Évolution Urbaine is a Quebec lifestyle undergoing rapid change, where nearly 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. 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.

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). They support traditional views on the roles of men and women (Sexism), but they also typically hold progressive views on romantic relationships (Sexual Permissiveness). Évolution Urbaine members rely more on their feelings, intuition and what their senses tell them 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 or the latest consumer craze (Saving on Principle, Brand Apathy, Discriminating Consumerism). They tend to distrust small businesses and advertising as a source of reliable information (Skepticism Toward Small Business, Skepticism Towards Advertising). 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).
Where They Live

How They Live

LEISURE
- historical sites
- outdoor stages/parks
- pro tennis games
- spa resorts

SHOPPING
- Reitmans
- Zara
- fashion accessory stores
- fruit and vegetable stores

TRADITIONAL MEDIA
- TeleQuebec
- 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 enjoy entertaining at home”
- “It is important to look good”
- “I try to keep abreast of changes in style and fashions”

©2020 Environics