



S4 UPPER-MIDDLE
SUBURBAN
FRANCOPHONE

F3 MIDDLE-AGE
FAMILIES

Population:

1,001,831
(2.63% of Canada)

Households:

381,474
(2.54% of Canada)

Average Household Income

\$118,288

Average Household Net Worth:

\$466,579

House Tenure:

Own

Education:

Trade School/College

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

Low

Sample Social Value:

Pursuit of Intensity

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 mostly single-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 public administration, 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 *Intuition and Impulse*.

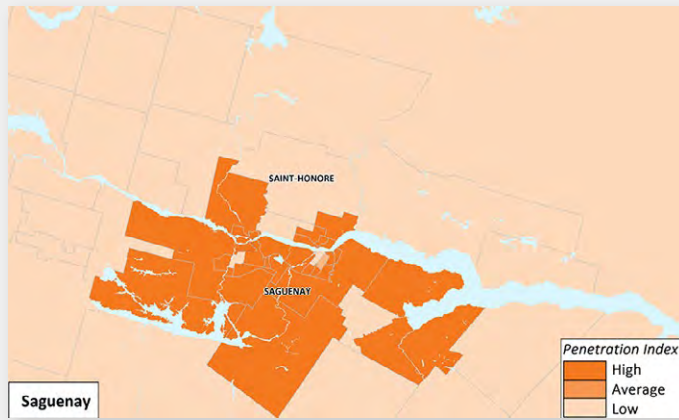
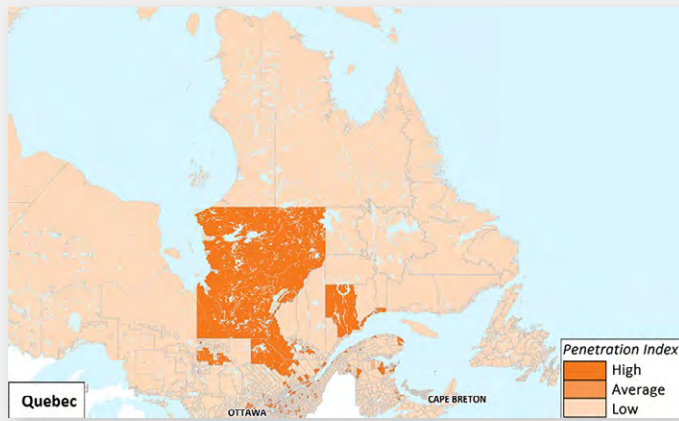
With their above-average incomes and modest mortgages, C'est Tiguidou members enjoy their suburban comfort. They often shop at fine food stores, go out to Thai and French restaurants, and entertain at home with an elegant meal and a glass of pinot noir. This segment is looking forward to getting back to these behaviours and partying post-COVID. 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

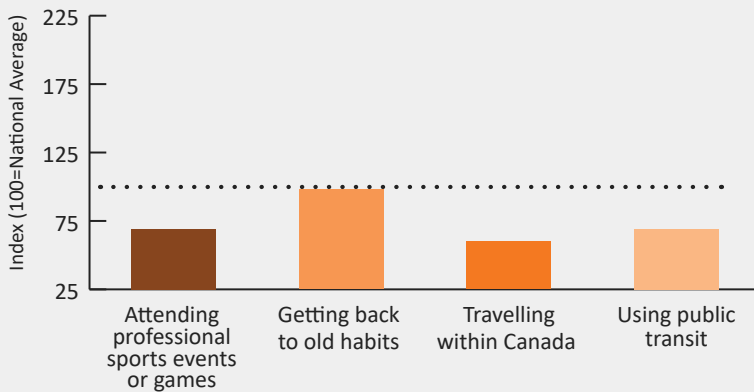
C'est Tiguidou members are driven by tradition and ambition, but they are also attentive to quality-of-life matters. Strongest on *Fulfillment Through Work*, they seek occupations that give meaning to their lives and value to society. When it comes to social issues, they believe that the government has a responsibility to help those less fortunate (*Active Government*). 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 (*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 big business operate fairly between profits and the public interest, however are prepared to pay more for a more environmentally friendly product (*Confidence in Big Business*). In the marketplace, they typically base purchase decisions on utilitarian considerations, giving little weight to brand names (*Utilitarian Consumerism, Brand Apathy*).

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Where They Live



Post-Pandemic, Looking Forward To:



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 and colleagues
use social media to maintain work contacts
post videos online



MOBILE

access auto content on mobile phone
banking apps
play games on tablet
read magazines or newspaper on tablet



HEALTH

monitor diet for weight loss/management

ATTITUDES

"It is acceptable to use physical force to get something you really want. The important thing is to get what you want"

"What one feels is more important than reason and logic"

"Racism in Canada is by and large a thing of the past"

"I would prefer to do work that is exciting, but does not pay very well"