

The Environics Analytics Service Area Report

Prepared for:

Canard United
Centreville, NS



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Confidential

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Executive Summary

Objective

The objective of this report is to help the Canard United ministry explore the nature of its surrounding community, the characteristics of its own people and to discern more clearly its mission and the appropriate strategies and actions that will faithfully and effectively live that mission out in the world.

Defining the Service Area

Environics Analytics used the 2011 ministry data to define the size and shape of the local service area. The total file contained 68 households. The dot map below illustrates where each ministry member is located in relation to the ministry location. The service area was defined by capturing a minimum of 70% of the ministry. The area outlined in red is the defined service area that is used in the study and compared to the local area, in this case Nova Scotia.

**Canard United - Centreville
Ministry Households**

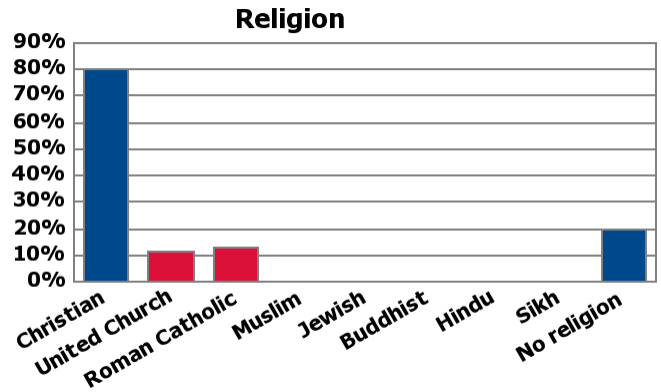


-  United Church Location
-  Households
-  Service Area
-  Industrial
-  Residential
-  Retail

Demographic Summary of Households in the Service Area

The Canard United service area has a population of 5,183 or 2,056 households. The population has been decreasing at an average annual rate of -0.27% since 2005. This rate is expected to increase to 0.2% through 2020.

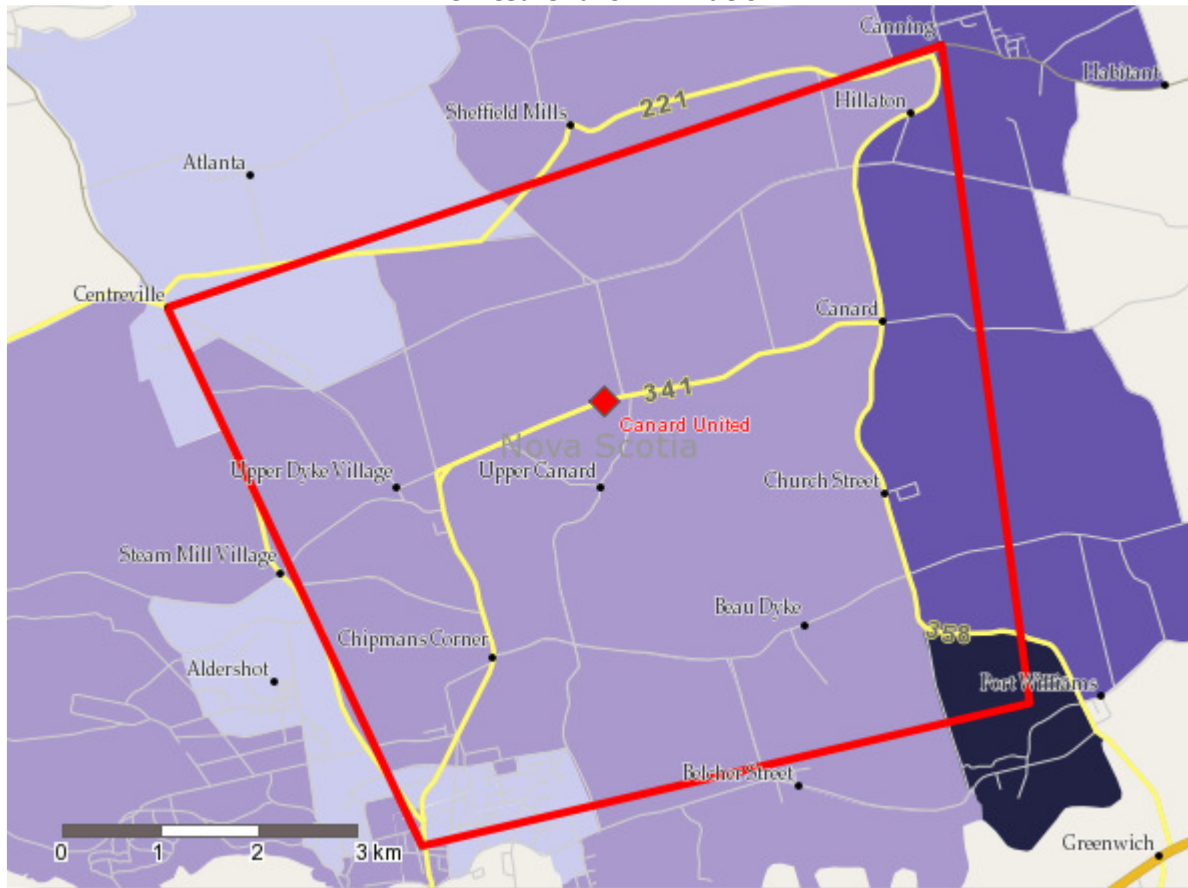
Religion: The predominant religion is Christian representing 80.1% of the population. 13.2% of residents declare themselves to be Roman Catholic while 11.5% declare themselves to be members of the United Church. Approximately 19.6% declare that they have No Religion. Please see the *Religion and Income Summary* in the Appendix for a more detailed breakdown of religious affiliations.



Canard United

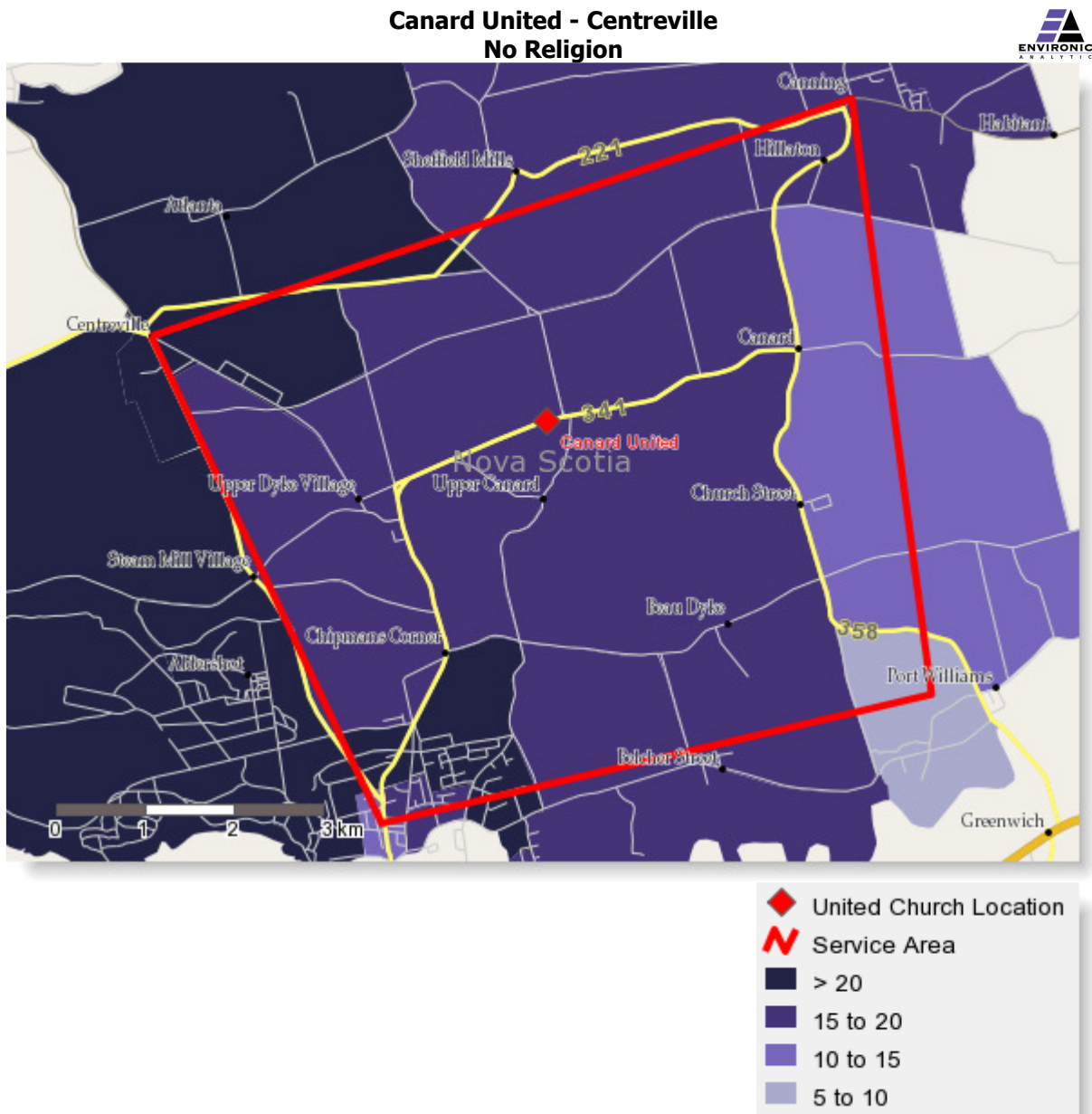
The following is a penetration map that illustrates thematically areas that have a high concentration of persons indicating their religious denomination to be United Church. The areas in dark purple show the most concentrated areas with 20% or more of the population stating their religion as United Church.

Canard United - Centreville United Church Affiliation



- ◆ United Church Location
- ▭ Service Area
- > 20
- 15 to 20
- 10 to 15
- 5 to 10

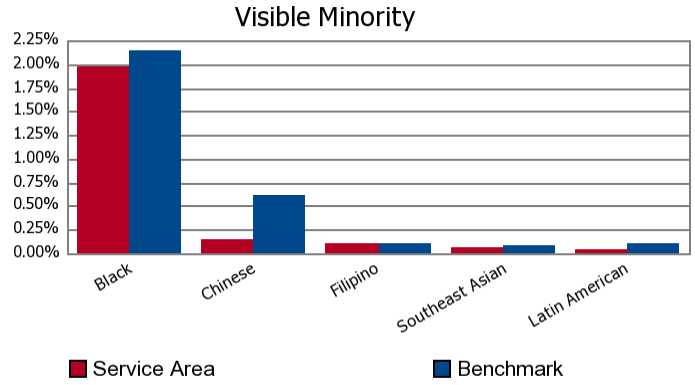
The map below shows areas that have a high concentration of the population that have no affiliation to a religion (based on the 2001 Census).



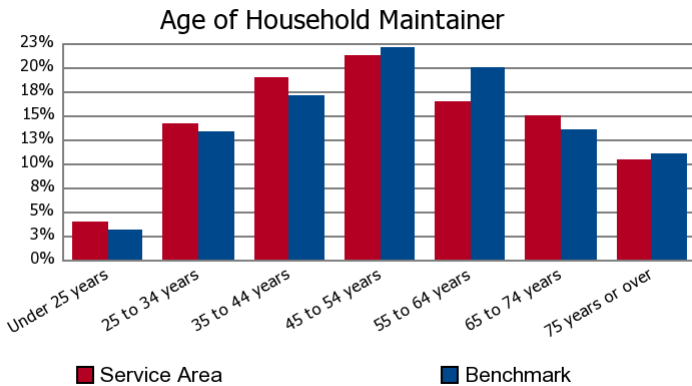
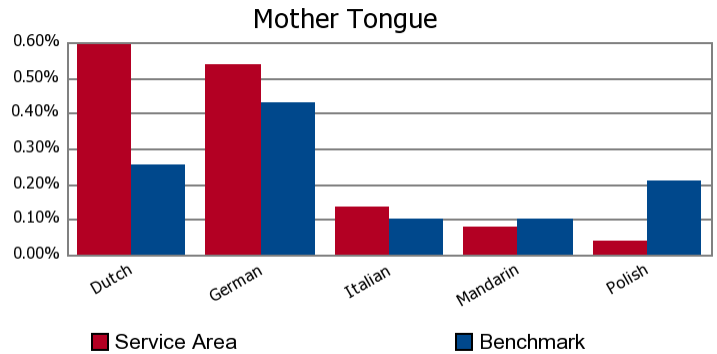
Immigration and Country of Origin: First generation immigrants make up 3.6% of the service area, which is very low when compared to Nova Scotia. The remainder of the population is made up of 3rd generation or greater immigrants (those born in Canada to Canadian-born parents, 89.5%) and 2nd generation immigrants (those born in Canada to immigrant parents, 7.0%)¹. Many of the area's immigrants settled in Canada before 1961 (32.9%)², stating their place of origin as USA (1.3%), Netherlands (0.6%) and United Kingdom (0.5%).

^{1,2}Source: Adjusted Census 2006

Visible Minority: At 2.1% the service area has a much lower level of visible minorities than Nova Scotia. The most common visible minorities are Black and Chinese, making up 2.0% and 0.2% of the service area, respectively.

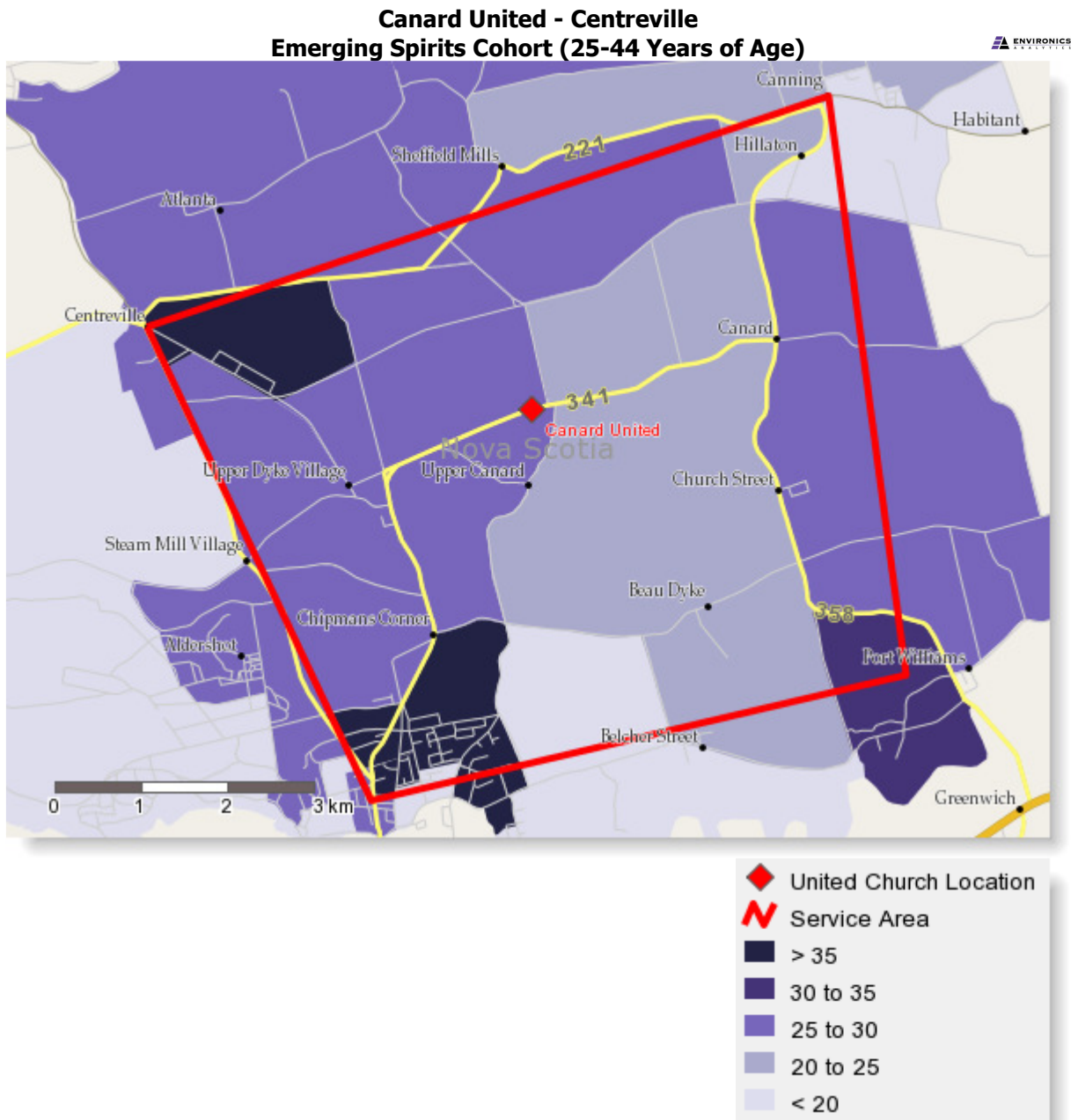


Mother Tongue: Of Canada's official languages, most residents state that their mother tongue, or first language they learned, is English (96.6%) while 1.8% claim their mother tongue to be other than English or French. Of these unofficial languages, Dutch (0.6%), German (0.5%) and Italian (0.1%) are most often cited as a mother tongue.

