



Diverse, Quebec-centred city dwellers

Who They Are

The emergence of Diversité Nouvelle reflects the increasing popularity of Montreal as a destination for immigrants from all over—Europe, Latin America and Africa—especially French-speaking countries. Concentrated in Montreal’s urban fringe cities such as Laval, Longueuil and Brossard, Diversité Nouvelle stands out for its multi-lingual neighbourhoods where more than 55 percent speak French and 20 percent speak a non-official language. Here, maintainers between 35 and 54 own relatively new homes, a mix of singles, semis, row houses and low-rise apartments. With educations ranging from trade school to advanced degrees, the adults earn average incomes from a variety of service sector and white-collar jobs. What unites them is their relatively large family households, with children of all ages, and their willingness to live in multicultural communities. Over 60 percent have a knowledge of French and English—one of the highest bilingual rates—though French language dominates. Unlike typical francophone segments where common-law unions are prevalent, in Diversité Nouvelle married couples outnumber them by nearly four to one. Their ability to adapt to a new country is aided by their eagerness to experience something new every day (*Pursuit of Novelty*).

Diversité Nouvelle families enjoy a comfortable, urbane lifestyle. With their midscale incomes, they can afford an active nightlife, attending a wide range of cultural activities, including ballet, pop music concerts and comedy clubs. Keen for trendy fashion, they patronize stores like Zara, Simons and H&M. Their favourite leisure activities include going to spa resorts, historical sites and music festivals. Many enjoy entertaining at home, and the French influence is apparent in their preferred fare: soft cheese, baguettes and red wine. With over 40 percent of members having attended a university, Diversité Nouvelle is a strong market for traditional media. They read a wide range of magazines as well as the automotive, food and travel sections of newspapers. When they turn on their TV, they watch everything from business news to paranormal programs. Agnostic when it comes to digital devices, they go online to stream music, watch TV, buy electronics and play games. For a getaway, many simply head to their country home or a cottage in Quebec. But they also like to travel to New York and Boston, as well as France, Italy and Cuba.

How They Think

The members of Diversité Nouvelle have a zest for life, embracing the unexpected and guided by emotions and intuition rather than reason and logic (*Importance of Spontaneity, Pursuit of Intensity*). With characteristic optimism, they believe in the value of working hard to get ahead and the notion that people get what they deserve (*Personal Optimism, Work Ethic, Just Deserts*). And though they’re attracted to people of other cultures, they express pride in being Canadian and regard themselves as citizens of the country and their local community first (*Social Learning, National Pride, Parochialism*). Their sense of *Financial Security* allows them to indulge their *Joy of Consumption*, buying products for the sake of consumption rather than for their use, even while considering the environmental impacts of those products (*Ecological Lifestyle*). As a younger, educated group, they enjoy sharing their opinions about their purchases with others (*Consumption Evangelism*) and question small companies’ abilities to provide quality goods while operating in the public interest (*Skepticism Toward Small Business*). Somewhat slower than other segments to adopt smart devices, members of Diversité Nouvelle are nevertheless intrigued by the possibilities presented by technological innovation (*Enthusiasm for Technology*).

Population:

625,395
(1.65% of Canada)

Households:

221,582
(1.48% of Canada)

Average Household Income:

\$109,184

Average Household Net Worth:

\$431,315

House Tenure:

Own

Education:

University/Trade
School/College

Occupation:

Service Sector/White
Collar

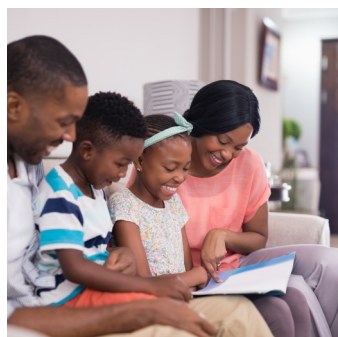
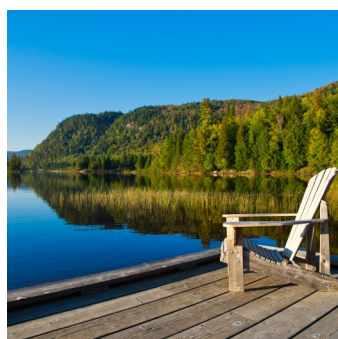
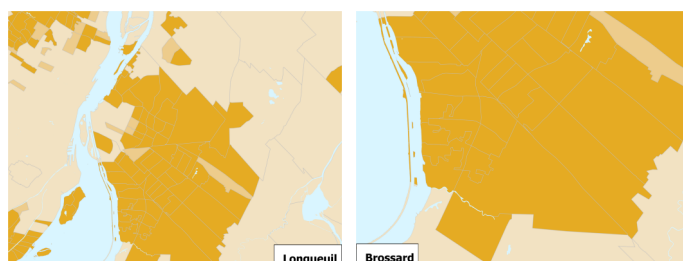
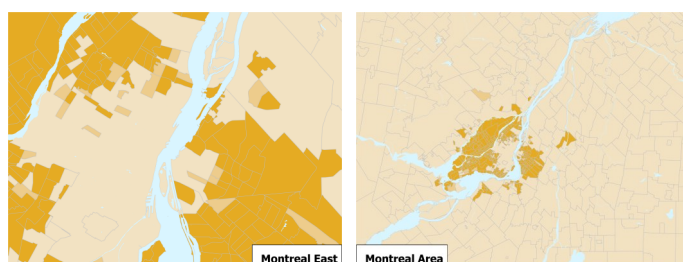
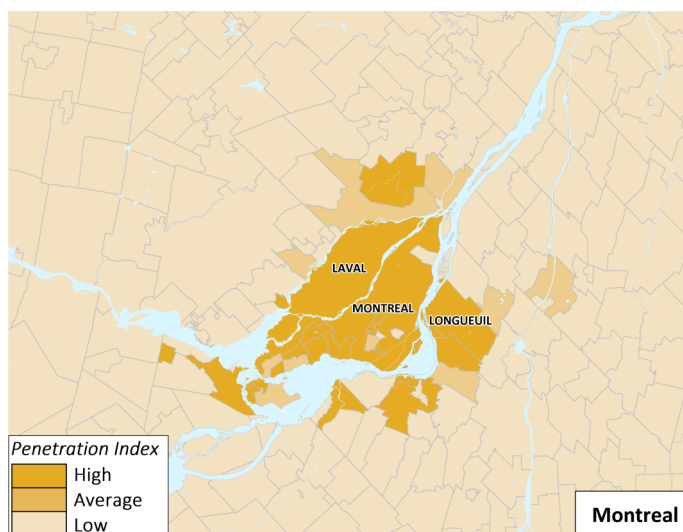
Cultural Diversity Index:

