

SESI	SG	LS	Name	PRIZMS Descriptor	Population	Households	Size	Official Language	Cultural Diversity Index	Average Income	Income Level	Age of Maintainer	Family Status	% Households with Children	Education	Job Type	Age of Children	Dwelling Type	Own/Rent
1	U1	F8	Cosmopolitan Elite	Very wealthy, middle-aged and older families and couples	244,821	82,166	0.55%	English	Medium	\$470,083	Very Wealthy	Middle-Aged & Older	Families/Couples	53.20%	University	White Collar	10+	Single Detached	Own
2	U1	F8	Urbane Villagers	Wealthy, middle-aged and older city sophisticates	443,711	147,116	0.99%	English	Low	\$236,487	Wealthy	Middle-Aged & Older	Families/Couples	54.30%	University	White Collar	10-24	Single Detached	Own
3	U1	F5	Arts & Affluence	Wealthy, established urban families and couples	309,857	113,596	0.76%	English	Medium	\$189,513	Wealthy	Middle-Aged & Older	Mixed	44.32%	University	White Collar	Mixed	Mixed	Own & Rent
4	S1	F8	Suburban Success	Wealthy, middle-aged and older homeowners	320,218	117,522	0.79%	English	Low	\$188,726	Wealthy	Middle-Aged & Older	Couples/Families	45.27%	University	White Collar	10+	Single Detached	Own
5	U2	F9	Asian Sophisticates	Upscale, urban Asian families	520,381	157,412	1.06%	Non-Official	High	\$138,915	Upscale	Middle-Aged & Older	Families	62.10%	University	White Collar/Service Sector	10+	Single Detached	Own
6	S1	F8	Kids & Careers	Large, well-off, middle-aged suburban families	1,106,231	343,931	2.31%	English	High	\$166,343	Upscale	Middle-Aged	Families	62.67%	University/College	White Collar/Service Sector	10+	Single Detached	Own
7	S1	F6	Nouveaux Riches	Well-off, suburban Quebec families and couples	290,690	104,312	0.70%	French	Low	\$155,883	Upscale	Middle-Aged & Older	Families/Couples	50.57%	University/College	White Collar/Service Sector	10-24	Single Detached	Own
8	U1	F9	Boomerang City	Upscale, multi-generational urban households	923,784	338,969	2.28%	English	Low	\$135,987	Upscale	Middle-Aged & Older	Families/Couples	44.78%	University/College/High School	White Collar/Service Sector	10+	Single Detached	Own
9	E1	F8	Satellite Burbs	Older, upscale exurban couples and families	1,104,362	403,672	2.72%	English	Low	\$141,856	Upscale	Middle-Aged & Older	Couples/Families	46.09%	Mixed	Mixed	10+	Single Detached	Own
10	S1	M1	Emptying Nests	Older, upper-middle-income suburban couples	336,310	156,515	1.05%	English	Low	\$110,967	Upper-Middle	Older & Mature	Couples	28.17%	Mixed	Mixed	10+	Single Detached/Low Rise Apt	Own
11	U3	Y1	Urban Digerati	Younger, well-educated city singles	547,027	306,406	2.06%	English	High	\$116,553	Upper-Middle	Younger	Singles	17.68%	University	White Collar	<10, 25+	Apt 5+	Rent & Own
12	U3	Y2	Street Scenes	Younger, upper-middle-income singles and families	632,248	259,880	1.75%	English	Low	\$120,997	Upper-Middle	Younger	Singles/Families	36.41%	University/High School	White Collar/Service Sector	<10, 25+	Mixed	Own & Rent
13	U2	F9	Asian Avenues	Successful, middle-aged and older Asian families	591,083	191,365	1.29%	Non-Official	High	\$94,418	Middle	Middle-Aged & Older	Families	54.03%	Mixed	Service Sector/White Collar	20+	Mixed	Own
14	S3	F9	Diversity Heights	Diverse, middle-aged and older suburban families	622,736	196,821	1.32%	Non-Official	High	\$117,052	Upper-Middle	Middle-Aged & Older	Families	58.13%	Mixed	Mixed	15+	Single Detached/Duplex	Own
