

PRIZM

**SNAPSHOTS
2019**

ENVIRONICS
ANALYTICS

PRIZM SEGMENT SNAPSHOTS

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Toll Free: 1.888.339.3304
inquiries@environicsanalytics.com
environicsanalytics.com
community.environicsanalytics.com

Environics Analytics
33 Bloor Street East, Suite 400
Toronto, ON M4W 3H1
Canada

ABOUT ENVIRONICS ANALYTICS (EA)

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01 COSMOPOLITAN ELITE

Very wealthy, middle-aged and older families and couples

Population	272,147 (0.73% of Canada)
Households	91,918 (0.62% of Canada)
Average Household Income	\$508,451
Housing Tenure	Own
Education	University
Occupation	White Collar
Cultural Diversity Index	Medium
Sample Social Value	<i>Adaptability to Complexity</i>



Canada's wealthiest lifestyle has changed little over the years. Cosmopolitan Elite remains a haven for both new-money entrepreneurs and heirs to old-money fortunes. With household incomes nearly five times the national average, this segment is concentrated in a handful of exclusive neighbourhoods—like Toronto's Bridle Path, Montreal's Westmount, Calgary's Elbow Park and Vancouver's Shaughnessy. Here, affluent, middle-aged families and older couples live in multi-million dollar homes, drive luxury imports and send their kids to private schools. Most live within an easy commute to their executive jobs in management, finance and the sciences, as well as to downtown arts and entertainment venues; they're big supporters of the opera, ballet and theatre. As the most educated of lifestyle types—more than half the populace hold university degrees—members of Cosmopolitan Elite broaden their horizons by travelling internationally, especially to Asia, the Middle East, the United Kingdom and Europe. To relax, they might go on a skiing vacation, take a luxury cruise or spend a lazy weekend at the cottage.

02 URBANE VILLAGERS

Wealthy, middle-aged and older city sophisticates

Population	420,300 (1.12% of Canada)
Households	139,195 (0.93% of Canada)
Average Household Income	\$242,442
Housing Tenure	Own
Education	University
Occupation	White Collar
Cultural Diversity Index	Low
Sample Social Value	<i>Community Involvement</i>



The nation's second-wealthiest lifestyle, Urbane Villagers is a prosperous world of white-collar executives and stately homes, high-end cars and resort vacations. Located in and around Canada's largest cities, the segment's neighbourhoods are characterized by married couples with university degrees and university-bound children who are now in their pre-teens to early 20s. Many hold well-paying jobs in business, management, health, education, science and the arts. And with the average household income above \$240,000, members of Urbane Villagers enjoy the trappings of success: tickets to sporting events, regular golf outings and impressive mutual fund portfolios. Few lifestyle types score higher for travel—residents go everywhere from nearby provinces to Italy and France—but they're not above staying at a rented vacation home or campground to accommodate their families. Back at home, these executive families pursue active lifestyles in their established neighbourhoods. One rung down from Canada's cultural elite, they tend to frequent dinner theatres, popular music performances and rock concerts.

03 ARTS & AFFLUENCE

Wealthy, established urban families and couples

Population	293,309 (0.78% of Canada)
Households	106,515 (0.71% of Canada)
Average Household Income	\$204,652
Housing Tenure	Own & Rent
Education	University
Occupation	White Collar
Cultural Diversity Index	Medium
Sample Social Value	<i>Personal Expression</i>



Educated, wealthy and overwhelmingly urban, Arts & Affluence stands apart from the large number of city lifestyles. Concentrated in only two cities—Toronto and Montreal—this segment consists of a mix of larger families and older couples and singles in neighbourhoods such as Forest Hill and Casa Loma in Toronto and Côte-Saint-Luc in Montreal. Many of these areas contain first- and second-generation Canadian Jews—the segment is nearly a third Jewish—who live in luxurious condos, semi-detached houses and high-rise apartments. Exhibiting a sophisticated sensibility, they have high rates for attending almost any form of art and performance: opera, ballet, symphony, art galleries, film festivals and museums. With lofty incomes breaking the \$200,000 threshold, Arts & Affluence members have achieved success through a mix of education (more than half hold a university degree) and professional achievement (typically in management, education, the arts and sciences). These metro households are well travelled, frequently flying to various sunny destinations, major cities in the northeastern U.S, Europe and the Middle East. And they are also financially savvy, investing in stocks, bonds and mutual funds at high rates.

04 SUBURBAN SUCCESS

Wealthy, middle-aged and older homeowners

Population	330,888 (0.88% of Canada)
Households	119,253 (0.8% of Canada)
Average Household Income	\$206,508
Housing Tenure	Own
Education	University
Occupation	White Collar
Cultural Diversity Index	Low
Sample Social Value	<i>North American Dream</i>



The wealthiest non-urban segment, Suburban Success is a magnet for Canada’s established professional class: A prosperous place of dual-income couples who have university degrees and large families, typically with teens or university-aged children. Many have parlayed jobs as managers, scientists, educators, artists and government workers into well-paying careers that earn an average income topping \$205,000. Concentrated in the bedroom suburbs of cities such as Calgary, Vancouver and Ottawa, the segment’s older families and empty-nesting couples have turned their homes into suburban castles, with backyard decks, professionally manicured lawns and family rooms where they relax with their tablets, e-readers and smart TVs. But these Canadians don’t simply cocoon in their homes. They’re active in their communities and, with their homes only a short commute to downtown entertainment, enjoy going to theatre and opera performances, music festivals and art galleries.

05 ASIAN SOPHISTICATES

Upscale, urban Asian families

Population	520,811 (1.39% of Canada)
Households	156,220 (1.05% of Canada)
Average Household Income	\$141,690
Housing Tenure	Own
Education	University
Occupation	White Collar/Service Sector
Cultural Diversity Index	High
Sample Social Value	<i>Need for Status Recognition</i>



The most affluent of the Asian-dominated lifestyles, Asian Sophisticates is home to educated, middle-aged and older families, more than half of whom are Asian. A significant number of residents came to Canada before 2001, and many now live in comfortable suburban communities like Toronto's Bayview Village, Mississauga and Richmond Hill, as well as Vancouver's Arbutus Ridge. With three times the average number of multi-generational families, Asian Sophisticates is filled with teenage and 20-something children. And with their upscale incomes averaging more than \$140,000, Asian Sophisticates households enjoy active lifestyles. They travel abroad; frequent casinos, classical music concerts and theme parks; and like to play soccer and racquet sports. In addition, parents are determined to see that their children are just as active as they are: they score high for signing their kids up for sports and camps.

06 KIDS & CAREERS

Large, well-off, middle-aged suburban families

Population	1,070,407 (2.86% of Canada)
Households	329,415 (2.21% of Canada)
Average Household Income	\$184,167
Housing Tenure	Own
Education	University/College
Occupation	White Collar/Service Sector
Cultural Diversity Index	High
Sample Social Value	<i>Concern for Appearance</i>



One of the wealthiest suburban lifestyles, Kids & Careers is known for its sprawling families—two out of every five households include four or more people—living in the nation's secondary cities. Parents are middle-aged, children are between 10 and 24 years old, and 85 percent live in single-family homes—typically spacious affairs built after 1980. And 30 percent of households contain immigrants who have achieved success and moved to the suburbs. With average incomes around \$185,000, residents lead flourishing lifestyles, belonging to golf and fitness clubs, shopping at upscale malls and big-box stores and attending pro sporting events. Fans of team sports as both participants and spectators, Kids & Careers households exhibit high rates for playing ice hockey, soccer, football and basketball. When they want to catch a game on TV, they relax in family rooms outfitted with smart TVs, personal video recorders, tablet computers and gaming devices. These families are still in the asset accumulation phase of their financial lives; they score high for investing in stocks, RESPs and mutual funds, and many choose their investments with the help of financial planners.

07 NOUVEAUX RICHES

Well-off, suburban Quebec families and couples

Population	293,555 (0.78% of Canada)
Households	105,329 (0.71% of Canada)
Average Household Income	\$174,797
Housing Tenure	Own
Education	University/College
Occupation	White Collar/Service Sector
Cultural Diversity Index	Low
Sample Social Value	<i>Ecological Lifestyle</i>



Nouveaux Riches, the most upscale of the francophone segments, has remained relatively stable over the last decade. Concentrated outside Quebec's densest city centres, its members live in the new suburbs surrounding Montreal, Quebec City and Gatineau, as well as in communities like St-Bruno, Laval and Boucherville. As children of the Quiet Revolution, they are the first generation of self-made affluent Quebecers. With their university educations, fluency in both French and English, and professional and management jobs, these middle-aged couples and families can afford to live in suburban splendour. Often, their stately houses are tended by landscaping services, feature swimming pools and patios with barbecues. Nouveaux Riches residents generally drive inexpensive imports and enjoy going to comedy clubs, outdoor stages and other concert venues. And with most households containing couples with children, they enjoy athletic activities like skiing, ice skating, cycling, hiking and backpacking. Work-oriented, they've earned their way to the top and are unashamed to spend their money on themselves and their children.

08 BOOMERANG CITY

Upscale, multi-generational urban households

Population	909,534 (2.43% of Canada)
Households	333,111 (2.23% of Canada)
Average Household Income	\$144,208
Housing Tenure	Own
Education	University/College/High School
Occupation	White Collar/Service Sector
Cultural Diversity Index	Low
Sample Social Value	<i>Social Learning</i>



Reflecting the demographic trend of older children still living at home, Boomerang City consists of middle-aged families and older couples aging in place in urban neighbourhoods. A third of the children at home are over the age of 20 and roughly three-quarters of the families live in single-detached homes lining city streets. Found in a number of large cities, including Vancouver, Calgary, Winnipeg and Toronto, these adults tend to be Baby Boomers who have parlayed good educations—more than 40 percent have graduated or attended a university—into well-paying jobs in science, education, government and the arts. Many maintain active social lives, going to the theatre and opera, visiting art galleries and music festivals, and frequenting garden and boat shows. And many of these multi-generational households are focused on fitness, joining health clubs and signing up for Pilates and yoga classes. Because this segment includes so many young adults who have returned to their childhood homes—or simply never left—surveys reveal the popularity of some youth-centred activities, like adventure sports and motorcycling, as well as more Boomer-centred pastimes, such as golf and curling.

