

The Hero, the Ruler and the Caregiver: Toronto Mayoral Archetypes

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Report

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Fast Facts

- ▶ Voters identify Doug Ford with the **Hero/Warrior** archetype. The **Hero** is competitive while the **Warrior** is aggressive. Doug Ford has secondary associations with the **Outlaw**. Most of Doug Ford's **Outlaw** associations are rebelliousness, which can be positive or negative.
- ▶ John Tory on the other hand is perceived as the **Ruler** (providing leadership), with secondary **Sage** (smart) and **Hero/Warrior** associations.
- ▶ Olivia Chow is seen most clearly as a **Caregiver**. This has positive associations, linked to the characteristic "caring" and negative associations, linked to the characteristic "passive". She also has **Everyman** associations, which make her the most relatable candidate. Her **Everyman** associations are mostly positive and linked to the characteristic "friendly".
- ▶ Of the three candidates, Olivia Chow is telling the least clear archetypal story: She is associated with five different archetypes: the **Caregiver** and **Everyman**, as mentioned above and also the **Innocent**, **Hero** and **Sage**. This indicates that she has not communicated a clear message about her brand character. In contrast, Doug Ford tells the clearest story with three archetypal associations (**Hero**, **Outlaw** and **Ruler**) and John Tory has four (**Ruler**, **Hero**, **Sage** and **Innocent**).
- ▶ The research conducted between September 20 and October 3, 2014 surveyed 1,009 eligible voters in the City of Toronto. All interviewing was conducted by AskingCanadians.

A bit about Dig Insights...

- ▶ Dig Insights was founded in 2010 by a group of senior market researchers. We have consulted for many of the world's leading companies in the consumer packaged goods, finance and automotive sectors.
- ▶ Archetypes is one of the tools that we use to understand brand character and brand positioning. This study is an attempt to understand the brand character projected by the leading candidates in the Toronto mayoral election: John Tory, Doug Ford and Olivia Chow. Rob Ford, although no longer in the mayoral race, was included as well, as his influence is still strongly felt.
- ▶ Michael Edwards has been in the market research field for 20 years, providing consulting services in both Canada and the US. His background includes time at ACNielsen and at Kraft Canada, where he led the consumer research on a range of product categories.
- ▶ Marcie Connan began her career by leading advanced analytics for clients across a diverse set of industries including: retail, financial services, pharmaceutical, and consumer packaged goods. Before joining Dig, she led the Consumer Research team at Canadian Tire (a 500 outlet, \$9-billion mass merchandiser).

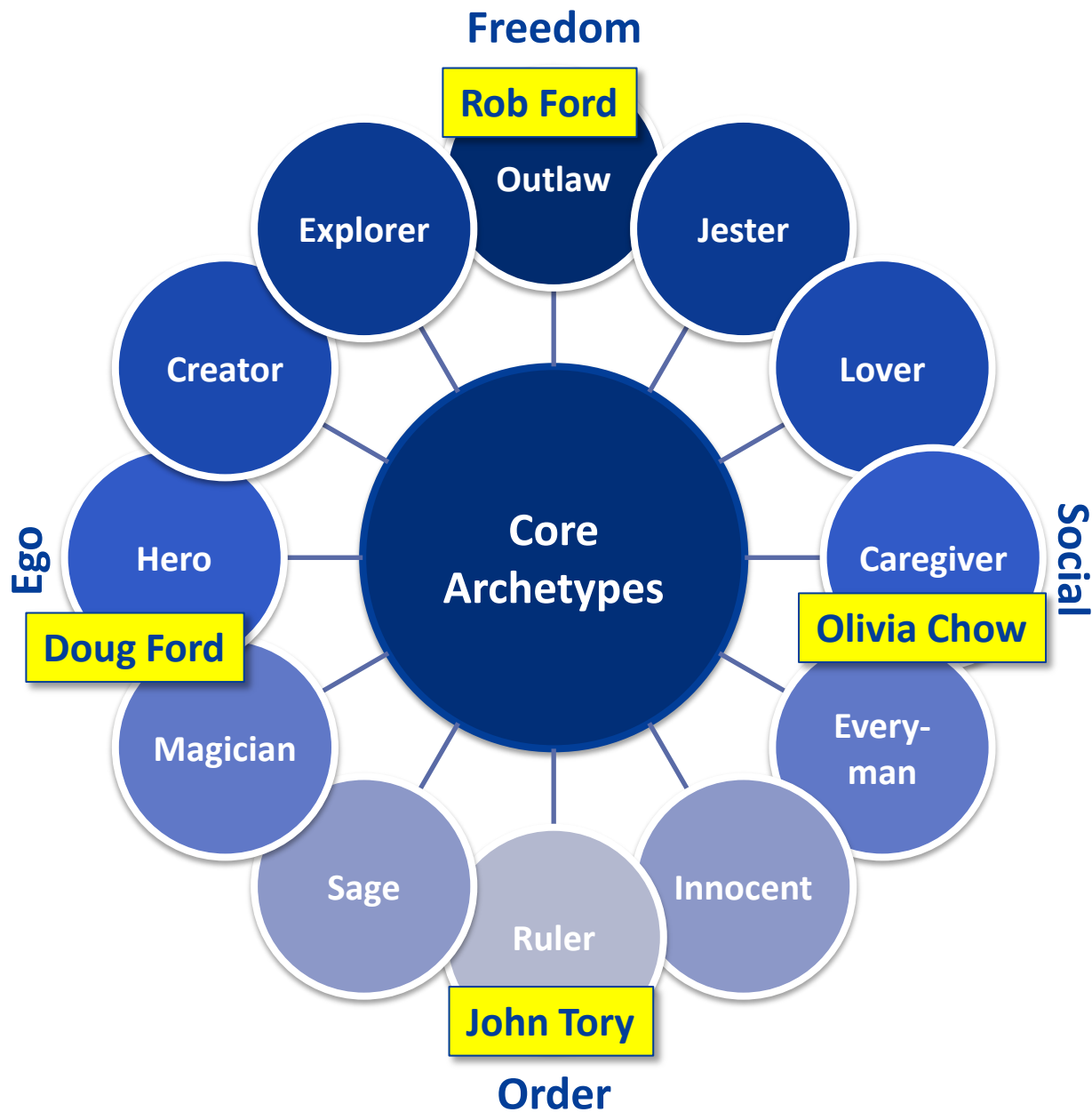
Method.



