

Segment Number	Social Group	Urbanity	Lifestage	PRIZM Name	PRIZM Descriptor	Population	Households	% of Total Households	Official Language	Cultural Diversity	Average Income	Income Level	Age of Maintainer	Family Status	% Households with Children	Education	Job Type	Age of Children	Dwelling Type	Residency
1	U1	Urban	M1	The A-List	Very wealthy cosmopolitan families and couples	281,999	90,425	0.60	English	Low	545,511	Very Wealthy	Mixed	Families/Couples	55.0%	University	White Collar	10-24	Single Detached	Own
2	U1	Urban	M1	Wealthy & Wise	Wealthy, older and mature city sophisticates	353,338	117,499	0.79	English	Low	257,777	Wealthy	Older & Mature	Families/Couples	51.7%	University	White Collar	15+	Single Detached	Own
3	F1	Urban Fringe	F2	Asian Sophisticates	Upscale, middle-aged Asian families	369,290	108,362	0.72	Non-Official	High	151,292	Upscale	Middle-Aged	Families	64.5%	University	White Collar	15+	Single Detached	Own
4	S1	Suburban	F3	Turbo Burbs	Middle-aged upscale suburbanites	489,718	162,523	1.09	English	Low	212,649	Upscale	Middle-Aged	Families/Couples	52.3%	University/College/HS	White Collar/Service Sector	10+	Single Detached	Own
5	S1	Suburban	F2	First-Class Families	Large, well-off suburban families	757,060	232,700	1.55	English	Low	186,272	Upscale	Middle-Aged	Families	61.5%	University/College/HS	White Collar/Service Sector	5-24	Single Detached	Own
6	U1	Urban	F1	Downtown Vets	Younger and middle-aged upscale city dwellers	455,371	180,330	1.21	English	Low	170,830	Upscale	Younger & Middle-Aged	Mixed	38.7%	University	White Collar	5-24	Single Detached/Low Rise Apt/Semi	Own & Rent
7	F1	Urban Fringe	M1	Mature & Secure	Older and mature upscale city dwellers	700,003	231,570	1.55	English	Medium	165,530	Upscale	Older & Mature	Families/Couples	52.3%	University	White Collar	10+	Single Detached	Own
8	S2	Suburban	F2	Multicultural-ish	Upscale, multi-ethnic suburban families	880,563	246,456	1.65	Non-Official	High	157,740	Upscale	Middle-Aged	Families	69.7%	University/College	White Collar/Service Sector	10+	Single Detached	Own
9	S1	Suburban	M1	Boomer Birth	Older and mature, upper-middle-income suburbanites	605,055	234,675	1.57	English	Low	139,963	Upper-Middle	Older & Mature	Couples/Families	39.6%	University/College	White Collar	10+	Single Detached	Own
10	F2	Urban Fringe	F2	Asian Achievement	Successful, middle-aged and older Asian families	526,312	157,851	1.06	Non-Official	High	110,740	Upper-Middle	Middle-Aged & Older	Families	57.2%	University/HS	Service Sector/White Collar	5-24	Single Detached/Duplex/Row	Own & Rent
11	S2	Suburban	Y3	Modern Suburbia	Multi-ethnic younger and middle-aged suburbanites	1,000,904	317,626	2.11	Non-Official	High	137,614	Upper-Middle	Younger & Middle-Aged	Families	57.6%	University/College	Mixed	5-24	Single Detached/Row	Own
12	U3	Urban	Y1	Eat, Play, Love	Younger, well-educated urban singles	633,711	388,226	2.60	English	High	124,418	Upper-Middle	Younger	Singles	13.7%	University	White Collar	10+	Apt 5+	Rent & Own
13	S4	Suburban	F2	Vie de Réve	Upscale, suburban Quebec families	548,474	183,682	1.23	French	Low	175,149	Upscale	Middle-Aged	Families	57.2%	University/College/Trade	White Collar/Service Sector	10+	Single Detached	Own
14	R1	Rural	F3	Kick-Back Country	Rural, middle-aged upscale families and couples	517,828	182,926	1.22	English	Low	145,714	Upscale	Middle-Aged	Families/Couples	45.7%	Mixed	Blue Collar	10+	Single Detached	Own
