

# PSYTE® Canada Advantage Cluster Descriptions

## Major Group U1 - Urban Affluent

### **Cluster 01 Canadian Elite (U1)**

The highest income Canadian neighbourhoods represent an elite set. At once urban and urbane, the Canadian Elite (only 0.7 percent of total national households) concentrate in the country's largest metropolitan areas. Their average income of a quarter million dollars per household speaks volumes. With 92 percent husband-wife families they also represent wealth created by family stability. Canadian Elite index high on managerial, professional, technical, health care and financial services employment; university education with degree; and, household composition married with children

### **Cluster 04 Professional Duets (U1)**

City couples with professional degrees and demanding jobs often postpone having children as well as marriage. Their city apartments and condos provide the access and space they need to entertain and live lives full of fitness activities and fun. An average income of \$132,000 goes a long way in this condo context. The cluster indexes high on artistic and cultural employment as well as managerial, professional, and technical. University degrees are common.

### **Cluster 12 Urban Gentry (U1)**

Some well-to-do urban neighbourhoods are modest in lifestyle, though quite economically secure. Urban Gentry exemplifies a more conservative lifestyle compared to some of their high-flying neighbours, though their interests may range from foreign travel to the local jazz scene. An average household income of \$96,000 will also buy a lot of theatre tickets. Urban Gentry indexes high on older homes built in the late-1950's and 1960's, university education, and managerial employment.

## Major Group U2 - Urban Comfortable

### **Cluster 17 Young Technocrats (U2)**

Fresh out of university and with a few years of work in technical jobs, these Young Technocrats know the why's and wherefore's of the new economy. Still single or coupling "informally," they live in rental housing and have some money to burn travelling abroad or frequenting local venues. Having postponed starting a family, this cluster can live a lot on \$82,000 a year. With the third highest index for work in professional and technical jobs, this cluster also indexes high on older, semi-detached homes and work in artistic and cultural activities.

### **Cluster 21 University Enclaves (U2)**

University neighbourhoods share a diversity of spirit as well as a diversity of culture. As they cater to the needs of the scholarly crowd, these areas epitomize an expansive urban lifestyle that takes advantage of each twenty-four hour day. Their average income of \$73,000 may fall in the middle of the bi-polar income distribution of students and professors, but it nevertheless provides a spending cushion for basics as well as extras. They ride bicycles or walk to work or school, live in older apartments, and either have or are working on a university degree.

### **Cluster 22 Upbeat Blues (U2)**

Craftsmen and women with tenure in their chosen trade characterize these urban neighbourhoods. From plumbers to police, nurses to nursery school teachers, these breadwinners successfully support their families as well as the community at large. Their \$73,000 average income is enough to provide an "upper middle" upbeat lifestyle in their chosen urban context. Upbeat Blues index high on semi-detached homes and row houses, visible minority populations, and relatively large families.

### **Cluster 25 Urban Promise (U2)**

New immigrants and young workers from within Canada gravitate to areas of urban opportunity and promise. They rent or share housing with family members until they get on their feet. Their time will come. In the meantime, with an income of \$71,000 they can begin to taste the promise. Urban Promise indexes high on recent immigration and older housing construction.

## Major Group U3 - Urban Mid-scale

### **Cluster 32 Quebec Urbanites (U3)**

Urban Quebec, from Montreal to Quebec City, is home to a diverse and energetic people. They come together to create an urban culture at once uniquely provincial and international. The local urban culture is quite accessible with their average income of \$64,000 a year. Several European ancestries as well as visible minorities drive high indexes for this least French-dominant among the Quebec-centered clusters.

### **Cluster 34 Workers' Landing (U3)**

Most immigrants come to Canada to work. They land in a variety of areas but most often in urban areas where like-minded and like-cultured neighbours can support each other. Doubling up in the household supports an average income of \$63,000 as well as the opportunity to take the next step. Workers' Landing is home to scientific and technical workers as well as multi-lingual households of four or five persons.

### **Cluster 36 Pacific Fusion (U3)**

Immigrants from the Asia-Pacific Rim have come to Canada and to all her major metropolitan areas, but Vancouver may have attracted a disproportionate share. The result is a set of neighbourhoods with distinctive Asian origins as well as others with an impressive "fusion" of several Asian cultures. Average household incomes of \$61,500 often support more than one or two generations. Living in apartments and attached duplex housing, Pacific Fusion residents index high on service industry jobs including many in the information and cultural employment sectors.

