

| PRIZM QC Segment | PRIZM Segment | Urbanity | Social Group | PRIZM QC Name | PRIZM QC Descriptor | Population | Households | % of Total Households | Official Language | Cultural Diversity Index | Average Income | Income Level | Age of Maintainers | Family Status | % Households with Children | Education | Job Type | Age of Children | Dwelling Type | Residency |
|------------------|---------------|--------------|--------------|------------------------------------|---|------------|------------|-----------------------|-------------------|--------------------------|----------------|--------------|-----------------------|------------------|----------------------------|-----------------------|-----------------------------|-----------------|-------------------------------------|------------|
| 1 | 1 | Urban | U1 | The A-List | Very wealthy cosmopolitan families and couples | 27,107 | 8,424 | 0.23 | English | Medium | 647,445 | Very Wealthy | Middle-Aged & Older | Families/Couples | 58.8% | University | White Collar | 10-25 | Single Detached/Semi | Own |
| 2 | 2 | Urban | U1 | Wealthy & Wise | Wealthy, older and mature city sophisticates | 21,485 | 7,168 | 0.19 | English | High | 281,124 | Wealthy | Older & Mature | Families/Couples | 56.3% | University | White Collar | 10-25 | Single Detached | Own |
| 3 | 6 | Urban | U1 | Downtown Verve | Middle-aged and older, upscale urban families and couples | 49,627 | 18,094 | 0.49 | English | Medium | 212,804 | Upscale | Middle-Aged & Older | Families/Couples | 48.4% | University | White Collar | 15+ | Semi/Single Detached | Own |
| 4 | 7 | Urban Fringe | F1 | Mature & Secure | Older and mature upscale urban fringe homeowners | 62,959 | 20,388 | 0.55 | English | Medium | 180,689 | Upscale | Older & Mature | Families/Couples | 56.1% | University | White Collar | 15+ | Single Detached | Own |
| 5 | 13 | Suburban | S1 | Familles Bien Nanties | Well-off suburban families and couples | 269,446 | 91,118 | 2.45 | French | Low | 218,142 | Upscale | Middle-Aged & Older | Families/Couples | 56.4% | University | White Collar/Service Sector | 15+ | Single Detached | Own |
| 6 | 12 | Urban | U2 | Eat, Play, Love | Younger, educated and diverse urban singles and couples | 90,275 | 52,331 | 1.41 | English | High | 138,901 | Upper-Middle | Younger | Singles/Couples | 16.2% | University | White Collar/Service Sector | <5, 25+ | Apartments | Rent |
| 7 | 13 | Suburban | S1 | Spas & Barbécues | Upscale, middle-aged families in new suburbs | 268,573 | 87,444 | 2.35 | French | Low | 167,487 | Upscale | Middle-Aged | Families | 61.4% | University/College | Mixed | Mixed | Single Detached | Own |
| 8 | 29 | Suburban | S3 | Prestige Québécois | Well-off, older suburban homeowners | 261,785 | 103,830 | 2.79 | French | Low | 131,846 | Upper-Middle | Older | Couples/Families | 39.9% | University/College | White Collar/Service Sector | 10+ | Single Detached | Own |
| 9 | 22 | Urban | U3 | Indieville | Younger and middle-aged urban singles and families | 15,655 | 5,842 | 0.16 | English | High | 134,075 | Upper-Middle | Younger & Middle-Aged | Singles/Families | 40.8% | University | White Collar | Mixed | Low Rise Apt/Duplex | Own & Rent |
| 10 | 39 | Urban | U3 | Prosperité Internationale | Diverse, upper-middle-income city dwellers | 162,755 | 72,392 | 1.95 | French | High | 115,747 | Upper-Middle | Middle-Aged & Older | Mixed | 34.8% | University | White Collar/Service Sector | Mixed | Low Rise Apt/Duplex | Own & Rent |
| 11 | 40 | Urban | U3 | Les Branchés | Younger, well-educated urban singles | 67,905 | 33,932 | 0.91 | French | Medium | 130,967 | Lower-Middle | Younger | Singles | 23.8% | University | White Collar/Service Sector | <10 | Low Rise Apt/Duplex | Rent |
| 12 | 29 | Suburban | S1 | C'est L'Fun | Large, upper-middle-class suburban families | 235,417 | 81,818 | 2.20 | French | Low | 136,160 | Upper-Middle | Middle-Aged | Families | 55.4% | College/University/HS | Service Sector/White Collar | 15+ | Single Detached | Own |
