

Segment Number	Social Group Code	Social Group	Urbanity	Lifestage	PRIZM Name	PRIZM Descriptor	Population	Households	% of Total Households	Official Language	Cultural Diversity Index	Average Income	Income Level	Age of Maintainer	Family Status	Education	Job Type	Age of Children	Dwelling Type	Residency	Post-COVID most looking forward to shopping	Weekly Commuting Movement Jan. 2021 vs Jan. 2020	
1	U1	U1 - Urban Elite	Urban	M1 - Older Families & Empty Nests	<b>The A-List</b>	Very wealthy cosmopolitan families and couples	278,853	90,597	0.60	English	Low	574,521	Very Wealthy	Mixed	Families/Couples	University	White Collar	10-24	Single Detached	Own	High	Sedentary	
2	U1	U1 - Urban Elite	Urban	M1 - Older Families & Empty Nests	<b>Wealthy &amp; Wise</b>	Wealthy, older and mature city sophisticates	374,582	127,189	0.85	English	Low	264,243	Wealthy	Older & Mature	Families/Couples	University	White Collar	15+	Single Detached	Own	High	Sedentary	
3	F1	F1 - Upscale Urban Fringe	Urban Fringe	F2 - Large Diverse Families	<b>Asian Sophisticates</b>	Upscale, middle-aged Asian families	387,710	114,383	0.76	Non-Official	High	155,652	Upscale	Middle-Aged	Families	University	White Collar	15+	Single Detached	Own	Very High	Sedentary	
4	S1	S1 - Suburban Elite	Suburban	F3 - Middle-Age Families	<b>Turbo Burbs</b>	Middle-aged upscale suburbanites	525,265	173,507	1.15	English	Low	220,765	Upscale	Middle-Aged	Families/Couples	University/College/High School	White Collar/Service Sector	10+	Single Detached	Own	Average	Moderately Active	
5	S1	S1 - Suburban Elite	Suburban	F2 - Large Diverse Families	<b>First-Class Families</b>	Large, well-off suburban families	737,286	229,346	1.53	English	Low	190,168	Upscale	Middle-Aged	Families	University/College/High School	White Collar/Service Sector	5-24	Single Detached	Own	High	Sedentary	
6	U1	U1 - Urban Elite	Urban	F1 - School-Age Families	<b>Downtown Verve</b>	Younger and middle-aged upscale city dwellers	455,149	184,488	1.23	English	Low	279,524	Upscale	Younger & Middle-Aged	Mixed	University	White Collar	5-24	Single Detached/Low Rise Apt/Semi	Own & Rent	Average	Sedentary	
7	F1	F1 - Upscale Urban Fringe	Urban Fringe	M1 - Older Families & Empty Nests	<b>Mature &amp; Secure</b>	Older and mature upscale city dwellers	694,493	233,501	1.55	English	Medium	149,823	Upscale	Older & Mature	Families/Couples	University	White Collar	10+	Single Detached	Own	Average	Moderately Active	
8	S2	S2 - Upscale Suburban Diversity	Suburban	F2 - Large Diverse Families	<b>Multiculture-ish</b>	Upscale, multi-ethnic suburban families	845,668	240,407	1.60	Non-Official	High	162,311	Upscale	Middle-Aged	Families	University/College	White Collar/Service Sector	10+	Single Detached	Own	Very High	Sedentary	
9	G1	G1 - Suburban Elite	Suburban	M1 - Older Families & Empty Nests	<b>Boomer Bliss</b>	Older and mature, upscale suburbanites	634,472	246,134	1.64	English	Low	145,894	Upscale	Older & Mature	Couples/Families	University/College	White Collar	10+	Single Detached	Own	Low	Moderately Active	
