant. To keep fit, they head to a health club or swimming pool. And they're fond of travelling to western Canada, Mexico and the U.S., visiting places like Vancouver, Las Vegas and Hawaii. While their future looks bright, they worry about the effects of technology on society, scoring high for the value *Technology Anxiety*.

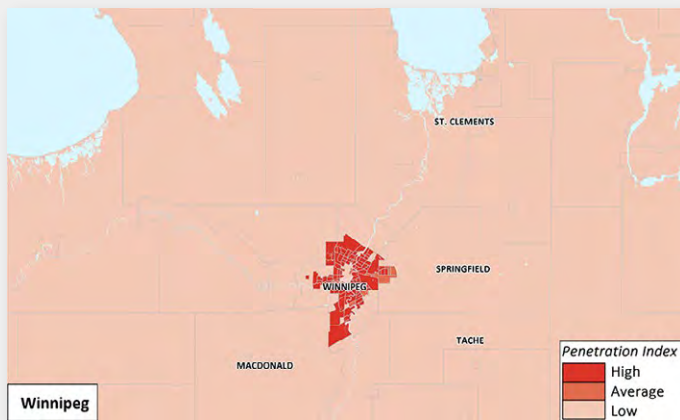
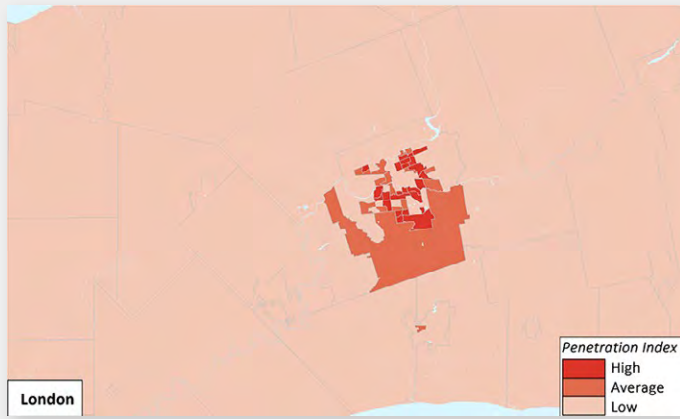
The members of Middle-Class Mosaic enjoy a mellow urban lifestyle. They stay centred doing yoga and aerobics, quietly sewing and completing craft projects, and reading entertainment and science magazines. A splurge with their children means taking them to an action movie, zoo or aquarium. And many of their older children participate in team sports, playing weekend hockey and baseball. Budget conscious, Middle-Class Mosaic consumers belong to a number of rewards programs and shop for casual clothing at stores like Mark's, Winners and Walmart. When they want to get away, they might hit the road to go camping or try their luck at a casino. When it comes to their media tastes, these households are somewhat old fashioned. They like reading print-based daily newspapers and while only average radio listeners, they tune in to everything from religious programs to hip-hop music. However, many are adopting digital media, going online to read e-books, listen to audiobooks, clip coupons and access beauty and fashion content. They remain receptive to all kinds of direct mail and out-of-home advertising placed everywhere from sports venues to office elevators. Once COVID-19 restrictions are lifted, they are looking forward to attending professional and non-professional sporting events.

How They Think

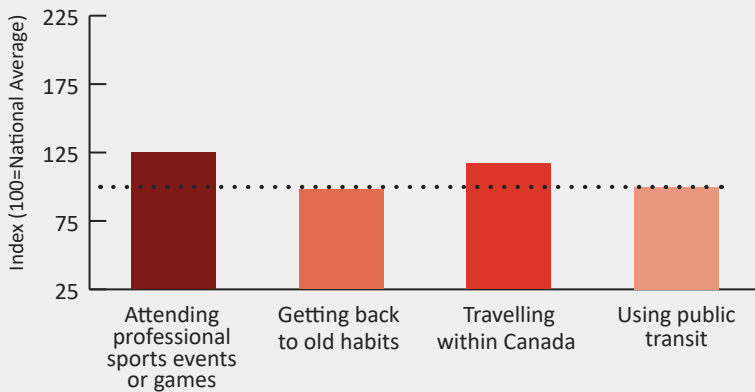
The residents of Middle-Class Mosaic exhibit strong *National Pride*, blending into Canadian culture wholeheartedly and expecting other immigrants to follow suit (*Xenophobia*). Many hold conservative notions of family, including the belief that one should build a strong legacy for their family (*Traditional Families, Legacy*). These traditional values carry over to their moral code: they believe children should be taught to obey authority figures and institutions without question (*Obedience to Authority*). When it comes to their views on organized religion, however, they are more open-minded, accepting a more flexible and personal approach (*Religion a la Carte*). Their sense of *Duty* compels them to put the needs of others before their own, and their *Work Ethic* is supported by their belief that to get ahead one must work hard. However, these responsibilities occasionally feel overwhelming, and they look forward to a camping trip or night at a casino for some relief (*Need for Escape*). This middle-class group tends not to think too much about what they are purchasing and might be reluctant to respond to advertisements (*Buying on Impulse, Skepticism Toward Advertising*).

36. MIDDLE-CLASS MOSAIC

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

fitness clubs
 jogging
 action/adventure films
 casinos



SHOPPING

Mark's
 Pennington's
 Walmart
 craft supply stores



TRADITIONAL MEDIA

CFL football on TV
 Global News
 urban/hip hop/rap radio
 children/teen magazines



INTERNET

listen to podcasts
 access real estate listings on computer
 use maps/directions services online
 watch a subscription-based video service



FOOD/DRINK

tortilla chips
 energy/sports drinks
 KFC
 Dairy Queen



FINANCIAL

credit unions
 three or more credit cards
 stocks/bonds
 online trading GICs



AUTOMOTIVE

domestic brands
 intermediate SUVs
 small vans
 2000-2009 model years



SOCIAL

Twitter
 WhatsApp
 Snapchat
 YouTube



MOBILE

bank/pay bills on mobile phone
 download music on mobile phone
 food delivery mobile apps
 online shopping on tablet



HEALTH

visit a chiropractor

ATTITUDES

- "To preserve jobs in this country, we must accept higher degrees of pollution in the future"
- "Getting married and having children is the only definition of a family"
- "It is important to me to regularly get away from all responsibilities and burdens"
- "I am willing to pay more for brand-name products"


T1 TOWN MIX

F1 SCHOOL-AGE FAMILIES

Population:

 181,542
 (0.48% of Canada)

Households:

 73,732
 (0.49% of Canada)

Average Household Income

\$114,298

Average Household Net Worth:

\$371,909

House Tenure:

Own

Education:

Mixed

Occupation:

 Blue Collar/
 Service Sector

Cultural Diversity Index:

Low

Sample Social Value:

Time Stress

Who They Are

Keep on Trucking is the most affluent of the town segments, a group of mostly remote communities found across Canada. This segment boasts the second highest concentration of people of aboriginal origin, at about 20 percent, and includes a mix of long-time residents and newcomers drawn to the nearby jobs in resource industries. One in fourteen adults work in mining, oil and gas—the highest rate in the nation—while others hold good-paying blue-collar and service sector jobs. Although nearly half of Keep on Trucking adults haven't gone beyond high school, these younger and middle-aged couples and families generally have upper-middle-class incomes and own older, affordable single-detached houses. But 5 percent of residents live in mobile homes—typically hauled in to accommodate the sudden influx of industrial workers. When they're not on the job, it's hard for Keep on Trucking residents to remain indoors, given all their boats, snowmobiles, ATVs and camping equipment. From their perch in Canada's industrial towns, these busy households express both an *Attraction to Nature* and a *Need for Escape*.

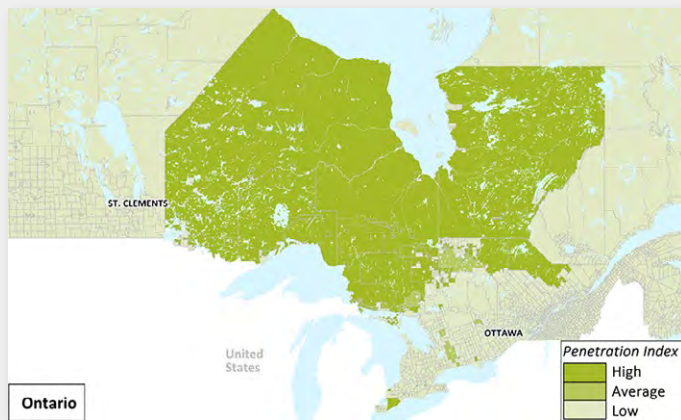
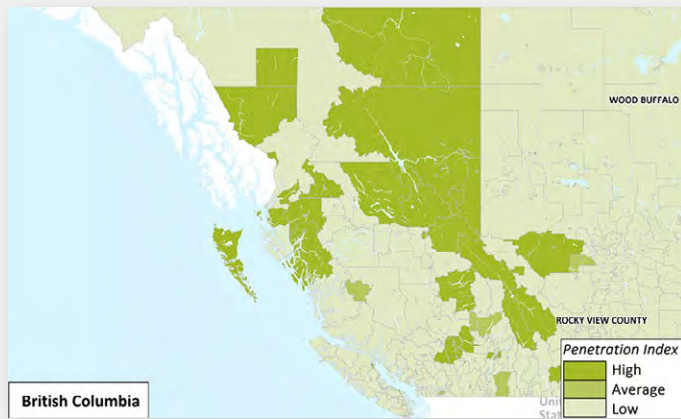
The lifestyle of Keep on Trucking reflects members' unpretentious towns and attitudes. Residents enjoy time-honoured hobbies like crafts, sewing, baking and automotive maintenance. At grocery stores, they fill their carts with above-average amounts of canned meat and cheese crackers, as well as coffee pods, ginger ale and powdered iced tea. Many are DIYers who occupy their weekends with home improvement projects. To relax, they'll pile their families into their midsize minivans or SUVs—most from domestic manufacturers—and head to kid-friendly venues, such as amusement parks and local rec centres. In Keep on Trucking, a night out may mean dinner at a Chinese restaurant, then stopping for ice cream at Dairy Queen or A&W. Media tastes are similarly eclectic, ranging from mixed martial arts and reality programming on TV to traditional country and mainstream rock on the radio. These residents typically ignore newspapers except for community papers, mostly to check the adverts. Although they're relatively low Internet users, they do go online for e-commerce. This is one of the segments where residents have high rates for shopping in-store and online equally for toys, sporting goods and personal care items, however, they feel less safe shopping in-store since COVID-19.

How They Think

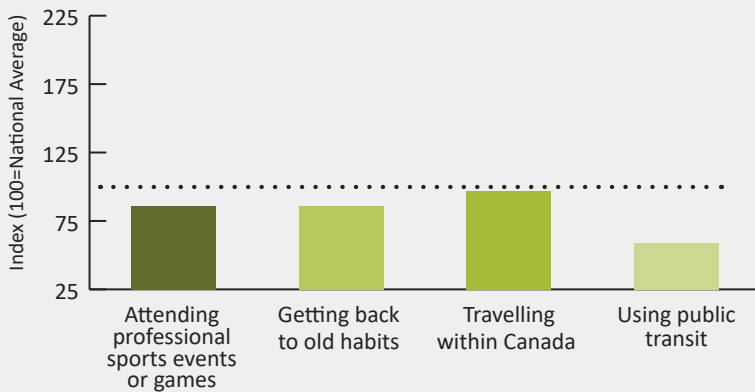
The members of Keep on Trucking value establishing deep bonds with their friends and neighbours, often identifying and keep involved with their small-town communities (*Flexible Families, Parochialism*). They believe that anyone can make it if they try hard enough (*American Dream*), however, they may still be concerned about their financial futures (*Financial Concern Regarding the Future*). In attempts to ease the burden of their busy professional and personal lives, Keep on Trucking residents prefer to balance the excitement new experience and modern uncertainties with a logical approach to decision making (*Time Stress, Adaptability to Complexity, Emotional Control*). Considering many are employed in the extraction sector, members of Keep on Trucking are firm in their belief that environmental destruction is somewhat acceptable and inevitable (*Ecological Fatalism*). Marketers can connect with them through messages that appeal to their individuality and desire to set themselves apart from others (*Pursuit of Originality*). However, these consumers prefer functional, practical products and won't be swayed by popular, well-advertised brands (*Brand Apathy*). With their *Technology Anxiety*, they'll likely appreciate businesses who don't push them onto digital platforms.

37. KEEP ON TRUCKING

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

power boating
snowmobiling
rock concerts
casinos



SHOPPING

Mark's
Walmart
craft supply stores
second-hand stores



TRADITIONAL MEDIA

TV documentaries
OLN
traditional and new country radio
community newspapers



INTERNET

discount coupons on tablet
auction sites
use telephone directory online
purchase groceries online



FOOD/DRINK

meat snacks
ginger ale
taco restaurants
bar/pub food



FINANCIAL

high-interest savings accounts
personal overdraft protection
credit unions
donate to Canadian charities



AUTOMOTIVE

large pickup trucks
domestic compact SUVs
camping trailers/
motorhomes/RVs
Buick/Cadillac/Chevrolet/GMC



SOCIAL

Pinterest
Facebook
100-149 network connections
view friends' photos online



MOBILE

video streaming on tablet
banking on mobile phone
use ad blocking software
mobile game apps



HEALTH

shop at natural health
product stores

ATTITUDES

- "It is acceptable that an industrial society such as ours produces a certain level of pollution"*
- "I have enough trouble taking care of myself without worrying about the needs of the poor"*
- "It is important to me to regularly get away from all responsibilities and burdens"*
- "Brands are not important to me at all"*





S5 MIDDLE-CLASS
SUBURBIA

F3 MIDDLE-AGE
FAMILIES

Population:

697,726

(1.83% of Canada)

Households:

254,633

(1.69% of Canada)

Average Household Income

\$105,873

Average Household Net Worth:

\$319,195

House Tenure:

Own

Education:

College/High School

Occupation:

Service Sector/
Blue Collar

Cultural Diversity Index:

Low

Sample Social Value:

Racial Fusion

Who They Are

Located in the older suburban neighbourhoods of mostly midsize cities, Stressed in Suburbia offers a portrait of busy, working families in the burbs. Nearly 80 percent of households own their homes, a mix of singles, semis and row houses typically built between 1960 and 2000. An above-average two-thirds are third-plus-generation Canadians. But their streets are hardly homogenous: Households may contain couples, families with children and lone-parent families; maintainers range in age from 25 to 54; and children include toddlers and teenagers. Despite moderate educations that rarely go beyond college, many households enjoy solid midscale incomes thanks to the presence of two wage-earners. Most segment members hold blue-collar or service sector jobs. Given the variety of households in Stressed in Suburbia, top-scoring leisure pursuits range from outdoor sports like cross-country skiing and golf to cultural activities like attending country music concerts and dinner theatres. With their tendency for *Introspection & Empathy*, they seek to understand others in a non-judgmental way, and they score high for donating to cultural, environmental and international organizations.

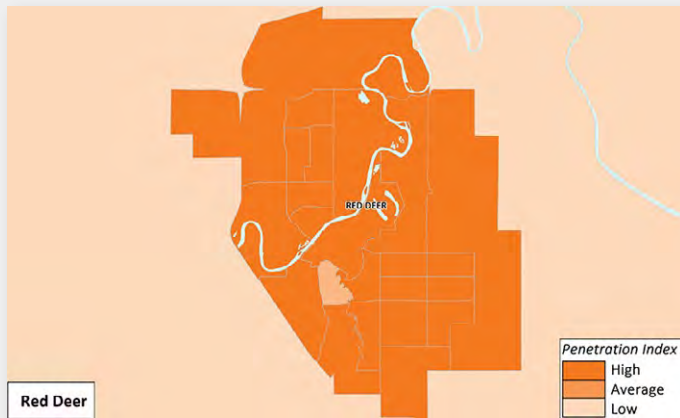
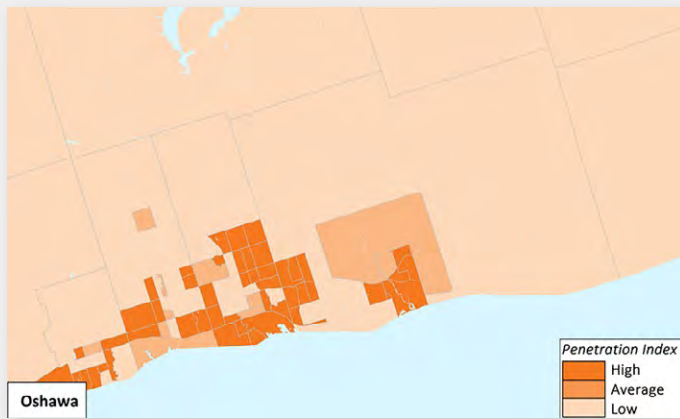
The midscale incomes of Stressed in Suburbia residents afford them casual suburban lifestyles. This is no place for imported luxury cars, white tablecloth restaurants or European vacations. These middle-brow households are more likely to drive domestic pickups, eat at buffets and drive-throughs, and vacation in the Canadian Rockies, preferably using their camper and are looking forward to these kinds of trips once COVID-19 restrictions lift. Mindful of saving money, they stretch their budget by doing their own home improvements and landscaping. And they're unapologetic about their older homes and the usual clutter engulfing active families: multiple dogs, musical instruments, video game consoles and that ultimate gadget, a wearable smart device. Stressed in Suburbia residents look to media for information and entertainment. They're solid fans of TV sitcoms, DIY shows and sports programs typically geared for young males: martial arts, pro wrestling and poker. Their radios play any kind of music as long as it's rock—classic, mainstream or modern. Many families are too busy to sit down and read a newspaper or magazine. But they will go online to play games, clip coupons or browse social media sites like Facebook, Instagram, Snapchat and Twitter.

How They Think

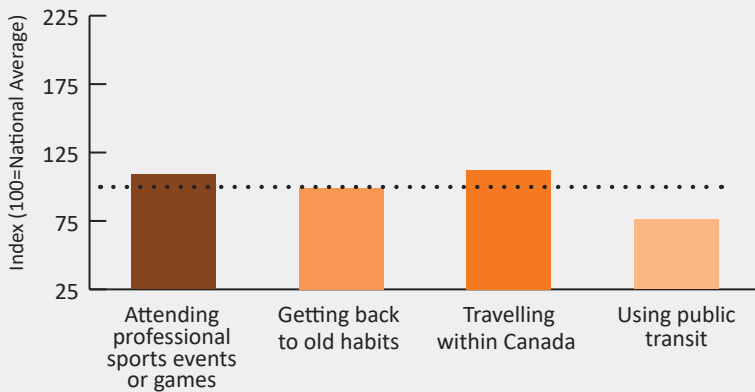
Stressed in Suburbia residents are all about not playing by the rules (*Rejection of Authority*). When it comes to family, they believe in unconventional family structures and diversity in relationships (*Flexible Families, Racial Fusion*). They are proud Canadians for whom Canada represents the land of opportunity where anyone can achieve success, if they only try hard enough (*National Pride, American Dream*). In trying to achieve their goals, they feel pressure to juggle the demands of work and home, and many express a desire to take a break from their daily responsibilities (*Time Stress, Need for Escape*). One way they do this is by seeking an emotional high, which they may achieve by undertaking dangerous activities (*Penchant for Risks*). And though they strive to organize and control the direction of their lives, they are generally optimistic about their futures (*Personal Control, Personal Optimism*). As consumers, they tend to be thoughtful about the ethical and environmental impact of their product choices (*Ethical Consumerism, Ecological Lifestyle*). They make decisions based on emotions rather than rational thought, and change their opinions easily (*Intuition & Impulse*).

38. STRESSED IN SUBURBIA

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

local arenas/rec centres
 crafts
 country music concerts
 pets



SHOPPING

Joe Fresh
 Old Navy
 Sport Check
 single-serve coffeemakers



TRADITIONAL MEDIA

DIY
 Nat Geo Wild
 album rock/classic rock radio
 Today's Parent



INTERNET

auction sites
 stream music on computer
 purchase groceries online
 purchase tickets to sporting events online



FOOD/DRINK

canned fish/seafood
 cheese crackers
 flavoured coffee
 fast casual restaurants



FINANCIAL

mortgages
 personal overdraft protection
 online trading RESPs
 term life insurance



AUTOMOTIVE

domestic brands
 pickup trucks
 SUVs
 vehicles bought used



SOCIAL

Snapchat
 Pinterest
 Twitter
 read news feed daily on Facebook



MOBILE

e-book readers
 recipe apps
 shop online on mobile phone
 discount coupons on mobile phone



HEALTH

use gel caps for headache pain relief

ATTITUDES

"It is important to me that people admire the things I own"

"It is important to me to regularly get away from all responsibilities and burdens"

"Generally speaking, I feel that I don't really have any goals in life"

"I would never buy products from a company if I knew that they tested their products on animals"





U6 OLDER
URBAN
FRANCOPHONE

F1 SCHOOL-AGE
FAMILIES

Population:

331,024

(0.87% of Canada)

Households:

151,110

(1.01% of Canada)

Average Household Income

\$89,947

Average Household Net Worth:

\$356,144

House Tenure:

Rent & Own

Education:

University/Trade School

Occupation:

White Collar/
Service Sector

Cultural Diversity Index:

Low

Sample Social Value:

Enthusiasm for
Technology

Who They Are

Évolution Urbaine is a Quebec lifestyle undergoing rapid change, where over a quarter of residents identify as visible minorities. Concentrated in older urban neighbourhoods in Montreal, this segment contains a blend of singles and single-parent families of all ages who appreciate their communities' proximity to downtown amenities and reliable public transit. Given the wide age range of maintainers, it's no surprise that the segment's educational report card includes relatively high scores for both university alums and trade school graduates. The adults here work in a variety of fields, from business and the sciences to education and the arts. But their incomes are below average, which results in most households renting where they live, typically older, low-rise apartments and duplexes. However, their modest earnings can easily accommodate the low-cost sports they prefer, including hiking, cross-country skiing and cycling, and they regularly attend book shows, comedy clubs and concerts at outdoor stages. Marketers should take note that these public transit riders notice out-of-home advertising on billboards and digital screens, especially when the messages appeal to their emotions and desire to experience new sensations (*Pursuit of Intensity*).

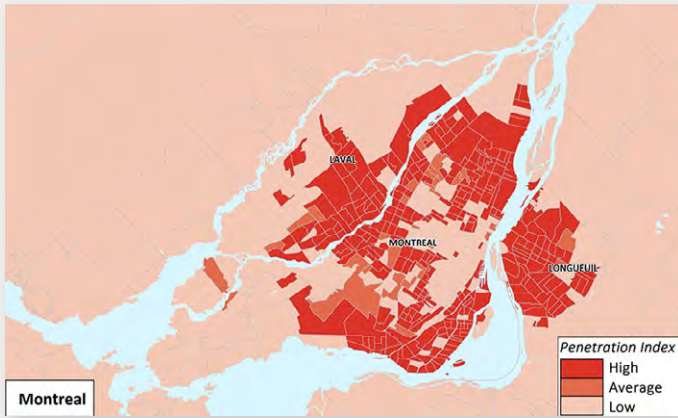
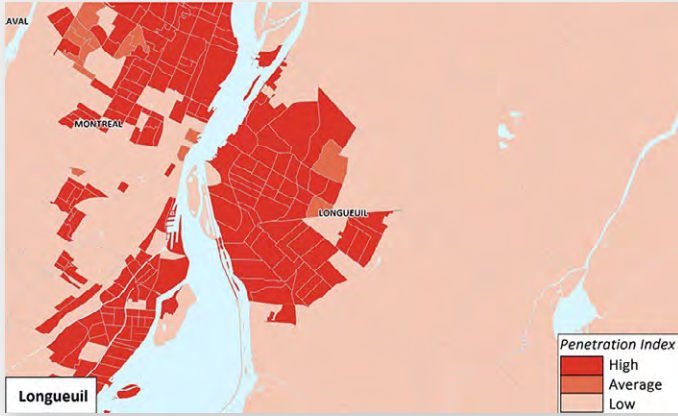
The mixed households in Évolution Urbaine pursue a wide range of interests appropriate for its wide range of ages. While some participate vigorously in outdoor sports others are content to watch tennis matches and auto races from the stands or on the TV in their living rooms. Compared to other francophone segments, Évolution Urbaine members are more likely to shop at Winners and Zara, watch YTV and Movie Time networks, and buy automotive supplies online. Vacations can range from quiet explorations of Quebec's cultural and natural sites to more adventurous trips to Cuba. The adults here tell researchers that they lead busy social lives, but they still find time to watch cooking shows and make regular use of baking ingredients, organic dairy products and fresh pasta. And it wouldn't be a dinner party without French and Italian wine, espresso and cappuccino. To keep the conversation sparkling, Évolution Urbaine members read daily newspapers and magazines that cover art, fashion, technology and food. Since COVID-19, they may have increased their consumption of digital print media. They're big fans of TV, particularly soaps, music videos and sports. And they are turning to the Internet more often now for streaming music, sharing links and online dating. As COVID-19 restrictions relax, they are looking forward to returning to dating and going out to parties.

How They Think

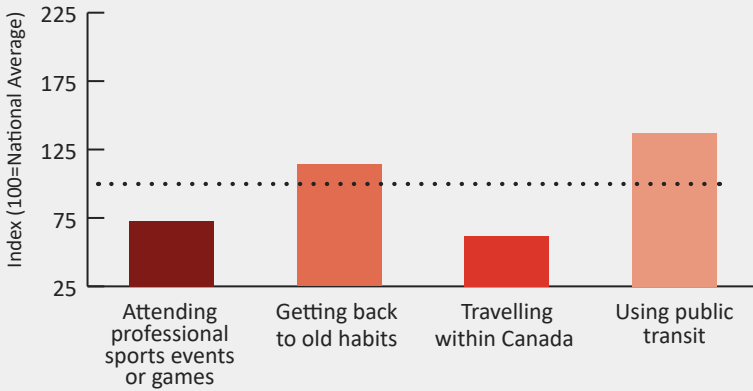
Évolution Urbaine members are a self-possessed group who like to express their views without being constrained by authority figures or traditional social hierarchies (*Rejection of Authority, Equal Relationship with Youth*). Like many Quebecois segments, they support traditional views on the roles of men and women (*Sexism*), but they also typically hold progressive views on romantic relationship (*Sexual Permissiveness*). Évolution Urbaine members rely more on their feelings, intuition and what their senses tell them rather than logic when making decisions (*Intuition & Impulse, Sensualism*). They reject the assumption that all knowledge must be rational or scientific, maintaining that some phenomena are beyond the understanding of modern science (*Interest in the Unexplained*). With a desire to save money, they care little about brand names and refuse to get caught up in the latest consumer craze (*Saving on Principle, Brand Apathy, Discriminating Consumerism*). Although they tend to enjoy looking at advertisements and staying informed about what they buy, they tend to be less concerned about the aesthetic features of their purchases (*Advertising as Stimulus, Consumptivity, Utilitarian Consumerism*). Many prefer eco-friendly companies and products, believing that protecting the environment is more important than job creation and everyone can play a part (*Ecological Lifestyle, Primacy of Environmental Protection, Ecological Concern*).

39. ÉVOLUTION URBAINE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

historical sites
outdoor stages/parks
pro tennis games
spa resorts



SHOPPING

Reitman's
Zara
fashion accessory stores
fruit and vegetable stores



TRADITIONAL MEDIA

Tele Quebec
Formula 1 auto racing on TV
fashion magazines
OOH ads on subway stations



INTERNET

news sites
online gambling
music streaming on computer
purchase home electronics online



FOOD/DRINK

mozzarella cheese
European wine
Corona beer
home delivery restaurants



FINANCIAL

mobile bill paying
term deposits
private life insurance
auto loans



AUTOMOTIVE

compacts
subcompacts
imported brands
\$10,000-\$14,999 spent on vehicle



SOCIAL

Facebook
contribute to chat room/blog/bulletin board
comment on a news article
dating platforms



MOBILE

picture/video messaging on tablet
read magazines on tablet
newspaper apps
bank/pay bills on tablet



HEALTH

spend over \$400 on prescription eyewear

ATTITUDES

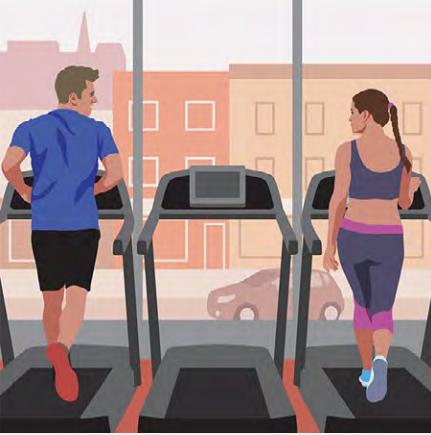
"No matter what I do, I have a lot of trouble changing the course of events that affect me"

"I entertain at home more than ever"

"It is important to look good"

"I try to keep abreast of changes in style and fashions"





U3 YOUNG
URBAN
CORE

Y1 VERY YOUNG
SINGLES
& COUPLES

Population:

437,184
(1.15% of Canada)

Households:

240,539
(1.60% of Canada)

**Average Household
Income**
\$74,565

**Average Household Net
Worth:**
\$192,140

House Tenure:
Rent

Education:
University/ College/
High School

Occupation:
White Collar/
Service Sector

Cultural Diversity Index:
Low

Sample Social Value:
Global Consciousness

Who They Are

Young, educated and mobile, Les Énerjeunes is a magnet for Quebec singles just starting out in life. Found mostly in older neighbourhoods in Montreal and Quebec City, this segment has a young, tech-driven sensibility. More than a third of maintainers are under 35 years old; nearly half of residents are single. No segment has a higher concentration of bilingual residents, nearly two-thirds of the populace. And they're well educated, with more than 40 percent holding a university or graduate degree. Although most residents hold low-paying jobs, these up-and-comers are just starting their careers in the arts, education, science and business. In Les Énerjeunes, three-quarters rent rather than own a residence, typically a low-rise apartment or duplex. And with more than half having moved in the last five years, they personify upwardly mobility. Free of family obligations and mortgages, they pursue lifestyles that cultivate both mind and body. Cross-country skiing, hiking, cycling and aerobic exercise are all popular pastimes. Many like to spend a date at a nightclub, comedy show or jazz concert. Progressive in their outlook, these young singles score highest among segments in the value *Sexual Permissiveness*.

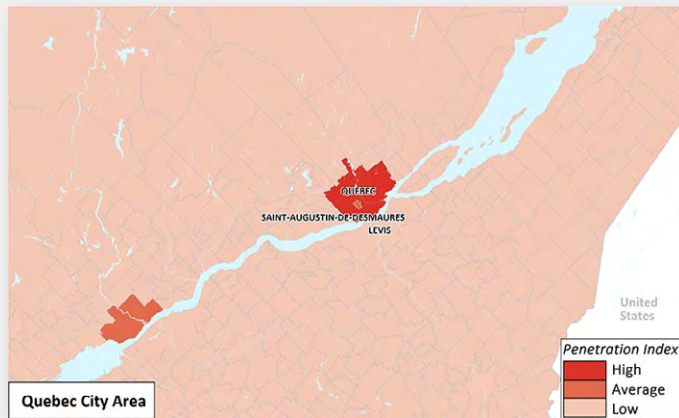
An air of adventure pervades the lively neighbourhoods of Les Énerjeunes. Residents relish their streets lined with bars and art galleries, though they also have high rates for entertaining at home. For special occasions, they head to fine food stores for organic meat, fruit and vegetables, and gluten-free products. But like other young urban segments, they barely spend \$100 on groceries each week, preferring the convenience of home delivery, fast food and portable snacks like chocolate granola bars and energy drinks. While they do shop at large retail chains, Les Énerjeunes residents prefer independent boutiques and online merchants. These Quebecois spend a lot of time on the Internet, and they're mostly platform agnostic. They'll use mobile phones for reading magazines and downloading coupons; tablets for streaming music and searching job listings; and computers for watching TV and posting to social media. Among francophone segments, Les Énerjeunes scores high for using Instagram, Twitter and dating platforms and have increased their social media usage significantly throughout COVID-19. But marketers can also reach these young residents with out-of-home ads and digital screens on buses, taxis and subway cars, as well as inside cinema lobbies and quick-service restaurants.

How They Think

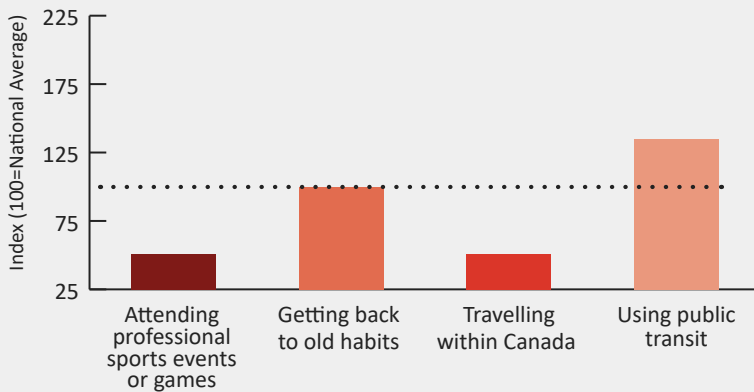
For the go-go households in Les Énerjeunes, their vibrant urban setting complements their own high energy and allows them to connect with others like themselves in an authentic and sincere manner (*Vitality, Attraction for Crowds, Personal Expression*). While they recognize that cities can be dangerous, they're mostly indifferent to any perils and confident about the future (*Acceptance of Violence, Personal Optimism*). As they seek to rediscover and preserve the traditions of their francophone heritage (*Search for Roots*), they also like to experience new sensations and are often guided by their emotions and intuition (*Pursuit of Intensity*). They're eager to win the respect of others through their sense of style and good taste (*Need for Status Recognition*). As a result, these young singles can be passionate about the products they choose to buy (*Consumption Evangelism*), always looking for cutting-edge products, especially in the area of technology (*Pursuit of Novelty, Enthusiasm for Technology*). But they're also green consumers who consider the environmental impacts of purchases (*Ecological Lifestyle*) and like their brands to be as authentic as they are (*Brand Genuineness*).

40. LES ÉNERJEUNES

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

billiards
aerobics
nightclubs/bars
jazz concerts



SHOPPING

Zara
Simons
Jean Coutu
lingerie stores



TRADITIONAL MEDIA

TV soaps/serial dramas
Le Canal Nouvelle
Elle Canada
entertainment/celebrity magazines



INTERNET

dating sites
beauty/fashion sites
watch music videos online
purchase computerware online



FOOD/DRINK

soy-based food
Heineken beer
ethnic restaurants
fine food stores/butcher shops



FINANCIAL

student loans
mobile cheque deposit
private life insurance
two credit cards



AUTOMOTIVE

imported subcompacts
Hyundai
less than \$15,000 spent on vehicle
one car



SOCIAL

Instagram
LinkedIn
WhatsApp
blogs



MOBILE

purchase products on mobile phone
listen to radio/podcast on mobile phone
watch free streaming videos on tablet
health/fitness/diet apps



HEALTH

consult a dietician/nutritionist

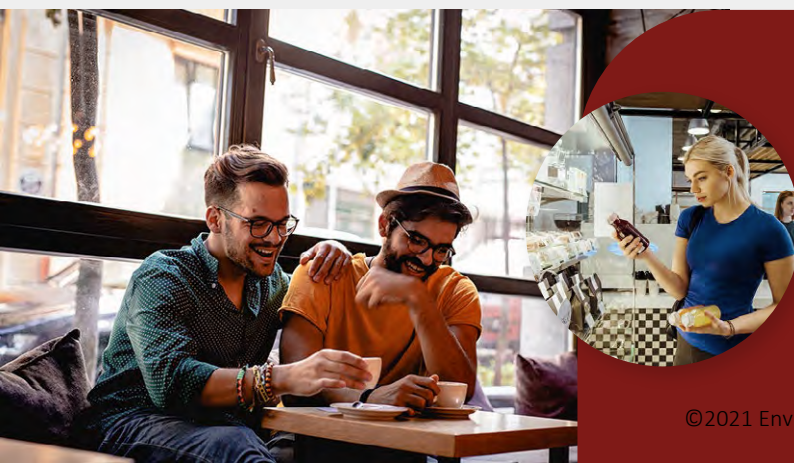
ATTITUDES

"I get pleasure out of letting myself go along with an impulse or passing emotions"

"It's important to be thoroughly familiar with what I think of as my region, its history, its customs and traditions"

"I am willing to pay more for eco-friendly products"

"I am willing to pay a little extra to save time shopping"





R2 LOWER-MIDDLE
RURAL

M1 OLDER FAMILIES
& EMPTY NESTS

Population:

985,332

(2.58% of Canada)

Households:

392,664

(2.61% of Canada)

**Average Household
Income**

\$98,537

**Average Household Net
Worth:**

\$428,955

House Tenure:

Own

Education:

Mixed

Occupation:

Blue Collar/
Service Sector

Cultural Diversity Index:

Low

Sample Social Value:

Obedience to Authority

Who They Are

The largest PRIZM segment with nearly 400,000 households, Down to Earth consists of older couples and families found in rural communities across the country. Eight out of ten adults are homeowners, typically living in modest, single-detached homes built before 1990. The majority of maintainers are over 55 years old. Most Down to Earth households earn average incomes from a mix of blue-collar in agriculture, construction and the trades. And while the most common family type is empty-nesting couples, more than a third of households contain couples with kids of all ages. What these rural folks share is a tradition-bound lifestyle: more than 80 percent of households are third-plus-generation Canadians and a significant percentage start their day with early-morning chores. As in other rural communities, Down to Earth residents spend their leisure time close to home and nature, enjoying sewing, knitting, bird-watching and snowmobiling. Their yards often have a small collection of trucks, cars, boats, ATVs and RVs; status is expressed in the size of their pickup. And many are strong on the value of *Fulfillment Through Work*, believing that one's work should be useful to others.

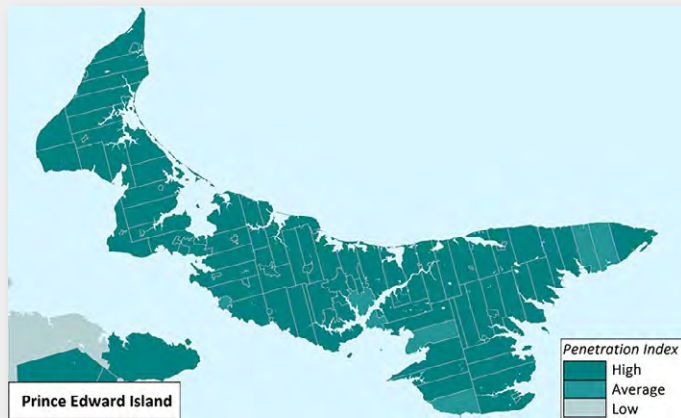
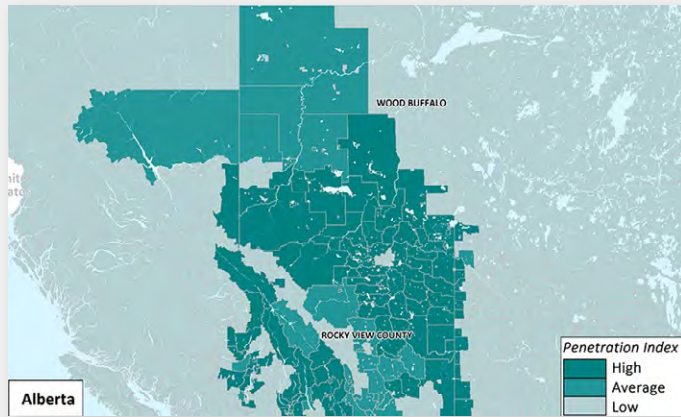
Befitting a rural segment, the residents of Down to Earth enjoy the same outdoorsy activities their grandparents would have enjoyed: hunting, fishing and gardening. They're less likely to pursue aerobic sports than quieter hobbies like making crafts; many do their own home improvement projects. For a special occasion, they'll attend a curling bonspiel or golf match, and they'll occasionally visit a casino or bingo hall. Now that many Down to Earth residents have retired, they're travelling more, though typically within Canada using their camper or RV and may be eager to return to these types of trips after COVID-19 restrictions are lifted. Not surprisingly, these older folks have traditional media patterns. They watch an average amount of TV, particularly home improvement shows, sports and sitcoms. They describe radio as "more personal" than other media, and tune in to new and traditional country, oldies and religious programs. With their communities beyond the territory of daily newspapers, they subscribe to local papers and magazines that cover gardening, health, hobbies and senior citizen issues. As for digital media, they go online for mostly utilitarian reasons: banking, reading newspapers or viewing classified ads.

How They Think

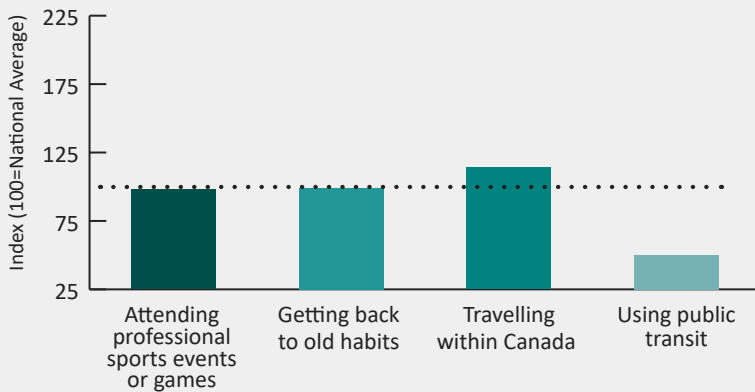
The backcountry folks of Down to Earth are traditionalists. They believe in family and country, striving to maintain and understand their historical roots and backing a strong role for Canada on the global stage (*Search for Roots, National Pride*). They value organized religions and playing by the rules (*Religiosity, Obedience to Authority*). And they worry about the impact of immigration on their way of life, believing newcomers should give up their cultural identities to adopt the mainstream culture (*Xenophobia, Cultural Assimilation*). Down to Earth members are exactly what their segment name implies: people who are cool and controlled, keeping their emotions in check and guided instead by reason and logic (*Emotional Control*). But they still seek out activities that disrupt their daily routine (*Need for Escape*). Many turn to nature to recharge their batteries and enjoy activities that take them outdoors (*Attraction to Nature*). In the marketplace, their *Financial Concern Regarding the Future* makes them a tough sell, and their *Utilitarian Consumerism* is reflected in their strong preference for items that are practical rather than aesthetically pleasing. With their *Technology Anxiety*, they're among the last to embrace digital media and smart devices.

41. DOWN TO EARTH

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

fishing/hunting
arts/crafts/sewing/knitting
country music concerts
casinos



SHOPPING

Giant Tiger
Mark's
Walmart
home improvement stores



TRADITIONAL MEDIA

classic country radio
curling on TV
gardening magazines
community newspapers



INTERNET

automotive sites
discount coupons on computer
eBay.ca
purchase toys/games online



FOOD/DRINK

processed cheese
regular coffee
rye/Canadian whisky
casual family restaurants



FINANCIAL

senior services bank plans
financial planning
online trading
donate to religious groups



AUTOMOTIVE

domestic brands
large pickup trucks
intermediate cars
ATVs/snowmobiles



SOCIAL

Pinterest
Facebook
YouTube
share links with friends
and colleagues



MOBILE

respond to classified ads on
mobile phone
read online news on
mobile phone
bank/pay bills on tablet
view store flyers on tablet



HEALTH

take multivitamins for
50+ men and women

ATTITUDES

"It's very important to have a more intense and more spiritual inner life"

"I am adventurous/outdoorsy"

"New technologies are causing more problems than they are solving"

"Brands are not important to me at all"





S7 LOWER-MIDDLE
SUBURBAN
FRANCOPHONE

F1 SCHOOL-AGE
FAMILIES

Population:

307,665
(0.81% of Canada)

Households:

124,241
(0.83% of Canada)

Average Household Income

\$101,092

Average Household Net Worth:

\$315,778

House Tenure:

Own

Education:

Trade School/Grade 9/
College

Occupation:

Blue Collar/
Service Sector

Cultural Diversity Index:

Low

Sample Social Value:

Joy of Consumption

Who They Are

A midscale francophone segment, Banlieues Tranquilles is found on the suburban edges of Quebec's large and small cities. Formerly rural communities, the last 15 years have brought suburban developments to these areas. At 98 percent, this segment has the highest rate of residents who speak French at home, and its percentage of third-plus-generation Canadians is near the top. The mix of couples and families here is almost evenly divided between married and common-law unions, and more than 80 percent live in single-detached homes, typically built since the 1960s. Despite modest educations, many adults work in well-paying blue-collar, agricultural, and service sector jobs. And because these jobs typically involve a long commute, more than 90 percent of residents get to work by car—usually an imported compact—one of the highest proportions of all the segments. But they're only a short drive to preferred entertainment options like dinner theatres, concert arenas and film festivals, and they'll head to more remote locations to go fishing, hunting and cross-country skiing. Strong on the value *Ecological Concern*, these Quebecois believe it's up to individuals like themselves to protect the environment.

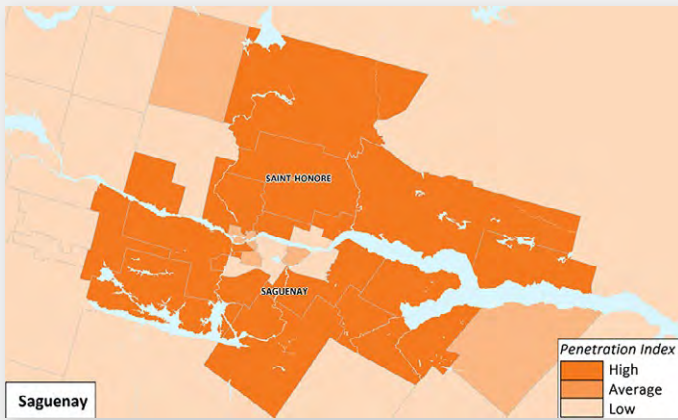
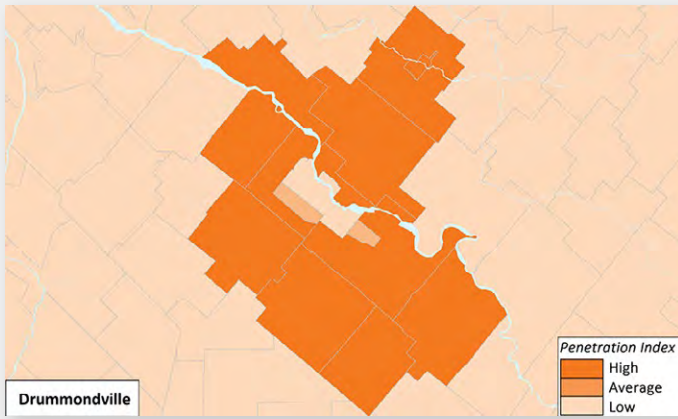
The solid incomes of Banlieues Tranquilles residents allow them to indulge a bit. They have high rates for going to spas and amusement parks, as well as attending pro tennis and figure skating events. A night out may mean a family movie and dinner at an Italian, French or Greek restaurant. These middle-aged and older families have only recently begun to think about retirement—they're more likely than members of other francophone segments to have stocks, RRSPs and RESPs—but many are also paying off mortgages and personal loans. When they need a break, they'll spend a weekend at their country home or cottage, occasionally splurging on a trip to the U.S. or Cuba. In their homes, often graced with video game consoles and 4K TVs, they typically favour traditional media, however, they may have decreased their video streaming since COVID-19. They like to watch TV soaps, movies and home improvement shows, and tune their radios to '80s hits and adult contemporary music. Only moderate fans of newspapers and magazines, they like articles covering parenting, gardening and home décor. Most residents have only average interest in the Internet, preferring to use tablets for reading newspapers and magazines, finding recipes and comparing products. When it comes to accepting information regarding COVID, they prefer government sources.

How They Think

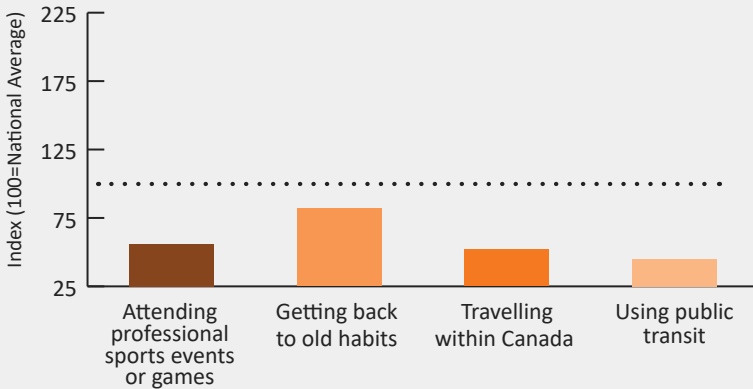
Like other francophone segments, Banlieues Tranquilles members feel closely tied to their Quebec roots and identify more strongly with their local community than the world at large (*Parochialism*). Many members hold conservative family values, supporting traditional gender roles (*Sexism*) while rejecting ethnic diversity within families (*low for Racial Fusion*). Hard working and altruistic, they believe that work should be about more than a paycheque (*Fulfillment Through Work*) and they like to connect with smaller, close-knit groups of people in an authentic manner (*Social Intimacy*). As evidenced by their many outdoorsy leisure activities, Banlieues Tranquilles residents have a strong *Attraction to Nature* however, may not consider environmental concerns when making purchase decisions (*low for Ecological Fatalism*). Their *joie de vivre* is expressed in their desire to embrace and enjoy unexpected events (*Importance of Spontaneity*). As consumers, they look for practical products, ignore brand names and prefer large corporations over small businesses; many appreciate ads just for their aesthetics (*Utilitarian Consumerism, Brand Apathy, Confidence in Big Business, Advertising as Stimulus*). Although they're hardly early tech adopters, they're intrigued by new technology and the possibilities it holds for the future (*Enthusiasm for Technology*).

42. BANLIEUES TRANQUILLES

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

hiking/backpacking
dinner theatres
auto races
sci-fi films



SHOPPING

Laura
Costco
fashion accessories stores
kitchen stores



TRADITIONAL MEDIA

Canal Vie
TV home improvement shows
retro '90s radio
Historia



INTERNET

radio station sites
online gambling
read online newspaper
purchase sporting goods online



FOOD/DRINK

frozen pizza
toaster products
port/sherry
breakfast style restaurants



FINANCIAL

Visa standard card
personal loans
universal life insurance
Desjardins



AUTOMOTIVE

imported subcompacts
imported compacts
Japanese and Korean brands
\$15,000-\$24,999 spent on vehicle



SOCIAL

contribute to chat
room/blog/bulletin board
Facebook
Pinterest
publish blog



MOBILE

access automotive content on mobile phone
enter contests on mobile phone
banking on tablet
access professional sports content on tablet



HEALTH

consult a dietician/nutritionist

ATTITUDES

- "I'm content to do work that is exciting but does not pay very well"
- "Immigrants of different races and ethnic groups should set aside their cultural backgrounds and try to blend into the Canadian culture"
- "No-name products are as good as nationally advertised brands"
- "I am not willing to pay more for eco-friendly products"





S5 MIDDLE-CLASS
SUBURBIA

F3 MIDDLE-AGE
FAMILIES

Population:

474,315
(1.24% of Canada)

Households:

187,165
(1.25% of Canada)

**Average Household
Income**

\$101,714

**Average Household Net
Worth:**

\$411,729

House Tenure:

Own

Education:

Mixed

Occupation:

Blue Collar/
Service Sector

Cultural Diversity Index:

Low

Sample Social Value:

Parochialism

Who They Are

A quintessential portrait of Middle Canada, Happy Medium consists of couples and families living in the outer suburbs of large and midsize cities. The segment contains a mix of middle-income households of varied ages (maintainers range from 45 to over 75), educations (most adults have completed high school or college) and family types (including couples and families). But what many have in common are deep roots: three-quarters of residents are third-plus-generation Canadians. Residents typically hold blue-collar or service sector jobs in manufacturing, construction, mining and public administration. With incomes topping \$90,000, more than 80 percent own a home, typically an older, single-detached house built before 1980. In these suburban settings, nearly 90 percent of Happy Medium residents rely on their vehicles—typically domestic intermediate sedans or large pickup trucks—for commuting to work. On weekends, they'll hit the road to go snowboarding, canoeing or rowing. Many keep up with the latest trends in home and recreation by attending craft, boat, motorcycle and RV shows. As consumers on a budget, residents are keenly aware of the *Importance of Price* when making purchases.

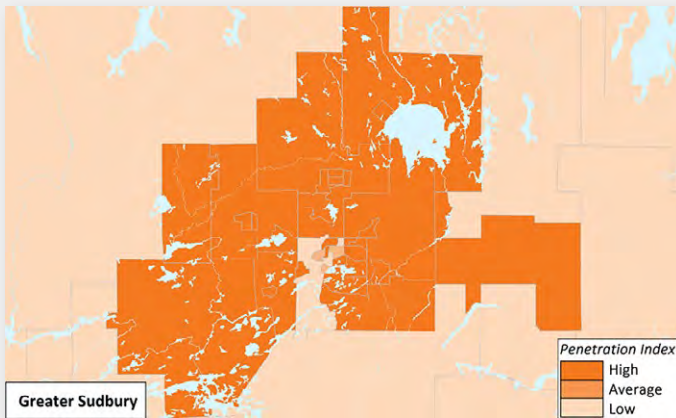
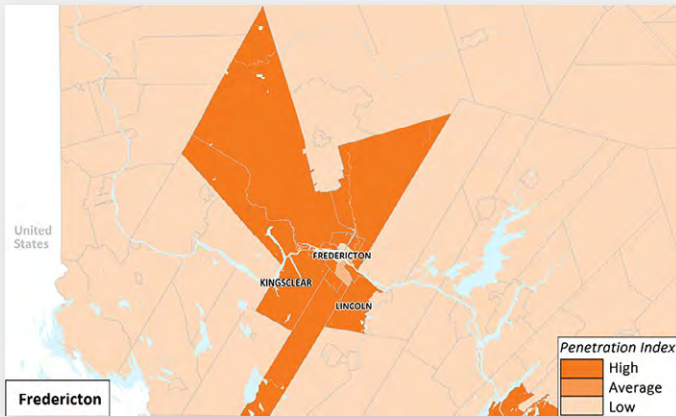
It's been said that while everyone wants to be normal, no one wants to be average. But Happy Medium residents, with their mainstream demographics and predilections, might disagree. These settled suburbanites enjoy home-based pursuits like sewing, bird watching, making crafts and woodworking; they may be more content than the average Canadian to continue these activities, as COVID-19 restrictions lift. Many prefer spectator rather than participatory sports, with high rates for attending baseball, basketball and auto events. Devoted to their local communities, they are politically engaged and typically travel to vacation destinations in Ontario and the Atlantic provinces. With their average incomes, Happy Medium households stretch their budgets by shopping at second-hand clothing and discount grocery stores; for a change from the usual, they go for take-out. Their media tastes are similarly low-key and unpretentious. Their TVs are tuned to CTV and CBC to keep up with the day's news, and they're big fans of music on the radio—everything from big band to classic rock. Few Happy Medium residents subscribe to the major dailies, but many read community papers. Somewhat shy about new technology, they're only modest Internet users, more likely to respond to flyers in community papers than email blasts.

How They Think

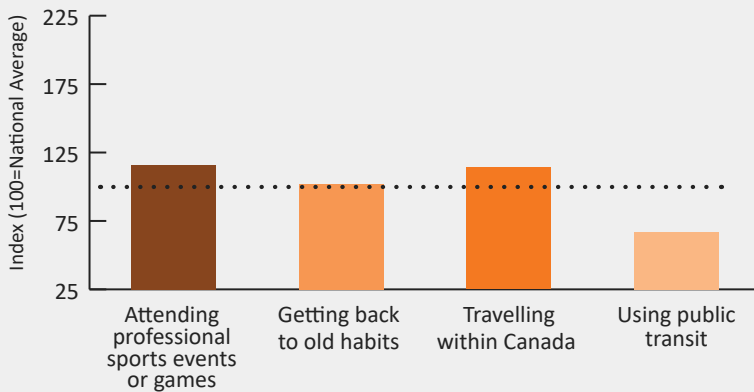
The members of Happy Medium feel more connected to their family and local community than the world at large (*Parochialism*). Their belief in the *Primacy of the Family* compels them to put others' concerns ahead of their own. They also firmly believe in the "golden rule" and that children should be taught the value of hard work to get ahead (*Work Ethic*). While they respect those in authority (*Obedience to Authority*), they also have a socially progressive streak, accepting diversity in relationships and enjoy involving themselves in causes they are concerned about within their community (*Community Involvement, Flexible Families*). Uneasy about the changes brought by modern technology and science, many express concern about their personal safety and feel the need to put aside personal pleasures to meet their perceived obligations (*Technological Anxiety, Fear of Violence, Duty*). However, they find comfort in the natural world (*Attraction to Nature*). In the marketplace, they do their research before shopping (*Discriminating Consumerism*) and trust advertisements as a reliable source of information (*Confidence in Advertising*). Nevertheless, they enjoy shopping excursions and purchasing items beyond the basic necessities (*Joy of Consumption*), especially those offered by companies that respect people and the planet (*Ethical Consumerism, Ecological Lifestyle*).

43. HAPPY MEDIUM

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

sewing/knitting
ATV/snowmobiling
community theatres
craft shows



SHOPPING

Mark's
Giant Tiger
Canadian Tire
discount grocery stores



TRADITIONAL MEDIA

baseball on TV
CBC News Network
oldies radio
Food & Drink



INTERNET

discount coupons on computer
email on computer
research pet products on
retailer sites
online purchase from Walmart



FOOD/DRINK

processed cheese
ginger ale
casual family restaurants
drive-through restaurants



FINANCIAL

stocks/bonds
online investing mutual funds
credit unions
donate to hospital foundations



AUTOMOTIVE

compact SUVs
large pickup trucks
domestic brands
Mr. Lube



SOCIAL

read article comments daily
read Facebook news feed daily
listen to podcasts
Pinterest



MOBILE

fitness tracker
music streaming on tablet
auction sites on tablet
access home décor content on
mobile phone



HEALTH

take vitamins for
50+ men and women



ATTITUDES

"I have enough trouble taking care of myself without worrying about the needs of the poor"

"It is very likely that, if a product is widely advertised, it will be a good product"

"New technologies are causing more problems than they are solving"

"Advertising is an important source of information to me"



U6 OLDER URBAN
FRANCOPHONE

M2 MATURE SINGLES
& COUPLES

Population:

266,038
(0.70% of Canada)

Households:

131,995
(0.88% of Canada)

Average Household Income

\$88,968

Average Household Net Worth:

\$300,863

House Tenure:

Own & Rent

Education:

Mixed

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

Low

Sample Social Value:

Intuition & Impulse

Who They Are

A middle-income, francophone segment, Un Grand Cru is a collection of older and mature singles and couples living in urban neighbourhoods scattered throughout Montreal, Quebec City and Gatineau. More than half the maintainers are over 55 years old, over 30 percent are over 65. Dwelling values in this segment are low, and the majority of households own homes or condos, although a significant percentage rent apartments in low-rise buildings. Residents who are still in the workforce earn average incomes from service sector and white-collar jobs. But their net worth is much higher than expected thanks to pensions and government transfers. And because two-thirds of households contain just one or two people, money goes further in Un Grand Cru, allowing these seniors to enjoy occasional splurges. They like to shop at fashion boutiques, pick up European wine and microbrewery beer at fine food stores and stock up on everything else at major retailers like Jean Coutu and Costco. Scoring high for the value *Joy of Consumption*, they often get more pleasure out of purchasing an item than from the item itself.

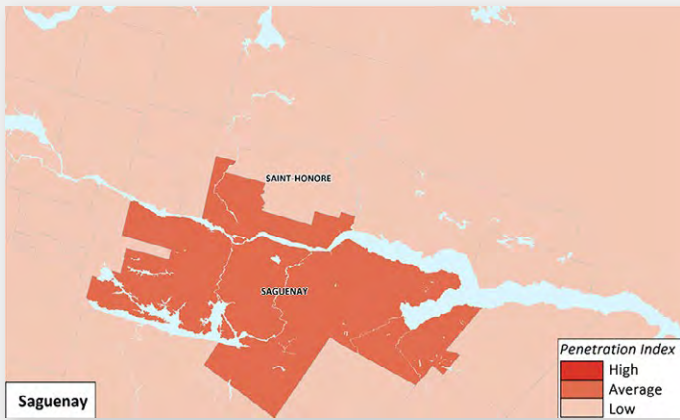
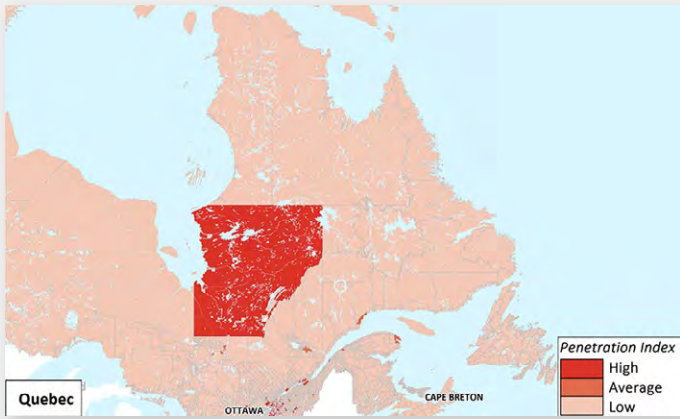
The older members of Un Grand Cru like going out. They have high rates for attending figure skating and tennis events, and patronizing restaurants that serve Greek and Italian cuisine as well as chicken restaurants like St-Hubert. Their idea of a big night is going to a comedy club, outdoor stage, jazz concert or bingo hall. And they're more likely than other francophones to attend operas and classical music concerts. But because these settled households also like spending time at home, they make a robust media market. They enjoy a wide variety of TV fare, including local news, game shows, crime dramas, and, more than other Quebecois, golf, tennis and Formula 1 racing broadcasts. They're also more selective in their radio habits, preferring classical, oldies and hot adult contemporary music. They're enthusiastic newspaper readers and typically page through all sections of the paper, and their taste in French magazines encompasses art, home décor, travel, sports and seniors' issues. When it comes to getting information about COVID-19, they're more likely to trust government sources or news through traditional outlets like the newspaper. They're only moderate Internet users, favouring tablets for banking, social networking and accessing maps. These Quebecois think out-of-home advertising is "cool," and they notice ads and screens in subway stations, bus stops and convenience stores.

How They Think

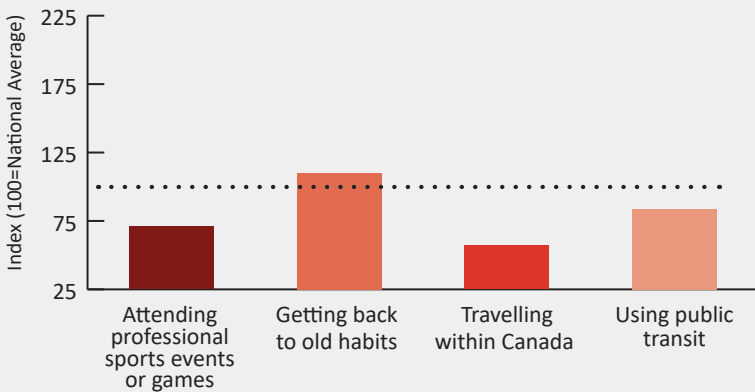
A spirited group, the members of Un Grand Cru are committed to a healthy lifestyle, and guided by their emotions and intuition, they constantly crave new sensations (*Effort Toward Health, Pursuit of Intensity*). These individuals are more often driven by feelings and impulses over reason and logic, finding themselves torn between seeking out new and exciting experiences and following the rules (*Intuition & Impulse, Pursuit of Novelty, Obedience to Authority*). Uncomfortable with the uncertainties of modern life (*Aversion to Complexity*), they are strong supporters of many traditional values, believing for example that men are superior to women (*Sexism*). Like other francophone segments, they want their work to have meaning and provide value to society (*Fulfillment Through Work*), and they are optimistic about their financial future (*Financial Security*). When shopping, they tend to give little weight to a product's aesthetics and brand name however, may prefer to shop at larger businesses than small (*Utilitarian Consumerism, Brand Apathy, Confidence in Big Business, Skepticism Toward Small Business*). With their tendency to give priority to their senses and intuition (*Sensualism*), they also occasionally succumb to *Buying on Impulse*.

44. UN GRAND CRU

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

cross-country skiing
 theatre
 pop music concerts
 spa resorts



SHOPPING

Reitman's
 Jean Coutu
 Costco
 fine food stores/butcher shops



TRADITIONAL MEDIA

family dramas
 nature shows
 classical/fine arts radio
 newspaper world news sections



INTERNET

radio sites
 weather sites
 watch TV broadcast via streaming video
 purchase sports equipment online



FOOD/DRINK

low-fat cheese
 lemon-lime soda
 American beer
 home delivery



FINANCIAL

online trading TFSAs
 term deposits
 bank services package
 long-term care insurance



AUTOMOTIVE

imported compacts
 imported compact SUVs
 Nissan/Infiniti
 \$20,000-\$24,999 spent on vehicle



SOCIAL

comment on news articles
 contribute to chat room
 Facebook
 participate in social network on tablet



MOBILE

access celebrity gossip content on mobile phone
 enter contests on mobile phone
 read magazines or newspaper on tablet
 text messaging on tablet



HEALTH

use sore throat cough drops

ATTITUDES

"I prefer to shop at a retail store location for the customer experience"

"I don't like to cook"

"To spend money, to buy myself something new, is one of the greatest pleasures in my life"

"Brands are not that important when I go shopping"





S6 OLDER
SUBURBAN

M1 OLDER FAMILIES
& EMPTY NESTS

Population:

458,876
(1.20% of Canada)

Households:

200,429
(1.33% of Canada)

**Average Household
Income**
\$90,898

**Average Household Net
Worth:**
\$351,766

House Tenure:
Own & Rent

Education:
College/High School

Occupation:
Service Sector/
White Collar

Cultural Diversity Index:
Low

Sample Social Value:
*Confidence in
Advertising*

Who They Are

Slow-Lane Suburbs consists of a mix of older and mature singles and couples living in the suburbs of midsize cities like Thunder Bay, Cape Breton Island, St. John's and Sault Ste. Marie. Most maintainers are over 55, and those still in the labour force typically hold service sector and white-collar jobs in health, food services, sales or retail. With their high school and college educations yielding middle incomes, nearly three-quarters of adults are owners of relatively inexpensive homes. Many are aging in place in a single, semi or duplex in an older neighbourhood. In Slow-Lane Suburbs, two-thirds of households consist of only one or two people. Content in their established communities, more than three-quarters of residents are third-plus-generation Canadians, and they enjoy time-honoured outdoor activities like fishing, hunting and camping. And many have time on their hands to travel to Atlantic Canada and snowbird destinations in Florida. For excitement, they like attending an auto race or golf event. Marketers can reach them with a message that aligns with their belief in *Saving on Principle*, emphasizing products and services for the frugal minded.

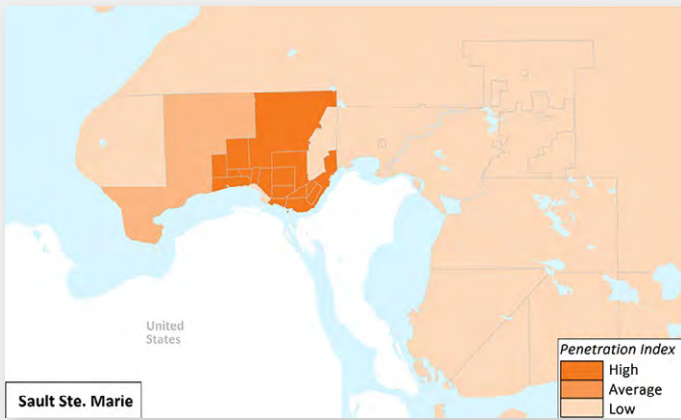
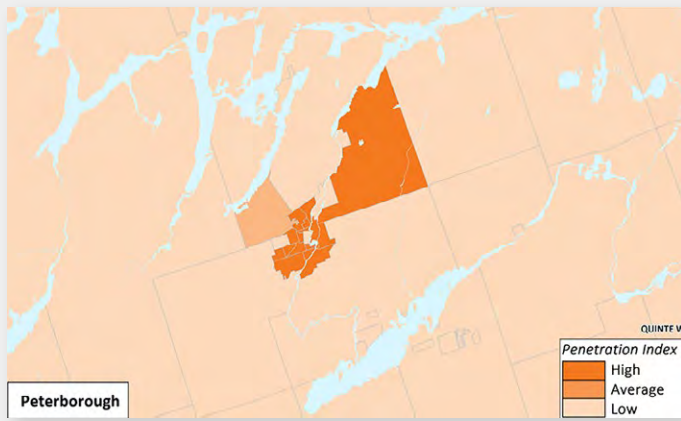
The older members of Slow-Lane Suburbs enjoy active, leisure-intensive lifestyles. They exhibit high rates for going to casinos, community theatres and beer, food and wine festivals. Around the house, they like to read a good book, have a fine meal—baking from scratch is popular—and then top it off with a glass of premium beer or Canadian wine. These suburbanites spend a lot of time in their cars—typically compact SUVs, midsize sedans or pickup trucks—but they have no allegiance to any make or model. With their middle incomes, they're careful with their money, shopping at discount grocery stores, doing their own home improvement projects and carrying credit cards that have rewards programs. As COVID-19 restrictions lift, they might want to return to in-store shopping as they feel less concerned about sanitation and safety. When they go out to eat, they head for casual restaurants like Tim Horton's, Dairy Queen and Swiss Chalet. Slow-Lane Suburbs is a prime market for traditional media. Members watch a lot of TV sports—including curling, auto racing and poker—enjoy oldies, country and classic rock radio stations, and read magazines such as *Live Better* and *Reader's Digest*. But they claim technology intimidates them and visit only a small selection of websites at high rates.

How They Think

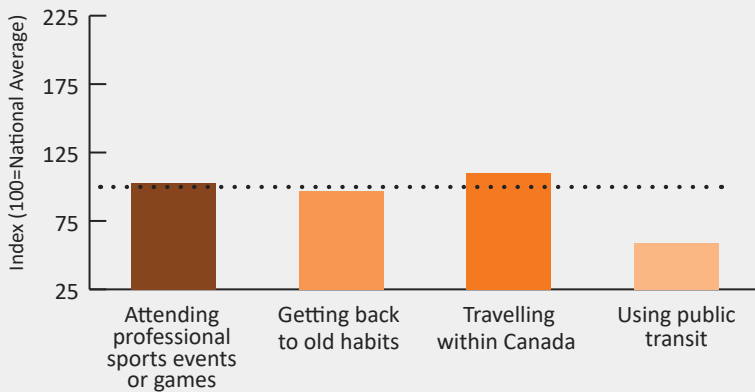
Today's world can be confounding, but members of Slow-Lane Suburbs strive to work hard to meet present challenges so they can realize greater gains in the future (*Work Ethic*). They adapt easily to the vagaries of modern life and express optimism for the future (*Adaptability to Complexity, Personal Optimism*). Patriotic Canadians, they see Canada as a land of opportunity and believe in following the rules in society (*National Pride, American Dream, Obedience to Authority*). Yet they also are open-minded about other cultures and view diversity as a source of personal enrichment (*Social Learning*). At home, they enjoy showing off their belongings and thrive on the admiration of others (*Status via Home, Need for Status Recognition*). Many view shopping as an opportunity to acquire material goods that symbolize affluence (*Ostentatious Consumption*). Their faith in advertising as a reliable source of information can fuel their tendency to be impulsive consumers (*Confidence in Advertising, Buying on Impulse*). Although they're guided less by logic and critical thought than by feelings and emotions, they still may take into account more practical things, like budget or general utility, when making purchases (*Intuition & Impulse, Importance of Price, Utilitarian Consumerism*).

45. SLOW-LANE SUBURBS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

fishing/hunting
 baking from scratch
 community theatres
 casinos



SHOPPING

Mark's
 Northern Reflections
 Home Hardware
 Coles



TRADITIONAL MEDIA

oldies radio
 curling on TV
 DIY
 Live Better



INTERNET

access automotive news online
 auction sites
 purchase home furnishings online
 access real estate listings



FOOD/DRINK

Wendy's
 frozen meals
 bulk food stores
 casual family restaurants



FINANCIAL

online trading of GICs
 guaranteed life insurance
 full-service investment brokers
 senior services bank plans



AUTOMOTIVE

subcompact SUVs
 midsize cars
 domestic brands
 one vehicle



SOCIAL

Twitter
 Pinterest
 Facebook
 YouTube



MOBILE

do not own a smartphone
 clip mobile coupon on tablet
 listen to radio or podcast on tablet
 bank/pay bills on tablet



HEALTH

bought bi-focal eyewear in past year



ATTITUDES

"The country should hold a strong position in the world"

"Money is for making and saving"

"My phone is a practical device, but I'm not interested in using it for entertainment"

"It is very likely that, if a product is widely advertised, it will be a good product"



R3 RURAL
FRANCOPHONE

M1 OLDER FAMILIES
& EMPTY NESTS

Population:

339,589

(0.89% of Canada)

Households:

153,140

(1.02% of Canada)

**Average Household
Income**

\$91,132

**Average Household Net
Worth:**

\$341,592

House Tenure:

Own

Education:

Mixed

Occupation:

Mixed

Cultural Diversity Index:

Low

Sample Social Value:

Personal Creativity

Who They Are

With its roots in rural Quebec, New Brunswick and Ontario, Patrimoine Rustique features a rustic francophone lifestyle. Located in small and often scenic towns like Shawinigan and Bathurst, this segment is home to generally older couples and singles, with more than 90 percent of the population third-plus-generation Canadians. Over 60 percent of maintainers are over 55, and nearly three-quarters of households consist of one or two people. In this working-class world, those still in the labour force earn average incomes from jobs in various industries, including manufacturing, construction, transportation and the trades. Most Patrimoine Rustique residents live in single-detached houses built before 1980—dwelling values are half the national average—and drive older compacts, subcompacts and SUVs. And they typically spend their time outdoors, hiking, cycling and cross-country skiing. With few local cultural and entertainment options, many adults enjoy activities they can do at home, such as woodworking and doing puzzles and games. Their shopping lists often include cheese, baguettes, frozen pizzas and plenty of French and Italian wine. In their bucolic settings, they embrace the *Ecological Lifestyle*, elevating their environmental concerns through their purchasing power.

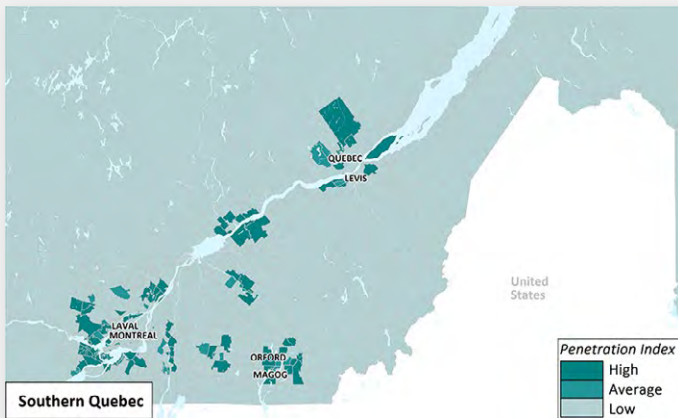
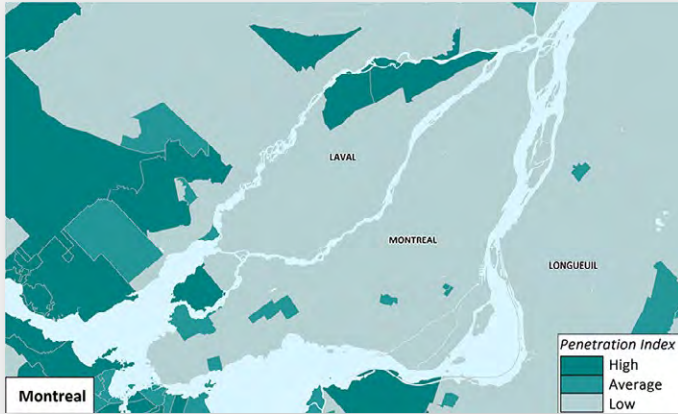
The Patrimoine Rustique lifestyle reflects the rustic surroundings and members' francophone heritage. Like other rural residents, they enjoy activities like snowmobiling, boating and fishing. Like other francophones, they have high rates for going to theatres, outdoor stages and craft shows; bingo halls, lottery tickets and charity raffles are also popular. But the members of Patrimoine Rustique also make their own entertainment and are more likely than other francophones to own exercise equipment, camping trailers and ATVs. Given all their outdoor pursuits, it's not surprising they've recently built or renovated their garage. While they have their favourite corner stores, they also patronize popular Quebec chains, buying apparel from Reitman's, tools from Rona and Réno-Dépôt, and medications and cosmetics from Jean Coutu. They may be more open to online shopping than prior to the pandemic. These older households make a strong market for traditional media: soaps and dramas on TV, new and traditional country music on the radio. They also like to read community newspapers and magazines that cover fashion, home décor and travel. But they ignore a lot of online media, only occasionally picking up their tablets to access news or send text messages. They may use social media less than before COVID-19 and generally don't trust information shared across these platforms.