Methodology

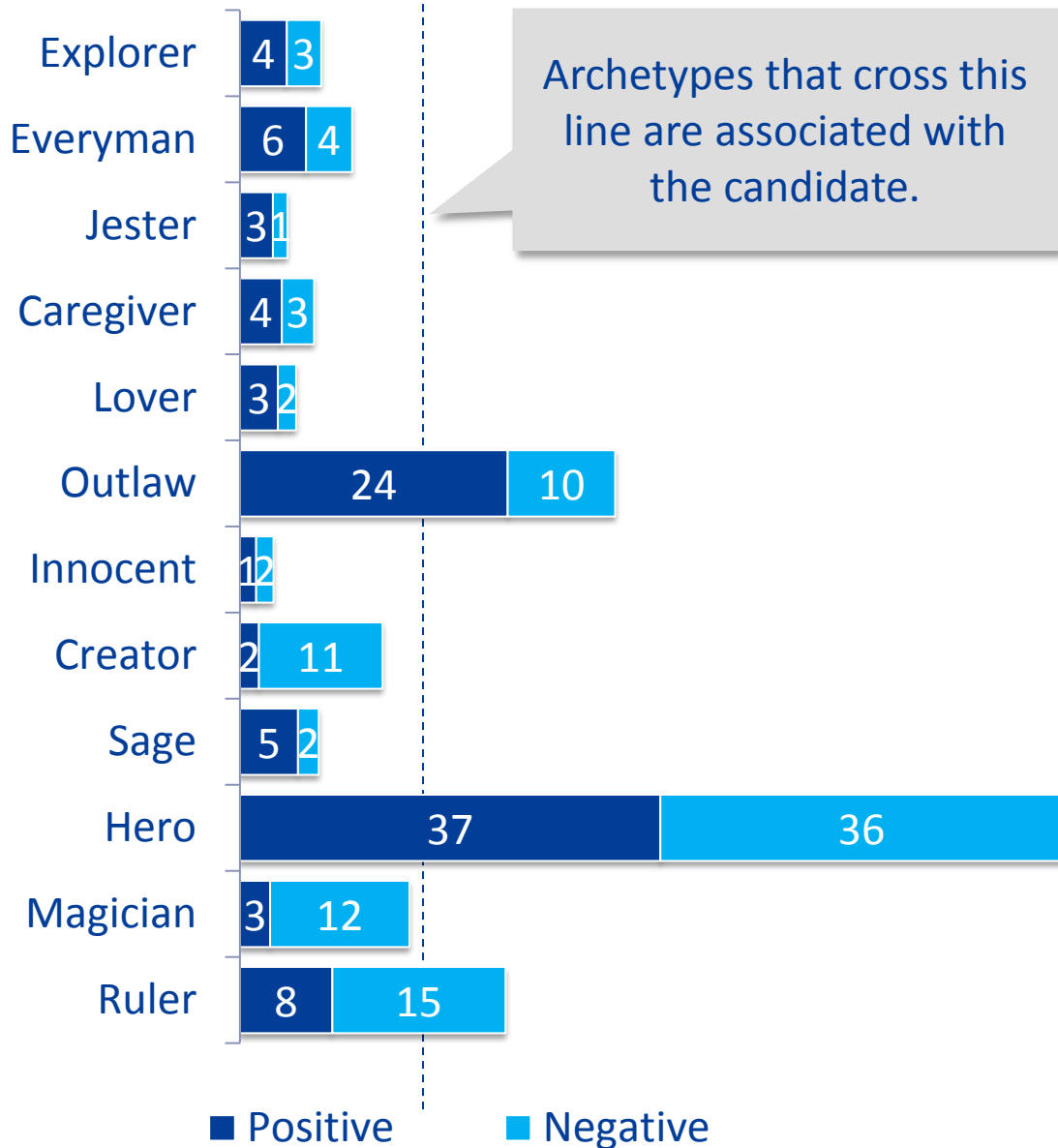
- ▶ Interviewing Friday, September 20th – Friday, October 3rd, 2014
- ▶ 1,009 respondents
 - ▶ Residents of City of Toronto (including Etobicoke, Scarborough and North York)
 - ▶ Aged 18+
 - ▶ All eligible and considering voting (“might vote”/“definitely will vote”) in upcoming Toronto municipal election on October 27th
- ▶ Online data collection
- ▶ Distribution of region, age, gender matches most recent census (2011)
- ▶ Survey offered in English
- ▶ Margin of error:
 - ▶ With few exceptions, most online sample sources are not adequately proportioned to approximate the general population or your particular target population. Careful adjustments need to be made, before and after data collection, to achieve this approximation. Based on statistical science principles, MRIA's Code of Conduct and Good Practice prohibits statements about margins of sampling error or population estimates with regard to convenience samples, including most online panels. Therefore, you should neither request nor use a margin of sampling error statement for surveys that use nonprobability/convenience samples.

Mayoral Archetypes.



