

**PCensus Online Sample Report
Environics Analytics PRIZM C2**

Report Contents

[Map](#)

[PRIZM C2 Social Group Summary \(Households\)](#)

[PRIZM C2 Social Groups \(Households\)](#)

[PRIZM C2 Lifestage Group Summary \(Households\)](#)

[PRIZM C2 Lifestage Groups \(Households\)](#)

[PRIZM C2 Clusters \(Households\)](#)

[PRIZM C2 Cluster Descriptions \(Households\)](#)

[PRIZM C2 Cluster Detailed Descriptions \(Households\)](#)

[PRIZM C2 Social Group Summary \(Population\)](#)

[PRIZM C2 Social Groups \(Population\)](#)

[PRIZM C2 Lifestage Group Summary \(Population\)](#)

[PRIZM C2 Lifestage Groups \(Population\)](#)

[PRIZM C2 Clusters \(Population\)](#)

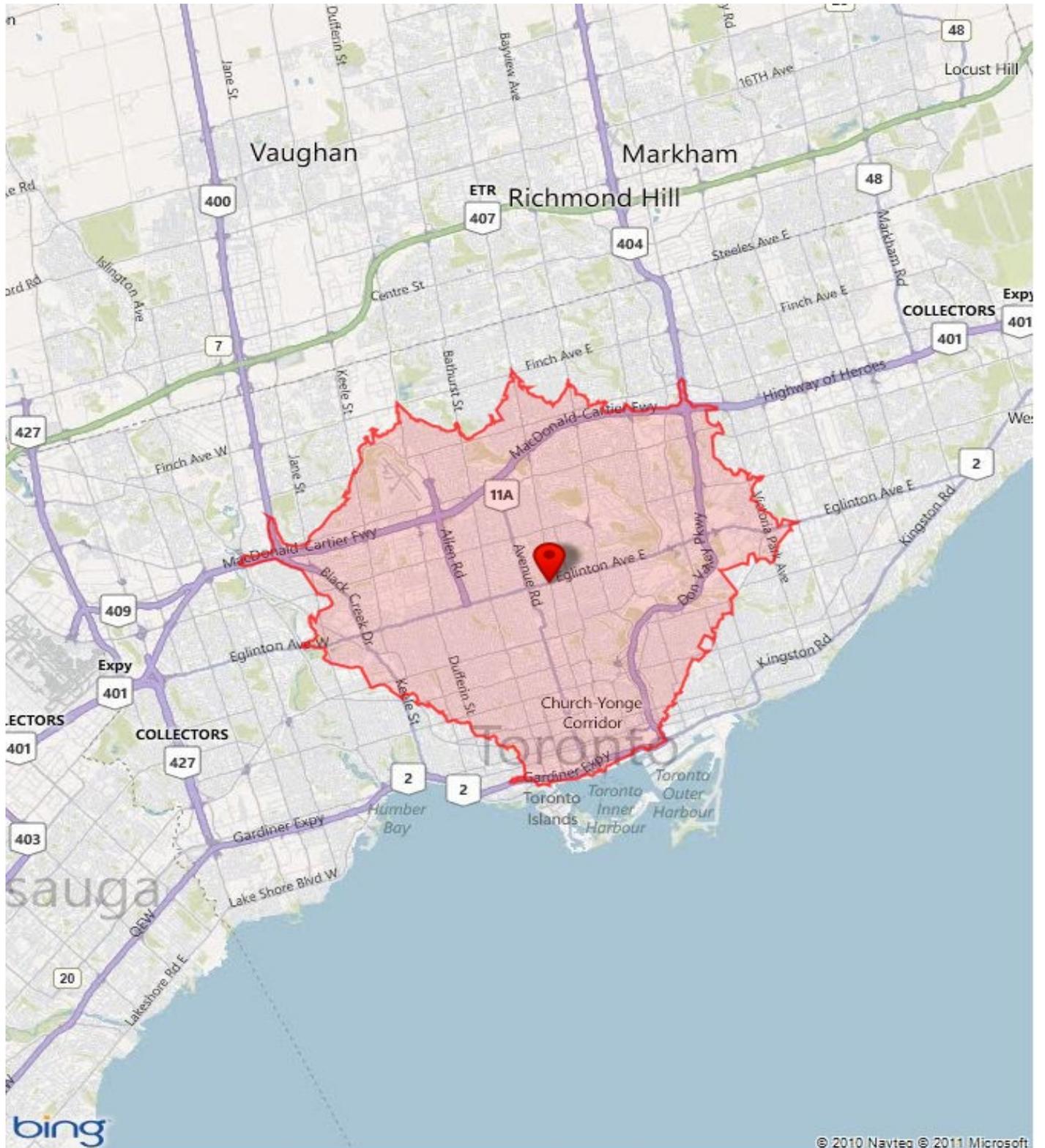
[PRIZM C2 Cluster Descriptions \(Population\)](#)

[PRIZM C2 Cluster Detailed Descriptions \(Population\)](#)

Study Areas

Yonge St & Eglinton Ave E, Toronto, ON

**PCensus Online Sample Report
Environics Analytics PRIZM C2**



**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Social Group Summary (Households)**

PRIZM C2 Social Group Summary (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
Total Households	460,337	% base
Top 5 PRIZM C2 Social Groups		
	U5 Urban Downscale Ethnic	22.9%
	U2 Urban Young	22.5%
	U3 Urban Upscale Ethnic	21.9%
	U7 Urban Downscale	15.7%
	U1 Urban Elite	13.9%
Urban Groups	446,260	96.9%
U1 Urban Elite	64,024	13.9%
U2 Urban Young	103,767	22.5%
U3 Urban Upscale Ethnic	100,592	21.9%
U4 Urban Mix	391	0.1%
U5 Urban Downscale Ethnic	105,302	22.9%
U6 Urban Francophone	0	0.0%
U7 Urban Downscale	72,183	15.7%
Suburban Groups	14,077	3.1%
S1 Suburban Elite	1,236	0.3%
S2 Suburban Upscale Ethnic	7,887	1.7%
S3 Suburban Francophone	0	0.0%
S4 Suburban Midscale	4,954	1.1%
Exurban Groups	0	0.0%
E1 Exurban Elite	0	0.0%
E2 Exurban Midscale	0	0.0%
E3 Exurban Francophone	0	0.0%
Town Groups	0	0.0%
T1 Town Midscale	0	0.0%
T2 Town/Rural Francophone	0	0.0%
Rural Groups	0	0.0%
R1 Rural Midscale	0	0.0%
R2 Rural Downscale	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Social Groups (Households)**

PRIZM C2 Social Groups (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
Households by PRIZM C2 Cluster	460,337	% base
Ranked PRIZM C2 Social Groups		
	U5 Urban Downscale Ethnic	22.9%
	U2 Urban Young	22.5%
	U3 Urban Upscale Ethnic	21.9%
	U7 Urban Downscale	15.7%
	U1 Urban Elite	13.9%
	S2 Suburban Upscale Ethnic	1.7%
	S4 Suburban Midscale	1.1%
	S1 Suburban Elite	0.3%
	U4 Urban Mix	0.1%
	U6 Urban Francophone	0.0%
	S3 Suburban Francophone	0.0%
	E1 Exurban Elite	0.0%
	E2 Exurban Midscale	0.0%
	E3 Exurban Francophone	0.0%
	T1 Town Midscale	0.0%
	T2 Town/Rural Francophone	0.0%
	R1 Rural Midscale	0.0%
	R2 Rural Downscale	0.0%
Urban Groups	446,260	% base
Top 5 Urban Clusters		
	44 Rooms with a View	14.6%
	04 Young Digerati	14.1%
	46 Newcomers Rising	12.6%
	37 Old World Style	10.9%
	42 Urban Spice	8.8%
U1 Urban Elite	64,024	14.3%
01 Cosmopolitan Elite	16,792	3.8%
02 Urbane Villagers	28,609	6.4%
08 Money & Brains	4,291	1.0%
09 Furs & Philanthropy	14,333	3.2%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Social Groups (Households)**

PRIZM C2 Social Groups (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
U2 Urban Young	103,767	23.3%
04 Young Digerati	63,013	14.1%
15 Electric Avenues	21,635	4.8%
31 Grads & Pads	19,119	4.3%
U3 Urban Upscale Ethnic	100,592	22.5%
13 Continental Culture	27,337	6.1%
18 Cluttered Nests	15,667	3.5%
33 New Italy	8,753	2.0%
37 Old World Style	48,834	10.9%
U4 Urban Mix	391	0.1%
28 Startups & Seniors	391	0.1%
51 Lunch at Tim's	0	0.0%
53 Mobility Blues	0	0.0%
54 Crafting & Curling	0	0.0%
U5 Urban Downscale Ethnic	105,302	23.6%
42 Urban Spice	39,301	8.8%
46 Newcomers Rising	56,273	12.6%
64 Big City Blues	9,728	2.2%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Social Groups (Households)**

PRIZM C2 Social Groups (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
U6 Urban Francophone	0	0.0%
17 Les Chics	0	0.0%
48 Jeunes et Actifs	0	0.0%
52 La Cité Nomade	0	0.0%
66 Survivre en Ville	0	0.0%
U7 Urban Downscale	72,183	16.2%
44 Rooms with a View	65,283	14.6%
49 Daytrippers & Nightowls	955	0.2%
59 Solo Scramble	0	0.0%
60 Single City Renters	0	0.0%
62 Park Bench Seniors	5,945	1.3%
Suburban Groups	14,077	% base
Top 5 Suburban Clusters	38 Grey Pride	35.2%
	29 Suburban Rows	25.6%
	05 Asian Affluence	17.1%
	20 Asian Up-and-Comers	10.0%
	11 Pets & PCs	6.1%
S1 Suburban Elite	1,236	8.8%
03 Suburban Gentry	383	2.7%
06 Nouveaux Riches	0	0.0%
11 Pets & PCs	853	6.1%
S2 Suburban Upscale Ethnic	7,887	56.0%
05 Asian Affluence	2,411	17.1%
20 Asian Up-and-Comers	1,403	10.0%
21 South Asian Society	467	3.3%
29 Suburban Rows	3,606	25.6%
S3 Suburban Francophone	0	0.0%
16 Mini Van & Vin Rouge	0	0.0%
26 La Vie est Belle	0	0.0%
47 Les Québécois Sportifs	0	0.0%
61 Les Seniors	0	0.0%
S4 Suburban Midscale	4,954	35.2%
14 Upward Bound	0	0.0%
19 Rods & Wheels	0	0.0%
24 Nearly Empty Nests	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Social Groups (Households)**

PRIZM C2 Social Groups (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
38 Grey Pride	4,954	35.2%
43 Simple Pleasures	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Social Groups (Households)**

PRIZM C2 Social Groups (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
Exurban Groups	0	% base
Top 5 Exurban Clusters	07 Winner's Circle	
	10 Mr. & Ms. Manager	
	12 God's Country	
	22 Blue-Collar Comfort	
	23 Fast-Track Families	
E1 Exurban Elite	0	
07 Winner's Circle	0	
10 Mr. & Ms. Manager	0	
12 God's Country	0	
E2 Exurban Midscale	0	
22 Blue-Collar Comfort	0	
23 Fast-Track Families	0	
30 Exurban Crossroads	0	
41 White Picket Fences	0	
E3 Exurban Francophone	0	
36 Les Traditionnelles	0	
45 Petites Banlieues	0	
50 Villes Tranquilles	0	
Town Groups	0	% base
Top 5 Town Clusters	25 Tools & Trucks	
	39 Ontario Originals	
	40 Heartlanders	
	56 Golden Ponds	
	35 Le Québec Rustique	
T1 Town Midscale	0	
25 Tools & Trucks	0	
39 Ontario Originals	0	
40 Heartlanders	0	
56 Golden Ponds	0	
T2 Town/Rural Francophone	0	

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Social Groups (Households)**

PRIZM C2 Social Groups (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min
35 Le Québec Rustique	0
58 La Vie Bucolique	0
65 Bons Vivants	0

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Social Groups (Households)**

PRIZM C2 Social Groups (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
Rural Groups	0	% base
Top 5 Rural Clusters	27 Fields of Dreams	
	32 New Homesteaders	
	34 Big Sky Families	
	55 Back Country Folks	
	57 Down on the Farm	
R1 Rural Midscale	0	
27 Fields of Dreams	0	
32 New Homesteaders	0	
34 Big Sky Families	0	
R2 Rural Downscale	0	
55 Back Country Folks	0	
57 Down on the Farm	0	
63 First Nations Families	0	

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Lifestage Group Summary (Households)**

PRIZM C2 Lifestage Group Summary (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
		%
Total Households	460,337	%base
Top 5 PRIZM C2 Lifestage Groups		
	Y2 Starter Nests	24.3%
	Y1 Singles Scene	23.2%
	F1 Young Metro Diversity	19.2%
	F6 Maturing Diversity	16.2%
	F5 Prosperous Parents	14.4%
Family Life	230,012	50.0%
F1 Young Metro Diversity	88,536	19.2%
F2 Fledgling Families	0	0.0%
F3 Middle-Aged Achievers	383	0.1%
F4 Family Traditions	0	0.0%
F5 Prosperous Parents	66,435	14.4%
F6 Maturing Diversity	74,658	16.2%
Mature Years	10,899	2.4%
M1 Emptying Nests	0	0.0%
M2 Country Seniors	0	0.0%
M3 Later Years	10,899	2.4%
Younger Years	219,035	47.6%
Y1 Singles Scene	106,992	23.2%
Y2 Starter Nests	112,042	24.3%
Young & Old	391	0.1%
YM1 Young & Old	391	0.1%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Lifestage Groups (Households)**

PRIZM C2 Lifestage Groups (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
		%
Households by PRIZM C2 Cluster	460,337	%base
Ranked PRIZM C2 Lifestage Groups		
	Y2 Starter Nests	24.3%
	Y1 Singles Scene	23.2%
	F1 Young Metro Diversity	19.2%
	F6 Maturing Diversity	16.2%
	F5 Prosperous Parents	14.4%
	M3 Later Years	2.4%
	YM1 Young & Old	0.1%
	F3 Middle-Aged Achievers	0.1%
	F2 Fledgling Families	0.0%
	F4 Family Traditions	0.0%
	M1 Emptying Nests	0.0%
	M2 Country Seniors	0.0%
Family Life Groups	230,012	50.0%
F1 Young Metro Diversity	88,536	19.2%
11 Pets & PCs	853	0.2%
13 Continental Culture	27,337	5.9%
21 South Asian Society	467	0.1%
29 Suburban Rows	3,606	0.8%
46 Newcomers Rising	56,273	12.2%
F2 Fledgling Families	0	0.0%
16 Mini Van & Vin Rouge	0	0.0%
22 Blue-Collar Comfort	0	0.0%
23 Fast-Track Families	0	0.0%
30 Exurban Crossroads	0	0.0%
41 White Picket Fences	0	0.0%
45 Petites Banlieues	0	0.0%
63 First Nations Families	0	0.0%
F3 Middle-Aged Achievers	383	0.1%
03 Suburban Gentry	383	0.1%
06 Nouveaux Riches	0	0.0%
07 Winner's Circle	0	0.0%
10 Mr. & Ms. Manager	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Lifestage Groups (Households)**

PRIZM C2 Lifestage Groups (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
		%
12 God's Country	0	0.0%
14 Upward Bound	0	0.0%
26 La Vie est Belle	0	0.0%
F4 Family Traditions	0	0.0%
25 Tools & Trucks	0	0.0%
27 Fields of Dreams	0	0.0%
34 Big Sky Families	0	0.0%
35 Le Québec Rustique	0	0.0%
36 Les Traditionnelles	0	0.0%
47 Les Québécois Sportifs	0	0.0%
50 Villes Tranquilles	0	0.0%
F5 Prosperous Parents	66,435	14.4%
01 Cosmopolitan Elite	16,792	3.6%
02 Urbane Villagers	28,609	6.2%
05 Asian Affluence	2,411	0.5%
08 Money & Brains	4,291	0.9%
09 Furs & Philanthropy	14,333	3.1%
F6 Maturing Diversity	74,658	16.2%
18 Cluttered Nests	15,667	3.4%
20 Asian Up-and-Comers	1,403	0.3%
33 New Italy	8,753	1.9%
37 Old World Style	48,834	10.6%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Lifestage Groups (Households)**

PRIZM C2 Lifestage Groups (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
		%
Mature Years Groups	10,899	2.4%
M1 Emptying Nests	0	0.0%
17 Les Chics	0	0.0%
19 Rods & Wheels	0	0.0%
32 New Homesteaders	0	0.0%
39 Ontario Originals	0	0.0%
43 Simple Pleasures	0	0.0%
M2 Country Seniors	0	0.0%
55 Back Country Folks	0	0.0%
57 Down on the Farm	0	0.0%
58 La Vie Bucolique	0	0.0%
M3 Later Years	10,899	2.4%
24 Nearly Empty Nests	0	0.0%
38 Grey Pride	4,954	1.1%
40 Heartlanders	0	0.0%
56 Golden Ponds	0	0.0%
61 Les Seniors	0	0.0%
62 Park Bench Seniors	5,945	1.3%
65 Bons Vivants	0	0.0%
Younger Years Groups	219,035	47.6%
Y1 Singles Scene	106,992	23.2%
15 Electric Avenues	21,635	4.7%
31 Grads & Pads	19,119	4.2%
44 Rooms with a View	65,283	14.2%
49 Daytrippers & Nightowls	955	0.2%
60 Single City Renters	0	0.0%
Y2 Starter Nests	112,042	24.3%
04 Young Digerati	63,013	13.7%
42 Urban Spice	39,301	8.5%
48 Jeunes et Actifs	0	0.0%
53 Mobility Blues	0	0.0%
64 Big City Blues	9,728	2.1%
Young & Old Group	391	0.1%
YM1 Young & Old	391	0.1%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Lifestage Groups (Households)**

PRIZM C2 Lifestage Groups (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
		%
28 Startups & Seniors	391	0.1%
51 Lunch at Tim's	0	0.0%
52 La Cité Nomade	0	0.0%
54 Crafting & Curling	0	0.0%
59 Solo Scramble	0	0.0%
66 Survivre en Ville	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Clusters (Households)**