How They Think

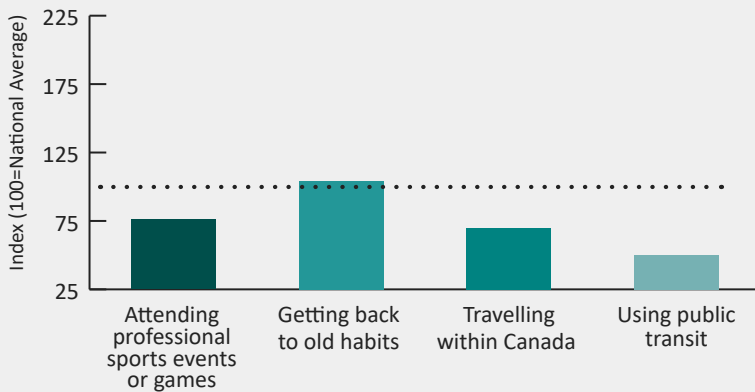
The older members of Patrimoine Rustique recognize the importance of doing meaningful work as well as setting aside time to relax outdoors (*Fulfillment Through Work, Attraction to Nature*). They seek to interact with others in an authentic, enthusiastic way (*Personal Expression, Vitality*), are guided less by reason and logic than by their emotions, and try to experience something new each day (*Pursuit of Intensity*). Many hold traditional values, putting the needs of others before their own and supporting conventional gender roles (*Duty, Sexism*). Although these francophones consider themselves to be citizens of the world (*Global Consciousness*), they believe that immigrants should set aside their traditions (*Cultural Assimilation*). In their own *Search for Roots* they often vacation in Quebec and New Brunswick as a way to reconnect with their cultural traditions. In the marketplace, they get enjoyment from making purchases (*Joy of Consumption*), especially from companies whose value's align with their own, or tell a compelling story. They may disregard brand names (*Brand Apathy*), basing their consumer decisions on whether the company behind a product is a good corporate citizen (*Ethical Consumerism*).

46. PATRIMOINE RUSTIQUE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

ATV/snowmobiling
power boating/jet skiing
dinner theatres
bingo



SHOPPING

Reitman's
Rona
IGA
gas station convenience stores



TRADITIONAL MEDIA

TV soaps/serial dramas
Formula 1 racing
traditional country radio
Bel Âge



INTERNET

classified sites
enter online contests
food/recipes content
streaming music



FOOD/DRINK

mild cheddar cheese
baguettes
French wine
tomato/vegetable juice



FINANCIAL

RRIFs
auto loans
long-term care insurance
will/estate planning



AUTOMOTIVE

Imported compacts
compact SUVs
two vehicles
\$15,000-\$29,999 spent on vehicle



SOCIAL

Facebook
Pinterest
use social media to stay connected with family
share YouTube videos



MOBILE

access news on tablet
web browsing on mobile phone
picture/video messaging on tablet
collect loyalty points on tablet



HEALTH

take sleeping tablets

ATTITUDES

- "It's important to be thoroughly familiar with what I think of as my region, its history, its customs and its traditions"
- "I like people who act like everyone else, without trying to stand out"
- "Life in the country is much more satisfying than in the city"
- "I am prepared to pay more for brands, products and services that are truly authentic and based on traditional knowledge and skills"





U3 YOUNG
URBAN
CORE

Y1 VERY YOUNG
SINGLES
& COUPLES

Population:

340,140
(0.89% of Canada)

Households:

193,252
(1.29% of Canada)

Average Household Income

\$59,120

Average Household Net Worth:

\$228,072

House Tenure:

Rent

Education:

University/High School

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

High

Sample Social Value:

Consumptivity

Who They Are

The youngest of all the segments, Social Networkers is a transient world of diverse singles living in older or recently built city apartments. With two-thirds of residents unattached, it is also the most single, contributing to the emergence of single-person households as the most common living arrangement in Canada. In these crowded neighbourhoods found in two dozen large cities, more than 45 percent of maintainers are under 35 years old. More than 90 percent live in apartments—typically high-rise buildings. Social Networkers are ethnically diverse, with 50 percent of the population identifying as visible minorities, including Chinese, South Asians, blacks and Filipinos. With their mixed educations—ranging from high school to university—they hold jobs in education, the arts, science and sales. And though household incomes are low, these residents have time and promising careers on their side. For now, however, the above-average cost of downtown real estate keeps this group renting and mobile; two-thirds have moved in the last five years, but you'll usually find them at bars, dance clubs, film festivals and food and wine shows. The marketing messages they respond to reflect their non-stop *Pursuit of Intensity*.

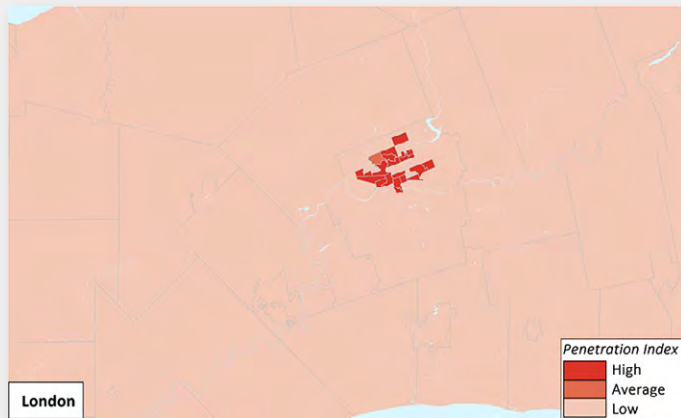
A kind of urban bohemia, Social Networkers is known for its buzzy energy. Residents take advantage of the lively cultural scene, frequenting art galleries, cinemas, operas and music festivals. For these image-conscious twenty-somethings, exercise is a religion, and they work out faithfully at fitness clubs or join pick-up soccer, baseball and hockey matches. As COVID-19 restrictions lift, these singles are looking forward to getting back to their active lives, especially going to the gym, partying and dating. With all this activity, Social Networkers residents don't spend much downtime in their apartments. They spend less than \$100 a week on groceries, and except for storing energy bars, a six-pack of Moosehead beer and leftovers from an online food delivery, their kitchens are rarely used. Indeed, many residents are on a first-name basis with servers at their local pizzeria, taco stand and Starbucks. That on-the-go lifestyle affects media patterns, with many relying on their mobile phones for Internet access to music, podcasts, news and search engines. These social media mavens bounce between YouTube, Instagram, Twitter, Snapchat and the latest blog sensation. Although they have ignored direct mail for years, they can't help noticing advertising they see on their streets and at public transit sites.

How They Think

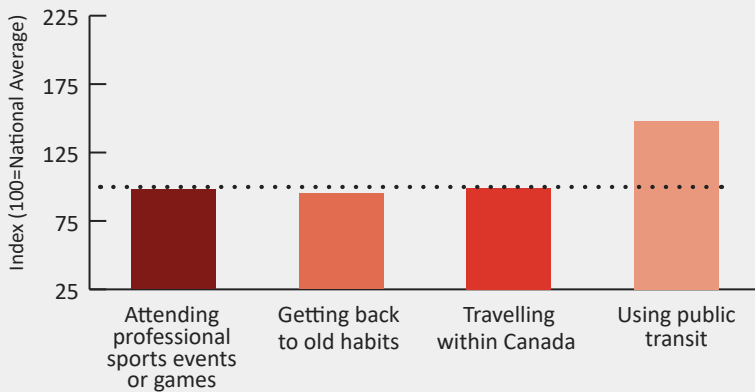
The young, urban denizens of Social Networkers are socially progressive, anti-establishment and willing to take risks to get what they want (*Rejection of Authority, Penchant for Risk*). They believe that young people should be treated like adults (*Equal Relationship with Youth*), and they support *Sexual Permissiveness*. Strong on *Multiculturalism*, they welcome immigrants and seek to learn from diverse cultures (*Culture Sampling*). And though they take pride in their ability to go with the flow (*Adaptability to Complexity*), they sometimes express feelings of alienation from society (*Anomie-Aimlessness*). Eager to be admired and stand out from the crowd, they demonstrate their individuality with their sense of style (*Need for Status Recognition, Pursuit of Originality*). And many express a *Joy of Consumption* as they track down the latest tech toy or coolest experience (*Pursuit of Novelty*). In the marketplace, Social Networkers consumers typically research products before making a purchase (*Discriminating Consumerism*), and they're willing to pay more for brands that symbolize affluence or those with a compelling and authentic story (*Ostentatious Consumption, Brand Genuineness*). They don't hesitate to take to social media to share their purchase experience with their friends (*Consumption Evangelism*).

47. SOCIAL NETWORKERS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

nightclubs/bars
baseball
sci-fi movies
culinary/food and wine tours



SHOPPING

Zara
Loblaws
Shoppers Drug Mart
candy/chocolate stores



TRADITIONAL MEDIA

TV music videos
MTV Canada
jazz radio
newspaper arts and entertainment sections



INTERNET

read e-books
play games online
purchase movies online
online dating



FOOD/DRINK

energy drinks
soy-based products
Mexican restaurants
online food delivery



FINANCIAL

mobile wallet
pay minimum on credit cards each month
condo insurance
personal investments under \$20,000



AUTOMOTIVE

imported subcompacts
Mazda
2018 model year
one car



SOCIAL

Instagram
SnapChat
WhatsApp
200-299 friends on social media networks



MOBILE

read magazines on mobile phone
use mobile phone as method of payment
purchase products on mobile phone
career/job search on tablet



HEALTH

take liquid cold remedy

ATTITUDES

"I like to be immediately informed of new products and services so that I can use them"

"From time to time, I'd like to do things that are dangerous or forbidden, just for the sake of the risk and the sensation"

"It is important to me that people admire the things I own"

"I always keep informed about the latest technological developments"





R2 LOWER-MIDDLE
RURAL

F3 MIDDLE-AGE
FAMILIES

Population:

382,695
(1.00% of Canada)

Households:

136,698
(0.91% of Canada)

**Average Household
Income**
\$92,796

**Average Household Net
Worth:**
\$507,028

House Tenure:
Own

Education:
Grade 9/High School/
Trade School

Occupation:
Primary/Blue Collar

Cultural Diversity Index:
Low

Sample Social Value:
*Skepticism Towards
Advertising*

Who They Are

Scattered across the Prairies and a few farming communities in Ontario and British Columbia, Agri-Biz is one of Canada's most rustic lifestyles. No segment has a higher proportion of farmers—nearly a fifth of its labour force—and few have more home-based businesses, at 22 percent. Nearly 60 percent of maintainers are between 45 and 75, and most of the adults have modest educations, having called it quits after high school. But thanks to the high rate of two wage-earners among these middle-aged couples and families, Agri-Biz households earn solid, middle incomes. And in these remote areas where housing costs are a third below average, 80 percent own single-detached houses. There's little ethnic presence in Agri-Biz—three-quarters of residents are third-plus-generation Canadians—but one in 14 residents report a German mother tongue. As in other rural segments, residents here take pride in their purpose-driven vehicles: RVs, snowmobiles and ATVs. But they also enjoy traditional home-based hobbies like baking, sewing and crafting. Civic minded—they often do volunteer work and donate to charities—their high score for the value *Parochialism* reflects their belief that they're citizens of their local community first.

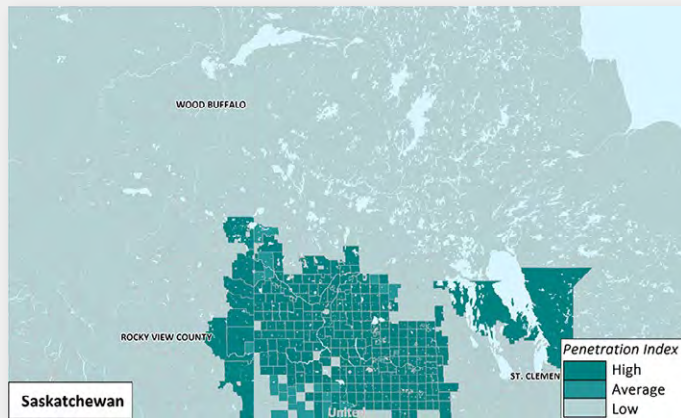
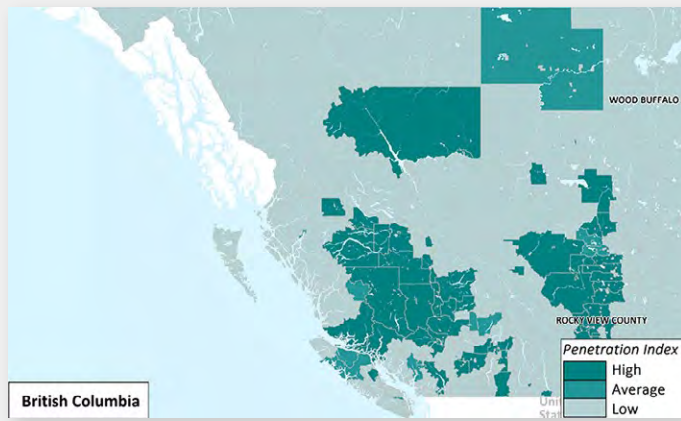
Despite their isolated communities, Agri-Biz residents enjoy robust lifestyles, pursuing outdoor activities like fishing, hunting, boating and camping. With teenage kids in many households, homes are filled with pets, video games and set-top boxes. Fond of exercise, these middle-aged households have high rates for bowling and playing baseball and golf; many join a local club. And they're not reluctant to drive to big cities for arts and entertainment, including community theatres, art galleries, and rock and country music concerts. When school's out, they'll load up a camper or RV for a trip through nearby western provinces or U.S. states and when COVID-19 restrictions ease, they are looking forward to returning busy leisure calendars, especially attending sporting events and seeing friends and family. At home, these busy households make a mixed media audience. If they have time to watch TV, it's typically a daytime talk show, DIY program or CFL game. Their radios are tuned to traditional and new country music and gospel stations. They're light fans of print media, unless it's a community paper, which they like for the real estate ads and flyer inserts. But they're intimidated by a lot of online activities and ignore most social media except for pinning favourite images on Pinterest.

How They Think

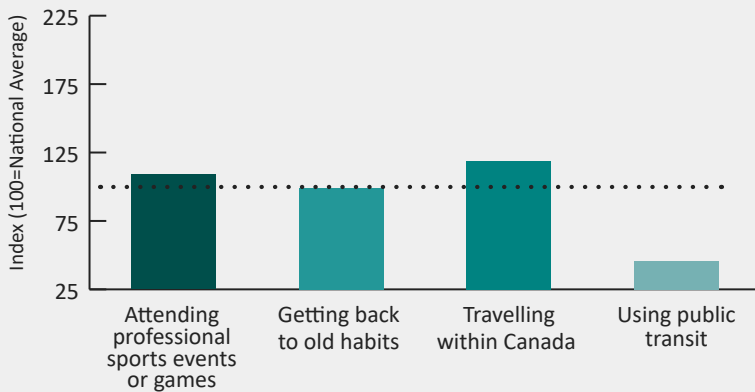
Agri-Biz is an old-fashioned segment that celebrates traditional notions of family, particularly conforming to traditional gender roles, and the imperative to make personal sacrifices for the family's well being (*Traditional Families, Sexism, Primacy of the Family*). They also believe too much immigration threatens the purity of the country (*Xenophobia*). What they don't believe in is blindly following society's rules (*Rejection of Authority*). They try to be cool and controlled, guided more by reason and logic than by their feelings and intuition (*Emotional Control*), but occasionally they express a *Need for Escape* from the stresses of everyday life. Despite their bucolic surroundings, they don't think protecting the environment is more important than economic development and accept a certain degree of pollution (*Ecological Fatalism*). They're more concerned about moral issues arising from technological advancements (*Technology Anxiety*), and they worry about their finances (*Financial Concern Regarding the Future*). Frugal consumers, they tend to be practical in their purchase decisions (*Discriminating Consumerism*) and claim they're unlikely to be swayed by advertising or popular brand names (*Skepticism Towards Advertising, Brand Apathy*).

48. AGRI-BIZ

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

fishing/hunting
sewing/knitting
craft shows
rock concerts



SHOPPING

Canadian Tire
Home Hardware
Giant Tiger
dollar stores



TRADITIONAL MEDIA

TV daytime talk shows
religious/gospel radio
Canadian Geographic
community newspapers



INTERNET

classifieds sites
auction sites
enter contests online
purchase cosmetics/
skin care online



FOOD/DRINK

processed cheese
regular canned beer
burger restaurants
in-store bakeries



FINANCIAL

home office
mutual funds
credit unions
gas station credit cards



AUTOMOTIVE

large pickup trucks
camping trailer/motorhome/RVs
domestic brands
2000-2009 model years



SOCIAL

Snapchat
Pinterest
follow Twitter users
play games with others online



MOBILE

clip mobile coupons
listen to radio/podcasts on tablet
e-book readers
test messaging on tablet



HEALTH

bought prescription
sunglasses in past year

ATTITUDES

"Life in the country is more satisfying than life in the city"

"New technologies are causing more problems than they are solving"

"It is acceptable that an industrial society such as ours produces a certain level of pollution"

"Brands are not important to me at all"





R2 LOWER-MIDDLE
RURAL

M2 MATURE
SINGLES
& COUPLES

Population:

789,460
(2.07% of Canada)

Households:

347,138
(2.31% of Canada)

**Average Household
Income**

\$82,900

**Average Household Net
Worth:**

\$366,422

House Tenure:

Own

Education:

Mixed

Occupation:

Blue Collar/
Primary

Cultural Diversity Index:

Low

Sample Social Value:

*Primacy of
Environmental
Protection*

Who They Are

A collection of remote villages of which half are found in the Atlantic provinces, Backcountry Boomers is about as rural as it gets. The householders in this segment are mostly older, empty-nesting couples and those living alone. Forty percent of maintainers are over 65, and nearly three-quarters of households contain only one or two people. Although most adults are out of the labour force, those still working hold a mix of blue-collar and service sector jobs in farming, natural resources, construction, transportation and the trades. The pay is modest—incomes are 25 percent below average—but it's enough to own an unpretentious, single-detached house. And pride of province holds a special place in this segment, where almost 85 percent are third-plus-generation Canadians and one of their top-ranked values is *Parochialism*. Backcountry Boomers members like to fish, hunt and garden, for the camaraderie as much as the opportunity to put food on the table. Their hobbies are the old-fashioned, pre-Internet variety: making crafts, knitting and collecting coins and stamps. And their motorized vehicles are their prized possessions: large pickups, power boats, ATVs and snowmobiles—preferably made in Canada.

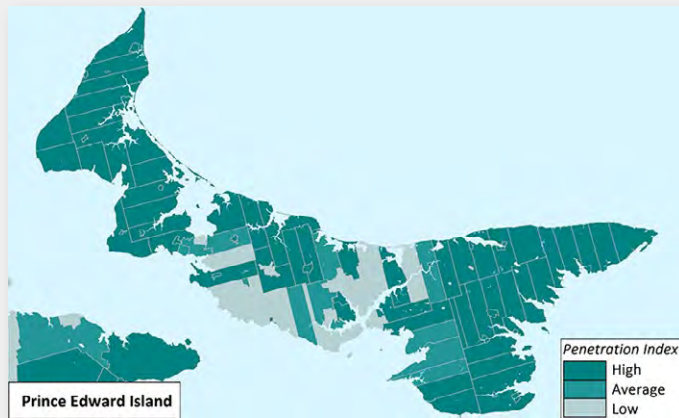
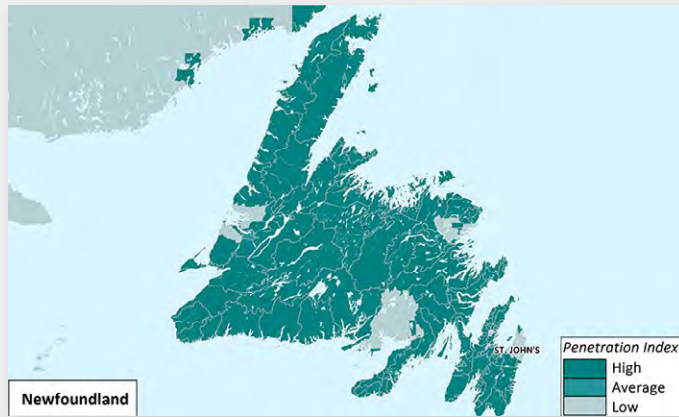
“Life in the country is much more satisfying than in the city,” Backcountry Boomers members tell researchers of their rural lifestyles. These residents enjoy their natural surroundings with outdoor pursuits like hiking, cross-country skiing and snowmobiling. They'll spend an evening out at a local community theatre or concert featuring popular or country music. Many don't roam far on holidays, staying in the Atlantic provinces and sometimes arranging a golf package or romantic getaway. As COVID-19 restrictions lift, they're looking forward to getting back on the road and travelling within Canada. Despite their remote communities, they prefer in-store shopping to e-commerce, and they stock up during regular trips to chains like Walmart and Canadian Tire. In Backcountry Boomers, television is the chief form of entertainment: These households often keep their sets tuned to CBC News, occasionally switching to CMT, Discovery or the W Network. While driving their old country roads, they listen to news, oldies, classic rock and any kind of country music radio station. Many like to relax in their recliners with a community newspaper or *Outdoor Canada* magazine. But they're not big fans of the Internet, occasionally going online for classified ads, auctions or health-related information.

How They Think

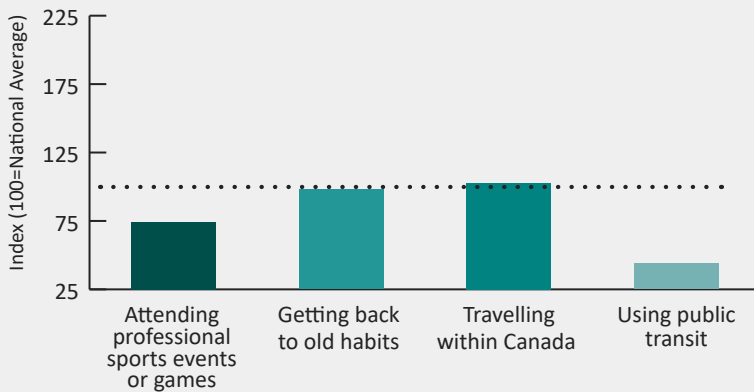
The members of Backcountry Boomers are proud, selfless Canadians who believe in caring for others before themselves (*Duty*), even though they're worried that their finances will worsen in the coming years (*Financial Concern Regarding the Future*). Protective of their slice of heaven, they tend to prioritize protection of the environment over economic advancement and try to trust and support the small businesses in their community (*Primacy of Environmental Protection, Confidence in Small Business*). These older Canadians can find it difficult to adapt to the complexities and changes in modern society, but they try to remain unruffled and make decisions based on logic and reason (*Aversion to Complexity, Emotional Control*). When things get complicated and they need to escape the hassles of everyday life, they often seek the restorative powers of nature through their favourite outdoor activities (*Need for Escape, Attraction to Nature*). In the marketplace, these consumers typically like practical, easy-to-use products (*Utilitarian Consumerism*), but they consider the ethical practices of the companies that make them (*Ethical Consumerism*). And marketers should note that they're completely indifferent toward brand names (*Brand Apathy*).

49. BACKCOUNTRY BOOMERS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

snowmobiling
 walking/hiking
 community theatre
 volunteer work



SHOPPING

Walmart
 Eddie Bauer
 Canadian Tire
 eBay.ca



TRADITIONAL MEDIA

TV figure skating
 CBC News
 classic hits radio
 Our Canada



INTERNET

food/recipe sites
 weather sites
 music streaming on computer
 play games online



FOOD/DRINK

Coors Light
 almond milk
 dry soup
 coffee/donut shops



FINANCIAL

high-interest savings account
 term life insurance
 will/estate planning with trust
 use financial planner



AUTOMOTIVE

domestic intermediate cars
 domestic large pickups
 2009 and older model years
 Ford



SOCIAL

Pinterest
 Facebook videos
 read online article comments
 use social media while watching TV



MOBILE

read newspapers on mobile phone
 send/receive messages on tablet
 bank/pay bills on tablet
 take pictures/video on tablet



HEALTH

have mobility assistance aids

ATTITUDES

"I am very concerned that I will not have enough money to live comfortably in the future"

"New technologies are causing more problems than they are solving"

"No-name products are not as good as nationally advertised brands"

"I make an effort to buy local produce/products"





R2 LOWER-MIDDLE
RURAL

M2 MATURE
SINGLES
& COUPLES

Population:

693,941

(1.82% of Canada)

Households:

264,169

(1.76% of Canada)

**Average Household
Income**

\$95,438

**Average Household Net
Worth:**

\$367,948

House Tenure:

Own

Education:

Mixed

Occupation:

Primary/
Blue Collar

Cultural Diversity Index:

Low

Sample Social Value:

*Skepticism Towards
Advertising*

Who They Are

The living is easy in the rural communities that make up Country & Western. Located in areas close to towns in the western provinces, this segment contains a mix of older singles and empty-nesting couples mostly aging in place. Nearly a third of maintainers are over 65. Eight in ten households live in a single-detached house, while 9 percent own a mobile home. With their mixed educations, those still in the labour force work in farming and blue-collar industries, earning middle incomes. Three quarters of adults are third-plus-generation Canadians, and 16 percent have an aboriginal identity—more than triple the national average. In these rugged communities, residents like to go boating, camping and hiking; many also like roaring around the countryside on motorcycles and snowmobiles. Their idea of a splurge is going to the closest ice cream shop. With a strong self-reliant streak, they enjoy sewing, crafting and doing home improvement projects. But they worry that immigration is diluting their Canadian traditions and believe that newcomers should blend into the dominant culture (*Cultural Assimilation*).

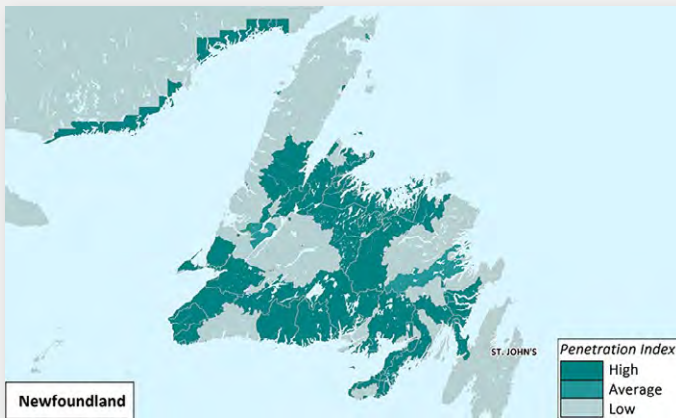
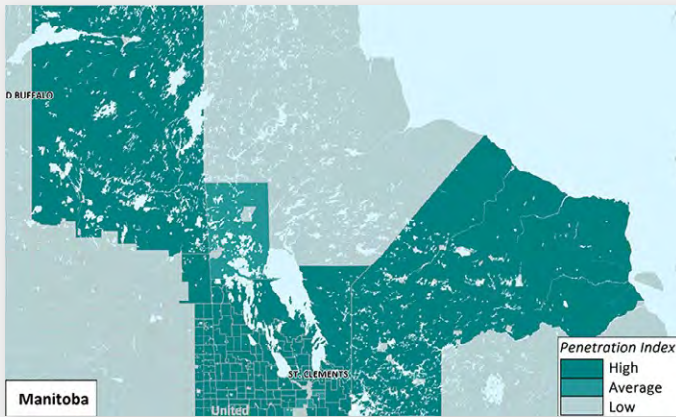
The older members of Country & Western have found plenty to entertain themselves. Self-described fitness fans, they like to swim, hike, golf and work in the garden. Many are music buffs who enjoy pop and rock performances, and they lead most segments in attending country music concerts; Country & Western is also one of the top segments for attending pro hockey games. As COVID-19 restrictions lift, they're looking forward to returning to these venues. They'll drive to a city to visit a casino or museum, but closer to home, they make do with an evening at a pub, community theatre or sports bar. Having saved conservatively for years—mutual funds, term deposits and GICs are popular—many have a solid net worth, allowing them to donate regularly to charities. As media consumers, they get most of their news and entertainment from the TV (they especially like daytime talk shows and reality programs) and turn to radio for oldies and country music. They're more likely to read a community paper than a daily, but they rarely buy a magazine unless it covers gardening, homes or the outdoors. And these tech-shy Canadians are light Internet users, doing little online except occasionally paying bills, redeeming mobile coupons and buying groceries.

How They Think

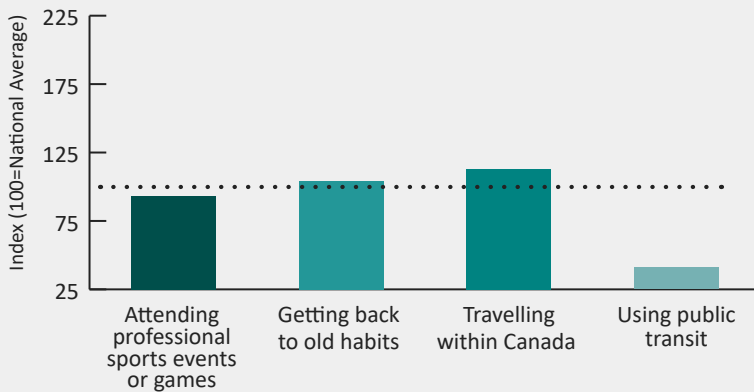
The members of Country & Western prefer the old ways of doing things. They aren't interested in modern definitions of family, insisting that the father must always be head of the household (*Traditional Families, Patriarchy*). They believe it is important to play by the rules (*Obedience to Authority*) and claim it's their *Duty* to help others before themselves. In addition to its many other top-scoring attributes, Country & Western has one of the highest percentages of volunteers among all segments, reflecting residents' interest in *Community Involvement*. These older Canadians are comfortable with the relaxed, informal nature of rural living (*Rejection of Order*), and they try to live their lives by relying less on impulse and emotions than on reason and logic (*Emotional Control*). Many express a strong *Attraction to Nature* but feel environmental degradation is somewhat inevitable (*Ecological Fatalism*). As consumers, they tend to base purchase decisions on utilitarian rather than aesthetic considerations (*Utilitarian Consumerism*), but they admit to sometimes *Buying on Impulse*. However, their *Technology Anxiety* and *Skepticism Towards Advertising* mean their impulsiveness rarely extends to buying the latest digital devices.

50. COUNTRY & WESTERN

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

- camping
- hiking
- pro hockey games
- dancing



SHOPPING

- Eddie Bauer
- Mark's
- Lee Valley Tools
- Home Hardware



TRADITIONAL MEDIA

- TV sitcoms
- Minor Hockey League on TV
- new and traditional country music radio
- community newspaper



INTERNET

- home improvements/décor sites
- research automotive products on Amazon
- purchase groceries online
- auction sites



FOOD/DRINK

- mixed nuts
- coolers
- taco restaurants
- buffet restaurants



FINANCIAL

- mutual funds
- business banking accounts
- two credit cards
- donate >\$500 to Canadian charities



AUTOMOTIVE

- domestic vehicles
- large pickups
- medium/heavy trucks
- three vehicles



SOCIAL

- Snapchat
- Pinterest
- donate to a Facebook fundraiser
- 4-6 hours/day on social media



MOBILE

- access health content on mobile phone
- respond to classified ads on mobile phone
- watch subscription-based video service on tablet
- news sites on tablet



HEALTH

- take herbal fibre supplements

ATTITUDES

"Immigrants of different races and ethnic groups should set aside their cultural backgrounds and try to blend into the Canadian culture"

"It is acceptable that an industrial society such as ours produces a certain degree of pollution"

"I am willing to pay more for brand-name products"

"Young people should be taught to obey authority"





U2 URBAN
OLDER

M2 MATURE
SINGLES
& COUPLES

Population:

458,696
(1.20% of Canada)

Households:

276,631
(1.84% of Canada)

**Average Household
Income**
\$64,201

**Average Household Net
Worth:**
\$336,156

House Tenure:
Rent

Education:
Mixed

Occupation:
Service Sector/
White Collar

Cultural Diversity Index:
High

Sample Social Value:
Fear of Violence

Who They Are

Located in cities across Canada, On Their Own Again consists of older singles living in high-rise apartments. Nearly 60 percent live alone—highest among all segments. And almost 30 percent of residents are over 65, with one in ten a widowed individual. Fewer than half are still in the labour force, but with over 45 percent of adults having attended college or a university, those still working hold white-collar and service sector jobs in sales, administrative support and real estate. Although incomes are downscale, pensions boost household net worth and provide an economic cushion. In On Their Own Again, nearly 80 percent of households rent apartments, and an overwhelming number of them live in older buildings. Many are newcomers, with half having moved in the past five years and a disproportionate number coming from China, the Philippines and the U.K. Nearly 40 percent of residents are first-generation Canadians; almost 20 percent are second-generation. With their unpretentious lifestyle, residents like to escape the routine by going to a casino, community theatre or movie drama. Many respond to marketing messages that appeal to their support for the value *Ethical Consumerism*.

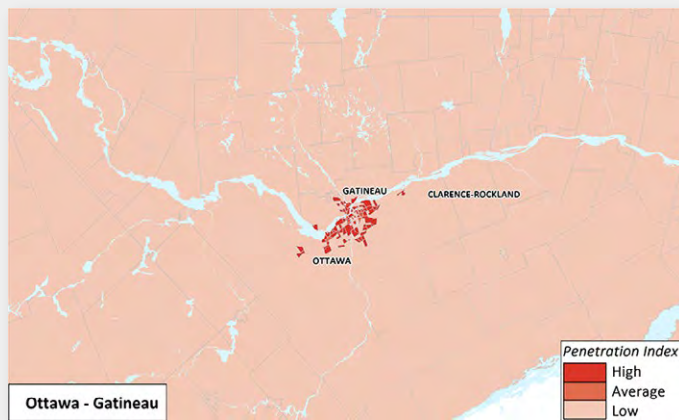
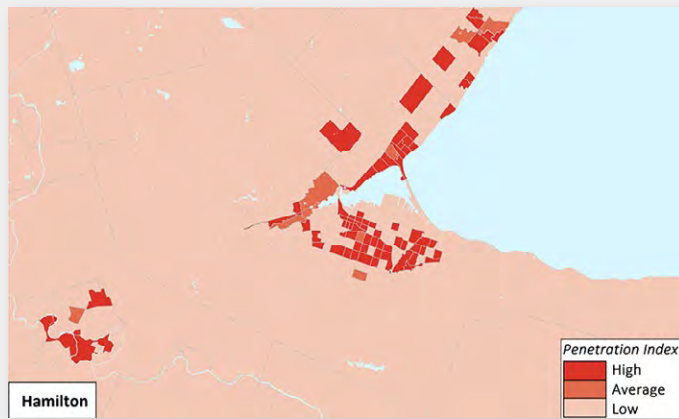
The older members of On Their Own Again have settled into sedentary routines. They pursue few sports or fitness activities at above-average rates, and they typically spend their leisure time reading, watching TV and listening to music. Many are active in their communities as volunteers on local issues. With their tight finances, they make ends meet using coupons, buying store brands and shopping at bulk food stores. Budgeting about \$100 a week for groceries, they patronize discount chains like Food Basics and No Frills. On Their Own Again households are disinclined to acquire the latest tech devices: In an era of smart refrigerators, their latest appliance purchase was a basic coffee maker. Where they excel is in their consumption of traditional media. They read newspapers from cover to cover and regularly pick up magazines like *Canadian Living*, *Good Times* and *Reader's Digest*. On TV, they watch game and talk shows during the day and entertainment news programs at night. With below-average ownership of tablets and mobile phones, they're light Internet fans, using their computers for mostly practical applications: purchasing products, downloading coupons and reading restaurant reviews. Due to residing primarily in cities, this segment is looking forward to using public transit again once the COVID-19 pandemic is over.

How They Think

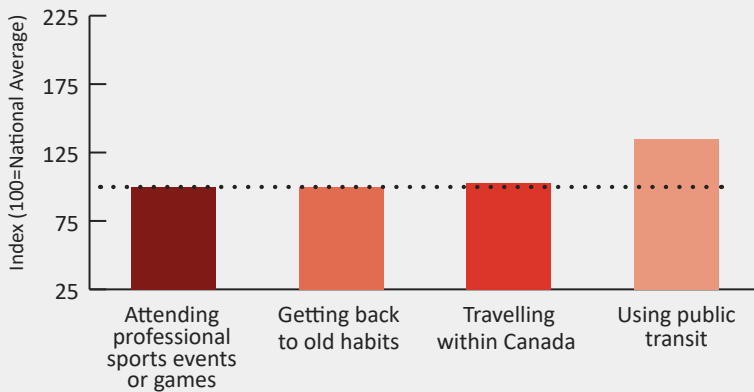
As in many senior segments, On Their Own Again members hold some typically conservative values, such as love of country (*National Pride*) and a strong sense of *Duty* to put others ahead of themselves. But they're also progressive in their acceptance of non-traditional definitions of family, diversity within families and society, as well as open marriages (*Flexible Families*, *Global Consciousness*, *Sexual Permissiveness*). In essence, they're comfortable bucking societal norms (*Rejection of Orderliness*). Yet they're a cautious group, expressing *Financial Concern Regarding the Future* and the need for everyone to pitch in to protect the environment (*Ecological Concern*). These seniors have learned not to be judgmental and to rely on reason and logic rather than their emotions (*Introspection & Empathy*, *Emotional Control*). In the marketplace, they can be a tough sell and they always consider price before making a purchase (*Importance of Price*). But they're not above purchasing a product simply for its beauty, reflecting perhaps their desire to exercise their creative talents (*Importance of Aesthetics*). While they may appreciate artisans, they don't believe small companies can deliver high-quality products (*Skepticism Toward Small Business*).

51. ON THEIR OWN AGAIN

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

read e-books/listen to audiobooks
 specialty movie theatres/IMAX
 casinos
 write to public officials



TRADITIONAL MEDIA

daytime talk shows
Reader's Digest
 big band music radio
 all newspaper sections



FOOD/DRINK

processed cheese
 instant coffee
 non-branded/private label/
 store brands
 Pizza Pizza



AUTOMOTIVE

domestic compacts
 domestic intermediates
 Petro Canada
 one car



MOBILE

share links with friends on mobile phone
 listen to music or audio content on mobile phone
 public transit apps
 health/fitness/diet apps



SHOPPING

Shoppers Drug Mart
 Loblaws
 Giant Tiger
 home health care stores



INTERNET

read e-books on computer
 food/recipes sites
 play games on computer
 access restaurant guides/reviews on computer



FINANCIAL

RRIFs
 tax preparation service
 personal property/
 contents insurance
 donate to political organizations



SOCIAL

Instagram
 Twitter
 subscribe to brand channel on YouTube
 dating platforms



HEALTH

use a hearing aid

ATTITUDES

"It is very important to me to have a more intense and more spiritual inner life"

"Looking at my finances in the coming years, I think they will improve"

"I prefer people who, whatever happens, do their duty"

"I often buy things just because they are beautiful, whether or not they are practical"





U5 YOUNGER
URBAN MIX

Y2 YOUNGER
SINGLES
& COUPLES

Population:

692,628
(1.82% of Canada)

Households:

349,766
(2.33% of Canada)

**Average Household
Income**
\$70,319

**Average Household Net
Worth:**
\$204,072

House Tenure:
Rent

Education:
University/High School

Occupation:
Service Sector/
White Collar

Cultural Diversity Index:
High

Sample Social Value:
*Introspection
& Empathy*

Who They Are

One of the largest segments, Friends & Roomies attracts mostly young singles and single-parent families to neighbourhoods in cities like Calgary, Edmonton, Winnipeg and Victoria. More than a third of maintainers are younger than 35, more than half under 44. A majority of the households contain single, divorced or separated individuals. With mixed educational achievement—from high school to university degrees—members hold a variety of predominantly service sector and white-collar jobs. Incomes are below average, and over three-quarters are renters, mostly in low-rise units. In this transitional segment, more than 60 percent of Friends & Roomies households moved in the past five years. Today, nearly 40 percent of the population are first-generation Canadians, typically black, Filipino and South Asian immigrants who identify as visible minorities. These young people are able to turn modest incomes into active social lives, enjoying bars, nightclubs and community theatres at high rates. And many like to shop—especially online—for video games, movies and music. In their diverse neighbourhoods, they enjoy *Culture Sampling*, incorporating the cultural influences of other groups into their lives.

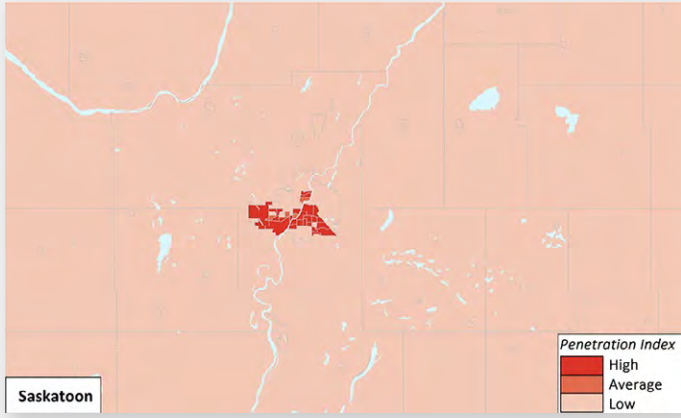
The residents of Friends & Roomies find their entertainment on their streets and social media networks. Young and looking for romance, they frequent dance clubs, health clubs, art galleries and sporting events and play team sports, such as soccer, hockey and curling. In weekly grocery runs, they shop less for traditional meals than after-work grazing, picking up meat snacks, pretzels and chocolate granola bars. They prefer to grab meals on the run instead, patronizing Starbucks and Second Cup, as well as Burger King and Wendy's. In the marketplace, they have their favourite brands—clothes from Joe Fresh and the Gap, books from Chapters/Indigo—and they shop both in-store and online using their mobile phones and computers. They also turn to their phones to access news, listen to music and podcasts, play games and stream movies and TV shows. Fluent in social media, they have high rates for using Instagram, Snapchat, Reddit and dating platforms. They've long ago cut the cord on cable TV and landline phones, but out-of-home digital screens in convenience stores, transit shelters and pubs can still catch their eye. Since the COVID-19 pandemic reduced social gathering and interactions, this segment has shown a significant increase in social media consumption.

How They Think

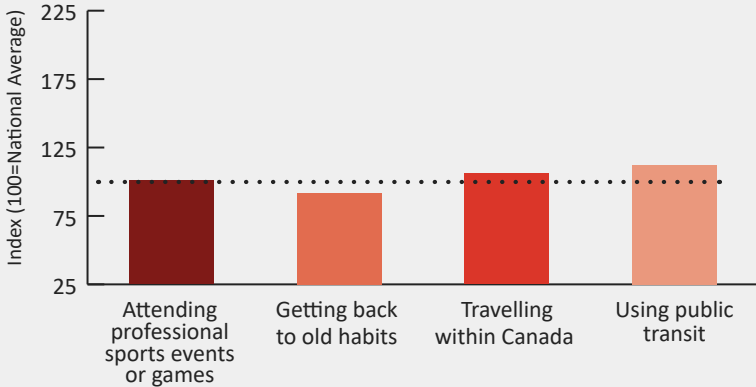
The members of Friends & Roomies are liberal, tech-savvy and comfortable in their urban scene. They tend to be tolerant of non-traditional families (*Flexible Families*), think young people should have the same freedom as adults (*Equal Relationship with Youth*) and are open-minded about romantic relationships (*Sexual Permissiveness*). Living in diverse communities, they believe ethnic groups should retain their traditions rather than assimilate into the dominant culture (*Multiculturalism*), and they accept diversity within families (*Racial Fusion*). These independent young adults question authority and the need to play by the rules, indulge in risk-taking to get ahead and consider violence as simply a fact of life (*Rejection of Authority, Penchant for Risk, Acceptance of Violence*). With many feeling like they never have enough time to get everything done each day (*Time Stress*), they express a *Need for Escape* from their daily routines. But overall they're confident in their ability to handle the complexities of modern life (*Adaptability to Complexity*). They do their research to make sure the products they're considering are worthwhile, especially those in their areas of particular interest (*Discriminating Consumerism, Consumptivity*).

52. FRIENDS & ROOMIES

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

nightclubs/bars
 art galleries/IMAX
 movies/science centres
 adventure sports
 pro basketball



SHOPPING

Joe Fresh
 London Drugs
 Chapters/Indigo
 second-hand stores



TRADITIONAL MEDIA

TV sci-fi/fantasy dramas
 Comedy Network
 classic hits radio
 newspaper arts and entertainment sections



INTERNET

use food delivery services
 streaming videos online
 play online games on computer
 purchase music online



FOOD/DRINK

chocolate granola bars
 fruit drinks
 Starbucks
 Chinese restaurants



FINANCIAL

mobile/e-payment for purchases
 condo insurance
 spend less than \$100 on credit cards/month
 donate to cultural groups



AUTOMOTIVE

one car
 under \$15,000 spent on vehicle
 Toyota
 2017-2019 model years



SOCIAL

Reddit
 Instagram
 Snapchat
 Twitter



MOBILE

listen to radio/podcasts on mobile phone
 watch TV on mobile phone
 banking/finance apps
 research products and services on mobile phone



HEALTH

use herbal garlic supplements

ATTITUDES

"Young people should be taught to question authority"

"From time to time, I like to do things that are dangerous or forbidden, just for the sake of the risk and sensation"

"I often buy things just because they are beautiful, whether or not they are practical"

"Teenagers should have the same freedoms as adults"





S6 OLDER
SUBURBAN

M2 MATURE
SINGLES
& COUPLES

Population:

205,720

(0.54% of Canada)

Households:

122,188

(0.81% of Canada)

**Average Household
Income**

\$61,400

**Average Household Net
Worth:**

\$255,418

House Tenure:

Rent & Own

Education:

Mixed

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

Low

Sample Social Value:

Utilitarian Consumerism

Who They Are

Silver Flats is the oldest segment, a collection of suburban neighbourhoods found mostly around large and midsize cities. Home to a mix of third- and second-generation Canadians, nearly half the maintainer population is over 65 years old and two-thirds are retired. No segment has a greater concentration of widows and widowers: 15 percent, or three times the national average. While incomes are downscale, many Silver Flats households are financially sound thanks to modest pensions, government transfers and tidy nest eggs. In their apartments and condos, they enjoy quiet hobbies like reading books, bird-watching, knitting, making crafts and collecting coins and stamps. They can afford to go to sporting events to watch professional baseball, football and golf. And many like to keep fit, taking fitness classes, rowing and fitness walking. With their advancing age, many Silver Flats members make an *Effort Toward Health* so they can enjoy their retirement years. They also score high for the value *Propriety*, reflected in their courteous and respectful attitude towards others.

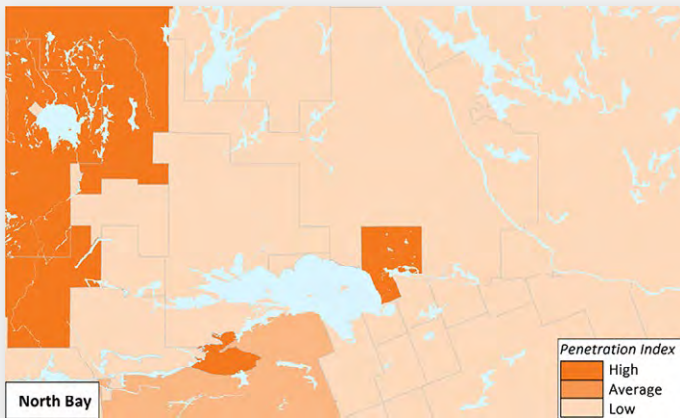
Despite its older adults and aging neighbourhoods, Silver Flats boasts wide-ranging and sometimes contrary behaviours and preferences. Residents buy clothes at both Joe Fresh and Value Village. Popular leisure pursuits include visiting city gardens and playing bingo as well as motorcycling, hunting and going to the ballet. Service minded, they volunteer their help on social issues and donate to charities. But cash flow can be a concern, so these households shop at discount grocery stores and try to supplement their income at casinos. Unable to afford pricey cultural events, they turn to television for entertainment, with high rates for watching soaps, talk shows, crime dramas and sports like golf and figure skating. They're fans of radio, enjoying everything from big band and oldies to new country and adult contemporary music. And they like to pore over newspapers, reading them from cover to cover in their easy chairs, along with magazines featuring gardening and entertainment. Admitting that "technology intimidates me," they're only moderate Internet surfers, using their computers to download coupons and access home décor- and health-related content. Since the COVID-19 pandemic reduced social gathering and interactions, this segment has shown a significant increase in magazine consumption.

How They Think

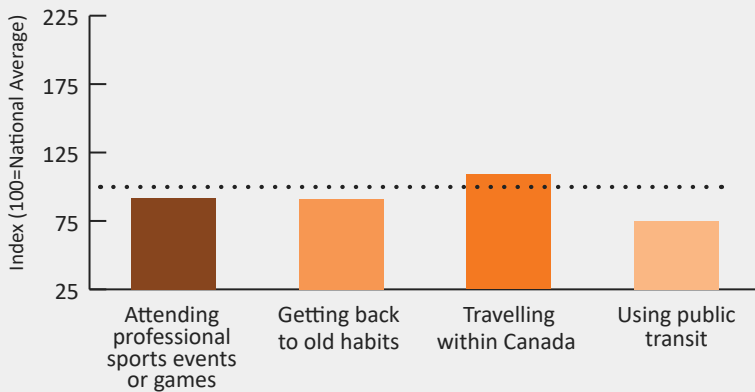
The residents of Silver Flats are a determined group, setting difficult goals and drawing on their reason and logic to achieve them (*Personal Challenge, Emotional Control*). Traditional in their outlook, they're strong on *Religiosity* and weak on *Sexual Permissiveness*. They believe in putting the needs of others first and working hard to get ahead (*Duty, Work Ethic*). Although they tend to be strict about following society's rules and obeying authority figures, they try to adopt a non-judgmental attitude in dealing with others (*Obedience to Authority, Introspection & Empathy*). As second- and third-generation Canadians, they have a strong sense of *National Pride* though they're also interested in what other cultures have to offer (*Multiculturalism*). To Silver Flats residents, defending the environment is less important than creating jobs and growing the economy, and they're not willing to pay more for environmentally friendly products (*low on Ecological Concern*). With their *Financial Concern Regarding the Future*, they choose products for their value and functionality, not their aesthetics or novelty (*Importance of Price, Utilitarian Consumerism*).

53. SILVER FLATS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

fitness walking
 rowing
 community theatres
 casinos



SHOPPING

Joe Fresh
 Shoppers Drug Mart
 second-hand stores
 discount grocery stores



TRADITIONAL MEDIA

CTV News Channel
 TV figure skating
 country radio
 newspaper editorials



INTERNET

health sites
 read food recipes on computer
 purchase groceries online
 use telephone directory online



FOOD/DRINK

processed cheese
 fruit drinks
 grocery store take-out
 breakfast style restaurants



FINANCIAL

savings accounts
 personal property insurance
 GICs
 donate to Canadian charities



AUTOMOTIVE

domestic intermediate cars
 Dodge
 one car
 auto clubs



SOCIAL

play games with others online
 almost daily
 Facebook
 share a blog post or article
 on Twitter
 dating platforms



MOBILE

use camera on mobile phone
 auction site on tablet
 read e-books on tablet
 access health content on tablet



HEALTH

received seasonal flu shot in
 last year

ATTITUDES

"Young people should be taught to obey authority"

"It is important that the country should hold a strong position in the world"

"Looking at my finances in the coming years, I think they will get worse"

"I have my favourite brand and I normally stick to it"





R3 RURAL
FRANCOPHONE

F3 MIDDLE-AGE
FAMILIES

Population:

724,635

(1.90% of Canada)

Households:

301,884

(2.01% of Canada)

**Average Household
Income**

\$81,781

**Average Household Net
Worth:**

\$270,594

House Tenure:

Own

Education:

Trade School/Grade 9

Occupation:

Mixed

Cultural Diversity Index:

Low

Sample Social Value:*Cultural Assimilation***Who They Are**

A rural, working-class francophone segment, Vie au Village is found mostly in small towns and villages across Quebec. The population presents a mixed portrait—middle-aged and older, couples and families, married and common-law unions. With more than 90 percent of households containing third-plus-generation Quebecois, there are few immigrants in these rural communities. Educations here are modest, ranging from grade school to trade school. Workers earn lower-middle-class incomes from a mix of jobs, typically in farming, manufacturing and the trades. And because dwelling values are less than half the national average, most can afford to own a single-detached home and still have enough discretionary income to enjoy their outdoor passions. Vie au Village residents are avid fans of cycling, ice skating, snowmobiling and tennis. In addition to low-cost compact and subcompact cars, many own boats, RVs, and snowmobiles. The adults are more likely than other francophones to sign up their children for sports programs, take the family to a fair or carnival, and book a cruise package. They're also enthusiastic shoppers who patronize kitchen, garden and fashion accessory stores.

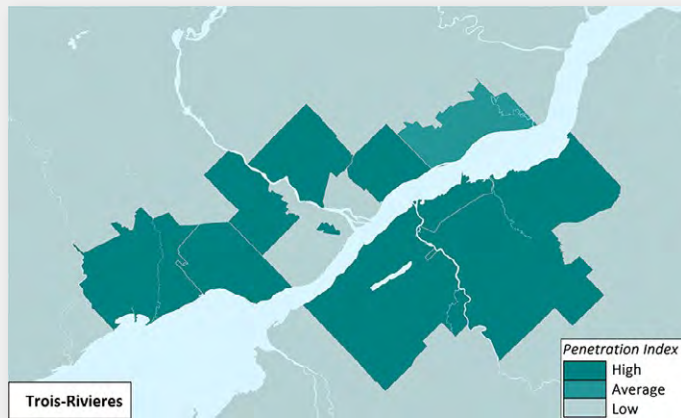
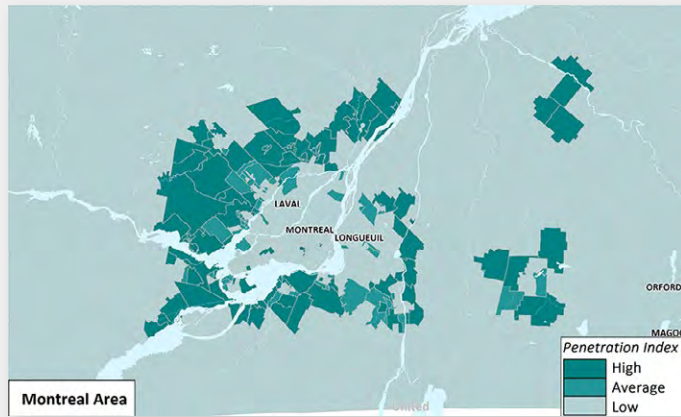
With more than 95 percent of residents speaking French at home, Vie au Village is a quintessential francophone segment. Members have high rates for visiting historical sites in Quebec and attending comedy clubs, auto shows and dinner theatres; their idea of a splurge is going to a casino or a spa. They also like eating out at ice cream and breakfast style restaurants. But these middle-aged and older Quebecois are money conscious: while they've been building a moderate financial cushion, at the same time they're carrying several loans. In their homes, mainstream media is their major source of entertainment. This group scores high for TV game shows, primetime dramas, local news and late night talk shows. They like to listen to adult contemporary and comedy shows on the radio. And Vie au Village makes a strong market for newspapers and magazines covering food, fashion and gardening. They haven't embraced the Internet as much as some francophone segments, but they go online to stream music, enter contests and access health content. However, they still enjoy direct mail and are likely to respond to store catalogues and mail order pitches. Even with the COVID-19 pandemic, usage of subscription services such as Netflix and Crave somewhat decreased showing this segment's preference for more traditional styles of media consumption.

How They Think

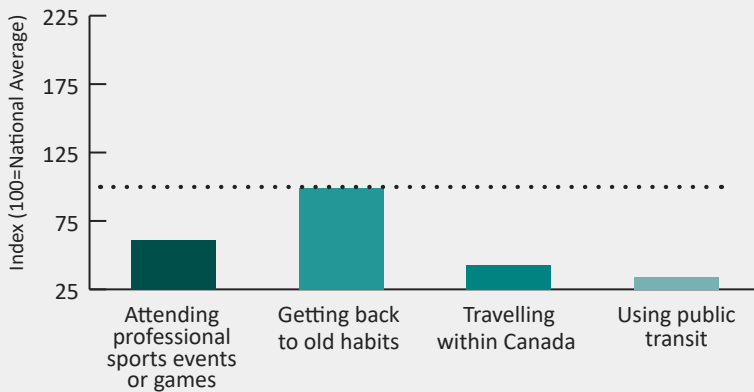
The members of Vie au Village are strongly connected to their local communities and heritage (*Parochialism*), but they sense threats to their way of life. They worry that too much immigration compromises the nation's purity (*Xenophobia*), and they'd prefer that diverse groups abandon their cultural traditions in order to fit in (*Cultural Assimilation*). Indeed, they find it difficult to adapt to the changes and uncertainties of modern life (*Aversion to Complexity*) and want government to take the lead in solving social problems (*Active Government*). They also have a traditional view of gender roles, insisting that men are naturally superior to women (*Sexism*). These hard-working Quebecois seek more than a paycheque from their labours; they want work to be meaningful and benefit society (*Fulfillment Through Work*). When they need to recharge their batteries, they look for unexpected diversions or head outdoors (*Importance of Spontaneity, Attraction to Nature*). In the marketplace, they love to shop but care less about brand names than the price and functionality of what they're buying (*Importance of Price, Brand Apathy*).

54. VIE AU VILLAGE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

dinner theatres
snowmobiling
cycling
beach/resort package tours



SHOPPING

Jean Coutu
Simons
Rona
department stores



TRADITIONAL MEDIA

TV family dramas
variety specials
comedy radio
newspaper automotive section



INTERNET

health sites
enter contests
online games
purchase home electronics online



FOOD/DRINK

low-fat natural cheese
Seven Up/Diet Seven Up
cafeterias
chicken restaurants



FINANCIAL

term deposits
labour funds
personal line of credit
whole life insurance



AUTOMOTIVE

imported compacts
imported subcompacts
\$15,000-\$29,999 spent on vehicle
2000-2009 model years



SOCIAL

participate in online chats
post videos online
Facebook
update status on a social network monthly



MOBILE

picture/video messaging on tablet
discount coupons on mobile phone
participate in social media on tablet
compare products on tablet



HEALTH

use back pain relievers 3-5 times/month

ATTITUDES

"I like people who pursue, above all, their own happiness"

"Young people should be taught to obey authority"

"I feel that I have a great deal of influence on the consumption choices of people around me"

"Big businesses generally try to strike a fair balance between profits and the public interest"





U3 YOUNG
URBAN
CORE

F1 SCHOOL-AGE
FAMILIES

Population:

437,563

(1.15% of Canada)

Households:

181,326

(1.21% of Canada)

**Average Household
Income**

\$61,348

**Average Household Net
Worth:**

\$197,460

House Tenure:

Rent

Education:

Grade 9/Trade School

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

High

Sample Social Value:

Patriarchy

Who They Are

A segment that emerged with the arrival of young immigrants to Canada and was first chronicled in PRIZM5, Enclaves Multiethniques has matured over the years. Now home to both younger and middle-aged residents, it remains a haven for immigrants and francophones concentrated in older, urban core neighbourhoods in Montreal. More than half of residents are foreign-born. More than 40 percent speak French at home while another 36 percent speak a non-official language, such as Arabic or Spanish. Many Enclaves Multiethniques members emigrated from French-speaking countries, like Algeria, Morocco and Haiti. Living in low-rise apartments and duplexes today, Enclaves Multiethniques adults have only moderate educations, and most earn incomes only half the national average, typically from service sector jobs. As they become more settled in their adopted country, they enjoy going to a number of classically Quebec venues: outdoor stages, historical sites, auto races and comedy shows. Many also enroll in adult education programs and colleges in an effort to better their opportunities. These new Canadians tell pollsters they believe in *Just Deserts*, the notion that people get what they deserve as a result of the decisions they make.

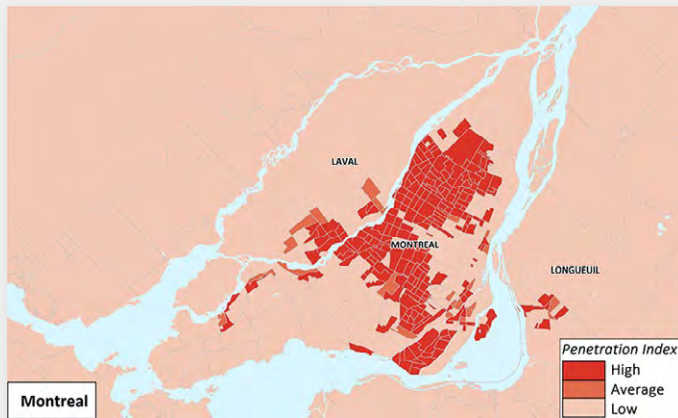
Budgets are tight in Enclaves Multiethniques, where residents get around using public transit or an older Korean compact bought for under \$20,000. A splurge may mean dining out at a buffet, visiting a spa or booking a cheap flight to Cuba or their homeland for the holidays. With their varied backgrounds, residents enjoy a wide range of media, which they're increasingly accessing through digital devices. They're heavy readers of newspapers, particularly sections featuring world news, sports, health and real estate. They're selective fans of radio—dance, jazz and multicultural programs are popular—which they tune in using a smart TV or mobile phone. Most Enclaves Multiethniques members are active Internet users, going online to engage in a variety of activities: searching for jobs, gambling, rating products and swiping for dates. Active on social media, they're comfortable sharing personal information on sites they prefer: Reddit, WhatsApp and Snapchat. And these young and footloose residents notice out-of-home ads in a variety of settings—from bus shelters and subway stations to pubs and cinemas. Once the COVID-19 pandemic is over, this segment is most looking forward to connecting with others, specifically in the form of dating.

How They Think

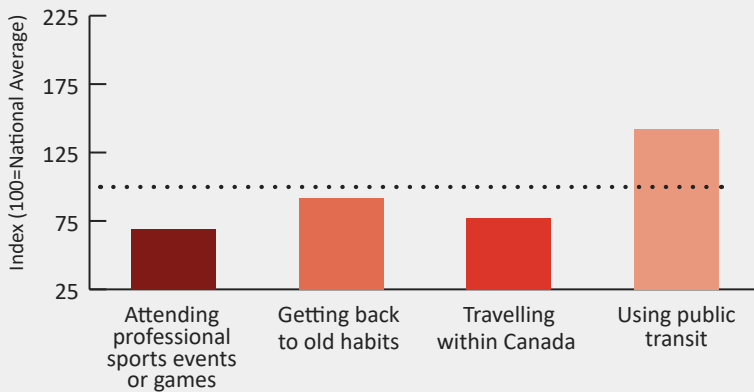
Members of Enclaves Multiethniques enjoy large, communal experiences, especially those that allow them to encounter new sensations (*Attraction for Crowds, Pursuit of Intensity*). Few segments score higher for supporting an *Active Government* to help resolve social issues. A conservative thread runs through this segment, with residents preferring more formal, respectful attitudes, deferring to authority figures and believing that men should be the master of their house (*Propriety, Obedience to Authority, Patriarchy*). Enclaves Multiethniques members desire an intense spiritual life, and most are affiliated with an organized religion (*Spiritual Quest, Religiosity*). Despite feeling overwhelmed by all they have to do and sensing that they're at the mercy of forces beyond their control (*Time Stress, Fatalism*), they still believe Canada is a land of opportunity and that anyone can make it (*North American Dream*). With their tendency for *Ostentatious Consumption*, this group enjoys acquiring whatever will convey status, often impulsively purchasing beautiful objects that catch their eye (*Buying on Impulse, Importance of Aesthetics*). And many prefer patronizing large corporations, believing that they're best at striking a balance between making a profit and operating in the public interest (*Confidence in Big Business*).

55. ENCLAVES MULTIETHNIQUES

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

jogging
soccer
spas
pop music concerts



SHOPPING

Simons
H&M
Jean Coutu
Mac's/Couche-Tard/Circle K



TRADITIONAL MEDIA

European soccer on TV
TV stand-up comedy
newspaper world news
multicultural radio



INTERNET

career/job search sites
beauty/fashion sites
watch long-form videos online
enter contests online



FOOD/DRINK

frozen meals
European wines
Thai restaurants
St-Hubert



FINANCIAL

online stock trading
term deposits
whole life insurance
Desjardins



AUTOMOTIVE

imported compacts
imported subcompacts
Japanese brands
2000-2009 model years



SOCIAL

WhatsApp
Reddit
Snapchat
dating platforms



MOBILE

watch TV on mobile phone
research products on mobile phone
read magazines or newspaper on tablet
clip mobile coupon on tablet



HEALTH

use medicated nasal spray for allergy/sinus remedy

ATTITUDES

"It should be primarily government, not the private sector, that is concerned with solving the country's social problems"

"To spend, to buy myself something new, is for me one of the greatest pleasures in life"

"I feel that I am more a citizen of the world than a citizen of my country"

"It is very likely that, if a product is widely advertised, it will be a good product"





U6 OLDER
URBAN
FRANCOPHONE

Y2 YOUNGER
SINGLES
& COUPLES

Population:

413,955
(1.09% of Canada)

Households:

205,287
(1.37% of Canada)

**Average Household
Income**
\$63,082

**Average Household Net
Worth:**
\$145,017

House Tenure:
Rent

Education:
Mixed

Occupation:
Service Sector/
White Collar

Cultural Diversity Index:
Medium

Sample Social Value:
Sexism

Who They Are

Jeunes Biculturels was created by the migration of immigrants to francophone neighbourhoods in Montreal; today's residents are the now-grown "generation 1.5" children of those who arrived two decades ago. More than two-thirds of the populace speak French at home, and the remainder speak English or a non-official language equally. Over one-third of this segment identifies as visible minorities, including blacks, Arabs and Latin Americans. Singles dominate Jeunes Biculturels: over 45 percent of households in this segment consist of one person. In these aging neighbourhoods, over three-quarters of residents are renters living in mostly older, low-rise apartments and duplexes. The relatively young adults—nearly half of maintainers are under 45 years old—have wide-ranging educations that translate to low-level service sector and white-collar jobs. Over half of households have moved in the last five years, one of the highest mobility rates among all segments. Most residents spend their free time pursuing low-cost athletic activities—cycling, aerobics and soccer—though occasionally they take inexpensive trips to the U.S., France and Cuba. Despite their modest finances, they express a sense of optimism about their financial future (*Financial Security*).

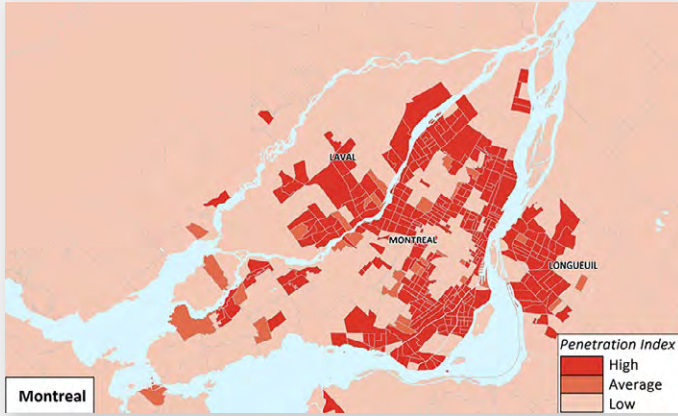
With their modest budgets, the members of Jeunes Biculturels typically entertain at home. They spend less than \$150 a week on groceries, filling their carts with plenty of breakfast items—eggs, oatmeal, baguettes and toaster products—and dinner fare such as fresh pasta, cheese and dry soup. They have high rates for buying wine and beer but not from Canadian producers; they prefer French and Italian wine and imported beer like Corona, Heineken and Stella Artois. Despite their downscale incomes, many recently began contributing to their retirement accounts. But that leaves little extra cash for entertainment beyond mainstream media. Jeunes Biculturels residents are more likely than other francophones to watch English TV networks—like CP24, MTV Canada and OWN—and read publications like *Fashion*, *The Hockey News* and *People*. They also like to tune in to radio stations for comedy, classical music and multicultural programming. But they're typically using their computer or mobile phone to stream their favourite TV and radio program—that is, when they're not paying bills, text messaging or looking for a date. The COVID-19 pandemic has reduced the ability to connect with others and this segment is definitely interested in getting back to the party scene.

How They Think

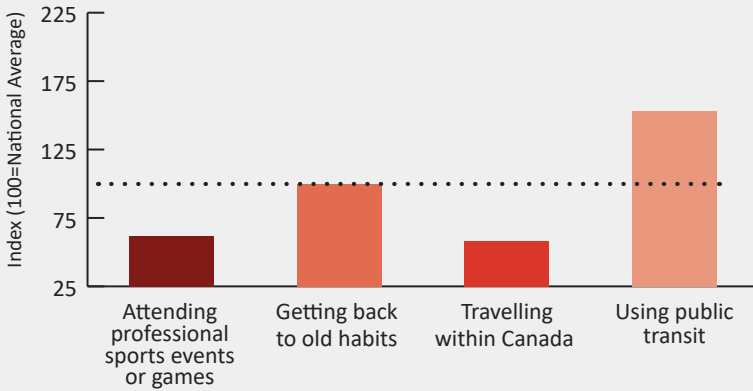
The members of Jeunes Biculturels approach life with gusto and a desire to experience new sensations (*Pursuit of Intensity*, *Importance of Spontaneity*). This culturally diverse group is open-minded about some social norms, embracing non-traditional definitions of family (*Flexible Families*), expressing an *Acceptance of Violence* as occasionally cathartic, and tolerating *Sexual Permissiveness*. But they tend to be socially conservative when it comes to gender norms, believing that men should be the head of the household because they are naturally superior to women (*Patriarchy*, *Sexism*). Although they consider themselves proud Quebecois (*Parochialism*), they sometimes feel disconnected from society (*Anomie-Aimlessness*) and believe that others should try to fit in more (*Cultural Assimilation*). Wanting to enhance their attractiveness, they try to lead a healthy and wholesome lifestyle while having an adventurous spirit (*Effort Toward Health*, *Need for Escape*). But they also feel intense gratification from purchasing consumer goods, and in an effort to express their individuality, they seek unique products that make them stand out from the crowd (*Joy of Consumption*, *Pursuit of Originality*).

56. JEUNES BICULTURELS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

- aerobics
- book shows
- comedy clubs/shows
- pro soccer games



SHOPPING

- Simons
- Laura
- Globo
- fashion accessories stores



TRADITIONAL MEDIA

- TV boxing
- TV sports news/talk
- jazz radio
- newspaper arts and entertainment section



INTERNET

- beauty/fashion sites
- entertainment sites
- classifieds sites
- purchase home electronics online



FOOD/DRINK

- toaster products
- Stella Artois
- restaurant delivery
- ethnic restaurants



FINANCIAL

- mobile bill paying
- student loan
- cash advance services
- personal property/contents insurance



AUTOMOTIVE

- imported compacts
- Hyundai
- 2000-2009 model years
- one vehicle



SOCIAL

- WhatsApp
- blogs
- dating platforms
- refer friends to a website or article



MOBILE

- discount coupons on mobile phone
- newspaper apps
- career/job search on mobile phone
- read newspaper on tablet



HEALTH

- use disposable contact lenses

ATTITUDES

"To spend, to buy myself something new, is for me one of the greatest pleasures in life"

"It is important to look good"

"To try new products, new places for vacation, or new foods, just for the pleasure of the novelty"

"As soon as I see an opportunity to try something new, I do it"





U5 YOUNGER
URBAN MIX

Y2 YOUNGER
SINGLES
& COUPLES

Population:

509,436

(1.34% of Canada)

Households:

215,667

(1.43% of Canada)

Average Household Income

\$84,051

Average Household Net Worth:

\$218,347

House Tenure:

Own & Rent

Education:

High School/Grade 9/
College

Occupation:

Service Sector/
Blue Collar

Cultural Diversity Index:

Low

Sample Social Value:

Civic Engagement

Who They Are

Found in mostly small- and medium-size cities, Juggling Acts features a mix of younger singles and young families, with higher-than-average rates for divorced and separated individuals as well as lone-parent families. In their established neighbourhoods, nearly half the householders are renters, typically living in semis, rows, duplexes and low-rise apartments. Thanks to a high percentage of maintainers under the age of 35, a youthful energy pervades this lifestyle. Despite modest educational achievement—a mix of grade 9, high school and college graduates—the adults have decent-paying service sector and blue-collar jobs. But this is a transient group—half the residents have moved in the past five years—and they're always on the lookout for better opportunities. Many rely on their cars for commuting to work and pursuing leisure activities in the city and countryside. In Juggling Acts, residents have high rates for enjoying billiards, martial arts, camping and fishing and hunting. Their idea of a weekend splurge is going to a sporting event, community theatre, craft show or music festival. Members of this group regularly seek ways to save money, and they would not pay more for brand name products (*Brand Apathy*).

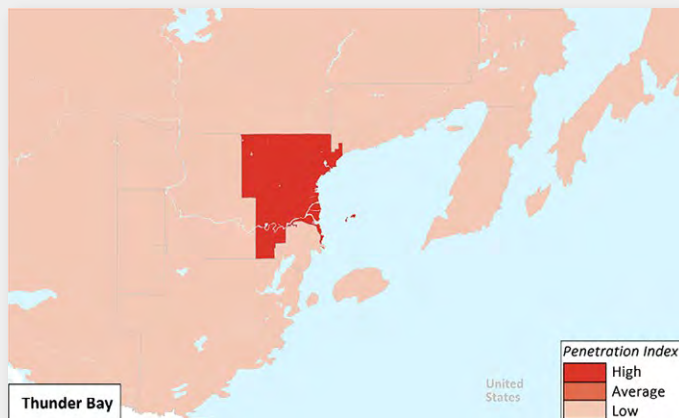
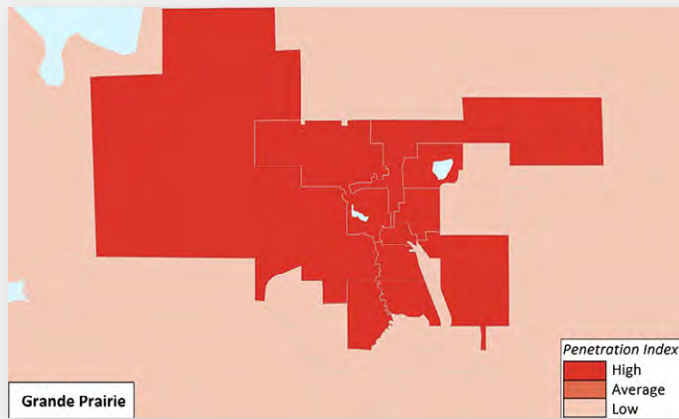
Juggling Acts neighbourhoods offer residents a cornucopia of dining and entertainment options. Residents enjoy eating at casual and fast-food restaurants like Swiss Chalet, East Side Mario's, Burger King and Dairy Queen. And with many singles and divorced individuals on the lookout for new partners, this a strong market for bars and nightclubs. The presence of many families in this segment also makes kid-friendly venues like carnivals, fairs and movie theatres popular. With money tight—residents have few investments and little savings—many households turn to coupons and shop at discount supermarkets for quick-and-easy meals: frozen peas and corn, canned meat, condensed soup and frozen pizza snacks are all big sellers. Their media tastes also run the gamut. They're solid fans of daytime talk shows, DIY and reality TV programs. On their drive to work, they'll tune the radio to modern rock and new country music. And though few read daily newspapers, they'll pick up magazines that cover celebrities and hobbies. Many prefer to go online for their media and mingling, frequenting websites for gaming, dating, streaming videos and connecting with others through Instagram, Twitter and Snapchat. This has also translated to the COVID-19 era, where this segment's main source of information on the pandemic comes from trusting social media sources.

