PRIZM

Social Groups

SESI	SG	LS	Name	Population	Households	Size (%)	Official Language	Cultural Diversity Index	Average Income ($)	Income Level	Age of Maintainer	Family Status
1	U1	M1	The A-List	278,853	90,597	0.60	English	Low	574,521	Very Wealthy	Mixed	Families/Couples
2	U1	M1	Wealthy & Wise	374,582	127,189	0.85	English	Low	264,243	Wealthy	Older & Mature	Families/Couples
6	U1	F1	Downtown Verve	455,149	184,488	1.23	English	Low	179,524	Upscale	Younger & Middle-Aged	Mixed
4	S1	F3	Turbo Burbs	525,265	173,507	1.15	English	Low	220,765	Upscale	Middle-Aged	Families/Couples
5	S1	F2	First-Class Families	737,286	229,346	1.53	English	Low	190,168	Upscale	Middle-Aged	Families
9	S1	M1	Boomer Bliss	634,472	246,134	1.64	English	Low	145,894	Upscale	Older & Mature	Couples/Families
8	S2	F2	Multiculture-ish	845,668	240,047	1.60	Non-Official	High	162,311	Upscale	Middle-Aged	Families
11	S2	Y3	Modern Suburbia	972,209	309,690	2.06	Non-Official	High	141,415	Upper-Middle	Younger & Middle-Aged	Families
3	F1	F2	Asian Sophisticates	387,710	114,383	0.76	Non-Official	High	155,652	Upscale	Middle-Aged	Families
7	F1	M1	Mature & Secure	694,493	233,501	1.55	English	Medium	170,885	Upscale	Older & Mature	Families/Couples
18	F1	F2	Multicultural Corners	854,193	277,197	1.84	Non-Official	High	132,833	Upper-Middle	Middle-Aged	Families
19	S3	F3	Family Mode	1,036,868	338,631	2.25	English	Low	145,442	Upscale	Middle-Aged	Families
24	S3	Y3	All-Terrain Families	427,334	146,713	0.98	English	Low	137,843	Upper-Middle	Younger & Middle-Aged	Families
25	S3	F3	Suburban Sports	969,065	345,953	2.30	English	Low	127,534	Upper-Middle	Younger & Middle-Aged	Families/Couples
14	R1	F3	Kick-Back Country	553,854	192,103	1.28	English	Low	149,823	Upscale	Middle-Aged	Families/Couples
26	R1	F3	Country Traditions	900,620	333,167	2.22	English	Low	125,207	Upper-Middle	Middle-Aged & Older	Couples/Families
33	R1	F3	New Country	615,495	218,590	1.45	English	Low	104,556	Middle	Middle-Aged	Couples/Families
13	S4	F2	Vie de Rêve	552,694	185,789	1.24	French	Low	185,568	Upscale	Middle-Aged	Families
29	S4	F3	C'est Tiguidou	1,001,831	381,474	2.54	French	Low	118,288	Upper-Middle	Middle-Aged & Older	Couples/Families
34	S4	F3	Familles Typiques	639,105	244,593	1.63	French	Low	112,685	Middle	Younger & Middle-Aged	Families
38	S5	F3	Stressed in Suburbia	697,726	254,633	1.69	English	Low	105,873	Middle	Younger & Middle-Aged	Families
43	S5	F3	Happy Medium	474,315	187,165	1.25	English	Low	101,714	Middle	Mixed	Couples/Families
10	F2	F2	Asian Achievement	524,668	161,005	1.07	Non-Official	High	117,224	Upper-Middle	Middle-Aged & Older	Families
20	F2	Y2	New Asian Heights	404,136	201,010	1.34	Non-Official	High	84,831	Lower-Middle	Younger	Singles/Couples
27	F2	F3	Diversité Nouvelle	606,126	219,494	1.46	Non-Official	High	115,845	Upper-Middle	Younger & Middle-Aged	Families
16	U2	M1	Savvy Seniors	736,121	326,825	2.17	English	Low	120,453	Upper-Middle	Older	Singles/Couples
23	U2	M1	Mid-City Mellow	843,045	307,379	2.04	English	Low	115,193	Upper-Middle	Older & Mature	Families/Couples
36	U2	F3	Middle-Class Mosaic	604,836	213,828	1.42	English	High	95,431	Middle	Mixed	Mixed
51	U2	M2	On Their Own Again	458,696	276,631	1.84	English	High	64,201	Downscale	Older	Singles
30	F3	F2	South Asian Society	344,606	91,975	0.61	Non-Official	High	101,026	Middle	Middle-Aged	Families
31	F3	F3	Metro Melting Pot	828,461	275,619	1.83	Non-Official	High	100,322	Middle	Middle-Aged & Older	Families
32	F3	F1	Diverse & Determined	581,301	256,667	1.71	English	High	95,527	Middle	Younger & Middle-Aged	Single/Families
41	R2	M1	Down to Earth	985,332	392,664	2.61	English	Low	98,537	Middle	Older	Couples/Families
48	R2	F3	Agri-Biz	382,695	136,698	0.91	English	Low	92,796	Middle	Middle-Aged & Older	Couples/Families
49	R2	M2	Backcountry Boomers	789,460	347,138	2.31	English	Low	82,900	Lower-Middle	Older	Couples/Singles
50	R2	M2	Country & Western	693,941	264,169	1.76	English	Low	95,438	Middle	Older	Singles/Couples
12	U3	Y1	Eat, Play, Love	668,629	401,632	2.67	English	High	133,022	Upper-Middle	Younger	Singles
22	U3	Y2	Indieville	484,529	203,562	1.35	English	Low	114,359	Upper-Middle	Younger & Middle-Aged	Singles/Couples
40	U3	Y1	Les Énerjeunes	437,184	240,539	1.60	French	Low	74,565	Lower-Middle	Young	Singles
47	U3	Y1	Social Networkers	340,140	193,252	1.29	Non-Official	High	59,120	Low	Young	Singles
55	U3	F1	Enclaves Multiethniques	437,563	181,326	1.21	Non-Official	High	61,348	Downscale	Younger & Middle-Aged	Singles/Families
37	T1	F1	Keep on Trucking	181,542	73,732	0.49	English	Low	114,298	Upper-Middle	Younger & Middle-Aged	Mixed
58	T1	M1	Old Town Roads	349,562	147,911	0.98	English	Low	75,631	Lower-Middle	Older	Couples/Singles
66	T1	F2	Indigenous Families	519,362	169,626	1.13	Non-Official	Low	81,938	Lower-Middle	Younger & Middle-Aged	Families
21	S6	M2	Scenic Retirement	509,174	220,911	1.47	English	Low	109,329	Middle	Older & Mature	Couples/Singles
45	S6	M1	Slow-Lane Suburbs	458,876	200,429	1.33	English	Low	90,898	Middle	Older & Mature	Singles/Couples
53	S6	M2	Silver Flats	205,720	122,188	0.81	English	Low	61,400	Downscale	Mature	Singles
62	S6	M2	Suburban Recliners	484,561	243,998	1.62	English	Low	67,311	Downscale	Older	Singles/Couples
15	U4	F2	South Asian Enterprise	881,261	221,110	1.47	Non-Official	High	121,550	Upper-Middle	Middle-Aged	Families
17	U4	F3	Asian Avenues	256,143	85,085	0.57	Non-Official	High	104,925	Middle	Mixed	Families/Singles
61	U4	F3	Came From Away	737,218	307,639	2.05	Non-Official	High	65,982	Downscale	Middle-Aged	Singles/Families
64	U4	F3	Midtown Movers	447,610	162,436	1.08	Non-Official	High	68,333	Lower-Middle	Younger & Middle-Aged	Families/Singles
35	S7	M1	Vie Dynamique	425,921	188,137	1.25	French	Low	95,544	Middle	Older	Couples/Singles
42	S7	F1	Banlieues Tranquilles	307,665	124,241	0.83	French	Low	101,092	Middle	Middle-Aged & Older	Couples/Families
59	S7	F1	La Vie Simple	448,157	215,310	1.43	French	Low	73,685	Lower-Middle	Mixed	Singles/Couples
46	R3	M1	Patrimoine Rustique	339,589	153,140	1.02	French	Low	91,132	Middle	Older	Couples/Singles
54	R3	F3	Vie au Village	724,635	301,884	2.01	French	Low	81,781	Lower-Middle	Middle-Aged	Mixed
63	R3	M1	Amants de la Nature	487,947	223,148	1.48	French	Low	76,523	Lower-Middle	Older	Couples/Singles
28	U5	Y1	Latte Life	191,417	117,174	0.78	English	Low	95,495	Middle	Younger	Singles
52	U5	Y2	Friends & Roomies	692,628	349,766	2.33	English	High	70,319	Lower-Middle	Young	Singles/Families
57	U5	Y2	Juggling Acts	509,436	215,667	1.43	English	Low	84,051	Lower-Middle	Younger	Singles/Families
60	U5	F1	Value Villagers	544,485	233,657	1.55	English	Low	74,040	Lower-Middle	Mixed	Mixed
67	U5	Y2	Just Getting By	708,515	360,871	2.40	English	Low	47,731	Low	Younger	Singles/Families
39	U6	F1	Évolution Urbaine	331,024	151,110	1.01	French	Low	89,947	Middle	Mixed	Singles/Families
44	U6	M2	Un Grand Cru	266,038	131,995	0.88	French	Low	88,968	Middle	Older & Mature	Singles/Couples
56	U6	Y2	Jeunes Biculturels	413,955	205,287	1.37	French	Medium	63,082	Downscale	Younger & Middle-Aged	Singles/Families
65	U6	M2	Âgés & Traditionnels	613,042	359,089	2.39	French	Low	49,895	Low	Older	Singles

SESI	SG	LS	Name	Education	Job Type	Age of Children	Dwelling Type	Residency
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
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
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
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	5-24	Single Detached/Semi/Row	Own
25	S3	F3	Suburban Sports	Mixed	Service Sector/Blue Collar	<15	Single Detached/Duplex	Own
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
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
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
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
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
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
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/White Collar	5-24	Low Rise Apt/Duplex	Rent
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	Own
66	T1	F2	Indigenous Families	Grade 9/High School	Mixed	<15	Single Detached	Band
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
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/University/Grade 9	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
35	S7	M1	Vie Dynamique	Mixed	Service Sector/White Collar	10+	Single Detached/Low Rise Apt/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
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
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	Mixed	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

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
U1 URBAN ELITE — OLDER FAMILIES & EMPTY NESTS M1	U1 URBAN ELITE — OLDER FAMILIES & EMPTY NESTS M1	U1 URBAN ELITE — SCHOOL-AGE FAMILIES F1
Very wealthy cosmopolitan families and couples	Wealthy, older and mature city sophisticates	Younger and middle-aged upscale city dwellers