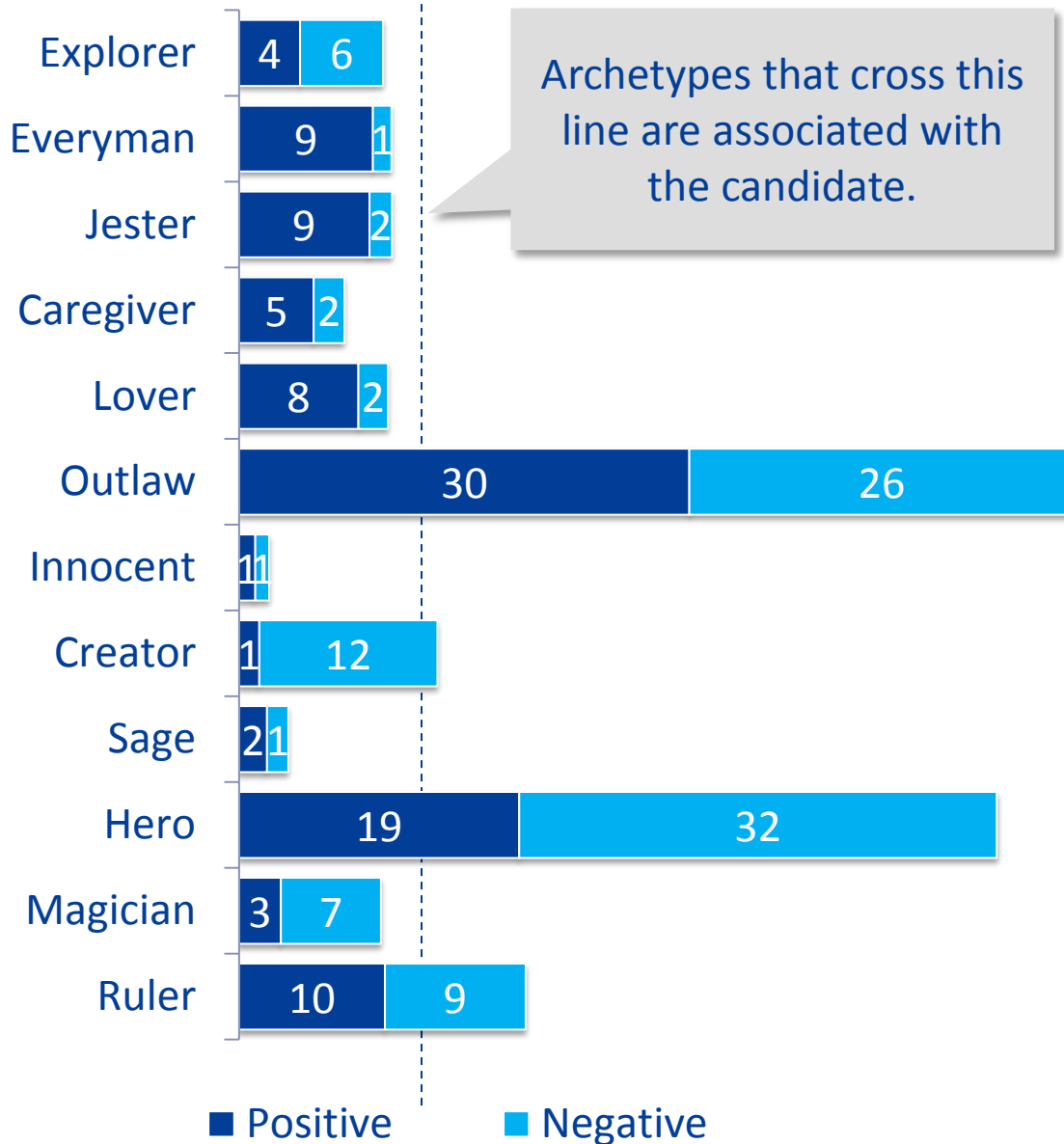
The Candidates

- ▶ If we look at the four main people in the mayoral race, they represent diametrically opposed archetypes.
- ▶ It's perhaps for this reason that the municipal election is so compelling.



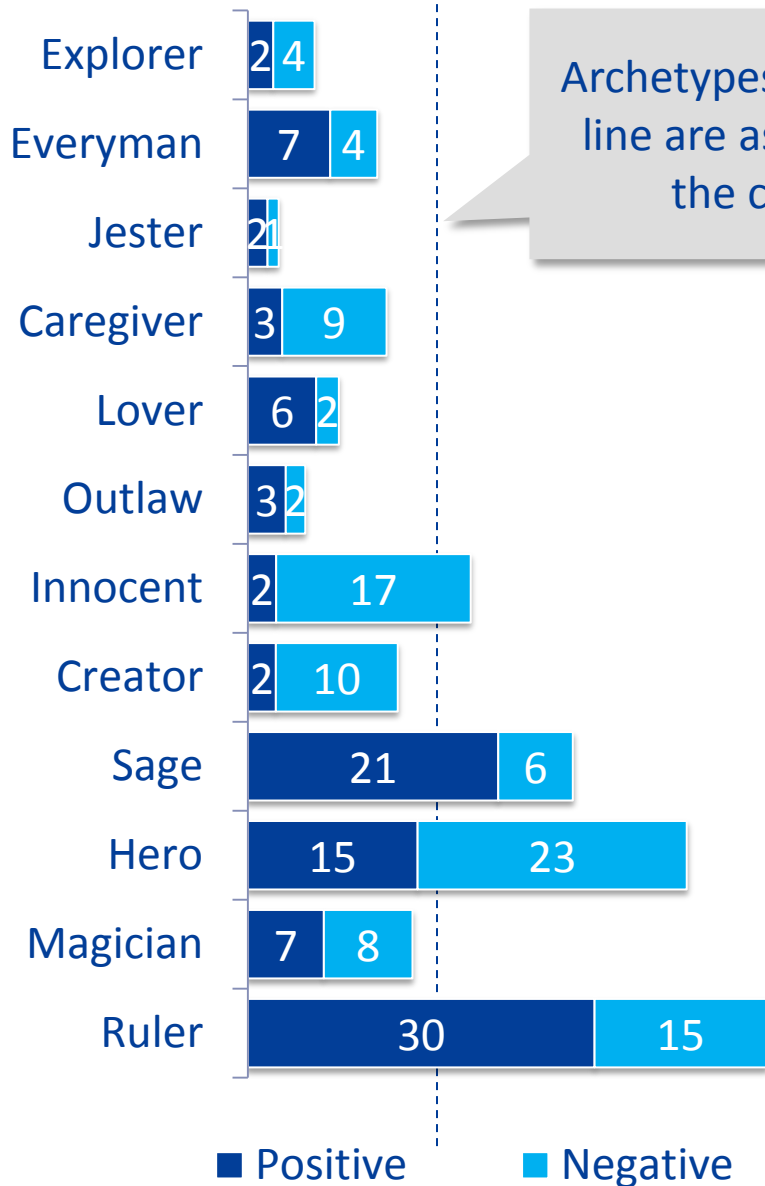
Doug Ford

- ▶ Doug Ford is the *Hero/Warrior* depending on if you like him or dislike him. The *Hero* is focused on achievement while the warrior wants to win at all costs.
- ▶ He has secondary associations with the *Outlaw*. Most of these associations are rebelliousness, which can be positive or negative, as opposed to destructive.



