

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	26,824	8,249	0.22	English	Medium	631,792	Very Wealthy	Middle-Aged & Older	Families/Couples	58.7%	University	White Collar	10-25	Single Detached/Semi	Own
2	2	Urban	U1	Wealthy & Wise	Wealthy, older and mature city sophisticates	18,060	6,015	0.16	English	High	274,665	Wealthy	Older & Mature	Families/Couples	55.9%	University	White Collar	10-25	Single Detached	Own
3	6	Urban	U1	Downtown Verve	Middle-aged and older, upscale urban families and couples	48,059	17,324	0.47	English	Medium	207,443	Upscale	Middle-Aged & Older	Families/Couples	48.9%	University	White Collar	15+	Semi/Single Detached	Own
4	7	Urban Fringe	F1	Mature & Secure	Older and mature upscale urban fringe homeowners	61,713	19,934	0.54	English	Medium	177,270	Upscale	Older & Mature	Families/Couples	56.5%	University	White Collar	15+	Single Detached	Own
5	13	Suburban	S1	Families Bien Nanties	Well-off suburban families and couples	264,458	90,703	2.45	French	Low	209,513	Upscale	Middle-Aged & Older	Families/Couples	55.4%	University	White Collar/Service Sector	15+	Single Detached	Own
6	12	Urban	U2	Eat, Play, Love	Younger, educated and diverse urban singles and couples	87,977	51,170	1.38	English	High	134,431	Upper-Middle	Younger	Singles/Couples	16.0%	University	White Collar/Service Sector	<5, 25+	Apartments	Rent
7	13	Suburban	S1	Spas & Barbécues	Upscale, middle-aged families in new suburbs	272,671	89,790	2.43	French	Low	162,701	Upscale	Middle-Aged	Families	60.9%	University/College	Mixed	<10	Single Detached	Own
8	29	Suburban	S3	Prestige Québécois	Well-off, older suburban homeowners	238,971	95,547	2.58	French	Low	126,775	Upper-Middle	Older	Couples/Families	39.6%	University/College	White Collar/Service Sector	10+	Single Detached	Own
9	22	Urban	U3	Indieville	Younger and middle-aged urban singles and families	16,197	6,064	0.16	English	High	127,020	Upper-Middle	Younger & Middle-Aged	Singles/Families	40.2%	University	White Collar	Mixed	Low Rise Apt/Duplex	Own & Rent
10	39	Urban	U3	Prosperité Internationale	Diverse, upper-middle-income city dwellers	153,518	67,854	1.84	French	High	112,713	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	70,756	35,002	0.95	French	Medium	123,191	Lower-Middle	Younger	Singles	23.8%	University	White Collar/Service Sector	<10	Low Rise Apt/Duplex	Rent
12	29	Suburban	S1	C'est L'fun	Large, upper-middle-class suburban families	224,859	79,082	2.14	French	Low	131,024	Upper-Middle	Middle-Aged	Families	55.2%	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	54,918	20,288	0.55	French	Low	153,784	Upscale	Younger & Middle-Aged	Families/Couples	48.6%	Mixed	Mixed	<10	Single Detached/Semi	Own
14	27	Urban Fringe	F1	Diversité Nouvelle	Diverse, middle-aged urban fringe families	599,821	216,944	5.87	Non-Official	High	115,889	Upper-Middle	Middle-Aged	Families	50.9%	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	323,607	126,324	3.42	French	Low	117,181	Upper-Middle	Middle-Aged & Older	Couples/Families	43.1%	College/Trade/HS	Mixed	Mixed	Single Detached	Own
16	28	Urban	U3	Latte Life	Younger, diverse and single city dwellers	8,668	4,982	0.13	English	High	104,518	Upper-Middle	Younger	Singles	15.7%	University	White Collar/Service Sector	<10	Apartments	Rent
17	20	Urban	U2	New Asian Heights	Younger Asian singles and couples	23,702	11,558	0.31	Non-Official	High	95,828	Middle	Younger	Singles/Couples	30.5%	University	Mixed	<10	Apartments	Own & Rent
18	34	Suburban	S4	Ados & Activités	Suburban, middle-aged, upper-middle-income families	182,621	70,829	1.92	French	Low	112,581	Upper-Middle	Middle-Aged	Families	48.2%	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	176,283	79,136	2.14	French	Low	110,115	Upper-Middle	Older	Couples/Singles	33.7%	Mixed	Mixed	Mixed	Single Detached/Low Rise Apt/Semi	Own
