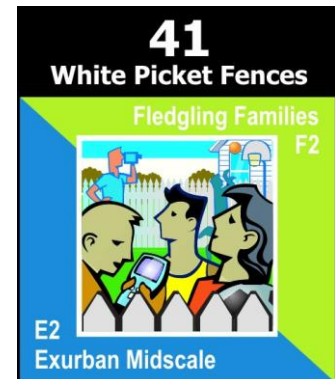


E2

41 - White Picket Fences

Young, middle-income exurban families

Population	533,951 (1.51% of Canada)
Households	213,426 (1.51% of Canada)
Average Household Income	\$76,524
Housing Tenure	Homeowners & Renters
Education	Mixed
Occupation	Service Sector & Blue Collar
Ethnic Presence	Low
Sample Social Value	Confidence in Advertising

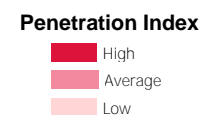
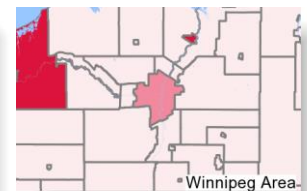
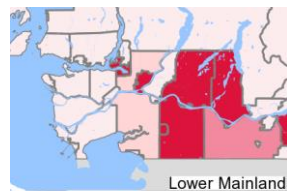
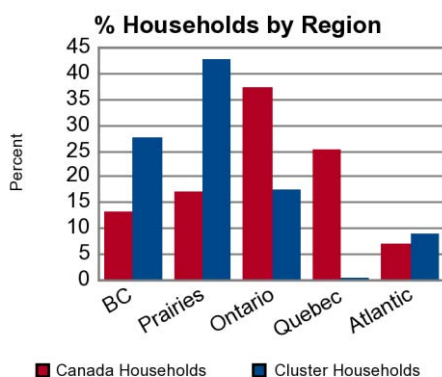


White Picket Fences is a collection of one-time farm hamlets rapidly evolving into bedroom suburbs filled with young, working-class families. Half the adults are under 44, about a quarter of households are headed by single parents and a majority of children are toddlers and pre-teens. With their high school educations and wide range of jobs, these residents tend to have busy, youthful lifestyles. The adults like to spend time outdoors playing golf, fishing, mountain biking, snowboarding and watching football games. Their children enjoy playing baseball and basketball, visiting video arcades and going to zoos and aquariums. These young families are a strong market for an array of leisure products, and they have high rates for buying PCs, video game systems, ATVs, motorcycles, campers and RESPs. But to maintain their active lifestyle, they use credit liberally, taking out auto loans, using a range of credit cards and carrying a personal line of credit.

Geographically centred in growing Prairie and western communities, White Picket Fences offers residents a steadily expanding range of commercial options. Whereas they once bought products by mail order, they're now frequent shoppers at Big Box department stores, bulk food stores and electronics retailers—always mindful of a company's ethics and contributions to the good of society. In their older neighbourhoods, these families enjoy varied media, watching game shows, reality programs and the Discovery Channel on TV, and listening to classic rock and country radio stations. Increasingly, however, they spend their free time in front of computers, going online for everything from downloading music and exploring vacation destinations to buying books and paying bills. When they want to get away, they'll hook up the camper for a driving tour of Canada or the Midwestern U.S.

Where They Live

Thompson (MB), Fort St. John (BC), Dawson Creek (BC), Prince Rupert (BC), Williams Lake (BC), Whitehorse (YK), Langford (BC), Petawawa (ON), Grande Prairie (AB), Yellowknife (NT), Prince Albert (SK), Mission (BC), North Bay (ON), Corner Brook (NL)



How They Think

White Picket Fences are interested in the big questions: spirituality and the meaning of life. They satisfy their *Interest in the Unexplained* primarily through their *Religiosity*, but they are also open to answers from a *Spiritual Quest* and a *Search for Roots*. A *Penchant for Risk* makes their existential window-shopping possible. Progressive on gender issues, this cluster rejects *Sexism* and *Patriarchy*, though they still support a *Traditional Family* structure between one man and one woman. They prioritize their family over their community, with low *Community Involvement* and above average belief in *Primacy of the Family*. They express skepticism of what's going on outside their own homes, which comes from strong feelings of *Rejection of Authority*, rooted in a *Fear of Violence*. While they are not big on information sharing with their neighbours, they are otherwise a marketer's dream, with strong *Joy of Consumption* and *Confidence in Advertising*.

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	7.05	128	<25	6.30	191
5-14	12.07	112	25-34	22.02	141
15-24	14.45	111	35-44	20.02	110
25-44	31.35	115	45-54	19.87	92
45-64	24.38	86	55-64	15.97	85
65-74	6.14	73	65-74	9.22	73
75-84	3.24	68	75+	6.60	66
85+	1.33	66	Size		
Mother Tongue			1 Person	26.09	96
English	83.90	147	2 People	34.50	102
French	3.20	15	3 People	17.69	113
Non-Official	11.55	58	4+ People	21.72	94
Immigration			Family Status		
Immigrant	10.41	48	Non-Family	33.69	102
Arrived <1961	16.90	132	Couples w/ kids	41.82	94
1961-1970	13.37	116	Couples, no kids	34.48	88
1971-1980	16.77	115	Lone parent	23.70	144
1981-1990	15.87	98	Age of Children		
1991-1995	11.02	83	<5	22.42	120
1996-2000	10.47	77	5-9	19.86	109
2001-2006	15.60	87	10-14	18.51	102
Visible Minority			15-19	17.79	95
Yes	9.30	47	20-24	9.99	77
Adult Population	Cluster %	Index Canada	25+	11.44	86
Marital Status			Dwellings	Cluster %	Index Canada
Single	30.64	109	Tenure		
Married or Common-Law	53.81	94	Owned	61.21	88
Wid/Div/Sep	15.55	108	Rented	38.69	128
Mode of Transport			Band Housing	0.10	22
Car	84.53	105	Period of Construction		
Public Transit	4.49	42	<1946	2.94	27
Class of Worker			1946-1960	7.66	61
Employed	90.63	105	1961-1970	13.21	110
Self-Employed	7.97	69	1971-1980	27.21	158
Unpaid	0.17	56	1981-1990	15.90	108
Occupation			1991-1995	6.39	100
Primary	6.07	136	1996-2000	5.97	101
Blue Collar	22.49	96	2001-2006	7.42	97
Service Sector	42.87	109	2007-2011	9.86	106
White Collar	25.68	82	>2011	3.44	102
Education			Type		
No cert/dipl/deg	24.82	112	Single	45.88	83
High school cert	28.74	117	Semi	10.43	214
Trade	11.66	114	Row	13.62	228
College	18.25	111	Duplex	4.74	91
Some university	3.47	71	Low-rise	20.13	114
University degree	13.08	61	High-rise	1.36	14
			Mobile	3.72	273
			Dwelling Value		
			Index		75

How They Live

Leisure

bingo halls
fishing
golf
camping trips

Shopping

stereo equipment
PCs
bulk food stores
Zellers

Traditional Media

classifieds section
Reader's Digest
"American Idol"
classic hits radio

New Media

access professional sports content
Facebook
Youtube
play games with others online

Food/Drink

pasta sauce
flavoured noodles
crackers
rum

Financial

RESPs
auto loans
credit unions
donations to religious groups

Automotive

pickup trucks
under \$10,000
Dodge
Ford

Attitudes

"I do not feel complete without wearing a perfume"
"I try to do as much car maintenance work myself, as possible"
"I use social media to keep up-to-date on news and events in my industry"
"I am excited by the development of new technologies"