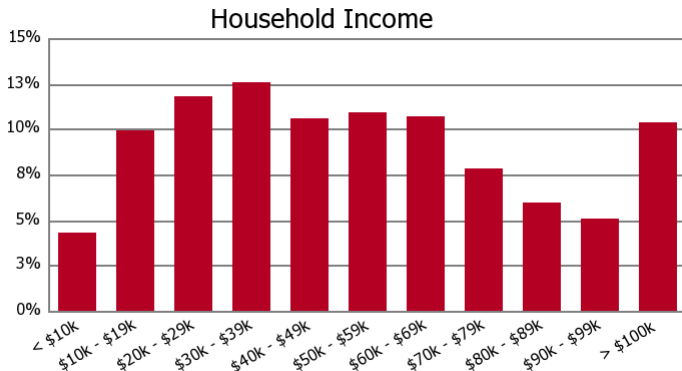
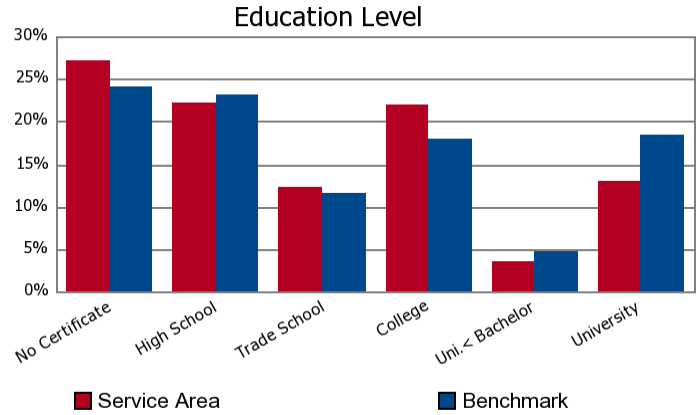


Family Formation and Age of Maintainer: The households that reside in the service area are predominantly comprised of two person families. Houses are typically owned, single-detached homes with 12.5% of the households living in low-rise apartments. Compared to Nova Scotia in general, there are more households headed by those 65 to 74 years of age (15.0%) in the service area. The Emerging Spirits cohort (25 to 44 years old) makes up 33.0% of household maintainers, with a strong skew towards the older side of the category.

The map below shows areas that have a high concentration of the Emerging Spirits Cohort (ages 25-45)

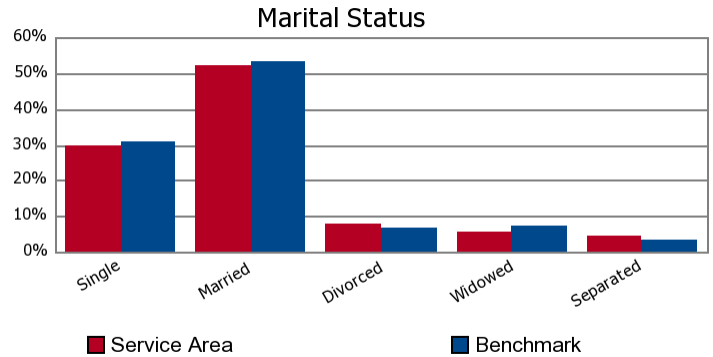


Education and Occupations: 50.7% of the area have post-secondary qualifications, which is below the average for Nova Scotia. The labour force participation rate for the area is 60.22% with occupations in sales and service and in trades, transport, operators being the two most common types of employment.



Income: The average household income for the area is \$58,378, which is 12.6% below the Nova Scotia average.

Marital Status: 52.0% of the households are headed by a married couple while 29.7% are headed by a single (never married) person.



Gifts of Money and Contributions

It is estimated that 2.64% of the household income in the service area is allocated to charitable contributions. 23.40% of these contributions are donated to religious organizations. The total dollar amount donated to religious organizations annually is \$740,708 or \$360 per household.

Description of Canard United Church Ministry

The Canard United Church ministry households are heavily concentrated in ten of the 66 lifestyle clusters representing all of the total ministry households and 93.63% of the service area. The following information will provide insight into these groups so that you can tailor communications and programming for current and potential new participants.

The majority of the households in the ministry are upper-middle-class families living in towns. A description of these groups is included on the following pages.

Upper-middle-class town families and couples



With some of the highest rates for blue-collar jobs in trades, transportation and mining, the residents of Upper-middle-class town families and couples lead casual lifestyles. These middle-aged couples and families live in midscale houses and mobile homes in small towns and rural communities across English Canada. When quitting time rolls around, they like to relax at home with their stereos, DVD players and HDTVs. They're big fans of TV movies, game shows, sitcoms and mini-series. Their idea of a big night out is going to a family dining restaurant, browsing antiques stores or going shopping at Costco. Fond of nature, many also spend free time outdoors, going camping, power boating, snowmobiling and playing hockey. When they travel, they typically hit the road in vans, trucks hauling campers and recreational vehicles to explore the national and provincial parks across Canada and the U.S.

Upper-middle-class town families and couples residents have only modest educational achievement levels—just 13 percent have gone to a university—and there's a traditional working-class atmosphere to this most affluent town cluster. The men like to hunt, fish, work on their homes and drink beer. While the women work outside the home at high rates, they also enjoy domestic diversions like gardening and baking. These are fiscally conservative Canadians who worry about threats to their livelihood and who tend to buy savings bonds, travel insurance and overdraft protection. Price-conscious, they have high rates for responding to mail order promotions, Internet ads and flyers tucked into daily and community newspapers.

Members	% Cong	Hhds in Area	% Bench	Untapped Hhds	% Untapped
37	77.1	193	9.4	156	80.8

Downscale small-town seniors



Downscale small-town seniors is mostly a rural retirement lifestyle, dominated by downscale families and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors enjoy down-home lifestyles in their older homes, getting by on about \$58,000 a year. In their traditional households, the men fish and hunt, the women garden and bake, and everyone enjoys watching curling and golf on TV. But some of the younger adults in the cluster, who tend to work at farming and blue-collar jobs, also pursue outdoorsy activities like cross-country skiing, snowmobiling and playing baseball. Living in far-flung communities means they have few commercial options and they often must travel distances to shop at discount stores like Wal-Mart, Sears and Cotton Ginny. At the local grocer, they stock up on powdered drinks, processed cheese and baking ingredients—anything they can't grow in a garden or raise in a pen.

In Downscale small-town seniors, television remains the most popular form of entertainment, and these viewers love their talk shows, game shows and family programs such as "The View" and "The Hour", the Discovery Channel and Country Music Television. They're not big radio fans but they will tune in to stations that offer country music, contests and weather reports. "Golden oldies" could also describe their automotive choices, with their driveways most likely lined with used trucks and SUVs. Even though they may not have much cash to spare, they enjoy attending auto, home and RV shows, always in search of an affordable deal or conservative investment.

Members	% Cong	Hhds in Area	% Bench	Untapped Hhds	% Untapped
5	10.4	12	0.6	7	58.3

Mature, lower-middle class suburban homeowners



With nearly a third of household maintainers over 65 years old, Mature, lower-middle class suburban homeowners is a quietly aging cluster, a collection of middle-class couples and families living in small towns across English Canada. Many residents are high school-educated empty-nesters, and those still working tend to be employed in service sector jobs. But these communities still have a number of Baby Boom residents—more than half of the households have kids—and Mature, lower-middle class suburban homeowners is known for its family-centred lifestyle. Households enjoy outdoor leisure activities like fishing, hunting, skateboarding and golf. On weekends, they'll go to a dinner theatre, music festival or show on any number of topics: skiing, RVs and health are favourites. Given its small-town setting and aging adults, Mature, lower-middle class suburban homeowners fosters traditional values. Stressing the importance of religion and family values, residents believe society is governed by forces beyond an individual's control.

Mature, lower-middle class suburban homeowners residents are media traditionalists who like to buy by mail order, enjoy reading newspapers like the National Post and have yet to embrace the Internet. When they turn on their car radios, they typically tune in to country music, sports or the weather report. Mature, lower-middle class suburban homeowners households are also prime TV fans, watching lots of game shows, mini-series, hockey games and networks like Country Music Television and HGTV. These households can afford to travel, and they visit a number of countries at high rates, including Jamaica, Australia, the U.K. and the U.S. But they also are happy as homebodies, and enjoy baking, making crafts and watching DVDs. In a rapidly changing world, they move at an unhurried pace in their older homes, sedans bought used and comfortable clothes bought in second-hand stores.

Members	% Cong	Hhds in Area	% Bench	Untapped Hhds	% Untapped
2	4.2	389	18.9	387	99.5

Lower-middle-class, mature and young in industrial communities



Located in industrial cities and towns across southern Ontario, Lower-middle-class, mature and young in industrial communities consists of a mix of mature and young, blue-collar and service workers living in older homes and apartments. They're the kind of tight-knit communities where residents enjoy socializing at local eateries like Tim Horton's. Few clusters score higher in the popularity of sandwich shops, drive-throughs and take-out restaurants. Predominantly white and working-class, these Canadians have crafted rustic lifestyles filled with fishing and hunting, baseball and hockey. They'll occasionally splurge on a visit to an arts and crafts show, community theatre or racetrack. But these folks are more concerned about hanging on to their paycheques than gambling them away on horses or video lotteries. In fact, Lower-middle-class, mature and young in industrial communities residents tend to shop at outlet malls and second-hand stores, and they join nearly every retail loyalty program they come across.

Lower-middle-class, mature and young in industrial communities has a split personality: heads of households score above-average for being both under 35 and over 65. The combined effect results in the popularity of both video game stations and bingo halls, but a weak market for infant toys, golf clubs and investment shows. There's not a lot of disposable income for travel abroad, and relatively few have high-speed Internet access or subscriptions to newspapers or magazines. Instead, these Canadians kick back at home with a beer and a hockey game on TV. Among the Lower-middle-class, mature and young in industrial communities set, Canadian-made cars, beer and hockey rule.

Members	% Cong	Hhds in Area	% Bench	Untapped Hhds	% Untapped
2	4.2	35	1.7	33	94.3

Young and mature, low-income city dwellers



Scattered across English Canada's cities and large towns, Young and mature, low-income city dwellers is often the first home-on-their-own for young singles and single parents working at entry-level service jobs. In these downscale neighbourhoods filled with row houses and low-rise apartments, visitors find the streets jam-packed with active, young adults as well as a few long-time, elderly maintainers. Residents have high rates for going to bars, nightclubs, comedy clubs and rock concerts. The concentration of pre-school children is apparent in residents' shopping carts, typically filled with toys, video game systems, inexpensive canned pasta, powdered soft drinks and plenty of baby food. With its relatively high concentration of Canadians of aboriginal origin—about 11 percent of the populace—residents score high for cultural fusion, seeking out cross-cultural activities like dance performances, music festivals and community theatre productions.

The households in Young and mature, low-income city dwellers show above-average rates for consuming most media and are particularly fond of television. They watch a range of programming: mini-series, game shows, talk shows and hockey. With many walking or driving to work, this is a strong market for music, and the most popular radio stations play country, mainstream rock and classic hits. But the low educations and incomes also affect media patterns in Young and mature, low-income city dwellers, as most households pass up subscribing to newspapers and magazines. They'd rather save their household entertainment budget for the Internet, going online for dating, downloading music and buying clothes and cosmetics. Although they can't afford to travel much outside of Canada, they do pay for online access in order to escape into the virtual world.

Members	% Cong	Hhds in Area	% Bench	Untapped Hhds	% Untapped
2	4.2	482	23.4	480	99.6

Middle-aged, upper-middle-class couples and families



There's a proud, self-reliant streak in Middle-aged, upper-middle-class couples and families, a cluster of older, upper-middle-class households that are increasingly empty-nesting. Concentrated in the small towns of Ontario, most residents live in older homes with average values. They've parlayed their varied educations into a mix of occupations and comfortable, outdoorsy lifestyles. Many spend their free time canoeing, power boating, gardening, swimming and playing golf, and they enjoy going to exhibitions that feature RVs, motorcycles, sports gear, homes and gardens. Middle-aged, upper-middle-class couples and families residents may not be into the latest fashion or the newest technology, but they understand engines, filling their garages with snowmobiles, ATVs, vans and pickup trucks—typically made by domestic manufacturers. As their cluster name implies, residents are big fans of both water and motor sports.

Thanks to their upper-middle-class incomes, the couples in Middle-aged, upper-middle-class couples and families have the financial wherewithal to live in upscale comfort. They shop at stores like Tabi International and have high rates for going to community theatres, music festivals and comedy clubs. While relaxing at home they like to watch television, enjoying game shows, sitcoms, variety programs and all kinds of sports. And personal finance appears to be one of their favourite indoor hobbies. In fact, Middle-aged, upper-middle-class couples and families residents are more than twice as likely as the general population to have \$250,000-\$500,000 in securities and savings.

Members	% Cong	Hhds in Area	% Bench	Untapped Hhds	% Untapped
0	0.0	37	1.8	37	100.0

Rural, midscale couples and families



Rural, midscale couples and families is a rural refuge for middle-aged couples and families seeking the comforts of small-town living. Predominantly white and middle-class, these households have settled in rustic towns and townships filled with single-family houses and mobile homes. With decent-paying jobs in blue-collar and service industries, the group's dual-income couples maintain casual, outdoorsy lifestyles—their driveways filled with campers and power boats, their garages cluttered with snowmobiles and ATVs. They're the kind of consumers who own a lot of pets and sporting equipment. And they don't let distances stop them from keeping current with popular culture: they have high rates for attending rock concerts, film festivals and home and boat shows. Still, they admit that they're somewhat conservative in their thinking, observing that they're religious, risk-averse in financial matters and protective of their children.

