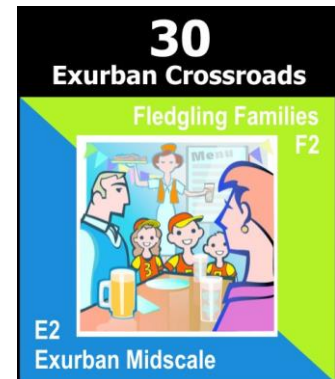


## E2

## 30 - Exurban Crossroads

## Younger, middle-class exurban families

<b>Population</b>	<b>507,002 (1.44% of Canada)</b>
<b>Households</b>	<b>187,229 (1.33% of Canada)</b>
<b>Average Household Income</b>	<b>\$84,526</b>
<b>Housing Tenure</b>	<b>Homeowners</b>
<b>Education</b>	<b>Mixed</b>
<b>Occupation</b>	<b>Service Sector &amp; Blue Collar</b>
<b>Ethnic Presence</b>	<b>Low</b>
<b>Sample Social Value</b>	<b>National Pride</b>

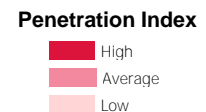
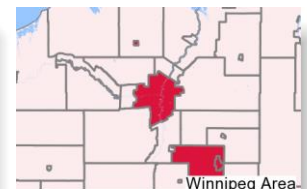
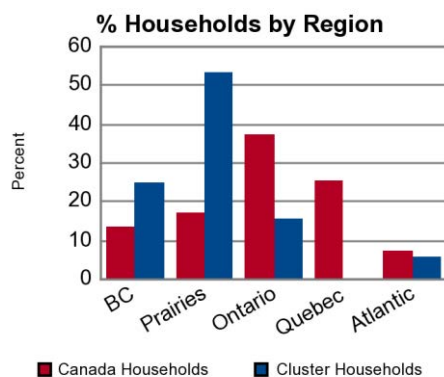


The Exurban Crossroads cluster is distinctive in its ordinariness: younger, middle-class households with lots of children, living in small cities and satellite towns. The educational levels here range from high school to community college. And most residents have parlayed well-paying blue-collar and service sector jobs into average incomes and outdoorsy lifestyles. Exurban Crossroads households enjoy camping, boating, skiing and visiting national and provincial parks. The adults here have active social lives, with high rates for going to bars, nightclubs, rock concerts and dinner theatres. At home, these families like to make crafts, play video games and listen to music. Their conservative social values are typical of smaller cities and towns: they're pro-Canadian, skeptical towards big business and unconcerned about status recognition.

Many of the residents of Exurban Crossroads work at jobs in sales and trades, but their relatively inexpensive housing—a mix of older detached and semi-detached houses—allows them more disposable income to buy leisure vehicles like power boats, RVs and campers. Many are still price-sensitive consumers who tend to do most of their travel in Canada and buy their clothes at bargain retailers like Wal-Mart and Mark's Work Wearhouse. Exurban Crossroads folks have relatively traditional media tastes, watching basketball and football on television, listening to country music and religious programming on the radio and reading magazines like *Reader's Digest*, *Canadian Gardening* and *Chatelaine*. When they go online, they typically head to a utilitarian website to find a new job or used truck.

## Where They Live

Warman (SK), Brooks (AB), Morinville (AB), Campbell River (BC), Langford (BC), Medicine Hat (AB), Leamington (ON), Cold Lake (AB), Mission (BC), Airdrie (AB)



## How They Think

The members of Exurban Crossroads display a strong sense of duty towards their family and patriotism towards their country (*National Pride*). For this group, family is the center of daily life and parents make personal sacrifices to provide for their children. Members of this group hold onto their traditional and family-centric values as a way of managing their anxieties in an ever-changing world. Expressing a *Fear of Violence*, they are uncomfortable with social change and prefer to stay within their own tightly knit peer groups. Indeed, they score low for *Attraction to Crowds* and have little interest in connecting with new people. They even prefer to stay away from community gatherings and generally avoid involvement with local organizations, including local government. The conservative values that this cluster displays also apply to its spending habits. Exurban Crossroads members are motivated to save money out of a moral impulse and will deny themselves luxuries today in order to achieve a more financially secure future.