15	U4	Urban	F2	South Asian Enterprise	Urban, upper-middle-income South Asian families	800,543	196,082	1.31	Non-Official	High	119,291	Upper-Middle	Middle-Aged	Families	71.1%	University/HS	Blue Collar/Service Sector	<20	Single Detached/Duplex	Own
16	U2	Urban	M1	Savvy Seniors	Upper-middle-income seniors in urban apartments	714,950	315,614	2.11	English	Low	115,726	Upper-Middle	Older	Singles/Couples	31.8%	University/College/HS	White Collar/Service Sector	Mixed	Mixed	Own
17	U4	Urban	F3	Asian Avenues	Urban, middle-income Asian families and singles	263,473	86,021	0.58	Non-Official	High	99,905	Middle	Mixed	Families/Singles	50.6%	HS/Gr9/University	Service Sector/White Collar	15+	Duplex/Single Detached/Low Rise Apt	Own & Rent
18	F1	Urban Fringe	F2	Multicultural Corners	Diverse, upper-middle-income city families	860,964	273,429	1.83	Non-Official	High	127,639	Upper-Middle	Middle-Aged	Families	58.2%	University/College/HS	Service Sector/White Collar	<20	Single Detached/Row	Own
19	S3	Suburban	F3	Family Mode	Suburban, upscale middle-aged families	1,034,278	337,797	2.26	English	Low	141,436	Upscale	Middle-Aged	Families	56.6%	College/HS	Mixed	10+	Single Detached	Own
20	F2	Urban Fringe	Y2	New Asian Heights	Younger, educated Asian singles and couples	426,035	220,494	1.47	Non-Official	High	82,236	Lower-Middle	Younger	Singles/Couples	31.0%	University	White Collar/Service Sector	10+	Apartment	Own & Rent
21	S6	Suburban	M2	Scenic Retirement	Older and mature middle-income suburbanites	511,779	223,007	1.49	English	Low	103,982	Middle	Older & Mature	Couples/Singles	29.3%	College/HS	Mixed	Mixed	Single Detached	Own
22	U3	Urban	Y2	Indieville	Younger and middle-aged urban singles and couples	520,373	208,003	1.39	English	Low	109,922	Middle	Younger & Middle-Aged	Singles/Couples	33.4%	University	White Collar/Service Sector	<20	Low Rise Apt/Semi/Duplex	Own & Rent
23	U2	Urban	M1	Mid-City Mellow	Older and mature city homeowners	910,785	297,151	1.99	English	Low	112,347	Upper-Middle	Older & Mature	Families/Couples	46.9%	College/HS	Mixed	5-24	Single Detached	Own
24	S3	Suburban	Y3	All-Terrain Families	Younger and middle-aged suburban families	422,039	147,716	0.99	English	Low	135,600	Upper-Middle	Younger & Middle-Aged	Families	52.2%	College/Trade/HS	Blue Collar/Service Sector	<10	Single Detached/Semi/Row	Own
25	S3	Suburban	F3	Suburban Sports	Upper-middle-income, younger and middle-aged suburbanites	973,860	340,300	2.28	English	Low	124,461	Upper-Middle	Younger & Middle-Aged	Families/Couples	47.2%	Mixed	Service Sector/Blue Collar	<15	Single Detached/Duplex	Own
26	R1	Rural	F3	Country Traditions	Rural, upper-middle-income couples and families	787,202	300,000	2.01	English	Low	120,026	Upper-Middle	Middle-Aged & Older	Couples/Families	44.9%	Mixed	Blue Collar/Service Sector	Mixed	Single Detached	Own
27	F2	Urban Fringe	F3	Diversité Nouvelle	Diverse, Quebec-centred city dwellers	625,395	221,582	1.48	Non-Official	High	109,184	Middle	Younger & Middle-Aged	Families	51.1%	University/Trade/College	Service Sector/White Collar	Mixed	Single Detached/Low Rise Apt/Semi	Own
28	U5	Urban	Y1	Latte Life	Younger, single urban renters	182,302	115,585	0.77	English	Low	91,040	Middle	Younger	Singles	10.2%	University	White Collar/Service Sector	<5, 20+	Apartment	Rent
