

Segment Number	SG_Sort	Social Group Code	Social Group	Urbanity	LS_Sort	LS	RULX	RULY	Lifestage	PRIZM Name	PRIZM Descriptor	Population	Households	% of Total Households	Official Language	Cultural Diversity Index	Average Income	Income Level	Age of Maintainer	Family Status	Education	Job Type	Age of Children	Dwelling Type	Residency
1	1	U1	U1 - Urban Elite	Urban	7	M1	4,75	95	M1 - Older Families & Empty Nests	The A List	Very wealthy cosmopolitan families and couples	287,653	93,711	0.37%	English	Low	699,792	Very Wealthy	Mixed	Families/Couples	University	White Collar	10-24	Single Detached	Own
2	1	U1	U1 - Urban Elite	Urban	7	M1	5,25	83	M1 - Older Families & Empty Nests	Healthy & Wealthy	Healthy, older city sophisticates	464,548	138,375	0.59%	English	Low	265,063	Affluent	Older & Mature	Families/Couples	University	White Collar	15+	Single Detached	Own
3	4	F1	F1 - High Income Urban Fringe	Urban Fringe	5	F2	33.3	66	F2 - Large Diverse Families	Asian Sophisticates	Upper middle-income, middle-aged families primarily of Asian descent	387,861	111,849	0.30%	Non-Official	High	178,495	High	Middle-Aged	Families	University	White Collar	15+	Single Detached	Own
4	3	F1	F1 - High Income Urban Fringe	Urban Fringe	5	F2	33.3	66	F2 - Large Diverse Families	Turks/Burbs	Middle-aged high income suburban families	433,069	148,272	0.41%	English	Low	223,499	High	Middle-Aged	Families/Couples	University/College/High School	White Collar/Service Sector	15+	Single Detached	Own
5	2	S1	S1 - Suburban Elite	Suburban	5	F2	18.75	74	F2 - Large Diverse Families	Five-Class Families	Large, high-income suburban families	683,559	215,081	1.84%	English	Low	207,809	High	Middle-Aged	Families	University/College/High School	White Collar/Service Sector	5-24	Single Detached	Own
6	1	U1	U1 - Urban Elite	Urban	4	F1	70	80	F1 - School Age Families	Downtown Yuppies	Younger and middle-aged high-income city dwellers	428,949	139,561	1.31%	English	Low	189,759	High	Younger & Middle-Aged	Mixed	University	White Collar	5-24	Single Detached/Low Rise Apt/Row	Own & Rent
7	4	F1	F1 - High Income Urban Fringe	Urban Fringe	7	M1	8.5	68	M1 - Older Families & Empty Nests	Mature & Secure	Older, successful, city dwellers	638,007	222,746	1.9%	English	Medium	183,937	High	Older & Mature	Families/Couples	University	White Collar	15+	Single Detached	Own
8	1	U1	U1 - Urban Elite	Urban	4	F1	70	80	F1 - School Age Families	Multicultural Mix	High-income, multi-ethnic suburban families	803,434	227,713	1.42%	Non-Official	High	186,363	High	Middle-Aged	Families	University/College	White Collar/Service Sector	15+	Single Detached	Own
9	2	S1	S1 - Suburban Elite	Suburban	7	M1	18.75	61	M1 - Older Families & Empty Nests	Boomer Baby Boomers	Older, financially comfortable suburbanites	720,522	236,936	1.6%	English	Low	155,697	Upper-Middle	Older & Mature	Couples/Couples	University/College	White Collar/Service Sector	15+	Single Detached	Own
10	9	F2	F2 - Diverse Urban Fringe	Urban Fringe	5	F2	33.3	66	F2 - Large Diverse Families	Asian Achievement	Financially secure, middle-aged and older families of primarily Asian descent	533,127	166,649	1.04%	Non-Official	High	132,336	Upper-Middle	Middle-Aged & Older	Families	University/High School	White Collar/Service Sector	5-24	Single Detached/Duplex/Row	Own & Rent
11	1	S2	S2 - High Income Suburban Elite	Suburban	1	F1	18.75	69	F1 - Young Families	Middle-Class Suburbs	Middle-class, younger and middle-aged suburbanites	1,183,274	376,291	2.9%	Non-Official	High	151,926	Upper-Middle	Younger & Middle-Aged	Families	University/College	Mixed	5-24	Single Detached/Row	Own