The residents of Rural, midscale couples and families are loyal to traditional media. They listen to country music and golden oldies on the radio, read Canadian Geographic and Canadian Home and Country magazines and like to watch daytime soaps and network dramas on TV. These fiscally conservative households still enjoy buying products by mail order and catalogues, though they're increasingly turning to websites to buy clothing, electronics and toys. But media patterns in this group are somewhat depressed because so many families spend much of their leisure time outside, going fishing, hunting, boating, snowmobiling and curling. Wary of large crowds, they would rather go off into the woods or onto a lake than almost anywhere else.

Members	% Cong	Hhds in Area	% Bench	Untapped Hhds	% Untapped
0	0.0	55	2.7	55	100.0

Young, mobile downscale city dwellers



Located throughout English Canada in cities as well as small towns, Young, mobile downscale city dwellers presents a working-class portrait: a population of young singles, families and single parents who are often on the move, to the point of sometimes feeling aimless. Residents here not only tend to move often, they also have a high rate of employment in transportation, in addition to manufacturing and sales. No one's particularly well off in Young, mobile downscale city dwellers, but residents live decently on their \$55,000 annual incomes. They like to visit bars and nightclubs, gamble at bingo halls and horse racetracks, and take the occasional trip within Canada, often staying in their campers or RVs. Entertainment at home typically involves doing crafts, reading entertainment magazines and listening to the radio—country, mainstream rock and classic hits are favourite genres. With many working at tiring industrial jobs, they admit that they're happy just to relax at home at night.

The residents of Young, mobile downscale city dwellers may be modest consumers but they score high as TV fans. Surveys show that they're eclectic in their TV preferences—enjoying sitcoms and game shows as well as wrestling and home improvement shows. But they're not hardcore couch potatoes: These young Canadians also have high rates for belonging to health clubs to do Pilates and yoga. However, their biggest thrills come as spectators of motorized sports, and few clusters score higher for attending motorcycle shows, air exhibitions and auto races. Even their kids get into the spirit, playing with racing sets and riding toys.

Members	% Cong	Hhds in Area	% Bench	Untapped Hhds	% Untapped
0	0.0	319	15.5	319	100.0

Young and mature, blue-collar and service workers



Young and mature, blue-collar and service workers, a wide-ranging cluster of blue-collar and service sector workers in small cities and large towns, tends to stand out only in its below-averageness. The cluster ranks below average for income, education, immigration, car ownership and new housing. And the lifestyles of its residents—a mix of older singles, lone parents, couples and families, including 9 percent aboriginal people—are similarly economical. Young and mature, blue-collar and service workers residents have high rates for eating at taco restaurants, shopping at bulk food stores and taking camping vacations. At home, they spend their leisure time making crafts, listening to country and mainstream rock, and playing sports like football and curling. Their only vice appears to be gambling; they're big fans of casinos, bingo halls and traveling to Las Vegas. In these downscale communities, Young and mature, blue-collar and service workers residents apparently hope for a big win to improve their prospects.

Unlike many working-class clusters, Young and mature, blue-collar and service workers scores relatively low for outdoor activities such as hockey, soccer, skiing and golf. These residents tell market researchers that they rarely exercise, preferring more sedentary activities. They exhibit high rates for playing video games and billiards, as well as going to motorcycle shows and comedy clubs. Then again, in Young and mature, blue-collar and service workers communities, there's often little nearby culture or professional sports to lure consumers from their homes. In this cluster, residents get their entertainment from TV networks like Star, YTV, Super Channel and Country Music Television. Not many long to be the first on their block to own the latest computer or MP3 player.

Members	% Cong	Hhds in Area	% Bench	Untapped Hhds	% Untapped
0	0.0	174	8.5	174	100.0

Older, downscale couples and families in remote areas



You can't get much further out than Older, downscale couples and families in remote areas, a collection of remote towns and villages concentrated in the Atlantic provinces. Residents tend to be blue-collar, downscale, over 45 years old and living in older, modest-sized homes. Typically, life in this cluster is a throwback to Canada's agrarian era, when fishing and farming dominated the national economy. Older, downscale couples and families in remote areas residents are rugged individualists who enjoy hunting, snowmobiling, boating and cross-country skiing. Around the house, they're into gardening, cooking, crafts and television—especially home improvement shows, sitcoms, infomercials and country music programs. Somewhat parochial in their world view, these folks love their rustic communities, rarely travel outside Canada and declare that they would rather spend an evening at home than anywhere else.

Older, downscale couples and families in remote areas offers a portrait of traditional Canadian life. Cluster couples and families still like to fish and hunt, grow their own vegetables, sleep under the stars and pass on their moral and spiritual values to their children. Even their media habits look to the past, with relatively high rates for listening to old-fashioned country and religious programming. Status in this corner of the countryside is trading in your pickup truck for a full-sized SUV. But forget about the online world. This is one of the few clusters where nearly three-quarters of residents lack Internet access, and those that have it still use dial-up phone service to get online.

Members	% Cong	Hhds in Area	% Bench	Untapped Hhds	% Untapped
0	0.0	229	11.1	229	100.0

Older and mature farm couples and families

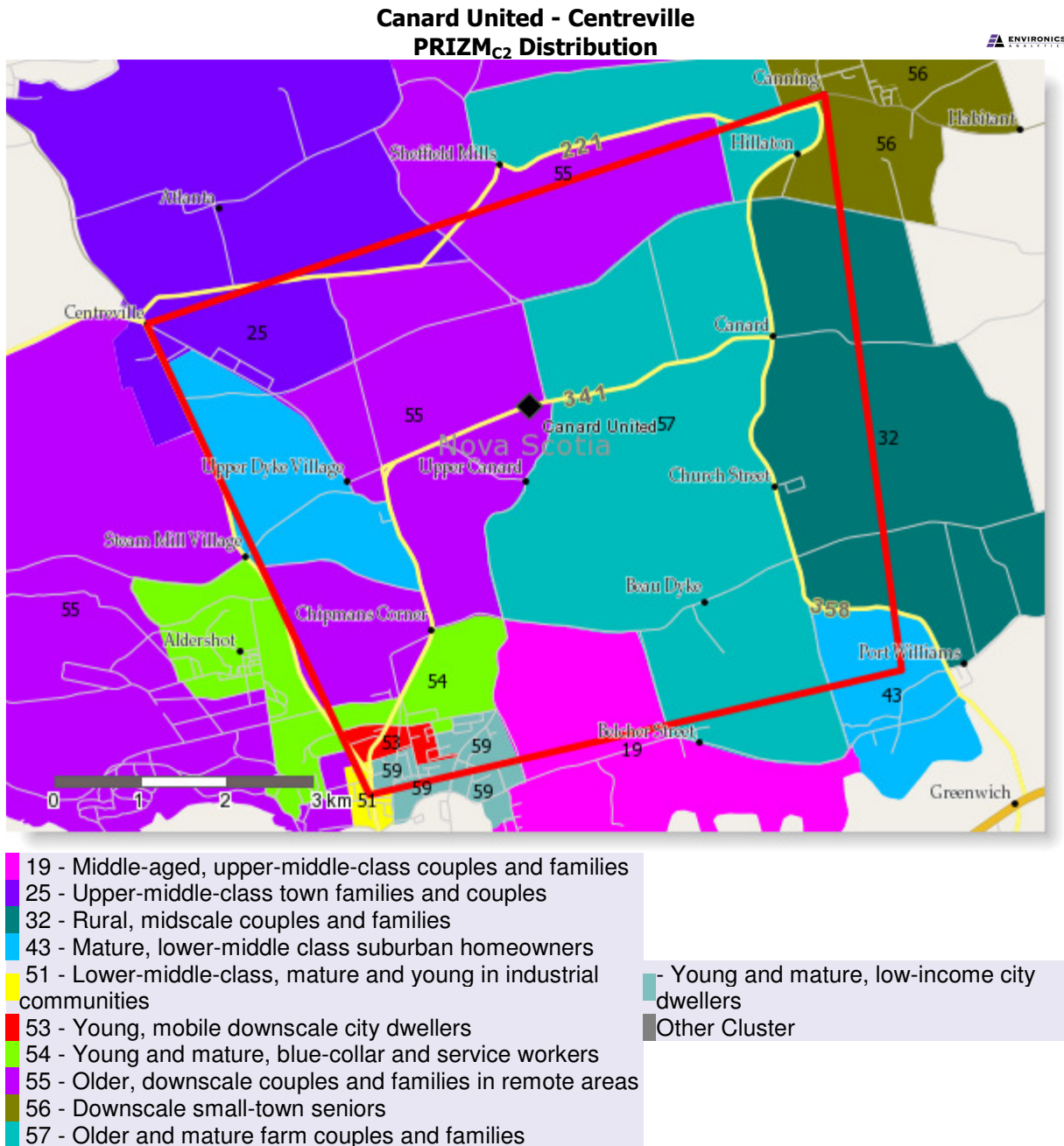


Older and mature farm couples and families earned its name because more than a third of its residents hold agricultural jobs—eleven times the national average. Found in small towns in the Prairies, British Columbia and Atlantic Canada, this cluster consists of empty-nesting couples and families with teenaged children leading traditional rural lifestyles. Many households spend their leisure time outdoors, fishing, camping and snowmobiling. Inside their older farmhouses and mobile homes, families like to make crafts, bake from scratch, and watch TV networks that offer news, home improvement shows and auto races. Hardly homebodies, these households have high rates for travelling to the midwestern U.S., as well as attending a variety of home, crafts and food and wine shows. But most are content to lead simple lives and admit that they're most comfortable wearing jeans and shopping at second-hand stores, buying practical and affordable goods.

The residents of Older and mature farm couples and families may not have a lot of money—the average household income is about \$57,000—but they have enough to fill their yards with plenty of recreational vehicles like snowmobiles, power boats and ATVs. They're less likely to have indoor toys, with low rates for buying high definition TVs, personal computers and home exercise equipment. A relatively weak market for mainstream media, residents here read few newspapers and magazines, confining their preferences to gardening and shelter publications like Gardening Life, Outdoor Canada and Canadian Home and Country. And despite having a high percentage of teenagers, these households spend relatively little time surfing the Web. They're more likely to be outside on a boat or snowmobile, or simply running around with their dogs. In Older and mature farm couples and families, residents prefer fresh air to the virtual world.

Members	% Cong	Hhds in Area	% Bench	Untapped Hhds	% Untapped
0	0.0	131	6.4	131	100.0

The following map shows the areas where each of the ten lifestyle types exist within the service area. There is significant potential for each group with less than 8% of the households currently penetrated. The following map can be used to focus flyers or communication within your local service area. A list of six-digit postal codes or postal walks can also be provided if you would like to mail a focused piece.



Assessing United Church Characteristics

The following list of 18 characteristics was developed by United Church leaders as hallmarks of the United Church of Canada. The research for the Emerging Spirit campaign showed that these characteristics are appealing to Canadians and especially to 30-45 year olds. Ministries who identify with one or several of these characteristics may wish to further develop this characteristic in their life and work. Listed with each characteristic are:

- Social Values associated with the attribute. If your ministry strongly holds one or more of the Social Values under a specific Characteristic this will be a potential strength and would be a prime characteristic to develop further and give a high profile if you are seeking to follow-up on the Emerging Spirit campaign. The index value indicates the service area's strength towards the specific Social Value. An index of 100 is average. The higher the index the stronger the Value.

Characteristic		Related Social Values Trends	Definition	Index
1	Open To Change	Adaptability to Complexity in Life	Tendency to adapt easily to the uncertainties of modern life, and to feel unthreatened by the changes and complexities of society today. A desire to explore this complexity as a learning experience and a source of opportunities.	100
Characteristic		Related Social Values Trends	Definition	Index
2	Celebrates Lifestyles	Flexible Definition of Family	Willingness to accept non-traditional definitions of "family", such as common law marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. Also, the belief that society should be open to new definitions of what constitutes a "family".	93
Characteristic		Related Social Values Trends	Definition	Index
3	Builds Relationships With Other Traditions	Belonging to the Global Village	Impression of being "plugged into" what's happening in other countries, that one's everyday life is similar to what others experience in other parts of the world. Also, a sense that one can feel what people in other parts of the world are feeling. A feeling of being more a citizen of the world than of one's own country, of participating in an international culture, of living in Marshall McLuhan's "global village".	99
		Cultural Fusion	This trend identifies the view that other cultures have a great deal to give us, and measures people's inclination to incorporate some of these cultural influences into their own lives. The meeting and fusion of totally different cultures produces rich and varied micro-cultures. This phenomenon is already apparent in many areas such as music and cuisine. Well adapted to the complexity of the New World Order, people strongest on this trend consider themselves citizens of the global village.	94
		Social Learning	Attraction to and interest in diversity. Feeling that there is a great deal to learn through contact and conversation with people different from you, who come from other backgrounds and places. Diversity is perceived as a source of personal enrichment, a way to satisfy a hunger for discovery and exploration and to extend a network of contacts. This trend is also associated with a respect for other people and cultures, as well as a heightened social conscience.	95
Characteristic		Related Social Values Trends	Definition	Index
4	Respects Personal Freedom and Choice	Flexible Definition of Family	Willingness to accept non-traditional definitions of "family", such as common law marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. Also, the belief that society should be open to new definitions of what constitutes a "family".	93
Characteristic		Related Social Values Trends	Definition	Index
5	Encourages Questions	Rejection of Authority	Rejecting unquestioning respect for and deference to those in positions of authority. The belief that authority should not be respected for its own sake. Desire to transcend the rigid framework or traditional authority. Rejection of authority in the form of institutions and as a regulating principle of inter-personal relations. Desire to participate in the decision-making affecting your life; to be informed, consulted, involved (desire for autonomy).	95
		Spiritual Quest	Questioning the meaning of life. Aspiring to a more spiritual, richer inner life. A skeptical attitude toward the infallibility of science and the secular values of today's world. This trend borders on religiosity but is expressed without an association to a particular religious institution.	98
Characteristic		Related Social Values Trends	Definition	Index
6	Respects Earth and Environment	Attraction to Nature	How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.	112
		Ecological Lifestyle	Giving a high priority to integrating environmental concerns with purchasing criteria. This can have positive consequences, as when consumers are willing to pay more for an environmentally friendly product, or negative consequences, as when consumers refuse to buy a product whose manufacturer has an unsatisfactory environmental record.	105
		Ethical Consumerism	Willingness to base consumer decisions on the perceived ethics of the company making the product (whether management treats employees fairly, co-operates with governments that do not meet ethical standards, or uses testing methods that involve mistreatment of animals). Desire to see companies be good corporate citizens in terms of these new social concerns.	102
		Primacy of Environmental Protection	Particular sensitivity to the issue of environmental protection. A personal attitude that places a high priority on protection of our environmental heritage, a willingness to support strong policies, to do one's part and to pay the costs of environmental protection, and a belief that the environment is more important than jobs or the economy.	109