PRIZM C2 Clusters (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
Households by PRIZM C2 Cluster	460,337	% base
Top 10 PRIZM C2 Segments		
	44 Rooms with a View	14.2%
	04 Young Digerati	13.7%
	46 Newcomers Rising	12.2%
	37 Old World Style	10.6%
	42 Urban Spice	8.5%
	02 Urbane Villagers	6.2%
	13 Continental Culture	5.9%
	15 Electric Avenues	4.7%
	31 Grads & Pads	4.2%
	01 Cosmopolitan Elite	3.6%
01 Cosmopolitan Elite	16,792	3.6%
02 Urbane Villagers	28,609	6.2%
08 Money & Brains	4,291	0.9%
09 Furs & Philanthropy	14,333	3.1%
04 Young Digerati	63,013	13.7%
15 Electric Avenues	21,635	4.7%
31 Grads & Pads	19,119	4.2%
13 Continental Culture	27,337	5.9%
18 Cluttered Nests	15,667	3.4%
33 New Italy	8,753	1.9%
37 Old World Style	48,834	10.6%
28 Startups & Seniors	391	0.1%
51 Lunch at Tim's	0	0.0%
53 Mobility Blues	0	0.0%
54 Crafting & Curling	0	0.0%
42 Urban Spice	39,301	8.5%
46 Newcomers Rising	56,273	12.2%
64 Big City Blues	9,728	2.1%
17 Les Chics	0	0.0%
48 Jeunes et Actifs	0	0.0%
52 La Cité Nomade	0	0.0%
66 Survivre en Ville	0	0.0%
44 Rooms with a View	65,283	14.2%
49 Daytrippers & Nightowls	955	0.2%
59 Solo Scramble	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Clusters (Households)**

PRIZM C2 Clusters (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
60 Single City Renters	0	0.0%
62 Park Bench Seniors	5,945	1.3%
03 Suburban Gentry	383	0.1%
06 Nouveaux Riches	0	0.0%
11 Pets & PCs	853	0.2%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Clusters (Households)**

PRIZM C2 Clusters (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
05 Asian Affluence	2,411	0.5%
20 Asian Up-and-Comers	1,403	0.3%
21 South Asian Society	467	0.1%
29 Suburban Rows	3,606	0.8%
16 Mini Van & Vin Rouge	0	0.0%
26 La Vie est Belle	0	0.0%
47 Les Québécois Sportifs	0	0.0%
61 Les Seniors	0	0.0%
14 Upward Bound	0	0.0%
19 Rods & Wheels	0	0.0%
24 Nearly Empty Nests	0	0.0%
38 Grey Pride	4,954	1.1%
43 Simple Pleasures	0	0.0%
07 Winner's Circle	0	0.0%
10 Mr. & Ms. Manager	0	0.0%
12 God's Country	0	0.0%
22 Blue-Collar Comfort	0	0.0%
23 Fast-Track Families	0	0.0%
30 Exurban Crossroads	0	0.0%
41 White Picket Fences	0	0.0%
36 Les Traditionnelles	0	0.0%
45 Petites Banlieues	0	0.0%
50 Villes Tranquilles	0	0.0%
25 Tools & Trucks	0	0.0%
39 Ontario Originals	0	0.0%
40 Heartlanders	0	0.0%
56 Golden Ponds	0	0.0%
35 Le Québec Rustique	0	0.0%
58 La Vie Bucolique	0	0.0%
65 Bons Vivants	0	0.0%
27 Fields of Dreams	0	0.0%
32 New Homesteaders	0	0.0%
34 Big Sky Families	0	0.0%
55 Back Country Folks	0	0.0%
57 Down on the Farm	0	0.0%
63 First Nations Families	0	0.0%
67 Not Classified	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Descriptions (Households)**

PRIZM C2 Cluster Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
Total Households	460,337	% base
01 Cosmopolitan Elite Very wealthy middle-aged and older families	16,792	3.6%
02 Urbane Villagers Wealthy, middle-aged urban sophisticates	28,609	6.2%
08 Money & Brains Upscale, educated couples and families	4,291	0.9%
09 Furs & Philanthropy Upscale, middle-aged and older families	14,333	3.1%
04 Young Digerati Younger, upscale urban trendsetters	63,013	13.7%
15 Electric Avenues Young, upper-middle-class urban singles and couples	21,635	4.7%
31 Grads & Pads Young, lower-middle-class urban singles	19,119	4.2%
13 Continental Culture Upper-middle-class, multi-ethnic urban households	27,337	5.9%
18 Cluttered Nests Upper-middle-class urban couples and multigenerational families	15,667	3.4%
33 New Italy Established, multi-ethnic metro couples and families	8,753	1.9%
37 Old World Style Multi-ethnic, middle-aged urban families	48,834	10.6%
28 Startups & Seniors Midscale mix of young and mature singles and couples	391	0.1%
51 Lunch at Tim's Working-class mature and young in industrial communities	0	0.0%
53 Mobility Blues Young, mobile downscale city dwellers	0	0.0%
54 Crafting & Curling Young and mature, blue-collar and service workers	0	0.0%
42 Urban Spice Young, multi-ethnic lower-middle-class singles	39,301	8.5%
46 Newcomers Rising Young, downscale city immigrants	56,273	12.2%
64 Big City Blues Young and low-income recent immigrants	9,728	2.1%
17 Les Chics Sophisticated, urban Québec couples and singles	0	0.0%
48 Jeunes et Actifs Young and urban Québec singles and couples	0	0.0%
52 La Cité Nomade Downscale, young and mature Québec singles	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Descriptions (Households)**

PRIZM C2 Cluster Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
66 Survivre en Ville Young and old low-income Québec urban renters	0	0.0%
44 Rooms with a View Young, ethnic singles in urban high-rises	65,283	14.2%
49 Daytrippers & Nightowls Young, mobile urban singles and couples	955	0.2%
59 Solo Scramble Young and mature, low-income city dwellers	0	0.0%
60 Single City Renters Young, apartment-dwelling urban singles and couples	0	0.0%
62 Park Bench Seniors Low-income seniors in urban high-rises	5,945	1.3%
03 Suburban Gentry Wealthy, middle-aged suburban families	383	0.1%
06 Nouveaux Riches Wealthy, suburban Québec families	0	0.0%
11 Pets & PCs Large, upscale suburban families	853	0.2%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Descriptions (Households)**

PRIZM C2 Cluster Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
05 Asian Affluence Wealthy, suburban Chinese families	2,411	0.5%
20 Asian Up-and-Comers Successful, middle-aged Asian families	1,403	0.3%
21 South Asian Society Younger, upper-middle-class South Asian families	467	0.1%
29 Suburban Rows Younger, thriving immigrant families	3,606	0.8%
16 Mini Van & Vin Rouge Younger, upper-middle-class Québec families	0	0.0%
26 La Vie est Belle Upper-middle-class, suburban Québec families	0	0.0%
47 Les Québécois Sportifs Lower-middle-class, middle-aged Québec suburbanites	0	0.0%
61 Les Seniors Mature and low-income Québec suburbanites	0	0.0%
14 Upward Bound Upper-middle-class, middle-aged suburban families	0	0.0%
19 Rods & Wheels Middle-aged, upper-middle-class couples and families	0	0.0%
24 Nearly Empty Nests Older suburban couples and families	0	0.0%
38 Grey Pride Lower-middle-class, suburban apartment-dwelling seniors	4,954	1.1%
43 Simple Pleasures Mature, lower-middle class suburban homeowners	0	0.0%
07 Winner's Circle Well-off, middle-aged exurban families	0	0.0%
10 Mr. & Ms. Manager Upscale, dual-income exurban households	0	0.0%
12 God's Country Upscale, middle-aged exurban couples and families	0	0.0%
22 Blue-Collar Comfort Middle-aged, upper-middle-class blue-collar families	0	0.0%
23 Fast-Track Families Upper-middle-class exurban families	0	0.0%
30 Exurban Crossroads Younger, middle-class exurban families	0	0.0%
41 White Picket Fences Young, middle-income exurban families	0	0.0%
36 Les Traditionnelles Midscale, Québec town families and couples	0	0.0%
45 Petites Banlieues	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Descriptions (Households)**

PRIZM C2 Cluster Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
Working-class, Québec town couples and families		
50 Villes Tranquilles	0	0.0%
Middle-aged francophone families and couples		
25 Tools & Trucks	0	0.0%
Middle-class town families and couples		
39 Ontario Originals	0	0.0%
Older, lower-middle-class couples and families		
40 Heartlanders	0	0.0%
Mature, working-class town couples		
56 Golden Ponds	0	0.0%
Downscale small-town seniors		
35 Le Québec Rustique	0	0.0%
Midscale, rural Québec couples and families		
58 La Vie Bucolique	0	0.0%
Older, downscale rural francophones		
65 Bons Vivants	0	0.0%
Small-town francophone singles and couples		
27 Fields of Dreams	0	0.0%
Midscale farmers and blue-collar workers		
32 New Homesteaders	0	0.0%
Rural, midscale couples and families		
34 Big Sky Families	0	0.0%
Middle-aged, midscale Prairie farmers		
55 Back Country Folks	0	0.0%
Older, downscale couples and families in remote areas		
57 Down on the Farm	0	0.0%
Older and mature farm couples and families		
63 First Nations Families	0	0.0%
Young and low-income aboriginal families		
67 Not Classified	0	0.0%

PCensus Online Sample Report
Envionics Analytics PRIZM C2
PRIZM C2 Cluster Detailed Descriptions (Households)

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
Total Households	460,337	
01 Cosmopolitan Elite	16,792	3.6%
<p>Canada's wealthiest lifestyle, Cosmopolitan Elite is an urban oasis for both new-money entrepreneurs and the heirs to old-money fortunes. With household incomes five times the national average, this segment remains concentrated in a handful of established neighbourhoods-like Montreal's Westmount, Toronto's Forest Hill, Calgary's Mount Royal and West Vancouver. Here, superrich, middle-aged families and older couples live in million-dollar homes, drive luxury imports and support the arts, frequenting the opera, ballet, symphony and theatre. They're fitness-minded Canadians who belong to health clubs, work out at home and enjoy Pilates, yoga and cross-country skiing. Active in the community, they like to attend sporting events and arts festivals in addition to volunteering on community projects and donating to a variety of causes-an impulse reflected in their belief in spending money wisely.</p>		
02 Urbane Villagers	28,609	6.2%
<p>Located in Canada's largest metros, Urbane Villagers is a prosperous world of stately homes and highend cars, charity auctions and health club memberships. The nation's second wealthiest cluster, it's characterized by married couples with university degrees and university-aged children, and includes a significant percentage of European, Asian and Middle Eastern immigrants. With their hefty salaries-the average household income is nearly \$240,000-Urbane Villagers members enjoy the trappings of wealth: vacation cottages and boats, trips abroad and tickets to professional sporting events. But these Canadians also tend to be involved in their communities as progressive and philanthropic members of cultural, political and environmental groups; one of their highest-rated values is an interest in diversity.</p>		
08 Money & Brains	4,291	0.9%
<p>The residents of Money & Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these Canadians are empty-nesters or married couples with university-aged children who live in older, fashionable homes in urban and suburban neighbourhoods. With nearly 40 percent holding university degrees, Money & Brains consumers exhibit cultured sensibilities in the marketplace. They have high rates for going to the theatre, symphony, art galleries and the ballet. At home, they read lots of books, listen to classical music radio stations and subscribe to business, news and travel magazines. A politically active cluster, residents here rank high for working on community projects, serving as volunteers and writing letters to public officials. They also support a long list of philanthropic causes, exercising their well developed social conscience with both their time and money.</p>		
09 Furs & Philanthropy	14,333	3.1%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>Educated, upscale and nearly half Jewish, Furs & Philanthropy consists of larger families, empty nests and widows concentrated in a few big-city neighbourhoods like the Bathurst Street section of Toronto and Côtés-des-Neiges in Montreal. Many of these growing areas contain first- and second generation Canadian Jews in addition to recent Russian émigrés. Residents tend to have late teens and older children, own elegant houses or condos and work as white-collar professionals and corporate executives. Maintaining active social lives, they go to the ballet, frequent art galleries, attend ski shows and exercise at health clubs. These urban sophisticates are both well-travelled-they frequently fly to Israel, New York City and the Caribbean-and eclectic in their philanthropy. They donate to a wide range of medical, cultural and religious groups, reinforcing the value they place in being members of a global community.</p>		

**PCensus Online Sample Report
 Envionics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>04 Young Digerati</p> <p>Young Digerati consists of the nation's tech-savvy singles and couples living in fashionable in-town neighbourhoods in a handful of big cities. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with tasteful, high-rise apartments and expensive condos located near fitness clubs, clothing boutiques and all types of bars-from wine to coffee to microbrew. Because many residents have yet to start families, they have the time and discretionary income to pursue active social lives, enjoying dancing, bar-hopping, listening to music and going to film festivals. And they like to look good while they're doing it, taking aerobics and Pilates classes as well as shopping for the latest fashions and electronics. But they're not simply acquisitive materialists; many are socially conscious consumers who donate to cultural, political and environmental groups.</p>	63,013	13.7%
<p>15 Electric Avenues</p> <p>Electric Avenues presents a classic portrait of young singles and couples pursuing lively urban lifestyles. Concentrated in Vancouver, Toronto, Ottawa-Gatineau and Calgary, their older, crowded neighbourhoods are known as havens for university graduates who rent apartments, have entry level jobs and enjoy active leisure lives. While residents here have only average household incomes, their spending power appears greater because so many households are childless. They spend freely on music, books, natural foods and electronics. They have high rates for going to bars, nightclubs and music festivals. Many engage in athletic activities such as jogging, baseball, canoeing and racquet sports. Progressive in their outlook-they support Sexual Permissiveness and the Pursuit of Originality they like to acquire the latest in fashion, food and wine, typically making their purchases online.</p>	21,635	4.7%
<p>31 Grads & Pads</p> <p>The nation's most liberal lifestyle, Grads & Pads is a collection of young, ethnically diverse city dwellers living near universities. Its residents are a progressive mix of well-educated singles, students and recent grads, white-collar professionals and service workers-all living in apartments a short commute to work by public transit or walking. Their incomes aren't high, but these young adults just entering the workforce enjoy the freedom of spending their first paycheques solely on themselves. With three-quarters of the adults unattached, Grads & Pads residents are nightowls who frequent bars, nightclubs, restaurants, rock concerts, art galleries and ballet performances. They like to stay active by skiing, scuba diving, doing aerobics and working out at health clubs. They're also political activists who work for social causes, write to public officials and volunteer for political parties and politicians who support their liberal views.</p>	19,119	4.2%
<p>13 Continental Culture</p>	27,337	5.9%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>Continental Culture presents a portrait of old-fashioned diversity with its many first- and second generation European immigrants, especially from Italy, Portugal, Greece and Poland. Centred in Toronto, its households contain a mix of married and common law couples and, increasingly, young families. Living in older urban singles, semis and low-rise apartments, these relatively young residents tend to have university degrees, white-collar jobs and upscale lifestyles. They have high rates for going to the theatre, art galleries and film festivals. On weekends, they pile their young children into station wagons and visit historical sites, zoos and aquariums. Despite their Old World roots, they hold relatively progressive views, describing themselves as early adopters, supporters of equality of the sexes and fans of novelty and originality.</p>		

PCensus Online Sample Report
Envionics Analytics PRIZM C2
PRIZM C2 Cluster Detailed Descriptions (Households)

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
18 Cluttered Nests	15,667	3.4%
<p>The name Cluttered Nests reflects this cluster's high concentration of multigenerational families located primarily in the older, inner suburbs of Toronto. In these communities, households typically contain the original European, Asian and Caribbean immigrants, their older children now in their late teens and twenties, and sometimes their grandchildren. Given the group's older-than-average population, it's not surprising that residents prefer watching sports to playing them. They have high rates for attending baseball, basketball and soccer games, as well as going to horse races and tennis matches. With average household incomes above \$87,000 from white-collar and service jobs, these consumers are careful with their money, shopping at discount stores like Old Navy, using centsoff coupons and vacationing in nearby cottages. Conservative in their outlook, they place great importance on their family and faith to help preserve their cultural roots.</p>		
33 New Italy	8,753	1.9%
<p>A collection of multi-ethnic neighbourhoods in Montreal and Toronto, New Italy is dominated by long time Italian immigrants and their families. But in recent years, the cluster has changed. The number of residents who speak Italian at home has declined to 12 percent as more Persian and Arabic immigrants have moved in and more third-generation Italians now speak English. Today, the cluster's diverse households enjoy middle-class status from moderate educations and a mix of jobs in service and other industries. In their neighbourhoods lined with older homes, apartments and small shops, they enjoy comfortable, Old World lifestyles. Residents shop at boutiques and gourmet food stores, attend soccer and tennis matches, and drink European wine and specialty coffee. Though they've lived in Canada for decades, they visit their native countries often to maintain their family and cultural ties.</p>		
37 Old World Style	48,834	10.6%
<p>Concentrated in Toronto and Montreal, Old World Style is a portrait of diversity—a mix of ages, housing styles and, most important, ethnicities. A magnet for first-generation immigrants from Portugal, Italy, Asia and Latin America, the cluster's population includes owners and renters, household maintainers ranging from 35 to over 75 years old, and a housing stock that consists of both older apartments and semi-detached houses. More than half of the residents never went to college or university—including many who immigrated for work without a high school education—but their incomes and lifestyles are firmly middle class. Many spend their hard-earned money going to nightclubs, theme parks, operas and health shows. But running beneath the comfortable surface of life in Old World Style is an undercurrent of financial uncertainty—a sense that things might be going to well to last.</p>		
28 Startups & Seniors	391	0.1%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>Startups & Seniors is a prime example of two lifestyles thriving side by side: a mix of very young and old households, singles and widowers, newly married couples and empty-nesting retirees. Found in older city and suburban neighbourhoods filled with duplexes and low-rise apartments, this bi-modal population has a split marketplace personality. Startups & Seniors households have high rates for going to bars, rock concerts and job fairs as well as enjoying gardening, retirement magazines and crafts projects. But residents share relatively high educational levels-45 percent have gone to college or a university-which result in average incomes, a fondness for the arts and a healthy skepticism towards leaders of government or culture. They show little interest in keeping up with fashion trends and wish society would reduce its preoccupation with money.</p>		

