



R3 RURAL
FRANCOPHONE

M1 OLDER FAMILIES
& EMPTY NESTS

Population:

339,589

(0.89% of Canada)

Households:

153,140

(1.02% of Canada)

**Average Household
Income**

\$91,132

**Average Household Net
Worth:**

\$341,592

House Tenure:

Own

Education:

Mixed

Occupation:

Mixed

Cultural Diversity Index:

Low

Sample Social Value:

Personal Creativity

Who They Are

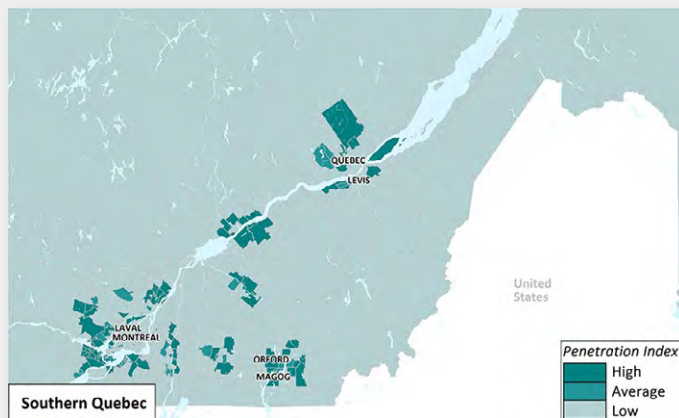
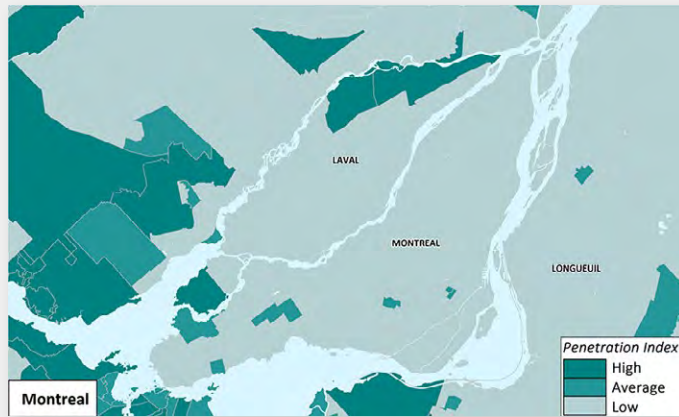
With its roots in rural Quebec, New Brunswick and Ontario, Patrimoine Rustique features a rustic francophone lifestyle. Located in small and often scenic towns like Shawinigan and Bathurst, this segment is home to generally older couples and singles, with more than 90 percent of the population third-plus-generation Canadians. Over 60 percent of maintainers are over 55, and nearly three-quarters of households consist of one or two people. In this working-class world, those still in the labour force earn average incomes from jobs in various industries, including manufacturing, construction, transportation and the trades. Most Patrimoine Rustique residents live in single-detached houses built before 1980—dwelling values are half the national average—and drive older compacts, subcompacts and SUVs. And they typically spend their time outdoors, hiking, cycling and cross-country skiing. With few local cultural and entertainment options, many adults enjoy activities they can do at home, such as woodworking and doing puzzles and games. Their shopping lists often include cheese, baguettes, frozen pizzas and plenty of French and Italian wine. In their bucolic settings, they embrace the *Ecological Lifestyle*, elevating their environmental concerns through their purchasing power.

