

PRIZM QC Segment	PRIZM QC Segment	Urbanity	Social Group	PRIZM QC Name	PRIZM QC Descriptor	Population	Households	% of Total Households	Official Language	Cultural Diversity Index	Average HH/D Income	Income Level	Age of Maintainers	Family Status	% Households with Children	Education	Job Type	Age of Children	Dwelling Type	Residency
1	41	Urban	U1	The A-List	Very wealthy cosmopolitan families and couples	27,220	9,291	0.24	English	Medium	\$531,225	Very Wealthy	Middle-Aged & Older	Families/Couples	55.50	University	White Collar	05-25	Single Detached/Semi	Own
2	2	Urban	U1	Wealthy & Wise	Wealthy, older and mature city sophisticates	24,139	8,427	0.22	English	High	\$237,090	High	Older & Mature	Families/Couples	56.10	University	White Collar	10-25	Single Detached	Own
3	6	Urban	U1	Diverse and affluent	Middle-aged and older, upscale urban families and couples	50,617	18,860	0.50	English	Medium	\$204,511	High	Middle-Aged & Older	Families/Couples	46.20	University	White Collar	15+	Some Single Detached	Own
4	7	Urban Fringe	F1	Mature & Secure	Older and mature upscale urban fringe homeowners	49,903	16,790	0.43	English	Medium	\$170,516	High	Older & Mature	Families/Couples	53.80	University	White Collar	15+	Single Detached	Own
5	23	Suburban	S1	Families in Transition	Mixed-affluent suburban families and couples	267,511	87,064	2.21	French	High	\$193,058	High	Middle-Aged & Mature	Families/Couples	54.10	University	White Collar/Service Sector	15+	Single Detached	Own
6	12	Urban	U2	Eat, Play, Love	Younger, educated and diverse urban singles and couples	116,067	30,951	1.81	English	High	\$116,679	Middle	Younger	Singles/Couples	15.70	University	White Collar/Service Sector	<15-24	Apartments	Rent
7	10	Suburban	S1	Spas & Barbecues	Upscale, middle-aged families in new suburbs	280,195	17,656	1.99	French	Low	\$156,854	Upper-Middle	Middle-Aged	Families	40.20	University/College	Mixed	Single Detached	Own	
8	29	Suburban	S3	Prosperit Québecoise	White-collar suburban homeowners	499,262	14,664	2.99	French	Low	\$120,817	Middle	Older	Couples/Families	39.80	University/College	White Collar/Service Sector	10+	Single Detached	Own
9	22	Urban	U3	Indieville	Younger and middle-aged urban singles and families	105,939	3,990	0.10	English	High	\$135,999	Upper-Middle	Younger & Middle-Aged	Singles/Families	43.20	University	White Collar	Mixed	Low Rise Apt/Duplex	Own & Rent
10	39	Urban	U3	Prosperit Internationaliste	Diverse, upper-middle-income city dwellers	179,138	79,671	3.00	French	High	\$108,516	Middle	Middle-Aged & Older	Mixed	34.40	University	White Collar/Service Sector	15+	Single Detached	Own & Rent
11	40	Urban	U3	Les Branches	Younger, well-educated urban singles	88,368	45,783	1.17	French	Medium	\$123,038	Middle	Younger	Singles	24.00	University	White Collar/Service Sector	<10	Low Rise Apt/Duplex	Own & Rent
12	29	Suburban	S3	Cent à Tur	LARGE, upper-middle-class suburban families and couples	238,516	36,617	2.22	French	Low	\$136,860	Upper-Middle	Middle-Aged	Families	53.70	College/University/H/S	White Collar/Service Sector	15+	Single Detached	Own
13	34	Suburban	S4	Bouquetier & Banquet	Younger and middle-aged suburban families and couples	425,054	17,921	3.75	French	Low	\$145,819	Upper-Middle	Younger & Middle-Aged	Families	49.90	University	White Collar/Service Sector	10+	Single Detached	Own
