



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

47 - Social Networkers

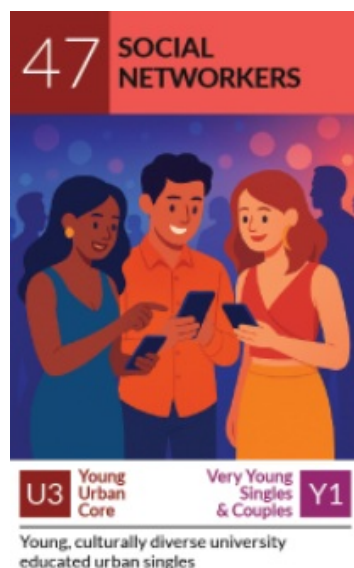
U3

47 - Social Networkers

Young, culturally diverse university educated urban singles
 This PRIZM® segment represents 1.5% of Canada's population and 2.0% of households.

Y1

Overview	Who They Are	How They Think	What They Do	How to Reach Them	Glossary
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Social Networkers represent some of Canada’s youngest households, predominantly living in larger urban centres. Reflecting a rich tapestry of cultures and backgrounds, residents tend to have mixed levels of education and often rent in high-rise apartments. With a large proportion of singles and many under the age of 25, they are known for their vibrant social lives, frequenting bars, nightclubs, and cultural events, while also maintaining a commitment to fitness and health through regular participation in gyms and recreational sports. They value ethical consumption and are guided by strong social and cultural beliefs, showing a clear inclination toward multiculturalism and personal expression. Despite earning moderate incomes from entry-level jobs, this segment maintains an engaged, optimistic outlook and a lifestyle fueled by connection, identity, and self-discovery.



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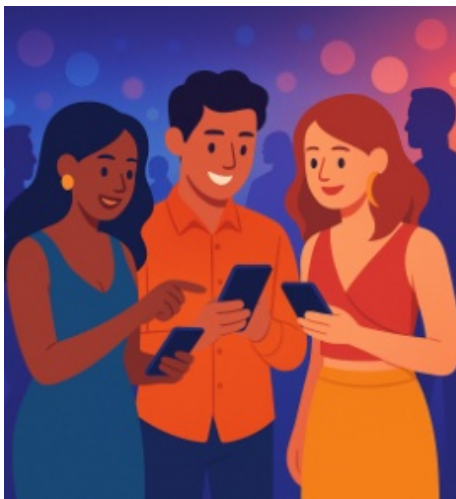
Who They Are

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Household & Family

Maintainer age	24 or Less
Household size	1 - 2
Children at home	18.7%
Age of children at home	<10, 20+



Education & Occupation

Household income	\$87K
Education	University
Occupation	White Collar/Service Sector
Commute method	Walk



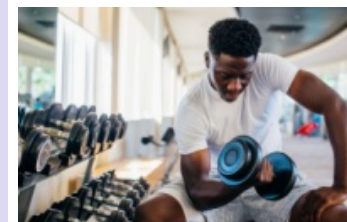
Dwellings

Dwelling type	Apartments
Tenure	Rent
Households moved into a new residence in the past year	62.0%



Diversity

Diversity	Medium
Official language	Non-Official
Immigrants to Canada (since 2022)	6.5%





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Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Reduce car-related emissions
2. Pay more for "clean" products
3. Drive less

Healthy Lifestyle

1. Eat vegetarian food
2. Buy organic beverages
3. Reduce stress



Psychographics

"I am willing to sacrifice my time with my family in order to get ahead."

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

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



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Leisure

Leisure Activities

1. Dancing/night clubs
2. Music festivals

Online Gambling

Low High



Shopping

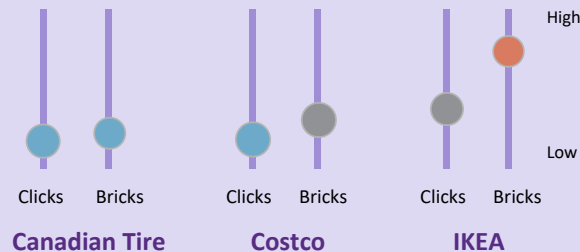
Products Purchased

1. Computer software
2. Television

Websites Browsed*

1. Taxi/ride sharing
2. Car rental

Selected Banners*

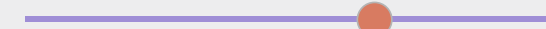


Financial

Financial Products Held

1. Personal loans
2. Chequing & savings

Mobile Wallet



Online Banking



Food & Drink

Restaurants Visited

1. Other Asian (Vietnamese, Korean, etc.)
2. Bistro-style food

Online Food Ordering Method

Meal kit (e.g. Chef's Plate)

