



S7 LOWER-MIDDLE
SUBURBAN
FRANCOPHONE

F1 SCHOOL-AGE
FAMILIES

Population:

448,157

(1.18% of Canada)

Households:

215,310

(1.43% of Canada)

Average Household Income

\$73,685

Average Household Net Worth:

\$200,324

House Tenure:

Rent & Own

Education:

High School/Grade 9/
Trade School

Occupation:

Service Sector/
Blue Collar

Cultural Diversity Index:

Low

Sample Social Value:

Fatalism

Who They Are

La Vie Simple reflects the confluence of older singles and couples living in mature suburbs around Quebec's large and midsize cities. Almost 30 percent of maintainers are over 65, and the segment features a mix of singles and couples: More than half of households consist of married or common-law couples, while the rest are single, divorced or widowed individuals living alone. Those in the labour force hold relatively low-level jobs in manufacturing, sales, services and the trades. With below-average incomes, many can only afford to own an inexpensive house or duplex, or rent a low-rise apartment. The housing stock in these older neighbourhoods has an average dwelling value of about \$200,000, less than half the national average. Nevertheless, La Vie Simple behaviours and preferences resemble those of francophone segments of loftier socioeconomic status, with high rates for members going to pop music concerts, comedy clubs and book shows. They also enjoy outdoor athletic activities including hiking, boating and cross-country skiing. And when they finally come in from the cold to go shopping, they get real pleasure from the experience, attesting to their high score for *Joy of Consumption*.

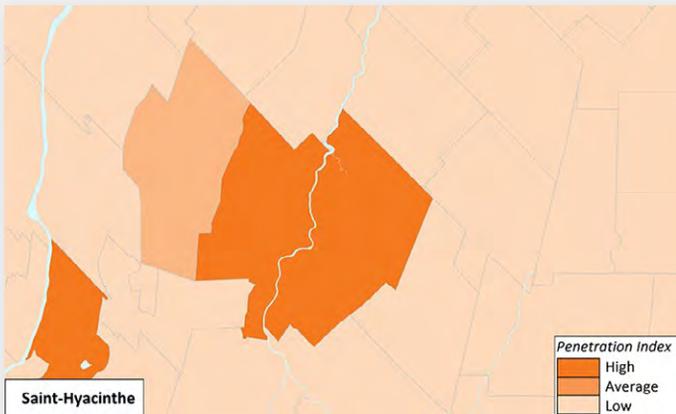
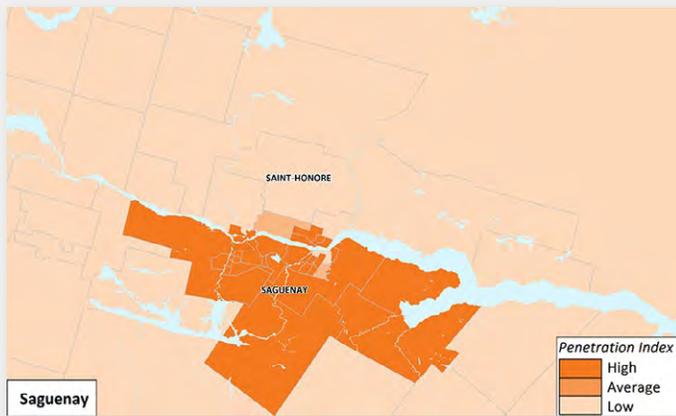
The older members of La Vie Simple have busy social lives. They like going out—even if it's just to a local bowling alley, bingo hall or chicken restaurant—as well as entertaining at home. Their shelves are usually stocked with regular and discount beer, wine from France and Italy, and snacks like walnuts, potato chips and cheese. Looking to stretch their budgets, they carry coupons and look for bargains at popular retailers like PharmaSave, Home Hardware, Giant Tiger and, increasingly, Walmart. Admittedly tech shy, many still own basic mobile phones and TVs. And their media consumption is similarly traditional. On TV they enjoy watching nature shows, crime dramas and especially sports; they're more likely than other Quebecois to follow golf, figure skating and Major League Baseball on TV. While driving their typically Korean subcompact cars, they tune their radios to top 40, oldies and country music. Although they're light users of the Internet, they go online using their computers or tablets to watch TV, search phone directories and participate in social media. These traditionalists respond to advertising through flyers, mail-order and local store catalogues. During the COVID-19 pandemic, this segment saw an uptick in printed magazine consumption which keeps true to their values.

How They Think

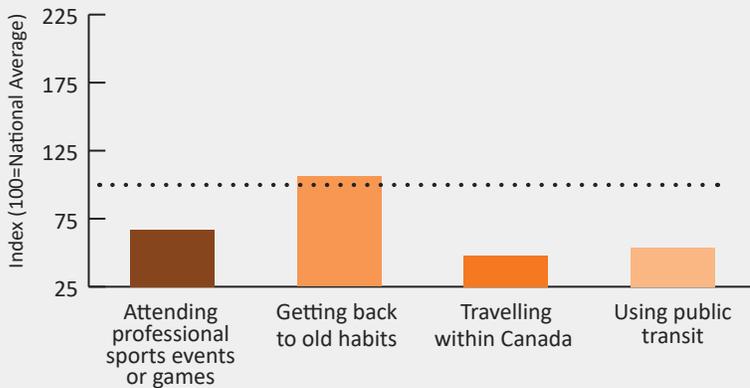
For members of La Vie Simple, life can be a paradox. They sometimes feel they're at the mercy of forces beyond their control and are threatened by the modern world's changes and uncertainties (*Fatalism, Aversion to Complexity*). In the context of a world that seems to be changing around them, they feel an affinity for those who belong to their culture and worry that immigration threatens their group (*Parochialism, Xenophobia*). These Quebecois tend to be conservative, holding traditional views on gender and family roles (*Sexism*) and deferring to those in authority (*Obedience to Authority*). They seek sensory experiences, approaching life in a more intuitive way (*Sensualism*). And many care less about a paycheque than doing work that benefits society (*Fulfillment Through Work*); they support an *Active Government* to help solve social issues. In the marketplace, they are less likely to base purchase decisions on advertising than on what appeals to them in the store (*Buying on Impulse*). Overall, these consumers prefer to shop at larger companies, believing that small businesses may not have the consumer's best interests at heart (*Confidence in Big Business*).

59. LA VIE SIMPLE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

bowling
pop music concerts
RV shows
casinos



SHOPPING

Jean Coutu
Addition-Elle
Rona
Couche-Tard



TRADITIONAL MEDIA

TV Formula 1 racing
TV figure skating
top 40 radio
newspaper puzzles and game sections



INTERNET

online phone directory
radio sites
access automotive content
purchase video games online



FOOD/DRINK

hard cheese
ice cream
cabernet-sauvignon
chicken restaurants



FINANCIAL

arrange automatic payments online
personal loans
one credit card
whole life insurance



AUTOMOTIVE

imported subcompacts
imported compacts
Japanese and Korean brands
one vehicle



SOCIAL

Snapchat
Instagram
Facebook
share videos on YouTube



MOBILE

newspaper apps
discount coupons on mobile phone
Internet search on mobile phone
participate in social media on tablet



HEALTH

had laser eye surgery in past two years

ATTITUDES

"I prefer people who act like everybody else, without trying to stand out"

"It should be primarily government, not the private sector, that is concerned with solving the country's social ills"

"To spend money, to buy myself something new, is one of the greatest pleasures in my life"

"To preserve jobs in this country, we must accept higher degrees of pollution in the future"

