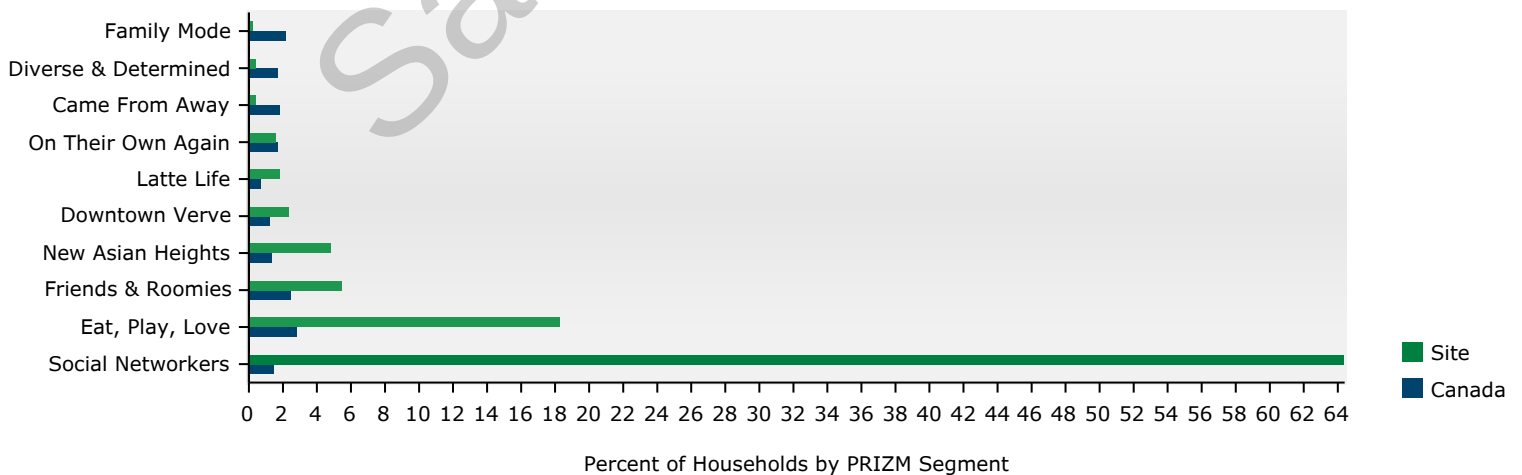


Top Twenty PRIZM Segments

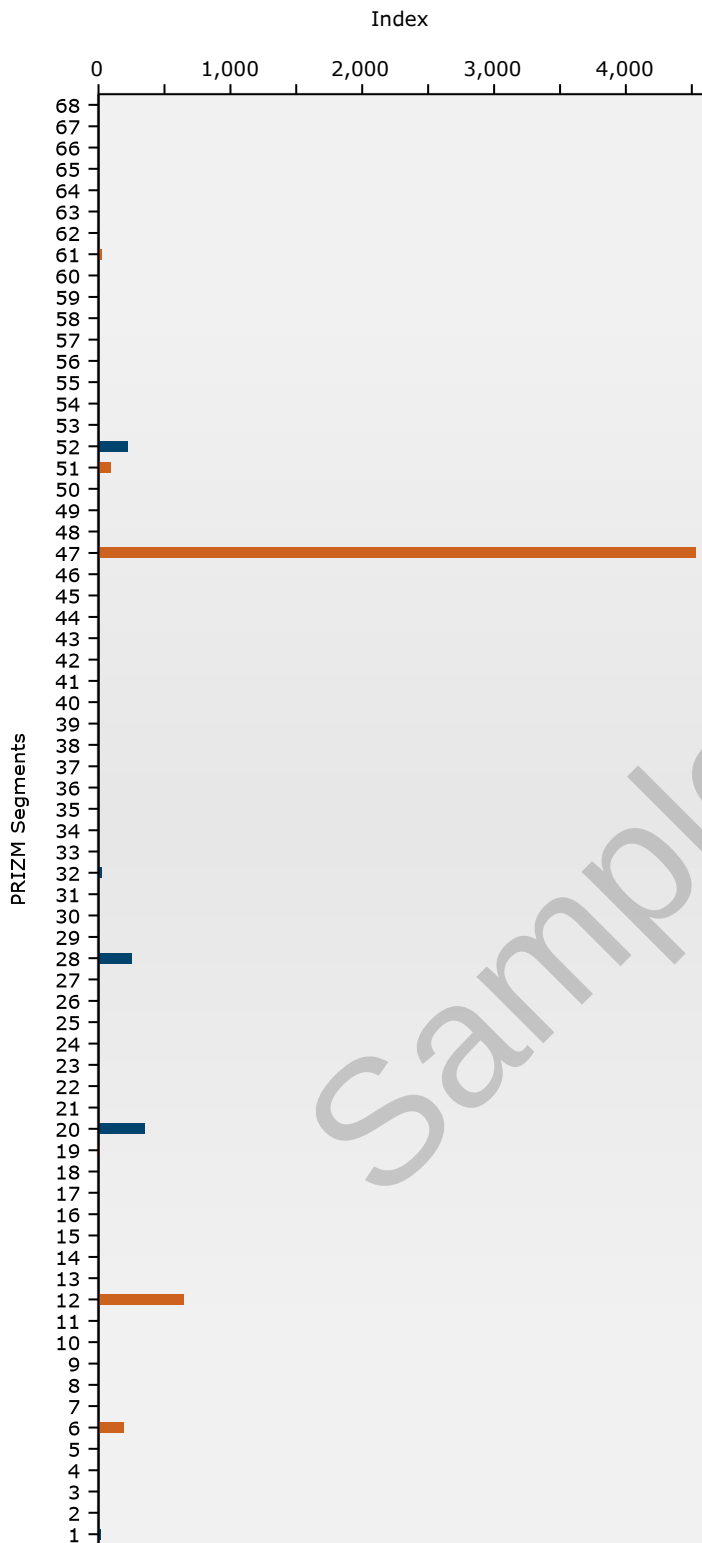
Rank	PRIZM Segment	2024 Households		2024 Canadian Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Social Networkers	64.3%	64.3%	1.4%	1.4%	4,530
2	Eat, Play, Love	18.3%	82.6%	2.8%	4.2%	645
3	Friends & Roomies	5.5%	88.1%	2.5%	6.7%	223
4	New Asian Heights	4.8%	92.9%	1.4%	8.1%	356
5	Downtown Verve	2.3%	95.2%	1.2%	9.3%	192
Subtotal		95.2%		9.3%		
6	Latte Life	1.8%	97.0%	0.7%	10.0%	256
7	On Their Own Again	1.6%	98.6%	1.7%	11.7%	95
8	Came From Away	0.4%	99.0%	1.8%	13.5%	23
9	Diverse & Determined	0.4%	99.4%	1.7%	15.2%	24
10	Family Mode	0.2%	99.6%	2.2%	17.4%	10
Subtotal		4.4%		8.1%		
11	The A-List	0.1%	99.7%	0.6%	18.0%	19
12	Kick-Back Country	0.1%	99.8%	1.3%	19.3%	6
13	Savvy Seniors	0.1%	99.9%	2.2%	21.5%	3
14	Wealthy & Wise	0.1%	100.0%	1.0%	22.5%	5
15	Mature & Secure	0.0%	100.0%	1.4%	23.9%	2
Subtotal		0.4%		6.5%		
16	Midtown Movers	0.0%	100.0%	1.0%	24.9%	2
17	Multicultural Corners	0.0%	100.0%	1.9%	26.8%	1
18	Indieville	0.0%	100.0%	1.3%	28.1%	1
19	Metro Melting Pot	0.0%	100.0%	1.8%	29.9%	0
				6.0%		
Total		100.0%		29.7%		336

