Older, middle-income Quebec suburbanites

Who They Are

The older, Quebec suburbanites who make up Vie Dynamique may have varied households and backstories, but they’re all pursuing a traditional middle-of-the-road lifestyle. In this segment, households can be singles or couples, married or common-law, and hold white-collar, blue-collar or service sector jobs. With their mixed educations—most have completed high school, trade school or college—they work in a variety of industries, including manufacturing and health care; however, over 40 percent are not in the labour force. Their middle incomes are sufficient to own an older, single-family or semi-detached home, and drive an inexpensive subcompact, compact or small SUV from a Korean or Japanese carmaker. On the weekend, they like to attend a comedy club, outdoor stage or book show. With more than half of Vie Dynamique maintainers over 55 years old, they dedicate a lot of time to traditional media, especially automotive and gardening magazines, hot adult contemporary radio and TV game shows. But they also enjoy cross-country skiing and bicycling and insist they have more energy and initiative than most people; indeed, they score high for Vitality. The older residents of Vie Dynamique enjoy life’s simple indulgences. They score highest among all segments for patronizing fine food stores, filling their carts with enough mild cheddar cheese, baguettes and baking ingredients for a feast. And they’re not stingy when it comes to libations: they favour French and Italian wines, typically starting their repasts with a cab and ending with cognac. Unlike other francophone segments, they’re more adventurous in their outdoor leisure, preferring to get their thrills from snowmobiling in the winter and power boating in the summer. Proud homeowners, many invest their time and energy in DIY and remodeling projects, but when they’re ready to take a break, they like to watch tennis, NHL hockey and auto racing on TV. They tune in to comedy and retro ‘80s music on the radio and pick up magazines that cover home décor and travel. Leery of the latest tech trends, they go online for basic activities, such as banking, conducting research and entering contests; many also use tablets to access recipes and automotive content. But they still respond to printed direct mail, especially store catalogues and Yellow Pages ads.

How They Think

Vie Dynamique members are proud Quebecois who prefer to be around others like themselves and believe diverse groups should abandon their ethnic identities to embrace a Canadian way of life (Parochialism, Cultural Assimilation). Feeling threatened by the changes and difficulties of modern life (Aversion to Complexity), they tend to hold values grounded in traditional conventions: they put their family first and maintain that men are naturally superior to women (Primacy of the Family, Sexism). They want more from their jobs than a paycheque, preferring work that benefits society and provides personal satisfaction (Fulfillment Through Work), and they support an Active Government that takes the lead in resolving social issues. Vie Dynamique consumers take pleasure in shopping, expressing a Joy of Consumption fed by their desire to impress others with items that symbolize affluence (Ostentatious Consumption). They also take environmental concerns into their purchasing decisions (Ecological Lifestyle). But their Utilitarian Consumerism and Brand Apathy mean they focus more on functionality and don’t get caught up in the latest shiny objects or popular brand names.
Where They Live

How They Live

LEISURE
- cycling
- power boating
- bingo
- book shows

SHOPPING
- Simons
- La Vie en Rose
- Uniprix
- fine food stores/butcher shops

TRADITIONAL MEDIA
- TV game shows
- adult contemporary radio
- Coup de Pouce
- newspaper automotive section

INTERNET
- classifieds sites
- online gambling
- use online phone directory
- purchase sports equipment online

FOOD/DRINK
- baking ingredients
- espresso
- Italian wine
- chicken restaurants

FINANCIAL
- RRSPs
- mobile investing
- will/estate planning
- long-term care insurance

AUTOMOTIVE
- imported compacts
- imported subcompacts
- Japanese brands
- $15,000-$29,999 spent on vehicle

SOCIAL
- Facebook
- post videos online
- participate in social network on a tablet
- 50-99 friends on social media

MOBILE
- celebrity gossip on phone
- research products on tablet
- picture/video messaging on tablet
- food sites on tablet

HEALTH
- Use muscle/body pain relievers
- 3-4 times/month

ATTITUDES
- “It is important to me that people admire the things I own”
- “Immigrants of different races and ethnic groups should set aside their cultural backgrounds and try to blend into the Canadian culture”
- “I avoid using the services or products of companies which I consider to have a poor environmental record”
- “To spend, to buy myself something new, is for me one of the greatest pleasures in life”