PRIZM®

Quick Reference Guide 2023

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	269,986	91,374	0.58	English	Low	499,726	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 & Wise**	Wealthy, older city sophisticates	462,669	159,067	1.01	English	Low	229,572	High	Older & Mature	Families/Couples	University	White Collar	15+	Single Detached	Own
3	F1	F1 - High-Income Urban Fringe	Urban Fringe	F2 - Large Diverse Families	**Asian Sophisticates**	Upper-middle-income, middle-aged families primarily of Asian descent	366,267	110,097	0.70	Non-Official	High	161,532	High	Middle-Aged	Families	University	White Collar	15+	Single Detached	Own
4	S1	S1 - Suburban Elite	Suburban	F2 - Middle-Age Families	**Turbo Burbs**	Middle-aged high-income suburbanites	499,601	167,330	1.06	English	Low	196,527	High	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, high-income suburban families	644,493	205,512	1.30	English	Low	182,714	High	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 high-income city dwellers	495,493	205,691	1.31	English	Low	174,870	High	Younger & Middle-Aged	Mixed	University	White Collar	5-24	Single Detached/Low Rise Apt/Semi	Own & Rent
7	F1	F1 - High-Income Urban Fringe	Urban Fringe	M1 - Older Families & Empty Nests	**Mature & Secure**	Older, successful city dwellers	617,640	211,133	1.34	English	Medium	166,409	High	Older & Mature	Families/Couples	University	White Collar	10+	Single Detached	Own
8	S2	S2 - High-Income Suburban Diversity	Suburban	F2 - Large Diverse Families	**Multicultural-Ish**	High-income, multi-ethnic suburban families	794,222	226,531	1.44	Non-Official	High	180,250	High	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, financially comfortable suburbanites	721,026	280,279	1.78	English	Low	137,569	Upper-Middle	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**	Financially secure, middle-aged and older families of primarily Asian descent	512,808	162,404	1.03	Non-Official	High	131,094	Upper-Middle	Middle-Aged & Older	Families	University/High School	White Collar/Service Sector	5-24	Single Detached/Duplex/Row	Own & Rent
11	S2	S2 - High-Income Suburban Diversity	Suburban	Y3 - Young Families	**Modern Suburbia**	Multi-ethnic younger and middle-aged suburbanites	1,219,496	388,423	2.47	Non-Official	High	148,833	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 urban singles with high levels of university degrees	816,984	481,240	3.05	English	High	122,745	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 Rêve**	High-income, suburban Quebec families	491,765	169,392	1.08	French	Low	174,111	High	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, upper-middle-income families and couples	571,520	199,898	1.27	English	Low	130,869	Upper-Middle	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 families, predominantly of South Asian descent	995,548	254,027	1.61	Non-Official	High	151,345	Upper-Middle	Middle-Aged	Families	University/High School	Service Sector/Blue Collar	<20	Single Detached/Semi/Duplex	Own
16	U2	U2 - Urban Older	Urban	M1 - Older Families & Empty Nests	**Savvy Seniors**	Middle-income seniors in urban apartments	770,795	346,619	2.20	English	Low	121,224	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, families and singles primarily of Asian descent	266,534	94,290	0.60	Non-Official	High	120,512	Middle	Mixed	Families/Singles	High School/University/Grade 9	White Collar/Service Sector	10+	Duplex/Single Detached/Low Rise Apt	Own & Rent
18	F1	F1 - High-Income Urban Fringe	Urban Fringe	F2 - Large Diverse Families	**Multicultural Corners**	Culturally diverse, upper-middle-income city families	836,682	276,565	1.76	Non-Official	High	146,496	Upper-Middle	Middle-Aged	Families	University/College/High School	White Collar/Service Sector	<20	Single Detached/Row	Own
