

S4

43 - Simple Pleasures

Mature, lower-middle class suburban homeowners

Population	768,000 (2.17% of Canada)
Households	329,881 (2.34% of Canada)
Average Household Income	\$72,647
Housing Tenure	Homeowners
Education	Mixed
Occupation	Service Sector & White Collar
Ethnic Presence	Low
Sample Social Value	Obedience to Authority

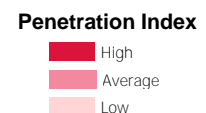
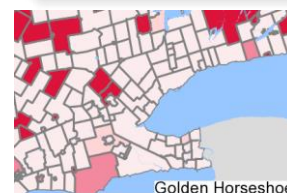
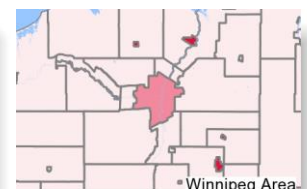
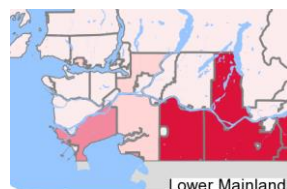
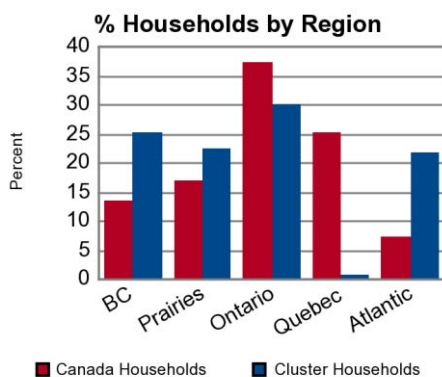


With nearly a third of household maintainers over 65 years old, Simple Pleasures is a quietly aging cluster, a collection of lower-middle-class singles, couples and families living in small towns across English Canada. Many residents are high school-educated empty-nesters, and those still working tend to be employed in service sector jobs. But these communities still have a number of Baby Boom residents—more than half of the households have kids—and Simple Pleasures is known for its family-centred lifestyle. Households enjoy outdoor leisure activities like fishing, gardening, birdwatching and golf. On weekends, they'll go to a casino, park, or show on any number of topics: skiing, RVs and health are favourites. Given its small-town setting and aging adults, Simple Pleasures fosters traditional values. Stressing the importance of religion and family values, residents believe society is governed by forces beyond an individual's control.

Simple Pleasures residents are media fans who like to buy by mail order, enjoy reading weekend newspapers and have begun embracing social media and the Internet. When they turn on their radios, they typically tune in to country music, classic rock or religious programming. Simple Pleasures households are also a prime TV audience, watching lots of game, home improvement and personal makeover shows, as well as networks like Country Music Television and the History Channel. These households can afford to travel, and they visit a number of countries at high rates, including cities in the American Southwest and Europe, in addition to Canada. But they also are happy as homebodies, and enjoy baking, making crafts and watching DVDs. In a rapidly changing world, they move at an unhurried pace in their older homes, sedans bought used and comfortable clothes bought in discount stores.

Where They Live

Temiskaming Shores (ON), Kent (BC), Stratford (PE), Truro (NS), Corner Brook (NL), Comox (BC), New Glasgow (NS), Miramichi (NB), Kenora (ON), Port Alberni (BC), Sidney (BC), Powell River (BC), Sooke (BC), Fort Saskatchewan (AB)



How They Think

Simple Pleasures residents are conservative, involved members of communities concentrated in small, homogeneous towns and cities. They have a deep-rooted Canadian patriotism (*National Pride*), reflected in symbols of tradition and authority (*Obedience to Authority*) rather than ideas of progressivism and multiculturalism (*Xenophobia*). The small communities in which they live provide a refuge from what they see as the problems afflicting big cities and society as a whole. Strong on *Primacy of the Family* and *Community Involvement*, these Canadians are alarmed by the erosion of the nuclear family-based social and moral world in which they were raised. With their fervent *Religiosity*, Simple Pleasures residents find meaning and order through traditional channels. Their *Technological Anxiety* also hints at their sense of being out of step with progressive society. As consumers, their average *Need for Status Recognition* and *Joy of Consumption* mean that they focus on getting the best value from their purchases while avoiding things they don't really need.