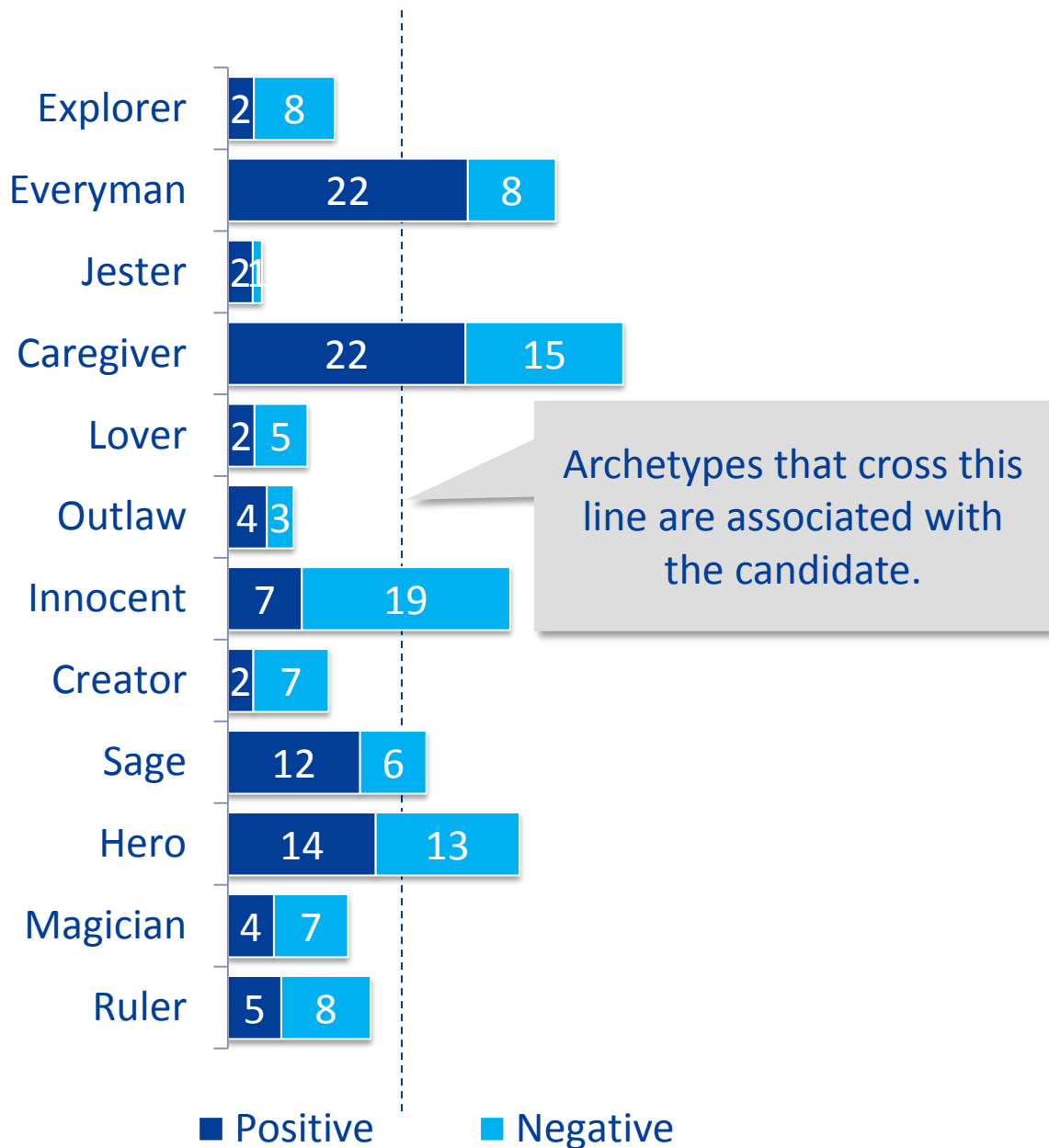
Rob Ford

- ▶ Rob and Doug have meaningfully different profiles. While both are most associated with the *Hero* and *Outlaw*, Doug is most associated with the *Hero* and Rob most associated with the *Outlaw*.
- ▶ Rob's *Outlaw* associations are linked to a potentially positive characteristic "rebellious" and a negative characteristic "destructive".