19	S3	S3 - Upper-Middle Suburbia	Suburban	F3 - Middle-Age Families	**Family Mode**	Suburban, financially comfortable middle-aged families	1,053,244	347,527	2.21	English	Low	152,552	Upper-Middle	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 singles and couples with high levels of university degrees, primarily of Asian descent	428,710	216,455	1.37	Non-Official	High	91,113	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 middle-income suburbanites	516,492	228,507	1.45	English	Low	111,359	Middle	Older & Mature	Couples/Singles	College/High School	Mixed	Mixed	Single Detached	Own
22	U3	U3 - Young Urban Core	Urban	Y2 - Younger Singles & Couples	**Indiaville**	Younger and middle-aged urban singles and couples	433,953	188,652	1.20	English	Low	127,105	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 city homeowners	938,102	344,277	2.18	English	Low	129,509	Upper-Middle	Older & Mature	Families/Couples	College/High School	Mixed	5-24	Single Detached	Own
24	S3	S3 - Upper-Middle Suburbia	Suburban	Y3 - Young Families	**All-Terrain Families**	Younger and middle-aged suburban families	440,875	150,715	0.96	English	Low	145,788	Upper-Middle	Younger & Middle-Aged	Families	College/Trade School/High School	Service Sector/Blue Collar	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	977,502	355,759	2.26	English	Low	130,965	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	973,278	362,430	2.30	English	Low	130,958	Upper-Middle	Middle-Aged & Older	Couples/Families	Mixed	Service Sector/Blue Collar	Mixed	Single Detached	Own
27	F2	F2 - Diverse Urban Fringe	Urban Fringe	F3 - Middle-Age Families	**Diversité Nouvelle**	Culturally diverse, Quebec-centred city dwellers	675,675	254,231	1.61	Non-Official	High	121,687	Middle	Younger & Middle-Aged	Families	University/Trade School/College	White Collar/Service Sector	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	174,156	105,217	0.67	English	Low	102,834	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 Tiguidoo**	Middle-income Quebec suburbanites	1,066,943	415,621	2.64	French	Low	123,594	Middle	Middle-Aged & Older	Couples/Families	Trade School/College	White Collar/Service Sector	<20	Single Detached	Own
30	F3	F3 - Middle-Income Urban Fringe	Urban Fringe	F2 - Large Diverse Families	**South Asian Society**	Middle-aged, middle-income families, predominantly of South Asian descent	350,954	95,963	0.61	Non-Official	High	126,595	Upper-Middle	Middle-Aged	Families	Grade 9/High School	Service Sector/Blue Collar	<20	Duplex/Low Rise Apt/Single Detached	Own & Rent
31	F3	F3 - Middle-Income Urban Fringe	Urban Fringe	F3 - Middle-Age Families	**Metro Melting Pot**	Culturally diverse, middle-income city dwellers	831,853	285,554	1.81	Non-Official	High	116,936	Middle	Middle-Aged & Older	Families	University/High School/Grade 9	Mixed	15+	Mixed	Own & Rent
32	F3	F3 - Middle-Income Urban Fringe	Urban Fringe	F1 - School-Age Families	**Diverse & Determined**	Middle-income, younger and middle-aged city dwellers	801,131	266,683	1.69	English	High	103,063	Middle	Younger & Middle-Aged	Single/Families	University/College/High School	White Collar/Service Sector	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	626,058	223,177	1.42	English	Low	111,660	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	**Familles Typiques**	Younger and middle-aged, suburban Quebec families	657,176	257,009	1.63	French	Low	117,480	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	453,257	206,443	1.31	French	Low	98,813	Middle	Older	Couples/Singles	Mixed	White Collar/Service Sector	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	404,154	218,065	1.38	English	High	110,166	Middle	Mixed	Mixed	High School/Grade 9/College	Blue Collar/Service Sector	Mixed	Single Detached/Semi/Detached	Own
37	T1	T1 - Town Mix	Town	F1 - School-Age Families	**Keep on Trucking**	Middle-income town homeowners	148,921	60,844	0.39	English	Low	111,604	Middle	Younger & Middle-Aged	Mixed	Mixed	Service Sector/Blue Collar	10+	Single Detached	Own
