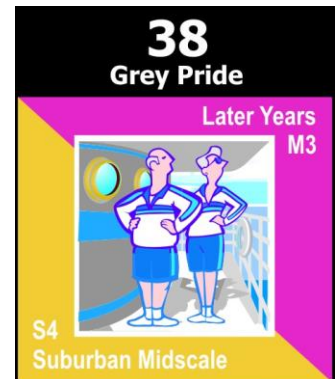


## S4

## 38 - Grey Pride

## Lower-middle-class, suburban apartment-dwelling seniors

<b>Population</b>	<b>640,922 (1.81% of Canada)</b>
<b>Households</b>	<b>322,996 (2.29% of Canada)</b>
<b>Average Household Income</b>	<b>\$68,024</b>
<b>Housing Tenure</b>	<b>Homeowners &amp; Renters</b>
<b>Education</b>	<b>Mixed</b>
<b>Occupation</b>	<b>Service Sector &amp; White Collar</b>
<b>Ethnic Presence</b>	<b>Medium</b>
<b>Sample Social Value</b>	<b>Primacy of the Family</b>

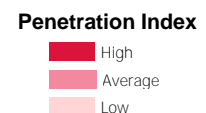
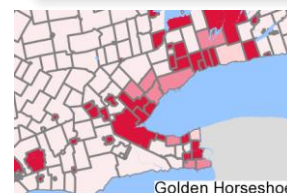
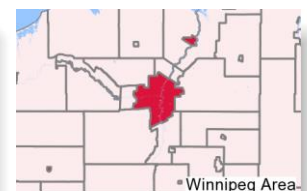
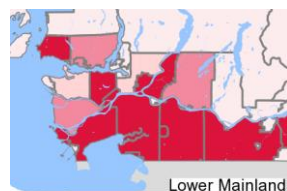
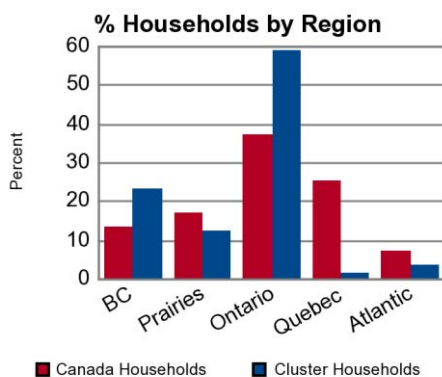


One of the oldest lifestyle types in Canada, Grey Pride is filled with over-60 singles, couples, widows and widowers living in urban- and suburban-fringe apartments. Getting by on comfortable fixed incomes, these residents maintain a relaxed lifestyle, cooking and doing crafts at home, and socializing with friends at the community theatre, ballet, racetrack or art gallery. The chief entertainment for many is television—many own home theatre systems—and residents are big fans of talk shows, news, hockey matches and figure skating. Concerned about their advancing years—one in four are over 75—this cluster's residents score high for buying prescription drugs, having a will and protecting the environment for future generations. Frequent donors to alumni and political groups, they worry that humankind is heading toward major upheavals and they look to these organizations for leadership in a changing world.

Widely scattered around smaller cities throughout Canada, Grey Pride residents have average educations and typically live in condos and apartment complexes built in the 1970s and 1980s. Those who are still working have white-collar and service jobs. Those who have retired, however, are by no means confined to their rocking chairs. Grey Pride residents travel often, taking cruises, bus tours and rental cars on trips to the U.K., Alaska and the southern U.S. They also make a strong market for a variety of exhibitions, including those devoted to boats, RVs, travel and health. Although Grey Pride residents tend to be fans of traditional media—they like to read *The Globe and Mail* and the *National Post*—they're increasingly enthusiastic about the Internet. These households score high for reading online newspapers, listening to online radio stations and making online donations.

## Where They Live

Parksville (BC), White Rock (BC), West Vancouver (BC), Pointe-Claire (QC), Penticton (BC), Burlington (ON), New Westminster (BC), Cobourg (ON), Waterloo (ON), Kelowna (BC), Guelph (ON), Oakville (ON), Woodstock (ON)



## How They Think

With the perspective of mature couples in prime retirement phase, the Grey Pride cluster tends to play by the rules; many feel that their *Duty* to others should be fulfilled and that younger people in particular should have an *Obedience to Authority*. The mature suburbanites who fall into this cluster believe in *Primacy of the Family* as the central focus of their lives and are more likely to believe that society should also accept non-traditional definitions of family (*Flexible Families*). With above-average scores on *National Pride*, this cluster defines their identity through their pride as Canadians rather than with their local communities or provinces (low on *Parochialism*) and tends to feel that the government can effectively improve quality of life (*Active Government*). Their high scores on *Confidence in Advertising* indicate that they are inclined to identify with peers they see in advertising, but they're often disinterested in the prospect of going shopping (low on *Joy of Consumption*).

