Diverse, downscaled city singles and families

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 35 percent speak French at home while another 30 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.

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).
Where They Live

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 phone
- research products on phone
- read magazines or newspaper on tablet
- coupons 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”
- “No-name products are as good as nationally advertised brands”