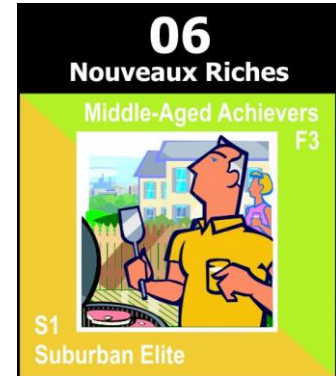


S1

06 - Nouveaux Riches

Wealthy, suburban Québec families and couples

Population	282,773 (0.8% of Canada)
Households	100,485 (0.71% of Canada)
Average Household Income	\$149,287
Housing Tenure	Homeowners
Education	University
Occupation	White Collar & Service Sector
Ethnic Presence	Low
Sample Social Value	Financial Security

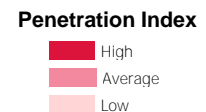
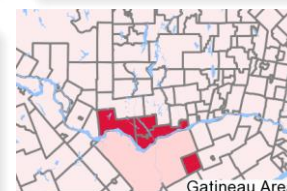
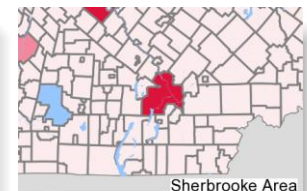
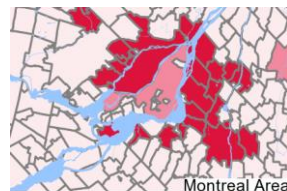
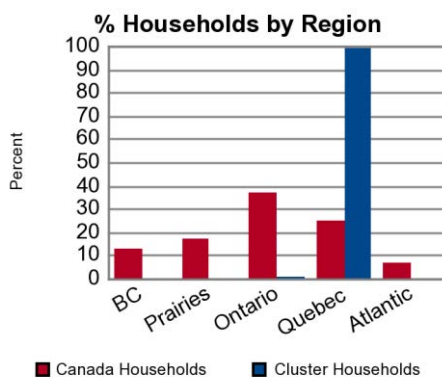


The most affluent of the francophone clusters, Nouveaux Riches is centred in the new suburbs outside Montreal, Quebec City and Gatineau, in communities like Boucherville and St-Bruno. As children of the Quiet Revolution, residents here are the first generation of self-made affluent Quebecers. With their university educations, fluency in both French and English, and professional and management jobs, these middle-aged men and women today and older couples can afford to house their large families live in new suburban splendour—their stately houses adorned with home theatres and plenty of consumer electronics. Nouveaux Riches residents drive expensive imports, buy trendy clothes and enjoy going to spas, theatres, music festivals, movies and auto shows. For exercise, they like to cycle, ice skate and play racquet sports. Status-conscious, they've earned their way to the top and are unashamed to spend their money on themselves and their children.

The lifestyle of Nouveaux Riches residents reflects both their affluence and Quebec roots. Like other well-to-do Canadians, they travel abroad, own a range of investments and shop at boutiques like Limité and Browns, where they satisfy style cravings whetted by reading fashion magazines at high rates. But they also exhibit social and marketplace patterns typical of French-speaking residents at all income levels: Nouveaux Riches includes a high percentage of common-law marriages as well as a fondness for caisses populaires (credit unions), European wine and any kind of television—from soaps and history programs to music and sports.

Where They Live

Rosemère (QC), Lorraine (QC), Boucherville (QC), Québec (QC), Gatineau (QC), Saint-Bruno-de-Montarville (QC), Mont-Saint-Hilaire(QC), La Prairie (QC)



How They Think

The upscale francophone suburbanites of Nouveaux Riches tend to be an emotional group who rely on “gut feel” in making decisions both large and small. With their sense of *Financial Security* and *Confidence in Big Business*, they are enthusiastic consumers who trust that larger companies will strike a fair balance between profits and the public interest. Their preference for an *Active Government* that takes a hand in resolving social issues and their support for *Obedience to Authority* combine in their desire to feel connected to their local community and region (*Parochialism*). At the same time, there is also an independent streak in these Canadians as evidenced by their *Personal Creativity* and *Penchant for Risk*. These residents aren't afraid to try new activities or products as they engage in the *Pursuit of Intensity*. But their *Fear of Violence* also leads them to feel somewhat insecure about their personal safety, even as they support the idea that violence may be acceptable response to the stresses of today's world. Campaigns targeted to their emotional and thrill-seeking natures will likely appeal to this group.