20	42	Suburban	S5	Chalets & Navetteurs	Upper-middle-income suburban homeowners	218,209	87,824	2.38	French	Low	107,359	Upper-Middle	Mixed	Couples/Families	40.5%	Trade/HS	Blue Collar/Service Sector	Mixed	Single Detached	Own
21	34	Suburban	S2	Frénésie Familiale	Younger suburban families with young children	231,391	85,977	2.33	French	Low	114,717	Upper-Middle	Younger	Families	49.5%	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	118,289	68,721	1.86	French	Low	90,175	Middle	Older & Mature	Singles/Couples	18.9%	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	196,822	73,585	1.99	French	Low	95,809	Middle	Middle-Aged & Older	Families/Couples	47.0%	Mixed	Mixed	15+	Single Detached	Own
24	35	Suburban	S3	À la Retraite	Older and mature, middle-income suburban couples	239,777	104,576	2.83	French	Low	84,739	Middle	Older & Mature	Couples	34.1%	Mixed	Service Sector/White Collar	20+	Single Detached	Own
25	42	Suburban	S5	Les Pantouffards	Middle-income suburban homeowners	77,030	31,524	0.85	French	Low	84,265	Middle	Mixed	Couples/Families	39.2%	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	222,287	119,967	3.25	French	High	70,647	Lower-Middle	Younger	Singles/Couples	19.9%	University	White Collar/Service Sector	<10	Low Rise Apt	Rent
27	56	Urban	U3	Montréal Multinationale	Younger, diverse and educated city renters	55,365	27,257	0.74	French	High	102,250	Upper-Middle	Younger	Singles/Couples	27.2%	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	213,163	100,655	2.72	French	Low	86,192	Middle	Older & Mature	Couples	28.2%	HS/Gr9/Trade	Mixed	Mixed	Single Detached	Own
29	46	Rural	R1	Le Plein Air	Rural, middle-aged and older couples and families	42,713	17,791	0.48	French	Low	108,251	Upper-Middle	Middle-Aged & Older	Couples/Families	36.8%	Mixed	Mixed	Mixed	Single Detached	Own
30	47	Urban	U2	Social Networkers	Young, diverse singles in city apartments	52,443	31,570	0.85	English	High	53,051	Low	Young	Singles	15.2%	University	White Collar/Service Sector	<10	Apartments	Rent
31	51	Urban	U2	On Their Own Again	Diverse seniors living in high-rise city apartments	47,029	29,689	0.80	English	High	59,663	Downscale	Older & Mature	Singles	13.9%	University/HS/College	Service Sector/White Collar	Mixed	Apt 5+	Rent
32	34	Suburban	S4	Vivre sa Vie	Younger, suburban midscale families and couples	156,449	62,278	1.68	French	Low	96,593	Middle	Younger	Families/Couples	44.5%	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	47,802	22,040	0.60	Non-Official	High	66,749	Lower-Middle	Younger & Middle-Aged	Singles/Families	36.7%	University	Service Sector/White Collar	<10	Apt 5+	Rent
34	44	Urban	U4	Ville Vivante	Middle-income urban homeowners and renters	146,797	62,768	1.70	French	Low	87,643	Middle	Mixed	Mixed	39.1%	Mixed	Service Sector/White Collar	>20	Row/Single Detached/Low Rise Apt	Own & Rent
35	54	Rural	R2	Québécois de Souche	Rural, middle-class couples and families	305,858	125,420	3.39	French	Low	84,609	Middle	Mixed	Couples/Families	37.4%	Gr9/Trade/HS	Blue Collar/Agriculture	Mixed	Single Detached	Own
36	49	Rural	R1	Backcountry Boomers	Rural, older and mature middle-class couples	29,325	12,809	0.35	English	Low	83,151	Middle	Older & Mature	Couples	31.7%	Mixed	Mixed	25+	Single Detached	Own
37	54	Suburban	S5	Confort Col Bleu	Middle-income suburban families and couples	204,335	82,015	2.22	French	Low	89,068	Middle	Mixed	Families/Couples	41.4%	HS/Trade/Gr9	Mixed	Mixed	Single Detached	Own
