

The Environics Analytics Congregational Research Pilot

Prepared for:

McLeod-Stewarton United Church
Ottawa, Ontario



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Confidential

Contact:

Catherine Pearson 416-969-2835
catherine.pearson@environics.ca



Table of Contents

<u>OBJECTIVE</u>	<u>2</u>
<u>DEFINING THE SERVICE AREA</u>	<u>2</u>
<u>DEMOGRAPHIC SUMMARY OF HOUSEHOLDS IN THE SERVICE AREA</u>	<u>3</u>
RELIGION.....	3
ETHNICITY.....	5
EDUCATION AND OCCUPATIONS	7
INCOME.....	8
MARITAL STATUS.....	8
<u>GIFTS OF MONEY AND CONTRIBUTIONS</u>	<u>8</u>
<u>DESCRIPTION OF MCLEOD-STEWARTON UNITED CHURCH'S CONGREGATION</u>	<u>8</u>
<u>DEVELOPING PROGRAMS TO STRENGTHEN UNITED CHURCH CHARACTERISTICS</u>	<u>15</u>
<u>HOW TO USE THIS INFORMATION</u>	<u>22</u>
<u>APPENDIX</u>	<u>27</u>

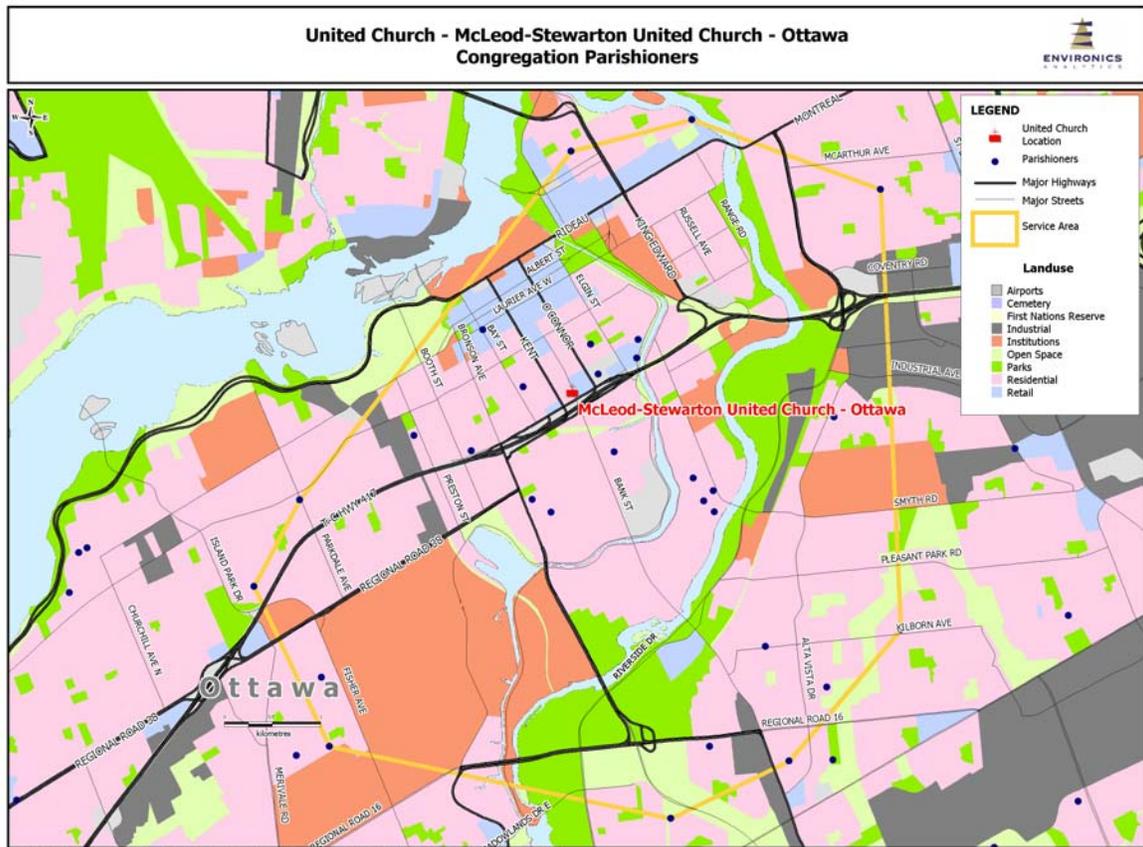
Executive Summary

Objective

The objective of this analysis is to help the McLeod-Stewarton United Church understand more about its local market and who its congregation is so that they can develop and support appropriate outreach programs and communication strategies to retain and grow their congregation.

Defining the Service Area

Environics Analytics used the 2007 congregation data to define the size and shape of the local service area. The total file contained 63 members. The dot map below illustrates where each congregation member resides in relation to the church location. The service area was defined by capturing a minimum of 50% of the congregation. The area outlined in yellow is the defined service area that is used in the study and compared to the local market, in this case Ottawa.

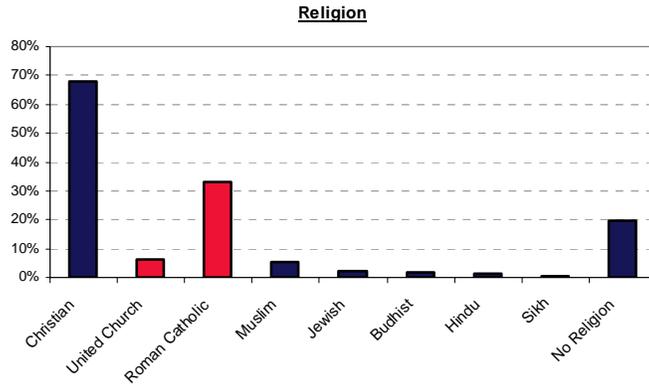


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Demographic Summary of Households in the Service Area

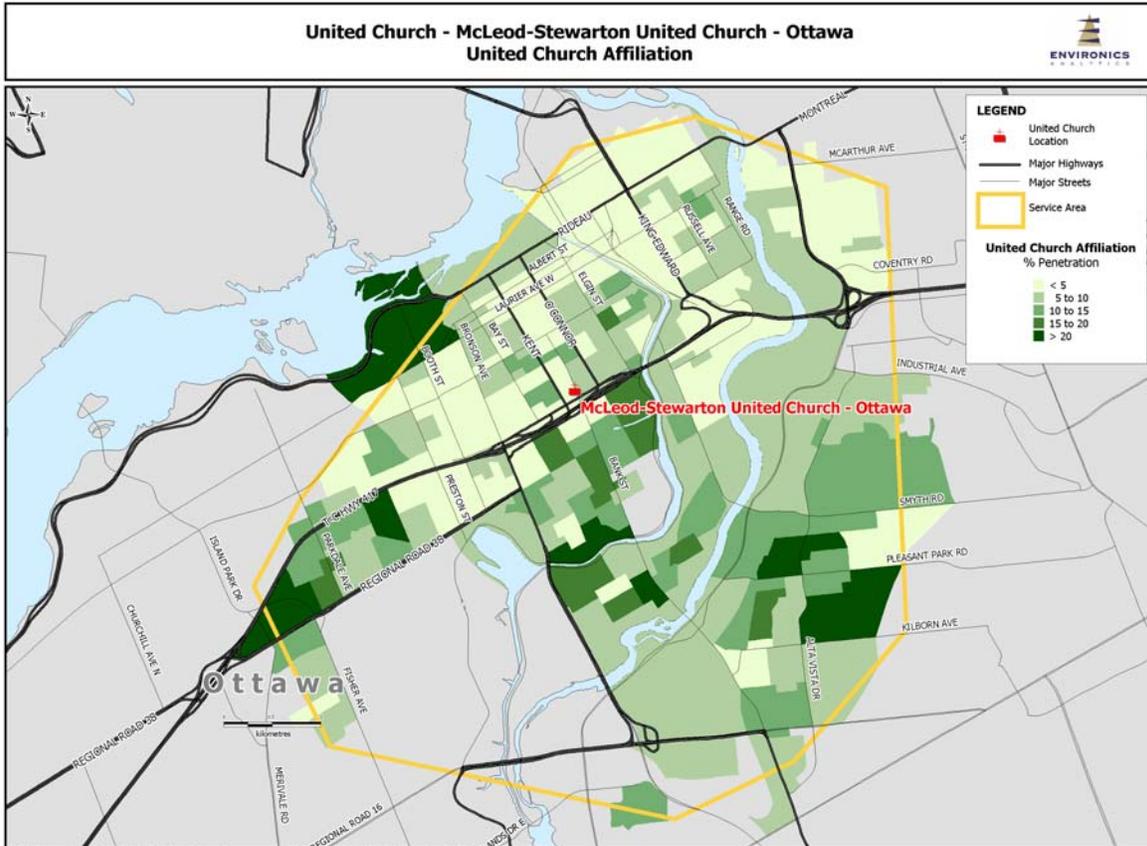
The McLeod-Stewarton United Church service area has a population of 133,703 or 67,547 households. The population has been growing at an average annual rate of 0.91% since 2001. This rate is expected to slow down to 0.40% through 2017.

Religion: The predominant religion is Christian representing 67.9% of the population. 32.9% of residents declare themselves to be Roman Catholic while only 6.4% declare themselves to be members of the United Church. Approximately 20% declare that they have No Religion.



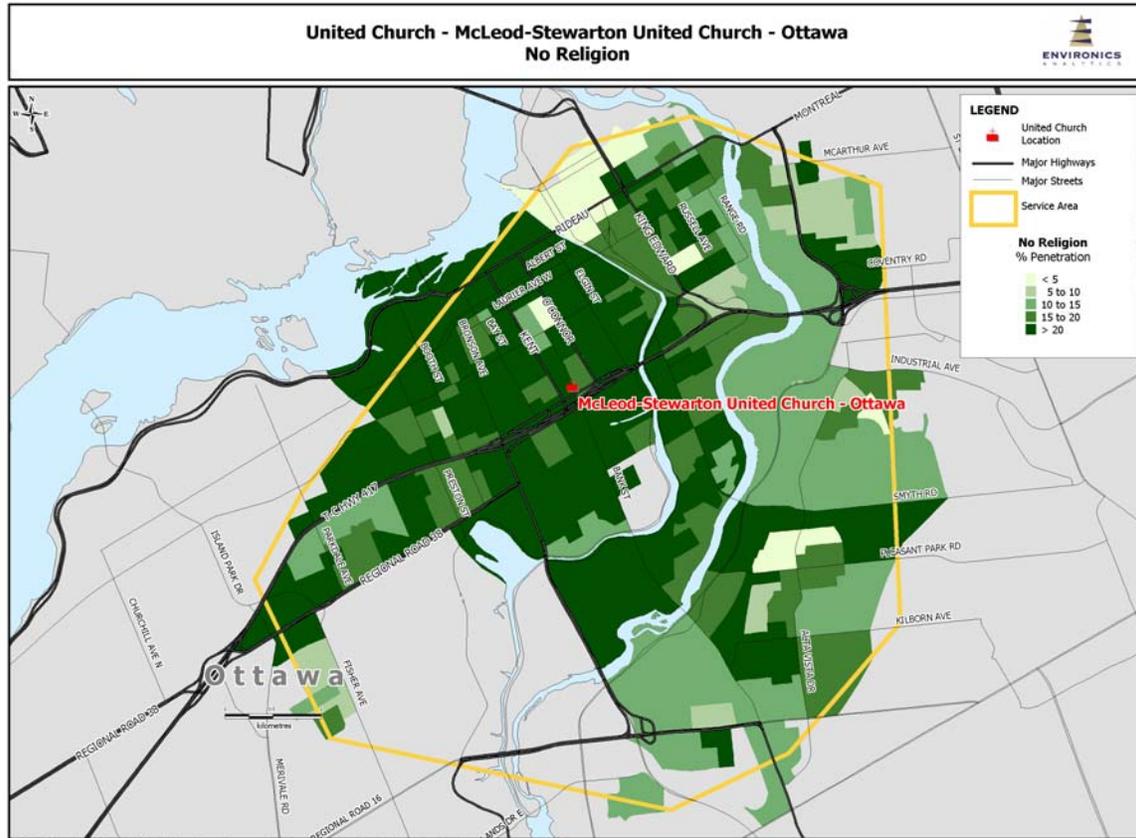
McLeod-Stewarton United Church Service Area

The following is a penetration map that illustrates thematically areas that have a high concentration of persons indicating their religious denomination to be United Church. The areas in dark green show the most concentrated areas with 20% or more of the population stating their religion as United Church.



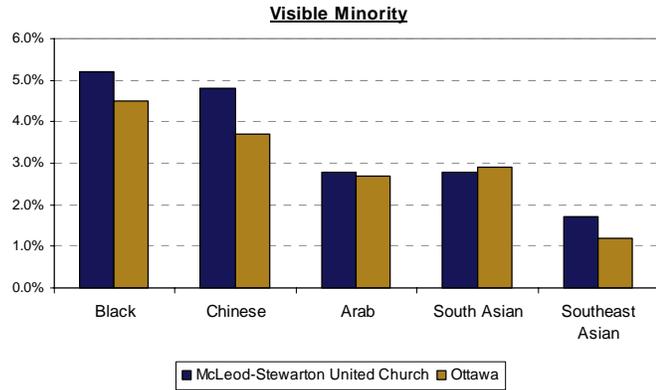
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The map below shows areas that have a high concentration of the population that have no affiliation to a religion (based on the 2001 Census).

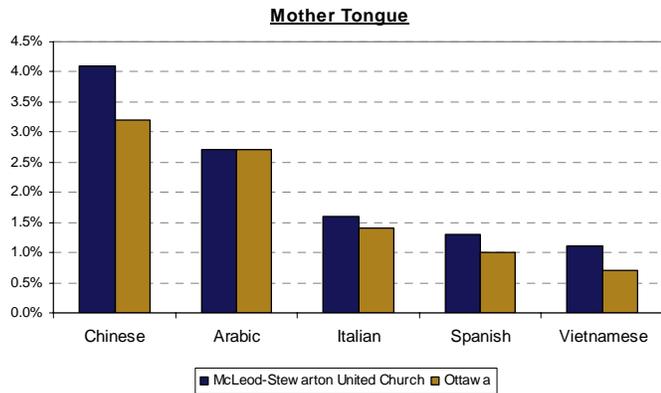


Ethnicity: Immigrants make up 29.9% of this service area, which is high when compared to Ottawa. The remainder of the population is made up of 3rd generation or greater immigrants (those born in Canada to Canadian-born parents, 51.2%) and 2nd generation immigrants (those born in Canada to immigrant parents, 18.9%). Many of the area's immigrants settled in Canada between 1996 and 2000 (23.8%), stating their country of origin as China (10.7%), the United Kingdom (8.5%) or the United States (4.9%).

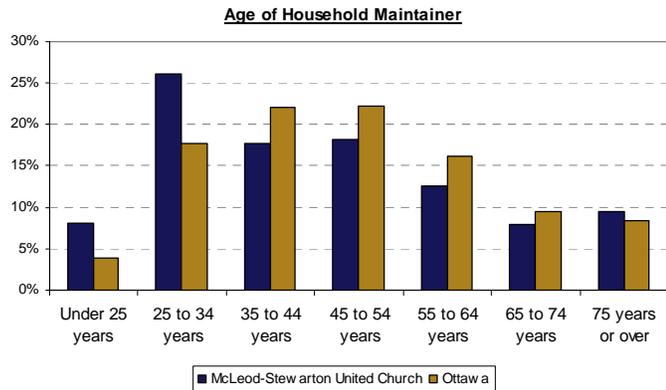
Visible Minority: At 21.0% the service area has a high level of visible minorities in comparison to Ottawa. Many of these visible minorities are Black (5.2%) or Chinese (4.8%). There is also a stronger than average proportion of Southeast Asians, West Asians and Japanese in this service area.



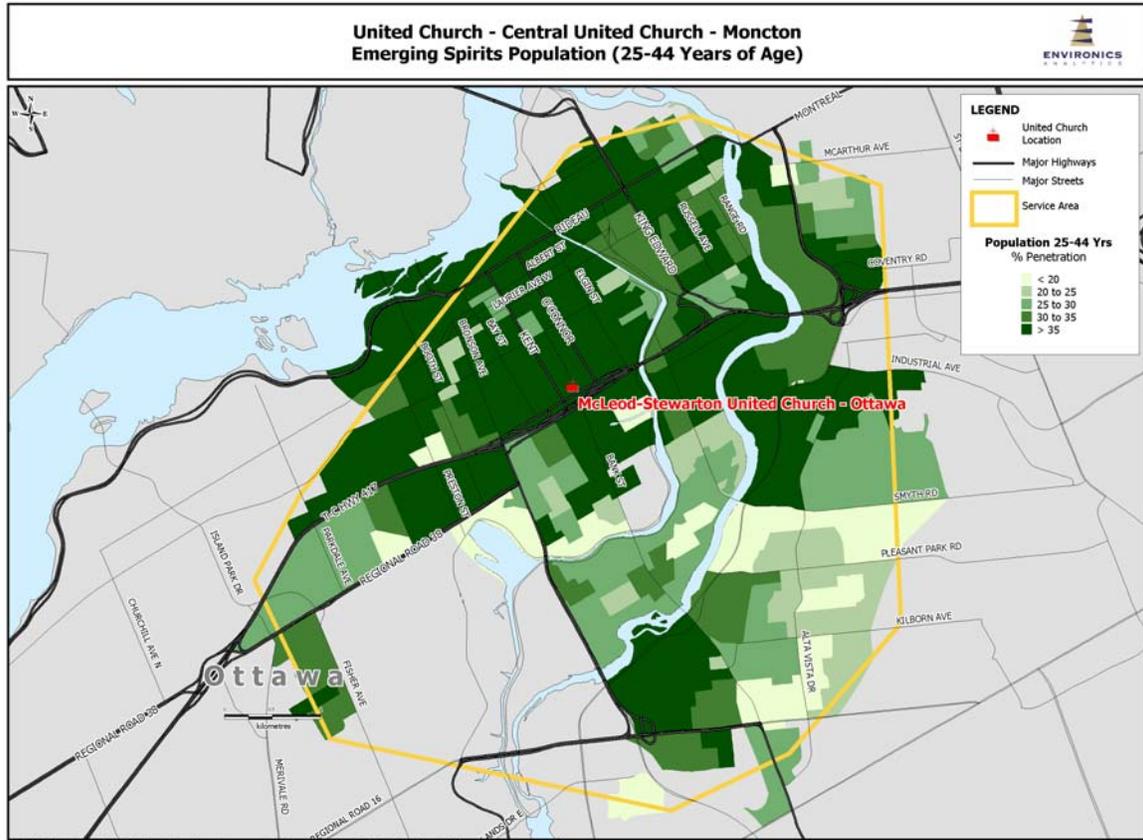
Mother tongue: Most residents state that their mother tongue is English (59.3%). 23.1% claim their mother tongue to be an unofficial language. Of these unofficial languages, Chinese (4.1%), Arabic (2.7%) and Italian (1.6%) are most often claimed as a mother tongue.



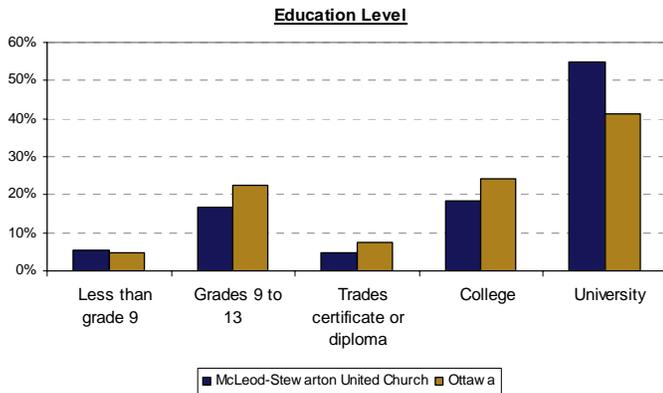
Family Formation and Age of Maintainer: The households that reside in the area are predominantly comprised of one person. Houses are typically rented, single-detached houses with 38.7% of the households living in low-rise apartments. When compared to Ottawa, the largest cohorts of household maintainers are under 25 and 25 to 34 years of age (together, 34%). The Emerging Spirits category (25 to 44 years of age) makes up 44% of household maintainers, though this percentage is slightly skewed towards the younger side.



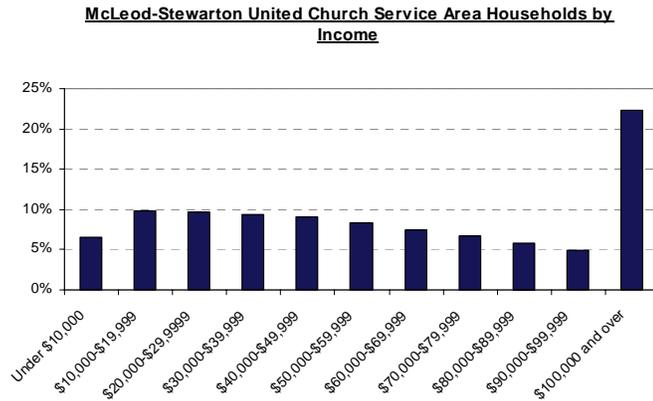
The following map shows areas that have a high Emerging Spirits penetration.



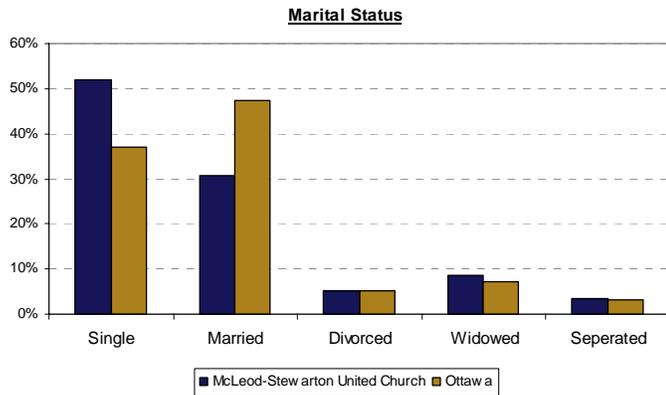
Education and Occupations: Service area households exhibit a mix between high and low levels of education (strong numbers of residents with below grade 9 and university educations) while occupations are principally comprised of service sector and white collar.



Income: There is a moderate proportion of dual income households with approximately 65.0% of all females in the labour force. Average household incomes (\$71,443) are 18% below the Ottawa average.



Marital Status: Fifty-two percent of the households are single (never married) while 30.7% are married.



