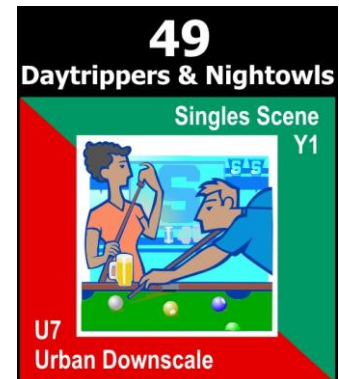


U7

49 - Daytrippers & Nightowls

Young, mobile urban singles and couples

| | |
|---------------------------------|--|
| Population | 561,699 (1.59% of Canada) |
| Households | 271,770 (1.92% of Canada) |
| Average Household Income | \$56,189 |
| Housing Tenure | Renters |
| Education | University/High School |
| Occupation | Service Sector & White Collar |
| Ethnic Presence | Medium |
| Sample Social Value | Introspection and Empathy |

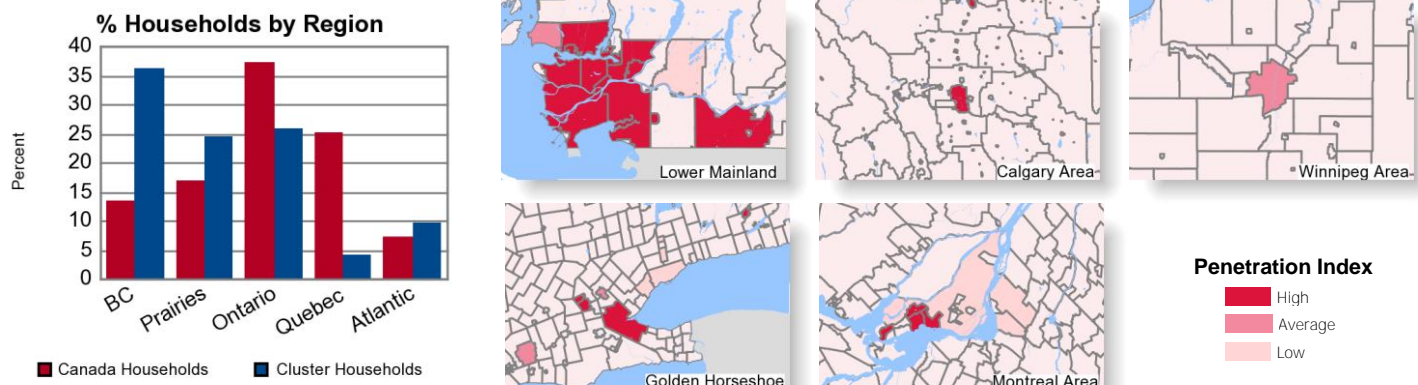


With a third of residents under the age of 30, Daytrippers & Nightowls caters to young, footloose lifestyles. Mostly found in low-rent city apartments, these young, unattached Canadians like to spend their leisure time going to nightclubs, cinemas, community theatres and music festivals. Many are body-conscious individuals who like to exercise outdoors, hiking, biking and jogging. In Daytrippers & Nightowls, the dating-and-mating dance continues in full swing—nightclubs, art galleries, food and wine shows and farmer's markets are all popular—and residents are sexually tolerant and open to diversity. Many state that they enjoy meeting people from different cultures, which is appropriate given that nearly a third of their neighbours are immigrants.

Their household incomes may be downscale, but Daytrippers & Nightowls residents are well educated and pegged for advancement at their white-collar and service sector jobs. Many are active in their community, volunteering for good causes. And they're less preoccupied with designer clothes and fancy cars than their trendier yuppie peers. These laid-back singles will shop for clothes at the Gap and Banana Republic, and those who do own cars tend to buy them for under \$10,000. Selective in their media preferences—they're big on sports and talk shows on both radio and TV—they spend a lot of time on the Internet, voraciously surfing to multiple sites for news, jobs, music and games. When they want to get away, these ever-practical and well-connected consumers typically stay with friends or relatives.

Where They Live

New Westminster (BC), Burnaby (BC), Coquitlam (BC), Windsor (ON), Richmond (BC), St. John's (NL), Victoria (BC), Saint John (NB), Halifax (NS), Edmonton (AB), Ottawa (ON), Kingston (ON), Surrey (BC), Calgary (AB)



How They Think

Daytrippers & Nightowls residents are young Canadians embarking on their professional lives, and although they're having some fun, the pressures of daily life are getting to them. Their relationship with money is just beginning, and they're striving for *Financial Security*. For now, they say they have enough to worry about trying to maintain *Personal Control* without having to think about the world at large (below average *Global Consciousness*). Instead, their strong sense of *Duty* is of a more civic, rebellious nature, with characteristics like *Rejection of Authority* and low *Xenophobia*. With high *Penchant for Risk* and low *Aversion to Complexity*, Daytrippers & Nightowls are willing to put it all on the line by taking on new, challenging adventures where the payoff might be great—or it might not. They like to think they have a strong sense of the world, and they trust both their *Intuition and Impulse* and their *Introspection and Empathy* to understand it.