Characteristic		Related Social Values Trends	Definition	Index
7	Works for Justice in the World	Community Involvement	Measure of the interest in what's happening in one's neighbourhood, city, town, or region. Reflected in activities ranging from reading the weekly community newspaper to sociopolitical involvement in community organizations. Also an indicator of social conscience.	101
		Social Darwinism (inverse)	Tendency to believe that society's regulatory mechanisms and rules governing social relations are those of the jungle (the strongest prevail, the weak fall by the wayside, etc.). Tendency to believe that the great sociodemocratic ideals of recent years have run their course; that society is in the process of accepting the inevitability of poverty and greater social inequities. A belief that one must look after one's own needs, that society has no responsibility to help those less fortunate.	97
Characteristic		Related Social Values Trends	Definition	Index
8	Respects all People	Cultural Fusion	This trend identifies the view that other cultures have a great deal to give us, and measures people's inclination to incorporate some of these cultural influences into their own lives. The meeting and fusion of totally different cultures produces rich and varied micro-cultures. This phenomenon is already apparent in many areas such as music and cuisine. Well adapted to the complexity of the New World Order, people strongest on this trend consider themselves citizens of the global village.	94
		Ethnic Intolerance (inverse)	Intolerance toward immigrants and ethnic groups. Considering immigration a threat to the purity of the country, believing that the various ethnic groups should abandon their own customs and culture and adopt our own. People strongest on this trend display conformist values and consider national superiority especially important.	110
		Social Learning	Attraction to and interest in diversity. Feeling that there is a great deal to learn through contact and conversation with people different from you, who come from other backgrounds and places. Diversity is perceived as a source of personal enrichment, a way to satisfy a hunger for discovery and exploration and to extend a network of contacts. This trend is also associated with a respect for other people and cultures, as well as a heightened social conscience.	95
Characteristic		Related Social Values Trends	Definition	Index
9	Emphasis on Helping People	Community Involvement	Measure of the interest in what's happening in one's neighbourhood, city, town, or region. Reflected in activities ranging from reading the weekly community newspaper to sociopolitical involvement in community organizations. Also an indicator of social conscience.	101
		New Social Responsibility	A deep feeling of belonging to one's community and a pronounced feeling of social responsibility, where mutual assistance places a key role. This trend is associated with a desire to be open to others and to better understand the society and the world around us.	102
		Social Darwinism (inverse)	Tendency to believe that society's regulatory mechanisms and rules governing social relations are those of the jungle (the strongest prevail, the weak fall by the wayside, etc.). Tendency to believe that the great sociodemocratic ideals of recent years have run their course; that society is in the process of accepting the inevitability of poverty and greater social inequities. A belief that one must look after one's own needs, that society has no responsibility to help those less fortunate.	97
Characteristic		Related Social Values Trends	Definition	Index
10	Works with the Poor to Improve Situation	Community Involvement	Measure of the interest in what's happening in one's neighbourhood, city, town, or region. Reflected in activities ranging from reading the weekly community newspaper to sociopolitical involvement in community organizations. Also an indicator of social conscience.	101
		New Social Responsibility	A deep feeling of belonging to one's community and a pronounced feeling of social responsibility, where mutual assistance places a key role. This trend is associated with a desire to be open to others and to better understand the society and the world around us.	102
		Social Darwinism (inverse)	Tendency to believe that society's regulatory mechanisms and rules governing social relations are those of the jungle (the strongest prevail, the weak fall by the wayside, etc.). Tendency to believe that the great sociodemocratic ideals of recent years have run their course; that society is in the process of accepting the inevitability of poverty and greater social inequities. A belief that one must look after one's own needs, that society has no responsibility to help those less fortunate.	97

Characteristic	Related Social Values Trends	Definition	Index
11 Welcoming to Everyone	Cultural Fusion	This trend identifies the view that other cultures have a great deal to give us, and measures people's inclination to incorporate some of these cultural influences into their own lives. The meeting and fusion of totally different cultures produces rich and varied micro-cultures. This phenomenon is already apparent in many areas such as music and cuisine. Well adapted to the complexity of the New World Order, people strongest on this trend consider themselves citizens of the global village.	94
	Ethnic Intolerance (inverse)	Intolerance toward immigrants and ethnic groups. Considering immigration a threat to the purity of the country, believing that the various ethnic groups should abandon their own customs and culture and adopt our own. People strongest on this trend display conformist values and consider national superiority especially important.	110
	Flexible Definition of Family	Willingness to accept non-traditional definitions of "family", such as common law marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. Also, the belief that society should be open to new definitions of what constitutes a "family".	93
	Social Learning	Attraction to and interest in diversity. Feeling that there is a great deal to learn through contact and conversation with people different from you, who come from other backgrounds and places. Diversity is perceived as a source of personal enrichment, a way to satisfy a hunger for discovery and exploration and to extend a network of contacts. This trend is also associated with a respect for other people and cultures, as well as a heightened social conscience.	95
Characteristic	Related Social Values Trends	Definition	Index
12 Reaches out to Needy	Community Involvement	Measure of the interest in what's happening in one's neighbourhood, city, town, or region. Reflected in activities ranging from reading the weekly community newspaper to sociopolitical involvement in community organizations. Also an indicator of social conscience.	101
	New Social Responsibility	A deep feeling of belonging to one's community and a pronounced feeling of social responsibility, where mutual assistance places a key role. This trend is associated with a desire to be open to others and to better understand the society and the world around us.	102
	Social Darwinism (inverse)	Tendency to believe that society's regulatory mechanisms and rules governing social relations are those of the jungle (the strongest prevail, the weak fall by the wayside, etc.). Tendency to believe that the great sociodemocratic ideals of recent years have run their course; that society is in the process of accepting the inevitability of poverty and greater social inequities. A belief that one must look after one's own needs, that society has no responsibility to help those less fortunate.	97
Characteristic	Related Social Values Trends	Definition	Index
13 Values all Ages	Equal Relationship with Youth	A desire to reverse the traditional hierarchical and patriarchal relationship in the family. Approval of young people having as much freedom as adults. This trend also indicates a permissive attitude toward pleasure in general: giving priority to individual needs, tolerance, favouring freedom over discipline. By contrast, those who are weak on this trend tend to see adults as guardians of youth, and generally value discipline as a guiding principle.	98
Characteristic	Related Social Values Trends	Definition	Index
14 New Ways of Looking at Their Faith	Introspection and Empathy	Tendency to analyze and examine one's actions and those of others, rather than to be judgmental about variances from the norm or from one's own way of doing things. An interest in understanding life rather than taking sides.	99
	Religiosity	Placing a great importance on having an affiliation with an organized religious faith and on religious beliefs and rituals. Measure of intensity of the feeling of belonging to a religion. Tendency to consider that religion represents the essential values and education that should be transmitted to the next generation. (Items measuring this trend do not measure conformity to ritual, but rather the "values" based on religiosity.)	101
	Spiritual Quest	Questioning the meaning of life. Aspiring to a more spiritual, richer inner life. A skeptical attitude toward the infallibility of science and the secular values of today's world. This trend borders on religiosity but is expressed without an association to a particular religious institution.	98
Characteristic	Related Social Values Trends	Definition	Index
15 Engages Both Emotion and Intellect	Introspection and Empathy	Tendency to analyze and examine one's actions and those of others, rather than to be judgmental about variances from the norm or from one's own way of doing things. An interest in understanding life rather than taking sides.	99
	Spiritual Quest	Questioning the meaning of life. Aspiring to a more spiritual, richer inner life. A skeptical attitude toward the infallibility of science and the secular values of today's world. This trend borders on religiosity but is expressed without an association to a particular religious institution.	98

Characteristic		Related Social Values Trends	Definition	Index
16	Translates Personal Faith into Action	Control of Destiny	Desire to escape from the domination of society over daily life. The desire to control all aspects of one's life, even those determined by forces over which we seem to have little control. Tendency to believe that not everything is predetermined, that one can influence the course of events.	99
		Pursuit of Happiness to the Detriment of Duty (inverse)	Motivation to act and live according to one's selfish impulses rather than one's obligations to others. A need to express one's personality and pursue happiness and pleasure, in spite of the dictates of duty or morality.	105
Characteristic		Related Social Values Trends	Definition	Index
17	Offers Possibility of Personal Transformation	Anomie & Aimlessness (inverse)	The feeling of having no goals in life. Experiencing a void of meaning with respect to life in general. A feeling of alienation from society, having the impression of being cut off from what's happening.	
		Meaning of Life	Expresses a deep need to invest one's life with meaning or a goal, and to regularly reflect on this issue. Life exploration and experimentation in general help to enrich and direct the reflections of people strong on this trend. Other dimensions of great importance to these individuals: an intensely spiritual life, introspection, social responsibility and family.	98
		Spiritual Quest	Questioning the meaning of life. Aspiring to a more spiritual, richer inner life. A skeptical attitude toward the infallibility of science and the secular values of today's world. This trend borders on religiosity but is expressed without an association to a particular religious institution.	98
Characteristic		Related Social Values Trends	Definition	Index
18	Builds Deep Personal Relationships	Openness toward Others	Need for communication and deep, affective exchanges with others. A desire for frank, warm and spontaneous relations with people.	105

The strongest Social Values are listed below: (for a complete list of Social Values and their strength see the appendix)

Social Value Trend	Index
Fear of Violence	113
Attraction to Nature	112
Ethnic Intolerance	110
Control of Privacy	109
Primacy of Environmental Protection	109
Financial Concern Regarding the Future	108
Confidence in Small Business	108
Fatalism	107
Ecological Alarmism	107
Anomie & Aimlessness	107
Awareness of Mortality	107
Flexibility of Age Identity	106
Time Stress	106
Utilitarian Consumerism	106
Joy of Consumption	106

The weakest Social Values are listed below: (for a complete list of Social Values and their strength see the appendix)

Social Value Trend	Index
Penchant for Risk-taking	97
Social Darwinism	97
Flexibility of Gender Identity	97
Civil Disobedience	97
Attraction to Crowds	97
Hyper-rationality	96
Skepticism Toward Big Business	95
Social Learning	95
Rejection of Authority	95
Saving on Principle	94
Cultural Fusion	94
Flexible Definition of Family	93
Sexual Permissiveness	91
Pursuit of Novelty	90
Importance of Aesthetics	89

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Appendix



Demographic Summary - Page 1
Service Area: Canard United
Benchmark: Nova Scotia

Variable	Service Area		Benchmark %	Index	Variable	Service Area		Benchmark %	Index
	Count	%				Count	%		
Base Variables					Education & Employment				
Total households	2,056		399,593	-----	Education				
Total population	5,183		944,649	-----	No certificate, diploma or degree	1,145	27.11%	24.15%	112
Household Characteristics					High school certificate or equivalent	937	22.19%	23.21%	96
Age of Household Maintainer					Apprenticeship or trades cert/dipl	522	12.36%	11.52%	107
Under 25 years	82	3.99%	3.20%	125	College/CEGEP/non-uni cert/dipl	926	21.93%	18.03%	122
25 to 34 years	290	14.11%	13.32%	106	University cert/dipl below bachelor's	148	3.50%	4.77%	73
35-44 years	388	18.87%	17.02%	111	University certificate or degree	546	12.93%	18.32%	71
45-54 years	438	21.30%	22.02%	97	Labour Force				
55-64 years	338	16.44%	19.90%	83	In the labour force (15+)	2,543	60.22%	61.56%	98
65-74 years	308	14.98%	13.48%	111	Not in the labour force	1,680	39.78%	38.44%	103
75 years or over	213	10.36%	11.05%	94	Labour Force by Occupation				
Size of Household					Management	191	4.52%	5.52%	82
1 person	438	21.30%	27.89%	76	Business Finance Administration	280	6.63%	10.35%	64
2 persons	799	38.86%	36.82%	106	Sciences	110	2.60%	3.30%	79
3 persons	365	17.75%	16.62%	107	Health	106	2.51%	4.06%	62
4+ persons	454	22.08%	18.66%	118	Soc. Sci, Education, Gov't, Religion	197	4.66%	5.11%	91
Household Type					Art, Culture, Recreation, Sport	73	1.73%	1.65%	105
Family Households	1,535	100.00%	100.00%	100	Sales and Service	773	18.30%	15.85%	115
Couples with children	628	40.91%	40.97%	100	Trades, Transport, Operators	371	8.79%	8.97%	98
Couples without children	593	39.91%	42.14%	95	Unique to Primary Industries	185	4.38%	3.02%	145
Lone-parent	313	20.39%	16.89%	121	Unique to Manufacture and Utilities	208	4.93%	2.75%	179
1 family households	1,510	73.44%	66.62%	110	Commuting				
Multiple-family households	25	1.22%	1.27%	96	Car, truck, van	2,061	95.46%	83.86%	114
Non-family households	521	25.34%	32.12%	79	Public Transit	28	1.30%	6.04%	21
Marital Status					Walked	45	2.08%	7.99%	26
Single (never married)	1,261	29.68%	30.35%	98	Bicycle	0	0.00%	0.59%	0
Married (not separated)	2,209	51.99%	52.41%	99	Household Income				
Widowed	244	5.74%	7.04%	82	Average household income	\$58,378		\$66,821	87
Divorced	343	8.07%	6.86%	118	Language, Immigration & Ethno-Cultural				
Separated (legally married)	192	4.52%	3.34%	135	Immigration Status				
Age of Children At Home					Non-immigrant population	4,985	96.65%	94.05%	103
Under 6 years of age	371	22.53%	19.50%	115	Born in province of residence	4,070	81.64%	80.45%	101
6-14 years	644	39.10%	36.30%	108	Born outside province of residence	915	18.36%	19.55%	94
15 -17 years	255	15.48%	13.84%	112	Immigrant population	173	3.35%	5.58%	60
18-24 years	275	16.70%	19.67%	85	Visible Minority				
25 years and over	103	6.25%	10.69%	58	Total visible minority	108	2.10%	4.53%	46
Dwelling Characteristics					Chinese	8	0.16%	0.61%	26
Housing Tenure					South Asian	1	0.02%	0.48%	4
Owned	1,387	67.46%	71.77%	94	Black	102	1.98%	2.14%	93
Rented	670	32.59%	27.77%	117	Filipino	5	0.10%	0.10%	99
Band housing	0	0.00%	0.46%	0	Latin American	2	0.04%	0.11%	35
Housing Type					Southeast Asian	3	0.06%	0.08%	70
Houses	1,685	81.96%	74.05%	111	Arab	0	0.00%	0.58%	0
Semi-detached house	210	12.46%	6.86%	182	West Asian	0	0.00%	0.10%	0
Single -detached house	1,465	86.94%	90.18%	96	Korean	0	0.00%	0.11%	0
Row house	9	0.53%	2.96%	18	Japanese	0	0.00%	0.06%	0
Apartments	258	12.55%	19.02%	66	Mother Tongue - Top 12				
Low-rise (<5 floors)	258	100.00%	77.49%	129	English	5,006	96.58%	90.37%	107
High-rise (5+ floors)	0	0.00%	22.51%	0	French	40	0.77%	3.31%	23
Detached duplex	108	5.25%	3.12%	168	Total Non-Official	95	1.83%	4.30%	43
Movable dwelling	4	0.19%	3.53%	6	Dutch	31	0.60%	0.25%	235
Age of Housing					German	28	0.54%	0.43%	126
Before 1946	253	12.31%	18.65%	66	Italian	7	0.14%	0.10%	134
1946-1960	290	14.11%	12.40%	114	Mandarin	4	0.08%	0.10%	76
1961-1970	248	12.06%	10.91%	111	Polish	2	0.04%	0.21%	18
1971-1980	395	19.21%	17.96%	107	Punjabi	0	0.00%	0.06%	0
1981-1985	205	9.97%	7.98%	125	Cantonese	0	0.00%	0.06%	0
1986-1990	201	9.78%	8.37%	117	Spanish	0	0.00%	0.22%	0
1991-1995	203	9.87%	6.55%	151	Arabic	0	0.00%	0.51%	0
1996-2000	134	6.52%	6.01%	108	Tagalog	0	0.00%	0.06%	0
2001-2006	78	3.79%	6.12%	62	Portuguese	0	0.00%	0.06%	0
After 2006	49	2.38%	5.05%	47	Chinese n.o.s	0	0.00%	0.30%	0
					Generation (Adjusted 2006)				
					1st (Immigrants)	145	3.55%	6.32%	56
					2nd (Cdn-born children of immigrants)	284	6.96%	7.29%	96
					3rd+ (Cdn-born children of Cdn-born)	3,650	89.48%	86.39%	104