| 13 | 34 | Suburban | S2 | Bougeotte en Banlieue | Younger and middle-aged, suburban families and couples | 50,769 | 18,665 | 0.50 | French | Low | 162,026 | Upscale | Younger & Middle-Aged | Families/Couples | 48.6% | Mixed | Mixed | <10 | Single Detached/Semi | Own |
| 14 | 27 | Urban Fringe | F1 | Diversité Nouvelle | Diverse, middle-aged urban fringe families | 598,250 | 216,147 | 5.81 | Non-Official | High | 120,559 | Upper-Middle | Middle-Aged | Families | 50.7% | College/University/HS | Service Sector/White Collar | 20+ | Single Detached/Low Rise Apt/Semi | Own |
| 15 | 29 | Suburban | S5 | Pied Solide | Upper-middle-income suburban couples and families | 334,122 | 130,247 | 3.50 | French | Low | 122,072 | Upper-Middle | Middle-Aged & Older | Couples/Families | 42.9% | College/Trade/HS | Mixed | Mixed | Single Detached | Own |
| 16 | 28 | Urban | U3 | Latte Life | Younger, diverse and single city dwellers | 10,549 | 5,881 | 0.16 | English | High | 111,457 | Upper-Middle | Younger | Singles | 16.4% | University | White Collar/Service Sector | <10 | Apartments | Rent |
| 17 | 20 | Urban | U2 | New Asian Heights | Younger Asian singles and couples | 22,478 | 10,993 | 0.30 | Non-Official | High | 95,480 | Middle | Younger | Singles/Couples | 29.8% | University | Mixed | <10 | Apartments | Own & Rent |
| 18 | 34 | Suburban | S4 | Ados & Activités | Suburban, middle-aged, upper-middle-income families | 184,711 | 70,977 | 1.91 | French | Low | 116,263 | Upper-Middle | Middle-Aged | Families | 48.2% | Mixed | Service Sector/White Collar | 10-24 | Single Detached/Low Rise Apt/Semi | Own |
| 19 | 35 | Suburban | S4 | Boomers Sociaux | Older suburban couples and singles | 183,204 | 82,397 | 2.21 | French | Low | 115,101 | Upper-Middle | Older | Couples/Singles | 33.4% | Mixed | Mixed | Mixed | Single Detached/Low Rise Apt/Semi | Own |
| 20 | 42 | Suburban | S5 | Chalets & Navetteurs | Upper-middle-income suburban homeowners | 205,309 | 82,746 | 2.22 | French | Low | 112,022 | Upper-Middle | Mixed | Couples/Families | 40.7% | Trade/HS | Blue Collar/Service Sector | Mixed | Single Detached | Own |
| 21 | 34 | Suburban | S2 | Frénésie Familiale | Younger suburban families with young children | 224,411 | 82,491 | 2.22 | French | Low | 119,862 | Upper-Middle | Younger | Families | 49.4% | Trade/College/HS | Service Sector/Blue Collar | <15 | Single Detached/Semi | Own |
| 22 | 44 | Urban Fringe | F1 | Pas D'enfants, Pas D'soucis | Older and mature, urban fringe couples and singles | 123,162 | 70,737 | 1.90 | French | Low | 94,434 | Middle | Older & Mature | Singles/Couples | 19.2% | University/HS | Service Sector/White Collar | Mixed | Apartments | Own & Rent |
| 23 | 29 | Suburban | S3 | Tous Grandis | Aging, middle-income families and couples in the suburbs | 203,485 | 75,466 | 2.03 | French | Low | 99,592 | Middle | Middle-Aged & Older | Families/Couples | 47.3% | Mixed | Mixed | 15+ | Single Detached | Own |
| 24 | 35 | Suburban | S3 | À la Retraite | Older and mature, middle-income suburban couples | 242,988 | 105,794 | 2.84 | French | Low | 88,114 | Middle | Mixed | Couples | 20.4% | Mixed | Service Sector/White Collar | <10 | Single Detached | Own |
| 25 | 42 | Suburban | S5 | Les Pantoufflards | Middle-income suburban homeowners | 79,216 | 31,849 | 0.86 | French | Low | 87,877 | Middle | Mixed | Couples/Families | 40.4% | Trade/HS | Service Sector/Blue Collar | <10 | Single Detached | Own |
| 26 | 40 | Urban | U3 | On y Va! | Younger, lower-middle-income urban singles and couples | 222,146 | 119,963 | 3.22 | French | High | 75,022 | Lower-Middle | Younger | Singles/Couples | 20.0% | University | White Collar/Service Sector | <10 | Low Rise Apt | Rent |
