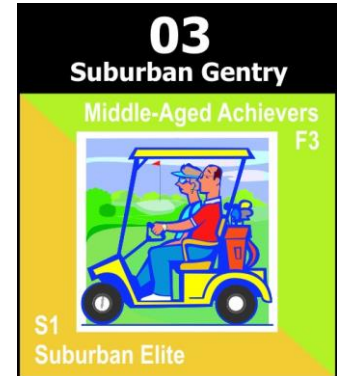


S1

03 - Suburban Gentry

Wealthy, middle-aged suburban families and couples

Population	564,774 (1.6% of Canada)
Households	193,890 (1.37% of Canada)
Average Household Income	\$170,960
Housing Tenure	Homeowners
Education	University
Occupation	White Collar & Service Sector
Ethnic Presence	Medium
Sample Social Value	Traditional Family

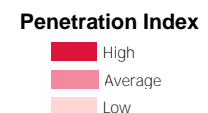
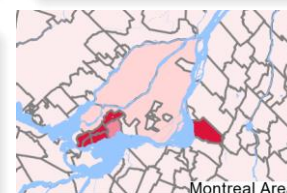
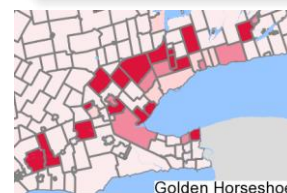
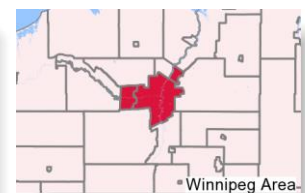
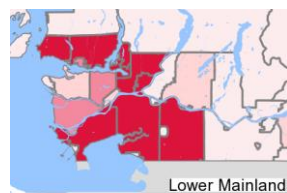
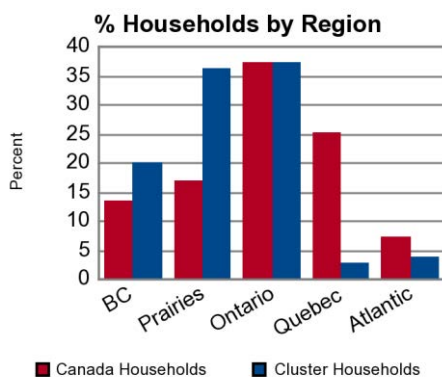


The Suburban Gentry segment is a magnet for Canada's up-and-coming business class: a prosperous suburban world of dual-income couples who often have university degrees and large families, typically with teens or university-aged children. Given its high percentage of managers, scientists, artists and government workers, there's a decidedly professional tone to this cluster. Suburban Gentry residents rank near the top for operating a small business, owning business software and taking business trips. These consumers are big spenders who belong to golf clubs, gamble at casinos, go to the theatre and attend pro football, golf and hockey matches. Fitness conscious, they're much more likely than average Canadians to jog, take aerobics classes, and play golf and basketball. Many take pride in their healthy lifestyle, telling researchers, "I feel guilty when I eat 'junk food.'"

Suburban Gentry is home to Canada's wealthiest non-urban households. Residents, including an above-average percentage of older immigrants, have turned their sprawling new homes into gadget-filled castles, complete with HDTVs, personal video recorders and video game systems. With its large families, this cluster scores high for children-centred activities like going to zoos, visiting parks and enjoying snowboarding and for buying SUVs and high-end minivans. Although they golf, sail and ski, many residents also enjoy exercising their minds indoors, reading a lot of news magazines, watching movies and spending a healthy amount of time online, where they pay their bills, read restaurant reviews and track investments. To reward themselves for their hard work, the adults in this group have high rates for going out to nightclubs, dinner theatres and rock concerts.

