Urban lower-middle-income families and singles

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 five are lone-parent families. With their modest educations—over half haven’t gone beyond high school—they 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.

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 (Community Involvement). In their Pursuit of Originality, 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 (Status via Home, Importance of Aesthetics). With their belief in Saving on Principle, these residents have a strong interest in leaving a Legacy, setting lofty goals for themselves that they’re determined to achieve (Personal Challenge). 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 (Advertising as Stimulus, Confidence in Advertising). And they prefer brands they see as authentic (Brand Genuineness), especially in areas of particular interest (Consumptivity).
**Where They Live**

- **SHOPPING**: 7-Eleven, Sport Chek, London Drugs, factory outlet stores
- **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
- **AUTOMOTIVE**: small vans, intermediate cars, domestic brands under $15,000 spent on vehicle
- **MOBILE**: shopping apps, auto sites on phone, food/recipe sites on phone, streaming videos on tablet
- **FINANCIAL**: mobile wallet, telephone banking, credit unions, donate to religious groups
- **SOCIAL**: Instagram, Snapchat, Reddit, YouTube
- **HEALTH**: Use hair growth products
- **LEISURE**: snowboarding, local arenas/rec centres, zoos/aquariums/farms/drive-through animal parks, nightclubs/bars
- **ATTITUDES**:
  - “I’ve often worked as a volunteer for a committee aimed at improving an aspect of life in your neighbourhood or municipality”
  - “I like sharing major events with the largest number of people possible”
  - “Staying connected via social media is very important to me”
  - “It is very likely that if a product is widely advertised, it will be a good product”

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