John Tory

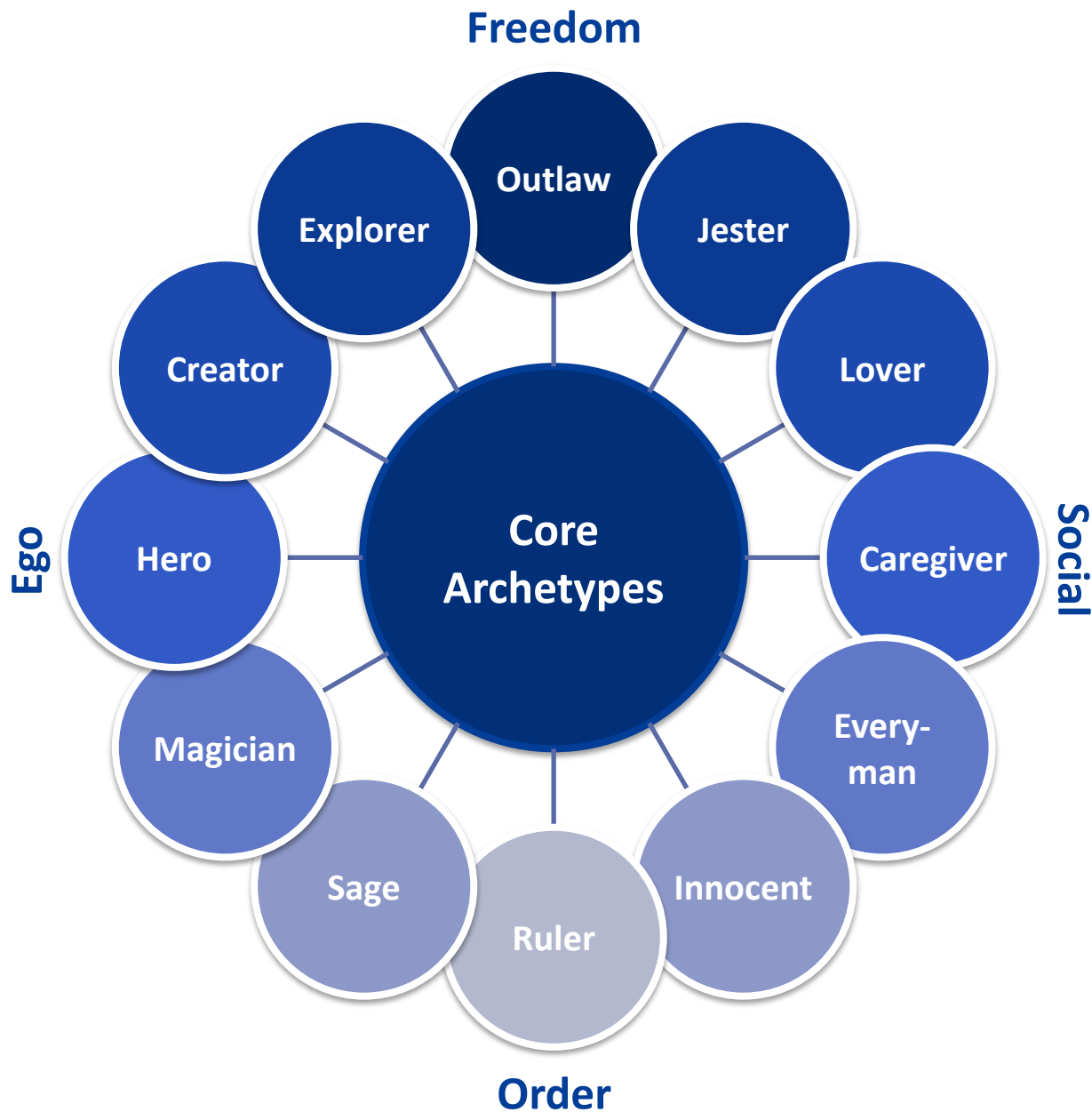
- ▶ John Tory is the *Ruler*, with secondary *Sage* and *Hero* associations.
- ▶ The *Ruler* associations are mostly positive (linked to the characteristic "leader").
- ▶ John Tory's *Hero* associations are both positive (achievement) and negative (win at all costs).
- ▶ John Tory's *Sage* associations are mostly positive (linked to the characteristic "smart").



Olivia Chow

- ▶ Olivia Chow is seen most clearly as a Caregiver. This has positive associations (linked to the characteristic "caring" and negative associations (linked to the characteristic "passive").
- ▶ Related to her associations with "passive", Olivia Chow also has negative *Innocent* associations, which are linked to "boring".
- ▶ Olivia Chow also has *Everyman* associations, which make her the most relatable candidate. These associations are mostly positive and linked to the characteristic "friendly".

Archetype Overview.



Archetypes

- ▶ We are social creatures. We want/need to communicate who we are to each other.
- ▶ Archetypes are a framework for this kind of communication. We all know people who frame their self-image as the rebellious *Outlaw* who questions authority and established norms, the adventurous *Explorer* who craves new experience or the supportive *Caregiver*, who helps others to succeed.
- ▶ The political candidates we support can be one of the ways in which we communicate who we are. If a candidate is strongly associated with an archetype, people can use their support as a signal to others.
- ▶ Why do we care? Archetypal associations are another way of understanding what candidates stand for.



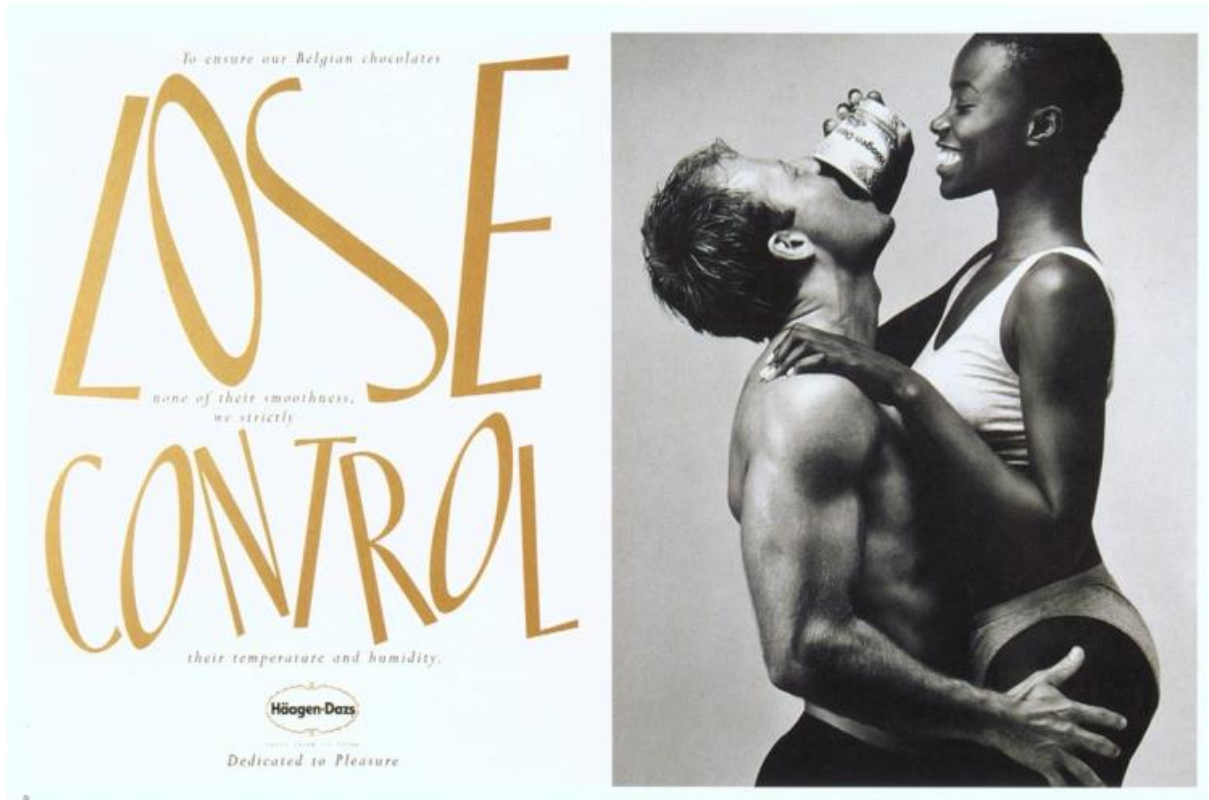
Outlaw

- ▶ Defining Characteristics
 - ▶ Desire: Revolution
 - ▶ Goal: To destroy what is not working (for outlaw or society)
 - ▶ Fear: Being powerless, trivialized, inconsequential
 - ▶ Strategy: Disrupt, destroy or shock
 - ▶ Trap: To go over to the dark side
 - ▶ Gift: Outrageousness, radical freedom



