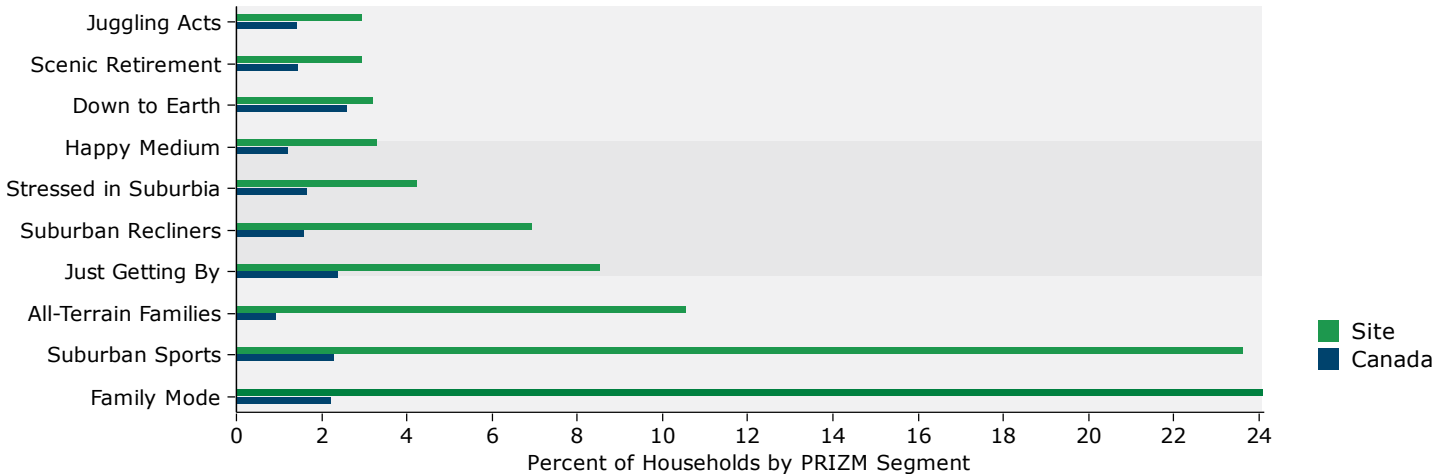


Top Twenty PRIZM Segments

Rank	PRIZM Segment	2021 Households		2021 Canadian Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Family Mode	24.1%	24.1%	2.3%	2.3%	1,071
2	Suburban Sports	23.6%	47.7%	2.3%	4.6%	1,027
3	All-Terrain Families	10.6%	58.3%	1.0%	5.6%	1,084
4	Just Getting By	8.6%	66.9%	2.4%	8.0%	357
5	Suburban Recliners	7.0%	73.9%	1.6%	9.6%	430
Subtotal		73.9%		9.6%		
6	Stressed in Suburbia	4.3%	78.2%	1.7%	11.3%	252
7	Happy Medium	3.3%	81.5%	1.2%	12.5%	267
8	Down to Earth	3.2%	84.7%	2.6%	15.1%	124
9	Scenic Retirement	3.0%	87.7%	1.5%	16.6%	203
10	Juggling Acts	3.0%	90.7%	1.4%	18.0%	207
Subtotal		16.8%		8.4%		
11	Old Town Roads	2.8%	93.5%	1.0%	19.0%	283
12	Country Traditions	2.7%	96.2%	2.2%	21.2%	122
13	Silver Flats	1.2%	97.4%	0.8%	22.0%	145
14	Value Villagers	1.0%	98.4%	1.6%	23.6%	67
15	Kick-Back Country	1.0%	99.4%	1.3%	24.9%	74
Subtotal		8.7%		6.9%		
16	Diverse & Determined	0.2%	99.6%	1.7%	26.6%	13
17	First-Class Families	0.1%	99.7%	1.5%	28.1%	10
18	Agri-Biz	0.1%	99.8%	0.9%	29.0%	7
19	Backcountry Boomers	0.1%	99.9%	2.3%	31.3%	3
20	Country & Western	0.1%	100.0%	1.8%	33.1%	3
Subtotal		0.6%		8.2%		
Total		99.9%		33.1%		302

