



**U3** YOUNG  
URBAN  
CORE

**F1** SCHOOL-AGE  
FAMILIES

#### Population:

437,563

(1.15% of Canada)

#### Households:

181,326

(1.21% of Canada)

#### Average Household Income

\$61,348

#### Average Household Net Worth:

\$197,460

#### House Tenure:

Rent

#### Education:

Grade 9/Trade School

#### Occupation:

Service Sector/  
White Collar

#### Cultural Diversity Index:

High

#### Sample Social Value:

*Patriarchy*

## Who They Are

A segment that emerged with the arrival of young immigrants to Canada and was first chronicled in PRIZM5, Enclaves Multiethniques has matured over the years. Now home to both younger and middle-aged residents, it remains a haven for immigrants and francophones concentrated in older, urban core neighbourhoods in Montreal. More than half of residents are foreign-born. More than 40 percent speak French at home while another 36 percent speak a non-official language, such as Arabic or Spanish. Many Enclaves Multiethniques members emigrated from French-speaking countries, like Algeria, Morocco and Haiti. Living in low-rise apartments and duplexes today, Enclaves Multiethniques adults have only moderate educations, and most earn incomes only half the national average, typically from service sector jobs. As they become more settled in their adopted country, they enjoy going to a number of classically Quebec venues: outdoor stages, historical sites, auto races and comedy shows. Many also enroll in adult education programs and colleges in an effort to better their opportunities. These new Canadians tell pollsters they believe in *Just Deserts*, the notion that people get what they deserve as a result of the decisions they make.

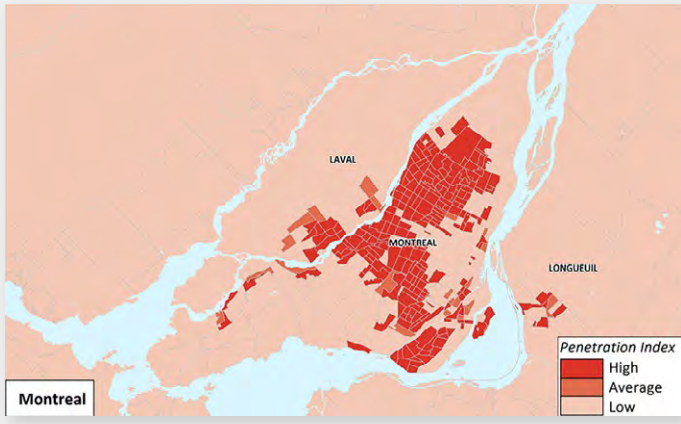
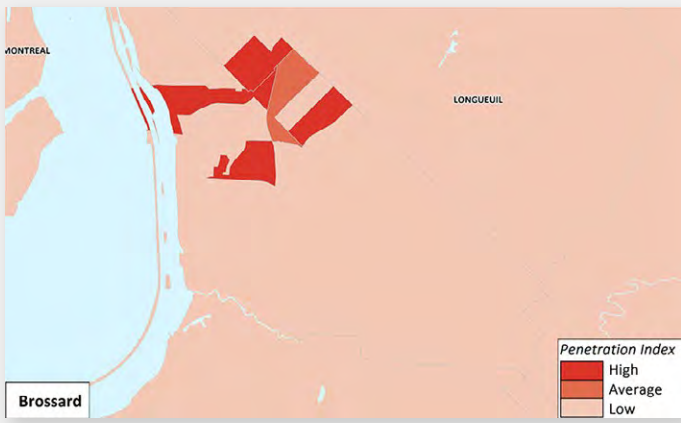
Budgets are tight in Enclaves Multiethniques, where residents get around using public transit or an older Korean compact bought for under \$20,000. A splurge may mean dining out at a buffet, visiting a spa or booking a cheap flight to Cuba or their homeland for the holidays. With their varied backgrounds, residents enjoy a wide range of media, which they're increasingly accessing through digital devices. They're heavy readers of newspapers, particularly sections featuring world news, sports, health and real estate. They're selective fans of radio—dance, jazz and multicultural programs are popular—which they tune in using a smart TV or mobile phone. Most Enclaves Multiethniques members are active Internet users, going online to engage in a variety of activities: searching for jobs, gambling, rating products and swiping for dates. Active on social media, they're comfortable sharing personal information on sites they prefer: Reddit, WhatsApp and Snapchat. And these young and footloose residents notice out-of-home ads in a variety of settings—from bus shelters and subway stations to pubs and cinemas. Once the COVID-19 pandemic is over, this segment is most looking forward to connecting with others, specifically in the form of dating.

