


U1 URBAN ELITE

F1 SCHOOL-AGE FAMILIES

Population:

455,149

(1.19% of Canada)

Households:

184,488

(1.23% of Canada)

Average Household Income

\$179,524

Average Household Net Worth:

\$1,331,350

House Tenure:

Own & Rent

Education:

University

Occupation:

White Collar

Cultural Diversity Index:

Low

Sample Social Value:
Rejection of Authority

Who They Are

Downtown Verve is a cultural and intellectual hub. Concentrated in a handful of Canada's largest cities, the segment attracts a mix of younger and middle-aged singles, couples and families who prefer the excitement and convenience of downtown living. One of the most educated groups, many residents are first- and second-generation Canadians employed in well-paying management and white-collar positions. They're happy to own or rent in these older urban neighbourhoods, where they're within a few blocks of banks, theatres and dry cleaners. Although their duplexes, row houses, semi-detached houses and low-rise apartments are aging, the average dwelling value is nearly \$900,000—double the national average. With their upscale incomes, their spending power appears even greater because of the significant proportion of singles and childless couples. Living close to entertainment districts, this group has high rates for going to bars, restaurants and cinemas. They also maintain a healthy lifestyle, eating organic food, taking fitness classes and playing racquet sports. With their strong *Ecological Concern*, they believe that the efforts of one person are never too insignificant when it comes to protecting the environment.

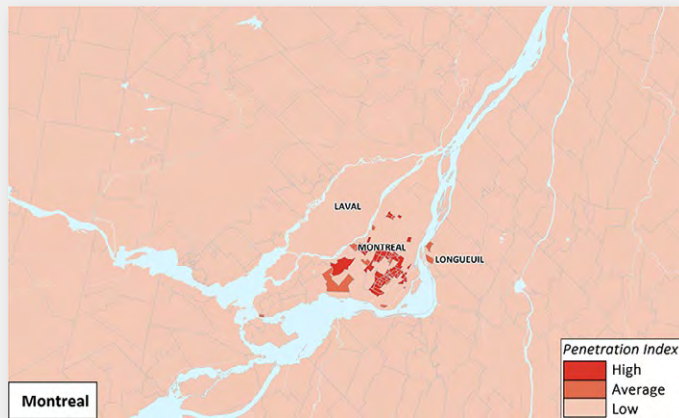
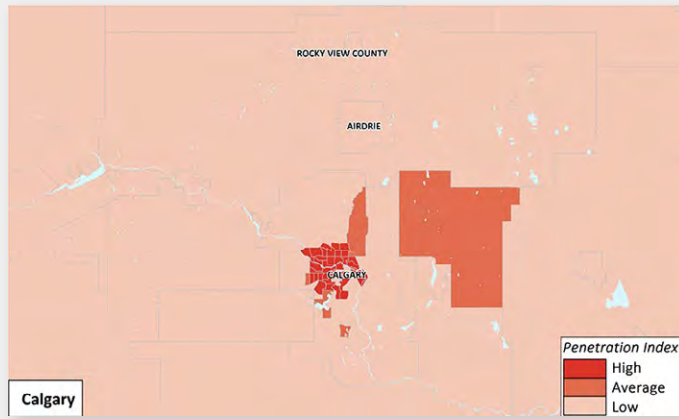
The trend-conscious households in Downtown Verve take advantage of their vibrant city settings. They have high rates for going to art galleries, the theatre, jazz concerts, and film and music festivals. Many participate in team sports like baseball, soccer and volleyball. With almost half walking, biking or taking public transit to work, they often stop by coffee shops on their way to work and meet for dinner at ethnic restaurants afterwards. Diet conscious, they like to shop for organic and natural foods at farmers' markets and health food stores. And they're into decorating their residences with ready-to-assemble modern furniture courtesy of Ikea, Structubes and Pier 1 Imports. In Downtown Verve, residents like to vacation abroad, particularly for ski trips, city tours and eco-tourism. But these younger Canadians are most comfortable online, using their computer, mobile phone or tablet to listen to music, read a newspaper, download a movie, send emails and instant messages and buy tickets to all manner of events. With the street scene central to their lifestyle, they're a strong market for out-of-home advertising in bus shelters, subway platforms and train stations. These urbanites are looking forward to using public transit in a post-COVID world.

How They Think

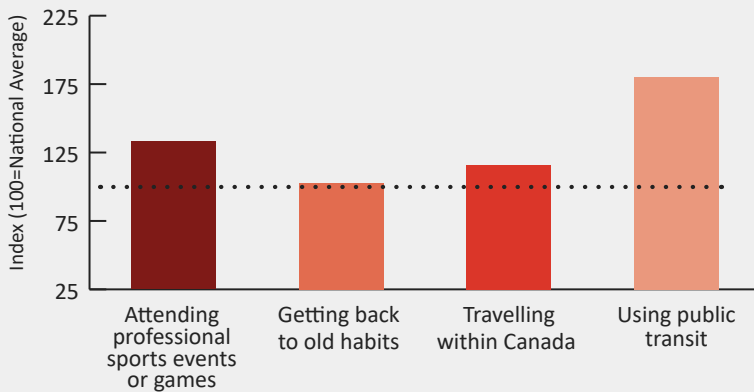
Downtown Verve residents are keen experientialists who thrive in their lively urban world. An independent group, they prefer to go their own way (*Rejection of Authority*) and enjoy taking risks to get the most out of life (*Penchant for Risk*) while distancing themselves from society's standards (*Rejection of Orderliness*). As a younger group, they tend to be tolerant of non-traditional definitions of family (*Flexible Families*) and reject patriarchal relationships in favour of an *Equal Relationship with Youth*. They're also committed to pursuing a healthy and wholesome lifestyle, making a serious *Effort for Health*. These well-educated households are confident in the direction they're going (*Personal Control*), and their *Enthusiasm for Technology* affords them an additional degree of control over their daily routine. Strong on *Global Consciousness* and *Culture Sampling*, these globe-trotting Canadians see themselves as citizens of the world and believe other cultures have a great deal to teach society. As consumers, they distrust advertising as a reliable source of information and take into account the environmental impact of a product or service when making purchase decisions (*Skepticism Towards Advertising, Ecological Lifestyle*).

06. DOWNTOWN VERVE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

fitness classes
music festivals
snowboarding
volunteer work



SHOPPING

natural/health food stores
Banana Republic
Ikea
Chapters/Indigo



TRADITIONAL MEDIA

TV basketball
alternative news magazines
ads on subway platforms
The Globe and Mail



INTERNET

Amazon.ca
newspaper sites
purchase home furnishings online
use apps



FOOD/DRINK

organic vegetables
craft beer
Japanese restaurants
online food delivery



FINANCIAL

mutual funds
mobile wallet
arrange automatic payments online
donate to environmental groups



AUTOMOTIVE

imported compact SUVs
\$25,000-\$29,999 spent on vehicle
Volkswagen
2017-2019 model years



SOCIAL

WhatsApp
Twitter
Reddit
Flickr



MOBILE

fitness bands
read magazines on mobile phone
watch movies on tablet
web browsing on mobile phone



HEALTH

visit a homeopath/naturopath

ATTITUDES

"I would be prepared to pay more for environmentally friendly products"

"I like being in a large crowd"

"It's very important to try new products, new places for vacation or new foods, just for the pleasure of the novelty"

"I always keep informed about the latest technological developments"