



U6 OLDER
URBAN
FRANCOPHONE

F1 SCHOOL-AGE
FAMILIES

Population:

331,024

(0.87% of Canada)

Households:

151,110

(1.01% of Canada)

Average Household Income

\$89,947

Average Household Net Worth:

\$356,144

House Tenure:

Rent & Own

Education:

University/Trade School

Occupation:

White Collar/
Service Sector

Cultural Diversity Index:

Low

Sample Social Value:

Enthusiasm for
Technology

Who They Are

Évolution Urbaine is a Quebec lifestyle undergoing rapid change, where over a quarter of residents identify as visible minorities. Concentrated in older urban neighbourhoods in Montreal, this segment contains a blend of singles and single-parent families of all ages who appreciate their communities' proximity to downtown amenities and reliable public transit. Given the wide age range of maintainers, it's no surprise that the segment's educational report card includes relatively high scores for both university alums and trade school graduates. The adults here work in a variety of fields, from business and the sciences to education and the arts. But their incomes are below average, which results in most households renting where they live, typically older, low-rise apartments and duplexes. However, their modest earnings can easily accommodate the low-cost sports they prefer, including hiking, cross-country skiing and cycling, and they regularly attend book shows, comedy clubs and concerts at outdoor stages. Marketers should take note that these public transit riders notice out-of-home advertising on billboards and digital screens, especially when the messages appeal to their emotions and desire to experience new sensations (*Pursuit of Intensity*).

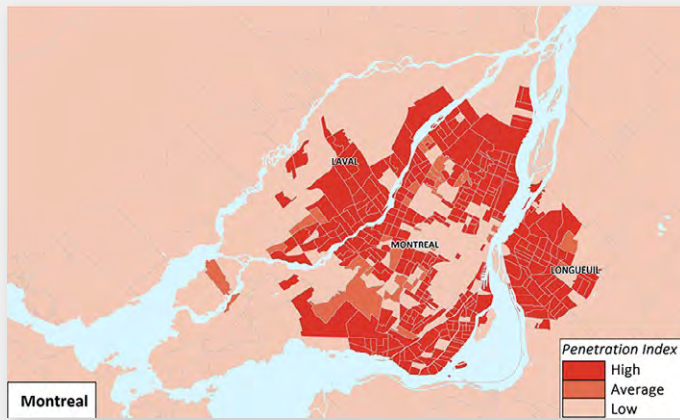
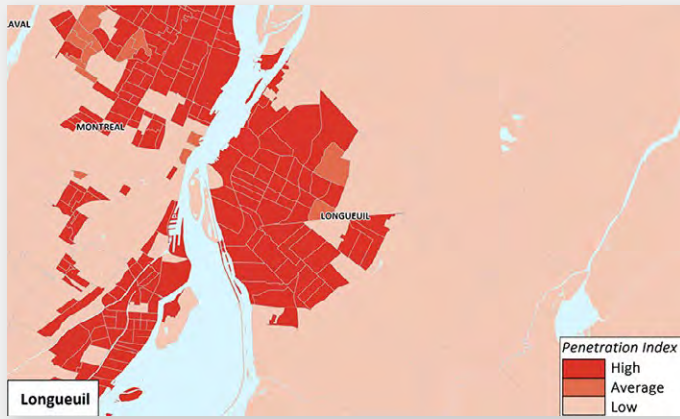
The mixed households in Évolution Urbaine pursue a wide range of interests appropriate for its wide range of ages. While some participate vigorously in outdoor sports others are content to watch tennis matches and auto races from the stands or on the TV in their living rooms. Compared to other francophone segments, Évolution Urbaine members are more likely to shop at Winners and Zara, watch YTV and Movie Time networks, and buy automotive supplies online. Vacations can range from quiet explorations of Quebec's cultural and natural sites to more adventurous trips to Cuba. The adults here tell researchers that they lead busy social lives, but they still find time to watch cooking shows and make regular use of baking ingredients, organic dairy products and fresh pasta. And it wouldn't be a dinner party without French and Italian wine, espresso and cappuccino. To keep the conversation sparkling, Évolution Urbaine members read daily newspapers and magazines that cover art, fashion, technology and food. Since COVID-19, they may have increased their consumption of digital print media. They're big fans of TV, particularly soaps, music videos and sports. And they are turning to the Internet more often now for streaming music, sharing links and online dating. As COVID-19 restrictions relax, they are looking forward to returning to dating and going out to parties.

