

T1

39 - Ontario Originals

Older, lower-middle-class couples and families

Population	466,680 (1.32% of Canada)
Households	192,465 (1.36% of Canada)
Average Household Income	\$74,908
Housing Tenure	Homeowners
Education	Grade 9/High School/College
Occupation	Blue Collar & Service Sector
Ethnic Presence	Low
Sample Social Value	Pursuit of Intensity

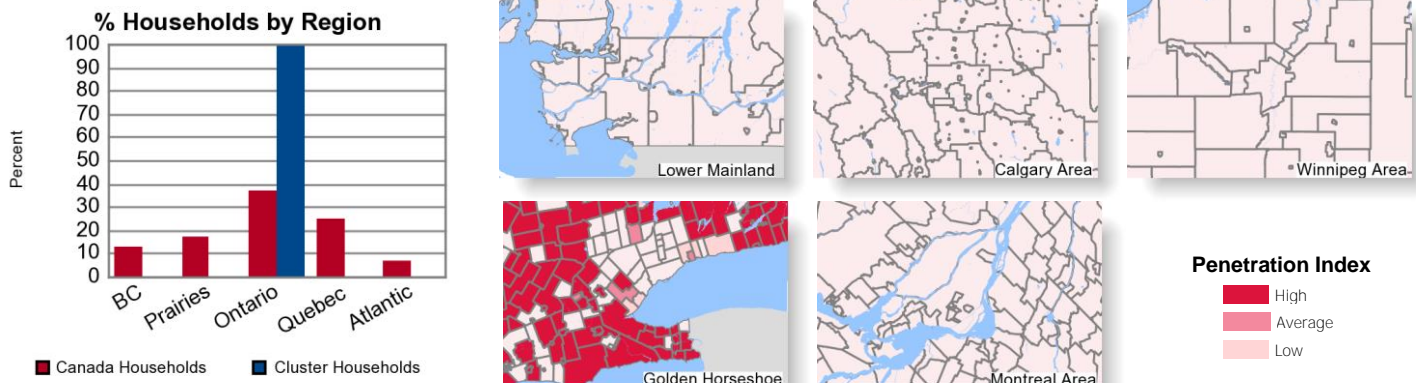


Concentrated in Canada's most populous province, Ontario Originals is a collection of older couples and families aging gracefully in small towns and mid-sized cities. Many of these empty-nesting households come from humble origins, and more than half never went beyond high school. But well-paying jobs and pensions in blue-collar and service professions provide them with comfortable lifestyles, and they spend their leisure time boating, swimming, gardening and going to casinos, horse races and baseball games. They have the disposable income to fill their backyards with a pool, hot tub and patio furniture. With their conservative views, these older Canadians tend to watch news and nature shows, listen to country and oldies radio stations, and express patriotic sentiments.

The aging members of Ontario Originals find ways to cope with an uncertain future. To preserve their finances—and their lower-middle-class incomes—they travel infrequently, sticking to RV trips or short flights to eastern Canadian or U.S. destinations. These money-conscious consumers use coupons, eat at drive-ins rather than fancy restaurants and patronize discount retailers. Since many have remained in place, aging in their pre-1960 homes, they also devote a lot of time to home improvement projects. But Ontario Originals residents also like to protect the lifestyle of their communities and are involved in public activities and working for political parties. Their roots run too deep for them to ignore changes in their local landscape.

