

LifeCycles 2008

A Commonsense Approach to Customer Profiling



**MARKET
STRATEGISTS**

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LifeCycles Overview

- ❑ Consolidate a key household information into easy to use socio-demographic clusters
- ❑ Clusters follow lifestages from Young through to Seniors
- ❑ Household income information captured
- ❑ Presence of and age of children in household captured
- ❑ Updated in 2008 based on the latest available census data
- ❑ Available at the full DA or Zip+4 level of geography



Lifestages

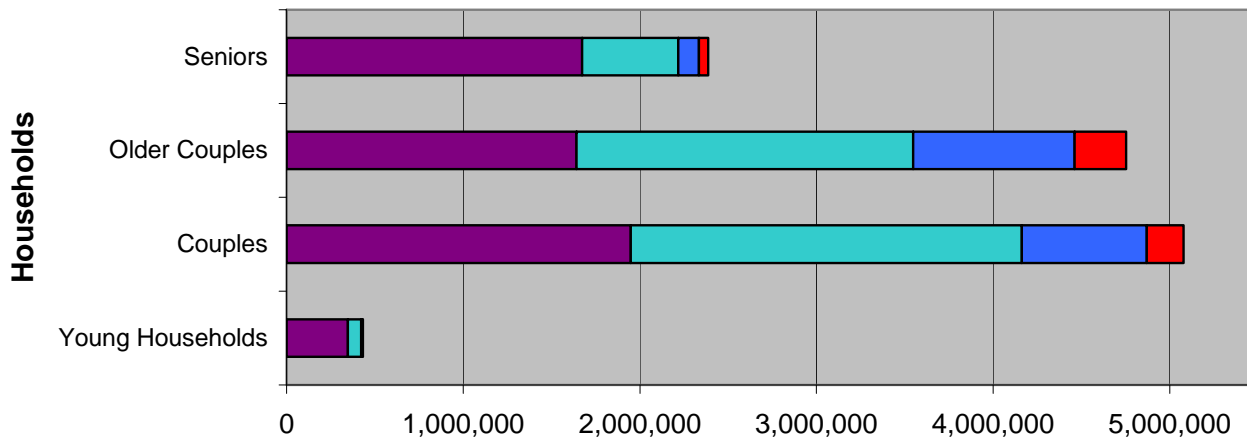
- Lifecycles segment households into four lifestages and four household income levels

LifeStage Matrix	Young Households	Couples	Older Couples	Seniors
Low Income	24 & Under	25-44	45-64	65+
	\$0-\$49,999	\$0-\$49,999	\$0-\$49,999	\$0-\$49,999
Medium Income	24 & Under	25-44	45-64	65+
	\$50,000-\$99,999	\$50,000-\$99,999	\$50,000-\$99,999	\$50,000-\$99,999
High Income	24 & Under	25-44	45-64	65+
	\$100,000-\$149,999	\$100,000-\$149,999	\$100,000-\$149,999	\$100,000-\$149,999
Very High Income	24 & Under	25-44	45-64	65+
	\$150,000+	\$150,000+	\$150,000+	\$150,000+



Lifecycles – Example

Lifecycles can be utilized anywhere in the world where demographic census data is available. A chart example for Canada and Calgary map examples for the “Couples Medium Income” cluster are shown below.



	Young Households	Couples	Older Couples	Seniors
Very High Income	2,844	208,424	290,693	52,816
High Income	7,484	707,442	914,524	117,020
Medium Income	73,799	2,213,774	1,905,387	544,138
Low Income	347,775	1,947,989	1,640,969	1,673,565

	Young Households	Couples	Older Couples	Seniors
Very High Income	0.0%	1.6%	2.3%	0.4%
High Income	0.1%	5.6%	7.2%	0.9%
Medium Income	0.6%	17.5%	15.1%	4.3%
Low Income	2.7%	15.4%	13.0%	13.2%

