



# DELVINIA DIGITAL MOSAIC

Delvinia Digital MOSAIC™ is the first market segmentation system for understanding Canadians according to their attitudes toward and use of digital technology. Developed by Delvinia Interactive in conjunction with Generation5 using Delvinia's Asking Canadians™ online consumer research panel and Generation5's proven prediction technology, Digital MOSAIC gives marketers a 360 degree view of their existing and prospective customers' digital behaviours.

By segmenting Canadians into 150 different types across 20 groups, Digital MOSAIC makes it easy to understand the digital characteristics of your customers. Use the Delvinia Digital MOSAIC to properly target your existing 'digitally- inclined' customers, migrate customers who are likely adopters of online products and services, right-channel customers based on their predicted preferences, or effectively target prospective customers through the proper medium.

Delvinia Digital MOSAIC is sold exclusively by Generation5.

## About Delvinia:

Delvinia Interactive is a digital marketing and interactive solutions firm that applies its unique insights into how Canadians use digital technologies, and develops strategies that enhance the digital experience of customers using online, mobile and other new media platforms. Combining the knowledge and experience of its people with its customer insight capabilities and interactive services, Delvinia specializes in designing and optimizing the Digital Customer Experience.

To learn more about Delvinia, go to [www.delvinia.com](http://www.delvinia.com).

## About Generation5:

Generation5 provides the most timely and precise Customer Predictions in North America, helping leading marketers reach their customers more effectively than ever before. Instead of relying on consumer insights that are up to two years old or reflect broad averages, Generation5 produces accurate and timely predictions of purchase potential, shopping behaviour, and attitudes that match where the customer is today, right down to the household. The result is better than insight, its Customer Prediction you can use to directly target your customers with pinpoint accuracy and drive dramatically higher response rates and sales.

# LOADED AND OVERLOADED FAMILIES

**Technology Usage: Average**

**Technological Investment: High**

**Income: Highest of any segment**

LOADED AND OVERLOADED FAMILIES are busy, affluent “Shadow Boomers” (born at the end of the wave) with children, and typically work in finance or management. They’re city dwellers or suburbanites who own expensive, detached single family homes in Ontario, BC, and Alberta.

Their jobs are extremely demanding, their kids are busy, their home must be maintained, and then there are social obligations. Who’s got time for anything? They need their laptops, cell phones, and PDA’s, since their jobs overlap into home time and unfortunately their family time is sometimes spent at the office. Loaded and Overloaded Families will pay extra for products and services that save them time. After all, they’re money-rich but time-poor, and comfortable enough with technology to take advantage of the time-saving benefits it has to offer.



*If it saves precious  
time, I'll take two.  
And make that to go.*

## **Location:**

This group lives in prosperous cities, where their jobs in finance or management are located.

- Ontario, British Columbia and Alberta
- Urban centres
- Own expensive, detached single-family homes

# A LOADED AND OVERLOADED FAMILIES

## The TechnoStats:

### Outlook:

This group owns almost every kind of technological device and is comfortable with technology in general. However, their use of technology is all about the practical. They use it for work and to gain time with their families – no Facebook for these folks!

### Habits:

- They use technology to provide flexibility between work and home.
- They use their PDA's and cell phones to plan their social and work arrangements.
- They belong to many loyalty programs.

### Don't steal their:

- PDA
- Laptop
- TiVO / PVR
- Home security system

**440,612 households**

**3% of households**

**Mosaic types within: A001-A006**

### Future upgrades / must-haves:

- GPS
- TiVO / PVR
- Home security system

### Online Activities:

This group uses the Internet for shopping, research, travel arrangements (both buying and planning), and trading stocks, bonds or mutual funds.

- Online Purchases:
  - Books
  - Clothing
  - Magazine subscriptions
  - Travel

## Vital Stats:

Loaded and Overloaded Families are mainly late boomers with children. They're prosperous and very settled in their careers and home lives.

- Adults 45 - 59 years of age
- 4 - 5 person households
- Predominantly married with teenage children
- Includes a higher representation of immigrants that have been in Canada for 20 or more years
- University educated
- Planning to send kids to university, to retire, and/or to renovate the home

## Financial Stats:

Loaded and Overloaded Families stand out since they are much more financially successful than any other group of Canadians, which allows them to be voracious consumers of technological devices and services. They own virtually every kind of device.

- Income **2 to 8 times** the national average

# MULTICULTURAL CYBER SOCIALS

**Technology Usage: High**

**Technological Investment: Average**

**Income: 10% above average**

MULTICULTURAL CYBER SOCIALS are comprised of Ontario and BC urbanites of all ages. Many have immigrated in the last decade, and they earn more than the national average. They're mainly white collar workers and university educated, while some are in the manufacturing sector.

This group likes technology, but they don't spend more on it than the average Canadian. However, they use it more, which may be a reflection of their clerical and business careers. Plus, with such a high concentration in Vancouver and Toronto, it's no surprise that they appreciate time-saving devices.