Demographic Summary - Page 2
Service Area: Canard United
Benchmark: Nova Scotia

Variable	Service Area		Benchmark	Index
	Count	%	%	
Language, Immigration and Ethno-Cultural (Cont'd)				
Period of Immigration (Adjusted 2006)				
Before 1961	48	32.88%	20.43%	161
1961-1970	27	18.49%	16.24%	114
1971-1980	29	19.86%	16.99%	117
1981-1990	8	5.48%	13.40%	41
1991-1995	0	0.00%	7.83%	0
1996-2000	2	1.37%	9.84%	14
2001-2006	32	21.92%	15.27%	144
Religion				
Major Religions (2001)				
Christian	8,057	80.03%	87.39%	92
Muslim	17	0.17%	0.39%	43
Jewish	0	0.00%	0.23%	0
Buddhist	0	0.00%	0.20%	0
Hindu	0	0.00%	0.14%	0
Sikh	0	0.00%	0.03%	0
Aboriginal spirituality	0	0.00%	0.03%	0
Pagan	23	0.23%	0.09%	258
No religion	1,971	19.58%	11.62%	169
Christian Denominations (2001)				
Catholic	1,329	13.20%	36.57%	36
Roman Catholic	1,329	13.20%	36.53%	36
Ukrainian Catholic	0	0.00%	0.04%	0
Protestant	6,420	63.77%	48.10%	133
United Church	1,162	11.54%	15.88%	73
Anglican	874	8.68%	13.40%	65
Baptist	3,864	38.38%	10.58%	363
Lutheran	53	0.53%	1.23%	43
Protestant not included elsewhere	70	0.70%	1.69%	41
Presbyterian	108	1.07%	2.49%	43
Pentecostal	140	1.39%	1.03%	135
Mennonite	0	0.00%	0.09%	0
Jehovah's Witnesses	90	0.89%	0.51%	174
Mormons	0	0.00%	0.28%	0
Salvation Army	27	0.27%	0.44%	61
Christian Reformed Church	13	0.13%	0.08%	162
Evangelical Missionary Church	0	0.00%	0.02%	0
Christian and Missionary Alliance	0	0.00%	0.02%	0
Adventist	0	0.00%	0.16%	0
Non-denominational	19	0.19%	0.14%	137
Hutterite	0	0.00%	0.00%	100
Methodist	0	0.00%	0.02%	0
Brethren in Christ	0	0.00%	0.04%	0
Orthodox	0	0.00%	0.35%	0
Greek Orthodox	0	0.00%	0.23%	0
Ukrainian Orthodox	0	0.00%	0.01%	0
Serbian Orthodox	0	0.00%	0.00%	0
Other Orthodox	0	0.00%	0.10%	0
Other Christian	193	1.92%	1.15%	167
Income and Expenditures				
Gifts of Money and Contributions (2011)				
Total gifts of money and contributions	\$3,165,350		\$100	100
Money and support payments	\$2,076,654	66.00%	64.00%	103
Contributions to charity	\$1,088,682	34.00%	36.00%	94
Religious organizations	\$740,708	23.00%	23.00%	100
Non-religious charitable organizations	\$347,426	11.00%	13.00%	85
Income (2011)				
0 to \$10,000	89	4.33%	4.95%	87
\$10,000 to \$19,999	205	9.97%	10.18%	98
\$20,000 to \$29,999	243	11.82%	10.60%	112
\$30,000 to \$39,999	259	12.60%	10.73%	117
\$40,000 to \$49,999	217	10.55%	9.97%	106
\$50,000 to \$59,999	224	10.89%	9.22%	118
\$60,000 to \$69,999	219	10.65%	8.42%	127
\$70,000 to \$79,999	160	7.78%	7.24%	108
\$80,000 to \$89,999	123	5.98%	5.97%	100
\$90,000 to \$99,999	105	5.11%	4.82%	106
\$100,000 or Over	213	10.36%	17.90%	58



Demographic Trends Report (2006 - 2021)
 Service Area: Canard United
 Benchmark: Nova Scotia

Average Household Income

Time Period	Service Area	Benchmark	Index
2006 Estimate	\$52,759	\$59,082	89
2011 Estimate	\$59,159	\$66,821	89
2014 Projection	\$64,419	\$72,921	88
2016 Projection	\$67,701	\$76,684	88
2021 Projection	\$76,682	\$87,106	88

Total Population

Time Period	Service Area	Benchmark	Index
2006 Estimate	10,711	937,986	---
2011 Estimate	10,663	944,649	---
2014 Projection	10,790	960,187	---
2016 Projection	10,884	972,139	---
2021 Projection	11,149	1,003,722	---

Total Households

Time Period	Service Area	Benchmark	Index
2006 Estimate	4,281	385,218	---
2011 Estimate	4,358	399,593	---
2014 Projection	4,501	412,793	---
2016 Projection	4,616	422,496	---
2021 Projection	4,845	443,297	---

Aggregate Household Income (Current \$000)

Time Period	Service Area	Benchmark	Index
2006 Estimate	\$225,860	\$22,759,552	---
2011 Estimate	\$257,816	\$26,701,199	---
2014 Projection	\$289,950	\$30,101,201	---
2016 Projection	\$312,509	\$32,398,489	---
2021 Projection	\$371,523	\$38,613,744	---

Population Change (Persons)

Time Period	Service Area	Benchmark	Index
2006 Estimate	0	0	---
2011 Estimate	-48	6,663	---
2014 Projection	127	15,538	---
2016 Projection	94	11,952	---
2021 Projection	265	31,583	---

Household Change (Dwellings)

Time Period	Service Area	Benchmark	Index
2006 Estimate	0	0	---
2011 Estimate	77	14,375	---
2014 Projection	143	13,200	---
2016 Projection	115	9,703	---
2021 Projection	229	20,801	---

Average Household Income Change (Current \$)

Time Period	Service Area	Benchmark	Index
2006 Estimate	\$52,759	\$59,082	0
2011 Estimate	\$59,159	\$66,821	83
2014 Projection	\$64,419	\$72,921	86
2016 Projection	\$67,701	\$76,684	87
2021 Projection	\$76,682	\$87,106	86

Population Change (Percent)

Time Period	Service Area	Benchmark	Index
2006 Estimate	0.00%	0.00%	0
2011 Estimate	-0.45%	0.71%	-63
2014 Projection	1.19%	1.64%	72
2016 Projection	0.87%	1.24%	70
2021 Projection	2.43%	3.25%	75

Household Change (Percent)

Time Period	Service Area	Benchmark	Index
2006 Estimate	0.00%	0.00%	0
2011 Estimate	1.80%	3.73%	48
2014 Projection	3.28%	3.30%	99
2016 Projection	2.55%	2.35%	109
2021 Projection	4.96%	4.92%	101

Aggregate Household Income Change (Current \$000)

Time Period	Service Area	Benchmark	Index
2006 Estimate	\$225,860	\$22,759,552	---
2011 Estimate	\$257,816	\$26,701,199	---
2014 Projection	\$289,950	\$30,101,201	---
2016 Projection	\$312,509	\$32,398,489	---
2021 Projection	\$371,523	\$38,613,744	---

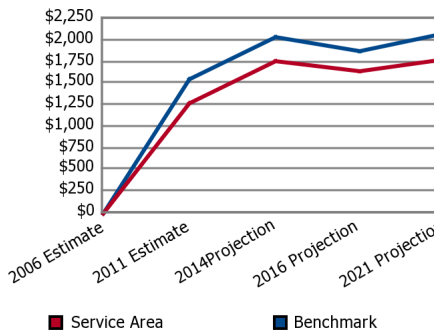
Rate of Population Change (per year)

Time Period	Service Area	Benchmark	Index
2006 Estimate	0.00%	0.00%	0
2011 Estimate	-0.09%	0.14%	-63
2014 Projection	0.40%	0.55%	72
2016 Projection	0.44%	0.62%	70
2021 Projection	0.49%	0.65%	75

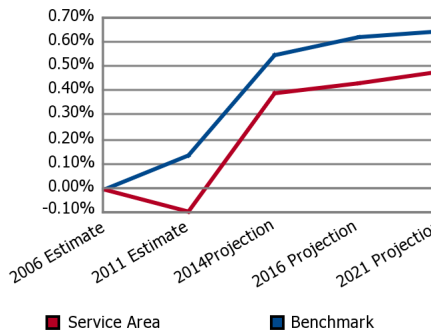
Rate of Household Change (per year)

Time Period	Service Area	Benchmark	Index
2006 Estimate	0.00%	0.00%	0
2011 Estimate	0.36%	0.75%	48
2014 Projection	1.09%	1.10%	99
2016 Projection	1.28%	1.18%	109
2021 Projection	0.99%	0.98%	101

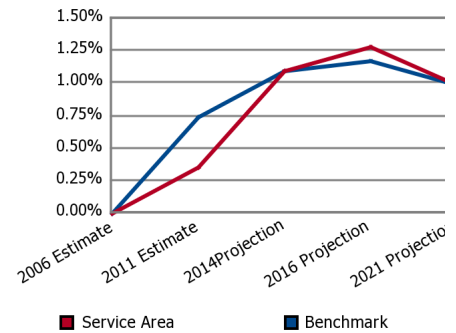
Average Household Income change (per year, Current \$)



Rate of Population Change (per year)



Rate of Household Change (per year)



MIDDLE-AGED, UPPER-MIDDLE-CLASS COUPLES AND FAMILIES

Population	590,219 (1.74% of Canada)
Households	225,396 (1.67% of Canada)
Average Household Income	\$91,073
Housing Tenure	Homeowners
Education	Mixed
Occupation	Mixed
Ethnic Presence	Low
Sample Social Value	Canadian Identity



There's a proud, self-reliant streak in *Middle-aged, upper-middle-class couples and families*, a cluster of older, upper-middle-class households that are increasingly empty-nesting. Concentrated in the small towns of Ontario, most residents live in older homes with average values. They've parlayed their varied educations into a mix of occupations and comfortable, outdoorsy lifestyles. Many spend their free time canoeing, power boating, gardening, swimming and playing golf, and they enjoy going to exhibitions that feature RVs, motorcycles, sports gear, homes and gardens. *Middle-aged, upper-middle-class couples and families* residents may not be into the latest fashion or the newest technology, but they understand engines, filling their garages with snowmobiles, ATVs, vans and pickup trucks—typically made by domestic manufacturers. As their cluster name implies, residents are big fans of both water and motor sports.

Thanks to their upper-middle-class incomes, the couples in *Middle-aged, upper-middle-class couples and families* have the financial wherewithal to live in upscale comfort. They shop at stores like Tabi International and have high rates for going to community theatres, music festivals and comedy clubs. While relaxing at home they like to watch television, enjoying game shows, sitcoms, variety programs and all kinds of sports. And personal finance appears to be one of their favourite indoor hobbies. In fact, *Middle-aged, upper-middle-class couples and families* residents are more than twice as likely as the general population to have \$250,000-\$500,000 in securities and savings.

How They Live

Leisure

power boating/jet skiing
 auto races
 garden shows
 swimming
 economy hotels

Shopping

snowmobiles/ATVs
 arts and crafts
 casual dining restaurants
 RW & Co.
 Sears

Media

real estate listings
Canadian House and Home
 sitcoms
 top-40 radio
 MSN messenger

Food/Drink

frozen main courses
 bacon
 ice cream
 rice cakes
 iced tea

Financial

\$250,000-\$500,000 in securities and savings
 Canadian savings bonds
 will/estate planning
 registered retirement income funds
 donations to Heart & Stroke Foundation

Automotive

minivans
 midsize cars
 own 2 vehicles
 Cadillac
 Buick

Attitudes

"I am a homebody"
 "I prefer to postpone a purchase than buy on credit"
 "To me, shopping is a chore rather than a pleasure"
 "Overall, there is too much immigration, threatening the purity of the country"
 "I think health-related issues are given too much attention"

UPPER-MIDDLE-CLASS TOWN FAMILIES AND COUPLES

Population	822,445 (2.42% of Canada)
Households	305,875 (2.27% of Canada)
Average Household Income	\$93,643
Housing Tenure	Homeowners
Education	Mixed
Occupation	Blue Collar & Service Sector
Ethnic Presence	Low
Sample Social Value	Attraction to Nature



With some of the highest rates for blue-collar jobs in trades, transportation and mining, the residents of *Upper-middle-class town families and couples* lead casual lifestyles. These middle-aged couples and families live in midscale houses and mobile homes in small towns and rural communities across English Canada. When quitting time rolls around, they like to relax at home with their stereos, DVD players and HDTVs. They're big fans of TV movies, game shows, sitcoms and mini-series. Their idea of a big night out is going to a family dining restaurant, browsing antiques stores or going shopping at Costco. Fond of nature, many also spend free time outdoors, going camping, power boating, snowmobiling and playing hockey. When they travel, they typically hit the road in vans, trucks hauling campers and recreational vehicles to explore the national and provincial parks across Canada and the U.S.

Upper-middle-class town families and couples residents have only modest educational achievement levels—just 13 percent have gone to a university—and there's a traditional working-class atmosphere to this most affluent town cluster. The men like to hunt, fish, work on their homes and drink beer. While the women work outside the home at high rates, they also enjoy domestic diversions like gardening and baking. These are fiscally conservative Canadians who worry about threats to their livelihood and who tend to buy savings bonds, travel insurance and overdraft protection. Price-conscious, they have high rates for responding to mail order promotions, Internet ads and flyers tucked into daily and community newspapers.

How They Live

Leisure

boating
hockey
auto races
fishing/hunting
travel by camping

Shopping

DVD players
snowmobiles
bulk food stores
antique stores
Mark's Work Warehouse

Media

real estate listings
Harrowsmith Country Life
"Extreme Makeover: Home Edition"
community radio
e-Bay

Food/Drink

pasta sauce
processed cheese
wiensers
prepared infant formula
coolers

Financial

RRSPs
stocks
will/estate planning
personal loans
donations to religious groups

Automotive

pickup trucks
midsize cars
bought used pickup trucks
Chevrolet
Pontiac

Attitudes

"The man should be the head of the family"
"I look for bargains in second-hand clothing stores"
"I would rather spend a quiet evening at home than go out to a party"
"Environmental problems in distant countries don't affect our environment"
"I have conservative tastes in food"

RURAL, MIDSCALE COUPLES AND FAMILIES

Population	463,792 (1.37% of Canada)
Households	189,650 (1.41% of Canada)
Average Household Income	\$74,133
Housing Tenure	Homeowners
Education	Mixed
Occupation	Service Sector & Blue Collar
Ethnic Presence	Low
Sample Social Value	Primacy of Family



Rural, midscale couples and families is a rural refuge for middle-aged couples and families seeking the comforts of small-town living. Predominantly white and middle-class, these households have settled in rustic towns and townships filled with single-family houses and mobile homes. With decent-paying jobs in blue-collar and service industries, the group's dual-income couples maintain casual, outdoorsy lifestyles—their driveways filled with campers and power boats, their garages cluttered with snowmobiles and ATVs. They're the kind of consumers who own a lot of pets and sporting equipment. And they don't let distances stop them from keeping current with popular culture: they have high rates for attending rock concerts, film festivals and home and boat shows. Still, they admit that they're somewhat conservative in their thinking, observing that they're religious, risk-averse in financial matters and protective of their children.