Where They Live

Tay (ON), Port Colborne (ON), Fort Erie (ON), Thorold (ON), Georgina (ON), Norfolk County (ON), Welland (ON), Quinte West (ON), Innisfil (ON), Woodstock (ON), Niagara Falls (ON), St. Thomas (ON)



How They Think

Ontario Originals prefer to use the *Intuition and Impulse* gained from their experiences to guide their decisions (*Pursuit of Intensity*). Many feel unconcerned by forces outside of their control and prefer not to set a clear direction in life (*Fatalism* and *Anomie & Aimlessness*). Residents of this cluster hold low scores for *Joy of Consumption* and *Need for Status Recognition* as they tend to be cautious when spending their money while making the transition into their retirement (low on *Financial Security*). Residing in small towns, Ontario Originals feel a sense of *National Pride* and are inclined to create a steady, simple lifestyle for themselves, shying away from large events and busy spaces (low on *Attraction to Crowds*). These mature couples and families may believe that authority figures should be granted deference (*Obedience to Authority*) and that this hierarchy should be upheld when dealing with younger people (Low on *Equal Relationship with Youth*).

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	4.73	86	<25	1.81	55
5-14	9.88	92	25-34	12.37	79
15-24	12.11	93	35-44	15.08	83
25-44	23.40	86	45-54	21.03	98
45-64	29.88	106	55-64	19.63	105
65-74	10.35	122	65-74	14.93	118
75-84	6.80	144	75+	15.15	151
85+	2.85	142	Size		
Mother Tongue			1 Person	25.53	94
English	88.30	155	2 People	38.70	114
French	2.39	11	3 People	15.59	99
Non-Official	8.52	43	4+ People	20.17	88
Immigration			Family Status		
Immigrant	12.16	56	Non-Family	29.78	90
Arrived <1961	40.27	315	Couples w/ kids	39.65	90
1961-1970	19.98	174	Couples, no kids	44.59	114
1971-1980	13.34	91	Lone parent	15.75	96
1981-1990	10.41	64	Age of Children		
1991-1995	5.53	42	<5	16.83	90
1996-2000	5.29	39	5-9	17.12	94
2001-2006	5.19	29	10-14	17.99	99
Visible Minority			15-19	19.56	104
Yes	4.32	22	20-24	13.64	105
Adult Population	Cluster %	Index Canada	25+	14.86	112
Marital Status			Dwellings	Cluster %	Index Canada
Single	23.15	82	Tenure		
Married or Common-Law	59.74	104	Owned	84.93	123
Wid/Div/Sep	17.11	119	Rented	15.07	50
Mode of Transport			Band Housing	0.00	0
Car	90.06	111	Period of Construction		
Public Transit	2.06	19	<1946	20.09	187
Class of Worker			1946-1960	27.20	216
Employed	88.61	103	1961-1970	14.13	118
Self-Employed	9.83	85	1971-1980	12.20	71
Unpaid	0.25	85	1981-1990	8.83	60
Occupation			1991-1995	3.90	61
Primary	2.60	59	1996-2000	3.31	56
Blue Collar	30.90	132	2001-2006	3.62	47
Service Sector	37.65	96	2007-2011	4.82	52
White Collar	25.40	81	>2011	1.89	56
Education			Type		
No cert/dipl/deg	26.45	119	Single	84.09	152
High school cert	29.49	120	Semi	3.20	66
Trade	10.75	105	Row	2.64	44
College	20.09	122	Duplex	2.49	48
Some university	2.51	51	Low-rise	6.17	35
University degree	10.71	50	High-rise	0.80	8
			Mobile	0.34	25
			Dwelling Value		
			Index		73

How They Live

Leisure

country music concerts
auto races
swimming
cruises

Shopping

patio furniture
department stores
Old Navy
Cotton Ginny

Traditional Media

Toronto Star
Ontario OUT OF DOORS
"Dr. Phil"
golden oldies radio

New Media

real estate websites
Facebook
online chats
online banking

Food/Drink

canned pasta
popcorn
bottled water
light beer

Financial

personal line of credit
senior banking services
personal overdraft protection
donations to Cancer Society

Automotive

minivans
large conventional cars
Ford
Buick

Attitudes

"Material possessions are not really that important to me"
"Free-trial/product samples can influence my purchase decisions"
"I look at specials in flyers/newspaper inserts to plan a shopping list"
"I am in favour of capital punishment"