

Talbot LifeCycles 2012

A Commonsense Approach to Customer Profiling



**MARKET
STRATEGISTS**

*Developed By
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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 2012 based on the latest available census data
- ❑ Available at the full DA or Zip+4 level of geography



Lifestages

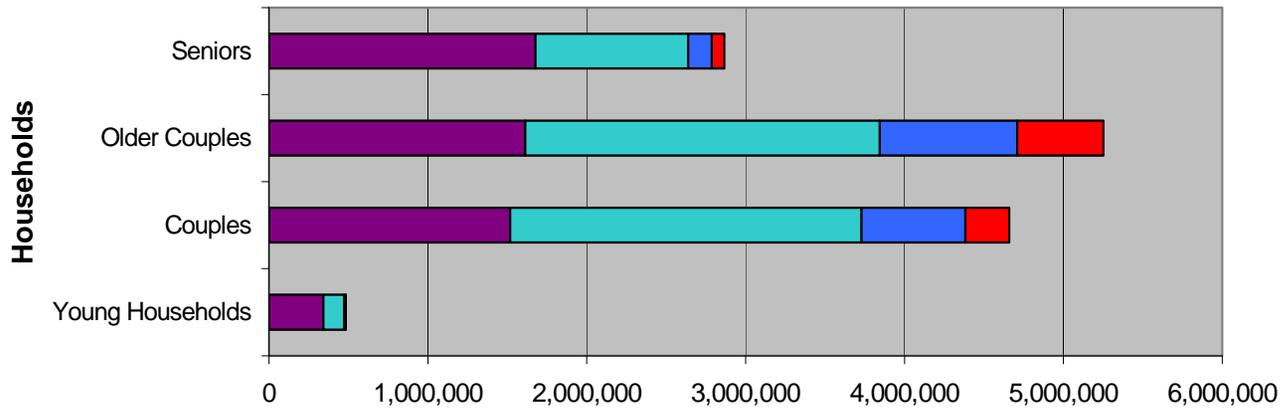
- Lifecycles segment households into four lifestages and four household income levels

LifeStage Matrix	Young Households	Couples	Older Couples	Seniors
Low Income	24 & Under \$0 - \$39,999	25-44 \$0 - \$39,999	45-64 \$0 - \$39,999	65+ \$0 - \$39,999
Medium Income	24 & Under \$40,000 - \$99,999	25-44 \$40,000 - \$99,999	45-64 \$40,000 - \$99,999	65+ \$40,000 - \$99,999
High Income	24 & Under \$100,000 - \$150,000	25-44 \$100,000 - \$150,000	45-64 \$100,000 - \$150,000	65+ \$100,000 - \$150,000
Very High Income	24 & Under \$150,000+	25-44 \$150,000+	45-64 \$150,000+	65+ \$150,000+



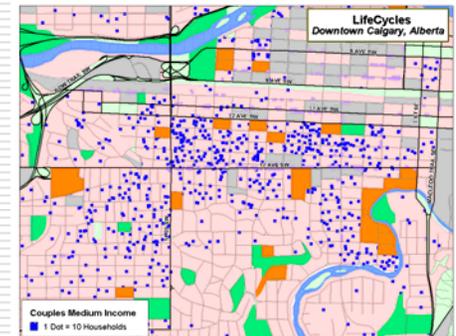
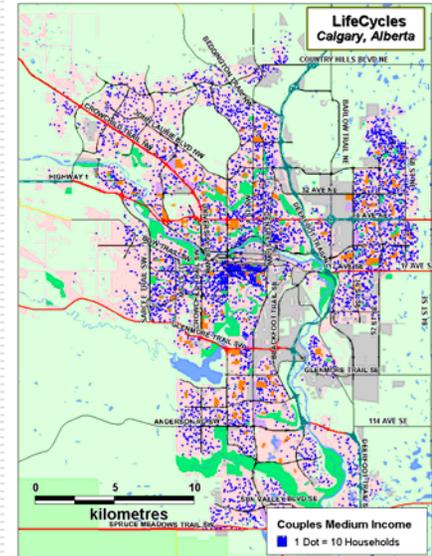
Lifecycles – Example

