

## E2

## 22 - Blue-Collar Comfort

## Middle-aged, upper-middle-class blue collar families

|                                 |   |
|---------------------------------|---|
| <b>Population</b>               | <b>611,761 (1.73% of Canada)</b>        |
| <b>Households</b>               | <b>218,268 (1.55% of Canada)</b>        |
| <b>Average Household Income</b> | <b>\$91,643</b>                         |
| <b>Housing Tenure</b>           | <b>Homeowners</b>                       |
| <b>Education</b>                | <b>High School/Grade 9/College</b>      |
| <b>Occupation</b>               | <b>Service Sector &amp; Blue Collar</b> |
| <b>Ethnic Presence</b>          | <b>Medium</b>                           |
| <b>Sample Social Value</b>      | <b>Obedience to Authority</b>           |

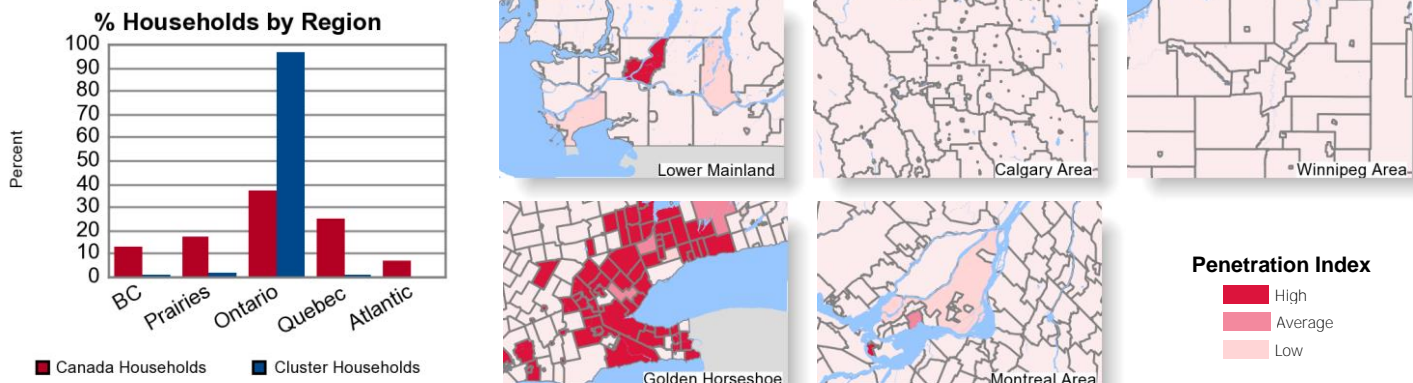


Found across southern Ontario, Blue-Collar Comfort features large families with middle-aged parents who work at skilled blue-collar and service sector jobs. These high school- and college-educated Canadians have secured well-paying positions that allow them to pursue upper-middle-class lifestyles. With their school-aged children, these households have high rates for swimming, playing baseball, going to theme parks and attending pet, RV and motorcycle shows. Around their older single, semi-detached and row houses, relaxation means nothing more taxing than tuning in to TV sports, sitcoms or reality shows. Blue-Collar Comfort consumers have enough money in their jeans to travel—the cluster includes a high percentage of snowbirds—but many of these wage earners are content to go only as far as the local casual dining restaurant for a night out.

Slightly more affluent than in the past, Blue-Collar Comfort residents tend to live in moderately priced housing that allows them to stretch their incomes. They have higher than average rates for owning video game consoles, MP3 players and computer equipment. Befitting their jobs in manufacturing and the trades, Blue-Collar Comfort residents gravitate to sports for relaxation—whether it's taking their boats out on lakes, buying their kids toy racing sets or watching basketball, soccer or NFL football on television. Adaptable to the uncertainties of modern life, they've managed to thrive despite the changes in society and the workplace.

## Where They Live

New Tecumseth (ON), Orangeville (ON), Innisfil (ON), Bradford West-Gwillimbury (ON), Clarington (ON), Grimsby (ON), Oshawa(ON), Georgina (ON), Barrie (ON), Cambridge (ON), Brampton (ON)



## How They Think

With a strong sense of *Duty*, belief in *Obedience to Authority* and a strong conviction that people should help the less fortunate, Blue Collar Comfort members are model citizens. These hard-working residents put their family above all else and are willing to make personal sacrifices for their benefit. They rely on their religious organizations for solace and support as well as guidance on the values they want passed on to their children. These residents show strong *Emotional Control*, using logic and reason to understand and navigate their world while not giving in to their emotions. This preference for the rational may explain why they distrust advertising messages and tend to make decisions based on reason rather than a whim or intuition. Blue Collar Comfort residents are most comfortable with a simple, predictable life. They are averse to complexity in their lives and are intimidated by too much change, especially in technology; in fact, they are concerned about the moral and ethical implications of a world increasingly dependent on technology.