Top Ten PRIZM Segments Site vs. Canada

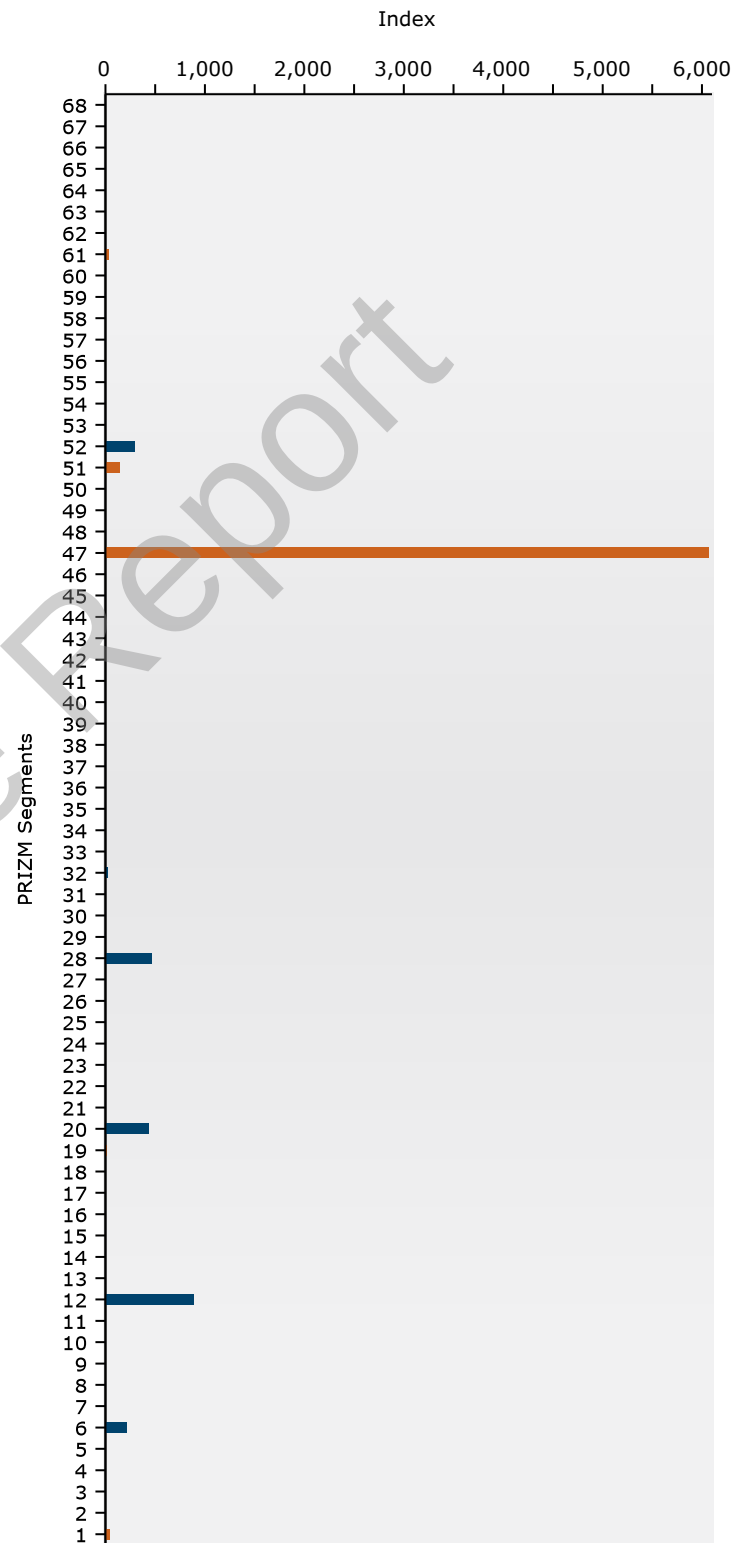


Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

2024 PRIZM Indexes by Households



2024 PRIZM Indexes by Total Population



Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

Prizm Segmentation Area Profile Canada

1 Rue Wellington, Ottawa, Ontario, K1A
 Ring: 1 kilometer radius

Sample Report
 Latitude: 45.42478
 Longitude: -75.69514

PRIZM Social Groups	2024 Households			2024 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	13,510	100.0%		20,655	100.0%	
U1. Urban Elite	336	2.5%	90	624	3.0%	100
The A-List (01)	15	0.1%	19	67	0.3%	49
Wealthy & Wise (02)	7	0.1%	5	13	0.1%	5
Downtown Verve (06)	314	2.3%	192	544	2.6%	220
U2. Urban Older	224	1.7%	22	385	1.9%	26
Savvy Seniors (16)	9	0.1%	3	22	0.1%	5
Mid-City Mellow (23)	0	0.0%	0	0	0.0%	0
Middle-Class Mosaic (36)	0	0.0%	0	0	0.0%	0
On Their Own Again (51)	215	1.6%	95	363	1.8%	150
U3. Young Urban Core	11,161	82.6%	1,016	16,632	80.5%	1,282
Eat, Play, Love (12)	2,468	18.3%	645	3,576	17.3%	886
Indieville (22)	2	0.0%	1	8	0.0%	3
Les Énerjeunes (40)	0	0.0%	0	0	0.0%	0
Social Networkers (47)	8,691	64.3%	4,530	13,048	63.2%	6,072
Enclaves Multiethniques (55)	0	0.0%	0	0	0.0%	0
U4. Urban Diversity	58	0.4%	8	137	0.7%	10
South Asian Enterprise (15)	0	0.0%	0	0	0.0%	0
Asian Avenues (17)	0	0.0%	0	0	0.0%	0
Came From Away (61)	55	0.4%	23	128	0.6%	35
Midtown Movers (64)	3	0.0%	2	9	0.0%	4
U5. Younger Urban Mix	983	7.3%	86	1,700	8.2%	115
Latte Life (28)	244	1.8%	256	483	2.3%	469
Friends & Roomies (52)	739	5.5%	223	1,217	5.9%	295
Juggling Acts (57)	0	0.0%	0	0	0.0%	0
Value Villagers (60)	0	0.0%	0	0	0.0%	0
Just Getting By (67)	0	0.0%	0	0	0.0%	0
U6. Older Urban Francophone	0	0.0%	0	0	0.0%	0
Évolution Urbaine (39)	0	0.0%	0	0	0.0%	0
Un Grand Cru (44)	0	0.0%	0	0	0.0%	0
Jeunes Biculturels (56)	0	0.0%	0	0	0.0%	0
Âgés & Traditionnels (65)	0	0.0%	0	0	0.0%	0
F1. High-Income Urban Fringe	6	0.0%	1	15	0.1%	1
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
Mature & Secure (7)	4	0.0%	2	8	0.0%	2
Multicultural Corners (18)	2	0.0%	1	7	0.0%	1
F2. Diverse Urban Fringe	651	4.8%	132	987	4.8%	129
Asian Achievement (10)	0	0.0%	0	0	0.0%	0
New Asian Heights (20)	651	4.8%	356	987	4.8%	440
Diversité Nouvelle (27)	0	0.0%	0	0	0.0%	0

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

September 26, 2025

Prizm Segmentation Area Profile Canada

1 Rue Wellington, Ottawa, Ontario, K1A
 Ring: 1 kilometer radius

Sample Report
 Latitude: 45.42478
 Longitude: -75.69514

PRIZM Social Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	13,510	100.0%		20,655	100.0%	
F3. Middle-Income Urban Fringe	55	0.4%	9	95	0.5%	9
South Asian Society (30)	0	0.0%	0	0	0.0%	0
Metro Melting Pot (31)	1	0.0%	0	4	0.0%	1
Diverse & Determined (32)	54	0.4%	24	91	0.4%	28
S1. Suburban Elite	0	0.0%	0	0	0.0%	0
Turbo Burbs (4)	0	0.0%	0	0	0.0%	0
First-Class Families (5)	0	0.0%	0	0	0.0%	0
Boomer Bliss (9)	0	0.0%	0	0	0.0%	0
S2. High-Income Suburban Diversity	0	0.0%	0	0	0.0%	0
Multiculture-ish (8)	0	0.0%	0	0	0.0%	0
Modern Suburbia (11)	0	0.0%	0	0	0.0%	0
S3. Middle Suburbia	28	0.2%	4	61	0.3%	5
Family Mode (19)	28	0.2%	10	61	0.3%	11
All-Terrain Families (24)	0	0.0%	0	0	0.0%	0
Suburban Sports (25)	0	0.0%	0	0	0.0%	0
S4. Middle Suburban Francophone	0	0.0%	0	0	0.0%	0
Vie de Rêve (13)	0	0.0%	0	0	0.0%	0
C'est Tiguïdou (29)	0	0.0%	0	0	0.0%	0
Familles Typiques (34)	0	0.0%	0	0	0.0%	0
S5. Middle-Income Suburbia	0	0.0%	0	0	0.0%	0
Stressed in Suburbia (38)	0	0.0%	0	0	0.0%	0
Happy Medium (43)	0	0.0%	0	0	0.0%	0
S6. Older Suburban	0	0.0%	0	0	0.0%	0
Scenic Retirement (21)	0	0.0%	0	0	0.0%	0
Slow-Lane Suburbs (45)	0	0.0%	0	0	0.0%	0
Silver Flats (53)	0	0.0%	0	0	0.0%	0
Suburban Recliners (62)	0	0.0%	0	0	0.0%	0
S7. Middle Suburban Francophone	0	0.0%	0	0	0.0%	0
Vie Dynamique (35)	0	0.0%	0	0	0.0%	0
Banlieues Tranquilles (42)	0	0.0%	0	0	0.0%	0
La Vie Simple (59)	0	0.0%	0	0	0.0%	0
T1. Town Mix	0	0.0%	0	0	0.0%	0
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Old Town Roads (58)	0	0.0%	0	0	0.0%	0
Indigenous Families (66)	0	0.0%	0	0	0.0%	0

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

September 26, 2025

Prizm Segmentation Area Profile Canada

1 Rue Wellington, Ottawa, Ontario, K1A
 Ring: 1 kilometer radius

Sample Report
 Latitude: 45.42478
 Longitude: -75.69514

PRIZM Social Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	13,510	100.0%		20,655	100.0%	
R1 Upper-Middle Rural	10	0.1%	1	22	0.1%	2
Kick-Back Country (14)	10	0.1%	6	22	0.1%	7
Country Traditions (26)	0	0.0%	0	0	0.0%	0
New Country (33)	0	0.0%	0	0	0.0%	0
R2. Middle Rural	0	0.0%	0	0	0.0%	0
Down to Earth (41)	0	0.0%	0	0	0.0%	0
Agri-Biz (48)	0	0.0%	0	0	0.0%	0
Backcountry Boomers (49)	0	0.0%	0	0	0.0%	0
Country & Western (50)	0	0.0%	0	0	0.0%	0
R3. Rural Francophone	0	0.0%	0	0	0.0%	0
Patrimoine Rustique (46)	0	0.0%	0	0	0.0%	0
Vie au Village (54)	0	0.0%	0	0	0.0%	0
Amants de la Nature (63)	0	0.0%	0	0	0.0%	0

