

Quick View: PSYTE HD			Demographics							Education					
Group	Code	PSYTE HD Cluster name	CAMEO Int'l Code	% Pop	% Hhid	Age Group	Index Age < 40	Index Age > 60	Persons Per Household	Visible Minority	Not Graduate High School	Graduate High School	Non-University	Bachelor Degree	Above Bachelor
P1	Primary-Metropolitan Elite			1.7%	1.5%										
	01	Canadian Elite	14	0.7%	0.6%	45 - 64	93	95	3.2	106	●	●	●	●	●
	02	Professional Duets	14	1.0%	0.9%	45 - 64	93	106	2.6	82	●	●	●	●	●
P2	Primary-Metropolitan Comfortable			8.5%	7.2%										
	05	Pinnacle View	14	2.5%	2.1%	45 - 64	97	92	3.0	119	●	●	●	●	●
	09	Far East to West	14	1.3%	1.0%	45 - 64	95	99	3.2	344	●	●	●	●	●
	11	Urban Bureau	14	1.2%	1.2%	35 - 54	97	101	2.5	78	●	●	●	●	●
	14	Geeks & Tweets	31	0.9%	1.1%	35 - 54	104	88	2.2	116	●	●	●	●	●
	18	Working the Dream	23	2.7%	1.9%	< 35	116	69	3.6	361	●	●	●	●	●
P3	Primary-Metropolitan Mid-Scale			5.2%	6.2%										
	24	Condo Vibe	31	1.2%	1.8%	< 45	122	70	1.6	165	●	●	●	●	●
	28	High Rise Hopes	31	1.6%	1.7%	< 45	106	88	2.4	321	●	●	●	●	●
	34	The New East	23	1.1%	0.9%	< 35	108	85	3.2	408	●	●	●	●	●
	36	Cultured Views	55	1.3%	1.8%	65+	87	234	1.8	65	●	●	●	●	●
P4	Primary-Metropolitan Lower Middle			5.7%	5.9%										
	37	Family Business	23	1.1%	0.9%	< 35	116	75	3.2	387	●	●	●	●	●
	39	Québec Multilingue [Multilingual Quebec]	33	1.2%	1.2%	< 45	102	97	2.6	186	●	●	●	●	●
	40	Renting for Now	33	2.1%	2.2%	< 45	103	97	2.4	180	●	●	●	●	●
	43	Second Shift	41	1.4%	1.7%	< 35	104	98	2.0	72	●	●	●	●	●
P5	Primary-Metropolitan Downscale			11.9%	14.6%										
	48	High Rise Diversity	43	1.6%	1.8%	< 35	111	85	2.3	284	●	●	●	●	●
	49	Ambiance Urbaine [Urban Ambience]	41	1.1%	1.6%	< 35	116	75	1.8	94	●	●	●	●	●
	51	Nouveaux Québécois [New Quebec]	41	1.3%	1.5%	< 35	103	96	2.1	118	●	●	●	●	●
	52	Urban Verve	41	2.9%	3.6%	< 35	123	73	2.0	190	●	●	●	●	●
	53	Tea & E-Readers	55	2.0%	2.3%	65+	59	245	2.2	57	●	●	●	●	●
	54	Tenants & Twenties	41	1.4%	1.8%	< 35	114	88	2.0	103	●	●	●	●	●
	56	De Paye en Paye [Paycheck to Paycheck]	55	1.6%	2.2%	65+	91	130	1.9	88	●	●	●	●	●
S1	Secondary-Metropolitan & Suburban Affluent			3.8%	3.1%										
	03	Flourishing Families	14	1.8%	1.5%	45 - 64	88	107	3.0	77	●	●	●	●	●
	04	Kids and Comfort	14	2.0%	1.6%	35 - 54	102	69	3.2	112	●	●	●	●	●
S2	Secondary-Metropolitan & Suburban Comfortable			16.4%	14.5%										
	06	Secure Empty Nesters	14	2.6%	2.3%	45 - 64	89	110	2.8	32	●	●	●	●	●
