Upper-middle-income Quebec suburbanites

Who They Are

C’est Tiguidou is a solidly upper-middle-class francophone segment. Found in the suburban areas of large and small cities across Quebec, it’s a lively lifestyle filled with middle-aged and older couples and families living in single- and semi-detached houses. Typical of francophone segments, members are more likely to be in common-law relationships. More than 90 percent own their residences, though values for the segment’s older houses are a third below the national average. Educations are mixed, with adults more likely to have gone to trade school or college. But the mid-career households in C’est Tiguidou earn six-figure incomes from service sector and white-collar jobs in business, education, health and manufacturing. The result is more disposable income for these energetic couples and families with older and adult children. Avid fans of outdoor sports, they’re more likely than average Canadians to enjoy cycling, cross-country skiing and hockey. With middle-brow cultural tastes, they have above-average rates for going to book shows, theme parks, sci-fi movies and comedy clubs. These Quebecois enthusiastically embrace life’s unexpected moments and score high on the value Importance of Spontaneity.

With their above-average incomes and modest mortgages, C’est Tiguidou members enjoy their suburban comfort. They often shop at fine food stores, go out to Thai and French restaurants, and entertain at home with an elegant meal and a glass of pinot noir. These households routinely book beach resorts and culinary tours when they travel to France, Italy, Cuba and other countries in the Caribbean. Unlike other Quebecois, these francophones are more likely to own vacation homes and do their own remodeling and landscaping. These white-collar workers prefer business casual attire, shopping at stores like Reitmans, Simons, RW & Co., and H&M. At home, they have mostly traditional media tastes, watching a lot of TV sports, listening to comedy on the radio and reading both print and digital versions of newspapers as well as French magazines that cover a wide range of topics. Many spend fewer than two hours a day on the Internet, but they will go online to access travel content, watch videos and compare products and prices. When they shop online, they typically buy sports equipment, home electronics and concert tickets.

How They Think

C’est Tiguidou members are driven by tradition and ambition, but they are also attentive to quality-of-life matters. Strongest on Fulfillment Through Work, they seek occupations that give meaning to their lives and value to society. When it comes to social issues, they believe that both individuals and the government have a responsibility to help those less fortunate (Social Responsibility, Active Government). But there’s a conservative streak to these francophones: They think men are naturally superior to women (Sexism) and immigrants should adopt their new country’s way of life (Cultural Assimilation). Like other third-plus generation Quebecois, they are eager to preserve their traditional heritage and feel more connected to their local area than the world at large (Search for Roots, Parochialism). This segment’s location not far from the countryside allows members to refresh their spirit in the natural world (Attraction to Nature). They believe that protecting the environment takes priority over economic development or job creation, and everyone can do their part to protect the earth (Ecological Concern). In the marketplace, they typically base purchase decisions on utilitarian considerations, giving little weight to brand names (Utilitarian Consumerism, Brand Apathy).
Where They Live

How They Live

LEISURE
- cycling
- theme parks
- pop music concerts
- book shows

SHOPPING
- L’Aubainerie
- Reitmans
- fine food stores/butcher shops
- fashion accessories stores

TRADITIONAL MEDIA
- TV nature shows
- comedy radio
- travel/tourism magazines
- newspaper automotive section

INTERNET
- classifieds sites
- download apps
- gambling sites
- purchase sports equipment online

FOOD/DRINK
- soft cheese
- baguettes
- French wine
- bistro restaurants

FINANCIAL
- term deposits
- online investing
- RRSPs
- private life insurance
- mobile investing

AUTOMOTIVE
- imported subcompacts
- imported compact SUVs
- Japanese brands
- 2010-2016 model years

SOCIAL
- Facebook
- share links with friends
- use social media to maintain work contacts
- post videos online

MOBILE
- auto content on phone
- banking apps
- play games on tablet
- read magazines or newspaper on tablet

HEALTH
- Monitor diet for weight loss/management

ATTITUDES
- “I like people who act like everyone else, without trying to stand out”
- “I do more entertaining now than ever before”
- “I support doing work that is in the public interest”
- “I am prepared to pay more for products that elevate my status”

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