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

September 26, 2025

Prizm Segmentation Area Profile Canada

1 Rue Wellington, Ottawa, Ontario, K1A
 Ring: 1 kilometer radius

Sample Report
 Latitude: 45.42478
 Longitude: -75.69514

PRIZM Lifestage Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	13,510	100.0%		20,655	100.0%	
Y1. Very Young Singles & Couples	11,403	84.4%	1,300	17,107	82.8%	1,812
Eat, Play, Love (12)	2,468	18.3%	645	3,576	17.3%	886
Latte Life (28)	244	1.8%	256	483	2.3%	469
Les Énerjeunes (40)	0	0.0%	0	0	0.0%	0
Social Networkers (47)	8,691	64.3%	4,530	13,048	63.2%	6,072
Y2. Younger Singles & Couples	1,392	10.3%	102	2,212	10.7%	125
New Asian Heights (20)	651	4.8%	356	987	4.8%	440
Indieville (22)	2	0.0%	1	8	0.0%	3
Friends & Roomies (52)	739	5.5%	223	1,217	5.9%	295
Jeunes Biculturels (56)	0	0.0%	0	0	0.0%	0
Juggling Acts (57)	0	0.0%	0	0	0.0%	0
Just Getting By (67)	0	0.0%	0	0	0.0%	0
Y3. Young Families	0	0.0%	0	0	0.0%	0
Modern Suburbia (11)	0	0.0%	0	0	0.0%	0
All-Terrain Families (24)	0	0.0%	0	0	0.0%	0
F1. School-Age Families	368	2.7%	30	635	3.1%	38
Downtown Verve (6)	314	2.3%	192	544	2.6%	220
Diverse & Determined (32)	54	0.4%	24	91	0.4%	28
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Évolution Urbaine (39)	0	0.0%	0	0	0.0%	0
Banlieues Tranquilles (42)	0	0.0%	0	0	0.0%	0
Enclaves Multiethniques (55)	0	0.0%	0	0	0.0%	0
La Vie Simple (59)	0	0.0%	0	0	0.0%	0
Value Villagers (60)	0	0.0%	0	0	0.0%	0
F2. Large Diverse Families	2	0.0%	0	7	0.0%	0
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
First-Class Families (5)	0	0.0%	0	0	0.0%	0
Multiculture-ish (8)	0	0.0%	0	0	0.0%	0
Asian Achievement (10)	0	0.0%	0	0	0.0%	0
Vie de Rêve (13)	0	0.0%	0	0	0.0%	0
South Asian Enterprise (15)	0	0.0%	0	0	0.0%	0
Multicultural Corners (18)	2	0.0%	1	7	0.0%	1
South Asian Society (30)	0	0.0%	0	0	0.0%	0
Indigenous Families (66)	0	0.0%	0	0	0.0%	0

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

September 26, 2025

Prizm Segmentation Area Profile Canada

1 Rue Wellington, Ottawa, Ontario, K1A
 Ring: 1 kilometer radius

Sample Report
 Latitude: 45.42478
 Longitude: -75.69514

PRIZM Lifestage Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	13,510	100.0%		20,655	100.0%	
F3 Middle-Age Families	97	0.7%	3	224	1.1%	4
Turbo Burbs (4)	0	0.0%	0	0	0.0%	0
Kick-Back Country (14)	10	0.1%	6	22	0.1%	7
Asian Avenues (17)	0	0.0%	0	0	0.0%	0
Family Mode (19)	28	0.2%	10	61	0.3%	11
Suburban Sports (25)	0	0.0%	0	0	0.0%	0
Country Traditions (26)	0	0.0%	0	0	0.0%	0
Diversité Nouvelle (27)	0	0.0%	0	0	0.0%	0
C'est Tiguïdou (29)	0	0.0%	0	0	0.0%	0
Metro Melting Pot (31)	1	0.0%	0	4	0.0%	1
New Country (33)	0	0.0%	0	0	0.0%	0
Familles Typiques (34)	0	0.0%	0	0	0.0%	0
Middle-Class Mosaic (36)	0	0.0%	0	0	0.0%	0
Stressed in Suburbia (38)	0	0.0%	0	0	0.0%	0
Happy Medium (43)	0	0.0%	0	0	0.0%	0
Agri-Biz (48)	0	0.0%	0	0	0.0%	0
Vie au Village (54)	0	0.0%	0	0	0.0%	0
Came From Away (61)	55	0.4%	23	128	0.6%	35
Midtown Movers (64)	3	0.0%	2	9	0.0%	4
M1. Older Families & Empty Nests	35	0.3%	1	110	0.5%	3
The A-List (1)	15	0.1%	19	67	0.3%	49
Wealthy & Wise (2)	7	0.1%	5	13	0.1%	5
Mature & Secure (7)	4	0.0%	2	8	0.0%	2
Boomer Bliss (9)	0	0.0%	0	0	0.0%	0
Savvy Seniors (16)	9	0.1%	3	22	0.1%	5
Mid-City Mellow (23)	0	0.0%	0	0	0.0%	0
Vie Dynamique (35)	0	0.0%	0	0	0.0%	0
Down to Earth (41)	0	0.0%	0	0	0.0%	0
Slow-Lane Suburbs (45)	0	0.0%	0	0	0.0%	0
Patrimoine Rustique (46)	0	0.0%	0	0	0.0%	0
Old Town Roads (58)	0	0.0%	0	0	0.0%	0
Amants de la Nature (63)	0	0.0%	0	0	0.0%	0
M2. Mature Singles & Couples	215	1.6%	12	363	1.8%	17
Scenic Retirement (21)	0	0.0%	0	0	0.0%	0
Un Grand Cru (44)	0	0.0%	0	0	0.0%	0
Backcountry Boomers (49)	0	0.0%	0	0	0.0%	0
Country & Western (50)	0	0.0%	0	0	0.0%	0
On Their Own Again (51)	215	1.6%	95	363	1.8%	150
Silver Flats (53)	0	0.0%	0	0	0.0%	0
Suburban Recliners (62)	0	0.0%	0	0	0.0%	0
Âgés & Traditionnels (65)	0	0.0%	0	0	0.0%	0

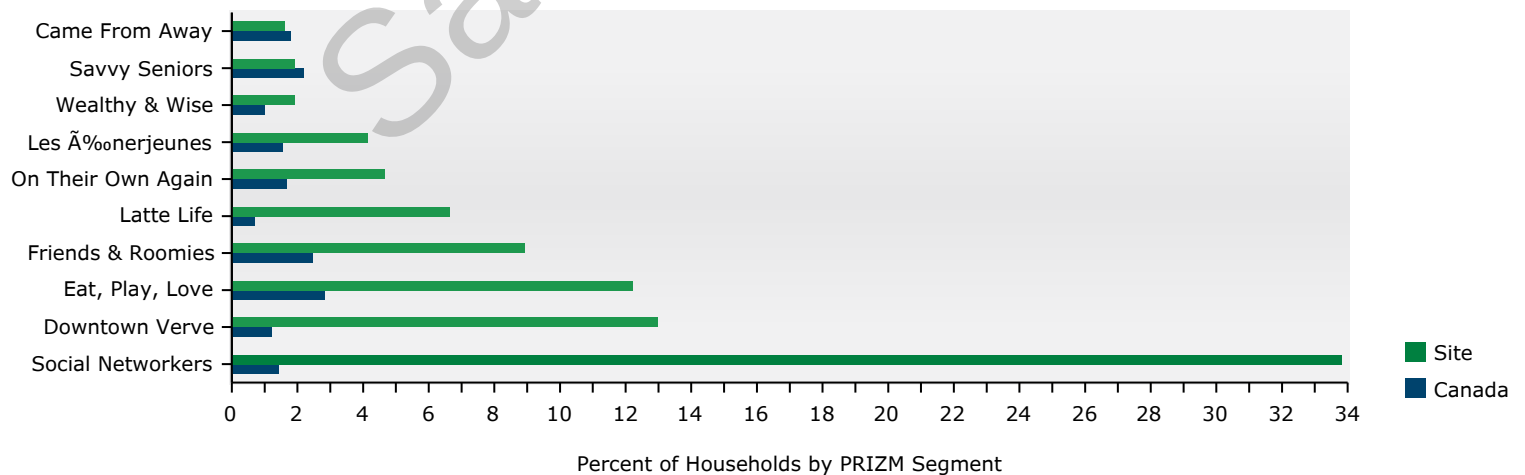
Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

