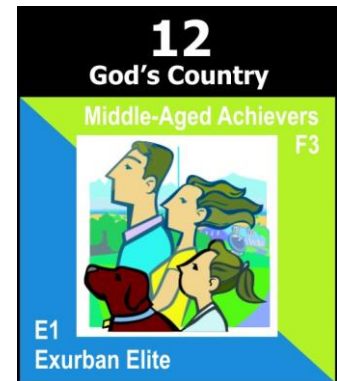


E1

12 - God's Country

Upscale, middle-aged exurban couples and families

Population	753,189 (2.13% of Canada)
Households	253,382 (1.79% of Canada)
Average Household Income	\$119,831
Housing Tenure	Homeowners
Education	Mixed
Occupation	Mixed
Ethnic Presence	Low
Sample Social Value	Primacy of the Family

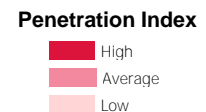
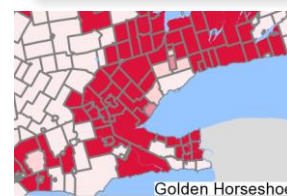
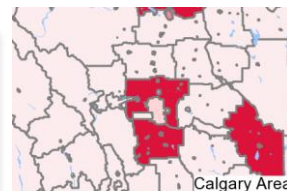
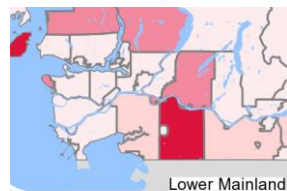
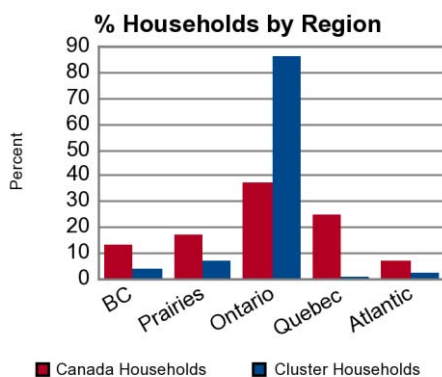


A collection of upscale exurban communities, God's Country features middle-aged families and couples living in single-family homes built after 1985. The cluster is concentrated in the small towns orbiting southern Ontario's cities, and most residents commute to city jobs while taking advantage of leisure activities beyond the downtown hustle. With more than half of all households filled with children, God's Country scores high for participating in baseball, basketball, hockey and soccer. The adults like to play golf, go canoeing, watch auto races and attend sportsmen, cottage and motorcycle exhibitions. To get to their leisure activities, they tend to drive SUVs and midsize sedans, preferring to buy any nameplate as long as it's made in Canada. Individualistic and somewhat anti-establishment, these Canadians describe themselves as family-oriented, religious and wary of traditional institutions and authority figures.

The residents of God's Country straddle two worlds: close enough to the city for their work but far enough away to raise their children amid the small-town comforts of large yards, decent schools and sprawling sports facilities. Many of these middle-aged adults have only completed high school or college, but they've managed to turn average educations into impressive dual incomes. And with all manner of entertainment electronics present at home, families here go online to bank, research products, read restaurant reviews and download podcasts. These households tend to subscribe to magazines covering gardening and home, travel and entertainment. Receptive to many forms of direct marketing, they prefer to get flyers inserted into newspapers over catalogues.

Where They Live

Milton (ON), Guelph/Eramosa (ON), Clarington (ON), Caledon (ON), Halton Hills (ON), Whitchurch-Stouffville (ON), Middlesex Centre (ON), Bradford West-Gwillimbury (ON), New Tecumseh (ON), Grimsby (ON), Bowen Island (BC)



How They Think

God's Country members offer an old-fashioned, exurban portrait. They place great importance on *Traditional Family* and the *Primacy of the Family* as being central to their lives. And many seek to preserve their time-honoured traditions through a *Spiritual Quest* and *Search for Roots*. These Canadians define their identity through *National Pride* and worry that too much immigration may threaten the nation's purity (high for *Xenophobia*). Thanks to their *Financial Security*, members of God's Country have the wherewithal to indulge their fondness for purchasing consumer products (*Joy of Consumption*). But they also seek to communicate their social standing (*Need for Status Recognition*) through the acquisition of material goods and the expression of their *Personal Creativity*. Surprisingly, religious institutions play only a modest role their lives (low for *Religiosity*). With their solid score on *Emotional Control*, these families place a heavier importance on using logic and reasoning over emotion and faith to guide their daily decisions.