The residents of *Rural, midscale couples and families* are loyal to traditional media. They listen to country music and golden oldies on the radio, read *Canadian Geographic* and *Canadian Home* and *Country* magazines and like to watch daytime soaps and network dramas on TV. These fiscally conservative households still enjoy buying products by mail order and catalogues, though they're increasingly turning to websites to buy clothing, electronics and toys. But media patterns in this group are somewhat depressed because so many families spend much of their leisure time outside, going fishing, hunting, boating, snowmobiling and curling. Wary of large crowds, they would rather go off into the woods or onto a lake than almost anywhere else.

How They Live

Leisure

music festivals
pet shows
fishing/hunting
swimming
camping

Shopping

video cameras
ATVs
seafood restaurants
Original Levi's Store
Sears catalogue

Media

National Post Weekend
Canadian Geographic
"All My Children"
golden oldies radio
online shopping

Food/Drink

bacon
peanut butter
rolled oats
baking chips
vodka

Financial

bonds
auto loans
GICs
telephone banking
travel insurance

Automotive

SUVs
midsize cars
own 3+ vehicles
GMC
Mitsubishi

Attitudes

"Life in the country is much more satisfying than life in the city"
"I prefer to postpone a purchase than buy on credit"
"I try to minimize the amount of time I spend on personal grooming"
"Young people are too sexually active"
"I often buy snacks just with myself in mind"

MATURE, LOWER-MIDDLE CLASS SUBURBAN HOMEOWNERS

Population	723,872 (2.13% of Canada)
Households	309,908 (2.30% of Canada)
Average Household Income	\$67,990
Housing Tenure	Homeowners
Education	Mixed
Occupation	Service Sector & White Collar
Ethnic Presence	Low
Sample Social Value	Fatalism



With nearly a third of household maintainers over 65 years old, *Mature, lower-middle class suburban homeowners* is a quietly aging cluster, a collection of middle-class couples and families living in small towns across English Canada. Many residents are high school-educated empty-nesters, and those still working tend to be employed in service sector jobs. But these communities still have a number of Baby Boom residents—more than half of the households have kids—and *Mature, lower-middle class suburban homeowners* is known for its family-centred lifestyle. Households enjoy outdoor leisure activities like fishing, hunting, skateboarding and golf. On weekends, they'll go to a dinner theatre, music festival or show on any number of topics: skiing, RVs and health are favourites. Given its small-town setting and aging adults, *Mature, lower-middle class suburban homeowners* fosters traditional values. Stressing the importance of religion and family values, residents believe society is governed by forces beyond an individual's control.

Mature, lower-middle class suburban homeowners residents are media traditionalists who like to buy by mail order, enjoy reading newspapers like the *National Post* and have yet to embrace the Internet. When they turn on their car radios, they typically tune in to country music, sports or the weather report. *Mature, lower-middle class suburban homeowners* households are also prime TV fans, watching lots of game shows, mini-series, hockey games and networks like Country Music Television and HGTV. These households can afford to travel, and they visit a number of countries at high rates, including Jamaica, Australia, the U.K. and the U.S. But they also are happy as homebodies, and enjoy baking, making crafts and watching DVDs. In a rapidly changing world, they move at an unhurried pace in their older homes, sedans bought used and comfortable clothes bought in second-hand stores.

How They Live

Leisure

dinner theatres
golf
health and living shows
sports lotteries
travel to Jamaica

Shopping

DVD players
building sets
mail-order shopping
Warehouse One
Shoppers Drug Mart

Media

National Post
Canadian Home Workshop
"Medium"
radio contests
online news

Food/Drink

canned pasta
powdered fruit drinks
salsa
lunch kits
coolers

Financial

\$100,000-\$250,000 in securities and savings
personal loans
phone banking
private health/disability insurance
donations to Heart & Stroke Foundation

Automotive

crossover utility vehicles
3+ automobiles
\$15,000-\$20,000 on latest vehicle
Chevrolet
Toyota

Attitudes

"My religious beliefs are very important to me"
"I look for specials in flyers/newspaper inserts to plan my shopping list"
"I look for bargains in second-hand clothing stores"
"New technologies are causing more problems than they are solving"
"There's too much attention today on eating only healthy foods"

LOWER-MIDDLE-CLASS, MATURE AND YOUNG IN INDUSTRIAL COMMUNITIES

Population	541,075 (1.59% of Canada)
Households	236,103 (1.75% of Canada)
Average Household Income	\$59,337
Housing Tenure	Owners & Renters
Education	Grade 9/High School/College
Occupation	Service Sector & Blue Collar
Ethnic Presence	Low
Sample Social Value	Importance of National Superiority



Located in industrial cities and towns across southern Ontario, *Lower-middle-class, mature and young in industrial communities* consists of a mix of mature and young, blue-collar and service workers living in older homes and apartments. They're the kind of tight-knit communities where residents enjoy socializing at local eateries like Tim Horton's. Few clusters score higher in the popularity of sandwich shops, drive-throughs and take-out restaurants. Predominantly white and working-class, these Canadians have crafted rustic lifestyles filled with fishing and hunting, baseball and hockey. They'll occasionally splurge on a visit to an arts and crafts show, community theatre or racetrack. But these folks are more concerned about hanging on to their paycheques than gambling them away on horses or video lotteries. In fact, *Lower-middle-class, mature and young in industrial communities* residents tend to shop at outlet malls and second-hand stores, and they join nearly every retail loyalty program they come across.

Lower-middle-class, mature and young in industrial communities has a split personality: heads of households score above-average for being both under 35 and over 65. The combined effect results in the popularity of both video game stations and bingo halls, but a weak market for infant toys, golf clubs and investment shows. There's not a lot of disposable income for travel abroad, and relatively few have high-speed Internet access or subscriptions to newspapers or magazines. Instead, these Canadians kick back at home with a beer and a hockey game on TV. Among the *Lower-middle-class, mature and young in industrial communities* set, Canadian-made cars, beer and hockey rule.

How They Live

Leisure

sandwich restaurants
film festivals
horse races
fishing/hunting
craft shows

Shopping

video game systems
power boats
action figures
Zellers
Old Navy

Media

National Post Weekend
Outdoor Canada
"CBC Hockey Night in Canada"
mainstream rock radio
automotive websites

Food/Drink

frozen pizza
bacon
processed cheese
meal helpers
value-priced domestic beer

Financial

\$5,000-\$10,000 in securities and savings
debit cards
personal overdraft protection
mortgage insurance
donations to environmental groups

Automotive

minivans
full-size cars
\$20,000-\$30,000 on latest vehicle
Ford
Buick

Attitudes

"Family life and having children are most important to me"
"I prefer to postpone a purchase than buy on credit"
"To me, shopping is a chore rather than a pleasure"
"I have enough trouble worrying about my own problems without worrying about others"
"Canadian beer is the best in the world:"

YOUNG, MOBILE DOWNSCALE CITY DWELLERS

Population	532,772 (1.57% of Canada)
Households	233,208 (1.73% of Canada)
Average Household Income	\$55,637
Housing Tenure	Owners & Renters
Education	Grade 9/High School
Occupation	Service Sector & Blue Collar
Ethnic Presence	Low
Sample Social Value	Anomie and Aimlessness



Located throughout English Canada in cities as well as small towns, *Young, mobile downscale city dwellers* presents a working-class portrait: a population of young singles, families and single parents who are often on the move, to the point of sometimes feeling aimless. Residents here not only tend to move often, they also have a high rate of employment in transportation, in addition to manufacturing and sales. No one's particularly well off in *Young, mobile downscale city dwellers*, but residents live decently on their \$55,000 annual incomes. They like to visit bars and nightclubs, gamble at bingo halls and horse racetracks, and take the occasional trip within Canada, often staying in their campers or RVs. Entertainment at home typically involves doing crafts, reading entertainment magazines and listening to the radio—country, mainstream rock and classic hits are favourite genres. With many working at tiring industrial jobs, they admit that they're happy just to relax at home at night.

The residents of *Young, mobile downscale city dwellers* may be modest consumers but they score high as TV fans. Surveys show that they're eclectic in their TV preferences—enjoying sitcoms and game shows as well as wrestling and home improvement shows. But they're not hardcore couch potatoes: These young Canadians also have high rates for belonging to health clubs to do Pilates and yoga. However, their biggest thrills come as spectators of motorized sports, and few clusters score higher for attending motorcycle shows, air exhibitions and auto races. Even their kids get into the spirit, playing with racing sets and riding toys.

How They Live

Leisure

arts/crafts/sewing/knitting
bingo halls
motorcycle shows
health clubs
under \$500 on a Canadian vacation

Shopping

car stereos
campers/trailers
large toy cars and trucks
Stitches
Smart Set

Media

National Post
Canadian Home Workshop
"CSI: NY"
classic hits radio
buy video games online

Food/Drink

Mexican dinner kits
iced tea
rice cakes
toaster products
rye

Financial

\$10,000-\$15,000 in securities and savings
auto loans
small office packages
personal overdraft protection
donations to Heart & Stroke Foundation

Automotive

large-sized vans
midsize premium cars
\$50,000+ on latest vehicle
Pontiac
Buick

Attitudes

"There's very little that connects me with what's happening in society"
"I am more of a spender than a saver"
"I look for bargains in second-hand clothing stores"
"New technologies are causing more problems than they are solving"
"Low alcohol beer is not a man's drink"

YOUNG AND MATURE, BLUE-COLLAR AND SERVICE WORKERS

Population	333,919 (0.98% of Canada)
Households	145,835 (1.08% of Canada)
Average Household Income	\$59,900
Housing Tenure	Homeowners
Education	Grade 9/High School
Occupation	Service Sector & Blue Collar
Ethnic Presence	Low
Sample Social Value	Technological Anxiety



Young and mature, blue-collar and service workers, a wide-ranging cluster of blue-collar and service sector workers in small cities and large towns, tends to stand out only in its below-averageness. The cluster ranks below average for income, education, immigration, car ownership and new housing. And the lifestyles of its residents—a mix of older singles, lone parents, couples and families, including 9 percent aboriginal people—are similarly economical. *Young and mature, blue-collar and service workers* residents have high rates for eating at taco restaurants, shopping at bulk food stores and taking camping vacations. At home, they spend their leisure time making crafts, listening to country and mainstream rock, and playing sports like football and curling. Their only vice appears to be gambling; they're big fans of casinos, bingo halls and traveling to Las Vegas. In these downscale communities, *Young and mature, blue-collar and service workers* residents apparently hope for a big win to improve their prospects.

Unlike many working-class clusters, *Young and mature, blue-collar and service workers* scores relatively low for outdoor activities such as hockey, soccer, skiing and golf. These residents tell market researchers that they rarely exercise, preferring more sedentary activities. They exhibit high rates for playing video games and billiards, as well as going to motorcycle shows and comedy clubs. Then again, in *Young and mature, blue-collar and service workers* communities, there's often little nearby culture or professional sports to lure consumers from their homes. In this cluster, residents get their entertainment from TV networks like Star, YTV, Super Channel and Country Music Television. Not many long to be the first on their block to own the latest computer or MP3 player.

How They Live

Leisure

casinos
curling
power boating/jet skiing
football
RV/camper travel

Shopping

snowmobiles/ATVs
mail-order shopping
bulk food stores
Pennington's
Wal-Mart

Media

classified ads
Glow
"Degrassi"
country radio
buy clothing online

Food/Drink

packaged pasta
frozen vegetables
cookie mixes
oatmeal
soft drinks

Financial

\$50,000-\$100,000 in securities and savings
debit quick-pay cards
senior banking services
telephone banking
donations to religious groups

Automotive

minivans
midsize cars
under \$10,000 on latest vehicle
Chevrolet
Toyota

Attitudes

"Working makes me feel like I am in control of my life"
"If I see something interesting in a store, I will usually buy it on impulse"
"I try to minimize the amount of time I spend on personal grooming"
"From time to time, I like to do things that are dangerous or forbidden, just for the sake of the risk"
"I rarely exercise, jog or play an active sport"

OLDER, DOWNSCALE COUPLES AND FAMILIES IN REMOTE AREAS

Population	696,179 (2.05% of Canada)
Households	279,645 (2.07% of Canada)
Average Household Income	\$57,591
Housing Tenure	Homeowners
Education	Grade 9/High School/Trade
Occupation	Blue Collar & Service Sector
Ethnic Presence	Low
Sample Social Value	Legacy



You can't get much further out than *Older, downscale couples and families in remote areas*, a collection of remote towns and villages concentrated in the Atlantic provinces. Residents tend to be blue-collar, downscale, over 45 years old and living in older, modest-sized homes. Typically, life in this cluster is a throwback to Canada's agrarian era, when fishing and farming dominated the national economy. *Older, downscale couples and families in remote areas* residents are rugged individualists who enjoy hunting, snowmobiling, boating and cross-country skiing. Around the house, they're into gardening, cooking, crafts and television—especially home improvement shows, sitcoms, infomercials and country music programs. Somewhat parochial in their world view, these folks love their rustic communities, rarely travel outside Canada and declare that they would rather spend an evening at home than anywhere else.

Older, downscale couples and families in remote areas offers a portrait of traditional Canadian life. Cluster couples and families still like to fish and hunt, grow their own vegetables, sleep under the stars and pass on their moral and spiritual values to their children. Even their media habits look to the past, with relatively high rates for listening to old-fashioned country and religious programming. Status in this corner of the countryside is trading in your pickup truck for a full-sized SUV. But forget about the online world. This is one of the few clusters where nearly three-quarters of residents lack Internet access, and those that have it still use dial-up phone service to get online.

How They Live

Leisure

fishing/hunting
community theatres
canoeing/kayaking
sportsman shows
travel to cottages

Shopping

boats
weather-proof clothing
drive-thru restaurants
Sears catalogue
Mark's Work Wearhouse

Media

lifestyle section
Gardening Life
"Rick Mercer's Monday Report"
religious radio
dial up internet

Food/Drink

canned pasta
meal helpers
baking chips
instant coffee
rum

Financial

\$15,000-\$25,000 in securities and savings
Canadian savings bonds
personal loans
debt consolidation services
donations to medical groups

Automotive

pickup trucks
compact cars
\$20,000-\$30,000 on latest vehicle
Ford
Chevrolet

Attitudes

"I love fresh air and outdoor activities"
"It is very likely that, if a product is widely advertised, it is a good product"
"To me, shopping is a chore rather than a pleasure"
"It's important to prevent regional customs and traditions from disappearing"
"I pay very close attention to the ingredients in medication"

DOWNSCALE SMALL-TOWN SENIORS

Population	482,272 (1.42% of Canada)
Households	209,702 (1.55% of Canada)
Average Household Income	\$58,140
Housing Tenure	Homeowners
Education	Grade 9/High School/Trade
Occupation	Service Sector & Blue Collar
Ethnic Presence	Low
Sample Social Value	Risk Aversion



Downscale small-town seniors is mostly a rural retirement lifestyle, dominated by downscale families and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors enjoy down-home lifestyles in their older homes, getting by on about \$58,000 a year. In their traditional households, the men fish and hunt, the women garden and bake, and everyone enjoys watching curling and golf on TV. But some of the younger adults in the cluster, who tend to work at farming and blue-collar jobs, also pursue outdoorsy activities like cross-country skiing, snowmobiling and playing baseball. Living in far-flung communities means they have few commercial options and they often must travel distances to shop at discount stores like Wal-Mart, Sears and Cotton Ginny. At the local grocer, they stock up on powdered drinks, processed cheese and baking ingredients—anything they can't grow in a garden or raise in a pen.

