

Demara Canada

MARKETING RESEARCH FOR SMALL BUSINESS

Identity Profile: "Robert"

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Introduction

i. Executive Summary

Demara Canada has conducted a research survey which summarizes the perceived identity of Robert*. At the request of the client, Mr. Ben Reilly, Demara has withheld editorial analysis of the data, so as to leave the reader's interpretation uninfluenced, which Mr. Reilly explains is paramount to the message of the project. To accommodate Mr. Reilly's desires, the statistical information is presented primarily in a graphic nature. This report represents an abbreviated executive summary of **Identity Profile: Robert**.

* The subject's full name has been withheld for the abbreviated executive summary.

ii. Method

Demara, with the collaboration of Mr. Reilly, composed the questions for an online survey. The survey asked 50 questions regarding the subject's physical, subjective, social and political identity. Answers varied in style; from multiple choice, numerical scale, to one word and one sentence answers. Many of the questions in this survey were open-ended. In light of this, the report focuses on the most frequently replied answers rather than a list of all responses. The respondents of the survey were in some form of relationship with Robert and were asked to provide their age, sex and to define the nature of their relationship with Robert from the following: acquaintance, friend, close friend, roommate, enemy, colleague, employer, mentor, student, physically intimate, family. Using email as initial contact, 135 people were invited to participate in the web-based survey. A total of 77 respondents participated in our research.

The format of the survey was divided into five sections and our report will echo this structure. The first section gathered general information about the subject. The second section dealt with questions about Robert's physical identity. This involved his appearance, stature, posture, fitness, hygiene, his most attractive and unattractive features, and his most pronounced or outstanding physical features. The third section - subjective identity - gathered information regarding the subject's sense of style, taste, and decorum. Fourth, survey takers were questioned about Robert's social identity. These questions focused on his personality, community and personal interests. Finally, the political identity section questioned his political views, moral and ethical choices, and his civic principles.

iii. General Information

Demara found Robert to be unanimously Caucasian and male, but his sexual orientation was perceived as 93.4% heterosexual, 5.3% bisexual and 1.3% homosexual. His age was also perceived differently with 79.2% of respondents placing him between 26-30, while 20.8% placed his age between 21-25.

The subject's socio-economic class had a greater amount of deviation. The majority of respondents said Robert belonged to the middle-income range (54.5%), second was lower-middle income (19.5%), then lower income (14.3%), middle-higher income (11.7%), and finally higher income (0%).

1. Physical Identity

Fig. 1.6: Body Size – Sliding Scale: 1 is underweight, 5 is average, and 10 is overweight

