



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

38 - Stressed in Suburbia

S5

38 - Stressed in Suburbia

Middle-income, younger and middle-aged suburban families

This PRIZM® segment represents 1.7% of Canada's population and 1.6% of households.

F3

Home

Putting PRIZM®
to Work

Segment/Group
Overview

Who They Are

How They Think

What They Do

How to Reach
Them

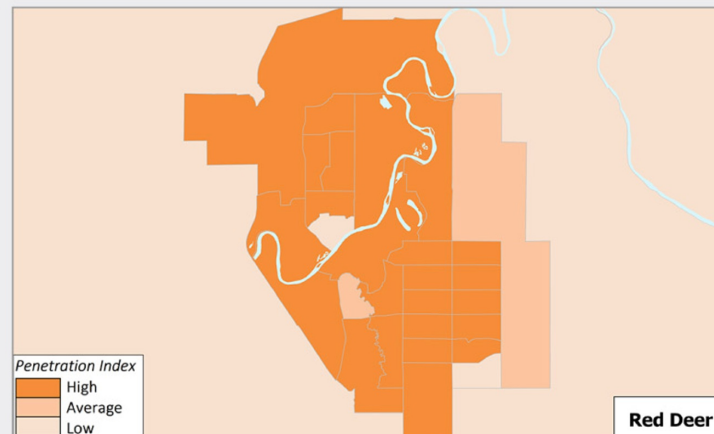
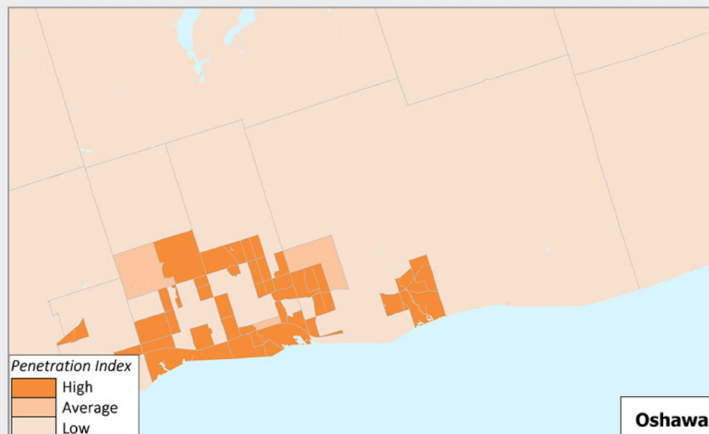
By the Numbers

Methodology to
Create PRIZM®

Glossary



Located in the older suburban neighbourhoods of midsize cities, Stressed in Suburbia offers a portrait of busy, working families. Households may contain couples, families with children and lone-parent families; maintainers range in age from 25 to 54; and children include toddlers and teenagers. Nearly three-quarters own their homes, a mix of singles, semis and row houses. Two-thirds are third-plus-generation Canadians. With college and high school educations and middle incomes from two-wage earners, they pursue wide-ranging interests-from sports like cross-country skiing and golf to cultural activities like country music concerts and dinner theatres. These residents often drive domestic pickups, eat at drive-throughs and vacation using their campers. Mindful of saving money, many do their own home improvements and landscaping.





