

## U6

### 17 - Les Chics

#### Sophisticated, urban Québec couples and singles

<b>Population</b>	<b>155,146 (0.44% of Canada)</b>
<b>Households</b>	<b>66,309 (0.47% of Canada)</b>
<b>Average Household Income</b>	<b>\$98,638</b>
<b>Housing Tenure</b>	<b>Homeowners</b>
<b>Education</b>	<b>University/College</b>
<b>Occupation</b>	<b>White Collar &amp; Service Sector</b>
<b>Ethnic Presence</b>	<b>Medium</b>
<b>Sample Social Value</b>	<b>Emotional Control</b>

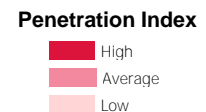
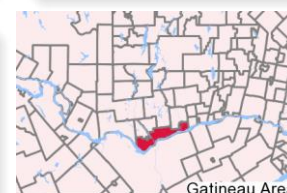
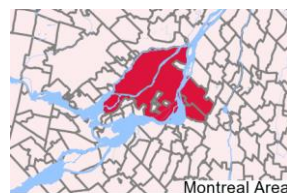
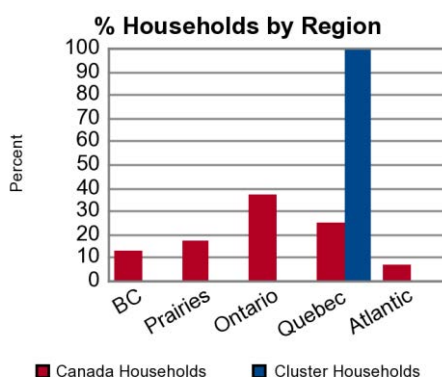


Among francophones, Les Chics residents are the “beautiful people.” Living in fashionable city neighbourhoods like Outremont, Mount Royal, Roxboro and Anjou, these older, often bilingual singles and couples own comfortable houses and luxury condos. Slightly more upscale than in 2001, the segment’s residents can afford active lifestyles, with high rates for attending theatres, outdoor stages and music festivals. Their favourite leisure activities include going to movies, historical sites and professional tennis matches. And they try to make time for working out, typically playing racquet sports, cycling or cross-country skiing. They have high rates for buying expensive perfume, fashion and jewellery: Les Chics residents greatly enjoy acquiring all kinds of consumer goods—especially a product that’s new on the market.

With their disproportionately high number of university degrees, Les Chics residents tend to have upscale incomes—about a third higher than the Quebec average. But the cluster includes a number of older women and widows who are retired, as well as residents who labour in modest-paying professions in art, culture, education, government and social science. At home, these older Canadians enjoy a variety of traditional media. They like to watch documentaries, soaps and figure skating on television, listen to comedy and classical music stations on the radio, and read local dailies, alternative weeklies and magazines that cover business and finance, nature and ecology, and senior citizen's concerns. Les Chics residents spend more time indoors than out, preferably discussing the latest news over a glass of imported wine or fine port.

### Where They Live

Laval (QC), Saint-Lambert (QC), Longueuil (QC), Brossard (QC), Montréal (QC), Québec (QC)



### How They Think

The values of Les Chics residents are highly flexible and postmodern, which makes sense based on their level of education, urban setting and location in Quebec, arguably North America’s most postmodern region. Having rejected Quebec’s traditional Roman Catholicism—Les Chics are very weak on *Religiosity*—these liberated residents are strong on *Sexual Permissiveness* and an *Equal Relationship with Youth*. Although secular, they’re often engaged in a personal *Spiritual Quest*; many have a desire to preserve their time-honoured cultural traditions through a *Search for Roots*. They make an attractive consumer group: they score high for *Financial Security* and have an above average *Need for Status Recognition*, which they fulfill through their refined manners and chic style. But marketing aimed at Les Chics residents must appeal to their logic and reason (high on *Emotional Control* and *Personal Control*); these consumers have a strong *Skepticism Towards Advertising*. With high scores for both *Aversion to Complexity* and *Adaptability to Complexity*, many Les Chics residents struggle daily to create a sense of calm in their busy lives.