## 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                       | 5.41             | 98                  | <25                           | 1.61             | 49                  |
| 5-14                     | 11.78            | 109                 | 25-34                         | 14.46            | 93                  |
| 15-24                    | 14.44            | 111                 | 35-44                         | 19.84            | 109                 |
| 25-44                    | 27.22            | 100                 | 45-54                         | 24.65            | 114                 |
| 45-64                    | 28.68            | 101                 | 55-64                         | 19.38            | 103                 |
| 65-74                    | 7.52             | 89                  | 65-74                         | 12.17            | 97                  |
| 75-84                    | 3.67             | 78                  | 75+                           | 7.90             | 79                  |
| 85+                      | 1.28             | 64                  | <b>Size</b>                   |                  |                     |
| <b>Mother Tongue</b>     |                  |                     | 1 Person                      | 16.84            | 62                  |
| English                  | 79.15            | 139                 | 2 People                      | 32.10            | 94                  |
| French                   | 1.94             | 9                   | 3 People                      | 19.67            | 125                 |
| Non-Official             | 17.28            | 87                  | 4+ People                     | 31.39            | 136                 |
| <b>Immigration</b>       |                  |                     | <b>Family Status</b>          |                  |                     |
| Immigrant                | 20.97            | 97                  | Non-Family                    | 22.00            | 67                  |
| Arrived <1961            | 16.04            | 125                 | Couples w/ kids               | 47.81            | 108                 |
| 1961-1970                | 17.15            | 149                 | Couples, no kids              | 35.05            | 89                  |
| 1971-1980                | 17.26            | 118                 | Lone parent                   | 17.14            | 104                 |
| 1981-1990                | 17.13            | 106                 | <b>Age of Children</b>        |                  |                     |
| 1991-1995                | 10.96            | 82                  | <5                            | 16.21            | 87                  |
| 1996-2000                | 10.68            | 78                  | 5-9                           | 17.05            | 94                  |
| 2001-2006                | 10.78            | 60                  | 10-14                         | 18.22            | 101                 |
| <b>Visible Minority</b>  |                  |                     | 15-19                         | 19.96            | 106                 |
| Yes                      | 16.17            | 81                  | 20-24                         | 14.61            | 113                 |
| <b>Adult Population</b>  | <b>Cluster %</b> | <b>Index Canada</b> | 25+                           | 13.95            | 105                 |
| <b>Marital Status</b>    |                  |                     | <b>Dwellings</b>              | <b>Cluster %</b> | <b>Index Canada</b> |
| Single                   | 27.35            | 97                  | <b>Tenure</b>                 |                  |                     |
| Married or               | 59.14            | 103                 | Owned                         | 87.62            | 126                 |
| Common-Law               | 13.51            | 94                  | Rented                        | 12.38            | 41                  |
| Wid/Div/Sep              |                  |                     | Band Housing                  | 0.00             | 0                   |
| <b>Mode of Transport</b> |                  |                     | <b>Period of Construction</b> |                  |                     |
| Car                      | 89.72            | 111                 | <1946                         | 4.09             | 38                  |
| Public Transit           | 5.32             | 49                  | 1946-1960                     | 8.24             | 65                  |
| <b>Class of Worker</b>   |                  |                     | 1961-1970                     | 11.83            | 99                  |
| Employed                 | 89.92            | 104                 | 1971-1980                     | 24.79            | 144                 |
| Self-Employed            | 8.57             | 74                  | 1981-1990                     | 20.32            | 138                 |
| Unpaid                   | 0.20             | 65                  | 1991-1995                     | 6.78             | 106                 |
| <b>Occupation</b>        |                  |                     | 1996-2000                     | 6.08             | 103                 |
| Primary                  | 1.22             | 27                  | 2001-2006                     | 6.79             | 89                  |
| Blue Collar              | 31.12            | 132                 | 2007-2011                     | 8.33             | 89                  |
| Service Sector           | 38.11            | 97                  | >2011                         | 2.75             | 82                  |
| White Collar             | 26.27            | 84                  | <b>Type</b>                   |                  |                     |
| <b>Education</b>         |                  |                     | Single                        | 63.27            | 115                 |
| No cert/dipl/deg         | 22.68            | 102                 | Semi                          | 16.17            | 332                 |
| High school cert         | 29.91            | 122                 | Row                           | 9.93             | 166                 |
| Trade                    | 9.42             | 92                  | Duplex                        | 3.73             | 71                  |
| College                  | 20.27            | 123                 | Low-rise                      | 5.18             | 29                  |
| Some university          | 3.32             | 68                  | High-rise                     | 1.42             | 15                  |
| University degree        | 14.40            | 67                  | Mobile                        | 0.15             | 11                  |
|                          |                  |                     | <b>Dwelling Value</b>         |                  |                     |
|                          |                  |                     | <b>Index</b>                  |                  | 94                  |

## How They Live

### Leisure

theme parks  
baseball  
health/wellness shows  
travel to the Caribbean

### Shopping

MP3 players  
frozen food stores  
Mark's Work Wearhouse  
Wal-Mart

### Traditional Media

sports section

### People

"Survivor"  
oldies radio  
**New Media**  
use online ads  
LinkedIn  
Wikis  
prefer Internet on computer

### Food/Drink

cold cuts  
processed cheese  
frozen waffles  
energy drinks

### Financial

RESPs  
Canada savings bonds  
personal lines of credit  
student banking services

### Automotive

minivans  
midsize cars  
\$10,000-\$15,000 on latest vehicle  
Chevrolet

### Attitudes

"Canadian beer is the best beer in the world"  
"Ads help me keep up-to-date with new/different products and services"  
"I prefer to work as part of a team than work alone"  
"I am comfortable sharing personal information with retail companies"