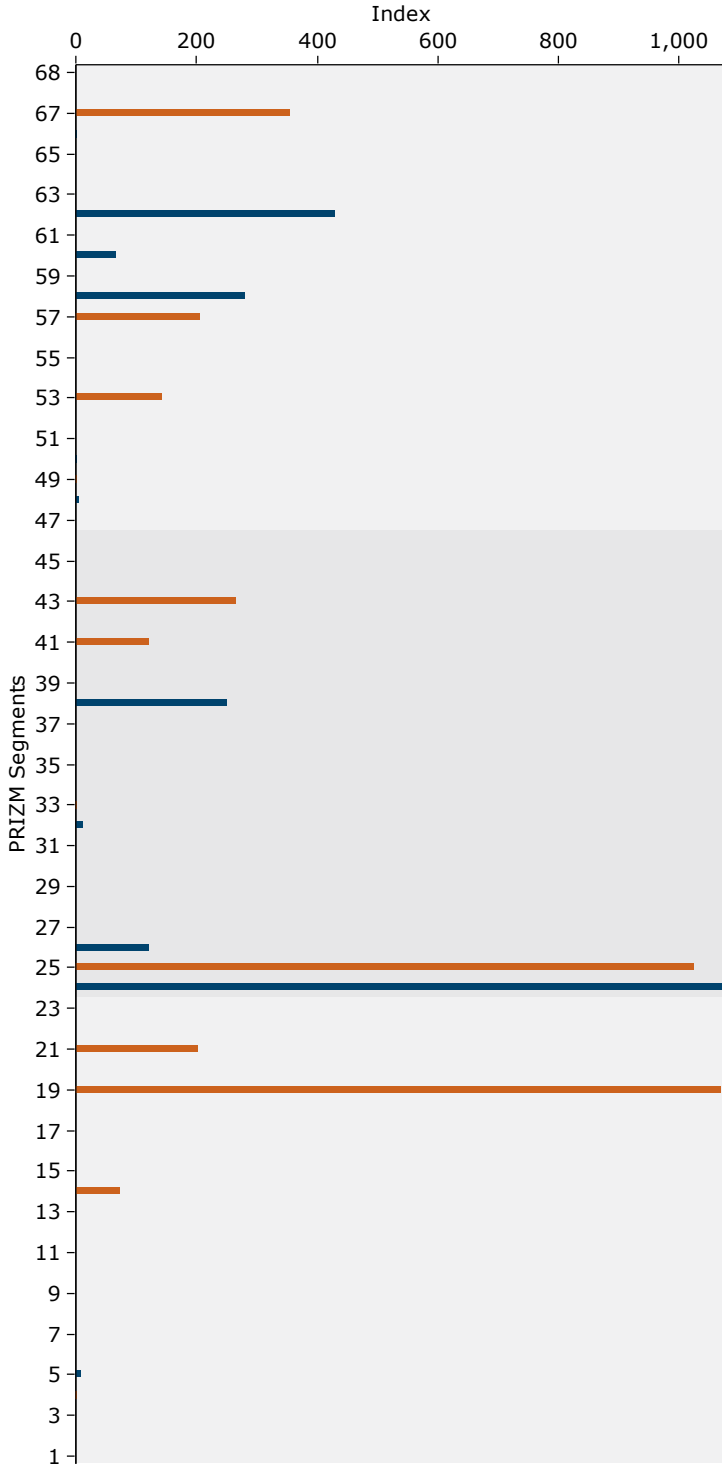
Top Ten PRIZM Segments Site vs. Canada