Who They Are

<u>Population</u>	<u>Cluster %</u>	<u>Index Canada</u>	<u>Households</u>	<u>Cluster %</u>	<u>Index Canada</u>
Age			Maintainer Age		
<5	4.89	89	<25	3.05	93
5-14	9.59	89	25-34	13.36	86
15-24	11.57	89	35-44	14.38	79
25-44	23.47	86	45-54	19.21	89
45-64	28.62	101	55-64	18.81	100
65-74	10.64	126	65-74	15.37	122
75-84	7.48	158	75+	15.80	157
85+	3.73	186	Size		
Mother Tongue			1 Person	30.66	112
English	86.27	151	2 People	38.10	112
French	5.66	27	3 People	14.36	91
Non-Official	7.15	36	4+ People	16.88	73
Immigration			Family Status		
Immigrant	8.87	41	Non-Family	35.54	107
Arrived <1961	36.22	283	Couples w/ kids	37.10	84
1961-1970	19.01	166	Couples, no kids	45.35	116
1971-1980	15.72	108	Lone parent	17.55	106
1981-1990	10.29	63	Age of Children		
1991-1995	5.79	43	<5	18.70	100
1996-2000	5.39	39	5-9	18.20	100
2001-2006	7.58	42	10-14	18.45	102
Visible Minority			15-19	19.31	103
Yes	3.91	20	20-24	11.72	90
Adult Population	Cluster %	Index Canada	25+	13.63	103
Marital Status			Dwellings	Cluster %	Index Canada
Single	23.59	84	Tenure		
Married or Common-Law	56.72	99	Owned	73.56	106
Wid/Div/Sep	19.69	137	Rented	26.40	87
Mode of Transport			Band Housing	0.04	9
Car	86.64	107	Period of Construction		
Public Transit	2.40	22	<1946	11.52	107
Class of Worker			1946-1960	17.22	137
Employed	88.66	103	1961-1970	15.35	128
Self-Employed	9.83	85	1971-1980	19.33	112
Unpaid	0.21	69	1981-1990	12.20	83
Occupation			1991-1995	6.08	95
Primary	4.26	96	1996-2000	4.40	75
Blue Collar	21.28	91	2001-2006	4.28	56
Service Sector	40.91	104	2007-2011	7.00	75
White Collar	29.75	95	>2011	2.63	78
Education			Type		
No cert/dipl/deg	24.25	109	Single	65.58	119
High school cert	26.64	108	Semi	5.49	113
Trade	11.80	115	Row	5.04	85
College	19.05	115	Duplex	4.58	87
Some university	4.12	84	Low-rise	15.83	90
University degree	14.14	65	High-rise	0.72	8
			Mobile	2.52	185
			Dwelling Value		
			Index		70

How They Live

Leisure

provincial parks
golf
gardening
travel to British Columbia

Shopping

power boats
daily newspaper inserts
Pennington's
Shoppers Drug Mart

Traditional Media

Globe and Mail
Canadian Home Workshop
"Law & Order: SVU"
radio community information

New Media

online news
use Wikis for research
purchase electronics online
stream music online

Food/Drink

bacon
powdered fruit drinks
canned pasta
coolers

Financial

personal loans
phone banking
group health/disability insurance
donations to Heart & Stroke Foundation

Automotive

crossover utility vehicles
3+ automobiles
\$15,000-\$20,000 on latest vehicle
Chevrolet

Attitudes

"I always have accurate account of my financial commitments"
"I like to do handicrafts"
"I am in favour of capital punishment"
"I love fresh air and outdoor activities"