PRIZM® Profile | Top Segments

Trade Area: Toronto, ON (C)

Households: 1,280,845

Top 5 segments represent **64.6%** of households in Toronto, ON (C)

Rank:	1
Hhlds:	263,361
Hhld %:	20.56
% in Benchmark:	2.66
Index:	773

Eat, Play, 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.

Rank:	2
Hhlds:	208,658
Hhld %:	16.29
% in Benchmark:	2.36
Index:	690

A segment encompassing long-established immigrant neighbourhoods, Metro Melting Pot has been a haven for upwardly climbing newcomers for 25 years. Concentrated in Toronto and nearby Mississauga, more than half of the households contain immigrants; nearly a third speak a non-official language, such as Tagalog, Arabic and Spanish. Households include families and lone parents; maintainers range in age from 45 to over 75; and residents typically own an older single, semi or row house. Education range for this group is broad, and adults work at varied jobs in business, services and manufacturing. Eager to indulge their children, many go to theme parks, professional sports games and all-inclusive resorts. They also splurge on home electronics like video gaming systems and smart speakers.

Rank:	3
Hhlds:	170,077
Hhld %:	13.28
% in Benchmark:	1.57
Index:	846

Once home to young immigrants, Came From Away communities are showing their middle age. The highest concentration of residents are between 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.

Rank:	4
Hhlds:	106,838
Hhld %:	8.34
% in Benchmark:	1.49
Index:	561

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 lower 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.

Rank:	5
Hhlds:	78,602
Hhld %:	6.14
% in Benchmark:	0.98
Index:	628

Concentrated in a handful of Canada's largest cities, Downtown Verve attracts a mix of younger and middle-aged singles, couples and families who prefer downtown living. One of the groups with the highest post-secondary educational attainment, these first- and second-generation Canadians typically work in high-paying management and white-collar positions. Many own or rent fashionable duplexes, row and semi-detached houses, and commute to work by public transit, biking or walking. With their above-average incomes, their spending power appears even greater because of the significant proportion of singles and childless couples. They enjoy patronizing their local neighbourhood's bars, restaurants, cinemas and theatres. Many also maintain a healthy lifestyle, eating organic food, taking fitness classes and playing racquet sports.

Benchmark: Canada

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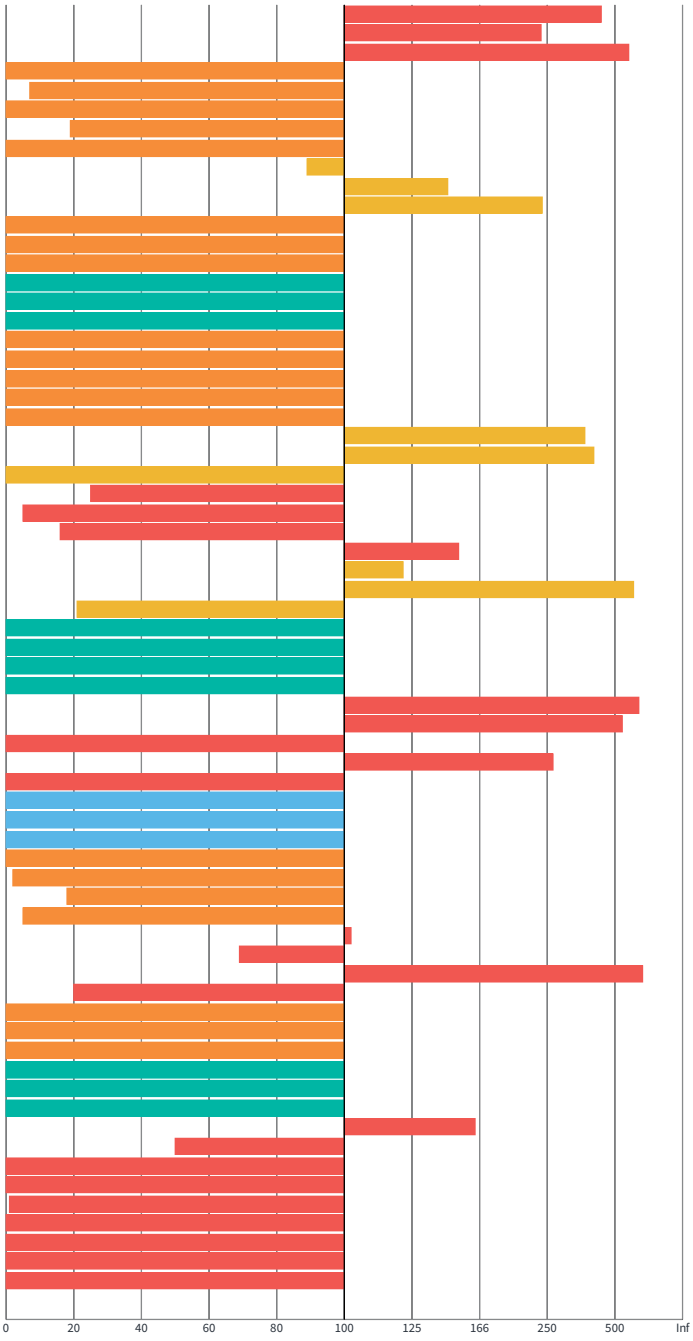
PRIZM® Profile | Trade Area

