



U6 OLDER
URBAN
FRANCOPHONE

Y2 YOUNGER
SINGLES
& COUPLES

Population:

413,955
(1.09% of Canada)

Households:

205,287
(1.37% of Canada)

**Average Household
Income**
\$63,082

**Average Household Net
Worth:**
\$145,017

House Tenure:
Rent

Education:
Mixed

Occupation:
Service Sector/
White Collar

Cultural Diversity Index:
Medium

Sample Social Value:
Sexism

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. More than two-thirds of the populace speak French at home, and the remainder speak English or a non-official language equally. Over one-third 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, over 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. Over 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—though 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*).

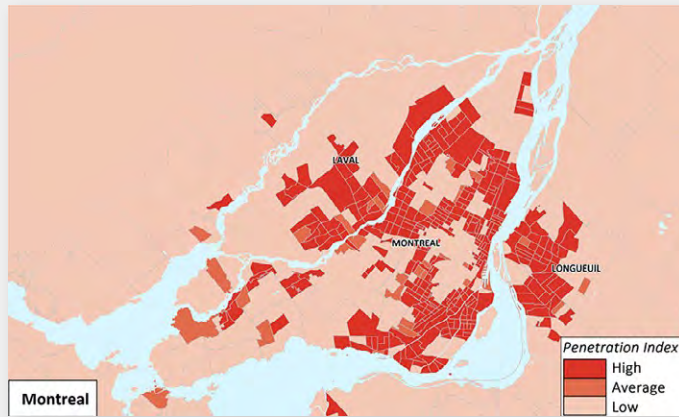
With their modest budgets, the members of Jeunes Biculturels typically entertain at home. They spend less than \$150 a week on groceries, filling their carts with plenty of breakfast items—eggs, oatmeal, baguettes and toaster products—and dinner fare such as fresh pasta, cheese and dry soup. They have 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 OVN—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. The COVID-19 pandemic has reduced the ability to connect with others and this segment is definitely interested in getting back to the party scene.

How They Think

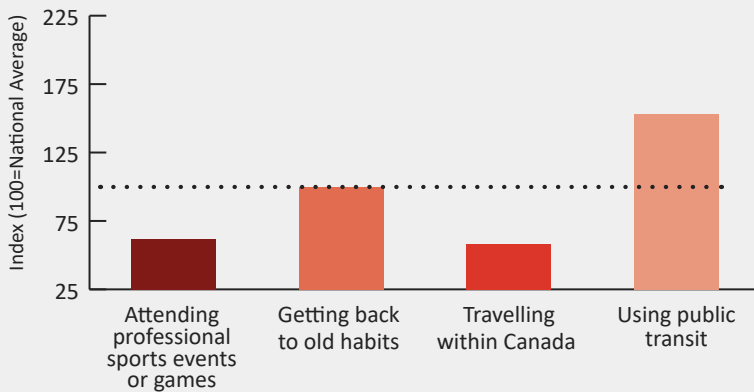
The members of Jeunes Biculturels approach life with gusto and a desire to experience new sensations (*Pursuit of Intensity*, *Importance of Spontaneity*). This culturally diverse group is open-minded about some social norms, embracing non-traditional definitions of family (*Flexible Families*), expressing 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 others should try to fit in more (*Cultural Assimilation*). Wanting to enhance their attractiveness, they try to lead a healthy and wholesome lifestyle while having an adventurous spirit (*Effort Toward Health*, *Need for Escape*). 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*).

56. JEUNES BICULTURELS

Where They Live



Post-Pandemic, Looking Forward To:



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 loan
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 mobile phone
newspaper apps
career/job search on mobile 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"

"It is important to look good"

"To try new products, new places for vacation, or new foods, just for the pleasure of the novelty"

"As soon as I see an opportunity to try something new, I do it"