Diverse, middle-income city dwellers

Who They Are

A segment encompassing long-established immigrant neighbourhoods, Metro Melting Pot has been a haven for upwardly climbing newcomers for 25 years. Concentrated in Toronto and nearby Mississauga, more than half of the households contain immigrants; nearly 30 percent speak a non-official language, with Tagalog, Arabic and Spanish joining Portuguese, Italian, Cantonese or Mandarin in recent years. But these neighbourhoods are diverse in more ways than cultural roots: Metro Melting Pot contains families and lone-parent households, maintainers range in age from 45 to over 75, and the housing stock is a mix of older single-detached and row houses, semis and apartment buildings. While some contain young children, many households have twenty-something children who are likely contributing to the family income. With educations ranging from grade school to university degrees, adults work at varied jobs in business, services and manufacturing. But the high housing prices—the average dwelling value is nearly $525,000—contribute to only an average number of homeowners. Eager to indulge their children, many enjoy going to theme parks, professional sports games and all-inclusive resorts.

The mix of ages, families and ethnicities in Metro Melting Pot creates a varied lifestyle. The presence of older children results in high rates for athletic activities like basketball, yoga and racquet sports, and the whole family enjoys a trip to a wings-and-skins restaurant like Kelseys, Milestones or Jack Astor’s. Fans of designer labels for midscale budgets, they tend to shop at The Gap, Banana Republic and H&M. They’re more willing to splurge on home electronics like video gaming systems, voice-activated smart speakers, smart security systems and smart home appliances. For many, the Internet is a tool for communication and entertainment. They go online—typically using a computer or mobile phone—for posting in chatrooms, dating, accessing paid entertainment and sharing content with friends. They’re otherwise average consumers of traditional media, though they watch a lot of music videos, talk shows and sports on TV, and listen to news and morning radio on their commute to work. In their city neighbourhoods, they pay attention to out-of-home ads on buses, taxis and subway platforms.

How They Think

The families of Metro Melting Pot have embraced Multiculturalism and believe people from other cultures should retain their cultural identities. With many new to their adopted country, they strive to earn the respect of others (Need for Status Recognition) and demonstrate their social status through their acquisitions and stylish homes (Ostentatious Consumption, Status via Home). But they admit the challenges of daily life lead to Time Stress, and they feel that forces beyond their control determine their future (Fatalism). To cope, they seek to live life to the fullest (Pursuit of Intensity), are willing to take risks to achieve their goals (Penchant for Risk) and care little about playing by the rules (Rejection of Authority). As consumers, members of Metro Melting Pot like to feel different from others with products that express their individuality (Pursuit of Originality). They appreciate new and well-designed products, particularly if they’re from established brands (Pursuit of Novelty, Importance of Aesthetics, Importance of Brand). And they’re enthusiastic about purchases in their areas of interest (Consumptivity), sharing the products they prefer with their peer group (Consumption Evangelism). Aesthetically pleasing ads typically grab their attention (Advertising as Stimulus).
Where They Live

How They Live

LEISURE
- soccer
- basketball
- zoos/aquariums/farms/
- animal parks
- film festivals

SHOPPING
- Winners
- Hudson’s Bay
- Best Buy
- children’s clothing stores

TRADITIONAL MEDIA
- Sportsnet 360
dance music radio
- entertainment magazines
- newspaper lifestyle section

INTERNET
- beauty/fashion sites
discount coupons on computer
career/job search online
- purchase movie tickets online

FOOD/DRINK
- chunk/block cheese
- herbal tea
- bulk food stores
- fast casual restaurants

FINANCIAL
- GICs
gas station quick pay card
- online stock trading
- mobile banking

AUTOMOTIVE
- imported compacts
- small vans
- Honda
- leased cars

SOCIAL
- WhatsApp
- LinkedIn
- Reddit
dating platforms

MOBILE
- video apps
- picture/video messaging on phone
- use camera on phone
- YouTube videos on tablet

HEALTH
- Use back pain relievers 6+
times/month

ATTITUDES
- “In order to get what I want, I would be prepared to take great risks in life”
- “It is important to me that people admire the things I own”
- “An important part of my life is dressing smartly”
- “I am very comfortable sharing my personal information with social media sites”