09 SATELLITE BURBS

Older, upscale exurban couples and families

Population	1,200,471 (3.2% of Canada)
Households	435,217 (2.92% of Canada)
Average Household Income	\$153,002
Housing Tenure	Own
Education	Mixed
Occupation	Mixed
Cultural Diversity Index	Low
Sample Social Value	<i>Social Responsibility</i>



One of the wealthiest exurban lifestyles, Satellite Burbs features a mix of middle-aged families and older couples living in satellite communities across Canada. Many residents have settled here for the relaxed pace of outer-ring subdivisions, with their wooded tracts and spacious homes built between 1980 and 2005. Despite their mixed educational achievement—more than a quarter have university degrees, while another quarter have high school diplomas—the average household income tops \$150,000. Members take advantage of their location between city centres and rural settings, enjoying both the arts and the great outdoors. Their idea of entertainment is going to a community theatre, music concert or theme park. For vacations, they’re more likely than average Canadians to go camping, boating and swimming. But they’re not entirely into roughing it: Their exurban dream homes are outfitted with hot tubs and patio furniture, and impressive HDTVs occupy their family rooms.

10 EMPTYING NESTS

Older, upper-middle-income suburban couples

Population	355,576 (0.95% of Canada)
Households	162,889 (1.09% of Canada)
Average Household Income	\$110,800
Housing Tenure	Own
Education	Mixed
Occupation	Mixed
Cultural Diversity Index	Low
Sample Social Value	<i>Discriminating Consumerism</i>



Credit the aging population over the last decade for the prevalence of Emptying Nests. Today, these established, upper-middle-income households consist of married couples over 55 whose children have flown the coop. Residents here tend to live in single-detached and row houses in developments built over the last 30 years. Even though nearly one-third of the adults are of retirement age, these households still report comfortable incomes—the average is about \$111,000—and enviable lifestyles. University- and college-educated, they enjoy cultural activities, ballet and opera performances, community theatres and dinner theatres. They like to keep up with trends by attending exhibitions, particularly craft, garden, home and travel shows. Many have reached an age where they have both the time and money to travel, allowing them to book long-haul trips to the United Kingdom, Australia and China. But they’re not spending all of their nest egg. Expressing an interest in leaving their children an inheritance, they’re active investors who use financial planners when choosing stocks and mutual funds.

11 URBAN DIGERATI

Younger, well-educated city singles

Population	558,862 (1.49% of Canada)
Households	312,629 (2.1% of Canada)
Average Household Income	\$117,644
Housing Tenure	Rent & Own
Education	University
Occupation	White Collar
Cultural Diversity Index	High
Sample Social Value	<i>Sexual Permissiveness</i>



The most urban of all the segments, Urban Digerati is a collection of younger, tech-savvy singles concentrated in the downtown apartment buildings of two cities: Toronto and Montreal.

Reflecting two emerging demographic trends—the increasing urbanization of Canada and the growth of high-rise neighbourhoods—Urban Digerati offers residents a vibrant vertical world, with bedrooms in the clouds and a lively social scene on the ground. Upper-middle-income, highly educated and culturally diverse, Urban Digerati neighbourhoods are typically filled with recently built high-rise apartments and condos located near fitness clubs, clothing boutiques and all types of bars—from wine to coffee to microbrew. Because many residents have yet to start families, they have the time and discretionary income to pursue active social lives, going dancing and bar-hopping, as well as hitting film festivals and food and wine shows. A group that likes to be viewed as trend-setters, they turn to online shopping to purchase the latest fashion and electronics. They have also made their health and wellness a priority, taking aerobics and yoga/Pilates classes. But they’re not merely acquisitive materialists; many are globally conscious consumers who support the arts and are actively involved in their communities.

12 STREET SCENES

Younger, upper-middle-income singles and families

Population	664,290 (1.77% of Canada)
Households	271,306 (1.82% of Canada)
Average Household Income	\$122,794
Housing Tenure	Own & Rent
Education	University/High School
Occupation	White Collar/Service Sector
Cultural Diversity Index	Low
Sample Social Value	<i>Penchant for Risk</i>



Located on the fringes of the downtown core, Street Scenes attracts younger singles and families to well-kept streets. Many residents are well educated—40 percent graduated from university—with white-collar jobs and active leisure lives. While residents here have above-average incomes, their spending power appears higher because so many households are childless. They open their wallets for music, books, home decor items and consumer electronics. To keep active, many engage in athletics such as football, golf and swimming. And they frequent stores offering sporting goods and athletic wear, such as MEC, The Running Room and Sporting Life. Living close to city entertainment districts, they have high rates for going to air shows, art galleries, theatres, pop music concerts and film festivals. They’re big fans of professional sports, attending basketball and football games at high rates. Status-conscious, they score high for the value of Ostentatious Consumption, which they demonstrate by acquiring the latest in fashion, food and wine.

13 ASIAN AVENUES

Successful, middle-aged and older Asian families

Population	602,793 (1.61% of Canada)
Households	196,203 (1.32% of Canada)
Average Household Income	\$96,205
Housing Tenure	Own
Education	Mixed
Occupation	Service Sector/White Collar
Cultural Diversity Index	High
Sample Social Value	<i>Traditional Family</i>



With nearly two-thirds of residents foreign-born, Asian Avenues is an urban lifestyle group of middle-aged immigrants from China and, to a lesser degree, Hong Kong, the Philippines and South Asia. Divided between Vancouver and Toronto, it's the most Chinese of all the segments, with two-thirds of all households consisting of first-generation Chinese. Now middle-aged and older, nearly half are married with children at home. Their moderate educations translate to middle-incomes. With almost half speaking a non-official language at home, they inhabit a bi-cultural world, often travelling to their native country and other destinations throughout Asia, Europe and the western U.S. They enjoy going to exhibitions and have high rates for attending garden shows. And these family households enjoy the full range of sports: fitness classes, tennis, snowboarding and basketball. On weekends, they can often be seen taking their children to zoos, aquariums and indoor amusement centres.

14 DIVERSITY HEIGHTS

Diverse, middle-aged and older suburban families

Population	639,738 (1.71% of Canada)
Households	198,182 (1.33% of Canada)
Average Household Income	\$120,595
Housing Tenure	Own
Education	Mixed
Occupation	Mixed
Cultural Diversity Index	High
Sample Social Value	<i>Time Stress</i>



Unlike the wave of immigrants who came to Canada in the post-war years, the members of Diversity Heights tend to be Baby Boomers and Gen-Xers who emigrated between the 1960s and 1990s. Today, these older, culturally diverse families—about 40 percent are foreign-born, typically from India, the Philippines, China and Italy—have moved beyond gateway neighbourhoods into comfortable inner-ring suburbs. In these multi-lingual neighbourhoods, nearly nine out of 10 households own their homes and more than three-quarters are single-family dwellings; about five percent are multi-family households. With its high concentration of older children—40 percent are over the age of 20—this segment scores high for outdoor activities like soccer, baseball, skiing, snowboarding and adventure sports. Many Diversity Heights residents also frequent nightclubs, aquariums and hockey games. And in these neighbourhoods, where one of the stronger values is Traditional Family, shoppers frequently buy items in bulk and are more likely than the average Canadian to shop online, particularly while they are at work.

15 HERITAGE HUBS

Middle-aged, diverse suburban families

Population	776,527 (2.07% of Canada)
Households	236,476 (1.59% of Canada)
Average Household Income	\$132,115
Housing Tenure	Own
Education	University/College
Occupation	Mixed
Cultural Diversity Index	High
Sample Social Value	<i>Ostentatious Consumption</i>



The young families who moved into starter homes a decade ago are growing up. In Heritage Hubs, these now middle-aged families have crafted comfortable lifestyles—often thanks to dual incomes—in suburban communities slowly being absorbed by the urban sprawl. Nearly 85 percent of residents live in houses built since 1990. While the housing stock is mixed, one-quarter live in row houses—about four times the national average. Reflecting the increasing diversity of the nation’s suburbs, more than 40 percent of households contain immigrants, though no one cultural group dominates. Family-filled Heritage Hubs households score high for participating in basketball, swimming and hockey. On weekends, families head to theme parks, zoos and aquariums. With their international roots, families here are seasoned travellers, often visiting China, Florida and Jamaica. To save money, vacations are frequently booked through discount online travel services at all-inclusive resorts.

16 PETS & PCS

Younger, upscale suburban families

Population	1,390,523 (3.71% of Canada)
Households	445,482 (2.99% of Canada)
Average Household Income	\$142,875
Housing Tenure	Own
Education	University/College
Occupation	Mixed
Cultural Diversity Index	High
Sample Social Value	<i>Personal Optimism</i>



One of the largest lifestyles in Canada, Pets & PCs is a haven for younger families with pre-school children in the new suburbs surrounding larger cities. Nearly half of the children in this segment are under the age of 10, while many of the maintainers are under 45. Pets & PCs households have a strong presence of immigrants from China, the Philippines and India. Few segments have more new housing than this group; most residents have settled into a mix of single-detached, semi-detached and row house developments. With upscale incomes, segment members have crafted an active, child-centred lifestyle. These families participate in many team sports, including baseball, basketball and hockey, and they shuttle kids and their gear to games in spacious SUVs—typically newer models. On weekends, they head to kid-friendly destinations like zoos, aquariums and amusement parks. They fill their homes with an array of computers and electronic gear, including video game systems, tablets and just about anything that will occupy their children while the moms and dads grab the occasional date night at the movies or dinner at their favourite seafood restaurants.

