



# Lifestyle Profile

Customer Level: Credit Card Users

| Lifestyle              | CANADA    | Credit Card Users |       |
|------------------------|-----------|-------------------|-------|
|                        | Benchmark | Percentage        | Index |
| A: TOP GUN METRO       | 3.03%     | 7.07%             | 233   |
| B: ELITE PROFESSIONALS | 4.91%     | 10.48%            | 213   |
| C: ETHNIC CRUISERS     | 3.32%     | 10.13%            | 305   |
| D: NEST BUILDERS       | 5.34%     | 8.97%             | 168   |
| E: BUY ME A NEW HOME   | 8.30%     | 12.98%            | 156   |
| F: EMPTY NESTERS       | 7.20%     | 10.82%            | 150   |
| G: UP THE LADDER       | 9.90%     | 6.66%             | 67    |
| H: HIGH TRADES         | 3.47%     | 3.34%             | 96    |
| I: URBAN LIFE IN TOWNS | 6.59%     | 6.45%             | 98    |
| J: JOYFUL COUNTRY      | 8.85%     | 6.79%             | 77    |
| K: RURAL HANDYMEN      | 4.87%     | 2.37%             | 49    |
| L: COMFORTABLE APT     | 9.00%     | 6.42%             | 71    |
| M: FR SINGLES          | 6.85%     | 1.79%             | 26    |
| N: NEW CANADIANS       | 4.40%     | 2.61%             | 59    |
| O: RENTERS             | 4.85%     | 1.46%             | 30    |
| P: ONE PARENT FAMILIES | 3.28%     | 0.56%             | 17    |
| Q: THRIFTY             | 5.84%     | 1.12%             | 19    |