15	S3	F3	Heritage Hubs	Middle-aged, diverse suburban families	781,329	238,742	1.61%	Non-Official	High	\$123,472	Upper-Middle	Middle-Aged	Families	64.45%	University/College	Mixed	5+	Single Detached/Row/Semi-Detached	Own
16	S2	F1	Pets & PCs	Younger, upscale suburban families	1,410,778	458,879	3.09%	English	High	\$137,664	Upscale	Younger	Families	59.39%	University/College	Mixed	<15	Single Detached/Row/Semi-Detached	Own
17	E1	F2	Exurban Wonderland	Middle-aged, upscale exurban families	768,320	269,881	1.82%	English	Low	\$138,148	Upscale	Middle-Aged	Families	50.07%	Mixed	Mixed	<25	Single Detached	Own
18	S2	F1	Management Material	Younger, upper-middle-income suburbanites	430,654	176,673	1.19%	English	High	\$114,600	Upper-Middle	Younger	Mixed	44.11%	University/College	Service Sector/White Collar	<15	Mixed	Own
19	U5	M3	Grey Pride	Middle-income seniors in urban apartments	151,662	99,194	0.67%	English	Low	\$92,551	Middle	Older & Mature	Singles	14.85%	Mixed	White Collar/Service Sector	<5, 20+	Apt 5+	Own & Rent
20	S3	F1	South Asian Society	Suburban, upper-middle-income South Asian families	443,065	107,912	0.73%	Non-Official	High	\$109,555	Upper-Middle	Middle-Aged	Families	74.20%	Mixed	Mixed	<10, 25+	Single/Semi Detached/Row	Own
21	U5	F6	Beau Monde	Older, middle-income Quebec city dwellers	320,879	132,244	0.89%	French	Low	\$97,083	Middle	Older & Mature	Mixed	38.22%	University/Trade	White Collar/Service Sector	Mixed	Single Detached/Low Rise Apt	Own
22	S4	F5	Aging in Suburbia	Older, upper-middle-income suburban couples and families	904,440	332,246	2.24%	English	Low	\$112,581	Upper-Middle	Middle-Aged & Older	Families/Couples	46.47%	Mixed	Service Sector/White Collar	10+	Single Detached	Own
23	U4	F7	Asian New Wave	Younger, well-educated Asian singles and families	211,874	110,630	0.74%	Non-Official	High	\$75,480	Lower-Middle	Younger	Singles/Families	31.81%	University	White Collar/Service Sector	<5, 20+	Apt 5+	Own & Rent
24	E2	F3	Fresh Air Families	Middle-aged, middle-income exurbanites	1,027,710	378,730	2.55%	English	Low	\$114,061	Upper-Middle	Middle-Aged	Families/Couples	48.31%	College/High School/Trade	Mixed	Mixed	Single Detached	Own
25	S3	F7	South Asian Society	Middle-aged, middle-income South Asian families	477,055	128,480	0.86%	Non-Official	High	\$98,646	Middle	Middle-Aged	Families	61.39%	Mixed	Service Sector/Blue Collar	Mixed	Single Detached/Duplex	Own
26	S4	M1	Second City Retirees	Older and mature, middle-income homeowners	790,514	310,941	2.09%	English	Low	\$102,427	Middle	Older & Mature	Couples/Families	40.81%	College/High School	Service Sector/White Collar	10+	Single Detached	Own
27	U2	F9	Diverse City	Middle-income, diverse city dwellers	629,525	206,412	1.39%	Non-Official	High	\$92,728	Middle	Middle-Aged & Older	Families	52.24%	Grade 9/High School	Mixed	20+	Mixed	Own
28	U2	M1	Metro Multiculturals	Diverse, middle-aged and older households	784,265	284,939	1.92%	Non-Official	High	\$98,331	Middle	Middle-Aged & Older	Families/Couples	48.44%	Mixed	Mixed	15+	Single Detached	Own
29	U5	M3	Silver Linings	Urban seniors in high-rise apartments	181,292	119,155	0.80%	English	Medium	\$71,770	Lower-Middle	Older & Mature	Singles	17.14%	University/High School/College	Service Sector/White Collar	<10	Apt 5+	Rent
30	E3	F6	La Vie est Belle	Middle-aged, upper-middle-income Quebec families and couples	342,611	126,452	0.85%	French	Low	\$106,855	Upper-Middle	Middle-Aged	Families/Couples	50.03%	Trade/College/High School	Mixed	10-24	Single Detached	Own
