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09 - Furs & Philanthropy

Upscale, middle-aged and older families

Population	166,706 (0.47% of Canada)
Households	59,628 (0.42% of Canada)
Average Household Income	\$123,916
Housing Tenure	Homeowners
Education	University
Occupation	White Collar
Ethnic Presence	High
Sample Social Value	Religiosity

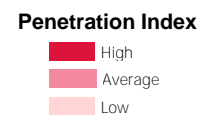
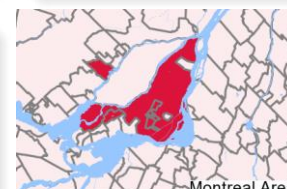
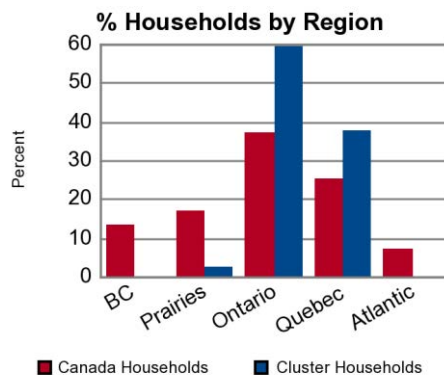


Educated, upscale and nearly half Jewish, Furs & Philanthropy consists of larger families and empty nests concentrated in a few big-city neighbourhoods like the Bathurst Street section of Toronto and C tes-des-Neiges in Montreal. Many of these growing areas contain first- and second-generation Canadian Jews in addition to recent Russian  migr s. Residents tend to have late teens and older children, own elegant houses or condos and work as white-collar professionals and corporate executives. Maintaining active social lives, they go to the ballet, frequent art galleries, attend ski shows and exercise at health clubs. These urban sophisticates are both well-travelled—they frequently fly to Israel, Europe and Florida—and eclectic in their philanthropy. They donate to a wide range of medical, cultural and religious groups, reinforcing the value they place in being members of a global community.

In Furs & Philanthropy, educated and well-off residents enjoy a leisure-intensive lifestyle. Middle-aged and older, they have high rates for going to the theatre, attending tennis matches, taking fitness classes and getting away to their cottages. They have a fondness for mainstream media and read a variety of magazines and newspapers, turning first to the sections covering international news, entertainment and business. Even though many cluster households have only one wage earner, their high household income allows these families to invest heavily in bonds and GICs. With a passion for travel, Furs & Philanthropy residents are both worldly and rooted in their communities.

Where They Live

Hampstead (QC), C te-Saint-Luc (QC), Vaughan (ON), Dollard-des-Ormeaux (QC), Toronto (ON), Markham (ON), Boisbriand (QC)



How They Think

Members of Furs & Philanthropy, in their upscale neighbourhoods with older households, tend to lean toward more traditional values. This is evident in their strong belief in *Traditional Family*, defining a “family” as a man and a woman, married with children. But this traditionalism doesn’t necessarily extend to their relationships inside the family, where they see children as deserving equal time and attention compared to adults (*Equal Relationship with Youth*). *Religiosity* plays an important role in their lives, as they place great significance on having an affiliation with an organized religious faith. This group can be impulsive which, when combined with their high *Joy of Consumption*, makes them good candidates for impulse shopping. Furs & Philanthropy members also consider themselves to be citizens of the world, with less affinity to their community or country. *Personal Control* is important to them, as they want to be in charge of the direction of their future, and their *Fear of Violence* further reinforces their desire for control in an ever-more threatening world.

Who They Are

<u>Population</u>	<u>Cluster %</u>	<u>Index Canada</u>	<u>Households</u>	<u>Cluster %</u>	<u>Index Canada</u>
Age			Maintainer Age		
<5	5.84	106	<25	1.66	50
5-14	11.96	111	25-34	10.55	68
15-24	14.26	109	35-44	16.11	89
25-44	23.42	86	45-54	19.75	92
45-64	26.48	94	55-64	20.71	110
65-74	8.70	103	65-74	13.73	109
75-84	5.74	121	75+	17.50	174
85+	3.59	179	Size		
Mother Tongue			1 Person	24.32	89
English	51.17	90	2 People	29.36	86
French	9.27	44	3 People	15.50	99
Non-Official	36.57	183	4+ People	30.82	134
Immigration			Family Status		
Immigrant	42.90	199	Non-Family	28.68	87
Arrived <1961	17.27	135	Couples w/ kids	52.44	118
1961-1970	12.25	107	Couples, no kids	34.38	88
1971-1980	16.16	111	Lone parent	13.17	80
1981-1990	17.40	107	Age of Children		
1991-1995	11.06	83	<5	17.43	94
1996-2000	10.62	78	5-9	17.87	98
2001-2006	15.24	85	10-14	17.80	98
Visible Minority			15-19	19.27	102
Yes	20.82	104	20-24	14.69	113
Adult Population	Cluster %	Index Canada	25+	12.94	97
Marital Status			Dwellings	Cluster %	Index Canada
Single	27.86	99	Tenure		
Married or Common-Law	57.86	101	Owned	69.77	101
Wid/Div/Sep	14.27	99	Rented	30.23	100
Mode of Transport			Band Housing	0.00	0
Car	75.72	94	Period of Construction		
Public Transit	18.10	168	<1946	6.42	60
Class of Worker			1946-1960	21.16	168
Employed	78.03	90	1961-1970	13.22	110
Self-Employed	20.08	173	1971-1980	12.57	73
Unpaid	0.31	105	1981-1990	22.41	152
Occupation			1991-1995	5.46	85
Primary	0.22	5	1996-2000	4.06	69
Blue Collar	14.54	62	2001-2006	3.87	51
Service Sector	35.27	90	2007-2011	7.91	85
White Collar	46.57	149	>2011	2.94	87
Education			Type		
No cert/dipl/deg	14.11	64	Single	42.79	78
High school cert	21.40	87	Semi	5.22	107
Trade	4.81	47	Row	5.24	88
College	11.77	71	Duplex	5.82	111
Some university	6.97	143	Low-rise	11.98	68
University degree	40.93	189	High-rise	28.86	302
			Mobile	0.02	1
			Dwelling Value		
			Index		183

How They Live

Leisure

film festivals
baseball
jogging
travel to Florida

Shopping

books
fruit and vegetable stores
Harry Rosen
Danier Leather

Traditional Media

National Post
Starweek
CP24

classical radio

New Media

post photos
FourSquare
polls/surveys/votes
comparison shopping sites

Food/Drink

lamb
seasonings and spices
peanuts and nuts
scotch whiskey

Financial

GICs
bonds
student loans
donations to educational groups

Automotive

compact premium cars
over \$50,000 on latest vehicle
Nissan
Mercedes-Benz

Attitudes

"My friends' opinions are an important source of information for me"
"I feel guilty when I eat 'junk food'"
"I consider myself to be sophisticated"
"I am comfortable sharing personal information with retail companies"