



**S4** UPPER-MIDDLE  
SUBURBAN  
FRANCOPHONE

**F3** MIDDLE-AGE  
FAMILIES

#### Population:

639,105

(1.68% of Canada)

#### Households:

244,593

(1.63% of Canada)

#### Average Household Income

\$112,685

#### Average Household Net Worth:

\$289,128

#### House Tenure:

Own

#### Education:

Trade School/College

#### Occupation:

Mixed

#### Cultural Diversity Index:

Low

#### Sample Social Value:

*Active Government*

## Who They Are

Familles Typiques is a classic francophone segment, a collection of younger and middle-aged, middle-income families with children mostly under the age of 15 who live in suburbs across Quebec. These households are three times more likely than the national average to consist of common-law unions with kids—the highest of all segments. With their mixed educations—including high rates for trade school and college—residents hold a variety of jobs in health, education, manufacturing, public administration, and the trades. Their midrange incomes go far in their communities where residences—a mix of newer singles, semis and low-rise apartments—are valued at 40 percent below average. With the majority commuting to work by car, these adults are early risers for the long drive to city jobs. Fond of outdoor sports, residents spend their free time cycling, skating, playing racquet sports and skiing—both cross-country and downhill. After all that fresh air and exercise, they reward themselves by going out to a French restaurant or kicking back with a glass of chardonnay on their patio. In contemplative moments, they express an *Aversion to Complexity* and feel troubled by the uncertainties of modern life.

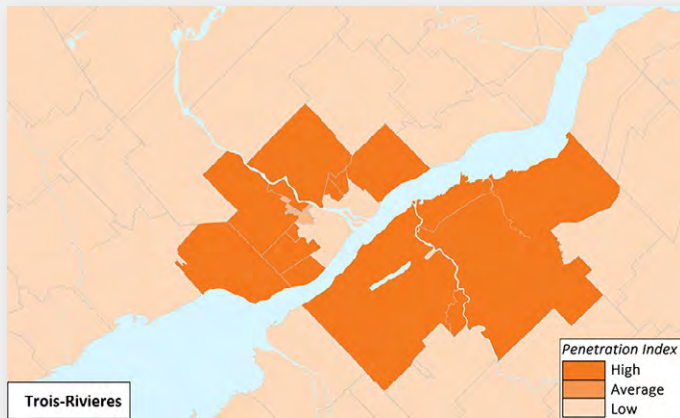
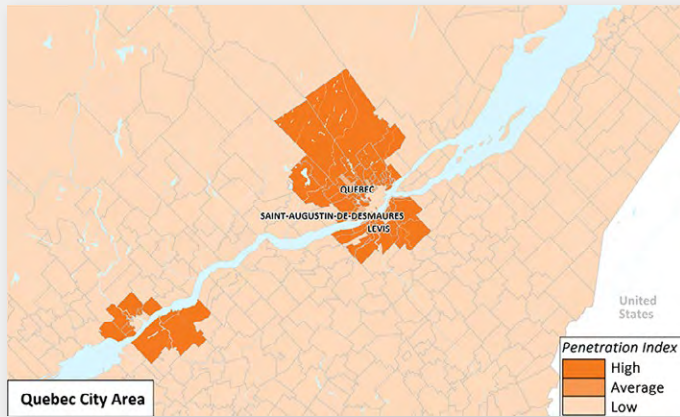
The younger and middle-aged members of Familles Typiques have the basics comfortably covered. While they regularly go to family-friendly movies, pop music concerts and theme parks, their idea of a holiday is a staycation exploring the Quebec countryside using their RVs, ATVs and snowmobiles. Compared to other francophone segments, they are more likely to patronize theme parks, video arcades, zoos and aquariums. They drive compact and subcompact cars, favouring Asian models that cost \$30,000 to \$40,000. To protect their families, they have high rates for owning all kinds of insurance: home, health, disability and life (though the face value rarely tops \$250,000). Familles Typiques members make a somewhat traditional media market. They enjoy TV soaps, standup comedy and sports programs that typically target men, such as mixed martial arts, extreme sports and boxing. This social group enjoys partying and dating and is looking forward to doing so post-COVID. They turn to radio for their big band and dance music fix and to magazines for articles on food, recipes, women's content and parenting. They're only light Internet surfers, typically using their tablets for social networking, watching music videos, comparing products and entering online contests. They tell researchers they don't feel confident using new technology.

## How They Think

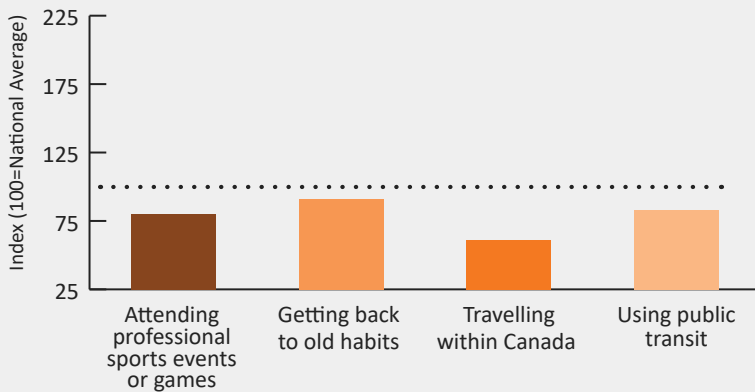
The francophone households in Familles Typiques are passionate about Quebec and express little interest in reaching out to cultures beyond their own (*Parochialism*). They tend to be conservative in their social views, believing in traditional gender roles (*Sexism*), making personal sacrifices for their families (*Primacy of the Family*) and believing that immigrants should relinquish their cultural traditions (*Cultural Assimilation*). They tend to trust large institutions, preferring that government take the lead in handling societal issues (*Active Government*) and dismissing small businesses as unable to provide quality goods and services as well as large companies (*Confidence in Big Business*). This faith in established organizations leads them to believe that people should follow society's rules and not question authority figures (*Obedience to Authority*). These midscale families feel optimistic about their personal financial future (*Financial Security*), and feel that it is acceptable to use force to obtain something you really want. These consumers go shopping for the sheer pleasure of it, but they rarely favour one brand over another (*Joy of Consumption, Brand Apathy*).

### 34. FAMILLES TYPIQUES

## Where They Live



## Post-Pandemic, Looking Forward To:



## How They Live



### LEISURE

downhill and cross-country skiing  
theme parks  
pop music concerts  
comedy clubs/shows



### SHOPPING

Simons  
Suzy Shier  
Jean Coutu  
jeans stores



### INTERNET

classified sites  
comparing products while shopping  
watch short-form videos online  
purchase sports equipment online



### TRADITIONAL MEDIA

TV family dramas  
TV extreme sports  
dance music radio  
automotive/motorcycle magazines



### FOOD/DRINK

frozen and dry-packaged pasta  
soft cheese  
tomato/vegetable juice  
low-fat food from supermarket



### FINANCIAL

automatic payments online  
RSP loan  
health insurance  
automobile loan



### SOCIAL

publish blog, Tumblr or online journal  
review/rate a product or service  
Facebook  
update status on Facebook monthly



### AUTOMOTIVE

imported compact SUVs  
imported subcompacts  
2016-2017 model years  
\$15,000-\$29,999 spent on vehicle



### MOBILE

discount coupon on mobile phone  
read newspaper on tablet  
enter contests on mobile phone  
shop on tablet



### HEALTH

visit an osteopath

### ATTITUDES

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

"An extramarital affair from time to time is not that serious"

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

"I believe that young people should be taught to obey authority"

