Lower-middle-income Quebec suburbanites

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 lower-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.

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 (Skepticism Toward Advertising, 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 (Skepticism Toward Small Business).
Where They Live

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 phone
- Internet search on phone
- social media on tablet

HEALTH
- Had laser eye surgery in past two years

ATTITUDES
- “I prefer people to act like everybody else, not 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”
- “I am likely to share shopping deals/product information through social media channels”