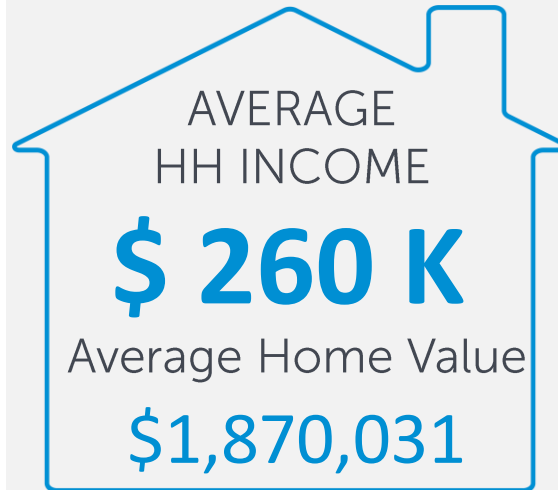


Cluster

A

Affluents

2.85% of Canadian households



AGE
50-54

 VEHICLE

Mercedes GLE Hybrid, own 3+ cars



FAVOURITE COFFEE SHOP

Starbucks, Second Cup, Tea Stores

FAVOURITE SOCIAL MEDIA

LinkedIn, Twitter

*Besides Facebook

ACTIVE IN: Golf, skiing, hockey, fitness classes /yoga, film festival

SPEND MONEY ON: Mountain Equipment, Lululemon, Golf Town, fine foods/butchers

PSYCHOGRAPHICS/HEALTH CONCERNS: Weight control, nutritional content, relaxed social life

INVEST WITH: Broker, Financial Planner, Trust C

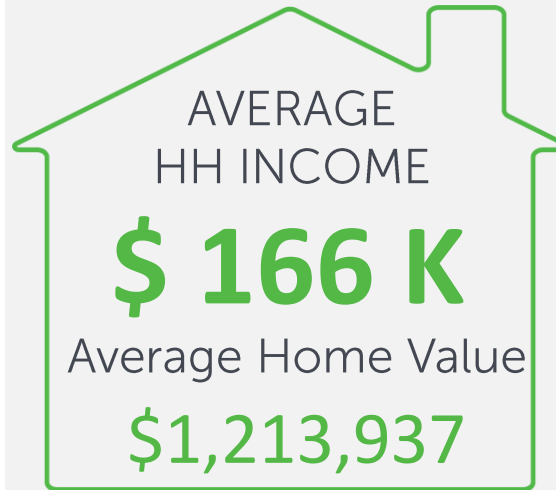


Cluster


B

Elite Professionals

7.56% of Canadian households



AGE
45-49

 VEHICLE
BMW X5,
Volkswagen
Tiguan



FAVOURITE
COFFEE SHOP

Starbucks, Second Cup

FAVOURITE SOCIAL MEDIA

LinkedIn, Twitter, Instagram
*Besides Facebook

ACTIVE IN: Aerobics, yoga,
curling, skiing, swimming

SPEND MONEY ON: The Bay,
Costco, Lululemon, Golf Town

PSYCHOGRAPHICS/HEALTH CONCERNS:
Nutritional content, relaxed social life,
entertainment