Gifts of Money and Contributions

It is estimated that 0.86% of the household income in the service area is allocated to charitable contributions. 46% of these contributions are donated to religious organizations. The total dollar amount donated to religious organizations annually is \$19,363,130 or \$287 per household.

Description of McLeod-Stewarton United Church’s Congregation

The McLeod-Stewarton United Church congregation is heavily concentrated in five of the 66 lifestyle clusters representing 81.8% of the total congregation and 69.1% of the service area. The following information will help you gain more insight into these five groups so that you can tailor communications and programs to increase participation amongst existing members and target new members with the right information.

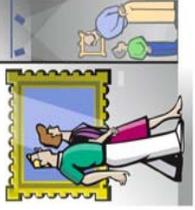
The congregation is made up of upscale educated professionals mixed with young urban up and comers. A description of these members including the proportion of the congregation is included on the following page.

Cluster	Members		Hhlds in Area		Untapped Hhlds		Description
	Count	%	Count	%	Count	%	
Upscale, educated professionals and their families 	8	36.4%	6,497	9.6%	6,489	99.9%	The residents of <i>Upscale, Educated Professionals and Their Families</i> seem to have it all: high incomes, advanced degrees and intellectual tastes to match their credentials. Many of these Canadians are married couples with few children who live in older, fashionable homes on small, manicured lots in urban and suburban areas. With 37 percent holding university degrees, as consumers, <i>Upscale, Educated Professionals and Their Families</i> exhibit cultured sensibilities in the marketplace. They tend to support the arts, buy lots of books, listen to classical music radio stations, travel abroad and subscribe to business, news and travel magazines. A politically active cluster, residents here rank high for working on community projects, serving as volunteers and writing letters to public officials.
Young midscale urban singles 	3	13.6%	18,469	27.3%	18,466	100.0%	A collection of young, ethnically-diverse city dwellers living near universities, <i>Young Midscale Urban Singles</i> represent the nation's most liberal lifestyle. Its residents are a progressive mix of well-educated singles, students and recent grads, service workers and professionals--all living in apartments within mid-sized cities and the satellite centres of major metros. Their incomes aren't high, but these young adults just entering the workforce enjoy the freedom of spending their first paycheques. With three-quarters of the adults unattached, residents of <i>Young Midscale Urban Singles</i> are night owls who frequent health clubs, rock concerts, art galleries and ballet performances. They like to drink: beer, tequila, rum, gin--you name it. They're also political activists who work for social causes, write to public officials and volunteer for political parties and politicians who typically support their liberal views.
Young and well-off urban trendsetters 	3	13.6%	7,039	10.4%	7,036	100.0%	<i>Young and Well-Off Urban Trendsetters</i> consist of the nation's tech-savvy singles and couples living in fashionable in-town neighbourhoods in a handful of big cities. Wealthy, highly educated and ethnically mixed, <i>Young and Well-Off Urban Trendsetters</i> communities are typically filled with tasteful, high-rise apartments and expensive condos with home offices, fitness clubs, clothing boutiques, casual restaurants and all types of bars--from juice to coffee to microbrew. With their deep pockets, residents of <i>Young and Well-Off Urban Trendsetters</i> enjoy shopping for the latest styles at Banana Republic, The Gap and Eddie Bauer. But they're not simply acquisitive materialists; many are socially-conscious consumers who support arts causes and donate money to environmental groups.
Young upper-middle-class urban singles 	2	9.1%	14,081	20.8%	14,079	100.0%	Urban lifestyles typically attract young singles and couples, and <i>Young Upper-Middle-Class Urban Singles</i> are no exception. These neighbourhoods--concentrated in Vancouver, Calgary, Toronto, Ottawa-Hull and Montreal--are known as havens for university graduates who rent apartments (in low- and high-rise buildings), have white collar jobs and pursue yuppie lifestyles. While residents here have average household incomes, their spending power appears greater because so many are childless households. Like their younger cousins in <i>Young Midscale Urban Singles</i> , they spend freely on entertainment, designer clothes and cultural events. But being more established, they devote more time to tracking their investments and less time patronizing the local nightclub. While no one would consider residents <i>Young Upper-Middle-Class Urban Singles</i> conservative, they are less liberal in their outlook than <i>Young Midscale Urban Singles</i> .

Cluster	Members		Hhlds in Area		Untapped Hhlds		Description
	Count	%	Count	%	Count	%	
<p>Middle-aged families in suburban comfort</p> 	2	9.1%	572	0.8%	570	99.7%	Upper-middle-class, suburban homeowners with teens--that's the skinny on <i>Middle-Aged Families in Suburban Comfort</i> , an enviable lifestyle of large families and couples in sprawling, leafy neighbourhoods. With a high rate of college and university educations, this cluster is home to white collar and service workers in management and technical fields. Their nexus of income, education and kids translates into large outlays for child-centred products--bicycles, books, action figures, animation DVDs--and activities ranging from camping to baseball. Their homes, averaging \$200,000, are less decorator showcases than messy teenage dormitories, and cluster residents admit that they "like a home that is not too neat." For these Canadians in the midst of childrearing, happiness is an untidy house.
<p>Young lower-middle-class urban singles and couples</p> 	1	4.5%	5,383	8.0%	5,382	100.0%	<i>Young Lower-Middle-Class Urban Singles and Couples</i> are a collection of city and suburban neighbourhoods where young, unattached Canadians live in sprawling, garden-style apartments. With a third of its household maintainers under 35 years old, the cluster caters to young, active lifestyles. A disproportionate number of residents spend their leisure time going to bars, rock concerts, coffee shops and dance clubs. The cluster's top sports include yoga, swimming, soccer and tennis. In <i>Young Lower-Middle-Class Urban Singles and Couples</i> , the dating-and-mating dance continues in full swing--matchmaking services and bridal shows are popular--and residents are sexually tolerant and open to diversity. Residents state that they enjoy meeting people from different cultures, which is appropriate given that one-quarter of their neighbours are immigrants.
<p>Young apartment-dwelling urban singles and couples</p> 	1	4.5%	3,963	5.9%	3,962	100.0%	With 97 percent of residents renting apartments, <i>Young Apartment-Dwelling Urban Singles and Couples</i> are known as a transient world for young, somewhat ethnically diverse singles, common-law couples and single parents. In these low-income neighbourhoods located in smaller cities, residents lead modest lifestyles in a mix of high- and low-rise apartments. Because money is tight--the average household income is \$33,000--they entertain themselves by playing video games, watching a lot of TV movies and sitcoms, listening to multicultural radio and reading books. When they do go out, they head for motorcycle shows, rock concerts and bars; cluster consumers admit to drinking a remarkable 13 to 24 beers each week. And though their housing is anything but plush, you see their aspirations in their constant search for home decorating ideas offered in such favourite magazines as <i>Style At Home</i> and <i>Homemakers</i> .
<p>Middle-class mix of young and old in cities and suburbs</p> 	1	4.5%	1,005	1.5%	1,004	99.9%	<i>Middle-Class Mix of Young and Old in Cities and Suburbs</i> is a prime example of two lifestyles thriving side by side: a mix of very young and old households, singles and widowers, newly married couples and empty-nesting retirees. Widely scattered throughout the country's older city and suburban neighbourhoods, this bi-modal population makes for a split marketplace personality. <i>Middle-Class Mix of Young and Old in Cities and Suburbs</i> has high rates for windsurfing, bar-hopping and attending bridal shows as well as gardening, reading retirement magazines and doing crafts projects. But residents share relatively high educational levels--55 percent have gone to college or a university--and a mix of white collar and service sector jobs that results in a love of the arts and moderate, common-sense values. They oppose pornography, distrust large corporations and support equal rights for women.

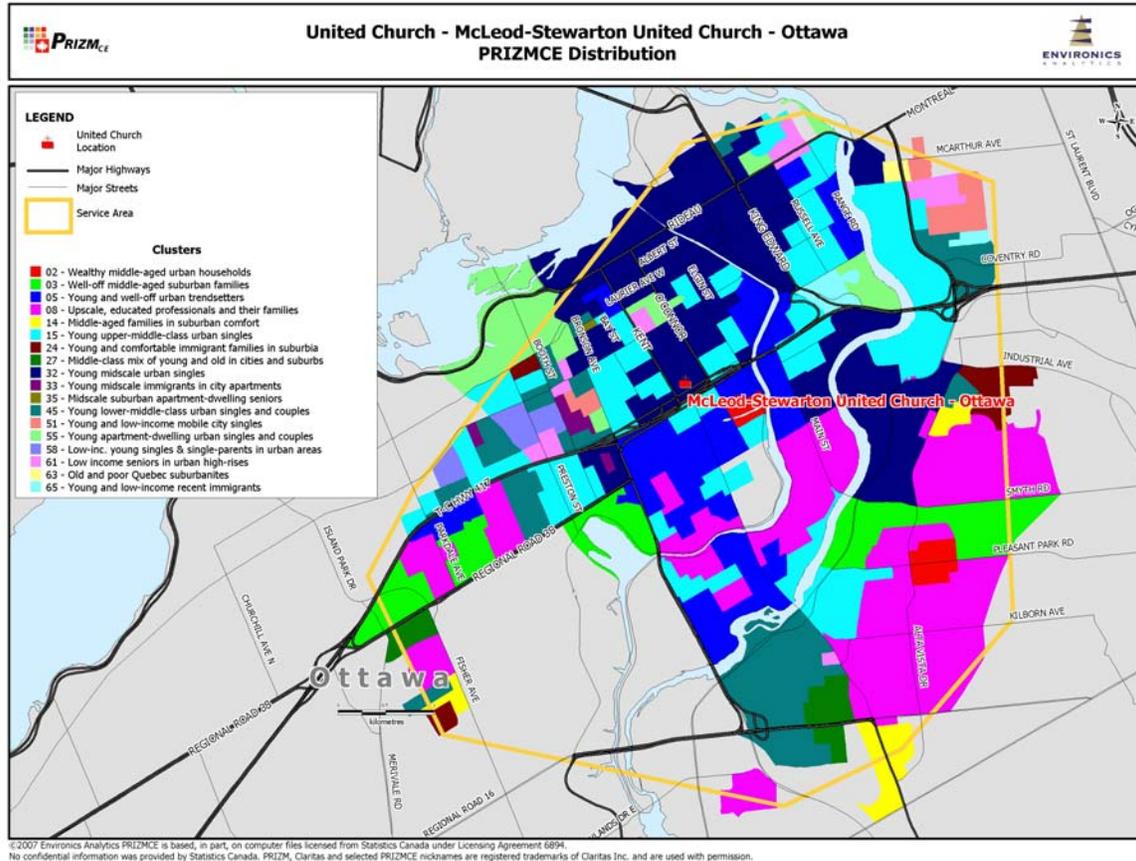
Cluster	Members		Hhlds in Area		Untapped Hhlds		Description
	Count	%	Count	%	Count	%	
<p>Low-income young singles and single-parents in urban areas</p> 	1	4.5%	778	1.2%	777	99.9%	Scattered across English Canada's towns and small cities, <i>Low-Income Young Singles and Single-Parents in Urban Areas</i> are often the first home-on-their-own for young singles and single parents working at entry-level service jobs. In these low-rise apartment neighbourhoods, visitors find the streets jam-packed with active, young families as well as a few long-time, elderly maintainers. From soccer and football to basketball and curling, there's hardly a sport that isn't pursued at above-average rates in this cluster. And the child-friendly atmosphere is readily apparent in residents' shopping carts, typically filled with toys, cameras, inexpensive canned goods and plenty of soft drinks. Although they describe themselves as conservative politically, they're less concerned about voting than making ends meet. With their \$35,000 household incomes, they stretch their budgets by going to thrift shops.
<p>Low income seniors in urban high-rises</p> 	0	0.0%	3,181	4.7%	3,181	100.0%	With half of all its residents over 65 years old, Low-Income Seniors in Urban High-Rises are Canada's oldest lifestyle. These low-income retirees tend to live in older, seniors-oriented high-rise apartment buildings--half were built before 1975--and typically get by on modest pensions. Because most folks here never made it beyond high school and spent their working lives at blue-collar jobs, their lifestyles are unpretentious. Residents pursue home-based leisure activities like knitting, crafts, gardening, reading travel magazines and watching television--especially American sitcoms and mysteries. But they also support the arts, occasionally going to art galleries and ballet performances. In this low-key leisure world, they concede that they rarely go out to restaurants and aren't too keen on entertaining at home, either.
<p>Young midscale immigrants in city apartments</p> 	0	0.0%	1,738	2.6%	1,738	100.0%	Nearly two-thirds of the residents of <i>Young Midscale Immigrants in City Apartments</i> are immigrants, hailing from an assortment of nations in South Asia, Latin America and the Middle East. Though most arrived after 1990, these educated singles and families have already carved out a middle-class lifestyle in their high-rise apartments found mostly in and around Ontario's large cities. They're tech-savvy consumers who buy digital cameras, own video gaming systems and spend a lot of time online at job and chat sites. They score high for going to computer shows, visiting amusement parks, using dating services and engaging in fitness activities like swimming and yoga. Life still has its challenges for these newcomers--they admit to experiencing significant stress--but they're on pace for upward mobility. This cluster has a high rate of residents taking college and university courses.
<p>Young and low-income mobile city singles</p> 	0	0.0%	1,045	1.5%	1,045	100.0%	Located throughout English Canada in cities as well as small towns, Young and Below Average Income Mobile City Singles present a working-class portrait: a population of young singles, couples and single parents who are often on the move. Residents here not only tend to move often, they also have a high rate of employment in transportation industries. No one's particularly well off in Young and Below Average Income Mobile City Singles, but residents manage to live decently on their \$41,000 household incomes. They like to attend rock concerts, gamble at bingo and lottery terminals and take the odd trip within Canada, often staying in motels. Entertainment at home typically involves watching TV, collecting stamps and coins, knitting and checking out videos--horror and comedy movies are favourites. With many working at blue-collar industrial jobs, they're sensitive to economic uncertainty and admit that they're just trying to keep up with all the demands on their time and money.

Cluster	Members		Hhlds in Area		Untapped Hhlds		Description
	Count	%	Count	%	Count	%	
<p>Well-off middle-aged suburban families</p> 	0	0.0%	986	1.5%	986	100.0%	<p>The <i>Well-Off Middle-Aged Suburban Families</i> segment is a magnet for Canada's up-and-coming business class: a well-established suburban world of dual-income couples who have university degrees and large families, typically with teenaged children. Given its high percentage of managers and self-employed professionals, there's a decided business bent to this cluster. Suburban Gentry residents rank near the top for owning laptop computers and fax machines as well as for taking business trips and reading newspaper business sections. These consumers are big spenders who like to golf, go out to eat and drive luxury SUVs. Fitness conscious, they're much more likely than average Canadians to engage in walking, own a home gym and declare, "regular exercise is an important part of my life."</p>
<p>Young and low-income recent immigrants</p> 	0	0.0%	749	1.1%	749	100.0%	<p>With a population of young recent immigrants, <i>Young and Low-Income Recent Immigrants</i> is home to a wide mix of ethnicities and races--Italian and Indian, Greek and Guyanese, black and Latino--who've made their way to inner-city neighbourhoods in Toronto and Montreal. But these singles and single-parent families face enormous economic challenges: low incomes, modest educations and uncertain jobs. In <i>Young and Low-Income Recent Immigrants</i>, residents tend to live in older, low-rise and high-rise apartments, surrounded by mom-and-pop shops, video stores, fast-food restaurants and parks offering several soccer fields. Despite household incomes under \$30,000, this cluster is still a strong market for digital cameras and pagers, video games and audio tapes, comic books and toys.</p>
<p>Young and comfortable immigrant families in suburbia</p> 	0	0.0%	744	1.1%	744	100.0%	<p>Scattered across the provinces, <i>Young and Comfortable Immigrant Families in Suburbia</i> are comprised of younger, upper-middle-class immigrant families living in new suburban townhouses. More than a quarter of cluster residents are classified visible minorities: 5 percent black, 5 percent South Asian and the rest a mix of Asians and South Americans. With their college educations and service sector jobs, these newcomers have found opportunity and material comfort in their adopted homeland. They have high rates for buying the latest technology: PDAs, video game systems, wireless Internet devices and home theatre systems perpetually tuned to the Family Channel. Admitting that they spend more than they save, as consumers, <i>Young and Comfortable Immigrant Families in Suburbia</i> indulge their children with frequent trips to restaurants, amusement parks and discount department stores. And unlike less assimilated immigrants, they're relatively cool toward religion and traditional values.</p>
<p>Old and poor Quebec suburbanites</p> 	0	0.0%	546	0.8%	546	100.0%	<p>One of the oldest Canadian clusters, <i>Old and Poor Quebec Suburbanites</i> is a collection of once-thriving industrial towns that have steadily declined in opulence--places like Sorel, Joliette and Lachute. Today, the cluster is home to mostly poor retirees living alongside a few younger maintainers who work at low-paying service jobs. Inside their aging duplexes and apartments, the retirees lead sedentary lives, watching TV, cooking, sewing or doing crafts. By contrast, the younger maintainers have high rates for leisure activities like bowling, going to pop music concerts and windsurfing. Together, these residents make <i>Old and Poor Quebec Suburbanites</i> a strong market for buying lottery tickets and a potent political base for supporters of a nationalist and activist provincial government.</p>

Cluster	Members		Hhlds in Area		Untapped Hhlds		Description
	Count	%	Count	%	Count	%	
<p>Midscale suburban apartment-dwelling seniors</p> 	0	0.0%	413	0.6%	413	100.0%	<p>The top-ranked cluster for retirees, <i>Midscale Suburban Apartment-Dwelling Seniors</i> represent a middle-class mix of over-60 singles, couples, widows and widowers living in urban- and suburban-fringe apartments. Getting by on comfortable fixed incomes, cluster residents maintain a relaxed lifestyle, sewing and gardening at home, and socializing with friends at the theatre and art gallery. But the chief form of entertainment is television, and residents are big fans of cultural programs on Bravo, sports championships and American sitcoms like "Ed" and "Becker." Concerned about aging--one in four residents is over 75--this cluster's residents score high for buying prescription drugs, using cosmetics to help them feel younger and having a will.</p>
<p>Wealthy middle-aged urban households</p> 	0	0.0%	358	0.5%	358	100.0%	<p>Located in Canada's largest cities, <i>Wealthy Middle-Aged Urban Households</i> demonstrate a well-established world of stately homes and high-end cars, charity auctions and golf club memberships. The nation's second wealthiest cluster, it's characterized by married couples with university degrees and university-aged children, and it includes a significant percentage of European and Asian immigrants. With their hefty salaries--average household incomes top \$166,000--<i>Wealthy Middle-Aged Urban Households</i> enjoy the trappings of wealth: designer clothes, vacation cottages and frequent trips abroad. But these Canadians also tend to be involved in their communities, the active and philanthropic members of cultural, political and environmental groups.</p>

McLeod-Stewarton United Church Service Area

The following map shows the areas where each of the Eighteen lifestyle types exist within the service area. There is significant potential for each group with less than 1% of the households currently penetrated. The following map can be used to target flyers or communications within your local service area. A list of six-digit postal codes or postal walks can also be provided if you would like to target a mail piece.



Developing Programs to Strengthen United Church Characteristics

The following list of 18 characteristics was developed by United Church leaders as hallmarks of the United Church of Canada. The research for the Emerging Spirit campaign showed that these characteristics are appealing to Canadians and especially to 30-45 year olds. Congregations who identify with one or several of these characteristics may wish to further develop this characteristic in their life and work. Listed with each characteristic are:

- Current United Church resources that might be used to help a congregation develop programs to further strengthen these characteristics.
- Social Values associated with the attribute. If your congregation strongly holds one or more of the Social Values under a specific Characteristic this will be a potential strength and would be a prime characteristic to develop further and give a high profile if you are seeking to follow-up on the Emerging Spirit campaign. The index value indicates the service area's strength towards the specific Social Value. An index of 100 is average. The higher the index the stronger the Value.

The list below indicates title only and a brief description. In many cases the author is a unit of the General Council and the publisher is the United Church of Canada. Further information on particular resources can be found through a search in the United Church Resource Distribution database. Many other fine United Church resources can also be found through keyword searches in this database. The URL is given below:

<http://www.united-church.ca/catalogue/>

Click on the URL above, Select 'Search Catalogue, Enter 'resource title' and 'Search'

McLeod-Stewarton United Church Service Area

Characteristic		Related Social Values Trends	Definition	Index		
1	Open To Change	Adaptability to Complexity in Life	Tendency to adapt easily to the uncertainties of modern life, and to feel unthreatened by the changes and complexities of society today. A desire to explore this complexity as a learning experience and a source of opportunities. (Inverse to Aversion to Complexity)	167		
		Current United Church Resources			Resource Description	
		<i>More Voices</i>	New contemporary and world music selections for worship and devotion.			
		<i>Alive & Well</i>	A congregational development tool to help congregations in a process of transformation and greater attentiveness to their purpose and surrounding community.			
		<i>Dare To Change</i>	A Spirit Connection show on the changing church in changing Canadian society.			
		<i>Seismic Shifts</i>	This book, with a bound-in DVD, looks at the skills church leaders need to lead effectively in the 21st century, a time of rapid change.			
Characteristic		Related Social Values Trends	Definition	Index		
2	Celebrates Lifestyles	Flexible Definition of Family	Willingness to accept non-traditional definitions of "family", such as common law marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. Also, the belief that society should be open to new definitions of what constitutes a "family".	136		
		Current United Church Resources			Resource Description	
		<i>Of Love and Justice</i>	A resource to move toward the Civil Recognition of Same-Sex Marriage			
		<i>All Means All</i>	This video presents a brief history of gay and lesbian oppression in society and the church; presents an overview of the history of the United Church's reports on human sexuality and sexual orientation			
Characteristic		Related Social Values Trends	Definition	Index		
3	Builds Relationships With Other Traditions	Belonging to the Global Village	Impression of being "plugged into" what's happening in other countries, that one's everyday life is similar to what others experience in other parts of the world. Also, a sense that one can feel what people in other parts of the world are feeling. A feeling of being more a citizen of the world than of one's own country, of participating in an international culture, of living in Marshall McLuhan's "global village".	145		
		Cultural Fusion	This trend identifies the view that other cultures have a great deal to give us, and measures people's inclination to incorporate some of these cultural influences into their own lives. The meeting and fusion of totally different cultures produces rich and varied micro-cultures. This phenomenon is already apparent in many areas such as music and cuisine. Well adapted to the complexity of the New World Order, people strongest on this trend consider themselves citizens of the global village.	159		
		Social Learning	Attraction to and interest in diversity. Feeling that there is a great deal to learn through contact and conversation with people different from you, who come from other backgrounds and places. Diversity is perceived as a source of personal enrichment, a way to satisfy a hunger for discovery and exploration and to extend a network of contacts. This trend is also associated with a respect for other people and cultures, as well as a heightened social conscience.	160		
		Current United Church Resources		Resource Description		
		<i>Faith in My Neighbour</i>	World Religions in Canada, and introduction.			
		<i>Ecumenical Shared Ministry: A Love Story</i>	A video of the 4 stories of ecumenical shared ministry			
		<i>Bearing Faithful Witness</i>	A poster showing the United Churches policy on relations with the Jewish faith community.			
		<i>That We May Know Each Other</i>	A study document on United Church/Muslim relationships today.			
		<i>Forum: The Apology</i>	A video forum on how the United Church can help heal relationships with aboriginal peoples in Canada.			
Characteristic		Related Social Values Trends	Definition	Index		
4	Respects Personal Freedom and Choice	Flexible Definition of Family	Willingness to accept non-traditional definitions of "family", such as common law marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. Also, the belief that society should be open to new definitions of what constitutes a "family".	136		
		Current United Church Resources			Resource Description	
		<i>Passion and Freedom</i>	Faith-based resources for heterosexual and same sex couples at all stages of life partnership.			
		<i>Celebrating Stewardship</i>	A faith based and holistic program to help congregations consider choices concerning money and life stewardship.			

