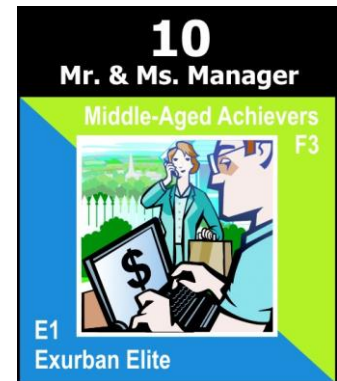


## E1

## 10 - Mr. &amp; Ms. Manager

## Upscale, dual-income exurban households

<b>Population</b>	<b>991,377 (2.81% of Canada)</b>
<b>Households</b>	<b>350,860 (2.48% of Canada)</b>
<b>Average Household Income</b>	<b>\$128,635</b>
<b>Housing Tenure</b>	<b>Homeowners</b>
<b>Education</b>	<b>Mixed</b>
<b>Occupation</b>	<b>Service Sector &amp; White Collar</b>
<b>Ethnic Presence</b>	<b>Low</b>
<b>Sample Social Value</b>	<b>Duty</b>

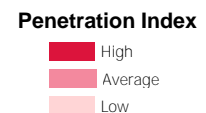
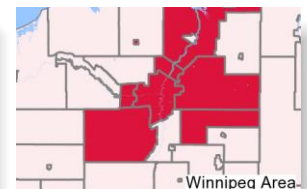
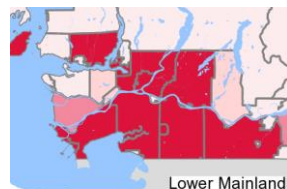
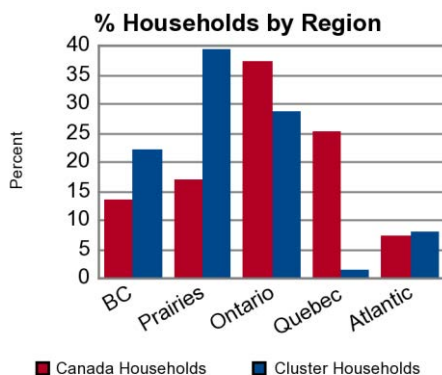


Mr. & Ms. Manager is home to Canada's working couples living in the exurban sprawl beyond the nation's largest cities. The residents of these communities tend to be prosperous executives who like their toys: boats, campers, snowmobiles and impressive collections of sporting equipment. These families and couples enjoy outdoor activities like golf, skiing, power boating and canoeing. They don't mind driving their kids to the zoo, national park or a hockey game as long as they get time to take in a variety of exhibitions, from crafts and gardening to food and wine and investments. And though Mr. & Ms. Manager residents typically commute by car to nearby cities, they enjoy their exurban settings, preferring to go camping over seeing an opera, and driving a pickup truck rather than owning a sedan.

Mr. & Ms. Manager has one of the highest rates for dual-income couples in Canada, and their lofty household income is reflected in their scoring high on the Social Value *Financial Security*. Other than a fondness for the Internet, they're selective in their taste for traditional media, showing moderate interest in daily newspapers but scoring high for sports, entertainment and health magazines and most TV shows. Hardly the style mavens of wealthier neighbourhoods, Mr. & Ms. Manager residents admit that they're blasé about home decorating and maintaining a pristine house. Keeping up with their jobs and teenagers takes most of their energy.

## Where They Live

Tecumseh (ON), St. Albert (AB), Delta (BC), LaSalle (QC), East St. Paul (MB), Beaumont (AB), Quispamsis (NB), Leduc (AB), Coldstream (BC), Strathcona County (AB)



## How They Think

In their exurban enclaves, Mr. & Ms. Manager members enjoy a measure of security that they feel eludes their urban counterparts. With their *Fear of Violence* and sense that violence is inevitable in life, they seek measures to ensure they and their families are safe. Their places of worship undoubtedly offer them great comfort, as reflected in their high score for *Religiosity*. While they may feel somewhat insecure about physical safety, they do express a high confidence in their *Financial Security*, and they are optimistic about the future in that regard. But while their conventional religious affiliation is important to them, they also exhibit less traditional values at home, where they support an *Equal Relationship with Youth* and score quite low on *Sexism*. For Mr. & Ms. Manager members, *Duty* is key, as they expect their obligations to take precedence over their own personal pleasures and interests. While they probably use technology more and more in their daily lives, they aren't entirely comfortable new gadgets, and they score high for (*Technological Anxiety*).

