

E1

07 - Winner's Circle

Well-off, middle-aged exurban families

Population	920,028 (2.6% of Canada)
Households	290,939 (2.06% of Canada)
Average Household Income	\$134,965
Housing Tenure	Homeowners
Education	Mixed
Occupation	White Collar & Service Sector
Ethnic Presence	Medium
Sample Social Value	Personal Challenge

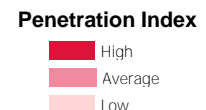
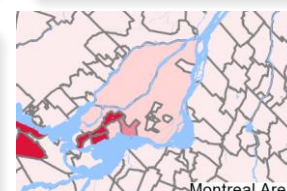
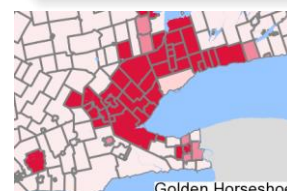
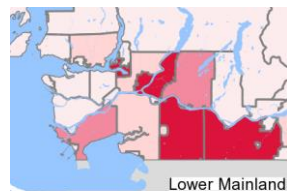
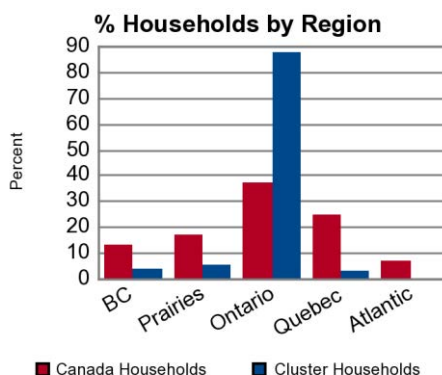


The wealthiest exurban lifestyle, Winner's Circle is known for its sprawling families living in bedroom communities within a driving commute of a handful of metro areas. Most residents lead flourishing lifestyles, living in newer homes and surrounded by recreational parks, ball fields, golf courses and malls filled with big-box stores. With high household incomes, residents of Winner's Circle can afford HDTVs in their family rooms, sport utility vehicles in their garages and lots of consumer electronics in their kids' bedrooms. Although money is still an issue—these financially well-off families express concern about saving enough for the future—many tend to have ostentatious inclinations and don't mind spending freely to look youthful and attractive.

Winner's Circle members can point to more drive than education as the engine of their success. Less than a third have a university degree—relatively low for such an upscale cluster. But in these households concentrated around Toronto, the busy moms and dads have enough disposable income from their white-collar and service jobs to pursue a wide range of activities. They enjoy going to theme parks, boat shows, baseball games and the movies. Lots of kids means lots of sports, and Winner's Circle households have high rates for playing soccer, baseball, basketball and football. And when they come in from the games, they like to watch sitcoms, hockey and cooking shows on TV. To broaden their horizons, parents take their families on plenty of trips outside of Canada—typically to Florida, the Caribbean and Europe.

Where They Live

Pickering (ON), Mississauga (ON), Oakville (ON), Newmarket (ON), Whitby (ON), Brampton (ON), Vaughan (ON), Ajax (ON), Richmond Hill (ON)



How They Think

As their name implies, Winner's Circle residents are real go-getters. There is a sense of energy about them in their lively and vigorous approach to life (*Vitality*). Not afraid to take the initiative, they are also able to think on their feet in response to changing situations (*Adaptability to Complexity*). While they place a great emphasis on *Personal Challenge* and achievement, Winner's Circle residents also enjoy being part of the crowd and attending large events and activities (*Attraction to Crowds*). Their high scores on *Primacy of the Family*, and *Religiosity* along with a fair degree of *Sexism* show them to be more traditional in their social views, which is further underscored by their strong sense of *Duty* and *Obedience to Authority*. They support an *Active Government*, one which gets involved in resolving social issues, as they feel some elements of society may have lost their moral compass. Saving money is always considered a smart move in these households (*Saving on Principle*). Their high *Confidence in Advertising* makes this group receptive to mass media campaigns, as they feel that anything widely advertised must be a good purchase.

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	4.56	83	<25	0.70	21
5-14	11.97	111	25-34	10.25	66
15-24	16.46	126	35-44	18.79	104
25-44	24.30	89	45-54	29.48	137
45-64	31.58	112	55-64	22.74	121
65-74	7.16	85	65-74	11.94	95
75-84	3.03	64	75+	6.10	61
85+	0.96	48	Size		
Mother Tongue			1 Person	10.20	37
English	68.88	121	2 People	27.09	80
French	2.52	12	3 People	20.13	128
Non-Official	26.33	132	4+ People	42.58	185
Immigration			Family Status		
Immigrant	29.53	137	Non-Family	14.30	43
Arrived <1961	11.78	92	Couples w/ kids	55.02	124
1961-1970	16.46	143	Couples, no kids	34.02	87
1971-1980	19.89	136	Lone parent	10.97	67
1981-1990	18.10	112	Age of Children		
1991-1995	12.62	95	<5	13.18	71
1996-2000	11.17	82	5-9	15.69	86
2001-2006	9.99	56	10-14	18.93	105
Visible Minority			15-19	22.23	118
Yes	27.21	136	20-24	16.69	129
Adult Population	Cluster %	Index Canada	25+	13.29	100
Marital Status			Dwellings	Cluster %	Index Canada
Single	28.78	102	Tenure		
Married or Common-Law	62.26	108	Owned	94.19	136
Wid/Div/Sep	8.95	62	Rented	5.81	19
Mode of Transport			Band Housing	0.00	0
Car	88.64	110	Period of Construction		
Public Transit	8.18	76	<1946	1.14	11
Class of Worker			1946-1960	2.55	20
Employed	87.54	101	1961-1970	3.96	33
Self-Employed	10.94	94	1971-1980	11.85	69
Unpaid	0.26	86	1981-1990	34.12	231
Occupation			1991-1995	18.18	284
Primary	1.11	25	1996-2000	9.14	155
Blue Collar	23.68	101	2001-2006	6.55	86
Service Sector	38.25	98	2007-2011	8.95	96
White Collar	34.21	110	>2011	3.56	106
Education			Type		
No cert/dipl/deg	16.76	76	Single	82.50	150
High school cert	26.26	107	Semi	4.13	85
Trade	6.76	66	Row	7.18	120
College	18.58	113	Duplex	3.66	70
Some university	5.09	104	Low-rise	1.25	7
University degree	26.54	123	High-rise	1.07	11
			Mobile	0.17	13
			Dwelling Value		
			Index		144

How They Live

Leisure

rock concerts
outdoor shows
basketball
all-inclusive resorts

Shopping

golf equipment
frozen food store
Danier Leather
Banana Republic

Traditional Media

Financial Post Magazine
Toronto Life
Rogers Sportsnet
adult contemporary radio

New Media

book travel accommodation online
YouTube
podcasts
share group photos

Food/Drink

frozen pizza
cookie mixes
energy drinks
imported beer

Financial

\$5,000-\$10,000 on home improvements
mutual funds
RESPs
gas station quick-pay cards

Automotive

full-sized van
midsize cars
\$20,000-\$30,000 on latest vehicle
Buick

Attitudes

"I like to buy products that offer the latest in new technologies"
"When shopping for clothes, I generally look for designer labels"
"I consider myself to be sophisticated"
"I love expensive sports cars"