



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

25 - Suburban Sports

S3

25 - Suburban Sports

Upper-middle-income, younger and middle-aged suburbanites

This PRIZM® segment represents 2.5% of Canada's population and 2.3% of households.

F3

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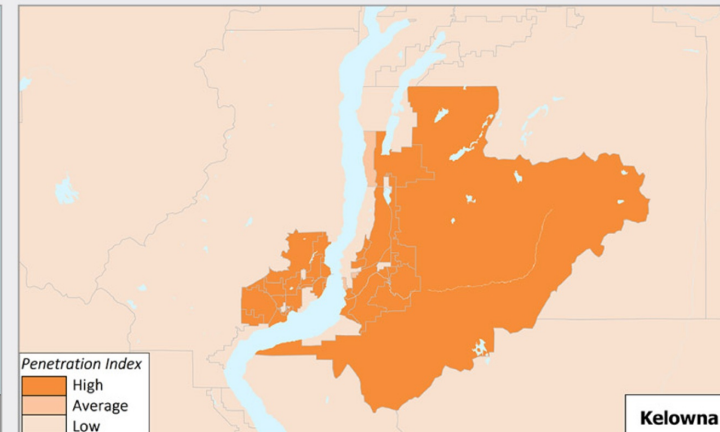
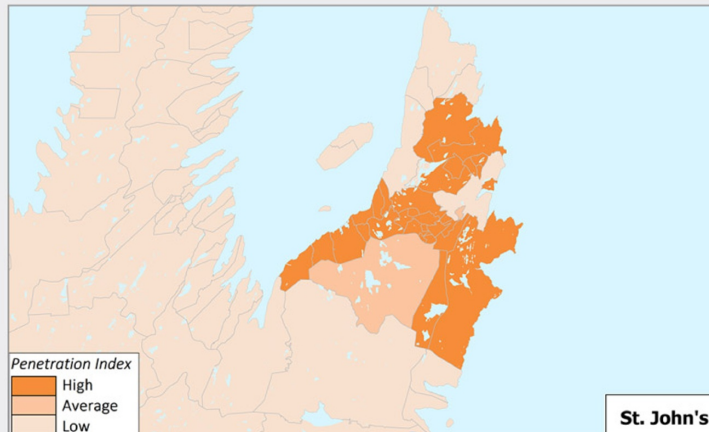
Methodology to
Create PRIZM®

Glossary



S3 Upper-Middle Suburbia Middle-Age Families F3
Upper-middle-income, younger and middle-aged suburbanites

Widely dispersed across Canada, Suburban Sports is one of the larger segments, a suburban refuge for younger and middle-aged families. Nearly eight in ten households own a home, typically a singled-detached house or a duplex. The households are just about evenly divided between couples and families, and maintainers range from 35 to 64, and children are of all ages. Most adults have completed high school or college and hold service sector and blue-collar jobs that provide solid, upper-middle incomes. No doubt, the presence of children affects the popularity of sports like baseball, basketball and swimming. Additionally, the adults like to bowl, golf and do pilates. Many enjoy watching sports, rooting for their favourite pro hockey, soccer and football teams.





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Household & Family

Maintainer age	35 - 44
Household size	4+
Children at home	45.7%
Age of children at home	<15



Education & Occupation

Household income	\$129K
Education	Mixed
Occupation	Service Sector/Blue Collar
Commute method	Car
Avg. distance commuted	12Km
At workplace last year*	43.5%



Dwellings

Dwelling type	Single Detached/Duplex
Tenure	Own
Households moved into a new residence in the past year	7.3%



Diversity

Diversity	Low
Official language	English
Newcomers to Canada last year*	22K





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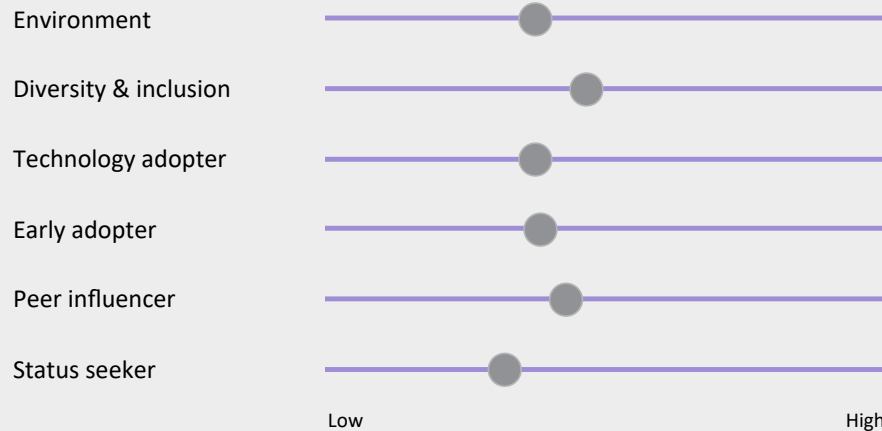
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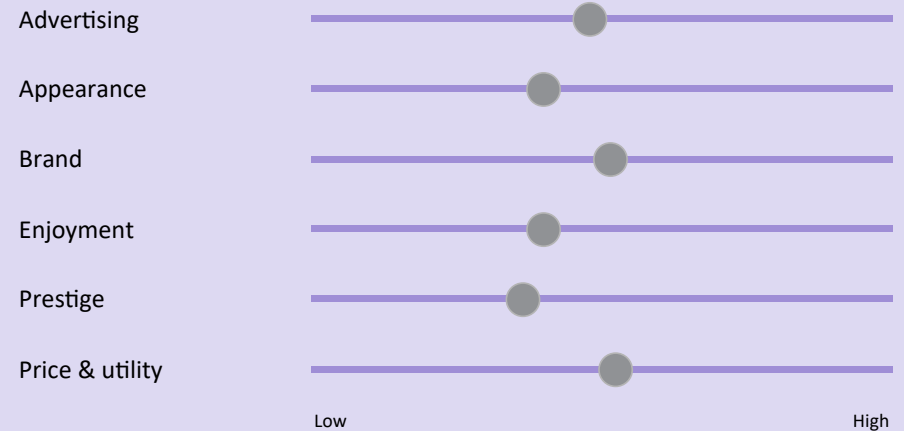
Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Support local
2. Buy in bulk for less packaging
3. Buy locally

