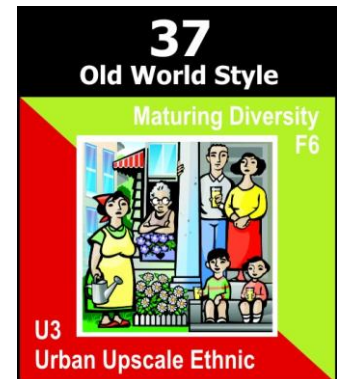


## U3

### 37 - Old World Style

#### Multi-ethnic, middle-aged urban families

<b>Population</b>	<b>329,872 (0.93% of Canada)</b>
<b>Households</b>	<b>122,679 (0.87% of Canada)</b>
<b>Average Household Income</b>	<b>\$72533.4,035</b>
<b>Housing Tenure</b>	<b>Homeowners &amp; Renters</b>
<b>Education</b>	<b>Grade 9/High School</b>
<b>Occupation</b>	<b>Mixed</b>
<b>Ethnic Presence</b>	<b>High</b>
<b>Sample Social Value</b>	<b>Spiritual Quest</b>



Concentrated in Toronto and Montreal, Old World Style is a portrait of diversity—a mix of ages, housing styles and, most important, ethnicities. A magnet for first-generation immigrants from Portugal, Italy, Asia and Latin America, the cluster's population includes owners and renters, household maintainers ranging from 35 to over 75 years old, and a housing stock that consists of both older apartments and semi-detached houses. More than half of the residents never went to college or university—including many who immigrated for work without a high school education—and their incomes are below average. Yet their lifestyles appear firmly middle class, and many spend their hard-earned money going to nightclubs, theme parks, operas and health shows. However, running beneath the comfortable surface of life in Old World Style is an undercurrent of financial uncertainty—a sense that things might be going too well to last.

Old World Style is mostly a family cluster though not in the traditional nuclear sense: more than a fifth of households feature single-parent families, and still others include multigenerational families. With such wide-ranging ages and ethnicities—more than half report a non-official mother tongue—media preferences are similarly eclectic, ranging from business and finance magazines and social media to *Canadian Health and Lifestyle* and the Showcase Channel. The commercial districts of Old World Style have to strive to keep up with constantly changing trends and community needs, offering shops that sell both children's toys and men's shoes, video equipment and vegetarian cuisine. But there's always one business that's guaranteed to thrive in Old World Style: travel agencies. Residents here frequently visit all-inclusive resorts and fly to Europe, the Caribbean and New York City.

### Where They Live

Toronto(ON), Montréal (QC), Brossard (QC), Laval (QC), Mississauga (ON), Longueuil (QC), Timmins (ON)



### How They Think

Old World Style residents tend to feel connected to their countries of origin and international affairs through their *Global Consciousness*. They express a fervent *Attraction to Crowds*, suggesting that community festivals are likely the highlights of their social calendars. These ethnic families place a heavier importance on using *Intuition and Impulse* to guide their decisions and consider their religious faith and spiritual values when making lifestyle choices (*Religiosity* and *Spiritual Quest*). Living in urban centres, residents in this cluster may feel threatened by the rapid pace of social and technological change taking place around them (high on *Aversion to Complexity* and *Technology Anxiety*, low on *Financial Security*). Many Old World Style members are interested in finding ways to gain the esteem of others or express their aspired social standing (*Need for Status Recognition*), possibly by seeking opportunities to express their *Personal Creativity* at work or through their leisure activities.

## 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	5.18	94	<25	2.46	75
5-14	9.65	90	25-34	15.02	96
15-24	13.09	100	35-44	19.21	106
25-44	30.35	111	45-54	21.74	101
45-64	26.47	94	55-64	17.61	94
65-74	7.98	94	65-74	12.32	98
75-84	5.37	113	75+	11.64	116
85+	1.90	95	<b>Size</b>		
<b>Mother Tongue</b>			1 Person	24.16	89
English	37.70	66	2 People	29.05	85
French	7.74	37	3 People	18.88	120
Non-Official	50.54	253	4+ People	27.91	121
<b>Immigration</b>			<b>Family Status</b>		
Immigrant	55.79	258	Non-Family	31.54	95
Arrived <1961	10.24	80	Couples w/ kids	43.81	99
1961-1970	13.93	121	Couples, no kids	33.87	86
1971-1980	16.33	112	Lone parent	22.32	135
1981-1990	20.02	123	<b>Age of Children</b>		
1991-1995	13.87	104	<5	16.94	91
1996-2000	11.75	86	5-9	15.70	86
2001-2006	13.86	77	10-14	15.82	87
<b>Visible Minority</b>			15-19	17.77	94
Yes	49.19	246	20-24	15.00	116
<b>Adult Population</b>	<b>Cluster %</b>	<b>Index Canada</b>	25+	18.77	141
<b>Marital Status</b>			<b>Dwellings</b>	<b>Cluster %</b>	<b>Index Canada</b>
Single	33.49	119	<b>Tenure</b>		
Married or Common-Law	50.97	89	Owned	62.02	90
Wid/Div/Sep	15.54	108	Rented	37.98	125
<b>Mode of Transport</b>			Band Housing	0.00	0
Car	60.85	75	<b>Period of Construction</b>		
Public Transit	32.43	301	<1946	17.89	166
<b>Class of Worker</b>			1946-1960	20.54	163
Employed	88.30	102	1961-1970	20.63	172
Self-Employed	8.99	77	1971-1980	16.32	95
Unpaid	0.17	57	1981-1990	8.47	57
<b>Occupation</b>			1991-1995	1.89	30
Primary	0.25	6	1996-2000	2.18	37
Blue Collar	27.40	117	2001-2006	2.98	39
Service Sector	39.83	102	2007-2011	6.69	72
White Collar	28.07	90	>2011	2.40	71
<b>Education</b>			<b>Type</b>		
No cert/dipl/deg	32.20	145	Single	19.45	35
High school cert	23.92	97	Semi	22.08	454
Trade	7.83	76	Row	6.71	112
College	12.93	78	Duplex	9.80	187
Some university	4.98	102	Low-rise	34.43	195
University degree	18.14	84	High-rise	7.19	75
			Mobile	0.02	1
			<b>Dwelling Value</b>		
			<b>Index</b>		120

## How They Live

### Leisure

classical music concerts  
basketball games  
theme parks  
aerobics

### Shopping

video cameras  
educational toys  
H&M  
Aritzia

### Traditional Media

financial section  
*Toronto Life*  
"Dancing with the Stars"  
ethnic radio

### New Media

post mobile photos on Facebook  
Foursquare  
location tracking  
contributed to blogs

### Food/Drink

vegetarian products  
tea  
toaster products  
European wine

### Financial

\$10,001-\$25,000 in Securities/Savings  
group life insurance  
financial planning services  
donations to Heart & Stroke Foundation

### Automotive

SUVs  
plan to spend \$10,000-\$15,000 on next vehicle  
BMW  
Honda

### Attitudes

"I do not manage my time very well"  
"I want to get to the very top in my career"  
"I like to try new and different products"  
"I like to consider homeopathic and herbal remedies"