McLeod-Stewarton United Church Service Area

Characteristic	Related Social Values Trends	Definition	Index	
5	Encourages Questions	Spiritual Quest	Questioning the meaning of life. Aspiring to a more spiritual, richer inner life. A skeptical attitude toward the infallibility of science and the secular values of today's world. This trend borders on religiosity but is expressed without an association to a particular religious institution.	104
		Rejection of Authority	Rejecting unquestioning respect for and deference to those in positions of authority. The belief that authority should not be respected for its own sake. Desire to transcend the rigid framework or traditional authority. Rejection of authority in the form of institutions and as a regulating principle of inter-personal relations. Desire to participate in the decision-making affecting your life; to be informed, consulted, involved (desire for autonomy).	142
	Current United Church Resources		Resource Description	
	<i>Living the Questions</i>	a small group study ideal springboard for the task of re-imagining Christianity for a new millennium.		
	<i>Exploring Faith Questions</i>	This book invites new Christians, those returning to the church, and anyone who wants to deepen their faith to join in a reflection process on 13 central questions of Christianity and faith....		
Characteristic	Related Social Values Trends	Definition	Index	
6	Respects Earth and Environment	Attraction to Nature	Placing high value on country life, believing that the rural lifestyle is much more satisfying than city life. Generally speaking, people strongest on this trend are concerned about ecology.	66
		Ecological Consumption	Giving a high priority to integrating environmental concerns with purchasing criteria. This can have positive consequences, as when consumers are willing to pay more for an environmentally friendly product, or negative consequences, as when consumers refuse to buy a product whose manufacturer has an unsatisfactory environmental record.	118
		Ethical Consumerism	Willingness to base consumer decisions on the perceived ethics of the company making the product (whether management treats employees fairly, co-operates with governments that do not meet ethical standards, or uses testing methods that involve mistreatment of animals). Desire to see companies be good corporate citizens in terms of these new social concerns.	129
		Primacy of Environmental Protection	Particular sensitivity to the issue of environmental protection. A personal attitude that places a high priority on protection of our environmental heritage, a willingness to support strong policies, to do one's part and to pay the costs of environmental protection, and a belief that the environment is more important than jobs or the economy.	122
	Current United Church Resources		Resource Description	
	<i>Respects Earth and the Environment</i>	A 5-session study resource		
	<i>Spiritual Values for Earth Community</i>	Respecting the earth and building sustainable communities call us to live out such values as gratitude, humility, sufficiency, and justice.		
	<i>Affluenza</i>	A video look at the modern-day plague of materialism and over consumption, and the commercialization that feeds it.		
Characteristic	Related Social Values Trends	Definition	Index	
7	Works for Justice in the World	Community Involvement	Measure of the interest in what's happening in one's neighbourhood, city, town, or region. Reflected in activities ranging from reading the weekly community newspaper to sociopolitical involvement in community organizations. Also an indicator of social conscience.	122
		Social Darwinism (inverse)	Tendency to believe that society's regulatory mechanisms and rules governing social relations are those of the jungle (the strongest prevail, the weak fall by the wayside, etc.). Tendency to believe that the great socio-democratic ideals of recent years have run their course; that society is in the process of accepting the inevitability of poverty and greater social inequities. A belief that one must look after one's own needs, that society has no responsibility to help those less fortunate.	106
	Current United Church Resources		Resource Description	
	<i>What is Face to Face?</i>	World Religions in Canada, and introduction.		

McLeod-Stewarton United Church Service Area

Characteristic		Related Social Values Trends	Definition	Index
8	Respects all People	Cultural Fusion	This trend identifies the view that other cultures have a great deal to give us, and measures people's inclination to incorporate some of these cultural influences into their own lives. The meeting and fusion of totally different cultures produces rich and varied micro-cultures. This phenomenon is already apparent in many areas such as music and cuisine. Well adapted to the complexity of the New World Order, people strongest on this trend consider themselves citizens of the global village.	159
		Social Learning	Attraction to and interest in diversity. Feeling that there is a great deal to learn through contact and conversation with people different from you, who come from other backgrounds and places. Diversity is perceived as a source of personal enrichment, a way to satisfy a hunger for discovery and exploration and to extend a network of contacts. This trend is also associated with a respect for other people and cultures, as well as a heightened social conscience.	160
		Ethnic Intolerance (inverse)	Intolerance toward immigrants and ethnic groups. Considering immigration a threat to the purity of the country, believing that the various ethnic groups should abandon their own customs and culture and adopt our own. People strongest on this trend display conformist values and consider national superiority especially important.	76
		Current United Church Resources <i>That All May Be One</i>	Resource Description A resource for learning towards racial justice.	
Characteristic		Related Social Values Trends	Definition	Index
9	Emphasis on Helping People	Community Involvement	Measure of the interest in what's happening in one's neighbourhood, city, town, or region. Reflected in activities ranging from reading the weekly community newspaper to sociopolitical involvement in community organizations. Also an indicator of social conscience.	122
		New Social Responsibility	A deep feeling of belonging to one's community and a pronounced feeling of social responsibility, where mutual assistance places a key role. This trend is associated with a desire to be open to others and to better understand the society and the world around us.	113
		Social Darwinism (inverse)	Tendency to believe that society's regulatory mechanisms and rules governing social relations are those of the jungle (the strongest prevail, the weak fall by the wayside, etc.). Tendency to believe that the great socio-democratic ideals of recent years have run their course; that society is in the process of accepting the inevitability of poverty and greater social inequities. A belief that one must look after one's own needs, that society has no responsibility to help those less fortunate.	106
		Current United Church Resources <i>Beads of Hope Campaign Kit</i>	Resource Description to help your congregation or group become involved in The Beads of Hope Campaign as a response to the HIV/AIDS pandemic.	
Characteristic		Related Social Values Trends	Definition	Index
10	Works with the Poor to Improve Situation	Community Involvement	Measure of the interest in what's happening in one's neighbourhood, city, town, or region. Reflected in activities ranging from reading the weekly community newspaper to sociopolitical involvement in community organizations. Also an indicator of social conscience.	122
		New Social Responsibility	A deep feeling of belonging to one's community and a pronounced feeling of social responsibility, where mutual assistance places a key role. This trend is associated with a desire to be open to others and to better understand the society and the world around us.	113
		Social Darwinism (inverse)	Tendency to believe that society's regulatory mechanisms and rules governing social relations are those of the jungle (the strongest prevail, the weak fall by the wayside, etc.). Tendency to believe that the great socio-democratic ideals of recent years have run their course; that society is in the process of accepting the inevitability of poverty and greater social inequities. A belief that one must look after one's own needs, that society has no responsibility to help those less fortunate.	106
		Current United Church Resources <i>Standing in the Margin</i>	Resource Description Twelve small-group study sessions for adults to challenge individuals and congregations to stand with those who have the least.	

McLeod-Stewarton United Church Service Area

Characteristic		Related Social Values Trends	Definition	Index
11	Welcoming to Everyone	Social Learning	Attraction to and interest in diversity. Feeling that there is a great deal to learn through contact and conversation with people different from you, who come from other backgrounds and places. Diversity is perceived as a source of personal enrichment, a way to satisfy a hunger for discovery and exploration and to extend a network of contacts. This trend is also associated with a respect for other people and cultures, as well as a heightened social conscience.	160
		Cultural Fusion	This trend identifies the view that other cultures have a great deal to give us, and measures people's inclination to incorporate some of these cultural influences into their own lives. The meeting and fusion of totally different cultures produces rich and varied micro-cultures. This phenomenon is already apparent in many areas such as music and cuisine. Well adapted to the complexity of the New World Order, people strongest on this trend consider themselves citizens of the global village.	159
		Flexible Definition of Family	Willingness to accept non-traditional definitions of "family", such as common law marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. Also, the belief that society should be open to new definitions of what constitutes a "family".	136
		Ethnic Intolerance (inverse)	Intolerance toward immigrants and ethnic groups. Considering immigration a threat to the purity of the country, believing that the various ethnic groups should abandon their own customs and culture and adopt our own. People strongest on this trend display conformist values and consider national superiority especially important.	76
		Current United Church Resources	Resource Description <i>The United Church of Canada Welcomes You</i>	Welcoming brochures that describe in plain, non-church language information about the United Church as a diverse and open faith community.
Characteristic		Related Social Values Trends	Definition	Index
12	Reaches out to Needy	Community Involvement	Measure of the interest in what's happening in one's neighbourhood, city, town, or region. Reflected in activities ranging from reading the weekly community newspaper to sociopolitical involvement in community organizations. Also an indicator of social conscience.	122
		New Social Responsibility	A deep feeling of belonging to one's community and a pronounced feeling of social responsibility, where mutual assistance places a key role. This trend is associated with a desire to be open to others and to better understand the society and the world around us.	113
		Social Darwinism (inverse)	Tendency to believe that society's regulatory mechanisms and rules governing social relations are those of the jungle (the strongest prevail, the weak fall by the wayside, etc.). Tendency to believe that the great socio-democratic ideals of recent years have run their course; that society is in the process of accepting the inevitability of poverty and greater social inequities. A belief that one must look after one's own needs, that society has no responsibility to help those less fortunate.	106
		Current United Church Resources	Resource Description <i>To Seek Justice and Resist Evil</i>	A guide for study, action, and worship. Includes the report plus a series of workshops for study and action on just economies for the most vulnerable.
		<i>Connecting Youth for Social Justice</i>	In this program, youth at a confirmation event at Five Oaks Education and Retreat Centre discover WebSight, a multimedia resource designed to connect youth in action around social justice issues globally.	
Characteristic		Related Social Values Trends	Definition	Index
13	Values all Ages	Equal Relationship with Youth	A desire to reverse the traditional hierarchical and patriarchal relationship in the family. Approval of young people having as much freedom as adults. This trend also indicates a permissive attitude toward pleasure in general: giving priority to individual needs, tolerance, favouring freedom over discipline. By contrast, those who are weak on this trend tend to see adults as guardians of youth, and generally value discipline as a guiding principle.	138
		Current United Church Resources	Resource Description <i>Age to Age</i>	This book offers six intergenerational worship services and five intergenerational programs that have been tested in local United Churches
		<i>In the Name of Love</i>	A baptism resource for congregations and parents.	
Characteristic		Related Social Values Trends	Definition	Index
14	New Ways of Looking at Their Faith	Religiosity	Placing a great importance on having an affiliation with an organized religious faith and on religious beliefs and rituals. Measure of intensity of the feeling of belonging to a religion. Tendency to consider that religion represents the essential values and education that should be transmitted to the next generation. (Items measuring this trend do not measure conformity to ritual, but rather the "values" based on religiosity).	77
		Spiritual Quest	Questioning the meaning of life. Aspiring to a more spiritual, richer inner life. A skeptical attitude toward the infallibility of science and the secular values of today's world. This trend borders on religiosity but is expressed without an association to a particular religious institution.	104
		Current United Church Resources	Resource Description <i>Exploring Faith Questions</i>	This book invites new Christians, those returning to the church, and anyone who wants to deepen their faith to join in a reflection process on 13 central questions of Christianity and faith.

McLeod-Stewarton United Church Service Area

Characteristic		Related Social Values Trends	Definition	Index
15	Engages Both Emotion and Intellect	Intuition	Apprehending life in a much more intuitive than rational manner. Emotions, the senses, dreams, mystery and creativity are all dominant elements among these intuitive individuals, who also evince a strong desire to live intensely and to share these elements with others.	101
		Intuitive Potential	Belief that everyone has the potential to develop their powers of intuition. Desire to heighten one's sensitivity and develop a new way of "connecting" with the world around us.	116
		Spiritual Quest	Questioning the meaning of life. Aspiring to a more spiritual, richer inner life. A skeptical attitude toward the infallibility of science and the secular values of today's world. This trend borders on religiosity but is expressed without an association to a particular religious institution.	104
		Current United Church Resources	Resource Description	
		<i>Spiritual Quest</i>	A collection of personal stories and poems on discovering God in the transitions and challenges of life.	
Characteristic		Related Social Values Trends	Definition	Index
16	Translates Personal Faith into Action	Control of Destiny	Desire to escape from the domination of society over daily life. The desire to control all aspects of one's life, even those determined by forces over which we seem to have little control. Tendency to believe that not everything is predetermined, that one can influence the course of events.	139
		Everyday Ethics	This trend measures how individuals respond to situations that put their ethical beliefs to the test. When a person sees a way of turning a situation to his advantage at the expense of another person, institution or company, how does he respond? How does he react, given the collapse in our values of justice and social equity?	88
		Pursuit of Happiness to the Detriment of Duty (inverse)	Motivation to act and live according to one's selfish impulses rather than one's obligations to others. A need to express one's personality and pursue happiness and pleasure, in spite of the dictates of duty or morality.	101
		Current United Church Resources	Resource Description	
		<i>Waters of Life: Issues, Ethics and Actions</i>	Study sessions on water as a mater of faith; Canadian, global, and Aboriginal water issues towards local action!	
Characteristic		Related Social Values Trends	Definition	Index
17	Offers Possibility of Personal Transformation	Meaning of Life	Expresses a deep need to invest one's life with meaning or a goal, and to regularly reflect on this issue. Life exploration and experimentation in general help to enrich and direct the reflections of people strong on this trend. Other dimensions of great importance to these individuals: an intensely spiritual life, introspection, social responsibility and family.	124
		Everyday Ethics	This trend measures how individuals respond to situations that put their ethical beliefs to the test. When a person sees a way of turning a situation to his advantage at the expense of another person, institution or company, how does he respond? How does he react, given the collapse in our values of justice and social equity?	88
		Spiritual Quest	Questioning the meaning of life. Aspiring to a more spiritual, richer inner life. A skeptical attitude toward the infallibility of science and the secular values of today's world. This trend borders on religiosity but is expressed without an association to a particular religious institution.	104
		Aimlessness (inverse)	The feeling of having no goals in life. Experiencing a void of meaning in respect to life in general. Felling generally useless in society.	102
		Current United Church Resources	Resource Description	
				<i>Rooted in the Divine</i>
		<i>Returning to the Healing Oasis</i>	Returning to the Healing Oasis offers 24 new meditations in the style of The Healing Oasis for individuals and groups, to be used in both church and non-church settings.	
Characteristic		Related Social Values Trends	Definition	Index
18	Builds Deep Personal Relationships	Openness toward Others	Need for communication and deep, affective exchanges with others. A desire for frank, warm and spontaneous relations with people.	106
		Current United Church Resources	Resource Description	
				<i>Intimacy: Making the Connection</i>
		<i>Women's Concerns</i>	this magazine keeps women in touch with one another, as well as keeping them aware of issues that affect their lives.	

The strong Social Values are listed below: (for a complete list of Social Values and their strength see the appendix)

Social Value Trend	Index
Flexibility of Gender Identity	179
Adaptability to Complexity in Life	167
Social Learning	160
Cultural Fusion	159
Importance of Aesthetics	159
Global Ecological Consciousness	153
Networking	153
Belonging to the Global Village	145
Equality of the Sexes	142
Rejection of Authority	142
Rejection of Order	140
Control of Destiny	139
Equal Relationship with Youth	138
Flexible Definition of Family	136
Fulfillment Through Work	136
Need for Escape	132
Reprioritizing of Money	131
Ethical Consumerism	129
Importance of Spontaneity in Daily Life	129
Penchant for Risk-taking	128
Sexual Permissiveness	127
Introspection and Empathy	126
Personal Creativity	125
Meaning of Life	124
Need for Autonomy	123
Pursuit of Originality	123
Community Involvement	122
Primacy of Environmental Protection	122
Skepticism Toward Small Business	122
Attraction to Crowds	121
Interest in the Mysterious	120
Consumptivity	118
Ecological Consumption	118
Pursuit of Intensity and Emotional Experiences	117
Skepticism Toward Big Business	117
Adaptive Navigation	116
Effort for Health	116
Intuitive Potential	116

How to Use this Information

This report has provided you with information about your current congregational makeup and its surrounding neighbourhoods. It may be sparking questions like:

- How does this information confirm or critique our current practices in worship, study, outreach or caring? For example, if the congregation predominantly embraces the social value, “Enthusiasm for technology”, how are we making use of technology in worship such as projection of images to accompany the liturgy?
- We now know where people live in the community who share similar values, lifestyles and outlooks to those that are predominant in the congregation. We not only know where they live but something of what they value and how they live. How can we be in conversation with them about our ministry?
- Maybe we have discovered some particular strengths of our congregation regarding the 18 traits that characterize the United Church of Canada. These characteristics are particularly valued by the Emerging Spirit demographic of 30-45 year olds with no current religious association. We also know the key current United Church resources which can help us further develop those characteristics. What programs might we initiate to further develop our strengths and also reach out to this group in the community?
- We have discovered that our congregation doesn’t represent the diversity in the surrounding community. How can we use key United Church resources to develop a greater Intercultural competence?

This section will provide some suggestions about how to explore questions like this. Remember this tool is a prototype and the purpose of this study is to gain greater wisdom about the use of this material for mission. The following are suggestions only and intended to spark your imagination as you discover the connections between who you are and the ministry God is calling you to take up. The following are some suggestions to guide using this report. They are suggestions only. Feel free to innovate. The timing is also not meant to be strictly linear. The steps may overlap significantly.

A) Engage the congregation in self-discovery

We do not learn from experience. We learn by reflecting on our experience. It will be of great benefit to be intentional and thorough about engaging the material in this report with as many people in the congregation as are interested. People love self reflection exercises.

- 1) **Hold a workshop based on the workshop outline and DVD that is provided under separate cover.** It will be important that key committees,

groups, board members and other stakeholders be present. It is recommended that this workshop be made available to all in the congregation who are interested in attending. Plan, advertise and have fun.

- 2) Invite the board (or equivalent), committees and groups to use the document as a study tool. Invite committees and groups to brainstorm the key questions that emerge for them as they review the information and bring them to the board or some other common forum. What programs or initiatives are suggested immediately? What current programs are either confirmed or brought into question? What are the implications for worship, study programs, outreach, and caring activities?
 - 3) Hold talk-back sessions following church weekly where congregational members can hear a brief presentation on the report and discuss its implications for the church. Try the following questions:
 - a. What surprised me? What confirmed my suspicions?
 - b. What does who we are tell us about what God wants us to do in this community?
 - c. What opportunities and gifts are revealed by this information?
 - 4) Preach on the findings. Alternatively, use the sermon time one Sunday to make a presentation on the report as an exploration of congregational identity based on the question, "Who do people say we are? Who do you say that we are? What is God calling us to be and do?" Provide time for an open microphone or small group discussion if that is feasible in your worship space.
- B) Develop strategies to Invite and Welcome Newcomers
- 1) Develop congregational promotional materials that highlight the dominant United Church characteristics and/or positive social values of the congregation. Use them in a directed mail or flyer-drop campaign based on the density maps provided in the report. Choose the appropriate audience depending on your mission strategy. You may want to focus on United Church affiliates, people with no-religious affiliation, people in the Emerging Spirit demographic, or some other group suggested by what you have learned about yourself as a community.
 - 2) Develop program initiatives such as study, care or service groups specifically designed for community types, or social values represented in your congregation. Use the density maps to focus direct mail or flyer drops in the communities that would be most interested in the program. For example, if your congregation holds the social value, *Interest in the Mysterious*, then plan a study/experiential program on *Christian Mystics and Their Practices: How to act your way into good thinking!* If the group also holds the value,

Confidence in Advertising, then you will have confidence that a flyer drop or newspaper advertisement will be effective.

- 3) Use the social values and community type information to take a fresh look at your facility and worship on Sunday. Does your building and worship setting communicate to potential newcomers? For example, if the congregation holds the social value, *Importance of Aesthetics*, has care been taken to ensure a welcoming and enjoyable physical and visual space? How would the social value, *Rejection of Authority*, impact sermon and liturgy development?
- 4) Use communications strategies and media that reflect the core values and mindset of the group you want to communicate with.

C) Increase the Participation of Current Members

- 1) (see #2 and #3 above)
- 2) Use the list of United Church resources related to each of the 18 United Church traits to develop programs specifically designed to increase core strengths of the congregation.

D) Outreach

- 1) (See #2 and #3 above)
- 2) Develop an inventory of community groups whose work reflects the core values of the congregation or community group you want to focus on. Develop collaborative relationships, programs or projects with these groups as a way of deepening congregational involvement and making connections with others in the community who share the same core values, while carrying out the mission of the church.
- 3) Initiate public events (perhaps in cooperation with groups above) that correspond to core values of the congregation or community group. For example, if *global ecological awareness* is a value held in your community, plan a public forum with local ecological advocates, or a movie night to see and discuss, "*An Inconvenient Truth*"
- 4) If the community is ethnically diverse, partner with cultural groups in the area to hold a Community Cultural Heritage Celebration. This could be as simple as a pot-luck dinner to which people bring food specific to their cultural heritage. Or it could be a larger cultural celebration held over a period of days which includes displays of art, concerts with music and dance, speakers to address culturally or racially specific issues, such as the legacy of residential schools, or the movement to compensate Japanese Canadians who were interred during World War II.