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 | 5.45 | 99 | <25 | 7.40 | 225 |
| 5-14 | 8.66 | 80 | 25-34 | 23.14 | 148 |
| 15-24 | 13.80 | 106 | 35-44 | 19.96 | 110 |
| 25-44 | 35.76 | 131 | 45-54 | 19.46 | 90 |
| 45-64 | 24.96 | 88 | 55-64 | 14.75 | 79 |
| 65-74 | 6.24 | 74 | 65-74 | 8.21 | 65 |
| 75-84 | 3.58 | 76 | 75+ | 7.08 | 70 |
| 85+ | 1.55 | 77 | Size | | |
| Mother Tongue | | | 1 Person | 41.09 | 151 |
| English | 60.20 | 106 | 2 People | 32.47 | 96 |
| French | 4.82 | 23 | 3 People | 13.71 | 87 |
| Non-Official | 32.10 | 161 | 4+ People | 12.73 | 55 |
| Immigration | | | Family Status | | |
| Immigrant | 32.54 | 151 | Non-Family | 50.47 | 153 |
| Arrived <1961 | 6.69 | 52 | Couples w/ kids | 37.12 | 84 |
| 1961-1970 | 6.06 | 53 | Couples, no kids | 36.06 | 92 |
| 1971-1980 | 9.37 | 64 | Lone parent | 26.82 | 163 |
| 1981-1990 | 13.80 | 85 | Age of Children | | |
| 1991-1995 | 13.31 | 100 | <5 | 21.59 | 116 |
| 1996-2000 | 17.84 | 131 | 5-9 | 18.11 | 99 |
| 2001-2006 | 32.92 | 183 | 10-14 | 16.04 | 89 |
| Visible Minority | | | 15-19 | 16.27 | 86 |
| Yes | 35.27 | 177 | 20-24 | 11.54 | 89 |
| Adult Population | Cluster % | Index Canada | 25+ | 16.45 | 124 |
| Marital Status | | | Dwellings | Cluster % | Index Canada |
| Single | 37.18 | 132 | Tenure | | |
| Married or Common-Law | 44.67 | 78 | Owned | 36.36 | 52 |
| Wid/Div/Sep | 18.15 | 126 | Rented | 63.59 | 210 |
| Mode of Transport | | | Band Housing | 0.05 | 12 |
| Car | 64.64 | 80 | Period of Construction | | |
| Public Transit | 22.72 | 211 | <1946 | 7.72 | 72 |
| Class of Worker | | | 1946-1960 | 12.56 | 100 |
| Employed | 89.71 | 104 | 1961-1970 | 15.76 | 131 |
| Self-Employed | 7.99 | 69 | 1971-1980 | 21.39 | 124 |
| Unpaid | 0.19 | 63 | 1981-1990 | 15.17 | 103 |
| Occupation | | | 1991-1995 | 6.71 | 105 |
| Primary | 1.44 | 32 | 1996-2000 | 4.96 | 84 |
| Blue Collar | 20.05 | 85 | 2001-2006 | 4.69 | 61 |
| Service Sector | 44.36 | 113 | 2007-2011 | 7.50 | 80 |
| White Collar | 30.42 | 98 | >2011 | 3.53 | 105 |
| Education | | | Type | | |
| No cert/dipl/deg | 18.45 | 83 | Single | 12.42 | 23 |
| High school cert | 25.71 | 105 | Semi | 3.03 | 62 |
| Trade | 8.27 | 81 | Row | 8.61 | 144 |
| College | 15.92 | 96 | Duplex | 4.77 | 91 |
| Some university | 5.36 | 110 | Low-rise | 50.58 | 287 |
| University degree | 26.28 | 122 | High-rise | 20.31 | 212 |
| | | | Mobile | 0.15 | 11 |
| | | | Dwelling Value Index | | 97 |

How They Live

Leisure

nightclubs/bars
bingo halls
health clubs
jogging

Shopping

smartphones
pocket-size CD players
farmer's markets
Cotton Ginny

Traditional Media

classified ads

Flare

"The Daily Show"

sports radio

New Media

purchase clothing online
tag Facebook photos
publish blogs regularly
use Instant Messenger while watching TV

Food/Drink

turkey
organic fruit
peanut butter cookies
pita bread

Financial

under \$10,000 in securities and savings
electronic banking services
online banking
donations to environmental groups

Automotive

coupes/hatchbacks
sport coupes
bought used vehicle
Volkswagen

Attitudes

"I am more independent than most people"
"I want to have a more intense and more spiritual inner life"
"I tend to pass up my favourite brand if something else is on sale"
"There's too much attention today on eating only healthy foods"