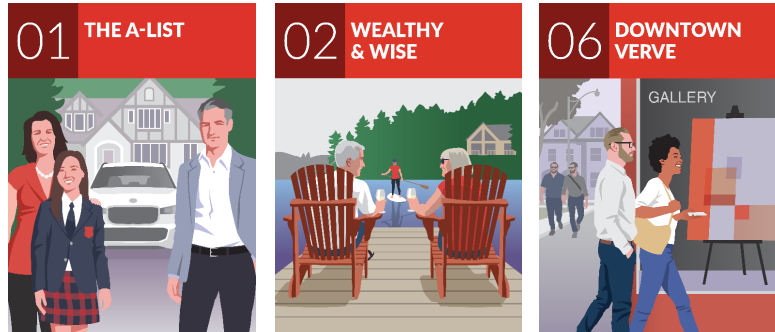# PRIZM

Social Groups

SESI	SG	LS	Name	Population	Households	Size (%)	Official Language	Cultural Diversity Index	Average Income ($)	Income Level	Age of Maintainer	Family Status
3	F1	F2	Asian Sophisticates	369,290	108,362	0.72	Non-Official	High	151,292	Upscale	Middle-Aged	Families
7	F1	M1	Mature & Secure	700,003	231,570	1.55	English	Medium	165,530	Upscale	Older & Mature	Families/Couples
18	F1	F2	Multicultural Corners	860,964	273,429	1.83	Non-Official	High	127,639	Upper-Middle	Middle-Aged	Families
10	F2	F2	Asian Achievement	526,312	157,851	1.06	Non-Official	High	110,740	Upper-Middle	Middle-Aged & Older	Families
20	F2	Y2	New Asian Heights	426,035	220,494	1.47	Non-Official	High	82,236	Lower-Middle	Younger	Singles/Couples
27	F2	F3	Diversité Nouvelle	625,395	221,582	1.48	Non-Official	High	109,184	Middle	Younger & Middle-Aged	Families
30	F3	F2	South Asian Society	311,734	79,941	0.53	Non-Official	High	99,045	Middle	Middle-Aged	Families
31	F3	F3	Metro Melting Pot	872,043	277,211	1.85	Non-Official	High	94,871	Middle	Middle-Aged & Older	Families
32	F3	F1	Diverse & Determined	564,592	256,120	1.71	English	High	91,756	Middle	Younger & Middle-Aged	Single/Families
14	R1	F3	Kick-Back Country	517,828	182,926	1.22	English	Low	145,714	Upscale	Middle-Aged	Families/Couples
26	R1	F3	Country Traditions	787,202	300,000	2.01	English	Low	120,026	Upper-Middle	Middle-Aged & Older	Couples/Families
33	R1	F3	New Country	627,732	222,870	1.49	English	Low	103,919	Middle	Middle-Aged	Couples/Families
41	R2	M1	Down to Earth	1,004,357	396,621	2.65	English	Low	95,009	Middle	Older	Couples/Families
48	R2	F3	Agri-Biz	388,845	137,536	0.92	English	Low	92,173	Middle	Middle-Aged & Older	Couples/Families
49	R2	M2	Backcountry Boomers	842,869	367,134	2.46	English	Low	79,163	Lower-Middle	Older	Couples/Singles
50	R2	M2	Country & Western	762,586	286,976	1.92	English	Low	90,761	Middle	Older	Singles/Couples
46	R3	M1	Patrimoine Rustique	338,416	154,754	1.04	French	Low	86,016	Middle	Older	Couples/Singles
54	R3	F3	Vie au Village	732,522	300,994	2.01	French	Low	77,002	Lower-Middle	Middle-Aged	Mixed
63	R3	M1	Amants de la Nature	508,934	232,072	1.55	French	Low	71,941	Lower-Middle	Older	Couples/Singles
4	S1	F3	Turbo Burbs	489,718	162,533	1.09	English	Low	212,649	Upscale	Middle-Aged	Families/Couples
5	S1	F2	First-Class Families	757,060	232,200	1.55	English	Low	186,272	Upscale	Middle-Aged	Families
9	S1	M1	Boomer Bliss	605,055	234,675	1.57	English	Low	139,963	Upper-Middle	Older & Mature	Couples/Families
8	S2	F2	Multiculture-ish	880,563	246,456	1.65	Non-Official	High	157,740	Upscale	Middle-Aged	Families
11	S2	Y3	Modern Suburbia	1,000,904	317,626	2.12	Non-Official	High	137,614	Upper-Middle	Younger & Middle-Aged	Families
19	S3	F3	Family Mode	1,034,278	337,797	2.26	English	Low	141,436	Upscale	Middle-Aged	Families
24	S3	Y3	All-Terrain Families	422,039	147,716	0.99	English	Low	135,600	Upper-Middle	Younger & Middle-Aged	Families
25	S3	F3	Suburban Sports	973,860	340,300	2.28	English	Low	124,461	Upper-Middle	Younger & Middle-Aged	Families/Couples
13	S4	F2	Vie de Rêve	548,474	183,682	1.23	French	Low	175,149	Upscale	Middle-Aged	Families
29	S4	F3	C'est Tiguidou	960,743	364,498	2.44	French	Low	111,417	Upper-Middle	Middle-Aged & Older	Couples/Families
34	S4	F3	Familles Typiques	644,771	245,965	1.65	French	Low	106,929	Middle	Younger & Middle-Aged	Families
38	S5	F3	Stressed in Suburbia	742,296	269,217	1.80	English	Low	102,402	Middle	Younger & Middle-Aged	Families
43	S5	F3	Happy Medium	482,247	186,583	1.25	English	Low	96,845	Middle	Mixed	Couples/Families
21	S6	M2	Scenic Retirement	511,779	223,007	1.49	English	Low	103,982	Middle	Older & Mature	Couples/Singles
45	S6	M1	Slow-Lane Suburbs	446,355	189,338	1.27	English	Low	86,277	Middle	Older & Mature	Singles/Couples
53	S6	M2	Silver Flats	196,589	119,023	0.80	English	Low	59,918	Downscale	Mature	Singles
62	S6	M2	Suburban Recliners	481,032	233,910	1.56	English	Low	64,176	Downscale	Older	Singles/Couples
35	S7	M1	Vie Dynamique	423,025	184,000	1.23	French	Low	90,109	Middle	Older	Couples/Singles
42	S7	F1	Banlieues Tranquilles	260,634	107,876	0.72	French	Low	95,773	Middle	Middle-Aged & Older	Couples/Families
59	S7	F1	La Vie Simple	435,681	210,263	1.41	French	Low	69,376	Lower-Middle	Mixed	Singles/Couples
37	T1	F1	Keep on Trucking	183,319	74,341	0.50	English	Low	113,563	Upper-Middle	Younger & Middle-Aged	Mixed
58	T1	M1	Old Town Roads	398,425	146,150	0.98	English	Low	71,312	Lower-Middle	Older	Couples/Singles
66	T1	F2	Indigenous Families	486,250	159,324	1.07	Non-Official	Low	79,362	Lower-Middle	Younger & Middle-Aged	Families
1	U1	M1	The A-List	281,999	90,425	0.60	English	Low	545,511	Very Wealthy	Mixed	Families/Couples
2	U1	M1	Wealthy & Wise	353,338	117,499	0.79	English	Low	257,777	Wealthy	Older & Mature	Families/Couples
6	U1	F1	Downtown Verve	455,371	180,330	1.21	English	Low	170,830	Upscale	Younger & Middle-Aged	Mixed
16	U2	M1	Savvy Seniors	714,950	315,614	2.11	English	Low	115,726	Upper-Middle	Older	Singles/Couples
23	U2	M1	Mid-City Mellow	910,785	297,151	1.99	English	Low	112,347	Upper-Middle	Older & Mature	Families/Couples
36	U2	F3	Middle-Class Mosaic	629,576	217,767	1.46	English	High	93,107	Middle	Mixed	Mixed
51	U2	M2	On Their Own Again	446,716	283,860	1.90	English	Medium	62,291	Downscale	Older	Singles
12	U3	Y1	Eat, Play, Love	633,711	388,226	2.60	English	High	124,418	Upper-Middle	Younger	Singles
22	U3	Y2	Indieville	520,373	208,003	1.39	English	Low	109,922	Middle	Younger & Middle-Aged	Singles/Couples
40	U3	Y1	Les Énerjeunes	453,223	248,258	1.66	French	Low	69,976	Lower-Middle	Young	Singles
47	U3	Y1	Social Networkers	329,067	190,663	1.28	Non-Official	High	55,523	Low	Young	Singles
55	U3	F1	Enclaves Multiethniques	436,546	179,390	1.20	Non-Official	High	57,598	Downscale	Younger & Middle-Aged	Singles/Families
15	U4	F2	South Asian Enterprise	800,543	196,082	1.31	Non-Official	High	119,291	Upper-Middle	Middle-Aged	Families
17	U4	F3	Asian Avenues	263,473	86,021	0.58	Non-Official	High	99,905	Middle	Mixed	Families/Singles
61	U4	F3	Came From Away	723,919	305,923	2.05	Non-Official	High	61,403	Downscale	Middle-Aged	Singles/Families
64	U4	F3	Midtown Movers	448,892	163,439	1.09	Non-Official	High	67,089	Lower-Middle	Younger & Middle-Aged	Families/Singles
28	U5	Y1	Latte Life	182,302	115,585	0.77	English	Low	91,040	Middle	Younger	Singles
52	U5	Y2	Friends & Roomies	663,031	346,755	2.32	English	High	68,137	Lower-Middle	Young	Singles/Families
57	U5	Y2	Juggling Acts	514,398	216,465	1.45	English	Low	81,088	Lower-Middle	Younger	Singles/Families
60	U5	F1	Value Villagers	568,744	230,761	1.54	English	Low	72,253	Lower-Middle	Mixed	Mixed
67	U5	Y2	Just Getting By	710,713	360,602	2.41	English	Low	45,670	Low	Younger	Singles/Families
39	U6	F1	Évolution Urbaine	345,815	154,580	1.03	French	Low	85,368	Middle	Mixed	Singles/Families
44	U6	M2	Un Grand Cru	276,889	135,506	0.91	French	Low	84,050	Middle	Older & Mature	Singles/Couples
56	U6	Y2	Jeunes Biculturels	442,495	219,621	1.47	French	Medium	58,285	Downscale	Younger & Middle-Aged	Singles/Families
65	U6	M2	Âgés & Traditionnels	739,979	375,394	2.51	French	Low	46,778	Low	Older	Singles

