Christopher A. Fullerton The Determinants of Exurban Residential Development: A
Study of Rural Subdivisions

in Oxford-on-Rediea Township an( EXECUTIVE SUMMARY South Gower Townsh

Thousands of people throughout North America have abandoned urban and suburban living and moved to exurban areas. Although they relocate to the countryside
surrounding the city, "exurbanites" maintain strong ties with the urban or suburban area from where they have come. Some people migrate to the exurbs to take advantage of lower land and house prices outside the city and lower taxes, while others move for quality-of-life reasons.
A survey questionnaire was distributed to residents of thirteen rural subdivisions
in Oxford-on-Rideau Township and South Gower Township, Ontario. These two localities are adjacent to the Regional Municipality of Ottawa-Caneton, one of the largest urban areas in Canada. The purpose of the survey was three-fold: 1) to assess the extent to which the demand for new rural residential development is generated by exurbanites; 2) to determine the motivations of migrants for the
questionnaire and their responses provided the data for the ensuing analysis.
Survey respondents were divided into two groups: "exurbanites" and "other
respondents". Exurbanites were those people who moved to the study area from urban and suburban portions

of Ottawa-Carleton, while other respondents were those who
came all other areas. This categorization allowed a comparison 'Of the motivations of exurbanites for moving to the study area with those of other respondents, and whether exurbanites have stronger ties with urban and suburban Ottawa-Carleton than other respondents.
The results indicate that exurbanites make up a large proportion (40%) of people
who moved to rural residential subdivisions in the study area. There were few differences between exurbanites and other respondents in terms of age, household size,

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and work since moving to the study area. The results show that exurbanites have
significantly longer commute lengths. On average, they travel over 40 minutes to get to
work, while other respondents have commutes of about 30 minutes. Not only do most
exurbanites work in Ottawa-Carleton. they also spend much of their other time there.
They are more likely than other respondents to travel to Ottawa-Carleton to shop for
clothes, to go to restaurants and theatres, to visit friendd�(restaurants )T>BDC �q�612.38 Tc 1.3 0 T 9Td�(commu 4955 1.6972.759 0 1BDC �-0.0obta toj�0.0106 Tc 2.881 3 Td�(other poinC �/P