In *Downscale small-town seniors*, television remains the most popular form of entertainment, and these viewers love their talk shows, game shows and family programs such as “The View” and “The Hour”, the Discovery Channel and Country Music Television. They're not big radio fans but they will tune in to stations that offer country music, contests and weather reports. “Golden oldies” could also describe their automotive choices, with their driveways most likely lined with used trucks and SUVs. Even though they may not have much cash to spare, they enjoy attending auto, home and RV shows, always in search of an affordable deal or conservative investment.

How They Live

Leisure

craft shows
gardening
curling
figure skating exhibitions
travel by bus within Canada

Shopping

snowmobiles
video cameras
home health care stores
Cotton Ginny
Warehouse One

Media

food section
Good Times
"The View"
variety radio
online radio

Food/Drink

wieners
baking ingredients
ice cream
iced tea
rye

Financial

\$5,000-\$10,000 in securities and savings
term deposits
online stock trading
telephone banking
donations to Kidney Foundation

Automotive

SUVs
full-size cars
bought used pickup trucks
Dodge
Chevrolet

Attitudes

"I prefer people who act like everybody else, without trying to stand out"
"Most big businesses do their best to provide high quality goods and services to their customers"
"I enjoy being extravagant"
"Environmental problems in distant countries don't affect our environment"
"I am careful of what I eat in order to keep my weight under control"

YOUNG AND MATURE, LOW-INCOME CITY DWELLERS

Population	764,151 (2.25% of Canada)
Households	373,763 (2.77% of Canada)
Average Household Income	\$49,038
Housing Tenure	Owners & Renters
Education	Grade 9/High School
Occupation	Service Sector
Ethnic Presence	Low
Sample Social Value	Importance of Price



Scattered across English Canada's cities and large towns, *Young and mature, low-income city dwellers* is often the first home-on-their-own for young singles and single parents working at entry-level service jobs. In these downscale neighbourhoods filled with row houses and low-rise apartments, visitors find the streets jam-packed with active, young adults as well as a few long-time, elderly maintainers. Residents have high rates for going to bars, nightclubs, comedy clubs and rock concerts. The concentration of pre-school children is apparent in residents' shopping carts, typically filled with toys, video game systems, inexpensive canned pasta, powdered soft drinks and plenty of baby food. With its relatively high concentration of Canadians of aboriginal origin—about 11 percent of the populace—residents score high for cultural fusion, seeking out cross-cultural activities like dance performances, music festivals and community theatre productions.

The households in *Young and mature, low-income city dwellers* show above-average rates for consuming most media and are particularly fond of television. They watch a range of programming: mini-series, game shows, talk shows and hockey. With many walking or driving to work, this is a strong market for music, and the most popular radio stations play country, mainstream rock and classic hits. But the low educations and incomes also affect media patterns in *Young and mature, low-income city dwellers*, as most households pass up subscribing to newspapers and magazines. They'd rather save their household entertainment budget for the Internet, going online for dating, downloading music and buying clothes and cosmetics. Although they can't afford to travel much outside of Canada, they do pay for online access in order to escape into the virtual world.

How They Live

Leisure

bars/nightclubs
community theatres
rock concerts
CFL football
movies

Shopping

action figures
video game systems
second hand stores
Thrifty's
Bootlegger

Media

The Globe and Mail
Teen Tribute
"Family Guy"
mainstream rock radio
download MP3's

Food/Drink

canned pasta
Oriental noodles
salsa
baby foods
vodka

Financial

\$15,000-\$25,000 in securities and savings
GICs
telephone banking
senior banking services
donations to Salvation Army

Automotive

pickup trucks
full-size cars
one vehicle owned or leased
Buick
Pontiac

Attitudes

"It is important to me to regularly get away from all responsibilities and burdens"
"Premium priced brands are not worth the extra money"
"I look for bargains in second-hand clothing stores"
"I'm afraid to walk alone at night in my neighbourhood"
"I often reward myself by having a snack"



Attribute List Ranking - Full Profile
Attribute List: Social Values - Trends
Service Area: Canard United
Benchmark: Nova Scotia

¹ = Total Population 15+

ID	Attribute	Service Area		Benchmark		Index
		Count	% Pen	Count	% Pen	
Total Population (P)		8,884¹	100.0	807,815¹	100.0	100
SV057	Fear of Violence (P)	1,369	15.41%	110,494	13.68%	113
SV007	Attraction to Nature (P)	2,698	30.36%	218,884	27.10%	112
SV052	Ethnic Intolerance (P)	2,305	25.95%	191,128	23.66%	110
SV079	Control of Privacy (P)	2,364	26.61%	196,383	24.31%	109
SV062	Primacy of Environmental Protection (P)	1,478	16.64%	123,362	15.27%	109
SV060	Financial Concern Regarding the Future (P)	1,961	22.07%	164,913	20.41%	108
SV017	Confidence in Small Business (P)	2,191	24.67%	184,440	22.83%	108
SV038	Fatalism (P)	2,107	23.71%	178,240	22.06%	107
SV003	Ecological Alarmism (P)	1,964	22.11%	166,223	20.58%	107
SV085	Anomie & Aimlessness (P)	2,707	30.47%	229,838	28.45%	107
SV018	Awareness of Mortality (P)	2,853	32.12%	243,163	30.10%	107
SV084	Flexibility of Age Identity (P)	3,173	35.72%	270,990	33.55%	106
SV024	Time Stress (P)	1,389	15.63%	118,796	14.71%	106
SV063	Utilitarian Consumerism (P)	2,047	23.04%	175,131	21.68%	106
SV059	Joy of Consumption (P)	1,328	14.95%	113,684	14.07%	106
SV068	Regional Identity (P)	2,513	28.28%	215,461	26.67%	106
SV061	Primacy of the Family (P)	2,945	33.15%	252,626	31.27%	106
SV020	Ecological Lifestyle (P)	1,818	20.46%	156,872	19.42%	105
SV067	Pursuit of Happiness to the Detriment of Duty (P)	2,101	23.64%	181,446	22.46%	105
SV022	Consumptivity (P)	1,066	12.00%	92,211	11.41%	105
SV055	Openness Toward Others (P)	1,684	18.96%	145,858	18.06%	105
SV009	Risk Aversion (P)	2,297	25.86%	199,261	24.67%	105
SV036	Fulfillment Through Work (P)	1,859	20.93%	161,401	19.98%	105
SV051	Reprioritizing of Work (P)	2,286	25.73%	198,931	24.63%	104
SV082	Faith in Science (P)	1,163	13.10%	101,481	12.56%	104
SV050	Reprioritizing of Money (P)	1,644	18.51%	143,586	17.77%	104
SV043	Importance of Brand (P)	2,505	28.20%	218,892	27.10%	104
SV040	Heterarchy (P)	1,059	11.92%	92,829	11.49%	104
SV025	Personal Creativity (P)	1,759	19.80%	154,335	19.11%	104
SV004	Apocalyptic Anxiety (P)	3,469	39.05%	304,725	37.72%	104
SV044	Importance of National Superiority (P)	2,096	23.60%	184,362	22.82%	103
SV016	Confidence in Big Business (P)	2,247	25.29%	197,761	24.48%	103
SV081	Canadian Identity (P)	5,246	59.05%	464,497	57.50%	103
SV005	Technological Anxiety (P)	4,059	45.69%	359,752	44.53%	103
SV011	Need for Personal Achievement (P)	1,828	20.58%	162,243	20.08%	102
SV021	Ethical Consumerism (P)	2,138	24.06%	189,831	23.50%	102
SV054	New Social Responsibility (P)	899	10.12%	80,281	9.94%	102
SV030	Aversion to Complexity in Life (P)	2,454	27.62%	219,257	27.14%	102
SV031	Effort for Health (P)	2,499	28.13%	223,581	27.68%	102
SV075	Vitality (P)	1,774	19.97%	159,029	19.69%	101
SV072	Concern for Appearance (P)	2,103	23.68%	188,742	23.36%	101
SV001	Acceptance of Violence (P)	2,276	25.62%	204,346	25.30%	101
SV070	Religiosity (P)	2,117	23.83%	190,208	23.55%	101
SV034	Community Involvement (P)	1,977	22.26%	178,005	22.04%	101
SV071	Discriminating Consumerism (P)	1,566	17.63%	141,042	17.46%	101
SV012	Search for Roots (P)	1,378	15.51%	124,371	15.40%	101
SV083	Cynicism (P)	2,817	31.71%	254,341	31.49%	101
SV076	Legacy (P)	2,168	24.41%	196,679	24.35%	100
SV047	Pursuit of Intensity and Emotional Experience (P)	2,000	22.52%	182,389	22.58%	100
SV002	Adaptability to Complexity in Life (P)	1,971	22.18%	180,108	22.30%	100
SV015	Government Involvement (P)	1,506	16.95%	137,687	17.04%	99
SV066	Pursuit of Originality (P)	2,499	28.13%	228,573	28.30%	99
SV014	Confidence in Advertising (P)	3,119	35.11%	285,506	35.34%	99
SV006	Belonging to the Global Village (P)	1,774	19.97%	162,618	20.13%	99
SV019	Global Ecological Awareness (P)	2,864	32.24%	263,117	32.57%	99
SV035	Enthusiasm for Technology (P)	2,863	32.22%	263,177	32.58%	99
SV049	Introspection and Empathy (P)	2,720	30.62%	250,118	30.96%	99
SV048	Interest in the Mysterious (P)	2,319	26.11%	213,437	26.42%	99



Attribute List Ranking - Full Profile
Attribute List: Social Values - Trends
Service Area: Canard United
Benchmark: Nova Scotia

¹ = Total Population 15+

ID	Attribute	Service Area		Benchmark		Index
		Count	% Pen	Count	% Pen	
Total Population (P)		8,884¹	100.0	807,815¹	100.0	100
SV046	Importance of Price (P)	3,958	44.55%	364,689	45.15%	99
SV023	Control of Destiny (P)	2,206	24.83%	203,456	25.19%	99
SV033	Equality of the Sexes (P)	2,588	29.13%	239,062	29.59%	98
SV077	Meaning of Life (P)	2,388	26.88%	220,844	27.34%	98
SV073	Flexibility of Personality (P)	1,782	20.06%	164,991	20.42%	98
SV064	Spiritual Quest (P)	2,618	29.47%	242,606	30.03%	98
SV042	Importance of Physical Beauty (P)	2,168	24.41%	201,209	24.91%	98
SV032	Equal Relationship with Youth (P)	2,236	25.16%	207,469	25.68%	98
SV058	Adaptive Navigation (P)	3,031	34.12%	281,975	34.91%	98
SV010	Need for Status Recognition (P)	1,555	17.51%	145,193	17.97%	97
SV027	Skepticism Toward Small Business (P)	2,782	31.31%	259,946	32.18%	97
SV013	Need for Escape (P)	1,805	20.32%	168,862	20.90%	97
SV039	Penchant for Risk-taking (P)	2,648	29.80%	247,736	30.67%	97
SV028	Social Darwinism (P)	2,818	31.72%	264,591	32.75%	97
SV074	Flexibility of Gender Identity (P)	2,036	22.91%	191,157	23.66%	97
SV029	Civil Disobedience (P)	2,025	22.79%	190,239	23.55%	97
SV008	Attraction to Crowds (P)	1,538	17.31%	144,545	17.89%	97
SV041	Hyper-rationality (P)	2,680	30.16%	253,710	31.41%	96
SV026	Skepticism Toward Big Business (P)	3,395	38.22%	325,156	40.25%	95
SV078	Social Learning (P)	1,728	19.45%	165,635	20.50%	95
SV069	Rejection of Authority (P)	1,858	20.91%	178,653	22.12%	95
SV037	Saving on Principle (P)	1,972	22.20%	189,789	23.49%	94
SV080	Cultural Fusion (P)	2,534	28.52%	245,323	30.37%	94
SV053	Flexible Definition of Family (P)	3,363	37.85%	329,030	40.73%	93
SV056	Sexual Permissiveness (P)	2,039	22.96%	204,176	25.28%	91
SV065	Pursuit of Novelty (P)	1,644	18.51%	166,554	20.62%	90
SV045	Importance of Aesthetics (P)	1,575	17.73%	160,375	19.85%	89

Canada 2010 Social Values Glossary

Trend	Definition
Acceptance of Violence	Believing that violence is an inevitable part of life. People strongest on this trend even accept violence as an outlet for letting off steam or as a way of getting what they want. For some, violence is becoming the only way they can make themselves heard in today's world.
Adaptability to Complexity in Life	Tendency to adapt easily to the uncertainties of modern life, and to feel unthreatened by the changes and complexities of society today. A desire to explore this complexity as a learning experience and a source of opportunities. (<i>Inverse to Aversion to Complexity</i>).
Adaptive Navigation	Having the flexibility to adapt to unforeseen events that interfere with the realization of one's goals. Being flexible in defining one's expectations and ways of meeting one's objectives.
Anomie & Aimlessness	The feeling of having no goals in life. Experiencing a void of meaning with respect to life in general. A feeling of alienation from society, having the impression of being cut off from what's happening.
Apocalyptic Anxiety	Tendency to believe that the world is heading toward major upheavals in the future, and to anticipate these changes with anxiety.
Attraction for Crowds	Taking pleasure in being immersed in a crowd. Desire to share the collective emotions of large crowds and major public events.
Attraction to Nature	How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.
Aversion to Complexity in Life	A desire to keep one's life simple and predictable. People strong on this trend are intimidated and threatened by the changes and complexities in modern life and values. They look for stability and simplicity. (<i>Inverse of Adaptability to Complexity in Life</i>).
Awareness of Mortality	Awareness of and concern over one's own mortality and that of others. For people particularly strong on this trend, awareness is accompanied, at times, by a certain anxiety and fatalism combined with elements of religiosity, spirituality, millennial anxiety, even environmentalism, and belonging to the global village ("the planet is going to Hell and we're going with it").
Belonging to the "Global Village"	Impression of being "plugged into" what's happening in other countries, that one's everyday life is similar to what others experience in other parts of the world. Also, a sense that one can feel what people in other parts of the world are feeling. A feeling of being more a citizen of the world than of one's own country, of participating in an international culture, of living in Marshall McLuhan's "global village".

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Trend	Definition
Canadian Identity	The tendency for people to consider the fact of being “Canadian” as an important part of their identity.
Civil Disobedience	Legitimizing a lack of respect for the social contract considered to be unworkable in any case. Anything goes if it can help people survive in today’s economy. Working or hiring someone under the table or taking certain liberties with one’s income tax return are all expressions of this trend.
Community Involvement	Measure of the interest in what’s happening in one’s neighbourhood, city, town, or region. Reflected in activities ranging from reading the weekly community newspaper to sociopolitical involvement in community organizations. Also an indicator of social conscience.
Concern for Appearance	Placing a great deal of importance on appearing “attractive”, and on the image projected by one’s appearance. People who are strong on this trend are image-driven; this is expressed through specific products and brands.
Confidence in Advertising	Tendency to trust and use advertising as a source of reliable information. Also, a tendency to identify with the fashions and the role models promoted by advertising and the consumer society.
Confidence in Big Business	Tendency to assume that big businesses are generally fair and ethical in their practices committed to providing quality goods, and working in the public interest. (<i>Inverse of Skepticism toward Big Business</i>).
Confidence in Small Business	Tendency to assume that small businesses are generally fair and ethical in their practices, committed to providing quality goods, and working in the public interest. (<i>Inverse of Skepticism toward Small Business</i>).
Consumption Evangelism	Desire to exercise real leadership among the peer group in adopting brands, products and services. Consumers who are strong on this trend are enthusiastic, even passionate, about what they buy and are very well informed about product features and competitive products. These are the people others consult before buying something. Because of their large, well-maintained social network, they wield great influence when it comes to promoting a brand, product or service.
Consumptivity	This trend represents enthusiasm for purchasing products or services in areas of particular interest (such as music, electronics, etc.), about which consumers make an effort to stay continually informed. Through books, magazines and by other means, consumers ensure that they are always up to date with the latest product offerings and market developments in their special area of interest, in order to take maximum advantage of their newest acquisitions.