Population	Group %	Canada %	Index*
Age			
Under 5	4.6	5.1	90
5 to 14	10.7	10.8	99
15 to 24	12.9	11.8	109
25 to 44	24.9	27.4	91
45 to 64	28.4	26.5	107
65 to 74	11.1	10.7	104
75 to 84	5.3	5.5	96
85+	2.1	2.3	92
Home Language			
English	85.6	67.5	127
French	4.6	20.2	23
Non-Official	9.7	12.4	79
Immigration			
Immigrant Population	24.7	22.4	110
Before 2001	60.2	47.4	127
2001 to 2005	8.2	10.4	79
2006 to 2010	8.5	11.9	72
2011 to 2016	8.8	13.7	64
2017 to present	14.3	16.6	86
Visible Minority			
Vis Min Presence	23.3	25.4	92
Marital Status			
Single	28.4	28.9	98
Married/Common Law	61.0	56.9	107
Wid/Div/Sep	10.6	14.2	75
Mode of Transport			
Car	67.7	79.2	85
Public Transit	19.9	12.5	159
Class of worker			
Employed	64.8	59.0	110

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	0.4	2.4	17
White Collar	52.6	35.0	150
Grey Collar	33.4	39.5	85
Blue Collar	14.0	25.5	55
Education			
No High School	7.7	15.9	49
High School	18.8	26.6	71
Trade School	2.9	9.1	32
College	13.8	20.2	68
Some University	1.9	2.2	86
University	54.8	26.0	211
Income			
Avg Hhd Income	$295 268	$109 506	270
Households			
Maintainer Age			
Under 25	1.7	3.0	56
25 to 34	10.0	14.7	68
35 to 44	16.7	17.7	94
45 to 54	20.2	17.8	114
55 to 64	22.2	20.0	111
65 to 74	17.3	15.7	110
75+	11.9	11.1	108
Size			
1 person	20.5	28.3	72
2 people	33.4	34.3	97
3 people	17.1	15.2	113
4+ people	28.9	22.2	130
Family Status			
Non-Family	24.8	32.6	76
Couples with Kids	38.6	29.4	131
Couples, no Kids	28.6	27.2	105
Lone-Parent	8.0	10.8	75

	Group %	Canada %	Index*
Age of Children			
Kids under 5	13.8	16.7	83
5 to 9	15.8	17.8	89
10 to 14	17.4	17.5	99
15 to 19	17.9	17.1	105
20 to 24	15.6	13.5	116
25+	19.5	17.5	112
Dwellings			
Tenure			
Own	80.7	67.6	119
Rent	19.3	31.9	61
Band Housing	0.0	0.4	0
Period of Construction			
Before 1960	45.7	21.1	217
1961 to 1980	17.3	27.8	62
1981 to 1990	10.0	13.3	75
1991 to 2000	8.4	11.9	70
2001 to 2005	5.1	6.7	76
2006 to 2010	4.9	7.5	65
2011 to 2016	4.4	6.9	65
2017 to present	4.3	4.9	88
Type			
Single-detached	58.3	52.7	111
Semi-detached	10.3	5.1	203
Row	5.4	6.6	82
Duplex	7.8	5.7	135
Lowrise (<5 Stories)	15.1	18.1	83
Highrise (5+ Stories)	3.0	10.2	29
Mobile	0.0	1.3	2

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
S1 SUBURBAN ELITE | MIDDLE-AGE FAMILIES F3
Middle-aged upscale suburbanites.

05 FIRST-CLASS FAMILIES
S1 SUBURBAN ELITE | LARGE DIVERSE FAMILIES F2
Large, well-off suburban families.

09 BOOMER BLISS
S1 SUBURBAN ELITE | OLDER FAMILIES & EMPTY NESTS M1
Older and mature, upper-middle-income suburbanites.

Population	Group %	Canada %	Index*
Age			
Under 5	4.0	5.1	79
5 to 14	10.9	10.8	101
15 to 24	13.8	11.8	116
25 to 44	21.5	27.4	78
45 to 64	30.2	26.5	114
65 to 74	12.0	10.7	113
75 to 84	5.6	5.5	103
85+	1.9	2.3	84
Home Language			
English	91.4	67.5	135
French	1.9	20.2	10
Non-Official	6.7	12.4	54
Immigration			
Immigrant Population	18.3	22.4	82
Before 2001	63.1	47.4	133
2001 to 2005	8.7	10.4	83
2006 to 2010	7.5	11.9	63
2011 to 2016	6.6	13.7	49
2017 to present	14.1	16.6	85
Visible Minority			
Vis Min Presence	16.2	25.4	64
Marital Status			
Single	24.9	28.9	86
Married/Common Law	65.0	56.9	114
Wid/Div/Sep	10.1	14.2	71
Mode of Transport			
Car	88.8	79.2	112
Public Transit	6.3	12.5	51
Class of worker			
Employed	62.5	59.0	106

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	1.1	2.4	48
White Collar	41.3	35.0	118
Grey Collar	37.4	39.5	95
Blue Collar	21.3	25.5	83
Education			
No High School	10.3	15.9	65
High School	25.7	26.6	97
Trade School	6.0	9.1	66
College	21.7	20.2	108
Some University	2.0	2.2	94
University	34.1	26.0	131
Income			
Avg Hhd Income	$181 557	$109 506	166
Households			
Maintainer Age			
Under 25	0.8	3.0	29
25 to 34	7.8	14.7	53
35 to 44	13.9	17.7	78
45 to 54	20.6	17.8	116
55 to 64	25.5	20.0	127
65 to 74	19.1	15.7	122
75+	12.3	11.1	111
Size			
1 person	13.8	28.3	49
2 people	36.0	34.3	105
3 people	17.8	15.2	117
4+ people	32.3	22.2	146
Family Status			
Non-Family	15.5	32.6	47
Couples with Kids	43.4	29.4	148
Couples, no Kids	33.4	27.2	123
Lone-Parent	7.6	10.8	71

	Group %	Canada %	Index*
Age of Children			
Kids under 5	11.4	16.7	68
5 to 9	14.7	17.8	83
10 to 14	17.6	17.5	101
15 to 19	19.7	17.1	115
20 to 24	17.0	13.5	127
25+	19.5	17.5	111
Dwellings			
Tenure			
Own	93.3	67.6	138
Rent	6.6	31.9	21
Band Housing	0.0	0.4	3
Period of Construction			
Before 1960	10.1	21.1	48
1961 to 1980	22.2	27.8	80
1981 to 1990	20.8	13.3	156
1991 to 2000	21.5	11.9	181
2001 to 2005	10.0	6.7	150
2006 to 2010	6.5	7.5	87
2011 to 2016	4.3	6.9	63
2017 to present	4.6	4.9	95
Type			
Single-detached	87.5	52.7	166
Semi-detached	2.7	5.1	53
Row	3.9	6.6	59
Duplex	3.2	5.7	56
Lowrise (<5 Stories)	1.7	18.1	9
Highrise (5+ Stories)	0.6	10.2	6
Mobile	0.3	1.3	21

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
S2 UPSCALE SUBURBAN DIVERSITY — LARGE DIVERSE FAMILIES **F2**
Upscale, multi-ethnic suburban families

11 MODERN SUBURBIA
S2 UPSCALE SUBURBAN DIVERSITY — YOUNG FAMILIES **Y3**
Multi-ethnic younger and middle-aged suburbanites

Population	Group %	Canada %	Index*
Age			
Under 5	7.6	5.1	149
5 to 14	15.5	10.8	143
15 to 24	12.7	11.8	108
25 to 44	32.9	27.4	120
45 to 64	23.3	26.5	88
65 to 74	5.3	10.7	50
75 to 84	2.1	5.5	38
85+	0.6	2.3	25
Home Language			
English	73.6	67.5	109
French	2.0	20.2	10
Non-Official	24.4	12.4	197
Immigration			
Immigrant Population	40.1	22.4	178
Before 2001	35.7	47.4	75
2001 to 2005	13.4	10.4	128
2006 to 2010	12.8	11.9	108
2011 to 2016	12.0	13.7	88
2017 to present	26.1	16.6	157
Visible Minority			
Vis Min Presence	55.9	25.4	220
Marital Status			
Single	25.3	28.9	87
Married/Common Law	66.3	56.9	117
Wid/Div/Sep	8.4	14.2	59
Mode of Transport			
Car	85.5	79.2	108
Public Transit	11.6	12.5	93
Class of worker			
Employed	69.2	59.0	117

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	0.4	2.4	16
White Collar	39.2	35.0	112
Grey Collar	37.5	39.5	95
Blue Collar	23.2	25.5	91
Education			
No High School	10.8	15.9	68
High School	23.4	26.6	88
Trade School	4.8	9.1	53
College	19.3	20.2	95
Some University	2.4	2.2	110
University	39.4	26.0	151
Income			
Avg Hhd Income	$150 539	$109 506	137
Households			
Maintainer Age			
Under 25	1.8	3.0	62
25 to 34	17.8	14.7	121
35 to 44	29.3	17.7	166
45 to 54	25.2	17.8	141
55 to 64	15.6	20.0	78
65 to 74	7.3	15.7	46
75+	3.0	11.1	27
Size			
1 person	11.6	28.3	41
2 people	24.6	34.3	72
3 people	20.5	15.2	135
4+ people	43.3	22.2	195
Family Status			
Non-Family	14.6	32.6	45
Couples with Kids	54.6	29.4	186
Couples, no Kids	22.6	27.2	83
Lone-Parent	8.2	10.8	76

	Group %	Canada %	Index*
Age of Children			
Kids under 5	20.1	16.7	120
5 to 9	20.6	17.8	116
10 to 14	18.9	17.5	108
15 to 19	15.5	17.1	90
20 to 24	11.7	13.5	87
25+	13.2	17.5	76
Dwellings			
Tenure			
Own	87.9	67.6	130
Rent	12.1	31.9	38
Band Housing	0.0	0.4	0
Period of Construction			
Before 1960	0.7	21.1	4
1961 to 1980	1.8	27.8	7
1981 to 1990	4.1	13.3	31
1991 to 2000	9.5	11.9	80
2001 to 2005	16.2	6.7	242
2006 to 2010	26.4	7.5	351
2011 to 2016	32.9	6.9	480
2017 to present	8.3	4.9	170
Type			
Single-detached	64.5	52.7	122
Semi-detached	8.6	5.1	170
Row	17.7	6.6	268
Duplex	2.4	5.7	41
Lowrise (<5 Stories)	5.8	18.1	32
Highrise (5+ Stories)	0.9	10.2	9
Mobile	0.1	1.3	5

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 — F1 UPSCALE URBAN FRINGE / LARGE DIVERSE FAMILIES F2 — Upscale, middle-aged Asian families

07 MATURE & SECURE — F1 UPSCALE URBAN FRINGE / OLDER FAMILIES & EMPTY NESTS M1 — Older and mature upscale city dwellers

18 MULTICULTURAL CORNERS — F1 UPSCALE URBAN FRINGE / LARGE DIVERSE FAMILIES F2 — Diverse, upper-middle-income city families