17 EXURBAN WONDERLAND

Middle-aged, upscale exurban families

Population	720,083 (1.92% of Canada)
Households	252,678 (1.69% of Canada)
Average Household Income	\$149,225
Housing Tenure	Own
Education	Mixed
Occupation	Mixed
Cultural Diversity Index	Low
Sample Social Value	<i>Duty</i>

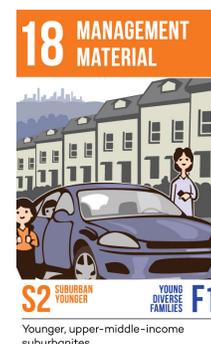


An upscale exurban segment, Exurban Wonderland is home to middle-aged families who have settled in the emerging sprawl beyond the nation’s largest cities. With average incomes nearing \$150,000, residents of these new communities tend to be prosperous professionals who like their toys: boats, RVs, snowmobiles, motorcycles and impressive collections of sporting equipment. Many enjoy outdoor activities like baseball, canoeing, fishing and camping. Their idea of entertainment is going to a nightclub, rock concert or RV show. With a majority still raising children at home—most kids are between 5 and 20 years old—the segment scores high for family-friendly activities like visiting a zoo, video arcade or national park. But in these exurban areas known for affordable housing and open country, many adults confront the trade-off of long commutes and a harried lifestyle.

18 MANAGEMENT MATERIAL

Younger, upper-middle-income suburbanites

Population	452,398 (1.21% of Canada)
Households	181,003 (1.21% of Canada)
Average Household Income	\$111,492
Housing Tenure	Own
Education	University/College
Occupation	Service Sector/White Collar
Cultural Diversity Index	High
Sample Social Value	<i>Community Involvement</i>



While most younger adults are drawn to downtown action, Management Material defies that stereotype with its 20- and 30-somethings who have opted for suburbia’s less pricey and more spacious homes. The households here are a mix of couples and families who have transformed their college or university educations into good jobs in management, business, information technology and the sciences. Found mainly on the fringes surrounding big cities, they’ve settled into a mix of row houses and low-rise apartments built since 2000; notably, 32 percent live in row houses—five times the national average. Their upper-middle-incomes—the average is about \$111,000—afford them comfortable lifestyles, though they’re hardly extravagant. Members enjoy exercising at home, playing baseball and pursuing adventure sports. For Saturday night dates, they enjoy checking out food and wine festivals, visiting amusement centres or letting loose at a nightclub.

19 GREY PRIDE

Middle-income seniors in urban apartments

Population	158,129 (0.42% of Canada)
Households	103,622 (0.69% of Canada)
Average Household Income	\$93,881
Housing Tenure	Own & Rent
Education	Mixed
Occupation	White Collar/Service Sector
Cultural Diversity Index	Low
Sample Social Value	<i>Effort Towards Health</i>



The oldest lifestyle type in Canada, Grey Pride is home to older and mature singles, widows and widowers living in large cities across the country. Roughly half of this group are over 65 years old—which is almost three times the national average—and no segment has a higher proportion of members over 75. But Grey Pride isn't a collection of retirement communities. More than 35 percent of residents are still in the labour force, providing households with solid incomes and middle-income lifestyles. Four out of five Grey Pride residents live in an apartment, typically units in high-rises built between 1980 and 2000. And these seniors are smart. Unlike many older households, more than a third of Grey Pride residents have a university degree or have taken some university courses. Many are working or recently retired from positions in real estate, technical services and finance. Having both time and money, Grey Pride households enjoy vibrant lifestyles that keep them busy—volunteer work, crafts, fitness walking and going to dinner theatres and the symphony. For a little adventure, they take package tours to Australia, escape winter in Florida and hit the high seas on cruise ships.

20 SOUTH ASIAN ACHIEVERS

Suburban, upper-middle-income South Asian families

Population	446,224 (1.19% of Canada)
Households	106,872 (0.72% of Canada)
Average Household Income	\$117,900
Housing Tenure	Own
Education	Mixed
Occupation	Mixed
Cultural Diversity Index	High
Sample Social Value	<i>Need for Status Recognition</i>



Reflecting the increasing diversity of Canada's visible-minority population, South Asian Achievers has emerged as a fast-growing segment of family-filled households in new suburban neighbourhoods. It is the most affluent of the South Asian segments and has one of the highest concentrations of family households at more than 90 percent. Many tend to cluster together in cultural enclaves, particularly in the Greater Toronto Area. These middle-aged, relatively recent immigrants—more than 60 percent are foreign-born—are characterized by mixed educations, skilled blue-collar and service sector jobs, upper-middle-incomes and child-centred lifestyles. In neighbourhoods filled with single-detached, semis and row houses, active families enjoy outdoor sports like basketball, baseball and soccer, as well as visits to theme parks, zoos and movies. Still making their way in Canadian popular culture, these residents have a high rate for going to a university with plans for bettering their lives.

21 BEAU MONDE

Older, middle-income Quebec city dwellers

Population	300,697 (0.8% of Canada)
Households	124,562 (0.84% of Canada)
Average Household Income	\$102,495
Housing Tenure	Own
Education	University/Trade
Occupation	White Collar/Service Sector
Cultural Diversity Index	Low
Sample Social Value	<i>Pursuit of Intensity</i>



A midscale Quebec segment, Beau Monde consists of middle-income, established households living in Quebec's largest cities. Found in trendy city neighbourhoods like Longueuil, Laval and Saint-Lambert in Greater Montreal, these primarily French-speaking singles and couples live in single-detached homes and low-rise apartments. With average incomes compared to the rest of Canada, the segment's residents can afford active lifestyles, enjoying opera performances, outdoor stages and pop music concerts. Their favourite leisure activities include visiting historical sites, going to spas, skiing and travelling abroad; they have high rates for visiting France, Italy, Cuba and Central America. And they enjoy a night out on the town, the better to be seen at trendy restaurants and comedy clubs. But the members of this group seem to believe in both working hard and playing hard: Among their top-ranked values are Pursuit of Intensity and Fulfillment Through Work.

22 AGING IN SUBURBIA

Older, upper-middle-income suburban couples and families

Population	953,046 (2.54% of Canada)
Households	347,427 (2.33% of Canada)
Average Household Income	\$114,880
Housing Tenure	Own
Education	Mixed
Occupation	Service Sector/White Collar
Cultural Diversity Index	Low
Sample Social Value	<i>Obedience for Authority</i>



Not quite golden-age material, the established households of Aging in Suburbia enjoy a comfortable lifestyle sustained by their upper-middle-incomes. Once filled with young child-rearing families, this segment is now a sign of the times: Home to a mix of older couples aging in place and middle-aged families still raising children and building nest eggs. Many adults earn good incomes from long-tenured jobs in public administration, retail trade and construction. And that's allowed them to buy solid, single-detached homes, typically built between 1960 and 1990—many with sports cars and boats in the driveway. More than one third of the households still contain children—generally 10 to 24 years old—who no doubt influence this segment's preferences for pets, video arcades, dinner theatres and rock concerts. For summer vacations, they can often be found heading to lakes and parks to camp and go jet skiing, but they've also been known to visit such far-flung locales as Australia, China and Mexico. Reward programs are popular among Aging in Suburbia members, especially those offered by airlines and hotels.

23 ASIAN NEW WAVE

Younger, well-educated Asian singles and families

Population	215,585 (0.58% of Canada)
Households	111,501 (0.75% of Canada)
Average Household Income	\$72,714
Housing Tenure	Own & Rent
Education	University
Occupation	White Collar/Service Sector
Cultural Diversity Index	High
Sample Social Value	<i>Ostentatious Consumption</i>



As immigration continues to play an important role in Canada's population growth, Asian New Wave has emerged as a new Asian Canadian-dominated lifestyle. The least affluent of the three Asian segments, it's home to younger, lower-middle-income singles and families living in urban areas in Vancouver and Toronto. Nearly three quarters are foreign-born, with most arriving in Canada during the 1990s or more recently. Over half speak a non-official language at home, typically one of the Chinese languages. Despite their modest incomes, Asian New Wave members are well educated—more than half have gone to university—and they hold jobs in the sciences, business administration, the arts, culture, recreation and sport. While still establishing their careers, they make time to enjoy their urban lifestyles, stopping for a latté at their local Starbucks (coffee shop rewards programs are popular among segment members) and reading alternative weeklies. They enjoy taking in the culture offered by the city that they live in, and they have high rates for visiting art galleries and museums, attending food and wine shows, and shopping for clothing at Banana Republic and H&M. In their high-rise apartments, they watch soccer and W Network, flip through magazines on food and beverage and listen to podcasts.

24 FRESH AIR FAMILIES

Middle-aged, middle-income exurbanites

Population	1,028,051 (2.74% of Canada)
Households	371,084 (2.49% of Canada)
Average Household Income	\$123,344
Housing Tenure	Own
Education	College/High School
Occupation	Mixed
Cultural Diversity Index	Low
Sample Social Value	<i>Personal Optimism</i>



Widely dispersed across Canada, Fresh Air Families is one of the largest segments—and growing. Found in rapidly expanding exurban communities, these neighbourhoods feature a mix of middle-aged couples and families with children of a broad spectrum of ages. While most adults have high school, trade school or college educations, these dual-income households enjoy solid, upper-middle-income lifestyles thanks to positions in public administration, construction and the skilled trades. They own single-detached homes, typically built since 1990, and nine out of 10 commutes by car to jobs in nearby suburbs. With its couples and families, the segment scores high for a range of marketplace preferences, frequenting big-box retailers, large department stores and discount grocers. Members of Fresh Air Families enjoy the great outdoors, particularly fishing, boating, canoeing and camping. Indeed, some of their favourite leisure activities are evident in their driveways, typically cluttered with boats, campers or motorcycles—and pickup trucks to haul them to parks and campgrounds. But they also enjoy indoor pursuits like crafting and knitting.

25 SOUTH ASIAN SOCIETY

Middle-aged, middle-income South Asian families

Population	487,449 (1.3% of Canada)
Households	127,984 (0.86% of Canada)
Average Household Income	\$99,274
Housing Tenure	Own
Education	Mixed
Occupation	Service Sector/Blue Collar
Cultural Diversity Index	High
Sample Social Value	<i>Need for Escape</i>



Home to the largest concentration of South Asian residents, South Asian Society features a blend of first- and second-generation Sikh, Hindu and Muslim immigrants. Half speak a non-official language, the most common being Punjabi. Residing mostly in two major cities—Vancouver and Toronto—these middle-aged families contain children of all ages living in single-detached homes and duplexes. Working in manufacturing, skilled trades, sales and service, the adults in South Asian Society earn average incomes, which they diligently invest for their children’s education. Here, nearly one in seven households is multi-generational—seven times the national average—and their marketplace tastes reflect the age span. Eager to explore all that their adopted country has to offer, South Asian Society members have high rates for jogging, joining health clubs, going to spas and attending soccer games. They are active shoppers, too, frequenting fashionable retailers like H&M and Banana Republic, as well as athletic apparel shops such as Foot Locker and MEC.