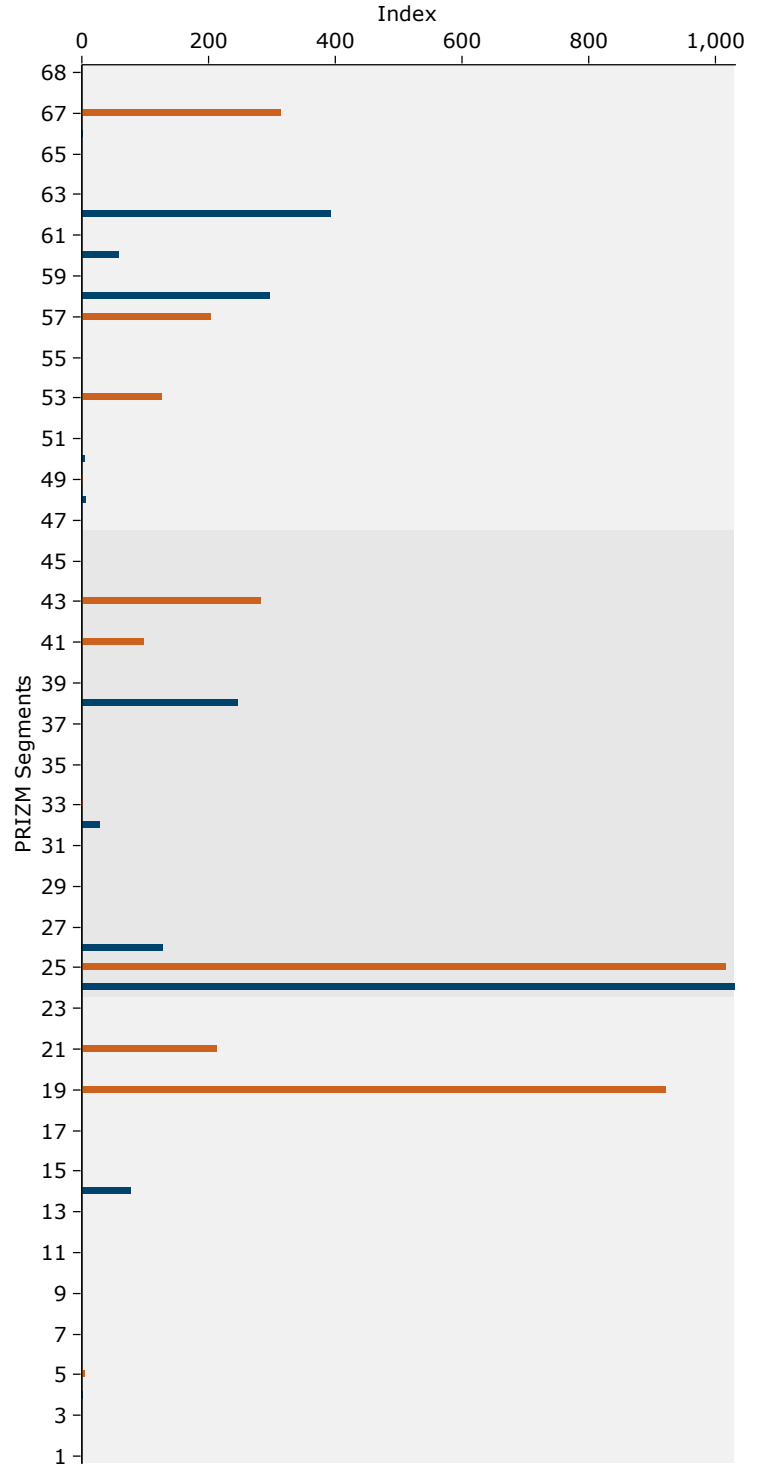
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri

2021 PRIZM Indexes by Households



2021 PRIZM Indexes by Total Population



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Source: Esri

PRIZM Social Groups	2021 Households			2021 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	7,363	100.0%		19,142	100.0%	
U1. Urban Elite	0	0.0%	0	0	0.0%	0
The A-List (01)	0	0.0%	0	0	0.0%	0
Wealthy & Wise (02)	0	0.0%	0	0	0.0%	0
Downtown Verve (06)	0	0.0%	0	0	0.0%	0
U2. Urban Older	0	0.0%	0	0	0.0%	0
Savvy Seniors (16)	0	0.0%	0	0	0.0%	0
Mid-City Mellow (23)	0	0.0%	0	0	0.0%	0
Middle-Class Mosaic (36)	0	0.0%	0	0	0.0%	0
On Their Own Again (51)	0	0.0%	0	0	0.0%	0
U3. Young Urban Core	0	0.0%	0	0	0.0%	0
Eat, Play, Love (12)	0	0.0%	0	0	0.0%	0
Indieville (22)	0	0.0%	0	0	0.0%	0
Les Énergieux (40)	0	0.0%	0	0	0.0%	0
Social Networkers (47)	0	0.0%	0	0	0.0%	0
Enclaves Multiethniques (55)	0	0.0%	0	0	0.0%	0
U4. Urban Diversity	0	0.0%	0	0	0.0%	0
South Asian Enterprise (15)	0	0.0%	0	0	0.0%	0
Asian Avenues (17)	0	0.0%	0	0	0.0%	0
Came From Away (61)	0	0.0%	0	0	0.0%	0
Midtown Movers (64)	0	0.0%	0	0	0.0%	0
U5. Younger Urban Mix	927	12.6%	148	1,822	9.5%	136
Latte Life (28)	0	0.0%	0	0	0.0%	0
Friends & Roomies (52)	0	0.0%	0	0	0.0%	0
Juggling Acts (57)	219	3.0%	207	530	2.8%	206
Value Villagers (60)	77	1.0%	67	167	0.9%	60
Just Getting By (67)	631	8.6%	357	1,125	5.9%	315
U6. Older Urban Francophone	0	0.0%	0	0	0.0%	0
Évolution Urbaine (39)	0	0.0%	0	0	0.0%	0
Un Grand Cru (44)	0	0.0%	0	0	0.0%	0
Jeunes Biculturels (56)	0	0.0%	0	0	0.0%	0
Âgés & Traditionnels (65)	0	0.0%	0	0	0.0%	0
F1. Upscale Urban Fringe	0	0.0%	0	0	0.0%	0
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
Mature & Secure (7)	0	0.0%	0	0	0.0%	0
Multicultural Corners (18)	0	0.0%	0	0	0.0%	0
F2. Diverse Urban Fringe	0	0.0%	0	0	0.0%	0
Asian Achievement (10)	0	0.0%	0	0	0.0%	0
New Asian Heights (20)	0	0.0%	0	0	0.0%	0
Diversité Nouvelle (27)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population in the area, by PRIZM segment, to the percent of households or Total Population in Canada, by segment. An index of 100 is the Canadian average.

Source: Esri

PRIZM Social Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	7,363	100.0%		19,142	100.0%	
F3. Midscale Urban Fringe	16	0.2%	5	88	0.5%	10
South Asian Society (30)	0	0.0%	0	0	0.0%	0
Metro Melting Pot (31)	0	0.0%	0	0	0.0%	0
Diverse & Determined (32)	16	0.2%	13	88	0.5%	30
S1. Suburban Elite	13	0.2%	4	30	0.2%	3
Turbo Burbs (4)	2	0.0%	2	5	0.0%	2
First-Class Families (5)	11	0.1%	10	25	0.1%	7
Boomer Bliss (9)	0	0.0%	0	0	0.0%	0
S2. Upscale Suburban Diversity	0	0.0%	0	0	0.0%	0
Multiculture-ish (8)	0	0.0%	0	0	0.0%	0
Modern Suburbia (11)	0	0.0%	0	0	0.0%	0
S3. Middle Suburbia	4,296	58.3%	1,055	12,102	63.2%	979
Family Mode (19)	1,776	24.1%	1,071	4,867	25.4%	922
All-Terrain Families (24)	779	10.6%	1,084	2,241	11.7%	1,032
Suburban Sports (25)	1,741	23.6%	1,027	4,994	26.1%	1,017
S4. Middle Suburban Francophone	0	0.0%	0	0	0.0%	0
Vie de Rêve (13)	0	0.0%	0	0	0.0%	0
C'est Tiguïdou (29)	0	0.0%	0	0	0.0%	0
Familles Typiques (34)	0	0.0%	0	0	0.0%	0
S5. Class Suburbia	559	7.6%	258	1,564	8.2%	263
Stressed in Suburbia (38)	314	4.3%	252	880	4.6%	248
Happy Medium (43)	245	3.3%	267	684	3.6%	285
S6. Older Suburban	821	11.2%	213	1,635	8.5%	196
Scenic Retirement (21)	220	3.0%	203	548	2.9%	214
Slow-Lane Suburbs (45)	0	0.0%	0	0	0.0%	0
Silver Flats (53)	87	1.2%	145	132	0.7%	128
Suburban Recliners (62)	514	7.0%	430	955	5.0%	393
S7. Middle Suburban Francophone	0	0.0%	0	0	0.0%	0
Vie Dynamique (35)	0	0.0%	0	0	0.0%	0
Banlieues Tranquilles (42)	0	0.0%	0	0	0.0%	0
La Vie Simple (59)	0	0.0%	0	0	0.0%	0
T1. Town Mix	207	2.8%	108	538	2.8%	102
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Old Town Roads (58)	205	2.8%	283	524	2.7%	298
Indigenous Families (66)	2	0.0%	2	14	0.1%	5