12	13	U3	U3 - Young Urban Core	Urban	1	F1	1.25	54	V1 - Very Young Singles & Couples	Hot, Hip, Love	Younger urban singles with high levels of university degrees	788,009	453,599	2.83%	English	High	188,107	Upper-Middle	Younger	Singles	University	White Collar	15+	Age 5+	Rent & Own
13	7	S4	S4 - Upper Middle Suburban Francophone	Suburban	5	F2	18.75	71	F2 - Large Diverse Families	Older Urban	High-income suburban families	631,967	199,134	1.68%	French	Low	299,626	High	Middle-Aged	Families	University/College/Trade School	White Collar/Service Sector	15+	Single Detached	Own
14	6	R1	R1 - Upper Middle Rural	Rural	6	F3	33	64	F3 - Middle-Age Families	Mid-Back Country	Rural, middle-aged, upper-middle income families and couples	591,488	205,860	1.28%	English	Low	158,611	Upper-Middle	Middle-Aged	Families/Couples	Mixed	Blue Collar	15+	Single Detached	Own
15	16	U4	U4 - Urban Diversity	Urban	5	F2	33	52	F2 - Large Diverse Families	South Asian Enclaves	Urban, upper-middle income families, predominantly of South Asian descent	1,157,683	296,427	1.85%	Non-Official	High	148,598	Upper-Middle	Middle-Aged	Families	University/High School	Service Sector/Blue Collar	<15	Single Detached/semi-Duplex	Own
16	10	U2	U2 - Urban Older	Urban	7	M1	5.75	50	M1 - Older Families & Empty Nests	Senior Sentinels	Middle-income seniors in urban apartments	781,932	348,210	2.27%	English	Low	138,144	Upper-Middle	Older	Singles/Couples	University/College/High School	White Collar/Service Sector	Mixed	Mixed	Own
17	16	U4	U4 - Urban Diversity	Urban	6	F3	2.25	37	F3 - Middle-Age Families	Asian Seniors	Urban, middle-income, seniors and single primarily of Asian descent	209,027	88,840	0.61%	Non-Official	High	122,439	Mixed	Mixed	Family/Singles	High School/University/Grade 9	White Collar/Service Sector	15+	Duplex/Low Rise Apt/Single Detached	Own & Rent
18	4	F1	F1 - High Income Urban Fringe	Urban Fringe	5	F2	15.25	57	F2 - Large Diverse Families	Multicultural Core	Culturally diverse, upper-middle income city dwellers	935,734	288,542	1.88%	Non-Official	High	150,123	Upper-Middle	Middle-Aged	Families	University/College/High School	White Collar/Service Sector	15+	Duplex/Low Rise Apt/Single Detached/Row	Own
19	5	S3	S3 - Upper Middle Suburban	Suburban	6	F3	15.5	53	F3 - Middle-Age Families	Family Focus	Suburban, financially comfortable middle-aged families	1,074,146	349,330	2.38%	English	Low	160,400	High	Middle-Aged	Families	College/High School	Mixed	15+	Single Detached	Own
20	9	F2	F2 - Diverse Urban Fringe	Urban Fringe	2	F2	6.5	25	F2 - Younger Singles & Couples	New Asian Markets	Younger singles and couples with high levels of university degrees, primarily of Asian descent	435,306	216,508	1.5%	Non-Official	High	90,855	Mixed	Younger	Singles/Couples	University	White Collar/Service Sector	15+	Apartment	Own & Rent
21	15	S6	S6 - Older Suburban	Suburban	8	M2	20.75	40	M2 - Mature Singles & Couples	Scenic Retirement	Older middle-income suburbanites	562,369	242,285	1.51%	English	Low	119,766	Middle	Older & Mature	Couples/Duplex	College/High School	Mixed	15+	Single Detached	Own
22	11	U3	U3 - Young Urban Core	Urban	2	F2	2	44	F2 - Younger Singles & Couples	Indieville	Younger and middle-aged urban singles and couples	609,077	229,891	1.8%	English	Low	127,812	Upper-Middle	Younger & Middle-Aged	Singles/Couples	University	White Collar/Service Sector	<15	Low Rise Apt/Duplex	Own & Rent
23	10	U2	U2 - Urban Older	Urban	7	M1	5	48	M1 - Older Families & Empty Nests	Mid-City Midtown	Older city homeowners	1,063,419	362,970	2.8%	English	Low	134,388	Upper-Middle	Older & Mature	Families/Couples	College/High School	Mixed	5-24	Single Detached	Own