ENVIRONICS ANALYTICS

PRIZM
Quick Reference Guide 2020

SESI	SG	LS	Name	Education	Job Type	Age of Children	Dwelling Type	Residency
3	F1	F2	Asian Sophisticates	University	White Collar	15+	Single Detached	Own
7	F1	M1	Mature & Secure	University	White Collar	10+	Single Detached	Own
18	F1	F2	Multicultural Corners	University/College/High School	Service Sector/White Collar	<20	Single Detached/Row	Own
10	F2	F2	Asian Achievement	University/High School	Service Sector/White Collar	5-24	Single Detached/Duplex/Row	Own & Rent
20	F2	Y2	New Asian Heights	University	White Collar/Service Sector	10+	Apartments	Own & Rent
27	F2	F3	Diversité Nouvelle	University/Trade School/College	Service Sector/White Collar	Mixed	Single Detached/Low Rise Apt/Semi	Own
30	F3	F2	South Asian Society	Grade 9/High School	Blue Collar/Service Sector	<20	Duplex/Low Rise Apt/Single Detached	Own & Rent
31	F3	F3	Metro Melting Pot	University/High School/Grade 9	Mixed	15+	Mixed	Own & Rent
32	F3	F1	Diverse & Determined	University/College/High School	Service Sector/White Collar	Mixed	Mixed	Own & Rent
14	R1	F3	Kick-Back Country	Mixed	Blue Collar	10+	Single Detached	Own
26	R1	F3	Country Traditions	Mixed	Blue Collar/Service Sector	Mixed	Single Detached	Own
33	R1	F3	New Country	Mixed	Primary/Blue Collar	Mixed	Single Detached	Own
41	R2	M1	Down to Earth	Mixed	Blue Collar/Service Sector	Mixed	Single Detached	Own
48	R2	F3	Agri-Biz	Grade 9/High School/Trade School	Primary/Blue Collar	<15	Single Detached	Own
49	R2	M2	Backcountry Boomers	Mixed	Blue Collar/Primary	5-24	Single Detached	Own
50	R2	M2	Country & Western	Mixed	Primary/Blue Collar	10+	Single Detached	Own
46	R3	M1	Patrimoine Rustique	Mixed	Mixed	5-24	Single Detached	Own
54	R3	F3	Vie au Village	Trade School/Grade 9	Mixed	Mixed	Single Detached	Own
63	R3	M1	Amants de la Nature	Trade School/Grade 9	Primary/Blue Collar	Mixed	Single Detached	Own
4	S1	F3	Turbo Burbs	University/College/High School	White Collar/Service Sector	10+	Single Detached	Own
5	S1	F2	First-Class Families	University/College/High School	White Collar/Service Sector	5-24	Single Detached	Own
9	S1	M1	Boomer Bliss	University/College	White Collar	10+	Single Detached	Own
8	S2	F2	Multiculture-ish	University/College	White Collar/Service Sector	10+	Single Detached	Own
11	S2	Y3	Modern Suburbia	University/College	Mixed	5-24	Single Detached/Row	Own
19	S3	F3	Family Mode	College/High School	Mixed	10+	Single Detached	Own
24	S3	Y3	All-Terrain Families	College/Trade School/High School	Blue Collar/Service Sector	<10	Single Detached/Semi/Row	Own
25	S3	F3	Suburban Sports	Mixed	Service Sector/Blue Collar	<15	Single Detached/Duplex	Own
13	S4	F2	Vie de Rêve	University/College/Trade School	White Collar/Service Sector	10+	Single Detached	Own
29	S4	F3	C'est Tiguidou	Trade School/College	Service Sector/White Collar	<20	Single Detached	Own
34	S4	F3	Familles Typiques	Trade School/College	Mixed	10+	Single Detached/Low Rise Apt/Semi	Own
38	S5	F3	Stressed in Suburbia	College/High School	Service Sector/Blue Collar	Mixed	Single Detached/Semi/Row	Own
43	S5	F3	Happy Medium	Mixed	Blue Collar/Service Sector	10+	Single Detached	Own
21	S6	M2	Scenic Retirement	College/High School	Mixed	Mixed	Single Detached	Own
45	S6	M1	Slow-Lane Suburbs	College/High School	Service Sector/White Collar	15+	Single Detached/Low Rise Apt	Own & Rent
53	S6	M2	Silver Flats	Mixed	Service Sector/White Collar	Mixed	Apt 5+/Low Rise Apt	Rent & Own
62	S6	M2	Suburban Recliners	Grade 9/High School/College	Service Sector/Blue Collar	Mixed	Single Detached/Low Rise Apt	Own & Rent
35	S7	M1	Vie Dynamique	Mixed	Service Sector/White Collar	10+	Single Detached/Semi	Own
42	S7	F1	Banlieues Tranquilles	Trade School/Grade 9/College	Blue Collar/Service Sector	Mixed	Single Detached	Own
59	S7	F1	La Vie Simple	High School/Grade 9/Trade School	Service Sector/Blue Collar	Mixed	Low Rise Apt/Single Detached/Duplex	Rent & Own
37	T1	F1	Keep on Trucking	Mixed	Blue Collar/Service Sector	10+	Single Detached	Own
58	T1	M1	Old Town Roads	Mixed	Blue Collar/Service Sector	Mixed	Single Detached/Low Rise Apt	Own
66	T1	F2	Indigenous Families	Grade 9/High School	Mixed	<15	Single Detached	Band
1	U1	M1	The A-List	University	White Collar	10-24	Single Detached	Own
2	U1	M1	Wealthy & Wise	University	White Collar	15+	Single Detached	Own
6	U1	F1	Downtown Verve	University	White Collar	5-24	Single Detached/Low Rise Apt/Semi	Own & Rent
16	U2	M1	Savvy Seniors	University/College/High School	White Collar/Service Sector	Mixed	Mixed	Own
23	U2	M1	Mid-City Mellow	College/High School	Mixed	5-24	Single Detached	Own
36	U2	F3	Middle-Class Mosaic	High School/Grade 9/College	Blue Collar/Service Sector	Mixed	Single Detached/Semi-Detached	Own
51	U2	M2	On Their Own Again	Mixed	Service Sector/White Collar	Mixed	Apt 5+	Rent
12	U3	Y1	Eat, Play, Love	University	White Collar	10+	Apt 5+	Rent & Own
22	U3	Y2	Indieville	University	White Collar/Service Sector	<20	Low Rise Apt/Semi/Duplex	Own & Rent
40	U3	Y1	Les Énerjeunes	University/College/High School	White Collar/Service Sector	<15	Low Rise Apt	Rent
47	U3	Y1	Social Networkers	University/High School	Service Sector/White Collar	<5, 20+	Apartments	Rent
55	U3	F1	Enclaves Multiethniques	Grade 9/Trade School	Service Sector	5-24	Low Rise Apt/Duplex	Rent
15	U4	F2	South Asian Enterprise	University/High School	Blue Collar/Service Sector	<20	Single Detached/Semi/Duplex	Own
17	U4	F3	Asian Avenues	High School/Grade 9/University	Service Sector/White Collar	15+	Duplex/Single Detached/Low Rise Apt	Own & Rent
61	U4	F3	Came From Away	Mixed	Service Sector	10+	Apartments	Rent
64	U4	F3	Midtown Movers	Grade 9/High School	Service Sector/Blue Collar	<15	Single Detached/Row/Low Rise Apt	Rent & Own
28	U5	Y1	Latte Life	University	White Collar/Service Sector	<5, 20+	Apartments	Rent
52	U5	Y2	Friends & Roomies	University/High School	Service Sector/White Collar	5-24	Low Rise Apt/Apt 5+/Single Detached	Rent
57	U5	Y2	Juggling Acts	High School/Grade 9/College	Service Sector/Blue Collar	5-24	Single Detached/Low Rise Apt/Row	Own & Rent
60	U5	F1	Value Villagers	Mixed	Blue Collar/Service Sector	Mixed	Single Detached	Own
67	U5	Y2	Just Getting By	Grade 9/High School/College	Service Sector/Blue Collar	<15	Low Rise Apt/Single Detached	Rent
39	U6	F1	Évolution Urbaine	University/Trade School	White Collar/Service Sector	Mixed	Low Rise Apt/Duplex	Rent & Own
44	U6	M2	Un Grand Cru	Mixed	Service Sector/White Collar	Mixed	Low Rise Apt/Single Detached	Own & Rent
56	U6	Y2	Jeunes Biculturels	Mixed	Service Sector/White Collar	5-24	Low Rise Apt/Duplex	Rent
65	U6	M2	Âgés & Traditionnels	Grade 9/High School/Trade School	Service Sector/Blue Collar	<15	Low Rise Apt/Duplex	Rent

ENVIRONICS ANALYTICS

U1 – Urban Elite

The wealthiest social group, Urban Elite consists of affluent families and couples living in the nation's largest cities. Typically found in exclusive, established neighbourhoods, these three segments feature luxurious single-detached, semi-detached and duplex homes worth an average of $1.2 million. The middle-aged and older maintainers are mostly university educated, work at white-collar and management positions, and earn incomes over two-and-a-half times the national average. A majority of households contain first- and second-generation Canadians, including a significant presence of Asian and Jewish residents. Reflecting their lofty incomes, these adults have rich cultural lives, with a fondness for theatre, ballet, opera, museums and art galleries. And most can afford a variety of leisure activities, from downhill skiing and golfing to attending pro sports events and travelling abroad. Active in the community, they like to give back by working on social issues and supporting a wide range of causes. They keep up with the news by watching CBC News Network, reading daily newspapers and subscribing to business magazines—whether in print or on their tablets.
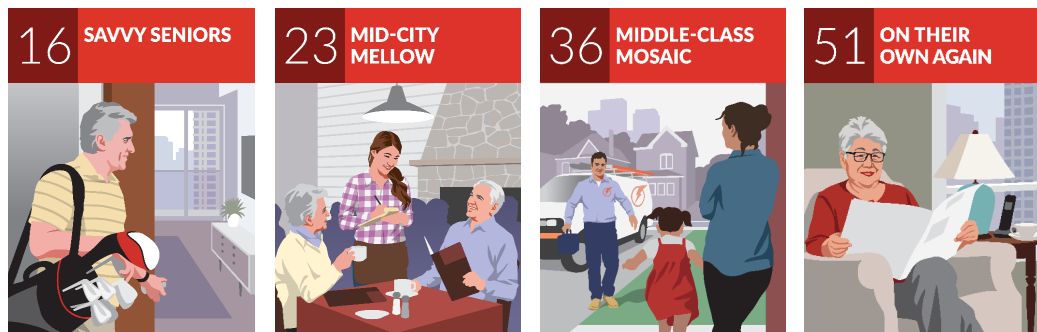
01 THE A-LIST	02 WEALTHY & WISE	06 DOWNTOWN VERVE

Population	Group %	Canada %	Index*
Age			
Under 5	4.6	5.1	89
5 to 14	10.7	10.8	99
15 to 24	13.1	11.9	110
25 to 44	25.4	27.2	94
45 to 64	28.7	26.9	107
65 to 74	10.5	10.4	101
75 to 84	4.9	5.4	92
85+	2.0	2.3	88
Home Language			
English	85.7	67.4	127
French	4.6	20.1	23
Non-Official	9.8	12.4	78
Immigration			
Immigrant Population	25.4	23.0	111
Before 2001	58.9	47.6	124
2001 to 2005	8.1	10.5	77
2006 to 2010	8.5	12.0	71
2011 to 2016	9.0	13.8	65
2017 to present	15.5	16.0	97
Visible Minority			
Vis Min Presence	23.8	25.8	92
Marital Status			
Single	28.6	29.0	99
Married/Common Law	60.8	56.9	107
Wid/Div/Sep	10.6	14.1	75
Mode of Transport			
Car	66.9	78.5	85
Public Transit	20.6	13.0	159
Class of worker			
Employed	67.6	61.2	110

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	0.3	1.5	19
White Collar	36.6	22.3	164
Grey Collar	23.3	25.2	92
Blue Collar	9.9	16.2	61
Education			
No High School	8.3	16.5	50
High School	19.1	26.6	72
Trade School	3.0	9.2	33
College	13.8	20.0	69
Some University	2.0	2.3	88
University	53.8	25.4	212
Income			
Avg Hhd Income	$284,407	$104,603	272
Households			
Maintainer Age			
Under 25	1.8	3.0	59
25 to 34	10.2	14.6	70
35 to 44	17.1	17.6	97
45 to 54	20.6	18.1	114
55 to 64	22.2	20.3	110
65 to 74	16.7	15.5	107
75+	11.4	11.0	104
Size			
1 person	19.8	28.3	70
2 people	33.4	34.3	97
3 people	17.5	15.2	115
4+ people	29.4	22.2	132
Family Status			
Non-Family	25.0	32.6	77
Couples with Kids	38.3	29.4	130
Couples, no Kids	28.6	27.2	105
Lone-Parent	8.1	10.8	75

	Group %	Canada %	Index*
Age of Children			
Kids under 5	14.0	16.8	83
5 to 9	16.3	17.9	91
10 to 14	17.7	17.6	101
15 to 19	18.8	17.5	107
20 to 24	15.4	13.4	115
25+	17.8	16.7	107
Dwellings			
Tenure			
Own	80.3	67.7	119
Rent	19.7	31.9	62
Band Housing	0.0	0.4	0
Period of Construction			
Before 1960	45.3	20.7	219
1961 to 1980	17.5	28.7	61
1981 to 1990	9.3	12.9	72
1991 to 2000	8.5	12.1	70
2001 to 2005	5.1	6.4	79
2006 to 2010	4.8	7.2	67
2011 to 2016	4.8	6.7	71
2017 to present	4.9	5.3	92
Type			
Single-detached	57.9	52.8	110
Semi-detached	10.4	5.0	206
Row	5.4	6.6	82
Duplex	7.6	5.7	134
Lowrise (<5 Stories)	15.3	18.1	84
Highrise (5+ Stories)	3.1	10.2	31
Mobile	0.0	1.3	3

U2 – Urban Older

The Urban Older group contains older and mature singles, couples and widowed individuals living in large and midsize cities. In these four segments, a majority of maintainers are over 55 years old, and any children present are in their teens and twenties. With their mixed educations, the incomes of those still in the workforce—holding mostly white and grey-collar jobs—tend to be midscale. Urban Older households have average rates for homeowners and renters, and they typically live in older single-detached and row houses or high-rise apartments. Their cultural diversity ranges from low to medium, reflecting some presence of residents whose mother tongue may be Italian, Arabic or Tagalog. Given their age, residents lead a more sedentary than active lifestyle. They score high for activities like sewing, making crafts, reading newspapers and e-books, and watching TV—especially sports programs. But they also like to go out to an art gallery, museum, rock concert or community theater. These Canadians have low Internet use, but they're increasingly going online to redeem coupons, access news and read restaurant reviews.

| 16 SAVVY SENIORS | 23 MID-CITY MELLOW | 36 MIDDLE-CLASS MOSAIC | 51 ON THEIR OWN AGAIN |

	Group %	Canada %	Index*
Population			
Age			
Under 5	4.3	5.1	83
5 to 14	8.7	10.8	81
15 to 24	11.1	11.9	93
25 to 44	25.5	27.2	94
45 to 64	26.1	26.9	97
65 to 74	12.0	10.4	116
75 to 84	7.9	5.4	147
85+	4.5	2.3	195
Home Language			
English	84.5	67.4	125
French	3.0	20.1	15
Non-Official	12.5	12.4	101
Immigration			
Immigrant Population	27.2	23.0	118
Before 2001	52.5	47.6	110
2001 to 2005	8.3	10.5	79
2006 to 2010	10.5	12.0	87
2011 to 2016	12.7	13.8	92
2017 to present	16.0	16.0	100
Visible Minority			
Vis Min Presence	26.8	25.8	104
Marital Status			
Single	28.5	29.0	98
Married/Common Law	54.0	56.9	95
Wid/Div/Sep	17.5	14.1	125
Mode of Transport			
Car	78.1	78.5	100
Public Transit	13.6	13.0	105
Class of worker			
Employed	55.7	61.2	91

	Group %	Canada %	Index*
Occupation			
Agriculture	0.4	1.5	25
White Collar	21.3	22.3	95
Grey Collar	23.7	25.2	94
Blue Collar	13.5	16.2	83
Education			
No High School	14.6	16.5	89
High School	28.8	26.6	108
Trade School	6.9	9.2	75
College	20.8	20.0	104
Some University	2.1	2.3	93
University	26.7	25.4	105
Income			
Avg Hhd Income	$96,794	$104,603	93
Households			
Maintainer Age			
Under 25	2.1	3.0	70
25 to 34	12.1	14.6	83
35 to 44	14.5	17.6	83
45 to 54	15.7	18.1	87
55 to 64	20.0	20.3	99
65 to 74	18.3	15.5	118
75+	17.2	11.0	157
Size			
1 person	33.7	28.3	119
2 people	34.1	34.3	99
3 people	13.9	15.2	91
4+ people	18.3	22.2	83
Family Status			
Non-Family	37.4	32.6	115
Couples with Kids	24.8	29.4	85
Couples, no Kids	27.1	27.2	100
Lone-Parent	10.6	10.8	98

	Group %	Canada %	Index*
Age of Children			
Kids under 5	15.3	16.8	91
5 to 9	16.0	17.9	89
10 to 14	15.9	17.6	91
15 to 19	17.5	17.5	100
20 to 24	15.2	13.4	114
25+	20.0	16.7	120
Dwellings			
Tenure			
Own	67.4	67.7	100
Rent	32.6	31.9	102
Band Housing	0.0	0.4	0
Period of Construction			
Before 1960	21.8	20.7	106
1961 to 1980	39.4	28.7	137
1981 to 1990	14.9	12.9	115
1991 to 2000	9.8	12.1	81
2001 to 2005	3.5	6.4	54
2006 to 2010	3.3	7.2	46
2011 to 2016	3.0	6.7	45
2017 to present	4.4	5.3	82
Type			
Single-detached	49.0	52.8	93
Semi-detached	4.0	5.0	80
Row	7.9	6.6	121
Duplex	4.0	5.7	70
Lowrise (<5 Stories)	9.9	18.1	55
Highrise (5+ Stories)	24.8	10.2	244
Mobile	0.2	1.3	13

*Index of 100 is average

U3 – Young Urban Core

Having emerged during the last decade, the five segments that make up Young Urban Core are mostly located in downtown neighbourhoods of Toronto, Vancouver and Montreal. Here, well-educated, under-45-year-old singles and couples occupy a mix of newer high-rise condos and older low-rise apartments and duplexes located close to jobs, restaurants and entertainment. Many are first-generation Canadians and half have moved in the last five years—the most mobile of the social groups. In neighbourhoods like Toronto's Railway Lands, Vancouver's West End and Montreal's Outremont, these middle-income residents take advantage of the cities' vibrant nightlife, with high rates for going to bars, bistros and comedy clubs. Cultural omnivores, they score high for attending jazz and pop concerts, ballets and operas, and film and theatre festivals. Many are sports fans willing to splurge on tickets to pro baseball, basketball, soccer and tennis matches. Being young and tech savvy, they practically live on their mobile phones, often browsing the Internet bazaar for computerware, cosmetics, video games and travel services.