Population	Group %	Canada %	Index*
Age			
Under 5	4.5	5.1	89
5 to 14	10.9	10.8	101
15 to 24	13.6	11.8	115
25 to 44	24.5	27.4	90
45 to 64	28.8	26.5	109
65 to 74	10.4	10.7	98
75 to 84	5.2	5.5	94
85+	2.0	2.3	88
Home Language			
English	74.6	67.5	111
French	2.1	20.2	10
Non-Official	23.3	12.4	188
Immigration			
Immigrant Population	39.4	22.4	175
Before 2001	55.4	47.4	117
2001 to 2005	11.2	10.4	107
2006 to 2010	10.3	11.9	86
2011 to 2016	9.2	13.7	67
2017 to present	14.0	16.6	84
Visible Minority			
Vis Min Presence	44.0	25.4	173
Marital Status			
Single	28.0	28.9	97
Married/Common Law	61.2	56.9	108
Wid/Div/Sep	10.8	14.2	76
Mode of Transport			
Car	79.8	79.2	101
Public Transit	15.3	12.5	123
Class of worker			
Employed	59.9	59.0	101

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	0.4	2.4	17
White Collar	42.6	35.0	122
Grey Collar	38.0	39.5	96
Blue Collar	19.4	25.5	76
Education			
No High School	11.4	15.9	72
High School	25.0	26.6	94
Trade School	4.5	9.1	50
College	18.1	20.2	90
Some University	2.3	2.2	104
University	38.7	26.0	149
Income			
Avg Hhd Income	$151 223	$109 506	138
Households			
Maintainer Age			
Under 25	0.9	3.0	32
25 to 34	8.5	14.7	58
35 to 44	16.4	17.7	93
45 to 54	21.9	17.8	123
55 to 64	23.6	20.0	118
65 to 74	16.5	15.7	105
75+	12.1	11.1	109
Size			
1 person	13.3	28.3	47
2 people	29.7	34.3	87
3 people	20.3	15.2	134
4+ people	36.7	22.2	165
Family Status			
Non-Family	16.2	32.6	50
Couples with Kids	47.3	29.4	161
Couples, no Kids	26.6	27.2	98
Lone-Parent	9.9	10.8	92

	Group %	Canada %	Index*
Age of Children			
Kids under 5	12.4	16.7	74
5 to 9	14.5	17.8	82
10 to 14	16.2	17.5	93
15 to 19	17.7	17.1	103
20 to 24	16.5	13.5	123
25+	22.7	17.5	130
Dwellings			
Tenure			
Own	89.9	67.6	133
Rent	10.1	31.9	32
Band Housing	0.0	0.4	0
Period of Construction			
Before 1960	15.1	21.1	72
1961 to 1980	24.0	27.8	86
1981 to 1990	17.8	13.3	134
1991 to 2000	19.0	11.9	161
2001 to 2005	10.6	6.7	158
2006 to 2010	5.8	7.5	77
2011 to 2016	4.0	6.9	58
2017 to present	3.7	4.9	76
Type			
Single-detached	74.4	52.7	141
Semi-detached	5.3	5.1	104
Row	11.3	6.6	171
Duplex	5.3	5.7	92
Lowrise (<5 Stories)	2.2	18.1	12
Highrise (5+ Stories)	1.4	10.2	13
Mobile	0.1	1.3	4

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.
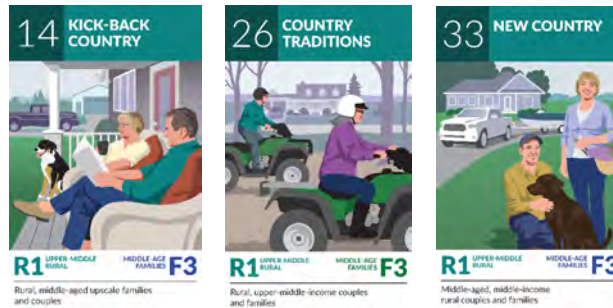

	Group %	Canada %	Index*
Population			
Age			
Under 5	6.4	5.1	126
5 to 14	13.9	10.8	128
15 to 24	12.6	11.8	106
25 to 44	29.2	27.4	106
45 to 64	25.7	26.5	97
65 to 74	7.9	10.7	75
75 to 84	3.3	5.5	60
85+	1.1	2.3	47
Home Language			
English	93.8	67.5	139
French	1.2	20.2	6
Non-Official	5.0	12.4	41
Immigration			
Immigrant Population	12.9	22.4	57
Before 2001	50.1	47.4	106
2001 to 2005	8.9	10.4	85
2006 to 2010	10.9	11.9	92
2011 to 2016	11.1	13.7	81
2017 to present	18.9	16.6	114
Visible Minority			
Vis Min Presence	13.2	25.4	52
Marital Status			
Single	24.4	28.9	84
Married/Common Law	64.3	56.9	113
Wid/Div/Sep	11.3	14.2	80
Mode of Transport			
Car	91.2	79.2	115
Public Transit	4.1	12.5	33
Class of worker			
Employed	68.6	59.0	116

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	1.4	2.4	60
White Collar	32.4	35.0	92
Grey Collar	39.2	39.5	99
Blue Collar	28.4	25.5	112
Education			
No High School	13.2	15.9	83
High School	29.8	26.6	112
Trade School	9.0	9.1	99
College	24.7	20.2	122
Some University	1.9	2.2	87
University	21.6	26.0	83
Income			
Avg Hhd Income	$136 648	$109 506	125
Households			
Maintainer Age			
Under 25	2.0	3.0	69
25 to 34	15.9	14.7	108
35 to 44	23.3	17.7	132
45 to 54	21.3	17.8	120
55 to 64	18.9	20.0	94
65 to 74	12.1	15.7	77
75+	6.4	11.1	57
Size			
1 person	16.0	28.3	56
2 people	33.1	34.3	97
3 people	18.7	15.2	123
4+ people	32.1	22.2	145
Family Status			
Non-Family	19.3	32.6	59
Couples with Kids	41.7	29.4	142
Couples, no Kids	28.6	27.2	105
Lone-Parent	10.3	10.8	96

	Group %	Canada %	Index*
Age of Children			
Kids under 5	18.7	16.7	112
5 to 9	20.2	17.8	114
10 to 14	19.5	17.5	112
15 to 19	17.2	17.1	100
20 to 24	11.7	13.5	87
25+	12.6	17.5	72
Dwellings			
Tenure			
Own	85.0	67.6	126
Rent	15.0	31.9	47
Band Housing	0.1	0.4	16
Period of Construction			
Before 1960	6.6	21.1	31
1961 to 1980	19.3	27.8	69
1981 to 1990	11.7	13.3	88
1991 to 2000	14.7	11.9	124
2001 to 2005	12.1	6.7	181
2006 to 2010	16.1	7.5	214
2011 to 2016	13.5	6.9	197
2017 to present	6.1	4.9	124
Type			
Single-detached	73.4	52.7	139
Semi-detached	6.1	5.1	121
Row	7.1	6.6	108
Duplex	6.7	5.7	116
Lowrise (<5 Stories)	4.3	18.1	24
Highrise (5+ Stories)	0.5	10.2	5
Mobile	1.7	1.3	127

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.
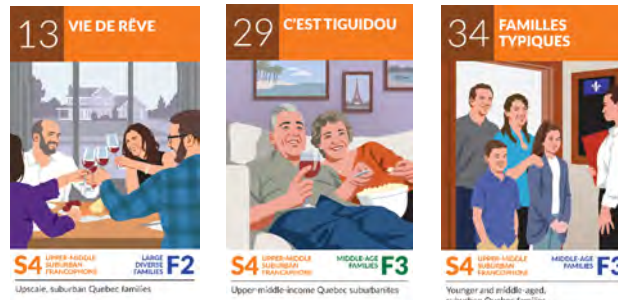
14 KICK-BACK COUNTRY
R1 UPPER-MIDDLE RURAL — MIDDLE AGE FAMILIES F3
Rural, middle-aged upscale families and couples

26 COUNTRY TRADITIONS
R1 UPPER-MIDDLE RURAL — MIDDLE AGE FAMILIES F3
Rural, upper-middle-income couples and families

33 NEW COUNTRY
R1 UPPER-MIDDLE RURAL — MIDDLE AGE FAMILIES F3
Middle-aged, middle-income rural couples and families

Population	Group %	Canada %	Index*
Age			
Under 5	5.2	5.1	102
5 to 14	11.9	10.8	110
15 to 24	12.1	11.8	102
25 to 44	22.7	27.4	83
45 to 64	29.1	26.5	110
65 to 74	11.9	10.7	112
75 to 84	5.3	5.5	97
85+	1.7	2.3	76
Home Language			
English	94.8	67.5	141
French	2.0	20.2	10
Non-Official	3.1	12.4	25
Immigration			
Immigrant Population	8.6	22.4	38
Before 2001	69.0	47.4	146
2001 to 2005	6.3	10.4	60
2006 to 2010	7.1	11.9	60
2011 to 2016	5.9	13.7	43
2017 to present	11.6	16.6	70
Visible Minority			
Vis Min Presence	3.7	25.4	14
Marital Status			
Single	22.7	28.9	79
Married/Common Law	65.5	56.9	115
Wid/Div/Sep	11.8	14.2	83
Mode of Transport			
Car	93.4	79.2	118
Public Transit	1.6	12.5	13
Class of worker			
Employed	62.9	59.0	107

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	7.4	2.4	316
White Collar	28.8	35.0	82
Grey Collar	35.3	39.5	89
Blue Collar	35.9	25.5	141
Education			
No High School	16.9	15.9	107
High School	29.3	26.6	110
Trade School	10.2	9.1	112
College	24.9	20.2	123
Some University	1.7	2.2	78
University	17.0	26.0	65
Income			
Avg Hhd Income	$125 496	$109 506	115
Households			
Maintainer Age			
Under 25	1.6	3.0	53
25 to 34	11.0	14.7	75
35 to 44	15.9	17.7	90
45 to 54	18.8	17.8	106
55 to 64	23.5	20.0	117
65 to 74	18.1	15.7	115
75+	11.0	11.1	100
Size			
1 person	18.1	28.3	64
2 people	39.4	34.3	115
3 people	16.0	15.2	105
4+ people	26.5	22.2	120
Family Status			
Non-Family	20.4	32.6	63
Couples with Kids	36.1	29.4	123
Couples, no Kids	35.2	27.2	129
Lone-Parent	8.2	10.8	76

	Group %	Canada %	Index*
Age of Children			
Kids under 5	15.9	16.7	95
5 to 9	18.0	17.8	102
10 to 14	18.8	17.5	108
15 to 19	18.5	17.1	108
20 to 24	13.6	13.5	101
25+	15.1	17.5	86
Dwellings			
Tenure			
Own	87.5	67.6	129
Rent	11.9	31.9	37
Band Housing	0.6	0.4	135
Period of Construction			
Before 1960	21.9	21.1	104
1961 to 1980	26.1	27.8	94
1981 to 1990	14.2	13.3	106
1991 to 2000	13.6	11.9	115
2001 to 2005	6.7	6.7	101
2006 to 2010	7.1	7.5	94
2011 to 2016	5.5	6.9	80
2017 to present	4.8	4.9	98
Type			
Single-detached	89.1	52.7	169
Semi-detached	1.8	5.1	35
Row	1.5	6.6	23
Duplex	1.5	5.7	27
Lowrise (<5 Stories)	2.5	18.1	14
Highrise (5+ Stories)	0.2	10.2	2
Mobile	3.1	1.3	233

