



S4 UPPER-MIDDLE
SUBURBAN
FRANCOPHONE

F2 LARGE
DIVERSE
FAMILIES

Population:

552,694

(1.45% of Canada)

Households:

185,789

(1.24% of Canada)

Average Household Income

\$185,568

Average Household Net Worth:

\$757,793

House Tenure:

Own

Education:

University/College/
Trade School

Occupation:

White Collar/Service
Sector

Cultural Diversity Index:

Low

Sample Social Value:

Active Government

Who They Are

The most affluent of the francophone segments, Vie de Rêve is a group of middle-aged families concentrated in established suburban neighbourhoods around Montreal, Quebec City and Gatineau, in communities like Laval, Blainville and Boucherville. These children of the Quiet Revolution live in upscale comfort in relatively new single-detached homes, often with backyard pools and family-friendly amenities. Half the households contain families with children, most of whom range from 5 to 24 years old. And like many francophone segments, a quarter of couples are common-law unions—a rate more than twice the national average. Vie de Rêve adults are well-educated—mostly university and trade school educations—and hold well-paying jobs in a variety of fields, such as business, finance, education and public administration. Nearly 60 percent of the population has knowledge of both French and English, and residents enjoy a lively suburban lifestyle—engaging in high-energy outdoor sports, hosting wine-and-whatever parties at home, and donning club-ready fashions for nights at comedy shows and pop music concerts. Admitting a desire to look young, they make an *Effort Toward Health* through diet and aerobic activities like jogging, biking and skiing (downhill and cross-country).

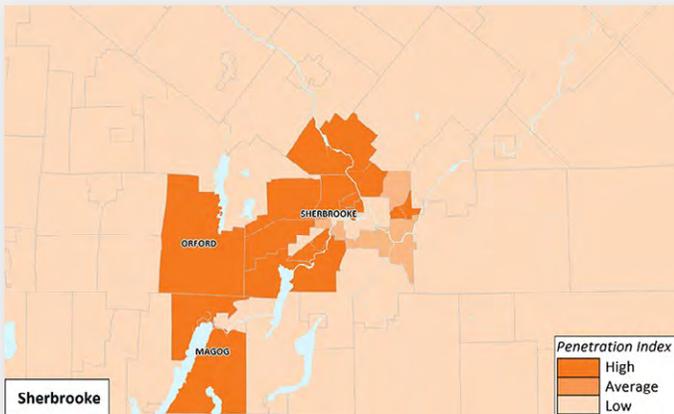
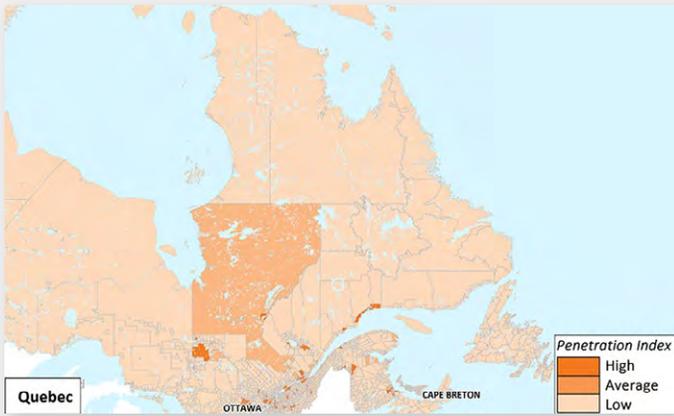
The members of Vie de Rêve like to work hard and play hard. With a net worth of over a million dollars, they can afford taking ski trips, cultural tours and romantic getaways to countries like France, Italy and Cuba. But they also enjoy exploring Quebec, having acquired the gear—skis, bikes, campers and snowmobiles—for outdoor adventures. Whether they're attending a book show or tennis match, these families like to socialize, exhibiting behavioural patterns typical of French-speaking residents at all income levels: They have a fondness for big-box stores, European wine and fine food stores. Compared to other francophone segments, they're more likely to patronize the theatre, health clubs and steakhouses, and watch English-language TV channels like Discovery Science, CBC News and Disney. But these bilingual households also like traditional French-Canadian media, scoring high for TV channels like Canal D and Historia, magazines such as *7 Jours* and *L'Actualité*, and radio stations that play comedy and dance music. Keen for the latest technologies, they own Ultra HD 4K TVs and PVRs at above-average rates. Marketers take note: Vie de Rêve members are also receptive to e-mail offers and digital flyers, especially as they significantly increased their online shopping during COVID-19.

How They Think

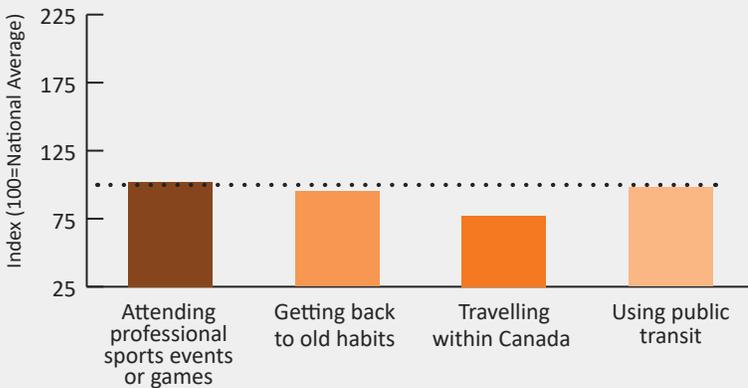
The values of Vie de Rêve members reflect both their affluence and Quebecois heritage. In their *Search for Roots*, they seek to preserve their cultural customs and they're optimistic that they can control the direction of their future (*Personal Control*). They're fascinated by the possibilities science and technology offer (*Enthusiasm for Technology*), and are enthusiastic for purchasing products in areas of their interest (*Consumptivity*). Many in Vie de Rêve prefer work that is personally meaningful and socially valuable (*Fulfillment Through Work*), and have a strong desire to leave a financial and cultural *Legacy*. While they feel they have a responsibility to help the less fortunate (*Social Responsibility*), they also think government should be more involved in handling social issues (*Active Government*). As consumers, they seek products and services that support their desire to live a healthy and green lifestyle (*Ecological Lifestyle*). Ever in search of ways to make life richer, they set challenging goals for themselves (*Personal Challenge*) and enthusiastically embrace unexpected disruptions to their daily routines (*Importance of Spontaneity*).

13. VIE DE RÊVE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

cross-country skiing
pop music concerts
spa resorts
historic sites



SHOPPING

Reitmans
Simons
perfume/cologne
video games



TRADITIONAL MEDIA

TV soaps/serial dramas
Canal D
sports radio
business/financial magazines



INTERNET

access travel content
classifieds sites
review/rate a product
purchase home electronics online



FOOD/DRINK

soft cheese
Cabernet Sauvignon
St-Hubert
fine food stores/butcher shops



FINANCIAL

mortgages
private life insurance
RESPs
Desjardins



AUTOMOTIVE

imported subcompacts
leased new or used cars
Kia
2017-2019 model years



SOCIAL

participate in social media
on tablet
Facebook
1-2 hours/day on social media
view friends' photos online



MOBILE

mobile banking for investing
watch short-form videos on mobile phone
play games on tablet
access food/recipes content on tablet



HEALTH

visit an osteopath

ATTITUDES

"I am prepared to pay more for products that elevate my status"

"I like to be immediately informed of new products and services so that I can use them"

"The Internet allows me to stand out and be different"

"It is important to keep young looking"

