



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

43 - Happy Medium

S5

43 - Happy Medium

Middle-aged and older blue-collar suburban couples and families

This PRIZM® segment represents 1.1% of Canada's population and 1.1% of households.

M1

Overview

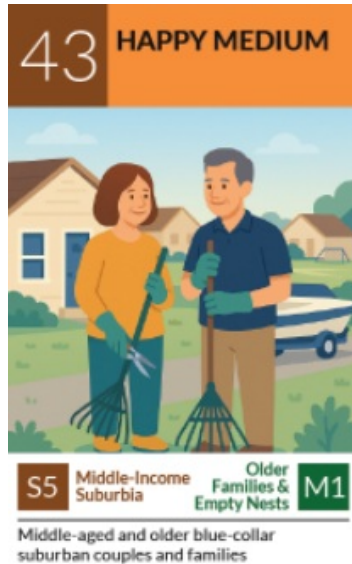
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Happy Medium represents suburban families and couples with deep-rooted ties to their communities, primarily in the outer suburbs of large and midsize cities. A large majority are third-generation Canadians living in older, owned, single-detached homes. Household maintainers aged 45 to 75+ often work in blue-collar or service-sector roles, having parlayed their high school or college educations into stable, middle-income careers. For leisure, they enjoy practical hobbies like gardening and woodworking. Their values emphasize family connections, civic engagement, and ethical living, with a strong tendency to support local and sustainable practices. With a love for outdoor activities and commitment to community life, this segment reflects a lifestyle grounded in responsibility, tradition, and everyday fulfillment.



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

43 - Happy Medium

S5

43 - Happy Medium

Middle-aged and older blue-collar suburban couples and families

This PRIZM® segment represents 1.1% of Canada's population and 1.1% of households.

M1

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Household & Family

Maintainer age	65 -74
Household size	3
Children at home	39.3%
Age of children at home	Mixed



Education & Occupation

Household income	\$126K
Education	Mixed
Occupation	Blue Collar/Service Sector
Commute method	Car



Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	33.4%



Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	1.3%





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

43 - Happy Medium

S5

43 - Happy Medium

Middle-aged and older blue-collar suburban couples and families

This PRIZM® segment represents 1.1% of Canada's population and 1.1% of households.

M1

Overview

Who They Are

How They Think

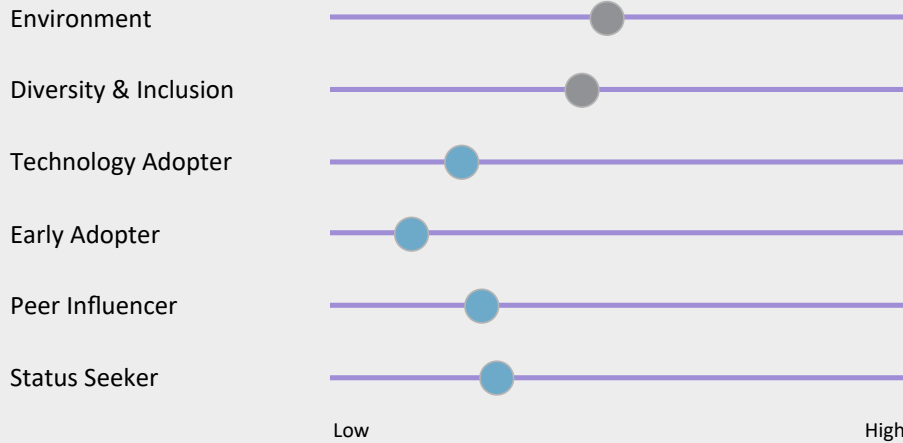
What They Do

How to Reach Them

Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy organic
2. Buy locally
3. Change lifestyle for environment

Healthy Lifestyle

1. Monitor vitamin intake
2. Avoid sweeteners in beverages
3. Minimize health problems



Psychographics

- "Life in the country is much more satisfying than in the city."
- "I wait until technology becomes cheaper before considering a purchase."
- "It is important that the country should hold a strong position in the world."



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

43 - Happy Medium

S5

43 - Happy Medium

Middle-aged and older blue-collar suburban couples and families

This PRIZM® segment represents 1.1% of Canada's population and 1.1% of households.

