

S4

24 - Nearly Empty Nests

Older suburban couples and families

Population	512,684 (1.45% of Canada)
Households	209,396 (1.48% of Canada)
Average Household Income	\$92,238
Housing Tenure	Homeowners
Education	High School/College/University
Occupation	Service Sector & White Collar
Ethnic Presence	Low
Sample Social Value	Personal Creativity

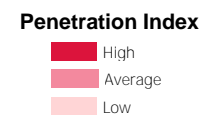
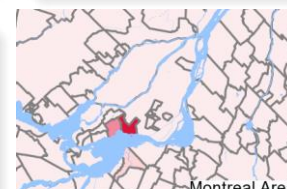
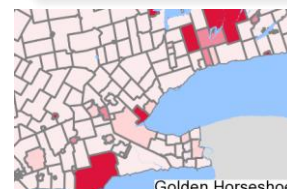
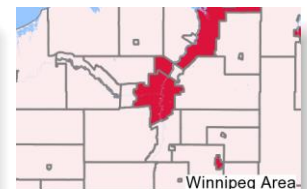
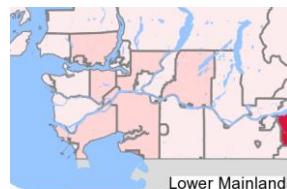
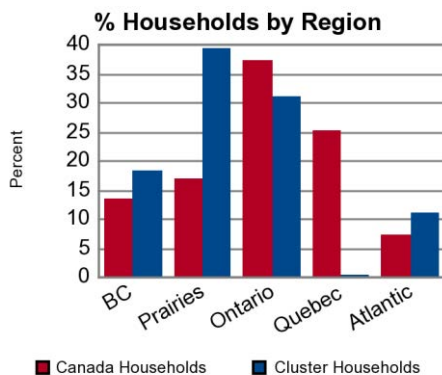


Nearly Empty Nests is a haven for married couples over 55 years old whose older children either still live at home or have already flown the coop. Concentrated in several dozen towns, small cities and second-tier metros of English Canada, these residents on the cusp of retirement have achieved midscale incomes from years of working at white-collar and service sector jobs. With discretionary cash from their emptying households, they engage in a wide range of leisure pursuits. They have high rates for going to casinos, dinner theatres and film festivals, and many are fond of attending expos for gardening, crafts, boats and pets. For exercise, they enjoy golf, baseball, curling, gardening and aerobics. They have enough money to travel across Europe, but they make sure their investments are sufficiently funded for the future. Many are price-sensitive consumers with a fondness for bulk food stores, loyalty programs and coupons.

The residents of Nearly Empty Nests have only average educations but they exhibit an undeniable intellectual curiosity. They like to go to college and university campuses, attend investment shows, read news magazines and subscribe to daily and national newspapers. They can afford to own investment real estate and buy an expensive new car—sedans, pickup trucks and minivans are popular—but they are hardly extravagant when it comes to their homes and entertainment. These residents have relatively few expensive electronics, cook most of their meals at home and consider it a treat to go to a seafood house or casual dining restaurant.

Where They Live

Lantzville (BC), Metchison (BC), West St. Paul (MB), Kentville (NS), Sidney (BC), Riverview (NB), Central Saanich (BC), Swift Current (SK), Pembroke (ON), Sault Ste. Marie (ON), Brockville (ON)



How They Think

Entering another chapter in their lives, Nearly Empty Nests members are looking to hone their *Personal Creativity* in their post-family, post-work lives. This is a group that desires to live more intensely and be guided more by their intuition than by logic or reason alone. In fact, with a high score on *Interest in the Unexplained*, these residents believe that not all things can be explained by science and there continues to be mystery in the world. But while they may be guided less by reason and more by feelings, they are neither impulsive nor spontaneous. Nearly Empty Nests members have *Confidence in Advertising* and *Confidence in Big Business*, trusting that ads provide them with reliable information, particularly if they come from big companies and popular brands. But these inclinations may be more of a default position since, with a very low score on *Joy of Consumption*, these residents would rather not put a lot of effort and thought into their shopping regimen.

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	4.47	81	<25	1.61	49
5-14	9.35	87	25-34	11.19	72
15-24	12.20	94	35-44	14.66	81
25-44	22.69	83	45-54	20.39	95
45-64	29.66	105	55-64	19.90	106
65-74	10.99	130	65-74	16.14	128
75-84	7.54	159	75+	16.10	160
85+	3.10	154	Size		
Mother Tongue			1 Person	23.43	86
English	82.99	146	2 People	40.24	118
French	3.84	18	3 People	15.88	101
Non-Official	11.91	60	4+ People	20.45	89
Immigration			Family Status		
Immigrant	13.75	64	Non-Family	28.42	86
Arrived <1961	31.49	246	Couples w/ kids	39.58	89
1961-1970	19.39	169	Couples, no kids	46.40	118
1971-1980	16.21	111	Lone parent	14.02	85
1981-1990	11.41	70	Age of Children		
1991-1995	7.29	55	<5	16.48	89
1996-2000	6.32	46	5-9	16.73	92
2001-2006	7.89	44	10-14	17.73	98
Visible Minority			15-19	20.01	106
Yes	7.74	39	20-24	14.69	113
Adult Population	Cluster %	Index Canada	25+	14.35	108
Marital Status			Dwellings	Cluster %	Index Canada
Single	23.28	83	Tenure		
Married or Common-Law	61.27	107	Owned	89.06	129
Wid/Div/Sep	15.45	107	Rented	10.94	36
Mode of Transport			Band Housing	0.00	1
Car	87.78	109	Period of Construction		
Public Transit	5.74	53	<1946	5.80	54
Class of Worker			1946-1960	25.03	199
Employed	87.52	101	1961-1970	23.93	199
Self-Employed	11.16	96	1971-1980	16.50	96
Unpaid	0.20	66	1981-1990	9.05	61
Occupation			1991-1995	3.91	61
Primary	2.57	58	1996-2000	3.22	55
Blue Collar	20.00	85	2001-2006	4.34	57
Service Sector	39.95	102	2007-2011	5.93	64
White Collar	34.45	110	>2011	2.29	68
Education			Type		
No cert/dipl/deg	18.42	83	Single	81.98	149
High school cert	26.21	107	Semi	4.07	84
Trade	10.26	100	Row	3.24	54
College	18.67	113	Duplex	4.06	78
Some university	4.96	102	Low-rise	5.48	31
University degree	21.47	99	High-rise	0.61	6
			Mobile	0.46	34
			Dwelling Value		
			Index		89

How They Live

Leisure

casinos
golf
dinner theatres
travel to western U.S.

Shopping

home theatre systems
jewellery
paperback books
Eddie Bauer

Traditional Media

National Post
Maclean's
"NCIS"

news/talk radio

New Media

purchase computer hardware/software online
read Facebook updates daily
play video games online
rate or review products online daily

Food/Drink

frozen vegetables
corn chips
condensed soup
rye

Financial

senior banking services
GICs
stocks/bonds
donations to Cancer Society

Automotive

sedans
midsize cars
\$15,000-\$20,000 on latest vehicle
Chevrolet

Attitudes

"Most new products are worth a try"
"I have taken steps to ensure I have sufficient income for retirement"
"I only do do-it-yourself around the house if I absolutely have to"
"I often try to eat smaller portions these days"