| 27 | 56 | Urban | U3 | Montréal Multinationale | Younger, diverse and educated city renters | 55,599 | 27,556 | 0.74 | French | High | 107,390 | Upper-Middle | Younger | Singles/Couples | 27.2% | University | Service Sector/White Collar | <10 | Low Rise Apt/Duplex | Rent |
| 28 | 46 | Rural | R2 | Nids Vides en Campagne | Older and mature, empty-nesting rural couples | 214,120 | 100,531 | 2.70 | French | Low | 89,857 | Middle | Older & Mature | Couples | 28.2% | HS/Gr9/Trade | Mixed | Mixed | Single Detached | Own |
| 29 | 46 | Rural | R1 | Le Plein Air | Rural, middle-aged and older couples and families | 52,149 | 20,997 | 0.56 | French | Low | 110,796 | Upper-Middle | Middle-Aged & Older | Couples/Families | 36.2% | Mixed | Mixed | Mixed | Single Detached | Own |
| 30 | 47 | Urban | U2 | Social Networkers | Young, diverse singles in city apartments | 53,360 | 32,168 | 0.86 | English | High | 56,627 | Downscale | Young | Singles | 15.4% | University | White Collar/Service Sector | <10 | Apartments | Rent |
| 31 | 51 | Urban | U2 | On Their Own Again | Diverse seniors living in high-rise city apartments | 45,142 | 28,269 | 0.76 | English | High | 62,071 | Downscale | Older & Mature | Singles | 14.2% | University/HS/College | Service Sector/White Collar | Mixed | Apt 5+ | Rent |
| 32 | 34 | Suburban | S4 | Vivre sa Vie | Younger, suburban midscale families and couples | 185,927 | 72,202 | 1.94 | French | Low | 99,207 | Middle | Younger | Families/Couples | 44.5% | Mixed | Service Sector/Blue Collar | <15 | Single Detached/Low Rise Apt/Semi | Own & Rent |
| 33 | 61 | Urban | U2 | Came From Away | Multi-ethnic, younger and middle-aged urban renters | 47,113 | 21,366 | 0.57 | Non-Official | High | 69,314 | Lower-Middle | Younger & Middle-Aged | Singles/Families | 37.3% | University | Service Sector/White Collar | <10 | Apt 5+ | Rent |
| 34 | 44 | Urban | U4 | Ville Vivante | Middle-income urban homeowners and renters | 136,003 | 58,123 | 1.56 | French | Low | 90,429 | Middle | Mixed | Mixed | 39.0% | Mixed | Service Sector/White Collar | 15+ | Row/Single Detached/Low Rise Apt | Own & Rent |
| 35 | 54 | Rural | R2 | Québécois de Souche | Rural, middle-class couples and families | 304,309 | 123,289 | 3.31 | French | Low | 87,704 | Middle | Mixed | Couples/Families | 37.3% | Gr9/Trade/HS | Blue Collar/Agriculture | Mixed | Single Detached | Own |
| 36 | 49 | Rural | R1 | Backcountry Boomers | Rural, older and mature middle-class couples | 29,910 | 12,701 | 0.34 | English | Low | 86,627 | Middle | Older & Mature | Couples | 32.2% | Mixed | Mixed | 25+ | Single Detached | Own |
| 37 | 54 | Suburban | S5 | Confort Col Bleu | Middle-income suburban families and couples | 199,600 | 80,232 | 2.16 | French | Low | 94,237 | Middle | Mixed | Families/Couples | 41.0% | HS/Trade/Gr9 | Mixed | Mixed | Single Detached | Own |
| 38 | 59 | Suburban | S7 | L'Âge D'or | Older and mature, middle-income suburbanites | 86,503 | 40,369 | 1.08 | French | Low | 95,864 | Middle | Older & Mature | Mixed | 31.9% | Gr9/HS/Trade | Mixed | Mixed | Single Detached/Low Rise Apt | Own & Rent |
| 39 | 56 | Urban | U3 | Ça Roule | Younger, educated urban singles and couples | 150,564 | 76,993 | 2.07 | French | High | 66,092 | Lower-Middle | Younger | Singles/Couples | 26.2% | 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 | 194,195 | 82,917 | 2.23 | French | Low | 91,603 | Middle | Older & Mature | Couples/Families | 34.0% | Gr9/Trade/HS | Agriculture/Blue Collar | Mixed | Single Detached | Own |
| 41 | 59 | Suburban | S6 | Appelez la Gardienne | Younger, upper-middle-income suburban families and singles | 39,153 | 19,030 | 0.51 | French | Low | 103,934 | Upper-Middle | Younger | Families/Singles | 33.2% | HS/Gr9/Trade | Mixed | Mixed | Low Rise Apt | Rent |
| 42 | 40 | Urban | U4 | Voler en Solo | Young, educated and mobile urban singles | 143,449 | 84,833 | 2.28 | French | Low | 63,202 | Downscale | Young | Singles | 16.6% | University | Service Sector/White Collar | <10 | Low Rise Apt | Rent |
