Upper-middle-income town homeowners

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 longtime 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 well paying blue-collar and service sector jobs. Although 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.

How They Think

The members of Keep on Trucking are traditionalists who take pride in being active members and staunch supporters of their small-town communities (Community Involvement, Parochialism). They believe that anyone can make it if they try hard enough (North American Dream), and they’re committed to living a healthy life to create a sense of well-being (Effort Toward Health). Believing that one must sacrifice to get ahead, Keep on Trucking residents worry about social inequality and are willing to question rules and authority figures in order to make a difference (Work Ethic, Rejection of Inequality, Rejection of Authority). Even though many are employed in the extraction sector, members of Keep on Trucking are firm in their support for protecting the environment from industrial and economic pressures (Primacy of Environmental Protection). 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 Time Stress, they’ll support any business that delivers fast and convenient customer service.

Population: 183,319 (0.48% of Canada)
Households: 74,341 (0.50% of Canada)
Average Household Income: $113,563
Average Household Net Worth: $354,964
House Tenure: Own
Education: Mixed
Occupation: Blue Collar/Service Sector
Cultural Diversity Index: Low
Sample Social Value: Work Ethic

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Where They Live

How They Live

SHOPPING
- Mark’s
- Walmart
- craft supply stores
- second-hand stores

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

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

MOBILE
- video streaming on tablet
- banking on 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 important when I go shopping”

LEISURE
- power boating
- snowmobiling
- rock concerts
- casinos

FOOD/DRINK
- meat snacks
- ginger ale
- taco restaurants
- bar/pub food

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

TRADITIONAL MEDIA
- TV documentaries
- OLN
- traditional and new country radio
- community newspapers

SOCIAL
- Pinterest
- Facebook
- 100-149 network connections
- view friends’ photos online

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