High

Sample Social Value:

Pursuit of Novelty

Where They Live



How They Live



LEISURE

skating
pro soccer games
pop music concerts
comedy clubs/shows



TRADITIONAL MEDIA

European soccer on TV
ICI RDI
children/teen magazines
newspaper travel section



FOOD/DRINK

soft cheese
Pinot Noir
St-Hubert
breakfast restaurants



AUTOMOTIVE

subcompacts
imported compact SUVs
imported cars
leased vehicles



MOBILE

read magazines on phone
taking surveys/polls on phone
picture/video messaging on tablet
research products on tablet



SHOPPING

Zara
Roots
cosmetics/skin care stores
home health care stores



INTERNET

food/recipe sites
consult consumer reviews
stream radio broadcast
purchase home electronics online



FINANCIAL

online trading RRSPs
mobile investing
private disability/health insurance
credit unions



SOCIAL

LinkedIn
Twitter
Tinder
share links with friends and colleagues



HEALTH

Use prescription eye drops

ATTITUDES

"I need to feel that I have achieved a level of social success and that this is recognized by others"

"The Internet improves the relationships I have with other people"

"I am excited by the possibilities presented by the new technologies"

"I am willing to pay more for eco-friendly products"



	Segment	Canada	Index*
Population	%	%	
Age			
Under 5	5.2	5.1	100
5 to 14	11.9	10.8	110
15 to 24	12.4	11.9	104
25 to 44	26.3	27.2	97
45 to 64	27.9	26.9	104
65 to 74	9.6	10.4	92
75 to 84	5.0	5.4	93
85+	1.8	2.3	78
Home Language			
English	24.5	67.4	36
French	55.5	20.1	276
Non-Official	20.1	12.4	161
Immigration			
Immigrant Population	33.0	23.0	144
Before 2001	50.6	47.6	106
2001 to 2005	11.5	10.5	109
2006 to 2010	11.7	12.0	97
2011 to 2016	8.9	13.8	64
2017 to present	17.4	16.0	109
Visible Minority			
Visible Minority Presence	35.2	25.8	137
Marital Status			
Single	28.7	29.0	99
Married or Common Law	59.3	56.9	104
Wid/Div/Sep	12.0	14.1	85
Mode of Transport			
Car	75.7	78.5	97
Public Transit	20.3	13.0	157
Class of Worker			
Employed	65.1	61.2	106
Occupation			
Agriculture	0.2	1.5	15
White Collar	25.0	22.3	112
Grey Collar	27.8	25.2	110
Blue Collar	13.7	16.2	85
Education			
No High School	14.5	16.5	88
High School	22.4	26.6	84
Trade School	10.9	9.2	119
College	19.4	20.0	97
Some University	3.4	2.3	148
University	29.3	25.38	115
Income			
Avg Hhd Income	\$109,184	\$104,603	104

	Segment	Canada	Index*
Households	%	%	
Maintainer Age			
Under 25	1.3	3.0	43
25 to 34	11.4	14.6	78
35 to 44	18.8	17.6	107
45 to 54	21.3	18.1	118
55 to 64	21.3	20.3	105
65 to 74	15.1	15.5	97
75+	10.8	11.0	98
Size			
1 person	20.2	28.3	71
2 people	31.2	34.3	91
3 people	18.5	15.2	122
4+ people	30.1	22.2	136
Family Status			
Non-Family	23.5	32.6	72
Couples with Kids	38.8	29.4	132
Couples, no Kids	25.4	27.2	93
Lone-Parent Family	12.3	10.8	114
Age of Children			
Kids under 5	14.8	16.8	88
5 to 9	17.3	17.9	96
10 to 14	16.7	17.6	95
15 to 19	16.9	17.5	96
20 to 24	15.0	13.4	112
25+	19.3	16.7	116
Dwellings			
Tenure			
Own	80.7	67.7	119
Rent	19.3	31.9	60
Band Housing	-	0.4	0
Period of Construction			
Before 1960	13.7	20.7	66
1961 to 1980	31.8	28.7	111
1981 to 1990	14.0	12.9	109
1991 to 2000	10.5	12.1	87
2001 to 2005	6.7	6.4	104
2006 to 2010	10.2	7.2	142
2011 to 2016	8.0	6.7	121
2017 to present	5.1	5.3	95
Type			
Single-detached	45.8	52.8	87
Semi-detached	14.6	5.0	290
Row	8.0	6.6	122
Duplex	5.6	5.7	99
Lowrise (<5 Stories)	23.8	18.1	131
Highrise (5+ Stories)	1.9	10.2	19
Mobile	0.0	1.3	4

*Index of 100 is average