

Quick View: PSYTE HD Financial		Demographics				Education					Property						
Code	Cluster Name	% Pop	% Hhid	Age Group Index	Persons Per Household	Not Graduate High School	Graduate High School	Non-University	Bachelor Degree	Above Bachelor	Tenure	Single Detached	Semi-detached / Row House	Apt - Duplex	Apt - < 5 Storeys	Apt - 5+ Storeys	Other (Moveable / Other Single Attached)
01	Equity Elite	1.80%	1.52%	45 - 64	3.0	●	●	●	●	●	Own	●	●	●	●	●	●
02	Market Makers	4.23%	3.62%	45 - 64	2.9	●	●	●	●	●	Own	●	●	●	●	●	●
03	Consumer Central	7.06%	6.10%	45 - 64	2.9	●	●	●	●	●	Own	●	●	●	●	●	●
04	Mortgaged Up	7.46%	6.66%	45 - 64	2.8	●	●	●	●	●	Own	●	●	●	●	●	●
05	Satisfied Savers	6.50%	5.96%	35 - 54	2.7	●	●	●	●	●	Own	●	●	●	●	●	●
06	Balanced Budgets	5.41%	5.10%	35 - 54	2.7	●	●	●	●	●	Own	●	●	●	●	●	●
07	Children & Credit	6.06%	5.78%	35 - 54	2.6	●	●	●	●	●	Own	●	●	●	●	●	●
08	Middle Ground	7.47%	7.30%	45 - 64	2.6	●	●	●	●	●	Own	●	●	●	●	●	●
09	Frugal Families	7.93%	7.87%	35 - 54	2.5	●	●	●	●	●	Own	●	●	●	●	●	●
10	Business Concerns	7.33%	7.54%	65+	2.5	●	●	●	●	●	Own	●	●	●	●	●	●
11	Basic Needs	6.66%	6.98%	65+	2.4	●	●	●	●	●	Own	●	●	●	●	●	●
12	Passing Go	8.18%	8.72%	65+	2.4	●	●	●	●	●	Own	●	●	●	●	●	●
13	Majority Rules	11.69%	12.87%	65+	2.3	●	●	●	●	●	Own	●	●	●	●	●	●
14	Under Funded	9.00%	10.36%	< 35	2.2	●	●	●	●	●	Rent	●	●	●	●	●	●
15	Fiscal Dilemmas	3.07%	3.49%	< 35	2.2	●	●	●	●	●	Rent	●	●	●	●	●	●

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

Quick View: PSYTE HD Financial		Income		Occupation									
Code	Cluster Name	Index Hhld Income > 100K	Index Hhld Income < 40K	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
01	Equity Elite	391	25	●	●	●	●	●	●				
02	Market Makers	298	23	●	●	●	●	●	●				
03	Consumer Central	206	39	●	●	●	●	●	●				
04	Mortgaged Up	154	57	●	●	●	●	●	●				
05	Satisfied Savers	124	72	●	●	●	●	●	●				
06	Balanced Budgets	112	81	●	●	●	●	●	●				
07	Children & Credit	99	90	●	●		●				●		
08	Middle Ground	87	101		●		●				●		
09	Frugal Families	79	109				●				●	●	●
10	Business Concerns	73	116				●				●	●	●
11	Basic Needs	64	119							●	●	●	●
12	Passing Go	62	118							●	●	●	●
13	Majority Rules	58	117							●	●	●	●
14	Under Funded	49	135						●	●	●		●
15	Fiscal Dilemmas	33	181							●		●	●

National Average = Index of 100

● Higher Indices vs Nat'l Avg