12 EAT, PLAY, LOVE

22 INDIEVILLE

40 LES ÉNERJEUNES

47 SOCIAL NETWORKERS

55 ENCLAVES MULTIETHNIQUES

Population	Group %	Canada %	Index*
Age			
Under 5	4.6	5.1	90
5 to 14	7.0	10.8	65
15 to 24	11.8	11.9	99
25 to 44	41.3	27.2	152
45 to 64	21.9	26.9	82
65 to 74	7.6	10.4	73
75 to 84	4.0	5.4	74
85+	1.8	2.3	78
Home Language			
English	53.8	67.4	80
French	26.4	20.1	131
Non-Official	19.9	12.4	159
Immigration			
Immigrant Population	34.1	23.0	148
Before 2001	41.4	47.6	87
2001 to 2005	9.6	10.5	91
2006 to 2010	13.6	12.0	113
2011 to 2016	19.7	13.8	142
2017 to present	15.8	16.0	99
Visible Minority			
Vis Min Presence	40.5	25.8	157
Marital Status			
Single	42.3	29.0	146
Married/Common Law	43.8	56.9	77
Wid/Div/Sep	14.0	14.1	99
Mode of Transport			
Car	40.7	78.5	52
Public Transit	34.8	13.0	268
Class of worker			
Employed	66.8	61.2	109

	Group %	Canada %	Index*
Occupation			
Agriculture	0.2	1.5	15
White Collar	31.3	22.3	140
Grey Collar	28.4	25.2	113
Blue Collar	9.7	16.2	60
Education			
No High School	11.2	16.5	68
High School	20.5	26.6	77
Trade School	6.1	9.2	66
College	15.7	20.0	79
Some University	2.6	2.3	113
University	43.9	25.4	173
Income			
Avg Hhd Income	$90,122	$104,603	86
Households			
Maintainer Age			
Under 25	7.3	3.0	243
25 to 34	26.4	14.6	181
35 to 44	20.8	17.6	118
45 to 54	14.4	18.1	80
55 to 64	13.8	20.3	68
65 to 74	10.0	15.5	64
75+	7.3	11.0	67
Size			
1 person	46.9	28.3	165
2 people	32.2	34.3	94
3 people	10.8	15.2	71
4+ people	10.2	22.2	46
Family Status			
Non-Family	55.9	32.6	172
Couples with Kids	14.6	29.4	50
Couples, no Kids	21.1	27.2	78
Lone-Parent	8.3	10.8	77

	Group %	Canada %	Index*
Age of Children			
Kids under 5	22.1	16.8	131
5 to 9	18.4	17.9	103
10 to 14	15.0	17.6	85
15 to 19	14.7	17.5	84
20 to 24	12.4	13.4	93
25+	17.4	16.7	104
Dwellings			
Tenure			
Own	33.7	67.7	50
Rent	66.3	31.9	208
Band Housing	0.0	0.4	0
Period of Construction			
Before 1960	30.2	20.7	146
1961 to 1980	26.9	28.7	93
1981 to 1990	8.8	12.9	68
1991 to 2000	7.7	12.1	63
2001 to 2005	4.7	6.4	73
2006 to 2010	6.6	7.2	93
2011 to 2016	7.9	6.7	118
2017 to present	7.3	5.3	137
Type			
Single-detached	5.7	52.8	11
Semi-detached	2.4	5.0	47
Row	2.4	6.6	37
Duplex	6.7	5.7	117
Lowrise (<5 Stories)	41.7	18.1	230
Highrise (5+ Stories)	40.7	10.2	400
Mobile	0.0	1.3	2

*Index of 100 is average

U4 – Urban Diversity

Concentrated in Canada's largest cities, the four segments in Urban Diversity contain a mix of immigrants from Asia, Europe and other parts of the world, and include families, singles and lone-parent households. More than half are foreign-born; more than a third speak a non-official language. Most of the maintainers are middle-aged, and the children are of all ages. They live in semis, rows, duplexes and high-rise apartments, and a majority are renters. With their mixed educations, they hold blue-collar and service sector jobs, resulting in incomes ranging from midscale to downscale. Despite tight budgets, members of this group enjoy active leisure lives. The adults have high rates for going to health clubs, nightclubs and film festivals; families score high for frequenting video arcades, amusement parks and zoos. With small apartments, they eat out often: it's hard to find a coffee shop or casual restaurant they don't patronize. And they rely on their mobile phones for practical purposes—job search, downloading coupons, making purchases—and less utilitarian interests like gaming, streaming music and watching TV.

 15 SOUTH ASIAN ENTERPRISE

 17 ASIAN AVENUES

 61 CAME FROM AWAY

 64 MIDTOWN MOVERS

Population	Group %	Canada %	Index*
Age			
Under 5	6.3	5.1	124
5 to 14	12.6	10.8	117
15 to 24	14.3	11.9	120
25 to 44	30.4	27.2	112
45 to 64	24.5	26.9	91
65 to 74	7.1	10.4	68
75 to 84	3.4	5.4	63
85+	1.3	2.3	58
Home Language			
English	62.6	67.4	93
French	1.5	20.1	7
Non-Official	35.9	12.4	288
Immigration			
Immigrant Population	52.8	23.0	230
Before 2001	39.7	47.6	83
2001 to 2005	12.5	10.5	119
2006 to 2010	14.3	12.0	119
2011 to 2016	16.8	13.8	122
2017 to present	16.7	16.0	104
Visible Minority			
Vis Min Presence	72.9	25.8	283
Marital Status			
Single	35.3	29.0	122
Married/Common Law	50.6	56.9	89
Wid/Div/Sep	14.1	14.1	100
Mode of Transport			
Car	66.7	78.5	85
Public Transit	27.2	13.0	209
Class of worker			
Employed	58.7	61.2	96

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	0.3	1.5	19
White Collar	18.9	22.3	84
Grey Collar	26.5	25.2	105
Blue Collar	16.5	16.2	102
Education			
No High School	19.3	16.5	117
High School	29.6	26.6	111
Trade School	5.4	9.2	58
College	17.4	20.0	87
Some University	2.4	2.3	103
University	25.9	25.4	102
Income			
Avg Hhd Income	$82,152	$104,603	79
Households			
Maintainer Age			
Under 25	2.7	3.0	92
25 to 34	15.8	14.6	109
35 to 44	22.0	17.6	125
45 to 54	21.7	18.1	120
55 to 64	19.5	20.3	96
65 to 74	11.2	15.5	72
75+	7.1	11.0	64
Size			
1 person	23.1	28.3	82
2 people	25.7	34.3	75
3 people	18.1	15.2	119
4+ people	33.1	22.2	149
Family Status			
Non-Family	28.7	32.6	88
Couples with Kids	37.8	29.4	128
Couples, no Kids	17.1	27.2	63
Lone-Parent	16.4	10.8	152

	Group %	Canada %	Index*
Age of Children			
Kids under 5	16.7	16.8	99
5 to 9	17.0	17.9	95
10 to 14	16.9	17.6	96
15 to 19	17.0	17.5	97
20 to 24	14.2	13.4	106
25+	18.1	16.7	108
Dwellings			
Tenure			
Own	46.0	67.7	68
Rent	54.0	31.9	169
Band Housing	0.0	0.4	0
Period of Construction			
Before 1960	16.7	20.7	81
1961 to 1980	33.5	28.7	116
1981 to 1990	12.9	12.9	100
1991 to 2000	11.9	12.1	98
2001 to 2005	8.8	6.4	136
2006 to 2010	6.2	7.2	87
2011 to 2016	4.9	6.7	74
2017 to present	5.2	5.3	97
Type			
Single-detached	28.3	52.8	54
Semi-detached	6.3	5.0	124
Row	11.7	6.6	179
Duplex	10.3	5.7	180
Lowrise (<5 Stories)	7.3	18.1	40
Highrise (5+ Stories)	35.9	10.2	353
Mobile	0.1	1.3	5

U5 – Younger Urban Mix

Younger Urban Mix comprises five segments of mostly younger, lower-middle-income residents living in large and small cities. These mobile, unattached maintainers—singles, divorced individuals and lone parents—are disproportionately between the ages of 25 and 44. And they're nearly twice as likely as the general population to rent residences, typically in older row houses, duplexes and low-rise apartments. They tend to have modest educations and earn low to lower-middle incomes from jobs in sales, services and the trades. But they stretch their budgets by shopping at discount supermarkets and second-hand clothing stores. And they have high rates for taking advantage of free entertainment offered by rec centres, art galleries and parks. They regularly catch meals at a bar, fast-food eatery or casual restaurant serving burgers, pizza or tacos. A big splurge is going to a casino, nightclub or community theatre. Because they spend relatively little time in their small apartments, they make a weak audience for traditional media. Instead, they rely on their mobile phones for news and entertainment, especially TV, e-books and online dating.
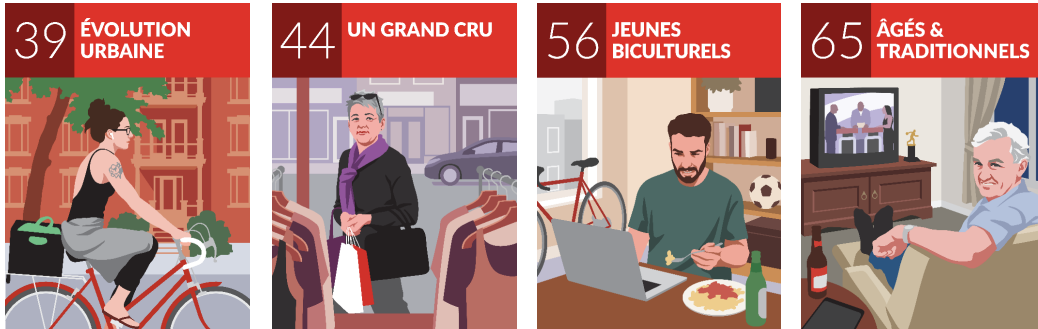
28 LATTE LIFE	52 FRIENDS & ROOMIES	57 JUGGLING ACTS	60 VALUE VILLAGERS	67 JUST GETTING BY

Population	Group %	Canada %	Index*
Age			
Under 5	5.4	5.1	106
5 to 14	9.7	10.8	90
15 to 24	11.4	11.9	95
25 to 44	33.5	27.2	123
45 to 64	25.1	26.9	93
65 to 74	8.5	10.4	82
75 to 84	4.2	5.4	79
85+	2.2	2.3	96
Home Language			
English	88.2	67.4	131
French	1.9	20.1	9
Non-Official	9.9	12.4	80
Immigration			
Immigrant Population	19.0	23.0	83
Before 2001	37.1	47.6	78
2001 to 2005	8.2	10.5	78
2006 to 2010	13.6	12.0	113
2011 to 2016	24.8	13.8	179
2017 to present	16.2	16.0	102
Visible Minority			
Vis Min Presence	22.7	25.8	88
Marital Status			
Single	37.4	29.0	129
Married/Common Law	43.7	56.9	77
Wid/Div/Sep	19.0	14.1	135
Mode of Transport			
Car	69.8	78.5	89
Public Transit	14.6	13.0	112
Class of worker			
Employed	59.9	61.2	98

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	0.7	1.5	47
White Collar	19.5	22.3	87
Grey Collar	29.0	25.2	115
Blue Collar	15.1	16.2	93
Education			
No High School	18.0	16.5	109
High School	30.7	26.6	115
Trade School	7.6	9.2	83
College	20.8	20.0	104
Some University	1.7	2.3	75
University	21.2	25.4	83
Income			
Avg Hhd Income	$66,798	$104,603	64
Households			
Maintainer Age			
Under 25	6.0	3.0	201
25 to 34	22.7	14.6	156
35 to 44	18.6	17.6	106
45 to 54	16.4	18.1	90
55 to 64	17.6	20.3	87
65 to 74	11.5	15.5	74
75+	7.2	11.0	66
Size			
1 person	42.1	28.3	149
2 people	33.7	34.3	98
3 people	12.6	15.2	83
4+ people	11.6	22.2	52
Family Status			
Non-Family	49.4	32.6	151
Couples with Kids	16.2	29.4	55
Couples, no Kids	20.7	27.2	76
Lone-Parent	13.8	10.8	128

