Trade Area: SPOTLIGHT - 3 km

Households: 195,198

Top 5 segments represent 86.7% of households in SPOTLIGHT - 3 km

12 EAT, PLAY, LOVE	Rank: Hhlds: Hhld %: % in Benchmark: Index	1 111,307 57.02 10.94 521	Eat, Ray, Love earned its name for its younger, mobile singles who patronize ethnic restaurants, participate in numerous sports and support the value Sexual Permissiveness. Concentrated in the urban core of Toronto, Montreal and Vancouver, almost 90 percent of residents live in high-rise apartment and condo buildings. It also has the highest percent of members holding a university degree. Many have upper-middle wages for their age, typically from white-collar jobs in business, science, education and management. Young and unencumbered, they travel widely and enjoy urban nightlife, going dancing and bar-hopping, hitting concerts and attending food and wine shows. Fitness buffs, they score high for exercising at home, yoga and pilates, as well as buying organic fruit and vegetables.
47 SOCIAL	Rank: Hhlds: Hhld %: % in Benchmark: Index	2 21,049 10.78 2.66 405	The youngest of all the segments, Social Networkers is a transient world of culturally diverse singles living in older city apartments. With two-thirds of residents unattached, it is also the most single. In these crow ded neighbourhoods found in two dozen large cities, more than 45 percent of maintainers are under 35 years old. More than 90 percent live in apartments—typically high-rise buildings. These twenty somethings are ethnically diverse, have mixed educations and earn moderate incomes from entry-level jobs. They take advantage of their lively urban streets to frequent bars, dance clubs, cinemas and art galleries. Many treat exercise as a religion, working out at fitness clubs or joining pick-up sports games. For media, these on-the-go twentysomethings rely on their mobile phones.
22 INDEVILE	Rank: Hhlds: Hhld %: % in Benchmark: Index	3 17,846 9.14 4.39 208	Indieville is a classic urban hodgepodge, a mix of younger and middle-aged maintainers, singles and couples, and first- and second-generation Canadians. Drawn to the vibrant, urban core of the nation's big cities, most residents live in Toronto. This is a group with nearly 40 percent being university educated. Their average incomes—mostly from white- collar and service sector jobs—indicate that they're on the low er rungs of the career ladder. Residents here typically live in older, low-rise apartments, duplexes and semi-detached dwellings. Most have active social lives, going to nightclubs, pop concerts and art galleries. With fitness a priority, they enjoy swimming, yoga and pilates. Tech-savvy, they like to shop online for books, music, fashion and groceries.
OT THE A-LIST	Rank: Hhlds: Hhld %: % in Benchmark: Index	4 10,366 5.31 1.86 286	The A-List is Canada's most affluent segment, an urban sanctuary filled with very wealthy couples and families living in stately homes. With household incomes topping a half-million dollars, residents inhabit some of the nation's most exclusive neighbourhoods. Here, middle-aged and older maintainers—with children between 10 and 25—live in the lap of luxury and within an easy commute to downtown arts and entertainment venues. The adults are university educated and well compensated from executive positions. Most can easily afford their multi-million-dollar homes, where their garages shelter multiple imported luxury cars. For leisure, they enjoy the theatre, opera and classical music concerts. Fillars of the community, The A-List residents are active philanthropists who support local charities of every stripe.
Call CAME FROM	Rank: Hhlds: Hhld %: % in Benchmark: Index	5 8,581 4.40 8.72 50	Once home to young immigrants, Came From Aw ay communities are showing their middle age. The highest concentration of residents are betw een 25 and 44 years old. Nearly 60 percent of the segment's residents are foreign- born, and almost 40 percent speak a non-official language at home. Members generally live in high-rise apartments in Toronto and a few other large cities; many households contain singles or lone-parent families. While their educational achievement is wide-ranging, most residents hold low-income jobs. Even with tight budgets, many adults enjoy the varied entertainment options of cities—nightclubs, jazz concerts and billiards halls—while families head for theme parks, aquariums and zoos. Heavy Internet users, they're rarely without their mobile phones for shopping and social media.
Benchmark: Toronto	o, ON		Copyright © 2024 by Environics Analytics (EA). Source: ©2024 Environics Analytics. PRIZM is a registered trademark of Claritas, LLC.