### **Cluster 38 Sushi and Shiraz (U3)**

This condo crowd knows a good Shiraz by the label and does not necessarily worry about combining a red wine with "seafood." What matters is maintaining the relatively fast pace of work and leisure in an urban core setting. On incomes of \$61,000 and few children to feed, these neighbours have

the discretionary income needed for their diverse pursuits. Information industry plus cultural, artistic, and entertainment industry jobs predominate. Household maintainers under age 25 with a university degree index high for this cluster.

### **Cluster 39 Hi-Rise Sunsets (U3)**

Often savouring a sunset in the “sunset” of life, these active seniors are also enjoying a decent retirement lifestyle with a moderate income. They may not travel far on \$60,000+ a year but neither are they likely to sit still for sunsets every day. Their interests range from local theatre to visiting family, with the occasional cruise directly into the sunset. Hi-Rise Sunsets indexes high for widows aged 70 and older as well as workers in health care and social service occupations.

### **Cluster 41 New Canada Neighbours (U3)**

Immigrants to Canada in recent decades take existing multicultural neighbourhoods to new levels. Literally dozens of countries are fairly represented in New Canada Neighbours. Their mid-scale income of \$59,000 is a start. Multiple home languages, older semi-detached housing, and construction workers index high in New Canada Neighbours.

### **Cluster 45 Urban Vibe (U3)**

Caribbean congas resonate with Brazilian rhythms in some corners of Urban Vibe. These highest indexing Black, urban communities exemplify the diversity of Black origins from all continents. Mid-scale incomes of \$51,000 reflect both relative youth as well as part-time employment among the household’s earners. Young (maintainers under 25) married couples with children, but also high indexing lone parents and separated adults, are common in Urban Vibe.

## Major Group U4 - Urban Lower Middle

### **Cluster 49 Blue Collar Stride (U4)**

A city cannot function without a solid core of Blue Collar workers in their stride. Established trades and workers in the service economy provide a base for other sectors. Average annual income in this segment is \$49,500. Workers in manufacturing, construction and the traditional trades predominate.

### **Cluster 50 Euro Quebec (U4)**

With its European flavour the Province of Quebec has long attracted immigrants from non-French as well as French-speaking countries. Euro Quebec perpetuates that “flavour” and colours the lifestyle choices of its inhabitants. Average household income of \$49,000 is in the “lower middle” range. Multilingual households and a mix of occupations characterize this segment.

### **Cluster 53 Urban Bohemia (U4)**

From body piercing to tattoos, Urban Bohemia includes a diverse population by design. A neighbourhood with a youthful skew, this cluster occupies itself in a variety of artistic, retail, and generally creative employment. Average household income is \$46,000. Men and women employed in cultural, artistic, and entertainment-related jobs abound. Household maintainers under age 25, many with college degrees, are also found here.

### **Cluster 56 Quebec Walk-Ups (U4)**

Three and four storey multifamily housing -- some old, some new -- characterize these urban core neighbourhoods. Household income averages \$45,000 per year. Older homes and retired workers are typical in this cluster, though young families with children also inhabit these walk-ups.

### **Cluster 57 Hi-Rise Melting Pot (U4)**

Apartment buildings in the urban core seem more likely than other city neighbourhoods to attract a diverse clientele. The common need to live close to work or school unites these peoples from a wide array of ancestries and geographical origins. Household income averages \$44,500 a year. Recent immigrants with some university education working in scientific and technical jobs index high in this cluster. Older high-rise apartments are likely their first stop on an upwardly mobile path.

### **Cluster 59 Service Crew (U4)**

From taxi drivers to food service workers, Service Crew is defined by long hours and a grinding routine. Yet opportunities for upward economic mobility exist for the persistent. Income averages \$43,500 a year. Relative young household maintainers, service occupations, and interprovincial migrants index high in this cluster.

## Major Group U5 - Urban Downscale

### **Cluster 62 Blues in Motion (U5)**

Indexing high on mobile homes, these Blues in Motion often find travel a necessity of work. Seasonal jobs in extraction industries and agriculture predominate. Average income is \$36,000. Single people, including lone parents, index high in this cluster. Their demanding work patterns inevitably are stressful on family life.

### **Cluster 63 Quebec Seniors (U5)**

Providing for Quebec Seniors will be a priority as this population grows. Like seniors elsewhere, independent living and health care are major concerns. Annual incomes average \$35,000. Older, French-dominant seniors -- widows and widowers -- inhabit Quebec Seniors. Workers in these neighbourhoods often support the elderly in social service and health care positions.

