

# PRIZM® Profile | Top Segments

Sample Report



## HOW TO READ

## DEFINITIONS

This report outlines your top 5 Visitor Profiles based on PRIZM Segmentation Data and where to find more visitors who match your Visitor Profiles.

Rank = order of importance  
 Customers = how many  
 Customer % = share of your market  
 Index = how unique or overrepresented that segment is

Top 5 segments represent **44.8%** of customers in Canada



Rank: 1  
 Customers: 11,335  
 Customers %: 13.13  
 % in Benchmark: 2.36  
 Index: 555

Country Traditions represents an upper-middle-income, rural segment concentrated in small communities across eastern Canada. This segment is predominantly composed of middle-aged and older couples and families, many of whom own their single-detached homes. They have a strong affinity for traditional pastimes such as gardening, boating, and camping, and they often participate in local community events. Members of this segment prioritize family values and exhibit some financial caution, reflecting a concern for future stability. Their way of life is grounded in practicality, heritage, and an appreciation for meaningful experiences rooted in tradition and simplicity.



Rank: 2  
 Customers: 7,564  
 Customers %: 8.76  
 % in Benchmark: 1.99  
 Index: 441

Suburban Recliners consists primarily of older individuals and couples living in affordable suburban neighbourhoods surrounding smaller and mid-sized cities. Characterized by a large proportion of empty-nesters and seniors earning modest lower-middle incomes, this segment tends to reside in single-detached homes and low-rise apartments, where they value a strong sense of community. These third-plus-generation Canadians enjoy their leisure time by attending local cultural events, theatre, and engaging in outdoor activities. Generally frugal, they make mindful spending decisions and show a strong interest in civic involvement and sustainability. Their lifestyle reflects a desire for connection, continuity, and meaningful engagement within their local communities.



Rank: 3  
 Customers: 7,247  
 Customers %: 8.39  
 % in Benchmark: 1.71  
 Index: 490

Scenic Retirement consists of older couples and singles over the age of 75, typically found in suburban areas of smaller Canadian cities. On average, they earn household incomes above \$120,000, often from pensions and other income sources. This segment has a strong inclination toward maintaining a healthy lifestyle and actively participates in leisure activities such as gardening and curling. With many living independently and without children at home, they seek meaningful local experiences and value autonomy and national pride. While they embrace technology to simplify daily tasks and stay connected, they continue to prefer face-to-face interaction when building connections and maintaining social ties.



Rank: 4  
 Customers: 6,544  
 Customers %: 7.58  
 % in Benchmark: 2.14  
 Index: 354

Boomer Bliss captures a segment of older couples and families living in suburban areas surrounding large cities across Canada. With a significant proportion of retirees and a higher-than-average level of university education, this segment enjoys upper-middle incomes that support ownership of spacious single-detached homes. They actively pursue cultural interests, frequently attending local arts events and participating in outdoor activities. Their lifestyle reflects a desire for social connection and leisure, characterized by personal enrichment, neighbourhood involvement, and a strong appreciation for well-being and balance.



Rank: 5  
 Customers: 5,987  
 Customers %: 6.93  
 % in Benchmark: 2.05  
 Index: 338

Down to Earth, one of Canada's largest segments, represents older couples and families residing in rural areas across the country. With a high rate of homeownership and a preference for single-detached homes, these households emphasize stability and tradition. Incomes are primarily earned from blue-collar and service-sector jobs, supporting a comfortable yet practical lifestyle. Residents maintain strong connections to nature and actively participate in outdoor activities. Their leisure time is often spent close to home, enjoying gardening, fishing, hunting, and snowmobiling. This segment embodies a grounded lifestyle defined by self-reliance, community ties, and an appreciation for the outdoors.

Benchmark: Canada

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Index Colours:	<80	80 - 110	110+
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## SEGMENT STRUCTURE FIELDS

## AUDIENCE SIZE & COMPOSITION

### SG (Social Group)

A broad lifestyle grouping that clusters similar PRIZM segments together.

### LG (Lifestyle Group)

A mid-level category within the Social Group.

### Code

The unique PRIZM segment identifier

### Name

The descriptive name of the segment.

### Count

The number of people/households/visitors in your dataset that fall into that segment.

### % (Percent)

The share of your total audience represented by that segment.

### Base Count

The number of people/households in the base population (comparison group).

### Base could be:

Canada, Ontario Your region (e.g., Eastern Ontario)

### Base %

The percentage that segment represents in the base population.

### % Pen (Percent Penetration)

The likelihood that a segment participates in your activity or appears in your dataset.

### Index

A comparison of your audience vs. the base population.