INVEST WITH: Broker, Financial Planner

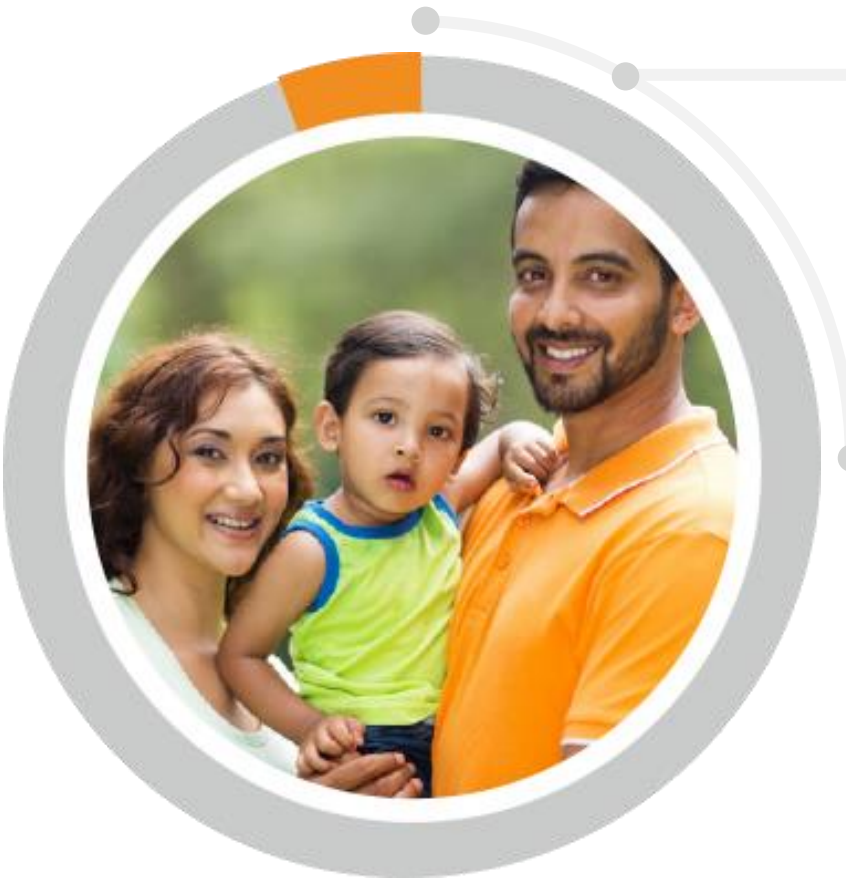


Cluster



Ethnic Cruisers

4.52% of Canadian households



AVERAGE
HH INCOME

\$ 141 K

Average Home Value

\$1,286,625

AGE

40-44



VEHICLE

BMW, Honda
Accord Hybrid,
Lexus RX 350



FAVOURITE
COFFEE SHOP

Starbucks, Second Cup,
Coffee Time

FAVOURITE SOCIAL MEDIA

LinkedIn, Instagram, Twitter,
Other Social Media
*Besides Facebook

ACTIVE IN: Basketball,
soccer, racquet sports,
yoga, theme/water park

SPEND MONEY ON: The Bay,
Costco, Amazon, Sport Chek

PSYCHOGRAPHICS/HEALTH CONCERNS:
Weight conscious, balancing work and
life

INVEST WITH: Banks, Discount Broker, Trust Co

Cluster



Nest Builders

6.64% of Canadian households



AVERAGE
HH INCOME

\$ 134 K

Average Home Value

\$824,722

AGE

45-54



VEHICLE

Own 3+ cars,
Chrysler, Ford,
Honda



**FAVOURITE
COFFEE SHOP**

Tim Hortons, Starbucks,
Second Cup

FAVOURITE SOCIAL MEDIA

Twitter, LinkedIn, Instagram
*Besides Facebook

ACTIVE IN: Golf,
snowboarding, basketball,
camping, adventure sports

SPEND MONEY ON: Sport Chek,
Golf Town, The Running Room,
Sobeys

PSYCHOGRAPHICS/HEALTH CONCERNS:
Healthy food, like to try new places to
eat, entertainment

INVEST WITH: Financial Planner, Bank

Cluster



Buy Me a New Home

11.9% of Canadian households



AVERAGE
HH INCOME

\$ 131 K

Average Home Value

\$838,616

AGE

35-44



VEHICLE

Volkswagen,
Toyota, Honda



FAVOURITE
COFFEE SHOP

Tim Hortons, Second Cup,
Starbucks

FAVOURITE SOCIAL MEDIA

Instagram, LinkedIn, Snapchat,
Twitter

*Besides Facebook

ACTIVE IN: Soccer,
snowboarding, downhill
skiing, camping, hockey

SPEND MONEY ON: Sport Chek,
Sporting Life, Costco, online
shopping

PSYCHOGRAPHICS/HEALTH CONCERNS:
Brand conscious, balancing work and
life

INVEST WITH: Discount Broker, Bank

Cluster



Empty Nesters

4.45% of Canadian households



AVERAGE
HH INCOME

\$ 109 K

Average Home Value

\$740,524

AGE

55-69



FAVOURITE
COFFEE SHOP

Tim Hortons



VEHICLE

Ford, Chevrolet,
Toyota, Honda

FAVOURITE SOCIAL MEDIA

Pinterest, Facebook

ACTIVE IN: Golf, bowling,
gardening,
arts/crafts/sewing/knitting

SPEND MONEY ON: Canadian
Tire, Golf Town, Save-On-
Foods, Sobeys

PSYCHOGRAPHICS/HEALTH CONCERNS:
Nutritional content, relaxed social life,
less entertainment

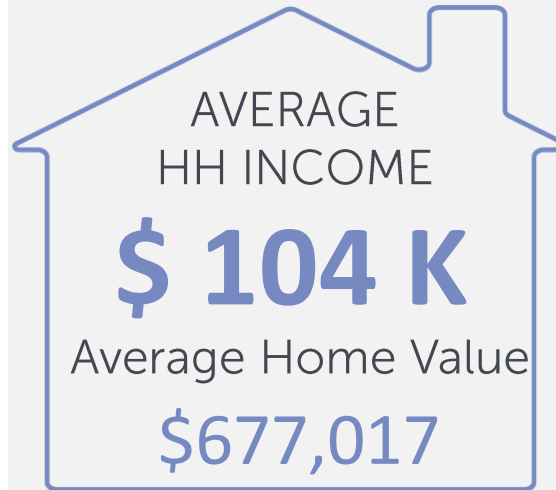
INVEST WITH: Broker, Financial Planner, Trust C

