# R1
# 34 - Big Sky Families

## Middle-aged, midscale Prairie farmers

| | |
|---|---|
| **Population** | **504,143 (1.43% of Canada)** |
| **Households** | **173,732 (1.23% of Canada)** |
| **Average Household Income** | **$84,504** |
| **Housing Tenure** | **Homeowners** |
| **Education** | **Grade 9/High School/Trade** |
| **Occupation** | **Primary & Blue Collar** |
| **Ethnic Presence** | **Low** |
| **Sample Social Value** | *Technology Anxiety* |
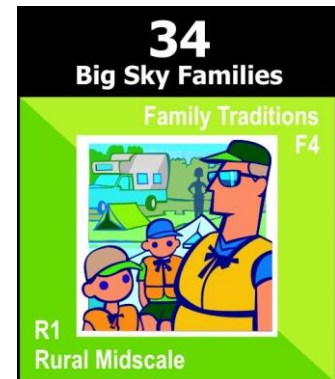


Scattered across the Prairies and a handful of other rural areas, Big Sky Families has the highest concentration of farmers in Canada. A quarter of these middle-aged couples and families work in agriculture, with most living on small homesteads and leading rustic middle-class lifestyles. They spend most of their leisure time outside, hunting, fishing, snowmobiling and ice skating. These families travel infrequently and, when they do, they stay close to home, stopping at campgrounds or visiting the homes of friends or relatives. And like other rural consumers, they have high indices for owning pickup trucks, recreational vehicles, snowmobiles and ATVs. Conservative in politics and religion, they're strong supporters of family values and oppose government and businesses amassing information about people's private lives.

Most members of Big Sky Families are third-generation Canadians, and the segment boasts an above-average number of aboriginal people. As a group, these households tend to be traditional in their consuming patterns, with high rates for gardening, engaging in hobby crafts and buying clothes through the Sears catalogue. In their homes, they make their own cakes, pies, pudding and beer. In stores, they use lots of coupons and respond to direct mail pitches. Their taste in media also leans toward the old stalwarts: gardening magazines, country music radio stations and TV talk shows. But with average Internet usage rates, they're hardly out of touch, going online to pay bills, download games, update their Facebook status and check out health-related sites.

## Where They Live

Lethbridge County (AB), Portage La Prairie (MB), Cypress County (AB), Nobleford (AB), Newell County No. 4 (AB), Grande Prairie County No. 1 (AB), Leamington (AB)
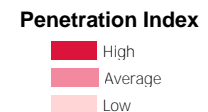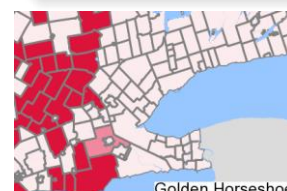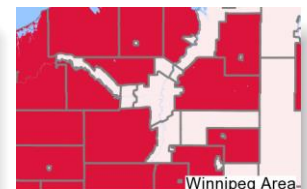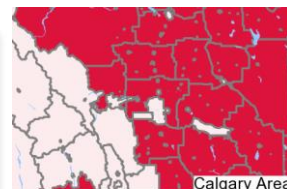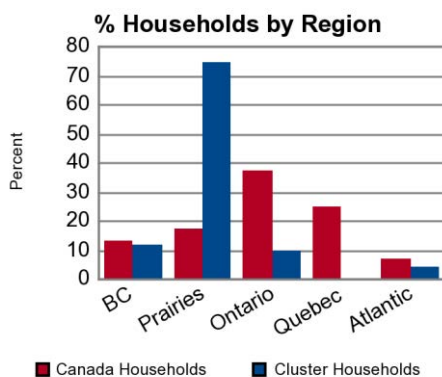


## How They Think

Big Sky Families is a deeply traditional cluster: In these small, homogenous communities *Religiosity* underpins most other values espoused by these old-fashioned Canadians, including a more established view of the household that places the father at the head of the family (*Traditional Family* and *Patriarchy*). This group scores high on *Duty*, believing that it is important to fulfill one's responsibilities and maintain a firm *Obedience to Authority*. Big Sky Families members also have strong feelings of *National Pride* and a sense of *Social Responsibility*, while holding the view that increased government involvement may not resolve social issues (low on *Active Government*). These rural families possess a high concern toward the moral implications of scientific advancements (*Technology Anxiety*) and accept that some amount of pollution is tolerable as a part of life in an industrialized society (*Ecological Fatalism*). With low scores on *Pursuit of Intensity* and high scores on *Emotional Control* this group has a tendency to base their day-to-day decisions on logic and reasoning over emotion and feelings.