14	27	Urban Fringe	F1	Diversité Neuvaine	Diverse, middle-aged urban fringe families	671,860	25,265	4.67	Non-Official	High	\$123,721	Middle	Middle-Aged	Families	49.90	University/H/S/College	White Collar/Service Sector	20+	Single Detached/Low Rise Apt/Semi	Own
15	29	Suburban	S3	Élér Suburb	Upper-middle-income suburban couples and families	362,010	136,671	3.50	French	Low	\$112,544	Middle	Middle-Aged & Older	Couples/Families	42.10	College/Trade/H/S	Mixed	Single Detached	Own	
16	28	Urban	U3	Latte-Life	Younger, diverse and single city dwellers	8,907	4,488	0.11	English	High	\$112,748	Middle	Younger	Singles	20.60	University	White Collar/Service Sector	<10	Apartments	Rent
17	20	Urban	U2	New Asian Heights	Younger Asian singles and couples	20,810	10,332	0.26	Non-Official	High	\$89,426	Lower-Middle	Younger	Singles/Couples	27.60	University	Mixed	<10	Apartments	Own & Rent
18	34	Suburban	S4	Ades & Activités	Suburban, middle-aged, upper-middle-income families	187,092	74,914	1.92	French	Low	\$116,132	Middle	Middle-Aged	Families	47.60	Mixed	White Collar/Service Sector	10-24	Single Detached/Low Rise Apt/Semi	Own
19	35	Suburban	S4	Boomers Sociable	Older suburban couples and singles	182,996	36,377	2.23	French	Low	\$104,723	Middle	Older	Couples/Singles	31.50	Mixed	Mixed	Single Detached/Low Rise Apt/Semi	Own	
20	42	Suburban	S5	Châlets & Nouveaux	Upper-middle-income suburban homeowners	189,263	77,528	1.98	French	Low	\$144,616	Middle	Mixed	Couples/Families	41.10	Trade/H/S	Service Sector/Blue Collar	Mixed	Single Detached	Own
21	34	Suburban	S2	Famille Familiale	Younger suburban families with young children	213,034	80,572	2.06	French	High	\$118,571	Middle	Younger	Families	48.10	Trade/College/H/S	Service Sector/Blue Collar	<15	Single Detached/Semi	Own
22	44	Urban Fringe	F1	Pas D'Échecs, Pas D'Échecs	Older and mature, urban fringe couples and singles	118,773	49,402	1.78	French	Low	\$88,023	Lower-Middle	Older & Mature	Singles/Couples	19.20	University/H/S	White Collar/Service Sector	Mixed	Apartments	Own & Rent
23	29	Suburban	S3	Tout Grands	Young, middle-income families and couples in the suburbs	176,913	30,761	1.75	French	Low	\$111,667	Middle	Middle-Aged & Older	Families/Couples	46.40	Mixed	Mixed	Single Detached	Own	
24	35	Suburban	S3	À la Retraite	Older and mature, middle-income suburban couples	285,531	114,793	2.94	French	Low	\$94,790	Middle	Older & Mature	Couples	33.60	Mixed	White Collar/Service Sector	20+	Single Detached	Own & Rent
25	42	Suburban	S5	Les Pantalons	Middle-income suburban homeowners	94,791	39,814	1.02	French	Low	\$80,277	Middle	Mixed	Couples/Families	37.30	Trade/H/S	Service Sector/Blue Collar	<10	Single Detached	Own
26	40	Urban	U3	On Va Viji	Younger, lower-middle-income urban singles and couples	192,413	106,802	2.73	English	High	\$80,204	Lower-Middle	Younger	Singles/Couples	26.70	University	White Collar/Service Sector	<10	Low Rise Apt	Rent
27	36	Urban	U3	Métroplex Multinationale	Younger, diverse and educated city renters	39,409	31,189	0.80	French	High	\$108,000	Middle	Younger	Singles/Couples	26.70	University	White Collar/Service Sector	<10	Low Rise Apt/Duplex	Rent
