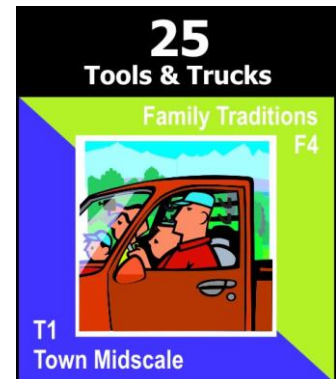


## T1

## 25 - Tools &amp; Trucks

## Upper-middle-class town families and couples

<b>Population</b>	<b>865,595 (2.45% of Canada)</b>
<b>Households</b>	<b>324,555 (2.3% of Canada)</b>
<b>Average Household Income</b>	<b>\$97,807</b>
<b>Housing Tenure</b>	<b>Homeowners</b>
<b>Education</b>	<b>Mixed</b>
<b>Occupation</b>	<b>Mixed</b>
<b>Ethnic Presence</b>	<b>Low</b>
<b>Sample Social Value</b>	<b>Joy of Consumption</b>

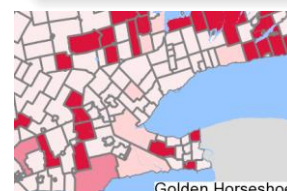
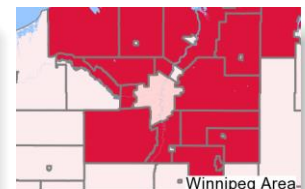
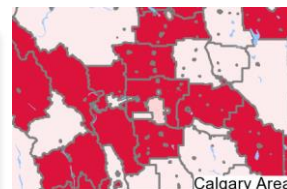
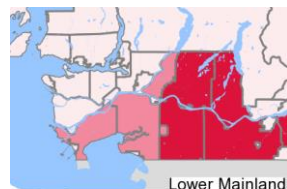
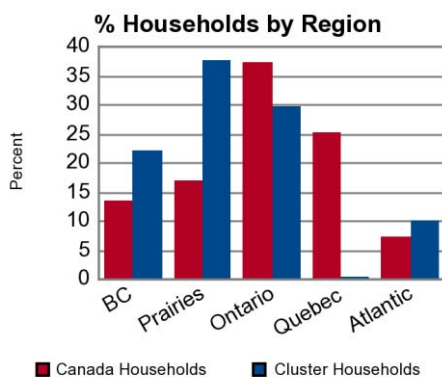


With some of the highest rates for blue-collar jobs in trades, transportation and mining, the residents of Tools & Trucks lead casual lifestyles. These middle-aged couples and families live in midscale houses and mobile homes in small towns and rural communities across English Canada. When quitting time rolls around, they like to relax at home with their DVD players and HDTVs. They're big fans of TV news, personal makeover shows, crime dramas and sitcoms. Their idea of a big night out is going to a family dining restaurant, browsing antiques stores or going shopping at The Brick. Fond of nature, many also spend free time outdoors, going camping, power boating and snowmobiling and playing hockey. When they travel, they typically hit the road in SUVs, trucks hauling campers and recreational vehicles to explore the national and provincial parks across Canada and the U.S.

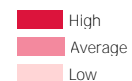
Tools & Trucks residents have only modest educational achievement levels—about one in six have gone to a university—and there's a traditional working-class atmosphere to this most affluent town cluster. The men like to hunt, fish, work on their homes and drink beer. While the women work outside the home at high rates, they also enjoy domestic diversions like gardening and baking. These are fiscally conservative Canadians who worry about threats to their livelihood and who tend to buy savings bonds, travel insurance and overdraft protection. Price-conscious, they have high rates for responding to mail order promotions, Internet ads and flyers tucked into daily and community newspapers.

## Where They Live

Coaldale (AB), Simonds (NB), Neebing (ON), Calmar (AB), Witless Bay (NL), Tide Head (NB), Alberni-Clayoquot D (BC), Bassano (AB), Bruderheim (AB), Irricana (AB), Legal (AB)



## Penetration Index



## How They Think

Proud Canadians, Tools & Trucks members want their country to hold a strong place in the world. A globally conscious group, they embrace multiculturalism and feel a connectedness to peoples from all over the world. While they will not seek this connection in large crowds or events, scoring low for *Attraction to Crowds*, they prefer to be active in local community organizations (*Community Involvement*). With a proactive stance on ecological protection, they reject the idea that a certain level of pollution is necessary in an advanced society and are not willing to sacrifice the environment for economic progress. This is also a healthy group, with a strong focus on living a wholesome lifestyle. These upper-middle class families love to shop (high *Joy of Consumption*), but they are not irresponsible or spontaneous in their consumer behaviour. Displaying great *Emotional Control*, Tools & Trucks members rarely give in to their emotions but base their decisions on reason and logic.

