Young, urban Quebec singles

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. 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. 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 shoppers (Joy of Consumption), 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).
Where They Live

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 phone
- listen to radio/podcast on phone
- streaming video on tablet
- health/fitness/diet apps

HEALTH
- Consult a dietician/nutritionist

ATTITUDES
- “I often do things on the spur of the moment”
- “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”