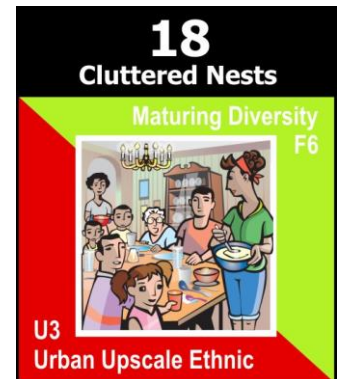


## U3

### 18 - Cluttered Nests

#### Upper-middle-class urban couples and multigenerational families

<b>Population</b>	<b>433,637 (1.23% of Canada)</b>
<b>Households</b>	<b>157,787 (1.12% of Canada)</b>
<b>Average Household Income</b>	<b>\$95,257</b>
<b>Housing Tenure</b>	<b>Homeowners</b>
<b>Education</b>	<b>University/High School</b>
<b>Occupation</b>	<b>Mixed</b>
<b>Ethnic Presence</b>	<b>High</b>
<b>Sample Social Value</b>	<b>Global Consciousness</b>

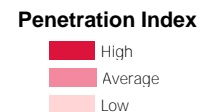
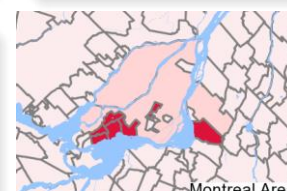
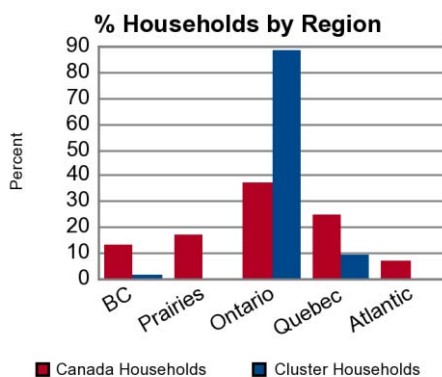


The name Cluttered Nests reflects this cluster's high concentration of multigenerational families located primarily in the older, inner suburbs of Toronto. In these communities, households typically contain the original European, Asian and Caribbean immigrants, their older children now in their late teens and twenties, and sometimes their grandchildren. Given the group's older-than-average population, it's not surprising that residents prefer watching sports to playing them. They have high rates for attending baseball, basketball and soccer games, as well as going to horse races and tennis matches. With upscale incomes from white-collar and service jobs, these consumers are careful with their money, shopping at discount stores like Old Navy, using cents-off coupons and vacationing in nearby cottages. Conservative in their outlook, they place great importance on their family and faith to help preserve their cultural roots.

Cluttered Nests is a classic transitional lifestyle type. Residents express interest in products and services targeting all lifestages, from theme parks to Pilates classes to seniors banking services. Old fashioned when it comes to media, they're more likely than average Canadians to read national and community newspapers, listen to the radio and subscribe to magazines that cover news, fashion, entertainment and food. Relatively recent converts to new media, they have high-speed cable access at above-average rates and have begun to go online to read magazines, check out restaurant reviews and research products before buying. But spending time with family is their favourite activity and, in attitudinal surveys, they state that they hope to pass on their traditions to their loved ones.

### Where They Live

Toronto (ON), Pointe-Claire (QC), Dollard-des-Ormeaux (QC), Mississauga (ON), Richmond Hill (ON), New Westminster (BC), Dorval (QC)



### How They Think

Like their consumption patterns, the values of Cluttered Nests residents exhibit some internal contrasts due to age disparities. The cluster's high score for *Saving on Principle* and strong disdain for *Flexible Families* can be attributed to its older residents. Interests like *Personal Creativity*, *Equal Relationship with Youth* and *Penchant for Risk-Taking* likely predominate among younger residents. But the two component groups of Cluttered Nests share some common ground: with the high concentration of immigrants, many consider themselves citizens of the world with a *Global Consciousness*. And they feel a connection to their communities (high on *Community Involvement* and above average on *Social Responsibility*). While they care how others perceive them (high for *Need for Status Recognition*), they also look for ways to set themselves apart from others, setting difficult goals (*Personal Challenge*) and striving to control the directions of their lives despite forces beyond their control (*Personal Control*). Cluttered Nests residents are an attractive consumer audience: They like to shop (*Joy of Consumption*) and have little *Skepticism Towards Advertising*. And given their preference for *Intuition and Impulse*, marketing efforts would do well to emphasize products and services with emotional appeals.

