



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 1.6% of Canada's population and 1.5% of households.

F3

Overview

Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Stressed in Suburbia embodies the essence of busy, working families residing in suburban settings across Canada. This segment primarily consists of couples, families with children, and single-parent households, with many household maintainers between the ages of 35 and 44. Homeownership is high, often in semi-detached or row houses, as residents work to establish a stable lifestyle. College and high school educations have been leveraged into jobs that earn middle incomes. Residents gravitate toward family-oriented and community-focused activities, such as attending local sports events and cultural performances, while also remaining conscious of financial stability. Their engagement in DIY home projects reflects both practicality and a desire for personal comfort, supporting a lifestyle focused on balance, security, and self-sufficiency.



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### Household & Family

Maintainer age	35 - 44
Household size	3
Children at home	46.6%
Age of children at home	<25



### Education & Occupation

Household income	\$124K
Education	College/High School
Occupation	Service Sector/Blue Collar
Commute method	Car



### Dwellings

Dwelling type	Single Detached/Semi/Row
Tenure	Own
Households moved into a new residence in the past year	42.5%



### Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	4.3%





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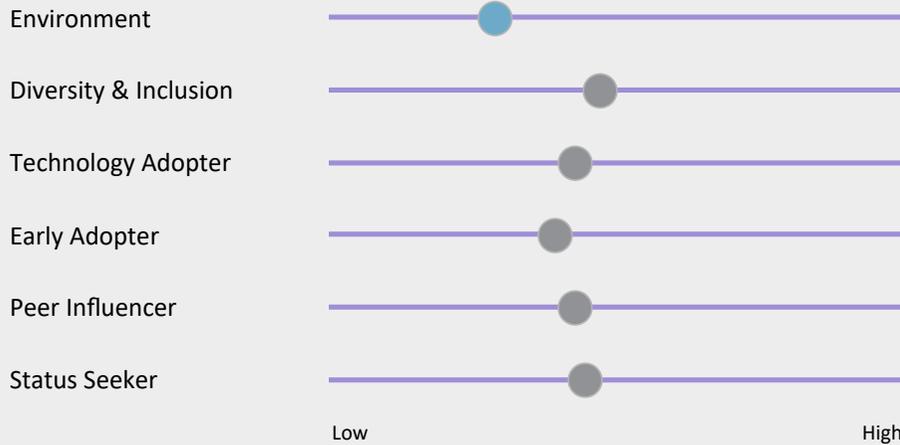
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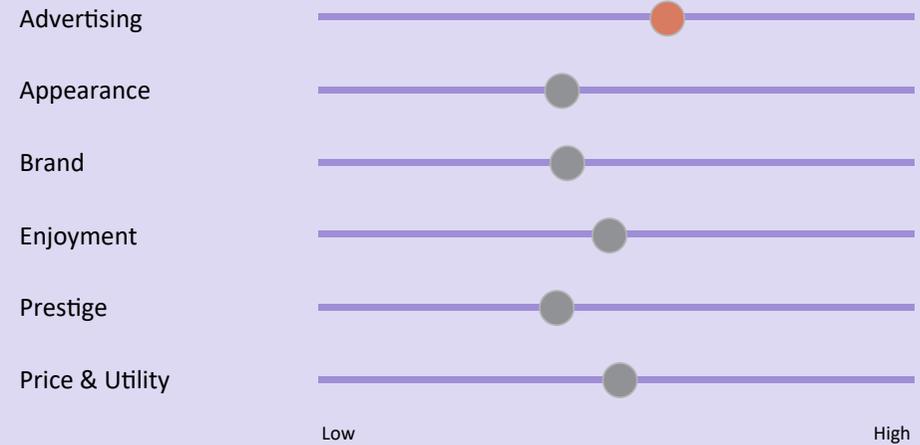
Glossary



### Key Mindsets



### Purchase Influences



### Green Living

#### Green Lifestyle

1. Buy organic
2. Buy Canadian products
3. Use alternative energy

#### Healthy Lifestyle

1. Monitor vitamin intake
2. Eat vegetarian food
3. Introduce balanced diet



### Psychographics

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

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

"I trust my own judgement in picking out my clothes."



