Younger and middle-aged, suburban Quebec families

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, business and the trades. And 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. 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. But 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 many enjoy purchasing products and services that allow them to express their personality in an authentic manner (Personal Expression). These consumers go shopping for the sheer pleasure of it, but they rarely favour one brand over another (Joy of Consumption, Brand Apathy).
Where They Live

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

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

**INTERNET**
classifieds sites
compare products while shopping
watch short-form videos online
purchase sports equipment

**FOOD/DRINK**
frozen and dry-packaged pasta
soft cheese
tomato/vegetable juice
low-fat food

**FINANCIAL**
automatic payments online
RSP loan
health insurance
automobile loan

**AUTOMOTIVE**
imported compact SUVs
imported subcompacts
2016-2017 model years
$30,000-$40,000 spent on vehicle

**SOCIAL**
publish blogs or online journal
review a product/service
Facebook
update status on Facebook monthly

**MOBILE**
discount coupon on phone
read newspaper on tablet
enter contests on phone
shop on tablet

**HEALTH**
Visit an osteopath

**ATTITUDES**
“I try to keep abreast of changes in style and fashion”

“Young people should be taught to obey authority”

“Technology intimidates me”

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