

Segment Number	Social Group Code	Social Group	Urbanity	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	U1	U1 - Urban Elite	Urban	M1 - Older Families & Empty Nests	The A-List	Very wealthy cosmopolitan families and couples	280,932	90,982	0.60	English	Low	586,532	Very Wealthy	Mixed	Families/Couples	University	White Collar	10-24	Single Detached	Own	
2	U1	U1 - Urban Elite	Urban	M1 - Older Families & Empty Nests	Wealthy & Wives	Wealthy, older and mature city sophisticates	418,391	141,325	0.93	English	Low	266,730	Wealthy	Older & Mature	Families/Couples	University	White Collar	15+	Single Detached	Own	
3	F1	F1 - Upscale Urban Fringe	Urban Fringe	F2 - Large Diverse Families	Asian Sophisticates	Upscale, middle-aged Asian families	374,880	109,695	0.73	Non-Official	High	158,251	Upscale	Middle-Aged	Families	University	White Collar	10+	Single Detached	Own	
4	S1	S1 - Suburban Elite	Suburban	F3 - Middle-Age Families	Turbo Burbs	Middle-aged upscale suburbanites	538,097	176,091	1.16	English	Low	225,127	Upscale	Middle-Aged	Families/Couples	University/College/High School	White Collar/Service Sector	10+	Single Detached	Own	
5	S1	S1 - Suburban Elite	Suburban	F2 - Large Diverse Families	First-Class Families	Large, well-off suburban families	730,308	223,910	1.48	English	Low	192,258	Upscale	Middle-Aged	Families	University/College/High School	White Collar/Service Sector	5-24	Single Detached	Own	
6	U1	U1 - Urban Elite	Urban	F1 - School-Age Families	Downtown Verve	Younger and middle-aged upscale city dwellers	463,172	187,155	1.24	English	Low	184,482	Upscale	Younger & Middle-Aged	Mixed	University/College	White Collar	5-24	Single Detached/Low Rise Apt/Semi	Own & Rent	
7	F1	F1 - Upscale Urban Fringe	Urban Fringe	M1 - Older Families & Empty Nests	Mature & Secure	Older and mature upscale city dwellers	707,215	235,477	1.56	English	Medium	174,102	Upscale	Older & Mature	Families/Couples	University	White Collar	10+	Single Detached	Own	
8	S2	S2 - Upscale Suburban Diversity	Suburban	F2 - Large Diverse Families	Multiculture-ish	Upscale, multi-ethnic suburban families	836,570	233,880	1.55	Non-Official	High	165,753	Upscale	Middle-Aged	Families	University/College	White Collar/Service Sector	10+	Single Detached	Own	
9	S1	S1 - Suburban Elite	Suburban	M1 - Older Families & Empty Nests	Boomer Bliss	Older and mature, upscale suburbanites	672,491	258,919	1.71	English	Low	147,329	Upscale	Older & Mature	Couples/Families	University/College	White Collar	10+	Single Detached	Own	
10	F2	F2 - Diverse Urban Fringe	Urban Fringe	F2 - Large Diverse Families	Asian Achievement	Successful, middle-aged and older Asian families	532,970	162,866	1.08	Non-Official	High	122,429	Upper-Middle	Middle-Aged & Older	Families	University/High School	Service Sector/White Collar	5-24	Single Detached/Duplex/Row	Own & Rent	
11	S2	S2 - Upscale Suburban Diversity	Suburban	Y3 - Young Families	Modern Suburbia	Multi-ethnic younger and middle-aged suburbanites	995,436	312,678	2.07	Non-Official	High	144,801	Upper-Middle	Younger & Middle-Aged	Families	University/College	Mixed	5-24	Single Detached/Row	Own	
