



**U4** URBAN DIVERSITY

**F3** MIDDLE-AGE FAMILIES

#### Population:

737,218

(1.93% of Canada)

#### Households:

307,639

(2.05% of Canada)

#### Average Household Income

\$65,982

#### Average Household Net Worth:

\$144,349

#### House Tenure:

Rent

#### Education:

Mixed

#### Occupation:

Service Sector

#### Cultural Diversity Index:

High

#### Sample Social Value:

*Ostentatious Consumption*

## Who They Are

Once home to young immigrants, Came From Away communities are showing their middle age. The highest concentration of residents are between 25 and 44 years old. Nearly 60 percent of the segment's residents are foreign-born—fourth highest among all segments—and they hail from all over. Many are singles and lone-parent families who live in high-rise apartments in Toronto and a handful of other large cities; almost 40 percent of the populace speak a non-official language. While their educational achievement ranges from grade school to university, most residents hold low-paying jobs in manufacturing, services and the trades. Downscale incomes and economic uncertainty contribute to the segment's transience; more than half of households moved in the past five years and over 80 percent are renters. But even with tight budgets, many Came From Away members enjoy the leisure pursuits offered by their urban settings, with high rates for going to nightclubs, jazz concerts and billiards halls; families head for theme parks, aquariums and zoos. Hooked on their mobile phones for media and shopping, they're the top-ranked segment for *Ostentatious Consumption*, hoping to impress others with purchases that symbolize affluence, including the latest tech devices.

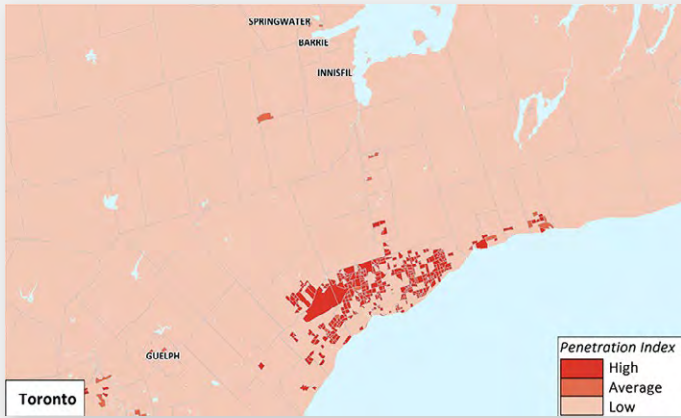
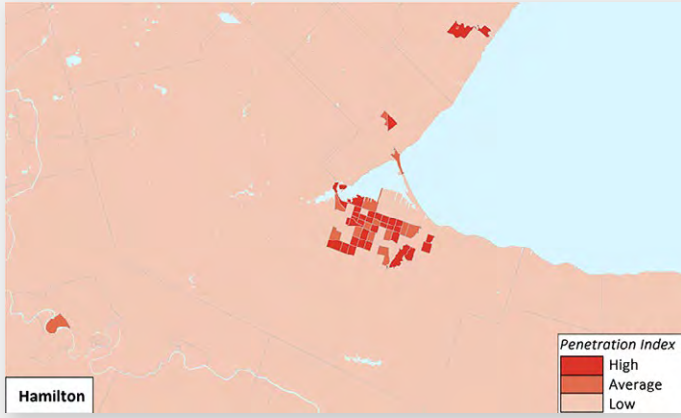
Telling researchers they're eager to get to the top of their careers, many members of Came From Away take classes at community colleges and universities to achieve that goal. They're still young enough to enjoy playing vigorous team sports such as soccer, basketball and hockey. In their small, older apartments, they rarely entertain, choosing instead to eat out at fast-food and casual family restaurants. These budget-conscious shoppers patronize factory outlets and discount stores. Most get around using public transit; if they own a car, it's typically an older model bought for less than \$15,000. Vacation travel means visiting one of the tourist sites near Toronto, going to a cottage or taking an occasional trip to the Caribbean. Came From Away members are heavy Internet users who are rarely without their mobile phones. Online they stream music and TV shows, watch movies, clip coupons and play games; fluent in social media, they have high rates for using Twitter, LinkedIn, YouTube, Instagram and Tinder. Interested in most traditional media, they respond to ads on TV and in print media, as well as those placed in buses, subways and malls. With the COVID-19 pandemic impacting their ability to get around, this segment is looking forward to being able to use public transit at full capacity.

## How They Think

The members of Came From Away believe in the *North American Dream*, but still find it important to preserve their own cultural identities (*Search for Roots*). But as newcomers on tight budgets, they're concerned about their finances as well as their personal safety (*Financial Concern Regarding the Future, Fear of Violence*). Many admit they sometimes feel disconnected from society and think life has no meaning (*Anomie-Aimlessness*). Socially conservative, they support the conventional definition of family but they're open to a flexible, personal approach to religion (*Traditional Families, Religion a la Carte*). For many Came From Away members, the act of shopping excites them and they particularly enjoy acquiring beautiful objects for their homes to impress others and express their personal style (*Joy of Consumption, Importance of Aesthetics, Status via Home*). Fans of well-designed adverts and well-known brands (*Advertising as Stimulus, Importance of Brand*), they constantly seek out new and exciting products and experiences (*Pursuit of Novelty*). And when they find a product in their special area of interest—whether it's technology or trainers—they're eager to share it on social media (*Consumption Evangelism*).

61. CAME FROM AWAY

Where They Live



How They Live



LEISURE

- soccer
- billiards
- nightclubs/bars
- jazz concerts



SHOPPING

- Shoppers Drug Mart
- No Frills
- La Senza
- convenience stores



TRADITIONAL MEDIA

- reality TV shows
- YTV
- urban/hip hop/rap radio
- OOH ads on bus shelters



INTERNET

- career/job search online
- entertainment sites
- play games on computer
- purchase groceries online



FOOD/DRINK

- frozen pizza
- fruit juices/drinks
- sub/sandwiches restaurants
- grocery store take-out



FINANCIAL

- mobile wallet
- two credit cards
- Canada Savings Bonds
- critical illness insurance



AUTOMOTIVE

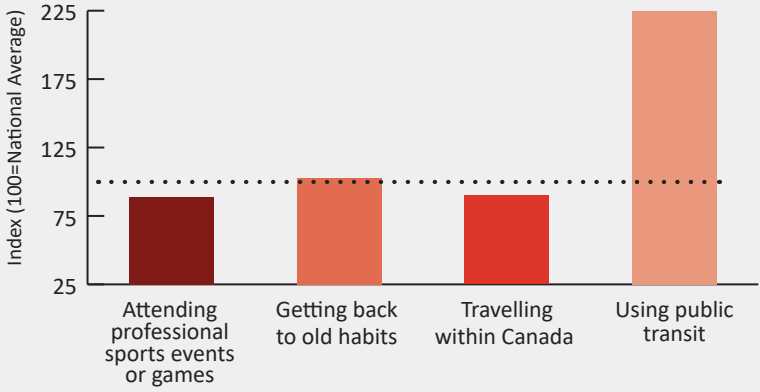
- Volkswagen
- model year 2000-2009
- one car
- under \$15,000 spent on vehicle



SOCIAL

- LinkedIn
- Reddit
- Instagram
- YouTube

Post-Pandemic, Looking Forward To:



MOBILE

- ride sharing service
- listen to music on mobile phone
- watch movies on tablet
- budgeting apps



HEALTH

- use home teeth whitening products

ATTITUDES

"In order to get what I like, I would be prepared to take great risks in life"

"It is important to me that people admire the things I own"

"I like being in a large crowd"

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