Delivery app (e.g. UberEats)

Low High



Automotive

Automobiles Purchased*

1. Mazda
2. Mercedes-Benz
3. BMW

Electric/Hybrid Vehicle Ownership

Owned

Plan to buy next year

Low High

Projected EV Purchase Next Year

Electric

Gasoline Hybrid

Plug-in Hybrid

Premium EV

Standard EV

Low High



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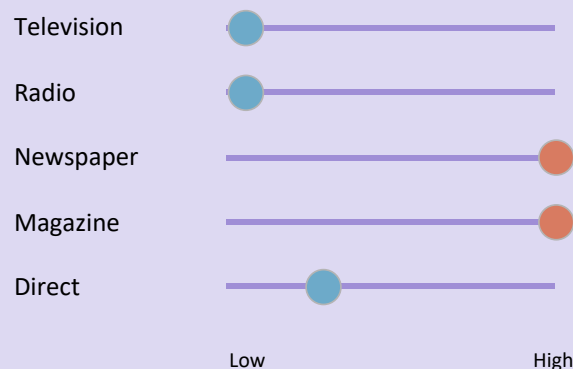
What They Do

How to Reach Them

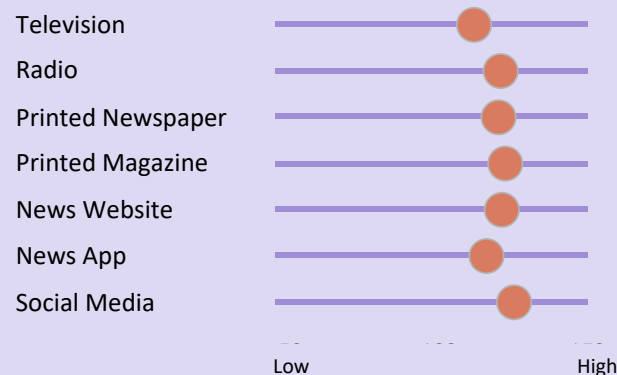
Glossary



Traditional Channels



Trusted Information Sources



Preferred Streaming Services

YouTube Premium, Tubi, Facebook videos

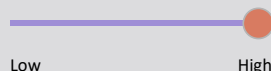


Preferred Social Media

Twitch, Dating platform (excl. Tinder), Reddit



Internet Usage



Online Activities

1. Streaming videos
2. Use ad blocking software
3. Podcast

Preferred Categories Browsed in 2024

1. Careers
2. Automotive
3. Travel

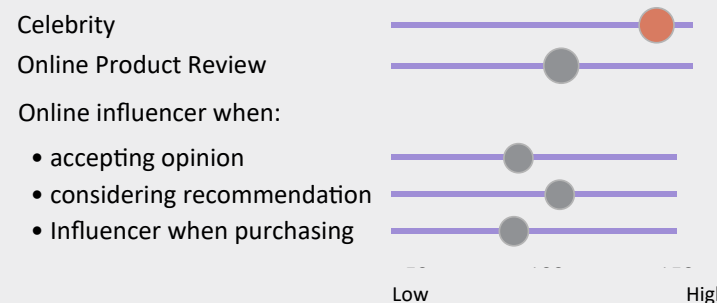
Privacy & Compliance

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



Influencer Impact

Likely to Be Influenced by:





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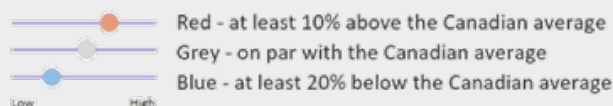
How to Reach Them

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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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