The Patrimoine Rustique lifestyle reflects the rustic surroundings and members' francophone heritage. Like other rural residents, they enjoy activities like snowmobiling, boating and fishing. Like other francophones, they have high rates for going to theatres, outdoor stages and craft shows; bingo halls, lottery tickets and charity raffles are also popular. But the members of Patrimoine Rustique also make their own entertainment and are more likely than other francophones to own exercise equipment, camping trailers and ATVs. Given all their outdoor pursuits, it's not surprising they've recently built or renovated their garage. While they have their favourite corner stores, they also patronize popular Quebec chains, buying apparel from Reitman's, tools from Rona and Réno-Dépôt, and medications and cosmetics from Jean Coutu. They may be more open to online shopping than prior to the pandemic. These older households make a strong market for traditional media: soaps and dramas on TV, new and traditional country music on the radio. They also like to read community newspapers and magazines that cover fashion, home décor and travel. But they ignore a lot of online media, only occasionally picking up their tablets to access news or send text messages. They may use social media less than before COVID-19 and generally don't trust information shared across these platforms.

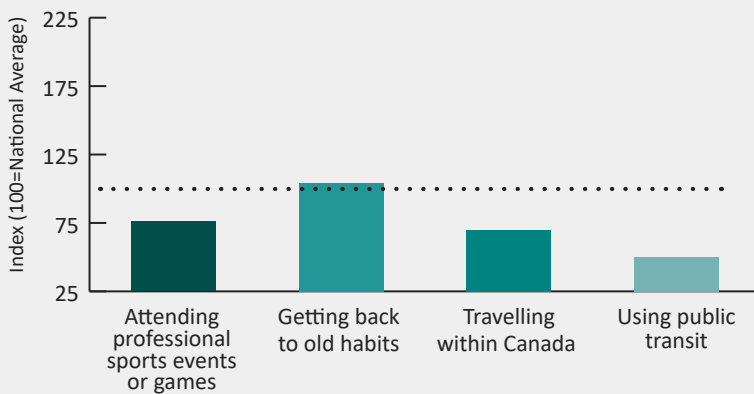
How They Think

The older members of Patrimoine Rustique recognize the importance of doing meaningful work as well as setting aside time to relax outdoors (*Fulfillment Through Work, Attraction to Nature*). They seek to interact with others in an authentic, enthusiastic way (*Personal Expression, Vitality*), are guided less by reason and logic than by their emotions, and try to experience something new each day (*Pursuit of Intensity*). Many hold traditional values, putting the needs of others before their own and supporting conventional gender roles (*Duty, Sexism*). Although these francophones consider themselves to be citizens of the world (*Global Consciousness*), they believe that immigrants should set aside their traditions (*Cultural Assimilation*). In their own *Search for Roots* they often vacation in Quebec and New Brunswick as a way to reconnect with their cultural traditions. In the marketplace, they get enjoyment from making purchases (*Joy of Consumption*), especially from companies whose value's align with their own, or tell a compelling story. They may disregard brand names (*Brand Apathy*), basing their consumer decisions on whether the company behind a product is a good corporate citizen (*Ethical Consumerism*).

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

ATV/snowmobiling
power boating/jet skiing
dinner theatres
bingo



SHOPPING

Reitman's
Rona
IGA
gas station convenience stores



TRADITIONAL MEDIA

TV soaps/serial dramas
Formula 1 racing
traditional country radio
Bel Âge



INTERNET

classified sites
enter online contests
food/recipes content
streaming music



FOOD/DRINK

mild cheddar cheese
baguettes
French wine
tomato/vegetable juice



FINANCIAL

RRIFs
auto loans
long-term care insurance
will/estate planning



AUTOMOTIVE

Imported compacts
compact SUVs
two vehicles
\$15,000-\$29,999 spent on vehicle



SOCIAL

Facebook
Pinterest
use social media to stay connected with family
share YouTube videos



MOBILE

access news on tablet
web browsing on mobile phone
picture/video messaging on tablet
collect loyalty points on tablet



HEALTH

take sleeping tablets

ATTITUDES

- "It's important to be thoroughly familiar with what I think of as my region, its history, its customs and its traditions"
- "I like people who act like everyone else, without trying to stand out"
- "Life in the country is much more satisfying than in the city"
- "I am prepared to pay more for brands, products and services that are truly authentic and based on traditional knowledge and skills"