E) Respond to and Build on the Emerging Spirit Campaign

- 1) Obtain local advertising materials by contacting info@wondercafe.ca
Use the advertising materials in a targeted mail drop using the density maps for the Emerging Spirit demographic.

- 2) Visit www.WonderCafe.ca Make sure your congregation has a microsite as part of the Emerging Spirit website. For information e-mail, info@wondercafe.ca. WonderCafe offers each United Church congregation the opportunity to build their own "microsite" in the Church Search section of the website. A microsite is simply a one-page website that offers potential visitors a quick overview of your ministry, programs, and events. Once congregations build their microsite, people can visit the page to find out more about what your church and ministry have to offer. Taking advantage of this way to connect with the people of your community is one of the cornerstones of the WonderCafe program. And we've made it as easy as possible for you to take advantage of it.

Microsite Features

- Church address and contact information
 - A link to your own church website if you already have one
 - Some interesting facts about the church
 - A picture of your church (you can add more if you want)
 - Day and times of the service
 - Information about the ministry personnel
 - Interesting facts about the neighbourhood
 - News & Events that can be updated daily or whenever you want
 - A map of where to find the church. If you click on the map, it links to MapQuest with greater detail on the location
 - A list of fun Quick Facts about your church
-
- 3) The top six United Church characteristics that appeal to 30-45 year old Canadians are listed below. If your congregation has strength in one or more of these characteristics. Use the United Church resources associated with them (see above) to develop a program or programs that further strengthen or relate to these characteristics. Advertise the program by direct mail to the neighbourhoods in your service area that have a high density of this demographic by using the Emerging Spirit density map that is included in the Executive Summary of this report or the larger version in the appendix.
 - i. Respects Earth and Environment
 - ii. Encourages Questions
 - iii. Respects Personal Freedom and Choice
 - iv. Builds Relationships with Other Traditions
 - v. Is Open to Change

vi. Welcomes Gay, Lesbian, Bisexual and Transsexual People

For more information or questions regarding this report please call me directly at 416-969-2835.

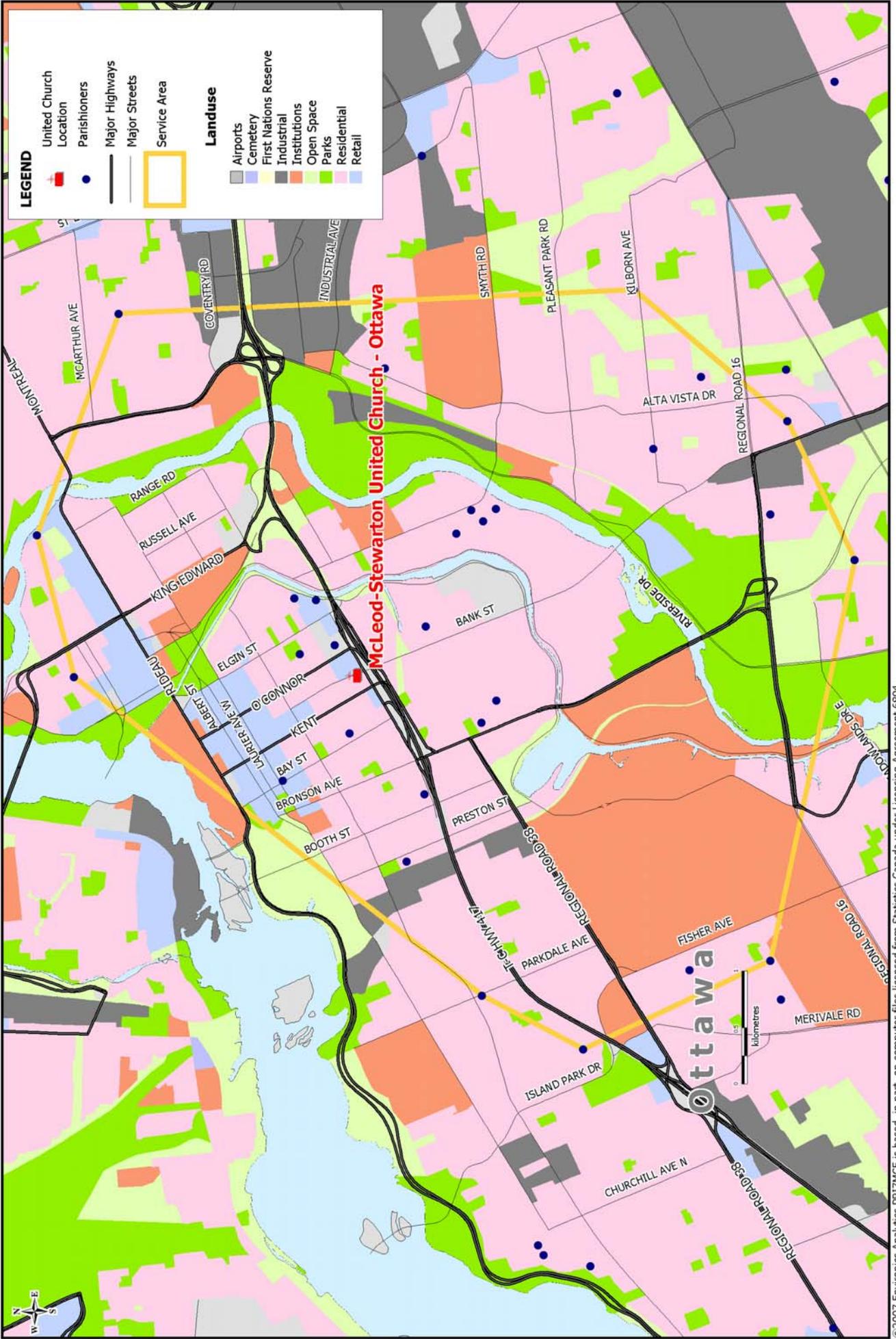
Appendix



 McLeod-Stewarton United Church Service Area Compared to: Ottawa							
Variable	Service Area	Benchmark	Index	Variable	Service Area	Benchmark	Index
Household/Population Size and Growth				Dwelling Characteristics			
Total Household Trends				Housing Type (2007)			
2001 census	59,840	301,770		Houses	33.31%	66.57%	50
2007 estimated	67,547	336,721		<i>Single-detached house</i>	20.91%	43.06%	48
2010 projected	69,991	349,322		<i>Semi-detached house</i>	5.68%	5.65%	100
2012 projected	71,380	356,466		<i>Row house</i>	6.72%	17.86%	37
2017 projected	74,446	373,198		Apartments	61.91%	30.97%	199
Total Population Trends				<i>Low-Rise (<5 Floors)</i>			
2001 census	120,895	774,075		High-Rise (5+ Floors)	38.65%	20.58%	187
2007 estimated	133,703	843,031		Detached Duplex	23.26%	10.39%	223
2010 projected	136,073	859,202		Movable dwelling	4.30%	2.13%	201
2012 projected	137,176	866,870			0.03%	0.15%	20
2017 projected	139,763	886,686		Housing Tenure (2007)			
Rate of Change of Population (Percent Per Year)				Owned	33.53%	60.82%	55
2001 to 2007	0.91%	0.75%	120	Rented	66.47%	39.18%	169
2007 to 2010	0.60%	0.60%	92	Band housing	0.00%	0.00%	0
2010 to 2012	0.40%	0.40%	90	Age of Housing (2007)			
2012 to 2017	0.40%	0.50%	82	Before 1946	27.47%	9.55%	287
Age of Household Maintainer (2007)				1946-1960	19.16%	13.31%	144
Under 25 years	8.02%	3.85%	208	1961-1970	15.23%	16.83%	90
25 to 34 years	26.12%	17.66%	147	1971-1980	15.76%	20.92%	75
35 to 44 years	17.66%	22.10%	79	1981-1990	9.86%	20.03%	49
45 to 54 years	18.16%	22.29%	81	1991-1995	3.66%	6.48%	56
55 to 64 years	12.59%	16.15%	77	1996-2001	1.93%	6.29%	30
65 to 74 years	7.93%	9.52%	83	After 2001	6.93%	6.58%	105
75 years or over	9.52%	8.43%	112	Mobility - Last Year (2001)			
Median Age	44.0	47.9	91	Did not move in past year	77.33%	83.84%	92
Emerging Spirits (Percent of Household Maintainers)				Moved in past year	22.67%	16.16%	140
2001	45.38%	42.71%	106	Non-migrants	13.45%	10.10%	133
2007	43.79%	39.76%	110	Migrants	9.23%	6.07%	152
2010	41.59%	37.36%	111	<i>Internal migrants</i>	6.69%	4.48%	149
2012	40.51%	36.37%	111	<i>Intraprovincial</i>	3.66%	2.36%	155
2017	40.10%	35.89%	111	<i>Inter provincial</i>	3.03%	2.12%	142
				<i>External migrants</i>	2.54%	1.59%	159
Education & Employment				Dwelling Value (2001)			
Education (2007)				Average Dwelling Value	\$181,367	\$174,390	104
Less than grade 9	5.48%	4.75%	115	Household Characteristics			
Grades 9 to 13	16.58%	22.48%	73	Size of Household (2007)			
Trades certificate or diploma	4.92%	7.49%	65	1	44.33%	26.30%	168
College	18.30%	24.10%	75	2	33.13%	32.41%	102
University	54.72%	41.18%	132	3	11.26%	16.43%	68
Age 15-24 attending school (2001)	76.36%	76.99%	99	4+	11.28%	24.86%	45
Labour Force (2001)				Household Type (2007)			
In the labour force	69.83%	69.89%	99	Non-Family	56.17%	32.83%	171
<i>Employed</i>	64.46%	65.74%	98	Family	43.83%	67.17%	65
<i>Unemployed</i>	5.37%	4.14%	129	<i>Couples With Children</i>	15.15%	32.06%	47
Not in the labour force	30.17%	30.11%	100	<i>Couples Without Children</i>	20.56%	24.26%	84
Female Participation	64.98%	64.44%	100	<i>Lone-parent</i>	8.12%	10.86%	74
Commuting (2001)				Multiple-family (2001)	0.01%	0.02%	87
Car, Truck, Van	44.87%	68.63%	65	Marital Status (2007)			
Public transit	24.00%	20.73%	115	Single (never married)	52.06%	36.90%	141
Walked	23.82%	7.45%	319	Married (not separated)	30.66%	47.34%	64
Bicycle	4.88%	2.12%	229	Widowed	5.27%	5.19%	101
Motorcycle	0.48%	0.20%	240	Divorced	8.58%	7.31%	117
Other method	1.94%	0.87%	223	Separated (legally married)	3.42%	3.26%	104
Occupations (2001)				Age of Children at Home (2001)			
White Collar	36.69%	34.18%	107	Under 6 years of age	5.03%	6.89%	72
Service Sector	49.69%	48.09%	103	6-14 years	6.57%	11.64%	56
Blue Collar	11.53%	16.21%	71	15-17 years	2.09%	3.62%	57
Self-employed	9.97%	9.85%	101	18-24 years	3.68%	5.83%	63
				25 years and over	2.32%	2.82%	82

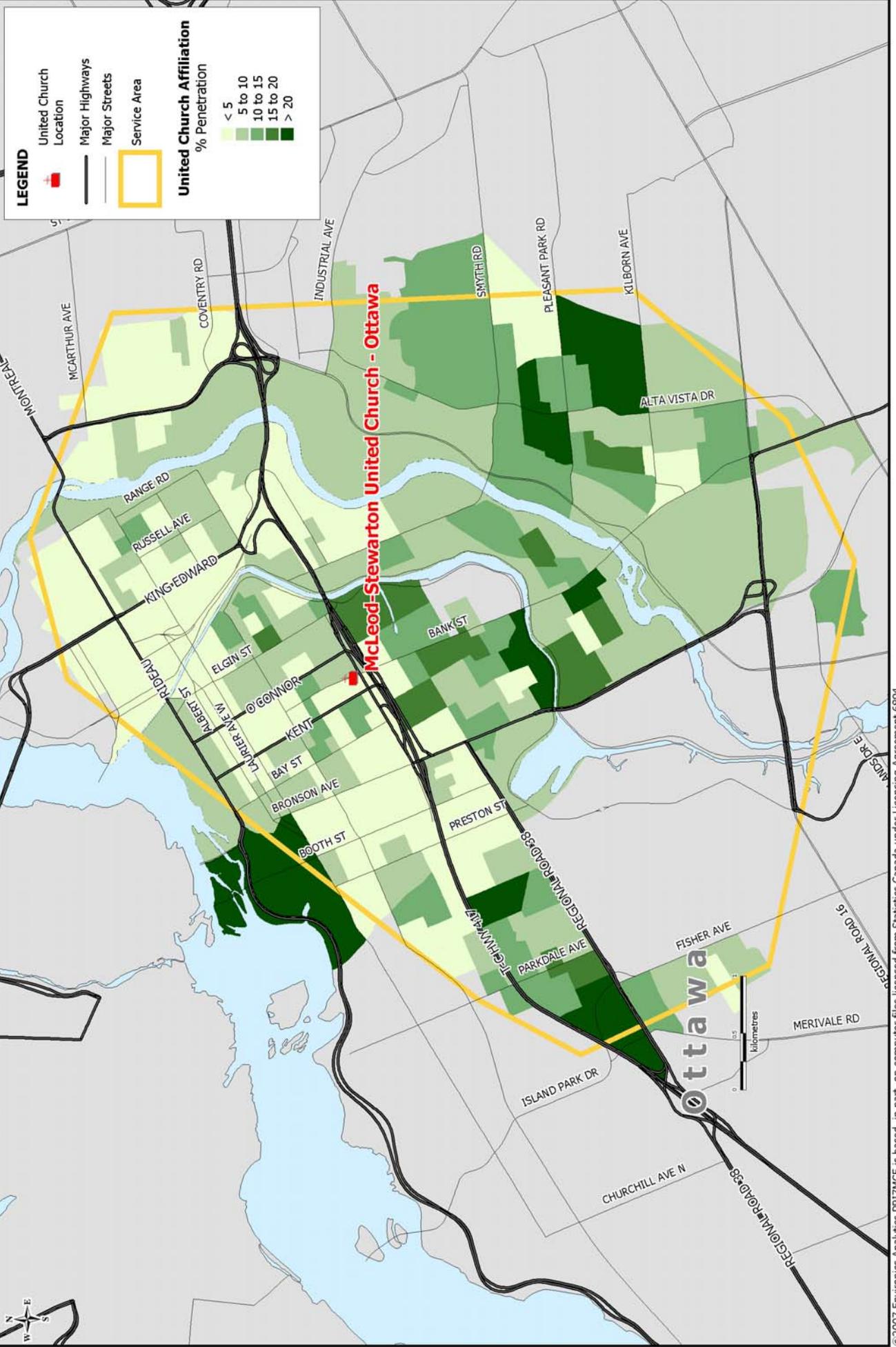
 McLeod-Stewarton United Church Service Area Compared to: Ottawa							
Variable	Service Area	Benchmark	Index	Variable	Service Area	Benchmark	Index
Language, Immigration & Ethno-Cultural				Religion			
Immigration Status (2007)				Major Religions (2001)			
Non-immigrant population	70.10%	74.84%	93	Christian	67.88%	75.10%	90
<i>Born in province of residence</i>	48.06%	54.93%	87	Muslim	5.26%	5.11%	102
<i>Born outside province of residence</i>	22.04%	19.91%	110	Jewish	2.11%	1.54%	136
Immigrant population	28.10%	24.14%	116	Buddhist	1.97%	1.28%	153
Non-Permanent Residents	1.79%	1.02%	27	Hindu	1.32%	1.15%	114
Generation (2001)				Sikh	0.58%	0.43%	136
1st (Immigrants)	29.94%	26.71%	112	Aboriginal Spirituality	0.51%	0.15%	345
2nd (Cdn-born Children of Immigrant)	18.88%	16.77%	112	Pagan	0.74%	0.22%	337
3rd+ (Cdn-born Children of Cdn-born Parents)	51.19%	56.52%	90	No Religion	19.63%	15.02%	130
Period of Immigration (2001)				Christian Denominations (2001)			
Before 1961	13.63%	13.87%	98	Catholic	33.59%	42.40%	79
1961-1970	11.44%	12.45%	91	<i>Roman Catholic</i>	32.88%	42.11%	78
1971-1980	14.00%	15.05%	93	<i>Ukrainian Catholic</i>	0.71%	0.29%	246
1981-1990	19.04%	20.65%	92	Protestant	28.14%	28.66%	98
1991-1995	18.12%	17.67%	102	United Church	6.42%	9.41%	68
1996-2001	23.77%	20.32%	116	<i>Anglican</i>	7.41%	8.72%	85
Place of Birth (2007)				<i>Baptist</i>	1.57%	1.40%	111
China	10.73%	9.27%	115	<i>Lutheran</i>	1.37%	1.37%	100
United Kingdom	8.49%	10.50%	80	<i>Protestant Not Included Elsewhere</i>	2.09%	1.97%	106
United States	4.94%	4.20%	117	<i>Presbyterian</i>	1.76%	1.88%	93
Lebanon	4.07%	4.59%	88	<i>Pentecostal</i>	0.87%	1.08%	80
Vietnam	3.63%	2.60%	139	<i>Mennonite</i>	0.64%	0.19%	337
India	3.25%	5.16%	63	<i>Jehovah's Witnesses</i>	0.64%	0.45%	143
Italy	3.22%	3.13%	103	<i>Mormons</i>	0.56%	0.25%	226
Iran	1.97%	1.69%	116	<i>Salvation Army</i>	0.57%	0.25%	231
Other	59.70%	58.86%	101	<i>Christian Reformed Church</i>	0.54%	0.26%	211
Knowledge of Official Language (2001)				<i>Evangelical Missionary Church</i>	0.51%	0.22%	237
English only	53.94%	60.59%	89	<i>Christian and Missionary Alliance</i>	0.53%	0.27%	195
French only	2.21%	1.50%	147	<i>Adventist</i>	0.64%	0.27%	234
English and French	41.24%	36.40%	113	<i>Non-denominational</i>	0.52%	0.18%	280
Neither English nor French	2.60%	1.51%	172	<i>Hutterite</i>	0.49%	0.11%	429
Mother Tongue (2007)				<i>Methodist</i>	0.54%	0.22%	240
English	59.33%	63.47%	93	<i>Brethren in Christ</i>	0.49%	0.17%	294
French	15.34%	15.13%	101	Orthodox	3.97%	2.13%	186
Non-Official Languages	23.08%	19.40%	118	<i>Greek Orthodox</i>	1.16%	0.88%	132
Arabic	2.71%	2.74%	98	<i>Ukrainian Orthodox</i>	0.54%	0.17%	321
Chinese Excluding Cantonese and Mandarin	2.65%	2.06%	128	<i>Serbian Orthodox</i>	0.60%	0.20%	299
Italian	1.61%	1.38%	116	<i>Other Orthodox</i>	1.67%	0.88%	189
Spanish	1.32%	1.00%	131	Other Christian	2.18%	1.91%	114
Vietnamese	1.09%	0.68%	160	Income and Expenditures			
German	0.93%	0.85%	109	Gifts of Money and Contributions (2007)			
Cantonese	0.88%	0.66%	132	Total Gifts of Money and Contributions	#####	\$823,740,640	15
Polish	0.75%	0.79%	95	Money and support payments	68%	66%	102
Other	11.14%	9.24%	121	Contribution to charity	32%	34%	95
Visible Minority (2007)				Religious organizations	15%	18%	82
Total Visible Minority Population	20.97%	18.14%	115	Non-religious charitable organizations	17%	16%	110
Chinese	4.83%	3.72%	129	Income (2007)			
South Asian	2.80%	2.87%	97	Under \$10,000	6.57%	4.03%	162
Black	5.20%	4.51%	115	\$10,000-\$19,999	9.81%	6.38%	153
Filipino	0.55%	0.64%	86	\$20,000-\$29,999	9.70%	6.79%	142
Latin American	0.91%	0.85%	107	\$30,000-\$39,999	9.38%	7.33%	127
Southeast Asian	1.69%	1.18%	142	\$40,000-\$49,999	9.06%	7.72%	117
Arab	2.84%	2.66%	106	\$50,000-\$59,999	8.37%	7.80%	107
West Asian	0.96%	0.67%	143	\$60,000-\$69,999	7.44%	7.76%	95
Korean	0.20%	0.18%	110	\$70,000-\$79,999	6.66%	7.57%	88
Japanese	0.30%	0.20%	149	\$80,000-\$89,999	5.75%	6.93%	83
				\$90,000-\$99,999	4.93%	6.22%	79
				\$100,000 and over	22.31%	31.48%	70

United Church - McLeod-Stewarton United Church - Ottawa Congregation Parishioners



