Older and mature Quebec singles and couples

Who They Are

A middle-income, francophone segment, Un Grand Cru is a collection of older and mature singles and couples living in urban neighbourhoods scattered throughout Montreal, Quebec City and Gatineau. More than half the maintainers are over 55 years old, nearly 40 percent are over 65. Dwelling values in this segment are low, and the majority of households own homes or condos, although a significant percentage rent apartments in low-rise buildings. Residents who are still in the workforce earn average incomes from service sector and white-collar jobs. But their net worth is much higher than expected thanks to pensions and government transfers. And because two-thirds of households contain just one or two people, money goes further in Un Grand Cru, allowing these seniors to enjoy occasional splurges. They like to shop at fashion boutiques, pick up European wine and microbrewery beer at fine food stores and stock up on everything else at major retailers like Jean Coutu and Costco. Scoring high for the value Joy of Consumption, they often get more pleasure out of purchasing an item than from the item itself.

The older members of Un Grand Cru like going out. They have high rates for attending figure skating and tennis events, and patronizing restaurants that serve Greek and Italian cuisine as well as chicken restaurants like St-Hubert. Their idea of a big night is going to a comedy club, outdoor stage, jazz concert or bingo hall. And they’re more likely than other francophones to attend operas and classical music concerts. But because these settled households also like spending time at home, they make a robust media market. They enjoy a wide variety of TV fare, including local news, game shows, crime dramas, and, more than other Quebecois, golf, tennis and Formula 1 racing broadcasts. They’re also more selective in their radio habits, preferring classical, oldies and hot adult contemporary music. They’re enthusiastic newspaper readers and typically page through all sections of the paper, and their taste in French magazines encompasses art, home décor, travel, sports and seniors’ issues. They’re only moderate Internet users, favouring tablets for banking, social networking and accessing maps. These Quebecois think out-of-home advertising is “cool,” and they notice ads and screens in subway stations, bus stops and convenience stores.

How They Think

A spirited group, the members of Un Grand Cru are committed to a healthy lifestyle, and guided by their emotions and intuition; they constantly crave new sensations (Effort Toward Health, Pursuit of Intensity). Viewing themselves as citizens of the world, they believe everyone’s quality of life can improve when people help each other (Global Consciousness, Social Responsibility), though they also support an Active Government for solving social issues. Uncomfortable with the uncertainties of modern life (Aversion to Complexity), they are strong supporters of many traditional values, believing for example that men are superior to women (Sexism), though they also support Sexual Permissiveness. Like other francophone segments, they want their work to have meaning and provide value to society (Fulfillment Through Work), and they are optimistic about their financial future (Financial Security). When shopping, they tend to give little weight to a product’s aesthetics, brand name or ad campaign and focus simply on price (Utilitarian Consumerism, Brand Apathy, Skepticism Towards Advertising, Importance of Price). But they also occasionally succumb to Buying on Impulse.
Where They Live

How They Live

LEISURE
- cross-country skiing
- theatre
- pop music concerts
- spa resorts

SHOPPING
- Reitmans
- Jean Coutu
- Costco
- fine food stores/butcher shops

TRADITIONAL MEDIA
- family dramas
- nature shows
- classical/fine arts radio
- newspaper world news sections

INTERNET
- radio sites
- weather sites
- TV via streaming video
- purchase sports equipment online

FOOD/DRINK
- low-fat cheese
- lemon-lime soda
- American beer
- home delivery

FINANCIAL
- online trading TFSAs
- term deposits
- bank services package
- long-term care insurance

AUTOMOTIVE
- imported compacts
- imported compact SUVs
- Nissan/Infiniti
- $20,000-$24,999 spent on vehicle

SOCIAL
- comment on news articles
- contribute to chat room
- Facebook
- participate in social network on tablet

MOBILE
- celebrity content on phone
- enter contests on phone
- magazines/newspaper on tablet
- text messaging on tablet

HEALTH
- Use sore throat cough drops

ATTITUDES
- “I prefer to shop at a retail store location for the customer experience”
- “I enjoy entertaining at home”
- “To spend money, to buy myself something new, is one of the greatest pleasures in my life”
- “Brands are not that important when I go shopping”