

R1

32 - New Homesteaders

Rural, midscale couples and families

Population	465,710 (1.32% of Canada)
Households	192,265 (1.36% of Canada)
Average Household Income	\$76,980
Housing Tenure	Homeowners
Education	Mixed
Occupation	Mixed
Ethnic Presence	Low
Sample Social Value	Duty

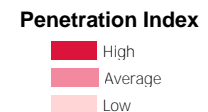
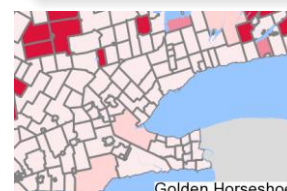
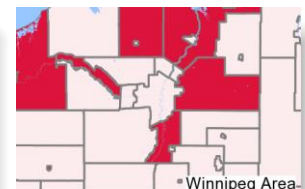
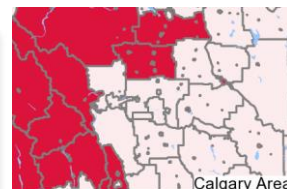
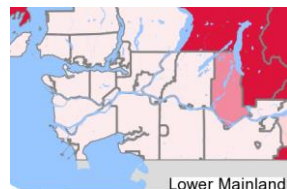
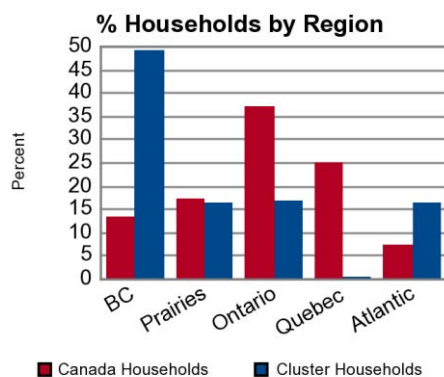


New Homesteaders is a rural refuge for middle-aged couples and families seeking the comforts of small-town living. Predominantly white and middle-class, these households have settled in rustic towns and townships filled with single-family houses and mobile homes. With decent-paying jobs in a variety of industries, the group's dual-income couples maintain casual, outdoorsy lifestyles—their driveways filled with campers and power boats, their garages cluttered with snowmobiles and ATVs. They're the kind of consumers who own a lot of pets and sporting equipment. And they don't let distances stop them from enjoying kid-friendly activities: they have high rates for going to national and state parks, video arcades, carnivals and theme parks. They admit that they're somewhat conservative in their thinking, observing that they're risk-averse in financial matters and protective of their children.

The residents of New Homesteaders are loyal to traditional media. They listen to country music and golden oldies on the radio, read *Canadian Geographic* and *Ladies' Home Journal* magazines and like to watch daytime talk shows and nature programs on TV. These fiscally conservative households still enjoy buying products by coupons and newspaper inserts, though they're increasingly turning to websites to buy clothing, electronics and movies. But media patterns in this group are somewhat depressed because so many families spend much of their leisure time outside, going fishing, hunting, gardening, boating, snowmobiling and curling. Wary of large crowds, they would rather go off into the woods or onto a lake than almost anywhere else.

Where They Live

Comox-Strathcona A (BC), Comox-Strathcona B (BC), East Kootenay C (BC), Cariboo (BC), North Okanagan B (BC), Nanaimo C(BC), Powell River B (BC), Maugerville (NB)



How They Think

New Homesteaders would likely identify themselves as holding many traditional values and a moral obligation to helping those around them. They display their strong sense of *Duty* in their communities, as they tend to believe that Canadians' quality of life can improve when they work together or help the less fortunate (*Social Responsibility* and *National Pride*). However, they tend to desire limited government involvement in resolving social issues (low on *Active Government*). Many of them have a strong interest in preserving their time-honoured cultural traditions and maintaining a sense of spirituality (*Search for Roots* and *Spiritual Quest*). This cluster is less inclined to express their *Personal Creativity* by using their artistic talents in their daily lives. With above-average scores on *Traditional Family* and lower scores on *Sexism*, this mature group of couples and families often holds a classical definition of family composition and considers men and women as equals.

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	4.95	90	<25	2.05	62
5-14	10.27	95	25-34	11.34	73
15-24	10.96	84	35-44	15.37	85
25-44	22.50	83	45-54	21.71	101
45-64	33.59	119	55-64	23.31	124
65-74	11.25	133	65-74	16.41	130
75-84	4.96	105	75+	9.82	98
85+	1.53	76	Size		
Mother Tongue			1 Person	23.62	87
English	90.15	158	2 People	42.40	125
French	2.82	13	3 People	14.72	94
Non-Official	6.35	32	4+ People	19.26	84
Immigration			Family Status		
Immigrant	9.63	45	Non-Family	28.08	85
Arrived <1961	32.34	253	Couples w/ kids	38.09	86
1961-1970	21.25	185	Couples, no kids	49.53	126
1971-1980	17.02	117	Lone parent	12.39	75
1981-1990	10.70	66	Age of Children		
1991-1995	5.83	44	<5	18.49	99
1996-2000	4.97	36	5-9	18.84	103
2001-2006	7.89	44	10-14	19.51	108
Visible Minority			15-19	19.74	105
Yes	2.72	14	20-24	11.04	85
Adult Population	Cluster %	Index Canada	25+	12.38	93
Marital Status			Dwellings	Cluster %	Index Canada
Single	20.97	74	Tenure		
Married or Common-Law	65.09	113	Owned	85.70	124
Wid/Div/Sep	13.95	97	Rented	14.16	47
Mode of Transport			Band Housing	0.14	30
Car	91.73	113	Period of Construction		
Public Transit	0.94	9	<1946	7.89	73
Class of Worker			1946-1960	7.27	58
Employed	81.65	94	1961-1970	9.28	77
Self-Employed	16.90	145	1971-1980	23.22	135
Unpaid	0.49	163	1981-1990	16.26	110
Occupation			1991-1995	9.19	144
Primary	9.44	212	1996-2000	7.66	130
Blue Collar	24.86	106	2001-2006	8.25	108
Service Sector	37.29	95	2007-2011	8.70	93
White Collar	25.66	82	>2011	2.28	68
Education			Type		
No cert/dipl/deg	24.16	109	Single	80.11	145
High school cert	27.08	110	Semi	1.88	39
Trade	13.46	131	Row	1.62	27
College	17.17	104	Duplex	1.56	30
Some university	4.04	83	Low-rise	2.40	14
University degree	14.09	65	High-rise	0.12	1
			Mobile	12.09	888
			Dwelling Value		
			Index		93

How They Live

Leisure

music festivals
pet shows
fishing/hunting
camping

Shopping

video cameras
ATVs
Wal-Mart
Sears catalogue

Traditional Media

The Globe and Mail
Canadian Geographic
Nature TV shows
hot adult contemporary

New Media

use consumer reports
Youtube
participate in online forums
have 2 or more mobile phones

Food/Drink

bacon
rolled oats
baking chips
vodka

Financial

bonds
auto loans
investment real estate
\$100-\$500 made to donations in the past year

Automotive

SUVs
midsize cars
own 3+ vehicles
Jeep/Eagle

Attitudes

"Use of Marijuana should be legalized in Canada"
"Price is more important to me than the brand name"
"I am likely to share shopping deals and product information through social media channels"
"I am in favour of capital punishment"