



F2 DIVERSE
URBAN
FRINGE

F3 MIDDLE-AGE
FAMILIES

Population:

606,126
(1.59% of Canada)

Households:

219,494
(1.46% of Canada)

Average Household Income

\$115,845

Average Household Net Worth:

\$482,511

House Tenure:

Own

Education:

University/Trade School/
College

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

High

Sample Social Value:

*Confidence in
Big Business*

Who They Are

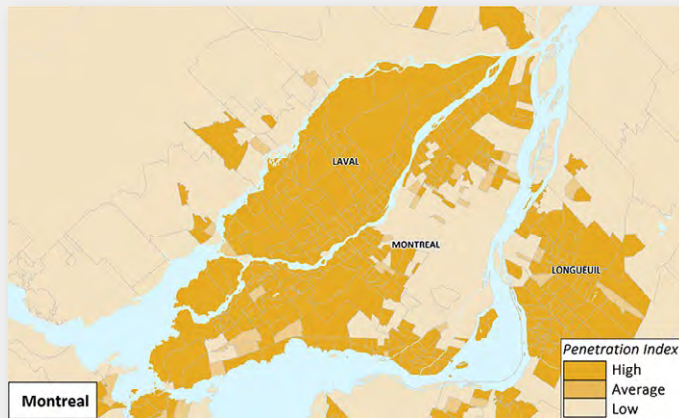
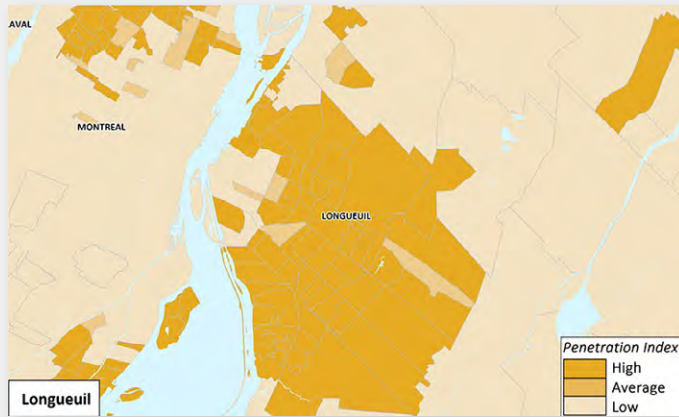
The emergence of Diversité Nouvelle reflects the increasing popularity of Montreal as a destination for immigrants from all over—Europe, Latin America and Africa—especially French-speaking countries. Concentrated in Montreal's urban fringe cities such as Laval, Longueuil and Brossard, Diversité Nouvelle stands out for its multi-lingual neighbourhoods where more than 55 percent speak French and 20 percent speak a non-official language. Here, maintainers between 35 and 54 own relatively new homes, a mix of single detached homes, semi-detached homes and low-rise apartments. With educations ranging from trade school to advanced degrees, the adults earn upper-middle-class incomes from a variety of service sector and white-collar jobs. What unites them is their relatively large family households, with children of all ages, and their willingness to live in multicultural communities. Over 60 percent have a knowledge of French and English—one of the highest bilingual rates—though French language dominates. Unlike typical francophone segments where common-law unions are prevalent, in Diversité Nouvelle married couples outnumber them by nearly four to one. Their ability to adapt to a new country is aided by their eagerness to experience something new every day (*Pursuit of Novelty*).

Diversité Nouvelle families enjoy a comfortable, urbane lifestyle. With their comfortable incomes, they can afford an active nightlife, attending a wide range of cultural activities, including ballet, pop music concerts and comedy clubs. Keen for trendy fashion, they patronize stores like Zara, Simons and H&M. Their favourite leisure activities include going to spa resorts, historical sites and music festivals. Many enjoy entertaining at home, and the French influence is apparent in their preferred fare: soft cheese, baguettes and red wine. With over 40 percent of members having attended a university, Diversité Nouvelle is a strong market for traditional media. They read a wide range of magazines as well as the automotive, food and travel sections of newspapers. When they turn on their TV, they watch everything from business news to paranormal programs. Agnostic when it comes to digital devices, they go online to stream music, watch TV, buy electronics and play games. For a getaway, many simply head to their country home or a cottage in Quebec. But they also like to travel to New York and Boston, as well as France, Italy and Cuba. As a highly outgoing segment, the singles in this cohort are most looking forward to dating and going out partying again post-COVID.

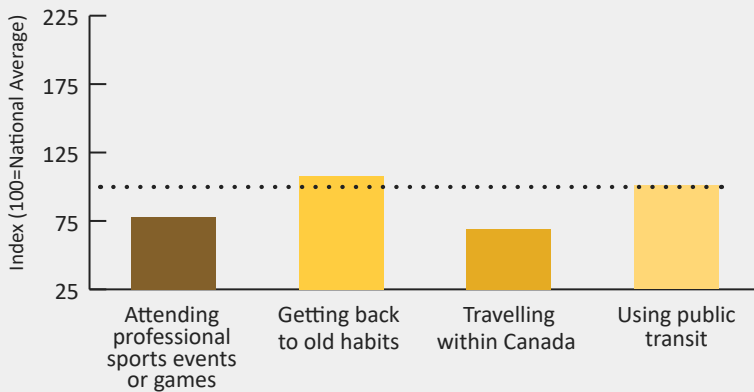
How They Think

The members of Diversité Nouvelle have a zest for life, embracing the unexpected and guided by emotions and intuition rather than reason and logic (*Importance of Spontaneity, Pursuit of Intensity*). This cohort has a lot of confidence in big business, and believes that the companies that fall under this category generally try to strike a fair balance between profits and public interest. Their *need for Status Recognition* is also expressed through their homes, as they believe that the home is an extension of one's image, thus maintain their homes in a manner that will impress others (*Status via Home*). Their sense of *Financial Security* allows them to indulge their *Joy of Consumption*, buying products for the sake of consumption rather than for their use, even while considering the environmental impacts of those products (*Ecological Concern*). As a younger, educated group, they enjoy sharing their opinions about their purchases with others (*Consumption Evangelism*) and question strategies created by the consumer society before making those purchases (*Discriminating Consumerism*). Somewhat slower than other segments to adopt smart devices, members of Diversité Nouvelle are nevertheless intrigued by the possibilities presented by technological innovation and enjoy being informed about the latest technological developments.

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

skating
pro soccer games
pop music concerts
comedy clubs/shows



SHOPPING

Zara
Roots
cosmetics/skin care stores
home health care stores



TRADITIONAL MEDIA

European soccer on TV
ICI RDI
children/teen magazines
newspaper travel section



INTERNET

food/recipe sites
consult consumer reviews
stream radio broadcast
purchase home electronics online



FOOD/DRINK

soft cheese
Pinot Noir
St-Hubert
breakfast restaurants



FINANCIAL

online trading RRSPs
mobile investing
private disability/
health insurance
credit unions/caisses populaires



AUTOMOTIVE

subcompacts
imported compact SUVs
imported cars
leased vehicles



SOCIAL

LinkedIn
Twitter
Tinder
share links with friends
and colleagues



MOBILE

read magazines on mobile phone
voting, polling, taking surveys on
mobile phone
picture/video messaging on tablet
research products on tablet



HEALTH

use prescription eye drops

ATTITUDES

"I like to experience new emotions every day"

"It is important to me that people admire the things I own"

"As soon as I see an opportunity to try something new, I do it"

"To preserve peoples jobs in this country, we must accept higher
degrees of pollution in the future"