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## Leisure

### Leisure Activities

1. Sporting events
2. Martial arts (any)

### Online Gambling



## Shopping

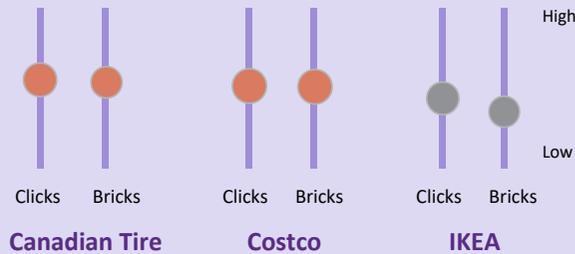
### Products Purchased

1. Video game system
2. School supplies

### Websites Browsed\*

1. Food delivery
2. Exercise

### Selected Banners\*



## Financial

### Financial Products Held

1. Mortgage
2. RESP

### Mobile Wallet



### Online Banking



## Food & Drink

### Restaurants Visited

1. Bar/pub food
2. Convenience store

### Online Food Ordering Method

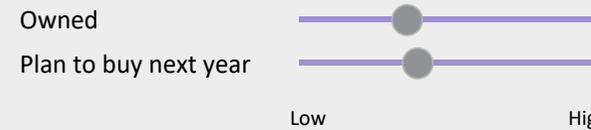


## Automotive

### Automobiles Purchased\*

1. Honda
2. Ram
3. Jeep

### Electric/Hybrid Vehicle Ownership



### Projected EV Purchase Next Year





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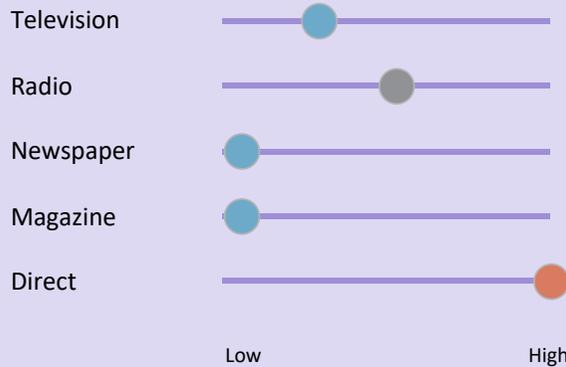
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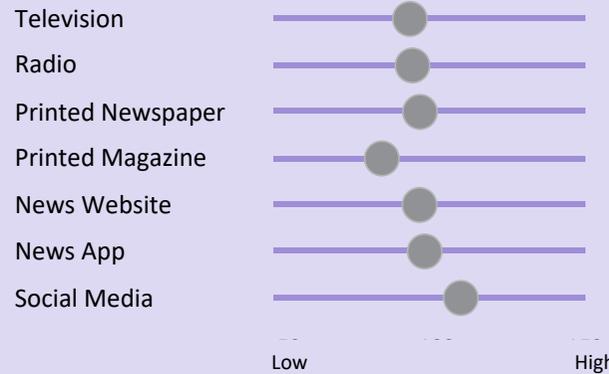
Glossary



### Traditional Channels



### Trusted Information Sources



### Preferred Streaming Services

CBC Gem, YouTube Premium, Disney+



### Preferred Social Media

Snapchat, Pinterest, X (formerly Twitter)



### Internet Usage



#### Online Activities

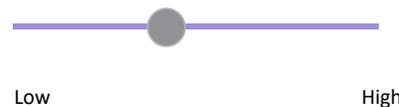
1. Download coupons
2. Podcast
3. Play games

#### Preferred Categories Browsed in 2024

1. Fitness
2. Food & drink
3. Sports

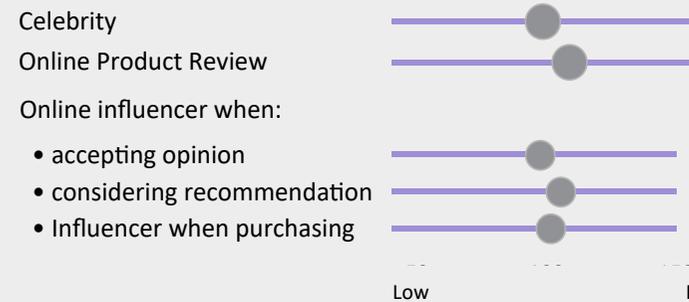
### Privacy & Compliance

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



### Influencer Impact

#### Likely to Be Influenced by:





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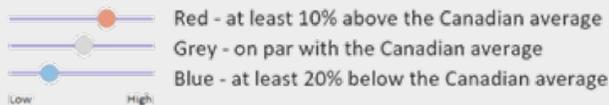
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### Methodology

**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>

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