September 26, 2025

Top Twenty PRIZM Segments

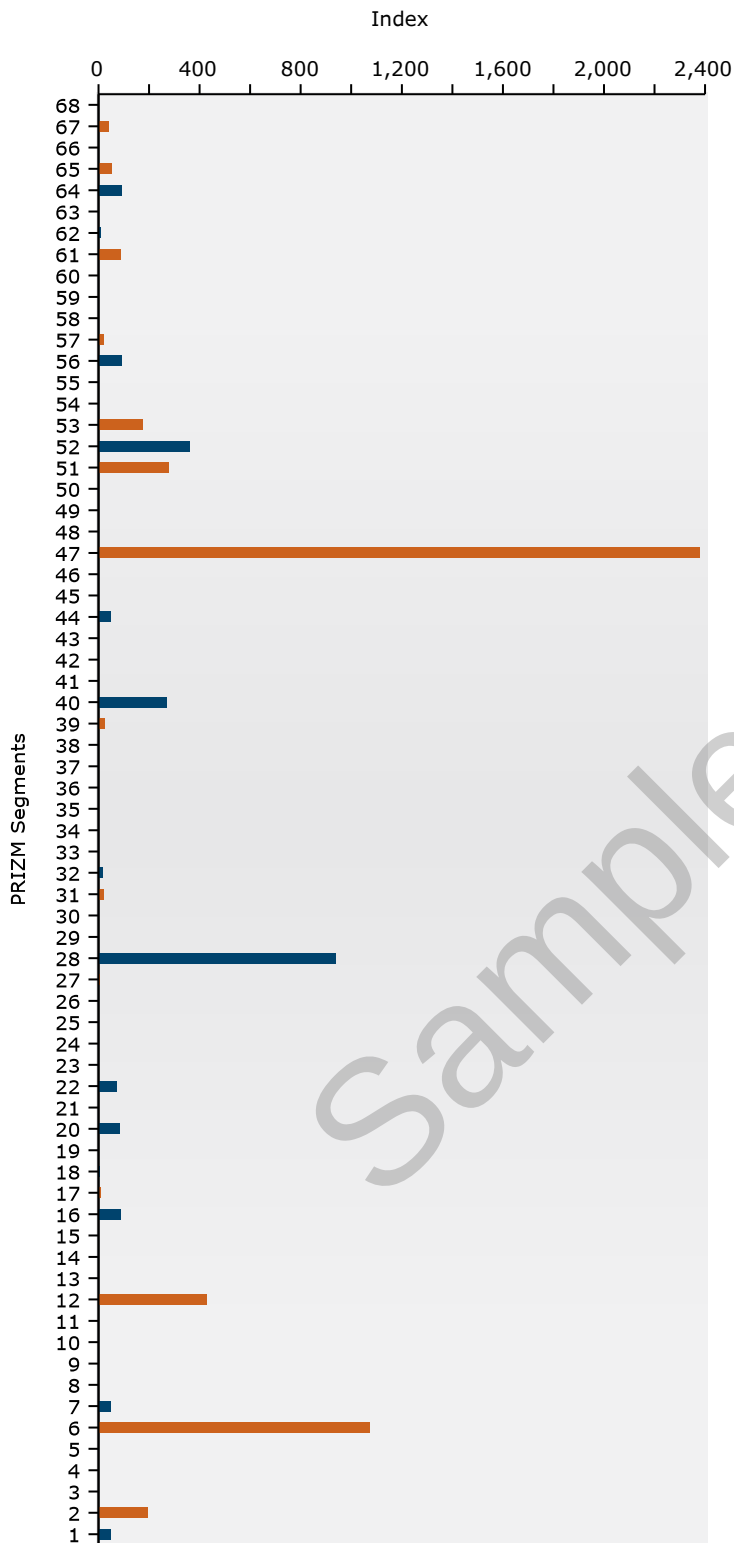
Rank	PRIZM Segment	2024 Households		2024 Canadian Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Social Networkers	33.8%	33.8%	1.4%	1.4%	2,382
2	Downtown Verve	13.0%	46.8%	1.2%	2.6%	1,073
3	Eat, Play, Love	12.2%	59.0%	2.8%	5.4%	431
4	Friends & Roomies	8.9%	67.9%	2.5%	7.9%	363
5	Latte Life	6.6%	74.5%	0.7%	8.6%	939
	Subtotal	74.5%		8.6%		
6	On Their Own Again	4.6%	79.1%	1.7%	10.3%	279
7	Les Ânerjeunes	4.1%	83.2%	1.5%	11.8%	270
8	Wealthy & Wise	1.9%	85.1%	1.0%	12.8%	195
9	Savvy Seniors	1.9%	87.0%	2.2%	15.0%	88
10	Came From Away	1.6%	88.6%	1.8%	16.8%	90
	Subtotal	14.1%		8.2%		
11	ÃgÃs & Traditionnels	1.4%	90.0%	2.6%	19.4%	52
12	Silver Flats	1.3%	91.3%	0.7%	20.1%	176
13	Jeunes Biculturels	1.2%	92.5%	1.3%	21.4%	93
14	New Asian Heights	1.2%	93.7%	1.4%	22.8%	85
15	Just Getting By	1.0%	94.7%	2.3%	25.1%	43
	Subtotal	6.1%		8.3%		
16	Indieville	0.9%	95.6%	1.3%	26.4%	72
17	Midtown Movers	0.9%	96.5%	1.0%	27.4%	92
18	Mature & Secure	0.7%	97.2%	1.4%	28.8%	51
19	Metro Melting Pot	0.4%	97.6%	1.8%	30.6%	23
20	Un Grand Cru	0.4%	98.0%	0.8%	31.4%	48
	Subtotal	3.3%		6.3%		
Total		98.1%		31.4%		312

