


T1 TOWN MIX

F1 SCHOOL-AGE FAMILIES

Population:

181,542

(0.48% of Canada)

Households:

73,732

(0.49% of Canada)

Average Household Income

\$114,298

Average Household Net Worth:

\$371,909

House Tenure:

Own

Education:

Mixed

Occupation:
Blue Collar/
Service Sector
Cultural Diversity Index:

Low

Sample Social Value:
Time Stress

Who They Are

Keep on Trucking is the most affluent of the town segments, a group of mostly remote communities found across Canada. This segment boasts the second highest concentration of people of aboriginal origin, at about 20 percent, and includes a mix of long-time residents and newcomers drawn to the nearby jobs in resource industries. One in fourteen adults work in mining, oil and gas—the highest rate in the nation—while others hold good-paying blue-collar and service sector jobs. Although nearly half of Keep on Trucking adults haven't gone beyond high school, these younger and middle-aged couples and families generally have upper-middle-class incomes and own older, affordable single-detached houses. But 5 percent of residents live in mobile homes—typically hauled in to accommodate the sudden influx of industrial workers. When they're not on the job, it's hard for Keep on Trucking residents to remain indoors, given all their boats, snowmobiles, ATVs and camping equipment. From their perch in Canada's industrial towns, these busy households express both an *Attraction to Nature* and a *Need for Escape*.

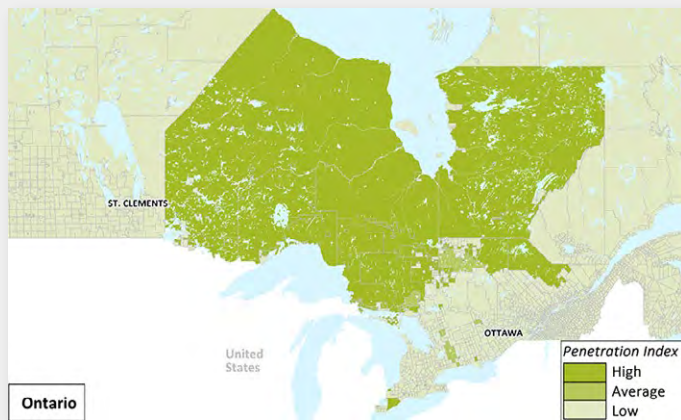
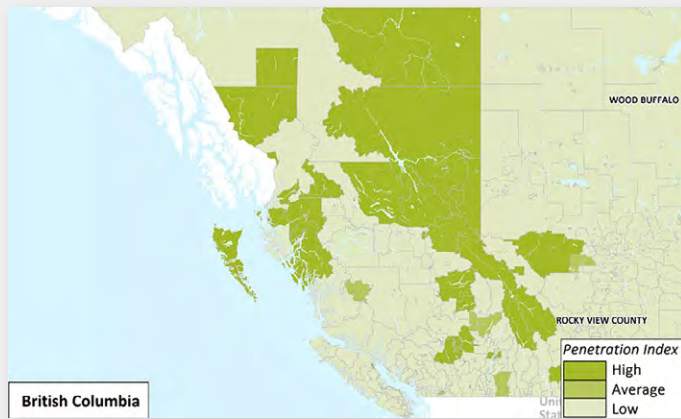
The lifestyle of Keep on Trucking reflects members' unpretentious towns and attitudes. Residents enjoy time-honoured hobbies like crafts, sewing, baking and automotive maintenance. At grocery stores, they fill their carts with above-average amounts of canned meat and cheese crackers, as well as coffee pods, ginger ale and powdered iced tea. Many are DIYers who occupy their weekends with home improvement projects. To relax, they'll pile their families into their midsize minivans or SUVs—most from domestic manufacturers—and head to kid-friendly venues, such as amusement parks and local rec centres. In Keep on Trucking, a night out may mean dinner at a Chinese restaurant, then stopping for ice cream at Dairy Queen or A&W. Media tastes are similarly eclectic, ranging from mixed martial arts and reality programming on TV to traditional country and mainstream rock on the radio. These residents typically ignore newspapers except for community papers, mostly to check the adverts. Although they're relatively low Internet users, they do go online for e-commerce. This is one of the segments where residents have high rates for shopping in-store and online equally for toys, sporting goods and personal care items, however, they feel less safe shopping in-store since COVID-19.

How They Think

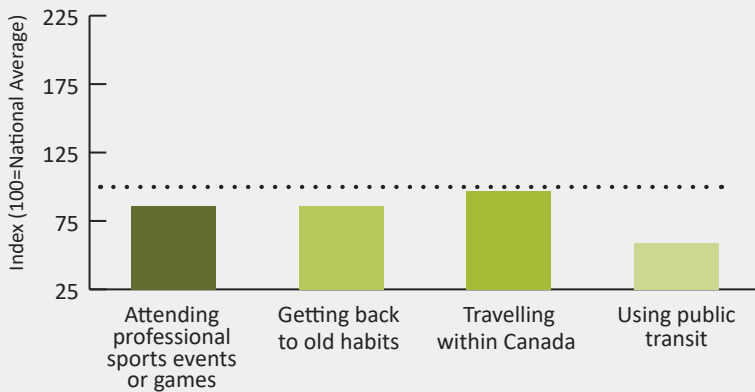
The members of Keep on Trucking value establishing deep bonds with their friends and neighbours, often identifying and keep involved with their small-town communities (*Flexible Families, Parochialism*). They believe that anyone can make it if they try hard enough (*American Dream*), however, they may still be concerned about their financial futures (*Financial Concern Regarding the Future*). In attempts to ease the burden of their busy professional and personal lives, Keep on Trucking residents prefer to balance the excitement new experience and modern uncertainties with a logical approach to decision making (*Time Stress, Adaptability to Complexity, Emotional Control*). Considering many are employed in the extraction sector, members of Keep on Trucking are firm in their belief that environmental destruction is somewhat acceptable and inevitable (*Ecological Fatalism*). Marketers can connect with them through messages that appeal to their individuality and desire to set themselves apart from others (*Pursuit of Originality*). However, these consumers prefer functional, practical products and won't be swayed by popular, well-advertised brands (*Brand Apathy*). With their *Technology Anxiety*, they'll likely appreciate businesses who don't push them onto digital platforms.

37. KEEP ON TRUCKING

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

power boating
snowmobiling
rock concerts
casinos



SHOPPING

Mark's
Walmart
craft supply stores
second-hand stores



TRADITIONAL MEDIA

TV documentaries
OLN
traditional and new country radio
community newspapers



INTERNET

discount coupons on tablet
auction sites
use telephone directory online
purchase groceries online



FOOD/DRINK

meat snacks
ginger ale
taco restaurants
bar/pub food



FINANCIAL

high-interest savings accounts
personal overdraft protection
credit unions
donate to Canadian charities



AUTOMOTIVE

large pickup trucks
domestic compact SUVs
camping trailers/
motorhomes/RVs
Buick/Cadillac/Chevrolet/GMC



SOCIAL

Pinterest
Facebook
100-149 network connections
view friends' photos online



MOBILE

video streaming on tablet
banking on mobile phone
use ad blocking software
mobile game apps



HEALTH

shop at natural health
product stores

ATTITUDES

- "It is acceptable that an industrial society such as ours produces a certain level of pollution"*
- "I have enough trouble taking care of myself without worrying about the needs of the poor"*
- "It is important to me to regularly get away from all responsibilities and burdens"*
- "Brands are not important to me at all"*

