

S3

16 - Mini Van & Vin Rouge

Younger, upper-middle-class Québec families

Population	650,132 (1.84% of Canada)
Households	238,394 (1.69% of Canada)
Average Household Income	\$104,448
Housing Tenure	Homeowners
Education	Mixed
Occupation	Mixed
Ethnic Presence	Low
Sample Social Value	Intuition and Impulse

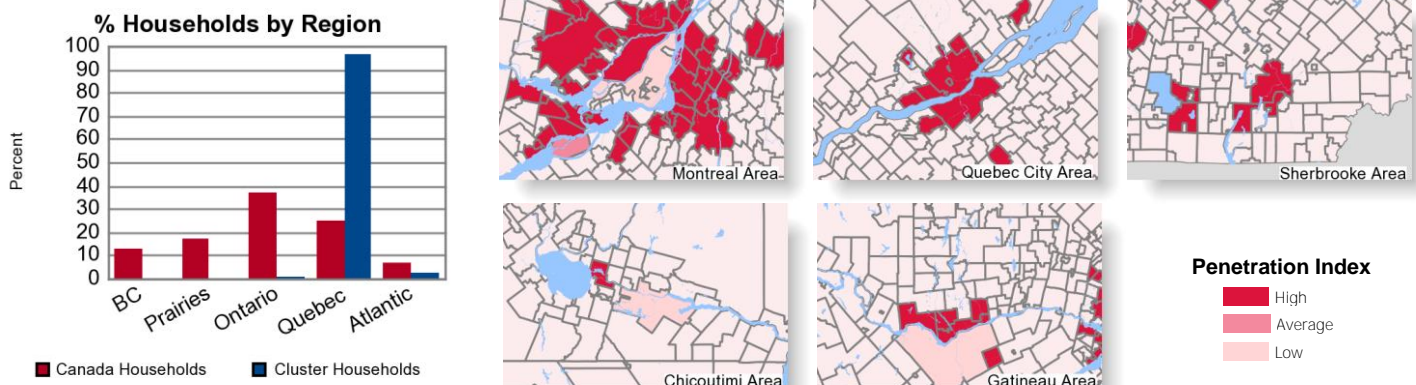


Mini Van & Vin Rouge represents a collection of younger and middle-aged active families and couples who live in new exurban communities beyond Quebec's big cities. These upper-middle-class francophone households—about half are bilingual—tend to consist of well-educated, white-collar professionals with pre-school and school-aged children engaged in energetic, kid-centred lifestyles. Residents score high for outdoor activities like bicycling, ice skating, skiing, hockey and soccer; family-friendly amusement parks and outdoor stages are also a big draw. For these fun-loving parents, a night out means going to a dance club, theatre or comedy club. At home, Mini Van & Vin Rouge families watch a lot of soaps, home décor shows and hockey games, but not during public events and family gatherings. Residents here take their family traditions and cultural events seriously.

Demographically, Mini Van & Vin Rouge is undergoing change. Since 2001, the segment has become younger, more single, and populated with more common-law couples. Compared to the general population, these households have above-average incomes but below-average home values, in part because of their new, inexpensive houses and townhouses in Quebec's dormitory subdivisions. And like exurbanites across the land, they still spend an inordinate amount of time in their cars. In Mini Van & Vin Rouge, they may own hatchbacks and compact cars, but status is still driving a luxury SUV.

Where They Live

Mirabel (QC), Vaudreuil-Dorion (QC), Blainville (QC), Dieppe (NB), Cantley (QC), Saint-Lazare (QC), Saint-Lambert (QC), Mascouche (QC), Saint-Basile-le-Grand (QC), Saint-Zotique (QC)



How They Think

Mini Van & Vin Rouge is a cluster that is driven and ambitious, but also highly attentive to quality-of-life concerns. These middle-class Quebecers have liberal social views, accepting non-traditional common law and same-sex marriages (*Flexible Families*), and advocating *Sexual Permissiveness*. They often seek intense emotional experiences (*Pursuit of Intensity*) and enjoy being in large crowds as a way of bonding with people (*Attraction to Crowds*). But they're also spiritual at their core, reflecting their interest in a *Search for Roots* to better understand the fundamental values that give meaning to their life. These Canadians are motivated by a strong sense of connectedness to their city and region (*Parochialism*) though they also feel an affinity for people around the world (above average for *Global Consciousness*). Surprisingly, given their otherwise progressive values, these Quebecers score high on *Xenophobia* and worry that too much immigration threatens the purity of Canada. Although they enjoy shopping and score high on *Joy of Consumption*, they can be a tough consumer segment, given their *Skepticism Towards Advertising*. Marketers should develop campaigns that recognize they're guided less by reason and ideology than emotions and feelings (*Intuition and Impulse*).