	07	Fast Lane Families	13	2.8%	2.2%	35 - 54	115	53	3.3	145	●	●	●	●	●
	08	Kids with Space	12	4.2%	3.5%	< 45	134	41	3.0	148	●	●	●	●	●
	10	Exurban Professionals	14	2.7%	2.5%	45 - 64	92	105	2.7	53	●	●	●	●	●
	13	Suburban Bureau	23	1.2%	1.1%	45 - 64	93	103	2.7	43	●	●	●	●	●
	15	Pickups & Startups	24	1.3%	1.3%	45 - 64	93	105	2.7	54	●	●	●	●	●
	16	Techies & Teachers	23	1.6%	1.5%	65+	90	115	2.7	73	●	●	●	●	●
S3	Secondary-Metropolitan & Suburban Mid-Scale			8.8%	8.3%										
	17	Emerging Families	23	1.8%	1.7%	< 45	112	73	2.7	160	●	●	●	●	●
	19	Old Urban Fringe	24	1.6%	1.5%	45 - 64	95	102	2.7	35	●	●	●	●	●
	20	Jeunes Familles [Young Families]	23	3.0%	2.8%	< 45	113	65	2.7	18	●	●	●	●	●
	22	Euro Generations	23	2.4%	2.3%	45 - 64	97	99	2.6	83	●	●	●	●	●
S4	Secondary-Metropolitan & Suburban Lower Middle			13.1%	13.1%										
	21	Cozy Rows	23	2.2%	2.0%	< 35	107	81	2.7	95	●	●	●	●	●
	23	Diner pour Deux [Dinner for Two]	34	2.6%	2.6%	45 - 64	86	117	2.5	15	●	●	●	●	●
	27	Grey Collar Burbs	23	1.3%	1.3%	55+	97	104	2.5	49	●	●	●	●	●
	29	Stores & Stories	23	1.1%	1.2%	65+	94	110	2.4	40	●	●	●	●	●
	31	Essential Services	34	1.0%	1.0%	45 - 64	94	107	2.5	41	●	●	●	●	●
	32	Trucks & Tradesmen	33	1.1%	1.2%	65+	93	111	2.5	33	●	●	●	●	●
	38	Mobile Blues	33	3.7%	3.8%	45 - 64	100	100	2.4	94	●	●	●	●	●
S5	Secondary-Metropolitan & Suburban Downscale			8.4%	9.3%										
	41	Town & Country	33	2.5%	2.8%	65+	89	127	2.3	19	●	●	●	●	●
	42	Ontario Blues	43	1.3%	1.4%	65+	99	101	2.3	39	●	●	●	●	●
	45	Nouveaux Ruraux [New Rural Dwellers]	43	2.2%	2.6%	65+	85	134	2.1	13	●	●	●	●	●
	47	Cross-Town Hustle	42	1.3%	1.2%	< 35	124	64	2.7	131	●	●	●	●	●
	55	Survival Skills	51	1.1%	1.3%	65+	98	112	2.0	71	●	●	●	●	●
T1	Rural & Other Comfortable			11.9%	11.9%										
	12	Primary Pursuits	33	2.5%	2.4%	< 35	109	76	2.6	25	●	●	●	●	●
	25	Hinterland Hearts	34	1.8%	1.8%	65+	92	120	2.5	23	●	●	●	●	●
	26	Framers & Farmers	23	2.2%	2.2%	55+	88	118	2.6	16	●	●	●	●	●
	30	Prairie Home	33	1.5%	1.5%	55+	87	119	2.5	5	●	●	●	●	●
	33	Barns & Barnacles	33	2.0%	1.9%	45 - 64	95	107	2.7	5	●	●	●	●	●
	35	Rods & Rifles	35	1.8%	2.1%	65+	89	198	2.2	8	●	●	●	●	●
T2	Rural & Other Downscale			4.5%	4.3%										
	44	Hard Hats & Safety Boots	43	1.2%	1.2%	55+	95	109	2.3	35	●	●	●	●	●
	46	Campagne Québécoise [Quebec Countryside]	44	2.1%	2.2%	55+	83	126	2.4	2	●	●	●	●	●
	50	North Country Habitats	52	1.2%	0.8%	< 35	137	89	3.7	3	●	●	●	●	●