	Averages
Males	4.24
Females	4.31
Overall	4.3*

*overall averages rounded to first decimal

Fig. 1.7: Height – Sliding Scale: 1 is short, 5 is average and 10 is tall

	Averages
Males	6.06
Females	6.06
Overall	6.1

Fig. 1.9

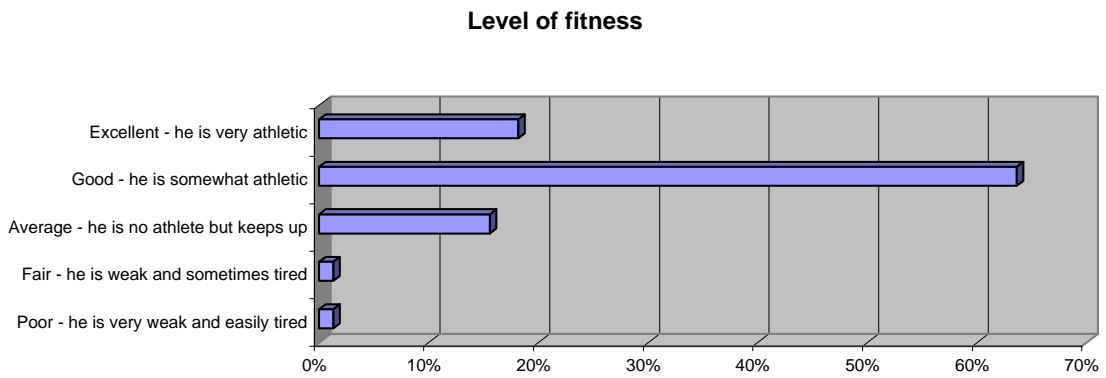


Fig. 1.10

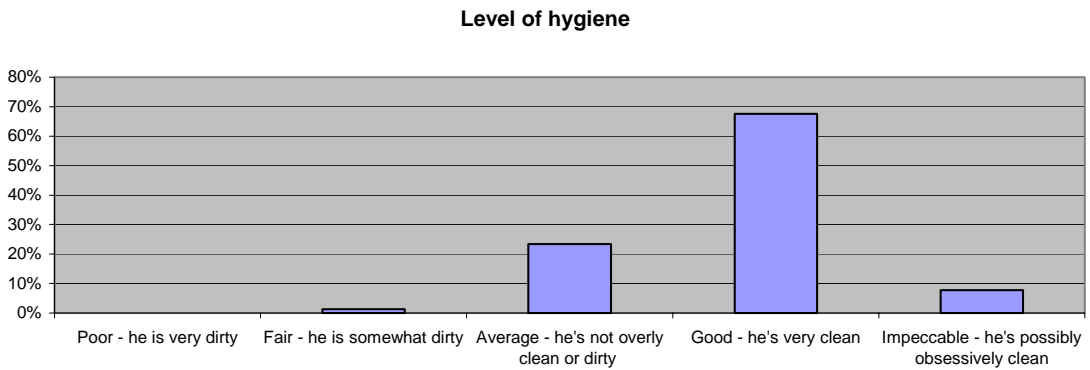


Fig. 1.11

Most Attractive Features

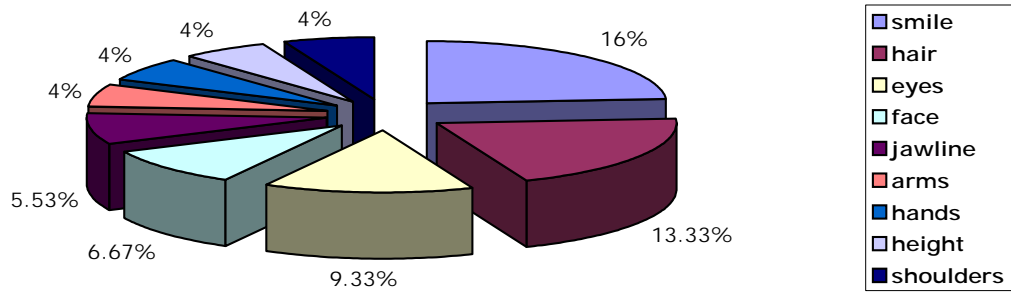


Fig. 1.12

Least Attractive Features

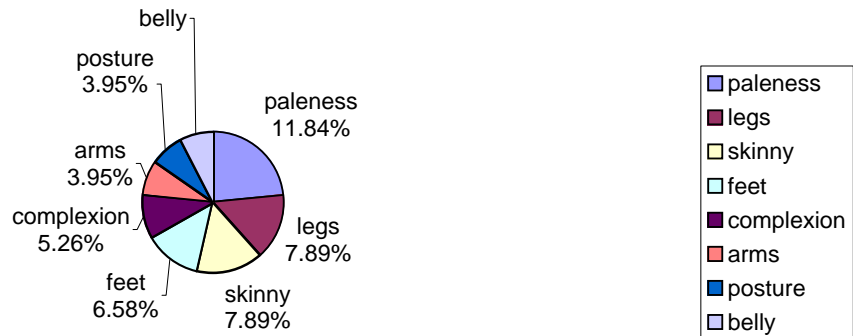


Fig. 1.13

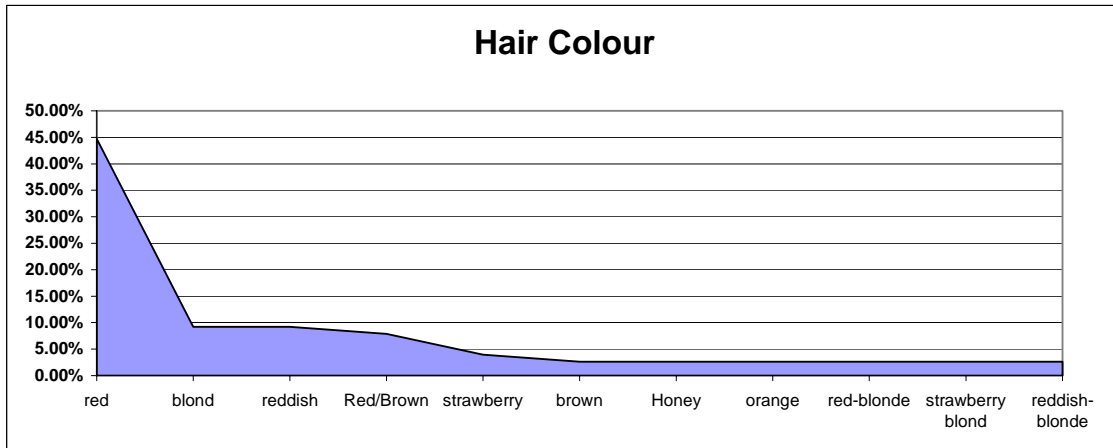


Fig. 1.14

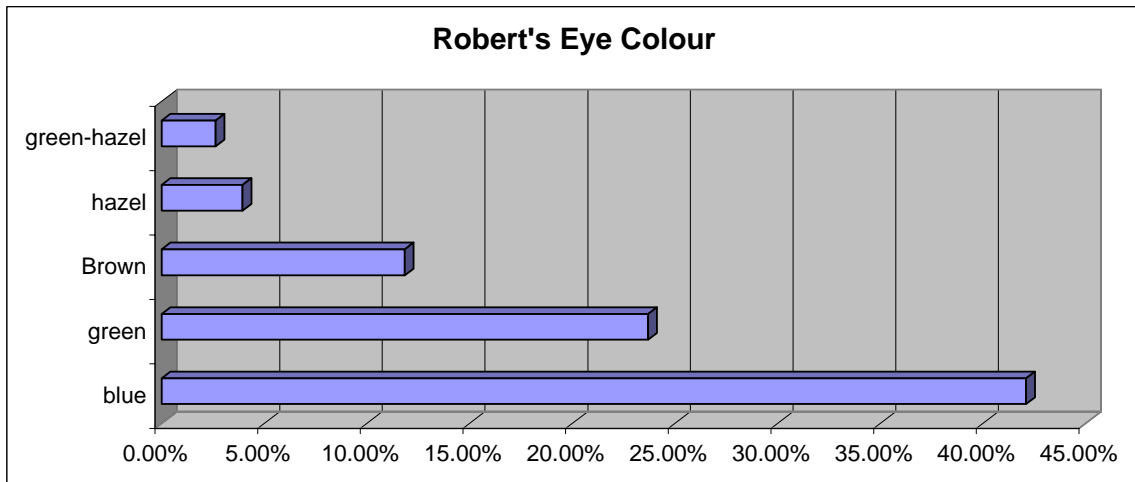
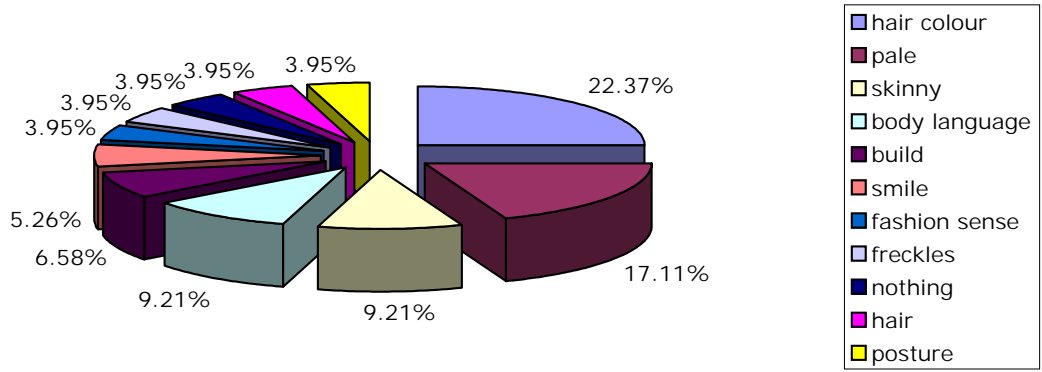


