

## S3

## 47 - Les Québécois Sportifs

## Lower-middle-class, middle-aged Québec suburbanites

<b>Population</b>	<b>242,394 (0.69% of Canada)</b>
<b>Households</b>	<b>113,162 (0.8% of Canada)</b>
<b>Average Household Income</b>	<b>\$65,276</b>
<b>Housing Tenure</b>	<b>Homeowners &amp; Renters</b>
<b>Education</b>	<b>Mixed</b>
<b>Occupation</b>	<b>Service Sector &amp; White Collar</b>
<b>Ethnic Presence</b>	<b>Low</b>
<b>Sample Social Value</b>	<b>Penchant for Risk</b>

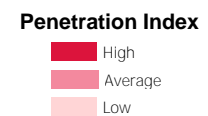
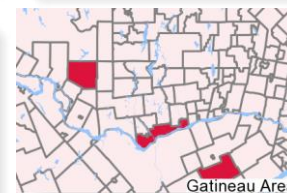
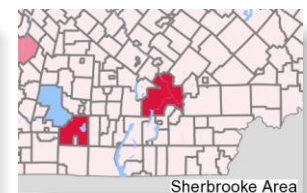
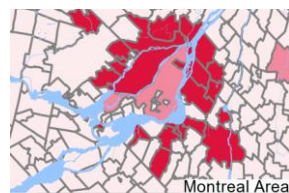
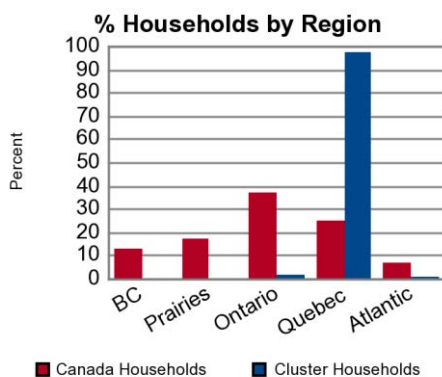


Les Québécois Sportifs is a collection of lower-middle-income francophone households of varied ages and backgrounds. Concentrated in suburban hubs like Laval, Lévis and Gatineau, they contain a mix of young and old, single and divorced, and single parents and common-law couples with children. These residents typically were born in Quebec, work at service sector jobs and live in modestly priced apartments, duplexes and single-family homes. Passionate about outdoor sports, many like to spend their leisure time pursuing activities such as ice skating, snowmobiling, cycling and skiing. They're also a strong market for attending auto and RV shows as well as buying camping and snowboarding equipment. With half of all residents still single, their attitudes are understandably liberal, scoring high for *Sexual Permissiveness* and a desire to live intensely.

Despite this cluster's lower-middle-class status, the members of Les Québécois Sportifs remain aspirational consumers. They have high rates for buying brand name clothes at trendy chains and specialty clothing stores, and they also score high for drinking expensive wine, buying fine jewellery and dressing up for formal occasions. For casual entertainment, they like to go to movies and watch TV at home, especially soaps, documentaries and variety specials. But their media tastes are otherwise mixed, with residents—a significant percentage of whom are bilingual—subscribing to a wide range of newspapers and magazines but reporting only light to moderate Internet use. In the search for affordable luxuries, many residents shop with coupons.

## Where They Live

Deux Montagnes (QC), Sainte-Catherine (QC), L'Ancienne-Lorette (QC), Sainte-Thérèse (QC), Boisbriand (QC), Candiac (QC), Lévis (QC), Saint-Eustache (QC), Terrebonne (QC), La Prairie (QC), Saint-Constant (QC), Repentigny (QC), Boucherville (QC), Châteauguay (QC)



## How They Think

Les Québécois Sportifs is a cluster whose members' values reveal a desire for an impulsive, exciting, individualistic life. The prime directive in this segment is high *Pursuit of Intensity* and *Intuition and Impulse*. Delighting in the *Joy of Consumption* and scoring low for *Financial Security*, these Quebecers are financially living in the moment and they thrive on the risk that presents (*Penchant for Risk*). Les Québécois Sportifs residents tend not to be open-minded when it comes to the world and those who may not be like them: they score low on *Global Consciousness* and high on *Xenophobia*. They prefer a stratified society and care little about equality, both of the sexes (*Sexism*) and of the ages (low *Equal Relationship with Youth*). The individual is what Les Québécois Sportifs is all about, as members reject both *Traditional Family* and *Flexible Families*. However, their individualistic, hedonistic lifestyle may all be a distraction, to fill the existential void they perceive (*Anomie & Aimlessness*).

