Younger and middle-aged urban singles and couples

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 for Pursuit of Novelty.

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. 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 favourite stores like H&M, Zara, The Gap and Lululemon Athletica. But Indieville members aren’t simply acquisitive materialists: many perform volunteer work and score high for the value Community Involvement. 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. And they like reading newspapers, especially the tech section. But 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 (Multiculturalism) 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. But they also enjoy buying items that are of particular interest (Consumptivity), especially if they’re well-designed, brand-name products from ethical companies (Importance of Aesthetics, Importance of Brand, Ethical Consumerism).
Where They Live

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 phone
use camera on phone
watch movies on tablet

HEALTH
Consulted a dental professional
4-5 times in past year

ATTITUDES
“Young people should be taught to question authority”
“I am interested in learning about different cultures”
“Vegetarianism is a healthy option”
“I buy the latest high-tech gadgets before most people I know”