How They Think

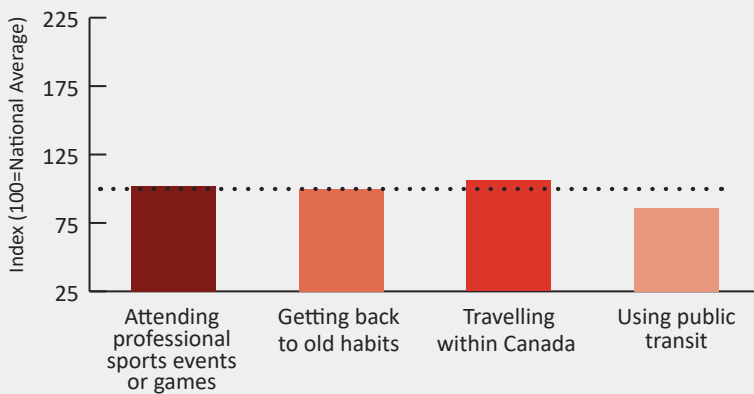
The members of Juggling Acts may be under financial stress, but they're generally optimistic about the future and the many opportunities the country offers (*Financial Concern Regarding the Future, Personal Optimism, North American Dream*). These hard-working Canadians are eager to take on difficult challenges, believing that success requires hard work and that ultimately people get what they deserve (*Work Ethic, Just Deserts*). Proud of their community and country, they think immigrants should give up their cultural identities and blend into the dominant culture (*Parochialism, National Pride, Cultural Assimilation*). Balancing tight budgets with their desire to be held in high esteem (*Need for Status Recognition*) can cause them to express a *Need for Escape* from their daily stresses, and many look to nature to recharge their batteries. As a result they believe protecting the environment is more important than pursuing economic growth (*Attraction to Nature, Ecological Concern, Primacy of Environmental Protection*). In the marketplace, they do not prefer big name brands and believe small businesses are best positioned to serve the public's interest (*Brand Apathy, Confidence in Small Business*).

57. JUGGLING ACTS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

dancing
 comedy movies
 nightclubs/bars
 local arenas/rec centres



SHOPPING

Mark's
 Walmart
 Real Canadian Superstore
 The Source



TRADITIONAL MEDIA

Space
 Sportsnet
 modern rock radio
 People



INTERNET

play online games
 food/recipe sites
 online auctions
 purchase movies online



FOOD/DRINK

frozen pizza snacks
 fruit drinks
 fast-food restaurants
 Mexican/burrito restaurants



FINANCIAL

credit unions
 mutual funds
 partial credit card payments
 donate to religious charities



AUTOMOTIVE

domestic small vans
 domestic large pickups
 vehicles bought used
 under \$15,000 spent on vehicle



SOCIAL

Snapchat
 YouTube
 Reddit
 Instagram



MOBILE

radio apps
 watch TV on mobile phone
 listen to radio on mobile phone
 discount coupons on tablet



HEALTH

use insoles/orthotics

ATTITUDES

"It is important to me to regularly get away from all responsibilities and burdens"

"I love to buy consumer goods (excluding those basic ones essential to run a household)"

"I have enough trouble taking care of myself without worrying about the needs of the poor"

"I would prefer to do work that is not particularly interesting, but that pays well"



T1 TOWN MIX

M1 OLDER FAMILIES & EMPTY NESTS

Population:

349,562
(0.92% of Canada)

Households:

147,911
(0.98% of Canada)

Average Household Income

\$75,631

Average Household Net Worth:

\$262,663

House Tenure:

Own

Education:

Mixed

Occupation:

Blue Collar/
Service Sector

Cultural Diversity Index:

Low

Sample Social Value:

Legacy

Who They Are

Older folks gravitate to the relaxed lifestyle of Old Town Roads, a collection of small towns across Canada where more than a third of maintainers are over 65. Unlike more upscale retirement communities, these rustic towns are home to downscale seniors who are aging in place. Households here contain a mix of older singles, empty-nesting couples and widowed individuals. Most own older, inexpensive homes, though a significant percentage rent a low-rise apartment or live in a mobile home; the average dwelling value is less than half the national average. Education traditionally hasn't been a top priority for Old Town Roads members—less than 15 percent have gone to a university—and those still in the workforce earn lower incomes from jobs in manufacturing, farming, services and the trades. These third-plus-generation Canadians enjoy time-honoured and outdoor-oriented leisure pursuits like fishing, hunting and gardening, though they'll also attend craft shows and auto racing events. Even though pensions and government transfers improve the financial picture here, these townsfolk keep close tabs on their wallet (*Importance of Price*).

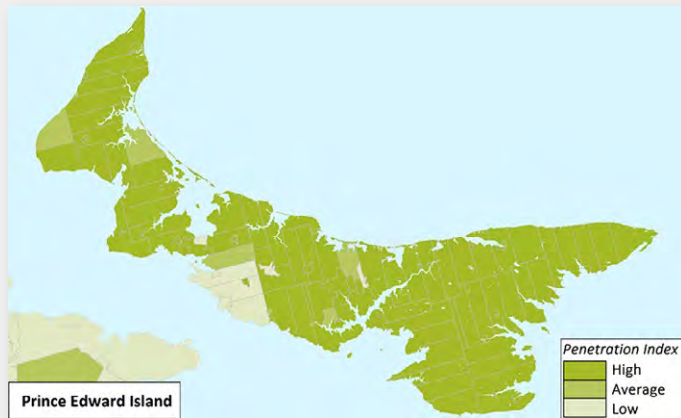
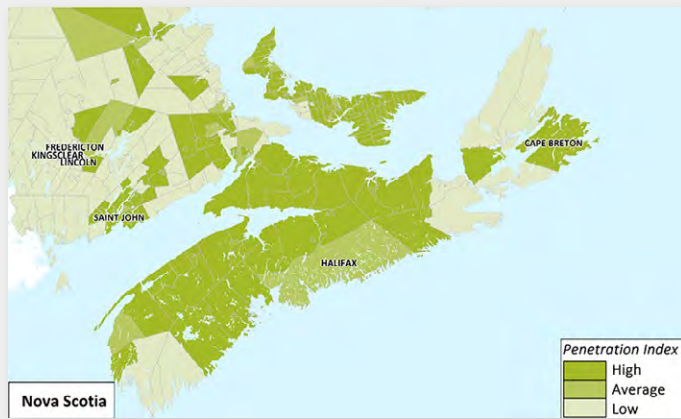
Their far-flung communities may lack cultural amenities, but Old Town Roads residents are willing to drive to the city to see a comedy movie, community theatre show or nightclub act. With few shops or restaurants along their Main Streets, they'll stock up at major stores like Giant Tiger, Shoppers Drug Mart and Walmart then hit Home Hardware and Canadian Tire for their many DIY projects. They're less interested in travelling abroad, vacationing mostly in Ontario and the Atlantic Provinces. Old Town Roads is a "Buy Canadian" segment, where members drive domestic vehicles—especially large pickups, midsize sedans and compact SUVs—invest in Canada savings bonds and drink domestic wine and whisky. As for media, they're mostly traditionalists, enjoying curling, hockey, auto racing and figure skating on TV and radio stations that play oldies, classic rock, gospel and country music. Though few read daily newspapers, they like community papers and magazines like *Canada Geographic*, *Live Better* and *Our Canada*. Light Internet users, they'll go online to play games, clip coupons and read e-books and they're happy to abandon online shopping after COVID-19.

How They Think

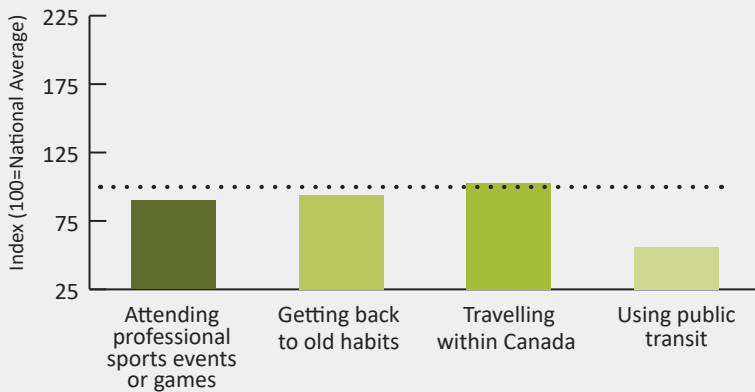
In their small-town communities with bucolic surroundings, the members of Old Town Roads seek a more authentic way of life that shields them from the vagaries of the modern world (*Attraction to Nature, Aversion to Complexity*). They enjoy the disorder of rural living and have little use for formality or hifalutin manners (*Rejection of Orderliness*). These households tend to be conservative in their social views, but have a growing acceptance for others (*Multiculturalism, Flexible Families*). They also feel the need to make an impact on society as a whole (*Civic Engagement, Social Responsibility*). In the marketplace, they are ambivalent towards brand names and choose products for their functionality rather than their aesthetics (*Brand Apathy, Utilitarian Consumerism*). And though they're committed to saving for a more secure financial future, they admit to sometimes *Buying on Impulse*, especially products from companies that they perceive to be good corporate citizens (*Ethical Consumerism, Primacy of Environmental Protection*).

58. OLD TOWN ROADS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

fishing/hunting
country music concerts
ATV/snowmobiling
community theatres



SHOPPING

Giant Tiger
Walmart
Canadian Tire
Real Canadian/
Atlantic Superstore



TRADITIONAL MEDIA

TV curling
Investigation Discovery
oldies radio
community newspapers



INTERNET

read magazine or newspaper
on computer
weather sites
auction sites
eBay



FOOD/DRINK

cheddar cheese
frozen vegetables
light beer
casual family restaurants



FINANCIAL

GICs
RRIFs
private disability/health
insurance
financial planners



AUTOMOTIVE

domestic large pickups
domestic intermediate cars
\$30,000-\$49,999 spent on vehicle
one vehicle



SOCIAL

Tumblr
Facebook
access social media via computer
video/photo sharing on
social media



MOBILE

access health content on
mobile phone
view store flyers using tablet
post photos to Facebook from
mobile phone
research products on tablet



HEALTH

visit an ER because primary
care provider was unavailable

ATTITUDES

"It is important that the country should hold a strong position in the world"

"Brands are not important to me at all"

"Life in the country is much more satisfying than life in the city"

"New technologies are causing more problems than they are solving"



S7 LOWER-MIDDLE
SUBURBAN
FRANCOPHONE

F1 SCHOOL-AGE
FAMILIES

Population:

448,157

(1.18% of Canada)

Households:

215,310

(1.43% of Canada)

Average Household Income

\$73,685

Average Household Net Worth:

\$200,324

House Tenure:

Rent & Own

Education:

High School/Grade 9/
Trade School

Occupation:

Service Sector/
Blue Collar

Cultural Diversity Index:

Low

Sample Social Value:

Fatalism

Who They Are

La Vie Simple reflects the confluence of older singles and couples living in mature suburbs around Quebec's large and midsize cities. Almost 30 percent of maintainers are over 65, and the segment features a mix of singles and couples: More than half of households consist of married or common-law couples, while the rest are single, divorced or widowed individuals living alone. Those in the labour force hold relatively low-level jobs in manufacturing, sales, services and the trades. With below-average incomes, many can only afford to own an inexpensive house or duplex, or rent a low-rise apartment. The housing stock in these older neighbourhoods has an average dwelling value of about \$200,000, less than half the national average. Nevertheless, La Vie Simple behaviours and preferences resemble those of francophone segments of loftier socioeconomic status, with high rates for members going to pop music concerts, comedy clubs and book shows. They also enjoy outdoor athletic activities including hiking, boating and cross-country skiing. And when they finally come in from the cold to go shopping, they get real pleasure from the experience, attesting to their high score for *Joy of Consumption*.

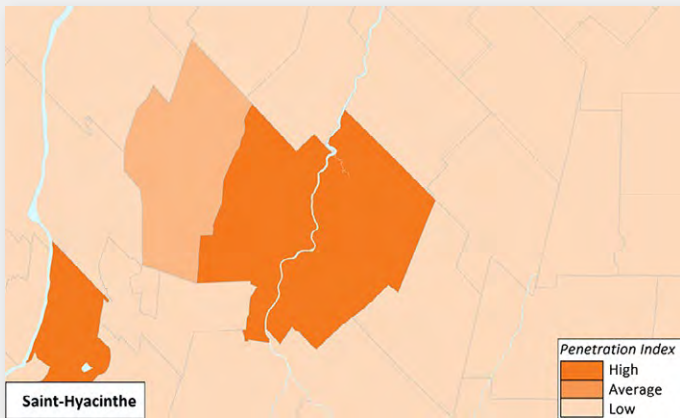
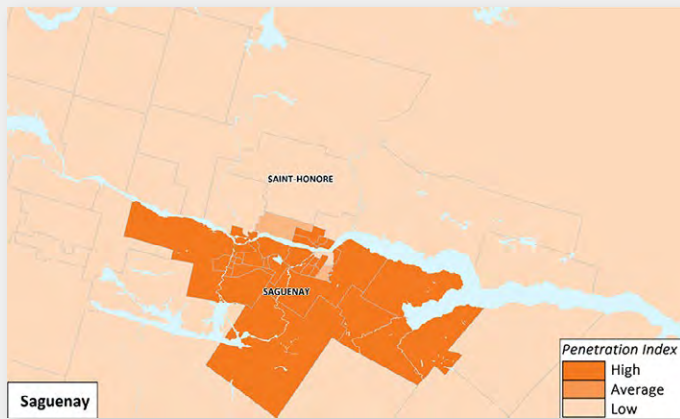
The older members of La Vie Simple have busy social lives. They like going out—even if it's just to a local bowling alley, bingo hall or chicken restaurant—as well as entertaining at home. Their shelves are usually stocked with regular and discount beer, wine from France and Italy, and snacks like walnuts, potato chips and cheese. Looking to stretch their budgets, they carry coupons and look for bargains at popular retailers like PharmaSave, Home Hardware, Giant Tiger and, increasingly, Walmart. Admittedly tech shy, many still own basic mobile phones and TVs. And their media consumption is similarly traditional. On TV they enjoy watching nature shows, crime dramas and especially sports; they're more likely than other Quebecois to follow golf, figure skating and Major League Baseball on TV. While driving their typically Korean subcompact cars, they tune their radios to top 40, oldies and country music. Although they're light users of the Internet, they go online using their computers or tablets to watch TV, search phone directories and participate in social media. These traditionalists respond to advertising through flyers, mail-order and local store catalogues. During the COVID-19 pandemic, this segment saw an uptick in printed magazine consumption which keeps true to their values.

How They Think

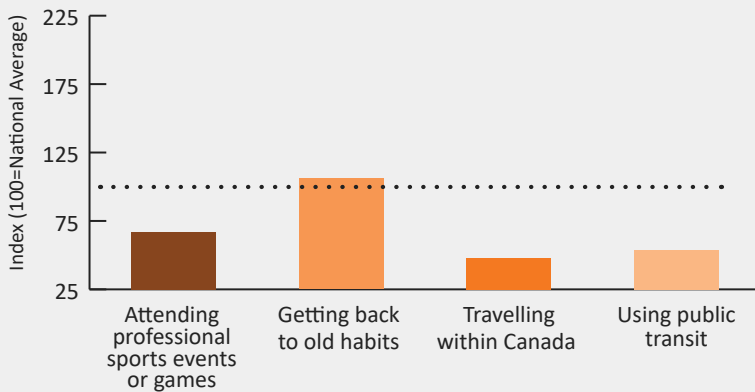
For members of La Vie Simple, life can be a paradox. They sometimes feel they're at the mercy of forces beyond their control and are threatened by the modern world's changes and uncertainties (*Fatalism, Aversion to Complexity*). In the context of a world that seems to be changing around them, they feel an affinity for those who belong to their culture and worry that immigration threatens their group (*Parochialism, Xenophobia*). These Quebecois tend to be conservative, holding traditional views on gender and family roles (*Sexism*) and deferring to those in authority (*Obedience to Authority*). They seek sensory experiences, approaching life in a more intuitive way (*Sensualism*). And many care less about a paycheque than doing work that benefits society (*Fulfillment Through Work*); they support an *Active Government* to help solve social issues. In the marketplace, they are less likely to base purchase decisions on advertising than on what appeals to them in the store (*Buying on Impulse*). Overall, these consumers prefer to shop at larger companies, believing that small businesses may not have the consumer's best interests at heart (*Confidence in Big Business*).

59. LA VIE SIMPLE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

bowling
pop music concerts
RV shows
casinos



SHOPPING

Jean Coutu
Addition-Elle
Rona
Couche-Tard



TRADITIONAL MEDIA

TV Formula 1 racing
TV figure skating
top 40 radio
newspaper puzzles and game sections



INTERNET

online phone directory
radio sites
access automotive content
purchase video games online



FOOD/DRINK

hard cheese
ice cream
cabernet-sauvignon
chicken restaurants



FINANCIAL

arrange automatic payments
online
personal loans
one credit card
whole life insurance



AUTOMOTIVE

imported subcompacts
imported compacts
Japanese and Korean brands
one vehicle



SOCIAL

Snapchat
Instagram
Facebook
share videos on YouTube



MOBILE

newspaper apps
discount coupons on mobile phone
Internet search on mobile phone
participate in social media on tablet



HEALTH

had laser eye surgery in past two years

ATTITUDES

"I prefer people who act like everybody else, without trying to stand out"

"It should be primarily government, not the private sector, that is concerned with solving the country's social ills"

"To spend money, to buy myself something new, is one of the greatest pleasures in my life"

"To preserve jobs in this country, we must accept higher degrees of pollution in the future"





U5 YOUNGER
URBAN MIX

F1 SCHOOL-AGE
FAMILIES

Population:

544,485

(1.43% of Canada)

Households:

233,657

(1.55% of Canada)

Average Household Income

\$74,040

Average Household Net Worth:

\$256,103

House Tenure:

Own

Education:

Mixed

Occupation:

Mixed

Cultural Diversity Index:

Low

Sample Social Value:

Ethical Consumerism

Who They Are

Value Villagers is a working-class group found typically in the older, industrial neighbourhoods of midsize cities. The households consist of an eclectic mélange of singles, couples and lone-parent families, maintainers of almost any age, and residents with educations ranging from grade 9 to college. In many ways, Value Villagers is a microcosm of Canada, with residents' marital status, household size and mobility rates all reflecting national averages. Even the average ages of adults and children here match national figures. But the Value Villagers version of Canadian life is decidedly modest. Most adults earn lower-middle incomes from blue-collar and service sector jobs, typically in manufacturing, sales or the trades. Over half the housing stock was built before 1960, and residents typically live in single-detached houses that are valued at half the national average. Value Villagers members relish life's simple pleasures, like carnivals, community theatres and parks. And when the mood strikes, they'll play a friendly game of golf, attend an auto race or visit an art gallery. These third-plus-generation Canadians express a belief in the Canadian government and those in positions of power (*Obedience to Authority*).

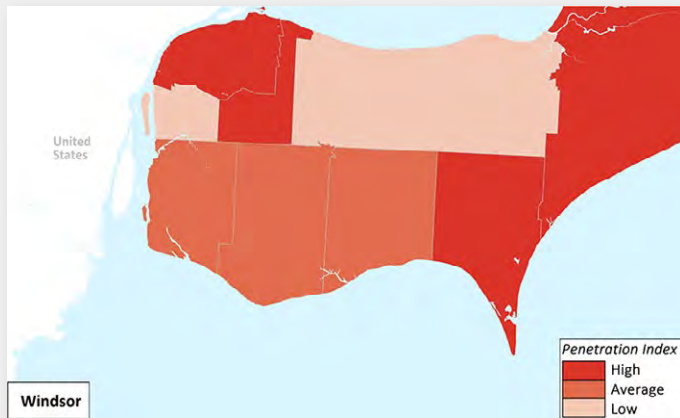
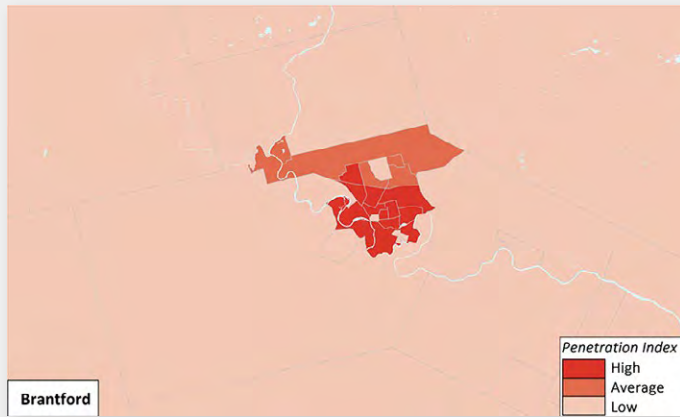
With its mixed age profile, Value Villagers features a wide range of popular activities, from quiet pursuits like making crafts and knitting to swimming, hunting and snowboarding. Many households enjoy gambling, making regular excursions to casinos and closer-to-home lottery kiosks. Major sports fans, they like watching baseball, curling, CFL football and skiing on TV. Without deep pockets, they tend to be bargain shoppers and members of every rewards program they come across. For their DIY projects they head to Lowe's, Home Depot and Home Hardware and shop at Mark's, Walmart and Value Village for clothes. They patronize most mainstream fast-food and fast casual restaurants at high rates. Back home, traditional media provides the entertainment. They're a strong market for TV channels like DIY Network, Bravo! and Showcase, and radio stations that play classic rock, new country and retro '80s music. They rarely subscribe to newspapers but like to flip through gardening, nature and celebrity magazines. And they're selective in their Internet use, going online to send messages, download coupons and make purchases. And post COVID-19, this segment is most looking forward to attending sports events.

How They Think

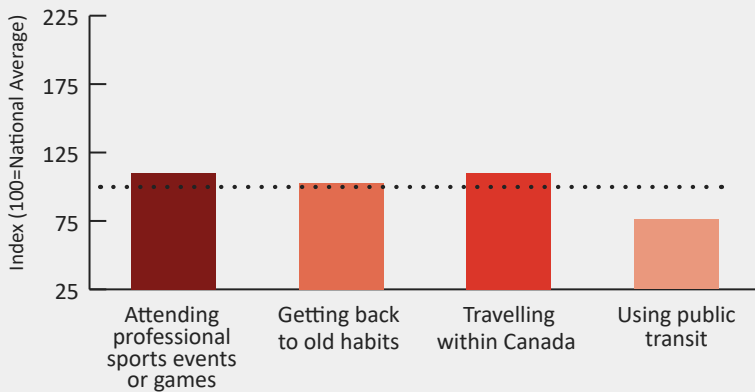
Socially progressive, the members of Value Villagers support unconventional definitions of family and accept diversity within families (*Flexible Families, Racial Fusion*). Even in matters of spirituality, they choose their own path (*Religion a la Carte*). They see the value of learning from other cultures and enjoy being part of a crowd as a way to connect with other groups (*Multiculturalism, Attraction For Crowds*). They sometimes feel a *Need for Escape* from the responsibilities of their daily routine and are uneasy about the uncertainties and pace of change in the modern world (*Aversion to Complexity*). They would prefer to scale back material expectations, live simply and focus on what is truly important in life (*Voluntary Simplicity*). When faced with conflict, they try to see both sides, assessing them analytically and nonjudgmentally (*Introspection & Empathy*). As consumers, they often take into consideration whether a product is eco-friendly and whether the company selling it is a good and ethical corporate citizen (*Ethical Consumerism, Primacy of Environmental Protection*). To those ends, Value Villagers residents believe smaller companies tend to operate in the public's best interest better than large corporations (*Confidence in Small Business*).

60. VALUE VILLAGERS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

sewing/knitting
 exhibitions/carnivals/
 fairs/markets
 art galleries
 parks/city gardens



SHOPPING

Value Village
 Mark's
 Home Depot
 craft supply stores



TRADITIONAL MEDIA

FX
 DIY
 classic rock radio
 gardening magazines



INTERNET

real estate sites
 receive store offers by SMS
 access home décor content online
 purchase groceries online



FOOD/DRINK

tortilla wraps
 condensed soup
 decaffeinated coffee
 Chinese restaurants



FINANCIAL

mutual funds
 credit unions
 guaranteed life insurance
 donate to religious groups



AUTOMOTIVE

domestic compacts
 domestic intermediate cars
 domestic compact SUVs
 buy used vehicles



SOCIAL

Snapchat
 Pinterest
 Facebook
 YouTube



MOBILE

discount mobile providers
 discount coupons on
 mobile phone
 watch TV on tablet
 career/job search on tablet



HEALTH

visited an optometrist in
 past six months

ATTITUDES

"I have enough trouble taking care of myself without worrying about the needs of the poor"

"The country should hold a strong position in the world"

"New technologies are causing more problems than they are solving"

"I like being in a large crowd"





U4 URBAN DIVERSITY

F3 MIDDLE-AGE FAMILIES

Population:

737,218

(1.93% of Canada)

Households:

307,639

(2.05% of Canada)

Average Household Income

\$65,982

Average Household Net Worth:

\$144,349

House Tenure:

Rent

Education:

Mixed

Occupation:

Service Sector

Cultural Diversity Index:

High

Sample Social Value:

Ostentatious Consumption

Who They Are

Once home to young immigrants, Came From Away communities are showing their middle age. The highest concentration of residents are between 25 and 44 years old. Nearly 60 percent of the segment's residents are foreign-born—fourth highest among all segments—and they hail from all over. Many are singles and lone-parent families who live in high-rise apartments in Toronto and a handful of other large cities; almost 40 percent of the populace speak a non-official language. While their educational achievement ranges from grade school to university, most residents hold low-paying jobs in manufacturing, services and the trades. Downscale incomes and economic uncertainty contribute to the segment's transience; more than half of households moved in the past five years and over 80 percent are renters. But even with tight budgets, many Came From Away members enjoy the leisure pursuits offered by their urban settings, with high rates for going to nightclubs, jazz concerts and billiards halls; families head for theme parks, aquariums and zoos. Hooked on their mobile phones for media and shopping, they're the top-ranked segment for *Ostentatious Consumption*, hoping to impress others with purchases that symbolize affluence, including the latest tech devices.

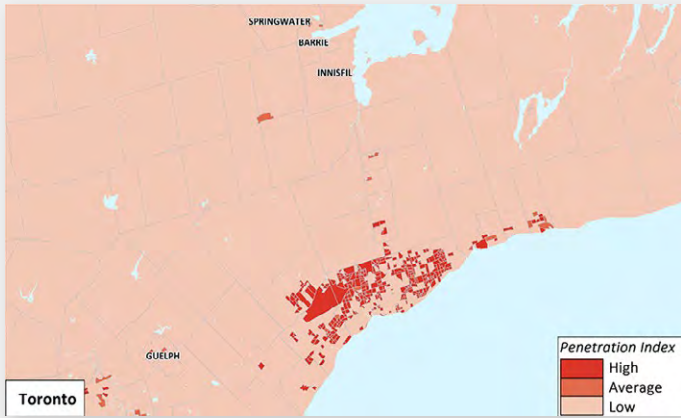
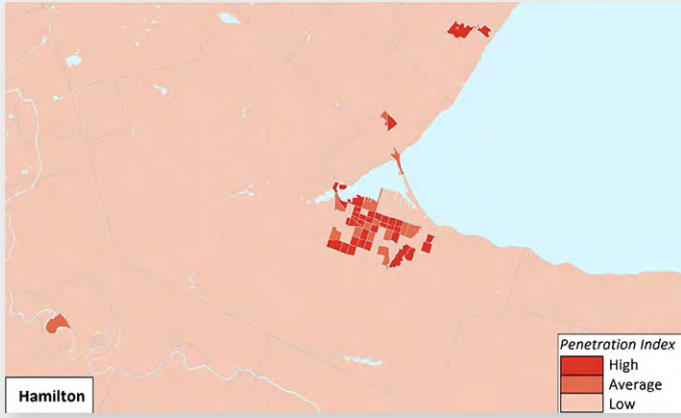
Telling researchers they're eager to get to the top of their careers, many members of Came From Away take classes at community colleges and universities to achieve that goal. They're still young enough to enjoy playing vigorous team sports such as soccer, basketball and hockey. In their small, older apartments, they rarely entertain, choosing instead to eat out at fast-food and casual family restaurants. These budget-conscious shoppers patronize factory outlets and discount stores. Most get around using public transit; if they own a car, it's typically an older model bought for less than \$15,000. Vacation travel means visiting one of the tourist sites near Toronto, going to a cottage or taking an occasional trip to the Caribbean. Came From Away members are heavy Internet users who are rarely without their mobile phones. Online they stream music and TV shows, watch movies, clip coupons and play games; fluent in social media, they have high rates for using Twitter, LinkedIn, YouTube, Instagram and Tinder. Interested in most traditional media, they respond to ads on TV and in print media, as well as those placed in buses, subways and malls. With the COVID-19 pandemic impacting their ability to get around, this segment is looking forward to being able to use public transit at full capacity.

How They Think

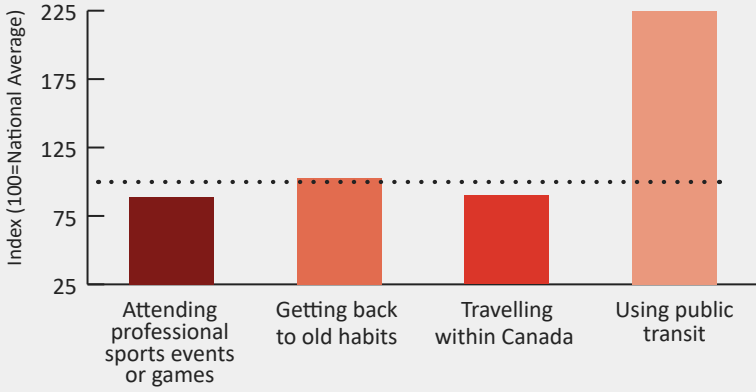
The members of Came From Away believe in the *North American Dream*, but still find it important to preserve their own cultural identities (*Search for Roots*). But as newcomers on tight budgets, they're concerned about their finances as well as their personal safety (*Financial Concern Regarding the Future, Fear of Violence*). Many admit they sometimes feel disconnected from society and think life has no meaning (*Anomie-Aimlessness*). Socially conservative, they support the conventional definition of family but they're open to a flexible, personal approach to religion (*Traditional Families, Religion a la Carte*). For many Came From Away members, the act of shopping excites them and they particularly enjoy acquiring beautiful objects for their homes to impress others and express their personal style (*Joy of Consumption, Importance of Aesthetics, Status via Home*). Fans of well-designed adverts and well-known brands (*Advertising as Stimulus, Importance of Brand*), they constantly seek out new and exciting products and experiences (*Pursuit of Novelty*). And when they find a product in their special area of interest—whether it's technology or trainers—they're eager to share it on social media (*Consumption Evangelism*).

61. CAME FROM AWAY

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

- soccer
- billiards
- nightclubs/bars
- jazz concerts



SHOPPING

- Shoppers Drug Mart
- No Frills
- La Senza
- convenience stores



TRADITIONAL MEDIA

- reality TV shows
- YTV
- urban/hip hop/rap radio
- OOH ads on bus shelters



INTERNET

- career/job search online
- entertainment sites
- play games on computer
- purchase groceries online



FOOD/DRINK

- frozen pizza
- fruit juices/drinks
- sub/sandwiches restaurants
- grocery store take-out



FINANCIAL

- mobile wallet
- two credit cards
- Canada Savings Bonds
- critical illness insurance



AUTOMOTIVE

- Volkswagen
- model year 2000-2009
- one car
- under \$15,000 spent on vehicle



SOCIAL

- LinkedIn
- Reddit
- Instagram
- YouTube



MOBILE

- ride sharing service
- listen to music on mobile phone
- watch movies on tablet
- budgeting apps



HEALTH

- use home teeth whitening products

ATTITUDES

"In order to get what I like, I would be prepared to take great risks in life"

"It is important to me that people admire the things I own"

"I like being in a large crowd"

"It is important to try new products, new places for vacation or new foods, just for the pleasure of the novelty"





S6 OLDER
SUBURBAN

M2 MATURE
SINGLES
& COUPLES

Population:

484,561

(1.27% of Canada)

Households:

243,998

(1.62% of Canada)

**Average Household
Income**

\$67,311

**Average Household Net
Worth:**

\$281,367

House Tenure:

Own & Rent

Education:

Grade 9/High School/
College

Occupation:

Service Sector/
Blue Collar

Cultural Diversity Index:

Low

Sample Social Value:

*Confidence in
Small Business*

Who They Are

Suburban Recliners is one of the older segments, a collection of suburban areas surrounding smaller and midsize cities, including a number of newer retirement communities.

Households typically contain empty-nesting couples and older singles living alone; nearly 40 percent of maintainers are over 65 years old, and one in ten members is widowed. With many now retired, residents get by on income supplemented by pensions and government transfers. Those still in the workforce have low-paying jobs in accommodation and food services. But their downscale incomes go far in their neighbourhoods where dwelling values are about half the national average. In Suburban Recliners, members typically live in single-detached houses or low-rise apartments and are as equally likely to be owners as renters. When it comes to leisure, these third-plus-generation Canadians aren't ready to slow down just yet. They like to attend community theatre productions, craft show and music festivals. Occasionally, they'll spring for tickets to a figure skating event or auto race. Despite their tight budgets, they enjoy buying products on impulse without first comparing prices (*Buying on Impulse*).

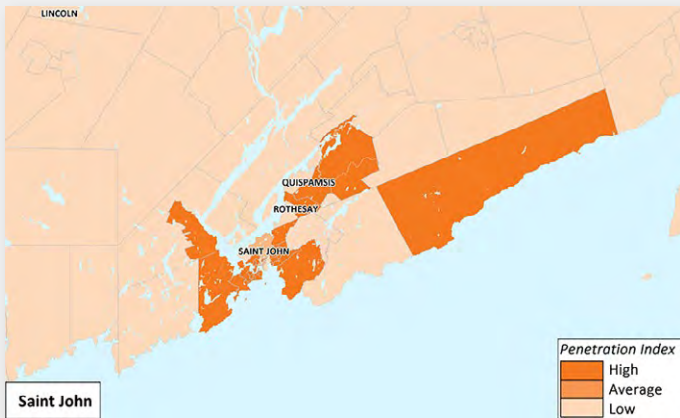
The members of Suburban Recliners are aging yet active suburbanites. They have the free time to visit provincial parks, travel throughout Canada and take part in civic activities. They like to gamble and have high rates for trying their luck at casinos, horse races and lottery ticket kiosks. While their nest eggs are modest, they typically set aside money in mutual funds and GICs for their retirement. And they tend to be frugal shoppers who sign up for rewards programs, use digital coupons and frequent bulk food stores and second-hand clothing stores. For entertainment, these older residents appreciate traditional media. They're TV fans who like the Movie Time, Lifetime, FX and History Television channels. They appreciate the "personal" feel of radio, which they tune in for oldies, big band, classic rock and country music. Rather than the major dailies, they prefer community newspapers as well as magazines that cover entertainment, fitness, gardening and homes. Admittedly tech laggards, they engage in few Internet activities at above-average rates. But they will occasionally use their computer to play a game, buy groceries or pin an image on Pinterest. During the COVID-19 pandemic, this segment saw a decrease of time spent on social media.

How They Think

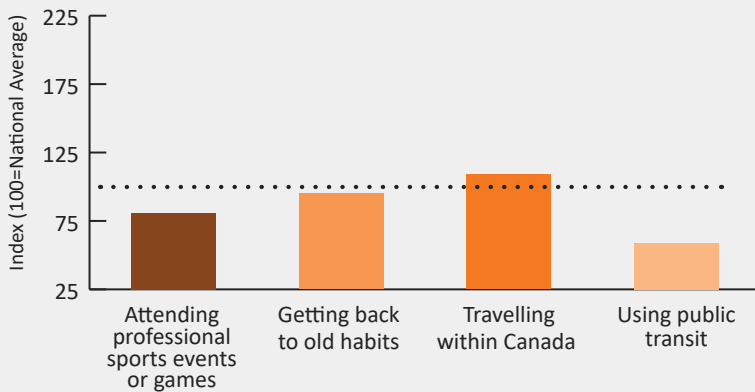
The members of Suburban Recliners are socially progressive and prefer a more casual approach to life. They consider diversity a source of personal enrichment, are open to interracial families and tend to disregard social norms governing manners (*Social Learning, Racial Fusion, Rejection of Orderliness*). Optimistic about their future, they believe in having a strong *Work Ethic*, and that work should be about more than getting paid (*Fulfillment Through Work*). But they're not without worries, especially regarding the ethics of technology and the pace of change (*Technology Anxiety*). Suburban Recliners members seek to scale back their material expectations while enhancing their quality of life, especially if it allows them to experience new sensations every day (*Voluntary Simplicity, Sensualism*). They often head outdoors and enjoy connecting with nature (*Primacy of Environmental Protection*). In the marketplace, they patronize small businesses in the belief that they're more committed to providing quality goods and working in the public interest compared to big corporations (*Confidence in Small Business*).

62. SUBURBAN RECLINERS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

craft shows
community theatres
horse racing
cruise package tours



SHOPPING

Mark's
Giant Tiger
Home Hardware
bulk food stores



TRADITIONAL MEDIA

Lifetime
History Television
oldies radio
Reader's Digest



INTERNET

online dating
purchase groceries online
auction sites
food/recipes sites



FOOD/DRINK

condensed soup
in-store bakery
diet colas
seafood restaurants



FINANCIAL

GICs
guaranteed life insurance
department store credit cards
senior services bank plans



AUTOMOTIVE

domestic compact SUVs
domestic large pickups
Ford
2008 or earlier model years



SOCIAL

Facebook
Pinterest
play games with others online
6 hours or more/day on social media



MOBILE

access real estate listings on mobile phone
redeem discount coupons on mobile phone
bank/pay bills on tablet
listen to radio on tablet



HEALTH

use allergy/sinus remedy
6+ times/month

ATTITUDES

"I have enough trouble taking care of myself without worrying about the needs of the poor"

"Compared to this time last year, my financial position is less secure"

"It is not really a problem for me that life is becoming more and more complex"

"I often buy things just because they are beautiful, whether or not they are practical"





R3 RURAL
FRANCOPHONE

M1 OLDER FAMILIES
& EMPTY NESTS

Population:

487,947

(1.28% of Canada)

Households:

223,148

(1.48% of Canada)

**Average Household
Income**

\$76,523

**Average Household Net
Worth:**

\$209,118

House Tenure:

Own

Education:

Trade School/Grade 9

Occupation:

Primary/Blue Collar

Cultural Diversity Index:

Low

Sample Social Value:

Personal Challenge

Who They Are

The most remote of all lifestyles, Amants de la Nature is one of only two francophone segments with a significant number of residents living outside Quebec; nearly 15 percent of households are found in New Brunswick. In these rural communities, 97 percent of residents are third-plus-generation Quebecois, nearly 40 percent of maintainers are over 65 and more than 60 percent are over 55. Most households contain singles and couples, and nearly one-quarter are in common-law unions—a rate twice the national average. With less than 10 percent of residents having earned a university degree, half of workers hold low-level blue-collar and primary sector jobs in agriculture, natural resources, manufacturing and construction. Despite the lower-middle incomes, most residents own an older, single-detached house often with a large truck and a pool out back. Without major commercial centres nearby, residents have to travel some distance to shop at a department store, attend a hockey game or go to the movies. As in other rural segments, leisure time in Amants de la Nature is spent outdoors: cross-country skiing, skating and snowmobiling. In fact, no value scores higher in this segment than *Attraction to Nature*.

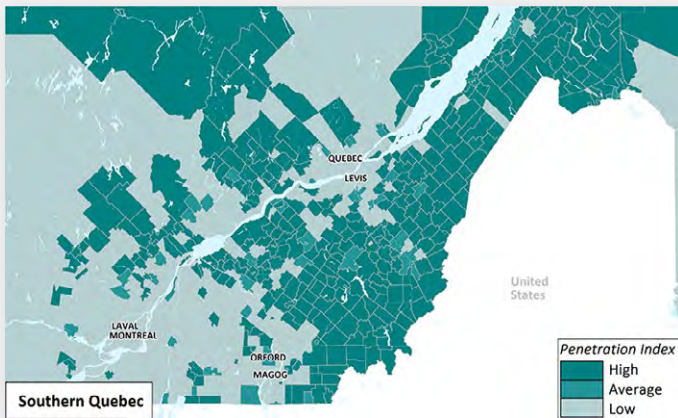
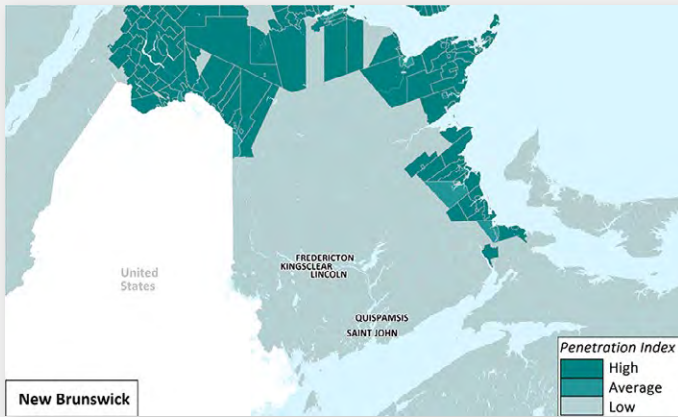
The older members of Amants de la Nature like going out, particularly to a dinner theatre or comedy club. But for meals at home, they fill their shopping carts with baking ingredients, cheese, canned vegetables and granola, and they're more likely than other francophones to buy cashews, peanuts and cabernet sauvignon. When they travel, they typically head to destinations in Quebec, New Brunswick or Prince Edward Island. Style conscious, they shop at popular Quebec retailers like Reitmans and Simons, as well as smaller jeans and jewellery boutiques. While many have built modest nest eggs and are beginning to convert their retirement savings to RRIFs, cash flow can be an issue; residents take out personal loans at high rates and many are still paying down mortgages. For entertainment, they look to traditional media: soaps and game shows on TV, comedy and adult contemporary music on the radio. They're fairly heavy readers of print media and like magazines that cover cars, fashion, food and nature. And though they're late adopters of technology, some now own tablets. Online they stream music, access home décor content, download recipes and research products. And direct mail still works here. Even with the COVID-19 pandemic, this segment's consumption of TV subscription services remained low, with many decreasing their use.

How They Think

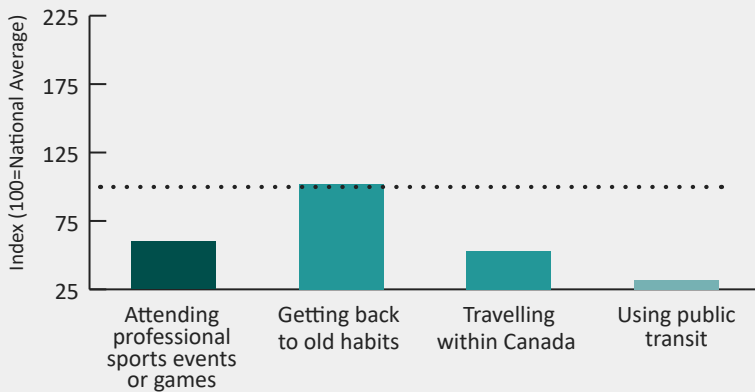
Strong on the *Primacy of the Family*, the members of Amants de la Nature want to focus on things that are truly important, and that means putting their family first. But they admit to worrying that forces beyond their control are affecting their lives (*Fatalism*). These francophones seek *Fulfillment Through Work* with a job that's meaningful and benefits society, especially if it earns them the respect of others (*Need for Status Recognition*). Conservative in their social values, they support traditional, male-dominated gender roles (*Sexism, Patriarchy*) and strive to live in accordance with their cultural traditions (*Search for Roots*). Amants de la Nature members prefer a sensual, intuitive approach to living that's guided less by reason and logic than by emotions and the desire to experience new sensations (*Sensualism, Pursuit of Intensity*). And despite their interest in new products and services (*Pursuit of Novelty*), they're not swayed by brand names or design for design's sake (*Brand Apathy, Utilitarian Consumerism*). In the marketplace, they prefer to patronize companies with high ethical standards, but price is always a major consideration in any purchase decision (*Ethical Consumerism, Importance of Price*).

63. AMANTS DE LA NATURE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

- snowmobiling
- hiking/backpacking
- power boating/jet skiing
- eco-tourism tours



SHOPPING

- Simons
- Reitmans
- Giant Tiger
- Couche-Tard



TRADITIONAL MEDIA

- TV evening local news
- TVA Sports
- nature magazines
- comedy radio



INTERNET

- automotive sites
- online classifieds
- online games
- access home décor content online



FOOD/DRINK

- baking ingredients
- dry-packaged pasta
- European wine
- chicken restaurants



FINANCIAL

- RESPs
- RRIFs
- one credit card
- whole life insurance



AUTOMOTIVE

- large domestic pickups
- imported compacts
- 2000-2009 model years
- camping trailers/motorhomes/RVs



SOCIAL

- Facebook
- like a brand on Facebook
- use WhatsApp group chats
- play games with others online



MOBILE

- share links with friends and colleagues
- enter contests on tablet
- read magazine or newspaper on tablet
- compare products on tablet



HEALTH

- visited a physiotherapist in past year

ATTITUDES

"What one feels is more important than reason or logic"

"It should be primarily government, not the private sector, that is concerned with solving the country's social problems"

"I am only interested in things that are useful; I couldn't care less about beauty for its own sake"

"I need to feel that I have achieved a level of social success and that this is recognized by others"





U4 URBAN DIVERSITY

F3 MIDDLE-AGE FAMILIES

Population:

447,610

(1.17% of Canada)

Households:

162,436

(1.08% of Canada)

Average Household Income

\$68,333

Average Household Net Worth:

\$171,460

House Tenure:

Rent & Own

Education:

Grade 9/High School

Occupation:

Service Sector/
Blue Collar

Cultural Diversity Index:

High

Sample Social Value:

Fear of Violence

Who They Are

The increase in immigration over the last two decades has transformed many communities. Midtown Movers reflects the arrival of newcomers in established neighbourhoods of large cities beyond Toronto and Vancouver. Some are foreign-born students who've settled in university towns; others arrived as a result of job programs. One-third of Midtown Movers are immigrants, with 45 percent of the population identifying as visible minorities, such as blacks, South Asians, Filipinos, Arabs and Latin Americans. And one-fifth of residents speak a non-official language. Households contain a mix of younger singles and middle-aged families; one in three are lone-parent families. With their modest educations—over half haven't gone beyond high school—most work at jobs in manufacturing, services and the trades. Their lower-middle incomes provide them with housing in older, single-detached houses, low-rise apartments and row houses; nearly 55 percent are renters and half of residents have moved in the last five years. Today many enjoy active social lives: the singles joining friends at nightclubs and dinner theatres, the families heading for zoos and aquariums. But their high score for *Penchant for Risk* suggests an openness to more extreme activities to get the most out of life.

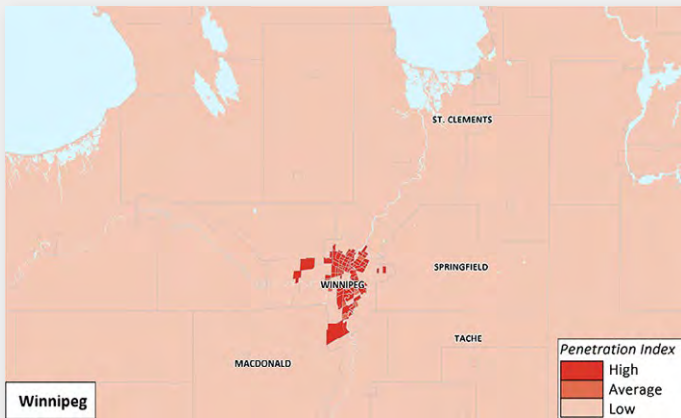
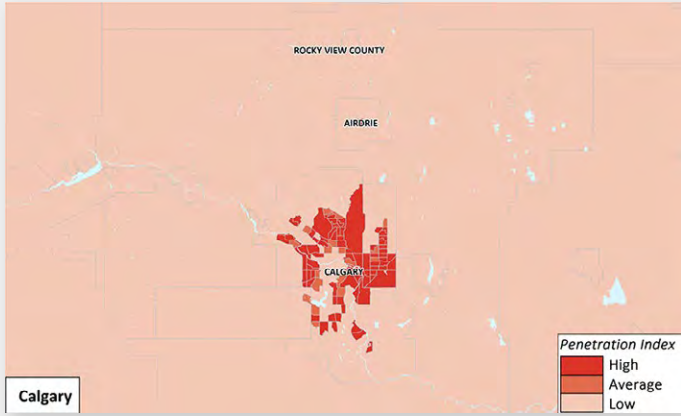
The young newcomers in Midtown Movers are on the move, and technology is helping them along. They use their mobile phones for practical purposes—banking, looking for jobs and clipping coupons—as well as entertainment—playing games, streaming music and finding dates. And many prefer their phones to their feet when shopping. These upwardly striving households are often juggling work and school, with many enrolled in online courses at colleges and universities. To stay fit, they work out at a health club or rec center, sometimes joining a team to play soccer, hockey or basketball. With grocery budgets under \$100 a week and meals typically caught at taco and pizza joints, single-serve coffee makers and microwave ovens may represent the extent of home cooking. Fully immersed in the digital world, Midtown Movers members enjoy sharing their discoveries—be it a new hip-hop artist or sci-fi movie—on social media sites like Instagram, Snapchat and Twitter. And since they're often out-and-about on their lively urban streets, these consumers respond to ads they see at transit shelters, subway platforms, pubs and fitness clubs. Since the COVID-19 pandemic, this segment's online shopping habits have decreased, in part to save money and stay on a tighter budget through this time of economic uncertainty.

How They Think

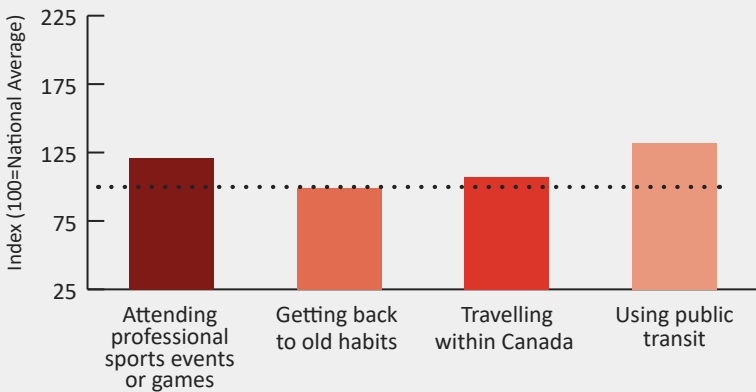
As recent immigrants, the members of Midtown Movers believe diverse groups should be encouraged to preserve their cultural identity (*Multiculturalism*). With many speaking a non-official language, they are drawn to large gatherings to connect with similar newcomers (*Attraction for Crowds*) and to participate in local issues and civic activities (*Social Learning*). Many Midtown Movers members seek to demonstrate their individuality and gain the respect of others by purchasing products for their residences that are unique, beautiful and well designed (*Importance of Aesthetics*). With their belief in *Saving on Principle*, these residents have a strong interest in leaving a *Legacy*, setting creative goals for themselves that they're determined to achieve (*Personal Creativity*). But they can feel overwhelmed by everything they want to accomplish in a day (*Time Stress*), and worry that forces beyond their control are determining their future (*Fatalism*). In the marketplace, they appreciate aesthetically pleasing advertisements and tend to trust them as a source of reliable information, especially in areas of particular interest (*Advertising as Stimulus, Confidence in Advertising, Consumptivity*).

64. MIDTOWN MOVERS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

snowboarding
local arenas/rec centres
zoos/aquariums/farms/
drive-through animal parks
nightclubs/bars



SHOPPING

7-Eleven
Sport Chek
London Drugs
factory outlet stores



TRADITIONAL MEDIA

CFL football
The Comedy Network
modern rock radio
entertainment/celebrity
magazines



INTERNET

career/job search online
music streaming on computer
restaurant ordering online
play games on computer



FOOD/DRINK

frozen pasta
craft beer
granola bars
taco restaurants



FINANCIAL

mobile wallet
telephone banking
credit unions
donate to religious groups



AUTOMOTIVE

small vans
intermediate cars
domestic brands
under \$15,000 spent on vehicle



SOCIAL

Instagram
Snapchat
Reddit
YouTube



MOBILE

shopping apps
auto sites on mobile phone
food/recipe sites on
mobile phone
watch free streaming videos
on tablet



HEALTH

use hair growth products

ATTITUDES

"It is important to be thoroughly familiar with what I think of as my region, its history, its customs and its traditions"

"I like being in a large crowd"

"It is important to look good"

"It is very likely that if a product is widely advertised, it will be a good product"





U6 OLDER
URBAN
FRANCOPHONE

M2 MATURE
SINGLES
& COUPLES

Population:

613,042

(1.61% of Canada)

Households:

359,089

(2.39% of Canada)

**Average Household
Income**

\$49,895

**Average Household Net
Worth:**

\$150,892

House Tenure:

Rent

Education:Grade 9/High School/
Trade School**Occupation:**Service Sector/
Blue Collar**Cultural Diversity Index:**

Low

Sample Social Value:

Brand Apathy

Who They Are

With the lowest average household income of all segments, Âgés & Traditionnels consists mostly of older, francophone singles living in the quieter, central neighbourhoods of places like Trois-Rivières, Drummondville and Shawinigan. With one of the highest concentrations of retirees, more than a third of residents are over the age of 65, and one in ten is widowed. Residents' educations tend to be modest, but nearly 20 percent earned an apprentice or trades certificate. With less than half the adults still in the labour force—typically in blue-collar and service sector jobs—incomes are low, but this segment ranks high for receiving government transfers. Most residents rent older, low-rise apartments and duplexes. And despite more than 45 percent of households having moved in the past five years, there's a familiarity to these communities. Nearly 90 percent of residents are third-plus-generation Quebecois, nearly 95 percent speak French at home and their attachment to their local communities is reflected in their *Parochialism*. Many enjoy mainstream diversions such as concerts, comedy clubs and theatre festivals. They're also involved in their communities and more likely than other Quebecois to serve as volunteers or work for a political candidate.

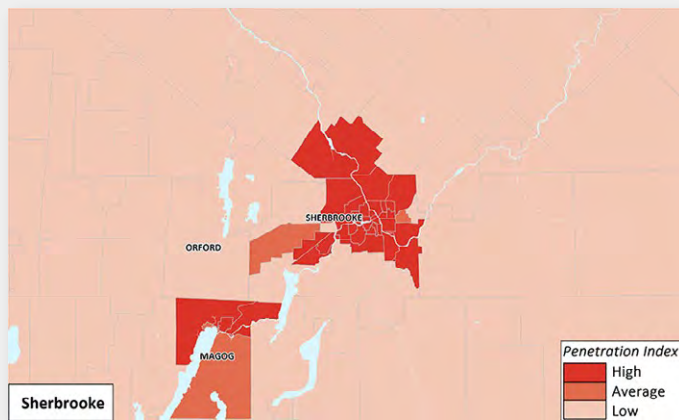
The members of Âgés & Traditionnels may lack hefty bank accounts and investments, but they manage to lead busy social lives. They like going to bingo halls, pop music concerts and professional tennis matches, and for exercise they enjoy bowling, hiking and cross-country skiing. If they have a car, it's typically an inexpensive subcompact bought more than ten years ago or recently leased. Their idea of a splurge is buying European wine, American beer or perfume or cologne for themselves, and they tend to purchase clothing and convenience items at such retailers as Simons, La Vie en Rose and Jean Coutu. Like other francophone segments, Âgés & Traditionnels is home to omnivorous media consumers who enjoy TV game shows, soaps and crime dramas along with adult contemporary music and classic hits on the radio. They have wide-ranging print tastes, reading daily and community newspapers as well as nature, food and beverage, health and seniors' magazines. And they're slowly increasing their online usage—with mobile phone and tablet—for texting, streaming music, gambling and making purchases. These Quebecois stand out for playing online games and responding to Internet classifieds. The COVID-19 pandemic has only heightened this segment's consumption of print media and radio, showing that traditional media is still very popular.

How They Think

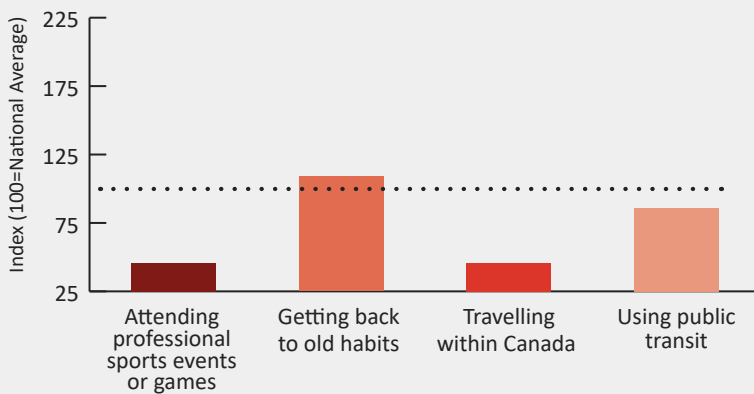
The members of Âgés & Traditionnels are conservative in their social views, supporting traditional, male-dominated gender roles (*Sexism*) and opposing too much immigration as a threat to the country's identity (*Xenophobia*). Disinterested in learning from other cultures, they're among the weakest of all segments on *Culture Sampling*. These older singles believe in playing by the rules (*Obedience to Authority*) and support government's role in resolving social issues (*Active Government*). But they also want to contribute to society by doing work that produces value for others, not just a paycheque (*Fulfillment Through Work*). Many like to push themselves to set and achieve difficult goals, especially if it allows them to experience strong sensations (*Personal Challenge, Pursuit of Intensity*). The simple act of buying something can give them a thrill (*Joy of Consumption*), but their limited budgets steer them to practical products without regard for the status of brand names (*Utilitarian Consumerism, Brand Apathy*). Though they tend to distrust advertising as a reliable source of information (*Skepticism Towards Advertising*), they generally trust large businesses to provide quality goods at a fair price (*Confidence in Big Business*).

65. ÂGÉS & TRADITIONNELS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

cross-country skiing
sci-fi movies
comedy clubs/shows
book shows



SHOPPING

Jean Coutu
La Vie en Rose
Réno-Dépôt
jeans stores



TRADITIONAL MEDIA

TV soaps/serial dramas
TV nature shows
home décor magazines
newspaper local news



INTERNET

health sites
online gambling
instant messaging on computer
purchase home electronics online



FOOD/DRINK

low-fat yogurt
packaged bread
tomato/vegetable juices
convenience stores



FINANCIAL

labour funds
one credit card
whole life insurance
RSP loans



AUTOMOTIVE

imported compacts
imported subcompacts
2000-2009 model years
Korean brands



SOCIAL

use social media to connect with brands/celebrities
dating platforms
Facebook
update status on a social network regularly



MOBILE

access health content on tablet
read newspapers on tablet
take pictures and video with tablet
compare products/price while shopping on tablet



HEALTH

visit an osteopath

ATTITUDES

"What one feels is more important than reason or logic"

"Overall, there is too much immigration; it threatens the purity of the country"

"I'm interested in people who pursue, above all, their own happiness"

"Young people should be taught to obey authority"





T1 TOWN MIX
F2 LARGE DIVERSE FAMILIES

Population:

519,362

(1.36% of Canada)

Households:

169,626

(1.13% of Canada)

Average Household Income

\$81,938

Average Household Net Worth:

\$146,254

House Tenure:

Band

Education:

Grade 9/High School

Occupation:

Mixed

Cultural Diversity Index:

Low

Sample Social Value:*Multiculturalism***Who They Are**

Nearly 95 percent of Indigenous Families residents are of indigenous origin—mostly First Nations but also Inuit and Métis people—and they tend to be younger and middle-aged families living in remote communities. A segment that's grown slightly older over the last decade, it still stands out for having few couples without children, many lone-parent families and more than three times the national average of multi-generational households. More than 70 percent of residents live in single-detached homes, of which about 20 percent is band housing. Educational achievement is moderate: about 40 percent have gone beyond high school to complete college or trade school. While unemployment is much higher than the national average, most adults are in the labour force, earning lower-middle incomes from jobs in primary industries, health care, education and the trades. Indigenous Families members often defy their modest means with active, rustic lifestyles. They enjoy fishing, hunting, power boating and snowmobiling, and attend pro football games, horse racing events and RV shows. Not surprisingly they're passionate about maintaining their cultural traditions, scoring among the highest of all segments for the value *Search for Roots*.

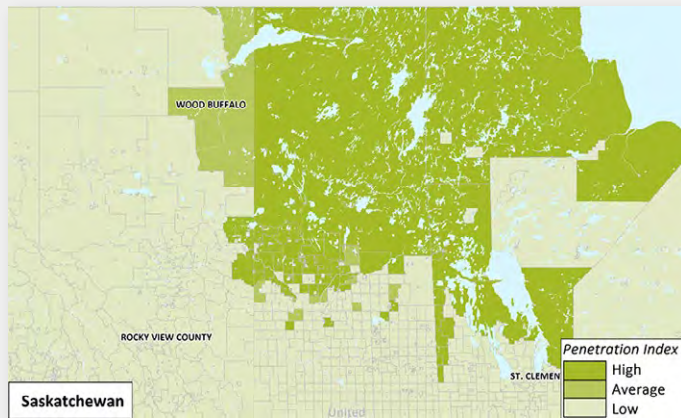
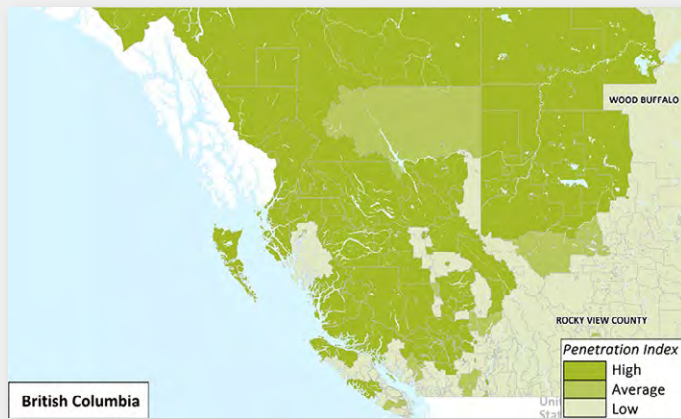
Despite their remote communities, the members of Indigenous Families rarely lack for busy days. At home, they enjoy gardening and making crafts. In their communities, they do volunteer work and write public officials about local issues. Many take advantage of their bucolic settings for hiking, skiing and boating, and they score high for camping, often at national and provincial parks. When they go shopping, they typically drive their large pickups or midsize sedans to larger cities and major stores like Canadian Tire, Real Canadian Superstore, Mark's and Walmart. Indigenous Families members are selective media consumers, with little interest in print but enjoying talk shows, CFL football and news programs on TV and a range of music on the radio—including classic hits, country and hip hop. Because some First Nations Families communities lack high-speed Internet access, their digital footprint is limited. They're just an average Internet market, using their tablets to stream music, listen to a podcast and make an occasional purchase. But they prefer to use their mobile phones for most online activities, including playing games and listening to the radio. With the COVID-19 pandemic impacting all facets of life including education, this segment is looking forward to their children going back to school when it is over.

How They Think

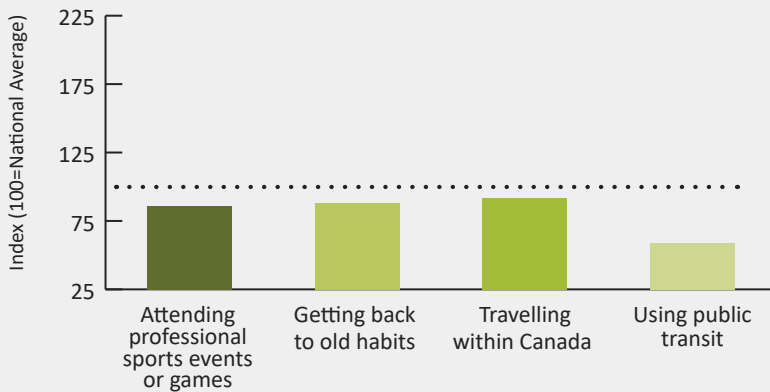
The members of Indigenous Families tend to be very in tune with their spiritual side, often being religious (*Spiritual Quest, Religiosity*). An independent group, they're comfortable going their own way and accept the risks and challenges that go with it (*Personal Challenge, Penchant for Risk*). Many believe they have more energy than most people, and they turn to their natural surroundings to create a more balanced, healthier way of life that deemphasizes material expectations (*Vitality, Attraction to Nature, Voluntary Simplicity*). Indigenous Families households support the ability of diverse cultures to retain their traditions, believing that other groups have much to teach them (*Multiculturalism, Culture Sampling*). As consumers, they like to impress others with well-maintained homes decorated to convey prosperity (*Status via Home, Ostentatious Consumption*). Some feel that today's environmental problems may be beyond their abilities to overcome and are the price of economic advancement (*Ecological Fatalism*). But they're willing to do their part to improve their communities through volunteer work and social activism (*Community Involvement*).

66. INDIGENOUS FAMILIES

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

fishing/hunting
community theatres
casinos
horse racing



SHOPPING

Home Hardware
Walmart
Giant Tiger
convenience stores



TRADITIONAL MEDIA

CFL football
reality TV shows
new and traditional country radio
Outdoor Canada



INTERNET

classifieds sites
radio station sites
restaurant guides/reviews
purchase video games online



FOOD/DRINK

frozen pizza
condensed soup
herbal tea
taco restaurants



FINANCIAL

credit unions
dental insurance
auto loans
gas station quick pay cards



AUTOMOTIVE

domestic compact SUVs
domestic large pickups
vehicles bought used
under \$15,000 spent on vehicle



SOCIAL

Facebook
Pinterest
Snapchat
share links with friends and colleagues



MOBILE

music streaming on tablet
listen to radio/podcast on tablet
banking on mobile phone
game apps



HEALTH

visited a nurse for last health consultation

ATTITUDES

- "It's very important to be thoroughly familiar with what I think of as my region, its history, its customs and traditions"*
- "Often worked as a volunteer for a committee aimed at improving an aspect of life in your neighbourhood or municipality"*
- "It's important to have a more intense and more spiritual inner life"*
- "In order to get what I like, I would be prepared to take great risks in life"*





U5 YOUNGER
URBAN MIX

Y2 YOUNGER
SINGLES
& COUPLES

Population:

708,515
(1.86% of Canada)

Households:

360,871
(2.40% of Canada)

**Average Household
Income**

\$47,731

**Average Household Net
Worth:**

\$107,187

House Tenure:

Rent

Education:

Grade 9/High School/
College

Occupation:

Service Sector/
Blue Collar

Cultural Diversity Index:

Low

Sample Social Value:

*Financial Concern
Regarding the Future*

Who They Are

The most economically challenged of all segments, Just Getting By is home to younger, low-income singles and single-parent families located in large cities like London, St. Catharines, Windsor and Halifax. In their dense neighbourhoods, nearly 45 percent of maintainers are under 45 years old. More than half are single, divorced or separated, and over a third are lone-parent families, typically with younger children. Residents tend to be third-plus-generation Canadians with low education levels and low-level jobs in sales, the services, trades and manufacturing. Most households can only afford to rent units in older low-rise apartment buildings or own inexpensive single-detached houses. But being young and mobile has its advantages: more than half moved in the past five years with the hope of climbing the socioeconomic ladder. Surveys show a desire to improve their prospects in the popularity of online courses and management training programs. Without deep pockets, they engage in low-cost activities like going to parks, city gardens and auto shows. In this segment, budget-conscious residents score high for the value *Importance of Price*.

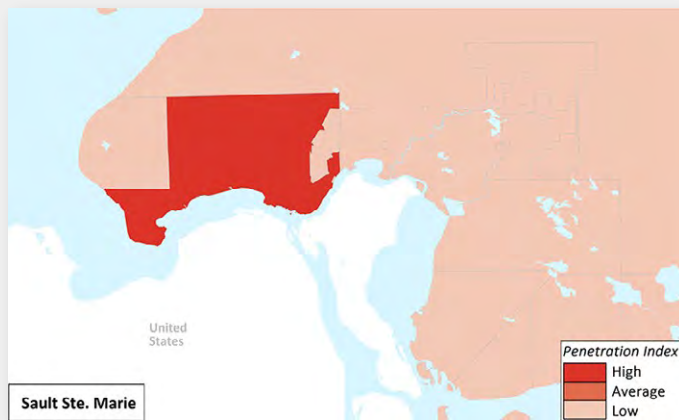
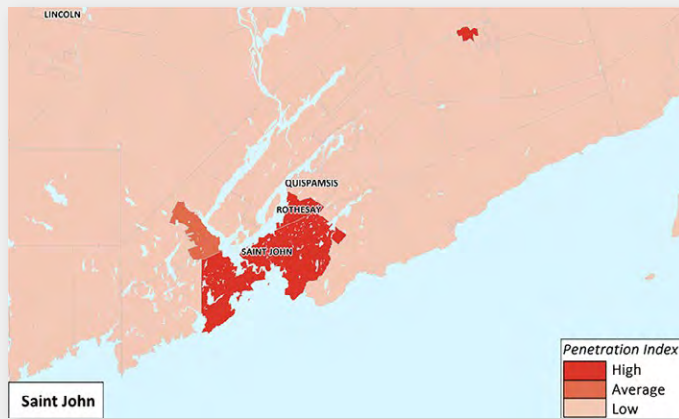
The young singles and families in Just Getting By pursue a youthful lifestyle on a budget. Their wide-ranging leisure activities include billiards and bowling, motorcycling and going to nightclubs. Nearly everyone in this segment shops at discount grocery, clothing and department stores; Walmart is a particular favourite. While dinner at a fancy restaurant may be a stretch, residents frequently patronize popular chains like Taco Bell, Burger King and Swiss Chalet. For a little excitement, they'll go to a casino, video arcade or horse race. At home, these on-the-go young people make a relatively light media audience. Their highest-rated TV shows include teen dramas, music videos and extreme sports, and their radios are tuned to stations that play dance, hip hop and classic rock music. While they rarely pick up a daily newspaper, they enjoy reading entertainment and celebrity magazines. Having cut their landlines years ago, they're increasingly turning to their mobile phones as their preferred media device. Overall they're still a mixed new media market, going online for selective activities, such as playing games, shopping and dating. Since the beginning of the COVID-19 pandemic, this segment has increased their consumption of digital magazines and newspapers.

How They Think

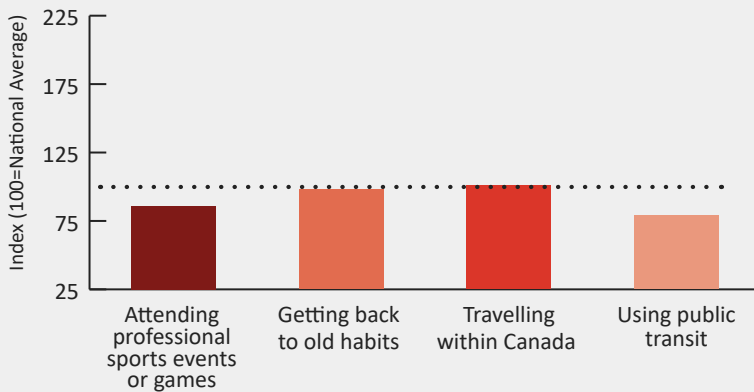
In their downscale neighbourhoods, the members of Just Getting By are accepting of *Multiculturalism* and diversity of the family (*Racial Fusion, Flexible Families*). Rather than being guided by reason and logic, they often make decisions based on feelings and emotions, and many are willing to take risks in order to get what they want in life (*Penchant for Risk*). They believe that getting involved in the political process is necessary to correct social inequalities and are interested in doing so (*Social Learning*). Not surprisingly, they have significant *Financial Concern Regarding the Future*, but they also feel threatened by life's uncertainties, intimidated by technological change and sense that they're at the mercy of forces beyond their control (*Technological Anxiety, Fatalism*). As a result, some express a *Need for Escape* from their routine and the confines of society's traditional moral code (*Rejection of Orderliness*). In the marketplace, Just Getting By consumers choose practicality over status in their purchase decisions and believe small businesses are more committed to ethical practices than large companies (*Utilitarian Consumerism, Confidence in Small Business*).

