



F3 MIDSCALE
URBAN
FRINGE

F1 SCHOOL-AGE
FAMILIES

Population:

581,301

(1.52% of Canada)

Households:

256,667

(1.71% of Canada)

**Average Household
Income**

\$95,527

**Average Household Net
Worth:**

\$382,199

House Tenure:

Own & Rent

Education:

University/College/
High School

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

High

Sample Social Value:

Ecological Concern

Who They Are

The search for jobs and an affordable lifestyle helped create Diverse & Determined. Found in the urban fringe of big cities like Vancouver, Calgary, Edmonton and Ottawa, this segment contains a mix of younger singles and middle-aged families, including a disproportionate number of lone-parent households. Almost half of these households have moved into the area in the last five years. Over a third of residents identify as a visible minority—typically South Asian, black, Filipino, Arab or Latin American—most having arrived since 2001. Drawn to the less expensive housing and less intense city living, Diverse & Determined residents typically live in low-rise apartments or row houses; nearly two-thirds live in condominiums. With educations ranging from high school to university, the adults here earn midscale incomes from various jobs in manufacturing, remediation services, business and the trades. Almost half the households are without children, meaning many can devote more of their discretionary income to leisure activities. Residents score high for going to casinos, sports bars, nightclubs and sporting events. Strong on the value *Ostentatious Consumption*, they try to impress others by acquiring objects that convey affluence.

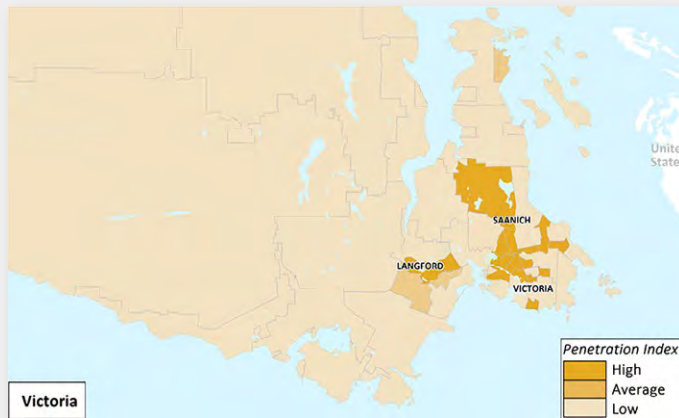
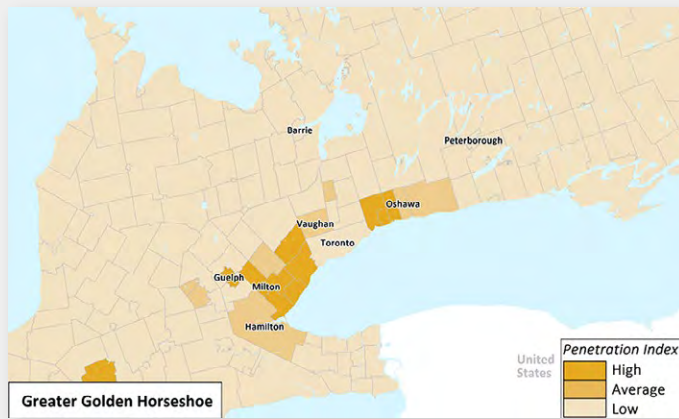
The residents of Diverse & Determined enjoy more vigorous leisure pursuits compared to their downtown cousins. They prefer activities like tennis, Pilates, snowboarding and downhill skiing to more sedate pastimes. Being a particularly active segment, this cohort is looking forward to going to the gym post-COVID. Reflecting members' diverse backgrounds, a night out may involve an opera or art gallery, or a craft beer and happy hour poutine at a fast casual restaurant. Community minded, they donate what they can to educational, cultural and religious organizations and volunteer their time on political campaigns. There's not much money for vacationing beyond an occasional trip to western Canada or the U.S, but they're well travelled in the digital world, using their mobile phone rather than a computer to listen to a podcast, watch TV, search for jobs and redeem discount coupons. These diverse families have relatively high rates for some traditional media, especially religious and gospel programs on the radio and Telelatino and Global News on TV. To get to the urban action, they often use public transit, making this segment a strong market for ads on bus shelters and subway platforms.

How They Think

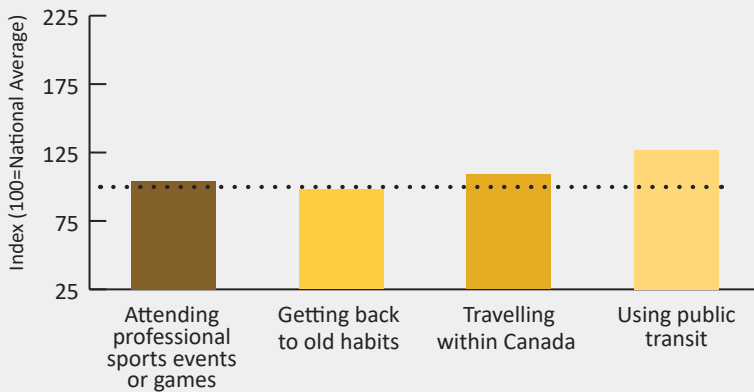
The members of Diverse & Determined believe in taking care of others before themselves and feel there's a great deal to learn from other cultures (*Introspection and Empathy, Social Learning*). Although many in this segment have been feeling that their financial position is less secure than this time last year, they are generally optimistic about their financial future (*Financial Security*) and their ability to leave a *Legacy*. They are greatly fulfilled by their work, however it is important for them to regularly take a break from their responsibilities and burdens (*Fulfillment Through Work, Need for Escape*). Given their diverse backgrounds, many identify as citizens of the world and support the efforts of diverse groups to share their cultural heritage with mainstream society (*Culture Sampling*). While they tend to use reason and logic when making decisions, they appreciate experiences that engage all their senses (*Emotional Control*). As conscientious consumers, they're attracted to products that offer an authentic brand experience and companies known for their ethnical practices (*Brand Genuineness, Ethical Consumerism*). Strong on the *Primacy of Environmental Protection* over economic advancement, many also weigh environmental concerns into their purchasing decisions (*Ecological Lifestyle*).

32. DIVERSE & DETERMINED

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

yoga/Pilates
downhill skiing
dinner theatres
casinos



SHOPPING

Joe Fresh
7-Eleven
London Drugs
craft supply stores



TRADITIONAL MEDIA

European soccer on TV
Telelatino
religious/gospel radio
newspaper arts and entertainment section



INTERNET

beauty/fashion sites
group-buying sites
download/print/redeem coupons
purchase sporting events tickets online



FOOD/DRINK

organic meat
Canadian wine
ethnic restaurants
fast-food restaurants



FINANCIAL

mutual funds
condo home insurance
TD Canada Trust
Sick Children's Hospital Lottery



AUTOMOTIVE

intermediate cars
compacts
imported brands
2008 or older model year



SOCIAL

Reddit
WhatsApp
WeChat
LinkedIn



MOBILE

watch TV shows on mobile phone
listen to radio/podcast on mobile phone
read e-books on mobile phone
online dating on mobile phone



HEALTH

eat/drink diet control
meal replacements

ATTITUDES

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

"It is important that the country hold a strong position in the world"

"It is important for me to have a more intense and more spiritual life"

"I am interested in everything that science cannot explain"