38	S5	S5 - Middle-Income Suburbia	Suburban	F3 - Middle-Age Families	**Stressed in Suburbia**	Middle-income, younger and middle-aged suburban families	663,744	244,252	1.55	English	Low	114,483	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	**Evolution Urbaine**	Middle-income Quebec singles and families	365,351	171,443	1.09	French	Low	95,222	Middle	Mixed	Singles/Families	University/Trade School	White Collar/Service Sector	Mixed	Low Rise Apt/Duplex	Rent & Own
40	U3	U3 - Young Urban Core	Urban	Y1 - Very Young Singles & Couples	**Les Enerjeunes**	Young, lower-middle-income urban Quebec singles	433,800	246,031	1.56	French	Low	85,465	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	1,074,585	438,868	2.79	English	Low	101,540	Middle	Older	Couples/Families	Mixed	Service Sector/Blue Collar	Mixed	Single Detached	Own
42	S7	S7 - Lower-Middle Suburban Francophone	Suburban	F1 - School-Age Families	**Bastiaan Tranquillos**	Middle-aged and older Quebec suburbanites	296,706	122,241	0.78	French	Low	107,607	Middle	Middle-Aged & Older	Couples/Families	Trade School/Grade 9/College	Service Sector/Blue Collar	Mixed	Single Detached	Own
43	S5	S5 - Middle-Income Suburbia	Suburban	F3 - Middle-Age Families	**Happy Medium**	Suburban, middle-income couples and families	438,228	174,466	1.12	English	Low	111,988	Middle	Mixed	Couples/Families	Mixed	Service Sector/Blue Collar	10+	Single Detached	Own
44	U6	U6 - Older Urban Francophone	Urban	M2 - Mature Singles & Couples	**Un Grand Cru**	Older Quebec singles and couples	240,017	123,801	0.79	French	Low	92,627	Middle	Older & Mature	Singles/Couples	Mixed	White Collar/Service Sector	10+	Low Rise Apt/Single Detached	Own & Rent
45	S6	S6 - Older Suburban	Suburban	M1 - Older Families & Empty Nests	**Slow-Lane Suburbs**	Older, middle-income singles and couples	383,590	253,257	1.62	English	Low	91,543	Middle	Older & Mature	Singles/Couples	College/High School	White Collar/Service Sector	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	343,417	159,201	1.01	French	Low	98,672	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, culturally diverse singles in city apartments	369,815	209,237	1.33	Non-Official	High	75,861	Lower-Middle	Young	Singles	University/High School	White Collar/Service Sector	<5, 20+	Apartments	Rent
48	R2	R2 - Lower-Middle Rural	Rural	F3 - Middle-Age Families	**Agri-Biz**	Middle-income farmers and blue-collar workers	336,476	122,923	0.78	English	Low	100,416	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	809,537	368,168	2.34	English	Low	87,778	Lower-Middle	Older	Couples/Singles	Mixed	Primary/Blue Collar	5-24	Single Detached	Own
50	R2	R2 - Lower-Middle Rural	Rural	M2 - Mature Singles & Couples	**Country & Western**	Older, middle-income western homeowners	643,792	250,731	1.59	English	Low	98,607	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**	Culturally diverse city seniors in apartment rentals	475,306	276,586	1.76	English	High	75,393	Lower-Middle	Older	Singles	Mixed	White Collar/Service Sector	Mixed	Apt 5+	Rent
52	U5	U5 - Younger Urban Mix	Urban	Y2 - Younger Singles & Couples	**Friends & Roomies**	Young, culturally diverse lower-middle-income city dwellers	717,473	364,231	2.31	English	High	80,702	Lower-Middle	Young	Singles/Families	University/High School	White Collar/Service Sector	5-24	Low Rise Apt/Apt 5+/Single Detached	Rent
53	S6	S6 - Older Suburban	Suburban	M2 - Mature Singles & Couples	**Silver Flats**	Older, low-income singles and couples	201,392	118,041	0.75	English	Low	69,406	Lower-Middle	Mature	Singles	Mixed	White Collar/Service Sector	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	791,697	339,863	2.16	French	Low	89,937	Lower-Middle	Middle-Aged & Mature	Mixed	Trade School/Grade 9	Mixed	Mixed	Single Detached	Own
