



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

52 - Friends & Roomies

U5

Y2

52 - Friends & Roomies

Young, culturally diverse singles in urban households

This PRIZM® segment represents 2.4% of Canada's population and 2.8% of households.

Overview

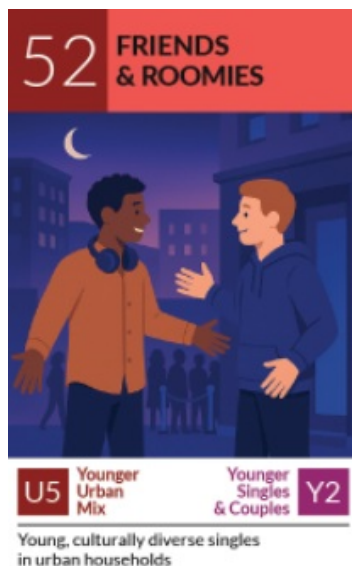
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Friends & Roomies is a diverse segment composed primarily of younger singles, many of whom are first-generation Canadians living in urban centres. Educational backgrounds vary, and residents work across a range of service sector and white-collar jobs. Financially, this segment tends to earn lower-middle incomes, with many choosing rental living in low-rise apartments. They exhibit a strong affinity for social and cultural engagement, frequently attending music and film festivals as well as sporting events. These young experience-seekers are highly social, often spending time at bars, dance clubs, health clubs, and other affordable entertainment venues. Their lifestyles reflect a desire for connection, self-expression, and meaningful experiences grounded in values of diversity, inclusion, and sustainability.



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Household & Family

Maintainer age	25 - 34
Household size	1 - 2
Children at home	31.0%
Age of children at home	Mixed



Education & Occupation

Household income	\$85K
Education	University/High School/Grade 9
Occupation	Mixed
Commute method	Public Transit



Dwellings

Dwelling type	Apartments
Tenure	Rent
Households moved into a new residence in the past year	54.7%



Diversity

Diversity	High
Official language	Non-Official
Immigrants to Canada (since 2022)	6.1%





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Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Buy Canadian products
2. Reduce car-related emissions
3. Change lifestyle for environment

Healthy Lifestyle

1. Buy beverages with probiotics
2. Buy organic beverages
3. Eat vegetarian food



Psychographics

"I like to share my opinions about products and services by posting reviews online."

"I like to pursue a life of challenge, novelty and change."

"Out-of-Home or outdoor advertising affects how I see a brand."



