



**U1** URBAN ELITE

**M1** OLDER FAMILIES & EMPTY NESTS

**Population:**

278,853  
(0.73% of Canada)

**Households:**

90,597  
(0.60% of Canada)

**Average Household Income**

\$574,521

**Average Household Net Worth:**

\$5,364,693

**House Tenure:**

Own

**Education:**

University

**Occupation:**

White Collar

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Personal Control*

## Who They Are

The A-List is Canada's most affluent segment, an urban sanctuary filled with very wealthy couples and families living in stately homes. With household incomes topping a half-million dollars—more than five times the national average—residents inhabit some of the nation's most exclusive neighbourhoods, such as Toronto's Bridal Path and Rosedale, Calgary's Upper Mount Royal and Elbow Park, and Montreal's Westmount. Here, middle-aged and older maintainers—with children ranging in age from 10 to 25—live in the lap of luxury and within an easy commute to downtown arts and entertainment venues. The adults are university educated—more than half hold bachelor's or graduate degrees—and well compensated from executive positions in business, management, real estate and the arts. Of those in the labour force, one in four is self-employed. Most can easily afford their multi-million-dollar houses, where their garages shelter multiple imported luxury cars. Pillars of the community, The A-List residents are active philanthropists who support local charities of every stripe, and when time permits, serve as volunteers as well. As consumers, they appreciate marketing messages that appeal to their individuality (*Pursuit of Originality*).

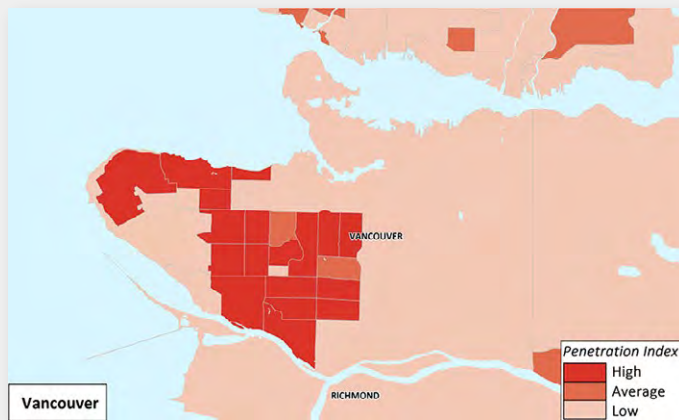
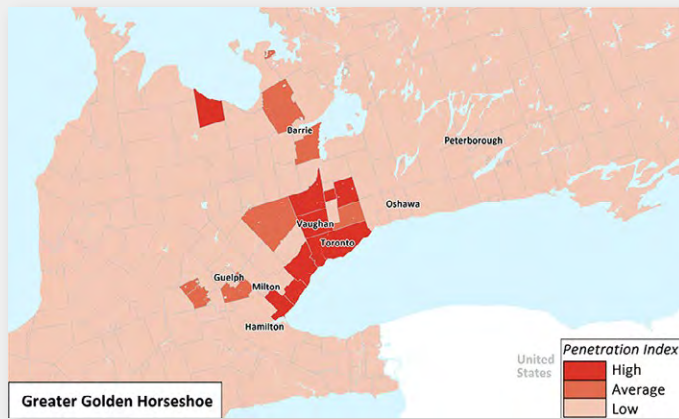
The members of The A-List have it all: high incomes, advanced degrees and sophisticated tastes. They enjoy going to the theatre, opera and classical music concerts. They fill their homes with high-end furniture and original art from local galleries. Many residents are health conscious, some donning fitness trackers when they golf or go running, hiring personal trainers at their health clubs, and purchasing organic meat and gluten-free baked goods from food co-ops. These Canadians love to travel, with high rates for booking stays at hotels, condos and bed and breakfasts in Italy, France and major U.S. cities. Only average Internet users, they're nevertheless tech-savvy, using their computers to consult consumer reviews, listening to podcasts on their mobile phones, storing family photos in the cloud and using paid music apps. A significant percentage have achieved a net worth over five million dollars, often with the help of financial planners and investment brokers, though they frequently make their own trades online. They remain loyal to traditional media and have high rates for perusing daily newspapers and business and home décor magazines while listening to classical and jazz radio stations. Travelling, either within Canada or outside of Canada, is the top item on their to-do list when COVID-19 restrictions are over.