67. JUST GETTING BY

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

billiards
nightclubs/bars
craft shows
parks/city gardens



SHOPPING

discount grocery stores
craft supply stores
Shoppers Drug Mart
second-hand stores



TRADITIONAL MEDIA

TV teen dramas
TV mixed martial arts
classic rock radio
entertainment/celebrity magazines



INTERNET

beauty/fashion sites
music streaming on computer
online dating
Amazon Prime Video



FOOD/DRINK

processed cheese
value-priced domestic beer
grocery store take-out
buffet restaurants



FINANCIAL

mobile e-payment for purchases
changed financial institution in last year
less than \$10,000 in investments/savings
use tax preparation services



AUTOMOTIVE

domestic intermediate cars
one car
under \$15,000 spent on vehicle
2000-2009 model years



SOCIAL

Twitter
YouTube
Snapchat
dating apps



MOBILE

video apps
play games on mobile phone
research products and services on mobile
discount coupons on tablet



HEALTH

take back pain relievers
6+ times/month

ATTITUDES

"No matter what I do, I have a lot of trouble changing the course of events that affect me"

"I have enough trouble taking care of myself without worrying about the needs of the poor"

"New technologies are causing more problems than they are solving"

"Young people should be taught to question authority"





Segments by the Numbers

01

THE A-LIST

Very cosmopolitan families and couples



	Segment %	Canada %	Index*
Population			
Age			
Under 5	3.9	5.1	77
5 to 14	11.5	10.8	106
15 to 24	15.4	11.8	130
25 to 44	19.2	27.4	70
45 to 64	30.1	26.5	114
65 to 74	12.0	10.7	113
75 to 84	5.7	5.5	104
85+	2.2	2.3	99
Home Language			
English	86.0	67.5	128
French	4.8	20.2	24
Non-Official	9.2	12.4	74
Immigration			
Immigrant Population	23.8	22.4	106
Before 2001	56.9	47.4	120
2001 to 2005	8.1	10.4	77
2006 to 2010	9.0	11.9	75
2011 to 2016	8.4	13.7	62
2017 to present	17.7	16.6	106
Visible Minority			
Visible Minority Presence	21.8	25.4	86
Marital Status			
Single	27.6	28.9	95
Married or Common Law	63.8	56.9	112
Wid/Div/Sep	8.6	14.2	61
Mode of Transport			
Car	79.0	79.2	100
Public Transit	13.0	12.5	104
Class of Worker			
Employed	62.1	59.0	105
Occupation			
Agriculture	0.7	2.4	29
White Collar	55.0	35.0	157
Grey Collar	29.2	39.5	74
Blue Collar	15.8	25.5	62
Education			
No High School	7.7	15.9	48
High School	19.3	26.6	73
Trade School	2.6	9.1	29
College	12.4	20.2	61
Some University	2.1	2.2	95
University	55.9	26.0	215
Income			
Avg Hhd Income	\$574 521	\$109 506	525

*index of 100 is average

	Segment %	Canada %	Index*
Households			
Maintainer Age			
Under 25	0.9	3.0	30
25 to 34	5.4	14.7	37
35 to 44	12.4	17.7	70
45 to 54	21.6	17.8	121
55 to 64	26.2	20.0	131
65 to 74	19.8	15.7	126
75+	13.7	11.1	124
Size			
1 person	12.6	28.3	44
2 people	32.6	34.3	95
3 people	17.3	15.2	114
4+ people	37.6	22.2	170
Family Status			
Non-Family	14.6	32.6	45
Couples with Kids	48.2	29.4	164
Couples, no Kids	30.2	27.2	111
Lone-Parent Family	7.0	10.8	65
Age of Children			
Kids under 5	9.9	16.7	59
5 to 9	13.7	17.8	77
10 to 14	18.1	17.5	104
15 to 19	20.5	17.1	120
20 to 24	18.0	13.5	133
25+	19.8	17.5	113
Dwellings			
Tenure			
Own	91.9	67.6	136
Rent	8.1	31.9	25
Band Housing	0.0	0.4	1
Period of Construction			
Before 1960	34.6	21.1	165
1961 to 1980	17.5	27.8	63
1981 to 1990	10.1	13.3	76
1991 to 2000	11.6	11.9	98
2001 to 2005	8.1	6.7	121
2006 to 2010	6.8	7.5	91
2011 to 2016	5.8	6.9	84
2017 to present	5.5	4.9	113
Type			
Single-detached	83.9	52.7	159
Semi-detached	4.2	5.1	83
Row	2.9	6.6	43
Duplex	3.1	5.7	53
Lowrise (<5 Stories)	3.4	18.1	19
Highrise (5+ Stories)	2.4	10.2	23
Mobile	0.1	1.3	5



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.0	5.1	79	Under 25	1.0	3.0	35
5 to 14	10.7	10.8	99	25 to 34	5.8	14.7	40
15 to 24	13.8	11.8	117	35 to 44	12.9	17.7	73
25 to 44	20.5	27.4	75	45 to 54	20.0	17.8	113
45 to 64	29.5	26.5	111	55 to 64	24.5	20.0	122
65 to 74	12.6	10.7	119	65 to 74	20.4	15.7	130
75 to 84	6.4	5.5	116	75+	15.4	11.1	139
85+	2.5	2.3	110				
Home Language				Size			
English	86.1	67.5	128	1 person	14.5	28.3	51
French	2.8	20.2	14	2 people	34.1	34.3	99
Non-Official	11.0	12.4	89	3 people	18.1	15.2	119
				4+ people	33.4	22.2	150
Immigration				Family Status			
Immigrant Population	26.4	22.4	118	Non-Family	17.0	32.6	52
Before 2001	60.8	47.4	128	Couples with Kids	44.4	29.4	151
2001 to 2005	8.7	10.4	84	Couples, no Kids	31.1	27.2	114
2006 to 2010	8.1	11.9	68	Lone-Parent Family	7.5	10.8	69
2011 to 2016	7.4	13.7	54				
2017 to present	15.0	16.6	90	Age of Children			
				Kids under 5	11.4	16.7	68
Visible Minority				5 to 9	14.6	17.8	82
Visible Minority Presence	24.8	25.4	98	10 to 14	17.2	17.5	98
				15 to 19	19.0	17.1	111
Marital Status				20 to 24	16.9	13.5	125
Single	26.6	28.9	92	25+	21.1	17.5	121
Married or Common Law	63.6	56.9	112				
Wid/Div/Sep	9.8	14.2	69	Dwellings			
				Tenure			
Mode of Transport				Own	91.5	67.6	135
Car	77.5	79.2	98	Rent	8.5	31.9	27
Public Transit	13.5	12.5	108	Band Housing	-	0.4	0
Class of Worker				Period of Construction			
Employed	61.5	59.0	104	Before 1960	33.7	21.1	160
				1961 to 1980	24.5	27.8	88
Occupation				1981 to 1990	16.0	13.3	120
Agriculture	0.4	2.4	16	1991 to 2000	9.3	11.9	78
White Collar	51.9	35.0	148	2001 to 2005	4.6	6.7	68
Grey Collar	33.7	39.5	85	2006 to 2010	4.2	7.5	56
Blue Collar	14.4	25.5	57	2011 to 2016	3.4	6.9	50
				2017 to present	4.4	4.9	90
Education				Type			
No High School	7.7	15.9	48	Single-detached	83.0	52.7	158
High School	20.1	26.6	76	Semi-detached	3.1	5.1	62
Trade School	3.1	9.1	34	Row	4.0	6.6	60
College	14.3	20.2	71	Duplex	5.5	5.7	97
Some University	2.0	2.2	91	Lowrise (<5 Stories)	2.7	18.1	15
University	52.7	26.0	203	Highrise (5+ Stories)	1.5	10.2	15
				Mobile	0.0	1.3	2
Income							
Avg Hhd Income	\$264 243	\$109 506	241				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	3.9	5.1	77	Under 25	1.0	3.0	34
5 to 14	10.4	10.8	96	25 to 34	7.1	14.7	49
15 to 24	14.2	11.8	120	35 to 44	15.3	17.7	87
25 to 44	23.5	27.4	86	45 to 54	25.1	17.8	141
45 to 64	30.6	26.5	116	55 to 64	26.2	20.0	131
65 to 74	10.9	10.7	102	65 to 74	16.9	15.7	107
75 to 84	4.9	5.5	89	75+	8.3	11.1	75
85+	1.6	2.3	70				
Home Language				Size			
English	52.5	67.5	78	1 person	8.4	28.3	30
French	0.7	20.2	3	2 people	24.6	34.3	72
Non-Official	46.9	12.4	379	3 people	23.3	15.2	153
				4+ people	43.6	22.2	197
Immigration				Family Status			
Immigrant Population	59.9	22.4	267	Non-Family	10.5	32.6	32
Before 2001	51.2	47.4	108	Couples with Kids	57.9	29.4	197
2001 to 2005	12.1	10.4	116	Couples, no Kids	24.5	27.2	90
2006 to 2010	10.7	11.9	90	Lone-Parent Family	7.1	10.8	66
2011 to 2016	9.8	13.7	71				
2017 to present	16.3	16.6	98	Age of Children			
				Kids under 5	10.5	16.7	63
Visible Minority				5 to 9	13.1	17.8	74
Visible Minority Presence	78.6	25.4	309	10 to 14	15.4	17.5	88
				15 to 19	17.9	17.1	105
Marital Status				20 to 24	17.2	13.5	128
Single	28.4	28.9	98	25+	25.9	17.5	148
Married or Common Law	62.8	56.9	110	Dwellings			
Wid/Div/Sep	8.8	14.2	62	Tenure			
				Own	91.7	67.6	136
Mode of Transport				Rent	8.3	31.9	26
Car	79.8	79.2	101	Band Housing	-	0.4	0
Public Transit	16.4	12.5	131	Period of Construction			
				Before 1960	4.5	21.1	22
Class of Worker				1961 to 1980	12.9	27.8	46
Employed	55.5	59.0	94	1981 to 1990	20.0	13.3	151
				1991 to 2000	26.8	11.9	226
Occupation				2001 to 2005	16.2	6.7	242
Agriculture	0.3	2.4	14	2006 to 2010	7.3	7.5	98
White Collar	47.6	35.0	136	2011 to 2016	8.3	6.9	121
Grey Collar	36.6	39.5	93	2017 to present	4.0	4.9	82
Blue Collar	15.8	25.5	62	Type			
				Single-detached	74.8	52.7	142
Education				Semi-detached	5.3	5.1	106
No High School	10.8	15.9	68	Row	12.5	6.6	190
High School	24.5	26.6	92	Duplex	5.2	5.7	91
Trade School	2.7	9.1	30	Lowrise (<5 Stories)	1.0	18.1	6
College	14.2	20.2	70	Highrise (5+ Stories)	1.0	10.2	10
Some University	2.7	2.2	124	Mobile	0.0	1.3	1
University	45.1	26.02	173				
Income							
Avg Hhd Income	\$155 652	\$109 506	142				

*index of 100 is average



S1 SUBURBAN ELITE MIDDLE-AGE FAMILIES F3

	Segment %	Canada %	Index*
Population			
Age			
Under 5	4.6	5.1	90
5 to 14	12.2	10.8	113
15 to 24	13.7	11.8	115
25 to 44	21.9	27.4	80
45 to 64	30.6	26.5	116
65 to 74	11.0	10.7	103
75 to 84	4.6	5.5	84
85+	1.4	2.3	62
Home Language			
English	93.3	67.5	138
French	2.1	20.2	10
Non-Official	4.6	12.4	37
Immigration			
Immigrant Population	14.3	22.4	64
Before 2001	59.1	47.4	125
2001 to 2005	7.9	10.4	75
2006 to 2010	7.4	11.9	62
2011 to 2016	6.6	13.7	48
2017 to present	19.1	16.6	115
Visible Minority			
Visible Minority Presence	11.4	25.4	45
Marital Status			
Single	24.2	28.9	84
Married or Common Law	66.9	56.9	118
Wid/Div/Sep	9.0	14.2	63
Mode of Transport			
Car	91.6	79.2	116
Public Transit	4.0	12.5	32
Class of Worker			
Employed	68.3	59.0	116
Occupation			
Agriculture	1.8	2.4	78
White Collar	38.7	35.0	111
Grey Collar	36.1	39.5	91
Blue Collar	25.2	25.5	99
Education			
No High School	10.6	15.9	67
High School	26.1	26.6	98
Trade School	7.1	9.1	78
College	21.8	20.2	108
Some University	2.1	2.2	94
University	32.3	26.0	124
Income			
Avg Hhd Income	\$220 765	\$109 506	202

*index of 100 is average

	Segment %	Canada %	Index*
Households			
Maintainer Age			
Under 25	0.9	3.0	30
25 to 34	8.2	14.7	56
35 to 44	16.3	17.7	92
45 to 54	22.3	17.8	125
55 to 64	25.5	20.0	127
65 to 74	17.4	15.7	110
75+	9.4	11.1	85
Size			
1 person	12.1	28.3	43
2 people	35.7	34.3	104
3 people	17.6	15.2	116
4+ people	34.6	22.2	156
Family Status			
Non-Family	13.8	32.6	42
Couples with Kids	45.8	29.4	156
Couples, no Kids	33.5	27.2	123
Lone-Parent Family	6.9	10.8	64
Age of Children			
Kids under 5	12.8	16.7	77
5 to 9	16.3	17.8	92
10 to 14	19.2	17.5	110
15 to 19	19.7	17.1	115
20 to 24	15.8	13.5	117
25+	16.3	17.5	93
Dwellings			
Tenure			
Own	93.0	67.6	137
Rent	7.0	31.9	22
Band Housing	0.0	0.4	12
Period of Construction			
Before 1960	9.3	21.1	44
1961 to 1980	20.7	27.8	74
1981 to 1990	15.9	13.3	119
1991 to 2000	18.4	11.9	155
2001 to 2005	11.4	6.7	170
2006 to 2010	10.3	7.5	137
2011 to 2016	8.0	6.9	117
2017 to present	6.2	4.9	126
Type			
Single-detached	90.3	52.7	171
Semi-detached	2.2	5.1	43
Row	2.3	6.6	35
Duplex	2.8	5.7	49
Lowrise (<5 Stories)	1.4	18.1	8
Highrise (5+ Stories)	0.3	10.2	3
Mobile	0.5	1.3	40



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	3.9	5.1	77	Under 25	0.6	3.0	21
5 to 14	11.2	10.8	103	25 to 34	7.1	14.7	49
15 to 24	15.8	11.8	134	35 to 44	14.4	17.7	81
25 to 44	22.2	27.4	81	45 to 54	24.8	17.8	140
45 to 64	31.7	26.5	120	55 to 64	29.8	20.0	149
65 to 74	10.1	10.7	95	65 to 74	16.7	15.7	106
75 to 84	3.8	5.5	69	75+	6.4	11.1	58
85+	1.2	2.3	55				
Home Language				Size			
English	86.4	67.5	128	1 person	9.5	28.3	34
French	2.5	20.2	13	2 people	29.1	34.3	85
Non-Official	11.1	12.4	89	3 people	20.3	15.2	134
				4+ people	41.1	22.2	185
Immigration				Family Status			
Immigrant Population	24.6	22.4	110	Non-Family	10.8	32.6	33
Before 2001	60.4	47.4	128	Couples with Kids	53.8	29.4	183
2001 to 2005	10.1	10.4	96	Couples, no Kids	26.9	27.2	99
2006 to 2010	8.2	11.9	69	Lone-Parent Family	8.4	10.8	78
2011 to 2016	7.2	13.7	53				
2017 to present	14.1	16.6	85	Age of Children			
				Kids under 5	9.9	16.7	59
Visible Minority				5 to 9	12.9	17.8	73
Visible Minority Presence	26.6	25.4	105	10 to 14	16.7	17.5	95
				15 to 19	20.2	17.1	118
Marital Status				20 to 24	18.6	13.5	138
Single	28.4	28.9	98	25+	21.7	17.5	124
Married or Common Law	63.1	56.9	111				
Wid/Div/Sep	8.5	14.2	60	Dwellings			
				Tenure			
Mode of Transport				Own	95.4	67.6	141
Car	86.0	79.2	109	Rent	4.6	31.9	14
Public Transit	9.9	12.5	79	Band Housing	-	0.4	0
Class of Worker				Period of Construction			
Employed	66.5	59.0	113	Before 1960	3.8	21.1	18
				1961 to 1980	13.1	27.8	47
Occupation				1981 to 1990	28.8	13.3	216
Agriculture	0.6	2.4	24	1991 to 2000	31.4	11.9	265
White Collar	42.0	35.0	120	2001 to 2005	12.5	6.7	187
Grey Collar	38.3	39.5	97	2006 to 2010	4.3	7.5	58
Blue Collar	19.7	25.5	77	2011 to 2016	2.2	6.9	32
				2017 to present	3.9	4.9	79
Education				Type			
No High School	10.1	15.9	64	Single-detached	89.0	52.7	169
High School	25.3	26.6	95	Semi-detached	2.3	5.1	45
Trade School	4.7	9.1	52	Row	4.6	6.6	70
College	20.6	20.2	102	Duplex	2.8	5.7	49
Some University	2.1	2.2	95	Lowrise (<5 Stories)	0.9	18.1	5
University	37.2	26.02	143	Highrise (5+ Stories)	0.3	10.2	3
				Mobile	0.0	1.3	3
Income							
Avg Hhd Income	\$190 168	\$109 506	174				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	5.5	5.1	108	Under 25	2.5	3.0	84
5 to 14	10.2	10.8	95	25 to 34	15.2	14.7	104
15 to 24	10.6	11.8	90	35 to 44	21.5	17.7	121
25 to 44	32.1	27.4	117	45 to 54	19.6	17.8	110
45 to 64	26.5	26.5	100	55 to 64	18.6	20.0	93
65 to 74	9.3	10.7	87	65 to 74	14.0	15.7	89
75 to 84	4.1	5.5	74	75+	8.6	11.1	78
85+	1.7	2.3	74				
Home Language				Size			
English	85.0	67.5	126	1 person	28.6	28.3	101
French	6.0	20.2	30	2 people	33.4	34.3	97
Non-Official	9.0	12.4	73	3 people	16.5	15.2	108
				4+ people	21.5	22.2	97
Immigration				Family Status			
Immigrant Population	23.8	22.4	106	Non-Family	35.1	32.6	108
Before 2001	61.7	47.4	130	Couples with Kids	29.9	29.4	102
2001 to 2005	7.8	10.4	75	Couples, no Kids	26.1	27.2	96
2006 to 2010	8.7	11.9	73	Lone-Parent Family	8.9	10.8	83
2011 to 2016	10.4	13.7	76				
2017 to present	11.5	16.6	69	Age of Children			
				Kids under 5	19.4	16.7	116
Visible Minority				5 to 9	18.7	17.8	105
Visible Minority Presence	23.0	25.4	91	10 to 14	16.9	17.5	97
				15 to 19	14.8	17.1	86
Marital Status				20 to 24	12.5	13.5	93
Single	30.4	28.9	105	25+	17.7	17.5	101
Married or Common Law	57.0	56.9	100				
Wid/Div/Sep	12.6	14.2	89	Dwellings			
				Tenure			
Mode of Transport				Own	67.7	67.6	100
Car	54.1	79.2	68	Rent	32.3	31.9	101
Public Transit	28.4	12.5	228	Band Housing	-	0.4	0
Class of Worker				Period of Construction			
Employed	69.2	59.0	117	Before 1960	59.3	21.1	282
				1961 to 1980	12.2	27.8	44
Occupation				1981 to 1990	5.9	13.3	44
Agriculture	0.3	2.4	11	1991 to 2000	6.1	11.9	52
White Collar	51.8	35.0	148	2001 to 2005	3.9	6.7	59
Grey Collar	35.6	39.5	90	2006 to 2010	4.4	7.5	59
Blue Collar	12.6	25.5	49	2011 to 2016	4.5	6.9	65
				2017 to present	3.6	4.9	74
Education				Type			
No High School	7.8	15.9	49	Single-detached	28.7	52.7	54
High School	17.5	26.6	66	Semi-detached	18.1	5.1	359
Trade School	2.9	9.1	32	Row	7.7	6.6	117
College	14.3	20.2	71	Duplex	11.6	5.7	202
Some University	1.7	2.2	77	Lowrise (<5 Stories)	29.3	18.1	162
University	55.9	26.0	215	Highrise (5+ Stories)	4.2	10.2	41
				Mobile	0.0	1.3	1
Income							
Avg Hhd Income	\$179 524	\$109 506	164				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.3	5.1	85	Under 25	0.9	3.0	30
5 to 14	10.7	10.8	99	25 to 34	6.7	14.7	46
15 to 24	13.2	11.8	112	35 to 44	14.0	17.7	79
25 to 44	22.1	27.4	81	45 to 54	18.8	17.8	106
45 to 64	28.6	26.5	108	55 to 64	23.7	20.0	118
65 to 74	12.4	10.7	117	65 to 74	20.1	15.7	127
75 to 84	6.3	5.5	115	75+	15.9	11.1	143
85+	2.4	2.3	107				
Home Language				Size			
English	83.3	67.5	123	1 person	14.3	28.3	50
French	3.1	20.2	15	2 people	33.6	34.3	98
Non-Official	13.7	12.4	110	3 people	18.7	15.2	123
				4+ people	33.4	22.2	151
Immigration				Family Status			
Immigrant Population	29.9	22.4	133	Non-Family	17.1	32.6	52
Before 2001	60.5	47.4	128	Couples with Kids	44.2	29.4	150
2001 to 2005	9.9	10.4	95	Couples, no Kids	30.5	27.2	112
2006 to 2010	9.0	11.9	75	Lone-Parent Family	8.3	10.8	77
2011 to 2016	8.1	13.7	60				
2017 to present	12.4	16.6	75	Age of Children			
				Kids under 5	12.3	16.7	73
Visible Minority				5 to 9	14.8	17.8	83
Visible Minority Presence	27.6	25.4	109	10 to 14	16.5	17.5	94
				15 to 19	17.8	17.1	104
Marital Status				20 to 24	17.1	13.5	127
Single	26.6	28.9	92	25+	21.6	17.5	124
Married or Common Law	62.8	56.9	110				
Wid/Div/Sep	10.6	14.2	74	Dwellings			
				Tenure			
Mode of Transport				Own	90.6	67.6	134
Car	79.2	79.2	100	Rent	9.4	31.9	29
Public Transit	14.4	12.5	115	Band Housing	0.0	0.4	0
Class of Worker				Period of Construction			
Employed	57.8	59.0	98	Before 1960	20.8	21.1	99
				1961 to 1980	35.2	27.8	127
Occupation				1981 to 1990	20.4	13.3	154
Agriculture	0.4	2.4	19	1991 to 2000	10.9	11.9	92
White Collar	47.5	35.0	136	2001 to 2005	4.1	6.7	61
Grey Collar	36.2	39.5	92	2006 to 2010	3.0	7.5	39
Blue Collar	16.4	25.5	64	2011 to 2016	2.2	6.9	33
				2017 to present	3.4	4.9	69
Education				Type			
No High School	8.9	15.9	56	Single-detached	80.7	52.7	153
High School	22.6	26.6	85	Semi-detached	3.6	5.1	70
Trade School	4.3	9.1	47	Row	5.2	6.6	79
College	17.3	20.2	86	Duplex	6.5	5.7	114
Some University	2.2	2.2	99	Lowrise (<5 Stories)	2.4	18.1	13
University	44.8	26.02	172	Highrise (5+ Stories)	1.5	10.2	15
				Mobile	0.0	1.3	3
Income							
Avg Hhd Income	\$170 885	\$109 506	156				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	5.9	5.1	117	Under 25	0.6	3.0	21
5 to 14	15.2	10.8	140	25 to 34	9.6	14.7	65
15 to 24	14.6	11.8	124	35 to 44	24.7	17.7	139
25 to 44	27.1	27.4	99	45 to 54	30.4	17.8	171
45 to 64	27.4	26.5	104	55 to 64	21.0	20.0	105
65 to 74	6.3	10.7	60	65 to 74	9.7	15.7	62
75 to 84	2.7	5.5	48	75+	4.1	11.1	37
85+	0.7	2.3	33	Size			
Home Language				Family Status			
English	73.5	67.5	109	1 person	8.0	28.3	28
French	1.7	20.2	8	2 people	20.8	34.3	61
Non-Official	24.8	12.4	201	3 people	20.7	15.2	136
Immigration				Age of Children			
Immigrant Population	42.3	22.4	188	Kids under 5	14.5	16.7	87
Before 2001	47.7	47.4	101	5 to 9	17.7	17.8	100
2001 to 2005	14.9	10.4	143	10 to 14	19.2	17.5	110
2006 to 2010	11.8	11.9	99	15 to 19	17.1	17.1	100
2011 to 2016	9.6	13.7	70	20 to 24	14.1	13.5	105
2017 to present	16.0	16.6	96	25+	17.4	17.5	100
Visible Minority				Dwellings			
Visible Minority Presence	55.8	25.4	219	Tenure			
Marital Status				Own			
Single	27.4	28.9	95	Rent	92.2	67.6	136
Married or Common Law	64.5	56.9	113	Band Housing	7.8	31.9	24
Wid/Div/Sep	8.1	14.2	57	-			
Mode of Transport				Period of Construction			
Car	83.9	79.2	106	Before 1960	1.0	21.1	5
Public Transit	13.1	12.5	105	1961 to 1980	3.1	27.8	11
Class of Worker				1981 to 1990			
Employed	67.2	59.0	114	1991 to 2000	8.7	13.3	65
Occupation				1991 to 2000			
Agriculture	0.3	2.4	13	2001 to 2005	19.2	11.9	162
White Collar	41.0	35.0	117	2006 to 2010	26.9	6.7	402
Grey Collar	37.3	39.5	94	2011 to 2016	26.4	7.5	351
Blue Collar	21.8	25.5	85	2017 to present	10.5	6.9	154
Education				2017 to present			
No High School	12.1	15.9	76	Before 1960	4.2	4.9	87
High School	23.9	26.6	90	Type			
Trade School	4.1	9.1	45	Single-detached	77.5	52.7	147
College	18.6	20.2	92	Semi-detached	7.7	5.1	152
Some University	2.2	2.2	102	Row	10.7	6.6	163
University	39.2	26.0	151	Duplex	2.6	5.7	46
Income				Lowrise (<5 Stories)			
Avg Hhd Income	\$162 311	\$109 506	148	Highrise (5+ Stories)	1.1	18.1	6
				Mobile	0.3	10.2	3
					0.0	1.3	3

*index of 100 is average



	Segment %	Canada %	Index*
Population			
Age			
Under 5	3.7	5.1	73
5 to 14	9.6	10.8	89
15 to 24	11.5	11.8	97
25 to 44	20.1	27.4	74
45 to 64	28.1	26.5	106
65 to 74	15.2	10.7	143
75 to 84	8.6	5.5	157
85+	3.0	2.3	135
Home Language			
English	95.4	67.5	141
French	1.1	20.2	5
Non-Official	3.5	12.4	28
Immigration			
Immigrant Population	14.4	22.4	64
Before 2001	71.7	47.4	151
2001 to 2005	6.5	10.4	62
2006 to 2010	6.4	11.9	54
2011 to 2016	5.5	13.7	40
2017 to present	9.9	16.6	60
Visible Minority			
Visible Minority Presence	8.1	25.4	32
Marital Status			
Single	21.5	28.9	74
Married or Common Law	65.8	56.9	116
Wid/Div/Sep	12.7	14.2	89
Mode of Transport			
Car	89.9	79.2	114
Public Transit	3.7	12.5	30
Class of Worker			
Employed	53.2	59.0	90
Occupation			
Agriculture	1.2	2.4	50
White Collar	43.0	35.0	123
Grey Collar	37.4	39.5	95
Blue Collar	19.6	25.5	77
Education			
No High School	10.4	15.9	65
High School	25.9	26.6	97
Trade School	6.6	9.1	73
College	23.0	20.2	114
Some University	2.0	2.2	91
University	32.1	26.02	123
Income			
Avg Hhd Income	\$145 894	\$109 506	133

*index of 100 is average

	Segment %	Canada %	Index*
Households			
Maintainer Age			
Under 25	1.0	3.0	34
25 to 34	8.0	14.7	54
35 to 44	11.7	17.7	66
45 to 54	15.3	17.8	86
55 to 64	21.5	20.0	107
65 to 74	22.6	15.7	144
75+	19.9	11.1	180
Size			
1 person	19.1	28.3	67
2 people	42.7	34.3	125
3 people	15.6	15.2	103
4+ people	22.5	22.2	102
Family Status			
Non-Family	21.0	32.6	64
Couples with Kids	32.0	29.4	109
Couples, no Kids	39.5	27.2	145
Lone-Parent Family	7.4	10.8	69
Age of Children			
Kids under 5	12.4	16.7	74
5 to 9	16.0	17.8	90
10 to 14	17.3	17.5	99
15 to 19	19.2	17.1	112
20 to 24	15.9	13.5	118
25+	19.2	17.5	110
Dwellings			
Tenure			
Own	91.7	67.6	136
Rent	8.3	31.9	26
Band Housing	0.0	0.4	0
Period of Construction			
Before 1960	16.5	21.1	78
1961 to 1980	31.8	27.8	114
1981 to 1990	16.8	13.3	126
1991 to 2000	14.4	11.9	121
2001 to 2005	6.7	6.7	100
2006 to 2010	5.9	7.5	79
2011 to 2016	3.7	6.9	54
2017 to present	4.3	4.9	87
Type			
Single-detached	84.2	52.7	160
Semi-detached	3.3	5.1	66
Row	4.3	6.6	65
Duplex	3.9	5.7	68
Lowrise (<5 Stories)	2.7	18.1	15
Highrise (5+ Stories)	1.1	10.2	11
Mobile	0.3	1.3	25



	Segment	Canada	Index*
	%	%	
Population			
Age			
Under 5	4.1	5.1	81
5 to 14	8.8	10.8	81
15 to 24	13.5	11.8	114
25 to 44	27.0	27.4	98
45 to 64	28.1	26.5	106
65 to 74	10.9	10.7	102
75 to 84	5.4	5.5	99
85+	2.2	2.3	98
Home Language			
English	53.4	67.5	79
French	0.4	20.2	2
Non-Official	46.2	12.4	373
Immigration			
Immigrant Population	57.1	22.4	255
Before 2001	52.5	47.4	111
2001 to 2005	12.4	10.4	119
2006 to 2010	11.7	11.9	99
2011 to 2016	10.2	13.7	75
2017 to present	13.1	16.6	79
Visible Minority			
Visible Minority Presence	75.8	25.4	298
Marital Status			
Single	30.8	28.9	107
Married or Common Law	57.2	56.9	101
Wid/Div/Sep	12.0	14.2	84
Mode of Transport			
Car	72.3	79.2	91
Public Transit	22.2	12.5	178
Class of Worker			
Employed	53.1	59.0	90
Occupation			
Agriculture	0.5	2.4	23
White Collar	37.8	35.0	108
Grey Collar	41.8	39.5	106
Blue Collar	20.4	25.5	80
Education			
No High School	14.8	15.9	93
High School	29.0	26.6	109
Trade School	4.3	9.1	47
College	15.7	20.2	78
Some University	2.7	2.2	122
University	33.6	26.0	129
Income			
Avg Hhd Income	\$117 224	\$109 506	107

*index of 100 is average

	Segment	Canada	Index*
	%	%	
Households			
Maintainer Age			
Under 25	2.2	3.0	74
25 to 34	9.8	14.7	67
35 to 44	15.0	17.7	84
45 to 54	20.6	17.8	116
55 to 64	23.2	20.0	116
65 to 74	17.4	15.7	111
75+	11.8	11.1	107
Size			
1 person	13.8	28.3	49
2 people	26.8	34.3	78
3 people	21.4	15.2	141
4+ people	38.0	22.2	171
Family Status			
Non-Family	18.2	32.6	56
Couples with Kids	47.0	29.4	160
Couples, no Kids	24.7	27.2	91
Lone-Parent Family	10.1	10.8	94
Age of Children			
Kids under 5	11.9	16.7	71
5 to 9	12.8	17.8	72
10 to 14	13.2	17.5	76
15 to 19	15.7	17.1	92
20 to 24	17.1	13.5	127
25+	29.3	17.5	168
Dwellings			
Tenure			
Own	79.4	67.6	117
Rent	20.6	31.9	64
Band Housing	0.0	0.4	1
Period of Construction			
Before 1960	13.0	21.1	62
1961 to 1980	31.2	27.8	112
1981 to 1990	20.0	13.3	150
1991 to 2000	15.5	11.9	130
2001 to 2005	6.3	6.7	94
2006 to 2010	5.3	7.5	70
2011 to 2016	5.4	6.9	79
2017 to present	3.3	4.9	68
Type			
Single-detached	49.7	52.7	94
Semi-detached	7.1	5.1	139
Row	11.6	6.6	175
Duplex	21.0	5.7	366
Lowrise (<5 Stories)	8.2	18.1	45
Highrise (5+ Stories)	2.1	10.2	21
Mobile	0.1	1.3	5



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	9.0	5.1	177	Under 25	2.8	3.0	93
5 to 14	15.7	10.8	146	25 to 34	24.2	14.7	165
15 to 24	11.1	11.8	94	35 to 44	33.0	17.7	186
25 to 44	38.0	27.4	139	45 to 54	21.1	17.8	119
45 to 64	19.7	26.5	75	55 to 64	11.3	20.0	57
65 to 74	4.4	10.7	41	65 to 74	5.5	15.7	35
75 to 84	1.6	5.5	29	75+	2.1	11.1	19
85+	0.4	2.3	19				
Home Language				Size			
English	73.8	67.5	109	1 person	14.4	28.3	51
French	2.3	20.2	11	2 people	27.5	34.3	80
Non-Official	24.0	12.4	194	3 people	20.3	15.2	134
				4+ people	37.8	22.2	170
Immigration				Family Status			
Immigrant Population	38.1	22.4	170	Non-Family	18.6	32.6	57
Before 2001	24.2	47.4	51	Couples with Kids	48.7	29.4	166
2001 to 2005	11.9	10.4	114	Couples, no Kids	24.3	27.2	89
2006 to 2010	13.9	11.9	117	Lone-Parent Family	8.4	10.8	78
2011 to 2016	14.2	13.7	104				
2017 to present	35.8	16.6	215	Age of Children			
				Kids under 5	25.7	16.7	154
Visible Minority				5 to 9	23.5	17.8	132
Visible Minority Presence	56.1	25.4	220	10 to 14	18.6	17.5	106
				15 to 19	13.9	17.1	81
Marital Status				20 to 24	9.4	13.5	70
Single	23.4	28.9	81	25+	9.0	17.5	52
Married or Common Law	67.9	56.9	119				
Wid/Div/Sep	8.7	14.2	61	Dwellings			
				Tenure			
Mode of Transport				Own	84.6	67.6	125
Car	86.9	79.2	110	Rent	15.4	31.9	48
Public Transit	10.2	12.5	82	Band Housing	0.0	0.4	0
Class of Worker				Period of Construction			
Employed	71.0	59.0	120	Before 1960	0.5	21.1	3
				1961 to 1980	0.9	27.8	3
Occupation				1981 to 1990	0.5	13.3	4
Agriculture	0.4	2.4	17	1991 to 2000	2.1	11.9	18
White Collar	37.7	35.0	108	2001 to 2005	7.9	6.7	118
Grey Collar	37.8	39.5	96	2006 to 2010	26.4	7.5	350
Blue Collar	24.5	25.5	96	2011 to 2016	50.2	6.9	733
				2017 to present	11.5	4.9	235
Education				Type			
No High School	9.7	15.9	61	Single-detached	54.4	52.7	103
High School	22.9	26.6	86	Semi-detached	9.3	5.1	184
Trade School	5.4	9.1	60	Row	23.1	6.6	350
College	19.9	20.2	98	Duplex	2.2	5.7	38
Some University	2.5	2.2	116	Lowrise (<5 Stories)	9.5	18.1	52
University	39.6	26.02	152	Highrise (5+ Stories)	1.4	10.2	14
				Mobile	0.1	1.3	7
Income							
Avg Hhd Income	\$141 415	\$109 506	129				

*index of 100 is average



	Segment %	Canada %	Index*
Population			
Age			
Under 5	3.2	5.1	63
5 to 14	3.8	10.8	35
15 to 24	9.2	11.8	78
25 to 44	48.4	27.4	177
45 to 64	20.1	26.5	76
65 to 74	8.5	10.7	80
75 to 84	4.7	5.5	86
85+	2.1	2.3	94
Home Language			
English	74.7	67.5	111
French	7.2	20.2	36
Non-Official	18.1	12.4	146
Immigration			
Immigrant Population	37.4	22.4	167
Before 2001	39.3	47.4	83
2001 to 2005	9.1	10.4	87
2006 to 2010	10.4	11.9	88
2011 to 2016	14.5	13.7	106
2017 to present	26.6	16.6	160
Visible Minority			
Visible Minority Presence	41.7	25.4	164
Marital Status			
Single	40.9	28.9	141
Married or Common Law	45.6	56.9	80
Wid/Div/Sep	13.6	14.2	96
Mode of Transport			
Car	36.2	79.2	46
Public Transit	31.8	12.5	255
Class of Worker			
Employed	67.6	59.0	115
Occupation			
Agriculture	0.2	2.4	7
White Collar	54.4	35.0	156
Grey Collar	34.8	39.5	88
Blue Collar	10.7	25.5	42
Education			
No High School	4.0	15.9	25
High School	16.1	26.6	61
Trade School	2.7	9.1	30
College	14.2	20.2	70
Some University	2.4	2.2	110
University	60.6	26.0	233
Income			
Avg Hhd Income	\$133 022	\$109 506	121

*index of 100 is average

	Segment %	Canada %	Index*
Households			
Maintainer Age			
Under 25	6.3	3.0	213
25 to 34	30.5	14.7	207
35 to 44	21.6	17.7	122
45 to 54	12.0	17.8	68
55 to 64	11.3	20.0	56
65 to 74	9.9	15.7	63
75+	8.3	11.1	75
Size			
1 person	53.9	28.3	190
2 people	34.4	34.3	100
3 people	7.5	15.2	49
4+ people	4.2	22.2	19
Family Status			
Non-Family	61.0	32.6	187
Couples with Kids	8.9	29.4	30
Couples, no Kids	25.3	27.2	93
Lone-Parent Family	4.8	10.8	45
Age of Children			
Kids under 5	24.4	16.7	146
5 to 9	14.8	17.8	83
10 to 14	11.0	17.5	63
15 to 19	12.6	17.1	74
20 to 24	13.9	13.5	103
25+	23.3	17.5	134
Dwellings			
Tenure			
Own	44.6	67.6	66
Rent	55.4	31.9	173
Band Housing	-	0.4	0
Period of Construction			
Before 1960	8.1	21.1	39
1961 to 1980	16.5	27.8	59
1981 to 1990	10.2	13.3	77
1991 to 2000	10.8	11.9	91
2001 to 2005	9.5	6.7	142
2006 to 2010	15.3	7.5	204
2011 to 2016	18.0	6.9	262
2017 to present	11.5	4.9	236
Type			
Single-detached	0.9	52.7	2
Semi-detached	0.4	5.1	7
Row	1.6	6.6	24
Duplex	0.4	5.7	8
Lowrise (<5 Stories)	7.2	18.1	40
Highrise (5+ Stories)	89.4	10.2	875
Mobile	0.0	1.3	1



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	5.4	5.1	106	Under 25	1.0	3.0	34
5 to 14	14.8	10.8	137	25 to 34	10.0	14.7	68
15 to 24	13.1	11.8	111	35 to 44	21.2	17.7	120
25 to 44	23.5	27.4	86	45 to 54	26.2	17.8	147
45 to 64	30.1	26.5	114	55 to 64	23.0	20.0	115
65 to 74	8.5	10.7	79	65 to 74	12.7	15.7	81
75 to 84	3.6	5.5	65	75+	5.9	11.1	53
85+	1.0	2.3	46				
Home Language				Size			
English	9.1	67.5	13	1 person	12.8	28.3	45
French	87.0	20.2	431	2 people	31.9	34.3	93
Non-Official	3.9	12.4	32	3 people	19.2	15.2	126
				4+ people	36.2	22.2	163
Immigration				Family Status			
Immigrant Population	9.4	22.4	42	Non-Family	14.4	32.6	44
Before 2001	46.1	47.4	97	Couples with Kids	48.8	29.4	166
2001 to 2005	14.9	10.4	143	Couples, no Kids	27.6	27.2	101
2006 to 2010	13.1	11.9	110	Lone-Parent Family	9.2	10.8	85
2011 to 2016	8.5	13.7	62				
2017 to present	17.4	16.6	104	Age of Children			
				Kids under 5	14.4	16.7	86
Visible Minority				5 to 9	18.5	17.8	104
Visible Minority Presence	10.2	25.4	40	10 to 14	20.5	17.5	117
				15 to 19	18.2	17.1	106
Marital Status				20 to 24	14.0	13.5	104
Single	24.5	28.9	85	25+	14.5	17.5	83
Married or Common Law	67.4	56.9	118				
Wid/Div/Sep	8.1	14.2	57	Dwellings			
				Tenure			
Mode of Transport				Own	94.0	67.6	139
Car	86.3	79.2	109	Rent	6.0	31.9	19
Public Transit	10.0	12.5	80	Band Housing	-	0.4	0
Class of Worker				Period of Construction			
Employed	74.7	59.0	127	Before 1960	6.2	21.1	29
				1961 to 1980	13.2	27.8	48
Occupation				1981 to 1990	15.3	13.3	115
Agriculture	0.6	2.4	24	1991 to 2000	19.7	11.9	166
White Collar	40.6	35.0	116	2001 to 2005	17.0	6.7	254
Grey Collar	39.3	39.5	99	2006 to 2010	15.3	7.5	204
Blue Collar	20.1	25.5	79	2011 to 2016	8.2	6.9	120
				2017 to present	5.0	4.9	102
Education				Type			
No High School	9.4	15.9	59	Single-detached	79.8	52.7	152
High School	18.5	26.6	69	Semi-detached	7.4	5.1	145
Trade School	10.2	9.1	113	Row	3.3	6.6	50
College	21.5	20.2	106	Duplex	2.1	5.7	37
Some University	3.5	2.2	159	Lowrise (<5 Stories)	5.8	18.1	32
University	36.9	26.02	142	Highrise (5+ Stories)	1.1	10.2	11
				Mobile	0.2	1.3	17
Income							
Avg Hhd Income	\$185 568	\$109 506	169				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.8	5.1	95	Under 25	1.3	3.0	45
5 to 14	11.7	10.8	108	25 to 34	9.9	14.7	67
15 to 24	12.6	11.8	106	35 to 44	15.4	17.7	87
25 to 44	22.4	27.4	82	45 to 54	19.5	17.8	109
45 to 64	30.0	26.5	113	55 to 64	25.2	20.0	126
65 to 74	11.7	10.7	110	65 to 74	17.7	15.7	113
75 to 84	5.2	5.5	95	75+	11.1	11.1	100
85+	1.7	2.3	73	Size			
Home Language				1 person			
English	95.8	67.5	142	2 people	38.7	34.3	113
French	0.9	20.2	5	3 people	15.9	15.2	105
Non-Official	3.2	12.4	26	4+ people	28.9	22.2	130
Immigration				Family Status			
Immigrant Population	10.8	22.4	48	Non-Family	18.6	32.6	57
Before 2001	68.9	47.4	146	Couples with Kids	38.4	29.4	131
2001 to 2005	6.1	10.4	59	Couples, no Kids	35.4	27.2	130
2006 to 2010	6.4	11.9	54	Lone-Parent Family	7.5	10.8	70
2011 to 2016	4.9	13.7	36	Age of Children			
2017 to present	13.5	16.6	81	Kids under 5	14.5	16.7	87
Visible Minority				5 to 9			
Visible Minority Presence	5.2	25.4	21	10 to 14	17.2	17.8	97
Marital Status				15 to 19			
Single	23.4	28.9	81	20 to 24	19.2	17.1	112
Married or Common Law	65.7	56.9	116	25+	14.7	13.5	110
Wid/Div/Sep	10.9	14.2	76	25+	15.8	17.5	90
Mode of Transport				Dwellings			
Car	93.3	79.2	118	Tenure			
Public Transit	1.9	12.5	15	Own	88.7	67.6	131
Class of Worker				Rent			
Employed	64.6	59.0	110	Band Housing	11.0	31.9	34
Occupation				Band Housing			
Agriculture	7.6	2.4	323	Own	88.7	67.6	131
White Collar	29.3	35.0	84	Rent	11.0	31.9	34
Grey Collar	33.5	39.5	85	Band Housing	0.3	0.4	67
Blue Collar	37.1	25.5	146	Period of Construction			
Education				Before 1960			
No High School	15.5	15.9	98	1961 to 1980	19.2	21.1	91
High School	29.8	26.6	112	1981 to 1990	26.8	27.8	96
Trade School	10.4	9.1	114	1991 to 2000	14.4	13.3	108
College	23.5	20.2	116	2001 to 2005	14.6	11.9	123
Some University	1.9	2.2	85	2006 to 2010	7.1	6.7	106
University	19.0	26.0	73	2011 to 2016	7.4	7.5	99
Income				2017 to present			
Avg Hhd Income	\$149 823	\$109 506	137	Before 1960	19.2	21.1	91
				1961 to 1980	26.8	27.8	96
				1981 to 1990	14.4	13.3	108
				1991 to 2000	14.6	11.9	123
				2001 to 2005	7.1	6.7	106
				2006 to 2010	7.4	7.5	99
				2011 to 2016	5.5	6.9	81
				2017 to present	4.8	4.9	99
				Type			
				Single-detached	88.9	52.7	169
				Semi-detached	1.6	5.1	32
				Row	1.4	6.6	21
				Duplex	1.8	5.7	32
				Lowrise (<5 Stories)	1.9	18.1	10
				Highrise (5+ Stories)	0.2	10.2	2
				Mobile	4.0	1.3	297

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	6.0	5.1	117	Under 25	1.0	3.0	33
5 to 14	12.9	10.8	119	25 to 34	12.4	14.7	84
15 to 24	14.9	11.8	126	35 to 44	24.7	17.7	139
25 to 44	30.9	27.4	113	45 to 54	25.3	17.8	142
45 to 64	23.9	26.5	90	55 to 64	21.1	20.0	106
65 to 74	7.3	10.7	69	65 to 74	10.9	15.7	69
75 to 84	3.2	5.5	57	75+	4.6	11.1	41
85+	0.9	2.3	41				
Home Language				Size			
English	58.3	67.5	86	1 person	8.0	28.3	28
French	0.4	20.2	2	2 people	16.9	34.3	49
Non-Official	41.2	12.4	333	3 people	18.4	15.2	121
				4+ people	56.8	22.2	256
Immigration				Family Status			
Immigrant Population	58.8	22.4	262	Non-Family	10.4	32.6	32
Before 2001	39.0	47.4	82	Couples with Kids	63.7	29.4	217
2001 to 2005	13.7	10.4	131	Couples, no Kids	19.5	27.2	72
2006 to 2010	12.3	11.9	103	Lone-Parent Family	6.3	10.8	59
2011 to 2016	11.1	13.7	81				
2017 to present	23.9	16.6	144	Age of Children			
				Kids under 5	14.7	16.7	88
Visible Minority				5 to 9	15.8	17.8	89
Visible Minority Presence	85.9	25.4	338	10 to 14	16.7	17.5	95
				15 to 19	17.1	17.1	100
Marital Status				20 to 24	15.6	13.5	116
Single	30.5	28.9	105	25+	20.1	17.5	115
Married or Common Law	60.1	56.9	106				
Wid/Div/Sep	9.4	14.2	66	Dwellings			
				Tenure			
Mode of Transport				Own	84.8	67.6	125
Car	81.4	79.2	103	Rent	15.2	31.9	47
Public Transit	15.8	12.5	127	Band Housing	-	0.4	0
Class of Worker				Period of Construction			
Employed	60.6	59.0	103	Before 1960	2.3	21.1	11
				1961 to 1980	9.6	27.8	34
Occupation				1981 to 1990	12.8	13.3	96
Agriculture	0.4	2.4	18	1991 to 2000	16.6	11.9	140
White Collar	30.4	35.0	87	2001 to 2005	23.7	6.7	354
Grey Collar	38.3	39.5	97	2006 to 2010	16.5	7.5	219
Blue Collar	31.3	25.5	123	2011 to 2016	11.7	6.9	171
				2017 to present	6.9	4.9	141
Education				Type			
No High School	16.7	15.9	105	Single-detached	58.2	52.7	111
High School	29.4	26.6	110	Semi-detached	15.0	5.1	296
Trade School	4.1	9.1	45	Row	9.1	6.6	138
College	17.1	20.2	85	Duplex	9.7	5.7	168
Some University	2.2	2.2	101	Lowrise (<5 Stories)	3.2	18.1	18
University	30.6	26.02	117	Highrise (5+ Stories)	4.7	10.2	46
				Mobile	0.1	1.3	7
Income							
Avg Hhd Income	\$121 550	\$109 506	111				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.0	5.1	78	Under 25	1.7	3.0	59
5 to 14	8.6	10.8	80	25 to 34	10.7	14.7	73
15 to 24	10.1	11.8	85	35 to 44	14.3	17.7	81
25 to 44	24.9	27.4	91	45 to 54	15.1	17.8	85
45 to 64	26.0	26.5	98	55 to 64	18.8	20.0	94
65 to 74	13.6	10.7	128	65 to 74	19.5	15.7	124
75 to 84	8.8	5.5	160	75+	19.8	11.1	179
85+	3.9	2.3	173				
Home Language				Size			
English	87.5	67.5	130	1 person	33.8	28.3	119
French	3.2	20.2	16	2 people	37.3	34.3	109
Non-Official	9.3	12.4	75	3 people	13.2	15.2	87
				4+ people	15.7	22.2	71
Immigration				Family Status			
Immigrant Population	23.5	22.4	105	Non-Family	37.9	32.6	116
Before 2001	58.6	47.4	124	Couples with Kids	22.4	29.4	76
2001 to 2005	8.2	10.4	79	Couples, no Kids	30.6	27.2	112
2006 to 2010	8.5	11.9	71	Lone-Parent Family	9.1	10.8	84
2011 to 2016	8.8	13.7	64				
2017 to present	15.9	16.6	96	Age of Children			
				Kids under 5	15.6	16.7	93
Visible Minority				5 to 9	16.8	17.8	95
Visible Minority Presence	20.2	25.4	79	10 to 14	16.6	17.5	95
				15 to 19	16.4	17.1	96
Marital Status				20 to 24	14.9	13.5	111
Single	25.6	28.9	88	25+	19.6	17.5	112
Married or Common Law	55.5	56.9	98				
Wid/Div/Sep	18.9	14.2	133	Dwellings			
				Tenure			
Mode of Transport				Own	77.1	67.6	114
Car	75.9	79.2	96	Rent	22.9	31.9	72
Public Transit	12.8	12.5	102	Band Housing	-	0.4	0
Class of Worker				Period of Construction			
Employed	54.0	59.0	92	Before 1960	24.5	21.1	116
				1961 to 1980	23.2	27.8	84
Occupation				1981 to 1990	15.5	13.3	117
Agriculture	0.5	2.4	21	1991 to 2000	15.3	11.9	129
White Collar	43.4	35.0	124	2001 to 2005	6.7	6.7	99
Grey Collar	39.2	39.5	99	2006 to 2010	5.7	7.5	76
Blue Collar	17.4	25.5	68	2011 to 2016	4.3	6.9	63
				2017 to present	4.8	4.9	98
Education				Type			
No High School	10.1	15.9	64	Single-detached	35.7	52.7	68
High School	25.3	26.6	95	Semi-detached	5.2	5.1	103
Trade School	5.6	9.1	61	Row	18.6	6.6	281
College	20.1	20.2	99	Duplex	5.4	5.7	94
Some University	2.1	2.2	97	Lowrise (<5 Stories)	20.6	18.1	114
University	36.8	26.0	141	Highrise (5+ Stories)	14.2	10.2	139
				Mobile	0.2	1.3	15
Income							
Avg Hhd Income	\$120 453	\$109 506	110				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.0	5.1	78	Under 25	3.6	3.0	120
5 to 14	8.1	10.8	75	25 to 34	13.8	14.7	94
15 to 24	13.8	11.8	117	35 to 44	16.9	17.7	96
25 to 44	30.5	27.4	111	45 to 54	18.7	17.8	105
45 to 64	26.0	26.5	98	55 to 64	20.0	20.0	100
65 to 74	9.4	10.7	88	65 to 74	14.2	15.7	91
75 to 84	5.5	5.5	100	75+	12.7	11.1	115
85+	2.7	2.3	120				
Home Language				Size			
English	55.5	67.5	82	1 person	20.8	28.3	73
French	0.6	20.2	3	2 people	27.7	34.3	81
Non-Official	43.9	12.4	355	3 people	19.2	15.2	126
				4+ people	32.3	22.2	146
Immigration				Family Status			
Immigrant Population	54.1	22.4	241	Non-Family	28.5	32.6	87
Before 2001	61.2	47.4	129	Couples with Kids	37.7	29.4	128
2001 to 2005	9.3	10.4	89	Couples, no Kids	21.6	27.2	79
2006 to 2010	9.9	11.9	84	Lone-Parent Family	12.2	10.8	113
2011 to 2016	10.9	13.7	79				
2017 to present	8.7	16.6	52	Age of Children			
				Kids under 5	12.3	16.7	74
Visible Minority				5 to 9	12.8	17.8	72
Visible Minority Presence	76.3	25.4	300	10 to 14	13.3	17.5	76
				15 to 19	15.5	17.1	91
Marital Status				20 to 24	16.6	13.5	123
Single	35.8	28.9	124	25+	29.5	17.5	169
Married or Common Law	51.2	56.9	90				
Wid/Div/Sep	13.0	14.2	91	Dwellings			
				Tenure			
Mode of Transport				Own	59.4	67.6	88
Car	57.4	79.2	73	Rent	40.6	31.9	127
Public Transit	34.1	12.5	273	Band Housing	-	0.4	0
Class of Worker				Period of Construction			
Employed	57.4	59.0	97	Before 1960	24.8	21.1	118
				1961 to 1980	23.3	27.8	84
Occupation				1981 to 1990	13.7	13.3	103
Agriculture	0.9	2.4	39	1991 to 2000	15.1	11.9	128
White Collar	33.7	35.0	96	2001 to 2005	7.2	6.7	107
Grey Collar	46.9	39.5	119	2006 to 2010	6.2	7.5	83
Blue Collar	19.5	25.5	76	2011 to 2016	7.4	6.9	109
				2017 to present	2.2	4.9	45
Education				Type			
No High School	17.8	15.9	112	Single-detached	22.7	52.7	43
High School	30.3	26.6	114	Semi-detached	3.0	5.1	59
Trade School	5.5	9.1	60	Row	3.3	6.6	51
College	14.9	20.2	74	Duplex	49.9	5.7	869
Some University	2.5	2.2	116	Lowrise (<5 Stories)	19.1	18.1	106
University	29.1	26.02	112	Highrise (5+ Stories)	1.4	10.2	14
				Mobile	0.0	1.3	0
Income							
Avg Hhd Income	\$104 925	\$109 506	96				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.9	5.1	97	Under 25	1.0	3.0	33
5 to 14	11.4	10.8	105	25 to 34	10.5	14.7	72
15 to 24	13.8	11.8	116	35 to 44	19.0	17.7	107
25 to 44	27.0	27.4	99	45 to 54	23.2	17.8	130
45 to 64	28.1	26.5	106	55 to 64	22.5	20.0	113
65 to 74	8.6	10.7	81	65 to 74	13.4	15.7	85
75 to 84	4.4	5.5	80	75+	10.4	11.1	94
85+	1.8	2.3	80				
Home Language				Size			
English	77.2	67.5	114	1 person	14.5	28.3	51
French	1.9	20.2	9	2 people	28.4	34.3	83
Non-Official	20.9	12.4	169	3 people	20.5	15.2	135
				4+ people	36.5	22.2	165
Immigration				Family Status			
Immigrant Population	37.7	22.4	168	Non-Family	17.8	32.6	55
Before 2001	55.0	47.4	116	Couples with Kids	45.7	29.4	155
2001 to 2005	11.4	10.4	109	Couples, no Kids	24.1	27.2	89
2006 to 2010	10.8	11.9	91	Lone-Parent Family	12.4	10.8	115
2011 to 2016	9.4	13.7	69				
2017 to present	13.4	16.6	80	Age of Children			
				Kids under 5	13.3	16.7	80
Visible Minority				5 to 9	14.9	17.8	84
Visible Minority Presence	41.6	25.4	164	10 to 14	16.4	17.5	94
				15 to 19	17.6	17.1	103
Marital Status				20 to 24	15.8	13.5	117
Single	28.9	28.9	100	25+	22.0	17.5	126
Married or Common Law	59.2	56.9	104				
Wid/Div/Sep	11.9	14.2	84	Dwellings			
				Tenure			
Mode of Transport				Own	88.6	67.6	131
Car	80.2	79.2	101	Rent	11.4	31.9	36
Public Transit	15.6	12.5	125	Band Housing	0.0	0.4	1
Class of Worker				Period of Construction			
Employed	63.6	59.0	108	Before 1960	14.7	21.1	70
				1961 to 1980	19.1	27.8	68
Occupation				1981 to 1990	14.7	13.3	111
Agriculture	0.4	2.4	17	1991 to 2000	22.7	11.9	192
White Collar	36.8	35.0	105	2001 to 2005	13.7	6.7	205
Grey Collar	40.0	39.5	101	2006 to 2010	7.5	7.5	100
Blue Collar	23.1	25.5	91	2011 to 2016	3.6	6.9	53
				2017 to present	3.9	4.9	80
Education				Type			
No High School	13.7	15.9	86	Single-detached	69.0	52.7	131
High School	27.3	26.6	103	Semi-detached	6.7	5.1	132
Trade School	5.6	9.1	62	Row	15.9	6.6	241
College	20.6	20.2	102	Duplex	4.3	5.7	74
Some University	2.2	2.2	98	Lowrise (<5 Stories)	2.6	18.1	15
University	30.7	26.0	118	Highrise (5+ Stories)	1.4	10.2	13
				Mobile	0.1	1.3	7
Income							
Avg Hhd Income	\$132 833	\$109 506	121				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	6.2	5.1	122	Under 25	1.2	3.0	39
5 to 14	14.5	10.8	135	25 to 34	13.9	14.7	94
15 to 24	13.2	11.8	112	35 to 44	23.5	17.7	133
25 to 44	27.6	27.4	101	45 to 54	24.2	17.8	136
45 to 64	26.6	26.5	101	55 to 64	19.7	20.0	98
65 to 74	7.6	10.7	72	65 to 74	11.6	15.7	74
75 to 84	3.2	5.5	58	75+	6.0	11.1	54
85+	1.0	2.3	42				
Home Language				Size			
English	93.6	67.5	139	1 person	13.2	28.3	46
French	1.2	20.2	6	2 people	31.2	34.3	91
Non-Official	5.2	12.4	42	3 people	19.2	15.2	126
				4+ people	36.5	22.2	164
Immigration				Family Status			
Immigrant Population	13.7	22.4	61	Non-Family	15.3	32.6	47
Before 2001	53.4	47.4	113	Couples with Kids	47.0	29.4	160
2001 to 2005	9.6	10.4	92	Couples, no Kids	27.8	27.2	102
2006 to 2010	10.2	11.9	86	Lone-Parent Family	10.0	10.8	93
2011 to 2016	8.3	13.7	61				
2017 to present	18.5	16.6	111	Age of Children			
				Kids under 5	17.1	16.7	102
Visible Minority				5 to 9	19.4	17.8	109
Visible Minority Presence	13.6	25.4	53	10 to 14	20.3	17.5	116
				15 to 19	17.8	17.1	104
Marital Status				20 to 24	12.6	13.5	93
Single	24.2	28.9	84	25+	12.8	17.5	73
Married or Common Law	65.6	56.9	115	Dwellings			
Wid/Div/Sep	10.3	14.2	72	Tenure			
				Own	90.7	67.6	134
Mode of Transport				Rent	9.2	31.9	29
Car	92.1	79.2	116	Band Housing	0.0	0.4	3
Public Transit	4.1	12.5	33	Period of Construction			
				Before 1960	4.2	21.1	20
Class of Worker				1961 to 1980	10.9	27.8	39
Employed	69.9	59.0	118	1981 to 1990	10.4	13.3	78
				1991 to 2000	19.0	11.9	160
Occupation				2001 to 2005	17.7	6.7	265
Agriculture	1.1	2.4	48	2006 to 2010	19.2	7.5	255
White Collar	34.6	35.0	99	2011 to 2016	12.3	6.9	179
Grey Collar	38.7	39.5	98	2017 to present	6.3	4.9	130
Blue Collar	26.7	25.5	105				
Education				Type			
No High School	12.5	15.9	79	Single-detached	79.9	52.7	152
High School	28.6	26.6	107	Semi-detached	5.4	5.1	106
Trade School	7.5	9.1	83	Row	7.1	6.6	108
College	25.4	20.2	126	Duplex	4.2	5.7	74
Some University	1.8	2.2	84	Lowrise (<5 Stories)	2.3	18.1	13
University	24.1	26.02	93	Highrise (5+ Stories)	0.4	10.2	4
				Mobile	0.7	1.3	50
Income							
Avg Hhd Income	\$145 442	\$109 506	133				

*index of 100 is average



	Segment	Canada	Index*
	%	%	
Population			
Age			
Under 5	4.8	5.1	94
5 to 14	6.8	10.8	63
15 to 24	11.3	11.8	96
25 to 44	37.5	27.4	137
45 to 64	23.2	26.5	87
65 to 74	8.9	10.7	84
75 to 84	5.2	5.5	95
85+	2.3	2.3	101
Home Language			
English	47.0	67.5	70
French	2.5	20.2	12
Non-Official	50.4	12.4	408
Immigration			
Immigrant Population	60.9	22.4	271
Before 2001	35.7	47.4	75
2001 to 2005	10.8	10.4	104
2006 to 2010	11.9	11.9	100
2011 to 2016	15.5	13.7	113
2017 to present	26.1	16.6	157
Visible Minority			
Visible Minority Presence	76.7	25.4	301
Marital Status			
Single	32.8	28.9	113
Married or Common Law	51.5	56.9	91
Wid/Div/Sep	15.7	14.2	110
Mode of Transport			
Car	60.6	79.2	77
Public Transit	31.3	12.5	251
Class of Worker			
Employed	54.3	59.0	92
Occupation			
Agriculture	0.2	2.4	8
White Collar	44.5	35.0	127
Grey Collar	39.2	39.5	99
Blue Collar	16.3	25.5	64
Education			
No High School	8.7	15.9	55
High School	23.7	26.6	89
Trade School	3.2	9.1	35
College	15.6	20.2	77
Some University	3.0	2.2	139
University	45.8	26.0	176
Income			
Avg Hhd Income	\$84 831	\$109 506	77

*index of 100 is average

	Segment	Canada	Index*
	%	%	
Households			
Maintainer Age			
Under 25	6.5	3.0	218
25 to 34	23.3	14.7	158
35 to 44	20.1	17.7	113
45 to 54	15.2	17.8	85
55 to 64	13.8	20.0	69
65 to 74	11.1	15.7	70
75+	10.1	11.1	91
Size			
1 person	39.7	28.3	140
2 people	35.3	34.3	103
3 people	15.0	15.2	99
4+ people	9.9	22.2	45
Family Status			
Non-Family	46.1	32.6	141
Couples with Kids	19.9	29.4	68
Couples, no Kids	23.6	27.2	87
Lone-Parent Family	10.4	10.8	96
Age of Children			
Kids under 5	20.7	16.7	124
5 to 9	15.2	17.8	86
10 to 14	12.8	17.5	73
15 to 19	14.3	17.1	83
20 to 24	13.9	13.5	104
25+	23.1	17.5	132
Dwellings			
Tenure			
Own	60.5	67.6	89
Rent	39.5	31.9	124
Band Housing	-	0.4	0
Period of Construction			
Before 1960	1.7	21.1	8
1961 to 1980	10.0	27.8	36
1981 to 1990	9.8	13.3	74
1991 to 2000	14.4	11.9	122
2001 to 2005	12.4	6.7	185
2006 to 2010	19.4	7.5	259
2011 to 2016	22.2	6.9	324
2017 to present	9.9	4.9	203
Type			
Single-detached	1.6	52.7	3
Semi-detached	0.3	5.1	6
Row	4.0	6.6	60
Duplex	0.9	5.7	16
Lowrise (<5 Stories)	10.4	18.1	58
Highrise (5+ Stories)	82.7	10.2	809
Mobile	0.0	1.3	1



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	3.5	5.1	68	Under 25	1.0	3.0	35
5 to 14	8.3	10.8	77	25 to 34	7.3	14.7	50
15 to 24	9.2	11.8	78	35 to 44	10.1	17.7	57
25 to 44	18.5	27.4	68	45 to 54	13.0	17.8	73
45 to 64	27.6	26.5	104	55 to 64	20.8	20.0	104
65 to 74	18.1	10.7	170	65 to 74	24.9	15.7	158
75 to 84	11.1	5.5	202	75+	22.8	11.1	206
85+	3.8	2.3	167				
Home Language				Size			
English	96.3	67.5	143	1 person	26.4	28.3	93
French	1.3	20.2	6	2 people	46.5	34.3	136
Non-Official	2.4	12.4	20	3 people	12.1	15.2	80
				4+ people	15.0	22.2	67
Immigration				Family Status			
Immigrant Population	14.2	22.4	63	Non-Family	28.0	32.6	86
Before 2001	73.2	47.4	155	Couples with Kids	22.0	29.4	75
2001 to 2005	4.7	10.4	45	Couples, no Kids	42.8	27.2	157
2006 to 2010	5.8	11.9	49	Lone-Parent Family	7.1	10.8	66
2011 to 2016	5.4	13.7	40				
2017 to present	10.9	16.6	66	Age of Children			
				Kids under 5	14.1	16.7	85
Visible Minority				5 to 9	17.0	17.8	96
Visible Minority Presence	5.2	25.4	20	10 to 14	17.7	17.5	101
				15 to 19	18.7	17.1	109
Marital Status				20 to 24	13.9	13.5	103
Single	18.8	28.9	65	25+	18.5	17.5	106
Married or Common Law	64.6	56.9	114	Dwellings			
Wid/Div/Sep	16.6	14.2	117	Tenure			
				Own	86.5	67.6	128
Mode of Transport				Rent	13.5	31.9	42
Car	89.8	79.2	113	Band Housing	0.0	0.4	7
Public Transit	2.5	12.5	20	Period of Construction			
				Before 1960	14.0	21.1	66
Class of Worker				1961 to 1980	23.4	27.8	84
Employed	46.1	59.0	78	1981 to 1990	14.4	13.3	108
				1991 to 2000	17.7	11.9	149
Occupation				2001 to 2005	9.1	6.7	136
Agriculture	3.8	2.4	162	2006 to 2010	9.6	7.5	128
White Collar	34.9	35.0	100	2011 to 2016	6.7	6.9	98
Grey Collar	38.8	39.5	98	2017 to present	5.2	4.9	106
Blue Collar	26.3	25.5	103	Type			
				Single-detached	72.5	52.7	138
Education				Semi-detached	5.2	5.1	102
No High School	13.2	15.9	83	Row	7.9	6.6	120
High School	28.9	26.6	108	Duplex	3.1	5.7	53
Trade School	9.4	9.1	103	Lowrise (<5 Stories)	6.3	18.1	35
College	24.0	20.2	119	Highrise (5+ Stories)	0.8	10.2	7
Some University	2.1	2.2	97	Mobile	4.1	1.3	311
University	22.4	26.02	86				
Income							
Avg Hhd Income	\$109 329	\$109 506	100				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.6	5.1	90	Under 25	4.3	3.0	145
5 to 14	8.0	10.8	74	25 to 34	22.8	14.7	155
15 to 24	11.0	11.8	93	35 to 44	21.6	17.7	122
25 to 44	39.5	27.4	144	45 to 54	16.4	17.8	92
45 to 64	23.6	26.5	89	55 to 64	16.2	20.0	81
65 to 74	7.8	10.7	73	65 to 74	10.9	15.7	69
75 to 84	3.8	5.5	70	75+	7.8	11.1	70
85+	1.8	2.3	79				
Home Language				Size			
English	83.5	67.5	124	1 person	31.9	28.3	113
French	2.0	20.2	10	2 people	34.0	34.3	99
Non-Official	14.4	12.4	117	3 people	16.2	15.2	106
				4+ people	18.0	22.2	81
Immigration				Family Status			
Immigrant Population	27.2	22.4	121	Non-Family	43.3	32.6	133
Before 2001	60.3	47.4	127	Couples with Kids	22.4	29.4	76
2001 to 2005	7.8	10.4	75	Couples, no Kids	23.7	27.2	87
2006 to 2010	8.8	11.9	74	Lone-Parent Family	10.6	10.8	98
2011 to 2016	11.3	13.7	82				
2017 to present	11.8	16.6	71	Age of Children			
				Kids under 5	18.2	16.7	109
Visible Minority				5 to 9	17.0	17.8	96
Visible Minority Presence	27.9	25.4	110	10 to 14	14.9	17.5	85
				15 to 19	13.8	17.1	81
Marital Status				20 to 24	13.0	13.5	96
Single	38.0	28.9	131	25+	23.1	17.5	132
Married or Common Law	48.4	56.9	85				
Wid/Div/Sep	13.7	14.2	96	Dwellings			
				Tenure			
Mode of Transport				Own	51.2	67.6	76
Car	48.3	79.2	61	Rent	48.8	31.9	153
Public Transit	30.4	12.5	244	Band Housing	0.0	0.4	1
Class of Worker				Period of Construction			
Employed	65.8	59.0	112	Before 1960	58.2	21.1	277
				1961 to 1980	19.0	27.8	68
Occupation				1981 to 1990	5.4	13.3	41
Agriculture	0.4	2.4	16	1991 to 2000	4.5	11.9	38
White Collar	43.3	35.0	124	2001 to 2005	2.4	6.7	36
Grey Collar	40.9	39.5	104	2006 to 2010	2.6	7.5	35
Blue Collar	15.8	25.5	62	2011 to 2016	3.3	6.9	48
				2017 to present	4.5	4.9	92
Education				Type			
No High School	12.6	15.9	79	Single-detached	24.8	52.7	47
High School	22.7	26.6	85	Semi-detached	10.7	5.1	211
Trade School	4.5	9.1	50	Row	6.6	6.6	100
College	16.4	20.2	81	Duplex	13.3	5.7	232
Some University	1.8	2.2	81	Lowrise (<5 Stories)	39.9	18.1	220
University	42.1	26.0	162	Highrise (5+ Stories)	3.9	10.2	38
				Mobile	0.1	1.3	4
Income							
Avg Hhd Income	\$114 359	\$109 506	104				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.2	5.1	82	Under 25	0.9	3.0	31
5 to 14	9.4	10.8	87	25 to 34	9.1	14.7	62
15 to 24	12.1	11.8	102	35 to 44	13.9	17.7	79
25 to 44	24.2	27.4	88	45 to 54	16.1	17.8	91
45 to 64	27.8	26.5	105	55 to 64	22.5	20.0	112
65 to 74	12.8	10.7	120	65 to 74	20.2	15.7	128
75 to 84	7.1	5.5	129	75+	17.2	11.1	155
85+	2.5	2.3	109				
Home Language				Size			
English	90.0	67.5	133	1 person	17.7	28.3	62
French	1.4	20.2	7	2 people	37.6	34.3	110
Non-Official	8.6	12.4	69	3 people	18.2	15.2	120
				4+ people	26.5	22.2	120
Immigration				Family Status			
Immigrant Population	21.4	22.4	95	Non-Family	20.7	32.6	63
Before 2001	68.2	47.4	144	Couples with Kids	35.7	29.4	122
2001 to 2005	7.2	10.4	69	Couples, no Kids	32.5	27.2	120
2006 to 2010	7.6	11.9	64	Lone-Parent Family	11.1	10.8	103
2011 to 2016	7.2	13.7	52				
2017 to present	9.8	16.6	59	Age of Children			
				Kids under 5	12.7	16.7	76
Visible Minority				5 to 9	14.3	17.8	80
Visible Minority Presence	17.5	25.4	69	10 to 14	15.0	17.5	86
				15 to 19	17.4	17.1	102
Marital Status				20 to 24	16.8	13.5	125
Single	26.1	28.9	90	25+	23.8	17.5	136
Married or Common Law	61.0	56.9	107	Dwellings			
Wid/Div/Sep	12.9	14.2	91	Tenure			
				Own	91.5	67.6	135
Mode of Transport				Rent	8.5	31.9	27
Car	86.1	79.2	109	Band Housing	-	0.4	0
Public Transit	8.7	12.5	70	Period of Construction			
				Before 1960	16.8	21.1	80
Class of Worker				1961 to 1980	52.4	27.8	188
Employed	55.6	59.0	94	1981 to 1990	18.0	13.3	136
				1991 to 2000	6.3	11.9	53
Occupation				2001 to 2005	1.7	6.7	25
Agriculture	0.8	2.4	32	2006 to 2010	1.0	7.5	14
White Collar	35.1	35.0	100	2011 to 2016	0.8	6.9	12
Grey Collar	39.8	39.5	101	2017 to present	2.9	4.9	59
Blue Collar	25.1	25.5	98	Type			
				Single-detached	88.2	52.7	167
Education				Semi-detached	3.7	5.1	74
No High School	14.0	15.9	88	Row	2.3	6.6	35
High School	30.3	26.6	114	Duplex	3.4	5.7	59
Trade School	7.6	9.1	83	Lowrise (<5 Stories)	1.5	18.1	8
College	23.1	20.2	114	Highrise (5+ Stories)	0.5	10.2	5
Some University	1.9	2.2	85	Mobile	0.3	1.3	23
University	23.2	26.02	89				
Income							
Avg Hhd Income	\$115 193	\$109 506	105				

*index of 100 is average



S3 UPPER-MIDDLE SUBURBIA YOUNG FAMILIES Y3

	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	9.0	5.1	177	Under 25	3.6	3.0	121
5 to 14	16.3	10.8	151	25 to 34	24.3	14.7	165
15 to 24	11.1	11.8	94	35 to 44	31.1	17.7	175
25 to 44	36.4	27.4	133	45 to 54	18.9	17.8	106
45 to 64	19.9	26.5	75	55 to 64	11.7	20.0	59
65 to 74	4.9	10.7	46	65 to 74	7.1	15.7	45
75 to 84	1.8	5.5	33	75+	3.3	11.1	30
85+	0.5	2.3	23				
Home Language				Size			
English	92.9	67.5	138	1 person	16.0	28.3	56
French	1.6	20.2	8	2 people	32.4	34.3	95
Non-Official	5.5	12.4	45	3 people	19.4	15.2	128
				4+ people	32.1	22.2	145
Immigration				Family Status			
Immigrant Population	12.5	22.4	56	Non-Family	20.5	32.6	63
Before 2001	28.3	47.4	60	Couples with Kids	43.1	29.4	147
2001 to 2005	9.4	10.4	90	Couples, no Kids	27.2	27.2	100
2006 to 2010	14.9	11.9	125	Lone-Parent Family	9.3	10.8	86
2011 to 2016	18.1	13.7	133				
2017 to present	29.4	16.6	177	Age of Children			
				Kids under 5	26.6	16.7	159
Visible Minority				5 to 9	25.3	17.8	142
Visible Minority Presence	16.6	25.4	65	10 to 14	19.8	17.5	113
				15 to 19	14.1	17.1	83
Marital Status				20 to 24	6.9	13.5	51
Single	21.8	28.9	75	25+	7.3	17.5	42
Married or Common Law	68.2	56.9	120				
Wid/Div/Sep	10.0	14.2	70	Dwellings			
				Tenure			
Mode of Transport				Own	80.8	67.6	119
Car	92.9	79.2	117	Rent	19.2	31.9	60
Public Transit	3.4	12.5	27	Band Housing	0.0	0.4	5
Class of Worker				Period of Construction			
Employed	73.7	59.0	125	Before 1960	2.2	21.1	11
				1961 to 1980	3.7	27.8	13
Occupation				1981 to 1990	2.4	13.3	18
Agriculture	1.0	2.4	42	1991 to 2000	4.9	11.9	41
White Collar	31.1	35.0	89	2001 to 2005	11.8	6.7	176
Grey Collar	37.6	39.5	95	2006 to 2010	30.0	7.5	399
Blue Collar	31.3	25.5	123	2011 to 2016	35.5	6.9	518
				2017 to present	9.5	4.9	194
Education				Type			
No High School	12.0	15.9	76	Single-detached	63.4	52.7	120
High School	27.9	26.6	105	Semi-detached	10.4	5.1	206
Trade School	10.1	9.1	111	Row	12.3	6.6	187
College	25.5	20.2	126	Duplex	4.0	5.7	71
Some University	2.0	2.2	93	Lowrise (<5 Stories)	7.1	18.1	39
University	22.5	26.0	86	Highrise (5+ Stories)	0.4	10.2	4
				Mobile	2.2	1.3	162
Income							
Avg Hhd Income	\$137 843	\$109 506	126				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	5.4	5.1	107	Under 25	2.3	3.0	76
5 to 14	12.1	10.8	112	25 to 34	14.4	14.7	98
15 to 24	12.5	11.8	106	35 to 44	19.9	17.7	112
25 to 44	27.6	27.4	101	45 to 54	19.5	17.8	110
45 to 64	27.1	26.5	102	55 to 64	21.1	20.0	105
65 to 74	9.6	10.7	90	65 to 74	14.8	15.7	94
75 to 84	4.1	5.5	75	75+	8.0	11.1	73
85+	1.4	2.3	63				
Home Language				Size			
English	94.3	67.5	140	1 person	18.8	28.3	66
French	1.1	20.2	6	2 people	35.3	34.3	103
Non-Official	4.6	12.4	37	3 people	18.0	15.2	119
				4+ people	27.9	22.2	126
Immigration				Family Status			
Immigrant Population	12.0	22.4	54	Non-Family	22.7	32.6	70
Before 2001	56.2	47.4	119	Couples with Kids	36.0	29.4	123
2001 to 2005	7.9	10.4	75	Couples, no Kids	30.1	27.2	110
2006 to 2010	10.0	11.9	84	Lone-Parent Family	11.2	10.8	104
2011 to 2016	11.4	13.7	84				
2017 to present	14.5	16.6	87	Age of Children			
				Kids under 5	16.9	16.7	101
Visible Minority				5 to 9	18.8	17.8	106
Visible Minority Presence	11.2	25.4	44	10 to 14	18.4	17.5	105
				15 to 19	17.9	17.1	104
Marital Status				20 to 24	13.1	13.5	97
Single	25.7	28.9	89	25+	14.9	17.5	85
Married or Common Law	61.4	56.9	108	Dwellings			
Wid/Div/Sep	12.9	14.2	91	Tenure			
				Own	81.1	67.6	120
Mode of Transport				Rent	18.8	31.9	59
Car	89.5	79.2	113	Band Housing	0.1	0.4	34
Public Transit	4.5	12.5	36				
				Period of Construction			
Class of Worker				Before 1960	10.9	21.1	52
Employed	65.2	59.0	110	1961 to 1980	34.0	27.8	122
				1981 to 1990	16.8	13.3	126
Occupation				1991 to 2000	14.7	11.9	124
Agriculture	1.9	2.4	82	2001 to 2005	6.7	6.7	100
White Collar	30.5	35.0	87	2006 to 2010	7.1	7.5	95
Grey Collar	40.5	39.5	103	2011 to 2016	5.3	6.9	78
Blue Collar	29.0	25.5	114	2017 to present	4.4	4.9	89
Education				Type			
No High School	14.3	15.9	90	Single-detached	71.3	52.7	135
High School	31.7	26.6	119	Semi-detached	5.0	5.1	99
Trade School	10.0	9.1	110	Row	4.9	6.6	75
College	23.5	20.2	117	Duplex	10.2	5.7	178
Some University	1.9	2.2	88	Lowrise (<5 Stories)	5.1	18.1	28
University	18.6	26.02	71	Highrise (5+ Stories)	0.8	10.2	7
				Mobile	2.5	1.3	187
Income							
Avg Hhd Income	\$127 534	\$109 506	116				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.9	5.1	96	Under 25	1.2	3.0	42
5 to 14	11.3	10.8	105	25 to 34	10.9	14.7	74
15 to 24	11.6	11.8	98	35 to 44	16.2	17.7	92
25 to 44	22.8	27.4	83	45 to 54	19.5	17.8	109
45 to 64	30.1	26.5	114	55 to 64	23.4	20.0	117
65 to 74	12.3	10.7	116	65 to 74	18.3	15.7	116
75 to 84	5.4	5.5	98	75+	10.4	11.1	94
85+	1.6	2.3	70				
Home Language				Size			
English	94.9	67.5	141	1 person	17.3	28.3	61
French	3.7	20.2	18	2 people	40.2	34.3	117
Non-Official	1.4	12.4	12	3 people	17.1	15.2	112
				4+ people	25.5	22.2	115
Immigration				Family Status			
Immigrant Population	7.2	22.4	32	Non-Family	19.2	32.6	59
Before 2001	71.2	47.4	150	Couples with Kids	36.5	29.4	124
2001 to 2005	5.9	10.4	57	Couples, no Kids	35.9	27.2	132
2006 to 2010	6.5	11.9	55	Lone-Parent Family	8.4	10.8	78
2011 to 2016	5.0	13.7	36				
2017 to present	11.4	16.6	69	Age of Children			
				Kids under 5	15.4	16.7	92
Visible Minority				5 to 9	17.6	17.8	99
Visible Minority Presence	3.3	25.4	13	10 to 14	18.7	17.5	107
				15 to 19	18.3	17.1	107
Marital Status				20 to 24	14.1	13.5	105
Single	21.8	28.9	75	25+	16.0	17.5	91
Married or Common Law	66.4	56.9	117	Dwellings			
Wid/Div/Sep	11.8	14.2	83	Tenure			
				Own	90.7	67.6	134
Mode of Transport				Rent	9.3	31.9	29
Car	94.3	79.2	119	Band Housing	0.0	0.4	7
Public Transit	1.8	12.5	14	Period of Construction			
				Before 1960	18.8	21.1	89
Class of Worker				1961 to 1980	25.8	27.8	93
Employed	63.6	59.0	108	1981 to 1990	15.1	13.3	114
				1991 to 2000	14.2	11.9	120
Occupation				2001 to 2005	7.3	6.7	110
Agriculture	3.2	2.4	136	2006 to 2010	7.3	7.5	97
White Collar	31.7	35.0	90	2011 to 2016	6.0	6.9	88
Grey Collar	39.1	39.5	99	2017 to present	5.3	4.9	109
Blue Collar	29.2	25.5	115	Type			
				Single-detached	91.4	52.7	173
Education				Semi-detached	1.7	5.1	33
No High School	13.8	15.9	87	Row	1.4	6.6	22
High School	28.6	26.6	107	Duplex	1.7	5.7	29
Trade School	9.4	9.1	103	Lowrise (<5 Stories)	2.1	18.1	11
College	27.0	20.2	134	Highrise (5+ Stories)	0.2	10.2	2
Some University	1.6	2.2	74	Mobile	1.4	1.3	105
University	19.5	26.0	75				
Income							
Avg Hhd Income	\$125 207	\$109 506	114				

