

Quick Reference Guide 2020

PRIZM QC Segment	PRIZM Segment	Urbanity	Social Group	PRIZM QC Name	PRIZM QC Descriptor	Population	Households	% of Total Households	Official Language	Cultural Diversity Index	Average Income	Income Level	Age of Maintainers	Family Status	% Households with Children	Education	Job Type	Age of Children	Dwelling Type	Residency
1	1	Urban	U1	The A-List	Very wealthy cosmopolitan families and couples	26,870	8,136	0.22	English	Medium	599,730	Very Wealthy	Middle-Aged & Older	Families/Couples	58.1%	University	White Collar	10-25	Single Detached/Semi	Own
2	2	Urban	U1	Wealthy & Wise	Wealthy, older and mature city sophisticates	17,347	5,752	0.16	English	High	266,014	Wealthy	Older & Mature	Families/Couples	54.1%	University	White Collar	10-25	Single Detached	Own
3	6	Urban	U1	Downtown Verve	Middle-aged and older, upscale urban families and couples	45,697	16,024	0.44	English	Medium	197,136	Upscale	Middle-Aged & Older	Families/Couples	48.8%	University	White Collar	15+	Semi/Single Detached	Own
4	7	Urban Fringe	F1	Mature & Secure	Older and mature upscale urban fringe homeowners	61,074	19,607	0.53	English	Medium	168,645	Upscale	Older & Mature	Families/Couples	56.8%	University	White Collar	15+	Single Detached	Own
5	13	Suburban	S1	Familles Bien Nanties	Well-off suburban families and couples	261,480	89,102	2.42	French	Low	196,834	Upscale	Middle-Aged & Older	Families/Couples	54.7%	University	White Collar	15+	Single Detached	Own
6	12	Urban	U2	Eat, Play, Love	Younger, educated and diverse urban singles and couples	82,143	48,608	1.32	English	High	127,741	Upper-Middle	Younger	Singles/Couples	15.9%	University	White Collar/Service Sector	<5, 25+	Apartments	Rent
7	13	Suburban	S1	Spas & Barbecues	Upscale, middle-aged families in new suburbs	272,092	89,578	2.44	French	Low	154,591	Upscale	Middle-Aged	Families	59.9%	University/College	Mixed	Mixed	Single Detached	Own
8	29	Suburban	S3	Prestige Québécois	Well-off, older suburban homeowners	228,123	90,041	2.45	French	Low	119,129	Upper-Middle	Older	Couples/Families	39.7%	University/College	White Collar	10+	Single Detached	Own
9	22	Urban	U3	Indieville	Younger and middle-aged urban singles and families	18,072	6,420	0.17	English	High	119,246	Upper-Middle	Younger & Middle-Aged	Singles/Families	40.4%	University	White Collar	Mixed	Low Rise Apt/Duplex	Own & Rent
10	39	Urban	U3	Prosperité Internationale	Diverse, upper-middle-income city dwellers	166,995	71,039	1.93	French	High	106,196	Upper-Middle	Middle-Aged & Older	Mixed	34.7%	University	White Collar/Service Sector	Mixed	Low Rise Apt/Duplex	Own & Rent
11	40	Urban	U3	Les Branchés	Younger, well-educated urban singles	68,506	32,579	0.89	French	Medium	116,336	Lower-Middle	Younger	Singles	23.5%	University	White Collar/Service Sector	<10	Low Rise Apt/Duplex	Rent
12	29	Suburban	S1	C'est L'un	Large, upper-middle-class suburban families	221,172	77,214	2.10	French	Low	124,009	Upper-Middle	Middle-Aged	Families	55.0%	College/University/HS	Service Sector/White Collar	15+	Single Detached	Own
13	34	Suburban	S2	Bougeotte en Banlieue	Younger and middle-aged, suburban families and couples	47,958	17,777	0.48	French	Low	146,810	Upscale	Younger & Middle-Aged	Families/Couples	48.4%	Mixed	Mixed	<10	Single Detached/Semi	Own
