S3
26 - La Vie est Belle

Upper-middle-class, suburban Québec families and couples

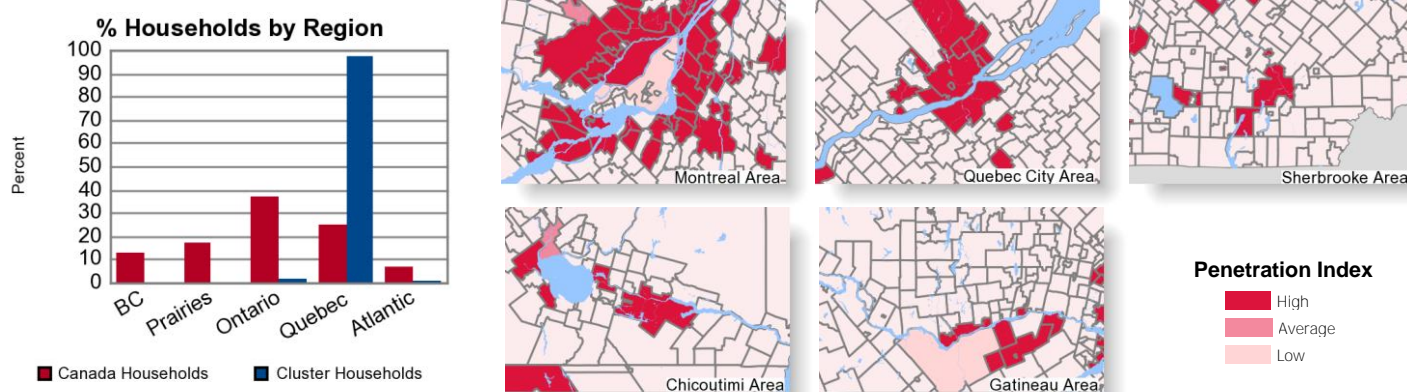|	
Population	**760,121 (2.15% of Canada)**
Households	**287,183 (2.03% of Canada)**
Average Household Income	**$95,990**
Housing Tenure	**Homeowners**
Education	**Mixed**
Occupation	**Service Sector & White Collar**
Ethnic Presence	**Low**
Sample Social Value	*Social Responsibility*

Centred in the suburbs of Quebec's biggest cities, La Vie est Belle is a cluster of upper-middle-class families and couples living in single and semi-detached houses. One of the newest lifestyle types, this francophone segment—over 40 percent bilingual—is characterized bymiddle-aged, common law couples with teenagers who relish their leisure time. They're avid fans of outdoor sports such as cycling, skiing, soccer, hockey and in-line skating. With family-style cultural tastes, they have high rates for going to outdoor performances, pop concerts, music festivals and historical sites. Their above-average incomes and modest mortgages afford them the discretionary cash to enjoy auto shows, whale watching, soccer games and tennis matches. These working couples, who typically have jobs in business, science or health care, also enjoy meeting friends for dinner at restaurants or in their homes. La Vie est Belle is a strong market for chicken restaurants, imported wine and home delivery.

Despite the preponderance of middle-aged families, the members of La Vie est Belle like to try new and novel experiences. They shop at upscale boutiques, enjoy hitting the ski slopes and routinely travel to sun destinations like Florida, Jamaica and Cuba. At home, they have lively media tastes, watching TV game shows, listening to adult contemporary radio, trading stocks online and reading community newspapers and magazines that cover gardening, children, health and fashion. In terms of their Social Values, they score high for sexual permissiveness, the pursuit of happiness and the desire to live intensely. For these residents, life is indeed beautiful.