Fig. 1.15

Physical Features that Stand Out



2. Subjective Identity

Fig. 2.16a

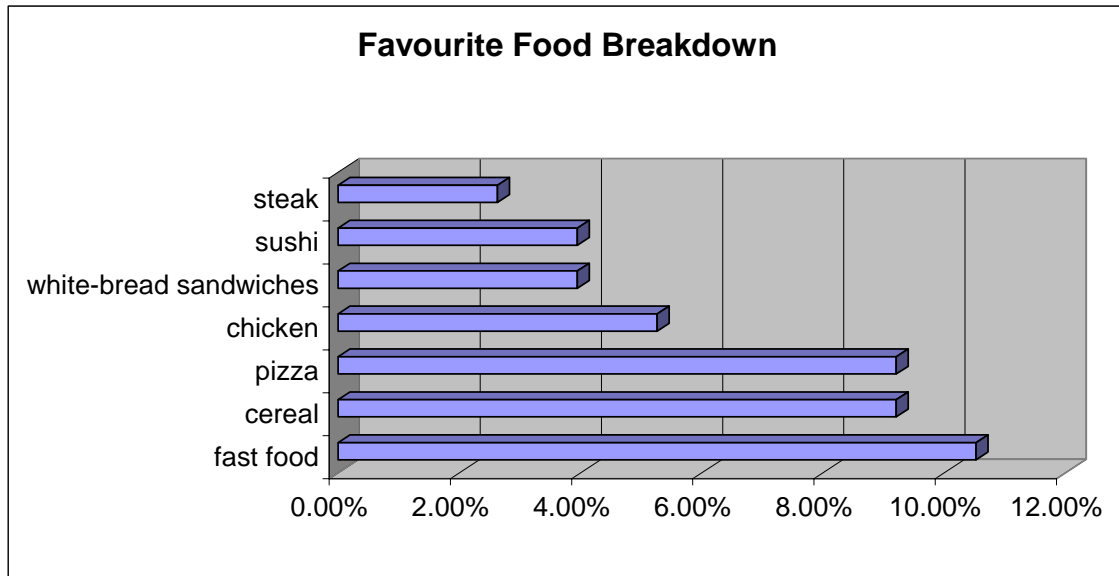


Fig. 2.16b

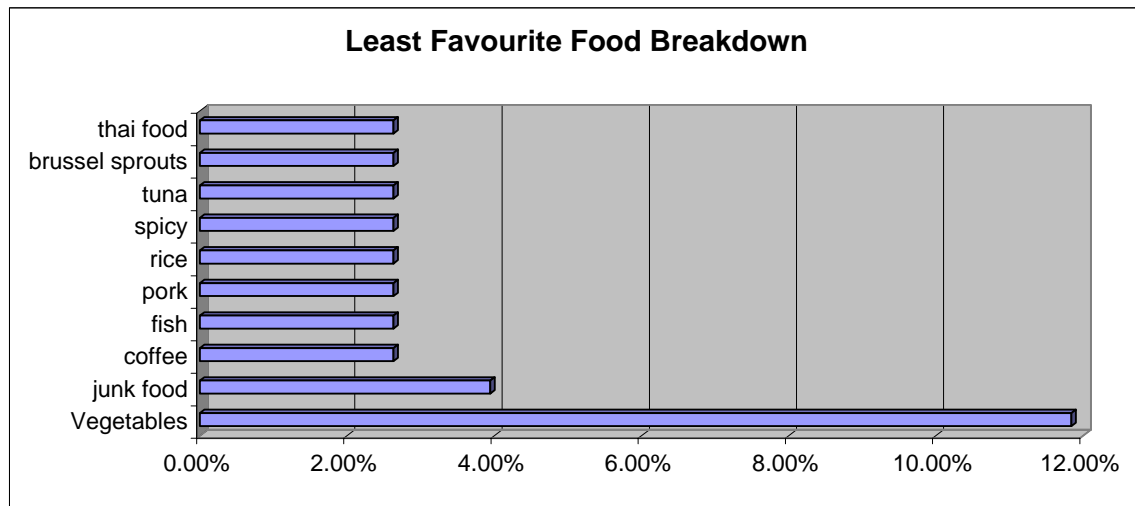


Fig. 2.19a

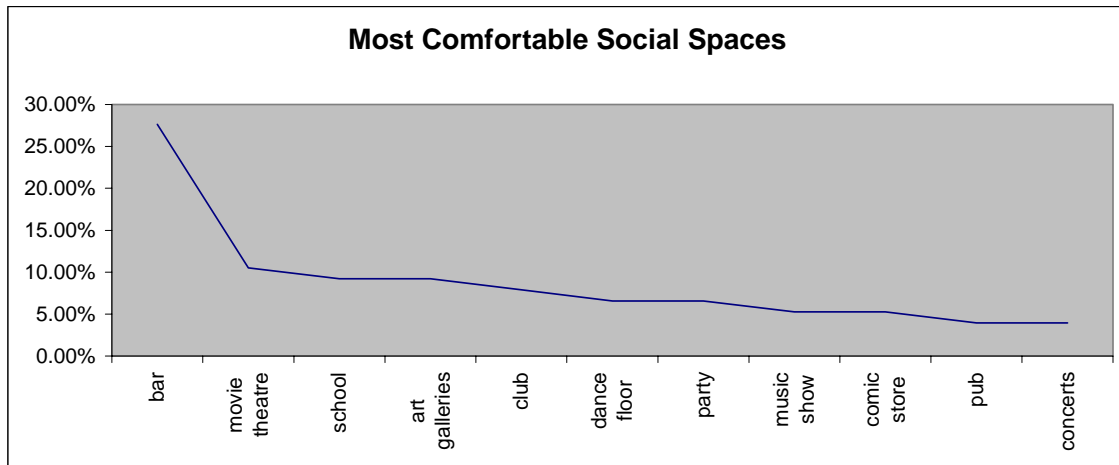


Fig. 2.19b

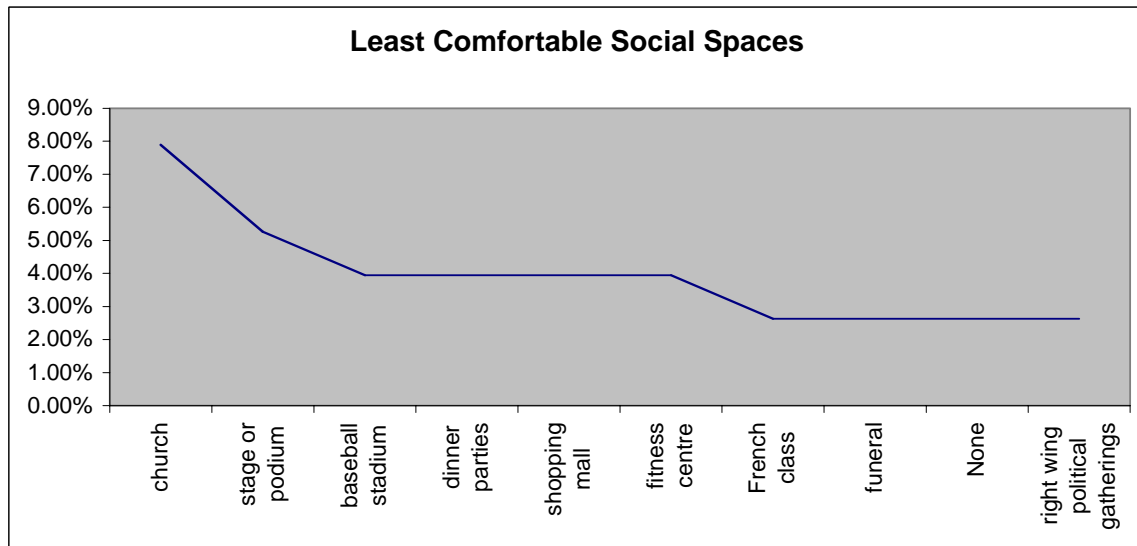


Fig. 2.21a

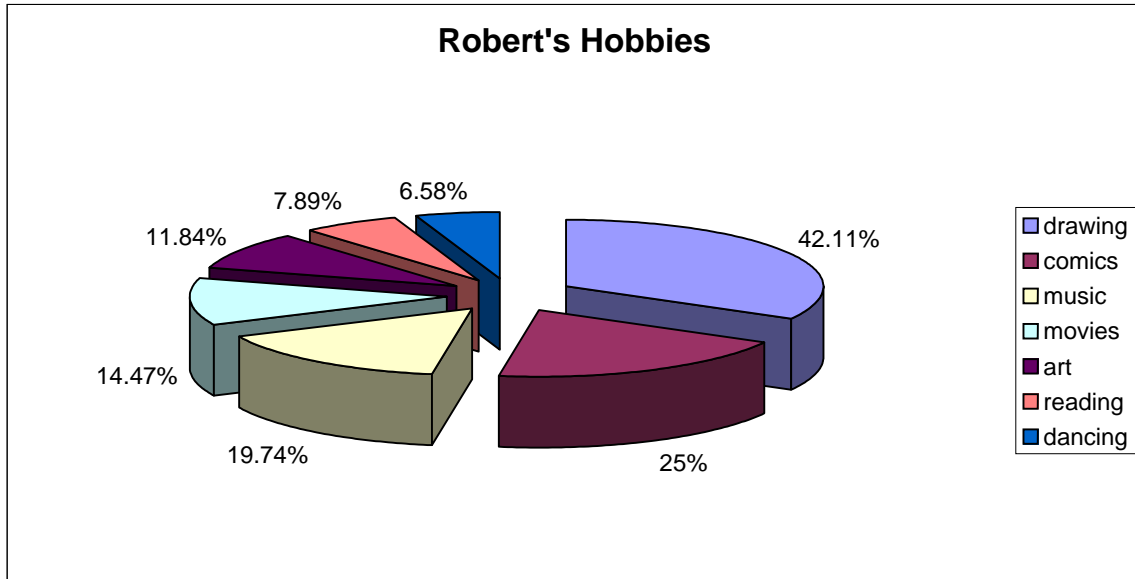


Fig. 2.21b

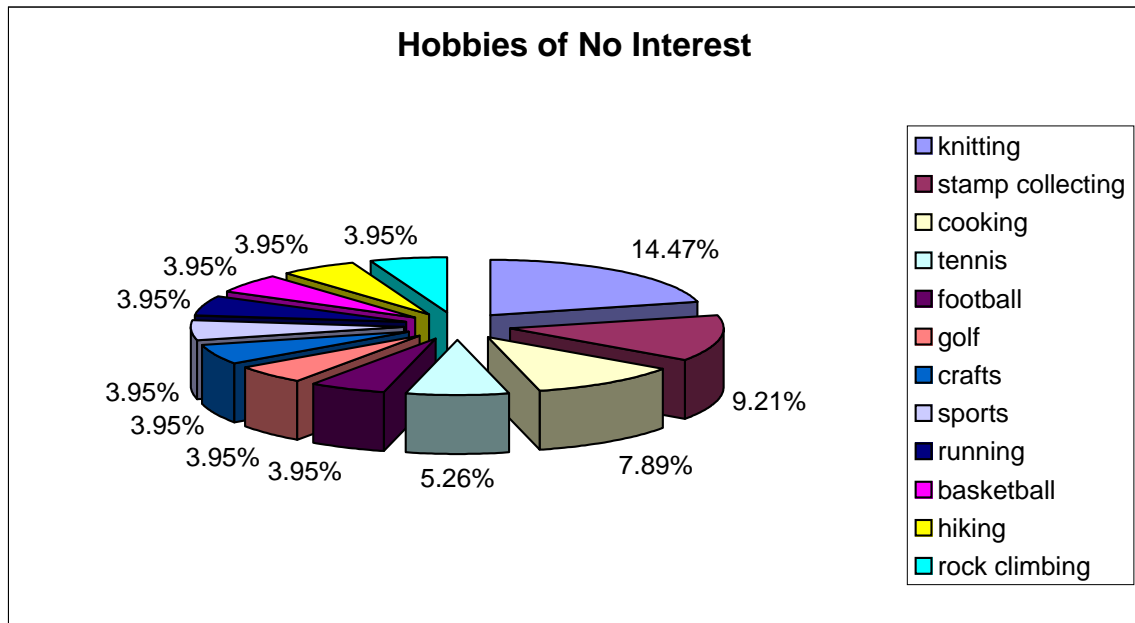


Fig. 2.22a

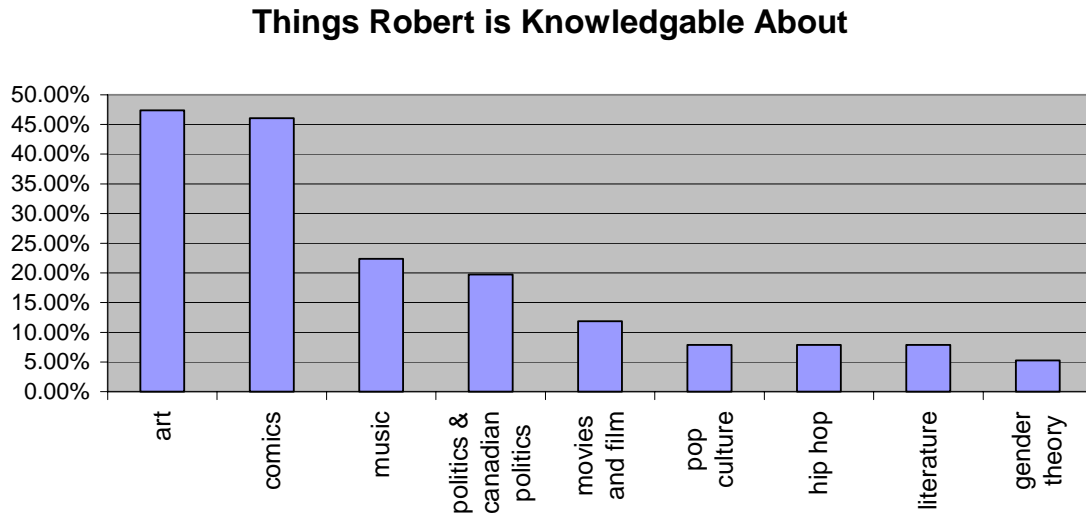


Fig. 2.22b

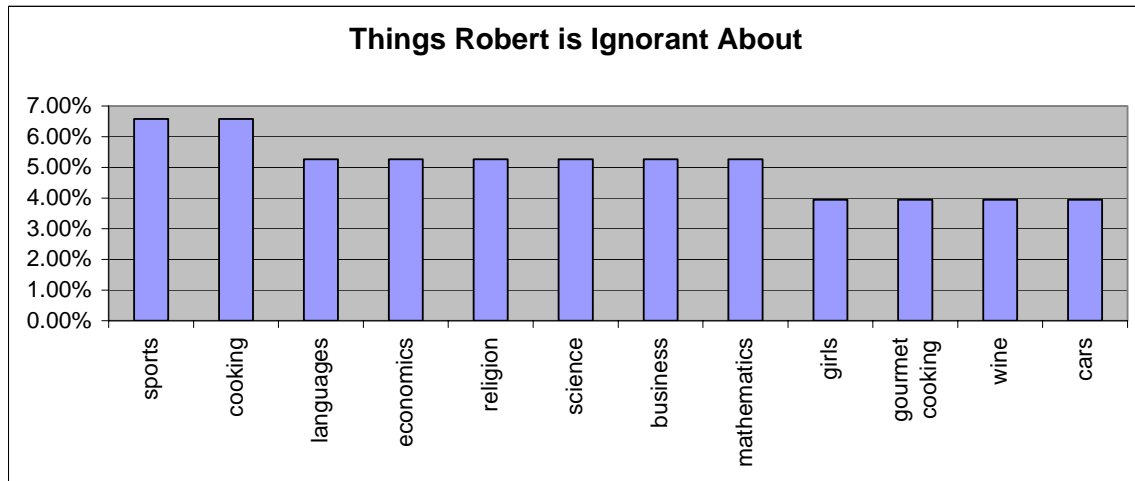


Fig. 2.23a

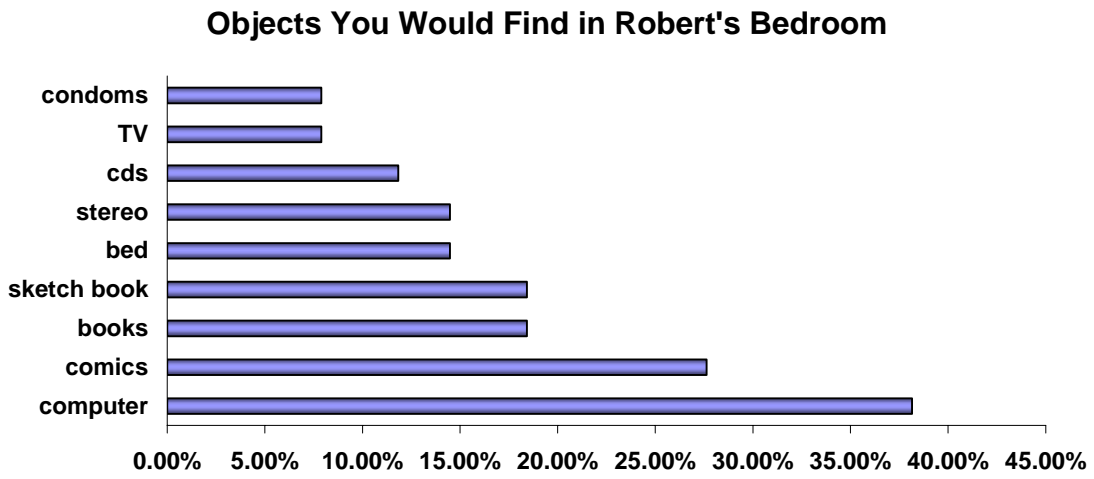


Fig. 2.23b

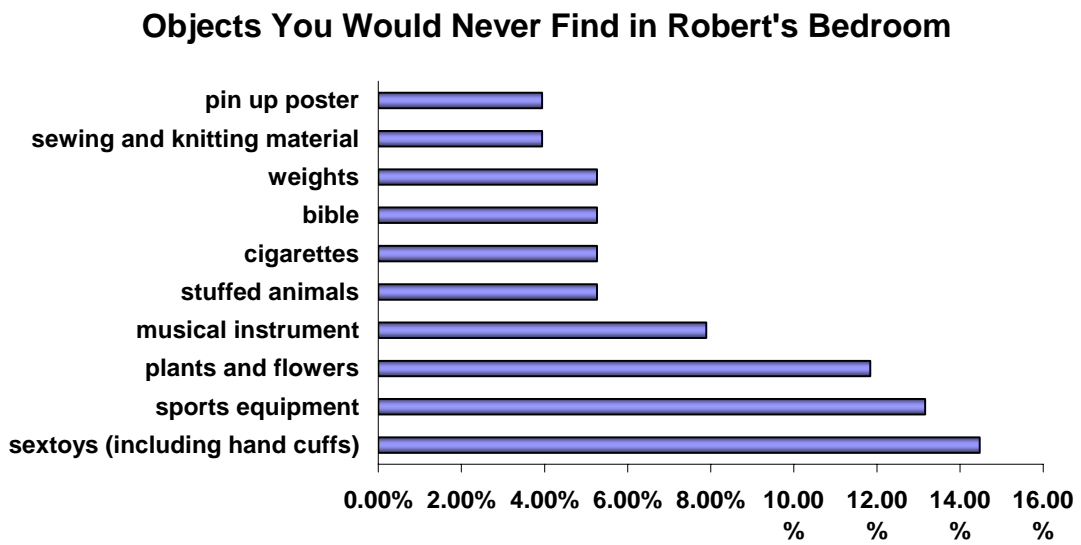


Fig. 2.24

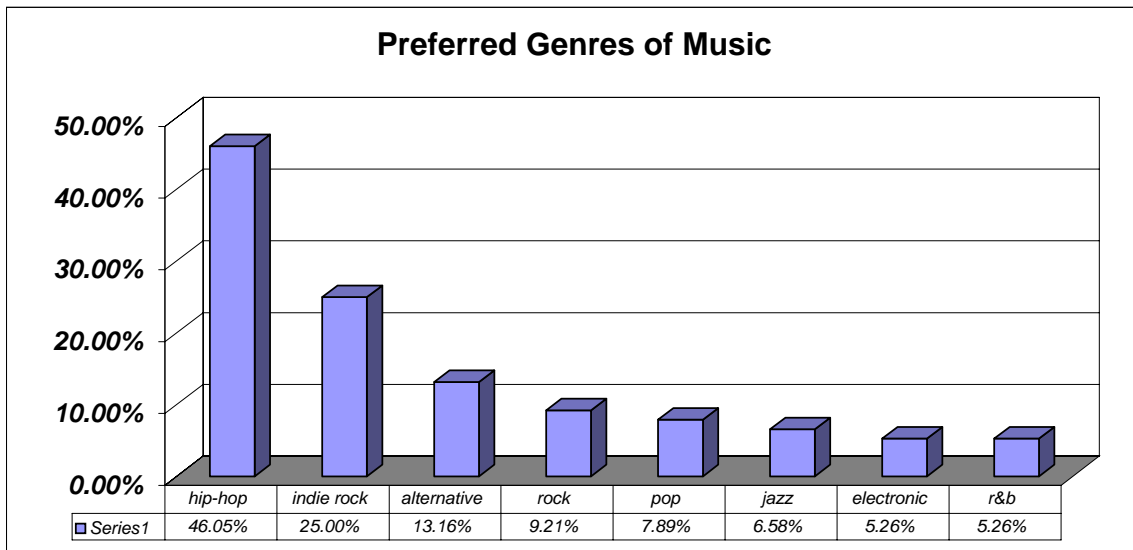


Fig. 2.25: Style of Clothing

casual
Urban
Retro
average understated fashion tastes - jeans that fit, t-shirts, brown full zip sweaters, baseball caps
Baggy
baggy, no labels
baggy, retro
Break-dancing, skate/B-boy trends
casual but trendy
casual hipster. not too hipstery.
casual stylish
casual, baggy, cool