	Group %	Canada %	Index*
Age of Children			
Kids under 5	21.5	16.8	128
5 to 9	19.8	17.9	111
10 to 14	17.6	17.6	100
15 to 19	16.8	17.5	96
20 to 24	10.6	13.4	79
25+	13.7	16.7	82
Dwellings			
Tenure			
Own	38.5	67.7	57
Rent	61.5	31.9	193
Band Housing	0.0	0.4	5
Period of Construction			
Before 1960	31.3	20.7	151
1961 to 1980	34.5	28.7	120
1981 to 1990	10.8	12.9	84
1991 to 2000	8.4	12.1	69
2001 to 2005	3.0	6.4	47
2006 to 2010	3.5	7.2	49
2011 to 2016	3.4	6.7	52
2017 to present	5.0	5.3	94
Type			
Single-detached	28.0	52.8	53
Semi-detached	4.6	5.0	92
Row	8.3	6.6	126
Duplex	6.8	5.7	120
Lowrise (<5 Stories)	43.0	18.1	237
Highrise (5+ Stories)	7.8	10.2	77
Mobile	1.2	1.3	89

U6 – Older Urban Francophone

Concentrated in Montreal, Quebec City and nearby cities, the four segments in Older Urban Francophone feature older, downscale francophones with a growing presence of younger Black, Latin American and Arabic visible minorities. Nearly half of maintainers are over 55 years old, and households contain singles, divorced and widowed individuals, and lone parents. In their older neighbourhoods, residents tend to rent units in duplexes and low-rise apartments. With their modest educations, those still in the workforce earn paycheques from lower-level white-collar and service sector jobs. For leisure, they seek out inexpensive activities such as hiking and cycling. For a treat they may go to a comedy club, book show or outdoor stage. But they also like spending time at home, and they're avid media consumers, watching TV game shows and variety specials, and listening to radio stations that play retro '80s and adult contemporary music. They like to read about food, health and sports in the daily newspaper. And if they go online, it's typically for practical purposes—comparing products, banking and checking online classifieds.

39 ÉVOLUTION URBAINE	44 UN GRAND CRU	56 JEUNES BICULTURELS	65 ÂGÉS & TRADITIONNELS

Population	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Age				**Occupation**				**Age of Children**			
Under 5	4.5	5.1	88	Agriculture	0.4	1.5	27	Kids under 5	19.8	16.8	118
5 to 14	8.5	10.8	78	White Collar	19.3	22.3	86	5 to 9	19.5	17.9	109
15 to 24	9.7	11.9	81	Grey Collar	24.9	25.2	99	10 to 14	17.1	17.6	97
25 to 44	26.2	27.2	96	Blue Collar	12.0	16.2	74	15 to 19	16.5	17.5	94
45 to 64	25.5	26.9	95	**Education**				20 to 24	12.3	13.4	92
65 to 74	11.9	10.4	114	No High School	22.0	16.5	133	25+	14.8	16.7	89
75 to 84	8.1	5.4	151	High School	23.8	26.6	89				
85+	5.6	2.3	245	Trade School	15.5	9.2	168	**Dwellings**			
Home Language				College	16.5	20.0	83	**Tenure**			
English	10.5	67.4	16	Some University	2.6	2.3	114	Own	34.1	67.7	50
French	81.1	20.1	403	University	19.5	25.4	77	Rent	65.9	31.9	206
Non-Official	8.4	12.4	68	**Income**				Band Housing	0.0	0.4	3
Immigration				Avg Hhd Income	$62,079	$104,603	59	**Period of Construction**			
Immigrant Population	17.8	23.0	77					Before 1960	32.0	20.7	155
Before 2001	35.0	47.6	73	**Households**				1961 to 1980	31.5	28.7	110
2001 to 2005	10.3	10.5	98	**Maintainer Age**				1981 to 1990	12.8	12.9	99
2006 to 2010	15.6	12.0	130	Under 25	4.1	3.0	138	1991 to 2000	8.7	12.1	72
2011 to 2016	21.5	13.8	156	25 to 34	15.7	14.6	108	2001 to 2005	3.4	6.4	54
2017 to present	17.6	16.0	110	35 to 44	15.9	17.6	90	2006 to 2010	4.2	7.2	58
Visible Minority				45 to 54	15.5	18.1	86	2011 to 2016	3.9	6.7	59
Vis Min Presence	20.6	25.8	80	55 to 64	19.9	20.3	98	2017 to present	3.4	5.3	64
Marital Status				65 to 74	16.3	15.5	105	**Type**			
Single	36.4	29.0	126	75+	12.5	11.0	114	Single-detached	13.6	52.8	26
Married/Common Law	43.3	56.9	76	**Size**				Semi-detached	3.0	5.0	60
Wid/Div/Sep	20.3	14.1	144	1 person	48.7	28.3	172	Row	2.6	6.6	40
Mode of Transport				2 people	31.6	34.3	92	Duplex	12.6	5.7	220
Car	66.3	78.5	84	3 people	10.2	15.2	67	Lowrise (<5 Stories)	63.1	18.1	348
Public Transit	22.6	13.0	174	4+ people	9.5	22.2	43	Highrise (5+ Stories)	4.3	10.2	42
Class of worker				**Family Status**				Mobile	0.1	1.3	8
Employed	54.5	61.2	89	Non-Family	52.6	32.6	161				
				Couples with Kids	14.7	29.4	50				
*Index of 100 is average				Couples, no Kids	20.8	27.2	76				
				Lone-Parent	11.8	10.8	110				

F1 – Upscale Urban Fringe

Upscale Suburban Fringe contains three segments that are home to a mix of middle-aged and older families and couples living in once-suburban communities that have been absorbed by nearby cities. These households typically are large, with more than a third containing children over the age of 20. And many are culturally diverse, with a high percentage of first- and second-generation Canadians from Asia and South Asia, and a notable presence of Jewish households. Most of these households own their homes, typically comfortable single-detached and row houses valued at almost $800,000. With their mostly university and college educations, these adults earn upscale incomes from white-collar and service sector jobs. Reflecting a cultured sensibility, they have high rates for going to the theatre, ballet, opera and concerts featuring a range of musical genres. But they're also avid sports fans who attend pro hockey, baseball, basketball and football games. These older households like getting their information from newspapers and magazines, but they're not averse to technology: they own smart TVs, smart speakers and e-readers all at high rates.

03	ASIAN SOPHISTICATES	07	MATURE & SECURE	18	MULTICULTURAL CORNERS

Population	Group %	Canada %	Index*
Age			
Under 5	4.5	5.1	87
5 to 14	10.8	10.8	100
15 to 24	13.9	11.9	116
25 to 44	24.6	27.2	90
45 to 64	29.2	26.9	109
65 to 74	10.1	10.4	97
75 to 84	5.0	5.4	93
85+	1.9	2.3	84
Home Language			
English	75.4	67.4	112
French	2.0	20.1	10
Non-Official	22.6	12.4	182
Immigration			
Immigrant Population	39.7	23.0	173
Before 2001	55.3	47.6	116
2001 to 2005	11.0	10.5	105
2006 to 2010	10.2	12.0	85
2011 to 2016	9.1	13.8	66
2017 to present	14.3	16.0	90
Visible Minority			
Vis Min Presence	43.4	25.8	168
Marital Status			
Single	28.2	29.0	97
Married/Common Law	61.1	56.9	107
Wid/Div/Sep	10.7	14.1	76
Mode of Transport			
Car	79.6	78.5	101
Public Transit	15.6	13.0	120
Class of worker			
Employed	61.9	61.2	101

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	0.3	1.5	17
White Collar	27.4	22.3	122
Grey Collar	24.4	25.2	97
Blue Collar	12.5	16.2	77
Education			
No High School	11.9	16.5	72
High School	25.2	26.6	95
Trade School	4.7	9.2	51
College	18.0	20.0	90
Some University	2.4	2.3	104
University	37.9	25.4	149
Income			
Avg Hhd Income	$146,123	$104,603	140
Households			
Maintainer Age			
Under 25	1.0	3.0	33
25 to 34	8.2	14.6	57
35 to 44	16.4	17.6	93
45 to 54	22.4	18.1	124
55 to 64	23.9	20.3	118
65 to 74	16.2	15.5	104
75+	11.8	11.0	108
Size			
1 person	12.9	28.3	46
2 people	29.5	34.3	86
3 people	20.4	15.2	134
4+ people	37.2	22.2	168
Family Status			
Non-Family	16.3	32.6	50
Couples with Kids	47.1	29.4	160
Couples, no Kids	26.7	27.2	98
Lone-Parent	10.0	10.8	93

	Group %	Canada %	Index*
Age of Children			
Kids under 5	12.4	16.8	73
5 to 9	14.7	17.9	82
10 to 14	16.4	17.6	93
15 to 19	18.5	17.5	106
20 to 24	16.5	13.4	123
25+	21.6	16.7	129
Dwellings			
Tenure			
Own	89.9	67.7	133
Rent	10.1	31.9	31
Band Housing	0.0	0.4	0
Period of Construction			
Before 1960	15.5	20.7	75
1961 to 1980	25.3	28.7	88
1981 to 1990	17.5	12.9	135
1991 to 2000	19.3	12.1	159
2001 to 2005	9.9	6.4	154
2006 to 2010	5.2	7.2	73
2011 to 2016	3.3	6.7	50
2017 to present	4.0	5.3	74
Type			
Single-detached	75.3	52.8	143
Semi-detached	5.1	5.0	102
Row	10.6	6.6	161
Duplex	5.3	5.7	93
Lowrise (<5 Stories)	2.3	18.1	12
Highrise (5+ Stories)	1.3	10.2	13
Mobile	0.1	1.3	5

F2 – Diverse Urban Fringe

Diverse Urban Fringe reflects the emergence of immigrants in the fringe areas of big cities like Toronto, Vancouver, Montreal and Ottawa-Gatineau. More than half are first-generation Canadians, and many came from Asia, Africa and Europe. These three segments include couples and families with children of all ages, including a disproportionate number of twentysomething kids. With a range of educations from high school to university, they earn average incomes from white-collar and service sector jobs. Most live in apartments and condos in high-rises, semis, rows or duplexes. As a group, they pursue family-friendly athletic activities, scoring high for jogging, playing soccer and racquet sports, snowboarding and working out at fitness clubs. They also have high rates for frequenting Asian restaurants and comedy shows, attending jazz and pop music concerts, and cheering on their favourite tennis and soccer stars from the stands. They spend a lot of time on the Internet using their mobile phones to shop, access recipes, listen to music, stream videos and consult consumer reviews; a significant number visit French-language sites.


10 ASIAN ACHIEVEMENT

20 NEW ASIAN HEIGHTS

27 DIVERSITÉ NOUVELLE

	Group	Canada	Index*		Group	Canada	Index*		Group	Canada	Index*
Population	%	%			%	%			%	%	
Age				**Occupation**				**Age of Children**			
Under 5	4.8	5.1	93	Agriculture	0.2	1.5	15	Kids under 5	15.1	16.8	90
5 to 14	9.6	10.8	89	White Collar	24.6	22.3	110	5 to 9	15.4	17.9	86
15 to 24	12.2	11.9	102	Grey Collar	25.7	25.2	102	10 to 14	14.8	17.6	84
25 to 44	29.2	27.2	107	Blue Collar	12.3	16.2	76	15 to 19	16.2	17.5	92
45 to 64	27.2	26.9	101	**Education**				20 to 24	15.4	13.4	115
65 to 74	9.8	10.4	94	No High School	13.5	16.5	82	25+	23.1	16.7	139
75 to 84	5.2	5.4	97	High School	24.9	26.6	94				
85+	2.1	2.3	89	Trade School	6.7	9.2	73	**Dwellings**			
Home Language				College	17.3	20.0	86	**Tenure**			
English	40.8	67.4	61	Some University	3.1	2.3	137	Own	74.0	67.7	109
French	23.1	20.1	115	University	34.5	25.4	136	Rent	26.0	31.9	82
Non-Official	36.0	12.4	289	**Income**				Band Housing	0.0	0.4	0
Immigration				Avg Hhd Income	$99,689	$104,603	95	**Period of Construction**			
Immigrant Population	48.2	23.0	210					Before 1960	9.1	20.7	44
Before 2001	48.2	47.6	101	**Households**				1961 to 1980	24.9	28.7	87
2001 to 2005	12.0	10.5	114	**Maintainer Age**				1981 to 1990	14.0	12.9	108
2006 to 2010	12.2	12.0	102	Under 25	2.9	3.0	98	1991 to 2000	13.4	12.1	110
2011 to 2016	12.2	13.8	89	25 to 34	14.7	14.6	101	2001 to 2005	8.2	6.4	128
2017 to present	15.3	16.0	95	35 to 44	18.3	17.6	104	2006 to 2010	11.7	7.2	163
Visible Minority				45 to 54	19.2	18.1	106	2011 to 2016	11.6	6.7	174
Vis Min Presence	59.1	25.8	229	55 to 64	19.5	20.3	96	2017 to present	7.2	5.3	135
Marital Status				65 to 74	14.3	15.5	92	**Type**			
Single	30.2	29.0	104	75+	11.0	11.0	100	Single-detached	31.0	52.8	59
Married/Common Law	56.6	56.9	99	**Size**				Semi-detached	7.4	5.0	147
Wid/Div/Sep	13.2	14.1	94	1 person	25.8	28.3	91	Row	7.1	6.6	108
Mode of Transport				2 people	31.6	34.3	92	Duplex	8.0	5.7	140
Car	70.6	78.5	90	3 people	17.9	15.2	118	Lowrise (<5 Stories)	14.2	18.1	78
Public Transit	24.0	13.0	185	4+ people	24.7	22.2	111	Highrise (5+ Stories)	32.1	10.2	316
Class of worker				**Family Status**				Mobile	0.0	1.3	3
Employed	60.7	61.2	99	Non-Family	30.1	32.6	92				
				Couples with Kids	34.2	29.4	116				
				Couples, no Kids	24.6	27.2	90				
*Index of 100 is average				Lone-Parent	11.1	10.8	103				

F3 – Midscale Urban Fringe

Middle-aged, culturally diverse families, divorced individuals and lone-parent households typify the three segments that make up Midscale Urban Fringe. The group is more than twice as likely as others to contain first-generation immigrants, and residents report more than a dozen different languages as their mother tongue. Half the populace identifies as visible minorities, mostly South Asian, Asian and Black. The highest concentration of maintainers are those 35 to 54 years old. The populace follows national norms for owning and renting residences, and they typically live in older semis, rows, duplexes and low-rise apartments. Most earn average incomes reflecting occupations that follow national trends, and they pursue active lifestyles. These households score high for athletic activities like tennis, swimming, hockey, basketball, and snowboarding. They enjoy going to comedy movies, nightclubs, auto shows, carnivals and video arcades. A weekend meal out would likely involve a fast-food or fast casual restaurant. And many look to their computer or mobile phone for entertainment, going online for music, TV, podcasts and connecting with friends through Instagram, Twitter and Snapchat.

