



The CORE Shopping Centre Pitney Bowes 2018 PSYTE HD

Study Area Maps

[The CORE Shopping Centre](#)

Profile Tables

[2018 PSYTE HD Market Segments PSYTE Groups](#)

[2018 PSYTE HD Market Segments PSYTE Clusters by Group](#)

[2018 PSYTE HD Market Segments PSYTE Clusters](#)

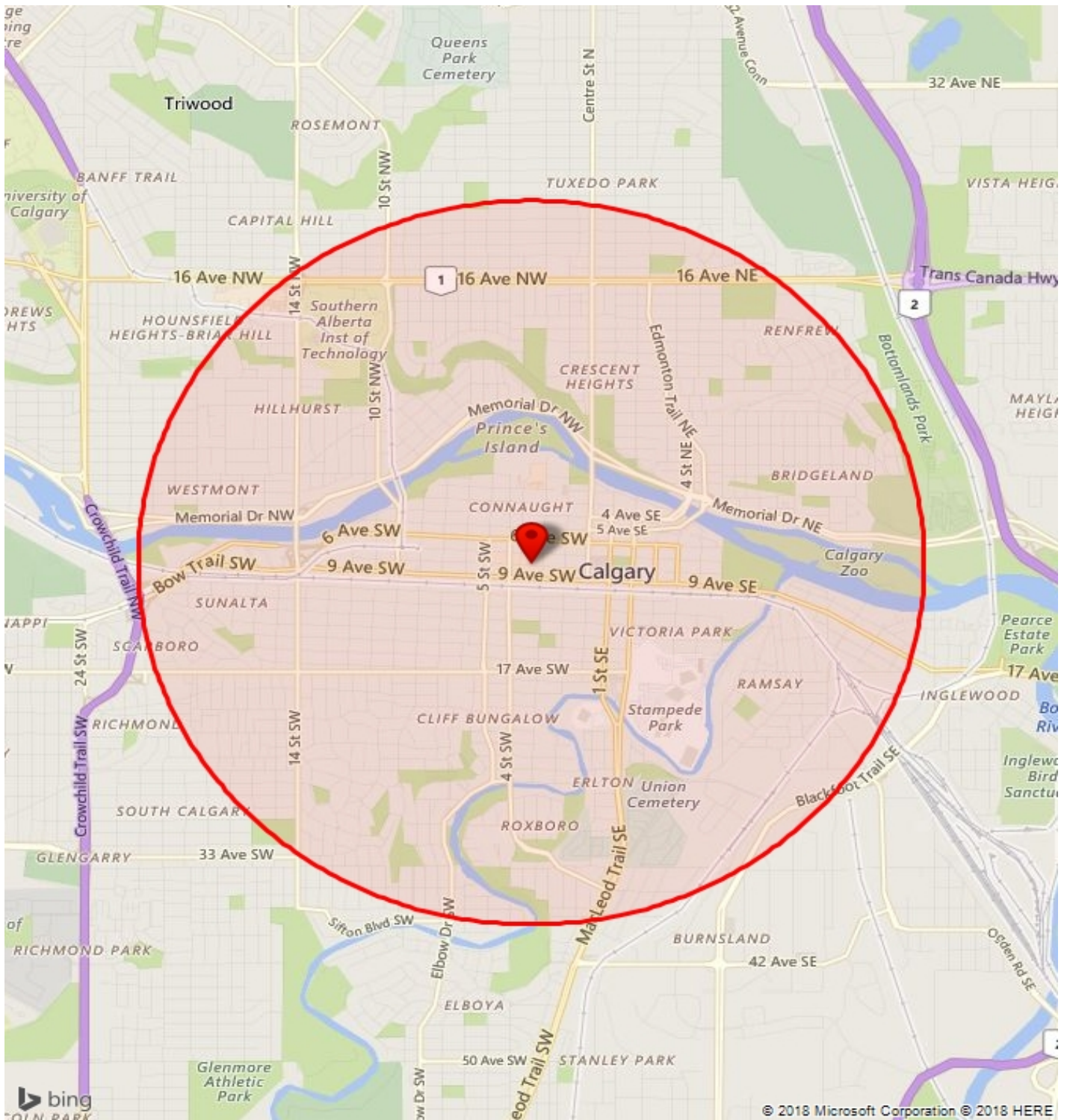
[2018 PSYTE HD Market Segments PSYTE Cluster Descriptions](#)

[2018 CAMEO International Customer Segmentation](#)

Prepared on: 4/20/2018 3:50:04 AM



The CORE Shopping Centre





**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Groups**

2018 PSYTE HD Market Segments PSYTE Groups	The CORE Shopping Centre 0 - 3 km	
Total Households	67,932	% base
Top 5 PSYTE HD Groups	P5 Primary-Metropolitan Downscale	35%
	P3 Primary-Metropolitan Mid-Scale	29%
	P2 Primary-Metropolitan Comfortable	13%
	P1 Primary-Metropolitan Elite	8%
	P4 Primary-Metropolitan Lower Middle	5%
Primary-Metropolitan Groups	61,022	90%
P1 Primary-Metropolitan Elite	5,360	8%
P2 Primary-Metropolitan Comfortable	8,954	13%
P3 Primary-Metropolitan Mid-Scale	19,806	29%
P4 Primary-Metropolitan Lower Middle	3,363	5%
P5 Primary-Metropolitan Downscale	23,539	35%
Secondary-Metropolitan & Suburban Groups	4,174	6%
S1 Secondary-Metropolitan & Suburban Affluent	0	0%
S2 Secondary-Metropolitan & Suburban Comfortable	1,579	2%
S3 Secondary-Metropolitan & Suburban Mid-Scale	1,397	2%
S4 Secondary-Metropolitan & Suburban Lower Middle	1,198	2%
S5 Secondary-Metropolitan & Suburban Downscale	0	0%
Rural & Other Groups	2,736	4%
T1 Rural & Other Comfortable	2,736	4%
T2 Rural & Other Downscale	0	0%
Unclassified	0	0%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Clusters by Group**