Trade Area: Toronto, ON (C)

Base Variable: Total Households

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
U1	M1	01	The A-List	31,930	2.49	96,020	0.60	33.25	416
U1	M1	02	Wealthy & Wise	22,950	1.79	120,221	0.75	19.09	239
U1	F1	06	Downtown Verve	78,602	6.14	156,551	0.98	50.21	628
S1	F3	04	Turbo Burbs	0	0.00	116,850	0.73	0.00	0
S1	F2	05	First-Class Families	1,156	0.09	202,700	1.26	0.57	7
S1	M1	09	Boomer Bliss	0	0.00	259,009	1.62	0.00	0
S2	F2	08	Multiculture-ish	3,429	0.27	229,016	1.43	1.50	19
S2	Y3	11	Modern Suburbia	0	0.00	359,064	2.24	0.00	0
F1	F2	03	Asian Sophisticates	8,050	0.63	112,489	0.70	7.16	89
F1	M1	07	Mature & Secure	31,960	2.50	277,402	1.73	11.52	144
F1	F2	18	Multicultural Corners	53,823	4.20	279,594	1.75	19.25	241
S3	F3	19	Family Mode	0	0.00	362,327	2.26	0.00	0
S3	Y3	24	All-Terrain Families	0	0.00	199,326	1.24	0.00	0
S3	F3	25	Suburban Sports	0	0.00	351,807	2.20	0.00	0
R1	F3	14	Kick-Back Country	0	0.00	221,210	1.38	0.00	0
R1	F3	26	Country Traditions	0	0.00	249,225	1.56	0.00	0
R1	F3	33	New Country	0	0.00	211,350	1.32	0.00	0
S4	F2	13	Vie de Rêve	0	0.00	156,353	0.98	0.00	0
S4	F3	29	C'est Tiguidou	0	0.00	367,501	2.29	0.00	0
S4	F3	34	Familles Typiques	0	0.00	288,410	1.80	0.00	0
S5	F3	38	Stressed in Suburbia	0	0.00	239,210	1.49	0.00	0
S5	F3	43	Happy Medium	0	0.00	197,545	1.23	0.00	0
F2	F2	10	Asian Achievement	48,098	3.75	173,782	1.08	27.68	346
F2	Y2	20	New Asian Heights	66,788	5.21	219,467	1.37	30.43	381
F2	F3	27	Diversité Nouvelle	0	0.00	183,915	1.15	0.00	0
U2	M1	16	Savvy Seniors	6,932	0.54	343,221	2.14	2.02	25
U2	M1	23	Mid-City Mellow	1,202	0.09	311,712	1.95	0.39	5
U2	F3	36	Middle-Class Mosaic	2,139	0.17	172,153	1.07	1.24	16
U2	M2	51	On Their Own Again	25,939	2.02	215,210	1.34	12.05	151
F3	F2	30	South Asian Society	12,355	0.96	128,076	0.80	9.65	121
F3	F3	31	Metro Melting Pot	208,658	16.29	378,123	2.36	55.18	690
F3	F1	32	Diverse & Determined	3,992	0.31	243,017	1.52	1.64	21
R2	M1	41	Down to Earth	0	0.00	438,633	2.74	0.00	0