30 SOUTH ASIAN SOCIETY   **31 METRO MELTING POT**   **32 DIVERSE & DETERMINED**
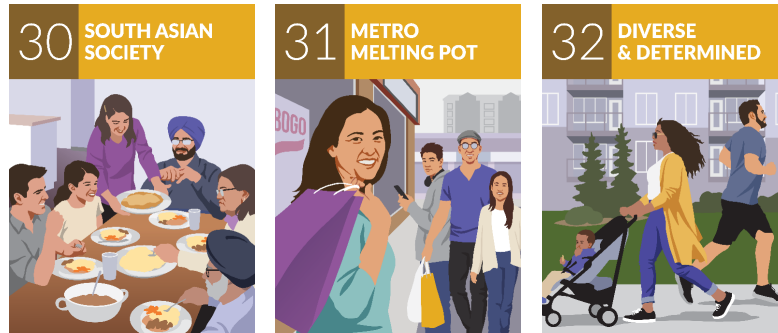
Population	Group %	Canada %	Index*
Age			
Under 5	5.0	5.1	98
5 to 14	10.1	10.8	94
15 to 24	13.2	11.9	111
25 to 44	30.2	27.2	111
45 to 64	26.2	26.9	98
65 to 74	8.8	10.4	85
75 to 84	4.6	5.4	85
85+	1.8	2.3	77
Home Language			
English	67.2	67.4	100
French	1.5	20.1	7
Non-Official	31.3	12.4	252
Immigration			
Immigrant Population	48.0	23.0	209
Before 2001	46.4	47.6	98
2001 to 2005	12.3	10.5	117
2006 to 2010	13.1	12.0	109
2011 to 2016	13.2	13.8	95
2017 to present	15.0	16.0	94
Visible Minority			
Vis Min Presence	61.0	25.8	237
Marital Status			
Single	31.9	29.0	110
Married/Common Law	52.8	56.9	93
Wid/Div/Sep	15.3	14.1	109
Mode of Transport			
Car	71.7	78.5	91
Public Transit	23.0	13.0	177
Class of worker			
Employed	62.3	61.2	102

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	0.6	1.5	42
White Collar	21.1	22.3	94
Grey Collar	26.8	25.2	106
Blue Collar	17.1	16.2	106
Education			
No High School	17.3	16.5	105
High School	29.9	26.6	112
Trade School	5.7	9.2	61
College	18.5	20.0	93
Some University	2.5	2.3	110
University	26.2	25.4	103
Income			
Avg Hhd Income	$94,114	$104,603	90
Households			
Maintainer Age			
Under 25	2.2	3.0	75
25 to 34	14.0	14.6	96
35 to 44	19.7	17.6	112
45 to 54	20.1	18.1	111
55 to 64	20.4	20.3	101
65 to 74	13.7	15.5	88
75+	9.9	11.0	90
Size			
1 person	25.2	28.3	89
2 people	28.3	34.3	82
3 people	17.3	15.2	114
4+ people	29.2	22.2	132
Family Status			
Non-Family	30.2	32.6	93
Couples with Kids	34.5	29.4	117
Couples, no Kids	21.7	27.2	80
Lone-Parent	13.5	10.8	126

	Group %	Canada %	Index*
Age of Children			
Kids under 5	15.0	16.8	89
5 to 9	15.3	17.9	85
10 to 14	15.4	17.6	88
15 to 19	17.2	17.5	98
20 to 24	15.4	13.4	115
25+	21.7	16.7	130
Dwellings			
Tenure			
Own	69.3	67.7	102
Rent	30.7	31.9	96
Band Housing	0.0	0.4	0
Period of Construction			
Before 1960	13.8	20.7	67
1961 to 1980	31.2	28.7	109
1981 to 1990	13.4	12.9	104
1991 to 2000	15.3	12.1	126
2001 to 2005	7.6	6.4	118
2006 to 2010	7.7	7.2	107
2011 to 2016	5.7	6.7	86
2017 to present	5.3	5.3	99
Type			
Single-detached	21.6	52.8	41
Semi-detached	7.5	5.0	149
Row	25.3	6.6	385
Duplex	10.8	5.7	189
Lowrise (<5 Stories)	28.3	18.1	156
Highrise (5+ Stories)	6.2	10.2	61
Mobile	0.2	1.3	16

S1 – Suburban Elite

The three segments in Suburban Elite represent the wealthiest suburban groups. Residents here tend to be middle-aged and older couples and families with school-age children living in the bedroom communities of large cities. With their university and college educations, these adults earn high incomes—70 percent above the national average—from a variety of management, white-collar and service sector jobs. Their deep pockets allow them to afford pricey single-detached homes built before 2010. Suburban Elite residents pursue active lifestyles, getting exercise from golf, aerobics and swimming, and enjoying outdoorsy activities like boating, fishing and camping. For an evening out, they like to go to movies, rock concerts and sports bars; they also have high rates for attending hockey, football and baseball games. These Canadians spend a lot of time in their cars—typically compact and midsize sedans and SUVs—commuting to work and chauffeuring children to after-school activities. Many look forward to weekends where they can cruise the aisles at electronics and home improvement stores or catch up on favourite sports on their personal video recorders.

04	TURBO BURBS	05	FIRST-CLASS FAMILIES	09	BOOMER BLISS

	Group	Canada	Index*		Group	Canada	Index*		Group	Canada	Index*
Population	%	%			%	%			%	%	
Age				**Occupation**				**Age of Children**			
Under 5	4.1	5.1	79	Agriculture	0.7	1.5	47	Kids under 5	11.5	16.8	68
5 to 14	10.9	10.8	101	White Collar	27.2	22.3	122	5 to 9	14.9	17.9	83
15 to 24	13.9	11.9	117	Grey Collar	24.8	25.2	98	10 to 14	17.8	17.6	101
25 to 44	21.4	27.2	79	Blue Collar	14.0	16.2	86	15 to 19	20.4	17.5	116
45 to 64	30.7	26.9	114	**Education**				20 to 24	17.0	13.4	127
65 to 74	11.7	10.4	112	No High School	10.9	16.5	66	25+	18.3	16.7	110
75 to 84	5.4	5.4	101	High School	25.8	26.6	97				
85+	1.9	2.3	81	Trade School	6.1	9.2	66				
Home Language				College	21.6	20.0	108	**Dwellings**			
English	91.1	67.4	135	Some University	2.1	2.3	93	**Tenure**			
French	1.9	20.1	9	University	33.4	25.4	132	Own	93.2	67.7	138
Non-Official	7.0	12.4	56	**Income**				Rent	6.8	31.9	21
Immigration				Avg Hhd Income	$175,817	$104,603	168	Band Housing	0.0	0.4	5
Immigrant Population	19.4	23.0	84					**Period of Construction**			
Before 2001	62.6	47.6	131					Before 1960	10.2	20.7	49
2001 to 2005	8.6	10.5	82	**Households**				1961 to 1980	23.0	28.7	80
2006 to 2010	7.5	12.0	62	**Maintainer Age**				1981 to 1990	20.7	12.9	161
2011 to 2016	6.6	13.8	48	Under 25	0.9	3.0	29	1991 to 2000	21.6	12.1	178
2017 to present	14.7	16.0	92	25 to 34	7.5	14.6	51	2001 to 2005	9.3	6.4	144
Visible Minority				35 to 44	13.9	17.6	79	2006 to 2010	5.9	7.2	83
Vis Min Presence	17.0	25.8	66	45 to 54	21.1	18.1	116	2011 to 2016	4.1	6.7	62
Marital Status				55 to 64	25.9	20.3	128	2017 to present	5.2	5.3	97
Single	24.9	29.0	86	65 to 74	18.8	15.5	121	**Type**			
Married/Common Law	65.0	56.9	114	75+	12.0	11.0	110	Single-detached	87.4	52.8	166
Wid/Div/Sep	10.1	14.1	71	**Size**				Semi-detached	2.7	5.0	54
Mode of Transport				1 person	13.6	28.3	48	Row	4.0	6.6	61
Car	88.7	78.5	113	2 people	36.0	34.3	105	Duplex	3.2	5.7	56
Public Transit	6.5	13.0	50	3 people	17.8	15.2	117	Lowrise (<5 Stories)	1.7	18.1	9
Class of worker				4+ people	32.6	22.2	147	Highrise (5+ Stories)	0.6	10.2	6
Employed	63.7	61.2	104	**Family Status**				Mobile	0.3	1.3	19
				Non-Family	15.7	32.6	48				
				Couples with Kids	43.2	29.4	147				
*Index of 100 is average				Couples, no Kids	33.3	27.2	123				
				Lone-Parent	7.8	10.8	72				

S2 – Upscale Suburban Diversity

Upscale Suburban Diversity is the most diverse suburban group, with over two-thirds of households containing first- and second-generation Canadians whose mother tongue could be one of over a dozen languages. In these family households, most of the maintainers are between the ages of 25 and 54, and children are under 10. Despite being relatively new to Canada, they tend to have university or college degrees and earn upscale incomes from a mix of occupations. Half the households have moved in the last five years, and most live in singles, semis and row houses built after 2001. They enjoy family-friendly activities, scoring high for playing team sports like soccer, basketball, baseball and hockey; visiting amusement parks, zoos and aquariums; and shopping for toys and games at big-box stores like Costco, Best Buy and Mastermind. Many also shop online for clothing, cosmetics, books and home electronics. As for their media tastes, they prefer digital to traditional channels, using their smart phones to log on to social networks and share links and pictures on Instagram, Snapchat and Twitter.

08 MULTICULTURE-ISH

11 MODERN SUBURBIA
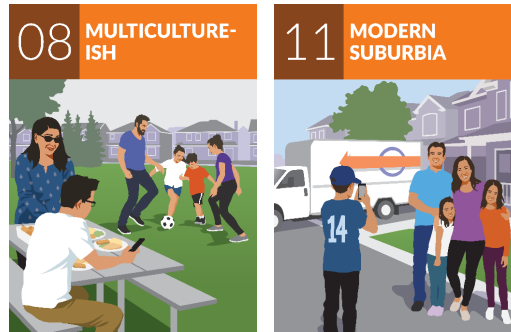
Population	Group %	Canada %	Index*
Age			
Under 5	7.7	5.1	150
5 to 14	15.3	10.8	142
15 to 24	12.8	11.9	107
25 to 44	32.8	27.2	121
45 to 64	23.5	26.9	88
65 to 74	5.2	10.4	50
75 to 84	2.0	5.4	38
85+	0.6	2.3	25
Home Language			
English	73.0	67.4	108
French	1.9	20.1	9
Non-Official	25.1	12.4	202
Immigration			
Immigrant Population	41.6	23.0	181
Before 2001	37.1	47.6	78
2001 to 2005	13.9	10.5	132
2006 to 2010	13.5	12.0	113
2011 to 2016	12.9	13.8	93
2017 to present	22.6	16.0	142
Visible Minority			
Vis Min Presence	57.1	25.8	221
Marital Status			
Single	25.6	29.0	88
Married/Common Law	66.1	56.9	116
Wid/Div/Sep	8.4	14.1	59
Mode of Transport			
Car	85.1	78.5	108
Public Transit	11.9	13.0	92
Class of worker			
Employed	70.9	61.2	116

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	0.3	1.5	19
White Collar	28.7	22.3	129
Grey Collar	27.6	25.2	109
Blue Collar	17.3	16.2	107
Education			
No High School	11.4	16.5	69
High School	23.6	26.6	89
Trade School	4.9	9.2	53
College	19.1	20.0	96
Some University	2.5	2.3	110
University	38.5	25.4	152
Income			
Avg Hhd Income	$146,408	$104,603	140
Households			
Maintainer Age			
Under 25	1.8	3.0	61
25 to 34	18.0	14.6	123
35 to 44	29.3	17.6	167
45 to 54	25.1	18.1	139
55 to 64	15.7	20.3	77
65 to 74	7.3	15.5	47
75+	2.9	11.0	27
Size			
1 person	11.3	28.3	40
2 people	24.5	34.3	71
3 people	20.6	15.2	135
4+ people	43.6	22.2	197
Family Status			
Non-Family	14.6	32.6	45
Couples with Kids	54.7	29.4	186
Couples, no Kids	22.5	27.2	83
Lone-Parent	8.2	10.8	76

	Group %	Canada %	Index*
Age of Children			
Kids under 5	20.4	16.8	121
5 to 9	20.7	17.9	115
10 to 14	18.9	17.6	108
15 to 19	15.7	17.5	90
20 to 24	11.8	13.4	88
25+	12.4	16.7	75
Dwellings			
Tenure			
Own	88.0	67.7	130
Rent	12.0	31.9	38
Band Housing	0.0	0.4	1
Period of Construction			
Before 1960	0.7	20.7	3
1961 to 1980	2.0	28.7	7
1981 to 1990	4.3	12.9	34
1991 to 2000	10.1	12.1	83
2001 to 2005	15.8	6.4	246
2006 to 2010	24.8	7.2	347
2011 to 2016	31.1	6.7	467
2017 to present	11.1	5.3	209
Type			
Single-detached	64.2	52.8	122
Semi-detached	8.7	5.0	172
Row	17.8	6.6	272
Duplex	2.4	5.7	43
Lowrise (<5 Stories)	5.8	18.1	32
Highrise (5+ Stories)	0.9	10.2	9
Mobile	0.1	1.3	5

S3 – Upper-Middle Suburbia

The three segments in Upper-Middle Suburbia feature large families with young children living in new suburban communities. Home to a disproportionate number of third-plus generation Canadians, this group is characterized by maintainers between 25 and 54 years old and children under the age of 14. Despite moderate educations—mostly high school and college—households earn upper-middle incomes from a wide range of jobs that afford them comfortable singles, semis and duplex homes built after 1990. They enjoy time-honoured leisure pursuits, doing crafts projects and gardening around the house and heading outdoors for camping, fishing and hunting. For a night out, they go to casual family restaurants, sports bars and hockey games. And these families travel frequently, typically taking holiday cruises, golf trips and culinary tours. Given their suburban settings, it's no surprise that they're dependent on their cars—everything from compact SUVs to large minivans and pickups—for commuting to work and play. As media consumers, they're fans of radio stations devoted to classic and modern rock as well as new and traditional country.