*index of 100 is average



	Segment %	Canada %	Index*
Population			
Age			
Under 5	5.1	5.1	100
5 to 14	12.1	10.8	112
15 to 24	12.0	11.8	102
25 to 44	26.2	27.4	96
45 to 64	27.8	26.5	105
65 to 74	9.8	10.7	92
75 to 84	5.3	5.5	96
85+	1.8	2.3	80
Home Language			
English	23.9	67.5	35
French	56.2	20.2	278
Non-Official	20.0	12.4	161
Immigration			
Immigrant Population	31.7	22.4	141
Before 2001	51.6	47.4	109
2001 to 2005	11.8	10.4	113
2006 to 2010	11.8	11.9	100
2011 to 2016	8.6	13.7	63
2017 to present	16.1	16.6	97
Visible Minority			
Visible Minority Presence	34.9	25.4	137
Marital Status			
Single	28.2	28.9	98
Married or Common Law	59.7	56.9	105
Wid/Div/Sep	12.1	14.2	85
Mode of Transport			
Car	75.8	79.2	96
Public Transit	20.3	12.5	163
Class of Worker			
Employed	63.4	59.0	107
Occupation			
Agriculture	0.3	2.4	13
White Collar	37.7	35.0	108
Grey Collar	41.6	39.5	105
Blue Collar	20.7	25.5	81
Education			
No High School	13.9	15.9	88
High School	22.4	26.6	84
Trade School	10.8	9.1	119
College	19.7	20.2	97
Some University	3.3	2.2	149
University	29.9	26.02	115
Income			
Avg Hhd Income	\$115 845	\$109 506	106

*index of 100 is average

	Segment %	Canada %	Index*
Households			
Maintainer Age			
Under 25	1.2	3.0	40
25 to 34	11.3	14.7	77
35 to 44	18.8	17.7	106
45 to 54	21.3	17.8	120
55 to 64	21.0	20.0	105
65 to 74	15.2	15.7	97
75+	11.3	11.1	102
Size			
1 person	21.2	28.3	75
2 people	31.4	34.3	92
3 people	18.2	15.2	120
4+ people	29.2	22.2	132
Family Status			
Non-Family	23.7	32.6	73
Couples with Kids	38.5	29.4	131
Couples, no Kids	25.5	27.2	94
Lone-Parent Family	12.2	10.8	114
Age of Children			
Kids under 5	14.5	16.7	87
5 to 9	17.2	17.8	97
10 to 14	16.6	17.5	95
15 to 19	16.3	17.1	95
20 to 24	15.0	13.5	111
25+	20.3	17.5	116
Dwellings			
Tenure			
Own	80.8	67.6	119
Rent	19.2	31.9	60
Band Housing	-	0.4	0
Period of Construction			
Before 1960	13.8	21.1	65
1961 to 1980	30.8	27.8	111
1981 to 1990	14.3	13.3	108
1991 to 2000	10.1	11.9	85
2001 to 2005	6.6	6.7	99
2006 to 2010	10.6	7.5	140
2011 to 2016	8.6	6.9	126
2017 to present	5.2	4.9	107
Type			
Single-detached	45.1	52.7	86
Semi-detached	14.8	5.1	293
Row	8.0	6.6	121
Duplex	5.5	5.7	97
Lowrise (<5 Stories)	24.2	18.1	134
Highrise (5+ Stories)	2.1	10.2	21
Mobile	0.0	1.3	4



	Segment %	Canada %	Index*
Population			
Age			
Under 5	2.5	5.1	49
5 to 14	3.2	10.8	29
15 to 24	8.9	11.8	75
25 to 44	53.0	27.4	193
45 to 64	20.9	26.5	79
65 to 74	7.3	10.7	69
75 to 84	2.9	5.5	53
85+	1.3	2.3	56
Home Language			
English	85.3	67.5	126
French	4.2	20.2	21
Non-Official	10.5	12.4	85
Immigration			
Immigrant Population	25.3	22.4	113
Before 2001	42.1	47.4	89
2001 to 2005	8.8	10.4	84
2006 to 2010	11.9	11.9	100
2011 to 2016	19.2	13.7	141
2017 to present	18.0	16.6	108
Visible Minority			
Visible Minority Presence	28.4	25.4	112
Marital Status			
Single	47.1	28.9	163
Married or Common Law	39.6	56.9	70
Wid/Div/Sep	13.3	14.2	94
Mode of Transport			
Car	37.3	79.2	47
Public Transit	29.1	12.5	233
Class of Worker			
Employed	71.3	59.0	121
Occupation			
Agriculture	0.2	2.4	9
White Collar	45.1	35.0	129
Grey Collar	42.4	39.5	107
Blue Collar	12.5	25.5	49
Education			
No High School	4.8	15.9	30
High School	18.7	26.6	70
Trade School	4.0	9.1	44
College	16.3	20.2	81
Some University	2.2	2.2	102
University	54.1	26.0	208
Income			
Avg Hhd Income	\$95 495	\$109 506	87

*index of 100 is average

	Segment %	Canada %	Index*
Households			
Maintainer Age			
Under 25	6.7	3.0	225
25 to 34	34.9	14.7	238
35 to 44	21.2	17.7	120
45 to 54	12.2	17.8	68
55 to 64	11.8	20.0	59
65 to 74	8.8	15.7	56
75+	4.5	11.1	41
Size			
1 person	56.5	28.3	199
2 people	33.0	34.3	96
3 people	6.6	15.2	43
4+ people	3.9	22.2	18
Family Status			
Non-Family	67.1	32.6	205
Couples with Kids	6.4	29.4	22
Couples, no Kids	22.6	27.2	83
Lone-Parent Family	3.9	10.8	36
Age of Children			
Kids under 5	25.2	16.7	151
5 to 9	15.4	17.8	87
10 to 14	13.3	17.5	76
15 to 19	14.7	17.1	86
20 to 24	11.1	13.5	82
25+	20.2	17.5	116
Dwellings			
Tenure			
Own	25.0	67.6	37
Rent	75.0	31.9	235
Band Housing	-	0.4	0
Period of Construction			
Before 1960	26.6	21.1	126
1961 to 1980	35.2	27.8	127
1981 to 1990	12.1	13.3	91
1991 to 2000	7.8	11.9	65
2001 to 2005	3.7	6.7	55
2006 to 2010	4.3	7.5	58
2011 to 2016	5.3	6.9	77
2017 to present	5.0	4.9	102
Type			
Single-detached	1.9	52.7	4
Semi-detached	0.9	5.1	17
Row	1.9	6.6	29
Duplex	2.4	5.7	41
Lowrise (<5 Stories)	59.5	18.1	329
Highrise (5+ Stories)	33.2	10.2	325
Mobile	0.0	1.3	0



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.4	5.1	86	Under 25	1.4	3.0	46
5 to 14	11.2	10.8	103	25 to 34	9.8	14.7	67
15 to 24	11.4	11.8	96	35 to 44	15.5	17.7	88
25 to 44	22.3	27.4	82	45 to 54	18.4	17.8	103
45 to 64	30.0	26.5	113	55 to 64	24.0	20.0	120
65 to 74	13.0	10.7	122	65 to 74	19.5	15.7	124
75 to 84	6.1	5.5	111	75+	11.4	11.1	103
85+	1.6	2.3	72				
Home Language				Size			
English	5.2	67.5	8	1 person	18.2	28.3	64
French	92.3	20.2	458	2 people	39.6	34.3	116
Non-Official	2.5	12.4	20	3 people	17.4	15.2	115
				4+ people	24.7	22.2	111
Immigration				Family Status			
Immigrant Population	7.1	22.4	32	Non-Family	20.0	32.6	61
Before 2001	50.8	47.4	107	Couples with Kids	35.2	29.4	120
2001 to 2005	14.5	10.4	139	Couples, no Kids	34.6	27.2	127
2006 to 2010	14.2	11.9	119	Lone-Parent Family	10.2	10.8	95
2011 to 2016	8.3	13.7	60				
2017 to present	12.3	16.6	74	Age of Children			
				Kids under 5	13.6	16.7	81
Visible Minority				5 to 9	16.9	17.8	95
Visible Minority Presence	7.4	25.4	29	10 to 14	17.6	17.5	100
				15 to 19	17.8	17.1	104
Marital Status				20 to 24	15.6	13.5	116
Single	24.1	28.9	83	25+	18.6	17.5	106
Married or Common Law	65.4	56.9	115				
Wid/Div/Sep	10.5	14.2	74	Dwellings			
				Tenure			
Mode of Transport				Own	92.0	67.6	136
Car	87.4	79.2	110	Rent	8.0	31.9	25
Public Transit	8.0	12.5	64	Band Housing	0.0	0.4	0
Class of Worker				Period of Construction			
Employed	62.8	59.0	106	Before 1960	10.1	21.1	48
				1961 to 1980	39.7	27.8	143
Occupation				1981 to 1990	21.0	13.3	158
Agriculture	1.0	2.4	43	1991 to 2000	12.9	11.9	109
White Collar	36.0	35.0	103	2001 to 2005	5.0	6.7	75
Grey Collar	39.8	39.5	101	2006 to 2010	4.3	7.5	57
Blue Collar	24.2	25.5	95	2011 to 2016	3.2	6.9	47
				2017 to present	3.7	4.9	77
Education				Type			
No High School	13.4	15.9	84	Single-detached	81.6	52.7	155
High School	23.3	26.6	87	Semi-detached	7.2	5.1	141
Trade School	16.1	9.1	177	Row	2.1	6.6	32
College	21.6	20.2	107	Duplex	3.4	5.7	58
Some University	3.4	2.2	155	Lowrise (<5 Stories)	4.5	18.1	25
University	22.3	26.02	86	Highrise (5+ Stories)	0.6	10.2	6
				Mobile	0.5	1.3	37
Income							
Avg Hhd Income	\$118 288	\$109 506	108				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	5.7	5.1	113	Under 25	3.1	3.0	106
5 to 14	11.9	10.8	110	25 to 34	15.5	14.7	106
15 to 24	15.1	11.8	127	35 to 44	24.3	17.7	137
25 to 44	32.0	27.4	117	45 to 54	21.8	17.8	122
45 to 64	22.5	26.5	85	55 to 64	18.2	20.0	91
65 to 74	7.9	10.7	74	65 to 74	10.9	15.7	70
75 to 84	3.7	5.5	68	75+	6.2	11.1	56
85+	1.2	2.3	53				
Home Language				Size			
English	46.6	67.5	69	1 person	13.6	28.3	48
French	0.3	20.2	1	2 people	19.8	34.3	58
Non-Official	53.1	12.4	429	3 people	17.0	15.2	112
				4+ people	49.6	22.2	224
Immigration				Family Status			
Immigrant Population	55.0	22.4	245	Non-Family	18.7	32.6	57
Before 2001	41.0	47.4	87	Couples with Kids	53.7	29.4	183
2001 to 2005	13.8	10.4	132	Couples, no Kids	22.4	27.2	82
2006 to 2010	15.3	11.9	129	Lone-Parent Family	5.1	10.8	48
2011 to 2016	17.5	13.7	128				
2017 to present	12.4	16.6	74	Age of Children			
				Kids under 5	15.5	16.7	93
Visible Minority				5 to 9	16.1	17.8	91
Visible Minority Presence	85.3	25.4	335	10 to 14	16.4	17.5	94
				15 to 19	17.1	17.1	100
Marital Status				20 to 24	15.2	13.5	113
Single	30.6	28.9	106	25+	19.7	17.5	113
Married or Common Law	58.5	56.9	103				
Wid/Div/Sep	10.9	14.2	77	Dwellings			
				Tenure			
Mode of Transport				Own	58.8	67.6	87
Car	79.4	79.2	100	Rent	41.2	31.9	129
Public Transit	16.8	12.5	135	Band Housing	0.0	0.4	1
Class of Worker				Period of Construction			
Employed	57.8	59.0	98	Before 1960	6.8	21.1	32
				1961 to 1980	25.0	27.8	90
Occupation				1981 to 1990	18.6	13.3	140
Agriculture	3.4	2.4	144	1991 to 2000	20.4	11.9	172
White Collar	23.1	35.0	66	2001 to 2005	10.8	6.7	161
Grey Collar	39.7	39.5	101	2006 to 2010	8.9	7.5	119
Blue Collar	37.2	25.5	146	2011 to 2016	6.7	6.9	98
				2017 to present	2.8	4.9	57
Education				Type			
No High School	21.7	15.9	137	Single-detached	25.5	52.7	48
High School	34.3	26.6	129	Semi-detached	2.2	5.1	43
Trade School	5.0	9.1	55	Row	5.6	6.6	85
College	13.7	20.2	68	Duplex	42.5	5.7	740
Some University	2.5	2.2	115	Lowrise (<5 Stories)	16.9	18.1	93
University	22.8	26.0	88	Highrise (5+ Stories)	7.0	10.2	68
				Mobile	0.3	1.3	24
Income							
Avg Hhd Income	\$101 026	\$109 506	92				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.6	5.1	91	Under 25	1.4	3.0	48
5 to 14	9.4	10.8	87	25 to 34	11.0	14.7	75
15 to 24	13.7	11.8	116	35 to 44	17.5	17.7	99
25 to 44	29.1	27.4	106	45 to 54	20.8	17.8	117
45 to 64	27.0	26.5	102	55 to 64	22.4	20.0	112
65 to 74	9.1	10.7	85	65 to 74	14.7	15.7	93
75 to 84	5.0	5.5	91	75+	12.2	11.1	110
85+	2.2	2.3	96				
Home Language				Size			
English	66.6	67.5	99	1 person	19.6	28.3	69
French	1.1	20.2	5	2 people	26.7	34.3	78
Non-Official	32.3	12.4	261	3 people	19.9	15.2	131
				4+ people	33.8	22.2	153
Immigration				Family Status			
Immigrant Population	53.4	22.4	238	Non-Family	24.5	32.6	75
Before 2001	51.2	47.4	108	Couples with Kids	38.8	29.4	132
2001 to 2005	12.6	10.4	121	Couples, no Kids	20.8	27.2	77
2006 to 2010	12.2	11.9	102	Lone-Parent Family	15.8	10.8	147
2011 to 2016	10.7	13.7	78				
2017 to present	13.3	16.6	80	Age of Children			
				Kids under 5	12.7	16.7	76
Visible Minority				5 to 9	13.1	17.8	74
Visible Minority Presence	63.5	25.4	250	10 to 14	13.9	17.5	79
				15 to 19	16.3	17.1	95
Marital Status				20 to 24	16.6	13.5	123
Single	33.1	28.9	114	25+	27.4	17.5	157
Married or Common Law	52.1	56.9	92				
Wid/Div/Sep	14.8	14.2	104	Dwellings			
				Tenure			
Mode of Transport				Own	73.5	67.6	109
Car	65.6	79.2	83	Rent	26.5	31.9	83
Public Transit	29.5	12.5	236	Band Housing	-	0.4	0
Class of Worker				Period of Construction			
Employed	56.7	59.0	96	Before 1960	25.7	21.1	122
				1961 to 1980	34.4	27.8	123
Occupation				1981 to 1990	10.0	13.3	75
Agriculture	0.3	2.4	13	1991 to 2000	10.9	11.9	92
White Collar	34.4	35.0	98	2001 to 2005	5.7	6.7	85
Grey Collar	40.7	39.5	103	2006 to 2010	4.5	7.5	60
Blue Collar	24.8	25.5	97	2011 to 2016	3.9	6.9	57
				2017 to present	4.9	4.9	100
Education				Type			
No High School	17.1	15.9	108	Single-detached	29.4	52.7	56
High School	29.0	26.6	109	Semi-detached	12.7	5.1	250
Trade School	5.1	9.1	56	Row	21.9	6.6	332
College	18.5	20.2	91	Duplex	8.6	5.7	150
Some University	2.3	2.2	107	Lowrise (<5 Stories)	14.4	18.1	79
University	28.0	26.02	108	Highrise (5+ Stories)	12.7	10.2	125
				Mobile	0.1	1.3	8
Income							
Avg Hhd Income	\$100 322	\$109 506	92				

*index of 100 is average



	Segment %	Canada %	Index*		Segment %	Canada %	Index*
Population				Households			
Age				Maintainer Age			
Under 5	5.3	5.1	104	Under 25	2.7	3.0	93
5 to 14	10.3	10.8	95	25 to 34	17.5	14.7	119
15 to 24	10.9	11.8	92	35 to 44	21.0	17.7	118
25 to 44	32.0	27.4	117	45 to 54	17.6	17.8	99
45 to 64	25.6	26.5	97	55 to 64	18.2	20.0	91
65 to 74	9.5	10.7	89	65 to 74	13.8	15.7	88
75 to 84	4.7	5.5	86	75+	9.1	11.1	82
85+	1.7	2.3	75				
Home Language				Size			
English	79.7	67.5	118	1 person	35.9	28.3	127
French	2.9	20.2	14	2 people	33.2	34.3	97
Non-Official	17.4	12.4	141	3 people	14.7	15.2	97
				4+ people	16.2	22.2	73
Immigration				Family Status			
Immigrant Population	32.9	22.4	147	Non-Family	41.4	32.6	127
Before 2001	39.3	47.4	83	Couples with Kids	22.2	29.4	75
2001 to 2005	10.4	10.4	100	Couples, no Kids	22.3	27.2	82
2006 to 2010	13.5	11.9	113	Lone-Parent Family	14.2	10.8	132
2011 to 2016	15.8	13.7	115				
2017 to present	21.0	16.6	126	Age of Children			
				Kids under 5	18.6	16.7	111
Visible Minority				5 to 9	17.8	17.8	100
Visible Minority Presence	39.8	25.4	157	10 to 14	17.1	17.5	98
				15 to 19	16.3	17.1	95
Marital Status				20 to 24	13.5	13.5	100
Single	31.0	28.9	107	25+	16.8	17.5	96
Married or Common Law	49.7	56.9	87				
Wid/Div/Sep	19.3	14.2	136	Dwellings			
				Tenure			
Mode of Transport				Own	65.9	67.6	97
Car	75.9	79.2	96	Rent	34.1	31.9	107
Public Transit	17.3	12.5	139	Band Housing	-	0.4	0
Class of Worker				Period of Construction			
Employed	62.7	59.0	106	Before 1960	3.8	21.1	18
				1961 to 1980	28.4	27.8	102
Occupation				1981 to 1990	16.5	13.3	124
Agriculture	0.5	2.4	21	1991 to 2000	17.3	11.9	146
White Collar	34.8	35.0	99	2001 to 2005	9.2	6.7	137
Grey Collar	42.9	39.5	109	2006 to 2010	11.7	7.5	155
Blue Collar	22.3	25.5	88	2011 to 2016	7.8	6.9	113
				2017 to present	5.3	4.9	109
Education				Type			
No High School	12.3	15.9	77	Single-detached	9.9	52.7	19
High School	28.6	26.6	107	Semi-detached	3.4	5.1	68
Trade School	6.7	9.1	74	Row	34.7	6.6	525
College	22.0	20.2	109	Duplex	1.9	5.7	33
Some University	2.4	2.2	111	Lowrise (<5 Stories)	46.4	18.1	256
University	28.0	26.0	108	Highrise (5+ Stories)	3.3	10.2	33
				Mobile	0.2	1.3	19
Income							
Avg Hhd Income	\$95 527	\$109 506	87				

*index of 100 is average



	o	#	@
h			
Under 5	6.0	5.1	117
5 to 14	12.9	10.8	120
15 to 24	12.4	11.8	105
25 to 44	23.0	27.4	84
45 to 64	26.9	26.5	101
65 to 74	11.5	10.7	108
75 to 84	5.4	5.5	98
85+	2.0	2.3	88
= O			
English	93.9	67.5	139
French	0.5	20.2	3
Non-Official	5.6	12.4	45
@			
Immigrant Population	8.8	22.4	39
Before 2001	66.5	47.4	140
2001 to 2005	7.0	10.4	67
2006 to 2010	8.7	11.9	73
2011 to 2016	8.2	13.7	60
2017 to present	9.7	16.6	58
† U			
Visible Minority Presence	2.9	25.4	11
U o			
Single	23.5	28.9	81
Married or Common Law	64.0	56.9	112
Wid/Div/Sep	12.5	14.2	88
U u			
Car	92.1	79.2	116
Public Transit	1.1	12.5	9
# ‡			
Employed	60.1	59.0	102
\			
Agriculture	14.2	2.4	601
White Collar	23.6	35.0	67
Grey Collar	31.0	39.5	78
Blue Collar	45.4	25.5	178
-			
No High School	23.1	15.9	145
High School	29.8	26.6	112
Trade School	11.2	9.1	123
College	22.9	20.2	114
Some University	1.7	2.2	76
University	11.4	26.02	44
@			
Avg Hhd Income	\$104 556	\$109 506	95

	o	#	@
U			
Under 25	2.3	3.0	77
25 to 34	12.2	14.7	83
35 to 44	16.0	17.7	90
45 to 54	17.2	17.8	97
55 to 64	22.1	20.0	110
65 to 74	18.2	15.7	116
75+	11.9	11.1	108
o			
1 person	20.9	28.3	74
2 people	38.7	34.3	113
3 people	14.4	15.2	94
4+ people	26.0	22.2	117
7 o			
Non-Family	23.9	32.6	73
Couples with Kids	33.5	29.4	114
Couples, no Kids	34.1	27.2	125
Lone-Parent Family	8.5	10.8	79
* #			
Kids under 5	17.9	16.7	107
5 to 9	19.5	17.8	110
10 to 14	19.2	17.5	110
15 to 19	18.2	17.1	106
20 to 24	12.0	13.5	89
25+	13.1	17.5	75
) _____			
u			
Own	81.7	67.6	121
Rent	16.7	31.9	52
Band Housing	1.6	0.4	392
h #			
Before 1960	29.1	21.1	138
1961 to 1980	26.1	27.8	94
1981 to 1990	12.4	13.3	93
1991 to 2000	11.8	11.9	99
2001 to 2005	5.5	6.7	83
2006 to 2010	6.4	7.5	86
2011 to 2016	4.7	6.9	68
2017 to present	4.0	4.9	81
u			
Single-detached	85.9	52.7	163
Semi-detached	2.2	5.1	43
Row	1.8	6.6	27
Duplex	1.1	5.7	19
Lowrise (<5 Stories)	3.7	18.1	20
Highrise (5+ Stories)	0.1	10.2	1
Mobile	5.0	1.3	372

*index of 100 is average



	o	#	@
h			
Under 5	6.8	5.1	133
5 to 14	14.4	10.8	133
15 to 24	10.5	11.8	89
25 to 44	30.1	27.4	110
45 to 64	25.9	26.5	98
65 to 74	8.2	10.7	77
75 to 84	3.3	5.5	60
85+	0.8	2.3	34
= O			
English	3.8	67.5	6
French	94.3	20.2	468
Non-Official	1.9	12.4	15
@			
Immigrant Population	4.9	22.4	22
Before 2001	35.9	47.4	76
2001 to 2005	15.0	10.4	143
2006 to 2010	16.8	11.9	141
2011 to 2016	11.4	13.7	83
2017 to present	20.9	16.6	126
† U			
Visible Minority Presence	5.8	25.4	23
U o			
Single	25.2	28.9	87
Married or Common Law	64.4	56.9	113
Wid/Div/Sep	10.3	14.2	73
U u			
Car	90.9	79.2	115
Public Transit	5.7	12.5	46
# ‡			
Employed	73.7	59.0	125
\			
Agriculture	0.8	2.4	35
White Collar	33.0	35.0	94
Grey Collar	40.3	39.5	102
Blue Collar	26.7	25.5	105
-			
No High School	15.0	15.9	95
High School	22.4	26.6	84
Trade School	20.0	9.1	220
College	21.2	20.2	105
Some University	2.7	2.2	123
University	18.7	26.0	72
@			
Avg Hhd Income	\$112 685	\$109 506	103

	o	#	@
=			
U			
Under 25	2.3	3.0	79
25 to 34	18.0	14.7	123
35 to 44	24.3	17.7	137
45 to 54	19.9	17.8	112
55 to 64	18.2	20.0	91
65 to 74	11.7	15.7	74
75+	5.5	11.1	50
o			
1 person	21.1	28.3	74
2 people	35.3	34.3	103
3 people	18.1	15.2	119
4+ people	25.5	22.2	115
7 o			
Non-Family	24.1	32.6	74
Couples with Kids	36.3	29.4	124
Couples, no Kids	28.2	27.2	104
Lone-Parent Family	11.4	10.8	106
* #			
Kids under 5	20.6	16.7	123
5 to 9	22.2	17.8	125
10 to 14	19.4	17.5	111
15 to 19	15.7	17.1	92
20 to 24	10.7	13.5	80
25+	11.3	17.5	65
)			
u			
Own	80.6	67.6	119
Rent	19.4	31.9	61
Band Housing	0.0	0.4	9
h #			
Before 1960	5.8	21.1	27
1961 to 1980	14.7	27.8	53
1981 to 1990	11.4	13.3	86
1991 to 2000	15.7	11.9	133
2001 to 2005	11.0	6.7	165
2006 to 2010	17.9	7.5	237
2011 to 2016	16.5	6.9	241
2017 to present	7.1	4.9	144
u			
Single-detached	56.3	52.7	107
Semi-detached	13.5	5.1	266
Row	4.1	6.6	63
Duplex	5.7	5.7	100
Lowrise (<5 Stories)	18.5	18.1	102
Highrise (5+ Stories)	0.2	10.2	2
Mobile	1.4	1.3	109

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.2	5.1	82	Under 25	2.1	3.0	71
5 to 14	10.0	10.8	92	25 to 34	10.7	14.7	73
15 to 24	9.7	11.8	82	35 to 44	14.3	17.7	80
25 to 44	23.0	27.4	84	45 to 54	14.4	17.8	81
45 to 64	27.3	26.5	103	55 to 64	20.6	20.0	103
65 to 74	14.9	10.7	140	65 to 74	21.5	15.7	136
75 to 84	8.4	5.5	153	75+	16.4	11.1	148
85+	2.5	2.3	111				
Home Language				Size			
English	2.0	67.5	3	1 person	28.5	28.3	101
French	97.0	20.2	481	2 people	41.8	34.3	122
Non-Official	1.0	12.4	8	3 people	14.2	15.2	94
				4+ people	15.5	22.2	70
Immigration				Family Status			
Immigrant Population	3.3	22.4	15	Non-Family	30.7	32.6	94
Before 2001	43.5	47.4	92	Couples with Kids	24.4	29.4	83
2001 to 2005	13.5	10.4	130	Couples, no Kids	35.4	27.2	130
2006 to 2010	14.7	11.9	124	Lone-Parent Family	9.5	10.8	88
2011 to 2016	12.7	13.7	93				
2017 to present	15.6	16.6	94	Age of Children			
				Kids under 5	15.8	16.7	95
Visible Minority				5 to 9	18.8	17.8	106
Visible Minority Presence	2.7	25.4	11	10 to 14	18.2	17.5	104
				15 to 19	16.9	17.1	99
Marital Status				20 to 24	14.0	13.5	104
Single	24.2	28.9	84	25+	16.4	17.5	94
Married or Common Law	61.5	56.9	108				
Wid/Div/Sep	14.3	14.2	101	Dwellings			
				Tenure			
Mode of Transport				Own	76.8	67.6	113
Car	89.1	79.2	113	Rent	23.2	31.9	73
Public Transit	4.6	12.5	37	Band Housing	0.0	0.4	2
Class of Worker				Period of Construction			
Employed	56.2	59.0	95	Before 1960	16.2	21.1	77
				1961 to 1980	37.7	27.8	135
Occupation				1981 to 1990	14.5	13.3	109
Agriculture	1.0	2.4	44	1991 to 2000	9.8	11.9	83
White Collar	36.3	35.0	104	2001 to 2005	5.0	6.7	75
Grey Collar	39.9	39.5	101	2006 to 2010	6.3	7.5	84
Blue Collar	23.8	25.5	93	2011 to 2016	6.3	6.9	92
				2017 to present	4.2	4.9	85
Education				Type			
No High School	15.2	15.9	96	Single-detached	58.6	52.7	111
High School	23.2	26.6	87	Semi-detached	9.5	5.1	187
Trade School	17.5	9.1	193	Row	3.2	6.6	48
College	21.2	20.2	105	Duplex	6.8	5.7	118
Some University	3.1	2.2	143	Lowrise (<5 Stories)	19.9	18.1	110
University	19.8	26.02	76	Highrise (5+ Stories)	0.9	10.2	9
				Mobile	0.8	1.3	60
Income							
Avg Hhd Income	\$95 544	\$109 506	87				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	5.4	5.1	106	Under 25	2.0	3.0	67
5 to 14	11.1	10.8	102	25 to 34	14.6	14.7	99
15 to 24	12.7	11.8	107	35 to 44	20.0	17.7	113
25 to 44	30.2	27.4	110	45 to 54	18.9	17.8	106
45 to 64	25.9	26.5	98	55 to 64	20.7	20.0	104
65 to 74	9.0	10.7	85	65 to 74	14.5	15.7	92
75 to 84	4.2	5.5	76	75+	9.3	11.1	84
85+	1.6	2.3	70				
Home Language				Size			
English	81.4	67.5	121	1 person	21.4	28.3	76
French	0.9	20.2	4	2 people	32.1	34.3	94
Non-Official	17.7	12.4	143	3 people	18.5	15.2	122
				4+ people	28.0	22.2	126
Immigration				Family Status			
Immigrant Population	31.6	22.4	141	Non-Family	27.3	32.6	84
Before 2001	40.1	47.4	85	Couples with Kids	33.3	29.4	114
2001 to 2005	9.0	10.4	86	Couples, no Kids	24.6	27.2	90
2006 to 2010	15.0	11.9	126	Lone-Parent Family	14.7	10.8	137
2011 to 2016	19.1	13.7	139				
2017 to present	16.9	16.6	101	Age of Children			
				Kids under 5	16.2	16.7	97
Visible Minority				5 to 9	16.8	17.8	95
Visible Minority Presence	40.2	25.4	158	10 to 14	16.1	17.5	92
				15 to 19	16.6	17.1	97
Marital Status				20 to 24	14.6	13.5	109
Single	31.3	28.9	108	25+	19.7	17.5	113
Married or Common Law	54.5	56.9	96				
Wid/Div/Sep	14.2	14.2	100	Dwellings			
				Tenure			
Mode of Transport				Own	77.4	67.6	114
Car	79.4	79.2	100	Rent	22.6	31.9	71
Public Transit	14.9	12.5	119	Band Housing	0.0	0.4	1
Class of Worker				Period of Construction			
Employed	60.0	59.0	102	Before 1960	37.4	21.1	177
				1961 to 1980	35.6	27.8	128
Occupation				1981 to 1990	12.7	13.3	96
Agriculture	0.6	2.4	27	1991 to 2000	5.9	11.9	50
White Collar	30.6	35.0	88	2001 to 2005	2.0	6.7	31
Grey Collar	40.6	39.5	103	2006 to 2010	1.6	7.5	22
Blue Collar	28.8	25.5	113	2011 to 2016	1.8	6.9	26
				2017 to present	2.9	4.9	60
Education				Type			
No High School	16.5	15.9	104	Single-detached	72.6	52.7	138
High School	31.6	26.6	119	Semi-detached	7.3	5.1	145
Trade School	8.1	9.1	89	Row	6.0	6.6	92
College	20.3	20.2	100	Duplex	7.3	5.7	128
Some University	2.2	2.2	100	Lowrise (<5 Stories)	5.5	18.1	30
University	21.3	26.0	82	Highrise (5+ Stories)	0.8	10.2	8
				Mobile	0.2	1.3	13
Income							
Avg Hhd Income	\$95 431	\$109 506	87				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	5.6	5.1	111	Under 25	2.8	3.0	94
5 to 14	11.8	10.8	109	25 to 34	13.9	14.7	95
15 to 24	11.4	11.8	97	35 to 44	16.2	17.7	91
25 to 44	25.2	27.4	92	45 to 54	17.7	17.8	100
45 to 64	28.1	26.5	106	55 to 64	21.5	20.0	107
65 to 74	11.2	10.7	105	65 to 74	16.8	15.7	107
75 to 84	5.1	5.5	93	75+	11.0	11.1	100
85+	1.6	2.3	71				
Home Language				Size			
English	85.2	67.5	126	1 person	27.0	28.3	95
French	11.1	20.2	55	2 people	37.4	34.3	109
Non-Official	3.6	12.4	29	3 people	15.7	15.2	104
				4+ people	19.9	22.2	90
Immigration				Family Status			
Immigrant Population	6.2	22.4	28	Non-Family	29.6	32.6	91
Before 2001	58.6	47.4	124	Couples with Kids	28.1	29.4	96
2001 to 2005	7.1	10.4	68	Couples, no Kids	30.5	27.2	112
2006 to 2010	8.7	11.9	73	Lone-Parent Family	11.8	10.8	109
2011 to 2016	18.6	13.7	136				
2017 to present	7.0	16.6	42	Age of Children			
				Kids under 5	18.6	16.7	111
Visible Minority				5 to 9	19.0	17.8	107
Visible Minority Presence	4.7	25.4	18	10 to 14	19.2	17.5	110
				15 to 19	17.5	17.1	102
Marital Status				20 to 24	11.3	13.5	84
Single	26.5	28.9	91	25+	14.4	17.5	82
Married or Common Law	59.7	56.9	105				
Wid/Div/Sep	13.9	14.2	98	Dwellings			
				Tenure			
Mode of Transport				Own	73.6	67.6	109
Car	85.0	79.2	107	Rent	23.7	31.9	74
Public Transit	2.3	12.5	19	Band Housing	2.7	0.4	660
Class of Worker				Period of Construction			
Employed	59.3	59.0	100	Before 1960	25.3	21.1	120
				1961 to 1980	38.4	27.8	138
Occupation				1981 to 1990	13.1	13.3	98
Agriculture	2.7	2.4	116	1991 to 2000	9.5	11.9	80
White Collar	28.8	35.0	82	2001 to 2005	3.3	6.7	50
Grey Collar	40.5	39.5	103	2006 to 2010	3.6	7.5	48
Blue Collar	30.7	25.5	120	2011 to 2016	3.9	6.9	56
				2017 to present	2.9	4.9	60
Education				Type			
No High School	20.3	15.9	128	Single-detached	73.4	52.7	139
High School	27.8	26.6	104	Semi-detached	5.2	5.1	102
Trade School	11.7	9.1	129	Row	4.1	6.6	63
College	23.3	20.2	115	Duplex	4.7	5.7	83
Some University	1.6	2.2	75	Lowrise (<5 Stories)	7.5	18.1	41
University	15.3	26.02	59	Highrise (5+ Stories)	0.4	10.2	4
				Mobile	4.4	1.3	333
Income							
Avg Hhd Income	\$114 298	\$109 506	104				

*index of 100 is average



	Segment %	Canada %	Index*		Segment %	Canada %	Index*
Population				Households			
Age				Maintainer Age			
Under 5	5.8	5.1	114	Under 25	2.7	3.0	92
5 to 14	12.5	10.8	115	25 to 34	17.2	14.7	117
15 to 24	12.9	11.8	109	35 to 44	21.2	17.7	120
25 to 44	30.3	27.4	111	45 to 54	19.1	17.8	107
45 to 64	25.1	26.5	95	55 to 64	19.2	20.0	96
65 to 74	8.6	10.7	80	65 to 74	13.3	15.7	85
75 to 84	3.7	5.5	68	75+	7.3	11.1	66
85+	1.2	2.3	53				
Home Language				Size			
English	92.4	67.5	137	1 person	20.2	28.3	71
French	1.4	20.2	7	2 people	34.3	34.3	100
Non-Official	6.2	12.4	50	3 people	19.1	15.2	126
				4+ people	26.4	22.2	119
Immigration				Family Status			
Immigrant Population	14.2	22.4	63	Non-Family	25.2	32.6	77
Before 2001	49.8	47.4	105	Couples with Kids	32.8	29.4	112
2001 to 2005	8.5	10.4	81	Couples, no Kids	26.1	27.2	96
2006 to 2010	12.4	11.9	104	Lone-Parent Family	15.8	10.8	147
2011 to 2016	14.9	13.7	109				
2017 to present	14.5	16.6	87	Age of Children			
				Kids under 5	17.5	16.7	105
Visible Minority				5 to 9	18.9	17.8	106
Visible Minority Presence	15.5	25.4	61	10 to 14	18.0	17.5	103
				15 to 19	17.3	17.1	101
Marital Status				20 to 24	12.9	13.5	96
Single	28.9	28.9	100	25+	15.5	17.5	89
Married or Common Law	56.5	56.9	99				
Wid/Div/Sep	14.6	14.2	103	Dwellings			
				Tenure			
Mode of Transport				Own	77.3	67.6	114
Car	88.6	79.2	112	Rent	22.6	31.9	71
Public Transit	6.0	12.5	48	Band Housing	0.1	0.4	13
Class of Worker				Period of Construction			
Employed	65.5	59.0	111	Before 1960	9.8	21.1	46
				1961 to 1980	37.4	27.8	135
Occupation				1981 to 1990	14.7	13.3	111
Agriculture	1.1	2.4	47	1991 to 2000	14.3	11.9	121
White Collar	31.4	35.0	90	2001 to 2005	8.5	6.7	126
Grey Collar	42.2	39.5	107	2006 to 2010	6.8	7.5	91
Blue Collar	26.4	25.5	103	2011 to 2016	4.2	6.9	61
				2017 to present	4.2	4.9	87
Education				Type			
No High School	15.1	15.9	95	Single-detached	55.4	52.7	105
High School	32.5	26.6	122	Semi-detached	17.7	5.1	350
Trade School	8.4	9.1	93	Row	13.6	6.6	206
College	24.6	20.2	122	Duplex	5.4	5.7	93
Some University	1.7	2.2	77	Lowrise (<5 Stories)	5.9	18.1	33
University	17.7	26.0	68	Highrise (5+ Stories)	0.6	10.2	6
				Mobile	1.2	1.3	91
Income							
Avg Hhd Income	\$105 873	\$109 506	97				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	5.2	5.1	102	Under 25	2.9	3.0	99
5 to 14	10.3	10.8	96	25 to 34	14.6	14.7	99
15 to 24	10.5	11.8	89	35 to 44	18.0	17.7	102
25 to 44	28.8	27.4	105	45 to 54	17.8	17.8	100
45 to 64	26.8	26.5	101	55 to 64	20.0	20.0	100
65 to 74	10.5	10.7	98	65 to 74	15.1	15.7	96
75 to 84	5.6	5.5	102	75+	11.6	11.1	105
85+	2.3	2.3	100				
Home Language				Size			
English	11.8	67.5	18	1 person	39.0	28.3	138
French	76.4	20.2	379	2 people	31.7	34.3	92
Non-Official	11.7	12.4	95	3 people	13.7	15.2	90
				4+ people	15.6	22.2	70
Immigration				Family Status			
Immigrant Population	23.2	22.4	103	Non-Family	44.0	32.6	135
Before 2001	44.1	47.4	93	Couples with Kids	21.4	29.4	73
2001 to 2005	11.4	10.4	109	Couples, no Kids	21.8	27.2	80
2006 to 2010	14.4	11.9	121	Lone-Parent Family	12.8	10.8	119
2011 to 2016	16.8	13.7	123				
2017 to present	13.3	16.6	80	Age of Children			
				Kids under 5	18.6	16.7	111
Visible Minority				5 to 9	19.4	17.8	109
Visible Minority Presence	26.6	25.4	105	10 to 14	16.3	17.5	93
				15 to 19	15.8	17.1	92
Marital Status				20 to 24	13.6	13.5	101
Single	34.8	28.9	120	25+	16.2	17.5	93
Married or Common Law	48.6	56.9	85				
Wid/Div/Sep	16.6	14.2	117	Dwellings			
				Tenure			
Mode of Transport				Own	46.4	67.6	69
Car	61.4	79.2	78	Rent	53.6	31.9	168
Public Transit	29.6	12.5	237	Band Housing	0.0	0.4	0
Class of Worker				Period of Construction			
Employed	60.4	59.0	102	Before 1960	42.0	21.1	199
				1961 to 1980	30.3	27.8	109
Occupation				1981 to 1990	10.8	13.3	81
Agriculture	0.3	2.4	13	1991 to 2000	5.2	11.9	44
White Collar	40.0	35.0	114	2001 to 2005	2.4	6.7	36
Grey Collar	40.9	39.5	103	2006 to 2010	3.3	7.5	44
Blue Collar	19.1	25.5	75	2011 to 2016	2.7	6.9	40
				2017 to present	3.3	4.9	68
Education				Type			
No High School	16.7	15.9	105	Single-detached	12.3	52.7	23
High School	22.0	26.6	82	Semi-detached	4.1	5.1	81
Trade School	12.9	9.1	142	Row	3.1	6.6	46
College	17.2	20.2	85	Duplex	23.5	5.7	410
Some University	3.1	2.2	142	Lowrise (<5 Stories)	52.1	18.1	287
University	28.1	26.02	108	Highrise (5+ Stories)	4.2	10.2	41
				Mobile	0.1	1.3	10
Income							
Avg Hhd Income	\$89 947	\$109 506	82				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.5	5.1	89	Under 25	7.4	3.0	248
5 to 14	7.0	10.8	65	25 to 34	27.5	14.7	187
15 to 24	10.8	11.8	92	35 to 44	21.8	17.7	123
25 to 44	43.6	27.4	159	45 to 54	13.6	17.8	77
45 to 64	21.6	26.5	82	55 to 64	14.3	20.0	71
65 to 74	7.7	10.7	72	65 to 74	10.0	15.7	63
75 to 84	3.4	5.5	62	75+	5.5	11.1	49
85+	1.4	2.3	61				
Home Language				Size			
English	9.7	67.5	14	1 person	51.2	28.3	181
French	82.8	20.2	411	2 people	31.1	34.3	91
Non-Official	7.5	12.4	61	3 people	10.0	15.2	66
				4+ people	7.7	22.2	35
Immigration				Family Status			
Immigrant Population	18.6	22.4	83	Non-Family	60.7	32.6	186
Before 2001	35.7	47.4	75	Couples with Kids	11.8	29.4	40
2001 to 2005	9.8	10.4	94	Couples, no Kids	20.0	27.2	74
2006 to 2010	16.5	11.9	138	Lone-Parent Family	7.5	10.8	70
2011 to 2016	25.4	13.7	186				
2017 to present	12.6	16.6	76	Age of Children			
				Kids under 5	25.6	16.7	153
Visible Minority				5 to 9	21.3	17.8	120
Visible Minority Presence	18.0	25.4	71	10 to 14	16.2	17.5	93
				15 to 19	14.3	17.1	83
Marital Status				20 to 24	9.9	13.5	74
Single	46.7	28.9	161	25+	12.6	17.5	72
Married or Common Law	40.4	56.9	71				
Wid/Div/Sep	12.8	14.2	90	Dwellings			
				Tenure			
Mode of Transport				Own	27.1	67.6	40
Car	37.1	79.2	47	Rent	72.9	31.9	228
Public Transit	37.2	12.5	298	Band Housing	0.0	0.4	0
Class of Worker				Period of Construction			
Employed	67.7	59.0	115	Before 1960	52.4	21.1	249
				1961 to 1980	22.7	27.8	82
Occupation				1981 to 1990	8.1	13.3	61
Agriculture	0.3	2.4	13	1991 to 2000	5.2	11.9	44
White Collar	44.6	35.0	127	2001 to 2005	2.2	6.7	33
Grey Collar	43.7	39.5	111	2006 to 2010	2.9	7.5	38
Blue Collar	11.7	25.5	46	2011 to 2016	3.1	6.9	45
				2017 to present	3.3	4.9	68
Education				Type			
No High School	10.1	15.9	64	Single-detached	1.4	52.7	3
High School	16.4	26.6	61	Semi-detached	0.4	5.1	9
Trade School	9.2	9.1	102	Row	1.1	6.6	17
College	17.4	20.2	86	Duplex	9.2	5.7	161
Some University	3.0	2.2	135	Lowrise (<5 Stories)	81.9	18.1	452
University	43.9	26.0	169	Highrise (5+ Stories)	5.0	10.2	49
				Mobile	0.0	1.3	2
Income							
Avg Hhd Income	\$74 565	\$109 506	68				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.7	5.1	93	Under 25	2.0	3.0	69
5 to 14	10.6	10.8	98	25 to 34	10.4	14.7	71
15 to 24	10.7	11.8	91	35 to 44	13.6	17.7	77
25 to 44	21.3	27.4	78	45 to 54	16.2	17.8	91
45 to 64	29.4	26.5	111	55 to 64	23.1	20.0	115
65 to 74	14.2	10.7	133	65 to 74	20.6	15.7	131
75 to 84	6.9	5.5	125	75+	14.1	11.1	127
85+	2.2	2.3	97				
Home Language				Size			
English	97.4	67.5	144	1 person	23.9	28.3	84
French	1.2	20.2	6	2 people	42.3	34.3	123
Non-Official	1.4	12.4	12	3 people	14.4	15.2	95
				4+ people	19.4	22.2	87
Immigration				Family Status			
Immigrant Population	6.2	22.4	27	Non-Family	26.4	32.6	81
Before 2001	71.7	47.4	151	Couples with Kids	27.5	29.4	94
2001 to 2005	5.2	10.4	50	Couples, no Kids	36.9	27.2	136
2006 to 2010	7.9	11.9	66	Lone-Parent Family	9.2	10.8	85
2011 to 2016	7.8	13.7	57				
2017 to present	7.3	16.6	44	Age of Children			
				Kids under 5	16.5	16.7	99
Visible Minority				5 to 9	18.4	17.8	104
Visible Minority Presence	2.2	25.4	9	10 to 14	18.6	17.5	106
				15 to 19	18.6	17.1	109
Marital Status				20 to 24	11.9	13.5	88
Single	21.4	28.9	74	25+	16.0	17.5	92
Married or Common Law	64.0	56.9	113				
Wid/Div/Sep	14.6	14.2	103	Dwellings			
				Tenure			
Mode of Transport				Own	85.0	67.6	126
Car	93.0	79.2	118	Rent	14.0	31.9	44
Public Transit	1.2	12.5	10	Band Housing	0.9	0.4	225
Class of Worker				Period of Construction			
Employed	55.4	59.0	94	Before 1960	25.5	21.1	121
				1961 to 1980	29.0	27.8	104
Occupation				1981 to 1990	14.1	13.3	106
Agriculture	8.2	2.4	347	1991 to 2000	12.1	11.9	102
White Collar	28.1	35.0	80	2001 to 2005	5.0	6.7	75
Grey Collar	36.1	39.5	91	2006 to 2010	5.8	7.5	78
Blue Collar	35.7	25.5	140	2011 to 2016	4.7	6.9	69
				2017 to present	3.7	4.9	76
Education				Type			
No High School	19.1	15.9	120	Single-detached	87.1	52.7	165
High School	29.4	26.6	110	Semi-detached	1.8	5.1	36
Trade School	11.3	9.1	124	Row	1.4	6.6	22
College	24.5	20.2	121	Duplex	1.2	5.7	21
Some University	1.9	2.2	85	Lowrise (<5 Stories)	3.1	18.1	17
University	13.9	26.02	54	Highrise (5+ Stories)	0.1	10.2	1
				Mobile	5.0	1.3	378
Income							
Avg Hhd Income	\$98 537	\$109 506	90				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	5.6	5.1	111	Under 25	2.2	3.0	74
5 to 14	12.3	10.8	114	25 to 34	13.1	14.7	89
15 to 24	9.8	11.8	83	35 to 44	18.7	17.7	106
25 to 44	24.9	27.4	91	45 to 54	17.2	17.8	96
45 to 64	28.4	26.5	107	55 to 64	22.1	20.0	110
65 to 74	12.3	10.7	115	65 to 74	17.4	15.7	111
75 to 84	5.3	5.5	96	75+	9.4	11.1	85
85+	1.4	2.3	61				
Home Language				Size			
English	1.8	67.5	3	1 person	23.6	28.3	83
French	97.6	20.2	484	2 people	39.9	34.3	116
Non-Official	0.6	12.4	4	3 people	15.4	15.2	102
				4+ people	21.1	22.2	95
Immigration				Family Status			
Immigrant Population	1.7	22.4	8	Non-Family	25.2	32.6	77
Before 2001	53.8	47.4	113	Couples with Kids	32.0	29.4	109
2001 to 2005	12.6	10.4	121	Couples, no Kids	34.6	27.2	127
2006 to 2010	11.9	11.9	100	Lone-Parent Family	8.2	10.8	76
2011 to 2016	9.9	13.7	73				
2017 to present	11.8	16.6	71	Age of Children			
				Kids under 5	19.0	16.7	114
Visible Minority				5 to 9	20.9	17.8	118
Visible Minority Presence	1.0	25.4	4	10 to 14	18.8	17.5	107
				15 to 19	16.1	17.1	94
Marital Status				20 to 24	11.7	13.5	87
Single	23.0	28.9	80	25+	13.5	17.5	77
Married or Common Law	66.5	56.9	117				
Wid/Div/Sep	10.4	14.2	73	Dwellings			
				Tenure			
Mode of Transport				Own	86.2	67.6	127
Car	94.0	79.2	119	Rent	13.6	31.9	42
Public Transit	1.4	12.5	11	Band Housing	0.2	0.4	55
Class of Worker				Period of Construction			
Employed	64.2	59.0	109	Before 1960	16.5	21.1	79
				1961 to 1980	29.9	27.8	107
Occupation				1981 to 1990	14.7	13.3	110
Agriculture	4.6	2.4	194	1991 to 2000	11.8	11.9	99
White Collar	29.1	35.0	83	2001 to 2005	5.7	6.7	85
Grey Collar	36.0	39.5	91	2006 to 2010	8.5	7.5	114
Blue Collar	34.9	25.5	137	2011 to 2016	8.0	6.9	117
				2017 to present	4.9	4.9	100
Education				Type			
No High School	19.1	15.9	120	Single-detached	81.7	52.7	155
High School	21.8	26.6	82	Semi-detached	4.1	5.1	81
Trade School	23.3	9.1	256	Row	0.6	6.6	9
College	19.6	20.2	97	Duplex	4.2	5.7	73
Some University	2.4	2.2	109	Lowrise (<5 Stories)	5.6	18.1	31
University	13.8	26.0	53	Highrise (5+ Stories)	0.1	10.2	1
				Mobile	3.4	1.3	252
Income							
Avg Hhd Income	\$101 092	\$109 506	92				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.4	5.1	86	Under 25	1.7	3.0	59
5 to 14	10.2	10.8	94	25 to 34	11.1	14.7	76
15 to 24	11.3	11.8	96	35 to 44	14.1	17.7	80
25 to 44	23.3	27.4	85	45 to 54	17.4	17.8	98
45 to 64	29.2	26.5	110	55 to 64	22.7	20.0	113
65 to 74	13.0	10.7	122	65 to 74	19.4	15.7	123
75 to 84	6.5	5.5	118	75+	13.5	11.1	122
85+	2.1	2.3	94				
Home Language				Size			
English	94.8	67.5	141	1 person	22.2	28.3	78
French	3.5	20.2	17	2 people	40.2	34.3	117
Non-Official	1.7	12.4	14	3 people	16.3	15.2	107
				4+ people	21.2	22.2	96
Immigration				Family Status			
Immigrant Population	8.0	22.4	35	Non-Family	25.1	32.6	77
Before 2001	73.4	47.4	155	Couples with Kids	29.6	29.4	101
2001 to 2005	5.6	10.4	54	Couples, no Kids	34.2	27.2	126
2006 to 2010	5.2	11.9	43	Lone-Parent Family	11.1	10.8	103
2011 to 2016	5.1	13.7	37				
2017 to present	10.7	16.6	64	Age of Children			
				Kids under 5	14.6	16.7	88
Visible Minority				5 to 9	16.8	17.8	94
Visible Minority Presence	3.2	25.4	13	10 to 14	17.4	17.5	99
				15 to 19	18.4	17.1	108
Marital Status				20 to 24	14.1	13.5	104
Single	23.3	28.9	81	25+	18.7	17.5	107
Married or Common Law	61.6	56.9	108	Dwellings			
Wid/Div/Sep	15.1	14.2	106	Tenure			
				Own	83.6	67.6	124
Mode of Transport				Rent	16.1	31.9	50
Car	92.6	79.2	117	Band Housing	0.3	0.4	64
Public Transit	2.0	12.5	16	Period of Construction			
				Before 1960	24.8	21.1	118
Class of Worker				1961 to 1980	30.4	27.8	109
Employed	57.2	59.0	97	1981 to 1990	12.8	13.3	96
				1991 to 2000	11.6	11.9	98
Occupation				2001 to 2005	5.3	6.7	79
Agriculture	2.4	2.4	104	2006 to 2010	5.5	7.5	74
White Collar	29.7	35.0	85	2011 to 2016	4.3	6.9	62
Grey Collar	40.4	39.5	102	2017 to present	5.2	4.9	107
Blue Collar	29.9	25.5	117	Type			
				Single-detached	83.2	52.7	158
Education				Semi-detached	3.4	5.1	67
No High School	17.0	15.9	107	Row	2.7	6.6	41
High School	31.1	26.6	117	Duplex	3.3	5.7	57
Trade School	9.5	9.1	105	Lowrise (<5 Stories)	4.8	18.1	27
College	26.6	20.2	132	Highrise (5+ Stories)	0.3	10.2	3
Some University	1.6	2.2	71	Mobile	2.0	1.3	150
University	14.2	26.02	55				
Income							
Avg Hhd Income	\$101 714	\$109 506	93				

*index of 100 is average



	Segment %	Canada %	Index*		Segment %	Canada %	Index*
Population				Households			
Age				Maintainer Age			
Under 5	4.1	5.1	81	Under 25	2.5	3.0	83
5 to 14	9.1	10.8	84	25 to 34	13.8	14.7	94
15 to 24	9.3	11.8	79	35 to 44	15.6	17.7	88
25 to 44	25.8	27.4	94	45 to 54	15.7	17.8	88
45 to 64	27.1	26.5	102	55 to 64	20.4	20.0	102
65 to 74	13.5	10.7	126	65 to 74	18.1	15.7	115
75 to 84	8.2	5.5	150	75+	14.0	11.1	126
85+	2.8	2.3	126				
Home Language				Size			
English	6.4	67.5	10	1 person	41.2	28.3	145
French	88.8	20.2	440	2 people	36.5	34.3	107
Non-Official	4.8	12.4	39	3 people	11.3	15.2	74
				4+ people	11.0	22.2	49
Immigration				Family Status			
Immigrant Population	10.2	22.4	45	Non-Family	44.5	32.6	136
Before 2001	39.0	47.4	82	Couples with Kids	17.0	29.4	58
2001 to 2005	11.3	10.4	108	Couples, no Kids	26.9	27.2	99
2006 to 2010	15.0	11.9	126	Lone-Parent Family	11.6	10.8	107
2011 to 2016	14.6	13.7	107				
2017 to present	20.1	16.6	121	Age of Children			
				Kids under 5	16.9	16.7	101
Visible Minority				5 to 9	18.5	17.8	104
Visible Minority Presence	12.0	25.4	47	10 to 14	17.2	17.5	98
				15 to 19	16.9	17.1	98
Marital Status				20 to 24	14.4	13.5	107
Single	29.9	28.9	103	25+	16.1	17.5	92
Married or Common Law	50.5	56.9	89				
Wid/Div/Sep	19.6	14.2	138	Dwellings			
				Tenure			
Mode of Transport				Own	59.6	67.6	88
Car	79.5	79.2	100	Rent	40.3	31.9	126
Public Transit	14.0	12.5	112	Band Housing	0.1	0.4	28
Class of Worker				Period of Construction			
Employed	57.9	59.0	98	Before 1960	12.9	21.1	61
				1961 to 1980	23.0	27.8	83
Occupation				1981 to 1990	17.4	13.3	131
Agriculture	0.5	2.4	23	1991 to 2000	15.2	11.9	129
White Collar	35.3	35.0	101	2001 to 2005	8.0	6.7	119
Grey Collar	43.8	39.5	111	2006 to 2010	9.4	7.5	126
Blue Collar	20.9	25.5	82	2011 to 2016	8.5	6.9	124
				2017 to present	5.5	4.9	112
Education				Type			
No High School	15.9	15.9	100	Single-detached	23.1	52.7	44
High School	24.6	26.6	92	Semi-detached	5.6	5.1	111
Trade School	15.5	9.1	171	Row	5.0	6.6	75
College	19.3	20.2	96	Duplex	5.0	5.7	88
Some University	3.1	2.2	141	Lowrise (<5 Stories)	55.1	18.1	304
University	21.5	26.0	83	Highrise (5+ Stories)	5.6	10.2	55
				Mobile	0.2	1.3	13
Income							
Avg Hhd Income	\$88 968	\$109 506	81				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.2	5.1	82	Under 25	3.2	3.0	108
5 to 14	9.6	10.8	89	25 to 34	13.6	14.7	93
15 to 24	11.6	11.8	98	35 to 44	14.3	17.7	81
25 to 44	26.1	27.4	95	45 to 54	15.1	17.8	85
45 to 64	26.4	26.5	100	55 to 64	19.9	20.0	99
65 to 74	12.3	10.7	116	65 to 74	18.0	15.7	114
75 to 84	7.1	5.5	129	75+	15.8	11.1	143
85+	2.8	2.3	122				
Home Language				Size			
English	96.2	67.5	143	1 person	30.1	28.3	106
French	1.4	20.2	7	2 people	38.4	34.3	112
Non-Official	2.4	12.4	20	3 people	15.4	15.2	101
				4+ people	16.1	22.2	73
Immigration				Family Status			
Immigrant Population	8.5	22.4	38	Non-Family	34.6	32.6	106
Before 2001	72.3	47.4	153	Couples with Kids	22.9	29.4	78
2001 to 2005	5.4	10.4	52	Couples, no Kids	29.8	27.2	110
2006 to 2010	6.8	11.9	57	Lone-Parent Family	12.7	10.8	118
2011 to 2016	9.1	13.7	67				
2017 to present	6.3	16.6	38	Age of Children			
				Kids under 5	15.0	16.7	90
Visible Minority				5 to 9	17.3	17.8	98
Visible Minority Presence	5.3	25.4	21	10 to 14	17.0	17.5	97
				15 to 19	17.3	17.1	101
Marital Status				20 to 24	13.1	13.5	97
Single	26.8	28.9	93	25+	20.3	17.5	116
Married or Common Law	54.5	56.9	96				
Wid/Div/Sep	18.7	14.2	132	Dwellings			
				Tenure			
Mode of Transport				Own	71.7	67.6	106
Car	86.9	79.2	110	Rent	28.3	31.9	89
Public Transit	3.4	12.5	27	Band Housing	0.0	0.4	1
				Period of Construction			
Class of Worker				Before 1960	41.0	21.1	195
Employed	57.4	59.0	97	1961 to 1980	33.6	27.8	121
				1981 to 1990	8.4	13.3	63
Occupation				1991 to 2000	6.2	11.9	52
Agriculture	1.4	2.4	58	2001 to 2005	2.3	6.7	34
White Collar	34.1	35.0	97	2006 to 2010	2.4	7.5	32
Grey Collar	42.5	39.5	108	2011 to 2016	2.0	6.9	30
Blue Collar	23.3	25.5	92	2017 to present	4.1	4.9	83
				Type			
Education				Single-detached	68.2	52.7	129
No High School	16.1	15.9	101	Semi-detached	5.8	5.1	114
High School	30.7	26.6	115	Row	4.1	6.6	61
Trade School	8.5	9.1	93	Duplex	7.8	5.7	135
College	25.2	20.2	125	Lowrise (<5 Stories)	11.7	18.1	65
Some University	1.6	2.2	71	Highrise (5+ Stories)	1.2	10.2	12
University	18.1	26.02	70	Mobile	1.0	1.3	72
Income							
Avg Hhd Income	\$90 898	\$109 506	83				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.0	5.1	78	Under 25	1.5	3.0	51
5 to 14	9.2	10.8	85	25 to 34	8.6	14.7	58
15 to 24	8.8	11.8	74	35 to 44	12.5	17.7	70
25 to 44	19.8	27.4	72	45 to 54	15.3	17.8	86
45 to 64	31.2	26.5	118	55 to 64	24.1	20.0	120
65 to 74	16.7	10.7	157	65 to 74	23.6	15.7	150
75 to 84	8.0	5.5	145	75+	14.4	11.1	130
85+	2.3	2.3	102				
Home Language				Size			
English	15.7	67.5	23	1 person	30.0	28.3	106
French	83.3	20.2	413	2 people	42.8	34.3	125
Non-Official	1.0	12.4	8	3 people	12.9	15.2	85
				4+ people	14.3	22.2	64
Immigration				Family Status			
Immigrant Population	4.0	22.4	18	Non-Family	31.7	32.6	97
Before 2001	65.3	47.4	138	Couples with Kids	22.8	29.4	78
2001 to 2005	9.1	10.4	87	Couples, no Kids	37.2	27.2	137
2006 to 2010	8.1	11.9	68	Lone-Parent Family	8.2	10.8	76
2011 to 2016	8.7	13.7	64				
2017 to present	8.8	16.6	53	Age of Children			
				Kids under 5	15.6	16.7	94
Visible Minority				5 to 9	17.8	17.8	100
Visible Minority Presence	1.6	25.4	6	10 to 14	18.0	17.5	103
				15 to 19	17.5	17.1	102
Marital Status				20 to 24	12.8	13.5	95
Single	22.6	28.9	78	25+	18.3	17.5	105
Married or Common Law	62.8	56.9	110				
Wid/Div/Sep	14.6	14.2	103	Dwellings			
				Tenure			
Mode of Transport				Own	83.0	67.6	123
Car	92.5	79.2	117	Rent	16.9	31.9	53
Public Transit	1.8	12.5	15	Band Housing	0.1	0.4	28
Class of Worker				Period of Construction			
Employed	53.9	59.0	91	Before 1960	23.5	21.1	112
				1961 to 1980	29.9	27.8	107
Occupation				1981 to 1990	13.7	13.3	103
Agriculture	4.4	2.4	189	1991 to 2000	10.6	11.9	89
White Collar	31.0	35.0	88	2001 to 2005	5.6	6.7	84
Grey Collar	38.5	39.5	97	2006 to 2010	6.9	7.5	92
Blue Collar	30.5	25.5	120	2011 to 2016	5.3	6.9	77
				2017 to present	4.6	4.9	93
Education				Type			
No High School	19.3	15.9	122	Single-detached	84.1	52.7	160
High School	24.9	26.6	93	Semi-detached	2.8	5.1	56
Trade School	16.6	9.1	182	Row	0.9	6.6	14
College	19.6	20.2	97	Duplex	3.8	5.7	67
Some University	2.7	2.2	122	Lowrise (<5 Stories)	5.8	18.1	32
University	17.0	26.0	65	Highrise (5+ Stories)	0.1	10.2	1
				Mobile	1.8	1.3	138
Income							
Avg Hhd Income	\$91 132	\$109 506	83				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	3.6	5.1	72	Under 25	14.6	3.0	492
5 to 14	5.3	10.8	49	25 to 34	31.3	14.7	213
15 to 24	17.1	11.8	145	35 to 44	16.9	17.7	95
25 to 44	43.6	27.4	159	45 to 54	11.7	17.8	66
45 to 64	19.2	26.5	73	55 to 64	11.8	20.0	59
65 to 74	6.6	10.7	62	65 to 74	8.3	15.7	53
75 to 84	3.1	5.5	56	75+	5.4	11.1	49
85+	1.5	2.3	67	Size			
Home Language				Family Status			
English	67.1	67.5	99	1 person	53.6	28.3	189
French	6.7	20.2	33	2 people	31.0	34.3	90
Non-Official	26.2	12.4	212	3 people	9.0	15.2	59
Immigration				Age of Children			
Immigrant Population	34.1	22.4	152	Kids under 5	22.6	16.7	136
Before 2001	30.4	47.4	64	5 to 9	17.6	17.8	99
2001 to 2005	10.1	10.4	97	10 to 14	14.3	17.5	82
2006 to 2010	14.5	11.9	122	15 to 19	16.1	17.1	94
2011 to 2016	26.5	13.7	194	20 to 24	12.7	13.5	94
2017 to present	18.5	16.6	111	25+	16.8	17.5	96
Visible Minority				Dwellings			
Visible Minority Presence	51.0	25.4	201	Tenure			
Marital Status				Own			
Single	50.8	28.9	176		12.4	67.6	18
Married or Common Law	34.5	56.9	61	Rent	87.6	31.9	274
Wid/Div/Sep	14.6	14.2	103	Band Housing	-	0.4	0
Mode of Transport				Period of Construction			
Car	36.5	79.2	46	Before 1960	20.1	21.1	95
Public Transit	36.6	12.5	294	1961 to 1980	36.6	27.8	131
Class of Worker				1981 to 1990			
Employed	55.7	59.0	94		11.6	13.3	87
Occupation				1991 to 2000			
Agriculture	0.3	2.4	14		8.7	11.9	73
White Collar	41.1	35.0	118	2001 to 2005	4.5	6.7	67
Grey Collar	45.3	39.5	115	2006 to 2010	4.9	7.5	66
Blue Collar	13.6	25.5	53	2011 to 2016	5.9	6.9	86
Education				2017 to present			
No High School	8.5	15.9	54		7.8	4.9	160
High School	25.6	26.6	96	Type			
Trade School	4.3	9.1	48	Single-detached	2.3	52.7	4
College	16.1	20.2	80	Semi-detached	0.6	5.1	13
Some University	2.2	2.2	102	Row	2.5	6.6	37
University	43.2	26.02	166	Duplex	1.6	5.7	27
Income				Lowrise (<5 Stories)			
Avg Hhd Income	\$59 120	\$109 506	54		30.3	18.1	167
				Highrise (5+ Stories)	62.7	10.2	614
				Mobile	0.0	1.3	1

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	6.4	5.1	127	Under 25	3.0	3.0	102
5 to 14	13.6	10.8	126	25 to 34	12.5	14.7	85
15 to 24	12.5	11.8	106	35 to 44	15.7	17.7	89
25 to 44	22.9	27.4	84	45 to 54	16.3	17.8	91
45 to 64	25.4	26.5	96	55 to 64	21.1	20.0	106
65 to 74	11.3	10.7	107	65 to 74	18.4	15.7	117
75 to 84	5.6	5.5	101	75+	12.9	11.1	117
85+	2.2	2.3	99				
Home Language				Size			
English	93.8	67.5	139	1 person	24.4	28.3	86
French	1.1	20.2	5	2 people	38.7	34.3	113
Non-Official	5.1	12.4	41	3 people	12.6	15.2	83
				4+ people	24.3	22.2	109
Immigration				Family Status			
Immigrant Population	8.4	22.4	38	Non-Family	27.5	32.6	84
Before 2001	49.9	47.4	105	Couples with Kids	29.7	29.4	101
2001 to 2005	10.3	10.4	99	Couples, no Kids	34.2	27.2	126
2006 to 2010	13.6	11.9	114	Lone-Parent Family	8.7	10.8	80
2011 to 2016	16.4	13.7	120				
2017 to present	9.8	16.6	59	Age of Children			
				Kids under 5	19.5	16.7	117
Visible Minority				5 to 9	20.7	17.8	117
Visible Minority Presence	3.0	25.4	12	10 to 14	20.0	17.5	114
				15 to 19	18.6	17.1	108
Marital Status				20 to 24	10.0	13.5	74
Single	23.7	28.9	82	25+	11.2	17.5	64
Married or Common Law	63.7	56.9	112				
Wid/Div/Sep	12.6	14.2	89	Dwellings			
				Tenure			
Mode of Transport				Own	80.1	67.6	118
Car	91.0	79.2	115	Rent	16.6	31.9	52
Public Transit	1.1	12.5	9	Band Housing	3.3	0.4	797
Class of Worker				Period of Construction			
Employed	57.4	59.0	97	Before 1960	28.6	21.1	136
				1961 to 1980	30.3	27.8	109
Occupation				1981 to 1990	12.4	13.3	93
Agriculture	17.7	2.4	753	1991 to 2000	10.3	11.9	87
White Collar	24.9	35.0	71	2001 to 2005	4.4	6.7	65
Grey Collar	29.4	39.5	74	2006 to 2010	5.9	7.5	78
Blue Collar	45.7	25.5	179	2011 to 2016	5.6	6.9	82
				2017 to present	2.6	4.9	54
Education				Type			
No High School	24.8	15.9	156	Single-detached	85.2	52.7	162
High School	30.6	26.6	115	Semi-detached	2.2	5.1	44
Trade School	11.0	9.1	121	Row	2.0	6.6	30
College	20.1	20.2	99	Duplex	0.8	5.7	13
Some University	2.3	2.2	107	Lowrise (<5 Stories)	3.8	18.1	21
University	11.1	26.0	43	Highrise (5+ Stories)	0.1	10.2	1
				Mobile	5.7	1.3	425
Income							
Avg Hhd Income	\$92 796	\$109 506	85				

*index of 100 is average



	Segment %	Canada %	Index*		Segment %	Canada %	Index*
Population				Households			
Age				Maintainer Age			
Under 5	3.7	5.1	72	Under 25	1.7	3.0	57
5 to 14	8.6	10.8	79	25 to 34	7.5	14.7	51
15 to 24	9.3	11.8	79	35 to 44	10.4	17.7	59
25 to 44	17.8	27.4	65	45 to 54	14.8	17.8	83
45 to 64	30.9	26.5	117	55 to 64	23.1	20.0	115
65 to 74	17.7	10.7	167	65 to 74	24.5	15.7	155
75 to 84	9.2	5.5	167	75+	18.1	11.1	163
85+	2.9	2.3	128	Size			
Home Language				1 person	28.2	28.3	99
English	92.9	67.5	138	2 people	44.9	34.3	131
French	6.0	20.2	30	3 people	12.9	15.2	85
Non-Official	1.1	12.4	9	4+ people	14.0	22.2	63
Immigration				Family Status			
Immigrant Population	5.8	22.4	26	Non-Family	30.3	32.6	93
Before 2001	76.6	47.4	162	Couples with Kids	21.5	29.4	73
2001 to 2005	5.0	10.4	48	Couples, no Kids	39.5	27.2	145
2006 to 2010	7.4	11.9	62	Lone-Parent Family	8.7	10.8	81
2011 to 2016	6.4	13.7	47	Age of Children			
2017 to present	4.6	16.6	28	Kids under 5	14.6	16.7	87
Visible Minority				5 to 9	16.8	17.8	95
Visible Minority Presence	1.8	25.4	7	10 to 14	17.9	17.5	102
Marital Status				15 to 19	19.0	17.1	111
Single	20.1	28.9	69	20 to 24	11.5	13.5	85
Married or Common Law	63.3	56.9	111	25+	20.2	17.5	116
Wid/Div/Sep	16.6	14.2	117	Dwellings			
Mode of Transport				Tenure			
Car	90.9	79.2	115	Own	85.0	67.6	126
Public Transit	1.5	12.5	12	Rent	14.5	31.9	45
Class of Worker				Band Housing	0.4	0.4	108
Employed	45.0	59.0	76	Period of Construction			
Occupation				Before 1960	27.2	21.1	129
Agriculture	9.9	2.4	421	1961 to 1980	29.7	27.8	107
White Collar	26.9	35.0	77	1981 to 1990	14.4	13.3	109
Grey Collar	34.9	39.5	88	1991 to 2000	12.1	11.9	102
Blue Collar	38.1	25.5	150	2001 to 2005	4.4	6.7	66
Education				2006 to 2010	5.0	7.5	67
No High School	23.4	15.9	148	2011 to 2016	3.9	6.9	57
High School	28.1	26.6	105	2017 to present	3.2	4.9	66
Trade School	11.7	9.1	129	Type			
College	22.6	20.2	112	Single-detached	88.2	52.7	167
Some University	1.9	2.2	89	Semi-detached	1.6	5.1	31
University	12.3	26.02	47	Row	1.2	6.6	19
Income				Duplex	1.2	5.7	20
Avg Hhd Income	\$82 900	\$109 506	76	Lowrise (<5 Stories)	3.3	18.1	18
				Highrise (5+ Stories)	0.1	10.2	1
				Mobile	4.2	1.3	313