26 SECOND CITY RETIREES

Older and mature, middle-income homeowners

Population	808,264 (2.16% of Canada)
Households	314,951 (2.11% of Canada)
Average Household Income	\$105,474
Housing Tenure	Own
Education	College/High School
Occupation	Service Sector/White Collar
Cultural Diversity Index	Low
Sample Social Value	<i>Religiosity</i>



Second City Retirees consists of a mix of older and mature couples, families and singles found in the suburban neighbourhoods of medium-sized cities like Hamilton, Winnipeg and Windsor. Half of the residents in this segment are over 55 years old and are retired or nearly retired from jobs in manufacturing, education and health industries. Nearly all, however, are homeowners, aging in place in single-detached homes that were built before 1980. These households contain slightly more empty-nesting couples than those married with children—and in those family households, the kids are typically older. With their high school, trade school and college educations, many of the working adults report middle incomes that allow them to get away from their emptying nests with a cruise vacation or a trip to Florida or the Caribbean. With more time on their hands to relax, they also enjoy staying at their cottages, strolling a city park or just meeting friends at a casual dining restaurant or a donut shop for coffee and conversation. Their idea of exercise is gardening, golfing and paddling around a lake or stream in a canoe.

27 DIVERSE CITY

Middle-income, diverse city dwellers

Population	634,794 (1.69% of Canada)
Households	207,992 (1.39% of Canada)
Average Household Income	\$91,618
Housing Tenure	Own
Education	Grade 9/High School
Occupation	Mixed
Cultural Diversity Index	High
Sample Social Value	<i>Brand Genuineness</i>



For nearly a half-century, Diverse City has been a haven for up-and-coming immigrants from Europe, Asia and Latin America. Concentrated in Toronto and nearby cities, these neighbourhoods are diverse in more than their cultural backgrounds: Households include couples, families and lone parents, maintainers range in age from 35 to over 75, and the housing stock includes low-rise apartments, semis and duplexes. Half the populace is foreign-born and a third speak a language other than English or French at home. Lately, gentrification has started to creep into these areas with the arrival of residents working in arts and culture, and surveys indicate these residents of downtown neighbourhoods have high rates for going to bars and nightclubs, zoos and film festivals. Members of Diverse City stay fit by playing basketball and soccer, as well as curling. And typical weekend diversions include visits to amusement parks, health and fitness clubs, baseball games and soccer matches. Surrounded by vibrant commercial districts, these consumers frequent a wide range of stores, including Marshalls, Lowe's, Roots, Zara and Fairweather.

28 METRO MULTICULTURALS

Diverse, middle-aged and older households

Population	821,034 (2.19% of Canada)
Households	295,294 (1.98% of Canada)
Average Household Income	\$99,407
Housing Tenure	Own
Education	Mixed
Occupation	Mixed
Cultural Diversity Index	High
Sample Social Value	<i>Primacy of the Family</i>



The name Metro Multiculturals reflects this urban segment's high concentration of pre-2001 immigrants from several European countries. Found in neighbourhoods across cities like Toronto and Montreal, these households typically contain a mix of middle-aged families and older couples enjoying a middle-income lifestyle. With more than a quarter living in Montreal, they inhabit a multi-lingual world where one-fifth speak a non-official language at home and another fifth are francophone. More than half of households contain married couples, a stark contrast to typical francophone segments where common-law relationships are more prevalent. What unites these multicultural households are average incomes earned from a mix of education and jobs in transportation and wholesale trade. Metro Multiculturals tend to own their single-detached homes—typically built between 1961 and 1980—where they have plenty of room for their older children. These active middle-aged and older families enjoy playing soccer, but they also engage in more low-impact activities like aerobics. With their active lifestyles, they like to attend the opera, ballet and jazz concerts, as well as tennis matches.

29 SILVER LININGS

Urban seniors in high-rise apartments

Population	176,092 (0.47% of Canada)
Households	114,105 (0.77% of Canada)
Average Household Income	\$69,261
Housing Tenure	Rent
Education	University/High School/College
Occupation	Service Sector/White Collar
Cultural Diversity Index	Medium
Sample Social Value	<i>Brand Apathy</i>



Located in big cities across Canada, Silver Linings consists of older and mature singles, widows and divorced individuals living in high-rise apartments—increasingly, the dwelling of choice among city residents. More than half of the residents are over 55 years old and they are more likely than the average Canadian to be unattached. Although nearly a third of adults have attended a university, the segment’s members have below-average incomes, in part because so many are retired. Those still working have jobs in administrative support and real estate, as well as professional, scientific and technical services. But what they lack in income, Silver Linings members make up in leisure-rich lifestyles. They frequent casinos, nightclubs and bars and attend theatre events, movies and horse races. This group prefers to work out at home and enjoy low-pace activities such as reading e-books and bird watching as well as collecting coins and stamps. While they don’t travel much, they typically head for the American Midwest and warmer Southern States when they do.

30 LA VIE EST BELLE

Middle-aged, upper-middle-income Quebec families and couples

Population	358,472 (0.96% of Canada)
Households	131,848 (0.88% of Canada)
Average Household Income	\$113,030
Housing Tenure	Own
Education	Trade/College/High School
Occupation	Mixed
Cultural Diversity Index	Low
Sample Social Value	<i>Parochialism</i>



Centred in the exurban areas of Quebec’s biggest cities, La Vie est Belle remains a segment of upper-middle-income families and couples living in single- and semi-detached houses. This francophone segment—more than half the residents are bilingual—is characterized by middle-aged, married or common-law couples with older and adult children. However, an influx of younger people has slightly pushed down the segment’s average age compared to a decade ago. La Vie est Belle members are avid fans of outdoor sports, such as cycling, skiing and soccer. With family-friendly cultural tastes, they have high rates of going to classical or popular music concerts and science fiction movies. Their average incomes and modest mortgages afford them the discretionary cash to enjoy spas and ski trips. These working couples, who typically have mixed occupations in business, utilities and manufacturing, also enjoy winding down by dining out. La Vie est Belle is a strong market for comedy clubs, Thai restaurants and home delivery.

31 NEW WORLD SYMPHONY

Diverse, middle-income city dwellers

Population	521,231 (1.39% of Canada)
Households	280,377 (1.88% of Canada)
Average Household Income	\$86,957
Housing Tenure	Own & Rent
Education	University/College
Occupation	Service Sector/White Collar
Cultural Diversity Index	High
Sample Social Value	<i>Advertising as Stimulus</i>



New World Symphony is one of the most culturally diverse lifestyles in Canada. In this segment, dozens of different languages are spoken at home at rates that are more than twice the national average for each language. Often the first neighbourhood for new immigrants, this segment reflects Canada's increasing diversity and urbanization in recent years. Almost half of the segment members are foreign-born, drawn to city neighbourhoods that are diverse beyond their diversity. New World Symphony consists of singles and families of varying ages, condo owners and apartment renters; nearly half live in high-rise buildings. No one's particularly wealthy, but residents eke out decent lifestyles by stretching their middle incomes. They have high rates for listening to classical and jazz music, attending basketball and baseball games, and frequenting live theatre and art galleries. Befitting the wide range in ages, this segment makes a strong market for health club memberships and aerobics classes, as well as collecting stamps and reading magazines about health and fitness, and senior citizen. But nearly everyone goes to the local movie theatres, enjoying everything from dramas to animated fare.

32 MINI VAN & VIN ROUGE

Younger and middle-aged Quebec homeowners

Population	890,086 (2.38% of Canada)
Households	334,412 (2.24% of Canada)
Average Household Income	\$118,787
Housing Tenure	Own
Education	Mixed
Occupation	Mixed
Cultural Diversity Index	Low
Sample Social Value	<i>Aversion to Complexity</i>



Mini Van & Vin Rouge represents a collection of younger and middle-aged families and couples who live in new exurban communities beyond Quebec's big cities. These households consist of married and common-law couples. Although most households are French-speaking, more than 40 percent are bilingual. Their mixed educations provide good blue- and white-collar jobs in the construction and manufacturing sectors, as well as management roles within the public-service sector, resulting in upper-middle-incomes and active lifestyles. Residents here have gym memberships and enjoy sports like hockey, cross-country and downhill skiing. After all that fresh air and exercise, they reward themselves by picking up dinner at a chicken restaurant or kicking back with a glass of Shiraz in their single- or semi-detached homes. For a night out, they might head to the opera or a popular music concert; their idea of a vacation is anything from a resort package to a sightseeing tour around the U.S. and Caribbean.

33 HEARTLAND RETIREES

Rural, older and mature middle-income couples

Population	385,336 (1.03% of Canada)
Households	175,332 (1.18% of Canada)
Average Household Income	\$89,498
Housing Tenure	Own
Education	High School/Trade/College
Occupation	Mixed
Cultural Diversity Index	Low
Sample Social Value	<i>Legacy</i>



Home to Canada's highest concentration of Baby Boomers, Heartland Retirees consists of middle-income couples and retirees living in unpretentious single-detached houses and mobile homes. These aging householders—two-thirds of maintainers are over 55 years old—tend to have high school and trade school diplomas, and those still working hold blue-collar, service sector or agricultural jobs. Widely scattered across rural Canada, Heartland Retirees residents enjoy outdoor activities like golfing and gardening, as well as almost anything with a motor; their properties are often cluttered with pickups, power boats and RVs. With no kids around, these empty-nesters have time for hobbies like bird watching and woodworking. They also enjoy an evening out at a community theatre or music festival, where they might express opinions on topics like immigration—they feel newcomers should adopt Canadian customs—or environmental protection, which they support.

