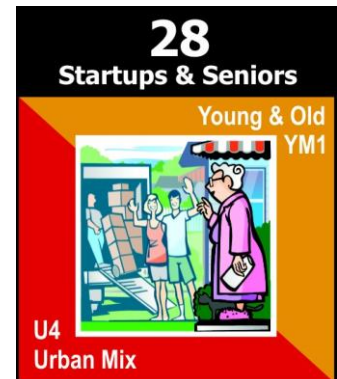


U4

28 - Startups & Seniors

Midscale mix of young and mature singles and couples

Population	523,926 (1.48% of Canada)
Households	233,754 (1.65% of Canada)
Average Household Income	\$82,973
Housing Tenure	Homeowners & Renters
Education	University/College/High School
Occupation	Service Sector & White Collar
Ethnic Presence	Low
Sample Social Value	Flexible Families

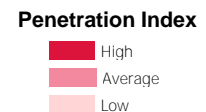
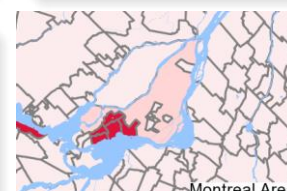
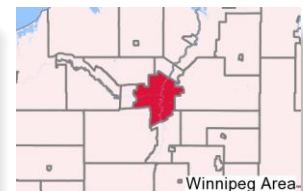
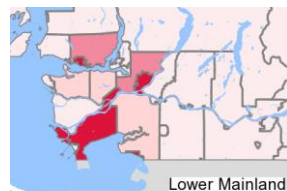
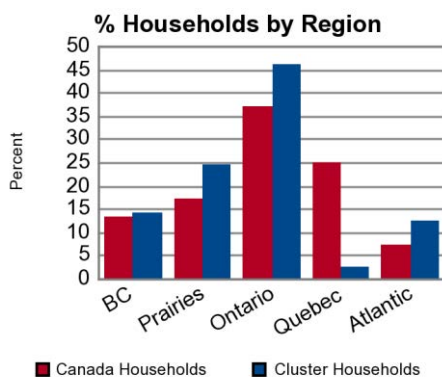


Startups & Seniors is a prime example of two lifestyles thriving side by side: a mix of very young and old households, singles and widowers, newly married couples and empty-nesting retirees. Found in older city and suburban neighbourhoods filled with duplexes and low-rise apartments, this bi-modal population has a split marketplace personality. Startups & Seniors households have high rates for going to bars, rock concerts and job fairs as well as enjoying gardening, retirement magazines and crafts projects. But residents share relatively high educational levels—about half have gone to college or a university—which result in average incomes, a fondness for the arts and a healthy skepticism towards leaders of government or culture. They show little interest in keeping up with fashion trends and wish society would reduce its preoccupation with money.

Unlike other lifestyles with high proportions of young people, Startups & Seniors scores relatively low for many aerobic sports, perhaps because a large portion of its population is elderly. However, cluster residents do enjoy being spectators at baseball, football, basketball and horse racing events. And they're particularly fond of attending a number of shows and exhibitions—whether for boats, cottages or gardening. The generation gap notwithstanding, Startups & Seniors residents enjoy a variety of media. They read national newspapers, subscribe to news and sports magazines and go online to visit sports and newspaper sites. However, this is probably the only lifestyle in Canada where residents have high rates for listening to both alternative rock and golden oldies radio stations.

