



**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*.

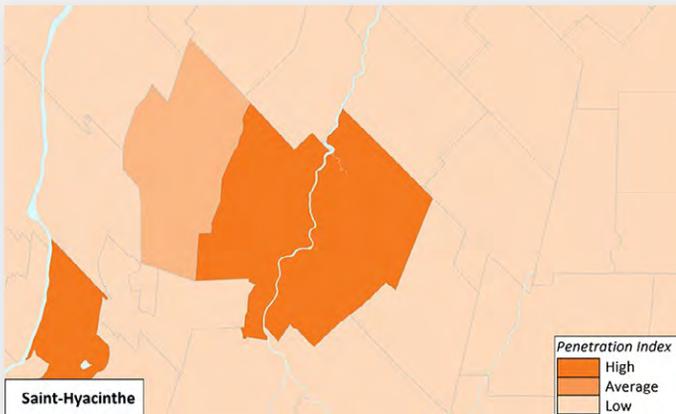
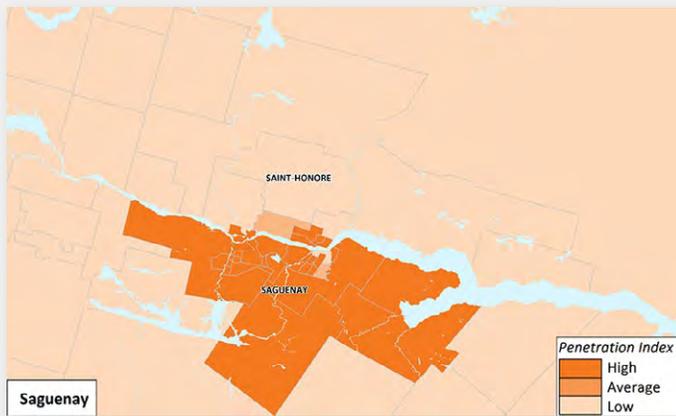
The older members of La Vie Simple have busy social lives. They like going out—even if it's just to a local bowling alley, bingo hall or chicken restaurant—as well as entertaining at home. Their shelves are usually stocked with regular and discount beer, wine from France and Italy, and snacks like walnuts, 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

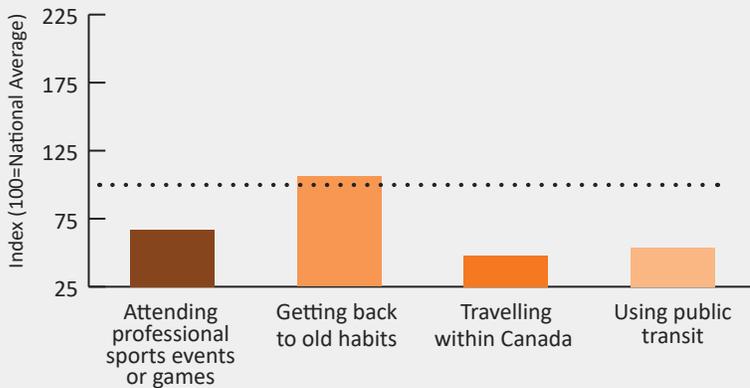
For members of La Vie Simple, life can be a paradox. They sometimes feel they're at the mercy of forces beyond their control and are threatened by the modern world's changes and uncertainties (*Fatalism, Aversion to Complexity*). In the context of a world that seems to be changing around them, they feel 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"*