E3
45 - Petites Banlieues

Working-class, Québec town couples and families

|	
Population	**326,306 (0.92% of Canada)**
Households	**133,013 (0.94% of Canada)**
Average Household Income	**$71,981**
Housing Tenure	**Homeowners**
Education	**Trade/High School/Grade 9**
Occupation	**Service Sector & Blue Collar**
Ethnic Presence	**Low**
Sample Social Value	*Joy of Consumption*

One of the recently emerging lifestyles, Petites Banlieues consists of residents in working-class towns and suburbs throughout Quebec. The highest concentration of households are filled with young, common-law couples with school-aged children who live in inexpensive houses and low-rise apartments. The adults tend to have modest educations and lower-middle incomes, but they get great satisfaction from their blue-collar and service jobs. And because of their low mortgages—the average dwelling value is about half the national average—they have the cash to lead active, family-centred lifestyles. They're fans of outdoor sports like skiing, in-line skating and cycling. For a night out, they enjoy going to casinos, comedy clubs and performances on outdoor stages. But many residents are money conscious and prefer to entertain at home, buying televisions, computers, home delivery food and discount domestic beer.

What Petites Banlieues residents may lack in money, they more than make up in their passion for varied media. These happy homebodies have high rates for watching soaps, hockey personal makeover shows and news programs. They tune in to comedy and top-40 radio stations at more than twice the national average. With a significant number of residents bilingual, they're particularly fond of French-language magazines covering science, music, travel, and food and beverages. And they report only moderate Internet activity, though the concentration of youth in this group is raising online usage, especially for activities like gaming, dating and downloading music.

Where They Live

Les Coteaux (QC), Contrecoeur (QC), Saint-Amable (QC), Pointe-Calumet (QC), Sainte-Anne-des-Plaines (QC), Lavaltrie (QC), L'Epiphanie (QC), Baie Comeau (QC), Sainte-Marthe-Sur-le-Lac (QC), Otterburn Park (QC), Mirabel (QC), Beauharnois (QC)
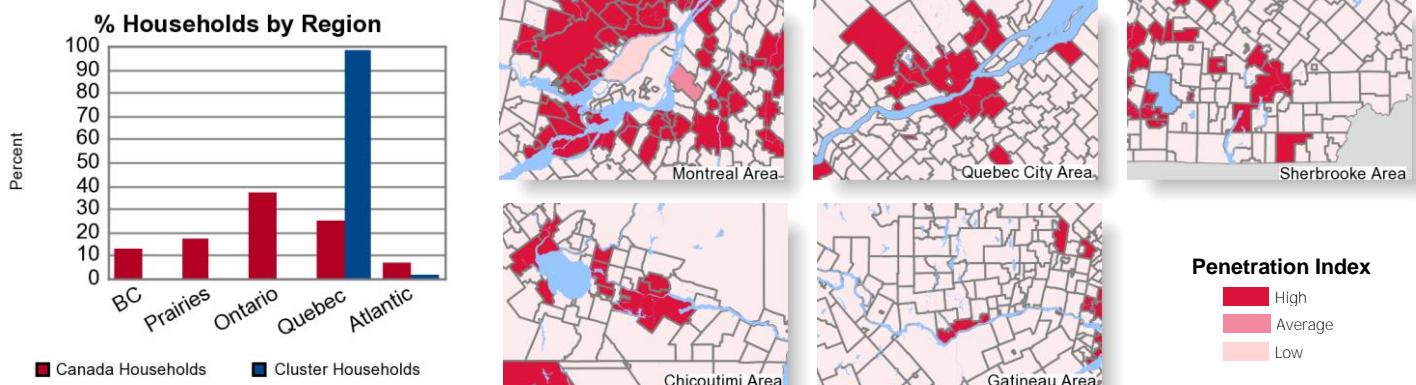
How They Think

With their already busy lives, the young, working-class families of Petites Banlieues have an *Aversion to Complexity*. They support an *Active Government* to address society's problems, perhaps in part so they themselves won't have to worry about the causes and solutions. They register little passion for *Community Involvement*, indicating that they feel somewhat disengaged from society. Still, they are not angry or alienated, scoring low on *Anomie & Aimlessness*. These Quebecers follow their gut (*Intuition and Impulse*) but don't like it when their instincts fall short (*Aversion to Complexity*). Petites Banlieues residents get a thrill when they approach the cash register: they score high on *Joy of Consumption*, saying that it's not just the items they buy but the experience of shopping that delights them. They feel a strong connection to their Quebecois communities (*Parochialism*) but don't necessarily feel the same about Canada as a whole (low *National Pride*).