24	5	S3	S3 - Upper Middle Suburban	Suburban	3	F3	18.5	59	F3 - Middle-Age Families	All Terrain Families	Younger and middle-aged suburban families	609,838	197,051	1.6%	English	Low	149,926	Upper-Middle	Younger & Middle-Aged	Families	College/Trade School/High School	White Collar/Service Sector	5-24	Single Detached/Semi Row	Own
25	5	S3	S3 - Upper Middle Suburban	Suburban	6	F3	18.5	55	F3 - Middle-Age Families	Suburban Sports	Upper-middle-income, younger and middle-aged suburbanites	1,024,657	363,091	2.27%	English	Low	138,278	Upper-Middle	Younger & Middle-Aged	Families/Couples	Mixed	Service Sector/Blue Collar	<15	Single Detached/Duplex	Own
26	6	R1	R1 - Upper Middle Rural	Rural	6	F3	34	53	F3 - Middle-Age Families	Country Traditions	Rural, upper-middle income couples and families	1,051,981	368,404	2.41%	English	Low	148,906	Upper-Middle	Middle-Aged & Older	Couples/Families	Mixed	Service Sector/Blue Collar	Mixed	Single Detached	Own
27	9	F2	F2 - Diverse Urban Fringe	Urban Fringe	6	F3	31	43	F3 - Middle-Age Families	DiverseH Nouvelle	Culturally diverse, Quebec-oriented city dwellers	518,719	199,307	1.24%	Non-Official	High	137,620	Upper-Middle	Younger & Middle-Aged	Families	University/Trade School/College	White Collar/Service Sector	Mixed	Single Detached/Low Rise Apt/semi	Own
28	19	U5	U5 - Young Urban Mix	Urban	1	F1	1	28	F1 - Young Young Singles & Couples	Latin Life	Young, single urban singles	202,267	113,515	0.71%	English	Low	269,219	Mixed	Younger	Singles	University	White Collar/Service Sector	<15	Apartment	Rent
29	7	S4	S4 - Upper Middle Suburban Francophone	Suburban	6	F3	17.75	47	F3 - Middle-Age Families	C'est Topique	Middle-income Quebec suburbanites	1,072,670	422,141	2.64%	French	Low	133,972	Upper-Middle	Middle-Aged & Older	Couples/Families	Trade School/College	White Collar/Service Sector	<15	Single Detached	Own
30	11	F3	F3 - Middle Income Urban Fringe	Urban Fringe	5	F2	11.75	38	F2 - Large Diverse Families	South Asian Society	Middle-aged, middle-income families, predominantly of South Asian descent	646,522	193,864	0.7%	Non-Official	High	113,199	Mixed	Middle-Aged	Families	Grade 9/High School	Service Sector/Blue Collar	<15	Duplex/Low Rise Apt/Single Detached	Own & Rent
31	11	F3	F3 - Middle Income Urban Fringe	Urban Fringe	6	F3	6.5	39	F3 - Middle-Age Families	Mature Middle Age	Culturally diverse, middle-income city dwellers	865,303	296,967	1.85%	Non-Official	High	130,122	Mixed	Middle-Aged & Older	Families	University/High School/Grade 9	Mixed	15+	Single Detached	Own & Rent
32	11	F3	F3 - Middle Income Urban Fringe	Urban Fringe	4	F1	14.5	29	F1 - School Age Families	Diverse & Detached	Middle-income, younger and middle-aged city dwellers	617,284	271,627	1.76%	English	High	106,879	Middle	Younger & Middle-Aged	Single/Families	University/College/High School	White Collar/Service Sector	Mixed	Mixed	Own & Rent
33	6	R1	R1 - Upper Middle Rural	Rural	6	F3	40	29	F3 - Middle-Age Families	New Country	Middle-aged, middle-income rural couples and families	672,724	238,764	1.56%	English	Low	113,878	Middle	Middle-Aged	Couples/Families	Mixed	White Collar/Service Sector	Mixed	Single Detached	Own
34	7	S4	S4 - Upper Middle Suburban Francophone	Suburban	6	F3	15.5	42	F3 - Middle-Age Families	Family Focus	Younger and middle-aged, suburban Quebec families	641,277	253,917	1.9%	French	Low	129,628	Middle	Younger & Middle-Aged	Families	Trade School/College	Mixed	15+	Single Detached/Low Rise Apt/semi	Own
35	17	S7	S7 - Lower Middle Suburban Francophone	Suburban	7	M1	19	26	M1 - Older Families & Empty Nests	Older Urban	Older, middle-income Quebec suburbanites	473,952	216,781	1.6%	French	Low	109,495	Middle	Older	Couples/Families	Mixed	White Collar/Service Sector	<15	Single Detached/Low Rise Apt/semi	Own