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
U1	M1	01	The A-List	83	0.10	234,507	0.68	0.04	14
U1	M1	02	Wealthy & Wise	242	0.28	394,487	1.15	0.06	24
U1	F1	06	Downtown Verve	1,091	1.26	384,042	1.12	0.28	113
S1	F3	04	Turbo Burbs	94	0.11	392,879	1.15	0.02	9
S1	F2	05	First-Class Families	644	0.75	589,338	1.72	0.11	43
S1	M1	09	Boomer Bliss	6,544	7.58	734,898	2.14	0.89	354
S2	F2	08	Multiculture-ish	628	0.73	574,802	1.68	0.11	43
S2	Y3	11	Modern Suburbia	1,153	1.33	904,974	2.64	0.13	51
F1	F2	03	Asian Sophisticates	163	0.19	363,685	1.06	0.04	18
F1	M1	07	Mature & Secure	1,118	1.29	650,209	1.90	0.17	68
F1	F2	18	Multicultural Corners	1,457	1.69	874,632	2.55	0.17	66
S3	F3	19	Family Mode	839	0.97	824,206	2.40	0.10	40
S3	Y3	24	All-Terrain Families	297	0.34	353,392	1.03	0.08	33
S3	F3	25	Suburban Sports	328	0.38	843,593	2.46	0.04	15
R1	F3	14	Kick-Back Country	4,232	4.90	527,640	1.54	0.80	319
R1	F3	26	Country Traditions	11,335	13.13	810,987	2.36	1.40	555
R1	F3	33	New Country	1,599	1.85	528,929	1.54	0.30	120
S4	F2	13	Vie de Rêve	289	0.34	406,384	1.19	0.07	28
S4	F3	29	C'est Tiguidou	401	0.47	807,469	2.35	0.05	20
S4	F1	34	Familles Typiques	62	0.07	493,722	1.44	0.01	5
S5	F3	38	Stressed in Suburbia	728	0.84	544,822	1.59	0.13	53
S5	M1	43	Happy Medium	4,418	5.12	390,808	1.14	1.13	449
F2	F2	10	Asian Achievement	0	0.00	526,279	1.53	0.00	0
F2	Y2	20	New Asian Heights	0	0.00	448,791	1.31	0.00	0
F2	F3	27	Diversité Nouvelle	206	0.24	285,423	0.83	0.07	29
U2	M1	16	Savvy Seniors	1,261	1.46	789,176	2.30	0.16	63
U2	M1	23	Mid-City Mellow	734	0.85	843,964	2.46	0.09	35
U2	F3	36	Middle-Class Mosaic	98	0.11	542,447	1.58	0.02	7
U2	M1	51	On Their Own Again	1,108	1.28	423,926	1.24	0.26	104
F3	F2	30	South Asian Society	0	0.00	455,224	1.33	0.00	0
F3	F3	31	Metro Melting Pot	522	0.60	888,093	2.59	0.06	23
F3	F1	32	Diverse & Determined	456	0.53	560,200	1.63	0.08	32
R2	M1	41	Down to Earth	5,987	6.93	703,756	2.05	0.85	338
R2	F3	48	Agri-Biz	43	0.05	266,840	0.78	0.02	6
R2	M2	49	Backcountry Boomers	595	0.69	707,388	2.06	0.08	33
R2	M2	50	Country & Western	0	0.00	500,879	1.46	0.00	0
U3	Y1	12	Eat, Play, Love	497	0.57	657,906	1.92	0.08	30
U3	Y2	22	Indieville	263	0.30	488,375	1.42	0.05	21
U3	Y1	40	Les Énergieuses	0	0.00	343,935	1.00	0.00	0
U3	Y1	47	Social Networkers	1,315	1.52	547,099	1.59	0.24	95
F1	F1	55	Enclaves Multiethniques	0	0.00	175,978	0.51	0.00	0
T1	F1	37	Keep on Trucking	0	0.00	305,748	0.91	0.00	0
T1	M1	58	Old Town Roads	4,107	4.76	328,672	0.96	1.25	496
T1	F2	66	Indigenous Families	123	0.14	417,816	1.22	0.03	12
S6	M2	21	Scenic Retirement	7,247	8.39	587,310	1.71	1.23	490
S6	M1	45	Slow-Lane Suburbs	4,608	5.34	541,178	1.58	0.85	338
S6	M2	53	Silver Flats	707	0.82	218,926	0.64	0.32	128
S6	M2	62	Suburban Recliners	7,564	8.76	681,997	1.99	1.11	441
U4	F2	15	South Asian Enterprise	186	0.21	917,705	2.67	0.02	8
U4	F3	17	Asian Avenues	0	0.00	243,050	0.71	0.00	0
U4	F3	61	Came From Away	142	0.16	542,429	1.58	0.03	10
U4	F3	64	Midtown Movers	184	0.21	412,433	1.20	0.04	18
S7	M2	35	Vie Dynamique	339	0.39	440,980	1.29	0.08	31
S7	F1	42	Banlieux Tranquilles	27	0.03	323,130	0.94	0.01	3
S7	F1	59	La Vie Simple	189	0.22	400,315	1.17	0.05	19
R3	M2	46	Patrimoine Rustique	90	0.10	261,378	0.76	0.03	14
R3	F3	54	Vie au Village	219	0.25	654,011	1.91	0.03	13
R3	M2	63	Amants de la Nature	305	0.35	421,947	1.23	0.07	29
U5	Y1	28	Laité Life	326	0.38	235,967	0.69	0.14	55
U5	Y2	52	Friends & Roomies	396	0.46	812,836	2.37	0.05	19
U5	Y2	57	Juggling Acts	746	0.86	519,801	1.51	0.14	57
U5	F1	60	Value Villagers	2,649	3.07	474,981	1.39	0.56	222
U5	Y2	67	Just Getting By	4,621	5.35	604,811	1.76	0.76	304
U6	F1	39	Évolution Urbaine	165	0.19	311,604	0.91	0.05	21
U6	M2	44	Un Grand Cru	38	0.04	256,017	0.75	0.01	6
U6	Y2	56	Jeunes Biculturéis	94	0.11	266,038	0.78	0.04	14
U6	M1	65	Âgés & Traditionnels	444	0.52	535,804	1.56	0.08	33
<b>Total</b>				<b>86,344</b>	<b>100.00</b>	<b>34,302,968</b>	<b>100.00</b>	<b>0.25</b>	<b>100</b>

