Younger and middle-aged Quebec urban renters

Who They Are

Jeunes Biculturels was created by the migration of immigrants to francophone neighbourhoods in Montreal; today’s residents are the now-grown “generation 1.5” children of those who arrived two decades ago. Two-thirds of the populace speak French at home, and the remainder speak English or a non-official language equally. Over a quarter of this segment identifies as visible minorities, including Blacks, Arabs and Latin Americans. Singles dominate Jeunes Biculturels: over 45 percent of households in this segment consist of one person. In these aging neighbourhoods, three-quarters of residents are renters living in mostly older, low-rise apartments and duplexes. The relatively young adults—nearly half of maintainers are under 45 years old—have wide-ranging educations that translate to low-level service sector and white-collar jobs. Half of households have moved in the last five years, one of the highest mobility rates among all segments. Most residents spend their free time pursuing low-cost athletic activities—cycling, aerobics and soccer—but occasionally they take inexpensive trips to the U.S., France and Cuba. Despite their modest finances, they express a sense of optimism about their financial future (Financial Security).

With their modest budgets, the members of Jeunes Biculturels typically entertain at home. They spend less than $150 a week on groceries, filling their carts with plenty of breakfast items—eggs, oatmeal, baguettes and toaster products—and dinner fare such as fresh pasta, cheese and dry soup. They have high rates for buying wine and beer but not from Canadian producers; they prefer French and Italian wine and imported beer like Corona, Heineken and Stella Artois. Despite their downscale incomes, many recently began contributing to their retirement accounts. But that leaves little extra cash for entertainment beyond mainstream media. Jeunes Biculturels residents are more likely than other francophones to watch English TV networks—like CP24, MTV Canada and OWN—and read publications like Fashion, The Hockey News and People. They also like to tune in to radio stations for comedy, classical music and multicultural programming. But they’re typically using their computer or mobile phone to stream their favourite TV and radio program—that is, when they’re not paying bills, text messaging or looking for a date.

How They Think

The members of Jeunes Biculturels approach life with gusto and a desire to experience new sensations and apply their imagination every day (Pursuit of Intensity, Personal Creativity). This culturally diverse group is open-minded about some social norms, embracing non-traditional definitions of family (Flexible Families), expressing an Acceptance of Violence as occasionally cathartic, and tolerating Sexual Permissiveness. But they tend to be socially conservative when it comes to gender norms, believing that men should be the head of the household because they are naturally superior to women (Patriarchy, Sexism). Although they consider themselves proud Quebecois (Parochialism), they sometimes feel disconnected from society (Anomie-Aimlessness) and believe that forces beyond their control are governing their lives, not to mention damaging the environment (Social Darwinism, Fatalism, Ecological Fatalism). Wanting to enhance their attractiveness, they try to lead a healthy and wholesome lifestyle and dress in a respectful manner (Concern for Appearance, Effort Toward Health, Propriety). But they also feel intense gratification from purchasing consumer goods, and in an effort to express their individuality, they seek unique products that make them stand out from the crowd (Joy of Consumption, Pursuit of Originality).
Where They Live

How They Live

LEISURE
- aerobics
- book shows
- comedy clubs/shows
- pro soccer games

SHOPPING
- Simons
- Laura
- Globo
  - fashion accessories stores

TRADITIONAL MEDIA
- TV boxing
- TV sports news/talk
- jazz radio
- newspaper arts and entertainment section

INTERNET
- beauty/fashion sites
- entertainment sites
- classifieds sites
  - purchase home electronics online

FOOD/DRINK
- toaster products
- Stella Artois
- restaurant delivery
- ethnic restaurants

FINANCIAL
- mobile bill paying
- student loans
- cash advance services
- personal property/contents insurance

AUTOMOTIVE
- imported compacts
- Hyundai
- 2000-2009 model years
  - one vehicle

SOCIAL
- WhatsApp
- blogs
- dating platforms
  - refer friends to a website or article

MOBILE
- discount coupons on phone
- newspaper apps
- career/job search on phone
- read newspaper on tablet

HEALTH
- Use disposable contact lenses

ATTITUDES
- “To spend, to buy myself something new, is for me one of the greatest pleasures in life”
- “To preserve jobs in this country, we must accept higher degrees of pollution in the future”
- “I worry about the impact of technology on my life”
- “I am prepared to pay more for products that elevate my status”

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