36	10	U2	U2 - Urban Older	Urban	6	F3	4.5	33	F3 - Middle-Age Families	Middle-Class Midtown	Middle-income urban homeowners	673,965	220,894	1.8%	English	High	108,964	Middle	Mixed	Mixed	High School/Grade 9/College	Blue Collar/Service Sector	Mixed	Single Detached/Semi Detached	Own
37	14	U1	U1 - Urban Elite	Urban	6	F1	3.5	33	M1 - Older Families & Empty Nests	Older Urban	Older, middle-income Quebec suburbanites	124,546	49,181	0.3%	English	Low	118,477	Middle	Younger & Middle-Aged	Mixed	University/Trade School	White Collar/Service Sector	Mixed	Low Rise Apt/Duplex	Rent & Own
38	8	S5	S5 - Middle class Suburban	Suburban	6	F3	16.75	39	F3 - Middle-Age Families	Stranded in Suburbia	Middle-income, younger and middle-aged suburban families	667,939	243,702	1.52%	English	Low	119,329	Middle	Mixed	Families	College/High School	Service Sector/Blue Collar	Mixed	Single Detached/Semi Row	Own
39	20	U6	U6 - Older Urban Francophone	Urban	6	F1	3.5	33	M1 - Older Families & Empty Nests	Evolution Urbaine	Middle-income Quebec singles and families	315,969	187,803	1.1%	French	Low	109,813	Middle	Mixed	Singles/Families	University/Trade School	White Collar/Service Sector	Mixed	Low Rise Apt/Duplex	Rent & Own
40	13	U3	U3 - Young Urban Core	Urban	1	F1	1	13	V1 - Very Young Singles & Couples	Les Franqueses	Young, lower-middle income urban Quebec singles	435,122	245,338	1.53%	French	Low	88,358	Lower-Middle	Younger	Singles	University/Trade School/College	White Collar/Service Sector	<15	Low Rise Apt	Rent
41	12	R2	R2 - Lower Middle Rural	Rural	2	M1	26.5	33	M1 - Older Families & Empty Nests	Down the Beach	Middle-income rural couples and families	1,108,182	442,891	2.2%	English	Low	268,488	Middle	Older	Couples/Families	Mixed	White Collar/Service Sector	Mixed	Single Detached	Own
42	17	S7	S7 - Lower Middle Suburban Francophone	Suburban	4	F1	22	34	F1 - School Age Families	Basileus Franqueses	Middle-aged and older Quebec suburbanites	295,032	121,899	0.76%	French	Low	113,788	Middle	Middle-Aged & Older	Couples/Families	Trade School/Grade 9/College	Service Sector/Blue Collar	Mixed	Single Detached	Own
43	8	S5	S5 - Middle class Suburban	Suburban	6	F3	26.5	36	F3 - Middle-Age Families	Happy Medium	Suburban, middle-income couples and families	464,481	181,118	1.1%	English	Low	141,238	Mixed	Mixed	Family/Families	College/High School	Service Sector/Blue Collar	15+	Single Detached	Own
44	20	U6	U6 - Older Urban Francophone	Urban	8	M2	5.75	22	M2 - Mature Singles & Couples	Older Urban	Older Quebec singles and couples	263,625	135,113	0.8%	French	Low	98,387	Middle	Older & Mature	Singles/Couples	Mixed	White Collar/Service Sector	15+	Low Rise Apt/Duplex	Own & Rent
45	15	S6	S6 - Older Suburban	Suburban	7	M1	27	25	M1 - Older Families & Empty Nests	Older Urban	Older, middle-income singles and couples	644,241	276,241	1.7%	English	Low	98,342	Middle	Older & Mature	Singles/Couples	College/High School	White Collar/Service Sector	15+	Single Detached/Low Rise Apt	Rent & Own
46	18	R3	R3 - Rural Francophone	Rural	6	F3	40	26	F3 - Middle-Age Families	Partnership Networks	Rural, older Francophone couples and singles	373,344	170,451	1.06%	English	Low	109,006	Middle	Older	Couples/Families	Mixed	White Collar/Service Sector	5-24	Single Detached	Own
47	13	U3	U3 - Young Urban Core	Urban	1	F1	2	3	V1 - Very Young Singles & Couples	Social Networks	Young, culturally diverse singles in city apartments	418,076	227,418	1.42%	Non-Official	High	76,906	Lower-Middle	Younger	Singles	University/High School	White Collar/Service Sector	<15	Apartment	Rent
48	12	R2	R2 - Lower Middle Rural	Rural	8	M2	38.5	18	M2 - Mature Singles & Couples	Backcountry Boomers	Rural, lower-middle income rural couples and singles	842,													