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
S4 UPPER-MIDDLE SUBURBAN FRANCOPHONE / LARGE DIVERSE FAMILIES F2	S4 UPPER-MIDDLE SUBURBAN FRANCOPHONE / MIDDLE-AGE FAMILIES F3	S4 UPPER-MIDDLE SUBURBAN FRANCOPHONE / MIDDLE-AGE FAMILIES F3
Upscale, suburban Quebec families	Upper-middle-income Quebec suburbanites	Younger and middle-aged, suburban Quebec families

Population	Group %	Canada %	Index*
Age			
Under 5	5.3	5.1	105
5 to 14	13.0	10.8	121
15 to 24	11.6	11.8	98
25 to 44	24.9	27.4	91
45 to 64	28.8	26.5	109
65 to 74	10.5	10.7	98
75 to 84	4.7	5.5	85
85+	1.2	2.3	54
Home Language			
English	5.8	67.5	9
French	91.5	20.2	454
Non-Official	2.7	12.4	22
Immigration			
Immigrant Population	7.0	22.4	31
Before 2001	46.2	47.4	98
2001 to 2005	14.7	10.4	141
2006 to 2010	14.4	11.9	121
2011 to 2016	9.0	13.7	66
2017 to present	15.7	16.6	95
Visible Minority			
Vis Min Presence	7.6	25.4	30
Marital Status			
Single	24.5	28.9	85
Married/Common Law	65.6	56.9	115
Wid/Div/Sep	9.9	14.2	69
Mode of Transport			
Car	88.2	79.2	111
Public Transit	7.8	12.5	63
Class of worker			
Employed	68.8	59.0	117

	Group %	Canada %	Index*
Occupation			
Agriculture	0.8	2.4	36
White Collar	36.3	35.0	104
Grey Collar	39.8	39.5	101
Blue Collar	23.9	25.5	94
Education			
No High School	12.9	15.9	81
High School	21.8	26.6	82
Trade School	15.8	9.1	173
College	21.4	20.2	106
Some University	3.2	2.2	147
University	24.9	26.0	96
Income			
Avg Hhd Income	$131 996	$109 506	121
Households			
Maintainer Age			
Under 25	1.6	3.0	53
25 to 34	12.3	14.7	84
35 to 44	19.5	17.7	110
45 to 54	20.6	17.8	116
55 to 64	22.0	20.0	110
65 to 74	15.6	15.7	99
75+	8.4	11.1	75
Size			
1 person	17.9	28.3	63
2 people	36.6	34.3	107
3 people	18.0	15.2	119
4+ people	27.6	22.2	124
Family Status			
Non-Family	19.9	32.6	61
Couples with Kids	38.6	29.4	131
Couples, no Kids	31.1	27.2	114
Lone-Parent	10.4	10.8	96

	Group %	Canada %	Index*
Age of Children			
Kids under 5	15.8	16.7	95
5 to 9	18.9	17.8	106
10 to 14	18.9	17.5	108
15 to 19	17.3	17.1	101
20 to 24	13.7	13.5	102
25+	15.3	17.5	88
Dwellings			
Tenure			
Own	89.0	67.6	132
Rent	11.0	31.9	34
Band Housing	0.0	0.4	3
Period of Construction			
Before 1960	7.9	21.1	38
1961 to 1980	26.1	27.8	94
1981 to 1990	16.8	13.3	126
1991 to 2000	15.3	11.9	129
2001 to 2005	9.6	6.7	143
2006 to 2010	10.9	7.5	145
2011 to 2016	8.4	6.9	122
2017 to present	5.0	4.9	103
Type			
Single-detached	73.5	52.7	140
Semi-detached	9.1	5.1	180
Row	3.0	6.6	45
Duplex	3.8	5.7	66
Lowrise (<5 Stories)	9.0	18.1	50
Highrise (5+ Stories)	0.6	10.2	6
Mobile	0.7	1.3	54

*Index of 100 is average

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
S5 MIDDLE-CLASS SUBURBIA — MIDDLE-AGE FAMILIES F3
Middle-income, younger and middle-aged suburban families

43 HAPPY MEDIUM
S5 MIDDLE-CLASS SUBURBIA — MIDDLE-AGE FAMILIES F3
Suburban, middle-income couples and families

Population	Group %	Canada %	Index*
Age			
Under 5	5.2	5.1	103
5 to 14	11.5	10.8	107
15 to 24	12.3	11.8	104
25 to 44	27.5	27.4	100
45 to 64	26.7	26.5	101
65 to 74	10.4	10.7	97
75 to 84	4.8	5.5	88
85+	1.6	2.3	70
Home Language			
English	93.4	67.5	138
French	2.3	20.2	11
Non-Official	4.4	12.4	35
Immigration			
Immigrant Population	11.7	22.4	52
Before 2001	56.3	47.4	119
2001 to 2005	7.7	10.4	74
2006 to 2010	10.4	11.9	87
2011 to 2016	12.2	13.7	89
2017 to present	13.5	16.6	81
Visible Minority			
Vis Min Presence	10.5	25.4	41
Marital Status			
Single	26.6	28.9	92
Married/Common Law	58.6	56.9	103
Wid/Div/Sep	14.8	14.2	104
Mode of Transport			
Car	90.1	79.2	114
Public Transit	4.5	12.5	36
Class of worker			
Employed	62.1	59.0	105

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	1.6	2.4	69
White Collar	30.8	35.0	88
Grey Collar	41.5	39.5	105
Blue Collar	27.7	25.5	109
Education			
No High School	15.9	15.9	100
High School	31.9	26.6	120
Trade School	8.9	9.1	98
College	25.5	20.2	126
Some University	1.6	2.2	75
University	16.3	26.0	62
Income			
Avg Hhd Income	$104 111	$109 506	95
Households			
Maintainer Age			
Under 25	2.3	3.0	78
25 to 34	14.6	14.7	99
35 to 44	18.2	17.7	103
45 to 54	18.4	17.8	103
55 to 64	20.7	20.0	103
65 to 74	15.9	15.7	101
75+	9.9	11.1	90
Size			
1 person	21.0	28.3	74
2 people	36.8	34.3	107
3 people	17.9	15.2	118
4+ people	24.2	22.2	109
Family Status			
Non-Family	25.2	32.6	77
Couples with Kids	31.4	29.4	107
Couples, no Kids	29.6	27.2	109
Lone-Parent	13.8	10.8	128

	Group %	Canada %	Index*
Age of Children			
Kids under 5	16.4	16.7	98
5 to 9	18.1	17.8	102
10 to 14	17.8	17.5	102
15 to 19	17.7	17.1	103
20 to 24	13.3	13.5	99
25+	16.7	17.5	96
Dwellings			
Tenure			
Own	80.0	67.6	118
Rent	19.9	31.9	62
Band Housing	0.1	0.4	35
Period of Construction			
Before 1960	16.1	21.1	77
1961 to 1980	34.5	27.8	124
1981 to 1990	13.9	13.3	105
1991 to 2000	13.2	11.9	111
2001 to 2005	7.1	6.7	106
2006 to 2010	6.3	7.5	83
2011 to 2016	4.2	6.9	62
2017 to present	4.7	4.9	95
Type			
Single-detached	67.2	52.7	128
Semi-detached	11.7	5.1	231
Row	9.0	6.6	136
Duplex	4.5	5.7	78
Lowrise (<5 Stories)	5.4	18.1	30
Highrise (5+ Stories)	0.5	10.2	5
Mobile	1.5	1.3	116

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.
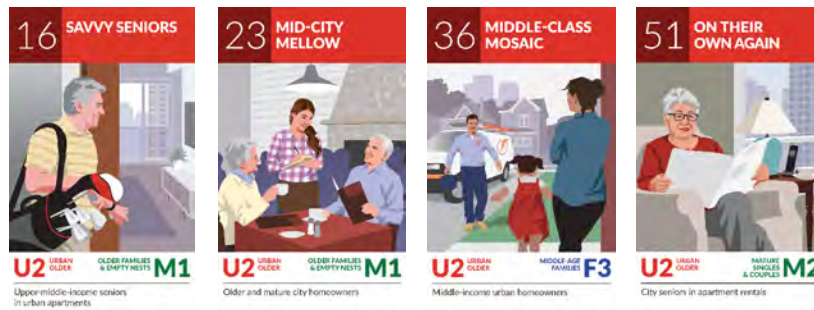

Population	Group %	Canada %	Index*
Age			
Under 5	4.7	5.1	92
5 to 14	9.6	10.8	89
15 to 24	12.3	11.8	104
25 to 44	29.4	27.4	107
45 to 64	26.7	26.5	101
65 to 74	9.9	10.7	93
75 to 84	5.3	5.5	97
85+	2.1	2.3	92
Home Language			
English	40.0	67.5	59
French	23.1	20.2	114
Non-Official	36.9	12.4	298
Immigration			
Immigrant Population	48.1	22.4	214
Before 2001	46.7	47.4	99
2001 to 2005	11.7	10.4	112
2006 to 2010	11.8	11.9	99
2011 to 2016	11.6	13.7	85
2017 to present	18.2	16.6	110
Visible Minority			
Vis Min Presence	59.9	25.4	235
Marital Status			
Single	30.4	28.9	105
Married/Common Law	56.6	56.9	100
Wid/Div/Sep	13.0	14.2	92
Mode of Transport			
Car	70.8	79.2	89
Public Transit	23.7	12.5	190
Class of worker			
Employed	57.3	59.0	97

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	0.4	2.4	15
White Collar	39.5	35.0	113
Grey Collar	41.0	39.5	104
Blue Collar	19.5	25.5	76
Education			
No High School	12.8	15.9	81
High School	25.0	26.6	94
Trade School	6.5	9.1	71
College	17.2	20.2	85
Some University	3.0	2.2	137
University	35.5	26.0	136
Income			
Avg Hhd Income	$105 507	$109 506	96
Households			
Maintainer Age			
Under 25	3.3	3.0	111
25 to 34	15.0	14.7	102
35 to 44	18.2	17.7	103
45 to 54	19.0	17.8	107
55 to 64	19.1	20.0	95
65 to 74	14.4	15.7	91
75+	11.0	11.1	100
Size			
1 person	25.5	28.3	90
2 people	31.5	34.3	92
3 people	18.0	15.2	118
4+ people	25.0	22.2	113
Family Status			
Non-Family	29.9	32.6	92
Couples with Kids	34.4	29.4	117
Couples, no Kids	24.6	27.2	90
Lone-Parent	11.0	10.8	102

	Group %	Canada %	Index*
Age of Children			
Kids under 5	14.8	16.7	88
5 to 9	15.2	17.8	86
10 to 14	14.6	17.5	84
15 to 19	15.7	17.1	92
20 to 24	15.5	13.5	115
25+	24.1	17.5	138
Dwellings			
Tenure			
Own	73.4	67.6	108
Rent	26.6	31.9	83
Band Housing	0.0	0.4	0
Period of Construction			
Before 1960	9.4	21.1	45
1961 to 1980	23.8	27.8	85
1981 to 1990	14.4	13.3	108
1991 to 2000	13.1	11.9	110
2001 to 2005	8.5	6.7	127
2006 to 2010	12.2	7.5	162
2011 to 2016	12.4	6.9	181
2017 to present	6.3	4.9	129
Type			
Single-detached	31.3	52.7	59
Semi-detached	7.7	5.1	151
Row	7.6	6.6	115
Duplex	8.2	5.7	143
Lowrise (<5 Stories)	15.0	18.1	83
Highrise (5+ Stories)	30.0	10.2	293
Mobile	0.0	1.3	3