Top Ten PRIZM Segments Site vs. Canada

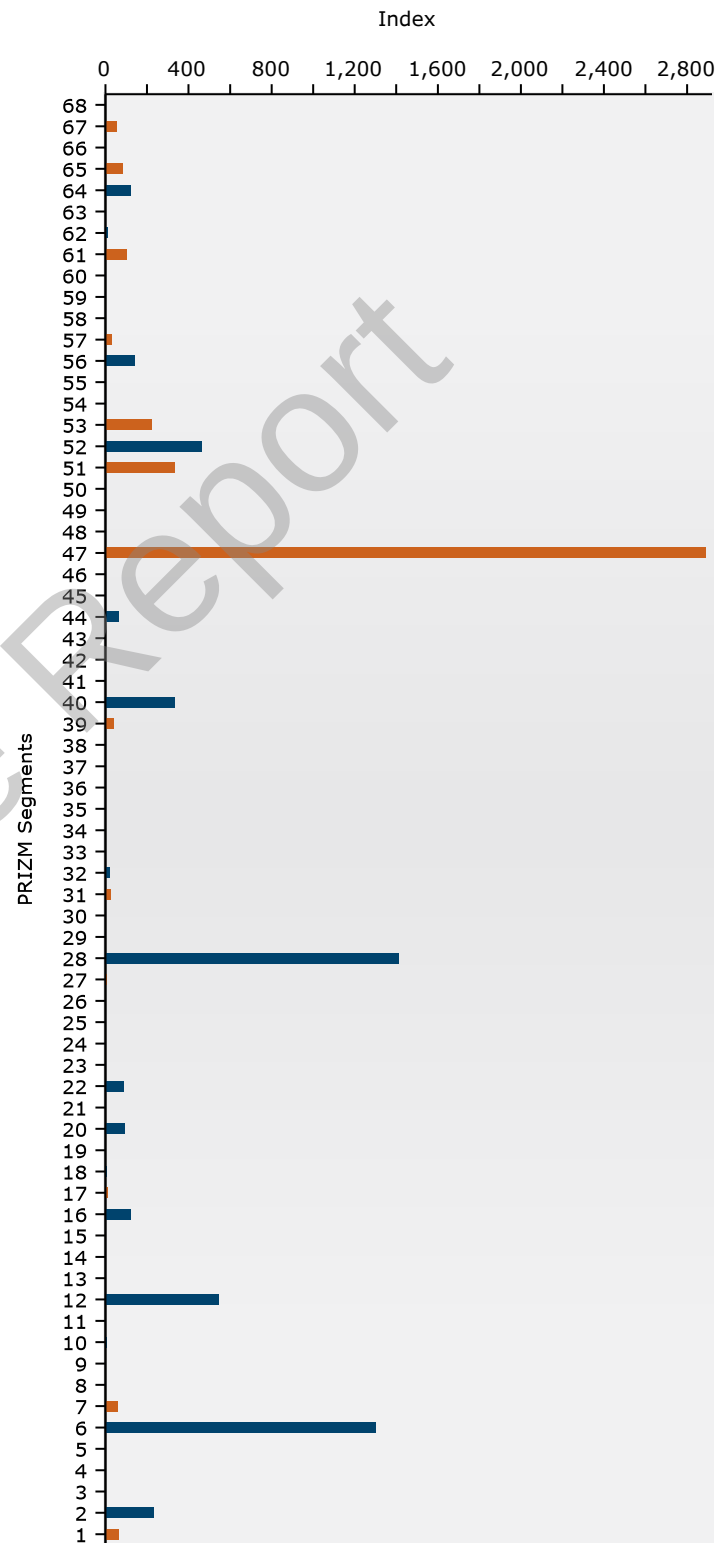


Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

2024 PRIZM Indexes by Households



2024 PRIZM Indexes by Total Population



Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

Prizm Segmentation Area Profile Canada

1 Rue Wellington, Ottawa, Ontario, K1A
 Ring: 3 kilometer radius

Sample Report
 Latitude: 45.42478
 Longitude: -75.69514

PRIZM Social Groups	2024 Households			2024 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	75,176	100.0%		137,025	100.0%	
U1. Urban Elite	11,406	15.2%	548	25,606	18.7%	618
The A-List (01)	213	0.3%	49	571	0.4%	63
Wealthy & Wise (02)	1,448	1.9%	195	3,731	2.7%	235
Downtown Verve (06)	9,745	13.0%	1,073	21,304	15.5%	1,301
U2. Urban Older	4,942	6.6%	88	8,851	6.5%	90
Savvy Seniors (16)	1,435	1.9%	88	3,355	2.4%	125
Mid-City Mellow (23)	5	0.0%	0	20	0.0%	1
Middle-Class Mosaic (36)	11	0.0%	1	46	0.0%	2
On Their Own Again (51)	3,491	4.6%	279	5,430	4.0%	337
U3. Young Urban Core	38,425	51.1%	629	62,317	45.5%	724
Eat, Play, Love (12)	9,175	12.2%	431	14,668	10.7%	548
Indieville (22)	709	0.9%	72	1,529	1.1%	89
Les Énerjeunes (40)	3,114	4.1%	270	4,939	3.6%	334
Social Networks (47)	25,427	33.8%	2,382	41,181	30.1%	2,889
Enclaves Multiethniques (55)	0	0.0%	0	0	0.0%	0
U4. Urban Diversity	1,941	2.6%	49	4,472	3.3%	50
South Asian Enterprise (15)	0	0.0%	0	0	0.0%	0
Asian Avenues (17)	49	0.1%	11	115	0.1%	12
Came From Away (61)	1,197	1.6%	90	2,510	1.8%	104
Midtown Movers (64)	695	0.9%	92	1,847	1.3%	123
U5. Younger Urban Mix	12,680	16.9%	199	24,219	17.7%	246
Latte Life (28)	4,988	6.6%	939	9,660	7.0%	1,414
Friends & Roomies (52)	6,695	8.9%	363	12,668	9.2%	463
Juggling Acts (57)	249	0.3%	22	546	0.4%	29
Value Villagers (60)	6	0.0%	1	16	0.0%	1
Just Getting By (67)	742	1.0%	43	1,329	1.0%	53
U6. Older Urban Francophone	2,451	3.3%	55	5,004	3.7%	84
Évolution Urbaine (39)	233	0.3%	26	536	0.4%	40
Un Grand Cru (44)	304	0.4%	48	568	0.4%	64
Jeunes Biculturels (56)	890	1.2%	93	1,922	1.4%	143
Âgés & Traditionnels (65)	1,024	1.4%	52	1,978	1.4%	83
F1. High-Income Urban Fringe	613	0.8%	21	1,577	1.2%	24
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
Mature & Secure (7)	537	0.7%	51	1,347	1.0%	60
Multicultural Corners (18)	76	0.1%	5	230	0.2%	7
F2. Diverse Urban Fringe	939	1.2%	34	1,653	1.2%	33
Asian Achievement (10)	16	0.0%	2	86	0.1%	5
New Asian Heights (20)	866	1.2%	85	1,423	1.0%	96
Diversité Nouvelle (27)	57	0.1%	6	144	0.1%	8

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September 26, 2025

Prizm Segmentation Area Profile Canada

1 Rue Wellington, Ottawa, Ontario, K1A
 Ring: 3 kilometer radius

Sample Report
 Latitude: 45.42478
 Longitude: -75.69514

PRIZM Social Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	75,176	100.0%		137,025	100.0%	
F3. Middle-Income Urban Fringe	544	0.7%	17	1,194	0.9%	18
South Asian Society (30)	0	0.0%	0	0	0.0%	0
Metro Melting Pot (31)	318	0.4%	23	749	0.5%	25
Diverse & Determined (32)	226	0.3%	18	445	0.3%	21
S1. Suburban Elite	26	0.0%	1	75	0.1%	1
Turbo Burbs (4)	5	0.0%	1	12	0.0%	1
First-Class Families (5)	20	0.0%	2	57	0.0%	2
Boomer Bliss (9)	1	0.0%	0	6	0.0%	0
S2. High-Income Suburban Diversity	8	0.0%	0	21	0.0%	0
Multiculture-ish (8)	0	0.0%	0	0	0.0%	0
Modern Suburbia (11)	8	0.0%	0	21	0.0%	1
S3. Middle Suburbia	68	0.1%	2	149	0.1%	2
Family Mode (19)	51	0.1%	3	114	0.1%	3
All-Terrain Families (24)	0	0.0%	0	0	0.0%	0
Suburban Sports (25)	17	0.0%	1	35	0.0%	1
S4. Middle Suburban Francophone	14	0.0%	0	41	0.0%	1
Vie de Rêve (13)	0	0.0%	0	0	0.0%	0
C'est Tiguidou (29)	6	0.0%	0	23	0.0%	1
Familles Typiques (34)	8	0.0%	1	18	0.0%	1
S5. Middle-Income Suburbia	1	0.0%	0	4	0.0%	0
Stressed in Suburbia (38)	1	0.0%	0	4	0.0%	0
Happy Medium (43)	0	0.0%	0	0	0.0%	0
S6. Older Suburban	1,042	1.4%	24	1,667	1.2%	25
Scenic Retirement (21)	0	0.0%	0	0	0.0%	0
Slow-Lane Suburbs (45)	0	0.0%	0	0	0.0%	0
Silver Flats (53)	942	1.3%	176	1,468	1.1%	223
Suburban Recliners (62)	100	0.1%	8	199	0.1%	11
S7. Middle Suburban Francophone	38	0.1%	2	92	0	2
Vie Dynamique (35)	20	0.0%	2	58	0.0%	4
Banlieues Tranquilles (42)	0	0.0%	0	0	0.0%	0
La Vie Simple (59)	18	0.0%	2	34	0.0%	3
T1. Town Mix	20	0.0%	1	50	0.0%	1
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Old Town Roads (58)	0	0.0%	0	0	0.0%	0
Indigenous Families (66)	20	0.0%	3	50	0.0%	3

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September 26, 2025

Prizm Segmentation Area Profile Canada

1 Rue Wellington, Ottawa, Ontario, K1A
 Ring: 3 kilometer radius

Sample Report
 Latitude: 45.42478
 Longitude: -75.69514

PRIZM Social Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	75,176	100.0%		137,025	100.0%	
R1 Upper-Middle Rural	17	0.0%	0	35	0.0%	0
Kick-Back Country (14)	17	0.0%	2	35	0.0%	2
Country Traditions (26)	0	0.0%	0	0	0.0%	0
New Country (33)	0	0.0%	0	0	0.0%	0
R2. Middle Rural	0	0.0%	0	0	0.0%	0
Down to Earth (41)	0	0.0%	0	0	0.0%	0
Agri-Biz (48)	0	0.0%	0	0	0.0%	0
Backcountry Boomers (49)	0	0.0%	0	0	0.0%	0
Country & Western (50)	0	0.0%	0	0	0.0%	0
R3. Rural Francophone	0	0.0%	0	0	0.0%	0
Patrimoine Rustique (46)	0	0.0%	0	0	0.0%	0
Vie au Village (54)	0	0.0%	0	0	0.0%	0
Amants de la Nature (63)	0	0.0%	0	0	0.0%	0

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

September 26, 2025

Prizm Segmentation Area Profile Canada

1 Rue Wellington, Ottawa, Ontario, K1A
 Ring: 3 kilometer radius

Sample Report
 Latitude: 45.42478
 Longitude: -75.69514

PRIZM Lifestage Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	75,176	100.0%		137,025	100.0%	
Y1. Very Young Singles & Couples	42,704	56.8%	875	70,448	51.4%	1,125
Eat, Play, Love (12)	9,175	12.2%	431	14,668	10.7%	548
Latte Life (28)	4,988	6.6%	939	9,660	7.0%	1,414
Les Énerjeunes (40)	3,114	4.1%	270	4,939	3.6%	334
Social Networkers (47)	25,427	33.8%	2,382	41,181	30.1%	2,889
Y2. Younger Singles & Couples	10,151	13.5%	133	19,417	14.2%	166
New Asian Heights (20)	866	1.2%	85	1,423	1.0%	96
Indieville (22)	709	0.9%	72	1,529	1.1%	89
Friends & Roomies (52)	6,695	8.9%	363	12,668	9.2%	463
Jeunes Biculturals (56)	890	1.2%	93	1,922	1.4%	143
Juggling Acts (57)	249	0.3%	22	546	0.4%	29
Just Getting By (67)	742	1.0%	43	1,329	1.0%	53
Y3. Young Families	8	0.0%	0	21	0.0%	0
Modern Suburbia (11)	8	0.0%	0	21	0.0%	1
All-Terrain Families (24)	0	0.0%	0	0	0.0%	0
F1. School-Age Families	10,228	13.6%	151	22,335	16.3%	199
Downtown Verve (6)	9,745	13.0%	1,073	21,304	15.5%	1,301
Diverse & Determined (32)	226	0.3%	18	445	0.3%	21
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Évolution Urbaine (39)	233	0.3%	26	536	0.4%	40
Banlieues Tranquilles (42)	0	0.0%	0	0	0.0%	0
Enclaves Multiethniques (55)	0	0.0%	0	0	0.0%	0
La Vie Simple (59)	18	0.0%	2	34	0.0%	3
Value Villagers (60)	6	0.0%	1	16	0.0%	1
F2. Large Diverse Families	132	0.2%	2	423	0.3%	2
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
First-Class Families (5)	20	0.0%	2	57	0.0%	2
Multiculture-ish (8)	0	0.0%	0	0	0.0%	0
Asian Achievement (10)	16	0.0%	2	86	0.1%	5
Vie de Rêve (13)	0	0.0%	0	0	0.0%	0
South Asian Enterprise (15)	0	0.0%	0	0	0.0%	0
Multicultural Corners (18)	76	0.1%	5	230	0.2%	7
South Asian Society (30)	0	0.0%	0	0	0.0%	0
Indigenous Families (66)	20	0.0%	3	50	0.0%	3

Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

September 26, 2025

Prizm Segmentation Area Profile Canada

1 Rue Wellington, Ottawa, Ontario, K1A
 Ring: 3 kilometer radius

Sample Report
 Latitude: 45.42478
 Longitude: -75.69514

PRIZM Lifestage Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	75,176	100.0%		137,025	100.0%	
F3 Middle-Age Families	2,432	3.2%	12	5,652	4.1%	14
Turbo Burbs (4)	5	0.0%	1	12	0.0%	1
Kick-Back Country (14)	17	0.0%	2	35	0.0%	2
Asian Avenues (17)	49	0.1%	11	115	0.1%	12
Family Mode (19)	51	0.1%	3	114	0.1%	3
Suburban Sports (25)	17	0.0%	1	35	0.0%	1
Country Traditions (26)	0	0.0%	0	0	0.0%	0
Diversité Nouvelle (27)	57	0.1%	6	144	0.1%	8
C'est Tiguïdou (29)	6	0.0%	0	23	0.0%	1
Metro Melting Pot (31)	318	0.4%	23	749	0.5%	25
New Country (33)	0	0.0%	0	0	0.0%	0
Familles Typiques (34)	8	0.0%	1	18	0.0%	1
Middle-Class Mosaic (36)	11	0.0%	1	46	0.0%	2
Stressed in Suburbia (38)	1	0.0%	0	4	0.0%	0
Happy Medium (43)	0	0.0%	0	0	0.0%	0
Agri-Biz (48)	0	0.0%	0	0	0.0%	0
Vie au Village (54)	0	0.0%	0	0	0.0%	0
Came From Away (61)	1,197	1.6%	90	2,510	1.8%	104
Midtown Movers (64)	695	0.9%	92	1,847	1.3%	123
M1. Older Families & Empty Nests	3,659	4.9%	26	9,088	6.6%	35
The A-List (1)	213	0.3%	49	571	0.4%	63
Wealthy & Wise (2)	1,448	1.9%	195	3,731	2.7%	235
Mature & Secure (7)	537	0.7%	51	1,347	1.0%	60
Boomer Bliss (9)	1	0.0%	0	6	0.0%	0
Savvy Seniors (16)	1,435	1.9%	88	3,355	2.4%	125
Mid-City Mellow (23)	5	0.0%	0	20	0.0%	1
Vie Dynamique (35)	20	0.0%	2	58	0.0%	4
Down to Earth (41)	0	0.0%	0	0	0.0%	0
Slow-Lane Suburbs (45)	0	0.0%	0	0	0.0%	0
Patrimoine Rustique (46)	0	0.0%	0	0	0.0%	0
Old Town Roads (58)	0	0.0%	0	0	0.0%	0
Amants de la Nature (63)	0	0.0%	0	0	0.0%	0
M2. Mature Singles & Couples	5,861	7.8%	60	9,643	7.0%	67
Scenic Retirement (21)	0	0.0%	0	0	0.0%	0
Un Grand Cru (44)	304	0.4%	48	568	0.4%	64
Backcountry Boomers (49)	0	0.0%	0	0	0.0%	0
Country & Western (50)	0	0.0%	0	0	0.0%	0
On Their Own Again (51)	3,491	4.6%	279	5,430	4.0%	337
Silver Flats (53)	942	1.3%	176	1,468	1.1%	223
Suburban Recliners (62)	100	0.1%	8	199	0.1%	11
Âgés & Traditionnels (65)	1,024	1.4%	52	1,978	1.4%	83

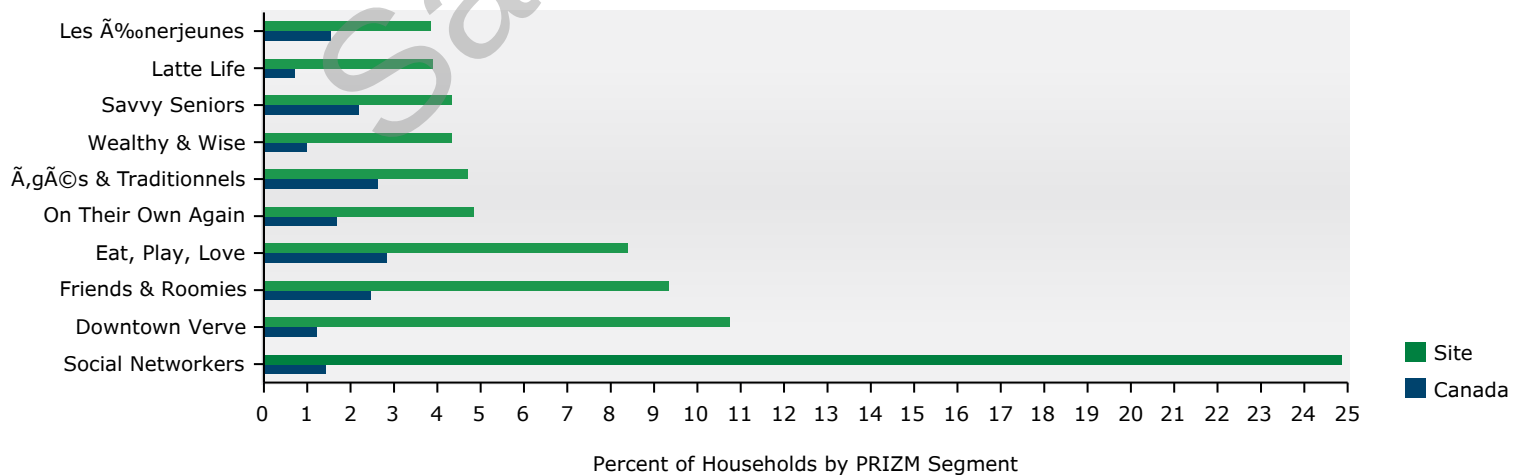
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September 26, 2025

Top Twenty PRIZM Segments

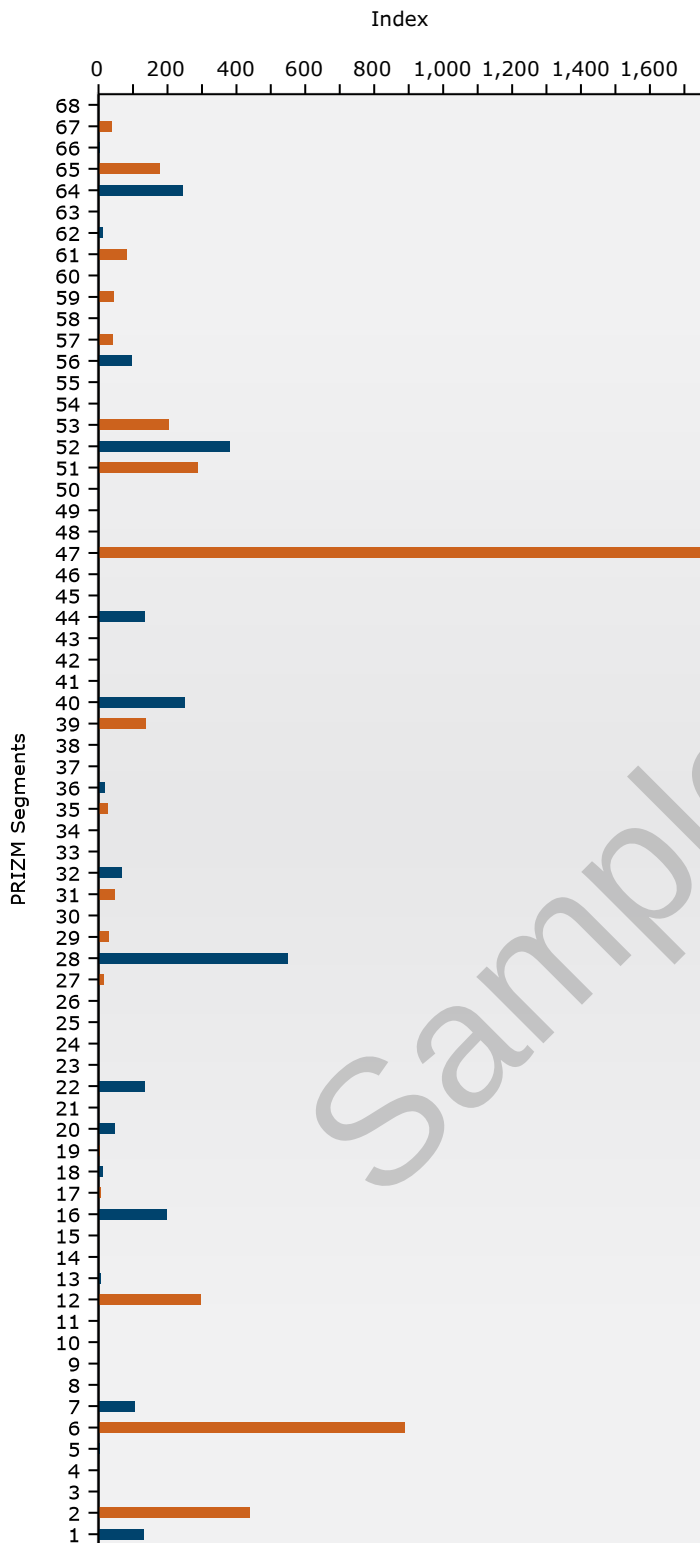
Rank	PRIZM Segment	2024 Households		2024 Canadian Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Social Networkers	24.9%	24.9%	1.4%	1.4%	1,751
2	Downtown Verve	10.7%	35.6%	1.2%	2.6%	889
3	Friends & Roomies	9.3%	44.9%	2.5%	5.1%	381
4	Eat, Play, Love	8.4%	53.3%	2.8%	7.9%	297
5	On Their Own Again	4.8%	58.1%	1.7%	9.6%	290
	Subtotal	58.1%		9.6%		
6	Ã,gÃ©s & Traditionnels	4.7%	62.8%	2.6%	12.2%	179
7	Wealthy & Wise	4.3%	67.1%	1.0%	13.2%	439
8	Savvy Seniors	4.3%	71.4%	2.2%	15.4%	199
9	Latte Life	3.9%	75.3%	0.7%	16.1%	551
10	Les Ã%nerjeunes	3.8%	79.1%	1.5%	17.6%	251
	Subtotal	21.0%		8.0%		
11	Midtown Movers	2.5%	81.6%	1.0%	18.6%	246
12	Indieville	1.8%	83.4%	1.3%	19.9%	136
13	Ã%volution Urbaine	1.6%	85.0%	1.2%	21.1%	139
14	Mature & Secure	1.5%	86.5%	1.4%	22.5%	106
15	Came From Away	1.5%	88.0%	1.8%	24.3%	82
	Subtotal	8.9%		6.7%		
16	Silver Flats	1.4%	89.4%	0.7%	25.0%	203
17	Jeunes Biculturels	1.2%	90.6%	1.3%	26.3%	98
18	Diverse & Determined	1.2%	91.8%	1.7%	28.0%	69
19	Un Grand Cru	1.1%	92.9%	0.8%	28.8%	135
20	Just Getting By	0.9%	93.8%	2.3%	31.1%	39
	Subtotal	5.8%		6.8%		
Total		94.0%		31.1%		303