**PCensus Online Sample Report
 Envionics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>51 Lunch at Tim's</p> <p>Located in industrial cities and towns across southern Ontario, Lunch at Tim's consists of a mix of mature and young, blue-collar and service workers living in older homes and apartments. They're the kind of tight-knit communities where residents enjoy socializing at local eateries like Tim Horton's. Few clusters score higher in the popularity of sandwich shops, drive-throughs and take-out restaurants. Predominantly white and working-class, these Canadians have crafted rustic lifestyles filled with fishing and hunting, baseball and auto racing. They'll occasionally splurge on a visit to a casino, nightclub or arts and crafts show. But these folks are more concerned about hanging on to their paycheques than gambling them away at a slot machine or video lottery. In fact, Lunch at Tim's residents are receptive to coupon booklets and also join many of the retail loyalty program they come across.</p>	0	0.0%
<p>53 Mobility Blues</p> <p>Located throughout English Canada in cities as well as small towns, Mobility Blues presents a workingclass portrait: a population of young singles, families and single parents who are often on the move, to the point of sometimes feeling aimless. Residents here not only tend to move often, they also have a high rate of employment in transportation, in addition to manufacturing and sales. No one's particularly well off in Mobility Blues, but residents live decently on their \$55,000 annual incomes. They like to visit bars and nightclubs, gamble at bingo halls and horse racetracks, and take the occasional trip within Canada, often staying in their campers or RVs. At home, they enjoy cooking, sewing, collecting stamps, reading community newspapers and listening to the radio country, mainstream rock and classic hits are favourite genres. With many working at tiring industrial jobs, they admit that they're happy just to relax at home at night.</p>	0	0.0%
<p>54 Crafting & Curling</p> <p>Crafting & Curling, a wide-ranging cluster of blue-collar and service sector workers in small cities and large towns, tends to stand out only in its below-averageness. The cluster ranks below average for income, education, immigration, car ownership and new housing. And the lifestyles of its residents a mix of older singles, lone parents, couples and families, including 9 percent aboriginal people-are similarly economical. Crafting & Curling residents have high rates for eating at taco restaurants, shopping at bulk food stores and taking camping vacations. At home, they spend their leisure time making crafts, exercising, reading newspapers, listening to country and mainstream rock, and playing sports like football, golf and curling. Their only vice appears to be gambling; they're big fans of casinos and bingo halls. In these downscale communities, Crafting & Curling residents apparently hope for a big win to improve their prospects.</p>	0	0.0%
<p>42 Urban Spice</p>	39,301	8.5%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>A cluster of immigrant gateway communities, Urban Spice is the first stop for a number of blacks, Arabs and immigrants from Asia, Europe and Latin America. With nearly half of the singles and families foreign born, this cluster draws educated, first-generation Canadians seeking middle-class status in communities throughout Montreal, Toronto and Vancouver. Many of the newcomers live in olderapartments-half of all dwellings were built before 1960-along streets lined with mom-and-pop shops, fast-food restaurants and fruit and vegetable stands. The residents gather at bars, billiards halls, ball fields and music clubs. They enjoy going out at night to film festivals, ballets, operas and art gallery openings. And they take an active interest in the community, ranking as one of the highest among all clusters for having worked on a social issue and adopting an environmentally friendly lifestyle.</p>		

**PCensus Online Sample Report
 Envionics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>46 Newcomers Rising</p> <p>Concentrated in Ontario's older city neighbourhoods, Newcomers Rising is a gateway cluster for young and recent immigrants. Nearly 60 percent of the residents are foreign-born, hailing from an array of nations in South Asia, Latin America and the Middle East. Most of these immigrants—a mix of singles, families and lone-parent households—arrived after 1990 and now live in high-rise apartments, though nearly a quarter moved within the past year. And despite the high rate of university educations, these young workers earn only lower-middle incomes from entry-level jobs. Still they will spend money on trips to nightclubs, taco restaurants and health food stores, and they place a great deal of importance on their appearance. But like many recent immigrants, Newcomers Rising residents are facing economic hard times, and the cluster's socioeconomic ranking has fallen from 33 to 46 since 2001.</p>	56,273	12.2%
<p>64 Big City Blues</p> <p>A group of urban gateway communities, Big City Blues is home to a wide mix of ethnicities and races—Italian and Indian, Greek and Romanian, black and Latino—who've made their way to inner-city neighbourhoods mostly in Toronto and Montreal. But despite facing enormous challenges—low incomes, modest educations and uncertain employment—these singles and single-parent families are confident that they can cope with life's complexities. In Big City Blues, residents typically live in older, low-rise and high-rise apartments, surrounded by mom-and-pop shops, drug stores, and fruit and vegetable shops. Finances are tight, but residents are willing to spend money on their children, taking the kids to cinemas, soccer games and theme parks. Even with household incomes under \$41,000, this cluster is a strong market for videos, plush toys and dolls.</p>	9,728	2.1%
<p>17 Les Chics</p> <p>Among francophones, Les Chics residents are the "beautiful people." Living in fashionable city neighbourhoods like Outremont, Mount Royal, Roxboro and Anjou, these older, often bilingual singles and couples own comfortable houses and luxury condos. Slightly more upscale than in 2001, segment's residents can afford active lifestyles, with high rates for attending theatres, outdoor stages and music festivals. Their favourite leisure activities include going to movies, historical sites and professional tennis matches. And they try to make time for working out, typically playing racquet sports, cycling or cross-country skiing. They have high rates for buying expensive perfume, fashion and jewellery: Les Chics residents greatly enjoy acquiring all kinds of consumer goods especially a product that's new on the market.</p>	0	0.0%
<p>48 Jeunes et Actifs</p>	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>Young, downscale and transient, the residents of Jeunes et Actifs are singles or couples just starting out in life. Nearly a quarter are bilingual, a much lower percentage than in 2001. Although they tend to have university and college educations, most can only afford rentals in older low-rise apartments in central Montreal and Quebec City neighbourhoods. But they will stretch their \$53,000-a-year household incomes to pursue trendy lifestyles rich in fitness and the arts. By day, Jeunes et Actifs have a high rate for exercising through in-line skating, bicycling, cross-country skiing and tennis. At night, they head to movie houses, music festivals, small outdoor stages and art galleries. With so many residents still unmarried, this is a strong market for dating services as well as liberal mores. The young residents here believe in Sexual Permissiveness, the Flexibility of Gender Identity and Equal Relationship with Youth.</p>		

**PCensus Online Sample Report
 Envionics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>52 La Cité Nomade</p> <p>Life can be an economic struggle in La Cité Nomade, a cluster of low-income apartment dwellers in the older cities of Quebec. Most of the residents-a mix of mature and young singles, couples, the divorced, widows and single-parent families-have modest educations and work at lower-income jobs insales or business. Yet they manage to have active social lives by taking advantage of their cities' abundant and cheap entertainment: small outdoor stages, public historical programs and jazz festivalsthat offer discount tickets. That tactic also allows them to preserve extra cash for the occasional splurge at a comedy club, chicken restaurant or cheap and trendy boutique. Despite their tight budgets-residents have high rates for using discount flyers and shopping at public markets-they still describe themselves as enthusiastic consumers who want to be among the first to buy new electronics and the latest fashion.</p>	0	0.0%
<p>66 Survivre en Ville</p> <p>The poorest lifestyle type in Canada, Survivre en Ville consists of economically struggling urban neighbourhoods that are home to young singles, couples and single-parent families. The households are characterized by relatively high unemployment, low educational levels and modest paycheques. Many of these residents-nearly half of whom are bilingual-hold sales or service jobs, commuting to work by foot or older used cars from their homes in older duplexes and low-rise apartments. Nevertheless, these Canadians have a zest for life. They score high for going to nightclubs, bowling alleys, billiard halls and video arcades. And they enjoy a number of individual sports, such as skiing, cycling and in-line skating. These mostly young consumers like discovering new products and fashions, as well as snapping up designer bargains and toys for their kids. Surveys show they're always looking for ways to improve their lives.</p>	0	0.0%
<p>44 Rooms with a View</p> <p>Young, single immigrants are at the heart of Rooms with a View, a cluster of multi-ethnic urban apartment-dwellers concentrated in Toronto, Montreal and Vancouver. Many households are found nearuniversity campuses and contain recent graduates and students still taking classes. With few children in its mix of new immigrants from Asia, South Asia, Latin America and the Middle East, Rooms with a View has the air of an immigrant launching pad. These unattached Canadians use datingservices, frequent bars and comedy clubs, and stay fit doing Pilates and yoga. Many are well educated and have a cultured streak, going to film festivals, ballets, operas and symphonies all at high rates. And with no family financial obligations-not to mention investments-residents can buy lots of books, designer clothes and consumer electronics. As they tell researchers, "I am more of a spender than a saver."</p>	65,283	14.2%
<p>49 Daytrippers & Nightowls</p>	955	0.2%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>With 40 percent of residents under the age of 30, Daytrippers & Nightowls caters to young, footloose lifestyles. Mostly found in low-rent city apartments, these young, unattached Canadians like to spend their leisure time going to nightclubs, cinemas, community theatres and music festivals. Many are bodyconscious individuals who work out at health clubs, jogging, doing yoga and playing racquet sports. In Daytrippers & Nightowls, the dating-and-mating dance continues in full swing-nightclubs, art galleries, online dating services and bridal shows are all popular-and residents are sexually tolerant and open to diversity. Many state that they enjoy meeting people from different cultures, which is appropriate given that nearly a third of their neighbours are immigrants.</p>		

**PCensus Online Sample Report
 Envionics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
59 Solo Scramble	0	0.0%
<p>Scattered across English Canada's cities and large towns, Solo Scramble is often the first home-on their-own for young singles, couples and single parents working at entry-level service jobs. In these downscale neighbourhoods filled with row houses and low-rise apartments, visitors find the streets jam-packed with active, young adults as well as a few long-time, elderly maintainers. Residents have high rates for going to bars, nightclubs, comedy clubs and rock concerts. The concentration of pre school children is apparent in residents' shopping carts, typically filled with toys, video game systems, inexpensive canned pasta, powdered soft drinks and plenty of baby food. With its relatively high concentration of Canadians of aboriginal origin-about 11 percent of the populace-residents scorehigh for cultural fusion, seeking out cross-cultural activities like dance performances, music festivals and community theatre productions.</p>		
60 Single City Renters	0	0.0%
<p>Life can be stressful in Single City Renters, a transient world of mostly poor, young singles, common law couples and single parents. In their crowded neighbourhoods found in mid-sized cities, more thana third of residents are under 35 years old and 86 percent rent apartments in low- and high-rise buildings. Because money is tight-the average household income is under \$44,000-they entertain themselves by engaging in low-cost sports like billiards, bowling, basketball and fitness walking. For a big date, they'll head for a nightclub, motorcycle show or music festival. While those excursions maybe infrequent, the residents in Single City Renters don't complain: these Canadians tell researchers that they have little control of events affecting their lives. Instead, they cope by shopping at public markets, skipping costly plays and exhibitions, and doing volunteer work in an effort to improve their community.</p>		
62 Park Bench Seniors	5,945	1.3%
<p>With half of all its maintainers over 65 years old, Park Bench Seniors is Canada's oldest lifestyle. These downscale retirees tend to live in older, seniors-oriented high- and low-rise apartment buildings in cities across Canada. More than half are retired and typically get by on modest pensions.Because most folks here never made it beyond high school and spent their working lives at modest white-collar and service sector jobs, their lifestyles today are unpretentious. Residents like to spend their time reading, making crafts and taking walks in national parks. In addition, they like to escape the confines of their apartments and occasionally go to baseball games and casinos. Manysupport the arts, regularly going to community theatres, outdoor stages and music festivals. Bu in this low-key leisure world, residents concede that they rarely go out to dinner, and then only to a seafood restaurant or taco eatery.</p>		
03 Suburban Gentry	383	0.1%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>The Suburban Gentry segment is a magnet for Canada's up-and-coming business class: a prosperoussuburban world of dual-income couples who have university degrees and large families, typically with teens or university-aged children. Given its high percentage of managers, scientists, artists and government workers, there's a decidedly professional tone to this cluster. Suburban Gentryresidents rank near the top for operating a small business, owning business software and taking business trips. These consumers are big spenders who like to belong to golf clubs, gamble at casinos,go to the theatre and attend pro football, golf and hockey matches. Fitness conscious, they're much more likely than average Canadians to jog, take aerobics classes, and play golf and basketball.Many take pride in their healthy lifestyle, telling researchers, "I feel guilty when I eat 'junk food.'"</p>		

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>06 Nouveaux Riches</p> <p>The most affluent of the francophone clusters, Nouveaux Riches is centred in the new suburbs outside Montreal, Quebec City and Gatineau, in communities like Boucherville and St-Bruno. As children of the Quiet Revolution, residents here are the first generation of self-made affluent Quebecers. With their university educations, fluency in both French and English, and professional and management jobs, these middle-aged men and women today can afford to house their large families in new suburban splendour-their stately houses adorned with home theatres and plenty of consumer electronics. Nouveaux Riches residents drive expensive imports, buy trendy clothes and enjoy going to nightclubs, theatres, music festivals, movies and auto shows. For exercise, they like to go cycling, ice skate and play racquet sports. Status-conscious, they've earned their way to the top and are unashamed to spend their money on themselves and their children.</p>	0	0.0%
<p>11 Pets & PCs</p> <p>Younger multi-ethnic families with pre-school children have turned Pets & PCs into the largest lifestyle type in Canada. Scattered around the nation's larger cities, the group contains an increasing number of immigrants from South Asia, China and Europe. Few segments have a greater concentration of new housing, and many of the residents have settled into single-home and row housesubdivisions. With their upscale incomes, they have crafted an active, child-centred lifestyle. They participate in a number of team sports, including baseball, basketball, hockey and soccer, shuttling kids and gear to games in minivans and SUVs. On weekends, they head to kid-friendly destinations such as zoos, theme parks and aquariums. They fill their homes with an array of computers and electronic gear, telling researchers that they enjoy buying new products "just for the sheer joy of the novelty."</p>	853	0.2%
<p>05 Asian Affluence</p> <p>The most affluent of the Chinese-dominated lifestyles, Asian Affluence is home to educated, middle aged families, one-third of whom speak Cantonese or Mandarin as their first language. Most residents came to Canada in the 1980s and 1990s, settling in a small number of prosperous neighbourhoods in Toronto and Vancouver. Characterized by large families-the group features a disproportionate number of multi-generational families-Asian Affluence is home to many teenage andtwentysomething children. But thanks to healthy incomes averaging more than \$128,000, Asian Affluence residents enjoy sophisticated lifestyles. They travel abroad often, frequent the ballet and opera, and enjoy going to theatres, film festivals and investment shows. In addition, these mostly university-educated consumers are early adopters, whether the subject is a new scientific discovery, the latest tech gadget or cutting-edge fashion.</p>	2,411	0.5%
<p>20 Asian Up-and-Comers</p>	1,403	0.3%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>Divided between Vancouver and Toronto, Asian Up-and-Comers neighbourhoods are often the first stop for new immigrants from China and, to a lesser degree, the Philippines and other countries in South Asia. These middle-aged families typically are well-educated, middle-class and ethnically diverse. More than half speak a non-official language and 59 percent are foreign born. While their incomes are just average, they still pursue upscale lifestyles as reflected in their interest in film festivals, community theatres, casinos and food and wine shows. Self-described early adopters, Asian Up-and-Comers residents are especially fond of the latest computers and Internet technology, often going online to shop, access news sites, download radio broadcasts and stay connected to relatives back home.</p>		

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>21 South Asian Society</p> <p>Canada's original wave of immigrants from Europe has given way to new populations arriving from Asia, Latin America and the Middle East. South Asian Society reflects this trend, consisting of younger, recent immigrants-48 percent are from South Asia-seeking economic prosperity in suburbanCanada. Cluster households are characterized by mixed educations, skilled blue-collar and service jobs, upper-middle-class incomes and child-centred lifestyles. In neighbourhoods filled with semis, duplexes and low-rise apartments, families pursue outdoor sports like basketball, baseball andsoccer, as well as going to theme parks, video arcades and auto shows. Still making their way in Canadian popular culture-60 percent report a non-official mother tongue-these residents have an average rate for getting a university degree with the hope of bettering their lives.</p>	467	0.1%
<p>29 Suburban Rows</p> <p>Scattered across the provinces, Suburban Rows is composed of younger, middle-class immigrant families living in suburban and urban row houses. More than a third of cluster residents are classified visible minorities: black, South Asian and a mix of Chinese and other nationalities. Despite many having university and college educations, these newcomers mostly work in service sectorjobs, earn average incomes and have low-key lifestyles. They have high rates for playing basketball, soccer, jogging and swimming. And a big date is taking the kids to a zoo, aquarium, carnival or video arcade. They like to shop at mall outlets, where they can acquire the latest consumer electronics, including computers, MP3 players and smartphones. Admitting that they rarelygo to gourmet supermarkets or fancy restaurants, the parents of these growing families say that they don't need a lot of money to enjoy life.</p>	3,606	0.8%
<p>16 Mini Van & Vin Rouge</p> <p>Mini Van & Vin Rouge represents a collection of younger and middle-aged active families and coupleswho live in new exurban communities beyond Quebec's big cities. These upper-middle-class francophone households-more than half of which are bilingual-tend to consist of well-educated, whitecollar professionals with pre-school and school-aged children engaged in energetic, kid-centrec lifestyles. Residents score high for outdoor activities like bicycling, ice skating, skiing, hockey and soccer; family-friendly amusement parks and outdoor stages are also a big draw. For these fun loving parents, a night out means going to a dance club, theatre or comedy club. At home, Mini Van & Vin Rouge families watch a lot of soaps, home décor shows and hockey games, but not during publicevents and family gatherings. Residents here take their family traditions and cultural events seriously.</p>	0	0.0%
<p>26 La Vie est Belle</p>	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>Centred in the suburbs of Quebec's biggest cities, La Vie est Belle is a cluster of upper-middle class families living in single and semi-detached houses. One of the newest lifestyle types, this francophone segment-40 percent bilingual-is characterized by middle-aged, common law couples with teenagers who relish their leisure time. They're avid fans of outdoor sports such as cycling, skiing, soccer, hockey and in-line skating. With family-style cultural tastes, they have high rates for going to outdoor performances, pop concerts, music festivals and historical sites. Their above average incomes and modest mortgages afford them the discretionary cash to enjoy auto shows, whalewatching, soccer games and tennis matches. These working couples, who typically have jobs in business, science or health care, also enjoy meeting friends for dinner at restaurants or in their homes. La Vie est Belle is a strong market for chicken restaurants, imported wine and home delivery.</p>		

PCensus Online Sample Report
Envionics Analytics PRIZM C2
PRIZM C2 Cluster Detailed Descriptions (Households)

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>47 Les Québécois Sportifs</p> <p>Les Québécois Sportifs is a collection of lower-middle-income francophone households of varied ages and backgrounds. Concentrated in suburban hubs like Laval, Lévis and Gatineau, they contain a mix of young and old, single and divorced, and single parents and common-law couples with children. These residents typically were born in Quebec, work at service sector jobs and live in modestly priced apartments, duplexes and single-family homes. Passionate about outdoor sports, many like to spend their leisure time pursuing activities such as ice skating, football, cycling and skiing. They're also a strong market for attending travel and RV shows as well as buying boats and snowboarding equipment. With half of all residents still single, their attitudes are understandably liberal, scoring high for Sexual Permissiveness, Openness Toward Others and a desire to live intensely.</p>	0	0.0%
<p>61 Les Seniors</p> <p>One of the oldest Canadian clusters, Les Seniors is composed of once-thriving industrial towns that have steadily declined in prosperity—places like Drummondville, Joliette and Granby. Today, the cluster is home to mostly downscale retirees living alongside a few younger maintainers who work at low-paying blue-collar and service jobs. Inside their aging duplexes and apartments, the retirees lead sedentary lives, watching TV, listening to the radio and taking in an occasional sportsman show. By contrast, the younger maintainers have high rates for more energetic leisure activities, like playing football, cross-country skiing and attending a music festival or comedy club. Together, these residents—55 percent of whom are bilingual—make Les Seniors a strong market for lottery tickets and a potent base for supporters of a nationalist and activist provincial government.</p>	0	0.0%
<p>14 Upward Bound</p> <p>Upper-middle-class homeowners with school-aged children—that's the brief on Upward Bound, an enviable lifestyle of large families and couples across Canada. With almost equal numbers of university and high school graduates, this cluster is home to white-collar and service workers in business, management and sales. These child-filled households like to spend their leisure time getting exercise; jogging, skiing, aerobics and playing basketball are all popular. The middle-aged adults enjoy going out to community theatres, casinos, sporting events and rock concerts. Their homes, most built between 1960 and 1990, are less decorator showcases than messy teenage hangouts filled with computers and high-tech electronics. Nevertheless, these parents would rather spend a quiet evening at home than go out to a party. In Upward Bound, residents like to control as much of their life as possible—even if it just means controlling their TV remotes.</p>	0	0.0%
<p>19 Rods & Wheels</p>	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>There's a proud, self-reliant streak in Rods & Wheels, a cluster of older, upper-middle-class households that are increasingly empty-nesting. Concentrated in the small towns of Ontario, most residents live in older homes with average values. They've parlayed their varied educations into a mix of occupations and comfortable, outdoorsy lifestyles. Many spend their free time canoeing, powerboating, fishing, hunting, gardening, swimming and playing golf, and they enjoy going to exhibitions that feature RVs, motorcycles, sports gear, cottages, crafts and gardens. Rods & Wheels residents may not be into the latest fashion or the newest technology, but they understand engines, filling their garages with snowmobiles, ATVs, vans and pickup trucks-typically made by domestic manufacturers. As their cluster name implies, residents are big fans of both water and motor sports.</p>		