National Average = Index of 100

- Higher Indices vs Nat'l Avg
- Lower Indices vs Nat'l Avg

Quick View: PSYTE HD			Income		Property							
Group	Code	PSYTE HD Cluster name	CAMEO Int'l Code	Index Hhid Income > 100K	Index Hhid Income < 40K	Tenure	Single Detached	Semi-detached / Row House	Apt - Duplex	Apt - < 5 Storeys	Apt - 5+ Storeys	Other (Moveable / Other Single Attached)
P1	Primary-Metropolitan Elite											
	01	Canadian Elite	14	432	10	Own	●	●	●	●	●	●
	02	Professional Duets	14	444	7	Own	●	●	●	●	●	●
P2	Primary-Metropolitan Comfortable											
	05	Pinnacle View	14	199	11	Own	●	●	●	●	●	●
	09	Far East to West	14	168	24	Own	●	●	●	●	●	●
	11	Urban Bureau	14	156	51	Own	●	●	●	●	●	●
	14	Geeks & Tweets	31	137	65	Own	●	●	●	●	●	●
	18	Working the Dream	23	107	80	Own	●	●	●	●	●	●
P3	Primary-Metropolitan Mid-Scale											
	24	Condo Vibe	31	81	107	Rent	●	●	●	●	●	●
	28	High Rise Hopes	31	75	108	Own	●	●	●	●	●	●
	34	The New East	23	65	114	Own	●	●	●	●	●	●
	36	Cultured Views	55	64	114	Own	●	●	●	●	●	●
P4	Primary-Metropolitan Lower Middle											
	37	Family Business	23	62	113	Own	●	●	●	●	●	●
	39	Québec Multilingue [Multilingual Quebec]	33	60	117	Own	●	●	●	●	●	●
	40	Renting for Now	33	54	124	Own	●	●	●	●	●	●
	43	Second Shift	41	49	119	Rent	●	●	●	●	●	●
P5	Primary-Metropolitan Downscale											
	48	High Rise Diversity	43	44	130	Rent	●	●	●	●	●	●
	49	Ambiance Urbaine [Urban Ambience]	41	43	134	Rent	●	●	●	●	●	●
	51	Nouveaux Québécois [New Quebec]	41	43	125	Rent	●	●	●	●	●	●
	52	Urban Verve	41	43	146	Rent	●	●	●	●	●	●
	53	Tea & E-Readers	55	42	152	Rent	●	●	●	●	●	●
	54	Tenants & Twenties	41	38	156	Rent	●	●	●	●	●	●
	56	De Paye en Paye [Paycheck to Paycheck]	55	33	182	Rent	●	●	●	●	●	●
S1	Secondary-Metropolitan & Suburban Affluent											
	03	Flourishing Families	14	416	7	Own	●	●	●	●	●	●
	04	Kids and Comfort	14	369	9	Own	●	●	●	●	●	●
S2	Secondary-Metropolitan & Suburban Comfortable											
	06	Secure Empty Nesters	14	185	15	Own	●	●	●	●	●	●
	07	Fast Lane Families	13	182	17	Own	●	●	●	●	●	●
	08	Kids with Space	12	172	44	Own	●	●	●	●	●	●
	10	Exurban Professionals	14	165	12	Own	●	●	●	●	●	●
	13	Suburban Bureau	23	138	61	Own	●	●	●	●	●	●
	15	Pickups & Startups	24	134	69	Own	●	●	●	●	●	●
	16	Techies & Teachers	23	127	69	Own	●	●	●	●	●	●
S3	Secondary-Metropolitan & Suburban Mid-Scale											
	17	Emerging Families	23	104	78	Own	●	●	●	●	●	●
	19	Old Urban Fringe	24	96	85	Own	●	●	●	●	●	●
	20	Jeunes Familles [Young Families]	23	88	90	Own	●	●	●	●	●	●
	22	Euro Generations	23	88	98	Own	●	●	●	●	●	●
S4	Secondary-Metropolitan & Suburban Lower Middle											
	21	Cozy Rows	23	77	105	Own	●	●	●	●	●	●
	23	Diner pour Deux [Dinner for Two]	34	78	111	Own	●	●	●	●	●	●
	27	Grey Collar Burbs	23	68	112	Own	●	●	●	●	●	●
	29	Stores & Stories	23	65	114	Own	●	●	●	●	●	●
	31	Essential Services	34	65	113	Own	●	●	●	●	●	●
	32	Trucks & Tradesmen	33	63	117	Own	●	●	●	●	●	●
	38	Mobile Blues	33	60	119	Own	●	●	●	●	●	●
S5	Secondary-Metropolitan & Suburban Downscale											
	41	Town & Country	33	50	130	Own	●	●	●	●	●	●
	42	Ontario Blues	43	49	126	Own	●	●	●	●	●	●
	45	Nouveaux Ruraux [New Rural Dwellers]	43	46	123	Own	●	●	●	●	●	●
	47	Cross-Town Hustle	42	43	136	Rent	●	●	●	●	●	●
	55	Survival Skills	51	35	168	Rent	●	●	●	●	●	●
T1	Rural & Other Comfortable											
	12	Primary Pursuits	33	149	71	Own	●	●	●	●	●	●
	25	Hinterland Hearts	34	74	107	Own	●	●	●	●	●	●
	26	Framers & Farmers	23	64	119	Own	●	●	●	●	●	●
	30	Prairie Home	33	65	115	Own	●	●	●	●	●	●
	33	Barns & Barnacles	33	63	116	Own	●	●	●	●	●	●
	35	Rods & Rifles	35	61	119	Own	●	●	●	●	●	●
T2	Rural & Other Downscale											
	44	Hard Hats & Safety Boots	43	48	128	Own	●	●	●	●	●	●
	46	Campagne Québécoise [Quebec Countryside]	44	45	122	Own	●	●	●	●	●	●
	50	North Country Habitats	52	42	152	Band	●	●	●	●	●	●