## 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	4.77	86	<25	1.28	39
5-14	9.51	88	25-34	10.38	67
15-24	12.83	98	35-44	17.19	95
25-44	25.99	95	45-54	22.94	106
45-64	29.47	104	55-64	19.79	105
65-74	8.55	101	65-74	13.33	106
75-84	6.26	132	75+	15.10	150
85+	2.62	130	<b>Size</b>		
<b>Mother Tongue</b>			1 Person	20.70	76
English	53.20	93	2 People	31.04	91
French	3.66	17	3 People	18.76	119
Non-Official	39.92	200	4+ People	29.50	128
<b>Immigration</b>			<b>Family Status</b>		
Immigrant	47.40	220	Non-Family	26.15	79
Arrived <1961	15.85	124	Couples w/ kids	46.03	104
1961-1970	15.34	134	Couples, no kids	37.49	96
1971-1980	14.80	101	Lone parent	16.48	100
1981-1990	16.93	104	<b>Age of Children</b>		
1991-1995	14.16	106	<5	15.90	85
1996-2000	11.32	83	5-9	15.53	85
2001-2006	11.61	65	10-14	16.16	89
<b>Visible Minority</b>			15-19	18.57	99
Yes	38.15	191	20-24	15.70	121
<b>Adult Population</b>	<b>Cluster %</b>	<b>Index Canada</b>	25+	18.14	137
<b>Marital Status</b>			<b>Dwellings</b>	<b>Cluster %</b>	<b>Index Canada</b>
Single	29.00	103	<b>Tenure</b>		
Married or			Owned	85.01	123
Common-Law	56.62	99	Rented	14.99	50
Wid/Div/Sep	14.38	100	Band Housing	0.00	0
<b>Mode of Transport</b>			<b>Period of Construction</b>		
Car	71.69	89	<1946	9.54	89
Public Transit	24.22	225	1946-1960	43.35	345
<b>Class of Worker</b>			1961-1970	19.28	161
Employed	87.24	101	1971-1980	8.61	50
Self-Employed	10.64	92	1981-1990	5.09	34
Unpaid	0.22	72	1991-1995	1.23	19
<b>Occupation</b>			1996-2000	1.64	28
Primary	0.27	6	2001-2006	2.35	31
Blue Collar	24.35	104	2007-2011	6.68	72
Service Sector	37.69	96	>2011	2.23	66
White Collar	33.72	108	<b>Type</b>		
<b>Education</b>			Single	70.18	127
No cert/dipl/deg	21.69	98	Semi	4.73	97
High school cert	24.87	101	Row	3.20	54
Trade	7.96	78	Duplex	9.75	186
College	15.25	92	Low-rise	7.00	40
Some university	6.01	123	High-rise	5.01	52
University degree	24.23	112	Mobile	0.01	1
			<b>Dwelling Value</b>		
			<b>Index</b>		132

## How They Live

### Leisure

theme parks  
soccer  
health clubs  
travel to cottages

### Shopping

entertainment/gaming software  
coffee shops  
Old Navy  
The Bay

### Traditional Media

*Toronto Star*  
CityNews  
big band radio  
all news radio

### New Media

online clothing purchases  
Wikipedia  
podcasts  
use mobile on public transit

### Food/Drink

packaged pasta  
frozen pancakes  
infant cereal  
sparkling water

### Financial

mutual funds  
Stocks  
RRSPs  
donations to hospital foundations

### Automotive

3 or 5 door hatchback  
midsize vans  
own 1+ vehicles  
Buick

### Attitudes

"I am more independent than most people"  
"Advertising is an important source of information to me"  
"I don't feel complete without a perfume or fragrance"  
"I want to get to the very top in my career"