casual, practical, funky colours
conservative, but stylish
Contemporary casual
Cool
fancy-casual
fashion street wear, old school.
Fitting, casual, ready for the club clothes
grandpa clothing, cardigans, polo shirts, vintage washed denim, old school puma runners, American Apparel zip ups with and without hoods
Grunge
he looks kinda like a levis commercial
hip, casual
hip-hop/hipster
Hipster casual
impoverished media artist: practical, well-worn, sleek lines.
indie clothes; trendy vintage
indie retro with style
Jeans
jeans, polo t-shirts

loose, casual, comfortable
Madras shirts, baggy pants, pancake hat, brown loafers
Mile End Hip
old man
old man sweaters, trendy jeans and shoes, hats
old school
Plaid shirt, with a t-shirt underneath, Khaki Pants or cords
Prep meets hip hop- a little oversized.
preppie-retro with a hint of edginess (that hint is a leather jacket.)
Pseudo-scenester.
relaxed trendy street
retro funkadelic baby
retro/casual
Shades of hip-hop, shades of skater, shades of north american euro-phile, shades of art student but not enough to give it away.
skate/metrosexual...well dressed and clean but casual
skate-ish. indie-type wear.
Skater/Hip-Hop gear
skater/mod/high style
skinny artsy guy clothing
slacky hip hop
Sport
sporty trendy young
street style, jeans and zips ups are a must, and he likes to unzip them and throw them while dancing
street/slacker
thugged out
tidy and stylish and understated
track jackets, baggy jeans, cool tee's, runners
Trendy
'Trendy street wear' is something that describes him well. This would include a great pair of comfortable street shoes (he bought the same pair of white Adidas trainers multiple times, but can imagine him having moved onto either La Coste/Fred Perry
trendy, stylish
um..normal?
Urban sloppy casual with a vintage shirt.
urban street chic
urban student clothes -- jeans & lots of bright green
'urban yuppie' meets 'scholastic dandy'
urban/indie
Urban/skater/deconstructed
Urban/trendy, but not flashy.
vintage/grunge