Cluster



Up the Ladder

14.88% of Canadian households



AGE
35-44



FAVOURITE
COFFEE SHOP

Tim Hortons



VEHICLE

Toyota, Ford, Kia

FAVOURITE SOCIAL MEDIA

Snapchat, Instagram, Facebook

ACTIVE IN: Snowboarding,
camping, hiking,
fishing/hunting, playing video
games

SPEND MONEY ON: Atmosphere,
Sports Experts, Provigo, No
Frills, online shopping

PSYCHOGRAPHICS/HEALTH CONCERNS: Busy
social life and entertainment, friends'
opinion is important

INVEST WITH: Credit Union, Mutual Fund,
Insurance Co



Cluster



High Trades

6.41% of Canadian households



AVERAGE
HH INCOME

\$ 91 K

Average Home Value

\$777,520

AGE

30-39



VEHICLE

Toyota, Ford,
Chevrolet,
Honda



FAVOURITE
COFFEE SHOP

Tim Hortons, McCafé,
Independent coffee shops

FAVOURITE SOCIAL MEDIA

Internet dating sites/apps,
Pinterest, Facebook, YouTube

ACTIVE IN: ATV/snowmobiling,
fishing/hunting,
baseball/softball

SPEND MONEY ON: Atmosphere,
Sports Experts, IGA/Foodland,
No Frills

PSYCHOGRAPHICS/HEALTH CONCERNS: More
vegetables, entertainment, concern
about online security

INVEST WITH: Credit Union, Mutual Fund

Cluster



Urban Life in Small Towns

6.4% of Canadian households



AVERAGE
HH INCOME

\$ 97 K

Average Home Value

\$509,476

AGE

55-59



FAVOURITE
COFFEE SHOP

Tim Hortons, Country Style



VEHICLE

Ford, Chevrolet,
Dodge, Toyota,
own 3+ cars, like
SUVs

FAVOURITE SOCIAL MEDIA

Pinterest, Facebook

ACTIVE IN: ATV/snowmobiling,
power boating,
fishing/hunting, camping,
curling

SPEND MONEY ON: Walmart,
Atmosphere, Co-op,
IGA/Foodland, No Frills

& Pick-up trucks

PSYCHOGRAPHICS/HEALTH CONCERNS: Buy
on impulse, friends' opinion is important

INVEST WITH: Credit Union, Mutual Fund,
Insurance Co

Cluster



Joyful Country

3.17% of Canadian households



AVERAGE
HH INCOME

\$ 109 K

Average Home Value

\$626,376

AGE

55-64



VEHICLE

Chevrolet, Ford,
Dodge, GMC,
own
3+ cars, like
SUVs

& Pick-up trucks



FAVOURITE
COFFEE SHOP

Tim Hortons, McCafé,
Country Style

FAVOURITE SOCIAL MEDIA

Pinterest, Facebook

ACTIVE IN:

ATV/snowmobiling, fishing,
hunting, cross country
skiing, power boating

SPEND MONEY ON: Giant Tiger,
online shopping, Co-op, No
Frills, MAXI, IGA/Foodland

PSYCHOGRAPHICS/HEALTH CONCERNS:

Adventurous/outdoorsy, less social life,
family oriented

INVEST WITH: Credit Union, Mutual Fund

Cluster

K

Rural Handymen

3.39% of Canadian households



AVERAGE
HH INCOME

\$ 87 K

Average Home Value

\$424,072

AGE

55-64



FAVOURITE
COFFEE SHOP

Tim Hortons, Tea Stores



VEHICLE

Chevrolet, Ford,
Dodge, GMC,
Toyota,
own 3+ cars, like
SUVs

FAVOURITE SOCIAL MEDIA

Pinterest, Facebook

ACTIVE IN:

ATV/snowmobiling,
fishing/hunting, cross
country skiing, power
boating, curling

SPEND MONEY ON: Giant Tiger,
Atmosphere, Sports Experts,
online shopping, Co-op,
IGA/Foodland

& Pick-up trucks

PSYCHOGRAPHICS/HEALTH CONCERNS: Low-

calorie food, busy social life,
adventurous/outdoorsy, family oriented

INVEST WITH: Credit Union, Mutual Fund,
Insurance Co

Cluster



Comfortable Apartment Dwellers

11.45% of Canadian households



AVERAGE
HH INCOME

\$ 64 K

Average Home Value
\$529,236

AGE
**25-34
and
65+**



VEHICLE

Toyota, Hyundai,
no car or just 1
car



FAVOURITE
COFFEE SHOP

Independent coffee shops,
Second Cup

FAVOURITE SOCIAL MEDIA

Internet dating sites/apps,
LinkedIn, Other Social Media

ACTIVE IN: Bowling, inline
skating, reading, playing
video games

SPEND MONEY ON: Sports
Experts, Sporting Life, Walmart,
Metro, Loblaws

PSYCHOGRAPHICS/HEALTH CONCERNS:
Vegetables and light foods, fashion and
new place to eat, value personal
appearance, concern about retirement