## Who They Are

| Population | Cluster % | Index Canada | Households | Cluster % | Index Canada |
|---|---|---|---|---|---|
| **Age** | | | **Maintainer Age** | | |
| <5 | 6.66 | 121 | <25 | 2.19 | 67 |
| 5-14 | 14.39 | 134 | 25-34 | 12.39 | 79 |
| 15-24 | 13.05 | 100 | 35-44 | 16.61 | 92 |
| 25-44 | 22.39 | 82 | 45-54 | 23.64 | 110 |
| 45-64 | 30.39 | 108 | 55-64 | 22.43 | 119 |
| 65-74 | 8.60 | 102 | 65-74 | 14.71 | 117 |
| 75-84 | 3.56 | 75 | 75+ | 8.03 | 80 |
| 85+ | 0.96 | 48 | **Size** | | |
| **Mother Tongue** | | | 1 Person | 17.81 | 65 |
| English | 79.81 | 140 | 2 People | 40.36 | 119 |
| French | 2.27 | 11 | 3 People | 13.81 | 88 |
| Non-Official | 17.15 | 86 | 4+ People | 28.02 | 122 |
| **Immigration** | | | **Family Status** | | |
| Immigrant | 8.22 | 38 | Non-Family | 21.41 | 65 |
| Arrived <1961 | 22.18 | 173 | Couples w/ kids | 49.81 | 113 |
| 1961-1970 | 12.11 | 105 | Couples, no kids | 41.99 | 107 |
| 1971-1980 | 15.53 | 106 | Lone parent | 8.20 | 50 |
| 1981-1990 | 13.62 | 84 | **Age of Children** | | |
| 1991-1995 | 9.19 | 69 | <5 | 19.88 | 107 |
| 1996-2000 | 11.96 | 88 | 5-9 | 20.68 | 114 |
| 2001-2006 | 15.41 | 86 | 10-14 | 21.87 | 121 |
| **Visible Minority** | | | 15-19 | 19.83 | 105 |
| Yes | 1.76 | 9 | 20-24 | 9.32 | 72 |
| | | | 25+ | 8.42 | 63 |

| Adult Population | Cluster % | Index Canada | Dwellings | Cluster % | Index Canada |
|---|---|---|---|---|---|
| **Marital Status** | | | **Tenure** | | |
| Single | 22.37 | 79 | Owned | 88.19 | 127 |
| Married or Common-Law | 68.67 | 120 | Rented | 11.51 | 38 |
| Wid/Div/Sep | 8.96 | 62 | Band Housing | 0.29 | 65 |
| **Mode of Transport** | | | **Period of Construction** | | |
| Car | 92.33 | 114 | <1946 | 14.37 | 134 |
| Public Transit | 0.40 | 4 | 1946-1960 | 12.03 | 96 |
| **Class of Worker** | | | 1961-1970 | 10.49 | 87 |
| Employed | 66.49 | 77 | 1971-1980 | 19.55 | 113 |
| Self-Employed | 31.10 | 267 | 1981-1990 | 15.03 | 102 |
| Unpaid | 1.93 | 645 | 1991-1995 | 6.22 | 97 |
| **Occupation** | | | 1996-2000 | 7.32 | 124 |
| Primary | 36.65 | 824 | 2001-2006 | 6.53 | 85 |
| Blue Collar | 19.78 | 84 | 2007-2011 | 6.59 | 71 |
| Service Sector | 22.94 | 59 | >2011 | 1.87 | 56 |
| White Collar | 18.42 | 59 | **Type** | | |
| **Education** | | | Single | 89.94 | 163 |
| No cert/dipl/deg | 34.61 | 156 | Semi | 0.56 | 11 |
| High school cert | 26.27 | 107 | Row | 0.42 | 7 |
| Trade | 11.76 | 115 | Duplex | 0.22 | 4 |
| College | 15.02 | 91 | Low-rise | 0.42 | 2 |
| Some university | 3.40 | 70 | High-rise | 0.01 | 0 |
| University degree | 8.93 | 41 | Mobile | 8.30 | 610 |
| | | | **Dwelling Value** | | |
| | | | **Index** | | 79 |

## How They Live

**Leisure**

dinner theatres
fishing/hunting
gardening
travel to cottages

**Shopping**

bread making machine
home exercise equipment
department stores
Reitmans

**Traditional Media**

classified ads
*Canadian Home Workshop*
"Family Guy"
country radio

**New Media**

enter online contests
Twitter
contribute to blogs
Facebook mobile

**Food/Drink**

packaged pasta
frozen vegetables
peanut butter
rolled oats

**Financial**

investment real estate
mutual funds
auto loans
donations to Diabetes Association

**Automotive**

pickup trucks
midsize cars
$10,000-$20,000 on latest vehicle
GMC

**Attitudes**

"I have a keen sense of adventure"
"I tend to pass up my favourite brand if something else is on sale"
"Concerned that sharing personal information with retail companies might negatively impact my privacy"
"I rarely exercise, jog or play an active sport"