2018 PSYTE HD Market Segments PSYTE Clusters by Group	The CORE Shopping Centre 0 - 3 km	
		%
Total Households	67,932	
Primary-Metropolitan Groups	61,022	
Top 5 Primary-Metropolitan Clusters	52 Urban Verve	32%
	24 Condo Vibe	30%
	14 Geeks & Tweets	9%
	02 Professional Duets	6%
	43 Second Shift	4%
P1 Primary-Metropolitan Elite	5,360	9%
01 Canadian Elite	1,722	3%
02 Professional Duets	3,638	6%
P2 Primary-Metropolitan Comfortable	8,954	15%
05 Pinnacle View	2,102	3%
09 Far East to West	0	0%
11 Urban Bureau	1,378	2%
14 Geeks & Tweets	5,474	9%
18 Working the Dream	0	0%
P3 Primary-Metropolitan Mid-Scale	19,806	32%
24 Condo Vibe	18,527	30%
28 High Rise Hopes	211	0%
34 The New East	0	0%
36 Cultured Views	1,068	2%
P4 Primary-Metropolitan Lower Middle	3,363	6%
37 Family Business	0	0%
39 Québec Multilingue [Multilingual Quebec]	0	0%
40 Renting For Now	925	2%
43 Second Shift	2,438	4%
P5 Primary-Metropolitan Downscale	23,539	39%
48 High Rise Diversity	411	1%
49 Ambiance Urbaine [Urban Ambiance]	0	0%
51 Nouveaux Québécois [New Quebec]	0	0%
52 Urban Verve	19,724	32%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Clusters by Group**

2018 PSYTE HD Market Segments PSYTE Clusters by Group	The CORE Shopping Centre 0 - 3 km	
		%
53 Tea & E-Readers	2,195	4%
54 Tenants & Twenties	539	1%
56 De Paye en Paye [Paycheck to Paycheck]	670	1%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Clusters by Group**

2018 PSYTE HD Market Segments PSYTE Clusters by Group	The CORE Shopping Centre 0 - 3 km	
		%
Secondary-Metropolitan & Suburban Groups	4,174	
Top 5 Secondary-Metropolitan & Suburban Clusters	27 Grey Collar Burbs	29%
	17 Emerging Families	23%
	08 Kids with Space	20%
	15 Pickups & Startups	12%
	22 Euro Generations	11%
S1 Secondary-Metropolitan & Suburban Affluent	0	0%
03 Flourishing Families	0	0%
04 Kids and Comfort	0	0%
S2 Secondary-Metropolitan & Suburban Comfortable	1,579	38%
06 Secure Empty Nesters	0	0%
07 Fast Lane Families	0	0%
08 Kids with Space	839	20%
10 Exurban Professionals	0	0%
13 Suburban Bureau	0	0%
15 Pickups & Startups	517	12%
16 Techies & Teachers	223	5%
S3 Secondary-Metropolitan & Suburban Mid-Scale	1,397	33%
17 Emerging Families	949	23%
19 Old Urban Fringe	0	0%
20 Jeunes Familles [Young Families]	0	0%
22 Euro Generations	449	11%
S4 Secondary-Metropolitan & Suburban Lower Middle	1,198	29%
21 Cozy Rows	0	0%
23 Dîner pour Deux [Dinner for Two]	0	0%
27 Grey Collar Burbs	1,198	29%
29 Stores & Stories	0	0%
31 Essential Services	0	0%
32 Trucks & Tradesmen	0	0%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Clusters by Group**

2018 PSYTE HD Market Segments PSYTE Clusters by Group	The CORE Shopping Centre 0 - 3 km	
		%
38 Mobile Blues	0	0%
S5 Secondary-Metropolitan & Suburban Downscale	0	0%
41 Town & Country	0	0%
42 Ontario Blues	0	0%
45 Nouveaux Ruraux [New Rural Dwellers]	0	0%
47 Cross-Town Hustle	0	0%
55 Survival Skills	0	0%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Clusters by Group**

2018 PSYTE HD Market Segments PSYTE Clusters by Group	The CORE Shopping Centre 0 - 3 km	
		%
Rural & Other Groups	2,736	
Top 5 Rural & Other Clusters	12 Primary Pursuits	59%
	25 Hinterland Hearts	41%
	26 Framers and Farmers	0%
	30 Prairie Home	0%
	33 Barns & Barnacles	0%
T1 Rural & Other Comfortable	2,736	100%
12 Primary Pursuits	1,603	59%
25 Hinterland Hearts	1,133	41%
26 Framers and Farmers	0	0%
30 Prairie Home	0	0%
33 Barns & Barnacles	0	0%
35 Rods & Rifles	0	0%
T2 Rural & Other Downscale	0	0%
44 Hard Hats & Safety Boots	0	0%
46 Campagne Quebecoise [Quebec Countryside]	0	0%
50 North Country Habitats	0	0%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Clusters**

2018 PSYTE HD Market Segments PSYTE Clusters	The CORE Shopping Centre 0 - 3 km	
		%
Total Households	67,932	
Top 5 PSYTE Clusters	52 Urban Verve	29%
	24 Condo Vibe	27%
	14 Geeks & Tweets	8%
	02 Professional Duets	5%
	43 Second Shift	4%
01 Canadian Elite	1,722	3%
02 Professional Duets	3,638	5%
03 Flourishing Families	0	0%
04 Kids and Comfort	0	0%
05 Pinnacle View	2,102	3%
06 Secure Empty Nesters	0	0%
07 Fast Lane Families	0	0%
08 Kids with Space	839	1%
09 Far East to West	0	0%
10 Exurban Professionals	0	0%
11 Urban Bureau	1,378	2%
12 Primary Pursuits	1,603	2%
13 Suburban Bureau	0	0%
14 Geeks & Tweets	5,474	8%
15 Pickups & Startups	517	1%
16 Techies & Teachers	223	0%
17 Emerging Families	949	1%
18 Working the Dream	0	0%
19 Old Urban Fringe	0	0%
20 Jeunes Familles [Young Families]	0	0%
21 Cozy Rows	0	0%
22 Euro Generations	449	1%
23 Dîner pour Deux [Dinner for Two]	0	0%
24 Condo Vibe	18,527	27%
25 Hinterland Hearts	1,133	2%
26 Framers and Farmers	0	0%
27 Grey Collar Burbs	1,198	2%
28 High Rise Hopes	211	0%
29 Stores & Stories	0	0%
30 Prairie Home	0	0%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Clusters**