19	FAMILY MODE	24	ALL-TERRAIN FAMILIES	25	SUBURBAN SPORTS

	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population											
Age				**Occupation**				**Age of Children**			
Under 5	6.4	5.1	125	Agriculture	1.0	1.5	69	Kids under 5	18.8	16.8	112
5 to 14	13.7	10.8	127	White Collar	23.9	22.3	107	5 to 9	20.3	17.9	113
15 to 24	12.6	11.9	105	Grey Collar	28.9	25.2	115	10 to 14	19.6	17.6	111
25 to 44	29.2	27.2	107	Blue Collar	20.9	16.2	129	15 to 19	17.6	17.5	100
45 to 64	26.0	26.9	97	**Education**				20 to 24	11.8	13.4	88
65 to 74	7.8	10.4	75	No High School	13.6	16.5	82	25+	12.0	16.7	72
75 to 84	3.3	5.4	61	High School	29.7	26.6	112				
85+	1.1	2.3	48	Trade School	9.1	9.2	99	**Dwellings**			
Home Language				College	24.4	20.0	122	**Tenure**			
English	93.7	67.4	139	Some University	2.0	2.3	88	Own	84.8	67.7	125
French	1.3	20.1	6	University	21.2	25.4	84	Rent	15.2	31.9	47
Non-Official	5.1	12.4	41	**Income**				Band Housing	0.0	0.4	11
Immigration				Avg Hhd Income	$133,397	$104,603	128	**Period of Construction**			
Immigrant Population	13.5	23.0	59					Before 1960	6.7	20.7	32
Before 2001	50.7	47.6	106	**Households**				1961 to 1980	20.0	28.7	69
2001 to 2005	9.0	10.5	86	**Maintainer Age**				1981 to 1990	11.3	12.9	88
2006 to 2010	10.9	12.0	91	Under 25	2.1	3.0	72	1991 to 2000	14.9	12.1	123
2011 to 2016	11.3	13.8	82	25 to 34	16.0	14.6	110	2001 to 2005	11.3	6.4	176
2017 to present	18.0	16.0	113	35 to 44	23.2	17.6	132	2006 to 2010	14.8	7.2	207
Visible Minority				45 to 54	21.4	18.1	118	2011 to 2016	13.0	6.7	195
Vis Min Presence	13.5	25.8	52	55 to 64	19.1	20.3	94	2017 to present	8.1	5.3	151
Marital Status				65 to 74	12.0	15.5	77	**Type**			
Single	24.7	29.0	85	75+	6.2	11.0	57	Single-detached	73.4	52.8	139
Married/Common Law	64.1	56.9	113	**Size**				Semi-detached	6.0	5.0	119
Wid/Div/Sep	11.3	14.1	80	1 person	15.6	28.3	55	Row	7.1	6.6	108
Mode of Transport				2 people	33.1	34.3	97	Duplex	6.6	5.7	116
Car	91.0	78.5	116	3 people	18.9	15.2	124	Lowrise (<5 Stories)	4.5	18.1	25
Public Transit	4.2	13.0	33	4+ people	32.4	22.2	146	Highrise (5+ Stories)	0.6	10.2	6
Class of worker				**Family Status**				Mobile	1.6	1.3	120
Employed	70.9	61.2	116	Non-Family	19.4	32.6	59				
				Couples with Kids	41.6	29.4	141				
*Index of 100 is average				Couples, no Kids	28.7	27.2	105				
				Lone-Parent	10.4	10.8	96				

S4 – Upper-Middle Suburban Francophone

The wealthiest francophone group, Upper-Middle Suburban Francophone consists of three segments filled with middle-aged and older couples and families living in established subdivisions. Most of the maintainers are between 35 and 64, and they tend to be third-plus-generation Quebecois. With their solid educations—university, college and trade school—they earn above-average incomes from a mix of professions. Most residents live in upper-middle-class comfort, typically owning a single- or semi-detached house built since 1980, with a Japanese- or Korean-brand car in the garage and a pool or gas barbecue out back. They have active leisure lives, with high rates for jogging, cycling, playing tennis, skating and cross-country skiing. Going out may mean dinner at a Thai, Italian or French restaurant. For a special occasion, residents will go to a spa, theme park, pop music concert or auto show. Like other francophone segments, they watch a lot of TV fare, particularly soaps, family dramas, nature and travel shows. And though they're light Internet users, they will go online to purchase home electronics and sports equipment.


13 VIE DE RÊVE

29 C'EST TIGUIDOU

34 FAMILLES TYPIQUES

Population	Group %	Canada %	Index*
Age			
Under 5	5.3	5.1	103
5 to 14	12.8	10.8	119
15 to 24	11.7	11.9	98
25 to 44	25.0	27.2	92
45 to 64	29.2	26.9	109
65 to 74	10.3	10.4	99
75 to 84	4.5	5.4	83
85+	1.2	2.3	53
Home Language			
English	5.9	67.4	9
French	91.5	20.1	455
Non-Official	2.6	12.4	21
Immigration			
Immigrant Population	7.3	23.0	32
Before 2001	45.4	47.6	95
2001 to 2005	14.5	10.5	138
2006 to 2010	14.2	12.0	118
2011 to 2016	9.0	13.8	65
2017 to present	16.9	16.0	105
Visible Minority			
Vis Min Presence	7.7	25.8	30
Marital Status			
Single	24.8	29.0	86
Married/Common Law	65.4	56.9	115
Wid/Div/Sep	9.8	14.1	69
Mode of Transport			
Car	88.1	78.5	112
Public Transit	7.8	13.0	60
Class of worker			
Employed	69.4	61.2	113

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	0.6	1.5	41
White Collar	25.6	22.3	115
Grey Collar	28.2	25.2	112
Blue Collar	16.7	16.2	103
Education			
No High School	13.3	16.5	80
High School	21.8	26.6	82
Trade School	16.0	9.2	174
College	21.4	20.0	107
Some University	3.3	2.3	146
University	24.2	25.4	95
Income			
Avg Hhd Income	$124,768	$104,603	119
Households			
Maintainer Age			
Under 25	1.6	3.0	55
25 to 34	12.4	14.6	85
35 to 44	19.5	17.6	111
45 to 54	20.8	18.1	115
55 to 64	22.3	20.3	110
65 to 74	15.4	15.5	99
75+	8.0	11.0	73
Size			
1 person	17.4	28.3	62
2 people	36.6	34.3	107
3 people	18.2	15.2	120
4+ people	27.8	22.2	125
Family Status			
Non-Family	20.0	32.6	61
Couples with Kids	38.4	29.4	131
Couples, no Kids	31.2	27.2	115
Lone-Parent	10.5	10.8	97

	Group %	Canada %	Index*
Age of Children			
Kids under 5	15.8	16.8	94
5 to 9	19.0	17.9	106
10 to 14	18.9	17.6	107
15 to 19	17.6	17.5	101
20 to 24	13.8	13.4	103
25+	14.8	16.7	89
Dwellings			
Tenure			
Own	88.9	67.7	131
Rent	11.1	31.9	35
Band Housing	0.0	0.4	4
Period of Construction			
Before 1960	7.7	20.7	37
1961 to 1980	26.9	28.7	94
1981 to 1990	16.5	12.9	128
1991 to 2000	16.0	12.1	132
2001 to 2005	9.3	6.4	145
2006 to 2010	10.6	7.2	148
2011 to 2016	8.2	6.7	124
2017 to present	4.8	5.3	91
Type			
Single-detached	73.4	52.8	139
Semi-detached	9.1	5.0	181
Row	3.0	6.6	45
Duplex	3.8	5.7	66
Lowrise (<5 Stories)	9.2	18.1	51
Highrise (5+ Stories)	0.6	10.2	6
Mobile	0.7	1.3	56

S5 Middle-Class Suburbia

The Middle-Class Suburbia group contains two segments that feature a mix of families, couples and lone-parent households living in the suburbs of midsize cities. These third-plus-generation Canadians follow national norms for ages of maintainers and children. With their high school and college educations, the adults have solid blue-collar and service sector jobs that provide them with midscale incomes. Most can afford comfortable singles, semis and row houses built between 1960 and 2000. And these busy families pursue a wide range of leisure activities, from billiards and making crafts to snowmobiling and boating. They even make time to attend art galleries, community theatres and country music concerts. Fans of baseball, hockey and golf, many are less likely to play these sports than watch them from their living room couch; these suburban households are big fans of TV sports. For a night out, they'll head to a fast-food or casual family restaurant, like DQ, Burger King, Kelsey's and Swiss Chalet. Their idea of a vacation is an inexpensive cruise, casino, camping or family vacation package.

38 STRESSED IN SUBURBIA

43 HAPPY MEDIUM
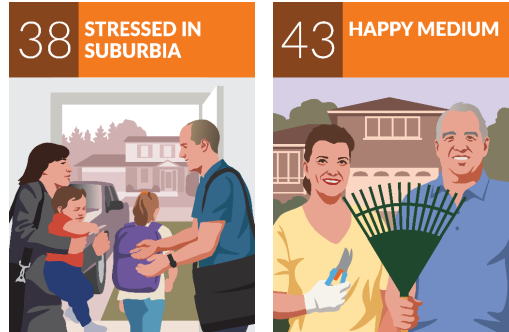
Population	Group %	Canada %	Index*
Age			
Under 5	5.2	5.1	101
5 to 14	11.5	10.8	106
15 to 24	12.4	11.9	104
25 to 44	27.3	27.2	100
45 to 64	27.3	26.9	102
65 to 74	10.1	10.4	97
75 to 84	4.6	5.4	86
85+	1.6	2.3	69
Home Language			
English	91.0	67.4	135
French	4.7	20.1	23
Non-Official	4.3	12.4	34
Immigration			
Immigrant Population	11.9	23.0	52
Before 2001	56.0	47.6	118
2001 to 2005	7.6	10.5	73
2006 to 2010	10.1	12.0	84
2011 to 2016	11.8	13.8	86
2017 to present	14.4	16.0	90
Visible Minority			
Vis Min Presence	10.4	25.8	40
Marital Status			
Single	26.5	29.0	91
Married/Common Law	59.1	56.9	104
Wid/Div/Sep	14.4	14.1	102
Mode of Transport			
Car	90.1	78.5	115
Public Transit	4.4	13.0	34
Class of worker			
Employed	64.2	61.2	105

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	1.1	1.5	75
White Collar	20.7	22.3	93
Grey Collar	27.9	25.2	111
Blue Collar	18.7	16.2	115
Education			
No High School	16.4	16.5	100
High School	31.6	26.6	119
Trade School	9.4	9.2	102
College	24.9	20.0	124
Some University	1.7	2.3	75
University	16.0	25.4	63
Income			
Avg Hhd Income	$100,128	$104,603	96
Households			
Maintainer Age			
Under 25	2.4	3.0	80
25 to 34	14.5	14.6	100
35 to 44	18.3	17.6	104
45 to 54	19.0	18.1	105
55 to 64	20.8	20.3	103
65 to 74	15.5	15.5	100
75+	9.5	11.0	87
Size			
1 person	20.3	28.3	72
2 people	36.7	34.3	107
3 people	18.1	15.2	119
4+ people	24.8	22.2	112
Family Status			
Non-Family	24.7	32.6	76
Couples with Kids	31.9	29.4	109
Couples, no Kids	29.8	27.2	109
Lone-Parent	13.6	10.8	126

	Group %	Canada %	Index*
Age of Children			
Kids under 5	16.4	16.8	97
5 to 9	18.2	17.9	102
10 to 14	18.0	17.6	102
15 to 19	18.2	17.5	104
20 to 24	13.2	13.4	99
25+	16.1	16.7	96
Dwellings			
Tenure			
Own	80.9	67.7	120
Rent	19.0	31.9	59
Band Housing	0.1	0.4	20
Period of Construction			
Before 1960	15.5	20.7	75
1961 to 1980	35.6	28.7	124
1981 to 1990	13.5	12.9	105
1991 to 2000	13.5	12.1	111
2001 to 2005	6.8	6.4	105
2006 to 2010	6.0	7.2	84
2011 to 2016	4.3	6.7	65
2017 to present	4.8	5.3	91
Type			
Single-detached	68.7	52.8	130
Semi-detached	11.1	5.0	220
Row	8.2	6.6	124
Duplex	4.5	5.7	79
Lowrise (<5 Stories)	5.3	18.1	29
Highrise (5+ Stories)	0.5	10.2	5
Mobile	1.6	1.3	119

S6 – Older Suburban

Older Suburban comprises four segments of older and mature singles, couples, and divorced and widowed individuals living in established suburbs near midsize cities. With a majority of maintainers over 60 years old, these third-plus-generation Canadians are mostly retired or close to it. Educations are mixed, and those still in the labour force earn incomes ranging from middle to downscale. In these older neighbourhoods, residents include both owners and renters of singles, semis, rows and low-rise apartments—all at average rates. There, many pursue low-stress, home-based activities like making crafts, sewing, gardening and collecting stamps and coins. But they'll also step out to enjoy community theatre productions, craft shows and music festivals. For excitement, they'll head to a casino or auto race. Ignoring most things digital, they remain fond of traditional media, watching TV for the sports, especially curling, baseball golf and hockey; tuning their radios to stations playing big band, oldies and new and traditional country music; and subscribing to select magazines that echo their lifestyle—Cottage Life, Our Canada and Zoomer.