34 ROOMS WITH A VIEW

Young, diverse singles in urban high-rises

Population	276,258 (0.74% of Canada)
Households	171,792 (1.15% of Canada)
Average Household Income	\$64,381
Housing Tenure	Rent
Education	University
Occupation	White Collar/Service Sector
Cultural Diversity Index	High
Sample Social Value	<i>Concern for Appearance</i>



Young, culturally diverse immigrants remain at the heart of Rooms with a View, a segment of urban high-rise dwellers concentrated in Toronto and Montreal that has changed little over the last decade. Often found near university campuses, these young singles tend to be recent graduates and students still taking classes. More than 50 percent identify themselves as visible minorities and a quarter speaks a non-official language. Despite over half of adults having university degrees—typical of the higher education levels of the Millennial generation—these newcomers mostly earn downscale salaries from entry-level white-collar and service sector jobs. However, with few family financial obligations, many have plenty of disposable income to lead vibrant lives. In their downtown neighbourhoods, they go to nightclubs and jazz concerts. They like to keep fit by going swimming and playing golf. These unattached Canadians—more than half are single, divorced or separated—view their communities as singles scenes: they have high rates for using online dating sites and apps.

35 COUNTRY ACRES

Older and mature rural couples and families

Population	495,580 (1.32% of Canada)
Households	204,112 (1.37% of Canada)
Average Household Income	\$100,928
Housing Tenure	Own
Education	Mixed
Occupation	Mixed
Cultural Diversity Index	Low
Sample Social Value	<i>Work Ethic</i>



One of the nation's most affluent rural lifestyles, Country Acres is a collection of middle-aged and older couples and families mostly found in small towns across the Ontario countryside. Many earn average incomes from a mix of jobs in agriculture or blue-collar professions. And nine out of 10 are homeowners, typically living in modest single-family houses. But these mostly third-generation Canadians tell researchers that they're content with their rustic lifestyles and that living close to nature helps them feel spiritually recharged. As in other rural communities, residents here spend their leisure time outdoors, enjoying swimming, archery, canoeing and bird watching; their dens often feature the results of crafts and woodworking projects. But they also enjoy attending pro sporting events like baseball, golf and basketball. Status is expressed in the size and newness of their pickup truck or home. A big night out might be taking a trip into town to enjoy a rock concert.

36 EXURBAN HOMESTEADERS

Middle-aged and older, middle-income homeowners

Population	618,782 (1.65% of Canada)
Households	228,685 (1.53% of Canada)
Average Household Income	\$108,949
Housing Tenure	Own
Education	Mixed
Occupation	Service Sector/Blue Collar
Cultural Diversity Index	Low
Sample Social Value	<i>Cultural Assimilation</i>



Concentrated in small towns that comprise Toronto's outermost ring, Exurban Homesteaders consists of middle-aged families and couples living in tidy homes nestled in near-rural settings. Most of the couples earn average incomes from solid, blue-collar jobs in primary industries, manufacturing, transportation and skilled trades. With 85 percent owning single-family homes, many have settled in these communities for the affordable housing and laid-back lifestyle. The members of Exurban Homesteaders spend a lot of their leisure time outdoors: canoeing, golfing, fishing and camping. In this DIY-friendly segment, residents work on their cars, tend to their gardens and enjoy sewing and crafts. For excitement, they frequently visit casinos or buy lottery tickets and scratch cards—especially charity lotteries. When they travel, their first impulse is to investigate local campgrounds and RV parks near their destinations.

37 TRUCKS & TRADES

Younger and middle-aged, upper-middle-income families

Population	626,475 (1.67% of Canada)
Households	232,602 (1.56% of Canada)
Average Household Income	\$117,514
Housing Tenure	Own
Education	Mixed
Occupation	Blue Collar/Service Sector
Cultural Diversity Index	Low
Sample Social Value	<i>Parochialism</i>



Younger and middle-aged families comprise Trucks & Trades, where skilled tradespeople and blue-collar workers have built a comfortable lifestyle while accumulating tidy savings. Concentrated in Alberta and the Prairies, this segment has a disproportionate number of oil and gas workers who have sought out jobs in resource-rich lands over the past two decades. What workers may lack in education, they make up for with practical skills in primary industries as well as the trades and transportation sector. Many families are younger and middle-aged—most children are under the age of 15—and live in single- and semi-detached houses built between 1961 and 1990. There’s also an above-average presence of mobile dwellings hauled in to accommodate the sudden influx of workers. When not working hard, these households play hard: fishing, hunting, golfing, ATViing, snowmobiling and playing baseball, along with other sports. They also have high rates for owning boats, camping trailers and motorcycles.

38 GRADS & PADS

Young, single urban renters

Population	301,637 (0.81% of Canada)
Households	188,118 (1.26% of Canada)
Average Household Income	\$73,553
Housing Tenure	Rent
Education	University
Occupation	Service Sector/White Collar
Cultural Diversity Index	Medium
Sample Social Value	<i>Brand Genuineness</i>



The youngest lifestyle type in Canada, Grads & Pads is a collection of young city dwellers living near universities. Present since 2004, this segment is slightly younger, less affluent and likely to live in low- and high-rise apartments within a short commute to work by public transit or foot. It’s a progressive mix of well-educated singles and couples, students and recent grads, white-collar professionals and service workers. Their incomes aren’t high, but since these young adults are just entering the workforce, they enjoy the freedom of spending their first paycheques solely on themselves. With almost two thirds of the adults unattached, Grads & Pads residents are night owls who frequent bars, nightclubs and art galleries. They stay active by jogging, doing yoga and Pilates, hiking and working out at health clubs. They’re also the kind of young consumers who, to balance their partying, are health-conscious foodies who prefer organic products and grocery stores that offer sustainably sourced products. As shoppers, they are willing to spend more money on products and services that align with their progressive values and on-the-go lifestyles.

39 OUR TIME

Older and mature, middle-income suburbanites

Population	648,466 (1.73% of Canada)
Households	288,536 (1.94% of Canada)
Average Household Income	\$83,277
Housing Tenure	Own & Rent
Education	Mixed
Occupation	Service Sector/White Collar
Cultural Diversity Index	Low
Sample Social Value	<i>Social Intimacy</i>



Our Time is filled with over-60 singles, couples and widowed individuals living in low-rise apartment neighbourhoods across the country. With many now retired, residents have modest educations and get by on middle incomes earned from their service sector and white-collar careers. Their low-key lifestyle revolves around close-to-home leisure activities and travel. Many like to spend their days gardening, bird watching, crafting or sewing. With time on their hands, they enjoy taking moderately priced package tours, cruises and trips to visit family and friends across Canada. But they're also content with an evening out at the theatre or a casino with friends. These active seniors aren't ready to slow down just yet. They keep up with the latest trends by attending travel, home, food and wine, and health and wellness shows. And occasionally, they spring for tickets to a classical or jazz concert. When it comes to clothes and shopping, they seek a more classic look at stores like Hudson's Bay, Eddie Bauer and Moore's.

40 WIDE OPEN SPACES

Middle-aged, middle-income farmers and blue-collar workers

Population	695,802 (1.86% of Canada)
Households	258,669 (1.73% of Canada)
Average Household Income	\$99,415
Housing Tenure	Own
Education	Mixed
Occupation	Blue Collar/Primary
Cultural Diversity Index	Low
Sample Social Value	<i>Cultural Assimilation</i>



Scattered across the Prairies and a handful of isolated locales, Wide Open Spaces is one of Canada's wealthiest rural segments. More than a quarter of its middle-aged couples and families work in agriculture and oil and gas sectors. With most residents living on small homesteads and leading rustic lifestyles, it is the most rural of all lifestyles. They spend much of their leisure time outside, fishing, snowmobiling, golfing and gardening—and sometimes they participate in local curling games. While they generally stay close to home—travelling to nearby campgrounds in their RV or to the homes of friends or relatives—they occasionally splurge on a trip to the Midwestern and Western U.S. Like other rural consumers, they score high for owning pickup trucks, recreational vehicles, snowmobiles and ATVs. With traditional views on politics and religion, they're strong supporters of family values and oppose government and business involvement in people's private lives.

41 VIEILLE ÉCOLE

Middle-aged and older Quebec exurbanites

Population	862,875 (2.3% of Canada)
Households	355,247 (2.38% of Canada)
Average Household Income	\$94,237
Housing Tenure	Own
Education	Mixed
Occupation	Mixed
Cultural Diversity Index	Low
Sample Social Value	<i>Fulfillment Through Work</i>



The communities that make up Vieille École are found mostly in middle-income, exurban towns across Quebec. In this segment, households can be middle-aged or older, married or common-law, couples or families. They earn average incomes from jobs in health and government as well as manufacturing and retail trade—enough to own detached or semi-detached houses built in the 1980s with somewhat new Japanese and Korean subcompacts in the driveway. With more than half of maintainers above the age of 55, Vieille École lifestyles tend to be more sedate and conventional. Residents spend their free time going to chicken restaurants and local events. Living close to nature, they like outdoor sports such as cross-country skiing, ice skating, downhill skiing and cycling. But on Saturday night, they're happy to have a drink—or several—with friends at a food or drink festival or comedy club. And they're not especially fussy about what they eat, admitting that they rarely select healthier or vegetarian options.

42 HOME SWEET ROWS

Diverse, middle-aged, middle-income suburbanites

Population	648,628 (1.73% of Canada)
Households	218,320 (1.46% of Canada)
Average Household Income	\$86,303
Housing Tenure	Own & Rent
Education	Mixed
Occupation	Service Sector/Blue Collar
Cultural Diversity Index	High
Sample Social Value	<i>Anomie-Aimlessness</i>



Living in row houses in the established suburbs of Canada's largest cities, the middle-aged members of Home Sweet Rows earn middle incomes to support their large, child-filled households. More than half of residents belong to a visible minority, with high numbers of immigrants coming from Asia, Africa and Central America, many of whom have arrived since the turn of the 21st century. Indifferent to high-brow entertainment, they're happy to attend a local sporting event and go to dinner at Boston Pizza or Milestones. To keep fit, they head to a health club, while for fun they hit the slopes with the kids for a ski or snowboarding trip. Despite leading busy home lives, this group still makes time to keep up on their interests by attending fan expos and garden shows. When they travel, they like to explore North America, visiting destinations in the western provinces and the western U.S.