31	U4	F1	New World Symphony	Diverse, lower-middle-income city dwellers	505,726	275,493	1.85%	Non-Official	High	\$86,819	Middle	Mixed	Singles/Families	28.68%	University/College	Service Sector/White Collar	<10, 25+	Apartment	Own & Rent
32	E3	F2	Mini Van & Vin Rouge	Younger and middle-aged, middle-income homeowners	908,528	342,431	2.30%	French	Low	\$109,200	Upper-Middle	Younger & Middle-Aged	Families/Couples	49.39%	Mixed	Mixed	<15	Single/Semi Detached	Own
33	R2	M2	Heartland Retirees	Rural, older and mature middle-income couples	408,743	185,408	1.25%	English	Low	\$84,303	Middle	Older & Mature	Couples	27.42%	High School/Trade/College	Mixed	10+	Single Detached	Own
34	U4	Y1	Rooms with a View	Young, diverse singles in urban high-rises	266,145	167,106	1.12%	Non-Official	High	\$66,740	Downscale	Young	Singles	13.60%	University	White Collar/Service Sector	<10, 25+	Apt 5+	Rent
35	R1	F5	Country Acres	Older and mature rural couples and families	497,486	207,704	1.40%	English	Low	\$94,448	Middle	Older & Mature	Couples/Families	38.00%	Mixed	Mixed	10+	Single Detached	Own
36	E2	F5	Exurban Homesteaders	Middle-aged and older, middle-income homeowners	517,350	195,695	1.32%	English	Low	\$104,658	Middle	Middle-Aged & Older	Couples/Families	41.71%	Mixed	Service Sector/Blue Collar	5-20	Single Detached	Own
37	S2	F2	Trucks & Trades	Younger and middle-aged, upper-middle-income families	684,595	254,799	1.71%	English	Low	\$118,476	Upper-Middle	Younger & Middle-Aged	Mixed	46.88%	Mixed	Blue Collar/Service Sector	<15	Single/Semi Detached/Low Rise Apt	Own
38	U3	Y1	Grads & Pads	Young, single urban renters	291,644	184,858	1.24%	English	Medium	\$74,668	Lower-Middle	Young	Singles	11.36%	University	Service Sector/White Collar	<15	Apartment	Rent
39	S4	M1	Our Time	Older and mature, middle-income suburbanites	528,993	239,068	1.61%	English	Low	\$83,341	Middle	Older & Mature	Singles/Couples	31.19%	Mixed	Service Sector/White Collar	Mixed	Single Detached/Low Rise Apt	Own & Rent
40	R1	F3	Wide Open Spaces	Middle-aged, middle-income farmers and blue-collar workers	776,411	299,331	1.95%	English	Low	\$97,887	Middle	Middle-Aged & Older	Couples/Families	40.53%	Mixed	Blue Collar/Primary	<20	Single Detached	Own
41	E3	F6	Vieille École	Middle-aged and older Quebec exurbanites	814,527	333,696	2.25%	French	Low	\$91,710	Middle	Middle-Aged & Older	Couples/Families	38.64%	Mixed	Mixed	<25	Single/Semi Detached	Own
42	S3	F7	Home Sweet Rows	Diverse, middle-aged and older middle-income suburbanites	629,751	214,054	1.44%	Non-Official	High	\$87,099	Middle	Younger & Middle-Aged	Families	53.69%	Mixed	Service Sector/Blue Collar	Mixed	Single Detached/Row/Low Rise Apt	Own & Rent
43	U4	F1	Newcomers Rising	Younger, downscale city immigrants	509,494	211,139	1.42%	Non-Official	High	\$65,178	Downscale	Younger & Middle-Aged	Families/Singles	47.78%	High School/University	Service Sector	Mixed	Apt 5+	Rent
44	U7	Y1	Jeunes et Actifs	Younger, urban, lower-middle-income Quebec singles	463,886	240,941	1.62%	French	Low	\$68,402	Lower-Middle	Younger	Singles	24.75%	Mixed	White Collar/Service Sector	<10, 25+	Low Rise Apt	Rent
45	R3	F6	Jeunes d'Esprit	Older, downscale rural couples	198,277	90,893	0.61%	French	Low	\$73,531	Lower-Middle	Older & Mature	Couples/Singles	29.81%	Trade/High School/Grade 9	Mixed	Mixed	Single Detached	Own