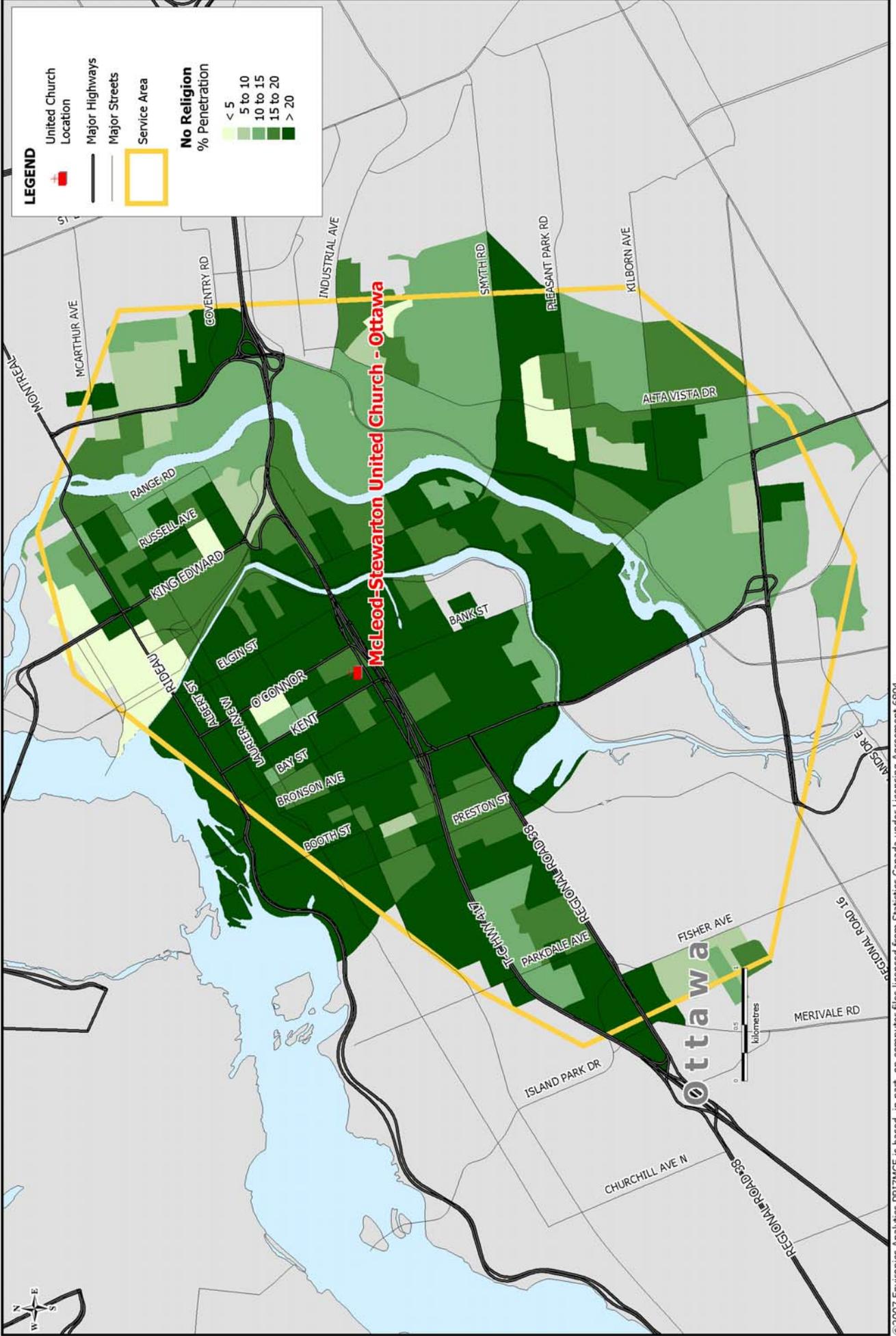
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United Church - McLeod-Stewarton United Church - Ottawa United Church Affiliation



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United Church - McLeod-Stewarton United Church - Ottawa No Religion



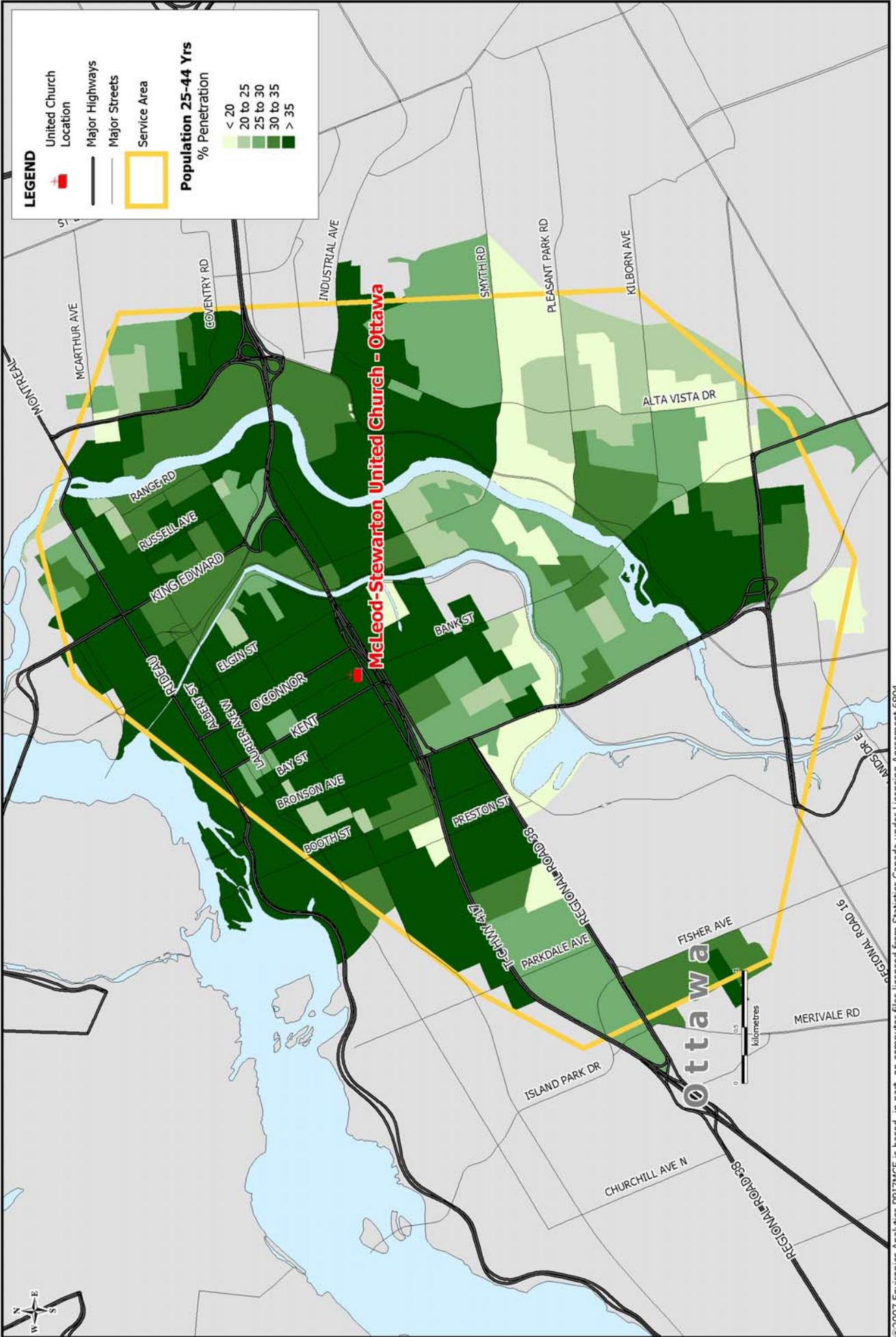
LEGEND

- United Church Location
- Major Highways
- Major Streets
- Service Area
- No Religion % Penetration**
 - < 5
 - 5 to 10
 - 10 to 15
 - 15 to 20
 - > 20



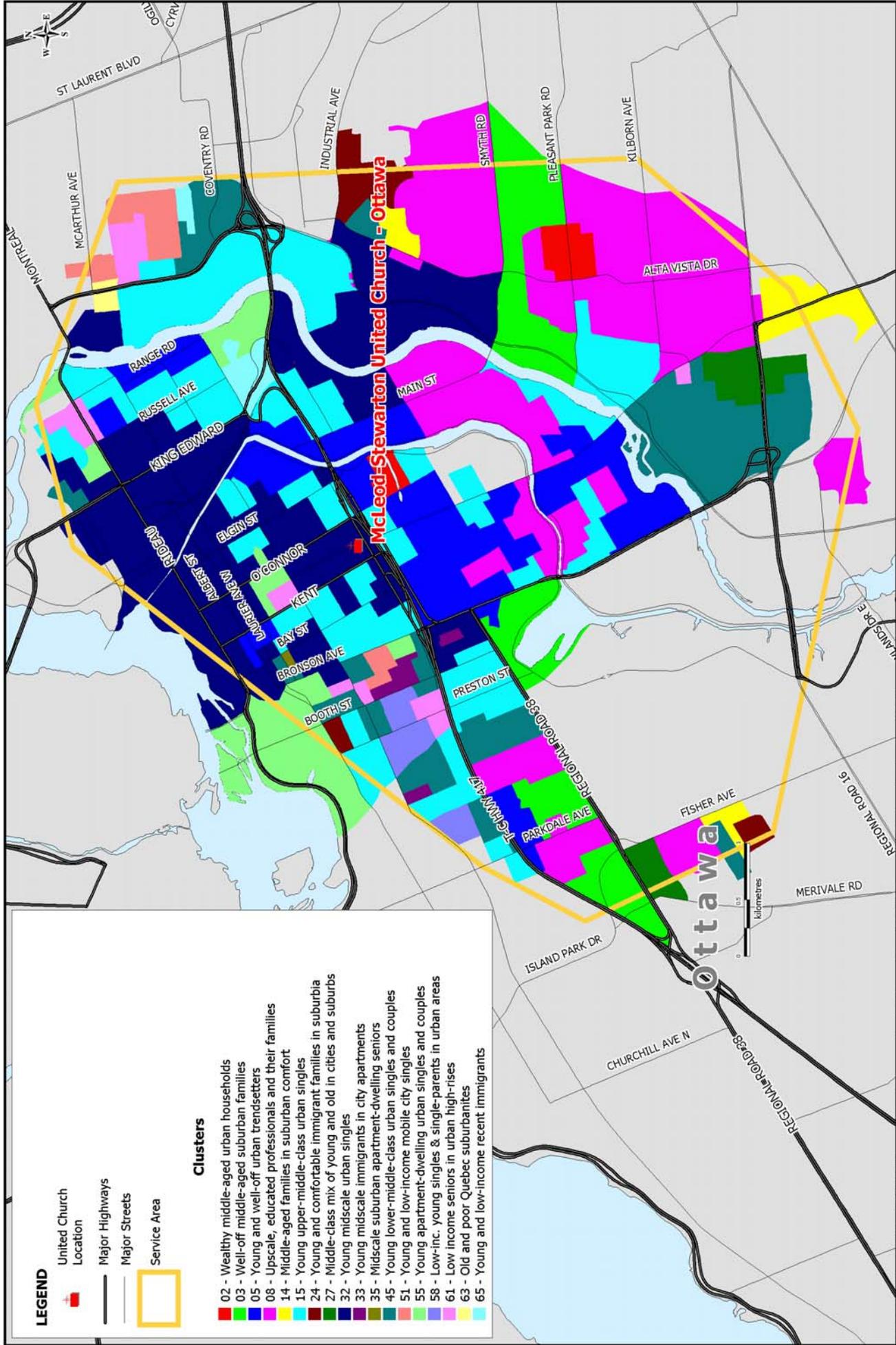
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United Church - Central United Church - Moncton Emerging Spirits Population (25-44 Years of Age)



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United Church - McLeod-Stewarton United Church - Ottawa PRIZMCE Distribution



LEGEND

- United Church Location
- Major Highways
- Major Streets
- Service Area

Clusters

- 02 - Wealthy middle-aged urban households
- 03 - Well-off middle-aged suburban families
- 05 - Young and well-off urban trendsetters
- 08 - Upscale, educated professionals and their families
- 14 - Middle-aged families in suburban comfort
- 15 - Young upper-middle-class urban singles
- 24 - Young and comfortable immigrant families in suburbia
- 27 - Middle-class mix of young and old in cities and suburbs
- 32 - Young midscale urban singles
- 33 - Young midscale immigrants in city apartments
- 35 - Midscale suburban apartment-dwelling seniors
- 45 - Young lower-middle-class urban singles and couples
- 51 - Young and low-income mobile city singles
- 55 - Young apartment-dwelling urban singles and couples
- 58 - Low-inc. young singles & single-parents in urban areas
- 61 - Low income seniors in urban high-rises
- 63 - Old and poor Quebec suburbanites
- 65 - Young and low-income recent immigrants

UPSCALE, EDUCATED PROFESSIONALS AND THEIR FAMILIES



Population	627,227 (2.09% of Canada)
Households	233,508 (2.02% of Canada)
Average Household Income	\$91,815
Housing Tenure	Homeowners
Average Dwelling Value	\$248,112
Education	University
Occupation	White Collar & Service Sector
Ethnic Presence	Low
Sample Social Value	Control of destiny

The residents of *Upscale, Educated Professionals and Their Families* seem to have it all: high incomes, advanced degrees and intellectual tastes to match their credentials. Many of these Canadians are married couples with few children who live in older, fashionable homes on small, manicured lots in urban and suburban areas. With 37 percent holding university degrees, as consumers, *Upscale, Educated Professionals and Their Families* exhibit cultured sensibilities in the marketplace. They tend to support the arts, buy lots of books, listen to classical music radio stations, travel abroad and subscribe to business, news and travel magazines. A politically active cluster, residents here rank high for working on community projects, serving as volunteers and writing letters to public officials.

Upscale, Educated Professionals and Their Families is one of the top clusters for buying financial products. These savvy Canadians invest in virtually every kind of mutual fund available at rates two to three times greater than the general population. But these households are also home to a significant proportion of teenaged children, and surveys reveal the popularity of a number of athletic activities--from skiing and windsurfing to squash and tennis--among both grown-ups and their kids. Residents of *Upscale, Educated Professionals and Their Families* like to cultivate both mind and body.

HOW THEY LIVE

Leisure

theatre
art galleries
skiing
garden shows
entertaining at home

Shopping

lawn care products
vitamins, minerals, herbal supplements
department store rewards programs
Tabi International
Pier 1 Imports

Media

TV figure skating
"Antiques Road Show"
50Plus
TV Times
newspaper delivered to home

Food/Drink

frozen vegetables
applesauce
decaffeinated coffee
1% milk
Mmmarvelous Mmmuffins

Financial

\$500,000+ in securities and savings
personal property insurance
senior banking packages
pre-authorized bill payment
guaranteed investment funds

Automotive

\$40,000-\$50,000 on latest vehicle
lease vehicles
purchase vehicles with trade-in
large SUVs
Lexus models

Attitudes

"I am comfortable with new technologies that are entering all aspects of life"
"I've taken steps so that I have sufficient funds for retirement"
"It should be tougher to obtain welfare and employment insurance"
"It is very important that I exercise my right to vote"
"Managing my time is one of my biggest challenges"

YOUNG MIDSCALE URBAN SINGLES



Population	251,994 (0.84% of Canada)
Households	156,552 (1.35% of Canada)
Average Household Income	\$42,289
Housing Tenure	Renters
Average Dwelling Value	\$167,616
Education	University
Occupation	White Collar & Service Sector
Ethnic Presence	Some
Sample Social Value	Fulfillment through work

A collection of young, ethnically-diverse city dwellers living near universities, *Young Midscale Urban Singles* represent the nation's most liberal lifestyle. Its residents are a progressive mix of well-educated singles, students and recent grads, service workers and professionals--all living in apartments within mid-sized cities and the satellite centres of major metros. Their incomes aren't high, but these young adults just entering the workforce enjoy the freedom of spending their first paycheques. With three-quarters of the adults unattached, residents of *Young Midscale Urban Singles* are night owls who frequent health clubs, rock concerts, art galleries and ballet performances. They like to drink: beer, tequila, rum, gin--you name it. They're also political activists who work for social causes, write to public officials and volunteer for political parties and politicians who typically support their liberal views.

Young Midscale Urban Singles are home to young and footloose men and women: many have moved into their current apartments within the past year, typically looking for more convenient access to nearby jobs. They're also frequent travellers who are willing to spend a lot of money--\$1,000-\$2,000 on their last trip--to destinations in Canada, Europe, Latin America and Asia. Back in their apartments, they enjoy surfing the Internet (for research and entertainment), cooking gourmet meals and listening to music, especially jazz and alternative rock. When they turn on the TV, it's typically to watch programs with a satiric edge--favourites include "This Hour Has 22 Minutes" and "Malcolm in the Middle"--and residents of *Young Midscale Urban Singles* get all the pop culture references.

WHERE THEY LIVE

Leisure

jogging
health clubs
rock concerts
entertaining at home
travel within Canada

Shopping

books
vitamins, minerals, herbal supplements
hard rock tapes/compact disks
Banana Republic
Mountain Equipment Co-op

Media

TV documentaries/biographies
"MuchMusic Video Awards"
foreign videos
TV Times
Internet radio

Food/Drink

packaged pasta
organic cold cereals
vegetarian products
pancake mix
restaurant delivery

Financial

stocks & bonds
\$1,500+ monthly on credit cards
student banking packages
use ATM weekly
Internet banking

Automotive

\$20,000-\$30,000 on latest vehicle
households with 0-1 vehicles
compact cars
used versus new vehicles
Honda models

Attitudes

"Premarital sex improves the later success of a marriage"
"I really pity people who consider their work the be-all and end-all of life"
"The use of marijuana should be legalized in Canada"
"I've been active in a social issue"
"Drinking is a part of my lifestyle"

YOUNG AND WELL-OFF URBAN TRENDSETTERS



Population	220,571 (0.74% of Canada)
Households	108,521 (0.94% of Canada)
Average Household Income	\$92,228
Housing Tenure	Homeowners & Renters
Average Dwelling Value	\$340,603
Education	University
Occupation	White Collar & Service Sector
Ethnic Presence	Low
Sample Social Value	Primacy of environmental protection

Young and Well-Off Urban Trendsetters consist of the nation's tech-savvy singles and couples living in fashionable in-town neighbourhoods in a handful of big cities. Wealthy, highly educated and ethnically mixed, *Young and Well-Off Urban Trendsetters* communities are typically filled with tasteful, high-rise apartments and expensive condos with home offices, fitness clubs, clothing boutiques, casual restaurants and all types of bars--from juice to coffee to microbrew. With their deep pockets, residents of *Young and Well-Off Urban Trendsetters* enjoy shopping for the latest styles at Banana Republic, The Gap and Eddie Bauer. But they're not simply acquisitive materialists; many are socially-conscious consumers who support arts causes and donate money to environmental groups.

In *Young and Well-Off Urban Trendsetters*, residents have used their higher education--more than half hold university degrees--to pursue technology- and information-intensive lifestyles. With household incomes averaging \$92,000, they're big purchasers of laptops and PDAs, DVD players and digital cameras. They go online daily to bank, shop, invest, conduct research and play games. These active residents typically are too busy to sit still for traditional media, but among their preferences are cable networks like A&E and CTV Newsnet, as well as magazine titles such as Report on Business and Toronto Life. And though they're frequently on the move--travelling for business and pleasure--they still find time to read books and join bookstore loyalty clubs at high rates.

HOW THEY LIVE

Leisure

tennis
sailing
art galleries
wine and cheese shows
travel to U.S.

Shopping

\$2,500+ on men's clothes
\$100+ on books
laptops/notebooks
dry cleaning
Roots

Media

Cable Pulse 24
Golden Globe Awards
modern rock radio
newspaper lifestyle sections
Internet newspaper sites

Food/Drink

yogurt
granola
bottled water
imported beer
restaurant delivery

Financial

\$1,500+ monthly on credit cards
stocks and bonds
home office banking packages
have RRSPs
telephone/internet banking

Automotive

\$40,000-\$50,000 on latest vehicle
new versus used vehicles
SUVs
pay-at-pump self-serve gas
Volvo models

Attitudes

"I like activities which push my mental and physical limits"
"I am prepared to pay more for products that are a little bit different from those one sees all over" "There should be more public funding for the arts"
"I enjoy Shopping for clothes"
"New technologies are solving more problems than they are causing"

YOUNG UPPER-MIDDLE-CLASS URBAN SINGLES



Population	248,242 (0.83% of Canada)
Households	128,687 (1.11% of Canada)
Average Household Income	\$62,094
Housing Tenure	Renters
Average Dwelling Value	\$264,392
Education	University
Occupation	White Collar & Service Sector
Ethnic Presence	Low
Sample Social Value	Equality of the sexes

Urban lifestyles typically attract young singles and couples, and *Young Upper-Middle-Class Urban Singles* are no exception. These neighbourhoods--concentrated in Vancouver, Calgary, Toronto, Ottawa-Hull and Montreal--are known as havens for university graduates who rent apartments (in low- and high-rise buildings), have white collar jobs and pursue yuppie lifestyles. While residents here have average household incomes, their spending power appears greater because so many are childless households. Like their younger cousins in *Young Midscale Urban Singles*, they spend freely on entertainment, designer clothes and cultural events. But being more established, they devote more time to tracking their investments and less time patronizing the local nightclub. While no one would consider residents *Young Upper-Middle-Class Urban Singles* conservative, they are less liberal in their outlook than *Young Midscale Urban Singles*.

Young Upper-Middle-Class Urban Singles bring together a diverse mix of cultures in a vibrant city setting: apartment-dwelling singles from a dozen Asian and European countries all united by a youthful, educated sensibility. As consumers, they're big on travel, books, health foods and yoga. And though supermarket surveys would seem to indicate that they're starving--spending less than \$50 weekly on groceries--they frequent all types of restaurants. *Young Upper-Middle-Class Urban Singles* residents like nothing more than to meet friends at coffee bars, making it the top-ranked cluster for drinking cappuccino.

HOW THEY LIVE

Leisure

yoga
museums
nightclubs
film festivals
balcony gardens

Shopping

\$100+ on books
vitamins, minerals, herbal supplements
jazz tapes/CDs
stereo equipment
The Gap

Media

TV news/current affairs
"Will and Grace"
"Breakfast Television"
classical radio
Eye Weekly

Food/Drink

Oriental noodles
granola bars
herbal tea
restaurant delivery
Starbucks

Financial

no securities and savings
debit cards
\$100-\$500 monthly on credit cards
student banking packages
Internet banking

Automotive

households with no vehicles
new and used vehicles
lease vehicles
sports cars
Volkswagen models

Attitudes

"My confidence is greatly enhanced when I know I look my best"
"I am willing to pay more for environmentally-friendly products"
"I am more independent than most people"
"I am interested in discovering more ways to improve my intuition"
"The use of marijuana should be legalized in Canada"

MIDDLE-AGED FAMILIES IN SUBURBAN COMFORT



Population	510,904 (1.70% of Canada)
Households	179,930 (1.56% of Canada)
Average Household Income	\$70,740
Housing Tenure	Homeowners
Average Dwelling Value	\$200,793
Education	University/College/Trade
Occupation	White Collar & Service Sector
Ethnic Presence	Low
Sample Social Value	Adaptability to complexity in life

Upper-middle-class, suburban homeowners with teens--that's the skinny on *Middle-Aged Families in Suburban Comfort*, an enviable lifestyle of large families and couples in sprawling, leafy neighbourhoods. With a high rate of college and university educations, this cluster is home to white collar and service workers in management and technical fields. Their nexus of income, education and kids translates into large outlays for child-centred products--bicycles, books, action figures, animation DVDs--and activities ranging from camping to baseball. Their homes, averaging \$200,000, are less decorator showcases than messy teenage dormitories, and cluster residents admit that they "like a home that is not too neat." For these Canadians in the midst of childrearing, happiness is an untidy house.

Middle-Aged Families in Suburban Comfort are mostly known as a place of older, suburban neighbourhoods sprinkled with bungalows and back-splits, SUVs and RVs, tricycles and wading pools. The middle-aged residents' media tastes lean towards gardening and TV magazines as well as sports and shelter programs on television. Away from home, *Middle-Aged Families in Suburban Comfort* like to go to outdoor shows, take-out restaurants, and Canadian parks for hiking and boating. In their child-centred world, it's no surprise that these consumers are twice as likely as average Canadians to frequent amusement parks and play video games. They tell researchers that the best moments of their lives have been spent with their families.