PCensus Online Sample Report
Envionics Analytics PRIZM C2
PRIZM C2 Cluster Detailed Descriptions (Households)

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
24 Nearly Empty Nests	0	0.0%
<p>Nearly Empty Nests is a haven for married couples over 55 years old whose older children either still live at home or have already flown the coop. Concentrated in several dozen towns, small cities and second-tier metros of English Canada, these residents on the cusp of retirement have achieved midscale incomes from years of working at white-collar and service sector jobs. With discretionary income from their emptying households, they engage in a wide range of leisure pursuits. They have high rates for going to casinos, dinner theatres and film festivals, and many are fond of attending expos for cottages, crafts, boats and pets. For exercise, they enjoy golf, baseball, curling, gardening and aerobics. They have enough money to travel across Europe, but they make sure their investments are sufficiently funded for the future. Many are price-sensitive consumers with a fondness for bulk food stores, loyalty programs and coupons.</p>		
38 Grey Pride	4,954	1.1%
<p>One of the oldest lifestyle types in Canada, Grey Pride is filled with over-60 singles, couples, widows and widowers living in urban- and suburban-fringe apartments. Getting by on comfortable fixed incomes, these residents maintain a relaxed lifestyle, cooking and doing crafts at home, and socializing with friends at the community theatre, ballet, racetrack or art gallery. The chief entertainment for many is television-many own home theatre systems-and residents are big fans of talk shows, news, hockey matches and figure skating. Concerned about their advancing years-one in four are over 75-this cluster's residents score high for buying prescription drugs, having a will and protecting the environment for future generations. Frequent donors to alumni and political groups, they worry that humankind is heading toward major upheavals and they look to these organizations for leadership in a changing world.</p>		
43 Simple Pleasures	0	0.0%
<p>With nearly a third of household maintainers over 65 years old, Simple Pleasures is a quietly aging cluster, a collection of middle-class couples and families living in small towns across English Canada. Many residents are high school-educated empty-nesters, and those still working tend to be employed in service sector jobs. But these communities still have a number of Baby Boom residents more than half of the households have kids-and Simple Pleasures is known for its family-centred lifestyle. Households enjoy outdoor leisure activities like fishing, hunting, cycling, snowboarding and golf. On weekends, they'll go to an auto race, music festival or show on any number of topics: skiing, RVs and health are favourites. Given its small-town setting and aging adults, Simple Pleasures fosters traditional values. Stressing the importance of religion and family values, residents believe society is governed by forces beyond an individual's control.</p>		
07 Winner's Circle	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>The wealthiest exurban lifestyle, Winner's Circle is known for its sprawling families-47 percent of households have four or more people-living in satellite cities within a driving commute of a handful of metro areas. Most residents lead flourishing lifestyles, living in homes built since 1980 and surrounded by recreational parks, ball fields, golf courses and malls filled with big-box stores. With average household incomes around \$131,000, residents of Winner's Circle can afford HDTVs in theirfamily rooms, sport utility vehicles in their garages and lots of consumer electronics in their kids' bedrooms. Although money is still an issue-these financially well-off families express concern about saving enough for the future-many tend to have ostentatious inclinations and don't mind spending freely to look youthful and attractive.</p>		

PCensus Online Sample Report
Environics Analytics PRIZM C2
PRIZM C2 Cluster Detailed Descriptions (Households)

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
10 Mr. & Ms. Manager	0	0.0%
<p>Mr. & Ms. Manager is home to Canada's working couples living in the exurban sprawl beyond the nation's largest cities. The residents of these communities tend to be prosperous executives who like their toys: boats, campers, snowmobiles and impressive collections of sporting equipment. These families and couples enjoy outdoor activities like golf, skiing, power boating and canoeing. They don't mind driving their kids to the zoo, national park or a hockey game as long as they get time to take in a variety of exhibitions, from crafts and gardening to food and wine and investments. And though Mr. & Ms. Manager residents typically commute by car to nearby cities, they enjoy their exurban settings, preferring to go camping over seeing an opera, and driving a pickup truck rather than owning a sedan.</p>		
12 God's Country	0	0.0%
<p>A collection of upscale exurban communities, God's Country features middle-aged families and couples living in single-family homes built after 1985. The cluster is concentrated in the small towns orbiting southern Ontario's cities, and most residents commute to city jobs while taking advantage of leisure activities beyond the downtown hustle. With more than half of all households filled with children, God's Country scores high for participating in baseball, basketball, hockey and soccer. The adults like to play golf, go canoeing, watch horse races and attend sportsmen, cottage and motorcycle exhibitions. To get to their leisure activities, they tend to drive SUVs and trucks, preferring to buy any nameplate as long as it's made in Canada. Individualistic and somewhat anti establishment, these Canadians describe themselves as family-oriented, religious and wary of traditional institutions and authority figures.</p>		
22 Blue-Collar Comfort	0	0.0%
<p>Found across southern Ontario, Blue-Collar Comfort features large families with middle-aged parents who work at skilled blue-collar and service sector jobs. These high school- and college educated Canadians have secured well-paying positions-the average income is more than \$88,000 that allow them to pursue upper-middle-class lifestyles. With their school-aged children, these households have high rates for swimming, playing baseball, going to theme parks and attending book, food and motorcycle shows. Around their older single, semi-detached and row houses, relaxation means nothing more taxing than tuning in to TV sports, sitcoms or reality shows. Blue-Collar Comfort consumers have enough money in their jeans to travel-the cluster includes a high percentage of snowbirds-but many of these wage earners are content to go only as far as the local casual dining restaurant for a night out.</p>		
23 Fast-Track Families	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>Widely dispersed across Canada, Fast-Track Families features a mix of families and couples living in upper-middle-class exurban communities. Most of the adults are middle-aged, married homeowners who work in a variety of business and service occupations. Typically located in areas with many outdoor amenities, these households enjoy an array of activities, from fishing, hiking and camping to golf, hockey and baseball. But they are also close enough to big cities to enjoy entertainment like community theatres, pop concerts and pro sporting events. In their homes, most built since 1980, the presence of children can be seen in the popularity of radio-controlled toys, action figures, pets, computers and video game systems. But having fun is not just for the kids, as the adults consciously strive to leave their work behind by gambling at casinos and enjoying adventure sports like scuba diving and paintball.</p>		

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
30 Exurban Crossroads	0	0.0%
<p>The Exurban Crossroads cluster is distinctive in its ordinariness: younger, middle-class households with lots of children, living in small cities and satellite towns. The educational levels here range from high school to community college. And most residents have parlayed well-paying blue-collar andservice sector jobs into midscale status and outdoorsy lifestyles. Exurban Crossroads household enjoy camping, boating, skiing and visiting national and provincial parks. The adults here have active social lives, with high rates for going to bars, nightclubs, rock concerts and dinner theatres. At home, these families like to make crafts, play video games and listen to music. Their conservative social values are typical of smaller cities and towns: they're pro-Canadian, skeptical towards big business and unconcerned about status recognition.</p>		
41 White Picket Fences	0	0.0%
<p>White Picket Fences is a collection of one-time farm hamlets rapidly evolving into bedroom suburbs filled with young, working-class families. Half the adults are under 44, about a quarter of households are headed by single parents and a majority of children are toddlers and pre-teens. With their high school educations and wide range of jobs, these residents tend to have busy, youthful lifestyles. The adults like to spend time outdoors playing golf, hiking, mountain biking, snowboarding and watching auto races and football games. Their children enjoy playing baseball andbasketball, visiting video arcades and going to zoos and aquariums. These young families are a strong market for an array of leisure products, and they have high rates for buying PCs, video game systems, ATVs, motorcycles and campers. But to maintain their active lifestyle, they use credit liberally, taking out auto loans, using home equity loans and carrying a personal line of credit.</p>		
36 Les Traditionnelles	0	0.0%
<p>The communities that make up Les Traditionnelles are found mostly in middle-class towns across Quebec. Residents are a mix of couples and common-law parents who work at white-collar jobs in science and government as well as service jobs in sales and health care. With most household maintainers between the ages of 45 and 64, Les Traditionnelles lifestyles are more sedentary than athletic. Many residents spend their free time going to foreign movies, chicken restaurants and an array of shows: cottage, craft and motorcycles to name a few. Although more than half are bilingual, they spend a lot of time reading French-language magazines and watching TV soaps, contest shows and serials. And despite average incomes, they enjoy going shopping, albeit at moderately priced stores such as Sears and Reitmans. This is a group where women maintain that theydon't feel fully dressed if they're not wearing perfume.</p>		
45 Petites Banlieues	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>One of the newly emerging lifestyles, Petites Banlieues consists of residents in working-class towns and suburbs throughout Quebec. The highest concentration of households are filled with young, common-law couples with school-aged children who live in inexpensive houses and low-rise apartments. The adults tend to have modest educations and lower-middle incomes, but they get great satisfaction from their blue-collar and service jobs. And because of their low mortgages-the average dwelling value is half the national average-they have the cash to lead active, family centred lifestyles. They're fans of outdoor sports like skiing, in-line skating and cycling. For a night out, they enjoy going to music festivals, comedy clubs and performances on outdoor stages. But many residents are money conscious and prefer to entertain at home, buying video game systems, home delivery food and discount domestic beer.</p>		

PCensus Online Sample Report
Envionics Analytics PRIZM C2
PRIZM C2 Cluster Detailed Descriptions (Households)

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
50 Villes Tranquilles	0	0.0%
<p>A working-class francophone cluster, Villes Tranquilles can be found in the manufacturing towns of Quebec's heartland. The middle-aged residents in this group tend to work in blue-collar and service industries, live in small houses and pursue down-to-earth lifestyles that revolve around their families. They take advantage of their rural settings for outdoorsy leisure activities: skiing, snowboarding, ice skating and power boating. Even with their lower-middle-class incomes, they can afford adult toys like ATVs and snowmobiles, and they enjoy going to a variety of shows, including sportsmen, craft, pet and RV exhibitions. Around the house, residents like to read magazines, maintain their cars and watch TV sports. As consumers, they describe themselves as materialists who shop at discount retailers and mail order outlets. However, with their modest household incomes shopping expeditions happen far less often than they'd like.</p>		
25 Tools & Trucks	0	0.0%
<p>With some of the highest rates for blue-collar jobs in trades, transportation and mining, the residents of Tools & Trucks lead casual lifestyles. These middle-aged couples and families live in midscale houses and mobile homes in small towns and rural communities across English Canada. When quitting time rolls around, they like to relax at home with their DVD players and HDTVs. They're big fans of TV news, home decor shows, crime dramas and personal makeover programs. Their idea of a big night out is going to a family dining restaurant, browsing antiques stores or going shopping at The Brick. Fond of nature, many also spend free time outdoors, going camping, power boating and snowmobiling and playing hockey. When they travel, they typically hit the road in SUVs, trucks hauling campers and recreational vehicles to explore the national and provincial parks across Canada and the U.S.</p>		
39 Ontario Originals	0	0.0%
<p>Concentrated in Canada's most populous province, Ontario Originals is a collection of older couples and families aging gracefully in small towns and mid-sized cities. Many of these empty-nesting households come from humble origins, and more than half never went beyond high school. But well paying jobs and pensions in blue-collar and service professions provide them with comfortable lifestyles, and they spend their leisure time boating, swimming, gardening and going to casinos, horseraces and baseball games. They have the disposable income to fill their backyards with a pool, hot tub and patio furniture. With their conservative views, these older Canadians tend to watch shows like "Dr. Phil," listen to country and oldies radio stations, and express patriotic sentiments.</p>		
40 Heartlanders	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>Widely scattered in towns across Canada, Heartlanders consists of working-class couples and retirees living in unpretentious houses and mobile homes. The aging householders—two-thirds of maintainers are over 55 years old—tend to have high school and trade school diplomas, and hold blue-collar, service sector or agricultural jobs, if they haven't already retired. Their rustic lifestyle—residents enjoy camping, gardening and boating—has changed little in a century, except for the addition of multiple motorized vehicles. Their properties are often cluttered with pickups, power boats, RVs and snowmobiles. The retirees like to gather at farmers' markets and pub restaurants to hash out the latest news, and their opinions are typically right-of-centre: they're staunch supporters of the national government and against premarital sex.</p>		

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
56 Golden Ponds	0	0.0%
<p>Golden Ponds is mostly a rural retirement lifestyle, dominated by downscale families and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors enjoy down-home lifestyles in their older homes, getting by on about \$57,000 a year. In their traditional households, the men fish and hunt, the women garden and bake, and everyone enjoys watching game shows and golf on TV. But some of the younger adults in the cluster, who tend to work at farming and blue-collar jobs, also pursue outdoorsy activities like jet skiing, skateboarding and playing baseball. Living in far-flung communities means they have few commercial options and they often must travel distances to shop at discount stores like Wal-Mart, Sears and Cotton Ginny. At the local grocer, they stock up on powdered drinks, processed cheese and baking ingredients—anything they can't grow in a garden or raise in a pen.</p>		
35 Le Québec Rustique	0	0.0%
<p>With its rural roots, Le Québec Rustique clings to an old-fashioned, unhurried way of life. Concentrated in small towns like Saguenay, St-Victor and Bonaventure, this cluster features middle class couples and families—88 percent of whom are bilingual—who have high rates for holding fishing, farming and construction jobs. Many spend their leisure time out of doors, skiing, boating, fishing and snowmobiling. And despite their isolated communities, they still enjoy a number of entertainment options, such as comedy clubs, auto races, figure skating and sportsmen shows. Although they usually skip the electronics stores, cluster shoppers like to dress smartly and patronize trendy and inexpensive retailers like L'Aubainerie and Wal-Mart. Believing that the pursuit of happiness trumps any obligation to others, these households are less concerned about their health and more interested in enjoying the full bounty of foods and wine.</p>		
58 La Vie Bucolique	0	0.0%
<p>The nation's poorest rural francophone communities make up La Vie Bucolique, a cluster of remote villages and towns in Quebec and New Brunswick. The households—a mix of singles, couples and the divorced—live in older homes worth about a third of the national average. Most adults work at blue collar and farming jobs and pursue outdoor activities in their leisure time. Residents have high rates for going hunting, boating and riding over the countryside in ATVs and snowmobiles. While they'll occasionally drive to cities to attend film festivals, tennis matches and pet shows, La Vie Bucolique residents have learned to survive in their small towns as do-it-yourselfers: they make their own beer, sew their own clothes and do their own car maintenance. Wary of change, these Canadians think diversity is a foreign concept and more closely identify with their region than the country as a whole; only four percent speak English.</p>		
65 Bons Vivants	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>Found in small working-class towns across Quebec, Bons Vivants consists of mostly older singles, couples and lone-parent households who earn modest paycheques from sales, construction and manufacturing jobs. Most haven't gone to college or university, and they're about evenly divided between owners and renters of low-rise apartments and duplexes. But their childless status makes for a busy social life. Members of Bons Vivants are big fans of power boating, cycling, ice skating and playing tennis. They like to go out to cultural events such as music festivals, film festivals and dinner theatres. And they fill their homes with video game systems, DVD players and stereo systems. Unlike many small-town folk who tend to have parochial attitudes and home-centred lives, these Quebecers are outgoing and fun-loving. They tell researchers, "I lead a fairly busy social life."</p>		

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
27 Fields of Dreams	0	0.0%
<p>Concentrated in rural Southwestern Ontario, Fields of Dreams represents the nation's most affluent farm type, a collection of family-owned dairy and soybean farms, orchards and vineyards. The mostly middle-aged couples and families here work at a mix of jobs, and spend their leisure time gardening, fishing, attending auto races and frequenting all kinds of shows and exhibitions. With their modestly priced older houses and solid incomes, Fields of Dreams residents have the discretionary cash to buy power boats, campers, minivans and pickup trucks. Yet they're also price sensitive shoppers who have high rates for going to discount stores and using online auction sites. It's difficult to find a retail rewards program that they don't join, but these privacy-conscious consumers are still careful not to reveal too much personal information to companies.</p>		
32 New Homesteaders	0	0.0%
<p>New Homesteaders is a rural refuge for middle-aged couples and families seeking the comforts of small town living. Predominantly white and middle-class, these households have settled in rustic town and townships filled with single-family houses and mobile homes. With decent-paying jobs in a variety of industries, the group's dual-income couples maintain casual, outdoorsy lifestyles—their driveways filled with campers and power boats, their garages cluttered with snowmobiles and ATVs. They're the kind of consumers who own a lot of pets and sporting equipment. And they don't let distances stop them from enjoying kid-friendly activities: they have high rates for going to national and state parks, video arcades, carnivals and theme parks. They admit that they're somewhat conservative in their thinking, observing that they're risk-averse in financial matters and protective of their children.</p>		
34 Big Sky Families	0	0.0%
<p>Scattered across the Prairies and a handful of other rural areas, Big Sky Families has the highest concentration of farmers in Canada. More than a third of these middle-aged couples and families work in agriculture, with most living on small homesteads and leading rustic middle-class lifestyles. They spend most of their leisure time outside, hunting, fishing, snowmobiling and ice skating. These families travel infrequently and, when they do, they stay close to home, stopping at campgrounds or visiting the homes of friends or relatives. And like other rural consumers, they have high indices for owning pickup trucks, recreational vehicles, snowmobiles and ATVs. Conservative in politics and religion, they're strong supporters of family values and oppose government and businesses amassing information about people's private lives.</p>		
55 Back Country Folks	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>You can't get much further out than Back Country Folks, a collection of remote towns and villages concentrated in the Atlantic provinces. Residents tend to be blue-collar, downscale, over 45 years old and living in older, modest-sized homes. Typically, life in this cluster is a throwback to Canada's agrarian era, when fishing and farming dominated the national economy. Back Country Folks residents are rugged individualists who enjoy hunting, snowmobiling, boating and cross country skiing. Around the house, they're into gardening, cooking, crafts and television especially home improvement shows, game shows, infomercials and country music programs. Somewhat parochial in their world view, these folks love their rustic communities, rarely travel outside Canada and declare that they would rather spend an evening at home than anywhere else.</p>		