The technology purchased by this group is interesting: entertainment and social devices are their preference. They have families, often have larger than average households, and enjoy family-friendly technology like TiVO's and video gaming systems. Even mobile phones and PDA's help unite them, while their home security systems protect the family and their home. Clearly, Multicultural Cyber Socials value their "nest".



## **Location:**

This group lives mainly in Canada's largest multicultural cities – Vancouver and Toronto.

- Major cities in Ontario and British Columbia
- Most are in Toronto and Vancouver
- The majority own their own homes

# MULTICULTURAL CYBER SOCIALS

## The TechnoStats:

### Outlook:

Despite their high use of technology, Multicultural Cyber Socials are worried about the rate of change that digital technology provokes. This isn't totally surprising since many are immigrants: people who have likely seen a great deal of change in their lives. Also, their jobs in manufacturing or the business world have changed greatly in the last ten to fifteen years, due to the ubiquity of computers and digital devices. It's natural to be cautious of change when one has experienced so much already.

### Habits:

- They like technology.
- They worry that technology is changing the world too quickly.
- They will pay extra for products and services that save them time.
- They agree that technology provides them with more flexibility between home and work.
- They are high users of PDA's or PDA/phone combos (e.g. Blackberry), using them throughout the day.
- Most already own PDA's, PVR's, and video gaming systems.

### Don't steal their:

- Mobile phone
- PDA
- MP3 player / iPod
- Home security system

**446,105 households**

**4% of households**

**Mosaic types within: F044-F048**

### Future upgrades / must-haves:

- Electronic organizer or PDA
- GPS device
- Video gaming system

### Online Activities:

Multicultural Cyber Socials are online often, doing all sorts of things, including dating. They don't appear to be afraid of sharing financial information online since they manage their investments on the web, yet they don't make large purchases via the Internet.

- As needed / desired:
  - Social networking (e.g. Facebook, LinkedIn)
  - Online dating
  - Trading stocks, bonds or mutual funds
  - Searching directories (e.g. Yellow Pages, Canada411)
  - Viewing videos (e.g. YouTube, news sites)
- Online purchases:
  - Magazine subscriptions
  - Movies
  - Health and beauty products

## Vital Stats:

Multicultural Cyber Socials cut across all age groups, but are primarily urban immigrants. They tend to be well-off, with established homes, families and careers, but they plan to further solidify their lives by purchasing new homes, starting their own businesses, or getting married if they aren't already.

- Adults of all ages
- Larger family households
- Mainly married couples with children
- High representation of Italian, Chinese, Indian and Jamaican immigrants that arrived in the last 10 years
- University educated
- Primarily in clerical, business or manufacturing jobs
- Planning to buy a home, get married, or start a business

## Financial Stats:

This group is doing better financially than most Canadians, with more of them reporting six-figure incomes.

- Income 10% **above** the national average
- A higher percentage of this group makes over \$100K
- **Higher** disposable income

# YOUNG CITY CLICKERS

**Technology Usage: High**

**Technological Investment: High**

**Income: 10% above average**

YOUNG CITY CLICKERS are ambitious, successful, fully connected, and urban. Some have immigrated within the last six years, and like most new immigrants, have settled in larger cities.

These young professionals live with technology through all their waking hours: iPods, cell phones and PDA's during the commute, laptops at the office and at home, and then PVR's record their favourite shows in the evening when they're online, shopping or connecting with friends.

But don't call them geeks! Despite their high usage, they maintain that technology is only somewhat important to them. As professionals or managers with blossoming careers, gadgets like PDA's and laptops give them flexibility between work and home. Rather than the techie toys they played with as students (not that long ago!), they now view these devices as essential tools to help build the lives they are planning.

*MBA's (or CFA's or BEng's...)  
+ PDA's = long DAYS at the office*



## **Location:**

Young City Clickers are mainly single professionals or managers, and the majority live where the jobs are: in apartments or condominiums in major Canadian cities.

- Ontario, British Columbia and Alberta
- Large urban centres
- Mix of renters and owners in apartments or condo buildings, with a small percentage in detached, single family homes



# YOUNG CITY CLICKERS

## The TechnoStats:

### Outlook:

Interestingly, Young City Clickers declare themselves to be only somewhat comfortable with technology, and claim it is only somewhat important to them. In other words: meh. However, they'll spend more on it than most Canadians, and given how busy they are, it's indispensable to their urban lifestyles. Ultimately, it seems Young City Clickers consider technology to be just another mandatory accessory for modern life in the city.

### Habits:

- They will pay extra for digital products and services to save time.
- They look to technology to provide flexibility between work and home.
- They own PDA's or PDA/phone combos (e.g. Blackberry), or plan to purchase one.
- They are heavy users of their PDA's throughout the day.

### Don't steal their:

- Electronic organizer / PDA
- Laptop
- MP3 player / iPod

### Future upgrades / must-haves:

- TiVO / PVR
- Laptop

**603,108 households**

**5% of households**

**Mosaic types within: G049-G054**

### Online Activities:

If it will save them time or money, Young City Clickers will do it online. They are not intimidated by online shopping, banking, or trading, and the Internet is an important tool for research and entertainment. Given their lack of free time, 24 hour online products and services are exactly what this group needs.