Jester

- ▶ Defining Characteristics
 - ▶ Desire: To live in the moment with full enjoyment
 - ▶ Goal: To have a great time and lighten up the world
 - ▶ Fear: Boredom or being boring
 - ▶ Strategy: Play, make jokes, be funny
 - ▶ Trap: Wasting one's life on trivial things
 - ▶ Gift: Joy



Lover

- ▶ Defining Characteristics
 - ▶ Desire: Attain intimacy and experience sensual pleasure
 - ▶ Goal: Being in a relationship with the people, work, experiences and surroundings they love
 - ▶ Fear: Being alone, a wallflower, unwanted, unloved
 - ▶ Strategy: Become more and more attractive, physically, emotionally and in every other way
 - ▶ Trap: Doing anything and everything to attract and please others, losing identity
 - ▶ Gift: Passion, gratitude, appreciation, commitment



Caregiver

- ▶ Defining Characteristics
 - ▶ Desire: Protect people from harm
 - ▶ Goal: To help others
 - ▶ Fear: selfishness, ingratitude
 - ▶ Strategy: Do things for others
 - ▶ Trap: Martyrdom of self, entrapment of others
 - ▶ Gift: Compassion, generosity



Everyman

- ▶ Defining Characteristics
 - ▶ Desire: Connection with others
 - ▶ Goal: To belong, fit in
 - ▶ Fear: Standing out, seeming to put on airs, being exiled or rejected
 - ▶ Strategy: Develop ordinary solid virtues, the common touch, blend
 - ▶ Trap: Give up self to blend in, in exchange for only a superficial connection
 - ▶ Gift: Realism, empathy, lack of pretence

Innocent

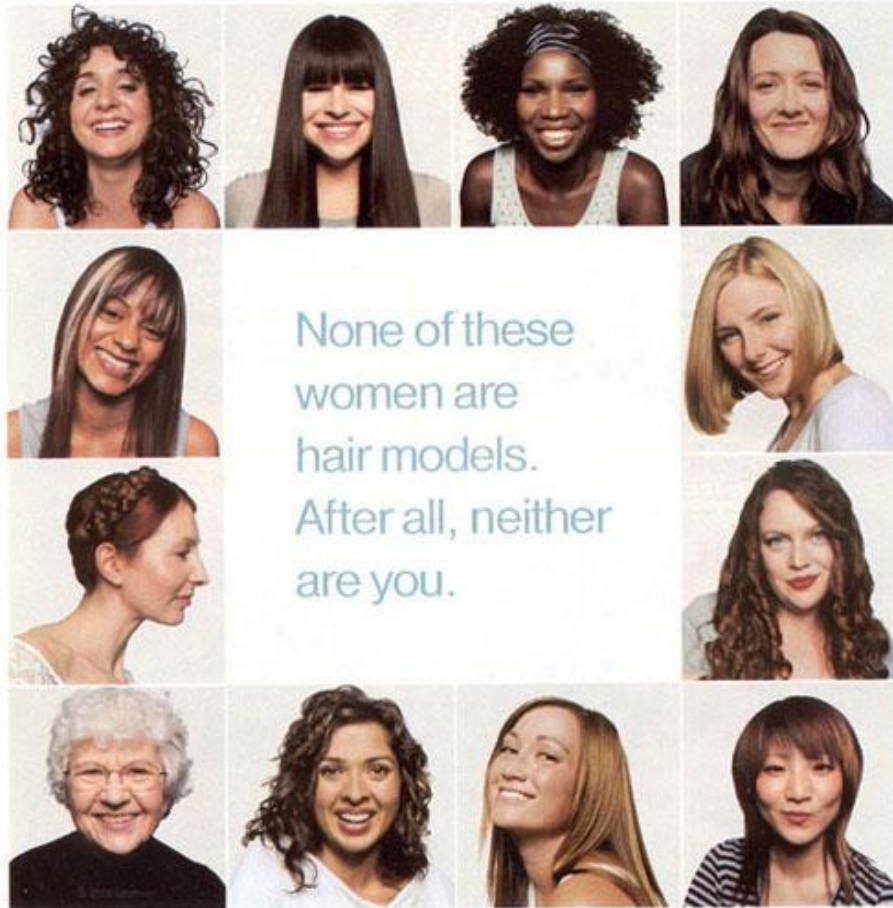
- ▶ Defining Characteristics
 - ▶ Desire: Experience (live in) paradise
 - ▶ Goal: Be happy
 - ▶ Fear: Doing something wrong or bad
 - ▶ Strategy: Do things right
 - ▶ Trap: Withdrawal from reality
 - ▶ Gift: Faith and optimism





Ruler

- ▶ Defining Characteristics
 - ▶ Desire: Control
 - ▶ Goal: Create a successful, prosperous family, company or community
 - ▶ Fear: Chaos, being overthrown
 - ▶ Strategy: Exert leadership
 - ▶ Trap: Being bossy, authoritative
 - ▶ Gift: Responsibility, leadership



None of these
women are
hair models.
After all, neither
are you.