2018 PSYTE HD Market Segments PSYTE Clusters	The CORE Shopping Centre 0 - 3 km	
		%
31 Essential Services	0	0%
32 Trucks & Tradesmen	0	0%
33 Barns & Barnacles	0	0%
34 The New East	0	0%
35 Rods & Rifles	0	0%
36 Cultured Views	1,068	2%
37 Family Business	0	0%
38 Mobile Blues	0	0%
39 Québec Multilingue [Multilingual Quebec]	0	0%
40 Renting For Now	925	1%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Clusters**

2018 PSYTE HD Market Segments PSYTE Clusters	The CORE Shopping Centre 0 - 3 km	
		%
41 Town & Country	0	0%
42 Ontario Blues	0	0%
43 Second Shift	2,438	4%
44 Hard Hats & Safety Boots	0	0%
45 Nouveaux Ruraux [New Rural Dwellers]	0	0%
46 Campagne Quebécoise [Quebec Countryside]	0	0%
47 Cross-Town Hustle	0	0%
48 High Rise Diversity	411	1%
49 Ambiance Urbaine [Urban Ambiance]	0	0%
50 North Country Habitats	0	0%
51 Nouveaux Québécois [New Quebec]	0	0%
52 Urban Verve	19,724	29%
53 Tea & E-Readers	2,195	3%
54 Tenants & Twenties	539	1%
55 Survival Skills	0	0%
56 De Paye en Paye [Paycheck to Paycheck]	670	1%
NC Unclassified	0	0%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Cluster Descriptions**

2018 PSYTE HD Market Segments PSYTE Cluster Descriptions	The CORE Shopping Centre 0 - 3 km	
		%
Total Households	67,932	
<p>01 Canadian Elite</p> <p>Canadian Elite have it all ➔ luxurious homes, fancy cars and the hottest fashions. Every thing is within reach. Canadian Elite are in the prime of life having achieved substantial wealth based on a lifelong pursuit of career and personal passions. Typically, strong marriages and family ties have gone hand-in-hand with success in the office and respect in the community. Average income is \$305K while individual household incomes are distributed into the millions. Empty nests predominate and household maintainer ages index high in the 50s and 60s. Ontario is home to most Canadian Elite but they are also found in British Columbia, Alberta, and Quebec.</p>	1,722	3%
<p>02 Professional Duets</p> <p>Compared to the last version of PSYTE HD, Professional Duets surpassed Flourishing Families in average income. They are urban neighbourhoods of successful, well-educated, dual-earner households, though not just dual income, no kids (DINKs). In fact, about 60 percent have at least one child. Success can breed children as well as a decent income, although smaller family sizes are the norm. Mean household income is \$206K and most Professional Duets own their home. With the highest index on a university education and advanced degrees, they work in a variety of occupations as managers, professionals, scientists, and public administrators.</p>	3,638	5%
<p>03 Flourishing Families</p> <p>Flourishing Families have a very successful socio-economic profile while raising children in a more suburban environment instead of the city. While Canadian Elite and Professional Duets maintain their urban residence, Flourishing Families live in typically newer, single family housing beyond the downtown corridor. Twenty percent are in Alberta. These are married couples with children in school ➔ almost ready for university. They are business managers with advanced educational attainment. Average income is \$187K. Household wealth, including home equity, is building nicely. Now, how to keep their tweens and teens off their mobile devices.</p>	0	0%
<p>04 Kids & Comfort</p>	0	0%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Cluster Descriptions**

2018 PSYTE HD Market Segments PSYTE Cluster Descriptions	The CORE Shopping Centre 0 - 3 km	
		%
<p>Marriage, family and suburbia are paramount in Kids & Comfort. Of course, that requires commuting to the city as well as travel across suburban neighbourhoods to shopping, schooling and hockey practice. These married, middle managers and executives generate an average income of \$168K. Predominantly homeowners, their wealth profile includes a substantial home equity. Those in Alberta may work in the management suites of the oil and gas industry, while those in Ontario are the executives and managers across a variety of businesses and industries. These households are slightly younger than Flourishing Families - more than 20 percent are between the ages of five to nineteen. Fiscally and socially comfortable, Kids & Comfort see through the glass ceiling.</p>		
05 Pinnacle View	2,102	3%
<p>Career success doesn't always lead to the economic stratosphere. Pinnacle View is the view from the top as seen by middle managers, small business owners, and those government functionaries who have done well by most standards. As the kids leave home and the empty nest is on the horizon, the view looks pretty nice. Couples in their 40s and 50s, typically with teenagers, populate Pinnacle View. Next door is the long-time neighbour who has lived in the community for decades and watched many families come and go. Most own their single-detached homes in and around older suburban neighbourhoods which affords them a reasonable commute to work. Average income is \$117K.</p>		
06 Secure Empty Nesters	0	0%
<p>Professionals and business people whose children are grown and gone from their single-detached homes, Secure Empty Nesters can concentrate anew on matters close to home and heart. Nearing peak earning power in health care, education and public administration, households have the wherewithal to enjoy what's possible with a little extra time and a nest egg cracking with opportunity. Homeowners with an average income of \$114K, Secure Empty Nesters can focus on each other and the possibilities that this life stage presents.</p>		
07 Fast Lane Families	0	0%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Cluster Descriptions**

