

T2

35 - Le Québec Rustique

Midscale, rural Québec couples and families

Population	302,437 (0.86% of Canada)
Households	125,607 (0.89% of Canada)
Average Household Income	\$80,956
Housing Tenure	Homeowners
Education	Grade 9/High School/Trade
Occupation	Mixed
Ethnic Presence	Low
Sample Social Value	Parochialism

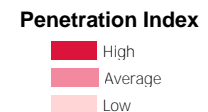
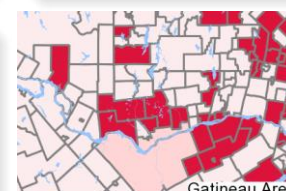
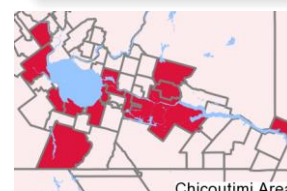
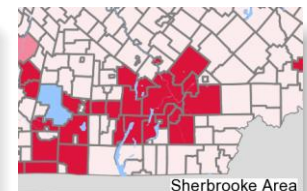
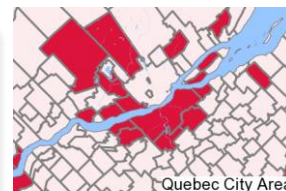
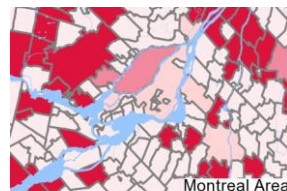
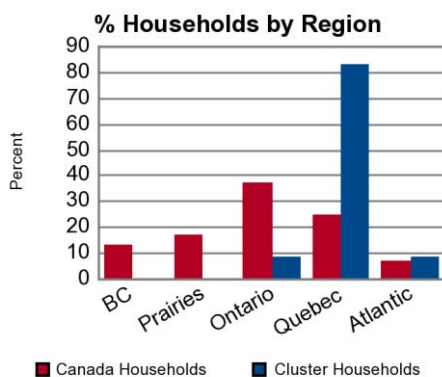


With its rural roots, Le Québec Rustique clings to an old-fashioned, unhurried way of life. Concentrated in small towns like Saguenay, St-Victor and Bonaventure, this cluster features middle-class couples and families—nearly half of whom are bilingual—who have high rates for holding fishing, farming and construction jobs. Many spend their leisure time out of doors, skiing, boating, fishing and snowmobiling. And despite their isolated communities, they still enjoy a number of entertainment options, such as comedy clubs, auto races, figure skating and sportsmen shows. Although they usually skip the electronics stores, cluster shoppers like to dress smartly and patronize trendy and inexpensive retailers like L'Aubainerie. Believing that the pursuit of happiness trumps any obligation to others, these households are less concerned about their health and more interested in enjoying the full bounty of foods and wine.

Notwithstanding their sleepy hometowns, the members of Le Québec Rustique display a decided fondness for consumption and materialism. In part, this phenomenon reflects the fact that money goes far in this cluster: because residents live in older homes worth two-thirds the national average, a fair amount of their annual household incomes can be converted to disposable cash. This disparity allows Le Québec Rustique citizens to own boats and comfortable midsize cars, vacation in Quebec City and New Brunswick, and attend music festivals and outdoor stages. This group's desire to be held in esteem and respected by others makes them an unexpectedly strong market for both new cars and magazines covering home décor and gardening.