### **Cluster 64 Metro Medley (U5)**

The urban core of Canada's major metropolitan areas is a "medley" of people and lifestyles. These neighbourhoods are often stepping stones for immigrants and inter-provincial migrants making their way in the city for the first time. Household incomes average \$33,500. A variety of marital statuses indicate relative youth as well as the presence of older adults. Construction and service industry work are common.

### **Cluster 65 Quebec Urban Stress (U5)**

Every urban society has its corners of urban stress and distress. In this regard, the Province of Quebec is no different than Ontario and provinces to the east and west. Average annual household income is \$32,000. Apartments, detached duplexes, and generally older housing stock index high in this cluster. Unemployment and/or retirement are common, although those still in the workforce have jobs in the urban service sector.

## Major Group S1 - Suburban Affluent

### **Cluster 02 Suburban Affluence (S1)**

Suburbanites with a flair for fine living, Suburban Affluence represents both old and new wealth. Because wealth accumulates through life stages, this cluster exhibits an older skew with many empty nests. Their average household income of \$166,000 represents significant potential spending power as well as their investment in suburban communities. Suburban Affluence indexes high on managerial and technical employment, married with children, and households with income above \$100,000.

### **Cluster 05 Family Comfort (S1)**

Soccer moms and hockey dads thrive in Family Comfort, a place that, with patience, combines work and family time. Dual-earner couples with children here make an average household income of \$120,000 while they seek and meet the challenges of the upscale suburban neighbourhood. Family Comfort indexes high on four and five person households indicating married couples with children.

### **Cluster 07 Euro Traditionals (S1)**

First generation immigrants from post-war Europe found a land of opportunity as well as the security of place in Canada. That place now defines neighbourhoods where traditional values, including ingrained thriftiness, can thrive. But their average household income of \$101,000 speaks to their continuing earning and spending power. Euro Traditionals have the third highest index for speaking Italian at home. Many are immigrants from the 1960's and 1970's now with homes built in the 1980's.

### **Cluster 10 Suburban Growth (S1)**

Some say "sprawl" while others say "development," but both agree that the vast areas of emerging metro Canada have changed the landscape forever. Families with children, including many recent immigrants, populate this cluster and provide a new dynamic for growth. With new growth often comes new wealth, as indicated by their \$97,000 average household income, half again the national average. Suburban Growth indexes high on recent population growth between 1996 and 2001, newer home construction, including some mix of newer row houses.

### **Cluster 11 Asian Heights (S1)**

Asian ancestries combined with hard work and growing wealth create and mould these upscale neighbourhoods. Asian Heights represents the affirmation of dreams cultivated through generations of immigrants and often through hardship. With average household income of \$96,000, these families boost local economies as well as family prospects. Asian Heights indexes high on Chinese, Korean, and Japanese immigration as well as households of six or more persons.

## Major Group S2 - Suburban Comfortable

### **Cluster 14 Cruising Commuters (S2)**

A commuting culture seems to have emerged along the arteries and byways linking metropolitan areas with their surrounding suburbs. Combining affordable housing with good jobs, these early rising and early to bed families may juggle their schedules but "at the end of the day" they enjoy some suburban peace. Their average household income of \$94,000 should easily pay for auto repairs and a new tire or two. Cruising Commuters index high on homes built in the 1970's, single-detached houses, and recent inter-provincial migration.

### **Cluster 15 Quebec Upscale (S2)**

Suburban Quebec, especially around the province's major cities, is home to upscale families and their increasingly up-market lifestyles. Amidst history and tradition, this cluster combines all the lifestyle facets of modern Canada. With an average household income of \$93,000 they also support a good number of suburban retailers. Beyond French language dominance, Quebec Upscale neighbourhoods index high on jobs in the utilities and public administration industries, relatively large families, and 3rd generation immigrants.

### **Cluster 19 Family Crossroads (S2)**

Not all suburbs involve new developments. Some neighbourhoods, like Family Crossroads, are found along the highways and country roads between Towns and more urban areas. These places are home to young families with children as well as long-time neighbours with empty nests. Family traditions are

in good hands with an average income of \$78,000 a year. Family Crossroads indexes high on selected Asian ancestries (Korean, Japanese, and Chinese) as well as having homes built in the 1980s and 1990s.