Top Ten PRIZM Segments Site vs. Canada

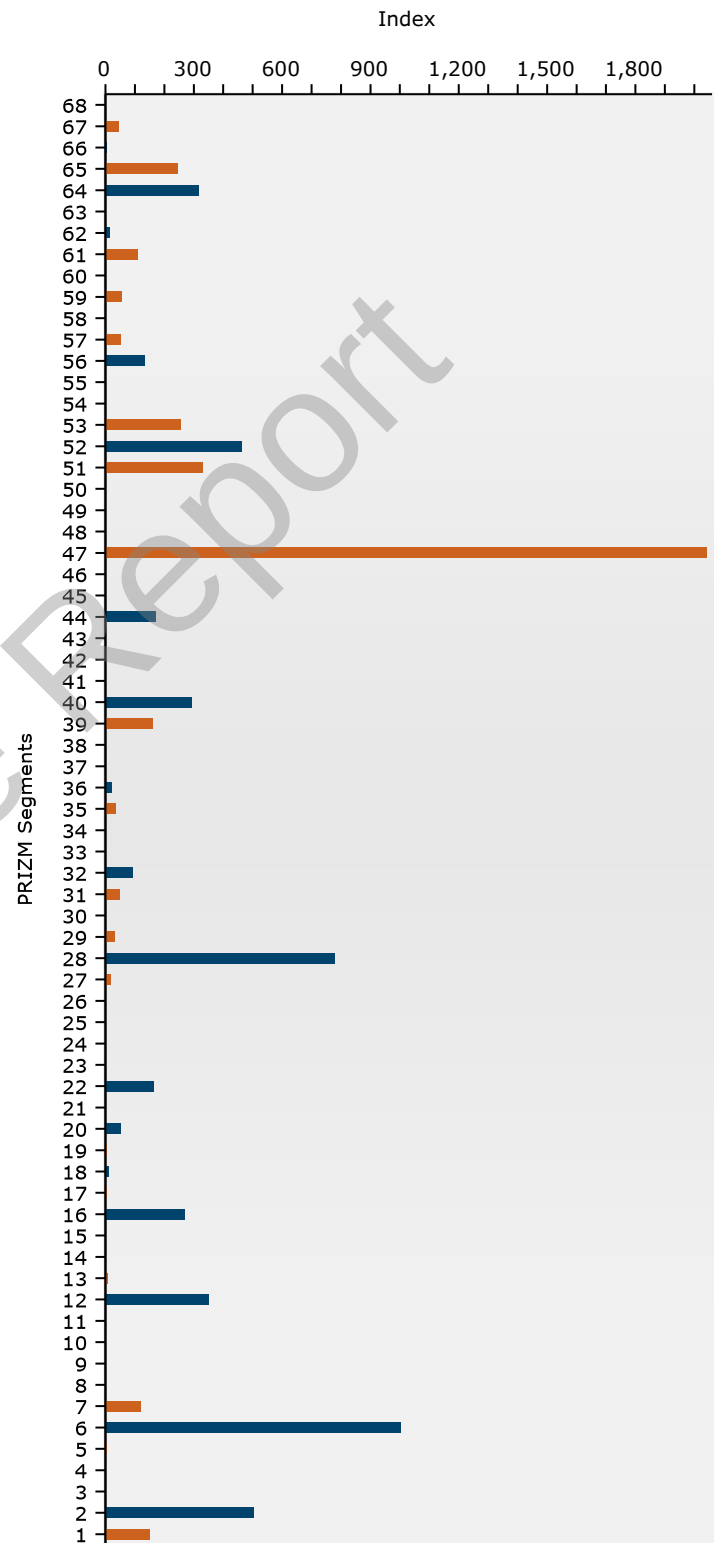


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2024 PRIZM Indexes by Households



2024 PRIZM Indexes by Total Population



Data Note: This report compares the percent of households or population in PRIZM segments in the area to the distribution in the whole of Canada. An index of 100 is the Canadian average. **Source:** Esri reports are based, in whole or in part, on selected Statistics Canada files. Environics Analytics and Esri Inc acquires, processes and distributes Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to Environics Analytics or Esri Inc by Statistics Canada. PRIZM is a registered trademark of Claritas, LLC and is used with permission. Copyright © 2024 Esri.

Prizm Segmentation Area Profile Canada

1 Rue Wellington, Ottawa, Ontario, K1A
 Ring: 5 kilometer radius

Sample Report
 Latitude: 45.42478
 Longitude: -75.69514

PRIZM Social Groups	2024 Households			2024 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	131,214	100.0%		255,307	100.0%	
U1. Urban Elite	20,774	15.8%	572	48,269	18.9%	625
The A-List (01)	985	0.8%	131	2,593	1.0%	152
Wealthy & Wise (02)	5,690	4.3%	439	14,996	5.9%	506
Downtown Verve (06)	14,099	10.7%	889	30,680	12.0%	1,005
U2. Urban Older	12,398	9.4%	126	24,735	9.7%	135
Savvy Seniors (16)	5,678	4.3%	199	13,669	5.4%	272
Mid-City Mellow (23)	50	0.0%	2	201	0.1%	3
Middle-Class Mosaic (36)	318	0.2%	18	910	0.4%	23
On Their Own Again (51)	6,352	4.8%	290	9,955	3.9%	332
U3. Young Urban Core	51,052	38.9%	479	85,212	33.4%	531
Eat, Play, Love (12)	11,017	8.4%	297	17,487	6.8%	351
Indieville (22)	2,343	1.8%	136	5,259	2.1%	164
Les Énerjeunes (40)	5,049	3.8%	251	8,125	3.2%	295
Social Networks (47)	32,620	24.9%	1,751	54,298	21.3%	2,044
Enclaves Multiethniques (55)	23	0.0%	2	43	0.0%	2
U4. Urban Diversity	5,226	4.0%	76	13,975	5.5%	84
South Asian Enterprise (15)	8	0.0%	0	32	0.0%	0
Asian Avenues (17)	49	0.0%	6	115	0.0%	6
Came From Away (61)	1,923	1.5%	82	4,916	1.9%	110
Midtown Movers (64)	3,246	2.5%	246	8,912	3.5%	318
U5. Younger Urban Mix	19,382	14.8%	174	37,622	14.7%	205
Latte Life (28)	5,112	3.9%	551	9,918	3.9%	779
Friends & Roomies (52)	12,256	9.3%	381	23,618	9.3%	463
Juggling Acts (57)	815	0.6%	42	1,813	0.7%	51
Value Villagers (60)	31	0.0%	2	87	0.0%	2
Just Getting By (67)	1,168	0.9%	39	2,186	0.9%	47
U6. Older Urban Francophone	11,439	8.7%	147	21,192	8.3%	191
Évolution Urbaine (39)	2,136	1.6%	139	3,979	1.6%	161
Un Grand Cru (44)	1,498	1.1%	135	2,807	1.1%	170
Jeunes Biculturels (56)	1,639	1.2%	98	3,380	1.3%	135
Âgés & Traditionnels (65)	6,166	4.7%	179	11,026	4.3%	248
F1. High-Income Urban Fringe	2,269	1.7%	44	5,891	2.3%	47
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
Mature & Secure (7)	1,939	1.5%	106	5,106	2.0%	122
Multicultural Corners (18)	330	0.3%	13	785	0.3%	13
F2. Diverse Urban Fringe	1,131	0.9%	24	2,138	0.8%	23
Asian Achievement (10)	18	0.0%	1	93	0.0%	3
New Asian Heights (20)	873	0.7%	49	1,444	0.6%	52
Diversité Nouvelle (27)	240	0.2%	15	601	0.2%	18

