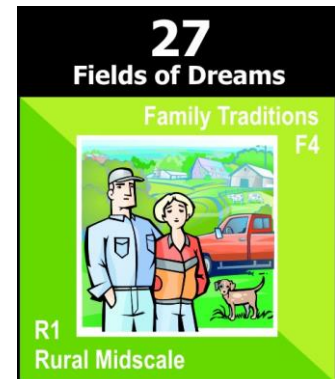


R1

27 - Fields of Dreams

Midscale farmers and blue collar workers

Population	452,591 (1.28% of Canada)
Households	161,448 (1.14% of Canada)
Average Household Income	\$89,371
Housing Tenure	Homeowners
Education	Grade 9/High School/College
Occupation	Mixed
Ethnic Presence	Low
Sample Social Value	Aversion to Complexity

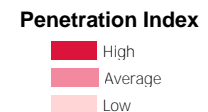
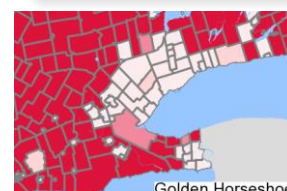
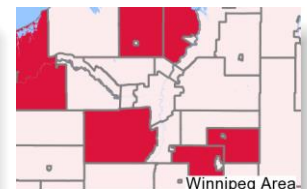
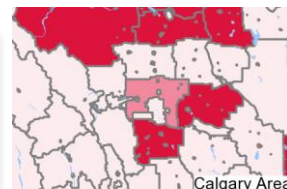
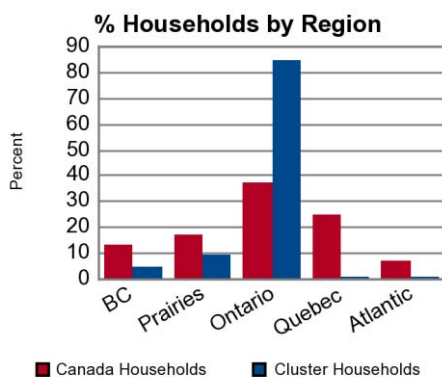


Concentrated in rural Southwestern Ontario, Fields of Dreams represents the nation's most affluent farm type, a collection of family-owned dairy and soybean farms, orchards and vineyards. The mostly middle-aged couples and families here work at a mix of jobs, and spend their leisure time gardening, camping, fishing, attending auto races and frequenting all kinds of shows and exhibitions. With their moderately priced older houses and mostly upper-middle-class incomes, Fields of Dreams residents have the discretionary cash to buy power boats, campers, minivans and pickup trucks. Yet they're also price-sensitive shoppers who have high rates for going to discount stores and shopping online. It's difficult to find a retail rewards program that they don't join, but these privacy-conscious consumers are still careful not to reveal too much personal information to companies.

With one in seven adults involved in farming, Fields of Dreams has nearly four times as many agricultural workers as the Canadian average—and that fact encourages a down-home sensibility. Residents score high for listening to country music, watching home improvement shows, reading *Canadian Gardening* and *Better Homes & Gardens*, and going to carnivals and farmers' markets. But this is also a cluster with a disproportionate number of teenaged children, and Fields of Dreams is a strong family market for everything from baseball and skateboarding to bicycles and ATVs. In a cluster where even young children help on the farm, residents feel connected to the land for both work and play.

Where They Live

Southwold (ON), Wainfleet (ON), Norfolk County (ON), Thames Centre (ON), St. Clair (ON), Lincoln (ON), Niagara-on-the Lake (ON), Middlesex Centre (ON), Brant (ON), Chatham-Kent (ON)



How They Think

Field of Dreams is a very traditional cluster whose members believe that the family structure holds supreme importance (*Traditional Family*) and that quality of life can be improved when people work together. This group has a strong *Aversion to Complexity* and is greatly interested in leading a simple life in rural communities. This middle-class group tends to avoid technology as scientific advancements cause them some anxiety, but members feel secure about their financial position and they're optimistic that their personal finances will improve in the future. Reluctant to leave to chance important decisions—like personal finance—they rely on logic and reasoning when making decisions, though they do exhibit a spiritual side (high for *Spiritual Quest*). When it comes to money, Field of Dreams members subscribe to *Saving on Principle*. Despite their moral impulse to accumulate a financial cushion, this group still loves to shop simply for the pleasure of consumption, especially at stores that carry recognizable labels, which underscores their *Confidence in Big Business*.