46	R3	F3	Villes Tranquilles	Middle-aged, rural Quebec couples and families	292,272	125,220	0.84%	French	Low	\$85,156	Middle	Middle-Aged & Older	Couples/Families	38.48%	Trade/High School/Grade 9	Mixed	<20	Single Detached	Own
47	T1	F4	Traditional Town Living	Middle-aged and older middle-income homeowners	483,131	175,422	1.18%	English	Low	\$89,827	Middle	Middle-Aged & Older	Couples/Families	41.10%	Mixed	Blue Collar/Service Sector	<25	Single Detached	Own
48	S5	F3	Variété Suburbaine	Lower-middle-income Quebec suburbanites	518,883	220,773	1.49%	French	Low	\$80,908	Lower-Middle	Mixed	Mixed	38.22%	Mixed	Mixed	<20	Single Detached/Low Rise Apt	Own & Rent
49	U7	Y2	Enclaves Multiethniques	Diverse, low-income, younger city dwellers	658,796	293,544	1.98%	French	High	\$54,470	Downscale	Younger	Singles/Families	38.37%	Mixed	Service Sector	<10, 25+	Low Rise Apt	Rent
50	S2	Y2	Suburban Scramble	Young, middle-income suburbanites	548,232	218,641	1.47%	English	Low	\$86,825	Middle	Young	Mixed	45.07%	Mixed	Mixed	<20	Mixed	Own & Rent
51	T1	F4	Aging & Active	Older and mature, middle-income town households	437,028	177,620	1.20%	English	Low	\$83,562	Middle	Older & Mature	Mixed	35.93%	Mixed	Mixed	<20	Single Detached	Own
52	U6	Y2	Striving Startups	Younger, urban lower-middle-income singles and families	384,501	199,381	1.34%	English	Low	\$69,525	Lower-Middle	Younger	Singles/Families	25.58%	Mixed	Service Sector/White Collar	<20	Low Rise Apt/Duplex	Rent & Own
53	E2	F4	Outdoor Originals	Middle-aged and older, lower-middle-income exurbanites	399,201	167,936	1.13%	English	Low	\$80,974	Lower-Middle	Middle-Aged & Older	Couples/Families	37.77%	Mixed	Service Sector/Blue Collar	Mixed	Moveable/Single Detached	Own
54	T1	M3	Serenity Springs	Mature, lower-middle-income town singles and couples	938,942	384,119	2.58%	English	Low	\$82,071	Lower-Middle	Older & Mature	Couples/Singles	34.48%	Mixed	Blue Collar/Service Sector	<20	Single Detached	Own & Rent
55	R3	F4	La Vie Bucolique	Rural, middle-aged and older couples and families	579,277	243,323	1.64%	French	Low	\$66,944	Downscale	Middle-Aged & Older	Couples/Families	35.58%	Grade 9/Trade/High School	Blue Collar/Primary	Mixed	Single Detached	Own
56	U6	Y1	Single City Jazz	Younger, diverse city singles in apartments	344,327	190,395	1.28%	Non-Official	High	\$58,508	Downscale	Younger	Singles	25.65%	High School/University	Service Sector	<10	Apartment	Rent
57	T1	F2	First Nations Families	Younger, lower-middle-income aboriginal families	326,018	105,575	0.71%	Non-Official	Low	\$68,423	Lower-Middle	Younger & Middle-Aged	Families	51.61%	Grade 9/High School/Trade	Service Sector/Primary	<15	Single Detached	Band Housing
58	R2	M2	Rustic Roads	Rural, lower-middle-income older couples	500,045	217,541	1.46%	English	Low	\$70,214	Lower-Middle	Older & Mature	Couples	33.41%	Mixed	Blue Collar/Primary	10+	Single Detached	Own
59	S5	Y2	Locataires en Banlieues	Younger, downscale suburban renters	220,748	122,550	0.82%	French	Low	\$61,478	Downscale	Younger	Singles/Families	26.32%	Grade 9/High School/Trade	Service Sector	<20	Low Rise Apt	Rent & Own
60	S5	M3	Bons Vivants	Older, downscale suburban singles and couples	479,116	229,212	1.54%	French	Low	\$60,279	Downscale	Older & Mature	Singles/Couples	28.54%	Grade 9/High School/Trade	Mixed	Mixed	Low Rise Apt/Duplex	Rent & Own
61	U5	M3	Les Seniors	Urban, low-income Quebec seniors	151,952	95,066	0.6												