3. Social Identity

Fig. 3.26: Commonly used phrases

fuck
hey
duuude.
no way
oh yeah for sure
"ok i'm out" when he's leaving
Ok, first off...
see, that's really cool because...
ah, wow- that's cool
aww c'mon
come on
Come on man
dude
dude, what's going on?
Hey Man
Hmmm....I don't know about that.
Hold on
How's it goin'?
i disagree
i don't think
I love gossip
i want to become a woman
It has really been too long for me to answer this question.
It's like when...
its not my problem
Je ne sais pas.
No
No fucking way
No idea
noooooooooooooo (in disbelief) doooo it! (when excited)
Oh yeah?
performance theory
Quote... end quote.
Really?
seriously
Sick
So wicked
So, ...
Thanks
that's sick
That's whack.
wait a minute
well i don't know about that, but uh....
what, you gotta be kidding?
whatever
What's up
What's up?

Word
Yeah
Yo
Totally

Fig. 3.29: Masculinity – Sliding Scale: 0 is least masculine and 10 is very masculine

	Averages
Males	6.86
Females	6.64
Overall	6.7

Fig. 3.30: Effeminacy – Sliding Scale: 0 is least effeminate and 10 is very effeminate

	Averages
Males	4.1
Females	4.64
Overall	4.4

Fig. 3.32: Nervous Habits

Laughing
no eye contact
blushing
gets quiet.
nervous laugh
talking a lot
A slight nervous laughter
always has to be entertaining
appearing bored when uncomfortable
bites his nails
biting his toe nails
biting nails
blank expression; slight flush
bouncing his leg quickly
break dancing
can't stop talking
constantly looking in the mirror and picking his face
crosses his legs
difficulty focusing on the person speaking to him
doodler
drinks to feel comfortable
fidgety. moves his arms and legs a lot, arms when talking (like an Italian), keeps legs moving if nervous.
gets bored or uncomfortable and leaves, needs entertainment
Gossiping
Hands
he has a few depending on the situation: rolls head (not to be confused with the rolling head part of his dance act), bites lip, or fidgets
he puts his lower jaw out when he thinks or contemplates.

head bobbing, staring at the floor and crossing his arms
I think Rob may bite his nails
Laugh
laugh at everything
laugh shyly
laughing a bit uncomfortably
leg twitching
leg will get twitching/moving and sometimes the body will too
licks lips
long winded stories
looking at the floor
looks around nervously
makes strange faces
moving his mouth/lips
nail biting
not sure
not talking
Pacing
picking his nails
Quiet
rapid glancing, side to side.
rubbing back of neck and/or head.
scratching his head
shake his leg
shyness, can be awkward at times
smiling and giggling
speaking through uncomfortable silence
talking with hands
talks fast
tapping his fingers
using jokes and humour to avoid disclosing personal info/feelings
very slight stutter
voice speeds up

Fig. 3.34: Robert's pronounced traits in situations with only hetero-sexual men

Being the funny guy, always laughing
casual joker
confidence in himself
dislike for sports
Easy going and gets along well....lots of jokes
feeds in to locker-room chatter
friendly, good guy to talk to about personal stuff, can keep up with the drinks
funny
happy
he always drinks beer
He blends but still manages to seem different. Bear in mind that his circle of friends is far from the cookie-cutter.
He fits in, but he's obviously no "dude"
he gets loud and a bit obnoxious
he has better style than most hetero guys.
He holds his own in any conversation.

he is a dude and knows how to relate to dudes on a dude-level, making jokes, getting in one-liners
he is a guy's guy
he is a joker, talks comfortably
he is more vulgar
he is not very masculine
He is relaxed and does not feel competitive.
He is respected, the 'smart' one with a great sense of humor.
he laughs a lot
he laughs easily
he laughs.
he likes to joke
he makes jokes
he makes semi-lewd jokes that are in most cases sarcastically masculine.
He plays up the machismo in his language and actions and becomes arrogant.
he talks about dude stuff
he worries
He would probably get along well without issues.
he's a 'dude'
he's a dude even though he's an artist
He's a filthy bastard
he's easy going with a witty sarcastic sense of humour
he's funny
he's funny but a bit withdrawn- defensive even
he's more tame - less testosterone, less having to prove himself
he's the funniest one
His ability to converse on any subject
his devious grin
He's genuine
Jokes around a lot - louder.
Laughter
louder, more competitive, parties harder
Making them laugh - trying to fit in
more chauvinistic
more in the background
I will guess that he can talk the talk only to a point then he gets grossed out and tells them they are pigs
not much - he's pretty much himself,
Nothing
nothing really. he's not weird with guys, unless he was naked around them or something, then I think he'd freak out a bit.
nothing, he seems comfortable
Outspoken
Playfulness
Quiet
Rob gets along with everyone, but I doubt he would get along with adamantly masculine men (as they would have little in common).
Rob's wit stands out when with other heterosexual men. He can be quite sarcastic
sense of humor
sense of humour
Socialization skills
Talks about women
well spoken, intelligent

Fig. 3.35: Robert's pronounced traits in situations with only hetero-sexual women

sense of humour
Would be overly flirty - but intentionally, for a laugh
very happy
Trying to charm the ladies and making them laugh
the interesting thing is that it doesn't really change that much.
slightly nervous
sensitive new age guy
sensitive listener
self deprecating humour
Rob is a bit shy around women the he doesn't know very well. However, when comfortable he is friendly, approachable, and quite talkative
relaxed and personable
Quiet and nervous but tries to be funny
nothing, he seems comfortable
more sensitive, conversationalist
last I remember he was pretty slow on making moves so he's pretty friendly. but once you get to know him, I mean, he had a jello wrestling match with one of his ex-girlfriends...but overall he's quite friendly and conversational with them.
insincerity (trying to pick one of them up for sure) - this is a joke
humorous, affectionate
his sense of humor, more emotions
his devious grin
His charm and smile
His ability to be a wonderful listener
he's very flirtatious
he's very charming
he's the least funniest one
he's knowing. alternates between needy and condescending. not too flirty
he's easy going with a witty sarcastic sense of humour
he's a 'player'
He would probably have nothing unusual to distinguish himself.
he turns on the charm
he tries harder to seem funny
he thinks he's smooth
he smiles.
He seems like he's playing the part of a 'playa', as if he learned the 'moves' from a Playas for Dummies book.
he makes jokes
he looks around
he looks a bit shy
he listens carefully
he likes women, a lot.
he is very relaxed and not macho around hetero women.
He is very good with relating to women and women feel like they can talk to him, so this explains why he has lots of friends that are girls.
He is very engaging and able to keep the conversation going.
he is very comfortable and makes the women comfortable; flirty but not out of line
he is talkative, but less so. Perhaps more personally aware of himself
he is shy and self-conscious but very interested in spending time with fewer women, getting to know them by showing off his sense of humour