## 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	4.47	81	<25	1.43	43
5-14	8.92	83	25-34	10.63	68
15-24	11.66	89	35-44	14.73	81
25-44	22.17	81	45-54	20.56	95
45-64	30.63	108	55-64	21.42	114
65-74	12.12	143	65-74	17.51	139
75-84	7.38	156	75+	13.72	137
85+	2.65	132	<b>Size</b>		
<b>Mother Tongue</b>			1 Person	30.44	112
English	7.02	12	2 People	36.39	107
French	70.39	333	3 People	14.69	93
Non-Official	19.57	98	4+ People	18.48	80
<b>Immigration</b>			<b>Family Status</b>		
Immigrant	20.49	95	Non-Family	34.32	104
Arrived <1961	13.75	107	Couples w/ kids	40.25	91
1961-1970	14.28	124	Couples, no kids	45.48	116
1971-1980	15.69	107	Lone parent	14.27	87
1981-1990	18.91	117	<b>Age of Children</b>		
1991-1995	12.64	95	<5	17.02	91
1996-2000	10.91	80	5-9	16.73	92
2001-2006	13.82	77	10-14	17.27	95
<b>Visible Minority</b>			15-19	19.59	104
Yes	16.90	85	20-24	15.31	118
<b>Adult Population</b>	<b>Cluster %</b>	<b>Index Canada</b>	25+	14.08	106
<b>Marital Status</b>			<b>Dwellings</b>	<b>Cluster %</b>	<b>Index Canada</b>
Single	27.26	97	<b>Tenure</b>		
Married or Common-Law	57.84	101	Owned	76.64	111
Wid/Div/Sep	14.90	103	Rented	23.36	77
<b>Mode of Transport</b>			Band Housing	0.00	0
Car	72.89	90	<b>Period of Construction</b>		
Public Transit	21.07	195	<1946	4.52	42
<b>Class of Worker</b>			1946-1960	15.85	126
Employed	86.55	100	1961-1970	20.35	170
Self-Employed	11.90	102	1971-1980	14.73	85
Unpaid	0.18	61	1981-1990	19.55	132
<b>Occupation</b>			1991-1995	5.73	90
Primary	0.27	6	1996-2000	3.58	61
Blue Collar	17.68	75	2001-2006	4.71	62
Service Sector	38.74	99	2007-2011	8.19	88
White Collar	40.19	129	>2011	2.78	82
<b>Education</b>			<b>Type</b>		
No cert/dipl/deg	14.09	64	Single	38.93	71
High school cert	20.02	81	Semi	8.70	179
Trade	9.32	91	Row	7.56	127
College	16.31	99	Duplex	4.41	84
Some university	8.64	177	Low-rise	24.00	136
University degree	31.62	146	High-rise	16.18	169
			Mobile	0.02	1
			<b>Dwelling Value Index</b>		90

## How They Live

### Leisure

foreign movies  
lottery tickets  
racquet sports  
travel to France

### Shopping

audio equipment  
perfume  
fruit and vegetable stores  
L'Aubainerie

### Traditional Media

*L'actualité*  
*Sélection du Reader's Digest*  
"Le 17 heures"  
classical music radio

### New Media

buy household appliances or furniture online  
Twitter  
podcasts  
online chatting

### Food/Drink

ham  
yogurt  
chocolate  
port/sherry

### Financial

term deposits  
private life insurance  
banking services package  
donations to cultural groups

### Automotive

sedans  
compact cars  
\$20,000-\$30,000 on latest vehicle  
Kia

### Attitudes

"I lead a fairly busy social life"  
"I seldom make a financial move without consulting an expert"  
"I enjoy dressing for formal occasions"  
"I always choose my clothes with great care"