Where They Live

Saint-Constant (QC), Otterburn Park (QC), Chambly (QC), L'Ancienne-Lorette (QC), Sainte-Julie, Boisbriand (QC), Sainte-Catherine(QC), Clarence-Rockland (ON), Saint-Eustache (QC), Repentigny (QC), Terrebonne (QC)

% Households by Region

Montreal Area

Quebec City Area

Sherbrooke Area

Chicoutimi Area

Gatineau Area

Penetration Index
High
Average
Low

How They Think

La Vie est Belle is a political engaged group whose members enjoy intellectual debate and have a strong social conscience. They pay close attention to government activities and rely on logic and reason when formulating opinions. With a high score for *Confidence in Big Business*, this group associates good quality and service with big companies and well-known brands. With an equally strong sense of *Social Responsibility*, these upper-middle class families believe it is important that companies as well as individuals find ways to help the less fortunate. These energetic Quebecers are well rounded and are not solely interested in rigorous discussions about social and political affairs. They also want to participate in some of the more simple pleasures of life like taking long walks, reading interesting books and cooking gourmet meals. This group also considers shopping to be a favourite past time. Selecting interesting items at established stores allows members of La Vie est Belle to satisfy their consumptive habits as they strive to gain the admiration of others.

Who They Are

Population	Cluster %	Index Canada	Households	Cluster %	Index Canada
Age			**Maintainer Age**		
<5	5.25	95	<25	1.40	42
5-14	11.29	105	25-34	12.13	78
15-24	14.16	109	35-44	18.41	102
25-44	24.08	88	45-54	25.41	118
45-64	32.10	114	55-64	22.69	121
65-74	8.77	104	65-74	13.68	108
75-84	3.41	72	75+	6.30	63
85+	0.94	47	**Size**		
Mother Tongue			1 Person	17.24	63
English	4.91	9	2 People	36.86	108
French	86.95	411	3 People	18.96	121
Non-Official	6.62	33	4+ People	26.93	117
Immigration			**Family Status**		
Immigrant	6.17	29	Non-Family	21.44	65
Arrived <1961	10.32	81	Couples w/ kids	47.00	106
1961-1970	14.27	124	Couples, no kids	40.34	103
1971-1980	22.45	154	Lone parent	12.66	77
1981-1990	23.34	144	**Age of Children**		
1991-1995	14.44	108	<5	16.66	89
1996-2000	7.62	56	5-9	17.40	96
2001-2006	7.56	42	10-14	18.43	102
Visible Minority			15-19	21.46	114
Yes	6.17	31	20-24	14.97	115
			25+	11.09	84

Adult Population	Cluster %	Index Canada	Dwellings	Cluster %	Index Canada
Marital Status			**Tenure**		
Single	26.06	93	Owned	89.70	129
Married or Common-Law	64.30	112	Rented	10.30	34
Wid/Div/Sep	9.64	67	Band Housing	0.00	0
Mode of Transport			**Period of Construction**		
Car	87.70	108	<1946	1.85	17
Public Transit	8.07	75	1946-1960	5.89	47
Class of Worker			1961-1970	11.77	98
Employed	89.34	103	1971-1980	25.44	148
Self-Employed	9.35	80	1981-1990	24.27	164
Unpaid	0.18	61	1991-1995	10.13	158
Occupation			1996-2000	4.82	82
Primary	1.15	26	2001-2006	4.56	60
Blue Collar	23.90	102	2007-2011	8.21	88
Service Sector	39.91	102	>2011	3.06	91
White Collar	32.03	103	**Type**		
Education			Single	76.12	138
No cert/dipl/deg	17.74	80	Semi	9.20	189
High school cert	23.61	96	Row	2.20	37
Trade	14.64	143	Duplex	3.57	68
College	19.23	116	Low-rise	8.36	47
Some university	5.98	123	High-rise	0.13	1
University degree	18.80	87	Mobile	0.26	19
			Dwelling Value		
			Index		66

How They Live

Leisure
theatres/halls
downhill skiing
cycling
travel to Dominican Republic

Shopping
ski equipment
clothing stores
La Vie en Rose
Simon's

Traditional Media
computer/high tech section
7 Jours
auto racing
adult contemporary radio

New Media
purchase groceries online
visit classifieds sites
read blogs everyday
purchase computer hardware/software online

Food/Drink
frozen pizza
sherbet/frozen yogurt
granola bars
Labatt beer

Financial
up to $100,000 in securities and savings
term deposits
auto loans
donations to hospital foundations

Automotive
station wagons
compact cars
$20,000-$30,000 on latest vehicle
Toyota

Attitudes
"I consider myself to be a risk-averse investor"
"We usually have a sit-down meal every evening"
"I do more entertaining at home now than ever before"
"We should have much stricter gun control laws"

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