## How They Think

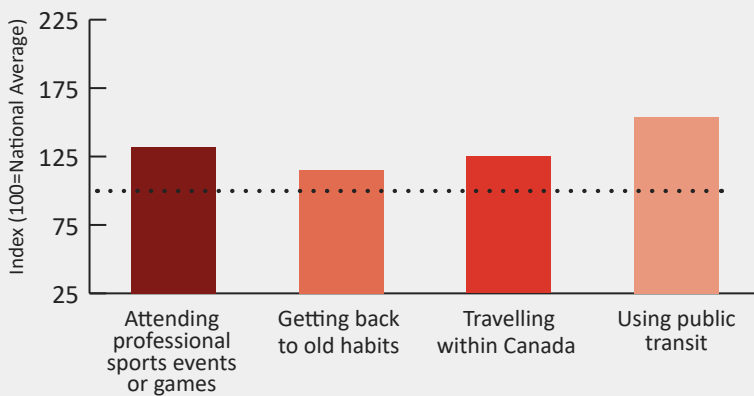
Members of The A-List are strong in the values that typically define successful people. Comfortable with setting challenging goals, adapting to uncertainties and finishing what they start, they're confident they can control events to achieve their goals. (*Personal Challenge, Adaptability to Complexity, Personal Control*). With a strong sense of *Duty*, they feel an obligation to help others and look for ways to contribute to their communities (*Community Involvement*). These households believe that Canada is a land of opportunity for those who work hard (*North American Dream*), but they also recognize that other cultures have a great deal to offer (*Culture Sampling*). They value protecting the environment over growing the economy, look for eco-friendly products and try to follow a healthy lifestyle (*Primacy of Environmental Protection, Ecological Lifestyle, Effort Toward Health*). Despite their obvious wealth, they're keen to impress others with their material possessions and love to share great finds with their peers. (*Ostentatious Consumption, Consumption Evangelism*). In the marketplace, they gravitate towards brands they see as authentic (*Brand Genuineness*), especially in areas of particular interest (*Consumptivity*). But they never forget their interest in leaving a *Legacy*.

## 01. THE A-LIST

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

tennis  
downhill skiing  
opera  
art galleries



#### SHOPPING

purchase products online  
book stores  
Hudson's Bay  
Holt Renfrew



#### TRADITIONAL MEDIA

Golf Channel  
news and current affairs magazines  
classical/fine arts radio  
*Report on Business*



#### INTERNET

travel arrangements online  
online newspapers  
investment sites  
access restaurant guides and reviews



#### FOOD/DRINK

formal dine-in restaurants  
organic meat  
gluten-free products  
European wine



#### FINANCIAL

stocks/bonds  
online trading  
vacation homes  
donate to hospital foundations



#### AUTOMOTIVE

luxury SUVs  
new cars  
\$50,000+ spent on vehicle  
European brands



#### SOCIAL

blogs  
LinkedIn  
WhatsApp  
comment on Instagram photos/videos



#### MOBILE

iPads  
paid music apps  
display event tickets on mobile phone  
web browsing on tablet



#### HEALTH

sleep 6-7 hours per night

#### ATTITUDES

- "I am less guided by my emotions, feeling or intuition than by reason and logic"*
- "I often buy things just because they are beautiful, whether or not they are practical"*
- "I frequently worked as a volunteer for a committee aimed at improving an aspect of life in my neighbourhood or municipality"*
- "I have made plans for those I love after I die"*