*index of 100 is average



	Segment %	Canada %	Index*		Segment %	Canada %	Index*
Population				Households			
Age				Maintainer Age			
Under 5	5.8	5.1	114	Under 25	3.3	3.0	112
5 to 14	12.4	10.8	114	25 to 34	11.9	14.7	81
15 to 24	11.7	11.8	99	35 to 44	15.3	17.7	86
25 to 44	22.9	27.4	84	45 to 54	15.7	17.8	88
45 to 64	26.4	26.5	100	55 to 64	21.5	20.0	107
65 to 74	12.5	10.7	117	65 to 74	19.3	15.7	123
75 to 84	6.1	5.5	110	75+	13.1	11.1	118
85+	2.3	2.3	102				
Home Language				Size			
English	94.9	67.5	141	1 person	27.4	28.3	97
French	0.9	20.2	5	2 people	39.2	34.3	114
Non-Official	4.1	12.4	34	3 people	13.0	15.2	85
				4+ people	20.5	22.2	92
Immigration				Family Status			
Immigrant Population	7.4	22.4	33	Non-Family	31.3	32.6	96
Before 2001	56.1	47.4	118	Couples with Kids	25.1	29.4	85
2001 to 2005	7.3	10.4	70	Couples, no Kids	34.2	27.2	126
2006 to 2010	12.0	11.9	101	Lone-Parent Family	9.4	10.8	87
2011 to 2016	15.9	13.7	117				
2017 to present	8.6	16.6	52	Age of Children			
				Kids under 5	19.3	16.7	115
Visible Minority				5 to 9	20.7	17.8	117
Visible Minority Presence	3.3	25.4	13	10 to 14	20.0	17.5	115
				15 to 19	18.4	17.1	108
Marital Status				20 to 24	9.1	13.5	67
Single	23.5	28.9	81	25+	12.5	17.5	71
Married or Common Law	61.9	56.9	109				
Wid/Div/Sep	14.5	14.2	102	Dwellings			
				Tenure			
Mode of Transport				Own	77.5	67.6	115
Car	88.1	79.2	111	Rent	19.8	31.9	62
Public Transit	1.4	12.5	11	Band Housing	2.7	0.4	653
Class of Worker				Period of Construction			
Employed	55.1	59.0	93	Before 1960	22.4	21.1	106
				1961 to 1980	33.1	27.8	119
Occupation				1981 to 1990	13.8	13.3	103
Agriculture	14.1	2.4	598	1991 to 2000	11.9	11.9	100
White Collar	25.8	35.0	74	2001 to 2005	4.3	6.7	65
Grey Collar	33.0	39.5	83	2006 to 2010	5.9	7.5	78
Blue Collar	41.2	25.5	162	2011 to 2016	4.9	6.9	72
				2017 to present	3.7	4.9	76
Education				Type			
No High School	23.8	15.9	150	Single-detached	79.7	52.7	151
High School	29.9	26.6	112	Semi-detached	2.4	5.1	47
Trade School	12.0	9.1	132	Row	2.7	6.6	40
College	20.1	20.2	99	Duplex	1.4	5.7	24
Some University	2.4	2.2	112	Lowrise (<5 Stories)	4.7	18.1	26
University	11.8	26.0	45	Highrise (5+ Stories)	0.1	10.2	1
				Mobile	8.8	1.3	657
Income							
Avg Hhd Income	\$95 438	\$109 506	87				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	3.7	5.1	73	Under 25	3.8	3.0	129
5 to 14	6.2	10.8	57	25 to 34	15.9	14.7	108
15 to 24	8.5	11.8	72	35 to 44	12.6	17.7	71
25 to 44	27.7	27.4	101	45 to 54	12.2	17.8	69
45 to 64	24.5	26.5	93	55 to 64	17.2	20.0	86
65 to 74	14.4	10.7	135	65 to 74	18.8	15.7	120
75 to 84	10.0	5.5	181	75+	19.4	11.1	176
85+	4.9	2.3	218				
Home Language				Size			
English	74.8	67.5	111	1 person	59.0	28.3	208
French	8.3	20.2	41	2 people	28.7	34.3	84
Non-Official	16.9	12.4	137	3 people	7.0	15.2	46
				4+ people	5.3	22.2	24
Immigration				Family Status			
Immigrant Population	32.1	22.4	143	Non-Family	63.0	32.6	193
Before 2001	46.4	47.4	98	Couples with Kids	9.0	29.4	31
2001 to 2005	8.9	10.4	85	Couples, no Kids	19.2	27.2	71
2006 to 2010	10.6	11.9	89	Lone-Parent Family	8.8	10.8	81
2011 to 2016	16.4	13.7	120				
2017 to present	17.7	16.6	106	Age of Children			
				Kids under 5	20.3	16.7	122
Visible Minority				5 to 9	17.2	17.8	97
Visible Minority Presence	32.5	25.4	128	10 to 14	16.0	17.5	91
				15 to 19	16.2	17.1	95
Marital Status				20 to 24	12.4	13.5	92
Single	33.1	28.9	114	25+	17.8	17.5	102
Married or Common Law	38.0	56.9	67				
Wid/Div/Sep	28.9	14.2	204	Dwellings			
				Tenure			
Mode of Transport				Own	22.2	67.6	33
Car	62.2	79.2	79	Rent	77.8	31.9	244
Public Transit	23.2	12.5	186	Band Housing	0.0	0.4	0
Class of Worker				Period of Construction			
Employed	41.7	59.0	71	Before 1960	14.5	21.1	69
				1961 to 1980	42.5	27.8	153
Occupation				1981 to 1990	14.7	13.3	111
Agriculture	0.5	2.4	19	1991 to 2000	9.6	11.9	81
White Collar	36.7	35.0	105	2001 to 2005	3.4	6.7	51
Grey Collar	43.9	39.5	111	2006 to 2010	4.6	7.5	61
Blue Collar	19.4	25.5	76	2011 to 2016	4.8	6.9	70
				2017 to present	5.9	4.9	120
Education				Type			
No High School	16.7	15.9	105	Single-detached	3.8	52.7	7
High School	27.8	26.6	104	Semi-detached	0.8	5.1	15
Trade School	6.2	9.1	69	Row	3.6	6.6	54
College	20.5	20.2	101	Duplex	1.1	5.7	19
Some University	2.1	2.2	94	Lowrise (<5 Stories)	10.9	18.1	60
University	26.7	26.02	103	Highrise (5+ Stories)	79.7	10.2	780
				Mobile	0.0	1.3	2
Income							
Avg Hhd Income	\$64 201	\$109 506	59				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	5.4	5.1	105	Under 25	7.5	3.0	253
5 to 14	8.7	10.8	80	25 to 34	26.3	14.7	179
15 to 24	12.0	11.8	101	35 to 44	19.9	17.7	112
25 to 44	38.6	27.4	141	45 to 54	15.5	17.8	87
45 to 64	23.1	26.5	87	55 to 64	15.2	20.0	76
65 to 74	7.4	10.7	70	65 to 74	9.9	15.7	63
75 to 84	3.4	5.5	61	75+	5.8	11.1	53
85+	1.4	2.3	63				
Home Language				Size			
English	77.0	67.5	114	1 person	45.3	28.3	160
French	2.8	20.2	14	2 people	32.7	34.3	95
Non-Official	20.2	12.4	164	3 people	11.7	15.2	77
				4+ people	10.3	22.2	46
Immigration				Family Status			
Immigrant Population	32.6	22.4	145	Non-Family	55.1	32.6	169
Before 2001	26.6	47.4	56	Couples with Kids	14.6	29.4	50
2001 to 2005	8.6	10.4	83	Couples, no Kids	18.8	27.2	69
2006 to 2010	15.4	11.9	129	Lone-Parent Family	11.5	10.8	107
2011 to 2016	30.7	13.7	225				
2017 to present	18.6	16.6	112	Age of Children			
				Kids under 5	23.5	16.7	141
Visible Minority				5 to 9	19.5	17.8	110
Visible Minority Presence	42.3	25.4	166	10 to 14	17.2	17.5	98
				15 to 19	16.6	17.1	97
Marital Status				20 to 24	10.5	13.5	78
Single	41.3	28.9	143	25+	12.7	17.5	73
Married or Common Law	40.7	56.9	72				
Wid/Div/Sep	18.0	14.2	127	Dwellings			
				Tenure			
Mode of Transport				Own	22.3	67.6	33
Car	59.0	79.2	74	Rent	77.7	31.9	243
Public Transit	24.0	12.5	193	Band Housing	0.0	0.4	0
Class of Worker				Period of Construction			
Employed	59.5	59.0	101	Before 1960	22.3	21.1	106
				1961 to 1980	36.9	27.8	132
Occupation				1981 to 1990	13.8	13.3	103
Agriculture	0.5	2.4	22	1991 to 2000	9.9	11.9	84
White Collar	33.3	35.0	95	2001 to 2005	4.1	6.7	61
Grey Collar	46.3	39.5	117	2006 to 2010	4.2	7.5	56
Blue Collar	20.4	25.5	80	2011 to 2016	4.2	6.9	62
				2017 to present	4.7	4.9	95
Education				Type			
No High School	13.5	15.9	85	Single-detached	8.5	52.7	16
High School	27.9	26.6	105	Semi-detached	2.3	5.1	45
Trade School	6.1	9.1	67	Row	6.1	6.6	92
College	18.8	20.2	93	Duplex	4.7	5.7	83
Some University	2.1	2.2	96	Lowrise (<5 Stories)	65.5	18.1	361
University	31.5	26.0	121	Highrise (5+ Stories)	12.6	10.2	124
				Mobile	0.1	1.3	7
Income							
Avg Hhd Income	\$70 319	\$109 506	64				

*index of 100 is average



	Segment %	Canada %	Index*		Segment %	Canada %	Index*
Population				Households			
Age				Maintainer Age			
Under 5	3.7	5.1	73	Under 25	2.7	3.0	92
5 to 14	7.0	10.8	65	25 to 34	11.1	14.7	76
15 to 24	7.6	11.8	64	35 to 44	10.0	17.7	56
25 to 44	20.8	27.4	76	45 to 54	11.4	17.8	64
45 to 64	25.1	26.5	95	55 to 64	17.5	20.0	87
65 to 74	16.5	10.7	155	65 to 74	20.8	15.7	132
75 to 84	12.7	5.5	231	75+	26.5	11.1	239
85+	6.6	2.3	292	Size			
Home Language				1 person	57.7	28.3	203
English	91.5	67.5	136	2 people	30.0	34.3	87
French	3.1	20.2	15	3 people	6.4	15.2	42
Non-Official	5.4	12.4	44	4+ people	5.9	22.2	27
Immigration				Family Status			
Immigrant Population	15.3	22.4	68	Non-Family	61.1	32.6	187
Before 2001	67.4	47.4	142	Couples with Kids	9.1	29.4	31
2001 to 2005	5.7	10.4	55	Couples, no Kids	21.2	27.2	78
2006 to 2010	6.5	11.9	54	Lone-Parent Family	8.6	10.8	80
2011 to 2016	9.8	13.7	72	Age of Children			
2017 to present	10.7	16.6	64	Kids under 5	19.3	16.7	115
Visible Minority				5 to 9	18.3	17.8	103
Visible Minority Presence	9.4	25.4	37	10 to 14	17.6	17.5	101
Marital Status				15 to 19	16.3	17.1	95
Single	26.8	28.9	93	20 to 24	11.7	13.5	87
Married or Common Law	40.7	56.9	72	25+	16.8	17.5	96
Wid/Div/Sep	32.5	14.2	229	Dwellings			
Mode of Transport				Tenure			
Car	76.7	79.2	97	Own	29.0	67.6	43
Public Transit	9.0	12.5	72	Rent	69.4	31.9	217
Class of Worker				Band Housing	1.6	0.4	385
Employed	34.7	59.0	59	Period of Construction			
Occupation				Before 1960	20.8	21.1	99
Agriculture	1.9	2.4	82	1961 to 1980	38.8	27.8	140
White Collar	31.4	35.0	90	1981 to 1990	15.0	13.3	113
Grey Collar	44.6	39.5	113	1991 to 2000	10.1	11.9	85
Blue Collar	24.0	25.5	94	2001 to 2005	3.2	6.7	48
Education				2006 to 2010	3.9	7.5	52
No High School	23.1	15.9	145	2011 to 2016	3.6	6.9	53
High School	31.0	26.6	117	2017 to present	4.5	4.9	92
Trade School	7.8	9.1	85	Type			
College	22.1	20.2	109	Single-detached	17.8	52.7	34
Some University	1.4	2.2	63	Semi-detached	1.9	5.1	38
University	14.6	26.02	56	Row	4.3	6.6	65
Income				Duplex	2.3	5.7	39
Avg Hhd Income	\$61 40	\$109 50	56	Lowrise (<5 Stories)	27.4	18.1	151
				Highrise (5+ Stories)	45.6	10.2	447
				Mobile	0.4	1.3	28

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	5.2	5.1	102	Under 25	2.5	3.0	84
5 to 14	11.4	10.8	105	25 to 34	12.5	14.7	85
15 to 24	9.8	11.8	83	35 to 44	16.4	17.7	93
25 to 44	24.0	27.4	87	45 to 54	16.5	17.8	93
45 to 64	28.2	26.5	107	55 to 64	22.1	20.0	110
65 to 74	13.0	10.7	122	65 to 74	18.5	15.7	118
75 to 84	6.3	5.5	115	75+	11.6	11.1	105
85+	2.1	2.3	95				
Home Language				Size			
English	4.3	67.5	6	1 person	28.7	28.3	101
French	94.7	20.2	469	2 people	38.4	34.3	112
Non-Official	1.0	12.4	8	3 people	14.3	15.2	94
				4+ people	18.6	22.2	84
Immigration				Family Status			
Immigrant Population	2.4	22.4	11	Non-Family	31.4	32.6	96
Before 2001	58.9	47.4	124	Couples with Kids	26.7	29.4	91
2001 to 2005	9.3	10.4	90	Couples, no Kids	32.0	27.2	118
2006 to 2010	11.0	11.9	92	Lone-Parent Family	9.9	10.8	92
2011 to 2016	8.7	13.7	64				
2017 to present	12.0	16.6	72	Age of Children			
				Kids under 5	18.1	16.7	108
Visible Minority				5 to 9	19.7	17.8	111
Visible Minority Presence	1.5	25.4	6	10 to 14	18.2	17.5	104
				15 to 19	16.7	17.1	97
Marital Status				20 to 24	12.2	13.5	90
Single	25.4	28.9	88	25+	15.2	17.5	87
Married or Common Law	61.3	56.9	108				
Wid/Div/Sep	13.3	14.2	93	Dwellings			
				Tenure			
Mode of Transport				Own	77.0	67.6	114
Car	91.4	79.2	115	Rent	22.8	31.9	71
Public Transit	1.6	12.5	13	Band Housing	0.2	0.4	54
Class of Worker				Period of Construction			
Employed	59.4	59.0	101	Before 1960	27.8	21.1	132
				1961 to 1980	28.8	27.8	103
Occupation				1981 to 1990	12.4	13.3	93
Agriculture	8.4	2.4	356	1991 to 2000	9.5	11.9	80
White Collar	24.8	35.0	71	2001 to 2005	4.6	6.7	69
Grey Collar	34.5	39.5	87	2006 to 2010	6.2	7.5	82
Blue Collar	40.7	25.5	160	2011 to 2016	5.7	6.9	83
				2017 to present	5.0	4.9	102
Education				Type			
No High School	24.7	15.9	156	Single-detached	76.1	52.7	145
High School	23.8	26.6	89	Semi-detached	4.1	5.1	81
Trade School	22.5	9.1	248	Row	1.0	6.6	15
College	16.7	20.2	83	Duplex	5.4	5.7	95
Some University	2.1	2.2	94	Lowrise (<5 Stories)	10.6	18.1	59
University	10.2	26.0	39	Highrise (5+ Stories)	0.2	10.2	2
				Mobile	1.8	1.3	137
Income							
Avg Hhd Income	\$81 78	\$109 50	75				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	6.8	5.1	133	Under 25	3.5	3.0	119
5 to 14	12.2	10.8	113	25 to 34	16.0	14.7	109
15 to 24	12.0	11.8	101	35 to 44	22.1	17.7	125
25 to 44	31.1	27.4	114	45 to 54	19.9	17.8	112
45 to 64	23.8	26.5	90	55 to 64	16.5	20.0	82
65 to 74	7.6	10.7	71	65 to 74	11.6	15.7	74
75 to 84	4.6	5.5	84	75+	10.3	11.1	93
85+	2.0	2.3	88				
Home Language				Size			
English	21.2	67.5	31	1 person	35.6	28.3	126
French	42.0	20.2	208	2 people	27.4	34.3	80
Non-Official	36.8	12.4	297	3 people	15.3	15.2	101
				4+ people	21.7	22.2	98
Immigration				Family Status			
Immigrant Population	52.8	22.4	235	Non-Family	42.2	32.6	129
Before 2001	37.6	47.4	79	Couples with Kids	26.8	29.4	91
2001 to 2005	10.0	10.4	96	Couples, no Kids	15.6	27.2	57
2006 to 2010	17.3	11.9	145	Lone-Parent Family	15.5	10.8	144
2011 to 2016	23.5	13.7	172				
2017 to present	11.6	16.6	70	Age of Children			
				Kids under 5	20.3	16.7	122
Visible Minority				5 to 9	19.6	17.8	110
Visible Minority Presence	63.1	25.4	248	10 to 14	16.3	17.5	93
				15 to 19	14.9	17.1	87
Marital Status				20 to 24	12.5	13.5	93
Single	36.3	28.9	125	25+	16.4	17.5	94
Married or Common Law	47.0	56.9	83				
Wid/Div/Sep	16.7	14.2	118	Dwellings			
				Tenure			
Mode of Transport				Own	22.2	67.6	33
Car	49.3	79.2	62	Rent	77.8	31.9	244
Public Transit	42.4	12.5	340	Band Housing	-	0.4	0
Class of Worker				Period of Construction			
Employed	52.4	59.0	89	Before 1960	29.7	21.1	141
				1961 to 1980	46.3	27.8	166
Occupation				1981 to 1990	9.5	13.3	71
Agriculture	0.4	2.4	18	1991 to 2000	5.6	11.9	47
White Collar	31.6	35.0	90	2001 to 2005	1.8	6.7	27
Grey Collar	46.1	39.5	117	2006 to 2010	2.0	7.5	26
Blue Collar	22.3	25.5	87	2011 to 2016	1.8	6.9	26
				2017 to present	3.4	4.9	69
Education				Type			
No High School	21.8	15.9	137	Single-detached	2.4	52.7	4
High School	24.0	26.6	90	Semi-detached	1.4	5.1	27
Trade School	11.5	9.1	126	Row	0.9	6.6	14
College	16.2	20.2	80	Duplex	13.8	5.7	241
Some University	3.0	2.2	139	Lowrise (<5 Stories)	77.1	18.1	426
University	23.6	26.02	91	Highrise (5+ Stories)	4.1	10.2	40
				Mobile	0.0	1.3	2
Income							
Avg Hhd Income	\$61 34	\$109 50	56				

*index of 100 is average



	Segment %	Canada %	Index*
Population			
Age			
Under 5	5.9	5.1	116
5 to 14	10.0	10.8	93
15 to 24	10.8	11.8	91
25 to 44	35.2	27.4	129
45 to 64	24.3	26.5	92
65 to 74	8.2	10.7	77
75 to 84	4.0	5.5	72
85+	1.6	2.3	69
Home Language			
English	13.7	67.5	20
French	70.7	20.2	350
Non-Official	15.6	12.4	126
Immigration			
Immigrant Population	29.9	22.4	133
Before 2001	31.3	47.4	66
2001 to 2005	10.5	10.4	100
2006 to 2010	17.5	11.9	147
2011 to 2016	26.9	13.7	197
2017 to present	13.8	16.6	83
Visible Minority			
Visible Minority Presence	37.9	25.4	149
Marital Status			
Single	42.2	28.9	146
Married or Common Law	40.6	56.9	71
Wid/Div/Sep	17.3	14.2	122
Mode of Transport			
Car	48.8	79.2	62
Public Transit	39.5	12.5	317
Class of Worker			
Employed	57.1	59.0	97
Occupation			
Agriculture	0.3	2.4	13
White Collar	37.0	35.0	106
Grey Collar	44.7	39.5	113
Blue Collar	18.4	25.5	72
Education			
No High School	19.8	15.9	125
High School	21.5	26.6	81
Trade School	13.3	9.1	146
College	16.4	20.2	81
Some University	2.8	2.2	129
University	26.2	26.0	101
Income			
Avg Hhd Income	\$63 08	\$109 50	58

*index of 100 is average

	Segment %	Canada %	Index*
Households			
Maintainer Age			
Under 25	5.0	3.0	169
25 to 34	21.1	14.7	144
35 to 44	20.6	17.7	117
45 to 54	17.0	17.8	96
55 to 64	17.1	20.0	85
65 to 74	11.7	15.7	74
75+	7.4	11.1	67
Size			
1 person	45.9	28.3	162
2 people	29.9	34.3	87
3 people	12.1	15.2	80
4+ people	12.0	22.2	54
Family Status			
Non-Family	53.1	32.6	163
Couples with Kids	16.3	29.4	56
Couples, no Kids	16.8	27.2	62
Lone-Parent Family	13.8	10.8	128
Age of Children			
Kids under 5	22.4	16.7	134
5 to 9	20.2	17.8	114
10 to 14	17.1	17.5	98
15 to 19	15.2	17.1	89
20 to 24	11.2	13.5	83
25+	14.0	17.5	80
Dwellings			
Tenure			
Own	21.7	67.6	32
Rent	78.3	31.9	245
Band Housing	-	0.4	0
Period of Construction			
Before 1960	35.4	21.1	168
1961 to 1980	35.3	27.8	127
1981 to 1990	12.0	13.3	90
1991 to 2000	5.9	11.9	50
2001 to 2005	2.2	6.7	33
2006 to 2010	2.8	7.5	38
2011 to 2016	3.0	6.9	43
2017 to present	3.3	4.9	68
Type			
Single-detached	2.0	52.7	4
Semi-detached	1.1	5.1	21
Row	2.0	6.6	30
Duplex	11.1	5.7	194
Lowrise (<5 Stories)	78.9	18.1	436
Highrise (5+ Stories)	4.6	10.2	45
Mobile	0.0	1.3	2



	Segment %	Canada %	Index*		Segment %	Canada %	Index*
Population				Households			
Age				Maintainer Age			
Under 5	5.8	5.1	114	Under 25	5.9	3.0	200
5 to 14	11.4	10.8	105	25 to 34	21.2	14.7	145
15 to 24	13.0	11.8	110	35 to 44	20.2	17.7	114
25 to 44	33.2	27.4	121	45 to 54	16.7	17.8	94
45 to 64	23.7	26.5	90	55 to 64	17.6	20.0	88
65 to 74	7.9	10.7	75	65 to 74	11.5	15.7	73
75 to 84	3.6	5.5	65	75+	6.8	11.1	62
85+	1.4	2.3	63				
Home Language				Size			
English	91.9	67.5	136	1 person	31.3	28.3	111
French	1.3	20.2	6	2 people	34.8	34.3	101
Non-Official	6.8	12.4	55	3 people	16.1	15.2	106
				4+ people	17.7	22.2	80
Immigration				Family Status			
Immigrant Population	14.4	22.4	64	Non-Family	39.5	32.6	121
Before 2001	42.7	47.4	90	Couples with Kids	21.6	29.4	74
2001 to 2005	8.3	10.4	80	Couples, no Kids	22.4	27.2	82
2006 to 2010	12.6	11.9	106	Lone-Parent Family	16.4	10.8	153
2011 to 2016	21.8	13.7	160				
2017 to present	14.5	16.6	87	Age of Children			
				Kids under 5	20.0	16.7	120
Visible Minority				5 to 9	20.4	17.8	115
Visible Minority Presence	16.9	25.4	66	10 to 14	17.8	17.5	102
				15 to 19	17.0	17.1	99
Marital Status				20 to 24	10.9	13.5	81
Single	34.5	28.9	119	25+	13.9	17.5	79
Married or Common Law	47.7	56.9	84	Dwellings			
Wid/Div/Sep	17.8	14.2	125	Tenure			
				Own	50.2	67.6	74
Mode of Transport				Rent	49.8	31.9	156
Car	80.4	79.2	102	Band Housing	0.0	0.4	3
Public Transit	8.1	12.5	65	Period of Construction			
				Before 1960	24.7	21.1	117
Class of Worker				1961 to 1980	34.0	27.8	122
Employed	61.3	59.0	104	1981 to 1990	12.4	13.3	93
				1991 to 2000	9.6	11.9	81
Occupation				2001 to 2005	4.4	6.7	66
Agriculture	1.2	2.4	51	2006 to 2010	5.5	7.5	73
White Collar	29.5	35.0	84	2011 to 2016	4.8	6.9	70
Grey Collar	44.7	39.5	113	2017 to present	4.6	4.9	95
Blue Collar	25.9	25.5	101	Type			
				Single-detached	32.8	52.7	62
Education				Semi-detached	8.3	5.1	165
No High School	17.0	15.9	107	Row	21.3	6.6	323
High School	31.9	26.6	120	Duplex	8.7	5.7	152
Trade School	8.2	9.1	90	Lowrise (<5 Stories)	24.6	18.1	136
College	22.8	20.2	113	Highrise (5+ Stories)	2.0	10.2	20
Some University	1.7	2.2	76	Mobile	1.9	1.3	143
University	18.4	26.02	71				
Income							
Avg Hhd Income	\$84 05	\$109 50	77				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.3	5.1	84	Under 25	2.1	3.0	72
5 to 14	9.8	10.8	91	25 to 34	10.4	14.7	71
15 to 24	10.5	11.8	88	35 to 44	12.7	17.7	72
25 to 44	21.2	27.4	78	45 to 54	15.9	17.8	89
45 to 64	29.0	26.5	109	55 to 64	21.9	20.0	109
65 to 74	14.8	10.7	139	65 to 74	21.0	15.7	134
75 to 84	7.8	5.5	141	75+	16.0	11.1	144
85+	2.7	2.3	119				
Home Language				Size			
English	96.7	67.5	143	1 person	28.3	28.3	100
French	1.6	20.2	8	2 people	40.8	34.3	119
Non-Official	1.7	12.4	14	3 people	14.2	15.2	93
				4+ people	16.7	22.2	75
Immigration				Family Status			
Immigrant Population	6.9	22.4	31	Non-Family	32.5	32.6	99
Before 2001	70.7	47.4	149	Couples with Kids	22.9	29.4	78
2001 to 2005	5.7	10.4	55	Couples, no Kids	32.7	27.2	120
2006 to 2010	7.7	11.9	65	Lone-Parent Family	11.9	10.8	111
2011 to 2016	7.0	13.7	51				
2017 to present	8.8	16.6	53	Age of Children			
				Kids under 5	15.4	16.7	92
Visible Minority				5 to 9	17.7	17.8	100
Visible Minority Presence	3.3	25.4	13	10 to 14	17.8	17.5	102
				15 to 19	18.3	17.1	107
Marital Status				20 to 24	12.0	13.5	89
Single	23.8	28.9	82	25+	18.7	17.5	107
Married or Common Law	58.0	56.9	102	Dwellings			
Wid/Div/Sep	18.2	14.2	128	Tenure			
				Own	75.8	67.6	112
Mode of Transport				Rent	23.9	31.9	75
Car	90.8	79.2	115	Band Housing	0.3	0.4	63
Public Transit	1.5	12.5	12	Period of Construction			
				Before 1960	31.4	21.1	149
Class of Worker				1961 to 1980	28.9	27.8	104
Employed	47.4	59.0	80	1981 to 1990	12.6	13.3	94
				1991 to 2000	10.7	11.9	91
Occupation				2001 to 2005	4.0	6.7	60
Agriculture	6.1	2.4	261	2006 to 2010	4.7	7.5	62
White Collar	27.2	35.0	78	2011 to 2016	3.8	6.9	56
Grey Collar	39.2	39.5	99	2017 to present	3.9	4.9	80
Blue Collar	33.6	25.5	132	Type			
				Single-detached	75.4	52.7	143
Education				Semi-detached	3.6	5.1	72
No High School	21.8	15.9	137	Row	3.0	6.6	46
High School	29.7	26.6	111	Duplex	2.7	5.7	46
Trade School	10.8	9.1	118	Lowrise (<5 Stories)	7.0	18.1	39
College	24.3	20.2	120	Highrise (5+ Stories)	0.2	10.2	2
Some University	1.7	2.2	76	Mobile	7.8	1.3	582
University	11.8	26.0	46				
Income							
Avg Hhd Income	\$75 63	\$109 50	69				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.8	5.1	95	Under 25	3.8	3.0	128
5 to 14	10.4	10.8	97	25 to 34	15.5	14.7	105
15 to 24	10.1	11.8	86	35 to 44	16.4	17.7	93
25 to 44	26.3	27.4	96	45 to 54	15.8	17.8	89
45 to 64	26.8	26.5	101	55 to 64	20.1	20.0	100
65 to 74	12.7	10.7	119	65 to 74	17.2	15.7	109
75 to 84	6.6	5.5	120	75+	11.2	11.1	101
85+	2.2	2.3	99				
Home Language				Size			
English	3.7	67.5	5	1 person	38.1	28.3	134
French	94.4	20.2	468	2 people	37.3	34.3	109
Non-Official	1.9	12.4	16	3 people	12.7	15.2	84
				4+ people	11.9	22.2	54
Immigration				Family Status			
Immigrant Population	4.3	22.4	19	Non-Family	41.8	32.6	128
Before 2001	39.4	47.4	83	Couples with Kids	18.6	29.4	63
2001 to 2005	12.5	10.4	120	Couples, no Kids	26.7	27.2	98
2006 to 2010	14.5	11.9	122	Lone-Parent Family	12.9	10.8	120
2011 to 2016	16.9	13.7	124				
2017 to present	16.6	16.6	100	Age of Children			
				Kids under 5	18.2	16.7	109
Visible Minority				5 to 9	19.7	17.8	111
Visible Minority Presence	4.5	25.4	18	10 to 14	18.6	17.5	107
				15 to 19	17.0	17.1	100
Marital Status				20 to 24	11.9	13.5	89
Single	30.7	28.9	106	25+	14.5	17.5	83
Married or Common Law	51.6	56.9	91				
Wid/Div/Sep	17.7	14.2	124	Dwellings			
				Tenure			
Mode of Transport				Own	50.0	67.6	74
Car	86.9	79.2	110	Rent	49.9	31.9	156
Public Transit	5.2	12.5	42	Band Housing	0.0	0.4	11
Class of Worker				Period of Construction			
Employed	58.6	59.0	99	Before 1960	23.9	21.1	114
				1961 to 1980	30.9	27.8	111
Occupation				1981 to 1990	13.8	13.3	104
Agriculture	1.7	2.4	71	1991 to 2000	10.4	11.9	88
White Collar	29.9	35.0	85	2001 to 2005	4.4	6.7	65
Grey Collar	42.5	39.5	108	2006 to 2010	6.1	7.5	82
Blue Collar	27.6	25.5	108	2011 to 2016	5.9	6.9	87
				2017 to present	4.6	4.9	93
Education				Type			
No High School	22.4	15.9	141	Single-detached	37.4	52.7	71
High School	24.9	26.6	93	Semi-detached	5.0	5.1	99
Trade School	20.5	9.1	225	Row	3.0	6.6	45
College	17.5	20.2	87	Duplex	9.5	5.7	166
Some University	2.2	2.2	99	Lowrise (<5 Stories)	43.5	18.1	240
University	12.6	26.02	49	Highrise (5+ Stories)	0.3	10.2	3
				Mobile	0.6	1.3	48
Income							
Avg Hhd Income	\$73 68	\$109 50	67				

*index of 100 is average



U5 YOUNGER URBAN MORE SCHOOL-AGE FAMILIES F1

	Segment %	Canada %	Index*		Segment %	Canada %	Index*
Population				Households			
Age				Maintainer Age			
Under 5	5.1	5.1	101	Under 25	3.7	3.0	124
5 to 14	10.7	10.8	99	25 to 34	16.6	14.7	113
15 to 24	11.8	11.8	99	35 to 44	17.6	17.7	99
25 to 44	29.0	27.4	106	45 to 54	17.0	17.8	95
45 to 64	26.5	26.5	100	55 to 64	20.3	20.0	102
65 to 74	10.1	10.7	95	65 to 74	14.7	15.7	94
75 to 84	4.9	5.5	89	75+	10.1	11.1	91
85+	1.9	2.3	85				
Home Language				Size			
English	95.2	67.5	141	1 person	30.7	28.3	108
French	1.0	20.2	5	2 people	36.2	34.3	105
Non-Official	3.9	12.4	31	3 people	16.1	15.2	106
				4+ people	17.1	22.2	77
Immigration				Family Status			
Immigrant Population	10.0	22.4	45	Non-Family	36.3	32.6	111
Before 2001	62.3	47.4	132	Couples with Kids	22.0	29.4	75
2001 to 2005	6.7	10.4	64	Couples, no Kids	25.3	27.2	93
2006 to 2010	9.9	11.9	83	Lone-Parent Family	16.4	10.8	152
2011 to 2016	13.2	13.7	97				
2017 to present	7.9	16.6	47	Age of Children			
				Kids under 5	17.5	16.7	105
Visible Minority				5 to 9	18.7	17.8	105
Visible Minority Presence	8.6	25.4	34	10 to 14	17.2	17.5	98
				15 to 19	16.9	17.1	98
Marital Status				20 to 24	11.9	13.5	88
Single	30.7	28.9	106	25+	17.9	17.5	103
Married or Common Law	50.5	56.9	89				
Wid/Div/Sep	18.8	14.2	132	Dwellings			
				Tenure			
Mode of Transport				Own	69.1	67.6	102
Car	86.1	79.2	109	Rent	30.9	31.9	97
Public Transit	4.9	12.5	39	Band Housing	0.0	0.4	1
Class of Worker				Period of Construction			
Employed	54.9	59.0	93	Before 1960	51.0	21.1	242
				1961 to 1980	29.1	27.8	105
Occupation				1981 to 1990	6.7	13.3	50
Agriculture	1.8	2.4	75	1991 to 2000	4.8	11.9	41
White Collar	26.8	35.0	77	2001 to 2005	1.8	6.7	27
Grey Collar	42.8	39.5	108	2006 to 2010	1.8	7.5	25
Blue Collar	30.4	25.5	119	2011 to 2016	1.5	6.9	22
				2017 to present	3.2	4.9	66
Education				Type			
No High School	20.7	15.9	130	Single-detached	71.1	52.7	135
High School	34.4	26.6	129	Semi-detached	5.6	5.1	111
Trade School	9.3	9.1	102	Row	3.3	6.6	50
College	23.0	20.2	114	Duplex	8.3	5.7	145
Some University	1.3	2.2	57	Lowrise (<5 Stories)	8.0	18.1	44
University	11.3	26.0	43	Highrise (5+ Stories)	0.5	10.2	5
				Mobile	2.8	1.3	212
Income							
Avg Hhd Income	\$74 04	\$109 50	68				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	6.9	5.1	136	Under 25	3.0	3.0	103
5 to 14	12.1	10.8	112	25 to 34	18.4	14.7	125
15 to 24	13.3	11.8	112	35 to 44	22.0	17.7	124
25 to 44	31.8	27.4	116	45 to 54	19.5	17.8	110
45 to 64	23.6	26.5	89	55 to 64	17.5	20.0	88
65 to 74	7.0	10.7	66	65 to 74	11.1	15.7	70
75 to 84	3.6	5.5	66	75+	8.4	11.1	76
85+	1.6	2.3	73				
Home Language				Size			
English	59.1	67.5	88	1 person	34.1	28.3	121
French	3.0	20.2	15	2 people	28.7	34.3	84
Non-Official	37.9	12.4	306	3 people	16.8	15.2	110
				4+ people	20.4	22.2	92
Immigration				Family Status			
Immigrant Population	57.4	22.4	256	Non-Family	39.9	32.6	122
Before 2001	32.6	47.4	69	Couples with Kids	25.0	29.4	85
2001 to 2005	11.9	10.4	114	Couples, no Kids	14.5	27.2	53
2006 to 2010	15.9	11.9	133	Lone-Parent Family	20.6	10.8	191
2011 to 2016	22.0	13.7	161				
2017 to present	17.7	16.6	106	Age of Children			
				Kids under 5	19.4	16.7	116
Visible Minority				5 to 9	17.4	17.8	98
Visible Minority Presence	72.3	25.4	284	10 to 14	16.9	17.5	97
				15 to 19	16.0	17.1	94
Marital Status				20 to 24	13.4	13.5	100
Single	38.1	28.9	132	25+	16.8	17.5	96
Married or Common Law	43.0	56.9	76				
Wid/Div/Sep	19.0	14.2	134	Dwellings			
				Tenure			
Mode of Transport				Own	17.7	67.6	26
Car	49.8	79.2	63	Rent	82.3	31.9	258
Public Transit	41.7	12.5	334	Band Housing	0.0	0.4	1
Class of Worker				Period of Construction			
Employed	51.0	59.0	86	Before 1960	15.5	21.1	73
				1961 to 1980	47.1	27.8	169
Occupation				1981 to 1990	14.1	13.3	106
Agriculture	0.2	2.4	10	1991 to 2000	9.3	11.9	79
White Collar	31.4	35.0	90	2001 to 2005	2.2	6.7	33
Grey Collar	44.8	39.5	113	2006 to 2010	2.2	7.5	30
Blue Collar	23.8	25.5	93	2011 to 2016	2.9	6.9	43
				2017 to present	6.7	4.9	137
Education				Type			
No High School	18.0	15.9	114	Single-detached	3.2	52.7	6
High School	28.3	26.6	106	Semi-detached	0.8	5.1	15
Trade School	5.3	9.1	58	Row	3.8	6.6	57
College	18.3	20.2	91	Duplex	0.9	5.7	15
Some University	2.5	2.2	114	Lowrise (<5 Stories)	4.6	18.1	25
University	27.6	26.02	106	Highrise (5+ Stories)	86.7	10.2	849
				Mobile	0.0	1.3	1
Income							
Avg Hhd Income	\$65 98	\$109 50	60				

*index of 100 is average



	Segment %	Canada %	Index*		Segment %	Canada %	Index*
Population				Households			
Age				Maintainer Age			
Under 5	4.3	5.1	84	Under 25	3.0	3.0	100
5 to 14	8.8	10.8	81	25 to 34	11.8	14.7	80
15 to 24	9.4	11.8	80	35 to 44	12.7	17.7	72
25 to 44	22.6	27.4	83	45 to 54	13.9	17.8	78
45 to 64	26.8	26.5	101	55 to 64	19.8	20.0	99
65 to 74	14.7	10.7	138	65 to 74	19.9	15.7	126
75 to 84	9.3	5.5	170	75+	18.9	11.1	170
85+	4.0	2.3	179				
Home Language				Size			
English	94.5	67.5	140	1 person	42.8	28.3	151
French	1.9	20.2	10	2 people	36.4	34.3	106
Non-Official	3.5	12.4	29	3 people	10.7	15.2	71
				4+ people	10.1	22.2	45
Immigration				Family Status			
Immigrant Population	11.2	22.4	50	Non-Family	46.9	32.6	144
Before 2001	65.1	47.4	137	Couples with Kids	15.4	29.4	53
2001 to 2005	5.7	10.4	54	Couples, no Kids	26.2	27.2	96
2006 to 2010	7.7	11.9	65	Lone-Parent Family	11.5	10.8	107
2011 to 2016	11.5	13.7	84				
2017 to present	10.0	16.6	60	Age of Children			
				Kids under 5	17.9	16.7	107
Visible Minority				5 to 9	18.6	17.8	105
Visible Minority Presence	7.3	25.4	29	10 to 14	17.4	17.5	99
				15 to 19	17.1	17.1	100
Marital Status				20 to 24	11.5	13.5	85
Single	26.5	28.9	92	25+	17.6	17.5	101
Married or Common Law	48.7	56.9	86				
Wid/Div/Sep	24.9	14.2	175	Dwellings			
				Tenure			
Mode of Transport				Own	51.7	67.6	76
Car	82.1	79.2	104	Rent	48.3	31.9	151
Public Transit	3.9	12.5	31	Band Housing	0.0	0.4	10
Class of Worker				Period of Construction			
Employed	43.5	59.0	74	Before 1960	29.2	21.1	139
				1961 to 1980	32.4	27.8	116
Occupation				1981 to 1990	11.9	13.3	90
Agriculture	2.3	2.4	97	1991 to 2000	10.3	11.9	87
White Collar	29.4	35.0	84	2001 to 2005	3.5	6.7	53
Grey Collar	44.1	39.5	112	2006 to 2010	4.7	7.5	62
Blue Collar	26.5	25.5	104	2011 to 2016	3.6	6.9	52
				2017 to present	4.5	4.9	91
Education				Type			
No High School	21.0	15.9	133	Single-detached	39.2	52.7	74
High School	31.7	26.6	119	Semi-detached	5.8	5.1	114
Trade School	9.2	9.1	101	Row	7.6	6.6	114
College	22.8	20.2	113	Duplex	5.3	5.7	92
Some University	1.5	2.2	66	Lowrise (<5 Stories)	35.9	18.1	198
University	13.8	26.0	53	Highrise (5+ Stories)	2.4	10.2	23
				Mobile	3.5	1.3	259
Income							
Avg Hhd Income	\$67 31	\$109 50	61				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.2	5.1	82	Under 25	1.9	3.0	64
5 to 14	9.3	10.8	86	25 to 34	8.8	14.7	60
15 to 24	8.6	11.8	73	35 to 44	12.4	17.7	70
25 to 44	19.4	27.4	71	45 to 54	14.6	17.8	82
45 to 64	30.8	26.5	116	55 to 64	24.1	20.0	120
65 to 74	16.9	10.7	158	65 to 74	23.0	15.7	146
75 to 84	8.2	5.5	149	75+	15.2	11.1	137
85+	2.6	2.3	115	Size			
Home Language				1 person			
English	3.5	67.5	5	2 people	41.8	34.3	122
French	95.3	20.2	472	3 people	12.8	15.2	84
Non-Official	1.3	12.4	10	4+ people	13.0	22.2	59
Immigration				Family Status			
Immigrant Population	1.5	22.4	6	Non-Family	34.0	32.6	104
Before 2001	59.7	47.4	126	Couples with Kids	21.7	29.4	74
2001 to 2005	10.1	10.4	97	Couples, no Kids	35.1	27.2	129
2006 to 2010	12.5	11.9	105	Lone-Parent Family	9.2	10.8	86
2011 to 2016	13.3	13.7	97	Age of Children			
2017 to present	4.4	16.6	26	Kids under 5	16.3	16.7	97
Visible Minority				5 to 9			
Visible Minority Presence	0.6	25.4	2	10 to 14	17.8	17.5	102
Marital Status				15 to 19			
Single	24.2	28.9	84	20 to 24	16.8	17.1	98
Married or Common Law	61.1	56.9	107	25+	11.3	13.5	84
Wid/Div/Sep	14.7	14.2	104	25+	19.9	17.5	114
Mode of Transport				Dwellings			
Car	90.9	79.2	115	Tenure			
Public Transit	1.1	12.5	9	Own	81.9	67.6	121
Class of Worker				Rent			
Employed	49.3	59.0	83	Band Housing	17.7	31.9	55
Occupation				Band Housing			
Agriculture	10.2	2.4	432	Own	81.9	67.6	121
White Collar	24.9	35.0	71	Rent	17.7	31.9	55
Grey Collar	33.5	39.5	85	Band Housing	0.4	0.4	107
Blue Collar	41.6	25.5	163	Period of Construction			
Education				Before 1960			
No High School	30.5	15.9	192	1961 to 1980	32.2	21.1	153
High School	21.8	26.6	82	1981 to 1990	30.3	27.8	109
Trade School	21.0	9.1	231	1991 to 2000	13.1	13.3	99
College	15.5	20.2	77	2001 to 2005	9.2	11.9	78
Some University	2.2	2.2	99	2006 to 2010	3.6	6.7	53
University	8.9	26.02	34	2011 to 2016	4.0	7.5	53
Income				2017 to present			
Avg Hhd Income	\$76 52	\$109 50	70	Before 1960	32.2	21.1	153
				1961 to 1980	30.3	27.8	109
				1981 to 1990	13.1	13.3	99
				1991 to 2000	9.2	11.9	78
				2001 to 2005	3.6	6.7	53
				2006 to 2010	4.0	7.5	53
				2011 to 2016	3.6	6.9	53
				2017 to present	4.0	4.9	81
				Type			
				Single-detached	83.8	52.7	159
				Semi-detached	2.6	5.1	51
				Row	0.9	6.6	14
				Duplex	3.5	5.7	61
				Lowrise (<5 Stories)	6.6	18.1	37
				Highrise (5+ Stories)	0.0	10.2	0
				Mobile	2.0	1.3	147

*index of 100 is average



	Segment %	Canada %	Index*		Segment %	Canada %	Index*
Population				Households			
Age				Maintainer Age			
Under 5	7.0	5.1	137	Under 25	4.1	3.0	140
5 to 14	14.0	10.8	129	25 to 34	18.9	14.7	129
15 to 24	14.5	11.8	122	35 to 44	21.7	17.7	123
25 to 44	31.1	27.4	113	45 to 54	19.4	17.8	109
45 to 64	23.0	26.5	87	55 to 64	18.5	20.0	93
65 to 74	6.5	10.7	61	65 to 74	10.9	15.7	69
75 to 84	2.9	5.5	52	75+	6.4	11.1	58
85+	1.1	2.3	50				
Home Language				Size			
English	79.0	67.5	117	1 person	24.8	28.3	88
French	1.9	20.2	10	2 people	30.1	34.3	88
Non-Official	19.1	12.4	154	3 people	18.5	15.2	122
				4+ people	26.6	22.2	120
Immigration				Family Status			
Immigrant Population	31.2	22.4	139	Non-Family	33.1	32.6	101
Before 2001	33.0	47.4	70	Couples with Kids	26.3	29.4	90
2001 to 2005	9.5	10.4	91	Couples, no Kids	17.2	27.2	63
2006 to 2010	17.3	11.9	145	Lone-Parent Family	23.5	10.8	218
2011 to 2016	23.4	13.7	171				
2017 to present	16.8	16.6	101	Age of Children			
				Kids under 5	18.8	16.7	113
Visible Minority				5 to 9	19.5	17.8	110
Visible Minority Presence	45.1	25.4	177	10 to 14	18.3	17.5	105
				15 to 19	17.1	17.1	100
Marital Status				20 to 24	11.9	13.5	89
Single	39.3	28.9	136	25+	14.4	17.5	82
Married or Common Law	44.4	56.9	78				
Wid/Div/Sep	16.4	14.2	115	Dwellings			
				Tenure			
Mode of Transport				Own	45.0	67.6	66
Car	72.4	79.2	91	Rent	55.0	31.9	172
Public Transit	19.8	12.5	159	Band Housing	0.0	0.4	1
Class of Worker				Period of Construction			
Employed	53.6	59.0	91	Before 1960	32.2	21.1	153
				1961 to 1980	37.0	27.8	133
Occupation				1981 to 1990	12.9	13.3	97
Agriculture	0.7	2.4	29	1991 to 2000	7.5	11.9	64
White Collar	28.3	35.0	81	2001 to 2005	2.4	6.7	36
Grey Collar	44.7	39.5	113	2006 to 2010	2.2	7.5	29
Blue Collar	27.0	25.5	106	2011 to 2016	2.3	6.9	33
				2017 to present	3.5	4.9	71
Education				Type			
No High School	21.2	15.9	134	Single-detached	35.3	52.7	67
High School	31.7	26.6	119	Semi-detached	6.8	5.1	133
Trade School	7.5	9.1	83	Row	34.2	6.6	517
College	19.5	20.2	97	Duplex	7.2	5.7	125
Some University	1.9	2.2	88	Lowrise (<5 Stories)	14.0	18.1	77
University	18.1	26.0	70	Highrise (5+ Stories)	2.2	10.2	22
				Mobile	0.2	1.3	18
Income							
Avg Hhd Income	\$68 33	\$109 50	62				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	3.8	5.1	74	Under 25	4.8	3.0	164
5 to 14	7.5	10.8	69	25 to 34	14.5	14.7	99
15 to 24	8.8	11.8	75	35 to 44	13.2	17.7	75
25 to 44	23.9	27.4	87	45 to 54	13.2	17.8	74
45 to 64	27.7	26.5	105	55 to 64	20.6	20.0	103
65 to 74	15.3	10.7	144	65 to 74	18.8	15.7	120
75 to 84	9.2	5.5	167	75+	14.7	11.1	133
85+	3.9	2.3	171				
Home Language				Size			
English	3.6	67.5	5	1 person	55.2	28.3	195
French	94.2	20.2	467	2 people	31.7	34.3	92
Non-Official	2.2	12.4	18	3 people	7.7	15.2	51
				4+ people	5.4	22.2	24
Immigration				Family Status			
Immigrant Population	5.4	22.4	24	Non-Family	59.0	32.6	181
Before 2001	33.0	47.4	70	Couples with Kids	9.7	29.4	33
2001 to 2005	10.7	10.4	103	Couples, no Kids	20.7	27.2	76
2006 to 2010	17.1	11.9	144	Lone-Parent Family	10.6	10.8	98
2011 to 2016	25.8	13.7	189				
2017 to present	13.4	16.6	80	Age of Children			
				Kids under 5	19.1	16.7	114
Visible Minority				5 to 9	19.6	17.8	111
Visible Minority Presence	5.5	25.4	22	10 to 14	17.4	17.5	99
				15 to 19	17.5	17.1	102
Marital Status				20 to 24	11.0	13.5	82
Single	36.0	28.9	125	25+	15.4	17.5	88
Married or Common Law	39.2	56.9	69				
Wid/Div/Sep	24.7	14.2	174	Dwellings			
				Tenure			
Mode of Transport				Own	27.3	67.6	40
Car	79.4	79.2	100	Rent	72.7	31.9	228
Public Transit	6.2	12.5	49	Band Housing	0.0	0.4	0
Class of Worker				Period of Construction			
Employed	44.4	59.0	75	Before 1960	35.4	21.1	168
				1961 to 1980	30.2	27.8	109
Occupation				1981 to 1990	12.9	13.3	97
Agriculture	1.4	2.4	60	1991 to 2000	8.1	11.9	69
White Collar	27.7	35.0	79	2001 to 2005	3.0	6.7	45
Grey Collar	46.1	39.5	117	2006 to 2010	3.7	7.5	49
Blue Collar	26.2	25.5	103	2011 to 2016	3.3	6.9	48
				2017 to present	3.3	4.9	68
Education				Type			
No High School	27.3	15.9	172	Single-detached	17.1	52.7	33
High School	25.7	26.6	96	Semi-detached	2.6	5.1	51
Trade School	18.9	9.1	208	Row	1.7	6.6	26
College	15.2	20.2	75	Duplex	12.6	5.7	220
Some University	1.8	2.2	81	Lowrise (<5 Stories)	60.8	18.1	335
University	11.1	26.02	43	Highrise (5+ Stories)	4.2	10.2	41
				Mobile	0.1	1.3	10
Income							
Avg Hhd Income	\$49 89	\$109 50	46				

*index of 100 is average



	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	8.8	5.1	173	Under 25	4.4	3.0	149
5 to 14	16.6	10.8	153	25 to 34	16.2	14.7	110
15 to 24	14.6	11.8	123	35 to 44	18.0	17.7	101
25 to 44	25.3	27.4	92	45 to 54	18.3	17.8	103
45 to 64	22.4	26.5	85	55 to 64	20.3	20.0	101
65 to 74	7.8	10.7	73	65 to 74	14.3	15.7	91
75 to 84	3.4	5.5	62	75+	8.5	11.1	77
85+	1.2	2.3	51				
Home Language				Size			
English	76.0	67.5	113	1 person	24.2	28.3	86
French	3.8	20.2	19	2 people	29.4	34.3	86
Non-Official	20.2	12.4	163	3 people	14.6	15.2	96
				4+ people	31.8	22.2	143
Immigration				Family Status			
Immigrant Population	4.4	22.4	19	Non-Family	28.9	32.6	89
Before 2001	56.0	47.4	118	Couples with Kids	28.8	29.4	98
2001 to 2005	7.3	10.4	70	Couples, no Kids	20.3	27.2	75
2006 to 2010	11.8	11.9	99	Lone-Parent Family	21.9	10.8	204
2011 to 2016	14.4	13.7	105				
2017 to present	10.5	16.6	63	Age of Children			
				Kids under 5	21.3	16.7	128
Visible Minority				5 to 9	20.9	17.8	118
Visible Minority Presence	2.2	25.4	9	10 to 14	19.3	17.5	110
				15 to 19	16.3	17.1	95
Marital Status				20 to 24	9.2	13.5	68
Single	36.7	28.9	127	25+	12.9	17.5	74
Married or Common Law	51.1	56.9	90				
Wid/Div/Sep	12.2	14.2	86	Dwellings			
				Tenure			
Mode of Transport				Own	50.9	67.6	75
Car	74.4	79.2	94	Rent	29.9	31.9	94
Public Transit	2.2	12.5	18	Band Housing	19.2	0.4	4672
Class of Worker				Period of Construction			
Employed	46.3	59.0	79	Before 1960	12.6	21.1	60
				1961 to 1980	26.9	27.8	97
Occupation				1981 to 1990	17.4	13.3	131
Agriculture	6.7	2.4	284	1991 to 2000	17.0	11.9	143
White Collar	31.1	35.0	89	2001 to 2005	7.3	6.7	109
Grey Collar	38.8	39.5	98	2006 to 2010	8.1	7.5	107
Blue Collar	30.1	25.5	118	2011 to 2016	7.0	6.9	102
				2017 to present	3.7	4.9	77
Education				Type			
No High School	38.4	15.9	242	Single-detached	72.8	52.7	138
High School	23.5	26.6	88	Semi-detached	5.6	5.1	111
Trade School	10.4	9.1	114	Row	6.7	6.6	102
College	16.3	20.2	81	Duplex	2.0	5.7	34
Some University	2.0	2.2	91	Lowrise (<5 Stories)	6.8	18.1	38
University	9.4	26.0	36	Highrise (5+ Stories)	0.6	10.2	6
				Mobile	5.1	1.3	384
Income							
Avg Hhd Income	\$81 93	\$109 50	75				

*index of 100 is average



	Segment %	Canada %	Index*		Segment %	Canada %	Index*
Population				Households			
Age				Maintainer Age			
Under 5	5.6	5.1	111	Under 25	6.4	3.0	216
5 to 14	9.9	10.8	91	25 to 34	20.6	14.7	140
15 to 24	11.2	11.8	95	35 to 44	16.6	17.7	94
25 to 44	30.7	27.4	112	45 to 54	16.7	17.8	94
45 to 64	26.7	26.5	101	55 to 64	18.9	20.0	95
65 to 74	9.6	10.7	90	65 to 74	12.8	15.7	81
75 to 84	4.4	5.5	80	75+	8.0	11.1	72
85+	1.9	2.3	83				
Home Language				Size			
English	91.2	67.5	135	1 person	46.1	28.3	163
French	2.0	20.2	10	2 people	32.2	34.3	94
Non-Official	6.7	12.4	55	3 people	11.6	15.2	76
				4+ people	10.0	22.2	45
Immigration				Family Status			
Immigrant Population	13.2	22.4	59	Non-Family	53.3	32.6	163
Before 2001	44.0	47.4	93	Couples with Kids	12.7	29.4	43
2001 to 2005	7.8	10.4	75	Couples, no Kids	17.9	27.2	66
2006 to 2010	12.7	11.9	107	Lone-Parent Family	16.1	10.8	150
2011 to 2016	23.0	13.7	169				
2017 to present	12.5	16.6	75	Age of Children			
				Kids under 5	22.5	16.7	134
Visible Minority				5 to 9	20.3	17.8	115
Visible Minority Presence	16.2	25.4	64	10 to 14	17.8	17.5	102
				15 to 19	16.9	17.1	99
Marital Status				20 to 24	9.5	13.5	71
Single	38.7	28.9	134	25+	13.0	17.5	74
Married or Common Law	38.3	56.9	67	Dwellings			
Wid/Div/Sep	23.0	14.2	162	Tenure			
				Own	29.1	67.6	43
Mode of Transport				Rent	70.9	31.9	222
Car	72.1	79.2	91	Band Housing	0.0	0.4	0
Public Transit	11.8	12.5	95	Period of Construction			
				Before 1960	35.6	21.1	169
Class of Worker				1961 to 1980	33.3	27.8	120
Employed	47.0	59.0	80	1981 to 1990	11.2	13.3	84
				1991 to 2000	8.3	11.9	70
Occupation				2001 to 2005	2.3	6.7	34
Agriculture	1.3	2.4	55	2006 to 2010	2.9	7.5	39
White Collar	25.9	35.0	74	2011 to 2016	2.5	6.9	37
Grey Collar	49.2	39.5	125	2017 to present	4.0	4.9	81
Blue Collar	24.9	25.5	98	Type			
				Single-detached	22.7	52.7	43
Education				Semi-detached	4.9	5.1	97
No High School	22.7	15.9	143	Row	7.9	6.6	119
High School	33.6	26.6	126	Duplex	8.1	5.7	141
Trade School	7.9	9.1	87	Lowrise (<5 Stories)	52.3	18.1	289
College	21.5	20.2	107	Highrise (5+ Stories)	2.9	10.2	29
Some University	1.3	2.2	57	Mobile	0.9	1.3	65
University	13.1	26.02	50				
Income							
Avg Hhd Income	\$47 73	\$109 50	44				

*index of 100 is average



Social Groups

Social Groups - Quick Reference Guide 2021

SESI	SG	LS	Name	Population	Households	Size (%)	Official Language	Cultural Diversity Index	Average Income (\$)	Income Level	Age of Maintainer	Family Status
1	U1	M1	The A-List	278,853	90,597	0.60	English	Low	574,521	Very Wealthy	Mixed	Families/Couples
2	U1	M1	Wealthy & Wise	374,582	127,189	0.85	English	Low	264,243	Wealthy	Older & Mature	Families/Couples
6	U1	F1	Downtown Verve	455,149	184,488	1.23	English	Low	179,524	Upscale	Younger & Middle-Aged	Mixed
4	S1	F3	Turbo Burbs	525,265	173,507	1.15	English	Low	220,765	Upscale	Middle-Aged	Families/Couples
5	S1	F2	First-Class Families	737,286	229,346	1.53	English	Low	190,168	Upscale	Middle-Aged	Families
9	S1	M1	Boomer Bliss	634,472	246,134	1.64	English	Low	145,894	Upscale	Older & Mature	Couples/Families
8	S2	F2	Multiculture-ish	845,668	240,047	1.60	Non-Official	High	162,311	Upscale	Middle-Aged	Families
11	S2	Y3	Modern Suburbia	972,209	309,690	2.06	Non-Official	High	141,415	Upper-Middle	Younger & Middle-Aged	Families
3	F1	F2	Asian Sophisticates	387,710	114,383	0.76	Non-Official	High	155,652	Upscale	Middle-Aged	Families
7	F1	M1	Mature & Secure	694,493	233,501	1.55	English	Medium	170,885	Upscale	Older & Mature	Families/Couples
18	F1	F2	Multicultural Corners	854,193	277,197	1.84	Non-Official	High	132,833	Upper-Middle	Middle-Aged	Families
19	S3	F3	Family Mode	1,036,868	338,631	2.25	English	Low	145,442	Upscale	Middle-Aged	Families
24	S3	Y3	All-Terrain Families	427,334	146,713	0.98	English	Low	137,843	Upper-Middle	Younger & Middle-Aged	Families
25	S3	F3	Suburban Sports	969,065	345,953	2.30	English	Low	127,534	Upper-Middle	Younger & Middle-Aged	Families/Couples
14	R1	F3	Kick-Back Country	553,854	192,103	1.28	English	Low	149,823	Upscale	Middle-Aged	Families/Couples
26	R1	F3	Country Traditions	900,620	333,167	2.22	English	Low	125,207	Upper-Middle	Middle-Aged & Older	Couples/Families
33	R1	F3	New Country	615,495	218,590	1.45	English	Low	104,556	Middle	Middle-Aged	Couples/Families
13	S4	F2	Vie de Rêve	552,694	185,789	1.24	French	Low	185,568	Upscale	Middle-Aged	Families
29	S4	F3	C'est Tiguïdou	1,001,831	381,474	2.54	French	Low	118,288	Upper-Middle	Middle-Aged & Older	Couples/Families
34	S4	F3	Familles Typiques	639,105	244,593	1.63	French	Low	112,685	Middle	Younger & Middle-Aged	Families
38	S5	F3	Stressed in Suburbia	697,726	254,633	1.69	English	Low	105,873	Middle	Younger & Middle-Aged	Families
43	S5	F3	Happy Medium	474,315	187,165	1.25	English	Low	101,714	Middle	Mixed	Couples/Families
10	F2	F2	Asian Achievement	524,668	161,005	1.07	Non-Official	High	117,224	Upper-Middle	Middle-Aged & Older	Families
20	F2	Y2	New Asian Heights	404,136	201,010	1.34	Non-Official	High	84,831	Lower-Middle	Younger	Singles/Couples
27	F2	F3	Diversité Nouvelle	606,126	219,494	1.46	Non-Official	High	115,845	Upper-Middle	Younger & Middle-Aged	Families
16	U2	M1	Savvy Seniors	736,121	326,825	2.17	English	Low	120,453	Upper-Middle	Older	Singles/Couples
23	U2	M1	Mid-City Mellow	843,045	307,379	2.04	English	Low	115,193	Upper-Middle	Older & Mature	Families/Couples
36	U2	F3	Middle-Class Mosaic	604,836	213,828	1.42	English	High	95,431	Middle	Mixed	Mixed
51	U2	M2	On Their Own Again	458,696	276,631	1.84	English	High	64,201	Downscale	Older	Singles
30	F3	F2	South Asian Society	344,606	91,975	0.61	Non-Official	High	101,026	Middle	Middle-Aged	Families
31	F3	F3	Metro Melting Pot	828,461	275,619	1.83	Non-Official	High	100,322	Middle	Middle-Aged & Older	Families
32	F3	F1	Diverse & Determined	581,301	256,667	1.71	English	High	95,527	Middle	Younger & Middle-Aged	Single/Families
41	R2	M1	Down to Earth	985,332	392,664	2.61	English	Low	98,537	Middle	Older	Couples/Families
48	R2	F3	Agri-Biz	382,695	136,698	0.91	English	Low	92,796	Middle	Middle-Aged & Older	Couples/Families
49	R2	M2	Backcountry Boomers	789,460	347,138	2.31	English	Low	82,900	Lower-Middle	Older	Couples/Singles
50	R2	M2	Country & Western	693,941	264,169	1.76	English	Low	95,438	Middle	Older	Singles/Couples
12	U3	Y1	Eat, Play, Love	668,629	401,632	2.67	English	High	133,022	Upper-Middle	Younger	Singles
22	U3	Y2	Indieville	484,529	203,562	1.35	English	Low	114,359	Upper-Middle	Younger & Middle-Aged	Singles/Couples
40	U3	Y1	Les Énergieuses	437,184	240,539	1.60	French	Low	74,565	Lower-Middle	Young	Singles
47	U3	Y1	Social Networkers	340,140	193,252	1.29	Non-Official	High	59,120	Low	Young	Singles
55	U3	F1	Enclaves Multiethniques	437,563	181,326	1.21	Non-Official	High	61,348	Downscale	Younger & Middle-Aged	Singles/Families
37	T1	F1	Keep on Trucking	181,542	73,732	0.49	English	Low	114,298	Upper-Middle	Younger & Middle-Aged	Mixed
58	T1	M1	Old Town Roads	349,562	147,911	0.98	English	Low	75,631	Lower-Middle	Older	Couples/Singles
66	T1	F2	Indigenous Families	519,362	169,626	1.13	Non-Official	Low	81,938	Lower-Middle	Younger & Middle-Aged	Families
21	S6	M2	Scenic Retirement	509,174	220,911	1.47	English	Low	109,329	Middle	Older & Mature	Couples/Singles
45	S6	M1	Slow-Lane Suburbs	458,876	200,429	1.33	English	Low	90,898	Middle	Older & Mature	Singles/Couples
53	S6	M2	Silver Flats	205,720	122,188	0.81	English	Low	61,400	Downscale	Mature	Singles
62	S6	M2	Suburban Recliners	484,561	243,998	1.62	English	Low	67,311	Downscale	Older	Singles/Couples
15	U4	F2	South Asian Enterprise	881,261	221,110	1.47	Non-Official	High	121,550	Upper-Middle	Middle-Aged	Families
17	U4	F3	Asian Avenues	256,143	85,085	0.57	Non-Official	High	104,925	Middle	Mixed	Families/Singles
61	U4	F3	Came From Away	737,218	307,639	2.05	Non-Official	High	65,982	Downscale	Middle-Aged	Singles/Families
64	U4	F3	Midtown Movers	447,610	162,436	1.08	Non-Official	High	68,333	Lower-Middle	Younger & Middle-Aged	Families/Singles
35	S7	M1	Vie Dynamique	425,921	188,137	1.25	French	Low	95,544	Middle	Older	Couples/Singles
42	S7	F1	Banlieues Tranquilles	307,665	124,241	0.83	French	Low	101,092	Middle	Middle-Aged & Older	Couples/Families
59	S7	F1	La Vie Simple	448,157	215,310	1.43	French	Low	73,685	Lower-Middle	Mixed	Singles/Couples
46	R3	M1	Patrimoine Rustique	339,589	153,140	1.02	French	Low	91,132	Middle	Older	Couples/Singles
54	R3	F3	Vie au Village	724,635	301,884	2.01	French	Low	81,781	Lower-Middle	Middle-Aged	Mixed
63	R3	M1	Amants de la Nature	487,947	223,148	1.48	French	Low	76,523	Lower-Middle	Older	Couples/Singles
28	U5	Y1	Latte Life	191,417	117,174	0.78	English	Low	95,495	Middle	Younger	Singles
52	U5	Y2	Friends & Roomies	692,628	349,766	2.33	English	High	70,319	Lower-Middle	Young	Singles/Families
57	U5	Y2	Juggling Acts	509,436	215,667	1.43	English	Low	84,051	Lower-Middle	Younger	Singles/Families
60	U5	F1	Value Villagers	544,485	233,657	1.55	English	Low	74,040	Lower-Middle	Mixed	Mixed
67	U5	Y2	Just Getting By	708,515	360,871	2.40	English	Low	47,731	Low	Younger	Singles/Families
39	U6	F1	Évolution Urbaine	331,024	151,110	1.01	French	Low	89,947	Middle	Mixed	Singles/Families
44	U6	M2	Un Grand Cru	266,038	131,995	0.88	French	Low	88,968	Middle	Older & Mature	Singles/Couples
56	U6	Y2	Jeunes Biculturés	413,955	205,287	1.37	French	Medium	63,082	Downscale	Younger & Middle-Aged	Singles/Families
65	U6	M2	Âgés & Traditionnels	613,042	359,089	2.39	French	Low	49,895	Low	Older	Singles

Social Groups - Quick Reference Guide 2021

SESI	SG	LS	Name	Education	Job Type	Age of Children	Dwelling Type	Residency
1	U1	M1	The A-List	University	White Collar	10-24	Single Detached	Own
2	U1	M1	Wealthy & Wise	University	White Collar	15+	Single Detached	Own
6	U1	F1	Downtown Verve	University	White Collar	5-24	Single Detached/Low Rise Apt/Semi	Own & Rent
4	S1	F3	Turbo Burbs	University/College/High School	White Collar/Service Sector	10+	Single Detached	Own
5	S1	F2	First-Class Families	University/College/High School	White Collar/Service Sector	5-24	Single Detached	Own
9	S1	M1	Boomer Bliss	University/College	White Collar	10+	Single Detached	Own
8	S2	F2	Multiculture-ish	University/College	White Collar/Service Sector	10+	Single Detached	Own
11	S2	Y3	Modern Suburbia	University/College	Mixed	5-24	Single Detached/Row	Own
3	F1	F2	Asian Sophisticates	University	White Collar	15+	Single Detached	Own
7	F1	M1	Mature & Secure	University	White Collar	10+	Single Detached	Own
18	F1	F2	Multicultural Corners	University/College/High School	Service Sector/White Collar	<20	Single Detached/Row	Own
19	S3	F3	Family Mode	College/High School	Mixed	10+	Single Detached	Own
24	S3	Y3	All-Terrain Families	College/Trade School/High School	Blue Collar/Service Sector	5-24	Single Detached/Semi/Row	Own
25	S3	F3	Suburban Sports	Mixed	Service Sector/Blue Collar	<15	Single Detached/Duplex	Own
14	R1	F3	Kick-Back Country	Mixed	Blue Collar	10+	Single Detached	Own
26	R1	F3	Country Traditions	Mixed	Blue Collar/Service Sector	Mixed	Single Detached	Own
33	R1	F3	New Country	Mixed	Primary/Blue Collar	Mixed	Single Detached	Own
13	S4	F2	Vie de Réve	University/College/Trade School	White Collar/Service Sector	10+	Single Detached	Own
29	S4	F3	C'est Tiguidou	Trade School/College	Service Sector/White Collar	<20	Single Detached	Own
34	S4	F3	Familles Typiques	Trade School/College	Mixed	10+	Single Detached/Low Rise Apt/Semi	Own
38	S5	F3	Stressed in Suburbia	College/High School	Service Sector/Blue Collar	Mixed	Single Detached/Semi/Row	Own
43	S5	F3	Happy Medium	Mixed	Blue Collar/Service Sector	10+	Single Detached	Own
10	F2	F2	Asian Achievement	University/High School	Service Sector/White Collar	5-24	Single Detached/Duplex/Row	Own & Rent
20	F2	Y2	New Asian Heights	University	White Collar/Service Sector	10+	Apartments	Own & Rent
27	F2	F3	Diversité Nouvelle	University/Trade School/College	Service Sector/White Collar	Mixed	Single Detached/Low Rise Apt/Semi	Own
16	U2	M1	Savvy Seniors	University/College/High School	White Collar/Service Sector	Mixed	Mixed	Own
23	U2	M1	Mid-City Mellow	College/High School	Mixed	5-24	Single Detached	Own
36	U2	F3	Middle-Class Mosaic	High School/Grade 9/College	Blue Collar/Service Sector	Mixed	Single Detached/Semi-Detached	Own
51	U2	M2	On Their Own Again	Mixed	Service Sector/White Collar	Mixed	Apt 5+	Rent
30	F3	F2	South Asian Society	Grade 9/High School	Blue Collar/Service Sector	<20	Duplex/Low Rise Apt/Single Detached	Own & Rent
31	F3	F3	Metro Melting Pot	University/High School/Grade 9	Mixed	15+	Mixed	Own & Rent
32	F3	F1	Diverse & Determined	University/College/High School	Service Sector/White Collar	Mixed	Mixed	Own & Rent
41	R2	M1	Down to Earth	Mixed	Blue Collar/Service Sector	Mixed	Single Detached	Own
48	R2	F3	Agri-Biz	Grade 9/High School/Trade School	Primary/Blue Collar	<15	Single Detached	Own
49	R2	M2	Backcountry Boomers	Mixed	Blue Collar/Primary	5-24	Single Detached	Own
50	R2	M2	Country & Western	Mixed	Primary/Blue Collar	10+	Single Detached	Own
12	U3	Y1	Eat, Play, Love	University	White Collar	10+	Apt 5+	Rent & Own
22	U3	Y2	Indieville	University	White Collar/Service Sector	<20	Low Rise Apt/Semi/Duplex	Own & Rent
40	U3	Y1	Les Énerjeunes	University/College/High School	White Collar/Service Sector	<15	Low Rise Apt	Rent
47	U3	Y1	Social Networkers	University/High School	Service Sector/White Collar	<5, 20+	Apartments	Rent
55	U3	F1	Enclaves Multiethniques	Grade 9/Trade School	Service Sector/White Collar	5-24	Low Rise Apt/Duplex	Rent
37	T1	F1	Keep on Trucking	Mixed	Blue Collar/Service Sector	10+	Single Detached	Own
58	T1	M1	Old Town Roads	Mixed	Blue Collar/Service Sector	Mixed	Single Detached	Own
66	T1	F2	Indigenous Families	Grade 9/High School	Mixed	<15	Single Detached	Band
21	S6	M2	Scenic Retirement	College/High School	Mixed	Mixed	Single Detached	Own
45	S6	M1	Slow-Lane Suburbs	College/High School	Service Sector/White Collar	15+	Single Detached/Low Rise Apt	Own & Rent
53	S6	M2	Silver Flats	Mixed	Service Sector/White Collar	Mixed	Apt 5+/Low Rise Apt	Rent & Own
62	S6	M2	Suburban Recliners	Grade 9/High School/College	Service Sector/Blue Collar	Mixed	Single Detached/Low Rise Apt	Own & Rent
15	U4	F2	South Asian Enterprise	University/High School	Blue Collar/Service Sector	<20	Single Detached/Semi/Duplex	Own
17	U4	F3	Asian Avenues	High School/University/Grade 9	Service Sector/White Collar	15+	Duplex/Single Detached/Low Rise Apt	Own & Rent
61	U4	F3	Came From Away	Mixed	Service Sector	10+	Apartments	Rent
64	U4	F3	Midtown Movers	Grade 9/High School	Service Sector/Blue Collar	<15	Single Detached/Row/Low Rise Apt	Rent & Own
35	S7	M1	Vie Dynamique	Mixed	Service Sector/White Collar	10+	Single Detached/Low Rise Apt/Semi	Own
42	S7	F1	Banlieues Tranquilles	Trade School/Grade 9/College	Blue Collar/Service Sector	Mixed	Single Detached	Own
59	S7	F1	La Vie Simple	High School/Grade 9/Trade School	Service Sector/Blue Collar	Mixed	Low Rise Apt/Single Detached/Duplex	Rent & Own
46	R3	M1	Patrimoine Rustique	Mixed	Mixed	5-24	Single Detached	Own
54	R3	F3	Vie au Village	Trade School/Grade 9	Mixed	Mixed	Single Detached	Own
63	R3	M1	Amants de la Nature	Trade School/Grade 9	Primary/Blue Collar	Mixed	Single Detached	Own
28	U5	Y1	Latte Life	University	White Collar/Service Sector	<5, 20+	Apartments	Rent
52	U5	Y2	Friends & Roomies	University/High School	Service Sector/White Collar	5-24	Low Rise Apt/Apt 5+/Single Detached	Rent
57	U5	Y2	Juggling Acts	High School/Grade 9/College	Service Sector/Blue Collar	5-24	Single Detached/Low Rise Apt/Row	Own & Rent
60	U5	F1	Value Villagers	Mixed	Mixed	Mixed	Single Detached	Own
67	U5	Y2	Just Getting By	Grade 9/High School/College	Service Sector/Blue Collar	<15	Low Rise Apt/Single Detached	Rent
39	U6	F1	Évolution Urbaine	University/Trade School	White Collar/Service Sector	Mixed	Low Rise Apt/Duplex	Rent & Own
44	U6	M2	Un Grand Cru	Mixed	Service Sector/White Collar	Mixed	Low Rise Apt/Single Detached	Own & Rent
56	U6	Y2	Jeunes Biculturals	Mixed	Service Sector/White Collar	5-24	Low Rise Apt/Duplex	Rent
65	U6	M2	Âgés & Traditionnels	Grade 9/High School/Trade School	Service Sector/Blue Collar	<15	Low Rise Apt/Duplex	Rent

U1 – Urban Elite

The wealthiest social group, Urban Elite consists of affluent families and couples living in the nation’s largest cities. Typically found in exclusive, established neighbourhoods, these three segments feature luxurious single-detached, semi-detached and duplex homes worth an average of \$1.2 million. The middle-aged and older maintainers are mostly university educated, work at white-collar and management positions, and earn incomes over two-and-a-half times the national average. A majority of households contain first- and second-generation Canadians, including a significant presence of Asian and Jewish residents. Reflecting their lofty incomes, these adults have rich cultural lives, with a fondness for theatre, ballet, opera, museums and art galleries. And most can afford a variety of leisure activities, from downhill skiing and golfing to attending pro sports events and travelling abroad. Active in the community, they like to give back by working on social issues and supporting a wide range of causes. They keep up with the news by watching CBC News Network, reading daily newspapers and subscribing to business magazines—whether in print or on their tablets.



