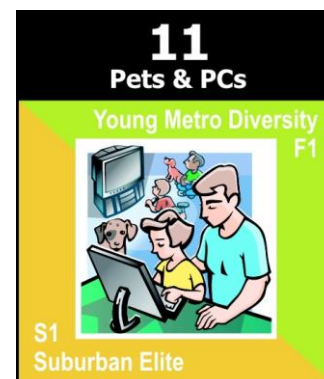


# S1

## 11 - Pets & PCs

### Large, upscale suburban families

<b>Population</b>	<b>2,296,215 (6.5% of Canada)</b>
<b>Households</b>	<b>722,769 (5.12% of Canada)</b>
<b>Average Household Income</b>	<b>\$125,148</b>
<b>Housing Tenure</b>	<b>Homeowners</b>
<b>Education</b>	<b>University/College</b>
<b>Occupation</b>	<b>Mixed</b>
<b>Ethnic Presence</b>	<b>Medium</b>
<b>Sample Social Value</b>	<b>Saving on Principle</b>

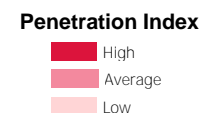
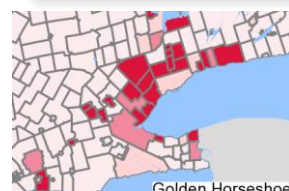
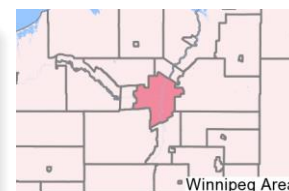
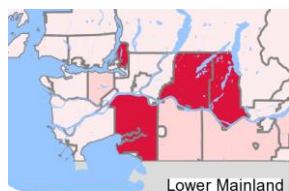
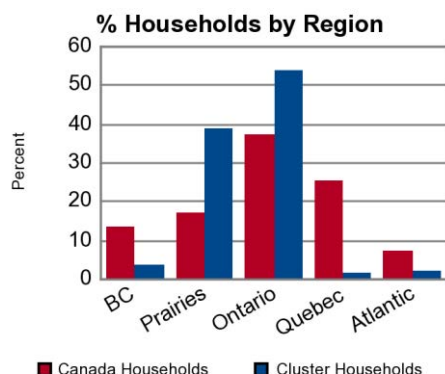


Younger multi-ethnic families with pre-school children have turned Pets & PCs into the largest lifestyle type in Canada. Scattered around the nation's larger cities, the group contains an increasing number of immigrants from South Asia, China and the Caribbean. Few segments have a greater concentration of new housing, and many of the residents have settled into single-home and row house subdivisions. With their upscale incomes, they have crafted an active, child-centred lifestyle. They participate in a number of team sports, including baseball, basketball, hockey and soccer, shuttling kids and gear to games in minivans and SUVs. On weekends, they head to kid-friendly destinations such as zoos, theme parks and aquariums. They fill their homes with an array of computers and electronic gear, telling researchers that they enjoy buying new products "just for the sheer joy of the novelty."

With about one-fifth of residents having moved in the last year, Pets & PCs is one of the most mobile of Canadian lifestyles. These on-the-go households are only moderate consumers of most media and are often too busy to read a newspaper or magazine. They will sit in front of a TV to watch cartoons and reality programs, and they're increasingly turning to the Internet for a variety of activities: gaming, banking, visiting beauty sites and researching products. But when it comes to culture, you won't find Pets & PCs residents at an art gallery or a ballet performance. A big night out is going to a movie, skating rink or dinner theatre—with or without the kids.

## Where They Live

Calgary (AB), Vaughan (ON), Airdrie (AB), Okatoks (AB), Whitby (ON), Barrie (ON), Red Deer (AB), Guelph (ON), Newmarket (ON), Ajax (ON), Oakville (ON)



## How They Think

The members of Pets & PCs hold old-fashioned family values. Raising young children in the suburbs, they espouse conventional views towards home and family, scoring high for *Traditional Family*, *Patriarchy* and *Religiosity*. The adults here think it's important to fulfill one's responsibilities and support a firm *Obedience to Authority*. And many have strong feelings of *National Pride*, believing that increased government involvement can resolve social issues (*Active Government*). Although they're well-off, they still want to save money (*Saving on Principle*) and accumulate wealth to express their upscale status (*Need for Status Recognition*). Their high scores on *Confidence in Big Business* and *Confidence in Advertising* indicate that they trust large companies and are inclined to identify with peers they see in advertising. But they're often disinterested in going shopping (low on *Joy of Consumption*) and show little need to experience new sensations or participate in spur-of-the-moment activities (low for *Pursuit of Intensity* and *Intuition and Impulse*). While taking pleasure in being immersed in crowds (*Attraction to Crowds*), this group isn't particularly strong on *Community Involvement*.

