

E3

36 - Les Traditionnelles

Midscale, Québec town families and couples

Population	790,959 (2.24% of Canada)
Households	330,107 (2.34% of Canada)
Average Household Income	\$78,905
Housing Tenure	Homeowners
Education	Mixed
Occupation	Service Sector & White Collar
Ethnic Presence	Low
Sample Social Value	Active Government

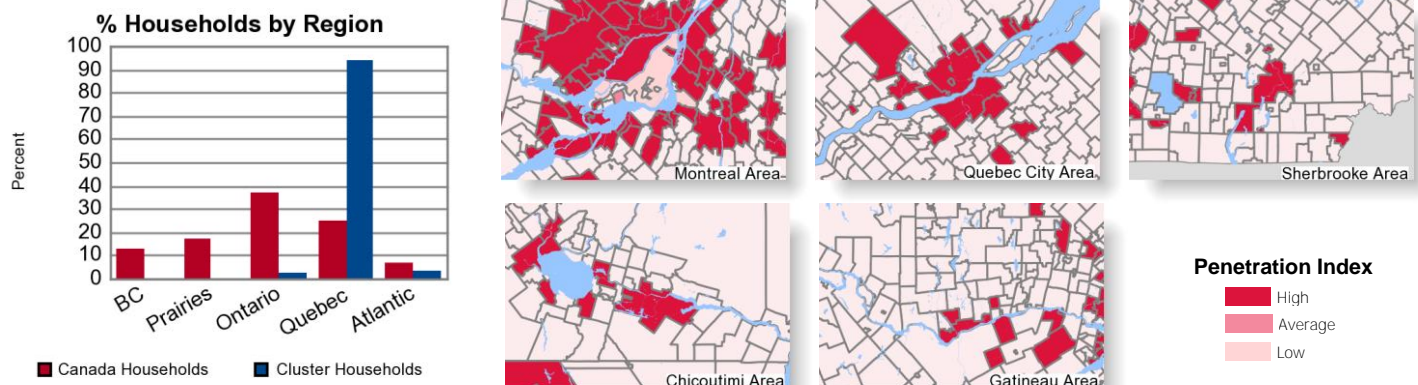


The communities that make up Les Traditionnelles are found mostly in middle-class towns across Quebec. Residents are a mix of couples and common-law parents who work at white-collar jobs in science and government as well as service jobs in sales and health care. With most household maintainers between the ages of 45 and 64, Les Traditionnelles lifestyles are more sedentary than athletic. Many residents spend their free time going to action movies, chicken restaurants and an array of shows: cottage, craft and motorcycles to name a few. Although more than a third are bilingual, they spend a lot of time reading French-language magazines and watching TV soaps, contest shows and serials. And despite average incomes, they enjoy going shopping, albeit at moderately priced stores such as Sears and Reitmans. This is a group where women maintain that they don't feel fully dressed if they're not wearing perfume.

Unlike many small-town communities that are home to conventional families, Les Traditionnelles contains a mix of family types: married couples, single parents and common-law couples who may have chosen to spend their money on practical goods rather than lavish weddings. These middle-class households have otherwise traditional town lifestyles: many residents own older single-family or semi-detached homes, drive aging station wagons and have older children in their teens and twenties still living at home. Indeed, even their attitudes are old-school. They tend to be spiritual, financially risk-averse and favour classic clothes rather than the latest styles.