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.
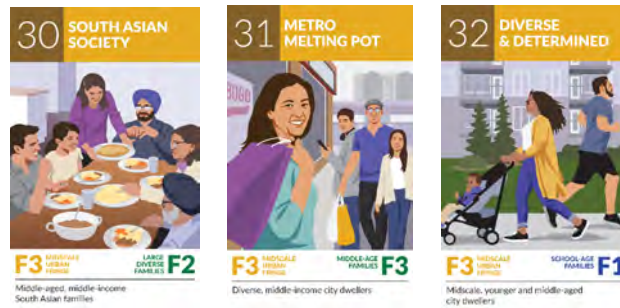

	Group %	Canada %	Index*
Population			
Age			
Under 5	4.3	5.1	85
5 to 14	9.0	10.8	83
15 to 24	11.1	11.8	94
25 to 44	26.4	27.4	96
45 to 64	26.3	26.5	99
65 to 74	12.4	10.7	117
75 to 84	7.4	5.5	135
85+	3.1	2.3	137
Home Language			
English	84.8	67.5	126
French	3.0	20.2	15
Non-Official	12.2	12.4	99
Immigration			
Immigrant Population	26.2	22.4	117
Before 2001	53.4	47.4	113
2001 to 2005	8.3	10.4	80
2006 to 2010	10.5	11.9	88
2011 to 2016	12.8	13.7	94
2017 to present	15.0	16.6	90
Visible Minority			
Vis Min Presence	26.1	25.4	102
Marital Status			
Single	28.4	28.9	98
Married/Common Law	53.9	56.9	95
Wid/Div/Sep	17.7	14.2	125
Mode of Transport			
Car	78.3	79.2	99
Public Transit	13.4	12.5	107
Class of worker			
Employed	53.6	59.0	91

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	0.6	2.4	26
White Collar	36.5	35.0	104
Grey Collar	40.4	39.5	102
Blue Collar	23.1	25.5	90
Education			
No High School	13.9	15.9	88
High School	28.7	26.6	108
Trade School	6.9	9.1	76
College	21.1	20.2	105
Some University	2.0	2.2	93
University	27.2	26.0	105
Income			
Avg Hhd Income	$100 422	$109 506	92
Households			
Maintainer Age			
Under 25	2.1	3.0	70
25 to 34	12.3	14.7	84
35 to 44	14.9	17.7	84
45 to 54	15.4	17.8	87
55 to 64	19.8	20.0	99
65 to 74	18.6	15.7	118
75+	17.0	11.1	154
Size			
1 person	33.2	28.3	117
2 people	34.3	34.3	100
3 people	14.0	15.2	92
4+ people	18.4	22.2	83
Family Status			
Non-Family	37.4	32.6	114
Couples with Kids	24.8	29.4	85
Couples, no Kids	27.2	27.2	100
Lone-Parent	10.6	10.8	99

	Group %	Canada %	Index*
Age of Children			
Kids under 5	15.2	16.7	91
5 to 9	15.9	17.8	90
10 to 14	15.8	17.5	90
15 to 19	16.8	17.1	98
20 to 24	15.3	13.5	113
25+	21.0	17.5	120
Dwellings			
Tenure			
Own	67.6	67.6	100
Rent	32.4	31.9	101
Band Housing	0.0	0.4	0
Period of Construction			
Before 1960	22.4	21.1	106
1961 to 1980	38.3	27.8	138
1981 to 1990	15.5	13.3	116
1991 to 2000	9.6	11.9	81
2001 to 2005	3.6	6.7	54
2006 to 2010	3.4	7.5	45
2011 to 2016	3.0	6.9	44
2017 to present	4.2	4.9	86
Type			
Single-detached	49.2	52.7	93
Semi-detached	4.1	5.1	81
Row	8.1	6.6	122
Duplex	4.2	5.7	72
Lowrise (<5 Stories)	10.1	18.1	56
Highrise (5+ Stories)	24.0	10.2	235
Mobile	0.2	1.3	14

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.
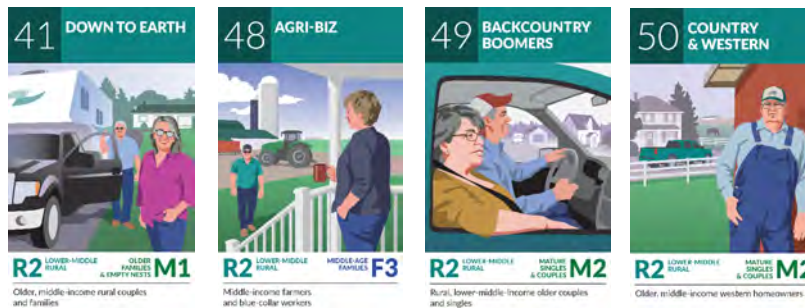
30 SOUTH ASIAN SOCIETY	31 METRO MELTING POT	32 DIVERSE & DETERMINED
F3 MIDSCALE URBAN FRINGE — LARGE DIVERSE FAMILIES F2	F3 MIDSCALE URBAN FRINGE — MIDDLE-AGE FAMILIES F3	F3 MIDSCALE URBAN FRINGE — SCHOOL-AGE FAMILIES F1
Middle-aged, middle-income South Asian families	Diverse, middle-income city dwellers	Midscale, younger and middle-aged city dwellers

Population	Group %	Canada %	Index*
Age			
Under 5	5.1	5.1	100
5 to 14	10.2	10.8	94
15 to 24	13.0	11.8	110
25 to 44	30.6	27.4	112
45 to 64	25.6	26.5	97
65 to 74	9.0	10.7	84
75 to 84	4.7	5.5	85
85+	1.8	2.3	81
Home Language			
English	67.3	67.5	100
French	1.6	20.2	8
Non-Official	31.1	12.4	251
Immigration			
Immigrant Population	47.0	22.4	209
Before 2001	46.1	47.4	97
2001 to 2005	12.4	10.4	119
2006 to 2010	13.2	11.9	111
2011 to 2016	13.4	13.7	98
2017 to present	14.9	16.6	89
Visible Minority			
Vis Min Presence	60.0	25.4	236
Marital Status			
Single	31.9	28.9	110
Married/Common Law	52.6	56.9	92
Wid/Div/Sep	15.5	14.2	109
Mode of Transport			
Car	71.9	79.2	91
Public Transit	22.7	12.5	182
Class of worker			
Employed	58.9	59.0	100

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	1.0	2.4	41
White Collar	32.4	35.0	93
Grey Collar	41.3	39.5	105
Blue Collar	26.3	25.5	103
Education			
No High School	16.4	15.9	103
High School	29.9	26.6	112
Trade School	5.6	9.1	62
College	18.7	20.2	93
Some University	2.4	2.2	110
University	27.0	26.0	104
Income			
Avg Hhd Income	$98 454	$109 506	90
Households			
Maintainer Age			
Under 25	2.2	3.0	75
25 to 34	14.3	14.7	98
35 to 44	19.9	17.7	113
45 to 54	19.6	17.8	110
55 to 64	20.0	20.0	100
65 to 74	13.8	15.7	88
75+	10.0	11.1	91
Size			
1 person	25.4	28.3	90
2 people	28.4	34.3	83
3 people	17.4	15.2	114
4+ people	28.9	22.2	130
Family Status			
Non-Family	30.6	32.6	94
Couples with Kids	34.2	29.4	116
Couples, no Kids	21.7	27.2	80
Lone-Parent	13.6	10.8	126

	Group %	Canada %	Index*
Age of Children			
Kids under 5	15.0	16.7	90
5 to 9	15.1	17.8	85
10 to 14	15.3	17.5	88
15 to 19	16.5	17.1	96
20 to 24	15.4	13.5	115
25+	22.7	17.5	130
Dwellings			
Tenure			
Own	68.2	67.6	101
Rent	31.8	31.9	100
Band Housing	0.0	0.4	0
Period of Construction			
Before 1960	13.9	21.1	66
1961 to 1980	30.5	27.8	110
1981 to 1990	13.9	13.3	105
1991 to 2000	15.0	11.9	126
2001 to 2005	7.9	6.7	118
2006 to 2010	8.1	7.5	108
2011 to 2016	5.9	6.9	86
2017 to present	4.8	4.9	98
Type			
Single-detached	20.8	52.7	40
Semi-detached	7.3	5.1	145
Row	24.8	6.6	375
Duplex	10.8	5.7	188
Lowrise (<5 Stories)	27.9	18.1	154
Highrise (5+ Stories)	8.0	10.2	78
Mobile	0.2	1.3	15

The Lower-Middle Rural group is a bastion of country living, with the highest concentration of farmworkers in Canada at 11 percent—nearly five times the national average. It's an older group, with more than half of maintainers over 55 and more than a third over 65. Most of these third-plus-generation Canadians are empty-nesting couples or widowed individuals, but when children are present, they are school-aged. The vast majority of residents live in older single-detached houses, mobile homes and farmhouses built before 1980. Even though most residents haven't gone beyond high school or trade school, they earn middle-income paycheques from a variety of jobs, including a disproportionate number in blue-collar and agricultural industries. Like other rural groups, Lower-Middle Rural residents enjoy traditional home-based pursuits like baking, sewing, crafting and gardening. Many spend their leisure time outdoors, fishing, snowmobiling, golfing and hunting. Civic minded, they have high rates for volunteering, being active in social issues and supporting religious charities. Their idea of a night out is going to a community theatre, bingo game or country music concert.