14	27	Urban Fringe	F1	Diversité Nouvelle	Diverse, middle-aged urban fringe families	611,650	216,346	5.88	Non-Official	High	109,311	Upper-Middle	Middle-Aged	Families	51.3%	University	Service Sector/White Collar	20+	Single Detached/Low Rise Apt/Semi	Own
15	29	Suburban	S5	Pied Solide	Upper-middle-income suburban couples and families	297,521	117,480	3.19	French	Low	110,336	Upper-Middle	Middle-Aged & Older	Couples/Families	42.6%	College/Trade/HS	Mixed	Mixed	Single Detached	Own
16	28	Urban	U3	Latte Life	Younger, diverse and single city dwellers	8,205	4,808	0.13	English	High	92,460	Middle	Younger	Singles	13.7%	University	White Collar/Service Sector	<10	Apartments	Rent
17	20	Urban	U2	New Asian Heights	Younger Asian singles and couples	32,315	16,353	0.44	Non-Official	High	89,517	Middle	Younger	Singles/Couples	30.4%	University	Mixed	<10	Apartments	Own & Rent
18	34	Suburban	S4	Ados & Activités	Suburban, middle-aged, upper-middle-income families	179,855	68,593	1.86	French	Low	107,306	Upper-Middle	Middle-Aged	Families	48.3%	Mixed	Service Sector/White Collar	10-24	Single Detached/Low Rise Apt/Semi	Own
19	35	Suburban	S4	Boomers Sociaux	Older suburban couples and singles	169,300	75,379	2.05	French	Low	103,741	Upper-Middle	Older	Couples/Singles	33.9%	Mixed	Mixed	Mixed	Single Detached/Low Rise Apt/Semi	Own
20	42	Suburban	S5	Chalets & Navetteurs	Upper-middle-income suburban homeowners	169,302	69,870	1.90	French	Low	102,892	Upper-Middle	Mixed	Couples/Families	40.4%	Trade/HS	Blue Collar/Service Sector	Mixed	Single Detached	Own
21	34	Suburban	S2	Frénésie Familiale	Younger suburban families with young children	247,566	91,799	2.50	French	Low	108,947	Upper-Middle	Younger	Families	49.9%	Trade/College/HS	Service Sector/Blue Collar	<15	Single Detached/Semi	Own
22	44	Urban Fringe	F1	Pas D'enfants, Pas D'soucis	Older and mature, urban fringe couples and singles	110,064	66,141	1.80	French	Low	84,794	Middle	Older & Mature	Singles/Couples	18.6%	University/HS	Service Sector/White Collar	Mixed	Apartments	Own & Rent
23	29	Suburban	S3	Tous Grandis	Aging, middle-income families and couples in the suburbs	196,102	72,906	1.98	French	Low	90,557	Middle	Middle-Aged & Older	Families/Couples	47.2%	Mixed	Mixed	15+	Single Detached	Own
24	35	Suburban	S3	À la Retraite	Older and mature, middle-income suburban couples	241,985	103,410	2.81	French	Low	80,382	Middle	Older & Mature	Couples	34.7%	Mixed	Service Sector/White Collar	20+	Single Detached	Own
25	42	Suburban	S5	Les Pantoufflards	Middle-income suburban homeowners	80,996	34,071	0.93	French	Low	81,659	Middle	Mixed	Couples/Families	39.0%	Trade/HS	Service Sector/Blue Collar	<10	Single Detached	Own
26	40	Urban	U3	On y Va!	Younger, lower-middle-income urban singles and couples	231,677	124,091	3.37	French	High	66,729	Lower-Middle	Younger	Singles/Couples	20.0%	University	White Collar/Service Sector	<10	Low Rise Apt	Rent
27	56	Urban	U3	Montréal Multinationale	Younger, diverse and educated city renters	54,211	25,650	0.70	French	High	97,349	Upper-Middle	Younger	Singles/Couples	28.2%	University	Service Sector/White Collar	<10	Low Rise Apt/Duplex	Rent