28	46	Rural	R2	Nils Vies on Camogie	Older and mature, empty-nesters, rural couples	207,488	101,889	2.63	French	Low	\$93,703	Middle	Older & Mature	Couples	26.50	H/S/Gr/Trade	Mixed	Single Detached	Own	
29	46	Rural	R1	Le Petit Air	Rural, middle-aged and older couples and families	50,621	21,541	0.55	French	Low	\$117,460	Middle	Middle-Aged & Older	Couples/Families	35.20	Mixed	Mixed	Single Detached	Own	
30	47	Urban	U3	Social Networks	Young, diverse singles in city apartments	40,006	24,504	0.63	English	High	\$69,776	Lower-Middle	Young	Singles	17.60	University	White Collar/Service Sector	<10	Apartments	Rent
31	51	Urban	U2	On Their Own Again	Diverse seniors living in high-rise city apartments	41,184	25,102	0.64	English	High	\$75,566	Lower-Middle	Older & Mature	Singles	15.20	University/H/S/College	White Collar/Service Sector	Mixed	Appt +	Rent
32	34	Suburban	S4	Wine au Vie	Younger, suburban musicale families and couples	179,075	77,918	1.87	French	Low	\$105,116	Middle	Younger	Families/Couples	44.50	Mixed	Service Sector/Blue Collar	<15	Single Detached/Low Rise Apt/Semi	Own & Rent
33	61	Urban	U2	Carre From Anxxy	White-collar, younger and middle-aged urban renters	42,405	17,480	0.59	Non-Official	High	\$71,801	Lower-Middle	Younger & Middle-Aged	Singles/Families	17.90	University	White Collar/Service Sector	<10	Appt +	Rent
34	44	Urban	U4	Ville Vogue	Middle-income urban homeowners and renters	120,902	54,028	1.38	French	Low	\$98,510	Middle	Mixed	Families	37.80	Mixed	White Collar/Service Sector	15+	Row/Single Detached/Low Rise Apt	Own & Rent
35	44	Rural	R2	Château de Souche	Rural, middle-aged couples and families	304,919	138,687	3.78	French	Low	\$89,028	Lower-Middle	Mixed	Couples/Families	33.90	Gr/Trade/H/S	Blue Collar/Agriculture	Mixed	Single Detached	Own
36	49	Rural	R1	Backcountry Boomers	Rural, older and mature middle-class couples	26,273	12,018	0.31	English	Low	\$87,763	Lower-Middle	Older & Mature	Couples	29.60	Mixed	Mixed	Single Detached	Own	
37	58	Suburban	S5	Confort Cot Bleu	Middle-income suburban families and couples	220,949	89,998	2.30	French	Low	\$101,449	Middle	Mixed	Families/Couples	40.40	H/S/Trade/Gr	Mixed	Single Detached	Own	
38	39	Suburban	S7	1 Age Vie	Older and mature, middle-income suburbanites	94,098	46,111	1.19	French	Low	\$91,009	Middle	Older & Mature	Singles	21.10	Gr/H/S/Trade	Mixed	Single Detached/Low Rise Apt	Own & Rent	
39	56	Urban	U3	Ca Rouge	Younger, educated urban singles and couples	150,134	30,104	2.05	French	High	\$75,185	Lower-Middle	Younger	Singles/Couples	24.40	University	White Collar/Service Sector	<10	Low Rise Apt/Duplex	Rent
40	63	Rural	R2	Ferme à Table	Older and mature, rural couples and families	189,893	84,423	2.13	French	High	\$92,819	Middle	Older & Mature	Couples/Families	32.20	Gr/Trade/H/S	Blue Collar/Agriculture	Mixed	Single Detached	Own
41	59	Suburban	S6	Appeler la Gardienne	Younger, upper-middle-income suburban families and singles	47,108	23,590	0.60	French	Low	\$99,425	Middle	Younger	Families/Singles	34.80	H/S/Gr/Trade	Mixed	Low Rise Apt	Rent	
42	40	Urban	U4	Volier au Solo	Young, educated and mobile urban singles	153,017	73,445	2.39	French	Low	\$70,761	Lower-Middle	Young	Singles	16.00	University	White Collar/Service Sector	<10	Low Rise Apt	Rent