21 SCENIC RETIREMENT

45 SLOW-LANE SUBURBS

53 SILVER FLATS

62 SUBURBAN RECLINERS

	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Population								**Age of Children**			
Age				**Occupation**				Kids under 5	16.0	16.8	95
Under 5	3.9	5.1	76	Agriculture	1.2	1.5	83	5 to 9	17.8	17.9	99
5 to 14	8.6	10.8	80	White Collar	16.8	22.3	75	10 to 14	17.6	17.6	100
15 to 24	9.8	11.9	82	Grey Collar	21.4	25.2	85	15 to 19	17.8	17.5	101
25 to 44	21.6	27.2	80	Blue Collar	12.6	16.2	78	20 to 24	12.8	13.4	95
45 to 64	26.9	26.9	100	**Education**				25+	18.1	16.7	109
65 to 74	15.0	10.4	144	No High School	17.9	16.5	108				
75 to 84	9.8	5.4	182	High School	30.3	26.6	114				
85+	4.4	2.3	189	Trade School	9.0	9.2	97	**Dwellings**			
Home Language				College	23.5	20.0	118	**Tenure**			
English	95.3	67.4	141	Some University	1.8	2.3	78	Own	64.1	67.7	95
French	1.6	20.1	8	University	17.6	25.4	69	Rent	35.7	31.9	112
Non-Official	3.1	12.4	25	**Income**				Band Housing	0.2	0.4	51
Immigration				Avg Hhd Income	$80,581	$104,603	77	**Period of Construction**			
Immigrant Population	12.1	23.0	52					Before 1960	26.1	20.7	126
Before 2001	69.8	47.6	146	**Households**				1961 to 1980	32.1	28.7	112
2001 to 2005	5.3	10.5	50	**Maintainer Age**				1981 to 1990	11.7	12.9	91
2006 to 2010	6.6	12.0	55	Under 25	2.5	3.0	83	1991 to 2000	11.5	12.1	95
2011 to 2016	8.3	13.8	60	25 to 34	10.6	14.6	73	2001 to 2005	4.6	6.4	71
2017 to present	10.1	16.0	63	35 to 44	11.6	17.6	66	2006 to 2010	5.1	7.2	72
Visible Minority				45 to 54	13.8	18.1	76	2011 to 2016	4.1	6.7	61
Vis Min Presence	6.4	25.8	25	55 to 64	19.9	20.3	98	2017 to present	4.8	5.3	91
Marital Status				65 to 74	20.9	15.5	134	**Type**			
Single	24.0	29.0	83	75+	20.7	11.0	189	Single-detached	53.6	52.8	102
Married/Common Law	54.8	56.9	96	**Size**				Semi-detached	5.0	5.0	99
Wid/Div/Sep	21.2	14.1	151	1 person	36.8	28.3	130	Row	6.3	6.6	95
Mode of Transport				2 people	38.9	34.3	113	Duplex	4.8	5.7	85
Car	85.6	78.5	109	3 people	11.8	15.2	77	Lowrise (<5 Stories)	19.2	18.1	106
Public Transit	3.8	13.0	29	4+ people	12.5	22.2	56	Highrise (5+ Stories)	8.2	10.2	81
Class of worker				**Family Status**				Mobile	2.6	1.3	192
Employed	48.3	61.2	79	Non-Family	40.1	32.6	123				
				Couples with Kids	18.5	29.4	63				
				Couples, no Kids	31.3	27.2	115				
*Index of 100 is average				Lone-Parent	10.1	10.8	94				

S7 – Lower-Middle Suburban Francophone

Lower-Middle Suburban Francophone features three segments of older francophone households living in established communities across Quebec. Most of the maintainers are over 55 with households typically containing singles, married and common-law couples. No social group has more French-speaking residents. With their mixed college, primary and trade school educations, their incomes are close to the national average earned from varied occupations. They also follow national rates for homeownership, living in a mix of singles, semis, duplexes and low-rise apartments. To get to work, most hop in a car, usually an Asian compact or subcompact. Like other francophone groups, Lower-Middle Suburban Francophone features a casual lifestyle. Residents get their exercise by bicycling, cross-country skiing and hiking. For a night out, they head for a theatre, comedy club, outdoor stage or bingo hall. At home, TV is their prime source of entertainment, especially soaps, family dramas, sci-fi fantasies and nature programs. They also read newspapers, both print and online. And they'll go online using a tablet to play games, pay bills, read magazines and access social media sites.

| 35 | VIE DYNAMIQUE | 42 | BANLIEUES TRANQUILLES | 59 | LA VIE SIMPLE |

Population	Group %	Canada %	Index*		Group %	Canada %	Index*		Group %	Canada %	Index*
Age				**Occupation**				**Age of Children**			
Under 5	4.7	5.1	91	Agriculture	1.4	1.5	91	Kids under 5	17.3	16.8	102
5 to 14	10.5	10.8	98	White Collar	19.4	22.3	87	5 to 9	19.6	17.9	109
15 to 24	10.1	11.9	85	Grey Collar	24.4	25.2	97	10 to 14	18.5	17.6	105
25 to 44	24.3	27.2	90	Blue Collar	16.9	16.2	104	15 to 19	17.2	17.5	98
45 to 64	28.0	26.9	104	**Education**				20 to 24	12.7	13.4	95
65 to 74	13.3	10.4	128	No High School	19.4	16.5	118	25+	14.7	16.7	88
75 to 84	6.8	5.4	126	High School	23.3	26.6	88				
85+	2.2	2.3	95	Trade School	20.2	9.2	219	**Dwellings**			
Home Language				College	19.1	20.0	96	**Tenure**			
English	2.7	67.4	4	Some University	2.7	2.3	118	Own	67.7	67.7	100
French	96.1	20.1	478	University	15.2	25.4	60	Rent	32.3	31.9	101
Non-Official	1.2	12.4	9	**Income**				Band Housing	0.1	0.4	14
Immigration				Avg Hhd Income	$82,644	$104,603	79	**Period of Construction**			
Immigrant Population	3.5	23.0	15					Before 1960	19.1	20.7	92
Before 2001	41.4	47.6	87	**Households**				1961 to 1980	34.4	28.7	120
2001 to 2005	12.5	10.5	119	**Maintainer Age**				1981 to 1990	14.0	12.9	108
2006 to 2010	14.3	12.0	119	Under 25	3.0	3.0	99	1991 to 2000	11.0	12.1	91
2011 to 2016	14.8	13.8	107	25 to 34	13.2	14.6	90	2001 to 2005	4.7	6.4	74
2017 to present	16.9	16.0	106	35 to 44	15.8	17.6	90	2006 to 2010	6.4	7.2	89
Visible Minority				45 to 54	15.7	18.1	87	2011 to 2016	6.4	6.7	96
Vis Min Presence	3.1	25.8	12	55 to 64	21.2	20.3	105	2017 to present	4.1	5.3	76
Marital Status				65 to 74	18.8	15.5	121	**Type**			
Single	26.6	29.0	92	75+	12.3	11.0	112	Single-detached	54.9	52.8	104
Married/Common Law	58.7	56.9	103	**Size**				Semi-detached	6.3	5.0	126
Wid/Div/Sep	14.7	14.1	104	1 person	30.8	28.3	109	Row	2.6	6.6	39
Mode of Transport				2 people	40.2	34.3	117	Duplex	7.4	5.7	130
Car	89.3	78.5	114	3 people	14.0	15.2	92	Lowrise (<5 Stories)	26.5	18.1	146
Public Transit	4.0	13.0	31	4+ people	14.9	22.2	67	Highrise (5+ Stories)	0.5	10.2	5
Class of worker				**Family Status**				Mobile	1.3	1.3	97
Employed	59.5	61.2	97	Non-Family	34.1	32.6	105				
				Couples with Kids	23.6	29.4	80				
				Couples, no Kids	31.6	27.2	116				
*Index of 100 is average				Lone-Parent	10.6	10.8	99				

T1 – Town Mix

The three segments that make up Town Mix are found in low-density towns across Canada. Maintainers can be young or old, income levels range from upper-middle to downscale, and household types run the gamut—singles, couples, families and lone-parent. This group includes a segment that's home to the highest concentration of indigenous people, with nearly 40 percent identifying as aboriginal people—eight times the national average. Residents typically live in single-family and mobile homes, and band housing. Educational levels are modest—the group has the highest concentration of residents with a less-than-ninth-grade education—and workers are nearly two-and-a-half times more likely to hold jobs in primary occupations. At home, these residents enjoy making crafts, sewing and gardening. But they also spend a lot of time outdoors, with high rates for boating, fishing, hunting, camping and cross-country skiing. With their small towns lacking cultural amenities, these Canadians take long drives to attend a community theatre production, country music concert or craft show. Otherwise, TV and radio are their main sources of media and entertainment.

37	KEEP ON TRUCKING
58	OLD TOWN ROADS
66	INDIGENOUS FAMILIES

Population	Group %	Canada %	Index*
Age			
Under 5	6.4	5.1	125
5 to 14	12.9	10.8	119
15 to 24	12.2	11.9	103
25 to 44	23.4	27.2	86
45 to 64	25.8	26.9	96
65 to 74	10.5	10.4	101
75 to 84	5.6	5.4	105
85+	3.1	2.3	136
Home Language			
English	84.4	67.4	125
French	4.5	20.1	22
Non-Official	11.2	12.4	90
Immigration			
Immigrant Population	5.8	23.0	25
Before 2001	62.5	47.6	131
2001 to 2005	6.5	10.5	61
2006 to 2010	9.3	12.0	78
2011 to 2016	11.4	13.8	82
2017 to present	10.3	16.0	65
Visible Minority			
Vis Min Presence	3.1	25.8	12
Marital Status			
Single	30.0	29.0	104
Married/Common Law	55.5	56.9	98
Wid/Div/Sep	14.5	14.1	103
Mode of Transport			
Car	81.6	78.5	104
Public Transit	2.0	13.0	15
Class of worker			
Employed	55.8	61.2	91

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	3.1	1.5	209
White Collar	17.5	22.3	78
Grey Collar	22.9	25.2	91
Blue Collar	18.1	16.2	112
Education			
No High School	29.6	16.5	179
High School	26.2	26.6	98
Trade School	10.8	9.2	117
College	20.2	20.0	101
Some University	1.9	2.3	81
University	11.3	25.4	45
Income			
Avg Hhd Income	$82,958	$104,603	79
Households			
Maintainer Age			
Under 25	3.2	3.0	107
25 to 34	13.5	14.6	93
35 to 44	15.6	17.6	88
45 to 54	17.5	18.1	97
55 to 64	21.3	20.3	105
65 to 74	17.1	15.5	110
75+	11.8	11.0	107
Size			
1 person	25.9	28.3	92
2 people	34.7	34.3	101
3 people	14.8	15.2	97
4+ people	24.7	22.2	111
Family Status			
Non-Family	30.2	32.6	93
Couples with Kids	26.7	29.4	91
Couples, no Kids	26.9	27.2	99
Lone-Parent	16.2	10.8	150

	Group %	Canada %	Index*
Age of Children			
Kids under 5	19.4	16.8	115
5 to 9	19.9	17.9	111
10 to 14	19.0	17.6	108
15 to 19	17.1	17.5	98
20 to 24	10.3	13.4	77
25+	14.2	16.7	85
Dwellings			
Tenure			
Own	64.5	67.7	95
Rent	26.5	31.9	83
Band Housing	9.0	0.4	2164
Period of Construction			
Before 1960	21.5	20.7	104
1961 to 1980	30.3	28.7	106
1981 to 1990	14.2	12.9	110
1991 to 2000	13.4	12.1	111
2001 to 2005	5.1	6.4	80
2006 to 2010	5.7	7.2	80
2011 to 2016	5.2	6.7	78
2017 to present	4.6	5.3	86
Type			
Single-detached	74.1	52.8	140
Semi-detached	4.8	5.0	95
Row	4.9	6.6	75
Duplex	2.6	5.7	45
Lowrise (<5 Stories)	7.1	18.1	39
Highrise (5+ Stories)	0.5	10.2	4
Mobile	5.8	1.3	430

R1 – Upper-Middle Rural

Upper-Middle Rural, the wealthiest rural group, consists of middle-aged families and older couples drawn to the affordable, single-detached homes of these three segments found well beyond the big cities. Most maintainers are over 55 and third-plus-generation Canadians. With their modest educations, residents work in a variety of blue-collar, service sector and farm jobs earning upper-middle incomes that go far in their country settings, especially since many no longer have children at home. In Upper-Middle Rural, garages house two or more cars and trucks—typically domestic models—plus snowmobiling, boating, camping, fishing and hunting equipment. Residents are willing to drive some distance to attend a concert, amusement park or baseball game. Closer to home, they enjoy old-fashioned pursuits like swimming, canoeing and making crafts. And being handy is practically a prerequisite here, with many spending weekends doing renovations and browsing home improvement stores or home shows. Relatively late tech adopters, they prefer traditional media, especially sitcoms, curling tournaments and football games on TV, and radio stations that play country music, oldies and religious programming.