10	F2	F2 - Diverse Urban Fringe	Urban Fringe	F2 - Large Diverse Families	<b>Asian Achievement</b>	Successful, middle-aged and older Asian families	524,668	161,005	1.07	Non-Official	High	117,224	Upper-Middle	Middle-Aged & Older	Families	University/High School	Service Sector/White Collar	5-24	Single Detached/Duplex/Row	Own & Rent	Very High	Moderately Active	
11	S2	S2 - Upscale Suburban Diversity	Suburban	Y3 - Young Families	<b>Modern Suburbia</b>	Multi-ethnic younger and middle-aged suburbanites	972,209	309,690	2.06	Non-Official	High	141,415	Upper-Middle	Younger & Middle-Aged	Families	University/College	Mixed	5-24	Single Detached/Row	Own	Very High	Lightly Active	
12	U3	U3 - Young Urban Core	Urban	Y1 - Very Young Singles & Couples	<b>Eat, Play, Love</b>	Younger, well-educated urban singles	668,629	401,632	2.67	English	High	133,022	Upper-Middle	Younger	Singles	University	White Collar	10+	Apt 5+	Rent & Own	Average	Sedentary	
13	S4	S4 - Upper-Middle Suburban Francophone	Suburban	F2 - Large Diverse Families	<b>Vie de Révé</b>	Upscale, suburban Quebec families	552,694	185,789	1.24	French	Low	185,568	Upscale	Middle-Aged	Families	University/College/Trade School	White Collar/Service Sector	10+	Single Detached	Own	Very Low	Moderately Active	
14	R1	R1 - Upper-Middle Rural	Rural	F3 - Middle-Age Families	<b>Kick-Back Country</b>	Rural, middle-aged upscale families and couples	553,854	192,103	1.28	English	Low	149,823	Upscale	Middle-Aged	Families/Couples	Mixed	University	Blue Collar	10+	Single Detached	Own	Average	Moderately Active
15	U4	U4 - Urban Diversity	Urban	F2 - Large Diverse Families	<b>South Asian Enterprise</b>	Urban, upper-middle-income South Asian families	881,261	221,110	1.47	Non-Official	High	127,550	Upper-Middle	Middle-Aged	Families	University/High School	Blue Collar/Service Sector	<20	Single Detached/Semi/Duplex	Own	Average	Moderately Active	
16	U2	U2 - Urban Elite	Urban	M1 - Older Families & Empty Nests	<b>Savvy Seniors</b>	Upper-middle-income seniors in urban apartments	736,121	326,825	2.17	English	Low	120,453	Upper-Middle	Older	Singles/Couples	University/College	White Collar/Service Sector	Mixed	Mixed	Own	Average	Moderately Active	
17	U4	U4 - Urban Diversity	Urban	F3 - Middle-Age Families	<b>Asian Avenues</b>	Urban, middle-income Asian families and singles	256,143	85,085	0.57	Non-Official	High	104,925	Middle	Mixed	Families/Singles	High School/University/Grade 9	Service Sector/White Collar	15+	Duplex/Single Detached/Low Rise Apt	Own & Rent	Low	Moderately Active	
18	F1	F1 - Upscale Urban Fringe	Urban Fringe	F2 - Large Diverse Families	<b>Multicultural Corners</b>	Diverse, upper-middle-income city families	854,193	277,197	1.84	Non-Official	High	132,833	Upper-Middle	Middle-Aged	Families	University/College/High School	Service Sector/White Collar	<20	Single Detached/Row	Own	Very High	Lightly Active	
19	S3	S3 - Upper-Middle Suburbia	Suburban	F3 - Middle-Age Families	<b>Family Mode</b>	Suburban, upscale middle-aged families	1,036,868	338,631	2.25	English	Low	145,442	Upscale	Middle-Aged	Families/Couples	College/High School	Mixed	10+	Single Detached	Own	Average	Moderately Active	
20	F2	F2 - Diverse Urban Fringe	Urban Fringe	Y2 - Younger Singles & Couples	<b>New Asian Heights</b>	Younger, educated Asian singles and couples	404,136	201,010	1.34	Non-Official	High	84,831	Lower-Middle	Younger	Singles/Couples	University	White Collar/Service Sector	10+	Apartments	Own & Rent	Very High	Lightly Active	