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Household & Family

Maintainer age 35 - 44

Household size 3

Children at home 47.5%

Age of children at home Mixed



Education & Occupation

Household income \$113K

Education College/High School

Occupation Service Sector/Blue Collar

Commute method Car

Avg. distance commuted 11Km

At workplace last year* 45.8%



Dwellings

Dwelling type Single Detached/Semi/Row

Tenure Own

Households moved into a new residence in the past year 6.8%



Diversity

Diversity Low

Official language English

Newcomers to Canada last year* 23K





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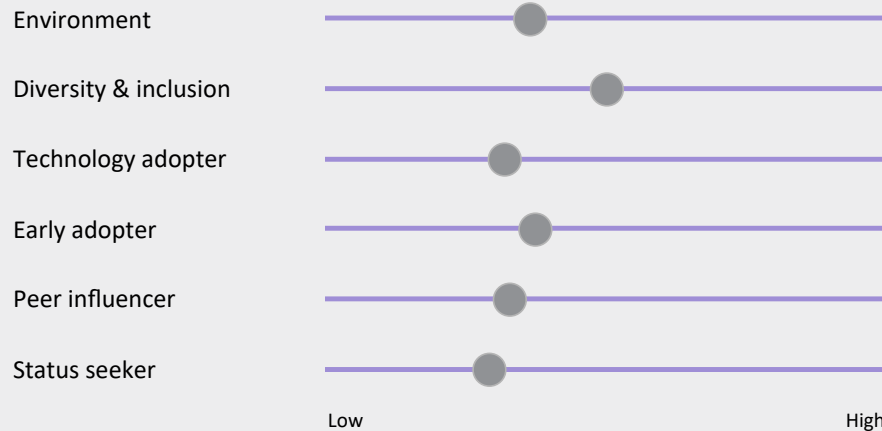
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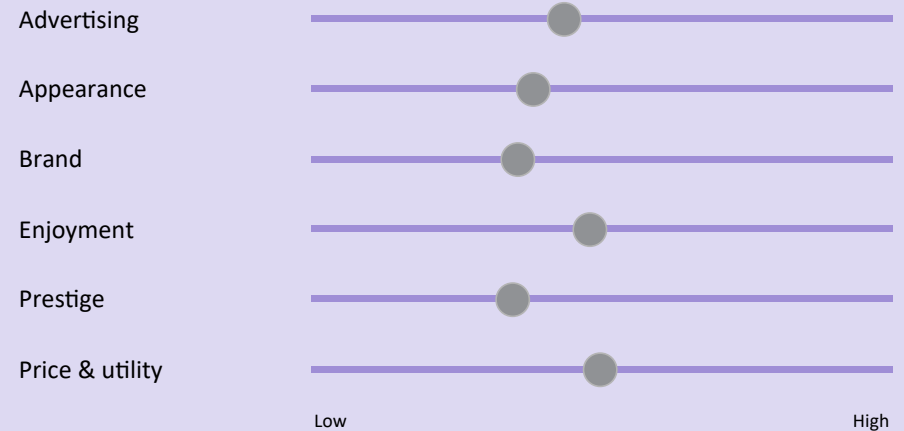
Glossary



Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Support local
2. Buy Canadian products
3. Make effort to recycle

Healthy Lifestyle

1. Buy beverages with probiotics
2. Monitor vitamin intake
3. Minimize health problems



Psychographics

"I like being in a large crowd."

"I worry about not having enough money to retire."

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



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Leisure

Leisure Activities

1. Skateboarding
2. Curling

Online Gambling

Low High



Shopping

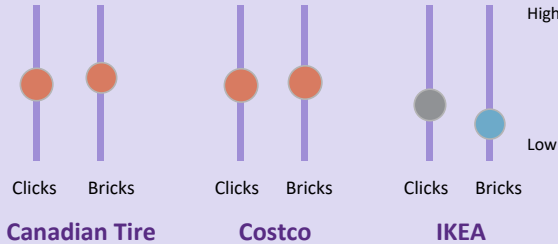
Products Purchased

1. Baby furniture
2. Camping equipment

Websites Browsed*

1. Barbecues & grilling
2. Pizza

Selected Banners*



Financial

Financial Products Held

1. Mortgage
2. RESP

Mobile Wallet

Online Banking

Low High

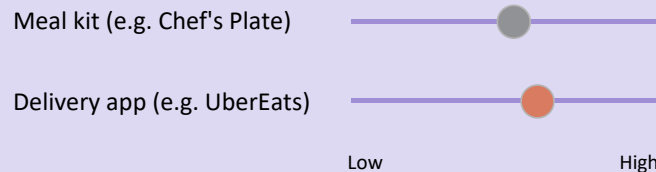


Food & Drink

Restaurants Visited

1. Burgers
2. Bar/pub food

Online Food Ordering Method



Automotive

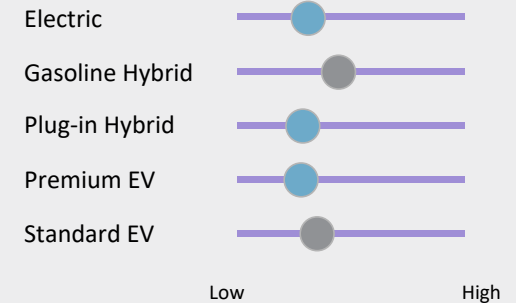
Automobiles Purchased*

1. Ram
2. Honda
3. Hyundai

Electric/Hybrid Vehicle Ownership



Projected EV Purchase Next Year





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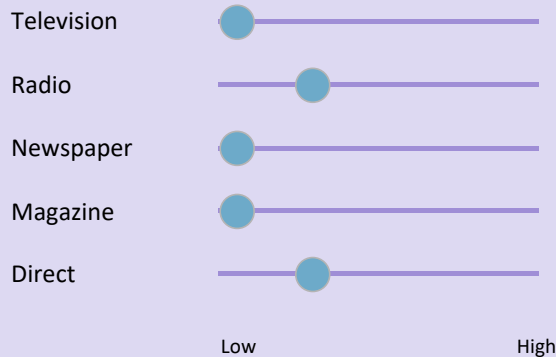
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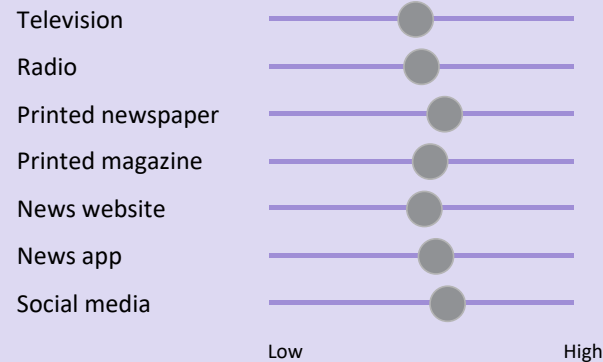
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Traditional Channels