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Leisure

Leisure Activities

1. Dancing/night clubs
2. Music festivals

Online Gambling

Low High



Shopping

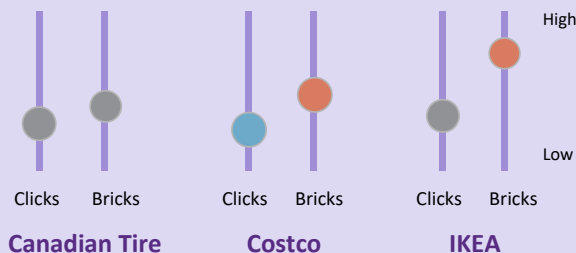
Products Purchased

1. Video game system
2. Bed or mattress

Websites Browsed*

1. Food delivery
2. Taxi/ride sharing

Selected Banners*

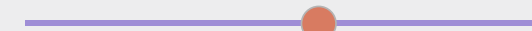


Financial

Financial Products Held

1. Personal loans
2. Chequing & savings

Mobile Wallet



Online Banking

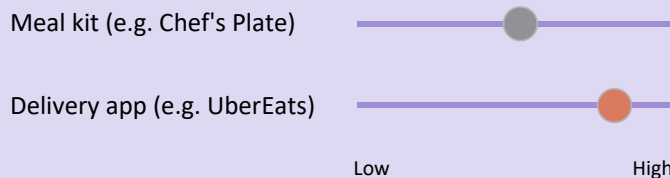


Food & Drink

Restaurants Visited

1. French
2. Convenience store

Online Food Ordering Method

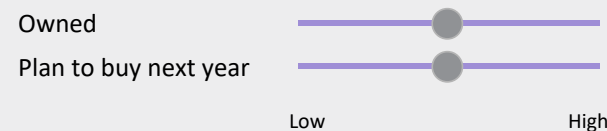


Automotive

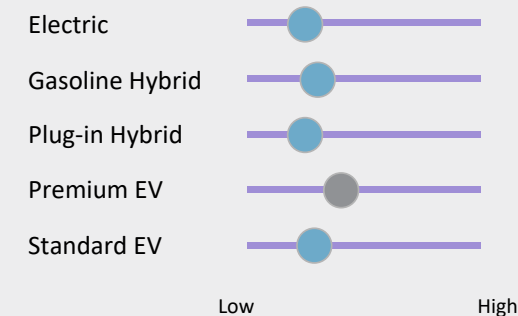
Automobiles Purchased*

1. Mitsubishi
2. Honda
3. Kia

Electric/Hybrid Vehicle Ownership



Projected EV Purchase Next Year





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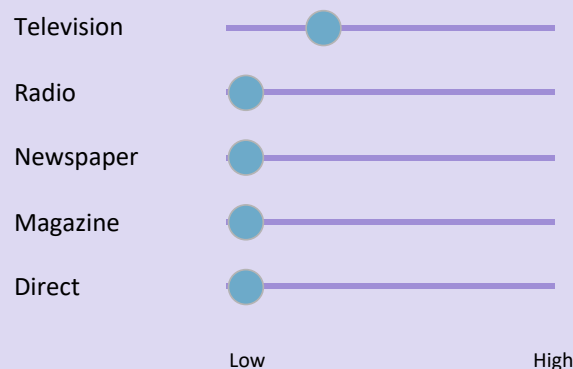
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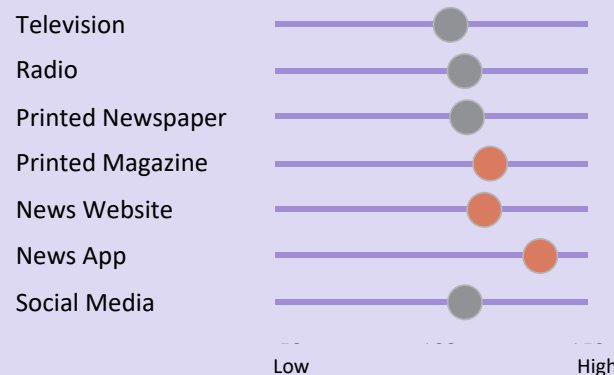
Glossary



Traditional Channels



Trusted Information Sources



Preferred Streaming Services

Facebook videos, YouTube Premium, YouTube

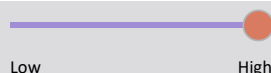


Preferred Social Media

Dating platform (excl. Tinder), Snapchat, Reddit



Internet Usage



Online Activities

1. Streaming videos
2. Use ad blocking software
3. Download music

Preferred Categories Browsed in 2024

1. Automotive
2. Travel
3. Careers

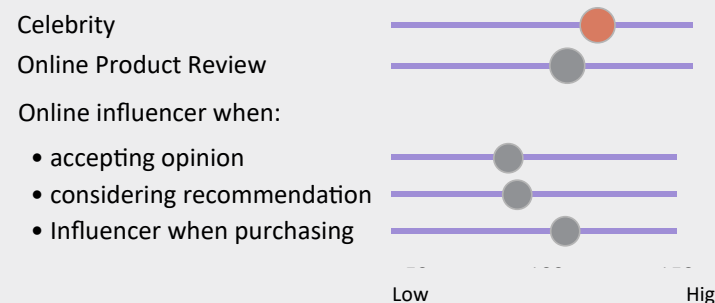
Privacy & Compliance

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



Influencer Impact

Likely to Be Influenced by:





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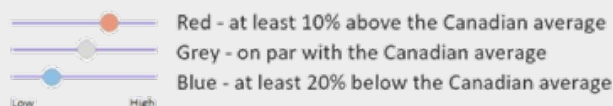
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Methodology

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

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