43	53	Urban	U5	Enclaves Multiculturelles	Diverse, diverse city singles and families	415,920	176,363	4.58	Non-Official	High	\$16,863	Lower-Middle	Younger & Middle-Aged	Singles/Families	41.60	Gr/H/S/University	White Collar/Service Sector	<10	Low Rise Apt/Duplex	Rent
44	54	Rural	R2	Pais & Paysage	Middle-aged and older rural couples and singles	346,673	132,588	2.87	French	Low	\$81,128	Lower-Middle	Middle-Aged & Older	Couples/Singles	30.20	Gr/H/S/Trade	Mixed	Single Detached	Own	
45	29	Urban Fringe	F1	Quartier Métro	Lower-middle-income urban fringe singles and families	192,177	93,263	2.28	French	High	\$83,801	Lower-Middle	Mixed	Singles/Families	23.30	Gr/H/S	Mixed	Single Detached	Own	
46	59	Suburban	S7	Deconcer de Vieux	Older and mature, lower-middle-income suburbanites	120,452	40,847	1.56	French	Low	\$72,043	Lower-Middle	Older & Mature	Mixed	38.30	Trade/H/S/Gr	Mixed	Single Detached/Low Rise Apt/Duplex	Own & Rent	
47	62	Rural	R2	Égrot Camaganard	Lower-middle-income, older and mature rural couples	225,047	133,480	2.90	French	Low	\$76,925	Lower-Middle	Older & Mature	Couples/Singles	24.50	Gr/H/S/Trade	Blue Collar/Agriculture	25+	Single Detached	Own
48	64	Urban	U4	Amnés Multiculturel	Low-income, older and mature urban singles	157,045	99,074	2.56	French	Low	\$64,092	Low	Older & Mature	Singles	33.50	Gr/H/S	Mixed	Apartments	Rent	
49	63	Rural	R2	Caning & Canyion	Older and mature, mid-price rural homeowners	46,673	21,986	0.56	French	Low	\$81,211	Lower-Middle	Older & Mature	Singles/Couples	33.10	Gr/H/S/Trade	Mixed	Single Detached	Own	
50	65	Suburban	S7	Ferme Mili Hôte	Older, middle-income suburban singles and couples	94,360	34,428	1.10	French	Low	\$86,477	Lower-Middle	Older	Singles/Couples	25.10	Gr/H/S/Trade	Mixed	Low Rise Apt/Single Detached Duplex	Own & Rent	
51	59	Suburban	S6	Vivre au Présent	Younger, middle, lower-middle-income suburban renters	116,208	41,671	1.58	French	Low	\$75,253	Lower-Middle	Younger	Singles/Couples	29.80	Trade/H/S/Gr	Mixed	Low Rise Apt	Rent	
52	56	Urban	U5	Mosaïque Multiculturelle	Diverse, younger urban singles and families	64,109	31,223	0.80	French	High	\$79,013	Lower-Middle	Younger	Singles/Families	38.60	Gr/H/S/Trade	White Collar/Service Sector	<10	Low Rise Apt	Rent
53	65	Suburban	S6	Bien-être & Aïe	Older, low-income suburban singles and couples	189,772	105,311	2.72	French	Low	\$56,421	Low	Older	Singles/Couples	27.50	Gr/Trade/H/S	Mixed	Duplex/Single Detached/Low Rise Apt	Own & Rent	
54	65	Suburban	S6	Amnés & Jennes de Cœur	Younger and older, downscale suburban singles	61,453	36,267	0.93	French	Low	\$72,808	Lower-Middle	Younger & Older	Singles	23.10	Gr/Trade/H/S	Mixed	Low Rise Apt	Rent	
55	56	Urban	U5	Communauté Urbaine	Diverse, low-income urban singles and families	100,780	60,204	1.53	French	High	\$51,403	Low	Younger	Singles/Families	32.40	Gr/H/S	White Collar/Service Sector	<10	Low Rise Apt	Rent
56	66	Rural	R1	Indigènes Familial	Younger and middle-aged indigenous families in remote towns	51,573	15,149	0.39	Non-Official	Low	\$10,796	Middle	Younger & Middle-Aged	Families	58.90	Gr/Trade	Mixed	Single Detached/Semi	Rent & Board	
57	63	Urban	U4	Au Jour le Jour	Younger and middle, low-income urban singles	167,809	100,021	2.67	Non-Official	Low	\$52,274	Low	Younger	Singles	18.60	Gr/Trade/H/S	Mixed	Low Rise Apt/Duplex	Rent	