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PRIZM[®] Profile | Trade Area

Trade Area: SPOTLIGHT - 3 km

SG LG Code U1 M1 01	Name The A-List	Count 10,366	% 5.31	Base Count 45,993	Base % 1.86	% Pen 22.54	Index 286	1	1	1	1	1						1
U1 M1 02	Wealthy & Wise	10,300	0.09	43,993 43,641	1.00	22.54 0.40	200 5											
U1 F1 06	Downtown Verve	7,957	4.08	78,832	3.19	10.09	128											
S1 F3 04	Turbo Burbs	0	0.00	17,149	0.69	0.00	0											
S1 F2 05	First-Class Families	0	0.00	62,864	2.54	0.00	0											
S1 M1 09	Boomer Bliss	0	0.00	9,161	0.37	0.00	0											
S2 F2 08 S2 Y3 11	Multiculture-ish Modern Suburbia	0 0	0.00 0.00	139,310 47,763	5.63 1.93	0.00 0.00	0 0											
F1 F2 03	Asian Sophisticates	0	0.00	75,956	3.07	0.00	0											
F1 M1 07	Mature & Secure	ŏ	0.00	80,075	3.24	0.00	ŏ											
F1 F2 18	Multicultural Corners	0	0.00	121,779	4.92	0.00	0											
S3 F3 19	Family Mode	0	0.00	24,765	1.00	0.00	0											
S3 Y3 24	All-Terrain Families	0	0.00	9,034	0.36	0.00	0											
S3 F3 25 R1 F3 14	Suburban Sports Kick-Back Country	0 0	0.00 0.00	15,944 27,920	0.64 1.13	0.00 0.00	0 0											
R1 F3 26	Country Traditions	0	0.00	6,070	0.24	0.00	0											
R1 F3 33	New Country	0	0.00	1,258	0.05	0.00	0											
S4 F2 13	Vie de Rêve	0	0.00	0	0.00		100											
S4 F3 29	C'est Tiguidou	0	0.00	0	0.00		100											
S4 F3 34	Familles Typiques	0 0	0.00	0	0.00		100											
S5 F3 38 S5 F3 43	Stressed in Suburbia Happy Medium	0	0.00 0.00	11,176 10,567	0.45 0.43	0.00 0.00	0 0											
50 F3 45 F2 F2 10	Asian Achievement	0	0.00	74,982	3.03	0.00	0											
F2 Y2 20	New Asian Heights	4,042	2.07	111,611	4.51	3.62	46											
F2 F3 27	Diversité Nouvelle	0	0.00	0	0.00		100											
U2 M1 16	Savvy Seniors	0	0.00	49,859	2.02	0.00	0											
U2 M1 23	Mid-City Mellow Middle-Class Mosaic	0 0	0.00 0.00	31,156	1.26 0.49	0.00	0 0											
U2 F3 36 U2 M2 51	On Their Own Again	3,015	0.00 1.54	12,031 49,350	0.49 1.99	0.00 6.11	77											
F3 F2 30	South Asian Society	124	0.06	30,654	1.24	0.40	5											
F3 F3 31	Metro Melting Pot	331	0.17	298,279	12.05	0.11	1											
F3 F1 32	Diverse & Determined	0	0.00	33,421	1.35	0.00	0											
R2 M1 41	Down to Earth	0	0.00	789	0.03	0.00	0											
R2 F3 48 R2 M2 49	Agri-Biz Backcountry Boomers	0 0	0.00 0.00	0 238	0.00 0.01	0.00	100 0											
R2 M2 50	Country & Western	0	0.00	238	0.01	0.00	100											
U3 Y1 12	Eat, Play, Love	111,307	57.02	270,745	10.94	41.11	521											
U3 Y2 22	Indieville	17,846	9.14	108,540	4.39	16.44	208							÷				
U3 Y1 40	Les Énerjeunes	0	0.00	0	0.00		100											
U3 Y1 47	Social Networkers	21,049 0	10.78	65,925 0	2.66	31.93	405											
U3 F1 55 T1 F1 37	Enclaves Multiethniques Keep on Trucking	0	0.00 0.00	0	0.00 0.00		100 100											
T1 M1 58	Old Town Roads	0	0.00	1,517	0.00	0.00	0		1		1	I						
T1 F2 66	Indigenous Families	0	0.00	0	0.00	-	100											
S6 M2 21	Scenic Retirement	0	0.00	4,816	0.20	0.00	0											
S6 M1 45	Slow-Lane Suburbs	0	0.00	2,541	0.10	0.00	0											
S6 M2 53 S6 M2 62	Silver Flats Suburban Recliners	0 0	0.00 0.00	8,513 9,403	0.34 0.38	0.00 0.00	0 0											
U4 F2 15	South Asian Enterprise	0	0.00	200,577	8.11	0.00	0											
U4 F3 17	Asian Avenues	1,994	1.02	5,560	0.23	35.86	455											
U4 F3 61	Came From Away	8,581	4.40	215,906	8.72	3.97	50										_	
U4 F3 64	Midtown Movers	0	0.00	6,218	0.25	0.00	0											
S7 M1 35 S7 F1 42	Vie Dynamique	0	0.00	0	0.00		100											
S7 F1 42 S7 F1 59	Banlieues Tranquilles La Vie Simple	0 0	0.00 0.00	0 0	0.00 0.00		100 100											
R3 M1 46	Patrimoine Rustique	0	0.00	0	0.00		100											
R3 F3 54	Vie au Village	Ő	0.00	Ő	0.00		100											
R3 M1 63	Amants de la Nature	0	0.00	0	0.00		100											
U5 Y1 28	Latte Life	8,412	4.31	17,132	0.69	49.10	622											
U5 Y2 52	Friends & Roomies	0	0.00	30,020	1.21	0.00	0											
U5 Y2 57 U5 F1 60	Juggling Acts Value Villagers	0 0	0.00 0.00	4,222 512	0.17 0.02	0.00 0.00	0 0											
U5 Y2 67	Just Getting By	0	0.00	866	0.02	0.00	0				1							
U6 F1 39	Évolution Urbaine	0	0.00	0	0.00		100											
U6 M2 44	Un Grand Cru	0	0.00	0	0.00		100											
U6 Y2 56	Jeunes Biculturels	0	0.00	0	0.00		100											
U6 M2 65	Âgés & Traditionnels	0	0.00	0	0.00		100											
	Total	195, 198	100.00	2,474,640	100.00	7.89	100											
								0 2	20	40	60	80	100	125	166	250	500	Inf