National Average = Index of 100
 ● Higher Indices vs Nat'l Avg
 ● Lower Indices vs Nat'l Avg

Quick View: PSYTE HD				Occupation									
Group	Code	PSYTE HD Cluster name	CAMEO Int'l Code	Management	Business/Finance	Natural/Applied Sciences	Health	Educ, Law, Social, Govt Services	Art, Culture, Rec, Sports	Sales, Service	Trades, Transport, Equipment	Nat Resources, Agriculture	Manufacturing, Utilities
P1	Primary-Metropolitan Elite												
	01	Canadian Elite	14	●	●	●		●					
	02	Professional Duets	14	●		●	●		●				
P2	Primary-Metropolitan Comfortable												
	05	Pinnacle View	14	●	●	●							
	09	Far East to West	14	●	●	●							
	11	Urban Bureau	14	●		●		●	●				
	14	Geeks & Tweets	31	●		●		●	●				
18	Working the Dream	23								●		●	
P3	Primary-Metropolitan Mid-Scale												
	24	Condo Vibe	31	●	●	●		●	●				
	28	High Rise Hopes	31		●	●			●				
	34	The New East	23							●			●
36	Cultured Views	55		●	●		●	●					
P4	Primary-Metropolitan Lower Middle												
	37	Family Business	23									●	●
	39	Québec Multilingue [Multilingual Quebec]	33		●	●				●			
	40	Renting for Now	33						●	●			
43	Second Shift	41				●	●						
P5	Primary-Metropolitan Downscale												
	48	High Rise Diversity	43			●			●				●
	49	Ambiance Urbaine [Urban Ambience]	41			●		●	●				
	51	Nouveaux Québécois [New Quebec]	41							●			
	52	Urban Verve	41			●		●	●	●			
	53	Tea & E-Readers	55							●			
	54	Tenants & Twenties	41							●			
56	De Paye en Paye [Paycheck to Paycheck]	55							●			●	
S1	Secondary-Metropolitan & Suburban Affluent												
	03	Flourishing Families	14	●	●	●	●	●					
04	Kids and Comfort	14	●		●	●	●						
S2	Secondary-Metropolitan & Suburban Comfortable												
	06	Secure Empty Nesters	14	●			●	●					
	07	Fast Lane Families	13	●			●	●					
	08	Kids with Space	12	●		●	●		●				
	10	Exurban Professionals	14	●			●	●					
	13	Suburban Bureau	23			●		●					
	15	Pickups & Startups	24	●									
	16	Techies & Teachers	23			●		●					
S3	Secondary-Metropolitan & Suburban Mid-Scale												
	17	Emerging Families	23	●		●	●						
	19	Old Urban Fringe	24							●			●
	20	Jeunes Familles [Young Families]	23				●	●					●
22	Euro Generations	23								●			
S4	Secondary-Metropolitan & Suburban Lower Middle												
	21	Cozy Rows	23										
	23	Dîner pour Deux [Dinner for Two]	34				●						
	27	Grey Collar Burbs	23							●	●		
	29	Stores & Stories	23							●	●		
	31	Essential Services	34							●	●		
	32	Trucks & Tradesmen	33							●	●		
38	Mobile Blues	33								●			
S5	Secondary-Metropolitan & Suburban Downscale												
	41	Town & Country	33							●	●		
	42	Ontario Blues	43							●	●		●
	45	Nouveaux Ruraux [New Rural Dwellers]	43							●	●		
	47	Cross-Town Hustle	42							●	●		
55	Survival Skills	51							●	●			
T1	Rural & Other Comfortable												
	12	Primary Pursuits	33							●	●		
	25	Hinterland Hearts	34				●			●	●		
	26	Framers & Farmers	23							●	●		
	30	Prairie Home	33								●		
	33	Barns & Barnacles	33	●							●	●	
35	Rods & Rifles	35	●							●			
T2	Rural & Other Downscale												
	44	Hard Hats & Safety Boots	43										●
	46	Campagne Québécoise [Quebec Countryside]	44								●	●	●
50	North Country Habitats	52					●				●	●	

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● Higher Indices vs Nat'l Avg