### **Cluster 20 Row House Streets (S2)**

Tricycles on sidewalks and off-season street hockey occupy the kids of these older suburban neighbourhoods. Young and old families often share ethnic origins as well as chats over the fence. With an average household income of \$75,000 a year, and savings from a shorter commute, these families can afford the new skates and tricycles that their children require. This second highest indexing cluster for living in row houses (Urban Vibe is slightly higher) also indexes high on a diversity of home languages: Korean, Arabic, Slavic, and Spanish.

### **Cluster 24 Satellite Suburbs (S2)**

Suburbs, by definition, provide access to commuting corridors within a new or established community. Satellite Suburbs are beginning to provide local jobs and shorter commutes for some. They are areas in transition that combine the best of suburbia within sight of larger urban areas. On an income of \$72,000 families in Satellite Suburbs can enjoy an upper middle lifestyle. Satellite Suburbs index high on Polish, Portuguese, Italian, and Slavic ancestries.

## Major Group S3 - Suburban Mid-scale

### **Cluster 26 South Asian Corners (S3)**

Immigrants from South Asia – from Singapore to the Indian Peninsula and beyond -- populate suburbia within larger metropolitan areas. These are “staging grounds” for the future, providing opportunity both in and beyond the immediate neighbourhood. Their \$70,000+ incomes provide proof that the move was worth it. South Asian Corners indexes high on South Asian home language preferences from Punjabi to Dravidian as well as several South Asian visible minorities. Apartments and detached duplexes are typical home styles.

### **Cluster 27 Quebec Melange (S3)**

Across the Province of Quebec, multiple ethnic groups populate established communities. They provide footholds for new immigrants as well as economic opportunities suburban businesses. With average incomes of \$70,000+ the next steps toward economic mobility are possible. French-speaking, common-law marriage, and “born in province” show high indexes in Quebec Melange.

### **Cluster 28 Conservative Homebodies (S3)**

Single-earner married couples have the advantage of paying quality attention to emerging family needs. When like-minded neighbours reach a critical mass, Conservative Homebodies thrive. Their middle incomes of \$69,000 on average provide enough cushion to enjoy the relative calm of a stay-at-home life. Baltic, Italian, Greek, Polish, and Finnish are some of the common ancestries in Conservative Homebodies. They also index high on homes built in the 1950's and 1960's.

### **Cluster 31 Quebec Rows (S3)**

Duplexes, triplexes, and four-storey walk-ups line these old streets of Quebec Province. Migrants from nearby rural areas as well as those from far away countries inhabit these neighbourhoods and provide diversity as well as opportunity. With a mid-range income nearly equal to the national average these families have a basis to take advantage of that opportunity. Quebec Rows indexes high on semi-detached and row houses as well as intra-provincial migration, likely rural-to-urban within Quebec.

## Major Group S4 - Suburban Downscale

### **Cluster 43 Suburban Hi-Rise (S4)**

New suburban condos and apartments create relatively high density areas and retail Mecca's. The inhabitants of Suburban Hi-Rise work locally as well as commute downtown. Moderate average income of \$52,500 reflects the relative youth of this segment. Employment indexes high for scientific and technical workers supported by educational attainment through university with degree.

### **Cluster 55 Asian Mosaic (S4)**

People from multiple Asian ancestries predominate in these suburban Asian Mosaic neighbourhoods. Affordable suburban housing attracts urban-to-suburban migrants, including many recent immigrants, to live in these new spaces. Average household income is \$45,000. Work in manufacturing and construction are common in this cluster. Larger households are likely multi-lingual families, while smaller households are often headed by lone parents.

## Major Group T1 - Town and Exurban Affluent

### **Cluster 03 Exurban Estates (T1)**

Beyond the suburbs, families look to stretch out, provide running room for children, and perhaps a horse or two. This cluster's lifestyle often includes activities that require or take advantage of more space. With an average income of \$145,000 these families can build futures as well as fences. Exurban Estates is the fastest growing Elite segment. This cluster indexes high on managerial and professional employment among men and women.

### **Cluster 06 Commuter Homesteads (T1)**

As the distances between home and work expand, so do the opportunities to find a little piece of heaven in exurbia -- the land beyond yesterday's suburbs. New homes not far from farmland are the seeds of tomorrow's communities. Their \$105,000 average household income also provides a bit of breathing room post-commute. Commuter Homesteads index high on larger families headed by a 45-to-54-year-old maintainer. English is the dominant home language.