## 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	5.71	104	<25	2.12	64
5-14	11.97	111	25-34	13.67	88
15-24	12.53	96	35-44	18.34	101
25-44	25.34	93	45-54	23.84	111
45-64	31.05	110	55-64	21.08	112
65-74	8.45	100	65-74	13.12	104
75-84	3.71	78	75+	7.83	78
85+	1.22	61	<b>Size</b>		
<b>Mother Tongue</b>			1 Person	18.53	68
English	86.09	151	2 People	38.95	115
French	4.90	23	3 People	16.47	105
Non-Official	8.11	41	4+ People	26.06	113
<b>Immigration</b>			<b>Family Status</b>		
Immigrant	8.94	41	Non-Family	22.90	69
Arrived <1961	27.69	217	Couples w/ kids	45.77	103
1961-1970	18.90	165	Couples, no kids	43.35	110
1971-1980	19.39	133	Lone parent	10.88	66
1981-1990	12.11	75	<b>Age of Children</b>		
1991-1995	6.61	50	<5	18.59	100
1996-2000	6.70	49	5-9	19.22	106
2001-2006	8.59	48	10-14	19.71	109
<b>Visible Minority</b>			15-19	19.85	106
Yes	4.59	23	20-24	11.44	88
<b>Adult Population</b>	<b>Cluster %</b>	<b>Index Canada</b>	25+	11.18	84
<b>Marital Status</b>			<b>Dwellings</b>	<b>Cluster %</b>	<b>Index Canada</b>
Single	22.43	80	<b>Tenure</b>		
Married or Common-Law	66.36	116	Owned	88.46	128
Wid/Div/Sep	11.21	78	Rented	11.49	38
<b>Mode of Transport</b>			Band Housing	0.05	11
Car	93.11	115	<b>Period of Construction</b>		
Public Transit	0.99	9	<1946	7.91	74
<b>Class of Worker</b>			1946-1960	9.09	72
Employed	84.47	98	1961-1970	10.04	84
Self-Employed	14.27	123	1971-1980	21.82	127
Unpaid	0.41	136	1981-1990	14.05	95
<b>Occupation</b>			1991-1995	7.54	118
Primary	10.42	234	1996-2000	7.34	124
Blue Collar	27.80	118	2001-2006	8.59	112
Service Sector	35.09	90	2007-2011	10.32	111
White Collar	23.97	77	>2011	3.29	98
<b>Education</b>			<b>Type</b>		
No cert/dipl/deg	23.38	105	Single	85.03	154
High school cert	27.62	112	Semi	2.61	54
Trade	13.25	129	Row	2.24	37
College	18.93	115	Duplex	1.60	31
Some university	3.72	76	Low-rise	2.65	15
University degree	13.11	61	High-rise	0.06	1
			Mobile	5.64	414
			<b>Dwelling Value</b>		
			<b>Index</b>		92

## How They Live

### Leisure

country music concerts  
hockey  
fishing/hunting  
camping

### Shopping

video equipment  
snowmobiles  
department stores  
Mark's Work Wearhouse

### Traditional Media

real estate listings  
personal makeover shows  
community radio  
subscribe to 1+ magazines

### New Media

research pet products online  
comment on or like posts on Facebook  
participate in online chats  
own portable or car DVD player

### Food/Drink

pasta sauce  
processed cheese  
wieners  
coolers

### Financial

RRSPs  
will/estate planning  
personal loans  
donations to Kidney Foundation

### Automotive

pickup trucks  
bought used vehicles  
Chevrolet  
Pontiac

### Attitudes

"I try to do as much car maintenance work myself as possible"  
"I always have an accurate account of my financial commitments"  
"I like to try new and different products"  
"I am in favour of capital punishment"