



**U3** YOUNG  
URBAN  
CORE

**Y2** YOUNGER  
SINGLES  
& COUPLES

**Population:**

484,529

(1.27% of Canada)

**Households:**

203,562

(1.35% of Canada)

**Average Household  
Income**

\$114,359

**Average Household Net  
Worth:**

\$611,752

**House Tenure:**

Own and Rent

**Education:**

University

**Occupation:**

White Collar/  
Service Sector

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Effort Toward Health*

## Who They Are

Indieville is a classic urban hodgepodge: a mix of younger and middle-aged maintainers, singles and couples, and first- and second-generation Canadians. Drawn to the vibrant, urban core of the nation's big cities, a significant portion of these residents live in Toronto and nearly half are single, divorced or separated. This is a smart group: nearly 40 percent are university educated and members are twice as likely as average Canadians to hold master's degrees. But their average incomes—mostly from white-collar and service sector jobs in the arts, education and science—indicate that they're on the lower rungs of the career ladder. Half of all households are headed by maintainers under 45 years old, and residents typically live in older, low-rise apartments, duplexes and semi-detached dwellings. For many, Indieville is just the latest stop on an upwardly mobile journey; nearly 45 percent have moved in the last five years. Residents have a penchant for the latest technology and enjoy shopping online for books, music, fashion and groceries, all of which is not surprising given their age, education and high scores of *Ostentatious Consumption*.

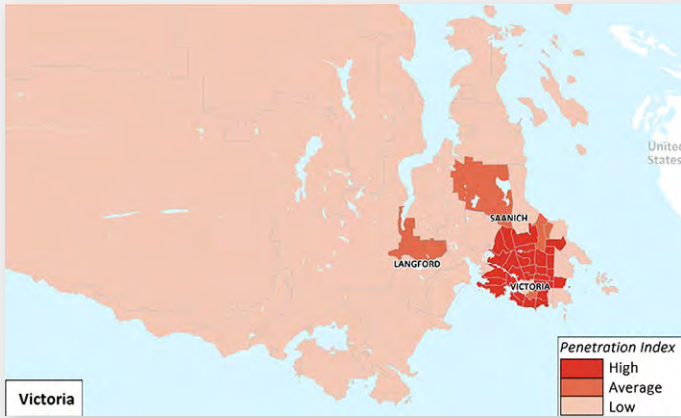
Because so many have yet to start families, Indieville residents can devote their discretionary income to active social lives. They have high rates for going to nightclubs, sports bars, pop concerts and art galleries. Post-COVID this cohort is most looking forward to utilizing public transit and hitting the gym—as health and wellness are a priority. They stay fit through swimming, yoga and Pilates classes. A group that likes affordable designer labels, they shop at stores like Banana Republic, Roots, the Gap and Lululemon Athletica. But Indieville members aren't simply acquisitive materialists, they score high for the value of *Personal Control* and strive to organize the direction of their future, even when it feels like there are forces beyond their control preventing it. As traditional media consumers, their tastes are wide-ranging. They enjoy a steady diet of TV news, sci-fi, reality and comedy shows; their radios are tuned to music stations, be it modern rock, urban hip hop, jazz or classical. They like reading newspapers, especially the tech section. However, these Canadians are joined at the hip to their mobile phones, getting their media fix from the Internet while staying in touch with friends through social network sites and searching for good deals. Immersed in urban life, they're a strong market for advertising placed in buses, taxis, subway stations and bus stops.

## How They Think

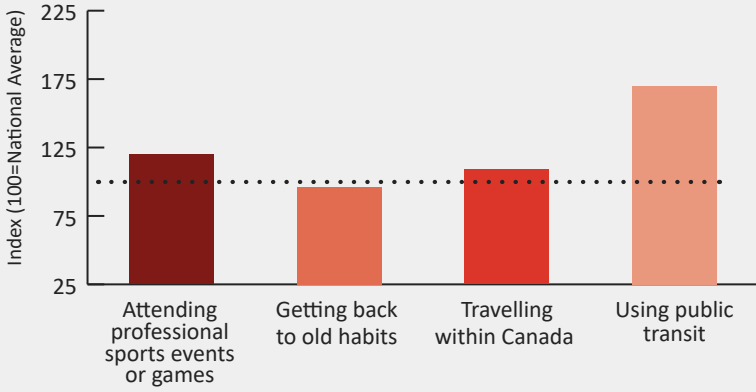
The members of Indieville hold a socially progressive view of the world and family (*Flexible Families*), and they're less inclined to conform to society's rules (*Rejection of Authority*). Self-described citizens of the world, they believe that youth should be treated the same as adults (*Global Consciousness, Equal Relationship with Youth*). With over a quarter of members foreign-born, they support diverse groups in celebrating their unique traditions and seek to learn from other cultures (*Culture Sampling*). Many prefer their occasionally chaotic, unruly city life over a more circumscribed existence, believing they are capable of imposing order in their lives when necessary (*Personal Control*). Their *Ecological Concern* leads them to adopt a greener *Ecological Lifestyle* and place greater emphasis on making healthy choices (*Effort Toward Health*). As consumers, this group scores high for *Personal Creativity*, as they seek activities and products that help them incorporate their imagination daily at work, home and play. They also enjoy buying items that are of particular interest (*Need for Status Recognition*), especially if they're well-designed, brand-name products from ethical companies (*Importance of Aesthetics, Ethical Consumerism*).

22. INDIEVILLE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

art galleries  
comedy films  
nightclubs/bars  
volunteer work



SHOPPING

Lululemon Athletica  
Hudson's Bay  
Mountain Equipment Co-Op  
book store rewards programs



TRADITIONAL MEDIA

CP24  
modern rock radio  
Maclean's  
alternative news magazines



INTERNET

career/job search sites  
entertainment sites  
music streaming on computer  
purchase movie tickets online



FOOD/DRINK

nuts  
protein drinks  
coffee shops  
ethnic restaurants



FINANCIAL

mobile banking apps  
mutual funds  
online trading  
RBC



AUTOMOTIVE

subcompacts  
Korean brands  
one vehicle  
PartSource



SOCIAL

Twitter  
LinkedIn  
Reddit  
dating platforms



MOBILE

mobile video apps  
listen to music on mobile phone  
use camera on mobile phone  
watch movies on tablet



HEALTH

consulted a dental professional 4-5 times in past year

ATTITUDES

"How my personal information is stored by companies and the government is not very important to me"

"It is important to me that people admire the things I own"

"From time to time I'd like to do things that are dangerous or forbidden, just for the sake of the risk and the sensation"

"I like trying to take advantage of the unforeseen, of opportunities that present themselves"