12	U3	U3 - Young Urban Core	Urban	Y1 - Very Young Singles & Couples	Eat, Play, Love	Younger, well-educated urban singles	975,969	405,902	2.68	English	High	138,116	Upper-Middle	Younger	Singles	University	White Collar	10+	Apt 5+	Rent & Own	
13	S4	S4 - Upper-Middle Suburban Francophone	Suburban	F2 - Large Diverse Families	Vie de Réve	Upscale, suburban Quebec families	553,167	183,551	1.21	French	Low	192,414	Upscale	Middle-Aged	Families	University/College/Trade School	White Collar/Service Sector	10+	Single Detached	Own	
14	R1	R1 - Upper-Middle Rural	Rural	F3 - Middle-Age Families	Kick-Back Country	Rural, middle-aged upscale families and couples	573,018	197,805	1.31	English	Low	151,775	Upscale	Middle-Aged	Families/Couples	Mixed	Blue Collar	10+	Single Detached	Own	
15	U4	U4 - Urban Diversity	Urban	F2 - Large Diverse Families	South Asian Enterprise	Urban, upper-middle-income South Asian families	914,696	228,438	1.51	Non-Official	High	126,054	Upper-Middle	Middle-Aged	Families	University/High School	Blue Collar/Service Sector	<20	Single Detached/Semi/Duplex	Own	
16	U2	U2 - Urban Older	Urban	M1 - Older Families & Empty Nests	Savvy Seniors	Upper-middle-income seniors in urban apartments	751,167	331,647	2.19	English	Low	122,420	Upper-Middle	Older	Singles/Couples	University/College/High School	White Collar/Service Sector	Mixed	Mixed	Own	
17	U4	U4 - Urban Diversity	Urban	F3 - Middle-Age Families	Asian Avenues	Urban, middle-income Asian families and singles	255,003	85,622	0.57	Non-Official	High	110,896	Middle	Mixed	Families/Singles	High School/University/Grade 9	Service Sector/White Collar	10+	Duplex/Single Detached/Low Rise Apt	Own & Rent	
18	F1	F1 - Upscale Urban Fringe	Urban Fringe	F2 - Large Diverse Families	Multicultural Corners	Diverse, upper-middle-income city families	853,193	275,299	1.82	Non-Official	High	136,422	Upper-Middle	Middle-Aged	Families	University/College/High School	Service Sector/White Collar	<20	Single Detached/Row	Own	
19	S3	S3 - Upper-Middle Suburbia	Suburban	F3 - Middle-Age Families	Family Mode	Suburban, upscale middle-aged families	1,051,785	338,696	2.24	English	Low	146,944	Upscale	Middle-Aged	Families	College/High School	Mixed	10+	Single Detached	Own	
20	F2	F2 - Diverse Urban Fringe	Urban Fringe	Y2 - Younger Singles & Couples	New Asian Heights	Younger, educated Asian singles and couples	406,260	199,665	1.32	Non-Official	High	87,530	Lower-Middle	Younger	Singles/Couples	University	White Collar/Service Sector	10+	Apartments	Own & Rent	
21	S6	S6 - Older Suburban	Suburban	M2 - Mature Singles & Couples	Scenic Retirement	Older and mature middle-income suburbanites	501,690	217,219	1.44	English	Low	110,763	Middle	Older & Mature	Couples/Singles	College/High School	Mixed	Mixed	10+	Single Detached	Own
22	U3	U3 - Young Urban Core	Urban	Y2 - Younger Singles & Couples	Indieville	Younger and middle-aged urban singles and couples	475,090	199,739	1.32	English	Low	118,178	Upper-Middle	Younger & Middle-Aged	Singles/Couples	University	White Collar/Service Sector	<20	Low Rise Apt/Semi/Duplex	Own & Rent	
