Upscale, suburban Quebec families

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.

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 confident that the modern world’s uncertainties represent an opportunity to be explored (Adaptability to Complexity). Many in Vie de Rêve believe that the pleasures of life should be deferred to realize future gains (Work Ethic) and prefer work that is personally meaningful and socially valuable (Fulfillment Through Work). 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).

Population:
548,474
(1.44% of Canada)

Households:
183,682
(1.23% of Canada)

Average Household Income:
$175,149

Average Household Net Worth:
$702,234

House Tenure:
Own

Education:
University/College/Trade School

Occupation:
White Collar/Service Sector

Cultural Diversity Index:
Low

Sample Social Value:
Ecological Lifestyle

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Where They Live

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
phone
play games on tablet
access food 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”

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