## 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	6.36	115	<25	3.23	98
5-14	12.01	112	25-34	17.82	114
15-24	13.88	107	35-44	19.91	110
25-44	29.30	108	45-54	22.48	104
45-64	27.11	96	55-64	18.44	98
65-74	6.91	82	65-74	10.96	87
75-84	3.32	70	75+	7.15	71
85+	1.12	56	<b>Size</b>		
<b>Mother Tongue</b>			1 Person	19.83	73
English	76.66	135	2 People	33.94	100
French	2.66	13	3 People	18.70	119
Non-Official	18.82	94	4+ People	27.53	120
<b>Immigration</b>			<b>Family Status</b>		
Immigrant	17.14	79	Non-Family	26.41	80
Arrived <1961	11.77	92	Couples w/ kids	45.82	104
1961-1970	10.71	93	Couples, no kids	36.12	92
1971-1980	16.77	115	Lone parent	18.06	110
1981-1990	18.47	114	<b>Age of Children</b>		
1991-1995	13.17	99	<5	19.60	105
1996-2000	12.37	91	5-9	18.57	102
2001-2006	16.74	93	10-14	18.48	102
<b>Visible Minority</b>			15-19	18.86	100
Yes	17.91	90	20-24	12.36	95
<b>Adult Population</b>	<b>Cluster %</b>	<b>Index Canada</b>	25+	12.13	91
<b>Marital Status</b>			<b>Dwellings</b>	<b>Cluster %</b>	<b>Index Canada</b>
Single	27.75	99	<b>Tenure</b>		
Married or			Owned	80.65	116
Common-Law	58.82	102	Rented	19.31	64
Wid/Div/Sep	13.43	93	Band Housing	0.04	9
<b>Mode of Transport</b>			<b>Period of Construction</b>		
Car	86.84	107	<1946	3.06	28
Public Transit	6.98	65	1946-1960	7.57	60
<b>Class of Worker</b>			1961-1970	10.88	91
Employed	89.96	104	1971-1980	31.65	184
Self-Employed	8.72	75	1981-1990	18.24	123
Unpaid	0.21	69	1991-1995	6.44	101
<b>Occupation</b>			1996-2000	5.51	93
Primary	4.96	112	2001-2006	5.31	70
Blue Collar	26.01	111	2007-2011	8.30	89
Service Sector	40.79	104	>2011	3.04	90
White Collar	25.14	81	<b>Type</b>		
<b>Education</b>			Single	67.87	123
No cert/dipl/deg	24.39	110	Semi	7.91	162
High school cert	29.02	118	Row	6.48	109
Trade	11.71	114	Duplex	6.07	116
College	17.82	108	Low-rise	7.80	44
Some university	4.00	82	High-rise	0.45	5
University degree	13.06	60	Mobile	3.34	245
			<b>Dwelling Value</b>		
			<b>Index</b>		85

## How They Live

### Leisure

zoos/aquariums/farms  
exhibitions/fairs  
bingo halls  
boating

### Shopping

monitored security system  
home electronic stores  
Wal-Mart  
Mark's Work Wearhouse

### Traditional Media

*National Post*  
*Reader's Digest*  
"TSN SportsCentre"  
country radio

### New Media

purchase appliances or furniture online  
create and post videos on YouTube  
post articles to blogs  
believe advertorials to be effective

### Food/Drink

wieners  
frozen vegetables  
processed cheese  
rum

### Financial

senior banking services  
personal overdraft protection  
ATM cards  
donations to religious groups

### Automotive

SUVs  
full-size cars  
own 3 vehicles  
Dodge

### Attitudes

"I try to keep abreast of changes in style and fashion"  
"To me, shopping is a chore rather than a pleasure"  
"I love to spend time looking at household decorating ideas"  
"I try to avoid eating foods that contain trans fats"