2018 PSYTE HD Market Segments PSYTE Cluster Descriptions	The CORE Shopping Centre 0 - 3 km	
		%
<p>Young couples in their 30s and early 40s with a young child or two, newly arrived in the suburbs and to home-ownership. These dual-earner families are the precursors to Kids & Comfort who are more established. Keeping two careers on track, while caring for the new arrivals, puts these young families in the fast lane. With high indexes on professional and managerial occupations, these couples have a high potential for upward social mobility - average income is \$113K. Found in newer suburban developments with a predictable commute to work, they have opted to own more living space at the acceptable expense of a fast-lane commute.</p>		
08 Kids with Space	839	1%
<p>Younger households and families who live in the exurbs - those spaces intertwined and beyond the suburbs. The kids have room to roam, to scale the taller mountains and skate the bigger ponds and lakes. Thirty percent live in Alberta. All this space means these households spend their time and money differently. When they have the time, Mom and Dad may be discussing family finances. With an average income of \$110K, some boosted by oil, gas, science and technology, managerial and professional employment, these households have what it takes to meet the kids' needs for the latest and greatest gadgets and equipment.</p>		
09 Far East to West	0	0%
<p>While many immigrants from the Far East have been in Canada for decades, Far East to West neighbourhoods welcome newcomers. Western Canada, particularly British Columbia, is now home to most of these diverse communities. This is the top segment for established Chinese neighbourhoods, but other ethnicities also call Far East to West home. Demographically, these are married couples in their 40s and 50s with one or two children still living at home. Many households - especially the up and coming single, renters - prefer the cost of living advantages associated with living close, not directly, downtown. More recent arrivals are younger and more likely to be single. They work in finance, technology and insurance. Average income is \$109K.</p>		
10 Exurban Professionals	0	0%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Cluster Descriptions**

2018 PSYTE HD Market Segments PSYTE Cluster Descriptions	The CORE Shopping Centre 0 - 3 km	
		%
<p>Doctors, lawyers, university professors, and even health care managers, are not by definition "urban dwellers." Some, like Exurban Professionals, prefer the exurbs, those newly developed and yet-to-be-developed expanses out beyond the suburbs. Some live in and around the towns and small cities where rural areas are transitioning into a new type of suburbia. As couples in their 50s and 60s, they are generally empty nesters ready to enjoy some peace and quiet. These homeowners have an average income of \$109K.</p>		
<p>11 Urban Bureau</p> <p>Urban Bureau neighbourhoods are populated by government and technology workers with advanced university degrees who prefer to live both close to work and downtown. These highly educated workers support the local economy and provide a distinct vibrancy to the downtown cores of several major cities in Canada, especially Ottawa. In fact, by owning in the city they invigorate older neighbourhoods as well as newer ones. An average income of \$106K is comfortable - especially those singles and couples without children.</p>	1,378	2%
<p>12 Primary Pursuits</p> <p>When primary sector workers - especially those in the oil fields of Alberta - pursue the thrills and spills of raising a family, you have Primary Pursuits. Favouring Alberta but also found in Ontario, British Columbia, and Saskatchewan, these exurban and rural places can be challenging for young families with children. Some "neighbourhoods" are barely permanent indexing high on moveable dwellings. Primary Pursuits also contain farm families with less discretionary income than Kids with Space. Some Primary Pursuits kids, therefore, are more likely helping out around the farm than snowboarding the backcountry. Average income is \$103K.</p>	1,603	2%
<p>13 Suburban Bureau</p>	0	0%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Cluster Descriptions**

2018 PSYTE HD Market Segments PSYTE Cluster Descriptions	The CORE Shopping Centre 0 - 3 km	
		%
<p>Suburban Bureau is the more suburban counterpart to Urban Bureau – government and technology workers starting families and deciding more is better when it comes to space . Suburban Bureau households populate new as well as older suburban neighbourhoods with reasonable commutes into the city. Surrounding Ottawa in abundance, these neighbourhoods are also found around Canada’s other provinces and metropolitan areas including New Brunswick, Nova Scotia and Prince Edward Island. Owning homes and earning over \$100K annually, these young couples are laying down roots. With university and college degrees and relatively secure government jobs, they have the potential to become pillars of their communities.</p>		
14 Geeks & Tweets	5,474	8%
<p>What’s a technocrat to do if not maintain bandwidth and live in the city? These singles, couples, and starter families prefer urban and super urban living to life in the suburbs and on the highways. This cluster is noticeably younger, educated and upwardly mobile. Some survive without cars as long as the buses, streetcars and subways keep running. Bicycles welcome. Geeks & Tweets rely on their scientific, technical and cultural expertise to land the right job. Their post-graduate degrees and cumulative experience result in average income of \$100K.</p>		
15 Pickups & Startups	517	1%
<p>A new, more upscale tradesmen segment – Pickups & Startups – are pickups with a purpose and that purpose is likely running a mobile, small business servicing private and commercial customers with a variety of skills. The sign on the full-sized pickup flashes the business name, phone number and website. Average incomes are \$98K and are dependent upon a steady flow of customers and a strong regional economy. Married couples in their 50’s and 60’s suggest that many households are well-studied. Owning single-detached homes in urban areas and small towns, Pickups & Startups are now or will be well-known around town.</p>		
16 Techies & Teachers	223	0%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Cluster Descriptions**

2018 PSYTE HD Market Segments PSYTE Cluster Descriptions	The CORE Shopping Centre 0 - 3 km	
		%
<p>Some older urban and urban fringe neighbourhoods, especially in Canada's major cities, are seeing a transformation and revitalization as teachers, lawyers, technology workers, and other young singles and couples move into the neighbourhood. This youthful cohort slowly replaces their elderly neighbours, the leading edge of an aging population. Nearly eight in ten households are owners - the homeownership rate is likely driven by affordability versus the more pricey suburbs and new condominiums. Households are busy managing their children and careers. Many have university degrees in science and technology. Average income is \$97K.</p>		
<p>17 Emerging Families</p> <p>Families with school-aged children, including many immigrants with the goal of upward mobility, know that success is synonymous with hard work - all hands on deck. A more suburban environment - flush with row houses - provides easy access to schools, jobs, and the amenities necessary for a growing family. These neighbourhoods represent a unique melting pot of Asian and Eastern European immigrant origins with the ambition to succeed. Retail managers and scientific and technical workers are common. These neighbourhoods are becoming increasingly desirable. Average income is \$90K.</p>	949	1%
<p>18 Working the Dream</p> <p>Working the Dream neighbourhoods encompass multiple immigrant origins, typically but not exclusively Asian, with multiple family members contributing to the monthly bills. Thirty-seven percent are in British Columbia. Households live close to - but not center city - downtown. Semi-detached and duplex dwellings pervade. Multigenerational families - resulting in large average household sizes and many children - are commonplace and function as an implicit social support system. More than ten percent of the population is between the age of five and fourteen. Many workers are involved in production and the skilled trades. An average income of \$90K is reflective of multiple household members contributing to the bottom line.</p>	0	0%
<p>19 Old Urban Fringe</p>	0	0%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Cluster Descriptions**