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Households)**

PRIZM C2 Cluster Detailed Descriptions (Households)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
57 Down on the Farm	0	0.0%
<p>Down on the Farm earned its name because more than a third of its residents hold agricultural jobs eight times the national average. Found in small towns in the Prairies, British Columbia and Atlantic Canada, this cluster consists of empty-nesting couples and families with teenaged children leading traditional rural lifestyles. Many households spend their leisure time outdoors, fishing, camping and snowmobiling. Inside their older farmhouses and mobile homes, families like to make crafts, bake from scratch, and watch TV networks that offer news, home improvement and personal makeover shows. Hardly homebodies, these households have high rates for travelling to the midwestern U.S., as well as attending a variety of home, auto and food and wine shows. But most are content to lead simple lives and admit that they're most comfortable wearing jeans and shopping at second-hand stores, buying practical and affordable goods.</p>		
63 First Nations Families	0	0.0%
<p>Over 90 percent of residents in First Nations Families are of aboriginal origin, and they tend to be young, modestly educated and downscale. In their widely dispersed communities located throughout the countryside, some 45 percent live in band housing. While these demographics combine to create less-than-lavish rustic lifestyle, many are active in community groups striving to improve their situation. Members of First Nations Families pursue outdoor activities like boating, hiking and skiing. Many own snowmobiles, ATVs and power boats. Their social life revolves around home based activities but they enjoy the occasional night out at a casino, nightclub or seafood restaurant. Residents jealously guard their bucolic treasures and express strong support for protecting the environment. But in these economically depressed areas, residents worry about preserving the land and water to sustain their families with both food and tourism dollars.</p>		

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Social Group Summary (Population)**

PRIZM C2 Social Group Summary (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
Total Population	1,034,650	% base
Top 5 PRIZM C2 Social Groups	U3 Urban Upscale Ethnic	25.6%
	U5 Urban Downscale Ethnic	24.3%
	U2 Urban Young	18.3%
	U1 Urban Elite	16.1%
	U7 Urban Downscale	12.1%
Urban Groups	998,683	96.5%
U1 Urban Elite	166,792	16.1%
U2 Urban Young	189,579	18.3%
U3 Urban Upscale Ethnic	264,972	25.6%
U4 Urban Mix	869	0.1%
U5 Urban Downscale Ethnic	251,373	24.3%
U6 Urban Francophone	0	0.0%
U7 Urban Downscale	125,099	12.1%
Suburban Groups	35,967	3.5%
S1 Suburban Elite	4,466	0.4%
S2 Suburban Upscale Ethnic	21,719	2.1%
S3 Suburban Francophone	0	0.0%
S4 Suburban Midscale	9,782	0.9%
Exurban Groups	0	0.0%
E1 Exurban Elite	0	0.0%
E2 Exurban Midscale	0	0.0%
E3 Exurban Francophone	0	0.0%
Town Groups	0	0.0%
T1 Town Midscale	0	0.0%
T2 Town/Rural Francophone	0	0.0%
Rural Groups	0	0.0%
R1 Rural Midscale	0	0.0%

**PCensus Online Sample Report
Environics Analytics PRIZM C2
PRIZM C2 Social Group Summary (Population)**

PRIZM C2 Social Group Summary (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
R2 Rural Downscale	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Social Groups (Population)**

PRIZM C2 Social Groups (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
Population by PRIZM C2 Cluster	1,034,650	% base
Ranked PRIZM C2 Social Groups		
	U3 Urban Upscale Ethnic	25.6%
	U5 Urban Downscale Ethnic	24.3%
	U2 Urban Young	18.3%
	U1 Urban Elite	16.1%
	U7 Urban Downscale	12.1%
	S2 Suburban Upscale Ethnic	2.1%
	S4 Suburban Midscale	0.9%
	S1 Suburban Elite	0.4%
	U4 Urban Mix	0.1%
	U6 Urban Francophone	0.0%
	S3 Suburban Francophone	0.0%
	E1 Exurban Elite	0.0%
	E2 Exurban Midscale	0.0%
	E3 Exurban Francophone	0.0%
	T1 Town Midscale	0.0%
	T2 Town/Rural Francophone	0.0%
	R1 Rural Midscale	0.0%
	R2 Rural Downscale	0.0%
Urban Groups	998,683	% base
Top 5 Urban Clusters		
	46 Newcomers Rising	13.6%
	37 Old World Style	13.2%
	04 Young Digerati	11.9%
	44 Rooms with a View	11.3%
	42 Urban Spice	9.0%
U1 Urban Elite	166,792	16.7%
01 Cosmopolitan Elite	48,332	4.8%
02 Urbane Villagers	68,210	6.8%
08 Money & Brains	11,629	1.2%
09 Furs & Philanthropy	38,621	3.9%
U2 Urban Young	189,579	19.0%
04 Young Digerati	118,935	11.9%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Social Groups (Population)**

PRIZM C2 Social Groups (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
15 Electric Avenues	40,060	4.0%
31 Grads & Pads	30,583	3.1%
U3 Urban Upscale Ethnic	264,972	26.5%
13 Continental Culture	66,975	6.7%
18 Cluttered Nests	41,867	4.2%
33 New Italy	23,840	2.4%
37 Old World Style	132,290	13.2%
U4 Urban Mix	869	0.1%
28 Startups & Seniors	869	0.1%
51 Lunch at Tim's	0	0.0%
53 Mobility Blues	0	0.0%
54 Crafting & Curling	0	0.0%
U5 Urban Downscale Ethnic	251,373	25.2%
42 Urban Spice	90,054	9.0%
46 Newcomers Rising	136,252	13.6%
64 Big City Blues	25,067	2.5%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Social Groups (Population)**

PRIZM C2 Social Groups (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
U6 Urban Francophone	0	0.0%
17 Les Chics	0	0.0%
48 Jeunes et Actifs	0	0.0%
52 La Cit, Nomade	0	0.0%
66 Survivre en Ville	0	0.0%
U7 Urban Downscale	125,099	12.5%
44 Rooms with a View	112,718	11.3%
49 Daytrippers & Nightowls	2,136	0.2%
59 Solo Scramble	0	0.0%
60 Single City Renters	0	0.0%
62 Park Bench Seniors	10,245	1.0%
Suburban Groups	35,967	% base
Top 5 Suburban Clusters	29 Suburban Rows	28.1%
	38 Grey Pride	27.2%
	05 Asian Affluence	18.8%
	11 Pets & PCs	9.5%
	20 Asian Up-and-Comers	9.0%
S1 Suburban Elite	4,466	12.4%
03 Suburban Gentry	1,055	2.9%
06 Nouveaux Riches	0	0.0%
11 Pets & PCs	3,411	9.5%
S2 Suburban Upscale Ethnic	21,719	60.4%
05 Asian Affluence	6,763	18.8%
20 Asian Up-and-Comers	3,221	9.0%
21 South Asian Society	1,645	4.6%
29 Suburban Rows	10,089	28.1%
S3 Suburban Francophone	0	0.0%
16 Mini Van & Vin Rouge	0	0.0%
26 La Vie est Belle	0	0.0%
47 Les Québécois Sportifs	0	0.0%
61 Les Seniors	0	0.0%
S4 Suburban Midscale	9,782	27.2%
14 Upward Bound	0	0.0%
19 Rods & Wheels	0	0.0%
24 Nearly Empty Nests	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Social Groups (Population)**

PRIZM C2 Social Groups (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
38 Grey Pride	9,782	27.2%
43 Simple Pleasures	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Social Groups (Population)**

PRIZM C2 Social Groups (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
Exurban Groups	0	% base
Top 5 Exurban Clusters	07 Winner's Circle 10 Mr. & Ms. Manager 12 God's Country 22 Blue-Collar Comfort 23 Fast-Track Families	
E1 Exurban Elite	0	
07 Winner's Circle	0	
10 Mr. & Ms. Manager	0	
12 God's Country	0	
E2 Exurban Midscale	0	
22 Blue-Collar Comfort	0	
23 Fast-Track Families	0	
30 Exurban Crossroads	0	
41 White Picket Fences	0	
E3 Exurban Francophone	0	
36 Les Traditionnelles	0	
45 Petites Banlieues	0	
50 Villes Tranquilles	0	
Town Groups	0	% base
Top 5 Town Clusters	25 Tools & Trucks 39 Ontario Originals 40 Heartlanders 56 Golden Ponds 35 Le Québec Rustique	
T1 Town Midscale	0	
25 Tools & Trucks	0	
39 Ontario Originals	0	
40 Heartlanders	0	
56 Golden Ponds	0	
T2 Town/Rural Francophone	0	
35 Le Québec Rustique	0	

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Social Groups (Population)**

PRIZM C2 Social Groups (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min
58 La Vie Bucolique	0
65 Bons Vivants	0

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Social Groups (Population)**

PRIZM C2 Social Groups (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
Rural Groups	0	% base
Top 5 Rural Clusters	27 Fields of Dreams	
	32 New Homesteaders	
	34 Big Sky Families	
	55 Back Country Folks	
	57 Down on the Farm	
R1 Rural Midscale	0	
27 Fields of Dreams	0	
32 New Homesteaders	0	
34 Big Sky Families	0	
R2 Rural Downscale	0	
55 Back Country Folks	0	
57 Down on the Farm	0	
63 First Nations Families	0	

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Lifestage Group Summary (Population)**

PRIZM C2 Lifestage Group Summary (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
		%
Total Population	1,034,650	%base
Top 5 PRIZM C2 Lifestage Groups		
	Y2 Starter Nests	22.6%
	F1 Young Metro Diversity	21.1%
	F6 Maturing Diversity	19.4%
	Y1 Singles Scene	17.9%
	F5 Prosperous Parents	16.8%
Family Life	594,201	57.4%
F1 Young Metro Diversity	218,372	21.1%
F2 Fledgling Families	0	0.0%
F3 Middle-Aged Achievers	1,055	0.1%
F4 Family Traditions	0	0.0%
F5 Prosperous Parents	173,556	16.8%
F6 Maturing Diversity	201,218	19.4%
Mature Years	20,027	1.9%
M1 Emptying Nests	0	0.0%
M2 Country Seniors	0	0.0%
M3 Later Years	20,027	1.9%
Younger Years	419,554	40.6%
Y1 Singles Scene	185,497	17.9%
Y2 Starter Nests	234,056	22.6%
Young & Old	869	0.1%
YM1 Young & Old	869	0.1%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Lifestage Groups (Population)**

PRIZM C2 Lifestage Groups (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
		%
Population by PRIZM C2 Cluster	1,034,650	%base
Ranked PRIZM C2 Lifestage Groups		
Y2 Starter Nests		22.6%
F1 Young Metro Diversity		21.1%
F6 Maturing Diversity		19.4%
Y1 Singles Scene		17.9%
F5 Prosperous Parents		16.8%
M3 Later Years		1.9%
F3 Middle-Aged Achievers		0.1%
YM1 Young & Old		0.1%
F2 Fledgling Families		0.0%
F4 Family Traditions		0.0%
M1 Emptying Nests		0.0%
M2 Country Seniors		0.0%
Family Life Groups	594,201	57.4%
F1 Young Metro Diversity	218,372	21.1%
11 Pets & PCs	3,411	0.3%
13 Continental Culture	66,975	6.5%
21 South Asian Society	1,645	0.2%
29 Suburban Rows	10,089	1.0%
46 Newcomers Rising	136,252	13.2%
F2 Fledgling Families	0	0.0%
16 Mini Van & Vin Rouge	0	0.0%
22 Blue-Collar Comfort	0	0.0%
23 Fast-Track Families	0	0.0%
30 Exurban Crossroads	0	0.0%
41 White Picket Fences	0	0.0%
45 Petites Banlieues	0	0.0%
63 First Nations Families	0	0.0%
F3 Middle-Aged Achievers	1,055	0.1%
03 Suburban Gentry	1,055	0.1%
06 Nouveaux Riches	0	0.0%
07 Winner's Circle	0	0.0%
10 Mr. & Ms. Manager	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Lifestage Groups (Population)**

PRIZM C2 Lifestage Groups (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
		%
12 God's Country	0	0.0%
14 Upward Bound	0	0.0%
26 La Vie est Belle	0	0.0%
F4 Family Traditions	0	0.0%
25 Tools & Trucks	0	0.0%
27 Fields of Dreams	0	0.0%
34 Big Sky Families	0	0.0%
35 Le Québec Rustique	0	0.0%
36 Les Traditionnelles	0	0.0%
47 Les Québécois Sportifs	0	0.0%
50 Villes Tranquilles	0	0.0%
F5 Prosperous Parents	173,556	16.8%
01 Cosmopolitan Elite	48,332	4.7%
02 Urbane Villagers	68,210	6.6%
05 Asian Affluence	6,763	0.7%
08 Money & Brains	11,629	1.1%
09 Furs & Philanthropy	38,621	3.7%
F6 Maturing Diversity	201,218	19.4%
18 Cluttered Nests	41,867	4.0%
20 Asian Up-and-Comers	3,221	0.3%
33 New Italy	23,840	2.3%
37 Old World Style	132,290	12.8%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Lifestage Groups (Population)**

PRIZM C2 Lifestage Groups (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
		%
Mature Years Groups	20,027	1.9%
M1 Emptying Nests	0	0.0%
17 Les Chics	0	0.0%
19 Rods & Wheels	0	0.0%
32 New Homesteaders	0	0.0%
39 Ontario Originals	0	0.0%
43 Simple Pleasures	0	0.0%
M2 Country Seniors	0	0.0%
55 Back Country Folks	0	0.0%
57 Down on the Farm	0	0.0%
58 La Vie Bucolique	0	0.0%
M3 Later Years	20,027	1.9%
24 Nearly Empty Nests	0	0.0%
38 Grey Pride	9,782	0.9%
40 Heartlanders	0	0.0%
56 Golden Ponds	0	0.0%
61 Les Seniors	0	0.0%
62 Park Bench Seniors	10,245	1.0%
65 Bons Vivants	0	0.0%
Younger Years Groups	419,554	40.6%
Y1 Singles Scene	185,497	17.9%
15 Electric Avenues	40,060	3.9%
31 Grads & Pads	30,583	3.0%
44 Rooms with a View	112,718	10.9%
49 Daytrippers & Nightowls	2,136	0.2%
60 Single City Renters	0	0.0%
Y2 Starter Nests	234,056	22.6%
04 Young Digerati	118,935	11.5%
42 Urban Spice	90,054	8.7%
48 Jeunes et Actifs	0	0.0%
53 Mobility Blues	0	0.0%
64 Big City Blues	25,067	2.4%
Young & Old Group	869	0.1%
YM1 Young & Old	869	0.1%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Lifestage Groups (Population)**

PRIZM C2 Lifestage Groups (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
		%
28 Startups & Seniors	869	0.1%
51 Lunch at Tim's	0	0.0%
52 La Cité Nomade	0	0.0%
54 Crafting & Curling	0	0.0%
59 Solo Scramble	0	0.0%
66 Survivre en Ville	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Clusters (Population)**

PRIZM C2 Clusters (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
Population by PRIZM C2 Cluster	1,034,650	% base
Top 10 PRIZM C2 Segments		
	46 Newcomers Rising	13.2%
	37 Old World Style	12.8%
	04 Young Digerati	11.5%
	44 Rooms with a View	10.9%
	42 Urban Spice	8.7%
	02 Urbane Villagers	6.6%
	13 Continental Culture	6.5%
	01 Cosmopolitan Elite	4.7%
	18 Cluttered Nests	4.0%
	15 Electric Avenues	3.9%
01 Cosmopolitan Elite	48,332	4.7%
02 Urbane Villagers	68,210	6.6%
08 Money & Brains	11,629	1.1%
09 Furs & Philanthropy	38,621	3.7%
04 Young Digerati	118,935	11.5%
15 Electric Avenues	40,060	3.9%
31 Grads & Pads	30,583	3.0%
13 Continental Culture	66,975	6.5%
18 Cluttered Nests	41,867	4.0%
33 New Italy	23,840	2.3%
37 Old World Style	132,290	12.8%
28 Startups & Seniors	869	0.1%
51 Lunch at Tim's	0	0.0%
53 Mobility Blues	0	0.0%
54 Crafting & Curling	0	0.0%
42 Urban Spice	90,054	8.7%
46 Newcomers Rising	136,252	13.2%
64 Big City Blues	25,067	2.4%
17 Les Chics	0	0.0%
48 Jeunes et Actifs	0	0.0%
52 La Cité Nomade	0	0.0%
66 Survivre en Ville	0	0.0%
44 Rooms with a View	112,718	10.9%
49 Daytrippers & Nightowls	2,136	0.2%
59 Solo Scramble	0	0.0%
60 Single City Renters	0	0.0%
62 Park Bench Seniors	10,245	1.0%
03 Suburban Gentry	1,055	0.1%
06 Nouveaux Riches	0	0.0%

**PCensus Online Sample Report
Environics Analytics PRIZM C2
PRIZM C2 Clusters (Population)**

PRIZM C2 Clusters (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
11 Pets & PCs	3,411	0.3%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Clusters (Population)**

PRIZM C2 Clusters (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
05 Asian Affluence	6,763	0.7%
20 Asian Up-and-Comers	3,221	0.3%
21 South Asian Society	1,645	0.2%
29 Suburban Rows	10,089	1.0%
16 Mini Van & Vin Rouge	0	0.0%
26 La Vie est Belle	0	0.0%
47 Les Québécois Sportifs	0	0.0%
61 Les Seniors	0	0.0%
14 Upward Bound	0	0.0%
19 Rods & Wheels	0	0.0%
24 Nearly Empty Nests	0	0.0%
38 Grey Pride	9,782	0.9%
43 Simple Pleasures	0	0.0%
07 Winner's Circle	0	0.0%
10 Mr. & Ms. Manager	0	0.0%
12 God's Country	0	0.0%
22 Blue-Collar Comfort	0	0.0%
23 Fast-Track Families	0	0.0%
30 Exurban Crossroads	0	0.0%
41 White Picket Fences	0	0.0%
36 Les Traditionnelles	0	0.0%
45 Petites Banlieues	0	0.0%
50 Villes Tranquilles	0	0.0%
25 Tools & Trucks	0	0.0%
39 Ontario Originals	0	0.0%
40 Heartlanders	0	0.0%
56 Golden Ponds	0	0.0%
35 Le Québec Rustique	0	0.0%
58 La Vie Bucolique	0	0.0%
65 Bons Vivants	0	0.0%
27 Fields of Dreams	0	0.0%
32 New Homesteaders	0	0.0%
34 Big Sky Families	0	0.0%
55 Back Country Folks	0	0.0%
57 Down on the Farm	0	0.0%
63 First Nations Families	0	0.0%
67 Not Classified	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Descriptions (Population)**