23	U2	U2 - Urban Older	Urban	M1 - Older Families & Empty Nests	Mid-City Mellow	Older and mature city homeowners	889,493	319,908	2.12	English	Low	116,701	Upper-Middle	Older & Mature	Families/Couples	College/High School	Mixed	5-24	Single Detached/Row	Own	
24	S3	S3 - Upper-Middle Suburbia	Suburban	Y3 - Young Families	All-Terrain Families	Younger and middle-aged suburban families	436,646	147,664	0.98	English	Low	139,934	Upper-Middle	Younger & Middle-Aged	Families	College/Trade School/High School	Blue Collar/Service Sector	5-24	Single Detached/Semi/Row	Own	
25	S3	S3 - Upper-Middle Suburbia	Suburban	F3 - Middle-Age Families	Suburban Sports	Upper-middle-income, younger and middle-aged suburbanites	976,370	347,421	2.30	English	Low	129,669	Upper-Middle	Younger & Middle-Aged	Families/Couples	Mixed	Service Sector/Blue Collar	<15	Single Detached/Duplex	Own	
26	R1	R1 - Upper-Middle Rural	Rural	F3 - Middle-Age Families	Country Traditions	Rural, upper-middle-income couples and families	936,999	343,699	2.27	English	Low	128,804	Upper-Middle	Middle-Aged & Older	Couples/Families	Mixed	Blue Collar/Service Sector	Mixed	Single Detached	Own	
27	F2	F2 - Diverse Urban Fringe	Urban Fringe	F3 - Middle-Age Families	Diversité Nouvelle	Diverse, Quebec-centred city dwellers	603,241	218,150	1.44	Non-Official	High	120,468	Upper-Middle	Younger & Middle-Aged	Families	University/Trade School/College	Service Sector/White Collar	Mixed	Single Detached/Low Rise Apt/Semi	Own	
28	U5	U5 - Younger Urban Mix	Urban	Y1 - Very Young Singles & Couples	Latte Life	Younger, single urban renters	195,292	118,016	0.78	English	Low	100,347	Middle	Younger	Singles	University	White Collar/Service Sector	<5, 20+	Apartments	Rent	
29	S4	S4 - Upper-Middle Suburban Francophone	Suburban	F3 - Middle-Age Families	C'est Tipidu	Upper-middle-income Quebec suburbanites	1,052,121	398,140	2.63	French	Low	123,147	Upper-Middle	Middle-Aged & Older	Couples/Families	Trade School/College	Service Sector/White Collar	<20	Single Detached	Own	
30	F3	F3 - Midscale Urban Fringe	Urban Fringe	F2 - Large Diverse Families	South Asian Society	Middle-aged, middle-income South Asian families	352,919	94,254	0.62	Non-Official	High	104,255	Middle	Middle-Aged	Families	Grade 9/High School	Blue Collar/Service Sector	<20	Duplex/Low Rise Apt/Single Detached	Own & Rent	
31	F3	F3 - Midscale Urban Fringe	Urban Fringe	F3 - Middle-Age Families	Metro Melting Pot	Diverse, middle-income city dwellers	822,972	274,869	1.82	Non-Official	High	103,467	Middle	Middle-Aged & Older	Families	University/High School/Grade 9	Mixed	15+	Mixed	Own & Rent	
32	F3	F3 - Midscale Urban Fringe	Urban Fringe	F1 - School-Age Families	Diverse & Determined	Midscale, younger and middle-aged city dwellers	589,316	257,258	1.70	English	High	98,313	Middle	Younger & Middle-Aged	Singles/Families	University/College/High School	Service Sector/White Collar	Mixed	Mixed	Own & Rent	
33	R1	R1 - Upper-Middle Rural	Rural	F3 - Middle-Age Families	New Country	Middle-aged, middle-income rural couples and families	607,371	210,434	1.39	English	Low	106,761	Middle	Middle-Aged	Couples/Families	Mixed	Primary/Blue Collar	Mixed	Single Detached	Own	