HOW THEY LIVE

Leisure

aerobics
gardening
soccer
baking
amusement parks

Shopping

children's toys
books
deck/fencing
Sears
Reitmans

Media

HGTV
CFL football
"Survivor"
news/talk radio

Westworld

Food/Drink

fresh fruit
Oriental noodles
dips
iced tea
burger restaurants

Financial

\$50,000-\$100,000 in securities and savings
mortgage funds
life insurance
flat-fee banking packages
Internet banking

Automotive

1-vehicle households
new and used vehicles
luxury SUVs
luxury cars
Lincoln models

Attitudes

"I am prepared to pay more for environmentally-friendly products"
"I really pity people who consider work the be-all and end-all of life"
"Society has become increasingly female friendly"
"There should be more restrictions on smoking in public places"
"Being a Canadian is part of my personal identity"

YOUNG LOWER-MIDDLE-CLASS URBAN SINGLES AND COUPLES



Population	547,149 (1.82% of Canada)
Households	259,912 (2.25% of Canada)
Average Household Income	\$41,096
Housing Tenure	Renters
Average Dwelling Value	\$144,156
Education	Mixed
Occupation	Service Sector & White Collar
Ethnic Presence	Some
Sample Social Value	Equality of the sexes

Young Lower-Middle-Class Urban Singles and Couples are a collection of city and suburban neighbourhoods where young, unattached Canadians live in sprawling, garden-style apartments. With a third of its household maintainers under 35 years old, the cluster caters to young, active lifestyles. A disproportionate number of residents spend their leisure time going to bars, rock concerts, coffee shops and dance clubs. The cluster's top sports include yoga, swimming, soccer and tennis. In *Young Lower-Middle-Class Urban Singles and Couples*, the dating-and-mating dance continues in full swing--matchmaking services and bridal shows are popular--and residents are sexually tolerant and open to diversity. Residents state that they enjoy meeting people from different cultures, which is appropriate given that one-quarter of their neighbours are immigrants.

Their household incomes may be modest--an average \$41,000—but residents of *Young Lower-Middle-Class Urban Singles and Couples* are well-educated and pegged for advancement in their mix of white collar and service sector jobs. Yet they are less preoccupied than the trendier yuppies with designer clothes and cars. These laid-back singles will shop for clothes at both Zellers and Club Monaco, and they'll save their money for the latest rock concert or computer technology. *Young Lower-Middle-Class Urban Singles and Couples* residents spend a lot of time on the Internet, voraciously surfing to multiple sites for news, jobs, weather and entertainment. Ever practical, they rely on modern technologies to save them time at home.

HOW THEY LIVE

Leisure

bars
rock concerts
dancing
exhibitions/carnivals
exercise at home

Shopping

\$100+ on books
puzzles
Internet customer rewards programs
London Drugs
Future Shop

Media

TV documentaries
"CBC Morning"
"South Park"
album rock radio
Flare

Food/Drink

Oriental noodles
pasta sauce
fresh vegetables
fruit juice
McDonald's

Financial

no securities or savings
credit unions
savings bonds
Internet banking
no RRSPs

Automotive

households with 0-1 vehicles
used versus new vehicles
sports cars
Geo models
self-serve gas stations

Attitudes

"I am willing to work at a boring job as long as the pay is good"
"Regular exercise is an important part of my life"
"I like activities which push my mental and physical limits"
"If they are equally qualified for a job, men and women should be paid the same salary"
"I love to meet people whose way of life derives from different culture"

YOUNG APARTMENT-DWELLING URBAN SINGLES AND COUPLES



Population	200,699 (0.67% of Canada)
Households	109,386 (0.95% of Canada)
Average Household Income	\$32,732
Housing Tenure	Renters
Average Dwelling Value	\$0,000
Education	Mixed
Occupation	Service Sector & White Collar
Ethnic Presence	Low
Sample Social Value	Openness toward others

With 97 percent of residents renting apartments, *Young Apartment-Dwelling Urban Singles and Couples* are known as a transient world for young, somewhat ethnically diverse singles, common-law couples and single parents. In these low-income neighbourhoods located in smaller cities, residents lead modest lifestyles in a mix of high- and low-rise apartments. Because money is tight--the average household income is \$33,000--they entertain themselves by playing video games, watching a lot of TV movies and sitcoms, listening to multicultural radio and reading books. When they do go out, they head for motorcycle shows, rock concerts and bars; cluster consumers admit to drinking a remarkable 13 to 24 beers each week. And though their housing is anything but plush, you see their aspirations in their constant search for home decorating ideas offered in such favourite magazines as *Style At Home* and *Homemakers*.

Young and mobile, three-quarters of *Young Apartment-Dwelling Urban Singles and Couples* have moved into their neighbourhoods in the past five years. But their average level of educational achievement belies their modest incomes; half have gone to college or university. These young, tech-savvy consumers go online for books, CDs and job postings. They like to gather with friends to play soccer, go mountain biking or take yoga classes. But *Young Apartment-Dwelling Urban Singles and Couples* can represent a financially challenging lifestyle, and residents worry that they'll lack the money to live comfortably in the future.

HOW THEY LIVE

Leisure

- canoeing
- mountain biking
- hard rock tapes/CDs
- dating services
- book exhibitions

Shopping

- instant cameras
- video games
- acne products
- Zellers
- The Bay

Media

- TV suspense/crime dramas
- TV wrestling
- "That 70s Show"
- horror videos/DVDs
- newspaper travel sections

Food/Drink

- vegetarian products
- flavoured potato chips
- soup/meal in a cup
- pizza shells
- Swiss Chalet

Financial

- no securities or savings
- savings bonds
- ATM cards
- lines of credit
- Internet banking

Automotive

- households with no vehicles
- used versus new vehicles
- mid-sized cars
- Jeep models
- service at auto repair chain store

Attitudes

- "I am good at fixing mechanical things"
- "It is important that people admire the things that I own"
- "I look at specials in newspaper inserts"
- "I love to look at household decorating ideas"
- "I wait until the price comes down before buying electronics"

MIDDLE-CLASS MIX OF YOUNG AND OLD IN CITIES AND SUBURBS



Population	508,141 (1.69% of Canada)
Households	218,364 (1.89% of Canada)
Average Household Income	\$56,988
Housing Tenure	Homeowners & Renters
Average Dwelling Value	\$167,062
Education	University/College
Occupation	White Collar & Service Sector
Ethnic Presence	Low
Sample Social Value	Rejection of authority

Middle-Class Mix of Young and Old in Cities and Suburbs is a prime example of two lifestyles thriving side by side: a mix of very young and old households, singles and widowers, newly married couples and empty-nesting retirees. Widely scattered throughout the country's older city and suburban neighbourhoods, this bi-modal population makes for a split marketplace personality. *Middle-Class Mix of Young and Old in Cities and Suburbs* has high rates for windsurfing, bar-hopping and attending bridal shows as well as gardening, reading retirement magazines and doing crafts projects. But residents share relatively high educational levels--55 percent have gone to college or a university--and a mix of white collar and service sector jobs that results in a love of the arts and moderate, common-sense values. They oppose pornography, distrust large corporations and support equal rights for women.

Unlike other lifestyles with high proportions of young people, *Middle-Class Mix of Young and Old in Cities and Suburbs* score relatively low for many aerobic sports thanks to the elderly influence. However, cluster residents do enjoy squash, ice hockey and golf, and have above-average rates for tennis, skating and mountain biking. This is no place for stores selling fishing, hunting or camping gear. In some of these households where multiple generations live together, it's apparent that the family elders dominate the lifestyle choices. The generation gap notwithstanding, *Middle-Class Mix of Young and Old in Cities and Suburbs* is a strong market for conservative clothes, luxury cars and casinos. Apparently, many younger family members have yet to establish an influential lifestyle of their own.

HOW THEY LIVE

Leisure

aerobics
theatre
art galleries
casinos
woodworking shows

Shopping

electric lawn mowers
educational toys
department store rewards programs
outlet malls
Danier Leather

Media

TV sports
"The Fifth Estate"
"The District"
top-40 radio
Style At Home

Food/Drink

canned fish/meat
corn tortilla chips
jams and jellies
bran cereal
submarine/sandwich restaurants

Financial

\$50,000-\$100,000 in securities and savings
\$100-\$500 monthly on credit cards
stocks and mutual funds
CSBs
have a will

Automotive

households with 1-2 vehicles
new and used vehicles
SUVs
sports cars
Subaru models

Attitudes

"It should be tougher to obtain welfare and Employment Insurance"
"I am more independent than most people"
"If I could, I would not allow databanks to store data on me"
"I object to people being allowed to pay for better-quality health care"
"Men do not have a natural superiority over women"

LOW-INCOME YOUNG SINGLES AND SINGLE-PARENTS IN URBAN AREAS



Population	752,782 (2.51% of Canada)
Households	355,946 (3.08% of Canada)
Average Household Income	\$35,237
Housing Tenure	Renters
Average Dwelling Value	\$104,046
Education	High School/Trade
Occupation	Service Sector
Ethnic Presence	Low
Sample Social Value	Ethical consumerism

Scattered across English Canada’s towns and small cities, *Low-Income Young Singles and Single-Parents in Urban Areas* are often the first home-on-their-own for young singles and single parents working at entry-level service jobs. In these low-rise apartment neighbourhoods, visitors find the streets jam-packed with active, young families as well as a few long-time, elderly maintainers. From soccer and football to basketball and curling, there’s hardly a sport that isn’t pursued at above-average rates in this cluster. And the child-friendly atmosphere is readily apparent in residents’ shopping carts, typically filled with toys, cameras, inexpensive canned goods and plenty of soft drinks. Although they describe themselves as conservative politically, they’re less concerned about voting than making ends meet. With their \$35,000 household incomes, they stretch their budgets by going to thrift shops.

Low-Income Young Singles and Single-Parents in Urban Areas have a low percentage of immigrants but a relatively high concentration of Canadians of Aboriginal origin--about 12 percent nationwide. As a group, these residents typically have high school educations and a strong work ethic. They have one of the nation’s highest rates for working at service sector jobs, and they tell researchers, “I am willing to work at a boring job as long as the pay is good.” Although they can’t afford to travel much or buy a lot of consumer electronics, they do pay for online access in order to journey through the virtual world. And they have particularly high rates for surfing Internet chat rooms.

HOW THEY LIVE

Leisure

soccer
baseball
roller hockey
rock concerts
casinos

Shopping

instant cameras
gym sets
less than \$500 on women’s clothes
Wal-Mart
7-Eleven

Media

“All My Children”
rap tapes/CDs
top-40 radio
Maxim
FLARE

Food/Drink

processed cheese
condensed soup
flavoured pasta
potato chips
burger restaurants

Financial

\$1-\$10,000 in securities and savings
credit unions
student banking packages
opened chequing account in past 2 years
no RRSPs

Automotive

households with 0-1 vehicles
used versus new vehicles
sports cars
Kia models
service at auto repair chains

Attitudes

“Governments do more harm than good”
“I am more of a spender than a saver”
“Young people today have too much freedom and not enough discipline”
“I would never buy products from a company that tested them on animals”
“I consider work a source of income not a place for personal satisfaction”

LOW-INCOME SENIORS IN URBAN HIGH-RISES



Population	309,784 (1.03% of Canada)
Households	186,026 (1.61% of Canada)
Average Household Income	\$31,362
Housing Tenure	Renters
Average Dwelling Value	\$106,231
Education	Grade 9/High School
Occupation	Service Sector & White Collar
Ethnic Presence	Low
Sample Social Value	Primacy of the family

With half of all its residents over 65 years old, *Low-Income Seniors in Urban High-Rises* are Canada's oldest lifestyle. These low-income retirees tend to live in older, seniors-oriented high-rise apartment buildings--half were built before 1975--and typically get by on modest pensions. Because most folks here never made it beyond high school and spent their working lives at blue-collar jobs, their lifestyles are unpretentious. Residents pursue home-based leisure activities like knitting, crafts, gardening, reading travel magazines and watching television--especially American sitcoms and mysteries. But they also support the arts, occasionally going to art galleries and ballet performances. In this low-key leisure world, they concede that they rarely go out to restaurants and aren't too keen on entertaining at home, either.

In *Low-Income Seniors in Urban High-Rises*, with their disproportionate number of retirees and widows, lower-income residents have ratcheted down their lifestyles. When they shop, they're known as bargain-hunters who patronize stores such as Zellers, Shoppers Drug Mart and Reitmans. And many are techno-phobic, rarely purchasing computer software, cell phones, cameras or DVD devices. They'll occasionally splurge on a trip--Britain, Mexico and Las Vegas are popular destinations--but these seniors make do with more modest forms of entertainment. When they splurge, it is mostly likely on the latest toy for a grandchild.

HOW THEY LIVE

Leisure

walking
crafts
knitting
classical music concert
travel to a Canadian resort

Shopping

infant toys
jazz tapes/CDs
vitamins, minerals, herbal supplements
flyers delivered to door
Zellers

Media

Home Shopping Network
"Oprah"
"DaVinci's Inquest"
adult contemporary radio
Prevention

Food/Drink

canned fish/meat
frozen vegetables
fresh fruit
regular hot cereals
regular coffee

Financial

no securities and savings
credit unions
T-bill mutual funds
\$1-\$100 monthly on credit cards
senior banking packages

Automotive

households with 0-1 vehicles
used versus new vehicles
full-sized cars
Toyota models
service at local gas station

Attitudes

"Young people have too much freedom and not enough discipline"
"I have not already taken steps to ensure that I have sufficient income for my retirement"
"The father of the family must be master in his own house"
"I would never buy products from a company that tested then on animals"
"I try to eat foods that are good for me"

YOUNG MIDSCALE IMMIGRANTS IN CITY APARTMENTS



Population	809,923 (2.70% of Canada)
Households	306,189 (2.65% of Canada)
Average Household Income	\$46,292
Housing Tenure	Renters
Average Dwelling Value	\$111,397
Education	University/College
Occupation	Mixed
Ethnic Presence	High
Sample Social Value	Search for roots

Nearly two-thirds of the residents of *Young Midscale Immigrants in City Apartments* are immigrants, hailing from an assortment of nations in South Asia, Latin America and the Middle East. Though most arrived after 1990, these educated singles and families have already carved out a middle-class lifestyle in their high-rise apartments found mostly in and around Ontario's large cities. They're tech-savvy consumers who buy digital cameras, own video gaming systems and spend a lot of time online at job and chat sites. They score high for going to computer shows, visiting amusement parks, using dating services and engaging in fitness activities like swimming and yoga. Life still has its challenges for these newcomers--they admit to experiencing significant stress--but they're on pace for upward mobility. This cluster has a high rate of residents taking college and university courses.

Young Midscale Immigrants in City Apartments is a diverse world of singles and families, whites and blacks, kids of all ages and immigrants from Poland, China and the Philippines. But they share a comfortable lifestyle characterized by evenings at rock and classical music concerts, shopping at upscale stores like Club Monaco and Banana Republic, and virtual lives spent surfing the Web for commerce and entertainment. This cluster represents one of the nation's top markets for watching TV sports and their presence at trade shows cannot be overemphasized. *Young Midscale Immigrants in City Apartments* typically are the attendees first in line to inspect the latest trends.

HOW THEY LIVE

Leisure

- dating services
- computer shows
- exercising at home
- charter flights
- classical music concerts

Shopping

- \$1,500-\$2,500 spent on men's clothing
- digital cameras
- gym sets
- changed long distance supplier in past year
- No Frills

Media

- Family Channel
- City TV/ASN Breakfast TV
- MuchMusic Video Awards
- workopolis.com
- education/training software

Food/Drink

- frozen main courses
- instant soup/meal in a cup
- vegetarian products
- sports drinks
- burger restaurants

Financial

- \$1-\$10,000 in securities and savings
- Canada Savings Bonds
- Internet banking to pay bills
- telephone banking to transfer funds
- \$500-\$1,000 monthly on credit cards

Automotive

- \$40,000-\$50,000 on latest vehicle
- lease new vehicles
- 1-vehicle households
- full-sized cars
- Oldsmobile models

Attitudes

- "Religion is very important to me"
- "I really enjoy Shopping for clothes"
- "Young people today have too much freedom and not enough discipline"
- "Immigrants should set aside their cultural backgrounds and blend into Canada's culture"
- "I enjoy entertaining"

YOUNG AND BELOW AVERAGE INCOME MOBILE CITY SINGLES



Population	572,583 (1.91% of Canada)
Households	240,659 (2.08% of Canada)
Average Household Income	\$41,001
Housing Tenure	Homeowners & Renters
Average Dwelling Value	\$114,488
Education	High School
Occupation	Blue Collar & Service Sector
Ethnic Presence	Low
Sample Social Value	Reprioritizing of work

Located throughout English Canada in cities as well as small towns, *Young and Below Average Income Mobile City Singles* present a working-class portrait: a population of young singles, couples and single parents who are often on the move. Residents here not only tend to move often, they also have a high rate of employment in transportation industries. No one's particularly well off in *Young and Below Average Income Mobile City Singles*, but residents manage to live decently on their \$41,000 household incomes. They like to attend rock concerts, gamble at bingo and lottery terminals and take the odd trip within Canada, often staying in motels. Entertainment at home typically involves watching TV, collecting stamps and coins, knitting and checking out videos--horror and comedy movies are favourites. With many working at blue-collar industrial jobs, they're sensitive to economic uncertainty and admit that they're just trying to keep up with all the demands on their time and money.

The residents of *Young and Below Average Income Mobile City Singles* may be modest consumers but they score high as TV fans. Surveys show that they're eclectic in their TV preferences--from soaps and sports to movies and talk shows. True coach potatoes, these young Canadians aren't interested in working out and being health conscious; *Young and Below Average Income Mobile City Singles* engage in practically no aerobic exercise. Feeling out of the flow of mainstream culture, these transients tell researchers, "I have enough trouble worrying about my own problems."

HOW THEY LIVE

Leisure

rock concerts
gambling at bingo/lottery terminals
watching TV
walking
pets

Shopping

hard rock tapes/CDs
radio-controlled toys
cigarettes
Wal-Mart
convenience stores

Media

situation comedies
TV NASCAR races
"DaVinci's Inquest"
"Judge Judy"
oldies radio

Food/Drink

meal helper
processed cheese
instant potatoes
beer
Taco Bell

Financial

\$25,000-\$50,000 in securities and savings
cheque-cashing services
GICs
senior banking packages
telephone banking

Automotive

1-vehicle households
used versus new vehicles
sports cars
Geo models
department store auto repair centres

Attitudes

"I rarely exercise, jog or play an active sport"
"I don't enjoy dressing for formal occasions"
"There's very little that connects me with what's happening in society"
"Managing my time is one of my biggest challenges"
"Being a Canadian is very important to me"

WELL-OFF MIDDLE-AGED SUBURBAN FAMILIES

Population	428,092 (1.43% of Canada)
Households	137,731 (1.19% of Canada)
Average Household Income	\$111,254
Housing Tenure	Homeowners
Average Dwelling Value	\$280,381
Education	University
Occupation	White Collar & Service Sector
Ethnic Presence	Low
Sample Social Value	Need for autonomy



The *Well-Off Middle-Aged Suburban Families* segment is a magnet for Canada's up-and-coming business class: a well-established suburban world of dual-income couples who have university degrees and large families, typically with teenaged children. Given its high percentage of managers and self-employed professionals, there's a decided business bent to this cluster. Suburban Gentry residents rank near the top for owning laptop computers and fax machines as well as for taking business trips and reading newspaper business sections. These consumers are big spenders who like to golf, go out to eat and drive luxury SUVs. Fitness conscious, they're much more likely than average Canadians to engage in walking, own a home gym and declare, "regular exercise is an important part of my life."

Well-Off Middle-Aged Suburban Families represent Canada's version of suburban wealth. Residents have turned their sprawling new homes--average value: \$280,000--into gadget-filled castles, complete with VCR/DVDs, cordless phones, wireless computers and video game systems. With its large families--40 percent have at least two kids--you'd expect to see this cluster score high for outdoor sports activities. While they golf, sail and ski, many of these households seem to prefer exercising their minds indoors, reading a lot of financial magazines, watching news and educational channels and spending a healthy amount of time online to browse books, check out vacation spots and track investments. To reward themselves for their hard work, they're three times as likely as the general population to buy an expensive car to complement their vehicle-centric lives.

HOW THEY LIVE

Leisure

golf
walking/hiking
art galleries
exercising at home
travel to California

Shopping

\$2,000+ for fine jewellery
women's clothing on the Internet
frequent flyer programs
Costco
The Shoe Company

Media

TV sitcoms
"Sex and the City"
news/talk radio
newspaper lifestyle sections
TV Times

Food/Drink

packaged pasta
olive oil
salsa
soft drinks/colas
casual restaurants

Financial

\$500,000+ in securities and savings
mutual funds within RRSP
international equity funds
RRSPs
have a will

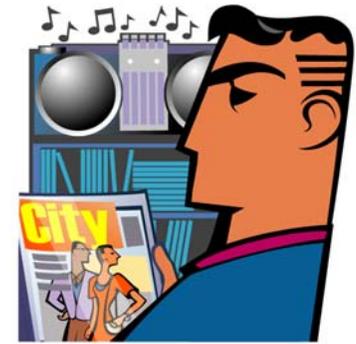
Automotive

\$40,000-\$50,000 on latest vehicle
2-vehicle households
purchase or lease new vehicles
luxury cars
Infiniti models

Attitudes

"I like activities which push my mental and physical limits"
"Women are not fairly represented in business and politics"
"Exercise is an important part of my life"
"The future looks good for young people"
"I try to keep abreast of changes in fashion"

YOUNG AND LOW-INCOME RECENT IMMIGRANTS



Population	261,771 (0.87% of Canada)
Households	99,467 (0.86% of Canada)
Average Household Income	\$29,799
Housing Tenure	Renters
Average Dwelling Value	\$82,784
Education	Grade 9/High School
Occupation	Mixed
Ethnic Presence	High
Sample Social Value	Civil disobedience

With a population of young recent immigrants, *Young and Low-Income Recent Immigrants* is home to a wide mix of ethnicities and races--Italian and Indian, Greek and Guyanese, black and Latino--who've made their way to inner-city neighbourhoods in Toronto and Montreal. But these singles and single-parent families face enormous economic challenges: low incomes, modest educations and uncertain jobs. In *Young and Low-Income Recent Immigrants*, residents tend to live in older, low-rise and high-rise apartments, surrounded by mom-and-pop shops, video stores, fast-food restaurants and parks offering several soccer fields. Despite household incomes under \$30,000, this cluster is still a strong market for digital cameras and pagers, video games and audio tapes, comic books and toys.