- Daily (or very frequently):
  - Social networking (e.g. Facebook, LinkedIn)
  - Trading stocks, bonds or mutual funds
  - Viewing videos (e.g. YouTube, news sites)
  - Reading news
  - Shopping
- Online purchases:
  - Books
  - Music

## Vital Stats:

Young City Clickers are starting off well. They've completed their degrees, have good careers, and are making better money than most Canadians. They're getting ready for the next stage of their lives, which will probably include starting a family and buying a home.

- Adults 20-34 years of age
- Predominantly single
- Higher representation who have arrived in the last 6 years from China, Eastern and Northern Europe
- University educated
- Professionals and/or in management
- Planning to move, buy their first (or sometimes second) home, get married, or have a baby

## Financial Stats:

This group is well-off for their age. They earn more than the average Canadian, but because they're single, they also keep more of what they earn: most have no babies, mortgages, or expensive homes to pay for. This, combined with their high-pressure jobs, means they have more money to spend and will spend it frequently on items that make their lives a little easier.

- Income 10% **above** the national average
- **Higher** disposable income



# SINGLE METROTECHS

**Technology Usage: High**

**Technological Investment: High**

**Income: Average or slightly below**

SINGLE METROTECHS were either just entering the work force or high school as the Internet and digital technology started to boom. To them, new technology like PDA's, MP3 players, or social networking sites are just normal ways of doing everyday things. Technology is necessary to their standard of living: they're just as likely to live without a cell phone as they are to live without a mattress.

Single Metrotechs are primarily young, single and urban in Ontario or Western Canada. They may not be making a ton of money, yet. However, they don't have families, businesses, or mortgages to pay for, so they've got more money to spend. And they will not only spend their money on new technology, but use new technology to actually spend their money.

*A relationship without email?*

*Very inconvenient.*

*Use a pay phone? Why?*



## **Location:**

Single Metrotechs are primarily young white collar workers in prosperous cities, and they tend to live close to their upwardly-mobile jobs. They don't usually own their homes, but it's in the plan.

- Ontario and Western Canada
- Major urban centers
- Rent apartments in expensive condo buildings

# SINGLE METROTECHS

## The TechnoStats:

### Outlook:

Single Metrotechs believe that technology provides flexibility between home and work. Technology helps blur the boundary between the two for them – socialize at work and work at home. As such, it is very important to them to be “connected” at all times.

Do Single Metrotechs love their PDA's? They tend to own one – while those who don't, plan to purchase one – and they also tend to use it heavily, everywhere, and at any time. A Single Metrotech without technology would probably feel like a limb has been removed.

### Habits:

- They are heavy users of digital products and services to save time.
- They own PDA's or PDA/phone combos (e.g. Blackberry), or plan to purchase one.
- They use their PDA's throughout the day, anywhere.
- They are online shoppers and purchase a variety of items online.

### Don't steal their:

- Laptop
- PDA
- MP3 player / iPod
- TiVO / PVR
- Plasma television

### Future upgrades / must-haves:

- Laptop
- Home DVD player
- Home theatre system
- TiVO/PVR

**307,524 households**

**2% of households**

**Mosaic types within: K083-K085**

### Online Activities:

There is almost nothing this group does not do online, including socialize. They use the Internet for banking, investing, insurance, shopping, research, entertainment, business and socializing. Widely available wi-fi, laptops, cell phones and PDA's with Internet access mean they can be online anytime and anywhere, which is perfect for Single Metrotechs: why be limited by physical locations (like stores, banks or offices) and operating hours?

- Daily:
  - Social networking (e.g. Facebook, LinkedIn)
  - Downloading music
- Weekly:
  - Visits to chat rooms / blogs / bulletin boards
  - Banking
  - Trading stocks
- Other:
  - Researching and making travel arrangements
  - Clicking on banner ads
  - Posting things on personal sites
  - Online dating
  - Researching real-estate
  - Checking employment listings
  - Searching directories (e.g. Yellow Pages, 411)
  - Reading entertainment news and gossip
  - Viewing videos (e.g. YouTube, news sites)
  - Purchasing almost anything online

## Vital Stats:

Metrotechs run the spectrum from Generation X to the generation just graduating from universities now. Their lives are “just starting”: they're planning for big events and changes in the next decade or so.

- Adults 20 - 39 years of age
- 1-person, non-family households
- Predominantly single, some divorced and separated individuals
- Higher representation of recent immigrants from China, Eastern and Northern Europe
- University educated or completing their university degrees
- Planning a number of life-changing events: moving, buying home, getting married, having a baby or starting a business

## Financial Stats:

Metrotechs are mainly just starting out on the corporate ladder: as a group, they do not earn as much as the national average. However, they're predominantly university-educated and likely have their eye on top-earning positions. Meanwhile, they live like they're already there.

- Income slightly **below** the national average
- **Higher** disposable income