## 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	8.03	146	<25	2.31	70
5-14	15.29	142	25-34	19.57	126
15-24	13.11	101	35-44	29.12	161
25-44	32.90	121	45-54	25.50	118
45-64	23.40	83	55-64	13.31	71
65-74	4.35	51	65-74	6.24	49
75-84	2.08	44	75+	3.96	39
85+	0.84	42	<b>Size</b>		
<b>Mother Tongue</b>			1 Person	12.51	46
English	64.34	113	2 People	25.79	76
French	2.78	13	3 People	19.94	127
Non-Official	29.97	150	4+ People	41.77	182
<b>Immigration</b>			<b>Family Status</b>		
Immigrant	32.75	152	Non-Family	17.11	52
Arrived <1961	4.78	37	Couples w/ kids	61.06	138
1961-1970	7.51	65	Couples, no kids	27.91	71
1971-1980	14.64	100	Lone parent	11.02	67
1981-1990	20.12	124	<b>Age of Children</b>		
1991-1995	17.07	128	<5	21.67	116
1996-2000	18.51	136	5-9	21.68	119
2001-2006	17.37	97	10-14	19.58	108
<b>Visible Minority</b>			15-19	17.21	91
Yes	34.72	174	20-24	10.60	82
<b>Adult Population</b>	<b>Cluster %</b>	<b>Index Canada</b>	25+	9.25	70
<b>Marital Status</b>			<b>Dwellings</b>	<b>Cluster %</b>	<b>Index Canada</b>
Single	24.26	86	<b>Tenure</b>		
Married or Common-Law	66.66	116	Owned	92.70	134
Wid/Div/Sep	9.08	63	Rented	7.29	24
<b>Mode of Transport</b>			Band Housing	0.00	1
Car	88.22	109	<b>Period of Construction</b>		
Public Transit	9.03	84	<1946	0.25	2
<b>Class of Worker</b>			1946-1960	0.43	3
Employed	88.60	103	1961-1970	0.42	4
Self-Employed	10.12	87	1971-1980	0.94	5
Unpaid	0.21	69	1981-1990	2.46	17
<b>Occupation</b>			1991-1995	4.55	71
Primary	3.23	73	1996-2000	19.17	325
Blue Collar	24.29	103	2001-2006	35.29	462
Service Sector	36.91	94	2007-2011	29.12	312
White Collar	33.71	108	>2011	7.36	219
<b>Education</b>			<b>Type</b>		
No cert/dipl/deg	14.45	65	Single	69.54	126
High school cert	23.06	94	Semi	8.78	180
Trade	7.24	71	Row	13.45	225
College	18.88	114	Duplex	1.31	25
Some university	5.64	116	Low-rise	4.84	27
University degree	30.74	142	High-rise	1.61	17
			Mobile	0.45	33
			<b>Dwelling Value</b>		
			<b>Index</b>		133

## How They Live

### Leisure

theme parks  
football  
video games  
health clubs

### Shopping

computer software  
taco restaurants  
Roots  
The Gap

### Traditional Media

*National Post*  
*Today's Parent*  
"Desperate Housewives"  
all sports

### New Media

mobile games  
LinkedIn  
podcasts  
buy home electronics online via mobile

### Food/Drink

fresh prepared dinners  
pizza shells  
toaster products  
domestic beer

### Financial

\$250,000-\$500,000 in securities and savings  
mutual funds  
RESPs  
donations to the Heart and Stroke Foundation

### Automotive

SUVs  
midsize van  
\$40,000-\$50,000 on latest vehicle  
Honda

### Attitudes

"I am more of a spender than a saver"  
"It is important to me that people admire the things I own"  
"I buy the latest high-tech gadgets before most people I know"  
"I often reward myself by having a snack"