Dove believes all women have beautiful hair when it's deeply cared for. No matter what length, style, cut, color or texture, you can discover the beauty in your own hair with the deep care in Dove Shampoos and Conditioners. Learn more at www.campaignforrealbeauty.com



Sage

- ▶ Defining Characteristics
 - ▶ Desire: Discovery of truth
 - ▶ Goal: To use intelligence and analysis to understand the world
 - ▶ Fear: Being duped, misled – ignorance
 - ▶ Strategy: Seek out information and knowledge, become self-reflective, understand thinking processes
 - ▶ Trap: Can study issues forever and never act
 - ▶ Gift: Wisdom, intelligence



Magician

- ▶ Defining Characteristics
 - ▶ Desire: Knowledge of fundamental laws of how the world and universe work
 - ▶ Goal: Make dreams come true
 - ▶ Fear: Unanticipated negative consequences
 - ▶ Strategy: Develop vision and live it
 - ▶ Trap: Becoming manipulative
 - ▶ Gift: Finding win-win outcomes



Hero

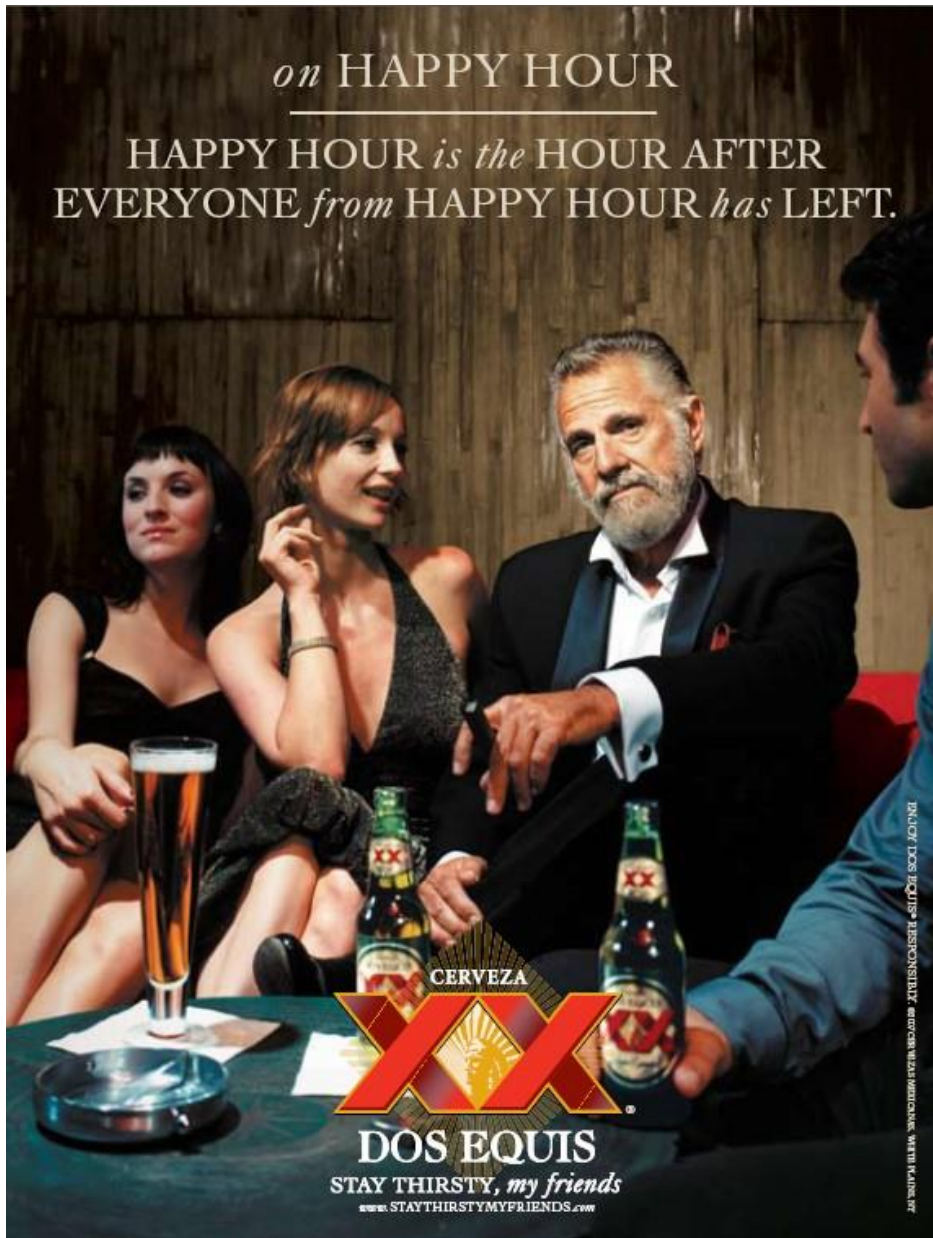
- ▶ Defining Characteristics
 - ▶ Desire: Prove one's worth through courageous and difficult action
 - ▶ Goal: Exert mastery in a way that improves the world
 - ▶ Fear: Weakness, vulnerability, "wimping out"
 - ▶ Strategy: Become as strong, competent and powerful as one is capable of being
 - ▶ Trap: Arrogance, developing a need for there to always be an enemy
 - ▶ Gift: Competence and courage

Creator



▶ Defining Characteristics

- ▶ Desire: Create something of enduring value
- ▶ Goal: Give form to a vision
- ▶ Fear: Having mediocre vision or expression
- ▶ Strategy: Develop artistic control and skill
- ▶ Trap: Perfectionism, miscreation
- ▶ Gift: Creativity and imagination



Explorer

- ▶ Defining Characteristics
 - ▶ Desire: Freedom to find out who one is through exploring the world
 - ▶ Goal: To experience a better, more authentic, more fulfilling life
 - ▶ Fear: Getting trapped, conforming, inner emptiness, nonbeing
 - ▶ Strategy: Journey, seek out and experience new things, escape from entrapment and boredom
 - ▶ Trap: Aimless wandering, becoming a misfit
 - ▶ Gift: Autonomy, ambition, ability to be true to one's own soul

Survey Questions.