PRIZM C2 Cluster Descriptions (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
Total Population	1,034,650	% base
01 Cosmopolitan Elite Very wealthy middle-aged and older families	48,332	4.7%
02 Urbane Villagers Wealthy, middle-aged urban sophisticates	68,210	6.6%
08 Money & Brains Upscale, educated couples and families	11,629	1.1%
09 Furs & Philanthropy Upscale, middle-aged and older families	38,621	3.7%
04 Young Digerati Younger, upscale urban trendsetters	118,935	11.5%
15 Electric Avenues Young, upper-middle-class urban singles and couples	40,060	3.9%
31 Grads & Pads Young, lower-middle-class urban singles	30,583	3.0%
13 Continental Culture Upper-middle-class, multi-ethnic urban households	66,975	6.5%
18 Cluttered Nests Upper-middle-class urban couples and multigenerational families	41,867	4.0%
33 New Italy Established, multi-ethnic metro couples and families	23,840	2.3%
37 Old World Style Multi-ethnic, middle-aged urban families	132,290	12.8%
28 Startups & Seniors Midscale mix of young and mature singles and couples	869	0.1%
51 Lunch at Tim's Working-class mature and young in industrial communities	0	0.0%
53 Mobility Blues Young, mobile downscale city dwellers	0	0.0%
54 Crafting & Curling Young and mature, blue-collar and service workers	0	0.0%
42 Urban Spice Young, multi-ethnic lower-middle-class singles	90,054	8.7%
46 Newcomers Rising Young, downscale city immigrants	136,252	13.2%
64 Big City Blues Young and low-income recent immigrants	25,067	2.4%
17 Les Chics Sophisticated, urban Québec couples and singles	0	0.0%
48 Jeunes et Actifs Young and urban Québec singles and couples	0	0.0%
52 La Cité Nomade Downscale, young and mature Québec singles	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Descriptions (Population)**

PRIZM C2 Cluster Descriptions (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
66 Survivre en Ville Young and old low-income Québec urban renters	0	0.0%
44 Rooms with a View Young, ethnic singles in urban high-rises	112,718	10.9%
49 Daytrippers & Nightowls Young, mobile urban singles and couples	2,136	0.2%
59 Solo Scramble Young and mature, low-income city dwellers	0	0.0%
60 Single City Renters Young, apartment-dwelling urban singles and couples	0	0.0%
62 Park Bench Seniors Low-income seniors in urban high-rises	10,245	1.0%
03 Suburban Gentry Wealthy, middle-aged suburban families	1,055	0.1%
06 Nouveaux Riches Wealthy, suburban Québec families	0	0.0%
11 Pets & PCs Large, upscale suburban families	3,411	0.3%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Descriptions (Population)**

PRIZM C2 Cluster Descriptions (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
05 Asian Affluence Wealthy, suburban Chinese families	6,763	0.7%
20 Asian Up-and-Comers Successful, middle-aged Asian families	3,221	0.3%
21 South Asian Society Younger, upper-middle-class South Asian families	1,645	0.2%
29 Suburban Rows Younger, thriving immigrant families	10,089	1.0%
16 Mini Van & Vin Rouge Younger, upper-middle-class Québec families	0	0.0%
26 La Vie est Belle Upper-middle-class, suburban Québec families	0	0.0%
47 Les Québécois Sportifs Lower-middle-class, middle-aged Québec suburbanites	0	0.0%
61 Les Seniors Mature and low-income Québec suburbanites	0	0.0%
14 Upward Bound Upper-middle-class, middle-aged suburban families	0	0.0%
19 Rods & Wheels Middle-aged, upper-middle-class couples and families	0	0.0%
24 Nearly Empty Nests Older suburban couples and families	0	0.0%
38 Grey Pride Lower-middle-class, suburban apartment-dwelling seniors	9,782	0.9%
43 Simple Pleasures Mature, lower-middle class suburban homeowners	0	0.0%
07 Winner's Circle Well-off, middle-aged exurban families	0	0.0%
10 Mr. & Ms. Manager Upscale, dual-income exurban households	0	0.0%
12 God's Country Upscale, middle-aged exurban couples and families	0	0.0%
22 Blue-Collar Comfort Middle-aged, upper-middle-class blue-collar families	0	0.0%
23 Fast-Track Families Upper-middle-class exurban families	0	0.0%
30 Exurban Crossroads Younger, middle-class exurban families	0	0.0%
41 White Picket Fences Young, middle-income exurban families	0	0.0%
36 Les Traditionnelles Midscale, Québec town families and couples	0	0.0%
45 Petites Banlieues	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Descriptions (Population)**

PRIZM C2 Cluster Descriptions (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
Working-class, Québec town couples and families		
50 Villes Tranquilles	0	0.0%
Middle-aged francophone families and couples		
25 Tools & Trucks	0	0.0%
Middle-class town families and couples		
39 Ontario Originals	0	0.0%
Older, lower-middle-class couples and families		
40 Heartlanders	0	0.0%
Mature, working-class town couples		
56 Golden Ponds	0	0.0%
Downscale small-town seniors		
35 Le Québec Rustique	0	0.0%
Midscale, rural Québec couples and families		
58 La Vie Bucolique	0	0.0%
Older, downscale rural francophones		
65 Bons Vivants	0	0.0%
Small-town francophone singles and couples		
27 Fields of Dreams	0	0.0%
Midscale farmers and blue-collar workers		
32 New Homesteaders	0	0.0%
Rural, midscale couples and families		
34 Big Sky Families	0	0.0%
Middle-aged, midscale Prairie farmers		
55 Back Country Folks	0	0.0%
Older, downscale couples and families in remote areas		
57 Down on the Farm	0	0.0%
Older and mature farm couples and families		
63 First Nations Families	0	0.0%
Young and low-income aboriginal families		
67 Not Classified	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

PRIZM C2 Cluster Detailed Descriptions (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
Total Population	1,034,650	
<p>01 Cosmopolitan Elite</p> <p>Canada's wealthiest lifestyle, Cosmopolitan Elite is an urban oasis for both new-money entrepreneurs and the heirs to old-money fortunes. With household incomes five times the national average, this segment remains concentrated in a handful of established neighbourhoods-like Montreal's Westmount, Toronto's Forest Hill, Calgary's Mount Royal and West Vancouver. Here, super-rich, middle-aged families and older couples live in million-dollar homes, drive luxury imports and support the arts, frequenting the opera, ballet, symphony and theatre. They're fitness-minded Canadians who belong to health clubs, work out at home and enjoy Pilates, yoga and cross-country skiing. Active in the community, they like to attend sporting events and arts festivals in addition to volunteering on community projects and donating to a variety of causes-an impulse reflected in their belief in spending money wisely.</p>	48,332	4.7%
<p>02 Urbane Villagers</p> <p>Located in Canada's largest metros, Urbane Villagers is a prosperous world of stately homes and high-end cars, charity auctions and health club memberships. The nation's second wealthiest cluster, it's characterized by married couples with university degrees and university-aged children, and includes a significant percentage of European, Asian and Middle Eastern immigrants. With their hefty salaries-the average household income is nearly \$240,000-Urbane Villagers members enjoy the trappings of wealth: vacation cottages and boats, trips abroad and tickets to professional sporting events. But these Canadians also tend to be involved in their communities as progressive and philanthropic members of cultural, political and environmental groups; one of their highest-rated values is an interest in diversity.</p>	68,210	6.6%
<p>08 Money & Brains</p> <p>The residents of Money & Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these Canadians are empty-nesters or married couples with university-aged children who live in older, fashionable homes in urban and suburban neighbourhoods. With nearly 40 percent holding university degrees, Money & Brains consumers exhibit cultured sensibilities in the marketplace. They have high rates for going to the theatre, symphony, art galleries and the ballet. At home, they read lots of books, listen to classical music radio stations and subscribe to business, news and travel magazines. A politically active cluster, residents here rank high for working on community projects, serving as volunteers and writing letters to public officials. They also support a long list of philanthropic causes, exercising their well-developed social conscience with both their time and money.</p>	11,629	1.1%
<p>09 Furs & Philanthropy</p>	38,621	3.7%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

PRIZM C2 Cluster Detailed Descriptions (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>Educated, upscale and nearly half Jewish, Furs & Philanthropy consists of larger families, empty nests and widows concentrated in a few big-city neighbourhoods like the Bathurst Street section of Toronto and Côtés-des-Neiges in Montreal. Many of these growing areas contain first- and second generation Canadian Jews in addition to recent Russian émigrés. Residents tend to have late teens and older children, own elegant houses or condos and work as white-collar professionals and corporate executives. Maintaining active social lives, they go to the ballet, frequent art galleries, attend ski shows and exercise at health clubs. These urban sophisticates are both well-travelled-they frequently fly to Israel, New York City and the Caribbean-and eclectic in their philanthropy. They donate to a wide range of medical, cultural and religious groups, reinforcing the value they place in being members of a global community.</p>		

**PCensus Online Sample Report
 Envionics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

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<p>04 Young Digerati</p> <p>Young Digerati consists of the nation's tech-savvy singles and couples living in fashionable in-town neighbourhoods in a handful of big cities. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with tasteful, high-rise apartments and expensive condos located near fitness clubs, clothing boutiques and all types of bars-from wine to coffee to microbrew. Because many residents have yet to start families, they have the time and discretionary income to pursue active social lives, enjoying dancing, bar-hopping, listening to music and going to film festivals. And they like to look good while they're doing it, taking aerobics and Pilates classes as well as shopping for the latest fashions and electronics. But they're not simply acquisitive materialists; many are socially conscious consumers who donate to cultural, political and environmental groups.</p>	118,935	11.5%
<p>15 Electric Avenues</p> <p>Electric Avenues presents a classic portrait of young singles and couples pursuing lively urban lifestyles. Concentrated in Vancouver, Toronto, Ottawa-Gatineau and Calgary, their older, crowded neighbourhoods are known as havens for university graduates who rent apartments, have entry level jobs and enjoy active leisure lives. While residents here have only average household incomes, their spending power appears greater because so many households are childless. They spend freely on music, books, natural foods and electronics. They have high rates for going to bars, nightclubs and music festivals. Many engage in athletic activities such as jogging, baseball, canoeing and racquet sports. Progressive in their outlook-they support Sexual Permissiveness and the Pursuit of Originality they like to acquire the latest in fashion, food and wine, typically making their purchases online.</p>	40,060	3.9%
<p>31 Grads & Pads</p> <p>The nation's most liberal lifestyle, Grads & Pads is a collection of young, ethnically diverse city dwellers living near universities. Its residents are a progressive mix of well-educated singles, students and recent grads, white-collar professionals and service workers-all living in apartments a short commute to work by public transit or walking. Their incomes aren't high, but these young adults just entering the workforce enjoy the freedom of spending their first paycheques solely on themselves. With three-quarters of the adults unattached, Grads & Pads residents are nightowls who frequent bars, nightclubs, restaurants, rock concerts, art galleries and ballet performances. They like to stay active by skiing, scuba diving, doing aerobics and working out at health clubs. They're also political activists who work for social causes, write to public officials and volunteer for political parties and politicians who support their liberal views.</p>	30,583	3.0%
<p>13 Continental Culture</p>	66,975	6.5%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

PRIZM C2 Cluster Detailed Descriptions (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>Continental Culture presents a portrait of old-fashioned diversity with its many first- and second generation European immigrants, especially from Italy, Portugal, Greece and Poland. Centred in Toronto, its households contain a mix of married and common law couples and, increasingly, young families. Living in older urban singles, semis and low-rise apartments, these relatively young residents tend to have university degrees, white-collar jobs and upscale lifestyles. They have high rates for going to the theatre, art galleries and film festivals. On weekends, they pile their young children into station wagons and visit historical sites, zoos and aquariums. Despite their Old World roots, they hold relatively progressive views, describing themselves as early adopters, supporters of equality of the sexes and fans of novelty and originality.</p>		

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

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<p>18 Cluttered Nests</p> <p>The name Cluttered Nests reflects this cluster's high concentration of multigenerational families located primarily in the older, inner suburbs of Toronto. In these communities, households typically contain the original European, Asian and Caribbean immigrants, their older children now in their late teens and twenties, and sometimes their grandchildren. Given the group's older-than-average population, it's not surprising that residents prefer watching sports to playing them. They have high rates for attending baseball, basketball and soccer games, as well as going to horse races and tennis matches. With average household incomes above \$87,000 from white-collar and service jobs, these consumers are careful with their money, shopping at discount stores like Old Navy, using centsoff coupons and vacationing in nearby cottages. Conservative in their outlook, they place great importance on their family and faith to help preserve their cultural roots.</p>	41,867	4.0%
<p>33 New Italy</p> <p>A collection of multi-ethnic neighbourhoods in Montreal and Toronto, New Italy is dominated by long time Italian immigrants and their families. But in recent years, the cluster has changed. The number of residents who speak Italian at home has declined to 12 percent as more Persian and Arabic immigrants have moved in and more third-generation Italians now speak English. Today, the cluster's diverse households enjoy middle-class status from moderate educations and a mix of jobs in service and other industries. In their neighbourhoods lined with older homes, apartments and small shops, they enjoy comfortable, Old World lifestyles. Residents shop at boutiques and gourmet food stores, attend soccer and tennis matches, and drink European wine and specialty coffee. Though they've lived in Canada for decades, they visit their native countries often to maintain their family and cultural ties.</p>	23,840	2.3%
<p>37 Old World Style</p> <p>Concentrated in Toronto and Montreal, Old World Style is a portrait of diversity—a mix of ages, housing styles and, most important, ethnicities. A magnet for first-generation immigrants from Portugal, Italy, Asia and Latin America, the cluster's population includes owners and renters, household maintainers ranging from 35 to over 75 years old, and a housing stock that consists of both older apartments and semi-detached houses. More than half of the residents never went to college or university—including many who immigrated for work without a high school education—but their incomes and lifestyles are firmly middle class. Many spend their hard-earned money going to nightclubs, theme parks, operas and health shows. But running beneath the comfortable surface of life in Old World Style is an undercurrent of financial uncertainty—a sense that things might be going to well to last.</p>	132,290	12.8%
<p>28 Startups & Seniors</p>	869	0.1%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

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<p>Startups & Seniors is a prime example of two lifestyles thriving side by side: a mix of very young and old households, singles and widowers, newly married couples and empty-nesting retirees. Found in older city and suburban neighbourhoods filled with duplexes and low-rise apartments, this bi-modal population has a split marketplace personality. Startups & Seniors households have high rates for going to bars, rock concerts and job fairs as well as enjoying gardening, retirement magazines and crafts projects. But residents share relatively high educational levels-45 percent have gone to college or a university-which result in average incomes, a fondness for the arts and a healthy skepticism towards leaders of government or culture. They show little interest in keeping up with fashion trends and wish society would reduce its preoccupation with money.</p>		

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

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51 Lunch at Tim's	0	0.0%
<p>Located in industrial cities and towns across southern Ontario, Lunch at Tim's consists of a mix of mature and young, blue-collar and service workers living in older homes and apartments. They're the kind of tight-knit communities where residents enjoy socializing at local eateries like Tim Horton's. Few clusters score higher in the popularity of sandwich shops, drive-throughs and take-out restaurants. Predominantly white and working-class, these Canadians have crafted rustic lifestyles filled with fishing and hunting, baseball and auto racing. They'll occasionally splurge on a visit to a casino, nightclub or arts and crafts show. But these folks are more concerned about hanging on to their paycheques than gambling them away at a slot machine or video lottery. In fact, Lunch at Tim's residents are receptive to coupon booklets and also join many of the retail loyalty program they come across.</p>		
53 Mobility Blues	0	0.0%
<p>Located throughout English Canada in cities as well as small towns, Mobility Blues presents a workingclass portrait: a population of young singles, families and single parents who are often on the move, to the point of sometimes feeling aimless. Residents here not only tend to move often, they also have a high rate of employment in transportation, in addition to manufacturing and sales. No one's particularly well off in Mobility Blues, but residents live decently on their \$55,000 annual incomes. They like to visit bars and nightclubs, gamble at bingo halls and horse racetracks, and take the occasional trip within Canada, often staying in their campers or RVs. At home, they enjoy cooking, sewing, collecting stamps, reading community newspapers and listening to the radio country, mainstream rock and classic hits are favourite genres. With many working at tiring industrial jobs, they admit that they're happy just to relax at home at night.</p>		
54 Crafting & Curling	0	0.0%
<p>Crafting & Curling, a wide-ranging cluster of blue-collar and service sector workers in small cities and large towns, tends to stand out only in its below-averageness. The cluster ranks below average for income, education, immigration, car ownership and new housing. And the lifestyles of its residents a mix of older singles, lone parents, couples and families, including 9 percent aboriginal people-are similarly economical. Crafting & Curling residents have high rates for eating at taco restaurants, shopping at bulk food stores and taking camping vacations. At home, they spend their leisure time making crafts, exercising, reading newspapers, listening to country and mainstream rock, and playing sports like football, golf and curling. Their only vice appears to be gambling; they're big fans of casinos and bingo halls. In these downscale communities, Crafting & Curling residents apparently hope for a big win to improve their prospects.</p>		
42 Urban Spice	90,054	8.7%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

PRIZM C2 Cluster Detailed Descriptions (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>A cluster of immigrant gateway communities, Urban Spice is the first stop for a number of blacks, Arabs and immigrants from Asia, Europe and Latin America. With nearly half of the singles and families foreign born, this cluster draws educated, first-generation Canadians seeking middle-class status in communities throughout Montreal, Toronto and Vancouver. Many of the newcomers live in olderapartments-half of all dwellings were built before 1960-along streets lined with mom-and-pop shops, fast-food restaurants and fruit and vegetable stands. The residents gather at bars, billiards halls, ball fields and music clubs. They enjoy going out at night to film festivals, ballets, operas and art gallery openings. And they take an active interest in the community, ranking as one of the highest among all clusters for having worked on a social issue and adopting an environmentally friendly lifestyle.</p>		