41 DOWN TO EARTH — R2 LOWER-MIDDLE RURAL / OLDER FAMILIES & EMPTY NESTS **M1** — Older, middle-income rural couples and families

48 AGRI-BIZ — R2 LOWER-MIDDLE RURAL / MIDDLE-AGE FAMILIES **F3** — Middle-income farmers and blue-collar workers

49 BACKCOUNTRY BOOMERS — R2 LOWER-MIDDLE RURAL / MATURE SINGLES & COUPLES **M2** — Rural, lower-middle-income older couples and singles

50 COUNTRY & WESTERN — R2 LOWER-MIDDLE RURAL / MATURE SINGLES & COUPLES **M2** — Older, middle-income western homeowners

Population	Group %	Canada %	Index*
Age			
Under 5	4.9	5.1	97
5 to 14	10.9	10.8	101
15 to 24	10.8	11.8	91
25 to 44	20.9	27.4	76
45 to 64	28.5	26.5	108
65 to 74	14.4	10.7	135
75 to 84	7.1	5.5	130
85+	2.4	2.3	107
Home Language			
English	95.1	67.5	141
French	2.5	20.2	12
Non-Official	2.5	12.4	20
Immigration			
Immigrant Population	6.7	22.4	30
Before 2001	65.1	47.4	137
2001 to 2005	6.6	10.4	63
2006 to 2010	9.8	11.9	83
2011 to 2016	11.1	13.7	81
2017 to present	7.4	16.6	44
Visible Minority			
Vis Min Presence	2.4	25.4	10
Marital Status			
Single	21.8	28.9	75
Married/Common Law	63.3	56.9	111
Wid/Div/Sep	14.9	14.2	105
Mode of Transport			
Car	91.0	79.2	115
Public Transit	1.3	12.5	11
Class of worker			
Employed	52.5	59.0	89

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	11.3	2.4	481
White Collar	26.8	35.0	77
Grey Collar	34.2	39.5	87
Blue Collar	39.0	25.5	153
Education			
No High School	22.2	15.9	140
High School	29.3	26.6	110
Trade School	11.5	9.1	127
College	22.3	20.2	111
Some University	2.1	2.2	95
University	12.6	26.0	48
Income			
Avg Hhd Income	$92 373	$109 506	84
Households			
Maintainer Age			
Under 25	2.3	3.0	79
25 to 34	10.1	14.7	69
35 to 44	13.3	17.7	75
45 to 54	15.7	17.8	88
55 to 64	22.5	20.0	112
65 to 74	21.2	15.7	135
75+	14.9	11.1	135
Size			
1 person	26.1	28.3	92
2 people	41.9	34.3	122
3 people	13.4	15.2	88
4+ people	18.6	22.2	84
Family Status			
Non-Family	28.8	32.6	88
Couples with Kids	25.4	29.4	86
Couples, no Kids	36.8	27.2	135
Lone-Parent	9.0	10.8	84

	Group %	Canada %	Index*
Age of Children			
Kids under 5	17.2	16.7	103
5 to 9	18.9	17.8	107
10 to 14	19.0	17.5	109
15 to 19	18.7	17.1	109
20 to 24	10.8	13.5	80
25+	15.4	17.5	88
Dwellings			
Tenure			
Own	82.7	67.6	122
Rent	15.8	31.9	50
Band Housing	1.5	0.4	357
Period of Construction			
Before 1960	25.7	21.1	122
1961 to 1980	30.3	27.8	109
1981 to 1990	13.9	13.3	105
1991 to 2000	11.8	11.9	100
2001 to 2005	4.6	6.7	68
2006 to 2010	5.6	7.5	75
2011 to 2016	4.6	6.9	68
2017 to present	3.4	4.9	70
Type			
Single-detached	85.5	52.7	162
Semi-detached	1.9	5.1	38
Row	1.7	6.6	26
Duplex	1.2	5.7	20
Lowrise (<5 Stories)	3.6	18.1	20
Highrise (5+ Stories)	0.1	10.2	1
Mobile	5.7	1.3	428

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.
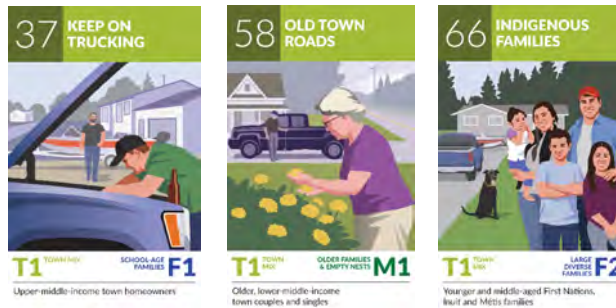

	Group %	Canada %	Index*
Population			
Age			
Under 5	4.5	5.1	88
5 to 14	7.0	10.8	65
15 to 24	11.5	11.8	97
25 to 44	41.8	27.4	153
45 to 64	21.6	26.5	82
65 to 74	7.7	10.7	73
75 to 84	4.1	5.5	74
85+	1.8	2.3	80
Home Language			
English	54.0	67.5	80
French	26.3	20.2	131
Non-Official	19.6	12.4	159
Immigration			
Immigrant Population	34.3	22.4	153
Before 2001	40.6	47.4	86
2001 to 2005	9.4	10.4	90
2006 to 2010	13.3	11.9	112
2011 to 2016	19.3	13.7	142
2017 to present	17.4	16.6	104
Visible Minority			
Vis Min Presence	39.8	25.4	157
Marital Status			
Single	42.0	28.9	145
Married/Common Law	43.8	56.9	77
Wid/Div/Sep	14.1	14.2	100
Mode of Transport			
Car	40.9	79.2	52
Public Transit	34.8	12.5	279
Class of worker			
Employed	62.9	59.0	107

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	0.3	2.4	12
White Collar	45.1	35.0	129
Grey Collar	40.9	39.5	103
Blue Collar	14.0	25.5	55
Education			
No High School	10.5	15.9	66
High School	20.2	26.6	76
Trade School	6.0	9.1	66
College	15.8	20.2	78
Some University	2.5	2.2	113
University	45.0	26.0	173
Income			
Avg Hhd Income	$96 033	$109 506	88
Households			
Maintainer Age			
Under 25	7.1	3.0	239
25 to 34	26.6	14.7	181
35 to 44	21.0	17.7	118
45 to 54	14.2	17.8	80
55 to 64	13.5	20.0	68
65 to 74	10.1	15.7	64
75+	7.5	11.1	68
Size			
1 person	46.9	28.3	166
2 people	32.1	34.3	94
3 people	10.8	15.2	71
4+ people	10.1	22.2	46
Family Status			
Non-Family	56.1	32.6	172
Couples with Kids	14.5	29.4	49
Couples, no Kids	21.2	27.2	78
Lone-Parent	8.3	10.8	77

	Group %	Canada %	Index*
Age of Children			
Kids under 5	21.6	16.7	130
5 to 9	18.2	17.8	102
10 to 14	14.8	17.5	85
15 to 19	14.3	17.1	83
20 to 24	12.5	13.5	93
25+	18.7	17.5	107
Dwellings			
Tenure			
Own	33.8	67.6	50
Rent	66.2	31.9	207
Band Housing	0.0	0.4	0
Period of Construction			
Before 1960	30.3	21.1	144
1961 to 1980	25.7	27.8	93
1981 to 1990	9.1	13.3	69
1991 to 2000	7.5	11.9	64
2001 to 2005	4.9	6.7	74
2006 to 2010	7.1	7.5	95
2011 to 2016	8.3	6.9	121
2017 to present	6.9	4.9	142
Type			
Single-detached	5.4	52.7	10
Semi-detached	2.3	5.1	45
Row	2.4	6.6	36
Duplex	6.5	5.7	113
Lowrise (<5 Stories)	41.4	18.1	229
Highrise (5+ Stories)	41.6	10.2	407
Mobile	0.0	1.3	2

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.
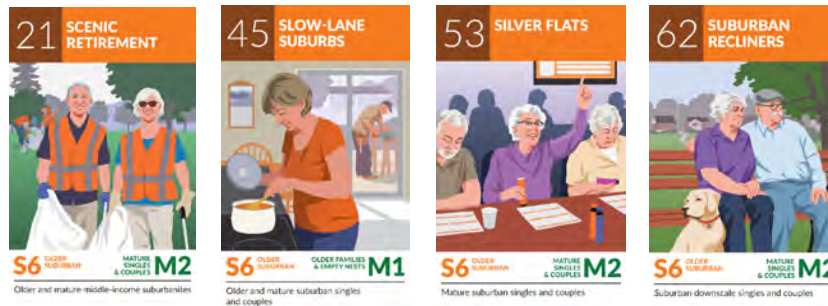

Population	Group %	Canada %	Index*
Age			
Under 5	6.8	5.1	133
5 to 14	13.5	10.8	125
15 to 24	12.7	11.8	107
25 to 44	23.9	27.4	87
45 to 64	25.6	26.5	97
65 to 74	10.7	10.7	100
75 to 84	5.2	5.5	94
85+	1.7	2.3	77
Home Language			
English	84.5	67.5	125
French	4.3	20.2	21
Non-Official	11.2	12.4	90
Immigration			
Immigrant Population	5.5	22.4	25
Before 2001	62.6	47.4	132
2001 to 2005	6.6	10.4	63
2006 to 2010	9.5	11.9	80
2011 to 2016	12.1	13.7	89
2017 to present	9.1	16.6	55
Visible Minority			
Vis Min Presence	3.0	25.4	12
Marital Status			
Single	30.2	28.9	104
Married/Common Law	55.1	56.9	97
Wid/Div/Sep	14.7	14.2	103
Mode of Transport			
Car	82.4	79.2	104
Public Transit	2.0	12.5	16
Class of worker			
Employed	49.0	59.0	83

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	5.7	2.4	240
White Collar	29.3	35.0	84
Grey Collar	39.3	39.5	99
Blue Collar	31.4	25.5	123
Education			
No High School	29.2	15.9	184
High School	26.5	26.6	99
Trade School	10.8	9.1	118
College	20.4	20.2	101
Some University	1.8	2.2	83
University	11.3	26.0	44
Income			
Avg Hhd Income	$85 652	$109 506	78
Households			
Maintainer Age			
Under 25	3.2	3.0	110
25 to 34	13.6	14.7	92
35 to 44	15.6	17.7	88
45 to 54	17.3	17.8	97
55 to 64	21.1	20.0	105
65 to 74	17.3	15.7	110
75+	11.8	11.1	107
Size			
1 person	26.3	28.3	93
2 people	35.2	34.3	103
3 people	14.7	15.2	97
4+ people	23.8	22.2	108
Family Status			
Non-Family	30.4	32.6	93
Couples with Kids	26.4	29.4	90
Couples, no Kids	26.9	27.2	99
Lone-Parent	16.2	10.8	151

	Group %	Canada %	Index*
Age of Children			
Kids under 5	19.3	16.7	116
5 to 9	19.8	17.8	111
10 to 14	18.9	17.5	108
15 to 19	17.0	17.1	99
20 to 24	10.3	13.5	76
25+	14.7	17.5	84
Dwellings			
Tenure			
Own	64.6	67.6	96
Rent	26.5	31.9	83
Band Housing	8.9	0.4	2174
Period of Construction			
Before 1960	22.1	21.1	105
1961 to 1980	29.8	27.8	107
1981 to 1990	14.8	13.3	111
1991 to 2000	13.2	11.9	111
2001 to 2005	5.3	6.7	79
2006 to 2010	5.9	7.5	79
2011 to 2016	5.2	6.9	76
2017 to present	3.6	4.9	75
Type			
Single-detached	73.9	52.7	140
Semi-detached	4.8	5.1	95
Row	4.8	6.6	73
Duplex	2.8	5.7	48
Lowrise (<5 Stories)	7.0	18.1	39
Highrise (5+ Stories)	0.4	10.2	4
Mobile	6.0	1.3	449

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 — S6 OLDER SUBURBAN / MATURE SINGLES & COUPLES M2 — Older and mature middle-income suburbanites

45 SLOW-LANE SUBURBS — S6 OLDER SUBURBAN / OLDER FAMILIES & EMPTY NESTS M1 — Older and mature suburban singles and couples