2018 PSYTE HD Market Segments PSYTE Cluster Descriptions	The CORE Shopping Centre 0 - 3 km	
		%
<p>Some neighbourhoods surrounding Canada's major urban areas – especially Ontario - have not undergone as much change as others. The Old Urban Fringe has seen plenty of immigration but that was decades ago. European traditions run deep. Parents are in their 50s and 60s and a few teenagers are itching to leave. First and second generation immigrants - in their 70s and 80s – eagerly await the holidays, phone calls and visits from family. Typically, homes are single family detached. The labour force tends to the skilled trades and manufacturing. When they have the chance, parents attempt to instill in their children, both a sound work ethic and the importance of education. Average income is \$88K.</p>		
<p>20 Jeunes Familles [Young Families]</p>	0	0%
<p>With more than 95 percent of households in the Province of Quebec, Jeunes Familles neighbourhoods are in the exurban and rural areas surrounding Quebec's major cities and small towns. More than nine in ten speak French. There is a mix of farming activities among the older generations but Jeunes Familles are most likely commuters to urban jobs in health care, scientific, professional, and technical fields. Many families have deep roots in these neighbourhoods – both family and friends. Many households likely originated from these places, went to college or took an apprenticeship, and remained to raise their families with ample jobs in the city or surrounding towns. The once parents with school-age children are now empty-nester, grandparents who are regularly sought out to help with the grandchildren. Fourteen percent of the population is age ten or less. Average income is \$85K.</p>		
<p>21 Cozy Rows</p>	0	0%
<p>Cozy Rows are family-oriented neighbourhoods with an abundance of cozy semi-detached and row houses in well-planned developments. Nearly 60 percent of households have children. There is a mix of younger families and more elderly household maintainers as those aging in place are replaced by the street hockey and skateboard crowd. With a history of service work and the skilled trades, the inhabitants of Cozy Rows are seeing a transition to younger, more technologically savvy families. Most are homeowners building equity or well positioned with a paid-off or nearly paid-off mortgage. Average income is \$82K.</p>		



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Cluster Descriptions**

2018 PSYTE HD Market Segments PSYTE Cluster Descriptions	The CORE Shopping Centre 0 - 3 km	
		%
<p>22 Euro Generations</p> <p>Third and fourth generations ➤ Euro Generations ➤ are the children of the children of immigrants and their children. Euro Generations neighbourhoods are thoroughly Canadian but with strong ties to primarily European cultures, languages, religions and cuisines. Typical households contain married couples with one or two school-age children. Workers contribute to a variety of industries including wholesale trade, retail trade and food services as well as the skilled trades. Households own detached and semi-detached housing. Euro Generations are building on those long-standing traditions to create opportunities for new generations to come. Average income is \$81K.</p>	449	1%
<p>23 Dîner pour Deux [Dinner for Two]</p> <p>These French speaking, empty nesters in Quebec are poised to take advantage of a life stage where more travel and local entertainment is possible. Many are homeowners with a nearly paid-off mortgage. While some have 9-to-5 jobs in business and industry, many work long hours in health care and skilled trades. Retirement is on the horizon. These neighbourhoods are in mostly rural and suburban areas not far from Quebec's major cities. Married, common-law or otherwise, the future is bright. Average income is \$80K. No reservations necessary.</p>	0	0%
<p>24 Condo Vibe</p> <p>There are condos, and then there are entire condo neighbourhoods teeming with vertical communities. Given the pace of condominium construction in recent years, Condo Vibe is a wave in the physical as well as the cultural sense. A multitude of ethnic origins provides vertical depth to an already multi-cultural urban landscape. Compatible with their housing type and proximity to the city, Condo Vibe are inhabited by many young singles and newlyweds ➤ and everything in between. Condo Vibe has more renters than owners and absentee ownership is common. Out of the elevators pour a diversity of workers in professional, scientific, and technical jobs as well as the arts, entertainment and, of course, business and industry. Average income is \$78K.</p>	18,527	27%
<p>25 Hinterland Hearts</p>	1,133	2%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Cluster Descriptions**

2018 PSYTE HD Market Segments PSYTE Cluster Descriptions	The CORE Shopping Centre 0 - 3 km	
		%
<p>Canada's prairie heartland is home to many small towns and rural areas where farming and traditional values are priority. Fifteen percent of households are in Saskatchewan and ten percent are in Manitoba. The inhabitants of these places rely on each other and especially on their core demographic: middle-aged wives and mothers, some of whom work outside jobs in health care and social services while they continue to manage the homestead. Most are still married, although many have become widowed over the years. An aging-in-place population has already and will continue to present social and economic challenges to these communities. Average income is \$76K.</p>		
<p>26 Framers & Farmers</p>	0	0%
<p>Framers & Farmers are found in small towns and rural areas, many in the Maritimes, where they put their hands to good use building and re-building. Many residents are employed in the construction industry. Even in the Maritimes, however, these hardy folk are more likely working on land than at sea. Most are married - many with children - and live in single-family homes. Average income is \$74K.</p>		
<p>27 Grey Collar Burbs</p>	1,198	2%
<p>Suburban and small town neighbourhoods, many in the Maritimes, where service industry work is the norm, are the Grey Collar Burbs. While some commuting is necessary, most Grey Collar Burbs dwellers work locally in schools, hospitals, and administrative service jobs in government and the private sector. A slightly older age population distribution yields a population favouring those aged 45 and older (grey hair not uncommon), fewer young families, and more empty nests than homes bustling with babies. Average income is \$74K.</p>		
<p>28 High Rise Hopes</p>	211	0%
<p>The new immigrants and others who rent apartments in high-rise buildings are from diverse - truly diverse - cultural backgrounds including Persian, Korean, Chinese and Russian. Immigration is, by definition, built on hope and that defines High Rise Hopes. Many occupations and industries are represented, although young people starting out in a professional, scientific, or technical occupation can be found in above-average numbers. Toddlers and preschoolers exist while more are singles and couples without children. Most households are in Ontario and British Columbia. Average income is \$72K.</p>		