Where They Live

Saanich (BC), Victoria (BC), St. John's (NL), Dorval (QC), Esquimault (BC), Guelph (ON), Newmarket (ON), Aurora (ON), Halton Hills (ON), Fredericton (NB), St. Catharines (ON), Charlottetown (PE), Lethbridge (AB)



How They Think

The members of Startups & Seniors are introspective and empathic, and they tend to question the status quo (scoring high for *Introspection and Empathy*). They are non-judgmental about those who deviate from the norm, as demonstrated by their acceptance of non-traditional definitions of family (*Flexible Families*), including common law and same-sex marriages. Startups & Seniors members display strong *Emotional Control* and rely on logic and reason when making difficult decisions. As consumers they find it difficult to trust big business or most advertising (*Skepticism Towards Advertising*). They tend to be frugal and often deny themselves luxuries as they prepare for the next phase of their lives (*Saving on Principle*), whether that involves buying a first home or retiring from a long career. Disinterested in most consumer trends, members of this group typically turn their attention instead to ecological matters. They believe that Canada should play a more active role to strengthen environmental protections both nationally and globally (*Environmental Concern*).

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	4.83	88	<25	4.67	142
5-14	8.79	82	25-34	17.68	113
15-24	12.95	99	35-44	17.56	97
25-44	29.82	109	45-54	20.51	95
45-64	28.06	99	55-64	17.54	93
65-74	8.02	95	65-74	11.27	89
75-84	5.04	107	75+	10.78	107
85+	2.50	124	Size		
Mother Tongue			1 Person	33.56	123
English	80.33	141	2 People	35.28	104
French	3.38	16	3 People	14.78	94
Non-Official	14.77	74	4+ People	16.37	71
Immigration			Family Status		
Immigrant	17.05	79	Non-Family	41.59	126
Arrived <1961	22.30	174	Couples w/ kids	39.27	89
1961-1970	17.30	151	Couples, no kids	41.03	105
1971-1980	16.12	110	Lone parent	19.70	120
1981-1990	14.42	89	Age of Children		
1991-1995	8.80	66	<5	18.67	100
1996-2000	8.68	64	5-9	17.33	95
2001-2006	12.39	69	10-14	16.60	92
Visible Minority			15-19	18.03	96
Yes	12.14	61	20-24	12.97	100
Adult Population	Cluster %	Index Canada	25+	16.40	124
Marital Status			Dwellings	Cluster %	Index Canada
Single	31.11	110	Tenure		
Married or Common-Law	51.45	90	Owned	63.76	92
Wid/Div/Sep	17.44	121	Rented	36.22	120
Mode of Transport			Band Housing	0.02	4
Car	76.42	95	Period of Construction		
Public Transit	10.83	100	<1946	23.38	217
Class of Worker			1946-1960	26.50	211
Employed	88.07	102	1961-1970	12.32	103
Self-Employed	10.68	92	1971-1980	11.52	67
Unpaid	0.15	50	1981-1990	7.83	53
Occupation			1991-1995	3.30	52
Primary	1.82	41	1996-2000	3.10	53
Blue Collar	20.01	85	2001-2006	4.06	53
Service Sector	40.12	102	2007-2011	5.20	56
White Collar	34.87	112	>2011	2.78	83
Education			Type		
No cert/dipl/deg	17.49	79	Single	50.63	92
High school cert	25.31	103	Semi	5.19	107
Trade	8.42	82	Row	5.42	91
College	17.24	104	Duplex	11.14	213
Some university	4.46	91	Low-rise	22.14	126
University degree	27.08	125	High-rise	4.95	52
			Mobile	0.26	19
			Dwelling Value		
			Index		104

How They Live

Leisure

movies
craft shows
football
travel to Cuba

Shopping

patio furniture
books
home improvement stores
Mark's Work Wearhouse

Traditional Media

Toronto Star
The Hockey News Magazine
"Medium"
classic hits radio

New Media

visit sports sites
read blog posts daily
listen to podcasts
purchase health and pharmacy products online

Food/Drink

vegetarian products
organic foods
gin
Alexander Keith's Pale Ale

Financial

home equity line of credit
GICs
group life insurance
senior banking services

Automotive

midsize cars
over \$40,000 on latest vehicle
minivan
Ford

Attitudes

"I prefer to buy organic products"
"Material possessions are not really that important to me"
"I am very supportive of alternate lifestyles"
"I tend to ignore marketing and advertisements when I'm in a social media environment"