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September 26, 2025

Prizm Segmentation Area Profile Canada

1 Rue Wellington, Ottawa, Ontario, K1A
 Ring: 5 kilometer radius

Sample Report
 Latitude: 45.42478
 Longitude: -75.69514

PRIZM Social Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	131,214	100.0%		255,307	100.0%	
F3. Middle-Income Urban Fringe	2,695	2.1%	48	6,472	2.5%	52
South Asian Society (30)	10	0.0%	1	21	0.0%	1
Metro Melting Pot (31)	1,139	0.9%	47	2,782	1.1%	49
Diverse & Determined (32)	1,546	1.2%	69	3,669	1.4%	92
S1. Suburban Elite	90	0.1%	2	267	0.1%	2
Turbo Burbs (4)	10	0.0%	1	31	0.0%	1
First-Class Families (5)	71	0.1%	4	201	0.1%	5
Boomer Bliss (9)	9	0.0%	0	35	0.0%	1
S2. High-Income Suburban Diversity	12	0.0%	0	35	0.0%	0
Multiculture-ish (8)	2	0.0%	0	8	0.0%	0
Modern Suburbia (11)	10	0.0%	0	27	0.0%	0
S3. Middle Suburbia	154	0.1%	2	349	0.1%	2
Family Mode (19)	120	0.1%	4	274	0.1%	4
All-Terrain Families (24)	0	0.0%	0	0	0.0%	0
Suburban Sports (25)	34	0.0%	1	75	0.0%	1
S4. Middle Suburban Francophone	1,123	0.9%	16	2,610	1.0%	19
Vie de Rêve (13)	82	0.1%	6	243	0.1%	8
C'est Tiguïdou (29)	992	0.8%	29	2,252	0.9%	33
Familles Typiques (34)	49	0.0%	2	115	0.0%	3
S5. Middle-Income Suburbia	30	0.0%	1	93	0.0%	1
Stressed in Suburbia (38)	30	0.0%	2	93	0.0%	2
Happy Medium (43)	0	0.0%	0	0	0.0%	0
S6. Older Suburban	2,170	1.7%	29	3,747	1.5%	30
Scenic Retirement (21)	9	0.0%	0	20	0.0%	1
Slow-Lane Suburbs (45)	0	0.0%	0	0	0.0%	0
Silver Flats (53)	1,897	1.4%	203	3,156	1.2%	257
Suburban Recliners (62)	264	0.2%	12	571	0.2%	16
S7. Middle Suburban Francophone	1,193	0.9%	27	2,498	1	34
Vie Dynamique (35)	471	0.4%	27	1,063	0.4%	36
Banlieues Tranquilles (42)	0	0.0%	0	1	0.0%	0
La Vie Simple (59)	722	0.6%	44	1,434	0.6%	57
T1. Town Mix	46	0.0%	1	126	0.0%	2
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Old Town Roads (58)	0	0.0%	0	0	0.0%	0
Indigenous Families (66)	46	0.0%	3	126	0.0%	4

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Prizm Segmentation Area Profile Canada

1 Rue Wellington, Ottawa, Ontario, K1A
 Ring: 5 kilometer radius

Sample Report
 Latitude: 45.42478
 Longitude: -75.69514

PRIZM Social Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	131,214	100.0%		255,307	100.0%	
R1 Upper-Middle Rural	32	0.0%	0	78	0.0%	1
Kick-Back Country (14)	32	0.0%	2	78	0.0%	2
Country Traditions (26)	0	0.0%	0	0	0.0%	0
New Country (33)	0	0.0%	0	0	0.0%	0
R2. Middle Rural	0	0.0%	0	0	0.0%	0
Down to Earth (41)	0	0.0%	0	0	0.0%	0
Agri-Biz (48)	0	0.0%	0	0	0.0%	0
Backcountry Boomers (49)	0	0.0%	0	0	0.0%	0
Country & Western (50)	0	0.0%	0	0	0.0%	0
R3. Rural Francophone	0	0.0%	0	0	0.0%	0
Patrimoine Rustique (46)	0	0.0%	0	0	0.0%	0
Vie au Village (54)	0	0.0%	0	0	0.0%	0
Amants de la Nature (63)	0	0.0%	0	0	0.0%	0

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September 26, 2025

Prizm Segmentation Area Profile Canada

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PRIZM Lifestage Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	131,214	100.0%		255,307	100.0%	
Y1. Very Young Singles & Couples	53,798	41.0%	632	89,828	35.2%	770
Eat, Play, Love (12)	11,017	8.4%	297	17,487	6.8%	351
Latte Life (28)	5,112	3.9%	551	9,918	3.9%	779
Les Énerjeunes (40)	5,049	3.8%	251	8,125	3.2%	295
Social Networkers (47)	32,620	24.9%	1,751	54,298	21.3%	2,044
Y2. Younger Singles & Couples	19,094	14.6%	143	37,700	14.8%	173
New Asian Heights (20)	873	0.7%	49	1,444	0.6%	52
Indieville (22)	2,343	1.8%	136	5,259	2.1%	164
Friends & Roomies (52)	12,256	9.3%	381	23,618	9.3%	463
Jeunes Biculturals (56)	1,639	1.2%	98	3,380	1.3%	135
Juggling Acts (57)	815	0.6%	42	1,813	0.7%	51
Just Getting By (67)	1,168	0.9%	39	2,186	0.9%	47
Y3. Young Families	10	0.0%	0	27	0.0%	0
Modern Suburbia (11)	10	0.0%	0	27	0.0%	0
All-Terrain Families (24)	0	0.0%	0	0	0.0%	0
F1. School-Age Families	18,557	14.1%	157	39,893	15.6%	191
Downtown Verve (6)	14,099	10.7%	889	30,680	12.0%	1,005
Diverse & Determined (32)	1,546	1.2%	69	3,669	1.4%	92
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Évolution Urbaine (39)	2,136	1.6%	139	3,979	1.6%	161
Banlieues Tranquilles (42)	0	0.0%	0	1	0.0%	0
Enclaves Multiethniques (55)	23	0.0%	2	43	0.0%	2
La Vie Simple (59)	722	0.6%	44	1,434	0.6%	57
Value Villagers (60)	31	0.0%	2	87	0.0%	2
F2. Large Diverse Families	567	0.4%	4	1,509	0.6%	4
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
First-Class Families (5)	71	0.1%	4	201	0.1%	5
Multiculture-ish (8)	2	0.0%	0	8	0.0%	0
Asian Achievement (10)	18	0.0%	1	93	0.0%	3
Vie de Rêve (13)	82	0.1%	6	243	0.1%	8
South Asian Enterprise (15)	8	0.0%	0	32	0.0%	0
Multicultural Corners (18)	330	0.3%	13	785	0.3%	13
South Asian Society (30)	10	0.0%	1	21	0.0%	1
Indigenous Families (66)	46	0.0%	3	126	0.0%	4

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September 26, 2025

Prizm Segmentation Area Profile Canada

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PRIZM Lifestage Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	131,214	100.0%		255,307	100.0%	
F3 Middle-Age Families	8,182	6.2%	22	21,154	8.3%	27
Turbo Burbs (4)	10	0.0%	1	31	0.0%	1
Kick-Back Country (14)	32	0.0%	2	78	0.0%	2
Asian Avenues (17)	49	0.0%	6	115	0.0%	6
Family Mode (19)	120	0.1%	4	274	0.1%	4
Suburban Sports (25)	34	0.0%	1	75	0.0%	1
Country Traditions (26)	0	0.0%	0	0	0.0%	0
Diversité Nouvelle (27)	240	0.2%	15	601	0.2%	18
C'est Tiguïdou (29)	992	0.8%	29	2,252	0.9%	33
Metro Melting Pot (31)	1,139	0.9%	47	2,782	1.1%	49
New Country (33)	0	0.0%	0	0	0.0%	0
Familles Typiques (34)	49	0.0%	2	115	0.0%	3
Middle-Class Mosaic (36)	318	0.2%	18	910	0.4%	23
Stressed in Suburbia (38)	30	0.0%	2	93	0.0%	2
Happy Medium (43)	0	0.0%	0	0	0.0%	0
Agri-Biz (48)	0	0.0%	0	0	0.0%	0
Vie au Village (54)	0	0.0%	0	0	0.0%	0
Came From Away (61)	1,923	1.5%	82	4,916	1.9%	110
Midtown Movers (64)	3,246	2.5%	246	8,912	3.5%	318
M1. Older Families & Empty Nests	14,822	11.3%	60	37,663	14.8%	79
The A-List (1)	985	0.8%	131	2,593	1.0%	152
Wealthy & Wise (2)	5,690	4.3%	439	14,996	5.9%	506
Mature & Secure (7)	1,939	1.5%	106	5,106	2.0%	122
Boomer Bliss (9)	9	0.0%	0	35	0.0%	1
Savvy Seniors (16)	5,678	4.3%	199	13,669	5.4%	272
Mid-City Mellow (23)	50	0.0%	2	201	0.1%	3
Vie Dynamique (35)	471	0.4%	27	1,063	0.4%	36
Down to Earth (41)	0	0.0%	0	0	0.0%	0
Slow-Lane Suburbs (45)	0	0.0%	0	0	0.0%	0
Patrimoine Rustique (46)	0	0.0%	0	0	0.0%	0
Old Town Roads (58)	0	0.0%	0	0	0.0%	0
Amants de la Nature (63)	0	0.0%	0	0	0.0%	0
M2. Mature Singles & Couples	16,186	12.3%	95	27,535	10.8%	102
Scenic Retirement (21)	9	0.0%	0	20	0.0%	1
Un Grand Cru (44)	1,498	1.1%	135	2,807	1.1%	170
Backcountry Boomers (49)	0	0.0%	0	0	0.0%	0
Country & Western (50)	0	0.0%	0	0	0.0%	0
On Their Own Again (51)	6,352	4.8%	290	9,955	3.9%	332
Silver Flats (53)	1,897	1.4%	203	3,156	1.2%	257
Suburban Recliners (62)	264	0.2%	12	571	0.2%	16
Âgés & Traditionnels (65)	6,166	4.7%	179	11,026	4.3%	248

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