## Who They Are

<u>Population</u>	<u>Cluster %</u>	<u>Index Canada</u>	<u>Households</u>	<u>Cluster %</u>	<u>Index Canada</u>
<b>Age</b>			<b>Maintainer Age</b>		
<5	4.81	87	<25	4.18	127
5-14	9.06	84	25-34	16.28	104
15-24	13.06	100	35-44	16.06	89
25-44	26.46	97	45-54	20.53	95
45-64	29.53	104	55-64	19.62	104
65-74	10.21	121	65-74	14.07	112
75-84	5.19	110	75+	9.25	92
85+	1.69	84	<b>Size</b>		
<b>Mother Tongue</b>			1 Person	34.64	127
English	5.28	9	2 People	36.85	108
French	88.38	418	3 People	14.65	93
Non-Official	4.93	25	4+ People	13.86	60
<b>Immigration</b>			<b>Family Status</b>		
Immigrant	5.02	23	Non-Family	40.45	122
Arrived <1961	10.24	80	Couples w/ kids	35.11	79
1961-1970	13.04	114	Couples, no kids	42.71	109
1971-1980	21.82	149	Lone parent	22.19	135
1981-1990	24.18	149	<b>Age of Children</b>		
1991-1995	15.56	117	<5	18.34	98
1996-2000	7.57	55	5-9	17.36	95
2001-2006	7.59	42	10-14	17.07	94
<b>Visible Minority</b>			15-19	20.10	107
Yes	5.12	26	20-24	13.68	106
<b>Adult Population</b>	<b>Cluster %</b>	<b>Index Canada</b>	25+	13.45	101
<b>Marital Status</b>			<b>Dwellings</b>	<b>Cluster %</b>	<b>Index Canada</b>
Single	31.31	111	<b>Tenure</b>		
Married or Common-Law	52.06	91	Owned	55.89	81
Wid/Div/Sep	16.63	115	Rented	44.07	146
<b>Mode of Transport</b>			Band Housing	0.04	8
Car	83.84	104	<b>Period of Construction</b>		
Public Transit	9.04	84	<1946	6.51	61
<b>Class of Worker</b>			1946-1960	12.79	102
Employed	89.72	104	1961-1970	14.40	120
Self-Employed	8.40	72	1971-1980	17.39	101
Unpaid	0.13	43	1981-1990	19.91	135
<b>Occupation</b>			1991-1995	10.03	157
Primary	0.89	20	1996-2000	4.00	68
Blue Collar	23.13	98	2001-2006	4.18	55
Service Sector	42.36	108	2007-2011	7.21	77
White Collar	30.26	97	>2011	3.60	107
<b>Education</b>			<b>Type</b>		
No cert/dipl/deg	24.18	109	Single	35.49	64
High school cert	24.18	98	Semi	5.99	123
Trade	16.18	158	Row	4.17	70
College	16.06	97	Duplex	7.07	135
Some university	4.91	101	Low-rise	45.96	261
University degree	14.48	67	High-rise	0.61	6
			Mobile	0.41	30
			<b>Dwelling Value</b>		
			<b>Index</b>		59

## How They Live

### Leisure

sportsmen's shows  
ice skating  
cycling  
historical sites

### Shopping

snowboarding equipment  
campers  
frozen food stores  
L'Aubainerie

### Traditional Media

sports section  
*Star Système*  
Formula One Races  
modern/alternative rock radio

### New Media

sports sites  
YouTube  
uses social media to keep current on news  
owns basic mobile phone

### Food/Drink

sausage  
fruit cocktail  
potato chips  
espresso

### Financial

\$2,500-\$5,000 annual contribution to RRSP  
auto loans  
term deposits  
mortgage insurance

### Automotive

station wagons  
compact cars  
\$15,000-\$20,000 on latest vehicle  
Mazda

### Attitudes

"Once I find a brand I like, I stick with it"  
"An important part of my life and activities is dressing smartly"  
"I am concerned about safety when travelling"  
"It is important to continue learning new things throughout my life"