## Who They Are

<u>Population</u>	<u>Cluster %</u>	<u>Index Canada</u>	<u>Households</u>	<u>Cluster %</u>	<u>Index Canada</u>
<b>Age</b>			<b>Maintainer Age</b>		
<5	3.55	64	<25	3.15	96
5-14	6.37	59	25-34	12.86	82
15-24	9.53	73	35-44	12.26	68
25-44	23.33	86	45-54	14.97	69
45-64	25.36	90	55-64	16.15	86
65-74	12.17	144	65-74	15.61	124
75-84	11.84	250	75+	25.00	249
85+	7.84	390	<b>Size</b>		
<b>Mother Tongue</b>			1 Person	46.48	170
English	74.05	130	2 People	34.29	101
French	3.59	17	3 People	9.66	61
Non-Official	20.66	103	4+ People	9.57	42
<b>Immigration</b>			<b>Family Status</b>		
Immigrant	25.22	117	Non-Family	51.48	156
Arrived <1961	29.37	230	Couples w/ kids	30.28	68
1961-1970	14.61	127	Couples, no kids	50.44	129
1971-1980	12.55	86	Lone parent	19.28	117
1981-1990	11.38	70	<b>Age of Children</b>		
1991-1995	8.42	63	<5	18.30	98
1996-2000	10.00	73	5-9	16.71	92
2001-2006	13.68	76	10-14	15.92	88
<b>Visible Minority</b>			15-19	17.65	94
Yes	15.85	79	20-24	13.32	103
<b>Adult Population</b>	<b>Cluster %</b>	<b>Index Canada</b>	25+	18.09	136
<b>Marital Status</b>			<b>Dwellings</b>	<b>Cluster %</b>	<b>Index Canada</b>
Single	24.04	85	<b>Tenure</b>		
Married or Common-Law	47.49	83	Owned	52.33	76
Wid/Div/Sep	28.46	198	Rented	47.66	157
<b>Mode of Transport</b>			Band Housing	0.00	1
Car	77.01	95	<b>Period of Construction</b>		
Public Transit	11.64	108	<1946	5.82	54
<b>Class of Worker</b>			1946-1960	10.37	82
Employed	87.74	102	1961-1970	14.67	122
Self-Employed	10.53	91	1971-1980	20.44	119
Unpaid	0.19	63	1981-1990	18.89	128
<b>Occupation</b>			1991-1995	7.91	124
Primary	1.38	31	1996-2000	5.12	87
Blue Collar	20.93	89	2001-2006	5.42	71
Service Sector	39.83	102	2007-2011	7.43	80
White Collar	34.65	111	>2011	3.92	116
<b>Education</b>			<b>Type</b>		
No cert/dipl/deg	20.71	93	Single	20.59	37
High school cert	25.82	105	Semi	2.57	53
Trade	8.84	86	Row	7.75	130
College	17.24	104	Duplex	2.03	39
Some university	4.85	99	Low-rise	24.32	138
University degree	22.53	104	High-rise	42.16	441
			Mobile	0.42	31
			<b>Dwelling Value</b>		
			<b>Index</b>		98

## How They Live

### Leisure

ballets/operas/symphonies  
community theatres  
horse races  
fitness walking

### Shopping

blenders  
vacuum cleaners  
gourmet food stores  
Guardian/IDA

### Traditional Media

*The Globe and Mail*  
*Chatelaine*  
W Network  
classical radio

### New Media

online auctions  
Twitter  
research real estate online  
investment sites

### Food/Drink

fresh pasta  
salsa  
rolled oats  
Canadian wine

### Financial

\$25,000-\$50,000 in securities and savings  
will/estate planning  
travel insurance  
donations to alumni groups

### Automotive

sedans  
midsize premium cars  
up to \$15,000 spent on recent vehicle  
Chrysler

### Attitudes

"I prefer to buy organic products"  
"I am more of a spender than a saver"  
"I am careful of what I eat in order to keep my weight under control"  
"Price is not the most important thing to me when buying food"