43 NEWCOMERS RISING

Younger, downscale city immigrants

Population	500,289 (1.34% of Canada)
Households	205,226 (1.38% of Canada)
Average Household Income	\$62,641
Housing Tenure	Rent
Education	University/High School
Occupation	Service Sector
Cultural Diversity Index	High
Sample Social Value	<i>Pursuit of Novelty</i>



Concentrated in Ontario's and Quebec's older city neighbourhoods, Newcomers Rising is a segment of younger, recent immigrants—as it has been for over a decade. More than 60 percent of the residents are foreign-born and they continue to arrive from an array of countries, especially in South Asia, Latin America and the Middle East. More than eight percent are Filipino, the highest concentration in the nation. Many of these immigrants—a mix of singles, families and lone-parent households—arrived after 2006 and now live in high-rise apartments. Despite their above-average rates of university education—a growing trend among new immigrants—these young workers earn downscale incomes from entry-level jobs. Still, they spend freely on leisure-intensive lifestyles, with high rates for going to bars, nightclubs, film festivals and food and wine shows. They tend to be fans of professional baseball and basketball, and they enjoy participating in team sports like soccer and ice hockey.

44 JEUNES ET ACTIFS

Younger, urban, lower-middle-income Quebec singles

Population	458,442 (1.22% of Canada)
Households	238,563 (1.6% of Canada)
Average Household Income	\$69,721
Housing Tenure	Rent
Education	Mixed
Occupation	White Collar/Service Sector
Cultural Diversity Index	Low
Sample Social Value	<i>Active Government</i>



Younger, downscale and transient, the residents of Jeunes et Actifs are singles or couples just starting out in life. As in the past, more than three-quarters of maintainers are French speakers and nearly 60 percent of residents are bilingual. Despite their high education levels—more than half have a post-secondary education—most can only afford rentals in older, low-rise apartments in central Montreal and Quebec City neighbourhoods. But they stretch their modest incomes to pursue vibrant lifestyles rich in history and the arts. Jeunes et Actifs members score high for cycling around the city and going skiing. They regularly attend music festivals, comedy clubs and outdoor concerts. For a special dinner at home, they might splurge on organic food items and Internet food delivery service while indulging on their favourite European wine.

45 JEUNES D'ESPRIT

Older, downscale rural couples

Population	171,938 (0.46% of Canada)
Households	81,753 (0.55% of Canada)
Average Household Income	\$78,898
Housing Tenure	Own
Education	Trade/High School/Grade 9
Occupation	Mixed
Cultural Diversity Index	Low
Sample Social Value	<i>Fulfillment Through Work</i>

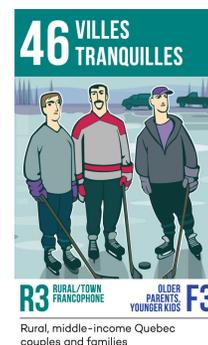


With its roots in rural Quebec, Jeunes d'Esprit boasts an old-fashioned, unhurried way of life. Located in small Quebec towns like Shawinigan and Sorel-Tracy, this segment is generally home to blue-collar francophone couples. Most of the maintainers are older, with about 47 percent between 55 and 74 years old—one of the highest concentrations of Baby Boomers in Canada. With trade school educations, many still work in jobs in manufacturing, transportation and skilled trades. And they spend their leisure time outdoors, working up a sweat by cross-country skiing, ice skating and cycling. Despite their isolated communities, they still enjoy a number of entertainment options, such as comedy shows and concerts, as well as beer and wine festivals.

46 VILLES TRANQUILLES

Middle-aged, rural Quebec couples and families

Population	280,262 (0.75% of Canada)
Households	119,775 (0.8% of Canada)
Average Household Income	\$92,177
Housing Tenure	Own
Education	Trade/High School/Grade 9
Occupation	Mixed
Cultural Diversity Index	Low
Sample Social Value	<i>Attraction to Nature</i>

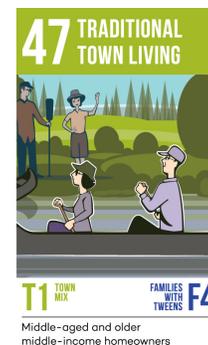


A middle-aged francophone segment, Villes Tranquilles can be found in the industrial towns and remote communities of Quebec's heartland. The couples and families of this segment earn lower-middle-incomes from blue-collar manufacturing, construction and primary industry jobs. More than 95 percent of residents speak French at home, and that's the way they like it; many prefer to be around people who look, speak and think as they do. Their traditional values lead to traditional activities: These Quebecers take advantage of their rural settings for activities like hunting, fishing, snowmobiling and cross-country skiing. They also enjoy attending fitness, golf, ski and RV shows. From their single-detached homes, they enjoy going out to affordable entertainment options like a night at the theatre or dinner at St. Hubert. When they need a break, Villes Tranquilles residents will book a vacation at a spa resort or escape to a sunny destination like Cuba.

47 TRADITIONAL TOWN LIVING

Middle-aged and older middle-income homeowners

Population	518,863 (1.38% of Canada)
Households	187,713 (1.26% of Canada)
Average Household Income	\$90,741
Housing Tenure	Own
Education	Mixed
Occupation	Blue Collar/Service Sector
Cultural Diversity Index	Low
Sample Social Value	<i>Religiosity</i>



Found mainly in smaller towns around Ontario, like Woodstock and Chatham-Kent, Traditional Town Living consists of middle-aged and older households, where couples and families enjoy simple pleasures and low-key leisure pursuits. These blue-collar and agricultural workers enjoy the great outdoors in their free time by hunting, fishing, boating and snowmobiling. They like to stay active by playing sports like baseball or softball, but may also get an adrenalin rush as spectators in the stands at an auto race. Many plan their leisure time and major purchases by attending craft, garden, RV, sportsman and outdoor shows. And when these homebodies need a change of scenery, they typically head for the comforts of their favourite campground.

48 VARIÉTÉ SUBURBAINE

Lower-middle-income Quebec suburbanites

Population	505,189 (1.35% of Canada)
Households	219,964 (1.48% of Canada)
Average Household Income	\$81,889
Housing Tenure	Own & Rent
Education	Mixed
Occupation	Mixed
Cultural Diversity Index	Low
Sample Social Value	<i>Advertising as Stimulus</i>



A francophone segment known for its diversity, Variété Suburbaine is a mix of lower-middle-income households of varied ages, educations and backgrounds. Concentrated in suburban hubs like Lévis and Gatineau in Quebec, these households feature both young and old, singles and families, and solo parents and couples with children. With incomes above \$81,000 earned from blue-collar and service-sector jobs, they can afford modestly priced single-family homes, duplexes and low-rise apartment rentals. These culturally curious households have high rates for attending classical concerts, comedy clubs and historical sites. Passionate about outdoor sports, many spend their weekends engaged in high-energy activities like cycling, ice skating, hiking and racquet sports. They're also a strong market for sporting events like boxing, tennis and hockey.

49 ENCLAVES MULTIETHNIQUES

Diverse, low-income, younger city dwellers

Population	656,556 (1.75% of Canada)
Households	290,265 (1.95% of Canada)
Average Household Income	\$55,156
Housing Tenure	Rent
Education	Mixed
Occupation	Service Sector
Cultural Diversity Index	High
Sample Social Value	<i>Pursuit of Intensity</i>



A recently emerging lifestyle reflecting the increasing diversity of the Canadian populace, Enclaves Multiethniques is a haven for both immigrants and francophones. Based in Quebec, 45 percent of these residents speak French at home and a third speak a non-official language—mostly Arabic and Italian. Many of the immigrants came from French-speaking countries—like Algeria, Morocco, Haiti and Vietnam—and were drawn to francophone neighbourhoods in Montreal and other cities in Quebec, like Brossard and Laval. In their mix of low-rise apartments and duplexes, many residents have only modest educations or are still in school, and most earn below-average incomes in service-sector jobs. As they learn the ins and outs of life in Canada, they're also stretching their paycheques by enjoying low-cost leisure pursuits. With fewer than half of residents married, they frequent music festivals and comedy clubs and stay fit by jogging and playing racquet sports. Many are enrolled in adult education programs and colleges looking to better their educations and employment opportunities.

50 SUBURBAN SCRAMBLE

Young, middle-income suburbanites

Population	575,926 (1.54% of Canada)
Households	227,211 (1.52% of Canada)
Average Household Income	\$85,018
Housing Tenure	Own & Rent
Education	Mixed
Occupation	Mixed
Cultural Diversity Index	Low
Sample Social Value	<i>Racial Fusion</i>

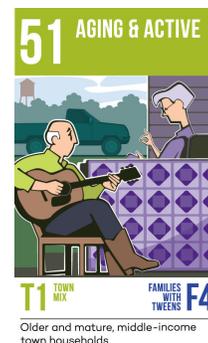


Found in the suburbs of small- and medium-sized cities, Suburban Scramble is home to a mix of young families and singles, including higher-than-average rates of divorced and lone-parent families. Despite modest educations and incomes, these folks lead active and eclectic leisure lives focused around hobbies like woodworking and crafts, as well as sports like fishing and bowling. A big date means getting tickets to a concert, lacrosse game or the horse track. And with many singles and divorcees on the lookout for new partners, they visit bars and nightclubs at high rates—provided, of course, they can get a sitter for the kids. Many manage their middle-income budgets by shopping at factory outlet malls and discount stores and eating at fast food restaurants. Members of Suburban Scramble also regularly seek out ways to save money, searching for newspaper flyers and mobile coupons.

51 AGING & ACTIVE

Older and mature, middle-income town households

Population	495,108 (1.32% of Canada)
Households	201,135 (1.35% of Canada)
Average Household Income	\$84,341
Housing Tenure	Own
Education	Mixed
Occupation	Mixed
Cultural Diversity Index	Low
Sample Social Value	<i>Technology Anxiety</i>



Found in towns across Canada, Aging & Active consists of a mix of older and mature families and empty-nesting couples living in modest, single-detached homes. More than half the household maintainers are over the age of 55. While many Aging & Active members are now retired, those still in the labour force typically hold blue-collar and agricultural jobs that earn them middle incomes. Members of this segment spend much of their free time outdoors—gardening, cycling, snowmobiling and fishing. Residents are involved in their local communities and spend evenings at local venues, enjoying fairs and carnivals or taking in a show at the community theatre. When the mood strikes, they'll go out for a little action at a casino or horse racetrack. Aging & Active residents enjoy motorsports, jumping on their ATVs for an off-road adventure or riding their motorcycles on the open roads around their small communities.

