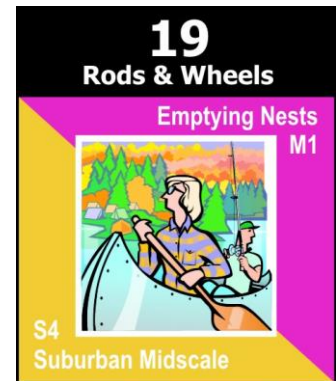


## S4

### 19 - Rods & Wheels

#### Older, upper-middle-class couples and families

<b>Population</b>	<b>595,191 (1.68% of Canada)</b>
<b>Households</b>	<b>230,885 (1.63% of Canada)</b>
<b>Average Household Income</b>	<b>\$97,402</b>
<b>Housing Tenure</b>	<b>Homeowners</b>
<b>Education</b>	<b>High School/College</b>
<b>Occupation</b>	<b>Mixed</b>
<b>Ethnic Presence</b>	<b>Low</b>
<b>Sample Social Value</b>	<b>Effort Toward Health</b>

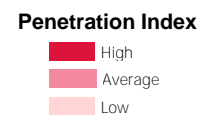
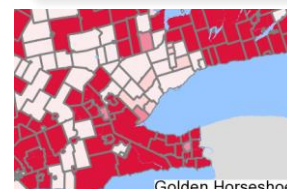
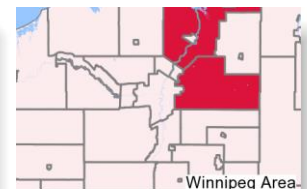
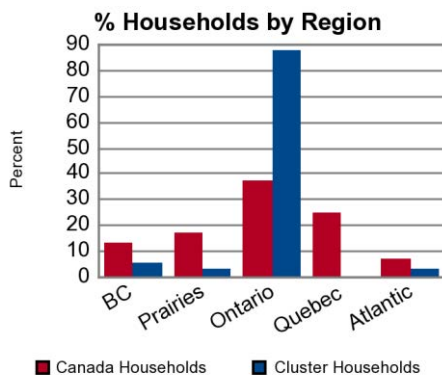


There's a proud, self-reliant streak in Rods & Wheels, a cluster of older, upper-middle-class households that are increasingly empty-nesting. Concentrated in the small towns of Ontario, most residents live in older homes with average values. They've parlayed their varied educations into a mix of occupations and comfortable, outdoorsy lifestyles. Many spend their free time canoeing, power boating, fishing, hunting, gardening, swimming and playing golf, and they enjoy going to exhibitions that feature RVs, boats, food, travel, crafts and gardens. Rods & Wheels residents may not be into the latest fashion or the newest technology, but they understand engines, filling their garages with snowmobiles, ATVs, vans and pickup trucks—often made by domestic manufacturers. As their cluster name implies, residents are big fans of both water and motor sports.

Thanks to their upper-middle-class incomes, the couples in Rods & Wheels have the financial wherewithal to live in upscale comfort. They shop at stores like Tabi International and have high rates for going to community theatres, baseball games and golf events. While relaxing at home they like to watch television, enjoying contest shows, sitcoms, crime dramas and all kinds of sports. And personal finance appears to be one of their favourite indoor hobbies. In fact, Rods & Wheels residents are a twice as likely as the general population to have \$100,000-\$200,000 in securities and savings.

### Where They Live

Smith-Ennismore-Lakefield (ON), South Frontenac (ON), Elizabeth-Kitle (ON), Thames Centre (ON), Georgian Bluffs (ON), Pelham (ON), South Stormont (ON), Ramara (ON), Cobourg (ON), Okanagan-Similkameen E (BC), Quinte West (ON), Brant (ON)



### How They Think

Rods & Wheels residents' values of *Saving on Principle* and *Aversion to Complexity* have served them well, allowing them to sustain simple, upper-middle-class lifestyles despite modest levels of education. These old-fashioned Canadians support a *Traditional Family* structure between a man and a woman, and they believe in the importance of religious faith (high for *Religiosity*). Rods & Wheels residents also have a proud patriotic streak, with a strong sense of *National Pride* and *Duty*, and they fear that too much immigration may threaten their country (high for *Xenophobia*). Many enjoy the outdoors, in part reflecting their *Effort Toward Health* to maintain a wholesome lifestyle, and they express an *Ecological Concern* about the environmental impact of pollution on the pristine landscapes they revere. These family-oriented Canadians are less concerned about setting themselves apart from the crowd, having little *Need for Status Recognition* and *Joy of Consumption*. Given their *Skepticism Towards Advertising*, marketers face an uphill battle in luring them into a shopping mall. Any campaign message must recognize their desire to keep emotions out of the purchase process (*Emotional Control*) and that their family comes first (*Primacy of the Family*).

