



**S7** LOWER-MIDDLE  
SUBURBAN  
FRANCOPHONE

**F1** SCHOOL-AGE  
FAMILIES

#### Population:

307,665  
(0.81% of Canada)

#### Households:

124,241  
(0.83% of Canada)

#### Average Household Income

\$101,092

#### Average Household Net Worth:

\$315,778

#### House Tenure:

Own

#### Education:

Trade School/Grade 9/  
College

#### Occupation:

Blue Collar/  
Service Sector

#### Cultural Diversity Index:

Low

#### Sample Social Value:

*Joy of Consumption*

## 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 98 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, agricultural, 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. Strong on the value *Ecological Concern*, these Quebecois believe it's up to individuals like themselves to protect the environment.

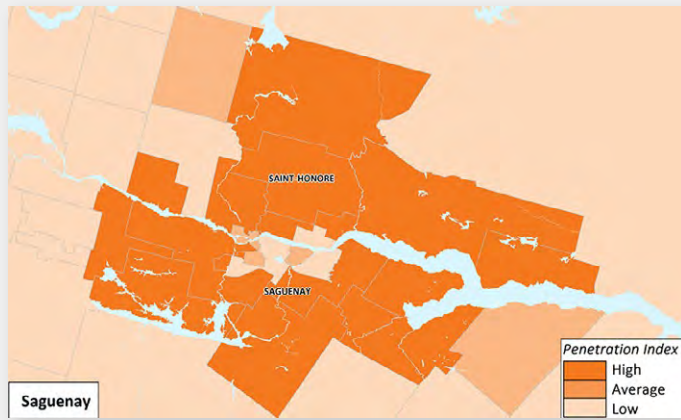
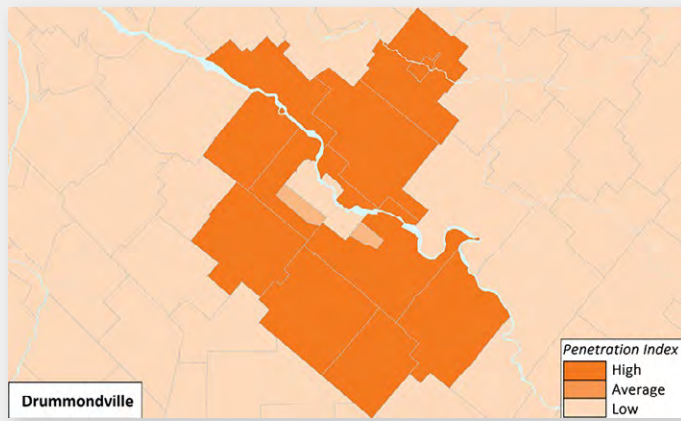
The solid incomes of Banlieues Tranquilles residents allow them to indulge a bit. They have high rates for going to spas and amusement parks, as well as attending pro tennis and figure skating events. A night out may mean a family movie and dinner at an Italian, French or Greek restaurant. These middle-aged 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, however, they may have decreased their video streaming since COVID-19. 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. When it comes to accepting information regarding COVID, they prefer government sources.

## How They Think

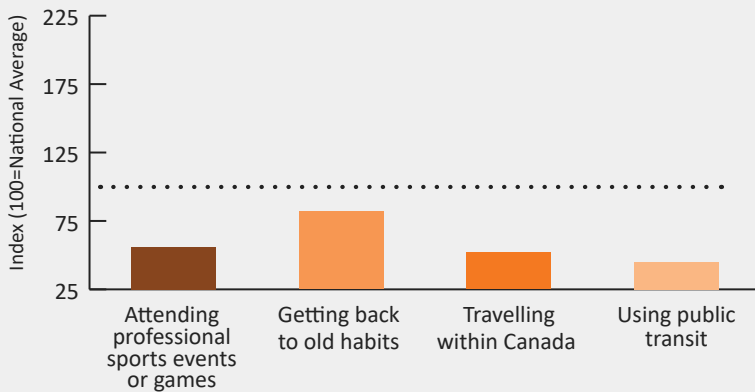
Like other francophone segments, Banlieues Tranquilles members feel closely tied to their Quebec roots and identify more strongly with their local community than the world at large (*Parochialism*). Many members hold conservative family values, supporting traditional gender roles (*Sexism*) while rejecting 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* however, may not consider environmental concerns when making purchase decisions (*low for Ecological Fatalism*). Their joie de vivre is expressed in their desire to embrace and enjoy unexpected events (*Importance of Spontaneity*). 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*).

## 42. BANLIEUES TRANQUILLES

### Where They Live



### Post-Pandemic, Looking Forward To:



### 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 mobile phone  
 enter contests on mobile phone  
 banking on tablet  
 access professional 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 am not willing to pay more for eco-friendly products"