52 STRIVING STARTUPS

Younger, urban lower-middle-income singles and families

Population	386,347 (1.03% of Canada)
Households	204,171 (1.37% of Canada)
Average Household Income	\$66,257
Housing Tenure	Rent & Own
Education	Mixed
Occupation	Service Sector/White Collar
Cultural Diversity Index	Low
Sample Social Value	<i>Flexible Families</i>



Situated in once-thriving downtown districts, the duplexes and low-rise apartments of Striving Startups no longer anchor new and expanding neighbourhoods. Yet these urban communities attract a mix of predominantly young singles and single-parent families for their affordable rentals near in-town amenities. Despite modest incomes from jobs in sales and services, these households have active social lives, with high rates for going to bars and nightclubs, music festivals and community theatres. Many enjoy adventure sports and keep in shape by going to health clubs and doing aerobics. These younger consumers like to shop at retailers like Fairweather, Tip Top Tailors, Moores and Eddie Bauer. Describing themselves as discriminating consumers, they follow the latest trends at craft, fan, food and wine shows. And many have aspirations to improve their lot, with a disproportionate number going to career colleges, universities and adult high schools.

53 OUTDOOR ORIGINALS

Middle-aged and older, middle-income exurbanites

Population	422,722 (1.13% of Canada)
Households	175,914 (1.18% of Canada)
Average Household Income	\$86,830
Housing Tenure	Own
Education	Mixed
Occupation	Service Sector/Blue Collar
Cultural Diversity Index	Low
Sample Social Value	<i>Emotional Control</i>

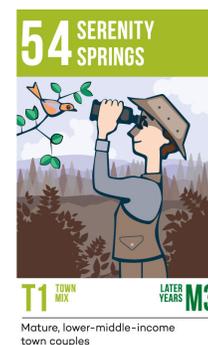


Beyond the metropolitan sprawl bordering rolling farmland, you'll find Outdoor Originals, a collection of exurban communities filled with a mix of middle-aged and older families and couples. More than half of these areas are found in the Atlantic provinces. Nearly nine out of 10 residents are third-generation Canadians. And half the adults have a high school education or less, leading to lower-middle-incomes from blue-collar, agricultural and service jobs. Here, mobile homes shelter 13 percent of all households, one of the highest rates in the nation. But the modest housing encourages residents to go outdoors for leisure activities. Members of this segment enjoy hunting, fishing, snowmobiling, skiing, riding ATVs and power boating. They like to travel across Canada, looking for campgrounds and RV parks in national and provincial parks. And when they're home, they like to tinker with projects like photography and arts & crafts. For nightlife, they head to dinner theatres, bars and country music concerts.

54 SERENITY SPRINGS

Mature, lower-middle-income town couples

Population	930,418 (2.48% of Canada)
Households	367,531 (2.46% of Canada)
Average Household Income	\$82,822
Housing Tenure	Own & Rent
Education	Mixed
Occupation	Blue Collar/Service Sector
Cultural Diversity Index	Low
Sample Social Value	<i>National Pride</i>



Serenity Springs is mostly a retirement lifestyle. Members of this segment are often found in small towns and sleepy city neighbourhoods where more than half of the household maintainers are over 55 years old and a third are over 65. Unlike upscale, tidy retirement communities, the rustic towns in Serenity Springs are filled with lower-middle-income seniors who are aging in place and watching their wallets. In these traditional households, the men fish and go snowmobiling, the women garden and sew, and everyone enjoys going to outdoor and RV shows. Living in far-flung communities means they have fewer entertainment options and they often must travel distances to go to a dinner theatre, attend a football game or shop at stores like Mark's and Reitmans. They're less interested in travelling any farther, as reflected in their low rates for visiting other countries. For these Canadians, a vacation means spending time in an RV or camper, or going to the Calgary Stampede.

55 LA VIE BUCOLIQUE

Rural, middle-aged and older couples and families

Population	640,103 (1.71% of Canada)
Households	267,727 (1.8% of Canada)
Average Household Income	\$71,350
Housing Tenure	Own
Education	Grade 9/Trade/High School
Occupation	Blue Collar/Primary
Cultural Diversity Index	Low
Sample Social Value	<i>Joy of Consumption</i>



La Vie Bucolique is about as rural as it gets. Scattered in wide tracts outside Quebec's small towns, it is one of the most francophone lifestyles, with almost 95 percent of households speaking French at home. These residents—a mix of married or common-law couples and families—live in older houses valued at less than half the national average. A disproportionate number of adults work in blue-collar and farming jobs, and enjoy outdoor activities in their leisure time. They have high rates for ice skating, hiking and cross-country skiing, as well as crisscrossing the countryside on their ATVs and snowmobiles. While they occasionally drive long distances to attend RV exhibitions and comedy clubs, members of La Vie Bucolique have learned to make do on their own, fishing and hunting, renovating their homes and working on their cars. Many enjoy the peace and quiet of their isolated communities, telling researchers, "Life in the country is much more satisfying than in the city."

56 SINGLE CITY JAZZ

Younger, diverse city singles in apartments

Population	358,785 (0.96% of Canada)
Households	194,339 (1.3% of Canada)
Average Household Income	\$57,658
Housing Tenure	Rent
Education	University/High School
Occupation	Service Sector
Cultural Diversity Index	High
Sample Social Value	<i>Religion à la Carte</i>



Life can be stressful in Single City Jazz, a transient world of mostly younger, diverse, downscale singles and single-parent families. In their crowded neighbourhoods found in Canada's bigger cities, more than a third of household maintainers are under 35 years old and roughly 85 percent occupy apartments in low- or high-rise buildings. These are the urban denizens who frequent 7-Eleven convenience stores and either walk or take public transit to work at rates more than twice the national average. They like to stay active by jogging and snowboarding, as well as playing field sports like football, basketball and soccer. For a date, they'll go to a nightclub or go out for dinner at Earls or The Keg. When it comes to their shopping preferences, many tell researchers that they enjoy looking for bargains in second-hand clothing stores—that is when they're not browsing for trendy apparel from The Gap or Joe Fresh. Lately, they've started doing their grocery shopping online; some households buy most, if not all, all their food without stepping foot into a grocery store.

57 FIRST NATIONS FAMILIES

Younger, lower-middle-income aboriginal families

Population	317,961 (0.85% of Canada)
Households	100,913 (0.68% of Canada)
Average Household Income	\$68,336
Housing Tenure	Band Housing
Education	Grade 9/High School/Trade
Occupation	Service Sector/Primary
Cultural Diversity Index	Low
Sample Social Value	<i>Community Involvement</i>



More than 60 percent of residents in First Nations Families are of aboriginal origin and tend to be younger and have lower-middle-incomes. A segment that’s changed little over the last several years, it still stands out for having few couples without children and many lone-parent households. In their widely dispersed, remote communities, nearly a quarter reside in band housing, with many dwellings built in the 1980s and 1990s. While these demographics combine to create a less-than-lavish rustic lifestyle, many residents are actively striving to improve their situation. In recent years, members of First Nations Families have increased rates for completing high school, community college and trades certification programs. They pursue outdoor activities like fishing, camping, snowmobiling and running. Their social life revolves around home-based activities, but they enjoy the occasional basketball game, dinner theatre or community theatre production. Residents jealously guard their bucolic treasures, but, in these economically depressed areas, many residents struggle with the environmental trade-offs that could improve their financial future.

58 RUSTIC ROADS

Rural, lower-middle-income older couples

Population	428,041 (1.14% of Canada)
Households	180,496 (1.21% of Canada)
Average Household Income	\$75,585
Housing Tenure	Own
Education	Mixed
Occupation	Blue Collar/Primary
Cultural Diversity Index	Low
Sample Social Value	<i>Attraction to Nature</i>



Rustic Roads earned its name because of its rural setting, where more than a quarter of its working adults hold blue-collar jobs, including 11 percent in agriculture, which is nearly five times the national average. Found in rural areas mostly in New Brunswick, Nova Scotia and British Columbia, this segment consists of empty-nesting couples and older families—nearly 60 percent of maintainers are over 55 years old—leading traditional rural lifestyles. These households spend their leisure time outdoors, going fishing, bird watching, golfing and snowmobiling. But Rustic Roads members aren’t complete homebodies: They have high rates for attending live theatre or catching a quick meal at KFC or Subway. And they don’t mind taking a long drive to attend a wide range of exhibitions—boat, craft, travel, motorcycle and RV are favourites. But most days, these older, lower-middle-income couples lead simple lives, focused on their churches and communities, and they show little desire to change.

59 LOCATAIRES EN BANLIEUES

Younger, downscale suburban renters

Population	211,794 (0.57% of Canada)
Households	118,702 (0.8% of Canada)
Average Household Income	\$60,913
Housing Tenure	Rent & Own
Education	High School/Grade 9/Trade
Occupation	Service Sector
Cultural Diversity Index	Low
Sample Social Value	<i>Pursuit of Intensity</i>



Typically, young singles and couples rent apartments in big cities, but Locataires en Banlieues reflects the movement of younger singles and couples to older suburbs surrounding Montreal and Quebec City. The segment features a mix of household configurations; less than half are married or common-law couples, while nearly 50 percent are one-person households. In addition, more than 12 percent are single-parent households. With their downscale incomes and low-level jobs in retail, health care and manufacturing sales and service, many can only afford apartment rentals. More than two-thirds live in low-rise apartment buildings. Yet their lifestyle tends to exceed their socioeconomic status. For entertainment, they go to comedy clubs, concert venues and book shows. There's an aspirational quality to Locataires en Banlieues, with members splurging on tickets to an occasional tennis match and telling researchers they lead fairly busy social lives. When they go out for dinner, they tend to go to French and seafood restaurants. And no meal is complete without wine, preferably from Europe.