He is open about his desires and his dislikes. He likes being with pretty women more than ugly women. Looks matter to him.
He is charming and unaggressive
he gets nervous
he flirts
he checks them out
he can relate well
He becomes flirty, talks about sex- although on a mature somewhat intellectual level.
Funny
flirty friendly qualities
Flirtatious
engaging, intelligent
emphasizes his sensitive side and his knowledge of politics
Easy going, chatty, witty
desire to be wanted sexually
comfortable & easygoing behavior
Charming

Fig. 3.38: How does Robert draw attention from someone he is attracted to?

talks to them
be funny
he'll buy them a drink and usually have some kind of entertaining story to tell.
anything that person wants
approach them more often.
ask them questions about themselves
baits his hooks with subtle shyness, and false sensitivity to attract them to him - he is not an active hunter but a passive trap.
charms them completely; attentive and makes a sincere effort to get to know them
charms them with his humour and intelligence, and dancing helps as well
charms them with his smile
crack more jokes, which is odd because he cracks lots anyway.
dance moves
dance, talk about something interesting
Talking is his bread and butter
draws something for them.
engage in private conversation
engages conversation. finds similarities and / or differences to discuss
Engages her in conversation.
excessive (non-sexual) touching.
flirt shamelessly
flirts with his eyes.
flirts, gentle humor
Glance
hang out with them
He can appear shy at first, but as someone who used to be much less proactive in this area, this is inevitable (and is endearing so helps in this area). He is a tragic flirt who tries to make it look like he isn't watching you, but is horribly bad at it
he flirts
he makes jokes but romantically
he smiles at them crookedly and looks at them sideways

He talks to the person
He works his charm and humor on them.
I think when Rob is attracted to someone he approaches them and asks them out- I don't think he is too shy when it comes to approaching someone that he likes
is extra nice to them
Is polite and direct and gives them lots of attention. Asks questions.
large billboard?
looks across the room and does the head nod eyebrow thing
make jokes
Makes them laugh - and talks about interesting things
Nothing
relies on his sense of humour and devotes his attention to that person
Shows them something he has drawn.
Smiles a lot, attempts to be coy.
strike an intelligent pose
talk about himself
talk it up
talk to them about shared interests.
talk to them directly
talk to them in low voice
talking to them
Talks
the stare on the dance floor
tries to be witty while chatting them up
tries to have intelligent conversations with them
tries to make them laugh
try to make them laugh
trying to achieve eye's contact then smile
uses his charm baby, with lines like "come over here baby" "i promise you a sweet time"
wit, intelligence and carefully planned dates or surprises
Would try to get her alone and show that he's interesting.