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Source: Esri



Prizm Segmentation Area Profile Canada

Stony Plain
 Stony Plain (4811048)
 Geography: Census Subdivision

Prepared by Esri

PRIZM Social Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	7,363	100.0%		19,142	100.0%	
R1 Upper-Middle Rural	271	3.7%	74	827	4.3%	79
Kick-Back Country (14)	70	1.0%	74	221	1.2%	79
Country Traditions (26)	199	2.7%	122	592	3.1%	130
New Country (33)	2	0.0%	2	14	0.1%	5
R2. Middle Rural	253	3.4%	45	536	2.8%	38
Down to Earth (41)	239	3.2%	124	486	2.5%	98
Agri-Biz (48)	5	0.1%	7	15	0.1%	8
Backcountry Boomers (49)	5	0.1%	3	14	0.1%	4
Country & Western (50)	4	0.1%	3	21	0.1%	6
R3. Rural Francophone	0	0.0%	0	0	0.0%	0
Patrimoine Rustique (46)	0	0.0%	0	0	0.0%	0
Vie au Village (54)	0	0.0%	0	0	0.0%	0
Amants de la Nature (63)	0	0.0%	0	0	0.0%	0

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Source: Esri

PRIZM Lifestage Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	7,363	100.0%		19,142	100.0%	
Y1. Very Young Singles & Couples	0	0.0%	0	0	0.0%	0
Eat, Play, Love (12)	0	0.0%	0	0	0.0%	0
Latte Life (28)	0	0.0%	0	0	0.0%	0
Les Énerjeunes (40)	0	0.0%	0	0	0.0%	0
Social Networkers (47)	0	0.0%	0	0	0.0%	0
Y2. Younger Singles & Couples	850	11.5%	113	1,655	8.6%	102
New Asian Heights (20)	0	0.0%	0	0	0.0%	0
Indieville (22)	0	0.0%	0	0	0.0%	0
Friends & Roomies (52)	0	0.0%	0	0	0.0%	0
Jeunes Biculturels (56)	0	0.0%	0	0	0.0%	0
Juggling Acts (57)	219	3.0%	207	530	2.8%	206
Just Getting By (67)	631	8.6%	357	1,125	5.9%	315
Y3. Young Families	779	10.6%	348	2,241	11.7%	314
Modern Suburbia (11)	0	0.0%	0	0	0.0%	0
All-Terrain Families (24)	779	10.6%	1,084	2,241	11.7%	1,032
F1. School-Age Families	93	1.3%	13	255	1.3%	15
Downtown Verve (6)	0	0.0%	0	0	0.0%	0
Diverse & Determined (32)	16	0.2%	13	88	0.5%	30
Keep on Trucking (37)	0	0.0%	0	0	0.0%	0
Évolution Urbaine (39)	0	0.0%	0	0	0.0%	0
Banlieues Tranquilles (42)	0	0.0%	0	0	0.0%	0
Enclaves Multiethniques (55)	0	0.0%	0	0	0.0%	0
La Vie Simple (59)	0	0.0%	0	0	0.0%	0
Value Villagers (60)	77	1.0%	67	167	0.9%	60
F2. Large Diverse Families	13	0.2%	2	39	0.2%	1
Asian Sophisticates (3)	0	0.0%	0	0	0.0%	0
First-Class Families (5)	11	0.1%	10	25	0.1%	7
Multiculture-ish (8)	0	0.0%	0	0	0.0%	0
Asian Achievement (10)	0	0.0%	0	0	0.0%	0
Vie de Rêve (13)	0	0.0%	0	0	0.0%	0
South Asian Enterprise (15)	0	0.0%	0	0	0.0%	0
Multicultural Corners (18)	0	0.0%	0	0	0.0%	0
South Asian Society (30)	0	0.0%	0	0	0.0%	0
Indigenous Families (66)	2	0.0%	2	14	0.1%	5