60 BONS VIVANTS

Older, downscale suburban singles and couples

Population	490,567 (1.31% of Canada)
Households	237,945 (1.6% of Canada)
Average Household Income	\$60,172
Housing Tenure	Rent & Own
Education	High School/Grade 9/Trade
Occupation	Mixed
Cultural Diversity Index	Low
Sample Social Value	<i>Sensualism</i>



Found in aging suburbs across Quebec, Bons Vivants consists of mostly older and mature singles, couples and parents who earn modest paycheques from jobs in sales, health care and manufacturing. Many have opted not to pursue a college or university education, but close to a fifth have an apprentice or trades certificate. They're about evenly divided between owners and renters, and they live in a mix of single-detached homes, low-rise apartments and duplexes. Despite incomes well below the national average, their mostly childless status allows for a busy social life. Members of Bons Vivants will enjoy an occasional evening at a comedy club or classical concert, play a friendly tennis match in the afternoon or spend a weekend cross-country skiing or hiking. They also enjoy attending figure skating events. Although their wallets are thin, members of Bons Vivants enjoy shopping trips to favourite stores like Reitmans, Simons and Le Château.

61 LES SENIORS

Urban, low-income Quebec seniors

Population	146,431 (0.39% of Canada)
Households	93,656 (0.63% of Canada)
Average Household Income	\$46,211
Housing Tenure	Rent
Education	Grade 9/High School/Trade
Occupation	Service Sector/White Collar
Cultural Diversity Index	Low
Sample Social Value	<i>Personal Expression</i>



Les Seniors is a collection of middle-aged and older francophone couples and singles living in Quebec’s largest cities, with one of the highest concentrations of retirees. More than a third are over the age of 65 and more than 15 percent are widows or widowers, which is almost three times the national average. With more than a quarter of adults still in the labour force, average incomes are low, and most residents live in rental apartments—typically in low-rise buildings. Despite their modest incomes, residents have fashioned comfortable lifestyles. They have high rates for going to concert theatres and outdoor stages, and occasionally they enjoy attending pro tennis and figure skating events. In their spare time, they might go cross-country skiing or take a leisurely hike. Many of their other favourite activities include bird watching, knitting, woodworking and whale watching. These Canadians have a certain joie de vivre and tell researchers they “enjoy being extravagant.” To keep informed about their areas of interest, they regularly attend craft, health and living and book shows.

62 TERRE À TERRE

Lower-middle-income, middle-aged and older rural households

Population	207,427 (0.55% of Canada)
Households	94,652 (0.63% of Canada)
Average Household Income	\$69,166
Housing Tenure	Own
Education	Grade 9/High School/Trade
Occupation	Blue Collar/Primary
Cultural Diversity Index	Low
Sample Social Value	<i>Fatalism</i>



A collection of rural, downscale communities, Terre à Terre stands out from other francophone segments, because more than a third of its households are located outside of Quebec in eastern New Brunswick. The majority of adults work in forestry, manufacturing, construction and primary industries. Incomes and education levels are below the national average; more than a third of residents haven’t completed high school. The majority of residents own homes in older neighbourhoods, with properties often occupied by motor homes, power boats and ATVs. Typical of many rural communities, members of Terre à Terre tend to spend their leisure time outdoors, fishing, hunting, hiking and snowmobiling. Without bowling alleys or movie theatres nearby, residents must travel to get their entertainment. In this segment, a big date is going to a comedy club or catching a live baseball game; otherwise, a low-key trip to the local chicken restaurant will do.

63 LUNCH AT TIM'S

Urban, lower-middle-income singles and families

Population	1,355,365 (3.62% of Canada)
Households	571,634 (3.83% of Canada)
Average Household Income	\$67,259
Housing Tenure	Own
Education	Mixed
Occupation	Service Sector/Blue Collar
Cultural Diversity Index	Low
Sample Social Value	<i>North American Dream</i>



Located in dense, industrial neighbourhoods scattered across mid-sized cities, Lunch at Tim's consists of singles, families and solo-parent households living in older single-detached homes, semis and duplexes. They're the kind of tight-knit communities where residents enjoy socializing at local eateries like Tim Hortons—as well as pizza places, burger joints and fish-and-chip restaurants. With an unusually mixed age profile—it's no longer the bi-modal segment of the past—Lunch at Tim's residents have above-average rates for residents who are single, divorced, separated or widowed; nearly half the adults in these neighbourhoods are unattached. Despite the lower-middle incomes, roughly two-thirds of households own their homes, mostly built before 1980. Residents enjoy quieter pastimes and have high rates for knitting and woodworking, as well as outdoor activities like hiking and swimming. When the mood strikes, they might play a friendly game of curling or splurge on tickets to a dinner theatre, baseball game or boat or craft show.

64 FÊTE AU VILLAGE

Rural, lower-middle-income Quebec seniors

Population	301,814 (0.81% of Canada)
Households	126,483 (0.85% of Canada)
Average Household Income	\$68,759
Housing Tenure	Own
Education	Grade 9/High School/Trade
Occupation	Service Sector/Blue Collar
Cultural Diversity Index	Low
Sample Social Value	<i>Brand Apathy</i>



One of the oldest francophone segments, Fête au Village consists of small towns and rural villages scattered across Quebec. These communities are mostly home to retirees and older couples, some of whom still work at blue-collar and service jobs in manufacturing, transportation, agriculture and the trades. With downscale incomes, these smaller households typically own single-detached homes, almost a third of which were built before 1980. Still, money goes far in such rural communities and these older residents are hardly sedentary, especially where the great outdoors is involved. They have high rates for owning and using snowmobiles and ATVs, as well as hunting, fishing, ice skating and cross-country skiing. And many don't mind driving some distance to attend an auto race or an RV show. Their idea of a night out might include going to a comedy club or enjoying some live music at a local hall. And when they venture into town, they may visit their favourite buffets, chicken or French restaurant.

65 YOUNG & CONNECTED

Downscale, diverse urban renters

Population	331,986 (0.89% of Canada)
Households	134,752 (0.9% of Canada)
Average Household Income	\$51,975
Housing Tenure	Rent
Education	Grade 9/High School
Occupation	Service Sector/Blue Collar
Cultural Diversity Index	High
Sample Social Value	<i>Importance of Aesthetics</i>



With a population that's more than two-thirds visible minority and nearly 30 percent speaking a non-official language at home, the tech-savvy members of Young & Connected encompass a broad mix of cultural backgrounds. Younger immigrants from the Caribbean, Africa and Asia have all made their way to these inner-city neighbourhoods mostly in Toronto and other big cities. These days, the populace skews younger, with two-thirds of residents under the age of 45. Their downscale incomes, modest educations and uncertain jobs create significant challenges for the segment's households, more than a quarter of which are lone-parent families—among the highest in the nation. Despite tight budgets, research shows that Young & Connected members enjoy active social lives, with high rates for dining at Mexican and Asian restaurants, going out to bars and nightclubs, and frequenting baseball and basketball games. With their children, they shoot hoops at a local court and visit amusement parks and water parks. And for a night out, they take in the latest action or family flick on the silver screen with their family or friends.

66 SUNSET TOWERS

Low-income seniors in urban apartments

Population	408,794 (1.09% of Canada)
Households	267,414 (1.79% of Canada)
Average Household Income	\$47,562
Housing Tenure	Rent
Education	Grade 9/High School
Occupation	Service Sector
Cultural Diversity Index	Low
Sample Social Value	<i>Social Learning</i>



With a third of its maintainers over 65 years old, Sunset Towers is one of Canada's oldest lifestyles—as well as one of the least affluent. Spread out in cities across Canada, these low-income retirees tend to live in older apartment buildings that are oriented for seniors. More than two-thirds of its members are retired, typically getting by on modest pensions. Because a large number of Sunset Towers never made it beyond high school and spent their working lives in low-paying service-sector jobs, their lifestyles today are unpretentious. Residents like to spend their time quietly by sewing, making crafts and collecting coins and stamps. But they also like to escape the routine of their apartments to go to casinos, bingo parlours and horse races. Many support the arts, regularly patronizing community theatres and opera, as well as beer, food and wine festivals.

67 SURVIVRE EN VILLE

Younger, low-income Quebec urban renters

Population	472,933 (1.26% of Canada)
Households	276,306 (1.85% of Canada)
Average Household Income	\$43,016
Housing Tenure	Rent
Education	Grade 9/High School/Trade
Occupation	Service Sector
Cultural Diversity Index	Low
Sample Social Value	<i>Anomie-Aimlessness</i>



One of the least affluent lifestyle types in Canada, Survivre en Ville consists of urban neighbourhoods that are home to younger singles, couples and single-parent families; more than 40 percent are bilingual. Little has changed over the past decade, and these households are still characterized by relatively high unemployment, low educational levels and modest paycheques. Many of these residents hold sales or service jobs; commuting to work by public transit or walking from their older, low-rise apartments; and frequenting chicken and specialty burger restaurants in strong numbers. Nevertheless, these Canadians have a zest for life. They score high for going to outdoor stages, amusement parks, bars and all kinds of concerts—pop, jazz and rock. They enjoy being active, hiking, cross-country skiing and playing soccer. And these mostly young consumers like discovering the latest products online, visiting websites and looking at classifieds. Surveys show that they also return the favour by rating and reviewing the products that they buy.

68 LOW-RISE RENTERS

Young, low-income city singles and families

Population	756,634 (2.02% of Canada)
Households	360,660 (2.42% of Canada)
Average Household Income	\$46,470
Housing Tenure	Rent & Own
Education	Grade 9/High School
Occupation	Service Sector/Blue Collar
Cultural Diversity Index	Low
Sample Social Value	<i>Voluntary Simplicity</i>



One of the most economically challenged lifestyles, Low-Rise Renters is a world of young singles and single-parent families with low incomes. In these tightly packed neighbourhoods in mid-sized cities, nearly a third of household maintainers are under 35 years old, and more than 70 percent rent apartments—mostly in older, low-rise apartments, row houses and duplexes. These households are predominantly Caucasian with low education levels, resulting in service-sector jobs that earn incomes that are about half the national average. With their tight budgets, they fashion low-cost lifestyles, engaging in activities like hiking and swimming, going to bars and playing billiards, as well as enjoying the parks and gardens near their communities. For a little extra excitement, they might head to a casino or bingo hall. But their desire to improve their prospects is evident in their affinity toward job fairs and their enrollment in university courses. While dinner at a fancy restaurant may be a rarity for these residents, they frequent a number of less formal restaurants that offer burgers, seafood and Mexican burritos.