53 SILVER FLATS — S6 OLDER SUBURBAN / MATURE SINGLES & COUPLES M2 — Mature suburban singles and couples

62 SUBURBAN RECLINERS — S6 OLDER SUBURBAN / MATURE SINGLES & COUPLES M2 — Suburban downscale singles and couples

	Group %	Canada %	Index*
Population			
Age			
Under 5	3.9	5.1	77
5 to 14	8.6	10.8	80
15 to 24	9.7	11.8	82
25 to 44	22.1	27.4	81
45 to 64	26.7	26.5	101
65 to 74	15.3	10.7	144
75 to 84	9.7	5.5	176
85+	3.9	2.3	174
Home Language			
English	95.2	67.5	141
French	1.7	20.2	9
Non-Official	3.1	12.4	25
Immigration			
Immigrant Population	11.9	22.4	53
Before 2001	69.9	47.4	148
2001 to 2005	5.2	10.4	50
2006 to 2010	6.7	11.9	56
2011 to 2016	8.5	13.7	62
2017 to present	9.7	16.6	58
Visible Minority			
Vis Min Presence	6.3	25.4	25
Marital Status			
Single	24.2	28.9	84
Married/Common Law	54.2	56.9	95
Wid/Div/Sep	21.6	14.2	152
Mode of Transport			
Car	85.5	79.2	108
Public Transit	3.8	12.5	30
Class of worker			
Employed	47.0	59.0	80

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	2.4	2.4	102
White Collar	32.8	35.0	94
Grey Collar	42.0	39.5	106
Blue Collar	25.2	25.5	99
Education			
No High School	17.5	15.9	110
High School	30.5	26.6	114
Trade School	8.9	9.1	98
College	23.7	20.2	118
Some University	1.7	2.2	77
University	17.8	26.0	68
Income			
Avg Hhd Income	$84 184	$109 506	77
Households			
Maintainer Age			
Under 25	2.4	3.0	83
25 to 34	10.9	14.7	74
35 to 44	12.0	17.7	68
45 to 54	13.6	17.8	76
55 to 64	19.7	20.0	99
65 to 74	21.0	15.7	133
75+	20.4	11.1	184
Size			
1 person	37.3	28.3	132
2 people	38.7	34.3	113
3 people	11.6	15.2	77
4+ people	12.3	22.2	56
Family Status			
Non-Family	40.7	32.6	125
Couples with Kids	18.2	29.4	62
Couples, no Kids	31.0	27.2	114
Lone-Parent	10.1	10.8	94

	Group %	Canada %	Index*
Age of Children			
Kids under 5	16.0	16.7	96
5 to 9	17.7	17.8	100
10 to 14	17.4	17.5	99
15 to 19	17.6	17.1	103
20 to 24	12.7	13.5	95
25+	18.7	17.5	107
Dwellings			
Tenure			
Own	63.0	67.6	93
Rent	36.7	31.9	115
Band Housing	0.3	0.4	65
Period of Construction			
Before 1960	26.6	21.1	126
1961 to 1980	31.2	27.8	112
1981 to 1990	12.2	13.3	92
1991 to 2000	11.3	11.9	95
2001 to 2005	4.7	6.7	71
2006 to 2010	5.4	7.5	71
2011 to 2016	4.1	6.9	59
2017 to present	4.6	4.9	93
Type			
Single-detached	52.6	52.7	100
Semi-detached	5.0	5.1	99
Row	6.3	6.6	95
Duplex	4.8	5.7	84
Lowrise (<5 Stories)	20.1	18.1	111
Highrise (5+ Stories)	8.3	10.2	82
Mobile	2.5	1.3	190

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 — U4 URBAN DIVERSITY — LARGE DIVERSE FAMILIES F2 — Urban, upper-middle-income South Asian Families

17 ASIAN AVENUES — U4 URBAN DIVERSITY — MIDDLE-AGE FAMILIES F3 — Urban, middle-income Asian families and singles

61 CAME FROM AWAY — U4 URBAN DIVERSITY — MIDDLE-AGE FAMILIES F3 — Multi-ethnic, middle-aged urban renters

64 MIDTOWN MOVERS — U4 URBAN DIVERSITY — MIDDLE-AGE FAMILIES F3 — Urban lower-middle-income families and singles

Population	Group %	Canada %	Index*
Age			
Under 5	6.2	5.1	123
5 to 14	12.3	10.8	114
15 to 24	14.2	11.8	120
25 to 44	31.2	27.4	114
45 to 64	23.9	26.5	90
65 to 74	7.3	10.7	68
75 to 84	3.5	5.5	64
85+	1.4	2.3	62
Home Language			
English	62.4	67.5	93
French	1.6	20.2	8
Non-Official	36.0	12.4	291
Immigration			
Immigrant Population	52.6	22.4	234
Before 2001	38.6	47.4	81
2001 to 2005	12.1	10.4	116
2006 to 2010	13.8	11.9	116
2011 to 2016	16.3	13.7	119
2017 to present	19.2	16.6	116
Visible Minority			
Vis Min Presence	72.7	25.4	286
Marital Status			
Single	35.2	28.9	122
Married/Common Law	50.7	56.9	89
Wid/Div/Sep	14.1	14.2	99
Mode of Transport			
Car	67.8	79.2	86
Public Transit	26.1	12.5	210
Class of worker			
Employed	55.9	59.0	95

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	0.5	2.4	20
White Collar	30.7	35.0	88
Grey Collar	42.4	39.5	107
Blue Collar	26.9	25.5	106
Education			
No High School	18.1	15.9	114
High School	29.6	26.6	111
Trade School	5.3	9.1	58
College	17.7	20.2	87
Some University	2.3	2.2	104
University	27.1	26.0	104
Income			
Avg Hhd Income	$86 570	$109 506	79
Households			
Maintainer Age			
Under 25	2.7	3.0	92
25 to 34	16.3	14.7	111
35 to 44	22.2	17.7	125
45 to 54	21.1	17.8	118
55 to 64	19.0	20.0	95
65 to 74	11.3	15.7	72
75+	7.4	11.1	66
Size			
1 person	23.3	28.3	82
2 people	25.5	34.3	74
3 people	17.9	15.2	118
4+ people	33.4	22.2	151
Family Status			
Non-Family	28.8	32.6	88
Couples with Kids	37.7	29.4	128
Couples, no Kids	17.3	27.2	63
Lone-Parent	16.2	10.8	150

	Group %	Canada %	Index*
Age of Children			
Kids under 5	16.7	16.7	100
5 to 9	16.7	17.8	94
10 to 14	16.7	17.5	96
15 to 19	16.6	17.1	97
20 to 24	14.3	13.5	106
25+	18.9	17.5	108
Dwellings			
Tenure			
Own	47.1	67.6	70
Rent	52.9	31.9	166
Band Housing	0.0	0.4	1
Period of Construction			
Before 1960	16.2	21.1	77
1961 to 1980	31.7	27.8	114
1981 to 1990	13.4	13.3	101
1991 to 2000	11.7	11.9	99
2001 to 2005	8.9	6.7	133
2006 to 2010	6.7	7.5	89
2011 to 2016	5.8	6.9	84
2017 to present	5.6	4.9	114
Type			
Single-detached	27.7	52.7	53
Semi-detached	6.3	5.1	125
Row	11.6	6.6	176
Duplex	10.1	5.7	175
Lowrise (<5 Stories)	7.8	18.1	43
Highrise (5+ Stories)	36.3	10.2	355
Mobile	0.1	1.3	6

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
S7 LOWER-MIDDLE SUBURBAN FRANCOPHONE / OLDER FAMILIES & EMPTY NESTS **M1**	S7 LOWER-MIDDLE SUBURBAN FRANCOPHONE / SCHOOL-AGE FAMILIES **F1**	S7 LOWER-MIDDLE SUBURBAN FRANCOPHONE / SCHOOL-AGE FAMILIES **F1**
Older, middle-income Quebec suburbanites	Middle-aged and older Quebec suburbanites	Lower-middle-income Quebec suburbanites

Population	Group %	Canada %	Index*
Age			
Under 5	4.8	5.1	94
5 to 14	10.8	10.8	100
15 to 24	9.9	11.8	84
25 to 44	24.7	27.4	90
45 to 64	27.4	26.5	103
65 to 74	13.4	10.7	126
75 to 84	6.9	5.5	126
85+	2.1	2.3	93
Home Language			
English	2.6	67.5	4
French	96.2	20.2	477
Non-Official	1.2	12.4	10
Immigration			
Immigrant Population	3.3	22.4	15
Before 2001	42.9	47.4	91
2001 to 2005	12.9	10.4	124
2006 to 2010	14.2	11.9	120
2011 to 2016	14.4	13.7	105
2017 to present	15.6	16.6	94
Visible Minority			
Vis Min Presence	2.9	25.4	12
Marital Status			
Single	26.4	28.9	91
Married/Common Law	59.0	56.9	104
Wid/Div/Sep	14.6	14.2	103
Mode of Transport			
Car	89.6	79.2	113
Public Transit	3.9	12.5	32
Class of worker			
Employed	59.2	59.0	100

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	2.2	2.4	96
White Collar	31.9	35.0	91
Grey Collar	39.8	39.5	101
Blue Collar	28.3	25.5	111
Education			
No High School	18.9	15.9	119
High School	23.5	26.6	88
Trade School	20.1	9.1	221
College	19.4	20.2	96
Some University	2.6	2.2	118
University	15.6	26.0	60
Income			
Avg Hhd Income	$87 931	$109 506	80
Households			
Maintainer Age			
Under 25	2.8	3.0	95
25 to 34	13.2	14.7	90
35 to 44	16.2	17.7	91
45 to 54	15.6	17.8	88
55 to 64	20.7	20.0	104
65 to 74	18.8	15.7	119
75+	12.6	11.1	114
Size			
1 person	31.2	28.3	110
2 people	39.5	34.3	115
3 people	13.9	15.2	91
4+ people	15.3	22.2	69
Family Status			
Non-Family	33.9	32.6	104
Couples with Kids	23.8	29.4	81
Couples, no Kids	31.6	27.2	116
Lone-Parent	10.6	10.8	98

	Group %	Canada %	Index*
Age of Children			
Kids under 5	17.6	16.7	105
5 to 9	19.7	17.8	111
10 to 14	18.5	17.5	106
15 to 19	16.7	17.1	98
20 to 24	12.6	13.5	93
25+	14.9	17.5	85
Dwellings			
Tenure			
Own	68.1	67.6	101
Rent	31.8	31.9	100
Band Housing	0.1	0.4	18
Period of Construction			
Before 1960	19.4	21.1	92
1961 to 1980	33.1	27.8	119
1981 to 1990	14.2	13.3	107
1991 to 2000	10.5	11.9	89
2001 to 2005	4.9	6.7	73
2006 to 2010	6.8	7.5	90
2011 to 2016	6.6	6.9	96
2017 to present	4.5	4.9	92
Type			
Single-detached	55.4	52.7	105
Semi-detached	6.4	5.1	126
Row	2.5	6.6	38
Duplex	7.3	5.7	127
Lowrise (<5 Stories)	26.2	18.1	145
Highrise (5+ Stories)	0.5	10.2	5
Mobile	1.3	1.3	100