Where They Live

North Vancouver (BC), Calgary (AB), Ottawa (ON), West Vancouver (BC), Port Coquitlam (BC), Delta (BC), Kirkland (QC), Collingwood (ON)



How They Think

Suburban Gentry residents have achieved affluence through diligent effort, and their drive to accumulate money (*Saving on Principle*) has provided them a high degree of *Financial Security*. With above-average levels of small-business owners, Suburban Gentry residents express *Confidence in Big Business*—perhaps indicating a hope that their small operations will one day hit it big. These Canadians are confident in their ability to deal with all the vagaries of life (high on *Adaptability to Complexity*), and their *Personal Creativity* spurs them to succeed. Suburban Gentry residents are rooted in their conventional families and local communities (high for both *Traditional Family* and *Parochialism*), while at the same time they harbour few prejudices about age and sex, scoring high for *Equal Relationship with Youth* and *Sexual Permissiveness*. These residents enjoy fulfilling their *Need for Status Recognition* by joining in large social gatherings (high for *Attraction to Crowds*). Many desire to live life to its fullest as seen in their high score for *Pursuit of Intensity*.

Who They Are

<u>Population</u>	<u>Cluster %</u>	<u>Index Canada</u>	<u>Households</u>	<u>Cluster %</u>	<u>Index Canada</u>
Age			Maintainer Age		
<5	4.22	77	<25	0.79	24
5-14	11.26	105	25-34	8.71	56
15-24	15.70	121	35-44	15.34	85
25-44	21.15	78	45-54	26.33	122
45-64	33.07	117	55-64	25.18	134
65-74	8.99	106	65-74	14.75	117
75-84	4.14	88	75+	8.90	89
85+	1.46	72	Size		
Mother Tongue			1 Person	12.74	47
English	73.56	129	2 People	34.05	100
French	4.31	20	3 People	18.11	115
Non-Official	20.38	102	4+ People	35.10	153
Immigration			Family Status		
Immigrant	22.99	106	Non-Family	17.11	52
Arrived <1961	14.41	113	Couples w/ kids	51.13	116
1961-1970	15.17	132	Couples, no kids	40.16	102
1971-1980	18.55	127	Lone parent	8.71	53
1981-1990	16.19	100	Age of Children		
1991-1995	11.52	87	<5	13.17	71
1996-2000	13.20	97	5-9	15.91	87
2001-2006	10.95	61	10-14	19.17	106
Visible Minority			15-19	22.45	119
Yes	19.61	98	20-24	16.96	131
Adult Population	Cluster %	Index Canada	25+	12.34	93
Marital Status			Dwellings	Cluster %	Index Canada
Single	26.05	93	Tenure		
Married or			Owned	93.78	135
Common-Law	65.16	113	Rented	6.21	21
Wid/Div/Sep	8.80	61	Band Housing	0.00	0
Mode of Transport			Period of Construction		
Car	86.48	107	<1946	3.89	36
Public Transit	8.81	82	1946-1960	7.14	57
Class of Worker			1961-1970	7.98	66
Employed	82.57	96	1971-1980	15.23	88
Self-Employed	16.14	139	1981-1990	27.63	187
Unpaid	0.28	93	1991-1995	12.00	187
Occupation			1996-2000	9.84	167
Primary	3.74	84	2001-2006	6.10	80
Blue Collar	15.30	65	2007-2011	7.09	76
Service Sector	36.81	94	>2011	3.10	92
White Collar	41.64	133	Type		
Education			Single	85.30	155
No cert/dipl/deg	12.09	55	Semi	2.98	61
High school cert	21.84	89	Row	4.76	80
Trade	5.62	55	Duplex	3.63	69
College	15.66	95	Low-rise	2.66	15
Some university	5.86	120	High-rise	0.41	4
University degree	38.94	180	Mobile	0.22	16
			Dwelling Value		
			Index		177

How They Live

Leisure

exhibitions/carnivals/fairs
dinner theatres
golf shows
aerobics

Shopping

home exercise equipment
computer software
designer boutiques
Club Monaco

Traditional Media

National Post
news and current affairs magazines
sitcoms
sports radio

New Media

watch YouTube
Twitter
Wikis
purchase tickets online for live performances

Food/Drink

veggie burgers
fresh fruit
popcorn
vodka

Financial

mutual funds
GICs
travel insurance
stocks

Automotive

sport coupe or sport sedan
midsize utility vehicles
\$30,000-\$40,000 on latest vehicle
Volvo

Attitudes

"To spend, to buy myself something new, is for me one of the greatest pleasures in life"
"I will welcome a cashless society"
"More immigration to Canada should be encouraged"
"I consider myself an entrepreneur"