34	S4	S4 - Upper-Middle Suburban Francophone	Suburban	F3 - Middle-Age Families	Families Typiques	Younger and middle-aged, suburban Quebec families	659,766	249,562	1.65	French	Low	115,860	Upper-Middle	Younger & Middle-Aged	Families	Trade School/College	Mixed	10+	Single Detached/Low Rise Apt/Semi	Own	
35	S7	S7 - Lower-Middle Suburban Francophone	Suburban	M1 - Older Families & Empty Nests	Vie Dynamique	Older, middle-income Quebec suburbanites	436,487	192,790	1.27	French	Low	99,689	Middle	Older	Couples/Singles	Mixed	Service Sector/White Collar	10+	Single Detached/Low Rise Apt/Semi	Own	
36	U2	U2 - Urban Older	Urban	F3 - Middle-Age Families	Middle-Class Mosaic	Middle-income urban homeowners	607,619	211,918	1.40	English	High	97,083	Middle	Mixed	Mixed	High School/Grade 9/College	Blue Collar/Service Sector	10+	Single Detached/Semi-Detached	Own	
37	T1	T1 - Town Mix	Town	F1 - School-Age Families	Keep on Trucking	Upper-middle-income town homeowners	172,562	70,409	0.47	English	Low	108,960	Upper-Middle	Younger & Middle-Aged	Mixed	Mixed	Blue Collar/Service Sector	10+	Single Detached	Own	
38	S5	S5 - Middle-Class Suburbia	Suburban	F3 - Middle-Age Families	Stressed in Suburbia	Middle-income, younger and middle-aged suburban families	680,760	245,872	1.63	English	Low	107,879	Middle	Younger & Middle-Aged	Families	College/High School	Service Sector/Blue Collar	Mixed	Single Detached/Semi/Row	Own	
39	U6	U6 - Older Urban Francophone	Urban	F1 - School-Age Families	Évolution Urbaine	Middle-income Quebec singles and families	338,535	154,976	1.02	French	Low	93,462	Middle	Mixed	Singles/Families	University/Trade School	White Collar/Service Sector	Mixed	Low Rise Apt/Duplex	Own & Rent	
40	U3	U3 - Young Urban Core	Urban	Y1 - Very Young Singles & Couples	Les Énergieux	Young, urban Quebec singles	433,500	238,728	1.58	French	Low	78,773	Lower-Middle	Young	Singles	University/College/High School	White Collar/Service Sector	<15	Low Rise Apt	Rent	
41	R2	R2 - Lower-Middle Rural	Rural	M1 - Older Families & Empty Nests	Down to Earth	Older, middle-income rural couples and families	1,027,214	409,577	2.71	English	Low	97,672	Middle	Older	Couples/Families	Mixed	Blue Collar/Service Sector	Mixed	Single Detached	Own	
42	S7	S7 - Lower-Middle Suburban Francophone	Suburban	F1 - School-Age Families	Banlieues Tranquilles	Middle-aged and older Quebec suburbanites	297,012	119,399	0.79	French	Low	104,877	Middle	Middle-Aged & Older	Couples/Families	Trade School/Grade 9/College	Service Sector/White Collar	Mixed	Single Detached	Own	
43	S5	S5 - Middle-Class Suburbia	Suburban	F3 - Middle-Age Families	Happy Medium	Suburban, middle-income couples and families	431,447	170,204	1.13	English	Low	103,422	Middle	Mixed	Couples/Families	Mixed	Blue Collar/Service Sector	10+	Single Detached	Own	
44	U6	U6 - Older Urban Francophone	Urban	M2 - Mature Singles & Couples	Un Grand Cru	Older and mature Quebec singles and couples	260,089	129,355	0.86	French	Low	92,615	Middle	Older & Mature	Singles/Couples	Mixed	Service Sector/White Collar	10+	Low Rise Apt/Single Detached	Own & Rent	