The new émigrés of *Young and Low-Income Recent Immigrants* are still making their way in Canadian society, but they do excel in media consumption, ranking at the top for watching TV sports like boxing and basketball, listening to multicultural radio and reading magazines such as FASHION and HOUR. And when it comes to clothes, residents of *Young and Low-Income Recent Immigrants* head to the mall, to stores like Stitches, Pennington's and Braemar. These residents appear to be striving to improve their lot in many ways. Surveys show they have above-average rates for going to school, attending book fairs and buying exercise videos.

HOW THEY LIVE

Leisure

dancing
 dating services
 video arcades
 overseas calling
 travel to the Caribbean

Shopping

exercise fitness videos/DVDs
 infant toys
 direct mail coupons
 Zellers
 Stitches

Media

YTV
 TV boxing
 Saturday late night TV
 multicultural radio
 FASHION

Food/Drink

baby food
 frozen desserts
 instant breakfast drinks
 home delivery
 buffet restaurants

Financial

no securities and savings
 savings bonds
 student banking packages
 telephone banking
 no RRSPs

Automotive

households with no vehicles
 used and new vehicles
 mid-sized cars
 Pontiac models
 public transit

Attitudes

"I consider work a source of income, not a place for personal satisfaction"
 "Religion is very important to me"
 "It is important to me for people to admire the things that I own"
 "I fear for the lives of the people I love"
 "I don't like to cook"

YOUNG AND COMFORTABLE IMMIGRANT FAMILIES IN SUBURBIA



Population	869,820 (2.90% of Canada)
Households	303,050 (2.62% of Canada)
Average Household Income	\$62,111
Housing Tenure	Homeowners & Renters
Average Dwelling Value	\$157,049
Education	College/University
Occupation	Service Sector & White Collar
Ethnic Presence	Some
Sample Social Value	Importance of national superiority

Scattered across the provinces, *Young and Comfortable Immigrant Families in Suburbia* are comprised of younger, upper-middle-class immigrant families living in new suburban townhouses. More than a quarter of cluster residents are classified visible minorities: 5 percent black, 5 percent South Asian and the rest a mix of Asians and South Americans. With their college educations and service sector jobs, these newcomers have found opportunity and material comfort in their adopted homeland. They have high rates for buying the latest technology: PDAs, video game systems, wireless Internet devices and home theatre systems perpetually tuned to the Family Channel. Admitting that they spend more than they save, as consumers, *Young and Comfortable Immigrant Families in Suburbia* indulge their children with frequent trips to restaurants, amusement parks and discount department stores. And unlike less assimilated immigrants, they're relatively cool toward religion and traditional values.

As consumers, *Young and Comfortable Immigrant Families in Suburbia* present a mixed portrait. They're frequent travellers--especially to destinations outside Canada--but these penny-pinchers also rank near the top for flying standby and spending a relatively modest \$500-\$1,000 on their last trip. Their typical row and single detached houses are modestly priced, as are their compact cars and SUVs. These residents especially enjoy attending shows and exhibitions, no matter the topic. *Young and Comfortable Immigrant Families in Suburbia* have high rates for going to expositions that feature pets, computers, boats, cottages--just about any of life's little luxuries.

HOW THEY LIVE

Leisure

jogging
bowling
soccer
bridal shows
rock concerts

Shopping

board games
VCR/DVD players
comic books
Lenscrafters
Costco

Media

The Life Network
"Everybody Loves Raymond"
"Star Trek: Enterprise"
album rock radio
foreign videos

Food/Drink

Oriental noodles
Mexican dinner kits
potato chips
soft drinks/cola
ice cream parlours

Financial

cheque-cashing services
Canada Savings Bonds
\$500-\$1,000 monthly on credit cards
overdraft protection
children's banking packages

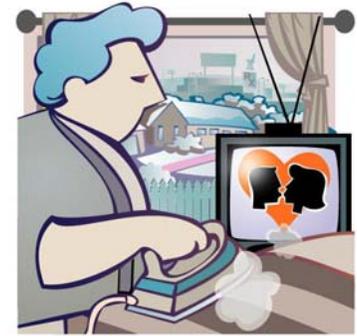
Automotive

households with 1-2 vehicles
lease vehicles
SUVs
sports cars
Subaru models

Attitudes

"More of the tax burden should be placed on corporations"
"Overall, there is too much immigration"
"Society has become increasingly female-friendly and less male-friendly"
"I am more of a spender than a saver"
"Violence is a part of life; it's no big deal"

OLD AND POOR QUEBEC SUBURBANITES



Population	363,354 (1.21% of Canada)
Households	188,593 (1.63% of Canada)
Average Household Income	\$33,182
Housing Tenure	Renters
Average Dwelling Value	\$92,010
Education	Grade 9/High School
Occupation	Mixed
Ethnic Presence	Low
Sample Social Value	Confidence in government

One of the oldest Canadian clusters, *Old and Poor Quebec Suburbanites* is a collection of once-thriving industrial towns that have steadily declined in opulence--places like Sorel, Joliette and Lachute. Today, the cluster is home to mostly poor retirees living alongside a few younger maintainers who work at low-paying service jobs. Inside their aging duplexes and apartments, the retirees lead sedentary lives, watching TV, cooking, sewing or doing crafts. By contrast, the younger maintainers have high rates for leisure activities like bowling, going to pop music concerts and windsurfing. Together, these residents make *Old and Poor Quebec Suburbanites* a strong market for buying lottery tickets and a potent political base for supporters of a nationalist and activist provincial government.

Their pocketbooks may be thin, but the consumer spirit is still willing in *Old and Poor Quebec Suburbanites*. Surveys show that these residents like to shop, even if it's for a \$10 bottle of cologne or second-hand clothes at a thrift shop. Lately, a hopeful sign--the arrival of younger families and children--has begun to appear in the low-income neighbourhoods of this cluster. While the older residents do little exercise beyond walking to drugstores to pick up their prescription medications, some of the younger newcomers are bringing athletic activities to the streets and parks of *Old and Poor Quebec Suburbanites* --much to everyone's satisfaction. The most recent values surveys show that residents like being part of a crowd.

HOW THEY LIVE

Leisure

crafts
watching TV
bowling
pop music concerts
playing the lottery

Shopping

\$20-\$50 on perfume or cologne
cigarettes
dentures
IGA
Uniprix

Media

TV hockey
"La Poule aux Oeufs d'Or"
news radio
newspaper food section
Le Bel Âge

Food/Drink

chicken and turkey
cookies
ready-to-serve soup
evaporated milk
coffee

Financial

no securities or savings
caisses populaires
life insurance
student banking packages
no RRSPs

Automotive

\$15,000-\$20,000 on latest vehicle
households with 0-1 vehicles
new and used vehicles
compact cars
Hyundai models

Attitudes

"I like to consider homeopathic and herbal remedies"
"My province is part of my personal identity"
"More of the tax burden should be placed on corporations"
"I like being in a large crowd"
"Industry is in the process of destroying everything on earth"

MIDSCALE SUBURBAN APARTMENT-DWELLING SENIORS



Population	636,430 (2.12% of Canada)
Households	317,806 (2.75% of Canada)
Average Household Income	\$48,990
Housing Tenure	Homeowners & Renters
Average Dwelling Value	\$157,547
Education	Mixed
Occupation	White Collar & Service Sector
Ethnic Presence	Low
Sample Social Value	Importance of national superiority

The top-ranked cluster for retirees, *Midscale Suburban Apartment-Dwelling Seniors* represent a middle-class mix of over-60 singles, couples, widows and widowers living in urban- and suburban-fringe apartments. Getting by on comfortable fixed incomes, cluster residents maintain a relaxed lifestyle, sewing and gardening at home, and socializing with friends at the theatre and art gallery. But the chief form of entertainment is television, and residents are big fans of cultural programs on Bravo, sports championships and American sitcoms like “Ed” and “Becker.” Concerned about aging--one in four residents is over 75--this cluster’s residents score high for buying prescription drugs, using cosmetics to help them feel younger and having a will.

Widely scattered around smaller cities throughout Canada, residents of *Midscale Suburban Apartment-Dwelling Seniors* have average educations and live in detached houses and apartment complexes built since the 1970s. Those who are still working have white collar and service jobs. Those who have retired, however, aren’t shut-ins by any means. *Midscale Suburban Apartment-Dwelling Seniors* travel often to Europe, the Caribbean and Nevada, where they frequent the gambling tables in Las Vegas. Contrary to senior stereotypes, they strongly disagree with the statement, “I would rather spend an evening at home than almost anything else.” In values surveys, these activist elders rank high in the Social Values category of Openness Towards Others.

HOW THEY LIVE

Leisure

visit friends and relatives
crafts
fitness walking
classical music concerts
boating

Shopping

\$100-\$500 on fine jewellery
vitamins, minerals, herbal supplements
bulk food stores
Winners
Shoppers Drug Mart

Media

Discovery Channel
TV documentaries and biographies
TV figure skating
Canadian Living
oldies tapes/CDs

Food/Drink

canned fish/meat
bran cereal
fresh fruit
rolled oats
ground coffee

Financial

credit unions
GICs
\$501-\$1,000 monthly on credit cards
RRSPs
senior banking packages

Automotive

1-vehicle households
purchase used vehicles
mid-sized SUVs
4-door sedans
Buick models

Attitudes

“I feel that violence is all around us and that we must constantly be on the lookout”
“I have already taken steps to ensure that I have sufficient income for retirement”
“It’s unacceptable that an industrial society such as ours produces pollution”
“Governments do more harm than good”
“Overall, there is too much immigration”

WEALTHY MIDDLE-AGED URBAN HOUSEHOLDS



Population	417,071 (1.39% of Canada)
Households	142,426 (1.23% of Canada)
Average Household Income	\$166,716
Housing Tenure	Homeowners
Average Dwelling Value	\$463,047
Education	University
Occupation	White Collar
Ethnic Presence	Low
Sample Social Value	Community involvement

Located in Canada's largest cities, *Wealthy Middle-Aged Urban Households* demonstrate a well-established world of stately homes and high-end cars, charity auctions and golf club memberships. The nation's second wealthiest cluster, it's characterized by married couples with university degrees and university-aged children, and it includes a significant percentage of European and Asian immigrants. With their hefty salaries--average household incomes top \$166,000—*Wealthy Middle-Aged Urban Households* enjoy the trappings of wealth: designer clothes, vacation cottages and frequent trips abroad. But these Canadians also tend to be involved in their communities, the active and philanthropic members of cultural, political and environmental groups.

Slightly younger and less well-off than Canada's top-ranked lifestyle, *Wealthy Middle-Aged Urban Households* are the greatest contributors to RRSPs and second only to the wealthiest cluster in savings. They are a bit more style-conscious and less formal in their consumption patterns. They're more likely to shop at stores like Banana Republic and Club Monaco, the men more likely to wear cologne, the women more likely to wear less expensive jewellery. Although they're able to afford flying business and first class, they're not above flying economy as well. They rank near the top for buying books, personal computers and Australian wine, and are heavily involved in the arts, as both benefactors and patrons of museums, art galleries and orchestras.

HOW THEY LIVE

Leisure

- skiing
- theatre
- art galleries
- winterized cottages
- book exhibitions

Shopping

- \$5,000+ on men's clothing
- laptops/notebooks
- dry cleaning
- Holt Renfrew
- online clothing stores

Media

- TV golf
- Food & Drink
- Canadian House & Home
- newspaper business sections
- Internet to track investments

Food/Drink

- yogurt
- nuts
- whole coffee beans
- Scotch whisky
- seafood restaurants

Financial

- \$500,000+ in securities and savings
- T-bill mutual funds
- \$10,000+ yearly contributed to RRSPs
- Canadian equity funds
- have a will

Automotive

- \$50,000+ on latest vehicle
- purchase or lease new vehicles
- luxury cars
- Saab models
- public transit

Attitudes

- "I avoid using the products of companies with a poor environmental record"
- "I've taken steps to ensure that I have sufficient money for retirement"
- "I have great confidence in my creative abilities" "I feel a personal responsibility to help those worse off than me"
- "Capital punishment should not be reinstated in Canada"



Attribute Ranking - SV Trends
 McLeod-Stewarton United Church: 32 15 05 08 45 14
 Projected To: Canada

Var No.	Attribute	Canada		McLeod-Stewarton United Church			
		Count	% Pen	Count	% of Total Market	% Pen	Index
	Total Population 12 Years and Older (2007)	28,527,181		94,917	0.33		
SV044	Flexibility of Gender Identity	5,242,996	18.38	31,262	0.60	32.94	179
SV002	Adaptability to Complexity in Life	1,520,396	5.33	8,455	0.56	8.91	167
SV099	Social Learning	4,571,154	16.02	24,395	0.53	25.70	160
SV027	Cultural Fusion	6,482,813	22.73	34,294	0.53	36.13	159
SV051	Importance of Aesthetics	5,761,566	20.20	30,479	0.53	32.11	159
SV048	Global Ecological Consciousness	7,422,016	26.02	37,731	0.51	39.75	153
SV071	Networking	4,316,231	15.13	21,952	0.51	23.13	153
SV014	Belonging to the Global Village	7,364,809	25.82	35,520	0.48	37.42	145
SV037	Equality of the Sexes	8,699,191	30.49	41,222	0.47	43.43	142
SV085	Rejection of Authority	6,835,970	23.96	32,281	0.47	34.01	142
SV086	Rejection of Order	7,390,929	25.91	34,505	0.47	36.35	140
SV025	Control of Destiny	7,008,299	24.57	32,407	0.46	34.14	139
SV036	Equal Relationship with Youth	5,528,698	19.38	25,361	0.46	26.72	138
SV046	Flexible Definition of Family	9,915,371	34.76	45,017	0.45	47.43	136
SV047	Fulfillment Through Work	5,987,822	20.99	27,015	0.45	28.46	136
SV067	Need for Escape	4,452,075	15.61	19,605	0.44	20.65	132
SV088	Reprioritizing of Money	4,326,630	15.17	18,897	0.44	19.91	131
SV038	Ethical Consumerism	6,085,181	21.33	26,024	0.43	27.42	129
SV056	Importance of Spontaneity in Daily Life	9,174,651	32.16	39,428	0.43	41.54	129
SV075	Penchant for Risk-taking	7,541,969	26.44	32,185	0.43	33.91	128
SV095	Sexual Permissiveness	7,455,452	26.13	31,383	0.42	33.06	127
SV058	Introspection and Empathy	7,067,017	24.77	29,573	0.42	31.16	126
SV076	Personal Creativity	5,586,030	19.58	23,184	0.42	24.43	125
SV063	Meaning of Life	8,908,188	31.23	36,738	0.41	38.70	124
SV066	Need for Autonomy	2,576,100	9.03	10,516	0.41	11.08	123
SV082	Pursuit of Originality	7,154,669	25.08	29,207	0.41	30.77	123
SV017	Community Involvement	6,277,741	22.01	25,482	0.41	26.85	122
SV077	Primacy of Environmental Protection	5,378,003	18.85	21,813	0.41	22.98	122
SV097	Skepticism Toward Small Business	9,219,779	32.32	37,278	0.40	39.27	122
SV008	Attraction to Crowds	6,368,825	22.33	25,586	0.40	26.96	121
SV057	Interest in the Mysterious	5,654,980	19.82	22,637	0.40	23.85	120
SV024	Consumptivity	4,874,216	17.09	19,206	0.39	20.23	118
SV032	Ecological Consumption	6,096,920	21.37	24,013	0.39	25.30	118
SV080	Pursuit of Intensity and Emotional Experiences	6,177,213	21.65	24,003	0.39	25.29	117
SV096	Skepticism Toward Big Business	10,217,588	35.82	39,858	0.39	41.99	117
SV003	Adaptive Navigation	8,688,788	30.46	33,588	0.39	35.39	116
SV033	Effort for Health	7,842,869	27.49	30,164	0.38	31.78	116
SV060	Intuitive Potential	4,229,655	14.83	16,365	0.39	17.24	116
SV023	Connectivity	2,831,829	9.93	10,703	0.38	11.28	114
SV034	Enthusiasm for Consumption	3,426,174	12.01	12,978	0.38	13.67	114
SV050	Hyper-rationality	7,929,505	27.80	30,132	0.38	31.75	114
SV030	Early Adoption	8,060,280	28.25	30,277	0.38	31.90	113
SV072	New Social Responsibility	2,475,690	8.68	9,315	0.38	9.81	113
SV035	Enthusiasm for Technology	6,980,792	24.47	25,905	0.37	27.29	112
SV029	Discriminating Consumerism	4,542,241	15.92	16,759	0.37	17.66	111
SV105	Vitality	5,740,930	20.12	20,736	0.36	21.85	109
SV031	Ecological Alarmism	5,894,674	20.66	21,019	0.36	22.14	107
SV054	Importance of Physical Beauty	6,563,588	23.01	23,316	0.36	24.56	107
SV055	Importance of Price	5,751,727	20.16	20,509	0.36	21.61	107
SV016	Civil Disobedience	6,153,140	21.57	21,683	0.35	22.84	106
SV073	Openness Toward Others	5,672,053	19.88	19,969	0.35	21.04	106
SV094	Sensualism	5,531,441	19.39	19,517	0.35	20.56	106
SV098	Social Darwinism	7,580,734	26.57	26,713	0.35	28.14	106
SV028	Deconsumption	13,191,670	46.24	46,080	0.35	48.55	105
SV089	Reprioritizing of Work	5,665,156	19.86	19,712	0.35	20.77	105
SV010	Attraction to the Simple Pleasures in Life	8,926,541	31.29	31,002	0.35	32.66	104
SV100	Spiritual Quest	8,497,001	29.79	29,486	0.35	31.06	104
SV101	Strategic Consumption	9,997,009	35.04	34,234	0.34	36.07	103
SV005	Aimlessness	9,082,180	31.84	30,733	0.34	32.38	102
SV045	Flexibility of Personality	4,790,884	16.79	16,246	0.34	17.12	102
SV070	Neo- Romanticism	6,089,426	21.35	20,749	0.34	21.86	102
SV059	Intuition	2,232,434	7.83	7,480	0.34	7.88	101
SV079	Pursuit of Happiness to the Detriment of Duty	8,294,099	29.07	27,892	0.34	29.39	101
SV011	Attraction to Violence	6,517,984	22.85	21,725	0.33	22.89	100
SV004	Advertising as Stimulus	5,223,351	18.31	17,074	0.33	17.99	98



Attribute Ranking - SV Trends
McLeod-Stewarton United Church: 32 15 05 08 45 14
Projected To: Canada

Var No.	Attribute	Canada		McLeod-Stewarton United Church			
		Count	% Pen	Count	% of Total Market	% Pen	Index
	Total Population 12 Years and Older (2007)	28,527,181		94,917	0.33		
SV007	Apocalyptic Anxiety	8,169,032	28.64	26,611	0.33	28.04	98
SV015	Canadian Identity	11,757,741	41.22	38,292	0.33	40.34	98
SV042	Fear of Violence	3,609,044	12.65	11,696	0.32	12.32	97
SV081	Pursuit of Novelty	5,654,112	19.82	18,208	0.32	19.18	97
SV021	Confidence in Government	6,981,209	24.47	22,192	0.32	23.38	96
SV102	Technological Anxiety	10,481,166	36.74	33,239	0.32	35.02	95
SV049	Heterarchy	10,716,234	37.56	33,597	0.31	35.40	94
SV026	Control of Privacy	6,769,997	23.73	20,914	0.31	22.03	93
SV092	Saving on Principle	5,903,226	20.69	18,252	0.31	19.23	93
SV043	Financial Concern Regarding the Future	4,759,160	16.68	14,603	0.31	15.39	92
SV006	Anomie	6,561,327	23.00	19,752	0.30	20.81	90
SV020	Confidence in Big Business	7,451,389	26.12	22,244	0.30	23.44	90
SV062	Legacy	6,109,740	21.42	18,272	0.30	19.25	90
SV093	Search for Roots	5,023,450	17.61	15,115	0.30	15.92	90
SV103	Time Management Technology	4,950,090	17.35	14,575	0.29	15.36	89
SV018	Concern for Appearance	7,510,742	26.33	21,877	0.29	23.05	88
SV019	Confidence in Advertising	9,287,513	32.56	27,181	0.29	28.64	88
SV040	Everyday Ethics	8,150,419	28.57	23,744	0.29	25.02	88
SV068	Need for Personal Achievement	4,447,527	15.59	12,670	0.28	13.35	86
SV083	Racing Against the Clock	4,940,002	17.32	14,147	0.29	14.90	86
SV084	Regionalism	4,784,889	16.77	13,366	0.28	14.08	84
SV001	Acceptance of Violence	7,647,679	26.81	21,121	0.28	22.25	83
SV061	Joy of Consumption	4,386,742	15.38	12,169	0.28	12.82	83
SV074	Ostentatious Consumption	4,696,750	16.46	13,046	0.28	13.74	83
SV091	Ritual	5,432,753	19.04	14,993	0.28	15.80	83
SV041	Fatalism	6,006,448	21.06	16,425	0.27	17.30	82
SV013	Awareness of Mortality	7,467,459	26.18	20,042	0.27	21.12	81
SV052	Importance of Brand	7,808,436	27.37	20,975	0.27	22.10	81
SV053	Importance of National Superiority	6,575,644	23.05	17,527	0.27	18.47	80
SV090	Risk Aversion	7,377,604	25.86	19,715	0.27	20.77	80
SV104	Utilitarian Consumerism	8,800,282	30.85	23,158	0.26	24.40	79
SV087	Religiosity	5,688,637	19.94	14,492	0.25	15.27	77
SV039	Ethnic Intolerance	6,536,072	22.91	16,628	0.25	17.52	76
SV069	Need for Status Recognition	4,931,397	17.29	12,505	0.25	13.18	76
SV022	Confidence in Small Business	5,897,292	20.67	14,685	0.25	15.47	75
SV064	Meaning of Life Through Family	10,029,808	35.16	25,164	0.25	26.51	75
SV078	Primacy of the Family	7,677,975	26.91	19,152	0.25	20.18	75
SV065	Meaning of Life Through Material Possessions	6,448,382	22.60	15,066	0.23	15.87	70
SV009	Attraction to Nature	7,445,777	26.10	16,392	0.22	17.27	66
SV012	Aversion to Complexity in Life	9,204,574	32.27	18,795	0.20	19.80	61

Social Values Glossary

Trend	Definition
Acceptance of Violence	Believing that violence is an inevitable part of life. People strongest on this trend even accept violence as an outlet for letting off steam or as a way of getting what they want. For some, violence is becoming the only way they can make themselves heard in today's world.
Adaptability to Complexity in Life	Tendency to adapt easily to the uncertainties of modern life, and to feel unthreatened by the changes and complexities of society today. A desire to explore this complexity as a learning experience and a source of opportunities. (Inverse to Aversion to Complexity)
Adaptive Navigation	Having the flexibility to adapt to unforeseen events that interfere with the realization of one's goals. Being flexible in defining one's expectations and ways of meeting one's objectives.
Advertising as Stimulus	Tendency to like advertising for its aesthetic properties; to enjoy advertising in a wide range of venues, from magazines to television to outdoor signs and billboards. This predisposition is independent of the trend Confidence in Advertising and of whether one is interested in the product being advertised or the information contained in the advertisement.
Aimlessness	The feeling of having no goals in life. Experiencing a void of meaning in respect to life in general. Feeling generally useless in society.
Anomie	Feeling of alienation from society; having the impression of being cut off from what's happening. Weak ties to society's shared values.
Apocalyptic Anxiety	Tendency to believe that the world is heading toward major upheavals in the future, and to anticipate these changes with anxiety.
Attraction to Crowds	Taking pleasure in being immersed in a crowd. Desire to share the collective emotions of large crowds and major public events.
Attraction to Nature	Placing high value on country life, believing that the rural lifestyle is much more satisfying than city life. Generally speaking, people strongest on this trend are concerned about ecology.
Attraction to the Simple Pleasures of Life	Taking great pleasure in accomplishing simple household tasks like gardening or fixing things, which others might find trivial. These types of tasks take on a symbolic value that they are racing against the clock, while responding to their need for self-expression through the accomplishment of something simple but pleasant.
Attraction to Violence	Feeling an attraction to violence. Taking pleasure not only in watching violent movies and TV programs but also from the rush derived from violent emotions inside. People strongest on this trend seek intense experiences that let them feel and share strong emotions, and many feel aimless. Feeling somewhat excluded, they tend to contravene laws and regulations to achieve their goals.
Aversion to Complexity in Life	A desire to keep one's life simple and predictable. People strong on this trend are intimidated and threatened by the changes and complexities in modern life and values. They look for stability and simplicity. (Inverse of Adaptability to Complexity in Life).