Introduction

- ▶ In what province or territory do you live?
 - ▶ British Columbia – **Terminate**
 - ▶ Alberta – **Terminate**
 - ▶ Saskatchewan – **Terminate**
 - ▶ Manitoba – **Terminate**
 - ▶ Ontario
 - ▶ Quebec – **Terminate**
 - ▶ New Brunswick – **Terminate**
 - ▶ Nova Scotia – **Terminate**
 - ▶ Prince Edward Island – **Terminate**
 - ▶ Newfoundland – **Terminate**
 - ▶ Northwest Territories – **Terminate**
 - ▶ Nunavut – **Terminate**
 - ▶ Yukon – **Terminate**
 - ▶ I live somewhere else – **Terminate**
- ▶ Which of the following major cities do you live closest to?
 - ▶ Brampton – **Terminate**
 - ▶ City of Toronto (including Etobicoke, Scarborough and North York)
 - ▶ Hamilton – **Terminate**
 - ▶ Kitchener/Waterloo – **Terminate**
 - ▶ London – **Terminate**
 - ▶ Markham– **Terminate**
 - ▶ Mississauga – **Terminate**
 - ▶ Ottawa – **Terminate**
 - ▶ Vaughan – **Terminate**
 - ▶ Windsor– **Terminate**

Introduction

- ▶ Where do you live?
 - ▶ Etobicoke
 - ▶ North York
 - ▶ Toronto
 - ▶ Scarborough
- ▶ Are you...?
 - ▶ Male
 - ▶ Female
- ▶ How old are you?
 - ▶ Drop down list from "Under 16, 17, 18, 19...100+" **Terminate if not aged 18+**
- ▶ Are you eligible to vote in the upcoming Toronto municipal election on October 27th?
 - ▶ Yes
 - ▶ No - **Terminate**
 - ▶ I don't know - **Terminate**
- ▶ As you may know, there is a municipal election in Toronto on October 27th. How likely are you to vote in this election?
 - ▶ I definitely will vote
 - ▶ I might or might not vote
 - ▶ I definitely will not vote – **Terminate**

Archetypes

- ▶ We want you to think about the characteristics that might describe some of Toronto's mayoral candidates.
- ▶ For each mayoral candidate (including Rob Ford), you will be shown four screens to begin, each with a list of personality characteristics. On each screen, you will be asked which characteristic describes the candidate the **most** and which describes them the **least**.
- ▶ After being shown the first four screens for one candidate, you will be shown another four screens with new characteristics and will be asked to repeat the exercise. **In total, you will see 8 screens for each candidate.**
- ▶ **While you may see the same characteristics on multiple screens, please treat each set of characteristics as a new question and don't think of the answers that you gave on the previous screens.**
- ▶ ***RANDOMIZE ORDER OF CANDIDATES. KEEP THE TWO QUESTIONS FOR EACH CANDIDATE TOGETHER.***

Archetypes – Doug Ford

- ▶ Think for a moment about **Doug Ford**. Which of these characteristics describes **Doug Ford** the most and which describes **Doug Ford** the least?

Adventurous	Comforting
Friendly	Creative
Funny	Smart
Caring	Competitive
Charismatic	Visionary
Rebel	Leader

- ▶ Still think about **Doug Ford** and the characteristics that could describe him. Here is a different set of characteristics. Which of these characteristics describes **Doug Ford** the most and which describes **Doug Ford** the least?

Odd	Boring
Follower	Self-centered
Lazy	Indecisive
Passive	Aggressive
Insecure	Manipulative
Destructive	Controlling

Archetypes – John Tory

- ▶ Think for a moment about **John Tory**. Which of these characteristics describes **John Tory** the most and which describes **John Tory** the least?

Adventurous	Comforting
Friendly	Creative
Funny	Smart
Caring	Competitive
Charismatic	Visionary
Rebel	Leader

- ▶ Still think about **John Tory** and the characteristics that could describe him. Here is a different set of characteristics. Which of these characteristics describes **John Tory** the most and which describes **John Tory** the least?

Odd	Boring
Follower	Self-centered
Lazy	Indecisive
Passive	Aggressive
Insecure	Manipulative
Destructive	Controlling

Archetypes – Olivia Chow

- ▶ Think for a moment about **Olivia Chow**. Which of these characteristics describes **Olivia Chow** the most and which describes **Olivia Chow** the least?

Adventurous	Comforting
Friendly	Creative
Funny	Smart
Caring	Competitive
Charismatic	Visionary
Rebel	Leader

- ▶ Still think about **Olivia Chow** and the characteristics that could describe him. Here is a different set of characteristics. Which of these characteristics describes **Olivia Chow** the most and which describes **Olivia Chow** the least?

Odd	Boring
Follower	Self-centered
Lazy	Indecisive
Passive	Aggressive
Insecure	Manipulative
Destructive	Controlling

Archetypes – Rob Ford

- ▶ Think for a moment about **Rob Ford**. Which of these characteristics describes **Rob Ford** the most and which describes **Rob Ford** the least?

Adventurous	Comforting
Friendly	Creative
Funny	Smart
Caring	Competitive
Charismatic	Visionary
Rebel	Leader

- ▶ Still think about **Rob Ford** and the characteristics that could describe him. Here is a different set of characteristics. Which of these characteristics describes **Rob Ford** the most and which describes **Rob Ford** the least?

Odd	Boring
Follower	Self-centered
Lazy	Indecisive
Passive	Aggressive
Insecure	Manipulative
Destructive	Controlling

Demographics

- ▶ What is your marital status?
 - ▶ Single
 - ▶ Married / Common-law
 - ▶ Separated / Divorced / Widowed
 - ▶ Rather not say
- ▶ What is the highest level of education you have completed?
 - ▶ Grade school
 - ▶ Some high school
 - ▶ Graduated high school
 - ▶ Some college / university
 - ▶ Graduated college / university
 - ▶ Post-graduate degree
 - ▶ Rather not say
- ▶ Which of the following best describes your current employment status?
 - ▶ Work full-time
 - ▶ Work part-time
 - ▶ Student
 - ▶ Homemaker
 - ▶ Retired
 - ▶ Unemployed
 - ▶ Rather not say
- ▶ What was your total household income in 2013, before taxes?
 - ▶ Under \$25,000
 - ▶ \$25,000 to \$39,999
 - ▶ \$40,000 to \$59,999
 - ▶ \$60,000 to \$79,999
 - ▶ \$80,000 to \$99,999
 - ▶ \$100,000 to \$124,999
 - ▶ \$125,000 to \$149,999
 - ▶ \$150,000 to \$174,999
 - ▶ \$175,000 or more
 - ▶ Rather not say
 - ▶ Don't know

Thanks!



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