Where They Live

Saguenay (QC), Rimouski (QC), Châteauguay (QC), Edmundston (NB), Salberry-de-Valleyfield (QC), Varennes (QC), Baie Comeau (QC), Mascouche (QC), L'Assomption (QC), Clarence-Rockland (ON)



How They Think

The members of Les Traditionnelles are inclined to define themselves first and foremost as Quebecois (high on *Parochialism*, low on *National Pride*), feeling that those who settle in Quebec have an obligation to learn about and adopt regional customs (*Xenophobia* and *Search for Roots*). They more often believe that people should respect authority figures and that the government provides a valuable service to residents (*Obedience to Authority* and *Active Government*). When compared to the rest of Canada, these francophone families tend to have a stronger desire to demonstrate their *Personal Creativity* at work and during leisure time. They also often seek intense new experiences (*Pursuit of Intensity*) and feel that aggressive behaviour should be accepted as inevitable (*Acceptance of Violence*). Scoring high on *Joy of Consumption* and low on *Personal Control*, they tend to indulge in shopping trips and enjoy the purchasing experience as much as the products they buy.

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	4.95	90	<25	2.06	63
5-14	9.98	93	25-34	12.85	82
15-24	12.69	97	35-44	16.11	89
25-44	23.55	86	45-54	22.78	106
45-64	31.56	112	55-64	21.80	116
65-74	10.49	124	65-74	15.29	121
75-84	5.09	108	75+	9.10	91
85+	1.70	84	Size		
Mother Tongue			1 Person	24.93	91
English	4.48	8	2 People	38.99	115
French	90.81	429	3 People	16.40	104
Non-Official	3.55	18	4+ People	19.67	86
Immigration			Family Status		
Immigrant	5.20	24	Non-Family	29.49	89
Arrived <1961	8.10	63	Couples w/ kids	40.59	92
1961-1970	9.28	81	Couples, no kids	44.44	113
1971-1980	12.37	85	Lone parent	14.97	91
1981-1990	11.80	73	Age of Children		
1991-1995	8.78	66	<5	17.65	95
1996-2000	23.00	168	5-9	17.58	97
2001-2006	26.67	149	10-14	17.99	99
Visible Minority			15-19	20.50	109
Yes	4.15	21	20-24	14.27	110
Adult Population	Cluster %	Index Canada	25+	12.01	90
Marital Status			Dwellings	Cluster %	Index Canada
Single	26.14	93	Tenure		
Married or Common-Law	60.76	106	Owned	78.31	113
Wid/Div/Sep	13.10	91	Rented	21.69	72
Mode of Transport			Band Housing	0.00	0
Car	87.78	109	Period of Construction		
Public Transit	5.79	54	<1946	4.08	38
Class of Worker			1946-1960	10.90	87
Employed	89.48	104	1961-1970	13.94	116
Self-Employed	9.01	77	1971-1980	24.32	141
Unpaid	0.14	48	1981-1990	18.49	125
Occupation			1991-1995	7.89	123
Primary	1.55	35	1996-2000	4.39	74
Blue Collar	24.32	104	2001-2006	4.85	64
Service Sector	39.64	101	2007-2011	7.88	84
White Collar	31.29	100	>2011	3.25	96
Education			Type		
No cert/dipl/deg	21.66	98	Single	62.54	113
High school cert	23.47	95	Semi	8.43	173
Trade	15.52	151	Row	3.21	54
College	17.57	106	Duplex	5.94	113
Some university	5.60	115	Low-rise	18.22	103
University degree	16.19	75	High-rise	0.38	4
			Mobile	0.91	67
			Dwelling Value		
			Index		57

How They Live

Leisure

theatres
whale watching
cycling
camping

Shopping

video game systems
chicken restaurants
Reitmans
Simon's

Traditional Media

health/fitness section
Star Système
"Top modèles"
sports talk radio

New Media

purchase groceries online
never share links with friends or colleagues
visit entertainment/gossip sites
do not own a mobile phone

Food/Drink

fish and seafood
snack cakes
cream cheese
port

Financial

\$5,000-\$10,000 in securities and savings
term deposits
private life insurance
auto loans

Automotive

station wagons
compact cars
\$20,000-\$30,000 on latest vehicle
Mazda

Attitudes

"I find I am easily swayed by other peoples views"
"To buy myself things is one of the greatest pleasures in life"
"When I buy products, I am looking for convenience, not price"
"I enjoy keeping fit"