



R3 RURAL
FRANCOPHONE

F3 MIDDLE-AGE
FAMILIES

Population:

724,635

(1.90% of Canada)

Households:

301,884

(2.01% of Canada)

Average Household Income

\$81,781

Average Household Net Worth:

\$270,594

House Tenure:

Own

Education:

Trade School/Grade 9

Occupation:

Mixed

Cultural Diversity Index:

Low

Sample Social Value:

Cultural Assimilation

Who They Are

A rural, working-class francophone segment, Vie au Village is found mostly in small towns and villages across Quebec. The population presents a mixed portrait—middle-aged and older, couples and families, married and common-law unions. With more than 90 percent of households containing third-plus-generation Quebecois, there are few immigrants in these rural communities. Educations here are modest, ranging from grade school to trade school. Workers earn lower-middle-class incomes from a mix of jobs, typically in farming, manufacturing and the trades. And because dwelling values are less than half the national average, most can afford to own a single-detached home and still have enough discretionary income to enjoy their outdoor passions. Vie au Village residents are avid fans of cycling, ice skating, snowmobiling and tennis. In addition to low-cost compact and subcompact cars, many own boats, RVs, and snowmobiles. The adults are more likely than other francophones to sign up their children for sports programs, take the family to a fair or carnival, and book a cruise package. They're also enthusiastic shoppers who patronize kitchen, garden and fashion accessory stores.

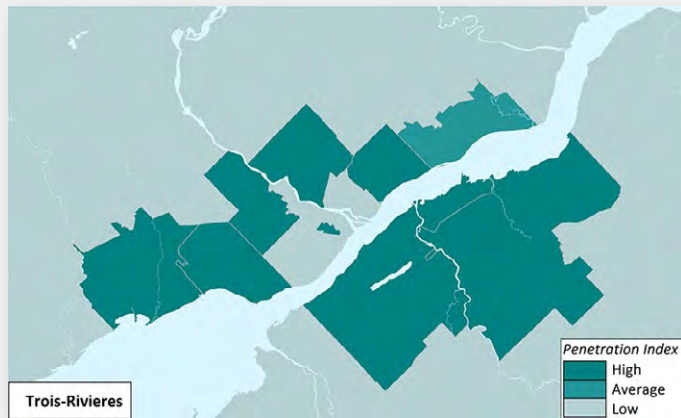
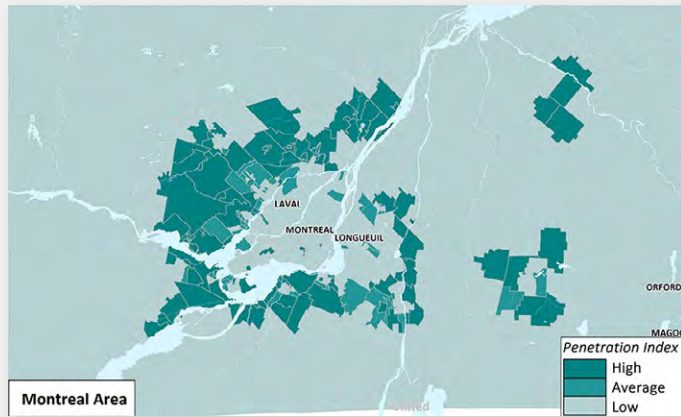
With more than 95 percent of residents speaking French at home, Vie au Village is a quintessential francophone segment. Members have high rates for visiting historical sites in Quebec and attending comedy clubs, auto shows and dinner theatres; their idea of a splurge is going to a casino or a spa. They also like eating out at ice cream and breakfast style restaurants. But these middle-aged and older Quebecois are money conscious: while they've been building a moderate financial cushion, at the same time they're carrying several loans. In their homes, mainstream media is their major source of entertainment. This group scores high for TV game shows, primetime dramas, local news and late night talk shows. They like to listen to adult contemporary and comedy shows on the radio. And Vie au Village makes a strong market for newspapers and magazines covering food, fashion and gardening. They haven't embraced the Internet as much as some francophone segments, but they go online to stream music, enter contests and access health content. However, they still enjoy direct mail and are likely to respond to store catalogues and mail order pitches. Even with the COVID-19 pandemic, usage of subscription services such as Netflix and Crave somewhat decreased showing this segment's preference for more traditional styles of media consumption.

How They Think

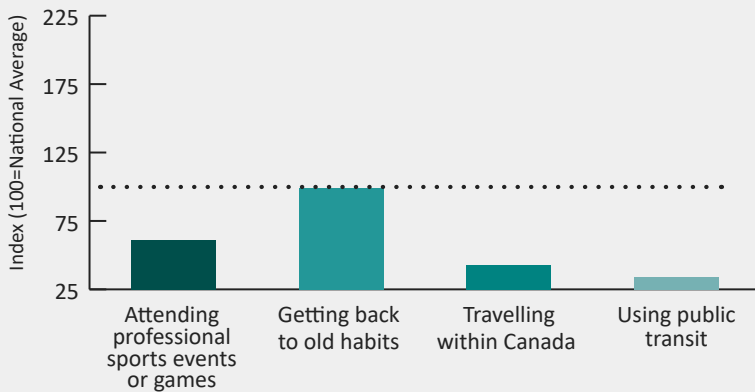
The members of Vie au Village are strongly connected to their local communities and heritage (*Parochialism*), but they sense threats to their way of life. They worry that too much immigration compromises the nation's purity (*Xenophobia*), and they'd prefer that diverse groups abandon their cultural traditions in order to fit in (*Cultural Assimilation*). Indeed, they find it difficult to adapt to the changes and uncertainties of modern life (*Aversion to Complexity*) and want government to take the lead in solving social problems (*Active Government*). They also have a traditional view of gender roles, insisting that men are naturally superior to women (*Sexism*). These hard-working Quebecois seek more than a paycheque from their labours; they want work to be meaningful and benefit society (*Fulfillment Through Work*). When they need to recharge their batteries, they look for unexpected diversions or head outdoors (*Importance of Spontaneity, Attraction to Nature*). In the marketplace, they love to shop but care less about brand names than the price and functionality of what they're buying (*Importance of Price, Brand Apathy*).

54. VIE AU VILLAGE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

dinner theatres
snowmobiling
cycling
beach/resort package tours



SHOPPING

Jean Coutu
Simons
Rona
department stores



TRADITIONAL MEDIA

TV family dramas
variety specials
comedy radio
newspaper automotive section



INTERNET

health sites
enter contests
online games
purchase home electronics online



FOOD/DRINK

low-fat natural cheese
Seven Up/Diet Seven Up
cafeterias
chicken restaurants



FINANCIAL

term deposits
labour funds
personal line of credit
whole life insurance



AUTOMOTIVE

imported compacts
imported subcompacts
\$15,000-\$29,999 spent on vehicle
2000-2009 model years



SOCIAL

participate in online chats
post videos online
Facebook
update status on a social network monthly



MOBILE

picture/video messaging on tablet
discount coupons on mobile phone
participate in social media on tablet
compare products on tablet



HEALTH

use back pain relievers 3-5 times/month

ATTITUDES

"I like people who pursue, above all, their own happiness"

"Young people should be taught to obey authority"

"I feel that I have a great deal of influence on the consumption choices of people around me"

"Big businesses generally try to strike a fair balance between profits and the public interest"

