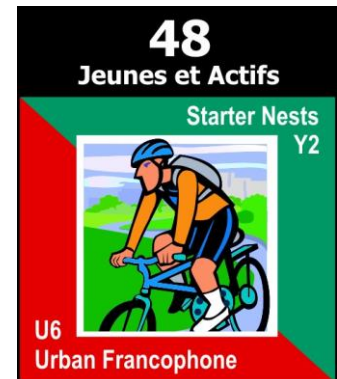


U6

48 - Jeunes et Actifs

Young and urban Québec singles and couples

| | |
|---------------------------------|--|
| Population | 677,007 (1.92% of Canada) |
| Households | 356,965 (2.53% of Canada) |
| Average Household Income | \$59,552 |
| Housing Tenure | Renters |
| Education | University/College |
| Occupation | Service Sector & White Collar |
| Ethnic Presence | Medium |
| Sample Social Value | Attraction for Crowds |

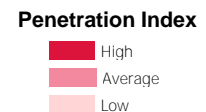
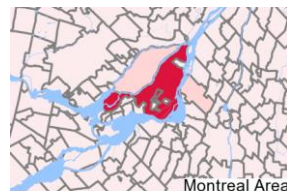
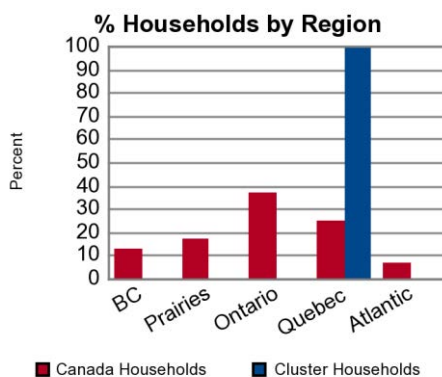


Young, downscale and transient, the residents of Jeunes et Actifs are singles or couples just starting out in life. About half are bilingual. And though they tend to have university and college educations, most can only afford rentals in older low-rise apartments in central Montreal and Quebec City neighbourhoods. But they will stretch their modest incomes to pursue trendy lifestyles rich in fitness and the arts. By day, Jeunes et Actifs have a high rate for exercising through in-line skating, bicycling, cross-country skiing and tennis. At night, they head to movie houses, music festivals and small outdoor stages. With so many residents still unmarried, this is a solid market for dating services as well as liberal mores. The young residents here believe in *Sexual Permissiveness*, *Flexible Families* and *Equal Relationship with Youth*.

Residents in Jeunes et Actifs appear to be educated beyond their socioeconomic status, tending to seek fulfillment through public interest jobs at non-profits, in social work and as health care workers. They like to read alternative weeklies like *Voir* to discover the latest band or the hippest new restaurant. Without children, they have the disposable income to splurge on entertainment and travel; this group scores high for going to spas and cottages, and taking package tours to Cuba. These Canadians devote substantial time to traditional media, with high rates for reading newspapers and moderate to heavy rates for watching television and listening to the radio, especially top-40 music, comedy programs and news/talk stations. And these mobile Canadians are always surfing websites to catch up on current events, socialize with friends and uncover the best video content to download.

Where They Live

Montréal (QC), Mont Royal (QC), Québec (QC)



How They Think

Jeunes et Actifs is one hip young cluster. Strong on *Sexual Permissiveness* and *Pursuit of Intensity* and low on *Duty*, these hedonistic young Quebecers are engaging in lives of sensory pleasure—and they're not letting moderate budgets cramp their style. These residents score above average on both *Need for Status Recognition* and *Personal Expression*—they're always looking for something new and innovative to set them apart from others. Members are also searching for meaning in a life lacking existential purpose (*Anomie & Aimlessness*). They reject both *Religiosity* and *Spiritual Quest* as sources of meaning, finding it instead through pleasure and a *Search for Roots*. Jeunes et Actifs members rank low on *Primacy of the Family* and are open-minded about alternative family forms (high *Flexible Families* and very low *Traditional Family*). Given this mindset, their *Attraction for Crowds* is unsurprising, though they would prefer those crowds to be composed of people like them (*Xenophobia*).