## Who They Are

<u>Population</u>	<u>Cluster %</u>	<u>Index Canada</u>	<u>Households</u>	<u>Cluster %</u>	<u>Index Canada</u>
<b>Age</b>			<b>Maintainer Age</b>		
<5	5.08	92	<25	1.09	33
5-14	11.62	108	25-34	11.37	73
15-24	14.69	113	35-44	18.02	99
25-44	24.07	88	45-54	25.57	119
45-64	31.76	112	55-64	23.08	123
65-74	8.33	99	65-74	13.61	108
75-84	3.42	72	75+	7.27	72
85+	1.04	52	<b>Size</b>		
<b>Mother Tongue</b>			1 Person	13.30	49
English	80.93	142	2 People	35.86	106
French	4.98	24	3 People	18.66	119
Non-Official	12.73	64	4+ People	32.18	140
<b>Immigration</b>			<b>Family Status</b>		
Immigrant	14.50	67	Non-Family	17.78	54
Arrived <1961	17.85	140	Couples w/ kids	49.69	112
1961-1970	17.43	152	Couples, no kids	40.12	102
1971-1980	21.44	147	Lone parent	10.19	62
1981-1990	15.96	98	<b>Age of Children</b>		
1991-1995	9.23	69	<5	15.69	84
1996-2000	8.69	64	5-9	17.07	94
2001-2006	9.41	52	10-14	18.83	104
<b>Visible Minority</b>			15-19	21.32	113
Yes	10.93	55	20-24	15.27	118
<b>Adult Population</b>	<b>Cluster %</b>	<b>Index Canada</b>	25+	11.82	89
<b>Marital Status</b>			<b>Dwellings</b>	<b>Cluster %</b>	<b>Index Canada</b>
Single	24.66	88	<b>Tenure</b>		
Married or Common-Law	66.10	115	Owned	93.50	135
Wid/Div/Sep	9.24	64	Rented	6.50	21
<b>Mode of Transport</b>			Band Housing	0.01	1
Car	90.64	112	<b>Period of Construction</b>		
Public Transit	5.26	49	<1946	1.74	16
<b>Class of Worker</b>			1946-1960	3.68	29
Employed	87.14	101	1961-1970	8.63	72
Self-Employed	11.76	101	1971-1980	23.70	137
Unpaid	0.17	58	1981-1990	25.71	174
<b>Occupation</b>			1991-1995	9.01	141
Primary	3.54	80	1996-2000	6.63	112
Blue Collar	19.92	85	2001-2006	7.13	93
Service Sector	39.47	101	2007-2011	10.12	108
White Collar	34.49	111	>2011	3.65	108
<b>Education</b>			<b>Type</b>		
No cert/dipl/deg	14.79	67	Single	87.62	159
High school cert	25.63	104	Semi	3.30	68
Trade	8.97	87	Row	2.88	48
College	19.02	115	Duplex	3.08	59
Some university	5.26	108	Low-rise	2.16	12
University degree	26.34	122	High-rise	0.31	3
			Mobile	0.55	40
			<b>Dwelling Value</b>		
			<b>Index</b>		120

## How They Live

### Leisure

zoos/aquariums/farms  
downhill skiing  
savings/investment shows  
travel to Western U.S.

### Shopping

boats  
video game systems  
formal dine-in restaurants  
Tabi International

### Traditional Media

*National Post Weekend*  
*Report On Business Magazine*  
"Grey's Anatomy"  
sports radio

### New Media

research consumer reports  
Google+  
Wikis  
search online classifieds

### Food/Drink

wieners  
ready-to-eat salads  
liqueurs  
powdered fruit drinks

### Financial

\$250,000-\$500,000 in securities and savings  
will/estate planning  
electronic banking services  
donations to religious groups

### Automotive

pickup trucks  
midsize cars  
\$30,000-\$40,000 on latest vehicle  
GMC

### Attitudes

"I've taken steps to ensure I have sufficient income for retirement"  
"My confidence is greatly enhanced when I know I look my best"  
"I am very interested in unfamiliar destinations for vacation travel"  
"I live a fairly hectic lifestyle"