How They Think

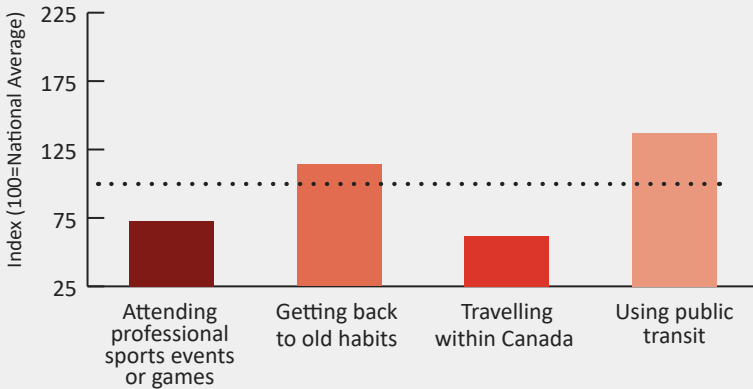
Évolution Urbaine members are a self-possessed group who like to express their views without being constrained by authority figures or traditional social hierarchies (*Rejection of Authority, Equal Relationship with Youth*). Like many Quebecois segments, they support traditional views on the roles of men and women (*Sexism*), but they also typically hold progressive views on romantic relationship (*Sexual Permissiveness*). Évolution Urbaine members rely more on their feelings, intuition and what their senses tell them rather than logic when making decisions (*Intuition & Impulse, Sensualism*). They reject the assumption that all knowledge must be rational or scientific, maintaining that some phenomena are beyond the understanding of modern science (*Interest in the Unexplained*). With a desire to save money, they care little about brand names and refuse to get caught up in the latest consumer craze (*Saving on Principle, Brand Apathy, Discriminating Consumerism*). Although they tend to enjoy looking at advertisements and staying informed about what they buy, they tend to be less concerned about the aesthetic features of their purchases (*Advertising as Stimulus, Consumptivity, Utilitarian Consumerism*). Many prefer eco-friendly companies and products, believing that protecting the environment is more important than job creation and everyone can play a part (*Ecological Lifestyle, Primacy of Environmental Protection, Ecological Concern*).

39. ÉVOLUTION URBAINE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

historical sites
outdoor stages/parks
pro tennis games
spa resorts



SHOPPING

Reitman's
Zara
fashion accessory stores
fruit and vegetable stores



TRADITIONAL MEDIA

Tele Quebec
Formula 1 auto racing on TV
fashion magazines
OOH ads on subway stations



INTERNET

news sites
online gambling
music streaming on computer
purchase home electronics online



FOOD/DRINK

mozzarella cheese
European wine
Corona beer
home delivery restaurants



FINANCIAL

mobile bill paying
term deposits
private life insurance
auto loans



AUTOMOTIVE

compacts
subcompacts
imported brands
\$10,000-\$14,999 spent on vehicle



SOCIAL

Facebook
contribute to chat room/blog/bulletin board
comment on a news article
dating platforms



MOBILE

picture/video messaging on tablet
read magazines on tablet
newspaper apps
bank/pay bills on tablet



HEALTH

spend over \$400 on prescription eyewear

ATTITUDES

"No matter what I do, I have a lot of trouble changing the course of events that affect me"

"I entertain at home more than ever"

"It is important to look good"

"I try to keep abreast of changes in style and fashions"