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PRIZM Lifestage Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	7,363	100.0%		19,142	100.0%	
F3 Middle-Age Families	4,354	59.1%	203	12,272	64.1%	202
Turbo Burbs (4)	2	0.0%	2	5	0.0%	2
Kick-Back Country (14)	70	1.0%	74	221	1.2%	79
Asian Avenues (17)	0	0.0%	0	0	0.0%	0
Family Mode (19)	1,776	24.1%	1,071	4,867	25.4%	922
Suburban Sports (25)	1,741	23.6%	1,027	4,994	26.1%	1,017
Country Traditions (26)	199	2.7%	122	592	3.1%	130
Diversité Nouvelle (27)	0	0.0%	0	0	0.0%	0
C'est Tiguïdou (29)	0	0.0%	0	0	0.0%	0
Metro Melting Pot (31)	0	0.0%	0	0	0.0%	0
New Country (33)	2	0.0%	2	14	0.1%	5
Familles Typiques (34)	0	0.0%	0	0	0.0%	0
Middle-Class Mosaic (36)	0	0.0%	0	0	0.0%	0
Stressed in Suburbia (38)	314	4.3%	252	880	4.6%	248
Happy Medium (43)	245	3.3%	267	684	3.6%	285
Agri-Biz (48)	5	0.1%	7	15	0.1%	8
Vie au Village (54)	0	0.0%	0	0	0.0%	0
Came From Away (61)	0	0.0%	0	0	0.0%	0
Midtown Movers (64)	0	0.0%	0	0	0.0%	0
M1. Older Families & Empty Nests	444	6.0%	34	1,010	5.3%	30
The A-List (1)	0	0.0%	0	0	0.0%	0
Wealthy & Wise (2)	0	0.0%	0	0	0.0%	0
Mature & Secure (7)	0	0.0%	0	0	0.0%	0
Boomer Bliss (9)	0	0.0%	0	0	0.0%	0
Savvy Seniors (16)	0	0.0%	0	0	0.0%	0
Mid-City Mellow (23)	0	0.0%	0	0	0.0%	0
Vie Dynamique (35)	0	0.0%	0	0	0.0%	0
Down to Earth (41)	239	3.2%	124	486	2.5%	98
Slow-Lane Suburbs (45)	0	0.0%	0	0	0.0%	0
Patrimoine Rustique (46)	0	0.0%	0	0	0.0%	0
Old Town Roads (58)	205	2.8%	283	524	2.7%	298
Amants de la Nature (63)	0	0.0%	0	0	0.0%	0
M2. Mature Singles & Couples	830	11.3%	86	1,670	8.7%	83
Scenic Retirement (21)	220	3.0%	203	548	2.9%	214
Un Grand Cru (44)	0	0.0%	0	0	0.0%	0
Backcountry Boomers (49)	5	0.1%	3	14	0.1%	4
Country & Western (50)	4	0.1%	3	21	0.1%	6
On Their Own Again (51)	0	0.0%	0	0	0.0%	0
Silver Flats (53)	87	1.2%	145	132	0.7%	128
Suburban Recliners (62)	514	7.0%	430	955	5.0%	393
Âgés & Traditionnels (65)	0	0.0%	0	0	0.0%	0

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