Midscale, younger and middle-aged city dwellers

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 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 sales, services, business and the trades. But because almost half the households are without children, 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. 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 (Duty) and feel there’s a great deal to learn from other cultures (Social Learning). Many hold progressive views of families and relationships (Flexible Families, Sexual Permissiveness), and they’re generally optimistic about their financial future (Financial Security) and their ability to leave a Legacy. But they can also feel disconnected from society (Anomie-Aimlessness) and as a result, turn inward to contemplate philosophical and existential questions (Spiritual Quest). 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 ethical 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).

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Where They Live

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 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 phone
- listen to radio/podcast on phone
- read e-books on phone
- online dating on phone

HEALTH
- Eat/drink diet control meal replacements

ATTITUDES
- “I like trying to take advantage of the unforeseen, of opportunities that present themselves”
- “The Internet enables me to belong and be accepted by my friends”
- “It is important to me to regularly get away from all responsibilities and burdens”
- “I am willing to pay more for brand-name products”