Who They Are

<u>Population</u>	<u>Cluster %</u>	<u>Index Canada</u>	<u>Households</u>	<u>Cluster %</u>	<u>Index Canada</u>
Age			Maintainer Age		
<5	8.08	147	<25	2.66	81
5-14	14.61	136	25-34	19.43	125
15-24	12.07	93	35-44	26.68	147
25-44	31.92	117	45-54	22.83	106
45-64	24.98	88	55-64	15.50	83
65-74	5.61	66	65-74	9.04	72
75-84	2.10	44	75+	3.85	38
85+	0.64	32	Size		
Mother Tongue			1 Person	18.60	68
English	6.00	11	2 People	32.47	96
French	84.12	398	3 People	18.85	120
Non-Official	8.11	41	4+ People	30.08	131
Immigration			Family Status		
Immigrant	8.51	39	Non-Family	22.44	68
Arrived <1961	6.76	53	Couples w/ kids	54.16	122
1961-1970	10.87	95	Couples, no kids	33.25	85
1971-1980	16.20	111	Lone parent	12.59	76
1981-1990	19.44	120	Age of Children		
1991-1995	15.24	114	<5	23.20	125
1996-2000	14.52	106	5-9	22.73	125
2001-2006	16.95	94	10-14	19.24	106
Visible Minority			15-19	17.23	92
Yes	7.65	38	20-24	9.95	77
Adult Population	Cluster %	Index Canada	25+	7.65	58
Marital Status			Dwellings	Cluster %	Index Canada
Single	23.87	85	Tenure		
Married or Common-Law	67.32	117	Owned	85.21	123
Wid/Div/Sep	8.81	61	Rented	14.79	49
Mode of Transport			Band Housing	0.00	0
Car	89.50	111	Period of Construction		
Public Transit	7.33	68	<1946	1.29	12
Class of Worker			1946-1960	1.97	16
Employed	88.25	102	1961-1970	2.74	23
Self-Employed	10.62	91	1971-1980	5.49	32
Unpaid	0.15	49	1981-1990	7.54	51
Occupation			1991-1995	8.67	135
Primary	0.82	19	1996-2000	9.63	163
Blue Collar	24.23	103	2001-2006	27.39	358
Service Sector	38.33	98	2007-2011	27.95	300
White Collar	34.54	111	>2011	7.33	217
Education			Type		
No cert/dipl/deg	14.65	66	Single	62.88	114
High school cert	19.94	81	Semi	9.80	201
Trade	13.80	134	Row	3.81	64
College	19.09	116	Duplex	3.57	68
Some university	6.26	128	Low-rise	18.12	103
University degree	26.26	122	High-rise	1.30	14
			Mobile	0.36	26
			Dwelling Value Index		84

How They Live

Leisure

zoos/aquariums/farms
auto races
historical sites
travel to New Brunswick

Shopping

video game systems
pharmacies
La Senza Girl
H&M

Traditional Media

baby and parenting magazines
cartoons
adult contemporary radio
online contests

New Media

purchase financial products
LinkedIn
video sites
watch movies on tablets

Food/Drink

veal
Cheez Whiz
Diet Pepsi
microbrewery beer

Financial

small business loans
online stock trading
mortgage insurance
donations to Children's Wish Foundation

Automotive

coupes/hatchbacks
compact cars
\$10,000-\$15,000 on latest vehicle
Mazda

Attitudes

"I am in favour of privatizing healthcare"
"I prefer low-calorie or 'light' foods and drinks"
"I am willing to pay a little extra to save time shopping"
"Most of the time I am trying to lose weight"