29	S4	Suburban	F3	C'est Tiguïdou	Upper-middle-income Quebec suburbanites	960,743	364,498	2.44	French	Low	111,417	Upper-Middle	Middle-Aged & Older	Couples/Families	45.4%	Trade/College	Service Sector/White Collar	<20	Single Detached	Own
30	F3	Urban Fringe	F2	South Asian Society	Middle-aged, middle-income South Asian families	311,734	79,941	0.53	Non-Official	High	99,045	Middle	Middle-Aged	Families	59.4%	Gr9/HS	Blue Collar/Service Sector	<20	Duplex/Low Rise Apt/Single Detached	Own & Rent
31	F3	Urban Fringe	F3	Metro Melting Pot	Diverse, middle-income city dwellers	782,043	277,211	1.85	Non-Official	High	94,871	Middle	Middle-Aged & Older	Families	55.2%	University/HS/Gr9	Mixed	15+	Mixed	Own & Rent
32	F3	Urban Fringe	F1	Diverse & Determined	Midscale, younger and middle-aged city dwellers	564,592	256,120	1.71	English	High	91,756	Middle	Younger & Middle-Aged	Single/Families	36.7%	University/College/HS	Service Sector/White Collar	Mixed	Mixed	Own & Rent
33	R1	Rural	F3	New Country	Middle-aged, middle-income rural couples and families	627,732	222,870	1.49	English	Low	103,919	Middle	Middle-Aged	Couples/Families	42.1%	Mixed	Primary/Blue Collar	Mixed	Single Detached	Own
34	S4	Suburban	F3	Families Typiques	Younger and middle-aged, suburban Quebec families	644,771	245,965	1.65	French	Low	106,929	Middle	Younger & Middle-Aged	Families	47.8%	Trade/College	Mixed	10+	Single Detached/Low Rise Apt/Semi	Own
35	S7	Suburban	M1	Vie Dynamique	Older, middle-income Quebec suburbanites	423,025	184,000	1.23	French	Low	90,109	Middle	Older	Couples/Singles	34.3%	Mixed	Service Sector/White Collar	10+	Single Detached/Semi	Own
36	U2	Urban	F3	Middle-Class Mosaic	Middle-income urban homeowners	629,576	217,767	1.46	English	High	93,107	Middle	Mixed	Mixed	48.1%	HS/Gr9/College	Blue Collar/Service Sector	Mixed	Single Detached/Semi-Detached	Own
37	T1	Town	F1	Keep on Trucking	Upper-middle-income town homeowners	183,319	74,341	0.50	English	Low	113,563	Upper-Middle	Younger & Middle-Aged	Mixed	40.4%	Mixed	Blue Collar/Service Sector	10+	Single Detached	Own
38	S5	Suburban	F3	Stressed in Suburbia	Middle-income, younger and middle-aged suburban families	742,296	269,217	1.80	English	Low	102,402	Middle	Younger & Middle-Aged	Families	48.4%	College/HS	Service Sector/Blue Collar	Mixed	Single Detached/Semi/Row	Own
39	U6	Urban	F1	Évolution Urbaine	Middle-income Quebec singles and families	345,815	154,580	1.03	French	Low	85,368	Middle	Mixed	Singles/Families	34.4%	University/Trade	White Collar/Service Sector	Mixed	Low Rise Apt/Duplex	Rent & Own
40	U3	Urban	Y1	Les Énergieuses	Young, urban Quebec singles	453,223	248,258	1.66	French	Low	69,976	Lower-Middle	Young	Singles	19.3%	University/College/HS	White Collar/Service Sector	<15	Low Rise Apt	Rent
41	R2	Rural	M1	Down to Earth	Older, middle-income rural couples and families	1,004,357	396,621	2.65	English	Low	95,009	Middle	Older	Couples/Families	36.9%	Mixed	Blue Collar/Service Sector	Mixed	Single Detached	Own
42	S7	Suburban	F1	Banlieues Tranquilles	Middle-aged and older Quebec suburbanites	260,634	107,876	0.72	French	Low	95,773	Middle	Middle-Aged & Older	Couples/Families	40.0%	Trade/Gr9/College	Blue Collar/Service Sector	Mixed	Single Detached	Own
43	S5	Suburban	F3	Happy Medium	Suburban, middle-income couples and families	482,247	186,583	1.25	English	Low	96,845	Middle	Mixed	Couples/Families	41.5%	Mixed	Blue Collar/Service Sector	10+	Single Detached	Own