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	4.73	86	<25	0.66	20
5-14	12.26	114	25-34	9.48	61
15-24	15.61	120	35-44	17.85	99
25-44	21.01	77	45-54	28.13	130
45-64	33.47	118	55-64	23.76	127
65-74	8.57	101	65-74	14.04	111
75-84	3.26	69	75+	6.07	60
85+	1.08	54	Size		
Mother Tongue			1 Person	14.42	53
English	7.01	12	2 People	34.78	102
French	83.91	397	3 People	18.48	118
Non-Official	7.35	37	4+ People	32.31	140
Immigration			Family Status		
Immigrant	9.53	44	Non-Family	18.06	55
Arrived <1961	9.83	77	Couples w/ kids	50.92	115
1961-1970	14.89	130	Couples, no kids	38.68	99
1971-1980	18.52	127	Lone parent	10.40	63
1981-1990	16.94	104	Age of Children		
1991-1995	13.57	102	<5	14.33	77
1996-2000	13.14	96	5-9	17.32	95
2001-2006	13.12	73	10-14	19.85	110
Visible Minority			15-19	23.22	123
Yes	7.41	37	20-24	15.65	121
Adult Population	Cluster %	Index Canada	25+	9.63	73
Marital Status			Dwellings	Cluster %	Index Canada
Single	26.33	94	Tenure		
Married or Common-Law	65.35	114	Owned	93.60	135
Wid/Div/Sep	8.33	58	Rented	6.40	21
Mode of Transport			Band Housing	0.00	0
Car	85.48	106	Period of Construction		
Public Transit	10.10	94	<1946	1.79	17
Class of Worker			1946-1960	6.72	53
Employed	85.42	99	1961-1970	8.06	67
Self-Employed	13.47	116	1971-1980	17.77	103
Unpaid	0.24	79	1981-1990	26.62	180
Occupation			1991-1995	10.87	170
Primary	0.60	13	1996-2000	7.93	134
Blue Collar	17.27	73	2001-2006	8.43	110
Service Sector	39.19	100	2007-2011	8.52	91
White Collar	40.64	130	>2011	3.29	98
Education			Type		
No cert/dipl/deg	10.38	47	Single	83.27	151
High school cert	17.48	71	Semi	5.79	119
Trade	7.67	75	Row	2.92	49
College	17.43	106	Duplex	1.50	29
Some university	7.54	154	Low-rise	5.54	31
University degree	39.51	183	High-rise	0.71	7
			Mobile	0.16	12
			Dwelling Value Index		99

How They Live

Leisure

small outdoor stages
auto shows
ice hockey
travel to New York

Shopping

ski/snowboard equipment
HDTVs
big box book stores
Le Garage

Traditional Media

travel section
Coup de Pouce
Canal D

news/talk radio

New Media

purchase groceries online
YouTube
blogs
mobile GPS devices

Food/Drink

lamb
canned fruit cocktail
cereal bars
Guinness beer

Financial

\$100,001-\$250,000 in securities and savings
group health/disability insurance
Amex cards
donations to United Way Of Canada

Automotive

sport coupe/sedan
compact premium cars
\$30,000-\$40,000 on latest vehicle
Mazda

Attitudes

"People who know me would describe me as cheerful"
"I enjoy dressing for formal occasions"
"It's important to buy products from socially-responsible/environmentally-friendly companies"
"Low fat foods are an important part of my regular diet"