M1

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary

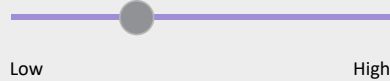


Leisure

Leisure Activities

- 1. ATV/snowmobiling
- 2. Fishing/hunting

Online Gambling



Shopping

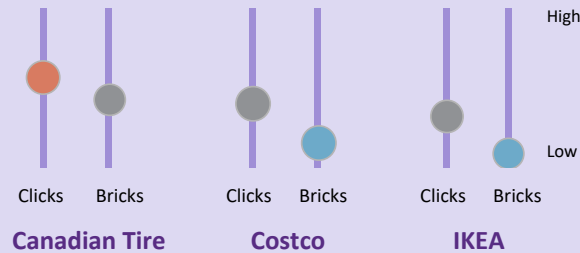
Products Purchased

- 1. Gas barbecue
- 2. Power tools

Websites Browsed*

- 1. Sports news
- 2. Auctions & marketplaces

Selected Banners*

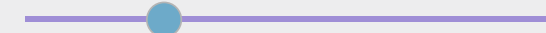


Financial

Financial Products Held

- 1. HELOC
- 2. Mortgage

Mobile Wallet



Online Banking



Food & Drink

Restaurants Visited

- 1. Bar/pub food
- 2. Sandwiches

Online Food Ordering Method

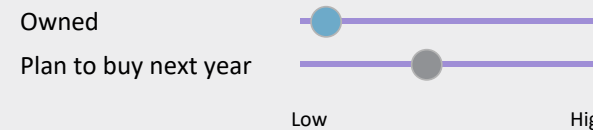


Automotive

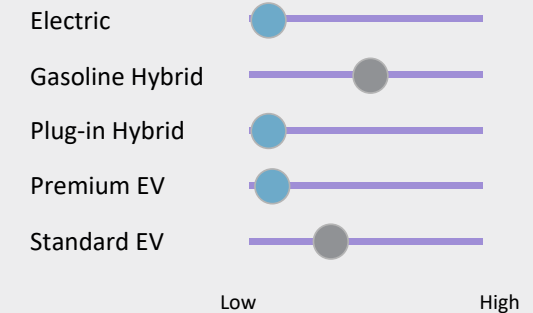
Automobiles Purchased*

- 1. GMC
- 2. Chevrolet
- 3. Ram

Electric/Hybrid Vehicle Ownership



Projected EV Purchase Next Year





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

43 - Happy Medium

S5

43 - Happy Medium

Middle-aged and older blue-collar suburban couples and families

This PRIZM® segment represents 1.1% of Canada's population and 1.1% of households.

M1

Overview

Who They Are

How They Think

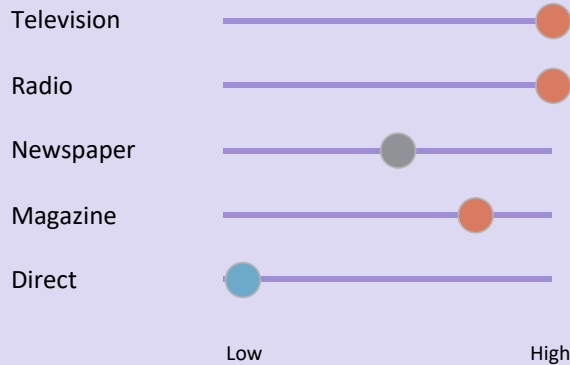
What They Do

How to Reach Them

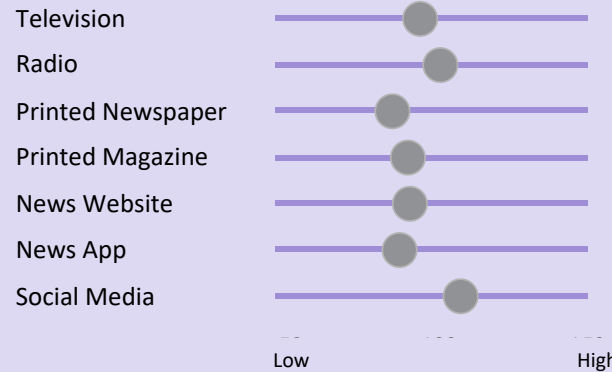
Glossary



Traditional Channels



Trusted Information Sources



Preferred Streaming Services

Paramount+/CBS All Access, CBC Gem, YouTube Premium

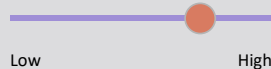


Preferred Social Media

Pinterest, Facebook, Snapchat



Internet Usage



Online Activities

1. Access professional sports
2. Automotive news/content
3. Download coupons

Preferred Categories Browsed in 2024

1. Home & garden
2. Sports
3. Real estate

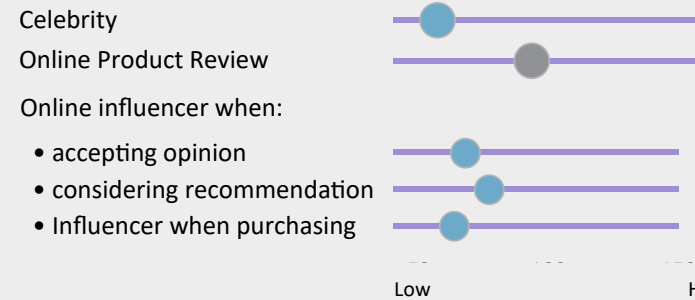
Privacy & Compliance

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



Influencer Impact

Likely to Be Influenced by:





Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

43 - Happy Medium

S5

43 - Happy Medium

Middle-aged and older blue-collar suburban couples and families

This PRIZM® segment represents 1.1% of Canada's population and 1.1% of households.

M1

Overview

Who They Are

How They Think

What They Do

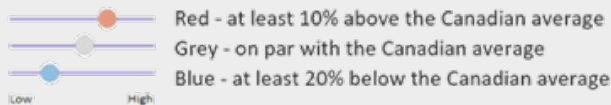
How to Reach Them

Glossary

Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (**U**), Urban Fringe (**F**), Suburban (**S**), Town (**T**) and Rural (**R**). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestyle Group divides the PRIZM® segments into Young (**Y**), Family (**F**) and Mature (**M**). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information, contact us at: <https://environicsanalytics.com/en-ca/contact-us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site** (for database and software information): <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

Sources & Copyright

EA databases used: PRIZM®, DemoStats, Opticks Powered by Vividata, Opticks Powered by Numeris, Opticks Social Powered by AskingCanadians™, Opticks Mobile Powered by AskingCanadians™, Opticks eShopper Powered by AskingCanadians™, SocialValues, WealthScapes, AutoView NVR, ClickScapes, EVTrends, MobileScapes, ShopperChoice

Copyright ©2025 Environics Analytics

PRIZM® is a product of Environics Analytics Group Ltd. This document may not be copied or reproduced without permission.

We acquire and distribute Statistics Canada files in accordance with the Government of Canada's Open Data Policy. No information on any individual or household was made available to us by Statistics Canada.

PRIZM® is a trademark of Claritas (U.S.) and is used with permission. Sources of data presented include Environics Analytics, Environics Research Group, Statistics Canada, Vividata, Numeris, Equifax Canada, AskingCanadians™, TomTom and Experian (all used with permission).

ENVIRONICS
ANALYTICS