### **Cluster 09 Towns with Tempo (T1)**

Some towns just won't stand still. They attract business, housing developments, and the amenities of the good life. Towns with Tempo cultivate a creative, civil spirit that shows. An average household income of \$98,500 should keep the tempo going. Towns with Tempo index high for household and population growth, newer home construction, and inter-provincial migration.

### **Cluster 13 Kindergarten Boom (T1)**

Young families and the newly married have found a niche in Kindergarten Boom. Support systems and play groups provide an environment for these families to get their start in the new and old neighbourhoods of Canada's towns, some still within a reasonable commuting distance to urban jobs. Of course, after school, these kids will enjoy a few toys on an average household income of \$95,000. Kindergarten Boom indexes high on recent growth, newer home construction, and children under 5.

### **Cluster 16 Bicycles and Bookbags (T1)**

School-aged kids abound in these neighbourhoods. Their parents may struggle to balance work life with family life but the children have no trouble balancing their Bicycles and Bookbags. An average household income over \$90,000 puts this cluster in the center of upscale suburbia. This cluster indexes high for living in homes built in the 1980s and 1990 as well as having four and five-person households.

## Major Group T2 - Town and Exurban Comfortable

### **Cluster 18 Exurban Wave (T2)**

Families with a new home and room to roam are found in Exurban Wave -- newly developed areas beyond the suburbs. Children in these less dense neighbourhoods have more trees to climb and frozen ponds to explore. Their average household income of \$82,000 also provides a good start to upward social mobility in this blooming exurban context. Exurban Wave indexes high on work in the construction industry, agriculture, and utilities while living in single detached housing.

### **Cluster 23 Town and Country (T2)**

Town meets country across Canada. Some Town and Country neighbourhoods, however, are older while others push housing tracts into former farmland areas, creating spaces for new families. A solid upper middle \$72,000 a year lifestyle provides enough economic breathing room to go with the extra space. Town and Country indexes high on detached duplex housing but also apartments and mobile homes indicating savings for future home purchases.

## Major Group T3 - Town and Exurban Mid-scale

### **Cluster 37 Village Blues (T3)**

Blue collar workers negotiating the employment landscape in towns and villages represent Village Blues. These middle-income families (\$61,000 average), some with service sector workers as well as blue collar workers, have the space and resources to raise healthy children and likewise carve out a viable lifestyle. Jobs in utility industries, agricultural services, and manufacturing predominate in this cluster. Most Village Blues still live in their "province of birth" and have a high school education but not always with diploma.

### **Cluster 42 Senior Town (T3)**

Senior Town includes older neighbours in "independent living," as well as those sharing collective dwellings such as "retirement centres" and nursing homes. Their average household income is \$53,000. High indexes for widowed and single, older adults are found here.

### **Cluster 47 Middletown Mix (T3)**

The center of a modern society may be the "eye of the storm." Middle-sized towns inhabited by middle-income families, in their middle-aged stage of life often mixed with young couples just starting out. Average household income (\$50,500), however, is about 30 percent below the national average. This cluster lives in the second oldest housing in Canada, indexing high in homes built between 1946 and 1960.

## Major Group T4 - Town and Exurban Downscale

### **Cluster 52 Elder Harbour (T4)**

Aging gracefully and independently may be the goal of Elder Harbour residents. Some would say "aging in place," but in truth there is no compelling reason to leave a life's community. Household incomes are moderate at \$46,000 but many homeowners have paid off mortgages. An older adult population, including a fair percentage of widows and widowers, are found here. Other high indexes include those for "born outside the province" and English language dominance.

### **Cluster 58 Second City Renters (T4)**

The life of renters is not easy business. Life in a neighbourhood duplex, a walk-up, or a high-rise, often revolves around work and survival. These smaller-than-average households inhabit relatively smaller living spaces and generate a unique set of needs. Average household income is \$43,500 annually. Younger household maintainers, including some lone parents, inhabit this cluster.

### **Cluster 60 Quebec Town Elders (T4)**

Traditional patterns of rural-to-urban migration create communities of relatively older people “holding down the fort” in villages across Quebec. Average household income is \$43,000. Older home, including apartments and detached duplexes, are common in this cluster. Many retirees live here but also workers in production and the trades.