55	U3	U3 - Young Urban Core	Urban	F1 - School-Age Families	**Enclaves Multiethniques**	Culturally diverse, low-income city singles and families	441,948	190,087	1.21	Non-Official	High	77,231	Lower-Middle	Younger & Middle-Aged	Singles/Families	Grade 9/Trade School	White Collar/Service Sector	5-24	Low Rise Apt/Duplex	Rent
56	U6	U6 - Older Urban Francophone	Urban	Y2 - Younger Singles & Couples	**Jeunes Bicultureels**	Younger and middle-aged Quebec urban renters	394,275	203,243	1.29	French	Medium	76,709	Lower-Middle	Younger & Middle-Aged	Singles/Families	Mixed	White Collar/Service Sector	5-24	Low Rise Apt/Duplex	Rent
57	U5	U5 - Younger Urban Mix	Urban	Y2 - Younger Singles & Couples	**Juggling Acts**	Younger, lower-middle-income urban singles and families	539,636	232,533	1.48	English	Low	95,038	Middle	Younger	Singles/Families	High School/Grade 9/College	Service Sector/Blue Collar	5-24	Single Detached/Low Rise Apt/Row	Own & Rent
58	T1	T1 - Town Mix	Town	M1 - Older Families & Empty Nests	**Old Town Roads**	Older, lower-middle-income town couples and singles	383,308	164,997	1.05	English	Low	87,444	Lower-Middle	Older	Couples/Singles	Mixed	Service Sector/Blue Collar	Mixed	Single Detached	Own
59	S7	S7 - Lower-Middle Suburban Francophone	Suburban	F1 - School-Age Families	**La Vie Simple**	Lower-middle-income Quebec suburbanites	390,266	198,462	1.26	French	Low	82,535	Lower-Middle	Mixed	Singles/Couples	High School/Grade 9/Trade School	Service Sector/Blue Collar	Mixed	Low Rise Apt/Single Detached/Duplex	Rent & Own
60	U5	U5 - Younger Urban Mix	Urban	F1 - School-Age Families	**Value Villagers**	Lower-middle-income city dwellers	567,058	346,035	1.56	English	Low	90,076	Middle	Mixed	Mixed	Mixed	Mixed	Mixed	Single Detached	Own
61	U4	U4 - Urban Diversity	Urban	F2 - Middle-Age Families	**Came From Away**	Multi-ethnic, middle-aged urban renters	710,971	296,142	1.88	Non-Official	High	80,696	Lower-Middle	Middle-Aged	Singles/Families	Mixed	White Collar/Service Sector	10+	Apartments	Rent
62	S6	S6 - Older Suburban	Suburban	M2 - Mature Singles & Couples	**Suburban Recliners**	Suburban, lower-middle-income singles and couples	521,271	264,508	1.68	English	Low	79,399	Lower-Middle	Older	Singles/Couples	Grade 9/High School/College	Service Sector/Blue Collar	Mixed	Single Detached/Low Rise Apt	Own & Rent
63	R3	R3 - Rural Francophone	Rural	M1 - Older Families & Empty Nests	**Amants de la Nature**	Older, lower-middle-income rural couples and singles	536,880	255,097	1.62	French	Low	82,777	Lower-Middle	Older	Couples/Singles	Trade School/Grade 9	Primary/Blue Collar	Mixed	Single Detached	Own
64	U4	U4 - Urban Diversity	Urban	F3 - Middle-Age Families	**Midtown Movers**	Urban, lower-middle-income families and singles	439,418	162,824	1.03	Non-Official	High	91,476	Middle	Younger & Middle-Aged	Families/Singles	Grade 9/High School	Service Sector/Blue Collar	<15	Single Detached/Row/Low Rise Apt	Rent & Own
65	U6	U6 - Older Urban Francophone	Urban	M2 - Mature Singles & Couples	**Âgés & Traditionnels**	Older, low-income Quebec urban singles	494,832	410,168	2.60	French	Low	63,036	Low	Older	Singles	Grade 9/High School/Trade School	Service Sector/Blue Collar	<15	Low Rise Apt/Single Detached/Duplex	Rent
66	T1	T1 - Town Mix	Town	F2 - Large Diverse Families	**Indigenous Families**	Younger and middle-aged First Nations, Inuit and Métis families	515,805	171,073	1.09	Non-Official	Low	98,035	Middle	Younger & Middle-Aged	Families	Grade 9/High School	Mixed	<15	Single Detached	Band
67	U5	U5 - Younger Urban Mix	Urban	Y2 - Younger Singles & Couples	**Just Getting By**	Younger, low-income city singles and families	711,070	360,387	2.29	English	Low	70,763	Lower-Middle	Younger	Singles/Families	Grade 9/High School/College	Service Sector/Blue Collar	<15	Low Rise Apt/Single Detached	Rent

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