INVEST WITH: Bank

Cluster



Singles

4.27% of Canadian households



AVERAGE
HH INCOME

\$ 89 K

Average Home Value

\$521,394

AGE

65+



VEHICLE

Toyota, Hyundai,
Mazda



FAVOURITE
COFFEE SHOP

Independent coffee shops,
Tim Hortons

FAVOURITE SOCIAL MEDIA

Facebook, YouTube

ACTIVE IN:

Hiking/backpacking, skiing,
jogging, cycling

SPEND MONEY ON: Atmosphere,
Sports Experts, online
shopping, Metro, Provigo,
IGA/Foodland

PSYCHOGRAPHICS/HEALTH CONCERNS: Low
calorie food, try new products, busy
social life

INVEST WITH: Credit Union, Insurance Co

Cluster

N

The New Canadians

2.92% of Canadian households



AVERAGE
HH INCOME

\$ 82 K

Average Home Value

\$606,253

AGE

25-44



VEHICLE

Toyota, Ford,
Honda, Kia, no
car or just 1 old
compact car



FAVOURITE
COFFEE SHOP

Independent coffee shops,
Tim Hortons, McCafé

FAVOURITE SOCIAL MEDIA

Internet dating sites/apps,
Twitter, YouTube

*Besides Facebook

ACTIVE IN: Cycling,
billiards/pool, martial arts

SPEND MONEY ON: Independent
athletic wear stores, Walmart,
Safeway, Real Canadian/Atlantic
Superstore, independent grocery
stores

PSYCHOGRAPHICS/HEALTH CONCERNS:
Healthy food, like to try new places to
eat, difficulty balancing work and life

INVEST WITH: Few investments

Cluster

0

Renters

3.13% of Canadian households

AVERAGE
HH INCOME

\$ 63 K

Average Home Value

\$473,638

AGE

25-44



VEHICLE

Toyota, Hyundai,
Suzuki, no car or
just 1 compact
car



FAVOURITE
COFFEE SHOP

Independent coffee shops,
Tim Hortons

FAVOURITE SOCIAL MEDIA

Internet dating sites/apps,
Facebook, YouTube

ACTIVE IN: Inline skating, cross
country skiing,
skateboarding, whale
watching

SPEND MONEY ON: Sports
Experts, Walmart,
IGA/Foodland, Provigo, No
Frills, MAXI

PSYCHOGRAPHICS/HEALTH CONCERNS:
Weight control and vegetarianism, try
new places to eat, busy social life

INVEST WITH: Few investments



Cluster



One Parent Families

1.76% of Canadian households



AVERAGE
HH INCOME

\$ 68 K

Average Home Value

\$486,363

AGE

25-34



FAVOURITE
COFFEE SHOP

Independent coffee shops,
McCafé



VEHICLE

Toyota, Chevrolet,
Hyundai,
Mitsubishi, no car
or just 1 compact

FAVOURITE SOCIAL MEDIA

Internet dating sites/apps,
Snapchat, YouTube

*Besides Facebook

ACTIVE IN: Marathon or similar event,
inline skating, billiards/pool,
playing video games and whale
watching

SPEND MONEY ON: Foot Locker,
Atmosphere, Co-op,
IGA/Foodland, Sobeys,
Walmart, Giant Tiger

PSYCHOGRAPHICS/HEALTH CONCERNS:

Would like to eat healthy food, try new
products, difficulty balancing work and
life, spend more than should, concerned
about retirement, busy social life, dress
smartly

INVEST WITH: Credit Union

Cluster



Thrifty

3.6% of Canadian households



AVERAGE
HH INCOME

\$ 44 K

Average Home Value

\$462,907

AGE
**25-34
and 65+**



VEHICLE

Toyota,
Chevrolet,
Suzuki, no car or
just 1 compact
car



FAVOURITE
COFFEE SHOP

Country Style,
Independent coffee shops

FAVOURITE SOCIAL MEDIA

Internet dating sites/apps,
Facebook, YouTube

ACTIVE IN: Billiards/pool,
playing video games

SPEND MONEY ON: Sports
Experts, Atmosphere, Walmart,
Giant Tiger, No Frills, Provigo,
IGA/Foodland, independent
grocery stores

PSYCHOGRAPHICS/HEALTH CONCERNS:

Would like to eat healthy food, like to
cook, try new products, spend more
than should, concerned about
retirement

INVEST WITH: Credit Union