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

PRIZM C2 Cluster Detailed Descriptions (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>46 Newcomers Rising</p> <p>Concentrated in Ontario's older city neighbourhoods, Newcomers Rising is a gateway cluster for young and recent immigrants. Nearly 60 percent of the residents are foreign-born, hailing from an array of nations in South Asia, Latin America and the Middle East. Most of these immigrants—a mix of singles, families and lone-parent households—arrived after 1990 and now live in high-rise apartments, though nearly a quarter moved within the past year. And despite the high rate of university educations, these young workers earn only lower-middle incomes from entry-level jobs. Still they will spend money on trips to nightclubs, taco restaurants and health food stores, and they place a great deal of importance on their appearance. But like many recent immigrants, Newcomers Rising residents are facing economic hard times, and the cluster's socioeconomic ranking has fallen from 33 to 46 since 2001.</p>	136,252	13.2%
<p>64 Big City Blues</p> <p>A group of urban gateway communities, Big City Blues is home to a wide mix of ethnicities and races—Italian and Indian, Greek and Romanian, black and Latino—who've made their way to inner-city neighbourhoods mostly in Toronto and Montreal. But despite facing enormous challenges—low incomes, modest educations and uncertain employment—these singles and single-parent families are confident that they can cope with life's complexities. In Big City Blues, residents typically live in older, low-rise and high-rise apartments, surrounded by mom-and-pop shops, drug stores, and fruit and vegetable shops. Finances are tight, but residents are willing to spend money on their children, taking the kids to cinemas, soccer games and theme parks. Even with household incomes under \$41,000, this cluster is a strong market for videos, plush toys and dolls.</p>	25,067	2.4%
<p>17 Les Chics</p> <p>Among francophones, Les Chics residents are the "beautiful people." Living in fashionable city neighbourhoods like Outremont, Mount Royal, Roxboro and Anjou, these older, often bilingual singles and couples own comfortable houses and luxury condos. Slightly more upscale than in 2001, segment's residents can afford active lifestyles, with high rates for attending theatres, outdoor stages and music festivals. Their favourite leisure activities include going to movies, historical sites and professional tennis matches. And they try to make time for working out, typically playing racquet sports, cycling or cross-country skiing. They have high rates for buying expensive perfume, fashion and jewellery: Les Chics residents greatly enjoy acquiring all kinds of consumer goods especially a product that's new on the market.</p>	0	0.0%
<p>48 Jeunes et Actifs</p>	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

PRIZM C2 Cluster Detailed Descriptions (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>Young, downscale and transient, the residents of Jeunes et Actifs are singles or couples just starting out in life. Nearly a quarter are bilingual, a much lower percentage than in 2001. Although they tend to have university and college educations, most can only afford rentals in older low-rise apartments in central Montreal and Quebec City neighbourhoods. But they will stretch their \$53,000-a-year household incomes to pursue trendy lifestyles rich in fitness and the arts. By day, Jeunes et Actifs have a high rate for exercising through in-line skating, bicycling, cross-country skiing and tennis. At night, they head to movie houses, music festivals, small outdoor stages and art galleries. With so many residents still unmarried, this is a strong market for dating services as well as liberal mores. The young residents here believe in Sexual Permissiveness, the Flexibility of Gender Identity and Equal Relationship with Youth.</p>		

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

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<p>52 La Cité Nomade</p> <p>Life can be an economic struggle in La Cité Nomade, a cluster of low-income apartment dwellers in the older cities of Quebec. Most of the residents-a mix of mature and young singles, couples, the divorced, widows and single-parent families-have modest educations and work at lower-income jobs insales or business. Yet they manage to have active social lives by taking advantage of their cities' abundant and cheap entertainment: small outdoor stages, public historical programs and jazz festivalsthat offer discount tickets. That tactic also allows them to preserve extra cash for the occasional splurge at a comedy club, chicken restaurant or cheap and trendy boutique. Despite their tight budgets-residents have high rates for using discount flyers and shopping at public markets-they still describe themselves as enthusiastic consumers who want to be among the first to buy new electronics and the latest fashion.</p>	0	0.0%
<p>66 Survivre en Ville</p> <p>The poorest lifestyle type in Canada, Survivre en Ville consists of economically struggling urban neighbourhoods that are home to young singles, couples and single-parent families. The households are characterized by relatively high unemployment, low educational levels and modest paycheques. Many of these residents-nearly half of whom are bilingual-hold sales or service jobs, commuting to work by foot or older used cars from their homes in older duplexes and low-rise apartments. Nevertheless, these Canadians have a zest for life. They score high for going to nightclubs, bowling alleys, billiard halls and video arcades. And they enjoy a number of individual sports, such as skiing, cycling and in-line skating. These mostly young consumers like discovering new products and fashions, as well as snapping up designer bargains and toys for their kids. Surveys show they're always looking for ways to improve their lives.</p>	0	0.0%
<p>44 Rooms with a View</p> <p>Young, single immigrants are at the heart of Rooms with a View, a cluster of multi-ethnic urban apartment-dwellers concentrated in Toronto, Montreal and Vancouver. Many households are found nearuniversity campuses and contain recent graduates and students still taking classes. With few children in its mix of new immigrants from Asia, South Asia, Latin America and the Middle East, Rooms with a View has the air of an immigrant launching pad. These unattached Canadians use datingservices, frequent bars and comedy clubs, and stay fit doing Pilates and yoga. Many are well educated and have a cultured streak, going to film festivals, ballets, operas and symphonies all at high rates. And with no family financial obligations-not to mention investments-residents can buy lots of books, designer clothes and consumer electronics. As they tell researchers, "I am more of a spender than a saver."</p>	112,718	10.9%
<p>49 Daytrippers & Nightowls</p>	2,136	0.2%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

PRIZM C2 Cluster Detailed Descriptions (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>With 40 percent of residents under the age of 30, Daytrippers & Nightowls caters to young, footloose lifestyles. Mostly found in low-rent city apartments, these young, unattached Canadians like to spend their leisure time going to nightclubs, cinemas, community theatres and music festivals. Many are bodyconscious individuals who work out at health clubs, jogging, doing yoga and playing racquet sports. In Daytrippers & Nightowls, the dating-and-mating dance continues in full swing-nightclubs, art galleries, online dating services and bridal shows are all popular-and residents are sexually tolerant and open to diversity. Many state that they enjoy meeting people from different cultures, which is appropriate given that nearly a third of their neighbours are immigrants.</p>		

**PCensus Online Sample Report
 Envionics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

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<p>59 Solo Scramble</p> <p>Scattered across English Canada's cities and large towns, Solo Scramble is often the first home-on their-own for young singles, couples and single parents working at entry-level service jobs. In these downscale neighbourhoods filled with row houses and low-rise apartments, visitors find the streets jam-packed with active, young adults as well as a few long-time, elderly maintainers. Residents have high rates for going to bars, nightclubs, comedy clubs and rock concerts. The concentration of pre school children is apparent in residents' shopping carts, typically filled with toys, video game systems, inexpensive canned pasta, powdered soft drinks and plenty of baby food. With its relatively high concentration of Canadians of aboriginal origin-about 11 percent of the populace-residents scorehigh for cultural fusion, seeking out cross-cultural activities like dance performances, music festivals and community theatre productions.</p>	0	0.0%
<p>60 Single City Renters</p> <p>Life can be stressful in Single City Renters, a transient world of mostly poor, young singles, common law couples and single parents. In their crowded neighbourhoods found in mid-sized cities, more thana third of residents are under 35 years old and 86 percent rent apartments in low- and high-rise buildings. Because money is tight-the average household income is under \$44,000-they entertain themselves by engaging in low-cost sports like billiards, bowling, basketball and fitness walking. For a big date, they'll head for a nightclub, motorcycle show or music festival. While those excursions maybe infrequent, the residents in Single City Renters don't complain: these Canadians tell researchers that they have little control of events affecting their lives. Instead, they cope by shopping at public markets, skipping costly plays and exhibitions, and doing volunteer work in an effort to improve their community.</p>	0	0.0%
<p>62 Park Bench Seniors</p> <p>With half of all its maintainers over 65 years old, Park Bench Seniors is Canada's oldest lifestyle. These downscale retirees tend to live in older, seniors-oriented high- and low-rise apartment buildings in cities across Canada. More than half are retired and typically get by on modest pensions.Because most folks here never made it beyond high school and spent their working lives at modest white-collar and service sector jobs, their lifestyles today are unpretentious. Residents like to spend their time reading, making crafts and taking walks in national parks. In addition, they like to escape the confines of their apartments and occasionally go to baseball games and casinos. Manysupport the arts, regularly going to community theatres, outdoor stages and music festivals. Bu in this low-key leisure world, residents concede that they rarely go out to dinner, and then only to a seafood restaurant or taco eatery.</p>	10,245	1.0%
<p>03 Suburban Gentry</p>	1,055	0.1%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

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<p>The Suburban Gentry segment is a magnet for Canada's up-and-coming business class: a prosperoussuburban world of dual-income couples who have university degrees and large families, typically with teens or university-aged children. Given its high percentage of managers, scientists, artists and government workers, there's a decidedly professional tone to this cluster. Suburban Gentryresidents rank near the top for operating a small business, owning business software and taking business trips. These consumers are big spenders who like to belong to golf clubs, gamble at casinos,go to the theatre and attend pro football, golf and hockey matches. Fitness conscious, they're much more likely than average Canadians to jog, take aerobics classes, and play golf and basketball.Many take pride in their healthy lifestyle, telling researchers, "I feel guilty when I eat 'junk food.'"</p>		

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 PRIZM C2 Cluster Detailed Descriptions (Population)**

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06 Nouveaux Riches	0	0.0%
<p>The most affluent of the francophone clusters, Nouveaux Riches is centred in the new suburbs outside Montreal, Quebec City and Gatineau, in communities like Boucherville and St-Bruno. As children of the Quiet Revolution, residents here are the first generation of self-made affluent Quebecers. With their university educations, fluency in both French and English, and professional and management jobs, these middle-aged men and women today can afford to house their large families in new suburban splendour-their stately houses adorned with home theatres and plenty of consumer electronics. Nouveaux Riches residents drive expensive imports, buy trendy clothes and enjoy going to nightclubs, theatres, music festivals, movies and auto shows. For exercise, they like to go cycling, ice skate and play racquet sports. Status-conscious, they've earned their way to the top and are unashamed to spend their money on themselves and their children.</p>		
11 Pets & PCs	3,411	0.3%
<p>Younger multi-ethnic families with pre-school children have turned Pets & PCs into the largest lifestyle type in Canada. Scattered around the nation's larger cities, the group contains an increasing number of immigrants from South Asia, China and Europe. Few segments have a greater concentration of new housing, and many of the residents have settled into single-home and row housesubdivisions. With their upscale incomes, they have crafted an active, child-centred lifestyle. They participate in a number of team sports, including baseball, basketball, hockey and soccer, shuttling kids and gear to games in minivans and SUVs. On weekends, they head to kid-friendly destinations such as zoos, theme parks and aquariums. They fill their homes with an array of computers and electronic gear, telling researchers that they enjoy buying new products "just for the sheer joy of the novelty."</p>		
05 Asian Affluence	6,763	0.7%
<p>The most affluent of the Chinese-dominated lifestyles, Asian Affluence is home to educated, middle aged families, one-third of whom speak Cantonese or Mandarin as their first language. Most residents came to Canada in the 1980s and 1990s, settling in a small number of prosperous neighbourhoods in Toronto and Vancouver. Characterized by large families-the group features a disproportionate number of multi-generational families-Asian Affluence is home to many teenage andtwentysomething children. But thanks to healthy incomes averaging more than \$128,000, Asian Affluence residents enjoy sophisticated lifestyles. They travel abroad often, frequent the ballet and opera, and enjoy going to theatres, film festivals and investment shows. In addition, these mostly university-educated consumers are early adopters, whether the subject is a new scientific discovery, the latest tech gadget or cutting-edge fashion.</p>		
20 Asian Up-and-Comers	3,221	0.3%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

PRIZM C2 Cluster Detailed Descriptions (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>Divided between Vancouver and Toronto, Asian Up-and-Comers neighbourhoods are often the first stop for new immigrants from China and, to a lesser degree, the Philippines and other countries in South Asia. These middle-aged families typically are well-educated, middle-class and ethnically diverse. More than half speak a non-official language and 59 percent are foreign born. While their incomes are just average, they still pursue upscale lifestyles as reflected in their interest in film festivals, community theatres, casinos and food and wine shows. Self-described early adopters, Asian Up-and-Comers residents are especially fond of the latest computers and Internet technology, often going online to shop, access news sites, download radio broadcasts and stay connected to relatives back home.</p>		

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
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PRIZM C2 Cluster Detailed Descriptions (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>21 South Asian Society</p> <p>Canada's original wave of immigrants from Europe has given way to new populations arriving from Asia, Latin America and the Middle East. South Asian Society reflects this trend, consisting of younger, recent immigrants-48 percent are from South Asia-seeking economic prosperity in suburbanCanada. Cluster households are characterized by mixed educations, skilled blue-collar and service jobs, upper-middle-class incomes and child-centred lifestyles. In neighbourhoods filled with semis, duplexes and low-rise apartments, families pursue outdoor sports like basketball, baseball andsoccer, as well as going to theme parks, video arcades and auto shows. Still making their way in Canadian popular culture-60 percent report a non-official mother tongue-these residents have an average rate for getting a university degree with the hope of bettering their lives.</p>	1,645	0.2%
<p>29 Suburban Rows</p> <p>Scattered across the provinces, Suburban Rows is composed of younger, middle-class immigrant families living in suburban and urban row houses. More than a third of cluster residents are classified visible minorities: black, South Asian and a mix of Chinese and other nationalities. Despite many having university and college educations, these newcomers mostly work in service sectorjobs, earn average incomes and have low-key lifestyles. They have high rates for playing basketball, soccer, jogging and swimming. And a big date is taking the kids to a zoo, aquarium, carnival or video arcade. They like to shop at mall outlets, where they can acquire the latest consumer electronics, including computers, MP3 players and smartphones. Admitting that they rarelygo to gourmet supermarkets or fancy restaurants, the parents of these growing families say that they don't need a lot of money to enjoy life.</p>	10,089	1.0%
<p>16 Mini Van & Vin Rouge</p> <p>Mini Van & Vin Rouge represents a collection of younger and middle-aged active families and coupleswho live in new exurban communities beyond Quebec's big cities. These upper-middle-class francophone households-more than half of which are bilingual-tend to consist of well-educated, whitecollar professionals with pre-school and school-aged children engaged in energetic, kid-centrec lifestyles. Residents score high for outdoor activities like bicycling, ice skating, skiing, hockey and soccer; family-friendly amusement parks and outdoor stages are also a big draw. For these fun loving parents, a night out means going to a dance club, theatre or comedy club. At home, Mini Van & Vin Rouge families watch a lot of soaps, home décor shows and hockey games, but not during publicevents and family gatherings. Residents here take their family traditions and cultural events seriously.</p>	0	0.0%
<p>26 La Vie est Belle</p>	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

PRIZM C2 Cluster Detailed Descriptions (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>Centred in the suburbs of Quebec's biggest cities, La Vie est Belle is a cluster of upper-middle class families living in single and semi-detached houses. One of the newest lifestyle types, this francophone segment-40 percent bilingual-is characterized by middle-aged, common law couples with teenagers who relish their leisure time. They're avid fans of outdoor sports such as cycling, skiing, soccer, hockey and in-line skating. With family-style cultural tastes, they have high rates for going to outdoor performances, pop concerts, music festivals and historical sites. Their above average incomes and modest mortgages afford them the discretionary cash to enjoy auto shows, whalewatching, soccer games and tennis matches. These working couples, who typically have jobs in business, science or health care, also enjoy meeting friends for dinner at restaurants or in their homes. La Vie est Belle is a strong market for chicken restaurants, imported wine and home delivery.</p>		

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
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<p>47 Les Québécois Sportifs</p> <p>Les Québécois Sportifs is a collection of lower-middle-income francophone households of varied ages and backgrounds. Concentrated in suburban hubs like Laval, Lévis and Gatineau, they contain a mix of young and old, single and divorced, and single parents and common-law couples with children. These residents typically were born in Quebec, work at service sector jobs and live in modestly priced apartments, duplexes and single-family homes. Passionate about outdoor sports, many like to spend their leisure time pursuing activities such as ice skating, football, cycling and skiing. They're also a strong market for attending travel and RV shows as well as buying boats and snowboarding equipment. With half of all residents still single, their attitudes are understandably liberal, scoring high for Sexual Permissiveness, Openness Toward Others and a desire to live intensely.</p>	0	0.0%
<p>61 Les Seniors</p> <p>One of the oldest Canadian clusters, Les Seniors is composed of once-thriving industrial towns that have steadily declined in prosperity—places like Drummondville, Joliette and Granby. Today, the cluster is home to mostly downscale retirees living alongside a few younger maintainers who work at low-paying blue-collar and service jobs. Inside their aging duplexes and apartments, the retirees lead sedentary lives, watching TV, listening to the radio and taking in an occasional sportsman show. By contrast, the younger maintainers have high rates for more energetic leisure activities, like playing football, cross-country skiing and attending a music festival or comedy club. Together, these residents—55 percent of whom are bilingual—make Les Seniors a strong market for lottery tickets and a potent base for supporters of a nationalist and activist provincial government.</p>	0	0.0%
<p>14 Upward Bound</p> <p>Upper-middle-class homeowners with school-aged children—that's the brief on Upward Bound, an enviable lifestyle of large families and couples across Canada. With almost equal numbers of university and high school graduates, this cluster is home to white-collar and service workers in business, management and sales. These child-filled households like to spend their leisure time getting exercise; jogging, skiing, aerobics and playing basketball are all popular. The middle-aged adults enjoy going out to community theatres, casinos, sporting events and rock concerts. Their homes, most built between 1960 and 1990, are less decorator showcases than messy teenage hangouts filled with computers and high-tech electronics. Nevertheless, these parents would rather spend a quiet evening at home than go out to a party. In Upward Bound, residents like to control as much of their life as possible—even if it just means controlling their TV remotes.</p>	0	0.0%
<p>19 Rods & Wheels</p>	0	0.0%

**PCensus Online Sample Report
 Envionics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

PRIZM C2 Cluster Detailed Descriptions (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>There's a proud, self-reliant streak in Rods & Wheels, a cluster of older, upper-middle-class households that are increasingly empty-nesting. Concentrated in the small towns of Ontario, most residents live in older homes with average values. They've parlayed their varied educations into a mix of occupations and comfortable, outdoorsy lifestyles. Many spend their free time canoeing, powerboating, fishing, hunting, gardening, swimming and playing golf, and they enjoy going to exhibitions that feature RVs, motorcycles, sports gear, cottages, crafts and gardens. Rods & Wheels residents may not be into the latest fashion or the newest technology, but they understand engines, filling their garages with snowmobiles, ATVs, vans and pickup trucks-typically made by domestic manufacturers. As their cluster name implies, residents are big fans of both water and motor sports.</p>		