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Cluster Descriptions**

2018 PSYTE HD Market Segments PSYTE Cluster Descriptions	The CORE Shopping Centre 0 - 3 km	
		%
<p>29 Stores & Stories</p> <p>Stores & Stories have the highest index for work in retail sales and sales occupations generally. Minding the store, therefore, is their top priority. These households are found in small cities, towns, and exurban areas from the Maritimes to Saskatchewan. Options for travel and family visits are likely on the agenda. Average income is \$71K. Make sure to turn the Closed sign to Open on your way in.</p>	0	0%
<p>30 Prairie Home</p> <p>With the highest index for making a living in the primary industries — farming, forestry, fishing, and hunting — Prairie Home neighbourhoods are the breadbasket rural areas of Canada. Passing their livelihood to the next generation is a perennial issue for Prairie Home, even as many young adults from these rural places hit the highway and head to the city. Long hours and hard work are the norm for these older, married and empty-nest, single-family homeowner households. Twenty-five percent are in Saskatchewan. Average income is \$71K.</p>	0	0%
<p>31 Essential Services</p> <p>Middle income service workers pay the bills by providing Essential Services. With mostly empty nests at home, Essential Services neighbourhoods are found primarily in small, exurban spaces in Quebec, Ontario and other parts of Canada. The age distribution favours those in their 50s and 60s. Homes are typically single detached. Tradesmen complement the service workers at the kitchen table. Average income is \$71K.</p>	0	0%
<p>32 Trucks & Tradesmen</p> <p>Trucks & Tradesmen populate neighbourhoods dominated by skilled men and women with trucks. These folks work long, demanding hours with their hands and tools trying to make ends meet. Some households moved upscale — became Pickups & Startups - by starting businesses and painting a colourful logo on their pickup or van. Supply and demand market forces have — for now — stagnated wage growth. Average income is \$70K.</p>	0	0%
<p>33 Barns & Barnacles</p>	0	0%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Cluster Descriptions**

2018 PSYTE HD Market Segments PSYTE Cluster Descriptions	The CORE Shopping Centre 0 - 3 km	
		%
<p>The small towns and rural areas of Canada's coastal provinces are populated with long-time farmers, fishermen, and their families. Twenty percent of Barns & Barnacles are in the Maritimes and the rest are in British Columbia, Ontario, and Quebec. These English-speaking neighbourhoods of single detached homes support each other and the rest of Canada with a continuous flow of seafood and farm produce. Their older age skew attests to their stamina and ability to survive while the younger children are both learning the ropes - possibly seeking detachment. While some of their friends and family followed the oil to Alberta, Barns & Barnacles stayed home. Average income is \$70K - life is good when yields are bountiful and demand is high.</p>		
<p>34 The New East</p> <p>Newer immigrants can face difficulties making ends meet unless they work together to support multi-generational households. The New East has done just that. Most households have three people or less while households of five and six persons are not uncommon. Sixty-three percent of households own their home and thirty percent live in high-rise apartments. The New East is concentrated mostly in Eastern Ontario while their cultural and linguistic origins are from the Asia-Pacific region. The workforce is as diverse as its inhabitants - from manufacturing to insurance. Average income is \$70K.</p>	0	0%
<p>35 Rods & Rifles</p> <p>With an older age skew and more retirees - about one-fourth of household maintainers are between the age of 70 and 74 - compared to Prairie Home, Rods & Rifles have more time to hunt, fish, portage and enjoy life in rural Canada. Doctors' visits are becoming more frequent and given their rural setting, doctor appointment logistics are becoming increasingly complicated. More than one-third reside in British Columbia. Mostly married with empty nests, Rods & Rifles can hone their skills in more enjoyable ways than just making a living. For residents that are not retired, construction and transportation work fill the void. Many have modest nest eggs while bird watching is a favourite pastime. Average income is \$70K.</p>	0	0%
<p>36 Cultured Views</p>	1,068	2%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Cluster Descriptions**

2018 PSYTE HD Market Segments PSYTE Cluster Descriptions	The CORE Shopping Centre 0 - 3 km	
		%
<p>Older apartment dwellers in urban neighbourhoods populate Cultured Views. Their accomplished educational and work experience in the arts as well as business management provides a cultured context for conversation and conviviality. More than twenty percent are age 75 or older, and many are widowed or divorced. They generally lease apartments in tall buildings, funded from their average household income of \$70K. However, their discretionary spending is likely funded by retirement nest eggs, so they've got plenty to talk about - including more frequent doctors appointments.</p>		
37 Family Business	0	0%
<p>Family Business households provide community for relatively new arrivals to Canada from multiple countries of origin around the world. India, Sri Lanka, Pakistan, and the Philippines figure prominently. These multigenerational families have found that working together is the formula for upward mobility. Economic activity ranges from small production facilities to a hundred types of retail outlets. Initially catering to cultural compatriots, over time, Family Business provides a window of opportunity into the larger community. Many live in multi-unit structures outside the city. Average income is \$69K.</p>		
38 Mobile Blues	0	0%
<p>Found across Canada in more rural areas, small towns and the area between suburbs, Mobile Blues generate the highest index for moveable housing. Working in a variety of manual and mobile trades including trucking and warehousing, and oil and gas extraction, their neighbourhoods are mostly single detached, while more than twelve percent live in mobile homes. Household sizes range from one to many, as half of Mobile Blues households have children. Average income is \$69K.</p>		
39 Québec Multilingue [Multilingual Quebec]	0	0%
<p>Québec Multilingue is the new and not-so-new immigrant neighbourhoods in Quebec where only 44 percent of the population speaks French at home. Arabic, Spanish, Italian, and Vietnamese are heard in the marketplace. Both French and English emerge as common means of communication. These are diverse urban and urban fringe places where people of all ages, mostly renters, find work in manufacturing, retail trade, health care, and other services. While many singles and couples are found, so too are families as 60 percent of households have children under age 18. Average income is \$67K.</p>		



