

S4

14 - Upward Bound

Upper-middle-class, middle-aged suburban families

Population	567,655 (1.61% of Canada)
Households	212,566 (1.5% of Canada)
Average Household Income	\$103,786
Housing Tenure	Homeowners
Education	Mixed
Occupation	Service Sector & White Collar
Ethnic Presence	Medium
Sample Social Value	Aversion to Complexity

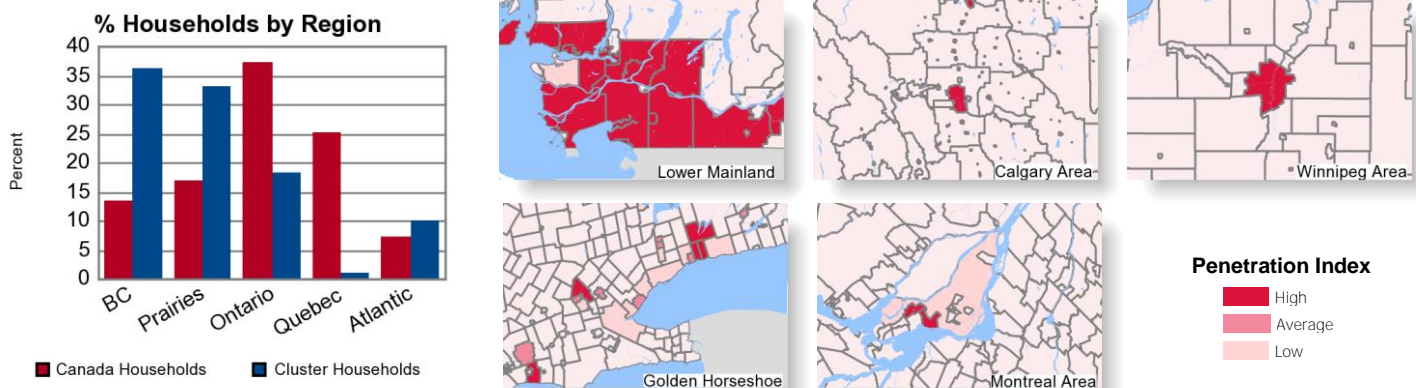


Upper-middle-class homeowners with older children—that's the brief on Upward Bound, an enviable lifestyle of large families and couples across Canada. With almost equal numbers of university and high school graduates, this cluster is home to white-collar and service workers in business, management and sales. These child-filled households like to spend their leisure time getting exercise; jogging, skiing, aerobics and playing baseball are all popular. The middle-aged adults enjoy going out to community theatres, casinos, sporting events and rock concerts. Their homes, most built between 1960 and 1990, are less decorator showcases than messy teenage hangouts filled with computers and high-tech electronics. Nevertheless, these parents would rather spend a quiet evening at home than go out to a party. In Upward Bound, residents like to control as much of their life as possible—even if it just means controlling their TV remotes.

Upward Bound is mostly known as a place of older neighbourhoods sprinkled with bungalows and back-splits, SUVs and sedans. The residents' media tastes lean towards electronic media—classic rock and country radio stations, as well as reality shows and sitcoms on television. Away from home, Upward Bound families like to go to home shows, casual dining restaurants, and Canadian parks for hiking and camping. In their child-centred world, it's no surprise that these consumers are likely to frequent zoos, play video games and have high rates for surfing the Internet to watch shows and download music.