14 KICK-BACK COUNTRY

26 COUNTRY TRADITIONS

33 NEW COUNTRY

Population	Group %	Canada %	Index*
Age			
Under 5	5.3	5.1	103
5 to 14	12.0	10.8	111
15 to 24	12.4	11.9	103
25 to 44	22.5	27.2	83
45 to 64	29.4	26.9	109
65 to 74	11.6	10.4	111
75 to 84	5.2	5.4	97
85+	1.7	2.3	75
Home Language			
English	95.0	67.4	141
French	1.8	20.1	9
Non-Official	3.2	12.4	26
Immigration			
Immigrant Population	9.1	23.0	40
Before 2001	68.3	47.6	143
2001 to 2005	6.3	10.5	59
2006 to 2010	7.2	12.0	60
2011 to 2016	6.1	13.8	45
2017 to present	12.1	16.0	76
Visible Minority			
Vis Min Presence	3.9	25.8	15
Marital Status			
Single	22.8	29.0	79
Married/Common Law	65.4	56.9	115
Wid/Div/Sep	11.7	14.1	83
Mode of Transport			
Car	93.2	78.5	119
Public Transit	1.7	13.0	13
Class of worker			
Employed	64.5	61.2	105

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	5.0	1.5	336
White Collar	19.3	22.3	86
Grey Collar	23.7	25.2	94
Blue Collar	24.2	16.2	149
Education			
No High School	17.7	16.5	107
High School	29.3	26.6	110
Trade School	10.3	9.2	112
College	24.4	20.0	122
Some University	1.8	2.3	79
University	16.5	25.4	65
Income			
Avg Hhd Income	$121,598	$104,603	116
Households			
Maintainer Age			
Under 25	1.6	3.0	54
25 to 34	10.9	14.6	75
35 to 44	15.8	17.6	90
45 to 54	19.2	18.1	106
55 to 64	23.8	20.3	117
65 to 74	17.8	15.5	114
75+	10.9	11.0	99
Size			
1 person	18.4	28.3	65
2 people	39.7	34.3	116
3 people	16.0	15.2	105
4+ people	25.9	22.2	117
Family Status			
Non-Family	20.6	32.6	63
Couples with Kids	36.0	29.4	122
Couples, no Kids	35.2	27.2	129
Lone-Parent	8.3	10.8	77

	Group %	Canada %	Index*
Age of Children			
Kids under 5	15.9	16.8	95
5 to 9	18.1	17.9	101
10 to 14	18.8	17.6	107
15 to 19	19.0	17.5	108
20 to 24	13.5	13.4	101
25+	14.6	16.7	88
Dwellings			
Tenure			
Own	87.2	67.7	129
Rent	12.1	31.9	38
Band Housing	0.7	0.4	161
Period of Construction			
Before 1960	21.9	20.7	106
1961 to 1980	27.0	28.7	94
1981 to 1990	13.6	12.9	105
1991 to 2000	13.8	12.1	114
2001 to 2005	6.5	6.4	102
2006 to 2010	6.9	7.2	96
2011 to 2016	5.6	6.7	85
2017 to present	4.8	5.3	90
Type			
Single-detached	89.0	52.8	169
Semi-detached	1.8	5.0	35
Row	1.5	6.6	23
Duplex	1.5	5.7	26
Lowrise (<5 Stories)	2.6	18.1	14
Highrise (5+ Stories)	0.2	10.2	2
Mobile	3.2	1.3	239

R2 – Lower-Middle Rural

The Rural Downscale group reflects the nation's agrarian heartland, with the largest concentration of households located across Western Canada and the Atlantic provinces. The couples in this group tend to work at blue-collar, farming and service sector jobs, and live in modest houses and mobile homes. With a low cost of living and a self-sufficient streak, these families spend their leisure time fishing, hunting, gardening, sewing and doing a range of home improvement projects. They'll splurge on an occasional trip to a dinner theatre, bingo parlour or auto race; they're also fans of boat, RV, craft, garden and travel shows. But in their remote communities, there's not much in the way of entertainment other than what's found on traditional media, and residents here are a strong market for TV sports—especially golf games, curling matches, game shows, mixed martial arts and figure skating programs—and radio stations that play classic rock and country music.

41 DOWN TO EARTH	48 AGRI-BIZ	49 BACKCOUNTRY BOOMERS	50 COUNTRY & WESTERN
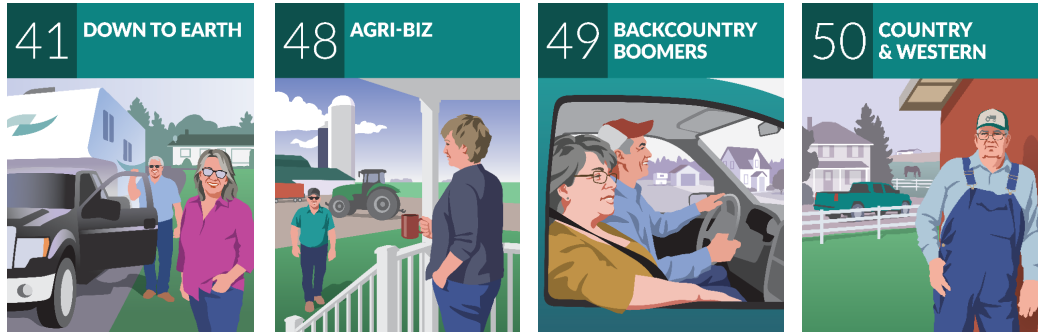
Population	Group %	Canada %	Index*
Age			
Under 5	4.9	5.1	96
5 to 14	10.7	10.8	100
15 to 24	10.9	11.9	91
25 to 44	21.0	27.2	77
45 to 64	28.9	26.9	108
65 to 74	14.0	10.4	134
75 to 84	6.9	5.4	129
85+	2.6	2.3	114
Home Language			
English	94.8	67.4	141
French	2.6	20.1	13
Non-Official	2.6	12.4	21
Immigration			
Immigrant Population	6.9	23.0	30
Before 2001	64.6	47.6	136
2001 to 2005	6.4	10.5	61
2006 to 2010	9.5	12.0	79
2011 to 2016	10.7	13.8	77
2017 to present	8.9	16.0	56
Visible Minority			
Vis Min Presence	2.5	25.8	10
Marital Status			
Single	22.0	29.0	76
Married/Common Law	63.3	56.9	111
Wid/Div/Sep	14.7	14.1	104
Mode of Transport			
Car	90.9	78.5	116
Public Transit	1.3	13.0	10
Class of worker			
Employed	53.9	61.2	88

	Group %	Canada %	Index*
Occupation			
Agriculture	6.5	1.5	435
White Collar	15.4	22.3	69
Grey Collar	19.6	25.2	78
Blue Collar	22.4	16.2	138
Education			
No High School	22.7	16.5	138
High School	29.1	26.6	109
Trade School	11.6	9.2	126
College	22.1	20.0	111
Some University	2.1	2.3	93
University	12.3	25.4	49
Income			
Avg Hhd Income	$88,759	$104,603	85
Households			
Maintainer Age			
Under 25	2.4	3.0	79
25 to 34	10.2	14.6	70
35 to 44	13.3	17.6	75
45 to 54	16.0	18.1	88
55 to 64	22.6	20.3	112
65 to 74	20.9	15.5	135
75+	14.7	11.0	134
Size			
1 person	25.7	28.3	91
2 people	41.8	34.3	122
3 people	13.5	15.2	89
4+ people	19.0	22.2	86
Family Status			
Non-Family	28.5	32.6	87
Couples with Kids	25.8	29.4	88
Couples, no Kids	36.6	27.2	135
Lone-Parent	9.0	10.8	84

	Group %	Canada %	Index*
Age of Children			
Kids under 5	17.2	16.8	102
5 to 9	19.0	17.9	106
10 to 14	19.1	17.6	109
15 to 19	18.8	17.5	107
20 to 24	10.9	13.4	81
25+	14.9	16.7	89
Dwellings			
Tenure			
Own	82.8	67.7	122
Rent	15.7	31.9	49
Band Housing	1.5	0.4	363
Period of Construction			
Before 1960	24.6	20.7	119
1961 to 1980	30.9	28.7	107
1981 to 1990	13.4	12.9	104
1991 to 2000	12.1	12.1	100
2001 to 2005	4.5	6.4	70
2006 to 2010	5.5	7.2	77
2011 to 2016	4.9	6.7	73
2017 to present	4.1	5.3	77
Type			
Single-detached	85.6	52.8	162
Semi-detached	1.9	5.0	38
Row	1.8	6.6	27
Duplex	1.1	5.7	20
Lowrise (<5 Stories)	3.5	18.1	20
Highrise (5+ Stories)	0.1	10.2	1
Mobile	5.6	1.3	418

*Index of 100 is average

R3 – Rural Francophone

Found in the remote towns of Quebec and New Brunswick, Rural Francophone contains mostly older, francophone couples and singles. The maintainers here, most of whom are over 55 years old, tend to live in inexpensive, single-family homes built before 1980. The vast majority of group members are third-plus-generation Quebecois. Those still in the workforce have parlayed modest educations—they score high for grade school and trade school—into blue-collar, service sector and agricultural jobs. Modest incomes notwithstanding, these residents enjoy active lifestyles. They have high rates for going cycling, snowmobiling, cross-country skiing and hiking. On weekends, they can be found at dinner theatres, outdoor stages and comedy clubs. In addition to inexpensive subcompacts and SUVs, they own snowmobiles, ATVs, campers and boats. When they finally come in from the cold, they like to watch TV—news, soaps and crime dramas—or read magazines—automotive, gardening and home improvement. Most are relatively light users of the Internet, but they're increasingly connecting with their tablets to play games, visit health sites and respond to online classifieds.

46 PATRIMOINE RUSTIQUE

54 VIE AU VILLAGE

63 AMANTS DE LA NATURE
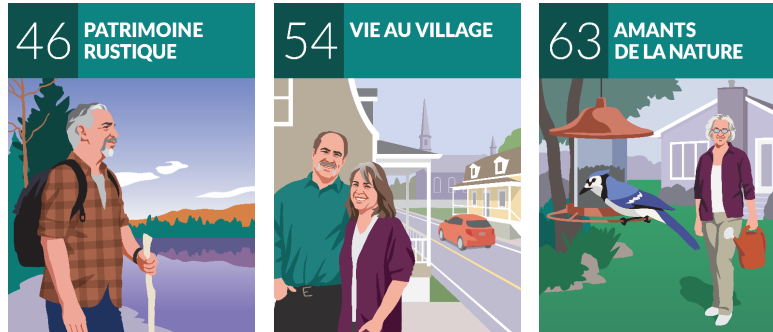
	Group %	Canada %	Index*
Population			
Age			
Under 5	4.5	5.1	88
5 to 14	10.2	10.8	94
15 to 24	9.4	11.9	79
25 to 44	21.5	27.2	79
45 to 64	30.2	26.9	112
65 to 74	14.7	10.4	141
75 to 84	7.1	5.4	132
85+	2.4	2.3	103
Home Language			
English	6.8	67.4	10
French	92.1	20.1	458
Non-Official	1.1	12.4	9
Immigration			
Immigrant Population	2.6	23.0	11
Before 2001	60.7	47.6	127
2001 to 2005	9.4	10.5	89
2006 to 2010	9.8	12.0	81
2011 to 2016	9.3	13.8	67
2017 to present	10.9	16.0	68
Visible Minority			
Vis Min Presence	1.3	25.8	5
Marital Status			
Single	24.5	29.0	85
Married/Common Law	61.6	56.9	108
Wid/Div/Sep	13.8	14.1	98
Mode of Transport			
Car	91.5	78.5	117
Public Transit	1.5	13.0	12
Class of worker			
Employed	55.4	61.2	91
*Index of 100 is average			

	Group %	Canada %	Index*
Occupation			
Agriculture	4.4	1.5	296
White Collar	15.1	22.3	68
Grey Collar	20.3	25.2	80
Blue Collar	22.1	16.2	136
Education			
No High School	25.8	16.5	157
High School	23.2	26.6	87
Trade School	20.8	9.2	226
College	16.9	20.0	84
Some University	2.3	2.3	101
University	10.9	25.4	43
Income			
Avg Hhd Income	$77,323	$104,603	74
Households			
Maintainer Age			
Under 25	2.2	3.0	72
25 to 34	10.3	14.6	70
35 to 44	14.0	17.6	80
45 to 54	15.9	18.1	88
55 to 64	23.3	20.3	115
65 to 74	20.9	15.5	135
75+	13.4	11.0	122
Size			
1 person	29.8	28.3	105
2 people	40.5	34.3	118
3 people	13.5	15.2	89
4+ people	16.2	22.2	73
Family Status			
Non-Family	32.0	32.6	98
Couples with Kids	24.6	29.4	84
Couples, no Kids	34.1	27.2	125
Lone-Parent	9.3	10.8	87

	Group %	Canada %	Index*
Age of Children			
Kids under 5	16.8	16.8	100
5 to 9	18.9	17.9	105
10 to 14	18.0	17.6	102
15 to 19	17.1	17.5	98
20 to 24	12.1	13.4	90
25+	17.1	16.7	103
Dwellings			
Tenure			
Own	80.2	67.7	119
Rent	19.5	31.9	61
Band Housing	0.3	0.4	67
Period of Construction			
Before 1960	27.2	20.7	132
1961 to 1980	30.7	28.7	107
1981 to 1990	12.7	12.9	99
1991 to 2000	10.2	12.1	85
2001 to 2005	4.5	6.4	70
2006 to 2010	5.6	7.2	78
2011 to 2016	4.9	6.7	74
2017 to present	4.1	5.3	77
Type			
Single-detached	80.7	52.8	153
Semi-detached	3.2	5.0	64
Row	0.9	6.6	14
Duplex	4.4	5.7	76
Lowrise (<5 Stories)	8.1	18.1	45
Highrise (5+ Stories)	0.1	10.2	1
Mobile	1.9	1.3	145