Benchmark: Toronto, ON

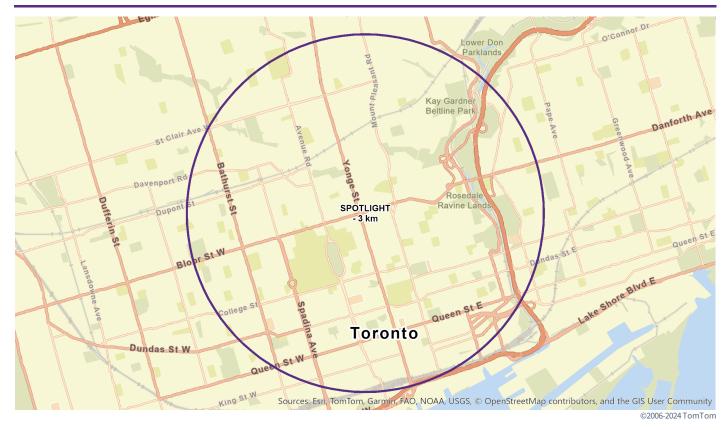
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Base Variable: Total Households



PRIZM[®] Profile | Trade Area Map

Trade Area: SPOTLIGHT - 3 km



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Benchmark: Toronto, ON

Report Details

Name: Date / Time: Workspace Vintage:	Segmentation - Top 5 & Distribution 5/1/2024 11:42:39 AM 2024	
Trade Area		
Name	Level	Geographies
SPOTLIGHT - 3 km		N/A
Benchmark		
Name	Level	Geographies
Toronto, ON	Census Metropolitan Area	Toronto, ON
DataSource		
Product	Provider	Copyright
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Segmentation System		
Product	Provider	Copyright
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