Who They Are

Population	Cluster %	Index Canada
Age		
<5	6.66	121
5-14	12.04	112
15-24	12.72	98
25-44	28.81	106
45-64	28.07	99
65-74	7.68	91
75-84	3.14	66
85+	0.88	44
Mother Tongue		
English	2.62	5
French	94.50	447
Non-Official	2.03	10
Immigration		
Immigrant	2.55	12
Arrived <1961	13.23	103
1961-1970	15.54	135
1971-1980	21.15	145
1981-1990	22.53	139
1991-1995	10.63	80
1996-2000	6.53	48
2001-2006	10.39	58
Visible Minority		
Yes	2.04	10

Adult Population	Cluster %	Index Canada
Marital Status		
Single	26.43	94
Married or Common-Law	62.39	109
Wid/Div/Sep	11.18	78
Mode of Transport		
Car	91.31	113
Public Transit	2.81	26
Class of Worker		
Employed	88.98	103
Self-Employed	9.41	81
Unpaid	0.18	60
Occupation		
Primary	2.78	62
Blue Collar	32.04	136
Service Sector	37.95	97
White Collar	23.91	77
Education		
No cert/dipl/deg	27.29	123
High school cert	23.52	96
Trade	19.87	194
College	15.87	96
Some university	3.69	76
University degree	9.75	45

Households	Cluster %	Index Canada
Maintainer Age		
<25	3.59	109
25-34	18.86	121
35-44	19.96	110
45-54	22.08	102
55-64	18.37	98
65-74	11.57	92
75+	5.58	56
Size		
1 Person	23.96	88
2 People	36.51	107
3 People	17.58	112
4+ People	21.95	95
Family Status		
Non-Family	28.70	87
Couples w/ kids	45.06	102
Couples, no kids	39.00	99
Lone parent	15.94	97
Age of Children		
<5	21.39	115
5-9	20.11	110
10-14	18.49	102
15-19	18.48	98
20-24	11.18	86
25+	10.34	78

Dwellings	Cluster %	Index Canada
Tenure		
Owned	75.20	109
Rented	24.79	82
Band Housing	0.01	2
Period of Construction		
<1946	4.37	41
1946-1960	6.18	49
1961-1970	8.30	69
1971-1980	18.41	107
1981-1990	17.00	115
1991-1995	10.97	171
1996-2000	5.82	99
2001-2006	8.23	108
2007-2011	15.52	166
>2011	5.21	155
Type		
Single	59.81	108
Semi	7.93	163
Row	3.40	57
Duplex	5.45	104
Low-rise	17.87	101
High-rise	0.10	1
Mobile	5.03	370
Dwelling Value		
Index		52

How They Live

Leisure
comedy clubs
snowmobiling
racquet sports
travel to Cuba

Shopping
bicycles
motorcycles
fruit and vegetable stores
Le Garage

Traditional Media
auto section
L'actualité
Canal D
mainstream top 40 radio

New Media
home electronics sites
watch videos on YouTube
search profiles on LinkedIn
online gaming

Food/Drink
ham
yogurt
cold cuts
decaffeinated coffee

Financial
$20,000-$50,000 in securities and savings
auto loans
private health/disability insurance
donations to educational charities

Automotive
minivans
compact cars
$15,000-$20,000 on latest vehicle
Hyundai

Attitudes
"It's important to buy products from socially-responsible/environmentally-friendly companies"
"When I buy products, I am looking for convenience, not price"
"It is important that those around me think that I am doing well"
"I like to dine at fine restaurants as often as possible"