



R3 RURAL
FRANCOPHONE

M1 OLDER FAMILIES
& EMPTY NESTS

Population:

487,947

(1.28% of Canada)

Households:

223,148

(1.48% of Canada)

**Average Household
Income**

\$76,523

**Average Household Net
Worth:**

\$209,118

House Tenure:

Own

Education:

Trade School/Grade 9

Occupation:

Primary/Blue Collar

Cultural Diversity Index:

Low

Sample Social Value:

Personal Challenge

Who They Are

The most remote of all lifestyles, Amants de la Nature is one of only two francophone segments with a significant number of residents living outside Quebec; nearly 15 percent of households are found in New Brunswick. In these rural communities, 97 percent of residents are third-plus-generation Quebecois, nearly 40 percent of maintainers are over 65 and more than 60 percent are over 55. Most households contain singles and couples, and nearly one-quarter are in common-law unions—a rate twice the national average. With less than 10 percent of residents having earned a university degree, half of workers hold low-level blue-collar and primary sector jobs in agriculture, natural resources, manufacturing and construction. Despite the lower-middle incomes, most residents own an older, single-detached house often with a large truck and a pool out back. Without major commercial centres nearby, residents have to travel some distance to shop at a department store, attend a hockey game or go to the movies. As in other rural segments, leisure time in Amants de la Nature is spent outdoors: cross-country skiing, skating and snowmobiling. In fact, no value scores higher in this segment than *Attraction to Nature*.

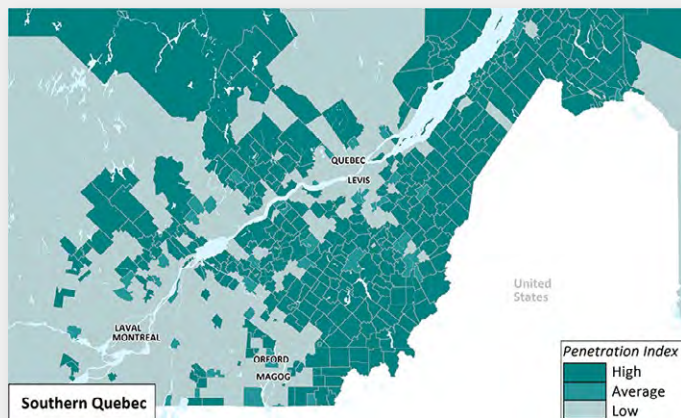
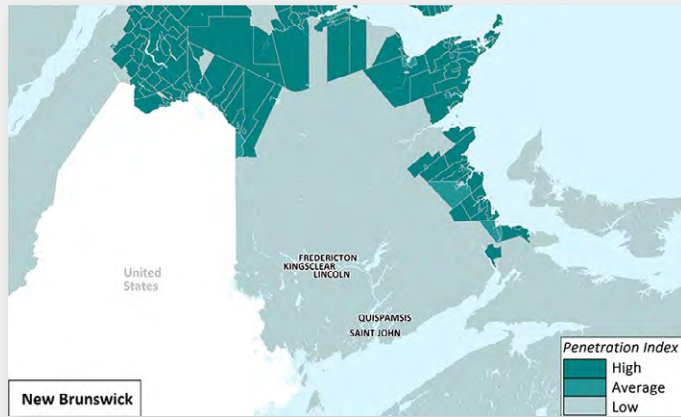
The older members of Amants de la Nature like going out, particularly to a dinner theatre or comedy club. But for meals at home, they fill their shopping carts with baking ingredients, cheese, canned vegetables and granola, and they're more likely than other francophones to buy cashews, peanuts and cabernet sauvignon. When they travel, they typically head to destinations in Quebec, New Brunswick or Prince Edward Island. Style conscious, they shop at popular Quebec retailers like Reitmans and Simons, as well as smaller jeans and jewellery boutiques. While many have built modest nest eggs and are beginning to convert their retirement savings to RRIFs, cash flow can be an issue; residents take out personal loans at high rates and many are still paying down mortgages. For entertainment, they look to traditional media: soaps and game shows on TV, comedy and adult contemporary music on the radio. They're fairly heavy readers of print media and like magazines that cover cars, fashion, food and nature. And though they're late adopters of technology, some now own tablets. Online they stream music, access home décor content, download recipes and research products. And direct mail still works here. Even with the COVID-19 pandemic, this segment's consumption of TV subscription services remained low, with many decreasing their use.

How They Think

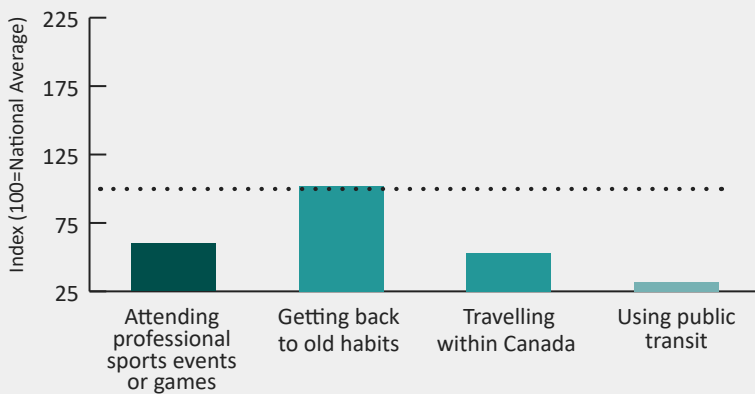
Strong on the *Primacy of the Family*, the members of Amants de la Nature want to focus on things that are truly important, and that means putting their family first. But they admit to worrying that forces beyond their control are affecting their lives (*Fatalism*). These francophones seek *Fulfillment Through Work* with a job that's meaningful and benefits society, especially if it earns them the respect of others (*Need for Status Recognition*). Conservative in their social values, they support traditional, male-dominated gender roles (*Sexism, Patriarchy*) and strive to live in accordance with their cultural traditions (*Search for Roots*). Amants de la Nature members prefer a sensual, intuitive approach to living that's guided less by reason and logic than by emotions and the desire to experience new sensations (*Sensualism, Pursuit of Intensity*). And despite their interest in new products and services (*Pursuit of Novelty*), they're not swayed by brand names or design for design's sake (*Brand Apathy, Utilitarian Consumerism*). In the marketplace, they prefer to patronize companies with high ethical standards, but price is always a major consideration in any purchase decision (*Ethical Consumerism, Importance of Price*).

63. AMANTS DE LA NATURE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

snowmobiling
hiking/backpacking
power boating/jet skiing
eco-tourism tours



SHOPPING

Simons
Reitmans
Giant Tiger
Couche-Tard



TRADITIONAL MEDIA

TV evening local news
TVA Sports
nature magazines
comedy radio



INTERNET

automotive sites
online classifieds
online games
access home décor content online



FOOD/DRINK

baking ingredients
dry-packaged pasta
European wine
chicken restaurants



FINANCIAL

RESPs
RRIFs
one credit card
whole life insurance



AUTOMOTIVE

large domestic pickups
imported compacts
2000-2009 model years
camping trailers/
motorhomes/RVs



SOCIAL

Facebook
like a brand on Facebook
use WhatsApp group chats
play games with others online



MOBILE

share links with friends and colleagues
enter contests on tablet
read magazine or newspaper on tablet
compare products on tablet



HEALTH

visited a physiotherapist in past year

ATTITUDES

"What one feels is more important than reason or logic"

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

"I am only interested in things that are useful; I couldn't care less about beauty for its own sake"

"I need to feel that I have achieved a level of social success and that this is recognized by others"