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Cluster Descriptions**

2018 PSYTE HD Market Segments PSYTE Cluster Descriptions	The CORE Shopping Centre 0 - 3 km	
		%
<p>40 Renting for Now</p> <p>Most apartment dwellers in Renting for Now live in buildings of fewer than five floors in urban and urban fringe areas. Duplexes, walk-ups, and smaller rental buildings are home to Renting for Now, a population of renters. Some households have the resources necessary to contemplate a home purchase in the near future – many do not. Households are a mix of singles and couples - 54 percent have at least one child. As older apartment buildings are more affordable and public transportation is readily available, income is more elastic. Average income is \$64K.</p>	925	1%
<p>41 Town & Country</p> <p>Town & Country dwellers can typically view the town from one side of their owned property and an expanse of countryside on the other. They nestle on the fringes of small towns and secondary cities and, consequently, may have the best of both worlds – enough space for kids to explore and proximity to shopping. A mix of household types brings young families in contact with older adults. These are neighbourhoods in transition as young workers and their families replace retirees in their well-maintained homes. A modest average household income of \$63K in Town & Country may, however, obscure a diversity of wealth as the older segment has accumulated a lifetime of savings while the younger cohort is just starting out.</p>	0	0%
<p>42 Ontario Blues</p> <p>Blue collar Ontario provides the skilled workers for the factories of the Province. Perhaps largely unionized, these English-speaking shift workers keep their families fed and children healthy, taking advantage of the amenities of their suburban environment. About half of Ontario Blues, however, do not have children under age 18 present in the home. Ontario Blues are the number one ranked cluster for a high school only education. Average income is \$61K.</p>	0	0%
<p>43 Second Shift</p>	2,438	4%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Cluster Descriptions**

2018 PSYTE HD Market Segments PSYTE Cluster Descriptions	The CORE Shopping Centre 0 - 3 km	
		%
<p>Younger, single workers, fresh from university, in fields as diverse as health care, education, the arts, technology, and social services populate Second Shift. In fact, shift work is not uncommon as most are not strict nine-to-fivers. About twenty percent are between the ages of 20 and 30 – perhaps in-migrants from other provinces. For younger cohorts, the cost of living expenses are amenable. Most are renters. Youth pervades; however, ten percent of the population is divorced or separated. Reflective of their diverse age composition and life stage, average income is \$61K.</p>		
<p>44 Hard Hats & Safety Boots</p> <p>Men and women, now in their 30s and 40s, who took up a trade or went into factory work in lieu of higher education, populate Hard Hats & Safety Boots. Most are married homeowners with a child or two. Skilled-worker families primarily in Quebec and Ontario, Hard Hats & Safety Boots are the manufacturing backbone of the Province. The work and wages are steady. Average income is \$59K.</p>	0	0%
<p>45 Nouveaux Ruraux [New Rural Dwellers]</p> <p>A French speaking, Quebec cluster located in small towns and villages close to the Province's major cities, inhabited by a distinct mix of young families and older residents. More a suburban transformation of rural Quebec than a "back-to-the-land" movement, these neighbourhoods bring together young commuters and their families with the more seasoned rural inhabitants. Incomes average a modest \$57K in part due to a predominance of young workers starting careers in the trades, as apprentices, or in health care.</p>	0	0%
<p>46 Campagne Québécoise [Quebec Countryside]</p> <p>Across the vast expanse of Campagne Québécoise are communities of farmers and foresters. They survive on the traditional trades and skills appropriate to the terrain. However, some areas of rural Quebec and New Brunswick are favoured by small factories and power generation facilities. These provide decent jobs for some. But unlike North Country Habitats, younger generations of Campagne Québécoise have left, leaving many of these places with a rapidly aging population. The skills and languages will likely survive with some effort but more is needed to develop the economy and attract potential migrants. If that happens, more young adults may stay. Average income is \$57K.</p>	0	0%
<p>47 Cross-Town Hustle</p>	0	0%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Cluster Descriptions**

2018 PSYTE HD Market Segments PSYTE Cluster Descriptions	The CORE Shopping Centre 0 - 3 km	
		%
<p>While subways can move oceans of suburbanites into the downtown cores of Canada's major metros, those in many old row-house neighbourhoods are stuck with streetcars, buses, light rail and other means to get from home to work and back. Cross-Town Hustle with a multitude of row-houses are populated by salesmen, restaurant and hotel service workers and a myriad of other urban jobs where a challenging local commute may be necessary. A mix of age groups brings young families busy changing diapers and packing lunches together with older retirees. Average income is \$56K.</p>		
<p>48 High Rise Diversity</p>	411	1%
<p>With the highest index on high-rise rentals, not just condos, these predominantly Ontario neighbourhoods situated outside of the urban core but dense enough to be their own city - are home to a great diversity of languages and ethnicities. New arrivals meet old timers and everyone in between. A youthful skew of adults in their 20s and 30s means many young families. The playgrounds are abuzz with the delight of youth. This predominance of families with children and differences in income distinguishes High Rise Diversity from High Rise Hopes. Average income is \$55K.</p>		
<p>49 Ambiance Urbaine [Urban Ambience]</p>	0	0%
<p>These Quebec households are youthful, super urban, and French-speaking. The arts, educational institutions, and government are primary employers. Their cultural tastes, use of technology, and free time - most are single and beginning to think about marriage and family - provide the the ambience in Ambiance Urbaine. Ambiance Urbaine is both more French and more youthful with fewer new immigrants as compared to the other urban Quebec clusters. Educational attainment at the university and post-graduate level is common. Average income is \$53K.</p>		
<p>50 North Country Habitats</p>	0	0%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Cluster Descriptions**