Where They Live

Coquitlam (BC), North Vancouver (BC), Richmond (BC), Saanich (BC), White Rock (BC), Yellowknife (NT), Maple Ridge (BC), Canmore (AB), St. John's (NL), Brandon (MB)



How They Think

Upward Bound is a cluster living in the moment—and enjoying that moment immensely. Its members are committed to the idea that they can make important changes in their lives, embracing the value *Personal Control*. Undoubtedly this confidence in facing life's challenges accounts for much of this cluster's upward mobility and *Financial Security*. But these Canadians don't care about impressing others; they have little *Need for Status Recognition* and look to keep their life simple and predictable (*Aversion to Complexity*). They're above-average on *Community Involvement*, and are drawn to crowds as a way to connect with their neighbours (*Attraction to Crowds*). But their attitudes towards family are mixed, scoring high for both an old-fashioned view toward family roles (*Traditional Family*) and a willingness to accept non-traditional family definitions such as common law and same-sex marriages (*Flexible Families*). With their low scores for *Joy of Consumption* and *Confidence in Advertising*, they make a challenging audience for most marketers. Any campaign would need to recognize their tendency to make decisions based on analysis (*Introspection and Empathy*).

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	5.22	95	<25	2.63	80
5-14	10.70	99	25-34	14.45	93
15-24	14.05	108	35-44	18.73	103
25-44	27.25	100	45-54	23.27	108
45-64	29.17	103	55-64	19.98	106
65-74	7.88	93	65-74	11.92	95
75-84	4.11	87	75+	9.02	90
85+	1.63	81	Size		
Mother Tongue			1 Person	20.26	74
English	74.58	131	2 People	34.33	101
French	2.89	14	3 People	18.28	116
Non-Official	20.80	104	4+ People	27.14	118
Immigration			Family Status		
Immigrant	21.92	102	Non-Family	26.61	80
Arrived <1961	12.40	97	Couples w/ kids	46.72	106
1961-1970	12.09	105	Couples, no kids	38.55	98
1971-1980	16.55	113	Lone parent	14.73	89
1981-1990	15.59	96	Age of Children		
1991-1995	13.44	101	<5	17.10	92
1996-2000	15.08	110	5-9	17.22	95
2001-2006	14.85	83	10-14	17.84	99
Visible Minority			15-19	19.52	104
Yes	20.99	105	20-24	14.77	114
Adult Population	Cluster %	Index Canada	25+	13.54	102
Marital Status			Dwellings	Cluster %	Index Canada
Single	27.58	98	Tenure		
Married or			Owned	81.01	117
Common-Law	59.76	104	Rented	18.97	63
Wid/Div/Sep	12.66	88	Band Housing	0.01	3
Mode of Transport			Period of Construction		
Car	83.65	103	<1946	4.10	38
Public Transit	9.58	89	1946-1960	10.81	86
Class of Worker			1961-1970	13.08	109
Employed	87.46	101	1971-1980	21.90	127
Self-Employed	11.29	97	1981-1990	19.10	129
Unpaid	0.23	78	1991-1995	6.37	99
Occupation			1996-2000	5.18	88
Primary	2.69	60	2001-2006	7.47	98
Blue Collar	19.01	81	2007-2011	8.55	92
Service Sector	40.86	104	>2011	3.44	102
White Collar	34.80	112	Type		
Education			Single	65.09	118
No cert/dipl/deg	15.33	69	Semi	5.33	110
High school cert	25.91	105	Row	8.67	145
Trade	8.85	86	Duplex	9.12	174
College	17.63	107	Low-rise	10.08	57
Some university	5.55	114	High-rise	1.09	11
University degree	26.73	124	Mobile	0.45	33
			Dwelling Value		
			Index		132

How They Live

Leisure

home shows
casinos
aerobics
travel to western U.S.

Shopping

high-efficiency light bulbs
personal computers
The Bay
Costco

Traditional Media

Style at Home
Maclean's
"Global National News"
news/talk radio

New Media

group buy sites
Twitter
blogs
Facebook mobile

Food/Drink

beef
oatmeal
whole coffee beans
rum

Financial

\$500,000+ in securities and savings
Investment real estate
GICs
donations to religious groups

Automotive

SUVs
\$30,000-\$40,000 on latest vehicle
Toyota
Nissan

Attitudes

"Television is my primary source of entertainment"
"I am more of a spender than a saver"
"I buy products in bulk/large sizes to avoid over-packaging"
"Regular exercise is an important part of my life"