21	S4	S4 - Upper-Middle Suburban Francophone	Suburban	M2 - Mature Singles & Couples	<b>Scenic Retirement</b>	Older and mature middle-income suburbanites	599,174	220,911	1.47	English	Low	109,329	Middle	Older & Mature	Couples/Singles	College/High School	Mixed	Mixed	10+	Single Detached	Own	Average	Sedentary
22	U3	U3 - Young Urban Core	Urban	Y2 - Younger Singles & Couples	<b>Indieville</b>	Younger and middle-aged urban singles and couples	484,529	203,562	1.35	English	Low	114,359	Upper-Middle	Younger & Middle-Aged	Singles/Couples	University	White Collar/Service Sector	<20	Low Rise Apt/Semi/Duplex	Own & Rent	High	Sedentary	
23	U2	U2 - Urban Elite	Urban	M1 - Older Families & Empty Nests	<b>Mid-City Melow</b>	Older and mature city homeowners	843,045	307,379	2.04	English	Low	115,193	Upper-Middle	Older & Mature	Families/Couples	College/High School	Mixed	5-24	Single Detached	Own	Average	Moderately Active	
24	S3	S3 - Upper-Middle Suburbia	Suburban	Y3 - Young Families	<b>All-Terrain Families</b>	Younger and middle-aged suburban families	427,334	146,713	0.98	English	Low	137,843	Upper-Middle	Younger & Middle-Aged	Families	College/Trade School/High School	Blue Collar/Service Sector	5-24	Single Detached/Semi/Row	Own	High	Active	
25	S3	S3 - Upper-Middle Suburbia	Suburban	F3 - Middle-Age Families	<b>Suburban Sports</b>	Upper-middle-income, younger and middle-aged suburbanites	969,065	345,953	2.30	English	Low	127,534	Upper-Middle	Younger & Middle-Aged	Families/Couples	Mixed	University/College	Service Sector/Blue Collar	<15	Single Detached/Duplex	Own	Average	Active
26	R1	R1 - Upper-Middle Rural	Rural	F3 - Middle-Age Families	<b>Country Traditions</b>	Rural, upper-middle-income couples and families	900,620	333,167	2.22	English	Low	125,207	Upper-Middle	Middle-Aged & Older	Couples/Families	Mixed	University	Blue Collar/Service Sector	Mixed	Single Detached	Own	Low	Active
27	F2	F2 - Diverse Urban Fringe	Urban Fringe	F3 - Middle-Age Families	<b>Diverse Nouvelle</b>	Diverse, Quebec-centred city dwellers	606,126	219,494	1.46	Non-Official	High	115,845	Upper-Middle	Younger & Middle-Aged	Families	University/Trade School/College	Service Sector/White Collar	Mixed	Single Detached/Low Rise Apt/Semi	Own	Very Low	Lightly Active	
28	U5	U5 - Younger Urban Mix	Urban	Y1 - Very Young Singles & Couples	<b>Urban Millennials</b>	Younger, single urban Millennials	599,174	220,911	1.47	English	Low	109,329	Middle	Younger	Singles	College/High School	Mixed	Mixed	10+	Apartments	Rent	Low	Sedentary
29	S4	S4 - Upper-Middle Suburban Francophone	Suburban	F3 - Middle-Age Families	<b>C'est Tigrisou</b>	Upper-middle-income Quebec suburbanites	1,001,831	351,274	2.34	French	Low	118,288	Upper-Middle	Middle-Aged & Older	Couples/Families	Trade School/College	Service Sector/White Collar	<20	Single Detached/Semi-Detached	Own	Very Low	Moderately Active	
30	F3	F3 - Midscale Urban Fringe	Urban Fringe	F2 - Large Diverse Families	<b>South Asian Society</b>	Upper-middle-income South Asian families	344,606	91,975	0.61	Non-Official	High	101,026	Middle	Middle-Aged	Families	Grade 9/High School	Blue Collar/Service Sector	<20	Duplex/Low Rise Apt/Single Detached	Own & Rent	Average	Very Active	