R2	F3	48	Agri-Biz	0	0.00	154,323	0.96	0.00	0
R2	M2	49	Backcountry Boomers	0	0.00	420,465	2.63	0.00	0
R2	M2	50	Country & Western	0	0.00	220,317	1.38	0.00	0
U3	Y1	12	Eat, Play, Love	263,361	20.56	425,921	2.66	61.83	773
U3	Y2	22	Indieville	106,838	8.34	238,016	1.49	44.89	561
U3	Y1	40	Les Énerjeunes	0	0.00	265,632	1.66	0.00	0
U3	Y1	47	Social Networkers	61,359	4.79	294,022	1.84	20.87	261
U3	F1	55	Enclaves Multiethniques	0	0.00	202,828	1.27	0.00	0
T1	F1	37	Keep on Trucking	0	0.00	87,951	0.55	0.00	0
T1	M1	58	Old Town Roads	0	0.00	231,881	1.45	0.00	0
T1	F2	66	Indigenous Families	0	0.00	141,222	0.88	0.00	0
S6	M2	21	Scenic Retirement	0	0.00	267,039	1.67	0.00	0
S6	M1	45	Slow-Lane Suburbs	453	0.04	228,540	1.43	0.20	2
S6	M2	53	Silver Flats	1,755	0.14	118,964	0.74	1.48	18
S6	M2	62	Suburban Recliners	1,459	0.11	357,395	2.23	0.41	5
U4	F2	15	South Asian Enterprise	22,240	1.74	272,976	1.70	8.15	102
U4	F3	17	Asian Avenues	5,257	0.41	95,228	0.59	5.52	69
U4	F3	61	Came From Away	170,077	13.28	251,486	1.57	67.63	846
U4	F3	64	Midtown Movers	2,699	0.21	171,955	1.07	1.57	20
S7	M1	35	Vie Dynamique	0	0.00	198,559	1.24	0.00	0
S7	F1	42	Banlieues Tranquilles	0	0.00	112,009	0.70	0.00	0
S7	F1	59	La Vie Simple	0	0.00	305,984	1.91	0.00	0
R3	M1	46	Patrimoine Rustique	0	0.00	167,735	1.05	0.00	0
R3	F3	54	Vie au Village	0	0.00	310,591	1.94	0.00	0
R3	M1	63	Amants de la Nature	0	0.00	263,837	1.65	0.00	0
U5	Y1	28	Latte Life	17,132	1.34	131,836	0.82	12.99	163
U5	Y2	52	Friends & Roomies	20,055	1.57	496,824	3.10	4.04	50
U5	Y2	57	Juggling Acts	0	0.00	285,544	1.78	0.00	0
U5	F1	60	Value Villagers	0	0.00	233,653	1.46	0.00	0
U5	Y2	67	Just Getting By	157	0.01	332,115	2.07	0.05	1
U6	F1	39	Évolution Urbaine	0	0.00	171,819	1.07	0.00	0
U6	M2	44	Un Grand Cru	0	0.00	177,415	1.11	0.00	0
U6	Y2	56	Jeunes Biculturels	0	0.00	194,816	1.22	0.00	0
U6	M2	65	Âgés & Traditionnels	0	0.00	328,015	2.05	0.00	0
			Total	**1,280,845**	**100.00**	**16,017,402**	**100.00**	**8.00**	**100**