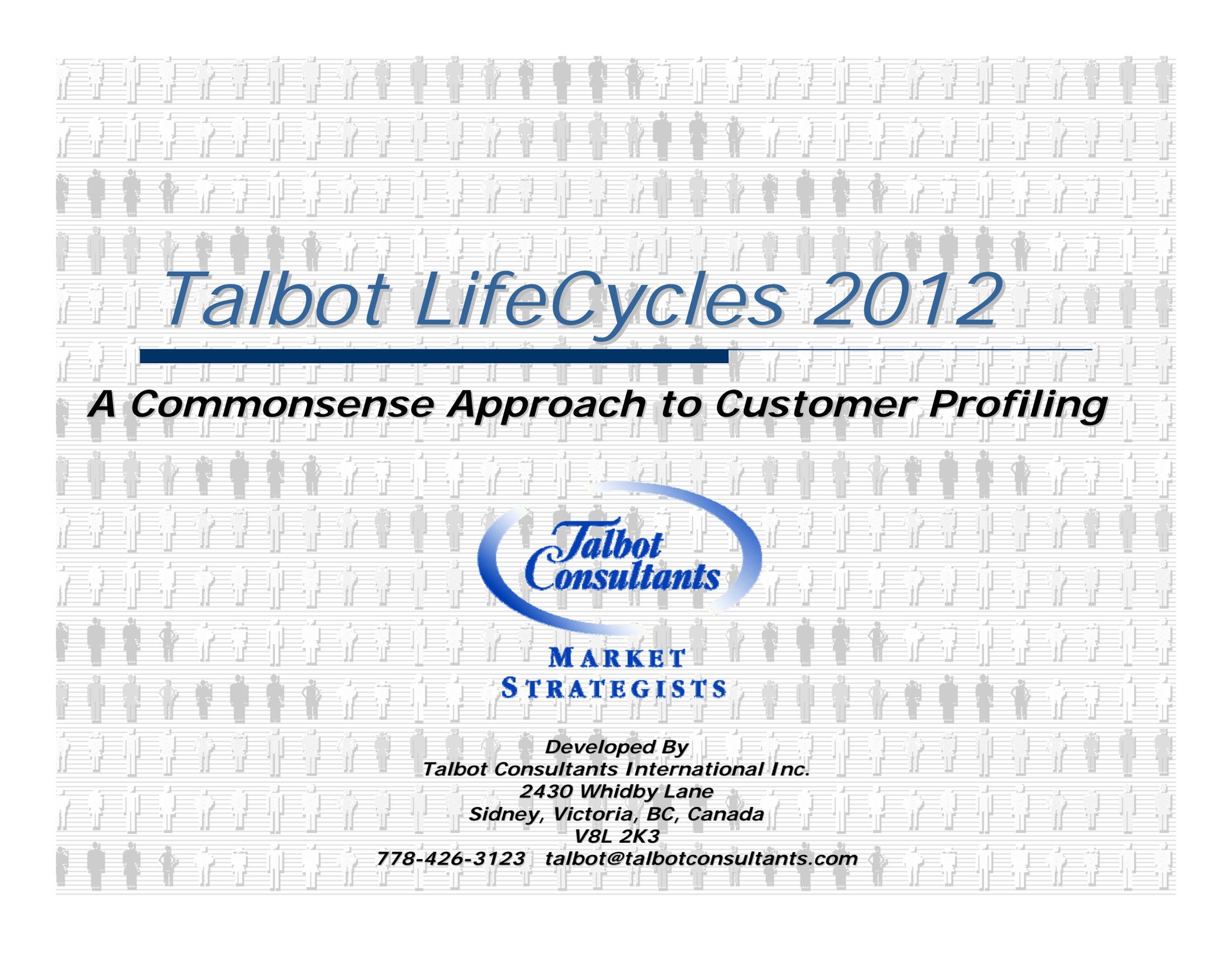
Lifecycles can be utilized anywhere in the world where demographic census data is available. A chart example for Canada and Calgary map examples for the “Couples Medium Income” cluster are shown below.



	Young Households	Couples	Older Couples	Seniors
Very High Income	2,394	275,949	543,613	79,084
High Income	9,650	654,459	865,474	147,005
Medium Income	128,956	2,210,863	2,229,705	960,769
Low Income	342,996	1,518,248	1,613,294	1,678,026

	Young Households	Couples	Older Couples	Seniors
Very High Income	0.0%	2.1%	4.1%	0.6%
High Income	0.1%	4.9%	6.5%	1.1%
Medium Income	1.0%	16.7%	16.8%	7.2%
Low Income	2.6%	11.4%	12.2%	12.7%





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