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Trend	Definition
Control of Destiny	Desire to escape from the domination of society over daily life. The desire to control all aspects of one's life, even those determined by forces over which we seem to have little control. Tendency to believe that not everything is predetermined, that one can influence the course of events. (<i>Inverse of Fatalism</i>).
Control of Privacy	Great concern about the fact that in databases, among other ways, government and business are amassing increasingly large banks of information about people's private lives. People strongest on this trend are selective in their purchases, notably by considering the ethics of the manufacturers.
Cultural Fusion	This trend identifies the view that other cultures have a great deal to give us, and measures people's inclination to incorporate some of these cultural influences into their own lives. The meeting and fusion of totally different cultures produces rich and varied micro-cultures. This phenomenon is already apparent in many areas such as music and cuisine. Well adapted to the complexity of the New World Order, people strongest on this trend consider themselves citizens of the global village.
Cynicism	Tendency to systematically discredit society's elites, whether political, economic or institutional: to doubt or negate the credibility of these elites. Firmly believing that our society leaders are motivated by self-interest, more so than collective welfare.
Discriminating Consumerism	Tendency to actively adopt defensive stratagems to shield oneself from the artificial needs created by the consumer society, and to seek product information before making purchases.
Ecological Alarmism	Tendency to believe that today's environmental problems are leading the planet toward catastrophe, that we are headed toward major ecological disasters. Conviction that industry is in the process of destroying the planet through a total disregard for the environment.
Ecological Lifestyle	Giving a high priority to integrating environmental concerns with purchasing criteria. This can have positive consequences, as when consumers are willing to pay more for an environmentally friendly product, or negative consequences, as when consumers refuse to buy a product whose manufacturer has an unsatisfactory environmental record. (<i>Formerly Ecological Consumerism</i>).
Effort for Health	The commitment to focus on diet and exercise in order to feel better and have a healthy, wholesome lifestyle. A willingness to transform one's lifestyle through exercise and radical changes to diet.

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Trend	Definition
Enthusiasm for Technology	Favourable bias toward technology. Tendency to be fascinated with the possibilities offered by modern technology; to believe that technology is the best tool for facing today's world, one that helps us adapt and respond to the demands of daily life. People who are strong on this trend have great confidence that science and technology can better their lives.
Equal Relationship with Youth	A desire to reverse the traditional hierarchical and patriarchal relationship in the family. Approval of young people having as much freedom as adults. This trend also indicates a permissive attitude toward pleasure in general: giving priority to individual needs, tolerance, favouring freedom over discipline. By contrast, those who are weak on this trend tend to see adults as guardians of youth, and generally value discipline as a guiding principle.
Equality of the Sexes	Tendency to attach no importance to traditional sexual roles and images. A desire to transcend sexual stereotypes and to see an end to discrimination. The people who are strongest on this trend desire to eliminate all differences between men and women in the family, the economy and the culture. They also favour the establishment in society of the principle of equal opportunity for all citizens, no matter what their sex, ethnicity, religion, or physical and mental abilities.
Ethical Consumerism	Willingness to base consumer decisions on the perceived ethics of the company making the product (whether management treats employees fairly, co-operates with governments that do not meet ethical standards, or uses testing methods that involve mistreatment of animals). Desire to see companies be good corporate citizens in terms of these new social concerns.
Ethnic Intolerance	Intolerance toward immigrants and ethnic groups. Considering immigration a threat to the purity of the country, believing that the various ethnic groups should abandon their own customs and culture and adopt our own. People strongest on this trend display conformist values and consider national superiority especially important.
Faith in Science	Tendency to believe that scientific advances will eventually succeed in solving all the major problems facing the world today. Pollution, the greenhouse effect, climate catastrophes, replacing non-renewable energy sources and health problems: a perception that all these problems can be fixed by future advances in science and technology. A contemporary point of view combined with a kind of magical thinking encourages this techno-fix mentality, which results in a wait-and-see attitude to the main problems of the day. (<i>Formerly Scientism</i>).
Fatalism	Tendency to believe that society is governed by forces beyond individual control and that these forces are leading society to its ruin. A sense of losing control of one's life to these forces. (<i>Inverse of Control of Destiny</i>).

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Trend	Definition
Fear of Violence	Fear of violence occurring in today's society. Feeling insecure about personal safety, feeling vulnerable to attack in the city or in one's neighbourhood, especially at night. Tendency to believe that one must be on constant alert against gratuitous violence.
Financial Concern Regarding the Future	The feeling of insecurity about one's financial future, particularly in old age, and of being personally responsible in this area.
Flexibility of Age Identity	Reflects the fact that age is not a major determining factor in a person's personality, attitudes and, most particularly, a person's social relationships. People strong on this trend believe that they can easily get to know and have meaningful exchanges with people who are very much younger or very much older than they are.
Flexibility of Gender Identity	The feeling that one has both a masculine and feminine side to one's personality. The desire to actively explore and express these different facets of one's personality. Having the feeling of being more masculine at some times and more feminine at others. This tendency is much stronger among women than men.
Flexibility of Personality	Tendency to actively explore and experience all the different facets of one's personality (especially the ones that are not often expressed) and to enjoy flexible, "fluid" relations with others.
Flexible Definition of Family	Willingness to accept non-traditional definitions of "family", such as common law marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. Also, the belief that society should be open to new definitions of what constitutes a "family".
Fulfillment through Work	A need to invest one's professional life with meaning and to find personal fulfillment through one's work. Also, a need to feel that one's work is useful to others and has some social value.
Global Ecological Awareness	Tendency to believe that all environmental phenomena on earth is interrelated. A systematic vision of environmental events, a conviction that ecological problems in one area of the world can have an impact on distant regions.
Government Involvement	This trend measures confidence in the ability of government to positively affect how society works. Tendency to believe that the government performs a socially beneficial function. (<i>Formerly Confidence in Government</i>).
Heterarchy	Tendency to think that leadership in organizations should be flexible and fluid, that a leader shouldn't take control of everything and that initiatives and leadership should emerge from different individuals as a function of their strengths. A belief that teamwork is more effective than autocracy and that leadership must be earned.

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Trend	Definition
Hyper-Rationality	A propensity to give priority to reason as the principal way of understanding life. A desire to keep one's emotional life "on an even keel", to use logic and reason to control one's feelings and emotions and to base day-to-day decisions on reason and logic. A reluctance to experience emotions. (<i>Inverse of Pursuit of Intensity and Emotional Experiences</i>).
Importance of Aesthetics	Tendency to base purchase decisions on aesthetic rather than utilitarian considerations. Measures the attention given to the beauty of objects and products purchased. People strong on this trend often buy products purely for their appearance. Aesthetic, in this case, is a form of personal expression. (<i>Inverse of Utilitarian Consumption</i>).
Importance of Brand	Giving great weight to the brand name of a product or service, a tendency to have favourite brands.
Importance of National Superiority	Need to prove to others, and to oneself, that one's country is superior to others in many ways. Tendency to see oneself as superior to foreigners.
Importance of Physical Beauty	Tendency to place a high priority on a youthful and attractive body and being willing to make a considerable effort to attain and keep such a bodily appearance.
Importance of Price	Giving great weight to price as a purchasing criterion. Consumers strong on this trend always take price into account when considering a purchase even when the product or service is a particularly desired one.
Interest in the Mysterious	Tendency to reject the assumption that all valid knowledge must be logical, rational or scientific in favour of an acceptance of facts or phenomena that remain mysteries unexplained by modern science. Openness to the influence of mysterious forces, such as fortune telling, astrology, and occult religions.
Introspection and Empathy	Tendency to analyze and examine one's actions and those of others, rather than to be judgmental about variances from the norm or from one's own way of doing things. An interest in understanding life rather than taking sides.
Joy of Consumption	Intense gratification through the consumption of consumer goods (other than basic necessities). Consumption for the pleasure of consumption. Keeping abreast of everything new on the market. People who are strong on this trend are often more excited by the act of buying than by the use of the products they buy.
Legacy	Desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this trend tend to plan their bequests well in advance.

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Trend	Definition
Meaning of Life	Expresses a deep need to invest one's life with meaning or a goal, and to regularly reflect on this issue. Life exploration and experimentation in general help to enrich and direct the reflections of people strong on this trend. Other dimensions of great importance to these individuals: an intensely spiritual life, introspection, social responsibility and family.
Need for Escape	The desire to regularly escape the stress and responsibilities of everyday life.
Need for Personal Achievement	The drive to achieve personal and social success. Taking on difficult ventures to demonstrate one's ability to succeed.
Need for Status Recognition	Desire to be held in esteem and respect by others and to express one's social standing or aspired status, through a display of fine manners, good taste, "class" or "chic".
New Social Responsibility	A deep feeling of belonging to one's community and a pronounced feeling of social responsibility, where mutual assistance places a key role. This trend is associated with a desire to be open to others and to better understand the society and the world around us.
Openness toward Others	Need for communication and deep, affective exchanges with others. A desire for frank, warm and spontaneous relations with people.
Penchant for Risk-Taking	Desire to take risks for the pleasure and emotional thrill of doing so. Indulging in what is dangerous or forbidden for its associated emotional high. Also, a willingness to take risks to get what one wants out of life. (<i>Inverse of Risk Aversion</i>).
Personal Creativity	Desire to use one's imagination and creative talents in daily life, both at work and at play.
Primacy of Environmental Protection	Particular sensitivity to the issue of environmental protection. A personal attitude that places a high priority on protection of our environmental heritage, a willingness to support strong policies, to do one's part and to pay the costs of environmental protection, and a belief that the environment is more important than jobs or the economy.
Primacy of the Family	Attachment to the family, where the family takes precedence over other personal priorities. For some, especially among those strongest on this trend, there is a strong connotation of status associated with the family's success (putting the family first and identifying with it as a standard of success and social integration).
Pursuit of Happiness to the Detriment of Duty	Motivation to act and live according to one's selfish impulses rather than one's obligations to others. A need to express one's personality and pursue happiness and pleasure, in spite of the dictates of duty or morality.

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Trend	Definition
Pursuit of Intensity and Emotional Experiences	Desire to live intensely. Also, a tendency to be guided less by reason and ideology than by one's own emotions, feelings and intuition. A need to constantly experience new sensations. (<i>Inverse of Hyper-Rationality</i>).
Pursuit of Novelty	Active desire to discover new "modern" products, services and experiences, and to integrate them into the routine of daily life. People who are strong on this trend want to experience something new everyday.
Pursuit of Originality	Need to feel different from others. A preoccupation with demonstrating one's individuality through original touches.
Regional Identity	The tendency for people to consider their province or region as an important part of their identity. People strong on this trend are very proud of their province or region and are particularly attached to its culture and traditions.
Rejection of Authority	Rejecting unquestioning respect for and deference to those in positions of authority. The belief that authority should not be respected for its own sake. Desire to transcend the rigid framework or traditional authority. Rejection of authority in the form of institutions and as a regulating principle of inter-personal relations. Desire to participate in the decision-making affecting your life; to be informed, consulted, involved (desire for autonomy).
Religiosity	Placing a great importance on having an affiliation with an organized religious faith and on religious beliefs and rituals. Measure of intensity of the feeling of belonging to a religion. Tendency to consider that religion represents the essential values and education that should be transmitted to the next generation. (Items measuring this trend do not measure conformity to ritual, but rather the "values" based on religiosity).
Reprioritizing of Money	A desire to make money less important, being prepared to lower one's standard of living to better meet one's goals. The realization that it is possible to live well without money; that money isn't essential. People very strong on this trend aspire to a life centered more on emotion, intuition, and meaningful communications with others; they also want work to have less priority in their lives.
Reprioritizing of Work	A desire to make work less a priority; to maintain a better balance between one's personal and professional lives without having to sacrifice everything for work. People strong on this trend are also strong on Reprioritizing of Money.
Risk Aversion	A reluctance to take risks in order to get what one wants. People who are strong on this trend desire security and stability in all areas, including the most mundane aspects of everyday life. Trend also measures conservative buying behaviours. (<i>Inverse of Penchant for Risk Taking</i>).

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Trend	Definition
Saving on Principle	The tendency to save and accumulate money that is motivated by a moral rather than an economic impulse.
Search for Roots	Desire to preserve and maintain one's cultural and ethnic roots and to live in accordance with one's own traditions and customs. Also, a yearning to return to one's cultural roots in order to rediscover, and participate in, the fundamental values that give meaning to one's life.
Sexual Permissiveness	Tendency to be sexually permissive regarding oneself and others. Attaching less than average importance to fidelity within marriage or among partners, or to prohibitions against premarital sex. Also expresses a permissive attitude toward sexuality among young people, and a tendency to give priority to hedonistic pleasures in life. A willingness to ignore social norms.
Skepticism toward Big Business	A lack of confidence in the commitment of big business-owners to the provision of quality goods and services and skepticism toward their motives and ethics. Measures the belief that there is a conflict of interest between the public and business, and that companies are only profit-driven. (<i>Inverse of Confidence in Big Business</i>).
Skepticism toward Small Business	A lack of confidence in the commitment of small business-owners to the provision of quality goods and services and skepticism toward their motives and ethics. Measures the belief that there is a conflict of interest between the public and business, and that companies are only profit-driven (<i>Inverse of Confidence in Small Business</i>).
Social Darwinism	Tendency to believe that society's regulatory mechanisms and rules governing social relations are those of the jungle (the strongest prevail, the weak fall by the wayside, etc.). Tendency to believe that the great sociodemocratic ideals of recent years have run their course; that society is in the process of accepting the inevitability of poverty and greater social inequities. A belief that one must look after one's own needs, that society has no responsibility to help those less fortunate.
Social Learning	Attraction to and interest in diversity. Feeling that there is a great deal to learn through contact and conversation with people different from you, who come from other backgrounds and places. Diversity is perceived as a source of personal enrichment, a way to satisfy a hunger for discovery and exploration and to extend a network of contacts. This trend is also associated with a respect for other people and cultures, as well as a heightened social conscience.
Spiritual Quest	Questioning the meaning of life. Aspiring to a more spiritual, richer inner life. A skeptical attitude toward the infallibility of science and the secular values of today's world. This trend borders on religiosity but is expressed without an association to a particular religious institution.

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Trend	Definition
Technological Anxiety	Anxiety about the encroachment of technology. Tendency to believe that technology is progressing at the expense of our autonomy and privacy, and a desire to oppose this state of affairs. A concern that new technologies cause more problems than they solve.
Time Stress	Feeling of never having enough time in a day to get everything done. The sense that being overwhelmed by what is to be done and of always "running against the clock" causes stress and anxiety in one's life. (<i>Formerly Racing Against the Clock</i>).
Utilitarian Consumerism	Tendency to evaluate products and services in terms of their usefulness and to ignore aesthetic considerations. For people strong on this trend, consumption is strictly determined by the need for products, and any symbolic motivation, even hedonism, is eliminated from purchasing criteria. (<i>Inverse of Importance of Aesthetics</i>).
Vitality	Being in touch with one's internal energy. The sense that one has a great deal of energy and that one is in direct contact with this energy. Measures an energetic, lively approach to life, a feeling that one has more vigour and initiative than most other people.