2018 PSYTE HD Market Segments PSYTE Cluster Descriptions	The CORE Shopping Centre 0 - 3 km	
		%
<p>There are many community and neighbourhood niches in Canada’s North Country including aboriginal communities, forestry outposts, farms, and fishing villages. Primary sector occupations dominate and provide the sustenance needed to survive. High cost areas contrast with low cost-of-living areas. People of all ages survive North Country Habitats, but young singles, families and a multitude of babies and school age children provide much of the socio-economic energy. Large household sizes are normal. Average income is \$53K.</p>		
<p>51 Nouveaux Québécois [New Quebec]</p> <p>Compared to previous French language segments, Nouveaux Québécois are more multicultural and new to Quebec. Not just youthful and French speaking, these densely packed neighbourhoods are populated by many Spanish, Arabic and Romanian speakers. Nouveaux Québécois has a younger age skew. Most are urban dwellers who rent apartments that are five stories or less. Average income is \$52K.</p>	0	0%
<p>52 Urban Verve</p> <p>Young singles who live and work in the urban cores of Canada’s major metros keep things going – streetwise and businesswise. Cars may not be as necessary as Urban Verve use the transportation infrastructure to get where they need to go. Proceed with caution when you see them on the street – eyes and ears are glued to their internet-enabled phones. Most rent apartments and are employed in the food service and hotel industry. Many nationalities are present including Eastern European and Middle Eastern. Average income is \$51K.</p>	19,724	29%
<p>53 Tea & E-Readers</p> <p>An older age cohort cluster who enjoy tea, good conversation and their new e-reading device - perhaps a gift from a close friend or relative. Tea & E-Readers replaces Tea & Good Books from the previous version of PSYTE HD - the good books are present; however, many are often in digital format. These places contain many elderly cohorts. In fact, Tea & E-Readers neighbourhoods are the most elderly cluster. Health and wellness are critical. There are more renters than owners. Average income is \$50K while some discretionary spending money will come from savings.</p>	2,195	3%
<p>54 Tenants & Twenties</p>	539	1%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 PSYTE HD Market Segments PSYTE Cluster Descriptions**

2018 PSYTE HD Market Segments PSYTE Cluster Descriptions	The CORE Shopping Centre 0 - 3 km	
		%
<p>As often as not, these young folks are new to the city and autonomy in general. Households make ends meet on an average income of \$46K although that's just the average - some make more and some less. Costs are contained by scouring the internet in search of a good deal on their upcoming lease. While 30 percent of Tenants & Twenties are in Quebec, they are also found in Ontario, British Columbia, and Alberta. They find work where they are needed - typically in the sales and services occupations as well as the accommodation and food services industry.</p>		
<p>55 Survival Skills</p> <p>Several clusters are populated by tradesmen and tradeswomen with skills. Survival Skills have more street smarts than trade-school smarts. Most work in sales and service. This is a diverse age cohort cluster where experience meets youth. This cluster indexes high on city-newbies as well as established urbanites that are widowed or divorced. Most households reside outside of the city core. Average income is \$41K.</p>	0	0%
<p>56 De Paye en Paye [Paycheck to Paycheck]</p> <p>Predominantly older age cohort pensioners on fixed income, these Quebec residents have done it all. They made it to age 75 or older and have a story or two to tell. Many have aged in place downtown in Quebec's major cities. With an average annual paycheck of \$38K they will survive to pass along some of those stories. Managing and worrying about - finances and doctors visits are a weekly occurrence. Most are renters but some are still in the single-detached homes where they started.</p>	670	1%
<p>NC Unclassified</p>	0	0%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 CAMEO International Customer Segmentation**

2018 CAMEO International Customer Segmentation	The CORE Shopping Centre 0 - 3 km	
		%
Total Households	67,932	
Top 5 CAMEO International Segments	31 - Comfortable Pre-family couples and singles 41 - Less Affluent Pre-family couples and singles 14 - Wealthy Older families & mature couples 55 - Poorer Elders in retirement 23 - Prosperous Families with school age children	36% 33% 13% 6% 4%
11 - Wealthy Pre-family couples and singles	0	0%
12 - Wealthy Young couples with children	839	1%
13 - Wealthy Families with school age children	0	0%
14 - Wealthy Older families & mature couples	8,840	13%
15 - Wealthy Elders in retirement	0	0%
21 - Prosperous Pre-family couples and singles	0	0%
22 - Prosperous Young couples with children	0	0%
23 - Prosperous Families with school age children	2,818	4%
24 - Prosperous Older families & mature couples	517	1%
25 - Prosperous Elders in retirement	0	0%
31 - Comfortable Pre-family couples and singles	24,212	36%
32 - Comfortable Young couples with children	0	0%
33 - Comfortable Families with school age children	2,528	4%
34 - Comfortable Older families & mature couples	1,133	2%
35 - Comfortable Elders in retirement	0	0%
41 - Less Affluent Pre-family couples and singles	22,701	33%
42 - Less Affluent Young couples with children	0	0%
43 - Less Affluent Families with school age children	411	1%
44 - Less Affluent Older families & mature couples	0	0%
45 - Less Affluent Elders in retirement	0	0%
51 - Poorer Pre-family couples and singles	0	0%



**The CORE Shopping Centre
Pitney Bowes 2018 PSYTE HD
2018 CAMEO International Customer Segmentation**

2018 CAMEO International Customer Segmentation	The CORE Shopping Centre 0 - 3 km	
		%
52 - Poorer Young couples with children	0	0%
53 - Poorer Families with school age children	0	0%
54 - Poorer Older families & mature couples	0	0%
55 - Poorer Elders in retirement	3,933	6%
NC Not Coded	0	0%