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 — R3 RURAL FRANCOPHONE OLDER FAMILIES & EMPTY NESTS M1 — Rural, older francophone couples and singles

54 VIE AU VILLAGE — R3 RURAL FRANCOPHONE MIDDLE-AGE FAMILIES F3 — Rural, middle-aged and older Quebecois

63 AMANTS DE LA NATURE — R3 RURAL FRANCOPHONE OLDER FAMILIES & EMPTY NESTS M1 — Older, lower-middle-income rural couples and singles

Population	Group %	Canada %	Index*
Age			
Under 5	4.6	5.1	91
5 to 14	10.3	10.8	95
15 to 24	9.2	11.8	78
25 to 44	21.6	27.4	79
45 to 64	29.7	26.5	112
65 to 74	15.0	10.7	141
75 to 84	7.3	5.5	132
85+	2.3	2.3	103
Home Language			
English	6.5	67.5	10
French	92.4	20.2	458
Non-Official	1.1	12.4	9
Immigration			
Immigrant Population	2.5	22.4	11
Before 2001	61.4	47.4	130
2001 to 2005	9.4	10.4	90
2006 to 2010	10.2	11.9	86
2011 to 2016	9.6	13.7	70
2017 to present	9.4	16.6	57
Visible Minority			
Vis Min Presence	1.2	25.4	5
Marital Status			
Single	24.4	28.9	84
Married/Common Law	61.6	56.9	108
Wid/Div/Sep	14.0	14.2	99
Mode of Transport			
Car	91.5	79.2	116
Public Transit	1.5	12.5	12
Class of worker			
Employed	54.9	59.0	93

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	8.0	2.4	342
White Collar	26.2	35.0	75
Grey Collar	35.1	39.5	89
Blue Collar	38.8	25.5	152
Education			
No High School	25.4	15.9	160
High School	23.4	26.6	88
Trade School	20.7	9.1	228
College	17.0	20.2	84
Some University	2.2	2.2	102
University	11.3	26.0	43
Income			
Avg Hhd Income	$82 163	$109 506	75
Households			
Maintainer Age			
Under 25	2.1	3.0	70
25 to 34	10.4	14.7	71
35 to 44	14.2	17.7	80
45 to 54	15.6	17.8	88
55 to 64	23.2	20.0	116
65 to 74	21.1	15.7	134
75+	13.4	11.1	121
Size			
1 person	30.2	28.3	107
2 people	40.5	34.3	118
3 people	13.5	15.2	89
4+ people	15.8	22.2	71
Family Status			
Non-Family	32.3	32.6	99
Couples with Kids	24.2	29.4	82
Couples, no Kids	34.2	27.2	126
Lone-Parent	9.3	10.8	86

	Group %	Canada %	Index*
Age of Children			
Kids under 5	17.0	16.7	102
5 to 9	18.8	17.8	106
10 to 14	18.1	17.5	103
15 to 19	16.9	17.1	99
20 to 24	12.0	13.5	89
25+	17.2	17.5	99
Dwellings			
Tenure			
Own	80.0	67.6	118
Rent	19.8	31.9	62
Band Housing	0.3	0.4	66
Period of Construction			
Before 1960	28.3	21.1	134
1961 to 1980	29.5	27.8	106
1981 to 1990	12.9	13.3	97
1991 to 2000	9.6	11.9	81
2001 to 2005	4.5	6.7	67
2006 to 2010	5.6	7.5	75
2011 to 2016	4.9	6.9	72
2017 to present	4.6	4.9	93
Type			
Single-detached	80.5	52.7	153
Semi-detached	3.3	5.1	66
Row	1.0	6.6	15
Duplex	4.4	5.7	77
Lowrise (<5 Stories)	8.2	18.1	45
Highrise (5+ Stories)	0.1	10.2	1
Mobile	1.9	1.3	141

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.

	Group %	Canada %	Index*
Population			
Age			
Under 5	5.3	5.1	104
5 to 14	9.5	10.8	88
15 to 24	11.7	11.8	99
25 to 44	34.5	27.4	126
45 to 64	24.7	26.5	93
65 to 74	8.7	10.7	81
75 to 84	4.0	5.5	72
85+	1.6	2.3	72
Home Language			
English	88.2	67.5	131
French	2.0	20.2	10
Non-Official	9.8	12.4	79
Immigration			
Immigrant Population	18.7	22.4	84
Before 2001	37.7	47.4	80
2001 to 2005	8.2	10.4	79
2006 to 2010	13.5	11.9	114
2011 to 2016	24.9	13.7	182
2017 to present	15.6	16.6	94
Visible Minority			
Vis Min Presence	22.5	25.4	88
Marital Status			
Single	37.6	28.9	130
Married/Common Law	43.3	56.9	76
Wid/Div/Sep	19.1	14.2	134
Mode of Transport			
Car	69.6	79.2	88
Public Transit	14.8	12.5	118
Class of worker			
Employed	56.5	59.0	96

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	1.1	2.4	45
White Collar	30.7	35.0	88
Grey Collar	45.6	39.5	115
Blue Collar	23.7	25.5	93
Education			
No High School	17.3	15.9	109
High School	30.7	26.6	115
Trade School	7.5	9.1	82
College	20.9	20.2	104
Some University	1.6	2.2	75
University	21.9	26.0	84
Income			
Avg Hhd Income	$69 246	$109 506	63
Households			
Maintainer Age			
Under 25	6.1	3.0	207
25 to 34	22.9	14.7	155
35 to 44	18.7	17.7	106
45 to 54	16.0	17.8	90
55 to 64	17.3	20.0	86
65 to 74	11.8	15.7	75
75+	7.3	11.1	66
Size			
1 person	41.5	28.3	147
2 people	33.6	34.3	98
3 people	12.7	15.2	84
4+ people	12.1	22.2	55
Family Status			
Non-Family	49.6	32.6	152
Couples with Kids	15.9	29.4	54
Couples, no Kids	20.7	27.2	76
Lone-Parent	13.8	10.8	129

	Group %	Canada %	Index*
Age of Children			
Kids under 5	21.1	16.7	126
5 to 9	19.6	17.8	110
10 to 14	17.4	17.5	99
15 to 19	16.8	17.1	98
20 to 24	10.7	13.5	79
25+	14.5	17.5	83
Dwellings			
Tenure			
Own	37.7	67.6	56
Rent	62.3	31.9	195
Band Housing	0.0	0.4	1
Period of Construction			
Before 1960	32.1	21.1	152
1961 to 1980	33.8	27.8	121
1981 to 1990	11.3	13.3	85
1991 to 2000	8.3	11.9	70
2001 to 2005	3.2	6.7	48
2006 to 2010	3.6	7.5	48
2011 to 2016	3.4	6.9	50
2017 to present	4.2	4.9	86
Type			
Single-detached	27.5	52.7	52
Semi-detached	4.5	5.1	89
Row	8.3	6.6	125
Duplex	6.8	5.7	119
Lowrise (<5 Stories)	43.8	18.1	242
Highrise (5+ Stories)	7.8	10.2	76
Mobile	1.1	1.3	83

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 — U6 OLDER URBAN FRANCOPHONE / SCHOOL-AGE FAMILIES F1 — Middle-income Quebec singles and families

44 UN GRAND CRU — U6 OLDER URBAN FRANCOPHONE / MATURE SINGLES & COUPLES M2 — Older and mature Quebec singles and couples

56 JEUNES BICULTURELS — U6 OLDER URBAN FRANCOPHONE / YOUNGER SINGLES & COUPLES Y2 — Younger and middle-aged Quebec urban renters

65 ÂGÉS & TRADITIONNELS — U6 OLDER URBAN FRANCOPHONE / MATURE SINGLES & COUPLES M2 — Older, low-income Quebec urban singles

Population	Group %	Canada %	Index*
Age			
Under 5	4.7	5.1	92
5 to 14	9.0	10.8	83
15 to 24	9.8	11.8	82
25 to 44	28.1	27.4	103
45 to 64	26.5	26.5	100
65 to 74	12.2	10.7	115
75 to 84	7.0	5.5	127
85+	2.8	2.3	123
Home Language			
English	8.2	67.5	12
French	83.9	20.2	416
Non-Official	7.9	12.4	64
Immigration			
Immigrant Population	16.1	22.4	72
Before 2001	36.1	47.4	76
2001 to 2005	10.8	10.4	104
2006 to 2010	16.3	11.9	137
2011 to 2016	22.5	13.7	165
2017 to present	14.2	16.6	86
Visible Minority			
Vis Min Presence	19.3	25.4	76
Marital Status			
Single	36.3	28.9	126
Married/Common Law	43.3	56.9	76
Wid/Div/Sep	20.4	14.2	144
Mode of Transport			
Car	67.2	79.2	85
Public Transit	21.8	12.5	175
Class of worker			
Employed	53.0	59.0	90

*Index of 100 is average

	Group %	Canada %	Index*
Occupation			
Agriculture	0.7	2.4	30
White Collar	34.4	35.0	98
Grey Collar	44.1	39.5	112
Blue Collar	21.5	25.5	84
Education			
No High School	21.4	15.9	135
High School	23.7	26.6	89
Trade School	15.7	9.1	173
College	16.6	20.2	82
Some University	2.5	2.2	115
University	20.0	26.0	77
Income			
Avg Hhd Income	$66 316	$109 506	61
Households			
Maintainer Age			
Under 25	4.2	3.0	141
25 to 34	16.0	14.7	109
35 to 44	16.3	17.7	92
45 to 54	15.4	17.8	86
55 to 64	19.6	20.0	98
65 to 74	16.3	15.7	104
75+	12.3	11.1	111
Size			
1 person	47.9	28.3	169
2 people	32.0	34.3	93
3 people	10.4	15.2	68
4+ people	9.7	22.2	44
Family Status			
Non-Family	52.6	32.6	161
Couples with Kids	14.5	29.4	49
Couples, no Kids	20.9	27.2	77
Lone-Parent	11.9	10.8	111

	Group %	Canada %	Index*
Age of Children			
Kids under 5	19.5	16.7	117
5 to 9	19.6	17.8	110
10 to 14	17.0	17.5	97
15 to 19	16.3	17.1	95
20 to 24	12.3	13.5	91
25+	15.3	17.5	88
Dwellings			
Tenure			
Own	34.4	67.6	51
Rent	65.6	31.9	205
Band Housing	0.0	0.4	5
Period of Construction			
Before 1960	33.1	21.1	157
1961 to 1980	30.3	27.8	109
1981 to 1990	13.0	13.3	98
1991 to 2000	8.2	11.9	69
2001 to 2005	3.5	6.7	52
2006 to 2010	4.3	7.5	57
2011 to 2016	3.9	6.9	57
2017 to present	3.7	4.9	75
Type			
Single-detached	13.5	52.7	26
Semi-detached	3.0	5.1	58
Row	2.5	6.6	38
Duplex	13.0	5.7	227
Lowrise (<5 Stories)	62.7	18.1	346
Highrise (5+ Stories)	4.5	10.2	44
Mobile	0.1	1.3	9