

## MIDDLE-AGED, MIDDLE-INCOME EXURBANITES

### WHO THEY ARE

Widely dispersed across Canada, Fresh Air Families is one of the largest segments—and growing. Found in rapidly expanding exurban communities, these neighbourhoods feature a mix of middle-aged couples and families with children of all ages. While most adults have high school, trade school or college educations, these two-income households enjoy solid, middle-income lifestyles thanks to positions in health care, public administration and the trades. They own single-detached homes, typically built in the 1990s, and nearly nine out of ten commute by car to jobs in nearby suburbs. With its mixed family types, the segment scores high for a range of marketplace preferences, frequenting big-box retailers, large department stores and discount grocers. Members of Fresh Air Families enjoy the great outdoors, particularly fishing, boating, snowmobiling and camping. Indeed, some of their favourite leisure activities are evident in their driveways, typically cluttered with boats, campers or motorcycles—and pickup trucks to haul them to parks and campgrounds. But they also enjoy indoor pursuits like crafting and knitting.

With their comfortable incomes, Fresh Air Families residents have the means to vacation in sunny destinations in Florida and Jamaica, and to regularly dine out at East Side Mario's or Kelsey's. House proud, they spend on home improvements and equip their family rooms with thin screen TVs and surround sound speaker systems. They claim some anxiety toward technology, so they stick to utilitarian activities while online, browsing real estate listings, making travel arrangements and accessing weather information. But traditional media maintains a hold on these residents: they enjoy watching W Network, Sportsnet and Much (MuchMusic) on TV and listening to classic hits and mainstream rock on the radio. Concerned about their financial future, Fresh Air Families members turn to a financial investment broker to make sure their money is working for them.

### HOW THEY THINK

Members of Fresh Air Families tend to identify themselves as proud Canadians who expect new immigrants to adopt and blend into the Canadian way of life (National Pride, Cultural Assimilation). They often try to balance their strong Work Ethic with a Need for Escape from the stresses of work and family obligations. Many like a clear authority structure at work and especially in the home, where a traditional family is respected and the man is expected to be the primary breadwinner (Obedience to Authority, Traditional Family). Strong on Rejection of Inequality, this group believes in taking ownership of one's actions and being part of the political process to generate change (Personal Control). Not only are members of Fresh Air Families concerned with how businesses and people are hurting the environment (Ecological Concern), they tend to worry about the moral and ethical implications associated with the advances of science and technology (Technology Anxiety). As consumers, they respond to messages that celebrate the selfless acts of those who put the interests of others first (Duty).

#### POPULATION:

909,194  
(2.53% of Canada)

#### HOUSEHOLDS:

340,762  
(2.33% of Canada)

#### AVERAGE HOUSEHOLD INCOME:

\$102,243

#### HOUSE TENURE:

Own

#### EDUCATION:

College/High School/Trade

#### OCCUPATION:

Mixed

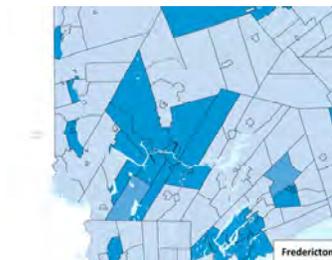
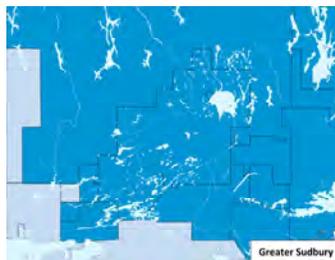
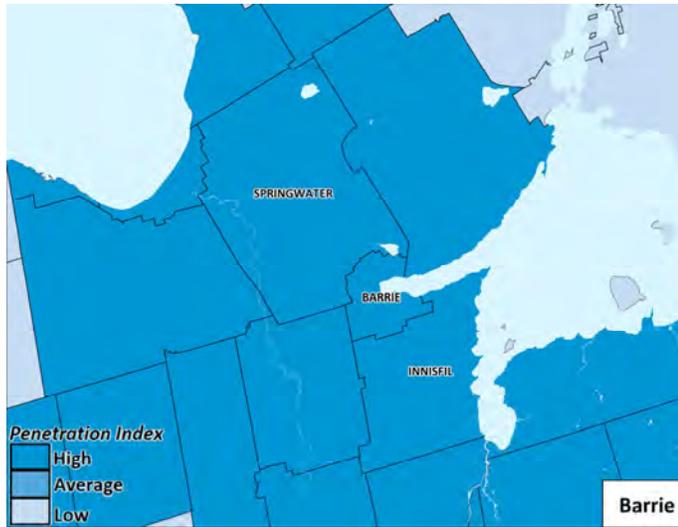
#### CULTURAL DIVERSITY INDEX:

Low

#### SAMPLE SOCIAL VALUE:

Obedience to Authority

## WHERE THEY LIVE



## HOW THEY LIVE



**LEISURE**  
camping  
rock concerts  
community theatre  
home shows



**SHOPPING**  
Roots  
Stitches  
Mastermind  
big-box stores



**DIGITAL MEDIA**  
read/contribute to blogs  
health websites  
Pinterest  
Facebook



**TRADITIONAL MEDIA**  
People  
radio station contests  
HGTV  
Slice



**FINANCIAL**  
RESPs  
investment real estate  
financial investment broker  
will/estate planning



**FOOD/DRINK**  
frozen pizza  
cream cheese  
pancakes  
Ontario wine



**ATTITUDES**  
“I like to let my moods vary with my surroundings, the moments of the day, the weather”



**AUTOMOTIVE**  
pickup trucks  
large vehicles  
Pontiac  
GMC trucks

“Money is for making and saving”  
“Material possessions are not really that important to me”

“I prefer to postpone a purchase than to buy on credit”