Where They Live

Beaumont (QC), Memramcook (NB), Gore (QC), La Pêche (QC), Beresford (NB), Val-Des-Monts (QC), Pontiac (QC), Saint-Denis-de-Brompton (QC)



How They Think

Le Québec Rustique residents have a strong tendency to feel connected to their province and may ignore events taking place in other provinces or countries (high on *Parochialism*, low on *National Pride*). They tend to have more *Vitality* in their approach to life, enjoying opportunities to express their *Personal Creativity* and living without a well-defined purpose (*Aimlessness*). These families hold above-average scores on *Social Responsibility* with a focus on domestic issues (low on *Global Consciousness*), and many believe that environmental degradation is intolerable (*Ecological Concern*). Their low scores on *Financial Security* and *Penchant for Risk* indicate that they are less inclined to take chances or feel optimistic with regard to their financial future. While this cluster is open to the idea of non-traditional family compositions (*Flexible Families*), residents feel that a *Patriarchy* works best and that the husband should be the main breadwinner (*Sexism*).

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	5.32	96	<25	1.63	49
5-14	10.22	95	25-34	12.11	78
15-24	10.70	82	35-44	15.93	88
25-44	23.42	86	45-54	22.78	106
45-64	34.07	121	55-64	23.70	126
65-74	10.76	127	65-74	15.91	126
75-84	4.23	89	75+	7.94	79
85+	1.28	64	Size		
Mother Tongue			1 Person	23.30	85
English	7.88	14	2 People	41.33	122
French	89.46	423	3 People	15.42	98
Non-Official	1.69	8	4+ People	19.96	87
Immigration			Family Status		
Immigrant	3.37	16	Non-Family	27.20	82
Arrived <1961	19.12	150	Couples w/ kids	41.18	93
1961-1970	19.83	173	Couples, no kids	48.61	124
1971-1980	20.50	140	Lone parent	10.21	62
1981-1990	15.43	95	Age of Children		
1991-1995	10.29	77	<5	19.50	105
1996-2000	6.92	51	5-9	19.02	104
2001-2006	7.91	44	10-14	18.44	102
Visible Minority			15-19	18.75	100
Yes	1.31	7	20-24	12.19	94
Adult Population	Cluster %	Index Canada	25+	12.09	91
Marital Status			Dwellings	Cluster %	Index Canada
Single	22.43	80	Tenure		
Married or Common-Law	66.86	116	Owned	87.17	126
Wid/Div/Sep	10.71	74	Rented	12.81	42
Mode of Transport			Band Housing	0.02	4
Car	93.58	116	Period of Construction		
Public Transit	1.55	14	<1946	11.84	110
Class of Worker			1946-1960	7.92	63
Employed	84.82	98	1961-1970	9.32	78
Self-Employed	13.55	116	1971-1980	20.45	119
Unpaid	0.34	112	1981-1990	15.75	107
Occupation			1991-1995	7.39	115
Primary	5.74	129	1996-2000	5.83	99
Blue Collar	26.00	111	2001-2006	7.29	95
Service Sector	35.71	91	2007-2011	10.26	110
White Collar	29.96	96	>2011	3.95	117
Education			Type		
No cert/dipl/deg	23.78	107	Single	87.12	158
High school cert	21.28	87	Semi	2.93	60
Trade	16.72	163	Row	0.55	9
College	16.49	100	Duplex	3.03	58
Some university	5.31	109	Low-rise	4.18	24
University degree	16.42	76	High-rise	0.01	0
			Mobile	1.86	137
			Dwelling Value		
			Index		62

How They Live

Leisure

small outdoor stages
skiing
figure skating
comedy clubs

Shopping

patio furniture
big box/warehouse stores
Marie Claire
L'Aubainerie

Traditional Media

Elle Québec
Châtelaine
"Ma maison Rona"
comedy radio

New Media

online dating
tweet on Twitter
audio podcasts
search and review other profiles on LINKEDIN

Food/Drink

natural cheese
pizza crusts
mineral water
French wine

Financial

RSP loans
bonds
mortgage insurance
debit cards

Automotive

coupes/hatchbacks
compact cars
\$20,000-\$30,000 on latest vehicle
Ford

Attitudes

"I tend to be the first to own new electronic products"
"I lead a fairly busy social life"
"I like to have a wide variety of snacks"
"I consider myself to be a risk-averse investor"