| 43 | 55 | Urban | U5 | Enclaves Multiethniques | Diverse, downscale city singles and families | 400,763 | 166,076 | 4.46 | Non-Official | High | 64,809 | Downscale | Middle-Aged | Singles/Families | 42.6% | Gr9/HS/University | Service Sector/White Collar | <10 | Low Rise Apt/Duplex | Rent |
| 44 | 54 | Rural | R2 | Paix & Paysage | Middle-aged and older rural couples and singles | 251,638 | 111,413 | 2.99 | French | Low | 74,156 | Middle | Middle-Aged & Older | Couples/Singles | 30.2% | Gr9/HS/Trade | Mixed | Mixed | Single Detached | Own |
| 45 | 39 | Urban Fringe | F1 | Quartier Mélange | Lower-middle-income, urban fringe singles and families | 175,780 | 82,584 | 2.22 | French | High | 73,928 | Mixed | Mixed | Singles/Families | 33.6% | Gr9/HS | Mixed | Mixed | Low Rise Apt/Duplex | Rent |
| 46 | 59 | Suburban | S7 | Douceur de Vivre | Older and mature, lower-middle-income suburbanites | 148,889 | 71,996 | 1.93 | French | Low | 67,029 | Lower-Middle | Older & Mature | Mixed | 30.1% | Trade/HS/Gr9 | Mixed | Mixed | Single Detached/Low Rise Apt/Duplex | Own & Rent |
| 47 | 63 | Rural | R2 | Esprit Campagnard | Lower-middle-income, older and mature rural couples | 178,665 | 86,829 | 2.33 | French | Low | 72,630 | Lower-Middle | Older & Mature | Couples/Singles | 25.9% | Gr9/Trade | Agriculture/Blue Collar | 25+ | Single Detached | Own |
| 48 | 65 | Urban | U4 | Années d'Automne | Low-income, older and mature urban singles | 119,628 | 75,849 | 2.04 | French | Low | 50,407 | Low | Older & Mature | Singles | 13.2% | Gr9/HS | Mixed | Mixed | Apartments | Rent |
| 49 | 63 | Rural | R2 | Camping & Caravan | Older and mature, midscale rural homeowners | 35,269 | 16,726 | 0.45 | French | Low | 74,352 | Middle | Older & Mature | Singles/Couples | 34.1% | Gr9/HS/Trade | Mixed | 25+ | Single Detached | Own |
| 50 | 65 | Suburban | S7 | Franco Mèli Mèlo | Older, middle-income suburban singles and couples | 105,106 | 56,538 | 1.52 | French | Low | 75,940 | Middle | Older | Singles/Couples | 24.4% | Gr9/HS/Trade | Mixed | Mixed | Duplex/Single Detached/Low Rise Apt | Own & Rent |
| 51 | 59 | Suburban | S6 | Vivre au Présent | Younger, mobile, lower-middle-income suburban renters | 141,723 | 70,872 | 1.90 | French | Low | 69,637 | Lower-Middle | Younger | Singles/Families | 31.6% | Trade/HS/Gr9 | Mixed | Mixed | Low Rise Apt | Rent |
| 52 | 56 | Urban | U5 | Mosaïque Multiculturelle | Diverse, younger urban singles and families | 54,326 | 25,540 | 0.69 | French | High | 74,684 | Middle | Younger | Singles/Families | 35.1% | Gr9/HS/Trade | Service Sector/White Collar | <10 | Low Rise Apt | Rent |
| 53 | 65 | Suburban | S7 | Banlieusards Aînés | Older, low-income suburban singles and couples | 153,452 | 84,997 | 2.28 | French | Low | 47,589 | Low | Older | Singles/Couples | 23.8% | Gr9/Trade/HS | Mixed | Mixed | Duplex/Single Detached/Low Rise Apt | Own & Rent |
| 54 | 65 | Suburban | S6 | Jeunes & Jeunes de Cœur | Younger and older, downscale suburban singles | 42,858 | 24,784 | 0.67 | French | Low | 66,598 | Lower-Middle | Younger & Older | Singles | 21.9% | Gr9/Trade/HS | Mixed | <10 | Low Rise Apt | Rent |
| 55 | 56 | Urban | U5 | Convivialité Urbaine | Diverse, low-income urban singles and families | 144,288 | 70,893 | 1.90 | French | High | 47,117 | Low | Younger | Singles/Families | 33.7% | Gr9/HS | Service Sector/White Collar | <10 | Low Rise Apt | Rent |
| 56 | 66 | Rural | R1 | Indigenous Families | Younger and middle-aged Indigenous families in remote towns | 54,103 | 15,782 | 0.42 | Non-Official | Low | 95,069 | Middle | Younger & Middle-Aged | Families | 59.6% | Gr/Trade | Mixed | <10 | Single Detached/Semi | Own & Band |
| 57 | 65 | Urban | U4 | Au Jour le Jour | Younger and mobile, low-income urban singles | 168,975 | 101,955 | 2.74 | French | Low | 40,157 | Low | Younger | Singles | 19.6% | Gr9/Trade/HS | Mixed | <10 | Low Rise Apt/Duplex | Rent |