## 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	4.42	80	<25	0.96	29
5-14	10.08	94	25-34	10.06	65
15-24	12.23	94	35-44	14.47	80
25-44	21.19	78	45-54	21.99	102
45-64	32.27	114	55-64	22.34	119
65-74	11.62	137	65-74	17.29	137
75-84	6.07	128	75+	12.89	128
85+	2.12	105	<b>Size</b>		
<b>Mother Tongue</b>			1 Person	18.58	68
English	88.53	155	2 People	41.75	123
French	2.81	13	3 People	15.79	100
Non-Official	7.90	40	4+ People	23.88	104
<b>Immigration</b>			<b>Family Status</b>		
Immigrant	12.44	58	Non-Family	22.27	67
Arrived <1961	37.41	293	Couples w/ kids	41.59	94
1961-1970	22.38	195	Couples, no kids	48.09	123
1971-1980	15.52	106	Lone parent	10.32	63
1981-1990	10.07	62	<b>Age of Children</b>		
1991-1995	5.01	38	<5	15.61	84
1996-2000	5.00	37	5-9	17.08	94
2001-2006	4.61	26	10-14	18.52	102
<b>Visible Minority</b>			15-19	20.56	109
Yes	3.59	18	20-24	14.39	111
<b>Adult Population</b>	<b>Cluster %</b>	<b>Index Canada</b>	25+	13.84	104
<b>Marital Status</b>			<b>Dwellings</b>	<b>Cluster %</b>	<b>Index Canada</b>
Single	21.10	75	<b>Tenure</b>		
Married or Common-Law	66.38	116	Owned	91.81	133
Wid/Div/Sep	12.52	87	Rented	8.17	27
<b>Mode of Transport</b>			Band Housing	0.02	4
Car	93.53	116	<b>Period of Construction</b>		
Public Transit	1.30	12	<1946	10.69	99
<b>Class of Worker</b>			1946-1960	13.00	103
Employed	84.72	98	1961-1970	14.11	118
Self-Employed	13.87	119	1971-1980	18.27	106
Unpaid	0.37	122	1981-1990	14.05	95
<b>Occupation</b>			1991-1995	6.44	101
Primary	3.06	69	1996-2000	5.87	99
Blue Collar	26.40	112	2001-2006	7.51	98
Service Sector	37.23	95	2007-2011	7.34	79
White Collar	30.50	98	>2011	2.72	81
<b>Education</b>			<b>Type</b>		
No cert/dipl/deg	19.06	86	Single	90.94	165
High school cert	26.86	109	Semi	1.86	38
Trade	10.02	98	Row	2.04	34
College	21.80	132	Duplex	1.40	27
Some university	3.45	71	Low-rise	2.59	15
University degree	18.80	87	High-rise	0.35	4
			Mobile	0.68	50
			<b>Dwelling Value</b>		
			<b>Index</b>		102

## How They Live

### Leisure

cross country skiing  
auto races  
swimming  
economy hotels

### Shopping

camping equipment  
video equipment  
Pennington's  
Sears

### Traditional Media

real estate listings  
*Canadian House and Home*  
sitcoms  
classic hits radio

### New Media

online classifieds/auctions  
Stumbleupon  
Wikis  
mobile email

### Food/Drink

frozen main courses  
frozen vegetables  
ice cream  
iced tea

### Financial

\$100,000-\$250,000 in securities and savings  
common or preferred stock  
will/estate planning  
donations to Heart & Stroke Foundation

### Automotive

minivans  
midsize cars  
Dodge  
Pontiac

### Attitudes

"I feel most comfortable in my jeans"  
"Overall, there is too much immigration. It threatens the purity of the country"  
"I am In favour of capital punishment"  
"My phone is a practical device, but I'm not interested in using it for entertainment"