

U3 YOUNG
URBAN
CORE

Y1 VERY YOUNG
SINGLES
& COUPLES

Population:

437,184
(1.15% of Canada)

Households:

240,539
(1.60% of Canada)

**Average Household
Income**
\$74,565

**Average Household Net
Worth:**
\$192,140

House Tenure:
Rent

Education:
University/ College/
High School

Occupation:
White Collar/
Service Sector

Cultural Diversity Index:
Low

Sample Social Value:
Global Consciousness

Who They Are

Young, educated and mobile, Les Énerjeunes is a magnet for Quebec singles just starting out in life. Found mostly in older neighbourhoods in Montreal and Quebec City, this segment has a young, tech-driven sensibility. More than a third of maintainers are under 35 years old; nearly half of residents are single. No segment has a higher concentration of bilingual residents, nearly two-thirds of the populace. And they're well educated, with more than 40 percent holding a university or graduate degree. Although most residents hold low-paying jobs, these up-and-comers are just starting their careers in the arts, education, science and business. In Les Énerjeunes, three-quarters rent rather than own a residence, typically a low-rise apartment or duplex. And with more than half having moved in the last five years, they personify upwardly mobility. Free of family obligations and mortgages, they pursue lifestyles that cultivate both mind and body. Cross-country skiing, hiking, cycling and aerobic exercise are all popular pastimes. Many like to spend a date at a nightclub, comedy show or jazz concert. Progressive in their outlook, these young singles score highest among segments in the value *Sexual Permissiveness*.

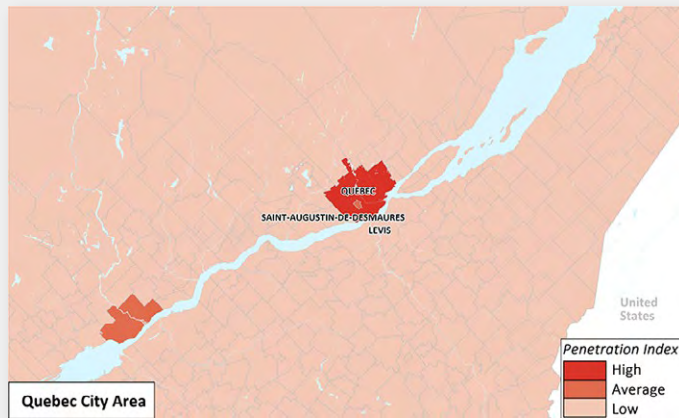
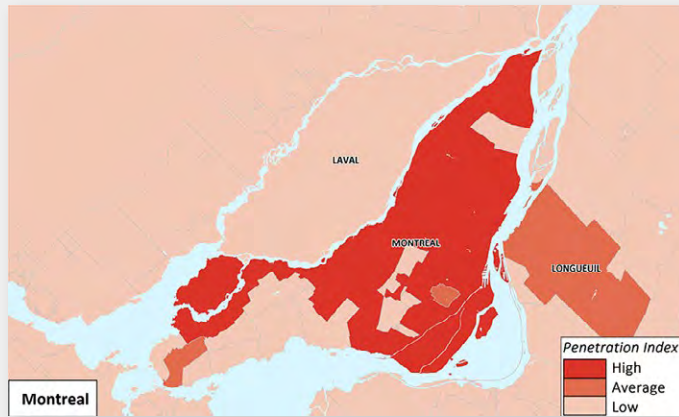
An air of adventure pervades the lively neighbourhoods of Les Énerjeunes. Residents relish their streets lined with bars and art galleries, though they also have high rates for entertaining at home. For special occasions, they head to fine food stores for organic meat, fruit and vegetables, and gluten-free products. But like other young urban segments, they barely spend \$100 on groceries each week, preferring the convenience of home delivery, fast food and portable snacks like chocolate granola bars and energy drinks. While they do shop at large retail chains, Les Énerjeunes residents prefer independent boutiques and online merchants. These Quebecois spend a lot of time on the Internet, and they're mostly platform agnostic. They'll use mobile phones for reading magazines and downloading coupons; tablets for streaming music and searching job listings; and computers for watching TV and posting to social media. Among francophone segments, Les Énerjeunes scores high for using Instagram, Twitter and dating platforms and have increased their social media usage significantly throughout COVID-19. But marketers can also reach these young residents with out-of-home ads and digital screens on buses, taxis and subway cars, as well as inside cinema lobbies and quick-service restaurants.

How They Think

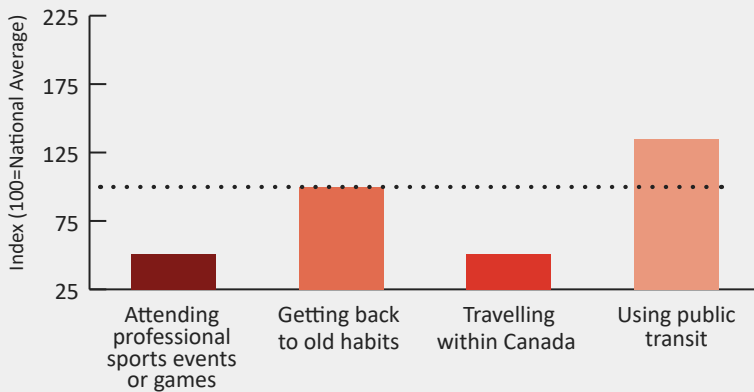
For the go-go households in Les Énerjeunes, their vibrant urban setting complements their own high energy and allows them to connect with others like themselves in an authentic and sincere manner (*Vitality, Attraction for Crowds, Personal Expression*). While they recognize that cities can be dangerous, they're mostly indifferent to any perils and confident about the future (*Acceptance of Violence, Personal Optimism*). As they seek to rediscover and preserve the traditions of their francophone heritage (*Search for Roots*), they also like to experience new sensations and are often guided by their emotions and intuition (*Pursuit of Intensity*). They're eager to win the respect of others through their sense of style and good taste (*Need for Status Recognition*). As a result, these young singles can be passionate about the products they choose to buy (*Consumption Evangelism*), always looking for cutting-edge products, especially in the area of technology (*Pursuit of Novelty, Enthusiasm for Technology*). But they're also green consumers who consider the environmental impacts of purchases (*Ecological Lifestyle*) and like their brands to be as authentic as they are (*Brand Genuineness*).

40. LES ÉNERJEUNES

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

billiards
aerobics
nightclubs/bars
jazz concerts



SHOPPING

Zara
Simons
Jean Coutu
lingerie stores



TRADITIONAL MEDIA

TV soaps/serial dramas
Le Canal Nouvelle
Elle Canada
entertainment/celebrity magazines



INTERNET

dating sites
beauty/fashion sites
watch music videos online
purchase computerware online



FOOD/DRINK

soy-based food
Heineken beer
ethnic restaurants
fine food stores/butcher shops



FINANCIAL

student loans
mobile cheque deposit
private life insurance
two credit cards



AUTOMOTIVE

imported subcompacts
Hyundai
less than \$15,000 spent on vehicle
one car



SOCIAL

Instagram
LinkedIn
WhatsApp
blogs



MOBILE

purchase products on mobile phone
listen to radio/podcast on mobile phone
watch free streaming videos on tablet
health/fitness/diet apps



HEALTH

consult a dietician/nutritionist

ATTITUDES

"I get pleasure out of letting myself go along with an impulse or passing emotions"

"It's important to be thoroughly familiar with what I think of as my region, its history, its customs and traditions"

"I am willing to pay more for eco-friendly products"

"I am willing to pay a little extra to save time shopping"