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	6.09	110	<25	0.95	29
5-14	12.79	119	25-34	12.40	79
15-24	13.15	101	35-44	20.38	112
25-44	26.37	97	45-54	25.45	118
45-64	28.65	101	55-64	19.83	106
65-74	7.94	94	65-74	13.00	103
75-84	3.71	79	75+	7.98	79
85+	1.31	65	Size		
Mother Tongue			1 Person	13.01	48
English	78.07	137	2 People	33.86	100
French	2.64	12	3 People	18.08	115
Non-Official	17.53	88	4+ People	35.05	152
Immigration			Family Status		
Immigrant	20.33	94	Non-Family	16.87	51
Arrived <1961	21.65	169	Couples w/ kids	51.91	117
1961-1970	18.26	159	Couples, no kids	38.07	97
1971-1980	17.72	121	Lone parent	10.01	61
1981-1990	15.04	93	Age of Children		
1991-1995	9.99	75	<5	18.15	97
1996-2000	9.21	67	5-9	19.09	105
2001-2006	8.13	45	10-14	19.04	105
Visible Minority			15-19	19.08	101
Yes	14.43	72	20-24	13.01	100
Adult Population	Cluster %	Index Canada	25+	11.62	88
Marital Status			Dwellings	Cluster %	Index Canada
Single	23.18	82	Tenure		
Married or			Owned	92.07	133
Common-Law	66.93	117	Rented	7.89	26
Wid/Div/Sep	9.89	69	Band Housing	0.04	9
Mode of Transport			Period of Construction		
Car	92.92	115	<1946	6.80	63
Public Transit	3.51	33	1946-1960	6.69	53
Class of Worker			1961-1970	8.23	69
Employed	84.75	98	1971-1980	12.92	75
Self-Employed	13.85	119	1981-1990	12.82	87
Unpaid	0.36	122	1991-1995	5.41	84
Occupation			1996-2000	7.24	123
Primary	3.92	88	2001-2006	16.36	214
Blue Collar	27.70	118	2007-2011	16.76	180
Service Sector	35.79	91	>2011	6.77	201
White Collar	30.27	97	Type		
Education			Single	85.01	154
No cert/dipl/deg	18.08	82	Semi	4.29	88
High school cert	26.78	109	Row	5.98	100
Trade	9.11	89	Duplex	1.76	34
College	20.27	123	Low-rise	1.50	9
Some university	4.24	87	High-rise	0.68	7
University degree	21.52	100	Mobile	0.67	50
			Dwelling Value		
			Index		134

How They Live

Leisure

golf
boat shows
auto races
cruises

Shopping

digital cameras
children's books
fireplace
Loblaws

Traditional Media

The Globe and Mail
Reader's Digest
A&E

oldies radio

New Media

download online coupons
Twitter
podcasts
comment on photos

Food/Drink

cold cuts
frozen vegetables
frozen main courses
Canadian wine

Financial

\$100,000-\$250,000 in securities and savings
Canada savings bonds
electronic banking services
donations to Cancer Society

Automotive

compact CUVs
midsize cars
\$20,000-\$30,000 on latest vehicle
Pontiac

Attitudes

"In order to get what I like, I would be prepared to take great risks in life"
"I am likely to download a mobile shopping 'app' if the shopping experience is easier"
"If you want quality, you generally have to buy branded products"
"I like to do handicrafts"