Who They Are

| <u>Population</u> | <u>Cluster %</u> | <u>Index Canada</u> | <u>Households</u> | <u>Cluster %</u> | <u>Index Canada</u> |
|--------------------------|------------------|---------------------|-------------------------------|------------------|---------------------|
| Age | | | Maintainer Age | | |
| <5 | 5.14 | 93 | <25 | 5.88 | 179 |
| 5-14 | 7.19 | 67 | 25-34 | 24.13 | 155 |
| 15-24 | 11.24 | 86 | 35-44 | 19.77 | 109 |
| 25-44 | 37.05 | 136 | 45-54 | 17.33 | 80 |
| 45-64 | 24.89 | 88 | 55-64 | 15.02 | 80 |
| 65-74 | 7.29 | 86 | 65-74 | 9.24 | 73 |
| 75-84 | 4.85 | 103 | 75+ | 8.64 | 86 |
| 85+ | 2.35 | 117 | Size | | |
| Mother Tongue | | | 1 Person | 48.46 | 178 |
| English | 6.91 | 12 | 2 People | 30.84 | 91 |
| French | 70.51 | 333 | 3 People | 11.01 | 70 |
| Non-Official | 19.62 | 98 | 4+ People | 9.69 | 42 |
| Immigration | | | Family Status | | |
| Immigrant | 25.08 | 116 | Non-Family | 57.26 | 173 |
| Arrived <1961 | 6.59 | 52 | Couples w/ kids | 37.18 | 84 |
| 1961-1970 | 7.39 | 64 | Couples, no kids | 38.65 | 98 |
| 1971-1980 | 12.17 | 83 | Lone parent | 24.17 | 147 |
| 1981-1990 | 15.83 | 98 | Age of Children | | |
| 1991-1995 | 12.93 | 97 | <5 | 23.15 | 124 |
| 1996-2000 | 14.08 | 103 | 5-9 | 17.84 | 98 |
| 2001-2006 | 31.00 | 173 | 10-14 | 14.38 | 79 |
| Visible Minority | | | 15-19 | 15.41 | 82 |
| Yes | 21.76 | 109 | 20-24 | 11.36 | 88 |
| Adult Population | Cluster % | Index Canada | 25+ | 17.86 | 135 |
| Marital Status | | | Dwellings | Cluster % | Index Canada |
| Single | 41.68 | 148 | Tenure | | |
| Married or Common-Law | 42.15 | 73 | Owned | 27.44 | 40 |
| Wid/Div/Sep | 16.17 | 112 | Rented | 72.56 | 240 |
| Mode of Transport | | | Band Housing | 0.00 | 0 |
| Car | 44.76 | 55 | Period of Construction | | |
| Public Transit | 37.91 | 352 | <1946 | 31.57 | 294 |
| Class of Worker | | | 1946-1960 | 25.63 | 204 |
| Employed | 86.84 | 100 | 1961-1970 | 13.47 | 112 |
| Self-Employed | 9.93 | 85 | 1971-1980 | 8.14 | 47 |
| Unpaid | 0.12 | 41 | 1981-1990 | 8.14 | 55 |
| Occupation | | | 1991-1995 | 2.20 | 34 |
| Primary | 0.32 | 7 | 1996-2000 | 1.89 | 32 |
| Blue Collar | 15.76 | 67 | 2001-2006 | 3.07 | 40 |
| Service Sector | 40.00 | 102 | 2007-2011 | 4.43 | 47 |
| White Collar | 38.90 | 125 | >2011 | 1.45 | 43 |
| Education | | | Type | | |
| No cert/dipl/deg | 20.33 | 92 | Single | 2.19 | 4 |
| High school cert | 17.75 | 72 | Semi | 1.36 | 28 |
| Trade | 9.60 | 94 | Row | 1.83 | 31 |
| College | 14.95 | 91 | Duplex | 12.88 | 246 |
| Some university | 6.38 | 131 | Low-rise | 72.21 | 410 |
| University degree | 30.98 | 143 | High-rise | 8.75 | 92 |
| | | | Mobile | 0.03 | 2 |
| | | | Dwelling Value Index | | 99 |

How They Live

Leisure

film festivals
cross-country skiing
historical sites
tennis

Shopping

DVDs
hardback books
public markets
Laura

Traditional Media

Voir
"Les Simpson"
news/talk radio
Châtelaine

New Media

online magazines
send tweets regularly
keep an online journal
student related apps on mobile phone

Food/Drink

veal
natural cheese
yogurt
microbrewery beer

Financial

\$10,000-\$25,000 in securities and savings
term deposits
student banking packages
donations to political groups

Automotive

coupes/hatchbacks
own 1 vehicle
up to \$10,000 on latest vehicle
Toyota

Attitudes

"I go out with friends a great deal of the time"
"I give preference to 'green' products"
"When I make a purchase, I often spend more than I thought I would"
"An important part of my life and activities is dressing smartly"