## How They Think

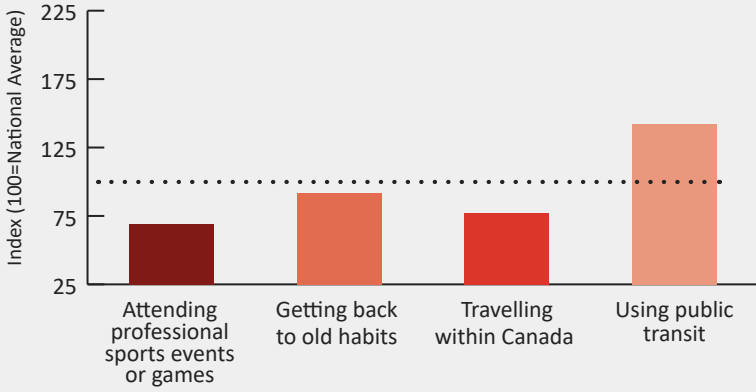
Members of Enclaves Multiethniques enjoy large, communal experiences, especially those that allow them to encounter new sensations (*Attraction for Crowds, Pursuit of Intensity*). Few segments score higher for supporting an *Active Government* to help resolve social issues. A conservative thread runs through this segment, with residents preferring more formal, respectful attitudes, deferring to authority figures and believing that men should be the master of their house (*Propriety, Obedience to Authority, Patriarchy*). Enclaves Multiethniques members desire an intense spiritual life, and most are affiliated with an organized religion (*Spiritual Quest, Religiosity*). Despite feeling overwhelmed by all they have to do and sensing that they're at the mercy of forces beyond their control (*Time Stress, Fatalism*), they still believe Canada is a land of opportunity and that anyone can make it (*North American Dream*). With their tendency for *Ostentatious Consumption*, this group enjoys acquiring whatever will convey status, often impulsively purchasing beautiful objects that catch their eye (*Buying on Impulse, Importance of Aesthetics*). And many prefer patronizing large corporations, believing that they're best at striking a balance between making a profit and operating in the public interest (*Confidence in Big Business*).

55. ENCLAVES MULTIETHNIQUES

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

jogging  
 soccer  
 spas  
 pop music concerts



SHOPPING

Simons  
 H&M  
 Jean Coutu  
 Mac's/Couche-Tard/Circle K



TRADITIONAL MEDIA

European soccer on TV  
 TV stand-up comedy  
 newspaper world news  
 multicultural radio



INTERNET

career/job search sites  
 beauty/fashion sites  
 watch long-form videos online  
 enter contests online



FOOD/DRINK

frozen meals  
 European wines  
 Thai restaurants  
 St-Hubert



FINANCIAL

online stock trading  
 term deposits  
 whole life insurance  
 Desjardins



AUTOMOTIVE

imported compacts  
 imported subcompacts  
 Japanese brands  
 2000-2009 model years



SOCIAL

WhatsApp  
 Reddit  
 Snapchat  
 dating platforms



MOBILE

watch TV on mobile phone  
 research products on mobile phone  
 read magazines or newspaper on tablet  
 clip mobile coupon on tablet



HEALTH

use medicated nasal spray for allergy/sinus remedy

ATTITUDES

*"It should be primarily government, not the private sector, that is concerned with solving the country's social problems"*

*"To spend, to buy myself something new, is for me one of the greatest pleasures in life"*

*"I feel that I am more a citizen of the world than a citizen of my country"*

*"It is very likely that, if a product is widely advertised, it will be a good product"*