Healthy Lifestyle

1. Monitor vitamin intake
2. Minimize health problems
3. Reduce stress



Psychographics

"I do some form of sport or exercise at least once a week."

"I'm willing to pay extra for the quality content of TV or video."

"It is important to me to regularly get away from all responsibilities and burdens."



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Leisure

Leisure Activities

1. Exhibitions/fairs
2. Curling

Online Gambling

Low High



Shopping

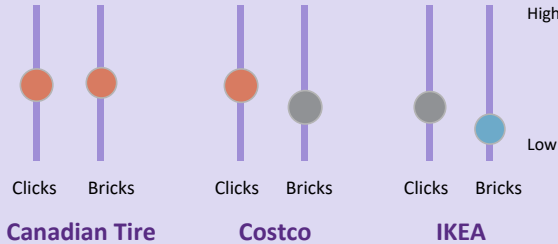
Products Purchased

1. Camping equipment
2. Cross-border shopping in US

Websites Browsed*

1. Game & fish
2. Barbecues & grilling

Selected Banners*



Financial

Financial Products Held

1. Mortgage
2. RESP

Mobile Wallet

Online Banking

Low High

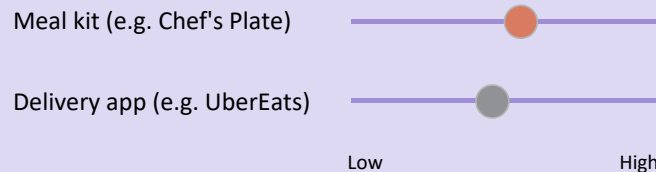


Food & Drink

Restaurants Visited

1. High-quality restaurant
2. Casual/family dining

Online Food Ordering Method

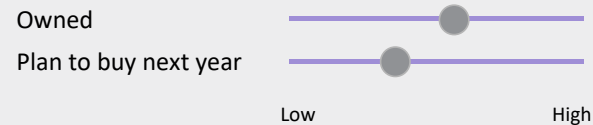


Automotive

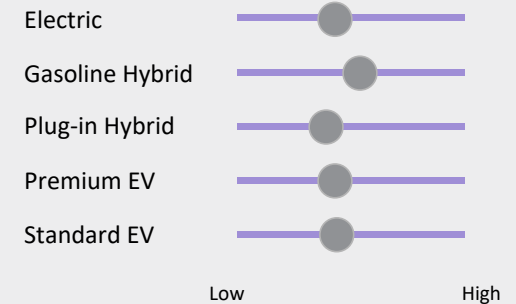
Automobiles Purchased*

1. Mitsubishi
2. Ford
3. Ram

Electric/Hybrid Vehicle Ownership



Projected EV Purchase Next Year





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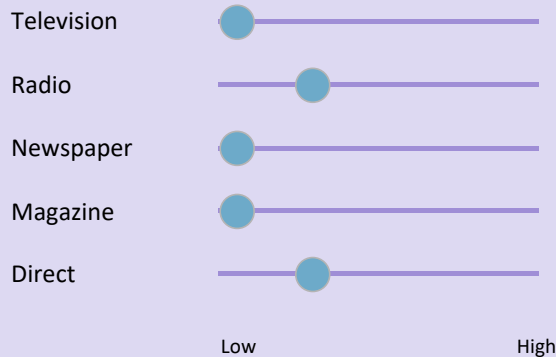
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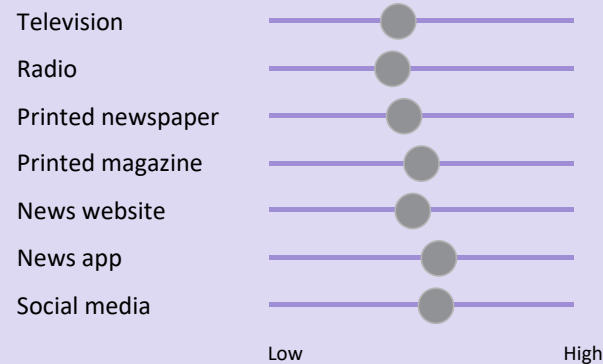
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Traditional Channels



