



S7 LOWER-MIDDLE
SUBURBAN
FRANCOPHONE

M1 OLDER FAMILIES
& EMPTY NESTS

Population:

425,921

(1.12% of Canada)

Households:

188,137

(1.25% of Canada)

**Average Household
Income**

\$95,544

**Average Household Net
Worth:**

\$339,577

House Tenure:

Own

Education:

Mixed

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

Low

Sample Social Value:

Search for Roots

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 or low-rise apartment, 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*.

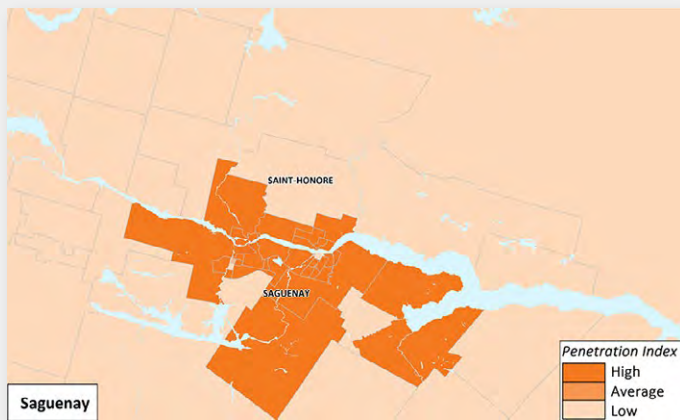
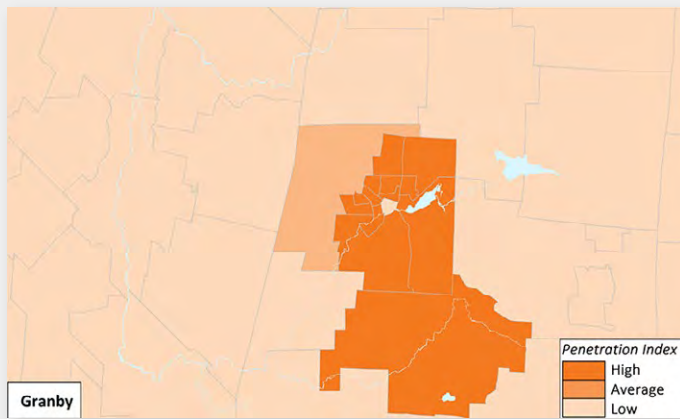
The older residents of Vie Dynamique enjoy life's simple indulgences. They score highest among all segments for patronizing fine food stores, filling their carts with enough mild cheddar cheese, baguettes and baking ingredients for a feast. And they're not stingy when it comes to libations: they favour 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. Since the onset of COVID-19, their video streaming and social media consumption may have decreased. But they still respond to printed direct mail, especially store catalogues and Yellow Pages ads.

How They Think

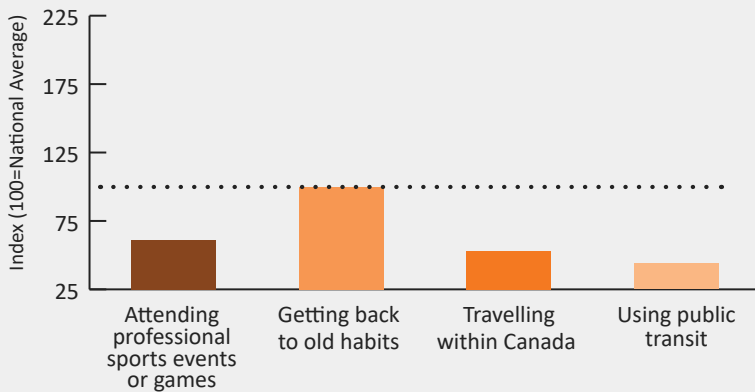
Vie Dynamique members are proud Quebecois who prefer to be around others like themselves and believe diverse groups should abandon their ethnic identities to embrace a Canadian way of life (*Parochialism, Cultural Assimilation*). Feeling threatened by the changes and difficulties of modern life (*Aversion 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.

35. VIE DYNAMIQUE

Where They Live



Post-Pandemic, Looking Forward To:



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

classified 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 networks



MOBILE

access celebrity gossip on mobile phone
 research products and services on tablet
 picture/video messaging on tablet
 food/recipe 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"

