



Step 1: Select a Category\*

PRIZM® segment

Step 2: Select an individual segment or a group

23 - Mid-City Mellow

U2

M1

## 23 - Mid-City Mellow

Older, urban, middle-income families and couples

This PRIZM® segment represents 2.4% of Canada's population and 2.2% of households.

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Mid-City Mellow is a segment composed mainly of long-term residents, including older couples and middle-aged families, found in city neighbourhoods. They earn stable, mid-level incomes and typically live in single-detached homes, enjoying comfortable lifestyles supported by moderate discretionary spending. Residents often seek opportunities to be active in their communities and are drawn to nearby theatre and sporting events. This segment shows a strong appreciation for community traditions and local engagement, reflecting a steady, grounded lifestyle shaped by familiarity, routine, and cultural connection.



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### Household & Family

Maintainer age	75+
Household size	3
Children at home	45.7%
Age of children at home	15+



### Education & Occupation

Household income	\$139K
Education	College/High School
Occupation	Mixed
Commute method	Car



### Dwellings

Dwelling type	Single Detached
Tenure	Own
Households moved into a new residence in the past year	28.9%



### Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	2.9%





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### Key Mindsets



### Purchase Influences



### Green Living

#### Green Lifestyle

1. Buy locally
2. Make effort to recycle
3. Buy in bulk for less packaging

#### Healthy Lifestyle

1. Monitor vitamin intake
2. Introduce balanced diet
3. Minimize health problems



### Psychographics

"It is important to look good."

"I have my favourite brand and I normally stick to it."

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



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### Leisure

#### Leisure Activities

1. Football game
2. Sporting events

#### Online Gambling



### Shopping

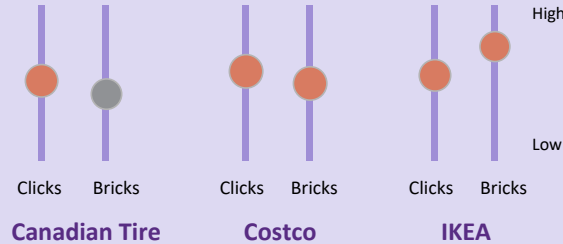
#### Products Purchased

1. Cross-border shopping in US
2. Printing of digital photos

#### Websites Browsed\*

1. Sports news
2. Exercise

#### Selected Banners\*

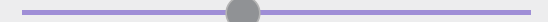


### Financial

#### Financial Products Held

1. RRIF
2. HELOC

#### Mobile Wallet



#### Online Banking

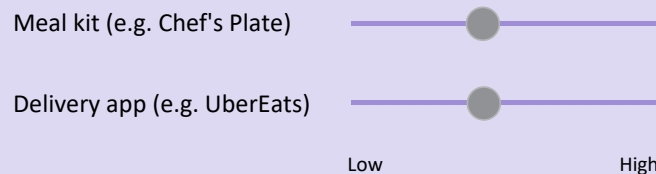


### Food & Drink

#### Restaurants Visited

1. Italian
2. Taco

#### Online Food Ordering Method

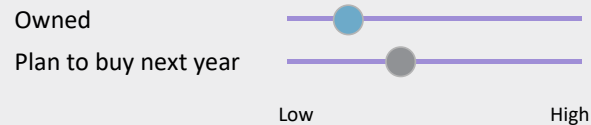


### Automotive

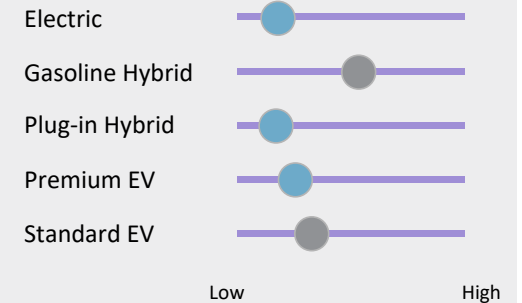
#### Automobiles Purchased\*

1. Jeep
2. Honda
3. Subaru

#### Electric/Hybrid Vehicle Ownership



#### Projected EV Purchase Next Year





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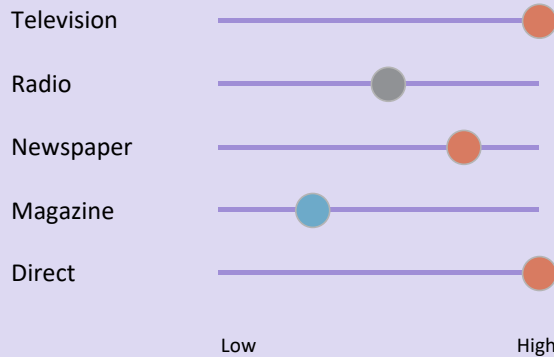
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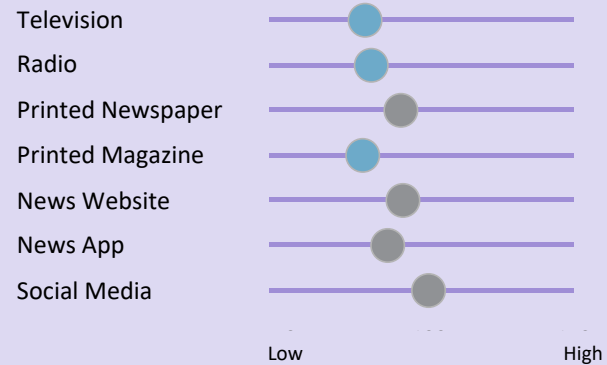
Glossary



### Traditional Channels



### Trusted Information Sources



### Preferred Streaming Services

Paramount+/CBS All Access, Apple TV+, Crave

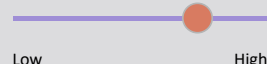


### Preferred Social Media

Pinterest, X (formerly Twitter), WhatsApp



### Internet Usage



#### Online Activities

1. Online magazines
2. Click on ad
3. Access professional sports

#### Preferred Categories Browsed in 2024

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

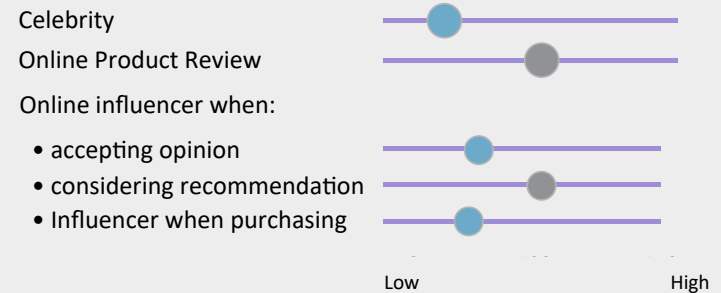
### Privacy & Compliance

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



### Influencer Impact

#### Likely to Be Influenced by:





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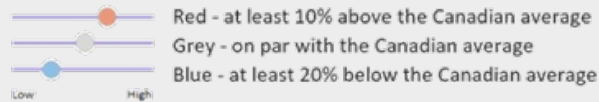
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### Methodology

**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.

**Lifestage 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>

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