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
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<p>24 Nearly Empty Nests</p> <p>Nearly Empty Nests is a haven for married couples over 55 years old whose older children either still live at home or have already flown the coop. Concentrated in several dozen towns, small cities and second-tier metros of English Canada, these residents on the cusp of retirement have achieved midscale incomes from years of working at white-collar and service sector jobs. With discretionary income from their emptying households, they engage in a wide range of leisure pursuits. They have high rates for going to casinos, dinner theatres and film festivals, and many are fond of attending expos for cottages, crafts, boats and pets. For exercise, they enjoy golf, baseball, curling, gardening and aerobics. They have enough money to travel across Europe, but they make sure their investments are sufficiently funded for the future. Many are price-sensitive consumers with a fondness for bulk food stores, loyalty programs and coupons.</p>	0	0.0%
<p>38 Grey Pride</p> <p>One of the oldest lifestyle types in Canada, Grey Pride is filled with over-60 singles, couples, widows and widowers living in urban- and suburban-fringe apartments. Getting by on comfortable fixed incomes, these residents maintain a relaxed lifestyle, cooking and doing crafts at home, and socializing with friends at the community theatre, ballet, racetrack or art gallery. The chief entertainment for many is television-many own home theatre systems-and residents are big fans of talk shows, news, hockey matches and figure skating. Concerned about their advancing years-one in four are over 75-this cluster's residents score high for buying prescription drugs, having a will and protecting the environment for future generations. Frequent donors to alumni and political groups, they worry that humankind is heading toward major upheavals and they look to these organizations for leadership in a changing world.</p>	9,782	0.9%
<p>43 Simple Pleasures</p> <p>With nearly a third of household maintainers over 65 years old, Simple Pleasures is a quietly aging cluster, a collection of middle-class couples and families living in small towns across English Canada. Many residents are high school-educated empty-nesters, and those still working tend to be employed in service sector jobs. But these communities still have a number of Baby Boom residents more than half of the households have kids-and Simple Pleasures is known for its family-centred lifestyle. Households enjoy outdoor leisure activities like fishing, hunting, cycling, snowboarding and golf. On weekends, they'll go to an auto race, music festival or show on any number of topics: skiing, RVs and health are favourites. Given its small-town setting and aging adults, Simple Pleasures fosters traditional values. Stressing the importance of religion and family values, residents believe society is governed by forces beyond an individual's control.</p>	0	0.0%
<p>07 Winner's Circle</p>	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

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<p>The wealthiest exurban lifestyle, Winner's Circle is known for its sprawling families-47 percent of households have four or more people-living in satellite cities within a driving commute of a handful of metro areas. Most residents lead flourishing lifestyles, living in homes built since 1980 and surrounded by recreational parks, ball fields, golf courses and malls filled with big-box stores. With average household incomes around \$131,000, residents of Winner's Circle can afford HDTVs in theirfamily rooms, sport utility vehicles in their garages and lots of consumer electronics in their kids' bedrooms. Although money is still an issue-these financially well-off families express concern about saving enough for the future-many tend to have ostentatious inclinations and don't mind spending freely to look youthful and attractive.</p>		

PCensus Online Sample Report
Environics Analytics PRIZM C2
PRIZM C2 Cluster Detailed Descriptions (Population)

PRIZM C2 Cluster Detailed Descriptions (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
10 Mr. & Ms. Manager	0	0.0%
<p>Mr. & Ms. Manager is home to Canada's working couples living in the exurban sprawl beyond the nation's largest cities. The residents of these communities tend to be prosperous executives who like their toys: boats, campers, snowmobiles and impressive collections of sporting equipment. These families and couples enjoy outdoor activities like golf, skiing, power boating and canoeing. They don't mind driving their kids to the zoo, national park or a hockey game as long as they get time to take in a variety of exhibitions, from crafts and gardening to food and wine and investments. And though Mr. & Ms. Manager residents typically commute by car to nearby cities, they enjoy their exurban settings, preferring to go camping over seeing an opera, and driving a pickup truck rather than owning a sedan.</p>		
12 God's Country	0	0.0%
<p>A collection of upscale exurban communities, God's Country features middle-aged families and couples living in single-family homes built after 1985. The cluster is concentrated in the small towns orbiting southern Ontario's cities, and most residents commute to city jobs while taking advantage of leisure activities beyond the downtown hustle. With more than half of all households filled with children, God's Country scores high for participating in baseball, basketball, hockey and soccer. The adults like to play golf, go canoeing, watch horse races and attend sportsmen, cottage and motorcycle exhibitions. To get to their leisure activities, they tend to drive SUVs and trucks, preferring to buy any nameplate as long as it's made in Canada. Individualistic and somewhat anti establishment, these Canadians describe themselves as family-oriented, religious and wary of traditional institutions and authority figures.</p>		
22 Blue-Collar Comfort	0	0.0%
<p>Found across southern Ontario, Blue-Collar Comfort features large families with middle-aged parents who work at skilled blue-collar and service sector jobs. These high school- and college educated Canadians have secured well-paying positions-the average income is more than \$88,000 that allow them to pursue upper-middle-class lifestyles. With their school-aged children, these households have high rates for swimming, playing baseball, going to theme parks and attending book, food and motorcycle shows. Around their older single, semi-detached and row houses, relaxation means nothing more taxing than tuning in to TV sports, sitcoms or reality shows. Blue-Collar Comfort consumers have enough money in their jeans to travel-the cluster includes a high percentage of snowbirds-but many of these wage earners are content to go only as far as the local casual dining restaurant for a night out.</p>		
23 Fast-Track Families	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

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<p>Widely dispersed across Canada, Fast-Track Families features a mix of families and couples living in upper-middle-class exurban communities. Most of the adults are middle-aged, married homeowners who work in a variety of business and service occupations. Typically located in areas with many outdoor amenities, these households enjoy an array of activities, from fishing, hiking and camping to golf, hockey and baseball. But they are also close enough to big cities to enjoy entertainment like community theatres, pop concerts and pro sporting events. In their homes, most built since 1980, the presence of children can be seen in the popularity of radio-controlled toys, action figures, pets, computers and video game systems. But having fun is not just for the kids, as the adults consciously strive to leave their work behind by gambling at casinos and enjoying adventure sports like scuba diving and paintball.</p>		

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
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<p>30 Exurban Crossroads</p> <p>The Exurban Crossroads cluster is distinctive in its ordinariness: younger, middle-class households with lots of children, living in small cities and satellite towns. The educational levels here range from high school to community college. And most residents have parlayed well-paying blue-collar andservice sector jobs into midscale status and outdoorsy lifestyles. Exurban Crossroads household enjoy camping, boating, skiing and visiting national and provincial parks. The adults here have active social lives, with high rates for going to bars, nightclubs, rock concerts and dinner theatres. At home, these families like to make crafts, play video games and listen to music. Their conservative social values are typical of smaller cities and towns: they're pro-Canadian, skeptical towards big business and unconcerned about status recognition.</p>	0	0.0%
<p>41 White Picket Fences</p> <p>White Picket Fences is a collection of one-time farm hamlets rapidly evolving into bedroom suburbs filled with young, working-class families. Half the adults are under 44, about a quarter of households are headed by single parents and a majority of children are toddlers and pre-teens. With their high school educations and wide range of jobs, these residents tend to have busy, youthful lifestyles. The adults like to spend time outdoors playing golf, hiking, mountain biking, snowboarding and watching auto races and football games. Their children enjoy playing baseball andbasketball, visiting video arcades and going to zoos and aquariums. These young families are a strong market for an array of leisure products, and they have high rates for buying PCs, video game systems, ATVs, motorcycles and campers. But to maintain their active lifestyle, they use credit liberally, taking out auto loans, using home equity loans and carrying a personal line of credit.</p>	0	0.0%
<p>36 Les Traditionnelles</p> <p>The communities that make up Les Traditionnelles are found mostly in middle-class towns across Quebec. Residents are a mix of couples and common-law parents who work at white-collar jobs in science and government as well as service jobs in sales and health care. With most household maintainers between the ages of 45 and 64, Les Traditionnelles lifestyles are more sedentary than athletic. Many residents spend their free time going to foreign movies, chicken restaurants and an array of shows: cottage, craft and motorcycles to name a few. Although more than half are bilingual, they spend a lot of time reading French-language magazines and watching TV soaps, contest shows and serials. And despite average incomes, they enjoy going shopping, albeit at moderately priced stores such as Sears and Reitmans. This is a group where women maintain that theydon't feel fully dressed if they're not wearing perfume.</p>	0	0.0%
<p>45 Petites Banlieues</p>	0	0.0%

**PCensus Online Sample Report
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<p>One of the newly emerging lifestyles, Petites Banlieues consists of residents in working-class towns and suburbs throughout Quebec. The highest concentration of households are filled with young, common-law couples with school-aged children who live in inexpensive houses and low-rise apartments. The adults tend to have modest educations and lower-middle incomes, but they get great satisfaction from their blue-collar and service jobs. And because of their low mortgages-the average dwelling value is half the national average-they have the cash to lead active, family centred lifestyles. They're fans of outdoor sports like skiing, in-line skating and cycling. For a night out, they enjoy going to music festivals, comedy clubs and performances on outdoor stages. But many residents are money conscious and prefer to entertain at home, buying video game systems, home delivery food and discount domestic beer.</p>		

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50 Villes Tranquilles	0	0.0%
<p>A working-class francophone cluster, Villes Tranquilles can be found in the manufacturing towns of Quebec's heartland. The middle-aged residents in this group tend to work in blue-collar and service industries, live in small houses and pursue down-to-earth lifestyles that revolve around their families. They take advantage of their rural settings for outdoorsy leisure activities: skiing, snowboarding, ice skating and power boating. Even with their lower-middle-class incomes, they can afford adult toys like ATVs and snowmobiles, and they enjoy going to a variety of shows, including sportsmen, craft, pet and RV exhibitions. Around the house, residents like to read magazines, maintain their cars and watch TV sports. As consumers, they describe themselves as materialists who shop at discount retailers and mail order outlets. However, with their modest household incomes shopping expeditions happen far less often than they'd like.</p>		
25 Tools & Trucks	0	0.0%
<p>With some of the highest rates for blue-collar jobs in trades, transportation and mining, the residents of Tools & Trucks lead casual lifestyles. These middle-aged couples and families live in midscale houses and mobile homes in small towns and rural communities across English Canada. When quitting time rolls around, they like to relax at home with their DVD players and HDTVs. They're big fans of TV news, home decor shows, crime dramas and personal makeover programs. Their idea of a big night out is going to a family dining restaurant, browsing antiques stores or going shopping at The Brick. Fond of nature, many also spend free time outdoors, going camping, power boating and snowmobiling and playing hockey. When they travel, they typically hit the road in SUVs, trucks hauling campers and recreational vehicles to explore the national and provincial parks across Canada and the U.S.</p>		
39 Ontario Originals	0	0.0%
<p>Concentrated in Canada's most populous province, Ontario Originals is a collection of older couples and families aging gracefully in small towns and mid-sized cities. Many of these empty-nesting households come from humble origins, and more than half never went beyond high school. But well paying jobs and pensions in blue-collar and service professions provide them with comfortable lifestyles, and they spend their leisure time boating, swimming, gardening and going to casinos, horseraces and baseball games. They have the disposable income to fill their backyards with a pool, hot tub and patio furniture. With their conservative views, these older Canadians tend to watch shows like "Dr. Phil," listen to country and oldies radio stations, and express patriotic sentiments.</p>		
40 Heartlanders	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
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PRIZM C2 Cluster Detailed Descriptions (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
<p>Widely scattered in towns across Canada, Heartlanders consists of working-class couples and retirees living in unpretentious houses and mobile homes. The aging householders—two-thirds of maintainers are over 55 years old—tend to have high school and trade school diplomas, and hold blue-collar, service sector or agricultural jobs, if they haven't already retired. Their rustic lifestyle—residents enjoy camping, gardening and boating—has changed little in a century, except for the addition of multiple motorized vehicles. Their properties are often cluttered with pickups, power boats, RVs and snowmobiles. The retirees like to gather at farmers' markets and pub restaurants to hash out the latest news, and their opinions are typically right-of-centre: they're staunch supporters of the national government and against premarital sex.</p>		

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 Environics Analytics PRIZM C2
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<p>56 Golden Ponds</p> <p>Golden Ponds is mostly a rural retirement lifestyle, dominated by downscale families and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors enjoy down-home lifestyles in their older homes, getting by on about \$57,000 a year. In their traditional households, the men fish and hunt, the women garden and bake, and everyone enjoys watching game shows and golf on TV. But some of the younger adults in the cluster, who tend to work at farming and blue-collar jobs, also pursue outdoorsy activities like jet skiing, skateboarding and playing baseball. Living in far-flung communities means they have few commercial options and they often must travel distances to shop at discount stores like Wal-Mart, Sears and Cotton Ginny. At the local grocer, they stock up on powdered drinks, processed cheese and baking ingredients—anything they can't grow in a garden or raise in a pen.</p>	0	0.0%
<p>35 Le Québec Rustique</p> <p>With its rural roots, Le Québec Rustique clings to an old-fashioned, unhurried way of life. Concentrated in small towns like Saguenay, St-Victor and Bonaventure, this cluster features middle class couples and families—88 percent of whom are bilingual—who have high rates for holding fishing, farming and construction jobs. Many spend their leisure time out of doors, skiing, boating, fishing and snowmobiling. And despite their isolated communities, they still enjoy a number of entertainment options, such as comedy clubs, auto races, figure skating and sportsmen shows. Although they usually skip the electronics stores, cluster shoppers like to dress smartly and patronize trendy and inexpensive retailers like L'Aubainerie and Wal-Mart. Believing that the pursuit of happiness trumps any obligation to others, these households are less concerned about their health and more interested in enjoying the full bounty of foods and wine.</p>	0	0.0%
<p>58 La Vie Bucolique</p> <p>The nation's poorest rural francophone communities make up La Vie Bucolique, a cluster of remote villages and towns in Quebec and New Brunswick. The households—a mix of singles, couples and the divorced—live in older homes worth about a third of the national average. Most adults work at blue collar and farming jobs and pursue outdoor activities in their leisure time. Residents have high rates for going hunting, boating and riding over the countryside in ATVs and snowmobiles. While they'll occasionally drive to cities to attend film festivals, tennis matches and pet shows, La Vie Bucolique residents have learned to survive in their small towns as do-it-yourselfers: they make their own beer, sew their own clothes and do their own car maintenance. Wary of change, these Canadians think diversity is a foreign concept and more closely identify with their region than the country as a whole; only four percent speak English.</p>	0	0.0%
<p>65 Bons Vivants</p>	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
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<p>Found in small working-class towns across Quebec, Bons Vivants consists of mostly older singles, couples and lone-parent households who earn modest paycheques from sales, construction and manufacturing jobs. Most haven't gone to college or university, and they're about evenly divided between owners and renters of low-rise apartments and duplexes. But their childless status makes for a busy social life. Members of Bons Vivants are big fans of power boating, cycling, ice skating and playing tennis. They like to go out to cultural events such as music festivals, film festivals and dinner theatres. And they fill their homes with video game systems, DVD players and stereo systems. Unlike many small-town folk who tend to have parochial attitudes and home-centred lives, these Quebecers are outgoing and fun-loving. They tell researchers, "I lead a fairly busy social life."</p>		

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
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PRIZM C2 Cluster Detailed Descriptions (Population)	Yonge St & Eglinton Ave E, Toronto, ON 0-10 min	
27 Fields of Dreams	0	0.0%
<p>Concentrated in rural Southwestern Ontario, Fields of Dreams represents the nation's most affluent farm type, a collection of family-owned dairy and soybean farms, orchards and vineyards. The mostly middle-aged couples and families here work at a mix of jobs, and spend their leisure time gardening, fishing, attending auto races and frequenting all kinds of shows and exhibitions. With their modestly priced older houses and solid incomes, Fields of Dreams residents have the discretionary cash to buy power boats, campers, minivans and pickup trucks. Yet they're also price sensitive shoppers who have high rates for going to discount stores and using online auction sites. It's difficult to find a retail rewards program that they don't join, but these privacy-conscious consumers are still careful not to reveal too much personal information to companies.</p>		
32 New Homesteaders	0	0.0%
<p>New Homesteaders is a rural refuge for middle-aged couples and families seeking the comforts of small town living. Predominantly white and middle-class, these households have settled in rustic towns and townships filled with single-family houses and mobile homes. With decent-paying jobs in a variety of industries, the group's dual-income couples maintain casual, outdoorsy lifestyles—their driveways filled with campers and power boats, their garages cluttered with snowmobiles and ATVs. They're the kind of consumers who own a lot of pets and sporting equipment. And they don't let distances stop them from enjoying kid-friendly activities: they have high rates for going to national and state parks, video arcades, carnivals and theme parks. They admit that they're somewhat conservative in their thinking, observing that they're risk-averse in financial matters and protective of their children.</p>		
34 Big Sky Families	0	0.0%
<p>Scattered across the Prairies and a handful of other rural areas, Big Sky Families has the highest concentration of farmers in Canada. More than a third of these middle-aged couples and families work in agriculture, with most living on small homesteads and leading rustic middle-class lifestyles. They spend most of their leisure time outside, hunting, fishing, snowmobiling and ice skating. These families travel infrequently and, when they do, they stay close to home, stopping at campgrounds or visiting the homes of friends or relatives. And like other rural consumers, they have high indices for owning pickup trucks, recreational vehicles, snowmobiles and ATVs. Conservative in politics and religion, they're strong supporters of family values and oppose government and businesses amassing information about people's private lives.</p>		
55 Back Country Folks	0	0.0%

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

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<p>You can't get much further out than Back Country Folks, a collection of remote towns and villages concentrated in the Atlantic provinces. Residents tend to be blue-collar, downscale, over 45 years old and living in older, modest-sized homes. Typically, life in this cluster is a throwback to Canada's agrarian era, when fishing and farming dominated the national economy. Back Country Folks residents are rugged individualists who enjoy hunting, snowmobiling, boating and cross country skiing. Around the house, they're into gardening, cooking, crafts and television especially home improvement shows, game shows, infomercials and country music programs. Somewhat parochial in their world view, these folks love their rustic communities, rarely travel outside Canada and declare that they would rather spend an evening at home than anywhere else.</p>		

**PCensus Online Sample Report
 Environics Analytics PRIZM C2
 PRIZM C2 Cluster Detailed Descriptions (Population)**

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<p>57 Down on the Farm</p> <p>Down on the Farm earned its name because more than a third of its residents hold agricultural jobs eight times the national average. Found in small towns in the Prairies, British Columbia and Atlantic Canada, this cluster consists of empty-nesting couples and families with teenaged children leading traditional rural lifestyles. Many households spend their leisure time outdoors, fishing, camping and snowmobiling. Inside their older farmhouses and mobile homes, families like to make crafts, bake from scratch, and watch TV networks that offer news, home improvement and personal makeover shows. Hardly homebodies, these households have high rates for travelling to the midwestern U.S., as well as attending a variety of home, auto and food and wine shows. But most are content to lead simple lives and admit that they're most comfortable wearing jeans and shopping at second-hand stores, buying practical and affordable goods.</p>	0	0.0%
<p>63 First Nations Families</p> <p>Over 90 percent of residents in First Nations Families are of aboriginal origin, and they tend to be young, modestly educated and downscale. In their widely dispersed communities located throughout the countryside, some 45 percent live in band housing. While these demographics combine to create less-than-lavish rustic lifestyle, many are active in community groups striving to improve their situation. Members of First Nations Families pursue outdoor activities like boating, hiking and skiing. Many own snowmobiles, ATVs and power boats. Their social life revolves around home based activities but they enjoy the occasional night out at a casino, nightclub or seafood restaurant. Residents jealously guard their bucolic treasures and express strong support for protecting the environment. But in these economically depressed areas, residents worry about preserving the land and water to sustain their families with both food and tourism dollars.</p>	0	0.0%