45	S6	S6 - Older Suburban	Suburban	M1 - Older Families & Empty Nests	Slow-Lane Suburbs	Older and mature suburban singles and couples	487,125	212,577	1.41	English	Low	92,284	Middle	Older & Mature	Singles/Couples	College/High School	Service Sector/White Collar	15+	Single Detached/Low Rise Apt	Own & Rent	
46	R3	R3 - Rural Francophone	Rural	M1 - Older Families & Empty Nests	Patrimoine Rustique	Rural, older francophone couples and singles	350,274	156,424	1.03	French	Low	94,170	Middle	Older	Couples/Singles	Mixed	Mixed	5-24	Single Detached	Own	
47	U3	U3 - Young Urban Core	Urban	Y1 - Very Young Singles & Couples	Social Networkers	Young, diverse singles in city apartments	347,489	196,535	1.30	Non-Official	High	61,972	Downscale	Young	Singles	University/High School	Service Sector/White Collar	<5, 20+	Apartments	Rent	
48	R2	R2 - Lower-Middle Rural	Rural	F3 - Middle-Age Families	Agri-Biz	Middle-income farmers and blue-collar workers	372,389	131,815	0.87	English	Low	92,790	Middle	Middle-Aged & Older	Couples/Families	Grade 9/High School/Trade School	Primary/Blue Collar	<15	Single Detached	Own	
49	R2	R2 - Lower-Middle Rural	Rural	M2 - Mature Singles & Couples	Backcountry Boomers	Rural, lower-middle-income older couples and singles	823,136	361,405	2.39	English	Low	83,086	Lower-Middle	Older	Couples/Singles	Mixed	Blue Collar/Primary	5-24	Single Detached	Own	
50	R2	R2 - Lower-Middle Rural	Rural	M2 - Mature Singles & Couples	Country & Western	Older, middle-income western homeowners	652,262	248,519	1.64	English	Low	98,071	Middle	Older	Singles/Couples	Mixed	Primary/Blue Collar	10+	Single Detached	Own	
51	U2	U2 - Urban Older	Urban	M2 - Mature Singles & Couples	On Their Own Again	Diverse city seniors in apartment rentals	462,625	274,330	1.81	English	High	65,436	Downscale	Older	Singles	Mixed	Service Sector/White Collar	Mixed	Apt 5+	Rent	
52	U5	U5 - Younger Urban Mix	Urban	Y2 - Younger Singles & Couples	Friends & Roomies	Young, diverse lower-middle-income city dwellers	701,487	349,473	2.31	English	High	71,458	Lower-Middle	Young	Singles/Families	University/High School	Service Sector/White Collar	5-24	Low Rise Apt/Apt 5+/Single Detached	Rent	
53	S6	S6 - Older Suburban	Suburban	M2 - Mature Singles & Couples	Silver Flats	Mature suburban singles and couples	201,250	119,281	0.79	English	Low	61,806	Downscale	Mature	Singles	Mixed	Service Sector/White Collar	Mixed	Apt 5+/Low Rise Apt	Rent & Own	
54	R3	R3 - Rural Francophone	Rural	F3 - Middle-Age Families	Vie au Village	Rural, middle-aged and older Quebecois	776,486	324,053	2.14	French	Low	84,166	Lower-Middle	Middle-Aged	Mixed	Trade School/Grade 9	Mixed	Mixed	Single Detached	Own	
55	U3	U3 - Young Urban Core	Urban	F1 - School-Age Families	Enclaves Multiethniques	Diverse, downscale city singles and families	432,443	179,303	1.19	Non-Official	High	64,680	Downscale	Younger & Middle-Aged	Singles/Families	Grade 9/Trade School	Service Sector/White Collar	5-24	Low Rise Apt/Duplex	Rent	
56	U6	U6 - Older Urban Francophone	Urban	Y2 - Younger Singles & Couples	Jeunes Biculturals	Younger and middle-aged Quebec urban renters	404,777	200,982	1.33	French	Medium	66,153	Downscale	Younger & Middle-Aged	Singles/Families	Mixed					