44	U6	Urban	M2	Un Grand Cru	Older and mature Quebec singles and couples	276,889	135,506	0.91	French	Low	84,050	Middle	Older & Mature	Singles/Couples	29.3%	Mixed	Service Sector/White Collar	Mixed	Low Rise Apt/Single Detached	Own & Rent
45	S6	Suburban	M1	Slow-Lane Suburbs	Older and mature suburban singles and couples	446,355	189,338	1.27	English	Low	86,277	Middle	Older & Mature	Singles/Couples	35.7%	College/HS	Service Sector/White Collar	15+	Single Detached/Low Rise Apt	Own & Rent
46	R3	Rural	M1	Patrimoine Rustique	Rural, older francophone couples and singles	338,416	154,754	1.04	French	Low	86,016	Middle	Older	Couples/Singles	31.3%	Mixed	Mixed	5-24	Single Detached	Own
47	U3	Urban	Y1	Social Networkers	Young diverse singles in city apartments	329,067	190,663	1.28	Non-Official	High	55,523	Low	Young	Singles	16.6%	University/HS	Service Sector/White Collar	<5, 20+	Apartment	Rent
48	R2	Rural	F3	Agri-Biz	Middle-income farmers and blue-collar workers	388,845	137,536	0.92	English	Low	92,173	Middle	Middle-Aged & Older	Couples/Families	39.2%	Gr9/HS/Trade	Primary/Blue Collar	<15	Single Detached	Own
49	R2	Rural	M2	Backcountry Boomers	Rural, lower-middle-income older couples and singles	842,869	367,134	2.46	English	Low	79,163	Lower-Middle	Older	Couples/Singles	31.0%	Mixed	Blue Collar/Primary	5-24	Single Detached	Own
50	R2	Rural	M2	Country & Western	Older, middle-income western homeowners	762,586	286,976	1.92	English	Low	90,761	Middle	Older	Singles/Couples	34.9%	Mixed	Primary/Blue Collar	10+	Single Detached	Own
51	U2	Urban	M2	On Their Own Again	City seniors in apartment rentals	446,716	283,860	1.90	English	Medium	62,291	Downscale	Older	Singles	17.8%	University/HS	Service Sector/White Collar	Mixed	Apt 5+	Rent
52	U5	Urban	Y2	Friends & Roomies	Young, diverse lower-middle-income city dwellers	663,031	346,755	2.32	English	High	68,137	Lower-Middle	Young	Singles/Families	26.1%	University/HS	Service Sector/White Collar	5-24	Low Rise Apt/Apt 5+/Single Detached	Rent
53	S6	Suburban	M2	Silver Flats	Mature suburban singles and couples	196,589	119,023	0.80	English	Low	59,918	Downscale	Mature	Singles	18.8%	Mixed	Service Sector/White Collar	Mixed	Apt 5+/Low Rise Apt	Rent & Own
54	R3	Rural	F3	Vie au Village	Rural, middle-aged and older Quebecois	732,222	300,994	2.01	French	Low	77,002	Lower-Middle	Middle-Aged	Mixed	37.0%	Trade/Gr9	Mixed	Mixed	Single Detached	Own
55	U3	Urban	F1	Enclaves Multiculturelles	Diverse, downscale city singles and families	436,546	179,390	1.20	Non-Official	High	57,596	Downscale	Younger & Middle-Aged	Singles/Families	42.4%	Gr9/Trade	Service Sector	5-24	Low Rise Apt/Duplex	Rent
56	U6	Urban	Y2	Jeunes Biculturales	Younger and middle-aged Quebec urban renters	442,495	219,621	1.47	French	Medium	58,285	Downscale	Younger & Middle-Aged	Singles/Families	30.6%	Mixed	Service Sector/White Collar	5-24	Low Rise Apt/Duplex	Rent
57	U5	Urban	Y2	Juggling Acts	Younger, lower-middle-income urban singles and families	514,398	216,465	1.45	English	Low	81,088	Lower-Middle	Younger	Singles/Families	38.6%	HS/Gr9/College	Service Sector/Blue Collar	5-24	Single Detached/Low Rise Apt/Row	Own & Rent
58	T1	Town	M1	Old Town Roads	Older, lower-middle-income town couples and singles	398,425	146,150	0.98	English	Low	71,312	Lower-Middle	Older	Couples/Singles	35.0%	Mixed	Blue Collar/Service Sector	Mixed	Single Detached/Low Rise Apt	Own
59	S7	Suburban	F1	La Vie Simple	Lower-middle-income Quebec suburbanites	435,681	210,263	1.41	French											