	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population											
Age				Occupation				Age of Children			
Under 5	4.6	5.1	90	Agriculture	0.4	2.4	17	Kids under 5	13.8	16.7	83
5 to 14	10.7	10.8	99	White Collar	52.6	35.0	150	5 to 9	15.8	17.8	89
15 to 24	12.9	11.8	109	Grey Collar	33.4	39.5	85	10 to 14	17.4	17.5	99
25 to 44	24.9	27.4	91	Blue Collar	14.0	25.5	55	15 to 19	17.9	17.1	105
45 to 64	28.4	26.5	107	Education				20 to 24	15.6	13.5	116
65 to 74	11.1	10.7	104	No High School	7.7	15.9	49	25+	19.5	17.5	112
75 to 84	5.3	5.5	96	High School	18.8	26.6	71	Dwellings			
85+	2.1	2.3	92	Trade School	2.9	9.1	32	Tenure			
Home Language				College	13.8	20.2	68	Own	80.7	67.6	119
English	85.6	67.5	127	Some University	1.9	2.2	86	Rent	19.3	31.9	61
French	4.6	20.2	23	University	54.8	26.0	211	Band Housing	0.0	0.4	0
Non-Official	9.7	12.4	79	Income				Period of Construction			
Immigration				Avg Hhd Income	\$295 268	\$109 506	270	Before 1960	45.7	21.1	217
Immigrant Population	24.7	22.4	110	Households				1961 to 1980	17.3	27.8	62
Before 2001	60.2	47.4	127	Maintainer Age				1981 to 1990	10.0	13.3	75
2001 to 2005	8.2	10.4	79	Under 25	1.7	3.0	56	1991 to 2000	8.4	11.9	70
2006 to 2010	8.5	11.9	72	25 to 34	10.0	14.7	68	2001 to 2005	5.1	6.7	76
2011 to 2016	8.8	13.7	64	35 to 44	16.7	17.7	94	2006 to 2010	4.9	7.5	65
2017 to present	14.3	16.6	86	45 to 54	20.2	17.8	114	2011 to 2016	4.4	6.9	65
Visible Minority				55 to 64	22.2	20.0	111	2017 to present	4.3	4.9	88
Vis Min Presence	23.3	25.4	92	65 to 74	17.3	15.7	110	Type			
Marital Status				75+	11.9	11.1	108	Single-detached	58.3	52.7	111
Single	28.4	28.9	98	Size				Semi-detached	10.3	5.1	203
Married/Common Law	61.0	56.9	107	1 person	20.5	28.3	72	Row	5.4	6.6	82
Wid/Div/Sep	10.6	14.2	75	2 people	33.4	34.3	97	Duplex	7.8	5.7	135
Mode of Transport				3 people	17.1	15.2	113	Lowrise (<5 Stories)	15.1	18.1	83
Car	67.7	79.2	85	4+ people	28.9	22.2	130	Highrise (5+ Stories)	3.0	10.2	29
Public Transit	19.9	12.5	159	Family Status				Mobile	0.0	1.3	2
Class of worker				Non-Family	24.8	32.6	76				
Employed	64.8	59.0	110	Couples with Kids	38.6	29.4	131				
				Couples, no Kids	28.6	27.2	105				
				Lone-Parent	8.0	10.8	75				

*Index of 100 is average

S1 – Suburban Elite

The three segments in Suburban Elite represent the wealthiest suburban groups. Residents here tend to be middle-aged and older couples and families with school-age children living in the bedroom communities of large cities. With their university and college educations, these adults earn high incomes—70 percent above the national average—from a variety of management, white-collar and service sector jobs. Their deep pockets allow them to afford pricey single-detached homes built before 2010. Suburban Elite residents pursue active lifestyles, getting exercise from golf, aerobics and swimming, and enjoying outdoorsy activities like boating, fishing and camping. For an evening out, they like to go to movies, rock concerts and sports bars; they also have high rates for attending hockey, football and baseball games. These Canadians spend a lot of time in their cars—typically compact and midsize sedans and SUVs—commuting to work and chauffeuring children to after-school activities. Many look forward to weekends where they can cruise the aisles at electronics and home improvement stores or catch up on favourite sports on their personal video recorders.



	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population											
Age				Occupation				Age of Children			
Under 5	4.0	5.1	79	Agriculture	1.1	2.4	48	Kids under 5	11.4	16.7	68
5 to 14	10.9	10.8	101	White Collar	41.3	35.0	118	5 to 9	14.7	17.8	83
15 to 24	13.8	11.8	116	Grey Collar	37.4	39.5	95	10 to 14	17.6	17.5	101
25 to 44	21.5	27.4	78	Blue Collar	21.3	25.5	83	15 to 19	19.7	17.1	115
45 to 64	30.2	26.5	114	Education				20 to 24	17.0	13.5	127
65 to 74	12.0	10.7	113	No High School	10.3	15.9	65	25+	19.5	17.5	111
75 to 84	5.6	5.5	103	High School	25.7	26.6	97	Dwellings			
85+	1.9	2.3	84	Trade School	6.0	9.1	66	Tenure			
Home Language				College	21.7	20.2	108	Own	93.3	67.6	138
English	91.4	67.5	135	Some University	2.0	2.2	94	Rent	6.6	31.9	21
French	1.9	20.2	10	University	34.1	26.0	131	Band Housing	0.0	0.4	3
Non-Official	6.7	12.4	54	Income				Period of Construction			
Immigration				Avg Hhd Income	\$181 557	\$109 506	166	Before 1960	10.1	21.1	48
Immigrant Population	18.3	22.4	82	Households				1961 to 1980	22.2	27.8	80
Before 2001	63.1	47.4	133	Maintainer Age				1981 to 1990	20.8	13.3	156
2001 to 2005	8.7	10.4	83	Under 25	0.8	3.0	29	1991 to 2000	21.5	11.9	181
2006 to 2010	7.5	11.9	63	25 to 34	7.8	14.7	53	2001 to 2005	10.0	6.7	150
2011 to 2016	6.6	13.7	49	35 to 44	13.9	17.7	78	2006 to 2010	6.5	7.5	87
2017 to present	14.1	16.6	85	45 to 54	20.6	17.8	116	2011 to 2016	4.3	6.9	63
Visible Minority				55 to 64	25.5	20.0	127	2017 to present	4.6	4.9	95
Vis Min Presence	16.2	25.4	64	65 to 74	19.1	15.7	122	Type			
Marital Status				75+	12.3	11.1	111	Single-detached	87.5	52.7	166
Single	24.9	28.9	86	Size				Semi-detached	2.7	5.1	53
Married/Common Law	65.0	56.9	114	1 person	13.8	28.3	49	Row	3.9	6.6	59
Wid/Div/Sep	10.1	14.2	71	2 people	36.0	34.3	105	Duplex	3.2	5.7	56
Mode of Transport				3 people	17.8	15.2	117	Lowrise (<5 Stories)	1.7	18.1	9
Car	88.8	79.2	112	4+ people	32.3	22.2	146	Highrise (5+ Stories)	0.6	10.2	6
Public Transit	6.3	12.5	51	Family Status				Mobile	0.3	1.3	21
Class of worker				Non-Family	15.5	32.6	47				
Employed	62.5	59.0	106	Couples with Kids	43.4	29.4	148				
				Couples, no Kids	33.4	27.2	123				
				Lone-Parent	7.6	10.8	71				

*Index of 100 is average



S2 – Upscale Suburban Diversity

Upscale Suburban Diversity is the most diverse suburban group, with over two-thirds of households containing first- and second-generation Canadians whose mother tongue could be one of over a dozen languages. In these family households, most of the maintainers are between the ages of 25 and 54, and children are under 10. Despite being relatively new to Canada, they tend to have university or college degrees and earn upscale incomes from a mix of occupations. Half the households have moved in the last five years, and most live in singles, semis and row houses built after 2001. They enjoy family-friendly activities, scoring high for playing team sports like soccer, basketball, baseball and hockey; visiting amusement parks, zoos and aquariums; and shopping for toys and games at big-box stores like Costco, Best Buy and Mastermind. Many also shop online for clothing, cosmetics, books and home electronics. As for their media tastes, they prefer digital to traditional channels, using their smart phones to log on to social networks and share links and pictures on Instagram, Snapchat and Twitter.



	Group %	Canada %	Index*
Population			
Age			
Under 5	7.6	5.1	149
5 to 14	15.5	10.8	143
15 to 24	12.7	11.8	108
25 to 44	32.9	27.4	120
45 to 64	23.3	26.5	88
65 to 74	5.3	10.7	50
75 to 84	2.1	5.5	38
85+	0.6	2.3	25
Home Language			
English	73.6	67.5	109
French	2.0	20.2	10
Non-Official	24.4	12.4	197
Immigration			
Immigrant Population	40.1	22.4	178
Before 2001	35.7	47.4	75
2001 to 2005	13.4	10.4	128
2006 to 2010	12.8	11.9	108
2011 to 2016	12.0	13.7	88
2017 to present	26.1	16.6	157
Visible Minority			
Vis Min Presence	55.9	25.4	220
Marital Status			
Single	25.3	28.9	87
Married/Common Law	66.3	56.9	117
Wid/Div/Sep	8.4	14.2	59
Mode of Transport			
Car	85.5	79.2	108
Public Transit	11.6	12.5	93
Class of worker			
Employed	69.2	59.0	117

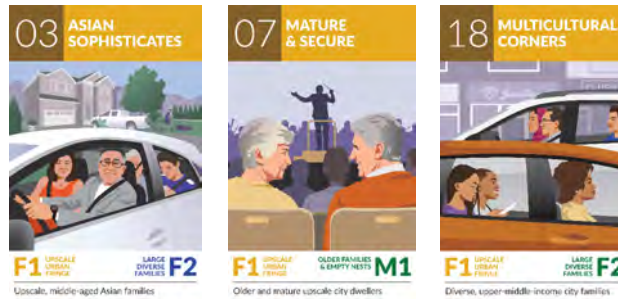
*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	0.4	2.4	16
White Collar	39.2	35.0	112
Grey Collar	37.5	39.5	95
Blue Collar	23.2	25.5	91
Education			
No High School	10.8	15.9	68
High School	23.4	26.6	88
Trade School	4.8	9.1	53
College	19.3	20.2	95
Some University	2.4	2.2	110
University	39.4	26.0	151
Income			
Avg Hhd Income	\$150 539	\$109 506	137
Households			
Maintainer Age			
Under 25	1.8	3.0	62
25 to 34	17.8	14.7	121
35 to 44	29.3	17.7	166
45 to 54	25.2	17.8	141
55 to 64	15.6	20.0	78
65 to 74	7.3	15.7	46
75+	3.0	11.1	27
Size			
1 person	11.6	28.3	41
2 people	24.6	34.3	72
3 people	20.5	15.2	135
4+ people	43.3	22.2	195
Family Status			
Non-Family	14.6	32.6	45
Couples with Kids	54.6	29.4	186
Couples, no Kids	22.6	27.2	83
Lone-Parent	8.2	10.8	76

	Group %	Canada %	Index*
Age of Children			
Kids under 5	20.1	16.7	120
5 to 9	20.6	17.8	116
10 to 14	18.9	17.5	108
15 to 19	15.5	17.1	90
20 to 24	11.7	13.5	87
25+	13.2	17.5	76
Dwellings			
Tenure			
Own	87.9	67.6	130
Rent	12.1	31.9	38
Band Housing	0.0	0.4	0
Period of Construction			
Before 1960	0.7	21.1	4
1961 to 1980	1.8	27.8	7
1981 to 1990	4.1	13.3	31
1991 to 2000	9.5	11.9	80
2001 to 2005	16.2	6.7	242
2006 to 2010	26.4	7.5	351
2011 to 2016	32.9	6.9	480
2017 to present	8.3	4.9	170
Type			
Single-detached	64.5	52.7	122
Semi-detached	8.6	5.1	170
Row	17.7	6.6	268
Duplex	2.4	5.7	41
Lowrise (<5 Stories)	5.8	18.1	32
Highrise (5+ Stories)	0.9	10.2	9
Mobile	0.1	1.3	5

F1 – Upscale Urban Fringe

Upscale Suburban Fringe contains three segments that are home to a mix of middle-aged and older families and couples living in once-suburban communities that have been absorbed by nearby cities. These households typically are large, with more than a third containing children over the age of 20. And many are culturally diverse, with a high percentage of first- and second-generation Canadians from Asia and South Asia, and a notable presence of Jewish households. Most of these households own their homes, typically comfortable single-detached and row houses valued at almost \$800,000. With their mostly university and college educations, these adults earn upscale incomes from white-collar and service sector jobs. Reflecting a cultured sensibility, they have high rates for going to the theatre, ballet, opera and concerts featuring a range of musical genres. But they're also avid sports fans who attend pro hockey, baseball, basketball and football games. These older households like getting their information from newspapers and magazines, but they're not averse to technology: they own smart TVs, smart speakers and e-readers all at high rates.

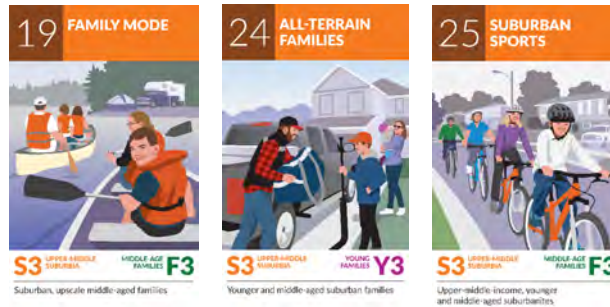


	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population											
Age				Occupation				Age of Children			
Under 5	4.5	5.1	89	Agriculture	0.4	2.4	17	Kids under 5	12.4	16.7	74
5 to 14	10.9	10.8	101	White Collar	42.6	35.0	122	5 to 9	14.5	17.8	82
15 to 24	13.6	11.8	115	Grey Collar	38.0	39.5	96	10 to 14	16.2	17.5	93
25 to 44	24.5	27.4	90	Blue Collar	19.4	25.5	76	15 to 19	17.7	17.1	103
45 to 64	28.8	26.5	109	Education				20 to 24	16.5	13.5	123
65 to 74	10.4	10.7	98	No High School	11.4	15.9	72	25+	22.7	17.5	130
75 to 84	5.2	5.5	94	High School	25.0	26.6	94				
85+	2.0	2.3	88	Trade School	4.5	9.1	50	Dwellings			
Home Language				College	18.1	20.2	90	Tenure			
English	74.6	67.5	111	Some University	2.3	2.2	104	Own	89.9	67.6	133
French	2.1	20.2	10	University	38.7	26.0	149	Rent	10.1	31.9	32
Non-Official	23.3	12.4	188	Income				Band Housing	0.0	0.4	0
Immigration				Avg Hhd Income	\$151 223	\$109 506	138	Period of Construction			
Immigrant Population	39.4	22.4	175					Before 1960	15.1	21.1	72
Before 2001	55.4	47.4	117	Households				1961 to 1980	24.0	27.8	86
2001 to 2005	11.2	10.4	107	Maintainer Age				1981 to 1990	17.8	13.3	134
2006 to 2010	10.3	11.9	86	Under 25	0.9	3.0	32	1991 to 2000	19.0	11.9	161
2011 to 2016	9.2	13.7	67	25 to 34	8.5	14.7	58	2001 to 2005	10.6	6.7	158
2017 to present	14.0	16.6	84	35 to 44	16.4	17.7	93	2006 to 2010	5.8	7.5	77
Visible Minority				45 to 54	21.9	17.8	123	2011 to 2016	4.0	6.9	58
Vis Min Presence	44.0	25.4	173	55 to 64	23.6	20.0	118	2017 to present	3.7	4.9	76
Marital Status				65 to 74	16.5	15.7	105	Type			
Single	28.0	28.9	97	75+	12.1	11.1	109	Single-detached	74.4	52.7	141
Married/Common Law	61.2	56.9	108	Size				Semi-detached	5.3	5.1	104
Wid/Div/Sep	10.8	14.2	76	1 person	13.3	28.3	47	Row	11.3	6.6	171
Mode of Transport				2 people	29.7	34.3	87	Duplex	5.3	5.7	92
Car	79.8	79.2	101	3 people	20.3	15.2	134	Lowrise (<5 Stories)	2.2	18.1	12
Public Transit	15.3	12.5	123	4+ people	36.7	22.2	165	Highrise (5+ Stories)	1.4	10.2	13
Class of worker				Family Status				Mobile	0.1	1.3	4
Employed	59.9	59.0	101	Non-Family	16.2	32.6	50				
				Couples with Kids	47.3	29.4	161				
				Couples, no Kids	26.6	27.2	98				
				Lone-Parent	9.9	10.8	92				

*Index of 100 is average

S3 – Upper-Middle Suburbia

The three segments in Upper-Middle Suburbia feature large families with young children living in new suburban communities. Home to a disproportionate number of third-plus generation Canadians, this group is characterized by maintainers between 25 and 54 years old and children under the age of 14. Despite moderate educations—mostly high school and college—households earn upper-middle incomes from a wide range of jobs that afford them comfortable singles, semis and duplex homes built after 1990. They enjoy time-honoured leisure pursuits, doing crafts projects and gardening around the house and heading outdoors for camping, fishing and hunting. For a night out, they go to casual family restaurants, sports bars and hockey games. And these families travel frequently, typically taking holiday cruises, golf trips and culinary tours. Given their suburban settings, it's no surprise that they're dependent on their cars—everything from compact SUVs to large minivans and pickups—for commuting to work and play. As media consumers, they're fans of radio stations devoted to classic and modern rock as well as new and traditional country.

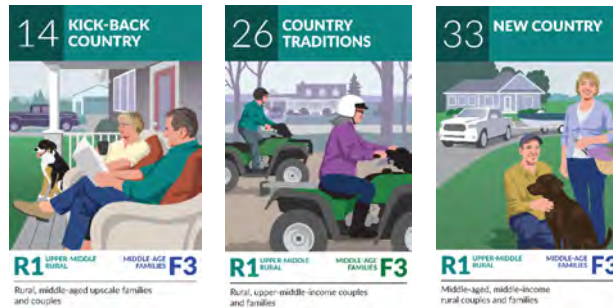


	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population											
Age				Occupation				Age of Children			
Under 5	6.4	5.1	126	Agriculture	1.4	2.4	60	Kids under 5	18.7	16.7	112
5 to 14	13.9	10.8	128	White Collar	32.4	35.0	92	5 to 9	20.2	17.8	114
15 to 24	12.6	11.8	106	Grey Collar	39.2	39.5	99	10 to 14	19.5	17.5	112
25 to 44	29.2	27.4	106	Blue Collar	28.4	25.5	112	15 to 19	17.2	17.1	100
45 to 64	25.7	26.5	97	Education				20 to 24	11.7	13.5	87
65 to 74	7.9	10.7	75	No High School	13.2	15.9	83	25+	12.6	17.5	72
75 to 84	3.3	5.5	60	High School	29.8	26.6	112	Dwellings			
85+	1.1	2.3	47	Trade School	9.0	9.1	99	Tenure			
Home Language				College	24.7	20.2	122	Own	85.0	67.6	126
English	93.8	67.5	139	Some University	1.9	2.2	87	Rent	15.0	31.9	47
French	1.2	20.2	6	University	21.6	26.0	83	Band Housing	0.1	0.4	16
Non-Official	5.0	12.4	41	Income				Period of Construction			
Immigration				Avg Hhd Income	\$136 648	\$109 506	125	Before 1960	6.6	21.1	31
Immigrant Population	12.9	22.4	57	Households				1961 to 1980	19.3	27.8	69
Before 2001	50.1	47.4	106	Maintainer Age				1981 to 1990	11.7	13.3	88
2001 to 2005	8.9	10.4	85	Under 25	2.0	3.0	69	1991 to 2000	14.7	11.9	124
2006 to 2010	10.9	11.9	92	25 to 34	15.9	14.7	108	2001 to 2005	12.1	6.7	181
2011 to 2016	11.1	13.7	81	35 to 44	23.3	17.7	132	2006 to 2010	16.1	7.5	214
2017 to present	18.9	16.6	114	45 to 54	21.3	17.8	120	2011 to 2016	13.5	6.9	197
Visible Minority				55 to 64	18.9	20.0	94	2017 to present	6.1	4.9	124
Vis Min Presence	13.2	25.4	52	65 to 74	12.1	15.7	77	Type			
Marital Status				75+	6.4	11.1	57	Single-detached	73.4	52.7	139
Single	24.4	28.9	84	Size				Semi-detached	6.1	5.1	121
Married/Common Law	64.3	56.9	113	1 person	16.0	28.3	56	Row	7.1	6.6	108
Wid/Div/Sep	11.3	14.2	80	2 people	33.1	34.3	97	Duplex	6.7	5.7	116
Mode of Transport				3 people	18.7	15.2	123	Lowrise (<5 Stories)	4.3	18.1	24
Car	91.2	79.2	115	4+ people	32.1	22.2	145	Highrise (5+ Stories)	0.5	10.2	5
Public Transit	4.1	12.5	33	Family Status				Mobile	1.7	1.3	127
Class of worker				Non-Family	19.3	32.6	59				
Employed	68.6	59.0	116	Couples with Kids	41.7	29.4	142				
				Couples, no Kids	28.6	27.2	105				
				Lone-Parent	10.3	10.8	96				

*Index of 100 is average

R1 – Upper-Middle Rural

Upper-Middle Rural, the wealthiest rural group, consists of middle-aged families and older couples drawn to the affordable, single-detached homes of these three segments found well beyond the big cities. Most maintainers are over 55 and third-plus-generation Canadians. With their modest educations, residents work in a variety of blue-collar, service sector and farm jobs earning upper-middle incomes that go far in their country settings, especially since many no longer have children at home. In Upper-Middle Rural, garages house two or more cars and trucks—typically domestic models—plus snowmobiling, boating, camping, fishing and hunting equipment. Residents are willing to drive some distance to attend a concert, amusement park or baseball game. Closer to home, they enjoy old-fashioned pursuits like swimming, canoeing and making crafts. And being handy is practically a prerequisite here, with many spending weekends doing renovations and browsing home improvement stores or home shows. Relatively late tech adopters, they prefer traditional media, especially sitcoms, curling tournaments and football games on TV, and radio stations that play country music, oldies and religious programming.

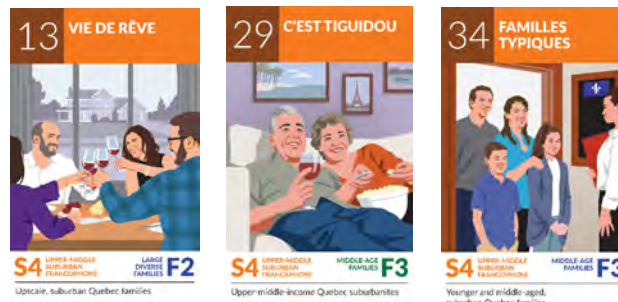


	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*								
Population																			
Age																			
Under 5	5.2	5.1	102	Occupation															
5 to 14	11.9	10.8	110	Agriculture	7.4	2.4	316	Age of Children											
15 to 24	12.1	11.8	102	White Collar	28.8	35.0	82	Kids under 5	15.9	16.7	95								
25 to 44	22.7	27.4	83	Grey Collar	35.3	39.5	89	5 to 9	18.0	17.8	102								
45 to 64	29.1	26.5	110	Blue Collar	35.9	25.5	141	10 to 14	18.8	17.5	108								
65 to 74	11.9	10.7	112	Education															
75 to 84	5.3	5.5	97	No High School	16.9	15.9	107	15 to 19	18.5	17.1	108								
85+	1.7	2.3	76	High School	29.3	26.6	110	20 to 24	13.6	13.5	101								
Home Language																			
English	94.8	67.5	141	Trade School	10.2	9.1	112	25+	15.1	17.5	86								
French	2.0	20.2	10	College	24.9	20.2	123	Dwellings											
Non-Official	3.1	12.4	25	Tenure															
Immigration																			
Immigrant Population	8.6	22.4	38	Some University	1.7	2.2	78	Own	87.5	67.6	129								
Before 2001	69.0	47.4	146	University	17.0	26.0	65	Rent	11.9	31.9	37								
2001 to 2005	6.3	10.4	60	Income															
2006 to 2010	7.1	11.9	60	Avg Hhd Income	\$125 496	\$109 506	115	Band Housing	0.6	0.4	135								
2011 to 2016	5.9	13.7	43	Households															
2017 to present	11.6	16.6	70	Maintainer Age															
Visible Minority																			
Vis Min Presence	3.7	25.4	14	Under 25	1.6	3.0	53	Period of Construction											
Marital Status																			
Single	22.7	28.9	79	25 to 34	11.0	14.7	75	Before 1960	21.9	21.1	104								
Married/Common Law	65.5	56.9	115	35 to 44	15.9	17.7	90	1961 to 1980	26.1	27.8	94								
Wid/Div/Sep	11.8	14.2	83	45 to 54	18.8	17.8	106	1981 to 1990	14.2	13.3	106								
Mode of Transport																			
Car	93.4	79.2	118	55 to 64	23.5	20.0	117	1991 to 2000	13.6	11.9	115								
Public Transit	1.6	12.5	13	65 to 74	18.1	15.7	115	2001 to 2005	6.7	6.7	101								
Class of worker																			
Employed	62.9	59.0	107	75+	11.0	11.1	100	2006 to 2010	7.1	7.5	94								
Family Status																			
Type																			
Single-detached												89.1	52.7	169					
Semi-detached												1.8	5.1	35					
Row												1.5	6.6	23					
Duplex												1.5	5.7	27					
Lowrise (<5 Stories)												2.5	18.1	14					
Highrise (5+ Stories)												0.2	10.2	2					
Mobile												3.1	1.3	233					

*Index of 100 is average

S4 – Upper-Middle Suburban Francophone

The wealthiest francophone group, Upper-Middle Suburban Francophone consists of three segments filled with middle-aged and older couples and families living in established subdivisions. Most of the maintainers are between 35 and 64, and they tend to be third-plus-generation Quebecois. With their solid educations—university, college and trade school—they earn above-average incomes from a mix of professions. Most residents live in upper-middle-class comfort, typically owning a single- or semi-detached house built since 1980, with a Japanese- or Korean-brand car in the garage and a pool or gas barbecue out back. They have active leisure lives, with high rates for jogging, cycling, playing tennis, skating and cross-country skiing. Going out may mean dinner at a Thai, Italian or French restaurant. For a special occasion, residents will go to a spa, theme park, pop music concert or auto show. Like other francophone segments, they watch a lot of TV fare, particularly soaps, family dramas, nature and travel shows. And though they're light Internet users, they will go online to purchase home electronics and sports equipment.



	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population											
Age				Occupation				Age of Children			
Under 5	5.3	5.1	105	Agriculture	0.8	2.4	36	Kids under 5	15.8	16.7	95
5 to 14	13.0	10.8	121	White Collar	36.3	35.0	104	5 to 9	18.9	17.8	106
15 to 24	11.6	11.8	98	Grey Collar	39.8	39.5	101	10 to 14	18.9	17.5	108
25 to 44	24.9	27.4	91	Blue Collar	23.9	25.5	94	15 to 19	17.3	17.1	101
45 to 64	28.8	26.5	109	Education				20 to 24	13.7	13.5	102
65 to 74	10.5	10.7	98	No High School	12.9	15.9	81	25+	15.3	17.5	88
75 to 84	4.7	5.5	85	High School	21.8	26.6	82				
85+	1.2	2.3	54	Trade School	15.8	9.1	173	Dwellings			
Home Language				College	21.4	20.2	106	Tenure			
English	5.8	67.5	9	Some University	3.2	2.2	147	Own	89.0	67.6	132
French	91.5	20.2	454	University	24.9	26.0	96	Rent	11.0	31.9	34
Non-Official	2.7	12.4	22	Income				Band Housing	0.0	0.4	3
Immigration				Avg Hhd Income	\$131 996	\$109 506	121	Period of Construction			
Immigrant Population	7.0	22.4	31	Households				Before 1960	7.9	21.1	38
Before 2001	46.2	47.4	98	Maintainer Age				1961 to 1980	26.1	27.8	94
2001 to 2005	14.7	10.4	141	Under 25	1.6	3.0	53	1981 to 1990	16.8	13.3	126
2006 to 2010	14.4	11.9	121	25 to 34	12.3	14.7	84	1991 to 2000	15.3	11.9	129
2011 to 2016	9.0	13.7	66	35 to 44	19.5	17.7	110	2001 to 2005	9.6	6.7	143
2017 to present	15.7	16.6	95	45 to 54	20.6	17.8	116	2006 to 2010	10.9	7.5	145
Visible Minority				55 to 64	22.0	20.0	110	2011 to 2016	8.4	6.9	122
Vis Min Presence	7.6	25.4	30	65 to 74	15.6	15.7	99	2017 to present	5.0	4.9	103
Marital Status				75+	8.4	11.1	75	Type			
Single	24.5	28.9	85	Size				Single-detached	73.5	52.7	140
Married/Common Law	65.6	56.9	115	1 person	17.9	28.3	63	Semi-detached	9.1	5.1	180
Wid/Div/Sep	9.9	14.2	69	2 people	36.6	34.3	107	Row	3.0	6.6	45
Mode of Transport				3 people	18.0	15.2	119	Duplex	3.8	5.7	66
Car	88.2	79.2	111	4+ people	27.6	22.2	124	Lowrise (<5 Stories)	9.0	18.1	50
Public Transit	7.8	12.5	63	Family Status				Highrise (5+ Stories)	0.6	10.2	6
Class of worker				Non-Family	19.9	32.6	61	Mobile	0.7	1.3	54
Employed	68.8	59.0	117	Couples with Kids	38.6	29.4	131				
				Couples, no Kids	31.1	27.2	114				
				Lone-Parent	10.4	10.8	96				

*Index of 100 is average



S5 Middle-Class Suburbia

The Middle-Class Suburbia group contains two segments that feature a mix of families, couples and lone-parent households living in the suburbs of midsize cities. These third-plus-generation Canadians follow national norms for ages of maintainers and children. With their high school and college educations, the adults have solid blue-collar and service sector jobs that provide them with midscale incomes. Most can afford comfortable singles, semis and row houses built between 1960 and 2000. And these busy families pursue a wide range of leisure activities, from billiards and making crafts to snowmobiling and boating. They even make time to attend art galleries, community theatres and country music concerts. Fans of baseball, hockey and golf, many are less likely to play these sports than watch them from their living room couch; these suburban households are big fans of TV sports. For a night out, they'll head to a fast-food or casual family restaurant, like DQ, Burger King, Kelsey's and Swiss Chalet. Their idea of a vacation is an inexpensive cruise, casino, camping or family vacation package.



	Group %	Canada %	Index*
Population			
Age			
Under 5	5.2	5.1	103
5 to 14	11.5	10.8	107
15 to 24	12.3	11.8	104
25 to 44	27.5	27.4	100
45 to 64	26.7	26.5	101
65 to 74	10.4	10.7	97
75 to 84	4.8	5.5	88
85+	1.6	2.3	70
Home Language			
English	93.4	67.5	138
French	2.3	20.2	11
Non-Official	4.4	12.4	35
Immigration			
Immigrant Population	11.7	22.4	52
Before 2001	56.3	47.4	119
2001 to 2005	7.7	10.4	74
2006 to 2010	10.4	11.9	87
2011 to 2016	12.2	13.7	89
2017 to present	13.5	16.6	81
Visible Minority			
Vis Min Presence	10.5	25.4	41
Marital Status			
Single	26.6	28.9	92
Married/Common Law	58.6	56.9	103
Wid/Div/Sep	14.8	14.2	104
Mode of Transport			
Car	90.1	79.2	114
Public Transit	4.5	12.5	36
Class of worker			
Employed	62.1	59.0	105

	Group %	Canada %	Index*
Occupation			
Agriculture	1.6	2.4	69
White Collar	30.8	35.0	88
Grey Collar	41.5	39.5	105
Blue Collar	27.7	25.5	109
Education			
No High School	15.9	15.9	100
High School	31.9	26.6	120
Trade School	8.9	9.1	98
College	25.5	20.2	126
Some University	1.6	2.2	75
University	16.3	26.0	62
Income			
Avg Hhd Income	\$104 111	\$109 506	95
Households			
Maintainer Age			
Under 25	2.3	3.0	78
25 to 34	14.6	14.7	99
35 to 44	18.2	17.7	103
45 to 54	18.4	17.8	103
55 to 64	20.7	20.0	103
65 to 74	15.9	15.7	101
75+	9.9	11.1	90
Size			
1 person	21.0	28.3	74
2 people	36.8	34.3	107
3 people	17.9	15.2	118
4+ people	24.2	22.2	109
Family Status			
Non-Family	25.2	32.6	77
Couples with Kids	31.4	29.4	107
Couples, no Kids	29.6	27.2	109
Lone-Parent	13.8	10.8	128

	Group %	Canada %	Index*
Age of Children			
Kids under 5	16.4	16.7	98
5 to 9	18.1	17.8	102
10 to 14	17.8	17.5	102
15 to 19	17.7	17.1	103
20 to 24	13.3	13.5	99
25+	16.7	17.5	96
Dwellings			
Tenure			
Own	80.0	67.6	118
Rent	19.9	31.9	62
Band Housing	0.1	0.4	35
Period of Construction			
Before 1960	16.1	21.1	77
1961 to 1980	34.5	27.8	124
1981 to 1990	13.9	13.3	105
1991 to 2000	13.2	11.9	111
2001 to 2005	7.1	6.7	106
2006 to 2010	6.3	7.5	83
2011 to 2016	4.2	6.9	62
2017 to present	4.7	4.9	95
Type			
Single-detached	67.2	52.7	128
Semi-detached	11.7	5.1	231
Row	9.0	6.6	136
Duplex	4.5	5.7	78
Lowrise (<5 Stories)	5.4	18.1	30
Highrise (5+ Stories)	0.5	10.2	5
Mobile	1.5	1.3	116

*Index of 100 is average

F2 – Diverse Urban Fringe

Diverse Urban Fringe reflects the emergence of immigrants in the fringe areas of big cities like Toronto, Vancouver, Montreal and Ottawa-Gatineau. More than half are first-generation Canadians, and many came from Asia, Africa and Europe. These three segments include couples and families with children of all ages, including a disproportionate number of twentysomething kids. With a range of educations from high school to university, they earn average incomes from white-collar and service sector jobs. Most live in apartments and condos in high-rises, semis, rows or duplexes. As a group, they pursue family-friendly athletic activities, scoring high for jogging, playing soccer and racquet sports, snowboarding and working out at fitness clubs. They also have high rates for frequenting Asian restaurants and comedy shows, attending jazz and pop music concerts, and cheering on their favourite tennis and soccer stars from the stands. They spend a lot of time on the Internet using their mobile phones to shop, access recipes, listen to music, stream videos and consult consumer reviews; a significant number visit French-language sites.

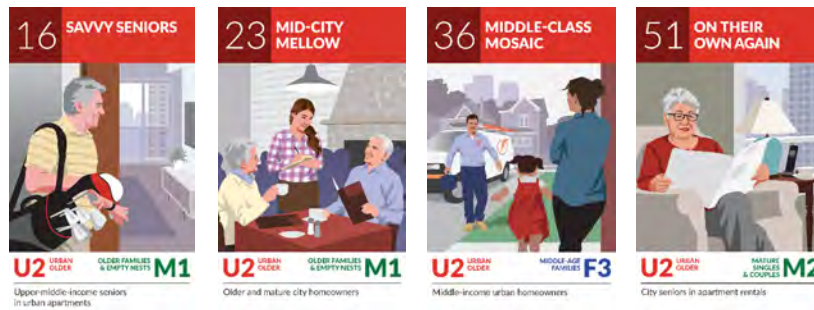


	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population											
Age				Occupation				Age of Children			
Under 5	4.7	5.1	92	Agriculture	0.4	2.4	15	Kids under 5	14.8	16.7	88
5 to 14	9.6	10.8	89	White Collar	39.5	35.0	113	5 to 9	15.2	17.8	86
15 to 24	12.3	11.8	104	Grey Collar	41.0	39.5	104	10 to 14	14.6	17.5	84
25 to 44	29.4	27.4	107	Blue Collar	19.5	25.5	76	15 to 19	15.7	17.1	92
45 to 64	26.7	26.5	101	Education				20 to 24	15.5	13.5	115
65 to 74	9.9	10.7	93	No High School	12.8	15.9	81	25+	24.1	17.5	138
75 to 84	5.3	5.5	97	High School	25.0	26.6	94				
85+	2.1	2.3	92	Trade School	6.5	9.1	71	Dwellings			
Home Language				College	17.2	20.2	85	Tenure			
English	40.0	67.5	59	Some University	3.0	2.2	137	Own	73.4	67.6	108
French	23.1	20.2	114	University	35.5	26.0	136	Rent	26.6	31.9	83
Non-Official	36.9	12.4	298	Income				Band Housing	0.0	0.4	0
Immigration				Avg Hhd Income	\$105 507	\$109 506	96	Period of Construction			
Immigrant Population	48.1	22.4	214	Households				Before 1960	9.4	21.1	45
Before 2001	46.7	47.4	99	Maintainer Age				1961 to 1980	23.8	27.8	85
2001 to 2005	11.7	10.4	112	Under 25	3.3	3.0	111	1981 to 1990	14.4	13.3	108
2006 to 2010	11.8	11.9	99	25 to 34	15.0	14.7	102	1991 to 2000	13.1	11.9	110
2011 to 2016	11.6	13.7	85	35 to 44	18.2	17.7	103	2001 to 2005	8.5	6.7	127
2017 to present	18.2	16.6	110	45 to 54	19.0	17.8	107	2006 to 2010	12.2	7.5	162
Visible Minority				55 to 64	19.1	20.0	95	2011 to 2016	12.4	6.9	181
Vis Min Presence	59.9	25.4	235	65 to 74	14.4	15.7	91	2017 to present	6.3	4.9	129
Marital Status				75+	11.0	11.1	100	Type			
Single	30.4	28.9	105	Size				Single-detached	31.3	52.7	59
Married/Common Law	56.6	56.9	100	1 person	25.5	28.3	90	Semi-detached	7.7	5.1	151
Wid/Div/Sep	13.0	14.2	92	2 people	31.5	34.3	92	Row	7.6	6.6	115
Mode of Transport				3 people	18.0	15.2	118	Duplex	8.2	5.7	143
Car	70.8	79.2	89	4+ people	25.0	22.2	113	Lowrise (<5 Stories)	15.0	18.1	83
Public Transit	23.7	12.5	190	Family Status				Highrise (5+ Stories)	30.0	10.2	293
Class of worker				Non-Family	29.9	32.6	92	Mobile	0.0	1.3	3
Employed	57.3	59.0	97	Couples with Kids	34.4	29.4	117				
				Couples, no Kids	24.6	27.2	90				
				Lone-Parent	11.0	10.8	102				

*Index of 100 is average

U2 – Urban Older

The Urban Older group contains older and mature singles, couples and widowed individuals living in large and midsize cities. In these four segments, a majority of maintainers are over 55 years old, and any children present are in their teens and twenties. With their mixed educations, the incomes of those still in the workforce—holding mostly white and grey-collar jobs—tend to be midscale. Urban Older households have average rates for homeowners and renters, and they typically live in older single-detached and row houses or high-rise apartments. Their cultural diversity ranges from low to medium, reflecting some presence of residents whose mother tongue may be Italian, Arabic or Tagalog. Given their age, residents lead a more sedentary than active lifestyle. They score high for activities like sewing, making crafts, reading newspapers and e-books, and watching TV—especially sports programs. But they also like to go out to an art gallery, museum, rock concert or community theater. These Canadians have low Internet use, but they’re increasingly going online to redeem coupons, access news and read restaurant reviews.

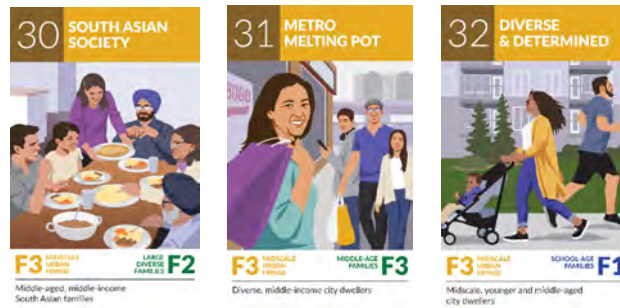


	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population											
Age				Occupation				Age of Children			
Under 5	4.3	5.1	85	Agriculture	0.6	2.4	26	Kids under 5	15.2	16.7	91
5 to 14	9.0	10.8	83	White Collar	36.5	35.0	104	5 to 9	15.9	17.8	90
15 to 24	11.1	11.8	94	Grey Collar	40.4	39.5	102	10 to 14	15.8	17.5	90
25 to 44	26.4	27.4	96	Blue Collar	23.1	25.5	90	15 to 19	16.8	17.1	98
45 to 64	26.3	26.5	99	Education				20 to 24	15.3	13.5	113
65 to 74	12.4	10.7	117	No High School	13.9	15.9	88	25+	21.0	17.5	120
75 to 84	7.4	5.5	135	High School	28.7	26.6	108				
85+	3.1	2.3	137	Trade School	6.9	9.1	76	Dwellings			
Home Language				College	21.1	20.2	105	Tenure			
English	84.8	67.5	126	Some University	2.0	2.2	93	Own	67.6	67.6	100
French	3.0	20.2	15	University	27.2	26.0	105	Rent	32.4	31.9	101
Non-Official	12.2	12.4	99	Income				Band Housing	0.0	0.4	0
Immigration				Avg Hhd Income	\$100 422	\$109 506	92	Period of Construction			
Immigrant Population	26.2	22.4	117					Before 1960	22.4	21.1	106
Before 2001	53.4	47.4	113	Households				1961 to 1980	38.3	27.8	138
2001 to 2005	8.3	10.4	80	Maintainer Age				1981 to 1990	15.5	13.3	116
2006 to 2010	10.5	11.9	88	Under 25	2.1	3.0	70	1991 to 2000	9.6	11.9	81
2011 to 2016	12.8	13.7	94	25 to 34	12.3	14.7	84	2001 to 2005	3.6	6.7	54
2017 to present	15.0	16.6	90	35 to 44	14.9	17.7	84	2006 to 2010	3.4	7.5	45
Visible Minority				45 to 54	15.4	17.8	87	2011 to 2016	3.0	6.9	44
Vis Min Presence	26.1	25.4	102	55 to 64	19.8	20.0	99	2017 to present	4.2	4.9	86
Marital Status				65 to 74	18.6	15.7	118	Type			
Single	28.4	28.9	98	75+	17.0	11.1	154	Single-detached	49.2	52.7	93
Married/Common Law	53.9	56.9	95	Size				Semi-detached	4.1	5.1	81
Wid/Div/Sep	17.7	14.2	125	1 person	33.2	28.3	117	Row	8.1	6.6	122
Mode of Transport				2 people	34.3	34.3	100	Duplex	4.2	5.7	72
Car	78.3	79.2	99	3 people	14.0	15.2	92	Lowrise (<5 Stories)	10.1	18.1	56
Public Transit	13.4	12.5	107	4+ people	18.4	22.2	83	Highrise (5+ Stories)	24.0	10.2	235
Class of worker				Family Status				Mobile	0.2	1.3	14
Employed	53.6	59.0	91	Non-Family	37.4	32.6	114				
				Couples with Kids	24.8	29.4	85				
				Couples, no Kids	27.2	27.2	100				
				Lone-Parent	10.6	10.8	99				

*Index of 100 is average

F3 – Midscale Urban Fringe

Middle-aged, culturally diverse families, divorced individuals and lone-parent households typify the three segments that make up Midscale Urban Fringe. The group is more than twice as likely as others to contain first-generation immigrants, and residents report more than a dozen different languages as their mother tongue. Half the populace identifies as visible minorities, mostly South Asian, Asian and black. The highest concentration of maintainers are those 35 to 54 years old. The populace follows national norms for owning and renting residences, and they typically live in older semis, rows, duplexes and low-rise apartments. Most earn average incomes reflecting occupations that follow national trends, and they pursue active lifestyles. These households score high for athletic activities like tennis, swimming, hockey, basketball, and snowboarding. They enjoy going to comedy movies, nightclubs, auto shows, carnivals and video arcades. A weekend meal out would likely involve a fast-food or fast casual restaurant. And many look to their computer or mobile phone for entertainment, going online for music, TV, podcasts and connecting with friends through Instagram, Twitter and Snapchat.

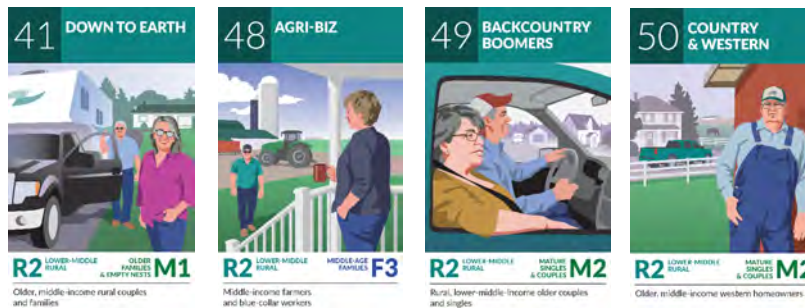


	Group	Canada	Index*		Group	Canada	Index*		Group	Canada	Index*
	%	%			%	%			%	%	
Population											
Age				Occupation				Age of Children			
Under 5	5.1	5.1	100	Agriculture	1.0	2.4	41	Kids under 5	15.0	16.7	90
5 to 14	10.2	10.8	94	White Collar	32.4	35.0	93	5 to 9	15.1	17.8	85
15 to 24	13.0	11.8	110	Grey Collar	41.3	39.5	105	10 to 14	15.3	17.5	88
25 to 44	30.6	27.4	112	Blue Collar	26.3	25.5	103	15 to 19	16.5	17.1	96
45 to 64	25.6	26.5	97	Education				20 to 24	15.4	13.5	115
65 to 74	9.0	10.7	84	No High School	16.4	15.9	103	25+	22.7	17.5	130
75 to 84	4.7	5.5	85	High School	29.9	26.6	112	Dwellings			
85+	1.8	2.3	81	Trade School	5.6	9.1	62	Tenure			
Home Language				College	18.7	20.2	93	Own	68.2	67.6	101
English	67.3	67.5	100	Some University	2.4	2.2	110	Rent	31.8	31.9	100
French	1.6	20.2	8	University	27.0	26.0	104	Band Housing	0.0	0.4	0
Non-Official	31.1	12.4	251	Income				Period of Construction			
Immigration				Avg Hhd Income	\$98 454	\$109 506	90	Before 1960	13.9	21.1	66
Immigrant Population	47.0	22.4	209	Households				1961 to 1980	30.5	27.8	110
Before 2001	46.1	47.4	97	Maintainer Age				1981 to 1990	13.9	13.3	105
2001 to 2005	12.4	10.4	119	Under 25	2.2	3.0	75	1991 to 2000	15.0	11.9	126
2006 to 2010	13.2	11.9	111	25 to 34	14.3	14.7	98	2001 to 2005	7.9	6.7	118
2011 to 2016	13.4	13.7	98	35 to 44	19.9	17.7	113	2006 to 2010	8.1	7.5	108
2017 to present	14.9	16.6	89	45 to 54	19.6	17.8	110	2011 to 2016	5.9	6.9	86
Visible Minority				55 to 64	20.0	20.0	100	2017 to present	4.8	4.9	98
Vis Min Presence	60.0	25.4	236	65 to 74	13.8	15.7	88	Type			
Marital Status				75+	10.0	11.1	91	Single-detached	20.8	52.7	40
Single	31.9	28.9	110	Size				Semi-detached	7.3	5.1	145
Married/Common Law	52.6	56.9	92	1 person	25.4	28.3	90	Row	24.8	6.6	375
Wid/Div/Sep	15.5	14.2	109	2 people	28.4	34.3	83	Duplex	10.8	5.7	188
Mode of Transport				3 people	17.4	15.2	114	Lowrise (<5 Stories)	27.9	18.1	154
Car	71.9	79.2	91	4+ people	28.9	22.2	130	Highrise (5+ Stories)	8.0	10.2	78
Public Transit	22.7	12.5	182	Family Status				Mobile	0.2	1.3	15
Class of worker				Non-Family	30.6	32.6	94				
Employed	58.9	59.0	100	Couples with Kids	34.2	29.4	116				
				Couples, no Kids	21.7	27.2	80				
				Lone-Parent	13.6	10.8	126				

*Index of 100 is average

R2 – Lower-Middle Rural

The Lower-Middle Rural group is a bastion of country living, with the highest concentration of farmworkers in Canada at 11 percent—nearly five times the national average. It’s an older group, with more than half of maintainers over 55 and more than a third over 65. Most of these third-plus-generation Canadians are empty-nesting couples or widowed individuals, but when children are present, they are school-aged. The vast majority of residents live in older single-detached houses, mobile homes and farmhouses built before 1980. Even though most residents haven’t gone beyond high school or trade school, they earn middle-income paycheques from a variety of jobs, including a disproportionate number in blue-collar and agricultural industries. Like other rural groups, Lower-Middle Rural residents enjoy traditional home-based pursuits like baking, sewing, crafting and gardening. Many spend their leisure time outdoors, fishing, snowmobiling, golfing and hunting. Civic minded, they have high rates for volunteering, being active in social issues and supporting religious charities. Their idea of a night out is going to a community theatre, bingo game or country music concert.



	Group	Canada	Index*		Group	Canada	Index*		Group	Canada	Index*								
	%	%			%	%			%	%									
Population																			
Age																			
Under 5	4.9	5.1	97	Occupation															
5 to 14	10.9	10.8	101	Agriculture	11.3	2.4	481	Age of Children											
15 to 24	10.8	11.8	91	White Collar	26.8	35.0	77	Kids under 5	17.2	16.7	103								
25 to 44	20.9	27.4	76	Grey Collar	34.2	39.5	87	5 to 9	18.9	17.8	107								
45 to 64	28.5	26.5	108	Blue Collar	39.0	25.5	153	10 to 14	19.0	17.5	109								
65 to 74	14.4	10.7	135	Education															
75 to 84	7.1	5.5	130	No High School	22.2	15.9	140	15 to 19	18.7	17.1	109								
85+	2.4	2.3	107	High School	29.3	26.6	110	20 to 24	10.8	13.5	80								
Home Language																			
English	95.1	67.5	141	Trade School	11.5	9.1	127	25+	15.4	17.5	88								
French	2.5	20.2	12	College	22.3	20.2	111	Dwellings											
Non-Official	2.5	12.4	20	Some University	2.1	2.2	95	Tenure											
Immigration																			
Immigrant Population	6.7	22.4	30	University	12.6	26.0	48	Own	82.7	67.6	122								
Before 2001	65.1	47.4	137	Income															
2001 to 2005	6.6	10.4	63	Avg Hhd Income	\$92 373	\$109 506	84	Rent	15.8	31.9	50								
2006 to 2010	9.8	11.9	83	Households															
2011 to 2016	11.1	13.7	81	Maintainer Age															
2017 to present	7.4	16.6	44	Under 25	2.3	3.0	79	Band Housing	1.5	0.4	357								
Visible Minority																			
Vis Min Presence	2.4	25.4	10	25 to 34	10.1	14.7	69	Period of Construction											
Marital Status																			
Single	21.8	28.9	75	35 to 44	13.3	17.7	75	Before 1960	25.7	21.1	122								
Married/Common Law	63.3	56.9	111	45 to 54	15.7	17.8	88	1961 to 1980	30.3	27.8	109								
Wid/Div/Sep	14.9	14.2	105	55 to 64	22.5	20.0	112	1981 to 1990	13.9	13.3	105								
Mode of Transport																			
Car	91.0	79.2	115	65 to 74	21.2	15.7	135	1991 to 2000	11.8	11.9	100								
Public Transit	1.3	12.5	11	75+	14.9	11.1	135	2001 to 2005	4.6	6.7	68								
Class of worker																			
Employed	52.5	59.0	89	Size															
Family Status																			
Household Type																			
1 person												26.1	28.3	92					
2 people												41.9	34.3	122					
3 people												13.4	15.2	88					
4+ people												18.6	22.2	84					
Non-Family												28.8	32.6	88					
Couples with Kids												25.4	29.4	86					
Couples, no Kids												36.8	27.2	135					
Lone-Parent												9.0	10.8	84					

*Index of 100 is average

U3 – Young Urban Core

Having emerged during the last decade, the five segments that make up Young Urban Core are mostly located in downtown neighbourhoods of Toronto, Vancouver and Montreal. Here, well-educated, under-45-year-old singles and couples occupy a mix of newer high-rise condos and older low-rise apartments and duplexes located close to jobs, restaurants and entertainment. Many are first-generation Canadians and half have moved in the last five years—the most mobile of the social groups. In neighbourhoods like Toronto’s Railway Lands, Vancouver’s West End and Montreal’s Outremont, these middle-income residents take advantage of the cities’ vibrant nightlife, with high rates for going to bars, bistros and comedy clubs. Cultural omnivores, they score high for attending jazz and pop concerts, ballets and operas, and film and theatre festivals. Many are sports fans willing to splurge on tickets to pro baseball, basketball, soccer and tennis matches. Being young and tech savvy, they practically live on their mobile phones, often browsing the Internet bazaar for computerware, cosmetics, video games and travel services.

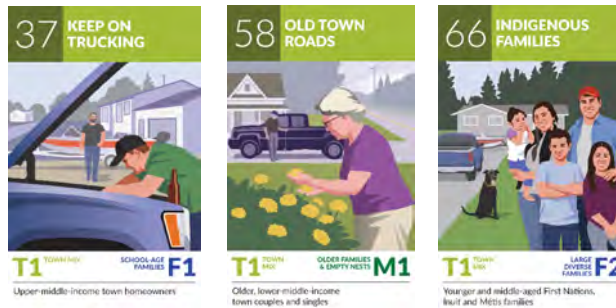


	Group	Canada	Index*		Group	Canada	Index*		Group	Canada	Index*
	%	%			%	%			%	%	
Population											
Age				Occupation				Age of Children			
Under 5	4.5	5.1	88	Agriculture	0.3	2.4	12	Kids under 5	21.6	16.7	130
5 to 14	7.0	10.8	65	White Collar	45.1	35.0	129	5 to 9	18.2	17.8	102
15 to 24	11.5	11.8	97	Grey Collar	40.9	39.5	103	10 to 14	14.8	17.5	85
25 to 44	41.8	27.4	153	Blue Collar	14.0	25.5	55	15 to 19	14.3	17.1	83
45 to 64	21.6	26.5	82	Education				20 to 24	12.5	13.5	93
65 to 74	7.7	10.7	73	No High School	10.5	15.9	66	25+	18.7	17.5	107
75 to 84	4.1	5.5	74	High School	20.2	26.6	76	Dwellings			
85+	1.8	2.3	80	Trade School	6.0	9.1	66	Tenure			
Home Language				College	15.8	20.2	78	Own	33.8	67.6	50
English	54.0	67.5	80	Some University	2.5	2.2	113	Rent	66.2	31.9	207
French	26.3	20.2	131	University	45.0	26.0	173	Band Housing	0.0	0.4	0
Non-Official	19.6	12.4	159	Income				Period of Construction			
Immigration				Avg Hhd Income	\$96 033	\$109 506	88	Before 1960	30.3	21.1	144
Immigrant Population	34.3	22.4	153	Households				1961 to 1980	25.7	27.8	93
Before 2001	40.6	47.4	86	Maintainer Age				1981 to 1990	9.1	13.3	69
2001 to 2005	9.4	10.4	90	Under 25	7.1	3.0	239	1991 to 2000	7.5	11.9	64
2006 to 2010	13.3	11.9	112	25 to 34	26.6	14.7	181	2001 to 2005	4.9	6.7	74
2011 to 2016	19.3	13.7	142	35 to 44	21.0	17.7	118	2006 to 2010	7.1	7.5	95
2017 to present	17.4	16.6	104	45 to 54	14.2	17.8	80	2011 to 2016	8.3	6.9	121
Visible Minority				55 to 64	13.5	20.0	68	2017 to present	6.9	4.9	142
Vis Min Presence	39.8	25.4	157	65 to 74	10.1	15.7	64	Type			
Marital Status				75+	7.5	11.1	68	Single-detached	5.4	52.7	10
Single	42.0	28.9	145	Size				Semi-detached	2.3	5.1	45
Married/Common Law	43.8	56.9	77	1 person	46.9	28.3	166	Row	2.4	6.6	36
Wid/Div/Sep	14.1	14.2	100	2 people	32.1	34.3	94	Duplex	6.5	5.7	113
Mode of Transport				3 people	10.8	15.2	71	Lowrise (<5 Stories)	41.4	18.1	229
Car	40.9	79.2	52	4+ people	10.1	22.2	46	Highrise (5+ Stories)	41.6	10.2	407
Public Transit	34.8	12.5	279	Family Status				Mobile	0.0	1.3	2
Class of worker				Non-Family	56.1	32.6	172				
Employed	62.9	59.0	107	Couples with Kids	14.5	29.4	49				
				Couples, no Kids	21.2	27.2	78				
				Lone-Parent	8.3	10.8	77				

*Index of 100 is average

T1 - Town Mix

The three segments that make up Town Mix are found in low-density towns across Canada. Maintainers can be young or old, income levels range from upper-middle to downscale, and household types run the gamut—singles, couples, families and lone-parent. This group includes a segment that's home to the highest concentration of indigenous people, with nearly 40 percent identifying as aboriginal people—eight times the national average. Residents typically live in single-family and mobile homes, and band housing. Educational levels are modest—the group has the highest concentration of residents with a less-than-ninth-grade education—and workers are nearly two-and-a-half times more likely to hold jobs in primary occupations. At home, these residents enjoy making crafts, sewing and gardening. But they also spend a lot of time outdoors, with high rates for boating, fishing, hunting, camping and cross-country skiing. With their small towns lacking cultural amenities, these Canadians take long drives to attend a community theatre production, country music concert or craft show. Otherwise, TV and radio are their main sources of media and entertainment.



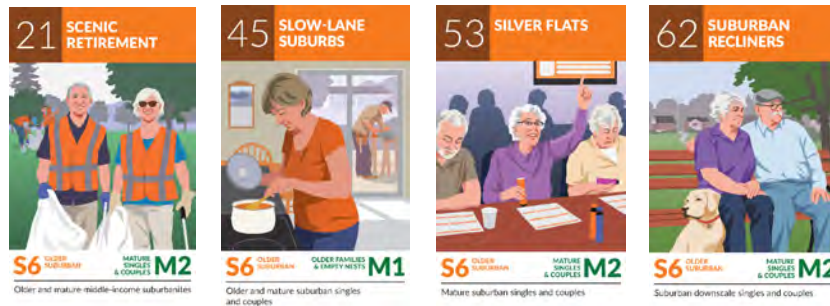
	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population											
Age				Occupation				Age of Children			
Under 5	6.8	5.1	133	Agriculture	5.7	2.4	240	Kids under 5	19.3	16.7	116
5 to 14	13.5	10.8	125	White Collar	29.3	35.0	84	5 to 9	19.8	17.8	111
15 to 24	12.7	11.8	107	Grey Collar	39.3	39.5	99	10 to 14	18.9	17.5	108
25 to 44	23.9	27.4	87	Blue Collar	31.4	25.5	123	15 to 19	17.0	17.1	99
45 to 64	25.6	26.5	97	Education				20 to 24	10.3	13.5	76
65 to 74	10.7	10.7	100	No High School	29.2	15.9	184	25+	14.7	17.5	84
75 to 84	5.2	5.5	94	High School	26.5	26.6	99	Dwellings			
85+	1.7	2.3	77	Trade School	10.8	9.1	118	Tenure			
Home Language				College	20.4	20.2	101	Own	64.6	67.6	96
English	84.5	67.5	125	Some University	1.8	2.2	83	Rent	26.5	31.9	83
French	4.3	20.2	21	University	11.3	26.0	44	Band Housing	8.9	0.4	2174
Non-Official	11.2	12.4	90	Income				Period of Construction			
Immigration				Avg Hhd Income	\$85 652	\$109 506	78	Before 1960	22.1	21.1	105
Immigrant Population	5.5	22.4	25	Households				1961 to 1980	29.8	27.8	107
Before 2001	62.6	47.4	132	Maintainer Age				1981 to 1990	14.8	13.3	111
2001 to 2005	6.6	10.4	63	Under 25	3.2	3.0	110	1991 to 2000	13.2	11.9	111
2006 to 2010	9.5	11.9	80	25 to 34	13.6	14.7	92	2001 to 2005	5.3	6.7	79
2011 to 2016	12.1	13.7	89	35 to 44	15.6	17.7	88	2006 to 2010	5.9	7.5	79
2017 to present	9.1	16.6	55	45 to 54	17.3	17.8	97	2011 to 2016	5.2	6.9	76
Visible Minority				55 to 64	21.1	20.0	105	2017 to present	3.6	4.9	75
Vis Min Presence	3.0	25.4	12	65 to 74	17.3	15.7	110	Type			
Marital Status				75+	11.8	11.1	107	Single-detached	73.9	52.7	140
Single	30.2	28.9	104	Size				Semi-detached	4.8	5.1	95
Married/Common Law	55.1	56.9	97	1 person	26.3	28.3	93	Row	4.8	6.6	73
Wid/Div/Sep	14.7	14.2	103	2 people	35.2	34.3	103	Duplex	2.8	5.7	48
Mode of Transport				3 people	14.7	15.2	97	Lowrise (<5 Stories)	7.0	18.1	39
Car	82.4	79.2	104	4+ people	23.8	22.2	108	Highrise (5+ Stories)	0.4	10.2	4
Public Transit	2.0	12.5	16	Family Status				Mobile	6.0	1.3	449
Class of worker				Non-Family	30.4	32.6	93				
Employed	49.0	59.0	83	Couples with Kids	26.4	29.4	90				
				Couples, no Kids	26.9	27.2	99				
				Lone-Parent	16.2	10.8	151				

*Index of 100 is average



S6 – Older Suburban

Older Suburban comprises four segments of older and mature singles, couples, and divorced and widowed individuals living in established suburbs near midsize cities. With a majority of maintainers over 60 years old, these third-plus-generation Canadians are mostly retired or close to it. Educations are mixed, and those still in the labour force earn incomes ranging from middle to downscale. In these older neighbourhoods, residents include both owners and renters of singles, semis, rows and low-rise apartments—all at average rates. There, many pursue low-stress, home-based activities like making crafts, sewing, gardening and collecting stamps and coins. But they'll also step out to enjoy community theatre productions, craft shows and music festivals. For excitement, they'll head to a casino or auto race. Ignoring most things digital, they remain fond of traditional media, watching TV for the sports, especially curling, baseball, golf and hockey; tuning their radios to stations playing big band, oldies and new and traditional country music; and subscribing to select magazines that echo their lifestyle—Cottage Life, Our Canada and Zoomer.



	Group	Canada	Index*		Group	Canada	Index*		Group	Canada	Index*
	%	%			%	%			%	%	
Population											
Age				Occupation				Age of Children			
Under 5	3.9	5.1	77	Agriculture	2.4	2.4	102	Kids under 5	16.0	16.7	96
5 to 14	8.6	10.8	80	White Collar	32.8	35.0	94	5 to 9	17.7	17.8	100
15 to 24	9.7	11.8	82	Grey Collar	42.0	39.5	106	10 to 14	17.4	17.5	99
25 to 44	22.1	27.4	81	Blue Collar	25.2	25.5	99	15 to 19	17.6	17.1	103
45 to 64	26.7	26.5	101	Education				20 to 24	12.7	13.5	95
65 to 74	15.3	10.7	144	No High School	17.5	15.9	110	25+	18.7	17.5	107
75 to 84	9.7	5.5	176	High School	30.5	26.6	114	Dwellings			
85+	3.9	2.3	174	Trade School	8.9	9.1	98	Tenure			
Home Language				College	23.7	20.2	118	Own	63.0	67.6	93
English	95.2	67.5	141	Some University	1.7	2.2	77	Rent	36.7	31.9	115
French	1.7	20.2	9	University	17.8	26.0	68	Band Housing	0.3	0.4	65
Non-Official	3.1	12.4	25	Income				Period of Construction			
Immigration				Avg Hhd Income	\$84 184	\$109 506	77	Before 1960	26.6	21.1	126
Immigrant Population	11.9	22.4	53	Households				1961 to 1980	31.2	27.8	112
Before 2001	69.9	47.4	148	Maintainer Age				1981 to 1990	12.2	13.3	92
2001 to 2005	5.2	10.4	50	Under 25	2.4	3.0	83	1991 to 2000	11.3	11.9	95
2006 to 2010	6.7	11.9	56	25 to 34	10.9	14.7	74	2001 to 2005	4.7	6.7	71
2011 to 2016	8.5	13.7	62	35 to 44	12.0	17.7	68	2006 to 2010	5.4	7.5	71
2017 to present	9.7	16.6	58	45 to 54	13.6	17.8	76	2011 to 2016	4.1	6.9	59
Visible Minority				55 to 64	19.7	20.0	99	2017 to present	4.6	4.9	93
Vis Min Presence	6.3	25.4	25	65 to 74	21.0	15.7	133	Type			
Marital Status				75+	20.4	11.1	184	Single-detached	52.6	52.7	100
Single	24.2	28.9	84	Size				Semi-detached	5.0	5.1	99
Married/Common Law	54.2	56.9	95	1 person	37.3	28.3	132	Row	6.3	6.6	95
Wid/Div/Sep	21.6	14.2	152	2 people	38.7	34.3	113	Duplex	4.8	5.7	84
Mode of Transport				3 people	11.6	15.2	77	Lowrise (<5 Stories)	20.1	18.1	111
Car	85.5	79.2	108	4+ people	12.3	22.2	56	Highrise (5+ Stories)	8.3	10.2	82
Public Transit	3.8	12.5	30	Family Status				Mobile	2.5	1.3	190
Class of worker				Non-Family	40.7	32.6	125				
Employed	47.0	59.0	80	Couples with Kids	18.2	29.4	62				
				Couples, no Kids	31.0	27.2	114				
				Lone-Parent	10.1	10.8	94				

*Index of 100 is average

U4 – Urban Diversity

Concentrated in Canada’s largest cities, the four segments in Urban Diversity contain a mix of immigrants from Asia, Europe and other parts of the world, and include families, singles and lone-parent households. More than half are foreign-born; more than a third speak a non-official language. Most of the maintainers are middle-aged, and the children are of all ages. They live in semis, rows, duplexes and high-rise apartments, and a majority are renters. With their mixed educations, they hold blue-collar and service sector jobs, resulting in incomes ranging from midscale to downscale. Despite tight budgets, members of this group enjoy active leisure lives. The adults have high rates for going to health clubs, nightclubs and film festivals; families score high for frequenting video arcades, amusement parks and zoos. With small apartments, they eat out often: it’s hard to find a coffee shop or casual restaurant they don’t patronize. And they rely on their mobile phones for practical purposes—job search, downloading coupons, making purchases—and less utilitarian interests like gaming, streaming music and watching TV.



	Group	Canada	Index*		Group	Canada	Index*		Group	Canada	Index*
	%	%			%	%			%	%	
Population				Occupation				Age of Children			
Age				Agriculture	0.5	2.4	20	Kids under 5	16.7	16.7	100
Under 5	6.2	5.1	123	White Collar	30.7	35.0	88	5 to 9	16.7	17.8	94
5 to 14	12.3	10.8	114	Grey Collar	42.4	39.5	107	10 to 14	16.7	17.5	96
15 to 24	14.2	11.8	120	Blue Collar	26.9	25.5	106	15 to 19	16.6	17.1	97
25 to 44	31.2	27.4	114	Education				20 to 24	14.3	13.5	106
45 to 64	23.9	26.5	90	No High School	18.1	15.9	114	25+	18.9	17.5	108
65 to 74	7.3	10.7	68	High School	29.6	26.6	111	Dwellings			
75 to 84	3.5	5.5	64	Trade School	5.3	9.1	58	Tenure			
85+	1.4	2.3	62	College	17.7	20.2	87	Own	47.1	67.6	70
Home Language				Some University	2.3	2.2	104	Rent	52.9	31.9	166
English	62.4	67.5	93	University	27.1	26.0	104	Band Housing	0.0	0.4	1
French	1.6	20.2	8	Income				Period of Construction			
Non-Official	36.0	12.4	291	Avg Hhd Income	\$86 570	\$109 506	79	Before 1960	16.2	21.1	77
Immigration				Households				1961 to 1980	31.7	27.8	114
Immigrant Population	52.6	22.4	234	Maintainer Age				1981 to 1990	13.4	13.3	101
Before 2001	38.6	47.4	81	Under 25	2.7	3.0	92	1991 to 2000	11.7	11.9	99
2001 to 2005	12.1	10.4	116	25 to 34	16.3	14.7	111	2001 to 2005	8.9	6.7	133
2006 to 2010	13.8	11.9	116	35 to 44	22.2	17.7	125	2006 to 2010	6.7	7.5	89
2011 to 2016	16.3	13.7	119	45 to 54	21.1	17.8	118	2011 to 2016	5.8	6.9	84
2017 to present	19.2	16.6	116	55 to 64	19.0	20.0	95	2017 to present	5.6	4.9	114
Visible Minority				65 to 74	11.3	15.7	72	Type			
Vis Min Presence	72.7	25.4	286	75+	7.4	11.1	66	Single-detached	27.7	52.7	53
Marital Status				Size				Semi-detached	6.3	5.1	125
Single	35.2	28.9	122	1 person	23.3	28.3	82	Row	11.6	6.6	176
Married/Common Law	50.7	56.9	89	2 people	25.5	34.3	74	Duplex	10.1	5.7	175
Wid/Div/Sep	14.1	14.2	99	3 people	17.9	15.2	118	Lowrise (<5 Stories)	7.8	18.1	43
Mode of Transport				4+ people	33.4	22.2	151	Highrise (5+ Stories)	36.3	10.2	355
Car	67.8	79.2	86	Family Status				Mobile	0.1	1.3	6
Public Transit	26.1	12.5	210	Non-Family	28.8	32.6	88				
Class of worker				Couples with Kids	37.7	29.4	128				
Employed	55.9	59.0	95	Couples, no Kids	17.3	27.2	63				
				Lone-Parent	16.2	10.8	150				

*Index of 100 is average

S7 – Lower-Middle Suburban Francophone

Lower-Middle Suburban Francophone features three segments of older francophone households living in established communities across Quebec. Most of the maintainers are over 55 with households typically containing singles, married and common-law couples. No social group has more French-speaking residents. With their mixed college, primary and trade school educations, their incomes are close to the national average earned from varied occupations. They also follow national rates for homeownership, living in a mix of singles, semis, duplexes and low-rise apartments. To get to work, most hop in a car, usually an Asian compact or subcompact. Like other francophone groups, Lower-Middle Suburban Francophone features a casual lifestyle. Residents get their exercise by bicycling, cross-country skiing and hiking. For a night out, they head for a theatre, comedy club, outdoor stage or bingo hall. At home, TV is their prime source of entertainment, especially soaps, family dramas, sci-fi fantasies and nature programs. They also read newspapers, both print and online. And they'll go online using a tablet to play games, pay bills, read magazines and access social media sites.



	Group	Canada	Index*		Group	Canada	Index*		Group	Canada	Index*
	%	%			%	%			%	%	
Population											
Age				Occupation				Age of Children			
Under 5	4.8	5.1	94	Agriculture	2.2	2.4	96	Kids under 5	17.6	16.7	105
5 to 14	10.8	10.8	100	White Collar	31.9	35.0	91	5 to 9	19.7	17.8	111
15 to 24	9.9	11.8	84	Grey Collar	39.8	39.5	101	10 to 14	18.5	17.5	106
25 to 44	24.7	27.4	90	Blue Collar	28.3	25.5	111	15 to 19	16.7	17.1	98
45 to 64	27.4	26.5	103	Education				20 to 24	12.6	13.5	93
65 to 74	13.4	10.7	126	No High School	18.9	15.9	119	25+	14.9	17.5	85
75 to 84	6.9	5.5	126	High School	23.5	26.6	88	Dwellings			
85+	2.1	2.3	93	Trade School	20.1	9.1	221	Tenure			
Home Language				College	19.4	20.2	96	Own	68.1	67.6	101
English	2.6	67.5	4	Some University	2.6	2.2	118	Rent	31.8	31.9	100
French	96.2	20.2	477	University	15.6	26.0	60	Band Housing	0.1	0.4	18
Non-Official	1.2	12.4	10	Income				Period of Construction			
Immigration				Avg Hhd Income	\$87 931	\$109 506	80	Before 1960	19.4	21.1	92
Immigrant Population	3.3	22.4	15	Households				1961 to 1980	33.1	27.8	119
Before 2001	42.9	47.4	91	Maintainer Age				1981 to 1990	14.2	13.3	107
2001 to 2005	12.9	10.4	124	Under 25	2.8	3.0	95	1991 to 2000	10.5	11.9	89
2006 to 2010	14.2	11.9	120	25 to 34	13.2	14.7	90	2001 to 2005	4.9	6.7	73
2011 to 2016	14.4	13.7	105	35 to 44	16.2	17.7	91	2006 to 2010	6.8	7.5	90
2017 to present	15.6	16.6	94	45 to 54	15.6	17.8	88	2011 to 2016	6.6	6.9	96
Visible Minority				55 to 64	20.7	20.0	104	2017 to present	4.5	4.9	92
Vis Min Presence	2.9	25.4	12	65 to 74	18.8	15.7	119	Type			
Marital Status				75+	12.6	11.1	114	Single-detached	55.4	52.7	105
Single	26.4	28.9	91	Size				Semi-detached	6.4	5.1	126
Married/Common Law	59.0	56.9	104	1 person	31.2	28.3	110	Row	2.5	6.6	38
Wid/Div/Sep	14.6	14.2	103	2 people	39.5	34.3	115	Duplex	7.3	5.7	127
Mode of Transport				3 people	13.9	15.2	91	Lowrise (<5 Stories)	26.2	18.1	145
Car	89.6	79.2	113	4+ people	15.3	22.2	69	Highrise (5+ Stories)	0.5	10.2	5
Public Transit	3.9	12.5	32	Family Status				Mobile	1.3	1.3	100
Class of worker				Non-Family	33.9	32.6	104				
Employed	59.2	59.0	100	Couples with Kids	23.8	29.4	81				
				Couples, no Kids	31.6	27.2	116				
				Lone-Parent	10.6	10.8	98				

*Index of 100 is average

R3 – Rural Francophone

Found in the remote towns of Quebec and New Brunswick, Rural Francophone contains mostly older, francophone couples and singles. The maintainers here, most of whom are over 55 years old, tend to live in inexpensive, single-family homes built before 1980. The vast majority of group members are third-plus-generation Quebecois. Those still in the workforce have parlayed modest educations—they score high for grade school and trade school—into blue-collar, service sector and agricultural jobs. Modest incomes notwithstanding, these residents enjoy active lifestyles. They have high rates for going cycling, snowmobiling, cross-country skiing and hiking. On weekends, they can be found at dinner theatres, outdoor stages and comedy clubs. In addition to inexpensive subcompacts and SUVs, they own snowmobiles, ATVs, campers and boats. When they finally come in from the cold, they like to watch TV—news, soaps and crime dramas—or read magazines—automotive, gardening and home improvement. Most are relatively light users of the Internet, but they’re increasingly connecting with their tablets to play games, visit health sites and respond to online classifieds.

