



**U6** OLDER  
URBAN  
FRANCOPHONE

**M2** MATURE  
SINGLES  
& COUPLES

**Population:**

613,042

(1.61% of Canada)

**Households:**

359,089

(2.39% of Canada)

**Average Household  
Income**

\$49,895

**Average Household Net  
Worth:**

\$150,892

**House Tenure:**

Rent

**Education:**Grade 9/High School/  
Trade School**Occupation:**Service Sector/  
Blue Collar**Cultural Diversity Index:**

Low

**Sample Social Value:***Brand Apathy***Who They Are**

With the lowest average household income of all segments, Âgés & Traditionnels consists mostly of older, francophone singles living in the quieter, central neighbourhoods of places like Trois-Rivières, Drummondville and Shawinigan. With one of the highest concentrations of retirees, more than a third of residents are over the age of 65, and one in ten is widowed. Residents' educations tend to be modest, but nearly 20 percent earned an apprentice or trades certificate. With less than half the adults still in the labour force—typically in blue-collar and service sector jobs—incomes are low, but this segment ranks high for receiving government transfers. Most residents rent older, low-rise apartments and duplexes. And despite more than 45 percent of households having moved in the past five years, there's a familiarity to these communities. Nearly 90 percent of residents are third-plus-generation Quebecois, nearly 95 percent speak French at home and their attachment to their local communities is reflected in their *Parochialism*. Many enjoy mainstream diversions such as concerts, comedy clubs and theatre festivals. They're also involved in their communities and more likely than other Quebecois to serve as volunteers or work for a political candidate.

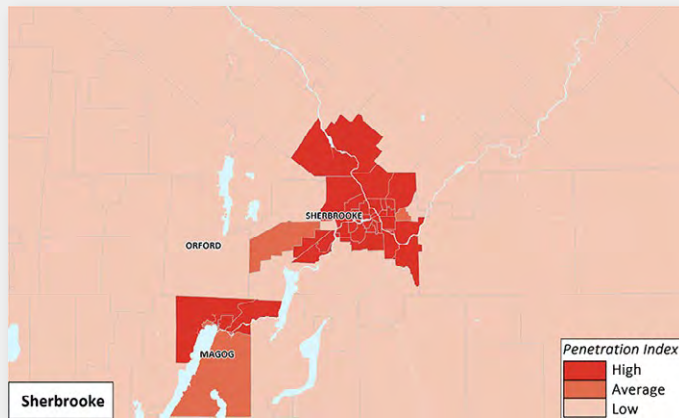
The members of Âgés & Traditionnels may lack hefty bank accounts and investments, but they manage to lead busy social lives. They like going to bingo halls, pop music concerts and professional tennis matches, and for exercise they enjoy bowling, hiking and cross-country skiing. If they have a car, it's typically an inexpensive subcompact bought more than ten years ago or recently leased. Their idea of a splurge is buying European wine, American beer or perfume or cologne for themselves, and they tend to purchase clothing and convenience items at such retailers as Simons, La Vie en Rose and Jean Coutu. Like other francophone segments, Âgés & Traditionnels is home to omnivorous media consumers who enjoy TV game shows, soaps and crime dramas along with adult contemporary music and classic hits on the radio. They have wide-ranging print tastes, reading daily and community newspapers as well as nature, food and beverage, health and seniors' magazines. And they're slowly increasing their online usage—with mobile phone and tablet—for texting, streaming music, gambling and making purchases. These Quebecois stand out for playing online games and responding to Internet classifieds. The COVID-19 pandemic has only heightened this segment's consumption of print media and radio, showing that traditional media is still very popular.

**How They Think**

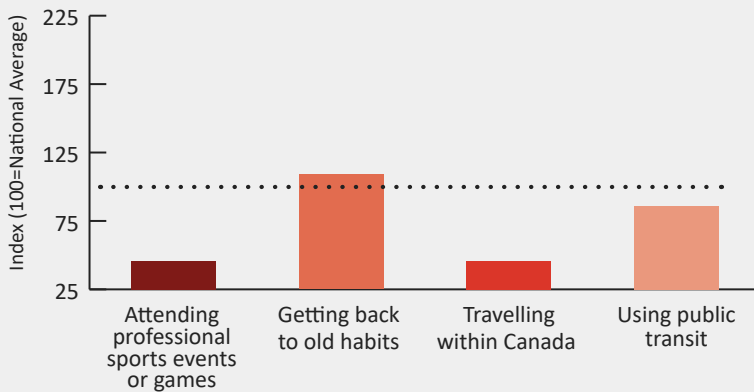
The members of Âgés & Traditionnels are conservative in their social views, supporting traditional, male-dominated gender roles (*Sexism*) and opposing too much immigration as a threat to the country's identity (*Xenophobia*). Disinterested in learning from other cultures, they're among the weakest of all segments on *Culture Sampling*. These older singles believe in playing by the rules (*Obedience to Authority*) and support government's role in resolving social issues (*Active Government*). But they also want to contribute to society by doing work that produces value for others, not just a paycheque (*Fulfillment Through Work*). Many like to push themselves to set and achieve difficult goals, especially if it allows them to experience strong sensations (*Personal Challenge, Pursuit of Intensity*). The simple act of buying something can give them a thrill (*Joy of Consumption*), but their limited budgets steer them to practical products without regard for the status of brand names (*Utilitarian Consumerism, Brand Apathy*). Though they tend to distrust advertising as a reliable source of information (*Skepticism Towards Advertising*), they generally trust large businesses to provide quality goods at a fair price (*Confidence in Big Business*).

## 65. ÂGÉS & TRADITIONNELS

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

cross-country skiing  
sci-fi movies  
comedy clubs/shows  
book shows



#### SHOPPING

Jean Coutu  
La Vie en Rose  
Réno-Dépôt  
jeans stores



#### TRADITIONAL MEDIA

TV soaps/serial dramas  
TV nature shows  
home décor magazines  
newspaper local news



#### INTERNET

health sites  
online gambling  
instant messaging on computer  
purchase home electronics online



#### FOOD/DRINK

low-fat yogurt  
packaged bread  
tomato/vegetable juices  
convenience stores



#### FINANCIAL

labour funds  
one credit card  
whole life insurance  
RSP loans



#### AUTOMOTIVE

imported compacts  
imported subcompacts  
2000-2009 model years  
Korean brands



#### SOCIAL

use social media to connect with brands/celebrities  
dating platforms  
Facebook  
update status on a social network regularly



#### MOBILE

access health content on tablet  
read newspapers on tablet  
take pictures and video with tablet  
compare products/price while shopping on tablet



#### HEALTH

visit an osteopath

#### ATTITUDES

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

*"Overall, there is too much immigration; it threatens the purity of the country"*

*"I'm interested in people who pursue, above all, their own happiness"*

*"Young people should be taught to obey authority"*