31	F3	F3 - Midscale Urban Fringe	Urban Fringe	F3 - Middle-Age Families	<b>Metro Melting Pot</b>	Diverse, middle-income city dwellers	828,461	275,619	1.83	Non-Official	High	100,322	Middle	Middle-Aged & Older	Families	University/High School/Grade 9	Mixed	15+	Mixed	Own & Rent	High	Lightly Active	
32	F3	F3 - Midscale Urban Fringe	Urban Fringe	F1 - School-Age Families	<b>Diverse &amp; Determined</b>	Midscale, younger and middle-aged city dwellers	581,301	256,667	1.71	English	High	95,527	Middle	Younger & Middle-Aged	Single/Families	University/College/High School	Service Sector/White Collar	Mixed	Mixed	Own & Rent	Average	Moderately Active	
33	R1	R1 - Upper-Middle Rural	Rural	F3 - Middle-Age Families	<b>New Country</b>	Middle-aged, middle-income rural couples and families	615,495	218,590	1.45	English	Low	104,556	Middle	Middle-Aged	Couples/Families	Mixed	University	Primary/Blue Collar	Mixed	Single Detached	Own	Average	Very Active
34	S4	S4 - Upper-Middle Suburban Francophone	Suburban	F3 - Middle-Age Families	<b>Families Typiques</b>	Younger and middle-aged, suburban Quebec families	639,105	244,593	1.63	French	Low	112,685	Middle	Younger & Middle-Aged	Families	Trade School/College	Mixed	10+	Single Detached/Low Rise Apt/Semi	Own	Low	Moderately Active	
35	S7	S7 - Lower-Middle Suburban Francophone	Suburban	M1 - Older Families & Empty Nests	<b>Vie Dynamique</b>	Older, middle-income Quebec suburbanites	425,921	188,137	1.25	French	Low	95,544	Middle	Older	Couples/Singles	Mixed	Service Sector/White Collar	10+	Single Detached/Low Rise Apt/Semi	Own	Low	Moderately Active	
36	U2	U2 - Urban Elite	Urban	F3 - Middle-Age Families	<b>Middle-Class Mosaic</b>	Middle-income urban homeowners	604,836	213,828	1.42	English	High	95,431	Middle	Mixed	Mixed	High School/Grade 9/College	Blue Collar/Service Sector	Mixed	Single Detached/Semi-Detached	Own	Average	Moderately Active	
37	T1	T1 - Town Mix	Town	F1 - School-Age Families	<b>Keep on Trucking</b>	Upper-middle-income town homeowners	181,542	73,732	0.49	English	Low	114,298	Upper-Middle	Younger & Middle-Aged	Mixed	Mixed	Mixed	Blue Collar/Service Sector	10+	Single Detached	Own	Average	Very Active
38	S5	S5 - Middle-Class Suburbia	Suburban	F3 - Middle-Age Families	<b>Stressed in Suburbia</b>	Middle-income, younger and middle-aged suburban families	697,726	254,633	1.69	English	Low	105,873	Middle	Younger & Middle-Aged	Families	College/High School	Service Sector/Blue Collar	Mixed	Single Detached/Semi/Row	Own	Average	Active	
39	U6	U6 - Older Urban Francophone	Urban	F1 - School-Age Families	<b>Évolution Urbaine</b>	Middle-income Quebec singles and families	331,024	151,110	1.01	French	Low	89,947	Middle	Mixed	Singles/Families	University/Trade School	White Collar/Service Sector	Mixed	Low Rise Apt/Duplex	Rent & Own	Very Low	Lightly Active	
40	U3	U3 - Young Urban Core	Urban	Y1 - Very Young Singles & Couples	<b>Les Émerjuns</b>	Young, urban Quebec singles	437,184	240,539	1.60	French	Low	74,565	Lower-Middle	Young	Singles	University/College/High School	White Collar	<15	Low Rise Apt	Rent	Low	Lightly Active	