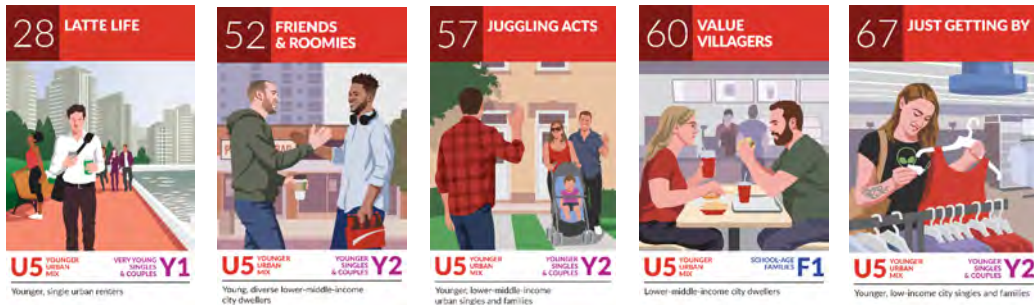


	Group	Canada	Index*		Group	Canada	Index*		Group	Canada	Index*
	%	%			%	%			%	%	
Population											
Age				Occupation				Age of Children			
Under 5	4.6	5.1	91	Agriculture	8.0	2.4	342	Kids under 5	17.0	16.7	102
5 to 14	10.3	10.8	95	White Collar	26.2	35.0	75	5 to 9	18.8	17.8	106
15 to 24	9.2	11.8	78	Grey Collar	35.1	39.5	89	10 to 14	18.1	17.5	103
25 to 44	21.6	27.4	79	Blue Collar	38.8	25.5	152	15 to 19	16.9	17.1	99
45 to 64	29.7	26.5	112	Education				20 to 24	12.0	13.5	89
65 to 74	15.0	10.7	141	No High School	25.4	15.9	160	25+	17.2	17.5	99
75 to 84	7.3	5.5	132	High School	23.4	26.6	88	Dwellings			
85+	2.3	2.3	103	Trade School	20.7	9.1	228	Tenure			
Home Language				College	17.0	20.2	84	Own	80.0	67.6	118
English	6.5	67.5	10	Some University	2.2	2.2	102	Rent	19.8	31.9	62
French	92.4	20.2	458	University	11.3	26.0	43	Band Housing	0.3	0.4	66
Non-Official	1.1	12.4	9	Income				Period of Construction			
Immigration				Avg Hhd Income	\$82 163	\$109 506	75	Before 1960	28.3	21.1	134
Immigrant Population	2.5	22.4	11	Households				1961 to 1980	29.5	27.8	106
Before 2001	61.4	47.4	130	Maintainer Age				1981 to 1990	12.9	13.3	97
2001 to 2005	9.4	10.4	90	Under 25	2.1	3.0	70	1991 to 2000	9.6	11.9	81
2006 to 2010	10.2	11.9	86	25 to 34	10.4	14.7	71	2001 to 2005	4.5	6.7	67
2011 to 2016	9.6	13.7	70	35 to 44	14.2	17.7	80	2006 to 2010	5.6	7.5	75
2017 to present	9.4	16.6	57	45 to 54	15.6	17.8	88	2011 to 2016	4.9	6.9	72
Visible Minority				55 to 64	23.2	20.0	116	2017 to present	4.6	4.9	93
Vis Min Presence	1.2	25.4	5	65 to 74	21.1	15.7	134	Type			
Marital Status				75+	13.4	11.1	121	Single-detached	80.5	52.7	153
Single	24.4	28.9	84	Size				Semi-detached	3.3	5.1	66
Married/Common Law	61.6	56.9	108	1 person	30.2	28.3	107	Row	1.0	6.6	15
Wid/Div/Sep	14.0	14.2	99	2 people	40.5	34.3	118	Duplex	4.4	5.7	77
Mode of Transport				3 people	13.5	15.2	89	Lowrise (<5 Stories)	8.2	18.1	45
Car	91.5	79.2	116	4+ people	15.8	22.2	71	Highrise (5+ Stories)	0.1	10.2	1
Public Transit	1.5	12.5	12	Family Status				Mobile	1.9	1.3	141
Class of worker				Non-Family	32.3	32.6	99				
Employed	54.9	59.0	93	Couples with Kids	24.2	29.4	82				
				Couples, no Kids	34.2	27.2	126				
				Lone-Parent	9.3	10.8	86				

*Index of 100 is average

U5 – Younger Urban Mix

Younger Urban Mix comprises five segments of mostly younger, lower-middle-income residents living in large and small cities. These mobile, unattached maintainers—singles, divorced individuals and lone parents—are disproportionately between the ages of 25 and 44. And they're nearly twice as likely as the general population to rent residences, typically in older row houses, duplexes and low-rise apartments. They tend to have modest educations and earn low to lower-middle incomes from jobs in sales, services and the trades. But they stretch their budgets by shopping at discount supermarkets and second-hand clothing stores. And they have high rates for taking advantage of free entertainment offered by rec centres, art galleries and parks. They regularly catch meals at a bar, fast-food eatery or casual restaurant serving burgers, pizza or tacos. A big splurge is going to a casino, nightclub or community theatre. Because they spend relatively little time in their small apartments, they make a weak audience for traditional media. Instead, they rely on their mobile phones for news and entertainment, especially TV, e-books and online dating.



	Group	Canada	Index*		Group	Canada	Index*		Group	Canada	Index*
<u>Population</u>	%	%			%	%			%	%	
Age				Occupation				Age of Children			
Under 5	5.3	5.1	104	Agriculture	1.1	2.4	45	Kids under 5	21.1	16.7	126
5 to 14	9.5	10.8	88	White Collar	30.7	35.0	88	5 to 9	19.6	17.8	110
15 to 24	11.7	11.8	99	Grey Collar	45.6	39.5	115	10 to 14	17.4	17.5	99
25 to 44	34.5	27.4	126	Blue Collar	23.7	25.5	93	15 to 19	16.8	17.1	98
45 to 64	24.7	26.5	93	Education				20 to 24	10.7	13.5	79
65 to 74	8.7	10.7	81	No High School	17.3	15.9	109	25+	14.5	17.5	83
75 to 84	4.0	5.5	72	High School	30.7	26.6	115	Dwellings			
85+	1.6	2.3	72	Trade School	7.5	9.1	82	Tenure			
Home Language				College	20.9	20.2	104	Own	37.7	67.6	56
English	88.2	67.5	131	Some University	1.6	2.2	75	Rent	62.3	31.9	195
French	2.0	20.2	10	University	21.9	26.0	84	Band Housing	0.0	0.4	1
Non-Official	9.8	12.4	79	Income				Period of Construction			
Immigration				Avg Hhd Income	\$69 246	\$109 506	63	Before 1960	32.1	21.1	152
Immigrant Population	18.7	22.4	84	Households				1961 to 1980	33.8	27.8	121
Before 2001	37.7	47.4	80	Maintainer Age				1981 to 1990	11.3	13.3	85
2001 to 2005	8.2	10.4	79	Under 25	6.1	3.0	207	1991 to 2000	8.3	11.9	70
2006 to 2010	13.5	11.9	114	25 to 34	22.9	14.7	155	2001 to 2005	3.2	6.7	48
2011 to 2016	24.9	13.7	182	35 to 44	18.7	17.7	106	2006 to 2010	3.6	7.5	48
2017 to present	15.6	16.6	94	45 to 54	16.0	17.8	90	2011 to 2016	3.4	6.9	50
Visible Minority				55 to 64	17.3	20.0	86	2017 to present	4.2	4.9	86
Vis Min Presence	22.5	25.4	88	65 to 74	11.8	15.7	75	Type			
Marital Status				75+	7.3	11.1	66	Single-detached	27.5	52.7	52
Single	37.6	28.9	130	Size				Semi-detached	4.5	5.1	89
Married/Common Law	43.3	56.9	76	1 person	41.5	28.3	147	Row	8.3	6.6	125
Wid/Div/Sep	19.1	14.2	134	2 people	33.6	34.3	98	Duplex	6.8	5.7	119
Mode of Transport				3 people	12.7	15.2	84	Lowrise (<5 Stories)	43.8	18.1	242
Car	69.6	79.2	88	4+ people	12.1	22.2	55	Highrise (5+ Stories)	7.8	10.2	76
Public Transit	14.8	12.5	118	Family Status				Mobile	1.1	1.3	83
Class of worker				Non-Family	49.6	32.6	152				
Employed	56.5	59.0	96	Couples with Kids	15.9	29.4	54				
				Couples, no Kids	20.7	27.2	76				
				Lone-Parent	13.8	10.8	129				

*Index of 100 is average



U6 – Older Urban Francophone

Concentrated in Montreal, Quebec City and nearby cities, the four segments in Older Urban Francophone feature older, downscale francophones with a growing presence of younger black, Latin American and Arabic visible minorities. Nearly half of maintainers are over 55 years old, and households contain singles, divorced and widowed individuals, and lone parents. In their older neighbourhoods, residents tend to rent units in duplexes and low-rise apartments. With their modest educations, those still in the workforce earn paycheques from lower-level white-collar and service sector jobs. For leisure, they seek out inexpensive activities such as hiking and cycling. For a treat they may go to a comedy club, book show or outdoor stage. But they also like spending time at home, and they're avid media consumers, watching TV game shows and variety specials, and listening to radio stations that play retro '80s and adult contemporary music. They like to read about food, health and sports in the daily newspaper. And if they go online, it's typically for practical purposes—comparing products, banking and checking online classifieds.



	Group	Canada	Index*		Group	Canada	Index*		Group	Canada	Index*
	%	%			%	%			%	%	
Population											
Age				Occupation				Age of Children			
Under 5	4.7	5.1	92	Agriculture	0.7	2.4	30	Kids under 5	19.5	16.7	117
5 to 14	9.0	10.8	83	White Collar	34.4	35.0	98	5 to 9	19.6	17.8	110
15 to 24	9.8	11.8	82	Grey Collar	44.1	39.5	112	10 to 14	17.0	17.5	97
25 to 44	28.1	27.4	103	Blue Collar	21.5	25.5	84	15 to 19	16.3	17.1	95
45 to 64	26.5	26.5	100	Education				20 to 24	12.3	13.5	91
65 to 74	12.2	10.7	115	No High School	21.4	15.9	135	25+	15.3	17.5	88
75 to 84	7.0	5.5	127	High School	23.7	26.6	89	Dwellings			
85+	2.8	2.3	123	Trade School	15.7	9.1	173	Tenure			
Home Language				College	16.6	20.2	82	Own	34.4	67.6	51
English	8.2	67.5	12	Some University	2.5	2.2	115	Rent	65.6	31.9	205
French	83.9	20.2	416	University	20.0	26.0	77	Band Housing	0.0	0.4	5
Non-Official	7.9	12.4	64	Income				Period of Construction			
Immigration				Avg Hhd Income	\$66 316	\$109 506	61	Before 1960	33.1	21.1	157
Immigrant Population	16.1	22.4	72	Households				1961 to 1980	30.3	27.8	109
Before 2001	36.1	47.4	76	Maintainer Age				1981 to 1990	13.0	13.3	98
2001 to 2005	10.8	10.4	104	Under 25	4.2	3.0	141	1991 to 2000	8.2	11.9	69
2006 to 2010	16.3	11.9	137	25 to 34	16.0	14.7	109	2001 to 2005	3.5	6.7	52
2011 to 2016	22.5	13.7	165	35 to 44	16.3	17.7	92	2006 to 2010	4.3	7.5	57
2017 to present	14.2	16.6	86	45 to 54	15.4	17.8	86	2011 to 2016	3.9	6.9	57
Visible Minority				55 to 64	19.6	20.0	98	2017 to present	3.7	4.9	75
Vis Min Presence	19.3	25.4	76	65 to 74	16.3	15.7	104	Type			
Marital Status				75+	12.3	11.1	111	Single-detached	13.5	52.7	26
Single	36.3	28.9	126	Size				Semi-detached	3.0	5.1	58
Married/Common Law	43.3	56.9	76	1 person	47.9	28.3	169	Row	2.5	6.6	38
Wid/Div/Sep	20.4	14.2	144	2 people	32.0	34.3	93	Duplex	13.0	5.7	227
Mode of Transport				3 people	10.4	15.2	68	Lowrise (<5 Stories)	62.7	18.1	346
Car	67.2	79.2	85	4+ people	9.7	22.2	44	Highrise (5+ Stories)	4.5	10.2	44
Public Transit	21.8	12.5	175	Family Status				Mobile	0.1	1.3	9
Class of worker				Non-Family	52.6	32.6	161				
Employed	53.0	59.0	90	Couples with Kids	14.5	29.4	49				
				Couples, no Kids	20.9	27.2	77				
				Lone-Parent	11.9	10.8	111				

*Index of 100 is average



Lifestages

Lifestages - Quick Reference Guide 2021

SESI	LS	SG	Name	Population	Households	Size (%)	Official Language	Cultural Diversity Index	Average Income (\$)	Income Level	Age of Maintainer	Family Status
12	Y1	U3	Eat, Play, Love	668,629	401,632	2.67	English	High	133,022	Upper-Middle	Younger	Singles
28	Y1	U5	Latte Life	191,417	117,174	0.78	English	Low	95,495	Middle	Younger	Singles
40	Y1	U3	Les Énerjeunes	437,184	240,539	1.60	French	Low	74,565	Lower-Middle	Young	Singles
47	Y1	U3	Social Networkers	340,140	193,252	1.29	Non-Official	High	59,120	Low	Young	Singles
20	Y2	F2	New Asian Heights	404,136	201,010	1.34	Non-Official	High	84,831	Lower-Middle	Younger	Singles/Couples
22	Y2	U3	Indieville	484,529	203,562	1.35	English	Low	114,359	Upper-Middle	Younger & Middle-Aged	Singles/Couples
52	Y2	U5	Friends & Roomies	692,628	349,766	2.33	English	High	70,319	Lower-Middle	Young	Singles/Families
56	Y2	U6	Jeunes Biculturels	413,955	205,287	1.37	French	Medium	63,082	Downscale	Younger & Middle-Aged	Singles/Families
57	Y2	U5	Juggling Acts	509,436	215,667	1.43	English	Low	84,051	Lower-Middle	Younger	Singles/Families
67	Y2	U5	Just Getting By	708,515	360,871	2.40	English	Low	47,731	Low	Younger	Singles/Families
11	Y3	S2	Modern Suburbia	972,209	309,690	2.06	Non-Official	High	141,415	Upper-Middle	Younger & Middle-Aged	Families
24	Y3	S3	All-Terrain Families	427,334	146,713	0.98	English	Low	137,843	Upper-Middle	Younger & Middle-Aged	Families
37	F1	T1	Keep on Trucking	181,542	73,732	0.49	English	Low	114,298	Upper-Middle	Younger & Middle-Aged	Mixed
39	F1	U6	Évolution Urbaine	331,024	151,110	1.01	French	Low	89,947	Middle	Mixed	Singles/Families
42	F1	S7	Banlieues Tranquilles	307,665	124,241	0.83	French	Low	101,092	Middle	Middle-Aged & Older	Couples/Families
55	F1	U3	Enclaves Multiethniques	437,563	181,326	1.21	Non-Official	High	61,348	Downscale	Younger & Middle-Aged	Singles/Families
59	F1	S7	La Vie Simple	448,157	215,310	1.43	French	Low	73,685	Lower-Middle	Mixed	Singles/Couples
60	F1	U5	Value Villagers	544,485	233,657	1.55	English	Low	74,040	Lower-Middle	Mixed	Mixed
6	F1	U1	Downtown Verve	455,149	184,488	1.23	English	Low	179,524	Upscale	Younger & Middle-Aged	Mixed
32	F1	F3	Diverse & Determined	581,301	256,667	1.71	English	High	95,527	Middle	Younger & Middle-Aged	Single/Families
3	F2	F1	Asian Sophisticates	387,710	114,383	0.76	Non-Official	High	155,652	Upscale	Middle-Aged	Families
5	F2	S1	First-Class Families	737,286	229,346	1.53	English	Low	190,168	Upscale	Middle-Aged	Families
8	F2	S2	Multiculture-ish	845,668	240,047	1.60	Non-Official	High	162,311	Upscale	Middle-Aged	Families
10	F2	F2	Asian Achievement	524,668	161,005	1.07	Non-Official	High	117,224	Upper-Middle	Middle-Aged & Older	Families
13	F2	S4	Vie de Rêve	552,694	185,789	1.24	French	Low	185,568	Upscale	Middle-Aged	Families
15	F2	U4	South Asian Enterprise	881,261	221,110	1.47	Non-Official	High	121,550	Upper-Middle	Middle-Aged	Families
18	F2	F1	Multicultural Corners	854,193	277,197	1.84	Non-Official	High	132,833	Upper-Middle	Middle-Aged	Families
30	F2	F3	South Asian Society	344,606	91,975	0.61	Non-Official	High	101,026	Middle	Middle-Aged	Families
66	F2	T1	Indigenous Families	519,362	169,626	1.13	Non-Official	Low	81,938	Lower-Middle	Younger & Middle-Aged	Families
4	F3	S1	Turbo Burbs	525,265	173,507	1.15	English	Low	220,765	Upscale	Middle-Aged	Families/Couples
14	F3	R1	Kick-Back Country	553,854	192,103	1.28	English	Low	149,823	Upscale	Middle-Aged	Families/Couples
17	F3	U4	Asian Avenues	256,143	85,085	0.57	Non-Official	High	104,925	Middle	Mixed	Families/Singles
19	F3	S3	Family Mode	1,036,868	338,631	2.25	English	Low	145,442	Upscale	Middle-Aged	Families
25	F3	S3	Suburban Sports	969,065	345,953	2.30	English	Low	127,534	Upper-Middle	Younger & Middle-Aged	Families/Couples
26	F3	R1	Country Traditions	900,620	333,167	2.22	English	Low	125,207	Upper-Middle	Middle-Aged & Older	Couples/Families
27	F3	F2	Diversité Nouvelle	606,126	219,494	1.46	Non-Official	High	115,845	Upper-Middle	Younger & Middle-Aged	Families
29	F3	S4	C'est Tigidou	1,001,831	381,474	2.54	French	Low	118,288	Upper-Middle	Middle-Aged & Older	Couples/Families
31	F3	F3	Metro Melting Pot	828,461	275,619	1.83	Non-Official	High	100,322	Middle	Middle-Aged & Older	Families
33	F3	R1	New Country	615,495	218,590	1.45	English	Low	104,556	Middle	Middle-Aged	Couples/Families
34	F3	S4	Familles Typiques	639,105	244,593	1.63	French	Low	112,685	Middle	Younger & Middle-Aged	Families
36	F3	U2	Middle-Class Mosaic	604,836	213,828	1.42	English	High	95,431	Middle	Mixed	Mixed
38	F3	S5	Stressed in Suburbia	697,726	254,633	1.69	English	Low	105,873	Middle	Younger & Middle-Aged	Families
43	F3	S5	Happy Medium	474,315	187,165	1.25	English	Low	101,714	Middle	Mixed	Couples/Families
48	F3	R2	Agri-Biz	382,695	136,698	0.91	English	Low	92,796	Middle	Middle-Aged & Older	Couples/Families
54	F3	R3	Vie au Village	724,635	301,884	2.01	French	Low	81,781	Lower-Middle	Middle-Aged	Mixed
61	F3	U4	Came From Away	737,218	307,639	2.05	Non-Official	High	65,982	Downscale	Middle-Aged	Singles/Families
64	F3	U4	Midtown Movers	447,610	162,436	1.08	Non-Official	High	68,333	Lower-Middle	Younger & Middle-Aged	Families/Singles
1	M1	U1	The A-List	278,853	90,597	0.60	English	Low	574,521	Very Wealthy	Mixed	Families/Couples
2	M1	U1	Wealthy & Wise	374,582	127,189	0.85	English	Low	264,243	Wealthy	Older & Mature	Families/Couples
7	M1	F1	Mature & Secure	694,493	233,501	1.55	English	Medium	170,885	Upscale	Older & Mature	Families/Couples
9	M1	S1	Boomer Bliss	634,472	246,134	1.64	English	Low	145,894	Upscale	Older & Mature	Couples/Families
16	M1	U2	Savvy Seniors	736,121	326,825	2.17	English	Low	120,453	Upper-Middle	Older	Singles/Couples
23	M1	U2	Mid-City Mellow	843,045	307,379	2.04	English	Low	115,193	Upper-Middle	Older & Mature	Families/Couples
35	M1	S7	Vie Dynamique	425,921	188,137	1.25	French	Low	95,544	Middle	Older	Couples/Singles
41	M1	R2	Down to Earth	985,332	392,664	2.61	English	Low	98,537	Middle	Older	Couples/Families
45	M1	S6	Slow-Lane Suburbs	458,876	200,429	1.33	English	Low	90,898	Middle	Older & Mature	Singles/Couples
46	M1	R3	Patrimoine Rustique	339,589	153,140	1.02	French	Low	91,132	Middle	Older	Couples/Singles
58	M1	T1	Old Town Roads	349,562	147,911	0.98	English	Low	75,631	Lower-Middle	Older	Couples/Singles
63	M1	R3	Amants de la Nature	487,947	223,148	1.48	French	Low	76,523	Lower-Middle	Older	Couples/Singles
21	M2	S6	Scenic Retirement	509,174	220,911	1.47	English	Low	109,329	Middle	Older & Mature	Couples/Singles
44	M2	U6	Un Grand Cru	266,038	131,995	0.88	French	Low	88,968	Middle	Older & Mature	Singles/Couples
49	M2	R2	Backcountry Boomers	789,460	347,138	2.31	English	Low	82,900	Lower-Middle	Older	Couples/Singles
50	M2	R2	Country & Western	693,941	264,169	1.76	English	Low	95,438	Middle	Older	Singles/Couples
51	M2	U2	On Their Own Again	458,696	276,631	1.84	English	High	64,201	Downscale	Older	Singles
53	M2	S6	Silver Flats	205,720	122,188	0.81	English	Low	61,400	Downscale	Mature	Singles
62	M2	S6	Suburban Recliners	484,561	243,998	1.62	English	Low	67,311	Downscale	Older	Singles/Couples
65	M2	U6	Âgés & Traditionnels	613,042	359,089	2.39	French	Low	49,895	Low	Older	Singles

Lifestages - Quick Reference Guide 2021

SESI	LS	SG	Name	Education	Job Type	Age of Children	Dwelling Type	Residency
12	Y1	U3	Eat, Play, Love	University	White Collar	10+	Apt 5+	Rent & Own
28	Y1	U5	Latte Life	University	White Collar/Service Sector	<5, 20+	Apartments	Rent
40	Y1	U3	Les Énergieux	University/College/High School	White Collar/Service Sector	<15	Low Rise Apt	Rent
47	Y1	U3	Social Networkers	University/High School	Service Sector/White Collar	<5, 20+	Apartments	Rent
20	Y2	F2	New Asian Heights	University	White Collar/Service Sector	10+	Apartments	Own & Rent
22	Y2	U3	Indieville	University	White Collar/Service Sector	<20	Low Rise Apt/Semi/Duplex	Own & Rent
52	Y2	U5	Friends & Roomies	University/High School	Service Sector/White Collar	5-24	Low Rise Apt/Apt 5+/Single Detached	Rent
56	Y2	U6	Jeunes Biculturés	Mixed	Service Sector/White Collar	5-24	Low Rise Apt/Duplex	Rent
57	Y2	U5	Juggling Acts	High School/Grade 9/College	Service Sector/Blue Collar	5-24	Single Detached/Low Rise Apt/Row	Own & Rent
67	Y2	U5	Just Getting By	Grade 9/High School/College	Service Sector/Blue Collar	<15	Low Rise Apt/Single Detached	Rent
11	Y3	S2	Modern Suburbia	University/College	Mixed	5-24	Single Detached/Row	Own
24	Y3	S3	All-Terrain Families	College/Trade School/High School	Blue Collar/Service Sector	5-24	Single Detached/Semi/Row	Own
37	F1	T1	Keep on Trucking	Mixed	Blue Collar/Service Sector	10+	Single Detached	Own
39	F1	U6	Évolution Urbaine	University/Trade School	White Collar/Service Sector	Mixed	Low Rise Apt/Duplex	Rent & Own
42	F1	S7	Banlieues Tranquilles	Trade School/Grade 9/College	Blue Collar/Service Sector	Mixed	Single Detached	Own
55	F1	U3	Enclaves Multiethniques	Grade 9/Trade School	Service Sector/White Collar	5-24	Low Rise Apt/Duplex	Rent
59	F1	S7	La Vie Simple	High School/Grade 9/Trade School	Service Sector/Blue Collar	Mixed	Low Rise Apt/Single Detached/Duplex	Rent & Own
60	F1	U5	Value Villagers	Mixed	Mixed	Mixed	Single Detached	Own
6	F1	U1	Downtown Verve	University	White Collar	5-24	Single Detached/Low Rise Apt/Semi	Own & Rent
32	F1	F3	Diverse & Determined	University/College/High School	Service Sector/White Collar	Mixed	Mixed	Own & Rent
3	F2	F1	Asian Sophisticates	University	White Collar	15+	Single Detached	Own
5	F2	S1	First-Class Families	University/College/High School	White Collar/Service Sector	5-24	Single Detached	Own
8	F2	S2	Multiculture-ish	University/College	White Collar/Service Sector	10+	Single Detached	Own
10	F2	F2	Asian Achievement	University/High School	Service Sector/White Collar	5-24	Single Detached/Duplex/Row	Own & Rent
13	F2	S4	Vie de Rêve	University/College/Trade School	White Collar/Service Sector	10+	Single Detached	Own
15	F2	U4	South Asian Enterprise	University/High School	Blue Collar/Service Sector	<20	Single Detached/Semi/Duplex	Own
18	F2	F1	Multicultural Corners	University/College/High School	Service Sector/White Collar	<20	Single Detached/Row	Own
30	F2	F3	South Asian Society	Grade 9/High School	Blue Collar/Service Sector	<20	Duplex/Low Rise Apt/Single Detached	Own & Rent
66	F2	T1	Indigenous Families	Grade 9/High School	Mixed	<15	Single Detached	Band
4	F3	S1	Turbo Burbs	University/College/High School	White Collar/Service Sector	10+	Single Detached	Own
14	F3	R1	Kick-Back Country	Mixed	Blue Collar	10+	Single Detached	Own
17	F3	U4	Asian Avenues	High School/University/Grade 9	Service Sector/White Collar	15+	Duplex/Single Detached/Low Rise Apt	Own & Rent
19	F3	S3	Family Mode	College/High School	Mixed	10+	Single Detached	Own
25	F3	S3	Suburban Sports	Mixed	Service Sector/Blue Collar	<15	Single Detached/Duplex	Own
26	F3	R1	Country Traditions	Mixed	Blue Collar/Service Sector	Mixed	Single Detached	Own
27	F3	F2	Diversité Nouvelle	University/Trade School/College	Service Sector/White Collar	Mixed	Single Detached/Low Rise Apt/Semi	Own
29	F3	S4	C'est Tigidou	Trade School/College	Service Sector/White Collar	<20	Single Detached	Own
31	F3	F3	Metro Melting Pot	University/High School/Grade 9	Mixed	15+	Mixed	Own & Rent
33	F3	R1	New Country	Mixed	Primary/Blue Collar	Mixed	Single Detached	Own
34	F3	S4	Familles Typiques	Trade School/College	Mixed	10+	Single Detached/Low Rise Apt/Semi	Own
36	F3	U2	Middle-Class Mosaic	High School/Grade 9/College	Blue Collar/Service Sector	Mixed	Single Detached/Semi-Detached	Own
38	F3	S5	Stressed in Suburbia	College/High School	Service Sector/Blue Collar	Mixed	Single Detached/Semi/Row	Own
43	F3	S5	Happy Medium	Mixed	Blue Collar/Service Sector	10+	Single Detached	Own
48	F3	R2	Agri-Biz	Grade 9/High School/Trade School	Primary/Blue Collar	<15	Single Detached	Own
54	F3	R3	Vie au Village	Trade School/Grade 9	Mixed	Mixed	Single Detached	Own
61	F3	U4	Came From Away	Mixed	Service Sector	10+	Apartments	Rent
64	F3	U4	Midtown Movers	Grade 9/High School	Service Sector/Blue Collar	<15	Single Detached/Row/Low Rise Apt	Rent & Own
1	M1	U1	The A-List	University	White Collar	10-24	Single Detached	Own
2	M1	U1	Wealthy & Wise	University	White Collar	15+	Single Detached	Own
7	M1	F1	Mature & Secure	University	White Collar	10+	Single Detached	Own
9	M1	S1	Boomer Bliss	University/College	White Collar	10+	Single Detached	Own
16	M1	U2	Savvy Seniors	University/College/High School	White Collar/Service Sector	Mixed	Mixed	Own
23	M1	U2	Mid-City Mellow	College/High School	Mixed	5-24	Single Detached	Own
35	M1	S7	Vie Dynamique	Mixed	Service Sector/White Collar	10+	Single Detached/Low Rise Apt/Semi	Own
41	M1	R2	Down to Earth	Mixed	Blue Collar/Service Sector	Mixed	Single Detached	Own
45	M1	S6	Slow-Lane Suburbs	College/High School	Service Sector/White Collar	15+	Single Detached/Low Rise Apt	Own & Rent
46	M1	R3	Patrimoine Rustique	Mixed	Mixed	5-24	Single Detached	Own
58	M1	T1	Old Town Roads	Mixed	Blue Collar/Service Sector	Mixed	Single Detached	Own
63	M1	R3	Amants de la Nature	Trade School/Grade 9	Primary/Blue Collar	Mixed	Single Detached	Own
21	M2	S6	Scenic Retirement	College/High School	Mixed	Mixed	Single Detached	Own
44	M2	U6	Un Grand Cru	Mixed	Service Sector/White Collar	Mixed	Low Rise Apt/Single Detached	Own & Rent
49	M2	R2	Backcountry Boomers	Mixed	Blue Collar/Primary	5-24	Single Detached	Own
50	M2	R2	Country & Western	Mixed	Primary/Blue Collar	10+	Single Detached	Own
51	M2	U2	On Their Own Again	Mixed	Service Sector/White Collar	Mixed	Apt 5+	Rent
53	M2	S6	Silver Flats	Mixed	Service Sector/White Collar	Mixed	Apt 5+/Low Rise Apt	Rent & Own
62	M2	S6	Suburban Recliners	Grade 9/High School/College	Service Sector/Blue Collar	Mixed	Single Detached/Low Rise Apt	Own & Rent
65	M2	U6	Âgés & Traditionnels	Grade 9/High School/Trade School	Service Sector/Blue Collar	<15	Low Rise Apt/Duplex	Rent

Y1 – Very Young Singles & Couples

The youngest lifestage group, Very Young Singles & Couples consists of four segments characterized by households with young maintainers and few children living in urban neighbourhoods. More than half of households contain singles, and nearly two-thirds of maintainers are under 45 years old. Despite impressive educations—half hold university degrees—these Millennial adults earn only middle incomes from generally entry-level jobs. Many are mobile—two-thirds have moved in the last five years—and typically rent apartments in high-rise buildings. A diverse group, nearly a third of residents are foreign-born with the highest concentration coming from Asian countries. Members enjoy cultural activities and urban nightlife, going to ballets and operas, jazz and classical concerts, drama and comedy movies. Many are foodies who attend food and wine festivals and frequent ethnic restaurants. And these tech-savvy consumers like to shop online, especially for groceries, cosmetics and home furnishings. They use the Internet for work and play—banking, dating, downloading recipes, reading newspapers, streaming music and staying connected with friends and colleagues through social media like Twitter and LinkedIn.



	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population				Occupation				Age of Children			
Age				Agriculture	0.2	2.4	10	Kids under 5	24.5	16.7	147
Under 5	3.6	5.1	70	White Collar	48.2	35.0	138	5 to 9	17.7	17.8	99
5 to 14	4.9	10.8	45	Grey Collar	40.0	39.5	101	10 to 14	13.7	17.5	78
15 to 24	11.2	11.8	95	Blue Collar	11.7	25.5	46	15 to 19	14.1	17.1	82
25 to 44	46.6	27.4	170	Education				20 to 24	12.1	13.5	90
45 to 64	20.4	26.5	77	No High School	6.6	15.9	41	25+	18.0	17.5	103
65 to 74	7.7	10.7	73	High School	18.5	26.6	69	Dwellings			
75 to 84	3.8	5.5	70	Trade School	4.9	9.1	54	Tenure			
85+	1.7	2.3	75	College	15.7	20.2	78	Own	31.2	67.6	46
Home Language				Some University	2.5	2.2	114	Rent	68.8	31.9	215
English	56.8	67.5	84	University	51.9	26.0	200	Band Housing	0.0	0.4	0
French	27.2	20.2	135	Income				Period of Construction			
Non-Official	16.0	12.4	129	Avg Hhd Income	\$98 653	\$109 506	90	Before 1960	24.0	21.1	114
Immigration				Households				1961 to 1980	24.4	27.8	88
Immigrant Population	30.3	22.4	135	Maintainer Age				1981 to 1990	10.2	13.3	77
Before 2001	36.9	47.4	78	Under 25	8.3	3.0	280	1991 to 2000	8.6	11.9	72
2001 to 2005	9.4	10.4	90	25 to 34	30.4	14.7	207	2001 to 2005	5.9	6.7	89
2006 to 2010	12.5	11.9	105	35 to 44	20.7	17.7	117	2006 to 2010	8.7	7.5	116
2011 to 2016	19.5	13.7	143	45 to 54	12.4	17.8	70	2011 to 2016	10.2	6.9	149
2017 to present	21.6	16.6	130	55 to 64	12.2	20.0	61	2017 to present	7.9	4.9	162
Visible Minority				65 to 74	9.4	15.7	60	Type			
Vis Min Presence	35.8	25.4	141	75+	6.5	11.1	59	Single-detached	1.5	52.7	3
Marital Status				Size				Semi-detached	0.5	5.1	10
Single	45.2	28.9	156	1 person	53.5	28.3	189	Row	1.7	6.6	26
Married/Common Law	41.3	56.9	73	2 people	32.7	34.3	95	Duplex	3.1	5.7	54
Wid/Div/Sep	13.6	14.2	96	3 people	8.3	15.2	55	Lowrise (<5 Stories)	37.2	18.1	205
Mode of Transport				4+ people	5.5	22.2	25	Highrise (5+ Stories)	55.8	10.2	546
Car	36.6	79.2	46	Family Status				Mobile	0.0	1.3	1
Public Transit	33.7	12.5	271	Non-Family	62.8	32.6	192				
Class of Worker				Couples with Kids	9.4	29.4	32				
Employed	65.6	59.0	111	Couples, no Kids	21.9	27.2	81				
				Lone-Parent	5.9	10.8	54				

*Index of 100 is average

Y2 – Younger Singles & Couples

The six segments in Younger Singles & Couples contain a mix of younger singles, couples, divorced individuals and lone-parent families. Although nearly 40 percent are single, about a third are couples with children who are typically under the age of 10. Their white-collar and service sector jobs earn these Millennial and Generation X adults a wide range of incomes. A relatively mobile group, they tend to rent rather than own, usually an apartment in a low-rise building. Over a third of residents are first-generation Canadians, including an above-average number who identify as visible minority black or Chinese. For leisure, members of this group enjoy going out to nightclubs, bars, taco restaurants, and music and film festivals. For home-cooked meals, they often shop at discount supermarkets. Many look to television as their chief form of entertainment, especially music videos, teen dramas and late night talk shows. But they also score high for Internet activity, and they go online for gaming, dating, streaming TV, viewing fashion content and purchasing groceries and video games.



	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population				Occupation				Age of Children			
Age				Agriculture	0.7	2.4	29	Kids under 5	21.4	16.7	128
Under 5	5.4	5.1	106	White Collar	34.9	35.0	100	5 to 9	19.1	17.8	107
5 to 14	9.2	10.8	85	Grey Collar	44.6	39.5	113	10 to 14	16.6	17.5	95
15 to 24	11.6	11.8	98	Blue Collar	20.6	25.5	81	15 to 19	15.8	17.1	93
25 to 44	35.6	27.4	130	Education				20 to 24	11.2	13.5	83
45 to 64	24.2	26.5	92	No High School	16.0	15.9	101	25+	15.9	17.5	91
65 to 74	8.3	10.7	78	High School	27.6	26.6	104	Dwellings			
75 to 84	4.0	5.5	73	Trade School	7.1	9.1	78	Tenure			
85+	1.7	2.3	75	College	18.9	20.2	94	Own	36.6	67.6	54
Home Language				Some University	2.0	2.2	92	Rent	63.4	31.9	199
English	72.1	67.5	107	University	28.3	26.0	109	Band Housing	0.0	0.4	1
French	10.8	20.2	53	Income				Period of Construction			
Non-Official	17.2	12.4	139	Avg Hhd Income	\$73 708	\$109 506	67	Before 1960	29.6	21.1	140
Immigration				Households				1961 to 1980	29.5	27.8	106
Immigrant Population	27.9	22.4	124	Maintainer Age				1981 to 1990	11.1	13.3	83
Before 2001	37.8	47.4	80	Under 25	6.1	3.0	207	1991 to 2000	8.8	11.9	75
2001 to 2005	9.3	10.4	89	25 to 34	22.7	14.7	154	2001 to 2005	4.3	6.7	65
2006 to 2010	13.3	11.9	111	35 to 44	19.5	17.7	110	2006 to 2010	5.7	7.5	76
2011 to 2016	21.6	13.7	158	45 to 54	16.2	17.8	91	2011 to 2016	6.0	6.9	87
2017 to present	18.1	16.6	108	55 to 64	16.6	20.0	83	2017 to present	5.0	4.9	102
Visible Minority				65 to 74	11.3	15.7	72	Type			
Vis Min Presence	34.2	25.4	134	75+	7.5	11.1	68	Single-detached	15.6	52.7	30
Marital Status				Size				Semi-detached	4.4	5.1	88
Single	38.2	28.9	132	1 person	41.1	28.3	145	Row	7.9	6.6	119
Married/Common Law	43.9	56.9	77	2 people	33.0	34.3	96	Duplex	7.6	5.7	132
Wid/Div/Sep	18.0	14.2	127	3 people	13.4	15.2	88	Lowrise (<5 Stories)	47.8	18.1	264
Mode of Transport				4+ people	12.5	22.2	56	Highrise (5+ Stories)	15.8	10.2	155
Car	62.1	79.2	78	Family Status				Mobile	0.5	1.3	38
Public Transit	23.0	12.5	184	Non-Family	49.5	32.6	152				
Class of Worker				Couples with Kids	17.1	29.4	58				
Employed	57.0	59.0	97	Couples, no Kids	20.1	27.2	74				
				Lone-Parent	13.3	10.8	124				

*Index of 100 is average

Y3 – Young Families

Young, culturally diverse families with school-age children make up the Young Families group. More than half the households contain married couples with children, and many of the maintainers are Millennials and Generation Xers. Nearly a third of residents are immigrants, typically from Asian and South Asian countries; almost 20 percent speak a non-official language. About two-thirds have moved in the last five years. Today, four in five own their home, typically a newer row, single- or semi-detached house in the suburbs. This is a well-educated group, and they earn upper-middle incomes that support comfortable, energetic lifestyles. They enjoy swimming, camping, skiing, snowboarding, skating and biking as well as playing hockey, soccer and basketball. As consumers, they patronize fast-food and casual restaurants, shop at big box stores and factory outlets, and book beach and other family-friendly vacations. They enjoy nearly every kind of media, both traditional and digital. Preferring to go online using their mobile phones, they download coupons, access news and podcasts, shop for home electronics and visit social networks like Instagram and Snapchat.



	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population				Occupation				Age of Children			
Age				Agriculture	0.6	2.4	25	Kids under 5	26.0	16.7	155
Under 5	9.0	5.1	177	White Collar	35.6	35.0	102	5 to 9	24.0	17.8	135
5 to 14	15.9	10.8	147	Grey Collar	37.7	39.5	96	10 to 14	19.0	17.5	108
15 to 24	11.1	11.8	94	Blue Collar	26.6	25.5	104	15 to 19	13.9	17.1	81
25 to 44	37.5	27.4	137	Education				20 to 24	8.6	13.5	64
45 to 64	19.8	26.5	75	No High School	10.4	15.9	66	25+	8.5	17.5	49
65 to 74	4.5	10.7	42	High School	24.4	26.6	92	Dwellings			
75 to 84	1.7	5.5	30	Trade School	6.8	9.1	75	Tenure			
85+	0.5	2.3	20	College	21.6	20.2	107	Own	83.4	67.6	123
Home Language				Some University	2.4	2.2	109	Rent	16.6	31.9	52
English	79.9	67.5	118	University	34.4	26.0	132	Band Housing	0.0	0.4	2
French	2.1	20.2	10	Income				Period of Construction			
Non-Official	18.1	12.4	146	Avg Hhd Income	\$140 266	\$109 506	128	Before 1960	1.1	21.1	5
Immigration				Households				1961 to 1980	1.8	27.8	6
Immigrant Population	30.3	22.4	135	Maintainer Age				1981 to 1990	1.1	13.3	9
Before 2001	24.7	47.4	52	Under 25	3.0	3.0	102	1991 to 2000	3.0	11.9	25
2001 to 2005	11.5	10.4	111	25 to 34	24.3	14.7	165	2001 to 2005	9.2	6.7	137
2006 to 2010	14.0	11.9	118	35 to 44	32.4	17.7	183	2006 to 2010	27.5	7.5	366
2011 to 2016	14.7	13.7	108	45 to 54	20.4	17.8	115	2011 to 2016	45.5	6.9	664
2017 to present	35.0	16.6	211	55 to 64	11.4	20.0	57	2017 to present	10.9	4.9	222
Visible Minority				65 to 74	6.0	15.7	38	Type			
Vis Min Presence	44.1	25.4	173	75+	2.5	11.1	23	Single-detached	57.3	52.7	109
Marital Status				Size				Semi-detached	9.7	5.1	191
Single	22.9	28.9	79	1 person	14.9	28.3	53	Row	19.7	6.6	298
Married/Common Law	68.0	56.9	120	2 people	29.1	34.3	85	Duplex	2.8	5.7	48
Wid/Div/Sep	9.1	14.2	64	3 people	20.0	15.2	132	Lowrise (<5 Stories)	8.7	18.1	48
Mode of Transport				4+ people	36.0	22.2	162	Highrise (5+ Stories)	1.1	10.2	11
Car	88.8	79.2	112	Family Status				Mobile	0.8	1.3	57
Public Transit	8.1	12.5	65	Non-Family	19.2	32.6	59				
Class of Worker				Couples with Kids	46.9	29.4	160				
Employed	71.8	59.0	122	Couples, no Kids	25.2	27.2	93				
				Lone-Parent	8.7	10.8	81				

*Index of 100 is average

F1 – School-Age Families

The School-Age Families group consists of eight segments characterized by a mix of couples and small families with younger children. The maintainers range in age from 25 to 65, though many are Generation Xers and Millennials. The family types include married couples along with significant percentages of singles, divorced individuals and lone-parent households. More than a third of the group is francophone, and a disproportionate number rent apartments, typically in older, low-rise buildings, duplexes and row houses. With varied incomes from white-collar and service sector jobs, many lead thrifty lifestyles. In the marketplace, they like to shop at clothing chains like Simons and Reitmans, along with specialty jean, kitchenware and fashion accessory stores. They'll occasionally eat out, typically at a French, Thai or chicken restaurant. But for a splurge, they'll head to a comedy club, pop music concert or auto race. At home, their preferred media is television, particularly soaps, standup comedy, teen dramas and sports. They also like reading newspapers, perusing the local news, health and entertainment sections first.



	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population											
Age				Occupation				Age of Children			
Under 5	5.5	5.1	107	Agriculture	1.3	2.4	55	Kids under 5	18.8	16.7	112
5 to 14	10.9	10.8	101	White Collar	34.8	35.0	100	5 to 9	19.1	17.8	108
15 to 24	10.9	11.8	92	Grey Collar	41.1	39.5	104	10 to 14	17.4	17.5	99
25 to 44	29.3	27.4	107	Blue Collar	24.1	25.5	94	15 to 19	16.1	17.1	94
45 to 64	26.3	26.5	99	Education				20 to 24	12.4	13.5	92
65 to 74	10.2	10.7	96	No High School	17.2	15.9	108	25+	16.2	17.5	93
75 to 84	5.1	5.5	92	High School	25.6	26.6	96	Dwellings			
85+	1.9	2.3	82	Trade School	11.5	9.1	127	Tenure			
Home Language				College	19.1	20.2	94	Own	58.8	67.6	87
English	51.4	67.5	76	Some University	2.2	2.2	100	Rent	41.1	31.9	129
French	37.6	20.2	186	University	24.5	26.0	94	Band Housing	0.2	0.4	41
Non-Official	11.0	12.4	89	Income				Period of Construction			
Immigration				Avg Hhd Income	\$96 096	\$109 506	88	Before 1960	31.4	21.1	149
Immigrant Population	21.3	22.4	95	Households				1961 to 1980	29.9	27.8	108
Before 2001	45.0	47.4	95	Maintainer Age				1981 to 1990	11.2	13.3	85
2001 to 2005	9.7	10.4	93	Under 25	3.1	3.0	105	1991 to 2000	9.1	11.9	77
2006 to 2010	13.7	11.9	115	25 to 34	15.7	14.7	107	2001 to 2005	4.3	6.7	64
2011 to 2016	17.5	13.7	128	35 to 44	19.2	17.7	108	2006 to 2010	5.5	7.5	73
2017 to present	14.1	16.6	85	45 to 54	17.8	17.8	100	2011 to 2016	4.5	6.9	66
Visible Minority				55 to 64	19.4	20.0	97	2017 to present	4.0	4.9	82
Vis Min Presence	23.7	25.4	93	65 to 74	14.8	15.7	94	Type			
Marital Status				75+	10.1	11.1	91	Single-detached	35.4	52.7	67
Single	30.9	28.9	107	Size				Semi-detached	5.9	5.1	117
Married/Common Law	52.8	56.9	93	1 person	33.2	28.3	117	Row	9.0	6.6	136
Wid/Div/Sep	16.3	14.2	115	2 people	34.2	34.3	100	Duplex	9.5	5.7	166
Mode of Transport				3 people	14.9	15.2	98	Lowrise (<5 Stories)	36.4	18.1	201
Car	73.5	79.2	93	4+ people	17.7	22.2	80	Highrise (5+ Stories)	2.3	10.2	22
Public Transit	17.0	12.5	137	Family Status				Mobile	1.2	1.3	86
Class of Worker				Non-Family	38.1	32.6	117				
Employed	60.1	59.0	102	Couples with Kids	24.3	29.4	83				
				Couples, no Kids	24.5	27.2	90				
				Lone-Parent	13.0	10.8	121				

*Index of 100 is average

F2 – Large Diverse Families

The nine segments that make up Large Diverse Families feature larger-than-average families headed by mostly Generation X and Boomer adults. More than 40 percent of households contain four or more people—highest of all lifestage groups—with adults between 35 and 64, and children typically in their teens and twenties. Four in five own their homes, mostly upscale single-detached houses along with semis, rows and duplexes. This group is diverse: about 40 percent are immigrants and another quarter are second-generation Canadian, mostly from Asia and South Asia. With mostly above-average educations and incomes, they pursue robust lifestyles. These active families enjoy team sports—including hockey, baseball and basketball—and outdoor activities such as skiing, snowboarding and camping. And many like taking family outings to amusement parks, zoos and aquariums. As consumers, they fill real-world shopping carts with clothing, shoes, toys and sporting goods, and virtual shopping carts with computerware, movies, music and even more clothing and groceries. These busy families prefer their media online, using tablets to download coupons, read newspapers and listen to podcasts.



	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population				Occupation				Age of Children			
Age				Agriculture	1.0	2.4	44	Kids under 5	14.0	16.7	84
Under 5	5.4	5.1	107	White Collar	37.2	35.0	106	5 to 9	15.9	17.8	90
5 to 14	12.7	10.8	117	Grey Collar	38.8	39.5	98	10 to 14	17.3	17.5	99
15 to 24	14.4	11.8	122	Blue Collar	24.0	25.5	94	15 to 19	17.6	17.1	103
25 to 44	26.6	27.4	97	Education				20 to 24	15.2	13.5	113
45 to 64	27.3	26.5	103	No High School	15.5	15.9	97	25+	20.0	17.5	115
65 to 74	8.5	10.7	80	High School	26.1	26.6	98	Dwellings			
75 to 84	3.8	5.5	69	Trade School	5.5	9.1	60	Tenure			
85+	1.3	2.3	57	College	18.1	20.2	90	Own	84.1	67.6	124
Home Language				Some University	2.4	2.2	109	Rent	14.0	31.9	44
English	62.4	67.5	92	University	32.4	26.0	125	Band Housing	1.9	0.4	469
French	10.4	20.2	52	Income				Period of Construction			
Non-Official	27.2	12.4	220	Avg Hhd Income	\$142 337	\$109 506	130	Before 1960	7.2	21.1	34
Immigration				Households				1961 to 1980	16.0	27.8	57
Immigrant Population	38.6	22.4	172	Maintainer Age				1981 to 1990	16.9	13.3	127
Before 2001	48.3	47.4	102	Under 25	1.5	3.0	49	1991 to 2000	21.1	11.9	178
2001 to 2005	12.9	10.4	123	25 to 34	10.7	14.7	73	2001 to 2005	15.8	6.7	235
2006 to 2010	11.7	11.9	98	35 to 44	19.7	17.7	111	2006 to 2010	11.7	7.5	156
2011 to 2016	10.5	13.7	77	45 to 54	24.4	17.8	137	2011 to 2016	7.0	6.9	102
2017 to present	16.6	16.6	100	55 to 64	23.0	20.0	115	2017 to present	4.3	4.9	89
Visible Minority				65 to 74	13.5	15.7	86	Type			
Vis Min Presence	50.4	25.4	198	75+	7.3	11.1	66	Single-detached	69.3	52.7	132
Marital Status				Size				Semi-detached	7.0	5.1	138
Single	29.3	28.9	101	1 person	12.3	28.3	43	Row	9.2	6.6	140
Married/Common Law	60.8	56.9	107	2 people	25.5	34.3	74	Duplex	7.8	5.7	136
Wid/Div/Sep	9.9	14.2	70	3 people	19.6	15.2	129	Lowrise (<5 Stories)	4.2	18.1	23
Mode of Transport				4+ people	42.6	22.2	192	Highrise (5+ Stories)	1.7	10.2	17
Car	81.4	79.2	103	Family Status				Mobile	0.6	1.3	45
Public Transit	13.6	12.5	109	Non-Family	15.1	32.6	46				
Class of Worker				Couples with Kids	51.5	29.4	175				
Employed	61.7	59.0	105	Couples, no Kids	23.4	27.2	86				
				Lone-Parent	10.1	10.8	93				

*Index of 100 is average

F3 – Middle-Age Families

Middle-Age Families, the largest lifestage group, generally mirrors the demographic mainstream of Canada. Maintainers are mostly Generation Xers and Boomers between 35 and 64, children are school age, and households contain a mix of singles, couples and families. In the 18 segments that make up this group, three-quarters of households own their residences, typically single-detached and semi-detached houses. More than 60 percent are third-plus-generation Canadians and 23 percent are francophones. With their moderate educations and mixed occupations, most adults earn average incomes that provide family-friendly lifestyles. Households here have solid rates for going to amusement parks, zoos, aquariums and children’s movies. They also enjoy outdoor activities involving their campers, snowmobiles and power boats. In the marketplace, they load up on children’s clothing, toys, pet products and DIY items like tools and gardening equipment. They are average media consumers of most traditional and digital media, but they excel in their fondness for French-language TV programs and magazines, as well as radio stations that play hot adult contemporary music, today’s country and classic hits.



	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population											
Age				Occupation				Age of Children			
Under 5	5.4	5.1	107	Agriculture	3.0	2.4	129	Kids under 5	16.3	16.7	97
5 to 14	12.0	10.8	111	White Collar	31.8	35.0	91	5 to 9	17.9	17.8	101
15 to 24	12.4	11.8	105	Grey Collar	39.2	39.5	99	10 to 14	17.9	17.5	102
25 to 44	26.4	27.4	97	Blue Collar	29.0	25.5	114	15 to 19	17.4	17.1	102
45 to 64	27.3	26.5	103	Education				20 to 24	13.7	13.5	102
65 to 74	10.1	10.7	95	No High School	16.3	15.9	103	25+	16.8	17.5	96
75 to 84	4.7	5.5	86	High School	28.2	26.6	106	Dwellings			
85+	1.6	2.3	71	Trade School	10.5	9.1	116	Tenure			
Home Language				College	21.8	20.2	108	Own	77.0	67.6	114
English	66.9	67.5	99	Some University	2.2	2.2	101	Rent	22.8	31.9	71
French	22.9	20.2	114	University	20.9	26.0	80	Band Housing	0.2	0.4	59
Non-Official	10.2	12.4	82	Income				Period of Construction			
Immigration				Avg Hhd Income	\$113 183	\$109 506	103	Before 1960	17.8	21.1	85
Immigrant Population	19.5	22.4	87	Households				1961 to 1980	30.1	27.8	108
Before 2001	48.5	47.4	102	Maintainer Age				1981 to 1990	14.0	13.3	105
2001 to 2005	10.4	10.4	100	Under 25	2.0	3.0	68	1991 to 2000	12.7	11.9	107
2006 to 2010	12.5	11.9	105	25 to 34	13.2	14.7	90	2001 to 2005	6.9	6.7	103
2011 to 2016	13.5	13.7	99	35 to 44	18.6	17.7	105	2006 to 2010	7.5	7.5	100
2017 to present	15.0	16.6	90	45 to 54	19.5	17.8	109	2011 to 2016	6.0	6.9	88
Visible Minority				55 to 64	21.4	20.0	107	2017 to present	4.9	4.9	100
Vis Min Presence	21.4	25.4	84	65 to 74	15.5	15.7	99	Type			
Marital Status				75+	9.7	11.1	88	Single-detached	65.2	52.7	124
Single	27.3	28.9	94	Size				Semi-detached	6.4	5.1	126
Married/Common Law	59.9	56.9	105	1 person	20.8	28.3	73	Row	6.4	6.6	97
Wid/Div/Sep	12.8	14.2	90	2 people	34.8	34.3	102	Duplex	5.4	5.7	95
Mode of Transport				3 people	17.4	15.2	114	Lowrise (<5 Stories)	7.5	18.1	41
Car	84.7	79.2	107	4+ people	27.0	22.2	122	Highrise (5+ Stories)	7.4	10.2	73
Public Transit	9.9	12.5	79	Family Status				Mobile	1.4	1.3	106
Class of Worker				Non-Family	24.3	32.6	75				
Employed	62.2	59.0	105	Couples with Kids	35.0	29.4	119				
				Couples, no Kids	28.6	27.2	105				
				Lone-Parent	12.1	10.8	112				

*Index of 100 is average

M1 – Older Families & Empty Nests

With most maintainers over the age of 55, the Older Families & Empty Nests group is characterized by older families and empty-nesting couples headed for retirement. Couples dominate the family types, though they're almost evenly divided between empty-nesters and those with children at home. Almost 80 percent of these Boomer and pre-Boomer households live in single-detached houses, typically in established neighbourhoods. Even with their mix of incomes, they have high rates for donating to environmental, political, religious and hospital groups. Many like to travel, booking cruises and tour packages. Closer to home, they enjoy going to parks, community theatres and home shows as well as hopping on their ATVs, campers and power boats. They're enthusiastic consumers, scoring especially high for financial products, children's clothing, pet supplies, tools and appliances. But they have only average interest in media, favouring community newspapers and magazines that cover business and senior citizen issues, and radio stations that play oldies, classic rock and country music. Disinterested in the Internet, they rarely go online except to shop for travel deals and some sporting goods.



	Group	Canada	Index*		Group	Canada	Index*		Group	Canada	Index*
	%	%			%	%			%	%	
Population				Occupation				Age of Children			
Age				Agriculture	3.0	2.4	126	Kids under 5	14.0	16.7	84
Under 5	4.2	5.1	82	White Collar	37.7	35.0	108	5 to 9	16.3	17.8	92
5 to 14	9.9	10.8	91	Grey Collar	37.4	39.5	95	10 to 14	17.2	17.5	98
15 to 24	11.3	11.8	95	Blue Collar	24.9	25.5	98	15 to 19	17.9	17.1	105
25 to 44	22.1	27.4	81	Education				20 to 24	14.8	13.5	110
45 to 64	28.5	26.5	108	No High School	14.9	15.9	94	25+	19.8	17.5	113
65 to 74	14.0	10.7	131	High School	26.0	26.6	97	Dwellings			
75 to 84	7.5	5.5	136	Trade School	9.3	9.1	102	Tenure			
85+	2.7	2.3	118	College	20.7	20.2	103	Own	84.0	67.6	124
Home Language				Some University	2.1	2.2	94	Rent	15.8	31.9	50
English	75.0	67.5	111	University	27.0	26.0	104	Band Housing	0.2	0.4	48
French	19.4	20.2	96	Income				Period of Construction			
Non-Official	5.5	12.4	45	Avg Hhd Income	\$133 994	\$109 506	122	Before 1960	25.1	21.1	119
Immigration				Households				1961 to 1980	32.3	27.8	116
Immigrant Population	14.8	22.4	66	Maintainer Age				1981 to 1990	14.9	13.3	112
Before 2001	63.7	47.4	134	Under 25	1.6	3.0	55	1991 to 2000	10.7	11.9	91
2001 to 2005	8.0	10.4	77	25 to 34	9.4	14.7	64	2001 to 2005	4.6	6.7	69
2006 to 2010	8.2	11.9	69	35 to 44	13.4	17.7	76	2006 to 2010	4.6	7.5	61
2011 to 2016	7.9	13.7	58	45 to 54	16.2	17.8	91	2011 to 2016	3.7	6.9	54
2017 to present	12.2	16.6	73	55 to 64	22.2	20.0	111	2017 to present	4.0	4.9	82
Visible Minority				65 to 74	20.8	15.7	132	Type			
Vis Min Presence	11.7	25.4	46	75+	16.4	11.1	148	Single-detached	75.1	52.7	143
Marital Status				Size				Semi-detached	4.0	5.1	78
Single	24.5	28.9	85	1 person	24.4	28.3	86	Row	4.8	6.6	72
Married/Common Law	61.3	56.9	108	2 people	39.2	34.3	114	Duplex	4.3	5.7	75
Wid/Div/Sep	14.2	14.2	100	3 people	15.3	15.2	101	Lowrise (<5 Stories)	7.5	18.1	41
Mode of Transport				4+ people	21.1	22.2	95	Highrise (5+ Stories)	2.4	10.2	24
Car	85.9	79.2	109	Family Status				Mobile	1.7	1.3	126
Public Transit	6.8	12.5	54	Non-Family	27.2	32.6	83				
Class of Worker				Couples with Kids	29.7	29.4	101				
Employed	55.2	59.0	94	Couples, no Kids	33.8	27.2	124				
				Lone-Parent	9.4	10.8	87				

*Index of 100 is average

M2 – Mature Singles & Couples

The eight segments in Mature Singles & Couples contain older singles, empty-nesting couples and widowed individuals living in older houses and low-rise apartments. The majority of maintainers are Boomers and pre-Boomers, and more than three-quarters of households contain only one or two people; any children still living at home are of all ages. With its mix of older workers and retirees, this group reports downscale incomes sometimes supplemented by investments. Involved in their communities, these mostly third-plus-generation Canadians are active in social issues and volunteer work. With their boats, campers and snowmobiles, they enjoy the great outdoors, though they also like attending dinner theatre shows, bingo halls and country music concerts. In the marketplace, these older consumers spend big on health care goods, clothing and home improvement products. For news and entertainment, they turn to traditional media. They're also fans of TV soaps, talk shows and sports, and radio stations offering classic rock and country music. They enjoy reading community newspapers and a wide range of magazines—appreciating the articles as well as the ads.



	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population				Occupation				Age of Children			
Age				Agriculture	5.8	2.4	245	Kids under 5	17.4	16.7	104
Under 5	4.1	5.1	81	White Collar	30.0	35.0	86	5 to 9	18.5	17.8	104
5 to 14	8.7	10.8	81	Grey Collar	39.8	39.5	101	10 to 14	17.9	17.5	103
15 to 24	9.5	11.8	80	Blue Collar	30.3	25.5	119	15 to 19	17.9	17.1	105
25 to 44	22.1	27.4	81	Education				20 to 24	11.5	13.5	86
45 to 64	27.4	26.5	104	No High School	21.2	15.9	133	25+	16.8	17.5	96
65 to 74	15.4	10.7	145	High School	28.4	26.6	107	Dwellings			
75 to 84	9.1	5.5	166	Trade School	11.6	9.1	128	Tenure			
85+	3.6	2.3	160	College	20.8	20.2	103	Own	55.5	67.6	82
Home Language				Some University	2.0	2.2	92	Rent	44.0	31.9	138
English	72.6	67.5	108	University	16.0	26.0	61	Band Housing	0.6	0.4	135
French	22.9	20.2	114	Income				Period of Construction			
Non-Official	4.5	12.4	36	Avg Hhd Income	\$76 032	\$109 506	69	Before 1960	23.7	21.1	112
Immigration				Households				1961 to 1980	31.8	27.8	114
Immigrant Population	11.6	22.4	51	Maintainer Age				1981 to 1990	14.0	13.3	105
Before 2001	56.9	47.4	120	Under 25	3.0	3.0	101	1991 to 2000	11.5	11.9	97
2001 to 2005	7.3	10.4	70	25 to 34	11.7	14.7	80	2001 to 2005	4.6	6.7	68
2006 to 2010	9.8	11.9	82	35 to 44	12.5	17.7	70	2006 to 2010	5.5	7.5	74
2011 to 2016	13.2	13.7	96	45 to 54	13.8	17.8	78	2011 to 2016	4.6	6.9	67
2017 to present	12.8	16.6	77	55 to 64	20.4	20.0	102	2017 to present	4.3	4.9	88
Visible Minority				65 to 74	20.8	15.7	132	Type			
Vis Min Presence	8.3	25.4	33	75+	17.9	11.1	161	Single-detached	45.6	52.7	87
Marital Status				Size				Semi-detached	3.0	5.1	59
Single	26.2	28.9	91	1 person	41.7	28.3	147	Row	3.8	6.6	58
Married/Common Law	52.7	56.9	93	2 people	37.1	34.3	108	Duplex	4.3	5.7	75
Wid/Div/Sep	21.0	14.2	148	3 people	10.3	15.2	67	Lowrise (<5 Stories)	24.4	18.1	135
Mode of Transport				4+ people	11.0	22.2	50	Highrise (5+ Stories)	15.6	10.2	153
Car	83.0	79.2	105	Family Status				Mobile	2.9	1.3	215
Public Transit	6.2	12.5	49	Non-Family	45.0	32.6	138				
Class of Worker				Couples with Kids	16.3	29.4	55				
Employed	46.4	59.0	79	Couples, no Kids	29.2	27.2	107				
				Lone-Parent	9.5	10.8	88				

*Index of 100 is average

Socioeconomic Status Indicator (SESI): The individual segment numbers are based on SESI, a composite score which reflects a variety of factors such as average household income, discretionary income, educational attainment levels, value of private dwellings, average net worth and household size. The 67 segments have been ranked from one to 67 on the SESI scale, with one classified as the highest. Because this ranking reflects more than income alone, most of the segments have a SESI score that is different from their average household income ranking.

Social Groups: The 67 segments are organized into 20 Social Groups based on socioeconomic status, urbanity, cultural diversity and official language (English or French).

Lifestage Groups: The 67 segments are also categorized into 8 Lifestage Groups based on the presence of singles, couples and families. The major groupings divided the 67 segments into Younger Years, Family Life and Mature Years classifications, and then further subdivided them by analyzing the commonality among the segments.

Thumbnail Demographics and Preferences: Characteristics and activities mentioned in the profiles reflect high incidence compared to the national average and apply to a significant number of households in the segment. Where more than one category applies, multiple descriptors are listed in order of importance.

Notes on Demographic Data

Age refers to the age of an individual. The age categories range from youngest to oldest in the following order: Young (relatively significant presence of those in their 20s and 30s), Younger (30s and 40s), Middle-Aged (40s and 50s), Older (50s and 60s) and Mature (70s and older).

Housing Tenure specifies whether a household owns or rents the dwelling, and whether the dwelling is Band Housing (on an Indigenous Peoples' Reserve or Settlement). Tenure categories are Own, Rent and Band.

Education refers to the highest level of school attended for people 15 years of age and older. Education categories are Grade 9, High School, Trade, College and University.

Job Type refers to the occupation of people 15 years of age and older who were employed in the week prior to the Census. The categories are White Collar, Service Sector, Blue Collar and Primary.

Cultural Diversity Index is based on a combination of immigration, language spoken at home and visible minority status.

Official Language is based on a person's knowledge of or ability to speak English, French, both or a non-official language.

Notes on Preferences

Behavioural data about the segments are from surveys that have been linked to PRIZM. Sources include: Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and IHS Markit (all used with permission).

Social Values are supplied by Environics Research, based on proprietary surveys, and are examples of widely held attitudes or mindsets among adults in the segment.

The Methodology to Create PRIZM

Creating the PRIZM segmentation system involved more than a year of planning and development. The system categorizes every Canadian neighbourhood and postal code into one of 67 distinct lifestyle segments based on the characteristics of households. PRIZM examined five years of neighbourhood formation, change and, in numerous cases, stability to better understand the demographic, socioeconomic and behavioural characteristics of consumers.

Every edition of PRIZM is developed by a team of experts familiar with the demographics and geography of Canada at both the city and regional levels. The system is built from the ground up using authoritative data from recognized suppliers like Statistics Canada, Canada Post, Canada Revenue Agency, Equifax, TomTom, Environics Research and others.

The vast majority of targeting and marketing in Canada is still done based on age, sex and income. Examples of typical target groups using these characteristics are:

- Women aged 18-34 for fashion (clothing)
- Baby Boomers aged 55-70 who travel frequently
- Households with income over \$200,000 for prestige vehicles

Geodemographic systems permit refinement of this typical targeting method. Small neighbourhoods are assigned to household segments based on similarities of demographic attributes and general lifestyle behaviour. This approach is a well-established method for segmenting and identifying target groups for numerous products and industries.

Data

The primary foundation for any geodemographic system is high-quality demographic data. Determining which variables to include in the final clustering is a matter of science and art. The science element captures variables that are significant in their ability to differentiate neighbourhoods in ways that are important for marketing. The art component falls into two categories: a) understanding that users of the final system expect specific variables to be included, and b) determining the final selection of weights for each variable. When going to market, customer expectation and demand also play an important role. At the same time, there is a need to respect and adhere to thorough scientific methods. Successfully balancing these many requirements makes a product credible and effective.

The number of variables in the final clustering should be kept to a minimum (for scientific parsimony) yet, at the same time, must include all of the important demographic characteristics. There is no known acceptable number of variables to include in clustering; it is up to the experienced analyst to select the optimal set of variables and experiment with weights to find the optimal mix.

Creating PRIZM begins with CensusPlus, a database derived from Statistics Canada's census, which has been enhanced by our modellers to fill in missing values. The core data are available at the dissemination area (DA) level, the smallest unit of geography for which any significant demographic and socioeconomic data are released. There are 56,590 DAs in Canada. CensusPlus contains about 850 variables for each of these DAs covering numerous themes.

We take CensusPlus and combine it with the latest vintage of DemoStats, a proprietary database that reflects our estimates of current-year demographics and socioeconomic characteristics at the neighbourhood level¹, to select the final demographic and socioeconomic variables. The variables are categorized in the following 18 themes:

¹ For more information on the development of DemoStats 2021, refer to the DemoStats technical document available at environicsanalytics.com.

The Methodology to Create PRIZM

Age	Dwelling Value
Household Size	Mother Tongue/Home Language
Marital Status	Ethnic Origin
Households with Children	Visible Minority
Migration	Aboriginal Identity
Immigration	Education
Dwelling Type	Labour Force/Occupation/Work Place
Dwelling Tenure	Mode of Transport
Dwelling Period of Construction	Income

In addition to the core demographic and socioeconomic data, other data are used as basic ingredients of PRIZM. Data describing the settlement context—the geographic location of neighbourhoods—are fundamental to understanding where the resulting segments are situated geographically. Are the segments predominantly found in large urban centres, small suburban towns or sparse rural communities? Proximity to major retail centres is another measure we use to classify established urban cores differently from suburban, town and rural neighbourhoods.

Another important source of input data comes from our SocialValues database, which is derived from data supplied by our sister company, Environics Research. Every year, Environics Research conducts a nationwide survey that measures human motivation and social relations, employing advanced techniques to understand the mindset of Canadians. From these data, they create “social constructs” that identify common trends in views and attitudes among Canadians.

In addition, we use aggregated, anonymized small-area credit data from Equifax Canada. These data measure credit worthiness, credit usage and credit default rates. Additional variables capturing the financial theme are also included in creating PRIZM.

From these data sources, we select more than 80 variables, including at least one variable for each of the above themes.

Process

At the outset, our analysts determined that the PRIZM segmentation system was going to consist of three different products. The segments had to be available for populated residential DAs and postal codes, plus they had to operate at two levels: One with a conventional number of segments between 60 and 70 and a more detailed version with 150 segments, which we call Delta. This approach was divided into three stages.

Stage One

The initial phase of stage one involved creating a set of variables that captured the settlement context of the DAs. Settlement context is a scaled measure of urbanity, from the dense urban core of large cities to the most sparse, uninhabited rural parts of the countryside. These are key variables that serve in the initial segmentation process.

The next phase involved assessing and selecting CensusPlus and DemoStats variables from the more than 1,400 variables available for the creation of the atoms. We selected variables that we know from experience to be significant for differentiation among the DAs.

In the final step we selected the clustering algorithm for creating the atoms. Numerous algorithms are available for cluster analysis and the method used is critical to the success of PRIZM. Based on our research, we selected



The Methodology to Create PRIZM

the K-medians algorithm, an iterative partitioning approach commonly used for these types of applications. The greatest strength of this algorithm is its ability to find similar patterns that maximize within-segment uniformity while differentiating between all the identified segments. Additionally, the resulting segments are not as influenced by extreme values (“outliers”) as many other traditional methods.

To determine the best segmentation solution, we tested thousands of weighted data combinations. Every run was informed by the previous one, and with each subsequent run we made adjustments to variables and variable weights. The runs that offered the greatest differentiation between segments were examined and systematically tested. The best solution offered the greatest discrimination of segments against actual consumer behaviour (more on this later). Finally, we produced what we consider to be an optimal 150-atom segment solution.

Stage Two

The focus of this stage was to link SocialValues data to the 150 atoms, and then aggregate them to create a system between 60 and 70 segments. We resolved to look for fewer than 70 segments, to make the system more manageable and maintain the greatest differentiation between segments. Using our estimated demographic and socioeconomic data, along with settlement context, financial credit data and SocialValues, the atoms from the DA system were aggregated using several clustering algorithms.

Our analysts identified many segment solutions by applying different weights to a variety of variable subsets. In reviewing the solutions that were automatically generated through the clustering processes, 67 segments offered the greatest variety in neighbourhood and SocialValues types, while meeting our minimum cluster size as represented by the number of Canadian households assigned to it (0.50 percent of Canadian households). The 150 atoms nest perfectly within the final 67 segments.

Testing segments

We tested each solution using a variety of data supplied by several of our data partners as well as with an analysis of key products and services. From the thousands of clustering runs, three solutions emerged as leading contenders.

Key survey providers for the testing exercise were:

- Vividata
- Numeris
- AskingCanadians™ (Social Media, Mobile and eShopper surveys)
- IHS Markit™
- Select client data from different industries

More than 3,000 variables were selected from the various surveys covering such topics as category and product usage, media preferences, leisure activities and attitudes. The survey data were aggregated to the 67 segments and each variable was compared to its Canadian average. A review of each segment’s demographics, socioeconomics, settlement context and behavioural survey variables served as the method for analyzing and comparing the numerous cluster solutions.

These solutions were tested against one another to help identify the single best segmentation system solution. In reviewing the solutions, we examined the following for each of the 67 segments:

- 1) Demographic reports with more than 400 variables summarized at the segment level showing percent of a segment having the attribute and an index showing its relation to the Canadian average.

The Methodology to Create PRIZM

- 2) Geographic maps showing the segment distribution and whether the segment was concentrated in a few markets or dispersed across the country.
- 3) Survey reports with selected variables indexed against Canada for each segment on a large selection of category, product, behavioural and attitudinal variables.

Stage Three

With the 67 segments finalized at the DA-neighbourhood level, the next task was to assign all residential postal codes to the final solution of 150 atoms and its 67 segments. This stage involved combining DemoStats data with the Equifax credit data, all at the postal code level.

A set of demographic and socioeconomic variables were selected from the more than 500 available in DemoStats. Added into the mix were the settlement context data that were assigned to all postal codes (based on the DA they fall within) and a small set of variables from the Equifax data. This information was assembled for the complete roster of residential postal codes.

We then created 150 cluster centroids, the statistics reflecting multi-dimensional segment profiles—the basic building blocks of segments—using the atoms created at the DA-neighbourhood level. In addition to these DA-level centroids, we developed a new version using only postal code level data. Several versions of the centroids were created and tested to ensure they captured the fundamental characteristics that describe each atom at the DA level. Did family-based segments have the correct ages of children? Were culturally diverse segments showing high concentrations of the relevant groups? Were urban segments found in urban areas and rural segments in rural areas?

We selected the centroid that depicted the 150 atoms the best. Following this process, all postal codes were assigned to the closest atom based on statistical proximity to guarantee the optimal assignment for all selected variables.

In addition, there were a few final manual adjustments to the automated cluster solutions. These adjustments were made to preserve, as much as possible, the settlement context structure of Urban, Urban Fringe, Suburban, Town and Rural. Other important considerations in the clean-up phase ensured that the wealthiest segments were captured appropriately, that key culturally diverse segments were identified correctly as speaking dialects of Chinese and South Asian languages, and that francophone segments had a minimum number of French-speaking populations.

Result

PRIZM consists of a whole new set of geodemographic segments for Canada reflecting the most recent and reliable data. There are 67 segments, made up of 150 atoms, which capture all dimensions of the Canadian landscape. PRIZM is available for both DAs and postal codes.

Socioeconomic Status Indicator (SESI)

With the final segmentation system created, we had to decide how to number and rank the segments. A proprietary score was developed to characterize each segment using a Socioeconomic Status Indicator (SESI). This SESI score reflects a variety of factors such as average household income, discretionary income, education attainment, the value of private dwellings, average net worth and household size.

As a result, a blue-collar, high school-educated segment whose residents earn above-average incomes may rank lower on the SESI ladder than an educated, up-and-coming younger segment whose residents have average



The Methodology to Create PRIZM

household incomes. A segment with an older population, many of whom are on fixed incomes, may rise in the ranking if their net worth is significant. And a segment earning \$120,000 on average will rise or fall in the ranking, depending on whether the household is composed of dual-income couples or families with several young children.

The 67 segments have been ranked from 01 to 67 on the SESI scale, with 01 classified as the highest. Because this ranking reflects more than income alone, most of the segments have a SESI score that is different from their average household income ranking.

Social and Lifestage Groups

The 67 PRIZM segments were assigned to one of 20 Social Groups and 8 Lifestage Groups. The Social Groups consider the urban-rural context, home language (English, French and non-official), affluence, family status, age of maintainer and ethnicity. Each segment was assigned to one, and only one, Social Group. The Social Groups reflect various groupings, patterns and trends. A critical issue concerned the urban-rural dimension, which is neither linear nor one-dimensional. Each segment was assigned to one of five settlement types to form the Social Groups: Urban, Urban Fringe, Suburban, Town or Rural. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. In general, urban segments are found in large- and medium-sized cities. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

The final segmentation solution features many francophone-based segments, a variety of culturally diverse segments and many segments that represent important combinations of age, lifestage and family status—from young singles living on their own up to widowed seniors in apartments. These were essential inputs into the creation of the Social Groups. The ranking of Social Groups is based on average income (not a SESI ranking). Groups have a letter and number combination. The letters U, F, S, T and R stand for Urban, Urban Fringe, Suburban, Town and Rural, while the numbers refer to income, with 1 indicating the highest average income for the group and 7 the lowest.

The Lifestage Groups categorize household composition according to the presence of singles, couples and families. The major grouping divides the 67 segments into Young, Family and Mature. These groups are then further subdivided by analyzing the commonality among the segments. The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Annual Update

Each year, when a new edition of DemoStats is completed, PRIZM is updated. The update reflects the most recent estimates of Canada's demographic and socioeconomic characteristics, along with updated Social Values data and financial credit data from Equifax. Both DA and postal code PRIZM assignments are reassessed and updated.

We recognize that changes and shifts occur in Canada's demographic landscape on a daily basis. However, we are only concerned with large systematic change that can be measured. During the development of DemoStats, we examined the themes that are most important, such as age structure, income distribution, housing stock and tenure, diverse populations, family structure and the continuing urbanization of Canada.



The Methodology to Create PRIZM

For the 2021 update, our objective was to retain existing PRIZM segment assignments, except in cases where solid empirical evidence indicated a neighbourhood has changed significantly. We wrote routines to look at data compiled for each postal code and DA, calculating the “fit” to all segments to confirm any significant change. For those areas whose previous year’s segment assignment was no longer the best fit, we changed the assignment. And, of course, new postal codes were assigned to the segment that was the best fit based on measuring distance to all segments.

In the 2021 update, 22 percent of postal codes underwent a change in their PRIZM assignment—a shift that affected 13 percent of households. The three most stable segments—that is, those that experienced the least geographic change—were Keep on Trucking(37), Turbo Burbs (4) and Wealthy & Wise (2). The three segments that experienced the greatest geographic change were Came From Away (61), Les Énergieunes (40) and Enclaves Multiethniques (55). Meanwhile, the three segments that experienced the highest growth in households were Banlieues Tranquilles (42), Country Traditions (26) and Wealthy & Wise (2); the three segments that declined the most in households were Came From Away (61), Country & Western (50) and Stressed in Suburbia (38). But it is important to note that, even with these changes, PRIZM can be described as a very stable segmentation system, reflecting an expected level of geodemographic change over the last year.