28	46	Rural	R2	Nids Vides en Campagne	Older and mature, empty-nesting rural couples	203,319	98,112	2.67	French	Low	81,688	Middle	Older & Mature	Couples	28.5%	HS/Gr9/Trade	Mixed	Mixed	Single Detached	Own
29	46	Rural	R1	Le Plein Air	Rural, middle-aged and older couples and families	39,874	17,128	0.47	French	Low	99,437	Upper-Middle	Middle-Aged & Older	Couples/Families	36.3%	Mixed	Mixed	Mixed	Single Detached	Own
30	47	Urban	U2	Social Networkers	Young, diverse singles in city apartments	50,237	31,219	0.85	English	High	48,840	Low	Young	Singles	15.0%	University	White Collar/Service Sector	<10	Apartments	Rent
31	51	Urban	U2	On Their Own Again	Diverse seniors living in high-rise city apartments	45,270	30,254	0.82	English	High	55,911	Downscale	Older & Mature	Singles	14.1%	University/HS/College	Service Sector/White Collar	Mixed	Apt 5+	Rent
32	34	Suburban	S4	Vivre sa Vie	Younger, suburban midscale families and couples	150,170	60,725	1.65	French	Low	91,488	Middle	Younger	Families/Couples	44.3%	Mixed	Service Sector/Blue Collar	<15	Single Detached/Low Rise Apt/Semi	Own & Rent
33	61	Urban	U2	Came From Away	Multi-ethnic, younger and middle-aged urban renters	42,601	19,797	0.54	Non-Official	High	60,324	Lower-Middle	Younger & Middle-Aged	Singles/Families	37.4%	University	Service Sector/White Collar	<10	Apt 5+	Rent
34	44	Urban	U4	Ville Vivante	Middle-income urban homeowners and renters	165,029	68,247	1.86	French	Low	83,282	Middle	Mixed	Mixed	39.8%	Mixed	Service Sector/White Collar	>20	Row/Single Detached/Low Rise Apt	Own
35	54	Rural	R2	Québécois de Souche	Rural, middle-class couples and families	254,659	105,513	2.87	French	Low	79,357	Middle	Mixed	Couples/Families	37.3%	Gr9/Trade/HS	Blue Collar/Agriculture	Mixed	Single Detached	Own
36	49	Rural	R1	Backcountry Boomers	Rural, older and mature middle-class couples	31,071	12,839	0.35	English	Low	78,944	Middle	Older & Mature	Couples	32.7%	Mixed	Mixed	25+	Single Detached	Own
37	54	Suburban	S5	Confort Col Bleu	Middle-income suburban families and couples	220,767	89,021	2.42	French	Low	84,329	Middle	Mixed	Families/Couples	42.4%	HS/Gr9/Trade	Mixed	Mixed	Single Detached	Own
38	59	Suburban	S7	L'Âge D'or	Older and mature, middle-income suburbanites	77,071	36,030	0.98	French	Low	84,982	Middle	Older & Mature	Mixed	31.7%	Gr9/HS/Trade	Mixed	Mixed	Single Detached/Low Rise Apt	Own & Rent
39	56	Urban	U3	Ça Roule	Younger, educated urban singles and couples	162,080	80,992	2.20	French	High	59,360	Lower-Middle	Younger	Singles/Couples	26.5%	University	White Collar/Service Sector	<10	Low Rise Apt/Duplex	Rent
40	63	Rural	R2	Ferme à Table	Older and mature, rural couples and families	224,583	97,572	2.65	French	Low	79,209	Middle	Older & Mature	Couples/Families	33.9%	Gr9/Trade/HS	Agriculture/Blue Collar	Mixed	Single Detached	Own
41	59	Suburban	S6	Appelée la Gardienne	Younger, upper-middle-income suburban families and singles	35,711	17,558	0.48	French	Low	95,791	Upper-Middle	Younger	Families/Singles	32.2%	HS/Gr9/Trade	Mixed	Mixed	Low Rise Apt	Rent
42	40	Urban	U4	Voler en Solo	Young, educated and mobile urban singles	143,255	86,351	2.35	French	Low	57,249	Downscale	Young	Singles	16.8%	University	Service Sector/White Collar	<10	Low Rise Apt	Rent