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	5.49	100	<25	1.46	44
5-14	12.21	113	25-34	11.57	74
15-24	13.77	106	35-44	16.14	89
25-44	22.22	82	45-54	23.98	111
45-64	31.31	111	55-64	22.36	119
65-74	9.31	110	65-74	14.87	118
75-84	4.33	91	75+	9.61	96
85+	1.36	68	Size		
Mother Tongue			1 Person	16.71	61
English	85.95	151	2 People	39.16	115
French	1.98	9	3 People	15.05	96
Non-Official	11.40	57	4+ People	29.09	126
Immigration			Family Status		
Immigrant	10.66	49	Non-Family	20.42	62
Arrived <1961	33.65	263	Couples w/ kids	47.45	107
1961-1970	16.73	146	Couples, no kids	43.37	111
1971-1980	14.66	100	Lone parent	9.17	56
1981-1990	13.27	82	Age of Children		
1991-1995	6.48	49	<5	16.78	90
1996-2000	7.12	52	5-9	17.94	98
2001-2006	8.09	45	10-14	19.36	107
Visible Minority			15-19	20.59	109
Yes	2.36	12	20-24	13.42	104
Adult Population	Cluster %	Index Canada	25+	11.91	90
Marital Status			Dwellings	Cluster %	Index Canada
Single	23.25	83	Tenure		
Married or Common-Law	66.50	116	Owned	87.82	127
Wid/Div/Sep	10.25	71	Rented	12.18	40
Mode of Transport			Band Housing	0.00	1
Car	94.22	117	Period of Construction		
Public Transit	0.41	4	<1946	30.06	279
Class of Worker			1946-1960	9.89	79
Employed	77.49	90	1961-1970	9.38	78
Self-Employed	20.71	178	1971-1980	15.33	89
Unpaid	1.14	383	1981-1990	11.98	81
Occupation			1991-1995	5.96	93
Primary	17.33	390	1996-2000	5.21	88
Blue Collar	30.56	130	2001-2006	5.33	70
Service Sector	29.10	74	2007-2011	5.12	55
White Collar	20.56	66	>2011	1.74	52
Education			Type		
No cert/dipl/deg	27.21	123	Single	94.99	172
High school cert	28.36	115	Semi	0.77	16
Trade	11.26	110	Row	0.37	6
College	19.34	117	Duplex	0.62	12
Some university	2.80	57	Low-rise	1.01	6
University degree	11.04	51	High-rise	0.00	0
			Mobile	2.09	153
			Dwelling Value		
			Index		99

How They Live

Leisure

camping
billiards/pool
baseball
travel to cottages

Shopping

digital camera
ATVs
drive-thru restaurants
Sears catalogue

Traditional Media

Ontario OUT OF DOORS
"Hockey Night in Canada"
mainstream rock radio
online contests

New Media

comment on news articles
read news feed on Facebook daily
Delicious
prefer to watch movies on a mobile phone

Food/Drink

microwave popcorn
fruit punch
ready-to-serve dips
value priced domestic beer

Financial

Canada savings bonds
mutual funds
financial planners
donations to religious charities

Automotive

pickup trucks
mid-size cars
own 3+ vehicles
GMC

Attitudes

"Premium priced brands are not worth the extra money"
"I compare grocery prices at different stores"
"I feel most comfortable in my jeans"
"Compared to other people I know, I feel that I have a lot of energy"