4. Political Identity

Fig. 4.39

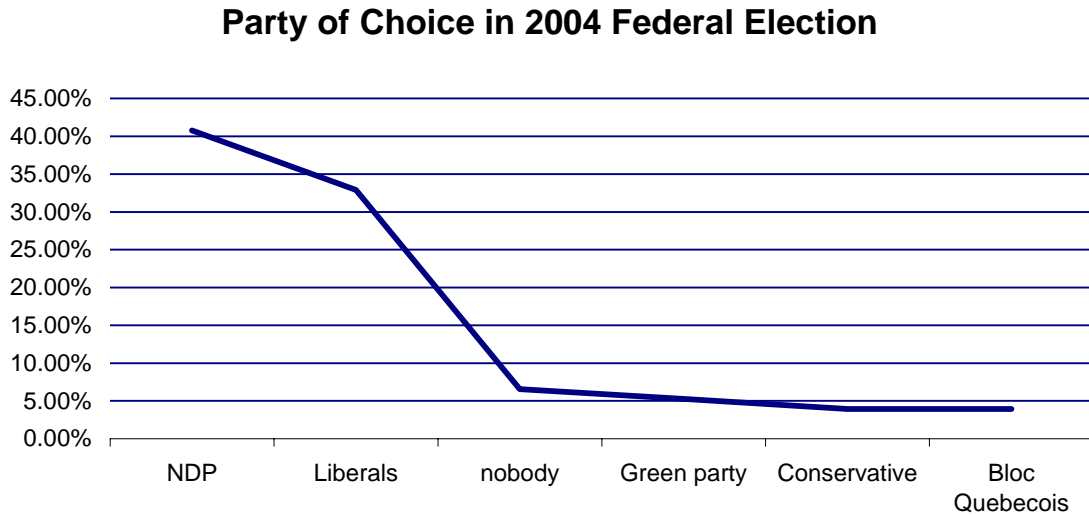


Fig. 4.40a

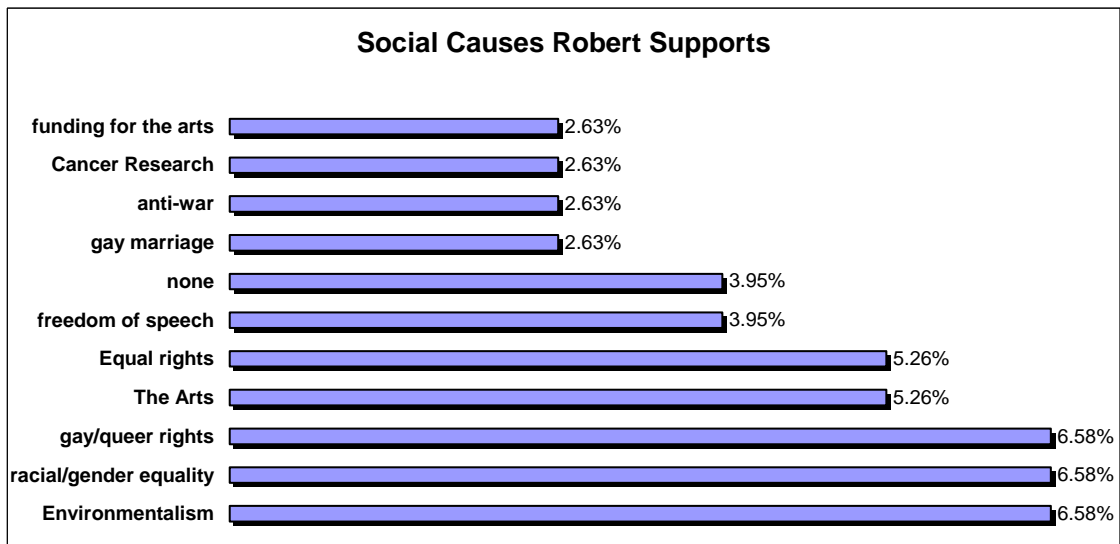


Fig. 4.40b

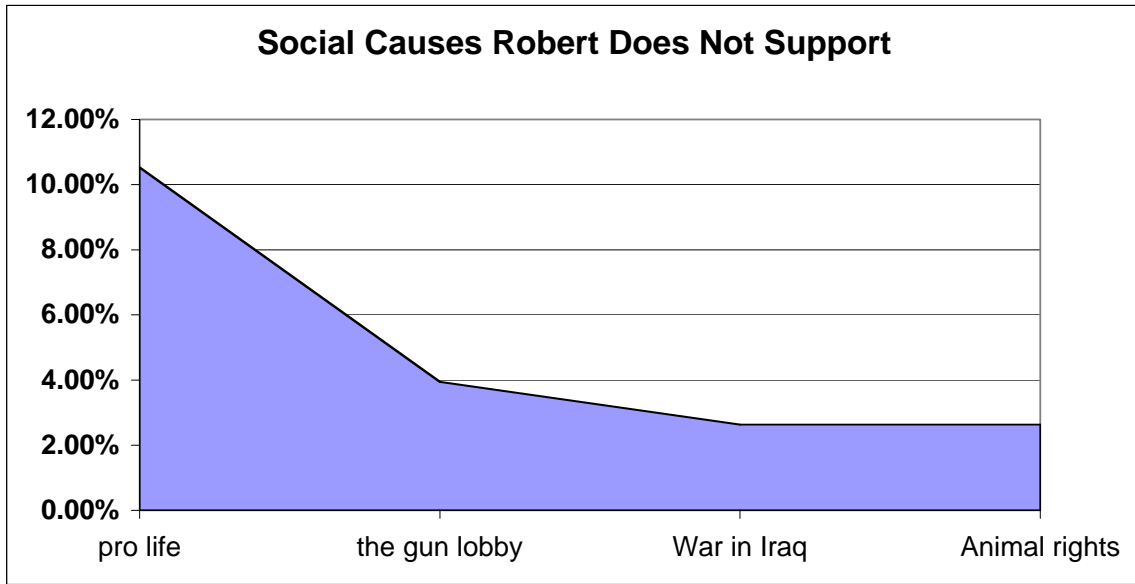


Fig. 4.41

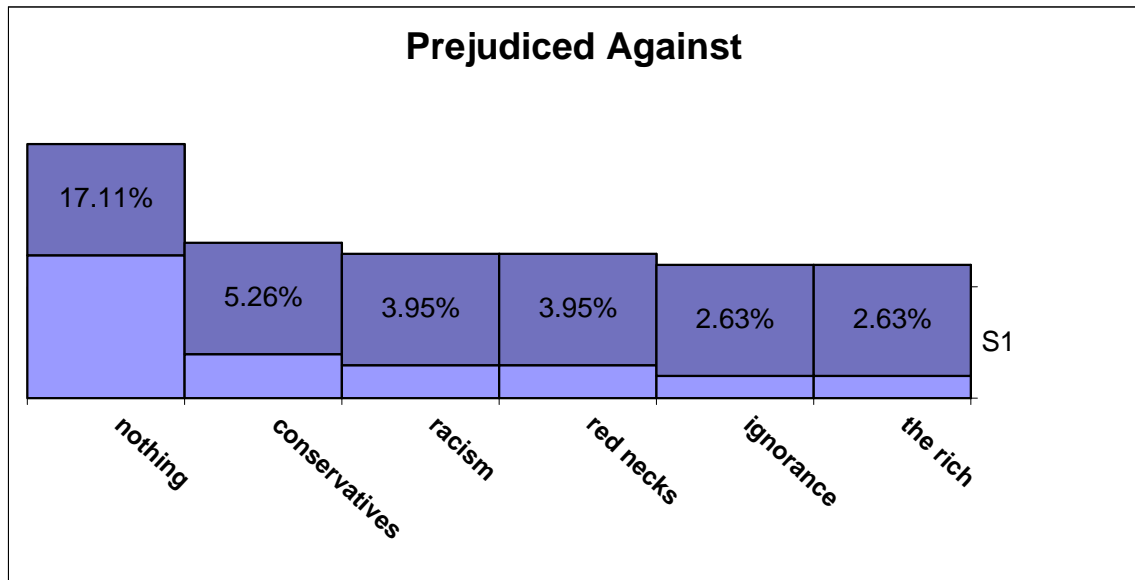


Fig. 4.42: Conservative/Liberal – Sliding Scale: conservative (0) or liberal (10)

	Averages
Males	8.17
Females	8.58
Overall	8.4

Fig. 4.43: Feminist – Sliding Scale: 0 is least feminist and 10 is very feminist

	Averages
Males	6.51
Females	7.56
Overall	7.2

Fig. 4.44: Sexist – Sliding Scale: 0 is least sexist and 10 is very sexist

	Averages
Males	4.06
Females	3.2
Overall	3.5

Fig. 4.45: Racist – Sliding Scale: 0 is least racist and 10 is very racist

	Averages
Males	2.75
Females	2.31
Overall	2.5

Fig. 4.46: Religious – Sliding Scale: 0 is least religious and 10 is very religious

	Averages
Males	2.24
Females	1.91
Overall	2

Fig. 4.47: Classist – Sliding Scale: 0 is least classist and 10 is very classist

	Averages
Males	3.93
Females	3.47
Overall	3.6

Fig. 4.48: Ageist – Sliding Scale: 0 is least ageist and 10 is very ageist

	Averages
Males	3.75
Females	3.56
Overall	3.6

Fig. 4.49

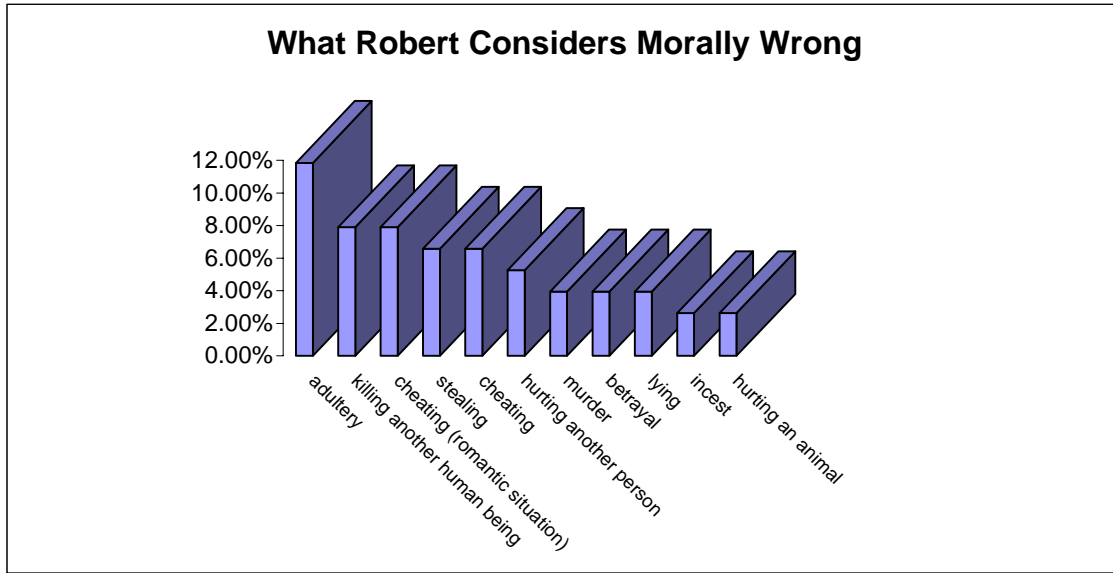


Fig. 4.50