Trusted Information Sources



Preferred Streaming Services

Amazon Prime, Facebook videos, Apple TV+

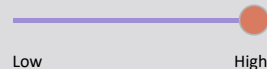


Preferred Social Media

Pinterest, Snapchat, Audio podcasts



Internet Usage



Online Activities

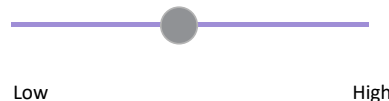
1. Click on ad
2. Podcast
3. Real estate listings

Preferred Categories Browsed in 2022

1. Pets
2. Family & parenting
3. Technology

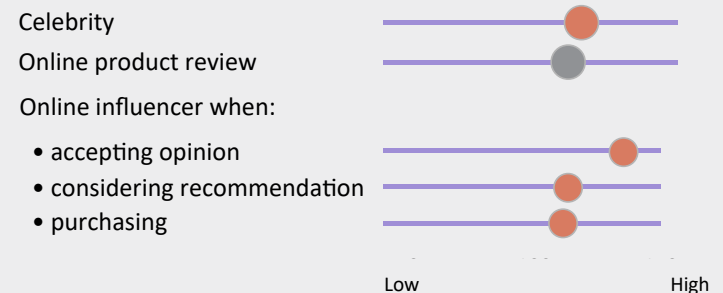
Privacy & Compliance

"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	5.4	4.8	113	Home Language	English	88.7	64.1	138	Maintainer Age	Under 25	2.7	2.9	94
	5 to 14	12.4	10.9	114		French	1.1	19.1	6		25 To 44	38.2	32.4	118
	15 to 24	12.5	11.7	106		Non-Official	6.8	11.9	57		45 To 54	18.4	17.3	107
	25 to 44	31.1	28.4	110	Mode of Transport	Car	87.9	78.9	111		55 To 64	18.3	19.2	95
	45 to 64	24.7	26.2	94		Public Transit	6.5	12.7	51		65 To 74	13.6	16.1	84
	65 to 74	9.0	11.1	81	Marital Status	Single	29.0	28.5	102		75+	8.9	12.2	73
	75+	6.1	8.4	72		Married/Common Law	56.0	57.1	98	Size	1 Person	22.9	29.6	77
Immigration	Immigrant Pop.	16.0	23.6	68		Wid/Div/Sep	15.0	14.4	104		2 Persons	33.8	34.2	99
	Before 2001	6.6	9.9	67	Employment	Employed	64.6	59.8	108		3 Persons	18.0	14.6	123
	2001 To 2005	1.2	2.1	56		No High School	14.4	15.1	95		4+ Persons	25.3	21.6	117
	2006 To 2010	1.9	2.7	72	Education	High School	31.9	26.5	120	Family Status	Non-Family	26.7	32.8	81
	2011 To 2016	2.5	3.2	79		Trade School	8.1	8.8	91		Couples with Kids	32.3	29.0	111
Visible Minority	2017 To Present	3.7	5.7	65		College	24.6	20.4	120		Couples, no Kids	25.8	27.6	94
	Presence	17.4	25.9	67		Some University	1.5	2.0	76		Lone-Parent Family	15.2	10.6	143
Occupation	Agriculture	1.2	2.2	52		University	19.6	27.2	72	Age of Children	Kids under 5	16.2	15.3	106
	White Collar	31.1	34.4	90	Income	Avg Hhld Income	\$113,324	\$116,085	98		5 To 9	17.7	16.5	108
	Grey Collar	41.2	38.6	107							10 To 14	17.4	16.6	105
	Blue Collar	24.7	22.5	110							15 To 19	16.8	16.3	103
Dwellings														
		% Segment	% Canada	Index			% Segment	% Canada	Index			% Segment	% Canada	Index
Tenure	Own	72.3	65.8	110	Period of Construction	Before 1961	8.7	19.5	44	Type	Single-Detached	52.5	52.1	101
						1961 to 1980	34.7	27.2	128		Semi-Detached/Row	30.6	11.7	262
	Rent	27.7	33.7	82		1981 to 2000	14.5	11.9	121		Highrise (5+ Stories)	1.6	10.9	15
						2001 to 2016	19.6	19.1	103		Lowrise (<5 Stories)	9.1	18.3	50
	Band Housing	0.0	0.5	7		After 2016	8.2	9.3	88		Duplex/Mobile	6.1	6.7	92