



U6 OLDER URBAN
FRANCOPHONE

M2 MATURE SINGLES
& COUPLES

Population:

266,038
(0.70% of Canada)

Households:

131,995
(0.88% of Canada)

Average Household Income

\$88,968

Average Household Net Worth:

\$300,863

House Tenure:

Own & Rent

Education:

Mixed

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

Low

Sample Social Value:

Intuition & Impulse

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, over 30 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.

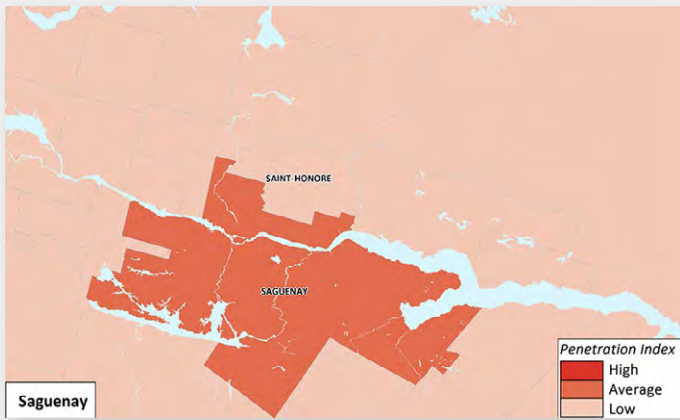
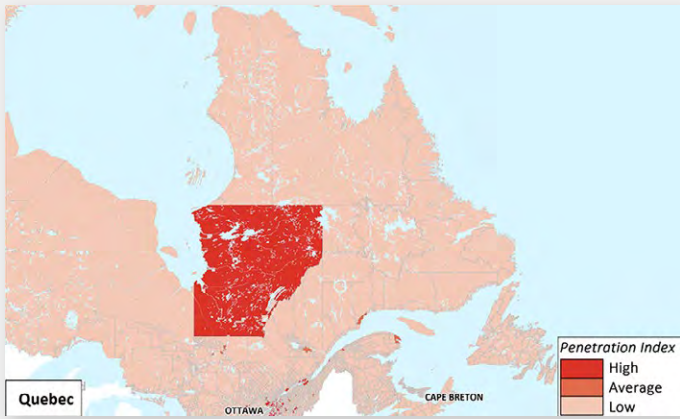
The older members of Un Grand Cru like going out. They have high rates for attending figure skating and tennis events, and patronizing restaurants that serve Greek and Italian cuisine as well as chicken restaurants like St-Hubert. Their idea of a big night is going to a comedy club, outdoor stage, jazz 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. When it comes to getting information about COVID-19, they're more likely to trust government sources or news through traditional outlets like the newspaper. 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

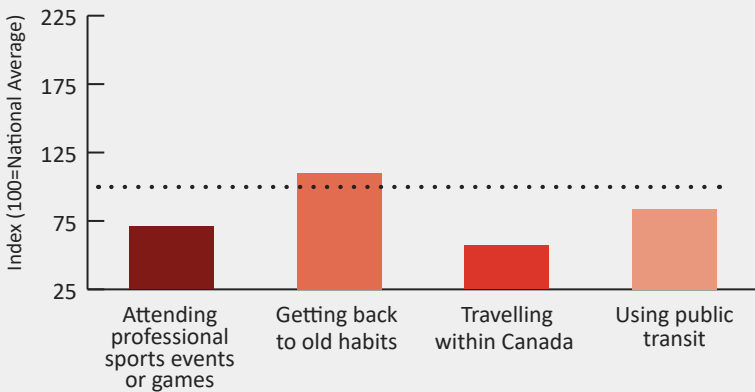
A spirited group, the members of Un Grand Cru are committed to a healthy lifestyle, and guided by their emotions and intuition, they constantly crave new sensations (*Effort Toward Health, Pursuit of Intensity*). These individuals are more often driven by feelings and impulses over reason and logic, finding themselves torn between seeking out new and exciting experiences and following the rules (*Intuition & Impulse, Pursuit of Novelty, Obedience to Authority*). 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*). 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 and brand name however, may prefer to shop at larger businesses than small (*Utilitarian Consumerism, Brand Apathy, Confidence in Big Business, Skepticism Toward Small Business*). With their tendency to give priority to their senses and intuition (*Sensualism*), they also occasionally succumb to *Buying on Impulse*.

44. UN GRAND CRU

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

cross-country skiing
theatre
pop music concerts
spa resorts



SHOPPING

Reitman's
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
watch TV broadcast 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

access celebrity gossip content on mobile phone
enter contests on mobile phone
read magazines or 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 don't like to cook"

"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"