Trusted Information Sources



Preferred Streaming Services

Video-on-demand cable providers,
Amazon Prime, CBC Gem

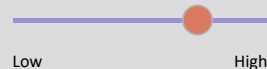


Preferred Social Media

Pinterest, Audio podcasts,
Health and fitness sites



Internet Usage



Online Activities

1. Respond to an ad
2. Click on ad
3. Podcast

Preferred Categories Browsed in 2022

1. Pets
2. Family & parenting
3. Fitness

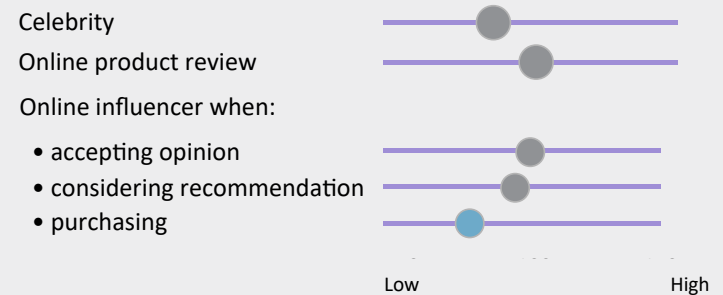
Privacy & Compliance

"I am very comfortable sharing
my personal information with
social media sites."



Influencer Impact

Likely to Be Influenced by:





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Population					Population					Households				
		% Segment	% Canada	Index			% Segment	% Canada	Index			% Segment	% Canada	Index
Age	Under 5	5.1	4.8	107	Home Language	English	91.4	64.1	143	Maintainer Age	Under 25	2.2	2.9	76
	5 to 14	12.1	10.9	111		French	1.1	19.1	6		25 To 44	34.5	32.4	107
	15 to 24	11.9	11.7	102		Non-Official	5.0	11.9	42		45 To 54	18.8	17.3	109
	25 to 44	28.7	28.4	101	Mode of Transport	Car	89.0	78.9	113		55 To 64	19.6	19.2	102
	45 to 64	26.5	26.2	101		Public Transit	4.8	12.7	37		65 To 74	15.1	16.1	94
	65 to 74	10.2	11.1	91	Marital Status	Single	25.3	28.5	89		75+	9.8	12.2	81
	75+	6.8	8.4	81		Married/Common Law	60.5	57.1	106	Size	1 Person	21.9	29.6	74
Immigration	Immigrant Pop.	13.4	23.6	57		Wid/Div/Sep	14.1	14.4	98		2 Persons	35.3	34.2	103
	Before 2001	6.3	9.9	64	Employment	Employed	64.2	59.8	107		3 Persons	17.0	14.6	116
	2001 To 2005	0.9	2.1	44		No High School	13.7	15.1	91		4+ Persons	25.9	21.6	120
	2006 To 2010	1.4	2.7	50	Education	High School	31.0	26.5	117	Family Status	Non-Family	24.3	32.8	74
	2011 To 2016	1.7	3.2	52		Trade School	9.5	8.8	108		Couples with Kids	34.6	29.0	120
Visible Minority	2017 To Present	3.2	5.7	56		College	23.8	20.4	116		Couples, no Kids	30.0	27.6	109
	Presence	12.7	25.9	49		Some University	1.8	2.0	89		Lone-Parent Family	11.1	10.6	104
Occupation	Agriculture	1.9	2.2	87		University	20.2	27.2	74	Age of Children	Kids under 5	15.7	15.3	103
	White Collar	30.4	34.4	88	Income	Avg Hhld Income	\$128,962	\$116,085	111		5 To 9	17.7	16.5	107
	Grey Collar	40.0	38.6	104							10 To 14	17.8	16.6	108
	Blue Collar	26.2	22.5	116							15 To 19	17.3	16.3	106
Dwellings														
		% Segment	% Canada	Index			% Segment	% Canada	Index			% Segment	% Canada	Index
Tenure	Own	77.5	65.8	118	Period of Construction	Before 1961	9.5	19.5	49	Type	Single-Detached	66.6	52.1	128
						1961 to 1980	30.3	27.2	112		Semi-Detached/Row	11.8	11.7	101
	Rent	22.4	33.7	67		1981 to 2000	14.9	11.9	125		Highrise (5+ Stories)	1.5	10.9	14
						2001 to 2016	19.8	19.1	103		Lowrise (<5 Stories)	7.8	18.3	43
	Band Housing	0.1	0.5	20		After 2016	9.9	9.3	106		Duplex/Mobile	12.2	6.7	182