43	55	Urban	U5	Enclaves Multiethniques	Diverse, downscale city singles and families	413,379	170,043	4.62	Non-Official	High	57,558	Downscale	Middle-Aged	Singles/Families	42.4%	Gr9/HS/University	Service Sector/White Collar	<10	Low Rise Apt/Duplex	Rent
44	54	Rural	R2	Paix & Paysage	Middle-aged and older rural couples and singles	242,554	100,123	2.72	French	Low	68,779	Middle	Middle-Aged & Older	Couples/Singles	32.0%	Gr9/HS/Trade	Mixed	Mixed	Single Detached	Own
45	39	Urban Fringe	F1	Quartier Mélange	Lower-middle-income, urban fringe singles and families	176,890	82,632	2.25	French	High	67,523	Middle	Mixed	Singles/Families	34.0%	Gr9/HS	Mixed	Mixed	Low Rise Apt/Duplex	Rent
46	59	Suburban	S7	Douceur de Vivre	Older and mature, lower-middle-income suburbanites	163,344	75,844	2.06	French	Low	60,928	Lower-Middle	Older & Mature	Mixed	30.4%	Trade/HS/Gr9	Mixed	Mixed	Single Detached/Low Rise Apt/Duplex	Own & Rent
47	63	Rural	R2	Esprit Campagnard	Lower-middle-income, older and mature rural couples	183,699	88,587	2.41	French	Low	65,270	Lower-Middle	Older & Mature	Couples	27.1%	Gr9/Trade	Agriculture/Blue Collar	25+	Single Detached	Own
48	65	Urban	U4	Années d'Automne	Low-income, older and mature urban singles	162,905	75,887	2.06	French	Low	45,627	Low	Older & Mature	Singles	13.5%	Gr9/HS	Mixed	Mixed	Apartments	Rent
49	63	Rural	R2	Camping & Caravan	Older and mature, midscale rural homeowners	27,861	13,108	0.36	French	Low	69,969	Middle	Older & Mature	Singles/Couples	34.6%	Gr9/HS/Trade	Mixed	25+	Single Detached	Own
50	65	Suburban	S7	Franco Méli Mélo	Older, middle-income suburban singles and couples	60,040	31,593	0.86	French	Low	74,421	Middle	Older	Singles/Couples	25.5%	Gr9/HS/Trade	Mixed	Mixed	Single Detached/Low Rise Apt	Own & Rent
51	59	Suburban	S6	Vivre au Présent	Younger, mobile, lower-middle-income suburban renters	143,479	73,151	1.99	French	Low	64,690	Lower-Middle	Younger	Singles/Families	31.6%	Trade/HS/Gr9	Mixed	Mixed	Low Rise Apt	Rent
52	56	Urban	U5	Mosaïque Multiculturelle	Diverse, younger urban singles and families	50,588	24,293	0.66	French	High	64,826	Lower-Middle	Younger	Singles/Families	34.9%	Gr9/HS/Trade	Service Sector/White Collar	<10	Low Rise Apt	Rent
53	65	Suburban	S7	Banlieusards Aînés	Older, low-income suburban singles and couples	163,149	89,083	2.42	French	Low	47,007	Low	Older	Singles/Couples	24.7%	Gr9/Trade/HS	Mixed	Mixed	Duplex/Single Detached/Low Rise Apt	Own & Rent
54	65	Suburban	S6	Jeunes & Jeunes de Cœur	Younger and older, downscale suburban singles	73,255	44,356	1.21	French	Low	57,343	Downscale	Younger & Older	Singles	21.4%	Gr9/Trade/HS	Mixed	<10	Low Rise Apt	Rent
55	56	Urban	U5	Convivialité Urbaine	Diverse, low-income urban singles and families	141,453	72,246	1.96	French	High	42,102	Low	Younger	Singles/Families	33.1%	Gr9/HS	Service Sector/White Collar	<10	Low Rise Apt	Rent
56	66	Rural	R1	Indigenous Families	Younger and middle-aged Indigenous families in remote towns	51,253	15,181	0.41	Non-Official	Low	84,497	Middle	Younger & Middle-Aged	Families	58.7%	Gr/Trade	Mixed	<10	Single Detached/Semi	Own & Band
57	65	Urban	U4	Au Jour le Jour	Younger and mobile, low-income urban singles	168,716	106,367	2.89	French	Low	34,593	Low	Younger	Singles	19.4%	Gr9/Trade/HS	Mixed	<10	Low Rise Apt/Duplex	Rent