

E3

50 - Villes Tranquilles

Middle-aged francophone families and couples

Population	840,883 (2.38% of Canada)
Households	350,629 (2.48% of Canada)
Average Household Income	\$68,816
Housing Tenure	Homeowners
Education	Trade/High School/Grade 9
Occupation	Blue Collar & Service Sector
Ethnic Presence	Low
Sample Social Value	Search for Roots

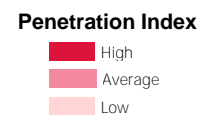
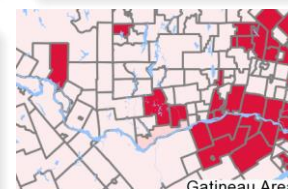
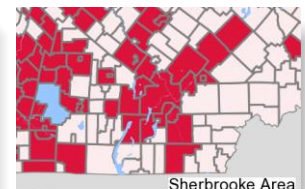
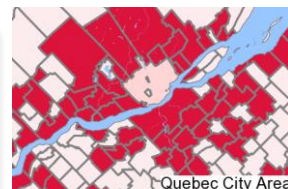
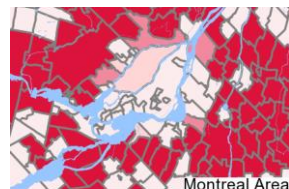
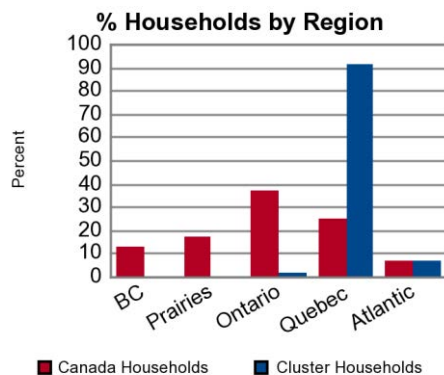


A working-class francophone cluster, Villes Tranquilles can be found in the manufacturing towns of Quebec's heartland. The middle-aged residents in this group tend to work in blue-collar and service industries, live in small houses and pursue down-to-earth lifestyles that revolve around their families. They take advantage of their rural settings for outdoorsy leisure activities: skiing, snowboarding, ice skating and power boating. Even with their lower-middle-class incomes, they can afford adult toys like ATVs and snowmobiles, and they enjoy going to a variety of shows, including sportsmen, craft, pet and RV exhibitions. Around the house, residents like to read magazines, maintain their cars and watch a variety of TV sports. As consumers, they describe themselves as materialists who shop at discount retailers and mail order outlets. However, with their tight budgets, shopping expeditions happen far less often than they'd like.

Without a doubt, Villes Tranquilles is a conservative, even parochial, cluster. Residents admit that they're financially risk averse, dislike life's complexities, own plenty of private life insurance and travel out of town infrequently—safety being an overriding concern that limits their travel. With most speaking French at home, they seem content in their small-town world, looking to TV contest shows and talk shows for entertainment and the land outside for recreation. Admitted fans of home cooking, residents describe themselves as homebodies—a quality that helps explain why their homes typically look neat and well cared for.

Where They Live

Saint-Maurice (QC), Saint-Isidore (QC), Sainte-Brigitte-de-Laval (QC), Saint-Lambert-de-Lauzon (QC), Stoneham-et-Tewkesbury (QC), Saint-Antonin (QC), Saint-Boniface (QC), Château-Richer (QC), Bécancour (QC)



How They Think

Villes Tranquilles residents value the tranquillité and familiarité of their small working-class towns. Members of this cluster feel extremely attached to their local surroundings (*Parochialism*), which comes in part from their weariness towards “others”, such as non-residents (*Xenophobia*). Their preference for tradition is seen in their home life, as they score high on *Sexism* and *Search for Roots*. They don't put much emphasis on money: these Canadians have low interest in both *Saving on Principle* and spending their money (low *Joy of Consumption*). Villes Tranquilles members have a strong *Interest in the Unexplained*, reinforced by their preference for experiencing the world through their *Intuition and Impulse*. Despite being attached to their surroundings, this cluster ranks low on *National Pride*, indicating that their feelings about their local communities do not extend to the rest of the country.

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	5.55	101	<25	2.13	65
5-14	10.38	96	25-34	13.90	89
15-24	11.24	86	35-44	15.99	88
25-44	24.29	89	45-54	22.48	104
45-64	32.35	114	55-64	22.08	118
65-74	10.16	120	65-74	14.95	119
75-84	4.49	95	75+	8.47	84
85+	1.55	77	Size		
Mother Tongue			1 Person	25.33	93
English	3.50	6	2 People	39.19	115
French	94.68	448	3 People	15.84	101
Non-Official	1.09	5	4+ People	19.63	85
Immigration			Family Status		
Immigrant	2.65	12	Non-Family	29.53	89
Arrived <1961	14.92	117	Couples w/ kids	41.64	94
1961-1970	13.11	114	Couples, no kids	45.64	116
1971-1980	17.44	119	Lone parent	12.72	77
1981-1990	14.04	87	Age of Children		
1991-1995	8.36	63	<5	19.89	107
1996-2000	12.57	92	5-9	18.95	104
2001-2006	19.56	109	10-14	18.25	101
Visible Minority			15-19	18.67	99
Yes	1.13	6	20-24	12.15	94
Adult Population	Cluster %	Index Canada	25+	12.09	91
Marital Status			Dwellings	Cluster %	Index Canada
Single	24.53	87	Tenure		
Married or Common-Law	63.43	110	Owned	80.92	117
Wid/Div/Sep	12.04	84	Rented	19.06	63
Mode of Transport			Band Housing	0.02	4
Car	92.09	114	Period of Construction		
Public Transit	1.24	12	<1946	13.42	125
Class of Worker			1946-1960	10.01	80
Employed	85.22	99	1961-1970	10.09	84
Self-Employed	12.90	111	1971-1980	21.39	124
Unpaid	0.41	137	1981-1990	14.86	101
Occupation			1991-1995	6.21	97
Primary	6.74	152	1996-2000	4.62	78
Blue Collar	32.45	138	2001-2006	5.77	76
Service Sector	34.11	87	2007-2011	10.03	107
White Collar	23.42	75	>2011	3.59	106
Education			Type		
No cert/dipl/deg	29.50	133	Single	79.16	144
High school cert	22.24	90	Semi	3.65	75
Trade	19.10	186	Row	0.98	16
College	14.71	89	Duplex	5.15	98
Some university	4.04	83	Low-rise	8.54	48
University degree	10.41	48	High-rise	0.08	1
			Mobile	1.95	143
			Dwelling Value Index		50

How They Live

Leisure

motorcycle shows
snowmobiling
auto races
cycling
shopping
snowmobiles/ATVs
department stores
gas station convenience stores
Globo

Traditional Media

auto section
Le Lundi
Réseau des Sports (RDS)
mainstream top 40 radio
New Media
purchase groceries online
share videos on YouTube
share links on Twitter
prefer mobile phone for ebooks/magazines

Food/Drink

canned salmon
pizza shells
snack cakes
grape drink

Financial

\$20,000-\$50,000 in securities and savings
flat fee banking package
RSP loans
private life insurance

Automotive

station wagons
compact cars
own 2 vehicles
Nissan

Attitudes

"When I buy products, I am looking for convenience, not price"
"I prefer to postpone a purchase than to buy on credit"
"I lead a fairly busy social life"
"I prefer low-fat or 'light' foods and drinks"