Middle-aged and older Quebec suburbanites

Who They Are

A midscale francophone segment, Banlieues Tranquilles is found on the suburban edges of Quebec’s large and small cities. Formerly rural communities, the last 15 years have brought suburban developments to these areas. At 97 percent, this segment has the highest rate of residents who speak French at home, and its percentage of third-plus-generation Canadians is near the top. The mix of couples and families here is almost evenly divided between married and common-law unions, and more than 80 percent live in single-detached homes, typically built since the 1960s. Despite modest educations, many adults work in well-paying blue-collar and service sector jobs. And because these jobs typically involve a long commute, more than 90 percent of residents get to work by car—usually an imported compact—one of the highest proportions of all the segments. But they’re only a short drive to preferred entertainment options like dinner theatres, concert arenas and film festivals, and they’ll head to more remote locations to go fishing, hunting and cross-country skiing.

The solid incomes of Banlieues Tranquilles residents allow them to indulge a bit. They have high rates for going to spas and amusement parks, as well as attending pro tennis and figure skating events. A night out may mean a family movie and dinner at an Italian, French or Greek restaurant. These middle-aged and older families have only recently begun to think about retirement—they’re more likely than members of other francophone segments to have stocks, RRSPs and RESPs—but many are also paying off mortgages and personal loans. When they need a break, they’ll spend a weekend at their country home or cottage, occasionally splurging on a trip to the U.S. or Cuba. In their homes, often graced with video game consoles and 4K TVs, they typically favour traditional media. They like to watch TV soaps, movies and home improvement shows, and tune their radios to ‘80s hits and adult contemporary music. Only moderate fans of newspapers and magazines, they like articles covering parenting, gardening and home décor. Most residents have only average interest in the Internet, preferring to use tablets for reading newspapers and magazines, finding recipes and comparing products.

How They Think

Like other francophone segments, Banlieues Tranquilles members feel closely tied to their Quebec roots and identify more strongly with their local community than the world at large (Parochialism). Many members hold conservative family values, supporting traditional gender roles (Sexism) while rejecting ethnic diversity within families (low for Racial Fusion). Hard working and altruistic, they believe that work should be about more than a paycheque (Fulfillment Through Work) and they like to connect with smaller, close-knit groups of people in an authentic manner (Social Intimacy). As evidenced by their many outdoorsy leisure activities, Banlieues Tranquilles residents have a strong Attraction to Nature and consider environmental concerns when making purchase decisions (Ecological Lifestyle). Their joie de vivre is expressed in their desire to constantly experience new sensations (Pursuit of Intensity).

As consumers, they look for practical products, ignore brand names and prefer large corporations over small businesses; many appreciate ads just for their aesthetics (Utilitarian Consumerism, Brand Apathy, Confidence in Big Business, Advertising as Stimulus). Although they’re hardly early tech adopters, they’re intrigued by new technology and the possibilities it holds for the future (Enthusiasm for Technology).

Population: 260,634  
(0.69% of Canada)

Households: 107,876  
(0.72% of Canada)

Average Household Income: $95,773

Average Household Net Worth: $309,170

House Tenure: Own

Education: Trade School/Grade 9/College

Occupation: Blue Collar/Service Sector

Cultural Diversity Index: Low

Sample Social Value: Fulfillment Through Work

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Where They Live

How They Live

**LEISURE**
- hiking/backpacking
- dinner theatres
- auto races
- sci-fi films

**SHOPPING**
- Laura
- Costco
- fashion accessories stores
- kitchen stores

**TRADITIONAL MEDIA**
- Canal Vie
- TV home improvement shows
- retro ‘90s radio
- Historia

**INTERNET**
- radio station sites
- online gambling
- read online newspaper
- purchase sporting goods online

**FOOD/DRINK**
- frozen pizza
- toaster products
- port/sherry
- breakfast style restaurants

**FINANCIAL**
- Visa standard card
- personal loans
- universal life insurance
- Desjardins

**AUTOMOTIVE**
- imported subcompacts
- imported compacts
- Japanese and Korean brands
- $15,000-$24,999 spent on vehicle

**SOCIAL**
- contribute to chat room/blog/bulletin board
- Facebook
- Pinterest
- publish blog

**MOBILE**
- access automotive content on phone
- enter contests on phone
- banking on tablet
- sports content on tablet

**HEALTH**
- Consult a dietician/nutritionist

**ATTITUDES**
- “I’m content to do work that is exciting but does not pay very well”
- “Immigrants of different races and ethnic groups should set aside their cultural backgrounds and try to blend into the Canadian culture”
- “No-name products are as good as nationally advertised brands”
- “I avoid using the services or products of companies which I consider to have a poor environmental record”

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