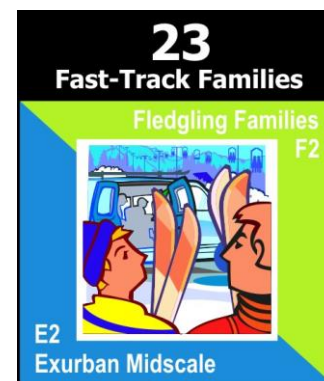


E2

23 - Fast-Track Families

Upper-middle-class exurban families

Population	938,991 (2.66% of Canada)
Households	340,309 (2.41% of Canada)
Average Household Income	\$97,036
Housing Tenure	Homeowners
Education	High School/College/Trade
Occupation	Mixed
Ethnic Presence	Low
Sample Social Value	Confidence in Advertising

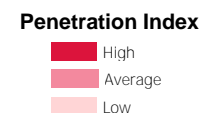
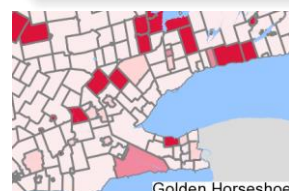
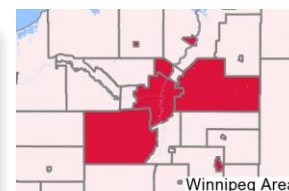
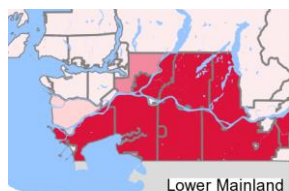
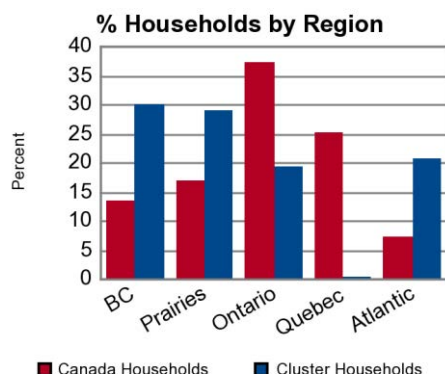


Widely dispersed across Canada, Fast-Track Families features a mix of families and couples living in upper-middle-class exurban communities. Most of the adults are middle-aged, married homeowners who work in a variety of business and service occupations. Typically located in areas with many outdoor amenities, these households enjoy an array of activities, from fishing, hiking and camping to golf, hockey and baseball. But they are also close enough to big cities to enjoy entertainment like community theatres, pop concerts and pro sporting events. In their homes, most built since 1980, the presence of children can be seen in the popularity of radio-controlled toys, action figures, pets, computers and video game systems. But having fun is not just for the kids, as the adults consciously strive to leave their work behind by gambling at casinos and enjoying adventure sports like scuba diving and paintball.

Their exurban settings colour the consuming patterns of most members of Fast-Track Families. In these small towns and suburbs, pickup trucks and SUVs are must-haves for hauling athletic gear and adult toys like power boats, snowmobiles and campers. These consumers exhibit high rates for classic family-casual activities like going to zoos and aquariums, and eating at sub shops and pizza restaurants. Expressing traditional media tastes, they like to watch TV sitcoms and game shows, listen to rock and country radio stations and read sports and car magazines. When they go online, it's typically to download coupons, bid at an auction site or listen to an audio podcast.

Where They Live

Torbay (NL), Paradise (NL), Spruce Grove (AB), Conception Bay (NL), Petawawa (ON), Morinville (AB), Central Okanagan (BC), Langford (BC), Terrace (BC), Mount Pearl (NL), Mission (BC)



How They Think

Fast-Track Families are proud Canadians who hold idealistic notions of Canada's place globally as well as domestically. These residents assert that Canada should play a stronger role on the international stage, but, closer to home, they prefer much less intervention by the government. They see Canada as a melting-pot of cultures, stressing assimilation rather than a pluralistic view that values the different cultural backgrounds as part of a national mosaic. When it comes to their consumer habits, Fast-Track Families are the ideal customer, holding strong *Confidence in Advertising* while at the same time finding a great sense of joy and gratification in the sheer act of spending their money on consumer goods, as long as they're not buying from a big retailer (low score on *Confidence in Big Business*). And while Fast-Track Families enjoy spending, they do have a penchant to save on moral grounds.

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	6.23	113	<25	2.27	69
5-14	12.53	116	25-34	16.50	106
15-24	13.84	106	35-44	21.06	116
25-44	28.18	103	45-54	23.89	111
45-64	28.33	100	55-64	18.96	101
65-74	6.89	81	65-74	10.98	87
75-84	3.02	64	75+	6.35	63
85+	0.99	49	Size		
Mother Tongue			1 Person	16.23	59
English	85.39	150	2 People	34.77	102
French	3.69	17	3 People	19.37	123
Non-Official	9.74	49	4+ People	29.63	129
Immigration			Family Status		
Immigrant	10.59	49	Non-Family	21.40	65
Arrived <1961	17.73	139	Couples w/ kids	48.81	110
1961-1970	15.05	131	Couples, no kids	37.10	95
1971-1980	19.38	133	Lone parent	14.08	85
1981-1990	16.53	102	Age of Children		
1991-1995	10.73	81	<5	18.82	101
1996-2000	8.87	65	5-9	18.79	103
2001-2006	11.71	65	10-14	19.07	105
Visible Minority			15-19	19.63	104
Yes	8.52	43	20-24	12.56	97
Adult Population	Cluster %	Index Canada	25+	11.13	84
Marital Status			Dwellings	Cluster %	Index Canada
Single	24.72	88	Tenure		
Married or			Owned	87.44	126
Common-Law	64.01	111	Rented	12.55	41
Wid/Div/Sep	11.28	78	Band Housing	0.01	1
Mode of Transport			Period of Construction		
Car	91.42	113	<1946	1.86	17
Public Transit	3.72	34	1946-1960	4.14	33
Class of Worker			1961-1970	8.02	67
Employed	89.40	103	1971-1980	23.67	137
Self-Employed	9.39	81	1981-1990	18.70	127
Unpaid	0.18	60	1991-1995	8.90	139
Occupation			1996-2000	8.78	149
Primary	4.02	91	2001-2006	8.88	116
Blue Collar	22.58	96	2007-2011	13.10	140
Service Sector	41.74	106	>2011	3.94	117
White Collar	29.14	93	Type		
Education			Single	77.64	141
No cert/dipl/deg	19.10	86	Semi	6.06	124
High school cert	27.78	113	Row	5.35	90
Trade	11.75	115	Duplex	5.74	110
College	20.47	124	Low-rise	3.41	19
Some university	4.42	91	High-rise	0.17	2
University degree	16.49	76	Mobile	1.54	113
			Dwelling Value		
			Index		92

How They Live

Leisure

pop/rock concerts
national/provincial parks
hockey
travel by RVs/campers in Canada

Shopping

personal computers
pizza restaurants
Walmart
Roots

Traditional Media

Outdoor Canada
"The Amazing Race"
mainstream rock radio
online radio

New Media

search jobs online
unliked a brand when stopped purchasing it
read status updates daily
download ringtones once a month

Food/Drink

Mexican dinner kits
powdered fruit drinks
frozen pizza
rum

Financial

Canada savings bonds
RRSPs
ATM cards
donations to Cancer Society

Automotive

pickup trucks
full-size cars
own 2+ vehicles
Jeep/Eagle

Attitudes

"I find exposure to different peoples/cultures rewarding"
"I seldom experiment with different alcoholic beverages brands"
"Teenagers should have the same freedom as adults"
"I look for bargains in second-hand clothing stores"