38	59	Suburban	S7	L'Âge D'or	Older and mature, middle-income suburbanites	105,004	47,858	1.29	French	Low	88,773	Middle	Older & Mature	Mixed	33.4%	Gr9/HS/Trade	Mixed	Mixed	Single Detached/Low Rise Apt	Own & Rent
39	56	Urban	U3	Ça Roule	Younger, educated urban singles and couples	151,396	76,957	2.08	French	High	62,406	Lower-Middle	Younger	Singles/Couples	26.2%	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	207,652	89,369	2.42	French	Low	85,641	Middle	Older & Mature	Couples/Families	33.6%	Gr9/Trade/HS	Agriculture/Blue Collar	Mixed	Single Detached	Own
41	59	Suburban	S6	Appelez la Gardienne	Younger, upper-middle-income suburban families and singles	38,947	19,014	0.51	French	Low	99,374	Upper-Middle	Younger	Families/Singles	32.8%	HS/Gr9/Trade	Mixed	Mixed	Low Rise Apt	Rent
42	40	Urban	U4	Voler en Solo	Young, educated and mobile urban singles	144,141	85,570	2.31	French	Low	60,167	Downscale	Young	Singles	16.7%	University	Service Sector/White Collar	<10	Low Rise Apt	Rent
43	55	Urban	U5	Enclaves Multiethniques	Diverse, downscale city singles and families	404,008	167,315	4.53	Non-Official	High	61,453	Downscale	Middle-Aged	Singles/Families	42.5%	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	195,736	86,411	2.34	French	Low	71,660	Middle	Middle-Aged & Older	Couples/Singles	31.0%	Gr9/HS/Trade	Mixed	Mixed	Single Detached	Own
45	39	Urban Fringe	F1	Quartier Mélange	Lower-middle-income, urban fringe singles and families	177,506	83,256	2.25	French	High	71,393	Middle	Mixed	Singles/Families	33.8%	Gr9/HS	Mixed	Mixed	Low Rise Apt/Duplex	Rent
46	59	Suburban	S7	Douceur de Vivre	Older and mature, lower-middle-income suburbanites	149,602	70,793	1.92	French	Low	63,882	Lower-Middle	Older & Mature	Mixed	30.2%	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	182,148	88,545	2.40	French	Low	68,607	Lower-Middle	Older & Mature	Couples	26.0%	Gr9/Trade	Agriculture/Blue Collar	25+	Single Detached	Own
48	65	Urban	U4	Années d'Automne	Low-income, older and mature urban singles	118,169	75,637	2.05	French	Low	48,688	Low	Older & Mature	Singles	13.1%	Gr9/HS	Mixed	Mixed	Apartments	Rent
49	63	Rural	R2	Camping & Caravan	Older and mature, midscale rural homeowners	30,063	14,226	0.38	French	Low	72,856	Middle	Older & Mature	Singles/Couples	34.2%	Gr9/HS/Trade	Mixed	25+	Single Detached	Own
50	65	Suburban	S7	Franco Méli Mélo	Older, middle-income suburban singles and couples	94,907	50,278	1.36	French	Low	74,007	Middle	Older	Singles/Couples	25.0%	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	140,842	70,983	1.92	French	Low	66,921	Lower-Middle	Younger	Singles/Families	31.5%	Trade/HS/Gr9	Mixed	Mixed	Low Rise Apt	Rent
52	56	Urban	U5	Mosaïque Multiculturelle	Diverse, younger urban singles and families	63,828	30,086	0.81	French	High	72,869	Lower-Middle	Younger	Singles/Families	35.0%	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	154,033	84,990	2.30	French	Low	47,303	Low	Older	Singles/Couples	24.1%	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	58,868	34,414	0.93	French	Low	61,132	Downscale	Younger & Older	Singles	21.9%	Gr9/Trade/HS	Mixed	<10	Low Rise Apt	Rent
55	56	Urban	U5	Convivialité Urbaine	Diverse, low-income urban singles and families	143,366	70,987	1.92	French	High	44,627	Low	Younger	Singles/Families	33.5%	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	53,732	15,825	0.43	Non-Official	Low	90,466	Middle	Younger & Middle-Aged	Families	59.1%	Gr/Trade	Mixed	<10	Single Detached/Semi	Own & Band
57	65	Urban	U4	Au Jour le Jour	Younger and mobile, low-income urban singles	166,780	101,999	2.76	French	Low	37,302	Low	Younger	Singles	19.4%	Gr9/Trade/HS	Mixed	<10	Low Rise Apt/Duplex	Rent