



U4 URBAN DIVERSITY

F3 MIDDLE-AGE FAMILIES

Population:

447,610

(1.17% of Canada)

Households:

162,436

(1.08% of Canada)

Average Household Income

\$68,333

Average Household Net Worth:

\$171,460

House Tenure:

Rent & Own

Education:

Grade 9/High School

Occupation:

Service Sector/
Blue Collar

Cultural Diversity Index:

High

Sample Social Value:

Fear of Violence

Who They Are

The increase in immigration over the last two decades has transformed many communities. Midtown Movers reflects the arrival of newcomers in established neighbourhoods of large cities beyond Toronto and Vancouver. Some are foreign-born students who've settled in university towns; others arrived as a result of job programs. One-third of Midtown Movers are immigrants, with 45 percent of the population identifying as visible minorities, such as blacks, South Asians, Filipinos, Arabs and Latin Americans. And one-fifth of residents speak a non-official language. Households contain a mix of younger singles and middle-aged families; one in three are lone-parent families. With their modest educations—over half haven't gone beyond high school—most work at jobs in manufacturing, services and the trades. Their lower-middle incomes provide them with housing in older, single-detached houses, low-rise apartments and row houses; nearly 55 percent are renters and half of residents have moved in the last five years. Today many enjoy active social lives: the singles joining friends at nightclubs and dinner theatres, the families heading for zoos and aquariums. But their high score for *Penchant for Risk* suggests an openness to more extreme activities to get the most out of life.

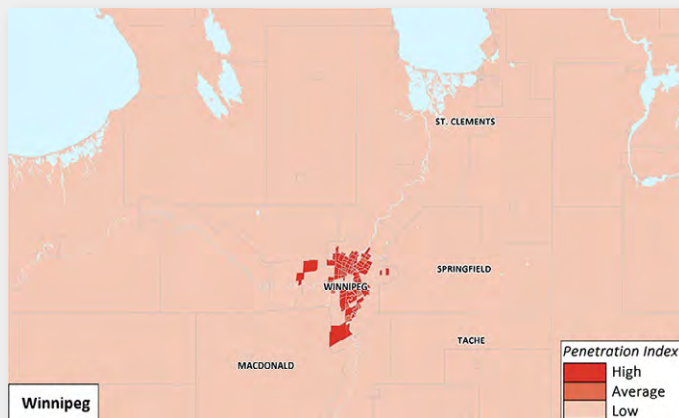
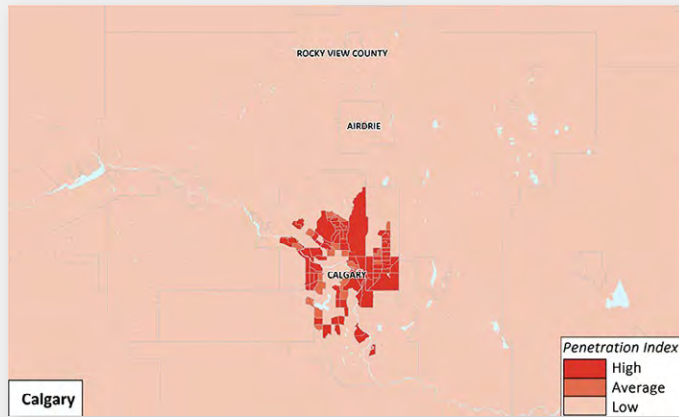
The young newcomers in Midtown Movers are on the move, and technology is helping them along. They use their mobile phones for practical purposes—banking, looking for jobs and clipping coupons—as well as entertainment—playing games, streaming music and finding dates. And many prefer their phones to their feet when shopping. These upwardly striving households are often juggling work and school, with many enrolled in online courses at colleges and universities. To stay fit, they work out at a health club or rec center, sometimes joining a team to play soccer, hockey or basketball. With grocery budgets under \$100 a week and meals typically caught at taco and pizza joints, single-serve coffee makers and microwave ovens may represent the extent of home cooking. Fully immersed in the digital world, Midtown Movers members enjoy sharing their discoveries—be it a new hip-hop artist or sci-fi movie—on social media sites like Instagram, Snapchat and Twitter. And since they're often out-and-about on their lively urban streets, these consumers respond to ads they see at transit shelters, subway platforms, pubs and fitness clubs. Since the COVID-19 pandemic, this segment's online shopping habits have decreased, in part to save money and stay on a tighter budget through this time of economic uncertainty.

How They Think

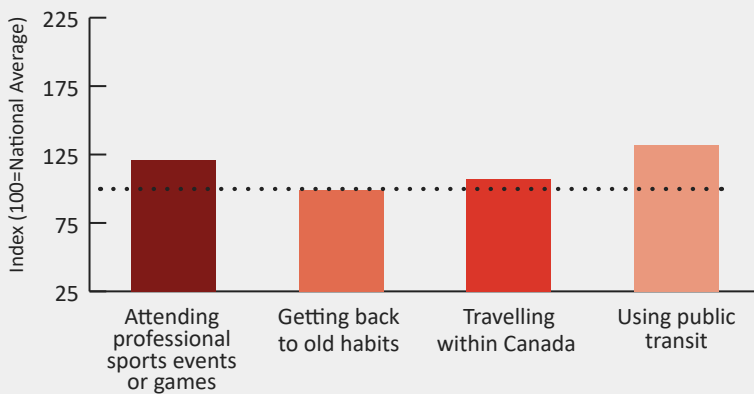
As recent immigrants, the members of Midtown Movers believe diverse groups should be encouraged to preserve their cultural identity (*Multiculturalism*). With many speaking a non-official language, they are drawn to large gatherings to connect with similar newcomers (*Attraction for Crowds*) and to participate in local issues and civic activities (*Social Learning*). Many Midtown Movers members seek to demonstrate their individuality and gain the respect of others by purchasing products for their residences that are unique, beautiful and well designed (*Importance of Aesthetics*). With their belief in *Saving on Principle*, these residents have a strong interest in leaving a *Legacy*, setting creative goals for themselves that they're determined to achieve (*Personal Creativity*). But they can feel overwhelmed by everything they want to accomplish in a day (*Time Stress*), and worry that forces beyond their control are determining their future (*Fatalism*). In the marketplace, they appreciate aesthetically pleasing advertisements and tend to trust them as a source of reliable information, especially in areas of particular interest (*Advertising as Stimulus, Confidence in Advertising, Consumptivity*).

64. MIDTOWN MOVERS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

snowboarding
local arenas/rec centres
zoos/aquariums/farms/
drive-through animal parks
nightclubs/bars



SHOPPING

7-Eleven
Sport Chek
London Drugs
factory outlet stores



TRADITIONAL MEDIA

CFL football
The Comedy Network
modern rock radio
entertainment/celebrity
magazines



INTERNET

career/job search online
music streaming on computer
restaurant ordering online
play games on computer



FOOD/DRINK

frozen pasta
craft beer
granola bars
taco restaurants



FINANCIAL

mobile wallet
telephone banking
credit unions
donate to religious groups



AUTOMOTIVE

small vans
intermediate cars
domestic brands
under \$15,000 spent on vehicle



SOCIAL

Instagram
Snapchat
Reddit
YouTube



MOBILE

shopping apps
auto sites on mobile phone
food/recipe sites on
mobile phone
watch free streaming videos
on tablet



HEALTH

use hair growth products

ATTITUDES

"It is important to be thoroughly familiar with what I think of as my region, its history, its customs and its traditions"

"I like being in a large crowd"

"It is important to look good"

"It is very likely that if a product is widely advertised, it will be a good product"