Social Values Glossary

Trend	Definition
Awareness of Mortality	Awareness of and concern over one's own mortality and that of others. For people particularly strong on this trend, awareness is accompanied, at times, by a certain anxiety and fatalism combined with elements of religiosity, spirituality, millennial anxiety, even environmentalism, and belonging to the global village ("the planet is going to Hell and we're going with it").
Belonging to the "Global Village"	Impression of being "plugged into" what's happening in other countries, that one's everyday life is similar to what others experience in other parts of the world. Also, a sense that one can feel what people in other parts of the world are feeling. A feeling of being more a citizen of the world than of one's own country, of participating in an international culture, of living in Marshall McLuhan's "global village".
Canadian Identity	The tendency for people to consider the fact of being "Canadian" as an important part of their identity.
Civil Disobedience	Legitimizing a lack of respect for the social contract considered to be unworkable in any case. Anything goes if it can help people survive in today's economy. Working or hiring someone under the table or taking certain liberties with one's income tax return are all expressions of this trend.
Community Involvement	Measure of the interest in what's happening in one's neighbourhood, city, town, or region. Reflected in activities ranging from reading the weekly community newspaper to sociopolitical involvement in community organizations. Also an indicator of social conscience.
Concern for Appearance	Placing a great deal of importance on appearing "attractive", and on the image projected by one's appearance. People who are strong on this trend are image-driven; this is expressed through specific products and brands.
Confidence in Advertising	Tendency to trust and use advertising as a source of reliable information. Also, a tendency to identify with the fashions and the role models promoted by advertising and the consumer society.
Confidence in Big Business	Tendency to assume that big businesses are generally fair and ethical in their practices committed to providing quality goods, and working in the public interest. (Inverse of Skepticism toward Big Business)
Confidence in Government	This trend measures confidence in the ability of government to positively affect how society works. Tendency to believe that the government performs a socially beneficial function.
Confidence in Small Business	Tendency to assume that small businesses are generally fair and ethical in their practices, committed to providing quality goods, and working in the public interest. (Inverse of Skepticism toward Small Business)
Connectivity	Desire to establish emotional connections or share emotions with others. Wish to break through one's sense of isolation and enjoy exchanges with people who share the same outlook or experience the same things.

Social Values Glossary

Trend	Definition
Consumptivity	This trend represents enthusiasm for purchasing products or services in areas of particular interest (such as music, electronics, etc.) about which consumers make an effort to stay continually informed. Through books, magazines and by other means, consumers ensure that they are always up to date with the latest product offerings and market developments in their special area of interest, in order to take maximum advantage of their newest acquisitions.
Control of Destiny	Desire to escape from the domination of society over daily life. The desire to control all aspects of one's life, even those determined by forces over which we seem to have little control. Tendency to believe that not everything is predetermined, that one can influence the course of events.
Control of Privacy	Great concern about the fact that in databases, among other ways, government and business are amassing increasingly large banks of information about people's private lives. People strongest on this trend are selective in their purchases, notably by considering the ethics of the manufacturers.
Cultural Fusion	This trend identifies the view that other cultures have a great deal to give us, and measures people's inclination to incorporate some of these cultural influences into their own lives. The meeting and fusion of totally different cultures produces rich and varied micro-cultures. This phenomenon is already apparent in many areas such as music and cuisine. Well adapted to the complexity of the New World Order, people strongest on this trend consider themselves citizens of the global village.
Deconsumption	The willingness to adopt a lifestyle in which consumption plays a less dominant role. This attitude is expressed in a desire to limit or reduce one's consumption of goods and to spend less than before.
Discriminating Consumerism	Tendency to actively adopt defensive stratagems to shield oneself from the artificial needs created by the consumer society, and to seek product information before making purchases.
Early Adoption	Desire to own a new product or service as soon as it becomes available in the market. Early adopters like to be the first to try new products and services; they eagerly look for novelty and originality and take great pleasure in consumption.
Ecological Alarmism	Tendency to believe that today's environmental problems are leading the planet toward catastrophe, that we are headed toward major ecological disasters. Conviction that industry is in the process of destroying the planet through a total disregard for the environment.
Ecological Consumption	Giving a high priority to integrating environmental concerns with purchasing criteria. This can have positive consequences, as when consumers are willing to pay more for an environmentally friendly product, or negative consequences, as when consumers refuse to buy a product whose manufacturer has an unsatisfactory environmental record.

Social Values Glossary

Trend	Definition
Effort for Health	The commitment to focus on diet and exercise in order to feel better and have a healthy, wholesome lifestyle. A willingness to transform one's lifestyle through exercise and radical changes to diet.
Enthusiasm for Consumption	Displaying an enthusiastic attitude toward consumption. Consumers strong on this trend intend to buy as much or more than they did before. They like to explore the marketplace and are always on the look out for whatever is new on the market.
Enthusiasm for Technology	Favourable bias toward technology. Tendency to be fascinated with the possibilities offered by modern technology; to believe that technology is the best tool for facing today's world, one that helps us adapt and respond to the demands of daily life. People who are strong on this trend have great confidence that science and technology can better their lives.
Equal Relationship with Youth	A desire to reverse the traditional hierarchical and patriarchal relationship in the family. Approval of young people having as much freedom as adults. This trend also indicates a permissive attitude toward pleasure in general: giving priority to individual needs, tolerance, favouring freedom over discipline. By contrast, those who are weak on this trend tend to see adults as guardians of youth, and generally value discipline as a guiding principle.
Equality of the Sexes	Tendency to attach no importance to traditional sexual roles and images. A desire to transcend sexual stereotypes and to see an end to discrimination. The people who are strongest on this trend desire to eliminate all differences between men and women in the family, the economy and the culture. They also favour the establishment in society of the principle of equal opportunity for all citizens, no matter what their sex, ethnicity, religion, or physical and mental abilities.
Ethical Consumerism	Willingness to base consumer decisions on the perceived ethics of the company making the product (whether management treats employees fairly, co-operates with governments that do not meet ethical standards, or uses testing methods that involve mistreatment of animals). Desire to see companies be good corporate citizens in terms of these new social concerns.
Ethnic Intolerance	Intolerance toward immigrants and ethnic groups. Considering immigration a threat to the purity of the country, believing that the various ethnic groups should abandon their own customs and culture and adopt our own. People strongest on this trend display conformist values and consider national superiority especially important.
Everyday Ethics	This trend measures how individuals respond to situations that put their ethical beliefs to the test. When a person sees a way of turning a situation to his advantage at the expense of another person, institution or company, how does he respond? How does he react, given the collapse in our values of justice and social equity?
Fatalism	Tendency to believe that society is governed by forces beyond individual control and that these forces are leading society to its ruin. A sense of losing control of one's life to these forces.

Social Values Glossary

Trend	Definition
Fear of Violence	Fear of violence occurring in today's society. Feeling insecure about personal safety, feeling vulnerable to attack in the city or in one's neighbourhood, especially at night. Tendency to believe that one must be on constant alert against gratuitous violence.
Financial Concern Regarding the Future	The feeling of insecurity about one's financial future, particularly in old age, and of being personally responsible in this area.
Flexibility of Gender Identity	The feeling that one has both a masculine and feminine side to one's personality. The desire to actively explore and express these different facets of one's personality. Having the feeling of being more masculine at some times and more feminine at others. This tendency is much stronger among women than men.
Flexibility of Personality	Tendency to actively explore and experience all the different facets of one's personality (especially the ones that are not often expressed) and to enjoy flexible, "fluid" relations with others.
Flexible Definition of Family	Willingness to accept non-traditional definitions of "family", such as common law marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. Also, the belief that society should be open to new definitions of what constitutes a "family".
Fulfillment through Work	A need to invest one's professional life with meaning and to find personal fulfillment through one's work. Also, a need to feel that one's work is useful to others and has some social value.
Global Ecological Consciousness	Tendency to believe that all environmental phenomena on earth are interrelated. A systematic vision of environmental events, a conviction that ecological problems in one area of the world can have an impact on distant regions.
Heterarchy	Tendency to think that leadership in organizations should be flexible and fluid, that a leader shouldn't take control of everything and that initiatives and leadership should emerge from different individuals as a function of their strengths. A belief that teamwork is more effective than autocracy and that leadership must be earned.
Hyper-Rationality	A propensity to give priority to reason as the principal way of understanding life. A desire to keep one's emotional life "on an even keel", to use logic and reason to control one's feelings and emotions and to base day-to-day decisions on reason and logic. A reluctance to experience emotions. (Inverse of Pursuit of Intensity and Emotional Experiences)
Importance of Aesthetics	Tendency to base purchase decisions on aesthetic rather than utilitarian considerations. Measures the attention given to the beauty of objects and products purchased. People strong on this trend often buy products purely for their appearance. Aesthetic, in this case, is a form of personal expression (Inverse of Utilitarian Consumption)

Social Values Glossary

Trend	Definition
Importance of Brand	Giving great weight to the brand name of a product or service, a tendency to have favourite brands.
Importance of National Superiority	Need to prove to others, and to oneself, that one's country is superior to others in many ways. Tendency to see oneself as superior to foreigners.
Importance of Physical Beauty	Tendency to place a high priority on a youthful and attractive body and being willing to make a considerable effort to attain and keep such a bodily appearance.
Importance of Price	Giving great weight to price as a purchasing criterion. Consumers strong on this trend always take price into account when considering a purchase even when the product or service is a particularly desired one.
Importance of Spontaneity in Daily Life	Tendencies to enthusiastically embrace the unexpected and spontaneous events that temporarily interrupt daily routines.
Interest in the Mysterious	Tendency to reject the assumption that all valid knowledge must be logical, rational or scientific in favour of an acceptance of facts or phenomena that remain mysteries unexplained by modern science. Openness to the influence of mysterious forces, such as fortune telling, astrology, and occult religions.
Introspection and Empathy	Tendency to analyze and examine one's actions and those of others, rather than to be judgmental about variances from the norm or from one's own way of doing things. An interest in understanding life rather than taking sides.
Intuition	Apprehending life in a much more intuitive than rational manner. Emotions, the senses, dreams, mystery and creativity are all dominant elements among these intuitive individuals, who also evince a strong desire to live intensely and to share these elements with others.
Intuitive Potential	Belief that everyone has the potential to develop their powers of intuition. Desire to heighten one's sensitivity and develop a new way of "connecting" with the world around us.
Joy of Consumption	Intense gratification through the consumption of consumer goods (other than basic necessities). Consumption for the pleasure of consumption. Keeping abreast of everything new on the market. People who are strong on this trend are often more excited by the act of buying than by the use of the products they buy.
Legacy	Desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this trend tend to plan their bequests well in advance.
Meaning of Life	Expresses a deep need to invest one's life with meaning or a goal, and to regularly reflect on this issue. Life exploration and experimentation in general help to enrich and direct the reflections of people strong on this trend. Other dimensions of great importance to these individuals: an intensely spiritual life, introspection, social responsibility and family.

Social Values Glossary

Trend	Definition
Meaning of Life through Family	According a very high importance to one's family and children as part of a reflection on the meaning of life. A need for roots, a desire to leave behind some kind of legacy, as well as such moral values as ethics, a sense of duty and religiosity also characterize the individuals particularly strong on this trend. Note: the importance of family does not connote the same exclusivity and priority as expressed by Primacy of the Family. Here, family is a contributing but not the sole element for giving meaning to one's life.
Meaning of Life through Material Possessions	Financial and material circumstances, as well as consumption, are important factors in the search for meaning among these people, who are also highly sensitive to status and the recognition of others. Here, consumption becomes a means of gratification. Aside from their symbolic function, material possessions also act as a defence against feelings of insecurity caused by changes in society today.
Need for Autonomy	Need for autonomy in everyday life. The desire to exert as much control as possible over all aspects of daily life (work, consumption, etc.).
Need for Escape	The desire to regularly escape the stress and responsibilities of everyday life.
Need for Personal Achievement	The drive to achieve personal and social success. Taking on difficult ventures to demonstrate one's ability to succeed
Need for Status Recognition	Desire to be held in esteem and respect by others and to express one's social standing or aspired status, through a display of fine manners, good taste, "class" or "chic".
Neo-Romanticism	Wanting to escape the daily routine through imagination and dreams, mystery and romanticism. The rational takes second place to intuition, discovery and amazement.
Networking	The desire to belong to a network or networks of people who communicate with one another and do things together. Also a desire to belong to one or more networks focused on common concerns, in order to connect with others.
New Social Responsibility	A deep feeling of belonging to one's community and a pronounced feeling of social responsibility, where mutual assistance places a key role. This trend is associated with a desire to be open to others and to better understand the society and the world around us.
Openness Toward Others	Need for communication and deep, affective exchanges with others. A desire for frank, warm and spontaneous relations with people.
Ostentatious Consumption	Desire to express one's social standing through the display of objects that symbolize affluence, such as a house or a car, and specific brand names.
Penchant for Risk-Taking	Desire to take risks for the pleasure and emotional thrill of doing so. Indulging in what is dangerous or forbidden for its associated emotional high. Also, a willingness to take risks to get what one wants out of life. (Inverse of Risk Aversion)

Social Values Glossary

Trend	Definition
Personal Creativity	Desire to use one's imagination and creative talents in daily life, both at work and at play.
Primacy of Environmental Protection	Particular sensitivity to the issue of environmental protection. A personal attitude that places a high priority on protection of our environmental heritage, a willingness to support strong policies, to do one's part and to pay the costs of environmental protection, and a belief that the environment is more important than jobs or the economy.
Primacy of the Family	Attachment to the family, where the family takes precedence over other personal priorities. For some, especially among those strongest on this trend, there is a strong connotation of status associated with the family's success (putting the family first and identifying with it as a standard of success and social integration).
Pursuit of Happiness to the Detriment of Duty	Motivation to act and live according to one's selfish impulses rather than one's obligations to others. A need to express one's personality and pursue happiness and pleasure, in spite of the dictates of duty or morality.
Pursuit of Intensity and Emotional Experiences	Desire to live intensely. Also, a tendency to be guided less by reason and ideology than by one's own emotions, feelings and intuition. A need to constantly experience new sensations. (Inverse of Hyper-Rationality)
Pursuit of Novelty	Active desire to discover new "modern" products, services and experiences, and to integrate them into the routine of daily life. People who are strong on this trend want to experience something new everyday.
Pursuit of Originality	Need to feel different from others. A preoccupation with demonstrating one's individuality through original touches.
Racing Against the Clock	Feeling of never having enough time in a day to get everything done. The sense that being overwhelmed by what is to be done and of always "running against the clock" causes stress and anxiety in one's life.
Regionalism	A closer identification with one's province or region than with one's country. Believing that one's feeling of belonging to a region or province is of greater importance than the identity of being "Canadian".
Rejection of Authority	Rejecting unquestioning respect for and deference to those in positions of authority. The belief that authority should not be respected for its own sake. Desire to transcend the rigid framework or traditional authority. Rejection of authority in the form of institutions and as a regulating principle of inter-personal relations. Desire to participate in the decision-making affecting your life; to be informed, consulted, involved (desire for autonomy).
Rejection of Order	Living with a certain amount of disorder as an expression of oneself. Also, a desire to distance oneself from society's ethical code governing "good manners" and "correct principles" in favour of a more informal and relaxed approach to life.

Social Values Glossary

Trend	Definition
Religiosity	Placing a great importance on having an affiliation with an organized religious faith and on religious beliefs and rituals. Measure of intensity of the feeling of belonging to a religion. Tendency to consider that religion represents the essential values and education that should be transmitted to the next generation. (Items measuring this trend do not measure conformity to ritual, but rather the “values” based on religiosity).
Reprioritizing of Money	A desire to make money less important, being prepared to lower one’s standard of living to better meet one’s goals. The realization that it is possible to live well without money; that money isn’t essential. People very strong on this trend aspire to a life centred more on emotion, intuition, and meaningful communications with others; they also want work to have less priority in their lives.
Reprioritizing of Work	A desire to make work less a priority; to maintain a better balance between one’s personal and professional lives without having to sacrifice everything for work. People strong on this trend are also strong on Reprioritizing of Money.
Risk Aversion	A reluctance to take risks in order to get what one wants. People who are strong on this trend desire security and stability in all areas, including the most mundane aspects of everyday life. Trend also measures conservative buying behaviours. (Inverse of Penchant for Risk Taking).
Ritual	A need to perform certain rituals or small acts in a regular and unvaried manner for the pleasure and comfort they afford. People strong on this trend are in close touch with their emotions, their senses and their intuition.
Saving on Principle	The tendency to save and accumulate money that is motivated by a moral rather than an economic impulse.
Search for Roots	Desire to preserve and maintain one’s cultural and ethnic roots and to live in accordance with one’s own traditions and customs. Also, a yearning to return to one’s cultural roots in order to rediscover, and participate in, the fundamental values that give meaning to one’s life.
Sensualism	Tendency to give priority to the sensorial perceptions aroused by the non-visual senses. A more sensual, intuitive, and affective approach to life. (Formerly Polysensorialism)
Sexual Permissiveness	Tendency to be sexually permissive regarding oneself and others. Attaching less than average importance to fidelity within marriage or among partners, or to prohibitions against premarital sex. Also expresses a permissive attitude toward sexuality among young people, and a tendency to give priority to hedonistic pleasures in life. A willingness to ignore social norms.
Skepticism toward Big Business	A lack of confidence in the commitment of big business-owners to the provision of quality goods and services and skepticism toward their motives and ethics. Measures the belief that there is a conflict of interest between the public and business, and that companies are only profit-driven (Inverse of Confidence in Big Business)

Social Values Glossary

Trend	Definition
Skepticism toward Small Business	A lack of confidence in the commitment of small business-owners to the provision of quality goods and services and skepticism toward their motives and ethics. Measures the belief that there is a conflict of interest between the public and business, and that companies are only profit-driven (Inverse of Confidence in Small Business).
Social Darwinism	Tendency to believe that society's regulatory mechanisms and rules governing social relations are those of the jungle (the strongest prevail, the weak fall by the wayside, etc.). Tendency to believe that the great socio-democratic ideals of recent years have run their course; that society is in the process of accepting the inevitability of poverty and greater social inequities. A belief that one must look after one's own needs, that society has no responsibility to help those less fortunate.
Social Learning	Attraction to and interest in diversity. Feeling that there is a great deal to learn through contact and conversation with people different from you, who come from other backgrounds and places. Diversity is perceived as a source of personal enrichment, a way to satisfy a hunger for discovery and exploration and to extend a network of contacts. This trend is also associated with a respect for other people and cultures, as well as a heightened social conscience.
Spiritual Quest	Questioning the meaning of life. Aspiring to a more spiritual, richer inner life. A skeptical attitude toward the infallibility of science and the secular values of today's world. This trend borders on religiosity but is expressed without an association to a particular religious institution.
Strategic Consumption	An attitude adopted by consumers to get the best price for whatever they buy. The methods vary and can include, for example, making a better assessment of their needs in order to be more selective in their purchases, hunting for special promotions, discounts, bargains or other forms of price reduction, switching to cheaper brands, or postponing purchases.
Technological Anxiety	Anxiety about the encroachment of technology. Tendency to believe that technology is progressing at the expense of our autonomy and privacy, and a desire to oppose this state of affairs. A concern that new technologies cause more problems than they solve.
Time Management Technology	Openness to technology that helps us to manage our time. For example, a strong interest in and /or use of such electronic time-saving devices as microwave ovens, video-cassette recorders, automatic banking machines and answering machines. Using these devices, not only to save time, but to give oneself more control over the timing of one's activities.
Utilitarian Consumerism	Tendency to evaluate products and services in terms of their usefulness and to ignore aesthetic considerations. For people strong on this trend, consumption is strictly determined by the need for products, and any symbolic motivation, even hedonism, is eliminated from purchasing criteria (Inverse of Importance of Aesthetics.)

Social Values Glossary

Trend	Definition
Vitality	Being in touch with one's internal energy. The sense that one has a great deal of energy and that one is in direct contact with this energy. Measures an energetic, lively approach to life, a feeling that one has more vigour and initiative than most other people.