Benchmark: Canada

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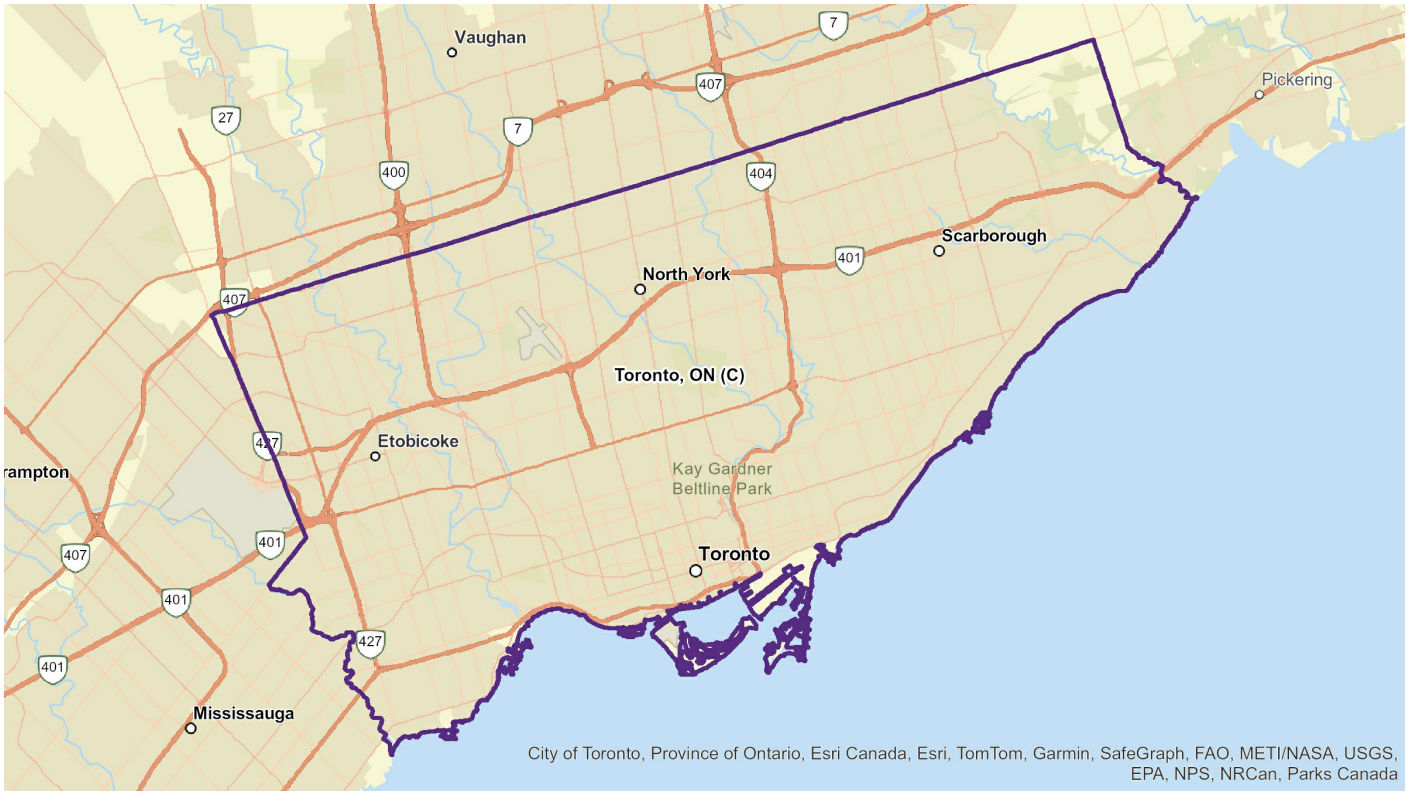
PRIZM® Profile | Trade Area Map

Trade Area: Toronto, ON (C)



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Report Details

Name: Segmentation - Top 5 & Distribution
Date / Time: 7/19/2024 2:58:47 PM
Workspace Vintage: 2024

Trade Area

Name	Level	Geographies
Toronto, ON (C)	Census Subdivision	Toronto, ON (C)

Benchmark

Name	Level	Geographies
Canada	Canada	Canada

DataSource

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Segmentation System

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