41	R2	R2 - Lower-Middle Rural	Rural	M1 - Older Families & Empty Nests	<b>Down to Earth</b>	Older, middle-income rural couples and families	985,332	392,644	2.61	English	Low	98,537	Middle	Older	Couples/Families	Mixed	University	Blue Collar/Service Sector	Mixed	Single Detached	Own	Average	Very Active
42	S7	S7 - Lower-Middle Suburban Francophone	Suburban	F1 - School-Age Families	<b>Banlieus Tranquilles</b>	Middle-aged and older Quebec suburbanites	307,665	124,241	0.83	French	Low	101,092	Middle	Middle-Aged & Older	Couples/Families	Trade School/Grade 9/College	Blue Collar/Service Sector	Mixed	Single Detached	Own	Very Low	Active	
43	S5	S5 - Middle-Class Suburbia	Suburban	F3 - Middle-Age Families	<b>Happy Medium</b>	Suburban, middle-income couples and families	474,315	167,165	1.25	English	Low	101,714	Middle	Mixed	Couples/Families	Mixed	Blue Collar/Service Sector	10+	Single Detached	Own	Low	Active	
44	U6	U6 - Older Urban Francophone	Urban	M2 - Mature Singles & Couples	<b>Un Grand Cru</b>	Older and mature Quebec singles and couples	266,038	131,995	0.88	French	Low	88,968	Middle	Older & Mature	Singles/Couples	Mixed	Service Sector/White Collar	Mixed	Low Rise Apt/Single Detached	Own & Rent	Average	Moderately Active	
45	S6	S6 - Older Suburban	Suburban	M1 - Older Families & Empty Nests	<b>Slow-Lane Suburbs</b>	Older and mature suburban singles and couples	458,876	200,429	1.33	English	Low	90,898	Middle	Older & Mature	Singles/Couples	College/High School	Service Sector/White Collar	15+	Single Detached/Low Rise Apt	Own & Rent	Low	Active	
46	R3	R3 - Rural Francophone	Rural	M1 - Older Families & Empty Nests	<b>Patrimoine Rustique</b>	Rural, older francophone couples and singles	339,589	153,140	1.02	French	Low	91,132	Middle	Older	Couples/Singles	Mixed	Mixed	Mixed	5-24	Single Detached	Own	Low	Active
47	U3	U3 - Young Urban Core	Urban	Y1 - Very Young Singles & Couples	<b>Social Networkers</b>	Young diverse singles in city apartments	340,140	193,252	1.29	Non-Official	High	59,120	Low	Young	Singles	University/High School	Service Sector/White Collar	<5, 20+	Apartments	Rent	Low	Lightly Active	
48	R2	R2 - Lower-Middle Rural	Rural	F3 - Middle-Age Families	<b>Agri-Biz</b>	Middle-income farmers and blue-collar workers	382,695	136,698	0.91	English	Low	92,796	Middle	Middle-Aged & Older	Couples/Families	Grade 9/High School/Trade School	Primary/Blue Collar	<15	Single Detached	Own	Very High	Very Active	
49	R2	R2 - Lower-Middle Rural	Rural	M2 - Mature Singles & Couples	<b>Backcountry Boomers</b>	Rural, lower-middle-income older couples and singles	789,460	347,138	2.31	English	Low	82,900	Lower-Middle	Older	Couples/Singles	Mixed	Blue Collar/Primary	5-24	Single Detached	Own	Very High	Very Active	
50	R2	R2 - Lower-Middle Rural	Rural	M2 - Mature Singles & Couples	<b>Country &amp; Western</b>	Older, middle-income western homeowners	693,941	264,189	1.76	English	Low	95,438	Middle	Older	Singles/Couples	Mixed	Primary/Blue Collar	10+	Single Detached	Own	Very High	Very Active	
51	U2	U2 - Urban Elite	Urban	M2 - Mature Singles & Couples	<b>On Their Own Again</b>	Diverse city seniors in apartment rentals	458,696	276,631	1.84	English	High	64,201	Downscale	Older	Singles	Mixed							