## Major Group R1 - Rural Comfortable

### **Cluster 08 Primary Pursuits (R1)**

From gold to forests and oil sands, Canada’s extraction industries provide an economic opportunity stronger for some than the lure of the nation’s largest metropolitan areas. The results include rural pockets of relative affluence inhabited by managers, engineers, and other professionals associated with Canada’s primary industries. With an average household income of nearly \$100,000 at least one and often two family earners will make significant spending decisions. Primary Pursuits index highest in mining, oil, and gas extraction jobs; inter-provincial migration; and homes built between 1996 and 2001.

### **Cluster 29 Agrarian Heartland (R1)**

Successful farmers represent a small and decreasing percent of the Canadian labour force. Still, they define lifestyles of vast areas of the Agrarian Heartland with their steadfast ways and large tractors. Average incomes of \$67,000 -- though perhaps not consistent from year to year -- at least can maintain the family over the long haul. German ancestry, work in agriculture, and older home construction drive high indexes for this cluster.

### **Cluster 30 Pick Northern Lights (R1)**

Winter sunlight and city lights pale in these areas but the spirits of the Northern Lights have here bestowed a reasonably successful way of life. Average household incomes of \$66,000 provide well-earned comfort during those long winter nights. High indexes for this cluster are work in the mining, oil, and gas primary industries as well as agriculture, recent inter-provincial migration, and living in movable dwellings.

### **Cluster 33 Village Views (R1)**

In or within sight of the many small towns across Canada live a diverse collection of families and individuals. Not easily categorized, these neighbours may be individualistic to a fault yet similar in general needs and background. Their middle range income of \$63,000 goes a long way in the context of their rural lifestyle. Work in primary industries, home construction dating from the 1970’s, and single-detached as well as movable dwellings drive high indexes for this cluster.

### **Cluster 35 New Frontier Families (R1)**

Western cities and towns have provided economic growth and opportunity in recent decades. Families young and old, many from as far away as the Maritimes, have ventured to, and populated New Frontier Families. On average incomes of \$63,000 they can put down roots and raise a family. Work in primary industries including oil and gas extraction drive high indexes for this cluster. As expected, they are younger families of inter-provincial migrants.

### **Cluster 40 Quebec Farm Families (R1)**

Nestled among the verdant hills of Quebec, long established farm families continue in time-worn patterns. This cluster indexes highest in agricultural employment among French-dominant neighbourhoods. Their annual incomes of nearly \$60,000 attest to the stability of the seasons -- of farming and of life. Work in agricultural and related services, common-law marriage, single detached housing, and intra-provincial migration index high in Quebec Rural Families.

## Major Group R2 - Rural Downscale

### **Cluster 44 Highland Havens (R2)**

Some of the smallest towns across Canada represent a single crossroads. But together they provide a haven for timeless communities and a critical mass of homes. Mid-scale incomes of \$52,000 reflect moderate incomes from sometimes seasonal employment. Work in agriculture, service industries for the farming community, and other primary industry jobs index high in Highland Havens.

### **Cluster 46 Open Country (R2)**

RV's and four-wheelers are a practical necessity out here. Bring plenty of gas and an extra tire or two. Average income in this cluster is \$51,000 a year. Jobs in agriculture and the extractive industries predominate. Single, detached housing predominate but mobile homes also index high in Open Country.

### **Cluster 48 Cabins and Cottages (R2)**

From the Georgian Bay to the Rockies people in many walks of life inhabit these "out-of-the-way" homes, often through all four seasons. There is a mix of seasonal and year-round inhabitants across this segment. Average household income is \$50,000. Cabins and Cottages indexes high on jobs in primary industries, both extractive and agricultural. The cluster also skews to older adults.

### **Cluster 51 Peaceful Pastures (R2)**

Vast stretches of farm land, pasture, and forest are home to individuals and families who enjoy a lifestyle far from the bustling crowd. The average income of \$46,500 in part reflects an agricultural economic base. All primary industries are represented but agriculture and related support services comprise the most common jobs in this cluster.

### **Cluster 54 Quebec Rural Blues (R2)**

Once part of the agricultural infrastructure of rural Quebec, but now left in the wake of city ward migrants, Quebec Rural Blues struggle in the New Economy. Average household income is \$46,000. Work in the traditional trades as well as agriculture is typical of this cluster.

### **Cluster 61 First Peoples (R2)**

While the First Peoples cluster indexes high on aboriginal and First Nation peoples, they are not exclusively so. Many are home to a diversity of residents living, working, and raising families together. Incomes in this cluster average \$40,000 annually. Much work involves primary industries but social service public administration workers also index high in First Peoples.